



Surreal World Assets Buildathon



SELLENE

BY SILLYCON

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Problem Statement

- **Inefficient IP monetization:** Creators often wait months—or even years—to receive royalties or licensing payments through traditional intermediaries, constraining their cash flow and creative control
- **Limited liquidity and price discovery:** Digital works and patents lack transparent secondary markets, making it difficult for both creators and micro-investors to assess true value or trade fractions easily.
- **Regulatory and security risks:** Tokenized IP faces legal ambiguity (e.g., treating tokens as securities), smart contract vulnerabilities, and licensing complexities—all of which undermine confidence and stifle adoption.



Proposed Solution

- **Instant, Fractional Tokenization of Creative & IP Assets:** Creators mint digital tokens representing fractional ownership (e.g., 0.1% per token), enabling immediate monetization of their works. This bypasses legacy intermediaries and accelerates cash flow .
- **Automated Royalty and Licensing Payments via Smart Contracts:** Smart contracts handle transaction recording and instantly distribute royalties whenever usage events occur (streaming, licensing), ensuring transparent and real-time payouts.
- **Transparent, Liquid Secondary Market with AI-Backed Valuation:** A built-in marketplace facilitates buy/sell operations with real-time pricing, improved liquidity, and dynamic value guidance. AI-powered valuation tools strengthen price discovery and market participation .
- **Global Reach, Security & Compliance:** Blockchain ensures immutable ownership records, global transfers, and reduced fraud, while integrated KYC/AML processes and compliance frameworks protect against regulatory and IP-related risks .

Explained in Simpler words

Imagine a platform where creators—musicians, artists, writers, or inventors—can turn their works (like songs, paintings) into tiny “shares” anyone can buy.

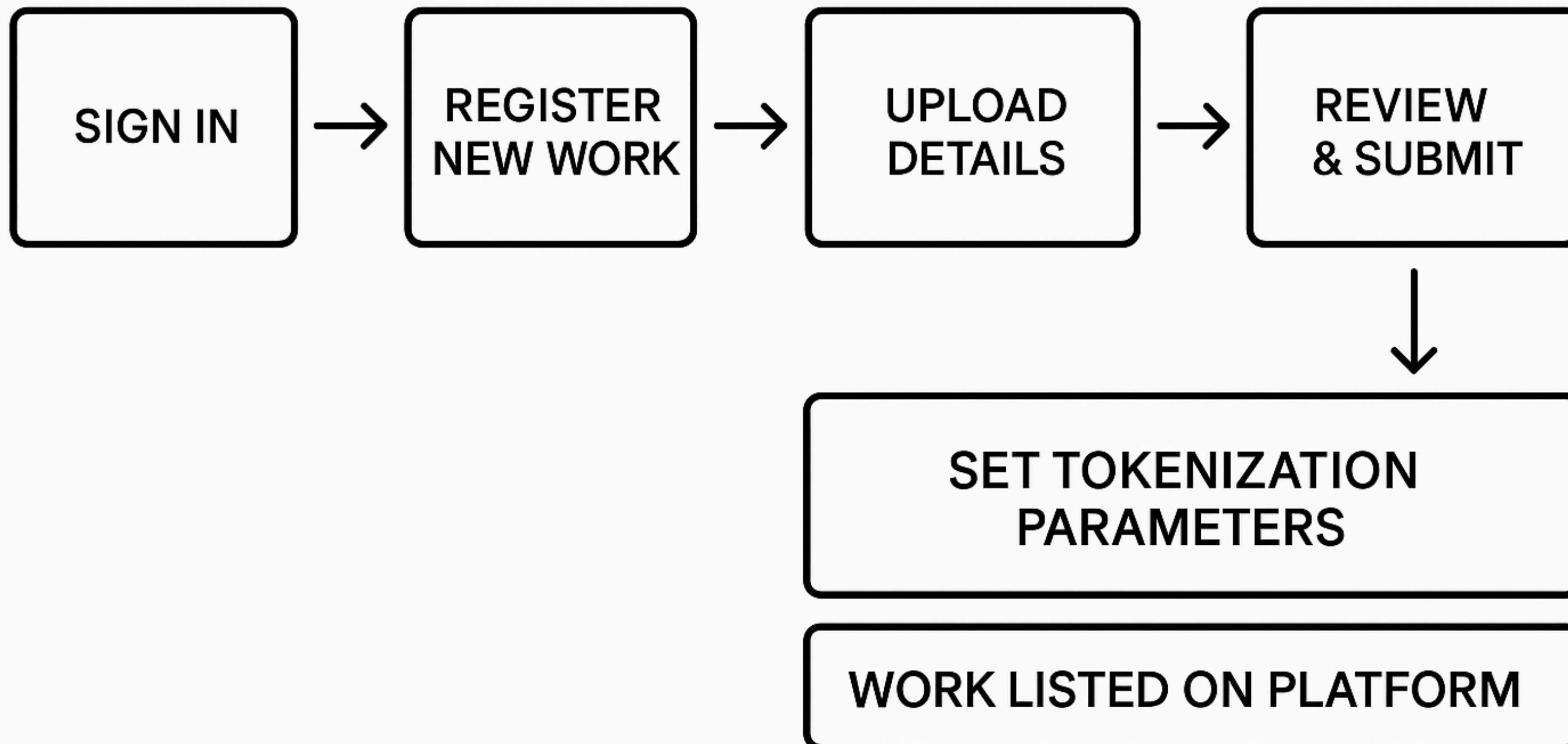
Here's how it works:

- A creator uploads and “registers” their asset, minting a fixed number of tokens—for example, 1,000 tokens representing 0.1% ownership each. So, holding 10 tokens means owning 1% of future income from that work.
- Just like a stock trading app, users can browse listings showing token availability and price per token. You could buy a single token or several—then later sell them on the same platform. Liquidity for creative IP, made easy.
- Whenever the work earns money—like through streaming, licensing, or sales—the smart contract automatically allocates the earnings to token holders in real-time. No chasing payments or delays.
- An internal AI evaluates factors like streaming counts, social mentions, and token trade volume to suggest a “fair price range” for each token. That way, buyers and sellers make informed decisions, much like analyst estimates for stocks.

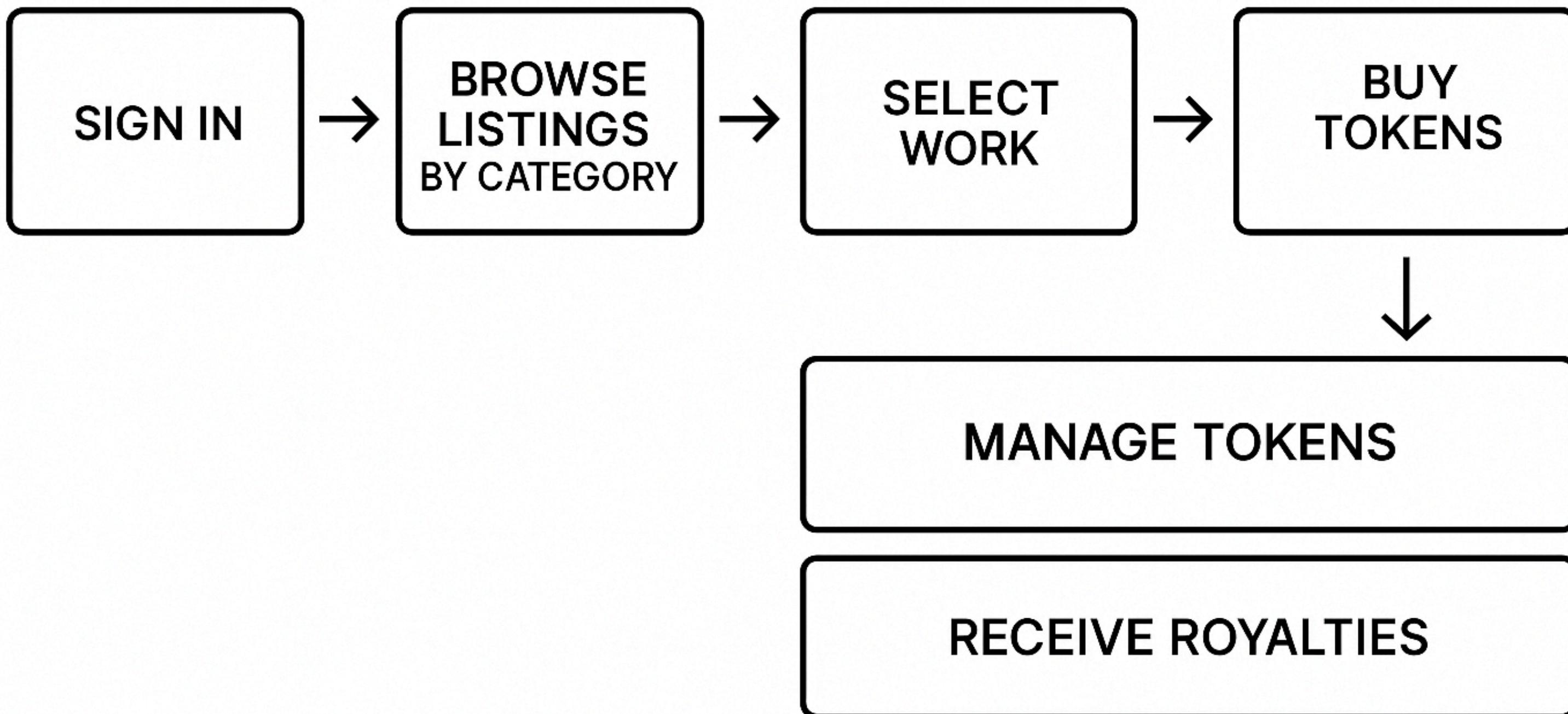


Sellene

CREATOR USER FLOW



Sellene INVESTOR USER FLOW



Project Design

A screenshot of a web browser displaying the homepage of a platform named "Sellene". The page has a dark background with white text and features. At the top, there's a navigation bar with links for "Dashboard", "Marketplace", "Developers", "About", and "Connect". Below the navigation is a search bar with the placeholder "Search creators, artworks, or collections...". On the left side, there's a large circular logo with a stylized "S" shape. The main headline reads "Revolutionizing IP Tokenization". Below it, a sub-headline says "Transform your creative work into tradeable assets. Join the future of intellectual property ownership." At the bottom, there are two buttons: "Get Started →" and "Learn More". To the right of the headline, there are three callout boxes: "Secure IP Protection" (with a lock icon), "Easy Trading" (with a double arrow icon), and "Growing Community" (with a people icon). The footer contains a repeating pattern of the words "CREATE • INNOVATE TOKENIZE • TRADE • OWN". The browser's address bar shows "localhost:3000".

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localhost:3000

Sellene

Search creators, artworks, or collections...

Dashboard Marketplace Developers About Connect

Secure IP Protection
State-of-the-art security for your intellectual property

Easy Trading
Seamless trading of tokenized assets

Growing Community
Join our vibrant creator and investor network

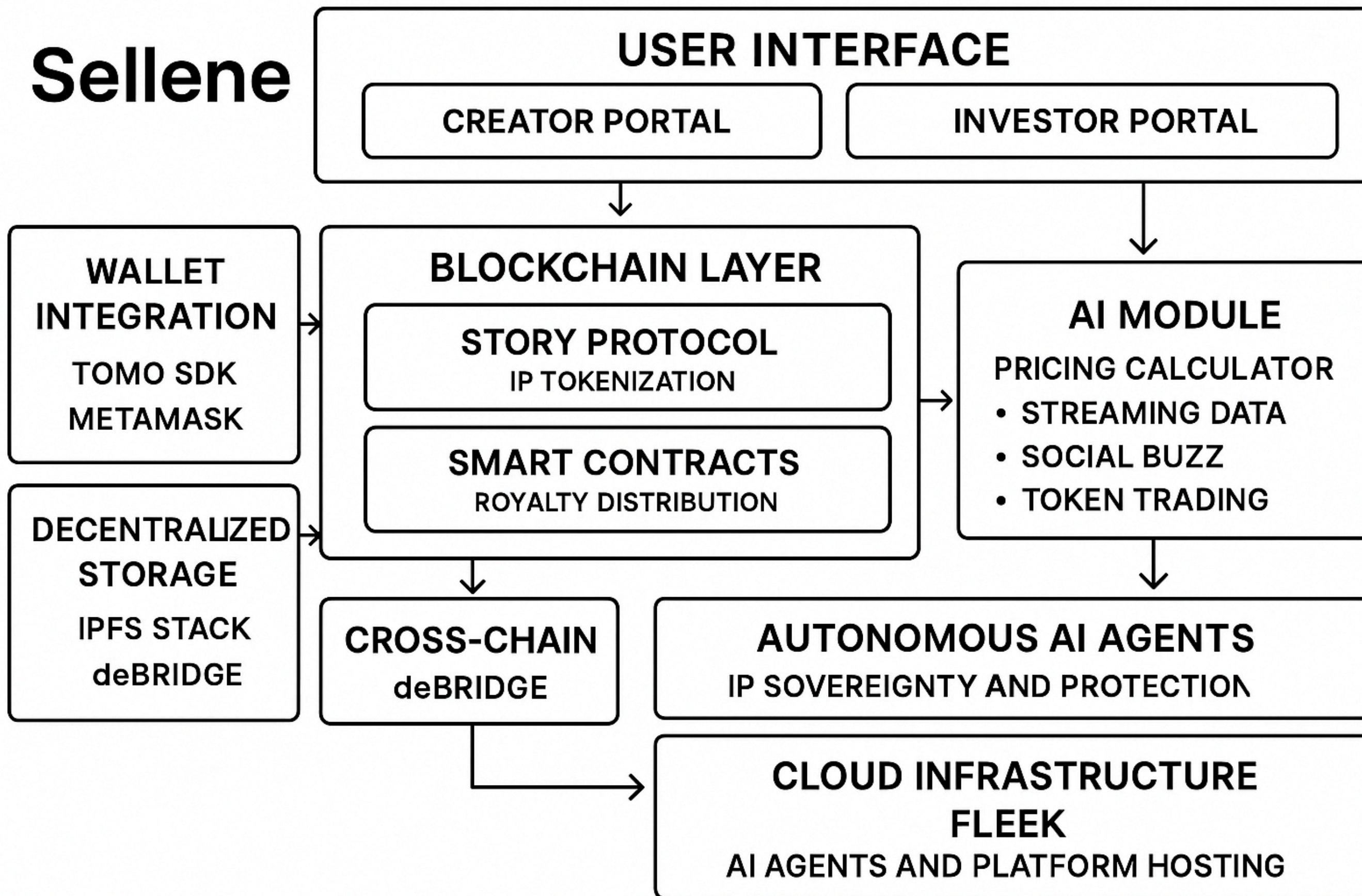
Get Started → Learn More

CREATE • INNOVATE TOKENIZE • TRADE • OWN • CREATE • INNOVATE TOKENIZE • TRADE • OWN

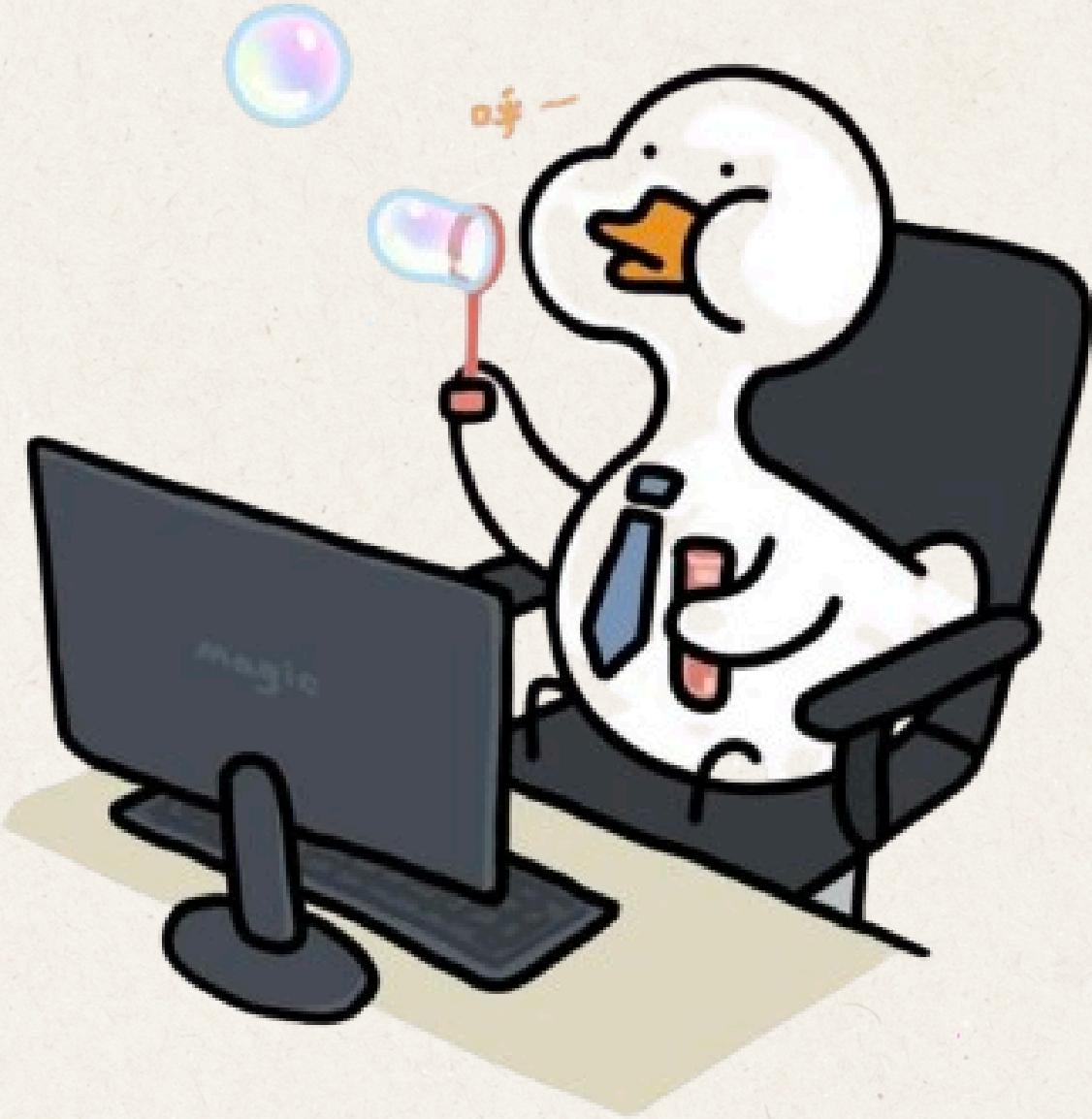
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Technical Architecture

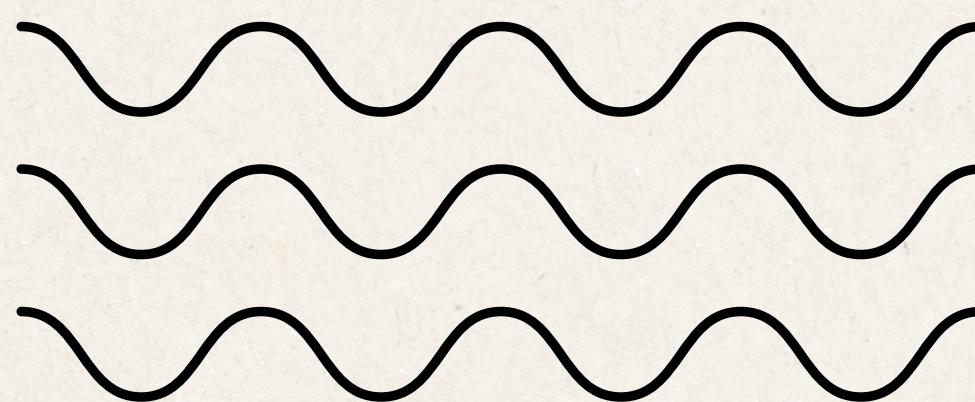
Sellene



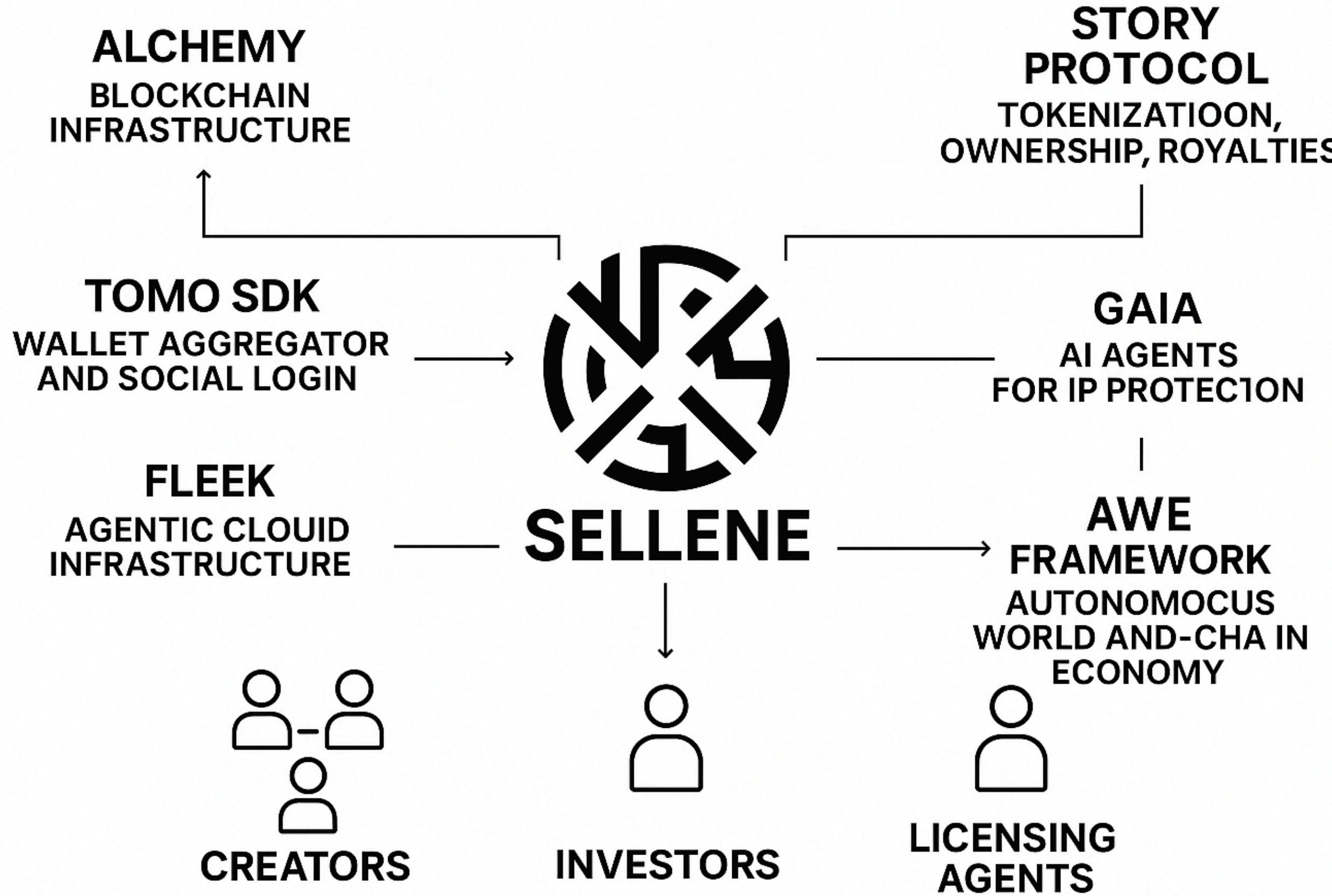
Tracks Implemented



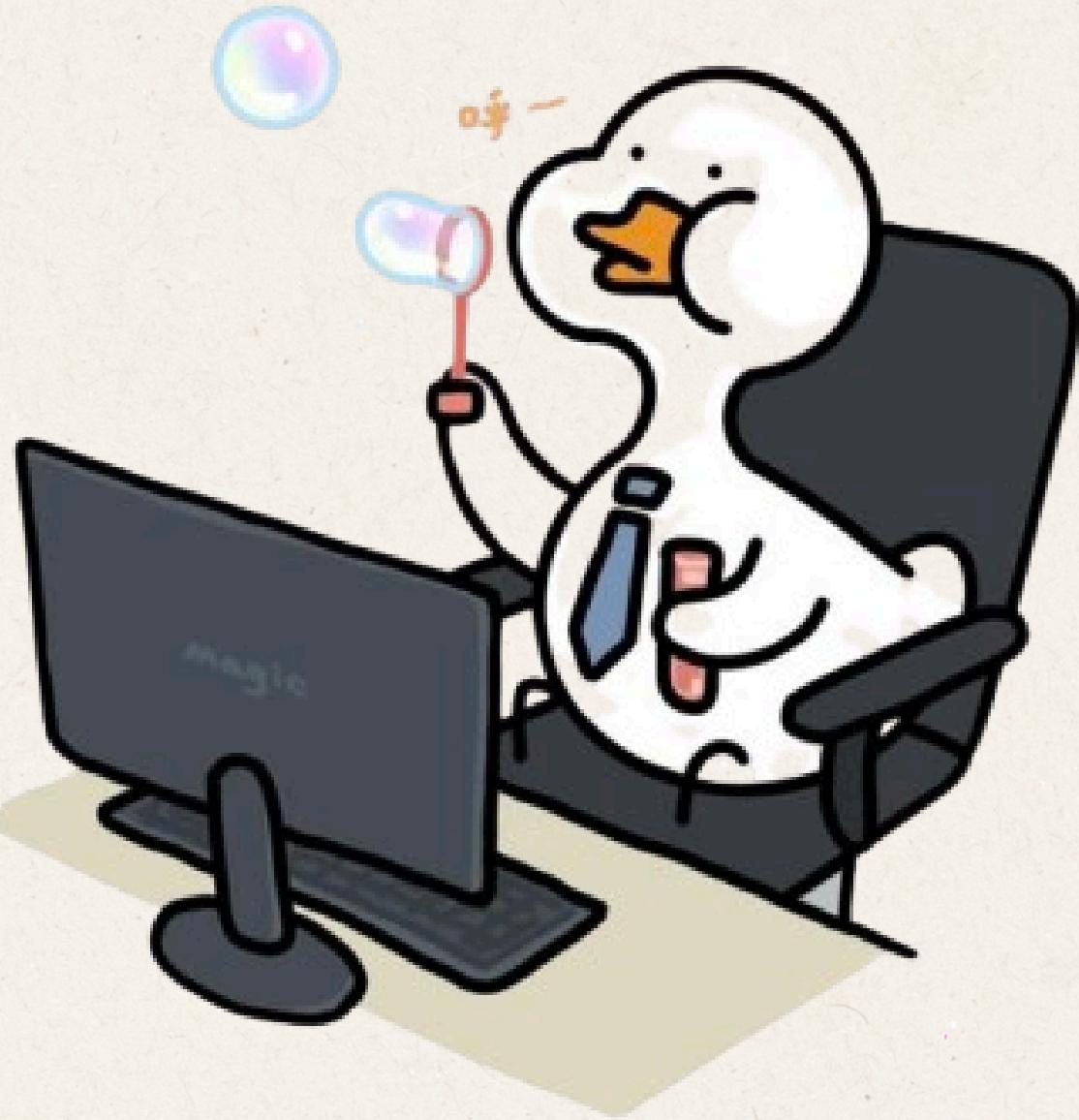
1. Alchemy
2. Tomo
3. AWE
4. Yakoa
5. Fleek
6. deBridge
7. Gaia



Tracks Implementation



Target Audience



Creators & Independent IP Owners:

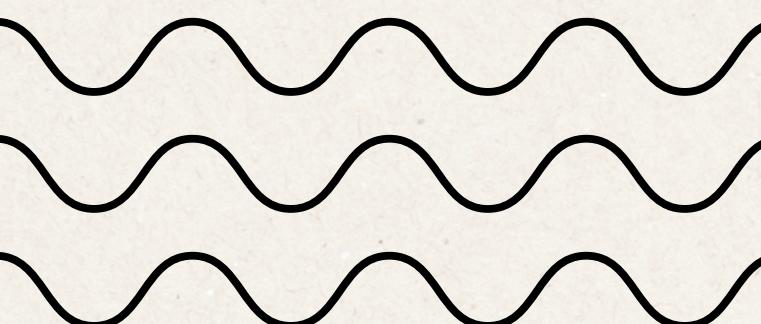
For musicians, artists, writers, and inventors who want to access immediate capital by issuing fractional digital tokens of their work—with full autonomy over pricing, token supply, and royalty mechanics.

Micro-Investors & Creative Communities:

For everyday investors and fans—including millennials and Gen Z—looking to invest small amounts (\$10–\$20) in creative assets, earn royalty income, and participate in a transparent secondary market, democratizing access to IP investments

Licensing Agents, Media Buyers & IP Acquisition Firms:

For agencies, studios, and IP-driven businesses seeking fractional licenses on vetted creative works with automated royalty distribution, on-chain ownership clarity, and streamlined integration with existing licensing workflows.



Competition

Leading Fractional IP Platforms:

- **Royal:** Offers NFT-like music rights ownership; users earn streaming royalties from major artists such as Nas and Diplo.
- **JKBX:** A song-stock exchange enabling fans to buy royalty shares in well-known tracks like Beyoncé's Halo.
- **Masterworks:** Provides access to blue-chip art—Warhol, Basquiat—via SEC-registered fractional shares.

What Makes Sellene Better:

- **Multi-IP & Multi-Category Support:** Not limited to music or fine art—Sellene also tokenizes patents, literature, digital art, etc., offering a broader investment universe.
- **AI-Driven Valuation Engine:** Real-time “fair-price” guidance based on streaming data, social sentiment, and token trading velocity—not just market price snapshots.
- **True Liquidity & Automated Royalties:** Seamless secondary marketplace with smart-contract payout infrastructure—enabling effortless trading and instant royalty distribution across all asset types.



You after not using
Sellene, hehe

Business Model

Freemium & Listing Model:

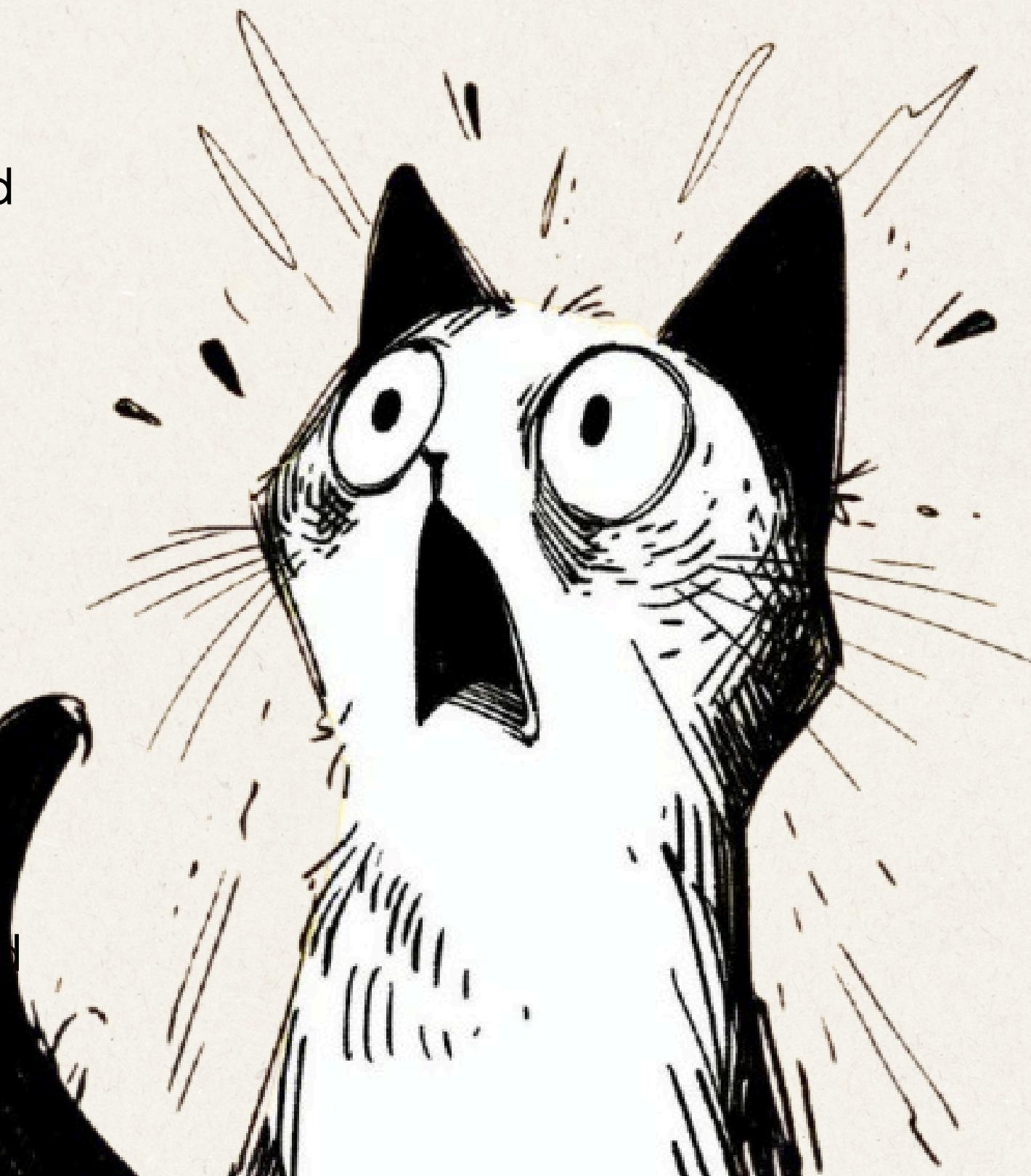
Creators can register their work and mint a limited number of tokens for free. Basic listing—including metadata upload and token creation—is free. Premium features (such as AI-powered valuation reports, promoted listings, and enhanced licensing support) are available under a premium subscription tier .

Transaction & Marketplace Fees:

Sellene charges a percentage-based fee on each token sale—both primary (initial issuance) and secondary (resales). Additionally, creators may opt to pay small listing fees for visibility boosts.

Ongoing Management & Royalty Share:

Sellene earns a small recurring fee each time royalties are paid out—automated via smart contracts.



Future Scope

- **AI-Driven Valuation & Discovery:** Tokens will be intelligently priced and surfaced using advanced AI tools—leveraging historical streaming, sentiment analysis, and dynamic market behavior—providing creators and investors with smarter, automated insights over time
- **Hybrid & Soulbound Token Integration:** Implementing hybrid tokens (via ERC-404) for fractional ownership and soulbound tokens to manage creator credentials, licensing rights, and identity verification—enabling trust, compliance, and richer asset utility
- **Metaverse & Real-World Linkage:** Expand into immersive and physical worlds—tokenized art displayed in Virtual Reality galleries, in-game collectible licensing, or hybrid physical-digital ownership (e.g., prints backed by tokens)—unlocking new revenue channels and fan engagement



Tech Stack

- **Frontend:** Vite.js, React (Web), Tomo SDK integrated to support social-login.
 - **Developer Tools:** Trae IDE, Visual Studio Code
 - **Web3 & Blockchain:** Smart Contracts. Alchemy.
 - **AI & IP Tools:** Fleek to host AI agents and virtual influencers.
 - **Yakoa API:** Verifies original content and licensing credentials pre-tokenization.
 - **Gaia:** Deploys autonomous IP agents.
 - **Backend:** Node.js, PostgreSQL
 - **Deployment:** Vercel, Hardhat/Truffle for smart-contract deployments
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DEMO

- **Github:** <https://github.com/Prthmsh7/Surreal-Sellene>
 - **Live Link:** Attached on our Github with entire track implementations and a complete working demo.
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THANK YOU :)
