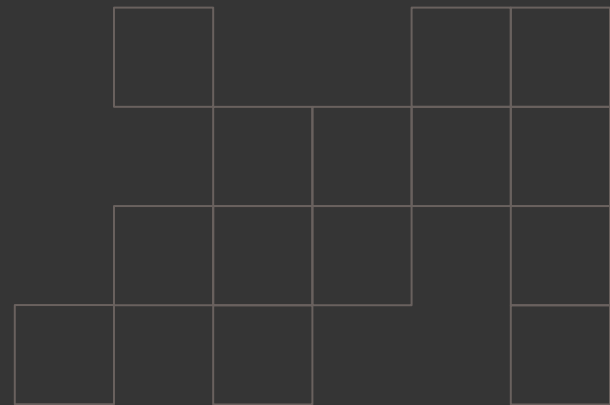


FinTech Innovation: Finance, Technology, Regulation

LicenChain

Daun, Eva, and Sophie



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The Problem

1

Lack of Ownership & Licensing Tools

No fast, affordable way for digital artists to prove ownership or license their work

2

High Risk of IP Theft

- Over 90,000 fraud alerts on DeviantArt in 2021
- 80%+ of free NFTs on OpenSea were plagiarized

3

Systemic Barriers for Creators

- Copyright registration takes up to 8 months
- 60%+ of creative workers are freelancers with little legal support

4

Lost Trust = Lost Revenue

- Buyers can't verify rights. Creators lose income
- The \$2.25T creative economy still lacks basic digital IP infrastructure

Value Proposition

LicenChain is a blockchain-based copyright and licensing platform for digital art

Creators can:

- Register their work securely
- Mint ownership as an NFT
- Set licensing terms
- Track and monetize usage

Unlike typical NFTs, LicenChain provides legal traceability, automated licensing, and usage history

It's a simple, creator-first platform requiring no legal or blockchain expertise

Target Market & Opportunity

Ideal Customer

- Independent digital artists, illustrators, designers, and small creative agencies

Market Size

- Global online art market is projected to reach \$17.76B by 2030
- Digital art licensing and monetization alone represent a \$3.5B opportunity

Target Market

- Creators aged 20–40, digitally active on platforms like Instagram, ArtStation
- They often:
 - ❑ Work independently or freelance
 - ❑ Lack affordable tools to prove or license ownership
 - ❑ Operate in North America, Europe, and urban centers in Asia with high digital art activity

The Solution: Introducing *LicenChain*

A simple, blockchain-powered platform for digital artists to register, license, and protect their work

How it works

- Artists register their work with a file hash + title
- Mint an NFT as proof of ownership
- Set custom licensing terms (duration, usage rights, pricing)
- Buyers license the art directly on-chain
- All transactions and history are recorded transparently

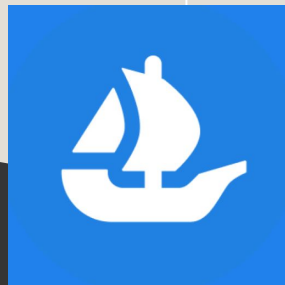
Why it Matters

- Eliminates legal ambiguity and manual contracts
- Enforces royalties and licensing terms automatically
- Makes IP ownership and usage fully traceable

Who Benefits

- **Creators** gain control, protection, and revenue
- **Buyers** get legal clarity and verifiable rights
- **Agencies** save time on sourcing and compliance

Market Landscape: Competition



Revenue Model

	Annual Revenue Source	Unit Price (USD)	User Base or Volume
1	Subscription Plan: Creator	9.99 USD per month	3/5 of the user population
	Subscription Plan: Pro	29.99 USD per month	2/5 of the user population
	Subscription Plan: Enterprise	99.99 USD per month	1/5 of the user population
2	Minting Fees	1.5 USD	1,500
3	License Transaction Fees	5% per transaction	1,500 transactions/month
4	Priority Services	2%	500 users
	Audit Services	2%	500 users

Source of Revenue:

- **Subscription Plan:** Creator / Pro / Enterprise
- **Minting Fees**
- **License Transaction Fees**
- **Services:** Priority / Audit

Projected Revenue:

Year 1 Revenue (1,000 users):
\$485,706

Year 2 Revenue (1,500 users):
\$713,634

Year 3 Revenue (3,000 users):
\$1,169,490

Traction & Roadmap

Proof of Concept (Months 1-3)

Setting up the initial smart contract code and interacting with potential investors

Product Development (Months 4-6)

Practicing trial-and-error method for a scalable and implementation process

User Base Acquisition (Month 7-12)

Re-studying the demand of users, involving feedback and feedforward mechanism for the launch period

Year 1

Targeting around **1,000** users, aiming a revenue value of around **\$485,706**

Year 2

Targeting around **1,500** users, aiming a revenue value of around **\$713,634**

Year 3

Targeting around **2,000** users, aiming a revenue value of around **\$1,169,490**

Marketing, Sales, and Retention

1

Marketing

LicenChain's Strategy

Digital Marketing: Using social media as a continuous marketing strategy, LicenChain will be advertised in various media platforms for easy accessibility and visibility.

Seasonal Discount Offers: Depending on the art market trend, LicenChain may provide a seasonal discount, tailored to particular holiday or events in the region.

2

Sales

- Demand Study, Targeting a User Base (NA / Europe)
 - Implementing an Effective Marketing Strategy
 - Offering LicenChain's Service
-

3

Retention

Regular Updates: LicenChain's developers and engineers will take in charge of any technical issues and updates.

Community Engagement: Recognizing a moderate volume of potential users, LicenChain may develop a forum feature, dedicated for LicenChain users for open discussions.

Financials

		One-time Cost	Year 1 Cost	Year 2 Cost	Year 3 Cost
1	Development Team	80,000		25,000	25,000
2	Blockchain/Gas Fees		20,000	30,000	40,000
3	Legal & Licensing Templates		10,000	10,000	10,000
4	Marketing & Community Acquisition	20,000		25,000	30,000
5	Cloud Services & Storage		10,000	10,000	15,000
6	Developers and Engineers		50,000	100,000	150,000
7	Admin Tools & Platform Maintenance	1,500		1,500	1,500
	Total (USD)	101,500	90,000	201,500	271,500

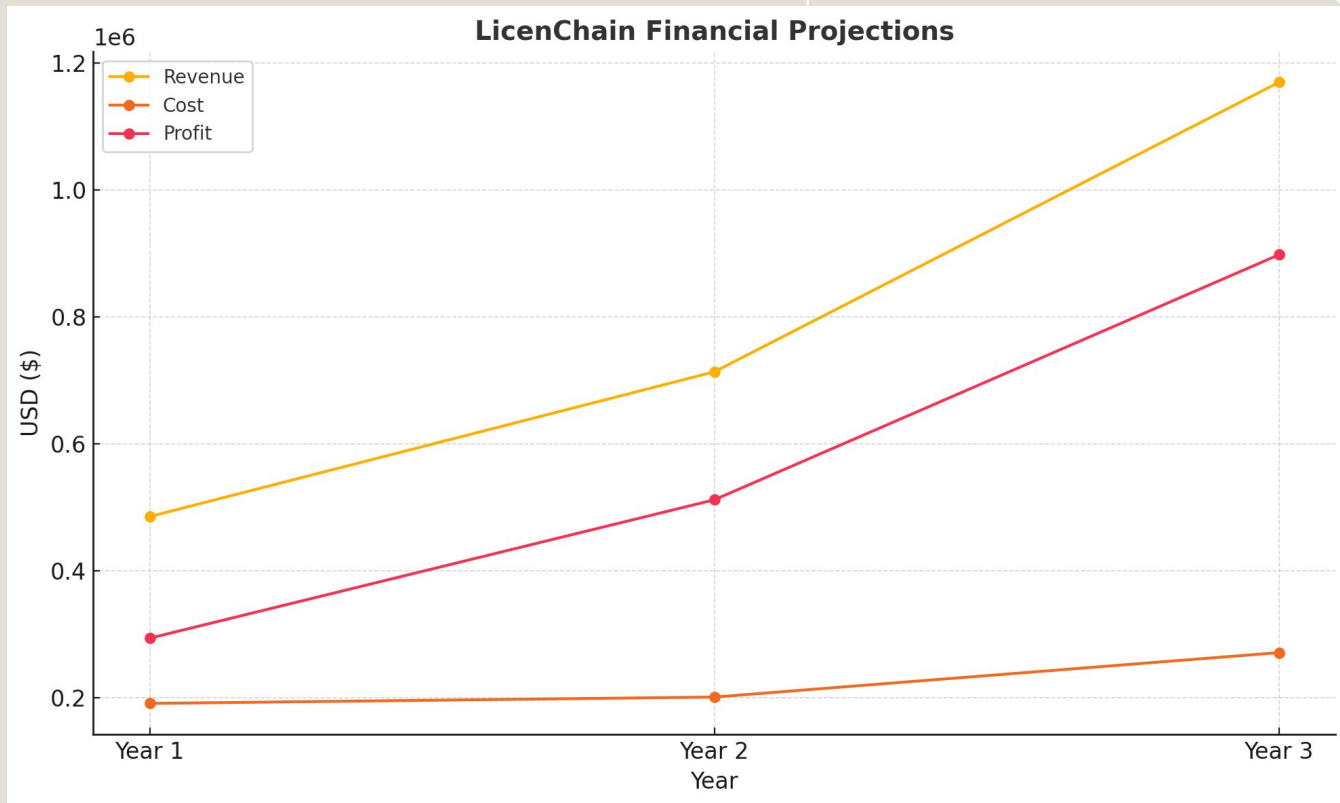
Projected Revenue:

Year 1 Revenue (1,000 users): **\$485,706**
Year 2 Revenue (1,500 users): **\$713,634**
Year 3 Revenue (2,000 users): **\$1,169,490**

Projected Profit:

Year 1 Profit: \$485,706 – \$191,500 (cost) = **\$294,206**
Year 2 Profit: \$713,634 – \$201,500 (cost) = **\$512,134**
Year 3 Profit: \$1,169,490 – \$271,500 (cost) = **\$897,990**

Financials



Investments & Use of Funds

We are seeking **\$200,000** to cover:

One Time Costs

- MVP Development & Smart Contract Deployment
- Marketing & Community Acquisition
- Admin tools & Platform Maintenance

Year 1 Costs

- Blockchain/Gas fees
- Legal & Licensing Templates
- Cloud Service & Storage
- Developers & Engineers

Use of Funds

- Platform Development
- Team & Operations
- Marketing & Growth
- Infrastructure

Return Potential

Assuming a conservative post-MVP valuation of \$1M, with 20% investor ownership, a 3-year growth to \$1.5M would yield a return of \$300,000+ —approximately 50% total return, or 15% annually

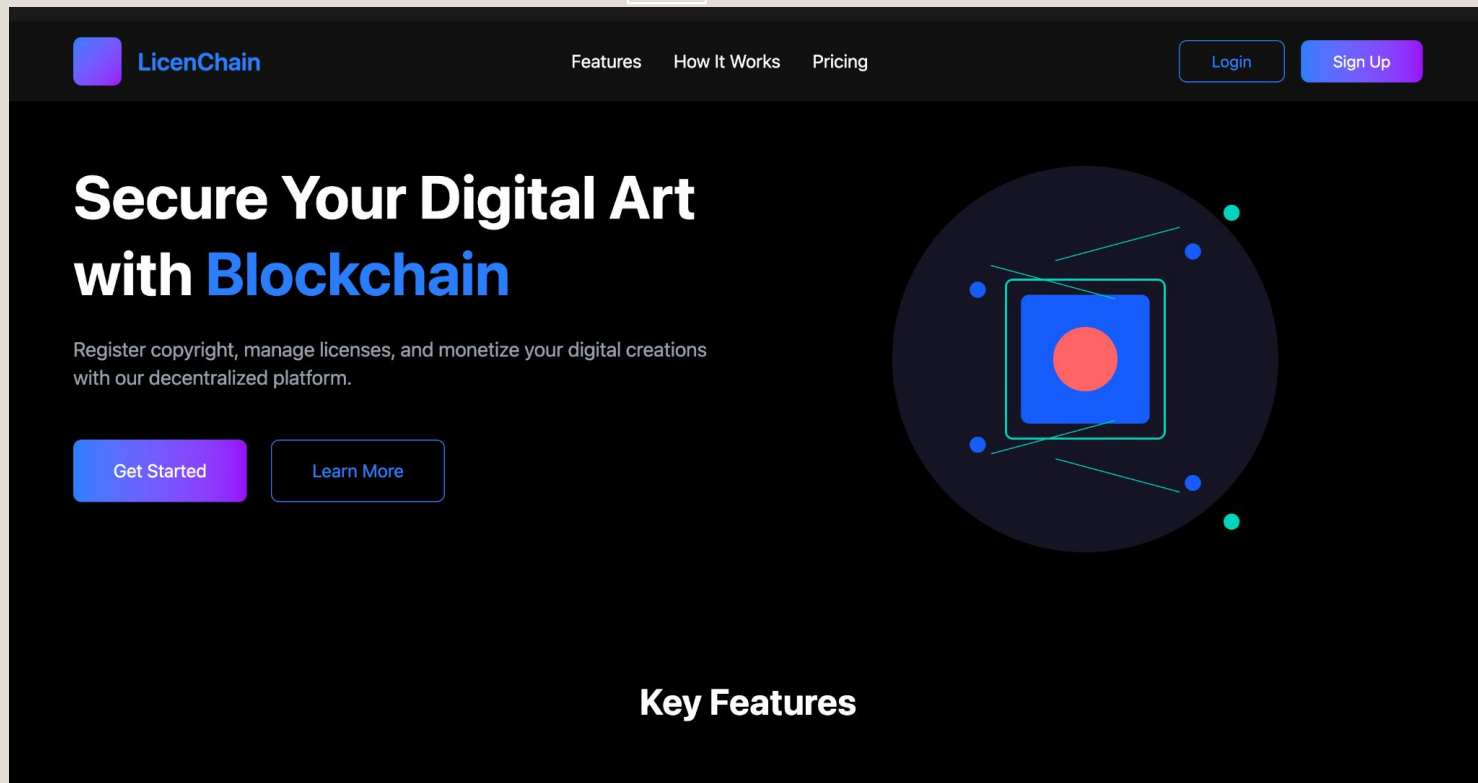
Prototype Demo (Blockchain)

The screenshot displays the LicenChain web interface, which is used for managing and deploying smart contracts. The interface is divided into three main sections:

- DEPLOY & RUN TRANSACTIONS:** A sidebar on the left containing a list of transaction types and their parameters. The transactions are categorized into orange buttons (e.g., approve, mintArt, purchaseLic...) and blue buttons (e.g., safeTransfer..., setApproval..., transferFrom, transferOwn..., balanceOf, creators, getApproved, getLicenses, getLicenseT..., isApprovedF..., licenses, licenseTerms, name, owner, ownerOf, supportsinte...). Each button has a dropdown menu to select the relevant parameter.
- Code Editor:** The central area displays the Solidity code for the `LicenChain.sol` contract. The code includes a SPDX license identifier, pragma statement, imports, and the contract definition with various functions and mappings.
- Transaction Log:** The bottom section shows the status of the deployment transaction. It indicates that the creation of `LicenChain` is pending and provides a detailed log entry: `[vm] from: 0x5B3...eddC4 to: LicenChain.(constructor) value: 0 wei data: 0x608...a0033 logs: 1 hash: 0xc07...95d49`. A `Debug` button is available for further inspection.

```
1 // SPDX-License-Identifier: MIT
2 pragma solidity ^0.8.20;
3
4 import "https://github.com/OpenZeppelin/openzeppelin-contracts/blob/v4.9.0/contracts/token/ERC721/ERC721.sol";
5 import "https://github.com/OpenZeppelin/openzeppelin-contracts/blob/v4.9.0/contracts/access/Ownable.sol";
6
7 contract LicenChain is ERC721, Ownable {
8     uint256 public tokenCounter;
9     uint256 public constant mintingFee = 0.0015 ether; // $1.50 approx
10    uint256 public constant auditServiceFee = 0.0006 ether; // ~2% of $30
11
12    struct License {
13        address licensee;
14        uint256 tokenId;
15        string terms;
16        uint256 timestamp;
17    }
18
19    struct AuditRequest {
20        address requester;
21        uint256 tokenId;
22        uint256 timestamp;
23    }
24
25    // tokenId = creator
26    mapping(uint256 => address) public creators;
27
28    // tokenId = license terms
29    mapping(uint256 => string) public licenseTerms;
30
31    // tokenId = license price
32    mapping(uint256 => uint256) public licensePrices;
33
34    // tokenId = licenses
35    mapping(uint256 => License[]) public licenses;
36
37    // Audit logs
38    AuditRequest[] public auditRequests;
```

Prototype Demo (Frontend)



Meet the Team @ *LicenChain*



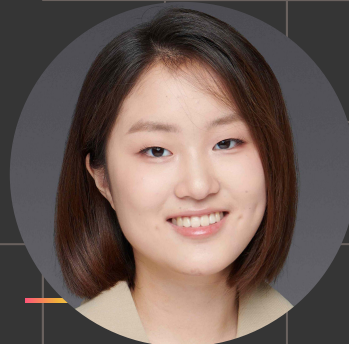
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Thank you!

Any questions? Ask away!