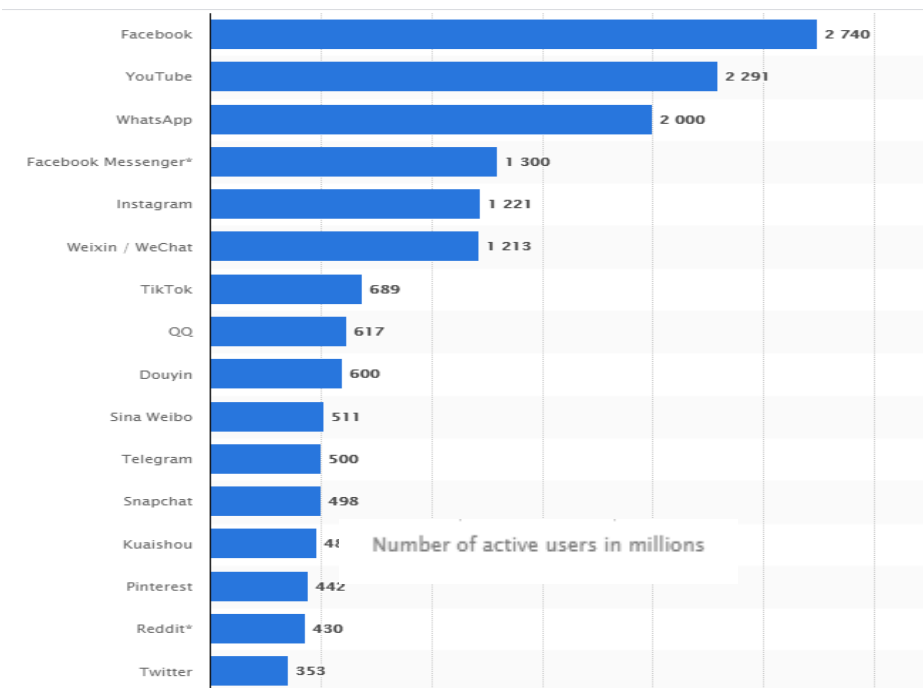




## WHITEPAPER

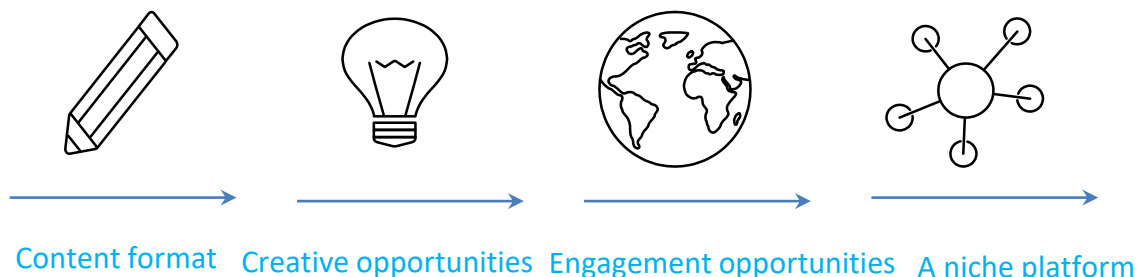
### Introduction

The social media market has grown over the years, with 3.8 billion users and a market of USD\$94.83 billion in 2020, expected to reach USD\$325 billion by 2025 (CAGR of 32%) (*Intrado GlobalNewswire, 2021*).



Statista Report: 2021

The report suggests that even though size and reach are important, equally essential are the following:



*Artius* aims to position itself in the market by seizing on these four essentials to ensure partakers have their fair share and equitable growth.

## The Problem

Revenue of social media companies has grown exponentially over the years at USD\$89.5 billion in 2019, expected to grow to USD\$138.4 billion in 2025 (*Statista, 2021*). Furthermore, the creator market is estimated to be at approx. USD\$104 billion (*Influencer Marketing Hub, 2021*). Unfortunately, compensation to content creators has significantly diminished, such that 97.5% of YouTubers hardly make enough money to even meet the poverty line in the United States (*Influencer Marketing Hub, 2021*). These have seen their once lucrative and financially rewarding careers take a substantial beating especially with platforms such as YouTube, Spotify, Etsy, and others, who have made more from advertising, yet paid less for content. Here, *Artius* aims to provide a solution.

## The Solution

Our platform allows content creators and artists to share their work with buyers in a secure environment whilst making it rewarding for all. Users will be able to use their *Artius* token to chat, view, bid and purchase content with the option to tip creators. The platform will be home to most forms and expressions of art belonging to the creative industry and diverse artistic communities. These include the visual arts via painting, drawing, sculptor, photography, video, gaming, filmmaking, design, crafts, and architecture, together with the applied arts such as graphic, fashion, interior design and decorative arts. Additionally encompassed are the stage arts embracing music, dance, and theatre.

*Artius* offers a new cryptocurrency marketplace that pools different forms of content creators and artists under one financially rewarding roof; thus, fuelling its growth and boosting creative communities and industries. Hence, *Artius's* purpose is to provide a structure to usher a *New Era of Fair Compensation* through a novel and revolutionary NFT that will reshape the current landscape for years to come.

## **NFT & Social Media Platform**

### **What is an NFT?**

A Non-fungible token is a unique and original digital collectible that has recently become popular, highly valued, and a great source of income for collectors and creators alike.

With a unique string of codes, the NFT is stored in a ledger known as a “blockchain”, whose value fluctuates subject to demand and has a price a buyer is willing to pay. This represents huge revenue for artists of all kinds around the world who will be able to upload their content, reach a wider audience, and authenticity of their creation through their unique wallet.

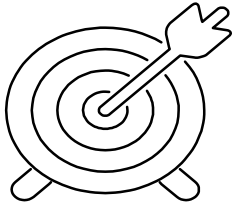
*Artius* plans the release of its own innovative and interactive platform, thus allowing the exchange of an NFT to take place. Followers will be able to view, bid and buy creators’ content at a fair price set by market forces, along with the option to tip them. All transactions will be made effective through the *Artius* token. Additionally, creators will receive royalties once their work is resold on the platform.

Followers will be able to like or dislike a post and/or leave a comment. They may also request a private conversation/DM with a creator for an additional fee.

This innovation, combined with the best of social media and NFT, will deliver a hybrid - the best of both worlds, to the benefit of creatives and others alike.

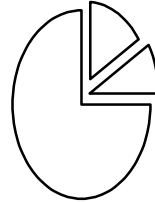
## Platform Compensation Structure

*Artius* aims for a truly radical creator-fee structure that represents the most attractive and competitive rates in the marketplace. This will give creators power and control over their valued image and content they upload. Our planned fee structure is as follows:



### 100% to the creator

The platform takes no fee.



### Up to 10% royalty

The creator decides the percentage in order to set the transaction fee to be deducted from the subsequent seller.

Receiving and holding the *Artius* token will grant an additional benefit to creators. They will receive 3% for coin redistribution; representing passive income as described in the tokenomics below.

We have commenced engagement with Brand Ambassadors, a relevant and integral force to our launch.

## What We Want

We will provide a platform for creatives to connect with their buyers/followers in an unorthodox and unique manner, by taking advantage of the most innovative way to exchange content, reward the creator, and build value for *Artius*.

Actions we would like users / clients / liquidity provider (LP) to take:

- Upload digital Art
- Buy, Sell and Hold *Artius*
- Buy NFTs using *Artius*
- Promote *Artius* and the *Artius* NFT & Social Media platform

## Artius Token

Artius (RTI) is a DAO and deflationary token with real-life use case - the Artius NFT & Social Media platform, an interactive marketplace that aims to change the way creators' content is viewed, represented, and rewarded globally..

Operating on Binance Smart Chain (BSC), *Artius* will apply a 10% transaction fee to every sale, part of which will be utilised to remove tokens from the total supply (Burn), redistribute to existing holders, and provide for liquidity; thus, ensuring well-funded liquidity and marketing pools. This mechanism achieves three main goals:

- 1) Encourages holding by rewarding the community
- 2) Drives price
- 3) Increases exposure

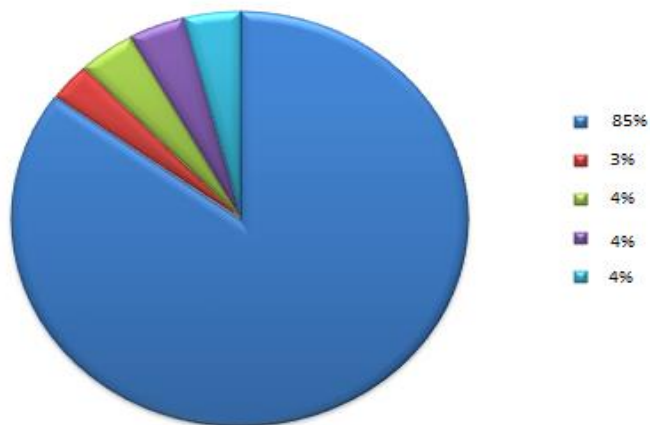
*Artius* will change the way content is viewed and how creators and artists are rewarded across various market segments and genres. Our NFT platform will facilitate direct and transparent engagement in a secure environment.

Furthermore, we aim to provide a creator's toolkit to tokenise their exclusive content into an NFT.

Our long-term goal is to supply a utility token for transactions in a multibillion-dollar industry which will require a community of "Artians" who are actively involved in the wider coin adoption and development.

Creators on our NFT platform will be paid for their works in *Artius* tokens without the requirement to hit a certain threshold of views unlike other social media platforms. As they earn their income, they will also benefit from coin distribution which will represent the potential for passive income for as long as they hold the token.

*Artius* has a total supply of 7 billion tokens with 85% in the public wallet and team wallets of 15% allocated as follows:



Team - 3%

Marketing & PR - 4%

Development - 4%

Rewards - 4%

Liquidity will be locked for 12 months on Pancakeswap.

Upon listing and subject to market conditions and capitalisation, Artius will deliver on:

- a) Development of the NFT & Social Media platform - expected delivery: 3 months after launch
- b) Extensive marketing, endorsements & collaboration - on & offline
- c) Funding second exchange listing

## Artinomics

“Artians” will benefit from the redistribution subject to the number of tokens held without having to stake them. This is explained below:

Until **50%** of tokens are Burnt, a transaction fee of **10%** will be applied to token sale to be allocated accordingly:

- **3%** Redistribution
- **4%** Burnt
- **1.5%** LP
- **1.5%** Marketing

Until **75%** Burnt:

- **3%** Redistribution.
- **5%** Burnt.
- **0.5%** LP
- **1.5%** Marketing

## Team Lock

Smart contract codified with 50% of tokens in all team wallets are locked for 3 months, with the option to re-locked thereafter.

## Anti-Whale

Artius has not engage in a private sale or venture capital, thus avoiding the risk of “whales” dumping, resulting in a negative price impact.

Therefore...

### ***More bought – More earned – More burnt!***

As most investors will recognise, the regular burning of coins / tokens reduces supply, thus creating scarcity and the potential of price increase. For *Artius*, this translates into a marketing budget increase for continued exposure and global reach.

## **Future Plans**

Plans are underway for an exciting future aimed at:

- Creating *Artius* Exchange
- Building a downloadable app for wallet and crypto / merchant transactions
- Opening the platform to advertising as it grows in creative content and buyer engagement. Advertisers will be offered space to capitalise on growth and traffic. Payment for the space will be made in *Artius* at a discount or in fiat at a higher rate.

If advertisers choose the discounted rate, they will purchase the token to make payments. Whichever option is chosen, including fiat, will result in significant revenue for platform development and token support.

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*Get Creative – Get Paid!*