



White Paper v.1.0

An innovative marketplace powered with a
well-builded token.

Overview

Addressing the challenges facing digital item creation for creators and collectors alike is an interesting course to pursue.



From careful evaluations, there is no better way to encourage creativity among creators besides leveraging the power of decentralized finance (Defi) and tokenizing unique, indivisible tangible assets to non-fungible tokens also called NFT. Encouraging creativity means changing digital assets reward sharing narratives, mitigating copyright violations, and other third-party interference. By these, digital asset creation and collection will be rewarding and fun.

**Our response
to the hundreds of bil-
lion dollar
industry is not just
words
but actions.**

On the Griffin Art Platform, we are building a Universal ground for various types of different talented artists who can showcase their talent and thus also bridging the gap between Mainstream and niche digital artists. To do so, we offer to our users(creators, collectors, traders) a sleek, easy user interface, state of the art, decentralized, creator centric, cost-efficient, Defi powered, Dimensional support and a Universal marketplace.

It is created to allow artists to innovate, create, generate and earn rewards for their digital assets without the need for third parties. Also, Griffin Art is a marketplace, not only for artists alone but also for collectors, supporters/affiliates who can earn while having fun.

Our market entry strategies include launching an NFT marketplace that allows NFT generation and a governance token (\$GART) for the Griffin Art community. Griffin Art is an all-inclusive NFT marketplace, harnessing the potential of Binance Smart Chain to accessibility, NFT sharing, creation, and ownership.



Introduction

The journey of digital assets creators and collectors has been an interesting one especially since the emergence of smartphones and social media.

However, despite how fascinating the niche is, there are several turn off to artists and collectors. Such turn-offs include poor rewards systems, High Platform fee & Gas fees, counterfeiting, third-party interference among others.

With this calamity, creators become less creative while collectors become less interested in digital assets. Concurrently, for the digital assets industry to blossom, developers and visionaries need to challenge the status-quo; be more inventive and innovative simultaneously to build a trustless and community-driven NFT marketplace for A good example of such a marketplace is what we are building; **Griffin Art**.

To start with, let's look at the digital content market size and what they are. Digital content includes any kind of content that exists in the form of digital data. It varies in its forms and is as follows; video, games, visual stories, images, audios etc. It is not an understatement to say that the digital content market is worth the whole internet market. Nevertheless, we are not aiming at all forms of digital content, but are mainly interested in unique, transferable, and indivisible digital assets, called **NFT**.



Exploring NFTs 'Future Market Possibilities

NFT provides tangible utility for underlying assets. NFTs are assets whose digital representation is linked to the blockchain. Unlike Cryptocurrencies and fungible tokens, NFTs are unique and not interchangeable with any other asset.

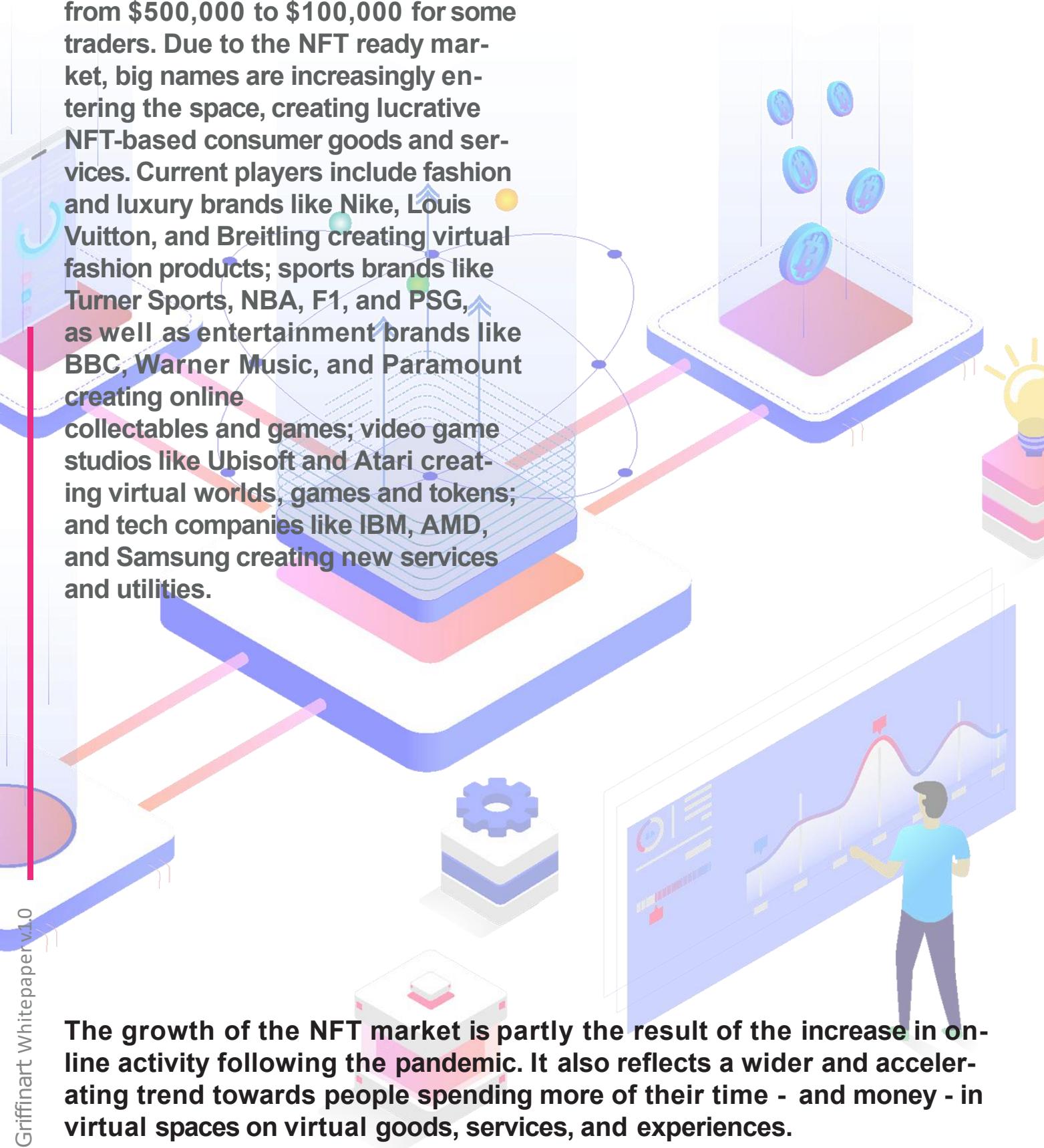


Examples of NFTs are a digital representation of indivisible tangible assets including plots of virtual land in multi-user platforms, programmable art, audio, identities, ownership records for physical assets, games, and collectables. Because they are unique and impossible to replicate, they can bridge the gap between the virtual and the physical economies, offering a huge market of valuable digital goods that can be scaled, collected, and traded.

The non-fungible token (NFT) market is currently receiving huge attention. According to NonFungible.com research, NFT market size tripled in 2020, with the total value of transactions increasing by 299% year on year to more than \$250m. In foresight business L'Atelier BNP Paribas “third annual study of the NFT market” report, NFTs are primed to become a leading emerging asset class for the virtual economy in the years ahead, both in terms of their financial value and their practical uses, and a major driver of economic activity in virtual worlds.

The report, which uses proprietary technology to track activity in the NFT market, found that the total value of all NFT transactions (which includes sales and all other transactions such as “breeding”, “minting” and renting) increased from \$62,862,687 to \$250,846,205 in 2019 and 2020 respectively. Also, NonFungible.com found that market activity has increased significantly: the total number of active wallets transacting NFTS (including buying, selling, holding, or using them in a blockchain application) skyrocketed, growing 97%, from 112,731 to 222,179 in 2019 and 2020 respectively. Similarly, the number of buyers and sellers rose from 44,644 to 74,529 (+66%), and 25,264 to 31,504 (+24%), respectively. The number of active wallets accelerated throughout 2020, suggesting even stronger growth ahead in 2021: Q4’s total growth was twice Q3’s, and three times that of Q2.

NFT traders have also experienced unprecedented financial performance so far. Profits in a single year range from \$500,000 to \$100,000 for some traders. Due to the NFT ready market, big names are increasingly entering the space, creating lucrative NFT-based consumer goods and services. Current players include fashion and luxury brands like Nike, Louis Vuitton, and Breitling creating virtual fashion products; sports brands like Turner Sports, NBA, F1, and PSG, as well as entertainment brands like BBC, Warner Music, and Paramount creating online collectables and games; video game studios like Ubisoft and Atari creating virtual worlds, games and tokens; and tech companies like IBM, AMD, and Samsung creating new services and utilities.



Griffin Art: NFT meets Defi & E-Commerce

Griffin Art is a next-generation, automated and decentralized creative-centric support marketplace for creators/artists and collectors.



It is designed to reduce obstacles to entry for young, aspiring talents as well as experienced artists. That way, Griffin Art allows leading and aspiring artists and creators to bring their dreams to life. Our vision is an easy user interface, accessible to its users, creators, and collectors etc. We envisaged and are deploying a fast, cost-efficient NFT marketplace for buyers, sellers & creators of NFTs. We will bring our dreams to reality by integrating and launching in both **BSC** and **Ethereum** chains, instead of purely on the Binance Smart Chain. However, we are starting on the BSC and will later integrate on Ethereum chain in no time.

As a decentralized marketplace, there is no third-party. Users own and control collectables, arts, royalty, and loyalty earning. It allows other platform-based NFTs to co-create. We provide the tools; creators build, collectors purchase and everyone shares the rewards.

We introduce a fee discount policy to NFT creators and fans for those who will trade with **\$GART** (**Governance and Native token for the Griffin Art Marketplace**) on the Griffin Art marketplace.



Building on multiple blockchain support

We will focus on Binance Smart chains first but gradually expand to other smartcontract-enabled blockchains in later phases. Each blockchain's marketplace and NFTs are separate and independent.



Existing NFT marketplaces and limitations

Following the boom in NFT and Defi protocols, existing marketplaces are doing impressively well. Such marketplaces include Opensea, Rarible, Known Origin among others. The marketplaces as cited are doing immensely well and have since challenged the traditional digital assets industries. Most of them are forerunners to digital content decentralization and payment solutions. Some invented incentive and loyalty mechanisms that support creators and collectors. However, the various platforms have one pitfall or another.



Below are the various limitations of the conventional (Both Centralized & Decentralized) NFTMarketplaces

Royalty Issue

One of the most important issues in the digital goods & items platform yet to be solved is how to reward creators and other users. Royalty payments for creators on secondary platforms have not been solved, also royalty percentage is determined by the third party (Platform/ Marketplace) and not by the creator. Creators tend to mint the same NFT on the secondary-marketplace for better economic gains (Thus, losing the authenticity & value of a particular NFT!). Every marketplace whose reward mechanisms aren't fair is automatically a piss off to users who might not have options until there is a change in narratives. We also found out that when royalty mechanisms are set by third parties, creators are often underpaid.

High Cost

The pioneering marketplaces are built majorly on Ethereum, however, solutions built on the Ethereum blockchain come with a huge platform fee. For instance, average Uniswap Tx fees are \$30 on the ETH network! Such kind of limitations are normal for bitcoin and especially Ethereum blockchain. It is noteworthy that creators, as well as collectors, often wait for a low gas cost time for them to either create content or collect content or other transactions. The high network fees of the pioneering blockchain deter innovation and discourage creativity.

High Entry Barrier

Most of the existing marketplaces have high entry requirements. For this reason, it's quite complex and unnecessary for the artists to go through the KYC process, apply to get chosen and get an opportunity to mint. Also, high platform fees set by Marketplaces for primary & secondary sales and minting NFTs, in turn, hinders young but creative, talented artists to explore creativity & create amazing digital items or NFTS.



Lack of Exposure

Artists are often limited at a corner despite leveraging on the internet, a global village. Most NFT marketplaces don't give the necessary exposure to talents, especially young talented and creative artists who need exposure to create, share and monetize content. Artists most of the time spend more time instead of focusing on creating, therefore reducing creativity.

Single Standard Support

At present most of the digital marketplaces including top tiers run or operate in a single chain and support a single standard chain,(ex, Ethereum chain base marketplaces only support Erc standard specification and BSC supports only BEP and a few other standards)Thus these Marketplaces have a major limitation to becoming a universal digital item marketplace.

Low-Quality Spammy NFT

As often seen on existing NFT marketplaces, there are many low-quality and spammy NFTs. However, it's very hard for users to sort the RARE valuable NFTs. It disappoints the creator of those good quality NFTS since their work has not been showcased for necessary exposure or stays hidden under the ocean of Lowquality mass numbered Spammy NFTS.



Griffin Art Solutions

A decentralized NFT Marketplace truly managed by the community of creators, collectors and marketers. This is our solution to the problems mentioned about.



Griffin Art is a NFT platform where users can create, sell, and buy NFTs easily. A creator just needs to upload his/her digital content such as pictures, artwork and other settings of the NFT to create limited NFT versions of the content.

*Most NFT marketplaces face royalty reward system manipulation at the moment, simply because the royalty fees are set or determined by the third-party.

Creators on most marketplaces seek the help of secondary markets to solve royalty issues and for better economic benefit. While switching to secondary markets helps as much as it can, it thus loses the value and authenticity of actual NFT.

Our observations suggest that allowing creators to set royalty rewards themselves will make the creators more creative as well as helping to democratize the platform. And regarding royalty issues on secondary platforms, although Griffin Art could not develop a universal system to automatically detect such minting on the secondary market just yet, it has come up with a revolutionary, unique idea and possible solution to solve this problem, called NFTmall curator/moderator.

Griffin Art curators are highly trained curators that look for such malicious activity. Along with our curator, we also offer this job to any individual from the community and incentivize them for reporting with proof of Bad Actors! Bad actors are given huge penalties and sometimes lifetime ban on the Griffin Art platform for their malicious activities. Bad actors include “creators who mint copyrighted or stolen from other creators, minting the same NFT on different Marketplaces, etc.”



Below are the penalties for malicious Act:

*The problematic NFT will be delisted immediately.

*Their existing NFTs and previously sold NFTs will still be allowed for trading
But royalty fees will be distributed to the community instead of the Bad Actor
(community means \$GART holders)

So the community is encouraged & incentivized to identify fake, malicious actors. Moreover, Griffin Art is also the first and only platform as of yet, which gives the freedom to creators to set their royalty fee for their creation.

Griffin Art is not only limited to renowned or several artists in the market but also we recognize the potential of upcoming talents and initially follow zero fees minting policy, So minting an NFT becomes available to anybody with potential talent! Users on the Griffin Art platform can easily create non fungible tokens (NFTs) for unique digital items like artworks, game items, and more.

To fight high network fees of pioneering blockchains, Griffin Art leverages emerging and robust blockchains such as BSC (Binance smart chain) that allows for lower fees without compromising other functionalities.
User Friendly interface,
Inexpensive by integrating to BSCchain.

The platform offers users a fully-featured marketplace that is filtered and sorted using different categories to create a smooth and easy user experience. The \$GART Token is a fundamental pillar of the platform as it is used to reward such active users and for participating in the governance of the protocol. Griffin Art will run as an open-source and any earning by the platform gets distributed to \$GART holders.



Marketplace for Creators and Collectors

The Griffin Art marketplace consists of a smart contract, dApp enabling user interface, and a pool of rare arts and collectables.



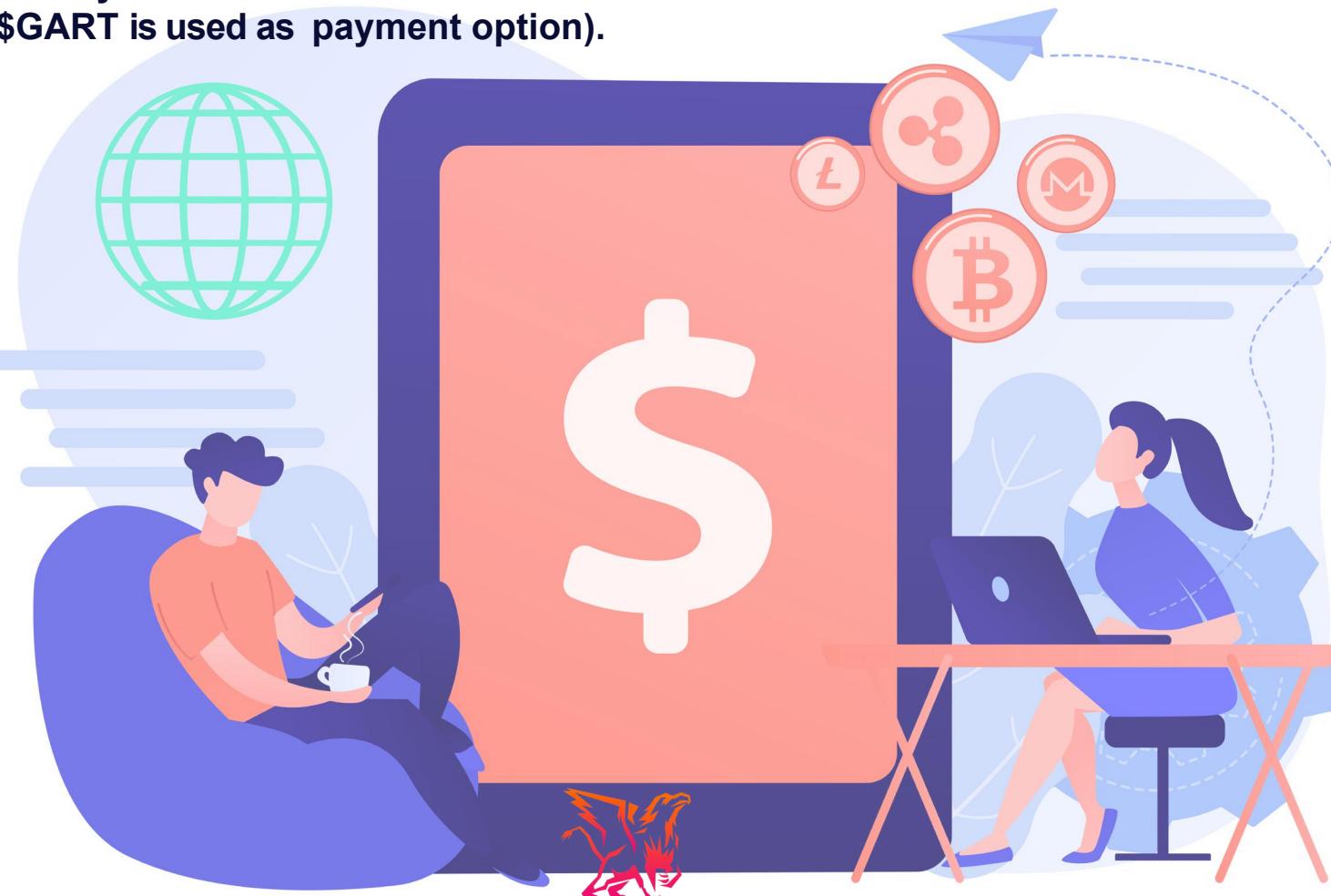
The pool lists all NFTs which are for sale at the moment and handles the exchange of NFTs. The system lets the creator of an NFT update price, listing details (name, description, etc.), delist NFT from the Griffin Art marketplace, as well as to burn NFT. Leveraging the smart contract and-dApp functionalities, creators can generate NFTs and collectors can purchase without a third party. With its blockchain backbone, the NFTs are giving unique identities such that there will be no counterfeit. The system also allowed the secondary owner of the purchased/collected NFTs to update the price but not listing details (name, description, etc.) since that will damage the authenticity of the actual NFT and its creator/artist.



Griffin Art Payment Options

Griffin Art Marketplace users can buy and sell NFTs listed on the Griffin Art market. The blockchain network transaction fee is deducted directly from user wallets. \$BNB and \$GART are the payment options on Griffin Art marketplace. Also \$ETH will be included among them in the near future.

Our platform will charge a certain fee to both buyer and seller (initially set at 2% to buyer & sellers and 1% if \$GART is used as payment option).



NFT Auction

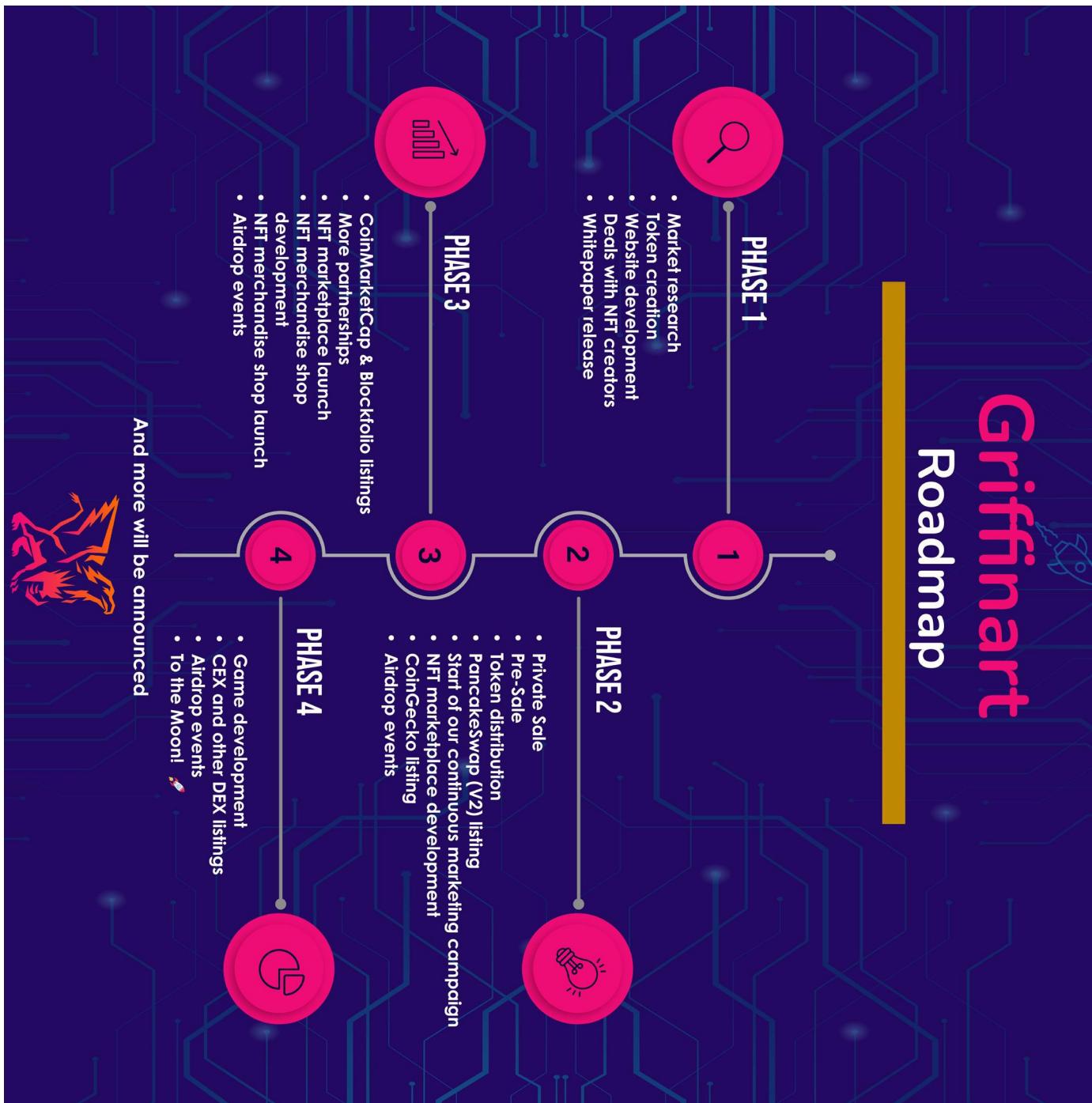
Auctions of high-value and precious content by renowned creators are often in high demand. Auctions help make it fair between competitive buyers and bring optimal benefits to the artists. In later phases, when high-profile artists join the system, the Griffin Art platform will introduce a decentralized auction conducted by a smart contract, where Auctioning of High-valued content by renowned creators will take place.



Future Consideration

Griffin Art introduces a virtual marketplace for various types of dedicated art, gaming items, collectable card NFTs, audio NFTs, rare NFTs, etc. Users will be able to immerse themselves in Griffin Art marketplace and will be able to roam around in different stores, make purchases of NFTs displayed on those stores. Such futuristic marketplaces come with so many benefits. In general, NFT marketplaces are filled with all different types and sources of NFTs. Among the ocean of this NFT, it's often hard to find good quality exclusive NFTs unless it was created by popular or renowned artists.





Token Name:

Griffin Art

Network: Binance Smart Chain (BEP-20)

Contract address: To be announced

Decimals: 9

Token Symbol:

GART

Total Supply:

100.000.000.000



PRESALE HARD CAP: 330 BNB PRESALE SOFT CAP: 165 BNB PRESALE RATE:

PRIVATE SALE RATE: 120.000.000 \$GART = 1 BNB (%20 discount)

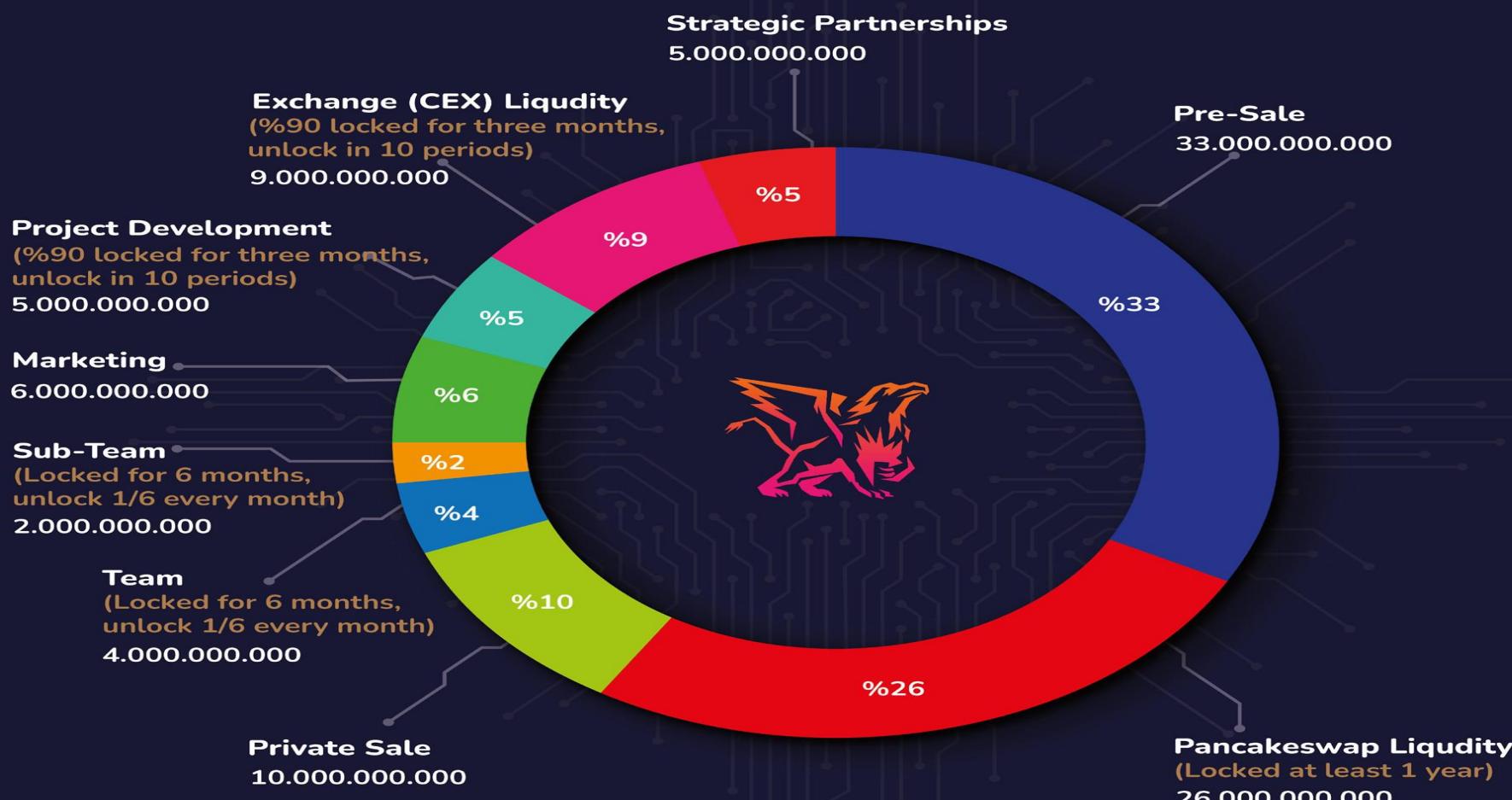
Min./Max. Contribution: 0.1 BNB - 3 BNB

PRESALE TIME: To be announced

PANCAKE LISTING RATE: 100.000.000 \$GART = 1 BNB

LIQUIDITY LOCKED: At least 1 year

Name: GriffinART
Symbol: GART
Total Supply: 100.000.000.000



Griffin Art Team

Core Team



Yunus

Co-Founder

CEO

[in](#)



Büşra

Co-Founder

Marketing Manager

[in](#)



Ahmet

Co-Founder

Software Engineer

[in](#)



Emre

Co-Founder

Community Manager

[in](#)



Emrullah

Co-Founder

Content Manager

[in](#)



Ertürk

Co-Founder

Web Developer

[in](#)



Griffin

GRAFFIN

Griffin which also called as Griffon is a mythological creature that has the body of a lion and the head and wings of an eagle. In different beliefs some people think all of its feet is lions feet, some says it has eagle's feet. Mostly it's known as it has the head of an eagle and body of a lion. Also it's told that they are very brave and proud creatures. They are so much strong that they can carry human, horse even an elephant. It's also said that their claws can be used as cups and their collarbones are arrow.

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Griffin

MEDUSA

In Greek mythology, Medusa (also called Gorgo) , was one of the three monstrous Gorgons, generally described as winged human females with living venomous snakes in place of hair. Those who gazed into her eyes would turn to stone. Medusa was beheaded by the Perseus, who then used her head, which retained its ability to turn onlookers to stone, as a weapon until he gave it to the goddess Athena to place on her shield.

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Griffin

MINOTAUR

Minotaur (Minotauros in Greek) is a creature of Greek Mythology, that lived in Crete, which has head of a bull on a body of a human. It was the offspring of Pasiphae, the wife of Minos, and a snow-white bull sent to Minos by the god Poseidon for sacrifice. Minos, instead of sacrificing it, kept it alive. Poseidon as a punishment made Pasiphae fall in love with it.

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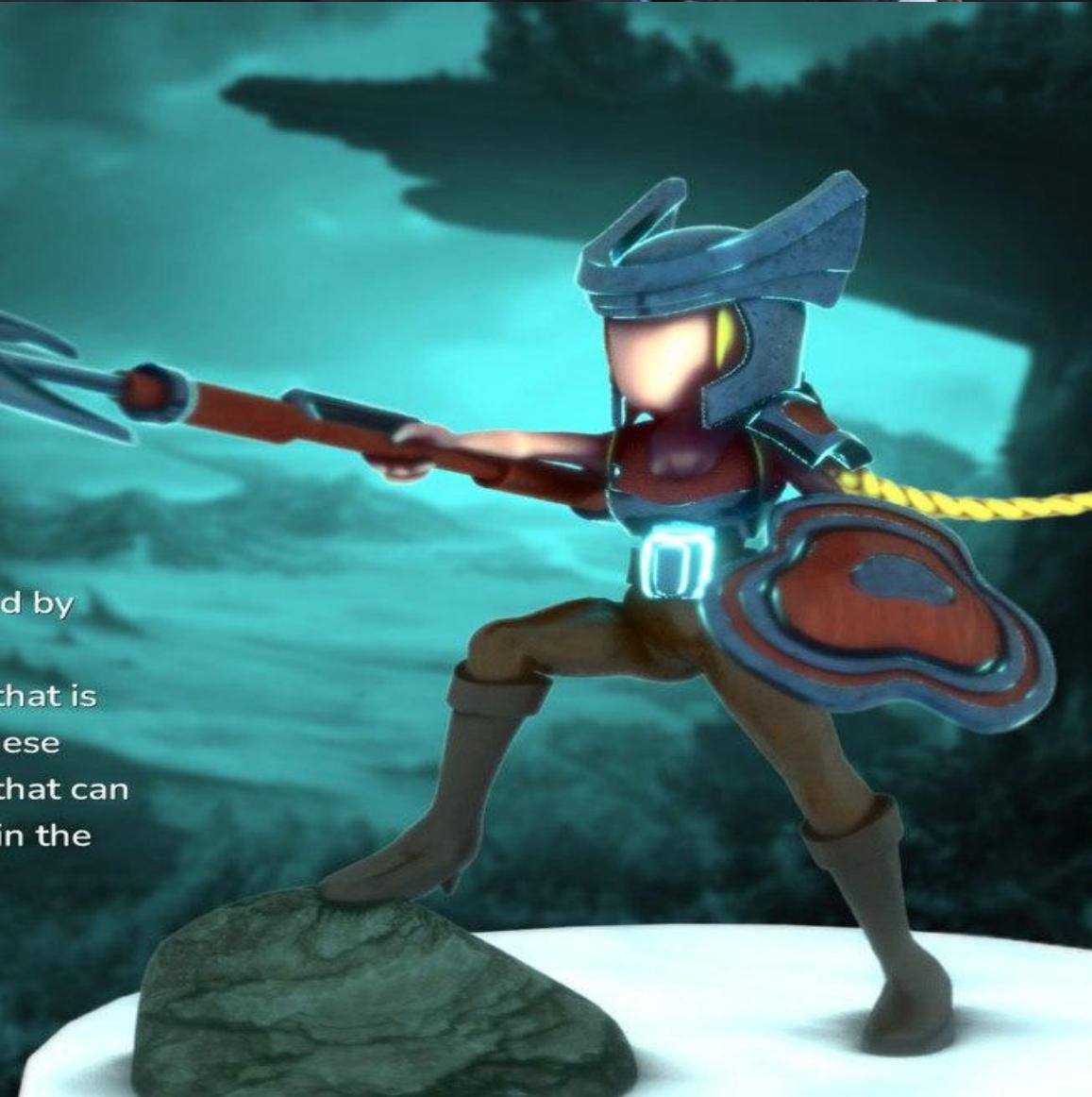


Griffin

VALKYRIE

Valkyries are the beautiful and young virgins, that armed by spear and helmet, assistants of Odin. They come to battleground from the sky and take the brave warriors that is called Einherjar to the Valhalla. The reason they take these warriors to there is because they gather good warriors that can fight with Odin in the war called Ragnarok that will be in the end of the world.

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GameFi & NFT meet
with Griffin Art



\$GART



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with Griffin Art

\$GART



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GameFi & NFT meet
with Griffin Art

\$GART



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\$GART

Trading Competition

Prize Pool | **\$15,000**

Dec 18th 16:00 - Dec 25th 16:00 UTC



PancakeSwap



REVER

VER 21

U.S. POLO ASSN.
SINCE 1890



SUN



BSC ECOSYSTEM GAINERS 30 DAY



\$BSTS MAGIC BEASTIES	\$55.86M	5780%	\$EVERETH EVERETH	\$40M	700%
\$CEEK CEEK VR	\$377M	3291%	\$TAU LAMDEN	\$36M	597%
\$XTM TORUM	\$26M	1605%	\$KODI KODI	\$44M	516%
\$BAS BLOCK APE SCISSORS	\$77.9M	1383%	\$FLUX FLUX	\$516M	489%
\$BRISE BITRISE TOKEN	\$187M	1300%	\$RACA RADIO CACA	\$1.9B	487%
\$YEL YELFINANCE	\$33.6M	1243%	\$BCOIN BOMBER COIN	\$11M	430%
\$DPS DEEPSPACE	\$42M	1182%	\$GMR GMR FINANCE	\$64M	420%
\$GART GRIFFIN ART	\$29M	737%			

Epic chain tour (Griffin GART) You deserve it.