




GHOONS NFTS

Associated with @Ghoons_NFT

 <https://x.com/GhoonsNFT>

 <https://hub.xyz/ghoons>

DETAILED ANANLYSIS



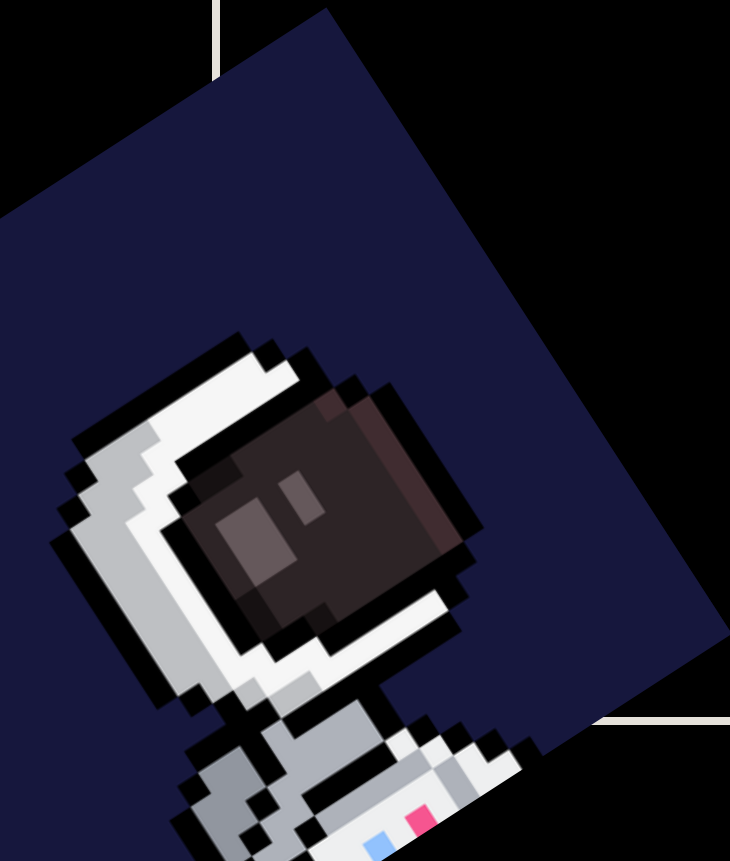
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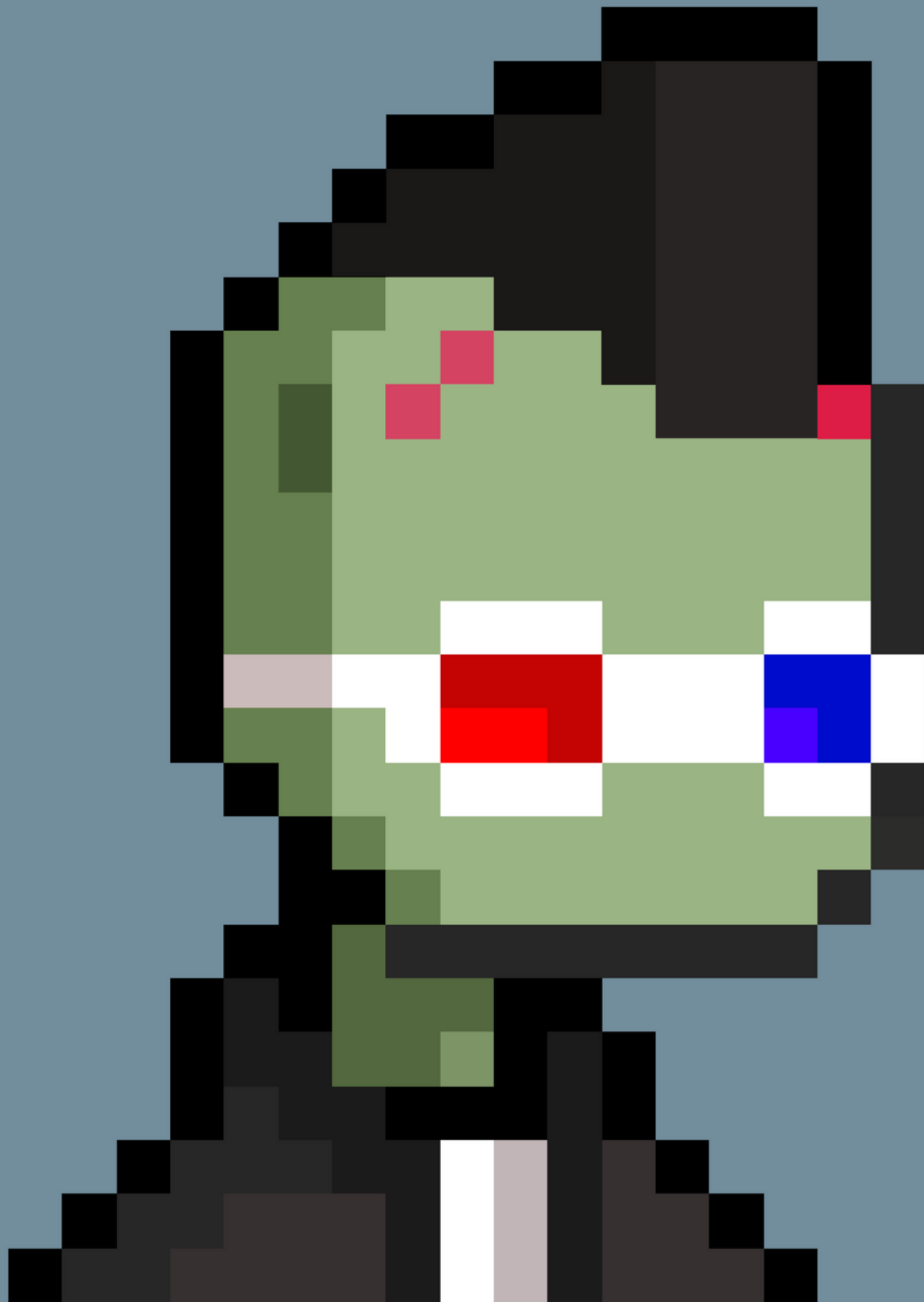
INTRODUCTION

Ghoons NFT is a unique and innovative project that introduced a collection of 1,107 tokens. The project carved out a niche for itself in the NFT space by combining artistic creativity with a strong community-driven narrative.

The Ghoons NFT collection is centered around ghost-like characters that have distinct and quirky personalities, each representing a different trait, emotion, or concept. The project's artwork blends minimalism and surrealism, making the characters relatable yet intriguing.



PROBLEM STATEMENT



Lack of Intrinsic Value

Many NFTs have no inherent value beyond speculation, with buyers paying large sums for items that may not hold long-term worth or utility. Prices often surge based on hype or celebrity endorsements, only to crash later.

Interoperability Issues: Technical

NFTs minted on one blockchain network may not easily transfer to another, limiting cross-chain compatibility. This makes it difficult for users to interact with various platforms or use their assets outside specific ecosystems.

Market Accessibility

Entering the NFT space requires understanding cryptocurrency, wallets, blockchain networks, and gas fees, which can be overwhelming for the average user. High transaction costs during minting or trading NFTs also deter small-scale buyers and creators..

OUR INNOVATIVE SOLUTIONS



Exclusivity : Self Promotion

- With a limited collection of 1,107 tokens, Ghoons NFT leveraged scarcity to drive demand. Collectors were eager to own limited-edition NFTs, enhancing the project's overall value. The smaller supply made it easier to maintain exclusivity.



Innovation in Utility

Holders of Ghoons NFTs received:

- Exclusive access to digital events
- Future airdrops and rewards
- Collaborations with other NFT projects: Ghoonland



Aiding Market Growth

The Ghoons NFT project helped boost the NFT market by promoting the idea of narrative-driven NFTs. The project demonstrated that smaller collections could be as impactful as larger ones, setting a trend for boutique-style NFT drops with a focus on art and community .

DISCOVER OUR SERVICES

EXCLUSIVE TOKENS



Ghoons NFT consists of a total supply of 1,107 unique tokens. Each token represents a one-of-a-kind digital collectible, designed with distinct traits and varying levels of rarity.

COLLABORATION



Ghoonsland is a virtual collaboration space where holders, artists, and other NFT projects can interact with NFT marketplace

DIGITAL MARKETING



- Social Media Campaigns
- Influencer Collaborations
- Community Engagement
- Paid Advertisements

REWARDS

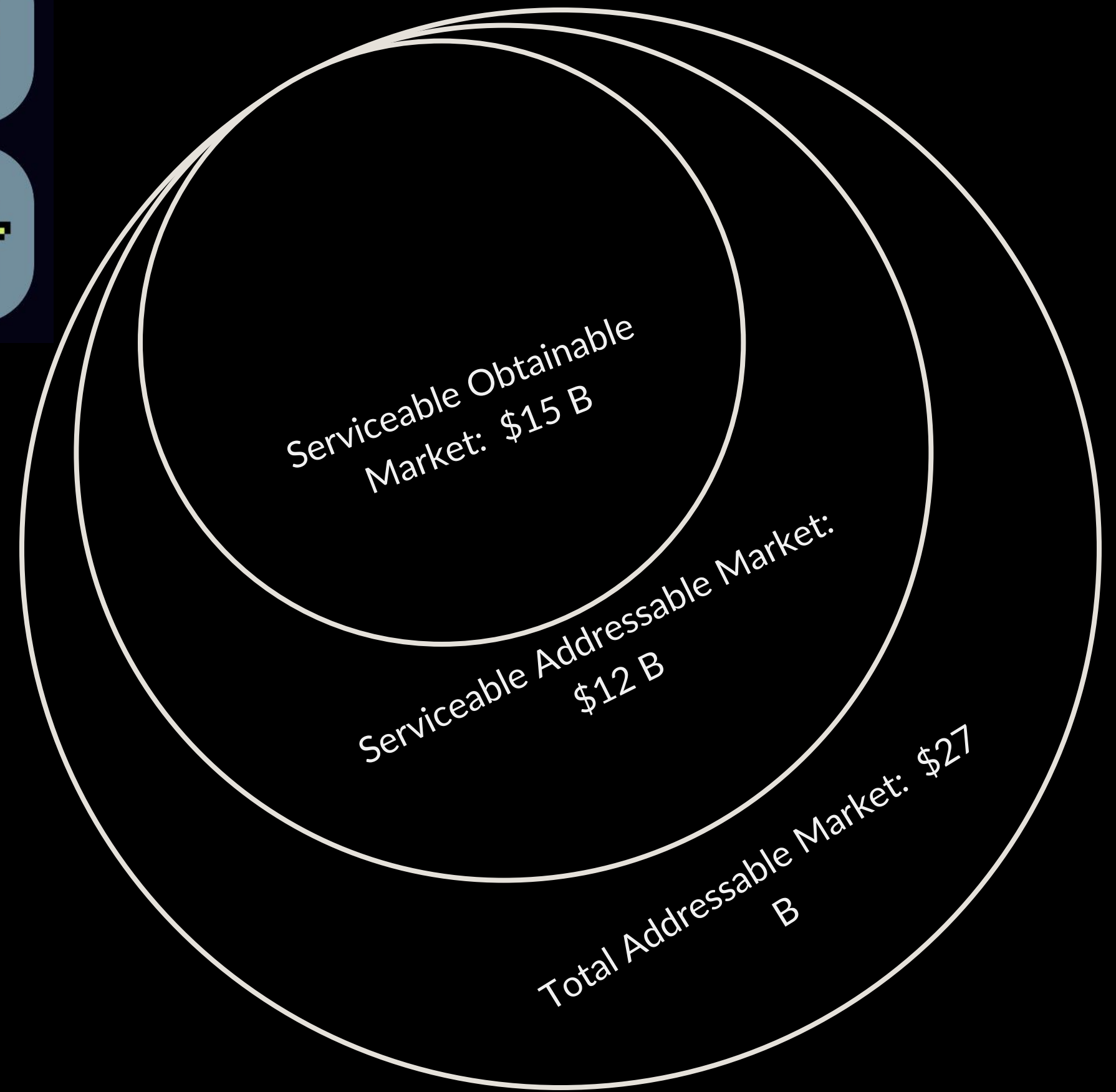
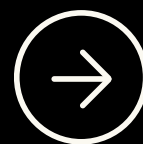


- Royalties and Passive Income
- Exclusive Airdrops : Token holders receive NFT airdrops based on their participation in the community.

SIZE OF MARKET



- In 2023, the global NFT market was estimated to be valued at around \$40 billion to \$50 billion.
- The market saw a peak in 2021 with total NFT sales volume exceeding \$24.9 billion, driven by high-profile sales and increasing public awareness.
- The NFT market is projected to continue growing, with some estimates predicting it could reach over \$200 billion by 2030
- In 2023, there were an estimated 15 to 20 million NFT holders globally, with millions of new users joining as more applications and use cases emerge.



DIRECT COMPETITOR



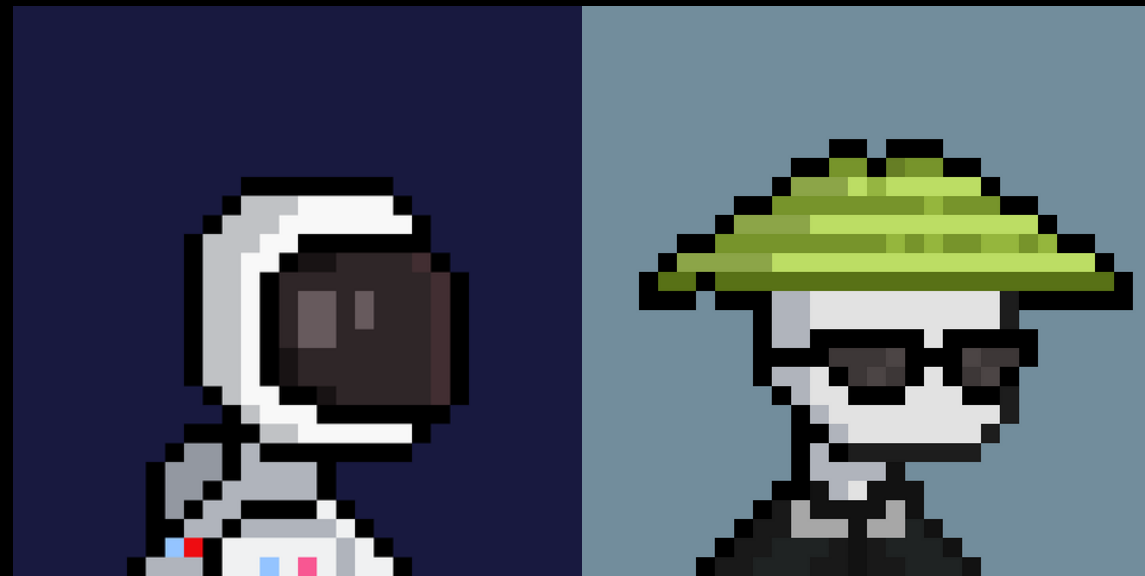
- OpenSea: The largest NFT marketplace with over \$20 billion in total transaction volume as of 2023.
- Magic Eden: A major marketplace on Solana with a growing user base and over \$2 billion in sales.
- Rarible: A decentralized platform with \$273 million in trading volume, offering community governance features.
- Foundation: A creator-focused NFT platform with sales exceeding \$100 million.

INDIRECT COMPETITOR



- Cryptocurrency Exchanges (Coinbase, Binance): Offer NFT marketplaces and have a broader crypto trading audience, each with millions of users.
- Metaverse Platforms (Decentraland, The Sandbox): Focus on virtual real estate and digital assets, with transactions surpassing \$1 billion.
- Gaming Platforms (Axie Infinity, Sorare): Use NFTs as part of their gaming ecosystems, with Axie Infinity seeing \$4 billion in sales.





KEY COMPETITIVE ADVANTAGES



Expert Team

Our skilled team brings specialized knowledge and experience to provide top-notch solutions tailored to our clients' needs.

Marketing and Branding

Ghoons_NFT help brands and creators build unique digital identities and reach new audiences in the crypto space.

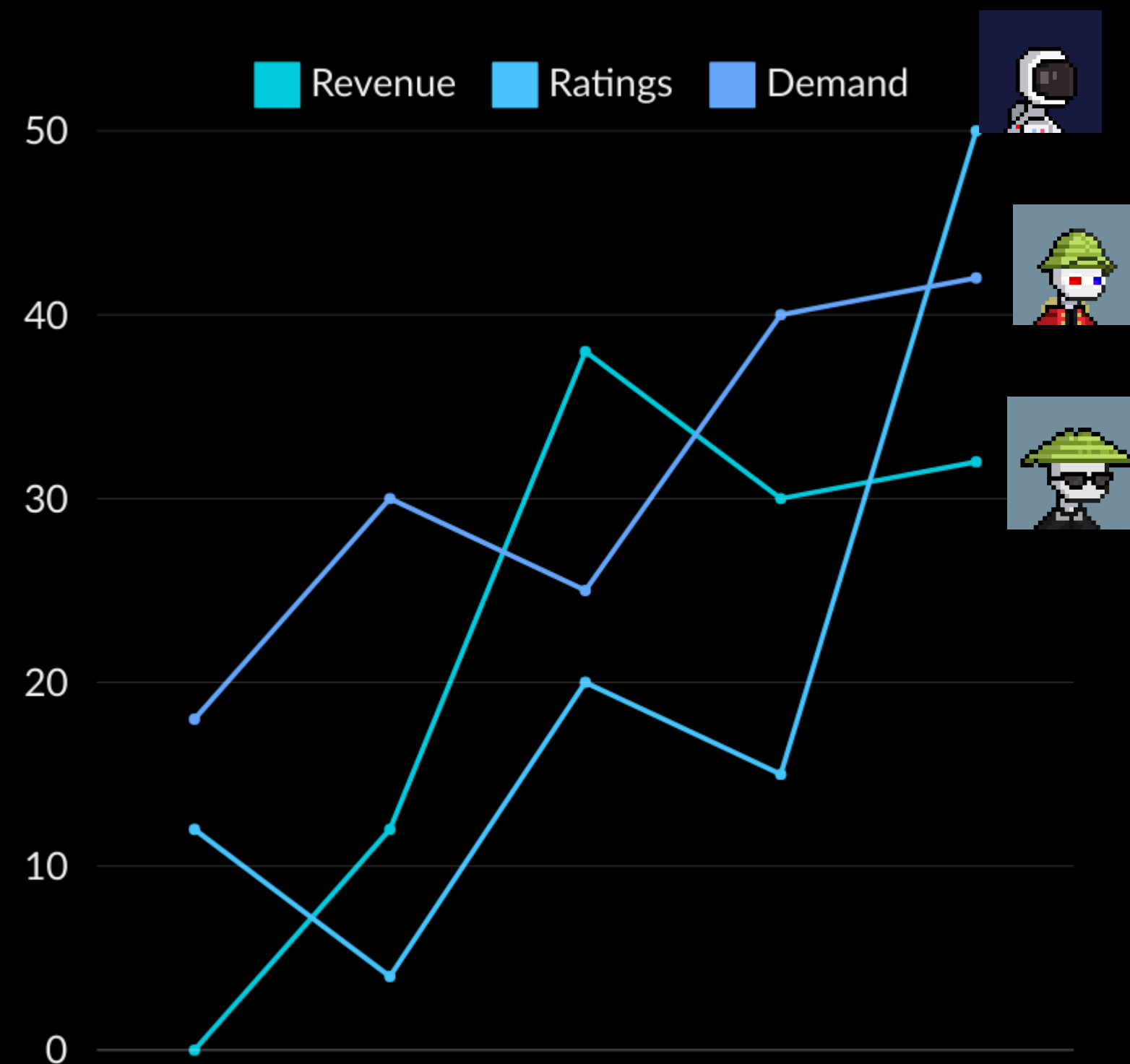


Global Reach

Artists and creators can sell directly to a global audience, bypassing traditional intermediaries like galleries or auction houses.

Investment Potential

Many NFT buyers view NFTs as an investment, with the potential for significant appreciation in value over time.



INVESTMENT POTENTIAL

This matrix provides a snapshot of various success metrics for our company, including revenue growth, customer satisfaction, market share, employee retention, innovation, and brand reputation.

25% annual revenue growth

90% maintain customer satisfaction ratings

15% market share in key segments

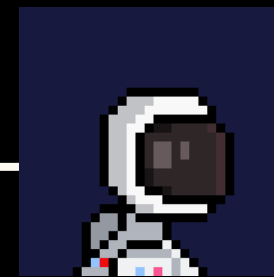
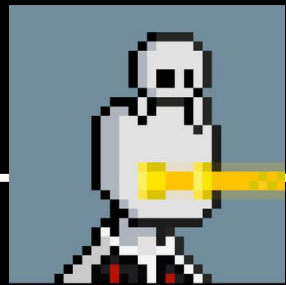
REVENUE MODEL

Basic Plan

Standard Plan

Pricing	2\$/lifetime	4.5\$/lifetime
Features	<ul style="list-style-type: none">• Rare token• Personalized NFT profile	<ul style="list-style-type: none">• Rare token• Personalized Profile and Tool• Guarenteed Mint
Limits	<ul style="list-style-type: none">• FCFS Mint	<ul style="list-style-type: none">• NA
Additional Services	No additional services included	Ad-on purchase to our marketplace - Ghoonsland

ACCOMPLISH MENTS DATE



November 2023

Decide on the theme, vision, and objectives of the NFT project

Decemeber 2023

- Market Research: Study competitors and market trends.
- Target Audience: Identify community that would resonate with your project.

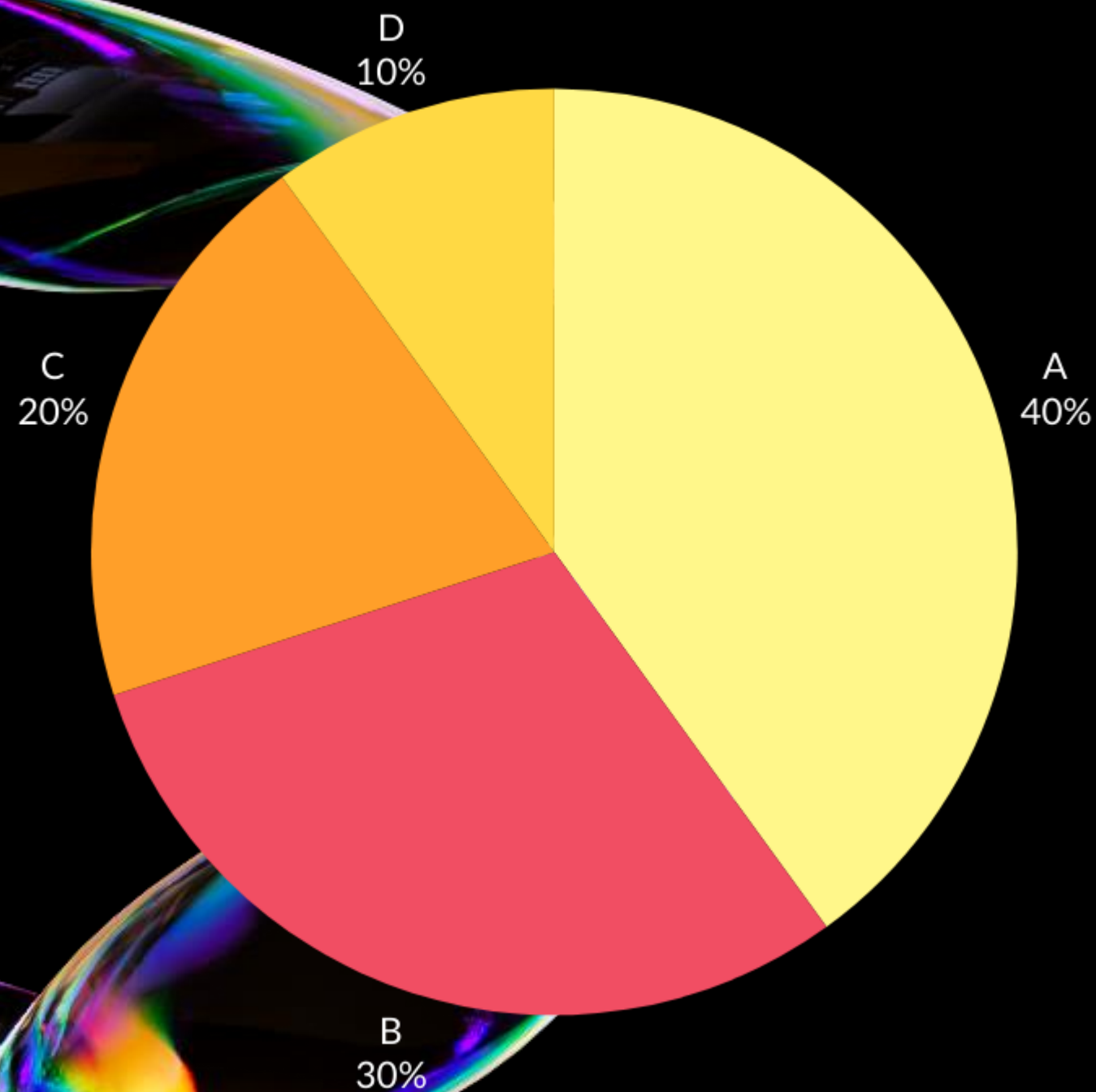
Febuary 2024

We secured funding for growth, refined our offerings based on customer feedback, and formed strategic partnerships.

Present

We achieved profitability, expanded our product line, and strengthened our brand reputation with utility platform
Ghoonsland

USE OF FUNDS



We used the funds generated from IIT(ISM) NVCTI investors in straightforward manner. We allocated 40% towards further developing our utility and rewards, ensuring they stay competitive and meet customer attention. 30% went for marketing and sales efforts to attract new customers through Twitter. 20% was allocated for team to work out on things like art, video animation, domain and website development. Finally, 10% was set aside for paid advertisement through market influencers and KOLS.

A. 40% Product Development

B. 30% Marketing and Sales

C. 20% Team Allocation

D. 10% Paid Advertisement

MEET THE TEAM

Thank you for your time! Reach
out to us for questions.



JEET RATHOD
Artist



AKASH KUMAR
Technical Head



VEDANT JADHAO
Content Writer



VEDANT JAIN
Founder



Ghoons NFT

THANK YOU

for your time and attention

Present by Vedant Jain