

# (DASI) Digital Arts for Social Impact



---

An NFT Project partnering with SVCAO Cambodia (Samrong Village  
Community Austria Organization)



# The Community of Cambodia





# Problems



Source from:

<https://www.unicef.org/cambodia/education>



## Problem 1

Children who fail to learn in the early years of life with insufficient nutrition suffer developmental delays.

## Problem 2

A shortage of qualified teachers and a poor quality of learning environment plague the school.

## Problem 3

Adolescent girls and children with disabilities suffer from a lack of basic infrastructure such as water, sanitation, and hygiene (WASH).

## Problem 4

Most parents, especially in rural and disadvantaged areas, don't understand the value of education and are unable to afford sending their children to school.

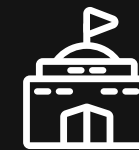
In Cambodia, many poor families rely heavily on begging to feed their families. It is extremely uncertain and demeaning for a person to live hand-to-mouth on a day-to-day basis. Our goal is to show them that there's an alternative. One that will allow them to learn and develop in a way that will enable them to support themselves and their children into the future. As a result, it is beneficial that we help them improve their self-esteem and prospects in the future. They will have more wealth and health in the future.

# Solutions

---



We recognize that the key to success is in training and education. Women and children in poverty-stricken areas should have access to the skills and training they need so they can sustainably support themselves and be able to teach others within their communities.



Our goal is to improve the lives of Cambodian families living below the poverty line. Giving vulnerable children and disadvantaged people HOPE in LIFE and a better future by improving their health, education, the environment, and living conditions



We envision a world where all people (rich and poor) have equal access to education and training so that they may, in time, sustainably support themselves financially. The goal is to empower people to empower themselves.



Digital Arts for  
Social Impact

# The Future

To help the community of  
Cambodia live a happier, stress-  
free life.



SVCAO Cambodia  
(Samrong Village  
Community Austria  
Organization)



# Birth of the company

The couple behind "Digital Arts for Social Impact" are passionate about giving hope, dreaming of a better world, greenery, and future technology. Mr. Tan and Mrs. Lee realized how unfortunate some Cambodians have lived, especially those who do not always have the resources and privilege to live a better life. Together, they rounded up four artists and built connections to create a team that will contribute to the transformation of lives around the globe.

## Next steps

2022

PRE-SEED FUNDING

2023

SEED FUNDING

2024

SERIES A FUNDING



# Timing

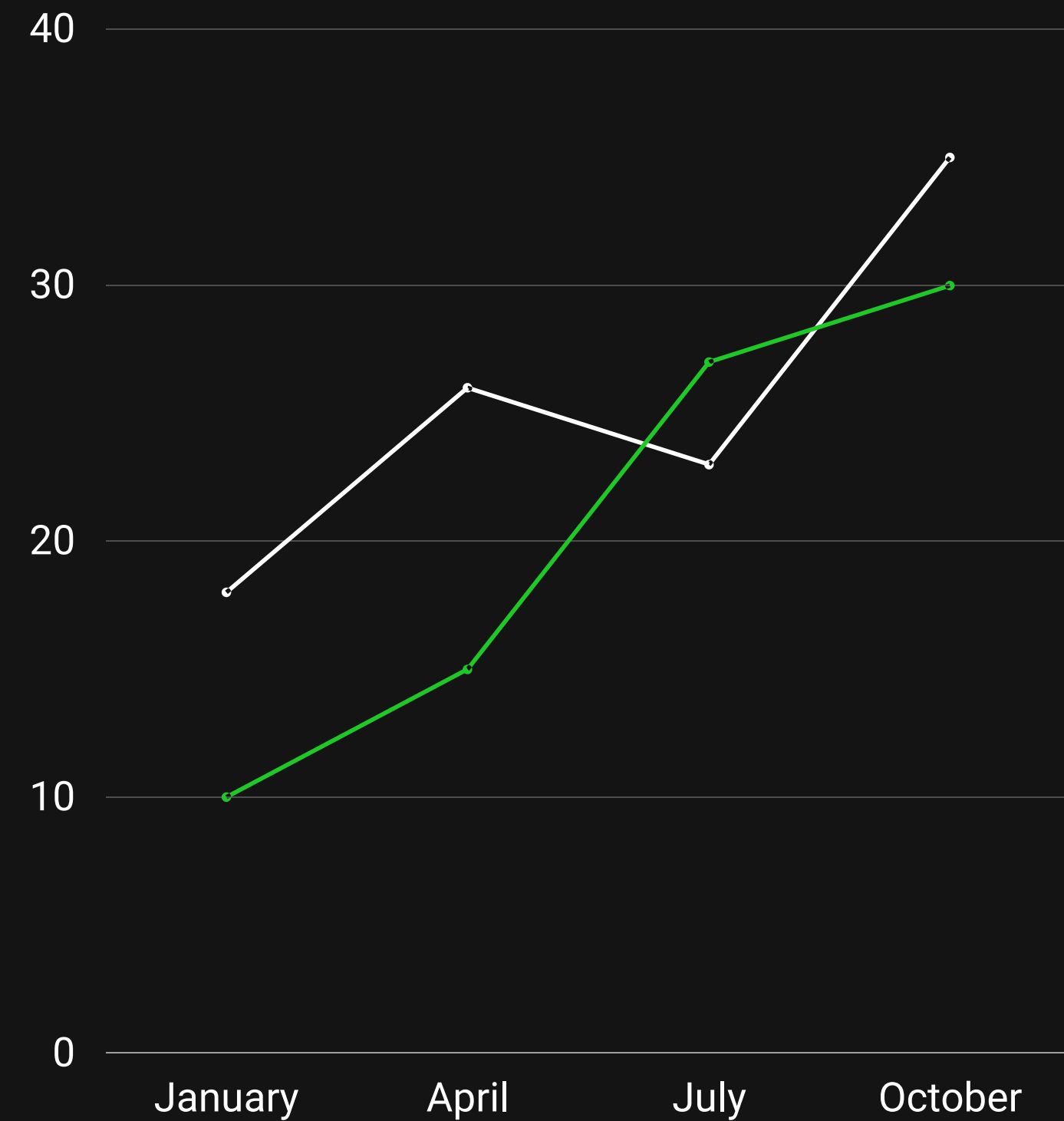
## How Can We Get There?

The project has four main areas of focus:

1. Providing education to the children
2. Training women in Cambodian handicraft skills
3. Improving the environment by encouraging recycling
4. Increasing Awareness of Disease and the Benefits of Personal Hygiene

# Traction

We aim to make a positive and lasting impact on one's health and wellness, the Cambodian industry, and the environment.





# Target Supporters

The “Digital Arts for Social Impact” is for supporters who want to make a commitment to improving others' lives, health, and wellness.

---

## Health is wealth

The community will learn how to manage their time, self-care, and save the environment with everyone's help. Additionally, the proceeds from the sale of NFTs products will help fund a recycling project with their local school and community

- Start a training program for students, teachers, and community people
- Create posters, leaflets, and documents to distribute to the community to raise awareness about climate change and the importance of recycling (including separating waste into paper, plastic, and glass)

Another benefit of separating recycling is that some recycled materials can be used in the construction of new buildings, reducing costs and reducing waste.

---

## Additional training to adults and the community at the weekend on basic health for 3 months.

- Personal Hygiene
- Sexual transmitted diseases
- HIV and aids awareness
- Nutrition
- Tuberculosis (TB)
- Malaria
- Diarrhea + Dehydration
- Dengue Hemorrhagic Fever
- Dental hygiene
- Safe Water Practices
- Stop the spread of COVID19

# Market Size in the Global Metaverse

According to Emergen Research, the global metaverse market size was USD 47.69 Billion in 2020 and is expected to reach USD 828.95 Billion in 2028 and register a revenue CAGR of 43.3% during the forecast period, 2021-2028

Resource: <https://ca.style.yahoo.com/metaverse-market-size-reach-usd>

## 47.7 Billion USD

TOTAL AVAILABLE MARKET

---

## 828.95 Billion USD

EXPECTED TO REACH IN 2028

---

## CAGR of 43.3%

DURING THE FORECAST PERIOD, 2021 - 2028



# Future Roadmap

"Digital Arts for Social Impact" is an innovative collection of NFTs minted on the polygon blockchain collaborating with 3 artists around the world. Our mission is to provide future education and improve the living conditions of kids in the rural communities around the world.

2025



**SERIES B FUNDING**

2027



**SERIES C FUNDING**

2028



**PRIVATE FUNDING**

# Where are We Going to Build?

- Location of School: Lok Taneuy Rd – Krong Siem Reap Cambodia
- Nearest Village: Kouksnou Village Knat Commune Pouk District Siem Reap Province

**Partner with charities dedicated to helping the children and the less fortunate cope and stay healthy**



# How will the funds be used?



## Budget

1. The renovation of the Education center will cost about USD\$70,000
2. Building a library and buying books will cost about \$18,000
3. The cost of creating and building a playground is approximately USD\$15,000
4. A fence around the school will cost approximately USD\$7,500
5. The cost of hiring qualified teachers for courses such as English, Math, IT Learning, Agriculture, and purchasing learning desktop computers for a three-year program is about USD\$235,000



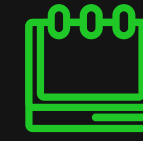
## Personnel

The project is running with:

- A project manager,
- A trainer,
- A sales consultant,
- A marketing executive.

Consequently, we will have four staff members working on the project. The project staff will work for four hours a day and five days a week, while the sales and marketing staff will work for eight hours a day and six days a week.

In addition, the project will include a business aspect by renting a place for the team and volunteers to run a bar and gift shop to generate income.



## Next Steps Approach

- Renovation of three buildings for classrooms, teachers' rooms, libraries, and teachers' offices.
- Provide emergency assistance with a first aid room.
- Construction of a playground and fencing around the area.
- Employ qualified teachers to teach English, IT programs, agriculture, math, etc.
- Establish a network with all concerned child organizations for the purpose of making school uniforms for children in low-income villages of surrounding communities.

# Charity or Revenue Model

How do we intend to raise funds for this project?

Effectively advertising to the right demographics will ensure consistent sales. We will convert 100 hand-drawn arts from underprivileged children into minted NFT Arts on online marketplaces. Our objective is to sellout the 20 badges and use the money to invest in marketing and web development on Web3.

---

## Plan 1

Creation of digital video collaterals such as using Render-forest to convey our NFTs purpose, meaning and DASI future plans. This can be used for omni platforms marketing thereafter.  
Private Network  
Marketing - releasing supporter coin participation, alongside the initial video and to get initial seed funding for our actual marketing.

## Plan 2

We will also create about 20 utility support badges with special benefits including exclusive access to the support channel on Discord for NFT, drop dates, and future events. Each supporter will receive one signed NFT (that is not for sale) and will be able to conduct a Live Web call with the children.

## Plan 3

Working on FB/IG/Twitter advertising boost for our campaign collaterals after we garner sufficient seed fund (sellout of supporter coins), plus creating regular short (5-7 sec) organic content on TikTok & IG Reel to reach new audience.

## Plan 4

Launching official news via our LinkedIn after our initial supporter coin sell out, and to open it up to the public for them to join the cause and buy the DASI NFTs.



# Meet the Team



**Darren Tan**

Chief Executive Officer



**Celest Lee**

Chief of Operations



**Raj A. Kapoor**

Chief Advisor



**Sonny Mohanty**

Chief Strategy Officer



**Stanley Kan**

Chief Marketing Officer



**Arnavdeep Singh Arneja**

Stack Developer



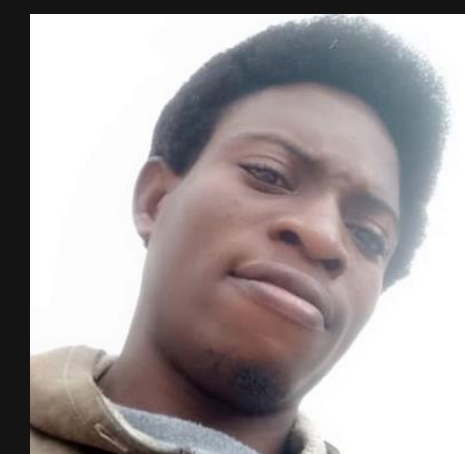
**Cham Bou**

(ChamDesignInfo) Digital  
Artist | Designer & Stack  
Developer



**Jorge Timaure**

(OnemanArtmy) Digital  
Artist | Designer & Stack  
Developer



**Godson Omaje Efe**

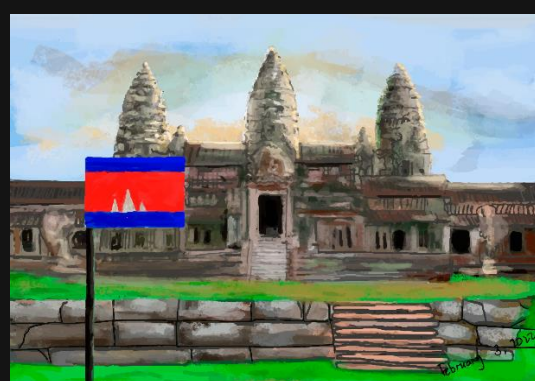
(Megmangart) Digital Artist



# ARTWORKS

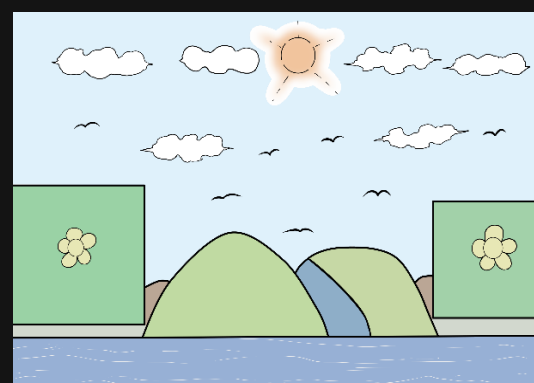
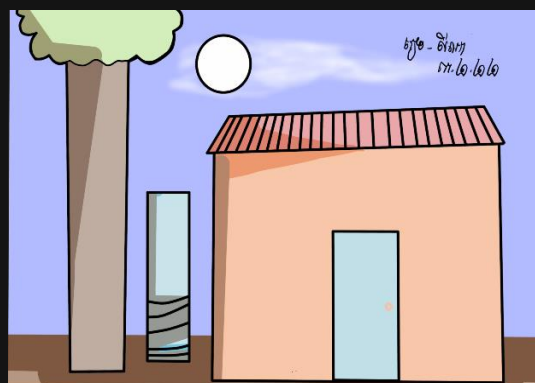
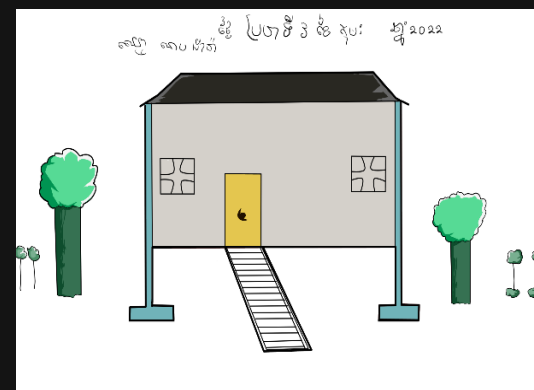
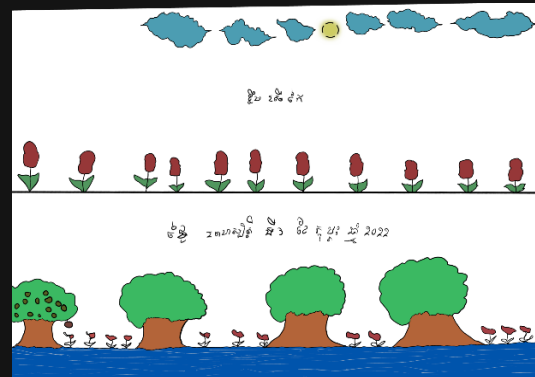
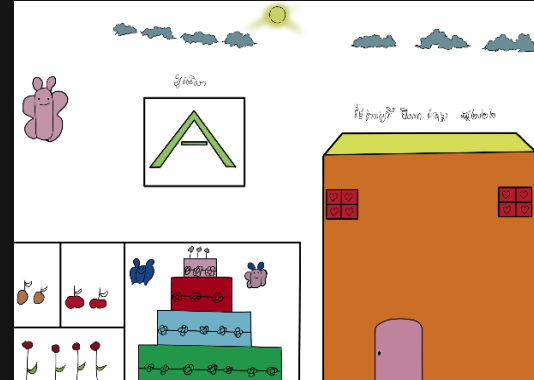
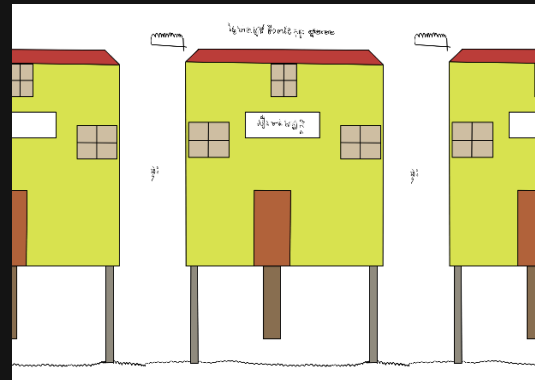
**Jorge Timaure**

@OnemanArtmy



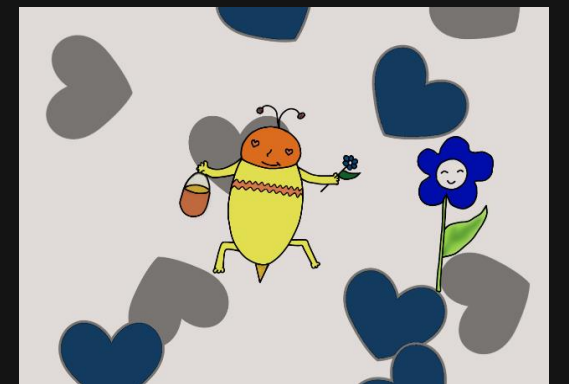
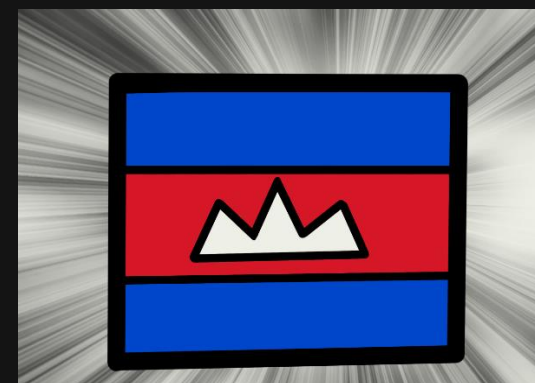
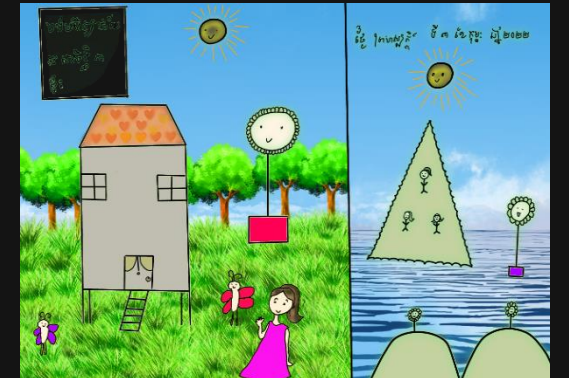
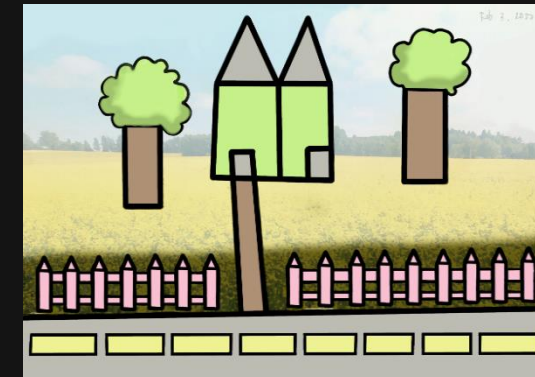
**Godson Omaje Efe**

@Megmangart



**Cham Bou**

@ChamDesignInfo







# Contact Us

---

Email: [nftartscambodia@gmail.com](mailto:nftartscambodia@gmail.com)

Twitter: <https://twitter.com/DarrenTan74>

Facebook: <https://www.facebook.com/Digital-arts-for-social-impact-104609308785305/>

Telegram: <https://t.me/+98bXwiueuLY1ZmY1>

Instagram: [https://instagram.com/digital\\_arts\\_for\\_social\\_impact?utm\\_medium=copy\\_link](https://instagram.com/digital_arts_for_social_impact?utm_medium=copy_link)

TikTok: [tiktok.com/@digitalartscambodia](https://tiktok.com/@digitalartscambodia)

Discord: <https://discord.gg/x8Bw2ZRb>

SVCAO (Samrong Village Community Austria Organization)

E-mail: [Soley.micronet@gmail.com](mailto:Soley.micronet@gmail.com)

Tel. +855 012858015 /016858015

Website: [www.samrongcommunity.org](http://www.samrongcommunity.org)

(ID number: 298 sor jor noh)