

**CRAFT**  
a bit of art for everyone

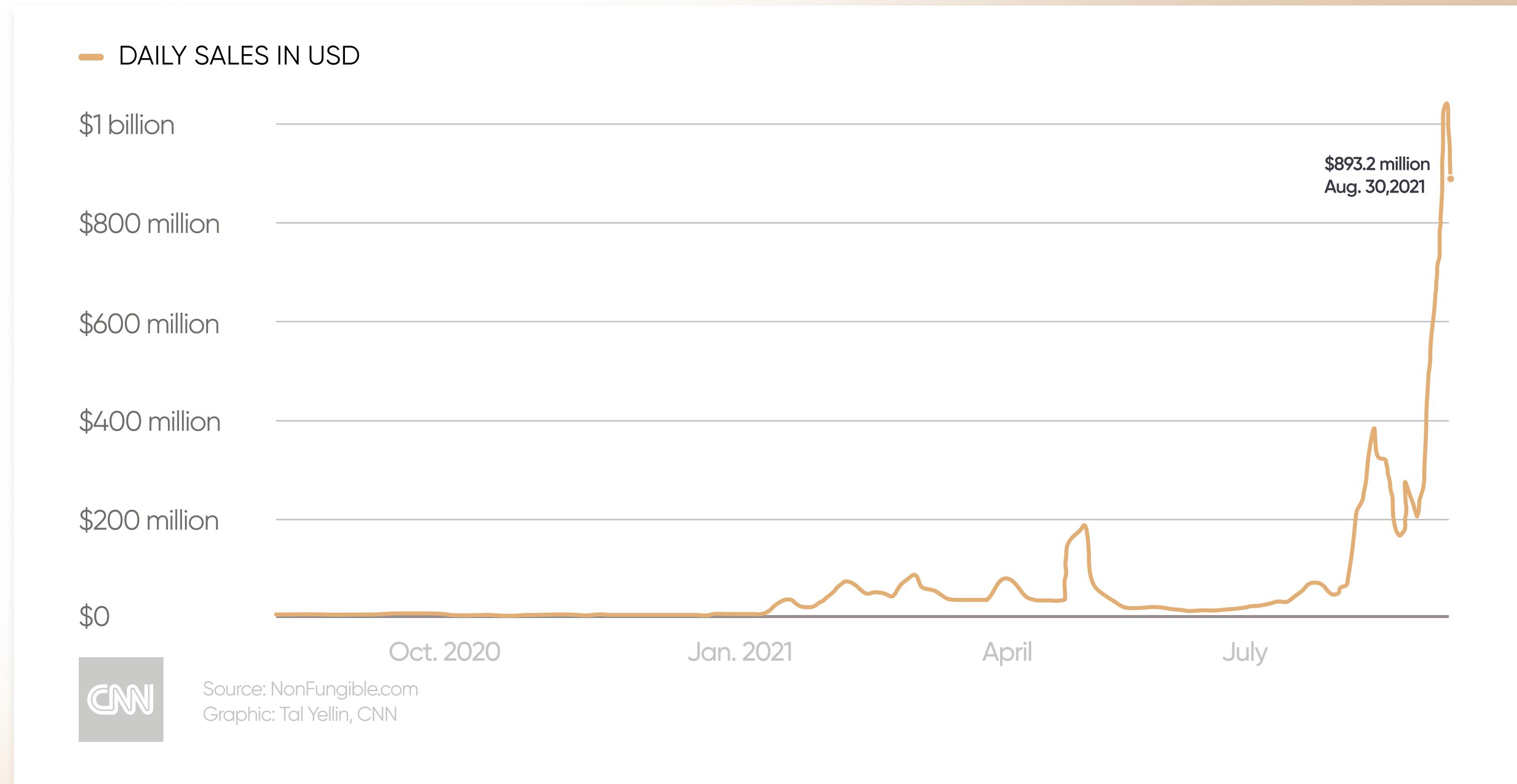
Pitch Deck 3.0



# The Market

The global NFT market continues to grow. The sales volume for August exceeded the extent of the entire hype period at the beginning of this year.

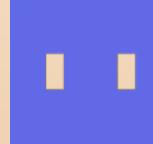
Celebrities started releasing their NFT collections and acquiring ART NFT, followed by their audience - this suggests further market growth.



# Market growth rates

A year ago, the entire market capitalization of digital art was around 10 M USD.

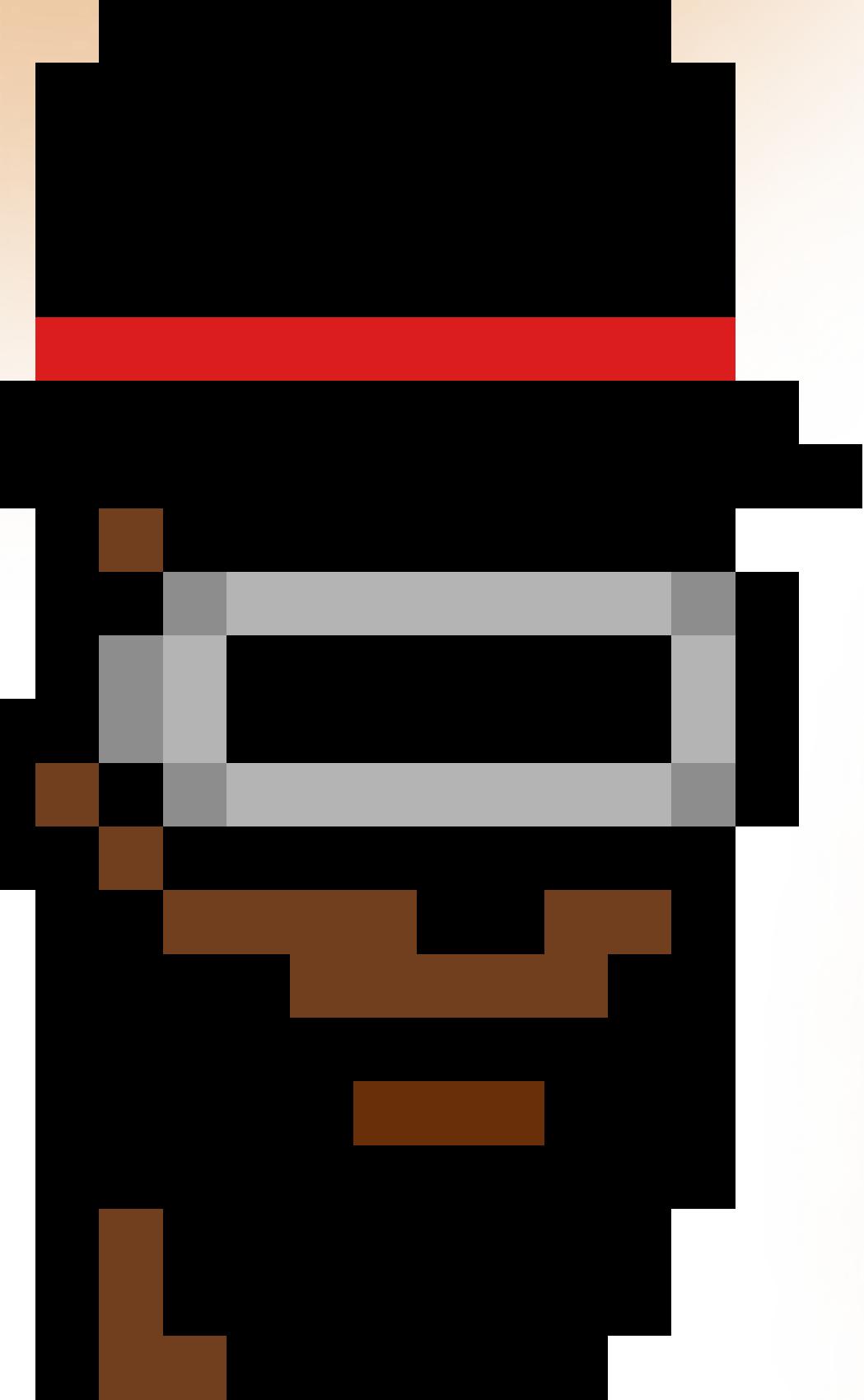
Now only one weekly turnover of the leading NFT projects exceeds this figure several times<sup>1</sup>

Name	Volume 7d (USD)	Last 7d sales	Volume all time (USD)	All time sales
 Art Blocks	43 866 896 \$	5 573	966 711 271 \$	209 430
 CryptoPunks	23 809 250 \$	64	1 316 752 333 \$	18 571
 Bored Ape Yacht Club	17 852 414 \$	341	585 038 235 \$	43 693
 Cyberkongz	6 074 528 \$	160	50 082 593 \$	2 904
 Meebits	3 440 778 \$	126	292 395 997 \$	21 935

Nonfungible.com , 23 Sep 2021.

<sup>1</sup> <https://nonfungible.com/>

# NFTs as investment assets



As the value of ART NFTs such as CryptoPunks, Bored Apes, Art Blocks, and others grows, more and more investors are paying attention. But, there are fewer and fewer people who can buy these NFTs due to their high cost.

For example, the cheapest CryptoPunk available for purchase on September 30, 2021, costs 109 ETH (328'124.89 USD)<sup>2</sup>. And a set of 101 NFTs from Bored Ape Yacht Club was sold on September 9 at Sotheby's for 24'400'000.00 USD.

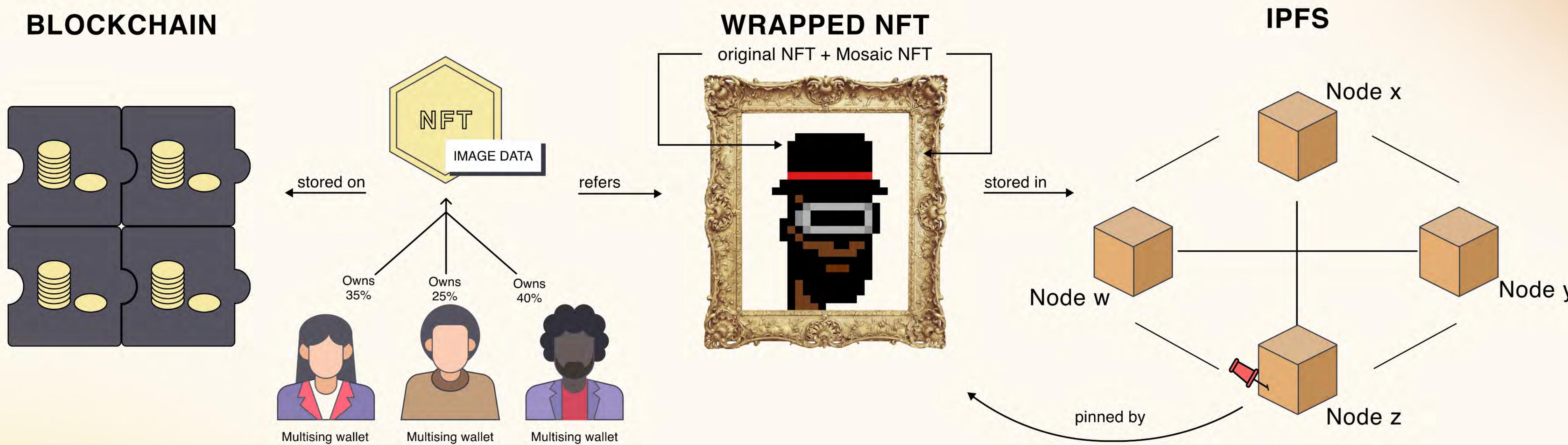


<sup>2</sup> <https://www.larvalabs.com/cryptopunks>

# Democratizing market access for retail investors

Using the Symbol Mosaic option, we have created a Wrapped NFT! It is a technological solution to divide any blockchain NFT into crypto-fractions freely traded on the secondary market.

CoArt NFT Marketplace will be such a secondary market, which launches in October 2021!



According to our calculations, the size of the global Wrapped NFT market can be from 10% of the total NFT market in the first year of technology implementation and over five years grow to a volume ten times the current size of the entire NFT market.

# Secondary market for new investment instruments

The implementation of wNFT will create a secondary market for crypto-fractions of digital art objects and tokenized shares of physical art assets. Such as paintings and sculptures by Contemporary Art masters, which were growing in value for forty years.

The creation of derivative financial instruments backed by the value of unique art assets and freely traded on the secondary market was and is the primary goal of CoArt, as well as several other projects, the most famous of which are:

- Maecenas
- Masterworks
- Art Exchange



# TOKENOMICS

We have created a platform architecture based on the Symbol blockchain, having gained deep experience of interaction with the core development of the NEM Group<sup>3</sup>, working on the LBCOIN<sup>4</sup> project for the Bank of Lithuania in 2019-20.

In addition to the Mosaic option, which allows the issuance of crypto-fractions backed by the value of the ART NFT themselves, the Symbol blockchain is an excellent solution for optimizing transaction costs and scaling such elements of the CoArt ecosystem as:

## 1 CoArt distributed Provenance ledger

is a distributed registry containing all open data about the history of an art object.

## 2 CoArt Storage

is a data storage subsystem sufficient art objects accurate identification using IPFS<sup>5</sup> (InterPlanetary File System)

## 3 CoArt Space

is a VR space where physical and digital art assets will be displayed in VR showrooms as multifunctional NFT certificates.

<sup>3</sup> <https://nem.io/>

<sup>4</sup> <https://ipfs.io/>

<sup>5</sup> <https://www.lb.lt/>



# Financial model of the first year of CoArt NFT Marketplace operation\*

SOURCES OF INCOME	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	Overall
Creating a multisig showroom account	30	100	200	300	400	500	700	700	900	1,000	1,200	1,200	7,230
Issue of Art objects wNFT certificate	450	1,725	3,975	6,975	10,725	15,225	21,975	27,225	35,475	42,225	54,225	63,225	283,425
wNFT Art object sales per month	3	13	33	63	103	153	223	293	383	483	603	723	3,076
Art object sales commision (10%)	450	1,950	4,950	9,450	15,450	22,950	33,450	43,950	57,450	72,450	90,450	108,450	461,400
Release of wNFT crypto-fractions (cf) package			250	500	1,250	1,000	1,500	2,250	3,750	5,750	7,250	8,750	32,250
Initial cf package offers (monthly)				1	2	5	4	6	9	15	23	29	35
Commision from cf package seller (10%)			500	1,000	2,500	2,000	3,000	4,500	7,500	11,500	14,500	17,500	24,500
<b>Total Income (EUR)</b>	<b>933</b>	<b>3,788</b>	<b>9,158</b>	<b>18,290</b>	<b>30,433</b>	<b>41,832</b>	<b>60,854</b>	<b>78,927</b>	<b>105,473</b>	<b>133,431</b>	<b>168,257</b>	<b>199,883</b>	<b>808,805</b>

**€10**

one-time payments for creating multisig accounts for personal showrooms

**€15**

wNFT minting fees, based on the assumption that each new showroom mints at least 10 NFTs in the first month, and every existing showroom mints at least 5 new NFTs per month

**€250**

fees for the release of a package of crypto-fractions of a digital or physical art object secured by the value of the art object itself, like wNFT

**€150**

10% commission from sellers of art objects, based on the assumption that each showroom makes sales of at least € 1,500 per month

**€500**

10% commission from sellers of crypto-fractions packages, based on the assumption that each initial offer of a crypto-fractions package brings the seller at least € 5'000

\* excluding commissions from the secondary market of crypto fractions, which could potentially exceed the entire profit of the marketplace for other positions for the billing period.

# Company structure

**The CoArt project has been  
developing since autumn 2017**

CoArt UAB was registered in Lithuania in  
August 2019

Today the company has nine shareholders, five of  
whom are actively working founders of the project.

The project is still at the Angel stage,  
although we are already ready to launch the  
alpha version of the product.

**To date, the project has attracted € 223'000**

of which the founders' funds amounted to €  
32'000

and the funds of four private investors  
amounted to € 191'000

Angel investors now own 40% of the company  
and 7% of the project tokens.

The founders own 60% of the company and  
20% of the project tokens.

Similar to Angel investors, on individual terms,  
we are ready to offer you a package of shares  
and tokens of the company.

# Core Team



**Vytautas Kašeta**  
Blockchain Chief  
Architect



**Dimitri Sloboda**  
Chief Executive  
Officer



**Linas Butenas**  
Chief Technology  
Officer



**Monika Gornostajute**  
Project Manager



**Alex Grigorjev**  
Chief Marketing  
Officer



**Saulius Norvaišas**  
Chief Science  
Officer

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