



# steghold

Lightpaper



# What's steghold?

steghold is a project born to connect artists and fans, and to promote the economic and artistic independence of individuals through the NFTs technology.

## **We want to solve 3 big problems:**

- Music artists play a marginal role in managing their career and get often stuck into unprofitable agreements with record labels (which, on average, take the 80% of the artist incomes)
- Fans are taken into account mainly when there's something to be sold, despite contributing to support and to make the artist grow every day
- Music is just thrown into streaming services, where, in the midst of millions of songs, it is deprived of any artistic and economic value

**Music labels and big companies that manage this area earn from these 3 points, at the expense of artists, fans and music itself.**



# steghold's ecosystem:

## 1. Allows artists to:

- Take control of their own careers
- Manage their own earnings
- Manage their own music rights
- Create a closer relationship with their fans

## 2. Give fans the possibility to:

- Get exclusive contents and experiences from their artists
- Invest in their own favorite artist
- Collect their favorite music

## 3. Allows to value the uniqueness and the exclusiveness of a music project

## 4. Join all these functionalities in an NFT social marketplace which is easy to use, that allow any person to understand and exploit the technology behind NFTs



# What an artist can do:

- Sell their own music in a limited fashion, as an NFT, giving the user an automatic proof of purchase. In this way, the artist can keep track of how many people buy their own music and when they do that, moreover will become a valuable and collectable good
- Finance the creation of their own music projects: Do you want to make a single? An ep? An album? A videoclip in Los Angeles? Just make an NFT to gather funds and do what you love, your more generous fans not only will be happy to help you, but they will also get prizes and exclusive contents (making of videos, previews, merchandising, twitch meetings, etc.) for the support they showed you
- Tired of institutions managing your copyright and royalties making money with your art? Cuts out the middleman and take control of the financial aspect of your career:
  - Copyright through NFTs, sell it, split it or simply keep it into your wallet
  - Manage the royalties as you please, you can keep them for yourself or create a project to share them with your fans (e. g. by selling 10'000 NFTs that guarantee the 20% of the future incomes of your album to the fans who bought them), the ones buying this type of NFTs will support you not only as a fan of you, but will also be financially incentivized to support you, because the more you earn the more he earns, thus creating a win-win mechanism, where success is shared with whom supported you



- Manage the tickets' sales of your events, issuing them as NFTs, thus cutting out the middleman and in case of cancellation you can even make a quick refund to your own fans
- You can create NFT-subscriptions to offer daily/monthly exclusive contents to your fans, such as spoilers, photos or any kind of updates
- Earn on your NFTs being resold. When you sell a physical product, like a t-shirt, despite all the time spent to just design the product, you only make money the first time it's sold. It doesn't matter if that same shirt will be resold other 100 times, your revenues stop right at the beginning. With NFTs, when you commit to create a piece of art you can earn a small percentage every time your NFT is resold
- Sell and manage your works' pre-orders through NFTs and automatically release the content within a period of time chosen by you
- Improve the relationship with your fans by offering exclusive content through NFTs: backstage meetings, dinners, after parties, private performances, etc. The only limit is the imagination
- Go on tour whenever you want, organizing concerts and events on the metaverse even from home



# What will fans be able to do?

With steghold, fans will be able to actively participate in the artists' growth, they will be able to:

- Invest in artists' projects (such as singles, ep or albums) by purchasing NFTs, receiving exclusive contents in exchange and an NFT that potentially increases in value based on the success of the project
- Buy a song, an ep or a limited-edition album through NFTs, the scarcity of the product will increase its value, thus making the music collectible and re-sellable to other fans, thanks to the marketplace integrated into the app
- Get fast refunds for ticket purchases and pre-orders.
- Purchase copyright through NFTs and create a custom library of uniquely-owned music



# What will the steghold app do?

The steghold's application will join artists and fans in a new relationship, fans will be able to share and appreciate music through NFTs in many different ways.

That's how:

- Create an NFT project through which to apply for funding. The better the project, the better it will go: it's all up to you
- An integrated wallet, where to manage, convert and store not only the cryptocurrency we will use in the app (ALGO), but also the steghold token
- Storage of the NFTs you bought, we keep them safe for you, you can do whatever you want with them
- A single place where you can use services that are now only separate (wallet, marketplace, basic crypto exchange and social network)
- Follow other users' profiles, leave feedbacks via comments/reactions: you can express your opinion on the artists you love or on your favorite projects. Things are better when shared!
- Regular cashflow: investments went well? Your earnings will be sent directly to your wallet on a regular basis

Our app will be simple and complete with all the services you need. And if you don't remember something, there are always tutorials!



# Algorand, our blockchain, ALGO, our cryptocurrency

steghold's will be built on top of Algorand infrastructure and its crypto, ALGO, will be the currency we're going to use.

Why do we want to use Algorand? Here are the main reasons:

- It's well known for its security, speed and reliability
- It has been created for DeFi services
- Transaction costs are very low
- More than 1000 transactions per second are possible
- It's carbon negative, hence protecting the environment
- It has been created to be stable and less volatile
- It's an Italian idea!

That's why using Algorand it's the best choice we could make. If you want to know more about Algorand and ALGO, you can click the link below pointing to the official website:

<https://www.algorand.com/>

# Algorand





# ROADMAP

## The steghold project's 8 phases

01

Project showcase:  
website & social  
network

02

Launch steghold's  
app (BETA) on  
Apple Store and  
Google Play Store

03

Launch our first  
NFTs collection

04

App update: main  
features  
integrations

05

Launch first artists  
and their NFTs on  
the app

06

Launch of  
steghold's token

07

steghold's app  
becomes available  
to all artists  
globally

08

Organization of  
events and  
concerts in the  
metaverse



These are the main phases that will mark the project growth.

Step by step we want to make a difference in an industry which suffers from a bad management caused by big players.

We want to spread a new way of thinking about music and the relationship between artists and their fanbase.

steghold is our opportunity to make music dinosaurs extinguished and build together a new world.



# Our team



**Emmanuel Indraccolo**  
Management & Communication



**Davide Pisanò**  
Bachelor degree in Computer Engineering  
at Polytechnic of Turin  
**Developer**



**Lorenzo Caputo**  
Bachelor degree in Business and  
Management – Marketing curriculum at  
the University of Parma  
**Marketing**



**Andrea Guida**  
Bachelor degree in Information  
Technology at Unisalento  
**IT Security**



# Basic definitions

## **NFT**

An NFT or non-fungible token is a type of a digital asset that is unique. An NFT ownership is “written” on the blockchain via a smart contract.

## **Smart Contract**

It is a software program that autonomously verifies and enforces the execution of a contract, based upon previously defined conditions.

## **Blockchain**

The blockchain is a technology in which a ledger is structured as a chain of blocks containing transactions, which are validated by a well-defined consensus mechanism.

## **Wallet**

The wallet is the electronic cryptocurrency wallet and is used to store your private and public keys, keeping your cryptocurrency safe and usable. It also allows you to send, receive and spend your cryptocurrencies.

