



# Steghold

## Lightpaper



# What is Steghold?



Steghold is a project born to make the music world freer and to create a new kind of relationship between artists and their own fans, using both the blockchain and the NFTs potentialities.

## We want to solve 3 big problems:

- Music artists are not treated and respected as they should and, more often than not, they get 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, for everything else they are just ignored, 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.

**These 3 problems are a big advantage for music labels and big companies that manage this area and earn at the expense of artists, fans and music itself.**





# With Steghold we want to make a radical change through an ecosystem that:

## 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 and have an economic return based on his success
- 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.





# Let's look at what an artist can do in detail:



- Sell his 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 his 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 off 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 see fit, you can keep them for yourself or create a project to share them with your fans (for example by selling 10'000 NFTs that guarantee 20% (divided into 10'000) of the future income of your new album), who buy this type of NFT will support you not only as your fan, but will also be financially incentivized to support you, because his earnings depend on yours, thus creating a win-to-win mechanism, where success is shared with your fans.





- Manage the sale of tickets for your events, selling them as NFT, in this way there are fewer middlemen and in case of cancellation you can make a quick refund to your fans.
- You can create NFT-subscriptions and offer daily / monthly exclusive content to your fans, such as spoilers, photos or updates.
- Earn money on the resales of your NFTs. When you sell a physical product, like a t-shirt, you only make money only the first time it's sold. It doesn't matter if that shirt is resold another 100 times, your income stops at the beginning. With NFTs, when you commit to creating something, you can earn a small percentage every time your NFT is resold.
- Sell and manage the pre-orders of your works through NFT and automatically release the content within a period of time chosen by you.
- Improve the relationship with your fans by offering exclusive content through NFT: backstage meetings, dinners, after parties, private performances, etc. The only limit is the imagination.
- Go on tour whenever you want, you can organize concerts and events on the metaverse from home.



# What will fans be able to do?



Fans are a fundamental part of an artist's career, but often they play a passive role, although they listen, buy and sponsor an artist's music, they are considered only when something needs to be sold.

With our platform, fans will be rewarded for the support they give, and will be able to actively participate in the growth of the artists, in fact they will be able to:

- Investing in artists' projects (singles, ep or albums) by purchasing NFTs, receiving back exclusive contents and an NFT that potentially increases in value based on the success of the project.
- Buying a song, an ep or a limited edition album through NFT, the scarcity of the product will increase its value, thus making the music collectible and resold to other fans thanks to the marketplace integrated into the app.
- Get fast refunds for tickets and pre-orders.
- Buy a percentage of the future royalties of a single, ep or album. If the artist and his music are successful, you'll make money. Do you remember that artist that only you listened to until he became famous? With Steghold you can say that it has also made you money. Think about the face your friends will make.
- Purchase copyright through NFT and create a custom library of uniquely owned music.



# What will the steghold app do?



The steghold application will create a new artists-fans relationship never seen before in the world of music, we will place the aforementioned features in a single environment and make the process affordable for everyone.

## Our app will offer:

- The ability to create an NFT project to apply for funding. The better the project is, the better it will go, it's all in your hands.
- Integrated wallet, where you can manage, convert and store not only the cryptocurrency that we will use in the app (ALGO), but also the Steghold token.
- Storage of the NFTs you buy, we keep them safe for you, you can do whatever you want with them.
- A single environment where you can use services that are now only separate, (Wallet, Marketplace, basic crypto exchange and social network)
- The ability to follow the profiles of other users, to leave feedback via comments / reactions, you can express your opinion on the artists you love or on your favorite projects. Things are better when shared!
- Your investments have gone well?  
You will have cashflow on a regular basis directly into your wallet.
- Today,to create or buy an NFT you have to open a wallet, register on an exchange, pay attention to the gas tax, understand how transactions work, register on a marketplace.. how boring! Our app will be simple and complete with all the services you will need. And if you don't remember something, there are always tutorials.



# Algorand, our blockchain, ALGO, our cryptocurrency.

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

Why do we want to use Algorand? We're going to tell you some key points:

- It's well known for its security, speed and affordability
- It's been created for DeFi services
- Very low transaction costs
- More than 1000 transactions per second
- It's carbon negative, so it protects the environment
- ALGO has been created to be stable and less volatile

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 visit the official Algorand website:  
<https://www.algorand.com/>





# ROADMAP

The 8 phases of the project.

**01**

Create a showcase site

**02**

Creating a strong and dynamic community

**03**

Launching of our first NFTs collection

**04**

Launching steghold's app

**05**

Launching first artists on the app

**06**

Launching our own token

**07**

App becomes available for every artist all over the world

**08**

Organization of events and concerts in the metaverse





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

**Step by step, and with the support of our community, we will become one of the main players in this field, and we will make a difference not only in the music world, but also in our society.**

We don't want to create just an app, we want to spread a new way of thinking about music and about the relationship between artists and fan-base.

In this world there are things that change only if they get a push from someone else and that's where our chance to push.





# The team



**Emmanuel Indraccolo**

Management e Communication



**Davide Pisano**

Degree in Computer Engineering  
at the Polytechnic of Turin

**Developer**



**Lorenzo Caputo**

Degree in Business and Management

- Marketing curriculum at  
the University of Parma

**Marketing**



**Andrea Guida**

**IT Security**





# Basic definitions

## NFT

An NFT or non-fungible token is a type of token that represents the deed of ownership and the certificate of authenticity of a single asset, and is written on the blockchain through a smart contract.

## Smart contract

It is an IT protocol that independently verifies and enforces the execution of a contract, based on previously defined conditions.

## Blockchain

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

## Wallet

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

