steghold

Lightpaper v3.0

What's steghold?

steghold is a project born to connect artists and fans, and to promote the economic and artistic indipendence 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
   - 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 artist 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.

- 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 founds 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

- **Manage the tickets' sales of your events, issuing them as NFTs, this 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.**

- **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**

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 by purchasing NFTs, receiving exclusive contents in exchange

- Get fast refunds for ticket purchases and pre-orders.

- Become an official supporter: bring artist's project to life through the purchase of NFT

- Create a closer relationship with your favorite artist through special content that includes live / online meetings, events, backstage passes, private parties and others

- Stay update on artist's news via NFT-subscriptions that include photos, spoilers, videos and much more

- Resell NFTs and earn from the success of a project

Our app: NFT for everyone.

For us, the steghold app is the missing link between NFT and people: a tailor-made environment, which allow anyone to enter into the NFT world in a simple and immediate way.

Every artist will be able to use NFTs power directly from their smartphone without having to spend hours studying definitions and processes; you have just to desire to get involved, create and offer valuable content to your audience, with the aim of establishing a deeper relationship with your fans and to make music regain value.

Our app will be an atypical marketplace, made to create and connect: a place where artists and fans can finally develop new great ideas together.

Stay tuned, visit our Discord channel.

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.