



steghold

Lightpaper



What's 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 threatened 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 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?

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

With our platform, fans will be rewarded for the support and the help they give and will be able to actively participate in the artists' growth, in fact 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.
- Buy a percentage of the future royalties of a single, ep or album. When the artist and his music are successful, you make money.
Do you remember that artist that only you listened to until he became famous? Thanks to steghold you can say that he also made you make money. Imagine the look on your friends' faces
- 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 never seen before in the music world, we will place the previously mentioned features in a single place and make the process within everyone's reach.

Our app will offer:

- The ability to 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)
- The ability to follow other users' profiles, to 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!
- Did you manage to make investments that went well? Your earnings will be sent directly to your wallet on a regular basis
- Today, to create or buy an NFT you have to set up 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 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

Create a showcase website to present the idea

02

Create a strong and dynamic community

03

Launch our first NFTs collection

04

Launch steghold's app on Apple Store and Google Play Store

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 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 scene, but also in our society.

We don't want to create just another app, we want to spread a new way of thinking about music and the relationship between artists and their fanbase.

In this world things can change only if they get a push by someone and that's our chance to do it.



Our team



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Management & Communication



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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.

