

CHARCOIN

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Charcoin will be a platform and marketplace for digital and physical art and collectibles. Charcoin bridges art, influencers and crypto. Through the smart contracts and distributed technology, art and creators enter a new market. The marketplace will democratize these seemingly enigmatic worlds by using technology to eliminate the gatekeepers



Digital art startups of today's moment have focused their energies on technology while ignoring the power of business model based on mass adoption of the underlying concepts. To progress the sector entirely, Charcoin plans to replace and advance traditional digital art businesses by using the concept of the creator economy and the connection of the opinion leaders with their following. While simultaneously increasing trust and transparency, supporting data-driven valuation methods, and building social capital.



The advent of blockchain has paved the way for new forms of art and collectibles—digital art and collectibles, the world's first provably scarce digital assets. This application of blockchain has created additional means for artists to express themselves, as well as a new format for collectors to store their goods. An entirely new market has emerged where individuals can sell pieces of scarce digital art and collectibles.





Project Background

Our team started working on charcoin in January 2021. It was originally intended to be a social media platform for creators who wish to embrace the benefits of decentralization and take part in the growing digital art industry. The social media component would ensure the viral growth of the platform followed by the consequent NFT adoption by the users.

However, in March BitClout was launched, which is the decisive moment in the charcoin's development. Its launch proved our initial marketing thesis with the influencers having to sign up in order to claim their funds resulting in a rapid, almost exponential growth of the platform.

As a result, we decided to pivot and focus our effort on the digital art aspect of the ecosystem and capitalizing on the knowledge gained from the launch of BitClout.

Our technological efforts from January to March have been focus on the development of the NFT and smart contract part of the equation, therefore the uncertainty presented to us in the form of BitClout was a unique opportunity. We could either try to compete with an established project, being late to the market, or we could complement it.

We still were determined to merge creator economy and digital art and finally we knew how. Namely, the platform would serve as a marketplace and a wallet, with an important competitive edge. Our business model will heavily revolve around artist and influencer collaborations.

An easy sign up process for influencers would allow them to airdrop NFTs developed by reputative artists to their followers. Whether it BitClout top 20 holders, OnlyFans/Patreon contributors, or simply everyone who like the latest Instagram post.



We make digital asset ownership and distribution accessible to everyone.

charcoin.io
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Smart contracts running on Ethereum are utilized to ensure proper interoperability and modularization. By nature, smart contracts are transparent and open source. All transactions are visible which creates a free market for digital art. Charcoin intends to exist as a decentralized financial (DeFi) application with open source technology available to the world.

Charcoin is building **a decentralized market platform** using Solidity (programming language for writing smart contracts) and Web3 (technology to deliver user-friendly integration of blockchain on the web). The result will be a global marketplace utilizing cryptocurrencies where users around the world may buy, sell or place bids and asks on digital goods created by artists in collaboration with influencers.

To verify the authenticity of the NFTs, a **Blockchain Certificate** is represented as a unique Ethereum-based standard, such as ERC-721 or ERC-1155. The asset will interlink the two distributed networks of Ethereum and IPFS (InterPlanetary File System) to redundantly store both ownership and associated files (images, documents, videos). Verified artists, retailers, and brands issue Blockchain Certificates through a secure online portal utilizing web3 and distributed technologies.²

Digital art and collectibles will be created in a similar manner and use the same standard as Blockchain Certificates. Creators or artists will be able to drag and drop their media asset in the web portal, specify a unique name, add a description, and designate the edition size for their newly tokenized media asset.





NFT and Creator Economy

"**Crypto art** is one of the few artistic movements of this millennium that speaks the language of its time; it allows new digital expression languages to have a fast, pulsing, tailor made market on the new generation of collectors. If until some time ago an artist who created digital artworks had very little chance to put them on the market, for the obvious reason of their infinite reproducibility, today thanks to blockchain technology these digital artworks are created in a certified small number of editions and hence acquire an exchangeable value." ¹

"Now, because you can come up and grow so fast and build a following so quickly – if you produce high-quality content – it's opening up creatorship to a much more diverse set of perspectives, and allowing underrepresented minorities and those without as much socioeconomic privilege to **become creators and share their voice.**" ²

¹ <https://www.coiners.it/cryptoart-il-nuovo-paradigma-dell-arte-ultracontemporanea> (in Italian).

² <https://www.stylus.com/future-thinking-e67-the-rise-of-the-creator-economy>





Digital art industry has been on a steady rise in in the recent years. And despite the drastic increase in recognition and popularity there is still a lack of mass adoption due to the complex cryptocurrency onboarding process. Even now, the increase in popularity can be associated with the popular influencers, e.g. Logan Paul actively promoting NFTs as an asset class and collectible. Charcoin's mission is to provide the opportunity for influencers to engage with their audience on a different level without the current required excessive amount of steps to do so.

Successful creators also use social media to build a following and then share their latest creations with them. Charcoin's goal is to assist them with the latter. Effortless sign-up procedure and integration with other social media accounts to display of the most active followers, or top coinholders, or simply those who engaged with the most recent publication. A creator could with two clicks upload an NFT and airdrop among the them. Alternatively, they could partner with one of many NFT artists on the platform for mutual promotion purposes while both receiving royalties on the subsequent sale of the pieces.





Charcoin Platform

[Home](#)[Services](#)[Marketplace](#)[About Us](#)[Digital Art](#)[Influencer Edition](#)[BitClout Special](#)[Collectibles](#)[Top](#)[Top Sellers](#) [In 1 day](#)

- Seller 1 20,15 ETH
- Seller 2 20,15 ETH
- Seller 3 20,15 ETH
- Seller 4 20,15 ETH
- Seller 5 20,15 ETH
- Seller 6 20,15 ETH
- Seller 7 20,15 ETH

[Status](#)

- ☒ Buy Now
- ☐ On Auction
- ☐ New
- ☐ Has Offers

[Collections](#)

- ☐ Collection 1
- ☐ Collection 2
- ☐ Collection 3
- ☐ Collection 4

[On Sale in](#)

- ☐ ETH
- ☐ WETH
- ☐ 0xBTC
- ☐ 1MT
- ☐ ZKDN

16,832 Results

All Items

Sort by

Developed by
bitcloutmuseum

Moshe Clout Hoge

Price
0,211 ETHDeveloped by
bitcloutmuseum

Demi Clout Skipper

Price
0,005 BTCDeveloped by
bitcloutmuseum

Shaan Clout Puri

Price
0,121 ETHDeveloped by
bitcloutmuseum

Whale Clout Shark

Price
0,121 ETHDeveloped by
bitcloutmuseum

Farokh Clout Sarmad

Price
0,005 BTCDeveloped by
bitcloutmuseum

Craig Clout Clemens

Price
0,005 BTCDeveloped by
bitcloutmuseum

Craig Clout Clemens

Price
0,005 BTCDeveloped by
bitcloutmuseum

Hungry Mona Lisa

Price
0,005 BTC

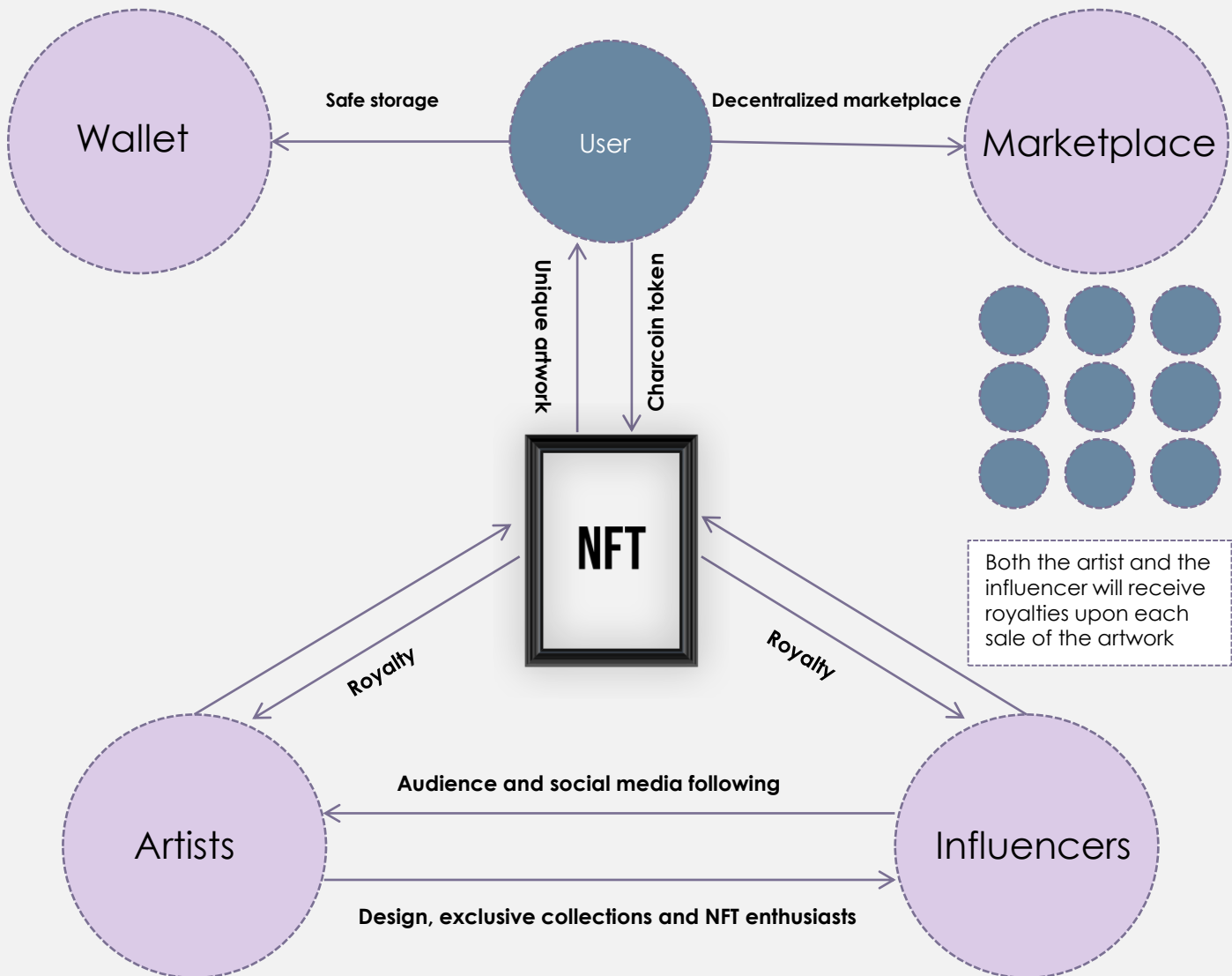
Charcoin will tap into the cultural phenomena of 'drops' set by the likes of Nike, Supreme, and others by offering limited quantities of highly sought after goods. We seek to partner with notable cultural figures and brands to curate select featured drops. These goods are selected from both existing partners as well as those within the network of our supporters. Featured drops will include highly anticipated goods with a measure of gamification and rewards for collectors and influencers.

We make digital asset ownership and distribution accessible to everyone.

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team@charcoin.io

Charcoin is a decentralized platform that will enable developers, artists and creators to monetize their work and allow user to collect unique NFTs on the blockchain.

Charcoin tokens will be used to purchase art, services and as transaction unit. They will also be used to incentivize content creation and user adoption, therefore bootstrapping the first decentralized digital art and creator economy.



In our chosen business development approach, marketing plays a vital role. Fundamentally, it is divided into two categories:

Growth through partnerships

Why would artists join?

Access to a cutting edge marketplace to increase your visibility, reach enthusiasts, and capture royalties.

We have proven that the interests are aligned as we have multiple leading artists agree to partnering with us even before the official launch.

Why would influencers join?

NFT. Everyone is talking about it, but only limited amount of social media stars had a chance to actively participate in the trend. Tremendous market size. Artistic expression, royalties from future sales, exclusive collaboration with artists among multiple other reasons.

Promotion and retention

Promotion

Multiple promotion mechanisms are suitable for the project, hence a large percentage of our budget will be allocated to it. In particular: social media marketing, NFT and cryptocurrency event sponsorship, paid influencer marketing among others.

Retention

Due to our aggressive growth through influencer and artist partnerships, retention is an essential aspect of the strategy. hence, the platform will offer a wallet to integrate other NFTs, continuous onboarding of new celebrities and unique brand deals to make sure users stay.





8 Token incentives

Charcoin token is designed to play a major role in the functioning of the ecosystem on the charcoin platform and intended to be used solely as the primary utility token on the platform and ecosystem. The Charcoin Token is issued on the Ethereum blockchain which was chosen for its global redundancy and large community of active development. In the spirit of blockchain technology and in order to best empower creators and collectors, Charcoin offers unique benefits and incentives to receive and use the token.



Token holders will have voting rights for new features, marketplace curation, and more. 1 billion Charcoin tokens will exist in totality, slowly being introduced into the ecosystem through various processes.

In the spirit of blockchain technology and in order to best empower creators and collectors, Charcoin Token would provide the economic incentives to encourage users to contribute and maintain the ecosystem on the Charcoin platform, thereby creating a win-win system where every participant is fairly compensated for its efforts, proportionate to each participants' contributions.

The Token will be an integral and indispensable part of the platform, because without the Charcoin Token, there would be no incentive for users to expend resources to participate in activities or provide services for the benefit of the entire ecosystem.

During the expansion phase of the platform it intends to incentivise artists to create outstanding quality works which are well accepted by the market and collectors, so all original artist will continue to receive Charcoin Tokens incentives (similar to the royalties system in the traditional art market) as a residual reward each time their work is resold on the secondary market within Charcoin platform.

A part of Charcoin tokens will be set aside for ecosystem development to bootstrap adoption and reward early participants in the network. These participation rewards will be distributed via a number of different programs including competitions, galleries, and contributions to open source development. In addition to accelerating adoption, setting aside a portion of tokens for long-term ecosystem development also ensures a path to diversifying and decentralizing network participation and governance, ensuring global access from a variety of participants.



BitClout

Pivot. We have been developing the marketplace and wallet parts of the ecosystem for two months. Then BitClout launched and presented an opportunity to go to market faster without the need to include social media as part of the ecosystem.

Beta

Planned launch of the beta of our marketplace and wallet. Exclusive NFTs will already be available to be traded and purchased.

Public

Planned public presale of our token prior to the ICO.

January 2021

March 2021

April 2021

May 2021

June 2021

July 2021

Inception

Project started with an idea of decentralized social media platform with a direct NFT marketplace embedded in to the platform

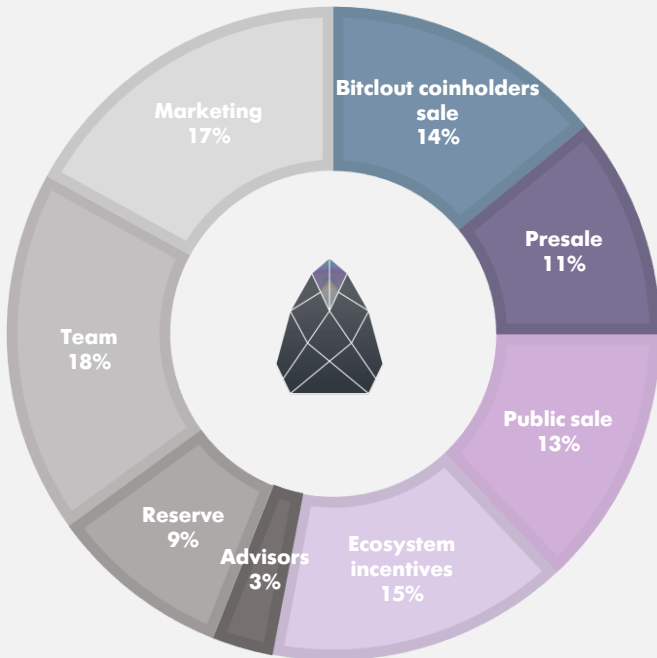
Partnership and Token

Partnerships with multiple digital artists. Launch of our BitClout account. Announcement of the private sale with the BitClout coinholders having an exclusive right to buy the token at discount prior to the public sale

Influencers

Launch of marketing campaigns with key social media influencers

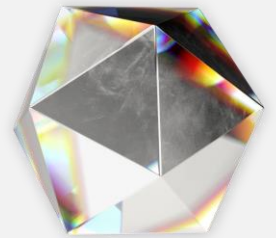




Holders of the charcoin creator coin will have the opportunity to purchase charcoin token during it's private sale proportionate to the amount of coins they hold, with a 45 – 75% discount to the presale and crowdsale price.

Marketing expenses include airdropping, promotions, strategic partnerships, artist grants and business development

The token itself is an ERC-20 that serves to enable one to participate in decentralized governance and curation on our platform. There will be 1,000,000,000 tokens at max supply. Tokens will be released over time for liquidity mining, partnerships, artist grants, reputation points and future business development costs.



Proudly part of the DeFi Ecosystem, our liquidity mining will distribute new charcoin tokens when buyers purchase art on the platform, which is capped on a monthly basis. By enjoying the platform, you get to enjoy an increase ownership on the finite and powerful charcoin tokens that will keep our platform running properly, and openly



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- you will and shall at your own expense ensure compliance with all laws, regulatory requirements and restrictions applicable to you (as the case may be);
- you acknowledge, understand and agree that Charcoin Token may have no value, there is no guarantee or representation of value or liquidity for Charcoin Token, and Charcoin Token is not an investment product nor is it intended for any speculative investment whatsoever;
- none of the Company, the Distributor, their respective affiliates, and/or the Charcoin team members shall be responsible for or liable for the value of Charcoin Token, the transferability and/or liquidity of Charcoin Token and/or the availability of any market for Charcoin Token through third parties or otherwise; and
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