**Binance NFT**

Project One Pager

*Please be brief and do not write more than 2-3 pages in total.*

| 1. Project Name | Name of the project |
| --- | --- |
| 2. Company Name | Company Name and Legal entity |
| 3. Websites | Please list relevant URLs of company, projects, whitepapers |
| 4. About the company | Short description/ history of the company |
| 5. Management Team | Please list the founders & management team |
| 6. Key Investors | Please list the main external investors in your company |
| 7. Project Description | Please briefly describe your project / application / product / artwork |
| 8. Project category | Please mark applicable in bold  Art | Crypto | Games | Sports | ESports | Collectibles | Music | Film | Brands | Anime | Social Media Star | Entertainment | Sustainability | Defi |
| 9. Partnership Model | Please mark the desired model in bold  IGO | Mystery Box | Premium Event | Marketplace Listing |
| 10. NFT Drop/ Campaign | Please describe the issuance design. How many NFTs (volume), how many unique NFT designs (artwork, characters), what is the price, auction or fixed price sale etc. |
| 11. Utility of the NFTs | Please describe the utility of the NFT, USP, and uniqueness. Why should people buy your NFTs? |
| 12. Preview | Insert screenshots of NFTs or anything that helps us get a visual impression |
| 13. Social Media Channels | Please list URLs of your main social media channels. In addition also add: #followers | average views per post in the last 30 days |
| 14. Partner Network | Please add additional partners that you can leverage such as KOLs, Whales, collectors, guilds, external communities, any previous contact with other business units at Binance |
| 15. Timeline | Please add your desired date for a NFT campaign with us |
| 16. Expected Forecast | What do you expect in terms of primary sale volume for the NFT drop and secondary market trading volume in US$ in the first and second month after primary sale ? |
| 17. NFT Minting | Which protocol you prefer to mint ur NFTs? ETH/BSC  Mint with your own contract or mint on Binance NFT?( Meta data information only include name, NFT content and description) |
| 18. Other Remarks | Please feel free to add anything that you need to tell us |