



WHITE PAPER **MARTE**

DAO

v5 - NOV 2021 - WORK IN PROGRESS

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INTRODUCTION

The primary aim of MARTE token is to revamp the traditional art market, amplifying the space for new art forms. These are the main targets to reach with the MARTE project.

- Give crypto art the place it deserves, spread it to the general public and give them easy access to it.
- Bring new art forms to leading art fairs, galleries and museums.
- Patronage of new and rising artists.
- Support artists and preserving the value of their work, which is continually declining due to the depreciation of fiat currencies.
- Support the crypto movement.



MISSION

"For many years, I have been a player in the traditional art market all over the world. I have seen how closed and elitist it is and the radical change it must face to survive. That plot twist is crypto art!! They are divergent atmospheres but their fate is to understand each other. The intention with this project is to create bridges between both fields, and bring crypto art to a universe of international art shows, fairs and spaces where this microcosm is almost unknown. I want my collectors to meet my fellow crypto artists from the Marte Community and I want artists to be able to access this very restricted world and transform it from the inside."

MARTE TOKEN

MARTE token was created on December 18, 2020. It is the social money circulated by Pako Campo and supported by Roll's smart contract.



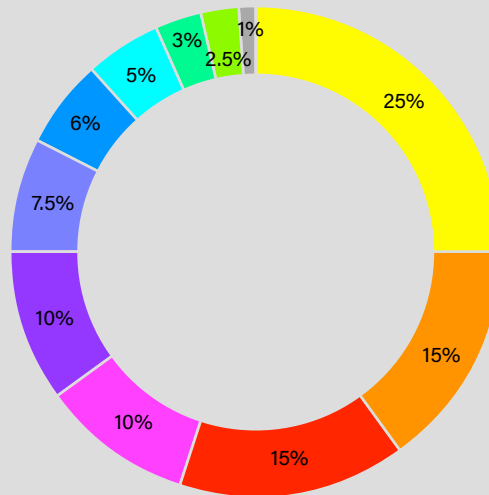
The current supply is 5,346,057.77 tokens. The maximum supply of Marte is limited to 10,000,000.00 MARTE, which will be released monthly until September 2023.

There are currently 395 MARTE holders on Roll and 34 on Ethereum.

TOKENOMICS

Smart Contract	Link
Total Supply	10,000,000.00
Current supply	5,346,057.77
Original Vesting Days	1008
Remaining Vesting Days	671
Decimals	4
\$MARTE owned by Roll	1,200,000.00
\$MARTE in Founder cold wallet	3,475,000.00
\$MARTE in Founder Roll wallet	632,136.29
\$MARTE in circulation	38,921.48

DISTRIBUTION



25% Expo structure: Wallet to cover the renting of spaces, logistics and other expenses derived from organization and participation on physical art shows.

15% Development: A fund of 1,500,000.00 \$MARTE will be safely retained for the founder to ensure being the largest holder of the token, which increases pool security and thus the reliability of the token. The final purpose of these funds is the investigation and development of interdisciplinary artistic projects with an experimental nature.

15% OTC: Private token sale fundraising.

10% Team: Rewards for the community staff, developers, collaborators and other partners.

10% Patronage: Help and promotion of new crypto artists.

7.5% Liquidity pool: 750,000.00 tokens will be allocated in the MARTE/ETH pair in Uniswap.

6% Collector rewards: Gratification for collectors of NFTs attached to physical pieces.

5% MARTE Dome: Investing on valuable NFTs to back token price.

3% Marketing: Funds reserved for social media marketing actions.

2.5% Airdrops: A maximum of 250,000.00 \$MARTE will be airdropped to the community or used as reward in competitions.

1% Roll: Roll owns 100,000.00 \$MARTE as issuer of the smart contract.



MARTE DAO

MARTE token is the base for the creation of the first decentralized autonomous artistic organization: a community of artists, collectors, art lovers and curious minds willing to share their knowledge and experience in an open way, as well as to participate in different activities that will be organized for the members.

We conceive this community as a democratic and proactive group that will collaborate making crucial decisions for its future. Among other things, MARTE holders will have voting power on issues such as:

- Election of artists for patronage.
- Future art exhibitions to participate.
- New artworks to mint or release.
- Election of candidates for different roles within the community server.

Voting will happen in MARTE DAO Snapshot space: <https://snapshot.org/#/martedao.eth>
POAPs will be distributed for voting participants, community meeting attendees, physical and metaverse exhibition visitors, among others.

USE CASES

We are creating new uses for \$MARTE

Get spots to
participate in
major art
fairs and
exhibitions

Get a tokenized mem-
bership on our discord
community server where
we can share advice
about the traditional art
world and the creation of
NFTs

Redeem
exclusive
creations

Get art
consultation
services

MARTE ON THE ROAD

As detailed in the mission of this white paper, one of the main purposes of the project is the integration of crypto art into the traditional art market.

As a professional in the art world, Pako Campo has experience in the largest art fairs, exhibitions and shows around the world. The news about his successes and awards achieved in this area are public.

We are talking about exhibitions all around the world. Major cultural events, with historic relevance, with tens of thousands of visitors. Some examples of the type of shows we want to attend are: Art Basel, Artexpo, The Armory Show, Spectrum Miami, SCOPE, Affordable, LA Art Show, London Art Fair, ARCO Madrid, etc.

Art fairs continue to be the best spaces to publicize the work of artists, as well as to establish relationships with collectors or interested people that, in many cases, can last a lifetime.

The art market presents itself faster and faster, and the way of buying and selling art has undergone a metamorphosis in which art fairs have acquired a prominent role. Assuming an increasingly high percentage of global turnover in the sector, fairs are a basic and essential link.

The NFTs of the community members who participate will be displayed on screens or projected appropriately. We will have facilities so that collectors can purchase the artworks on site and directly from the artist.

We consider that the success of these events requires many preparations: the design of the booth or the room, the application for sales licenses, space rental, transport and logistics, customs, insurance, marketing, prints, etc. It is a process that we know widely.

The participation system in these events is left to the decision of the community. We consider that both a payment in \$MARTE, or the holding of a certain amount of tokens, can be valid mechanisms.



COMMUNITY SERVER

The life core of the MARTE Community is the Discord chat server. It is a tokenized server that can only be accessed by holders of at least 1 \$MARTE. Depending on the holdings, users will automatically receive different roles, which will grant them certain privileges within the server, such as access to exclusive channels and other benefits.

Community meetings will be held regularly through the voice channel, which will be recorded and uploaded to the community's LBRY-Odysee and YouTube channels.

Parties will also be held when certain milestones are reached and also it will be the place where main airdrops will be done.

The philosophy of the server is to promote enthusiasm and mutual learning among members, in an environment of respect and freedom.



Among the medium-term plans, is the creation and organization of a festival of NFTs, with an annual frequency. We are trying to make a revolutionary event. On the one hand, there are not many physical artistic exhibitions in which only crypto art is exhibited. In addition, the intention is to create a physical exhibition simultaneously with an exhibition exactly the same as celebrated in a metaverse, and both will be broadcasted live on different channels.

MARTE DOME



The MARTE Dome is part of the backing of MARTE token. We're planning regularly to buy NFTs, which will be on sale for \$MARTE at OpenSea. All those NFTs bought with MARTE (and not only) will be sent to the MARTE Dome.

Pako Campo will support the project through the creation of exclusive NFTs for the Dome.

Our purpose with that is to reward artists who use MARTE as a currency to sell their NFT's, but that also helps MARTE because the NFT's bought will back-up the token.

LIQUIDITY MINING

Once MARTE/ETH liquidity pool is created on Uniswap, rewards will be released to eligible liquidity providers. This is known as liquidity mining.

Further announcement will take place when everything is set up.

MARKETING

Communications and official announcements about the community and the token will be made through our Medium space.

We will also have a Twitter profile and channels on LBRY-Odyssey and YouTube. We will use these as a way to attract new people to the community and hold open competitions. We will carry out different advertising campaigns periodically to publicize the project.



A surreal landscape featuring a road leading to a city skyline under a massive, fiery planet against a starry sky. The road is a two-lane asphalt highway with white dashed lines, receding into the distance. The horizon is marked by a city skyline with various skyscrapers and buildings, some of which are highlighted in a vibrant green. To the left of the city, there are palm trees and a roller coaster. The sky is a deep, dark red with a bright, glowing band of light, possibly a nebula or a distant galaxy, arching over the scene. A large, orange, cratered planet dominates the upper half of the image, its surface showing signs of volcanic activity and erosion. The overall atmosphere is one of mystery and adventure, suggesting a journey towards a distant, unknown destination.

ROADMAP

Coming soon



LINKS

Project website: <https://martetoken.dao>

Medium: <https://medium.com/@martetoken>

Discord server: <https://discord.gg/yu7kdCEn6k>

Twitter: <https://twitter.com/MARTEtoken>

YouTube: https://www.youtube.com/channel/U-CRJq5BJRYKZqiPb_9XV6wVQ

Odysee: <https://odysee.com/@MARTEtoken>

Snapshot: <https://snapshot.org/#/martedao.eth>

Smart contract: <https://etherscan.io/address/0x78a0ee7ad08e2c746518387bea867be0199514b8>

Token tracker: <https://etherscan.io/token/0x78a0ee7ad08e2c746518387bea867be0199514b8>

Roll page: <https://app.tryroll.com/token/MARTE>

Uniswap pool: Coming soon

