



CryptoMeme.art

1-st Digital art Originals creation
and sales service

WHITEPAPER

V 1.0



Abstract

CryptoMeme.art is a service that lets to create Digital Art Originals - the same to art originals in the material world, like paintings of famous artists.



According to the Art Basel and UBS Global Art Market Report, the world's art market reached \$67.4 billion. The most expensive painting was sold for 450 million USD. At the same time the whole market of crypto-collectables has 200 billion potential (according to Forbes report). We are going to combine potentials of this markets and huge art and social impact of social networks together.

Our mission is to bring the spirit of material art market, including authorship, ownership and art originals masterpieces into digital world.

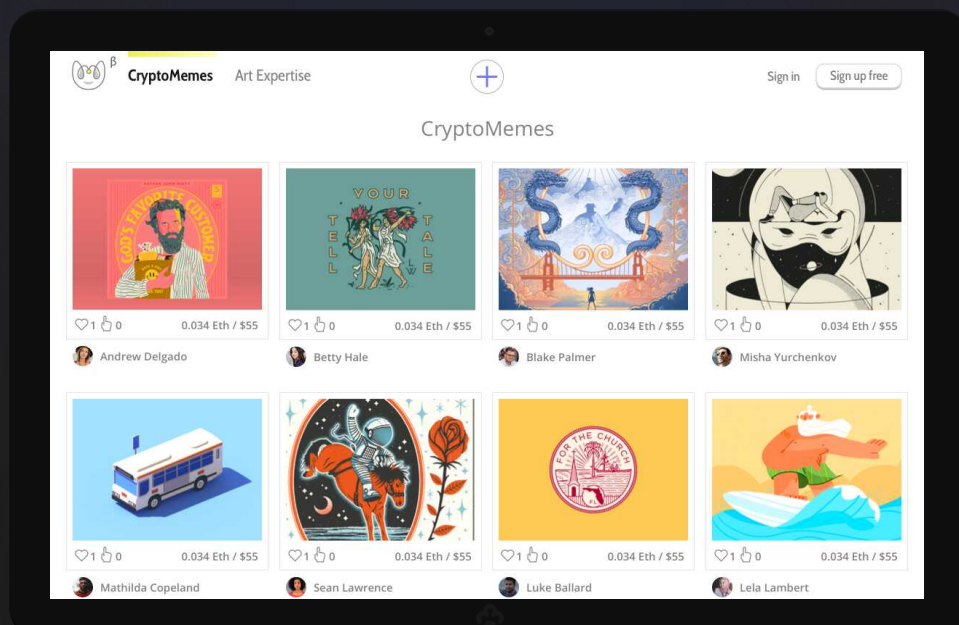
Amazing this is that Crypto-Meme concept let's to create art originals not just for visually art like painting, but also for musicians and poets (any text content). One more advantage is that the idea of digital art originals is very simple to understand because of material world analog. In our tests, it was clear for both old lady from grocery shop to IT industry guys.

Crypto-meme.art team developed the concept, provided consumer developments, UX researches, and created design and technology demonstrator.



INDEX

Abstract	1
Our Mission (What is Digital art original)	3
Marketing overview	4
Our Clients	5
Problems	8
Solution	9
How it works	10
Technical summary explanation	14
Competition	15
Business model	19
Road Map	11
Token Split	20
Distribution of Funds	21
Legal note	22
Team	24
Roadmap	26
Summary	27





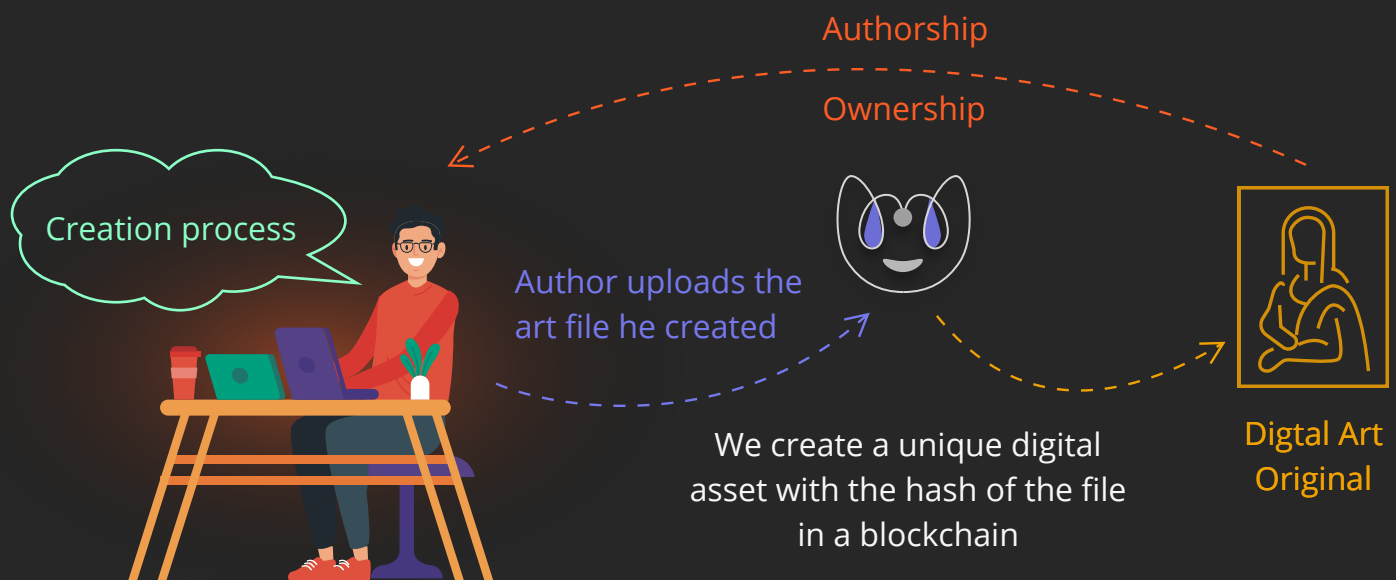
What is digital art original?

What makes art originals valuable in the modern world? Let's take an example of a famous painting of Leonardo da Vinci **"Salvator Mundi"** that was sold in Christie's New York auction house for **450 million US dollars**.

We can view it for free on the web, copy it's image file. We can buy its print for 30 USD on amazon. At least we can hire top copyist artists who can make a high-quality copy, which will look the same to original for 99,9% of people. And only a few experts will be able to define that it is a copy.

The following things make art valuable: aesthetics, art concept (idea), it's history and social art validation.

But what makes us recognize it as an original? What makes us pay money for it and admire the feeling of 'owning the masterpiece'?



The only proper process of creation, the 'touch of genius in person' makes it really valuable. In the material world - it's our understanding that the original painting was made by the 'hand of an artist'.



And in the digital world, we can create one with 100% prove of the 'creation touch of genius' original. We take the original file and put it's hash (the "fingerprint of a file") into blockchain as a unique digital object. **This unique digital object, created by an artist - completely reflects the spirit of the final stage of creation of an art masterpiece.**

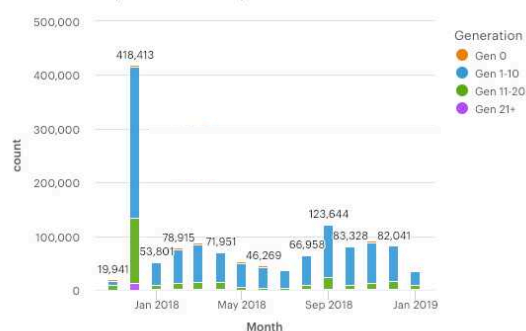
In addition to technical prove we still think that digital art needs an Art Expertise by artists community. And we implemented an art expertise functionality in our application (will describe it later in this text).

Marketing overview

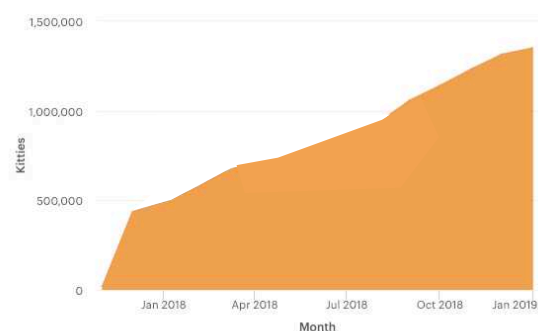
As I mentioned before, according to The Art Basel and UBS Global Art Market Report, the world's art market reached \$67.4 billion. And the most expensive painting was sold for 450 million USD.

Forbes mentioned that, the crypto-collectibles market potential is 200 Billion USD. Crypto collectors will be able to invest and admire digital art as collectors.

New Kitties by Generation by Month



Total number of Kitties on the Blockchain



For example, Cryptokitties, nearly two years after the project first launched — users are still "birthing" an average of more than 1,000 new kitties each day, transferring several thousand kitties each day, and completing hundreds of auctions each day.



The problem of modern artists is that it is impossible to create and sell art originals in digital works, which can be a part of their income. There is no focusing of social attention on creators of popular digital content as on authors the same to the world of art.

For example, the amount of register users in DevianArt (the most popular service for digital artists) is over 44 million which creates a significant amount of creative content.

At the same time, the most popular arts on DeviantArt have 1.6 K comments, 30K views on Dribbble and 4.3 M retweets on twitter.

The secondary problem for digital artists is the ability to protect their copyrights. So the crypto memes can be used as the copyright in the future.

Crypto collectors will be able to invest and admire digital art as collectors.

Our mission is to convert those huge social impacts of creative content into the market of digital art originals and recreate the industry of material world art collectibles in the digital world.

Our Clients

There are five groups of our clients:



Digital visual artists (any person who create creative digital content),

The person who likes to draw using digital tools. Dream to sell his (her) digital paintings as an art original to get some extra income. Heard about blockchain as financial technology, but didn't try it yet. Have no clear vision of how it works.



- **Task.** To admire the creative process. Get an extra income from his (her) art original sales. So be able to earn enough just on art creation. become popular as a digital artist.
- **Problem.** The problem is that it is impossible to sell digital art as a painting original. There is less attention to digital artists rather than to material (analog) world artists.
- **The solution** is to create a digital art object and sell it as an art original.



Memes enthusiasts (creators of short text content) and Musicians. The person who creates popular memes both text and visual short content. Have a popular social network account.

- **Task.** Admire his (her) creative process. Make hype with memes. To admire watching the popularity progress of his (her) memes. Get positive feedback on memes. Feeling that memes creation is a digital art. have an opportunity to easily protect authorship and earn extra money.
- **Problem.** There is no concentration on memes as a piece of art with its ownership, authorship, art, social and financial value. So the same there is no concentration on him (her) as an artist who owns his pieces of art and can sell it. Hard to easy protect authorship.
- **Solution.** It is possible to create crypto-memes from his (her) most popular memes and be able to sell it. The promotion of crypto-memes will rise up likes numbers and increase its cost on the market.



Art collector. A person who likes to collect material (analog) art objects. Like to admire the feeling of ownership of a unique collection. Understand that it may be an investment, but mostly like the feeling of ownership of art. At the same time, he (she) also understands the digital world, power of social impact.

- **Task.** To try some new directions for collecting and owning art.
 - **Problem.** The material art world is rather traditional and inertial. It is hard to find something absolutely new.
 - **The solution** is to try to collect digital art objects created with blockchain technology.
-



Crypto Enthusiasts and investors. The person who earns on crypto tradings of coins, tokens and crypto-collectibles assets. Trying to find the best investments for short and long terms. May like art and understand social value numbers. Probably is an art collector or at least a crypto-collector. Waiting the right moment sell some of his (her) assets.

- **Task.** To earn on crypto investments. Also, admire the feeling of being of collection new and owner of unique and valuable assets.
- **Problem.** Mining is not a really profitable business. Coins and tokens have high volatility with multiple background parameters. The clear parameter of new crypto asset which based also on social and art value numbers make it more predictable to understand it's financial value.
- **The solution** is to invest in some assets with background social and art value numbers. And also have admired of owning unique assets with clear value for other social members.



Social networks active users (the person who likes to view attractive and interesting content like memes). The person, who like to spend a lot of time on social networks to check interesting content especially memes. Like and repost interesting ones. He (she) would like to concentrate attention on digital content and authors of this content, it's art, social and financial value as a digital art original.

- **Task:** To admire memes, like and repost them, authorship of popular memes. Probably initiate some interest to purchase a crypto-meme original as a financial asset.
- **Problem:** The problem is that there is no enough concentration on digital art objects (including memes) as art originals with authorship and financial value.
- **Solution:** The site (an app) which will provide interesting information in form of memes, arts, music and other creative content. And which will concentrate attention on authorship, art value and cost of Crypto Memes.

Problems

1. No way to sell digital art as a digital art original. Have an extra way to make money for digital artists the same as the material world.
2. No way to simple and free way to protect authority in an absolutely protected way.
3. No way to have an original for non visual art objects like music and poems (tweets).
4. No way for crypto investors and collectors to own digital art objects. To earn on the trading of art assets.
5. No digital analog of art originals. The clear and simple concept of art

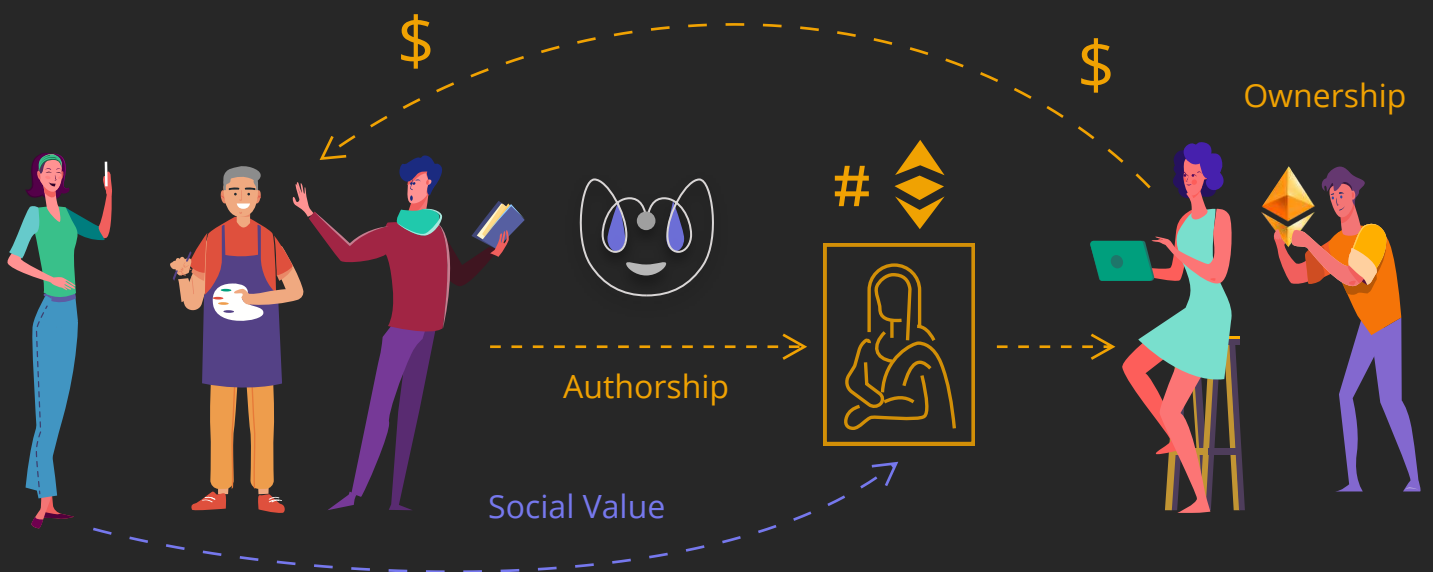


original for the digital world as an analog to the material world does not exist yet.

6. No simple way to provide authorship. Including sell it as originals and earn. Protect of authority and copyrights for free. And finally, don't let to have the very special feeling of owning an art original the same as owning a painting in the material (analog) world. The same problem is for art collectors. Now it is simply impossible to own a digital piece of art, admire as a part of the collection. For crypto collectors, it is impossible to have a piece of art as a unique digital crypto object. The problem for crypto enthusiasts and crypto collectors' investments to tokens with not clear background values make it more volatile.

Solution

Using blockchain technology we create a unique object which contains a hash of file of a piece of art. The unique blockchain object has parameters the same to art original in the material (analog) world.





So the digital artist will be able to protect the authority of an art object, sell or gift it. It will be possible to earn on the sale of digital art originals.

Recreation of art original in the digital world could recreate the very special feeling about authorship and digital art itself, which should attract social network users as interesting content.

For art collectors, digital art originals should open new opportunities to collect and admire new art collections.

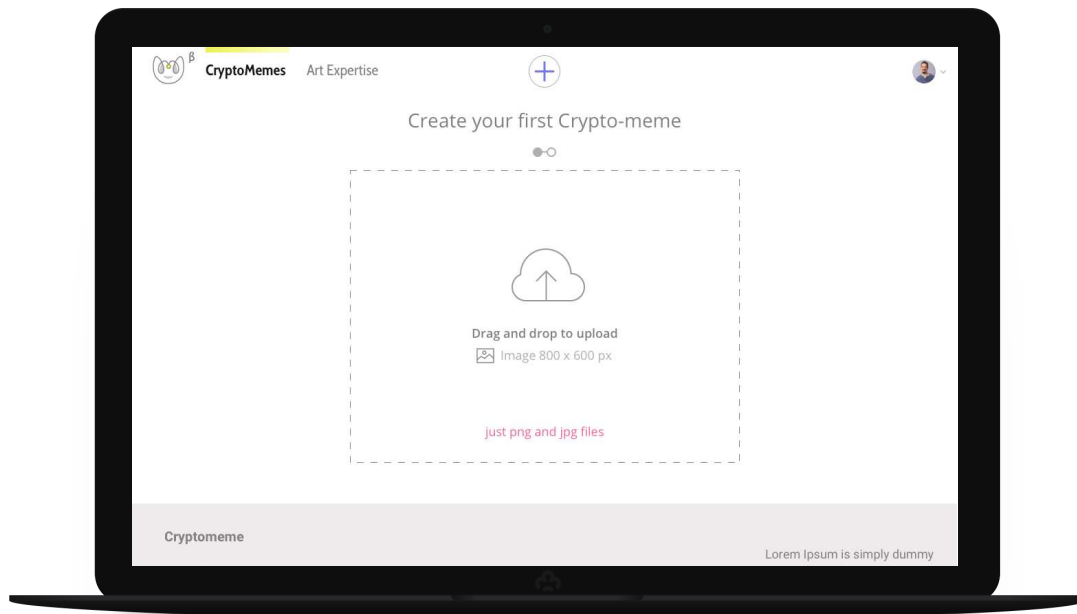
For crypto enthusiasts, digital art originals may become more stable investments with clear reflection of social and art value (with votes and likes numbers), which make it cost rise more predictable and less volatile.

Creation of digital art originals solves a lot of problems, but also create new one connected with the simplicity of plagiarism which based on both technical and human factors. To solve this problem we make an Art Expertise functionality. Any user may complain about any crypto-meme as plagiarism. So most active digital artists and experts will be able to vote to define if a new art object is a plagiarism. Using karma calculation and voting algorithm we will be able to define plagiarisms. Any user should describe a story of creation to prevent any misunderstandings. Also, we plan to prevent similar images and text content to avoid duplications and plagiarisms.

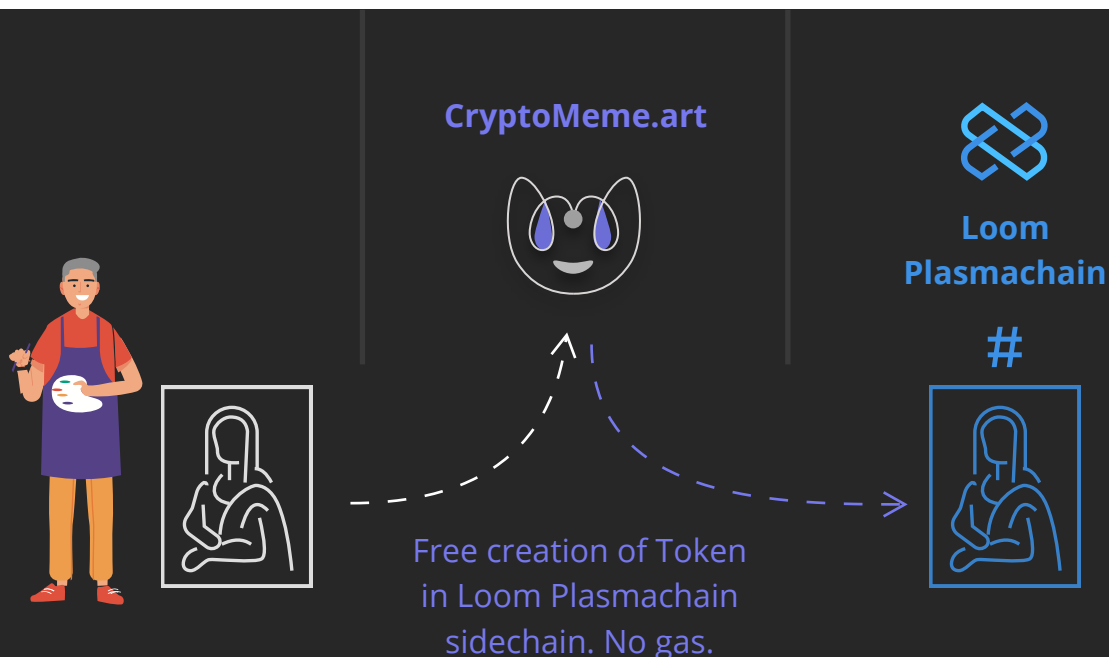
How it works

Creation of the crypto-meme User Flow (implemented in the demo app).

When a user uploads an image file of his (her) piece of art to the service we create a hash of the file and deploy it immediately to the blockchain with no gas (transfer fee)!



In fact, we put it (map it) to the Plasmachain sidechain as an ERC 721 token (which is a Crypto-Meme itself). We create a unique object as a token from scratch in blockchain (Plasmachain) with no gas. Plasmachain (created by Loom Network company) is a blockchain that lets to create tokens (Crypto-memes) with no gas and later transfer tokens to Ethereum, Binance, and Tron blockchains.



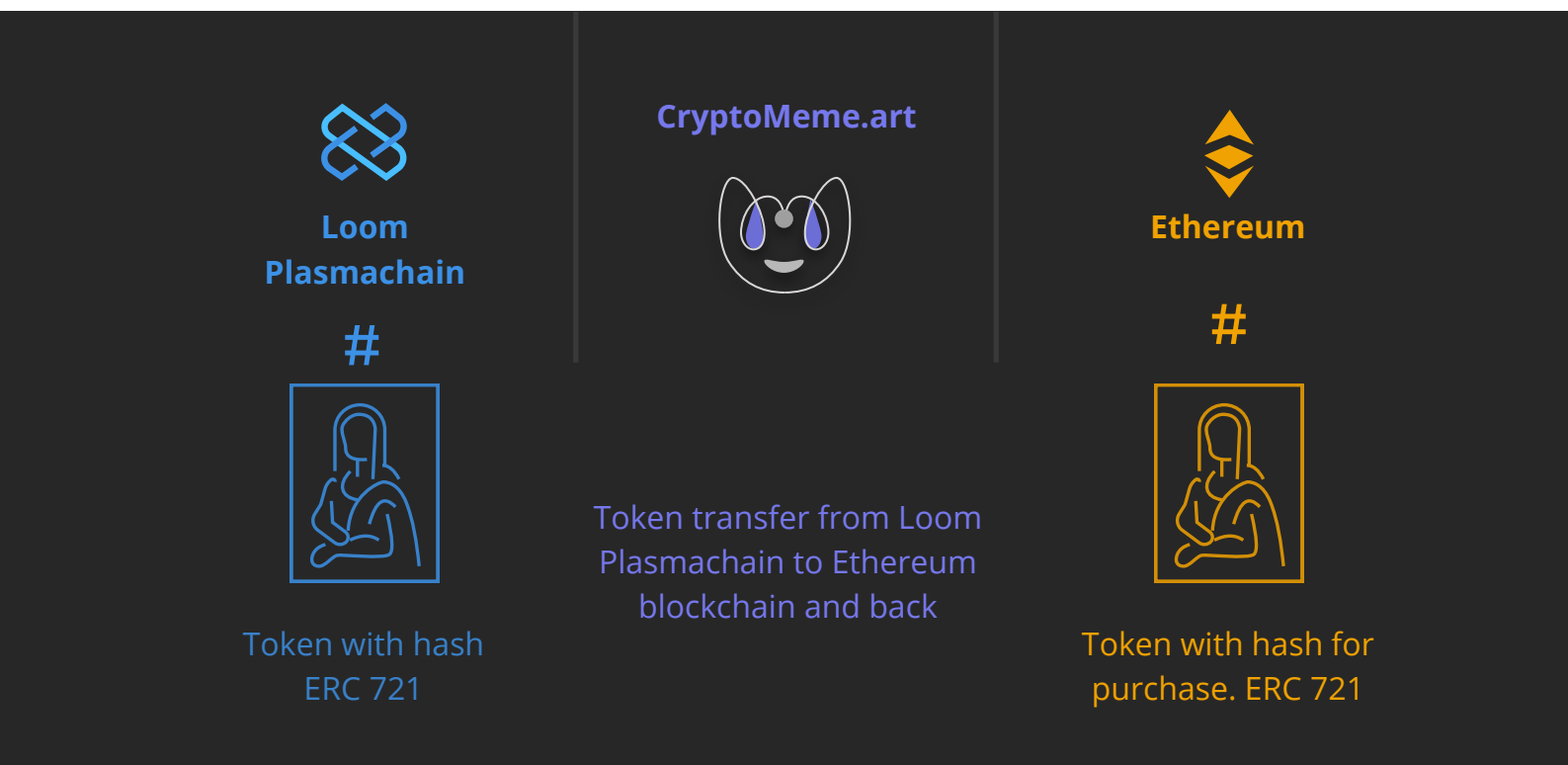
At the same time, we duplicate information about the token in the database, which is important for the minimization of the loading time of pages.



So the service will be comfortable for users to just view interesting content. Usually getting data from blockchain takes a time. And just after all data was loaded, we double-check it in blockchain and can update some minor data later (usually in a few seconds).

Purchase and gift operations User Flow (implemented in the demo app).

To purchase and gift crypto-meme (ERC-721 token) user needs to transfer it to the main Ethereum blockchain. To provide trading operations user needs to transfer the crypto-meme from the Plasmachain (Loom sidechain) to Ethereum blockchain.



Transfer created in Plasmachain token to Ethereum implemented in our demo app. It is a new technology shipped by Loom Network at the end of 2019. Later we plan to provide transfer to other blockchains platforms and tokens (Tron and Binance). To provide the sale of the crypto-meme user should use Metamask chrome extension (integrated to the user interface of crypto-meme.art demo app). After crypto-meme was deployed in Ethereum blockchain, another person can buy it according to the cost set earlier.



If the crypto-meme author didn't transfer it to Ethereum, the person who wants to purchase it can request the author to transfer it to Ethereum (later to another blockchain). The transfer is implemented in the demo app. The purchase itself will be implemented soon.

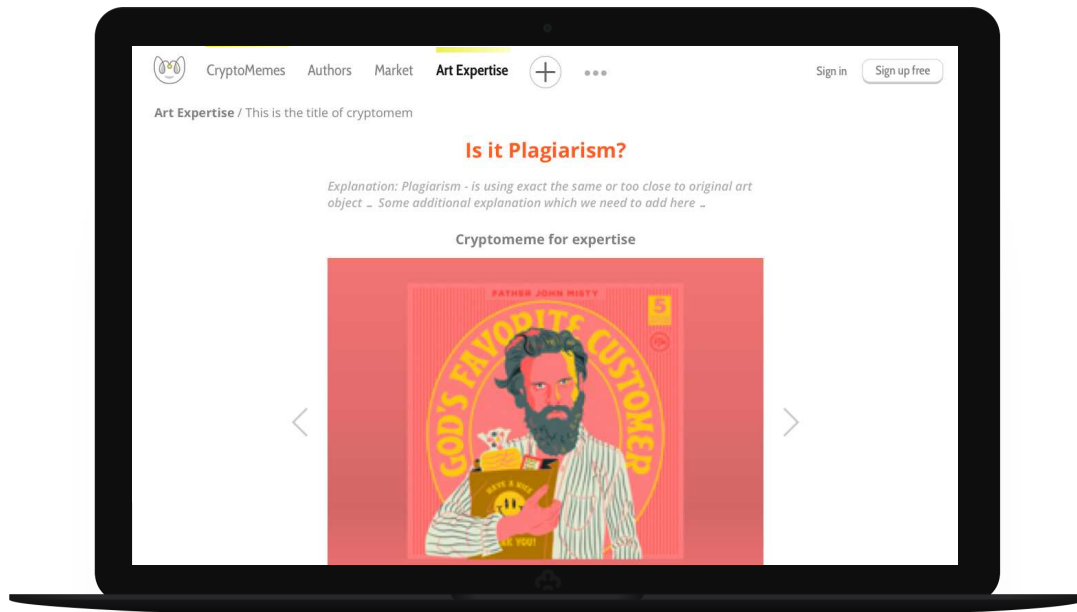
Auctions. Sales should be provided with **auctions** mechanisms.

Invitation model. To prevent of creation of low quality content and provide some scarcity effect we are going to make invitation model for new users. At the first stage of promotion of the product the most popular digital artists will be invited. And they will be a core of crypto-meme artist community.

Art and social value numbers. It is possible to share the Crypto-meme in social networks, particularly on Facebook. At the same time, it is possible to get likes amount (with graph.facebook). So it is possible to get a clear vision of how popular the crypto-meme is in numbers. At the same time, we want to get a vision of how people who are sophisticated in modern art and memes evaluate it. Each author and active user get Karma for his artistic success and activity. At the same time, the user can vote for crypto-meme he (she) likes. Depends on the karma of the voted user, crypto-meme gets its art value. That way we get an estimation of the art expert community about of value of each crypto-meme.

Print of a crypto-meme. We study UX and psychology of collection process. Particularly, admire of ownership feeling. We plan to offer to user to make prints of CryptoMemes as wall picture or stiker.

Art Expertise (will be implemented soon). Each crypto-meme should be an original creation of his author without any plagiarism. So art is about the 'human factor'. During uploading of art files, we check duplication (not implemented yet). But the only way to define real authority and remove any plagiarism is to let people community to define.



That is why we created Art Expertise functionality. Each user can complain to crypto-meme if he (she) thinks that it is plagiarism. And community members will vote if it is plagiarism or not. After passing the time of voting we calculate positive and negative votes and ban plagiarism.

Technical summary explanation

The application is made with React on a front-end and Node on the backend. We use Plasmachain (developed by Loom network). Communication with Ethereum blockchain is implemented with web3 using Metamask chrome extension. We also use a database to make it work faster. Using the 'optimistic request' principle we get data from the database and later make a soft update with blockchain data.

During the creation of crypto-meme, we create an ERC-721 token with the hash of an art file in Plasmachain sidechain (Loom Network sidechain). No need for gas. To make it tradable we transfer it to Ethereum blockchain as the ERC-721 token. We use the transfer function: ... We keep all sensitive information inside of blockchain.



Competition

There is no site or app which offer exactly the same concept of “digital art original”. But there are number of sites which solve problems of digital artists and sites which solve problems of material art market using blockchain technology.

Sites which solve problems of material art market using blockchain technology:

Crypto art services and startups available on the market based on principle of tokenization of Material Visual Art Objects (like prints, painting originals, sculpture and so on), tracking and trading it in the blockchain. Existed services have no concept of Digital art Object! They solve problems of material art originals market and contain multiple limitations connected with it's 'material nature'.

There are two types of services they provide:

Provenance & certification of art using blockchain: fresco.work, artory.com, verisart.com, blockchainartcollective.com

Decentralized art marketplaces: yair.art, dada.nyc, uppstart.io, maecenas.com. Let's take few of them to compare.

Cryptoart.com

Connects the material object with blockchain token within the QR code. It works the following way: Painting contains QR code with link to a token. The token represents the painting. Such a principle can be attached to any material art like sculpture and so on. It lets to certify art and track it's ownership. Also this is a way to trade material art with crypto. There are a number of services that connect material art objects into the blockchain and trade them.



Authority:

- Connection of the file of an art original hash with the blockchain token: ✗
- Ability of digital tokenization of an art: ✓
- Art expertise while connection and tracking of an art object: ✓

Ownership and trading:

- Concept of digital art original: ✗
- Keeping an art original in decentrtalized file store: ✗
- Sell art as a print: ✓
- Sell art as a digital file: ✗
- Set the cost based on tracking activity numbers: ✗
- Creation non visual art originals (text or music etc): ✗
- Provide sale operations through blockchain wallet: ✓

Fresco.work

Creates transparent system of pricing of material art objects based on activity of tokens connected to specific art objects using so called 'Fresco trust'. Through blockchain technology, FRESCO enables liquidation, promotion, and provenance of material artworks. Despite it solves problems of material art market it out of concept digital art original and out of spirit of blockchain assets.

Authority:

- Connection of the file of an art original hash with the blockchain token: ✗
- Ability of digital tokenization of an art: ✓
- Art expertise while connection and tracking of an art object: ✓

Ownership and trading:

- Concept of digital art original: ✗
- Keeping an art original in decentrtalized file store: ✗
- Sell art as a print: ✓
- Sell art as a digital file: ✗



- Set the cost based on tracking activity numbers: ✓
- Creation non visual art originals (text or music etc): ✗
- Provide sale operations through blockchain wallet: ✓

Maecenas.co

Maecenas is a decentralized platform for the artwork auction and exchange. They offer several solutions to art markets. Use ERC 20 tokens.

Authority:

- Connection of the file of an art original hash with the blockchain token: ✗
- Ability of digital tokenization of an art: ✓
- Art expertise while connection and tracking of an art object: ✓

Ownership and trading:

- Concept of digital art original: ✗
- Keeping an art original in decentralized file store: ✗
- Sell art as a print: ✓
- Sell art as a digital file: ✗
- Set the cost based on tracking activity numbers: ✗
- Creation non visual art originals (text or music etc): ✗
- Provide sale operations through blockchain wallet: ✓

Sites and apps for digital artists and creative persons.

DevianArt

It is the most popular service for digital artists and designers. Founded in early 2000 now is the biggest community where artists can show their works. The way, users can get money is sales of prints of paintings.



Authorship.

Advantage: The user can show his (her works) to the community. Publishing art is a sort of proof of authority.

Disadvantage: All information deployed on the company server, which makes user adjectives from the company. There is no clear mechanism of digital owning. There is no such thing as “art original”.

Artist's earning.

Advantage: Probably, an art original may cost more than prints sales. At least the user may sell both prints and art original. Artist gets 50% from the sale of a print for \$25, which is equal to \$12.5. Just for information: the painting original cost starts from \$2000 on US market. Potentially artists will be able to earn more digital art originals after establishing the market of digital originals market within cryptomeme.art.

Authority:

- Connection of the file of an art original hash with the blockchain token: ❌
- Ability of digital tokenization of an art: ❌
- Art expertise while connection and tracking of an art object: ❌

Ownership and trading:

- Concept of digital art original: ❌
- Keeping an art original in decentrtalized file store: ❌
- Sell art as a print: ✔️
- Sell art as a digital file: ❌
- Set the cost based on tracking activity numbers: ❌
- Creation non visual art originals (text or music etc): ❌
- Provide sale operations through blockchain wallet: ❌



Business model

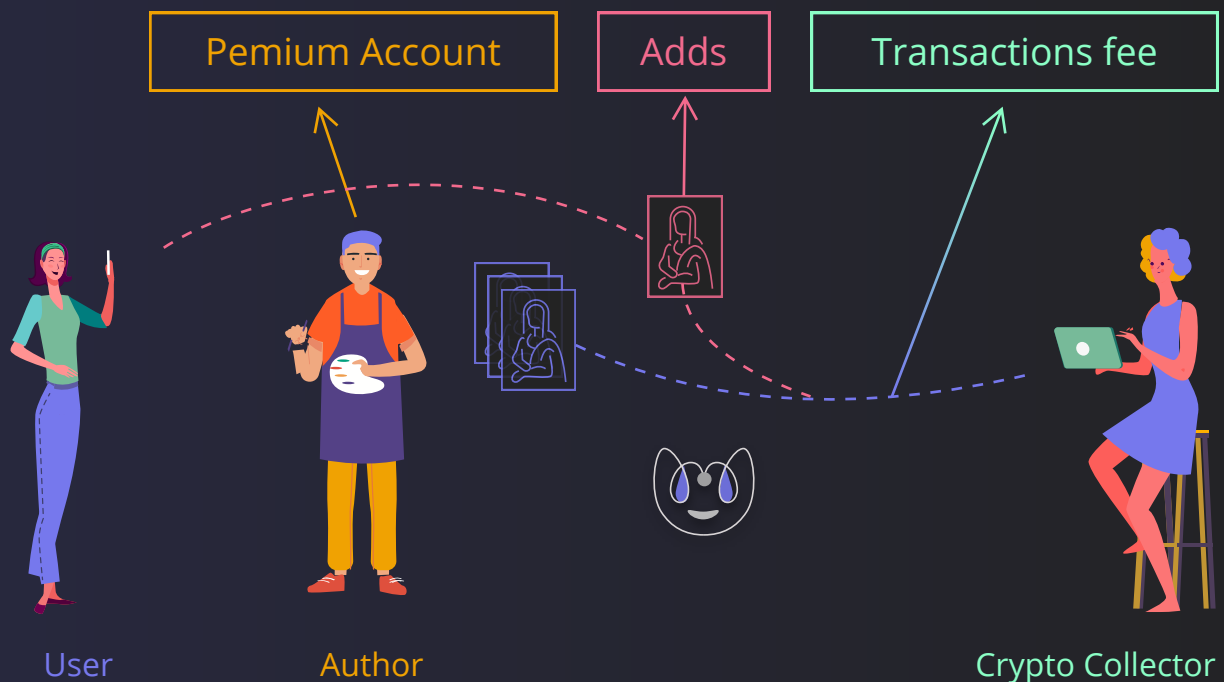
CryptoMeme.art service have the following ways to make revenue:

Auction fees. Authors are able to put up their crypto-memes for sale in an auction. Upon a successful bid, a fee is charged by the service (4%).

Adds and promotions of crypto-memes. To promote crypto-memes for sale users will be able to conduct ad campaigns. The same to social networks like Facebook.

Premium account. Users who will buy a premium account should have a more unlimited amount of crypto-memes created, the ability to upload and large source files.

The creation of significant content should last a long period (compare to game products), which will generate continuous sales for a longer period.





Token Split

CMT are Ethereum-based tokens generated on Blockchain using ERC 20 standard. The applied standard promotes the free token trade and exchange. CMT is precise to eight decimal places and transactions control is realized via DApp interface and wallets that support Ethereum blockchain.

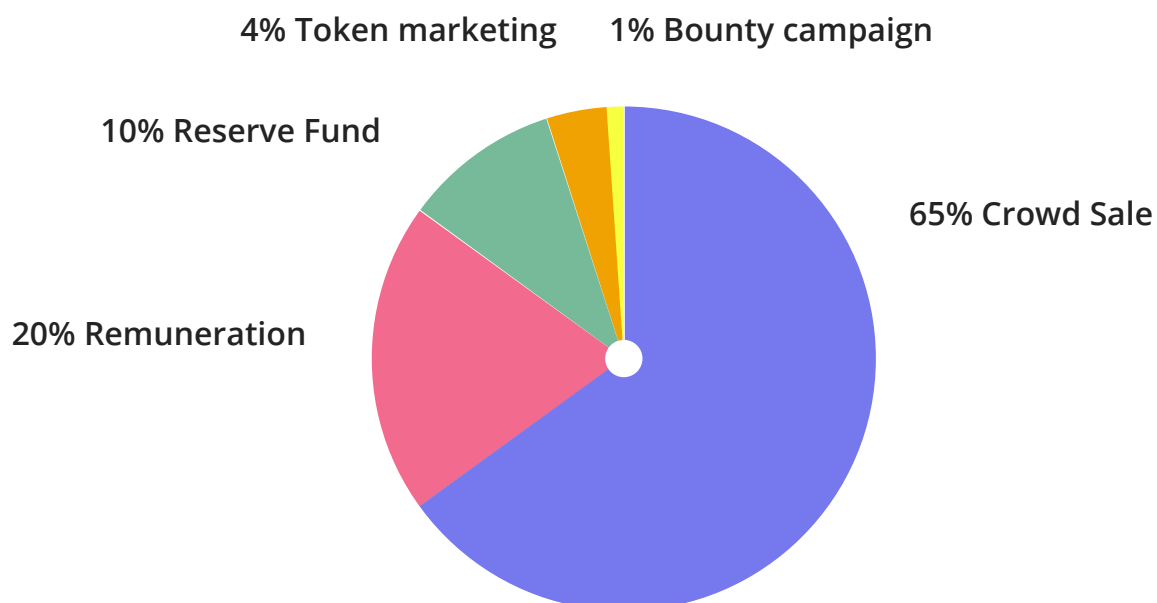
The CMT exchange rate is 1 CMT = 0.00025 ETH

Minimum token purchase is equivalent to 0,1 ETH

If Soft Cap is not reached, all the funds will be returned to the CrowdSale participants.

Funds allocation:

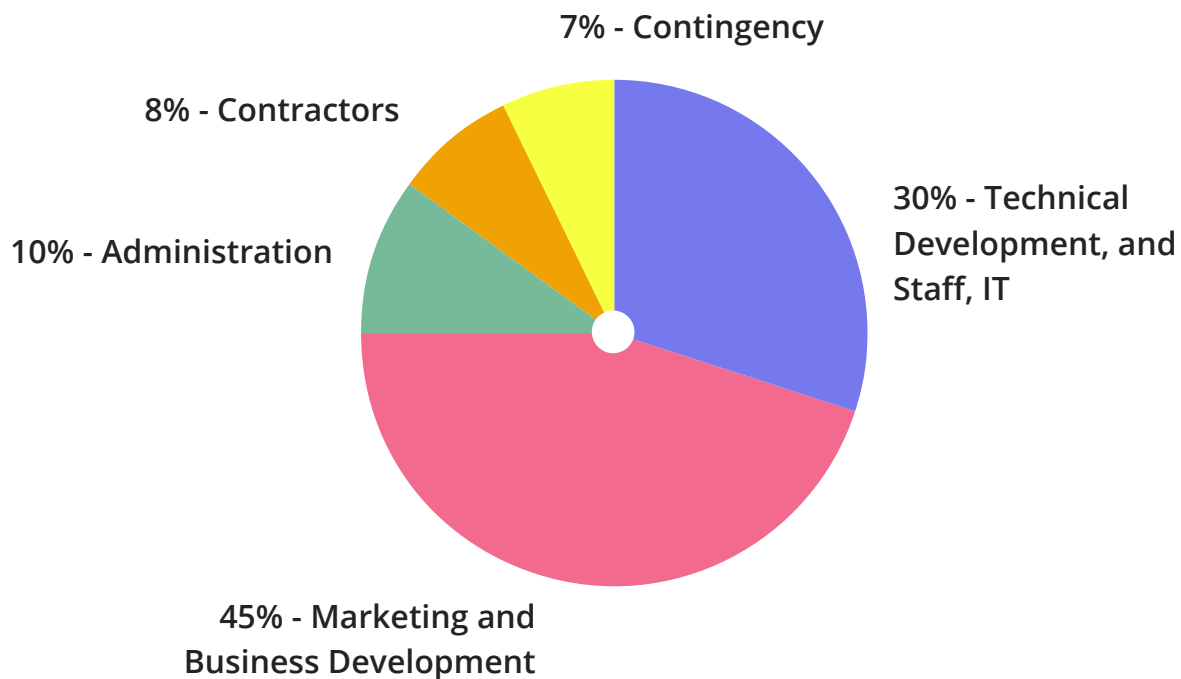
- 65% of CMT – for Crowd Sale
- 20% of CMT – remuneration for the project team and qualified consultants. Automatically blocked on a smart contract for 1 year
- 10% of CMT – for Reserve Fund. Automatically blocked on a smart contract for 6 months.
- 4% of CMT – for token marketing and listing
- 1% of CMT – for the bounty campaign.





Distribution of Funds

At a more detailed level, the following is an overview of how the Company currently anticipates using the proceeds from the sale of Tokens:



- **System, Technical Development, and Staff, IT (estimated 30% of proceeds):** The Company aims to grow to anticipate it will need to attract and assign engineers with a variety of skill sets, to adequately staff its different development teams. These include dedicated teams working on tools, upgrades to the distributed systems, infrastructure and network stability, smart contracts and other novel technologies and general research. At the first stage we are going to attract from 2 - 10 front-end engineers working with Bootstrap, React frameworks (libraries). And 2 - 10 back-end devs also working with Node.js, Loom.js and Ethereum blockchain technologies (solidity). From 1 to 3 devops, working with AWS infrastructure. Also we are going to include UX researcher to the team. Using agile scrum workflow with clear tasks and goals.



- **Marketing and Business Development (estimated 45% of proceeds):**

Through its marketing staff, Company will undertake a variety of marketing-related projects and initiatives, including in-person events, press outreach, advertisements, and promotional content, analytics and customer management tools. Which will entail a dedicated sales team that will manage the sales process enterprises and undertake project management to coordinate with engineering teams.

The main goal at the first stage will be connect the Crypto-memes creation process by talented persons with crypto investors and art collectors. The Company will also build out a dedicated marketing team, which will drive awareness and adoption of the Service, plan and execute the marketing initiatives discussed above, and develop documentation and tutorials with the goal of encouraging adoption.

- **Administration: 10%** of budget Consists of BAT legal, security, accounting and other associated administration costs.
- **Contractors: 8%** of budget These funds will be directed at third-party providers offering engineering, marketing, growth-hacking, PR, partnerships, affiliate programs and more.
- **Contingency: 7%** of budget This is a set-aside for unforeseen costs.

Legal note

Only the key legal conditions of the CrtyptoMeme token sale are provided below in this whitepaper. All legal aspects of the CrtyptoMeme token sale are addressed in Terms & Conditions. Make sure that before purchasing our CrtyptoMeme tokens you have read and fully understood these Terms & Conditions. CrtyptoMeme token qualification, rights and attributes Although CrtyptoMeme tokens may be tradable, they are not an investment, currency, security, commodity, a swap on a currency, security, or commodity or any



kind of financial instrument. If there are any regulations imposed regarding CrtyptoMeme and virtual currencies in general, the Terms & Conditions and/or other conditions regarding the usage of CrtyptoMeme may be changed significantly by CrtyptoMeme.art to meet such regulatory requirements. CrtyptoMeme is not money or investment securities and the token sale will not involve issuance of any fiat currency, securities (whether equity securities or otherwise), financial derivative instrument or other kind of investment certificate. CrtyptoMeme is not redeemable, associated with financial return or backed by any underlying asset or repurchase commitment and does not necessarily have market prices or transactions between peers. CrtyptoMeme does not stand for any sort of investment contract for all intents and purposes.

You shall not participate in the token sale with a view to investment or speculation or in pursuit of any profit. CrtyptoMeme.art does not provide, offer or exchange securities, investment contracts or any other form of financial instrument that may be considered by law to be a security.

CrtyptoMeme are cryptographic tokens created for access of CrtyptoMeme.art's products and services. However, there are no guarantees of their future use or value which can be zero. You cannot expect profit from CrtyptoMeme and shall have no expectations of profit from the future success of CrtyptoMeme.art's business and/or the efforts of CrtyptoMeme.art or other persons. CrtyptoMeme value depends on your active involvement in using and promoting it. The token sale is not crowdfunding or initial public offer and you cannot participate in the token sale with a view to the token sale as a crowdfunding or initial public offer. CrtyptoMeme does not entitle you to any intellectual property rights in regard to CrtyptoMeme.art and its products and services. CrtyptoMeme.art may unilaterally in its own discretion and to the fullest extent possible make.



Team



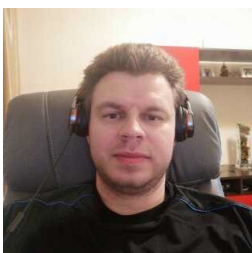
Mikhail Yurchenkov - founder CEO. Mikhail has 15 years experience in IT business and startups development. He also has a broad experience in Product and UX design and front-end technologies for Blockchain industry. Working with large regional companies and state organizations has 15 projects in total implementing under his leadership. Also worked as a for number of international blockchain companies as a team lead. Blockchain products enthusiast and thinker.



Anton Chepiga - Backend and Blockchain developer. Software engineer with more than 15 years of well-rounded experience. Skilled in facilitating and managing teams. Able to provide customized, client-driven solutions that improve operations and processes, enhancing business productivity and profitability. Adept at data structuring, problem solving, and end-to-end coding.



Sardar Sadykov - CFO. Team oriented professional with broad experience in Finance, M&A and General Management. Possess strong leadership skills with exceptional ability to motivate teams under highly stressful environments. Reliable team player and common goal achieving oriented professional. Has strong strategic thinking.



Sergey Moiseyev - backend engineer. Sergey has a more than 10 years experience working with fintech technologies, including Forex and fin analytics services.



Anton Chepiga backend. Sergey has a more than 10 years experience working with fintech technologies, including Forex and fin analytics services.



Alyona Levina - QA. Aliona is a high level Software Testing Engineer working in IT industry within the global market.

Advisors



Ivan Zaitsev - Legal Council advisor.

Business-oriented Legal Counsel with 20 years PQE both in-house and with ILFs. Industry Expert who delivered practical results in Regulation (Electric Sector, Subsoil Use and Telecommunications/Technology). People Manager who worked at middle and C-levels of Operating Companies, Regional and Global HQs, both with direct and functional reports, and virtual taskforces. Served in the Boards of Directors of operating and holding companies. Lived, studied and worked in the US, EU, LATAM, CEE and CIS.



Roadmap

Q3 2020

- Continuation of work on MVP based on Demo. Providing user tests on existing demo app.
- Detailed market study. Start test ad campaigns. Study marketing strategies. Starting first stage marketing company.
- Detailed legal issues analysis for service launch.
- Development of legal solutions and adjustment of MVP.

Q1 2021

- MVP V1 Launch. First direct sales. Case studies. Tron and Binance integrations.
- Studie a mobile version of an app.
- Starting second stage marketing company.
- Providing case Studies and work on Complete functionality app.
- Start working on Binance and Tron integrations.

Q3 2021

- Launch of complete functionality app V1.
- Providing full scale sales of Crypto-memes.
- Providing Marketing studies and Case Studies, based on feedback and market reaction.
- Launch the third marketing campaign.

Q1 2022

- Launch of app Version V2.
- Launch the fourth marketing campaign. Increasing sales.
- Launch mobile MVP version. User tests.
- Strategic studies of improvement of existed product according market potential.

Q3 2022

- Launch an app V3
- Launch mobile app V1.
- Launch the fourth marketing campaign. Increasing sales.



Executive summary

CryptoMeme.art is a service that lets to create Digital Art Originals - the same to art originals in the material world, like paintings of famous artists.

We are going to bring the spirit of material art market, including authorship, ownership and art originals masterpieces into digital world.

CriptoMeme.art as a service which lets to create digital art originals can change the digital social life of humanity. On one hand it will digital art talents a feeling of ownership and convert their works to unique masterpieces. On the other hand it will bring new opportunity for collectors and investors.

Cryptomeme.art lets user to save a file of art masterpiece into blockchain as a unique token, keeping the hash of the file. Author become an owner of unique crypto asset, able to sell it.

It also lets to create blockchain protected digital art originals for free, solving user experience problem of blockchain industry. And later to convert it into preferred blockchain platform. It also has a quick response of an application, unlike all blockchain systems. It lets to use an application for casual looking the content like Instagram and other social networks.

Crypto-memes have votes and social likes values, so it will be possible to measure its art value and cost as a unique collectable.

Working together on a CryptoMeme.art app we are going to combine \$67.4 billion Material art market potential with 200 billion Crypto assets market potential (according to Forbes report).