Starlight

A community-led NFT platform that powers metaverses, enables next-gen discovery and trading of digital assets and is rewarding for users.

Whitepaper v1.5

SOLANA METAPLEX

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Introduction

As our world expands into the metaverse, the need for a next-generation NFT platform is crucial to facilitate the mass adoption of meta-related content and auxiliary services and products. We are at the edge of a new reality where digital assets become our primary means of work and play.

We began work on the Starlight project in early 2021 when we saw that we had the means, experience and team to propel the current NFT platform technology forward. We are honoured to play a part in shaping the future of art, collectables, games, utility products, services and the metaverse.

The Starlight team consists of artists, creators and entrepreneurs. We understand that art is not just a profession but an essential medium of creative expression for many. Starlight will be the platform that serves artists and supports the future of art moving forward. This is especially crucial in the ever-expanding industry of blockchain-powered metaverses.

We believe that Starlight will play a critical role for artists who want to transpose their real-world art pieces into digital NFT versions. We are also working to power metaverse-enabled homes and augmented-reality hardware so that you can display and interact with your assets. We call this technology the Meta-bridge API.

Your experience using Starlight will be seamless. Just as you do not need to know how the technology behind financial systems works to use your credit card to buy a cup of coffee, we aim to do the same with Starlight. Artists can focus on what they do best and mint, buy and sell digital collections without needing to know how the blockchain works. We will guide you to create your first NFT collectables and curate digital items that you will love.

Current NFT platforms may not be fully optimised by design to hosting creators. Starlight is designed by creators for creators. This means that not only do creators and buyers get incentivised to trade, but the experience of doing so makes sense and is seamless, fast, affordable and enjoyable.

Starlight is an NFT platform built by artists for artists past, present and future.

What is Starlight?

Starlight is governed by the NEUM token which is built and hosted on the world's fastest blockchain - Solana. The Starlight platform consists of 2 main functions: The Starlight Marketplace and the Starlight Meta-bridge.

Starlight Marketplace - NFT discovery

The Starlight Marketplace is the primary way to discover, trade and collect NFTs. The preferred currency to trade on the Marketplace is the NEUM token. Not only is the Marketplace built on the Solana blockchain, the NEUM token is too. This means lightning-fast transaction speeds and mind-blowingly low fees.

We are also introducing seven Tools in the Starlight Marketplace Toolkit that sets us apart from current platforms on the Solana blockchain. They are called: Gallery, Trade, Factory, Launchpad, App, Rewards and Forge. We will dive into these Tools in the Starlight Marketplace chapter. The Toolkit can also be accessed by the Starlight Meta-bridge.

Starlight Meta-bridge - NFT interaction

The Starlight Meta-bridge will power how we interact with our NFT assets. It will bridge the gap between the digital NFT ecosystem with our real world. This could mean partnering with existing augmented reality headsets or hardware to display and interact with digital assets in the real world. It plugs right into the Starlight Marketplace to pull through your collections into your equipment. We call this the Meta-bridge Drive. A big potential for growth of the Starlight Meta-bridge is collaboration and partnerships. A bespoke Trade Tool can be built for brands and companies that want their own branded NFT trading platform. For example, the new 3D game - Seven Realms, a play to earn battle royale game, where players compete in a three on three strategic battle on one of the Cryptolorian planets. To play the game, players must have purchased a unique NFT character in the game lobby before entering the Cryptoloria metaverse. This bespoke Trade lobby will be built using one of Starlight Meta-bridge's Powerplant we call Meta-bridge Force.

NEUM token explained

The NEUM token is the governance token of the Starlight platform. It allows our community to have an invested interest in the future of the platform. The NEUM token will be built and hosted on the Solana blockchain. The NEUM token will be the preferred native currency on both the Starlight Marketplace and Starlight Meta-bridge.

All NEUM token holders will have influence over matters on the Starlight platform. This includes voting on future projects and the moderation of the platform.

Users and holders of the NEUM token will benefit from low transaction fees and fast processing time. The NEUM token is built on the world's fastest blockchain - Solana.

As part of our continued efforts to reward and thank the community, holders of the NEUM token on the Starlight Marketplace will be rewarded with periodic NFT or token airdrops. For example, users will be able to win artwork from our top collections periodically. We call this Rewards and it is one of our seven Tools from the Starlight Marketplace Toolkit.

The NEUM token is a deflationary asset, hard capped at 100,000,000 tokens, with 9 decimal places.

The NEUM token is the primary and preferred token on the Starlight Marketplace and Starlight Meta-bridge, which is currently being developed by an experienced team of Solana blockchain developers. Because of these key benefits the NEUM token offers and the high utility required, we expect a considerable reception and demand for the token as it develops.

What are NFTs?

What is an NFT?

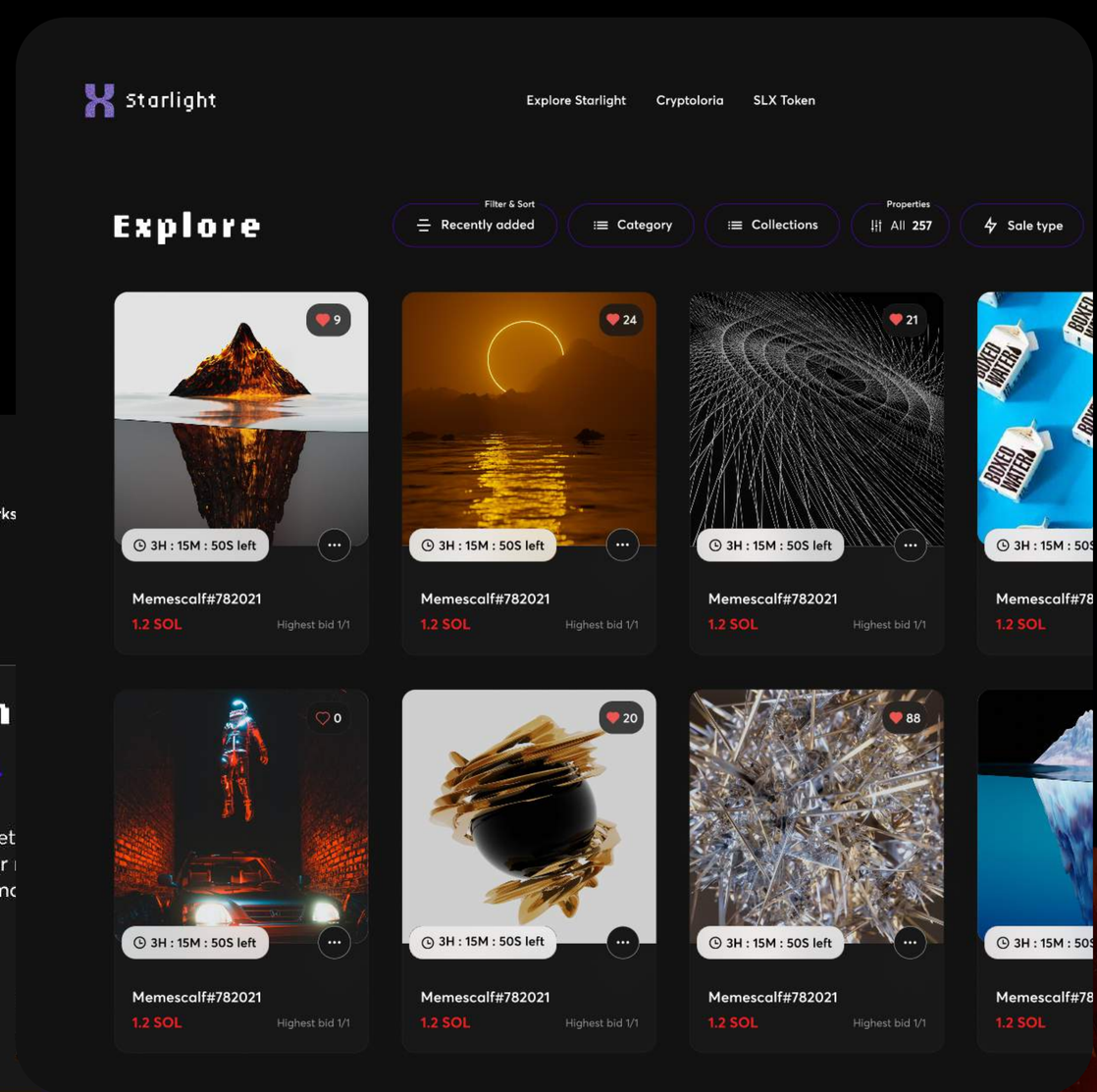
A Non-Fungible Token is a unique data set that cannot be replaced or replicated. There can only be one of each, and it is stored securely on a public ledger - blockchain. It can be tied to a particular asset, artwork (digital or otherwise) or rights to property.

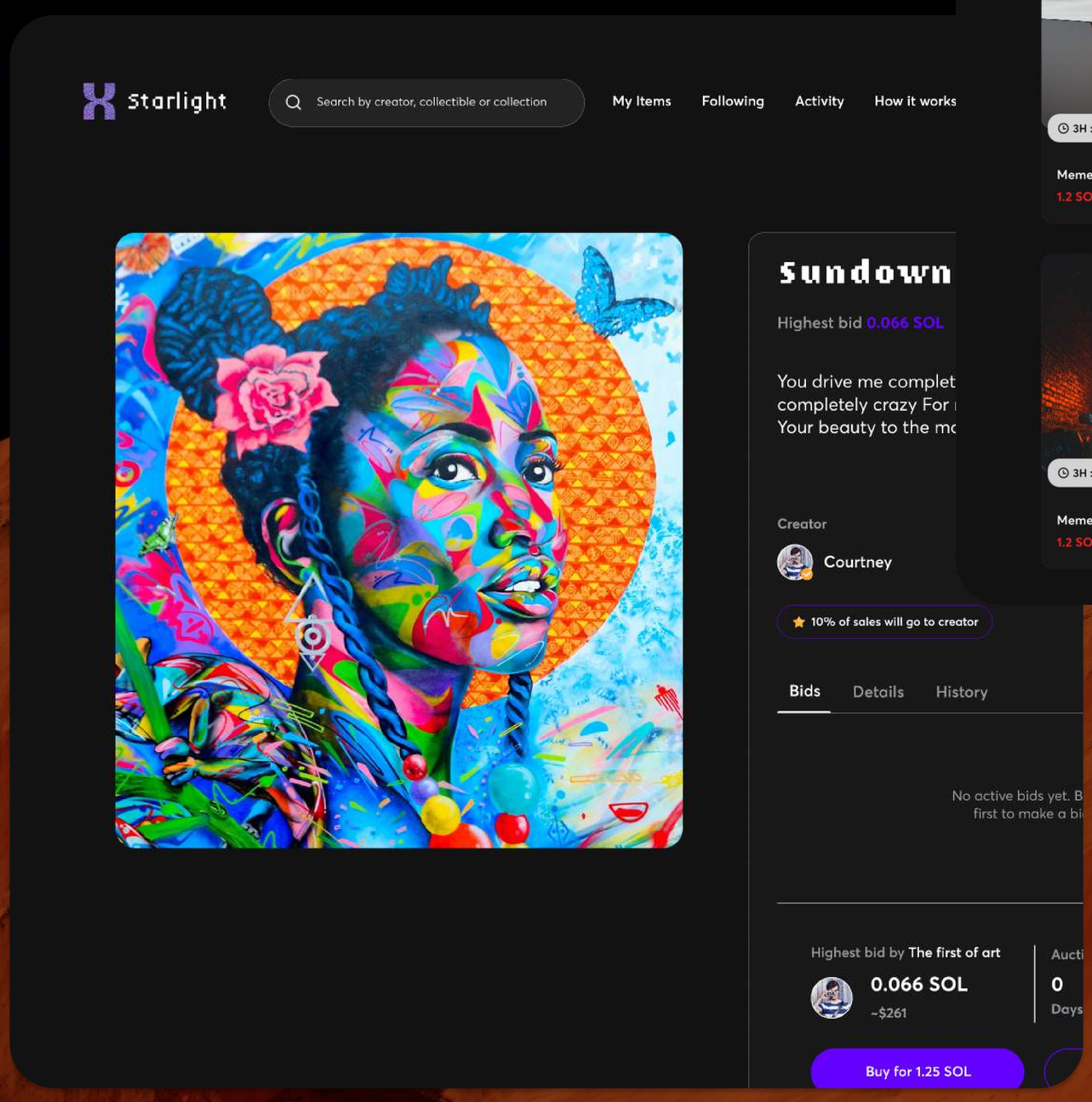
This unique and highly-secure proof of ownership system enables cross-border trading with ease and speed. Artists around the world have taken note of its effectiveness and potential to manage and trade their artwork without having to go through a centralised officiary. Additionally, rights to assets during the trade are final, verifiable and non-disputable. If you own an NFT, you own the NFT. As this space matures and develops, the popularity and mass adoption of NFTs will only increase.

Starlight Marketplace

The Starlight Marketplace is the next-generation NFT platform for users to discover, buy and sell the most sought-after NFTs in the world. Everybody is welcome. It is designed from the ground up by creators for creators which means your experience on the Marketplace makes sense and is seamless, fast, affordable and enjoyable. However, it is not just another NFT Marketplace, we are building a specialised Toolkit of seven Tools that makes us stand out not just on the Solana blockchain but also from the wider NFT platform ecosystem.

The primary and preferred currency to trade with on the Starlight Marketplace is NEUM. Not only are transaction speeds fast and fees low, holders of the NEUM token on the Marketplace benefit from the Rewards tool. That's periodic participation in rare NFT airdrops and lottery.





Starlight Marketplace Toolkit

We believe that these seven Tools in the Starlight Marketplace Toolkit sets us apart from the current NFT platform competition. All creators and users on the Marketplace can take advantage of any of these Tools.

Marketplace Gallery

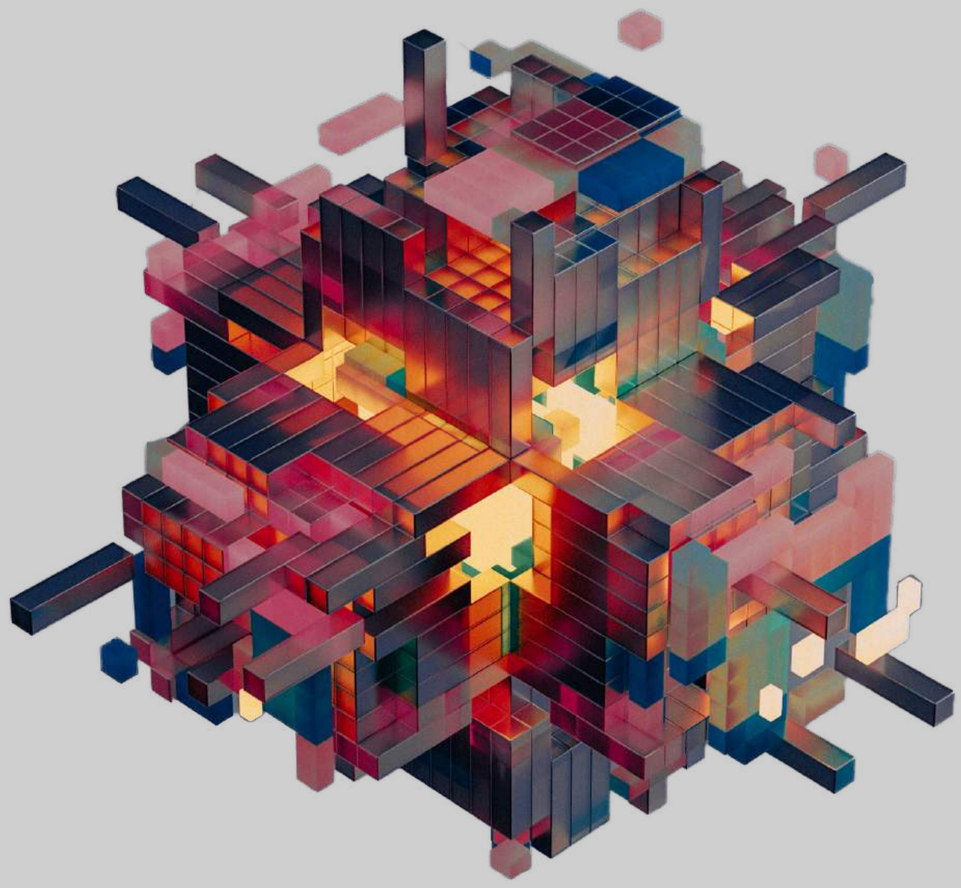
A curation of selected artists and creators that will be featured for a period of time. This is where you'll discover new and talented artists around the world. This process is unbiased and therefore every artist or creator gets an equal chance of being featured.

Marketplace Rewards

Holders of the NEUM token on the Starlight Marketplace will get rewarded either by receiving NEUM or NFT airdrops or entering a lottery to win rare NFTs. Additionally, we will also enable NEUM staking on the Marketplace for regular staking rewards.

Marketplace Trade

The main tool for artists, creators, buyers, sellers and collectors alike to sell, buy or bid on the most exclusive and sought-after NFTs available on the market. NEUM holders will get first access to these collectables. NEUM is the primary and preferred way to trade in the Marketplace.



Marketplace Forge

The Marketplace Forge is an open-sourced API that enables social media linkage so that artists and creators can monetise their viral and valuable content on social media right through to the Starlight Marketplace. This could become an additional source of income for creators and artists who make a living by creating content.

Marketplace Factory

A proprietary tool that enables algorithmic NFT creation based on uploaded artwork layering. Creators and artists can apply for access to our easy to use builder and offer their newly created NFTs on the Marketplace to discover and trade. The Starlight Factory code will be open-sourced.

Marketplace App

We are currently putting a team of highly specialised and talented developers to build a Starlight Marketplace App so that all our users will be able to discover and access NFT collections via an App on iOS and Android. They will be able to access the Marketplace Gallery, Trade, Rewards, Launchpad all via the App.

Marketplace Launchpad

A platform for up-and-coming artists, creators and metaverse asset designers to pitch their ambitious projects for funding to the Starlight community. The entire Starlight Marketplace community will be able to fund these up-and-coming projects by purchasing their initial token sale.

Starlight Meta-bridge

The Starlight Meta-bridge is Starlight's second function. To bridge the gap between the digital world and reality. This metaverse enabling technology will power our interaction with our digital assets. This could be as simple as displaying NFT collections in homes right from your Starlight Marketplace profile to augmented reality interaction via AR hardware and 3D games.

To power the Meta-bridge, we're building two Powerplants. The Meta-bridge Force and the Meta-bridge Drive.

The Meta-bridge Force

The Meta-bridge Force is one of two powerplants that enables Starlight collaborations and partnerships. We come alongside brands and games that want to integrate our Starlight Marketplace Toolkit into their game or to be aligned with their brand look and feel. A bespoke Trade Tool from our Starlight Marketplace will be duplicated and given a custom skin that aligns with the game or company's brand guidelines. This allows gaming or retail companies to offer NFT or digital products to their customers without having to do most of the heavy lifting.

Our first collaboration is with the up and coming battle royale game - Seven Realms. To play the game, players must have purchased a unique NFT character in the game lobby before entering the Cryptoloria metaverse. This gaming lobby will be a bespoke Trade Tool built by Starlight Meta-bridge Force.

The Meta-bridge Drive

The second powerplant bridges the gap between the digital space and the real world. This open-sourced API allows brands to connect their Metaverse compatible hardware - augmented reality headsets or displays to the Starlight platform. As the world's wealth moves towards digital assets, the demand for digital interaction and display of assets will only increase. We believe the Starlight Marketplace will become the preferred place to discover and trade digital assets. The Starlight Meta-bridge Drive takes this experience to a new level. Your digital assets from your Starlight Marketplace or Meta-bridge Force can be pulled straight through via the Meta-bridge Drive to leading augmented reality platforms on the market. We aim to become the preferred metaverse service that leading AR hardware companies sought to host on their machines. The Meta-bridge Drive will open up an entire world of possibilities by allowing everyone to interact with their digital assets.

Starlight Meta-bridge: how it works

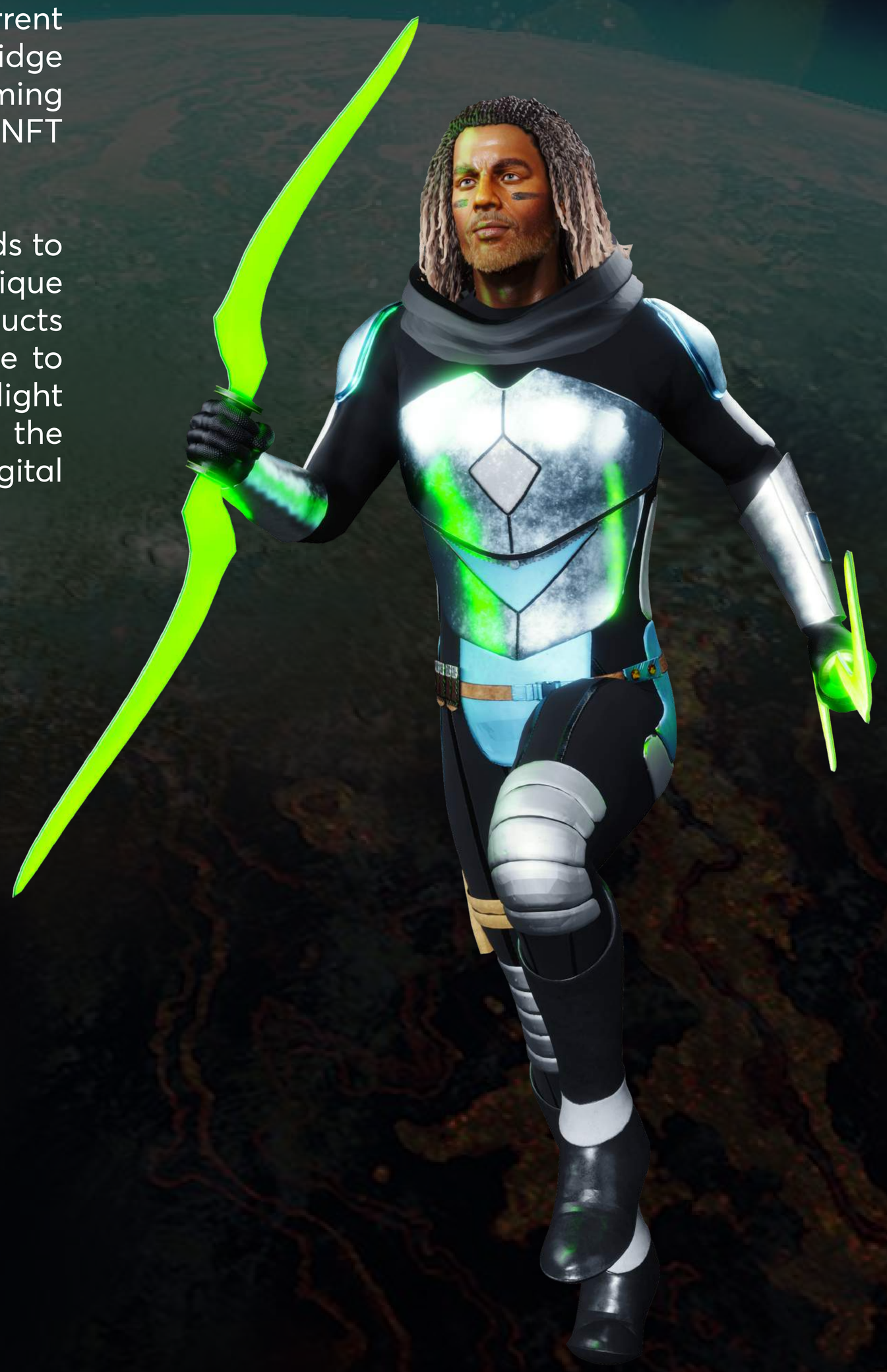
As the world of digital assets and NFT expands, companies and brands worldwide will want to offer their products or services in the metaverse. Starlight will play a critical role in bringing this to life.

During the summer of 2021, Nike and EA Sports announced a partnership to build a unique collection of digital products which they will sell as NFTs. Since then, other companies have shown strong interest in offering digital assets to their customers and is proving to become a new revenue stream. However, the current NFT platforms require companies to understand how to mint, store, transfer, sell, manage and protect their assets. The Starlight Meta-bridge aims to relieve the technical understanding needed by current platforms. Both the Starlight Meta-bridge Force and Drive will empower gaming companies to offer their own in-game NFT and items hassle-free.

Ultimately, we want creators and brands to do what they're best at. Offering unique and incredible digital artwork, products and services whilst we come alongside to support and host them on the Starlight platform. Additionally, they can utilise the Starlight Marketplace to offer their digital assets to the world.

We will help companies and game developers to deploy thousands of digital assets for their games to work. This includes characters, outfits, weapons, tools, land, coins or other in-game items. We will ensure that our blockchain technology will be able to integrate with their game technology, such as Unity, so that transactions in the metaverse can be executed in-game.

We have selected the Solana blockchain to build our NFT platform due to its breakneck transaction speeds and low fees. This will significantly lower the barriers for players to trade digital assets such as high fees and transaction times.



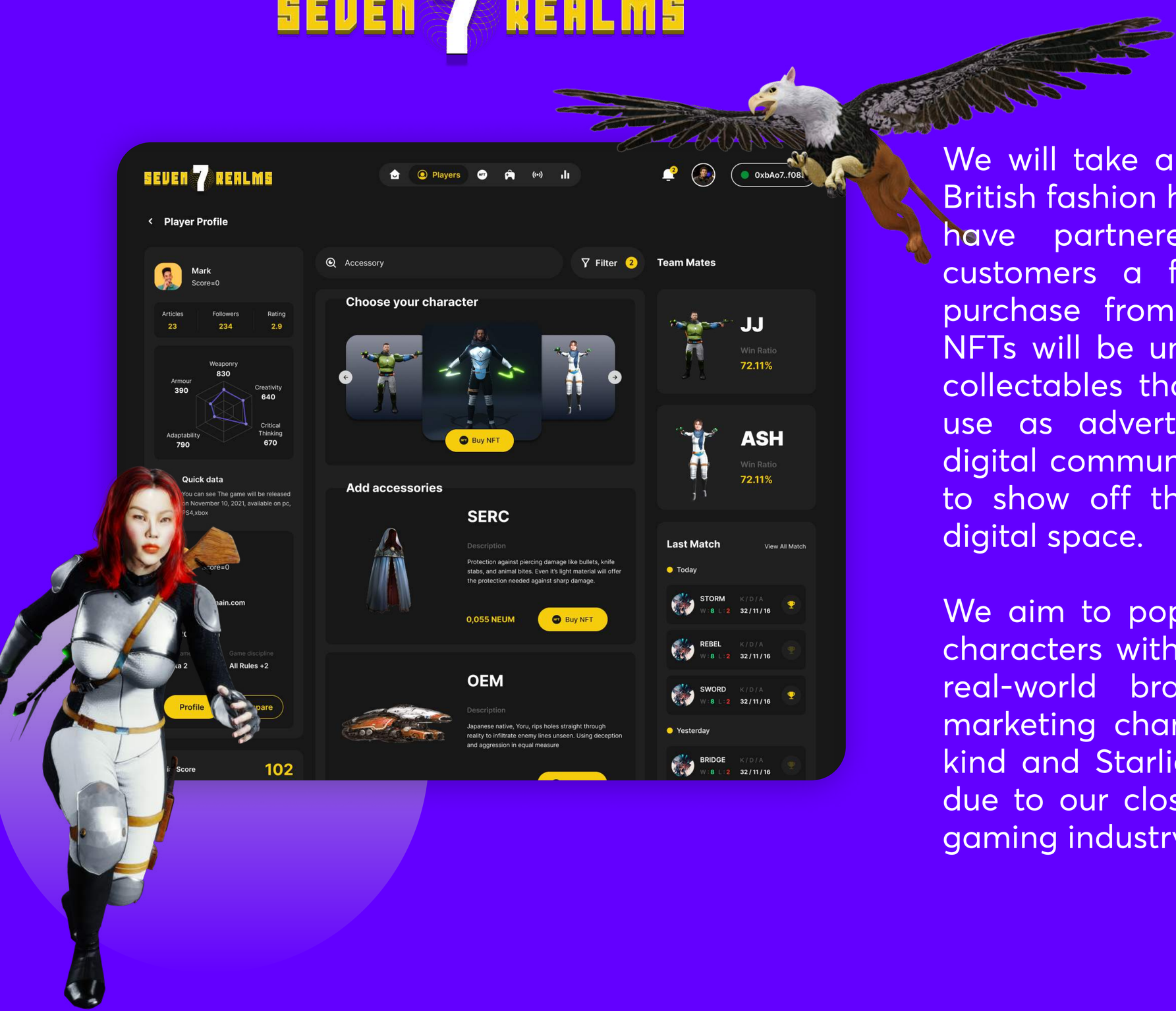
Starlight Meta-bridge: collaboration and partnerships

Our business strategy includes building relationships, forming partnerships with companies, and curating collections with artists and creators.

Our first collaboration will be with the 3D game 'Seven Realms'. This is a play to earn Battle Royale game, where players compete in a three on three strategic battle on one of the Cryptolorian planets. To play the game, players must have purchased a unique NFT character in the game lobby before entering the Cryptoloria metaverse.

We will be developing their branded NFT Trade Tool and will also be offering their unique digital assets on the Starlight Marketplace. By entrusting the building of the NFT Trading Tool to Starlight, it allows Seven Realms developers to focus on developing their world and characters.

SEVEN 7 REALMS



We will take a similar approach with the British fashion house Beacon & Armour. We have partnered with them to offer customers a free NFT version of their purchase from their online store. These NFTs will be unique clothing or backpack collectables that Beacon & Armour could use as advertising to members of the digital community, and for their customers to show off their luxury products in the digital space.

We aim to populate 3D games and their characters with NFTs and digital assets of real-world brands in the future. This marketing channel will be the first of its kind and Starlight will be able to achieve due to our close partnership between the gaming industry and fashion brands.

Why is Starlight Unique?

Starlight aims to become the preferred community-led NFT platform that powers metaverses, enables next-gen discovery and trading of digital assets and is rewarding for users.

Current NFT platforms provide a very transactional experience for artists, creators, traders and collectors. Most platforms are a copy of each other - providing trading functions to buy and sell NFTs. However, as our world expands into the metaverse, the need for a next-generation NFT platform is crucial to facilitate the mass adoption of meta-related content and auxiliary services and products. We are at the edge of a new reality where digital assets become our primary means of work and play.

Starlight's vision and technology make us superior to our competition. Not only are we providing a next-gen marketplace that includes an advanced Toolkit of seven Tools, but Starlight is also designed by creators for creators. This means that not only do creators and buyers get incentivised to trade, but the experience of doing so makes sense and is seamless, fast, affordable and enjoyable.

This means that we're not just another marketplace, but a platform where artists, creators, brands and game developers come to take advantage of these Tools that help them get their work out to the world and into the metaverse.

Additionally, with our Starlight Meta-bridge, digital assets traded on Starlight Marketplace and our partnership games and platforms will be interactive and displayable on leading AR hardware, in game and metaverse-enabled homes of the future. For the first time, digital assets are seamlessly connected from the Marketplace to our homes, workplaces and devices. Digital assets and NFTs are no longer something that you buy and sell. It is interactive and displayable, taking ownership to a new level.

Finally, because the platform and our governance token (NEUM) are built on the Solana blockchain, users will never have to worry about high fees and slow transaction speeds ever again. We are an NFT platform that is built for the future of the metaverse.

Why is Starlight Unique?

To summarise:

We are community-led

We build projects and products around the community and not the other way around. Projects come and go, but we believe that a community stays stronger and longer when it stays together.

We put artists and creators first

Artists and creators will be in the spotlight on the Starlight platform. We want to ensure that most earnings from buyers, collectors, and the community go to our artists and creators as much as possible.

We are bridging the gap

The unique service that the Starlight Meta-bridge offers is engaging and rewarding for both companies and consumers alike. Starlight will be a key player in making the metaverse commonplace in our homes and beyond.

We facilitate social engagement

Once you've created your profile, browse, discover and engage with the content and community on the Starlight platform. The Starlight Marketplace Forge Tool enables users to monetise their social media content on our platform as NFTs too.

We have a Toolkit of Tools

Providing the industry with the most cutting edge tools that enable users to create and upload their NFTs and collections to trade or to interact in the metaverse.

We put you in the front row

Starlight users will be kept updated with upcoming and live project launches - to be the first to engage with them before the rest of the world.

Our main technological challenges

We identified three main challenges with our Meta-bridge technology.

First, we are currently working to crack the code by integrating our Meta-bridge Force and Drive API with leading gaming software such as Unity. Once we're able to figure out how games and other AR hardware are able to run our API on their native software, we will be able to scale this practice with other software and hardware.

Secondly, we are extremely confident with our technology and product offerings. However, a challenge we face, and by extension, any product offering is a high usage rate. We will need to ensure that both the technology and user experience are up to acceptable standards to want to use and continue using our products.

Thirdly, Once we've cracked the first two challenges, we will seek to scale the project by onboarding more users and brands to our platform. The challenge would then be to prepare a pipeline and continue aggressive marketing strategies to bring new brands and users onto the platform. We need to ensure that as we scale up, our platform will be able to handle the increased load.

Regarding challenges faced by our Marketplace technology, we've identified two main challenges. As we have the first-mover advantage in this space, our first challenge is to stay ahead of the competition by continually innovating and improving the Marketplace experience and capabilities. We may either seek to add more Tools or develop our Tools even further.

Secondly, as this industry matures over the next 3-5 years, numerous competitors will enter the space. We will require extreme foresight to keep a pipeline of products in R&D as we develop our company, talents and resources. We are prepared to take on all these challenges and have a wealth of experience within the wider team to deal with them.

Our proposed solution to the challenges identified

The solution proposed by Starlight lies within both functions: Meta-bridge and Marketplace.

Starlight Meta-bridge
The Meta-bridge Drive will be fully open-sourced so that our code can be peer-reviewed. This means that game developers will be able to easily access the code and adapt it into their game engine. We want to be as transparent and open as possible so that we can onboard as many developers and brands as possible. Our onboarding and application process to the Meta-bridge will be simple and hassle-free so that developers and brands are incentivised to sign up and use our platform for their metaverse projects. Additionally, to make sure that brands and developers are able to understand and access our technology, we will ensure that we will build extensive SDK, documentation and guides. With that said, it is our priority that our product and services are well resourced, and we will achieve the standards we aim so that we will be able to scale and increase usage by developers, brands and end consumers. We plan to build a sandbox testing environment for developers and brands to build and test their software with the Meta-bridge before deploying it to the public.

Starlight Marketplace
Briefly mentioned in the previous paragraph, we will prioritise resources into product development. This means making sure the first set of seven Tools will be built to the highest level of standards that will be enjoyable and easy to use for both business and consumers. By ensuring focus and preventing distractions, we should stay ahead of the competition as first movers. Secondly, the tools we are building will be highly attractive for artists and creators, such as the Marketplace Factory. This open-sourced Tool allows creators to upload layered artwork, which the Factory will then algorithmically generate unique pieces that creators can then offer on Trade or Gallery. As mentioned, we are incredibly confident that by building out these Tools to completion, we will possess a very unique and attractive platform for creators, consumers and brands to use.

Why the Solana blockchain?

Proof of stake (PoS)

Solana's community of validators voted to enable staking rewards and inflation through an on-chain governance process.

Energy and Environment

PoS technology circumvents the energy-intensive cryptograph problem-solving method needed in a Proof of Work (PoW) system.

Fees

The faster block time and bigger block size are why the Solana network offers an incredibly low transaction fee of just $0.00025 per transaction. This makes Solana one of the blockchains with the cheapest transaction fees.

Speed

Solana, the fastest blockchain network, can perform 50,000 transactions in a single second. Its average transaction confirmation time is almost instant. This means that blocks can be validated and added to the blockchain at breakneck speeds.

Metaplex Open-source

Metaplex is a decentralised protocol paired with an open-source web framework that lets artists, brands and creators launch self-hosted NFT storefronts as easily as building a website – all without writing any code. Metaplex's Candy Machine launches NFT sales without a hiccup.

Our environmental impact

The NEUM token is built on the PoS Solana blockchain. Hard capped at 100,000,000 tokens, it makes the NEUM token deflationary. As it does not take any electrical energy to approve block building on the Solana blockchain, using Starlight's native token, NEUM, in the Marketplace or the Meta-bridge has minimal impact on the environment.

Additionally, creation inspires art, and therefore it is incredibly important that future generations have a safe and healthy planet to explore and create. This is why we're partnering with Climeworks. Their mission is to use direct air capture technology to remove unavoidable and historic CO2 emissions from the air, permanently. Based in Switzerland, Climeworks will receive 0.01% of every transaction on the Marketplace as a donation to fund their work. We're incredibly excited about the great work they're doing, and we can't wait to see how their technology expands to remove greater amounts of CO2 from the air.

Tokenomics

NEUM is the native token of Starlight and has a maximum supply of 100,000,000 tokens.

The NEUM token is the life-blood of the Starlight platform and performs these critical functions:

- **Powering the economy of the platform** - payments and transactions.
- **Securing the ecosystem** - liquidity mining, staking and farming.
- **Governance** - community voting on key projects.
- **User acquisition** - Used in promotion campaigns to incentivise new user acquisition and community expansion.
- **Loyalty rewards** - Users of the platform will be incentivised for loyalty through regular airdrops.

Hard Cap:

100,000,000 NEUM

Completed

2%: Seed & Private

2,000,000 NEUM

Locked for 3 years, with a linear monthly release from the 4th year at 8.3%.

25%: Public

25,000,000 NEUM

15%: Liquidity

15,000,000 NEUM

Deployed on swap and exchanges, released over 1 year.

25%: Community Rewards

25,000,000 NEUM

To be mined for airdrops, staking rewards and NFT lottery rewards, , released over 7 years.

15%: Ecosystem development & growth

15,000,000 NEUM

To be used for the treasury, development and partnerships in a linear unlocking over 7 years.

10%: Marketing and promotion

10,000,000 NEUM

Released over 7 years.

8%: Team & Dev

8,000,000 NEUM

Locked for 2 years, with a linear monthly release from the 3rd year at 4.2%.

Roadmap

Apr 2021

Napkin scribblings.

Stage 1: Sep 2021

Marketplace front-end implementation.

Stage 2: Dec 2021

Launchpads and initial marketing plan deployment.

Stage 3: Apr 2022

Starlight Marketplace MVP v1 launch
Featuring exclusive NFT collections

Stage 4: Jun 2022

Starlight Marketplace MVP v1.1
+ Gallery, Trade Tools

Stage 5: Jul 2022

Starlight Marketplace MVP v1.2
+ Rewards, Forge

Stage 6: Sep 2022

Elders of the Ream 3D:
Meta-bridge Force collaboration

Starlight Marketplace App:
Development begins

Stage 7: Oct 2022

Starlight Marketplace MVP v1.3
+ Factory, Launchpads

Stage 8: Nov 2022

Meta-bridge Drive API launch.