

Public Project Presentation

Purpose: *This document aims to explain our NFT Project, its goals and implementation. However, it will not explain the technical part of it, which can be found on the document Technical Project Presentation*

Introduction

During our cybersecurity courses, we were asked to conceptualise a project with the main topic being NFTs.

What are the NFTs?

NFTs (non-fungible tokens) are unique files (digital creation, publication, etc.) that can be bought and sold like a work of art, and whose operation is based on blockchain technology, like cryptocurrencies.

What's the goal of this project?

The goal is to launch our NFT project and create a unique collection of NFTs hosted in the Mumbai Network. Our NFT can be interactive, dynamics and added in a more complex project.

Purchase process

Recognition of the need

We live in a world where ecology and the environment are at the heart of the debate. Despite many actions undertaken by associations or individuals fighting against climate change, we note a lack of financial investment or in certain cases, a lack of personal motivation.

Our need: to find funding.

Search for solutions

The identified issue is the lack of budget allocated to ecological causes. Therefore, to help associations and projects that are close to our hearts, we decided to use NFTs (non-fungible tokens), which have been on the rise in recent years.

It can seem ironical to choose NFT in an environmental project because in the collective minds, NFTs pollute a lot. However, it's not totally true. It depends on the currency. In our case, we will transfer NFTs with Ethereum. This cryptocurrency is environmentally viable because of the use of "proof of stake" to validate the transaction.

Our solution: use NFTs.

Selection of the solution

To select our solution, we have been inspired by various sources, including:

- Time for the planet

Created in April 2019, it is a holding company investing in the fight against climate change in France and abroad and working under the brand Time for the Planet. A company with a mission, it defines itself as a citizen movement.

How does it work?

First, we can become partner, and buy actions directly on the TFTP site. The money invested will fund massive impacts innovations. And the benefits only go to the planet!

What inspired us?

The idea that everyone can become a shareholder in a cause that many people are proud to be part of. Indeed, project stakeholders appreciate feeling recognised for their involvement.

- LinkedIn

LinkedIn is an online professional social network founded in 2002 in California. LinkedIn allows you to search for companies and contact recruiters. It also allows us to apply directly for roles, record job searches and let our connections and recruiters know that we are open to professional opportunities.

Today it is increasingly common to use LinkedIn as part of our career path. It is not unusual

to always want to improve one's profile by adding different professional or personal achievements if we feel it is beneficial.

What inspired us?

For the psychological lever of recognition to be effective, a certain amount of visibility must be ensured, and LinkedIn is the type of network we thought of, because it has an impact on the professional level.

- NFTs scarcity

NFTs are rare, unique assets that cannot be faked. Therefore, there are many investments in digital assets and web content. The uniqueness and non-duplicability of NFTs creates scarcity and makes these cryptographic assets valuable.

In addition, some have different characteristics, giving more value to some.

What inspired us?

The rarity of NFTs could potentially allow us to raise more money for our partner associations.

- Market Place

A marketplace is a real or virtual space, often a website, which brings together in one place one or more suppliers who offer goods or services to buyers.

The aim is to optimise the selection and purchasing procedures online through an e-commerce platform. These websites handle the payment and charge a commission for each transaction.

What inspired us?

Marketplaces offer many advantages for both buyers and merchants. It would allow buyers to have access to a very large number of projects, with a secure payment system. In addition, as marketers, it would allow us to access a larger number of potential buyers, increase business more quickly, and have an international reach.

Decision-making

For our project, we finally decided to create a **website that hosts associations and projects** fighting for the environment, climate etc. Our goal would be to raise funds for these associations, through the sale of NFTs.

The **allocation of NFTs to buyers** is done according to the amount of money invested. Indeed, the higher the amount, the wider the choice of NFT, with access to "rarer" NFT. The money collected would be donated to associations.

Creation of the NFTs

Our design

To create our design, our idea was to highlight and remunerate talented artists that would cooperate with us to create designs for the associations we are working with. Obviously, we would like to keep the same graphical style in a same collection in order to make it recognizable. The first artist that came into our mind is Carles DALMAU for his colorful style that creates contrast with his drawing's choice. We can see some examples from his Instagram page below.



The objective for the first collection is to ask him some ideas of design that would fit with the association we collaborate with.

Transaction

A few notions:

Smart contracts:

Smart contracts are computer protocols that facilitate, verify, and enforce the negotiation or execution of a contract, or that render a contractual clause useless.

Metamask:

MetaMask is a crypto-currency software wallet used to interact with the Ethereum blockchain. It allows users to access their Ethereum wallet via a browser extension or mobile application, which can then be used to interact with decentralised applications.

Ethereum:

Ethereum is a decentralised exchange protocol that allows users to create smart contracts. These

smart contracts are based on a computer protocol for verifying or enforcing a mutual contract.

How the transaction works:

To manage our money transactions for the sale of NFT, we used smart contracts.

Our goal here was to modify the behaviour of the smart contract so that it accepts money.

From the meta mask, we can send money, which will be sent directly to the smart contract.

Once the money is sent, we can mint the NFT (create the NFT).

The code will be done in Solidity, an object-oriented programming language dedicated to writing smart contracts. It is used to implement smart contracts on various blockchains.

We also paid attention to the fact that the NFT must not be sellable/transerable once bought.

To retrieve the tokens deposited on the smart contract, a withdraw function must be created.

Once the NFT is "minted" to the person who sent the money on the smart contract, he can view it on Opensea.