SMART OTTERS SOCIETY

An Art Gallery with Decentralized Governance

www.OttersDAO.com

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"The fascination of the art market...lies in its reflection of the relationship between art and society. It is in a way a bridge between the intangible values of the human spirit and the human intellect and the material considerations that dominate everyday life, a link between immeasurable human aspirations and down-to-earth economics."

Geraldine Keen

A Brief Overview

The cliché image of starving artists seasoned with stories like Vincent Van Gogh's financial failure might suggest that the art market needs complete disintermediation. However, the crucial role of dealers as the bridge between artists and collectors is left unnoticed. Even the best artists have a hard time entering the market and keeping up with it, let alone the young and unfound ones. Human beings' limited attention span and resources make it impossible for collectors to examine every art piece.

The advent of Blockchain technology followed by the rise of NFTs has altered the definition of art, the means of exchanging art, and consequently, the interactions around art. Those interactions have formed a new kind of community, the virtual communities of NFT. In the NFT ecosystem, a project's success not only depends on the quality and utility of its artworks but also on the robustness and esprit of its community.

SmArt Otters Society is an art gallery with decentralized governance and aims to redefine the role of dealers as the bridge between artists and collectors. The society members will work hand in hand, observe artists' works, choose the finest ones and introduce them to the market. To achieve this goal, forming a Decentralized Autonomous Organization (DAO) is the key.

We see the SmArt Otters Society as a living creature. This creature has a mind and a soul as well as a physical body. Watching this creature mature and evolve with your own eyes is one of the exciting parts of engaging in the SmArt Otters Society.

Where the Art World Stands

Art in any form has excellent power in exciting human minds with imagination and expression. Since the beginning of time, it has been a way to express ideas and feelings and an embodiment of human creativity. The cultural, intellectual, aesthetic, and psychological representation of art has added an economic aspect to it.

The willingness to trade and the monetary value of art has caused a market for artworks to emerge. There are three main participants in this market: the artists, the collectors, and the dealers. Even though the art market is relatively new, the participants' characteristics have changed drastically since the beginning.

When the first art transactions took place, not every artist could be a part of them, let alone make a living. They were unlikely to sell their work unless they could collaborate with a dealer.

The collectors mainly were royal families, and upper-class members longed to acquire the great artists' work and employ them in churches, palaces, and mansions.

The Catholic Church and the royal court made the first art deals during the Middle Ages and created the first art galleries. A number of their members then went beyond and became the first art dealers. As time passed, the art galleries and the art dealership started to modernize, especially during the digital age.

The problem with the art market from the very first days was its centralized mechanism. The artists and the collectors had to rely on the dealer to make a transaction. The dealers were susceptible to conflict of interest and personal biases. They could easily affect buyers' tastes and eventually manipulate the market.

Now we have entered an era in which the dealers' role is fading more rapidly. The collectors' persona is no longer a wealthy elitist, and the stereotype of starving artists is no longer in the picture.

The most recent transformation in the art market is the 2021 NFT boom, which has caused a profound structural break. Two of the most critical NFT boom's effects on the market are: First, the technological advantages of Blockchain have improved the traceability of creative content, reduced illicit trafficking of art pieces, and solved the problem of counterfeits. This has made art more tradable and easily accessible. Second, it broke the art industry's centralized authorities and disintermediated the art world.

The twofold effect of NFTs on the art market has made art more accessible to a multitude of art enthusiasts. With more people involved in the art world, the amount of content available substantially increases, and the danger of spammers and scammers significantly rises. No ordinary human has the attention capacity to vet all the available content for quality assurance and the possibility of fraud. It appears that maybe eliminating the intermediation process in the art market is not convenient, and there are some merits to the existence of art dealers.

The Problem with the Current Order

The cliché image of starving artists seasoned with stories like Vincent Van Gogh's financial failure might suggest that the art market needs complete disintermediation. However, the crucial role of dealers as the bridge between artists and collectors is left unnoticed. Even the best artists have a hard time entering the market and keeping up with it, let alone the young and unfound ones. Being talented in art doesn't mean being skillful in business as well.

Human beings' limited attention span and resources make it impossible for collectors to examine every art piece. With dealers out of the picture, many influencers have taken over the market. They are mostly not qualified for any advisory and dealership practice in the art industry, sabotaging the chance for a proper decentralized market. A walk around the NFT community gives a better sense of this uncontrollable chaos.

The inefficiency of promoting skills in artists and the limited resources of collectors accompanied by market demands highlight the need for a professional liaison. For a long time, the dealers' job has been searching, finding, and vetting the available artworks in order to choose the best ones for a showcase collection. We must go beyond the harmful and defective biases and focus on intermediaries' critical function as the curator of the interaction between two sides of the art market.

Together, We Can Do So Much

Besides the two effects of the NFT boom on the art market mentioned before, communities gaining momentum is the third one. The advent of Blockchain technology followed by the rise of NFTs has altered the definition of art, the means of exchanging art, and consequently, the interactions around art. Those interactions have formed a new kind of community, the virtual communities of NFT. In the NFT ecosystem, a project's success not only depends on the quality and utility of its artworks but also on the robustness and esprit of its community.

Now the question arises, what exactly a community is?

The lexical definition of the word "community" is "a group of like-minded people with some certain common features." When you are part of a community, you have access to exclusive activities, interactions, and content, which gives you a sense of belonging. Being a community member makes you feel included in something bigger than yourself and that what you do makes a difference.

Communities are as old as human history. The first humans realized the need for communities not long after realizing the importance of basic needs like food and shelter. People have gathered in groups throughout history to achieve a shared goal. With the evolution of humankind, the communities have evolved too. As social creatures, humans need communities to survive and enjoy life's journey. Fortunately, generations of cumulative experience and intelligence will help build more efficient and superior communities.

The first art communities were shaped in the hands of traditional art galleries. When a traditional art gallery runs an art exhibit, those who attend are most likely

to be the artists themselves, their families and friends, art appreciators, and collectors with the same taste. Interactions of these attendees create a community around the gallery. It's not surprising that in the long run, those communities are subject to change as well.

Blockchain technology disrupts many industries, and the art world is not an exception. This disruption influences every part of the art world, including the communities. The state-of-the-art peer-to-peer infrastructure that Blockchain provides enables moderating communities in a decentralized way. Blockchain technology and its applications help overcome the limitations of old communities and create ones beyond physical borders. Anyone from any place in the world can join the communities, meet in the metaverse, and be a part of a Decentralized Autonomous Organization.

How to Use the Power of Community?

SmArt Otters Society is an art gallery with decentralized governance and aims to redefine the role of dealers as the bridge between artists and collectors. The society members will work hand in hand, observe artists' works, choose the finest ones and introduce them to the market. To achieve this goal, forming a Decentralized Autonomous Organization is the key.

A DAO is an organization with a decentralized governance structure led by its members. The cornerstone of a DAO is its customized SmArt contract. A smart contract is a self-executing real-time computer program. Like any other kind of

contract, SmArt contracts establish the terms of an agreement between different parties.

SmArt Otters Society members, with the help of a unique customized SmArt contract, make critical decisions about the future of their community together. They make proposals about future operations and projects, put the proposals to a vote, and select those which achieve some predefined level of consensus. The selected proposals will then be executed based on the preset rules of the SmArt contract.

Building a DAO from scratch is not a bawl of cherries. The multifaceted nature of a DAO raises various challenges. The most effortful ones that require special attention are as follows:

Having a long-term plan is crucial. The number of projects that excited the crowd and faded away shortly afterward is uncountable. DAOs should be designed for the long run.

Even in a DAO, there's not enough time and resources to give everyone a platform to talk about whatever is on their minds because the noise and chaos would be uncontrollable. Therefore creating and maintaining a fair communication mechanism is crucial.

While the heart of a DAO is its governance structure, its technology infrastructure is the backbone. Every part of a DAO needs a suitable relevant technological solution to answer the questions of Who can be involved in that particular deed and how it will be done.

SmArt Otters Society, as an independent visionary community, plans to address the issues and the excitements discussed up to this point. There is no doubt that the

journey upon the SOS members will have exhilarating and challenging peaks and valleys. To pursue this journey, an elaborate long-term adaptable solution is required.

The Birth of A Community

We are a society of SmArt Otters in love with innovative artworks. We want to aid young and talented artists to have a platform to present their work to the world. To achieve this goal, we rolled up our sleeves and started our journey to create a new path for art transactions, a path to exchange data and money easily.

SmArt Otters Society NFTs are 10,000 machine-generated hand-drawn and unique otters created by a young and talented artist named Moineau. The otters are made from more than 300 objects in 8 layers. They swim across Ethereum blockchain and plan to run a decentralized autonomous art gallery together.

In the SmArt Otters Society, four distinct groups of otters are living in harmony. The critics comprise 10 percent of the society's population, Punks 20 percent, Hippies 30 percent, and Fantasies 40 percent. Despite their unique features, they have some in common. They are all passionate about art in such a way that their eyes sparkle at the sight of a remarkable piece.

Critics might appear straight face on the outside, but they possess a genuinely aesthetic soul. They try to combine their instinct and knowledge to discover a highly complex richness of art.

Punks are rebellious in nature and want to experience life on their own terms. They enjoy avant-garde nonconformist artworks.

Hippies are spiritual, tired of busy city life, and love long walks in nature. They love to explore the mystery of the art world.

Fantasies are cheerful. They search for uplifting experiences in the art. They love pieces dealing with everyday objects and something worth hanging in a museum.
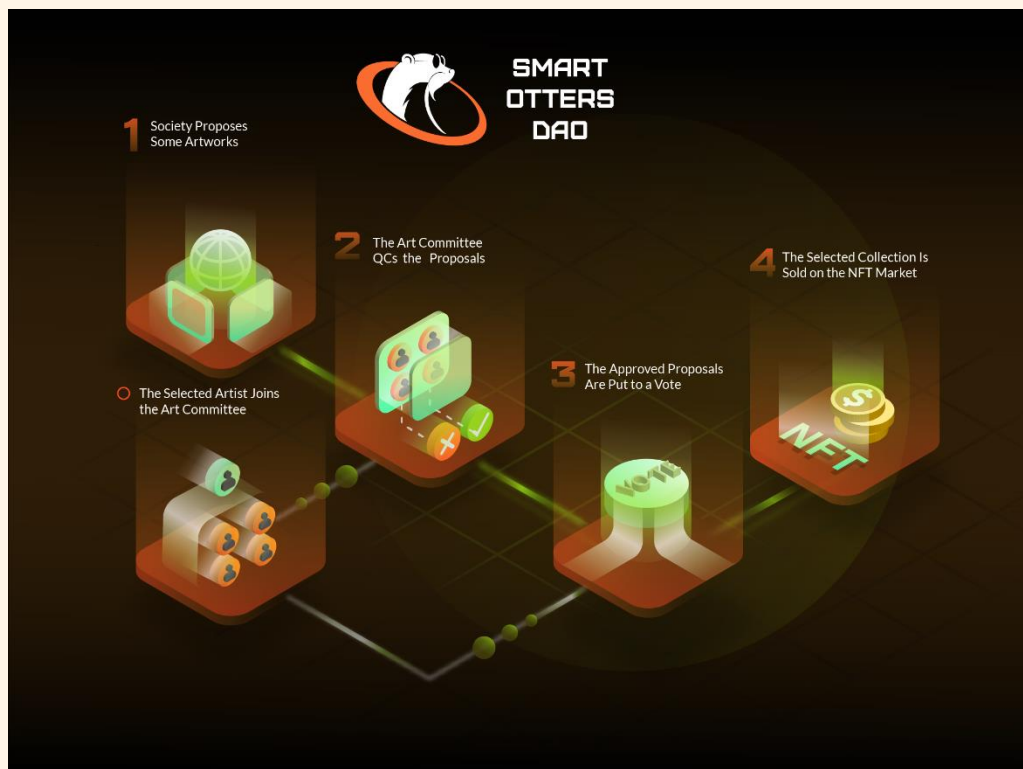
To be a member of the society and help build its future, holding a SmArt otters NFT is the first step. Each NFT represents one vote in the Otters DAO system.

In each otters work cycle:

1. Every Otter has the right to propose an artwork finds worthy of being in the final collection.
2. All the artworks that Otters proposed will be put to the vote, and a number of them will be selected. The first voting of the first cycle is called the unofficial voting, which will be done through the communities bot in the Discord.
3. The selected artworks will be quality-checked by an art committee. The art committee consists of artists who have contributed to the previous projects. It's responsible for looking over the selected proposals and approving a number of them based on a series of predetermined quality factors.
4. The approved artworks will be considered for the final official vote through the Otters DAO system.
5. The Society members will officially and openly vote to choose their favorites using the Otters' smart contract and DAPP
6. The artworks with the most votes will be the next NFT collection of the SmArt Otters Gallery to be marketed, minted, and sold.

7. The artist whose work takes the majority of the votes will be the next art committee member.

8. All the proceeds from the sale minus the SmArt Otters Society's commission will go to the artist. The SmArt Otters Society's commission consists of three shares, the executive team, the art committee, and the society members.

9. The society members' share will be saved in a reserve fund. The members can decide what to do with the funds money through the DAO. They can either request cashback, invest in other projects or other assets, or donate it.

What you've read so far is only a seed to a robust and beautiful creature which we hope to live long and prosper. We plan to develop all the aspects of the community overtime and our mission is to keep doing this to the point that the community becomes independent of any executive team.

Life Plan

We see the SmArt Otters Society as a living creature. This creature has a mind and a soul as well as a physical body. That's why its life plan has two parts, the Society as its mind and soul and the System as its flesh. Watching this creature mature and evolve with your own eyes is one of the exciting parts of engaging in the SmArt Otters Society.

Society:

1. We have already taken the first step. We've found our first friends and are currently discussing the various aspects of the project in Discord.
2. We have created a magnificent album of 30 artworks from 6 talented independent artists. We plan to giveaway these artworks to 30 lucky SmArt Otters holders who are among the first 1000 buyers of the society NFTs.
3. Several different approaches and procedures for selecting artworks are on the table. The society will discuss these approaches and pilot them to find the best ones
4. The first official project of the society starts. The members propose artworks to be selected by vote.

System:

1. Minting of SmArt otters NFTs start
2. The exclusive SmArt Otters Society's discord bot will be launched to hold the unofficial polls.
3. The first version of the Otters DAO system and DAPP with a "Vote to Earn" feature will be launched

4. Utility tokens of the society will be launched and handed out to the members.

5. Developing and improving the smart contract and DAPP is a never stopping journey. The relentless efforts of the tech team are to make processes and moderation of the decentralized art gallery more and more automatic.

We have tried our best to plan the project's journey as much as possible. However, considering the drastic changes in the digital world, it's evident that planning the future is undoable. We can't act like wedding planners in this ever-changing world. We need to be firefighters going into the flames and see what's coming at us. We have to stay alert, follow the trends, and be ready to keep the Society alive.

We Believe In A Better Art World

Through Innovation

Those Who Started This

The very first people who gathered together to give birth to our society are six young, dedicated NFT enthusiasts who refuse to give up.

Jonah is the "guy who knows a guy" of the team, and he is practically the team's glue. He always has a handy solution for any mess, just like the Swiss army knife.

Harry has been soaking his fingers in code since his age turned into a 2-digit number. He is our tech wizard who can make everything possible with a single wave of his magic wand.

Ryna loves to try and mix everything; that's why she has a colorful resume in business. She relentlessly tries to send smoke signals with words and help us connect to the world.

Moineau is the artsy guy. Moineau's art paints over the world's gloom. With his magical pen and his sensational creativity, he has given life to every single one of the Otters.

Geralt's passion for programming kicked off as he started printing "Hello World," and now, he lives for the codes. He also has a knack for flawless designs.

Meera's passion is diving into creative and uncommon things. She has a soft spot for people and cares for them, and now she is helping us care for our society members too.

A Final Word

Building a community is all about open and transparent communication. In this document, we have tried our best to explain our plan as much as possible. But it's essential to remember that this document is intended solely to communicate to collectors, artists, crypto lovers, and anyone who likes adventure journeys. It does not constitute any future investment guidance or a contract or commitment of any kind.

Despite our commitment to resolve the problems that might come in the way of the project, there are always issues and uncertainties beyond us. Therefore, it's crucial that any decision to join or support our project be made rationally and intentionally with a complete understanding of the ecosystem's risk.

SmArt otters society's primary goal is to decentralize the art promotion process and have a practical and transformative role in the art market. Anyone who joins the Society is up for a thrilling journey and will be a crucial part of a revolution in the art market.

As communication is vital, we have prepared different channels for contact. You can follow our Twitter account to be informed about the project updates. If you have further questions about the project or want to chat, we are also available in Discord. You can also reach us through email (info@OttersDAO.com) if you're in the mood for some more formal old-fashioned communication.

We believe in growing our community organically and with the incredible power of word of mouth. We prefer to avoid the traditional centralized marketing actions, which are very common at the time. So, it would be a great help if you could suggest us to anyone who might be into joining a thrilling journey.

Website: www.OttersDAO.com

Twitter: https://twitter.com/OttersDAO

Discord: https://discord.gg/wpcJDXa9tr

Email: info@OttersDAO.com