



THE ART W

Art On Blockchain



CONTENTS

Pg 5

01 EXECUTIVE SUMMARY

- 1.1 Summary
- 1.2 Business Overview

Pg 8

02 CURRENT SCNEARIOS AND CHALLENGES

- 2.1 Crypto Trading Trends
- 2.2 P2P Lending
- 2.3 Challenges

Pg 13

03 ARTW - A UNIQUE PROPOSITION

- 3.1 Token Filter
- 3.2 AI Algorithms Assessing Price Movements
- 3.3 Real Time Trade Data
- 3.4 Liqiuidity Control For Enhanced Returns
- 3.5 Universal Cold Wallet
- 3.6 Trading Material On Forex And Crypto

Pg 23

04 REVENUE MODEL

- 4.1 Exchange Fee
- 4.2 Maker Fee
- 4.3 Discount On Trading Fees
- 4.4 Listing Fee
- 4.5 P2P Lending

Pg 29

05 TOKEN DISTRIBUTION

Pg 32

06 ROADMAP

Pg 34

07 OUR TEAM

Pg 37

08 LEGAL AND FORWARD-LOOKING STATEMENTS

Pg 43

09 CONTACT

- 8.1 General Information
- 8.2 General Knowledge
- 8.3 Risks
- 8.4 Disclaimer
- 8.5 Representation And Warranties



EXECUTIVE SUMMARY

PROJECT CONCEPT

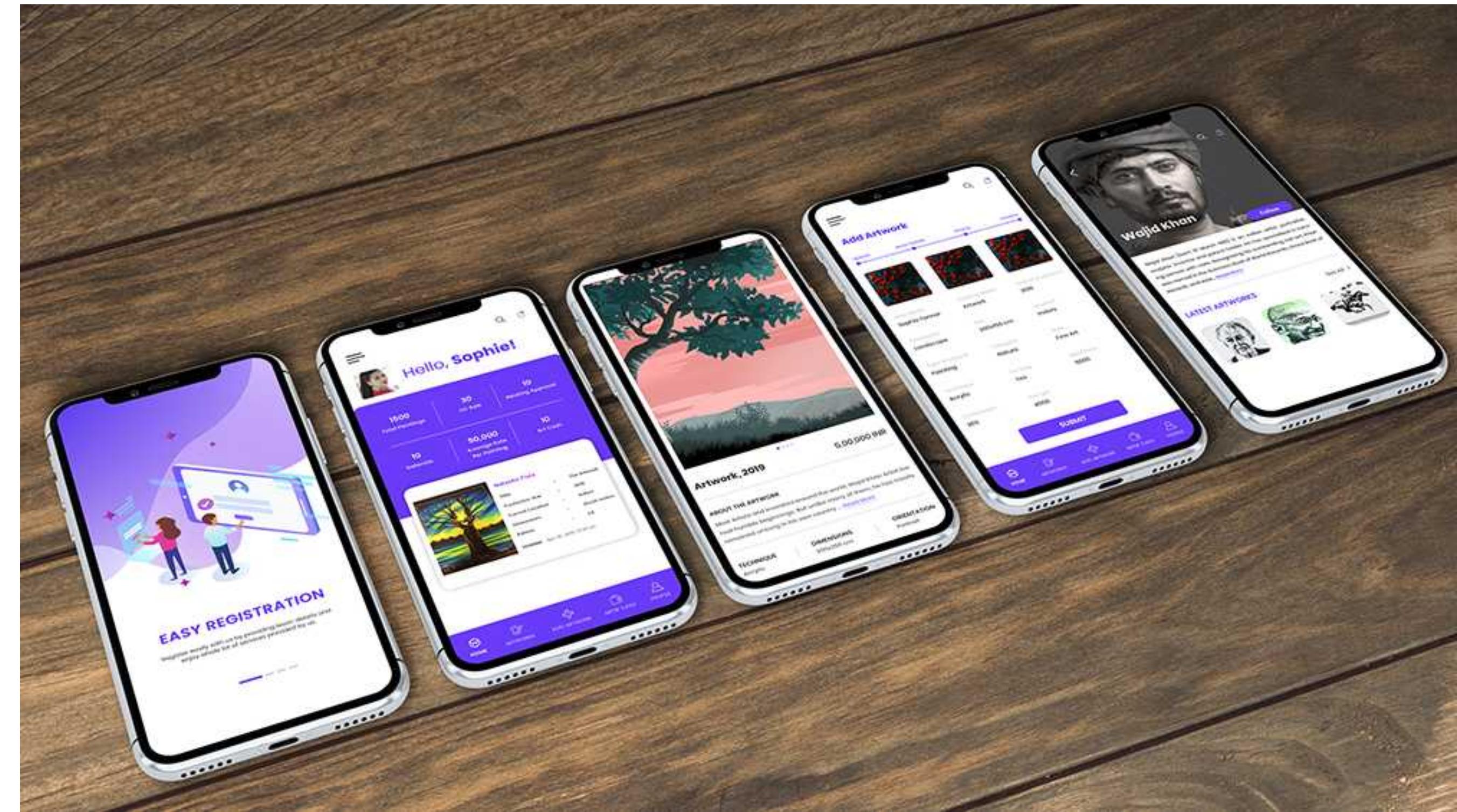
The ART World (TheArtW) aims to solve the biggest challenge in ART industry of identifying fake ART. Our ART verification platform is one of a kind blockchain based ART verification platform. The global visual arts industry is valued at **USD 1.74 trillion**, with Rs. 14.6 billion worth of paintings sold in 2017, according to a report by FICCI and KPMG. Moreover, online ART market is gathering pace, as USD 12.4 billion worth of paintings were sold online. NFTs or Non fungible tokens alone are expected to reach **USD 9.32 billion by 2024**, as compared to about USD 338 million in 2020. We believe that our project would be helpful for the Art ecosystem, as it will help Artists, Collectors and Users to easily verify, track, create, buy and sell any form of artwork in a simple, secured way.

PROBLEM STATEMENT

According to Fine Arts Examination Institute (FAEI), 50% of ART of the artworks it had examined were either forged or not attributed to the correct artist.

OUR SOLUTION

We aim to use the most secured blockchain technology to create tamper-proof certificates for ART that can be verified anytime, anywhere in the world. Such certificates would be pasted on back on paintings by the artist in an encrypted format and secured by a specially designed chip, which would be readable through our applications. Digital ART or NFTs would be secured by blockchain and anyone can check them on Etherscan, Bscscan or Tronexplorer.



BUSINESS OVERVIEW

Description

We aim to use the most secured blockchain technology to create tamper-proof certificates for ART that can be verified anytime, anywhere in the world. Our ART marketplace would provide a platform for Galleries & Artists to display their digital ART, NFTs and physical artworks and users to buy without having to worry about the authenticity of the artwork. All NFTs and digital art can be verified instantly on block-explorers. The physical artworks would be secured by implanting specially designed chip, which would be readable through our applications.

Website

Marketplace – www.theartw.com
Token Info – www.artwcoins.com

Formation Year

2021

Strategic Objectives

To create an ART ecosystem, making buying and selling of artworks easy and trustworthy by issuing tamper-proof certificates that can be verified anytime, anywhere in the world through blockchain technology, eradicating the fake artwork and at the same time promoting young upcoming Artists who need a platform to showcase their talents.

Key Services

- Artwork Exchange Platform
- Digital Artwork and NFTs
- Art as an Asset class
- Artist Profile Management
- Artwork Authenticity Certificate
- IoT Integration on Artwork
- Analytics on ART Industry

Legal Structure

Company incorporated in London, UK

Target Customers

- Global HNIs & Art Lovers
- Reputed Artists
- Corporations
- Art Galleries
- Collectors



Important Links

Website : <http://www.theartw.com/>

Artist App Design : <https://marvelapp.com/1159ia9e/screen/67897352>

User App Design : <https://marvelapp.com/4bh3j43/screen/66086841>

Detailed Decks : <https://drive.google.com/drive/folders/1ea8cdZaWX2Ath-qiznh3f3-4kLjUraps?usp=sharing>

Demo of IoT based Art Verification System : https://drive.google.com/file/d/1H5FnRZaONrw7Zo_BMDtpRIAGDzEMO3w1/view?usp=sharing

SUMMARY

TheARTW is a blockchain based Art verification and art trading platform. We are building an Art ecosystem which will enable all the stakeholders of the industry – Artists, collectors, art enthusiasts, art exhibitors & galleries and institutional buyers to buy/sell genuine, verified artwork from our trading platform.

We utilize most secured blockchain technology for certification and define authenticity of any artwork, anytime, anywhere in the world. Our platform enables Galleries/Artists to upload their artworks (both digital and non-digital) and art lovers to visit and explore any artists' artwork digitally, through Virtual and Augmented Reality techniques. Moreover, ART galleries can conduct e-auctions and display featured paintings on our platform. Users can invest in artwork without worrying about the authenticity of the artwork and get the NFTs instantly in their wallets.

To simplify things further, we will be launching a native token called ARTW, an BEP20 standard based token, which will be legally tradable on existing crypto exchanges, partnering Art Galleries and Artists. ARTW can be considered a utility token within its community, since it also acts as a means of exchange in the art marketplace.

Revenues for token holders consist of:

- **ART Verification Services**
- **Commission from marketplace**
- **Online Exhibitions & Auctions**





ART INDUSTRY OPPORTUNITIES



GLOBAL ART & COLLECTIBLE WEALTH 2021

1.

Industry size of est. **US\$ 50.4 billion** in 2020 (v/s US\$67.2 billion in 2019, due to COVID-19)

2.

Key Markets
US : 42% Asia : 20%
Europe : 20% Others : 18%

3.

Projected to grow at a CAGR of **11.2%** at **84.9 billion** by 2025

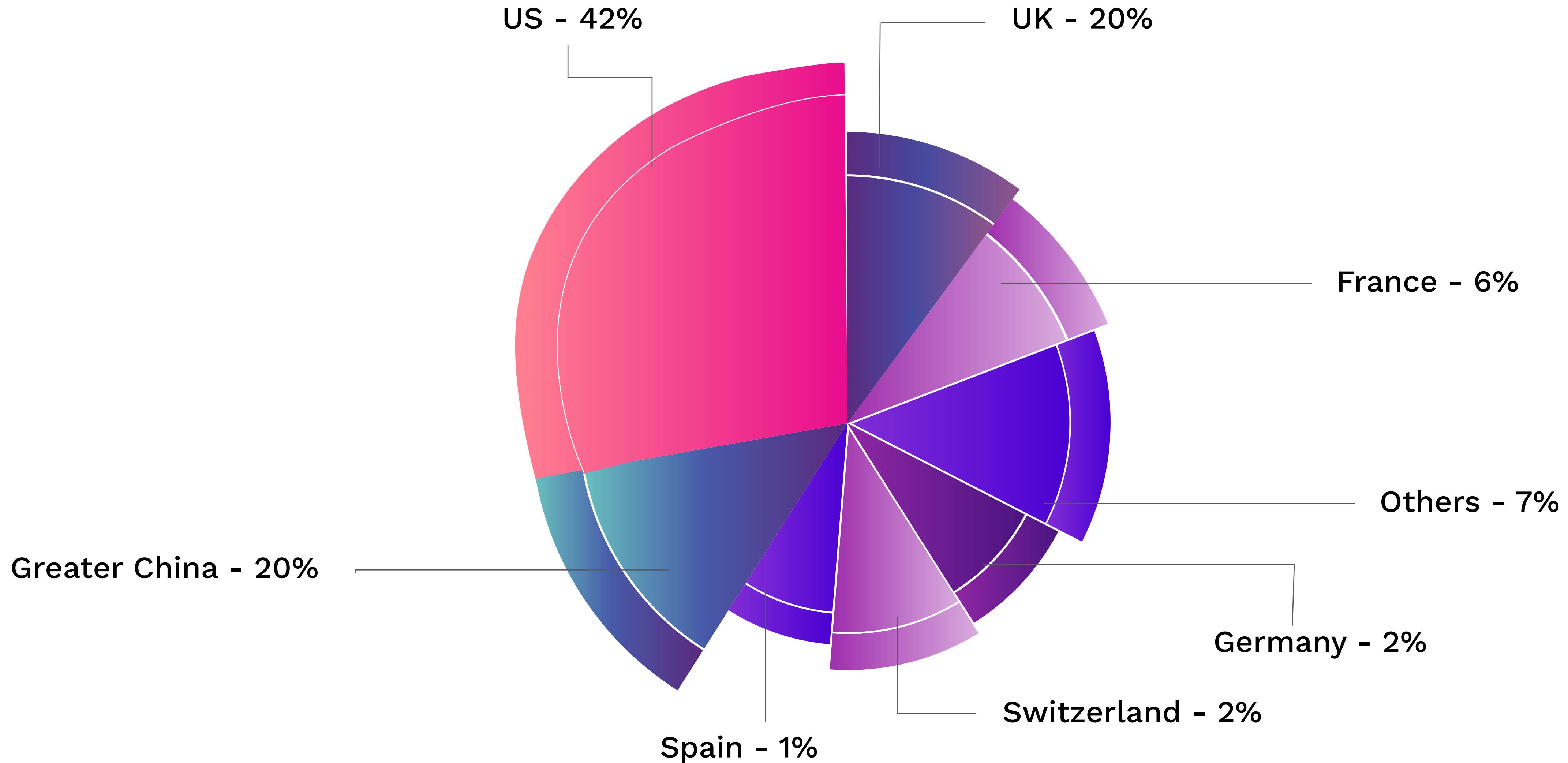
SALES IN GLOBAL MARKET



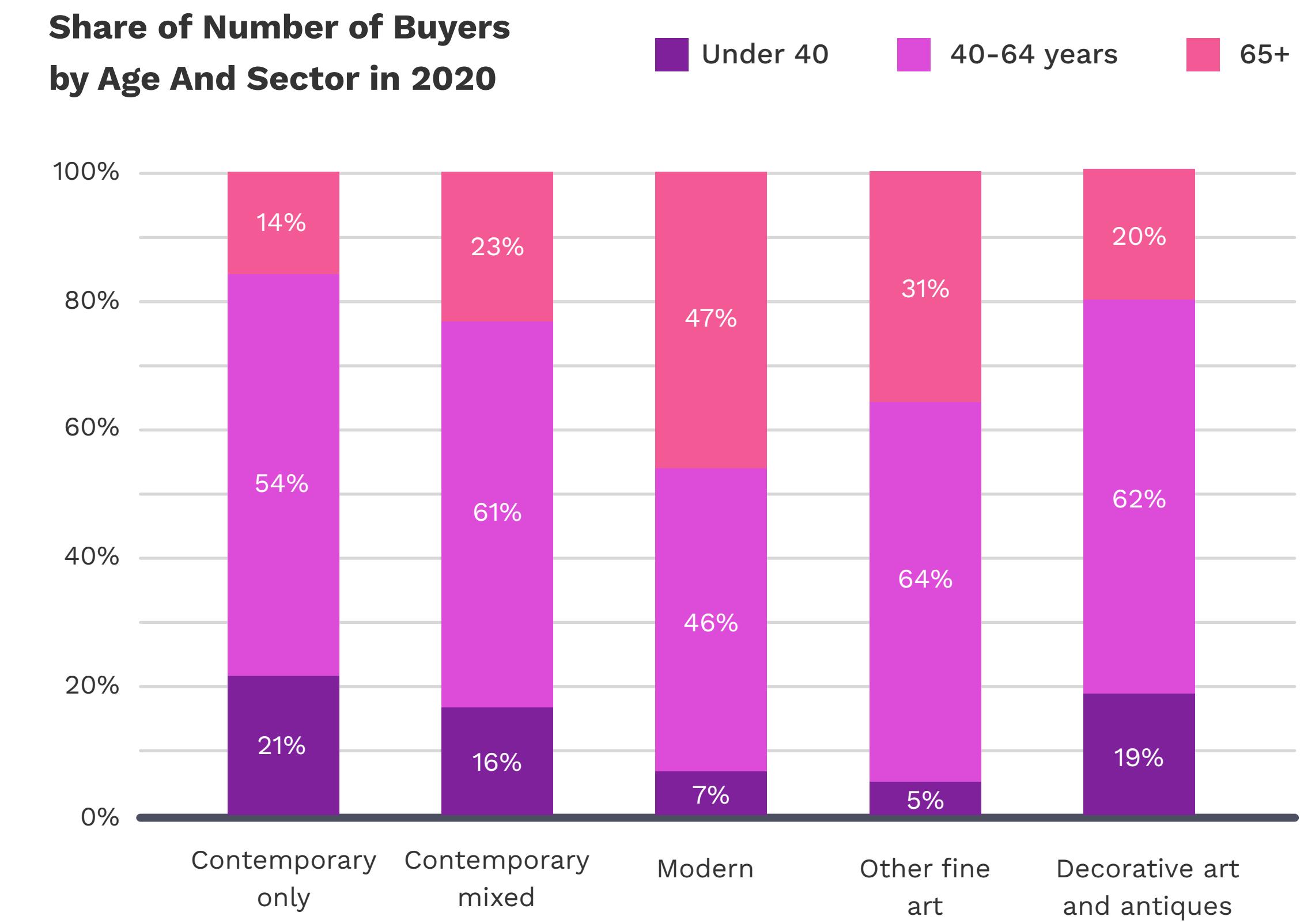
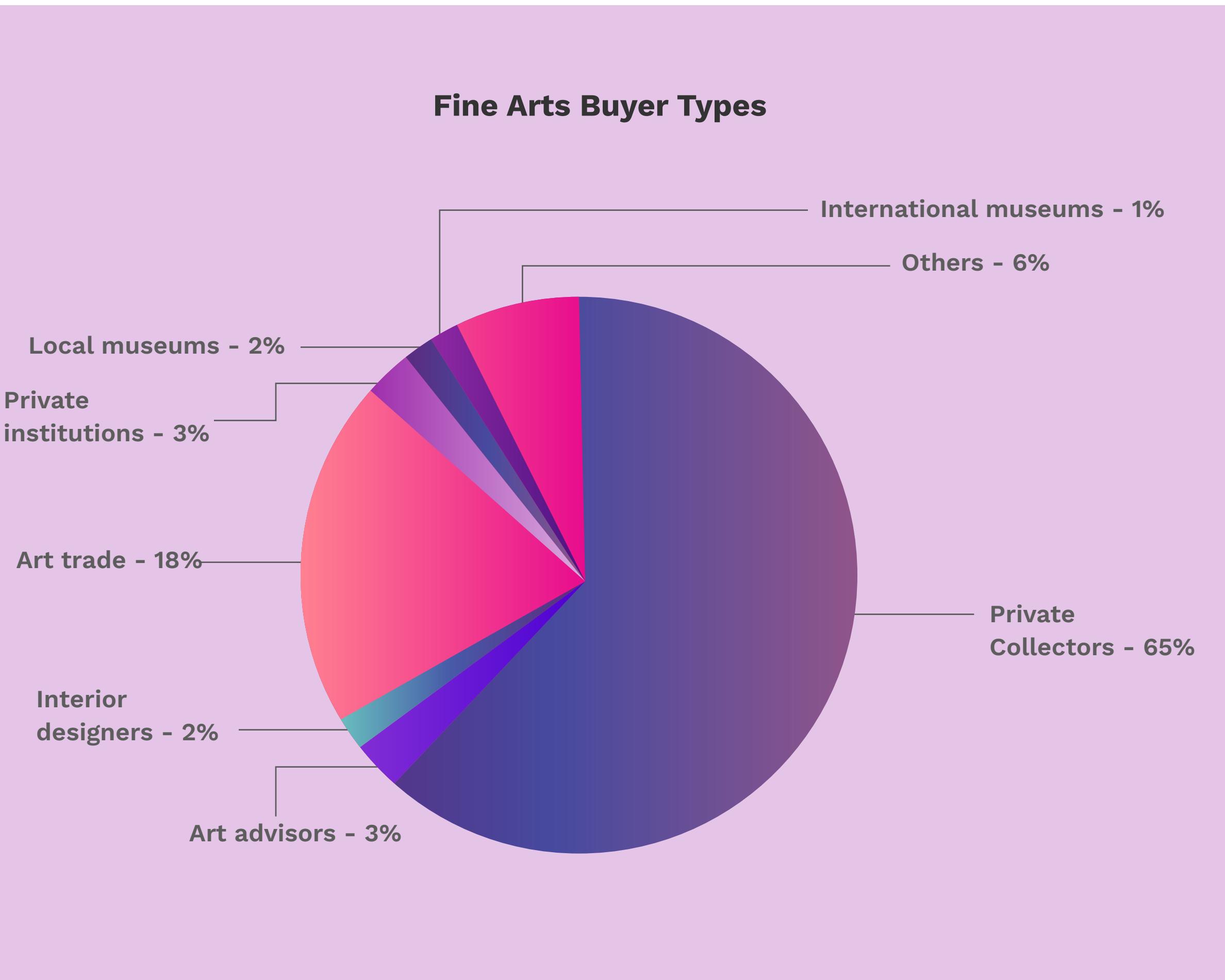
FINE ARTS

MARKETSHARE BY COUNTRY

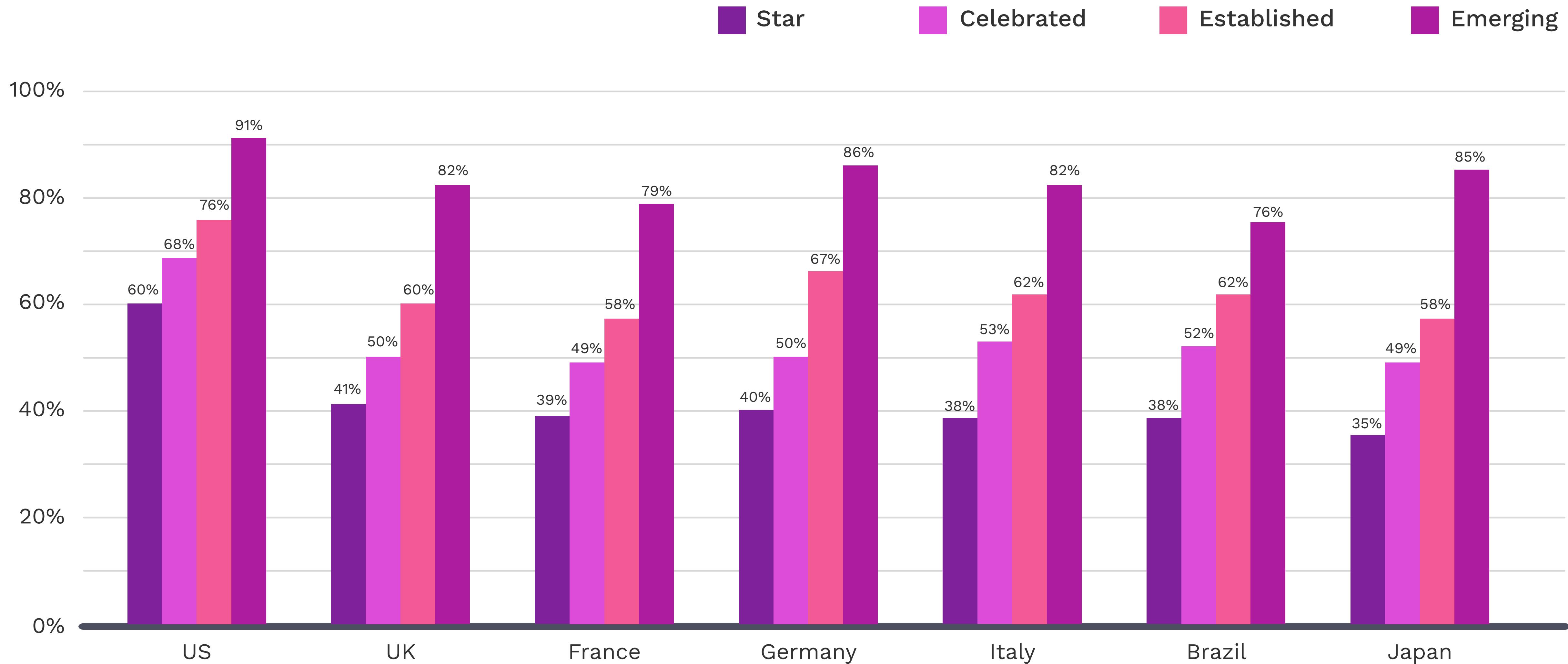
10



BUYER TYPE AND SECTOR

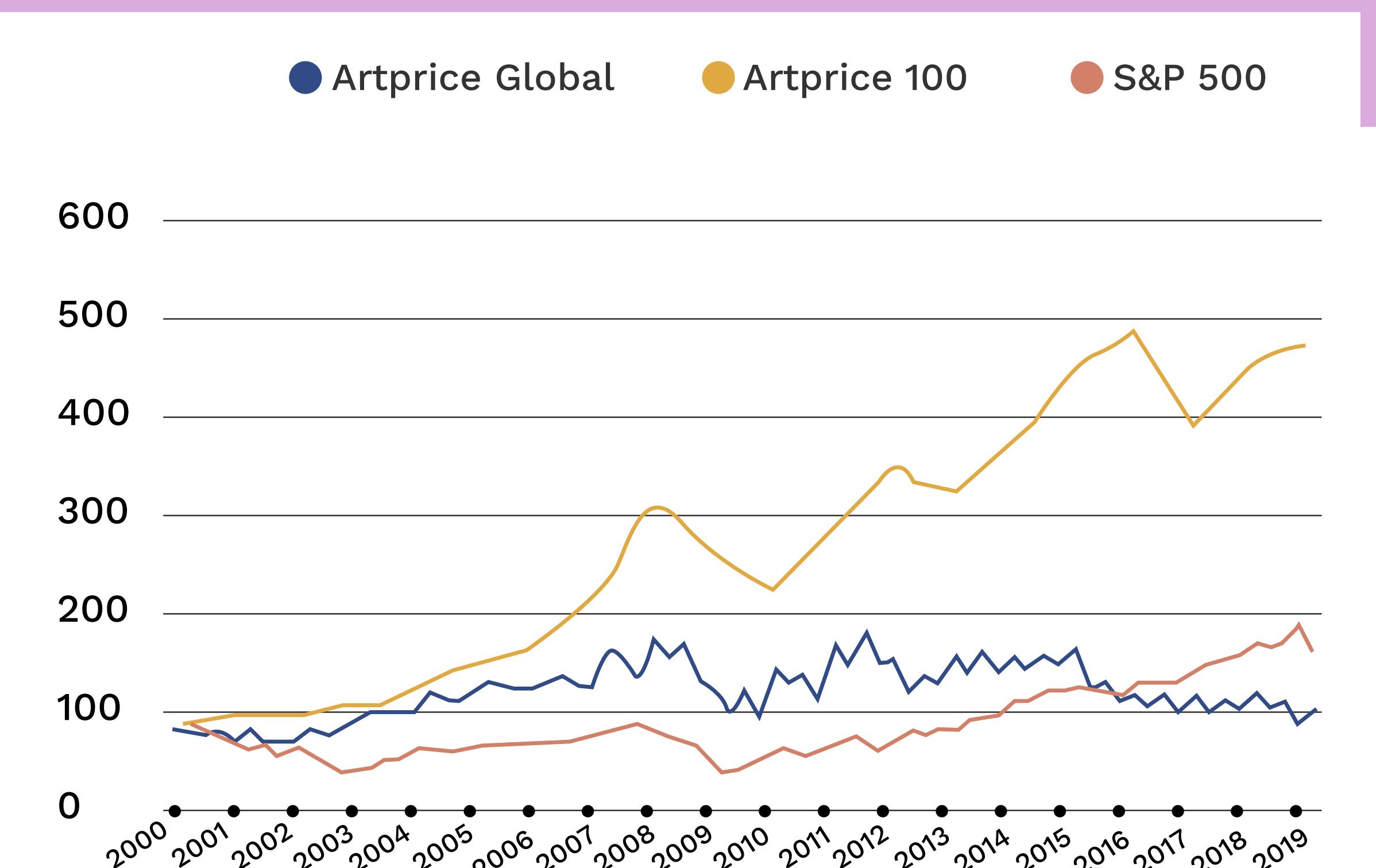


ARTIST TYPE IN KEY MARKETS



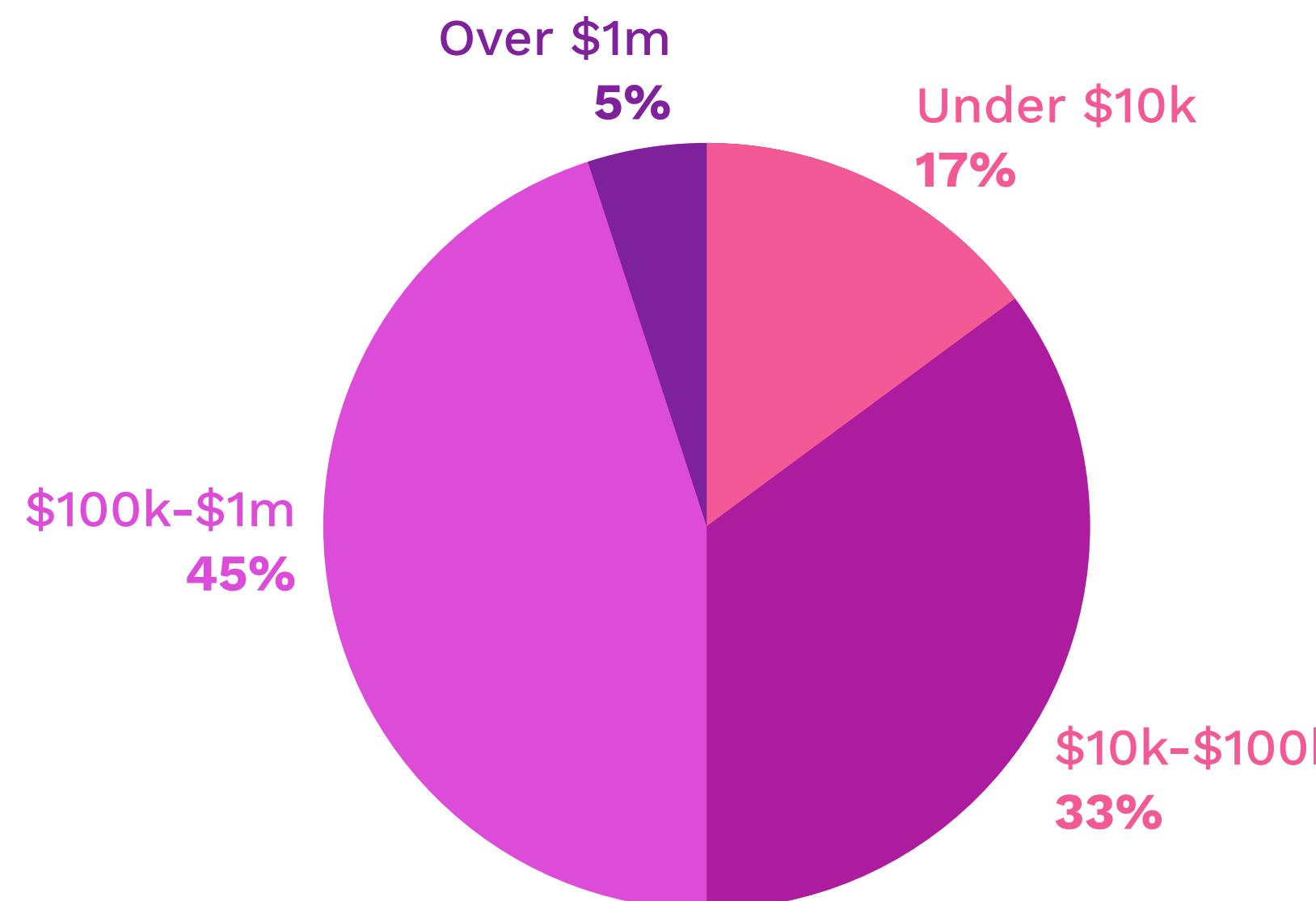
INVESTMENT IN ART

Blue chip artwork has **outperformed** the S&P 500 by almost 250% since 2000.



USA MARKET DETAILS

Distribution of Wealth (% Adults)

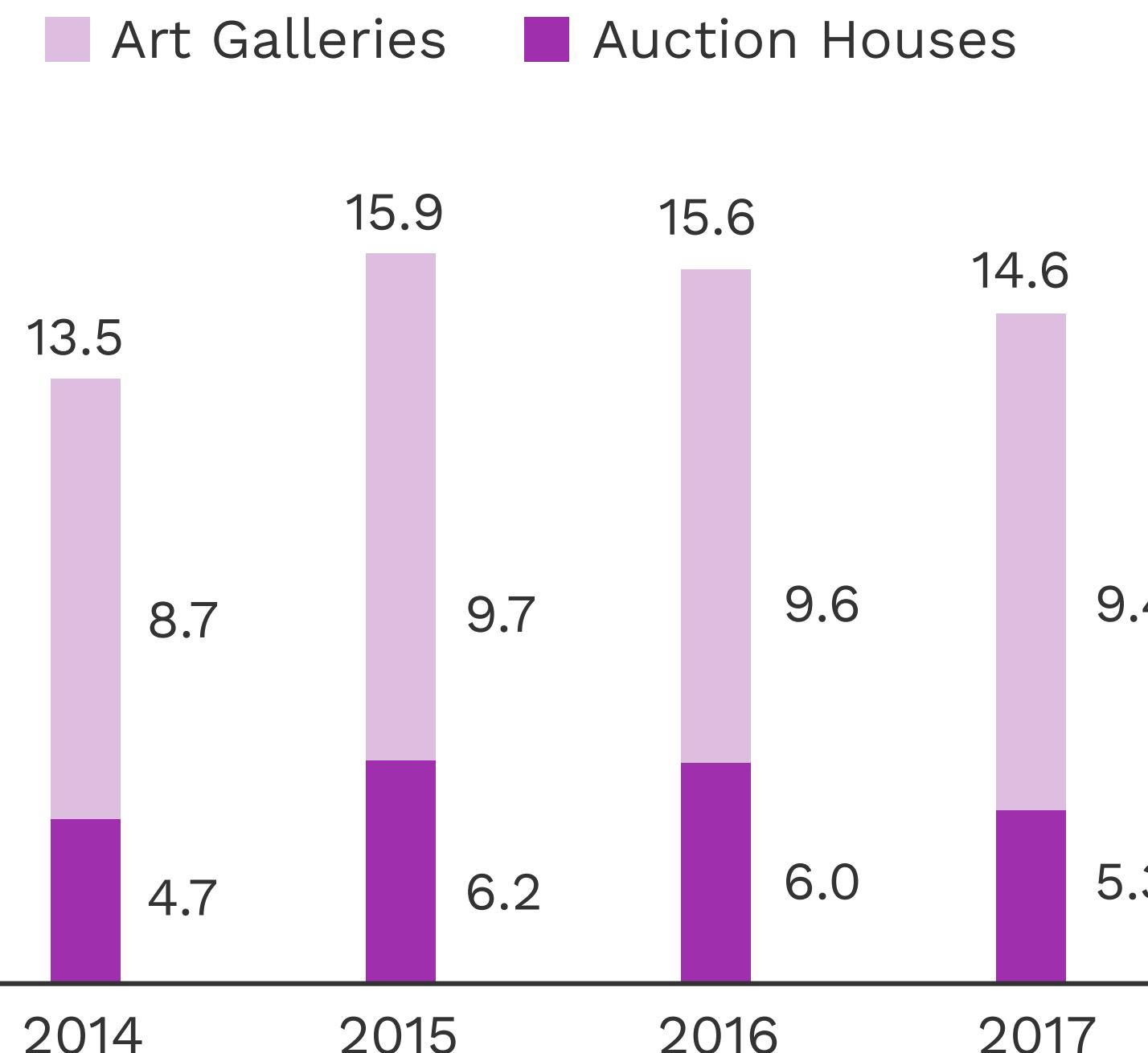


- **Number of Millionaires (2020) :** 20,275 (up +8.9%, V/s 18,614)
- **Number of Billionaires (2020) :** 650 (up +7.1%, V/s 607)
- **Wealth of Billionaires (2020) :** \$3,969 billion (up +27.6%, V/s 3,111)
- **Share of global billionaires (2020) :** 28%
- **Share of global UHNWIs (wealth over \$50m) :** 51%

INDIAN MARKET - OPPORTUNITY

As per the report published by KPMG-FICCI in Feb 2018

Indian Visual Arts Market (in INR Billion)



- Contribution to **global art industry** in 2016 = **0.5%**
- Est size of **Indian Visual Market** 2019 = **INR 16 trillion**
- Est **art galleries 1500+**, contributing **64%** of business
- **Auction houses = 6**, contributing **36%** of business

POTENTIAL FOR GROWTH:

Wealth spent on arts & collectibles

Global Average = **8%**

Indian Average = **0.02%**

Substantial Headroom for growth

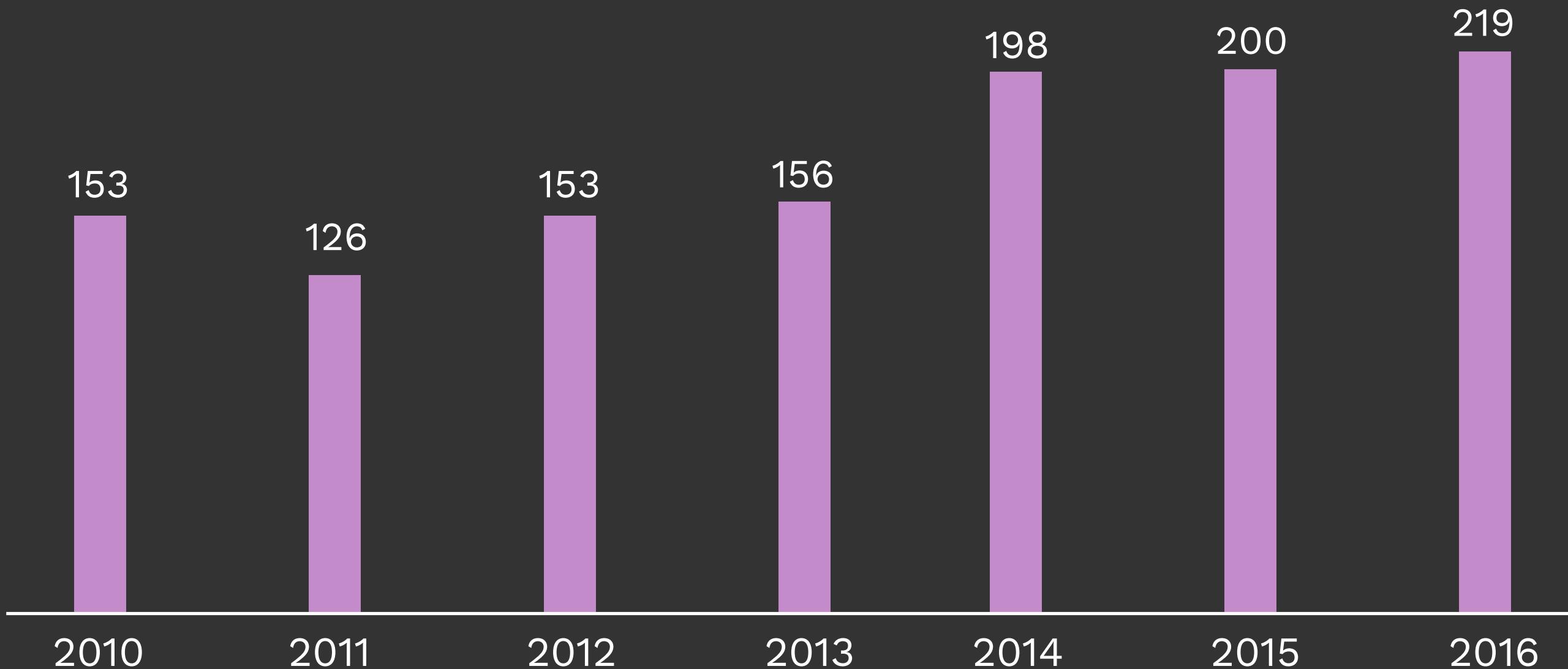
Assets of HNI in India expected to reach **USD 2.3 trillion** by 2021, which is the key for exponential growth

Total est. size of Indian Visual Market in 2019 = INR 1600 Crores

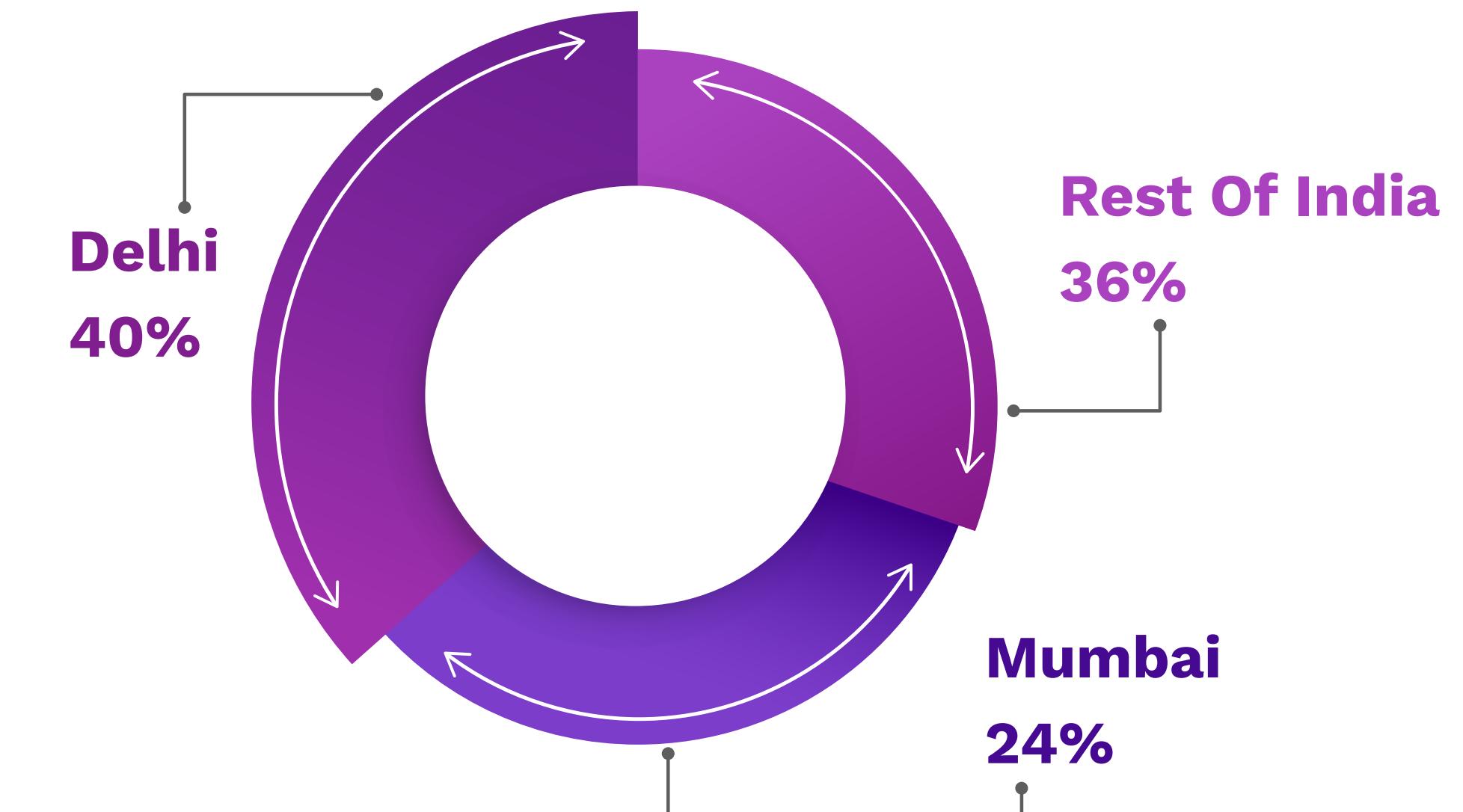
CUSTOMER PROFILING

Target customers = HNIs (Having investible assets of > **USD 1 million**). India possessed fourth-largest HNIs country in APAC, growing at an average of **9.5%**, with **219,000** individuals with a collective wealth of **USD 877 billion**

India's HNWI population, 2010-16 ('000s)



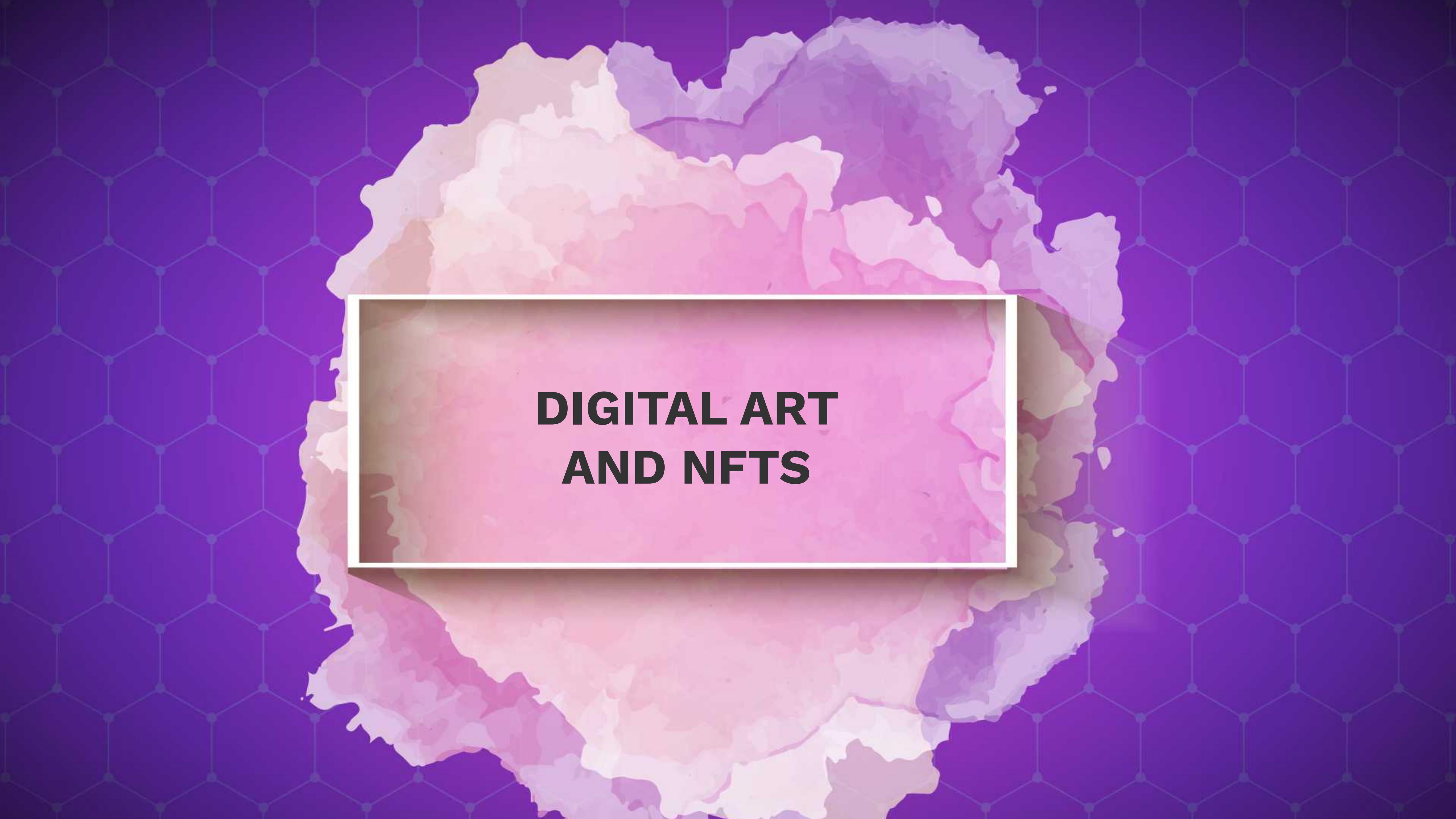
Increasing number of art galleries



“

The artist is not hesitant to share anywhere between 10-50% of the sales proceeds to the art gallery.

- Aparajita Jain,
Director Nature Morte



DIGITAL ART AND NFTS

DIGITAL ART AND NFTS

Digital ART is interesting space and gaining a lot of traction recently due to advent of NFTs. Digital art can be computer generated, scanned or drawn using a tablet and a mouse. Although they are in existence from 1990s, the main issue was how one can prove the authenticity and ownership just like the physical art.

Thanks to the Blockchain technology, it is possible to authenticate ownership of a digital file by using Non-Fungible Tokens (NFTs), which are unique digital assets that cannot be reproduced, not mutually interchangeable, but it will always remain unique piece of art, original file can be identified as only one true owner exists, which can be verified by anyone, anywhere, anytime. Such NFTs can represent any type of digital format such as GIF, JPEG, and MP3, Videos, Domains, Memes etc.



DID YOU KNOW?

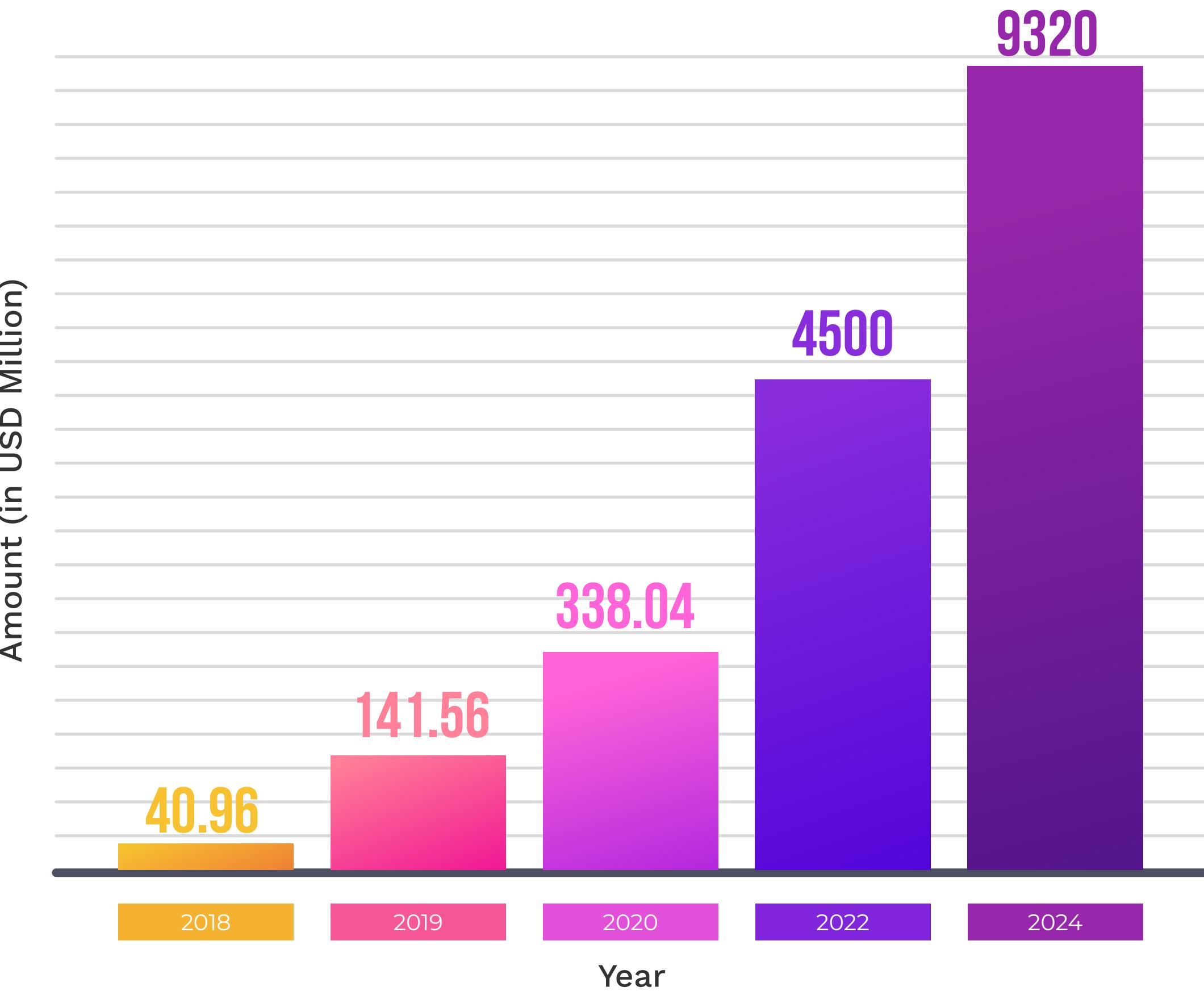
INTERESTING FACT

Total sales involving NFT in ART segment = 12.9 mill

Digital ART Market Worldwide in 2020 – USD 12.4 Billion

Total number of transactions = 64,485

THE MARKET CAP FOR GLOBAL TRANSACTIONS OF NFTS





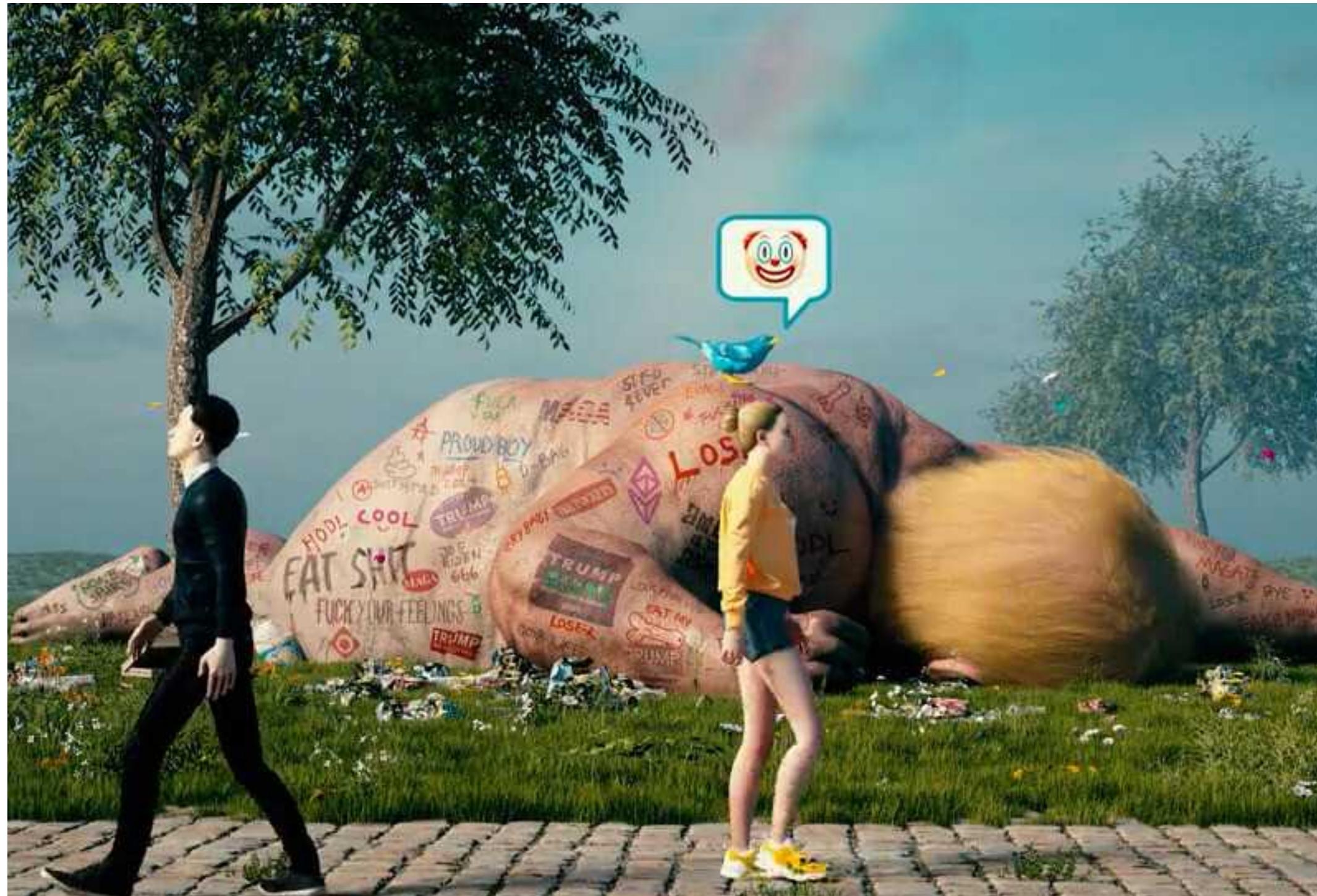
1. EVERYDAYS: THE FIRST 5,000 DAYS

Even before last year, the artist known as Beeple was not that much popular as you would seem. However, in 2021, he sold one of the most expensive NFT artwork on the market. The artwork is named “Everydays: the First 5000 Days by an artist named Beeple was auctioned off for about \$69 million.” The more interesting part is that this auction took place at an auction house called Christie’s.

2. ALL FOUR CRYPTOPUNKS

All four Cryptopunk images combined worth of approx 18 million. CryptoPunks is a new kind of creation of the NFT world. Actually, these are the very first NFTs created on the market, and after the boom of NFTs, now many of them are selling at millions! And that's why CryptoPunk #3100 is also on our list, as it's the second most expensive NFT ever sold.





3. CROSSROADS

Crossroads – \$6.6 Million. Crossroads is another most expensive NFTs on our list. This is another artwork from Beeple, and this sale happened just days before the massive sale of Everydays. More so, the artist sold this piece in Nifty Gateway. Also, this is not a compilation like Everydays, but it's a single piece of artwork. Therefore, the evaluation of this piece makes it even more expensive.

4. THE FIRST TWEET

The very first tweet. In reality, the CEO and founder Jack Dorsey tweeted the very first tweet after setting up Twitter back in 2006. The tweet read, “just setting up my twttr.” And later on, he sold this tweet as an NFT for a hefty amount of money – \$2.9 million! Well, judging by the massive popularity of the social media platform Twitter, it's not a shocker that the very first tweet will get this much attention. This is definitely a new form of asset tokenization.

just setting up my twttr

2:50 AM · Mar 22, 2006

165.6K 9.2K Copy link to Tweet



5. OFFICIAL NBA

A LeBron James highlight sold for \$200,000. A Zion Williamson edition went for a little less than that. The National Basketball Association has officially aligned itself for the future of the trading card marketplace, and currently, this game is sold out.

6. DISASTER GIRL MEME

The trend of outrageous NFT auction sales continues with the sale of the "Disaster Girl" NFT, which went for over \$500,000 in an auction hosted by Foundation.

Even if you're unaware of Disaster Girl's title, you've probably seen the image if you've been on the internet longer than 10 minutes. The photo features Zoë Roth, the then-four-year-old who looked deviously at her father's camera in front of a burning house.





CURRENT PROBLEMS

HOW DO YOU VERIFY A

PAINTING?

50% of artworks it had examined were either forged or not attributed to the correct artist.

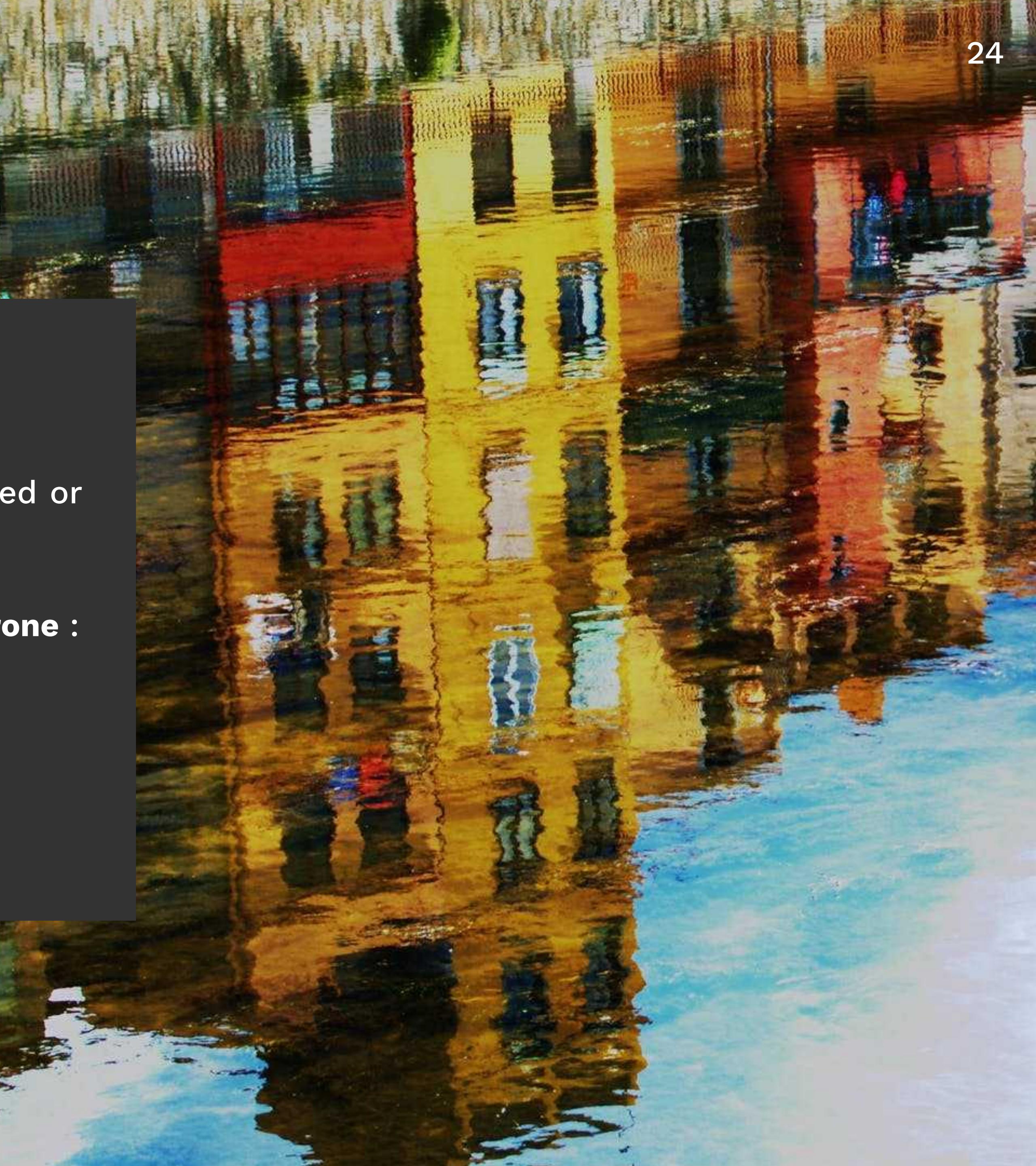
Following methods of verifying a painting are **error prone** :



Authenticity
of painting by
signature.

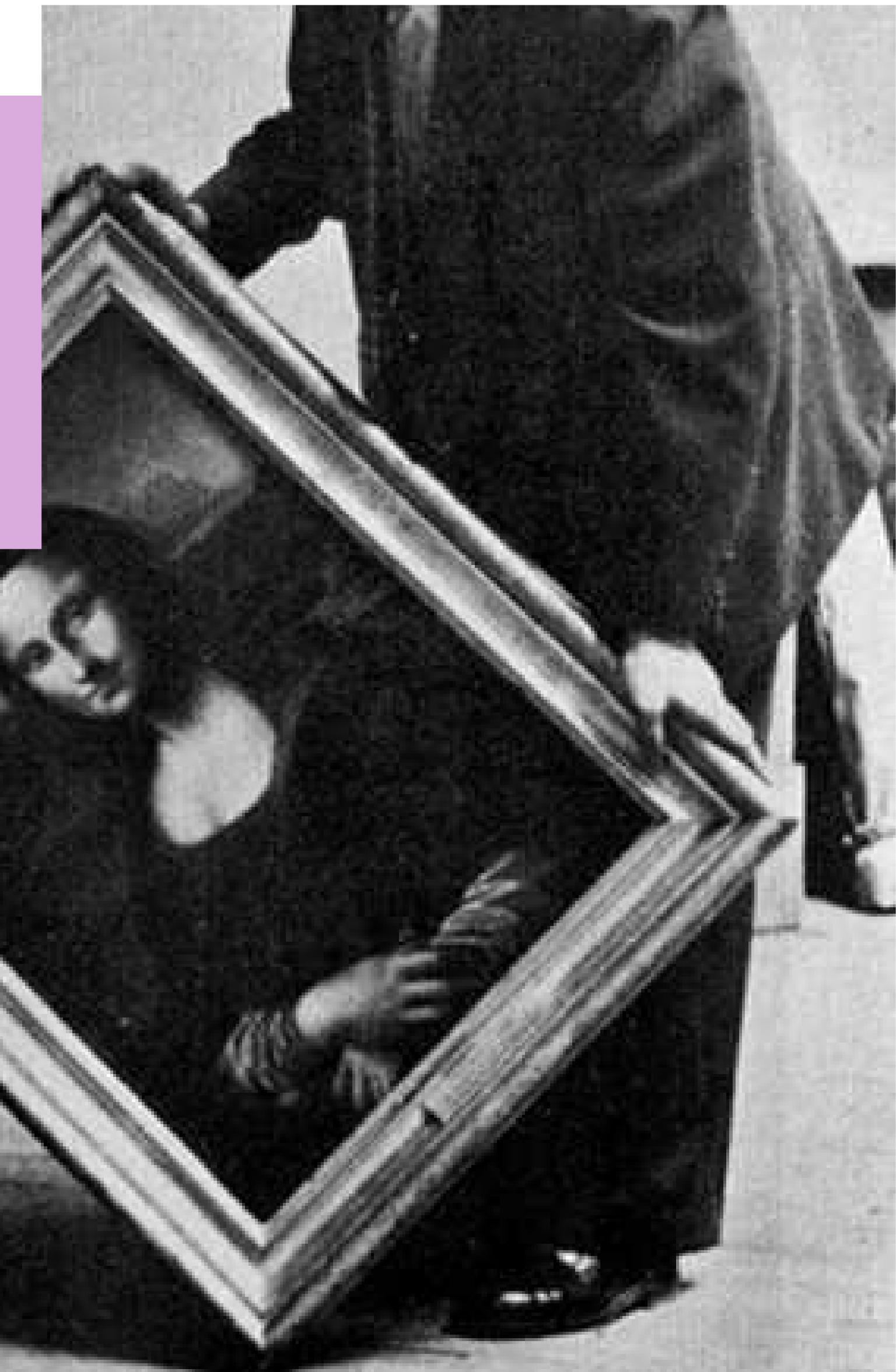


By directly
contacting the
artist



VALUATION OF ARTWORK

Artwork can easily be duplicated. As a result, its value drops and the prospect of a market disappears. An estimated **INR 0.8-1 billion** worth of forged art is traded in India every year and works by modern artists such as M. F. Husain, S. H. Raza and F. N. Souza.



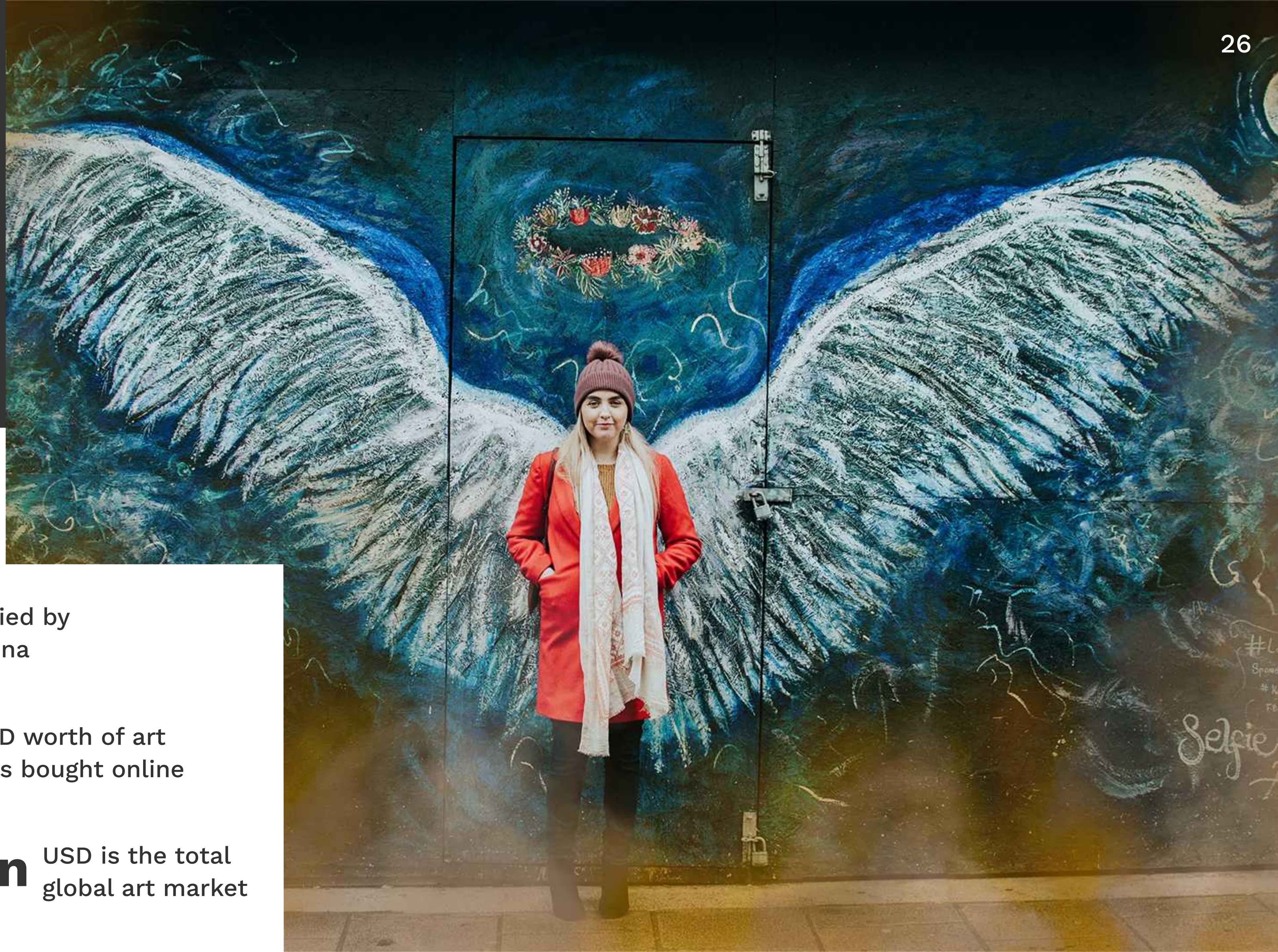
WHY IS VERIFICATION IMPORTANT?

50% Artwork might
be forged or fake

84% Market was carried by
USA, UK and China

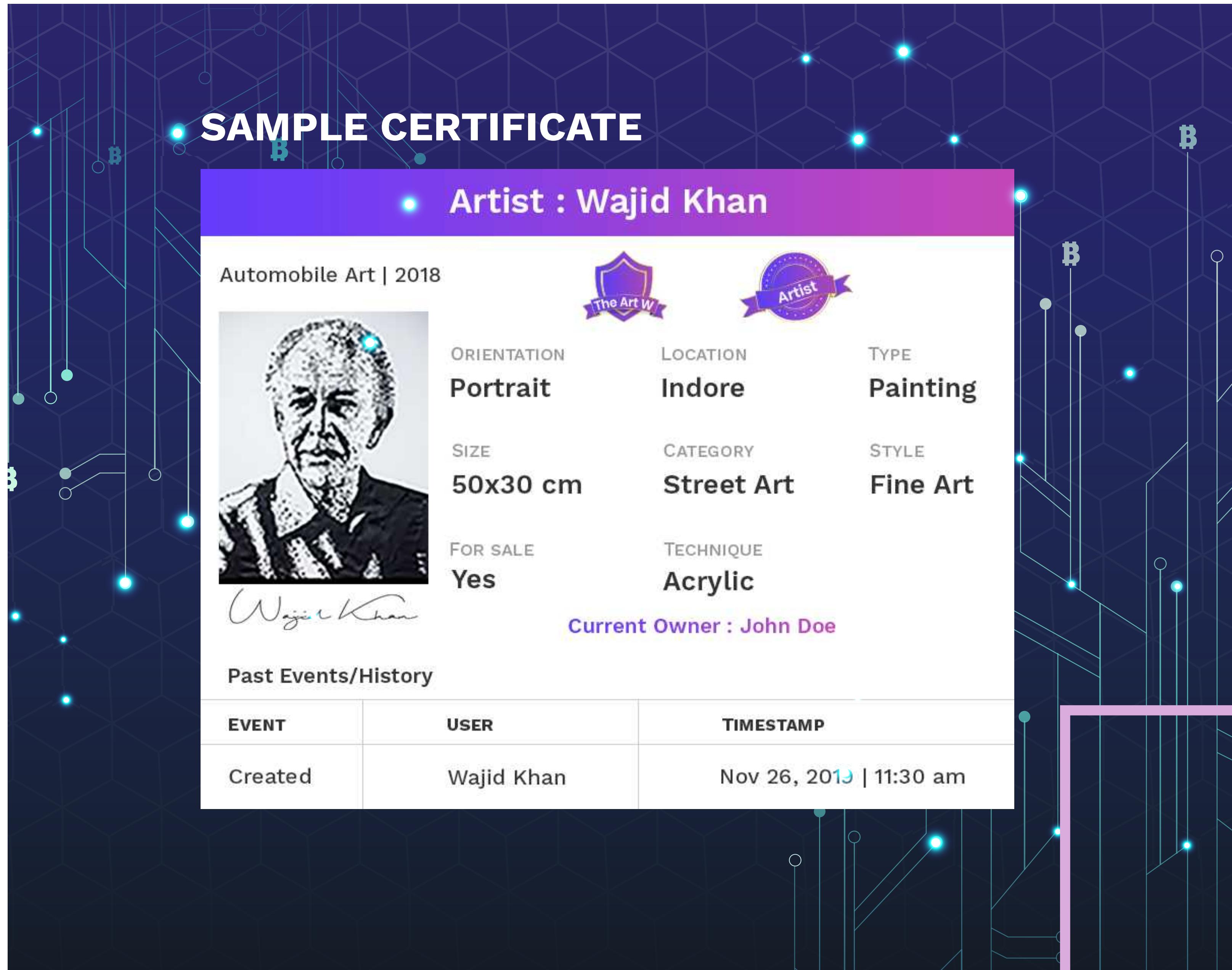
6 Billion USD worth of art
was bought online

67 Billion USD is the total
global art market





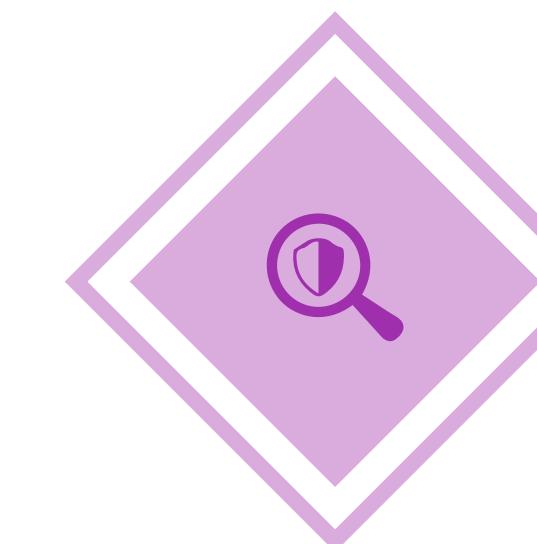
OUR SOLUTION & UNDERLYING TECHNOLOGY



OUR PROPOSED SOLUTION

Tamper-proof Certificates For Art And Collectibles, Secured By **Blockchain** Technology.

WHY BLOCKCHAIN?



Fraud Prevention

Time stamp and Originality hash ensures that the fraudulent degrees are identified and eradicated from the nation.



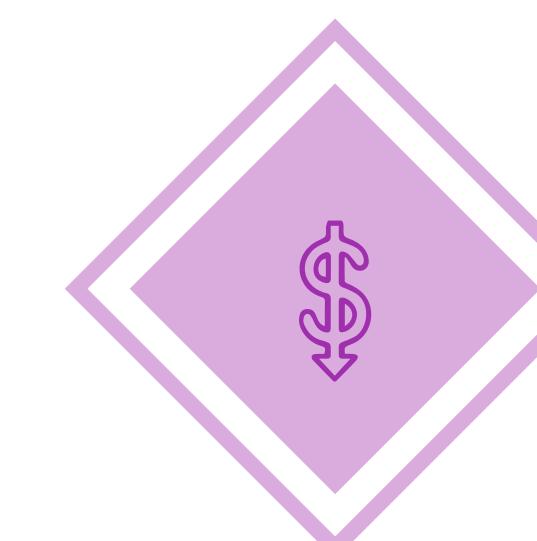
Highest Data Security

Data kept on blockchain is practically un-hackable and most reliable.



Data Encryption

Since the data is saved in encrypted format, only right personnel would be able to check the details of degrees.



Easy & Low Cost Adoption

Blockchain based hashing allows us to make the process simple, yet robust and 100% reliable. It will also reduce the operational costs.

USP OF OUR **SOLUTION**



100% Reliable

We aim to source data right from the origination point.



Revenue Sharing

Artists receives a share of revenue earned.



Secured

Blockchain technology makes system unhackable.



Real Time Results

Artwork verification anywhere, anytime, instantly.



**COMPETITIVE
LANDSCAPE**

COMPETITIVE LANDSCAPE

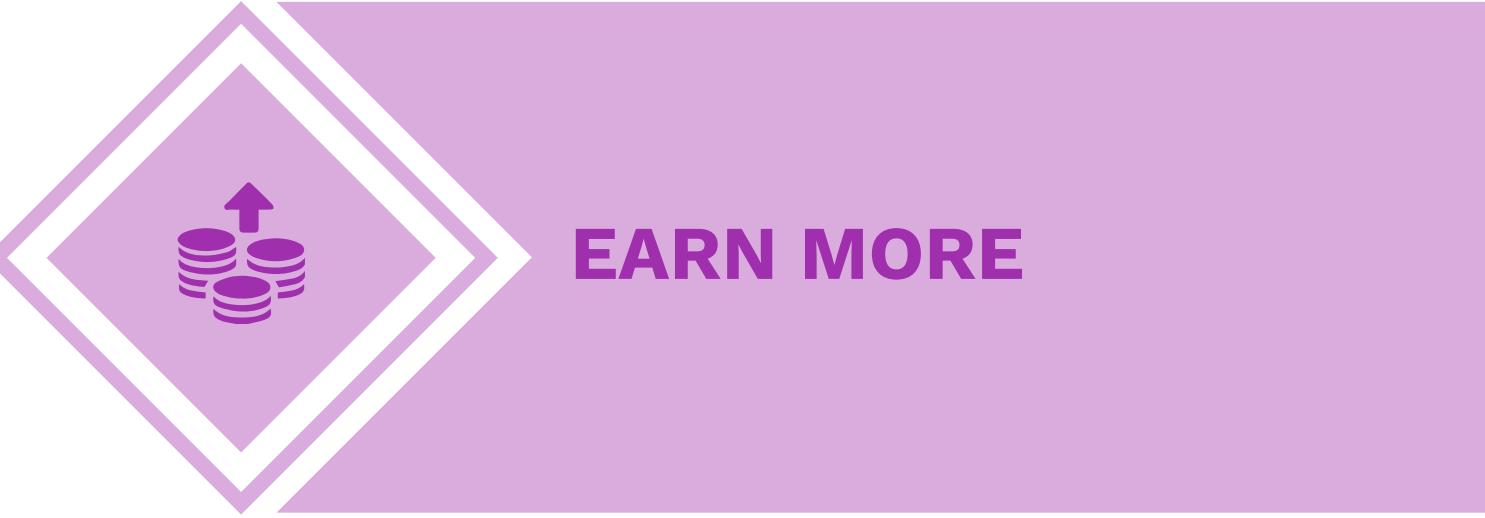
**WE WILL BE THE FIRST INDIAN COMPANY TO PUT
ART ON THE BLOCKCHAIN**

International Competitors

Company	Location	Type	Status	Funding Partners	Amount Invested
Artory, 2016	New York, USA	Private	Funded	Hassor Plattner Ventures, Spotify, David Williams	7.3 USD Millions
Verisart, 2016	California, USA	Private	Funded	Galaxy Digital EOS VC Fund, Sinai Ventures, Rhodium	2.5 USD Millions
MakersPlace, 2017	New York, USA	ICO-tokens	Funded	Uncork Capital, Abstract Ventures, Draper Dragon Fund	2.0 USD Millions
Blockchain Art Collective, 2018	USA	Private	Not Funded		
A dappCity, 2018	Caligri, Canada	Private	Not Funded		

BENEFITS TO ARTISTS



-  ENHANCED REPUTATION
-  PRIVACY
-  TAGGING
-  ACCESS
-  EARN MORE

BENEFITS TO EXHIBITORS



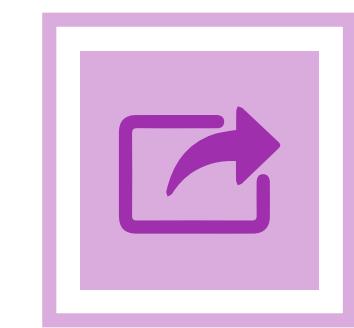
Ownership



**Additional Stream
Of Revenues**



Provenance (Origin)



**Share An
Artwork/piece**



Fraud Prevention

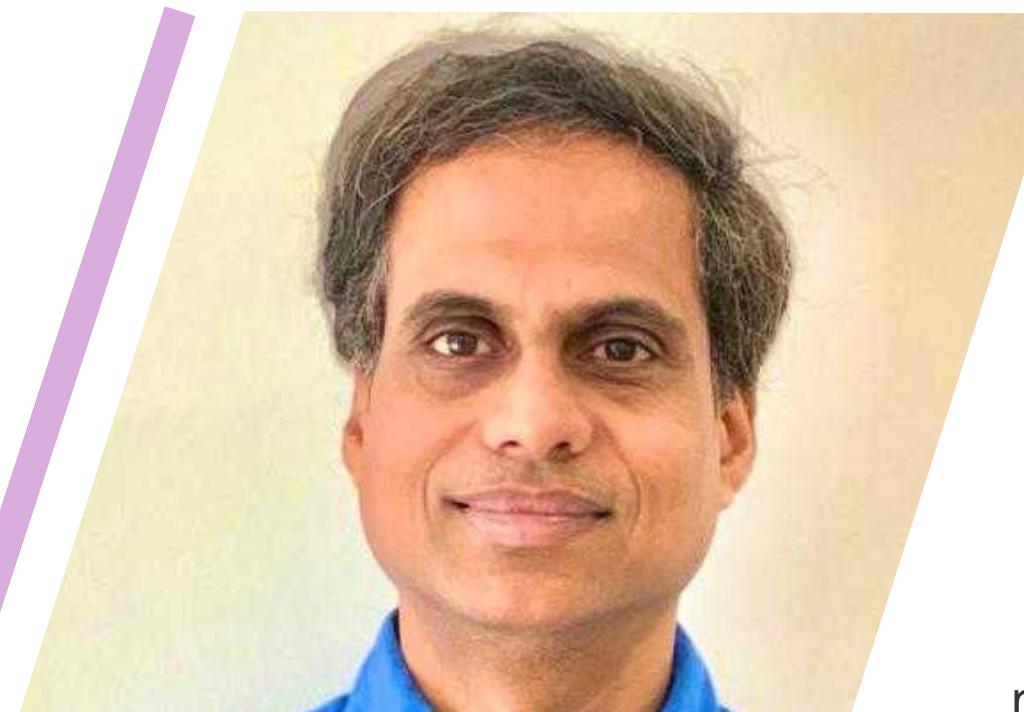


Royalty Payments



MANAGEMENT TEAM

OUR TEAM



Adarsh Panda

Over the years having started as a technologist, I have made transition onto data & analytics consulting and management roles. This involves using conventional and unconventional data to solve critical business problems for investment management, capital market, financial services firms. I am passionate about emerging technologies and orchestrating them to deliver change programs in support of target operating model.



Puneet Mehta

Consulting leader with over 15 years of applied business consulting experience enabling business growth, cost optimization and innovative start-up activities. He has held key in house strategy and digital transformation positions. He holds MBA from University of Chicago Booth Business School.

Nishant

He is currently leading global RBWM digital product suite. Business Analysis & General management: Business analysis, business planning, strategy implementation, project management, process management, people management and offshore/onshore model. Online/ecommerce channel/product development and programme management.

OUR TEAM



VINOD DHAKAD

Vinod has a rich experience in designing and implementing data architecture, product development and management. He has great expertise in integrations, production support for businesses with critical financial data and complex table integrations. He has actively contributed in development of digital wallets on Blockchain.



ALOK AGRAWAL

Assocham speaker on blockchain. Covered by entrepreneur magazine as **top** founders without the need of VC funding. Top blockchain industry veteran by **Bytemedia Group. Insightsuccess magazine** as cofounder and director of top blockchain companies. Successful business personalities by **Global Herald Tv And Magazine Group**



ARVIND SONI

Two Time Guinness World Record Holder. Renowned artist having entrepreneurship experience of over **10 years**.

OUR TEAM



Mohit Sood

He is a specialist in finance field, having secured his MBA degree from Birmingham City University (England).



Romil Jain

A certified Global CMBS Analyst from S&P, he is renowned for his dynamic interests and taking up challenging assignments.



Heena Chawla

Heena is an expert in blockchain and cloud technologies. She is brilliant at new product development and implementation

OUR TEAM



Surabhi Vinchurkar
Sr. Software Developer



Lokesh Maheshwari
Software Developer



Yash Kabra
Sr. QA Engineer



Aakash Tejwal
Sr. Software Developer



Riya Chouhan
Sr. Android Developer



Yatnesh Nigam
Jr. Android Developer



Ayushi Barjatya
Sr. iOS Developer



Poonam Patel
Software Developer



Natasha Vishwani
Sr. Graphic Designer



Soniya Patidar
Sr. Web Designer



ADVISORY & PARTNERS

OUR PARTNERS



Enterprise Resource Planning Magazine heralded as one of the **Top Customized Solution Development companies on Blockchain**

Thinkmobiles ranked Quest Global Technologies as **#4 Blockchain companies**

ThinkMobiles



Goodfirms.co listed Quest Global Technologies as **#7 Best Blockchain companies**

OUR PARTNERS



Appfutura acclaimed Quest Global Technologies as one of **the best mobile application development companies**



Business Asia Pacific has accredited Quest Global Technologies as **Blockchain Impeccables 2019**.

Global Herald TV and Newspaper appraised us as one of the **Best Blockchain Companies**.

OUR ADVISORS



Artist Wajid Khan

Wajid Khan is an Indian artist, portraitist, sculptor, inventor and patent holder. He has specialized in carving canvas with nails. Recognizing his outstanding nail art, Khan was named in the Guinness Book of World Records, Limca Book of Records, and Asia Book of Records.

One of his artworks is part of Rashtrapati Bhavan, the official home of the President of India.

He holds many records which includes –

- Guinness Book of World Records
- Limca Book of Records
- 37 World Record Holder
- 8 Patent Holder

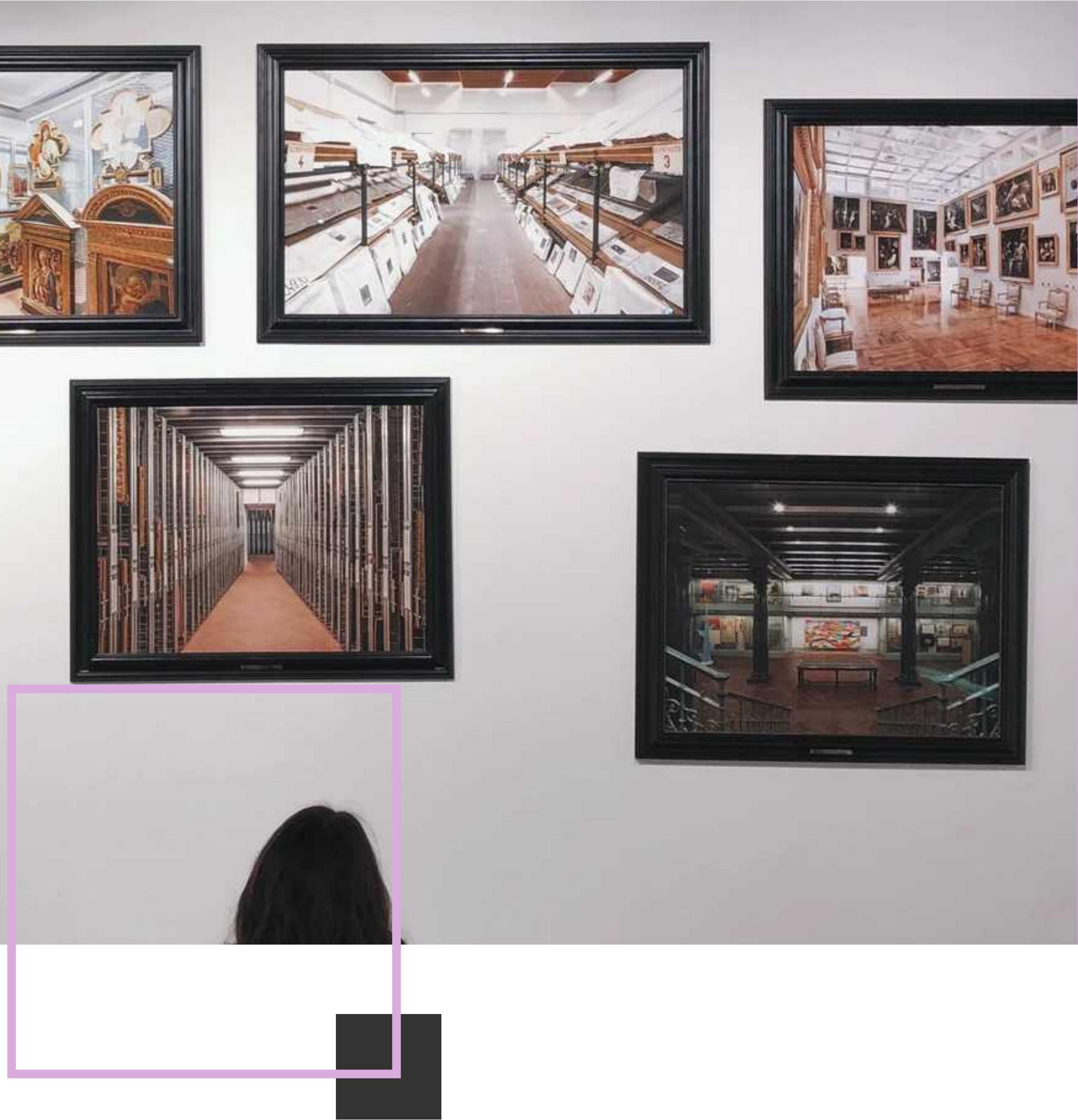


Dilesh Gathani

A result oriented senior professional managing leadership role with 23 years of experience in Profit Centric Business Operations, Sales Planning & Marketing, P&L management, Business Development, Business Unit Turnarounds, Project Management, Key Account Management, Techno-Commercial Operations, International Sales, Continuous Process Management & Enhancement, Capital Budgeting and ROI, Global Procurement in multi-national company like DMCC, Dresser-Rand, VOLTAS (A TATA ENTERPRISE), HASTIE (Australian MEP listed company), AL NABOOGAH MEP LLC (Dubai based reputed Infra Giant) and Passavant Energy & Environment GmbH (India head).



TOKENOMICS



BUSINESS MODEL OVERVIEW

We have created a unique ART industry Ecosystem on blockchain, where all stakeholders like Collectors, Enthusiasts, Artists, Galleries, Auction houses and Art Owners can register and start using our platform for their own benefits.

Our platform opens a gamut of possibilities and deals very effectively with the biggest problems of the industry – verifying the authenticity of ARTwork and a seamless low cost platform for Artists to showcase their Artworks.

Our aim is to revolutionize the global fine art market (USD 50.4 billion in 2020), as per ART Basel & UBS 2021 report. As a business model we will be active in key global ART markets – USA, Europe, China and upcoming potential markets, India and South Africa. Our focus will be on selling Digital ART and NFTs while keeping the platform easy and ready to use for traditional artworks as well. Empanelling Galeries, Artists and Artworks on our platform will be the key to build an ecosystem and paintings from Ivy League painters. Building trust between buyer and sellers by eradicating fake paintings from the industry is our ultimate aim, by using the world's most secure and transparent blockchain technology.

REVENUE STREAMS

1. Verification Services

We utilize most **secured blockchain technology** for certification and define genuinity of any artwork, anytime, anywhere in the world. Users can invest in artwork without worrying about the authenticity of the artwork.

USD 10.00 per Artwork verification will be taken from ART Galleries and Artists. Such amount would be returned in full in the form of ARW tokens. Such tokens will get adjusted in the commission fees that Artists/Galleries need to pay to our platform when their Artwork gets sold through us.

We will **not charge buyer any fees** for verification of paintings. We expect about **510,000 paintings** to be registered with our platform by 2022, with an estimated worth of about **USD 2.3 Billion**. Even if we consider that each painting is verified just twice in one year, we stand to receive **USD 1 million**, with additional stability to the tokens.



REVENUE STREAMS



2. Commission from Marketplace Sales 10-45% from Artwork sales of Artists/Galleries/ Collectors

We will provide following options for the Artists which will define the commission percentages:

0-9% : TOP 50 Acclaimed Artists in the world

10-25% : Artists selling their Artworks on our platform, without PRAssist

25-45%: Artists selling their Artworks with PRAssist feature

So if we consider about **USD 2.3 Worth** of Paintings registered on our platform, starting from second year of operations, acquiring about **3% of the global ART market** and establishing a solid base for **growing 10x in the next three years**. Our detailed estimates shows that the expenses would start to decline from third year of operations, as the initial investments and product platforms are materialized.

FUTURE REVENUE STREAMS



Online Exhibitions/
E-Auctions for
showcasing artworks



5% from peer to peer
ART trading (1% goes
to the Artist)



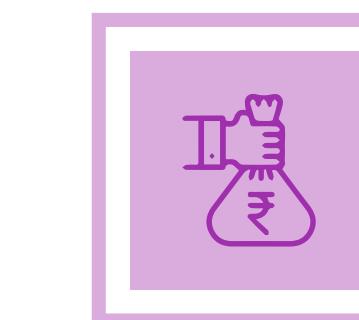
Art Statistics and
ART Assist



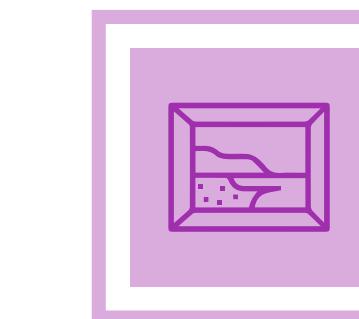
APIs and collaborative
services



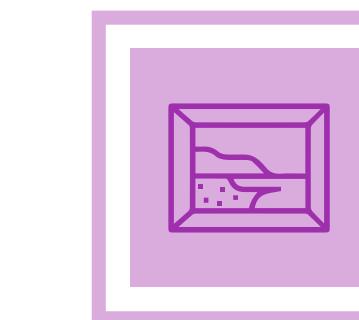
Online Artists
Studios



Loan Against
Artworks



Art asset management
Platform services



Art asset management
Platform services

TOKEN OFFERING

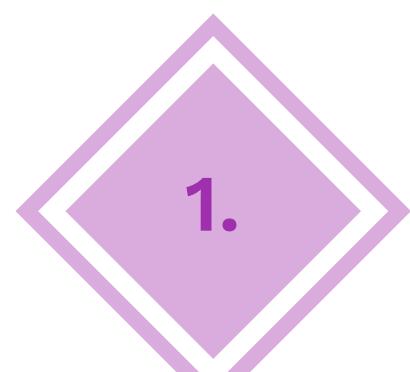
ARTW is a utility token, approved and regulated by the laws of the United Kingdom. Our tokens can be used to purchase Artworks from the participating galleries and our own ART marketplace. The total number of tokens available would be 300 million, with an initial token price of USD 1.00. The price of tokens will be based on demand and supply. Demand would be generated by actual usage of tokens to buy/sell Artworks – both physical, digital and NFTs.

Soft Cap -- USD 5 million

Hard Cap -- USD 100 million

Total tokens -- 300 million

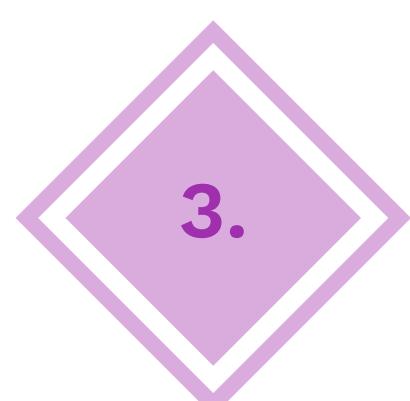
Token Offering phases:



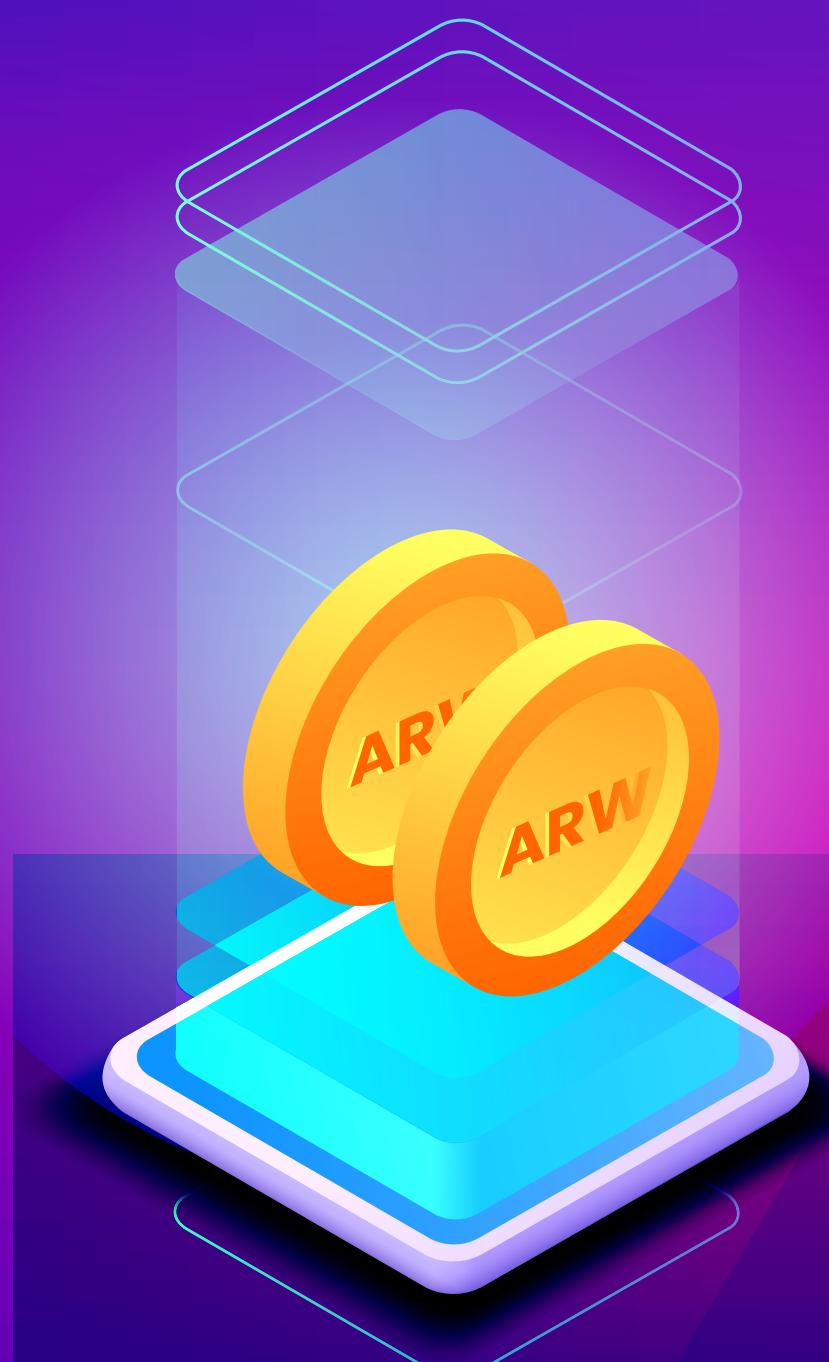
Private sales: pre-launch phase



Public sales: Open market sales, along with Airdrops



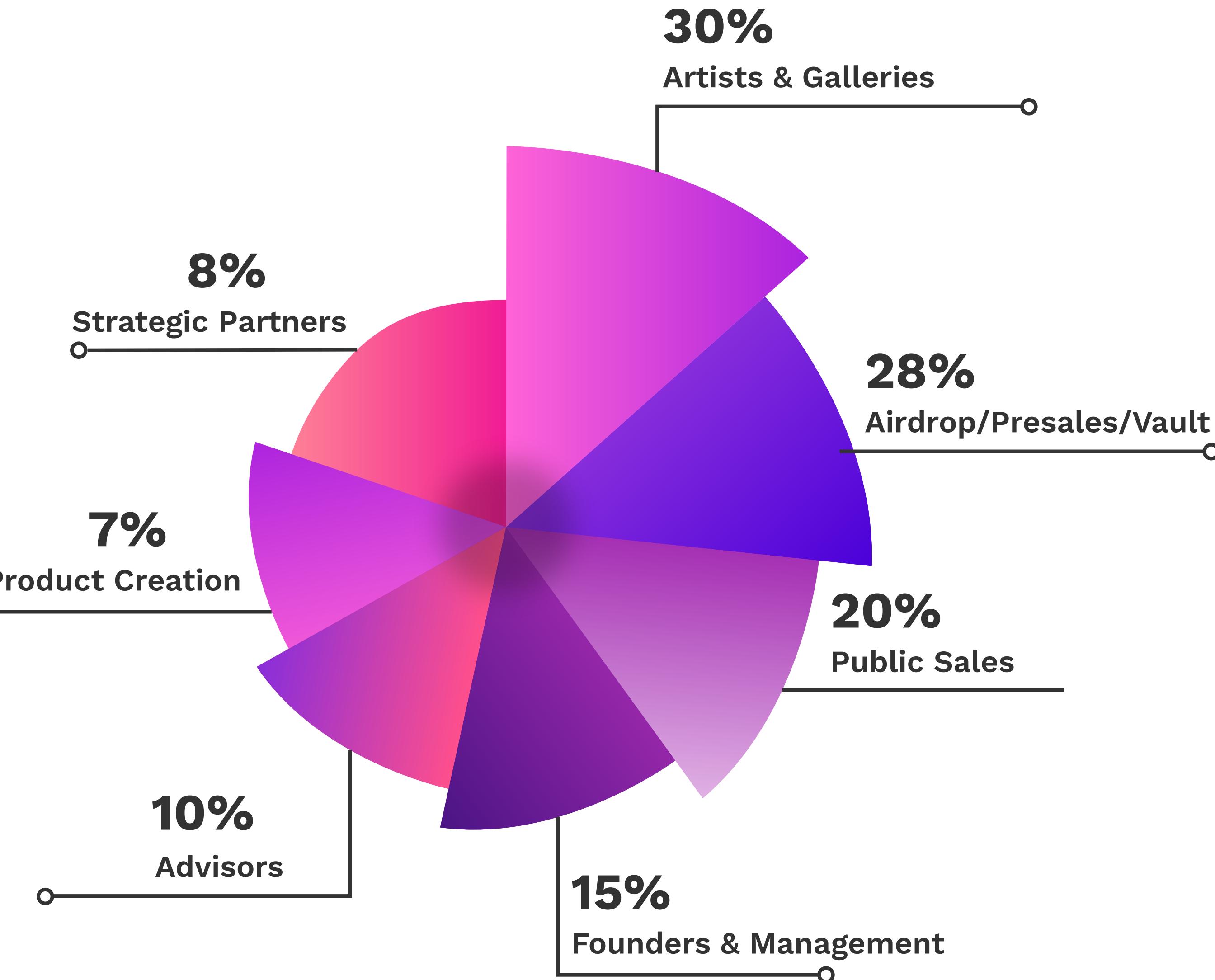
Exchange Listing for enhanced liquidity



TOKEN ALLOCATION AND DEMAND-SUPPLY METRICS

Our Platform will provide Galleries and Artists a platform to upload digital ART and convert them into NFTs automatically on platform of their choice – Ethereum blockchain, Binance Smart Chain or Tron network, by just a click of button. Every artwork would be displayed on respective blockchain's blockexplorer like Etherscan, Bscscan and Tronexplorer. Base currency used would be ARTW for any transaction, hence lifting the demand for our ARTW tokens.

Our business forecasts estimate a maximum circulating supply of 200 million tokens in the next three years, as about 30% of the total supply would be locked in for long term with advisors, strategic tie-ups and founders. The supply would be further reduced after three years as we dedicate 10% of profits every year, to burn tokens and maintain an upward pressure on token prices.



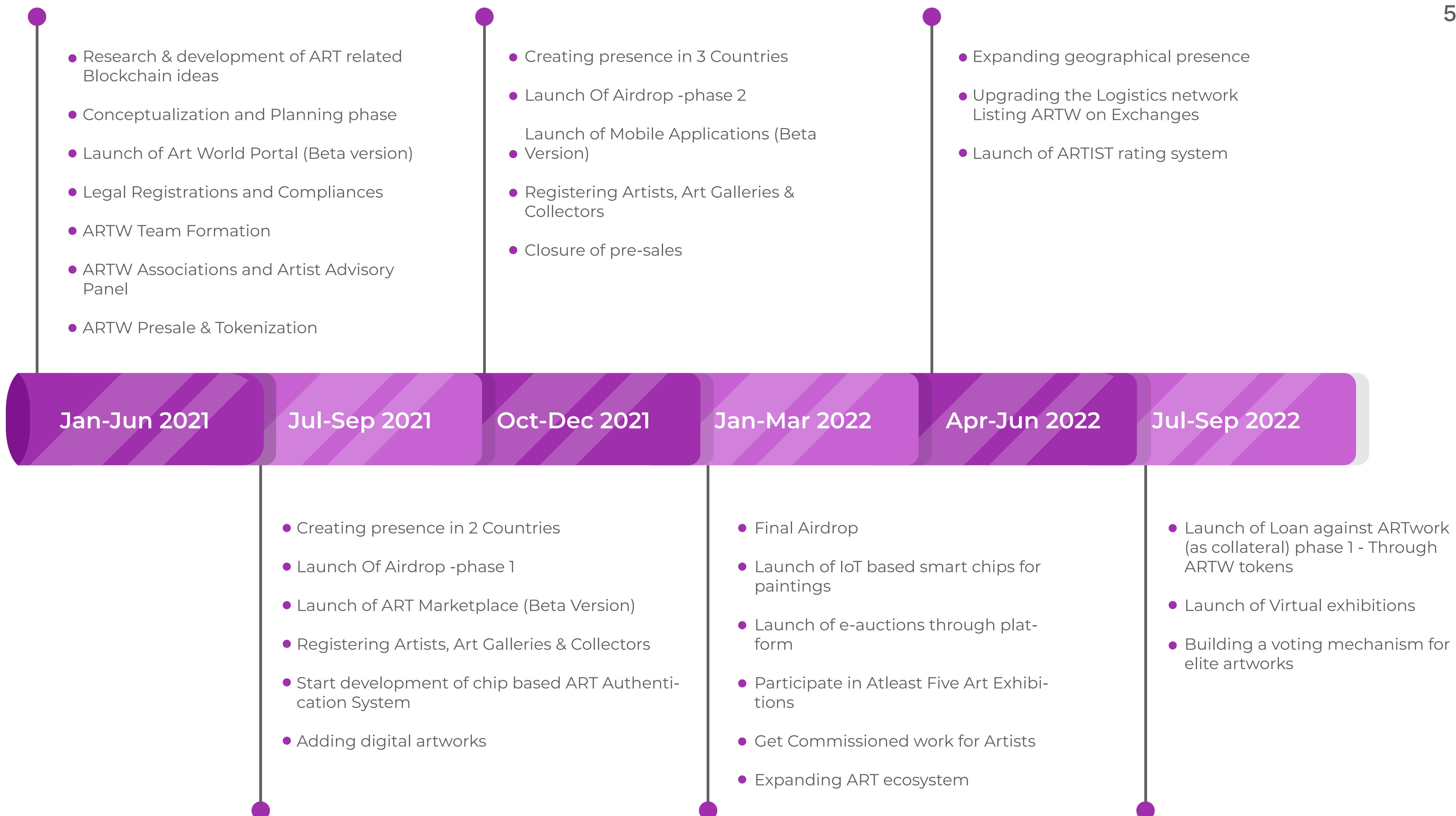
TOKEN TECHNOLOGY

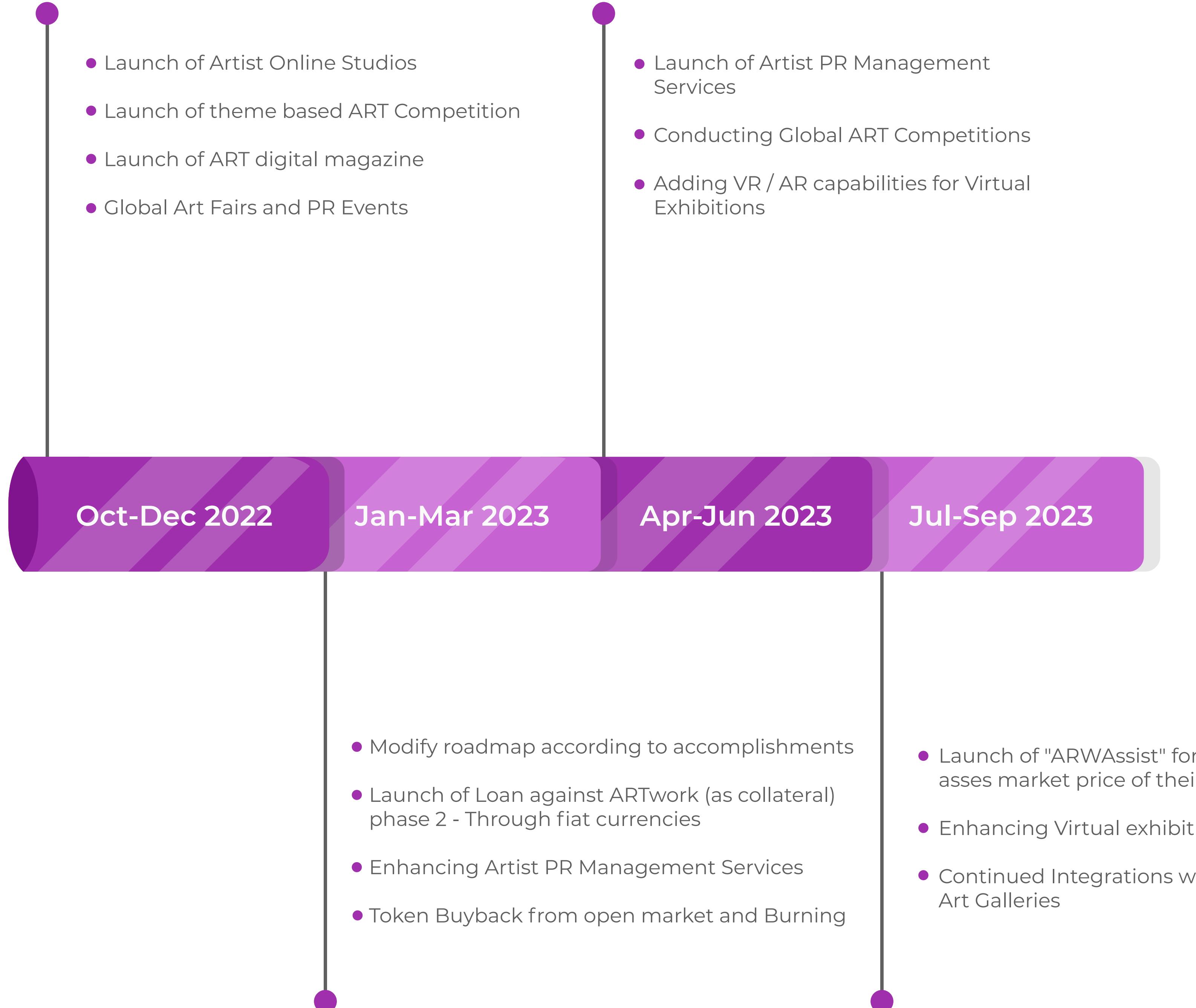
ARTW is built on Binance Smart Chain based BEP 20 standard. The deployed contract has provision for additional minting and burning of tokens. ARTW is a fungible token, it will be used as an internal currency on our ecosystem. We offer integration of our tokens with all leading wallets and various blockchains, which will help in driving the adoptability of our tokens.

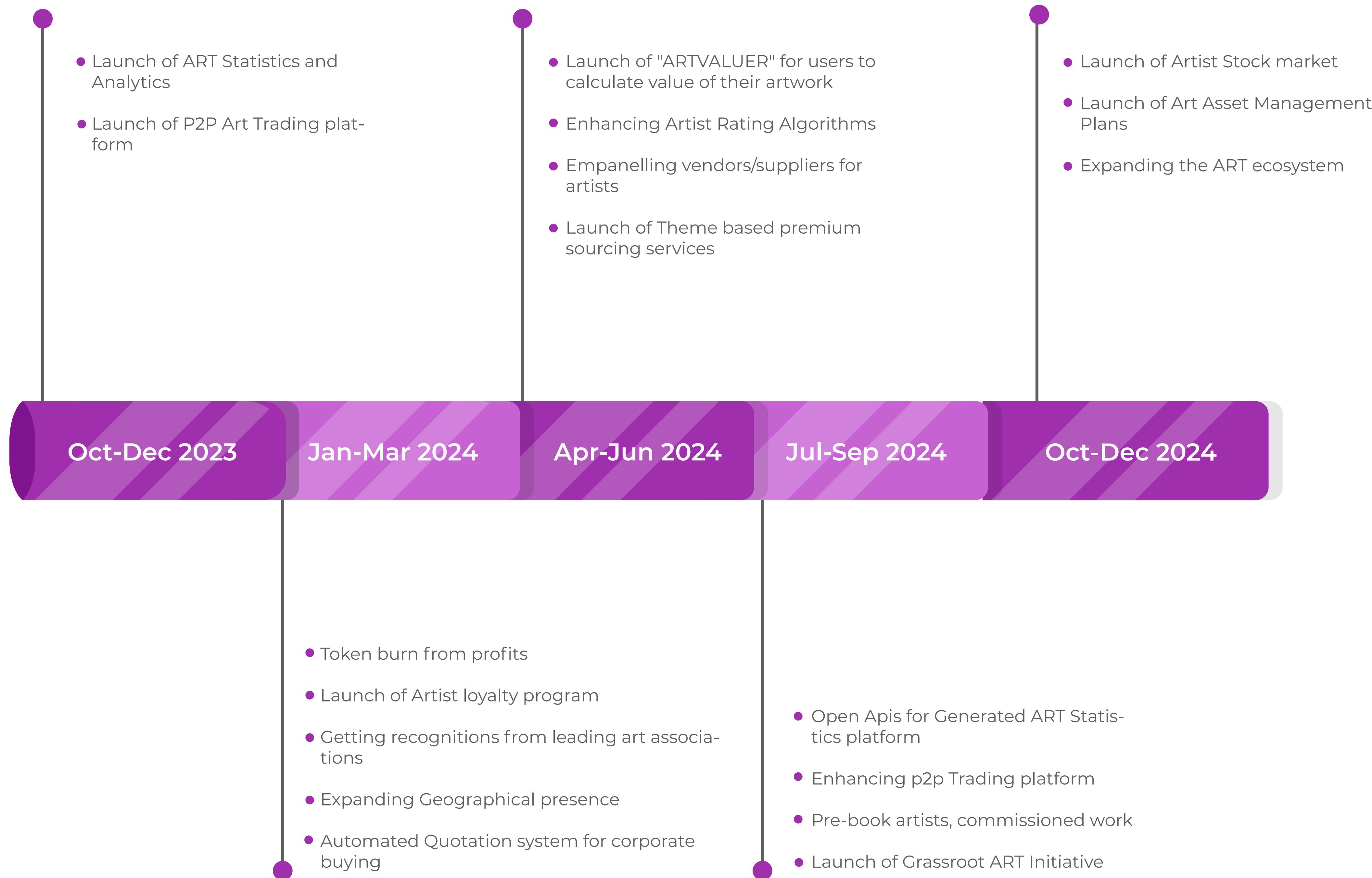




ROADMAP









LEGAL AND FORWARD LOOKING STATEMENTS

GENERAL INFORMATION

The ARTW token for sale does not have the legal qualification of a security, since it does not give any rights to dividends or interests. The sale of such tokens is final and non-refundable under any circumstances whatsoever. Such tokens are not shares and do not give any right to participate to the general meeting.

ARTW Tokens cannot have a performance or a particular value outside our network, hence these tokens are not to be used or purchased for speculative or investment purposes. The purchaser of tokens is aware that national securities laws, which ensure that investors are sold investments that include all the proper disclosures and are subject to regulatory scrutiny for the investors' protection, are not applicable. Anyone purchasing our token expressly acknowledges and represents that she/he has carefully reviewed this whitepaper and fully understands the risks, costs and benefits associated with the purchase of the token.

GENERAL KNOWLEDGE

The purchaser of ARTW Token undertakes that she/he understands and has significant experience of cryptocurrencies, blockchain systems and services, and that she/he fully understands the risks associated with the crowdsale as well as the mechanism related to the use of cryptocurrencies (incl. storage) in their respective geographies. Innovation and Beyond Limited shall not be responsible for any loss of tokens or situations making it impossible to access their tokens, like loss of passwords or any other actions which may result from any actions or omissions of the user or any person undertaking to acquire such tokens, as well as in case of hacker attacks.

RISKS

Acquiring ARTW Tokens and storing them involves various risks, in particular the risk that Innovation and Beyond Limited may not be able to launch its operations and develop its blockchain and provide the services promised. Therefore, and prior to acquiring tokens, any user should carefully consider the risks, costs and benefits of acquiring such tokens in the context of the crowdsale and, if necessary, obtain any independent advice in this regard. Any interested person who is not in the position to accept or to understand the risks associated with the activity (incl. the risks related to the non-development of our platform, or licenses to operate) or any other risks as indicated in the Terms & Conditions of the crowdsale should NOT acquire our tokens.

DISCLAIMER

Innovation and Beyond Limited is not to be considered as advisor in any legal, tax or financial matters. Any information in the whitepaper is given for general information purpose only and Innovation and Beyond Limited does not provide with any warranty as to the accuracy and completeness of this information. Given the lack of crypto-token qualifications in most countries, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of our tokens, according to their nationality and place of residence.

Innovation and Beyond Limited today is not a financial intermediary according to Malta Law and is not required to obtain any authorization for Anti-Money Laundering purpose. This qualification may change in case Innovation and Beyond Limited will offer services which are to be considered as qualifying a financial intermediation activity. In this case, the use of Innovation and Beyond Limited services may require the positive conclusion of an AML/KYC identification process.

ARTW Tokens confer no direct or indirect right to Innovation and Beyond Limited's capital or income, nor does it confer any governance right within Innovation and Beyond Limited Limited; a ARTW Token is not proof of ownership or a right of control over Innovation and Beyond Limited and does not grant the controlling individual any asset or share in Innovation and Beyond Limited, or in the Innovation and Beyond Limited network. A token does not grant any right to participate in control over Innovation and Beyond Limited's management or decision-making set-up, or over the Innovation and Beyond Limited network and governance to the purchasers. Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact Innovation and Beyond Limited's business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire our tokens must be aware of the Innovation and Beyond Limited business model, the whitepaper or Terms & Conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions.



REPRESENTATION & WARRANTIES

By participating in the crowdsale, the purchaser agrees to the above and in particular, they represent and warrant that they:

- Have read carefully the Terms & Conditions attached to the whitepaper; agree to their full contents and accept to be legally bound by them;
- Are authorized and have full power to purchase ARTW Tokens, according to the laws that apply in their jurisdiction of domicile;
- Are not a citizen, resident or entity operating in a country that does not allow cryptocurrency nor are they purchasing Innovation and Beyond Limited tokens or signing on behalf of a such a person /entity, including but not limited to USA, India, South Korea.
- Live in a jurisdiction which allows Innovation and Beyond Limited to sell ARTW Tokens through a crowdsale without requiring any local authorization and are in compliance with the local, state, and national laws and regulations when purchasing, selling and/or using such tokens;

- Are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;
- Will not use the crowdsale for any illegal activity, including but not limited to money laundering and the financing of terrorism;
- Have sufficient knowledge about the nature of the cryptographic tokens and have significant experience with, and functional understanding of, the usage and intricacies of dealing with cryptographic tokens and currencies and blockchain-based systems and services;
- Are not purchasing ARTW Token for the purpose of speculative investment or usage.



LEGAL & FORWARD-LOOKING STATEMENTS

This updated whitepaper is for informational purpose only and does not constitute any legal relationship between viewers and Innovation and Beyond Limited , or its affiliates or products. It is a working document that is subjected to review and changes.

No representations or warranties have been made to the recipients or its advisers as to the accuracy or completeness of the information, statements, opinions or matters (express or implied) arising out of, contained in or derived from this whitepaper or any omission from this document or of any other written or oral information or opinion provided now or in the future to any interested party or their advisers. No representation or warranty is given as to the achievement or reasonableness of any plans, future projections or prospects and nothing in this document is or should be relied upon as a promise or representation as to the future. To the fullest extent possible, all liability for any loss or damage of whatsoever kind (whether foreseeable or not) which may arise from any person acting on any and opinions contained in this whitepaper or any information which is made available in connection with any further enquiries, any negligence, default or lack of care, is disclaimed.

Innovation and Beyond Limited shall bear no liability for damages of any kind arising out of the use, reference to or reliance on the contents of this whitepaper. This whitepaper may contain references to third-party data and industry publications. As far as Innovation and Beyond Limited is aware, the information reproduced in this Whitepaper is accurate and its estimates and assumptions are reasonable. However, there are no assurances as to the accuracy or completeness of those third-party information. Although information and data reproduced in this Whitepaper are believed to have been obtained from reliable sources, haven't independently verified any of the information or data from third party sources referred to in this whitepaper or ascertained the underlying assumptions relied upon by such sources. References in this whitepaper to specific companies, networks and/ or potential use cases are for illustrative purposes only. The use of any company and/or platform names and trademarks does not imply any affiliation with, or endorsement by, any of those parties.

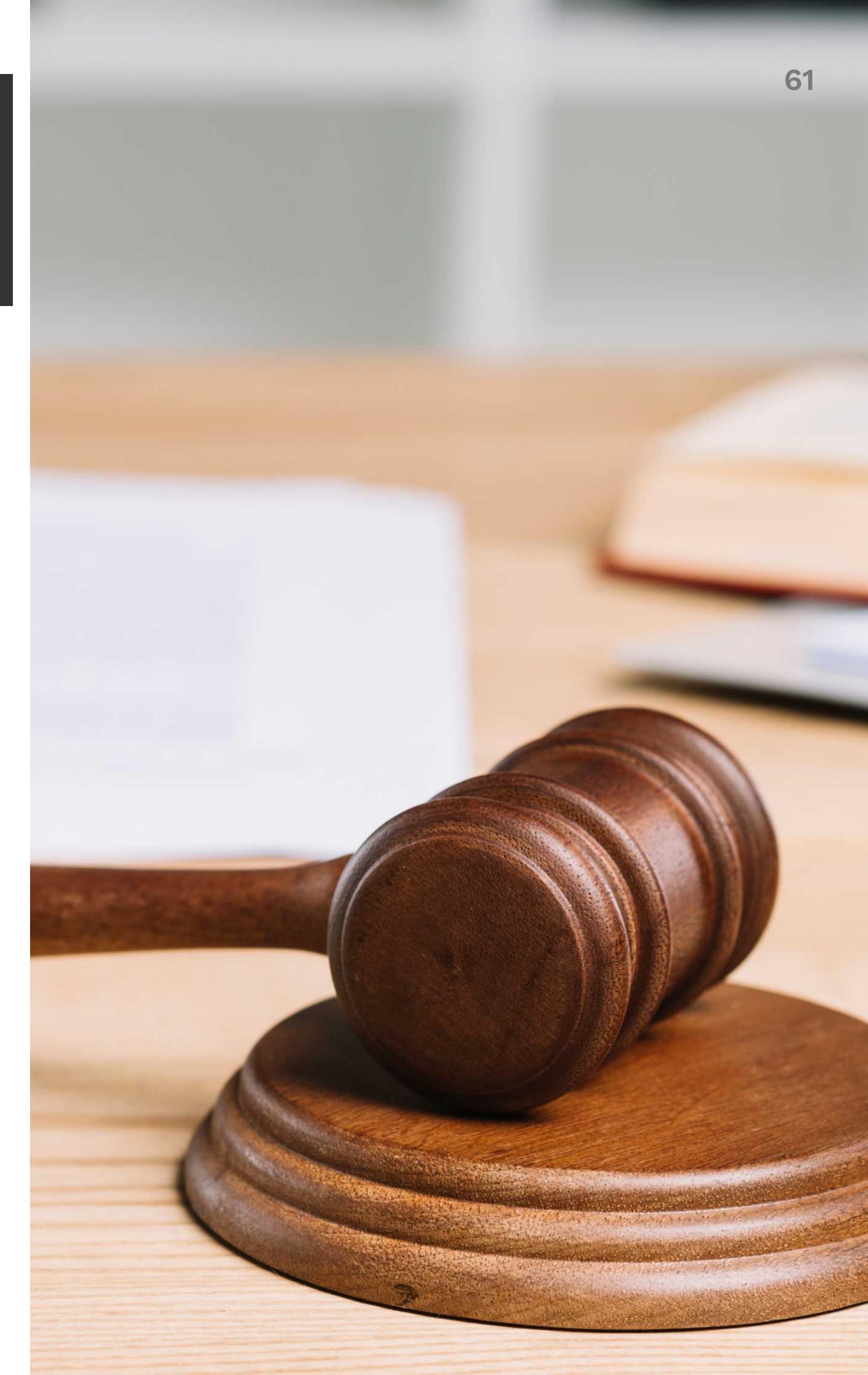
As of the date of publication of this whitepaper, ARTW Tokens have no known potential uses outside of the Innovation and Beyond Limited Ecosystem and are not permitted to be sold or otherwise traded on third-party exchanges. This whitepaper does not constitute advice nor any recommendation by Innovation and Beyond Limited, its officers, directors, managers, employees, agents, advisors or consultants, or any other person to any recipient of this paper on the merits of participation in the Innovation and Beyond Limited Token Sale. Participation in the Innovation and Beyond Limited Token Sale carries substantial risk that could lead to a loss of all or a substantial portion of funds contributed. This whitepaper must not be taken or transmitted to any jurisdiction where distribution or dissemination of this whitepaper is prohibited or restricted.

LEGAL & FORWARD-LOOKING STATEMENTS

CAUTION REGARDING FORWARD-LOOKING STATEMENTS

This whitepaper contains certain statements that are forward-looking, by their nature, subject to significant risks and uncertainties. Our forward-looking statements are based on information currently available to us about the business that we operate. Forward-looking statements may involve estimates and assumptions and are subjected to risks, uncertainties and other factors beyond our control and prediction. Accordingly, these factors could cause actual results or outcomes that differ materially from those expressed in the forward-looking statements. Any forward-looking statement speaks only as of the date of which such statement is made; we undertake no obligation to update any forward-looking statements to reflect events or circumstances after the date on which such statement is made or to reflect the occurrence of unanticipated events.

In addition to these, this whitepaper contains forward-looking statements related to Innovation and Beyond Limited proposed operating model. The model speaks to its objectives only, and is not a forecast, projection or prediction of future results of operations. Forward-looking statements are based on certain assumptions and analysis made by Innovation and Beyond Limited in light of its experience and perception of historical trends, current conditions and expected future developments and other factors it believes are appropriate and are subject to risks and uncertainties. Although the forward-looking statements contained in this whitepaper are based upon what Innovation and Beyond Limited believes are reasonable assumptions, these risks, uncertainties, assumptions, and other factors could cause Innovation and Beyond Limited actual results, performance, achievements, and experience to differ materially from its expectations which are expressed, implied, or perceived in forward-looking statements. Given these, prospective participants in this token sale should not place undue reliance on these forward-looking statements.



GET IN TOUCH WITH US



5 Coombe Wood Hill, Sanderstead,
Purley, CR8 1EB, United Kingdom



020 8405 0520, 07912293095



www.facebook.com/theartw/



www.linkedin.com/company/theartw



info@innovationbeyond.co.uk



www.twitter.com/theartw



www.instagram.com/theartw