

**#IdeasFireRockets™**



ETHGlobal Web3 Jam  
November 12 - 24, 2021

Team:  
**BURNRATE**



**ARTIST VISION:**

**A world with no more starving artists.**

**ARTIST MISSION: #IdeasFireRockets™**

1. Follow my art. Create art. Live off my art.
2. Leave a path for other artists to live off their art.
3. Art everywhere, even in space, using IPFS.



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**PROBLEM**

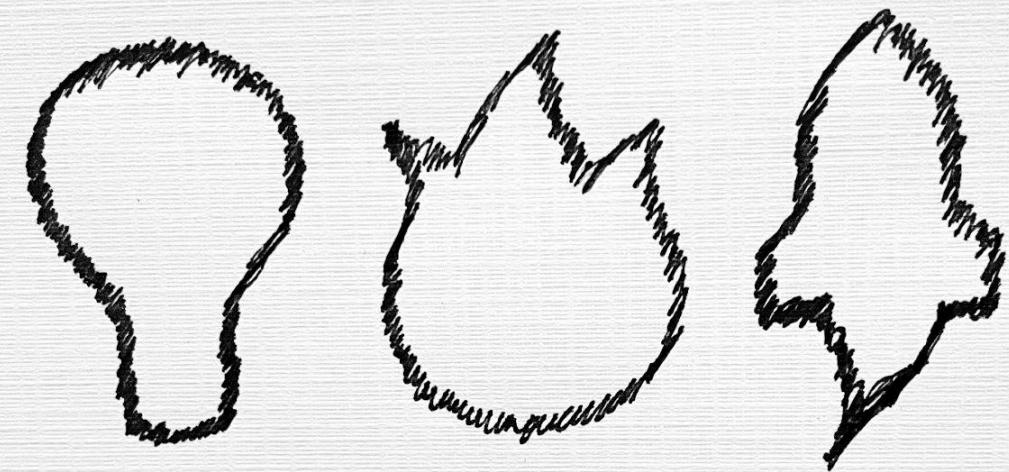
**98% of artists  
cannot survive  
on their art.\***

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Humanity operates under a centralized model which alienates outliers like artists who are often independent. Thus, only 2% of artists survive on their art.

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\*SOURCE: *The Art Newspaper*,  
“Can artists live off art alone?” May 15, 2019



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SOLUTION

# Full artistic freedom, NFT royalties, and art everywhere.

An interplanetary file system for distributed art unlocks the power for true artistic freedom. A universe where art is accessible and uncensored.

Non-Fungible Tokens (NFTs) address an issue plaguing the fine art world for centuries called the First Sale Doctrine where artists do no profit from

secondary sales of their artwork as opposed to musicians and authors. NFTs unlock the potential of royalties on secondary sales via the French commission concept of Droit de Suite.

Finally, the creation of the InterPlanetary File System (IPFS) allows the ability for art anywhere. Even in another galaxy.

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**HYPOTHESIS**

**If I can make it  
as an NFT artist,  
then others can too.**

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**VARIABLE:** Build an NFT iterative artistic loop that uses IPFS.

**IDEAL RESULT:** A simple and profitable NFT artistic loop.

**RATIONALE:** Launch during Web3 Jam and test the hypothesis.  
Document the process. Review the results.

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# MISSION: *Solo*

A photograph of a rocket launching vertically upwards from a dense layer of clouds. The sky is a vibrant orange and yellow gradient of a sunset. A small crescent moon is visible in the upper right corner. The rocket's exhaust trail is a bright, glowing vertical line against the darker sky.

## CURRENT STATE

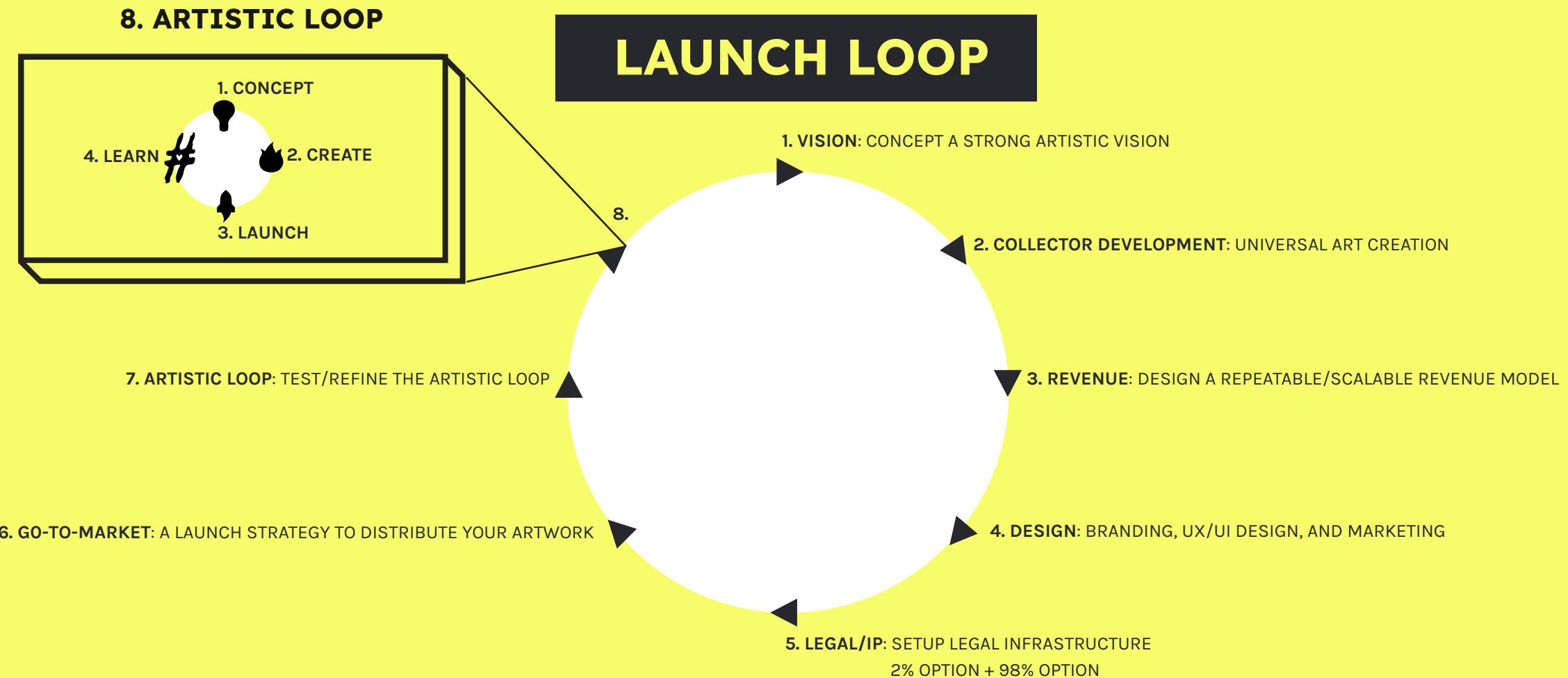
Most artists operate independently and without a proper digital process for selling art on Web3.0 (aka the future of the internet).

## DESIRED END STATE

Create an NFT artistic loop that is easy and profitable for artists to follow for utilizing the benefits of Web3.0 and IPFS storage.

COURSE-OF-ACTION

# LAUNCH LOOP + ARTISTIC LOOP



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## 1. VISION:

CONCEPT A STRONG ARTISTIC VISION

# Set your mind-set to ‘self.’

Get a job doing what you love. Make a living being yourself by finding your inner voice. By creating art for yourself you will discover what inspires you and you will push yourself to never give up.

Follow your art.



## CHECKLIST

- BASELINE MIND-SET:** FIND WHAT INSPIRES YOU
- BASELINE HEALTH-SET:** RETREAT INTO YOURSELF
-   **1. CONCEPT:** BRAINSTORM YOUR ARTISTIC VISION
  - PASSION - Will this inspire me my entire career?
  - PURPOSE - What is your view of the world?
  - WHAT - What is your subject matter?
  - HOW - How will you create your work?
  - WHY - Why do you make this?
-   **2. CREATE:** DEVELOP THREE ARTIST STATEMENTS
-   **3. LAUNCH:** FINALIZE YOUR ARTIST STATEMENTS
-   **4. LEARN:** SHARE IT WITH OTHERS AND REFINE

## TIP

Art is pointless without passion. Who are you? Be that.

### BE TRUE TO YOUR SELF

1. Am I following my heart and being true to my self?
2. Is my life focused on the things that really matter to me?
3. Am I being the person I want to be in the world?

- John Izzo



1. VISION

#### TIP

Are you doing what you should be doing with the time you have?

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**1. VISION:** CONCEPT A STRONG ARTISTIC VISION  
**□ BASELINE MIND-SET:** FIND WHAT INSPIRES YOU

## ARTIST RETREAT

Take off AT LEAST one week. Alone. ONLY you. Solo.  
Find your destiny.



1. VISION

### TIP

Examine your life and find the path to living with purpose.

**STARVING ARTIST'S  
MIND-SET**

"Focusing on how to make money from my art prevents me from making good work."

"Good art markets and sells itself; I shouldn't have to actively promote my work."

"Having little money and suffering for my art will make me a better artist."

- Lisa Congdon

**THRIVING ARTIST'S  
MIN-SET**

"Putting effort toward making a living from my art allows me to do what I love."

"I proudly and actively share my art and talent with the world. Doing this helps my work to sell so I can make a living."

"Making good work comes from passion, talent, and hard work."

**TIP**

Are you doing what you should be doing with the time you have?

Your CALENDAR is a reflection of your character.

- Dave Inglis



1. VISION

**TIP**

Examine your health, wealth, and relationships. Book non-negotiables into your calendar.

## Example Month

### Artist Retreat

A week long solo retreat. Take yourself on vacation, alone, and find your inner voice.

### Concept Week

Define Vision and Customer Development.

### Create Week

Define Revenue model, Design (Branding, UX/UI, and Marketing), and Legal/IP.

### Launch Week

Go-to-Market and Artistic Loop launch.

## LAUNCH LOOP

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

1.VISION



### TIP

What is no longer serving you? Eliminate that. Book in time for your art. Make it ongoing.

## Example Week

### Artist Loop

Launching an NFT a week is aggressive but also easily attainable.



## Example Day

### Morning

6 - HEALTH - Gym / Yoga
7 - HEALTH/RELATIONSHIPS - Breakfast
8 - RELATIONSHIPS - Family Time
9 - WEALTH - Emails
10 - WEALTH - Studio Time
11 - WEALTH - Studio Time
12 - HEALTH/RELATIONSHIPS - Lunch

### Afternoon

1 - WEALTH - Admin / Accounting / Legal
2 - WEALTH - Studio Time
3 - WEALTH - Studio Time
4 - WEALTH - Studio Time
5 - HEALTH/RELATIONSHIPS - Dinner
6 - RELATIONSHIPS - Family / Friends / Partner
7 - RELATIONSHIPS - Family / Friends / Partner
8 - RELATIONSHIPS - Family / Friends / Partner
9 - RELATIONSHIPS - Family / Friends / Partner
10 - HEALTH - Exercise
11 - HEALTH - Recover / Recharge / Read / Bed



### TIP

Remember, Beeple launched an artwork every single day for 13-and-a-half years. Just start. Then increase the frequency.

# Why is your art important?

 **1. CONCEPT:** BRAINSTORM YOUR ARTISTIC VISION

PASSION - Will this inspire me my entire career?  
 PURPOSE - What is your view of the world?  
 WHAT - What is your subject matter?  
 HOW - How will you create your work?  
 WHY - Why do you make this?

 **2. CREATE:** DEVELOP THREE ARTIST STATEMENTS

 **3. LAUNCH:** FINALIZE YOUR ARTIST STATEMENTS

 **4. LEARN:** SHARE IT WITH OTHERS AND REFINISH

At first glance, the inaugural series by the artist #IdeasFireRockets appears as a familiar juxtaposition of nature and culture, between the organic and the human-made. Yet it inverts traditional representations of human intervention in the landscape, often layered over dominating and manufactured landscapes that ground and control the wild, untamed natural environment in this new anthropocene era of extraordinary human impact.

Here, we find the manufactured or endangered environment treated as a starting point of "nature." The artist adds a layer of language - a symbol of culture and constructs - comprised of organic or artificial materials onto environments of existing or impending entropy. In doing so, the work extends historical questioning of these binaries, but with a more inclusive non-binary dimension. Is the landscape a pop art cultural billboard and made for public address, a post-digital still life simply capturing a moment in time, or a space to leave an anonymous - perhaps more intimate - level letter to an artist muse like a lover or planet earth?

1.VISION



**TIP**

Art is pointless without passion. Who are you? Be that.

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## 2. COLLECTOR DEVELOPMENT: UNIVERSAL ART APPEAL

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# GOOB Get Out-Of the Building

Speak to anyone/everyone who will listen to your story.  
Tell them about your artistic vision.  
Do they like your vision?  
Would they buy your artwork?

### 3. REVENUE:

DESIGN A REPEATABLE/SCALABLE  
REVENUE MODEL

PRIMARY SALES	GAS	WIRE	BANK	TAXES (Sales + Tax)
<b>CANADA</b> (Ex: Toronto)  100% - 2.5% = 97.5%	FEE	FREE 	WIRE FEE	<b>Emerging Artist</b> 97.5% - 13% - 12.5% = 72% <b>Established Artist</b> 97.5% - 13% - 36% = 48.5%
  <b>USA</b> (Ex: NYC)  100% - 2.5% = 97.5%	FEE	FREE	WIRE FEE	<b>Emerging Artist</b> 97.5% - 4% - 21% = 72.5% <b>Established Artist</b> 97.5% - 4% - 28% = 65.5%

**The legal flow of crypto into FIAT.**

Blockchain and NFTs have the potential to improve an artists accounting by reducing the costs of maintaining and reconciling ledgers, and providing absolute certainty over the ownership and history of art assets. Blockchain can help artists gain clarity over provenance and free up resources to concentrate on planning rather than recordkeeping.

**OR**  
**WHATEVER! Move to Singapore.**

**REMEMBER:**

In the US and Canada, you are expected to pay taxes on ‘realized’ sales (when it sells) and ‘realized’ returns (crypto HODL profit).

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## 4. DESIGN:

BRANDING, UX/UI DESIGN,  
AND MARKETING

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## 5. **LEGAL/IP:**

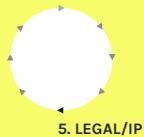
SETUP LEGAL INFRASTRUCTURE

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# 2% LEGAL PLAN

# Poorly done legal work is a major cause of estate failure.

Every artist is an entrepreneur, and every entrepreneur should invest in high-quality legal help. That includes selecting a A-level lawyer, proper incorporation, trademarking, copyright, terms of service, privacy policy, etc. You are the business. Protect yourself properly.

S. **LEGAL/IP**

## CHECKLIST

- ENGAGEMENT:** FIND A QUALITY LAWYER TO REPRESENT YOU
- BUSINESS STRUCTURES:** WHAT IS BEST FOR YOU?
  - SOLE PROPRIETORSHIP - The simplest to setup. A business of one.
  - PARTNERSHIP - Two or more legal entities as individuals, corporations, trusts or partnerships.
  - CORPORATION - A distinct legal entity separate from its owners (shareholders). Limited liability.
  - COOPERATIVE - Owned and controlled by its members. Limited liability.
- INCORPORATE:** FORMALIZE YOUR BUSINESS
- TRADEMARK:** FILE YOUR NAME, LOGO, AND/OR TAGLINE
- COPYRIGHT:** CONSIDER FILING EACH ARTWORK FOR COPYRIGHT
- ESTATE PLANNING:** CREATE ESTATE, WILL, POWER OF ATTORNEY
- SECURE STORAGE:** PROPERLY STORE YOUR LEGAL DOCUMENTS

## TIP

Intellectual Property (IP) will dominate the next decade.

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98% LEGAL PLAN

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**JUST  
LAUNCH**

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## 6. **GO-TO-MARKET:** A LAUNCH STRATEGY TO DISTRIBUTE YOUR ARTWORK

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# ARTWORK



NFT



ERC721



OPENSEA

MINT



FILECOIN



FILES



IPFS



PROMOTE

INSTAGRAM

FACEBOOK

TWITTER

TIK TOK



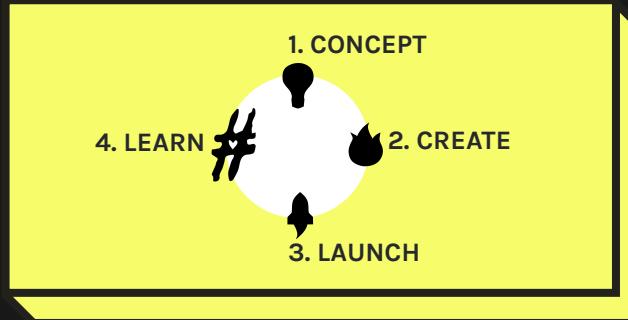
FEEDBACK + AUDIENCE PROMOTION



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## 7. ARTISTIC LOOP: TEST/REFINE THE ARTISTIC LOOP

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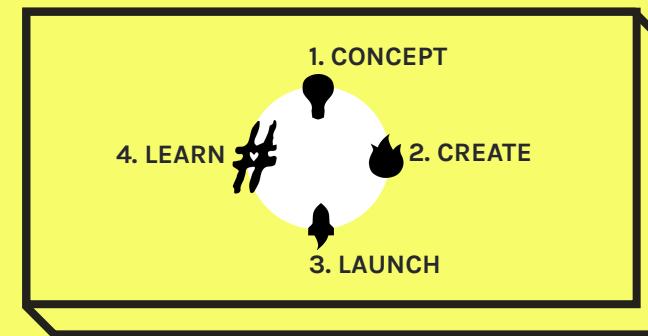


# What can you execute? Ongoing?

Conceptualize a process (aka artistic loop) that works for you to produce artwork on a regular basis.  
Test/refine the artistic loop.

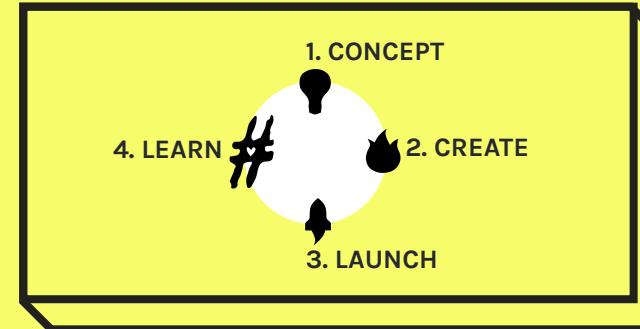
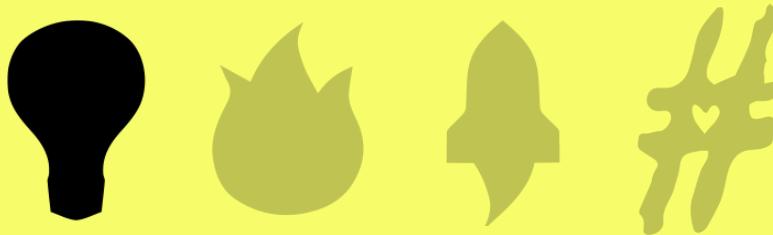
#IdeasFireRockets™

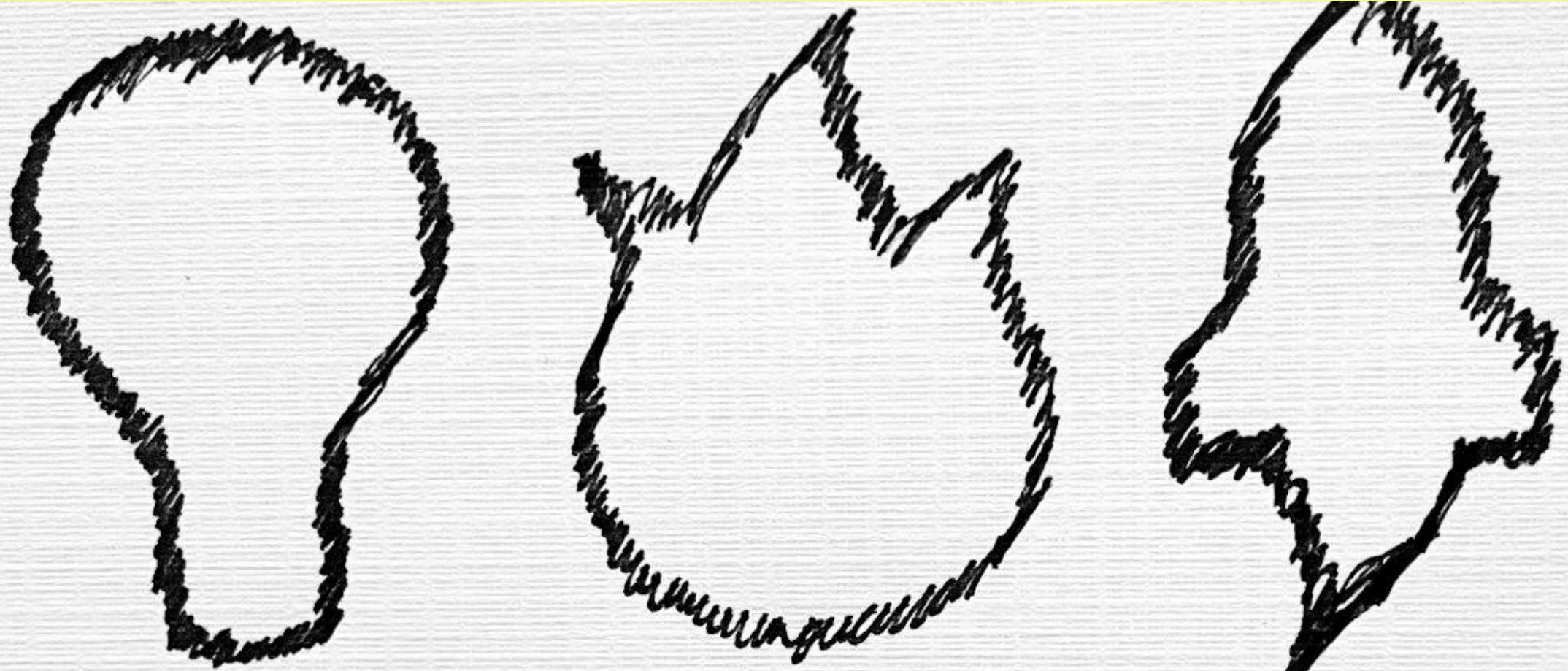
## 8. ARTISTIC LOOP:



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# 1. CONCEPT



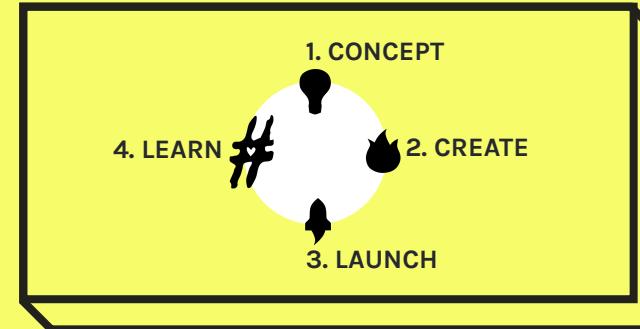
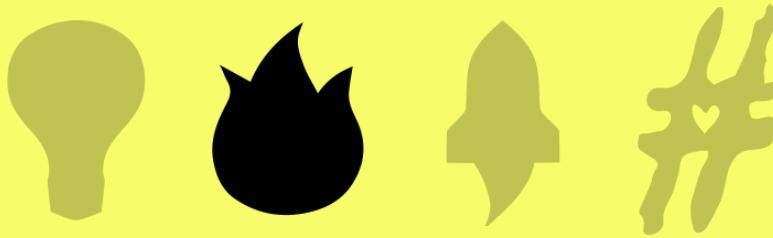


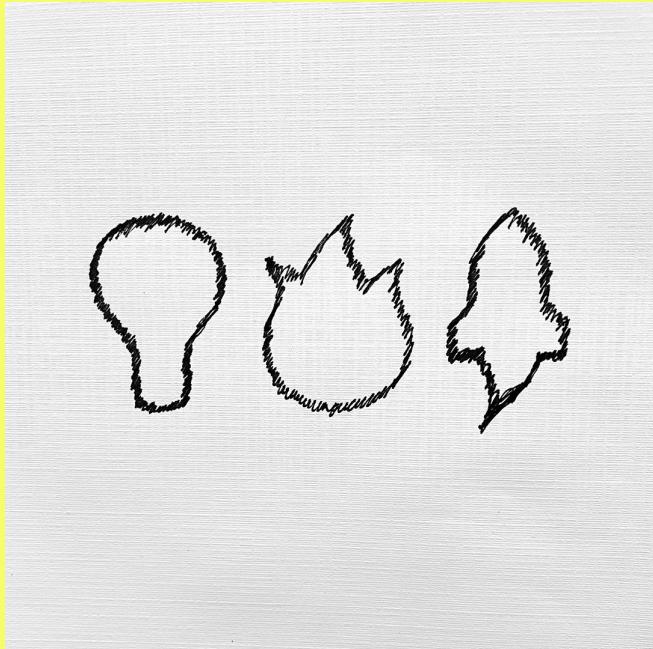
**TIP**

Make art that speaks to your self. Then others will take notice.

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## 2. CREATE

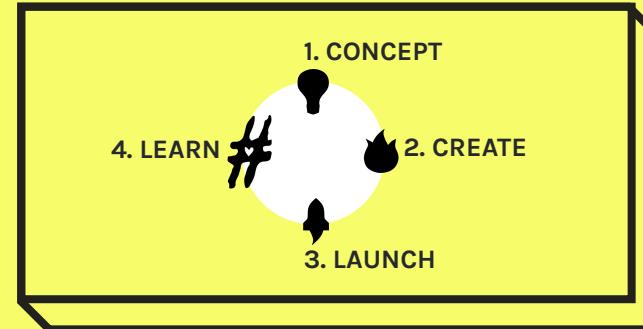
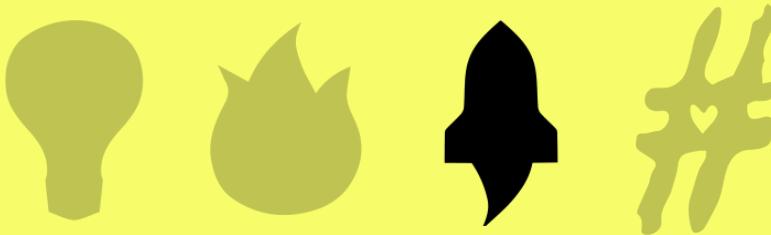


**TIP**

Execution is everything. Don't overthink it. Just execute.

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# 3. LAUNCH





# Time to make it real.

Art only becomes real when shared. As intimidating as it may seem to launch your art onto Web3 for the entire universe to see it's better than the other option of doing nothing. Get over it.

#SendIt

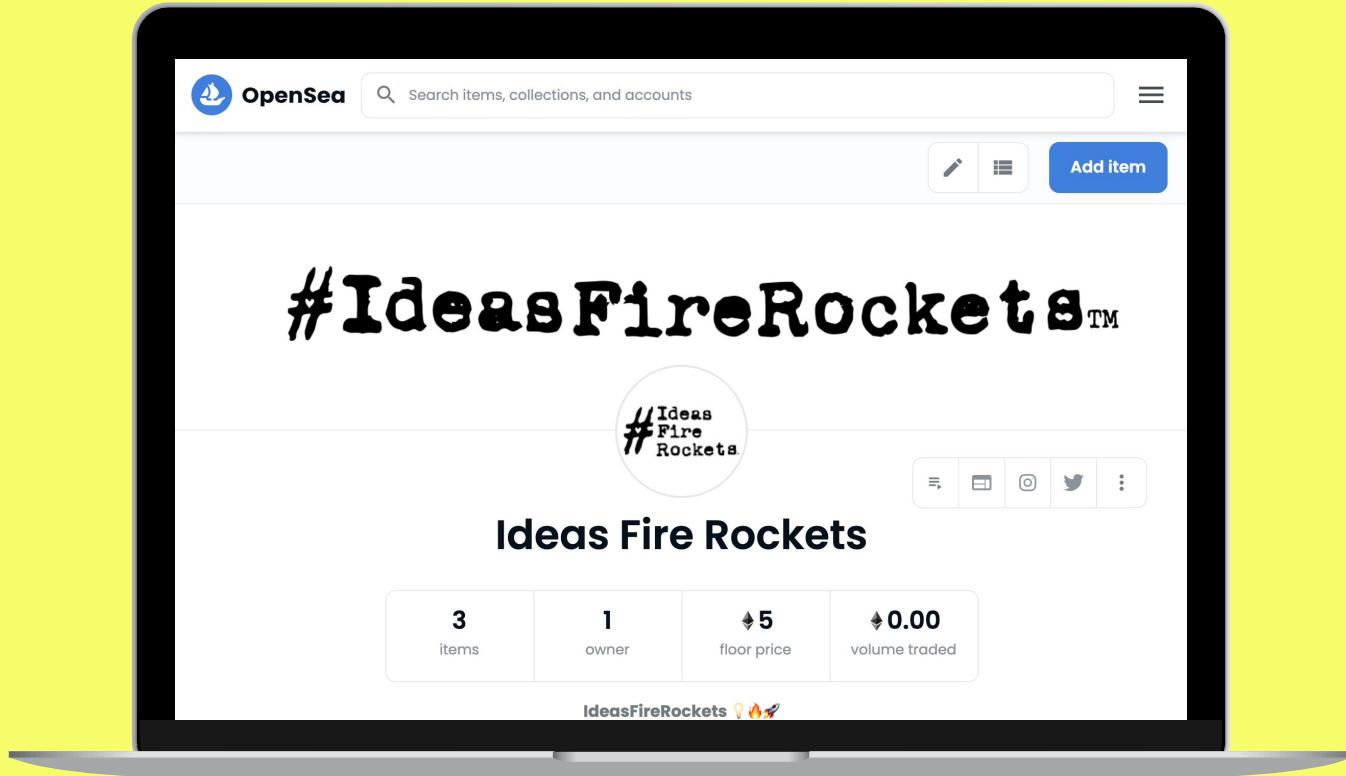


## CHECKLIST

- EXPORT FILES:** PREPARE FILES FOR UPLOADING
- ADD ITEM:** ADD AN ITEM TO YOUR COLLECTION FOR SALE
- UPLOAD:** INCLUDE THE IMAGE/VIDEO, DESCRIPTION, ETC.
- IPFS:** FREEZE THE METADATA AND WRITE TO IPFS
- LIST FOR SALE:** SET YOUR PRICE, PAY THE GAS, AND LIST
- PROMOTE:** PRIME THE PUMP
  - EMAIL
  - TEXT
  - SOCIAL (Ex: Instagram, Facebook, Twitter, Tik Tok, etc.)
  - ADVERTISING
  - SALES
  - PR

## TIP

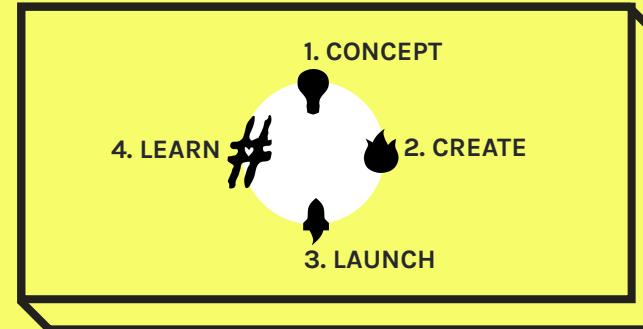
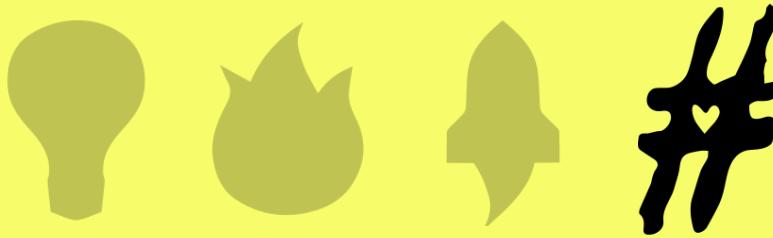
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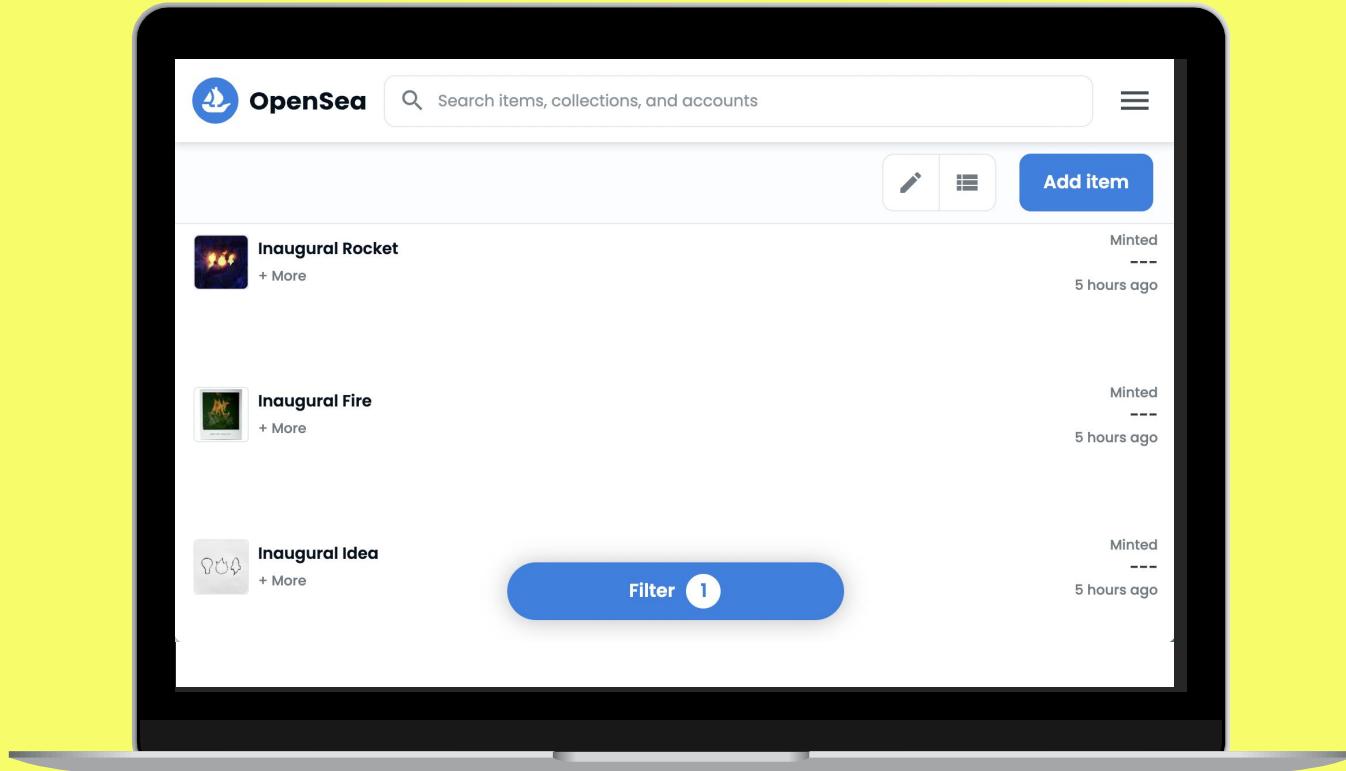
**TIP**

Once you have posted it live. Go celebrate!

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# 4. LEARN



**TIP**

You need data to learn from data.

**DISCUSSION**

# Keep it simple.

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The excitement of being part of something new, and cutting edge, makes the Web3.0 process exciting and worthwhile. From minting your first NFT, to freezing your metadata on IPFS, and seeing your first sale. The process is worth your investment of time and resources.

The challenges in the process are mostly technical. Building a Web3.0 website is not as streamlined as launching a traditional website. The process seems analogous to the horse and carriage being updated to the automobile. The process is significantly more complicated but the performance capabilities are boundless.

The best advice is to keep it simple. Literally, the more basic the better.



## **DIFFICULTY + COSTS**

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1. VISION



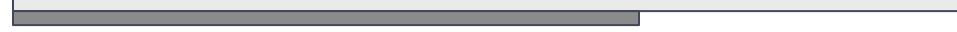
2. COLLECTOR DEVELOPMENT



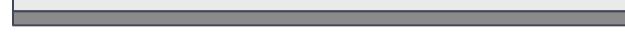
3. REVENUE



4. DESIGN



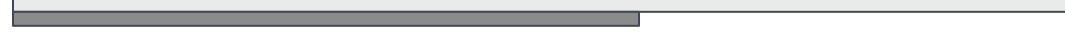
5. LEGAL/IP



6. GO-TO-MARKET



7. ARTISTIC LOOP



**THANK YOU**

A photograph of a rocket launching vertically from a dense layer of white and grey clouds. The sky above is a vibrant orange and yellow gradient of a sunset. A thin, luminous white plume rises from the rocket, which has a dark, pointed nose cone. In the upper right corner of the sky, a small, thin crescent moon is visible.

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