



MADWORLD BLOCKCHAIN ADVISORY

MAD STANDS
FOR
MULTIVERSE
ARTIST
DEFENDER





WE ELEVATE BRANDS AND IPs
AS THEY ENTER THE

METAVERSE

VALUE CREATION

HAVE A CLEAR PURPOSE

SOLVE A PROBLEM

SUPPORTED BY TECHNOLOGY

BEING ALL ABOUT THE COMMUNITY



STRATEGY

VISION

Madworld Blockchain Advisory envisions a world where curiosity and creativity paves the way for unconventional growth and transformation of existing IPs and Brand owners to enter a new digital age with new content format

Through unique innovation and our ability to remould the norm, we believe that no brand is limited in its capabilities to

PROVEN METHODOLOGY

MADworld Blockchain Advisory plans to utilize its proven methods with all major IP by collaborating and morphing well known IP's into a digital ecosystem that will transport their brand to the next level.

Have Clear Narrative Our Framework

New World Growth
(Web 3.0)

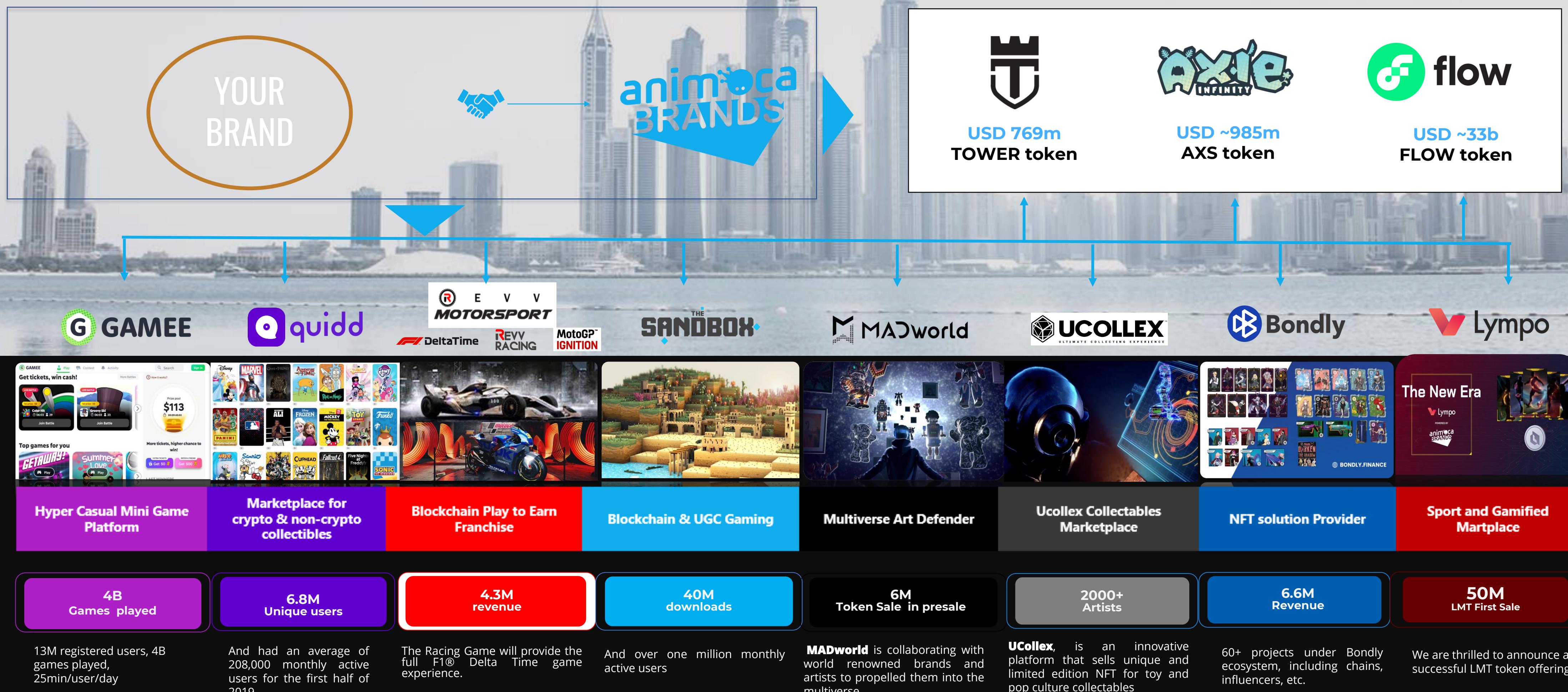
Digital Transformation

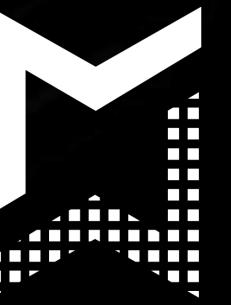
Unparalleled Collaboration

Discover Possibilities

ENTER THE ANIMOCA ECOSYSTEM

Highlight the Value Proposition and USP





Case Study: Multiverse Art Defender (MAD)

MADWORLD.io NFT Technology – *Levelled up*

September 2021



THE MISSION

Mission - Multiverse Artist Defender

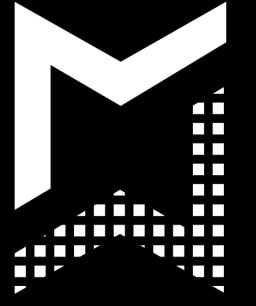
Creating Value for Artist and Creators Across all Dimensions



“A NFT platform for both real world and digital collectibles where the value and provenance of the artist and creator are protected on the multiverse.”

THE MAD DAO Empowers Artists & Creators

Preserve the Value of Artwork and Creations in a decentralized org across Physical & Virtual Worlds



MADWORLD EMPOWERS ARTISTS

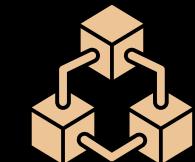
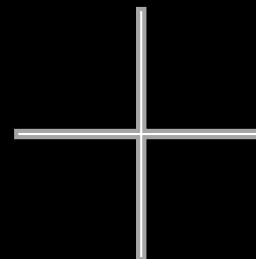
Stimulate Content
Origination

Monetize & Trade on
Marketplace

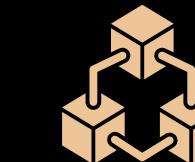
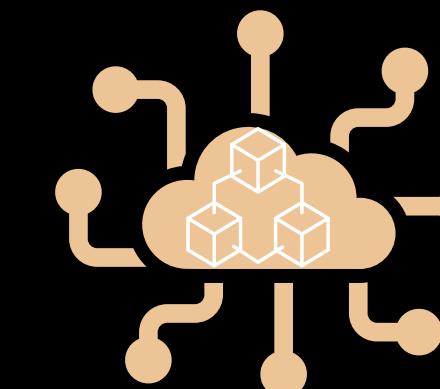
Publish Creations in
Digital world infused with
AR/VR

Attract Brand Sponsorship
through
NFT Experience

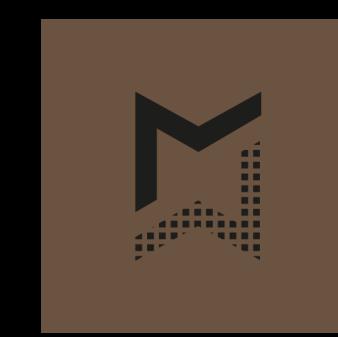
***Verified Art
Protection Mechanism***



THE MAD DAO
*NFT Decentralized
Registry*



***Governed by
UMAD Token***



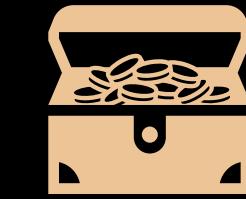
THE MAD DAO Authenticates & Verifies



Verification and Authentication is regulated by trusted roles within a decentralized structure validated by trusted bodies



Reward and incentive structure is in place for successful submission of creation and artwork



1

All works are reviewed and voted by individual that owns the UMAD token



3

Votes are weighted according to total tokens staked



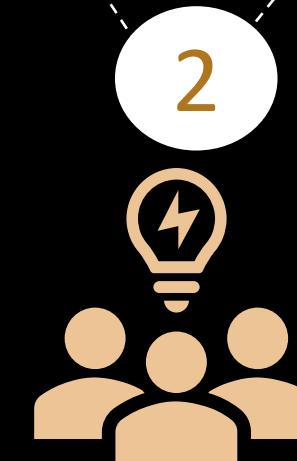
5

Votes are tallied to determine the approval of works



7

- ✓ Verification and Authentication occurs at Content Origination Stage
- ✓ UMAD governance token to empower Trusted Bodies and creators as validators
- ✓ Blockchain Technology for immutability and record of provenance



Curated Artists & Creators can submit their proposed artwork/creation
Note: Artist Verification and Authentication is already done at this stage



Voting rights can be delegated to Trusted entities and bodies who are token holders and voters are paid to participate



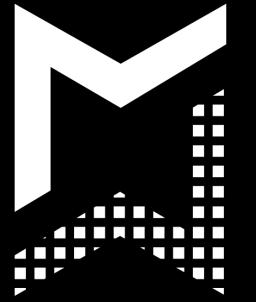
Voting results are kept confidential and secured to ensure fairness is achieved.

MADWORLD PLATFORM

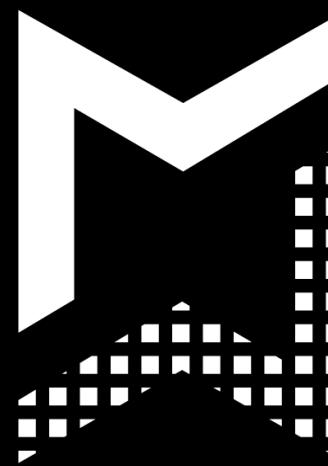
- ❖ REGISTRY & PROVENANCE
- ❖ NFT ASSET MANAGEMENT
- ❖ AUTHENTICATED ARTWORK WITH DAO VERIFICATION & VALIDATION

Physical Collectibles Paired with NFT

Preserve Artist and Creators Work Across Physical and Virtual worlds



- ❖ Content Originated on the Madworld Platform



- ❖ Product authentication with detailed product information
- ❖ Digital asset ownership certificate generation based on NFT technology

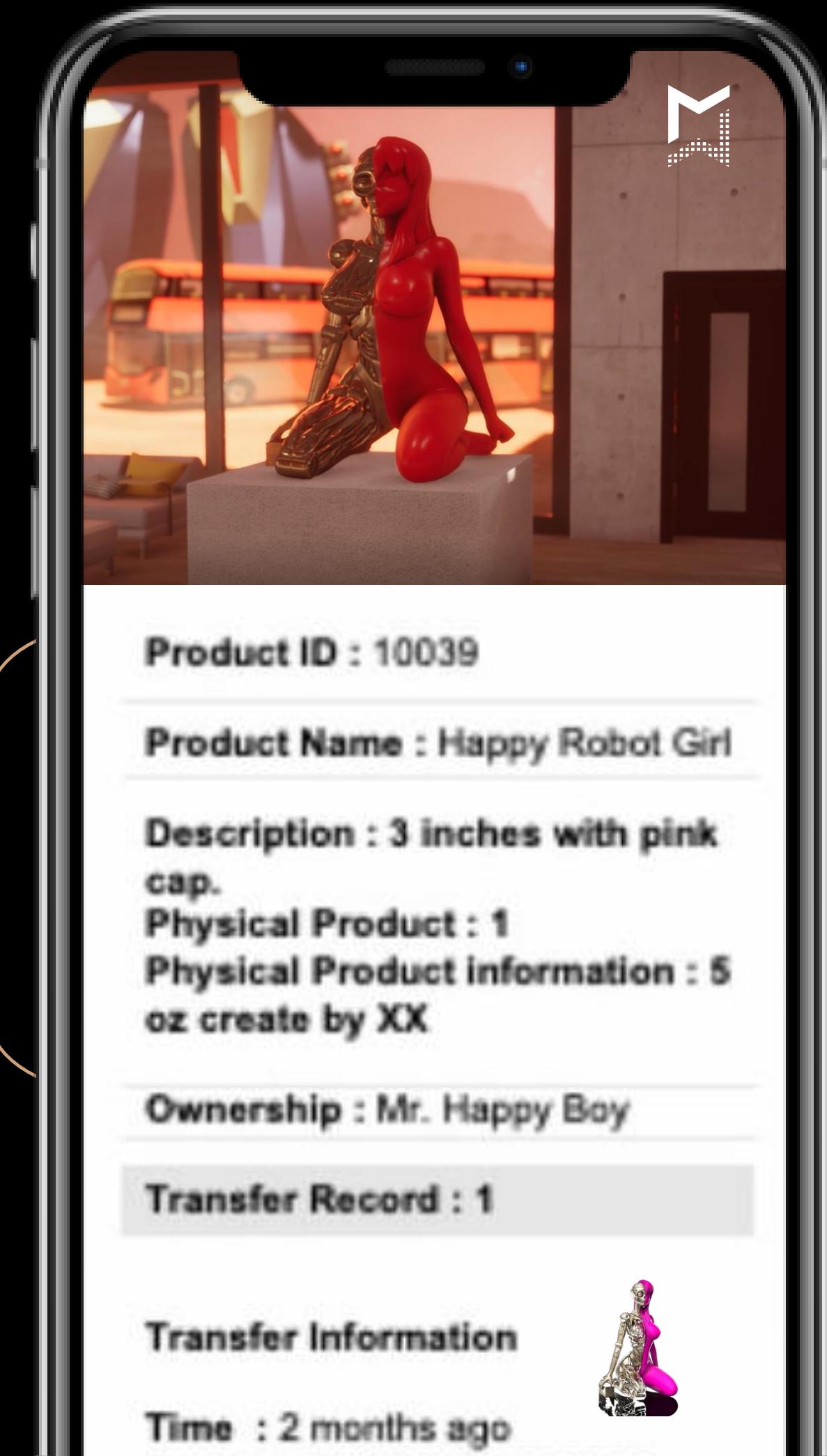


Collectors will be able to display products in both digital and physical worlds

Arts & Collectibles will exist both in a digital format and become part of a physical collection.

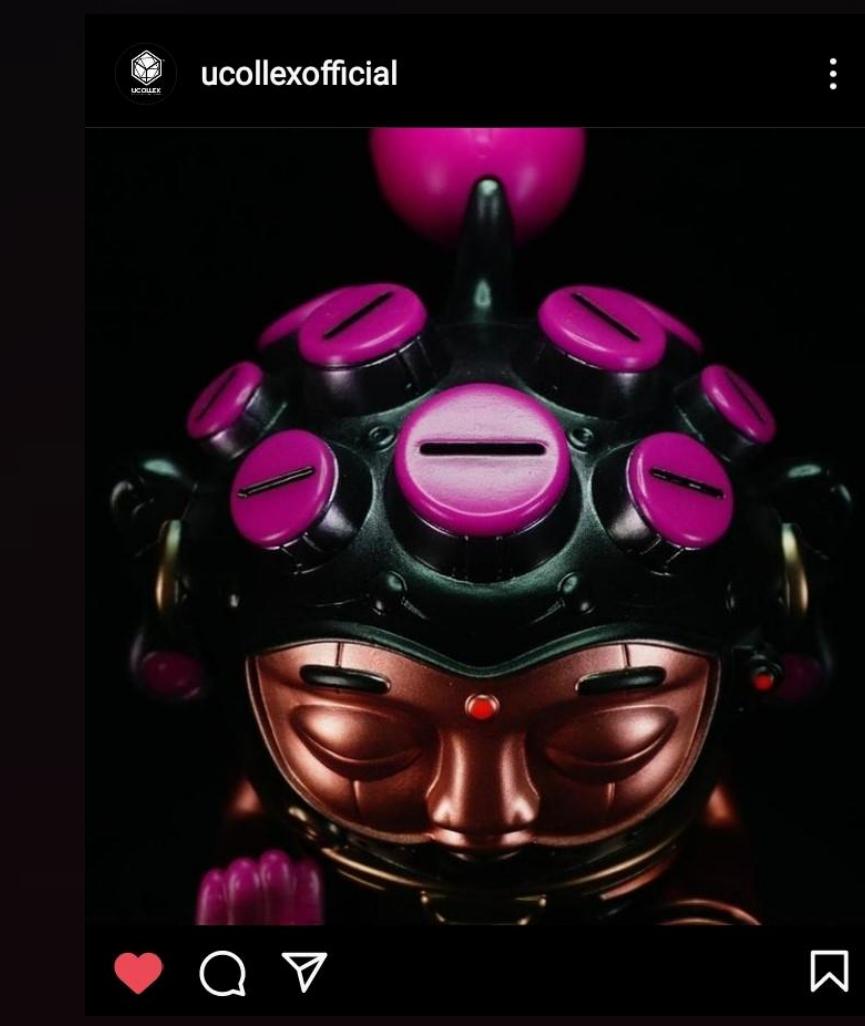


NFC technology applied to connect physical assets with digital smart contract



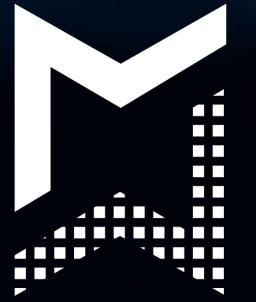
Reinventing Content Origination

Unique Content Format through LIMITS Art Battles



Enhanced Consumer Experience

MADWORLD Provides Constant Innovation for the Evolution of Digital Assets



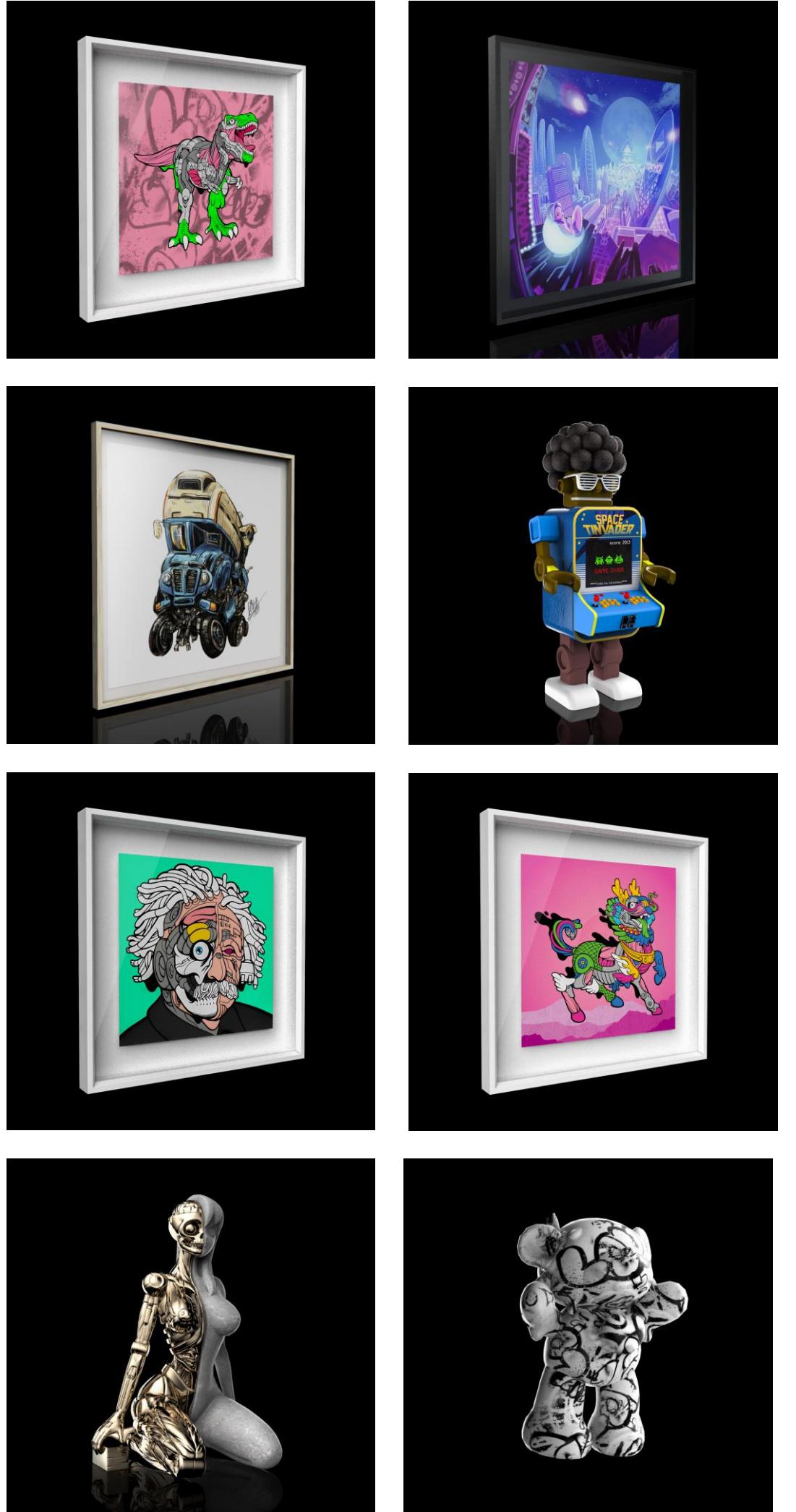
Interactive Platform Experience

- MAD is infusing the experience of augmented reality (AR) and virtual reality (VR) into the creation, minting, and the showcasing of NFT.
- Creators can create a gallery where they can invite friends and collectors to visit and see their collection of artwork. Collectors can also create and share the joy with others about their distinct collections with the AR & VR experience.

Collaborations with Brands



Vintage Illustration **NFT**





THE PLATFORM

The MAD Platform

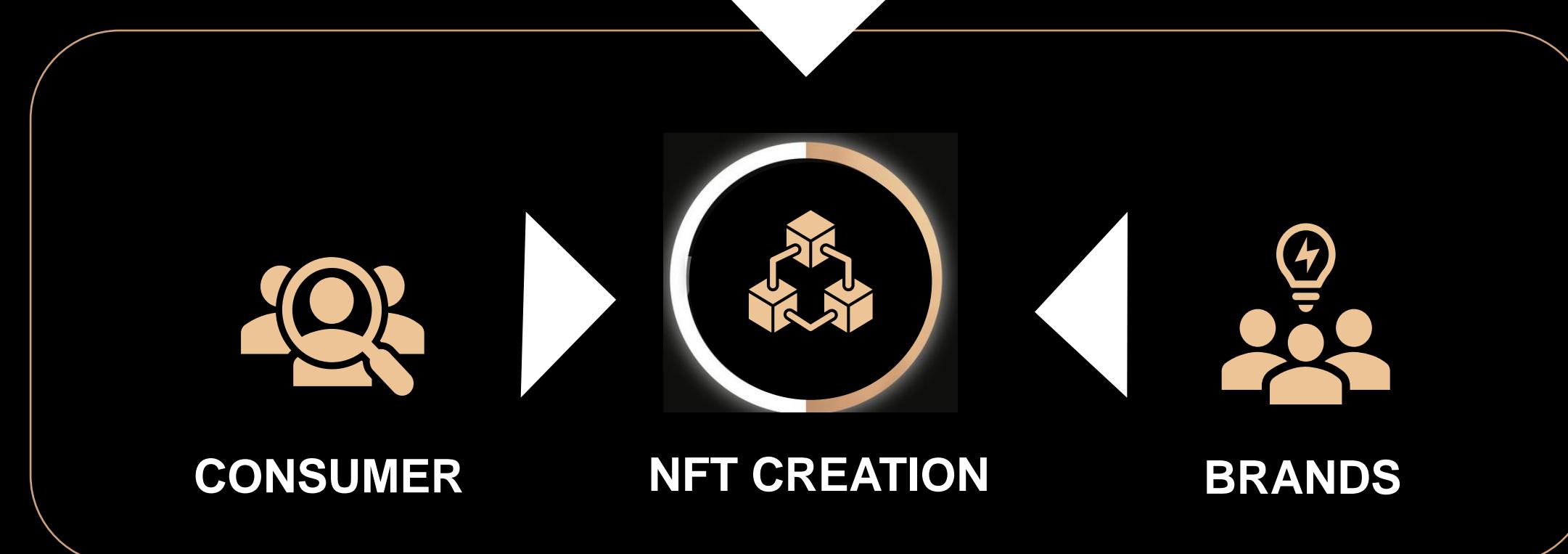
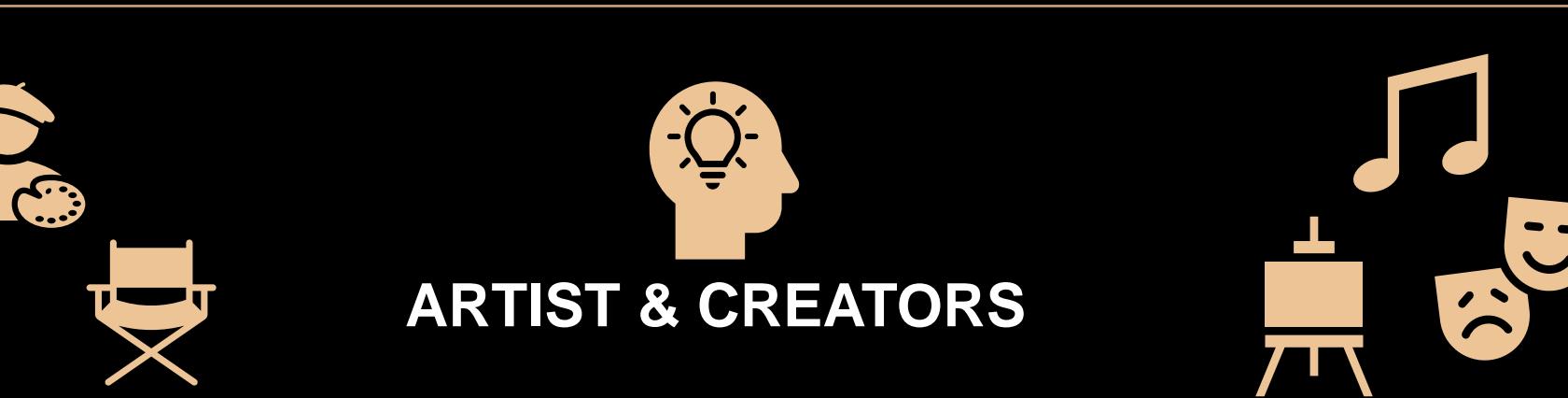
Unified Value Chain Where Artists & Creators Connect Directly to Consumers & Brands



SUPPLY-SIDE CREATOR & ARTIST ECOSYSTEM



MADWORLD'S CORE VALUE

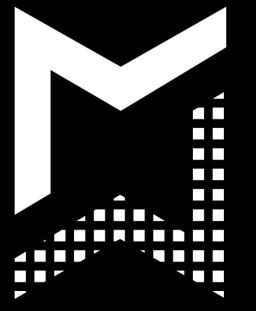


DEMAND-SIDE BUYER ECOSYSTEM



Democratizing Content Creation

Single Platform where Artists & Creators Create, Mint, Earn & Distribute

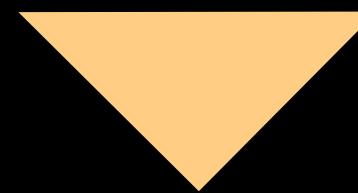
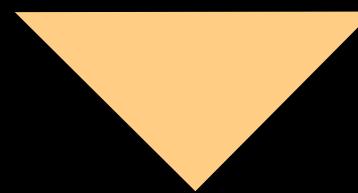
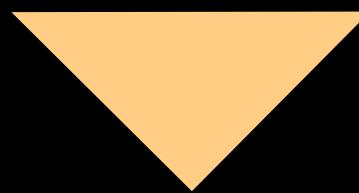
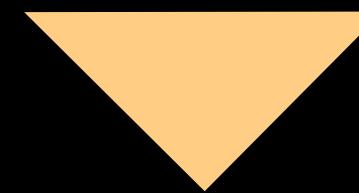


**Artist,
Creators &
Exclusive
IPs**

**NFT
Technology**

Marketplace

Community



Access to Renown Artists ,
Creators & exclusive IP.

Built on ERC721 & Design
to adopt new cross-chain
portability.

Distribution of digital assets
are simplified for both crypto
and non-crypto users.

Providing an environment to
further connect creators and
consumers.

Creator Marketplace and Social Trading

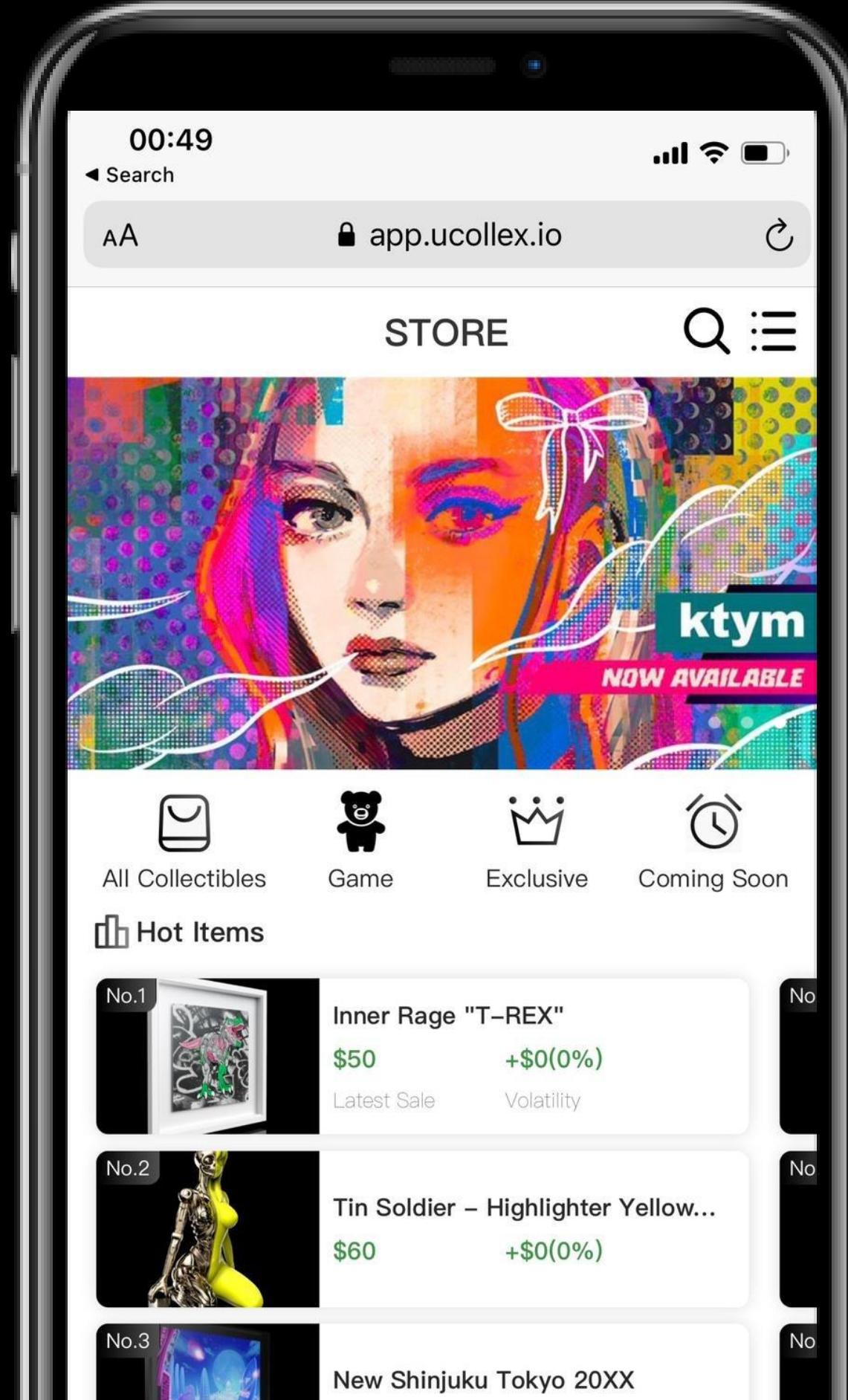
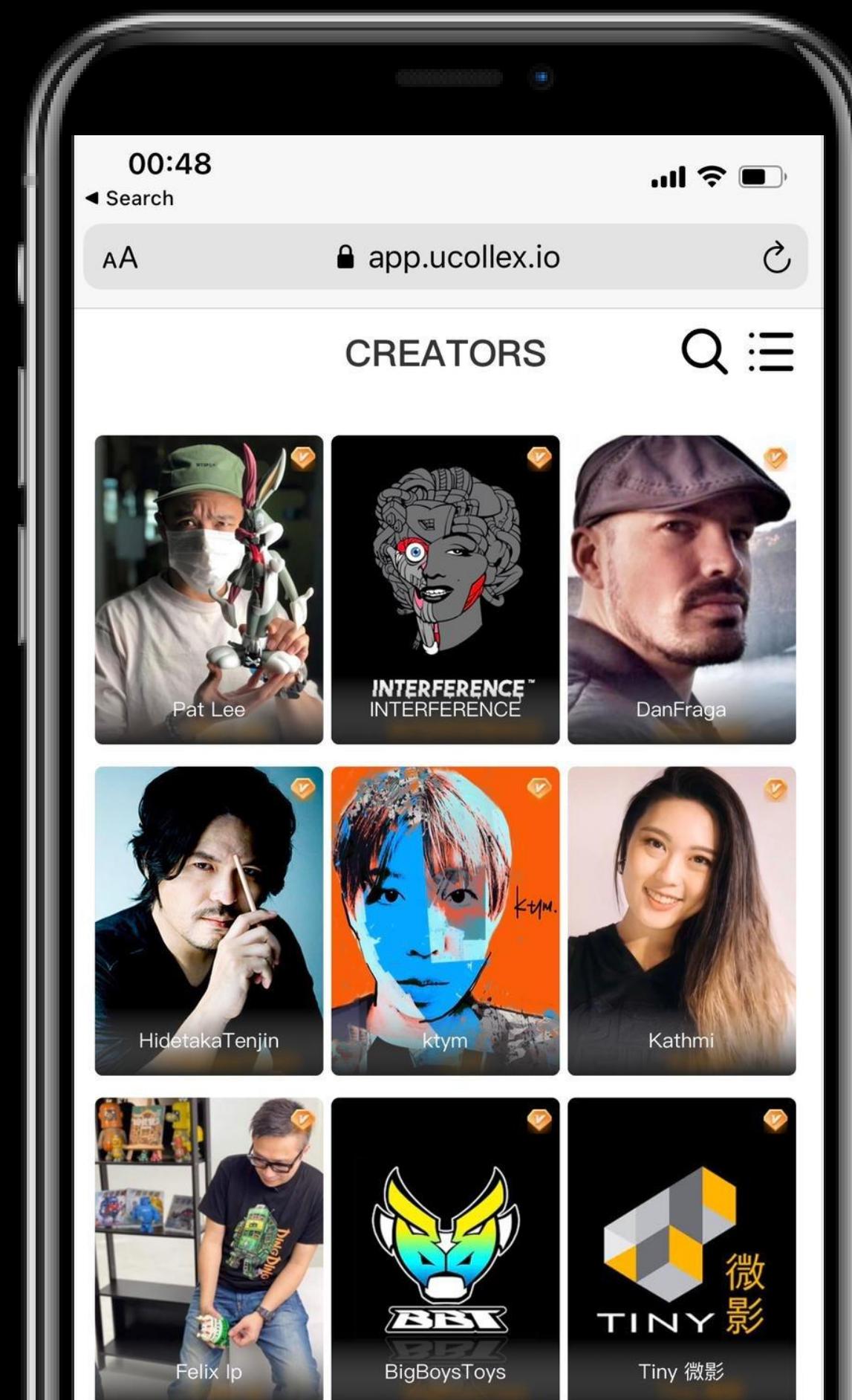
Artists Can Promote Their Work Directly through a Single Social Commerce Platform



**SELECT FROM FEATURED
ARTIST COMMUNITY**

**BUY, SHARE
& TRADE**

**COLLECT & INVEST
WITH UMAD**





Partners

Strong Blockchain and Tech Partner Across the World





UMAD TOKEN

UMAD Token

A Utility Token design to defend Artist Creation, Permanence and Provenance



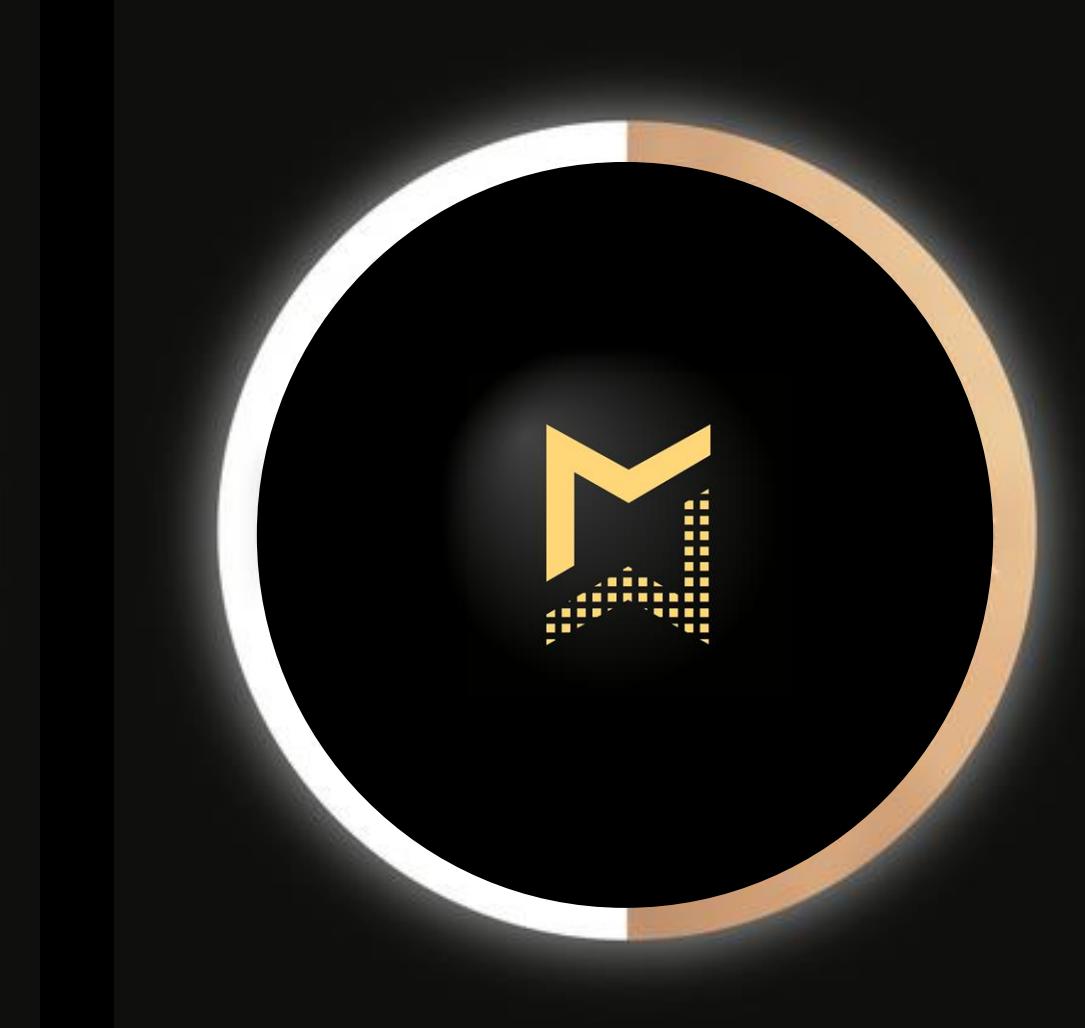
CREATE

Artist Create, the value of the artwork and the Artist is defended by a decentralized structure.



COLLECT

Consumers & Collectors Invest, Trade and Collect.



EARN

MADWorld Community Earn & Vote, Artworks are validated.



STAKE

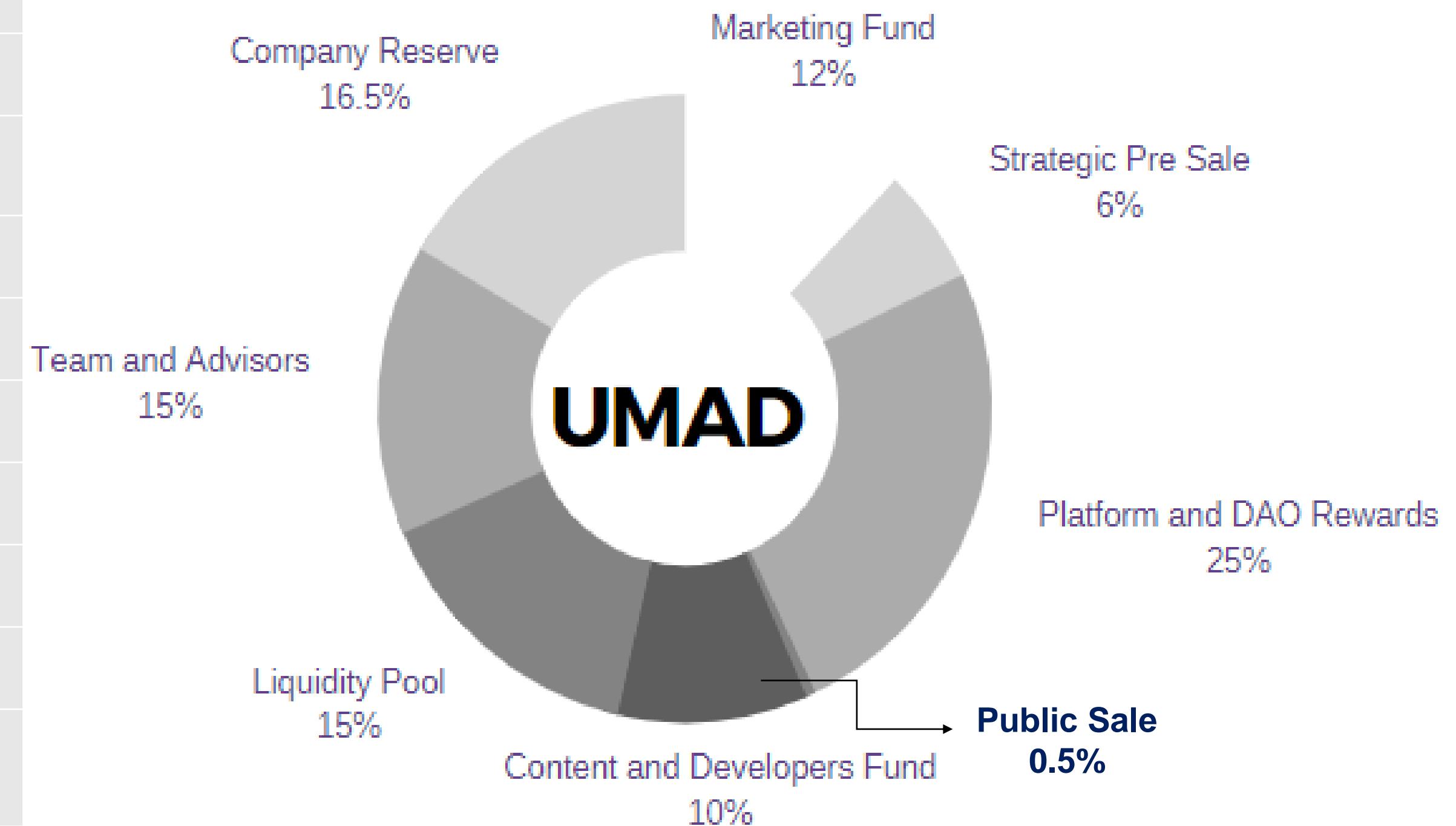
Expert from the community stake to earn reward and unique NFT.



Tokenomics

Use of Funds and MAD's Investment Strategy

Category	Allocation	Percentage
Platform and DAO Rewards	2,500,000,000	25%
Marketing Fund	1,200,000,000	12%
Content and Developers Fund	1,000,000,000	10%
Liquidity Pool	1,500,000,000	15%
Team and Advisors	1,500,000,000	15%
Company Reserve	1,650,000,000	16.5%
Public Sale	50,000,000	0.5%
Strategic Pre-Sale	600,000,000	6%
Total 10,000,000,000		100%



Key Takeaways:

- Strategic Pre-sale Token should be priced at a steep discount to encourage early -stage supporters
- Typically 35-80% discount to Token Generation Event (TGE) aka (Initial Digital Offer)
- Attract good strategic investor, do not just go for the money!

Launching a NFT Campaign

Artist and IP Collaboration to build hype and buzz for your NFTs

PAT LEE X MADMINDS

1111 EINSTEIN LINE ART NFT – PFP

- ✓ SOLD OUT IN 60 MINUTES
- ✓ 0.06ETH TO MINT
- ✓ CURRENT FLOOR PRICE 0.10 ETH
- ✓ HIGHEST SELLING EINSTEIN : 5 ETH

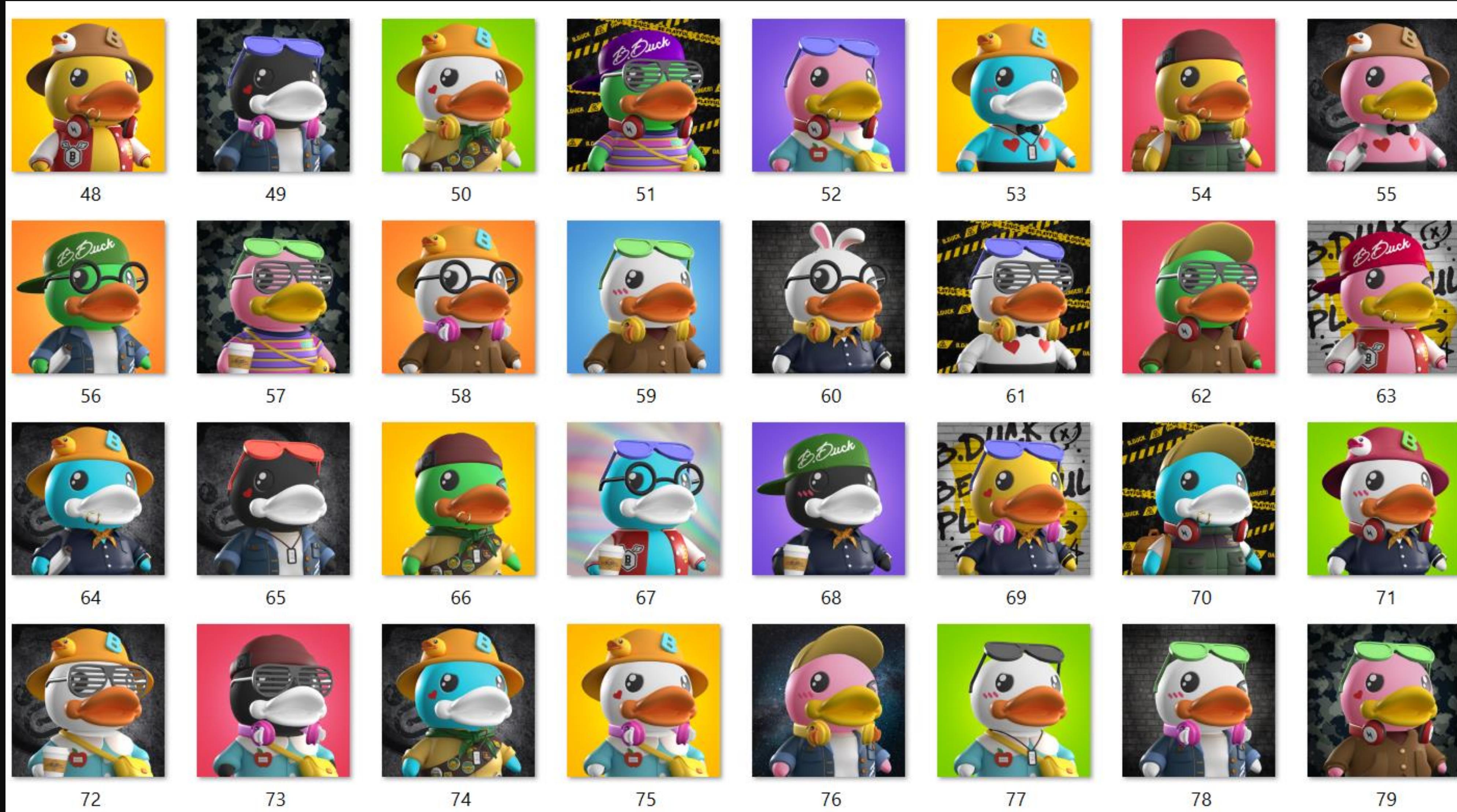


BDUCK X MADWORLD

- ✓ 4000 GENERATIVE BDUCK
- ✓ SOLD OUT IN 5 HOUR
- ✓ 0.08ETH TO MINT
- ✓ CURRENT FLOOR PRICE 0.10 ETH
- ✓ HIGHEST SELLING DUCK : 19 ETH

Getting Your Ducks In A Row!!

Rarity Design, Meta Data Design, Testing Layers for PFP, Planning Utility based on Rarity, Adding Gamification and more...



Join the B.Duck team and spread your wings!



Sign Up To Allowlist

Join the Founding Feathers
today!

SIGN UP

Mint B.Duck Mystery Egg

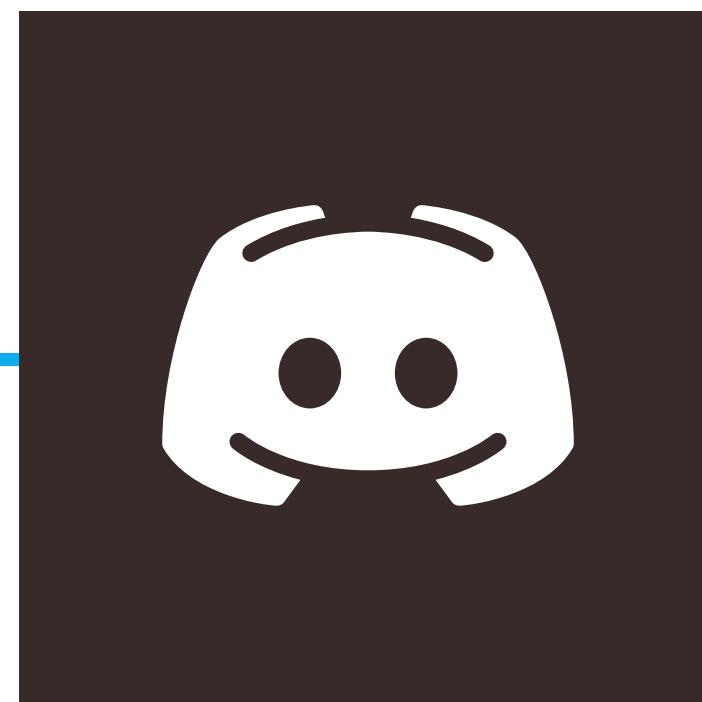
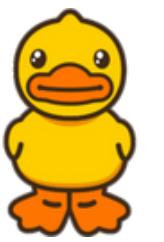
Connect your wallet and mint
B.Duck Mystery Egg NFTs

SOLD OUT

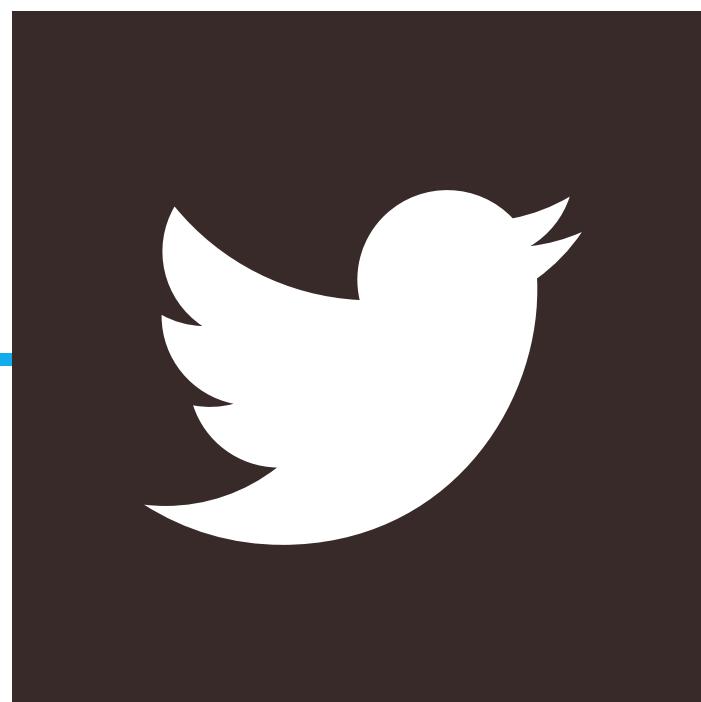
View B.Duck Collection

Full B.Duck collection on
Opensea

VIEW COLLECTION



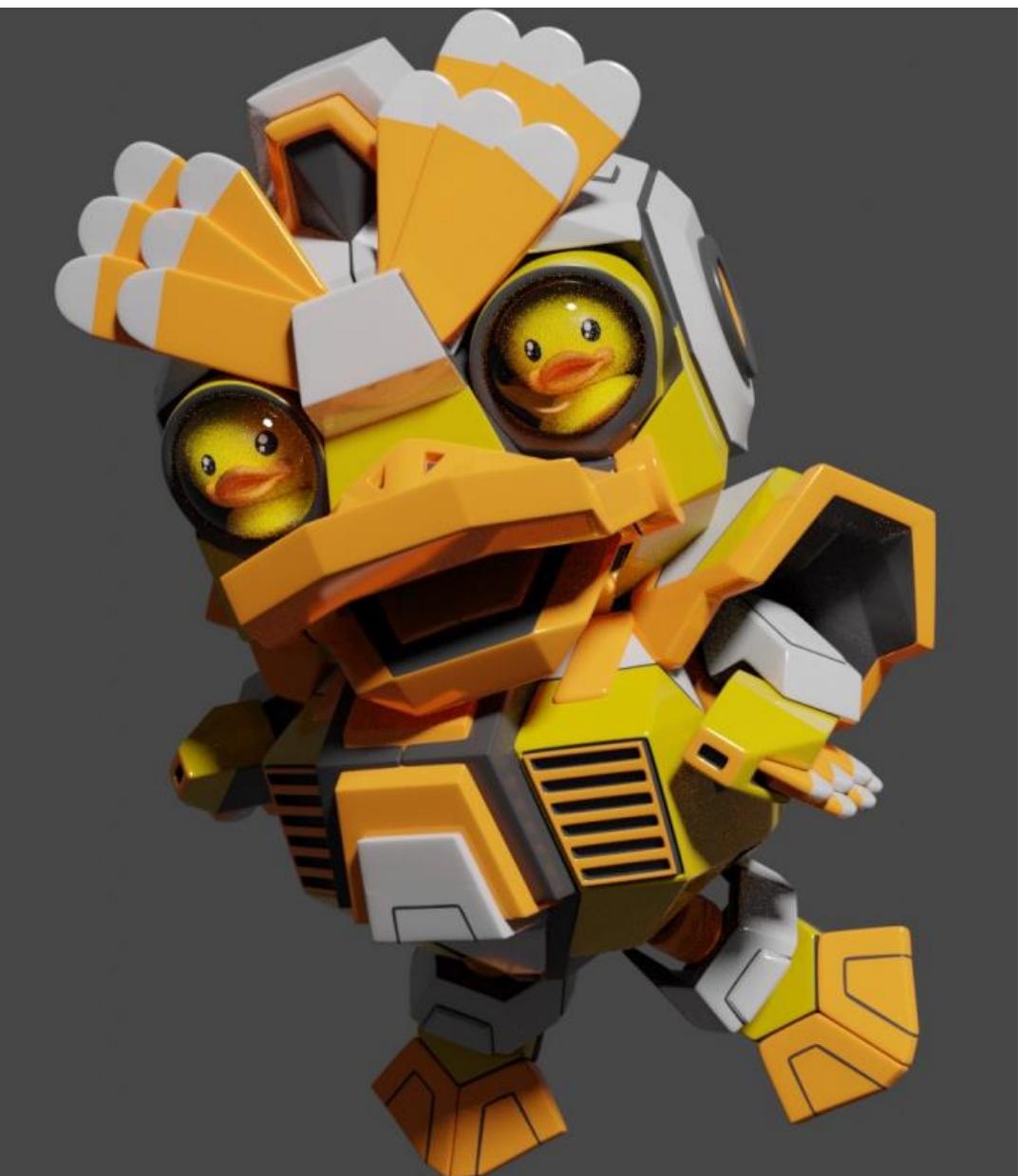
DISCORD



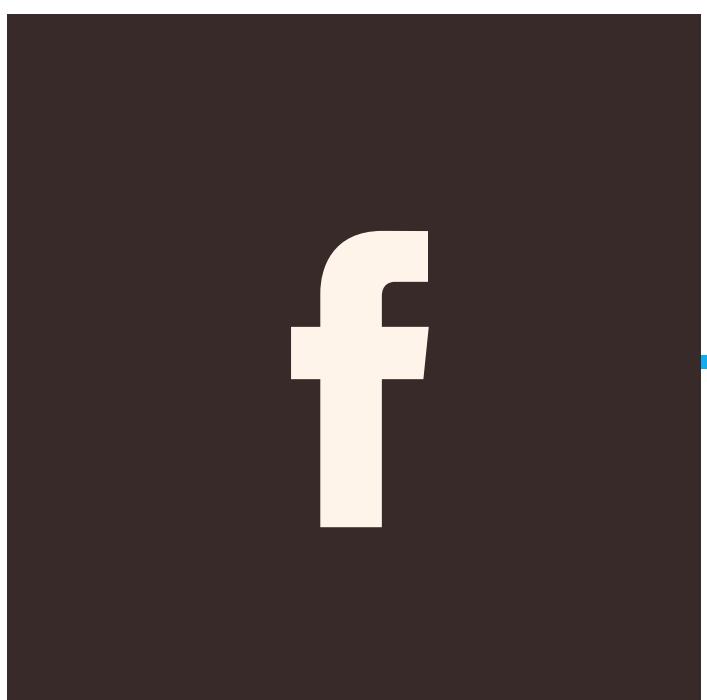
TWITTER



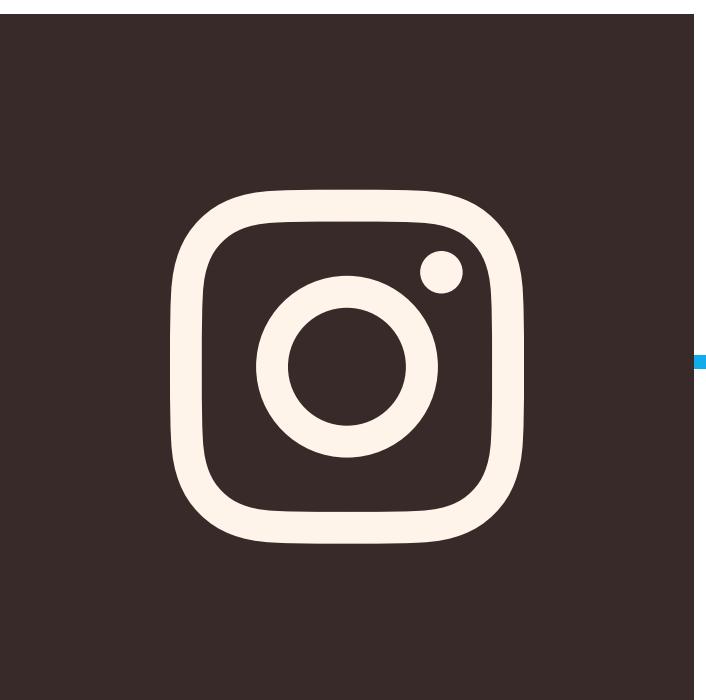
TELEGRAM



TARGETING OVER 100k+
COMMUNITY



FACEBOOK



INSTAGRAM



MADworld X B.Duck

Madworldnft Linked

4.0K

items

1.9K

owners

♦ 0.077

floor price

♦ 291

volume traded

4,000 items

DISTRIBUTE ON A LEADING NFT MARKETPLACE



MADworld ...
B.Duck #999
Last ♦ 19.9



MADworld ...
B.Duck #1124
Last ♦ 3.5



MADworld ...
B.Duck #714
Price
♦ 4.6
Last ♦ 2.99



MADworld ...
B.Duck #3031
Price
♦ 5
Last ♦ 2.79



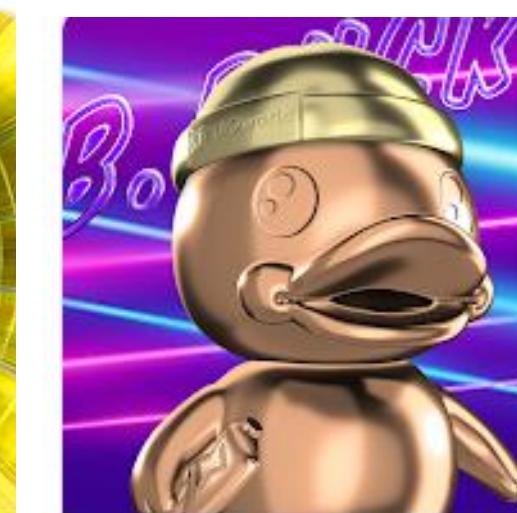
MADworld ...
B.Duck #187
Last ♦ 2.49



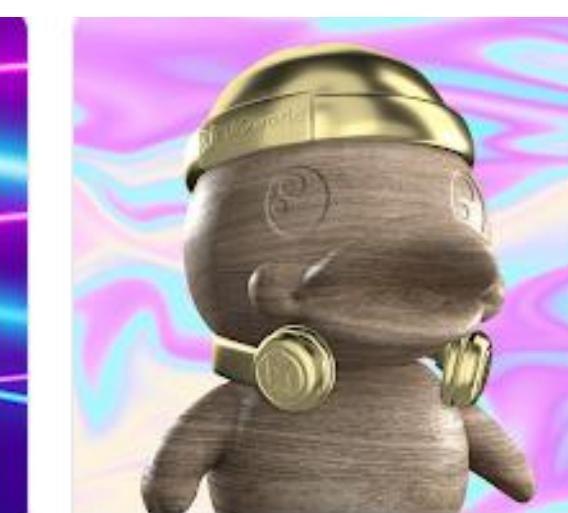
MADworld ...
B.Duck #572
Last ♦ 2.4



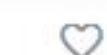
MADworld ...
B.Duck #734
Price
♦ 20
Last ♦ 2.2



MADworld ...
B.Duck #3877
Last ♦ 2.2



MADworld ...
B.Duck #1968
Price
♦ 10.6
Last ♦ 2



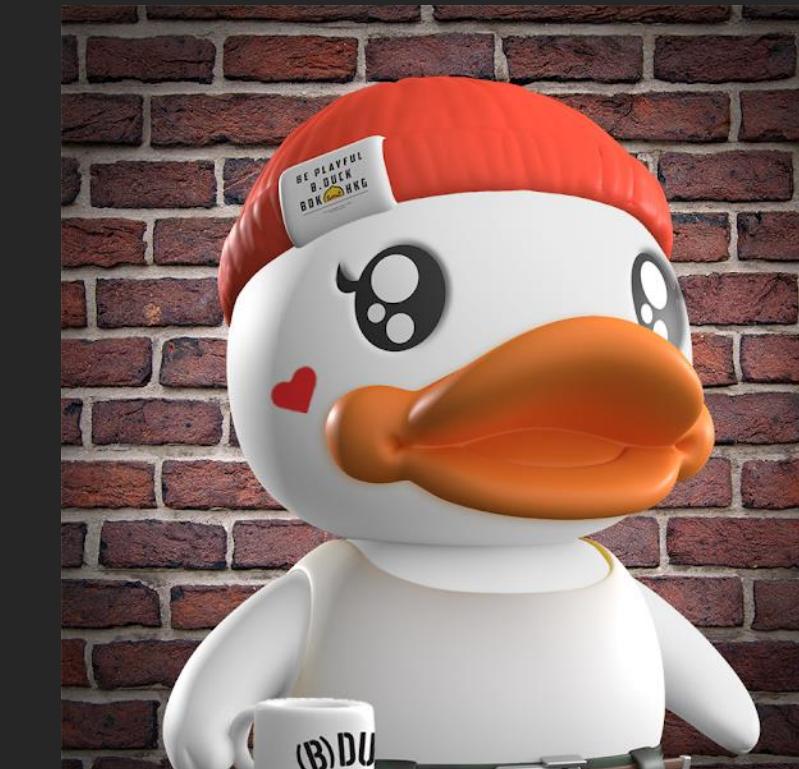
Adding Utility To Your NFT

Use the right campaign mechanics to drive user engagement and adoption

★ **FREE NFT DROPS
“MEKA DUCKS”
FOR EXISTING HOLDERS**

★ **BREED 2nd GENERATION
DUCKS AS “PILOTS”**

★ **PLAY 2 EARN GAME
DUCKS EARN TOKENS
IF THEY WIN THE BATTLE**





THANK YOU!