



FUEL THE RISE OF NFT ECONOMY

W H I T E P A P E R

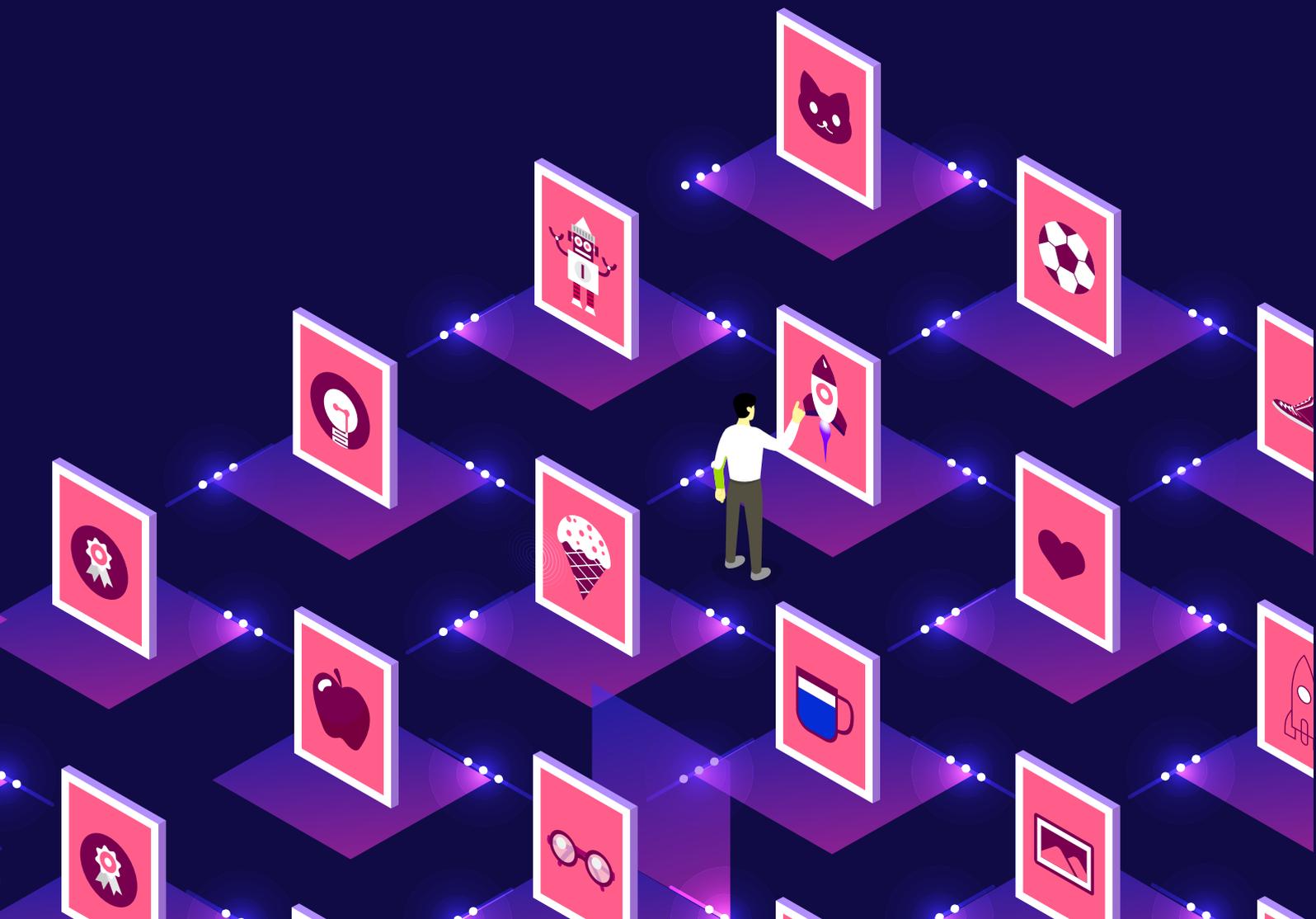


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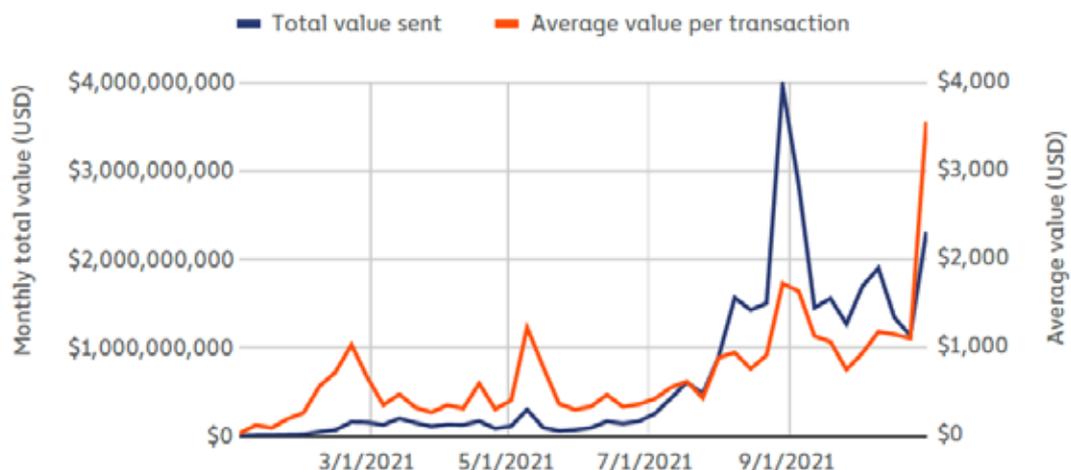
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ABSTRACT

Non-fungible tokens or NFTs are cryptographic assets on blockchain with unique identification codes and metadata to distinguish them from each other. Unlike cryptocurrencies which are identical to each other, NFTs cannot be traded or exchanged at equivalency, which is why they can be used as a medium for commercial transactions. In 2021 alone, the market saw significant increases in both total value sent and average transaction size, suggesting that NFTs as an asset category are gaining value as they attract new users.

Weekly total cryptocurrency value and average value per transaction sent to NFT platforms

| Jan '21–Oct '21



Weekly total cryptocurrency value and average value per transaction sent to NFT platforms

[Source: Chainalysis]

Seeing that there's a growing need for an open marketplace to exchange and buy NFTs – as well as the desire for authenticity and for an opportunity to have one's own branding, NFTify was created to satisfy these needs.

This whitepaper aims to describe everything NFTify related – from its origin, definition, ecosystem, to existing features and roadmap of the project. Additionally, the paper also includes the tokenomics of the \$N1 cryptocurrency \$N1, including but not limited to its definition, utility, allocation, release schedules, token sales, and so on.

1. ABOUT NFTIFY

NFTify is an all-in-one platform with a high focus on empowering businesses and emerging entrepreneurs to launch their own NFT marketplace where they can create & sell NFTs within minutes, without coding knowledge or upfront costs involved.



1.1 Background

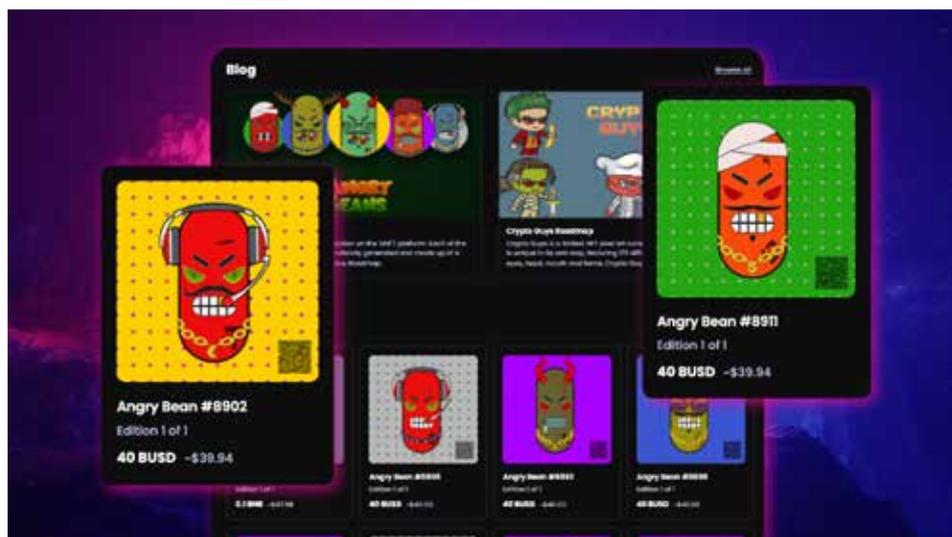
Prior to NFTify, NFT creators had to resort to relying on third-party NFT marketplaces to sell their NFTs, and while this approach has had its perks, it was still lacking in several aspects – namely an opportunity for NFT creators to establish their own brand, and true ownership of NFT collections. In the NFT world where authenticity and originality matter more than most, we felt that there needed to be a better platform at providing NFT creators with what they need to express themselves – and that’s why NFTify was born.

Founded in July 2021, NFTify was created to empower NFT creators with all the tools they need to create their own NFT storefront, as well as to make the NFT creation process easier for everyone.

1.2 Our Mission

With the launch of NFTify, we hope to lower the entry bar in the NFT space. With an easily-made NFT store to call their own, more people can believe in, build, and profit from what NFTs can bring, which essentially makes NFTs more accessible for the average person.

Our end-goal is to make mass NFT adoption a reality for the average person, and more people would be able to trade & buy an NFT just like how they would an item sold on a regular eCommerce website. And in order for that to happen, we provide creators with all these perks at hand:



NFT stores created on the NFTify platform

Zero Coding

Understanding that coding is a drag for most people, we made sure that there's no coding involved during every step of the way for onboarding store owners. NFTify store owners can register, choose their preferred domain, customize and set up their stores with advanced marketing tools (such as Google Analytics and Facebook Pixel), and publish it in a matter of minutes – all without having to touch a single line of code.



Low cost

NFTify offers an easy way to quickly launch an NFT store without the fuss over development costs that can be incurred with platforms. Businesses don't have to pay for development, but can still enjoy the full services of an NFT platform with their own branding at a much lower cost. And at the core of it, the store creation process is completely free for everyone, and only more advanced features such as marketing analytics tools can be unlocked with more premium subscription plans.

Reselling

At the base level, an registered NFTify store is simply just that—an NFT store. But with the Reselling feature which can be unlocked with more premium subscription plans, buyers in NFTify stores can resell their NFTs to other buyers, which in turn makes NFTify stores functioning like that of an NFT marketplace where buyers and sellers can come together to freely buy, trade, and transfer NFTs.





Marketing tools

At NFTify, we recognize that NFTs are the future of eCommerce, and that’s why we’re enabling every tool at hand to make the buying experience better for online NFT buyers.

Marketing tools are an integral part of it, as with marketing tools store owners can track, analyze, and use data to devise better marketing plans.

NFTify currently comes with built-in Google Analytics and Facebook Pixel integrations, and we plan to implement more advanced marketing tools in the near future.

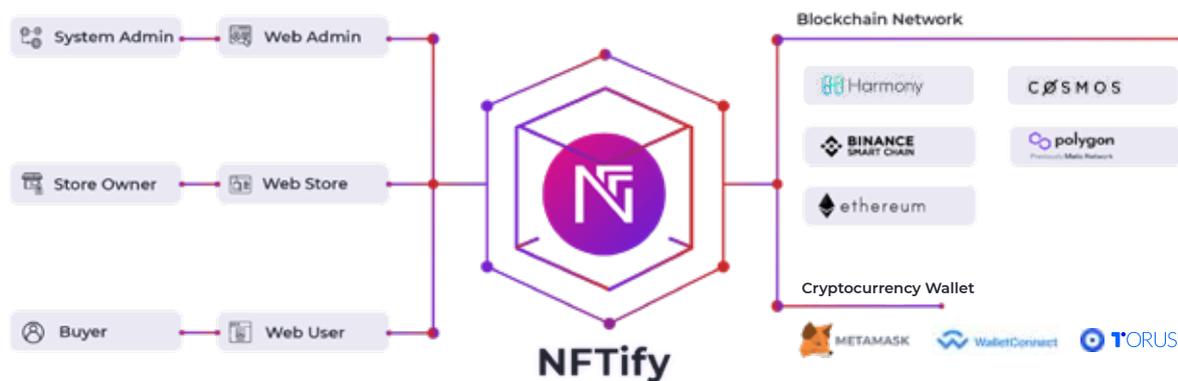
Customizable

Unlike many current NFT exchange markets, NFTify provides customization features to help businesses match the design of their NFT stores to their brand identities. Using the theme customize function, NFTify store owners can adjust or change any aspects of the theme – such as the logo, layout, and colors – to their liking, and when combined with features such as custom domain and custom token payment, NFTify store owners will have all the freedom to create an NFT store that speaks their value.

As the NFTify platform grows larger in terms of complexity, customizability is also poised to grow in conjunction with it. Deep customizability and plug-ins are expected to be coming in the near future in order to provide more flexibility and functionality for store owners.



2. NFTIFY PLATFORM OVERVIEW



Participant	Definition
System Admin	NFTify platform owner
Store Owner	People register a store/shop to sell NFT on NFTify
Buyer	People register account to buy NFT on NFTify's stores

Explanation:

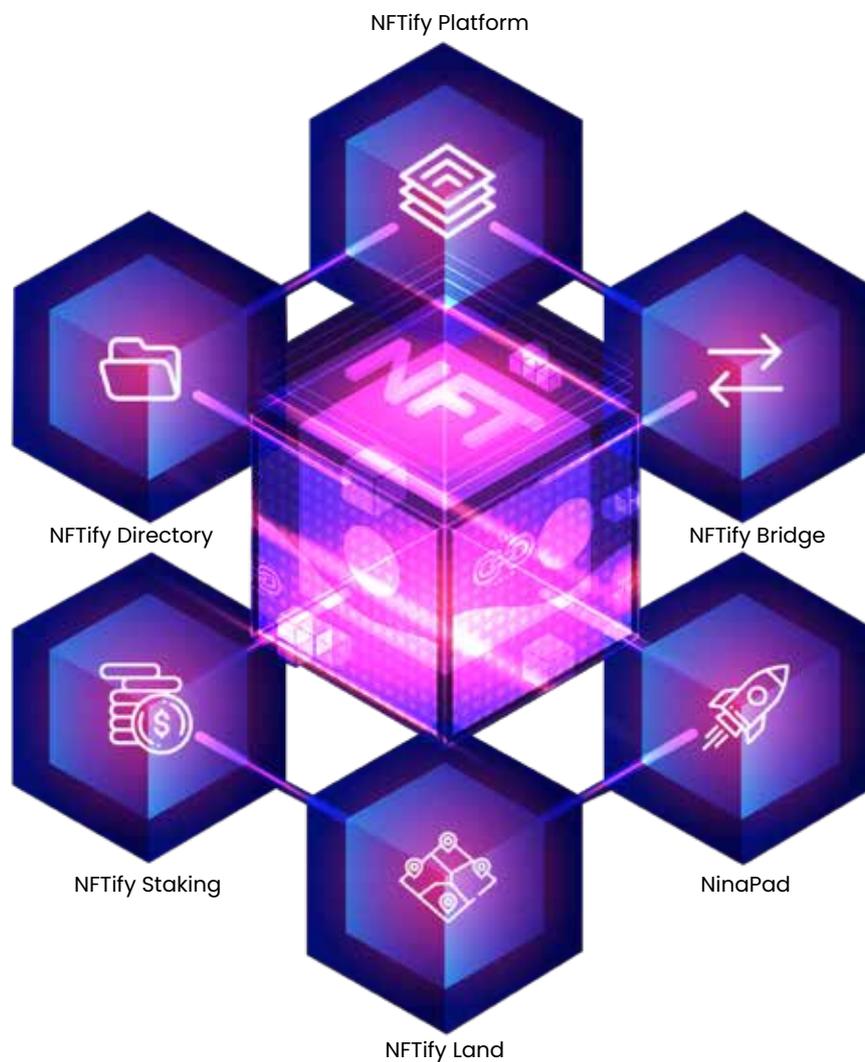
- The System Admin utilizes the Web Admin to manage and supervise overall activities of buyers and store owners on NFTify.
- The Store Owner interacts with the NFTify Web Store, where they can create, sell NFTs, and manage sales operations.
- The Buyer uses the NFTify Web User to discover and buy their favorite NFTs.

NFTify integrates with a software cryptocurrency wallet/protocol such as Metamask and Wallet Connect to interact with multiple blockchain networks.

NFTify also supports transactions in multi-chains, allowing NFT owners to set up their own stores on multiple networks such as Ethereum, Binance Smart Chain, Polygon, and more.

NFTify currently comes with built-in Google Analytics and Facebook Pixel integrations, and we plan to implement more advanced marketing tools in the near future.

3. NFTIFY ECOSYSTEM



NFTify Ecosystem Overview

NFTify Platform

NFTify Platform is the all-in-one NFT marketplace solution for independent entrepreneurs to kickstart their NFT business without coding and upfront costs.

NFTify Directory

NFTify Directory showcases all stores currently running on the NFTify platform, along with user feedback and ratings. Get inspiration from others by checking out best-rated stores.

NFTify Bridge

NFTify bridge allows users to swap NI between different chains, it enables the flow of value from one chain to another and back, which creates higher throughput for faster and cheaper transactions, leading to better access to liquidity on Binance Smart Chain, Ethereum, etc.

NFTify Staking

NFTify Staking, as its name suggests, allow you to stake \$NI coin on NFTify's currently supported chains (e.g., Binance Smart Chain, Ethereum, and Polygon). Stakers can earn up to 40% APR, and when the amount of NI staked reaches a certain threshold, they can unlock LaunchPad tiers which come with various other benefits exclusive to NI holders.

NFTify NinaPad

NFTify NinaPad aims to facilitate the success of initiatives. It is the first decentralized multi-chainIDO platform to raise liquidity for creative NFT projects.

NFTify Land

NFTify Land is poised to be NFTify's first venture into the metaverse. Get ready to buy, rent, or sell NFTify lands.



4.TOKENOMICS

4.1 Token Information

- Token Name: **NFTify**
- Token Symbol: **N1**
- Total Supply: **200,000,000 N1**

NFTify token is Ethereum's ERC-20 token. N1 holders can swap ERC-20 N1 token for NFTify Token on other networks at a 1:1 rate.



4.2 Token Utility

- Payment for store services
N1 is used as currency for payment of store services. To unlock more features, store owners can use N1 to pay for the subscription plan of their choice.
- In-store payment
Store owners can create, trade, and resell NFTs with N1 chosen as currency. By this way, store owners won't have to pay the standard 2.5% transaction fees of the platform.
- Staking
Anyone can stake N1 on NFTify's official staking platform, and earn up to 40% fixed APR.
- LaunchPad
N1 holders are divided into tiers in NFTify's LaunchPad depending on the amount of token held. Higher LaunchPad tiers come with more exclusive benefits for the holders.
- Platform Governance
N1 holders of the top tier will get to decide which features should be prioritized in the next platform development cycle (i.e., in the next Sprint Release).

4.3 Token Allocation

Angel Sale	3.0%
Seed Sale	4.8%
Private Sale	13.0%
Public Sale	1.5%
Team & Advisor	17.7%
Foundation	25.0%
Ecosystem	25.0%
Marketing & Liquidity	10.0%

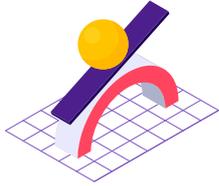
4.4 Token Release Schedule

Angel Sale	8% at listing, then unlock over 10 months
Seed Sale	10% at listing, then unlock over 9 months
Private Sale	12% at listing, then unlock over 8 months
Public Sale	100% at listing
Team & Advisor	6 months fully locked, then 20% each quarterly.
Foundation	60 months
Ecosystem	60 months
Marketing & Liquidity	60 months

4.5 Token Sale

Round	Raise	Token Price	Quantity
Angel Sale	\$180,000	\$0.03	6,000,000
Seed Sale	\$380,000	\$0.04	9,500,000
Private Sale	\$1,560,000	\$0.06	26,000,000
Public Sale	\$240,000	\$0.08	3,000,000

5.ROADMAP



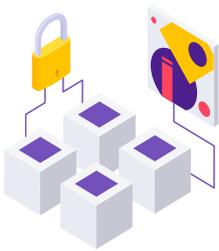
Q3-2021

- Launch of NFTify
- Support for multi-chain
- Launch of referral program
- Support for secondary market



Q4-2021

- Custom token payment
- NFT collection import
- Marketing tools integration
- Launch of staking program
- Access & payout for store collaborators
- Transfer NFTs



Q1-2022

- Blog page & Discount codes
- Launch subscription plans
- Sell in multiple currencies
- NFT giveaway
- Physical shipping address
- Category-based themes
- Additional chain support



Q2-2022

- 3D in-store viewing & buying experience
- Minting service
- Integration with metaverse
- Open API for plug-in development
- Bundle-sell
- Advanced marketing tools: analytics, SEO & tracking tools

6. TERMINOLOGY

NFT

Stand for Non-fungible tokens. It is a unit of data on a digital ledger called a blockchain, where each NFT can represent a unique digital item, and thus they are not interchangeable. NFTs can represent digital files such as art, audio, videos, items in video games and other forms of creative work. While the digital files themselves are infinitely reproducible, the NFTs representing them are tracked on their underlying blockchains and provide buyers with proof of ownership. Blockchains such as Ethereum, and Flow each have their own token standards to define their use of NFTs. NFTs can be used to commodify digital creations, such as digital art, video game items, and music files. Access to any copy of the original file, however, is not restricted to the owner of the token. The first NFTs were Ethereum-based and appeared around 2015. Increased interest in the market for NFTs has resulted in increased speculation, as the same investors who had previously speculated on cryptocurrencies began trading NFTs at greatly increasing volumes.

NFTs mostly run on a proof-of-work blockchain, which is less energy efficient than proof-of-stake blockchain.

ERC

ERC stands for "Ethereum request for comment," and ERC-20 is a standard used for creating and issuing smart contracts on the Ethereum blockchain. Smart contracts can then be used to create smart property or tokenized assets that people can invest in. Specific token standards have been created to support various blockchain use-cases. These include the Ethereum ERC-721 standard of CryptoKitties, and the more recent ERC-1155 standard.

ERC-721

ERC-721 was the first standard for representing non-fungible digital assets on the Ethereum blockchain. ERC-721 provides core methods that allow tracking the owner of a unique identifier, as well as a permissioned way for the owner to transfer the asset to others.

ERC-1155

The ERC-1155 standard offers "semi-fungibility", as well as providing a superset of ERC-721 functionality (meaning that an ERC-721 asset could be built using ERC-1155). Unlike ERC-721 where a unique ID represents a single asset, the unique ID of an ERC-1155 token represents a class of assets, and there is an additional quantity field to

represent the amount of the class that a particular wallet has. The assets under the same class are interchangeable, and the user can transfer any amount of assets to others.

Bridge

A connection that allows swapping NI from one chain to another. Both chains can have different protocols, rules and governance models, but the bridge provides a compatible way to interoperate securely on both sides.

Plugin

A plugin is a piece of software that acts as an add-on to a web browser and gives the browser additional functionality. Plugins can allow a web browser to display additional content it was not originally designed to display. Most plugins are available as free downloads. To install the plugin, you visit the website of the plugin's developer and click on a link that will download the installer for the plugin you have selected. You can save the installer to an easy to find location such as the Desktop or a specific folder you have created to organize all of your downloads. Once you have downloaded the installer, you can open it and follow the prompts to install the plugin on your system. You may have to restart your web browser to enable the additional functionality provided by the plugin.



Create your NFT marketplace today at: <https://nftify.network/>

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