



NFTY
REWARDING EXCELLENCE



NFTY DEFI REPUTATION PROTOCOL

REWARDING EXCELLENCE



VERSION: 3.0 NAME: NFTY TOKEN SYMBOL: \$NFTY WEBSITE: NFTYTOKEN.IO

COMPANY: NFTY, Inc.

| 2022

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The Company is acting solely as an arms' length third party in relation to the \$NFTY distribution, and not in the capacity as a financial advisor or fiduciary of any person with regard to the distribution of \$NFTY.

Nature of the Token Documentation: The Token Documentation is a conceptual paper that articulates some of the main design principles and ideas for the creation of a digital token to be known as \$NFTY. The Token Documentation and the Website are intended for general informational purposes only and do not constitute a prospectus, an offer document, an offer of securities, a solicitation for investment, any offer to sell any product, item, or asset (whether digital or otherwise), or any offer to engage in business with any external individual or entity provided in said documentation. The information herein may not be exhaustive and does not imply any element of, or solicit in any way, a contractual relationship. There is no assurance as to the accuracy or completeness of such information and no representation, warranty or undertaking is or purported to be provided as to the accuracy or completeness of such information. Where the Token Documentation or the Website includes information that has been obtained from third party sources, the Company, the Distributor, their respective affiliates and/or the NFTY team have not independently verified the accuracy or completeness of such information. Further, you acknowledge that circumstances may change and that the Token Documentation or the Website may become outdated as a result; and neither the Company nor the Distributor is under any obligation to update or correct this document in connection therewith.

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The information set out in the Token Documentation and the Website is for community discussion only and is not legally binding. No person is bound to enter into any contract or binding legal commitment in relation to the acquisition of \$NFTY, and no digital asset or other form of payment is to be accepted on the basis of the Token Documentation or the Website. The agreement for distribution of \$NFTY and/or continued holding of \$NFTY shall be governed by a separate set of Terms and Conditions or Token Distribution Agreement (as the case may be) setting out the terms of such distribution and/or continued holding of \$NFTY (the Terms and Conditions), which shall be separately provided to you or made available on the Website. The Terms and Conditions must be read together with the Token Documentation. In the event of any inconsistencies between the Terms and Conditions and the Token Documentation or the Website, the Terms and Conditions shall prevail.

Deemed Representations and Warrant-

ties: By accessing the Token Documentation or the Website (or any part thereof), you shall be deemed to represent and warrant to the Company, the Distributor, their respective affiliates, and the NFTY team as follows:

(a) in any decision to acquire any \$NFTY, you have not relied on and shall not rely on any statement set out in the Token Documentation or the Website;

(b) you will and shall at your own expense ensure compliance with all laws, regulatory requirements and restrictions applicable to you (as the case may be);

(c) you acknowledge, understand and agree that \$NFTY may have no value, there is no guarantee or representation of value or liquidity for \$NFTY, and \$NFTY is not an investment product nor is it intended for any speculative investment whatsoever;

(d) none of the Company, the Distributor, their respective affiliates, and/or the NFTY team members shall be responsible for or liable for the value of \$NFTY, the transferability and/or liquidity of \$NFTY and/or the availability of any market for \$NFTY through third parties or otherwise; and

(e) you acknowledge, understand and agree that you are not eligible to participate in the distribution of \$NFTY if you are a citizen, national, resident (tax or otherwise), domiciliary and/or green card holder of a geographic area or country (i) where it is likely that the distribution of \$NFTY would be construed as the sale of a security (howsoever named), financial service or investment product and/or (ii) where participation in token distributions is prohibited by applicable law, decree, regulation, treaty, or

administrative act (including without limitation the United States of America, Canada, and the People's Republic of China); and to this effect you agree to provide all such identity verification document when requested in order for the relevant checks to be carried out.

The Company, the Distributor and the NFTY team do not and do not purport to make, and hereby disclaims, all representations, warranties or undertaking to any entity or person (including without limitation warranties as to the accuracy, completeness, timeliness, or reliability of the contents of the Token Documentation or the Website, or any other materials published by the Company or the Distributor). To the maximum extent permitted by law, the Company, the Distributor, their respective affiliates and service providers shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including, without limitation, any liability arising from default or negligence on the part of any of them, or any loss of revenue, income or profits, and loss of use or data) arising from the use of the Token Documentation or the Website, or any other materials published, or its contents (including without limitation any errors or omissions) or otherwise arising in connection with the same. Prospective acquirors of \$NFTY should carefully consider and evaluate all risks and uncertainties (including financial and legal risks and uncertainties) associated with the distribution of \$NFTY, the Company, the Distributor and the NFTY team.

\$NFTY Token: The native cryptographically-secured fungible protocol token of the NFTY protocol (ticker symbol **\$NFTY**) is a transferable representation of attributed governance and utility functions specified in the protocol/code of the NFTY protocol, and which is designed to be used solely as an interoperable utility token thereon.

\$NFTY is a functional multi-utility token which will be used as the medium of exchange between participants on the NFTY protocol in a decentralised manner. The goal of introducing \$NFTY is to provide a convenient and secure mode of payment and settlement between participants who interact within the ecosystem on the NFTY protocol without any intermediaries such as centralised third party entity/institution/credit. It is not, and not intended to be, a medium of exchange accepted by the public (or a section of the public) as payment for goods or services or for the discharge of a debt; nor is it designed or intended to be used by any person as payment for any goods or services whatsoever that are not exclusively provided by the issuer. \$NFTY does not in any way represent any shareholding, participation, right, title, or interest in the Company, the Distributor, their respective affiliates, or any other company, enterprise or undertaking, nor will \$NFTY entitle token holders to any promise of fees, dividends, revenue, profits or investment returns, and are not intended to constitute securities in Singapore or any relevant jurisdiction. \$NFTY may only be utilised on the NFTY protocol, and ownership of \$NFTY carries no rights, express or implied, other than the right to use \$NFTY as a means to enable usage of and interaction within the NFTY protocol.

Further, \$NFTY provides the economic incentives which will be distributed to encourage users to exert efforts towards contribution and participation in the ecosystem on the NFTY protocol, thereby creating a mutually beneficial system where every participant is fairly compensated for its efforts. \$NFTY is an integral and indispensable part of the NFTY protocol, because without \$NFTY, there would be no incentive for users to expend resources to participate

in activities or provide services for the benefit of the entire ecosystem on the NFTY protocol. Given that additional \$NFTY will be awarded to a user based only on its actual usage, activity and efforts made on the NFTY protocol and/or proportionate to the frequency and volume of transactions, users of the NFTY protocol and/or holders of \$NFTY which did not actively participate will not receive any \$NFTY incentives.

\$NFTY are designed to be utilised, and that is the goal of the \$NFTY distribution. In particular, it is highlighted that \$NFTY:

(a) does not have any tangible or physical manifestation, and does not have any intrinsic value (nor does any person make any representation or give any commitment as to its value);

(b) is non-refundable and cannot be exchanged for cash (or its equivalent value in any other digital asset) or any payment obligation by the Company, the Distributor or any of their respective affiliates;

(c) does not represent or confer on the token holder any right of any form with respect to the Company, the Distributor (or any of their respective affiliates), or its revenues or assets, including without limitation any right to receive future dividends, revenue, shares, ownership right or stake, share or security, any voting, distribution, redemption, liquidation, proprietary (including all forms of intellectual property or licence rights), right to receive accounts, financial statements or other financial data, the right to requisition or participate in shareholder meetings, the right to nominate a director, or other financial or legal rights or equivalent rights, or intellectual property rights or any other form of participation in or relating to the NFTY protocol, the Company, the Distributor and/or their service providers;

(d) is not intended to represent any rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;

(e) is not intended to be a representation of money (including electronic money), security, commodity, bond, debt instrument, unit in a collective investment scheme or any other kind of financial instrument or investment;

(f) is not a loan to the Company, the Distributor or any of their respective affiliates, is not intended to represent a debt owed by the Company, the Distributor or any of their respective affiliates, and there is no expectation of profit; and

(g) does not provide the token holder with any ownership or other interest in the Company, the Distributor or any of their respective affiliates.

Notwithstanding the \$NFTY distribution, users have no economic or legal right over or beneficial interest in the assets of the Company, the Distributor, or any of their affiliates after the token distribution.

To the extent a secondary market or exchange for trading \$NFTY does develop, it would be run and operated wholly independently of the Company, the Distributor, the distribution of \$NFTY and the NFTY protocol. Neither the Company nor the Distributor will create such secondary markets nor will either entity act as an exchange for \$NFTY.

Informational purposes only: The information set out herein is only conceptual, and describes the future development goals for the NFTY protocol to be developed.

In particular, the project roadmap in the Token Documentation is being shared in order to outline some of the plans of the NFTY team, and is provided solely for **INFORMATIONAL PURPOSES** and does not constitute any binding commitment. Please do not rely on this information in deciding whether to participate in the token distribution because ultimately, the development, release, and timing of any products, features or functionality remains at the sole discretion of the Company, the Distributor or their respective affiliates, and is subject to change. Further, the Token Documentation or the Website may be amended or replaced from time to time. There are no obligations to update the Token Documentation or the Website, or to provide recipients with access to any information beyond what is provided herein.

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LEXICON

NON-FUNGIBLE TOKENS

NFT's are unique cryptographic tokens that represent a unique asset. NFTs are tokenized versions of digital or real-world assets. They function as verifiable proofs of authenticity, as well as ownership within a blockchain ecosystem. NFTs are not directly interchangeable, introducing scarcity to the digital world.

NIFTY

A NFT or Non-Fungible Token is often termed a 'Nifty' (isn't that cute?!)

NFTY

Symbol representing the NFTY Token, an ERC-20 token

STAKING

Holding NFTY Tokens in a smart contract for advocacy to build reputation, rise in SOCIAL POWER, and earn participation incentives

SOCIAL POWER

Total staked NFTY Tokens

RANK	SOCIAL RANK	TOTAL NFTY STAKED	TIME STAKED	VOTE POWER
1	PATRON	1 NFTY	ANY	1
2	IRON	500 NFTY	30 DAYS	500
3	SILVER	10,000 NFTY	45 DAYS	10,000
4	GOLD	25,000 NFTY	90 DAYS	25,000
5	PLATINUM	50,000 NFTY	180 DAYS	50,000
6	DIAMOND	100,000 NFTY	365 DAYS	100,000

TIME STAKED

Number of days NFTY tokens have been staked

CHAIN/BLOCKCHAIN/LEDGER AGNOSTIC

Chain/Blockchain/Ledger agnosticism refers to a single platform that allows multiple chains to be used based on an individual's preference.

DIGITAL SCARCITY

Control over the abundance and existence of digital assets or resources.

DIGITAL PERMANENCY

Digital permanence refers to the techniques used to anticipate and meet the expected lifetime of data stored in digital media.

SMART CONTRACT

"A smart contract is a self-executing contract with the terms of the agreement between buyer and seller being directly written into lines of code. The code and the agreements contained therein exist across a distributed, decentralized blockchain network. The code controls the execution, and transactions are trackable and irreversible.

Smart contracts permit trusted transactions and agreements to be carried out among disparate, anonymous parties without the need for a central authority, legal system, or external enforcement mechanism" ¹

PROTOCOL

"[A] set of rules or procedures for transmitting data between electronic devices, such as computers. In order for computers to exchange information, there must be a preexisting agreement as to how the information will be structured and how each side will send and receive it." ²

For cryptocurrencies, the protocol establishes the structure of the blockchain – the distributed database that allows digital money to be securely exchanged on the internet.

1 <https://www.investopedia.com/>

2 <https://www.britannica.com/technology/protocol-computer-science>

BACKGROUND

Digital currencies and cryptocurrencies are sometimes used interchangeably despite the fact digital currencies; like consumer store points, or in-app game rewards preceded cryptocurrencies, like Bitcoin. Shockingly, non-fungible digital assets have been creeping around the interwebs since the dawn of the internet.

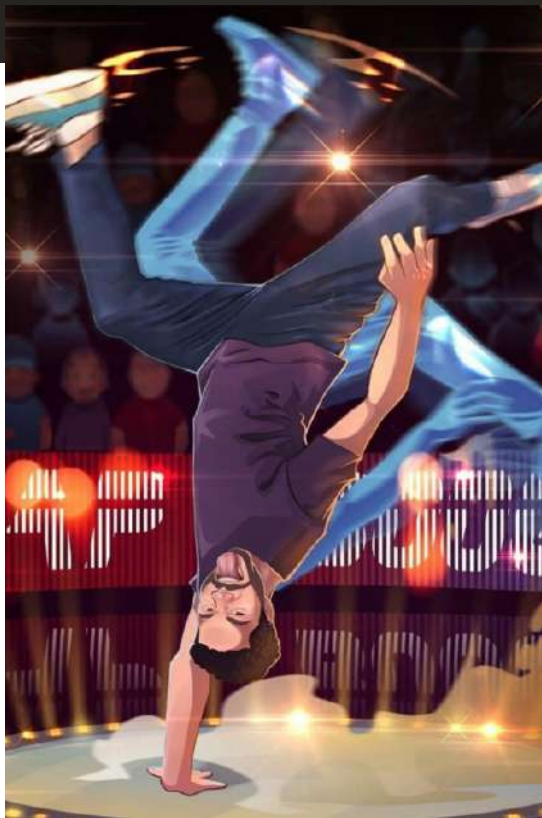
NFT's are unique cryptographic tokens that represent a unique asset. NFTs are tokenized versions of digital and/or real-world assets. They function as verifiable proofs of authenticity, as well as ownership within a blockchain ecosystem.

NFTs are not directly interchangeable, introducing scarcity to the digital world.

You....

Yes! YOU, more than likely, own some form of NFT. Event tickets, in-game items, domain names, and handles on social networks are all non-fungible digital assets, they just differ in their interoperability, liquidity, and tradeability

Many gamer nerds aren't shocked to find out many of these digital assets can be highly valued. Take for example, in 2018 Epic Games brought in 2.4 billion dollars by selling Fortnite³ costumes in their free-to-play game.



³ <https://www.investopedia.com/tech/how-does-fornite-make-money/>

Beauty in the Streets is working with blockchain platform Enjin to let performing artists and dancers create non-fungible token (NFT)-based "emotes" (think animated emojis).

The NFTs represent signature moves and mannerisms of various performers which, in turn, can then be sold to fans via online stores and live shows and used as emotes within participating video games and apps.

"The company's first NFT is a signature dance move from founder Cjailon Andrade, aka Snap Boogie, called "Speedy Walkovers." Token holders are able to use the NFT to perform the move in a 3D PC and VR game called AlterVerse."

Unknowingly, many retain digital collectibles, but technically we don't own them, or there are limitations to the ownership. Airlines points, video game character skins, "coins" on the newest social media dividend, and shopping rewards all have one thing in common: they're digital valuables.

Imagine the massive amounts of digital belongings one may retain. Of the endless online treasures one may possess, to what extent are these valuables, truly 'ours'? With Blockchain technology allowing some of the trading solutions to be solved in the exchange of digital assets, NFT memorabilia has made a lot of [us] tech geeks excited- but we aren't the only ones excited: social media king, Gary Vee, Fortune 500 Companies, retailers, governments, Internet OG's, Meme makers, musicians, artists, gamers, consumers, trading card lovers, marketplaces, pannapictagraphists (comic book collectors) and other uniquely named collectible-types, all see a big future in NFT technology.

NFT exchanges are decentralized non-fungible token (NFT) marketplaces for buying, selling, and trading NFTs.

OpenSea brands itself as the biggest marketplace for digital goods, it was the first decentralized NFT marketplace, founded in January 2018. Alex Atallah and Devin Finzer, OpenSea Founders, felt blockchain needed an NFT marketplace after seeing the success of CryptoKitties.

HIGHEST SELLING NFTS IN HISTORY

Here's the Top 5 NFT's sold according to an article by Art Net News in late June 2021, where Sarah Cascone covered the 14 Most Expensive NFTs Sold to Date. Source. Sarah notes the evolution of nfts is rapid as eight of the top 10 NFT art sales were bumped from the list in as little as four months time.

5. Mad Dog Jones, *Replicator*

\$4.1 million, April 2021, Phillips

Mad Dog Jones, REPLICATOR (2021). Courtesy of Phillips.

Michah "Mad Dog Jones" Dowbak became the most expensive living Canadian artist with his auction debut at Phillips earlier this year, marking the house's first foray into the world of NFT art. His piece, *Replicator*, is unique in that it will generate new NFTs every 28 days—sort of like the old-school photocopier it depicts. The buyer could ultimately own between 180 and 220 unique NFTs, each of which has its own resale value.

4. Edward Snowden, *Stay Free* (Edward Snowden)

\$5.4 million, April 2021, Foundation

Edward Snowden, *Stay Free* (Edward Snowden). Courtesy of the artist.

Edward Snowden's NFT artwork features the court documents deciding that the National Security Agency's mass surveillance practice violated the law, with his portrait by Platon overlaid above the text. The proceeds went toward the whistleblower's Freedom of the Press Foundation.



3. Beeple, Ocean Front

\$6 million, Nifty Gateway, March 2021

Noted NFT collector Justin Sun just missed out on the Everyday's auction as the lot's underbidder, but snapped up this Beeple work mere weeks later. One of the drawings from Beeple's "Everydays" series, Ocean Front is meant to be a warning of the dangers of climate change, with the artist promising to donate the proceeds to the charity the Open Earth Foundation.



2. Beeple, Crossroads

\$6.6 million, February 2021, Nifty Gateway

Beeple, Crossroads (2020). Courtesy of the artist.

The original buyer didn't know which work of art he would actually receive with his \$66,666.66 purchase of Crossroads at Beeple's first NFT sale, "The First Drop," in October 2020. There were two possible images, depending on the outcome of the U.S. presidential election. After the votes were tabulated and the piece was finalized, to show a defeated President Donald Trump lying naked and covered in graffiti on the roadside, the collector flipped it for 100 times more the original sale price.

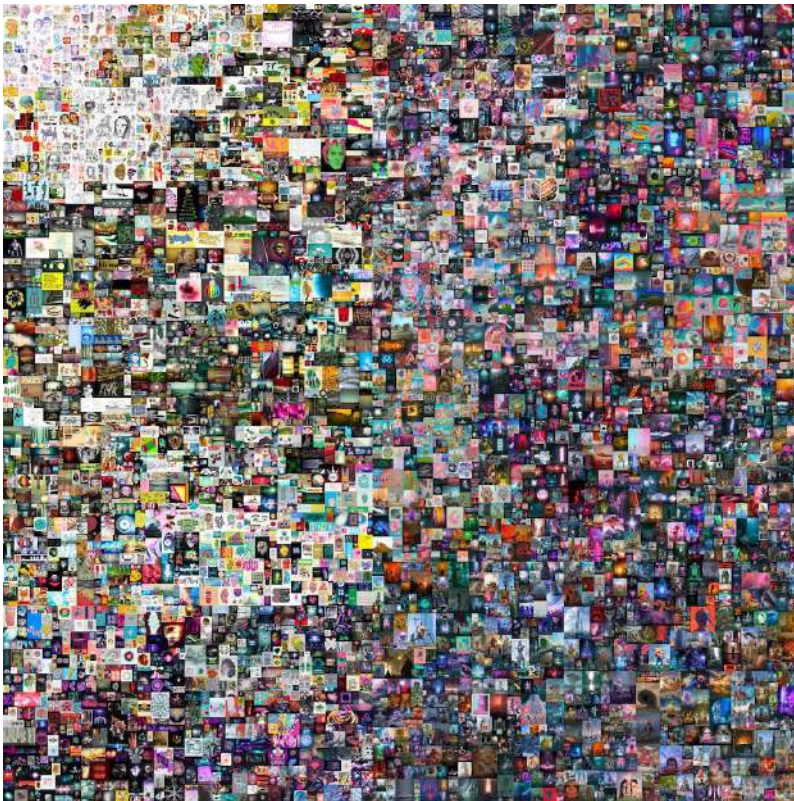


4. Beeple, Everyday–The First 5000 Days

\$69 million, March 2021, Christie's

Beeple, Everyday–The First 5000 Days NFT, 21,069 pixels x 21,069 pixels (316,939,910 bytes). Image courtesy the artist and Christie's. Source.⁴

It seems unlikely that other NFT artworks will be able to match the mammoth price point achieved by Beeple's Everyday at Christie's, but if this volatile new marketplace has taught us anything, it's to expect the unexpected.



Rarible first appeared in 2020, and was designed to be the world's first community-owned NFT marketplace using a native ERC-20 RARI token. RARI token owners receive governance rights with the ability to vote or put forward any protocol proposals. According to Rarible, RARI is the first token used for governance within the NFT space. Additionally, Rarible brought about the concept of "Marketplace Liquidity Mining." Alongside the ability to purchase NFTs, the RARI token is rewarded to active users on the platform for buying and/or selling on the NFT marketplace. This example shows how utility tokens are a natural fit with NFT platforms, but in this case it only provided a bonus rather than solving a market problem.

⁴ <https://onlineonly.christies.com/s/beeple-first-5000-days/lots/2020>



PROBLEM

NFT exchanges suffer from a lack of any way to determine quality and accordingly categorize items for sale. Most platforms currently show the most popular items, the newest items, the cheapest and most expensive items, and other metrics which can be quantified from each auction's metadata.

This is not how auctions for art and other collectibles work in real life.

When it comes to physical pieces, there are entire networks which have been built up over millennia to validate the quality, authenticity, and reputability of both creators as well as their creations. These networks are dedicated to identifying the good and separating them from the bad; they are what allow patrons, collectors, and other connoisseurs to rest assured that they are getting something special and not being duped into buying trash.

There is no analogue for these networks when it comes to digital art, collectibles, and other NFTs.

Consequently, fraud and plagiarism are major concerns on existing platforms. There is no readily identifiable way for a buyer to know the item they are considering is genuine. No reputable curators or critics exist in this space. Since the only way to identify "quality" is by popularity, low-effort or uncreative works which appeal to the lowest-common denominator are amplified

while high-effort, stunningly creative works are relegated to the bottom of the list.

This is not just a concern for individual items - the lack of such reputation networks means that the data which are gleaned from sales are not aggregated to cultivate greater understanding of market trends, seller offerings, buyer interests, or anything other than pure quantitative metrics. Number of transactions and prices are the only information generated by the current system.

The NFTY protocol has identified this as a major concern within the NFT industry and has set out to remedy these failings.



SOLUTION

The aforementioned issues are being addressed through the application of the NFTY protocol, powered by the protocol's own \$NFTY token. The protocol creates a reputation layer that can be overlaid onto any NFT, auction, or exchange. This reputation layer addresses many of the concerns both sellers and buyers have when transacting NFTs or when considering entering the market.

Quality, especially when it comes to fine art and collectibles, is often a subjective measure. When something is subjective, it is extremely difficult if not impossible to precisely quantify. If something cannot be quantified, the sort of logic and analysis applied by computers and code to automate a process is far less effective. This is especially true in fluid situations where comparisons are frequently of an apples-to-oranges variety.

Creative works by and large fall into this category. The human element involved in assessing their value and efficacy means that determination can't be reduced to an algorithm; a living, breathing person with feelings and emotions must render a value judgement.

This is the soul of great art, and that appreciation is what makes us better than machines.

NFTY, Inc. recognizes this, and brings economic incentives to bear on the evaluation of NFTs by leveraging decentralized finance, colloquially referred to as DeFi, to make the vetting process a highly rewarding one. Furthermore, NFTY makes a game out of the entire endeavor - there are levels to

be achieved, with influence and notoriety to be won, and rewards to be earned in \$NFTY plus other digital tokens. The truly dedicated could devote their entire lives to the process of verifying the authenticity and assessing the subjective value of great works, while earning a living for doing so. This is the core of the NFTY protocol's gamified farming mechanisms.

Passionate advocates for great art are given the means to come together and promote the finest works humanity has to offer. This is sorely needed in the digital space; it is far too common for lesser, low-effort works lacking passionate creativity to become popular or valuable. Oftentimes this is simply because bots effectively spammed social media with clickbait, or because the work was a forgery or plagiarized.

The NFTY protocol's application of financial incentives for advocates to root out these imposters and elevate greatness addresses these concerns, and helps exceptional art stand out. It works in the physical universe; it can work in the digital metaverse.

NFTY, Inc. aims to apply this reputation layer to all NFTs and as such is marketplace agnostic. The VLBO luxury NFT platform serves as the first use-case for this protocol, but there are no impediments to wider adoption. This protocol provides value for all parties across all barriers. This is as true for sellers as it is for buyers, for advocates as it is for auction platforms. Sellers gain value from greater sales prices thanks to heightened visibility, buyers gain value from protection against fraud and knowing the subjective value of items on which they're bidding, advocates gain value from rewards paid out of the final sales price, and platforms benefit from the severe reduction in fraudulent or low-quality content they host.

The power of this reputation layer enables quantification of inherently qualitative, subjective measures - auctions can be evaluated by their popularity as well as their expert-ranked quality. This crowdsourcing of quality measurement creates a multi-layered 'wisdom of the crowd' which allows both buyers and sellers to gain transparent insights into the true value of a work, collectible, or even experience being auctioned.

This is an unparalleled development in digital transactions that is vital for the human element NFTY enables great art to retain its humanity as it increasingly moves online, and is key to elevating our species as we enter this new frontier.



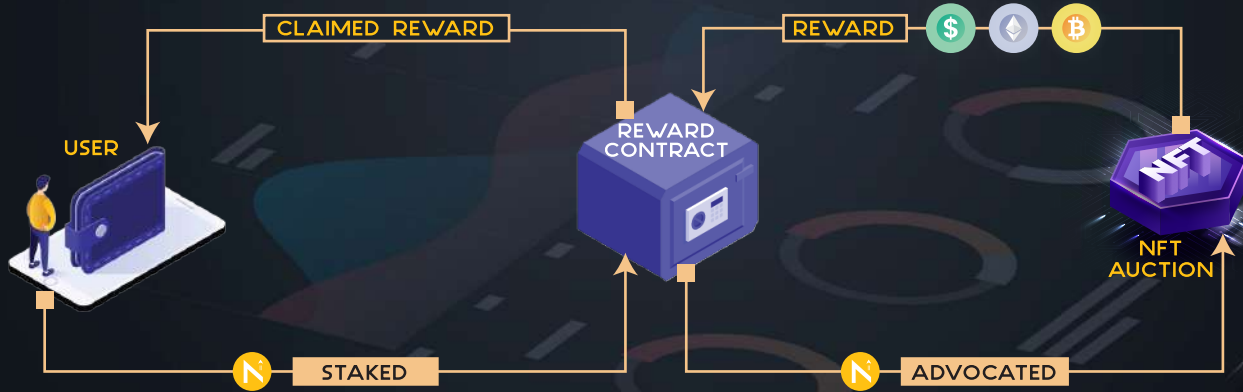


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The NFTY ERC20 Token is used with the NFTY Protocol to Stake, Advocate and Vote which builds a user's reputation.



STAKE

Staking \$NFTY tokens establishes a user's reputation, giving them the ability to advocate NFTs while earning rewards for their participation in the ecosystem.



VOTE

Each Social Rank carries voting power to help define NFTY's governance.



ADVOCATE

Use staked NFTY tokens to advocate for and promote high quality NFTs. When those NFTs are sold, a portion of those sales are sent to each advocator based on their contribution to reward them for their efforts.



REPUTATION

A user's reputation is determined by how long and how many \$NFTY tokens they are staking, which dictates their Social Rank.

TOKEN MODEL

SUMMARY

The NFTY Protocol uses a wide variety of tokens: \$NFTY, ETH, stablecoins, and more. The \$NFTY token was created by the protocol to facilitate a reputation layer for NFT transactions. The other assets are used to bid on and pay out auctions, as well as all fees and rewards paid out via the NFTY protocol. These fees/rewards include the protocol fee, the affiliate fee, and the advocacy farming reward.

\$NFTY tokens are designed to be limited and grow slowly to encourage loyalty. This creates strong network effects, as respected advocates are empowered to earn rewards for helping with due diligence and only endorsing the best NFTs. Dedicated advocates with substantial skin in the game could make their efforts into a full-time job where they are paid exclusively based on the quality of their evaluations.

This further supports buyers and sellers by keeping undesirable content and preventing lowest-common denominator items from becoming popular on platforms. Furthermore, sellers are empowered with additional control over their auctions to create maximum flexibility.

VALUE PROPOSITION

\$NFTY is a utility token used throughout the NFTY protocol to create a reputation layer, using gamified staking and farming activities to crowdsource reputation data. As an indicator of commitment to the protocol, advocates who stake greater amounts of \$NFTY are empowered to perform greater amounts of due diligence and contribute more to the work of vetting NFTs.

The process leverages economic incentives and rewards funded from 7.5% of the final payout of any auction which uses the NFTY protocol. The reward is distributed to a pool of “endorsers” or “advocates” in proportion to their respective due diligence performed, measured in \$NFTY tokens. This reward is received in the fungible unit of account for that NFT upon the point of sale. This incentive gives the participants the challenge of defining the best strategy to “endorse” auctions based on their ability to close the sale, possible amount of the final payout, and the number of other advocates currently endorsing the auction.

This creates a multitude of possible strategies without incentivizing the endorsement of non-sellable, low-quality products and spammy content as doing so is not economically viable. Overall, this acts as a filter and data analytics platform where a user can determine the degree of desirability and expected sale and potential value of an NFT.

TOKEN TYPE

NFTY is a utility token for crowdsourced reputation, accessibility, advocacy, and governance.

TOKEN DETAILS

Initial Native Ledger: Ethereum

Additional Ledgers: Polygon, Binance Smart Chain

Name: NFTY Protocol

Symbol: NFTY

Decimals: 18

Type: ERC-20

Initial Supply: 5,000,000

Maximum Supply: infinite

Mintable: as a reward for users in line with their participation in the ecosystem

Uniswap fair launch supply: 5,000,000

Starting liquidity (USD): 500,000

Starting price (USD): \$0.10

TOKEN SUPPLY

The token total supply is infinite. New tokens are created by a staking mechanism which provides a reward dependent upon the commitment to and work performed for the protocol.

Every time a participant claims or unstakes \$NFTY tokens, new tokens are minted and sent to the participant's wallet. The newly created totals are added to the total supply of NFTY tokens.

NFTY TOKEN & OTHER ASSETS

The NFTY Protocol infrastructure below uses different tokens:

- NFTY token (all compatible ledgers)
- Native ledger tokens
- Other tokens in which NFT sales are denominated

\$NFTY is used in the protocol for:

- **Advocacy:** Endorsement of NFT products/services/experiences, allowing active advocates or validators to "farm" rewards from their efforts.
- **Social rank:** Users with more \$NFTY earn greater social standing and access to exclusive auctions/events as well as a greater voice regarding protocol governance.
- **Social power:** Users with more \$NFTY have greater total possible endorsement potential and can validate more NFTs, including more exclusive NFTs.
- **Staking:** Locking \$NFTY tokens in a smart contract to accumulate social power, so as to achieve increasingly higher social ranks, and greater potential to earn rewards from their activities.
- **Participating in auctions:** Participating in auctions: Greater social rank and power grants access to exclusive content.

Other assets are used in the protocol for:

- Buying and selling NFT's
- Farming reward from endorsements
- Protocol fees
- Affiliate fees

STAKEHOLDERS

AUDIENCE

Prospective participants encompass a wide range of individuals with different objectives. These audiences combine to create the reputation layer which helps evaluate NFTs and those participating in transactions. These audiences are:

Crypto and DeFi enthusiasts - Anyone passionate about the cryptocurrency, decentralized finance, blockchain, and distributed ledger technology who seek to gain earnings through these mechanisms, develop the technology which underlies them, or apply those technologies to unique use-cases to solve problems in novel ways

NFT, art, and collectibles enthusiasts or collectors - Patrons, buyers, digital asset owners, and others who seek to acquire high-end physical or digital items for themselves or on behalf of others

NFT, art, and collectibles creators or sellers - Artists, owners, agents, and other individuals or groups of individuals who have an item they wish to sell either for themselves or on behalf of another

NFT, art, and collectibles marketplaces - centralized and decentralized platforms where the groups of enthusiasts, collectors, creators, and sellers come together to conduct transactions in a secure manner

PERSONAS - WHICH CONNAISSEUR ARE YOU?

Most protocol participants fall under one three primary personas: advocates, buyers, and sellers.

Advocates: These participants endorse auctions and promote auctions, earning rewards in the process. They buttress the protocol's reputation layer, as well as their own followers and fans.

Sellers: These participants are NFT owners/creators, traders, flippers, and collectors. They are typically artist, entertainers, musicians, creative workers, and galleries.

Buyers: This group has a fair amount of overlap with the Sellers persona, as these participants are often NFT owners, traders, collectors, and digital asset owners as well as galleries entertainers.

ADVOCATES

Participants who use their "social power" to endorse and/or promote a specific auction are called Advocates. They are rewarded for this action via a process called "farming". The farming reward is paid in USDT which is deducted from the auction's final payout. The total amount of the farm reward for a given auction represents 7.5% of the total amount for which that auction sold.

Advocates can:

- Endorse auctions
- Cancel their endorsements

SELLER

Sellers create each auction. Auctions can either be fixed price or follow a traditional increasing price format. Each time sellers create a “unique auction”, they are creating a smart contract that will self-destruct once the auction is closed and payout is confirmed. Auctions start with numerous default initial settings, many of which can be adjusted by the seller prior to creating the auction. These settings are:

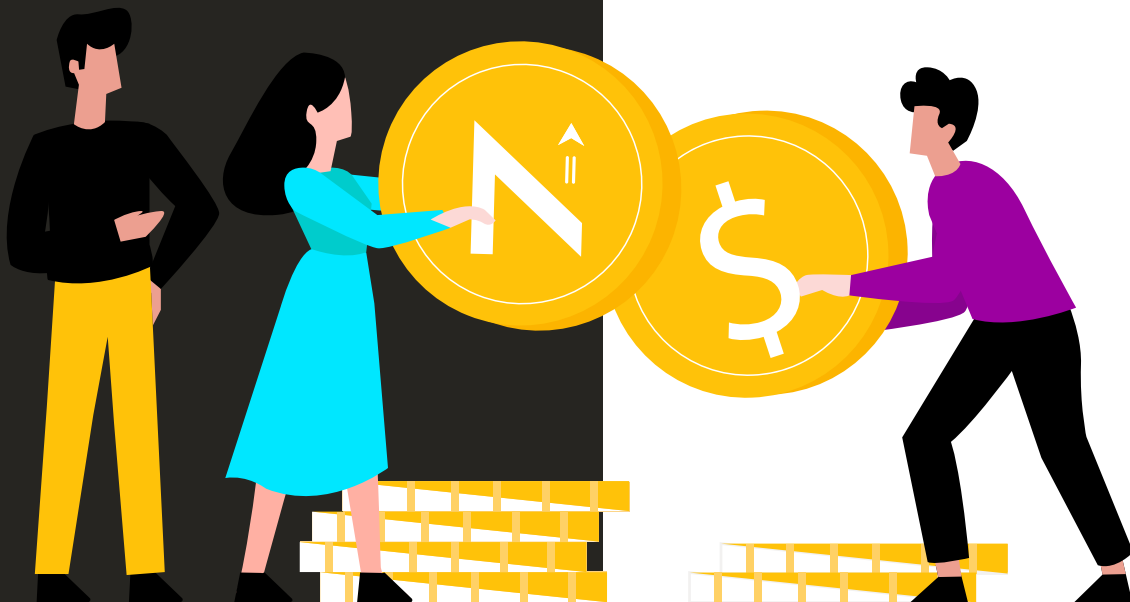
- Auction type
- Initial bid price or fixed price
- Advocacy/endorsement window
- Auction duration
- Minimum bid
- Minimum endorsement
- Maximum endorsement
- Minimum social rank for participation

BUYERS

Buyers participate in auctions to acquire NFTs. Collectors can search through all existing auctions as well as closed ones for comparisons. Some auctions may require a certain social rank in order to advocate and bid as determined by the Seller.

REVENUE MODEL

2.5% of the total payout of every auction goes to the platform for maintenance purposes as a transaction fee. Liquidity market maker fees on exchanges, be they centralized or decentralized, belong to the protocol which collects a 1% fee from each transaction.



NFTY PROTOCOL

SUMMARY

The NFTY protocol uses the \$NFTY token to augment the NFT transaction process while rewarding participants for their efforts and their loyalty. \$NFTY holders who lock their tokens in a smart contract can advocate for and promote auctions on exchanges which have integrated the NFTY protocol, earning rewards for doing so in addition to accruing benefits for engaging with the ecosystem.

Sellers are also given greater control over their auctions through the NFTY protocol - they are empowered by the support of influencers who promote their NFTs and subsequently grow their reputation as they sell more quality works. Buyers pay less in native ledger transaction fees due to the smart contract structure and are able to find quality offerings more effectively.

These benefits combine to form a robust reputation layer which rewards all participants and creates network effects which strengthen the protocol over time.

DECENTRALIZED FINANCE FOR NFTS

NFTY offers economic opportunities to create a marketplace agnostic reputation index for NFT's of all sorts. This opportunity offers two Decentralized Finance products:

- Staking NFTY token to participate in the due diligence/vetting process, in exchange for protocol rewards.
- Farming digital assets from allocated endorsements (proportional to \$NFTY allocated from a pool of endorsers sharing 7.5% of an auction payout).

The following section defines the rules and concepts associated with the protocol.

STAKING - SOCIAL POWER

Social power is a core concept of NFTY protocol. It is based on the act of locking \$NFTY tokens in smart contracts. Social power has an impact on almost every aspect of the protocol, including:

- advocacy
- social rank
- staking
- participating in auction
- governance voting

SOCIAL RANK

The concept of social rank is a gamified status system for managing the inclusion of participants in specific auctions, events/experiences, voting on changes to the network, and increasing the ability to participate in the validation process to earn rewards.

The rank is determined by two factors:

- Total staked NFTY tokens, also known as Social Power
- Total time staked

The total amount staked represents a participant's holdings. It is achieved by locking \$NFTY tokens in the 'staking smart contract', which enables users to participate in the ecosystem and earn rewards for doing so. Social rank also determines the maximum limit on \$NFTY rewards a participant can earn, and also influences the quantity of earnable rewards in other digital assets.

The total time elapsed represents a participant's loyalty to the protocol. This is achieved by keeping \$NFTY tokens locked in the staking smart contract. Loyalty is represented by the number of days \$NFTY tokens have been staked. Loyalty is reset if all tokens are unstaked. The minimum staking amount is 1 \$NFTY token.

Social rank and staking contribute to participants' access to auctions, advocacy, and governance. As an indication of commitment to the ecosystem, users with greater amounts of staked \$NFTY will be entitled to perform more exclusive, difficult, or prestigious tasks. This consequently makes greater rewards available.

Social rank has competitive qualities. Because social ranks are not only achieved by the amount of NFTY staked, but also loyalty, social rank cannot simply be purchased; it must be earned.

Social rank can serve as a filter. Certain events will require invitees to have achieved a certain rank, and rank also impacts governance voting power.

THERE ARE MULTIPLE RANKS:

RANK	SOCIAL RANK	TOTAL NFTY STAKED	TIME STAKED	\$NFTY ANNUAL REWARD CAP	VOTE POWER
1	PATRON	1 NFTY	ANY	13.579%	1
2	IRON	500 NFTY	30 DAYS	14.579%	500
3	SILVER	10,000 NFTY	45 DAYS	15.079%	10,000
4	GOLD	25,000 NFTY	90 DAYS	15.579%	25,000
5	PLATINUM	50,000 NFTY	180 DAYS	15.829%	50,000
6	DIAMOND	100,000 NFTY	365 DAYS	16.079%	100,000

Social Rank rules:

- Achieving a social rank requires staking NFTY tokens
- Higher social ranks can be achieved both by increasing the quantity of NFTY tokens staked and by remaining staked over longer periods of time
- A social rank may be lost if any of the two criteria (total stake, total time) are no longer met, which results in dropping to a lower rank
- Unstaking all NFTY tokens completely resets the total time staked value for the participant.
- Each social rank achieved increases the annual yield for staking, applied retroactively to all currently pending unclaimed yields

FARMING - ADVOCACY

Advocacy is the use of “social power” to endorse a specific auction by allocating staked NFTY tokens to it. Endorsements are made with the objective of getting the highest payout from the overall reward given to advocates, which is equal to 7.5% of the total auction payout. This has the effect of ranking auctions by which auction is the most prized.

This mechanism incentivizes participants to search for the best possible auctions, hidden gems that are less crowded, or those which may generate high payouts. Overall, advocates generate a “wisdom of the crowd” reputation layer indicating to all possible buyers the “trendiness” of any specific auctions.

Advocacy rules:

- The social power used for advocating is locked within the smart contract and cannot be used for other endorsements until the auction to which that social power is allocated is over. Afterwards the social power can be used again.
- There is a minimum endorsement of 1 NFTY.
- The endorsement can be cancelled up until the auction is initiated
- At the end of an auction, 7.5% of the total payout will be distributed amongst all advocates that endorsed this specific auction.
- The reward is distributed proportionally to the social power and efforts of all advocates. (i.e. if Person X uses contributes half as much as and Person Y, Person X gets 1/3 of the 7.5% advocacy reward).
- Rewards are paid in the NFT’s unit of account and sent to the bank smart contract, not the wallet directly. Advocates can withdraw their rewards at any time.
- NFTY tokens allocated to an auction cannot be unstaked until the auction ends.

CLAIMING REWARDS

Auctions are created by sellers via the smart contract factory to sell NFT's. Each auction is a single new smart contract that exists until it is closed and payouts are executed.

Participants earn rewards for participation in the protocol ecosystem over time. These rewards are held in a smart contract until a given participant decides to withdraw their pending earnings to their wallet, to the same address where they staked their \$NFTY tokens. Rewards may be claimed at any time, provided that the participant has sufficient funds in their wallet to pay any fees associated with that action.

All rewards for protocol participation must be earned by users. While the rewards which are drawn from the pool of 7.5% of the total payout from an NFT auction can be claimed at any time, having already been earned through the advocacy process, \$NFTY rewards must be earned by ongoing engagement within the ecosystem. The maximum amount of \$NFTY rewards which can be claimed following ecosystem participation is capped at a level which varies according to each user's Social Rank. None of these rewards can be claimed without first unlocking them through advocacy, governance, or active participation in other ecosystem engagement processes.

This process is facilitated through a mechanism known as "claiming power". Each engagement with the protocol awards users with an appropriate amount of claiming power. Claiming power enables a user to receive \$NFTY rewards for undertaking protocol activities, provided they have sufficient funds in their wallet to pay any fees associated with minting and sending this token reward. The limit of \$NFTY which can be claimed through this method is updated on an ongoing basis; users

with claiming power that exceeds their limit on total \$NFTY which can be claimed will only be able to claim up to their limit, as determined by their Social Rank and staking history. This mechanism encourages ecosystem participants to remain actively engaged and increase their ability to endorse, promote, and/or advocate for greater numbers of NFT auctions. Users must thus undertake a collection of activities to optimize the rewards they can earn based on their willingness, ability, and desire to contribute their efforts to the protocol.

The Claiming Power process is specifically designed to support on-going user engagement in the NFTY Protocol

AUCTIONS

Auctions are created by sellers via the smart contract factory to sell NFT's. Each auction is a single new smart contract that exists until it is closed and payouts are executed.

Auctions rules:

- Auctions have three types: digital goods, physical goods, and events.
- Physical goods and events require seller KYC
- Auctions have an initial bid value set by the auction creator for which the default is \$1,000 USD for digital or physical goods and \$100 for events).
- Auctions have an adjustable set advocacy period from the time it is created until the point where it drops, which defaults to 72 hours.
- Auctions need endorsements from at least two advocates or they will be auto-delisted after the advocacy period ends.
- Auctions have an adjustable minimum set advocacy amount in number of tokens which defaults to 1 NFTY.
- Auctions can set a maximum advocacy amount value in the number of tokens, which defaults to an infinite amount of NFTY.
- Auction payout is divided between the seller (90%) the advocates (7.5%) and the protocol fee (2.5%).

REPUTATION

Reputation crowdsourced data acquisition is done on a bidimensional approach:

- By auction
- By sellers

Advocacy is always done on a specific auction. The seller will have a reputation rank that is the average of all auctions endorsement level (in number of tokens) and a total all-time allocation towards the seller's auctions.

ACCESS/EVENTS

The platform will offer events of all sorts, some more exclusive than others. A participant's social rank is the primary determinant for whether a given participant may access these events. Platinum events will be once every year, while other ranks will have events more often. There will be events that are hosted by the auction platform itself as well as events that can be hosted by individual sellers.

BANK

The bank is a deposit/withdraw smart contract for the digital assets which are used for bidding on auctions, for payouts, and for advocacy rewards. Participants can either deposit or withdraw digital assets from the smart contract at any time unless their digital assets are locked.

The bidding process reserves digital assets from a bidder's wallet via the bank smart contract. When a bid is placed, it is locked from the bank smart contract.

Digital assets are only transferred upon deposit to and withdrawal action from a participant's wallet to the bank smart contract. The bidding, auction seller payout, advocacy reward, and protocol fee are only changing ownership inside the bank smart contract. This limits the movement of tokens and enhances security.

The token in the bank smart contract is associated with the depositor wallet and can only be withdrawn by using the corresponding wallet's signature, making it non-custodial.

RULES:

- Participants can deposit and withdraw any tokens not currently allocated to an active bid at any time.
- Bids will lock the tokens in the bank until the auction is closed or the user is outbid.

TOKENOMICS

SUMMARY

NFTY is designed to reward loyalty and discernment while improving the overall understanding of the NFT market. This is accomplished by offering rewards for those who commit to supporting NFT exchanges and further rewarding them for properly identifying quality NFTs. New \$NFTY is only generated from those who contribute to the ecosystem, and provides those patrons with digital assets when they use their NFTY on those same exchanges.

The protocol is independent of any specific NFT platform and can be integrated into every exchange which desires to implement a reputation layer. Accordingly, NFTY's applicability grows over time.

The annual yield is not static with the individual earning rate applied to each contributor varying depending on social rank, and contributions to the ecosystem. This earning rate is subject to a cap which is determined by each participant's Social Rank; \$NFTY rewards cannot exceed this limit. Participants who wish to earn higher rewards must increase their Social Power, Social Rank, and advocacy activities.

Since this inflation is directly indexed to the amount of NFTY token staked, or the total social power, the protocol experiences organic growth in total token supply.

This both favors the action of staking to accumulate social power and social rank, as well as creates enough additional token liquidity for more participants to join the network.

Staked tokens are not available to buy, sell, or otherwise transact on the open market.

The protocol itself will not have the ability to mint new tokens; this will be a privilege only granted to the staking smart contract.

TOKEN ECONOMY

NFTY's economics revolves around three major values:

- DeFi Opportunities
- Crowdsourced Data
- NFT Auction Protocol

DECENTRALIZED FINANCE

One large part of the activity in the network is promoted by the two major economic opportunities, “staking” NFTY in smart contracts and “farming” digital assets through endorsement or advocacy.

The economic driver for the staking mechanism is based on the NFTY token not being a medium of exchange, but rather a utility token that grants access to exclusive products and services, governance over the network, and economic opportunities.

The main value of endorsement is the concept of crowdsourcing data in a gamified environment that rewards the participants. The endorsement mechanism uses economic incentives which encourage participants to adopt their own personal advocacy strategies, pushing them to select and define the “trendiness” of a NFT product/service/experience in ways which provide value to those who will bid on it.

The other part of the DeFi environment is centered around the bank smart contract and the bidding mechanism. These functions employ the digital asset token for easier usage based on a known and well understood unit of account. It offers a low slippage and abundant liquidity to the buyers and sellers.

CROWDSOURCED DATA

This economics driver is related to the endorsement ‘farming’ action discussed in the DeFi section. Advocacy is rewarded from the auction payout in the unit of account for a given NFT. Consequently, the economic incentive for getting quality crowdsourced data about NFTs and their creators/collectors directly depends on the auction process.

The advocacy process uses the \$NFTY token.

\$NFTY tokens need to be staked in order to be allocated for endorsement. Participants are incentivized to “allocate” a percentage of their available NFTY tokens to individual auctions for a specific NFT product/service/experience, which allows the advocate to promote the auction. An auction can only be started if it has at least two different advocates. Assuming the auction is successful, 7.5% of the digital asset payout is placed into a pool to be shared amongst the advocates. This pool is distributed to advocates in proportion to the amount of NFTY token each allocated to the auction.

This motivates participants to choose auctions which have a good chance of actually selling, do so possibly at a higher-than-expected value, and consider how much social power is already competing for the shared reward pool. Strategies must balance these concerns, creating an interesting spread of layered trendiness levels for unique auctions and facilitating long term data acquisition on the NFT sellers/creators/collectors.

NFT AUCTION PROTOCOL

This economic driver offers a trustless peer-to-peer environment for NFT sellers and buyers to conduct transactions. Both buyers and sellers benefit from the advocacy mechanism to either increase their auction’s visibility or to find valuable NFTs they can purchase.

The protocol offers the ability to mint, trade, and collect NFT’s while building long term value for creators and collectors on their portfolio. A portion of the added value experienced by both the buyers and sellers of NFTs is pumped back into the system to incentivize continual engagement. By distributing the payout reward to the endorser advocates pool, the network effects created by this reputation layer encourages collecting of ever more quality data.

GOVERNANCE

SUMMARY

NFTY, Inc. oversees the development and deployment of the NFTY Token, plus its associated smart contracts. Over time, NFTY, Inc. will incrementally deploy a DAO to govern most aspects of the protocol as the community grows and the protocol roadmap is advanced. The community will propose and vote, with each community member's vote weighted by their vote power as determined by their Social Power, on changes to the protocol.

No person or group has special access to \$NFTY tokens. All acquisitions must be made by purchasing tokens out of a liquidity pool or earned through participation. This pool's initial launch on Uniswap was funded by NFTY, Inc. co-founders until market maker fees reimburse the cost of the liquidity, at which point the fund will revert to the protocol.

NFTY PROTOCOL'S FAIR LAUNCH

A "fair launch" means that no founders, developers, funders, sponsors, or any other entity have any special right or claim to pre-mined tokens. In fact, there are zero pre-distributions or special allocations whatsoever for anyone, regardless of their affiliation with the project.

The only advantage offered to the team behind \$NFTY is the right to participate in a single purchase round before the general public has access to the liquidity pool. Eight (8) individual founders and developers were given the option to each purchase up to 100,000 NFTY tokens at the initial starting value simultaneously. These tokens are not set-aside for the founding team; anyone participating in the round was required to buy their tokens out of the same liquidity pool available to the general public and must use their own personal funds to pay for them.

Additionally, NFTY, Inc. itself was permitted to partake in this round and purchase a maximum of 500,000 NFTY tokens, representing 10% of the total initial supply. This will enable the team to conduct airdrops to a set of initial advocates including celebrities, entertainers, NFT influencers, and other well-known individuals to stimulate traction for the platform.

Using a fair launch helps prevent massive inflation or dumping, while protecting the value of the token for the community by ensuring anchors against price volatility exist while also maintaining a broader token holder distribution. This means nothing was given away for free.

SMART CONTRACT UPGRADEABILITY

The NFTY smart contract is upgradable. This upgradability is managed through a multi-sig wallet that controls the proxy smart contract. Each board seat will receive one signature. Whenever the smart contract needs to be upgraded for any reason, a 2/3 majority vote of the signature holders will unlock the multi-sig signature that actively controls the proxy.

When combined with audits, smart contract upgradability is the best means to protect the community from any unforeseen vulnerabilities and safeguard protocol changes in the future.

VOTING POWER

Proposals for changes or upgrades to the protocol that are made public through websites affiliated with the protocol, specifically nftytoken.io, allow community participants to use their social rank to vote on their adoption. The votes are calculated from a chart of voting power that corresponds to the social rank of each wallet. This mitigates the voting power differential between users with shorter staking times and longtime stakers.

RANK	SOCIAL RANK	TOTAL NFTY STAKED	TIME STAKED	\$NFTY ANNUAL REWARD CAP	VOTE POWER
1	PATRON	1 NFTY	ANY	13.579%	1
2	IRON	500 NFTY	30 DAYS	14.579%	500
3	SILVER	10,000 NFTY	45 DAYS	15.079%	10,000
4	GOLD	25,000 NFTY	90 DAYS	15.579%	25,000
5	PLATINUM	50,000 NFTY	180 DAYS	15.829%	50,000
6	DIAMOND	100,000 NFTY	365 DAYS	16.079%	100,000

PROPOSALS & VOTES

Proposals are put forward using the governance tab of the NFTY protocol webpage. All proposals are available for a period of no more than 90 days. Proposals can only be made if the sought after changes have proven viable.

Once a proposal has been endorsed by the community, the change will be placed on a testnet for a period of no less than 30 days for testing by the community. The change proposal, once in testnet mode for the full period, can be validated to production by another vote from the community. During this period, the change will be thoroughly tested. This ensures that the proposals and changes voted by the community are realistic and can be thoroughly vetted before affecting the protocol.

Anyone who puts forth a proposal becomes responsible for developing a pull request branch from the open source repositories. If the change is endorsed, this pull request will be merged in the governance testnet and put to the test. Low quality or obscure code may be rejected by the protocol even if voted in by the community.

GOVERNANCE STRUCTURE

The governance structure is made via online vote using digital wallets associated with a social rank on the NFTY protocol. The user needs to select the proposal then select whether they accept or reject the call to action.

The governance smart contract manages the proxy smart contract and is the administrative, or the creator, address of the protocol. This ensures any changes to the protocol are validated by the community.

The protocol reserves itself emergency rights to apply changes on the fly and make a postmortem vote to validate or revert the changes in case of security issues, vulnerability, or equivalent emergencies. This will give the community the ability to roll-back changes that are deemed to be unnecessary or a mistaken security issue.

LIQUIDITY POOL

The initial \$NFTY liquidity pool will be locked in the Uniswap smart contract using a multisig address to prevent anyone from unilaterally withdrawing the assets. The liquidity pool belongs to the protocol; it will not be withdrawn, except to list \$NFTY on other exchanges which requires liquidity that can only be sourced from the Uniswap pool. Market making is part of the revenue model of the protocol - the pool must be maintained.

SECURITY

The infrastructure uses a proxy pattern for upgradability (see: smart contract upgradability above) and a modular smart contract build for easier maintenance, upgrades, and security audits. The protocol will run a minimum of two annual audits from recognized firms and will also run a bug bounty program in order to mitigate the most risk possible for the network users.

The smart contract uses the best practices for the handling of digital assets and the minting of NFTY tokens. The protocol corporation also maintains a dedicated team to mitigate and react to any unforeseen vulnerabilities with the utmost efficiency.

Additionally, user's optional profile data will be stored with IPFS and linked directly to registered wallets. The NFTY protocol will utilize APIs to access IPFS and blockchain-based data so nothing is stored in a centralized database.

OPEN SOURCE

The NFTY protocol source code and smart contract will be full open source using the MIT license. This will enable the community to create proposals, review the code, and search for bugs to earn the associated bounties.

TRANSPARENCY

The smart contracts infrastructure will be verified on Etherscan and will be publicly available for review and inspections by the community and industry professionals. All transactions will be recorded at the balance of all \$NFTY holders and will be public at any time.

The system will be fully trustless apart from the auction bidding system, for performance reasons, offering a highly reliable level of security and transparency.

TECHNOLOGY

SUMMARY

While the goal of NFTY is to serve all blockchains where NFTs are being deployed, this protocol will be deployed on Ethereum initially due to this blockchain being the home of most NFTs. NFTY will enable permanent, decentralized data storage for all NFT metadata to eliminate the problem of data siloing that occurs due to the multi-chain nature of NFT transactions and the existence of many different auction houses which do not share data.

The protocol will employ a series of smart contracts to execute its functions and also utilize other digital assets to facilitate advocacy reward payments. The NFTY token will initially be obtainable through decentralized exchange services where it will remain until the valuation has increased 100x, at which point it will move to a traditional centralized exchange.

PERMANENCY

The NFTY protocol will automatically store any metadata associated with a minted NFT to a private IPFS network in order to keep a permanent record for our users. This helps to solve the problem of NFT metadata being stored on a centralized network.

In the past digital assets have been stored on marketplace's databases, which negates the purpose of using a blockchain. When using a centralized database, if the data gets compromised, what the NFT actually represents could be lost or changed, making the NFT nothing more than a unique ID and become value-less. IPFS creates a secure and decentralized source to store valuable NFT data and helps with cross-chain integration.

CHAIN AGNOSTIC

The NFTY protocol aims to become ledger agnostic and serve the whole NFT community by building bridges between all ledgers commonly used for NFTs. This will enable NFTY to encompass the vast majority of minted NFTs. While the NFTY protocol will start on the Ethereum blockchain, it will integrate other popular chains over time.

DISTRIBUTED LEDGER

\$NFTY token is an Ethereum ERC-20 token that will be replicated on other ledgers. The protocol infrastructure is built using a proxy pattern with a set of modular smart contracts on the ledgers where it can be utilized.

INITIAL EXCHANGE

\$NFTY will be released on Uniswap. The initial liquidity will remain locked in a Uniswap smart contract with only limited portions withdrawn for the purpose of listing the token on other exchange platforms and/or creating liquidity on other ledgers such as Binance Smart Chain or Polygon. NFTY, Inc. will reach out to established exchanges such as Binance/-Binance USA, Kraken, Coinbase, Bitmart, and/or Gemini with the intent of becoming listed on one of these platforms via an initial exchange offering, or an IEO, in addition to other decentralized exchanges such as ApeSwap and cross-chain bridges to offer additional means of obtaining the token.

The \$NFTY token started with a \$500,000 USD liquidity pool at a starting price of \$0.10 per \$NFTY token.

SMART CONTRACT STRUCTURE

Proxy

NFTY ERC20 smart contract

- transfer

Staking

- Stake/unstake \$NFTY

Bank

- Deposit/withdraw digital assets

Auction Factory

- Create/start/destroy auction

Auctions driver

- Bid digital assets/Payout/Reward

Advocacy

- Endorse/cancel endorsement

Vault


- deposit/withdraw NFT's

Governance

- vote/cancel vote

NFT Minting

- Mint NFT

The background is a composite image. On the right, a city skyline is visible under a warm, orange-hued sunset sky. In the foreground, a man in a dark suit is seen from behind, walking up a wide set of grey stairs. On the left side, there are dark, geometric shapes resembling a staircase or a modern building facade. A large, solid black circle is positioned in the center of the image, containing yellow text.

IT'S NIFTY's
PLEASURE TO FIND
YOU EXACTLY WHAT
YOU NEED FOR
NFT SUCCESS.