

**nOFTEN**<sup>NFT</sup>

*Experience what's Not so Often*



# NFT Overview

It's been over a decade now that digital content is starting to get the recognition it always deserved. And now with the onset of NFT this space is breaking even bigger barriers. Never before have we seen such a way of making real-world objects turn into digital assets and share across the world.

Ever since their emergence in the late 2017s, with the perfect amalgamation of blockchain, smart contracts and a unique token infusion mechanism, NFT is now on the path to become the most extensively used digital asset trading platform.

Overseeing a steady rise in market cap from \$30 million in 2017 to a staggering \$342 million, it is inevitable that we are yet to see the real influx in the NFT marketplace. Exponential figures like 1700% growth in the first half of 2021 is a big testament as to where the NFT world is headed. As more mainstream audiences find their way into the NFT space, these numbers will only go high, resulting in higher bidding auctions and higher selling digital assets.



# Unique Offerings

There was always this barrier to the virtual economy in the way non-fungible items were locked in a digital copy. The underlying technology behind NFTs now allows this unique way for creators to turn their content into digital frameworks and share with the world.

Every piece of NFT serves as a unique item that cannot be traded in for a similar kind unlike fiat currency or commodities. This has aggravated the demand for unique artworks, memorabilia and souvenirs that are one-of-a-kind.

NFT has solved the much intrinsic factor of pushing the platform where creators can not just share their artworks, but also specially curated events to connect better with their loving fans spread around the world.



# Building Trust for Trade

Advent of blockchain technology has addressed some legitimate trust issues encapsulated around the whole free-will online trading experience. All thanks to the groundwork laid down by the concept of decentralized storage, open-source projects, multi-level data security and minimal fees has made a strong mark for NFTs to become widely acceptable among collectors and creators.

How this is achieved is quite elaborate. The art piece is tracked with the digital file onto the blockchain to prepare uniquely made digital assets. This eases up the process of exchange, and since the entire database on blockchain is available for users to view, the trust factor established between users and exchange and creators is on the same level.

The act of withholding and releasing NFTs is carried out entirely on smart contracts. The meta data stored on smart contracts permanently assigns the asset and owner information. Properties instilled through smart contracts include verifiability, transparent execution, tamper-resistance puts a full-stop on the debate of trustable trade environment. The accessibility of fair trade through smart contracts has emerged as a game changer for NFTs to thrive well in a rather ambiguous trade ordeal.



# Our Story

As we see the NFT craze piling up across different industries and nations, it is about time that we bring-in the biggest entertainment industry in the limelight of the blockchain revolution.

Right from celebs, to singers to cricketing legends, nOFTEN will boast the biggest collection of celebrity and exclusive NFTs. Having a viewership of almost every age group, the Entertainment industry probably crunches the most loyal fan base, creating a huge valuation of fan interaction with their favourite celebrities.

At present, acquiring a piece of celebrity memorabilia is super-rare, yet there remains an untapped potential in this genre all because of the passionate fan-base wanting to get their hands on any piece that brings them closer to their favorite celebrity.

Hence, enters nOFTEN, an uber-cool NFT marketplace, creating the most-exclusive collection of celebrities and fans to trade, share, buy, sell and experience special moments that no-one has ever seen before.

nOFTEN wishes to build a sustainable and elusive platform where artists can freely express themselves in-front of real fans, interact with them, offer their most unique possessions and foster a new, digital way of community building.



## nOFTEN: A Brief

nOFTEN is a celebrity-fan centric NFT marketplace to cater the established and upcoming artists with a platform where they could meet their dedicated fans, reveal exclusive content in the form of NFT.

Celebrities from all fields of life such as Hollywood and Bollywood Actors, Independent Singers, Rappers, Cricketing Superstars, Fitness Experts, Stand-Up Comedians will join the platform as creators, offering some sort or other content for people to acquire them in the easiest way possible.

The digital content will be a varied nature to serve to the humongous fan-base such as a personalized video, a new song, Celeb Dine-In opportunity, Video-Call opportunity and other exclusive experiences.

nOFTEN platform will be just a medium to connect artists and fans, procuring a simple way for creators to join and fans to bid, buy, sell or exchange their NFTs in a community-driven space without the fear of being scammed or charged through the roof.

All of the NFTs created will be supported by the most-powerful blockchain network Etherlite. Incorporating these along with an intuitive website will help the whole community to come together and trade with ease.

As we move towards the age of blockchain, nOFTEN will become the beacon of transformation, adaptation and technological brilliance for the Celeb-Fan community.

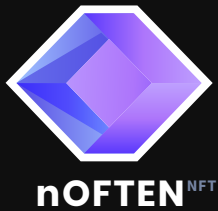


## How nOFTEN will work?

nOFTEN will act as an independent platform, bringing the likes of both; creators and their fans around the world together to exchange irreconcilable assets. All sustained in the most prolific manner to offer authentic pieces, engulfed in blockchain and real emotions.

At nOFTEN will present a variety of NFT auctionables unlike anything the world has seen before. It will consist of everything from an original song, unreleased behind the scenes, short movies, Celebrity memorabilia. What's most distinguishable is that Creators/Celebrities joining the nOften platform will also be able to create special curated live events such as live meet, dine-in chance, a video call, personalized message video and much more with the whole community.

Users on the nOFTEN platform will have open-access to all the listings offered by the creators. They can indulge in a bid for any asset, directly own it by buying the piece or sell-off their previously bought NFT comprehensively. Apart from this users will also be able to buy single copies of a unique offering.



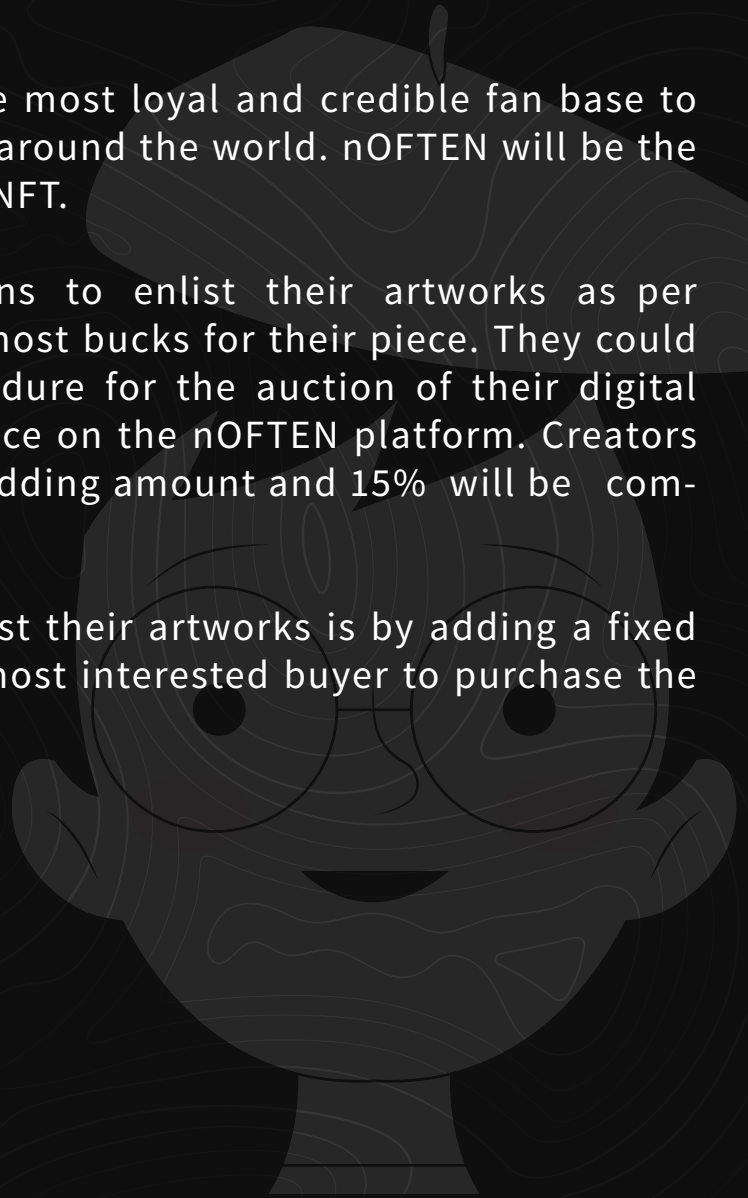
# Creators Dilemma

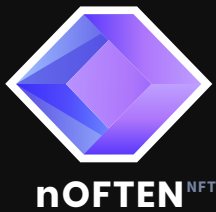
It is quite evident that today's Creators need to hop-on the podium where there's an actual, recognizable audience, ready to consume their content. And NFT is that next podium where the world will be at their disposal.

With nOFTEN they will have the most loyal and credible fan base to serve. Consisting of users from around the world. nOFTEN will be the single-most exclusive place for NFT.

Creators will have the options to enlist their artworks as per their preferences and get the most bucks for their piece. They could enable a simple bidding procedure for the auction of their digital piece. The bidding will take place on the nOFTEN platform. Creators will receive 85% of the entire bidding amount and 15% will be commissioned back to nOFTEN.

The second way Creators can list their artworks is by adding a fixed price point to it, allowing the most interested buyer to purchase the one-off piece exclusively.



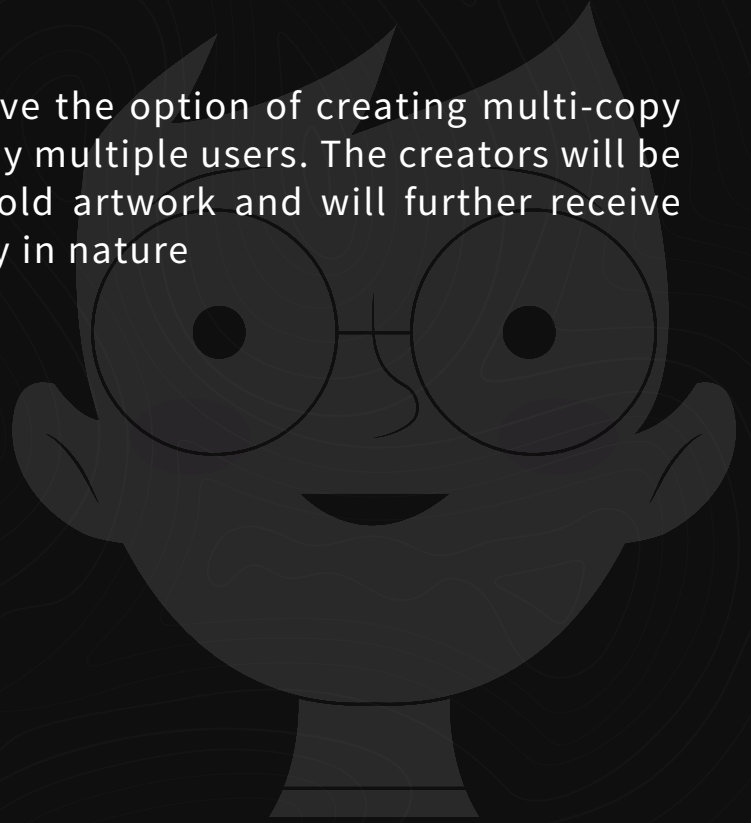


## What's in for the Creators?

The constituents of NFT at nOFTEN will again be atypical of any other platform. With nOFTEN, Creators will be able to curate real-live events or experiences for their die-hard fans that could be unlocked in an open time-bound bidding war. This will bring a whole new dimension of celebrity-fan engagement, in the consensus authority of nOFTEN and its protocols to serve a unique use case for NFT.

Creators collaborating with nOFTEN will have a seamless experience of creating their NFTs, attracting the right fan base, selling the artworks, interacting with their admirers and earning a strong pool.

Lastly, the creators will also have the option of creating multi-copy artworks that could be bought by multiple users. The creators will be paid a one-time fee for their sold artwork and will further receive royalties if the NFT is multi-copy in nature





# Uniquities of nOFTEN

nOFTEN is built on the foregrounds of the most prominent blockchain network - Etherlite.

The NFTs formed within the nOFTEN ecosystem will be powered by ETL-721 and the token will be stored in the smart contract of ETL-20. This is to ensure the rightful ownership of the artworks remains with the crater themselves and nOFTEN holds no part of any piece featuring on the platform. Creators will have complete control over their assets.

The initial set of NFTs on nOFTEN will include offerings by celebrities and influencers with massive fanbase and following, having shown iconic stardom across the globe with their talent.





# Tokenomics

nOFTEN will be governed by the smart contract protocols set in EtherLite blockchain and the native token of nOFTEN; NOF, will therefore be ETL-20 powered.

All of nOFTEN participants (Creators and Collectors) will trade-in through the NOF token itself. NOF will be further used for gifting the governance rights as well. Those with most possession would be able to take part in the governance voting and help amplify the use case of nOFTEN NFT.



- |                        |                     |
|------------------------|---------------------|
| ● Platform Mining: 23% | ● Reserves 5%       |
| ● Public sale: 25%     | ● Developer Fund 5% |
| ● Pre Sale 17%         | ● Advisers 5%       |
| ● Foundation 10%       | ● Marketing 10%     |

Token Name: NOF

Underlying Blockchain: EtherLite

Standard Protocol: ETL-20

Total Supply Cap: 500 M ( 500,000,000)

Pre Sale Issuing Price: \$0.45 USD

Public Issuing Price: \$0.5 USD

Market Cap : \$250M



# Roadmap



## July 2021

- Website and official social networks launch (Instagram, Twitter)
- Platform development starts



## Aug-Sep 2021

- Onboard celebs to join nOFTEN
- Social media and PR campaign on launch
- Start our plan for ICO/IDO/IEO
- Developing our platform on Etherlite Blockchain



## Oct-Nov 2021

- Private round and Public round commences
- New partnerships
- Large contests
- Marketing - Phase 1



## Nov 2022

- Team scaling
- Staking and Yields to NOF holders
- Crosschain integrations NFT
- Implementation of community initiatives
- Marketing - Phase 3



## Dec 2021

- Listing on CoinMarketCap, CoinGecko, Blockfolio etc.
- Crypto exchanges listing
- 100+ celebs on Platform
- Marketing - Phase 2