

ARTB



**ARTISTRY BLOCKS**

# Artistry Blocks – An Introduction

**Abstract** – Current non-fungible token (NFT) marketplaces on the blockchain fall short of providing what end users need in order to gain mainstream adoption. NFTs represent a digital and decentralized form of ownership that can't be stolen or modified. However, current marketplaces are expensive to transact and allow you to view NFT content freely without purchasing the product/service.

We propose ARTISTRY BLOCKS, an NFT marketplace that focuses on reducing the cost of transactions, securing the content of NFTs, and building a community of industry experts from various backgrounds. This paper outlines the context, vision, and software architecture underlying ARTISTRY BLOCKS, which we are building to serve a broad and diverse group of users with smart contract solutions.

*Keywords – NFT, Artistry Blocks, ARTB, BNB, Binance Smart Chain, blockchain, smart contract*

## 1. INTRODUCTION

As of right now, NFT marketplaces are bulky, difficult to navigate, and expensive to try and use. Transacting on industry leading NFT marketplaces that use existing blockchains can cost anywhere from \$16 – \$1,000 to mint (create) an NFT and the same amount to buy an NFT. To go further, the NFT content that gets created will be visible to all that use industry leading marketplaces.

This is why we've introduced ARTISTRY BLOCKS and the ARTB token standard that powers the platform. With ARTB tokens, anyone can log on to the ARTISTRY BLOCKS platform and mint or buy an NFT for mere cents. The platform will also shield the contents of NFTs so that their value can be enhanced, individuals will no longer get a free view or download an NFT that someone else owns. The platform will have specific short-form thumbnails for viewing NFT content that prospective buyers can sample before buying an NFT. This is similar to Amazon and/or Google Books allowing you to view a few pages of a book for free before you choose to buy it.



## 2. CONTEXT

**The Market.** The market is competitive for all products and services and blockchain based marketplaces are no exception. Some people might enjoy the high-costs of interacting with NFT marketplaces like Zora, Rarible, and Open Sea due to the barrier to entry and net worth needed to transact on such platforms; some might see this as premium and exclusive but we believe it is a fundamental flaw in their blockchain architecture. ARTISTRY BLOCKS strives

to create an inclusive marketplace for users in all walks of life rather than a divisive an exclusive platform that caters to those of means.

**Consensus.** Blockchains come to consensus over a block of transactions so that no transaction conflicts with any other. There should be no conflicts in the current block nor any prior blocks if consensus is to be achieved.

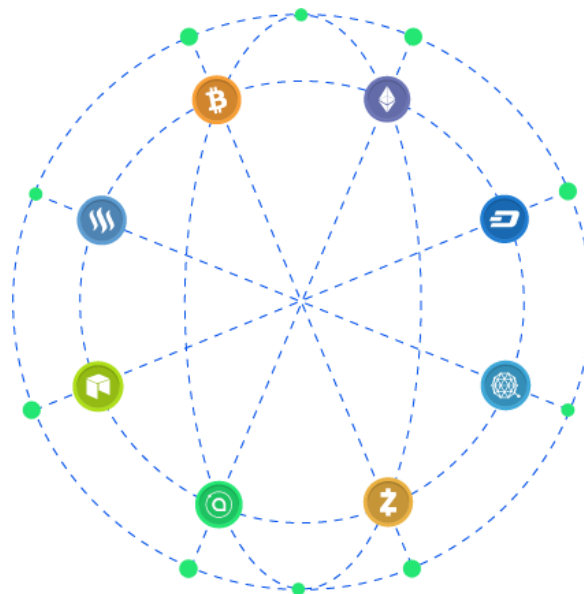
**Value.** There are a wide variety of mechanisms to establish a value for tokens so that it can be viewed as "money". ARTISTRY BLOCKS will create value for the ARTB tokens by issuing a fixed amount of tokens so that there can be no inflation. In addition, further value will be provided by creating usability for the tokens as payment for NFTs on the ARTISTRY BLOCKS platform. The NFTs themselves will derive value from their unique nature, blockchain based ownership, and through the securing of their contents (a revolution for NFT marketplaces).

**Contracts.** Smart contracts will be utilized throughout the use cases on the ARTISTRY BLOCKS platform to allow functionality to mint NFTs, buy/sell NFTs, and to loan NFTs to other users.

**Performance.** Performance on the ARTISTRY BLOCKS platform will be state-of-the-art as the platform will utilize fast servers and the best data hosting services. For blockchain, the Binance Smart Chain will provide fast and cost-effective transactions so that users can mint and/or buy, sell, or loan (exclusive to ARTISTRY BLOCKS) many NFTs at their leisure.

**Governance.** ARTISTRY BLOCKS' blockchain and associated ARTB tokens will be governed by the rules and cryptography of the Binance Smart Chain. On the ARTISTRY BLOCKS platform itself, there will be unique securing methods applied to make sure that the contents of NFTs are protected.

**Use Cases.** Notwithstanding the hype surrounding blockchains, there is relatively little evidence of successful use cases. Early blockchains failed to establish scalability, this is why Bitcoin and Ethereum have become extremely expensive to use and often have long wait times to confirm transactions. At ARTISTRY BLOCKS, we believe that transactions on the blockchain should costs mere cents and confirmation times should be nearly instantaneous. When this is achieved through Binance's Smart Chain, the use cases for NFTs will grow by 100x.



### 3. VISION

**End Goals.** What does our user need? In the abstract, the user wants to:

- **Interact with a community of like minded artists, athletes, actors, or content creators.**

- **Have the ability to contract with those like minded individuals via peer-to-peer agreements (blockchain transactions).**
- **Gather ARTB tokens and mint, buy/sell, and loan NFTs at a cost effective rate.**
- **Be able to retain and direct value of ARTB token to pay for services on the ARTISTRY BLOCKS platform and abroad.**
- **Be able to invest in NFT content and hold it for appreciation over time.**

### **The Idea.**

We are seeking to enhance the usability and utility of NFTs. ARTISTRY BLOCKS will accelerate the peer-to-peer exchange of ownership on the blockchain. It is our goal to ensure that everyone who holds ARTB tokens becomes transformed into an artist, everyone has something unique that can add to the blockchain. ARTISTRY BLOCKS will be an everyday distributed application that lives on a global blockchain to empower artists at various points in their lives.

### **Principal Features.**

ARTISTRY BLOCKS will provide a state-of-the-art NFT marketplace that can handle the needs and expectations of content creators around the world. The major features include:

- **Fast and low-cost blockchain transactions**
- **Shielded NFTs (ability to hide content)**
- **Ability to loan NFTs**
- **Ability to leverage NFT value**
- **Community of artists and collaboration on art projects**
- **Payment transfers**

## **4. ARCHITECTURE**

ARTISTRY BLOCKS and associated ARTB tokens (BEP 20) will be connected to the Binance Smart Chain, one of the fastest and cost effective blockchains in the world (BNB is the native token on the Smart Chain). ARTB tokens will have a fixed supply of 151 million and those tokens will be used to purchase NFTs on the ARTISTRY BLOCKS platform.

The platform will feature 3 main participants:

- **NFT creators**
- **NFT traders**
- **NFT collectors**

These participants will interact with NFTs on ARTISTRY BLOCKS in the following ways:

- **Creation of secure NFTs**
- **Buying and selling of secure NFTs**
- **Collecting of secure NFTs**
- **Loaning of NFTs**
- **Borrowing against the value of personally owned NFTs**

**Artists will be able to find, explore, and discover existing NFTs and users from all sources.**

## **Platform Service Fees (BNB Tokens)**

- 1. Buyers of NFTs - 5%**
- 2. Primary sellers of NFTs - 5%**
- 3. Secondary Sellers of NFTs - 5% + royalties (set by NFT creator)**
- 4. Loaning of NFTs - 0% + loan interest (set by NFT owner)**
- 5. Peer-to-peer BNB & ARTB loans (NFT collateralized loans) - 0% + loan interest (set by BNB or ARTB lender)**

## **Platform Service Fees (ARTB Tokens) Discounted**

- 1. Buyers of NFTs - 2.5%**
- 2. Primary sellers of NFTs - 2.5%**
- 3. Secondary sellers of NFTs - 2.5% + royalties (set by NFT creator)**
- 4. Loaning of NFTs - 0% + loan interest (set by NFT owner)**
- 5. Peer-to-peer BNB & ARTB loans (NFT collateralized loans) - 0% + loan interest (set by BNB or ARTB lender)**

## **ARTB Tokens**

ARTISTRY BLOCKS tokens (ARTB) will be used extensively on the ARTISTRY BLOCKS NFT marketplace. ARTB tokens will be used as a utility and a governance token.

### **ARTB Usage**

- **Fund transactions** - Settle transactions on the ARTISTRY BLOCKS platform.
- **Priority listings and discovery** - Listings with ARTB as the payment for NFT content will receive enhanced exposure and priority listing in the marketplace.
- **Discounts on platform service fees (see above)** - ARTB tokens used as payment on transactions will pay 50% less than BNB tokenholders.
- **Early access to NFT presales** - Holding ARTB tokens will enable early access to NFT presales and exclusive drops.
- **Community moderation (voting)** - ARTB tokenholders can participate in the moderation panel and proposal voting for the ARTISTRY BLOCKS platform by voting with ARTB. The more ARTB a user holds, the more voting power can be exercised.

# Token Sale

**Total Token Supply**  
151M

**Initial Market Cap**  
660K

## Phase 1

13,333,333 "ARTB" tokens for sale @ \$0.05 each

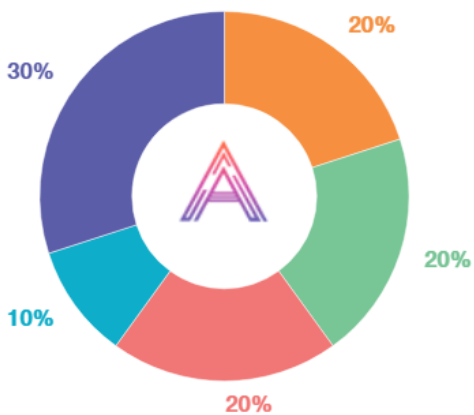
## Phase 2

13,333,333 "ARTB" tokens for sale @ \$0.07 each

## Phase 3

13,333,333 "ARTB" tokens for sale @ \$0.10 each

# Token Sale Proceeds



✓ WEB APPLICATION DEVELOPMENT

20%

✓ OPERATIONAL EXPENSES

20%

✓ MARKETING EXPENSES

20%

✓ BUG BOUNTY PROGRAM

10%

✓ LIQUIDITY

30%

## ARTB Road Map

The use of crypto currencies has become more widespread, and they are now increasingly accepted as a legitimate currency for transactions.

