SYNC

SYNC ART

Business model for modern art

Following the path of digitizing real world processes, we are responding to the needs of artists by building new paths for artistic development in the blockchain technology of the future. Our main (but also not the only) goal is to create a platform for artists playing concerts by enabling them a new form of promotion through so-called "ART NFTs". The main functionality is based on handing out ART NFTs after the concert for concert attendees.

ART NFTs will contain promotional material including premium content such as media available only on the platform, links, previews, other materials from friendly artists. Another of the important features will be the possibility of lottery assignment of additional benefits to ART NFTs, such as free entrance to the concert or discount on so-called merchandise. The organization around syncArt is driven by the idea of a world where artists can easily set the terms and conditions for their business themselves. This is a value that stems from blockchain itself, which provides the transparency that is so absent today, whether in the context of the margins for concerts themselves, where corporations reward cronyism, or streaming services, where fans contribute not to the artists they listen to, but to the intermediary organization.

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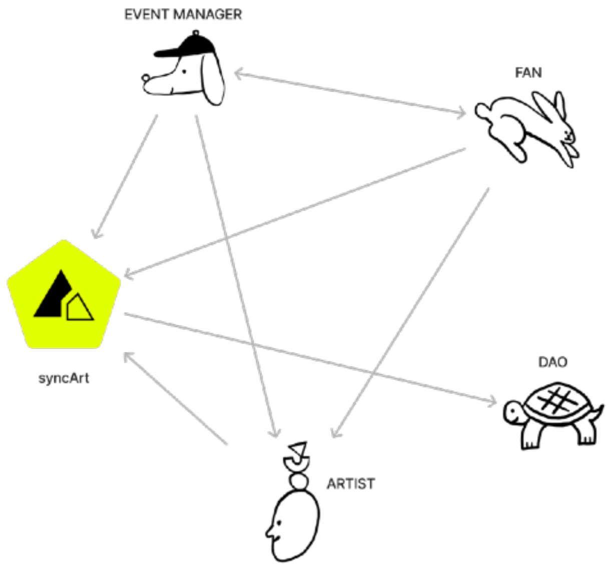
System participants

ARTIST is a major participant in the system providing materials used in the Asset Marketplace and/or Event Marketplace earning through retail sales (B2C) but also providing materials for Events (B2B).

EVENT MANAGER is an Event organizer who obtains ASSET NFTs and creates a dedicated ART NFT used for the Event. Collects margins from the resale of ASSET NFTs acquired through ART NFT.

FAN is the main participant in the system looking for material that stands out from the rest or being interested in the material of a favorite artist. Investment-wise, he realizes himself by reselling the unique value.

REGULATORS (DAO) mostly needed by Artists, keeping an eye on the legality of the data made public and resolving disputes over Events. They take care of the quality of operation of processes. They regulate the margins charged to value brokers. They are ambassadors of the value that syncArt brings. Resolving disputes they get paid in the form of $ars coin.



The value exchange model makes it possible to understand how money flows. Each participant in the system has a dedicated path in which acquires $ars. The DAO, despite not being a liquidity donor, gives syncArt intellectual value

Remuneration for participation

The system stipulates that users who perform tasks resulting from their function are rewarded. That is, if the Artist offers an increasingly rich library of resources with quality material for use by other users of the system then his work will be rewarded. Remuneration is regulated through the DAO, which decides at what stage, to whom and what commission is due for actions taken. The flow of "who owes whom" is predetermined and is shown in the figure below. The system primarily supports Artists and their Fans so it is clear that higher margins will be charged to them. This serves the quality of the materials provided and allows to create unique value through more and more creative works that generate demand.

FAN - generates revenue by reselling ASSET NFT. Can act as a marketer, i.e. speculate by buying large quantities of ASSET NFT intended for the B2B market from the Artist himself and resell for the Event Manager at an added margin. He can do the same in the B2C market. Besides, he is an Event participant so by getting ASSET NFT as part of the ticket he purchased, he can sell ASSET NFT on the market and recover part or all of the ticket amount.

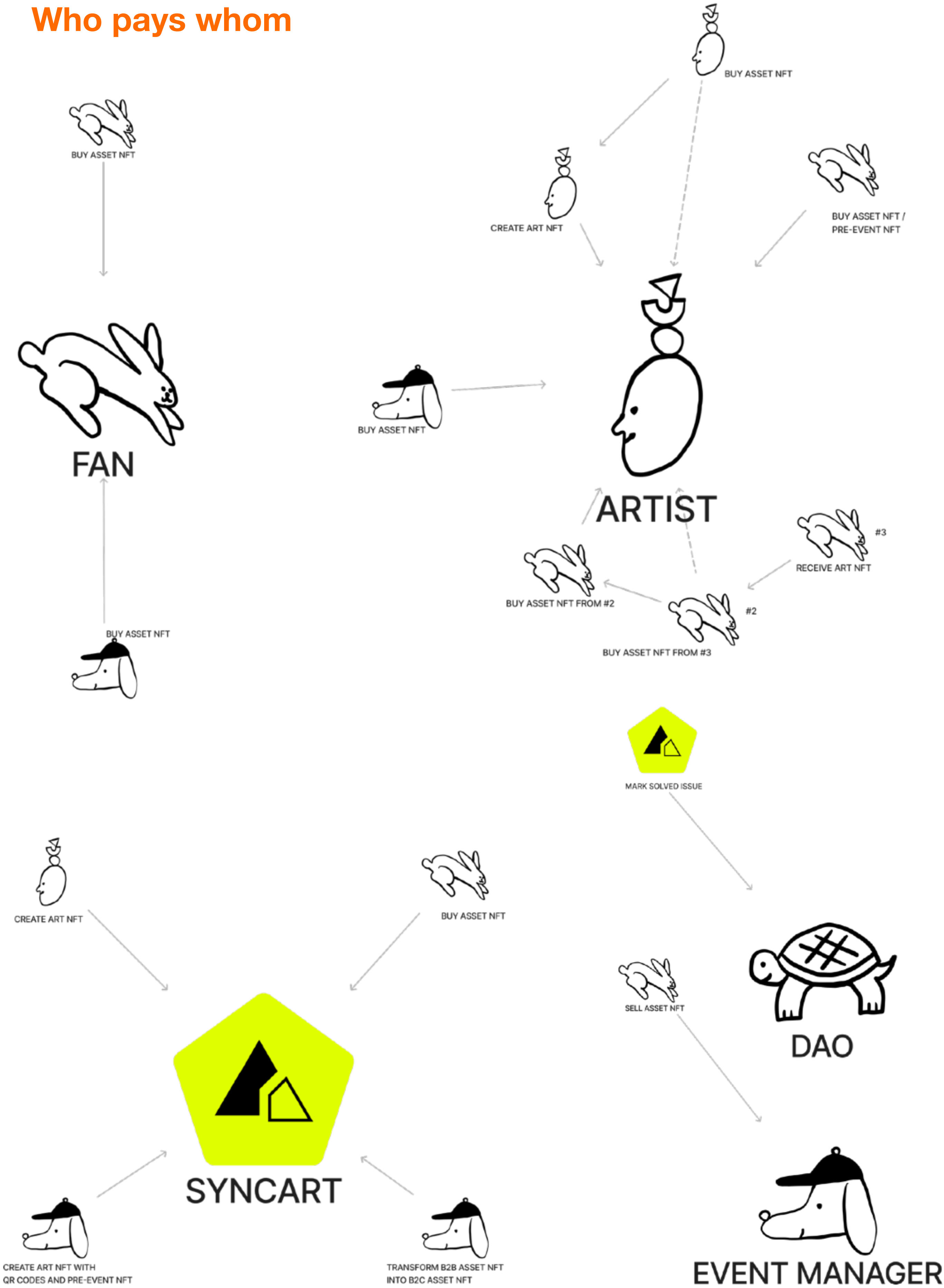
ARTIST - generates revenue by selling ASSET NFTs in the ASSETS Marketplace and ART Marketplace. Each ASSET NFT and ART NFT on a transaction occurring on the marketplace gives back a portion of the cost to the asset creator.

SYNCART - charges minimal fees when trading on ASSET Marketplace and NFT Marketplace. Charges fees when creating an ART NFT. Charges fees for additional ART NFT creation options like adding PRE-EVENT NFT or QR CODES. Charges a fee when the holder of an ASSET NFT purchased for the B2B Marketplace wants to transition to the B2C Marketplace - that is, for personal use. This is done in order to be able to acquire the benefits provided for the ASSET NFT that the Artist has established, e.g. giving the opportunity to enter the next concert for free. Any additional properties that result from the ASSET NFT if it was purchased for the B2B market have no power.

EVENT MANAGER - earns money on the margin imposed on the resale of ASSET NFT. Fans who are not particularly interested in the material can resell it so that the Event Manager keeps part of the sales in his pocket.

DAO - earns money by solving cases involving the system. DAOs are formed for the legitimacy of actors in the system like bands, to verify the legality of works, to regulate within the system, or for R&D, for example.

Who pays whom

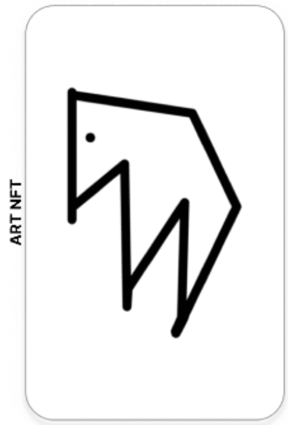


Value transfer

There are several types of values in the system. The overriding value is the well-being of the Artist and the Fans expressed through DAO affecting the management of purchasing processes. The liquid circulating value which is the $ARS currency, the artistic value encapsulated in ASSET NFT and ART NFT, the value which is attendance at the event expressed through ART NFT, the barter-promotional value for GIFT NFT and the intellectual value provided by DAO.

ASSET NFT - Is a basic artistic unit expressed through music, image, text or video. It can be created by a single artist or by a team of artists implemented as part of a DAO (e.g., a music ensemble). In the case of multiple artists, it has information on agreed shares of ownership. Has information on retail resale, as well as B2B resale. Is subject to regulations determined by the DAO.

ART NFT - Created by the event organizer. Exchangeable for ASSET NFT. Intended to promote selected artists. Providing an opportunity to earn for the Event creator but most importantly for all artists after the Event itself. Fans have the opportunity to win a unique prize such as a free concert entry or a discount. It can be treated as an ticket to the event.



The main value of the system. In addition to providing ASSET NFTs and GIFT NFTs, Encloses, giving a coherent whole, creating a new quality. Created for Events taking place in the future or ongoing in time, being a timestamp or keeping the memory of the event. Event Laurel.

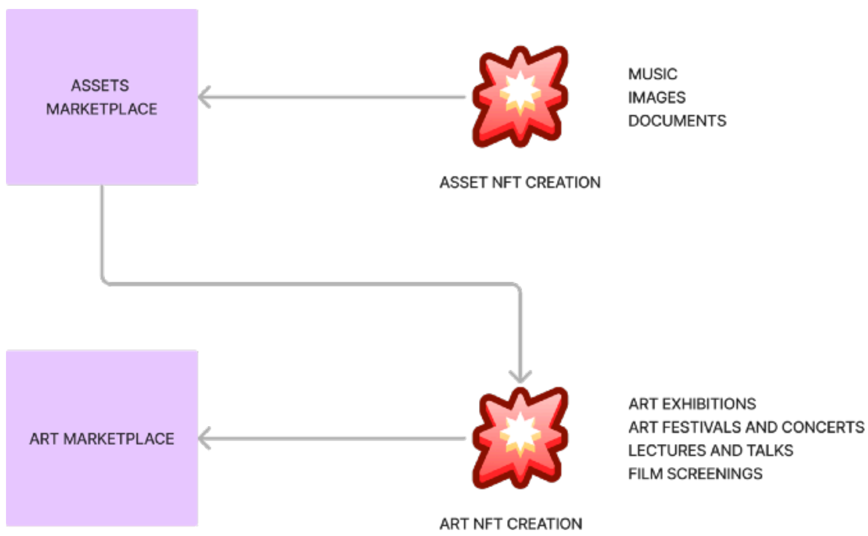
GIFT NFT - A special type of NFT that defines a promotion involving either an event or an artist. Provided as part of an ART NFT. To be used under certain conditions set by the Creator. In the future, providing the possibility of acquisition through the completion of designated tasks set by the Creator.

$ARS - a currency of exchange. Changing its value over time. Being an object of market speculation. Presenting the market value of the project. Reflecting the effectiveness of DAO management. Contributing to competition and euphoria. Associated with the potential for success. An unabsorbed part of the system.

DAO - is not a value in itself, however, the result of the work fits into the idea of value. The DAO's work deals with R&D, legality and the very structure of the system. They bring quality. They take care of system participants. In the future, 3rd party applications will communicate via DAO with developers in the ASSET Marketplace.

Sales models

Sales will take place in two Marketplaces - ASSET Marketplace and ART Marketplace. The division is justified by the differences in the purpose of the two types of assets. ASSET Marketplace for ASSET NFTs is used to acquire assets for their own interests, one of which may be the creation of an event if purchased for the B2B market or for the benefits of ASSET NFT itself, while ART Marketplace is dedicated exclusively to events. It can be said that ART Marketplace is a 3rd party application for ASSET Marketplace.



ASSET MARKETPLACE - works like most NFT Marketplaces - applies to single values in the form of NFTs, where the system user can purchase such a value for their own needs. It provides proper filtering of NFTs from type to specific artist. It is a good place for Fans, Event Managers but also Artists looking for collaborations. Due to the fact that the main market is B2B at retail sales are subject to higher taxation from syncArt. ASSET NFT sales apply to B2C and B2B markets.

ART MARKETPLACE - serves Fans to search for Events. Provides earnings for Event Managers and Artists. Provides the unique value that is ART NFTs. Provides tools to filter Events by artist, venue. Sales are for B2C market only.

B2C

The B2C market is the market of Fans. The valuation of the B2C market dictates the supply and demand of the goods of service providers such as Artists and Event Organizers. This applies to individual ASSET NFTs where the Fan acquires ASSET NFTs because

- wants to have the mp3/image/video/documentary for itself because of its artistic and intellectual value
- wants to speculate on the market and hopes to sell at a higher price
- due to the desire to participate in the promotional offer due to their NFTs

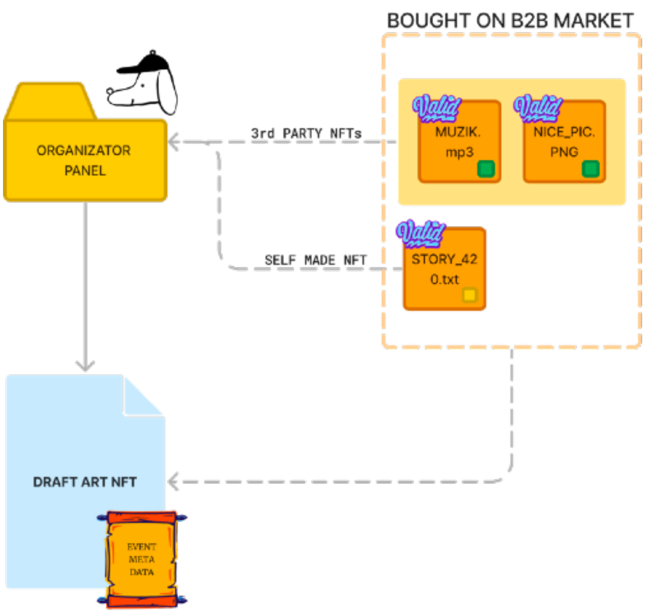
and ART NFT purchased by Fans before or during the Event either free of charge to the ticket price or after the Event at the market price for resale.

B2B

The B2B market is an Event Managers' market characterized by wholesale exchange. Event Managers acquire ASSET NFT at a cheaper price than B2C for creating ART NFT. They pay lower fees if they purchase larger packages. If the ART NFT does not sell out, they have the option to sell the remaining ASSET NFT on the B2C market or use it for other Events. The main purpose of creating a B2B marketplace is to allow external organizations to participate in the sale of an artist's products, which will contribute to a network effect and allow artists to enter into partnerships with Marketers.

How to organize an Event?

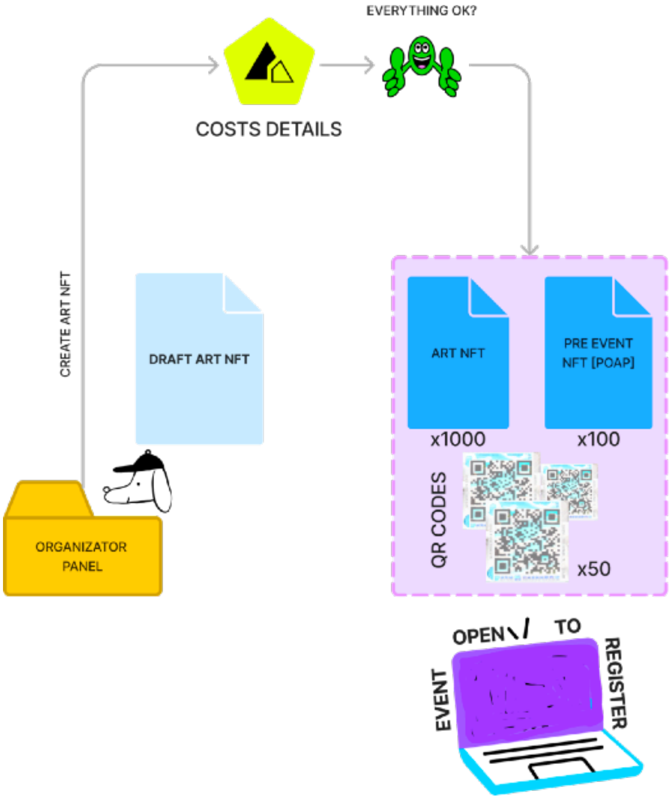
To create an Event (and therefore an ART NFT), you must have at least one ASSET NFT purchased on the B2B marketplace through the ASSET NFT Marketplace. The organizer has the option to add multiple ASSET NFTs and GIFT NFTs to one ART NFT. He or she can add a markup so that the minimum price of the ASSET NFT to be displayed on the secondary market will increase by the set markup. Event Manager adds additional information to the event such as location, time, ART NFT photo. He has the ability to set the formula for obtaining the ART NFT by the potential buyer.



The Event Manager then sends a request for the creation of ART NFTs to the system where he gets the cost information. If everything agrees ART NFTs are created along with additional materials. Other additional materials include:

- PRE-EVENT NFTs, which gives you the opportunity to book an ART NFT even before the event and acts as a ticket to the event
- QR CODEs, which provide the opportunity to exchange for ART NFTs while the number of ART NFTs available through such an exchange is limited and counts - first come, first served.

PRE-EVENT NFTs as well as QR CODES also carry out their objectives on principles established by Event Managers on the occasion of other events organized on the Internet.

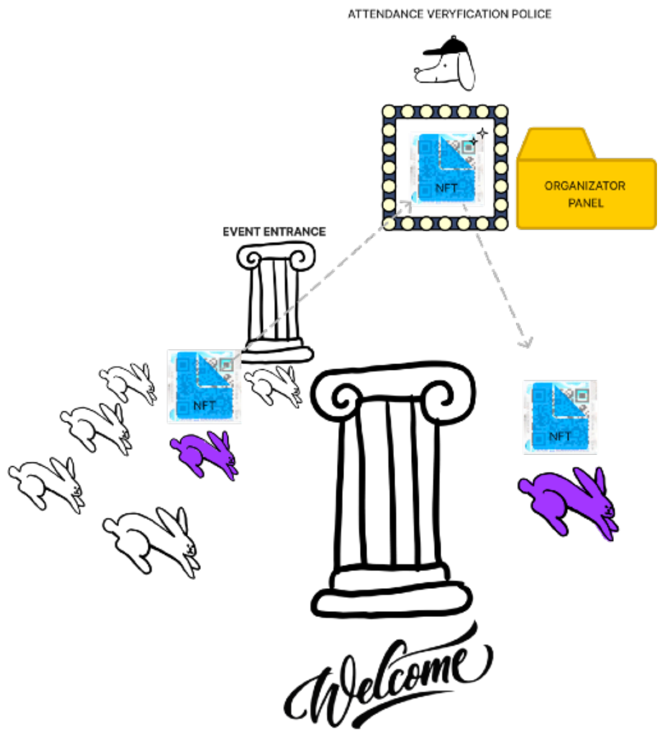


Once the ART NFT is created, a message is sent to all ASSET NFTs creators included in the ART NFT and an event visible on the ART Marketplace is created.

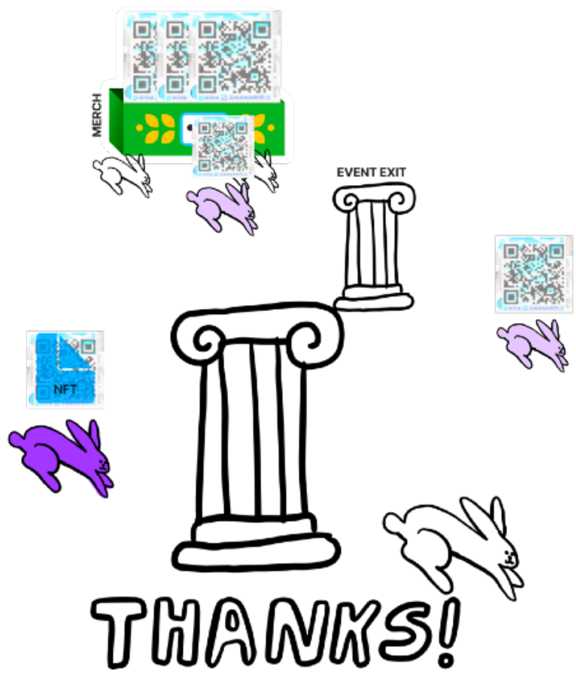
Where to find Event's and how to pick up ART NFT

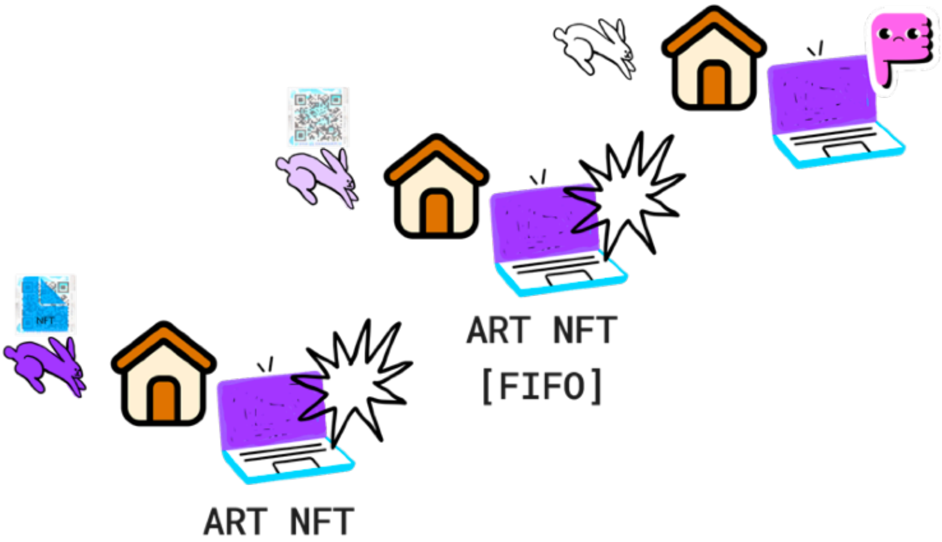
All current Events are available through a dedicated ART Marketplace page. User - Fan, by purchasing PRE-EVENT NFT has the opportunity to enter the event for free. It also gives him the guarantee of obtaining ART NFT after fulfilling one condition.

A user who has purchased PRE-EVENT NFT is required to present proof of purchase at the entrance to the event - this can be done simply by providing name (or other data) or through a code provided at the time of purchase. This guarantees the exchange of PRE-EVENT NFT for ART NFT after the event.



Fans who purchased a ticket by 3rd party, have the opportunity to enter ART NFT through QR CODEs distributed at the Merchandise booth or through the person responsible for distributing the QR CODEs.





Fans who purchased tickets via syncArt have the opportunity to enjoy all the ART NFT goodies. Fans who picked up a QR CODE at the event must count on the ART NFT pool not running out. If they are lucky then they have the opportunity to pick up ART NFT after registering. This is possible due to the creation of an account using a custodial wallet and covering the fee of the first transaction by syncArt. Importantly, the contents of the ART NFT are a surprise until the moment set by the Event Manager. However, the disclosure of the content cannot happen before the end of the Event.

Potential development paths

The goal of the project is simple and obvious - collect NFTs through new distribution paths and promote artists through events. If the system is created as intended, the development paths involve 3rd party applications that will implement the ASSET Marketplace, it is also possible to develop modules for Event Managers, it is possible to create a "Facebook" like page for Artists, it is possible to create an interface for Artists so that they plug the interface into their audio equipment and record ASSETS directly to their cloud account. It is possible to create a 3rd party application to play DJ sets using the acquired ASSETS so that a portion of the amount raised by playing DJ sets is donated to Artists.

Technology infrastructure

Systems such as STORAGE, BLOCKCHAIN, AUTHENTICATION, HOSTING and ANALYTICS are key components of the infrastructure supporting NFT ecosystems, offering not only security and performance, but also modern solutions for managing digital assets and users. Each of these components plays a specific role, contributing to the smooth operation and effectiveness of web applications using NFT.

STORAGE - for media storage for ASSET NFTs. Encrypted, managed.
BLOCKCHAIN - for the purpose of creating $ars, NFTs and storing information about actions taken inside the system.
AUTHENTICATION - for managing user identification and sessions inside the system.
HOSTING - for hosting backend and frontend services.
ANALYTICS - for analyzing site traffic.

In addition, it is planned to use **AI** technology to assist the DAO in resolving disputes and to help reduce the number of illegal ASSETs and their distribution.

Project Monetization and Marketing

The project is a grassroots initiative, full of ideas and passion, but in the current conditions without funding and marketing it is not possible to implement, so the initial phase of the project assumes fundraising through ICO or obtaining a grant. Unfortunately, at such an early stage there is no way to directly monetize the operation of the system, so as soon as possible after obtaining funds it is necessary to start building an MVP of the application, which will serve as a foundation for further work. Marketing should also be carried out mainly by promoting the new approach to the music market, NFT and e-commerce.

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