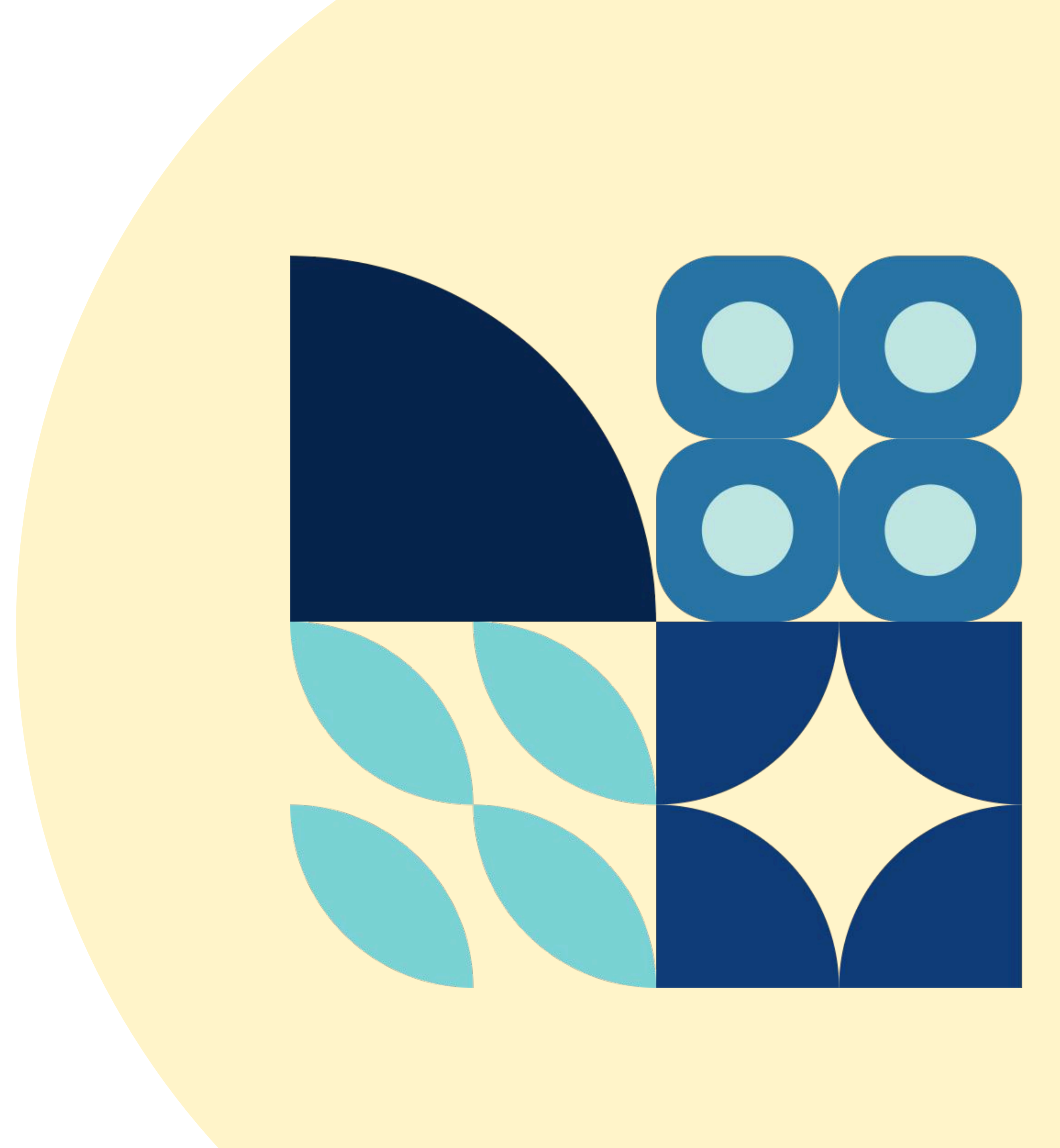


Apr 2022 V5

Artlog White Paper

Redefining Fan Engagement Through NFT Innovation



About Us

As pioneers in the intersection of NFTs and sports, we are redefining the fan experience by integrating physical objects with digital NFTs. This innovative approach bridges the gap between fans and their ideals, creating a deeper, more tangible connection. Our journey began as a capstone project at the MIT ID Design Institute, where we rigorously explored the potential of NFTs in sports and beyond. Our focus was on ensuring reliability, authenticity, and meaningful interactions, laying the foundation for a transformative fan engagement model.



The Market & Opportunity

\$41 Billion

Worth of crypto was spent on the NFT marketplaces in 2022.

250,000

An estimated people trade NFTs each month on OpenSea.

\$91.8 Million

The most valuable NFT is worth

5

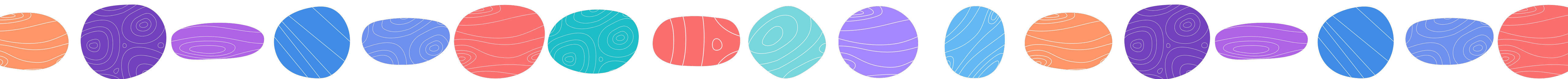
The top five countries with the biggest NFT adoption are in Asia..

9.7

Sports collectibles expected to grow at a rate of 9.7 % between 2022 and 2032.

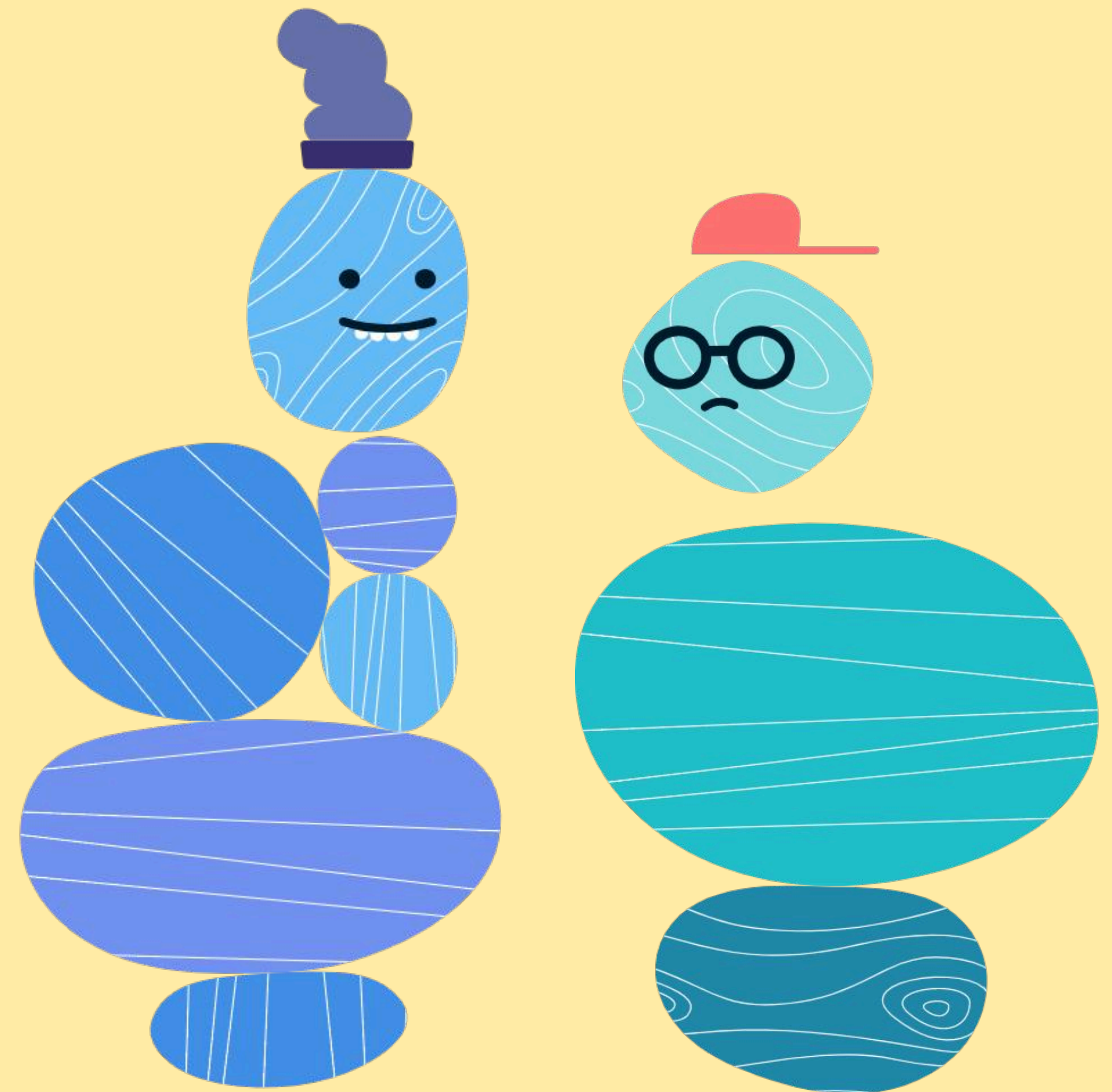
23%

of Millennials in the U.S. collect NFTs.

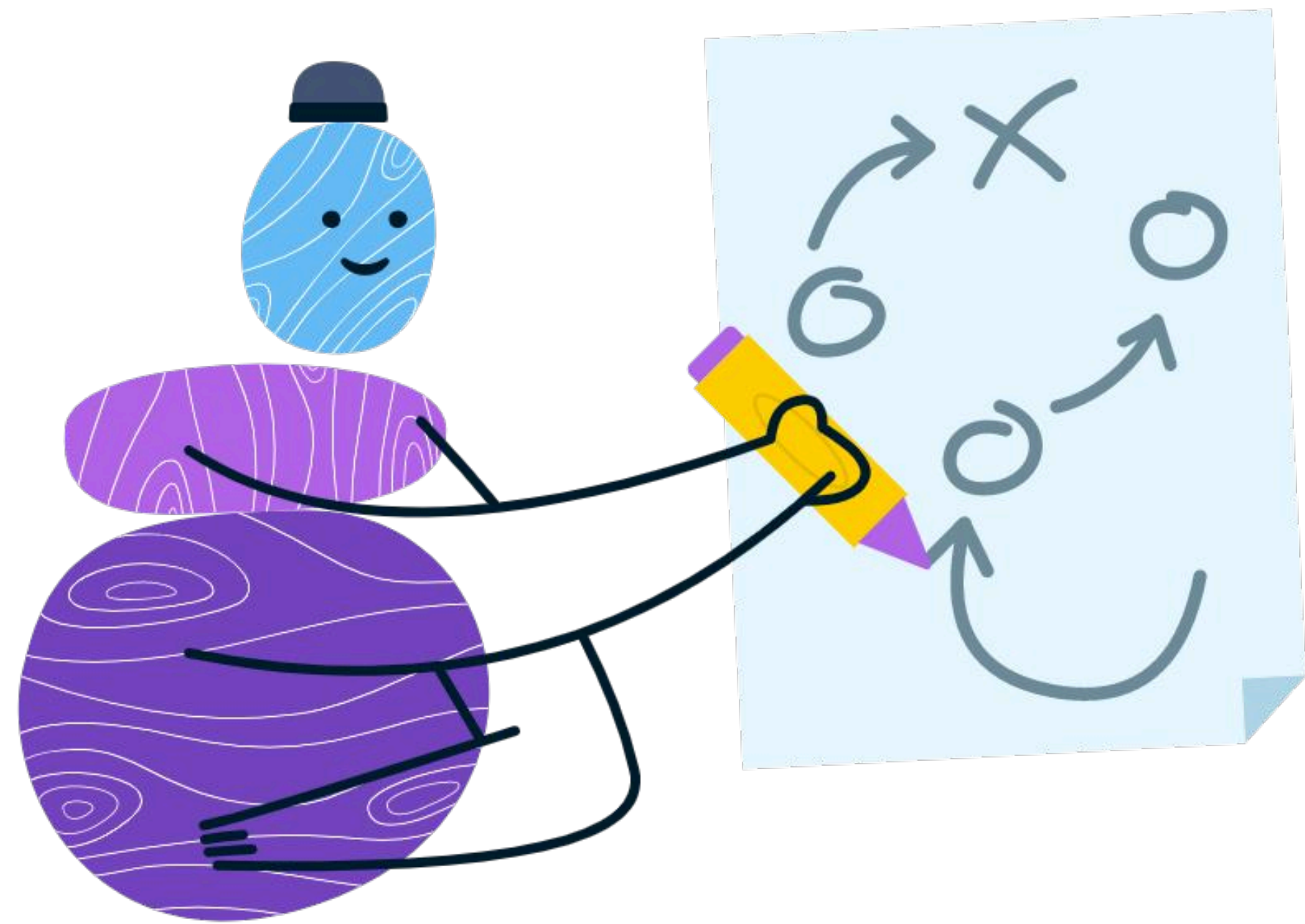


The Problem

- Fake and plagiarism NFT's. More Than 80% of NFTs created for free on OpenSea are fraud or spam, Company says.
- Valuation of NFTs is one big unknown?
- Before every sale antiques and collectibles Items need authentication from experts.
- Traditional art and antiques auctions takes longer time to sale the items.



The Solution



1.

A NFT for Sports fans (Physical antiques/ collectibles) will be attached to every NFT. Physical warehouse + Insurance to store and secure the antiques/ collectibles item offered with NFT's.

2.

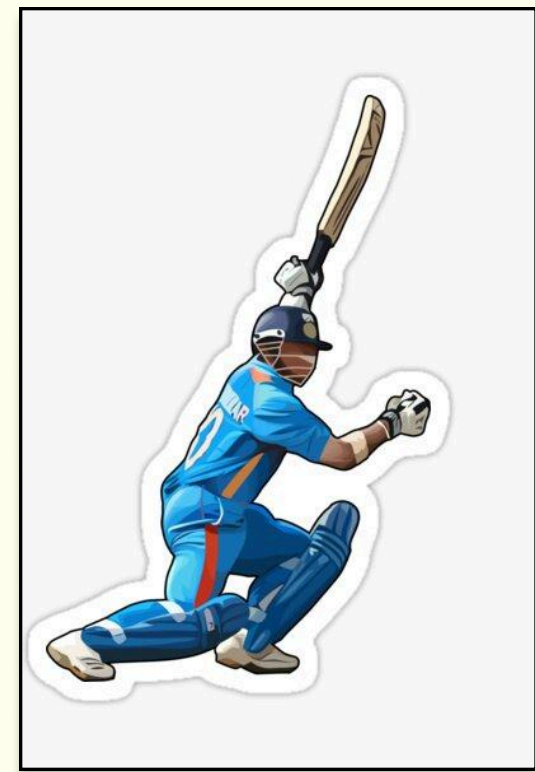
NFT's by Celebrities/Atheletes:
Signed goodies/items/equipments will be given to every NFT buyer as a gift.

3.

NFT with proof of creation video.

How It Works

For “Antique And Collectible”



Digital NFT by Artists
Power by sachin T



Physical Bat
stored in warehouse
Security + Insurance



Sachin's fan club
membership

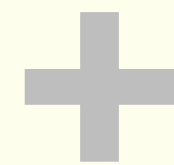
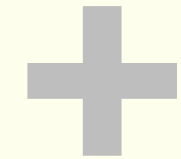


Super Collectible NFT

The physical bat is stored in a warehouse, and the Digital NFT proves ownership along with other information's.

How It Works

For “Fan Club NFT’s”



Fan Club NFT's

Digital NFT proves ownership along with other information's.

Digital NFT by artists power by Sachin T

Each owner will receive a physical signed bat by Sachin

Chance to meet and become a member of sachin's fan club, Events and parties

Revenue Model



10%

commission charged to sellers on every NFT sale for antiques or collectibles.

4%

Commission charged to sellers on every digital NFT sale.

4%

Gas fees on every transitions

The Team



Lead Author

Virat Ahuja

Product designer with
9 years of experience.



Co-Author

Vaibhav Tiwari

Blockchain Specialist



Mentor

Prof. Harshit Desai

Director - Innovation Program

MIT ID Pune

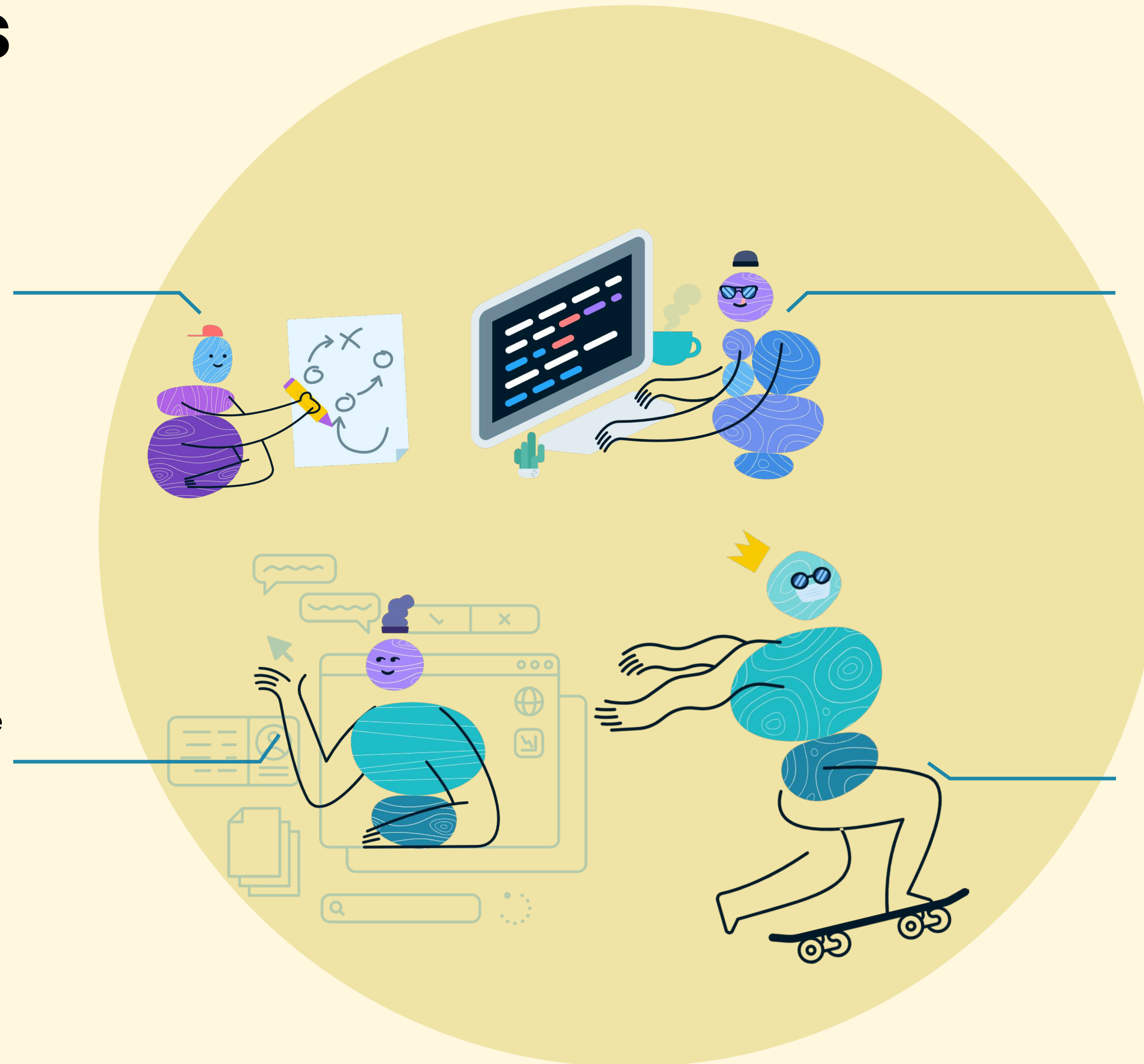
Milestones

Ideation

Started the ideation stage around Oct-30-2021

Hello World!

launch first landing page to validation the idea 30-Jan-2022



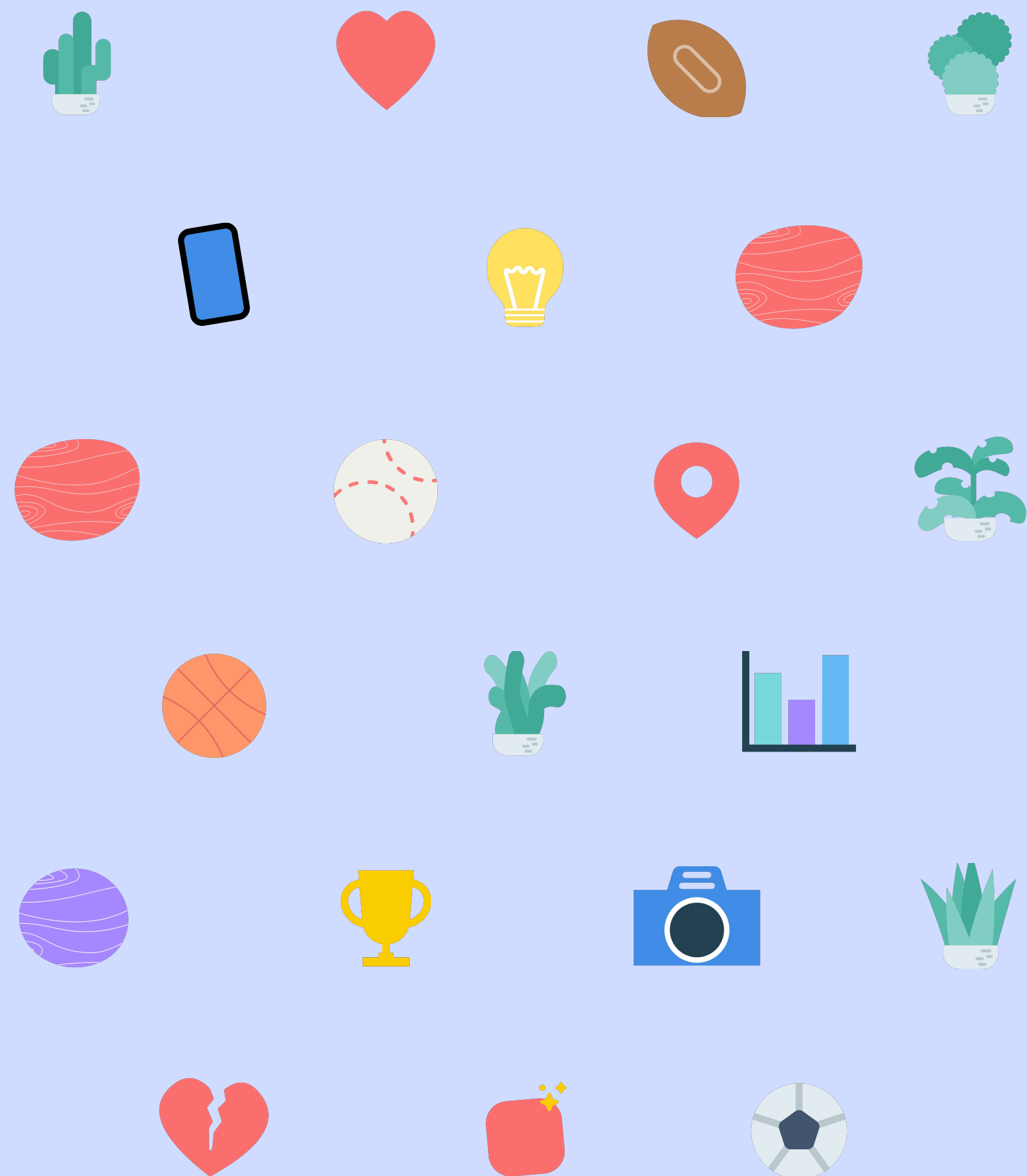
Started MVP

Started mvp development 18-Feb-2022

Launch The Product

launch the prodcut by 05/08/2022

Solution: A 3.0 Web Ecosystem

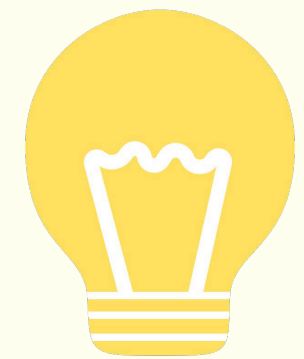


- Artlog is a next generation decentralized marketplace that caters the demands of the present and future generation where users can sell and buy digital asset attached with physical asset to it.
- Artlog is built on polygon(Matic) blockchain, so one requires a polygon (Matic) wallet to buy and sell NFTs with assets (celebrity autographs), Jerseys, Collectibles, Dresses, etc.
- As a decentralized marketplace, Artlog uses smart contracts, designed for buying and selling unique digital assets which has attached physical asset/gifts with it. Smart contracts allow users to protect the custody of their NFT collectibles in the platform, thus offering security for the creator's work. Artlog facilitates the NFT transfers, but you make transactions directly with other users on the blockchain after linking Artlog to a supported Web3 wallet like MetaMask.
- Artlog makes use of the open-source blockchain Ethereum in addition to ERC721 and ERC1155 to confirm that NFT collectors own the assets they're listing on the marketplace.

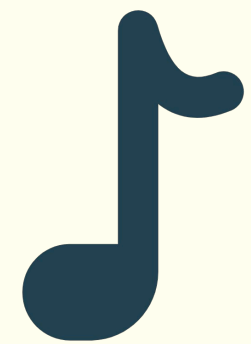
Features In MVP



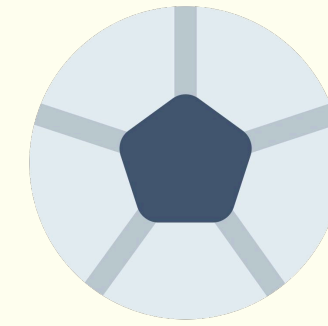
Faster transaction at reduced gas fees.



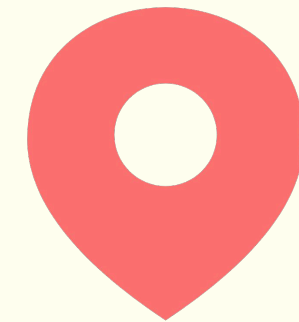
NFT with creation proof.



NFT by celebrities VIP Fan club access



Limited editions physical assets tagged NFTs.



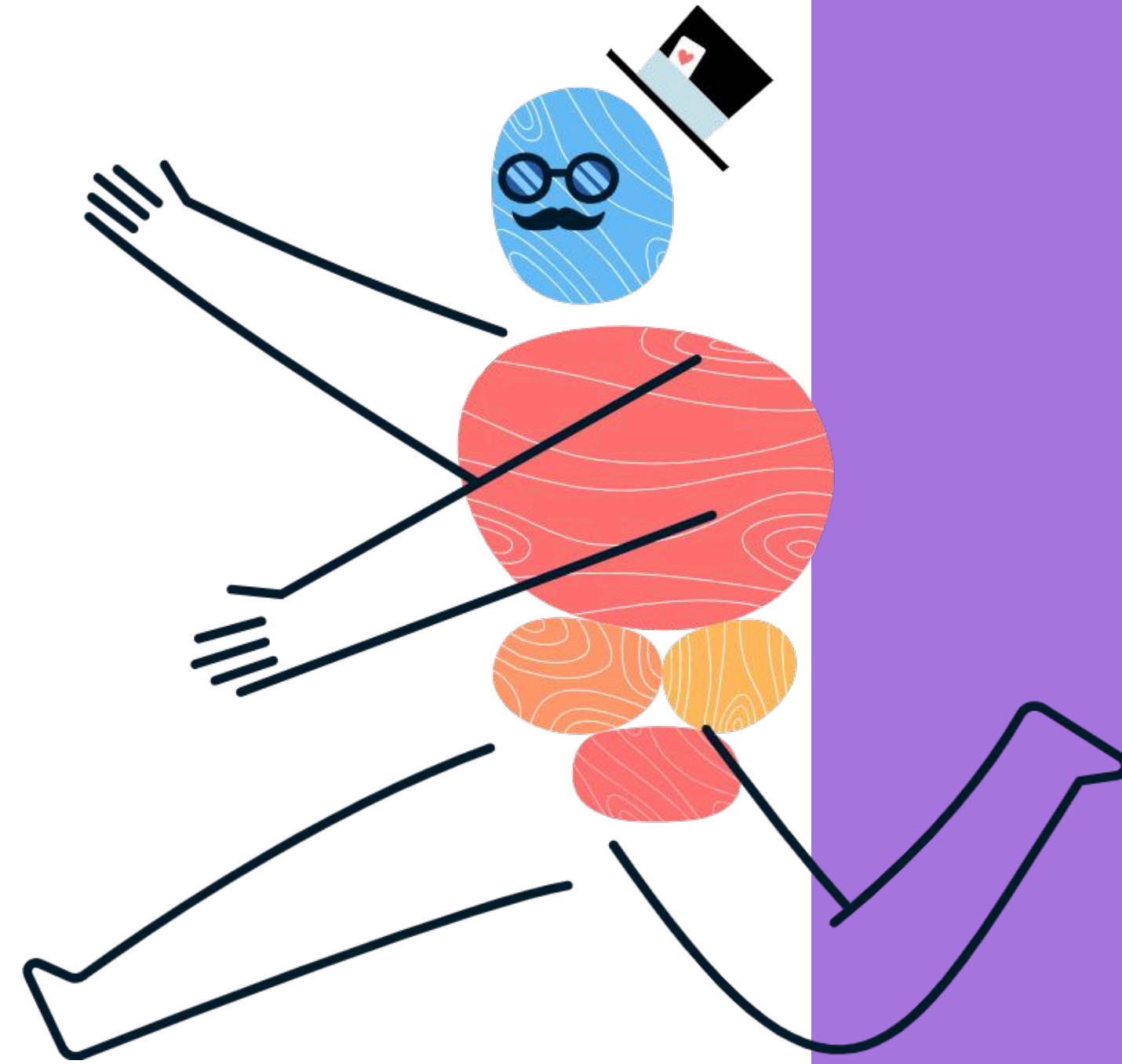
Insurance and warehouse support for Antiques.



Free collectible and celebrity autographed Items.



Questions?



Thank You!

Lets connect

virat@artlogdirect.com