

MARBLE

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INTRODUCTION

The Marble NFT Marketplace marks the starting point of a new era for Non-Fungible Tokens (NFTs).

First the market saw virtual-only NFTs. Now is the dawn of a new age in 'phygital' NFTs. 'Phygital' means a fusion of the physical and the digital:

- **The physical world** where great works of art are created.
- **The virtual world** where limitless opportunities exist for physical work to be authenticated and commodified.

As phygital pioneers, we present the Marble NFT Marketplace as the first platform where NFTs can be minted from physical art.

With phygital NFTs, we bridge the gap between the physical and the digital to empower artists to authenticate and commodify their work. But that is not all.

Supported by the existing Marble DAO and DEX ecosystem, the Marble NFT Marketplace hosts a new, immersive world of art in which creators, connoisseurs and brands can engage as community; and all stakeholders can benefit from the expanding commercial opportunities offered by phygital NFT technology.



WHY PHYGITAL NFTS?

Creators of real-world unique items can use the Marble NFT Marketplace to mint an NFT and use it through Augmented Reality (AR) or Virtual Reality (VR). Using these immersive technologies, originators can faithfully represent physical art in compelling virtual format.

The flexibility of NFT smart contracts as a commercial vehicle also means that creators of physical work (whether art or other unique material products) have powerful options when offering NFTs for sale.

Centrally, the artist may choose whether to offer the NFT as a standalone item, or embed in the NFT ownership of the original physical work as well.

WHY PHYGITAL NFTS?

Two key areas where we empower the originators of NFTs is authentication and Intellectual Property:

AUTHENTICATION

The phygital format allows the original physical art to be authenticated via the tamper-proof mechanism of smart contracts. This means that details of provenance may be proved with a far higher degree of reliability than traditional paper or even computer records. This enhanced authenticity enhances the commercial appeal of the art.

COMMODIFICATION AND INTELLECTUAL PROPERTY (IP)

Phygital NFTs may be embedded with specific Artist Royalty Rights (ARRs) relating to the future sale, licensing and distribution of the virtual artwork in the NFT; as well as rights relating to the original physical artwork.





MARBLE NFT MARKETPLACE: FEATURES

Originators of base IP (ie. original physical artwork: art, fashion, sculpture, novel machinery etc.) may:

- Mint digital assets as NFTs.
- Mint physical assets as NFTs.
- Choose from a range of IP options to authenticate and commodify their physical art.
- Use AR/VR to faithfully reproduce their physical art, as well as boost the attractiveness of the NFT.
- Offer NFTs for sale.
- Offer NFT tickets to hosted digital and real-world events: receiving profit from ticket sales as well as benefiting automatically from resale royalties built into the NFT. We expect this feature to be of particular interest to art galleries and fashion houses.
- Use NFT tickets to offer VIP benefits to ticket-buyers.

Visitors to the site may:

- Browse phygital NFTs using powerful search/filter options.
- Trade phygital NFTs.
- Create and buy NFT tickets to exclusive online and real-world events.

MARBLE NFT MARKETPLACE AND THE MARBLE ECOSYSTEM

The *Marble NFT Marketplace* is a Web3 platform with built-in SocialFi features. It is part of the Marble ecosystem.

This ecosystem comprises the *Marble DAO*, the *Marble DEX* and the *Marble NFT Marketplace* with its eXtended Reality features.

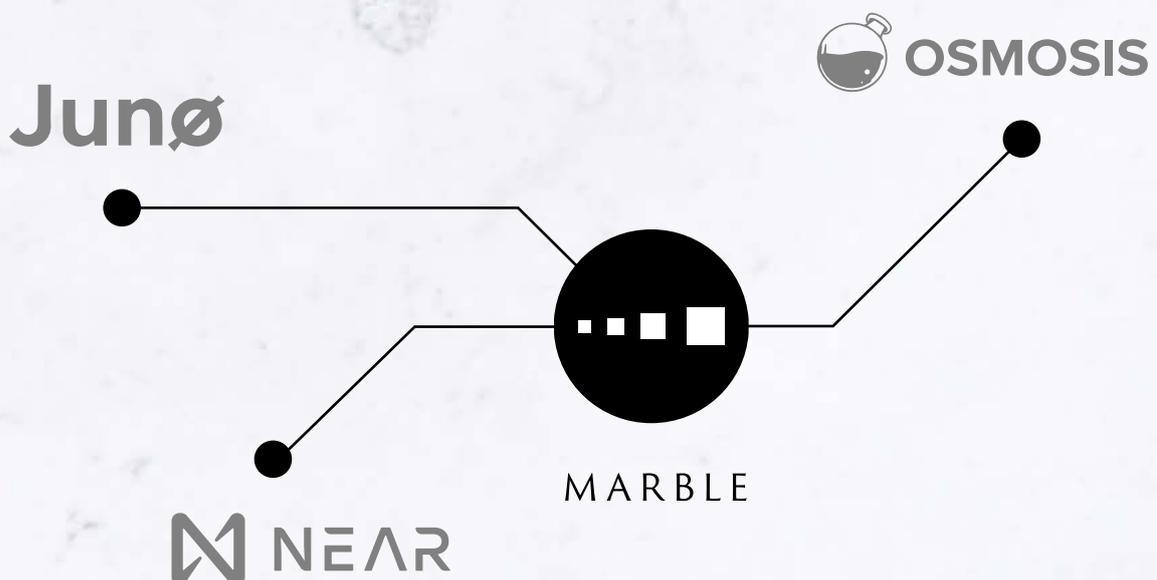
We are implementing a multi-chain approach. We started from Juno Network because it is natively bridged to the Cosmos blockchains like Cosmos HUB or Osmosis and we aim to expand our scope to new blockchains protocols, like NEAR. Our priority is to put the Marble ecosystem on a future-proofed footing. We deploy:

- The speed, low cost and versatility of *Juno* multi-chain smart contracts offered only by the Cosmos blockchain.
- The interoperability between blockchains is vital for a crypto ecosystem of the future. *Juno* offers bridges to *Ethereum* and native connections to *Osmosis* and *Cosmos Hub* thanks to the *Inter Blockchain Communication Protocol (IBC)*.
- The speed, low cost and versatility of *Juno* multi-chain smart contracts offered only by the Cosmos blockchain.

MARBLE NFT MARKETPLACE AND THE MARBLE ECOSYSTEM



- The interoperability between blockchains is vital for a crypto ecosystem of the future. *Juno* offers bridges to *Ethereum* and native connections to *Osmosis* and *Cosmos Hub* thanks to the Inter Blockchain Communication Protocol (IBC)
- Automatic privacy for smart contracts, written in Rust, provided by *Cosmos' Secret Network*.
- Extra capacity on *Near*, the inexpensive and scalable blockchain.
- ESG projects in line with the Go Green approach on *Near*, the world's first certified climate-neutral blockchain.
- Smart contracts Rust-based to avoid issues and reach high levels of security.
- Empowering those who want to create the future, whether through technology, ideas, or being part of a community of creators and supporters.





MARBLE NFT MARKETPLACE: VISION

The Marble ecosystem is positioned to derive maximum advantage from future developments in the phygital NFT arena.

Apart from NFTs used in gaming/metaverses, the NFT market has been dominated by NFTs of digital-only art creations - such as the digital art of the market-leading Bored Ape Yacht Club. With prices having plummeted in mid-2022, the dominance of digital-only NFTs is clearly over.

A key problem with many (but not all) virtual-only NFTs is the nominal nature of the art involved. The value of NFTs like this has been predicated on their rarity value rather than any intrinsic quality to the base art.

Phygital NFTs, on the other hand, focus on commodifying real, physical pieces of work that have intrinsic value. As well as offering enhanced commercial potential to originators and enhanced value to NFT buyers, phygital NFTs offer a new way to preserve the Arts as a whole.

Phygital NFTs, despite their modern formulation, are very much a friend of the classical arts - not an enemy.

MARBLE NFT MARKETPLACE: VISION

But nobody has a crystal ball. Nobody knows exactly how the world of phygital NFTs will mature. It is critical, therefore, to be positioned in the marketplace armed with both first-mover advantage as well as a versatile technological basis.

Our emphasis on community and immersion is predicated on our view that, as the phygital space develops, the gap between the physical and the virtual will inevitably close. Technologies like AR and VR will see to that.

The Marble ecosystem occupies this exact point of convergence between the real and virtual worlds. And the flexibility of both our platform and its NFT minting technologies aims to capitalize on the opportunities this convergence will bring.

Safe and fast transactions, carbon neutrality, easy user-adoption, and interoperability of blockchains are the building blocks for the future of phygital NFTs. And, with the Marble ecosystem, we have them all firmly in place.



TACKLING KEY ISSUES IN THE NFT SPACE

SUMMARY

The Marble NFT Marketplace has been specifically designed to address several key issues:

1. Lack of decentralized certification for artworks
2. NFT Fraud Issues
3. High Costs for Fashion Shows and Art Galleries
4. Artistic Creators Forced into Web2 Platform Dependency
5. Artistic Creators Locked out of Royalties
6. Online Ticket Scalping
7. Death of PFP NFTs
8. Poor Scalability for NFT Marketplace Projects

1: LACK OF DECENTRALIZED CERTIFICATION OF AUTHENTICITY FOR PHYSICAL AND DIGITAL ARTWORKS

In the art world, authenticity is the key driver of value. Unless an artwork can be proven to be authentic, it cannot be presented as exclusive - and thus its value is compromised.

Artworks tokenized as NFTs can help solve issues around authenticity and certification.

TACKLING KEY ISSUES IN THE NFT SPACE

This authentication is central to the future of the NFT sector in general. Consumers want to be 100% certain that they are getting work created by the ascribed artist. They also want to know where materials come from, how products are made, and whether the people involved are treated fairly. All this can be securely notarised in smart contract format.

Thanks to its cryptographic security, blockchain technology far outstrips others in reliable authentication. Market analysts Quadintel.com report that the blockchain sector will be worth over \$3bn in 2023, with a compound annual growth rate of 87%.

2: NFT FRAUD ISSUES

Despite the NFT market having corrected in the first half of 2022, NFT technology remains a positive paradigm-shift.

It is evolving so fast, though, that fraudsters continue to find loopholes:

- Artists have their original work copied and used to mint fake NFTs.
- Scammers exploit the anonymity of crypto wallets to use 'wash-trading' in order to artificially drive up the price of individual NFTs; analysts from bitCrunch estimate that a third of all NFTs have been wash-traded.
- Even prospective buyers of NFTs get targeted, with phishing attacks.

The Marble NFT Marketplace makes anti-fraud measures a top priority.

3: HIGH COSTS FOR FASHION SHOWS AND ART GALLERIES

With its provision of NFT ticketing as well as its ability to link to or provide metaverse space, the Marble NFT Marketplace opens up new commercial possibilities for art houses (whether in fashion, fine art or other sub-sectors).

Fashion and gallery shows in the real world are expensive: according to top management consultants McKinsey, for example, a fashion show can cost from \$200,000 to over \$1 million. Operating margins are tight. And NFT tickets in particular can save organizers money.

4: ARTISTIC CREATORS FORCED INTO WEB2 PLATFORM DEPENDENCY

A key problem with Web2 platforms for artistic creators is that they do not own a direct relationship with their audience — rather, they are only renting space from the platform. To build a following, therefore, the creator must devote time to satisfying in-house search algorithms.

A second related problem with Web2 platforms is that the creator has limited access to tools to make the customer experience immersive and satisfying.

With Web3, on the other hand, there are no borders and limits. Creators and brands possess their own territory in digital space. They may thus show pieces of artworks, handle events, socialize with fans directly, network and forge partnerships on a sound, independent footing.

5: ARTISTIC CREATORS LOCKED OUT OF ROYALTIES

When it comes to opportunities to benefit commercially from their work, the legacy system marginalizes creators. Layers of 'middle men' between the creator and their audience leach profits.

The decentralized framework to which NFTs are central, on the other hand, puts undiminished royalties directly into the crypto wallet of the artistic creator.

By example, consensys.net reports that \$27,904 of royalties were earned by electronic musician Jacques Green via online platform Spotify for a track 'Another Girl' that notched up 7 million plays. That works out roughly as 0.4c per play.

The NFT model proved to be vastly more rewarding: in early 2021, Green sold an NFT combining a single audio loop and GIF called 'Promise' for 13ETH, worth just over \$16,000 at the time.

What's more, smart contract technology ensures that creators can receive royalties through secondary sales of NFTs. Every creator can track their creation as ownership passes on.

6: ONLINE TICKET SCALPING

The rebuttal of online ticket bots used in 'ticket scalping' is a key operational priority of the *Marble NFT Marketplace*.

Ticket scalping is an exploitative practice. It is illegal in many countries, including in the influential US market. With ticket scalping, fraudsters unleash 'bad' bots which buy in bulk tickets made available on the internet, and then sell them at a profit. A study as far back as 2018 by *Distil Networks* found that bots accounted for 40% of online ticket activity.

Ticket scalping acts as an insidious barrier between artists and their audience. It decreases trust in the artist, and disrupts any attempts at ticketing strategy by event organizers.

NFT technology offers the high levels of security capable of shutting ticket bots out. It also allows event organizers to build in resale royalties to tickets; so, if the tickets do get sold on, the organizers benefit commercially.

7: LACK OF REAL INVOLVEMENT ON SOCIAL MEDIA

Web2 social media platforms are not dead. But they are running out of steam.

TACKLING KEY ISSUES IN THE NFT SPACE

Despite teething problems, the possibilities of the Metaverse for enhanced, immersive interaction of consumers with their favorite artists (whether in music, fashion, or the fine arts) remain undiminished. Although the value of metaverse tokens (and crypto in general) saw a correction in the first half of 2022, it would be a brave analyst who bet against the Metaverse being the dominant form of social media in five years time.

NFTs are central to this new and exciting paradigm. NFTs are the lynchpin for enhanced fanbase interaction which artistic creators can leverage for revenue. Fans can unlock exclusive access for special events, limited merchandise and extra gifts. Fans can even co-own artworks.

8: ARE PHOTO FOR PROFILE NFTS OVER?

The growth of NFT minting has been staggering. Top analysts Nansen report that the 500 NFT minters at the start of 2021 have multiplied to number 1.2m NFT minters by the end of February 2022 (<https://www.nansen.ai/research/nft-minting-behavior-data>).

But a third of NFT collections are considered 'dead' with no trading activity. Another third are trading below the price it cost to mint them. So what's happening?

Some analysts suggest that — tough economic conditions aside — the problem is the diminished appeal of Photo For Profile (PFP) NFTs.

TACKLING KEY ISSUES IN THE NFT SPACE

Whaleshark, a pseudonymous NFT wallet holder believed to be one of the biggest NFT 'whales' in the market, observes that, "in the current market, it's a pump-and-dump cycle among PFPs which is why this is leading to a decrease in the market."

The market needs an injection of new tech. NFTs need to level up to a new level of 3D visual immersiveness. And, with our centralization of Extended Reality using both VR and AR tech, Marble aims to deliver the exciting new 'wow' factor the market so clearly needs.

9: POOR SCALABILITY FOR NFT MARKETPLACE PROJECTS

Many NFT marketplaces have experienced difficulties with scalability. This has led to inferior customer experiences. This problem is caused by the reliance of all NFTs on the Ethereum blockchain. The programming language Solidity used with the Ethereum Virtual Machine has shown itself to have significant limitations when it comes to direct execution.

Scalability is thus a key priority for the Marble NFT Marketplace. We will be deploying on NEAR, a premium Layer 1 scaling solution with a proven track record for delivering high performances.

Moreover, we believe that new infrastructures will come up enabling dApp users to interact with any assets, on any chain, with one click.

MARBLE NFT MARKETPLACE: FEATURES ROLLOUT

Marble elements are rolling out according to this roadmap:

- Decentralized Exchange
- Decentralized Autonomous Organization
- NFT Marketplace
- 3D Scan Support
- Multi-chain NEAR support
- Event Tickets as NFTs
- Metaverse AR/VR

MARBLE DECENTRALIZED AUTONOMOUS ORGANIZATION (DAO)

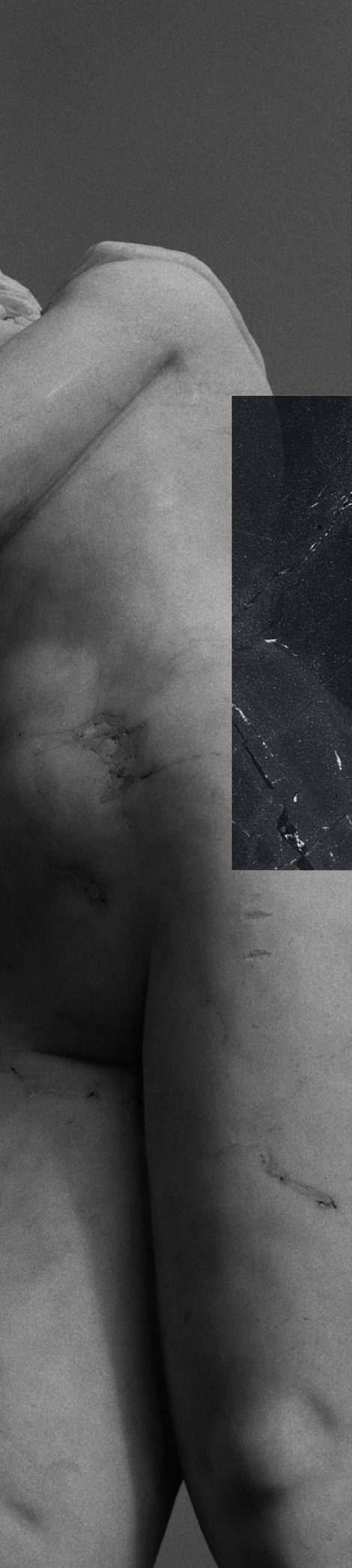
- Proprietary token: \$MARBLE.
- The governance arena for the NFT marketplace; where all users get a voice.

MARBLE DECENTRALIZED EXCHANGE (DEX)

- Proprietary token \$BLOCK.
- Users of the NFT marketplace can buy \$MARBLE here to use in buying NFTs, and exchange \$MARBLE here earned from NFT sales.

MARBLE NFT MARKETPLACE

- Leverages the Marble DAO and DEX.
- Uses \$MARBLE and \$BLOCK as in-house tokens for a range of user services and rewards.



MARBLE NFT MARKETPLACE: EXTENDED REALITY (XR)

**I WANT TO TOUCH PEOPLE
WITH MY ART**

Artist Vincent Van Gogh

What is art without the experience of art?

In order to maximize the value of the NFTs we feature, we aim to immerse our visitors in the immersive possibilities of Extended Reality (XR).

Both Augmented Reality (AR) and Virtual Reality (VR) will be deployed to create our virtual spaces and the NFTs they host.

With the emphasis on education, sophistication — and a touch of playfulness — our virtual space is divided into two categories:

1: THE MAIN ROOM

The center of the Marble Metaverse, our Main Room is our foyer and main gallery in one. Here visitors can get orientated, chat and buy NFT tickets for official events (both online, and offline with tech like *Microsoft HoloLens 2* smart glasses).

Here too keystone official events will be hosted in glorious 3D. And there is plenty of scope to offer paid exposure to artists and other creatives on an ongoing basis.

2: SIGNATURE SPACES

With Marble's virtual Signature Spaces, artists and businesses can carve a chunk out of the Marble Metaverse for themselves.

We provide the territory for each brand to express its unique signature. Architectural software (Rhino, Autodesk, Sketchfab), XR and rich media can be pushed to its limits to create compelling ambiances in which to showcase NFTs for sale.

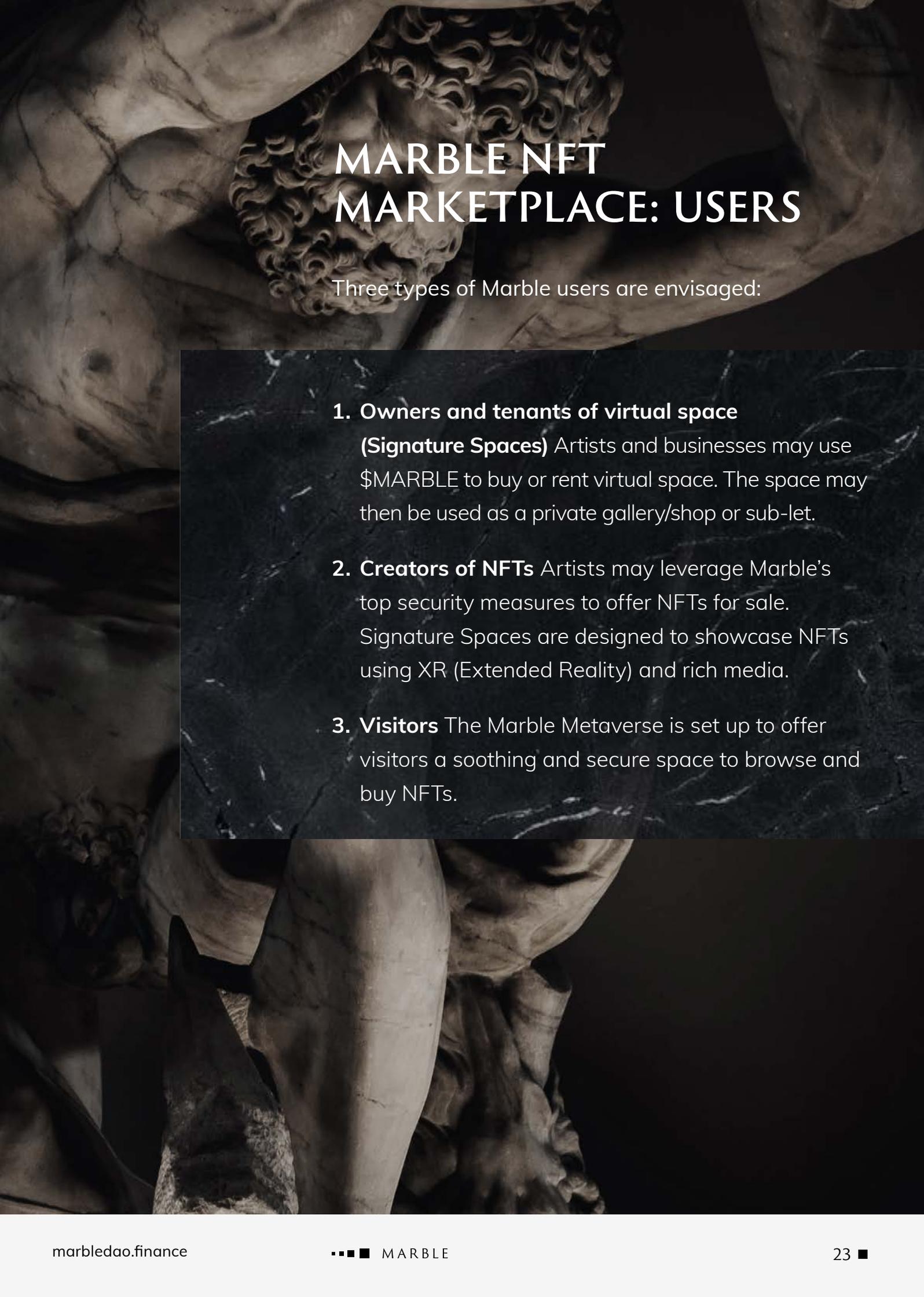
Just like bricks-and-mortar commercial space, Signature Rooms may be bought or rented.

MARBLE NFT MARKETPLACE: EXTENDED REALITY (XR)

Extended Reality offers a perfect fit for showcasing art NFTs because art needs to be experienced fully, using as many senses as possible, to be appreciated. But that is not all XR has to offer. The use of Extended Reality in the Marble NFT Marketplace offers significant commercial potential.

We aim to offer artists and NFT creators advanced XR packages to do their brands justice: just as website platforms nowadays offer enhanced technologies to users at a premium. Top investment bank Goldman Sachs expects the combined AR/VR sector to be worth \$80bn globally by 2025.



A detailed marble sculpture of a classical figure's head and shoulders, with curly hair, set against a dark, textured background. The sculpture is the central focus of the page's design.

MARBLE NFT MARKETPLACE: USERS

Three types of Marble users are envisaged:

- 1. Owners and tenants of virtual space (Signature Spaces)** Artists and businesses may use \$MARBLE to buy or rent virtual space. The space may then be used as a private gallery/shop or sub-let.
- 2. Creators of NFTs** Artists may leverage Marble's top security measures to offer NFTs for sale. Signature Spaces are designed to showcase NFTs using XR (Extended Reality) and rich media.
- 3. Visitors** The Marble Metaverse is set up to offer visitors a soothing and secure space to browse and buy NFTs.

MARBLE NFT MARKETPLACE: REVENUE STREAMS

Revenue streams from the NFT marketplace are divided into six categories:

1. Signature Spaces: Sale and Rental
2. Commission on NFT sales
3. Official Marble events: NFT ticket sales
4. Commission on NFT ticket sales for private events
5. Charges for brand promotions in our Main Room and elsewhere
6. Charges for enhanced XR packages for use with NFTs and Signature Spaces

TOKENOMICS

BLOCKCHAIN	JUNO		NEAR		TBA
TOKEN NAME	MARBLE \$MARBLE	BLOCK \$BLOCK	TBA	TBC	TBA
TOKEN STANDARD	CW-20	CW-20	NEP-21	TBC	TBA
MAX SUPPLY	21,000	500M	TBA	TBC	TBA
LISTING	AIRDROP	AIRDROP + PUBLIC PRESALE	TBA	TBC	TBA
BUSINESS MODEL	Governance token DAO Staking to earn \$BLOCK NFT, Marketplace Payment Token Eligibility for perks, gifts, NTFs etc.	Earn rewards on DEX's pools NFT Marketplace Payment Token Eligibility for perks, gifts, NTFs etc.	TBA	TBC	TBA

TOKENOMICS

MARBLE

- Token address
juno1g2g7ucurum66d42g8k5twk34yegdq8c82858gz0tq2fc75zy7khssgnhjl
- Total Supply: 21,000 tokens
- 97% of the supply was airdropped to Juno stakers solely – no seed sale, no private sale and no public sale
- 3% of supply was for the core-team to create LP (Osmosis and JunoSwap), giveaways, incentives, and increase Treasury. In the end, the core-team didn't hold any MARBLE
- Governance Token
- Purchase of goods and services on the platform
- Rewards distribution for:
 - Liquidity providers

BLOCK

- Token address
juno1y9rf7ql6ffwkv02hsgd4yruz23pn4w97p75e2slsnkm0mnamhzysvqnxag
- Supply Breakdown:
 - LP Pool incentives rewards (over 5 years): 200,000,000 \$BLOCK
 - DAO Stakers rewards (over 5 years): 150,000,000 \$BLOCK
 - Airdrop for Marble and NFT holders (at genesis): 100,000,000 \$BLOCK
 - Public Presale (vested): 50,000,000 \$BLOCK

Front Loaded Vesting Schedule of 6 months: the tokens will be unlocked at the end of each month from March to August 2022 with the following schedule 20%-18%-17%-16%-16%-13%
- Purchase of goods and services on the platform
- Rewards distribution for:
 - Liquidity providers
 - DAO members

\$BLOCK - LP/DAO REWARDS

The rewards will be allocated as follows. The rewards will be less year in year, reduce the \$BLOCK's inflation.

	DAO Stakers	LP Pool
Year 1	50,000,000 \$BLOCK	40,000,000 \$BLOCK
Year 2	40,000,000 \$BLOCK	30,000,000 \$BLOCK
Year 3	30,000,000 \$BLOCK	30,000,000 \$BLOCK
Year 4	20,000,000 \$BLOCK	25,000,000 \$BLOCK
Year 5	10,000,000 \$BLOCK	25,000,000 \$BLOCK



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FOR
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