



Museum of Krypto Art



WELCOME TO THE
MUSEUM OF KRYPTO ART

#TOKENIZEU AND BE PART OF MOKARTCLUB

Mokart summary

Mokart is a space created to give visibility to the community and create new connections. We develop immersive experiences in both augmented reality (AR) and virtual reality (VR), across multiple metaverses such as, but not limited to: Over The Reality, Spatial, The Sandbox and Decentraland.

Our mission is to use art, in its exclusivity and beauty, as a combining element for a solid community in the digital space, so that it is present in people's daily lives wherever they are.

An environment capable of giving on the one hand, visibility to emerging artists and a new space for established artists, and on the other hand, connecting the community in a simple way even from kilometers away.

Our vision is to create a "Mokart metaverse", the "Mokaverse", which self-sustains through the community, a metaverse of applications connected to each other via the blockchain.

Furthermore, we want to make our experience in the blockchain field available to less experienced users, providing them with the necessary support to access this technology in complete safety.

Change your point of view, this is the future, this is Mokart!!

Own, Create, Play, Govern and Earn in the Mokaverse!!

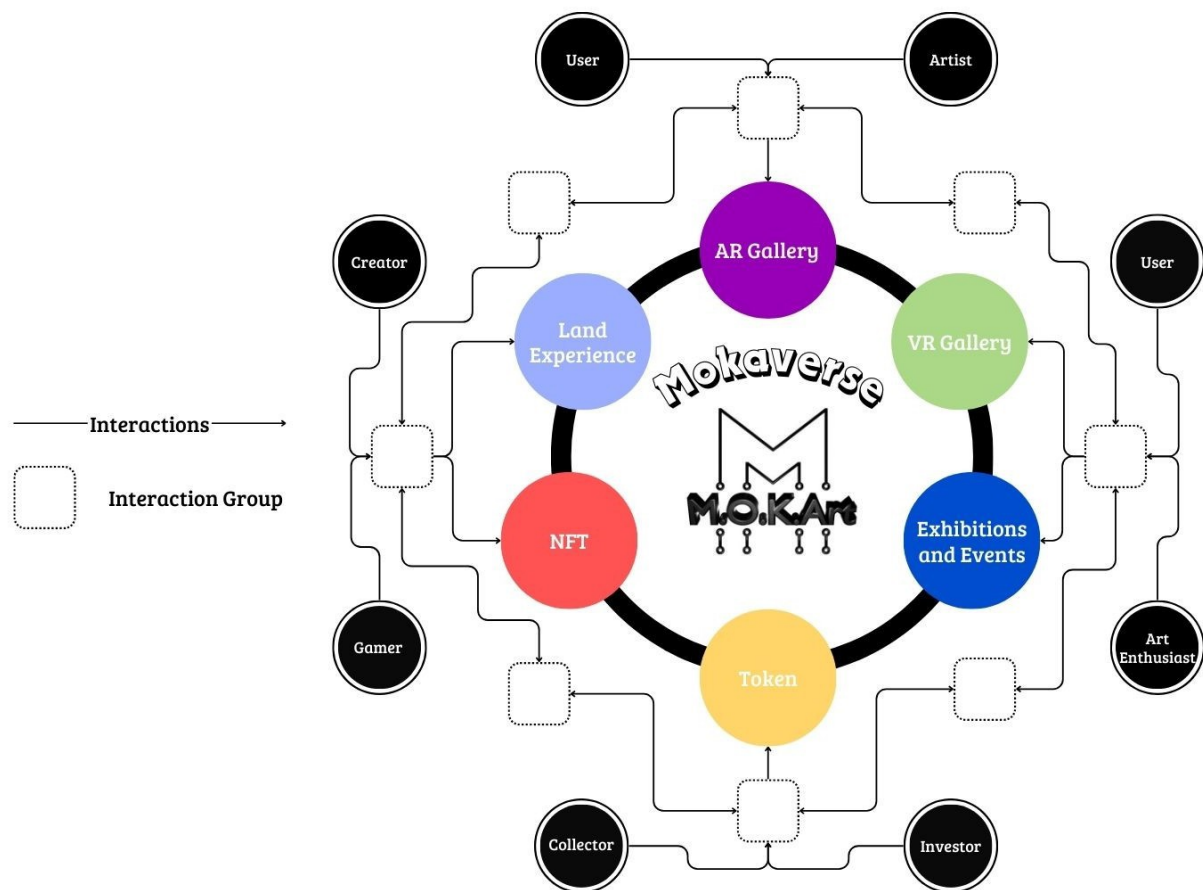
Table of Content	3
1 Mokart Key Features	4
1.1 AR & VR Art gallery	4
1.2 Exhibitions and Events	7
1.3 Mokart metaverse “Mokaverse”	8
1.4 Token and NFTs	8
1.5 Land Experience	9
1.6 Technology and Security	9
2 The market	10
2.1 Market analysis	10
2.2 Competitor analysis	11
2.3 Public/user	12
2.4 Marketing plan	13
3 Roadmap	14
4 Utility NFTs	17
4.1 Overview	17
4.2 Badges	18
4.3 Museum Figures	19
4.4 Story-Game	20
4.5 “Updatable” NFTs and dNFTs	21
5 Token economy	22
5.1 Token economy	22
5.2 Token distribution	23
6 Team	25
7 Legal disclaimer	26

1. Mokart Key Features

1.1 AR & VR Art Gallery

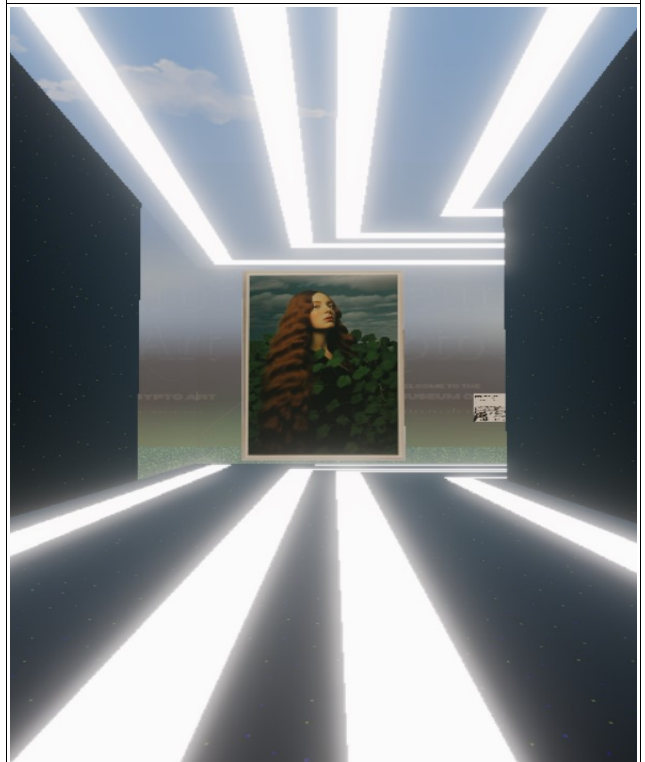
Mokart wants to create an interconnected world where you can enjoy an art exhibition in a surreal place, interact with other people in realtime, discover new artists, participate in auctions or buy your favorite works of art, live game experiences and environments themed, and much more, acting as an aggregator for the community and creating real-time connections between users from all over the world, even if physically distant from each other.

The graph below shows how Mokart creates live connections and interactions between users.



The images below show some examples of the environments created by Mokart.





1.2 Exhibitions and Events

Mokart aims to develop the best experiences for the community in a metaverse that gives us the possibility of organizing events, exhibitions, games, treasure hunts, meetings.

It will also create interactive events with specific themes, community reward events, and exposure events for the artists of our exclusive group, the #mokartclub.

Quality experiences encourage the involvement of users who, by participating more and more actively, help and contribute to the growth of a solid and long-lasting community.



1.3 Mokart metaverse “Mokaverse”

The Mokaverse is a virtual ecosystem that aims to connect and unite users and web3 infrastructures, a metaverse where the user can interact with the world of art and its users, but also with all the other web3 realities.

Furthermore, the ecosystem is interconnected via the “MOKART” token by Mokart.

1.4 Token and NFTs

The MOKART token is the coin that powers the Mokaverse, creating direct interactions between community users and without intermediaries between exchanges. It mainly acts as an economic system for the Mokaverse, but also has other types of uses, including (DAO) governance.

Mokaverse NFTs can be user creations traded on the Mokart marketplace, for example an artist could generate income by selling their NFT works, or a creator could do the same by selling avatar wearables and complete experiences for land, but the Mokaverse NFTs are also utility NFTs, NFTs that maintain their uniqueness allowing owners to benefit from specific advantages in the short and long term, maintaining their value.

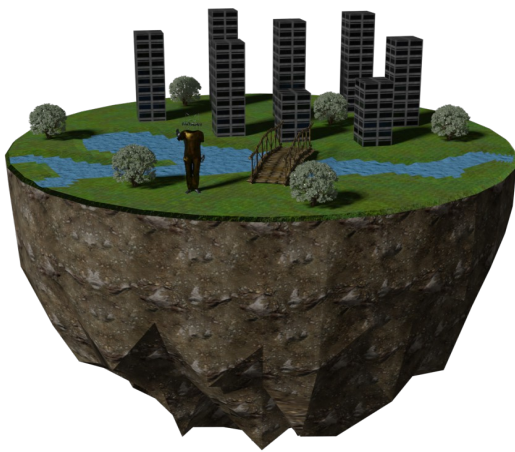
Some examples of the benefits are: voting, rewards and access to exclusive events, access to presales, earn.



1.5 Land Experience

Mokart will help users enter the metaverse and project their experiences into the future, supporting them in creating environments that they can use to host their events, organize meetings and private events, create their own art gallery, the limit is only their imagination.

The created environment will be owned by the user and can be traded as an NFT on the Mokart marketplace.



1.6 Technology and Security

Security first of all, for this reason we only work with established web3 platforms on the market that offer a high level of security, but above all we test all our systems with high accuracy before distributing them to the public.

2. The market

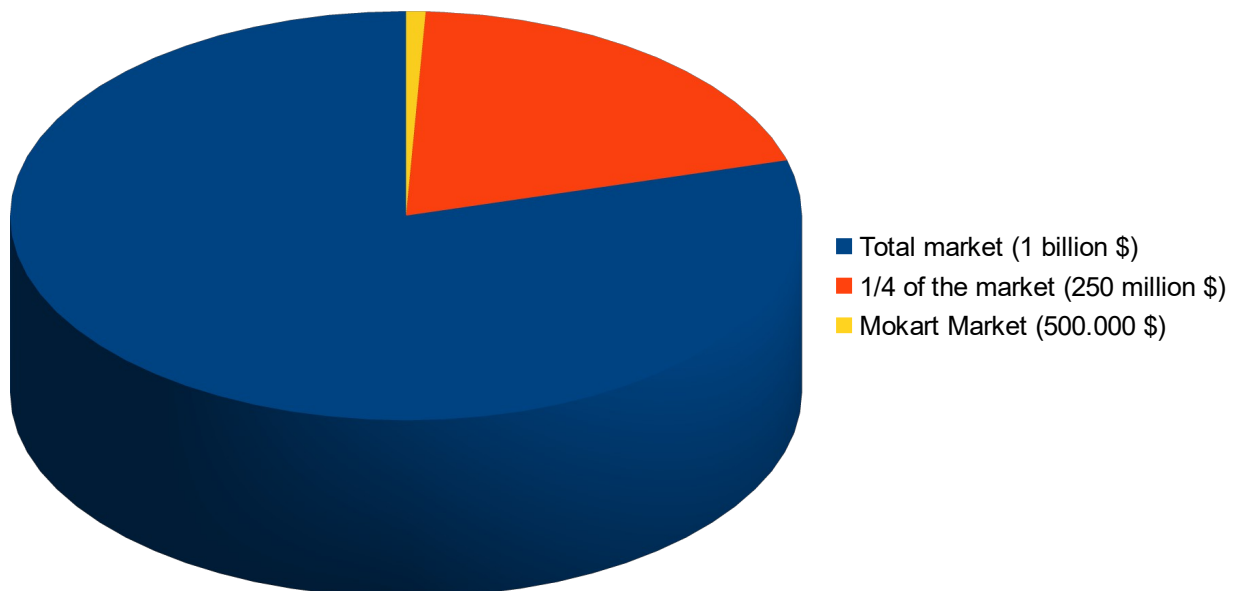
2.1 Market analysis

The breadth of the Mokart market is the world, being a digital gallery and being able to access it easily.

Market analyzes show that the NFT market recorded an increase in turnover from approximately 150 million to approximately 17 billion dollars in 2021, suffering a decline of approximately 90% in 2022, also dragged by the bear market of cryptocurrencies.

Mokart believes that in the coming years the NFT market will undergo strong growth, also driven by an ever-increasing adoption of blockchain by the public user.

Even if exponential growth is expected in the coming years, presumably if we estimate the market in 2022/2023 to be around 1 billion, excluding the $\frac{3}{4}$ of the market destined for the major operators, we obtain $\frac{1}{4}$ equal to 250 million, which by dividing the latter by 500 competitors (estimated with excess value) results in a portion of the market destined for Mokart of 500,000 dollars per year.



2.2 Competitor analysis

By analyzing the market of competitors who are and could be on the market, we have determined their strengths and weaknesses compared to Mokart.

Below is a summary description:

POINT OF	VIRTUAL GALLERY	PHYSICS GALLERY
STRENGTHS	POTENTIALLY ON THE MARKET FOR LONGER	IT REACHES AN AUDIENCE OF USERS WHO DO NOT USE OR ARE NOT FAMILIAR WITH BLOCKCHAIN TECHNOLOGY
WEAKNESS	THEY DO NOT USE OUR TECHNOLOGIES AND ARE UNABLE TO OFFER SUCH IMMERSIVE AND QUALITATIVE EXPERIENCES	IT CAN ONLY BE ACCESSED PHYSICALLY

Considering the above analysis, we have developed a solution by determining Mokart's strengths compared to competitors on the market.

Below is a summary description:

POINT OF	VIRTUAL GALLERY	PHYSICS GALLERY
MOKART'S STRENGTHS COMPARED TO COMPETITORS	MOKART OFFERS A GREATER TYPE OF PRODUCTS AND SERVICES, TAKING ADVANTAGE OF BETTER TECHNOLOGY THAT MANAGES TO OFFER MORE ADVANTAGES AND GREATER SECURITY WITHIN THE ECOSYSTEM	YOU CAN EASILY TAKE ADVANTAGE OF MOKART EXPERIENCES VIA A SMARTPHONE AND AN INTERNET CONNECTION, TO INTERACT WITH THE ENTIRE ECOSYSTEM AND ITS USERS

2.3 Public/user

By analyzing the market and the audience of users, Mokart grouped potential users into five distinct categories, making an estimate of the potential age range for each category and the potential motivation for entering the ecosystem.

Below is a summary description:

USER TYPE	AGE	MOTIVATION	TARGET
INVESTOR	>40	SPECULATION	INTERNATIONAL
COLLECTOR	>40	ENRICHMENT OF PERSONAL COLLECTION AND/OR SPECULATION	INTERNATIONAL
ART ENTHUSIAST	>30	ENRICHMENT OF PERSONAL COLLECTION	INTERNATIONAL
ARTIST	>20	ENHANCEMENT	INTERNATIONAL
GAMER	>20	CUSTOMIZATION	INTERNATIONAL

In this way, users who enter the Mokaverse, through direct connections with other users, can find a different involvement compared to the initial motivation for entry, so as to increase their personal knowledge and at the same time contribute to the growth of the Mokaverse.

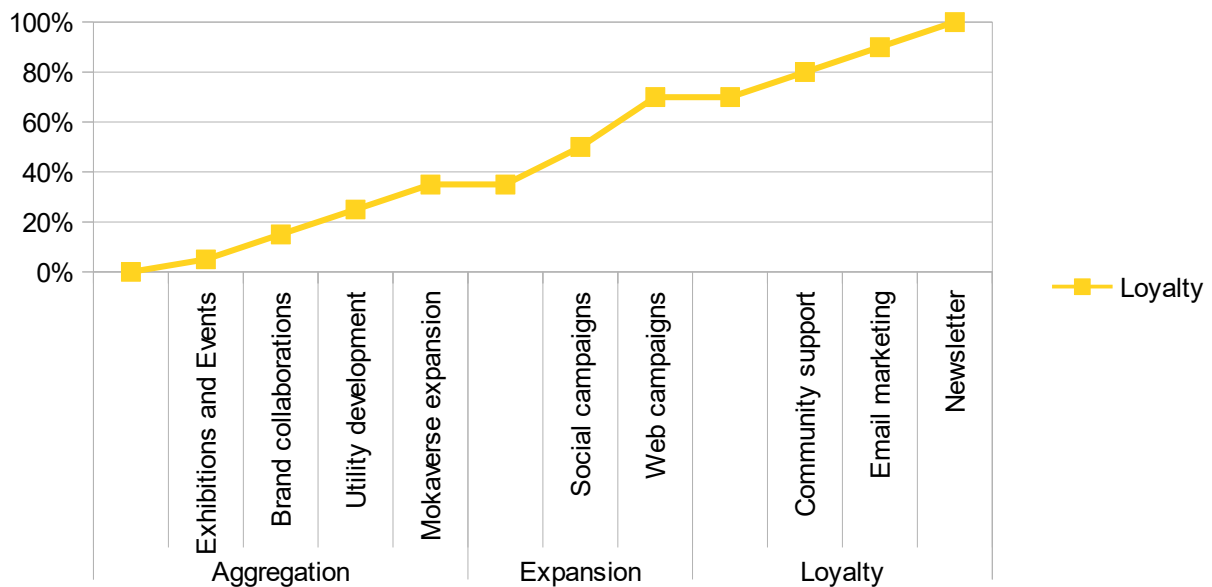
2.4 Marketing plan

Mokart's marketing plan follows three macro phases detailed as follows.

Description of the phases:

- Aggregation
 - Exhibitions and events with private group creation (social media and website)
 - Collaboration with other brands (social media and website)
 - Development of useful elements for the community (social media and website)
 - Mokaverse expansion as aggregator (social media and website)
- Expansion
 - Advertising campaigns on social networks
 - Advertising campaigns on Google Ads
- Loyalty
 - Community support
 - Email marketing
 - Newsletter

The graph below shows the level of loyalty during all phases.



3. RoadMap

2023 Q3

- Idea and planning
- Exhibitions and themed events and first battles between artists
- Creation of the private group #mokartclub
- Creation of the first NFT as an annual reward for the best artist of the #mokartclub
- Annual event in the gallery for #mokartclub artists with awards ceremony for the winner
- MOKART token and smart contracts tested on test network

2024 Q1

- Creation of MOKART Token
- Design and construction of other types of art galleries and expansion of the Mokaverse
- Organization of events with other partners

2024 Q2

- Programming of smart contracts for token vesting programs
- Live events throughout the Mokaverse
- Mokaverse community and artists expansion

2024 Q3

- Planning and preparation for distribution and sales of the MOKART token
- Organization of treasure hunt themed events in the gallery
- Marketplace design for purchases and sales NFTs

2024 Q4

- MOKART Token private sale
- MOKART Token pre-sale
- Public sale of MOKART Token and creation of market's liquidity
- Annual Mokart Awards event with NFT cup for the best artist

2025 Q1

- Design and construction of other types of art galleries and expansion of the Mokaverse
- NFT Badge Creation as a utility for the community
- Launch of first marketplace version
- Marketplace design for NFT utility purchases and sales

2025 Q2

- Organization of treasure hunt themed events in the gallery
- Creation of lists and events for Mokart Badge pre-sales
- Creation of staking for MOKART Token

2025 Q3

- Creation of NFT Mokart museum figures
- Launch of second marketplace version
- Pre-sale of Mokart NFT Badge whitelists
- Mokart NFT Badge public sale

Sales milestone 250 Badges

- Distribution of rewards in MOKART token to badge owners

2025 Q4

- Organization of treasure hunt themed events in the gallery
- Creation of lists and events for pre-sales of NFT museum figures
- Annual Mokart Awards event with NFT cup for the best artist

Sales milestone 500 Badges

- Distribution of rewards in MOKART token to badge owners

2026 Q1

- Pre-sale whitelists of NFT museum figures
- Public sale of NFT museum figures

Sales milestone 750 Badges

- Distribution of rewards in MOKART token to badge owners

2026 Q2

- Marketplace update for more utility NFTs
- Creation of themed events with NFT museum figures

Sales milestone 1000 Badges

- Distribution of rewards in MOKART token to badge owners

2026 Q3

- Marketplace update with insertion of personalized offers
- Organization of treasure hunt themed events in the gallery
- Design and testing for the Story-Game

2026 Q4

- Creation and launch of the Story-Game
- Story-Game themed events
- Annual Mokart Awards event with NFT cup for the best artist

2027 Q1

- Community rewards during the Story-Game
- Expanding the Mokaverse with additional platforms and dapps

2027 Q2

- Rewards to the owner of the “figures” who finishes and wins the Story-Game
- Community voting for new types of rewards
- “Updatable” NFTs and dNFTs

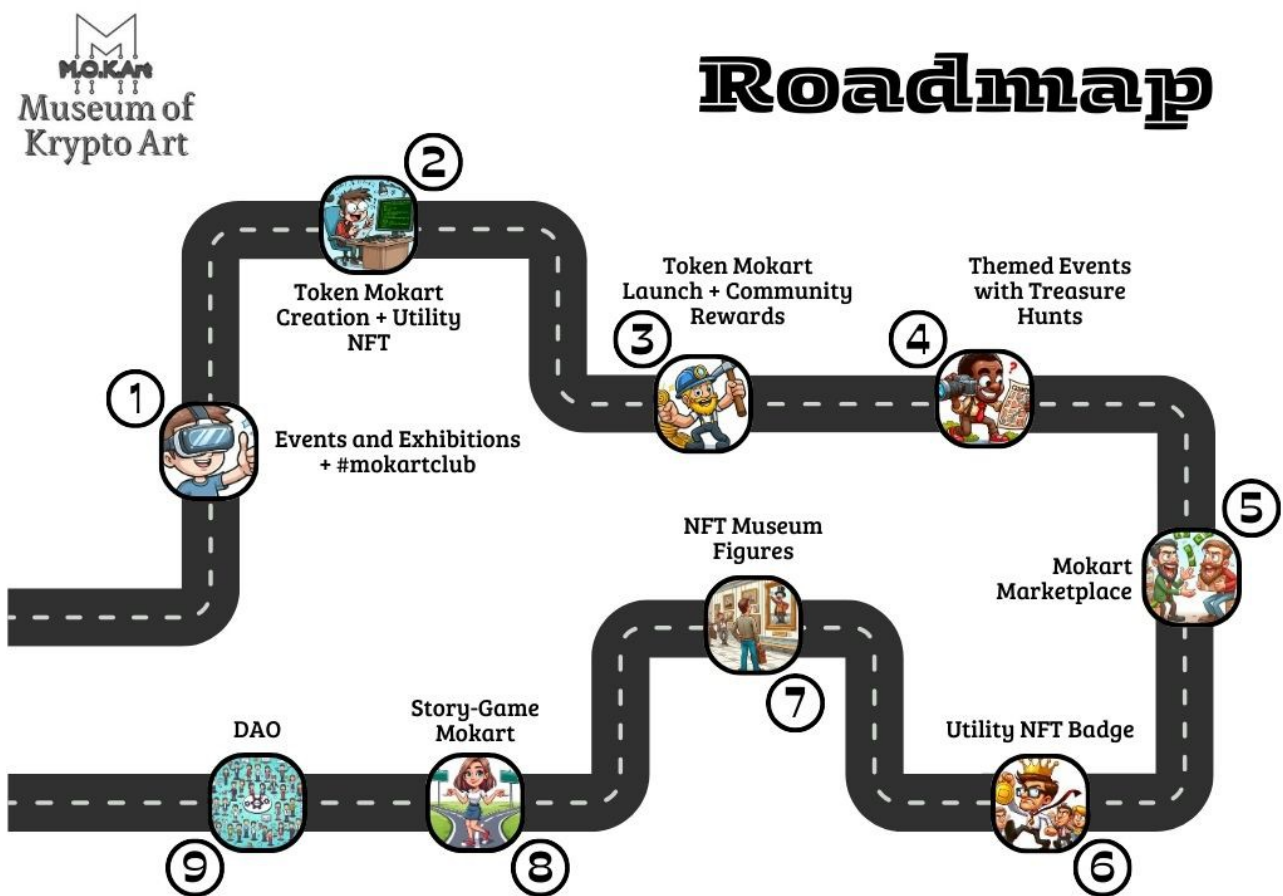
2027 Q3 - 2027 Q4

- New Story-Game voted by the community
- Community rewards during the Story-Game
- Annual Mokart Awards event with NFT cup for the best artist

2028 - 2030

- DAO: the community will be able to vote on how to manage and expand the Mokaverse

The graph below shows the Mokart roadmap in a summary manner.



4. Utility NFT

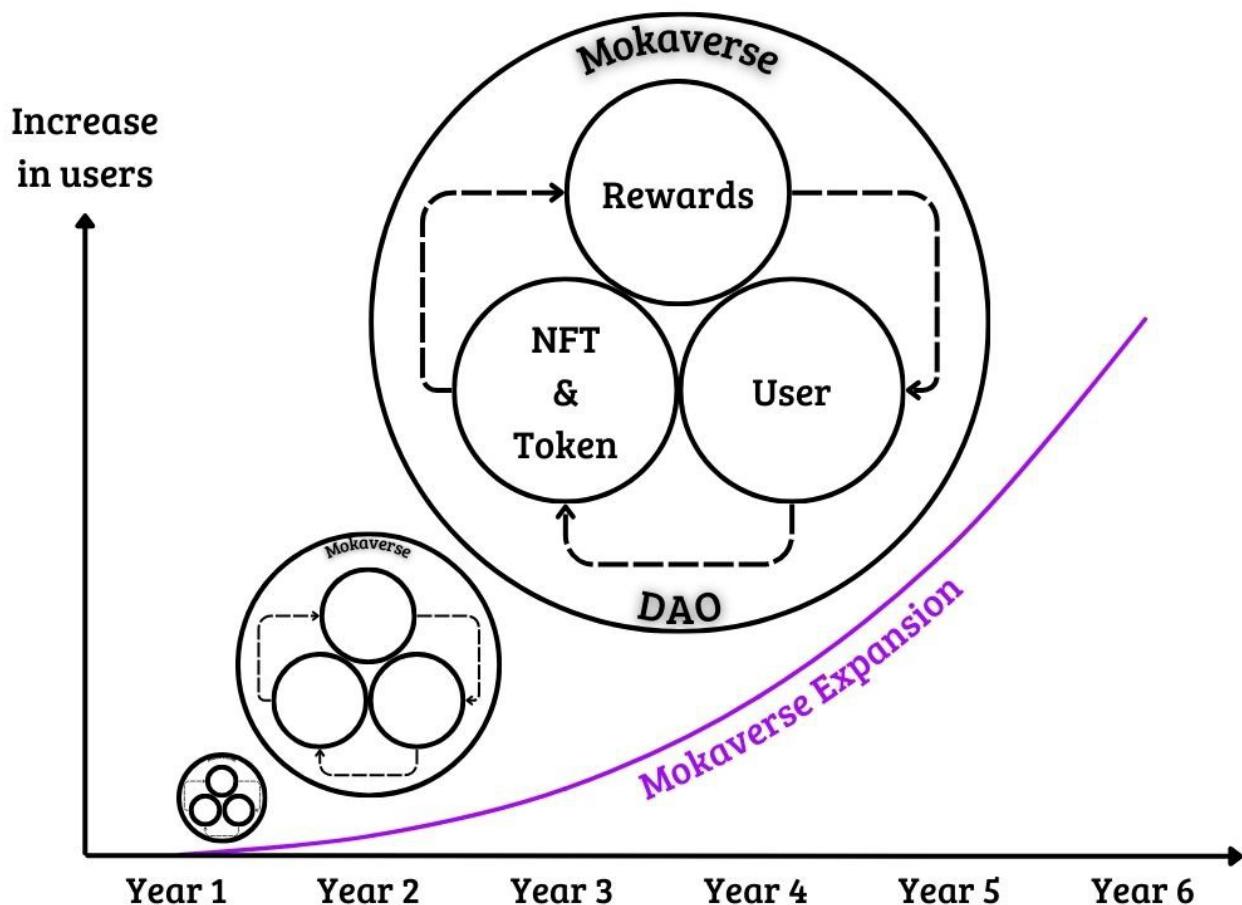
4.1 Overview

Mokart's goal is the development and healthy growth of the community, to ensure that everyone can contribute and benefit from the expansion of the Mokaverse.

This is why Utility NFTs were born, which are an upgrade of the classic NFT, because they offer real utility for specific needs while maintaining their uniqueness and non-fungibility.

Owners of such NFTs can enjoy exclusive benefits, collect rewards, play to earn, vote for the development of the ecosystem, while contributing to the expansion of the Mokaverse.

The graph below shows the expansion of the Mokaverse driven by increasing adoption and use over the years.



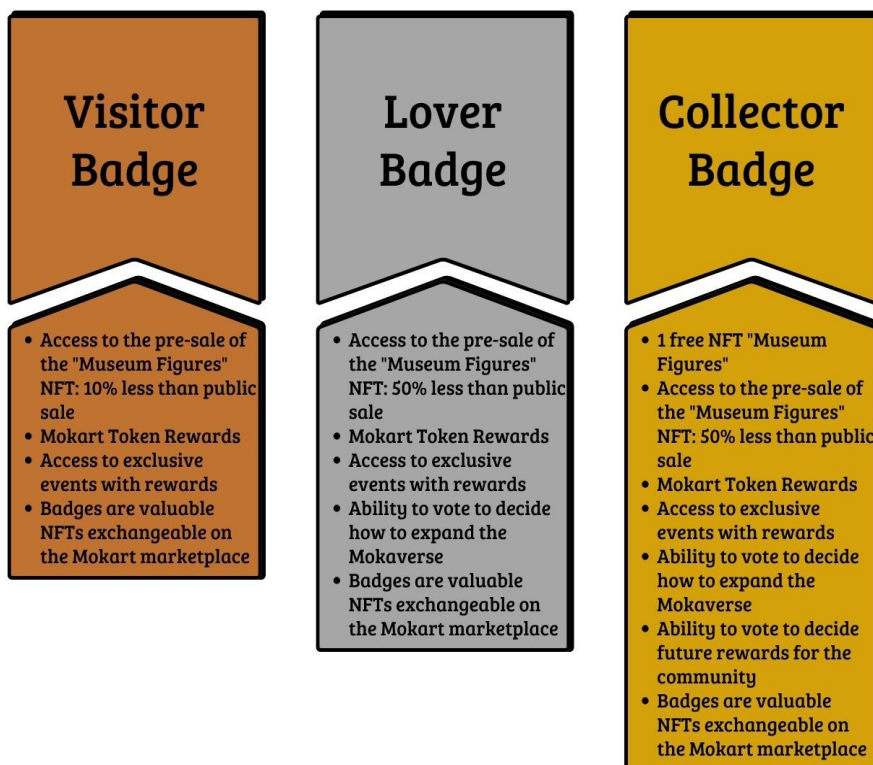
4.2 NFT Badges

Mokart Badges are NFTs that have the utility of providing access to various advantages, such as: token rewards, access to pre-sales, voting for decisions relating to the development of the Mokaverse, participation in exclusive events, and future advantages defined together with the community.

NFT Badges in detail:

- Badge types = Visitor, Lover, Collector
- Initial Badge Quantity = 1000, 400, 100
- Owner benefits (varies based on the badge you own):
 - Access to pre-sales of Mokart's NFT collection "Museum Figures"
 - Access to MOKART token reward distributions for badge owners
 - Access to exclusive events with the possibility of claiming rewards
 - Vote for Mokaverse development choices
 - Vote to determine future community rewards
 - Badges are valuable NFTs exchangeable on the Mokart marketplace

The graph below shows in detail all the benefits for each of the badges.



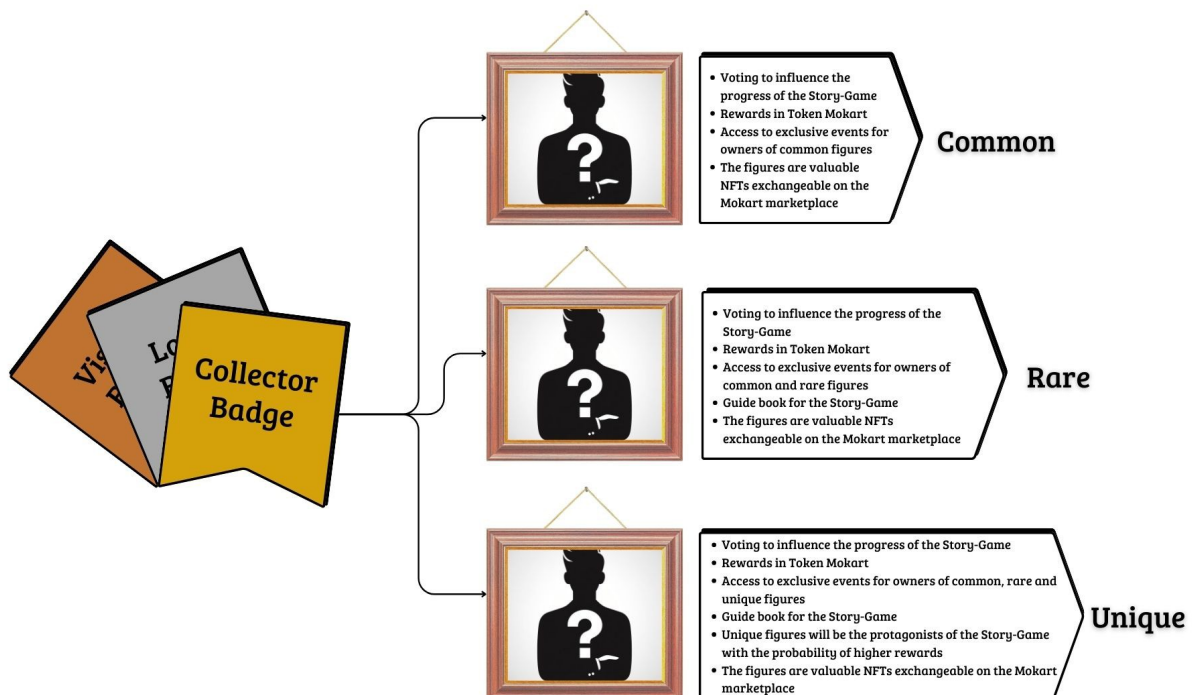
4.3 NFT Museum Figures

Museum figures are an NFT collection of figures that could be found in a museum, some rarer than others with greater advantages, they will be protagonists of the Story-Game, through voting the owners will decide how the story unfolds, they will be able to collect rewards during the game and participate in exclusive events.

The NFT museum figures in detail:

- Rarity types = Common, Rare, Unique
- Quantity of characters of the collection = between 5,000 and 10,000 unique pieces
- Owner benefits (varies based on figures rarity):
 - All figures will be able to vote to decide how the story-game unfolds
 - Access to MOKART token rewards resulting from the story-game
 - Access to exclusive events for figures owners
 - Rarer figures will be the protagonists of the story-game with greater rewards
 - Figures owners will receive a book/guide that will show the story-game and include tables and data, so they can track their figure's progress
 - The figures are valuable NFTs exchangeable on the Mokart marketplace

The graph below shows in detail all the advantages for each type of figures rarity.



4.4 Story-Game

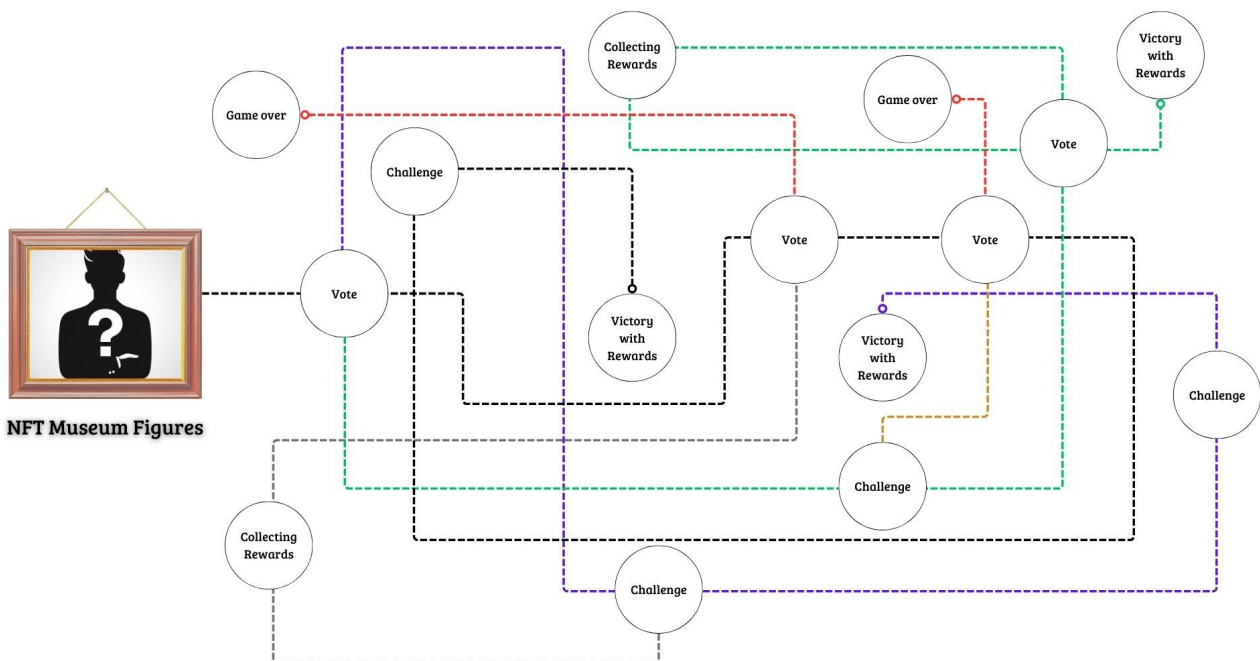
Mokart's story-game will be an interactive experience, a story will be developed where the protagonists will be museum figures, and as the story-game progresses, AR or VR events will be organized to offer the user the opportunity to immerse them selves in the inside the story-game as if it were the figures it owns.

In addition to events and immersive experiences, during the course of the story-game, the community through voting, will influence the figure's path within the story-game.

There will be various types of stories and multiple paths to choose with completely unpredictable and different endings.

Once a story in the game is finished, the community will be able to vote to decide how the next game's story will begin.

The graph below shows approximately the mechanism of how the story-game unfolds.



4.5 “Updatable” NFTs and dNFTs

“Updatable” NFTs refer to NFTs that can mutate by updating their metadata, which allows NFT owners to own an updated NFT.

For example, an NFT character might have stats such as strength or speed, and through external items such as shoes, they might increase their speed stat and excel during the story-game over other NFT characters who do not have the updated NFT, or they might gain points during the game to increase your character's level.

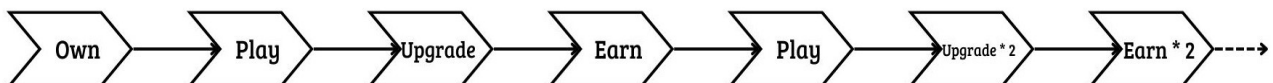
The metadata update occurs without the NFT leaving the owner's wallet.

Dynamic NFTs (dNFTs) are NFTs that can change their initial properties via external conditions, and therefore mutate their metadata automatically.

The automatic update process occurs via external information taken from an oracle and sent by it to the smart contract, so that the smart contract can consequently make changes to the NFT's metadata.

For example, by way of example and not exhaustively, you could program the increase in level of a character, which will occur automatically within the smart contract, after a certain period of playing time, or program a random reward for the participants arrived at a certain point in the story-game. NFT upgrades increase their value, scarcity, and uniqueness.

The chart below shows the play and update cycles of NFTs.



5. Token Economy

5.1 Token economy

The Mokart coin is an ERC-20 token on the polygon blockchain, to maximize transaction speed and keep fee slow, but being able to interact with the main web3 infrastructures.

The smart contract of MOKART token has parameters set at the time of its creation and which can no longer be modified in the future, such as:

- The total supply of tokens with a finite number
- A pause function to increase security
- A token burn function, which can only be implemented through community voting, which will decide whether to reduce the offer of circulating tokens

Mokart's vision is long-term so that the ecosystem and its community can grow in a healthy and constant manner over time and for this reason the tokens will initially be blocked within smart contracts dedicated to vesting programs, including the token of the team, to be distributed consistently overtime, so as to ensure that there cannot be sales of large amounts of capital on the market by anyone and to ensure that the token has a growing and constant market and liquidity over time.

At the launch of the token presale, the first users who join make an immediate* and greater profit, because they purchase the tokens at a lower price than the public sale which will take place later and at a higher price.

Considering the measures adopted by Mokart to avoid market dumps and thanks the rewards and utility programs for exchange and purchase, the token will continue to grow constantly increasing its value over time.

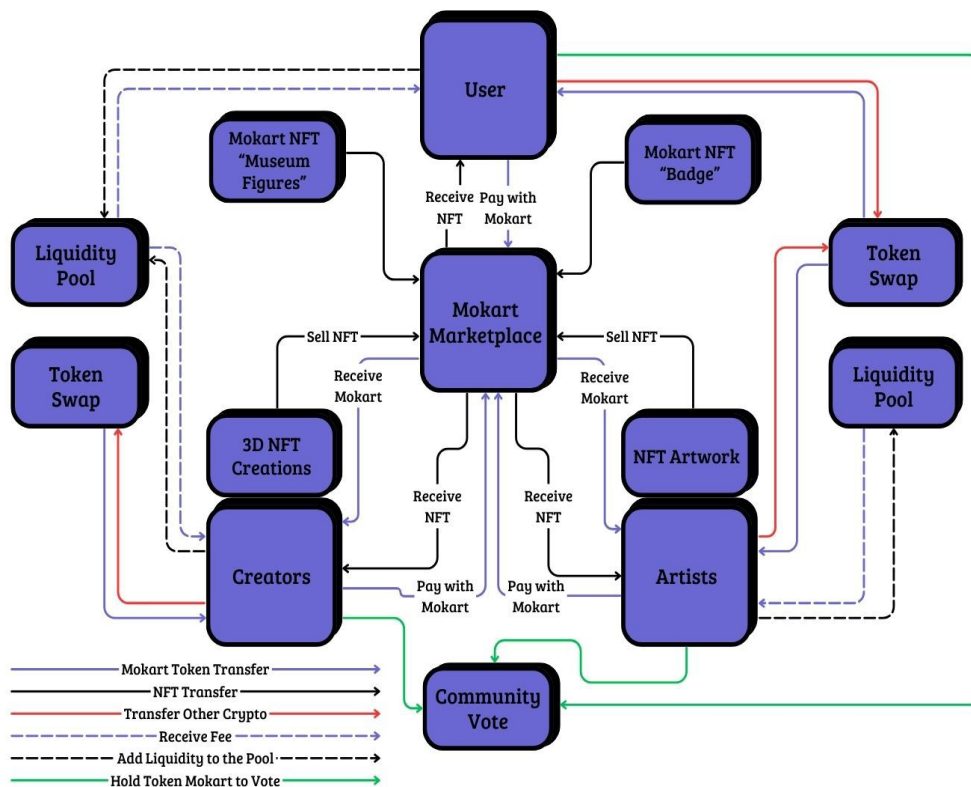
The utilities of the Mokart token are:

- Fuel the Mokaverse economy
- Vote on decisions to be made for the development of the ecosystem (DAO)
- Receive commissions from the liquidity pool and staking
- Mint your own 3D works or creations as NFTs on the Mokart marketplace
- Buy and sell NFTs on the Mokart marketplace

The earlier you join the Mokaverse, the more benefits you receive.

*please note that all tokens will follow a vesting schedule and will be distributed over time.

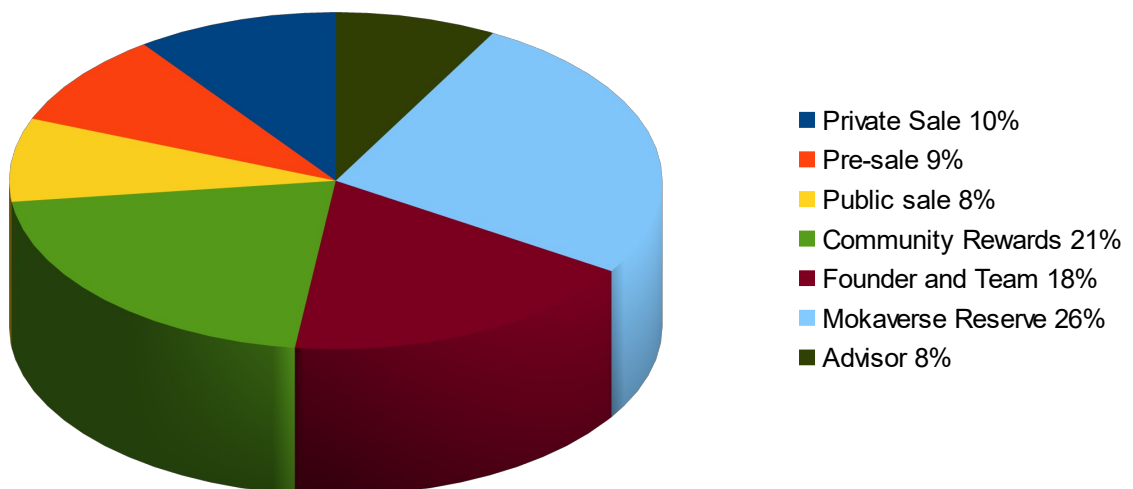
The graph below shows how the token economy works within the Mokaverse.



5.2 Token distribution

The distribution of tokens on the market will take place through vesting programs, that will release equal but constant quantities periodically to ensure that the token can have healthy and lasting growth over time based on the real supply/demand curve.

The graph below shows the various token allocation percentages.

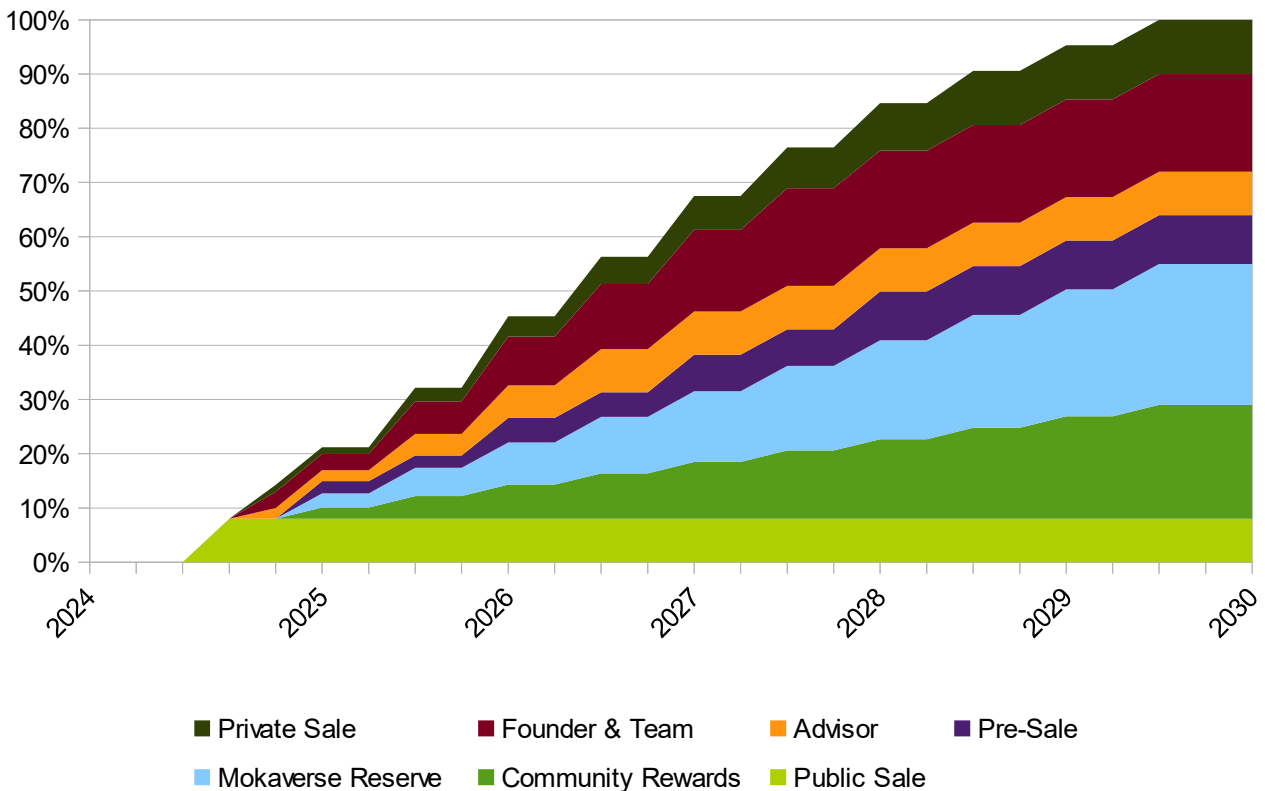


All token allocations will follow the underlying vesting schedule, public sale excluded.

- Private Sale = Constant release for 48 months, starting 1 month after “PS”
- Pre-sale = Constant release for 48 months, starting 2 months after “PS”
- Community Rewards = Constant release for 60 months, starting 2 months after “PS”
- Founder and Team = Constant release for 36 months, starting 1 month after “PS”
- Mokaverse Reserve = Constant release for 60 months, starting 2 months after “PS”
- Advisor = Constant release for 24 months, starting 1 month after “PS”

“PS” = Public sale

The graph below shows how the tokens will be released and made available over time, following the vesting program described above.



6. Team



Riccardo Collina

Co-Founder

Skills in economics and finance

Skills in web3, blockchain and smart contracts

Skills in 3D graphics and animation



Sara Fanti

Co-Founder

Skills in graphics and digital art

Video maker skills

Social media manager skills

7. Legal Disclaimer

The information contained in the White Paper should not be viewed as complete and exhaustive, and the accuracy of the information can in no way be guaranteed. The information contained herein does not purport to contain all of the information may need or desire for the purposes referred to herein. The potential interested should also seek advice from specialized advisors (by way of example, financial and legal) to make such assessment, and also independently check their own capability of assuming the risks of any investment or transaction and will effectively assume any such risks on their own. There can be no assurance nor assumption that views or assumptions are accurate or that the projections and forward-looking statements will be realized, in whole or in part, considering that statements, estimates and projections are subject to updates. Nothing contained in these White Paper is, or shall be, relied upon as a promise or representation and are not intended to form the basis of any investment decision.