



**Mokart**  
White Paper  
*September 2024*

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## Executive Summary



Mokart is a metaverse space utilizing Augmented Reality (AR) and Virtual Reality (VR) to connect artists and art enthusiasts from around the world. Through platforms like Over The Reality, Spatial, The Sandbox, and Decentraland, Mokart offers an interactive and immersive ecosystem where users can explore virtual art galleries, participate in events, and buy or sell artwork via NFTs on our marketplace, all powered by our exchange token, MOKART.

This white paper is structured into sections aimed at describing the new entrepreneurial project by outlining its strategic guidelines and objectives, as well as planning the financial, economic, asset, and timeline projections. Mokart's goal is to build a solid and long-lasting community, establishing itself as a reference point in the digital art scene by fostering active user participation and promoting a global environment of cultural and creative sharing.

Additionally, we aim to provide less experienced users with our expertise in the blockchain field, offering them the necessary support to access this technology safely.

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

## Mission and Vision



### MISSION

Our mission is to use art, in its most exclusive and fascinating forms, as a catalyst to create a robust and interconnected community in the digital space. We aim to make art accessible to all, offering a platform where emerging artists can gain visibility, established artists can explore new creative spaces, and art enthusiasts from around the world can meet, interact, and grow together, regardless of geographical barriers



### VISION

Our vision is to build the "Mokaverse," a self-sustaining metaverse powered by our community, where art and blockchain merge to create an interconnected ecosystem of applications. We aspire to become a leading platform for digital art in the metaverse, ensuring safe access to blockchain technology and promoting an environment where users can own, create, play, govern, and earn—transforming how art is appreciated in the digital world

## The Need

In today's world, the art industry faces significant geographical and physical limitations: to participate in exhibitions or to interact with the art community, enthusiasts often have to travel. This not only restricts access



to those who can afford to travel but also limits the visibility of emerging artists to local or regional audiences. Additionally, the traditional art sector often struggles to incorporate the latest digital technologies, which could enhance the interaction, sale, and distribution of art. There is a growing demand for a platform that can democratize access to art,

allowing people from around the globe to connect, explore, and purchase art without the existing physical barriers. The digitization of art through augmented and virtual reality presents untapped potential to expand the art market, improve user engagement, and offer new ways of enjoying cultural and creative experiences. The need for a more inclusive and accessible art experience is evident, especially considering the growing interest in digital platforms and virtual collectibles, as demonstrated by the rise of the NFT market. However, despite the evident potential, the sector still requires innovative solutions that can effectively link emerging technological infrastructures with the traditional art industry, overcoming technical and market challenges, and making art a truly global and interactive experience.

## The Solution and Business Idea



Mokart's core offering is the creation of a virtual environment where users can explore art galleries, participate in real-time auctions, and purchase artworks in the form of NFTs (Non-Fungible Tokens). These NFTs not only represent digital ownership of the artworks but also provide additional benefits such as access to exclusive events and participation in community decisions through decentralized governance mechanisms (DAO - Decentralized Autonomous Organization).

### Technological Solutions

Leveraging existing metaverse platforms such as Decentraland and The Sandbox, Mokart builds personalized exhibition spaces that can be visited virtually by anyone around the world. This approach not only expands the potential market for artists but also transforms the user experience, allowing for more active and immersive participation. Blockchain technology is at the heart of the project, ensuring the security and transparency of transactions while facilitating the easy creation of NFTs and decentralized, secure management of copyrights.

### Benefits for the Community

Mokart aims to build a strong and engaged community, offering users not only the chance to purchase and collect art but also to interact with other enthusiasts and the artists themselves. Through virtual events such as thematic exhibitions, workshops, and artist meetups, Mokart creates a vibrant ecosystem that nurtures a passion for art and fosters a deeper connection between artists and their audiences.

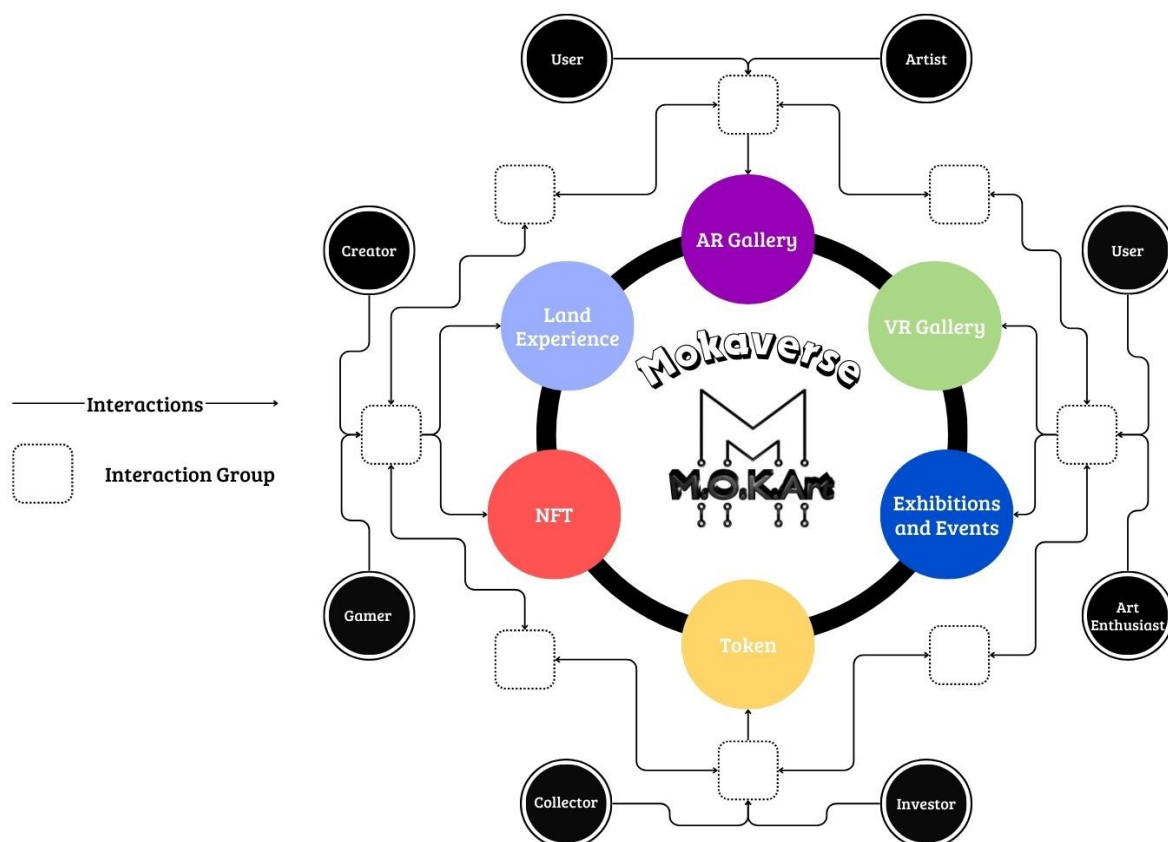


## Key Features

### AR and VR Art Galleries

Mokart aims to create an interconnected world where users can enjoy unique and engaging experiences. In this environment, it is possible to visit art exhibitions in captivating spaces, interact in real time with others, discover new artistic talents, participate in auctions, or purchase artworks. Moreover, Mokart offers the chance to immerse oneself in themed gaming experiences and environments, enriching the offerings for the community. It acts as a meeting point, facilitating immediate connections and interactions among users from all over the world, regardless of physical distance.

The chart below illustrates how Mokart enables these connections and interactions



## Exhibitions and Events

Mokart strives to provide the best experiences for its community within the metaverse, enabling the organization of events, exhibitions, games, treasure hunts, and gatherings. Interactive events on specific themes will also be created, with rewards dedicated to the community, along with exclusive exhibitions for artists in our group, the #mokartclub. Members of the #mokartclub will receive reserved amounts of Mokart tokens, exclusive exposure, an end-of-year NFT cup from the awards, a dedicated role on Discord, and the opportunity to sell their works in preview on the Mokart marketplace. By offering high-quality experiences, Mokart fosters active user engagement, contributing significantly to the growth and consolidation of a strong, long-lasting community.



## Mokart Metaverse “Mokaverse”

The Mokaverse is an innovative virtual ecosystem designed to connect users and infrastructures from the web3 world in an interactive digital environment. This metaverse allows users to explore and interact not only with the world of art and its creators but also with a wide range of other realities linked to web3, creating a complete and dynamic experience.

At the heart of this ecosystem is the "MOKART" token, which acts as the economic engine, facilitating transactions and interactions within the Mokaverse. The token allows users to trade digital goods, participate in auctions, and earn rewards, ensuring smooth and secure operations in this interconnected universe.

Through the Mokaverse, users can immerse themselves in a digital world that combines creativity, technology, and opportunities for economic growth.

## Token e NFTs

The MOKART token is the currency that powers the Mokaverse, facilitating direct interactions between community users without intermediaries. In addition to serving as the economic system for the Mokaverse, the token has several other uses, including governance roles within the ecosystem through the DAO (Decentralized Autonomous Organization).

NFTs within the Mokaverse can be user-created and traded on the Mokart marketplace. For example, an artist can generate income by selling their NFT artworks, while a creator can do the same by selling wearables for avatars or experiences for virtual land. Moreover, the Mokaverse NFTs are also "utility NFTs," meaning they maintain their uniqueness and offer specific short- and long-term benefits to the holders, preserving their value.

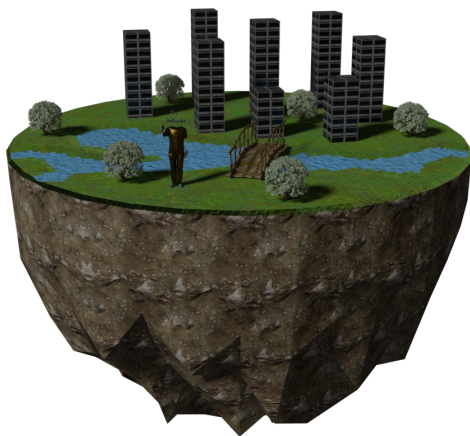
Among the main benefits are voting rights, earning rewards, access to exclusive events, and participation in pre-sales.



## Land Experience

Mokart will guide users in exploring the metaverse, helping them turn their experiences into forward-looking digital realities. We offer full support for creating customized environments where users can host exclusive events, organize corporate meetings or private gatherings, or set up a one-of-a-kind art gallery. These digital spaces are fully customizable, leaving room for each user's creativity.

Each environment created will be owned by the user, ensuring full control and the possibility to monetize their space by trading it as an NFT on the Mokart marketplace. This not only enriches the metaverse experience but also opens new opportunities for artistic and entrepreneurial expression, all within an interactive and dynamic ecosystem.



## Technology and Security

Security is our top priority. To ensure maximum protection for our users, we work exclusively with proven, reliable web3 platforms that offer high-security standards. Along with this rigorous selection of partners, we conduct thorough and accurate tests on all our systems, evaluating every aspect before releasing them to the public. This ensures that every interaction occurs in a safe and secure environment, giving users peace of mind when using our technologies.



## The Market

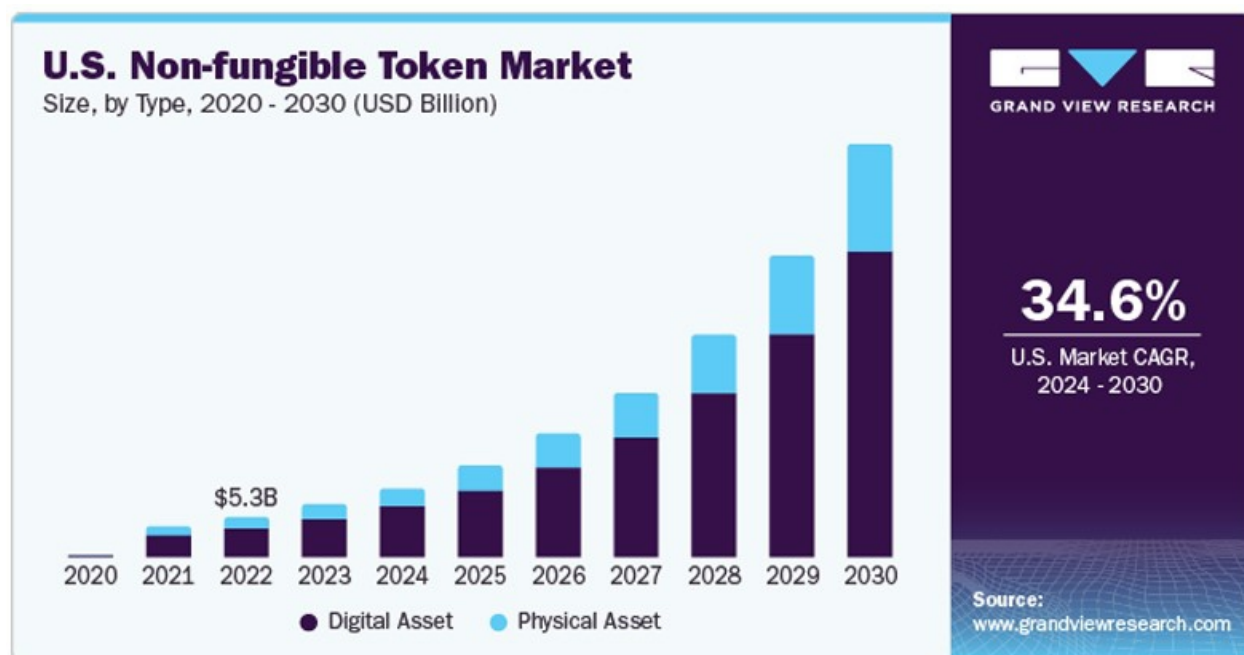


Market analysis is a critical business tool because it allows companies to avoid uncertainty when making essential strategic decisions and helps solidify the business over time.

The detailed market analysis for our project is divided into three sections: market sizing (TAM, SAM, and SOM), market growth, and market trends. Each section provides an in-depth analysis to help understand the project's potential.

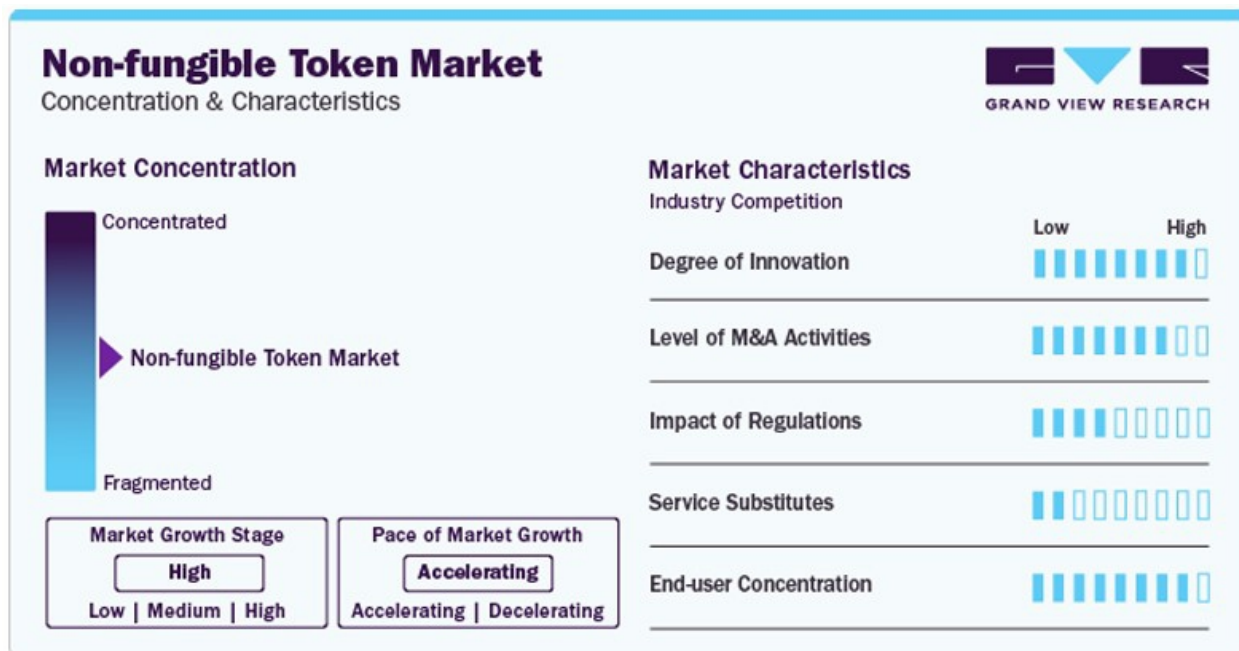
## Global Market

The global digital technology market is undergoing significant transformation with the increasing adoption of non-fungible tokens (NFTs) and virtual reality (VR) technologies, which are redefining the art and collectibles landscape. In 2023, the NFT market reached an impressive value of approximately \$26.9 billion, showing strong growth potential with a compound annual growth rate (CAGR) of 34.5% projected until 2030. This segment is particularly dominated by digital art and collectibles, which have become incredibly popular among investors and art enthusiasts, offering a new dimension of digital ownership and interaction ([grandviewresearch](https://www.grandviewresearch.com)).

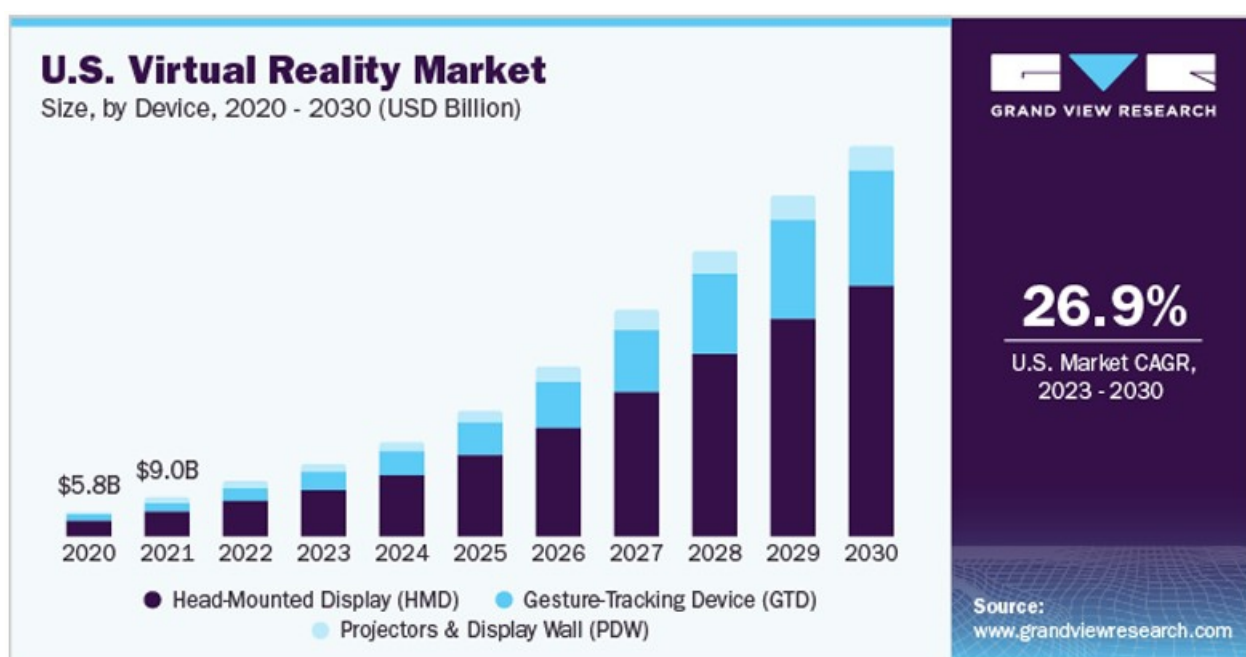


The NFT market is rapidly evolving in both technological terms and market penetration, characterized by a high degree of innovation. One of the most significant trends in this expanding market is the rise of virtual museums and galleries, where users can display their digital art collections, making them accessible to a broader audience.

NFTs are a relatively new concept, and at present, there are no strong substitutes for NFTs. User concentration in this market is high. End users adopt NFTs for both personal and commercial purposes. NFTs are widely used for personal investment in digital assets. Moreover, people invest in these tokens to purchase art, games, collectibles, music, and utilities, among others.



At the same time, the virtual reality market has proven to be equally promising. Valued at \$59.96 billion in 2022, it is expected to see a CAGR increase of 27.5% through 2030, driven by the expansion of its use in fields ranging from education to entertainment, including immersive experiences such as those offered by virtual art galleries ([grandviewresearch](https://www.grandviewresearch.com)). These developments are crucial for platforms like Mokart, which aim to integrate digital art with immersive user experiences, creating a new paradigm for cultural engagement.





North America and the Asia-Pacific regions have emerged as leaders in these sectors, driven by advanced technological infrastructures and a rapid pace of adoption of new digital technologies. In North America, the adoption of NFTs and VR is facilitated by a highly digitalized environment and consumers eager to explore new forms of digital interaction. The Asia-Pacific region, on the other hand, is showing rapid growth due to developments in network infrastructure, such as 5G, which enhances the user experience in VR environments, making the region a key emerging market for these technological products. ([grandviewresearch](#)) ([fortunebusinessinsights](#)).

In addition to these regional dynamics, the global context is further enriched by strategic initiatives undertaken by key market players. Companies like OpenSea and Dapper Labs are shaping the trajectory of the NFT market through continuous innovations and strategic collaborations, while in the VR sector, companies like Oculus (Meta Platforms) and HTC are pushing the boundaries of immersive experiences with advanced hardware and innovative software solutions.

An area of particular interest for the global market is the growing integration between NFTs and VR. This convergence is opening new frontiers for the creation and trading of digital art, where users not only purchase artworks as digital assets but can also experience them in virtual exhibition spaces that mimic and sometimes surpass the physicality of traditional museums. This not only enhances the art experience but also opens the door to new forms of social and commercial interaction within digital ecosystems.

For Mokart, these developments present a range of strategic opportunities. Fully integrating blockchain and VR technologies could not only increase the visibility of artists on a global platform but also attract an international audience eager to explore new forms of art and interaction. Additionally, the ability to offer secure and transparent transactions through NFTs can strengthen user trust, making the buying and selling of digital art more accessible and reliable.

In conclusion, the global market for digital technologies, particularly NFTs and VR, is in a phase of rapid expansion and innovation. For companies like ours, these trends represent fertile ground for innovation and competitive positioning. Facilitating access to immersive artistic experiences through virtual reality not only differentiates Mokart from competitors but could also set new standards in the consumption of digital art.

Mokart's unique positioning within the digital ecosystem, combining advanced NFT and VR technologies, allows us to offer a one-of-a-kind user experience, from artistic discovery to ownership and interaction within the metaverse. Furthermore, supporting both new and established artists through a secure and global platform lays the foundation for a broader and more engaged artistic community, pushing the boundaries of what it means to 'visit' an art gallery in the 21st century.





Mokart can leverage this global market growth and the increasing interest in digital products to position itself as a leader in immersive digital art. The challenge will be to maintain constant innovation and anticipate market needs to continue offering experiences that attract and retain user interest. Through strategic partnerships, ongoing research and development, and a deep understanding of market dynamics, Mokart can aspire not only to participate but to shape the future of digital art and virtual interactions.

## Italian Market

The Italian NFT market has shown impressive growth and is expected to continue on this upward trajectory. According to the latest analysis, the NFT market in Italy grew by 47.6% in 2022, reaching a market value of \$671 million. The projected growth for the coming years stands at a compound annual growth rate (CAGR) of 34.6%, with NFT spending expected to reach \$3.6 billion by 2028 ([Cointelegraph](#)) ([Coinspeaker](#)) ([ResearchAndMarkets](#)).

Italy, one of Europe's main cultural hubs, is emerging as a focal point in the renaissance of crypto art, thanks to its rich artistic and cultural history. The country has seen significant involvement from major fashion brands such as Gucci and Dolce & Gabbana, which have embraced blockchain technologies and introduced NFTs as new tools for engagement and monetization in the fashion industry ([Cointelegraph](#)).

Italian fashion houses are not the only ones pushing Italy into the NFT spotlight. Projects like Monuverse have used NFTs for the preservation of historical sites, and initiatives like Cambi Auction House's crypto art auction have demonstrated the growing potential and interest in NFTs across the country ([Coinspeaker](#)).

However, this positive context is tempered by new fiscal regulations, such as the introduction of a 26% capital gains tax on cryptocurrencies for profits over 2,000 euros, which could affect the dynamics of the NFT market in Italy ([Coinspeaker](#)).

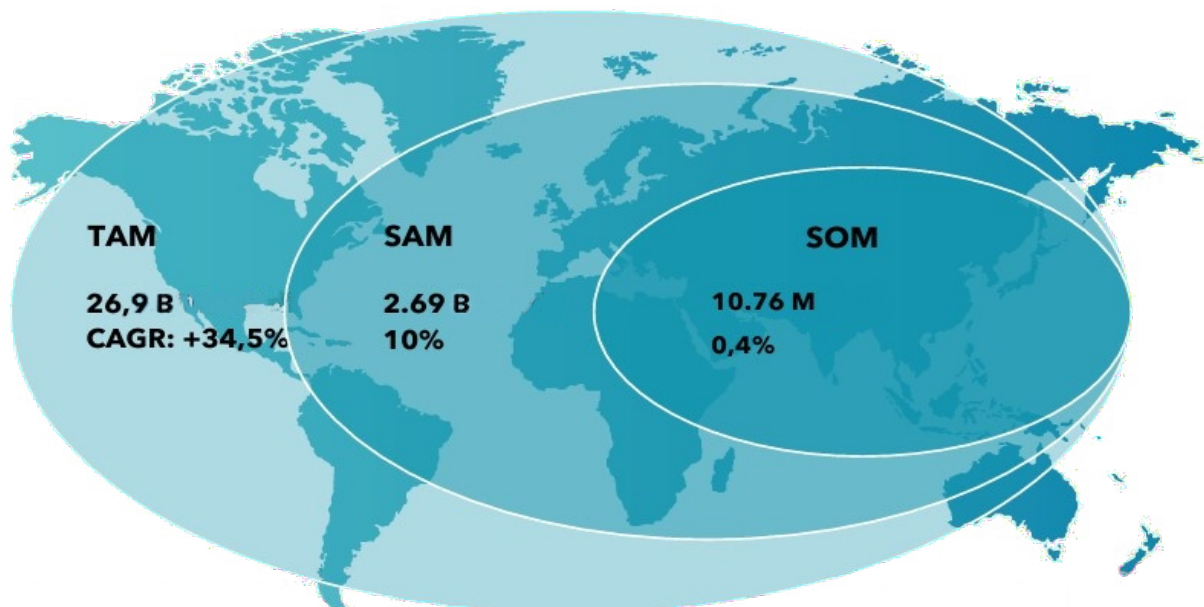
In summary, the NFT market in Italy is shaping up to be an area of significant interest and investment, fueled by a unique mix of technological innovation and cultural heritage. This growth presents both opportunities and challenges, with evolving regulations playing a crucial role in the sector's future development.

## Market Sizing

Market sizing is a crucial step in market analysis, as it helps evaluate the project's growth potential and define sales objectives. Market sizing is divided into three levels: TAM (Total Addressable Market), SAM (Serviceable Addressable Market), and SOM (Serviceable Obtainable Market).

### TAM, SAM, SOM

- **TAM (Total Addressable Market):** This is the total demand for a specific product or service. Considering the NFT market alone, the TAM is estimated to be \$26.9 billion.
- **SAM (Served Available Market):** This defines the existing market opportunity that can realistically be reached. Given the high concentration of the NFT and VR markets in developed regions like North America, Europe, and parts of Asia-Pacific, the SAM could be conservatively reduced to about 10% of the TAM.
- **SOM (Serviceable Obtainable Market):** This is the portion of the market that Mokart realistically expects to capture in the short-to-medium term, considering current operational capabilities, competition, and market factors. Assuming we capture 0.4% of the market, the SOM in the coming years would be \$10.76 million.



## Competitor Analysis

Below is a competitor analysis table, designed to provide a clear and concise overview of the main companies operating in our sector. This analysis compares various key aspects, including product offerings, strengths and weaknesses, as well as growth opportunities. Through this evaluation, we aim to highlight competitive dynamics and market trends, providing useful insights to guide our strategic decisions and improve our market position.

Characteristic	Mokart	Opensea	Rarible	SuperRare	Foundation	Physical Art Galleries	Virtual Art Galleries
Virtual Reality VR and AR	✓	✗	✗	✗	✗	✗	✓
NFT Marketplace	✓	✓	✓	✓	✓	✗	✓
Sale of Virtual Spaces	✓	✗	✗	✗	✗	✗	✗
Interactive Events	✓	✗	✗	✗	✗	✗	✓
Exchange Token	✓	✗	✗	✗	✗	✗	✗

## Target Audience

Through a thorough market and audience analysis, Mokart has segmented potential users into five distinct categories, each with specific characteristics. For each category, we have estimated not only the potential age range but also the motivations that might drive users to join our ecosystem. This segmentation allows us to better understand the diverse needs and expectations of users, facilitating the development of targeted strategies and personalized offers that effectively meet their demands. The goal is to create an inclusive and engaging environment that attracts a wide range of users, contributing to the growth and success of our platform.

Here's a detailed table showing the different user categories, highlighting their characteristics, age ranges, and motivations for joining our ecosystem.

User Type	Name	Age	Role	Interests	Needs
<b>Investor</b>	Marco	45	Entrepreneur and investor in emerging technologies	Blockchain, cryptocurrencies, digital asset investments	Search for investment opportunities that offer high potential for growth and economic return, with particular attention to innovative digital assets such as NFTs
<b>Collector</b>	Elisabetta	38	Art collector and art consultant	Expanding her personal collection, discovering new emerging artists, participating in exclusive auctions	Access an exclusive catalog of unique and valuable digital artworks, with the opportunity to participate in exclusive events and auctions in the metaverse
<b>Art Enthusiast</b>	Luca	28	Technology professional with a passion for modern and contemporary art	Explore various forms of art, visit exhibitions and galleries, purchase works to enrich your cultural experience	Seeking easy, interactive access to global art exhibitions from home, with the ability to purchase digital works
<b>Artist</b>	Sofia	32	Digital artist and graphic designer	Show your work to an international audience, gain recognition and validation in the digital art industry	Find a platform that promotes your works through exposure in a global environment and through the sale of NFTs
<b>Gamer</b>	Matteo	22	University student and gaming enthusiast	Gaming, virtual reality, customization of avatars and virtual environments	Look for platforms that offer immersive and interactive experiences, with the ability to personalize and improve your gaming experience through digital purchases
<b>Educator/Cultural Curator</b>	Claudia	50	Museum curator and organizer of cultural events	Using technology to make art and culture more accessible and engaging, especially for younger generations	Create immersive educational experiences that can attract a broader and more diverse audience, using digital tools to enrich and broaden the museum's cultural offering

In this way, users accessing the Mokaverse through direct connections with other users can experience a different level of engagement compared to their initial motivation for entering. This not only enriches their personal experience but also contributes to the growth and development of the Mokaverse as a whole.



## Marketing

### Marketing Strategy

Mokart's marketing strategy is structured into three main phases: aggregation, expansion, and retention. The goal is to build a solid and engaged community, attract new users, and maintain long-term interest.

#### Phase 1: Aggregation

**Objective:** Create awareness and initial interest in Mokart.

- **Exhibitions and Events:** Organize virtual art exhibitions, themed events, and artist battles to capture the public's attention
- **Collaborations with Other Brands:** Establish partnerships with well-known brands in the art and technology sectors to increase visibility
- **Development of Utility Features for the Community:** Integrate useful functions and services within the platform to encourage adoption
- **Social Media and Website:** Use platforms like Instagram, Twitter, and TikTok to share engaging content and build a follower base
- **Telegram and Discord Channels:** Create and manage Telegram channels and Discord servers to facilitate direct communication and interaction with the community, providing timely updates and addressing user questions
- **Multilingual Landing Pages:** Develop landing pages in different languages to reach a global audience and provide easy access to Mokart information for users of various nationalities

#### Phase 2: Expansion

**Objective:** Increase the number of active users and participation on the platform.

- **Social Media Advertising Campaigns:** Launch targeted campaigns on Twitter, Instagram, and TikTok to reach new users interested in digital art and emerging technologies
- **Google Ads:** Use Google Ads to capture search traffic related to NFTs, the metaverse, and virtual art events
- **Mokaverse Expansion:** Continue to develop and promote the Mokaverse as a content aggregator and hub for artistic interactions



### Phase 3: Retention

**Objective:** Maintain user interest and engagement over the long term.

- **Community Support:** Provide ongoing support to users through dedicated channels, encouraging active participation and engagement
- **Email Marketing e Newsletter:** Send regular updates, news, and exclusive events via email to keep users informed and engaged
- **Private/VIP Community:** Create a private community for top customers, offering exclusive benefits and incentivizing loyalty

### Promotional Tactics

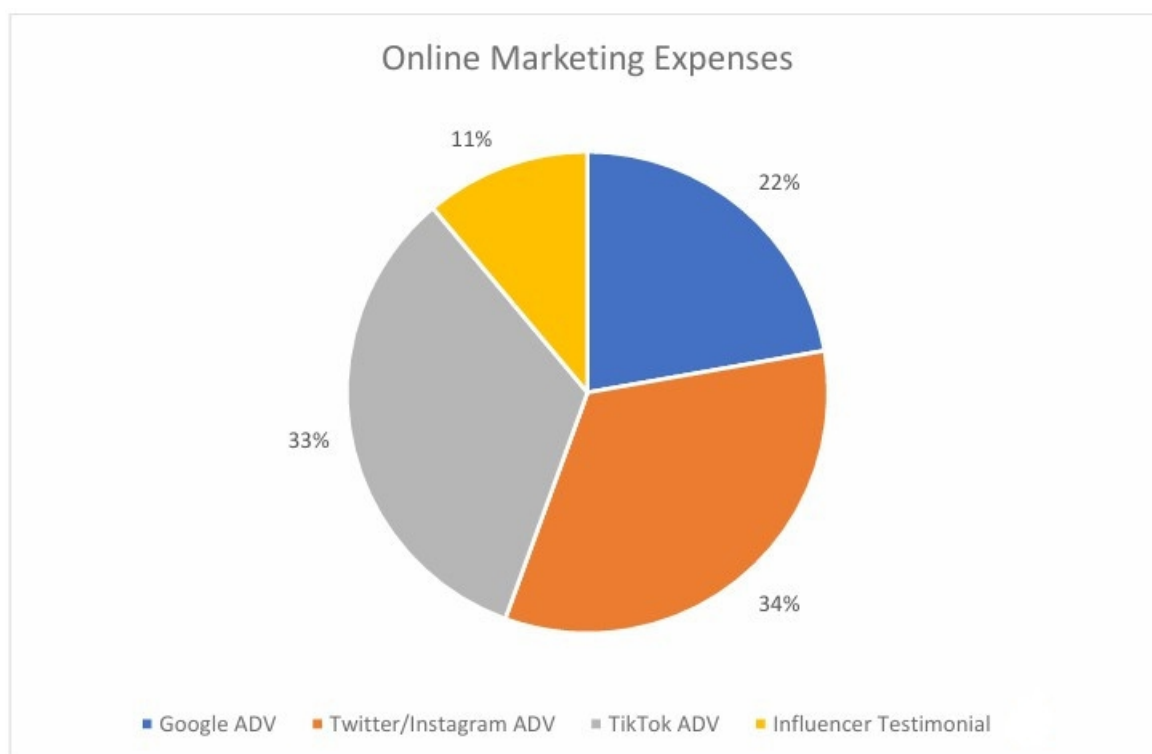
- **Social Media Channels:** Regular and engaging posts on Instagram, Twitter, and TikTok to grow and expand the community
- **Telegram and Discord Channels:** Use these platforms for real-time updates, user discussions, and exclusive event announcements
- **Third-Party Physical Exhibition Spaces:** Collaborate with galleries and physical spaces to exhibit digital works and attract interested audiences
- **Virtual Events and Workshops:** Organize themed events and interactive workshops to engage users and promote artists' works
- **SEO and Content Marketing:** Optimize the Mokart website for search engines and create relevant content that attracts and informs the target audience
- **Multilingual Landing Pages:** Create landing pages in multiple languages to improve global accessibility and attract an international audience

With this marketing strategy, Mokart aims to become a reference point in the digital art landscape, encouraging active user participation and fostering a global environment of cultural and creative sharing.

## Marketing Expenses

Over the five-year development period, our efforts will primarily focus on targeted advertising campaigns using Google and major social networks, including Twitter, Instagram, and TikTok. These platforms will allow us to reach a wide and diverse audience, optimizing our marketing strategies to increase visibility for the Mokaverse. We plan to implement creative and engaging content, leveraging each platform's unique features to attract and engage users. Additionally, we will continuously monitor the results of our campaigns, adapting strategies to maximize impact and ensure sustainable growth over time.

*The total expenses accumulated in the period show:*





## Roadmap

### 2023

- Idea and design
- Creation of the private #mokartclub group
- Annual Mokart Awards event with NFT trophy for the best artist

### 2024

- Creation of MOKART token
- Marketplace design for NFT buying and selling
- Annual Mokart Awards event with NFT trophy for the best artist

### 2025 Q1

- Private sale of MOKART tokens
- Presale of MOKART tokens
- Public sale of MOKART tokens and creation of market liquidity
- Launch of the first version of the marketplace

### 2025 Q2

- Creation of NFT Badges as utilities for the community
- Creation of lists and events for Mokart Badge presales
- Creation of staking for MOKART tokens

### 2025 Q3

- Creation of Mokart NFT Museum Characters
- Marketplace update
- Presale of approved Mokart Badge lists
- Public sale of Mokart NFT Badges

#### Sales milestone of 250 Badges

- Distribution of rewards in MOKART tokens to Badge holders

### 2025 Q4

- Gallery treasure hunt-themed events
- Creation of lists and events for presales of NFT Museum Characters
- Annual Mokart Awards event with NFT trophy for the best artist

#### Sales milestone of 500 Badges

- Distribution of rewards in MOKART tokens to Badge holders





## 2026 Q1

- Presale of approved NFT Museum Characters
- Public sale of NFT Museum Characters

### Sales milestone of 750 Badges

- Distribution of rewards in MOKART tokens to Badge holders

## 2026 Q2

- Marketplace update for other utility NFTs
- Creation of themed events with NFT Museum Characters

### Sales milestone of 1000 Badges

- Distribution of rewards in MOKART tokens to Badge holders

## 2026 Q3

- Marketplace update
- Gallery treasure hunt-themed events
- Design and testing for the story-game

## 2026 Q4

- Launch of the story-game
- Thematic events for the story-game
- Annual Mokart Awards event with NFT trophy for the best artist

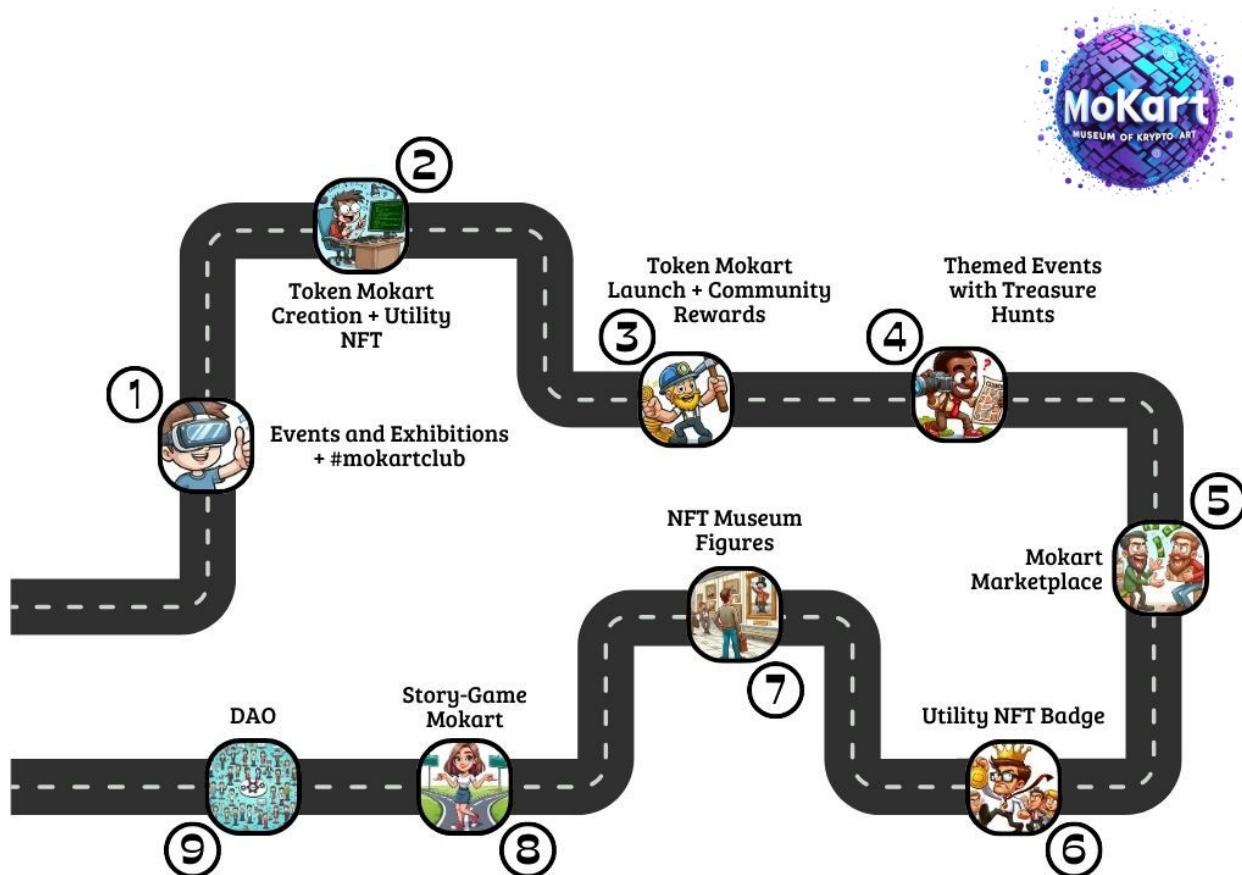
## 2027

- Community voting for new types of rewards
- “Upgradable” NFTs and dNFTs
- New story-game voted by the community
- Annual Mokart Awards event with NFT trophy for the best artist

## 2028-2030

- DAO: The community will vote to decide how to manage and expand the Mokaverse

The following chart presents a summary of Mokart's roadmap



## Utility NFTs

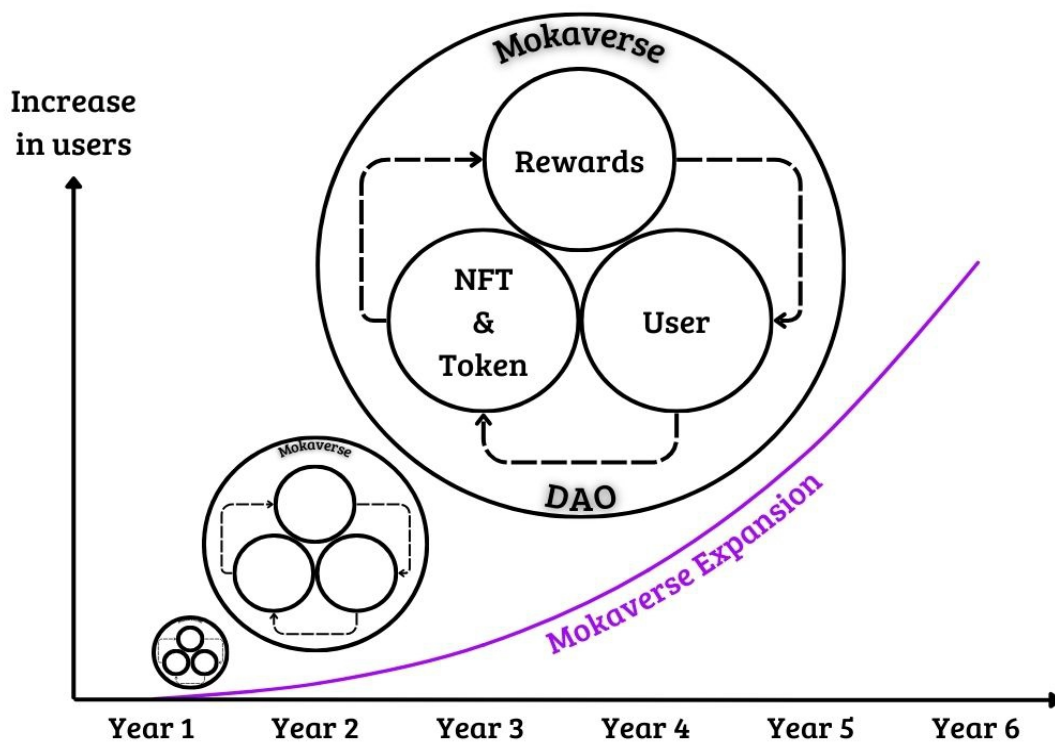
### Overview

Mokart aims to promote the sustainable development and growth of its community, ensuring that all members can actively participate and benefit from the expansion of the Mokaverse.

To this end, Utility NFTs have been introduced, an evolution of traditional NFTs that offer real utility for specific needs while maintaining their uniqueness and non-fungibility.

Holders of these NFTs can access exclusive benefits, redeem rewards, participate in earnable games, and express their vote to influence the ecosystem's development, while also contributing to the growth of the Mokaverse.

*The following chart illustrates the growth of the Mokaverse, made possible by the steady increase in adoption and usage over the year*



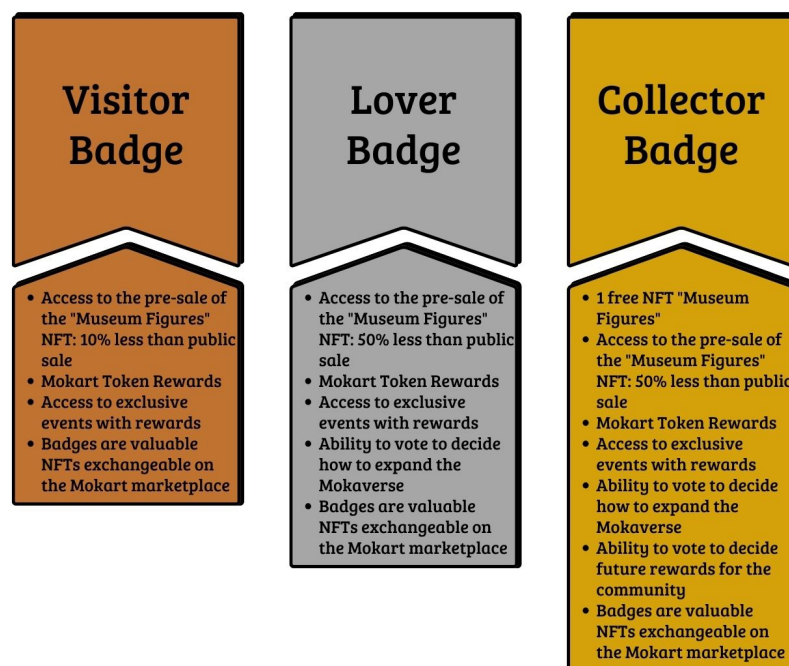
## NFT Badges

Mokart Badges are NFTs designed to provide holders with a range of exclusive and personalized benefits. Among the main advantages, these Badges guarantee access to rewards in MOKART tokens, the possibility of participating in reserved presales, the right to vote on key decisions for the Mokaverse's development, and participation in exclusive community events. Additionally, the Badges offer access to future opportunities, which will be defined in collaboration with the community, making the experience increasingly engaging and dynamic.

Details on NFT Badges:

- **Badge Types:** Visitor, Lover, Collector
- **Initial Badge Quantities:** 1000, 400, 100
- **Holder Benefits** (vary based on the badge type):
  - Access to presales of the Mokart NFT collection "Museum Characters"
  - Access to MOKART token reward distributions for badge holders
  - Access to exclusive events with opportunities to collect rewards
  - Voting rights on Mokaverse development choices
  - Voting rights on future community rewards
  - Badges are valuable NFTs tradable on the Mokart marketplace

*The following chart details all the benefits associated with each badge*



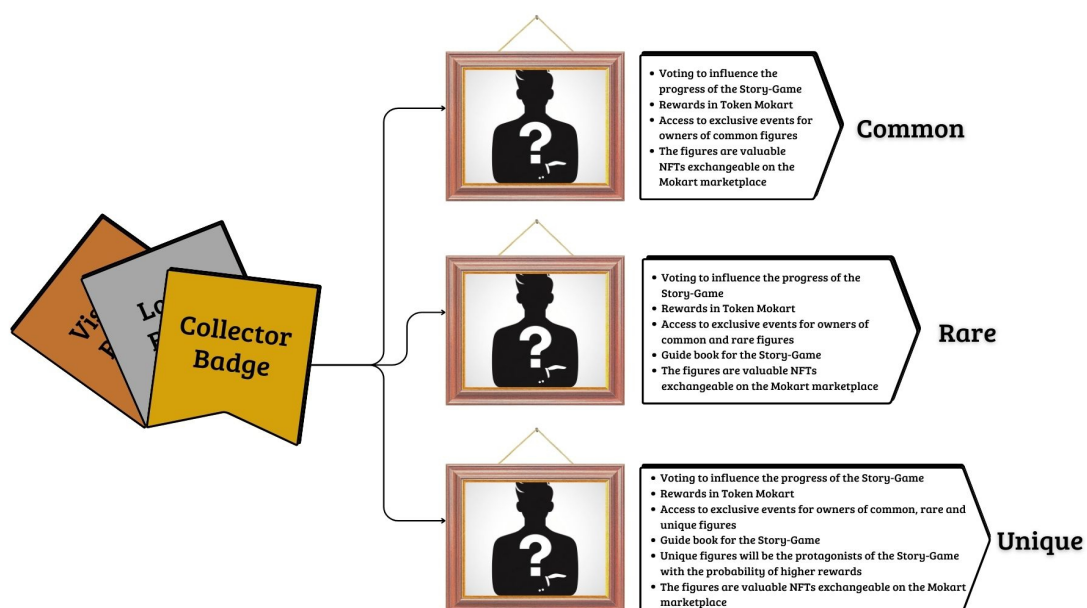
## NFT Museum Characters

The "Museum Characters" are a collection of NFTs representing people or figures that might be found in a museum, each with unique characteristics. Some characters are rarer and offer exclusive and superior benefits compared to others. These NFTs will feature prominently in the engaging "Story-Game," an interactive experience where holders will have the power to influence the course of events through voting. In addition to determining the storyline, participants can earn rewards, unlock special content, and take part in exclusive events reserved for the community.

Details on NFT Museum Characters:

- **Rarity Types:** Common, Rare, Unique
- **Total Characters in the Collection:** Between 5,000 and 10,000 unique pieces
- **Holder Benefits** (vary based on character rarity):
  - All characters can vote to determine the outcome of the story-game
  - Access to MOKART token rewards derived from the story-game
  - Access to exclusive events for character holders
  - Rarer characters will be the protagonists of the story-game with greater rewards
  - Character holders will receive a guidebook detailing the story-game and including tables and data to track their character's progress
  - Characters are valuable NFTs tradable on the Mokart marketplace

The chart below details the benefits associated with each character rarity level





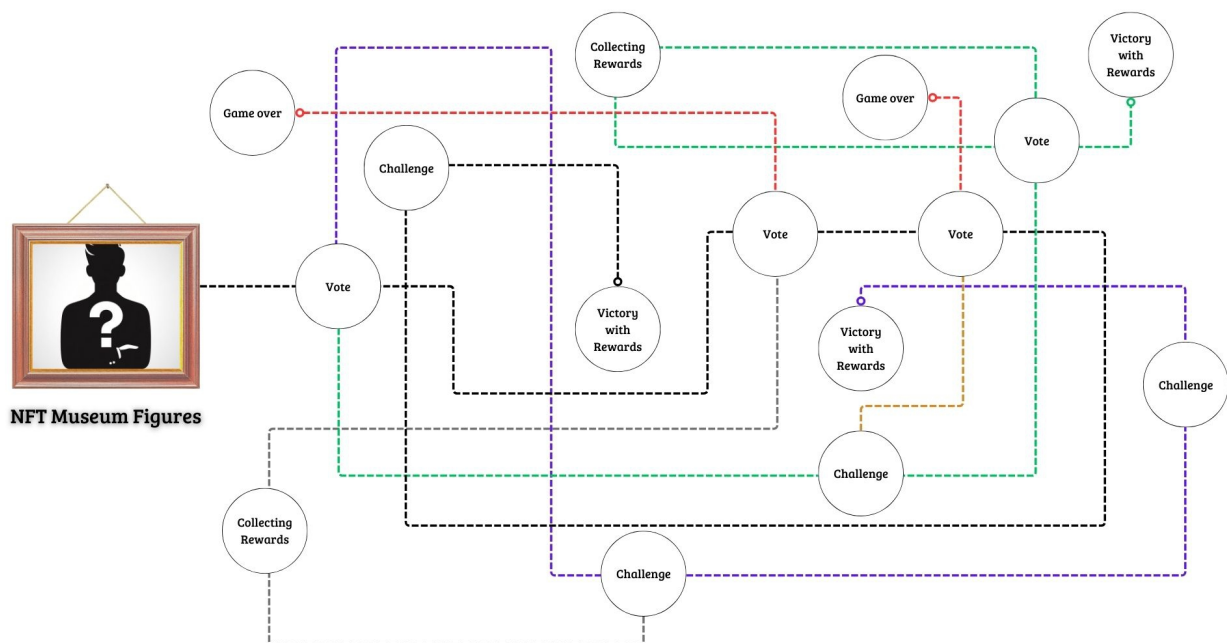
## Story-Game

Mokart's "Story-Game" represents an extraordinary interactive experience where museum characters take on leading roles in a compelling and dynamic narrative. As the story unfolds, augmented reality (AR) and virtual reality (VR) events will be organized, allowing users to fully immerse themselves in the plot and experience it as if they were the character they own.

In addition to these immersive experiences, the community will have an active role in influencing the plot's evolution through voting. Users will be able to choose between different storylines and narrative paths, creating unpredictable and variable endings that make each playthrough unique.

At the end of each chapter, the community will have the opportunity to express their preferences, contributing to the determination of the next chapter's start in the game. This collaborative approach not only enriches the gaming experience but also creates a strong sense of belonging and engagement within the community.

The following chart indicatively illustrates the functioning of the Story-Game



## Upgradable NFTs and dNFTs

"Upgradable" NFTs represent a category of NFTs that can evolve by updating their metadata, allowing holders to access increasingly advanced and personalized versions of their digital assets. For example, an NFT character might have statistics such as strength, speed, and special abilities. By using external items, like virtual shoes, the holder could increase the speed statistic, thus improving their character's performance in the story-game compared to those without the upgraded NFT. Moreover, throughout the game, the character could accumulate experience points, allowing for leveling up and unlocking new abilities or characteristics. It is important to emphasize that metadata updates occur without the need to transfer the NFT from the holder's wallet, ensuring security and continuity of ownership. This approach not only preserves the holder's rights but also contributes to a more dynamic and engaging gaming experience, where users can see their assets evolve over time.

Dynamic NFTs (dNFTs) are an innovative category of NFTs that can change their initial properties in response to external conditions, automatically updating their metadata. This mechanism allows dNFTs to adapt to various scenarios, enhancing their functionality and further engaging users. The automatic updating process occurs through external information provided by oracles, which are systems capable of retrieving real-world data and sending it to a smart contract on the blockchain. Through this integration, the smart contract can make timely and accurate modifications to the NFT's metadata, ensuring it remains relevant and useful. For example, an automatic increase in a character's level could be programmed to occur directly within the smart contract after a certain gameplay period. This approach not only enriches the gaming experience but also encourages users to interact more with their dNFTs. Additionally, random rewards for participants reaching specific milestones in the story-game could be anticipated, creating an additional incentive for participation. These updates not only enhance the functionality of the dNFT but also contribute to increasing its value, rarity, and uniqueness. The ability of a dNFT to evolve over time makes it particularly attractive to collectors and gamers, offering them a sense of dynamic and ever-growing ownership. Ultimately, dNFTs represent a significant step toward a future where digital assets can interact with the real world in innovative ways, expanding possibilities for developers and users in creating unique and engaging digital experiences.





## Tokenomics

### Token Economy

The Mokart token is an ERC-20 token based on the Polygon blockchain, designed to optimize transaction speed and keep fees low, while ensuring interaction with major web3 infrastructures.

The smart contract for the MOKART tokens was configured at the time of its creation, with parameters that cannot be modified in the future. These parameters include:

- **Total Supply:** The total number of issued tokens is 1.000.000.000
- **Pause Function:** This feature has been implemented to enhance the system's security
- **Burn Function:** The ability to reduce the circulating token supply can only be activated through community voting, which will determine whether to proceed and reduce the circulating token supply

These characteristics ensure effective and transparent control over the management of the MOKART token, promoting security and active community participation.

Mokart's vision is long-term, aiming to ensure healthy and consistent growth for the ecosystem and its community. To achieve this goal, tokens will initially be locked within smart contracts dedicated to vesting programs. This approach also includes tokens reserved for the team, ensuring gradual distribution over time. This prevents the risk of massive sell-offs in the market by any stakeholder, favoring token stability and ensuring a sustainable market and liquidity over the long term.

During the launch of the token presale, early users who decide to participate will have the opportunity to realize an immediate\* profit and significantly higher gains. In fact, these users will purchase tokens at a lower price than what will be applied in the subsequent public sale, which will occur at a higher price. This strategy rewards early adopters, encouraging active participation and contributing to a more cohesive community.

The measures adopted by Mokart to prevent market dumping, combined with reward and utility programs for exchanging and purchasing tokens, lay the groundwork for consistent and sustainable growth. These initiatives not only stimulate interest in the token but also promote its adoption and use within the ecosystem.

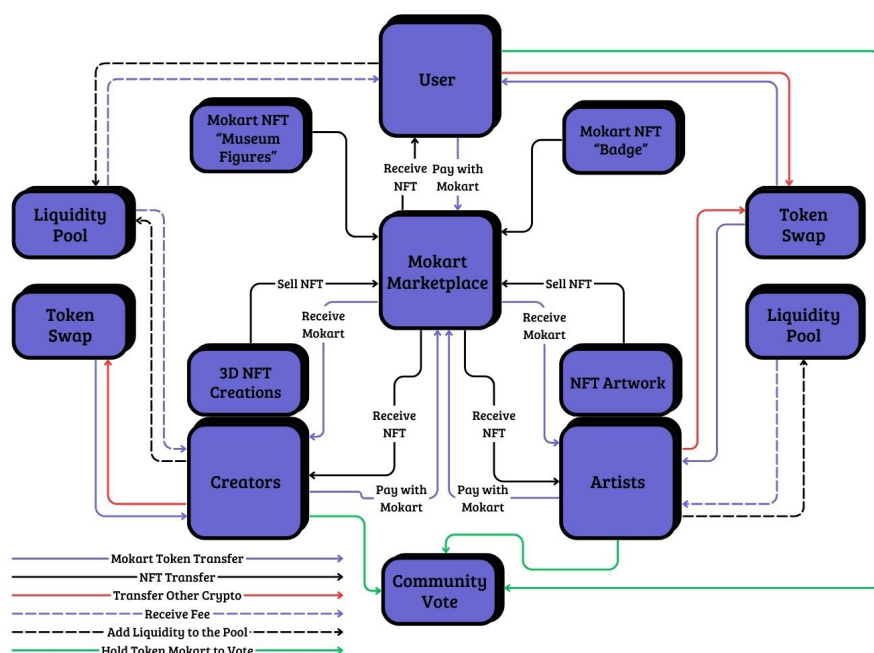
\*Please note that all tokens will follow a vesting schedule and will be distributed over time.

Furthermore, Mokart's ongoing commitment to engaging the community through governance mechanisms and active participation ensures that strategic decisions align with the needs and expectations of users. This synergy between the team and the community adds value, creating an environment conducive to growth and innovation, where the token can increase in value over time, thus benefiting all participants in the Mokart ecosystem.

The utilities of the MOKART token are as follows:

- **Fueling the economy of the Mokaverse:** MOKART tokens play a fundamental role in the management and operation of the ecosystem
- **Participating in development decisions:** Token holders can vote on important issues concerning the evolution of the ecosystem, contributing to a decentralized governance model (DAO)
- **Receiving fees:** Users can earn fees through the liquidity pool and staking, generating additional earning opportunities
- **Minting works as NFTs:** Token holders can create and mint their own works or 3D creations as NFTs in the Mokart marketplace
- **Buying and selling NFTs:** The MOKART token enables active participation in the Mokart marketplace, where users can buy and sell NFTs

The chart below illustrates how the token economy functions within the Mokaverse, highlighting the interactions and flows that characterize the economic system of the ecosystem





## Token Distribution

The distribution of tokens in the market will be managed through vesting programs designed to release equal and consistent amounts at regular intervals. This method not only promotes healthy and sustainable growth of the token over time but also ensures that the token's value aligns with real supply and demand curves, preventing extreme fluctuations and ensuring economic stability.

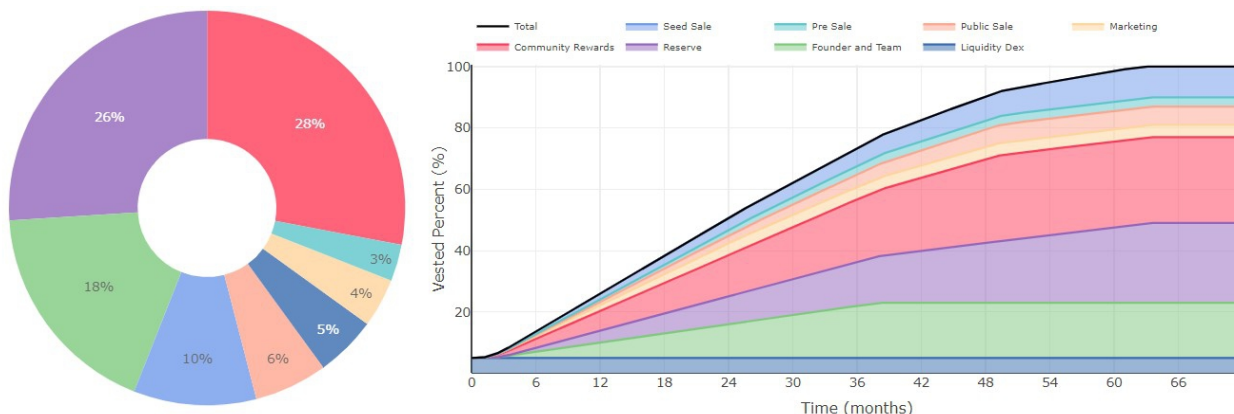
Such vesting programs are essential for maintaining balance in the market, avoiding sudden overloads or unloads of tokens that could negatively impact their liquidity and value. Through this strategy, the Mokaverse can support a thriving and prosperous ecosystem that benefits all participants.

All token allocations will follow a specific vesting schedule, except for liquidity. Below are the details regarding the timing, release methods, and allocation percentages for each category:

- **Seed Sale:** 10% - Tokens will be released steadily over 60 months, starting one month after liquidity implementation
- **Presale:** 3% - Tokens will be released steadily over 36 months, starting two months after liquidity implementation
- **Public Sale:** 6% - Tokens will be released steadily over 48 months, starting three months after liquidity implementation
- **Liquidity Dex:** 5% - Allocation intended to create liquidity in decentralized exchange pools
- **Community Rewards:** 28% - Tokens will be released steadily over 60 months, starting one month after liquidity implementation
- **Founders and Team:** 18% - Tokens will be released steadily over 36 months, starting two months after liquidity implementation
- **Mokaverse Reserve:** 26% - Tokens will be released steadily over 48 months, starting three months after liquidity implementation
- **Marketing:** 4% - Tokens will be released steadily over 24 months, starting one month after liquidity implementation



The chart below clearly illustrates the token release plan over time, following the vesting schedule outlined above



The underlying simulation, developed using tokenomics simulation tools, provides a detailed forecast of the token value over a five-year period. This analysis is performed with a calculation interval of variables every six hours, ensuring an accurate and updated view of market dynamics. In the graph, the blue line represents the "token value" and lies just below the FDV (Fully Diluted Valuation) line, which indicates the fully diluted market capitalization. The "Market Cap," on the other hand, reflects the total value of tokens currently in circulation, providing an overall view of the project's economic size.

The projection is based on several significant parameters, including:

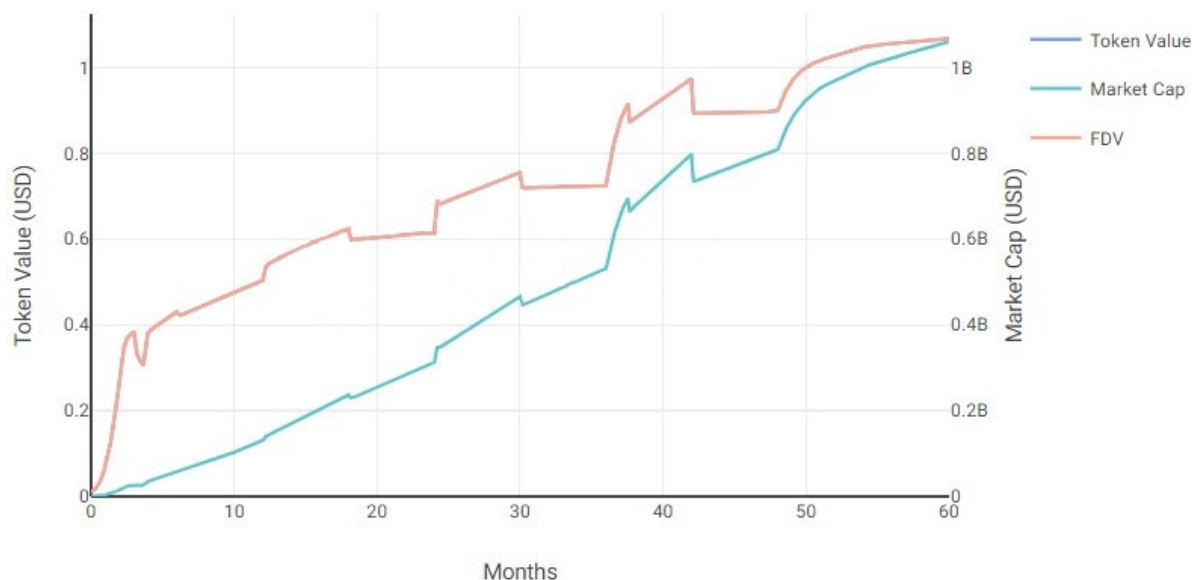
- **Total Token Supply:** Set at 1.000.000.000, this number represents the maximum limit of available tokens, fundamental for evaluating supply and demand
- **Initial Token Price:** This starting price is essential for calculating the initial market capitalization and investors' expectations
- **Token Maturity Program:** This program regulates the consistency and various releases of token allocations, ensuring balanced and sustainable distribution over time
- **Marketplace Sales:** The volume of artworks and NFTs sold, along with the distribution percentages of commissions, directly impacts the token's value and marketplace liquidity
- **Transaction Volume:** The level of trading between users and the related fee distributions represent another crucial factor in determining the token value

- **Tokens locked in staking:** The volume of tokens locked in staking is accompanied by incentives derived from the allocation of rewards to the community, helping to create a base of active and incentivized users
- **Management costs:** Also considered in the calculation are the costs necessary to support operating expenses, such as marketing activities, reserves for the Mokaverse, and the distribution of incentives related to community participation, including events and NFT purchases
- **Percentage of tokens sold:** An estimate of the percentage of tokens that holders decide to sell during the year provides further insights into market demand and supply

These elements work in synergy to provide a comprehensive and detailed picture of the potential fluctuations in the token's value, enabling investors to make informed and strategic decisions.

*Token price and market capitalization chart over a 5-year period*

### Token Price & Market Cap



Token inflation chart year by year

### Annualized YoY Inflation

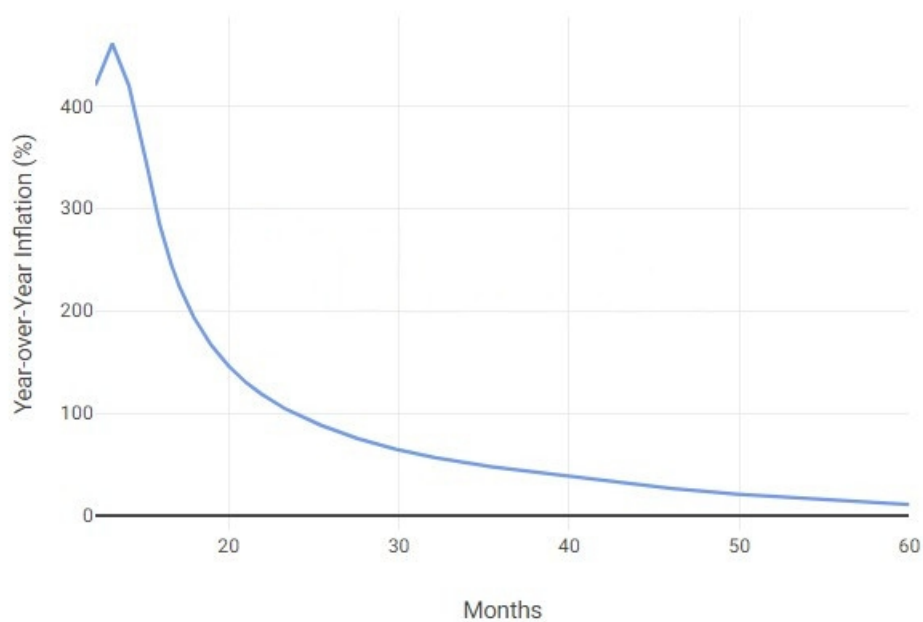


Chart of fee distribution to all participants in the ecosystem

### Protocol Fees

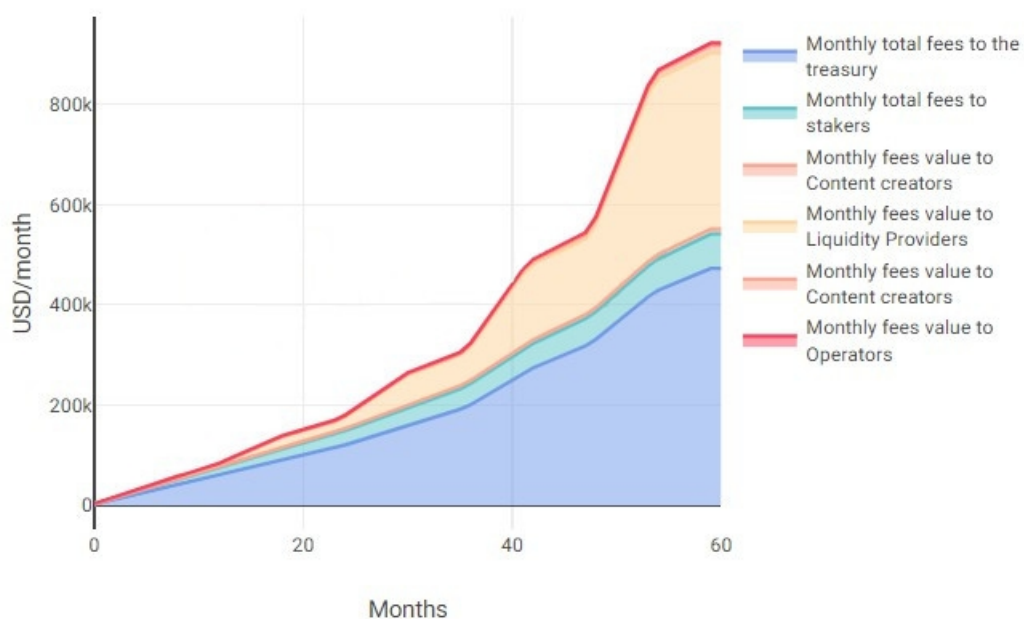
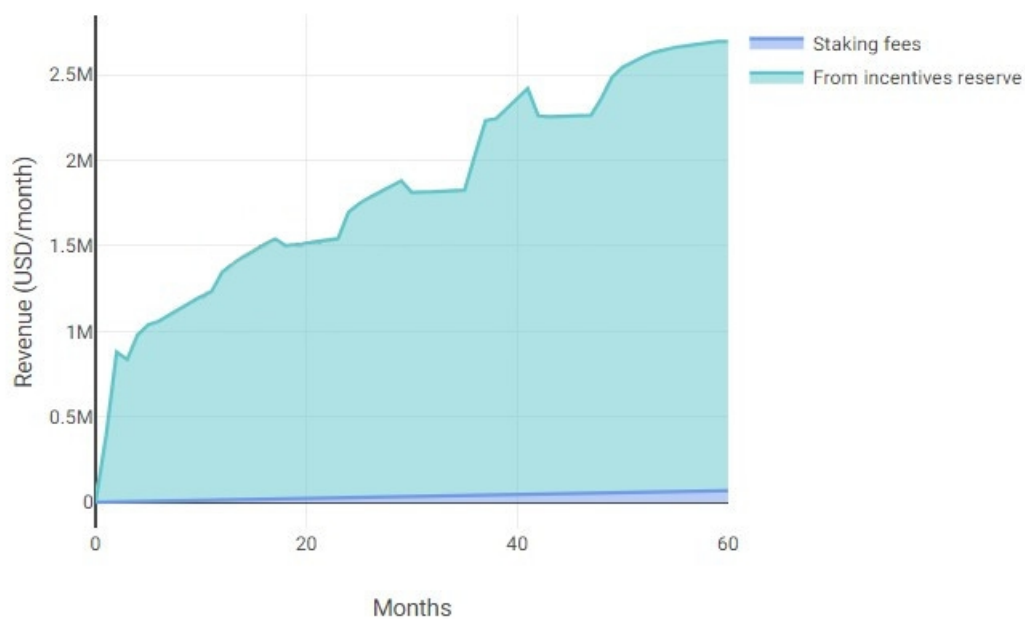


Chart of revenue distribution to all stakers in the ecosystem

### Monthly Native Token Stakers Revenue



5-Year Token KPI (The data in the chart represent the KPIs at the end of the 5 years, at the 60th month, with percentages increasing compared to the previous month and inflation decreasing compared to the previous month)

### KPIs

See KPIs for month:

1					60
Token price	Market Cap	Circulating supply	Annualized inflation	Treasury tokens under management	
1.0658 \$	1.059 B \$	993.7 M tk	0.0776%	286.8 M tk	
+0.00267 \$ (+0.251%)	+9.381 M \$ (+0.894%)	+6.333 M tk (+0.641%)	-0.000497% (-0.637%)	+717,160 tk (+0.251%)	



## Outlook for Investors

Initial investors have the opportunity to generate profits right away through various effective and targeted strategies:

- **Providing liquidity:** By adding their tokens as liquidity to the market, investors can earn a 0.3% fee on completed transactions, thereby contributing to the overall liquidity of the system
- **Hold and appreciation:** By holding onto the tokens acquired during the initial investment or purchased later, investors can benefit from the increase in the token's price over time
- **Gradual selling:** By selling the tokens gradually as they mature, investors can cash out in fiat currency, such as euros, optimizing their financial return
- **Staking:** By staking their tokens, investors can generate a profit over time through an annual percentage yield (APY%)

These opportunities are particularly advantageous for early investors, as they allow them to capitalize on the initial growth of the ecosystem.

However, it is important to note that the Mokaverse offers many other utilities for the tokens beyond these strategies. For example, users can actively participate in the governance of the ecosystem by voting on key decisions, accessing exclusive events, and using the tokens to purchase artworks and NFTs in the Mokart marketplace.

In this way, the Mokaverse not only rewards early investors but also creates a dynamic and engaging environment for all users, encouraging participation and contributing to the sustainable growth of the project in the long term.

## Executive Team

### CO-FOUNDER & ADMINISTRATOR

Riccardo Collina brings to Mokart a solid background in economics and finance, complemented by specialized skills in the web3, blockchain, and smart contract sectors. He is also an expert in 3D graphics and animation, skills he leverages to drive Mokart's visual and technical innovation. He plays a crucial role in the development of the Mokaverse's technological infrastructure and in defining the company's financial strategies



### CO-FOUNDER & ARTISTIC DIRECTOR

Sara Fanti combines her passion for art with extensive experience in graphic design and digital art. Her skills also include video making and social media management, which enable her to curate Mokart's image in the digital world. As a co-founder, Sara is responsible for the artistic direction and promotion of the company, ensuring that Mokart maintains a dynamic and engaging presence across various digital channels

