



# CULTURALVERSE NFT MARKETPLACE

*Revolutionizing the Digital Art World*

## WHITE PAPER

2024 Edition

# TABLE OF CONTENTS

<b>TABLE OF CONTENTS</b> .....	<b>2</b>
<b>Disclaimer</b> .....	<b>3</b>
<b>EXECUTIVE SUMMARY</b> .....	<b>4</b>
<b>BLOCKCHAIN, NFTS &amp; FINANCIAL MARKETS</b> .....	<b>5</b>
Future of the Financial Markets.....	5
<b>WHAT IS CULTURALVERSE?</b> .....	<b>7</b>
<b>WHO WE ARE</b> .....	<b>8</b>
<b>INTRODUCTION</b> .....	<b>9</b>
CULTURALVERSE MISSION STATEMENT .....	9
CULTURALVERSE VISION STATEMENT .....	10
<b>ABOUT THE CULTURE HERITAGE</b> .....	<b>11</b>
<b>“Web 3.0,” NEW FRONTIER OF DIGITAL ECONOMY</b> .....	<b>15</b>
<b>CULTURALVERSE TECHNOLOGY ON POLYGON NETWORK</b> .....	<b>17</b>
What is Polygon?.....	17
The Benefits of Using Polygon for NFTs.....	19
<b>NFTs DIGITAL ASSETS INVESTMENT OPPORTUNITY</b> .....	<b>21</b>
<b>INVESTORS PLAN</b> .....	<b>24</b>
<b>CULTURALVERSE MARKETING STRATEGY</b> .....	<b>26</b>
<b>CULTURALVERSE NFT SHOWCASE</b> .....	<b>28</b>
NFT Music .....	28
NFT Event Ticketing .....	30
Virtual Real Estate.....	32
Food and Drink.....	34
Cultural Heritage NFTs.....	37
<b>CVC TOKENOMICS</b> .....	<b>40</b>
<b>Our Corporate Roadmap</b> .....	<b>42</b>

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## EXECUTIVE SUMMARY

Introducing Culturalverse.io (CULTURALVERSE), an innovative non-fungible tokens NFT-based trading and marketplace platform that brings cultural and artistic creations to life through the power of blockchain technology. Our mission is to cultivate a vibrant and inclusive ecosystem where creators, institutions, curators, buyers, and other stakeholders can actively engage in transparent ownership and sharing of digital arts and cultural assets using NFT technology.

The NFT market has witnessed remarkable growth, with a staggering 8.5x increase from \$40 million in 2018 to around \$340 million in 2020. According to MESSARI, a virtual asset analysis agency, the current market value of genuine artworks stands at \$1.7 trillion, while art NFTs hold a market cap of \$14 billion – that's only 1% difference! In the next decade, it is projected that the art NFT market will skyrocket by 100 times to exceed \$1.4 trillion, rivalling its real-world counterpart.

What makes NFT technology so appealing? Its non-fungible nature serves as a robust warranty, ensuring the authenticity and uniqueness of each creation. This has peaked interest in art transactions within the NFT market where protection against forgery, falsification, unauthorized copying, and authentication challenges reign supreme. As a result, the potential of NFT technology extends beyond traditional art markets into the realms of culture, arts and entertainment at large.

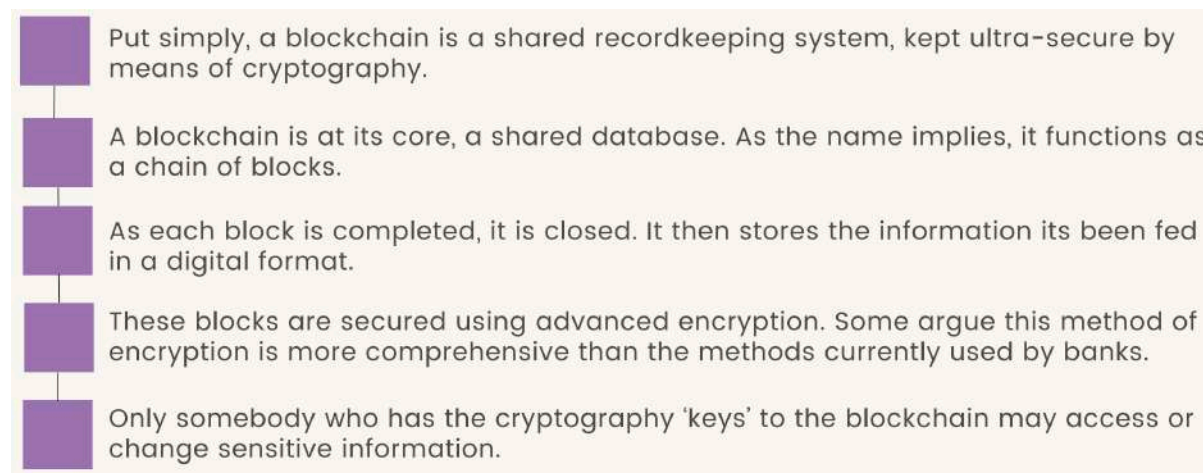
Yet, obstacles still remain in the present NFT ecosystem; securing intellectual property rights proves difficult when identifying actual copyright holders isn't straightforward. As such cases of author copyright infringement may rise; calling for legal protections on ownership and verification mechanisms to combat forgery.

The CULTURALVERSE team is ready to tackle this challenge by launching a ground breaking trading platform set to revolutionize the NFT market across culture and art while addressing these pressing issues. With an emphasis on transparency and collaboration in our trading environment, we aim to connect diverse forms of cultural and artistic creations through the wonders of NFT technology. Get ready to experience CULTURALVERSE – where art and technology converge to redefine creativity as we know it!

## BLOCKCHAIN, NFTS & FINANCIAL MARKETS

While many financial institutions are quickly learning the benefits blockchain technology has to offer, widespread adoption is still being faced with some hesitation.

So, what is blockchain?



While only certain individuals may change the data, in the case of a public blockchain, anybody may access the information. In other words, it is open source. This dynamic of secure and accessible information is what makes it so useful.

What makes a blockchain beneficial for financial institutions like banks and credit unions is this combination of advanced security and transparency. Blockchains are often used for transaction records, but they can store all kinds of sensitive information.

Embracing the capabilities of this technology will empower credit unions, banks and insurance providers. Blockchain grants the ability to perform more transactions, identify clients faster and do all of this at an unprecedented speed.

**For example:** In a situation where blockchain is not used as the internal database, an employee at a bank may have the access and means to look at a client's information. This isn't possible with a blockchain. Without the 'keys' - a set of codes or passwords, no one can access sensitive data. Security of information is right at the top of the long list of blockchain benefits for financial service providers.

### Future of the Financial Markets

Non-Fungible Tokens (NFTs) are one of the latest related technologies to emerge that financial service providers may be interested in embracing.

An NFT is a special token, based on the same technology as cryptocurrency and blockchain. When we say special, we mean truly one-of-a-kind.

They contain a digital signature that is impossible to be duplicated, exchanged, or copied.

It cannot be replaced with something else. That's one of the reasons they sell for so much money - depending on what they are. There's been a trend of artists selling their creations. Even Jack Dorsey - the CEO of Twitter - sold his first tweet for \$2 million.

### **What does this have to do with the financial markets?**

NFTs may transition the markets of today to be more efficient. Rather than using a physical asset, the safety presented by this technology provides an opportunity to digitize.

Being that it is non-fungible, this makes NFTs suitable for many applications in the financial markets. They are in essence, a digital asset.

While we're still several years away from true mainstream adoption, it's likely we will begin to see NFTs being used as land titles, real estate, and other assets in the future.

### **The Resounding Impact of Blockchain on Financial Services**

The capabilities of blockchain technology are already being recognized by some CIOs from credit unions and banks who have begun prioritizing integration.

Integrating blockchain early is going to allow these fast-moving banks and credit unions to keep cryptocurrencies and NFTs as personal assets. The admittedly volatile nature of this is still a deterrent to some institutions, but adoption continues to grow.

### **Blockchain Is Already Gaining Momentum**

Data is at the heart of informed business in just about every sector imaginable, but nowhere is this dependency more prevalent than in financial sectors. As we prepare to enter the third decade of blockchain technology, more of these businesses are getting wise to the power of this open source record keeping.

The blockchain market is projected to grow from USD 4.9 billion - in 2021, to USD 67.4 billion, calculated at a Compound Annual Growth Rate (CAGR) of 68.4%. Much of this growth is due to the extent to which blockchain solutions are being adopted by the financial markets. Also, sectors that deal with sensitive data and cybersecurity are driving the growth of blockchain, along with extensive venture capital investment and funding.

## WHAT IS CULTURALVERSE?

Culturalverse.io (CULTURALVERSE) is an initiative designed to unite a diverse community of culture heritage antique collectors, artists, gallery proprietors, investors, and enthusiasts by exploring the cutting-edge technological prospects of art and the emerging digital economy.

The CULTURALVERSE NFT trading and marketplace platform seeks to establish an interconnected network of users devoted to the realm of cultural heritage collection assets, art, and digital culture. This ground breaking project aspires to transform the collector's shopping experience by incorporating interactive and multimedia features.

Our platform will facilitate the auctioning, exchanging, purchasing, and selling of NFTs with artistic significance. Additionally, it will provide a framework for promoting specialized events, spotlighting select artists or novel experiences; such as rewards for token holders who support the project and deserve acknowledgment. CULTURALVERSE welcomes creators and promoters of digital art initiatives with open arms.

We aim to present a platform showcasing exclusive digital creations produced by antique collectors, artists, authors, and multi-disciplinary creators. Moreover, we are committed to supporting artists who have yet to explore the world of cryptoart and offering them a unique opportunity to promote their work.

CULTURALVERSE is a project with a global vocation, an artistic and technological experience in a constantly changing and evolving environment. We want to devote special attention to certain communities by listening to their needs, such as the launch of the first marketplace in Asia, as well as creating parallel integrated projects to allow musicians and designers to promote their creations.

It is a project with a collaborative vocation, which wants to respond to the great demand that is being created around digital culture assets on the network, but in a serious and inclusive way.

CULTURALVERSE is a meeting point for antique collectors, art experts and curators, established creators and new talents. A marketplace where collectors, artists and creators will be able to create their digital works or NFTs through a completely secure minting process certified by blockchain technology. It will offer security, trust and an efficient environment where all participants will feel part of a common project.

## WHO WE ARE

CULTURALVERSE is a result of a skilled technical and human team working together to bring this project to life, alongside a global community of users that make it possible. This diverse community comprises artists, amateur art experts, and investors, all playing a crucial role in the growth and success of CULTURALVERSE.

Our CULTURALVERSE platform management team consists of professionals with expertise in computer engineering, production, art direction, and audio visual communication. In contrast to similar enterprises in the blockchain industry, our primary objective is to add value to the creators' work rather than merely amassing content. We aim to enhance talent and foster the growth of this emerging economy.

With over 20 years of experience in communication and brand strategy fields, our technologists and business professionals are committed to ensuring the long-term success and future vision of the CULTURALVERSE project. Our seasoned team has successfully positioned various cultural projects, ranging from innovation centres to design, antique, art, music, and dance festivals.



## INTRODUCTION

The NFT for culture success CULTURALVERSE business model combines the power of non-fungible tokens (NFTs) with the ever-evolving world of culture and art. NFTs, in their essence, are unique digital assets that authenticate ownership and provenance through blockchain technology. In the cultural realm, this model enables artists, musicians, writers, and creators to monetize their work directly by tokenizing it as a limited edition or collectible item. This approach revolutionizes traditional revenue streams by cutting intermediaries and empowering creators to directly benefit from their creations. Additionally, authenticity and scarcity are guaranteed thanks to the immutability of blockchain records, fostering trust among buyers who seek genuine cultural artifacts. The NFT for culture success business model not only promotes financial gains but also expands opportunities for artistic growth and exposure in an increasingly digital and globalized world. As more creatives embrace this innovative avenue, the boundaries between artistry and entrepreneurship continue to blur, marking an exciting new era for culture's commercialization and appreciation.

## CULTURALVERSE MISSION STATEMENT

### Discovering and Supporting Creators

We believe in the power of creativity and aim to provide a platform that celebrates it. Our mission is to continuously seek out new artists and digital creators, inviting them to be part of the vibrant CULTURALVERSE community. With each NFT sale, we are able to achieve our goal of fostering and promoting cultural and artistic excellence.

### Establishing a Professional and Engaging Platform for the Exchange of Cultural and Artistic Works

Our mission is to construct a transparent, trustworthy, and highly engaging trading environment for the exchange of cultural and artistic creations. We aim to streamline and bring clarity to the convoluted and obscure transaction processes that currently exist by utilizing an NFT transaction platform. By inviting public institutions such as galleries, museums, performance halls, and copyright holders to directly register their artwork, we ensure expert evaluation and curation every step of the way within our innovative ecosystem.

### Advancing the NFT Integration of Diverse Creations

At present, NFTs are predominantly utilized for images and animated GIFs, which fails to fully realize the potential of diverse creative efforts and their outcomes. To encourage the adoption of NFTs across all spheres of culture and art, the CULTURALVERSE platform is dedicated to streamlining the NFTization process for an extensive range of content, including text, visuals, audio, video, XR, interactive HTML, and more.

### Cultivating Ownership in Artistic and Cultural Expressions

At CULTURALVERSE, we are dedicated to fostering an engaging atmosphere for individuals to appreciate and invest in artistic and cultural works. Our approach includes curating diverse exhibitions and performances in both physical and virtual spaces (Metaverse), broadening opportunities for public interaction. Furthermore, our commitment to showcasing established as well as emerging talents ensures a dynamic and enriching experience for all.

## **Elevating the Ecosystem**

Presently, the NFT art distribution sector maintains a structure that inadvertently excludes numerous offline artists and their creations. CULTURALVERSE aims to actively collaborate with these offline entities and creators by offering an appealing rewards system, accompanied by diverse Metaverse exhibition opportunities and seamless virtual transaction systems. This initiative strives to establish a robust culture and art trading ecosystem, while consistently broadening its reach within the global market of cultural and artistic works.

## **CULTURALVERSE VISION STATEMENT**

Our vision is to create a future where events in the real world are seamlessly mirrored in the metaverse, effectively bridging the gap between physical and virtual realms.

The term "metaverse" is gaining traction as an emerging concept representing the next evolution of internet experiences. While it has captured global attention, its true meaning often remains unclear.

Numerous similar ideas have existed for some time under various labels and classifications. In order to elucidate the essence of the metaverse (as well as dispel misconceptions), a more refined explanation is required—one that highlights novel and significant aspects while dismissing irrelevant elements.

Ultimately, the metaverse signifies a profound digital transformation where isolated digital encounters merge into one cohesive, immersive, and accessible experience.

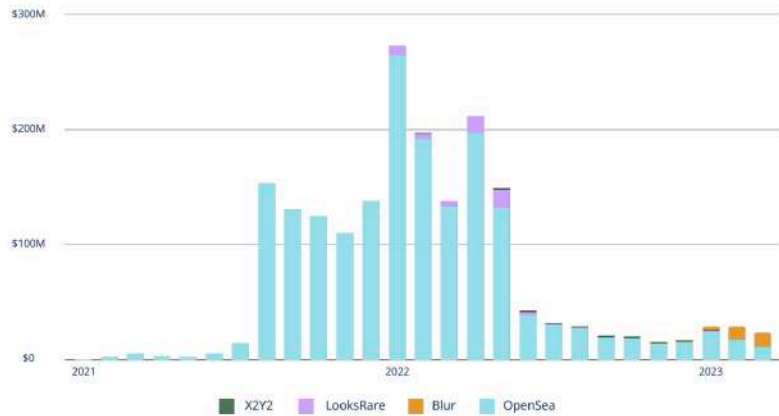
To realize this ambitious objective, CULTURALVERSE is actively fostering partnerships with galleries, museums, and creative collectives—both domestically and internationally—through curating diverse exhibitions within the metaverse.

## ABOUT THE CULTURE HERITAGE

**NFT creators have earned more than \$1.9 billion in royalty revenues**

Transfer-based royalties are under fire due to a lack of viable on-chain enforcement. The industry is exploring alternative solutions.

NFT creator royalties paid by marketplace (on Ethereum)



Source: Flipside Crypto. Data is as of 3/31/2023.

Cultural heritage as “cultural and creative resources of a tangible or intangible nature, with a value for society that has been publicly recognized in order to preserve it for future generations”.

Attention to the protection of cultural heritage can be seen since the 15th century in the first laws for the protection of monuments and works of art. The 1954 UNESCO Convention for the Protection of Cultural Property in the Event of Armed Conflict is the first international treaty developed in response to the destruction and looting of monuments and works of art during World War II. Initially, international law relating to the protection of cultural heritage was born with limited objectives for the protection of cultural heritage in times of war. To expand this treaty, in 1970, the UNESCO Convention on the Means of Prohibiting the Illicit Import, Export and Transfer of Ownership and Cultural Property was issued with the aim of preventing the illicit trafficking of goods even in times of peace. In this way, the member states agree to try to prevent the acquisition or import of illegally removed cultural heritage pieces.

Cultural heritage is an expression of the ways of life developed by a community and handed down from generation to generation, including customs, practices, places, objects, expressions, and artistic values. Cultural heritage is often expressed as intangible or tangible.

Therefore, cultural heritage produces tangible representations of the systems of values, beliefs, traditions, and lifestyles and contains visible and tangible traces from antiquity to the recent past.

Recently, several scholars focused their attention on digital transformation related to cultural heritage. Cultural institutions are exploiting the advantages and opportunities of new technologies with the aim of achieving different purposes, from the design of new value

propositions, to the involvement of consumers, to attention to improving customer experience.

The digitization of cultural heritage, show how digitization can be a tool that facilitates the protection and regeneration of cultural heritage and its intrinsic values. Indeed, scholars agree that the usefulness of digital technologies in the service of cultural heritage, already widely acknowledged in the field of conservation and valorisation (3D modelling, virtual tours, cataloguing of assets, diagnosis of pathology problems, etc.), has been enriched by a new vision in which, rather than replacing traditional methods of conservation, valorisation, and enjoyment of cultural heritage, complement, support, and improve them in order to make “cities and human settlements inclusive, safe, resilient and sustainable”.

Therefore, cultural heritage also has a legacy value, that is, a value associated with the satisfaction obtained from knowing that the object is preserved for the future generations.

### **Blockchain Provenance and Authenticity**

The value of cultural heritage lies in its authenticity and quality and intangible values linked to it. These factors contribute to the uniqueness and non-reproducibility of the cultural asset. However, digitization seems to have soothed the authenticity of the culture as the copy of an asset can be edited, reproduced, and distributed at little cost.

Technology allows us to overcome these problems related to the authenticity and provenance of works and cultural contents. Blockchain can be used to create an immutable register that includes the type and category of cultural property and all the activities that are performed and authorized on assets that are considered cultural heritage. In line with what happens for the agri-food sector, even in the cultural heritage industry, blockchain can enable higher levels of security on the right of ownership of an asset, acting as a guarantee of authenticity from the origin of the creative product to the distribution to the consumer.

The introduction of Blockchain in cultural heritage documentation will provide an invaluable, universal, and immune timeline of cultural heritage documentation records, safeguarding the validity of data and the value of tokens and facilitating in the most effective way the resolution of ownership and enhancement problems for future generations.

The loss of cultural heritage assets is a great threat to this sector. Over the years, natural disasters have affected cultural heritage, affecting not only the works but also their catalogs. Today, centralized databases or paper documents are still used for the cataloging of cultural heritage. These tools can easily be subject to falsification or cancellation. For these reasons, blockchain technology appears to be an effective tool for protecting and making digital archives of works of art secure and immutable.

The theme of authenticity is closely linked to that of provenance, central to the cultural heritage sector. Although the blockchain cannot definitively eliminate the behavior of malicious people, at the same time, it raises the problem of proving the right of ownership of cultural assets.

If a blockchain database becomes a registry of title, meaning legal ownership, then the legal ownership of the work is inseparable from the blockchain provenance. Without transfer of the blockchain record, the artwork's title does not transfer.

## **Tokenization and Fractional Equity**

Tokenization consists of the process of converting a right on an asset (usually owned) into a token, digital information, which is then issued on a blockchain platform for its exchange between users. This business is governed by one smart contract. In the artistic field, we speak of security tokens, which are considered a financial instrument. Recently, it is a common idea to link the impact of blockchain in the cultural heritage industry to the birth of the CryptoArte phenomenon. In detail, as the example of the SuperRare gallery and explain that when an artist uploads a work of art, it creates a transaction in the Ethereum blockchain. This transaction creates a token, uniquely associated with the work of art, and transfers it into the artist's cryptographic wallet.

Tokenization makes the work a unique resource and permanently connected to the blockchain. In this way, the work can be subsequently exchanged, traded, or held by collectors, just as any other rare artifact can. The blockchain enables, a fair trade in cultural and ancient heritage. In fact, with the decoupling of property rights and the possibility of shared income, users who are geographically separated can purchase a token that represents part of the project and/or cultural asset, intensifying the enhancement of ancient assets and support for culture. Recently, a decentralized system that transforms cultural assets into NFTs that can be exchanged in an online marketplace. The supporters give donations to earn their share of protection and maintenance rights.

## **Rights Management and Protection**

The concept of scarcity has changed. Indeed, if before the cultural industries limited the circulation of works of art, today, scarcity would seem not to be a threat to the value of the work; rather, the free circulation of unauthorized copies can contribute to making the asset more precious and, therefore, to increasing its financial value. Scholars have sought to explore how blockchain technologies are established to reintroduce the concepts of scarcity, authenticity, and originality, which have now ceased to make sense, into freely reproducible digital artwork.

Thanks to the use of an asymmetric encryption mechanism and the possibility of affixing an immutable digital signature on documents relating to individual works of art, the blockchain appears as a suitable tool for the digital protection of works of art . The security and permanency of blockchain technology is a solution for authenticating the ownership and identity of the first original copy.

Therefore, blockchain technology can protect and manage the intellectual property of works of art, as well as the corresponding digital documentation, which is very often subject to loss

and/or cancellation. In this way, the value of the works of art can be increased, as the uniqueness and rarity of the goods are objectives that can be achieved.

Therefore, the attempts to tie digital art to blockchain and IP theory resemble an established tradition of trying to legitimize ownership of creative expression. However, the scholar also criticizes the use of technology, stating that the use of the blockchain and entrusting the value of works of art to the control of algorithmic units can facilitate the financialization of digital art and at the same time limit the art agency, the rights of creators, and control over their work.

# “Web 3.0,” NEW FRONTIER OF DIGITAL ECONOMY

Great products get built regardless of financial upswings and downswings



**Financial cycles** fluctuate unpredictably, often based on macroeconomic conditions.



**Product cycles** are more predictable, often based on consumer behavior and broader tech trends.

S&P 500 performance and tech company year founded



Source: Pitchbook, Yahoo Finance. Data is as of 3/31/2023.

The “Web 3.0” is now attracting the attention of IT companies around the world, and is being viewed as the next-generation frontier in the Internet and digital fields. While there are various interpretations regarding the strict definition of the Web3.0, there is no disagreement that, following on the heels of the “Web1.0” era mainly based on emails and websites, and the “Web2.0” era characterized by the introduction of smartphones and the spread of social network services, a new wave of technological innovation is fundamentally overturning the structure of the Internet and the digital economy. In the Web 3.0 era, the digital economy is expected to shift towards a more decentralized network based on blockchain technologies such as NFTs and crypto assets, where independent users are directly connected to each other without being dependent on a specific platform.



**Web 1.0**  
read-only  
static



**Web 2.0**  
read-write  
interactive



**Web 3.0**  
read-write-trust  
verifiable



## NFTs As A Catalyst In The Web 3.0 Era

CULTURALVERSE NFTs are considered to be the catalyst that will powerfully expand the digital economy in the Web 3.0 era. NFTs, which can prove the uniqueness of digital assets and the authenticity of their transactions on a blockchain, have made it possible to add rarity to digital assets and dramatically increase their economic value.

In addition, by using NFTs and crypto assets as proof of community membership, rewards, and payment methods, a new form of organizational governance and project execution (Decentralized Autonomous Organizations) can be created that allows diverse stakeholders who share the same mission to participate. Such "DAOs" are beginning to emerge in globe, and their potential as a new tool for revitalizing local communities and solving social issues is attracting attention. In addition, there is an accelerating movement toward the realization of a form of finance in which individuals support their own financial needs (decentralized finance, hereinafter referred to as "DeFi") and the "metaverse", a virtual exchange space that transcends gender, nationality, region, race, and other factors.

These efforts can serve as the basis for a new way of growth and distribution that focuses more on creators and authors, person-to-person connections, and communities, as opposed to the current structure which is built on centralized data, captive users and shareholder-centred capitalism.

CULTURALVERSE looks ahead to the Web 3.0 era that we are now entering, and focuses not only on the issues specific to NFT businesses, but comprehensively addresses issues and solutions for the development of rules for crypto assets (including stable coins), which are the main payment method for NFT transactions, and the blockchain ecosystem as a whole, which is the foundation of Web 3.0.

### The world's biggest brands are exploring web3, beginning with NFTs



Starbucks starts NFT-based loyalty program.



Tiffany & Co. crafts jewel-encrusted pendants for CryptoPunks NFT owners.



Budweiser purchases beer.eth ENS name and debuts multiple NFT collections.



DraftKings opens marketplace focused on mainstream NFT accessibility.



Reddit mints 5 million collectible avatar NFTs.



Nike makes NFT platform .Swoosh for digital sneakers.



Nickelodeon bases NFT collectibles on Rugrats and Hey Arnold! characters.



TIME introduces NFT initiative TIMEPieces.



Adidas Originals creates NFT collection *Into the Metaverse*.



Porsche launches NFT collection and virtual experiences centered around the iconic Porsche 911.



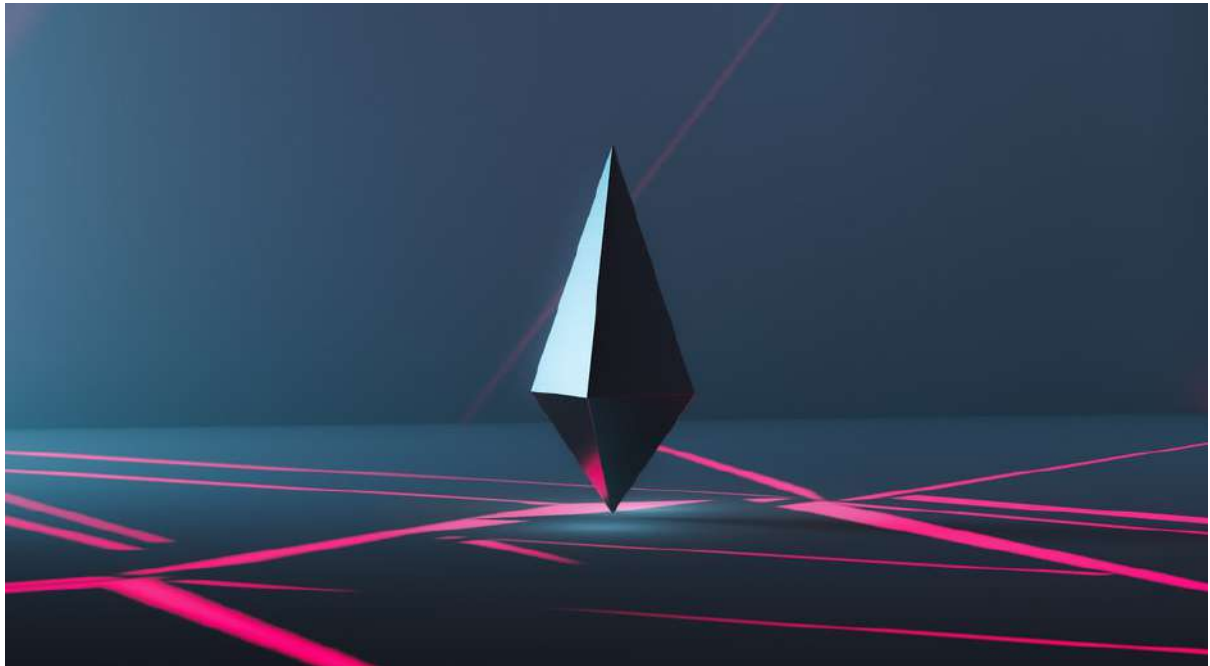
Gucci showcases collectible NFTs in art exhibit called *The Next 100 Years of Gucci* and partners with Yuga Labs' metaverse project.



Louis Vuitton lets players collect NFTs in a self-branded mobile game.



# CULTURALVERSE TECHNOLOGY ON POLYGON NETWORK



With the boom of the NFT market, one of the major issues facing enthusiasts is the scalability of the Ethereum network. The challenge translates into high transaction fees, negative impact on the environment and slow performance of the network, as well as high costs of minting NFTs. CULTURALVERSE is addressing all of these issues to create a truly superior NFT marketplace.

To address the transaction problems, the Ethereum network is undergoing an upgrade to Ethereum 2.0, which will address many of these issues while transitioning the consensus mechanism from Proof of Work to Proof of Stake. However, this upgrade will take time. Meanwhile, it's imperative to find other solutions as the demand for NFTs and DeFi transactions is experiencing tremendous increase.

To this effect, the CULTURALVERSE platform technology has decided to launch with Polygon. Polygon can be termed as the Swiss army knife of Ethereum scaling due to having multiple architectural approaches to provide a solution.

## What is Polygon?

Polygon is known as the second-layer solution for Ethereum that uses an adapted version of the Plasma framework. Polygon offers faster processing time for transactions along with lower fees. Previously known as MATIC, it was rebranded as Polygon in February 2021 while retaining its MATIC token name.

## Key Features and Takeaways of Polygon

Polygon is not a new concept, but it has become one of the most popular solutions in crypto space that has the following key features and functionalities: -

Polygon is an underlying technology solution, powering hundreds, even thousands, of decentralised applications (DApps) simultaneously.

End-users who run DApps on Ethereum are not aware that Polygon is doing all the work in executing those DApps, making Polygon "Infra", which involves two stages. In the first stage, outgoing transactions are created on the Ethereum blockchain and a special smart contract tracks the user's interaction with Polygon. The second stage involves an incoming transaction which is created on the Polygon blockchain.

To perform transactions, DApps make use of the user interfaces. The data from these transactions are stored on the Polygon blockchains.

Polygon, apart from the function that it serves, is also scalable through dedicated blockchains, scalable consensus mechanisms, and custom WebAssembly (WASM).

Polygon uses the Proof of Stake (PoS) consensus mechanism along with a unique cryptocurrency architecture called Heimdall.

The validators on Polygon intermittently perform proofs of blocks which are produced by block producers periodically. These checks settle all transaction disagreements which may occur on the sidechain by using cryptographic proof.

The Heimdall architecture chooses random block producers from a pool of validators that participate in the Polygon network. This architecture sets Polygon apart from traditional PoS blockchains that allow anyone to participate in validation and the production of blocks.

Because Polygon employs this architecture, it ensures that there are high levels of security along with high scalability in the PoS consensus mechanism.

Polygon is secured by a permissionless group of random validators and checks in addition to the PoS being checked against the Ethereum blockchain. This is because the PoS chain of Polygon being a Ethereum Virtual Machine (EVM) compatible sidechain.

MATIC is the native token of Polygon that powers the network. It also provides an ideal scaling solution for Ethereum by delivering several Layer-2 sidechains which run alongside the Ethereum mainchain.

Users can place their Ether (ETH) in Polygon smart contracts which will convert ETH into MATIC in a 1:1 peg. Users can then interact with MATIC on the network, pay transaction fees, participate in the PoS consensus mechanism, and more.

Users are also given the freedom to convert their MATIC back to the Ethereum Mainchain as ETH.

MATIC has seen significant growth, especially at the start of 2022, rising more than 7000%, subsequently beating the 259.7% increase of Bitcoin and the 90.27% increase in ETH. As of May 2021, the market cap of MATIC is more than 88 billion ZAR, with a circulating supply of more than 5 billion tokens.

The multi-chain system of Polygon is like other Ethereum-based ecosystems but only in the basic, initial setup.

## The Benefits of Using Polygon for NFTs

Polygon Network, previously known as Matic Network, has gained popularity in the realm of NFTs due to several advantages it offers compared to other blockchain networks like Ethereum and Binance Smart Chain (BSC).

**Scalability:** Polygon addresses Ethereum's scalability issues by providing a scaling solution. Its Layer 2 technology enables faster and cheaper transactions compared to the Ethereum mainnet. This is particularly beneficial for NFT marketplaces dealing with high volumes of transactions.

**Low Transaction Fees:** Polygon significantly reduces transaction fees, making it more cost-effective for users to mint, trade, and interact with NFTs. This is a stark contrast to Ethereum, where high gas fees have been a major concern for NFT creators and buyers.

**Interoperability:** Polygon is compatible with Ethereum, allowing easy migration of projects and assets from the Ethereum network to Polygon. This interoperability ensures that projects can benefit from Polygon's advantages while still maintaining connections with the larger Ethereum ecosystem.

**Ecosystem Support:** Polygon has been actively building an ecosystem that supports various DeFi and NFT projects. This includes developer-friendly tools, infrastructure, and partnerships, fostering growth and innovation within the NFT space.

**Security:** While offering scalability, Polygon maintains a high level of security through its integration with Ethereum's security model. This provides a level of trust and reliability for NFT transactions and storage.

**Community and Adoption:** Polygon has garnered a strong community and adoption among developers and projects due to its performance and cost advantages. This community support can lead to faster adoption and integration of NFT marketplaces.

**For NFT marketplace operators, adopting Polygon can bring several advantages:**

**Reduced Costs:** Lower transaction fees mean reduced operational costs for NFT marketplace operators, attracting more users and allowing for a more vibrant marketplace.

**Enhanced User Experience:** Faster transaction times and lower fees improve the overall user experience, leading to increased user engagement and retention.

**Scalability:** Handling a larger volume of transactions becomes more feasible on Polygon, allowing marketplace operators to scale their platforms without the bottlenecks experienced on other networks.

**Ecosystem Integration:** Access to Polygon's growing ecosystem means easier collaborations and integrations with other projects and services within the Polygon network.

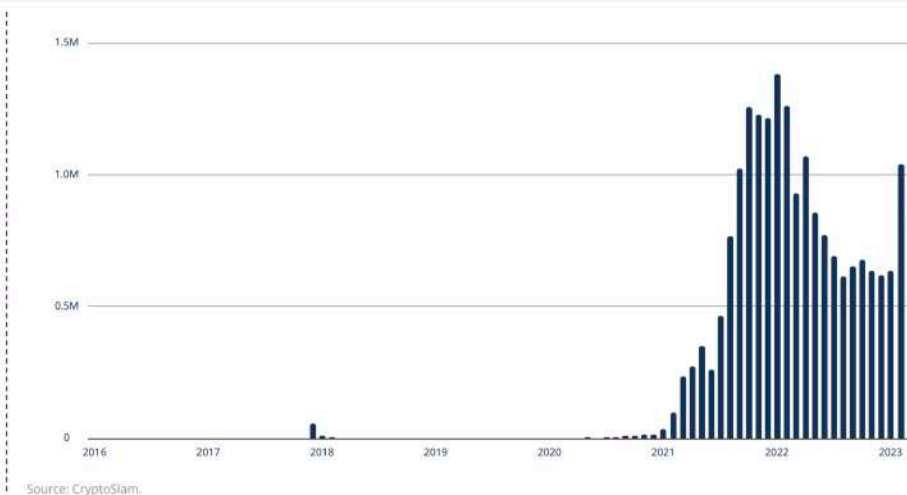
The combination of these benefits positions Polygon as an attractive option for NFT marketplaces looking to offer a more efficient, cost-effective, and scalable platform for creators and collectors.

## NFTs DIGITAL ASSETS INVESTMENT OPPORTUNITY

After a speculative period, the number of NFT buyers appears to be rising again

### NFT Buyers

Number of unique on-chain addresses that made at least 1 NFT purchase during the month.



In recent years, the rise of non-fungible tokens (NFTs) has created a new avenue for investing in digital assets. NFTs are unique digital tokens that represent ownership or proof of authenticity of a specific item or piece of content, such as artwork, music, or even virtual real estate. This emerging market has caught the attention of Gen Z investors, who are always on the lookout for innovative and diverse investment opportunities.

One area where NFTs have gained significant traction is in the realm of cultural heritage. Cultural heritage NFTs allow individuals to invest in and own digital representations of culturally significant artifacts, artworks, or historical landmarks. This presents an exciting opportunity for Gen Z investors to not only diversify their portfolios but also contribute to the preservation and promotion of cultural heritage.

The globalization of investment opportunities through cultural heritage NFTs offers several advantages for Gen Z investors. Firstly, it allows them to invest in assets that hold both financial and cultural value. By owning a piece of cultural heritage digitally, investors can participate in the appreciation of its value over time while also supporting the preservation and accessibility of these important artifacts.

Secondly, investing in cultural heritage NFTs provides Gen Zers with a chance to engage with their own history and culture on a deeper level. It allows them to connect with their roots and explore different aspects of their heritage through digital means. This can be particularly appealing for young investors who are passionate about their cultural identity and want to actively contribute to its preservation.

Furthermore, investing in cultural heritage NFTs aligns with the values of diversity and inclusion that are important to Gen Z. By supporting projects that digitize and showcase cultural artifacts from around the world, young investors can help promote a more inclusive

representation of global heritage. This not only enriches their investment portfolios but also contributes to a more diverse and interconnected cultural landscape.

It's worth noting that while cryptocurrency remains the primary investment choice for many Gen Z investors, cultural heritage NFTs offer a unique opportunity to diversify their holdings. With the rise of NFTs, cultural heritage has emerged as a unique and exciting investment opportunity for Gen Z. These digital assets allow individuals to own a piece of history, preserving and celebrating cultural artifacts in a digital format. By investing in cultural heritage NFTs, Gen Zers not only contribute to the preservation of their own heritage but also gain exposure to a diverse range of global cultures.

The globalization of investment opportunities through NFTs offers Gen Zers the chance to create a more diversified and robust portfolio. Traditionally, investing was limited to stocks, mutual funds, and cryptocurrencies. However, with the advent of NFTs, individuals can now invest in intangible assets that hold significant cultural value.

It is interesting to note that 55% of investing Gen Zers are primarily invested in cryptocurrency. This generation has shown great enthusiasm for digital currencies like Bitcoin and Ethereum due to their decentralized nature and potential for high returns. However, by expanding their investment horizon to include cultural heritage NFTs

### **Top Most NFT-Interesting Nations**

According to data findings, Singapore emerged as the country most interested in NFTs, accumulating a monthly search volume of 18,717 per million people. Following the trend, Hong Kong, Canada, and the United States took the top five spots on the shortlist.

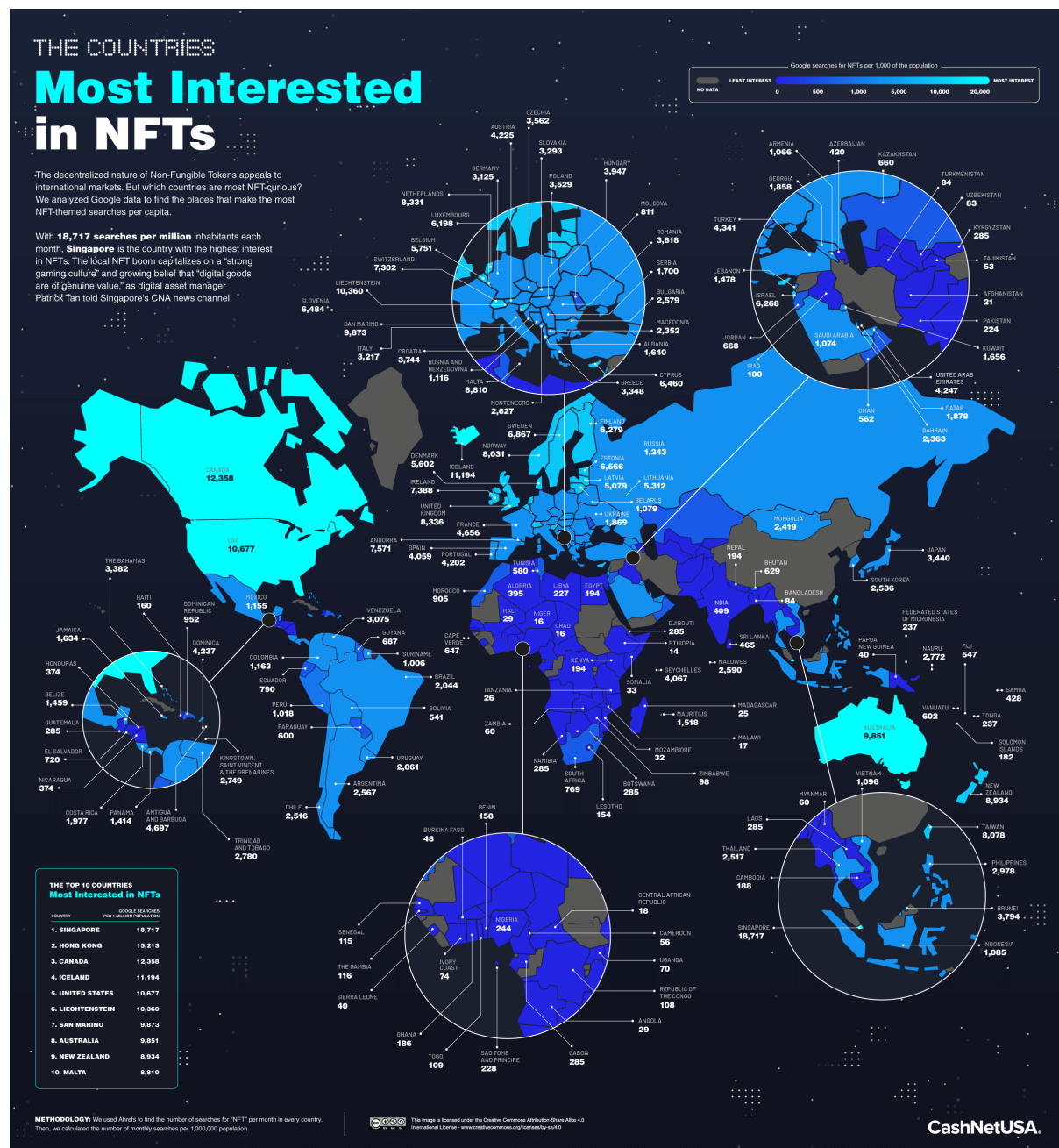
With an astounding 862 positive tweets per 1,000 NFT-related tweets, Montenegro topped the list in terms of likes and dislikes. Vietnam, France, and Colombia rounded out the top five rankings. The top five nations with the most critical tweets per 1,000 NFT tweets were Kosovo, Nicaragua, Ireland, and Poland.

The research team looked at the top NFT initiatives worldwide before summarising. The most popular project according to searches was Axie Infinity, with Decentraland, Sorare, and Bored Ape Yacht Club rounding out the top five. When compared to initiatives that were solely focused on art, the research demonstrates that gamified projects have performed so well globally in the early days of Web 3.

### **NFT Market Forecast: Will NFTs Rebound in 2024?**

The NFT market is declining in almost all indicators despite being well-received in a handful of nations. The NFT market slump started around the middle of last year and has resulted in enormous losses for several NFT projects. A prime example is Bored Ape Yacht Club, whose NFT floor price has decreased by more than 70%.

The market for non-fungible tokens has a great chance of making a comeback in the upcoming weeks or months. There are around 13.95 million NFT users as of 2023, but that number is anticipated to rise to 19.31 million users by 2027.



Ref: <https://www.cashnetusa.com/blog/nft-around-the-world/>



## INVESTORS PLAN

Three out of four investors report regrets about how they invested in 2022, and 85% now plan to change how they invest in 2023 according to a new survey from SoFi, the digital personal finance company. The first-ever SoFi Investor Study surveyed 1,000 investors in the U.S. about how they managed their portfolios in 2022, their general sentiment about the market, and their predictions for 2023. In 2022, investors endured wild market volatility, rising interest rates and a crypto winter, and they're facing more potential headwinds in 2023.

### Reflecting on Investing in 2022

While 2022 was a rough ride for many investors, most stayed the course, with 93% reporting they continued to invest despite the environment. While staying in the market, many regretted some of their choices over the last year, with the most common regrets for investors in 2022 turning out to be:

- Not buying more cryptocurrency at lower prices (18%)
- Not buying more stock when the market started to decline (16%)
- Not selling stock before the market started to decline (15%)

One of the biggest challenges to the economy in 2022 was white hot inflation, but respondents were divided on how they felt about its impact on their investment strategies over the last year despite the toll it took on people's wallets. In fact, 39% of respondents said they want to invest more (despite inflation), 33% said inflation made them want to leave their investments alone, and only 28% said inflation made them want to invest less. The group of investors least spooked by inflation? Gen Z, with the new generation of investors making up the biggest group of investors reportedly wanting to invest more despite inflation.

### Life & Investing in 2022

Recent economic conditions took their toll on investors in more ways than just financial, with many people stressing over investments. Investors coped with the stress of market fluctuations in a variety of ways. According to the findings, almost half engaged in other hobbies to take their minds off their investments (41%). Notably, a third of investors completely stopped checking their balances (31%), embracing "out of sight, out of mind" to help get through a tough year and stay the course on their investments. However, the impact of the market ups and downs went beyond simple stressors. One-third (33%) of respondents reported that the market conditions caused them to cancel or delay plans or purchases because of money lost on investments in 2022.

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### Investors Planning for 2023



Considering all the ups and downs of 2022, it's no surprise the majority of investors reported wanting to make changes in 2023. The most common changes respondents reported they'd make are:

- Increasing investments (21%)
- Conducting more research (19%)
- Working with a financial advisor (14%)

It's clear optimism continues to reign among investors. Even despite the crypto winter that kicked off in 2022, 78% of crypto investors were either confident or cautiously optimistic that the crypto market will rebound in the future. Other key findings from the 2022 SoFi Investor Study:

- Investors are flocking to non-stock investments amid volatility. In 2022, nearly all of respondents invested in non-stock related assets. While crypto was the most common, Certificate of deposits (CDs), private equity funds, real estate investment trusts (REITs) and gold or other commodities are most popular.
- Men continue to out-invest women. Of those who reported not investing in 2022, 56% were women, highlighting that there is still more opportunity for women to jump into the market. When it comes down to dollars invested, men are more likely than women to invest big bucks in their portfolio.
- Market volatility led some investors to make impulsive portfolio changes. Over one-third of respondents said they made impulsive investment decisions in 2022 due to the year's ups and downs. Gen Z, experiencing their first market downturn, was the most likely to act impulsively, with nearly one-third admitting to acting rashly this year in response to the market swings.

# CULTURALVERSE MARKETING STRATEGY

When it comes to marketing strategies for a cultural heritage NFT platform, several key considerations should be taken into account.

- 1. Educate and Create Awareness:** One of the primary goals should be to educate potential users about the concept of NFTs and their significance in preserving cultural heritage. This can be achieved through informative content such as blog posts, videos, and social media campaigns that highlight the benefits and value of owning cultural heritage NFTs.
- 2. Collaborate with Cultural Institutions:** Partnering with renowned museums, galleries, or cultural institutions can lend credibility to the platform and attract a wider audience. By collaborating with these institutions, the platform can showcase exclusive collections or limited-edition NFTs that hold significant historical or artistic value.
- 3. Engage with Artists and Creators:** Actively engaging with artists and creators who specialize in cultural heritage can help build a strong community around the platform. Organizing contests, commissions, or grants specifically for these artists can incentivize them to create unique royalty compensation.
- 4. Targeted Social Media Campaigns:** Utilize social media platforms like Instagram, Twitter, and Facebook to create engaging content that highlights the unique cultural heritage assets available on your NFT platform. Use visually appealing images and videos to capture the attention of your target audience. Collaborate with influencers and cultural organizations to amplify your reach.
- 5. Content Marketing:** Create a blog or resource center on your website where you can share informative and engaging content related to cultural heritage. This could include articles, interviews, and stories about the significance of different artifacts or artworks. Optimize your content for search engines to increase visibility.
- 6. Partnerships with Museums and Institutions:** Collaborate with museums, galleries, and cultural institutions to showcase their collections as NFTs on your platform. This partnership can help you gain credibility and access to a wider audience interested in cultural heritage. Offer exclusive discounts or benefits to their members or visitors.
- 7. Community Engagement:** Build an active community around your NFT platform by hosting virtual events, webinars, or live Q&A sessions with experts in the field of cultural heritage. Encourage users to share their own stories and experiences related to cultural heritage. Foster a sense of belonging and ownership within the community.
- 8. Email Marketing:** Develop an email marketing strategy to nurture leads and keep users engaged with your platform. Send regular newsletters featuring new NFT releases, upcoming events, and exclusive offers. Personalize emails based on user preferences and behavior.

9. **Influencer Collaborations:** Partner with influencers who have an interest in cultural heritage or art to promote your NFT platform. They can create content showcasing their experiences with the platform or highlight specific NFTs available for purchase. This can help generate buzz and attract new users.
10. **PR and Media Outreach:** Reach out to relevant media outlets, bloggers, and journalists to pitch stories about your cultural heritage NFT platform. Highlight the unique aspects of your platform and the impact it has on preserving and promoting cultural heritage. Seek opportunities for interviews or features in industry publications.

## CULTURALVERSE NFT SHOWCASE

Our mission is to engage people with cultural heritage and to improve history education worldwide. We help teachers, students and schools by providing them with reliable, easy-to-read and high quality educational history resources entirely for free.

### General Public

By creating an engaging and exciting encyclopaedia, we want to inspire millions to learn more about other cultures and our shared human past.

### NFT Music



A growing number of musicians have turned to blockchain technology, and specifically NFTs, as a way to mint and preserve everything from digital music, to album art, to memorabilia.

With the use of NFTs, artists can tokenize their songs and albums, provide royalties to creators and producers, and sell their digital merchandise for an additional source of income if they want. And they're being used by the likes of John Legend, Grimes and Kings of Leon. In fact, members of Kings of Leon were so enthused by the technology that they turned a never-before-released performance of their song "Time in Disguise" into an NFT, put it on a rocketship, and had it played in space — reportedly making it the first minted NFT tune to go interstellar.

Beyond their inherent cool factor, NFTs are perhaps most appealing to the music industry for financial reasons. For decades, artists have felt cheated by lopsided royalty agreements or

the lack of money-making potential on streaming platforms. But NFTs provide a way to cut out the middle person and take home a bigger piece of the pie financially.

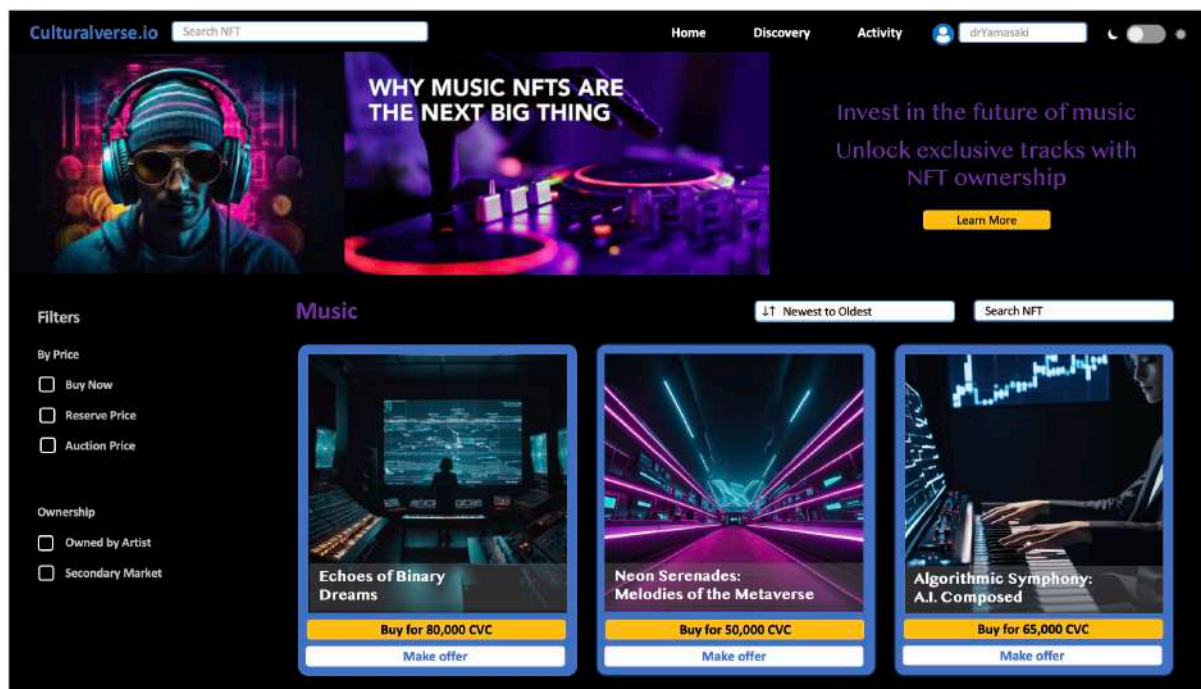
Culturalverse NFT music refers to music that is tokenized using POLYGON non-fungible tokens (NFTs) network. Essentially, our NFTs are unique digital assets stored on a blockchain that certify ownership and authenticity of a specific piece of content—in this case, music. Artists can tokenize their music as NFTs, allowing them to sell these digital assets to collectors or fans.

Culturalverse NFT music can come in various forms:

1. Original Tracks: Musicians create unique tracks or albums and tokenize them as NFTs, giving buyers ownership or special access rights.
2. Royalties and Rights: Artists may tokenize ownership of royalties or rights to their music, allowing investors to participate in future earnings.
3. Limited Editions: Artists release limited editions or special versions of their music as NFTs, providing exclusive content to buyers.

These NFTs are often sold in Culturalverse NFT marketplaces dedicated to digital assets. Buyers of NFT music may gain perks like exclusive access, limited edition content, or potential future financial benefits tied to the music's success.

However, while NFTs offer new possibilities for artists and collectors, there have been discussions around environmental concerns due to the energy-intensive nature of some blockchain technologies used for minting and trading NFTs.



## NFT Event Ticketing



Culturalverse NFT-based event ticketing involves using non-fungible tokens (NFTs) to represent tickets for events, concerts, conferences, or any type of gathering. Each NFT is unique, digitally encrypted, and stored on a blockchain, making it tamper-proof and providing ownership verification.

Here's how it works:

1. **Token Creation:** Event organizers create NFTs representing tickets. Each NFT contains unique information such as the event details, seat number, date, and venue.
2. **Sale and Ownership:** These NFT tickets are then sold to attendees through marketplaces or directly by the organizers. Once purchased, the NFT is owned by the buyer, providing a digital proof of ownership.
3. **Transfer and Verification:** NFT tickets can be transferred between owners easily, ensuring secure and transparent transactions. Attendees can prove ownership by showing their digital wallet containing the NFT.
4. **Event Access:** To gain entry, attendees present their NFT ticket either digitally (via a smartphone or other device) or by verifying ownership through a specific process at the event venue.

Real-life practical models and upcoming adoptions:

- **Music Concerts:** Some music artists have started selling concert tickets as NFTs. Owners might get exclusive content, backstage access, or other perks along with the ticket.
- **Sports Events:** Sporting leagues or teams could use NFTs for season tickets or exclusive game access, providing collectors' items for fans.

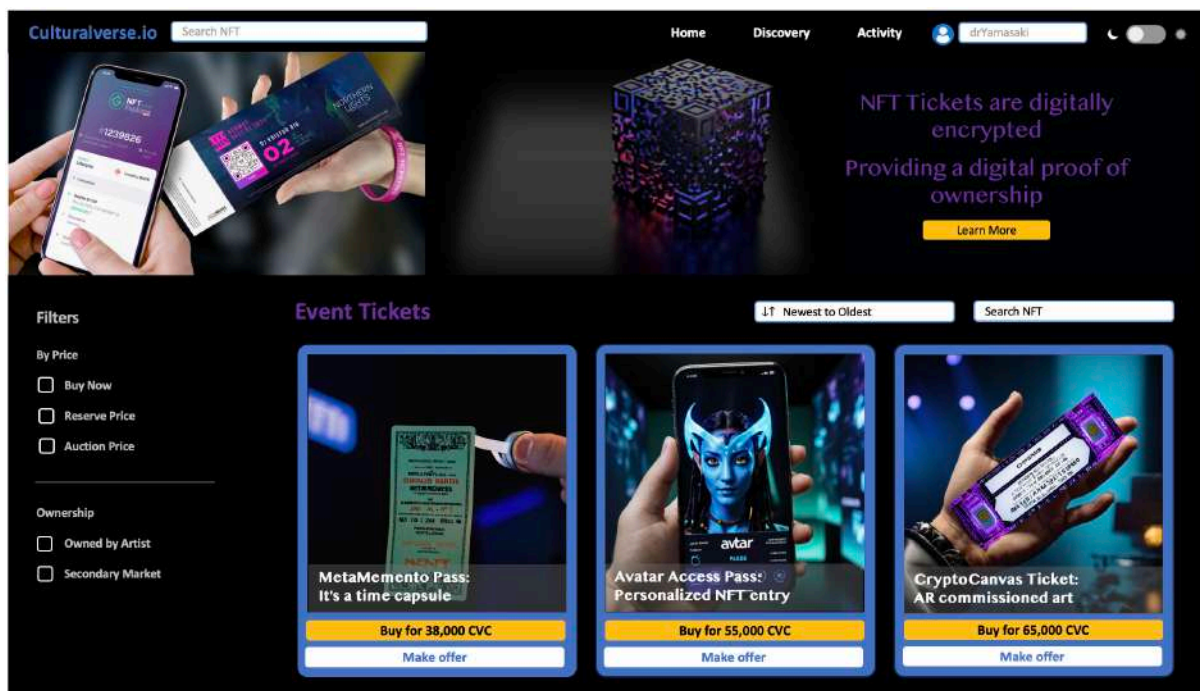


- Conferences and Summits: Tech conferences or industry events might issue NFTs that grant access to workshops, networking events, or VIP sessions.
- Art and Entertainment Events: Film festivals, art exhibitions, and theater performances could utilize NFTs for ticketing, potentially offering exclusive previews or special editions for NFT ticket holders.
- Gaming Events: Gaming conventions or eSports tournaments might issue NFT tickets granting access to competitions or exclusive in-game items.

The adoption of NFT event ticketing is still in its early stages but shows promise due to:

- Ownership and Authenticity: NFTs provide a transparent, verifiable, and unique proof of ownership, reducing ticket fraud and counterfeit issues.
- Enhanced Fan Engagement: NFT tickets can offer additional benefits or perks, fostering stronger connections between event organizers and attendees.
- Secondary Market Opportunities: Attendees can resell their NFT tickets in secondary markets, potentially benefiting both buyers and sellers.
- Blockchain Security: The use of blockchain technology ensures the security and immutability of ticket ownership data.

As blockchain technology and NFTs continue to evolve, their integration into various sectors, including event ticketing, is expected to grow, providing new experiences and opportunities for both event organizers and attendees.



## Virtual Real Estate



In order to fully understand the concept of virtual real estate, one must first understand the concept of the metaverse — a network of shared, immersive virtual worlds in which people can socialize, create, play games, shop and even work. For now, the idea of one universal metaverse remains speculative. But many tech companies are in the midst of creating it, building experiences like virtual mental health clinics, office spaces and shopping malls.

Virtual real estate is among the most important and lucrative aspects of the metaverse as it exists today, available on virtual worlds like Decentraland, The Sandbox and Roblox. Like in the real world, available land in these virtual worlds is limited, but instead of cash they're traded with NFTs. Major brands like iHeartMedia and Gucci, as well as celebrities like Paris Hilton and Snoop Dogg have staked their own digital grounds. When a person buys a plot of virtual land, the NFT representing the ownership of that parcel is transferred to the crypto wallet of that buyer, at which point they can do everything from open a virtual concert venue to build a house and charge other players rent for staying there.

Some of these virtual worlds also allow users to create, share and monetize their own NFTs in the form of clothes, furniture, gadgets and more. For example, Roblox users can monetize their own creations and sell them to other users for real money. And most of them wind up putting that money back into the platform, spending it on games or other users' creations, according to Deepak Chandrasekara, a former vice president of product management at Roblox. This creates a "free-market, user-driven economy," he told Built In earlier this year.

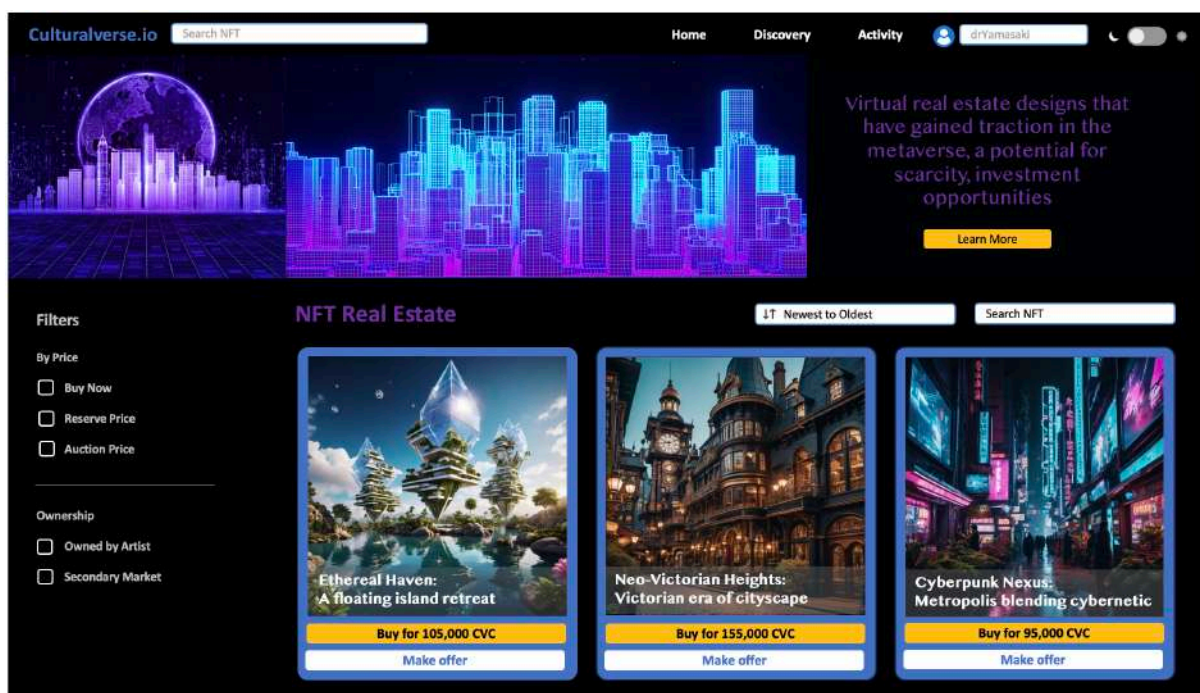
"[It's] not just about taking money out of the ecosystem, it's also about using the same virtual currency and spending it across the ecosystem," Chandrasekaran continued. "We actually have to pretty much simulate the entire world."



Virtual real estate in the metaverse has gained significant attention and acceptance within the NFT (Non-Fungible Token) community due to several reasons:

1. **Scarcity and Exclusivity:** Just like physical real estate, there's a limited amount of virtual land available in most metaverse platforms. Owning a piece of virtual real estate can grant exclusivity and scarcity, making it desirable within the community.
2. **Investment Potential:** People see virtual real estate as an investment opportunity. As the metaverse expands and gains more users, the demand for well-located or unique virtual properties can increase their value, potentially providing a return on investment.
3. **Monetization Opportunities:** Similar to physical real estate, virtual properties can be monetized. Owners can lease or rent out their spaces for events, advertising, or other commercial activities within the metaverse.
4. **Creative Freedom:** Owning virtual real estate offers creative freedom. Owners can build, design, and customize their properties, fostering unique experiences or even generating revenue through creative endeavors.
5. **Social Status and Community:** Just like owning prestigious properties in the physical world, owning sought-after virtual real estate can elevate one's status within the metaverse community, potentially leading to networking and business opportunities.
6. **Early Adoption and Speculation:** Early adopters often benefit from the speculative nature of emerging markets. Those who believed in the potential of virtual real estate early on might see substantial returns as the metaverse gains mainstream acceptance.

In essence, the NFT community finds value in virtual real estate due to its potential for scarcity, investment opportunities, creative freedom, and social status within the expanding metaverse.



## Food and Drink



Two worlds collided this month when award-winning NFT artist Kristel Bechara and Glenfiddich whisky came together in a partnership that celebrates the exclusive Glenfiddich Gran Reserva whisky.

Bechara, a pioneering NFT artist, collaborated with the whisky brand to create her own visual expression of a rare Glenfiddich liquid for the digital age.

The food and beverage industry has been building what is known commonly as the “foodverse,” a subset of the metaverse in which recipes, ingredients and entire dishes can be bought and sold as NFTs. Major food chains like McDonald’s, Wendy’s, Panera Bread and Chipotle have already begun making strides in this space, hoping to seize on both its branding and money-making opportunities.

NFTs can also function as a sort of access pass to exclusive dining experiences and offerings in the real world. For example, Flyfish Club is an NFT membership card that permits unlimited access to a 10,000 square-foot location in New York City that consists of a cocktail lounge, restaurant, and outdoor space, as well as the various culinary, cultural and social events hosted there. And then there’s the Crypto Baristas NFT, which offers discounts for its exclusive coffee brand and tickets to the annual New York Coffee Festival.

CULTURALVERSE bringing and incorporating traditional recipes and cultural significance into the NFT (non-fungible token) space through Foodverse can be an innovative way to preserve, share, and monetize culinary heritage. Here's a potential approach:

1. Collecting Authentic Recipes:

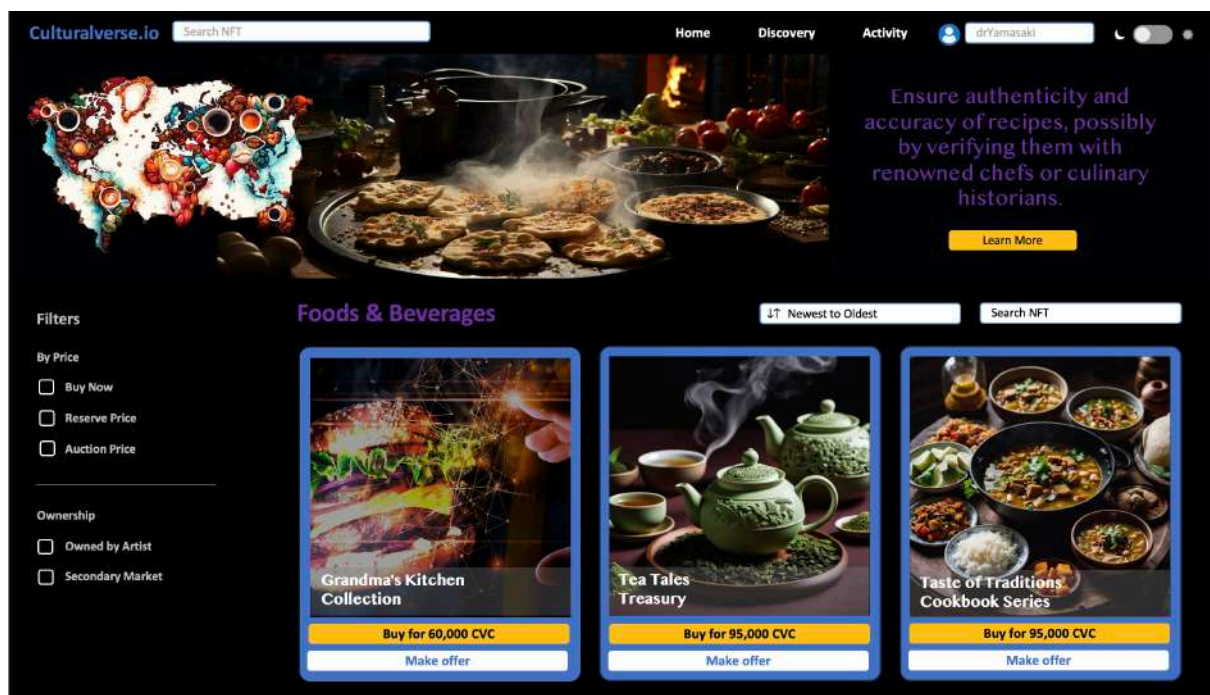
- Collaborate with chefs, cultural experts, and local communities to source authentic traditional recipes from various regions around the world.
  - Ensure authenticity and accuracy of recipes, possibly by verifying them with renowned chefs or culinary historians.
2. Creating NFTs:
    - Transform these recipes into visually appealing digital assets, such as animated recipe cards or multimedia presentations.
    - Include multimedia elements like videos, images, audio narrations, or interactive components that depict the cooking process, cultural significance, or stories behind the dishes.
  3. Tokenizing Culinary Heritage:
    - Each NFT could represent a unique recipe or a collection of related recipes from a particular culture or region.
    - Use metadata within the NFT to store details like ingredients, cooking methods, cultural background, and the history behind the dish.
  4. Adding Value and Utility:
    - Offer additional benefits tied to the ownership of these NFTs, like exclusive access to related content (such as cooking classes, virtual food tours, or behind-the-scenes footage).
    - Consider partnerships with restaurants or food brands to offer special discounts or experiences to NFT owners.
  5. Preserving Cultural Heritage:
    - Emphasize the importance of preserving culinary heritage by highlighting the cultural significance of these recipes. Share stories, anecdotes, and historical backgrounds associated with each dish.
  6. Community Engagement:
    - Foster a community around Foodverse NFTs by hosting events, forums, or social media campaigns that celebrate diverse cuisines and encourage dialogue among food enthusiasts.
  7. Charitable Initiatives:
    - Allocate a portion of the proceeds from NFT sales to support causes related to culinary preservation, community development, or food-related charities.
  8. Educational Resources:
    - Develop educational materials or resources that accompany the NFTs, such as e-books, documentaries, or online courses that delve deeper into the cultural aspects of the recipes.
  9. Environmental Sustainability:

- Highlight sustainable cooking practices or ingredients within these traditional recipes to promote eco-friendly culinary habits.

#### 10. Legal and Ethical Considerations:

- Ensure proper attribution and respect for cultural ownership and intellectual property rights when digitizing and tokenizing traditional recipes.

CULTURALVERSE by integrating these elements, Foodverse can create a unique and valuable ecosystem where culinary heritage is not only preserved but also shared, appreciated, and financially supported through the NFT marketplace.





## Cultural Heritage NFTs



Cultural heritage is divided into two categories: intangible and tangible. Intangible heritage refers to cultural assets and values that do not have a physical entity, while tangible heritage includes everything with a physical form that you can touch, see, feel, listen, and experience. Monuments, buildings, books, and paintings are some examples to the assets of tangible culture. Language, traditions, customs, ethnic religions, and folklore are examples of the assets of intangible culture. So in what category do NFTs fall? The answer is both. NFTs can be considered both tangible and intangible if the artist utilizes the physical realm and the digital realm at the same time.

Transforming both intangible and tangible cultural heritage into NFTs is an emerging trend in the digital art and collectibles space. NFTs, or non-fungible tokens, are unique digital assets that can be bought, sold, and traded on blockchain platforms. They provide a way to represent ownership and authenticity for both digital and physical items.

To transform intangible cultural heritage into NFTs, one approach is to identify the aspects of cultural heritage that are valued and convert them into a digital form. This can include digitizing cultural artifacts, recordings, performances, or even traditional knowledge. Once they are in a digital format, they can be tokenized as NFTs, creating a digital representation of the intangible heritage.

For tangible cultural heritage, the process involves creating a digital representation of the physical item, such as artwork, sculptures, or historical artifacts. This can be done through high-quality photography, 3D scanning, or other digital imaging techniques. The digital representation can then be tokenized as an NFT, allowing collectors and traders to own and transfer the digital representation of the tangible heritage.

CULTURALVERSE is an NFT marketplace that caters specifically to cultural heritage items. Collectors and traders can benefit from the platform by acquiring and trading NFTs representing intangible and tangible cultural heritage. The platform provides a marketplace for buyers and sellers to connect, facilitating the exchange of cultural heritage NFTs.

By participating in the CULTURALVERSE NFT marketplace, collectors and traders have the opportunity to own unique pieces of cultural heritage, support cultural preservation efforts, and potentially benefit from the potential appreciation in value of these digital assets

## **The Real Arts of Merit**

Painting and calligraphy, like poetry, were the domain of the elite, and most educated Chinese traditionally boasted of some competence in them. There are early anonymous and folk-oriented paintings on tomb and cave walls, and many works are known from the Han dynasty. Calligraphy - and for the ancient Chinese it certainly was an art - aimed to demonstrate superior control and skill using brush and ink. Calligraphy established itself as one of the major Chinese art forms during the Han dynasty (206 BCE - 220 CE), and for two millennia after, all educated men were expected to be proficient at it. Some women, or at least certain figures at court, did become known as accomplished calligraphers.

### **Painting**

Chinese painters painted on various materials in many formats. The most popular formats were on walls (from c. 1100 BCE), coffins and boxes (from c. 800 BCE), screens (from c. 100 CE), silk scrolls which were designed to be looked at in the hand or hung on walls (from c. 100 CE for horizontal and from c. 600 CE for vertical), fixed fans (from c. 1100 CE), book covers (from c. 1100 CE) and folding fans (from c. 1450 CE).

THE TWO MOST POPULAR THEMES OF CHINESE PAINTING WERE PORTRAITS & LANDSCAPES

### **Sculpture**

Chinese ritual bronzes from the Shang and Western Zhou dynasties come from a period of over a thousand years from c. 1500 BC, and have exerted a continuing influence over Chinese art. They are cast with complex patterned and zoomorphic decoration, but avoid the human figure, unlike the huge figures only recently discovered at Sanxingdui. The spectacular Terracotta Army was assembled for the tomb of Qin Shi Huang, the first emperor of a unified China from 221 to 210 BC, as a grand imperial version of the figures long placed in tombs to enable the deceased to enjoy the same lifestyle in the afterlife as when alive, replacing actual sacrifices of very early periods. Smaller figures in pottery or wood were placed in tombs for many centuries afterwards, reaching a peak of quality in the Tang dynasty. Native Chinese religions do not usually use cult images of deities, or even represent them, and large religious sculpture is nearly all Buddhist, dating mostly from the 4th to the 14th century, and initially using Greco-Buddhist models arriving via the Silk Road. Buddhism is also the context of all large portrait sculpture; in total contrast to some other areas in medieval China even painted

images of the emperor were regarded as private. Imperial tombs have spectacular avenues of approach lined with real and mythological animals on a scale matching Egypt, and smaller versions decorate temples and palaces. Small Buddhist figures and groups were produced to a very high quality in a range of media, as was relief decoration of all sorts of objects, especially in metalwork and jade. Sculptors of all sorts were regarded as artisans and very few names are recorded.

## Ceramics

Chinese ceramic ware shows a continuous development since the predynastic periods, and is one of the most significant forms of Chinese art. China is richly endowed with the raw materials needed for making ceramics. The first types of ceramics were made during the Palaeolithic era, and in later periods range from construction materials such as bricks and tiles, to hand-built pottery vessels fired in bonfires or kilns, to the sophisticated Chinese porcelain wares made for the imperial court. Most later Chinese ceramics, even of the finest quality, were made on an industrial scale, thus very few individual potters or painters are known. Many of the most renowned workshops were owned by or reserved for the Emperor, and large quantities of ceramics were exported as diplomatic gifts or for trade from an early date.

Culturalverse.io Search NFT Home Discovery Activity drYamasaki

NFTs include anything from classic paintings to sculptures, vintage collectibles, or historical artifacts, all transformed into unique digital assets

Learn More

Filters

By Price

- Buy Now
- Reserve Price
- Auction Price

Ownership

- Owned by Artist
- Secondary Market

Cultural Heritage

17 Newest to Oldest Search NFT

Fired Legacies Calligraphy Buy for 70,000 CVC Make offer

Dancing Bronze Legacies Buy for 90,000 CVC Make offer

Neolithic Pottery Humanoid Design Buy for 95,000 CVC Make offer

## CVC TOKENOMICS

Tokenomics refers to the economic model and structure of a cryptocurrency token. In the case, CULTURALVERSE token: CVC is an utility token, it is designed to have specific functions within a particular ecosystem of our NFT marketplace platform. CVC tokens are typically used to access and utilize services, products, or features within our ecosystem.

Here's a breakdown of the key elements of CVC utility token's tokenomics:

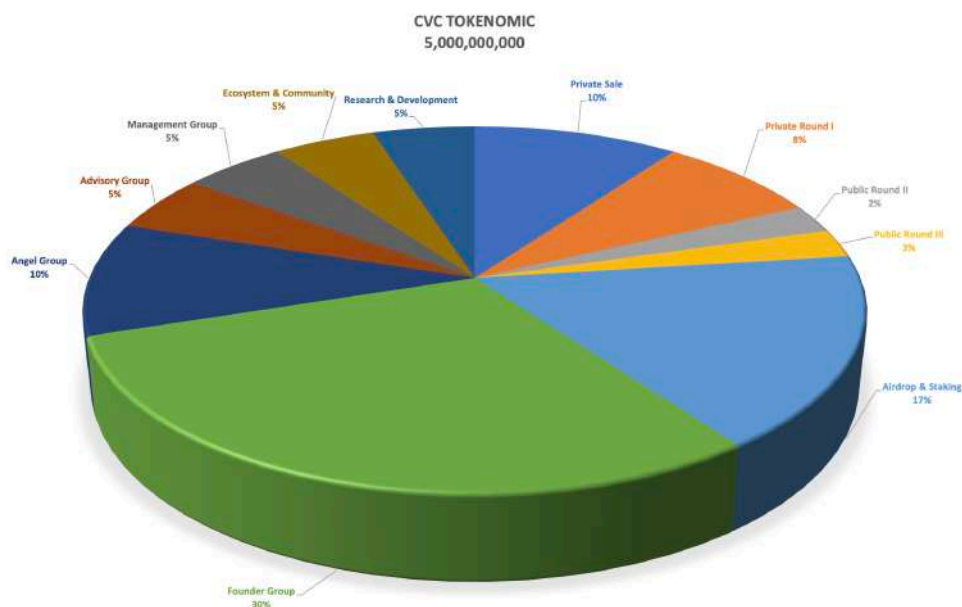
1. **Token Supply:** The total supply of CVC utility token represents the maximum number of tokens that will ever exist. It is important to determine an appropriate supply based on the needs and goals of your project.
2. **Token Distribution:** The distribution of our utility tokens through private sales, public sales, airdrops, and token swaps. It is a fair and transparent distribution process to ensure widespread adoption and community engagement.
3. **Token Utility:** CVC utility token is designed to have specific functions within our NFT platform ecosystem. These functions include accessing certain services, paying for your NFTs products or services, participating in governance decisions, or earning rewards within the ecosystem.
4. **Token Burning:** We also adopted the token burning strategy and it refers to the deliberate removal of tokens from circulation. This can be done periodically or based on specific events to reduce the token supply and potentially increase its value over time.
5. **Token Staking:** CVC token staking involves holding a certain amount of tokens in a wallet for a specified period to support network operations, secure the blockchain, or participate in consensus mechanisms like proof-of-stake (PoS). Stakers are often rewarded with additional tokens as an incentive for their contribution.
6. **Token Governance:** CVC token design for holders, the voting rights or decision-making power within the ecosystem. This allows them to participate in shaping the future direction of the project by voting on proposals, upgrades, or changes to the protocol.
7. **Token Economics:** The economic model of CVC utility token involves factors such as token velocity, token liquidity, and potential mechanisms to stabilize the token's price or value.



CVC Token and allocation metrics are something many projects don't focus enough on. Its importance is often underestimated, but a good and well thought tokenomics can lay as the foundation of a prosperous crypto ecosystem.

The main goal for us was to reach a well-balanced solution, in order to preserve the good health of CULTURALVERSE CVC token in the coming years and decades. That's why we are also planning a burning strategy, based on the usage of a part of the fees generated by our NFTs marketplace, to make our token deflationary in the future. Moreover, CVC token serves as the basis for buy/sell payment transactions and interaction within the CULTURALVERSE NFT marketplace platform, and it can be used and acquired by our digital asset collectors, creators and fans in multiple ways.

Here we want to give a precise description about how we are going to allocate each part of the total CULTURALVERSE CVC token supply, which will be of 5,000,000,000 (5 Billion) units, a supply that will never be increased per smart contract definition.



### CVC TOKENOMIC STRUCTURE

Distribution	Percentage	Supply	Token Price \$	Total Raise \$
Private Sale	10.00%	500,000,000	0.000100	50,000
Private Round I	8.00%	400,000,000	0.001000	400,000
Public Round II	2.50%	125,000,000	0.010000	1,250,000
Public Round III	2.50%	125,000,000	0.100000	12,500,000
Airdrop & Staking	17.00%	850,000,000		14,200,000
Founder Group	30.00%	1,500,000,000		
Angel Group	10.00%	500,000,000		
Advisory Group	5.00%	250,000,000		
Management Group	5.00%	250,000,000		
Ecosystem & Community	5.00%	250,000,000		
Research & Development	5.00%	250,000,000		
<b>Total</b>	<b>100.00%</b>	<b>5,000,000,000</b>		

## Our Corporate Roadmap

Here you can find our proposed Roadmap, a plan of our development steps we intend to reach in the nearest future.

That's how we are going to build and grow our ecosystem, to make CULTURALVERSE a distinct in the global NFT's environment.

All the most important milestones for our project will be reached in the first 12 months, including the platform main release, the partnerships announcement and new development.

The plan for the second year will be focused on future implementations like the DeFi integrations and Metaverse/VR integrations.

Minor variations of modifications can be applied to some of the points during the steps of development, only to reach a greater result and provide an healthy growth to our project.

