Artrade's mission and business model

In the realm of art exchange, trust and transparency have always been fundamental yet elusive elements. Artrade emerges as a groundbreaking online platform aimed at revolutionizing the traditional paradigms of art transactions. By harnessing the transformative capabilities of blockchain technology, Artrade redefines the very essence of **security, transparency, and liquidity** within the art market.

The core foundation of Artrade lies in its use of blockchain—a decentralized and immutable ledger—to fortify every art transaction. This innovative approach ensures the eradication of intermediaries, thereby streamlining the exchange process and eliminating the vulnerabilities associated with third-party involvement. Through this technological infrastructure, Artrade introduces an unprecedented level of security, empowering users with confidence in the authenticity and traceability of every art piece exchanged on the platform.

Moreover, Artrade's adoption of blockchain technology goes beyond mere security; it fundamentally alters the market by infusing unprecedented transparency into art transactions. The inherent nature of blockchain ensures an auditable record of each transaction, offering stakeholders an unobstructed view of the art market's inner workings. This transparency not only instills trust among buyers and sellers but also catalyzes the emergence of a more equitable and accessible art ecosystem.

Additionally, Artrade's innovative integration of NFT technology addresses the liquidity challenges that have historically plagued the art market. By facilitating direct and secure transactions between art enthusiasts, collectors, and creators, Artrade establishes a dynamic and fluid marketplace where artworks can be exchanged seamlessly, enhancing overall market liquidity.

Artrade's commitment to leveraging blockchain to augment security, transparency, and liquidity within the art market sets a new standard for art exchange platforms. Through the blending of technology and art, Artrade propels the industry towards a future where trust and decentralization converge to redefine the very essence of art transactions.

Artrade's business model revolves around the provision of NFC chips. Initially, these chips will be provided for free. However, the creation of artworks on the platform will gradually transition into a paid service. This shift will result in revenue generation for each artwork created, particularly those opting for the NFC chip feature.

Additionally, Artrade will introduce paid subscriptions tailored for art market experts such as gallery owners. These subscriptions will grant them full access to the platform's comprehensive range of functionalities. This model ensures accessibility to advanced tools and features, catering specifically to the needs of art market professionals.

Fostering a collaborative art community
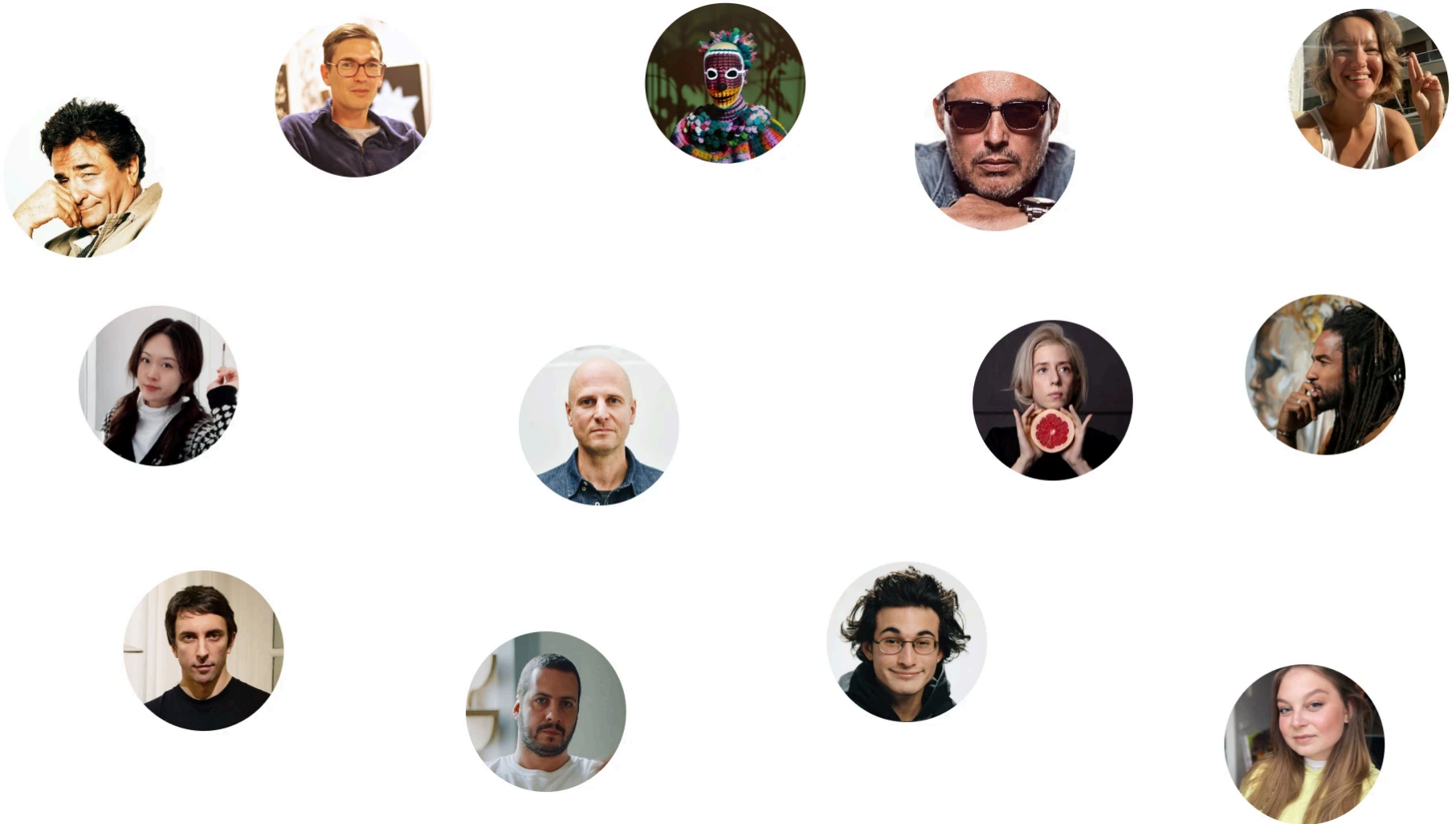
Artrade serves as an inclusive hub, uniting all stakeholders within the art market on a dynamic social platform. This innovative space encourages seamless interaction through private messaging, enabling creators, buyers, and sellers to connect effortlessly. Beyond communication, Artrade empowers users to engage in the complete spectrum of art transactions, including the creation, purchase, and sale of physical artworks.

At its core, Artrade is not just a marketplace; it's a thriving community where art enthusiasts converge, exchange ideas, and explore a diverse range of artistic expressions. The platform's intuitive design encourages collaboration, fostering a space where artists showcase their creations, collectors find new treasures, and enthusiasts immerse themselves in a vibrant tapestry of artistic endeavors.

Furthermore, Artrade's emphasis on privacy and security extends to its communication channels, ensuring that private messaging remains a trusted space for negotiations, inquiries, and collaborations. This commitment to safeguarding user interactions amplifies the platform's appeal as a secure and conducive environment for art exchange.

By fostering a social ecosystem intertwined with art, Artrade goes beyond being a conventional marketplace. It aspires to be a dynamic community, encouraging connections and empowering users to explore, create, and make transactions within a secure and engaging space.

Artrade's platform will also unleash the potential for art galleries and experts to become enthusiastic curators! They'll effortlessly forge agreements with artists for sales sharing, leveraging the power of blockchain technology and the groundbreaking co-creator feature. This game-changing system promises unparalleled transparency, reliability, and flawless collaboration, ensuring the protection of everyone's interests. It's a groundbreaking stride towards simplifying art sales and transforming revenue distribution in the art world. Ultimately, it means less paperwork to handle and an unparalleled simplicity in managing collaborations between artists and their curators.

Fragments, the revolution of fractionalization and art trading

Fractionalization of artworks offers numerous benefits to both investors and the art market as a whole. By breaking down high-value artworks into smaller, tradable shares, fractionalization democratizes access to art investment opportunities, allowing individuals with varying financial capacities to participate in the art market. This increased accessibility not only expands the investor base but also injects liquidity into what was traditionally a relatively illiquid asset class. Additionally, fractionalization mitigates the risk associated with owning a single, high-value artwork, as investors can diversify their art portfolios by holding shares in multiple pieces.

Furthermore, fractionalization opens up avenues for innovation and experimentation within the art investment space. With the emergence of blockchain technology, fractionalized art ownership becomes more transparent, secure, and efficient. Blockchain ensures immutable ownership records, reducing the risk of fraud and providing greater confidence to investors. Smart contracts can automate various aspects of art ownership, such as dividend distributions and voting rights, streamlining administrative processes and enhancing investor trust.

Moreover, fractionalization enables art to become a more dynamic and liquid asset within the broader financial ecosystem. Tokenized shares of artworks can be easily traded on secondary markets, allowing investors to buy and sell their stakes without the need for lengthy and complex transactions. This liquidity not only benefits investors seeking to exit their positions but also fosters a more vibrant art market, attracting new participants and encouraging greater engagement with cultural assets.

In summary, the fractionalization of artworks represents a significant paradigm shift in the art investment landscape, offering democratized access, increased liquidity, enhanced transparency, and innovative opportunities for investors. As Artrade pioneers the integration of blockchain technology into fractionalized art ownership with its "Fragments" feature, it is poised to revolutionize the way art is bought, sold, and experienced in the digital age.

Transforming art authentication with REAL Protocol

Artrade introduces the REAL (Reliable Electronic Artwork Ledger) Protocol, a pioneering system revolutionizing the authentication of physical artworks using cutting-edge technology. By integrating blockchain technology, this innovative protocol bridges the divide between physical art and Non-Fungible Tokens (NFTs) on the blockchain.

The REAL Protocol securely links each physical artwork to its digital NFT representation, leveraging blockchain technology to embed a unique identifier. This linkage guarantees authenticity and origin, heightening the value and trustworthiness of physical artworks in the digital sphere. Additionally, it establishes a transparent ownership history, offering stakeholders a clear lineage of an artwork's ownership and origin.

Initially, the artist generates the NFT on Artrade's platform, after which they receive the blockchain technology to affix onto the artwork, creating the connection between the physical and digital pieces.

Upon an artwork's purchase, both the funds and the NFT ownership title enter an escrow smart contract, ensuring a transparent and secure transaction process. Upon the artwork's receipt by the buyer and subsequent verification via scanning with smartphone, the funds and associated NFT are unlocked. This verification step incentivizes fair and compliant transactions, fostering trust and honesty among all parties involved.

The integration of the REAL protocol with escrow smart contracts ensures transactional authenticity and transparency, fostering decentralized trust within the Artrade ecosystem. This revolutionizes art authentication, enabling the seamless coexistence of physical art and its digital representation, bolstering their intergrity, accessibility, and value in the dynamic art market landscape.

The icing on the cake, the REAL protocol will be open-source, igniting an incredible wave of benefits for the entire Solana community. But that's not all, it will also set a bold new standard for exchanging physical artworks on the blockchain.

Get ready for a revolution in the art world!

# An eco-friendly and scalable approach with Solana

Artrade prides itself on being an eco-conscious platform, harnessing the power of the Solana blockchain, renowned for its remarkable speed and minimal energy consumption. The selection of this blockchain stands as a strategic choice due to its rich Web3 ecosystem. Moreover, Solana hosts some of the largest transaction volumes of NFTs following Ethereum, making it a prime hub for the Artrade project.

This choice aligns seamlessly with Artrade's commitment to sustainability within the realm of digital art. Its impressive efficiency and speed not only contribute to the platform's operational excellence but also significantly reduce the carbon footprint typically associated with blockchain transactions.

Solana stands out for its remarkable speed, boasting block times of just 400 milliseconds (as hardware gets faster, so will the network) and a capacity of 2,403 transactions per second. With a decentralized network upheld by 1,964 validator nodes, it ensures robust security and resistance to censorship. Scalability is at its core, handling an impressive total of 254,089,049,374 transactions, all while maintaining low fees, less than $0.0025 for both developers and users. Notably, Solana achieves this with unparalleled energy efficiency, utilizing a proof-of-stake system that minimizes environmental impact, consuming energy equivalent to just a few Google searches per transaction, standing at 0% emissions.

That's why Solana's Web3 ecosystem acts as a catalyst, offering Artrade a solid base to propel innovation and nurture expansion within the NFT arena. The integration with Solana not only guarantees a smooth user experience but also magnifies Artrade's potential to lead the charge in revolutionizing the art market through its digital transformation.

Artrade Token, a sustainable model engaging the Web3 community
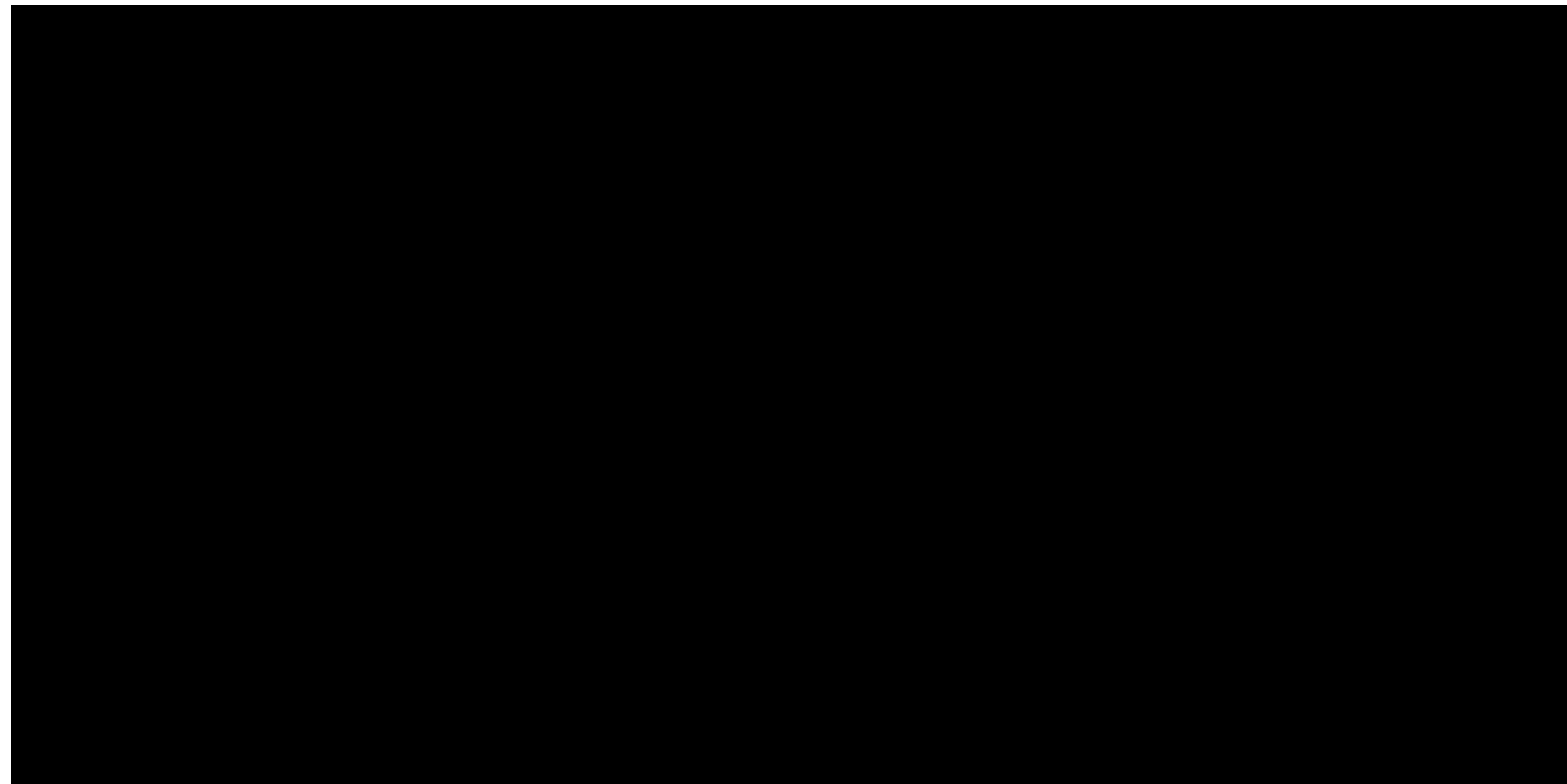
The Artrade utility token (ATR) stands as a conduit to engage the Web3 community in the project's success and governance. It is designed to foster active participation and involvement while establishing a mechanism for community-driven decision-making.

A strategic staking plan has been devised to enable token holders to benefit from APY (Annual Percentage Yield). Initially, this yield will be fueled by an allocation from the reserve. Subsequently, platform fees will be utilized to purchase tokens from the market, ensuring a sustainable rewards mechanism for holders. Daily, the entirety of the 5% platform sales commission will be utilized to **buy-back tokens** from the market, bolstering the staking program and insuring a constant buying pressure.

It is crucial to uphold a restricted token circulation. To achieve this, a **burn program** will operate concurrently with the staking plan, aligning the number of tokens burned with the distributed rewards. This burn initiative, combined with a fixed total supply of 1.8 billion ATR without any inflation, will notably enhance the token's scarcity. This mirrors Bitcoin's approach, emphasizing ATR's limited supply.

The synergy between the staking program and the burn initiative not only incentivizes participation but also enhances the token's scarcity, augmenting its value within the ecosystem. This strategic framework not only aims to benefit token holders but also to fortify the ATR token as an integral component of Artrade's vibrant and thriving community.

In addition to its role in fostering a sustainable tokenomics model, the Artrade Token serves as a gateway to exclusive platform features, badges, and various in-kind benefits. ATR holders will enjoy privileged access to unique functionalities within the platform, unlocking special features, earning prestigious badges, and accessing other exclusive advantages. Furthermore, token holders will wield significant influence in the governance of the Artrade global mission. Their ownership of tokens entitles them to actively participate in shaping strategic decisions, contributing to the ongoing evolution and growth of the community and platform.

The ATR tokens will also function as a currency on the platform, enabling the purchase of artworks while earning a 2.5% cashback both for the buyer and the seller. Unlock art, earn rewards!

Artrade DAO for advancing NFT adoption in the art market

The Artrade DAO is dedicated to funding the careers of emerging artists by acquiring their artworks. Additionally, the platform is committed to promoting the utility of NFTs within the art world and driving regulatory advancements in digital ownership certificates. Notably, 51% of the total tokens have been allocated to this mission, initially managed by Artrade's team and gradually transitioning to token holders to become a true DAO.

The primary objective resides in financing extensive communication projects. These initiatives aim to persuade populations worldwide about the critical significance of blockchain and NFTs within the traditional art market. The goal is to evangelize and massively educate the public about the transformative potential of these technologies in reshaping how art is perceived, bought, and sold.

Artrade's strategic allocation of tokens towards this purpose underlines its commitment to not only supporting emerging artists but also revolutionizing the art industry's landscape through widespread education. By fostering awareness and understanding of blockchain and NFTs among diverse populations, Artrade aspires to bridge the gap between traditional art enthusiasts and the potential of these innovative technologies.

This social mission is envisioned as a powerful tool to disseminate knowledge, dispel myths, and instigate a paradigm shift in perceptions toward the integration of blockchain and NFTs within the conventional art sphere. Through strategic communication campaigns, Artrade endeavors to revolutionize the dialogue around art, emphasizing the transformative role of blockchain technology in democratizing and revolutionizing the art market.

In conclusion, the decentralized governance model for the tokens designated to Artrade's DAO stands as a pivotal step. Empowering token holders with decision-making authority ensures transparency and community involvement in steering the allocation of resources towards promoting NFT adoption in the art market. This decentralized approach fosters inclusivity, allowing diverse voices to shape the impactful communication initiatives aimed at revolutionizing the art industry through blockchain and NFTs.
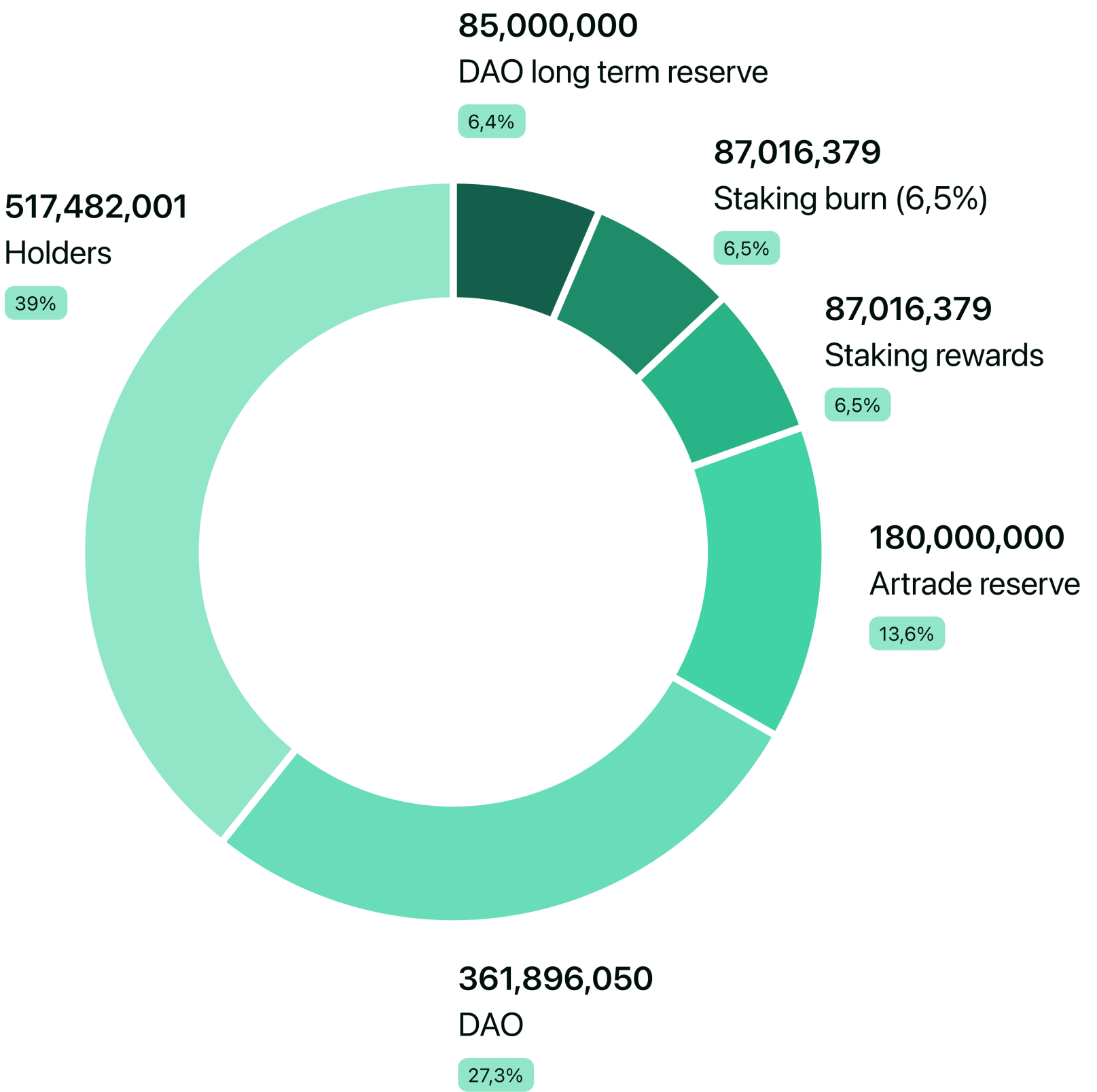
Tokenomics

Token name	Artrade Token (ATR)
CMC link	https://coinmarketcap.com/fr/currencies/artrade/
Launch Date	April, 2022
Network Information	Artrade Token (ATR) was initially minted on Binance Smart Chain (BSC). The token will migrate to the Solana blockchain around Q1 2024. Holders will have a limited time to swap their BSC ATR for SOL ATR on Artrade.app.
Token smart contract address on BSC	0x7559C49c3Aec50E763A486bB232fA8d0d76078e4
Token smart contract address on Solana	ATRLuHph8dxnPny4WSNW7fxkhbeivBrtWbY6BfB4xpLj
Upgradability	None
Token allocation entity	SAS ARTRADE.APP 39 rue de la gare de Reuilly 75012 Paris RCS Paris B 902 799 212
Initial supply cap	1,8 billion ATR
Decimals	9
Trading pair on Mexc Cex	ATR/USDT
Trading pair on Bitmart Cex	ATR/USDT
Trading pair on Gate.io Cex	ATR/USDT
Trading pair on Solana Dex Raydium	ATR/USDC
Holders	8724
Token released	Nov. 2023 : 84,59% Dec. 2023 : 88,44% Jan. 2024 : 92,29% Feb. 2024 : 96,15% Mar. 2024 : 100%

ATR Token Allocation

80% of the total supply is for the community and the web3 eco-system.

85,000,000
DAO long term reserve
6,4%

87,016,379
Staking burn (6,5%)
6,5%

87,016,379
Staking rewards
6,5%

180,000,000
Artrade reserve
13,6%

517,482,001
Holders
39%

361,896,050
DAO
27,3%

Percentage	Category	Description	Number of tokens
39%	Holders	$ATR decentralized community of holders from all around the world.	517,482,001
27,3%	DAO	Supply to be gradually distributed to DAO members through revenue sharing and other initiatives. And used for various purposes, decided by member proposals and votes.	224,627,249
13,6%	Artrade reserve	Tokens owned by the Artrade company	180,000,000
6,5%	Staking rewards	Reserve for the APY (annual percentage yield) of the locked staking plans to participate in the DAO. Offering 15% / 20% / 30% APY.	87,016,379
6,5%	Staking burn	Token burns equivalent to the tokens distributed through the staking program.	87,016,379
6,4%	DAO long term reserve	Community reserve of $ATR, to be redistributed, allocated, or spent later by the DAO.	85,000,000

Numbers updated on the 13th of November, 2024.

Product roadmap

TOKENIZING
EVERY
ARTWORK
ON EARTH

Q3 2024

- DAO implementation
- Locked staking plans
- Governance dashboard
- PFP collection

Q4 2024

- Web3Auth integration for mainstream adoption
- Single sign-on (SSO) sign-up through Google and other providers
- Artrade wallet integration
- Credit card integration x Moonpay
- Global crypto marketing campaign
- Revenue sharing x Sotheby's
- Homepage revamping

Q1 / Q2 2025

- NFC chip development
- Shipping integration
- UX / UI improvement
- Strategic partnership

Core team

David Kubler - CTPO

Former founder of Ublo/Malleab. Product designer, developer, and entrepreneur for 10 years. David strives every day to make the Artrade platform more user-friendly and aesthetically pleasing, leveraging his comprehensive product vision and deep understanding of technological challenges.

Paul Weibel - CEO

Entrepreneur & Art enthusiast for 15 years. Paul first discover web3 in 2017 as an investor. He then becomes an NFT art collector and founds Artrade in 2021, merging his both passions together: traditional art and blockchain technology.

Martin Girard - Community & Marketing director

NFT artist, web3 enthusiast and Artrade's community manager. Martin handles our social image and marketing campaigns.

Léo Caillard - Artist Ambassador

Contemporary NFT & blockchain art expert. Co-founder of LCD studio and NFT Factory Paris. Léo is in charge of our go-to-market and positioning strategy.