



RareFnd

Our NFT Token

Rare Find Crowdfunding

Teaser deck



TABLE OF CONTENTS



#	Sections
1.	Problem Statement
2.	Crowdfunding Market Overview
3.	Solution Statement
4.	Industry Growth Drivers
5.	About Rare Fnd
6.	Fractionalization for Crowdfunding
7.	Encrypted Rewards
8.	Traction
9.	Our Utilities
10.	Marketing Strategies
11.	Target Addressable Market
12.	Tokenomics
13.	Ask & Its Distribution
14.	Team Behind

Problem Statement

Traditional crowdfunding can be time-consuming and cumbersome to start a campaign whether it is for a charity or a startup.

Fulfillment

Incentivized campaigns sometimes don't budget for the incentives promised to contributors or make them so complex that they aren't received in a timely manner



Realistic Targets and Timelines

Projects can launch a campaign with unrealistic timelines or targets which can often dissuade potential contributors



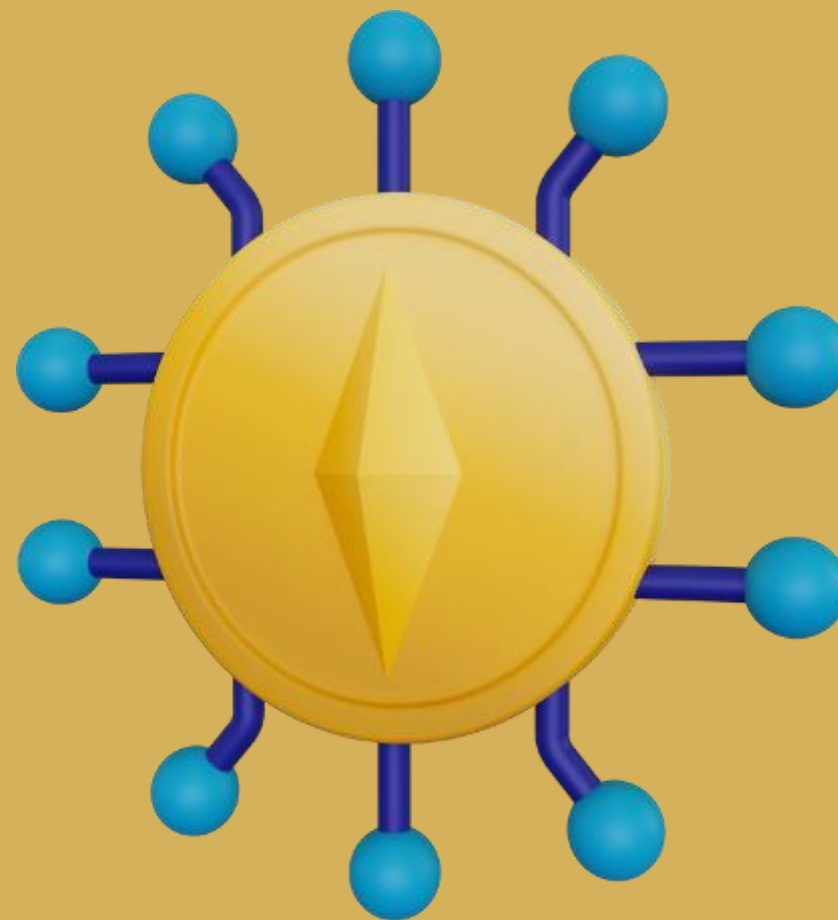
No Guarantee

Contributors may not see any progress for a long period due to fulfillment and poor campaign management



Building Interest

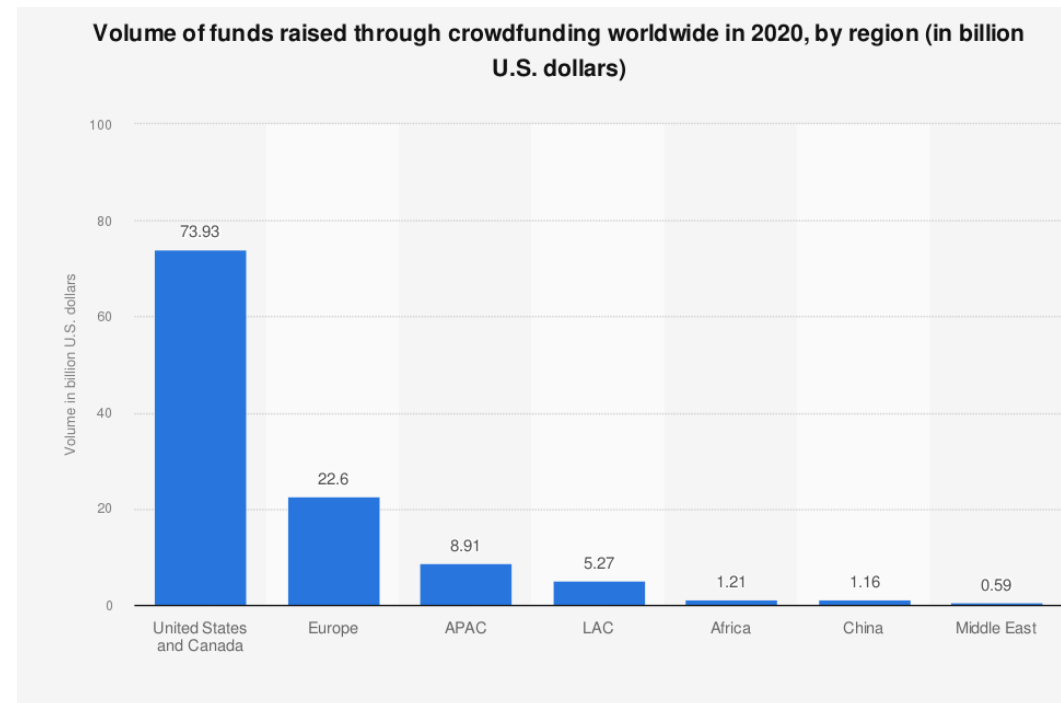
Campaigns can often start too early so they don't give themselves enough time to generate interest



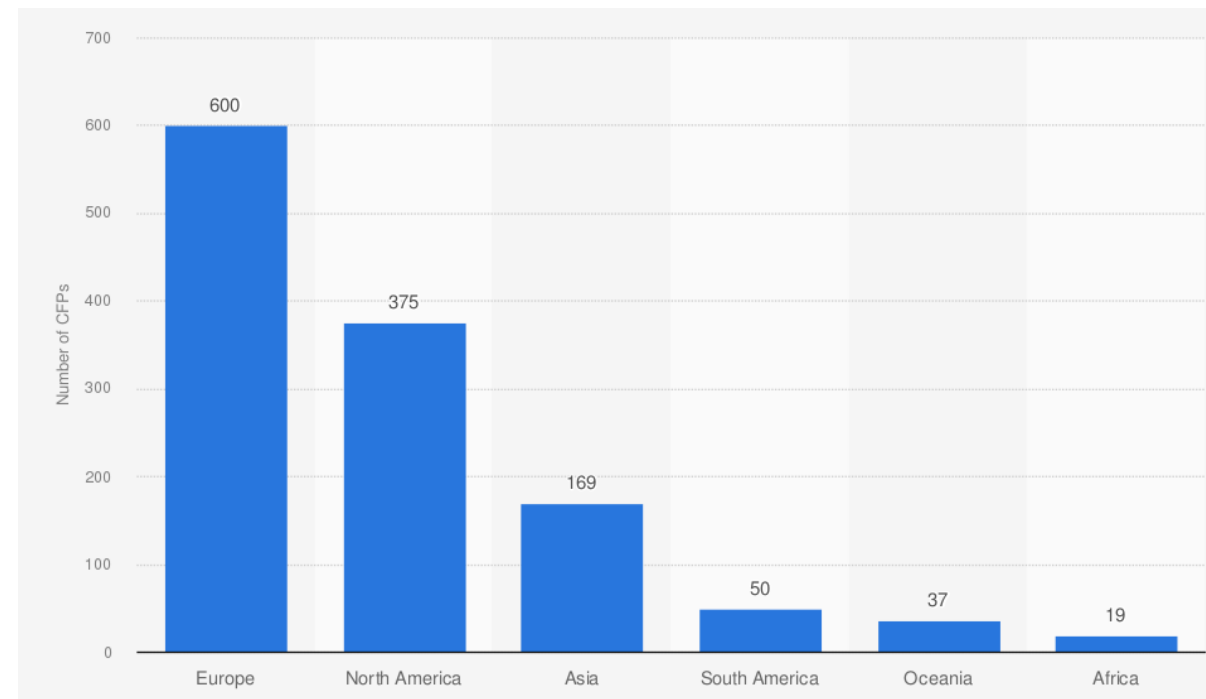
Crowdfunding Market Overview

As per Vantage Market Research latest data, the global market revenue for 2021 stood at 17.39 Billion USD and is expected to reach 43.48 Billion USD by the year 2028.

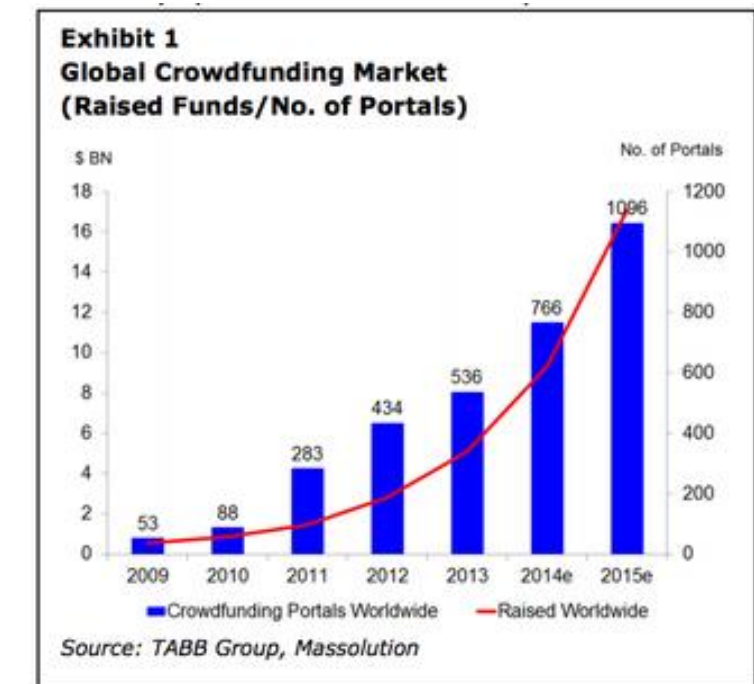
REGION WIDE CROWDFUNDING VOLUME



NUMBER OF CROWDFUNDING PLATFORMS WORLDWIDE



GLOBAL ART SALES OVER YEARS (\$ Mn)**



The United States contributes **\$73.93 billion** to crowdfunding campaigns worldwide whilst Europe contributes **\$22.6 billion** and Asia-Pacific **\$8.91 billion**. In total **\$113 billion** of funds were raised in 2020.

Europe hosts **600** crowdfunding platforms, with North America hosting **375** platforms and Asia hosting **169**. The number of traditional crowdfunding platforms continues to grow.

The global crowdfunding market has increased exponentially over the last 10 years, and the market is expected to achieve even more substantial growth in the coming years.

Solution Statement

Our platform provides comprehensive solutions to all the obstacles faced by art lovers in this niche segment of the art industry



01



Incentive Guarantee

Any raised funds are subject to vesting and not fully released until all incentives have been delivered to contributors

02



Transparent Timeline

Projects must provide a detailed spending schedule for the funds raised. Raised funds are vested as per the spending schedule.

03



Restricted Revenue Sources

All contributions are made in the native token of FND. Once contributed, the FND is automatically staked as a security deposit/guarantee of commitment, motivating the project to hit their target quicker (or if the project fails, contributions are refunded).

04



Fractionalized NFT

Using our leading fractionalization and steganography technology, contributors are rewarded with an NFT proportionate to their contribution. Each NFT fraction has their incentive encrypted inside the NFT.

Industry Growth Drivers

Growth in the crowdfunding space has been driven by multiple factors, leading to a higher growth horizon



Covid-19 saw charity initiatives and projects take to crowdfunding



Increased interest in reward-based crowdfunding



A soar in the volume of funds raised using crowdfunding



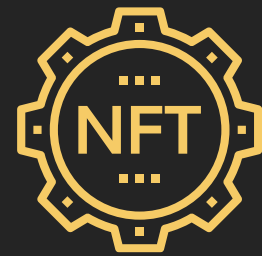
Collaborative social media presence from projects brings new exposure especially in the event of a successful raise



An increased number of crowdfunding platforms

About Rare Fnd

Rare Find, Fund, Fractionalized



Rare Fnd makes crowdfunding for charities and projects easy through our innovative NFT auctions and fractionalization technology.



The platform is generally used by charities and startups with an emphasis on reward-based crowdfunding.



Donations or contributions are made in the native token of Rare Fnd through the means of an NFT auction. Upon a project target being met the NFT is fractionalized with contributors receiving an NFT proportionate to their contribution. This helps to build the sense of community for projects.



RareFnd

Rare Fnd provides a platform to support third party projects with their crowdfunding efforts and to incentivize individuals to make a contribution in the native token of \$FND

Rare Fnd Crowdfunding NFT Platform



Fractionalization for Crowdfunding

When a new crowdfunding project starts an NFT is created to represent the project.

Individuals donate any amount of FND to the charity or project.

Once the target has been met the NFT is fractionalized by the number of unique contributors, with each contributor receiving a fraction as an individual NFT proportionate to their contribution.

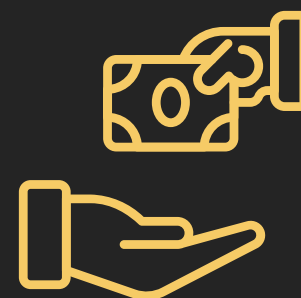
Fractionalized Auctions

Charities and projects can auction a single NFT and raise **Multiple Contributions** based on various incentives



Size of contributions

The larger the size of the contribution the larger the NFT fraction received



Incentives

Additional incentives can be customized and added from charity partners or from the project for different levels of contributions


All Contributions continue until a set target is met





Every contributor gets **their own individual NFT** fraction proportionate to their contribution


Fractionalized Auctions

The screenshot shows a web interface for a fractionalized auction. At the top left is the logo for 'The Rare Antiquities' featuring a yellow cat silhouette. Navigation links for 'Home', 'About', and 'Contact' are visible. The main heading is 'Donations • Live'. The featured auction is titled 'A DAY IN THE LIFE OF... AWARD WINNING PHOTOGRAPHER' with a yellow 'BINANCE CHARITY' badge. The specific auction is 'One Billion Meals (UAE)' with a contribution range of 0.010000 ETH to 4.52 ETH and 685 contributions. It shows 'Amount Left For Donations To End: 297.56 ETH' and a 'Target: 4,167.47 ETH'. A progress bar shows 0.0 contributions, with a 'Contribute Now' button. Logos for 'BINANCE CHARITY', 'Mohammed a-Rashed Al Maktoum Global Initiatives', and '1 BILLION MEALS' are at the bottom.

 Any amount can be contributed to the auction and the bidder is guaranteed an NFT

 Contributions are made in \$FND and vested as per the charity/projects spending schedule

 On completion of the auction the NFT is fractionalized by the number of unique contributors

 Each fractional NFT has the incentive encrypted inside as per the contribution tier stated

Another layer of encryption



Each NFT fraction has an image encrypted inside the NFT

A unique decryption key is assigned to every NFT

Once decrypted the image hidden inside the NFT is revealed

The encrypted image can hold details or tickets for the additional incentives related to the size of the contribution made

Traction & Partnerships

01 Q1 2022, The worlds first automated NFT fractionalization platform was delivered

02 Built in steganography technology to encrypt rewards/incentives inside NFTs

03 Launched the Rare FND Token on Pancakeswap in August 2022

04 Enhanced time to fractionalize and distribute fractions as individual NFTs for any shape or size

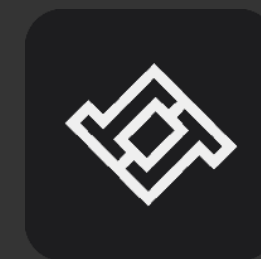
05 Listed on several central exchanges including BitMart, MEXC and LBank

06 Ongoing discussions with some of the biggest names in the charity and crowdfunding space

Our Confirmed Partnership



Proofed
by Hacken
Smart Contract Audit



Our Utilities



Contributions to charities and crowdfunding is done in \$FND token



Users receive additional \$FND rewards for contributing to projects



Crowdfunded \$FND is vested as per the project/charity spending schedule



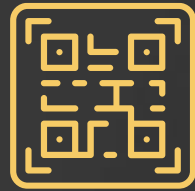
Rewards are delivered with each NFT distributed to contributors upon target completion

3 MODELS OF CROWDFUNDING

BREAKDOWN OF CROWDFUNDING SITES WORLDWIDE



Marketing Strategies



QR Codes
events and
venues



Influencers' Outreach
through Social Media



Hoardings
& Billboards



Sponsorships



Events and
expos



Digital
Marketing

Competitive Benchmarking



With limited players operating crowdfunding platforms in the crypto space, Rare Fnd stands out as a leader by providing a complete end to end platform that cannot be matched.

FEATURES	TallyCoin	Tecra Space	Rare Fnd
Charity	✓	✗	✓
Crowdfunding Startups	✗	✓	✓
Incentivised Rewards	✗	✓	✓
Participation Rewards	✗	✗	✓
Vesting Schedule	✗	✗	✓
NFT Rewards	✗	✗	✓
Tokenization/Fractionalization	✗	✓	✓
Native Token for Raising funds	✗	✗	✓

TARGET ADDRESSABLE MARKET



There exist an untapped potential within the definite segment as cryptocurrency and blockchain has yet to enter the charity and crowdfunding space

\$2Bn

Year to date raised in crowdfunding through blockchain issuers

TAM

The total value of the global crowdfunding market by financial year 2025*

\$196.36 Bn

SAM

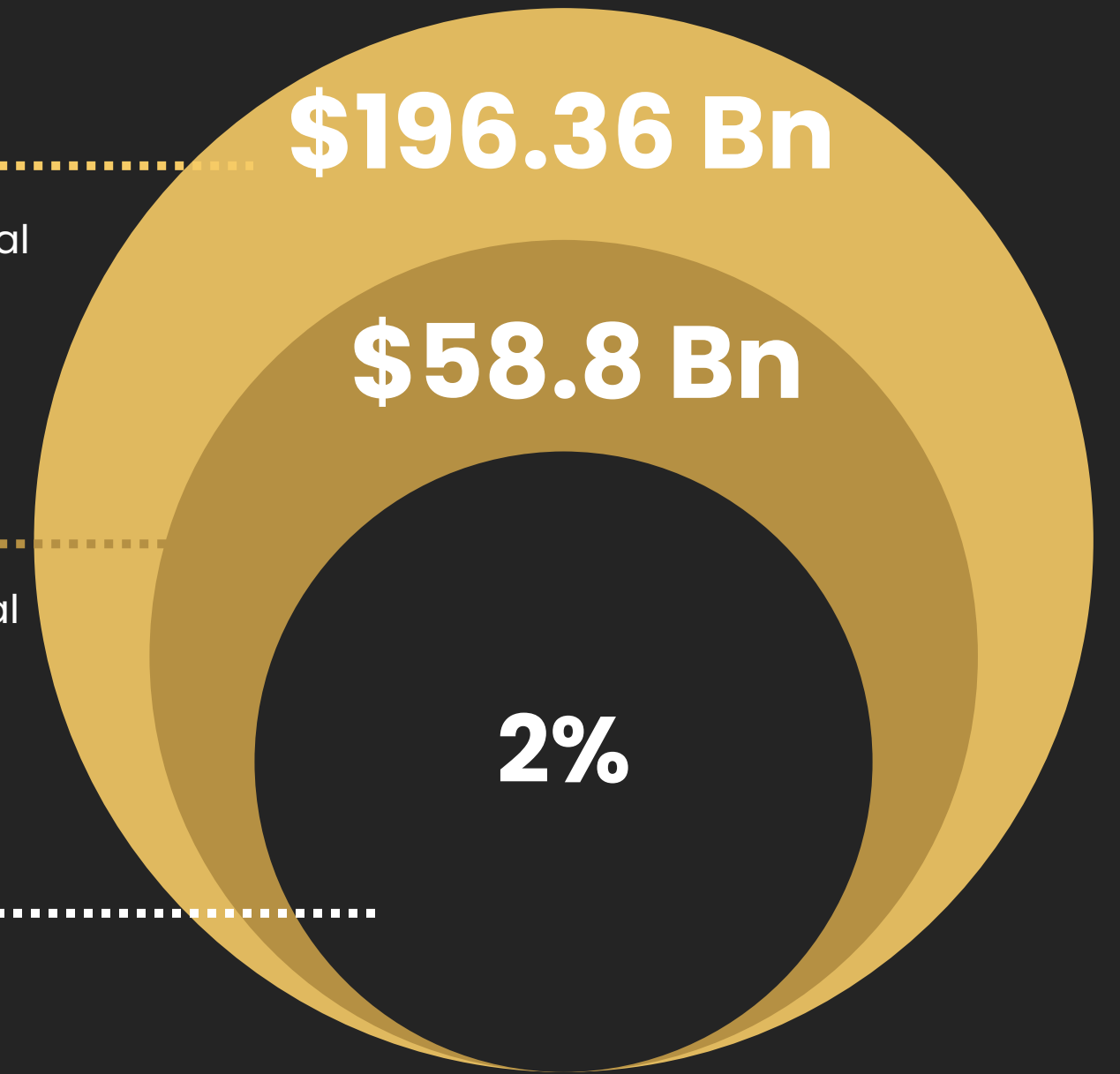
Existing untapped potential with the Global crowdfunding market

\$58.8 Bn

SOM

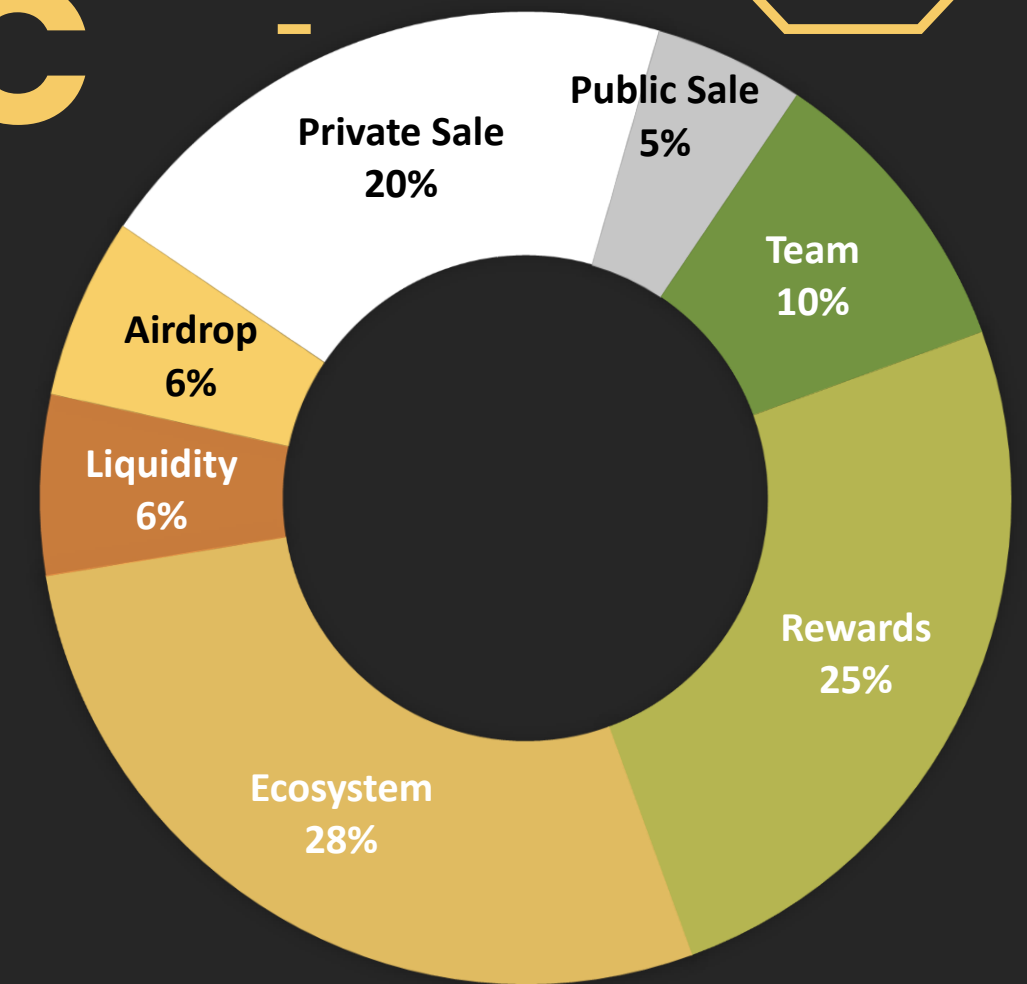
% of possible conversion that FND can tap

2%



Token Allocation on BSC

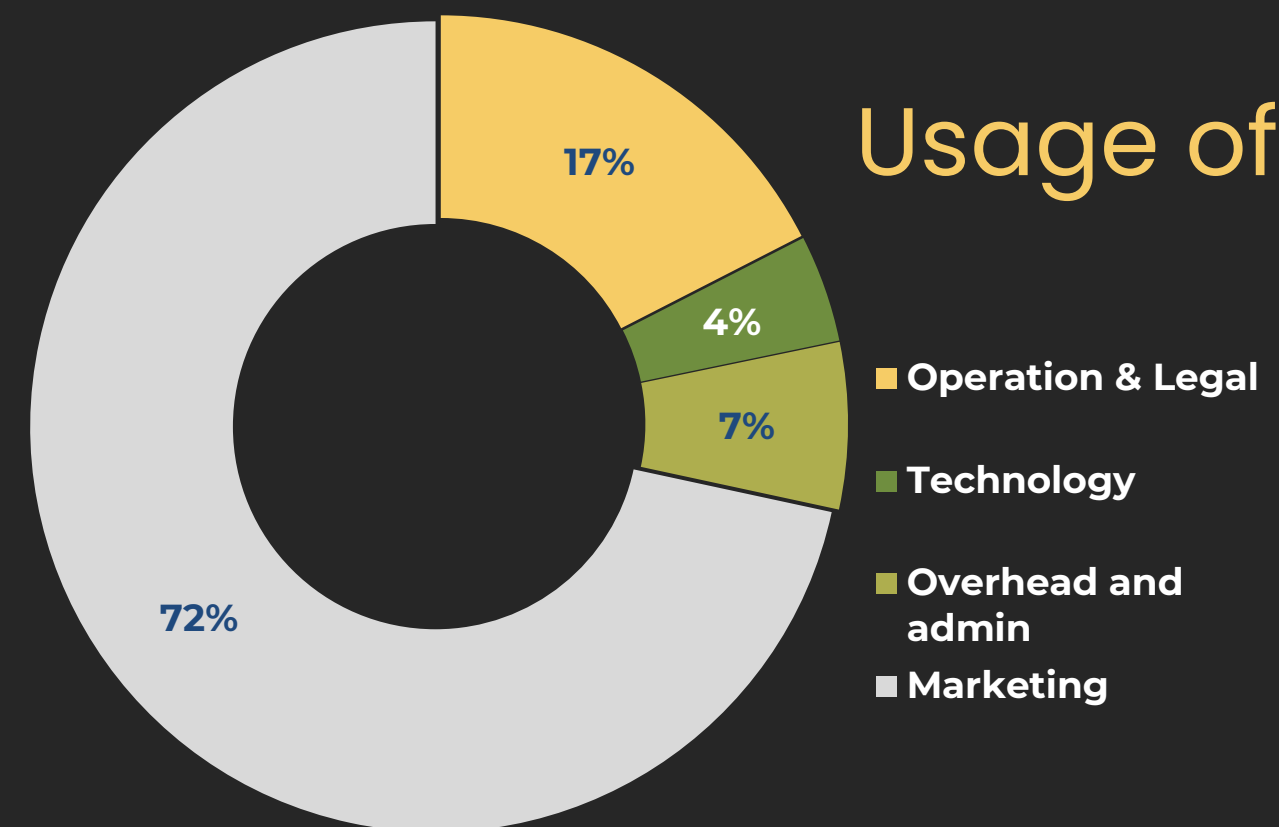
	Percentage Allocation	TGE Unlock	Lock Period	Release Period	Monthly Release
Private	20.00%	10.00%	0.5	3	30%
Public Sale	5.00%	100.00%	-	1	0.00%
Team	10.00%	0.00%	24	36	5.56%
Staking	25.00%	0.00%	1	48	2.08%
Ecosystem Treasury	28.00%	4.00%	-	12	-%
Liquidity	6.00%		-	6	-%
Airdrop	6.00%	Individual user defined vesting (0-2 years)			
Total	100.00%				



■ Private Sale ■ Public Sale ■ Team
■ Rewards ■ Ecosystem ■ Liquidity

Total Supply	325,000,000
Initial circulating supply	45,337,500
Initial mcap (excl. liq & eco)	\$103,375
Full diluted mcap	\$2,356,250

Usage of funds



■ Operation & Legal
■ Technology
■ Overhead and admin
■ Marketing



Our Team



Incorporated the software house
The Rare Antiquities Token
Software Design February 2022



Incorporated the NFT
Marketplace in DMCC
Dubai June 2022



Incorporated the Rare FND
Token in BVI in August
2022



Ryan Howells
Founder & CTO

Has experience of over 10 years in delivering major tech projects in business analysis, product management capacity. Spent 4 years as an information security manager implementing ISO27001 before becoming a full-time investor.



Stuart Paterson
COO

Over 15 years of project management experience in investment companies, tech start-ups, crypto, and NFT projects. Co-founder of a cryptocurrency, Evai.io, and an NFT project in Dubai. Has invested & advised on several blockchain ventures across the Middle East & previously worked for the Sovereign Wealth Fund of Saudi Arabia.



Jalil Benharkat
Architecture

Expert in delivering enabled solutions by covering a wide range of languages from blockchain to Python.
Extensive experience delivering large scale technical solutions.

Our Advisors



Dr Marwan Alzarouni
Advisor

An internationally recognized advisor on blockchain use cases and also a member of the World Economic Forum's Global Future Council on Cryptocurrencies. He is the CEO of Dubai Blockchain Center (DBCC), an impact business and a strategic partner to Dubai Future Foundation.



Majed Alzarouni
Advisor

Head of Dubai Security Industry Regulatory Agency, investor and founder of multiple businesses across the Middle-East. Through his work with the Dubai government has helped secure portfolios of businesses worth billions.



Clark Varin
Advisor

Social Entrepreneur, International Keynote Speaker, Impact Investor, & Philanthropist. His company was named the "Fastest Growing Microfinance Startup" in Uganda. His business ventures have had an impact worldwide and is internationally recognised for his work in eco-tourism and emerging markets.



Sonny Verueco
Advisor

A highly driven tech entrepreneur and a business strategist, as well as a blockchain enthusiast and crypto investor. Also, a part of several ICOs and digital assets startups.

14 strong team members with a background in

Product

Technical Delivery

Sales

Business Development

Marketing





RareFnd

Thank You

Email: ryan@rarefnd.com

Telegram: <https://t.me/RareFnd>

Twitter: https://twitter.com/rare_fnd

CoinMarketCap: <https://coinmarketcap.com/currencies/rare-fnd/>

