

ABSTRACT

Cryptocurrencies are rapidly moving towards **mass adoption** and are no longer confined to internet forums and limited exchanges.

The recent NFT market explosion has tapped into the previously uninterested general public and introduced these consumers to use-cases for **crypto assets that they can both understand and enjoy purchasing and using.**

In this paper we introduce **starly.io and STARLY token.** Starly is a social platform designed around NFTizable content and built from the ground up to be a space for composable economies where **content creators and their fans are enabled to strengthen their communities and expand them** in entirely new ways. Primary utility of the STARLY token is staking that **offers different reward tiers depending on the amount of the staked tokens.**



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INTRODUCTION

The past two decades have been spent creating networks on the internet. Social media platforms like Instagram, Twitter, YouTube, and Discord are networks that can be divided into billions of smaller networks, consisting of followers, friends, subscribers, backers, etc. These platforms gave many people an audience they didn't previously have.

We are now **entering a new era of the internet — Web 3** — where we have the chance to upgrade these networks into economies, building systems where the incentives of the network owners, network participants, and third-party developers are fully aligned. Economies (as used here) are networks with various crypto assets freely flowing through them, from any node to any other node, directed by the decentralized participants and not by the centralized network owner.

NFT Market Just Getting Started

First of all — **what is an NFT?** NFT stands for a Non-Fungible Token, meaning it is unique and cannot be replaced. **It is a digital asset you can buy and sell as any other piece of property, exchanged on public blockchains.**

A zoomed-in focus on the NFT marketplace may be misleading - there is a massive runup in May 2021 and once again - in August 2021, but taking several steps back you see an entirely different angle. At its current market cap valuation, including all NFT assets, we're only at a value of around \$4.0B compared to a total crypto market cap of over \$2.0T, NFTs make up only 0.17% of the total crypto market cap, there is much more room to grow as the avenues for mass adoption are just beginning to open up.

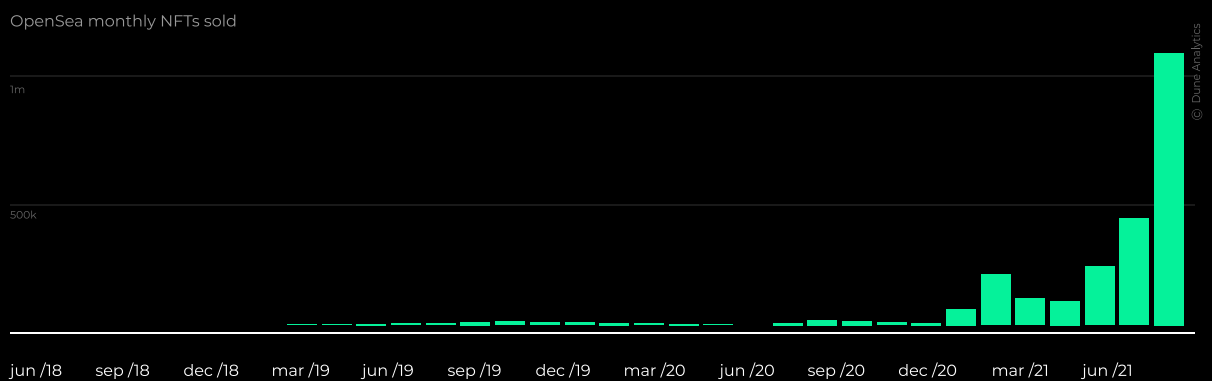


Even if NFTs only make up roughly 0.17% of the market they're certainly something any wise investor would pay attention to. Just taking a look at OpenSea, one of the most frequented and popular NFT minting, selling, and trading platforms, we see how much of a hot commodity NFTs are even with a relatively small amount of people:

On OpenSea we find that \$1.18B in sales volume occurred in just the month of July 2021



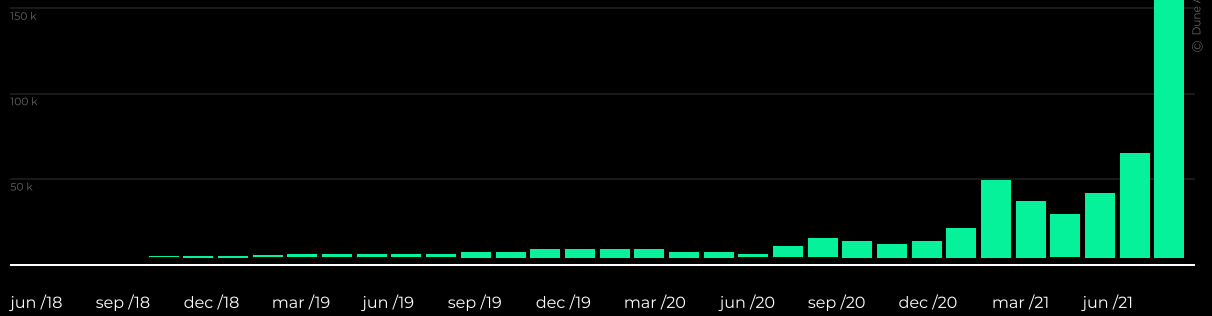
864k NFTs were sold in July of 2021



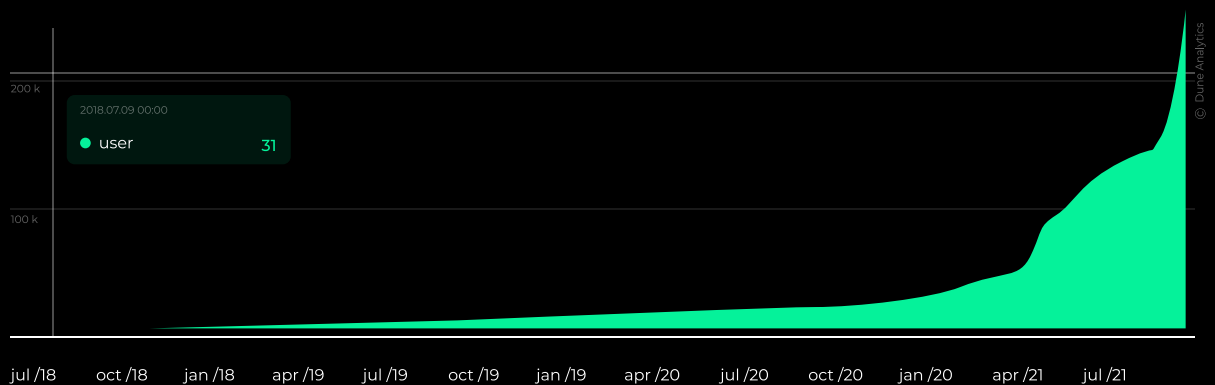


There were 130k active traders in the month of July 2021

OpenSea monthly active traders
Registered users who have made at least one transaction



Going back to July of 2018, OpenSea has seen a total of 235k unique traders



The realm of NFTs is waiting to break into the mainstream — they are the “iPhone moment” of Web3.0 and **Starly is going to be “Web3.0’s Instagram” that puts NFTs in the hands of everyone around the world.**



The premier platform for creators and their fans to build strong communities around gamified NFT collections created by influencers and traded amongst their fans, **Starly is stylish, exciting, and easy-to-use.** It enables access to the untapped potential of influencer communities brought about by popular social media networks like Instagram, TikTok, and Youtube. Platform has two primary functions - to provide a platform for everyone and anyone to join and to give the tools and platform for creators to seamlessly monetize their content communities through NFTfied interactions.

FOR CREATORS

Creators are given step-by-step directions on the platform to generate their collections, they **have complete creative control over their NFTs** and the respective descriptions, they set initial prices and the launch date of their collections. Once the date is set, they can build up anticipation in communities and promote upcoming drops to fans.

FOR FANS

Fans are introduced to Starly through engaging posts and content from their favorite creators. They are directed to the storefronts of their favored creators and are offered various options of getting involved, waiting for new drops, purchasing cards on the secondary market from already existing collectors, or getting a brand new pack from the current collection. A pack opening is tailored as an exciting and entertaining experience and the flow of purchasing and opening the pack to view the contents inside is intended to capitalize on the sense of scarcity, ownership, and excitement to own an extra special piece of their idol. After the pack opening follows the reveal of the cards and the respective serial numbers of the cards which are the core of what determines a card's value. Fans can then buy and sell their cards on the secondary market, they are able to complete collections by obtaining other cards and are rewarded by their idols for achieving similar milestones on Starly. This creator and fan interaction will be a prime driver for engagement between the two groups on Starly.

Starly has created a unique and standardized approach to the creation, collection, distribution, and trading of NFTs which can be utilized by anyone with an active and enthusiastic community around them to bring their community engagement and interaction to a new level by bridging the divide between idol and fan with Starly NFTs.



Currently NFT collections consist of **21 unique cards**, with **3 types of card rarity: 11 Common, 6 Rare, and 4 Legendary cards.**

Each card has its unique title, description, and a visual asset to allow creators to infuse their cards with more value and meaning.

Cards are distributed in 3 types of sealed packs also named Common, Rare and Legendary. **Buying a pack it is known what type of cards will be inside, but not exactly what cards and what serial numbers are included until they are opened.**

There are several easter eggs also involved like a chance to **find more valuable Legendary card in lower tier common pack.** This adds an additional layer of game mechanics to make the experience more exciting and card collecting more challenging and game-like.

Collectors who complete Common, Rare or Legendary sets in 30 days are rewarded with special edition Common Plus, Rare Plus and Legendary Plus cards that are minted in extra limited amounts.

Starly is set to further expand the collection formats available for creators to address the needs and desires of any individual and community.

Starly creators receive 70% (subject of change) of the initial sale as well as a 5% lifetime royalty on all secondary market sales on the platform. There are no expenses for creators and Starly covers all the costs related to NFT minting and transactions.

Drops on Starly are distributed via several different, organic channels to activate and connect the audience with the creator. First of all the creator is empowered to build the anticipation and communicate the drop to their audience by giving them guidance and different tools to do so. Secondly Starly displays a curated list of drops to their on-site viewers. Thirdly Starly is constantly expanding their own devoted community that's hungry for buying into new hot upcoming drops.



Staking the STARLY token is the primary utility of the token that offers different reward tiers depending on the amount of the staked STARLY tokens. There are three staking tiers: Silver, Gold and Platinum memberships. Each tier gives it's member a set list of benefits.

SILVER

GOLD

PLATINUM

EXCLUSIVE DROPS

Entirely exclusive drops from selected artists for Silver, Gold and Platinum members.

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REBATES

1% of primary sales (packs) will be paid back as \$STARLY tokens

2% of primary sales (packs) will be paid back as \$STARLY tokens

3% of primary sales (packs), 1 % of secondary sales (cards) will be paid back as \$STARLY tokens.

Referral links - commission from primary sales (packs) - 1%

Referral links - commission from primary sales (packs) - 2%

Referral links - commission from primary sales (packs) - 3%

VOTING RIGHTS

Vote new drops, featured drops, exclusive drops, new platform features, strategic decisions.

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EASTER EGGS

Special, unannounced surprises and gifts for Silver members.

Special, unannounced surprises and gifts for Gold members.

Special, unannounced surprises and gifts for Platinum members.

SPECIAL BADGE:

Silver membership badge on user's profile.

Gold membership badge on user's profile.

Platinum membership badge on user's profile.

EARLY ACCESS

Exclusive access for Platinum members only for the first 30 minutes of the sale. First 31-60 minutes exclusive for Platinum and Gold members.

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VIP SUPPORT

Platinum members will have a dedicated manager (concierge) to receive support via email or phone.

PROMOTE COLLECTIONS

One free ticket per year to promote a collection on the Featured section (top place on Home screen)

EXCLUSIVE EXPERIENCES

Exclusive merch, parties, events, early access to new features.



The current offering of blockchains to build on is quite numerous, Ethereum, Solana, Cardano, Polkadot, etc. the list goes on and each has a variety of pros and cons to developing on them. In the end, we decided **to develop the initial build on FLOW due to its focus on providing a high-tier developer environment so that we at Starly can build the best user experience for our customers.** Flow was put together by the team behind one of the genesis NFT projects, Cryptokitties, and is already home to major partners like NBA Top Shots, the UFC, Ubisoft, and Samsung among many others. Building on Flow was a decision made based on their vast developer ecosystem and tooling which is nearly unmatched and will allow us to build the best NFT deployment and marketplace possible.

CONCLUSION

The market for NFTs has exploded and it's becoming readily apparent that NFTs are going to be one of the primary means for incorporating the average retail consumer around the world into the realm of cryptocurrencies and blockchain. We've seen the success of social networks and how they were able to foster and give people the means to cultivate communities around niches in Web2.0. Now Starly will lead the charge of evolving social networks for Web3.0. Our platform is built to allow anyone to design, package, market their content, and create multi-tiered economies around their communities. Web2.0 introduced the concept of the social network and gave tools to build communities, Starly gives people the tools to turn those communities into robust economies centered around NFTs and further expand their creativity to new heights as they're finally able to build markets around their content.



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