

ELEVATE EDITION

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1 ABSTRACT

NFT artwork has taken off in 2021, but it's not mainstream yet. With a world recovering from the effects of a pandemic, decentralised currencies, services and other blockchain-driven possibilities are seeding, but there is still a resistance and misunderstanding around the technology and how it could positively impact the world.

2021 is the year of growth across the crypto/ blockchain spectrum, despite massive fluctuations in the price of Bitcoin, which the mainstream media still takes (incorrectly) as an indication of the overall potential of blockchain technology. ELEVATE EDITION is a project to showcase the potential of NFT and Smart Contracts through a unique digital-physical art collection and associated ongoing experiment, with considerations on sustainability and accessibility.

It's part creative project, part the creation of a valuable art collection over 6 months in development, celebrating the history of digital artforms and part a way to start a conversation around the true positive aspects and challenges of NFTs and blockchain as they continue to develop towards mainstream adoption. It's also a method of funding wider projects that can create positive impact.

2 VISION

Create a unique, accessible and valuable art collection. Utilise emerging NFT and blockchain tech, alongside traditional and digital art creation to launch something exclusive and innovative that inspires collectors, investors, other artists and the world at large to explore what's next, whilst bringing crypto and NFT into the mainstream.

3 THE PROBLEM

Although there has been a boom in NFT artwork sales, this has sparked a gold rush, akin to the dotcom bubble of the early 2000s. A dearth of low-quality/ high-quantity tokens are flooding the splintered new wave of platforms developed to mint, sell and exchange tokens and associated smart contracts. Available platforms are not yet user experience-focused enough to offer an accessible route to involvement for those who are not 'crypto-literate'.

For many, the tech is inaccessible, the user experience poor. A lack of understanding around the potential future value of digital artworks, or how smart contracts govern ownership, act as a barrier to participation. This blocks the mainstream adoption of blockchain technology as well as creating a volume of negative feedback which further obscures rapid adoption.

Our aim with Elevate Edition is to stimulate a wide-ranging conversation about art, crypto technology, high quality, valuable exchanges and the responsibility that goes with them, charted over time and communicated in a way that makes the project available to all (whether investing in the artwork or otherwise), not just those with an exclusive understanding of the technology.

4 BACKGROUND

Elevate Labs is a studio created by My Amazing Team (MAT), to develop ideas and experiences that help create the future, with a focus on consumer and user experience. My Amazing Team itself is dedicated to incubating innovation. This is a team uniquely qualified to deliver a project like Elevate Edition.

The Elevate Labs team is a talented collection of creatives and talented cross-spectrum artists. The idea of an art collection that crosses the digital-physical divide, explores the creation of value and offers smart contract NFT art in a way that is accessible to those new to the tech is an exciting idea. The team has the talent and capability to deliver it.

Developing the concept of Elevate Edition as a collection that charts and celebrates the evolution of digital influence in art and the delivery of the artwork is under the guidance of Creative Director Matt Montagnini, with support from the wider creative and tech team to create something unique and valuable with intrinsic collectability in both digital and physical forms, backed by a smart contract that clearly outlines ownership and sustainability concerns.

5 THE PROJECT

Elevate Edition is a collection of high-quality collectible artworks, as well as a progressive experiment in digital-physical art and how value is assigned. The works created are a collaboration between artist Matheus Montagnini and his team of Elevate Labs Creatives, including Sasha Azcuy (SCAD Animation Alumni), with support from the Elevate Labs tech team and platform/ smart contract and project management

- 100 artwork cards, each inspired by or charting a moment in digital art history will be created.
- Each of the 100 cards is strictly limited to a pre-defined production quantity, sequentially numbered. Refer to *Figure 1* (larger version appears at end of document).
- Each card is delivered as a digital and physical version, accompanied by a NFT Smart Contract certifying ownership of both versions. Smart Contracts will be the ERC721 gold standard.

Artwork ID	Production/Print Limited Edition Number
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
19	19
20	20
21	21
22	22
23	23
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74	74
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76	76
77	77
78	78
79	79
80	80
81	81
82	82
83	83
84	84
85	85
86	86
87	87
88	88
89	89
90	90
91	91
92	92
93	93
94	94
95	95
96	96
97	97
98	98
99	99
100	100

Figure 1: Production Quantities

- The Artwork cards will be sold at a sales event on July 20th 2021, with previews available via community channels (see section *Communication and Community*).
- Production/ print limited edition numbers 001 and 002 of all 100 cards will be reserved and sold as complete sets of 100 (i.e. purchase a set all limited edition number 001 of each of the 100 artwork cards). Numbers 003, 004 and 005 will be sold as complete sets if pre-sale requests prove demand for this. All other cards will be made available for individual sale, with purchasers able to buy multiple cards and create their own collections. There is no limit on how many cards an individual purchaser may buy, within the maximum production quantities as outlined in *Figure 1*.

- Any artworks not sold on the sale date will be burned, so the only digital and physical cards in existence will be those sold/ purchased on the sale date. This will be written into the smart contract.
- Communication will be accessible and focus on open enquiry for those new to the crypto/ NFT world, as well as more detailed channels for serious investors, collectors and journalists.

A key aim is to make this project open and encourage participation that enables conversation on the wider potential application of NFT and Smart Contracts, as well as offer highly collectible quality artworks that stimulates conversation on the rise of digital art.

6 IMPLEMENTATION

6.1 PROJECT DELIVERY

The artworks are created by Matheus Montagnini and the Elevate Labs team of talented creatives, with Sasha Azcuy providing animated elements for the digital works. Andy Swann (Founder) is project managing delivery. Once-only sale event will take place on July 20th 2021, with full details to be announced via communications/ community channels 14 days prior to sale date.

The project has been in development for 6 months, with a process of research, planning and conceptualisation leading into development of the collection. Artwork creation is advancing, with both digital and physical versions being finalised systematically. Artwork previews will be shared via appropriate community channels prior to the sale. Full and final artwork will only be available at the point of minting (the sale date) when digital and physical versions are released.

6.2 PHYSICAL VERSUS DIGITAL VERSIONS

Based on the same core concept/ artwork, a physical and digital edition of each card will be created. The purchase of any artwork on July 20th 2021 will entitle the purchaser to ownership of both the digital and physical version of that artwork. This will be assured via the smart contract accompanying each artwork.

For future (secondary) sales, as privately owned it will be up to the current owner whether to sell the digital and physical artworks together or individually. The smart contract gives freedom to the owner to choose. MAT/ Elevate Labs will track future sales of the assets as part of the project's experimental analysis (see section *Experiment Tracking*) and, as a contribution to ongoing carbon offsetting (see section *Sustainability*) will retain a commission of 2.5% of any future sale of the digital assets.

The differences between the digital and physical version of each artwork will be in keeping with the format, providing an added dimension of variety, without fundamentally changing the artwork. *Figure 2* shows an example layout style. The

digital versions will feature subtle animated and other digital elements. Artwork previews will be provided via the community channels prior to the sale date.

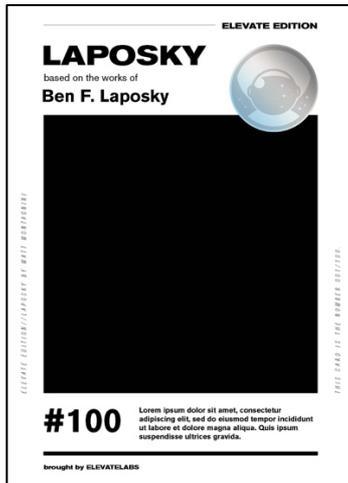


Figure 2: Example Artwork Layout

6.3 AUTHENTICITY

As a mark of authenticity all physical and digital artwork cards will be finished with the Elevate Labs hologram.

- For digital versions, this will be the animated hologram version.
- For physical versions, this will be a printed Elevate Labs hologram sticker. All physical cards will be finished by hand, with the application of the hologram. Holograms will only be printed for the Elevate Edition cards and the design will never be reused.

Hologram designs will be shared in the community channels prior to the sale.

6.4 SMART CONTRACTS

Bespoke smart contracts on the Ethereum blockchain will be created for the Elevate Edition artworks using the ERC-721 standard for non-fungible tokens (NFTs). These will govern:

- Ownership of purchased artworks (physical and digital)
- MAT/ Elevate Labs commitment to carbon offsetting the lifespan of the artworks (see section *Sustainability*)
- Future sale tracking and reporting
- Any other relevant information

6.5 PLATFORM

Sale platform will be announced 14 days before the sale date via the community channels. Although developing our own user-focused sale platform would have been the preferable route, the time and cost of doing so is prohibitive. Gaining user

feedback on this sale via a chosen platform partner, will provide valuable information on the progress of usability of existing platforms and therefore valuably inform the ongoing element of the Elevate Edition project.

6.6 SALE DATE/ PRE-OFFERS

Sale date is fixed for July 20th 2021. Elevate Edition artworks will be available exclusively via the chosen platform partner.

Prior to the sale, the community channels will be used for previews, as well as all enquiries and questions. A large amount of content will be shared. Pre-sale enquiries are welcome and in keeping with the experimental nature of the project, we may accept offers and requests for sets and packages, or make reservations prior to the sale date.

The sale will be conducted with a reserve price on each artwork and set. This is to ensure the Ethereum gas fees, platform costs, carbon offsetting and other creation costs are covered.

6.7 EXPERIMENT TRACKING

Part of the purpose of Elevate Edition is to generate conversation around and mainstream interest in NFTs and Smart Contracts. In order to maximise this, we will continue to provide updates on Elevate Edition on an ongoing basis.

Once the artworks are out in the world (post-sale date) we will continue to track future sales to understand:

- User experience and usability.
- Future trading activity and value of each artwork/ set.
- Whether physical, digital or together is the centre of value into the future.
- Prices and movement to understand value appreciation over time.

This tracking will be undertaken within all data protection means, using information either provided willingly by the owners, or via publicly available records on the blockchain.

Further, we are aware that although art is for everyone, owning original art has traditionally leant towards elite investment. Part of this experiment is to see whether digital art, if the ownership and purchase process is simplified and accessible enough, is able to shift the level of demand, attractiveness and accessibility of ownership to all.

We will issue a regular update on the ongoing experiment and look for creative and interesting ways to present this information.

6.8 SUSTAINABILITY

Due to Ethereum being a well-established blockchain, it is likely that Elevate Edition will be created using an Ethereum-based platform. There are widely documented

inefficiencies with Ethereum which mean that the blockchain uses high amounts of energy and therefore creates a significant sustainability issue. With the rollout of the Ethereum 2.0 significant upgrade, in the long-term Ethereum will become more energy efficient.

MAT/ Elevate Labs is making a commitment to offset the lifetime carbon output of both the digital and physical artworks in Elevate Edition. This will be done through calculations working with a partner (to be confirmed prior to sale date – we are currently discussing with potential partners) and an offset programme. The sustainability commitment will be written into the Elevate Edition smart contract and will remain the responsibility of MAT/ Elevate Labs.

We will produce regular communications and updates on sustainability activity surrounding the project, as part of ongoing experiment tracking.

6.9 COMMUNICATION AND COMMUNITY

Beyond the artwork and tech elements of Elevate Edition, a core aspect is moving conversation and awareness into the mainstream. We have selected to do this via a communication strategy in the build-up to sale date, making the right information and access available to the right people and ensuring everyone can have an informative conversation relevant to their interest, involvement and understanding.

To that end, communication strategy and community building are essential parts of the Elevate Edition project. Beyond wider activities, the community will be focused around two main channels:

- **Discord:** Open chat and conversation channels, as well as information sharing. Accessible to all with direct responses from the Elevate Edition team, including content sharing.
- **Telegram:** A deeper closed channel available to verified potential investors, dealers, journalists and others with a serious interest in the project. In addition to deeper content and first access, specific pre-sale information will be shared via this channel. Members will also have a direct line of communication to Andy Swann, Elevate Edition project founder/ manager.

We are aware that Discord and Telegram are platforms already used by those who are tech-leaning, but they are accessible platforms and we will combine more traditional messaging outreach (via media and social platforms) to show potential community members the benefits of participating in Elevate Edition via defined community communication platforms. This is a key part of our strategy that will be revealed as the project evolves.

The communication strategy and community building will evolve and grow in the weeks leading up to the sale date. Full details and access will be available via the Elevate Edition web page <https://elevatelabs.io/elevate-edition>.

For access to the open Discord Server: <https://discord.gg/xPG7dHmr5J>

For verification to access the closed Telegram Group:
<https://myamazingteam.typeform.com/to/BUwXSf8s>.

6.10 FUNDING IMPACT

Funds raised through the Elevate Edition sale will be used to finance My Amazing Team's impact projects, designed to create better business, products and experiences globally, creating positive impact and outputs. Initial projects include:

- **Human Threads:** Limited edition ethical clothing funding a factory in a developing country that pays fairly, empowers workers and shows that fashion can be sustainable and create positive impact on communities.
- **Cha Drinks:** A range of sodas developed with entirely natural ingredients, offering a healthier alternative and distributed via a sustainable closed loop model that reduces waste.
- **Sparklr:** Creativity, collaboration and inspiration for everyone. An app with a roadmap to change the way brands connect with consumers, remove the increasingly frustrating social media experience and create a new 'reverse advertising' model where brand funds are distributed to users in exchange for insights.

For details on these, or any other MAT/ Elevate Labs impact projects, contact Andy Swann.

7 CONCLUSION

We've presented the purpose of Elevate Edition as a response to both the challenges and obstacles in the way of crypto, NFT and smart contracts becoming part of mainstream conversation and understood readily by those without tech knowledge. This innovative project will drive the conversation with a tracking experiment over time, whilst creating high-value artwork that charts the evolution of digital influence in art and creativity.

Elevate Edition will be a landmark project, the wider impact of which will be to fuel the delivery of other 'impact' projects that improve products and experiences globally, influencing a shift towards sustainable, people-first business and fuelling genuine innovation.