



LunArt



Community Driven

NFT Protocol &

Artist Launchpad

# Vision

To create and foster a unique and unprecedented platform for a community of emerging and established artists.

A platform that provides a launchpad to showcase the talent of real-world and digital artists within the NFT community, whilst continuing to leverage the organic growth already achieved through consistent community engagement and an unwavering commitment to innovation in the NFT space.

Combining unique and exclusive artwork, NFT utility and charity.



# The LunArt Unique Advantage

## The Bridge between the Traditional & NFT's

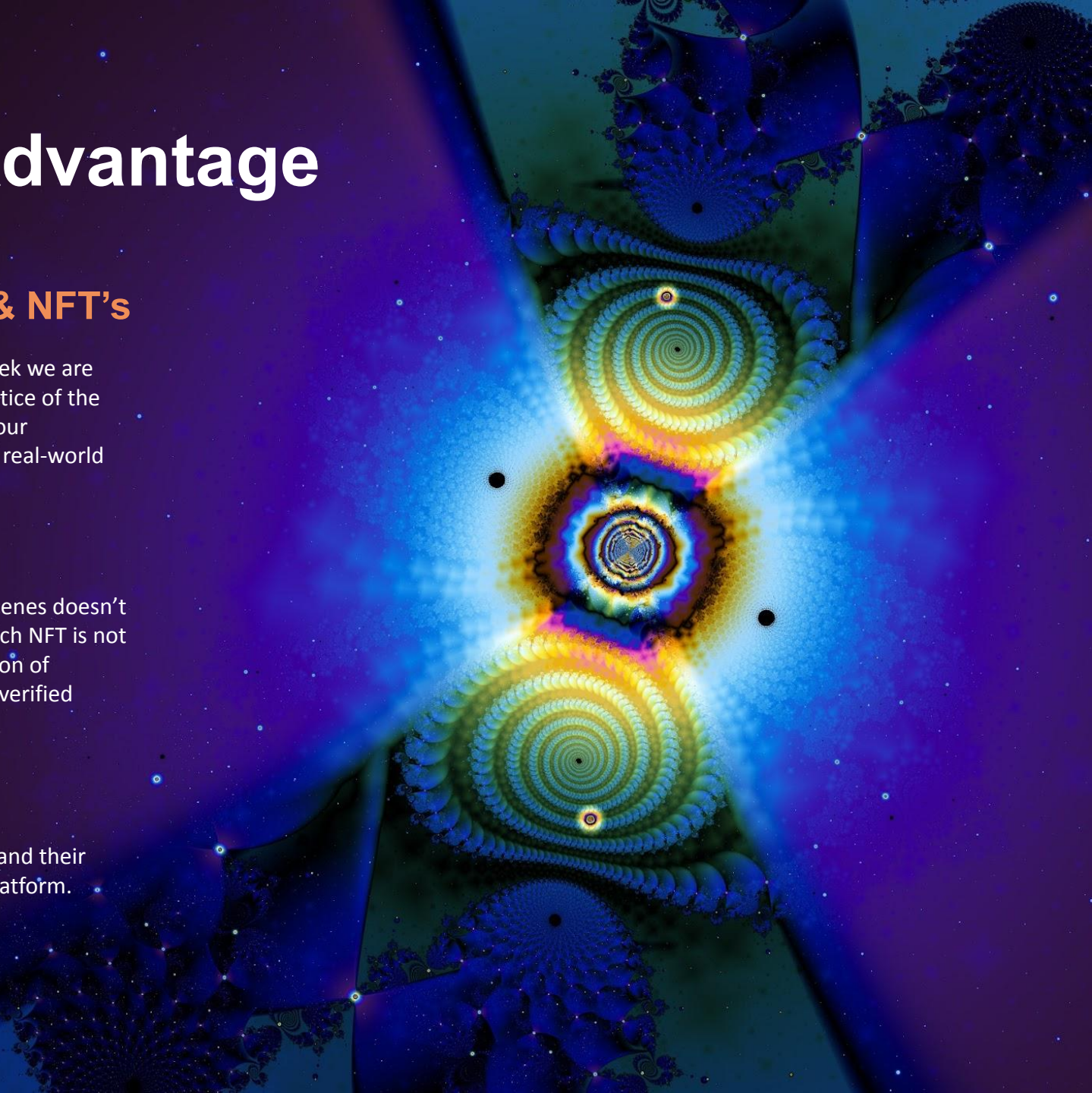
In a world where new marketplaces are popping up every other week we are focused on something unique. The traditional art scene is taking notice of the NFT space, however, many artists don't know where to start. With our community driven artist launchpad, our connections to established real-world artists and unique hybrid gallery events, **we are the bridge.**

## Non-Fungible, yet Tangible Art

Our mission to blur the lines between the real-world and NFT art scenes doesn't end there. The bridge goes both ways: With our printing partner each NFT is not only a ultra-high quality digital version of the art and a representation of ownership, it is also your ticket to obtain exclusive, limited edition, verified prints.

## Connection to Artists

We have cultivated real-world connections with established artists and their networks, with a pipeline of artists ready to be onboarded to the platform.



# Hybrid NFT - Printing Partner

## The World's First Physical NFT Factory

Our printing partner, **Hybrid Ventures**, is building a state of the art, blockchain enabled factory which will track every step of the printing process and commit it to the blockchain.

## Custom Hybrid Packages

The unique capacities of Hybrid will allow us to tailor make custom NFT packages with a set number of verified prints allowed. Here's a couple of examples:

01

**Sell exclusive NFTs that can only have one print made.** Once that print is printed by Hybrid, no one can ever use that option again. The physical print is part of the NFT, linked forever through the blockchain and instantly verifiable.

02

**Set a three print limit.** The owner of the NFT can use these prints as they see fit. Use 1 and then sell the NFT? Use all three and sell the prints. It is up to the owner and the possibilities are endless.

## Quality, Rarity & Authenticity

Anyone can print their NFT, anyone can right click and 'save as'. Value is created in the proof of ownership and uniqueness. **There is no better proof than blockchain.**



# How is LunArt highly scalable?

## Like our art, we are infinitely scalable

The cost per new user/artist is negligible, once the platform is fully launched thanks to Web 3 and the blockchain smart contracts.

The LunArt platform will create a pathway for artists to develop their own NFTs and freely mint their work, or work on commissions.

Their experience with the platform will encourage other artists to join and we will leverage these respected artist's real-world success to be mutually beneficial for LunArt, our artists, our investors and our community.



# Why Now?



Nico Mares

01

## First Mover's Advantage

We know the importance of being first to market and we had the foresight to deliver a premium product and platform on a budding ecosystem. We wanted to set a precedent for the Terra NFT market. We set out to lay the foundation, reached out to partners and marketplaces before the inevitable influx of competition. We are the first in this space to have existing relationships with artists and their networks to showcase and build from.

02

## Stand out from the Crowd

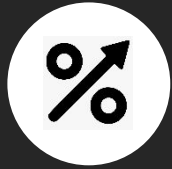
We identified demand for a platform where artists could showcase their creativity without having to run the gauntlet of a failed mint or cultivate their own community to gain exposure. We will ensure artists stand out in front of individual and corporate collectors.

03

## Build on our Success

As a premium and well-established NFT project at the forefront of the Terra ecosystem we are positioned to guide up-and-coming or established real world and digital artists in their pursuit of transitioning their art into the NFT space.

# Market Problems & LunArt Solutions



## Market Saturation

We will provide a platform where people can be safe in the knowledge that they will find quality art and artists.

For prospective buyers it is difficult to decipher quality projects against the copy/paste projects.

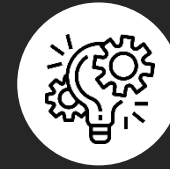
Many projects and artists are not minting-out as consumers are losing faith in new mints.



## Finding Credible Artists

The LunArt Platform streamlines the process for collectors to locate credible artists and allows artists to showcase their talents to individuals and corporate partners.

A dedicated platform to showcase artist's style, flair and capability with a focus on NFT's would be a first.



## Building Trust

Crypto & NFTs have a rep. Scams and rugs are an unfortunately common reality.

This is an issue for consumers of NFTs. Having a place where projects and artists on the platform have credence and reputation, voted on and built around a dedicated community.

# Artist Launchpad & NFT Platform



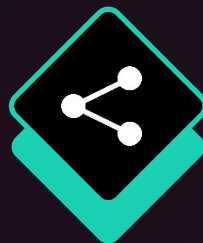
## Discover

Artist Profiles, Artist Gallery, Top + Rising Artist Charts.



## Engage

Comment, follow, upvote & inspire your favourite artists.



## Share

Become a LunArtist - Upload your art, build your following, earn commissions



## Hodl

Unlock full access with a LunArt NFT or by staking LunArt tokens



## Enlist

Commissioning of artists to add to your individual collections or for real world business purposes.

The LunArt Artist Launchpad & NFT Platform is a dedicated hub for showcasing a wide variety of artistic styles and levels of artists. With a strong focus on quality over quantity, LunArt will cater for any collector or organisation, while offering a user friendly, web3 experience.

## Signature Collections

Twice a year a small group of artists will be voted on by LunArt NFT holders & LunArt stakers. These artists will then contribute art to the Signature Collections - A LunArt sponsored NFT mint.

# Artist Launchpad



Browse Artist's Profiles + Galleries



Vote, Share Feedback + Comment



Commission Artists, Mint NFT's + Trade



LunArt Token Utility



Synergies with Loop

**LunArt** LAUNCHPAD THE BAKERY GALLERY MY ART STAKING

### Featured Launchpad Artists

Established real-world artists, undiscovered creators and digital artists converging on-chain [Full Artist List](#)

**@JoelC\_**  
Digital Artist  
89 165 1  
Original LunArt artist, specialising in exquisite fractal based art

**@aszoo\_**  
Digital Artist  
34 113 14  
Digital artist. Inspired by everything I see around me

**@Spoko**  
Digital Artist  
71 218 15  
Fractal art specialist. LunArt original  
Commissionable works available

### Top Rated Artists - Community Voted

Weekly Ranking | All Time Ranking | Moving Up

Rank	Artist	Genre	Likes	LunArt	Followers
1	NameoCeo	Digital Art	333	31	276
2	JoelC_	Digital Art	165	1	65

# LunArt Launch Artists

## Christopher Paul Toth

Painter

Sydney

[christopherpaultoth.com](http://christopherpaultoth.com)

Acrylic portraits, murals & industrial materials

Art has sold for \$3,000 - \$100,000 and featured in galleries worldwide



## Nico Mares

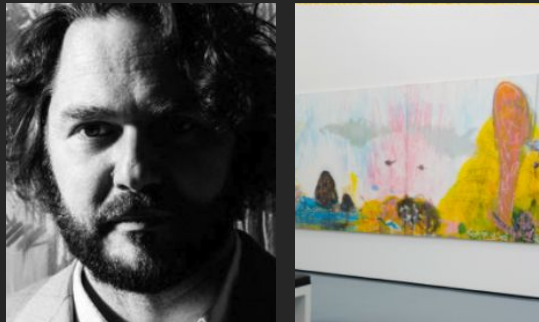
Painter

Düsseldorf

[nicomares.de](http://nicomares.de)

Ultra-contemporary artist, 6 solo shows & 20 group shows over the last 17 years

Art has sold for \$5,000 - \$50,000 and featured in galleries worldwide



## Michelle Hanson

Painter

Brisbane

[michellehansonart.com](http://michellehansonart.com)

Canvas artwork inspired by mystery, the universe and nature

Art has sold for \$1,500 - \$12,000 and featured in Australian galleries



# Artist Recruitment

LunArt has cultivated real-world connections with established artists and their networks from around the world.

Generating a diverse pipeline of artists, keen to have their works committed to the blockchain and eager to utilise the benefits that can be programmed into their art.



## why **NFT** your art?

With record user growth & sales of over US\$255m a day, NFT's are exploding

LunArt is bridging established artists with the benefits of blockchain

### Artist Royalties

Benefit from each resale

### Showcase Your Works

Global Audience at your fingertips

### Authenticate

Verify your art on the blockchain

### Inbuilt Utility

Collector benefits, VIP access, earning

### Create & Earn

Earn income from your featured art

### Commissioned Work

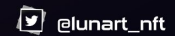
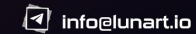
Be hired by Individuals & Brands

### Build a Community

Interact with your collectors



To find out more  
contact us at  
[info@lunart.io](mailto:info@lunart.io)



# Artist Profiles



Art Examples



Artist Bio



Commission / Hire Section



What are you working on?



Inspire an artist

The screenshot shows the LunArt website interface. At the top, the LunArt logo is on the left, and navigation links for LAUNCHPAD, THE BAKERY, GALLERY, MY ART, STAKING, and CONNECT are on the right. Below the navigation, the page title "Artist Profile" is centered, and a "Commission Artist" button is on the right. The main content area features the artist's name "Christopher Paul Toth" in a large, bold font. Below the name, the title "Painter" is displayed, followed by social media-style icons for followers (34), likes (113), and comments (14). A small profile picture of the artist is shown. The bio text describes Christopher as an Australian artist from Canberra, a former Executive Chef, and a conceptual artist who uses various media. To the right of the text are three images: a large abstract portrait painting, a photo of Christopher sitting on a couch, and two smaller abstract portraits. Below the bio, a "Top Rated Creations" section includes a table with columns for Weekly Ranking, All Time Ranking, Moving Up, Rank, Genre, Likes, LunArt, and NFT's. The table shows one entry: a "Paint to Canvas - Portrait" with a rank of 1, 333 likes, 31 LunArt, and 1 NFT's.

Artist Profile Commission Artist

## Christopher Paul Toth

Painter

34 113 14

Christopher is an Australian artist, born and bred in Canberra's northern suburbs.

A former Executive Chef, Christopher channeled his passion for culinary creation into conceptual art; utilising acrylic medium, sculptural works, light-reactive installations and 5-storey-high commissioned murals.

Christopher's work is well-known for its vibrancy and colour. His large-scale murals blend harmoniously with the architectural elements and building designs of both residential and commercial properties. Christopher's acrylic portraits capture the innate character and essence of his subjects, whilst his most recent conceptual art series utilise industrial materials, commercial kitchen equipment and automotive supplies to create his unexpected and tactile forms.

Christopher is currently based in Sydney's south east.

### Top Rated Creations

Weekly Ranking	All Time Ranking	Moving Up	Rank	Genre	Likes	LunArt	NFT's
			1	Paint to Canvas - Portrait	333	31	1

# NFT Platform

**Staking**  
LunArt NFT's and  
LunArt Token



**Core Lottery**  
Gamified ownership  
for LunArt Core  
Holders (Airdrops,  
Protocol Tokens,  
Luna/UST)



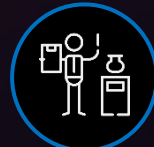
**Gallery**  
Full LunArt  
Collections in HD,  
'My LunArt', Details  
page & a comments  
section



**Tracking**  
of Angel Deposits  
and the xGift  
(Community  
Revenue Sharing).



**Curator Club**  
LunARTic  
Community driven  
Terra NFT art  
collection.



**Artist Launchpad**  
Leverage LunArt to  
feature Artists Apply  
function, Community  
driven voting (LunArt  
NFT/LAT).  
(Marketplace/  
commission artists)



**Artists Only Area**  
Access to Minting



# The Bakery - NFT Staking

01

## Connect

Connect your wallet and select your NFT

02

## Select

Choose an available artist from the LunArt Platform from the range of genres and price options

03

## Design

Share a colour pallet, key words, an image, a poem, design idea or company logo

04

## Stake

Commit your NFT to the LunArt Gallery for 30 days while a new, complementary NFT, inspired by your original artwork is created



### Upgrade Options Available - Exclusive Artist Sessions

**Book an Artist:** 'Face-to-face' sessions with your selected artist. They control the tools, you direct the art!

# LunArt Platform Pricing

## Artist Launchpad

Hire Fee - (25% Platform Fee) - Sliding scale based on 'level' of artist  
**\$333 - \$100,000+**

Ongoing Royalties of minted LunArtist NFTs –  
**1.11%**  
NFT direct sales  
**2.5% platform fee**

## The Bakery (NFT Staking)

Baking Slots  
**\$555-\$777**

Standard LunArt Commission  
**\$2222-\$3333**

Exclusive LunArt Commission  
**\$7777 - \$9999**

## Physical Prints



Prints  
**\$100-\$1000**



Tim Spence

*\*Payments on the platform will be priced using the LunArt Token. Amounts listed above are USD equivalents for example purposes*



# LunArt

## TOKEN UTILITY



### NFT Staking

(NFT + Token = NFT + NFT)  
Create new art, burn LUNART  
30, 60 & 90 day lock-ups



### Buyback & Burn

Sales, auctions, commissioned works and minting burns LUNART to reduce pressure on token price



### Revenue Sharing

Stake to earn both LUNART and stablecoin from platform sales and royalties



### Referral Program

Introduce a new artist to the platform, if they get listed, you share in royalties of sales



### Reward System

3 Tier access system, hold/stake for early access, increased voting rights, whitelists, airdrops, guaranteed bakery slots



### Charity Support

Platform transactions provide ongoing charity donations via our partner, Angel Protocol



### Provide Liquidity

Users will earn LUNART as a reward for providing liquidity on platform and using LOOP Dex

# Charity Support



The LunArt team and our artists are committed to giving back and supporting those less fortunate around the world.

Through our strong partnership with Angel Protocol, we have already been able to support 10 charities and raised over \$42,000. With Angel's revolutionary donation approach, funds raised are invested and build up over time, resulting in partner charities receiving more over time.

Through the LunArt Platform, our artists will be able to continue to support charities and even add donation utility into their NFT's.

Artists can also program secondary sales royalties, authentication, VIP access, printing limits and more into their NFT

# Business Model

The initial focus of the LunArt business will be to rapidly scale and deploy the platform in order to bring each of the main revenue streams online and producing income as quickly as possible.

## Platform Key Revenue Streams

01

### LunArt Collection NFT mints

These are the collections made by the core team of LunArtists - The makers of the Almond Breads (The Genesis Collection)

02

### The Artist Launchpad & Platform

The LunArt Business gets multiple revenue streams from the Artist Launchpad; platform fees from artists being hired, platform fees from NFTs being sold and revenue from the Signature Collection mints

03

### Commissioned Works & Signature Collections

Standard and exclusive commissioned works  
Community voted, top artist collections NFT mints

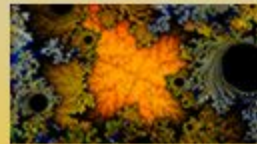


Michelle Hanson

# NFT Sales History

The LunArt brand was launched as a premium NFT project, combining mathematically-inspired, fractal art in detailed 8K quality, with yield-bearing utility. In less than 4 months, the brand is quickly approaching \$1m in sales, with just 333 total NFT's released to date.

## PRE-SALE AUCTIONS



NFTs Sold	10 of 10
Total Sales Value	\$48,190
Top Sale	\$7,406
Average Sale	\$4,819

## PRIMARY SALES

NFTs Sold	322 of 322
Total Sales Value	\$492,016
Mint Price	\$1,528
Time to sell out	34 Minutes



<b>TOTAL SALES</b>	<b>\$832,606</b>
<b>TOP SALE</b>	<b>\$17,800</b>
<b>AVG SALE</b>	<b>\$1,829</b>

## SECONDARY SALES



NFTs Sold	122
Total Sales Value	\$292,400
Top Sale	\$17,800
Average Sale	\$2,396

All sales prices are listed in the USD value of the denominated token at the time of sale

# LunArt

## REVENUE MODEL



\*Yield % subject to change

# Roadmap



2021

2021

2022

2022

2022

## Quarter 2+3

LunArt Genesis Collection  
Conceived

Official LunArt Project Launch

Key Partnerships Announced  
(Marketplace, Strategic)

LunARTics Community  
Creation

## Quarter 4

Beyond the Art -  
Utility Announcements

Angel Alliance Membership

Genesis Collection -  
Minted and sold out in 34 mins

First Round of xGifts (UST  
airdrop)

## Quarter 1

Printing Partnership

Explore the Art Concept

Julia Mint (LunArt Collection  
2)

LunArt v2 & Artist Launchpad  
release

## Quarter 2

LunArt Token Release & Staking

Signature Artist Collection Mint  
International Hybrid Gallery  
Launch in Sydney & Düsseldorf

Hybrid Factory - Commit your  
NFTs to canvas/metal

## Quarter 3+4

LunArt Token traded on a  
Centralized Exchange

LunArt in the Metaverse

Signature Collection 2

LunArt Collection 3 Mint

# LunArt TEAM



**TIM SPENCE**  
*Founder & Artist*



**ADAM SHEEHAN**  
*Development & Design  
Manager, B2B & Artist*



**RYAN DAVIS**  
*Artist, Business Admin  
& Social Manager*



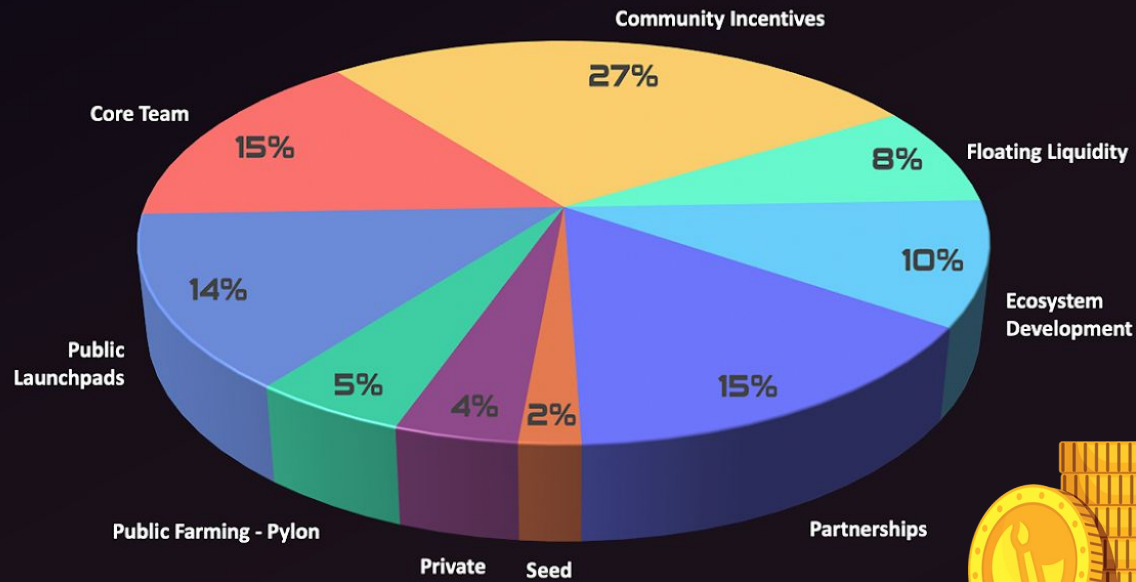
**LUKE JOHNSON**  
*Marketing, Sales,  
Community & SM Manager*



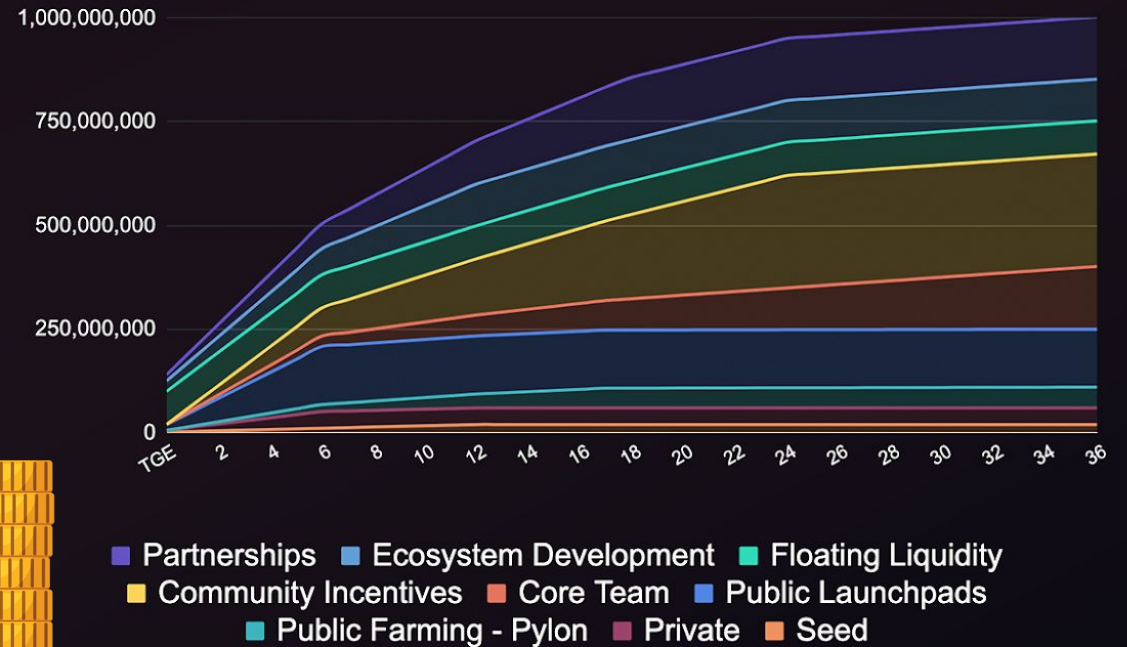
**JOEL COPE**  
*Artist, Artist-Liaison,  
Sales & Social Manager*

# Tokenomics & Emissions

## Distribution



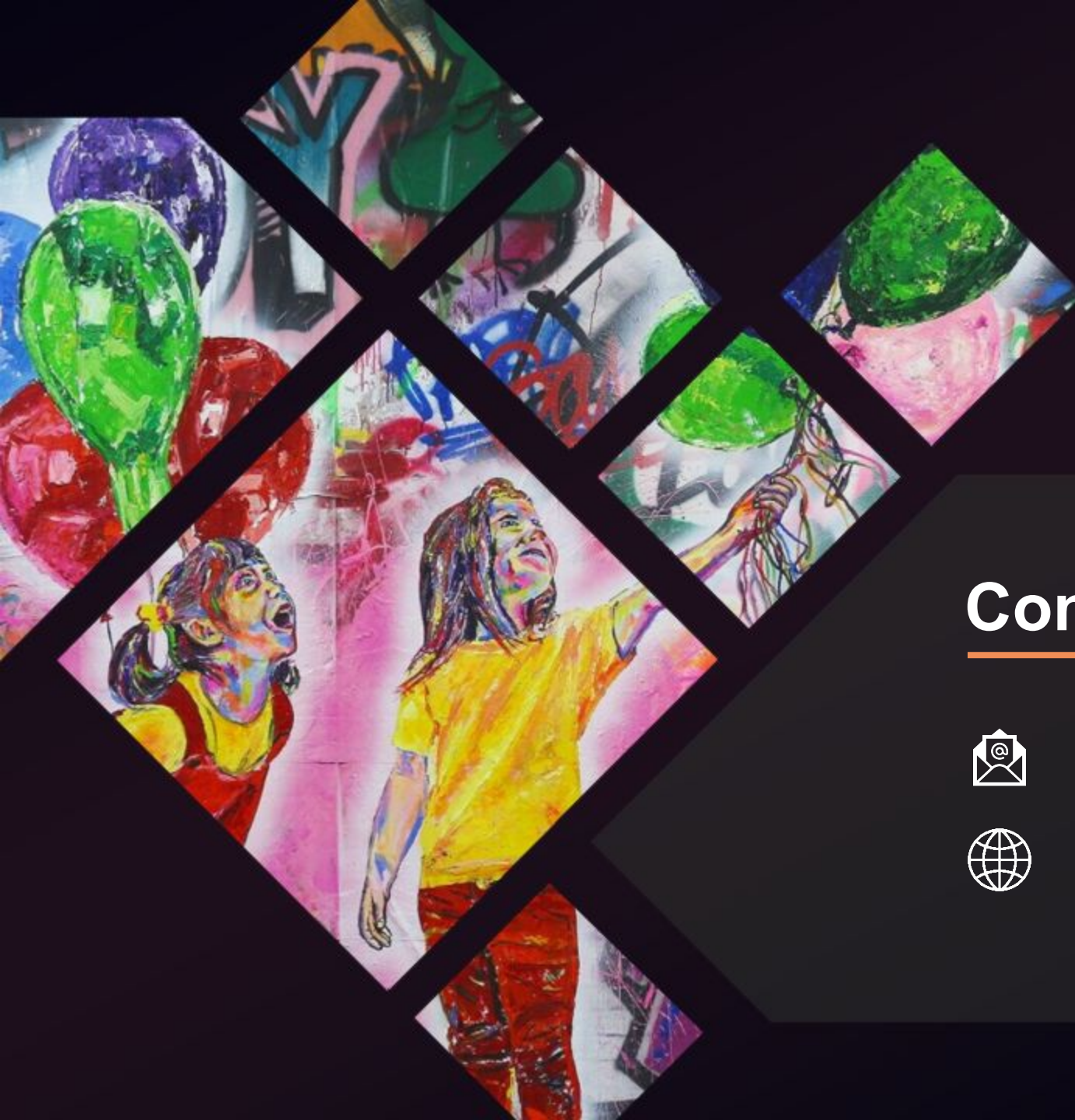
## Emissions



# Detailed Tokenomics

	Allocation	Total Supply	Price (UST)	Vesting
Seed	2.00%	20,000,000	0.010	10% TGE, 6 week cliff, 12mo, daily
Private	4.00%	40,000,000	0.012	10% TGE, 5 week cliff, 6mo, daily
Public Farming - Pylon	5.00%	50,000,000	0.017	6 - 18 months
Public Launchpads	14.00%	140,000,000	0.018	10% TGE, 4 week cliff, 6mo, daily
Core Team	15.00%	150,000,000		0% TGE, 4mo lockup, 36mo, daily
Community Incentives	27.00%	270,000,000		25% TGE, 24mo, daily
Floating Liquidity	8.00%	80,000,000		
Ecosystem Development	10.00%	100,000,000		25% TGE, 12mo, daily
Partnerships	15.00%	150,000,000		10% TGE, 18mo, daily
<b>Total</b>	<b>100.00%</b>	<b>1,000,000,000</b>		





## Contact Us

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[contact@lunart.io](mailto:contact@lunart.io)



[www.lunart.io](http://www.lunart.io)



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