



**NIFTY**

**WHITEPAPER**

**V1.0 // SEPTEMBER 2021**

# INTRODUCTION

## What is an NFT?

The abbreviation of NFT stands for Non-Fungible Token, meaning that said token is **unique** and cannot be replaced by something else, unlike regular cryptocurrency where one bitcoin is identical to any other individual bitcoin, or how one five dollar note holds equal value to another identical five dollar note.

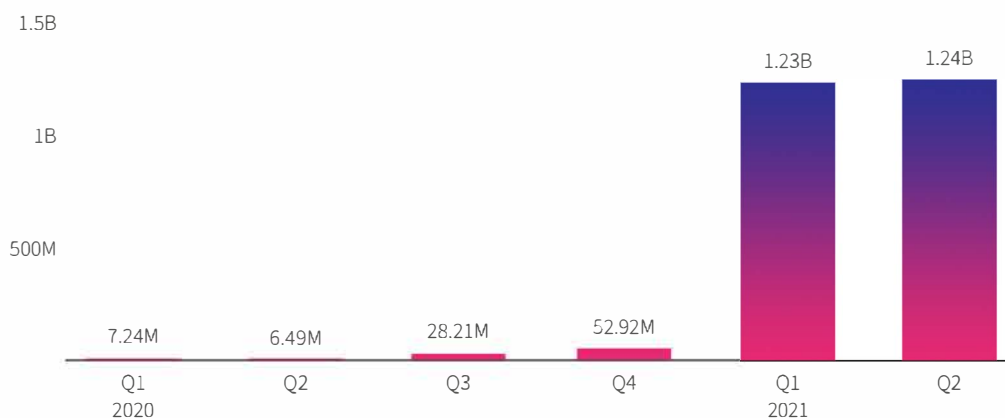
NFT's however, can be bought, collected, traded, and sold at various rates, each their own store of value, unique and personal to their owners and creators alike.

## NFT's are exploding

Similar to the cryptocurrency market in it's infancy, in the short span of a year NFT's have accelerated into the public eye. From being almost unheard of to being talked about every day on social and mainstream media alike. Celebrities, news, and businesses have propelled the NFT space to roughly **25x** it's previous size, and this is only the beginning. This new and exciting market exists as a new form or art, expression, and creativity, showing zero signs of stopping.

### NFT sales volume hits record high in Q2 - DappRadar

Quarterly non-fungible token sales volumes across multiple blockchains, in U.S. dollars



Note: DappRadar is a company which tracks on-chain NFT sales across multiple blockchains including Ethereum, Flow, Wax, and BSC.  
Source: DappRadar

## \$NIFTY

\$NIFTY is a low supply, high demand token. Officially listed on June 25<sup>th</sup> 2021. \$NIFTY has had a **burn of over 70%** from the initial supply of 23 million and currently has a circulating supply of around **6.2 million**. Like any token, it needs utility to uphold and increase it's worth.

\$NIFTY's utility will be the **Nifty Marketplace**, which is currently being developed by a fully doxxed developer. An experienced software engineer who has gained valuable knowledge from working on several exciting projects in the past. In addition, he is assembling an ever-growing team of passionate and determined minds to assist on the development of the project. The Nifty Marketplace will be a sleek, fresh way for creators to create, collect, and sell their NFT's.

Within the short space since release, as of 10<sup>th</sup> September 2021, \$NIFTY has gained over 1500 holders and is yet to be marketed, listed on exchanges, or picked up by influencers. A **considerable budget** has been set aside for such purposes, meaning there will be no shortage of exciting catalysts to take Nifty to the **next level**. With such a small circulating supply and high demand, the potential for \$NIFTY is enormous. Even more so when considering how it will be implemented into to Nifty Marketplace.

Buy on Uniswap



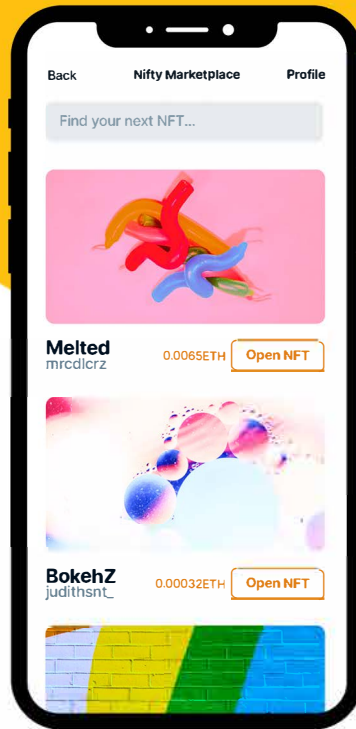
Charts



Contract Address

`0xd953a0308617c79ecad8d5eab88a6561fd8a084d`

# THE NIFTY MARKETPLACE



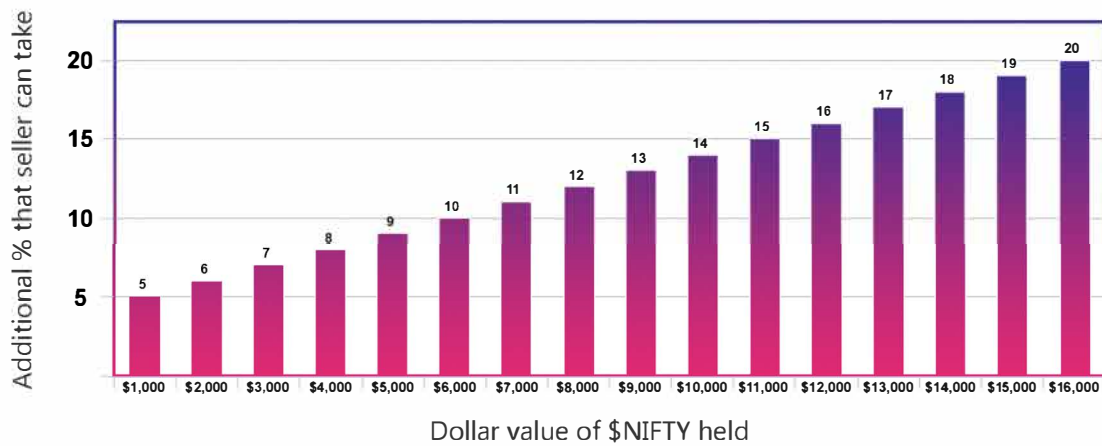
## What sets us apart from other NFT marketplaces?

Creating an NFT on the Nifty decentralized marketplace will allow creators to **maximize the true value** of their NFT's. Exciting incentives will also be available to those who hold \$NIFTY and sell on the marketplace.

When a buyer purchases an NFT, 50% of it's ETH sale value will get locked to the NFT while the seller gets the other 50%. The new owner can then relist the NFT with the 50% locked ETH attached. The next buyer will then lock in 50% of the new sale value, including the previous lock.

The 50% locking mechanism helps NFT owners to sell their NFT by locking up some ETH and allowing them to eventually gain their true value. This will also help the community remove spam NFT's from the marketplace.

Additionally, owners of \$NIFTY are eligible to receive up to 70% of the NFT's sale value as opposed to the standard 50%. This will be determined by the amount of \$NIFTY held by the owner.



Holding \$NIFTY also grants other benefits, such as enabling royalties for the resale of your NFT's and reduced service fees. Every time the original creator's NFT is sold, they will receive up to **5% royalties** from current sale value depending on their \$NIFTY holding. Combined with the value lock, this means that the reward for resales increases dramatically.

### Nifty Royalty Calculation

service fee of **1.5%** (2.4% when minimum \$NIFTY holding isn't reached)

holding 1,000 USD of \$NIFTY

holding 2,000 USD of \$NIFTY

Resale time	Sale value in Eth	Locked Eth (at 30%)	Seller/Owner at time of sale takes	Royalties paid to original artist - 2.5%	Royalties paid to original artist - 5%
0	1	0.3	0.685	0	0
1	3	1.2	2.0	0.075	0.15
2	6	3	4.0	0.15	0.3
3	10.6	6.18	7.0	0.265	0.53
4	17.6	11.454	11.6	0.4395	0.879
5	28.2	19.9002	18.6	0.70385	1.4077
6	44.3	33.19026	29.2	1.107505	2.21501
<b>Total eth from royalties after 6 resales</b>				2.740855	5.48171

### Traditional NFT Royalty Calculation

service fee of **2.5%**

Resale time	Sale value in Eth	Locked Eth	Seller/Owner at time of sale takes	Royalties paid to original artist - 5%	Royalties - 10%	Royalties - 15%
0	1	0	1	0	0	0
1	2	0	1.85	0.1	0.2	0.3
2	3	0	2.775	0.15	0.3	0.45
3	4	0	3.7	0.2	0.4	0.6
4	5	0	4.625	0.25	0.5	0.725
5	6	0	5.55	0.3	0.6	0.9
6	7	0	6.475	0.35	0.7	1.05
<b>Total eth from royalties after 6 resales</b>				1.35	2.7	4.025

Other incentives to hold \$NIFTY will also come to the application, such as **community-based voting**, enabling creators and investors alike to shape the future of the Nifty Marketplace.

This model will also provide an additional benefit of being resilient during a bear market, as the NFT listed will always have some additional ETH value backing them up. This will encourage NFT purchases during the next bull run, eventually bringing more people into crypto, even after such possibilities as a 'bubble collapse'.

# ROADMAP

Aug 2021

Marketplace development begins  
Coin Market Cap listing  
Coingecko listing

Oct 2021

Marketplace beta testing

Nov 2021

Further marketplace development  
based on beta feedback  
Focus on small CEX listings  
Marketplace Audit

Dec 2021

Marketplace launch  
Marketing using extensive budget

2022 and Beyond

Development and optimisation of the marketplace for iOS and Android  
Gear up for larger CEX listings  
Exploration outside the NFT space to add further utility to \$NIFTY  
Staking options for \$NIFTY

# COMMUNITY

NIFTYNFT.LIVE



## The Nifty Gang

The community being built is full of **skilled**, **talented**, and **passionate** individuals. A number of artists, NFT creators, and knowledgeable investors are already a part of the Nifty Gang, and are active on various forms of social media, including Discord and Telegram. Artwork and expression certainly isn't in short supply, making it the perfect place for those who have a keen eye for creativity and design.



# S U M M A R Y

With the rapid growth of the NFT space, Nifty will offer a polished and engaging way to **create, collect, and sell** NFT's. An easy-to-use application with attractive incentives for those that hold \$NIFTY. Such a marketplace will be perfectly placed for the ongoing explosion of NFT's that we are currently seeing. A reliable and resilient method investment, that shows no signs of slowing and is capable of offering protection of assets in the event of a crypto bear market, through Nifty Marketplace's locked Eth incorporation.

We would like to thank each and every one of you for reading and participating, and hope that you will join us in being a part of this **exciting new era** for NFT's and the crypto space.



**NIFTY**



## *Disclaimer*

*This document is up to date at the time of publishing. Information within does not equate to financial advice and should not be treated as such.*

*When buying \$NIFTY the team is not liable for any losses or taxes that you may incur. We suggest you perform your own due dilligence upon undertaking any form of investment. This includes undertaking crypto investments in areas where government bans have been placed on crypto. In such curcumstances we advise that you do not invest, as the Nifty team cannot ensure compliance with your territory's regulations. Please make sure you are compliant with your local laws and regulations before making any purchases.*