

Marquise Museum Prospectus II

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BUSINESS DESCRIPTION

What is the name of your business?

www.MarquiseMuseum.com

What type of business is it?

A 2017 certified ABT ([Asset Backed Token](#)¹) with Artworks as the underlying asset. Migrated as NFT in 2021.

Where is your business located?

Sweden

What is your business structure?

[Sole Proprietorship](#)² convertible to Public share Company at buyer discretion.

What is the status of your business?

Startup in Commercial phase

What makes your business unique and likely to be successful?

Unlike other ABTs backed by Gold or Stablecoins this is backed by a proprietary digital image collection. It was crypto integrated in 2017 with [multiple off chain references](#)³, including a [patent study](#)⁴, to establish causality between the tokens and images. It was [appraised to \\$4m](#)⁵ by the Swedish Chamber of Commerce in 2021. It is not a vintage NFT as there is no custom coding in the generic [ERC-20 smart contract](#)⁶ but it shares similarities with vintage NFTs and was migrated to Opensea and [Rarible](#)⁷ in 2021 and 2022 respectively. Other Art projects from 2017 are ERC-20 as well since the ERC-721 standard did not exist yet, the difference is in the image hyperlinking and custom smart contract coding. It is the only high res crypto art with

2017 timestamp. Were it native NFT the value today would be same or higher than cryptopunks (several billion USDT). The NFT boom of 2021 created a mature marketplace for vintage styled crypto tokens in the art category. One risk factor of Pimp Fashion as the catalogue is named is the relative illiquidity of the vault and NFTs. The [Waves vault](#)⁸ contains [5 years of price tracking data](#)⁹ which make this the oldest image vault by a measure of years in comparison to new NFTx's. As such it is first to market in the category of digital image vaults and further it is the progenitor and genesis of image fractionalization through patent 1800-14-04. The Rarible NFTs were minted using the same Eth wallet that controls 99.9% of the ERC-20 vault tokens. This ensures the authenticity of NFTs minted using this origin wallet.

What factors will lead to the growth of your business?

On March 28 a long term [majority investor](#)¹⁰ was bought out and the Museum owns 90% of active supply in the waves vault. The market cap peaked at \$250 000 per 2023-06-10 after an x25 increase since the buy out . Both the ERC-20 and Waves Vault are for sale OTC to new investors at a price point of \$3 million and \$500 000 respectively. It is possible to generate overnight x100 up to x10 000 paper profit for new buyers considering the market dynamics as the founding firm is a vast majority holder in both vaults and can market make accordingly without retail interference. The recommended price point for new buyers is \$50 million equal to \$1m per NFT but the paper profit from market cap appreciation may be as high as \$500m to \$5 billion depending on the underlying performance of waves over the coming 24 months.

There is precedent in Christies for \$1m+ NFT sales but it requires market traction and consensus to establish whether or not Pimp Fashion could attain such valuations. Considering the metrics of this project the long term price growth could mirror pioneering art such as Andy Warhol 1960-1995 (x15 000 / outperform stock index 3:1). It is speculative and the value within the establishment may in fact be zero because of lack of custom coding in the smart contract and for this reason the price premium is \$500k-\$3m compared to billions as would otherwise be the case.

Exit liquidity at x100 to x10 000 mark up is provided by staking a share of the \$500k in waves exchange liquidity pools to generate passive income. It is important to note that realizing such vast paper profit multiples will take decades unless third party speculator buys in at a future time when the market is stabilized. It is advisable that a \$500k buyer is well connected with crypto brokers and establishment circuits such as Museums, Art galleries and Auction houses like Christies which are monetization multipliers.

Waves exchange is also at systemic risk due to problematic leadership. Due diligence is advisable but this risk factor is outside the control scope of the Museum.

Another growth vector is [CMC integration](#)¹¹ and Waves [ticker verification](#)¹² and this remains outside the control scope of the Museum due to prohibitive cost and suppression by Waves exchange and lack of daily volume and secondary listing for CMC tracking.

PRODUCT SERVICE DESCRIPTION

What is your product/service? What are the features?

3 token vaults on XCP, ETH and Waves minted in 2017 with corresponding NFT collections published on Rarible. The XCP vault is reserved for permanent exhibition. It is the very first type of digital asset fractionalization especially in the blockchain image category which was popularized during the 2021 NFT boom. As such Marquise Museum was first to market with this invention by a measure of years. The purpose of a token vault is to increase NFT liquidity and marketability while providing LTV and DeFi features for NFTs. It is important to note that Rarible ledger enables fully integrated solutions which off sets some of the vault benefits. Other features are dividend distribution to top token wallets based on royalty payments from Rarible sales which is configured at 15% per NFT resale. This can be circumvented by OTC transfers between trading parties so it is a theoretical benefit as there are instances of this being extensively utilized in higher liquidity markets such as Apes and Punks.

What is unique (special qualities) about your product/service?

- First to market/Pioneering digital image vaulting with patent 1800-14-04
- The only 2017 Timestamp high res image collection
- The vaults are comparable to SPV's as 1 time swaps

How does your product/service satisfy your customer's needs & What are the benefits and added value of your product?

Decentralized art commodification, trading and collecting. Potential generational store of value due to unique project metrics primarily contained in the early deployment ahead of competition.

MARKETING PLAN

Target Market:

Who are your potential customers?

Institutional investors such as FinTech firms, Museums, galleries, crypto brokers, auction houses and wealthy private NFT/Art collectors.

What is the size of your target market?

Industry turnover is in the billions and the project metrics permit a small userbase of a few dozen up to a few hundred at most.

PRICING

What is/are the price(s) of your product(s) and/or service(s)?

- Ethereum Edition 1 NFTs published on Rarible: \$100 000 per item limited to 30 units plus another 20-30 unpublished material
- Waves Edition 2: \$60 000 x30 (+20-30)
- XCP Edition 0: Not for sale

- Vault 1 Eth: OTC \$3m recommended maximum retail value \$30m per 2023
- Vault 2 Waves: OTC \$500 000
- Vault 0 XCP: -

Why will your customers pay your prices?

The NFT price brackets remains untested and as such is based on SCC appraisal and competitor pricing mainly tracking Punks floor. Inorder to monetize and test the price a new investor should be connected with Christies art specialists inorder to auction the collection to a wider audience. One caveat is the lack of NFT custom coding in the smart contract so this is the main risk factor combined with the lack of traction and sales history. As for the vault market caps the reason to invest is the open route to overnight x100-x10 000 paper profit with exit liquidity sustained by third party liquidity pools.

If your price is higher than your competition: What special advantage do you offer to justify the higher price?

First to market/vintage metrics.

PROMOTION

How will you attract customers/clients?

The buyer should be well connected in order to monetize Phase 2 of this project which includes Coinmarketcap activation, waves token verification, bukowskis/christies/bonhams NFT auctions, IPO, gallery/museum exhibition partnership, embassy sales, artbasel etc.

How will you promote sales?

Vault market cap must reach top 2000 ranking for investor visibility. Without wider market exposure the probability of organic retail sales remains low.

How will you expand your market base?

Scalability limits and deflationary vault design does not permit userbase beyond a few hundred.

OPERATIONAL/MANAGEMENT PLAN

Who will manage the business?

Founder (Marquise De La Fressange)

What is the management's experience and qualifications?

20 years stock trading and 7 years in crypto.

Will you have employees now? Later?

Contract based.

How many employees will you need and what will they do?

A few assistants in the logistics and art categories.

How will you manage your finances?

Allocation into liquidity pools to generate exit capital for investor. There are no more significant (\$50 000+) development costs associated with this project it is in full commercial phase.

How will you manage your record keeping?

Certified accountant.

What legal form of ownership will you choose and why?

Convertible to public stock according to buyer preference. Presently Sole prop. Public stock will match the token supply (660m for waves 66k for eth) and be transferred to the new owner in order to establish legal basis for the deal.

FINANCIAL PLAN

What is your total estimated income for your initial year of operation? By month? By quarter?

- Up to \$500 000 in liquidity pools with 10% APY = \$1300 to \$20 000 exit liquidity per month depending on waves price
- Staked capital is dependant on systemic risk primarily on waves exchange.
- If the new buyer is capable of auctioning or IEO'ing the assets the projected revenue will be in the millions.

What will be your monthly cash flow during the first year?

\$1300 to \$20 000 per month.

What will be your personal monthly financial needs?

17.5% of leasing revenue based on the specified amount.

What sales volume will your business need in order to make a profit during the first three years?

An average monthly revenue over \$14 000 or a handful external NFT sales at \$100 000 per unit.

- 1 <https://www.coingecko.com/en/categories/asset-backed-tokens>
- 2 <https://www.docdroid.net/9fZsqLz/certificate-of-registration-pdf>
- 3 <https://bitcointalk.org/index.php?topic=2970288.msg61271417#msg61271417>
- 4 <https://tc.prv.se/aktinsyn/servlet/akt/?lang=sv&ansnr=18001404>
- 5 <https://www.docdroid.net/d42ND6g/besiktning-3-pdf>
- 6 <https://etherscan.io/token/0xa4daae9552cd2390ee1dcdd1a76bc8d0eea22609>
- 7 <https://rarible.com/MarquiseMuseum/sale>
- 8 https://waves.exchange/trading/spot/BS1KFNR8zrXKBEWdUUvpaP6G57Hic3aESkwK7qOKdLpB_WAVES
- 9 <https://coincodex.com/crypto/marquise-museum/>
- 10 <https://w8.io/top/BS1KFNR8zrXKBEWdUUvpaP6G57Hic3aESkwK7qOKdLpB>
- 11 <https://coinmarketcap.com/currencies/marquise-museum/>
- 12 https://waves.exchange/governance/tokens_verification