

KnownOrigin.io

Be Original. Buy Original.

EXECUTIVE SUMMARY

v0.4

KnownOrigin.io

23.07.18

KnownOrigin.io

Our vision

Empowering artists & collectors
to create, discover and own rare
assets on the most respected
Ethereum marketplace

Our vision

Engage and on-board artists to build and grow our community. Attracting and retaining well known artists will give us credibility in the art and crypto market.

Empowering **artists** & collectors to create, discover and own rare assets on the most **respected** **Ethereum** marketplace

Use the power of the Ethereum blockchain to enhance the arts industry by improving 'proof-of-ownership, proof-of-authenticity, transparency, chain-of-custody and provenance of artwork.

Build a product that is the most reliable and trusted platform with fully verified artists.

KnownOrigin.io

Our opportunity

The art market is a \$45-billion annual market. Research from National Art Index shows millennials collect art at a higher rate than all previous generations with 56.9% of young millennials (18-24) preferring to buy art via an online marketplace or website as they find traditional galleries and auction houses off-putting.

As digital natives, this generation is already disrupting banking and commerce with Cryptocurrency market valuation to hit \$1 trillion this year.

Using the same blockchain technology popularized with these cryptocurrencies, KnownOrigin.io provides the marketplace for creators, artists and art collectors to discover and purchase art by some of the worlds most respected artists.

Unlike other blockchain based marketplaces, KnownOrigin.io is carefully designing the bridge from traditional art sales to a blockchain based art marketplace.

We do this by having a physical presence with popup events in major cities globally and through proprietary technology for storing, printing, and displaying, art that would otherwise only exist digitally on the blockchain.

By showing a clear path form traditional art collecting to the future of collecting we are able to capture both tech-savvy early adopters and long time art collectors eager to stay at the forefront of and on trend.

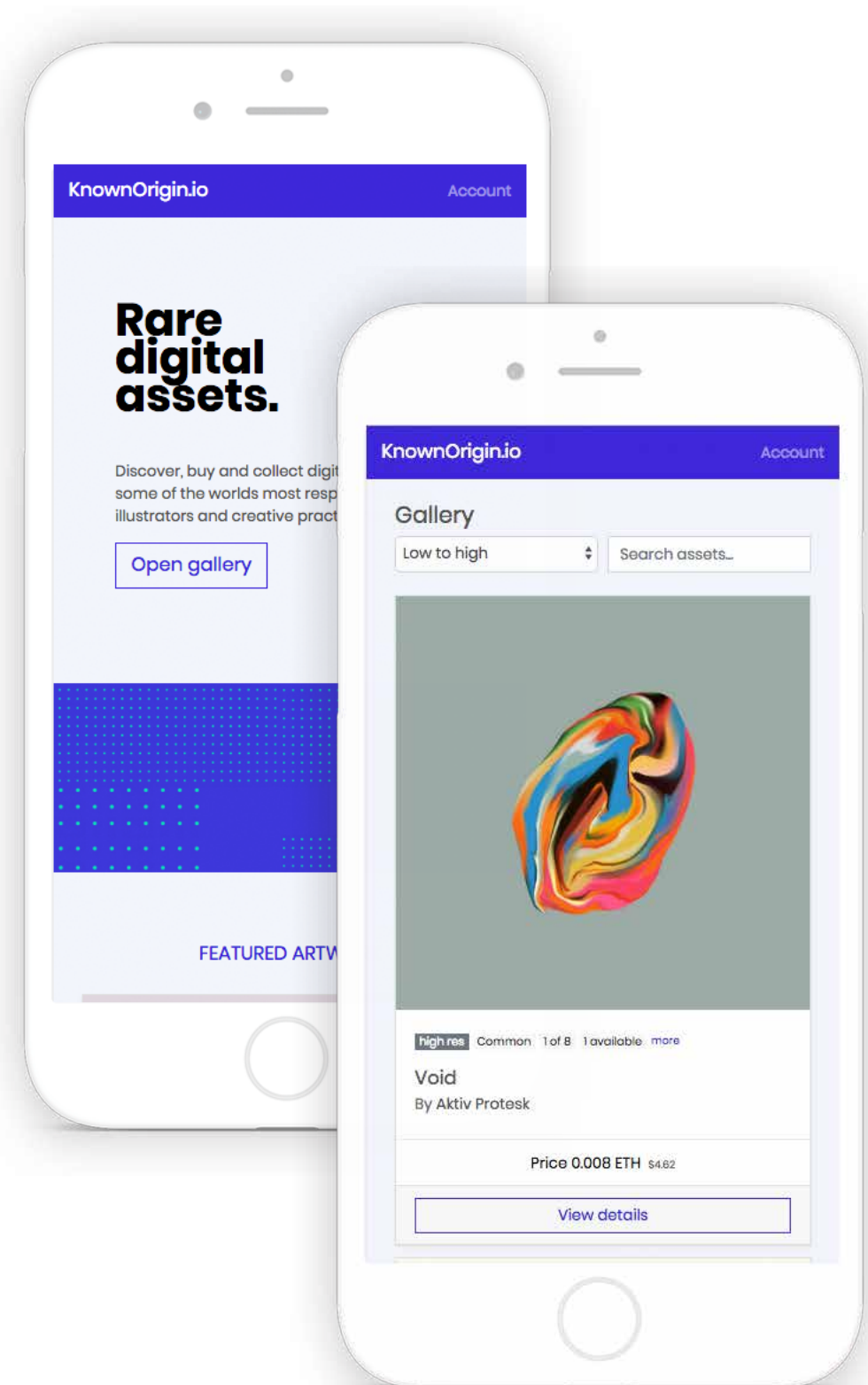
KnownOrigin.io

Our ethos

Curated content showcasing the very best rare digital artwork & collectibles. To foster and enhance the art world using blockchain technology.

Providing true ownership of authenticated, trusted and verifiable digital art works.

Be at the forefront and shape the future of web 3.0 and DApp technology and tooling.



KnownOrigin.io

Our platform and our commission structure

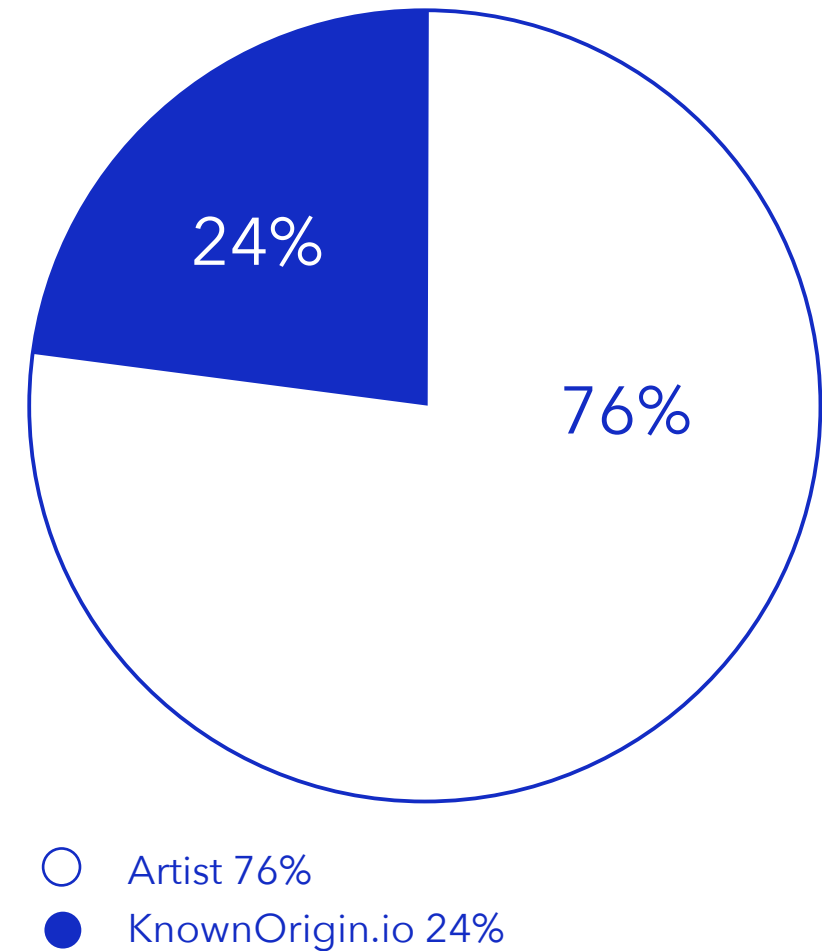
We pay artists directly on sales and use pure ERC721 contracts with IPFS for decentralised storage.

The platform

- KnownOrigin.io is a primary marketplace for NFT(s). All the digital assets are submitted by the original creator or the authorized owner.
- At KnownOrigin.io we have editorial input on our content & collections. There is a level of due diligence with every submission to ensure quality, brand fit and to prevent any illegal material being shared.

The commission structure

- We pay artists directly on sales and using pure ERC721 contracts with IPFS for decentralised storage.
- Our smart contract is fully open source and is available via EtherScan.io



KnownOrigin.io

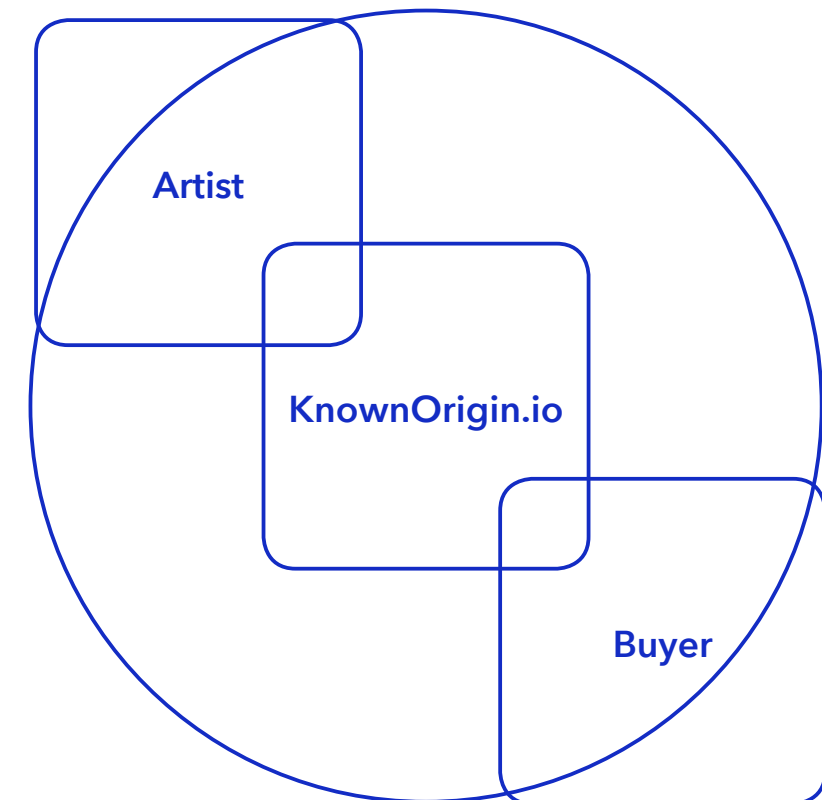
Our smart-contracts

Our ERC-721 compliant digital assets are stamped with immutable metadata, publicly declaring the art, artist, and associated properties, hosted decentrally via IPFS for all to see and view.

- At KnownOrigin.io we utilise the power of the Ethereum, its public and traceable nature along with the smart contracts to provide a trusted and secure way to ensure provenance or chain-of-custody is maintained for digital art which is sold on KnownOrigin.io.

Link to smart contract

[https://etherscan.io
address/0xdde2d979e8d39bb8416eafcf1758f3cab2c9c72](https://etherscan.io/address/0xdde2d979e8d39bb8416eafcf1758f3cab2c9c72)



KnownOrigin.io

Our eco-system

Growing KnownOrigin.io into much more than just a platform for artists to sell and exhibit their work.

Short term

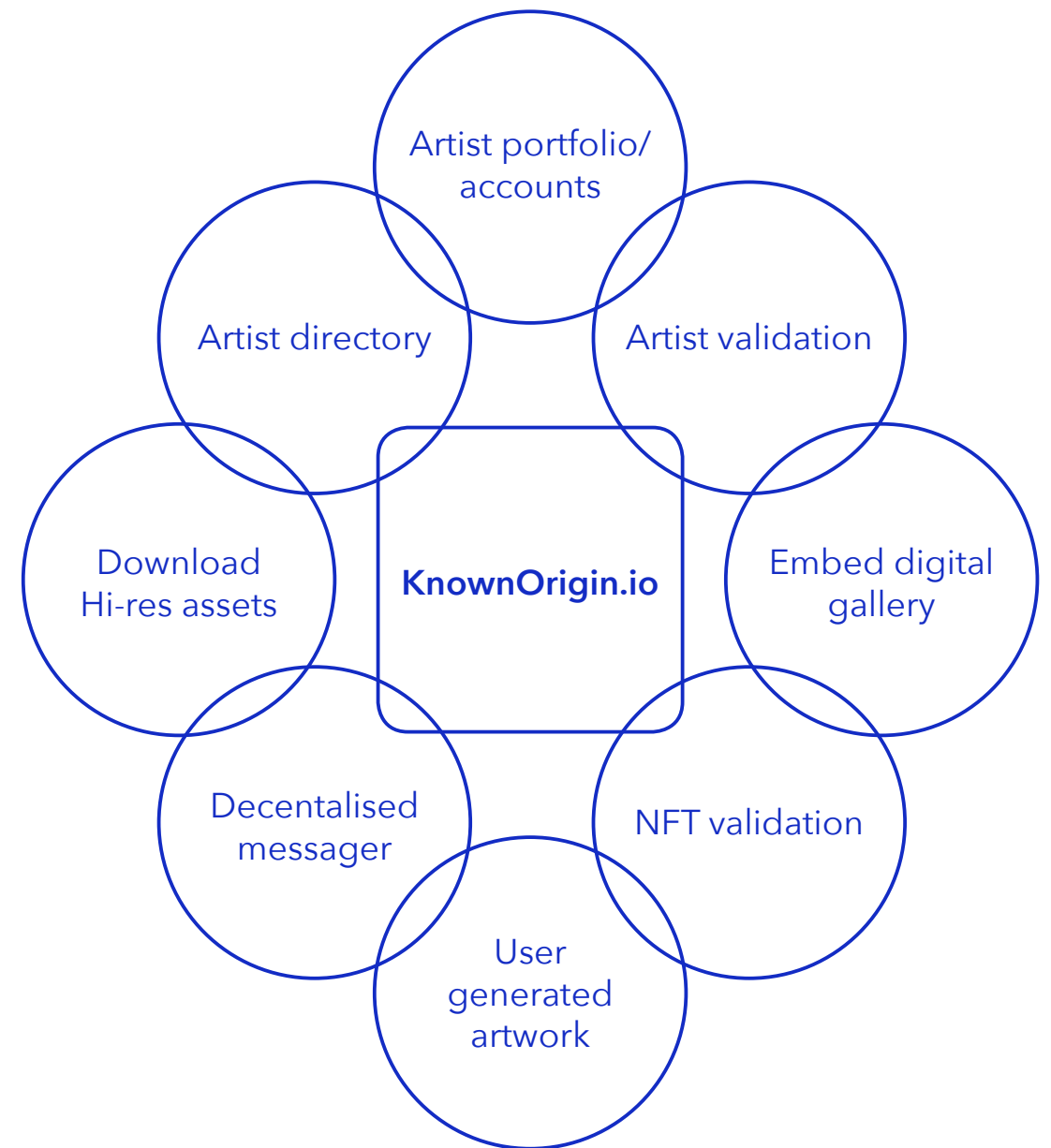
- Artist directory
- Download Hi-res assets, true ownership

Mid term

- Embed digital gallery
- Artist portfolios/accounts
- Artist validation
- Artwork validation (with 0xCert)
- NFT validation
- User generated artwork
- Addition of more decentralised service for social/identity etc
- Composables

Long term

- Ability to upload and variety own artwork
- Peer-to-peer feedback and messaging
- Custody of physical artwork



KnownOrigin.io

Our team

We are a passionate team of designers and blockchain specialists



Andy Gray
Co-founder of
KnownOrigin.io and
blockchain developer



James Morgan
Co-founder of
KnownOrigin.io and
blockchain developer



David Moore
Co-founder of
KnownOrigin.io and
user experience
consultant



Oliver Carding
Adviser to
KnownOrigin.io and
Media Consultant



Franky Aguilar
Adviser to
KnownOrigin.io
and Artist

KnownOrigin.io

Our unfair advantage

Being at the forefront of a new technology

- Shaping the standards and breaking new ground in what DApps can offer

Sharing the knowledge

- Respected advisors, educators, always open and transparent

We build products

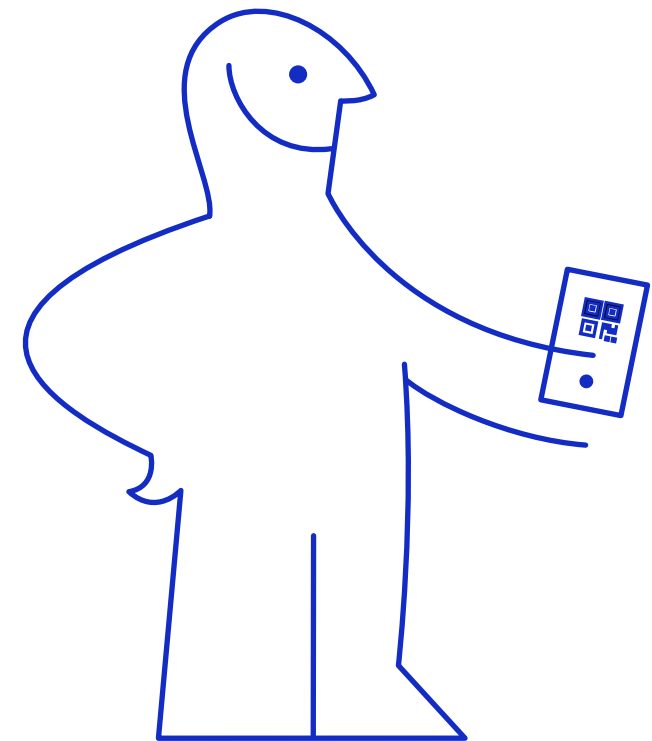
- Proven live product, KnownOrigin.io

Collaboration and engagement

- A growing network of Internationally acclaimed artists and collectors

Successful team

- Growing communities, creating a movement and being one of the largest live art marketplaces.



Road map

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Road map



Q3

- Develop KnownOrigin.io branding
- New UX/UI redesign - V1 KODA marketplace
- Introduce decentralised identify management - uPort integration currently is the focus
- Beta version of high res image download functionality - built using signed transactions on Ethereum
- Expansion and on boarding of artists world wide

Q4

- Pop-up gallery in different location (NYC,LDN,TYO)

“We have an ambitious plan and a clear vision, KnownOrigin.io will change the way we look at art. Be Original. Buy Original.”

DApp

dapp.knownorigin.io

Twitter

[@knownorigin_io](https://twitter.com/knownorigin_io)

Telegram

t.me/knownorigin_io

Thank you

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