



Sastana Project Whitepaper

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Abstract

The concept for the Sastana project was born from the wave of NFT success, the way NFTs took off and reached mainstream consciousness worldwide, and started to play a role in numerous spheres of human activity and commerce. In 2021, NFT market capitalization values ranged from \$25 to \$41 billion — according to numerous valuations and estimates — emerging from almost nothing in 2019.

Before NFTs appeared on the market, many sectors, including fine art, collectibles, the creator economy, financial services, and online games, stuck with older economic models and weren't keeping pace with technological advances.

When Web 3.0 emerged — also known as Web3, the next evolution of the Internet and digital world as we know it — alongside NFTs and more established Blockchain platforms and networks, it changed the rules of the game for those verticals.

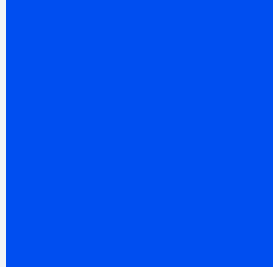
NFTs are integral to the new rules and how people interact, connect, buy, and sell. Economic models are changing for numerous sectors, especially art, finance, creators, and games.

Experienced professionals are developing the Sastana project from Algeria, Spain, India, Pakistan, and Central & Eastern Europe (CEE). We are a multinational team of NFT, Blockchain, App Development, Finance, and Digital experts.

Our projects started around switching from a traditional business model to a decentralized one using blockchain technologies, benefiting from a progressive change in the global economy. From this vision was born a range of projects to be developed around this, such as the Wallet, native token (Blue Token), Marketplace, Art Renting Platform, Virtual Museum, Staking, and P2E Games.

The Sastana Project centers around the creation and development of its own Wallet and native crypto-token, the Blue Token, that forms the centrifugal core of the five parts of the Sastana Ecosystem:

- NFT Rental Place
- NFT Marketplace
- Virtual Museum
- Staking Platform and Launchpad
- Blockchain-based P2E Games



What makes the Sastana Ecosystem unique is this combination and interconnection of several NFT-based projects that revolve around a single Wallet and Token, known as the Blue Token (BT).

When users join our ecosystem, they will enjoy the unparalleled opportunity to use a single Wallet and currency (Blue Token) to rent, sell, and buy NFTs, walk through a virtual museum, play blockchain-based P2E games, and participate in token staking.

Our goal for every part of the project, every individual business unit, is to grow and manage them following traditional business growth models. We aim to ensure every aspect of the project achieves profitability within one year before seeking external investment if we choose to do that. This, in turn, will make the overall project/company more valuable, making the Blue Token stronger and more viable as a standalone cryptocurrency.

As more customers (B2B and B2C) come to the project, that will increase the use, circulation, and value of the Blue Token, further accelerating the growth of every aspect of the project and Sastana as a viable and profitable operational entity; supporting our long-term goals. We know this will generate more value for customers and stakeholders.

Project Description

Wallet and Blue Token

The Sastana Project is evolving the various parts of the project around its own **Wallet** and native token, the **Blue Token**.

The project's overall aim is to optimize the mechanisms of incentivization across every aspect and feature of the project to ensure that the Sastana Wallet is democratized across the user base. This should ensure and encourage rapid uptake growth for the Blue Token, empowering the volume exchange to grow quickly, benefiting from network effects.

Because the platform is decentralized, this will include a range of incentivization mechanisms that will naturally encourage the community to participate in the governance process within the platform, encouraging and accelerating growth.

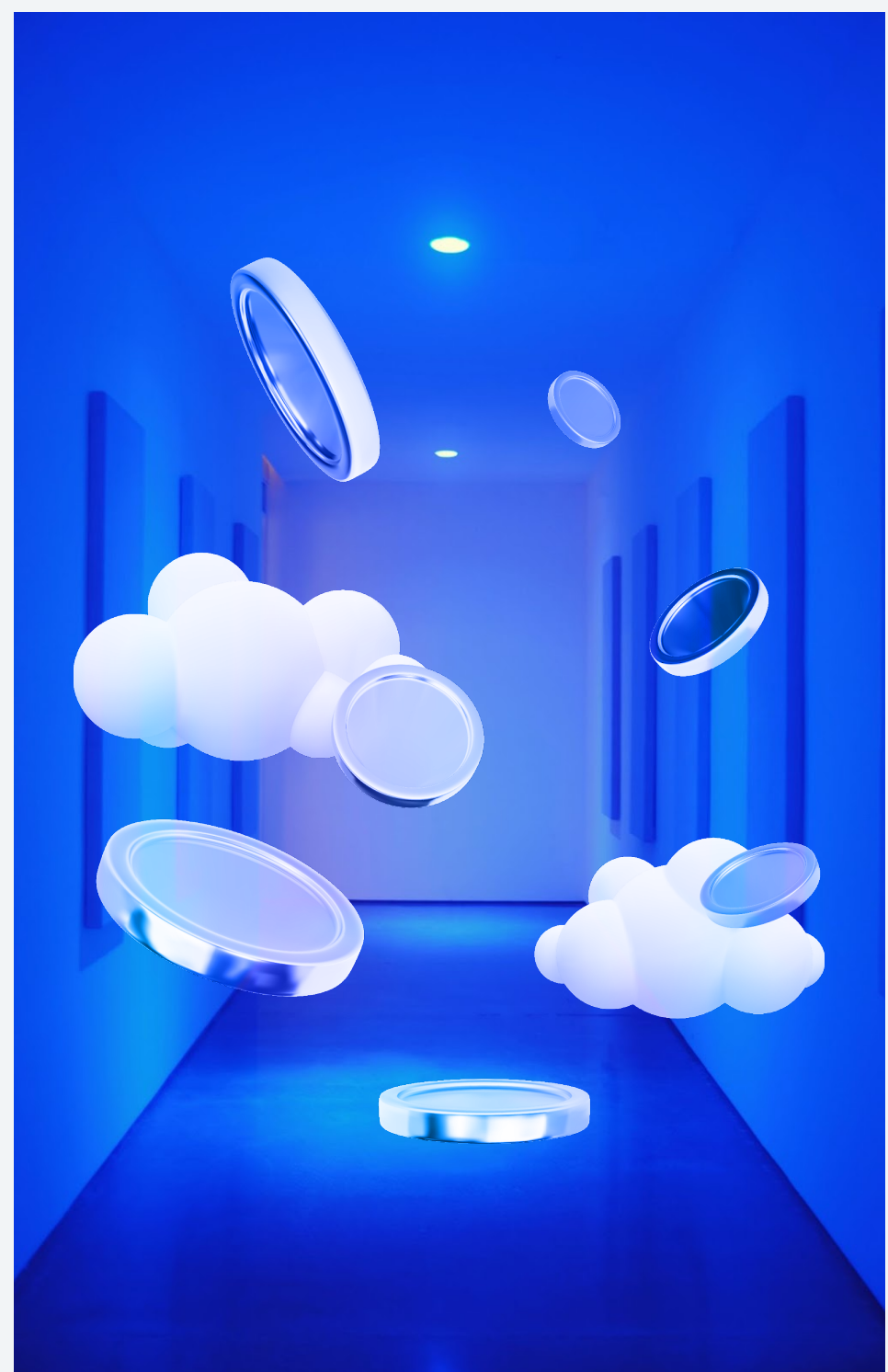
Users on the platform will have no barriers when moving from one part of the project to another, thanks to this unified native crypto-based currency (Blue Token) and Sastana Wallet.

Buying, selling, trading, staking, and investing will be easier, encouraging network effects, and driving forward platform usage across every aspect of the platform, apps, and project as a whole.

Blue Token

The Blue Token (BT) is the native token of the Sastana ecosystem. It can be used — in the same way as currency — across every Sastana project: Staking/Launchpad Platform, NFT Marketplace, NFT RentalPlace, P2E Games, and the Virtual Museum.

The Blue Token can be bought, sold, and transferred using our non-custodial Smart Wallet. Both the token and Wallet are currently in the development stage.



How will the Blue Token unite the Sastana ecosystem?

Users can buy (with other cryptocurrencies, fiat currencies, bank transfers, debit, and credit transactions) the Blue Token in the Sastana Wallet, and make transfers, and Rentees on the marketplace can receive payments in this token, too; it has numerous other features.

As soon as we list the Blue Token on cryptocurrency exchanges, users can also buy Blue Tokens using other wallets, like Metamask, Trust Wallet, and numerous others.

NFTs on the Marketplace, art for rent in the RentalPlace, Staking Platform, and P2E Games can all be accessed and paid for using the Blue Token.

Although we will give users' the ability to buy, sell, and rent art and access Staking and play P2E Games using fiat and other cryptocurrencies, we will incentive users' to transact with the Blue Token (such as lower prices if they trade using the Blue Token).

NFT RentalPlace

The concept behind the Sastana NFT RentalPlace is to create an exclusive platform for artists that already enjoy a certain level of fame, or are already world-famous.

The Sastana NFT RentalPlace value proposition is to connect luxury and boutique hotels and resorts; exclusive, award-winning, Michelin-starred, and equally high-end restaurants and restaurant chains; famous coffee shops and chains; and other venues with the right customer base, with famous and talented artists.

Our goal with the NFT RentalPlace is to make art more accessible globally. Imagine being able to rent some of the world's most famous works of art, such as The Mona Lisa (La Joconde), as a digital masterpiece, in an NFT format, for a day, a special event. Transforming incredible works of art into high-quality digital replicas de-risks the sharing of art between museums and other venues where customers would appreciate them and where they would enhance the experience, such as boutique luxury hotels and restaurants. Making art accessible is our mission.

The Sastana NFT RentalPlace will give these companies, brands, and chains access to various mutually exclusive service packages. Giving them the ability to choose works of art from various artists to display for a fixed timescale.

Sastana RentalPlace will sign collaboration agreements with digital frame manufacturers. According to the service end of the RentalPlace platform, we will provide digital frames to hotels, restaurants, and other companies.

The Sastana RentalPlace is an integral part of the project; it will operate as a double-sided blockchain-based marketplace for digital art. Artists will earn royalties when their NFT-based digital work is displayed by luxury hotels, restaurants, and other companies that want to display the digital masterpieces promoted within the RentalPlace.

Any artistic work that customers want to buy could be the subject of a bid, or NFT-based auction, on the platform. An artist could accept or decline the bid, but only after the end of the rental period.

We would make it clear that's the way viewers could buy artworks within what's displayed in the digital frames, generating massive traffic for the Sastana platform and NFT RentalPlace. Potential customers/buyers will be viewing this art across hundreds of exclusive and mass-market venues, restaurants, and chains worldwide.

Sastana's core target segments include the following: iconic luxury and boutique hotels, hotel chains and resorts, world-renowned auction houses (Sotheby's, Christie's, Phillips, etc.), world-famous art galleries and exhibitions award-winning, Michelin-starred and equally high-end restaurants and restaurant chains; coffee chains; and museums.

Sastana already has relationships with hotels and restaurants, with many ready to subscribe to the platform, pledging interest in displaying high-profile artists' work. At the same time, we have artists interested in sharing their work through our digital and real-world platform.

We aim to achieve profitability in year one while successfully bridging the gap between Blockchain-based NFT platforms and the real world. This project has utility, real-world business use cases, and a clear avenue to revenue streams. This will increase the project's overall value, market capitalization, and native token (Blue Token). Making the Sastana project an attractive one for investors.

For the artistic side of the platform, we will focus efforts on world-famous painters, sculptors, artists (a wider range of specialties, including photography), art schools, and universities.

How the Sastana RentPlace Works

NFT owners register with Sastana RentalPlace, offer their NFTs for Rent, and become Renters.

Users who want to rent NFTs (Rentees) register, rent, and pay to rent the NFTs can also do so through the Sastana RentalPlace.

Both Renters and Rentees connect their crypto wallets to the RentalPlace to make payments, and for Rentees to receive yields/dividends for owning NFTs.

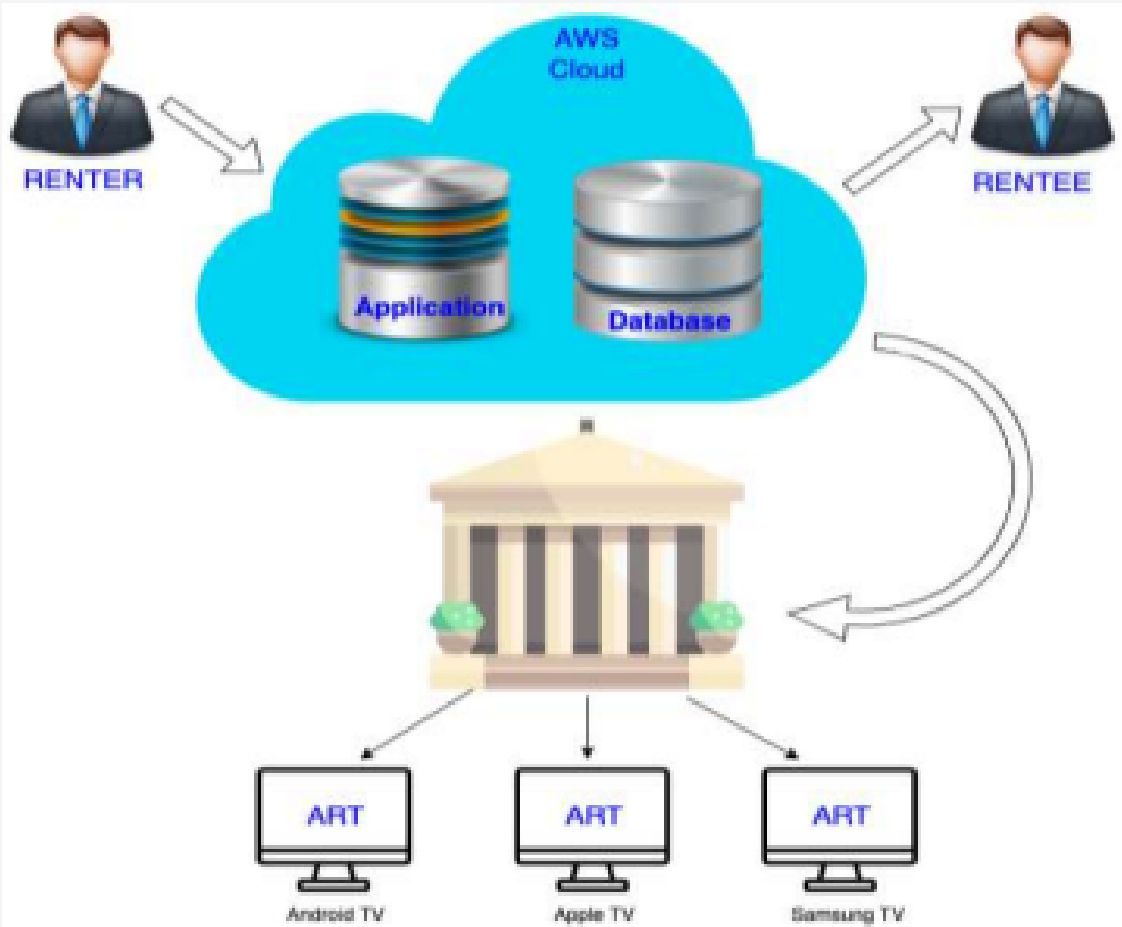
Billing for Rented NFT's cycle daily. Renters and Rentees need to have the relevant funds in their wallets for payments, especially when renting an NFT.

NFT and Renter user details will be pulled from their Wallet, and a Renter can choose which NFTs to make available to rent on the RentalPlace. To complete the listing, renters can then see the daily rental amount, description, category, discounts, and other fields in their account on the platform.

After registering and connecting their Crypto Wallet, Rentees can search the listed NFTs with Filters/Keywords, select Calendar days, taking them to the screen to complete the transaction, depending on the Token/Crypto they use.

Owners of the native Blue Token will receive reduced transaction fees, compared to those paying with non-native tokens or cryptocurrencies. At this stage, users' wanting to rent an NFT will also be able to buy Blue Tokens, as it happens within the Sastana Wallet.

At the same time, we are giving Rentee's the option to purchase NFTs from the Renter/NFT Owners, therefore becoming a Buyer and Owner themselves.



Renter and Rentee Interaction

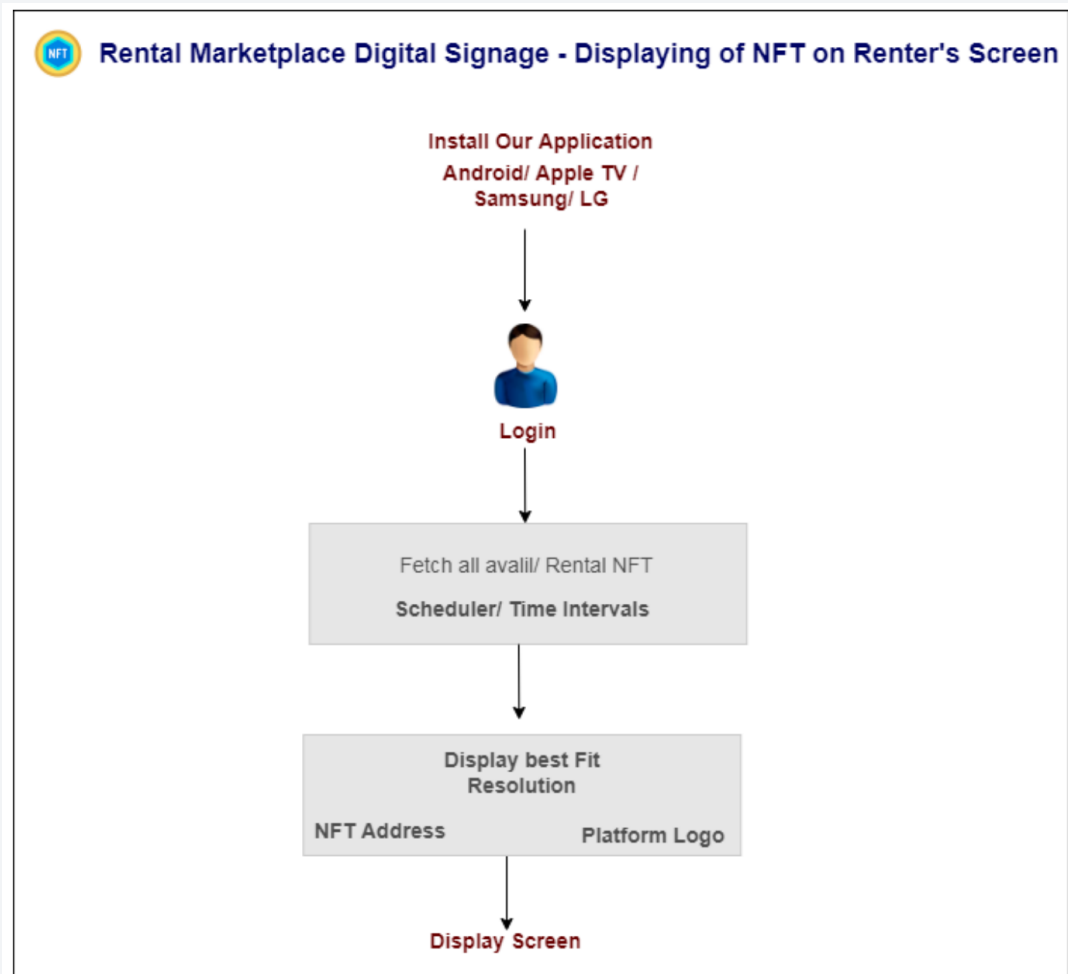
Renters are NFT owners who want to rent their NFTs on the platform.

A Renter can register on this platform, connect his Crypto wallet, and select the NFTs they want to rent by completing the information about one or more NFT.

When booked for Rent, the Renter will be notified, and the daily rental token value will be credited to the Renter's wallet. The Renter can list any number of NFTs that they want to make available for Rent.

Sastana Applications (Apps)

To access the Sastana Marketplace, users have to install an application that can be downloaded from Apple iOS or Android App Stores:



The following projects are considered competitors: Vera, Renft, and Trava.

Competitors are always a positive sign. It shows this is an emerging market, something consumers and artists already understand, indicating the overall market capitalization and the total addressable market is significant enough to make this a worthwhile project. At the same time, we know we can offer superior products and service, enabling us to pull in customers from both sides of the marketplace and artistic talent.

NFT Marketplace

Every aspect of the Sastana project, including the Sastana NFT Marketplace will be implemented on the Polygon Blockchain.

The Sastana NFT Marketplace is centered around promoting emerging artists, empowering them to build an audience, and giving them the tools to sell their artwork on the platform as NFTs.

The Sastana vision is to design a platform with the most User-Friendly Experience possible; an easy-to-use platform with a smooth UX, delivered to users through web and mobile-based apps. We are committed to ensuring the UX is accessible to those unfamiliar with Blockchain platforms, NFTs, or cryptocurrency exchanges. It should feel as easy to navigate as any Web2 social network or app to encourage widespread uptake and engagement.

A core goal of Sastana is to provide a High-Quality Service for Digitalisation. Many artists are currently only producing physical art, and many are not yet willing to turn their work into digital formats for several reasons.

One of the reasons is, without a doubt, the quality of many digital art transformation tools and platforms failing to render work to the same high standards of realism and beauty as physical artworks. We intend to solve this problem, making the digitalization of artwork a viable and attractive proposition for artists worldwide.

However, with Sastana solving this problem and presenting digitalization and NFTs as a second source of income, we know this should be an attractive offer for artists. We will allow them to sell physical and digital artworks, whether separately or as a bundle. We are studying an implementation plan for the mechanisms as part of our product development roadmap.

Our digitalization service can't be summed up simply as taking a picture (even high-quality) of a piece of art. Instead, we are developing a complete end-to-end quality-centric process through a Curator Assessment Service and an Art Director Advisory Service.

Sastana has already been developing the Marketplace for two months and is currently working on the user-flow and platform wireframes.

The following ideal customer profiles (ICPs) are our target audience for the sell-side of the Marketplace:

- Young and emerging artists (all mediums, all genres)
- Famous and well-known artists (all mediums, all genres)
- Professional photographers
- Freestylers (artists who use different mediums)
- Established Pro Sports figures

For the buyer/user side of the Marketplace, the following demographics are our target audience:

- Experienced buyers and collectors of NFTs
- NFT amateur buyers and aficionados
- NFT collection builders
- Individual NFTs minters
- Newcomer Crypto and NFTs users.

Now, we cover the Sastana Virtual Museum in more detail.

Sastana Virtual Museum

The vision behind the Sastana Virtual Museum is to build a Virtual Museum to display artists' NFTs.

Construction is already underway. Part of the museum is already graphically built. After a technical advisory consultation, it has been assessed that OpenGL programming is required to implement the designs for the museum on the platform.

This Museum will exist in the Metaverse. A first step, or instead of building our own on the Sastana Platform, could involve buying a virtual parcel of land from an already established Metaverse platform, such as Decentraland or The SandBox.

The virtual museum would be accessible on the Sastana Platform and through any third-party Metaverse-based platform. Users can put on immersive VR devices to enjoy the experience (the exact model(s) compatible with the relevant platforms will be determined, although most are compatible across multiple VR platforms).

Our target audience for the virtual museum includes Art and NFT fans, collectors, buyers; a wide range of artists; and those curious about art, students, and anyone interested in exploring Metaverse platforms.

Our competitors for this part of the project include Spatial, Dezentral, and Itsallaroundus.

Staking Platform and Launchpad (Staking as a Service)

Sastana is not trying, nor wants to build a Crypto Exchange in this hyper-competitive crypto exchange market; instead, it is a new type of SaaS: Staking as a Service platform.

The Sastana Staking Platform and Launchpad, also known as a Staking as a Service platform, will offer a range of services, such as Liquidity Provider Farming (LP: buy-stake-earn), lending and borrowing (Yield Farming), and a Launchpad that would provide early access for new coins, and be an incubator for DeFi projects (decentralized finance).

The Sastana Staking Platform and Launchpad will be developed and launched during Phase 2 or 3 of the overall project and will be interconnected with every aspect of the project, although it will be built on a different platform.

As Staking as a Service platform, we identified projects that we are inspired by, such as SolFarm, Elithum, and Mycointainer. Alongside Launchpads, such as Polkastarter, DAO Maker, and Trustpad.

One of the reasons staking — and many aspects of the crypto/blockchain world — hasn't gone mainstream is the relative complexity for beginners. Even though there are numerous benefits, people who aren't hyper-connected to Blockchain networks, cryptocurrencies, and NFTs, don't know where or how to begin. This is another problem we intend to solve.

Sastana aims to make staking, and therefore, Staking as a Service, as easy to use as possible. Creating a massively simplified staking platform is so user-friendly that anyone can stake and earn money from yield farming. No prior crypto experience is needed!

For users, yields from staking will include Fixed and Variable rate options, and on the Launchpad, there will be a DeFi Staking service. In more detail, this means:

- **Fixed Staking:** User funds will be frozen for a fixed period, during which time they will earn a yield/interest, depending on the value of the funds locked-in and the movement of markets, Blue Tokens, or other Tokens, or cryptocurrency the user is Staking.
- **Variable Staking:** Users can deposit and withdraw at any time, with rewards being paid out every 30-days, depending on the value of the funds locked-in and the movement of markets, Blue Tokens, or other Tokens, or cryptocurrency the user is Staking.
- **DeFi Staking:** This will be a way for DeFi startups to provide services through smart contracts to obtain higher annual returns from staking. Effectively, giving Sastana users access to a much wider financial network and yields from them, provided by DeFi companies.

Staking Mechanism

At this stage, Sastana is considering a wide range of Proof of Stake (POS) mechanisms it can implement and is currently directing an investigation to decide on the most effective option. However, the following are all under consideration as a potential solutions:

- Regular Proof of Stake (POS)
- Delegated Proof of Stake
- Leased Proof of Stake
- Bonded Proof of Stake
- Masternode Proof of Stake (alongside Regular Proof of Stake)
- Zerocoin Staking, using the PIVX Cryptocurrency (zPIV PIVX)

Once the Staking platform, process, and protocol is launched, we will focus on investors and crypto users who are familiar (or want to get familiar) with staking and are interested in earning a passive income in crypto. Our initial target demographic will be experienced crypto users already staking on other platforms.

The long-term goal is to democratize staking and convert even crypto skeptics and novices onto our platform.

The following projects are, in some way, our competitors: Coinbase, Binance, Kraken, Aqru, Crypto.com, Etoro, Polkadot, Polkastarter, and DAO Maker.

Blockchain-based P2E Games

Blockchain-based P2E Games are a huge market and will be integral to the Sastana experience.

We are currently in the process of developing a number of blockchain-based games, including a Casino Game, a Board Game, Arcade Games, and a Game based on an NFT Collection (fennec, falcon, pixel, cromanion, samurai). We want to give users the complete blockchain-based immersive games experience, giving them the opportunity to gamble (responsibly), play with other users, connect, and embrace this exciting new gaming environment.

Every P2E game will be directly linked to the NFT Marketplace, as aspects of the games (such as rewards and other features) are interconnected with NFTs Collections.

We have tasked a games development company to design and build these games. A game storyline and broad user map have been reviewed and approved, and we should see a complete scenario Alpha version within four weeks (at the time of writing).

Developing P2E Blockchain-based games is integral to the Sastana ecosystem to democratize and increase usage and the exchange volume of the Blue Token.

Our core target segments include the following:

- Lambda smartphone users
- Tablet and Computer/Laptop users (not necessarily game players)
- Casual Gamers
- Experienced and Pro Gamers
- NFT and Crypto curious users
- Sastana Launchpad Stakers
- NFT Marketplace Minters and Buyers

The following projects are considered competitors: Axie Infinity, Alien Worlds, Splinterlands, Arc8 by GAMEE, Farmers World, and Star Atlas.

Status of the Project

As outlined in this Whitepaper, Sastana is an ecosystem of interconnected digital (Blockchain-based, with NFTs integral to each) and real-world projects, with a native token (Blue Token) connecting every aspect of this ecosystem.

Various parts of this project and ecosystem are still in the early stages of development. However, we are committed to investing seed capital in their development at this stage before raising external investment.

Several ecosystem aspects are finalized and will soon be ready for Beta testing.

Sastana is already collaborating with an Indian Blockchain-based app (dApp) development company to develop and build the Sastana Smart Wallet. Currently, the user flow (UX/UI) and Wallet's wireframes are under development and will be ready for Alpha and then Beta testing soon.

Sastana is also investigating the opportunity to develop an API to reduce costs and any third-party risks of working with payment providers/platforms, such as Moonpay, Stripe, or others.

Payment processing needs to handle fiat currency (US\$, GBP£, EU€, etc.) transactions — transfers to and from — and debit and credit card payments. We want to ensure users with no prior cryptocurrency experience can easily upload and withdraw funds from their wallet.

Users' payment and transfer experiences are integral to the long-term success of the whole ecosystem to ensure they are comfortable and want to make and accept payments using the Blue Token, while also having the freedom to add and withdraw funds whenever they want.

The Sastana Staking Platform and Launchpad is still in the ideation and design stage, as there are more moving parts to consider, and we are committed to making it as user-friendly as possible. This involves making a detailed competitor analysis before launching into the development stage of this platform.

Sastana Team

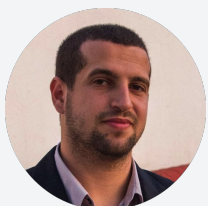
The Sastana project is being developed by an experienced group of professionals from Algeria, Spain, India, Pakistan, and Central & Eastern Europe (CEE). We are a multinational team of NFT, Blockchain, App Development, Engineers, Finance, Linguist, Gaming, Information Specialists, and Digital experts.

Sastana is backed by a private investor, an individual committed to investing considerable funds in the project to achieve the level of growth required. We will also seek external investment and raise funds through an Initial Coin offering (ICO).



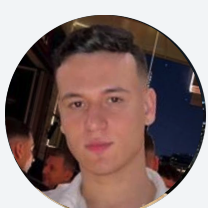
Adnan Rebba,
CEO

Mr. Rebba's experience is CEO of CMB A, an Algerian construction company, and Head of CEPESA Algeria, an international oil company. He is a seasoned business leader and investor and is committed to a Web3/Metaverse-based digital future, providing the backing and experience required to lead the team and project. Mr. Rebba has an MBA in International Business.



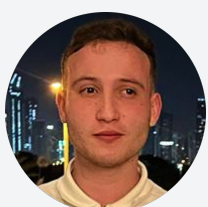
Mohamed Mbarek Azzi,
Sastana Project Coordinator

Mr. Azzi is an experienced entrepreneur and now serving as Project Coordinator for Sastana. He is CEO and founder of JWEF Algeria (Junior World Entrepreneur Forum) in partnership with EM Lyon Business School and KPMG. He has a Master's Degree in Material Engineering and is a Certified Blockchain Expert.



Malik Bakhti,
Commercial Manager

Mr. Bakhti is the commercial manager, responsible for B2B client relationship management and winning new clients for the relevant Sastana B2B services.



Mehdi Sadat,
Manager

Mr. has a bachelor's Degree in management, certification in Digital Marketing, and Certification in Project Management. Prior experience includes project management and community engagement work.

Sastana is also supported by a broad international team of senior developers, developers, software engineers, Web3/blockchain-based consultants, 3D/2D animators, designers, community managers, and financial/commercial consultants.



Younes Dib,
Wallet Project Manager



Rahim Bourkaib,
Head of Tokenomics



Omar Yahiaoui,
Community manager



Ali Braiki,
Software engineer



Samy Benbahmed,
Community manager



Anouar Sadoun,
Senior developer



Sabrina Lahlou,
Community manager



Mati Ahcen,
Senior developer



Moundhir Bachene,
Software engineer



Michel,
3D 2D designer



Ramzi Lazouni,
Software engineer



Amine Khir,
3D designer

Blockchain Technology within the Sastana Project

For the Sastana Project, Polygon will be our core Blockchain technology for every aspect of the ecosystems. The following are the advantages of using Polygon:

Polygon, previously known as the Matic Network, is a Blockchain scalability platform and framework for linking and creating Ethereum-compatible blockchain networks. One of Polygon's key aims is to aggregate scalable solutions to support Multi-chain Ethereum environments. Therefore, Polygon is known as "Ethereum's Internet of Blockchains."

The Polygon Network is Ethereum-native, aligned to be interoperable with all of Ethereum's current and future infrastructures while also providing the foundation for Layer 2 solutions, Sidechains, and Sovereign Blockchains.

As a result, the Polygon Network is classified as a Layer 2 aggregator to establish a multi-chain ecosystem of Ethereum-compatible blockchains with high network interoperability. Polygon is a Layer 2 scaling solution for Ethereum that aims to increase the network's transaction processing speed while lowering transaction costs, often known as Gas Fees.

Layer 2 Sidechains are distributed ledgers that run in parallel to the Ethereum Mainnet, but independently at the same time. A sidechain network's nodes are responsible for confirming and processing transactions, verifying transactions to blocks, and preserving network consensus.

Polygon is a platform that allows developers to create their own sovereign blockchains and decentralized applications (dApps), thanks to powerful modules that will enable developers to create interconnected blockchain networks with readily adjustable functionality.

Polygon is an aggregator based on Plasma, an Ethereum Layer 2 solution that provides a platform for developing off-chain decentralized apps (dApps) with enhanced security, scalability, and performance. The Plasma framework is one of the key technological developments responsible for the widespread use of Blockchain technology.

Polygon has its own Plasma implementation, in the form of Polygon Plasma Chains. Polygon Plasma Chains provide a framework for dApps and allow transactions to be offloaded from the main Blockchain onto subsidiary chains, resulting in cheaper and faster transactions.

MATIC is the utility token for Polygon, used to power the network. It serves as the network's primary transactional currency, providing a financial incentive for individuals who want to help the ecosystem thrive. Polygon has helped over 20,000 dApps scale their performance. Polygon is dedicated to promoting the growth of Web3 apps by providing a robust, scalable, and reliable infrastructure.

Introduction to the NFT Market: A History of NFTs

2012 – 2016: Emergence of NFTs

Before Ethereum existed, Meni Rosenfield first coined the concept behind NFTs in a 2012 academic paper. This paper introduced the concept of 'Colored Coins', for the Bitcoin blockchain. However, the limitations of Bitcoin meant that the Colored Coins concept could never be realized (effectively, Non-Fungible Tokens (NFTs), compared to cryptocurrencies' inherent 'fungible' — interchangeable nature). This concept laid the foundation for the experiments that led to the creation of NFTs.

On May 3rd, 2014, a digital artist, Kevin McCoy, minted the first-known NFT, known as 'Quantum', on the Namecoin blockchain. 'Quantum' is a digital image of a pixelated octagon that hypnotically changes color and pulsates in a manner reminiscent of an octopus.

In 2014, the Counterparty platform (known as "Bitcoin 2.0"), a "Metacoin"-type protocol, peer-to-peer open-source, Blockchain-based, was established. Counterparty gained ground as a platform that empowered the user-generated creation of digital assets (in many ways, NFTs in all but name). Around the same time, Mastercoin, Ethereum, Colored Coins, Ripple, and BitShares also emerged, many of which overcame some of the limitations and problems associated with Bitcoin.

Spells of Genesis, the world's first Blockchain-based game (a mobile TCG) followed in the footsteps of Counterparty and began pioneering the creation, buying, and selling of in-game assets. As a concept, NFTs were starting to become real for thousands of people worldwide.

In 2016, the Age of the Meme began (turning memes into NFT-based digital art that people can buy and sell, as they do more widely now) with the release of numerous Rare Pepes NFTs on the Counterparty platform.

It's important to note that the Bitcoin blockchain was never intended to be used as a database for tokens representing the ownership of assets. Blockchain was never meant to confer ownership on anyone, with Blockchain-based cryptocurrencies and tokens being inherently fungible, interchangeable, and transferable. Hence, the significant shift to the Ethereum blockchain, and comparable blockchains for the creation, buying, and selling of NFTs.

2017 – 2020: NFTs Go Mainstream

This big shift for NFTs to Ethereum was backed up and supported by introducing a set of universally agreed on token standards. Tokens, or NFTs, could be created by developers and minted, and everyone would know they had the same inherent value.

Two software developers; John Watkinson and Matt Hall, built on the success of the Rare Pepes Meme NFTs with their own generative series of NFTs on the Ethereum Blockchain, which they branded as CryptoPunks. CryptoPunks are considered some of the first and most successful NFTs created and initially offered for free. It started life as an experimental project with 10,000 NFTs, and no two characters are the same.

During the world's largest Hackathon for the Ethereum ecosystem, the Vancouver-based venture studio, Axiom Zen introduced CryptoKitties to the world.

CryptoKitties is a virtual game based on the Ethereum blockchain. CryptoKitties enables players to adopt, breed, and trade virtual cats, storing them in crypto wallets. After its launch, it wasn't long before the game became a viral sensation, becoming so popular that CryptoKitties clogged the Ethereum blockchain, and people began making unbelievable profits.

Following the huge success of CryptoKitties, NFT gaming began to gain momentum, with NFTs increasingly gaining more widespread public attention.

NFT gaming and Metaverse projects were in the spotlight during 2019–20, and the first to break ground in this space was Decentraland (MANA), a decentralized VR platform on the Ethereum Blockchain.

Decentraland is an open-world gaming platform that allows players to explore, play games, build, collect items, and so much more. Everything that you find, earn and build within Decentraland, you own on the blockchain, with every transaction verified and confirmed on the network.

It wasn't long before other platforms and games using Enjin Coin (ENJ) appeared on the scene, allowing developers to tokenize their in-game items on Ethereum, giving in-game items a real-world and transferable value.

Axie Infinity (AXS), another blockchain-based trade and battle game also emerged; a gaming ecosystem that is partially owned and operated by its players/users on the platform.

2021: The Year of the NFT

In 2021, NFTs reached mainstream prominence; it became the year of the NFT, with a huge explosion and surge in NFT supply and demand.

One of the biggest factors in this boom were huge changes in the art market, when prestigious auction houses, such as Christie's and Sotheby's taking actions online, but also started selling NFT art.

Resulting in Christie's record-breaking sale of Beeple's "Everydays: the First 5000 Days" NFT for \$69 million. Such a huge sale from such a prestigious auction house validated the NFTs worldwide, showing the world NFT-based art is as valuable as traditional artworks.

Alongside the surge in demand for NFTs that resulted from the famous Christie's auction, another knock-on effect was other blockchains getting involved and starting their own versions of NFTs.

Blockchains such as Cardano, Solano, Tezos, and Flow, started minting and validating NFTs. With these newer platforms creating NFTs, new universal cross-chain standards were established in order to ensure the authenticity and uniqueness of digital assets.

Towards the end of the year, once Facebook rebranded as Meta and moved into the Metaverse, there was another surge in Metaverse-based NFT demand. None of this is showing any signs of slowing down, and now we will take a closer look at NFT market projections.

NFT Market Projections

According to a number of sources, NFT market valuations range from \$25 billion to \$41bn in 2021. These estimates vary, but we have to remember that this market was virtually non-existent in 2019, and took the world by a storm in just a couple of years.

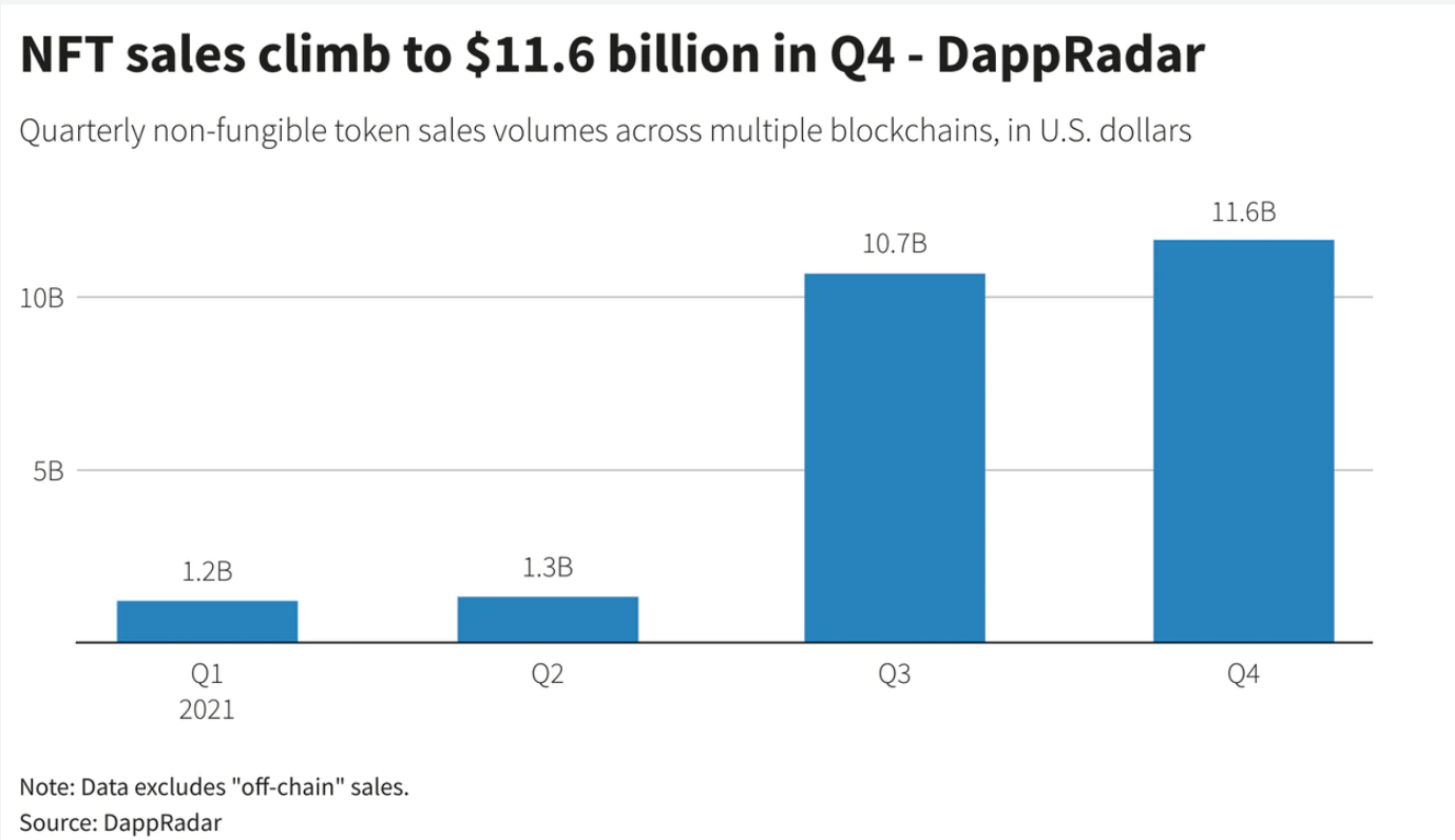
Estimates of volumes vary according to data providers, depending on what's included in the figures. Transactions which take place 'off-chain', such as major NFT art sales at auction houses, are often not captured by the data.

The Financial Times (FT) says that at the beginning of 2021, only a niche group of crypto enthusiasts knew what Non-Fungible Tokens (NFT) were. But by the end of the year, nearly \$41bn had been spent on NFTs, according to the latest data. All of this makes the market for digital artwork and collectibles almost as valuable as the global art market.

According to DappRadar, estimates are more conservative, but still impressive. From cartoon apes to video clips, sales of NFTs exceeded \$25 billion in 2021, as the speculative crypto asset exploded in popularity.

Data from market tracker, DappRadar shows there were signs of growth slowing towards the end of 2021. NFT sales volume totaled \$24.9 billion in 2021, compared to just \$94.9 million in 2020, according to DappRadar.

DappRadar collects data across ten different blockchains, which are used to record who owns NFTs.



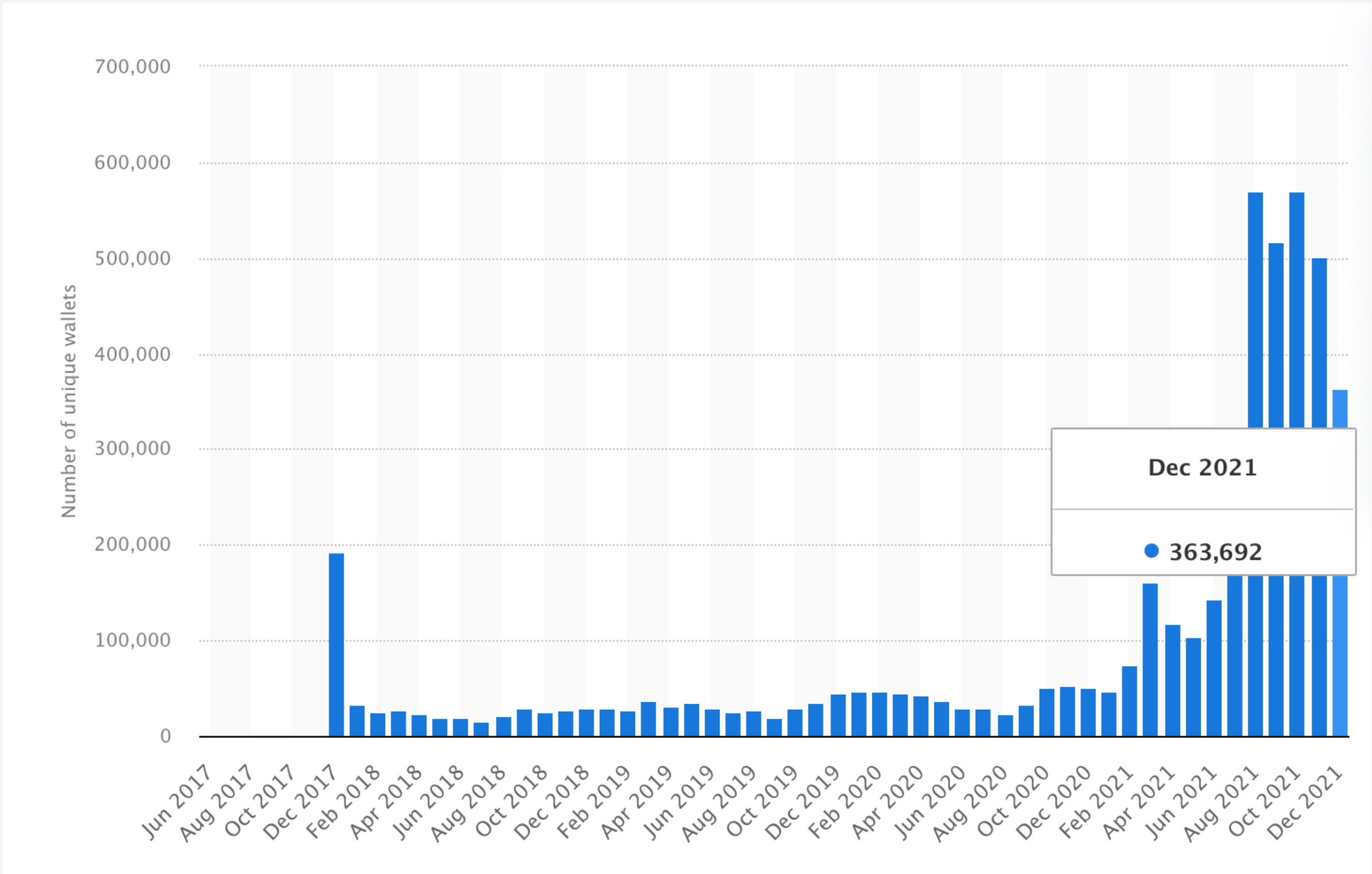
Main segments and their volume

Total NFT sales across the following segments: Games, Art, Sport, and other segments, from 2018 to 2021(in Million U.S. \$ Dollars).

Characteristic	2018	2019	2020	2021
All	36.77	24.02	66.78	13,981.9
Collectible	13.86	2.71	16.45	7,130.05
Game	5.19	11.59	15.26	2,153.82
Art	0.05	0.45	17.11	2,107.57
Metaverse	16.35	5.38	15.97	630.99
Utility	1.29	4.11	2.41	75.5
DeFi	0	0	0	19.75
Undefined	0.03	0	0	1,864.22

Number of Wallets that traded NFTs

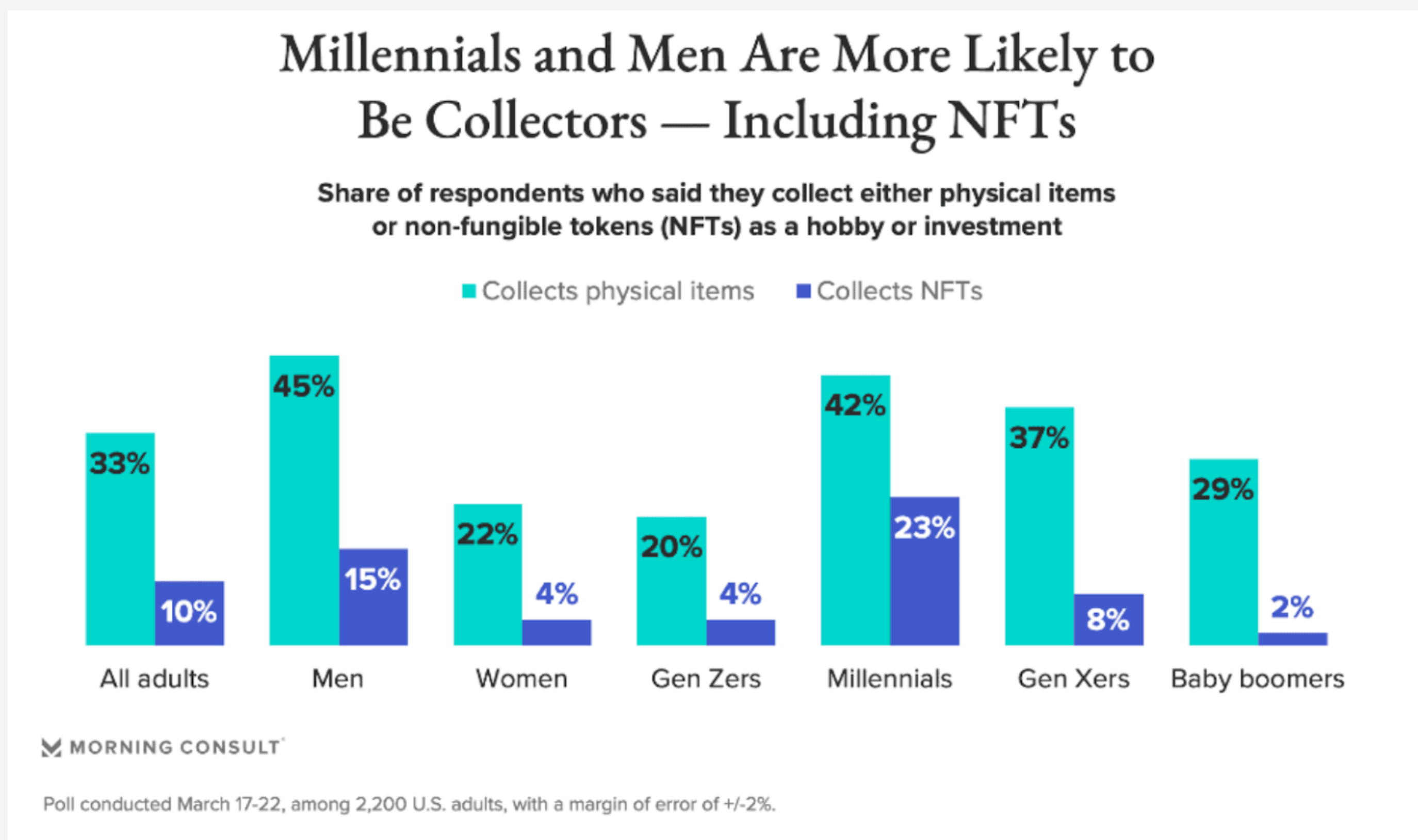
This graph shows the number of unique Wallets that either bought or sold an NFT worldwide, from June 2017 to December 2021. Towards the end of 2021, there were several months when over 0.5 million wallets were involved in the buying and selling of NFTs.



Demographic Data

According to research from Morning Consult, Millennials are the demographic most likely to get involved with NFTs. In fact, Millennials are three times more likely to buy and sell these assets than their Gen Z counterparts, or older generations.

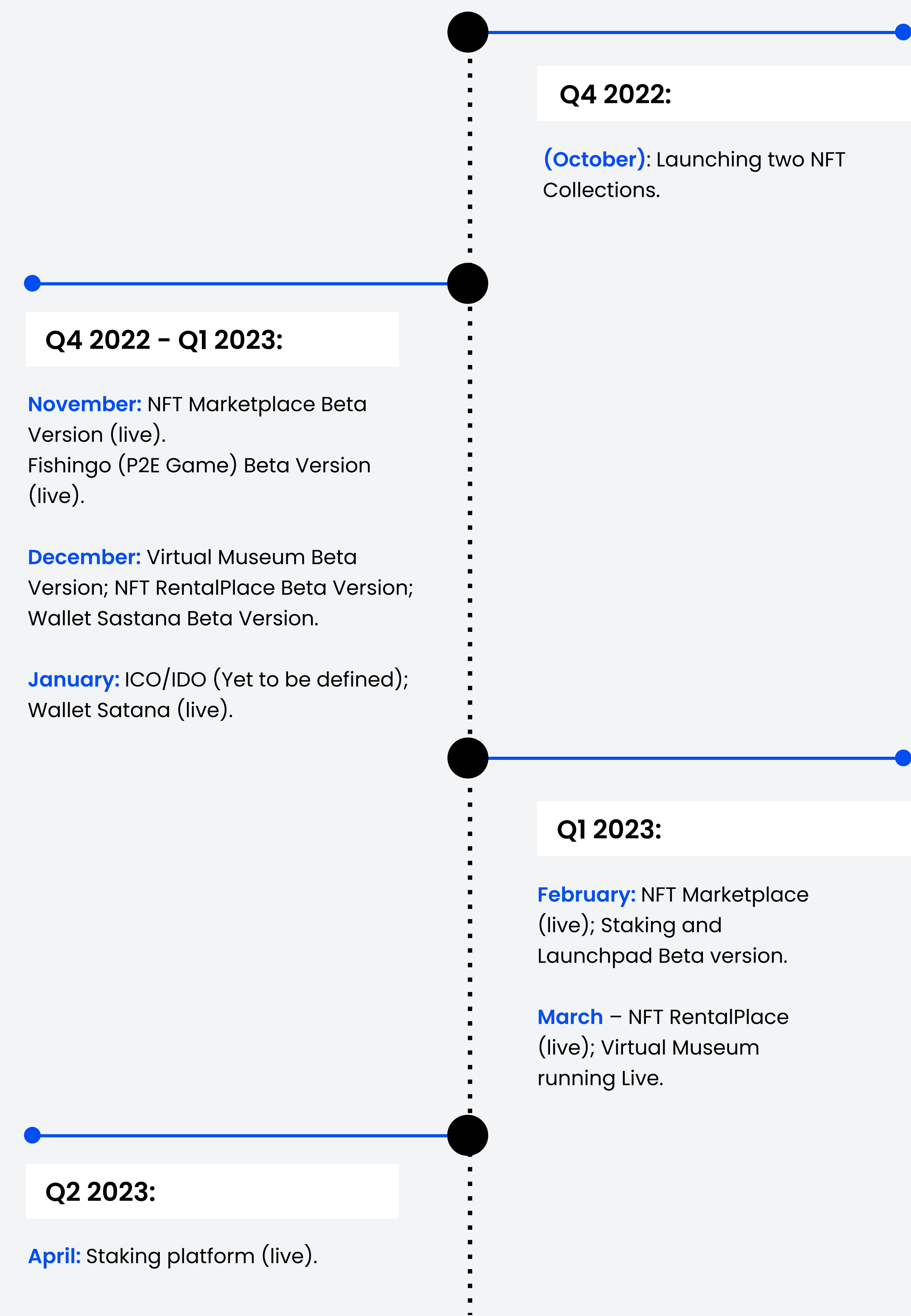
Generally, these are Millennials who already have some involvement or interest in cryptocurrencies, online games, and NFTs. Although with this platform, we are aiming to grow the target demographics far beyond Millennials, to make NFT art mainstream, and popular amongst somewhat wealthier and older demographics.



Major NFT Marketplaces: Market Capitalization

- OpenSea: Has a \$13.3 billion valuation ([CoinMarketCap](#))
- Rarible: Market Cap \$24.2 million ([CoinMarketCap](#))
- Axie Infinity: Market Cap \$ 1.21 billion ([CoinMarketCap](#))
- Binance [NFT Marketplace](#): Recorded \$25 million in sales in the first 2 months ([source](#)). Binance itself has an enormous market cap, as one of the world's latest crypto exchanges, but the NFT segment doesn't have its own live market cap valuation.
- NBA Top Shot: Market Cap - \$1.9 Billion ([source](#); article says \$1.1bn in the headline, but in the article, corrects it to \$1.9bn)
- SuperRare: Market Cap \$19 mln ([CoinMarketCap](#))

Project Roadmap for 2022-23



Fundraising Goals & Operational Plan

Sastana does not plan on raising external funding until each business unit is operational, with strong growth metrics, and generating a profitable level of recurring revenue. We intend to self-fund until that level of growth is achieved, and only then turn to external funding to drive growth forward even further. At that point, we will either list the companies on public stock exchanges, attract Venture Capital (VC) investment, or investment through an Initial Coin Offering (ICO).

Because we are taking this approach, we intend to implement a proactive approach to marketing and sales, growing the project organically, with internal targets to track growth metrics and the activities of sales and marketing teams.

Use of funds:

We shall use raised funds to organize the token sale, support liquidity, cover operating expenses, and technology development. Also, part of the funds will be allocated to support the Foundation.

Sastana Tokenomics

Blue Token Distribution/ICO Token Sale

Sastana Blue token Ecosystem	Token Distribution to Public	
	Community token distribution	Investors token distribution
Wallet	Blue Token Airdrop to Wallet users	BLUE token sale
NFT Marketplace	Blue Token Airdrop and Incentives to NFT investors	
NFT Rental Place	No. The token is used as Payment currency, it does not impact tokenomics allocations.	
Virtual Museum	No. The token is used as Payment currency, it does not impact tokenomics allocations.	
Blockchain Based Game	No. The token is used as Payment currency in Fishingo, it does not impact tokenomics allocations.	
Sastana other token projects	Token Distribution to Public	
Staking Platform and Launchpad	A specific tokenomics and distribution channel is required for the token (not the Blue token recommended).	

Blue Token Role in Ecosystem

Token system, main function of the token and token use cases:

- Token system: Single token;
- Name: BLUE token; Symbol: \$BLUE;
- Standard: Polygon; Decimals: 18

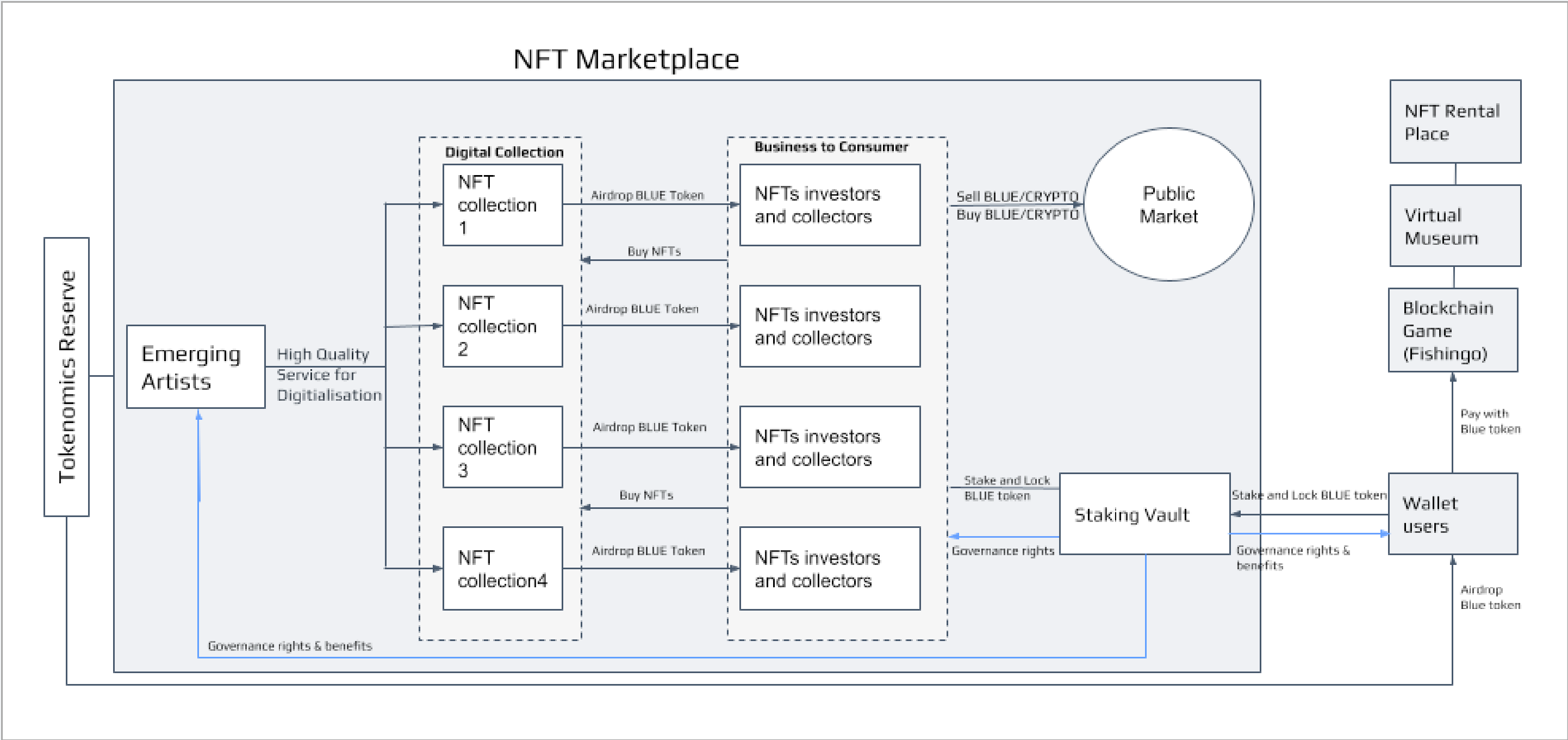
Sastana Blue token Ecosystem	Token use cases in summary
Wallet	Strategic & staking incentives, Governance
NFT Marketplace	Strategic & staking incentives, Governance, Payment currency
NFT Rental Place	Payment currency
Virtual Museum	Payment currency
Blockchain Based Game	Payment currency

Sastana Blue Token Ecosystem

Focus on token sale:

Token sales options	Token quantity	% of cumulated sold supply	Token price	Hard Cap to raise [\$]	Discount Rate
Private Sale 1	20,000,000	2.00%	0.025	\$500,000.00	-50.00%
Sub-total 1	20,000,000			\$500,000.00	
Private Sale 2	30,000,000	3.00%	0.033	\$1,000,000.00	-33.33%
Sub-total 2	50,000,000			\$1,500,000.00	
Launchpad IDO	50,000,000	5.00%	0.050	\$2,500,000.00	0.00%
Tot	100,000,000	10.00%		\$4,000,000.00	

Flow of Sastana Blue Token within Ecosystem



Staking within the Sastana Ecosystem, Blue Token

Focus on staking: staking is the activity required for holders **to vote and to maximize benefits**

Loyalty program	BLUE Staked (examples)*	Discount on NFT marketplace fees
1- Basic	0,00	0%
2 - Bronze	10,00	2%
3 - Silver	100,00	3%
4 - Gold	400,00	4%
5 - Platinum	1.000,00	5%

- Users and Artists can be classified as **basic** or **premium** (=bronze, silver, gold, platinum)
- **Premium users** can get discount fees when trading NFTs on the Marketplace
- **Premium artists** can get discount on fees when publishing collections
- For both, the discount is proportional to the amount of tokens staked.

Blue Token ICO, Token Allocation & Vesting Strategy

	Token allocation details	% of total supply	Token	Release Schedule
Token sale	Private Sale 1	2.00%	20,000,000	12 cliff, 6 vesting, linear unlock over 6 months
	Private Sale 2	3.00%	30,000,000	9 cliff, 6 vesting, linear unlock over 6 months
	Launchpad IDO	5.00%	50,000,000	100% release at TGE
Team & Advisors	Team	12,00%	120.000.000	12 month cliff, 1 years vesting, 0% release at TGE, linear unlock over 12 months
	Advisors	3,00%	30.000.000	12 month cliff, 1 years vesting, 0% release at TGE, linear unlock over 12 months
Protocol Rewards	Staking rewards	24,00%	240.000.000	5 years vesting, 0% release at TGE (Token Generation Event), linear monthly unlock over 5 years
	Wallet airdrop rewards	3,00%	30.000.000	unlocked
	Marketplace airdrop rewards	3,00%	30.000.000	unlocked
Community Treasury	Community Treasury	25,00%	250.000.000	4 years vesting, 0% release at TGE (Token Generation Event), linear monthly unlock over 4 years
Liquidity	Liquidity	10,00%	100.000.000	25% release at TGE (token generation event), 25% 1st month after TGE, 25% 2nd month after TGE, 25% 3rd month after TGE
Partners	Parnters	10,00%	100.000.000	cliff 6 month,15 month vesting, linear release over 15 months

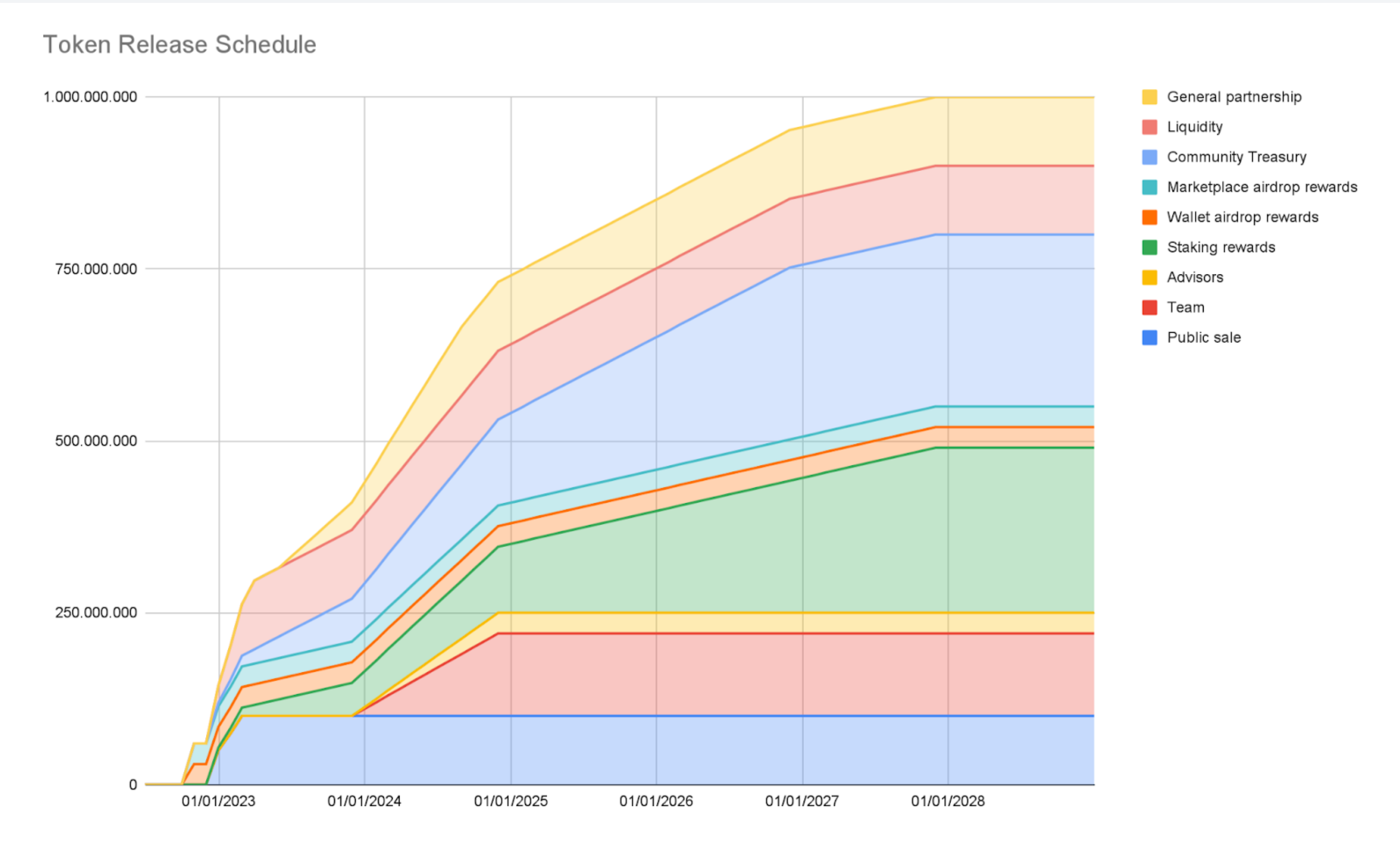
Token Sale Market Cap Target

Focus on token sale:

Token sales options	Token quantity	% of cumulated sold supply	Token price	Hard Cap to raise [\$]
Private sale	0	0%		0,00
sub-total 1	0			\$0
Public sale	100.000.000	10,00%	0,0016	800.000,00
tot	100.000.000			\$800.000

Token Sale Release Schedule

Metrics - Release schedule*:



Initial supply in circulation	Initial cap (\$)	FDMC (\$)
144,208,333	\$7,210,416.67	\$50,000,000.00
Initial supply in circulation (%)		
14.42%	From here on circulating supply it depends on user adoption (ex: adoption of staking activities)	