



REDKITE

The *NFT* art *Revolution.*

The first platform to curate leading contemporary artists, commission original physical works, NFTs and asset backed NFTs all within one exciting and innovative space.



Abstract

RedKite comes into a booming NFT marketplace with longstanding ties in the art world, giving the team the ability to offer NFT artworks from known, traditional artists, and giving those artists a trusted platform where they can display, sell, and provide ownership of their art to their fans.

NFTs offer tremendous potential for artists in terms of digital art, but RedKite is taking that potential one step further by using NFTs to provide fractional ownership of some of today's best contemporary artists. The platform is designed and curated by the artists themselves, meaning that the underlying framework meets the needs of artists first, giving them the security and care they need in order to offer their valuable works to the public.

Beyond the day-to-day offerings of these artists, RedKite will be offering a variety of special collections designed specifically to be offered as NFTs. The project bridges the physical art world with the digital for well-established artists who already have mass followings. RedKite offers increased accessibility and utility for all by facilitating the introduction of high value asset-backed NFTs to the market.

RedKite is leveraging advanced technologies to ensure low carbon footprint and low transaction costs. To date, one of the barriers to entry to the NFT market has been the high transaction fees on the Ethereum network, and RedKite has addressed this issue through the use of layer 2 solution, Polygon, and is able to overcome these technological limitations.

Through a series of art promotional events, airdrops, and rewards systems, RedKite will be building up a network of artists, fans and investors in this fantastic new opportunity.



Contents

Abstract	2
Contents	3
Background	4
Opportunity	4
Challenges	5
Solution	7
Types of NFTs	8
The RedKite system includes	9
Standard NFTs	10
Asset-Backed NFTS	11
Exclusive NFT Collections	13
OurTypes Collections	13
Blending physical into digital	14
Collectors Clubs	16
NFT Marketplace	17
Gallery Hosting	17
NFT Wallet	18
Rewards	19
Art Fund	19
Art Direct	20
Virtual Gallery	20
Eco-Efficient	20
Technology	21
Ethereum Scaling	21
Business Model	22
Tokenomics	23
Roadmap	26
The Team	27
Advisors	30
Partners	31
Disclaimers	33



Background

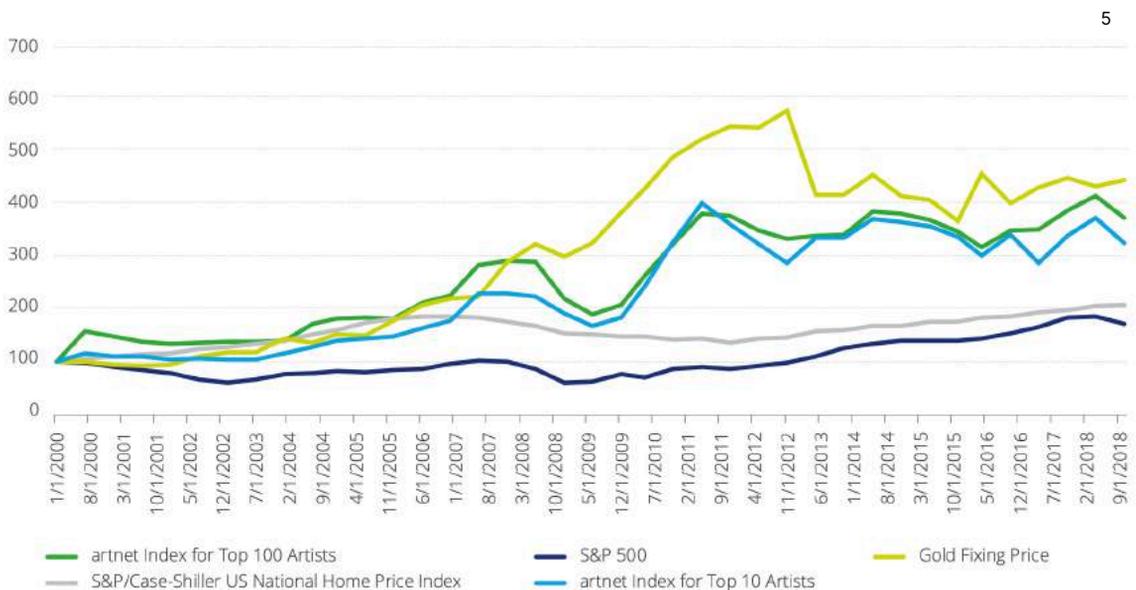
Opportunity

Non-Fungible Tokens (NFTs) have provided sudden and impressive income for artists who have been early to market, with people selling art works for as much as \$70 million. NFTs appear to be here to stay, and the big question is how to apply them to help benefit artists. Non-Fungible tokens have two important potential applications when it comes to art works. First of all, NFTs can be art works themselves. From Apes to Wizards to Creeps, many NFT collections are equivalent to cartoon art or other types of modern art.

Contemporary artists have been fortunate and clever enough to take advantage of this trend, with NFTs accounting for a huge sales boost in contemporary art. Not all artists are involved yet, but the vision is promising, especially because contemporary art has always been an excellent investment for people and are often part of a diversified investment portfolio.⁴

Investing in art can seem daunting, however, with our experience and expertise we can ensure a smooth journey and will be committed to bringing users a well-diversified and high-quality investment; something 85% of Wealth Managers recommend including in a balanced investment portfolio (Deloitte, 2019). One category that's showing promise for future growth is the contemporary art market, which today makes up 15% of the global art market compared to 3% in 2000.

Source: 2019 © artnet Worldwide Corporation



5



The art market is already expanding as contemporary artists explore what can be done with new forms of digital art enabled through crypto and NFTs. In addition to art, NFTs are being used to validate the authenticity of valuable objects from real estate to gold to collectors items. Matterum is a blockchain at the forefront of creating NFTs that represent rights to objects in the real world, and Lichtenstein has passed groundbreaking legislation that creates legal protections for token-based claims on real goods.

Some NFT Market observations:

- In August 2021, OpenSea had monthly sales of over \$3.4 billion
- When a user buys an NFT they become the owner of a piece of artwork, a clip from a sporting event or a snippet of music.
- Artists who create the NFTs can continue to get royalties via the selling of their art in the future.
- The NFT market cap for global transactions was over \$40 million in 2018, \$141 million in 2019, and \$338 million in 2020.
- NBA's Top Shots, a trading card system, has made more than \$230 million.
- An NFT by Steve Aoki and Antoni Tudisco, Hairy, sold for \$888,888.88.
- CryptoPunk #3100 sold for \$7.58 million.
- The first tweet on twitter sold for \$2.9 million.

“In 2001, Jeffrey Deitch said the Street Art Movement was the biggest art movement in the world. I agreed with him at the time. We’re now in 2021 and although it blows my mind, I believe digital art is the future. RedKite’s set up, where artists get to create physical pieces that relate to digital works, makes more sense to me.”

Ben Eine - Contemporary artist



Challenges

Although online galleries were being set up towards the end of the 1990s, buying and selling art online wasn't properly accepted until ten years later. Since then, there has been a significant increase in online art sales, and today most galleries have their own e-commerce website.

This method of viewing and buying art increased during 2020 following the closure of physical galleries and art fairs due to the pandemic. Despite the contraction of art sales overall, aggregate online sales reached a record high of \$12.4 billion, doubling in value from 2019. In addition to this, the share accounted for by online sales expanded from 9% of total sales by value in 2019 to 25% in 2020; the first time the share of e-commerce in the art market has exceeded that of general retail.

Alongside the onset of online purchasing of art was the increase in the publishing and availability of signed and numbered limited editions, which, due to them being more affordable compared to unique works, meant that art was now more accessible. Not only could a collector now buy work from a gallery situated on the other side of the world, but they could also invest in big-name artists with a reasonable budget.

For traditional art collectors, the introduction of NFTs and online art collections can be confusing. The disruption to the normal process of auctions, titles, and ownership of physical works can be daunting. Yet, these collectors are the foundation of the industry, and they stand to lose if they are unable get on board with the industry as it is progressing. These collectors are likely to not transact in a platform that they are not comfortable with. Having a trusted platform with known artists can be the key to onboarding these traditional users and allowing them to leverage their art knowledge using today's digital tools.



Solution

RedKite is creating a marketplace that allows two basic types of art collection and investment, enabled by NFTs. First of all, like other marketplaces, RedKite allows contemporary artists to provide digital art in the form of NFTs, benefiting from the capabilities of blockchain to track the art, and to allow the artists to benefit from royalties generated from secondary markets for their art.

Secondly, RedKite is providing a platform for artists to “tokenize” their physical art, allowing people to purchase parts of original artwork and have a claim to a fraction of the artwork in accordance with the number of NFTs that they hold.

RedKite provides advantages over other marketplaces in the NFT art industry, because of its deep ties to actual artists and the ability of the founders to bring in valuable contemporary artists. Designed by

artists for traditional art collectors, NFT enthusiasts and newcomers to the art world, the RedKite NFT marketplace is creating an experience that bridges the gap between the physical and digital worlds. The experience is fun, easy, and designed to encourage and educate people about contemporary art, promoting the leading artists and partnering with some of the most prestigious art galleries and dealers.



RedKite offers two kinds of NFT products on its marketplace:

Original NFTs and original NFT collections.

Asset-backed NFTs tied to a portion of a physical artwork.

NFTs that represent legal fractions of a physical artwork.

The combination of these products creates a one-stop shop for artists and art lovers alike. Artists can trust RedKite as the premium platform that respects professional artists and presents their work in the most authentic and secure manner.

RedKite's unique selling point is that through exclusive agreements, the platform works directly with artists to create original, one-off physical works of art which are then sold as NFTs that validate the ownership of that work. The NFTs can be issued as one NFT per work, or as a collection of NFTs that represent one or more works. NFTs allow artwork that previously could be owned only by those who could afford the entire work to

be owned fractionally by a number of people. Not only does this provide access to more people, but it also allows collectors to easily diversify their holdings of different artworks and artists, without investing a fortune.

NFTs are liquid investments, so people can sell the artwork they own or a fraction of the artwork. Fans can own a piece together, or friends can go in together, to own something precious that they share.

In the following sections, we take a deep dive into the features of the RedKite platform, including the technology that allows the platform to offset its carbon transactions and ensure fast and carbon-neutral blockchain performance.



The RedKite system includes:

- Standard NFTs
- Asset-backed NFTs
- Exclusive NFT collections
- OurTypes Collections
- Blending physical into digital
- Collectors Club
- Eco-efficient blockchain technology
- NFT marketplace
- Gallery hosting
- NFT wallet
- Art Direct
- Virtual Gallery

As a platform led by well-known and trusted artists and curators, RedKite provides an NFT marketplace that can be trusted by experienced art buyers and artists alike. One of the barriers of entry for these traditional buyers is that they want to see a name they can trust backing the NFT platform. The experience of the team and the initial collections will serve as a trusted source that collectors, sellers, and buyers can leverage to venture into the NFT market.

Furthermore, RedKite is backing up the platform with a team of highly skilled professionals and customer support that will make it easy for everyone to use the platform. Artists can count on help in digitizing their artworks, creating beautiful NFTs to match their physical work, and having personal guidance in minting their NFTs. The elegant user interface helps artists figure out how to fractionalize their NFTs and lets them have control over the royalty payments stipulated in the smart contracts.

For investors, RedKite will support a wealth of information about art collecting and ensure that people who are new to the art market will have the guidance they need to get started. Because the platform lets people start small and invest in multiple artworks, the system is perfect for both experienced and new art investors. For more experienced investors, the system will guide them through the essential knowledge of blockchain and NFTs.

Finally, for art collectors and galleries, the RedKite system offers a variety of ways to participate. From white label with the Gallery Hosting feature through batch upload of gallery items and NFT minting, galleries and curators will find the system easy to join.



Standard NFTs



Standard NFTs represent standard digital artworks for sale on the RedKite platform.

The artist can create and upload their own digital artworks and mint them easily on the RedKite platform. In this case, the artist receives 70% of the proceeds of the sale of the artwork. RedKite is committed to proper compensation of artists, so for both standard and asset-backed NFTs, the platform offers maximization of the revenue to the artists.

When creating standard NFTs, the artist can document their creation process in video or photographs and attach this documentation to the NFTs and artwork. This documentation serves as proof of original work, but it also provides insight into the artistic process and creates a greater value of the NFT itself, in terms of the ability of the owner to connect with the artist and their process.

As with other NFT platforms, artists can determine whether the artwork is a single-issue or if there will be multiple or limited issue copies of the artwork.

Standard NFTs can be minted with a variety of options, for example, the resale can be limited, they may have an expiration date, perform special actions when combined with other NFTs, etc. NFTs and smart contracts combine to create a variety of tools that can be used not just for securing digital works, but for adding functionality to artwork that was never possible before while making NFTs fun, exciting and unique for our users.



Asset-backed NFTs

The RedKite platform enjoys close ties with some of today's best contemporary artists, galleries, and is able to offer NFT-backed assets. The RedKite system provides an easy way for artists and galleries to upload full collections or individual pieces and determine how to mint the NFTs.

The advantage to the artist is that they can earn on the resale value of the NFT. Every time the work of art changes hands, the system can be set up with a smart contract that provides the appropriate royalties to the artist. Furthermore, these types of smart contracts can be set up for any type of activity with the artwork.

For example, if a work of art is rented out to someone for their private showing, lent to a museum for display or used in an advertisement; a portion of the income from any of these activities can be automatically distributed fairly according to royalty agreements. Fans can see the actual history of the ownership or rental.

A specific painting that was shown in a movie or owned by a celebrity, for example, could have proof that it was that particular piece of art, attached to the NFTs, making it a more exclusive collector's item.

Asset-backed NFTs can be issued in any of the following configurations, depending on the desire of the artist or owner of the artwork:

- One-NFT-one-asset. In this type of tokenization, there is still a single owner of the work of art, but the owner does not necessarily have to have the work of art in their possession. Rather than a paper-backed ownership title, the owner has an NFT that entitles them to full ownership of the piece.
- Fractionalized multi-token NFT. This type of tokenization will become popular because it allows people to own a fraction of a piece of art. This allows people to enter the world of art collection at a low cost. It also allows people to diversify their portfolio over a wide range of artworks and artists.

Fractionalized artwork NFT enables a variety of derivative products. For example, people could own a portion of every artwork from a particular gallery or exhibition. Combinations of a group of artists could be created or even a kind of "index" that would be a bucket that can serve as an investment vehicle that follows the performance of a particular genre of artwork or even the art market.



The system places safeguards against loss of value of the artwork and NFT for the investors in fractional NFTs. Just like with any other investment vehicle, people who own the NFTs can create a stop value and cash in the NFTs if the price of an original artwork falls below the amount that the NFT holders stipulate. Smart contracts can be set to sell at particular prices for all of the fractional owners, or each individual investor can set their own threshold.

The advantage of using blockchain is that any type of smart contract can be stipulated at the issue of the NFTs. “Programmable money” means that any given NFT or series of NFTs can perform according to the wishes of the artist. It’s possible to program them for buy-back, rental, cash out, royalties on sale, etc. Smart contracts allow a myriad of possibilities with fractionalized art NFTs that have yet to be discovered.

All of the asset-backed NFTs constitute proof of ownership of the original or a fraction of the original work of art.





Exclusive NFT Collections

Through its connections in the art world, RedKite helps well-known artists create and market exclusive collections of art. These special NFTs can be found only on the RedKite platform.

For artists, RedKite maintains a team of artists and art collectors who help artists create exclusive NFT collections and NFT series. Artists who are not accustomed to working in a digital or blockchain-based format have full support of the RedKite team to create their artistic collections. The platform is launching with a default collection package of five works for each NFT series.

OurTypes Collections

The launch of RedKite is celebrated with a myriad of special collections, the first of which is OurTypes. OurTypes focuses on collaborative projects presented in the form of public murals, limited edition screen prints and one-off artworks. OurTypes is a collective of creatives that connects with leading street artists including Ben Eine, D*face and SHOK-1 to harness their creativity and manifest their distinct styles. This first innovative collection of NFTs celebrates urban art and allows art lovers to finally enjoy ownership of NFTs and digital representations of the kinds of street art that until now could only be enjoyed “live in the wild”.

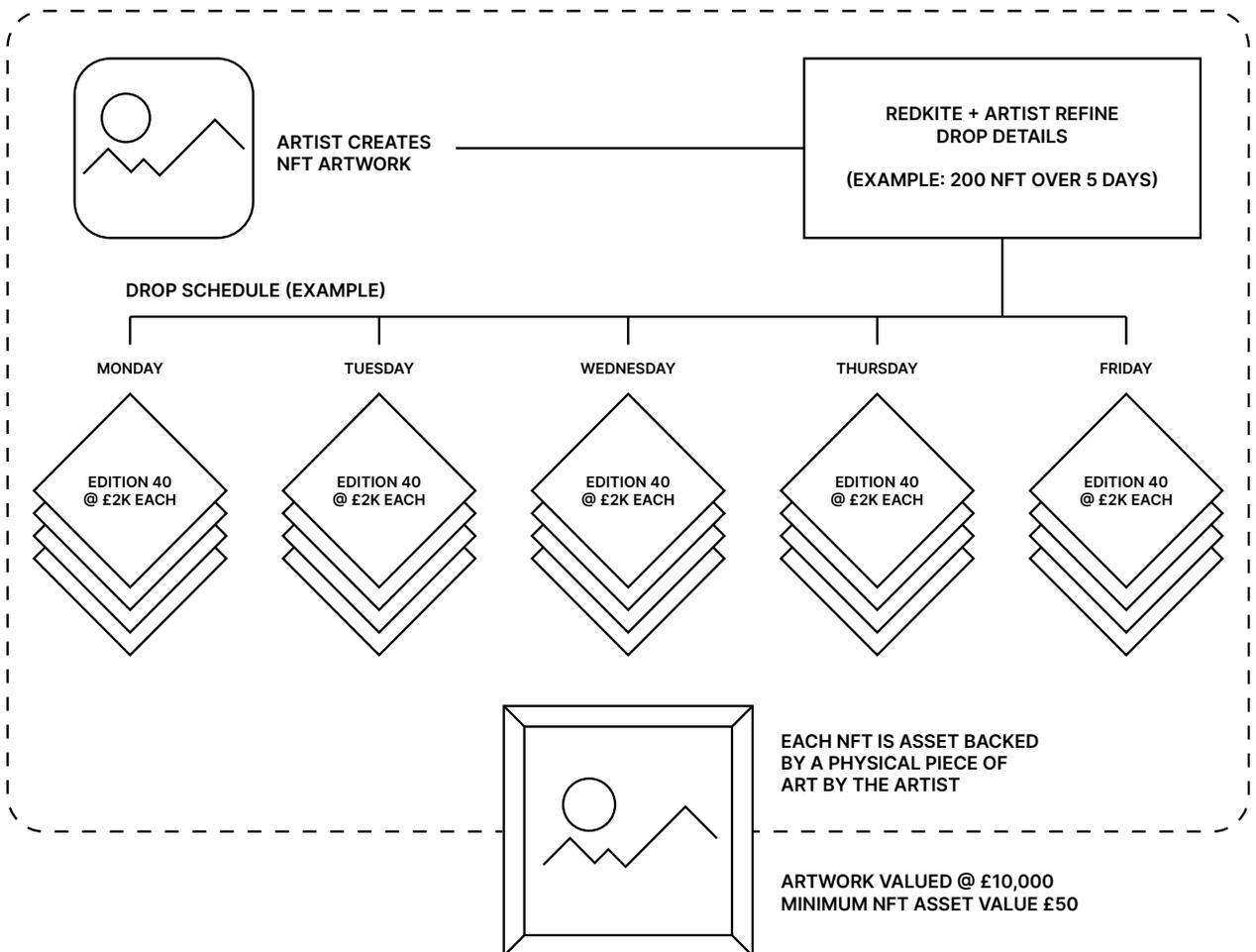
Artists affiliated with, represented by, or otherwise accessible to RedKite have a total social media following exceeding 3 million individuals. Some of these artists are known for extravagant works such as painting a mural on the London Eye or collaborating with Zippo on the largest paintings.



Blending physical into digital

RedKite features “Blending”, a unique kind of blending of the physical piece of art and the NFT that represents the title to the ownership of the art. In some ways, this follows the tradition of having benefactors sponsor particular artworks, which creates a more committed connection between the artists and those who enjoy their artworks.

Blending *example*:





The Blending feature works as follows:

1. The Artist creates a contract to create a body of work consisting of a set of NFTs and a physical piece of art that RedKite will help to curate and sell.
2. The Artist, along with the help of the curation team, creates the work.
3. Once the physical or digital art has been created and valued, the piece will have its ownership attached to the set of fractionalized NFTs.
4. The NFTs will then be displayed for purchase on RedKite's platform.
5. Special edition NFTs are available first to the Collectors Club. Users will enter this pool for a chance to win the right to buy.
6. The network may retain up to 5% of the NFTs in order to facilitate partnership deals to help the network grow. They may also be used for internal investment strategy to help pay for the asset-backed model's extra costs.
7. Once purchased, should the NFT holder wish to trade the NFT, they can do so on The RedKite marketplace.



Collectors Club

Collectors Clubs create a decentralized pool of rights to purchase the newest and most exclusive NFTs. Newly minted NFTs and collections are displayed for purchase first to the Collectors Club, giving premium access to members. To join the premium Collectors Clubs, participants stake their KITE tokens to ensure their position in terms of the right to buy the newest and most exclusive NFTs.

The staking capabilities enter people into a type of lottery that favors those with a higher stake in terms of their chances to move up on the list of people who get exclusive access to each NFT as it comes on the market. Because of the random nature of the lottery, every member of the Collectors Club will occasionally have the opportunity to be a first bidder on a collectible—and the more someone stakes, the more often they will have those exclusive opportunities.

Weighting of their stake increases based on the duration of time elapsed, incentivizing long-term staking over the absolute quantity of tokens staked. A golden ticket is issued for each NFT available for redemption allowing the user to redeem any NFT dropped. These

golden tickets are also NFTs and can, therefore, be traded on the secondary market. Golden tickets can only be used for a small window prior to the drop – if the ticket is not used, it is forfeited for that drop, but the holder may still retain and use the ticket for a later drop. Upon redemption, the golden ticket is returned to the platform.

The Collectors Club provides an exciting way for people to participate, ongoing revenue for the RedKite rewards systems, and a cohesion in the community. Community members will have the ability to self-govern the Collectors Club and improve the functions of the decision-making systems.



NFT Marketplace

The RedKite marketplace provides a showcase for the NFTs and enables buying, selling, and trading of premium art. The marketplace focuses on high-value artists, so that even those who are new to art investment can feel assured that what they see in the RedKite marketplace has been carefully curated and priced according to the market prices.

The platform is highly curated to attract higher profile artists and to maintain high value for the participants in the marketplace. The marketplace will include both the asset-backed NFTs and NFTs that are purely digital. Every piece will be clearly labeled so that the buyers can know exactly what they are purchasing and trading.

Transaction fees on the platform are required to maintain the high value of the platform in terms of valuation and curation of the top artworks in the field. Physical NFTs also incur costs for the transport and display of the artworks. The platform fee on the marketplace will be 5%. Artists can create different royalty structures in addition to the base transaction fee that can be implemented throughout the lifetime of the artwork. Buyers in the marketplace earn loyalty points in the form of KITE tokens that can be used for membership in the Collectors Club.

Similarly, for secondary sales, the conditions of the royalties that are set out in the original sale are automatically implemented. Artists receive a minimum of 5% of every transaction of their artwork on the network.

Gallery Hosting

Curators, galleries and museums are looking to create their own online presence and NFT offerings. RedKite will create a white-label NFT marketplace that will help any art establishment create its own blockchain-based NFT presence. The galleries can brand themselves and make their own exclusive offerings or integrate part of their offerings with the NFT marketplace on RedKite. This white-label solution provides rapid onboarding that will help galleries stay competitive in today's market.



NFT Wallet

The RedKite wallet is one of the most beautiful and user-friendly crypto wallets on the market, designed with artists in mind. Special emphasis on this is placed in order to create a fluid and enjoyable experience for users, throughout the process. The wallet uses the "Infura API" (<https://infura.io>), an industry-standard API widely used, including for the wallets of Coinbase, MyCrypto and Uniswap. The Infura API supports both websockets and IPFS API's.

Users can log into and use the wallet based on their email address. Loyalty rewards are provided based on the wallet use. Users will need to connect to the Ethereum network in order to fully use the wallet for purchase and sell NFTs and to claim and use their KITE tokens.

The screenshot displays the RedKite wallet interface. At the top, there is a navigation bar with a 'SEND' button, a 'PRIVATE KEY' button, and the user's name 'Nick Magliocchetti' with a profile icon. The main dashboard shows the following information:

- BALANCE:** 44.498 KITE (22.4 ETH)
- INCOME:** +10.498 KITE
- OUTGOING:** -3.460 KITE

Below this is a 'Recent activity' section with a 'VIEW ALL' button. The activity is summarized in the following table:

DATE	ACTION	AMOUNT	ADDRESS
Yesterday	→ OUT	11.878	0x65hkjd8h8y9d9ywoih
2 Days ago	← IN	11.878	0x65hkjd8h8y9d9ywoih ***
18/08/21	← IN	11.878	0x65hkjd8h8y9d9ywoih
02/08/21	← IN	11.878	0x65hkjd8h8y9d9ywoih
15/07/21	→ OUT	11.878	0x65hkjd8h8y9d9ywoih

At the bottom, there are two promotional banners:

- GET KITE:** 'Want to buy more Kite?' with a 'LEARN MORE' button.
- HOW DOES KITE WORK:** 'Kite is helping to make art public' with a 'FIND OUT HOW' button.





Rewards

The KITE token is used as a loyalty and reward token on the platform. Users receive tokens for logging in, spending time on the platform, and purchasing and selling NFTs. The KITE token allows buyers to join and stake in the Collectors Club, and to have votes about the artists and art featured as premium content. The Collectors Club, based on the staking of the KITE token, provides a fun and exciting way for people to engage in exclusive offers and be the first to have the opportunity to buy new collections. The community rewards based on these sales are split with the community again, to reward people for their participation in the clubs and in the community.

Art Fund

RedKite is offering an opportunity for people to diversify their investment portfolios into art. While art itself is priceless, it does command a market price that is independent of other goods on the market and associated with luxury items. Portfolio diversification to art can be attractive, but it requires some level of knowledge.

By creating Art Funds that are based on physical art investments, RedKite allows an opening for people who previously may have little or no knowledge of art. By creating fractional NFTs, RedKite makes investment easy. By curating funds with art connoisseurs and experts, RedKite simplifies the entire diversification process. Anyone can buy into a fund that offers partial ownership of a collection of carefully curated art works.

The Art Funds can be set up for different investment trajectories. Generally speaking, art is not a liquid asset, so tokens would be locked for a certain minimum period for each collection. At the same time, because the tokens represent partial ownership of multiple works, each work can be sold individually and at each point where one artwork is sold, the NFT owners are rewarded in token rewards that represent the sale of that work. NFTs themselves are liquid, so people can sell their Art Fund NFTs on the marketplace. Other types of liquidity and cashing out capabilities can be built into the funds with smart contracts.



ArtDirect

Due to RedKite's connection with highly renowned artists, the platform may feature the opportunity to buy physical pieces, without owning an NFT, directly the platform. These pieces will be of high quality and hold real value. ArtDirect pieces may be sourced from the art fund or from the artists themselves. The pieces can be purchased with cryptocurrency, traditional payments, or by the use of KITE tokens.

Virtual Gallery

RedKite will own its own collection of high-value and historical works of art, displayed to the public in a virtual gallery. The works can also be displayed in real galleries. The platform expects to develop a community of real and virtual galleries within the platform. The token holders can vote for their favorite curators and galleries.

Eco – Efficient

Taking care of the environment is essential, and today's NFT marketplaces need to be conscious of their carbon emissions. RedKite has partnered Polygon to make use of its Proof of Stake chain that dramatically lowers energy usage. RedKite will then offset this providing carbon neutral transactions on the platform.



Technology

With the boom of the NFT market, one of the major issues facing enthusiasts is the scalability of the Ethereum network. The challenge translates into high transaction fees, negative impact on the environment and slow performance of the network, as well as high costs of minting NFTs. RedKite is addressing all of these issues to create a truly superior NFT marketplace.

Ethereum Scaling

To address the transaction problems, the Ethereum network is undergoing an upgrade to Ethereum 2.0, which will address many of these issues while transitioning the consensus mechanism from Proof of Work to Proof of Stake. However, this upgrade will take time so in the meanwhile, it's imperative to find other solutions as the demand for NFTs and DeFi transactions is experiencing tremendous increase.

To the effect, RedKite has decided to launch with Polygon. Polygon can be termed as the Swiss army knife of Ethereum Scaling due to having a multiple differing architectural approaches to provide a solution. Their most popular product is their Proof-of-Stake (PoS) commit chain. A commit chain is most similar to a side chain through the fact it takes transactions off Layer 1, in this case Ethereum, to benefit from a more efficient consensus mechanism. Side chains main disadvantage is that they possess lower security. The commit chain addresses this through the use of allowing permission-less validators which allows any user to check that transactions are processed correctly. Furthermore, polygon bundles transactions done on the PoS chained periodically publishes them to Ethereum. This process is called checkpointing and creates finality on the Ethereum chain where the Ethereum smart contract is considered to be the ultimate source of truth.

This allows immediate transactions with the KITE cryptocurrency while ensuring a high level of blockchain security. Polygon has created an engine that can run 7000 transactions per second. The advantage of this system is that it is secured by the Ethereum network, but at the same time provides extremely fast transactions. The solution also has a 2 way bridge meaning assets can be moved between Ethereum the commit chain. Furthermore, the gas fees on the network are dramatically reduced which will reduce the cost of interacting with the platform. Best of all, the system is carbon neutral, so the platform can support the transition of blockchain and the financial system to a truly sustainable infrastructure.



Business Model

The RedKite fees on primary sales of an NFT are 30% commission, which means artists receive 70%, compared to today's system, in which gallery owners and curators typically get half of the price of art works. For the sale on secondary markets, the artist receives 5% of the sales price and RedKite receives 5%.

RedKite maintains a revenue model through several channels:

Transaction fees on the platform.

Percentage of sales of exclusive art works.

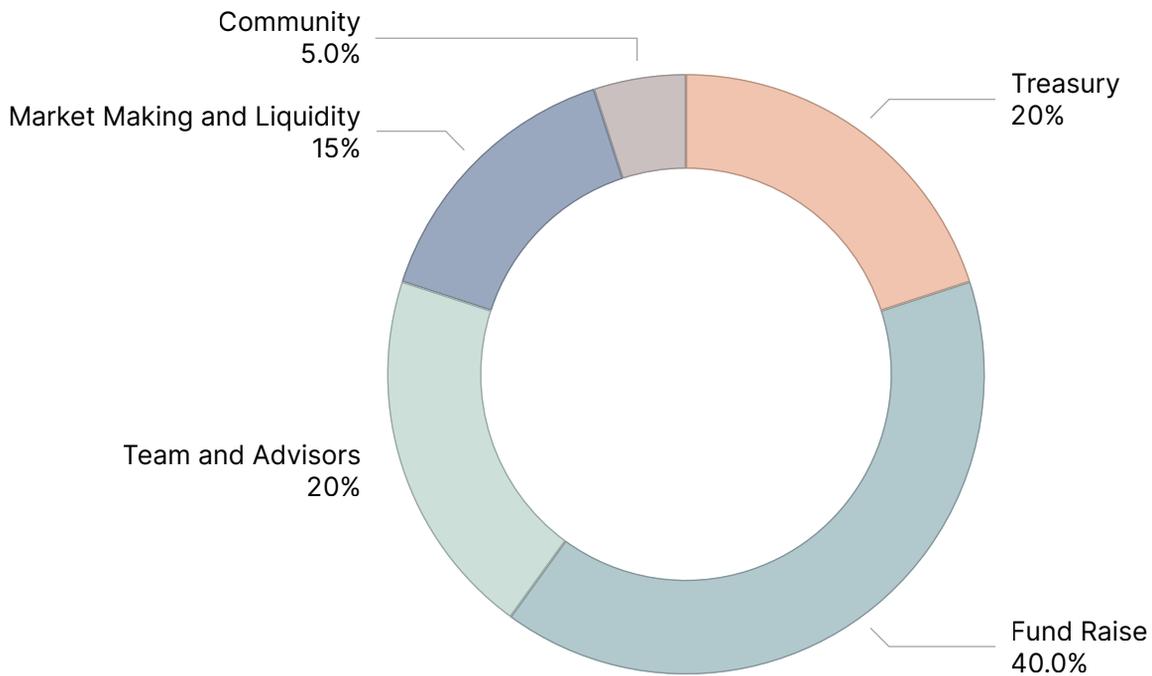
Participation in the community funds and staking.

White label platform for galleries creating their own NFT marketplaces.

Partnerships with collectors and galleries.



Token Metrics

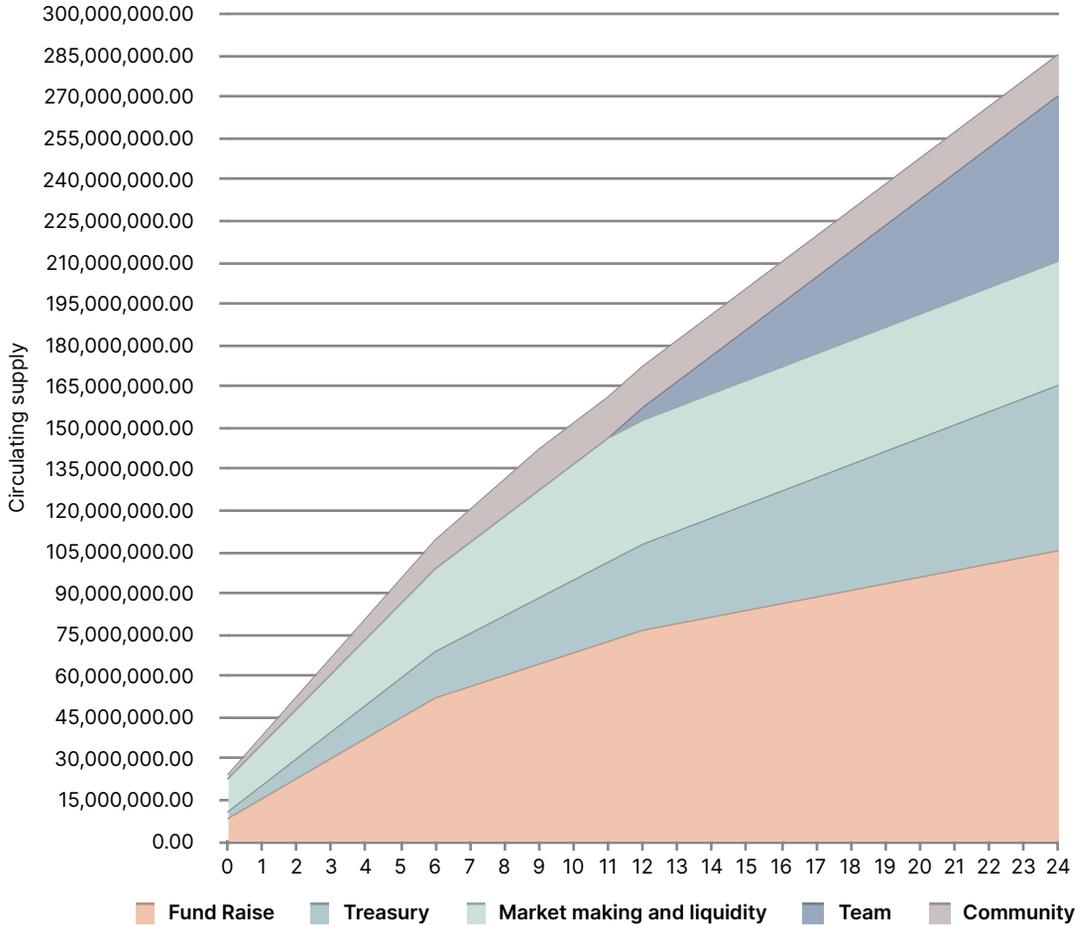


Raise

	Price \$	No. of tokens	Raise \$	Vesting
Pre-Sale	0.01	45,000,000	450,000	36 months vesting
Private Round	0.02	30,000,000	600,000	5% TGE, 24 months vesting
Strategic round	0.05	22,500,000	1,125,000	10% TGE, 12 months vesting
Public Sale	0.10	22,500,000	2,250,000	6 months
Total raise			4,425,000	



Circulating Supply



Total token supply

300 million



Total Supply: 300,000,000

FundRaise	40% 120,000,000 tokens	See page 22 for raise breakdown
Team and Advisors	20% 60,000,000 tokens	12 months cliff, 12 months vesting
Treasury	20% 60,000,000 tokens	24 months vesting Use cases: Marketing and Operations, Platform Reserves, Ecosystem Expansion
Market Making and Liquidity	15% 45,000,000 tokens	3% TGE - Market Making and Dex liquidity 12% Max unlock 3M per month staking reserves
Community	5% 15,000,000 tokens	Max unlock: 1.5M per month

Valuation at Public sale price \$0.1

Fully diluted market cap: 30M

	Month 0	Month 3	Month 6	Month 9
Circulating supply	24,000,000	67,000,000	109,000,000	142,000,000
Market cap	2,400,000	6,670,000	10,900,000	14,200,000



Roadmap 2021/22

- Q4 21'**
- Begin smart contract, marketplace development
 - Ramp up Community Management initiatives
 - Execute partnership agreements
 - Begin private sale
 - Deploy \$KITE Wallet Alpha Internal Test Version
 - Update Whitepaper v2 and website

 - Deploy Marketplace Alpha Internal Test Version
 - Finalize venture partners
 - Increase Marketing efforts
 - Continuous testing, enhancements and code development
 - Continue private sales

 - Code audit
 - expand artists and strategic partners
 - V1 UI/UX finished
 - Expansive media content creation
- Q1 22'**
- Continue onboarding new artists
 - announce artists and strategic partners
 - Explore Metaverse Partnerships
 - Marketplace alpha finished
 - Code audit
 - Expand Marketing efforts

 - Sticker bomb airdrop
 - Alpha Secondary Market opens
 - Increasing functionality
 - Code audit



Roadmap 2022

Q2 22' - Humanity drop - Fund raise for Ukraine

- First Primary Marketplace drop
- cross chain expansion
- New artist launches
- V2 marketplace launches
- Increases artist outreach

- Increase Metaverse integration
- Loyalty programme - alpha Testing
- \$KITE Wallet - alpha testing
- Whitelable alpha
- Generative tool for users alpha

Q3 '22 - Launch token via IDO/IEO

- DEX/CEX trading starts
- Begin Token airdrop campaign
- Liquidity pools open
- Custody engagement
- KYC integration

- Open Loyalty programmer and RedKite Treasury
- Launch RedKite Wallet
- Launch Collectors Club
- Develop Wallet API
- Development of Art-Fund
- Begin 2nd airdrop



The team



Toby Meller

Toby's degree in **Economics and Finance BSc**, focusing on **financial markets and technology**, has developed his passion of investing and learning about **Blockchain since 2017**. This has allowed him to become the **President of the Blockchain Society** at **The University of Sussex** as well as a **content creator** for a blockchain startup.

He is also an associate at Motion Ventures, where he worked on the **creation of Technology solutions** for blue chip clients including the likes of Unilever. Toby provided analysis and advice through Motion Ventures to help **multiple Companies engage in the crypto space**.



Nick Magliocchetti

Nicks background in **growing and exiting companies** spans over 20+ years. His group based in the Channel Islands serve their software to the KYC, AML and fintech payments space working with everyone **from SME's to global blue chip brands**.

With a passion for Art and technology he helps to **bridge the gap to the art** world having served as the CEO of Eyestorm one of the UK's first online art publishers . Nick holds various non-exec roles in the areas of AI, Robotics and has served on the selection board for Microsoft ventures for 5 years.



Angie Davey

Angie is an art **industry professional** with **20 years'** **experience** of working in contemporary art. Former creative director and artist liaison at **pioneering London-based online gallery and print publishers Eyestorm**, her background is working with artists to initiate and create high-end limited editions and promoting art in online settings.

Artists worked with include **Peter Blake, Antony Micallef, Dan Baldwin, Marc Quinn, Polly Morgan, Vic Reeves, Jamie Reid and Stanley Donwood**, many of which she actively assisted in **shaping their career**. Key curatorial projects have been with **Wallpaper Magazine, Sir Terence Conran and Selfridges**. An ongoing member of the **judging panel** for the International Color Awards photography prize, Angie now works as a consultant and advisor for artists and galleries.



Ben Eine

Ben Eine is **one of the most successful street artists in the world** and is regarded as a **pioneer** in the exploration of graffiti letterforms, starting his career over **30 years** ago leaving his tag over London before developing his distinct typographic style. Eine's **partnership** with the then emerging **graffiti artist Banksy** was hugely influential to the commercial success of both artists, and in 2003 **the pair** set up the famous Pictures on Walls gallery, printing and selling street art.

Eine's international acclaim was heightened when the UK **Prime Minister David Cameron** gifted his 'Twenty First Century City' artwork to **President Obama** in 2010. His work is now held in the permanent collections of the **V&A Museum London, The Museum of Modern Art Los Angeles, San Francisco's Museum of Contemporary Art**, and many more, as well as the private collection of **Louis Vuitton** and numerous other commercial institutions.



Juan Topping

Juan is an artist manager, project manager and creative consultant. With **over eight years experience** working with artists and brands, notably **creating one of the largest paintings in the world** with **Ben Eine and Zippo**. In 2019 he **co-founded international art studio OurTypes**, which collaborates with **leading artists** on projects, gallery shows and limited-edition releases.



Andy Scarles

Co-founder of OurTypes, 1of1 and Unit-32. Andy has **over 13 years in the creative industry** working with a broad range of clients / artists and agencies.

Andy currently **heads up the Ourtypes creative collaborations** creating fonts, sell out prints and art-based products and has worked with some of the world's most renowned contemporary artists such as **Ben Eine, Fanakapan, Hownosm and Mr Cenx**



James Robbins

James Robbins is madly passionate about technology & creativity, he is a **senior digital marketing professional**, creative strategist and “ideas” person.

Over the last 20 years, James has **led global and regional campaigns** for some of the **worlds biggest and most recognisable brands**. Including, Nokia, Johnnie Walker, Vodafone McLaren Mercedes F1 team, Smirnoff, Manchester United, Hyundai, UEFA, Converse, Activision, Bandai Namco, Ferrari, Carlsberg, Facebook, Oakley and the list goes on...

Having worked for major global agencies, Ogilvy & Iris, based in Singapore. James **founded Flok**, a specialist social and digital agency, in 2010. Now, James is a **consulting CMO** with companies looking to do cool stuff and invent new things.



Partners





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