FRAME IT

WHITEPAPER

Frame It is an NFT Marketplace powered by the Elrond Network and build to help todays

creators while being easy to understand for future ones.

Frame It's purpose is one and only: Adoption.

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Introduction

Frame It was born from a common idea to make NFTs and Defi more accessible to the unpracticed users. Our first point was to create services that would benefit a community we know and cherish: content creators and streamers. However, if the blockchain, cryptocurrencies and NFTs are daily topics for us, most of the public is still neophyte to those concepts.

That is why we decided to rebuild the basics in a way that would favor adoption. Frame It will bring every needed feature to create, mint, sell, trade, send, bid, buy, offer, expose NFTs. Besides that, we also plan to bring a whole package of new and original tools that will encourage the adoption.

It is clear for us that Frame It should be a DAO, built by the community for the community. The web3 allows us to take that kind of engagement because the blockchain technology makes it possible.

Observation

Internet is changing fast and is bringing new opportunities every day, to artists, companies and much more. However, content creators seem to stay away from this latest version of the web.

Why?

We are in a way responsible for the barriers on the path of adoption. Between apes that are sold for years of salary and other unique assets that could be used in play to earn games. It is hard for any neophyte to understand what this is all about. And we cannot help but notice that mainstream medias talk about our world when it's about a massive scam or when the bitcoin price drops down. Adding to those info's, all the vocabulary that comes with DEFI and all the processes that a user must go through to get his first NFT, we have a lot to improve to make adoption a reality.

The market is growing fast, but there are still many barriers to adoption. Frame It brings answers to those problems by making easier the process to become a collector and through innovative features.

Strategy

This is where Frame It brings an answer. We are building a platform that will be easier to understand and use.

Our priority must be the security, therefore everything that is created and will be created on Frame It will always be done through smart contracts.

It must also be accessible, the fees must be as low as possible, to provide an effective service but never be a barrier to creativity and all kind of usage. Becoming a DAO is also our objective, to make sure that we are doing what the community needs and wants instead of what we are dreaming of. This is also the point of smart contracts: to bring transparency.

Finally, this technology is a way for us to try new use cases and build game changing features thanks to decentralized finance mechanisms. There are many ways to provide new revenue sources to creators and this could be a true game changer on our path toward adoption.

As seen previously, we know that the defi and especially NFTs suffer from an awfully bad reputation: the one-off being a Ponzi, a marketing excuse for gaming companies etc.

However, users know how this will be important for the industry and we foresee it as well for streamers and content creators. They are the one who lack of rewards or privileges to give to their community for supporting them, when they are the one who spend the most time to create.

And they also are the one who can give a massive boost to adoption.

Therefore, they should be our focus, helping them to develop their environment through the defi and using NFTs. Helping them to make a living of what they have always been doing without being forced to become advertisers toward their audience, will change the look they lay on the decentralized finance.

Roadmap

Q3 2021 - BIRTH

Birth of the project.

- The idea must be followed by actions to become real.

Thinking about the path

- Use of Ethereum's tools to build the firsts smart contracts.
- Decision to make the minting phase an action from the buyer because of the high gas fees.
- Plan to build the final version on Elrond Network.

First card design

- Creation of various set of cards.
- Define information needed and creation process.

Creation of the first smart contract on Ethereum

- Converting an existing clip into a tradable NFT

Build the marketplace V1 Ethereum

- Create a functional marketplace to review, buy, sell Frame It cards.

Q4 2021 - Build

Work on the design

- «User friendly» becomes our number one priority.

Objective's structuration

Defining Frame It objectives:

- Having the most effective, practical, and profitable marketplace for the community. (DAO, Token, Low fees)
- Finding features that must be implemented (Offers, Auctions, Send)

- Imagining new features to encourage adoption (Fee lottery system, rewards, Streamers subs advantages).

Creation of Elrond smart contracts

- Create a new open source .net SDK for Elrond blockchain
- Build Elrond tools to convert clips into NFTs
- Create smart contracts needed for the Marketplace features

Marketplace update

- Different upgrade on the UX and UI
- Add a « Make an offer » feature

Elrond total adoption

- Remove ETH support to fully focus our effort on Elrond
- Maiar connect, Maiar defi wallet

Q1 2022 Marketplace

Launch of the testing phase

- Start network activity (discord, twitter)
- Drive few users (creators, collectors) and get first feedbacks

Bugs correction

- Fix few bugs noticed from the first's feedbacks
- UI / UX optimization

New features

- Giveaway tool
- Not on sale NFT's offer notification
- Publics profiles (inventories, wishes on sales)
- Account sales and offers monitor

Frame It Founders token NFTs

- Design validation
- Define Founders NFTs advantages
- First NFT airdrop

- Presale round #1

- Presale round #2

- Public sale

Q2 2022 - Economy

Minting

Allowing users to mint NFTs directly from Frame It

Founders NFT's advantages

Apply Founders NFTs effects:

Token distribution, get a share of the marketplace fees

- Auto whitelist for every Frame It presales

- Access to private channel

- More to be communicated

- Streamers community features

- Adding unique features to enhance subscribers' advantages

Fee lottery

Reward a random possessor of our Founders token with yields every week

BLOCKCHAIN

Why Elrond Blockchain?

True ownership

NFTs on Elrond feature true ownership instead of ETH NFTs, which are perpetually owned by the smart contract. Elrond accounts are associated with a data field. This allows any account to have a key-value storage where the balances of any number of tokens can be stored. This means that tokens can belong to an account, instead of being associated with its address in a third-party smart contract like ETH ERC20 token.

High-Speed & Low Cost for NFTs & SFTs[1]

Elrond NFTs are ESDTs with additional metadata. Examples of metadata include royalties' information that allows the creator to receive royalties for any transaction involving their NFT, or URI information linking the token to external information, such as the location of an associated media file on a decentralized file system.

This enables high speeds and low costs for Elrond NFTs and SFTs minting, managing, and transferring transactions.

Even more importantly, the costs associated with NFT and SFT operations are almost negligible:

$0.01 to create an NFT on Elrond

- $100 - $600 on Ethereum

$0.01 to transfer an NFT on Elrond

- $100 on Ethereum

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[1] (Lucian Todea - Elrond , 2018)

TOKENOMICS

The $FRAME token will be essential in making Frame It a DAO working as intended. As holding the token will allow you to participate in taking decisions about the platform's future, it will also be a way for us to drive interest around new tools created to ease new use cases.

By enhancing creators' revenues, lowering fees, bringing control to the community, making profit through staking and above ail giving birth to new tools for ail type of creators, Frame It's token will become the key to our ecosystem.

Token identity card

$FRAME is the ESDT utility token of Frame It marketplace. It will run natively on the Elrond blockchain and functions as a utility token.

Total initial supply will be of 1 000 000 000 **$FRAME** (1 billion tokens) and will be split as follows:

- This is a deflationary limited token with several burn mechanisms that ensure its valorization,
- After the DEX listing, we want to introduce a mechanism that will use a percentage of marketplace perceived fees to buy and burn **$FRAME**. This will create a buying pressure to ensure holders are not left behind.

Supply allocation
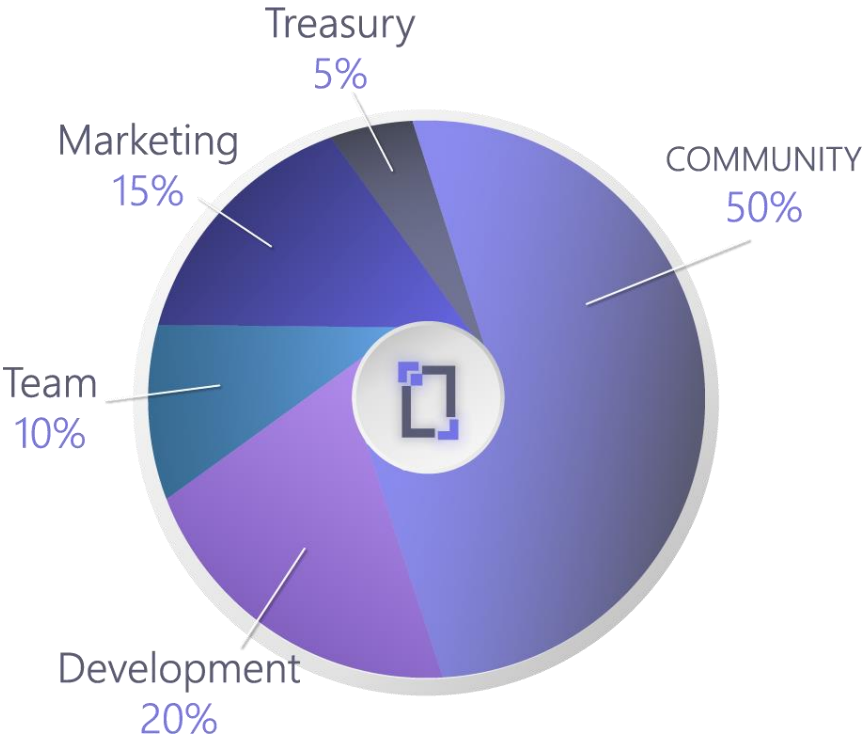
Community

Will be used for the presales and to provide liquidity in the Maiar exchange once the token is listed. This allocation will also be used for diverse topics such as provide liquidity for stacking rewards.

Marketing

This allocation will allow us to pull various promotional levers such as: giveaways through social networks, partnerships with trending collections, sponsorships. It will help us to spread to a larger field of users.

Development

The goal of this allocation is to support the development of the Frame It marketplace platform and supports current and future infrastructure costs, smart contracts audit.

Treasury

This allocation will be kept for covering unexpected topics that might come up (Incident, unexpected infrastructure cost, Transaction refund in case of critical bugs…)

Team

Team allocation will be locked over 12 months vesting period and will help us to rewards team members for their dedication on the project. Securing the platform future development.

How to get $FRAMES?

Airdrops

Early users and people who showed interest in the project at such an early stage of our development will perceive an allocation of $FRAME.

Founders' Coin NFT holders will be eligible to a $FRAME giveaway, they will also have the possibility to swap (burn) it for $FRAME.

Presales

- **1st presale :**

5% Of the community allocation supply at a price of 0.001 EGLD / FRAME.

- **2nd presale :**

10% Of the community allocation supply at a price of 0.002 EGLD / FRAME.

Part of purchases token will be locked on a vault smart contract until the vesting period ends. More details about the vesting period will be announced soon.

Maiar Exchange

Once the token listed in the Maiar Exchange, you will be able to directly swap EGLD for FRAME.

FRAME utility

FRAME Token use cases will be constantly expanded to add new functionalities over the next month's / years.

Governance

FRAME Token holders will be able to participate in the governance of the Frame It marketplace through votes on the direction, propositions that will be reviewed by the team and voted by other holders. They will also be able to join their forces to build new projects and review new ones.

Utility

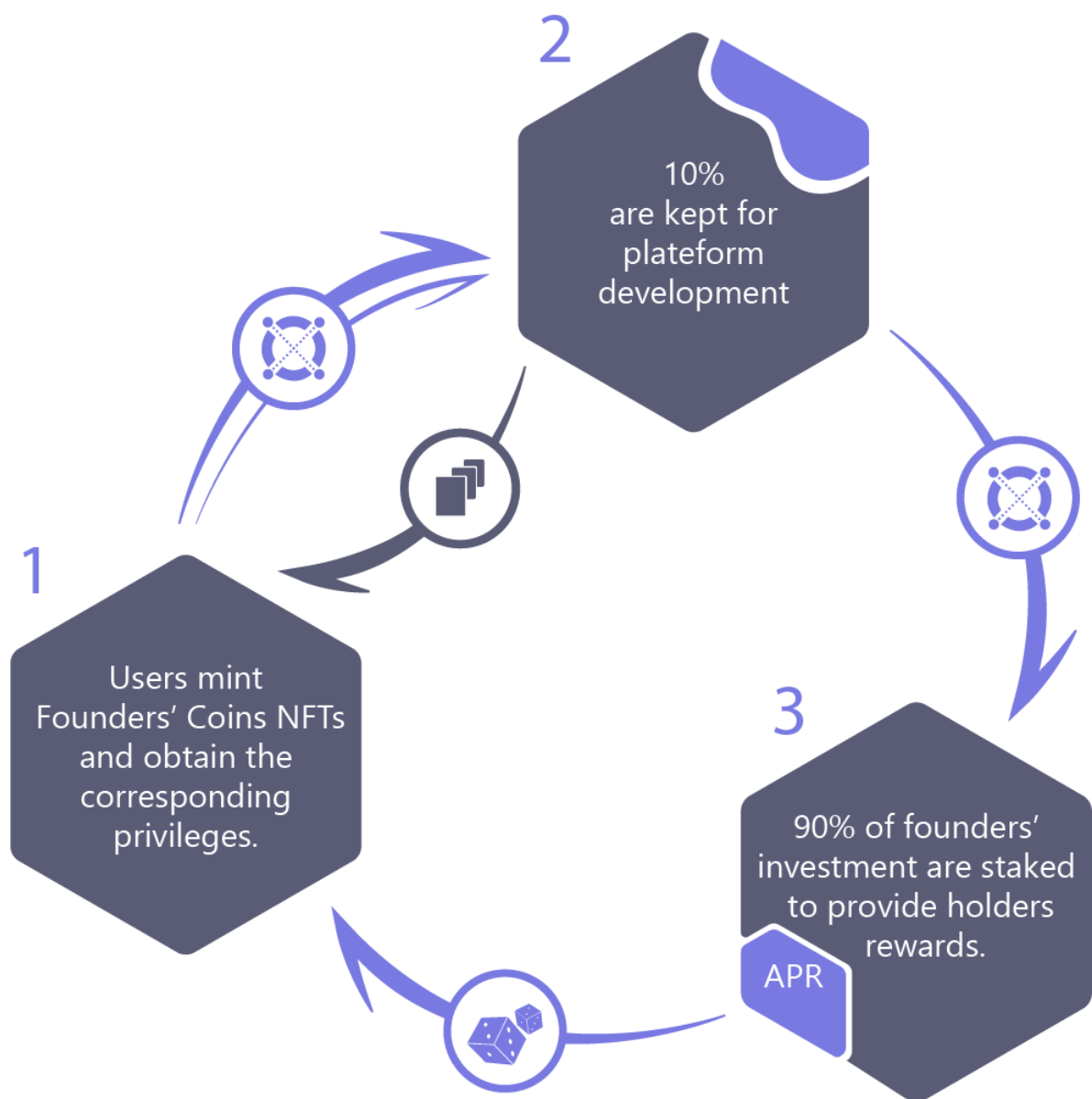A few examples of **$FRAME** use cases:

- Sell or buy without fees on the marketplace
- Participate to raffles
- Invest on futures collections
- Stake it to receive rewards
- DAO Community votes
- Trade it on the Maiar Exchange

FOUNDER'S COIN

Introducing the NFT founders' coin

By purchasing a Founder Coin NFT you will be able to have a taste of the first tool that will constitute Frame It ecosystem: The Holder's raffle.

This is also a way to help us in the development.

2 10% are kept for plateform development

1 Users mint Founders' Coins NFTs and obtain the corresponding privileges.

3 90% of founders' investment are staked to provide holders rewards.
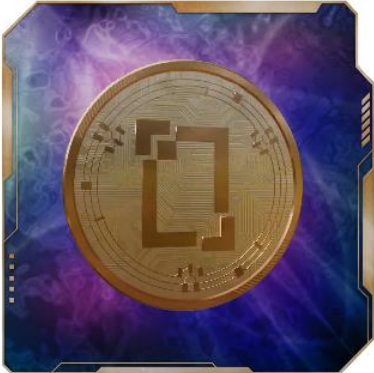
APR

1. Users will be able to mint one or many founders' coin NFT. According to the tier they minted they will become bronze, silver or gold holders and so will be granted the related privileges

2. From the total investment 10% will be kept for Frame It development. From promotional actions such as giveaways or partnerships and various infrastructure costs. The remaining 90% will be sent to staking

3. Each week, rewards from the staking will be randomly shared between Founder's coin NFT holders

A maximum of **5000 Founder's Coin NFTs will be mintable** during two sales:

- First sale : 0.4 EGLD /mint
- Second sale : 0.6 EGLD /mint

Those will be unequally divided in 3 rarities. Each rarity will grant his owner special privileges.

Bronze	Silver	Gold
3,500 over 5,000	**1,300** over 5,000	**200** over 5,000
✓ EGLD Raffle participation	✓ EGLD Raffle participation	✓ EGLD Raffle participation
✓ FRAME Raffle participation once token listed on Maiar Exchange	✓ FRAME Raffle participation once token listed on Maiar Exchange	✓ FRAME Raffle participation once token listed on Maiar Exchange
✓ Option to burn it in exchange of FRAME	✓ Option to burn it in exchange of FRAME	✓ Option to burn it in exchange of FRAME
	✓ Improve chances by a x2 factor	✓ Improve chances by a x5 factor
	✓ FRAME Giveaway automatic listing	✓ FRAME Giveaway automatic listing
		✓ Dedicated collection section for holders

Post Maiar Exchange listings adjustments

Rewards

The rewards pre-DAO will be distributed in $EGLD. Once our token will be available on the Maiar Exchange, EGLD rewards will be swapped for $FRAME and then distributed to Founder Coin NFT holders. This will feed a virtuous circle between $FRAME holders and Founder Coin NFT possessors.

Early buyers

As soon as the first session of presale will be over the raffle will start, obviously less Founder's Coin NFTs will be in circulation and so the chances to wins the raffle will be higher.
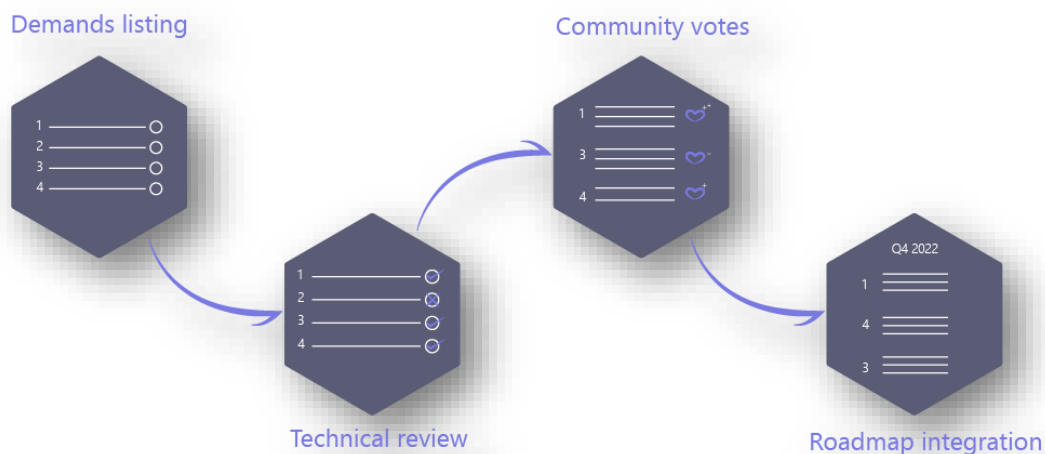
DAO

How

To bring this project to its full potential, it must be driven by the community.

When

When our **$FRAME** token will be on the DEX we will give holders the possibility to take the wheel with us.

We plan to build a few tools that will be essential in making Frame It economically viable and stable. Then we will bring three major DAO upgrade.

What

Community votes: **$FRAMES** holders will have the possibility to share their ideas. In a few transparent steps, they will have the possibility to list their detailed idea, our team will then review the technical feasibility. After that, holders will review different ideas and vote to classify those demands

Project review: more details soon

Community protection: more details soon

Once we are sure that Frame It is stable on those points, we will focus on building what is for the us a real game changer.

STREAMER PROJECT

Origin

This is what motivated us first to create Frame It. Allow streamers and content creators to use the defi to earn more financial autonomy.

This was at first, our main objective But, it was before we realized that we could make a first difference by building a strong marketplace.

Thoughts

As we shared with you earlier, gaming ecosystem has a hard time adopting NFTs and Cryptocurrencies.

However, we are certain that NFTs and decentralized finance are the future of this ecosystem for many reasons:

Forecast

Despite its audience, e-sport in 2018 was only a:

« USD 7Bn market, we believe esports will be able to generate cUSD20bn in annual revenues by 2025, a significant leap. This growth will not only be driven by an expanding audience, but also by monetizing esports fans more efficiently. At present, an esports fan only generates USD1.8 annually, compared to USD54 in sports, so there is large upside potential ».
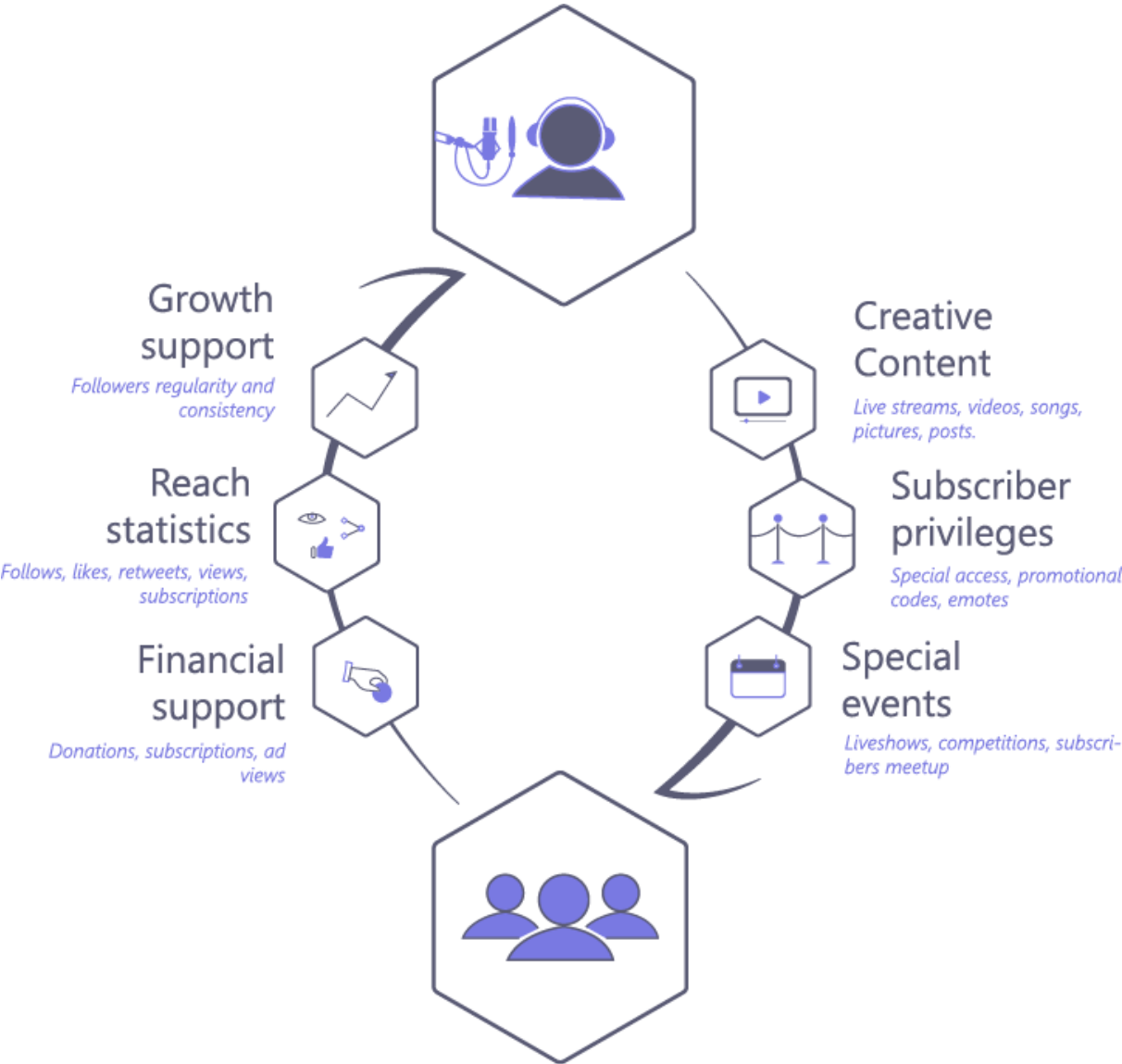

Because of the upside potential of that market and the deficit of offers.

We foresee the decentralized finance and NFTs as the best opportunity to accompany this exponential growth.

Web3 Contribution

Growth support
Followers regularity and consistency

Reach statistics
Follows, likes, retweets, views, subscriptions

Financial support
Donations, subscriptions, ad views

Creative Content
Live streams, videos, songs, pictures, posts.

Subscriber privileges
Special access, promotional codes, emotes

Special events
Liveshows, competitions, subscribers meetup

At the current stage of the relationship between content creators and their audience, the benefit cycle is virtuous but not stable. The creator needs to remain active and extremely productive otherwise he risks to loose his audience and so his revenues. On the other hand, the value a viewer receives for his support is limited despite a growing competition.
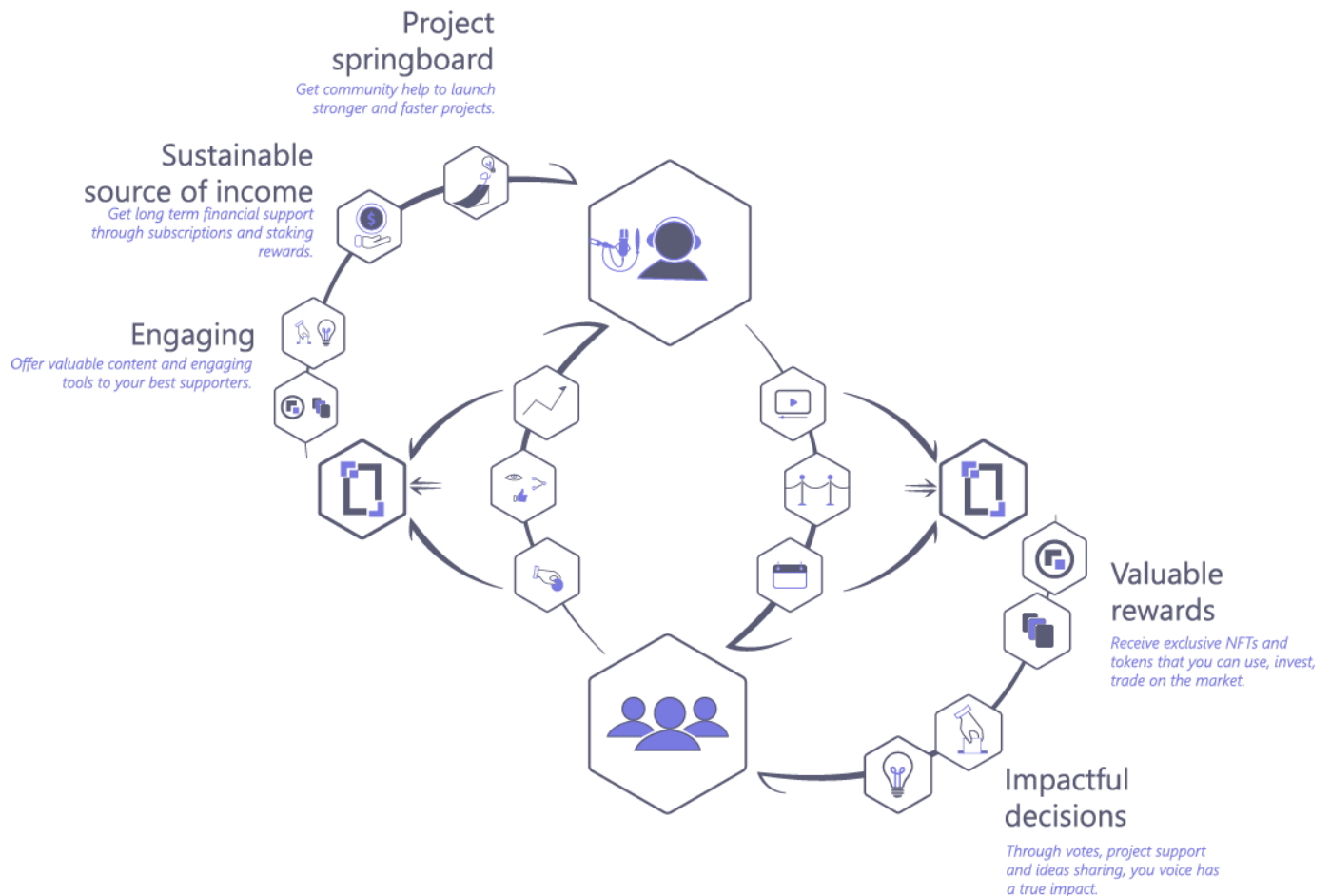
By connecting their existing ecosystem to decentralized finance we can add much more value to both actors.

Using content that already exist, and thanks to a variety of mechanism that the web3 allows us to use or create, we will bring **proof of value** to a community that has the power to spread the word: WEB3 is the true game changer.

TEAM

Yannick G

Co-founder

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Builder

From military defense, passing by a worldwide online sport betting company and finally financial services company. I succeeded in all my challenges. Now it's time to step up and build a real synergy between past experiences in the gaming and finance industry by building on the Web3.

EdouardB

Co-founder

https://fr.linkedin.com/in/edouard-brandeau

Dreamer

I worked for two "services to streamers" companies, encountered many entrepreneurs through my last experiences and advised gaming companies. I learnt several lessons: from what may bring a project to success to what might cause its failure.

TERMINOLOGY

NFT non-fungible token: a unique digital identifier that cannot be copied, substituted, or subdivided, that is recorded in a blockchain, and that is used to certify authenticity and ownership.

DAO (Decentralized Autonomous Organization) as an organization represented by rules encoded as a transparent computer program, controlled by the organization members, and not influenced by a central government.

DEFI: Decentralized finance refers to the infrastructure, processes, and technologies used to democratize financial transactions.

Blockchain: A blockchain is a decentralized, distributed, and oftentimes public, digital ledger consisting of records called blocks that is used to record transactions

Mint: Minting is the process of creating or producing something. In blockchain, minting means, validating information, creating a new block, and recording that information into the blockchain. For example, someone can mint an NFT or mint a new cryptocurrency.

WEB3: Web3 (also known as Web 3.0 and sometimes stylized as web3) is an idea for a new iteration of the World Wide Web based on blockchain technology, which incorporates concepts including decentralization and token-based economics.

Play to Earn: Video games and virtual worlds that gamers play for crypto token rewards. Some games require an investment in tokens or NFTs, while others allow people to earn crypto by playing.

Smart contract: A smart contract is a self-executing contract with the terms of the agreement between buyer and seller being directly written into lines of code.

Airdrop: In the cryptocurrency and blockchain ecosystem, the term "Airdrop" refers to the distribution of digital assets to the public.

Token: Crypto tokens are a type of cryptocurrency that represents an asset or specific use and reside on their own blockchain. Tokens can be used for investment purposes, to store value, or to make purchases

DEX: A decentralized exchange is a peer-to-peer marketplace where transactions occur directly between crypto traders.

Stake: Crypto staking is the process of locking up crypto holdings to obtain rewards or earn interest

Audit: A smart contract audit is an extensive methodical examination and analysis of a smart contract's code that is used to interact with a cryptocurrency or blockchain. This process is conducted to discover errors, issues, and security vulnerabilities in the code to suggest improvements and ways to fix them.

DISCLAIMER

This document stands as an explanation of our ideas, strategies, and ambition.

On the way to our goal we may encounter various barriers that will require us to adapt, adjust or rework our plan.

The interest of the community will always prevail and so we will always consult users on the slightest changes.