

ART  ТЯА

WHITEPAPER

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IMPORTANT NOTICE

The opinions expressed and the material provided herein are for general information and we are publishing this White Paper solely to receive feedback and comments on our project plans from the public.

Any natural persons or legal entities who come into possession of this White Paper must observe any relevant legal or regulatory restrictions they may be subject to and seek all necessary professional advice.

For additional information on this White Paper, please contact us at info@artetra.io. This White Paper, or any part of it, cannot be taken or transmitted to any country or territory where its distribution or dissemination is prohibited or restricted.

We reserve the right to make any changes we consider necessary, based on market factors and our advisors' recommendations.

This document represents the first public version of the White Paper.

We are always open to receiving constructive feedback, and we will implement suggestions that fit in our ecosystem.

In case you would like to provide such feedback, please use our community channels:



Projections show that the art industry is steadily growing online. However, challenges such as the covid-19 pandemic, prevalence of counterfeits in the market, energy costs and real estate expenses are threatening to curtail this growth. Artetra will be developed to respond to these challenges by giving artists and collectors the chance to create custom NFT virtual exhibition spaces in order to highlight their artwork, reach global buyers and earn additional income.

INTRODUCTION

With a history spanning back to the beginning of humankind, actively shaping the structure, essence and flow of civilization, art has experienced augmentation, shift and transmutation, ever shaping itself and the world around it. Fast forward to present day, it is of little surprise how the emergence of digital technology has succeeded in endorsing art only to commend it back. It has given artists new ways of creating artworks and in return it has enabled access to broader audiences. While many artists can still access a relatively expansive audience in the modern world, statistics show that most of them are regularly struggling with low sales and unfair prices for their works. Though quality is used as a standard measure for pricing, various studies show that other factors such as access to a high value market determine artists' earnings as well.

Limited access to high-worth buyers is for some the main catalyst in the wealth inequality among many artists. But the most important aspect hereby is that the traditional exhibition spaces are no longer the most efficient for selling, as they are static, standardized and do not highlight the exposed works productively. Moreover, statistics regarding art collectors' preferences reveal that the main motivation for buying art is for emotional value with an impressive share of more than double the next top motivator. This proposal discusses pertinent issues facing the modern art industry today and introduces a new blockchain-based platform that helps artists and collectors address these shortcomings. ARTETRA will hereby offer a mechanism for boosting value for both the artists and collectors by facilitating an efficient way of exposing their works in a cost-friendly manner for visitors and buyers alike and by creating unique experiences when interacting with the NFTs exposed in the virtual spaces created on our platform.

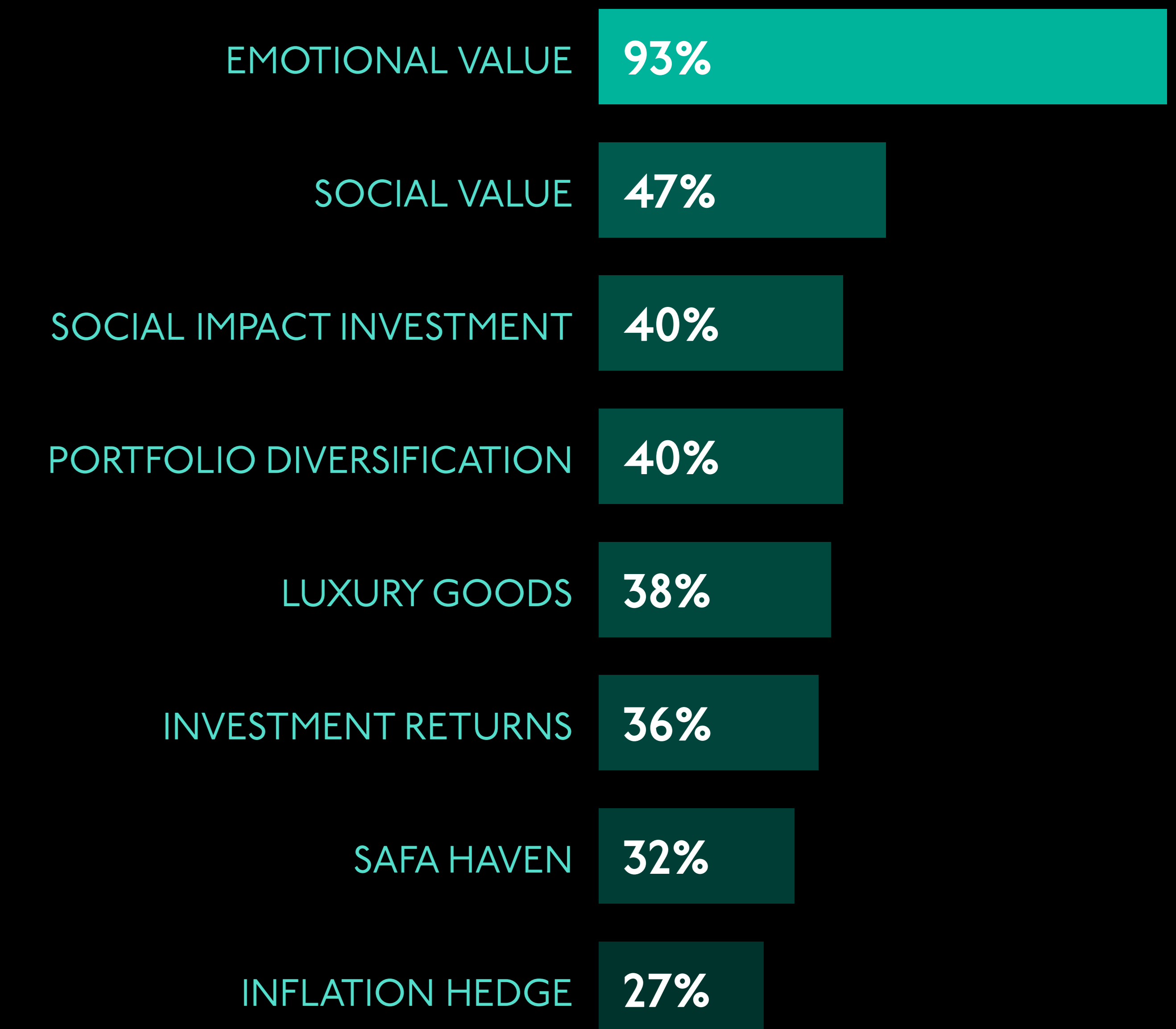
NFT trading volume increased by a factor of more than 700% in the third Quarter of 2021 compared to Q2 of the same year.

NFT sales in the art segment amounted to 2.57 billion U.S. dollars in 2021, rising from around 20 million U.S. dollars in 2020.

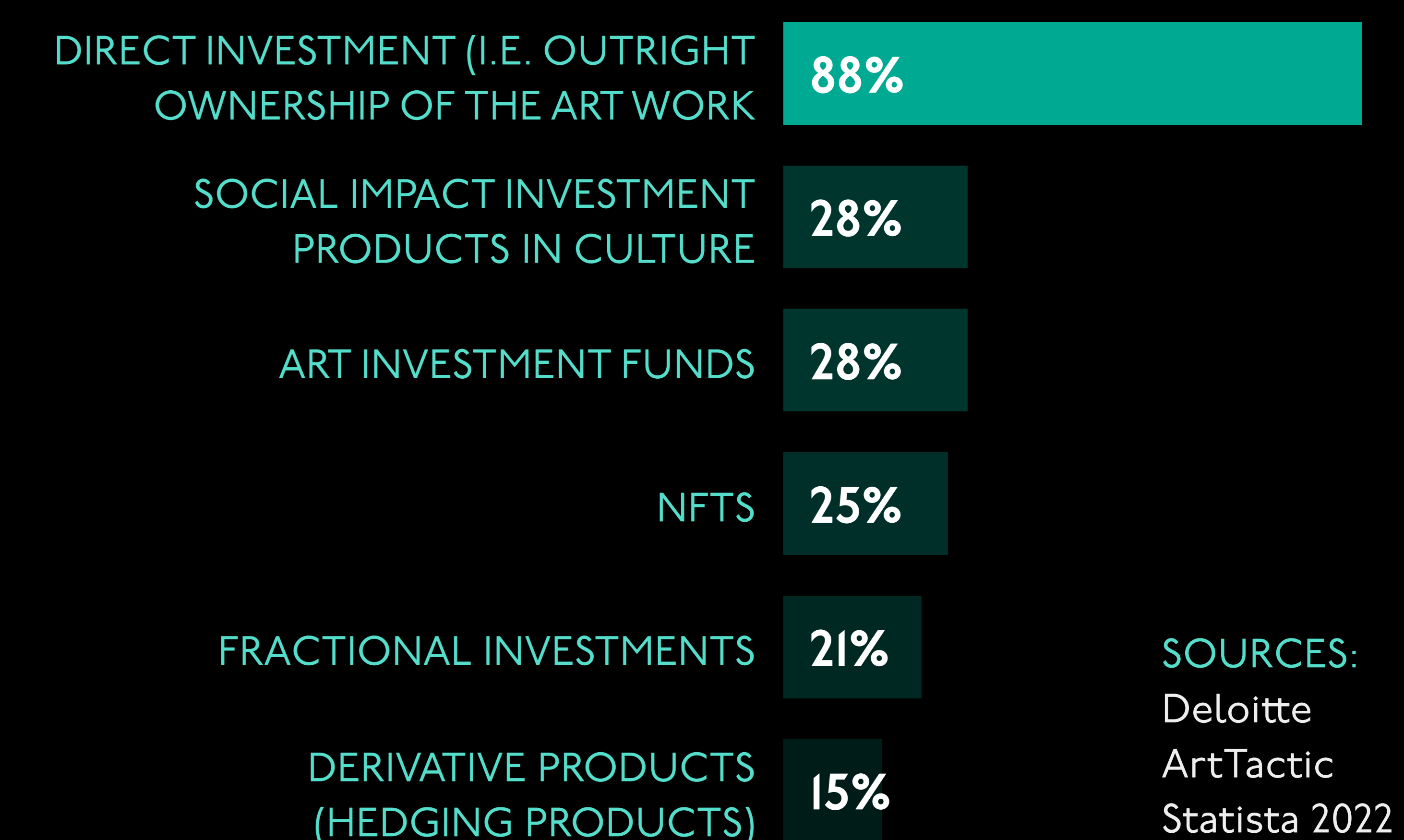
As of 2021, roughly 13% of surveyed online marketplaces allowed cryptocurrencies as payment for art sales, while 30 percent of the sample was considering introducing this option.

Total online sales in the art and antiques Market worldwide rose by seven percent in 2021 over the previous year, after skyrocketing in 2020. Overall, the value of online transactions in the global art and antiques market amounted to 13.3 billion U.S. dollars in 2021, increasing by 900 million U.S. dollars from 2020.

Main motivations for buying art among art collectors worldwide as of June 2021



Opinions of art collectors on most interesting art investment products worldwide as of June 2021



SOURCES:
Deloitte
ArtTactic
Statista 2022

CHALLENGES FACING THE ART INDUSTRY

LIMITED EXPOSURE

The traditional exhibition spaces available for most artists do not offer much flexibility and comprehensive range of options to adequately highlight the artists' works.

With only little versatility in lighting finetuning or the placement of the works, these spaces can therefore restrict the opportunity to generate added value for both the exhibited works and for the artist.

Furthermore, exhibiting artists are bound to local visitors, some with limited resources, leaving them unable to maximize their chances to access high net worth buyers.

A combination of the two constraints narrowing down to static local art spaces can therefore discourage and seriously impale the opportunities and success of an artist.

FORGERY

The current art market is prone to forgeries. According to Fine Art Expert Institute (FAEI), at least half of the art circulated in the market is fake. While some experts argue that this figure is exaggerated, there is no doubt many art collectors are losing money to worthless counterfeit art pieces.

Forgery prevails mainly because of lack of expedient means to track the authenticity of products on sale. Bound mainly to local regulations, forgers can face criminal charges while artists are only protected by copyright legislation.

However, because copyright gives creators control over how their works are duplicated in culture, particularly for economic purposes, it is not a very useful method for artists dealing with frauds. Widespread forgery on the art markets affects buyers' confidence, thus denying legitimate sellers an opportunity to sell their products.

ENERGY AND REAL ESTATE

Traditional methods of selling art require sellers to rent spaces to exhibit their products. Usually, strategic locations for art exhibitions are urban areas. However, renting space in an urban area is extremely expensive. Real estate expenses coupled with low earnings from art sales make it unviable for artists to acquire spaces to showcase their talents. This prompts the artists to look for potential alternatives.

Recently, the art system and its members have become severely impacted by the power and inflation crises, with art spaces becoming progressively expensive to manage and equipment costs increasing. Through the effects of inflation, daily operating costs for a gallery are affected as well. The unvarnished fact is that every step in the supply chain has become more expensive. This includes the costs of artists' materials, the costs to transport artistic endeavours, the costs of moving artwork, and the list is ongoing everyday influenced by rising energy costs.

PANDEMICS

Following the COVID-19 containment measures adopted by authorities around the world, most artists found it extremely challenging to sell their products. Reports from Statista indicate that the global art market value decreased by 22 percent to around \$50 billion in 2020 due to COVID-19 pandemic. Though the market has surprisingly recovered in 2021, it has not attained the figures before the pandemics. However, online public sale platforms have increased interest in art and, today, a number of art galleries and museums offer online viewing options, as many people can enter the convention centres without paying admission.

As a consequence, public sale homes have improved their infrastructure and online presence for the purpose of marketing and advertising artwork. Though the art industry continues to be largely offline, the COVID-19 interference has opened up opportunities and has shifted art views towards the online (including using blockchain technology coupled with NFTs).

THE
SOLUTION:

ARTOTЯA

ECOSYSTEM

PRESENTATION OF ARTETRA ECOSYSTEM

PLATFORM

Artetra Platform is a blockchain based platform that seeks to transform the traditional art market by enabling sellers to create, exhibit and sell their works as NFTs in virtual exhibition spaces. Users of the Platform will no longer have to rent costly and inefficient physical exhibition places for their works. Instead, they will simply mint or aggregate their works as NFT on Artetra, where they expose and sell their works to potential buyers. Visitors using the Platform will tour exhibition spaces based on their preferences or interests and buy enlisted products at the stipulated prices or bid lower prices hoping that sellers will accept them. Some of the key features of Artetra include better safety features, custom art exhibition, diverse market and reach, own NFT marketplace and minting, and easy integration with third-party NFT marketplaces.

TOKEN

Artetra Token (symbol \$Tetra) is a utility token that is created on Ethereum blockchain network and it will be used in the Artetra Ecosystem. \$Tetra Token is a token created to work on the Platform and within the Artetra Ecosystem.

MARKETPLACE

On Artetra Marketplace, NFTs can be checked and purchased from sellers minted and listed on the Platform. There is also a secondary physical NFT market where each physical piece can be easily resold based on a unique identification number that each physical NFT will receive when minted.

METaverse / MOBILE APP

A key feature of Artetra is the Metaverse that enables visitors to tour exhibitions and interact with each other in 3D and VR spaces. The Mobile Application will enable users to access the Artetra Metaverse and the Platform.

WALLET

The Wallet will allow users to aggregate their NFTs minted on other NFT marketplaces in one single wallet - the Artetra Wallet. Also, it will enable users to stake the partforms' token in order to generate virtual exhibitions.



HOW WE PROVIDE THE SOLUTION

MOST THREATENING ISSUES TO THE ART MARKET REPUTATION	SOLUTION USING ARTETRA
PRICE MANIPULATION AND OTHER ANTI-COMPETITIVE BEHAVIOUR	Price manipulation can always be tracked down on the Blockchain explorer which our Platform makes possible with full transparency. Anti—competitive behaviour is discouraged on our platform because all users will be verified via KYC/AML provider
AUTHENTICITY, LACK OF PROVENANCE, FORGERY AND ATTRIBUTION	All Information regarding the authenticity, provenance and attribution can be easily tracked when a work is minted as NFT on our NFT Marketplace
LACK OF TRANSPARENCY	Information regarding transactions, ownership, original creator/artist etc. is public on our NFT Marketplace and the Blockchain
SECRET COMMISSIONS	Commissions are registered in the Smart Contracts and each transaction associated with the trade of an NFT
MONEY LAUNDERING	All users on our NFT Marketplace are verified by our third party KYC (Know your customer) and AML (Anti—Money Laundering) provider
LACK OF REGISTRY / UNIQUE IDENTIFIER FOR OBJECTS	All NFTs receive a unique identifier which could be used to track down all the transactions and details about a specific NFT
CONFIDENTIALITY AROUND SELLERS AND BUYERS	Sellers and Buyers can easily track down who is the counterparty when trading NFTs, offering a high degree of openness and transparency

HOW WE PROVIDE THE SOLUTION

A RANGE OF BETTER SAFETY FEATURES

Since one of the significant challenges facing the art industry is forgery,

Artetra is specifically designed to handle this problem.

Once an art piece is minted as an NFT, buyers can track all transactions related to the product and verify the actual owners or creators.

The Platform also offers an extra layer of security to artists by safeguarding their works in decentralized storage. The Platform will only list works of strictly verified artists or collectors.

Artists' and collectors' verification process will be performed in the first stage manually by the team members until the A.I. verification module on the Platform is ready.

UNIQUE VIRTUAL ART EXHIBITIONS

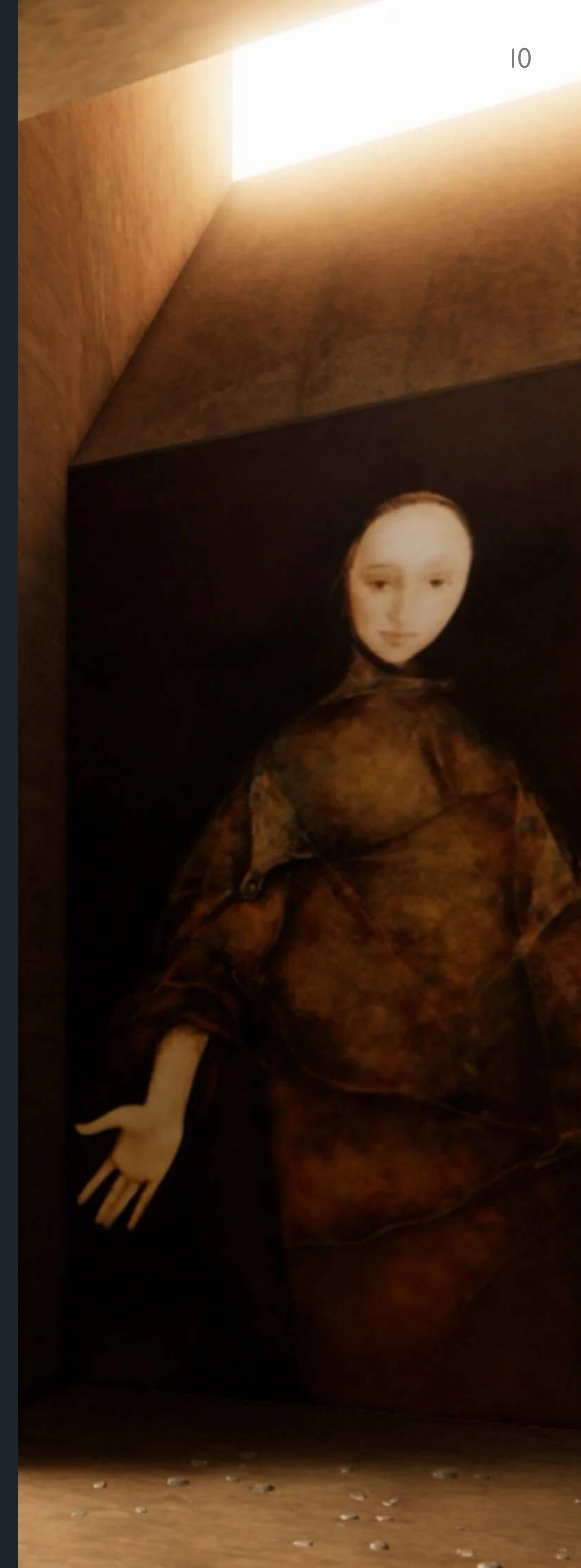
The Platform allows both artists and collectors to organize virtual exhibitions for their works; artists can list and sell their works, and together with NFT collectors can create virtual galleries with their NFTs or hire specialists to create the exhibition spaces for them. The focal point of having a custom-made exhibition space is that each exhibition place will be unique and it will exclusively highlight the exhibited works efficiently in order to generate the highest value.

The singularity implies a full sense experience in terms of but not restricted to structure and build, texture and colours, light and lighting, sounds and music etc. It also enhances the emotional value art pieces bring, as this is by far the main motivation among art collectors for purchasing art. Should anyone desire a simple virtual exhibition, Artetra adjusts availability and extends 3 types of exhibition spaces as follows: Comb, Self or Custom designed by professional architects.

DIVERSE MARKET FOCUS & GLOBAL REACH

Unlike other NFT markets, which specialize in particular art forms, Artetra Platform will accommodate a wide range of art genres and styles. Additionally, the Platform will allow users to walk between the exhibition spaces in a museum like experience and choose the exhibition spaces based on their favourite artists, features or interests. Exhibitions can also be shown up as a list, as they can be filtered or categorized in terms of hot exhibitions, upcoming exhibitions, featured exhibitions, and underrated exhibitions (this is invaluable for rating, and more importantly, reviewing exhibitions – differential between professionals and non-expert participants) and helping visitors decide which exhibitions they should attend.

Artetra Platform will offer a global reach to exhibition creators, in this sense they will not be bound to location when accessing their target public, rather they will be equally accessible to visitors from all over the world. will offer exhibition creators a global reach, in this sense they will not be bound to location when accessing their target public, rather they will be equally accessible to visitors from all over the world.

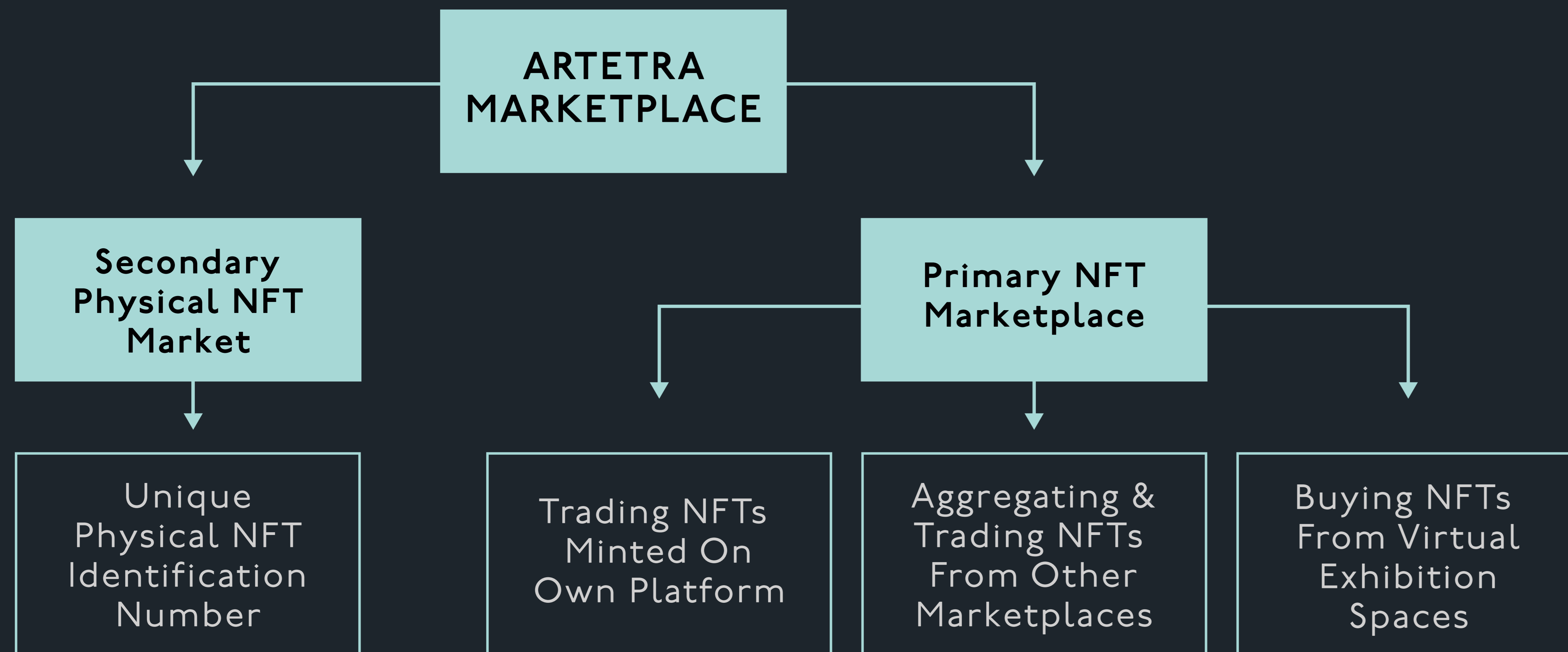


ARTETRA FRAMEWORK

ARTETRA MARKETPLACE

Artetra will have its own marketplace where visitors and buyers can check and purchase NFTs from sellers minted and listed on the Platform or via virtual galleries and exhibition places. Furthermore, the Platform allows buyers to purchase NFTs aggregated from other NFT Marketplaces as well, such as OpenSea. The Platform will allow exhibition organizers to interact with online visitors – this feature simulates a real museum experience and motivates social interaction which is a vital part of a museum tour that most visitors appreciate.

One of the critical features of the Artetra Marketplace is that there will be a solid secondary physical NFT market where each physical piece can be easily resold based on a unique identification number that each physical NFT will receive when minted. All transactions of physical NFTs minted on our Platform need to be recorded on the platform as transfers, actions or sales outside the platform with the unique identification number. Lastly, in order to trade on the NFT marketplace, users need to perform KYC (Know your customer) and AML (Anti-money Laundering) checks via a third party provider integrated into Artetra.



NFT MINTING

On Artetra artists will be able to mint their own artworks as NFTs. There are two options to choose from when minting as follows:

- Mint with digital-only NFT (purely digital artwork with no physical delivery)
- Mint an NFT with a physical delivery (sellers can connect with buyers and deliver physical artworks)

The Artetra minting* comes on various chains, allowing artists to have more flexibility regarding the blockchain of choice based on minting/transaction fees and community exposure. The initial minting chain will be Ethereum.

*We have come into the aid of artists and creators to eliminate the fees related to minting an NFT, the process is called Lazy minting. In this situation an NFT is available off-chain and only gets minted once a sale takes place. This means that the artist does not have to pay any upfront gas fees to mint their NFTs, essentially paying the fees only once the token is purchased on the platform.

NFT AGGREGATION

Artetra will allow users to aggregate their NFTs minted on other NFT marketplaces in the Platform’s wallet. This feature is convenient and practical for users when creating virtual exhibition spaces because they can have all their NFTs ready to use in one place. Initially, the platform will support singlechain aggregation (the EVM compatible chains), but the goal is to have NFTs aggregation from multiple blockchains straight into the Platform’s wallet.

STEP INSIDE ARTETRA

CREATING VIRTUAL GALLERIES

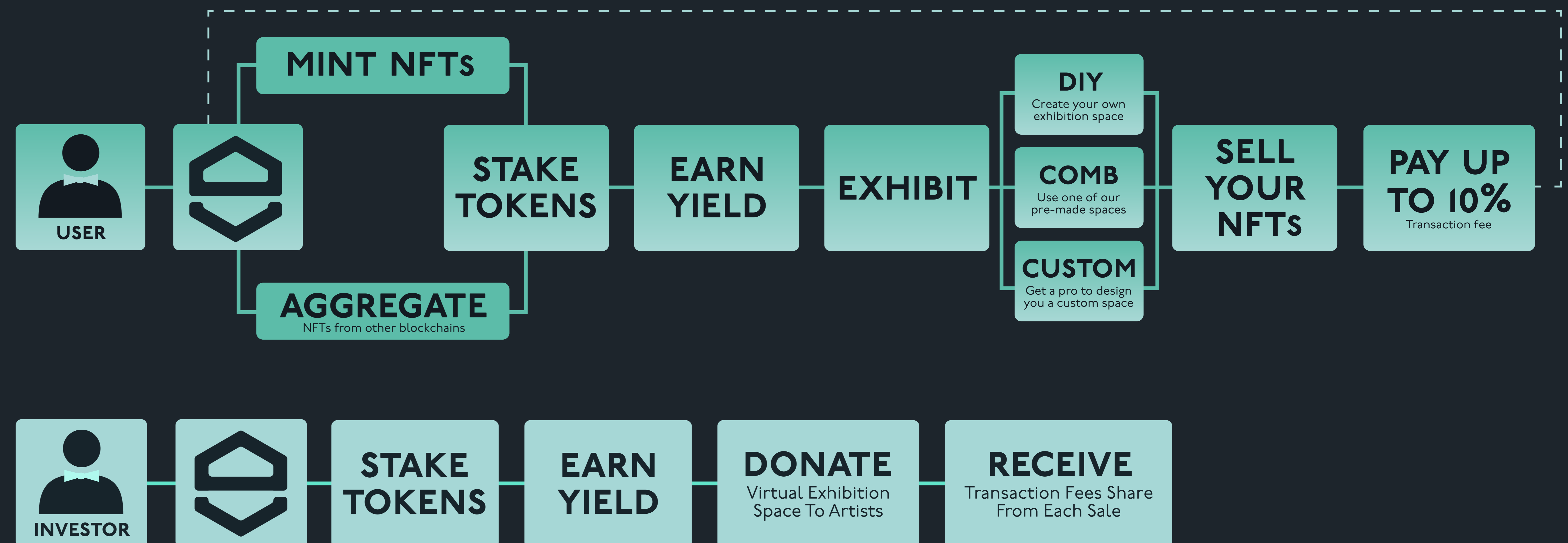
Staking the \$Tetra Token (a utility token) for a certain amount of time will enable holders to create the exhibition spaces corresponding to the staked amount. At the end of the staking period of the \$Tetra Token, the exhibition owner can extend their exhibition by staking the same number of \$Tetra Tokens for another period or choose the auto-extending option where the space is automatically extended without the owner's express confirmation (this option could be turned off any time). It is always possible to upgrade the space at the end of the period by staking a larger number of \$Tetra Tokens for the associated period corresponding to the space size needed. If the holder chooses not to continue staking the \$Tetra Tokens then he will discard the space and the \$Tetra Tokens will be released in his wallet.

The holder has the option to un-stake the \$Tetra Tokens at any time before the period end time, in this case the space will not be his property anymore, but the staking yield will continue to accrue as long as the holder stakes the \$Tetra Tokens in the dedicated wallet on our Platform.

There will also be an option for more investors to stake the \$Tetra Tokens and act as art patrons. In this case they can lend out an exhibition space to an artist or collector who is willing to expose but doesn't have sufficient means to stake for an exhibition space. In exchange for their assistance, the investor can receive a share from the sale of each work exposed in the donated space.

TYPE OF SPACE	LOCKING PERIOD	STAKED TOKENS	TGE PRICE	AMOUNT TO STAKE
SINGLE (1 NFT)	1 MONTH	4,000	\$0.015	\$60.00
TINY (<5 NFTs)	3 MONTHS	6,000	\$0.015	\$90.00
SMALL (<10 NFTs)	6 MONTHS	8,000	\$0.015	\$120.00
MEDIUM (<20 NFTs)	12 MONTHS	14,000	\$0.015	\$210.00
LARGE (<50 NFTs)	18 MONTHS	20,000	\$0.015	\$300.00
PREMIUM (<100 NFTs)	24 MONTHS	30,000	\$0.015	\$450.00
NFT MUSEUM (100 - 500 NFTs)	28 MONTHS	100,000	\$0.015	\$1500.00

* For Custom spaces, an additional customization fee will be paid based on the user needs and requests



TYPES OF SPACES

Artetra will facilitate the creation of 3 types of exhibition spaces as follows: **Comb**, **Self** and **Custom** spaces created by a professional architect.

PRE-RENDERED SPACES (COMB)

These types of spaces will be the first ones to be used on the Platform by the users. The goal is to have as many pre-rendered spaces as possible for each space size we are focusing on. The prerendered spaces are designed as a fast and time-saving option for both artists and collectors who want to expose their works immediately in a ready-to-use virtual space. This option is also budget-friendly because it requires users only to stake a specific number of \$Tetra Tokens for a specific amount of time related to the desired space dimensions.

SELF-CREATED SPACES (SELF)

These spaces refer to the ones which the user builds from scratch with the help of our own space creation setup wizard. The user will be asked a set of questions to fine-tune the final configuration setup based on the user's needs regarding structures, materials, lights, sounds and background music etc but also to guide them to decide what they want from the space. In this case, in order for the user to create a space, they need to stake a certain number of \$Tetra Tokens for a certain time corresponding to their desired space dimensions.

The self-created space option is suited for the users who want more customization (compared to the pre-rendered space) for their exhibition space and highlight their works with personalized experience-based tools like lighting, position, structure, sound, weight etc. Users who choose this option normally have a better understanding of how spaces can be created in order to get the best results.

CUSTOM SPACES CREATED BY A PROFESSIONAL ARCHITECT (CUSTOM SPACES)

These are the most complex types and represent the spaces which are custom-made for the user by a professional space architect. With this option, the architect will highlight and expose the NFTs according to the user's needs. The idea to create this space type came from the fact that some artists or collectors are willing to only focus on creating valuable NFTs while leaving the customization and highlighting options to be prospected by a professional architect. Having a custom-made exhibition space created by a professional is an alternative for those users who want to have a unique exhibition space.

Compared to the other two types of spaces mentioned before, this space type comes with an additional cost. The user will have to buy a customisation package based on space type and number of NFTs displayed. In this sense besides staking the \$Tetra Tokens, the user also has to pay a fixed fee to the space creator depending on the user's requirements and time needed to create the custom space. In any case, it is more cost efficient compared to other platforms because it offers innovative solutions to stimulate artists or collectors to expose their works in the most favorable virtual spaces.

ARTETRA METAVERSE

All the NFT virtual exhibitions created on our website will be collected in the Artetra Metaverse. The Metaverse will allow visitors to visit NFT exhibitions but also interact with each other in the virtual spaces both in 3D as well as VR mode.

There will be a central metaverse room, the Museum of Museums, where all exhibition spaces created on our Platform will be showcased as small-scale architectural models. Each architectural model will be tagged with the name of the exhibition and the artist who created it together with labels and descriptions to help visitors better understand what types of NFTs are being exposed in that space. In 3D the visitor will be able to select the architectural model in order to enter the Exhibition Space while in VR mode the user can just finger click on the desired exhibition space in order to enter it. There will be the option to view all the exhibition spaces as a list for fast scrolling to the desired exhibition space without needing to tour the central hall of the Metaverse*.

*In the main hall there will be a periodical exhibition dedicated to the artists with low sales, custom-created by a professional. Each artist will have the chance to expose one work for free in this space which will receive special attention from the visitors.

REVENUE MODEL

The primary source of income for Artetra is the fee charged for every transaction. Up to a 10% transaction fee will be charged from the sale of each NFT on Artetra. The funds obtained from the fees above-mentioned will be allocated based on the proposed development Platform plans and strategies as presented in this White Paper in order to further improve the Platform's activities and also help artists with low sales achieve better results. This applies to every transaction; sellers will receive 90% of the generated income.

When minting, sellers will have the option to set up royalties up to 10% from secondary market sales. Artetra revenue model is therefore specifically engineered to generate impact by helping artists or collectors highlight and expose their works in a more efficient and profitable way.

\$TETRA TOKEN

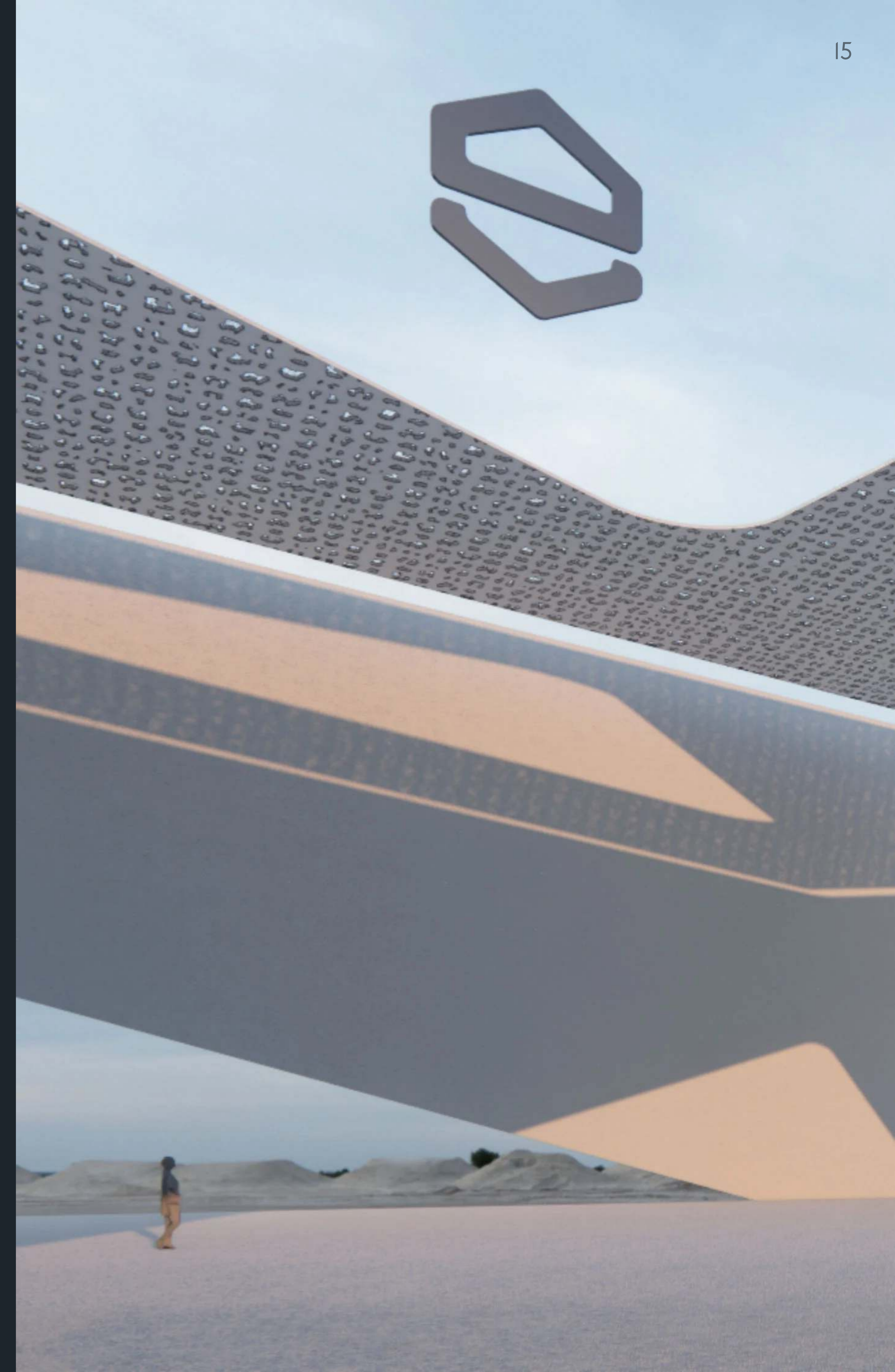
\$Tetra Token is a digital token based on Ethereum blockchain technology and smart contracts.

It is a utility token created on Ethereum blockchain network which will be used in the Artetra Ecosystem. As mentioned above, Artetra Ecosystem includes the Platform, \$Tetra Token, the Marketplace, the Metaverse, the Mobile Application and consequently the Artetra website, as well as the Wallet.

\$Tetra Token will enable its holders to create three types of exhibition spaces (Comb, Self and Custom); by staking the \$Tetra Tokens for a certain amount of time, holders can create the exhibition spaces corresponding to the staked amount.

\$Tetra Token will also be used by its holders to pay the fees on Artetra Marketplace and any other fees for accessing the services of Artetra Ecosystem.

- ◆ The issuing entity of the \$Tetra Token is NFT MUSE S.R.L. (the "Issuer"), a limited liability company incorporated and governed by Romanian law.
- ◆ \$Tetra Token is not backed by fiat or other physical assets which could be categorized as securities.
- ◆ There are no guaranteed financial returns arising from holding \$Tetra Token.
- ◆ By acquiring the \$Tetra Token, no shares are granted in the Issuer's share capital and implicitly neither voting rights in the Issuer nor other rights regarding the acquisition of Issuer's shares (including option rights).
- ◆ No dividends are granted related to the eventual profits of the Issuer to the \$Tetra Token holders/users.
- ◆ \$Tetra Tokens are not securities or other types of financial instruments.
- ◆ \$Tetra holders will not have any kind of representation, property, rights, equity nor any kind of values in any of \$Tetra Ecosystem's entities, the Issuer or any related companies or partners/collaborators.



\$TETRA TOKEN UTILITIES



Staking* for creation of exhibition spaces



Paying for services provided by the Platform and Artetra Ecosystem (e.g. Paying for the custom creation of exhibition spaces)



Paying the fees on Artetra Marketplace (e.g. Minting of NFTs, the fee for each transaction)



Staking* and receiving rewards.

*By staking the \$Tetra Tokens for a certain amount of time the holder unlocks the feature to create virtual exhibition spaces for their NFTs.

STAKING REWARDS

The term “reward” used herein designates an incentive to be granted to \$Tetra Token holders/users who are staking \$Tetra Tokens, as it is described below.

By staking the \$Tetra Token on the Platform, the staker will be entitled to compound staking yields which will be paid monthly to the holder’s wallet. This mechanism is designed to help artists or collectors receive additional revenue while displaying their works in the exhibition spaces.

Artists who are not selling their works fast enough are encouraged to continue using the Platform with support granted by the rewards from the \$Tetra Tokens they initially staked when creating the exhibition space.

After the staking rewards token allocation ends, the interest rate will be paid from the platform generated fees. From this moment on, the yield will not be fixed to a specific percentage anymore but rather dynamic depending on the token price and total staking percentage.

The mechanism of these rewards is implemented to secure a wider adoption and an active participation of the \$Tetra Tokens holders/users (including artists, collectors, investors in the NFTs) on the Platform and in the Artetra Ecosystem, as a stimulus for the active \$Tetra Token holders to continue contributing to the future development and performance of the Platform and Ecosystem.

Given the fact that the users of the Platform will be \$Tetra Token holders as well, by granting them such rewards from the Platform’s (including the Marketplace’s) fees within the staking, as described herein, it will ensure not only their loyalty and active involvement in the development of the Platform and Artetra Ecosystem, but also a method to indirectly reduce future fees paid by them on the Platform and *By staking the \$Tetra Tokens for a certain amount of time the holder Ecosystem.

ARTETRA GOALS

Most of the long-term goals of our platform are set to make sure our Platform is not just a regular profit-making NFT marketplace or exhibition space creator but rather an ecosystem that manages to make a difference by tackling some of the problems the art industry is facing while tending to the needs of various categories of art enthusiasts. Some of our long-term goals are as follows:

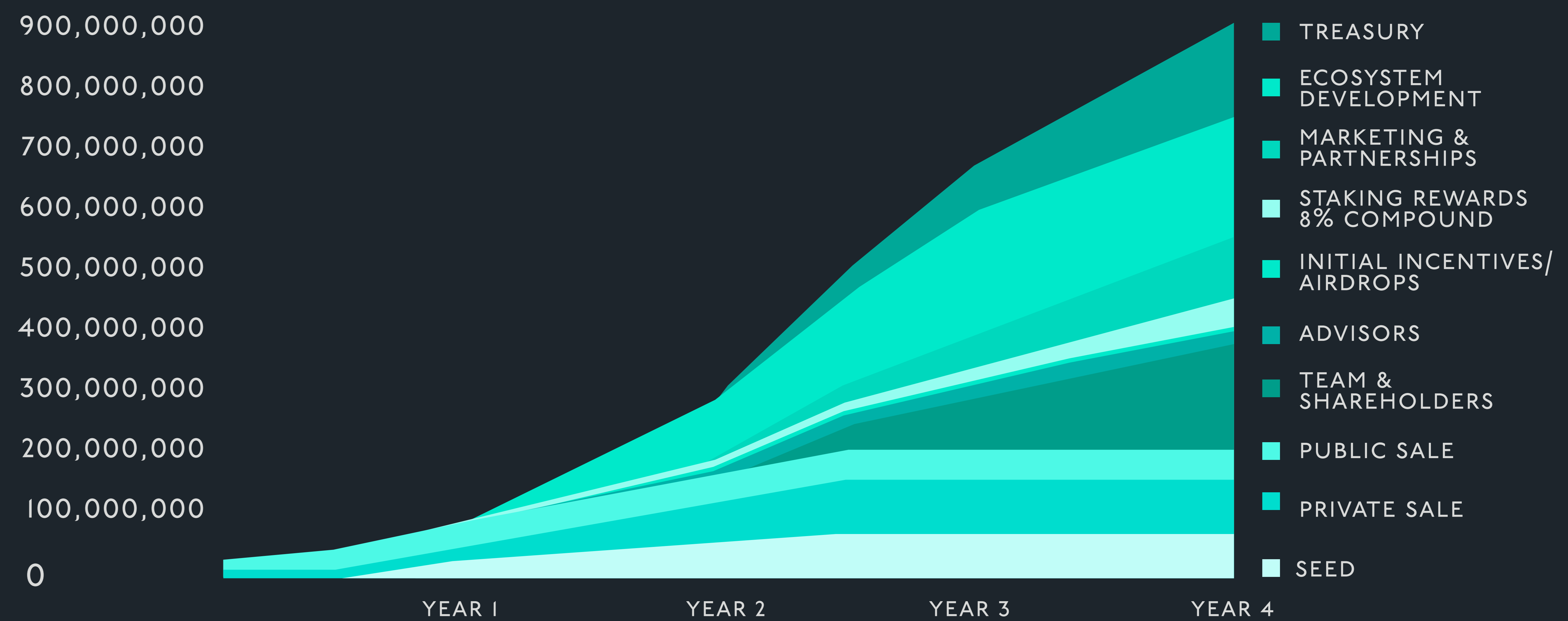
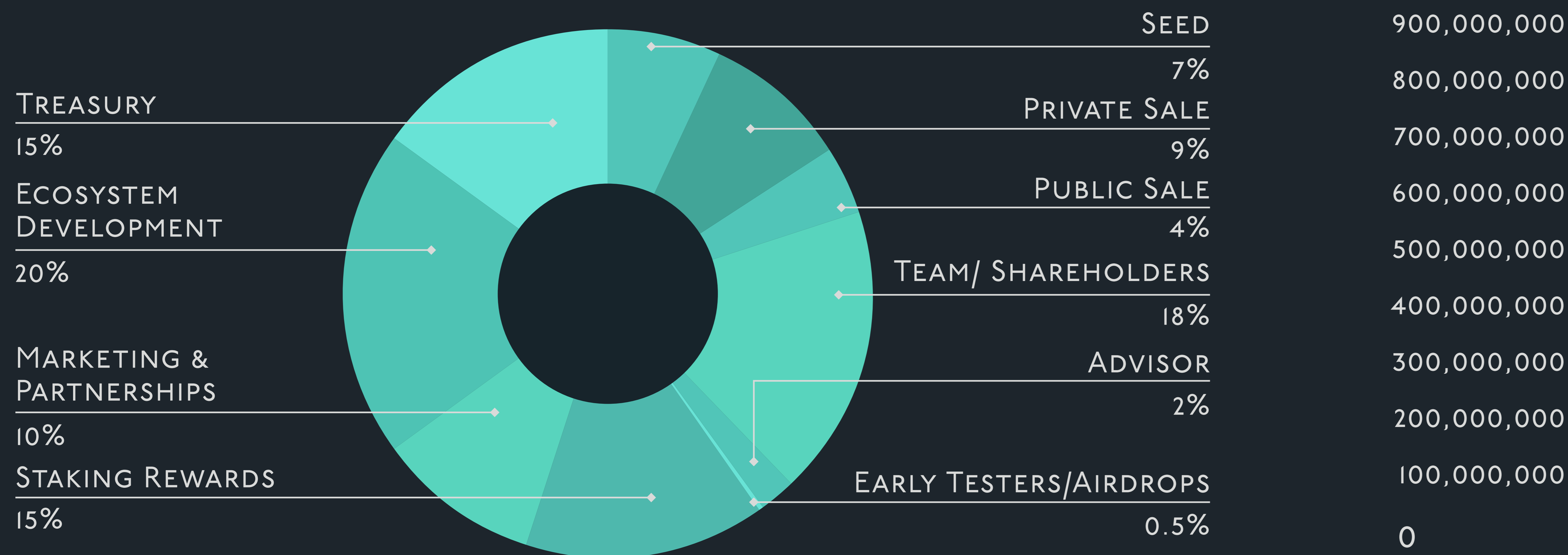
- ◆ Conductively recreate the virtual art exhibitions and the way of buying and selling NFTs online
- ◆ Proficiently help artists highlight their works by creating complex custom virtual exhibition spaces for them
- ◆ Guarantee artists and collectors' satisfaction both in terms of profit generation as well as market awareness and reach
- ◆ Support visitors' and buyers' smooth access to wide and diverse NFT markets and exhibitions in one place
- ◆ Help exhibitors earn a steady income while exhibiting
- ◆ Assist upcoming artists by routing a share of the collected fees towards their support
- ◆ Use virtual exhibition spaces to enhance the emotional value of NFTs
- ◆ Use the platform as a launchpad for artists



DRGS
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TOKENOMICS

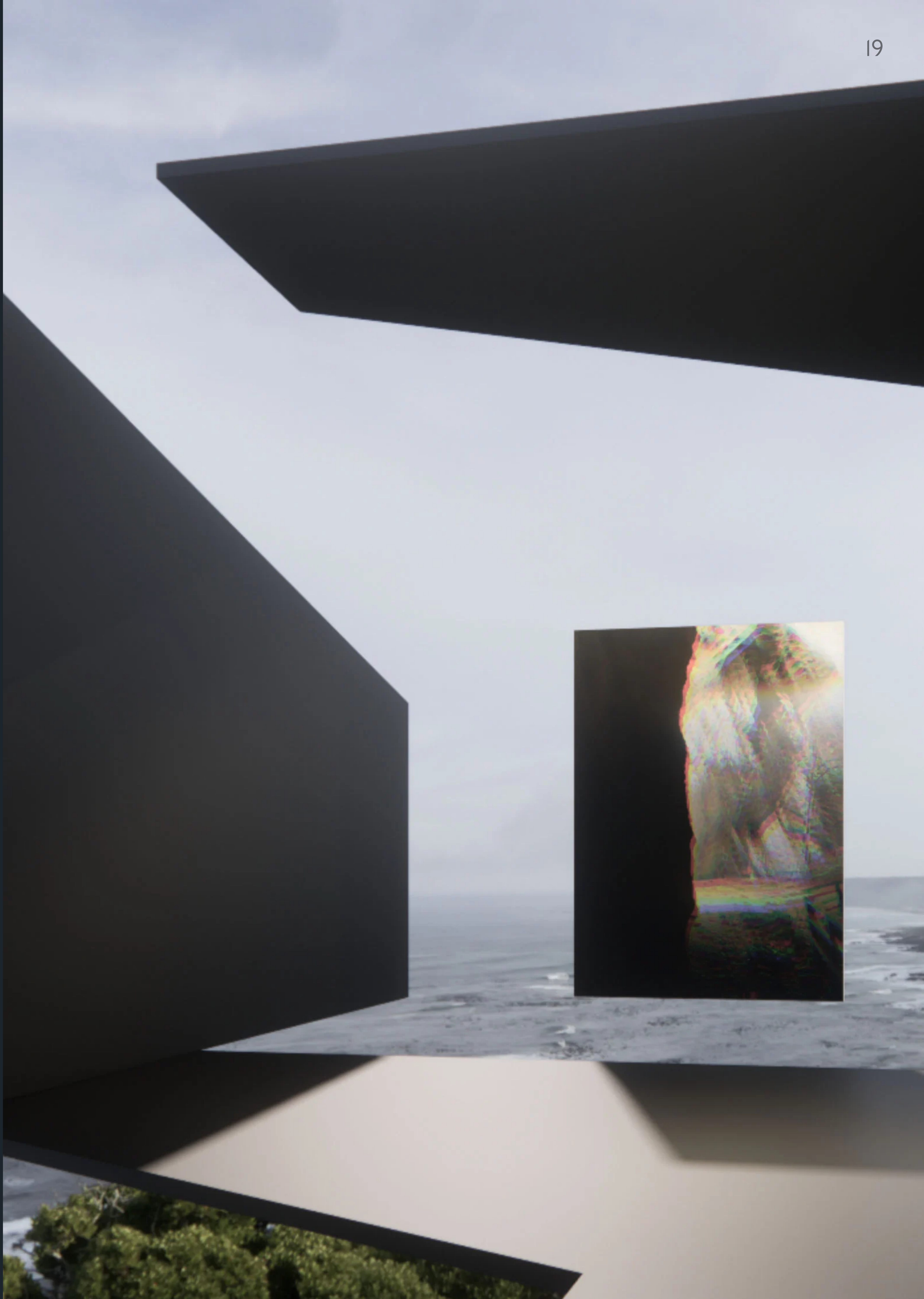
CATEGORY	ALLOCATION	PRICE	RAISE	CLIFF	VESTING
SEED	7.00%	\$0.009	\$630,000	6 MONTHS	5% TGE, 24 MONTHS LINEAR DISTRIBUTION AFTER CLIFF
PRIVATE SALE	9.00%	\$0.011	\$990,000	6 MONTHS	5% TGE, 24 MONTHS LINEAR DISTRIBUTION AFTER CLIFF
PUBLIC SALE	4.00%	\$0.015	\$600,000	NONE	50% TGE, 6 MONTHS LINEAR DISTRIBUTION AFTER TGE
TEAM / SHAREHOLDERS	18.00%			24 MONTHS	24 MONTHS LINEAR DISTRIBUTION
ADVISORS	2.00%			12 MONTHS	24 MONTHS LINEAR DISTRIBUTION
EARLY TESTERS / AIRDROPS	0.50%			NONE	100% TGE
STAKING REWARDS	14.50%			NONE	NONE
MARKETING & PARTNERSHIPS	10.00%			24 MONTHS	24 MONTHS LINEAR DISTRIBUTION
ECOSYSTEM DEVELOPMENT	20.00%			12 MONTHS	24 MONTHS LINEAR DISTRIBUTION
TREASURY	15.00%			24 MONTHS	24 MONTHS LINEAR DISTRIBUTION
TOTAL AMOUNT	100.00%		\$2,200,000		TOTAL AMOUNT



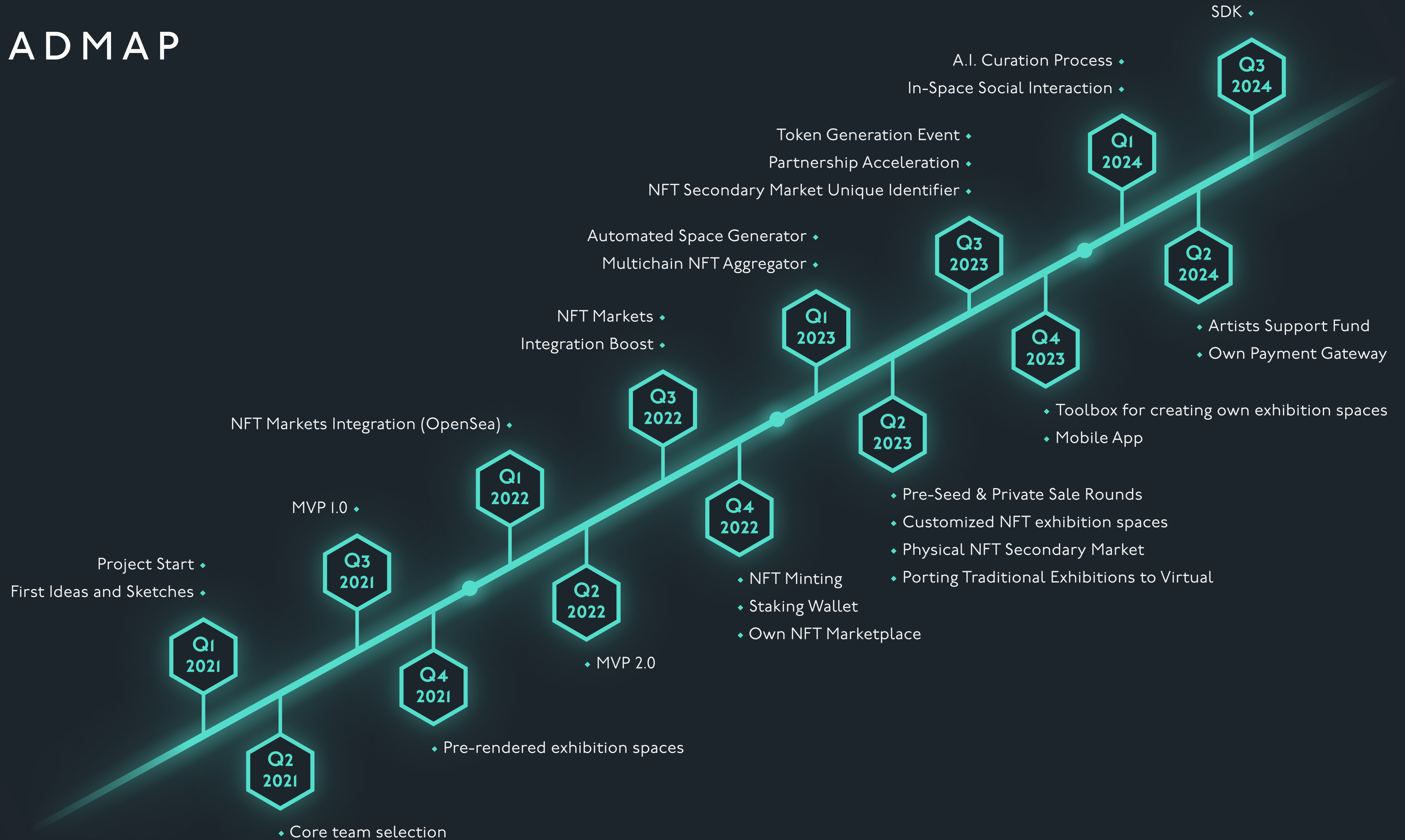
TOKENOMICS

ALLOCATION OF RAISED FUNDS	PERCENTAGE
PRODUCT, LEGAL & TAX	45%
SALES	15%
MARKETING, FUTURE LIQUIDITY & PR	20%
OVERHEAD & ADMIN	5%
INITIAL LIQUIDITY	15%
TOTAL	100%

INITIAL CIRCULATING SUPPLY	TOTAL TOKENS	PUBLIC SALE	INITIAL MARKET
5%	3,500,000	\$0.015	\$52,500
5%	4,500,000	\$0.015	\$67,500
50%	20,000,000	\$0.015	\$300,000
100%	5,000,000	\$0.015	\$75,000
INITIAL CIRCULATING SUPPLY:	33,000,000	MARKET CAP:	\$495,000



ROADMAP



TEAM



COSMIN VOISAN
CO-FOUNDER & PROJECT LEAD

Cosmin is a Business Development Manager with extensive experience in Art, Sales and Cryptocurrency. He has been actively contributing and investing in the blockchain space since 2015 helping many crypto projects on the sales and marketing side, increasing the turnover and customer adoption. As a self-taught artist and educated art policy maker he contributed to the regeneration of high criminality neighbourhoods through art-led initiatives. He strongly believes that NFTs will help solve many social and economic problems and will generate significant long term positive impacts.



ZENO ARDELEAN
CO-FOUNDER & LEAD CREATIVE ARCHITECT

Passionate architect, in love with space, form and order, both physically and virtually, Zeno believes architecture should be the pursuit of materializing the optimal space design achieved with multidisciplinary teams coordination. With vast experience in the architecture field, he enjoys solving problems irrespective of the scale of the project: urban design and architecture competitions, residential architecture or interior design. Since the first models of virtual reality headsets, he experimented with architectural spaces in the virtual world. For eight years he has had his clients experience the spaces of his designs long before the buildings were built, using AR and VR. In a future where physical architecture becomes a small fraction of the experienced places, high quality architecture must also head towards virtual realms.



THOMAS SEROPIAN
SOFTWARE ENGINEER

Thomas is a software engineer with over 15 years of experience in building technology solutions across several industries with a strong entrepreneurial focus. He is most comfortable helping organizations to embrace new ranges of technologies to solve challenging real-world problems and launch successful products that customers love.



IOSIF VIGH
SOFTWARE ENGINEER

He started his professional life working as a photographer. This coupled with his now main focus in software engineering has gained him more than 10 years of experience in successful web applications. He is an open source contributor and actively invested in crypto since 2016 with mining and proof of stake projects as a top delegate.



IULIA STANESCU
SOCIAL MEDIA MANAGER

Iulia has a strong background in online journalism and PR. With over 15 years of experience in digital communication, Iulia strongly believes in original content and human interaction, both online and offline. She is the coorganizer of the only monthly social media event in Romania, SocialPedia.



ALEX MEESAN
SOFTWARE ENGINEER

Alex has over 15 years experience with 3D software alongside 5 years experience with WebGL and front-end development.



ADRIAN BULAI
3D MODELER

Adi studied architecture and is a proficient 3D modeller, familiar with multiple software, tech-oriented and with an eye for aesthetics.



OANA CHITU
GROWTH HACKER

Oana has helped many businesses achieve accelerated growth in short periods of time. She is also a game designer and producer.



LAVINIA POP
SOCIAL MEDIA & MARKETING

Lavinia is the person who, with over two years of experience in PR and copywriting, believes that effective communication with the target audience is ideal.

ADVISORS



RADU NICOLAU

3D AUTOMATIZATION ADVISOR

Radu is a tech-savvy professional with extensive experience in software and web application development.



ANDREI COSMIN MUNTEANU

COMMUNITY BUILDING ADVISOR

Andrei is tech-savvy traveller, Techstars Startup Weekend Global Facilitator, and Co-founder & CEO at Coworking Timisoara.



COSMINA DRUICA

STRATEGIC ADVISOR

Cosmina has 13+ years of experience advising corporations, commercial and central banks and ministries on their enterprise architecture, financial and business intelligence systems.



ELIOT BLADES

DESIGN AND BRANDING ADVISOR

Eliot has 7+ years experience in Design, branding and advertising. He has branded and worked for some of the largest companies in crypto.



HELGA THIES

ART CONSULTANT & COMMUNITY BUILDING

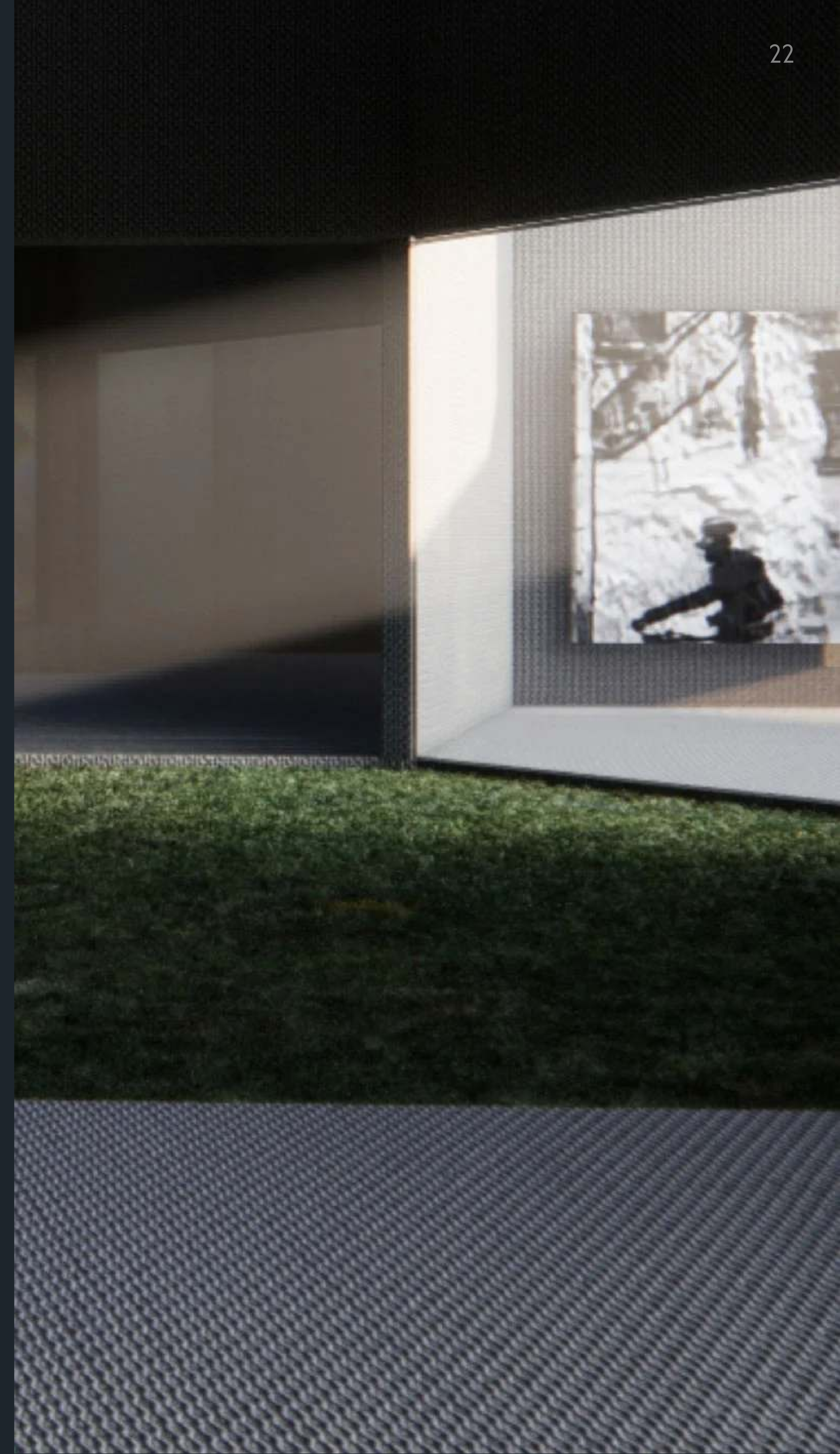
Helga is an Art History graduate, active within the local art community. She has experience in cultural management, art mediation and organises contemporary art tours.



KASIA SZCZESNIAK

MARKETING & COMMUNITY BUILDING

Kasia brings over 15 years of experience in strategic marketing and communication, having worked nearly 10 of those years at Google where she worked in Global Marketing and Partnerships.



CONCLUSION

Statistics and expert extrapolations show that the art industry is steadily growing online and will continue to expand in the foreseeable future. However, for this industry to increase the growth pace and secure a sustainable future, it must overcome challenges posed by the covid-19 pandemic, counterfeit prevalence in the market, lack of suitable exhibition spaces, energy costs and real estate expenses. Artetra offers solutions to these challenges by facilitating custom virtual exhibition spaces, online sale of artwork and providing a mechanism for verifying authenticity and ownership of artwork before purchasing.

BENEFITS FOR ARTISTS AND NFT COLLECTORS:

- ♦ Creating custom virtual 3D and VR NFT exhibitions based on individual needs
- ♦ Three ways to create exhibition spaces depending on customization degree
- ♦ A multitude of space sizes to choose from
- ♦ Earning compound staking yield on their staked tokens
- ♦ Selling and highlighting their works more efficiently
- ♦ Reaching diverse and global high-net-worth NFT buyers

BENEFITS FOR \$TETRA TOKEN HOLDERS:

- ♦ Experiencing unique NFT exhibitions
- ♦ Socializing with other users while visiting the exhibition spaces
- ♦ Accessing diverse and global NFT artists and collectors
- ♦ Earning around 8% by staking the platform's tokens
- ♦ Easy navigation through the Artetra metaverse
- ♦ Act as patrons of the arts

LIMITATION OF LIABILITY

We shall not be liable to You or any other third party for damages, including any general, special, incidental, punitive or consequential damages arising out of the use or inability to use the Platform and Artetra Ecosystem or \$Tetra Tokens (including but not limited to loss of data or data being rendered inaccurate or losses sustained by You or third parties).

DISCLAIMERS

Please note that the information contained in this White Paper is not intended to be any form of investment advice, legal or financial, or recommendation from us, and it should not be regarded as an offer, solicitation, invitation, or recommendation to buy or sell any tokens.

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ART ТЯА

Creation is only the beginning



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