

# NFT'S FOR ARTISTS

A new NFT platform and agency - purpose built for fine artists entering the digital art world.

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## WHO'S BEHIND IT

**Our new platform and agency comes together as a partnership between NEM and Drops Labs Ltd.**

- NEM are a well established major cryptocurrency company. They have 2 blockchains XEM and Symbol with a combined valuation of over \$4billion.
- Drops Labs Ltd is made up of a team of experts in multiple fields relevant to NFT's. The team includes first class cryptocurrency analysts, marketers, artists and animators who all collaborate together to help produce outstanding NFT collections that maximise value for artists and collectors.

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## HOW DOES THE PARTNERSHIP WORK?

NEM are using their vast team of engineers to build a NFT marketplace that far exceeds the capabilities of existing platforms.

Drops are the agency for the new platform, responsible for working with artists to help translate their work into outstanding NFT collections.

NEM and Drops work together on all the marketing efforts and will have coordinated marketing strategies going into each collection release.

# THE PLATFORM

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## WHAT ARE THE ADVANTAGES TO WORKING WITH THIS PLATFORM?

- Through the partnership between Drops and NEM. We have input into the design of the platform and can steer the creation to suit artists preferences
- The platform is built on NEM's brand new blockchain Symbol which was purpose built for NFT's and therefore offers many technical improvements and new possibilities compared to other chains. If you'd like a full technical breakdown, please email [peter.howell@nem.software](mailto:peter.howell@nem.software)
- This fine artists platform will launch alongside two separate sports and music platforms created by NEM. Our artists will gain exclusive first access to work on celebrity pieces for the other platforms.

# THE PLATFORM cont.

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## WHAT ARE THE ADVANTAGES TO WORKING WITH THIS PLATFORM?

- There will be massive coordinated marketing efforts from NEM when the platform goes live (June 7th is the targeted date) to drive attention to all 3 platforms
- **Easy for artists.** Unlike other platforms, our artists don't need to learn how to mint their own NFT's or setup royalties in the smart contract. Once we have the artwork finalized, NEM's team will handle all the technical work.

# THE AGENCY

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## WHAT SERVICE DO DROPS PROVIDE?

- Unlike other NFT platforms, the inbuilt agency (Drops) provides a **bespoke service to all our artists** to help enable them to produce outstanding NFT collections. This involves considering a wide range of factors:
  - Is the artwork suitable for NFT's? Would it benefit from some subtle animation?
  - How many pieces should each collection include?
  - How many versions of each piece should there be? E.g. 1-of-1 or 1-of-10 etc
  - Fixed price vs auctions.
  - What is the best release schedule for each collection? E.g. all at once or released over the course of a week
  - How can we utilize Symbol's technology to add new and unique features to these NFT's over time?

# THE AGENCY cont.

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## WHAT SERVICE DO DROPS PROVIDE?

- Some artists work is more natively digital than others. Our in-house team of animators can work with more traditional artists to help translate their work effectively from canvas to screen.
- Relationship managers - rather than being left to figure this out by themselves. Artists on our platform benefit from having a relationship manager that they can call or message anytime for advice / input on anything relating to their collections
- Collaborative projects - in the near future, we hope to offer our artists the option to work on collaborative projects with other fine artists signed up to our platform

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## COMMISSION

- Artists will receive 70% of all front end sales with Drops/Nem taking 30% as a commission.
- Artists will receive 5% commissions on every secondary market sale which is programmed in to the smart contract and does not rely on human interaction.



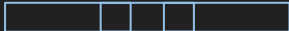


# WALLETS & SECURITY

**Using the safest and most secure cryptocurrency wallets is the most important first step for entering the NFT space. If this isn't done correctly, it's very easy to lose the money that's been made or have it stolen.**

- There are tens if not hundreds of wallets to choose from.
- There are multiple different ways to backup and secure your wallets.
- Losing access to your wallet would not only mean a loss of all the funds that were in there, but also a loss of all the future royalties revenue to that address.

Our team of experts will guide artists through the process from start to finish, making the entire process super simple whilst ensuring the best-practice security steps are taken each step of the way.



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## THE TEAM AT DROPS

**We have put together a team of experts from a wide variety of industries**

- Crypto/NFT Specialists - our in house experts have been invested in Bitcoin since 2013. They are early adopters of this new world of opportunities and currently providing consultancy on NFT's to multi-billion dollar organizations entering the space.
- Artists - our team includes very highly regarded and well known artists from the physical world. They understand the challenges and benefits for traditional artists moving into the NFT space.
- Operational excellence - our Operations team deliver on time, everytime.
- Relationship managers - we're there to ensure artists feel supported throughout this process.

# OUR AIMS & INTENTIONS

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The primary goals that we have set out to achieve are

- Make the process of entering the NFT space as **straight forward, simple and secure** as possible for new artists entering the market.
- Remove all the technical complexity to allow artists to focus on what they do best - creating art.
- Guide artists on the nuanced details that make certain types of digital art more appealing than their physical world equivalents.
- Create maximum financial reward for artists by using our expertise to list, structure and release collections via the most effective method for generating value.
- Work with artists who are creating high quality artwork, that will hold/grow in value over time rewarding both the collector and the creator

# WHAT DO WE NEED FROM YOU?

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If you'd like to be part of our platform before the upcoming launch (scheduled for June 7th) here's what we'll need from you and how the process will roughly look

- We'll need an inventory of new or existing artwork that can be used for your NFT collections (with a minimum of 3 pieces).
- If you have a clear & fixed idea of what you want your first collection to be - please describe it to us. If you're more flexible, please allow to to produce some ideas.
- The team at Drops will then review the artwork and come back to you with our ideas for how best to do this collection in terms of structure, whether it needs some subtle animation, release schedule etc.
- We will work back and forth with you, refining the collection until we're everybody is happy with it.
- We'll then export the final high-resolution files and send them over to our partners at NEM.
- We'll then work alongside NEM to finalise the marketing strategy before releasing the collection.

# Agreement

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## Working together for everyone to win.

- MOU - Before we partner with our artists, we will have a memorandum of understanding with all details of the partnership.
- Exclusivity - We understand that some artists may already have existing NFT projects live. Once we partner with our artists, we aim for a 12 month period where all NFTs wishing to be released are done through us. This is to ensure that the substantial marketing & PR efforts are benefit both parties.
- IP - Artists will retain intellectual property of the art that is made into an NFT.
- Digitisation - In the case that our team adds digital iterations to a partnered artists work, the original artist will also retain the IP.

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## FINAL THOUGHTS

Until now, most of the NFT market has been dominated by sub-par artwork from unknown artists as a short term cash-grab. We're here to change that dynamic by bringing fine-artists into the space to produce high-value collections that will stand the test of time.

If you have any further questions that you'd like to get answered please don't hesitate to ask us. If you've been dealing with somebody from our team, please ask them directly first. If not, you can reach out to us via the following email addresses:

- For general enquiries - [sabri.gazail@nem.software](mailto:sabri.gazail@nem.software)
- For technical enquiries - [peter.howell@nem.software](mailto:peter.howell@nem.software)



# NEM X DROPS

Thank you for your time.