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**FOCUS MARKET**

# **WHITE PAPER**

\\ Focus Market is a NFT marketplace running on the BSC network specialising in photographic assets

\\ *FOCUS TOKEN IS THE NATIVE BEP 20 CRYPTOCURRENCY THAT WILL POWER THE FOCUS MARKET ECONOMY*

**P**hotography is one of the main forms of artistic expression in the 21st century. It is also probably the most universally available forms of art as billions of people around the world take millions of photos every minute!

However, this huge potential market hasn't been tapped into even with the digital technology available today.

IN 2020 ALONE, OVER 1.4 TRILLION PHOTOS WERE TAKEN. HOW TO MONETIZE THIS POTENTIAL MARKET HAS BEEN A REAL PROBLEM OF THE LAST 20 YEARS

## **\\ THE PROBLEM**

Photography has some issues when it comes to unlocking creative value and monetizing your photographic assets.

Firstly, due to websites and apps like Instagram and Facebook, everyone can access or even use your photos without monetary compensation.

Secondly because of the sheer volume of photos being produced, literally millions every minute, it becomes very difficult to prove ownership of these and apply copyright claims.

Thirdly, the market for digital photography assets is currently controlled by large monopolies such as Shutter stock, Adobe and Getty Images. These large firms are literally making billions of dollars from photos, while the photographers themselves are earning pitiful royalties from their creations!

## **\\ THE SOLUTION**

Blockchain and smart contracts are the great technological revolution of our times. In fact it is considered to have a similar impact to the great industrial revolution. Indeed, it is predicted to be more disruptive than the recent internet age.

However, Blockchain and smart contracts are still nascent technologies and their full potential is yet to be realised. NFTs are a massive movement that are disrupting the world of Art and virtual assets.

We believe that the true killer app for the NFT age is photography. We have developed a marketplace that allows owners of photos to mint, sell, buy and exchange photographs. As is apparent, this will have a disruptive effect on the multi billion dollar photography industry.

## **\\ WHY FOCUS MARKET?**

Unlike Opensea to other NFT marketplaces, Focus Market is concentrating on the digital photography market. This is by far the most lucrative area for creators (photographers) and collectors.

What makes us unique? We are aiming to be the first marketplace which uses the Binance Smart Chain (BSC) network but will eventually be upgraded to the Cardano and Ethereum 2.0 networks. The aim is to be at the forefront of ethically traded NFTs. Currently NFTs are making quite a negative impact on the environment and the BSC network is one of the most environmentally friendly options available currently. The promise of further environmental gains will be realised when the Cardano and Ethereum 2.0 implementations take place.

We are also community focused. This means that our upcoming FOCUS Token will allow community members to vote, stake and earn a percentage of commission from each sale. Most blockchain products these days are profit focused businesses. While this isn't a bad thing per say, it does mean that profits dictate a quick grab and run without long term vision. Focus Market on the other hand is community focused and we want to democratise photography further. Indeed, our aim to to allow our community of buyers, sellers, collectors and creators to benefit at all levels.

We can confidently predict that our marketplace focusing on Photographic NFT assets will be turning over many millions of dollars a month within the first 12-18 months. This means

that some of the transaction fees from this turnover will be distributed back to the the FOCUS token holders.

## **\\ THE FOCUS TOKEN**

The Focus Market platform is in testing stage. In early June we will be launching a private beta (invited creators/ photographers) and a public beta soon after that.

This platform will be able to mint and trade using both the BSC network. In the near future we will also implement Cardano and Ethereum 2.0 networks as well. This means that the minted NFTs will use the BEP 721 and BEP 1155 standards (for the Binance Smart Chain). The FOCUS token will be based on the BSC network and it will allow the holder of the token to vote, and earn 2% of transaction value from the marketplace.

This share of the transaction fee is the key feature of the FOCUS token. As the Focus marketplace will have a 4% transaction fee which is taken from each sale, those who hold the FOCUS token will receive a share of this transaction revenue. This share is 50% of the transaction fee and it will be distributed to all FOCUS token holders. Needless to say, the more FOCUS tokens an individual holds, the greater their share of the transaction revenue. This is a shrewd way to earn high yielding passive income.

This is one of the features that will give the FOCUS token strong economic value as the incentive to hold far outweighs the desire to sell. So based simple economic theory, we expect the price of FOCUS tokens to increase as the transaction value increases on the platform.

Again, we are proud of delivering economic value in capital appreciation of the token and high yielding holding returns that are directly from the sales of NFTs on the platform.

The total supply will be 100,000,000 tokens with 60 percent going to community initiatives, 20 percent being used for liquidity, 10 percent for the team and the devs and the final 10 percent for a presale. Around January 2022, we will make an assessment on the remaining FOCUS tokens that haven't been distributed and those will be burnt hence creating more value among existing FOCUS token holders.