



NiftyDreams



NiftyDreams

A better world through art

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NftyDreams is on a mission to empower artists everywhere, and to provide them with the resources to make a living through their art.

Prologue

Artists everywhere struggle to get respect and recognition for pursuing a career as a professional artist.

Web3 has given us the tantalizing possibility of democratizing art and giving artists the opportunity to make a livelihood solely through their art.
We want to make this a reality.

It's been 400 years since the last art renaissance. It's time for the

NFT RENAISSANCE

THIS IS OUR STORY.



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Chapter 1

The Problem

Artists lack business skills

Indigenous artists are left behind

Very few NFT art buyers

Innovation lags due to technology complexity

Artist Skills

Artists entering the NFT space need to learn marketing, crypto, presentation and social media engagement when they would rather focus on creating art.

Indigenous Artists

Indigenous artists living in rural communities are not able to benefit from the opportunities in Web3 due to the lack of resources and crypto complexity.

NFT Art Market

NFT art sales are low because mainstream users aren't buying NFTs yet. They don't understand crypto or NFTs and the user experience is extremely high-friction.

NFT Art Innovation

Innovation in NFT art is non-existent because it requires strategic collaborations between artists and software engineers, and the capital resources to facilitate them.



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Chapter 2

The Solution

1

Create a **DAO** – Decentralized Autonomous Organization – that unites all stakeholders in the NFT art ecosystem under a common **Project Operating Model**.

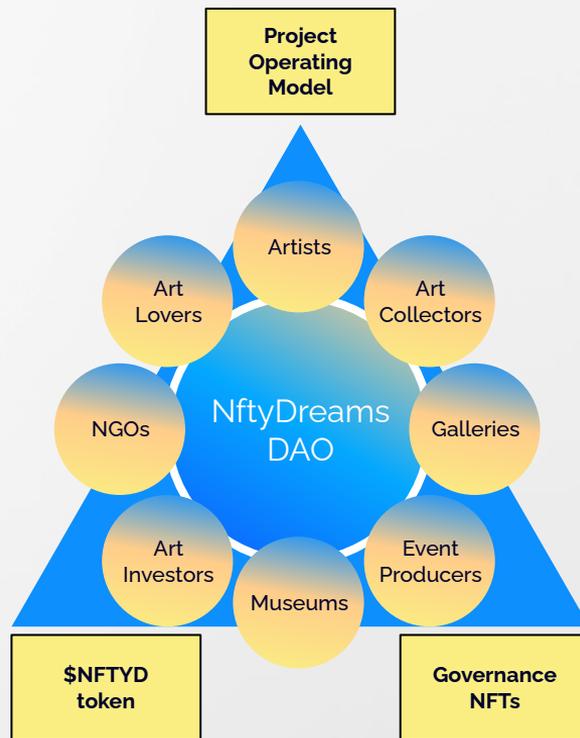
2

Use the **\$NFTYD token** to align incentives for all stakeholders and provide the financial foundation for the DAO to be successful.

3

Use time-limited **Governance NFTs** that give holders such as benefactors, artists, galleries and art organizations governance rights in the DAO.

NftyDreams DAO has an innovative, comprehensive and community-driven solution for the entire NFT art ecosystem.



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Chapter 3

NiftyDreams DAO

DAO stands for Decentralized Autonomous Organization. A DAO is like a company, but power and wealth is distributed among all members instead of just a few at the top. In a DAO, the membership votes on how the DAO should operate, what activities it should undertake and how it should spend its money.

NiftyDreams is organized as a DAO because it is the best, decentralized model to support, grow and nurture a worldwide community of artists.

- Anyone can be a Member of the DAO
- Only Benefactors (who own a Renaissance NFT) can vote on DAO business
- The DAO is organized into teams called Guilds
- Each Guild has a Lead, one or more Assistant Leads and Contributors (who must be Benefactors)
- Leads and Assistant Leads are paid a weekly stipend
- Contributors are paid when they complete tasks

DAO Guilds

Voting Guilds

1. **Benefactors Guild:** Sponsors and benefactors
2. **Advisors Guild:** Domain-specific advisors
3. **Dreamers Guild:** Community artists

Operator Guilds

4. **Strategy Guild:** Core management
5. **Operations Guild:** Resources for DAO and artists
6. **Ambassadors Guild:** Community engagement
7. **Projects Guild:** Projects management
8. **Events Guild:** Events management

July 26	Call for Contributors
August 5	Assign Leads and Assistant Leads
August 12	Leads and Assistant Leads Kickoff Meeting



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DAO Project Operating Model

NftyDreams DAO uses a **Project Operating Model** to give us the flexibility to tackle projects of all sizes.

In the future, NFT art growth will not come from marketplaces — instead it will come from 1/1 art being integrated into retail products with personalization.

The DAO operations are managed by Guilds, each responsible for a specific part of the DAO's operation.

By experimenting with a number of projects, the DAO can function like a **Startup Incubator**, discover business models that will work, and then pursue them relentlessly.

Season 0 Artist Project Grants

Artists may submit grant proposals for funding community art projects.

\$1,250,000

Season 0 Projects and Budgets

Season 0 of the DAO is through December 31, 2022. Subsequent seasons will each last one quarter.

Gran Chaco Impact Help indigenous communities in the Amazon rainforest earn a living through NFTs

\$300,000

NftyMe.org Website platform to introduce mainstream users to NFTs and buy their first one with a credit card

\$200,000

Diverge Sneakers Custom sneaker platform that enables people to get unique art on their sneakers.

\$150,000

Bored Ape Culture Club Make Bored Apes more price accessible via custom art while funding art projects

\$150,000

NamasteyNFT Continue the success of India's largest event for artists with a 10K+ people event in Mumbai

\$250,000

Organize various virtual and gallery exhibitions to showcase the work of traditional and NFT artists

\$300,000



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Chapter 4

\$NFTYD Token

The **\$NFTYD Token** is the DAO's primary utility token. It will be used for all DAO payments to artists and other DAO stakeholders.

✦ Fixed supply of One Billion tokens

✦ Trade on decentralized exchanges

✦ Stake token for additional income

✦ Align incentives for all stakeholders

Token Allocations

Founder	1	5.00%	50,000,000
Team	2	10.00%	100,000,000
Renaissance Drop	3	20.00%	200,000,000
Season 0 Operations		6.00%	60,000,000
Season 0 Projects		9.00%	90,000,000
Reserve for future		50.00%	500,000,000
Total		100.00%	1,000,000,000

\$NFTYD is a fungible ERC20 token on the Ethereum blockchain with a fixed supply of One Billion tokens.

1. Founder has invested \$500K to-date in DAO. Tokens locked for one year, with 24-month vesting thereafter.
2. Team tokens locked for one year, with 24-month vesting thereafter.
3. **Renaissance Drop tokens for Benefactors locked for one year, with 24-month vesting thereafter.**



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Chapter 5

Governance NFTs

DAO governance is managed by **Benefactors** in possession of **Governance NFTs** acquired during the **DAO Renaissance Drop** on August 25, 2022. The aggregate value of all Governance NFTs available during the drop is **\$5.25 million**.

Dreamer (Artists, 10,000)	\$250,000
Pioneer (NFT Enthusiast, 2000)	\$500,000
Patron (Art Collector, 500)	\$1,250,000
Nexus (Gallery/NGO, 100)	\$2,500,000
Visionary (Gallery, NGO, 5)	\$2,500,000
Total	\$5,250,000

An artist can become a **Benefactor** by purchasing a **Dreamer NFT** during the **Renaissance Drop**

Dreamer NFT Price: approximately \$25

Dreamer NFT Validity: One year

\$NFTYD Token Airdrop: 870

Renaissance Drop

The Renaissance Drop will occur on August 25, 2022. Artists interested in purchasing a Dreamer Renaissance NFT may sign up for the allowlist at

<https://premint.xyz/nftydreamsdao>

Benefit for Artist	Member	Dreamer
Can participate in DAO events, exhibitions, challenges	Yes	Yes
Priority access for DAO events, exhibitions, challenges	No	Yes
Can be a Guild Lead, Assistant Lead or Contributor	No	Yes
Can vote on DAO proposals	No	Yes
Eligible for DAO grants	No	Yes
Token airdrop	No	Yes



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Chapter 6

DAO Roadmap

- ◆ Launch DAO and activate Guilds
- ◆ Complete Renaissance drop to get funding
- ◆ Establish DAO Governance model
- ◆ Execute \$NFTYD token release
- ◆ Create liquidity for the token on one DEX
- ◆ Initiate four strategic DAO Projects
- ◆ Organize planned events and exhibitions
- ◆ Fund artist projects through grants
- ◆ Conduct regular town hall meetings
- ◆ Develop Season 1 Plan

Use of Renaissance Drop Funds

DAO Projects	\$800,000
DAO Events	\$550,000
Artist Project Grants	\$1,250,000
Artist Contests and Challenges	\$150,000
\$NFTYD Token Liquidity	\$500,000
DAO Expenses - 12 Months	
Payroll (12 months)	\$1,500,000
Cloud Services/Operations	\$500,000
Total	\$5,250,000

The DAO is already operating with funds provided by the founder. Our plan is to have an extended Season 0 lasting through December 2022. Future Seasons will last one quarter.



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Chapter 7

DAO Progress



Funding to-date of \$500,000
by founder Nik Kalyani



Over 55,000 followers on Twitter
between [founder](#) and [DAO](#) accounts



Founder visited rural villages in Paraguay
and Argentina to develop NFT funding
model for indigenous artists



Artists challenges and contests across
multiple genres of over \$150,000



Organized India's largest Metaverse/NFT
conference NamasteyNFT for \$250,000
with over 10,000 attendees



Over 80 DAO contributors at strategic
and tactical levels



Dedicated staff of eight persons working
on DAO and Renaissance Drop



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Chapter 8

Team

NftyDreams DAO is led by founder Nik Kalyani, a serial entrepreneur. He is also the founder of [Decentology](#), a venture-funded company building the Hyperverse, a platform that makes it easy for web developers to build apps for Web3.

Twitter: <https://twitter.com/techbubble>

LinkedIn: <https://linkedin.com/in/techbubble>

Kalyani is supported by a global team consisting of eight dedicated staff and 80 contributors and key leaders:

✦ [Aishwarya Jaiswal](#) Strategy

✦ [Kelly Pantaleoni](#) Partnerships

✦ [Mayank Tiwari](#) NamasteyNFT/Events



Nik Kalyani
Founder

Four prior startups,
two exits

Co-founded largest
Open Source CMS
on Microsoft platform with
over 500K devs (DNN)



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*NftyDreams DAO is
poised to forever
transform the worldwide
art ecosystem with the
NFT Renaissance!*

JOIN US!



Epilogue

Become a Benefactor today
and help transform the
world's relationship with art
and the lives of hundreds of
thousands of artists
worldwide.

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To be continued...



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