



ART

MUSIC

MOVIES



Nifty Row

The Art/NFT Marketplace for the Unsung



The Market

- ❖ The Africa art market was about 1/5 of total global sales for 2018/19
- ❖ African creatives are challenged with counterfeits, inadequate artwork provenance, extended time to market and inadequate financial services.



\$15bn

Africa's art market in 2023

as projected from \$12.5bn in 2018



\$64.1bn

Global art market in 2019



\$11bn

Entertainment & Media for

Nigeria alone in 2023

40bn

Total NFT volume for 2021

Worldwide; Africa; Deloitte; ArtTactic; 2018

<https://www.reuters.com/technology/nft-sales-surge-107-bln-q3-crypto-asset-frenzy-hits-new-highs-2021-10-04/>

Entertainment & Media Outlook: 2019 -2023, An African Perspective, PwC, Ovum, www.pwc.co.za/outlook

www.niftyrow.io



The Nifty Row Solution

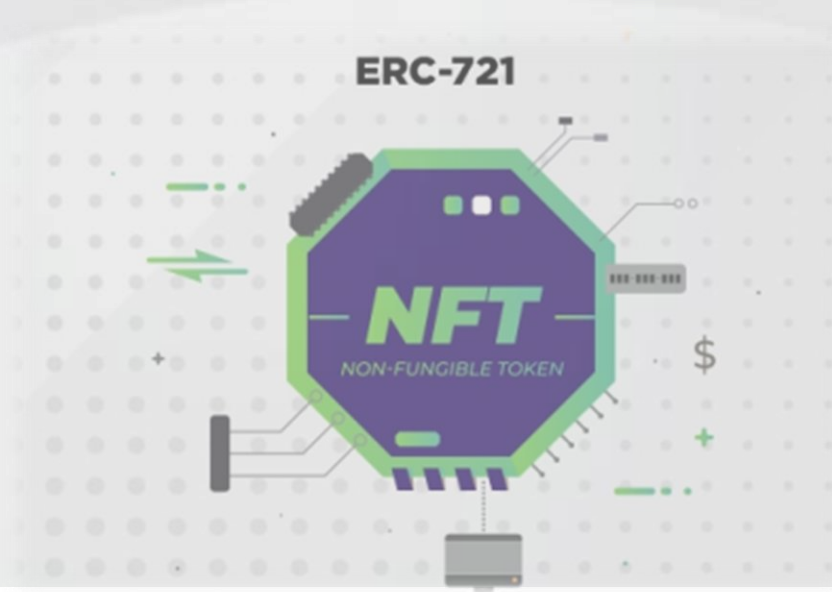
History

Adopts Blockchain's built-in provenance feature which makes it easy to audit and track an asset's history



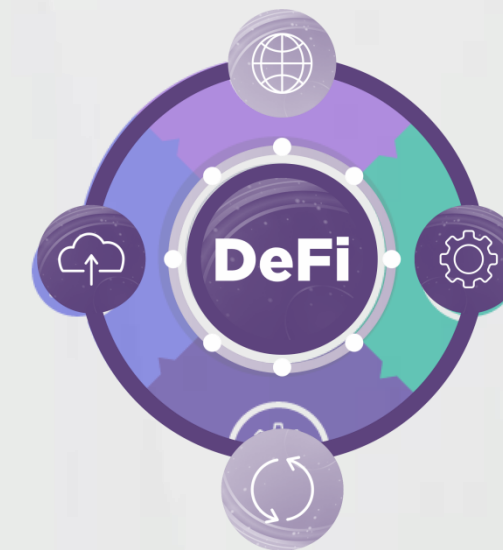
Authenticity

ERC721 Token Asset ID helps create a deterrent to theft and forgery while ERC20 provides token utility for network services like music & movies streaming



Fractional Ownership

Provide fractional investment option to a wider collection Of investors beyond the typical high-net individuals

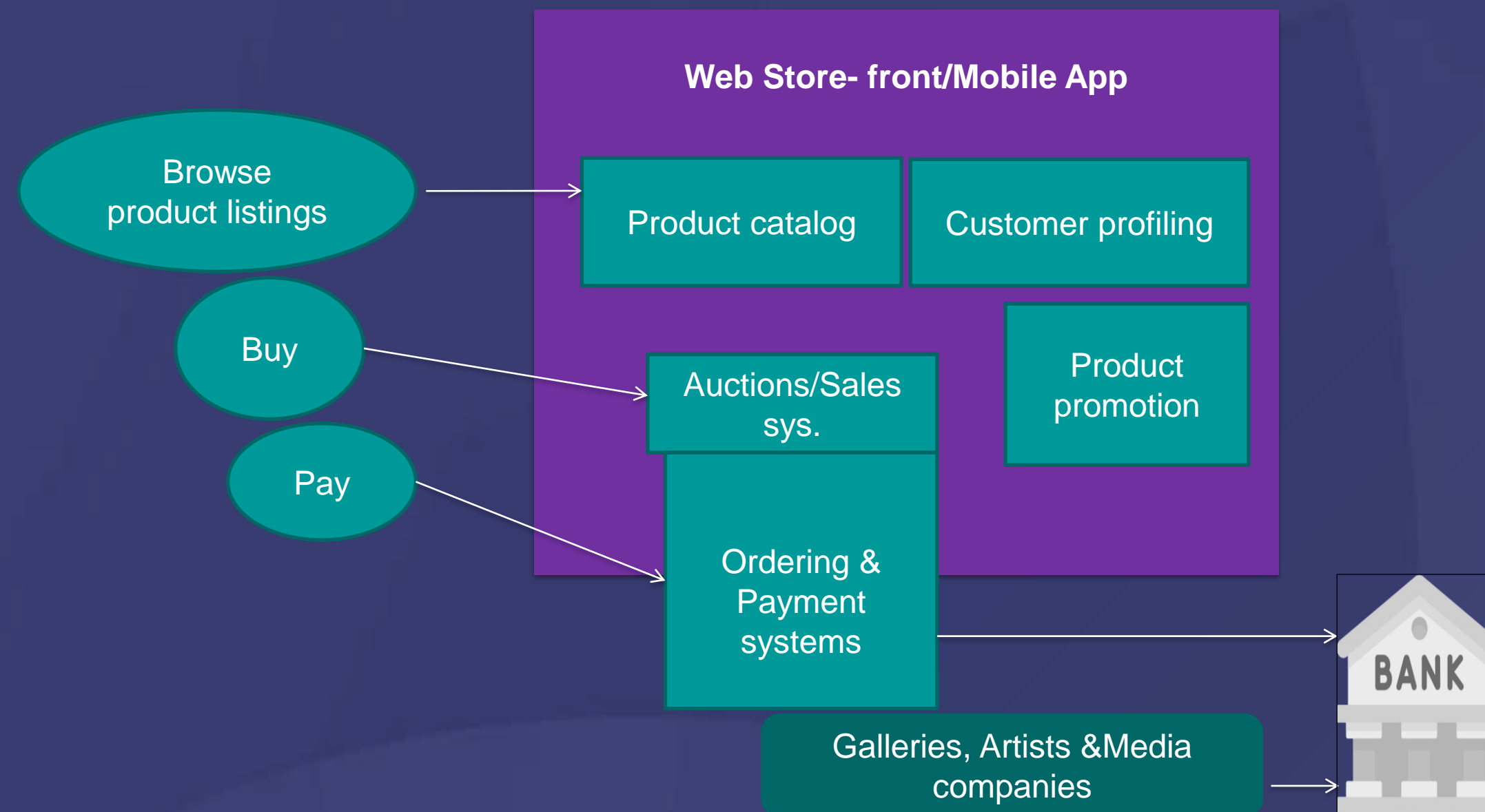


Decentralized Finance (DeFi)

Provides alternative finance through crypto lending, borrowing and insurance markets

Business Model

Nifty Row's primary source of revenue is through commissions on sales at an average of 3.5% as a transaction fee for all artwork. Alternative Revenue Sources include Financial services (DeFi), Order fulfilment services, Storage/Custody services and Appraisals.

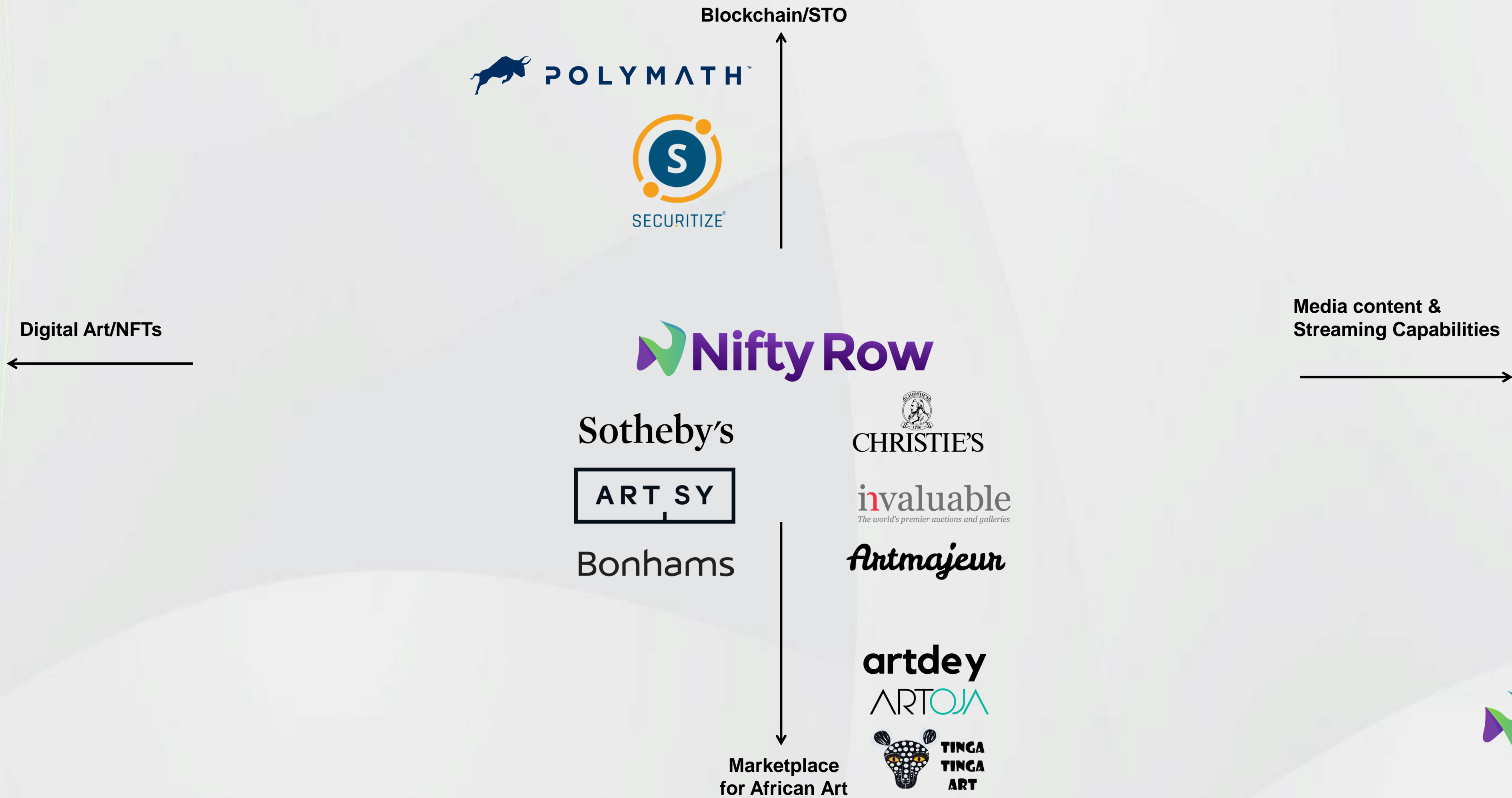


Features:

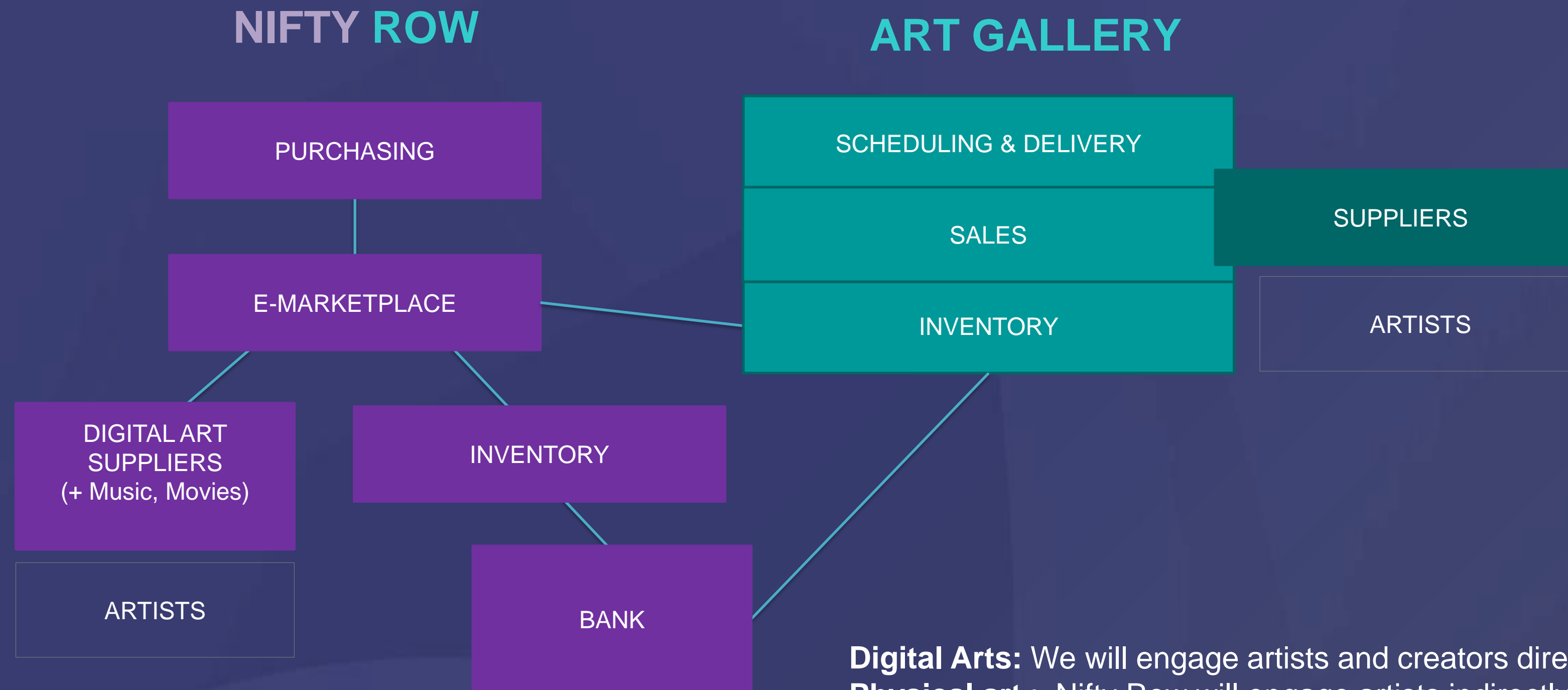
- Global reach & 24/7 sales for art, music and movies
- Savings by Galleries, artists, and dealers
- Direct marketing (customer profiling via clickstream or search tracking systems*; custom e-stores)
- Customer: Convenience, selection, some savings
- Cross selling (automatic matching of customer profiles)*



Competition



Our Approach



Digital Arts: We will engage artists and creators directly relationship
Physical art : Nifty Row will engage artists indirectly through art galleries



Progress, Team & Partners

Team



Mobolaji Onibudo
Project Leader

Mobolaji is founder and project delivery leader for DTS. with over a decade of experience in technology consulting and project management. Led the delivery of government blockchain projects for Customs and BOI. He posses a BEng. In Computer Systems Engineering from University of Kent, UK and an MSc in Management & Systems from New York University, USA.

<https://www.linkedin.com/in/abayomi-onibudo-5bbbb338/>



Kayode Okunlade
Blockchain Developer

Kayode Okunlade is a Software Engineer with 7 years experience. He has led engineering teams to build Web3 software products like Decentralized Exchange platform, Token Staking pools and Lending protocol. He graduated with first class honors in Electrical/Electronics Engineering from Olabisi Onabanjo University.

<https://www.linkedin.com/in/kayode-okunlade-862001142/>



Samuel (Ukoh) John
Snr. Software Eng.

Experienced Web Developer adept in all stages of advanced web development with expertise in design, installation, testing and maintenance of software systems. He has a Computer Science Degree from Anchor University, Lagos.

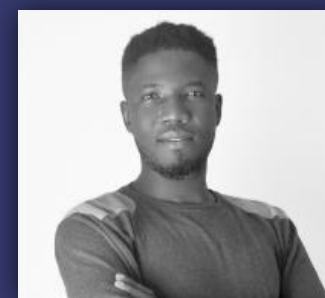
<https://www.linkedin.com/in/samuel-john964/>



Christian Okeke
Blockchain Developer

Chirstian Okeke possess strong hands on Software Engineering and Blockchain Development skills with over 6 years' experience. He has a B.Eng in Petroleum Engineering from University of Tech. Oweri.

<https://www.linkedin.com/in/okeke-christian/>



Afolabi Opakunle
UI Developer

Afolabi is a UI Developer with vast knowledge of Angular, TypeScript, RxJS, Front End OOP, SCSS, JavaScript, Node JS, Git, and modern tools/frameworks. He has a degree in Urban Planning from Obafemi Awolowo University and he his a certified Google Frontend Developer

<https://www.linkedin.com/in/afolabi-opakunle/>



Team's Experience

Bank Of Industry | XendCredit

DTS's XendCredit targets Traders under FMCG Supplychains and enables a closed loop cashless aggregation of lender, supplier and beneficiary with a higher degree of transparency, improved verification at a lower cost.

Nigerian Customs Service (NCS) | Excise Trader

Our core team engaged in the delivery of Oracle's Blockchain Solution for the Customs Excise Trade Business. The whole business environment was migrated to the blockchain, which greatly improved the transparency and efficiency of the transaction processes between manufacturers and the NCS.

NGX | ArtExchange

DTS's team delivered and integrated a blockchain powered fractional investment capability to an existing ArtExchange platform that support both limit and market order management over an Ethereum Proof of Authority Network utilizing the ERC721 and ERC20 token standards.



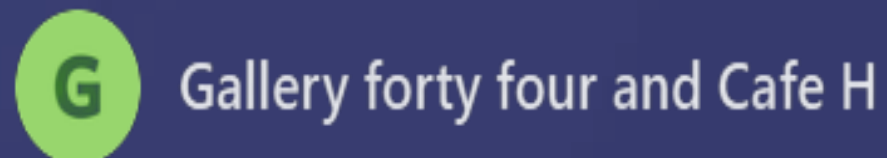
Anchor Art Partners



The Nike Art gallery is the biggest in West Africa and it is managed by Nike Okundaye. The gallery exhibits around 10,000 pieces.



Omenka gallery is managed by a 3rd generation artist, Oliver Enwonwu who is the outgoing president of the Society of Nigerian Artists(SNA).



Gallery Forty Four and Café H is situated in Abuja with 300 pieces capacity and managed by a 2nd generation artist, Henry Ilamah.



Temple is an entertainment and media company that provides artists and creators representation for film, television, music, sports, literature and fine arts.



Advisers



Folabi Ayoola

Folabi has over 15 years of experience in private equity, management consulting, financial advisory and entrepreneurship with leading firms in Nigeria and the USA. He also has over 5 years experience in engineering, operations and supply chain management from fortune 500 companies including Halliburton, Merck and AstraZeneca. Folabi has a B.Sc (honors) in Chemical Engineering with a major in Chemistry from the University of Houston and an MBA from Harvard Business School, USA. He is the membership secretary of the board of the Harvard Business School Association of Nigeria.



Phillip Jarman

Phillip is Co-founder and COO of Seso Global, a proptech company that was set up to solve the issue of trust within the property transaction process in emerging markets. Before completing his MBA, Phillip spent ten years working in finance for UBS Wealth Management where he helped generated bespoke investment strategies for Ultra-High-Net-Worth African based Clients. Phillip has an MBA from Imperial College Business School. He holds the Graduate Diploma in Law (GDL) from the University of Law and is a member of the Chartered Institute for Securities and Investment (Level 4). He holds a Double Honours Degree in History and Law from Leicester University and Anglia Ruskin University (Cambridge) and holds an MSc in Banking and Finance from the University of Bath.



Franklin Peters

Franklin is a computer scientist, author, business mentor, blockchain enthusiast with over 7 years experience in business development. He his CEO of Boundlesspa, a secure application that turns your cell-phone into a mobile bank. He is a fellow at the Institute of Management Specialists and a VP at the Stake Holders in Blockchain Association of Nigeria. Franklin obtained a BSc in Computer Science from the University of Nigeria, Nsuka.



Roadmap



www.niftyrow.io



Appendix

Art Community Development & DAO

Nifty Row will feature a token that will function as a loyal/reward scheme via the marketplace to provide ongoing support for the creative community by means of :

- ❖ Early access to presales
- ❖ Authorized Collections
- ❖ Voting on proposals
- ❖ Guaranteed royalties
- ❖ NFT Lots
- ❖ Discounted Fees
- ❖ Exclusive Access to Mint
- ❖ Funding of Creative Initiatives and Projects

In addition, the Token which will be issued on the blockchain and managed by the community under a Decentralized Autonomous Organization (DAO) that is recognized via the blockchain and exhibit community rules set out by a governing council to be initially appointed by Nifty Row.

Furthermore, as a primary means of adoption a limited set of the Tokens will be freely distributed to early adopters as a reward for platform utilization. The primary distribution will be followed by a Token sale to potential users who want to join the community.

The funds raised through the Token sale will be utilized for further features development, working capital, marketing and also to support creative projects.



DAO Governing Council



Tope Sadiq

Tope Sadiq is the Convener and Founder of FreedomHall Arts a platform for the discovery and nurturing of talent in African. FreedomHall members include musicians, comedians, poets and spoken word artists, dancers and painters.



Hannah Nijsten

Hannah is a British artist who is passionate about supporting the stand against racism within sports. A set of piece depicts the power of people coming together to make a positive change for future generations of players on and off the pitch.



Oliver Enwonwu

Oliver Enwonwu is the director and founder of Omenka Gallery. He is a consultant to British founded American Sotheby's, he served as president of the Society of Nigerian Artists (SNA).



Sunny Satva

Sunny Satva is an engineer based in Mombasa Kenya. She runs the Vegan Africa Fund which is a crypto based token fund that supports Vegan businesses in Africa. The VAF has created a set of endangered species astral-giraffes for the Metaverse.



Gbolahan Ayoola

Gbolahan Ayoola's works can be found in major collections across the globe such as the World Bank in Washington USA, African Finance Corp and the Nigerian National Gallery of Arts.



Partner Movie Producers



Seyi Babatope

Phebean films is managed by Seyi Babatope who is an experienced writer, director and producer with a demonstrated history of working in the entertainment industry.



Tade Ogidan

Grand Media Projects Ltd./OGD Pictures
A TV and Movie production house with nearly 40 years of industry experience managed by the renowned Nigerian film and television screenwriter, producer and director





Thank you!

Contact Information

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