

# NOTABLE

Whitepaper



# Abstract

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**People are valuable.** We've always known that, but the current digital and social media revolution is making it clear that qualities like influence, leadership and prettiness can be valued and **monetized**, both for individuals and for businesses. Just think about the influencer market, that has amassed a gross value of 13\$ Billion in 2021.

On the other hand, blockchain technology (and digital tokens, or **NFTs**) is opening the world to new investment possibilities. Now people and institutions can easily invest in almost any asset class, with the same simplicity of browsing the web.

With **Notable**, we want to merge this two trends and create an ecosystem that allows a frictionless and effective **exchange of value related to influence and popularity**. We're building an NFT marketplace focused on a specific use case that we call "**experience-based NFT**". Every token minted on the platform has to be linked to a real-world value, like an hour of mentorship or access to an exclusive event. By holding and trading the token, users will finally be able to get exposure to the influencer and popularity market, directly supporting their favourite creators and being rewarded in case they made the right choice.



# NOTABLE

# Social & NFT current ecosystem

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The current **Fintech and Social ecosystem** allows private and institutional investors to reach and invest in almost all sorts of asset classes, in a completely new way. Things like fractionalised real estate ownership, equity crowdfunding or even crypto DeFi weren't even imaginable 10 years ago, but now they are a reality, moving billions of dollars per year in transaction volume.



**People like to invest.** Namely, they enjoy placing some calculated bets, risking something valuable (in this case, money) for an idea or opinion they agree to, hoping to gain some **upside** if their decision was the right one.

Even though we can now invest in many different sectors, we believe that there's still one to discover and focus on: **influence and notability**. How many times you thought in your mind "oh this person is really charismatic! I wonder why so few people currently follow her. I'm sure she'll be a world-class influencer one day!" and you were right?

What if there's a way of supporting that person, also financially, and get rewarded if you made the right decision? It would mean a new way of raising capital for creators, and a new financial asset investors can get **exposure** to.

# Our Solution

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## Collectibles vs "Experience-NFTs"

We strongly believe in the future of NFTs. They have proven to be a great investment vehicle, capable of capturing value and generating hype. The vast majority of tokens are currently seen and traded as “collectibles”, having a value because of their **rarity** and thanks to the fame of the author. Like in the art sector, not all the creations will be masterpieces, and the most part of all the NFTs created in this crazy period **won't probably have any value** five years from now.



A new type of non-fungible tokens is rapidly emerging, in which digital assets are linked to some sort of **real-life benefit**, in the form of a product, service or experience. An example could be an NFT that grants the user the ability to have a dinner with his favourite influencer. Also in this case the token could increase in value over time, if the popularity of the celebrity increases, but at the same time the value won't never go to zero. The possibility of having a dinner will remain, giving the asset a floor value. We call these **"Experience-NFTs"**.

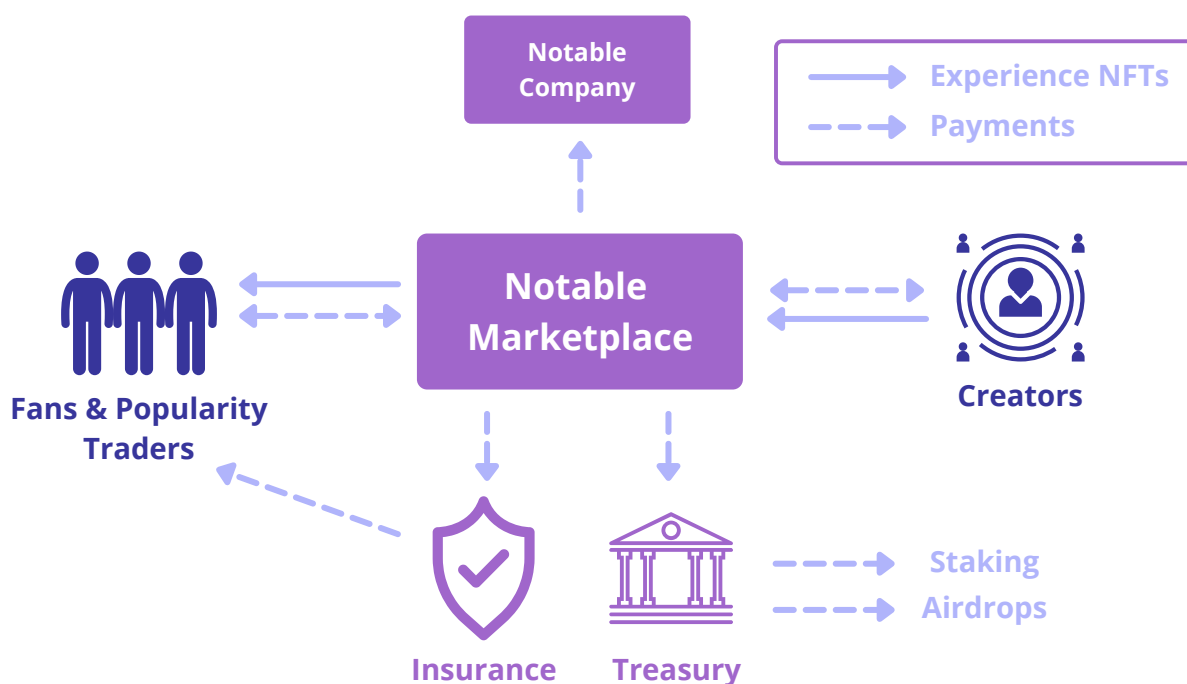
That's why we chose to only allow this type of token in our platform. In this way we can safely open to every artist that wants to create and sell a token, and **minimise the risk** of generating assets that collapse in value when the bubble bursts or the market cycle reverts its trajectory.

# Our Solution

## The Notable marketplace

We want to allow everyone to support and invest directly in the popularity of their favourite business, influencer or personality, through the use of digital Experience-NFTs.

The center and first step of our ecosystem will be the **marketplace**, an online store where people can acquire and trade tokens tied to some kind of real-world benefit related to creators and influencers.



Each user will have its profile page, that will include some basic information, the profile photo, and the collection of NFTs currently owned. If the owner is willing to sell a piece, the price will be visible, and it will be possible for interested users to purchase it directly, at the specified price, or place a lower bid.

Every transaction on the marketplace will be managed and settled on the **Binance Smart Chain**, ensuring **non-custodality** on every trade and therefore maximum security. Users at login will be asked to link their preferred wallet (Metamask for example).

# Our Solution

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## Revenue streams



The revenue streams of the platform will be the following:

- **Transaction fees:** fees will be applied to every transaction of a token processed in the platform. The fee structure will vary depending on on some parameters, including the possession of our native token, staking rewards, and the type of transaction (whether it's the first purchase of a token or a future exchange in the secondary market)
- **Placement:** In a future update of the platform will make it possible for creators to bid for a better position on the general marketplace, putting their pieces on the top of the feed. It will work just like any modern ad platform.
- **Creators page enhancements:** NFT artists will be able to improve their profile page, adding features or customize it on a deeper level by purchasing a pro-plan (more on this in future updates).

# Our Solution

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## NFT Insurance

There's a reason most of the NFT in circulation are collectibles, and these type of "experience-based" NFT are still rare and created just by a handful of early adopters. Infact, **collectibles are way easier to manage**: you simply create the asset, and then let the market do the rest, never worrying about anything. In our case, at least part of the value of the token resides in the possibility of redeeming a real-world experience with it. If you buy an NFT that is tied to a sponsored instagram post by Justin Bieber, you expect him to maintain his promise in case you redeem the token.



If, for some reason, the artist refuses to provide the experience, **users must be compensated** (and some kind of moral fault given to the creator). That's why our roadmap includes the creation of a fund, that will effectively be made by the actual fees a token is generating through trading, and these funds will be given to the user as partial compensation if the experience is somehow impossible to get. Naturally, **some risk will remain**, like in every investment, but our goal is to create a safe environment for investors and fans.

# Use cases

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## For Businesses and Creators

Cryptocurrencies proved to be a great mean of **raising capital** in an easy and distributed way. ICOs (Now mostly IDOs) and NFT drops have helped businesses and creators in raising billions of dollars (if not trillions) in the last years, in a way that was previously thought impossible.

We want to empower businesses, influencers, artists, and everyone that might be interested, with a platform to **kick-start their project** by exchanging the most valuable asset they own: their presence, attention and influence.



What differentiates our model from the crowdfunding platforms is the ability for a user to keep and eventually resell the token, without ever wanting to use it. This simple concept is **game-changing**, because it opens the investor base of a personality to people that might even dislike them, but are interested to **place a bet on their popularity increase**. Just like people that don't want to buy an electric car for themselves, but are happy to invest half of their portfolio on Tesla.



# Use cases

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## For Fans & Investors

Notable effectively helps the **creation of a new asset class**, whose value is based on popularity, influence and relevance of people. With the right tweaks and structure, we hope we can create a marketplace where users can finally get exposure on the people they believe in, while capturing some of the upside that comes with that decision.

Cryptocurrency and Fintech have shown the world that people want to invest. They want to place bets and “put their money where their mouth is” like the saying goes. This is simply an **underlying asset they have never been able to invest on**, and we’re here to change it.

Now users will be able to fund their friend, who is now trying to kick start his career as a DJ, and even get rewarded financially if their decision proves to be right.



# Token Economics

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## The NBL Token

Our Notable token (**ticker: NBL**) will be a utility **BEP20** asset, supported by the Binance Smart Chain and packed with cool advantages for users. By holding and staking it, fans and investors will receive various benefits, for example:



- **Access** to exclusive drops, listings and events (both digital and physical)
- A better **ranking** on the main marketplace page and in the themed section
- (For creators) **advanced features** and design possibilities on the personal profile page
- Periodic rewards through **staking**
- **Fee discounts** (calculated through the 30-day average holdings on the linked wallet, binance-style)
- (For creators) **increased royalties** on future trading of the NFT (possible through staking a minimum value of NBL)

These are just some of the perks initially offered on the platform. The roadmap includes many more use-cases tied to **DeFi improvements** (collateralised lending, farming and pooling). Moreover, the plan is to **turn the company into a DAO** as soon as critical mass is reached and the process are all standardised, giving NBL holders the complete power over any decision regarding present and future of Notable.

# Token Economics

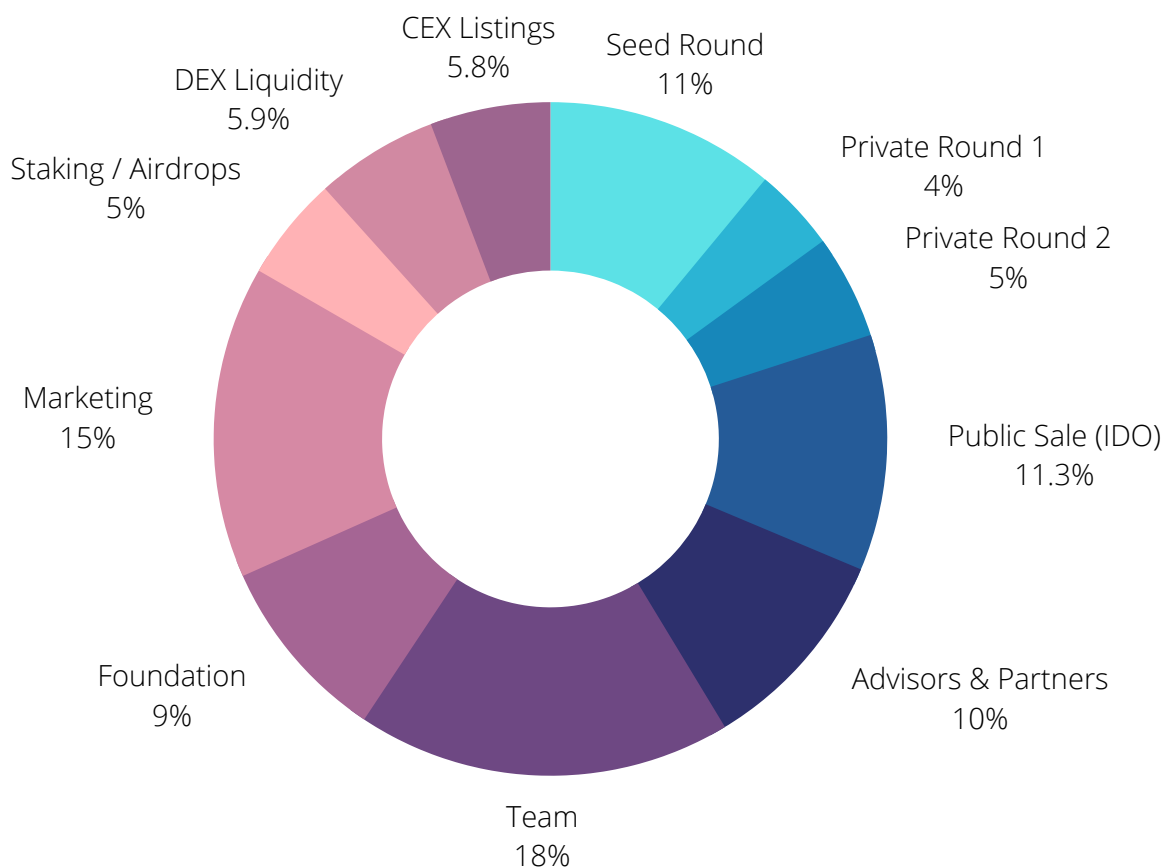
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## Tokenomics & Allocation

Token and allocation metrics are something many projects don't focus enough on. Its importance is often underestimated, but a good and well thought **tokenomics** can lay as the foundation of a **prosperous** crypto ecosystem.

The main goal for us was to reach a well balanced solution, in order to preserve the good health of NBL in the coming years and decades. That's why we are also planning a **burning strategy**, based on the usage of a part of the fees generated by our NFTs marketplace, to make our token deflationary in the future.

Here we want to give a precise description about how we are going to allocate each part of the total NBL supply, which will be of **100'000'000.00 (100 Million) units**, a supply that will never be increased per smart contract definition.



# Token Economics

## Tokenomics & Allocation

Naturally, each allocation will have its precise **release specifics**. It's important to guarantee for investors and supporters the possibility of interacting with the market and get the needed liquidity, while at the same time we know that the first months can be unstable, and therefore a correct lock period can benefit traders and the market as a whole.

Below you can find a **summary table** of all the release programs for the various allocations. In the "Notes" column you will find the explanation of how the lock/unlock period will work in each case and how we are going to manage the vesting months.

Notable will apply various measures, as you can see, to ensure a stable as possible "go to market" tokenomics of the NBL token.

Moreover we are specifying the **tokens (NBL) price** in each round and giving the marketcap and hardcap values (in USD) at the token generation event.

	Percentage	Supply	Token Price	Total Raise (USD)	Lock Period	Vesting Months	Notes
Seed Round	11,00%	11.000.000,00	0,07	770.000,00	0	6	10% unlock at TGE and 15% every month afterwards
Private Round 1	4,00%	4.000.000,00	0,075	300.000,00	0	5	15% unlock at TGE and 17% every month afterwards
Private Round 2	5,00%	5.000.000,00	0,08	400.000,00	0	5	20% unlock at TGE and 20% every month afterwards
Public Sale (IDO)	11,33%	11.330.000,00	0,09	1.019.700,00	0	4	20% unlock at TGE and 20% every month afterwards
Advisors & Partners	10,00%	10.000.000,00			4	9	10% unlock after 4 months and 10% every month afterwards
Team	18,00%	18.000.000,00			3	19	5% unlock after 3 months and 5% every month afterwards
Foundation	9,00%	9.000.000,00			6	99	1% unlock after 6 months and 1% every month afterwards
Marketing	15,00%	15.000.000,00			0	19	5% unlock at TGE and 5% every month afterwards
Staking / Airdrops	5,00%	5.000.000,00			1	9	10% unlock after 1 month and 10% every month afterwards
DEX Liquidity	5,89%	5.892.677,56			0	0	100% unlock at TGE
CEX Listings	5,78%	5.777.322,44			1	0	100% unlock after 1 month
<b>Total</b>	<b>100%</b>	<b>100.000.000,00</b>					

**Marketcap at TGE (USD)** 514.440,00

**Hardcap at TGE (USD)** 2.489.700,00

# Roadmap

Here you can find our proposed Roadmap, a **plan** of our development steps we intend to reach in the nearest future.

That's how we are going to build and grow our ecosystem, to make Notable a **distinct player** in the global NFT's environment.

All the **most important milestones** for our project will be reached in the first 10 months, including the platform pilot and main release, the partnerships announcement and the mobile application development.

The plan for the second year will be focused on **future implementations** like the DeFi integrations, DAO Governance and Metaverse/VR integrations.

Minor variations of modifications can be applied to some of the points during the steps of development, only to reach a greater result and provide an healthy growth to our project.



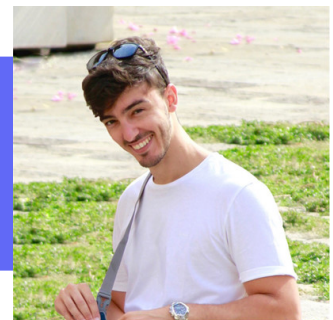
# The Team

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Notable's core team is made of a diverse group of long time crypto enthusiasts and business partners, that can leverage the experience of a **5+ years journey** in the European Blockchain ecosystem, ranging from **education** to corporate **strategic consulting**.



**Luca - Co-Founder & CEO**  
*Mechanical Engineer and long time crypto expert*



**Giacomo - Co-Founder & CTO**  
*Industrial Engineer and blockchain technology specialist*



**Riccardo - Co-Founder & COO**  
*Management Engineer and crypto early adopter*



**Nicu - Co-Founder & CMO**  
*Professional trader and expert in financial & crypto markets*

# Disclaimers

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The above information is non-binding and subject to change. It is intended only to give potential investors and partners insight into the Notable business model as it is currently set up. The directors, partners, and advisors of Notable reserve the right to alter the models and information provided in this whitepaper as the business progresses and evolves.

