



# White Paper

October 2018

v 3.0

<b>Executive Summary</b>	<b>2</b>
<b>The Case for Unique Asset Tokenization</b>	<b>3</b>
<b>Use Cases and Target Markets</b>	<b>4</b>
Collectibles	4
Mega Trends	4
Pain Points	5
UNICO's Added Value	5
Ticketing	5
Mega Trends	5
Pain points	6
UNICO's Added Value	6
Gift Cards	6
Mega Trends	6
Pain Points	6
UNICO's Added Value	7
Game Items	7
Mega Trends	7
UNICO's Added Value	7
Diamond Trading	7
Mega Trends	7
<b>Our UAT Solution</b>	<b>8</b>
<b>Business Model</b>	<b>10</b>
Revenue Model	10
<b>Token Model</b>	<b>11</b>
<b>Go to Market Strategy</b>	<b>11</b>
<b>Competitive Landscape</b>	<b>12</b>
<b>Team</b>	<b>14</b>
Core Team	14
Advisors and Collaborators	15
<b>Road Map</b>	<b>16</b>
<b>Financials</b>	<b>17</b>
Token Distribution Strategy	17

## Executive Summary

Non-fungible tokens (NFTs) are a very robust tool to link unique assets, either digital or physical, to an immutable, tamper-proof record on a blockchain. Examples of assets that can be usefully linked to an NFT include personal ID documents, software licenses, collectibles, in-game items, electronic tickets and gift cards, houses, works of art,...

If the asset has market value but poor liquidity, linking asset ownership to an NFT instantly enables safe, blockchain-based trading and can dramatically increase the asset's liquidity. Use cases range from gift cards on the low value side, to works of art and real estate at the other end of the spectrum.

UNICO is building enterprise-grade NFT solutions on the EOS blockchain. Our goal is to enable companies to add value to existing and new products by using EOS NFT technology. Having pioneered this technology, we are best placed to deliver turnkey, consumer-ready business solutions which integrate the whole product technology stack (Android/iOS mobile apps, web interfaces, smart contracts).

Our "freemium" B2B business model is frictionless, as all our products and services are issued, sold, tracked and traded via the EOS blockchain:

- Basic NFT-enabled smart contracts are made available for free (Open Source licence).
- Revenue streams arise from premium tools which enable a seamless end user experience and accelerate project deployment. Revenues are a mix of rental fees and profit sharing (whenever our tools generate fees for end users).

Fees are payable in UNICO tokens. In addition, our business partners are required to stake a relevant amount of UNICOs. UNICO is a utility token minted on the EOS blockchain.

## The Case for Unique Asset Tokenization

Blockchain technology, smart contracts in particular, are setting new standards for tamper-proof certification of assets and the safety of online transactions.

The notion of asset tokenization, i.e. linking asset ownership to blockchain-based tokens, is usually associated to facilitating *fractional ownership* of substantial assets, such as commodities, large real estate holdings, etc. For this type of assets, splitting total ownership across e.g. 10,000 tokens enables retail investors to access new opportunities, increasing asset liquidity. This is a special case of a well-known process called securitization, which turns an illiquid asset into a security.

Fractional Asset Tokenization as described above has huge potential, however we believe that the market potential for Unique Asset Tokenization (UAT) is even higher. We define UAT as the process of linking a unique asset, either digital or physical, to a single non-fungible token (NFT) on a blockchain. Unlike fungible tokens, which constitute the vast majority of blockchain tokens, NFTs are unique, with specific attributes making each of them different from any other NFT, and non-divisible. They are therefore well suited to represent whole ownership of unique assets.

Examples of assets that can be usefully linked to NFTs include personal ID documents, Unlike fractional tokenization, UAT is relevant also for personal assets (e.g. ID documents or medical records) which are not meant to be traded, as UAT increases the security and the privacy of the asset. However, our focus is on UAT for tradable assets.

By building enterprise-grade NFT solutions on the EOS blockchain, we will enable companies to add value to existing and new products. In particular, we will unlock the huge potential for safe, seamless blockchain-based trading for items such as software licenses, digital collectibles, in-game items, electronic tickets, gift cards, houses, works of art and other physical goods.

Our technology can tokenize all such assets and deliver secure, seamless Ebay-like marketplaces for them, leveraging the global liquidity of the EOS ecosystem (5 B\$ market capitalization).

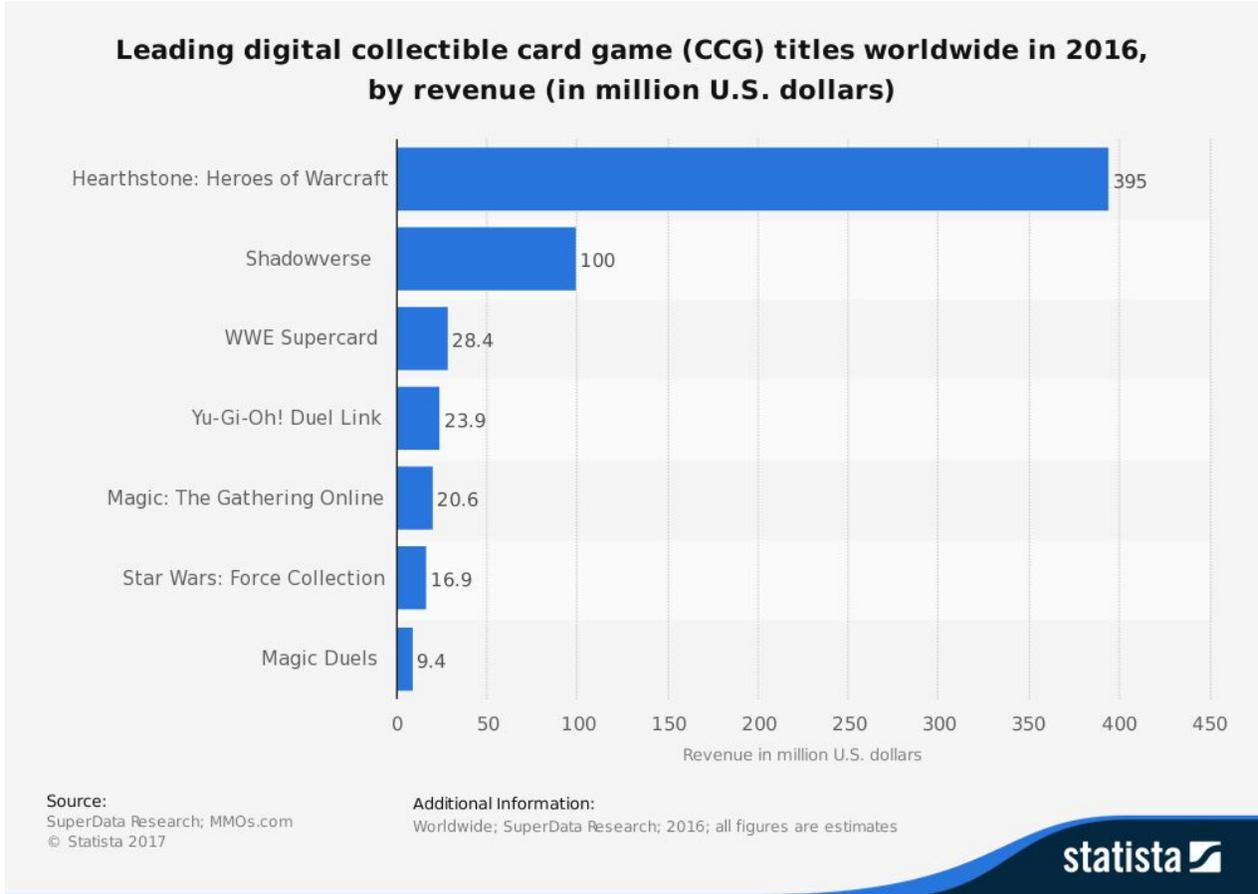
# Use Cases and Target Markets

It is impossible to review all potential use cases for our technology. In this section we focus on a few high-potential markets where we feel we can deliver value very quickly.

## Collectibles

### Mega Trends

The global Art & Collectibles market is worth well over \$1 Trillion. The world goes digital, so digital collectibles are hot: we estimate the digital collectibles market to attain \$10 Billion within a 3 to 5 years horizon, i.e. 1% of the current total Arts & Collectibles market. Our estimate is probably conservative, as the niche market for digital collectible card games attained in 2016 an estimated value in the region of \$600 Million (see below) and in 2017 already exceeded \$1 Billion. These data refer to non-blockchain-based digital collectibles. At the end of 2017, the [Cryptokitties mania exploded](#), totalling over \$12 Million worth of sales and 1.5 million users over a few months and attracting \$12 Million venture capital investments.



## Pain Points

The Cryptokitties phenomenon has now lost momentum. In fact, current digital collectibles have a serious limitation: the choice of content is very limited. Content is produced by a small number of companies worldwide, which focus on global brands, and by some developer communities, which focus on gamified content with poor intrinsic value. On the other hand, in the physical collectibles world, many valuable are created by less-known artists, or by collectors themselves (autographs, for example). This is not currently possible in the digital arena. The lack of content diversity is a serious limitation towards worldwide adoption.

## UNICO's Added Value

The market lacks a wide choice of valuable, emotion-filled digital collectibles. In order to get an adequate supply on the market, artists and other content creators need a friendly platform to create collectibles out of digital content and monetize them. UNICO's UAT solution can deliver such platform, enabling anyone to turn their own digital content (art, photography, videos, 3D models, VR scenes, game items) into blockchain-certified digital collectibles (cryptocollectibles). In addition, UNICO is currently the only company which can deliver cryptocollectibles with an innovative and proprietary Proof-of-Attendance technology (MHN)<sup>1</sup>. MHN can certify Collectors' attendance at specific events (e.g. concerts, football matches, etc.) by adding location/time metadata to the collectible's NFT.

## Ticketing

### Mega Trends

The global online event ticketing market size is expected to reach USD 67.99 billion by 2025 ([source](#)). Major ticketing vendors are focusing on providing mobile applications and making websites customer-friendly to facilitate quick and easy ticketing transactions. Mobile applications are expected to surpass the traditional Internet platform for online movie booking services by 2019. Venue owners and concert organizers across the globe are selling VIP packages, including premium food and beverages, backstage access, preferred seats, and VIP restrooms, which is expected to increase market growth.

---

<sup>1</sup> <https://blog.unico.global/me-here-and-now-making-your-unico-digital-collectible-unique-9366954cbf7d>

## Pain points

A very large, semi-legal market for ticket resales has existed for decades, especially for music and sports events. The advent of online marketplaces has dramatically increased the size of the resale market: in the United States alone, this market is estimated in the region of \$5 Billion ([source](#)). Centralized, Ebay-style marketplaces exist, but transactions are slow and fraud is frequent.

## UNICO's Added Value

Our UAT solutions can deliver a fraud-free, seamless ticket resales market. Added benefits include the possibility to allow resales only before/after a specified date, to curb abuse, and to charge transaction fees which could be shared in real time with the event organizer via our smart contract. Also, our UAT solution is ideally suited to also sell tokenized premium packages and derived products.

Last but not least, our “enabling” ticketing solution achieves a very valuable convergence between event tickets and digital collectibles. Since tickets are non-fungible tokens, they stay on the blockchain forever and can be traded as collectibles after the event has taken place.

## Gift Cards

### Mega Trends

The gift cards market is currently worth in excess of \$300 Billion. Closed-loop cards, i.e. those allowing purchases from a single company or merchant network, account for over 55% of the market.

The market is growing fast, in particular the e-card segment, and is forecast to reach \$750 Billion by 2026 ([source](#)). One of the common strategies amongst players in the gift card market is to enhance its presence through social media. Starbucks has been constantly using social media for e-gifting. The brand sends gift cards via Facebook, e-mail, Starbucks mobile app or physical mail. Similarly, WeChat, the most popular Chinese messaging app allows its users to send and receive gift cards.

### Pain Points

More than \$1 Billion in gift cards goes unspent every year. For this reason, a very strong resale market exists, but it is fraught by the same problems as the ticket resale market, namely fraud and friction.

### UNICO's Added Value

Our UAT solution can streamline the gift card resale market, in particular the e-cards segment, making transactions seamless and safe. Linking gift cards to blockchain tokens EOS would also immediately boost their liquidity.

### Game Items

#### Mega Trends

The digital games market is currently worth in the region of \$120 Billion and is forecast to reach \$160 Billion by 2022 ([source](#)). In-game items (skins, avatars, etc), also called loot boxes, are expected to be a major factor in the industry's growth. Their market is currently estimated at \$50 Billion.

### UNICO's Added Value

This is a very new industry which needs seamless, online trading tools. We believe UNICO can benefit from a first-mover advantage, as our products are market-ready.

### Diamond Trading

#### Mega Trends

At the moment, there is no open exchange for the \$25 billion polished diamond market, while this exists for mainstream commodities. We are aware of one important project aiming to "commoditize" the diamond market by producing and trading standardized, certified diamond pucks. This project is attracting interest from very large financial players (hedge funds, etc).

### UNICO's Added Value

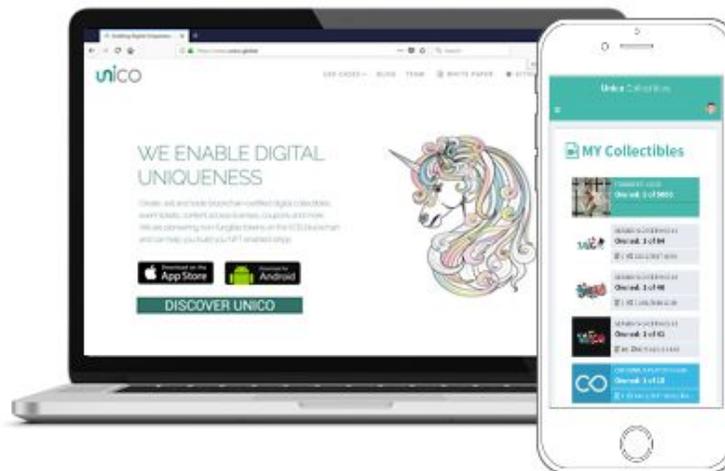
This project has a UAT strategy, aiming to link individual diamond pucks to NFTs. We have received strong expressions of interest for a collaboration.

## Our UAT Solution

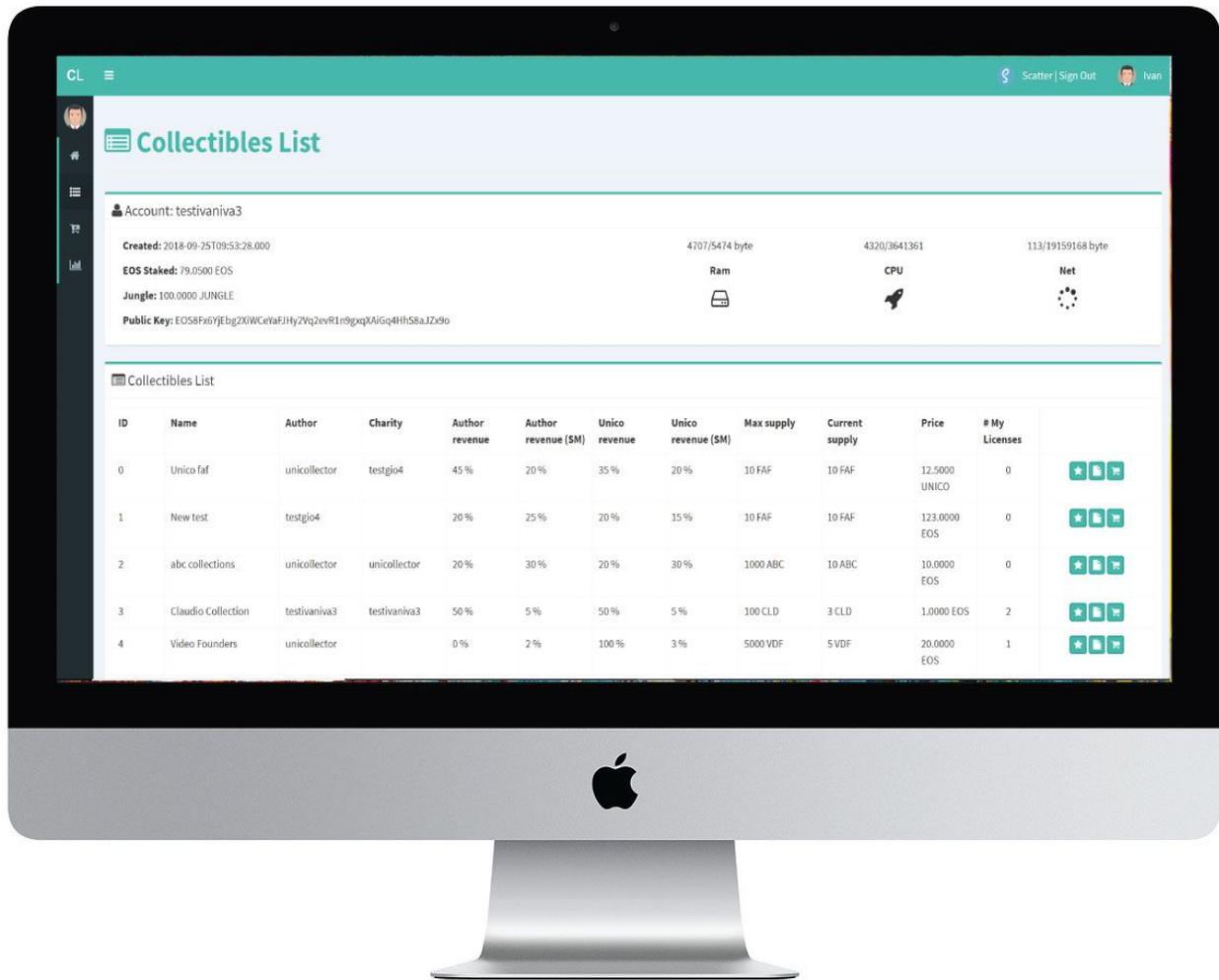
We have proposed the first standard for NFTs on the EOS blockchain ([Github](#)). This is the first building block in our UAT solutions, which include:

- Smart contracts to issue, sell and trade NFTs,
- NFT trading web interfaces,
- Bespoke mobile apps (Android & iOS).

We are currently the only “full-stack” EOS NFT dApp enabler, delivering turnkey NFT



business solutions. For example, our Collectibles as a Service platform, which can be delivered in White Label mode, enables strong digital market players (music majors, sports teams, etc.) to enter the booming collectibles market fast, under their own brand, and position themselves at the leading edge of digital innovation.



**Collectibles and tickets can benefit from our ME, HERE & NOW (MHN) proprietary solution. It delivers a proof of attendance which can be “stamped” on our NFTs. MHN has a wide range of use cases in the context of collectibles and tickets. For example, a special collectible may only be made available to people who are attending in person a special event, i.e. only if they can be “checked-in” at a specific location during a fixed time window.**

The solution is based on a proprietary mobile & proximity platform which leverages different technologies available in most smartphones, including GPS, Bluetooth, NFC and more. If users want to input data themselves to prove attendance, the platform offers them

this functionality as well, and they can do it manually or via QR codes. Our solution currently supports seven security layers. These layers can be combined based on the specifics of the location (indoor/outdoor).

UNICO has already released the beta version of the UNICO Collector App (Android & iOS versions). This release already includes a MHN module and will soon enable a number of mobile transactions and content visualization options.

In order to ensure maximum perennity and security for collectibles, all transactions, their records, and file storage are managed in a decentralized manner.

## Business Model

Our business model is based on the idea of establishing partnerships with startups as well as established companies who wish to launch new products or add value to existing ones via our UAT solutions. UNICO is therefore a B2B service provider, deploying a “freemium” offer:

- Basic NFT-enabled smart contracts will be made available for free under an Open Source licence,
- Premium tools (web interfaces, mobile apps, customized smart contracts, etc.) which enable a seamless end user experience and accelerate project deployment will generate revenue for UNICO.

The model is frictionless, as all our products and services are issued, sold, tracked and traded via the EOS blockchain.

## Revenue Model

Revenues will be generated through:

- Monthly rental fees for premium tools. Fees will be correlated with the number of end users.
- Revenue-sharing agreements with companies which use our NFT trading interfaces and charge transaction fees to end users.

## Token Model

We are minting the UNICO token on the EOS blockchain. UNICO is a true utility token, as it grants access to actual goods and services through the following mechanisms:

### 1. Staking

Developers and Businesses using our UAT solutions and staking UNICO tokens will be eligible to join the UNICO Partner Program. Based on the staked amount, benefits will include:

- Access to UNICO Advanced Tech Support invitation-only Telegram group,
- Access to advanced web interfaces, mobile Apps and other tools to deliver a superior user experience, based on the number of end users,
- A set amount of monthly one-to-one tech support hours,
- Sponsor benefits in NFT events and meetups organized by UNICO,
- Visibility on UNICO's website.

### 2. Payments

Fees for access to premium tools developed by UNICO will be payable in UNICO tokens only.

## Go to Market Strategy

Given the variety of use cases for our UAT solutions, in the initial phase we will focus our efforts on a few categories of high-potential business partners with a strong end user base, namely

- Sports teams, music and movie majors, well-known digital artists  
Our value proposition to these entities is to turn their premium digital content into collectibles. This is a new way for them to monetize their brand and create engagement via innovation.

- Gaming companies  
We can set up decentralized marketplaces for game items (skins, avatars, etc) which will create revenue streams both from initial sales and from resales.
- Event organizers and ticketing companies  
As discussed above, we can enable them to Issue collectible, trackable and tradable (if desired) e-tickets. Our solution removes friction and adds transparency to the sales process, creating new revenue streams from the resale market.

Currently we are seeking contacts with high-profile Italian football teams and music majors. and large ticketing entities. Also, we have been endorsed in a short video by a well-known figure in the global blockchain community. We plan to release the video as a limited-edition digital collectible, which will be sold to raise funds for a charity.

## Competitive Landscape

In the framework of our B2B business model, it is very difficult at this stage to identify direct competitors. Those who are already deploying NFT-based businesses on specific markets are potential UNICO customers rather than competitors. The only other entity which is creating NFT productivity tools for third-party use is [oxcert](#). They are building protocol-level UAT tools. So far they have focused on the Ethereum blockchain. In fact, UNICO and oxcert are currently working together in partnership.

In order to appreciate the opportunity for UNICO's UAT technology to add value in the market, we can compare our solution to what is currently deployed e.g. in the digital collectibles market.

This market is still in its very early days. A few US companies are already active in the collectible cards market. A representative player in this category is [Quidd](#).

On the opposite side of the digital collectibles pricing range, [Sedition Art](#), a UK-based company, targets the market of mainstream art collectors. Neither of the above companies is adopting blockchain technologies. They use centralized, closed ledgers to store ownership and attributes records for their collectibles. The weaknesses in their approach are:

- Liquidity is capped by the size of their registered customer base, as no trading on open markets is possible,
- Should one of these companies go bust and/or their ledger go offline, collectibles would simply disappear,
- Content is centrally sourced.

Another category of players is Cryptokitties-like projects based on the Ethereum blockchain. Their main weakness is that content is again centrally developed by the team, lacking diversity and connections with grassroots digital art, music and other creative content.

The table below summarizes the key features of some current products vs. what UNICO could provide. One important takeaway is that NOBODY is currently offering a user-friendly Cryptocollectibles-as-a-Service creation platform. UNICO's CaaS solution would enable these companies to offer collectibles based on third-party content, broadening their offer and their potential user base.

Project name	<a href="#">UNICO as enabler</a>	<a href="#">Quidd</a>	<a href="#">Sedition Art</a>	<a href="#">CryptoKitties</a>	<a href="#">Gamertoken</a>
Content segment	Any	Comics	Art	Gaming	Gaming
Product type	Images, Videos, VR and 3D models, game items	Digital stickers	Images, Videos	Digital stickers	Game items
Ledger	EOS	Closed	Closed	Ethereum	Ethereum
CaaS	Yes	No	No	No	No

Also, none of the aforementioned companies is using the EOS blockchain. EOS is currently the best ecosystem for consumer-oriented dApps, because of its superior speed and the absence of gas fees. Again, none of the aforementioned projects is a direct competitor to UNICO. On the contrary, they could probably all benefit from adopting our solutions.

## Team

UNICO's core team includes seasoned professionals, with a strong track record of creating and growing successful companies. Our team also contains talented developers, engineers and professionals, mastering all elements of our technology stack and marketing techniques. Our core team members have previous experience with being a startup (co)founder, so we all know what it takes to set up a business from scratch and make it successful!

In addition, we have brought on distinguished advisors who add value to our business either on specific technologies, or through their professional achievements and networks.

### Core Team

Claudio Parrinello - CEO

Claudio holds a Ph.D. in theoretical physics and is a serial entrepreneur, as well as a former international management consultant and manager at CERN, Geneva. He has been in the crypto world since 2014.

Stefano di Lecce - COO

Stefano is also a serial entrepreneur, as well as a marketing expert and former IT consultant with "big 5" firms (Bain & Co, Deloitte, Ernst & Young...).

Ivan D'Ettorre - CTO

Ivan is an engineer and serial entrepreneur, with specific expertise in IoT technologies and marketing.

Massimo Barberi - Partnerships and Fundraising

Massimo is a seasoned entrepreneur, with connections in several industries relevant to our business.

## Advisors and Collaborators

Zenel Batagelj - Crypto Strategy

Zenel is a marketing expert and true believer in distributed (blockchain) economy and the disruptive power of smart contracts.

Syed Jafri - EOS Strategy and Technology

Syed is head of dApp development for the EOS Cafe Calgary block producer candidate. He has a lot of experience in developing and using cryptocollectible games on the Ethereum network.

Anthony Vipond - Blockchain Architect

Anthony is an experienced full stack Web and Blockchain Developer.

Georgie Sergia - Senior Smart Contract Developer

George is a Senior Software Engineer, in charge of UNICO's Smart Contracts development.

Antonio Usbergo - Art Director

Antonio is an experienced Video Maker & Entrepreneur, working with high-profile Italian Artists such as Jovanotti, Laura Pausini, etc.

Koen Lukas Hartog - Blockchain Projects Expert

Lukas is an expert Project Manager, very experienced in managing Blockchain Projects for Governmental Organizations.

Nicola Terrenato - Arts & Heritage Advisor

Nicola is a Professor of Classical Archaeology at the University of Michigan. He is also an expert on 3D modeling of ancient artwork.

Mirko Falleri - Institutional Partnerships

Mirko is a former Parliamentary Collaborator with a strong track record in direct marketing and relations with institutional partners in Italy.

## Road Map

Our initial plan was to deploy our platform on the Ethereum blockchain. Later on we decided to move from the Ethereum to the EOS ecosystem. On the technical side, some key EOS features (no gas fees, scalability, etc) are optimal for the deployment of consumer products. In addition, we kept into account the strong expressions of interest and support for our project that we received from a number of players in the EOS ecosystem. Such support also led to change us our business model: initially we were planning a B2C business focused on the collectibles market. Then, the number of requests for support and collaboration that we received led us to believe that we provide more value by play a B2B UAT enabler role rather than selling directly to end users.

Our Road Map is summarized below:

- Q3 2018 Developing and deploying NFT technology on EOS.
- Q4 2018 deploying demos for turnkey UAT solutions. UNICO token distribution. Strategic partnerships.
- 2019 Business partnerships across several markets (collectibles, ticketing, gaming, ...). UNICO token listing on exchanges. Development of exchange-like NFT trading solutions.
- 2020 Worldwide expansion. Release of debit cards with direct access to UNI token balance and partnerships with a wide range of B2C actors to release multi-function tokens. For example, a single token could serve as Collectible + Football Team membership card + discount card for sportswear stores.



## Financials

### Token Distribution Strategy

In 2017 we took the first steps in our token distribution process via a Private Presale followed by a successful "[Seed Crowdsale](#)", which took place in the framework of an event organized by [cofound.it](#) on Nov. 30, 2017. Funds collected in 2017 have been mostly used to deliver our MVP, demonstrating the basic UAT process.

The next step in our token distribution strategy will be the actual minting of UNICO tokens on the EOS blockchain and a Crowdsale, where we aim to raise funds in a range between USD 5M and USD 10M. The details of our token distribution process will be finalized soon.

This is our tentative token distribution breakdown under the assumption that we fully attain our funding goals:

TOKEN DISTRIBUTION		
Main crowdsale	66.8%	1,001,572,971
Marketing & Bounties	2.5%	37,500,000
Team	20%	300,000,000
Advisors	7.0%	105,000,000
Seed crowdsale	2.5%	37,580,312
early presales and bounties	1.2%	18,346,716
Total tokens	100%	1,500,000,000

Based on the amounts raised in the crowdsale, and subsequent revenues, we have a range of options to implement our road map either within schedule, or via an extended runway obtained by scaling down operational costs.

The projected breakdown for the use of crowdsale funds is shown below:

### Use of Crowdsale Funds

