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WHAT ARE NFTs?

NFT stands for Non-Fungible Token. NFT are digital files whose unique identity and ownership are verified by a blockchain and are not mutually interchangeable.

WHAT CAN BE AN NFT?

NFTs can be any type of digital assets. The most common types are collectibles and artworks, objects in virtual worlds, and digitalised characters from sports and other games. An NFT starts with registering ownership of a digital asset on a blockchain. This digital asset can then be sold, with changes in ownership and the cryptocurrency payment received registered on the blockchain.

A LITTLE BIT OF BACKGROUND

Blockchain is a fairly new technology and first gained popularity as the protocol behind the cryptocurrency Bitcoin, which was introduced in 2009 at the peak of the financial crisis. (Nakamoto, 2008; Zohar, 2015).

Aside from this first instantiation and the use case of cryptocurrencies, a broader range of applications emerged – a development that is mainly attributed to the possibility to run pieces of software code on a blockchain (Beck et al., 2016), the so-called “smart contracts”. These smart contracts allow parties that do neither know nor trust each other to securely perform transactions, where the correct execution is ensured by a consensus protocol that runs on all participating nodes of the underlying blockchain and provides consistency (Sillaber and Waltl, 2017.)

NFTs differ from fungible tokens in two important aspects: first, every NFT is unique and it cannot be divided or merged (Voshmgir, 2018); secondly, NFT use use the ERC-721 standard (Entriken, Shirley, Evans and Sachs, 2018), introduced in late 2017, which extends the common interface for tokens by additional functions to ensure that tokens based on it are distinctly non-fungible and thus unique (Entriken et al., 2018).

For practitioners, these distinct properties of NFTs enable a variety of new use cases. It particularly improves the tokenization of individual assets which is not feasible with fungible tokens, as they cannot digitally represent uniqueness.

But NTFs also provide a unique opportunity for crypto investors. Current research shows that NFT pricing is not strongly correlated with cryptocurrency pricing in terms of volatility transmission (Dowling 2021). This has interesting implications for investment portfolios, as low-correlation assets are highly desirable for their diversifying characteristics. Another interesting conclusion shows that there is little spillover between NFT markets (Dowling 2021). This is unlike cryptocurrencies (Moratis, 2021) and stock markets (Bhattarai et al., 2020) which tend to have high spillover effects among their individual markets.
NFT markets emerged to some prominence in early 2021. Within less than three months, the combined market cap of major NFT projects has increased by 1,785% (Forbes, March 29th 2021). These new markets for digital assets grew to about $432m of lifetime total traded volume towards the end of March 2021, but over $200m of that trade happened in the month of March alone. This trade growth was matched by large growth in public discussion and traditional media coverage of (NFTs Dowling, 2021).

NFTs are seen as key to unlock the market for collectibles which has an estimated global market size of USD 200 billion (Fenech, 2018).
WHAT IS KEPHI GALLERY?

Kephi Gallery is a marketplace where artists from different disciplines can get together and share (and monetize!) their work. From visual arts, to music, from movie clips to even theatre, every artist is welcome to mint their NFT and start trading their pieces of art.

WHY KEPHI GALLERY?

The main problem with current NFT platforms are related to their development in the Ethereum blockchain, which translates to very high gas fees for artists and customers. This makes the NFT market in developing economies to be quite limited.

Associated with this issue, NFT platforms are built around the “marketplace” idea, rather than providing artists with a simple yet powerful gallery to properly display their work. They require an educated notion of how blockchain technology works and its advantages, how NFTs are bought and sold and what they represent. This can alienate the not-so-tech savvy artists into entering the NFT community.

OUR VISION

Our vision is that everyone can mint, buy and sell their digital collectibles easily, securely and with low fees.

**SIMPlicity**

Just upload your work (graphic, music...), mint it to make it unique, and start monetizing whenever someone buys it. Leave all the “tech stuff” to Kephi!

**SECURITY**

Identity and ownership are verified by a blockchain and are not mutually interchangeable. So no one can take advantage of your hard work without recognizing your authorship!

**LOWER FEES**

Unlike most NFT platforms that use the Ethereum blockchain, we base all transactions on KardiaChain’s blockchain. What does that mean? Low fees to mint and sell your work, low fees when you buy them!
In distinction from most existing NFT sites, which are built on the Ethereum network, Kephi Gallery is built on KardiaChain. Why? Three reasons: accessibility, cross-chain integration and lower fees. NFTs, minted on Kephi Gallery will use the KRC-721 standard and pay fees using KAI (which is x10,000 times cheaper than ETH). Other than that KardiaChain can approve 6000+ TPS, with 5s confirmation time.

Kephi’s Gallery V1.0 will allow users to mint and trade their collectibles with KAI, whereas V2.0 will enable cross-chain availability. This means that users will mint their NFTs with KAI and then the trading can be done on any coin/token connected to KardiaChain blockchain (ie: ETH, TRX, BSC, NEO, etc).

It’s worth noticing that the creator of the NFT will always have rights to receive royalties from the secondary market. That is to say that he or she will still be monetizing their work even after the original sale. 10% of every secondary sale will go to the artist/creator.

**What’s Kephi Token?**

Kephi Token (KPHI) is Kephi Gallery’s own utility token. KPHI will be available for mining by those who use the platform to buy and sell NFTs. Aside from that, we will have a broad Loyalty Program in which KPHI will be used for benefits such as:

- Discounts on fees
- NFT Airdrops
- Special profile frames (to make your artwork standout)
- Appear on KEPHI’s own collection
  ...and many more!
**TOKEN METRICS**

**Token name:** Kephi Token  
**Ticker:** KPHI  
**Blockchain:** BSC / KAI  
**Contract address:** 0xfa4a5c4ce029fd6872400545df44675219c2e037 (BSC) / 0x6CD689DefCA80f9F2CBED9D0C6f3B2Cf4abc4598 (KAI)  
**Total supply:** 50,000,000 (Max. total supply will always be 50,000,000. The excess of it on any of the blockchains will be locked in a proof-of-assets contract)

**Starting price per token:** 0.06 USD  
**Divisible by:** 18 decimals  
**Launch:** Initial DEX Offering (IDO) on BSC and Initial Farming Offering (IFO) on KAI  
**Hard cap:** 8,000,000 (divided equally among both blockchains)  
**Token Vesting Periods for Kephi Team:** Vesting 12 months  
**Token Vesting Periods for Advisors:** Vesting 12 months  
**Token Vesting Periods for Seed investors:** Vesting 6 months  
**Unsold tokens on the IDO/IFO will go towards Future Development**
ROADMAP

2021

Q2

COMMUNITY BUILDING & MARKETING CAMPAIGN

Q3

SECURITY AUDIT

PRIVATE SALE

IDO/IFO

16% OF THE SUPPLY WILL BE AVAILABLE FOR PURCHASE AT A PRICE OF 0.06 USD.

Q4

AIR DROP CAMPAIGN

DEX LISTING

PRODUCTION LAUNCH

ALPHA AND BETA TESTING OF THE KEPHI GALLERY PLATFORM

ROADMAP 2.0 & WHITEPAPER

2022

Q1

PRODUCTION LAUNCH

V1.0, PLATFORM RELEASE! NFT CAN NOW BE SOLD AND PURCHASED WITH KAI-TOKEN AND ANY COIN/TOKEN CONNECTED TO KARDIACHAIN BLOCKCHAIN

KPHI MARKETPLACE MINING

THE KPHI MARKETPLACE MINING STARTS WITH EXISTING USERS

NFT AIRDROP FOR IDO BUYERS

IDO INVESTORS STILL HOLDING THEIR ORIGINAL POSITION WILL RECEIVE AN EXCLUSIVE IDO NFT
TEAM & ADVISORS

CORE TEAM

NICOLÁS VERDEROSA
CO-FOUNDER AND CHIEF EXECUTIVE OFFICER (CEO)

Lawyer, with 10 years of experience in the public sector as government legal advisor. Firm believer in the financial independence that blockchain technology provides. Nicolás has been in crypto since 2017, and rapidly became a referent of the LATAM region.

His area of expertise is Marketing and PR, and among important positions he held are LATAM Head of Partnerships of PrimeXBT, Arum Trade Head of Sales and Huobi Global Business Development Manager. He also helped many crypto projects develop within the region.

He is also KardiaChain Official Ambassador. Apart from crypto, his other passion is art. Having been in the theatre industry for all his life, first as an actor and later on as a producer.

JOAQUÍN COCHERO
CO-FOUNDER AND HEAD OF PARTNERSHIPS

A PhD with 15+ years in data science and statistics, with a spice in programming and mobile development, and a firm believer of the democratizing power of the blockchain technology.

In the crypto-world for over a year, he’s just starting in the NFT ecosphere. Eager to make partnerships with Kephi? He’s the guy to talk to!
GERMÁN TRAUTMAN  
CHIEF TECHNOLOGY OFFICER (CTO)

Computer Engineer, Entrepreneur & technology lover. Detail-oriented IT professional specialized in finance and Blockchain. Has been involved in global fintech projects for the last 5 years and has started in the Crypto market 3 years ago, working as an advisor, contributing with crypto adoption, and developing Blockchain software solutions.

He is also MyWish Official Ambassador.

NICOLÁS ALBARELLOS  
CHIEF OPERATING OFFICER (COO)

He studied computer engineering and business administration. He has been in the crypto ecosystem for over 5 years as a trader and advisor.

Participated in several IT projects, gaining experience in software business management.

He is currently focused on the development of blockchain-based platforms, and is one of the ambassadors in Latin America for My-Wish, a world leader in the development of smart contracts.

JAVIER IBARGÜEN ACOSTA  
CHIEF FINANCIAL OFFICER (CFO)

Marketing and Business Professional, Trader, Consultant, Project Analyst, Entrepreneur with 10+ years of experience. Founded several technology related companies.

For the last 2 years he has been sitting as CEO of the crypto project Beer Money.
TEAM & ADVISORS

IVÁN MARCHENA  
STRATEGIC ADVISOR

Business Development Executive with more than 10 years of experience in the international arena on the financial market field, highlighting his participation in Alfa Bank, the largest private commercial bank in Russia, and in FX brokers such as Alpari and Libertex Group, as Head of Sales.

He was also the architect of PrimeXBT’s expansion in Latin America having held the position of Vicepresident of Latin American operations and is currently COO of Arum Trade broker.

MAGDIELA RIVAS NUÑEZ  
PR ADVISOR

Experienced professional in blockchain, business development and public-private partnerships to promote economic and social development in Latin America.

Specialized in cryptocurrencies and social entrepreneurship, she looks to foster the adoption of the crypto space by enabling companies to grow their business and adapt their products and services to the actual market needs.

She is one of the most renowned women in crypto space in Latin America, having developed, promoted and expanded the Paxful brand to over 200K Latin Americans under her management.
LEW TRAN
TECH ADVISOR

High-level system engineer with 12+ years of expertise in building distributed network and infrastructure for enterprises leveraging emerging technology. He was the CTO at INVESTIP Group - a 30+ years and one of the first Intellectual Property Agency in Vietnam, consulting businesses around the globe, building technology copyrights, patents and technology transferring.

He has been in crypto space since 2016, R&D about blockchain technology, ethereum core contributor. He is now holding the position as Director of Product Development and Head Of Engineering at KardiaChain.

Coding is love, coding is live. He is also the co-founder of SmartPam - a company develops IoT services and manufactures IoT devices.

EDWIN BURGOS
MUSIC ADVISOR

Multiple Business Owner/Entrepreneur with over 10+ years experience in Real Estate, Cryptocurrency, Network Marketing and the Music Industry. Edwin offers a wide range of specialized knowledge – from Music Development, to Business Ownership/Mentorship programs, to Crypto Currency.

Mr. Burgos specializes in helping Musical Artists, Crypto Traders and upcoming Entrepreneurs achieve their goals. After a successful career, he now shares with people the tools & resources to achieve the same success, if not better.

Mr. Burgos is no stranger to finances & the Music Industry. He has spent over 10+ years handling business decisions, learning and making connections along the way.

The Record Label (Rrecords) was launched in 2009 and has since helped multiple recording artist achieve the dream of their music being heard around the world.
SEAN MCDONNELL
COMMUNICATION AND EDUCATIONAL ADVISOR

Sean has been in blockchain since 2017 as a technical analyst but most recently in 2020 he became a valuable ambassador for Kardiachain.

He has spent countless hours educating and helping the community over the past year.

He has also created the bridge for potential partnerships within the Kardiachain ecosystem and helped establish a foundation to be built on.

LUCÍA VERDEROSA
COMMUNITY LEAD & ARTISTIC ADVISOR

Visual artist with a Set design major. She is also an art director for music videos and short films, currently dedicating her time to studying and creating NFTs.

Her area of expertise is Marketing and community management. She loves finding new artists and techniques to work with.

PEYMAN
FILM, GRAPHIC AND MARKETING ADVISOR

5+ years experience in News & Media production. Studied film, directing and graphics at MET Film school London. Experienced in directing and visual art.

Combining knowledge into the world of blockchain, he creates content for Kardiachain as an official Ambassador.

NICOLÁS MALONE
LEGAL ADVISOR

Nicolás (Nick) is a lawyer, specialized in financial integrity and regulations for the fintech industry.

He worked for more than 5 years for the Financial Intelligence Unit of Argentina, investigating money laundering and developing efficient regulations to foster financial inclusion without neglecting the integrity of the financial system. He also integrated the Pool of Experts of the Egmont Group of Financial Intelligence Units, with HQ in Canada.
USEFUL LINKS

Web
Email
Telegram Chat (English)
Telegram News Channel (English)
Telegram Chat (Spanish)
Telegram News channel (Spanish):
Twitter
Facebook
Instagram
LinkedIn
Medium
Discord
Github
Bitcoin Talk
DIGITAL COLLECTIBLES FOR ALL

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