Senkusha

Invest in the Next Distinguished Artist via NFT

Senkusha enables any individual to support and "invest" in high-growth artists and athletes via Utility NFT(s) in the early stages of their career.

Senkusha carefully selects early-stage artists and athletes who need to raise funds to develop their professional careers further. Senkusha collaborates with high-level industry experts to make estimations of the Talent's future trajectory based on their current performance and achievements. Every Utility NFT project that is published on Senkusha is non-equity-based crowdfunding. Hence, individuals investing or supporting a Talent do not own any part of the Talent's brand, products or intellectual properties, and there is no direct ownership of the related Talent's career. The money raised is used for specific needs outlined before the project launches. Each NFT purchased is used as proof of support for a particular artist or athlete. Based on each project's conditions, there are exclusive benefits that NFT holders can redeem each year on a date noted before the project's launch. These benefits are unique to each project and outlined before the launch. These exclusive benefits vary depending on the number of NFTs held by an individual. Benefits should be considered appreciation from the Talent to the NFT holders for being loyal supporters, rather than goods or services sold with NFTs.

Proof of support is in the form of NFT(s). Hence, it can be transferred between different individuals. As the Talents' career grows, their fan base will also grow, which would increase the demand for the NFTs in the Talents project as new fans want to show support and gain access to the exclusive benefits offered by holding the relevant NFT(s). Due to this increase in demand, the value of the NFTs released in a Talent's project on Senkusha will increase over time, relative to the growth of the Talents' career.

Senkusha aims to remove socio-economic barriers and discrimination in society and allow any Talent, no matter their background, the opportunity to pursue their calling. Senkusha also believes Talent should be able to access this financial support and not have to give up brand equity. Finally, unlike traditional crowdfunding models, Senkusha wants to provide unique and exclusive value to supporters and investors. Senkusha intends to do this by utilising blockchain technology's authenticity, tracking, and trading.

Disclaimer

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The information contained in this document may include or incorporate by reference, forward-looking statements, which would include any statements that are not statements of historical fact. Senkusha accepts no warranties to the accuracy of such forward-looking statements. Any projections, forecasts and estimates contained in this document are necessarily speculative in nature and are based upon certain assumptions. These forward-looking statements may turn out to be incorrect and can be affected by inaccurate assumptions or by known or unknown risks, uncertainties and other factors, most of which are beyond Senkusha's control. It can be expected that some or all of such forward-looking assumptions will not materialise or will vary significantly from actual results.

Contents

Executive Summary

Senkusha is a platform where talented artists, athletes and musicians can have their Kickstarter-type, NFT-based crowdfunding projects published with the help of Senkusha, which provides unique rewards to their supporters.

Senkusha's vision is to create a place where anyone can support early-stage Talent, synonymous with angel investing, thereby bringing more opportunities to Talented people and removing financial disparities in society. Senkusha hopes to give everyone a fair chance of success whilst also providing exclusive and unique benefits to supporters and investors that have never been available before.

In the current arts, music and sports industries, many talents must give up most of their time that could be spent developing their craft to work and get paid for essential equipment or services for their career. No matter how talented they are or how great their potential is, the majority need to sacrifice opportunities and potential to deal with the challenges that financial disparities present, which often leads to significantly reduced growth or the end of their professional careers. The few that do make international heights tend to have extensive financial support from family or connections within the industry. This limits the ability of talents with different backgrounds to succeed and creates an unfair playing field in each industry.

Today, there are certain external funding sources that artists and athletes can utilise to support their careers. However, with few positions and limited support, only a very small minority gets access to these channels, compared to the massive amount of talented artists, athletes and musicians in need. In the US, the minimum budget for starting a professional career in music is USD 7,050 (Blue Rhymez Entertainment, 2021). In reality, the cost is exponentially higher for people like the artists who want to create high-quality music.

Senkusha aims to overcome these limitations and accelerate the growth of truly talented artists and athletes by providing another funding source. Senkusha will identify and help talent launch non-equity-based Kickstarter-type crowdfunding projects using NFTs. 100% of the funding generated through NFT sales goes towards fulfilling the specific needs of each talent. All needs are outlined before the launch of the project. Senkusha manages the fund and audits each purchase to ensure the fund is used for the needs outlined before the project's launch. Through this process, Senkusha makes funding for early-stage artists', athletes' and musicians' careers easier than ever before. Senkusha also believes that supporters should be able to benefit from helping their favourite artists in their time of need. With Web3 technology, it is now possible. Artists and athletes can now provide exclusive access to unreleased music, 1 on 1's, access private events and parties, and more to show their appreciation for the support they receive.

Depending on how many NFTs a supporter is holding, there will be certain benefits each talent will provide holders based on the project's outlined conditions. This will be redeemable each year at the date noted in the project. Since the value of NFTs is intertwined with the Talent, as the talent's career grows, the value of the NFTs in a project grows simultaneously. As the talent's career grows with the help of the fund, so does their fan base. This leads to more demand for the exclusive benefits offered by a project and the associated talent. With an increased

exchange of NFTs, the value of each NFT will increase, providing financial benefits to their holders as well.

Senkusha uses the same ideology as angel investment, believing in the future of a handful of carefully chosen, early-stage companies with a lot of potential and a great team and investing in them. As the company starts growing, the valuation of the company increases, as well as the value of each share. As a result, angel investors can make 1,000 - 2,000 times ROI on their initial investment by supporting early and selling shares after the company becomes public.

Senkusha Ecosystem

The Senkusha ecosystem consists of three aspects that provide a comprehensive, unique experience for all parties involved.

1. **Talents**: The "talent" represents any artist or athlete selected by Senkusha through their selection process and launches an NFT project on Senkusha's platform to raise money for specific needs.

2. **Senkusha Platform**: In the Senkusha ecosystem, Senkusha acts as a platform that publishes projects and ensures the quality of each project and each talent. Senkusha also provides payment solutions for supporters, minting services for NFTs, due diligence on the project information and talent, and fund managers to ensure the talents are using the fund as promised. NFT exchange services will not be included in the services provided by Senkusha. Unlike other NFT projects, there will be an independent third party to verify and investigate the project before it is listed.

3. **NFT Investors**: "NFT Investors" represent the people who buy a Talent's NFT(s) either by minting from the beginning of a project or purchasing the NFTs through secondary sales. These may also be called "supporters", "fans", or "investors".

Within the Senkusha ecosystem, the value of each NFT will be heavily reliant on market demand and the growth of the Talent's career. There may also be other secondary factors that influence the value of each NFT, like rarity, subjective preferences or art quality. Senkusha does not believe the secondary factors will affect the price to the extent that traditional PFP NFTs have shown. Senkusha will provide and maintain the Discord channel allowing all parties within the ecosystem to collaborate and benefit from its use.

However, Senkusha won't provide any direct NFT exchange platform or feature for the exchange behaviours. The decision and performance of the NFT holders to exchange the NFT with others will purely depend on their own will and will be performed on other systems like Openseas or Raible.

Senkusha NFT

All NFTs from projects listed on the Senkusha platform will be considered "Senkusha NFTs". NFT projects will be minted with Ethereum. This is subject to change, and projects may be minted with other blockchains based on the requirement of each project's Talent, the market, or Senkusha's requirements.

All-or-Nothing funding principle

Senkusha follows the All-or-Nothing funding principle. That is, only if the total amount of funding received from the NFT sales under a project has reached the given goal Senkusha will lock the funding for the Talent to redeem for the need(s) specified in the project description. If the funding fails to reach the goal before the end of the raising period of the project, the project will be considered "failed". Once this has been confirmed, Senkusha will start the refund process by

buying back all purchased NFTs minted from Senkusha under the project labelled 'failed'. The refund will occur in USD. Senkusha will only refund primary sales, those bought directly from Senkusha and not those bought from secondary sales that have been transferred more than once. A holder will not be eligible for the refund if their NFT was received from anyone other than Senkusha. Hence, the holder must be the one that minted the NFT from Senkusha. Otherwise, they will not be eligible for a refund from Senkusha.

Available Blockchains

In general, the following decentralised, open-source blockchains are supported by Senkusha and may be used for NFT listing. This list could become longer depending on the demand of project creators (Talents).

Ethereum

Official Website: https://ethereum.org/

Related Crypto Currency: ETH

Ethereum is the largest blockchain in the NFT trading market. By January 2022, Ethereum held around 80% of the market share of NFTs (Canny, 2022a) and around 70% of the market share of the decentralised finance (DeFi) market (Canny, 2022b). While the market share is declining, based on the reports, it is still the biggest player in the market and the most popular option for NFT investors. Ethereum also has some of the most popular NFT projects on the market, such as CryptoKitties and CryptoPunks (Belova, 2022).

Meanwhile, it is also worth mentioning that Ethereum is the blockchain that takes the most transaction fee (usually USD 20-70 per transaction) among all blockchains. And it can only proceed with 13~15 transfers per second due to its popularity and the Proof-of-Work (PoW) mechanism (Ethereum, 2022b). But those issues are said to be solved when Ethereum 2.0 is released, which will move Ethereum to a Proof-of-Stake (PoS) mechanism (Ethereum, 2022c), reducing the transaction fee significantly and increasing the transaction processing speed (Belova, 2022). This update, officially called "The Merge", is expected to be implemented later in the last two quarters of 2022 (Ethereum.org, 2022). Even until then, Ethereum will still be the first-recommended choice for NFT listing for its popularity, security, and ease of use (Thomas, 2022).

Solana

Official Website: https://solana.com/

Related Crypto Currency: SOL

Solana, the second-fastest blockchain in the market (Bitgert, 2022; Solana.com, 2022; Analytic Insight, 2022), is also an optional blockchain on Senkusha. Unlike Ethereum, it uses a unique combination of Proof-of-History (PoH) and Proof-of-Stake (PoS), which removes the need for miners and allows Solana to achieve a much lower transaction cost and a much higher transaction speed (Thomas, 2022).

While the market share of NFTs on Ethereum was declining, Solana was capturing most of the NFT volume share (Canny, 2012a). Solana is one of the biggest and fastest-growing blockchains and has gained nearly an identical quantity of unique NFT buyers to Ethereum as well as Flow by the first quarter of 2022, making it one of the most attractive blockchains in the NFT market (Trautman, 2022).

Polygon

Official Website: https://polygon.technology/

Related Crypto Currency: MATIC

Polygon is now one of the most popular blockchains for utility-based NFTs to be minted and listed for sale (Basulto, 2022). As a layer-2 network, Polygon was built based on the Ethereum blockchain and aimed to solve the issue of slow and costly transactions seen on Ethereum (MacDonald, 2022) and is based on PoS consensus (Polygon, 2022). Polygon is also supported by Opensea (Opensea.io, 2022). As an additional advantage, all existing NFT projects based on Ethereum also exist on Polygon, allowing buyers to access a much wider range of NFTs than other blockchains (Brown, 2022).

Tezos

Official Website: https://tezos.com/

Related Crypto Currency: XTZ

Tezos is a blockchain that enables the effortless execution of P2P transactions and serves as a sophisticated platform for deploying smart contracts. It runs on its unique Liquid Proof-of-Stake (LPoS) consensus mechanism that allows it to achieve 40 transactions per second (TPS) with a much lower transaction fee compared to Ethereum (Belova, 2022).

Flow

Official Website: https://flow.com/

Related Crypto Currency: FLOW

Flow is a blockchain that was designed to solve the blockchain congestion problem. It also uses PoS consensus with a unique mechanism that splits the validation process into four separated groups of nodes to make its transaction flow more stable and secure, as well as make it more expandable for developers (Hayward, 2021).

NFT Storage

Each NFT project that Senkusha publishes will have a unique, original art attached to the related NFT(s), which is not limited to pictures. The related media files will be stored on the Interplanetary File System (IPFS).
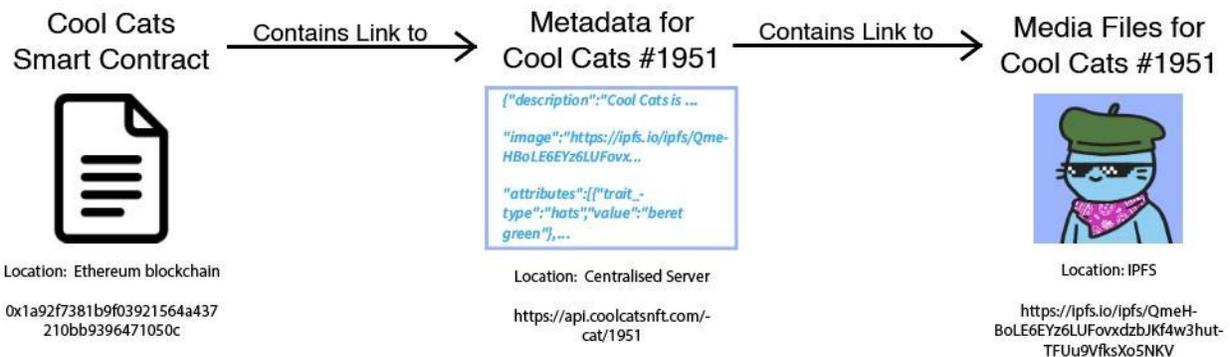
Example of a common NFT data structure (Kufour, 2022)

The purpose for not storing information on the blockchain is that data storage on blockchains is expensive, and storing a file the size of an image, a song, or a video, would be even more expensive than a few lines of media and is unnecessary in this context (Kufour, 2022). Using IPFS, Senkusha will be able to store the media file's location instead of the file itself on a blockchain, significantly reducing the amount of data required for minting. This allows Senkusha to deliver high-quality NFTs with lower minting costs.

NFT Art

The NFT art published on Senkusha will be produced via two methods:

1. Provided by the Talents themselves, or
2. Senkusha sources qualified artists to create the art for the project based on the specifications expressed by the Talent.

NFT Utility

The concept "utility NFT" refers to an NFT with a certain usage outside a verified certificate for owning specific artwork. For example, a gaming NFT, represents a character or an item that players can use in-game (Bailey-Lauring & Gansen, 2022). In Senkusha, all NFTs published are utility NFTs. Holders are able to redeem certain benefits from Talent based on the number of NFTs they are holding from a Talents NFT project. For each project, the Talent will give a list of benefits they are willing to offer the NFT holders yearly based on the number of NFTs held. The list will be publicly accessible when the project is published. To gain the related benefits, a holder must own the specified amount of NFTs at the time appointed before the project's launch throughout the year. All NFTs in a project share the same utility power. Only the number of NFTs held increases the benefits offered to holders unless specified in the project before launch.

When an investor redeems a benefit from a Talent, the wallet ID and/or the email address will be required by Senkusha to validate the number of NFTs held by the holder and check if they qualify for the benefit they are redeeming. If the number is insufficient, the redemption will be rejected; otherwise, the redemption will be processed, and the Talent will be informed that the selected benefit has been redeemed and will be allocated. If this requires aligning and organising a time with the Talent, Senkusha will mediate this process to make it happen at the time most convenient for the Talent and holder. Each benefit will be redeemable once a year unless specified in the project description.

NFT Purchasing

There are two ways an investor can obtain NFTs:

1. Minting from the project by purchasing or preordering an NFT(s) from Senkusha. Once all NFTs from a project are minted or preordered, an investor will no longer be able to purchase any NFTs belonging to this project from Senkusha through this method.
2. Exchanging with other holders of the project. The investor can purchase NFTs from other holders, although Senkusha will not supervise this process.

Security

Senkusha is responsible for the validation of each Talent and for protecting the rights of the investors. The responsibilities of Senkusha include:

1. Verifying the information provided by Talent

As the platform that hosts NFT projects created by Talent, Senkusha is responsible for validating the information provided by Talent to ensure it is accurate. Suppose false information is found during the verification. In that case, the Talent will be denied access to the Senkusha

platform and unable to post the project or have their profile publicly visible on Senkusha. On the other hand, if false information was found in a posted or incoming project, Senkusha will also suspend the project and the Talent until the issue is resolved or Senkusha has made the decision to remove the Talent and their related projects.

2. Storing and managing the raised fund.

Any funds generated by the sale of NFTs during the project's purchase or pre-order stages will be instantly converted into USD and stored in Senkusha's temporary account before being sent to the Talent on the completion of the raise or refunded in the instance of a failed raise. The related Talent will need to redeem the fund with proof of spending for needs outlined in the project description. By doing so, Senkusha ensures that the funds are used in a predetermined manner. The Talent will not be able to receive any funding from any of their projects until proof of spending is provided to Senkusha.

3. Perform the refund process if an NFT project fails to hit its target.

If the goal isn't reached when the fundraising period ends, or if the talent fails to claim the funding for any reason, the project will be discontinued. Senkusha will start the refund process whereby Senkusha buys back all NFTs minted and sold to the investors under this project.

In the refund process, Senkusha will inform all holders who purchased one or more NFTs from Senkusha directly and still holds at least one related NFT when the refund process starts. Senkusha will also ask to buy back the related NFT(s) for the amount purchasing price that the investor paid in the pre-ordering or purchasing process. The refund will occur in USD and be equivalent to the cost of the NFT only, not including gas fees or service fees. Senkusha will only refund the NFT(s) that have not been traded since minting. If an investor purchased more than one NFT, they would only be refunded for the NFTs directly purchased from Senkusha and not subject to any secondary trade(s). During the refund process, the funds will be converted back into USD, and all refunds will occur in USD regardless if the investor purchased in USD or cryptocurrency. If the investor agrees to sell the NFT back to Senkusha, Senkusha will liaise with the investor to further discuss how the refund will be performed. Otherwise, the investor may also choose to keep the NFT they have minted and purchased from Senkusha. But in that case, such an NFT will no longer be able to redeem any benefit from its related project.

The refund process will only be available for the first holder of the affected project NFT(s). If the NFT was transferred before the refund process occurs, the holder of the transferred NFT(s) would not be eligible for a refund by Senkusha.

Challenge and Risk

The administration of Senkusha identifies the challenges and risks on the date of registration of this whitepaper. This section does not exclude the possibility of there being other risks.

Laws that affect Investors

It is the responsibility of any investor on Senkusha to inform themselves of and to observe and comply with all applicable laws and regulations of any relevant jurisdiction. Prospective investors for any project listed on Senkusha shall be expected to consider the risk factors identified in this section and any others that apply. If any risks were to materialise, a negative impact on Senkusha's finances and operational performance could occur, which could hinder the ability of Senkusha to fulfil its obligations disclosed in this whitepaper.

Laws that affect Senkusha

Senkusha is subject to various laws, including regulations and rules issued thereunder, and is at risk in relation to changes in the laws and the timing and effects of changes in the respective legislation. This includes changes in the interpretation thereof which Senkusha cannot predict.

Technological Challenge and Risk

Senkusha relies on the continuation and adequate functioning of its technological infrastructure. Hence, it is subject to various risks relating to the proper maintenance thereof. These risks include but are not limited to cyber-attacks, data theft or other unauthorised use of data, and other malicious interferences. Certain parts of the infrastructure may be outsourced to third parties. In such cases, Senkusha is reliant upon technology arrangements developed by such third parties for the running of its undertaking, and it is exposed to the risk of failures in such technological arrangements.

Accuracy of Talents' Information

Another main challenge in Senkusha is ensuring the accuracy of the Talents' Information published on Senkusha. If the information about a Talent on Senkusha is inaccurate, it may mislead prospective investors and lead to undesirable purchasing decisions. To prevent this, Senkusha will put in place systems to perform the necessary investigation to verify the information about each Talent with an intention to be published on Senkusha in detail. The Talents will need to pass Senkusha's verification process to be published on the Senkusha platform. Suppose we find inaccurate information after the publication. In that case, we may adjust the information published on the Senkusha platform about relevant Talent; or suspend the Talent from Senkusha and inform all investors regarding the issue to prevent further potential loss.

It is to be noted that the information Talents release on channels other than the Senkusha website and Senkusha Official Discord Server are not under the supervision and management of Senkusha. That means, Senkusha will not be able to and will not take responsibility for the

verification and credibility of the information Talents release on any other channels. Investors will be responsible for validating the information on those channels.

The Growth Rate of Talent

The risk of investing in a Talent on Senkusha is potential financial loss or lack of profit. These may occur due to the growth rate of the Talent not reaching the level that fans or investors expected, as the value of an NFT would depend on the size of the fanbase of the Talent, reputation, and the growth of their career. The investors and fans can track the Talent's career updates on the Talent Profile page on Senkusha, or the Senkusha Official Discord Server. Senkusha will continuously update profiles on its official platform and channels.

The Benefit-Delivery Capability of Talent

Another risk of investing in a Talent on Senkusha is that the Talent may be incapable of delivering the benefit promised in the project description. If the benefit is not delivered successfully, it will harm the fans' confidence in the project and the Talent, which may lead to a decrease in the value and demand for related NFT. As such, Senkusha will take the responsibility to confirm with the Talent if the benefits listed in the project can be delivered before the project is published and continuously follow up with the Talent to ensure the promised benefits of the project can be achieved and delivered. If any benefit becomes temporary or permanently unavailable, we will post announcements on our official channels and update related information on the Senkusha website at once.

Business Model

Senkusha is a platform that helps Talent publish Kickstarter-style, Non-Equity-based Crowdfunding NFT Projects to support their career growth. During the process, Senkusha will provide the following services to the Talent and the community:

Services for Talents

1. Publish projects

    Senkusha will help Talents to publish their projects on the Senkusha website and the relevant blockchain.

2. Provide copywriting and NFT project formatting services

Senkusha will support Talent in copywriting and project formatting for their NFT projects to make them fit the regulations and requirements of Senkusha.

3. Marketing assistance

   Senkusha will help promote the published projects by spreading the information in other communities and through our public relationships, including potential paid marketing services.

4. NFT creating service

   Senkusha will help upload art and list NFTs.

5. Community management

   Senkusha will provide suggestions and guidance to Talent on managing the community for a project, including the suggested rules to be applied and how to deliver the benefits to the NFT holders.

6. Events and hosting assistance

   Senkusha will provide guidance and assistance on operating, organising and managing events and meetups for Talent.

Services for Investors

1. Audit and verify the information and legitimacy of projects

   Senkusha will audit and verify the information and legitimacy of all projects on Senkusha before and after the publication. It is to ensure the credibility of the information provided and the delivery of benefits by the Talent. This also includes verifying the information and background of the Talent. Through this, Senkusha aims to keep a high standard on the quality of projects on Senkusha and ensure the utility of each NFT published through our platform.

2. NFT project rating service (coming in 2023)

   Based on the information provided in each project, Senkusha will provide the rating of the risk level for investment. This will indicate how likely the NFTs under the project will perform in the future. The rating takes multiple considerations such as the possibility for the Talent to achieve the goals if the project is successfully funded, the possibility of the project being successfully funded, and how the value of NFTs in the project is projected.

3. NFT minting and purchasing service

   Senkusha provides the minting and purchasing service for investors. For investors who don't own a crypto wallet, Senkusha can mint and hold the NFTs under their names until they obtain a wallet and are capable of receiving their NFTs. Investors can also perform purchases through Senkusha with cryptocurrency or credit cards based on the demand.

4. Key information update

   Senkusha will maintain the Talent profile pages and project pages. New information will be added to the related pages as soon as possible. The update will also be posted on the Senkusha Official Discord Server.

Revenue

Users will be charged a small fee for using services such as minting provided by Senkusha. The majority of Senkusha's revenue will come from transaction fees for pre-orders and minting services provided by Senkusha and the royalty fee in each transaction. Meanwhile, all funding raised from the NFT sales will be used to support the related project and to help the related Talents to reach their goals.

Transaction fee:

- 12.5% of the amount of transaction for minting an NFT(s) or pre-ordering through Senkusha.

Royalty fee:

- 2.5% of the cost of the transaction for transferring the NFT after being minted through Senkusha.

- 1% of the cost of the transaction for transferring the NFT after being minted through Senkusha will be given to the artist(s) of this project to support their community operation.

Roadmap

Previous Milestones

April 2022

- Senkusha's website is published.
- Senkusha's pitch deck is created.
- Idea sharing with communities, gaining feedback.

May 2022

- Formation of Senkusha Team completed.
- Acquired the first Talent to publish a project on Senkusha.
- Verified the information and background of the Talent.
- Completed drafting of the NFT art for the first talent and project.

June 2022

- Released the profile of our first Talent, Ash Supé.
- Released the details of the project created by Ash Supé.
- Created Senkusha Official Discord Server and began growing the community members.
- Created Senkusha Official Instagram Account.
- Collaborated with multiple NFT groups and increased our project awareness.

Future Milestones

July 2022

- Start the preorder period for the first project.
- Kickstart the first project with a Senkusha event for preorder.
- Free-mint event for the project in Senkusha Official Discord Server.
- Officially release the preorder system.

August 2022

- Start the official mint period for the first project.
- Kickstart the first project with an event on Senkusha for the official mint.
- Start accepting applications to publish new projects for early-stage artists.

September 2022

- End the official mint period for the first project.
- Let the Talent create a Discord Server for all NFT holders of the project.
- Start funding management for the first project, and update the community about the fund usage regularly.
- Select the next 5 projects from the applications Senkusha receives in August.

October - December 2022

- Successfully finish fundraising for 5 new projects, estimated total raise of $50,000 USD.
- Release Senkusha 2.0 with the following updates:
    - Automate the process of project releases.
    - Enable potential Talents to send applications directly, and manage and publish their projects after the applications are accepted.
    - Streamline application and verification procedures to reduce the time required for the overall process.

January - March 2023

- Publish 10 new projects, and manage the process with the support of Senkusha 2.0, estimated total raise of $100,000 USD.
- Add more blockchains to our supported blockchain list.

April - June 2023

- Successfully finish fundraising for 10 new projects.
- Publish 20 new projects, estimated to raise USD 500,000 in total.
- Start accepting applications for publishing new projects as the Talent who has achieved regional success and seeking globalisation.
- Start accepting Talent applications from athletes.

July - September 2023

- Successfully finish fundraising for the 20 new projects.
- Publish 50 new projects, estimated to raise USD 1,500,000 in total.
- Start forming the Senkusha Scout Team, and expand our range to international Talents.
- Release Senkusha Rating System for estimating and displaying the risk level of each project on Senkusha.

October - December 2023

- Successfully finish fundraising for < 45 projects.
- Publish 100 new projects, estimated to raise USD 5,000,000 in total.
- Complete the Senkusha Scout Team formation.
- Release Senkusha 3.0 with the following updates:
    - Automate audition and verification to reduce the time required for the overall process.
    - Allow plugins to be added to Senkusha to allow Talents to create and manage content, create and edit NFT arts, manage Discord Servers, etc.

2024 - 2025

- Release over 1,000 new projects per year.
- Raise $50,000,000 USD in total per year.
- Maintain the fundraising success rate of 80+% yearly.
- Release Senkusha DAO, and let the community supervise the fund usage.

The Team

We have assembled the right team to execute our vision: World-class founders with rich experience in the field of startup, blockchain, and business operation.

Core Team:

Zifeng Liang, Co-Founder and Chief Executive Officer

Zifeng has been involved with multiple start-ups in the tech industry with two successful exits on his Résumé. As ex-CEO of Skillsme, and head of Talent and Growth at Talentbar, Zifeng has had years of experience achieving high growth for startups and businesses. The Blues Award from The University of Auckland was presented to Zifeng for his extraordinary achievements in innovation in the business sector with Skillsme. Zifeng is also an avid NFT investor and collector.

Takeshi Suzuki, Co-Founder and Chief Operating Officer

Takeshi is a Biomedical Scientist/Laboratory Technician who turned tech and start-up enthusiast after spending his spare time away from The University of Auckland with different

startups, including Ārepa, and Venture Capital firms such as PhaseOne. After his studies, Takeshi spent time developing and running outbound campaigns for SaaS companies like Project works, Optimal Workshop, and Sales Science, increasing ROI by an average of 400%.

Terry Windwalker, Co-Founder and Chief Technical Officer

Terry is ex-CTO and Co-Founder of two successful start-ups, such as Skillsme, and has 7 years in the industry as a Full-Stack Software Developer. Hence, Terry is the epitome of a tech enthusiast, with his main focus now being Web Application Frameworks, Server-Side Applications, and Blockchain.

Advisors:

polymatic.eth, NFT Advisor

Polymatic is an early-stage cryptocurrency investor and NFT enthusiast and the CTO of a world-class AI company. With rich experience in crypto and new technologies and invested in many NFT projects, including Psychedelics Anonymous and other successful projects, he has a unique perspective on the NFT market and blockchain technology. He is also a big believer in utility NFTs.

What's Next?

Senkusha has a clear product roadmap and a top team to execute the vision to build a platform that delivers NFTs with real utilities to the world. Within the next 4 years, Senkusha plans to create a human-capital investment ecosystem that uses the same ideology as the angel investment system today. Senkusha's aim is to reshape the music, art, and sports industries and provide the next level of support to young talent to help them achieve new heights in their careers. In the meantime, Senkusha is dedicated to creating a more sustainable and secured NFT investment system that lowers the risk of unethical behaviour and inside jobs in NFT projects. We also have a list of goals we want to achieve, which are in the experiment stage, such as:

1. DAO

   Currently, Senkusha is the organisation that handles, organises and manages the entire operation from talent acquisition to publishing and marketing of a talents project. In the future, Senkusha hopes to migrate to a DAO structure and let the community members make decisions in the process instead of Senkusha. Becoming a DAO means we will allow the community members to access and join the decision-making process of the organisation's day-to-day operations, as well as automate as many processes as

possible. That will include, but is not limited to: verifying a new Talent's information and background, verifying the given information of a new project, updating the Talent's profile page, updating the project's detail page, and providing a rating of risk level to a new project, and so on.

Hence, this would remove the need for centralised management by adding automation where it is applicable and giving authority to the community, fulfilling the idea of creating a truly equitable society in the future. This will also minimise operating costs and ensure that each decision is equitable. It will become possible once the Senkusha community becomes large and stable.

2. Senkusha 500

   Similar to the S&P 500, Senkusha 500 will be the index that features the 500 leading and active projects listed on Senkusha. This can only be achieved after the Senkusha Rating System has been completed and automated, allowing us to determine each project's risks and rank them automatically. Through the Senkusha 500 Index, we will enable new and casual investors to see the general performance of projects on Senkusha, which can also be used to gauge the general investment performance on Senkusha.

   The Senkusha 500 will also make it easier for investors to make their purchase decisions. Causal and new investors may purchase NFTs from one or multiple projects on the list to put their investment in the projects with the lowest risk and highest growth. Senkusha believes it will provide huge value for investors in decision-making.

3. Collaborating with Investment Banks and PE funds

   Senkusha plans to collaborate with investment banks and PE funds to allow projects to become investment assets and wealth investment products. This would enable traditional investors to access diversified exposure to the projects listed on Senkusha and attract investment from the traditional investment market to our platform. It will also allow Senkusha to access a large number of investors in the traditional stock market as well as funding.

4. AI technology integration

   Senkusha is planning to integrate AI technology into the platform to reduce the need for humans. Through this, Senkusha can allow AI technology to do the heavy lifting for Senkusha operations. That includes giving a fast estimation of the reliability of the information provided by a new Talent; calculating the risk of failure of a project based on the Talent, timing, market status and more data accessible by Senkusha; and other processes that would normally consume a large portion of the Senkusha team's time. We believe that integrating AI technology will not only improve the system's efficiency but also boost the reliability and accuracy of the outcome.

Our Vision

Senkusha has a firm belief in Web3 technology, but NFT projects today do not represent or utilise the technology behind NFTs to its full capacity. For NFT technology to function in society, it must have real-world use cases and solve real-world problems. Without this, there is no room for this technology. That is where Senkusha originated from, to solve *real-world problems*. Senkusha recognizes society's financial and social disparities and aims to rectify this, one step at a time.

Present-day Web3 is similar to the early days of the Internet in the 80s and 90s. Most of the population does not understand it, and some media headlines show a lacklustre market sentiment. Senkusha sees the infinite good that Web3 can have on the world and is adamant about pushing the boundaries of NFTs to the stage where they can be adopted and benefited by the mainstream. Senkusha hopes to develop a brand-new experience for people to be involved in the early stages of the next distinguished musician, artist, and athlete.

Senkusha sees NFTs as an opportunity to benefit talented people who need financial support. With NFT and the decentralised autonomy and immutability of Web3, Senkusha enables Talent to publish non-equity-based crowdfunding projects to the public to grow their careers. NFTs in Senkusha projects act as a certificate, receipt or ticket that produces far greater credibility and authenticity than any other certificate created by traditional platforms. Meanwhile, the ownership of such certificates can be easily exchanged with other users on the blockchain. As the NFT can be used to redeem special benefits from the Talent, it grants each NFT *real utility* in *real life.* It also allows investing in these NFTs to become truly profitable for investors and speculators. More importantly, the price change should be parallel and proportionate as these benefits are measurable and tangible in real life, unlike many projects in the present day. Through this, Senkusha believes its ecosystem can attract both the Web3 market and traditional market to Talents who need financial support to achieve their goals and advance their careers.

Senkusha sees this as a game-changer with our vision for the future to become angel investment for early-stage Talents, just like traditional angel investments for early-stage businesses. This system has been successful for many billion-dollar companies, and we believe we can simulate it with today's technology. With Senkusha, the following distinguished artist, musicians, and athletes can finally receive support, no matter their background.

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