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SAPHIRA & VENTURA

Art Design Architecture Metaverse

A stylized, bold, black monogram consisting of the letters 'S' and 'V' intertwined. The 'S' is on the left and the 'V' is on the right, with their stems meeting at the top. The word 'META' is written in a smaller, black, sans-serif font, positioned vertically along the right stem of the 'V'.

SAPHIRA & VENTURA

ART DESIGN ARCHITECTURE

Saphira & Ventura
September 7th, 2023

Whitepaper
Art-Tech Fusion Using WEB3 & Cryptocurrency

I. Executive Summary

Situated at the cutting-edge confluence of art and technology, our initiative seeks to attract investors and curate unparalleled sponsorship avenues across the US and beyond. Our spectrum of influence encompasses the world of museums, collectibles, sports aficionados, entertainment, cultural immersion, and sustainable endeavors. By harnessing the capabilities of WEB3 technology, we are primed to orchestrate value-centric loyalty programs, designed to augment sponsor outreach and catalyze accelerated traction and sales opportunities.

Saphira & Ventura (SVx), together with the New York-International Contemporary Art Society (NYICAS), a non-profit organization, based in New York, working in joint-venture partnership with Partners presents an Art-Tech Fusion Using WEB3 & Cryptocurrency (The Project).

1. Generate Income via Multiple New Revenue Opportunities – totaling approximately \$20 MM USD per year using up to 10,000 pieces, and at least - \$50 MM USD over time.
 - a. NFT Sales Channels
 - i. Creation of a Marketplace;
 - ii. and/or Partnership with Marketplace(s)
 - iii. Major Art Auction Houses – potential to generate 10’s of millions of dollars USD within 6-12 months in New York City, which is 80% of the Art Market.
 - b. Licensable Digital / Virtual Content
2. Roadshows to Major Markets Worldwide to Increase NFT Sales and Museum Awareness
3. Increase Global Museum Awareness, Visitation, and Tourism
4. Enhance the Museum’s Public Image for Leadership in Cultural Heritage Preservation, Philanthropy, and Sustainability

“NFTs: Timeless and Ancient Art Exhibition”

II. The Vision: A Rich Tapestry of Art, Sports, and Culture

There is a profound belief at the core of our endeavor: richness in life cannot be achieved without art, sports, entertainment, culture, and sustainability. We intend to use the global digital currency landscape to usher in a new era of artistic endeavors, tapping into the unmatched advantages of cryptocurrencies.

Headquartered in Midtown, Manhattan, Saphira & Ventura has transcended the traditional gallery model paradigm as an early pioneer of the new segment that embraces NTFs.

Saphira & Ventura’s mission is to support and accelerate the emerging crypto market within the crypto art community, as well as highlight NFTs that connect the timeless staying power and cultural meaningfulness of ancient art and cultural artifacts.



“NFTs: Timeless and Ancient Art Exhibition”

III. Advantages of Cryptocurrency in the Art Domain

Cryptocurrencies, backed by robust museum collections, notable sports figures, ancient civilizations, renowned artists, and natural wonders like the Amazon rainforest, offer significant benefits:

- **Faster and Cheaper Transfers:** Transactions bypass traditional banking systems, ensuring speed and cost-effectiveness.
- **Decentralized Systems:** A decentralized structure ensures that our system won't collapse due to a singular point of failure.
- **A Hedge Against Traditional Systems:** Historically, cryptocurrencies emerged as a shield against the recklessness of central banks. As per classical economic theory, a surge in the money supply often leads to a notable rise in inflation. Cryptocurrencies, particularly in their formative years, were seen as protection against such profligacy.

“NFTs: Timeless and Ancient Art Exhibition”

IV. Our Approach to Cryptocurrency

Our roadmap to establishing our footprint in the cryptocurrency realm is twofold:

Creating Our Unique Cryptocurrency:

- a. Research relevant use cases for our currency.
- b. Decide on a consensus mechanism tailored to our needs.
- c. Opt for a blockchain platform that aligns with our vision.
- d. Announce our intentions by publishing a comprehensive whitepaper across digital platforms.
- e. Design robust nodes to support our network.
- f. Architect our blockchain infrastructure with precision.

Monetization Strategy:

- a. Pre-launch, our primary revenue model will involve selling coins or tokens to raise funds directly from potential seed investors.
- b. Once our product goes live, the focus will shift to maximizing monetization of our products through our cryptocurrency.

Creating NFT series of Ancient Artworks

V. Conclusion

Our venture is not just another blockchain project; it's a symbiotic fusion of art, culture, sports, entertainment, and sustainability with cutting-edge technology. We invite you to be part of this groundbreaking journey, changing the way the world perceives art and currency.

With a visionary eye, in a joint venture partnership with Museum and Technology Partners, Saphira Ventura is creating an NFTs series of ancient artworks from Roman, Mesoamerican, Egyptian, and European cultures that introduce collaboration concepts with contemporary digital artists.

By bridging ancient and contemporary artwork across novel artistic mediums, the Saphira & Ventura Gallery intends to demonstrate that as technology evolves, so does art, with new 'canvas' capabilities and commercial blockchain processes becoming part of the narrative.

This new art renaissance, with web3 governance and tokenized artistic expression, highlights meaningful creative possibilities with sustainable cultural and philanthropic impact.



Technological Innovation

While the desire to own and honor a work of art or piece of history has persisted throughout time, technological innovation has expanded artistic expression in ways previously unimaginable, promoting a new generation of creative talent, aspirational collection, and discovery, and the collaborative visionaries who underpin this change in the art world.

This cultural evolution enables us to realize and experience the benefit of new and existing collections in non-traditional ways through the underlying Web3 technology behind the NFT movement and story-telling capabilities powered by extended reality (XR) and Metaverse innovation.

THE WAY THE WORLD MARKET ART HAS CHANGED

The Present need of the market – “Phygital”

NFTs works is on the rise. Remote processes & flexible spaces for exhibitions are the new hybrid (*Phygital*), standard for the next decades. As companies reduce CapEx (*capital expenditure*), and HQ (*Administrative Headquarters of the Organization*), costs, digital, exhibitions & NFTs will thrive globally. SVmeta Gallery aims to fill this gap.



Hybrid SVmeta (*phygital*), Physical Art Exhibitions + NFTs are the future - NFTs revenue to grow from **\$2B** in 2022 to **\$11B** by 2023

Zion Market Research 2023



Metaverse Trend: Artists, designers, and architects demands - **52%** of artists want to create art, design, architecture and NFT works and market them online

Colliers International, 2023



COVID-19 has boosted global adoption **82%** of artists, will increase NFT work creation arrangements post pandemic.

Mercer Research, 2023



Companies that have started NFTs projects and remote work since COVID began:



MANAGEMENT DASHBOARD

A robust, low-touch back-end allows artists to manage their distributed NFTs and track sales activity

Benefits include:

- Manage your virtual and physical art spaces and art portfolio from a single dashboard
- User management tools & usage limits
- Easily manage and set up different plans & billing per business unit
- Analytic tools and productivity reports
- Low-touch setup, Single Sign-on and Active directory to securely onboard and manage the NFTs easier

Features:



User-Role Management



Team-based plans & billing



Single Sign-On



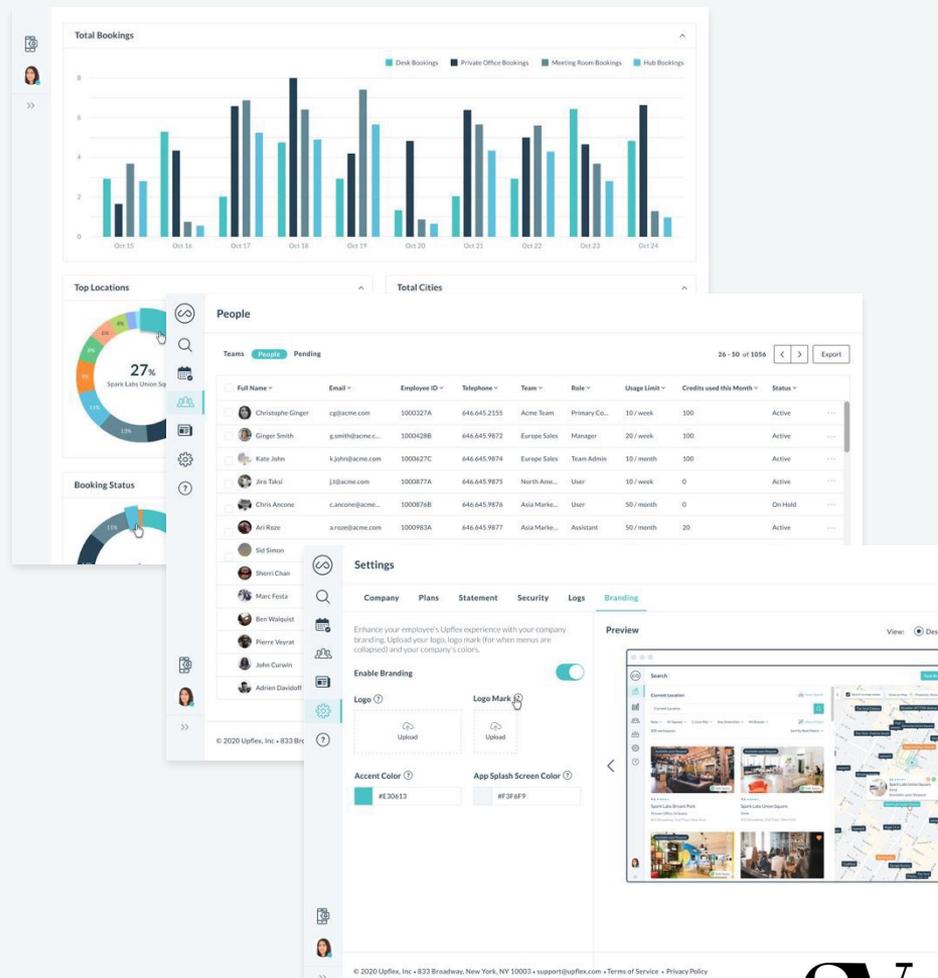
Inventory Permissioning



Reporting



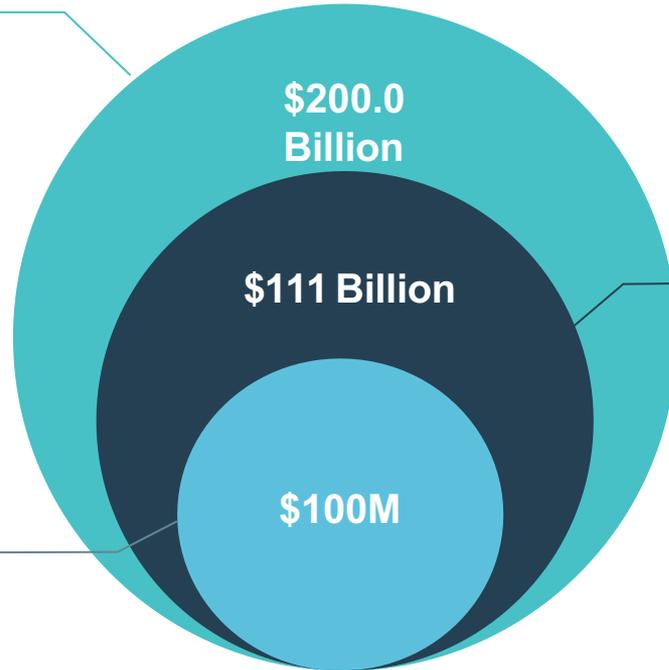
Security & Privacy



MASSIVE MARKET OPPORTUNITY

NFTs Market by 2025*

Total Available Market



NFTs sales by 2025**

Service Addressable Market

**Zion Market Research 2020

Revenue by 2025

We aim to capture 0.3% of SAM

(Service Addressable Market)

Be a part of the \$200 Billion NFT Market

SVmeta pipeline expects to grow thanks to strong partnerships of galleries and dealers from all over the world

Gallery sales account for 70% of revenues in our system, commissions apply: 10% -
Other revenues include art, NFTs and project sales, memberships, subscription and "Career Path Programs".



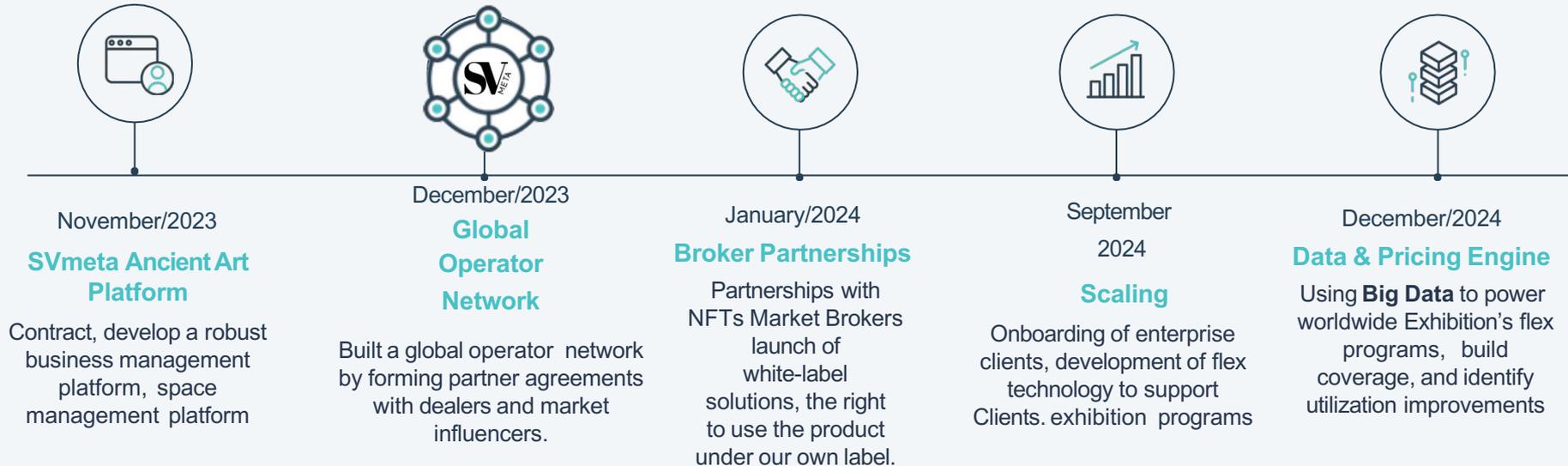
A NEW SOLUTION FOR A NEW REALITY



We help NFTs creator companies to build a portfolio quickly and easily using Big Data.

Technology helps professionals identify cost savings, reduce time to plan and implement worldwide flex exhibition programs, measure utilization, and drive client's choice and satisfaction.

We conduct expansive, ongoing research to produce and maintain the largest and most comprehensive database of flexible galleries information in the industry.



AN ADVANCED TECHNOLOGY PLATFORM

SVmeta connects exhibitors, professionals, agents, organizations and operators on one platform .

1. Professionals



Seamless
Booking &
Check-In



Richer
Location
Information



Collaboration &
Employee
Engagement



User
Feedback
Engine

2. Organizations



Team &
Booking
Management



Inventory
Permissionin
g



Tracking
&
Analytics



Security &
Privacy

3. Agents



Flex
Planner



Utilization
Reports



Track Deals
&
Commissions



Contract
Management

4. Operators



Space
Management
(Desks, Private
Offices, Meeting
Rooms)



Real
Time
Inventory



Coworking &
Access System
Integrations



Payment
Management

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SAPHIRA & VENTURA
Art Design Architecture Metaverse

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CELEBRATE ART

with SV Meta

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EXPLOITING THE OPPORTUNITY

A 360 Metaverse Virtual Art Expo with immersive experience

Benefits Include:

- Different Level of Artist & Client Profile Creation
- Dashboards to manage artworks, files, purchase orders & much more..
- Categorization of 360 Metaverse Art Galleries
- Immersive Browsing in NFT metaverse market
- Business Meeting , Auditorium, Networking , Auction Rooms facilities integrated

Features:

-  Chat/ Schedule with Artists
-  Audio Guide
-  Pre recorded Artist Videos
-  Create Metaverse Avatars
-  Real Time Interaction with Avatars
-  Explore Art & NFT Market





SV

32B MEETING ROOM

NFT MARKET

CAFETERIA

AUDITORIUM



EXCLUSIVE GALLERY

COMMON GALLERY

HELP DESK

Sponsors
Display
Space
74x81px

Sponsors
Display
Space
74x81px

SV
META

Management Team

Why Invest with SVMeta

Our dedicated team is comprised of experienced entrepreneurs with vast gallery space rentals and B2B and B2C expertise



Louis Ventura, Ph.D

Chief Executive Officer

- 30 years of strategy in Finance & Operations
- Serial founder of tech backed companies
- 30+ years of strategy & business management



Alcinda Saphira

Chief Operating Officer

- Company President, VP and Country Manager of SV gallery, Curator
- TV & Radio Producer



Liz Carvalho

Chief Product Officer

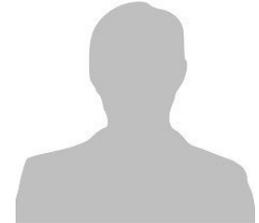
- 5+ years of operations, customer experience & designer
- 6 years of operations experience
- Art and Designer Business



Albert Valente

Chief Logistic Officer

- 10+ years of strategy & logistic management
- 5+ years at Saphira & Ventura leadership positions in Europe, America and Asia Pacific for Logistic Operations



Carlos Jimenez

Chief Technology Officer

- 20+ years of technology leadership
- Extensive experience building exhibitions and technology systems
- Deep expertise in machine learning, cloud architecture

Camila Crivelente (Marketing); Ellen Oppenheim (Business Development Officer); Marcia Marchousen (South America Operations); Erika Fuyama (Video and Midia Production),

About Saphira & Ventura

Saphira & Ventura Art Design Architecture, is a global talent management network focused on art, design and architecture as well as alternative forms of expression such as NFTs, working with artists and cultural creators from various countries.

We challenge the traditional perception of the meaning of art, fashion, design and customs, seeing through the lens of inclusion, purpose and positive self-expression.

In this spirit, the Saphira & Ventura group is bringing new technologies to seek, develop and validate its scalable business model, improve transactions through the use of blockchain technology, and enhance the user experience.

Website: www.SaphiraVentura.com | Email: info@ArtSVgallery.com

Social Media: **Instagram:** <https://www.instagram.com/saphiraventuragallery/> |

Facebook: <https://www.facebook.com/SaphiraVenturaGallery> |

YouTube: <https://www.youtube.com/channel/UC2FSmiqENdH2E6PHGXwFD2A/> |

Linkedin: <https://www.linkedin.com/company/saphira-ventura-gallery>

Tweeter: <https://twitter.com/SaphiraVenturaM>

<https://twitter.com/saphiraventuram/status/1511979360818970625?s=21&t=pp9zMmhPgIPZPV7HL4jqNQ>

<https://opensea.io/collection/saphiraventuranfts> | <https://discord.gg/ZjV5h>



Thank you.

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saphiraventura.com

