POLKALLY PITCH DECK

The Ultimate NFT Experience Built On Polkadot

Warning: Despite its super cool nature, this litepaper is full of bright colors and is not suitable for people with epilepsy.

N.B. The content of this Pitch Deck is for informational purposes only and there is no guarantee that it will not change in the future.
What is Polkally?

Polkally is a P2P Auction Platform for Creating and Selling NFTs on the Polkadot Network; Our Goal is to Create the Most User-Friendly & Interoperable NFT Marketplace for Polkadot.
Key Features 1/2

- No Hidden Fees
- Seamless Use (No Code Required)
- Verified Artists (Decentralized KYC)
- Decentralized Autonomous Organization
Key Features 2/2

- NFTs Exchangeable for Real-World Artworks
- Transactions Settled on the Polkadot Blockchain
- Selling NFTs Through Direct Sales or Auctions with Flexible Pricing
Core Team

**CEO**
Chloé Bigot
Art School Graduate
3D Modeler & Painter

**COO**
Alexandre Ferreira
Team Management Expert

**CTO**
Axel Delerue
Senior Dev
+10 Years Experience
Database Expert

**CM**
Chris Mendez
Crypto Enthusiast
Experienced Mod

N.B. Since Polkally is a recent project, more employees will be hired after the end of our token sale.
Advisors

Logino Dujardin
Safe Haven Co-founder

Gary Sumner
B2B Expert

Eric Clark Su
ExNetwork Capital CEO

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Partners

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Competitors

$RARI ($107M MARKET CAP)

OpenSea - $250M (ESTIMATE)

$RAC ($3M MARKET CAP)
Target Market

Amateur artists
Independent artists benefit from an optimized and easy to use platform, while showcasing their work

Art galleries and collectors
Art professionals can avoid commission fees of up to 30% on the sale of their collectibles
A Few Numbers

- Size of the art market: $67B USD
- Size of the NFT market: +$10B USD
- Value of the most expensive NFT to date: $69M USD
Business Model

1. The Polkally Foundation sells exclusive, limited edition NFTs to fund its activities.

2. A steady stream of revenue from users exchanging their $KALLY tokens for ads.

3. A standard fee applies to secondary sales and is returned to the project.
Competitive Advantages

- Seamless Use & Interoperability
  A simple and accessible platform for beginners, compatible with several blockchains

- DAO
  The Polkally token holders participate in decision-making within the project

- Verified Artists
  Decentralized KYC and strict verification steps ensure the authenticity of the artworks

- Non-Custodial Wallets
  All funds and NFTs transit through 100% decentralized smart contracts, no backdoors
Artist Royalties

Artists' rights

In addition to a standard fee of 5% (2.5% paid to the platform and 2.5% burned), artists can decide on a percentage they want to get back each time their NFTs are sold on Polkally's secondary market. If your royalties are 10% then you will get 10% of the total amount of the sale every time someone sells one of the NFTs you created.
Roadmap

- **Project Launch**
  - Token Sale
  - Staking
  - Yield Farming
  - Uniswap Listing
  - TGE

- **Q1 2021**
- **Q2 2021**
- **Q3 2021**
  - DAO
- **Q4 2021**
  - Public Release
- **TBD**
  - Polkadot <> Ethereum Interop
  - Continuous Development

- **TBD**
$KALLY as a voting right

Holders of $KALLY can participate in community decisions through the Polkally DAO.
This can be the updates they want to see first, the ecosystem expenses they want to make or the vesting they want to apply to team members' tokens.

N.B. These use cases will be the main features of the Polkally token.
$KALLY Use Case 2/3

$KALLY as a currency
As the native token of the ecosystem, $KALLY is the only currency recognized by the community.
It is used in every transaction and is necessary to buy NFTs available on the platform.

Buy Exclusive NFTs

N.B. These use cases will be the main features of the Polkally token.
$KALLY as a fuel for ads

$KALLY can also be exchanged for visibility, which translates into sponsored ads highlighting the NFTs they offer for sale on the marketplace.

Promote Artworks

N.B. These use cases will be the main features of the Polkally token.
$KALLY has a Maximum Supply of 100 Million Tokens

The Tokenomics are Structured Accordingly:

- **Public Sale**: 8M KALLY
- **Private Sale**: 40M KALLY
- **Uniswap Liquidity**: 15M KALLY
- **Ecosystem**: 27M KALLY
- **Team**: 10M KALLY

N.B. Team's tokens will be locked for a duration of 6 months after the TGE.
Terms of Sale

**SEED SALE**
- 10M $KALLY
- $0.01 / Token
- $100,000 USD
- Vested Over 5 months
  - 20% at TGE then 20% Every Month

**PRIVATE SALE**
- 30M $KALLY
- $0.02 / Token
- $600,000 USD
- Vested Over 5 months
  - 20% at TGE then 20% Every Month

**PUBLIC SALE (IDO)**
- 8M $KALLY
- $0.05 / Token
- $400,000 USD
- No Lock

Total Raise: $1,100,000 USD
Initial Market Cap: $800,000 USD

N.B. $100k USD will be used as $KALLY initial Uniswap liquidity.
Use of Funds

- IT Development: 60%
- Marketing: 30%
- Uniswap Liquidity: 10%

N.B. Polkally reserves the right to change the allocation of the use of funds.
Contact

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Legal Disclaimer

Participating in an ICO or IDO is a high-risk activity.

By participating in the Polkally ICO or IDO, the purchaser is aware and accepts the risks related to security, the potential lack of technical and economic results and the total or partial loss of his capital.

$KALLY is not a security token and do not confer any rights other than those described in this backgrounder.

Finally, the purchaser declares being aware of the legal uncertainty of this type of transaction and to have conducted his own legal guidance according to the applicable law to which he subscribes.
THANK YOU!