



# NURKOIN WHITE PAPER V1.4

## [Abstract](#)

[Draw your reader in with an engaging abstract. It is typically a short summary of the document.  
When you're ready to add your content, just click here and start typing.]

NurKoin Team  
[info@nurkoin.com](mailto:info@nurkoin.com)

# 1 ABSTRACT

---

The traditional process of transactions happening within the Art, Culture, Music and Entertainment industry is outdated. The possibility of replication, copyrights violation, falsifying an art piece is too high, even to the extent that a study by Fine Art Experts Institute (FAEI) in Geneva suggesting 50% of all art piece purchased is either forged, or misattributed to the incorrect artists. Furthermore, the supply chain or selling process of products or services offered in these business areas is still reliant on middleman who takes quite a big share from both parties involved in a transaction. We Present a state of the art platform that aims to resolve process by performing the process of value through cryptocurrency—Nurkoin— and deployment of supply chain and transactional process on blockchain which is a transparent, immutable, distributed ledger that allows anyone to track a transactional activity or state of a specific object at anytime from anywhere. Unlike traditional cryptocurrencies that relies on market hype for deriving value, we are providing NurKoin an inherent value through utility in the Nur financial ecosystem and further investing in key business areas which will give the NurKoin a potential backing and growth over the time, resulting in multi fold returns for its holders.

This white paper gives a detailed description of our research and planning and strives to demonstrate the current status and future plans of NurKoin Project, NurChain—a dedicated blockchain for NurKoin ecosystem, its associated products and solutions and NurKoin cryptocurrency—the payment gateway within NurKoin ecosystem. It aims to inform our readers how we are using our teams' expertise to provide decentralized payment, entertainment, art and cultural and musical products at lower costs, minimal fee with higher speed, efficiency and higher returns.

# 2 CONTENTS

---

- 1 Abstract..... 1
- 3 Disclaimer..... 3
  - 3.1 RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION ..... 5
  - 3.2 RISKS AND UNCERTAINTIES..... 5
- 4 Introduction to the project ..... 6
  - NurKoin Foundation..... 6
    - 4.1 Core objectives..... 6
- 5 Our Mission ..... 6
- 6 Our Vision..... 6
- 7 Nur Foundation core characteristics..... 7
  - Potential Backing through investment into key businesses ..... 7
  - No Single Point of Control..... 7
  - Sustainability ..... 7
  - Security ..... 7
  - Minimal Fee ..... 7
  - Transparency offered..... 7
  - No High Investment Limits:..... 7
  - Technical concerns for individual investors..... 8
- 8 NurKoin ..... 8
- Why Invest in NURKOIN? ..... 9
  - Backed by real investments into key business areas ..... 9
  - Worldwide acceptability..... 9
  - Our competitive Edge..... 9
  - Peer to peer medium of account..... 9
  - Portable..... 9
  - Liquidity provided ..... 9
  - No Inflation ..... 9
  - Decentralized Income ..... 10
  - Portfolio Diversification ..... 10
- 9 Industry Overview and Motivation ..... 10
  - Entertainment Industry..... 13

10	Nur Chain — Disrupting the Art and media Industry.....	14
	Features of Nur Chain .....	16
	Nur Foundation—Investing in Key Businesses and Providing potential Backing to the NurKoin.....	<b>Errore. Il segnalibro non è definito.</b>
11	Coin Distribution .....	<b>Errore. Il segnalibro non è definito.</b>
12	Use of Proceeds .....	21
13	Meet the Leadership.....	22
14	Social Channels .....	<b>Errore. Il segnalibro non è definito.</b>

### 3 DISCLAIMER

---

PLEASE READ THIS DISCLAIMER SECTION CAREFULLY. IF YOU ARE IN ANY DOUBT OF THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX, OR OTHER PROFESSIONAL ADVISOR(S).

This document is a whitepaper setting out the current and future developments of the NurKoin Platform and NurKoin Ecosystem. This paper is for information purposes only and is not a statement of future intent. Unless expressly specified otherwise, the products and innovations set out in this paper are currently under development and are not currently in deployment. NurKoin makes no warranties or representations as to the successful development or implementation of such technologies and innovations, or achievement of any other activities noted in the paper, and disclaims any warranties implied by law or otherwise, to the extent permitted by law. No person is entitled to rely on the contents of this paper or any inferences drawn from it, including in relation to any interactions with NurKoin or the technologies mentioned in this paper. NurKoin disclaims all liability for any loss or damage of whatsoever kind (whether foreseeable or not) which may arise from any person acting on any information and opinions relating to NurKoin, the NurKoin Platform or the NurKoin Ecosystem contained in this paper or any information which is made available in connection with any further enquiries, notwithstanding any negligence, default or lack of care.

The information contained in this publication is derived from data obtained from sources believed by NurKoin to be reliable and is given in good faith, but no warranties or guarantees, representations are made by NurKoin with regard to the accuracy, completeness or suitability of the information presented. It should not be relied upon, and shall not confer rights or remedies upon, you or any of your employees, creditors, holders of securities or other equity holders or any other person. Any opinions expressed reflect the current judgment of the authors of this paper and do not necessarily represent the opinion of NurKoin. The opinions reflected herein may change without notice and the opinions do not necessarily correspond to the opinions of NurKoin.

NurKoin may amend, modify or update this paper and will notify a reader or recipient through its social channels and communities thereof in the event that any matter stated herein, or any opinion, projection, forecast or estimate set forth herein, changes or subsequently becomes inaccurate.

NurKoin, its founders, directors, employees, contractors and representatives do not have any responsibility or liability to any person or recipient (whether by reason of negligence, negligent misstatement or otherwise) arising from any statement, opinion or information, expressed or implied, arising out of, contained in or derived from or omission from this paper. Neither NurKoin nor its advisors have independently verified any of the information, including the forecasts, prospects and projections contained in this paper.

This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by the distributor/vendor of the NURKOIN (the "Distributor") to purchase any NURKOIN Tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision. The Distributor will be an affiliate of NurKoin Platform ("NURKOIN Platform"), and will deploy all proceeds of sale of the NURKOIN to fund NurKoin Platform cryptocurrency project, businesses and operations. No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the NURKOIN and no cryptocurrency or other form of Payment is to be accepted on the basis of this Whitepaper. Any agreement as between the Distributor and you as a purchaser, and in relation to any sale and purchase, of NURKOIN (as referred to in this Whitepaper) is to be governed by only a separate document setting out the terms and conditions (the "T&Cs") of such agreement. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail. You are not eligible and you are not to purchase any NURKOIN in the NURKOIN Technologies Initial Token Sale (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Peoples Republic of China.

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with. There are risks and uncertainties associated with NurKoin Platform and/or the Distributor and their respective businesses and operations, the NURKOIN, the NurKoin Platform Initial Token Sale and the NurKoin Platform Wallet (each as referred to in this Whitepaper).

This Whitepaper, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of this Whitepaper is prohibited or restricted. No part of this Whitepaper is to be reproduced, distributed or disseminated without including this section and the following sections entitled "Disclaimer of Liability", "No Representations and Warranties", "Representations and Warranties By You", "Cautionary Note On Forward-Looking Statements", "Market and Industry Information and No Consent of Other Persons", "Terms Used", "No Advice", "No Further Information or Update", "Restrictions On Distribution and Dissemination", "No Offer of Securities Or Registration" and "Risks and Uncertainties".

To the maximum extent permitted by the applicable laws, regulations and rules, NurKoin Platform and/or the Distributor shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you.

NURKOIN Trading Technologies and/or the Distributor does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this Whitepaper.

No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding NurKoin Platform, the Distributor, the NURKOIN, the NurKoin Platform Initial Token Sale. You should consult your own legal, financial, tax or other professional adviser regarding NurKoin Platform and/or the Distributor and their respective businesses and operations, the NURKOIN Tokens, the NurKoin Platform Initial Token Sale. You should be aware that you may be required to bear the financial risk of any purchase of NURKOIN Tokens for an indefinite period of time.

### **3.1 RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION**

The distribution or dissemination of this Whitepaper or any part thereof may be prohibited or restricted by the laws, regulatory requirements and rules of any jurisdiction. In the case where any restriction applies, you are to inform yourself about, and to observe, any restrictions which are applicable to your possession of this Whitepaper or such part thereof (as the case may be) at your own expense and without liability to NurKoin Platform and/or the Distributor. Persons to whom a copy of this Whitepaper has been distributed or disseminated, provided

access to or who otherwise have the Whitepaper in their possession shall not circulate it to any other persons, reproduce or otherwise distribute this Whitepaper or any information contained herein for any purpose whatsoever nor permit or cause the same to occur.

### **3.2 RISKS AND UNCERTAINTIES**

Prospective purchasers of NURKOIN (as referred to in this Whitepaper) should carefully consider and evaluate all risks and uncertainties associated with NurKoin Platform, the Distributor and their respective businesses and operations, the NURKOIN, the NurKoin Platform Initial Token Sale, all information set out in this Whitepaper and the T&Cs prior to any purchase of NURKOIN. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of NurKoin Platform and/or the Distributor could be materially and adversely affected. In such cases, you may lose all or part of the value of the NURKOIN.

## 4 INTRODUCTION TO THE PROJECT

---

### NUR FOUNDATION

Nur Foundation is a blockchain and fintech research Centre founded in Mid-2017 by a team of blockchain evangelists with the core objective of provide alternative payment solutions through creating a decentralized medium of account, that has potential backing of real valued assets, in the form of investment into key businesses at Kazakhstan—a highly diversified economy having key strategic importance in the modern trading world, currently being ranked as 9th country in the world for economic strength and rich reservoirs of minerals. The idea is to combine best of both worlds i.e. crypto and finance, by investing in key business areas including but not limited to: Art and culture, Entertainment, Music, production and promotion of major events related to these businesses, and overall improvement of these businesses across the globe.

### 4.1 CORE OBJECTIVES

- Investment into Key business areas and providing the NurKoin a potential backing
- Production and promotion of major events related to the world of sports, art, music and culture, all over the world.
- Instant, secure and transparent purchase and sale of works of art
- Purchase of theater tickets, music and media content and events of all kinds
- Participation in share of artistic productions, films, concerts and events, offered by ART EST PRODUZIONI.
- Remittance between the emigrants of the Eurasian area and their families in an immediate and less costly way compared to the traditional methods of sending money. Fast and indispensable.

## 5 OUR MISSION

---

We are aiming to combine the best of both worlds i.e. crypto and business and give the community a truly decentralized cryptocurrency that eliminates the role of middleman and have inherent utility and backing through investment into real valued businesses

## 6 OUR VISION

---

Our vision is to achieve our mission by creating a truly decentralized ecosystem through deployment on blockchain which would not only eliminate the role of intermediaries from exchange of value but also enhance and facilitate key business industries such as Art and Culture, Music, Entertainment and Sports.

## 7 NUR FOUNDATION CORE CHARACTERISTICS

---

### **POTENTIAL BACKING THROUGH INVESTMENT INTO KEY BUSINESSES**

Considering the business model, huge market growth expected for the Euro Asian region where Nur Foundation would be launching and investing in businesses and the inherent utility of NurKoin within the NurKoin ecosystem, NurKoin has a huge potential in hand. NurChain, NurKoin and Potential backing through investments into various business is a unique business proposition and will play a great role in success of the project.

### **NO SINGLE POINT OF CONTROL**

NurKoin platform removes the authority control from a single centralized authority and gives the ultimate control back to the community. This ensures that the platform remains immutable, as it is nearly impossible to hack, alter or corrupt data on the blockchain.

### **SUSTAINABILITY**

The business model of NurKoin Platform is kept to be self-sustainable and resilient. Unlike traditional cryptocurrencies that believes revenue generation through MLM structures and Ponzi referral schemes, NurKoin Platform is created to be sustainable in a way that it is backed by real businesses.

### **SECURITY**

NurKoin offers high end security in the system and also your investments. Being a decentralized financial platform, NurKoin assures that users are free from the possibility of identity theft or other similar problems in the fiat currency world.

### **MINIMAL FEE**

We aim to provide a business model that is more user and community oriented, rather than, focused at gaining corporational gains. The platform has a philosophy of making lives of people easier by allowing them to earn maximum profits from their lent money and staked holdings.

### **TRANSPARENCY OFFERED**

*NurKoin* innovates through its vision of being a disruptive lending platform for individual investors to lend without any hassles. NurKoin will deliver real value through transparency on your holdings based on real Investments. Investor will see how their funds are utilized to invest in startup venture across the globe through a proprietary **NURKOIN Artificial Intelligence platform** which then presents periodic reporting of company valuation based on performance. NurKoin through this visibility and its transparent model will create demand for its offerings which in turn would help the profits are generated and utilized.

### **NO HIGH INVESTMENT LIMITS:**

With a minimum investment threshold of USD 100 to subscribe to NurKoin lending platform, it has led to opening of doors for a larger population which wants to generate a stable source of passive income while

they are on the go and want to multiply their wealth. NurKoin also provides access to investors who want to take trading calls on investment into the coins, whereby, it can potentially lead to the creation of derivatives and hedging products derived on NurKoin in future, thus creating a new financial instrument and asset class derived from a cryptocurrency.

### **TECHNICAL CONCERNS FOR INDIVIDUAL INVESTORS**

NURKoin Artificial Intelligence(AI) Lending Platform is an independent technology that evaluates trading opportunities and monitor market trends and also serve a reporting system on periodic performance of the amount invested. NurKoin AI Platform simplify the process of decrypting the business and financial results of such investments and shall provide a frequent update to the lenders on the progress of the companies in the portfolio, thereby, making it easy for the investors to take the decision on how to manage their asset position.

## **8 NURKoin**

---

NurKoin at the initial crowdfunding would be releasing a state of the art ERC-20 token that allows peer to peer medium of account, exchange and storage of value. It is deployed on decentralized ethereum blockchain based technology and offers quick, secure and efficient transfer of value with confirmation speeds up to 10 times faster than Bitcoin.

NurKoin would be used for daily transactional activities such as purchasing of art pieces, media items, musical content or sport equipment happening within the NurKoin financial ecosystem, and would serve as a store and exchange of value between.

All transactional activities are fully transparent on a public decentralized ethereum blockchain. This technology would ensure that the NurKoin platform is publicly audited and fair. It will provide transparency to sender and receiver to track their transactions on the NurKoin public ledger from the moment they make a transaction through the moment it goes to the final recipient. It will allow you to verify that your transaction of whatever quantity it is, has been received by the person you intended. This way we are eradicating the role of a "middle-man" who charge some "administration fee" and lessen the impact of your NurKoin Token intention.

# WHY NURKOIN?

---

## **BACKED BY REAL INVESTMENTS INTO KEY BUSINESS AREAS**

NurKoin is decentralized, without any control of a specific government, pairing which, with a real life business such as Art and Culture, Media, Entertainment and Sports gives the coin holder the best of both worlds in an asset backed decentralized coin.

## **WORLDWIDE ACCEPTABILITY**

NURKOIN would offer worldwide acceptability. Designed for the crypto, entertainment, art, culture and sports industry, it would be acceptable anywhere in these sectors. We are currently in negotiation with leading restaurants, food chains, mega shopping malls and online shopping centers.

## **OUR COMPETITIVE EDGE**

The NURKOIN platform stands out from the crowd for three main reasons: *Real businesses backing, Inherent Utility and an expert board of team advisory.*

## **PEER TO PEER MEDIUM OF ACCOUNT**

NURKOIN has the built-in functionality of peer to peer (p2p) payment that would facilitate the users to send and receive their earned amount, directly into their e-wallets, without having to worry about massive surcharges implemented normally applied in traditional payment methods.

## **PORTABLE**

NURKOIN is designed to be portable. With the current major currencies, it is difficult to carry around large amounts of money. Cash amounting to millions is risky to carry for several reasons, which is why cryptocurrency investors prefer it to other currencies. With NURKOIN-COIN, you can easily carry around a million dollars' worth of NURKOIN in your smartphone.

## **LIQUIDITY PROVIDED**

NURKOIN can be traded in the exchanged markets by placing coins into the market approximately after the closure of crowd sale. Once the coin is listed on trading exchanges, you will be able to exchange all of your digital assets within fraction of seconds without having to worry about any additional fee or taxes.

## **NO INFLATION**

NURKOIN supply will only have 2,200,000,000 Coins worldwide. This will create an economic system based on deflation, allowing NURKOIN prices to rise, appreciating with high demand, and limited supply of coins that can never be increased.

## **DECENTRALIZED INCOME**

By placing your NURKOIN into an investment, you receive an income based on Real Life assets, that is returned to you in a set duration of time back into your decentralized wallet.

## **PORTFOLIO DIVERSIFICATION**

If you are looking to trade NURKOIN on pre-ICO or ICO, you are already aware of the explosive growth that ICO's and pre-icos' give investors who get in early. This can sometimes have our portfolio exposed to asset classes through investment into key business areas, we would not normally invest in.

# **9 INDUSTRY OVERVIEW AND MOTIVATION**

---

The arts & culture market in general is a very diverse market. It is estimated that each year about 150 billion U.S. dollars are spent by consumers on arts and culture-related goods in the U.S. This spending, however, did not just include expenditure on art museums and exhibitions but also encompass spending on books, recorded audio, video media, tickets to live performing arts and movies.

The arts, in the narrower sense, are to a great extent dependent on funding, drawing funding and other resources from a broad pool of sources. Among these contributors are the government (federal, state and local), foundations, other non-profit organizations, corporations and private philanthropists. Federal arts and culture spending in the U.S. for example was at about 1.94 billion U.S. dollars in 2013, a per capita spending of six U.S. dollars.

Last year, the global art market grew by 12%, reaching an estimated \$63.7 billion, with the United States retaining its position as the largest market and China narrowly overtaking the United Kingdom in second place. In 2017, dealer sales increased 4% year-on-year to an estimated \$33.7 billion, representing a 53% share of the market, while public auction sales increased 27% to \$28.5 billion. Much of the uplift in sales in the auction and dealer sectors was at the top end of the market; away from the premium price segment, overall market performance was mixed.

### **Key findings of The Art Basel and UBS Global Art Market Report include:**

#### **Economic Impact:**

The art market directly employed an estimated 3 million people in 2017 – with approximately 310,685 businesses operating in the global art, antiques and collectibles market. It is estimated that last year, the global art trade spent \$19.6 billion on a range of external support services directly linked to their businesses, an increase of 9% year-on-year.

#### **Global Sales:**

In 2017 the market record increasing sales in both the dealer and auction sector as art market achieved total sales of an estimated \$63.7 billion in 2017, an increase of 12% on 2016. The volume of sales

(number of transactions) grew more moderately than values, at 8% year-on-year. The value gains were driven by sales at the top end of the market, capped by record prices in the auction sector. Away from the premium price segment, overall market performance was mixed. In 2017, aggregate sales by dealers accounted for a larger share of the market, at 53% by value, with total auction sales accounting for 47%.

### **Leading Markets:**

The top three markets – United States, China and United Kingdom – further cemented their position in the market in 2017, accounting for 83% of total sales by value, up 2% from 2016. The United States was again the largest market by value with an estimated market share of 42%. China overtook the United Kingdom in 2017 at 21% of total sales with the United Kingdom falling to 20%.

### **Asia's Growth:**

Sales in China are by far the largest in Asia by value. When combined with other markets such as Japan, South Korea, South Asian Region and Indonesia, Asian sales accounted for a 23% of global share in 2017. Although this is still significantly less than the United States, at 42%, and the EU, at 33%, strong wealth dynamics in Asia and dynamic local markets suggest that its share could increase in the near future.

### **Dealer Figures:**

Sales in the dealer sector increased 4% year-on-year to an estimated \$33.7 billion, compared to an estimated \$32.5 billion in 2016. Performance was mixed between sectors and segments but overall there were more gainers than losers in terms of annual sales. 59% of respondents to the annual dealer survey conducted by Arts Economics for this study reported positive year-on-year growth, 13% reported that sales were stable, and 28% indicated a decline in sales. Dealers with sales below \$500,000 saw a decline on average of 4%, the second consecutive year of losses in this segment, while the most growth was in the segment above \$50 million (up10%).

### **Gallery Openings and Closures:**

The ratio of gallery openings to closures in 2007 was over 5:1 and has declined rapidly since then, dropping to 0.9:1 in 2017, that is, more closures than openings. The number of gallery closures has varied considerably throughout this period, peaking in 2009 in the middle of the large contraction in sales in the art market, and falling in recent years. Gallery openings however have declined steadily over the last decade, with the number of new galleries established in 2017 around 87% less than in 2007.

### **Auction Figures:**

Sales at public auction of fine and decorative art and antiques reached \$28.5 billion in 2017, up 27% year-on-year. From 2007 to 2017, besides the very lowest end of the market (works sold for less than \$1,000), all segments up to \$1 million have shown negative annual growth rates and declined in value. In contrast, the market over \$1 million has grown, with the biggest increases at the very highest end, with the total value of works sold for over \$10 million increasing by 148% over ten years, and by 125% year-on-year in 2017. Sales of Post War and Contemporary art reached a total of \$6.2 billion in 2017, increasing 12% year-on-year. The Modern art sector increased 39% to reach \$3.6 billion. Values in the Impressionist and Post-Impressionist sector rose 71% to \$2.3 billion, while sales in the wider Old Master market reached under \$1.3 billion. Sales in the European Old Masters sector rose 64% year-on-year to reach \$977 million, exceeding their previous peak of ten years ago in 2007 (at \$906 million). However, this uplift was due to the sale of the Leonardo da Vinci painting 'Salvator Mundi' for \$450 million at Christie's in the United States, without which sales would have actually fallen 11%.

### **Art Fairs:**

Art fairs continue to be a central part of the global art market, with aggregate sales estimated to reach \$15.5 billion in 2017, up 17% year-on-year. Art fairs accounted for estimated 46% of dealer sales in 2017, up 5% year-on-year – with on average five fairs attended in 2017. The costs for dealers to participate in fairs has risen to \$4.6 billion in 2017, up 15% from \$4 billion in 2016. Online Sales: The online art market reached an estimated new high of \$5.4 billion in 2017. This represents 8% of the value of global sales – a 10% year-on-year increase, and up 72% over the last five years. Online sales have been a key method to access new buyers, with dealers reported that 45% of their online buyers were new to their businesses in 2017. Auction houses also view online sales as key way to generate new buyers, with 41% of those buying online at second tier auction houses were new buyers, while in top-tier houses they averaged over 40%.

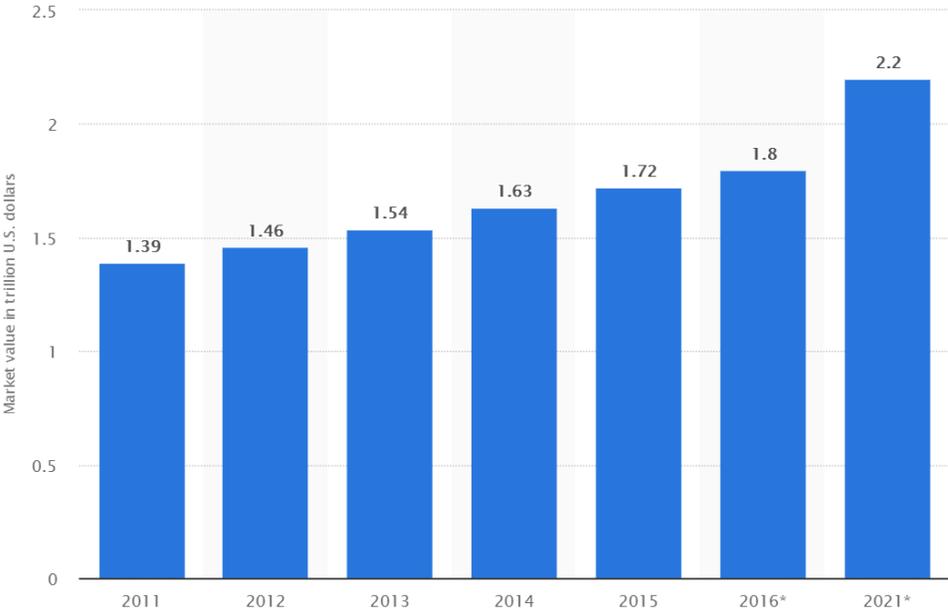
### **Global Wealth and Art Buyers:**

In 2017, the number of millionaires worldwide reached an historical high of 36.1 million, increasing 7% annually as 2.3 million individuals were added. Millionaire wealth rose by 10% to just under \$129 million. The survey of HNWIs in the United States in 2017 revealed that 35% were active in the art and collectibles markets. The survey indicated that the most common price range for buying works was for less than \$5,000 (79% of respondents), and 93% reported that they most often bought at prices less than \$50,000. Just less than 1% bought at prices in excess of \$1 million. 73% of respondents felt that a passion for collecting art or collecting art as an expression of their personality was a key consideration when purchasing works, whereas a minority (32%) thought return on investment was. 86% of collectors surveyed said that they had never sold a work from their collection. While 73% of those surveyed had a professional financial advisor, relatively few used an art advisor (8%).

## ENTERTAINMENT INDUSTRY

This timeline presents the value of the global entertainment and media market from 2011 to 2015, as well as a forecast for the period 2016 to 2021. In 2021, the market is expected to reach a worth of 2.2 trillion U.S. dollars. In the United States the entertainment and media market was worth 573.57 billion U.S. dollars in 2014 and is expected to grow to over 720 billion U.S. dollars by 2020.

The entertainment and media market encompasses every broadcasting medium from newspapers, magazines, TV and radio and popular forms of entertainment such as film, music and books. The compound annual growth rate of the entertainment and media spending worldwide has been predicted between 2016 and 2021, by sector. Projections indicated that the sector which will see the most compound annual growth rate will be internet video, which will grow by 11.6 percent during the stated time. In comparison, newspaper publishing is expected to shrink on an annual basis by 2.7 percent.



Above research and statistics about the art, culture and entertainment industry is showing there is a huge potential in this sector. However, it also is a reality that all these markets are confronting the issues of replication, counterfeiting, and fraud.

We believe that blockchain combined with tokenization is the solution of this problem that will bring about a change in the global art and entertainment market by tackling the challenges.

## 10 NUR CHAIN — DISRUPTING THE ART AND MEDIA INDUSTRY

---

*After the crowdfunding stage is completed, our main objective is to develop a state of the art dedicated blockchain where we can swap to from the existing ethereum blockchain we are using. This section gives a detailed overview of how we are using our team expertise to create a sophisticated blockchain that is able to support the features we are aiming for.*

One of the most important aspect of buying an art piece is being able to verify that the art you purchase is authentic. A research by Fine Art Experts Institute (FAEI) in Geneva suggest that that over 50% of the artwork that they examine, are either forged, or misattributed to the incorrect artists. With pieces in the fine arts market selling for tens or even hundreds of thousands of dollars, it's important that you're buying what you think you're buying.

We propose a solution to all such problems by development of a state of the art blockchain that will trace the progress of an art or media created from initial point i.e. from creation phase to when it is being supplied, then to a place where it has been presented for sale and finally the ownership record of it. Whenever a new art piece is created, its ownership will be attributed to the creator and upon selling it to a new buyer, the ownership will get changed to a respective buyer and recorded on blockchain. We are aiming to use the power of public immutability to maintain art's integrity by providing a blockchain art provenance—a method of proving the ownership of original creations via blockchain.

Here is how will it work?

- A new piece of art is started being created and the creator details alongside the vision for respective art piece is recorded on the blockchain
- The creator certifies this with a NurKoin on a blockchain
- When the art is being shifted to some new art gallery or presented for auction, the State is changed to shifting and record of the person involved in performing the logistic operation is stored in the blockchain again.
- When a new buyer wants to buy the art piece whether in an auction or directly in a peer to peer way from the artist, transaction is done by sending respective value to the Auctioneer or artist wallet in Nur Koin
- Now, when the buying part wants to sell it again, they simply can do it by receiving agreed amount of value in NurKoin and in the process, all data is recorded on an immutable blockchain which can never be altered or manipulated.
- NurKoin transactions are stored publicly, so you, as a buyer, can easily track the entire history of ownership back to the artist. If the token doesn't originate with the artist's wallet, the artwork is a fake.

Similarly, for media industry, we are aiming to use the ability to support micropayments that can be processed without the need for an intermediary payment network or its fees. In normal circumstances, third party or middleman fee for payment processing are too cost-prohibitive to enable micro-payments of values less than \$1. Assuming that a person is selling electronics online, where, profit margins are usually under five percent. In such scenarios, if one is paying via credit cards, it is very likely that 12.5 percent will go towards the payment processor and thus the seller is left with only half of his earned profit, which is simple unjust.

## **Removing Middleman and role of distribution channels**

Another use of NurChain within the entertainment industry is how the technology opens channels to bypass the middleman and have media files shared directly with consumers, automatically confirming any, and all required information, before allowing media to be played. This absence of a middleman is a common denominator across the way in which blockchain tech will transform many different sectors. In the case of the entertainment industry, it will allow for usually unreachable corporations to form a much closer and more intimate connection with consumers. This will allow for more tailored and personalised offerings, as opposed to the one size fits all approach large corporations are often accused of using.

Payment would also be open to changes. Smart contracts would alleviate any issues in forgoing large sums of income by having all parties agree to arrangements in a secure and transparent way that cannot be tampered or altered by anyone, all whilst being accessible by all involved.

With NurChain, we are simply eliminating this fee charged by third party, by offering a peer to peer medium of account, exchange and storage of value in the form of NurKoin—A decentralized cryptocurrency that uses cryptography to achieve consensus and can't be controlled or manipulated by centralized banks or governments.

When it comes to usability of the NurChain, we are not only eliminating the middleman in terms of payment processing but also provide the feature of removing centralized content sharing agencies who take a big bite from both content/media creator and buyer. When digital objects are cryptographically associated with their creators, then there is no need for distribution channels for media content. As a result, any sort of media whether laying in iTunes, Netflix, or Amazon, or even publishing house or record labels, can be bought directly, ensuring that there is no half margin eroded when a transaction has happened and both parties doesn't have to pay any extra commission or fee.

## **Removing Piracy and Ensuring Copy Right Protection**

The digital age has made re-producing digital files a simple, and at times uncontrollable process. This has led to a huge increase in pirating files – something artists and industries have suffered from. NurChain technology will enable us to achieve ‘digital scarcity’ again. Creators would be able to register permissions, limitations, and structure to the way their product is distributed. For example, they could insist that only one thousand consumers are able to hear their latest release, in the lead up to an album release or concert. On a similar note – the issue of copyright law has been a long-standing problem in the entertainment industries. There’s been many a scuffle over the origin of successful, money-making ideas. Blockchain tech can enable clear identification of where a file has originated, who submitted it and when – putting an end to such disputes.

## **FEATURES OF NUR CHAIN**

Nur Chain is a blockchain which is a sort of data structure that can be developed to create a digital ledger of transactions that can be shared among a distributed network of computers. By using cryptography, each account on the network may access and manipulate the ledger securely, without the need for any central authority or middleman – this is the supreme concept to take away. Nur Chain for ownership traceability and supply chain of art creation will feature the following attributes.

### **Immutable:**

All data entered into the NurChain is immutable i.e. it can never be altered or manipulated again, thus, ensuring that the right ownership is retrieved and fraud can be prevented. Moreover, this will also give the buyer a piece of mind of having surety about the originality of the art piece he/she is purchasing.

### **Credible:**

NurChain will work as distributed network shared by various community participants all across the globe, thus, eliminating single point of failure. It is designed to be resilient in the face of outages or attacks, and in case any node in a network of participants fails, the others will continue to operate, maintaining the information’s availability and reliability.

### **Visible:**

All transactions on NurChain are visible to its participants, increasing auditability and trust.

### **Irrevocable:**

All transactional activities happening within the NurChain ecosystem are made irrevocable, thus, enhancing the accuracy of records and simplify back-office processes.

## Digital:

Almost any document or asset can be expressed in code and encapsulated or referenced by a ledger entry, meaning that Nur Chain is not restricted to Art Industry only, but can implement very broad applications.

## 11 NUR FOUNDATION—INVESTING IN KEY BUSINESSES AND PROVIDING POTENTIAL BACKING TO THE NURKoin

---

We believe that majority of the cryptocurrencies, today, are extremely prone to be manipulated by market supply and demand have and generally, they lack a real inherent value. Considering that, we are aiming to deploy NurKoin on a business model which will not only give NurKoin an inherent value, but also provide the much needed liquidity to businesses it would be backed with.

The Nur Foundation aims to disrupt the world of cryptocurrency by creating a coin that is not only cryptographically profound but also has the potential backing of real valued assets in the form of investment into Art, Culture, Entertainment and sports industry. This way, we are ensuring that we get the best of the both world i.e. liquidity of cryptocurrencies through exchange on crypto trading platforms while security and potential backing of real valued assets through investments into key businesses in the Kazakhstan and South Asian region.

NUR Foundation will invest in in key business territories in the Kazakhstan region—A strongly emerging economy that is currently being ranked as ranked 9th on global scale for economic strength and rich in deposits of raw materials of all kinds. These business areas include but not limited to Sport, Art, Music, Culture and will allows not only to provide inherent value and potential backing to the NurKoin, but also provide appreciation of value through explosive growth in short and midterm time span—thus giving the NurKoin holders a significant growth in the form of multiple returns for their holdings.

*It is here to be noted that 50% of the ICO raised funds in NurKoin will be kept as reserved in a Decentralized Autonomous Organization and are liable to be controlled by the founding team only when specific conditions of our roadmap have been fulfilled. This way, the investors can have the confidence that their investment is going to released only on successful execution of the project.*

## 12 ROADMAP

---

### Q3 2017

- Nur Research Centre
- Feasibility reporting
- Research on the Project Started
- Legal team hiring

### Q4 2017

- Development Team Hired
- Work on white paper started
- Website creation started
- Angel round of investment started

### Q1 2018

- NurChain blockchain team hired
- Website Prototype released
- Key business negotiation with leading business parties in Kazakhstan area

### Q2 2018

- NurKoin ERC 20 token development
- Advisory onboard
- Angel round and private sale
- Community development
- Bounty schemes for marketing

### Q3 2018

- White Paper release
- Pre-Sale
- Main ICO Sale

#### **Q4 2018**

- Listing on crypto trading exchange
- First Investment by investing in promotion of art and cultural events

#### **Q1 2019**

- NurKoin personalized coin release
- Supply chain and tracking functionalit implementation on Nur Chain
- Blockchain Mainnet beta version release

#### **Q2 2019**

- Acceptance of NurKoin in key business areas across Kazakastan
- Investment in Key Businesses
- NurKoin wallet release

#### **Q4 2019**

- Mainnet release

# 13 NURKOIN ICO

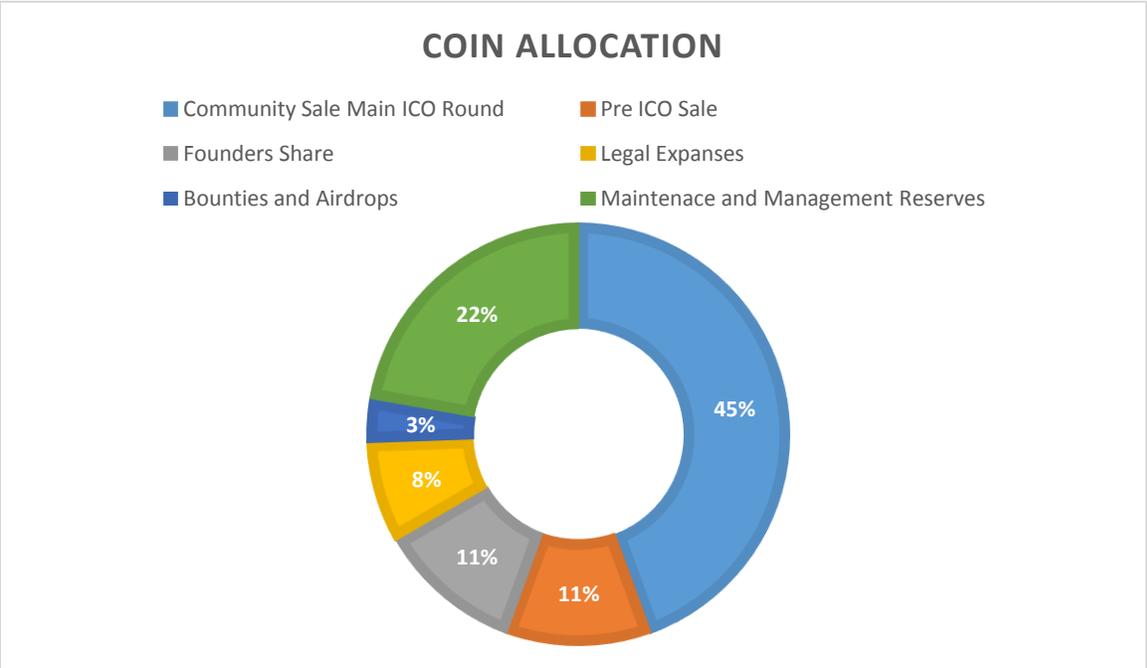
We have kept the total supply as 2.2 Billion of NurKoins to be released ever. By keeping the total supply fixed, we would ensure that the value of the token is never affected by deflation. In order to develop the NurChain and invest into respective business areas, we are already working on the project utilizing our own resources and dedication the combined efforts of our tea and advisory board. However, for the successful execution of the project into later stages, we aim to perform the fund raising through Initial Coin Offering by releasing 50% of the total coin supply as community sale.

In the first phase, our marketing team would be conducting a Pre-ICO sale that would be available on the website and would distribute a total of 10% NURKOIN.

After the successful completion of Pre-ICO sale, we would be conducting the main ICO, during which a total of 40% NURKOIN would be offered to the public at affordable rates.

The NURKOIN ICO process will ensure we attract a diverse range of investors and a more democratic outcome. The plan for allocation of funds is milestone based, to ensure the focus is on planning and development and as per the road map. This will create confidence in early ICO participants, as our concept and implementation of the same is transparent and structured.

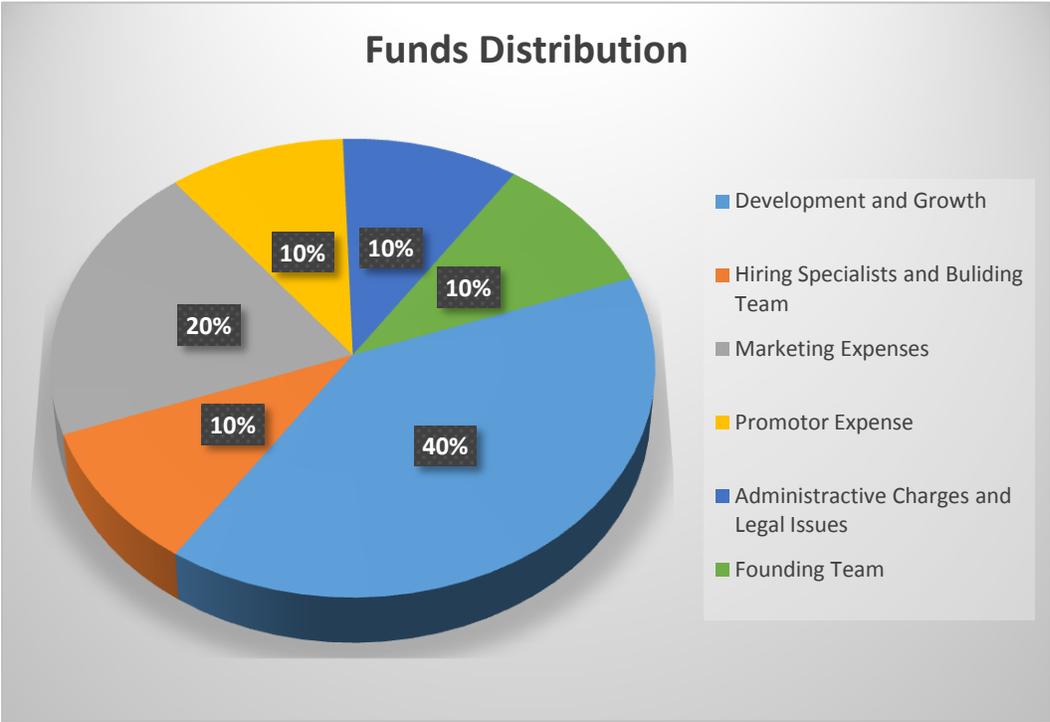
The distribution during ICO will be as follows:



For details about the pricing, please check our website [www.nurkoin.com](http://www.nurkoin.com)

# 14 USE OF PROCEEDS

---



# 15 MEET THE LEADERSHIP

---

18	15	5
Creative and Dedicated People	Years of combined experience	Years of blockchain experience
 <b>Claudio Illarietti</b> C.E.O. in   	 <b>Aiman Mussakhajayeva</b> GodMother in   	 <b>Andras Kotcsis</b> Strategic Communication Manager in   
 <b>Isabella Biffi</b> Artistic Projects Developer in   	 <b>Brenda Cardoza</b> Blockchain Developer in   	 <b>Giuliano Vallini</b> Marketing Manager in   
 <b>Maria Fernando Criscuolo</b> Customer Relations Officer in   		