

# Everlens

*“Art is a kind of representation that is purposive in itself and, though without an end, nevertheless promotes the cultivation of the mental powers for sociable communication.” I.Kant*

Built on Cardano, BSC & Solana



# Disclaimer

This whitepaper is intended to be used as a first-hand insight into the utility and potential of Everlens. It has been published by the founders of Everlens as a source of information on the NFT and its use. Please note that the following text serves as an information function and does not qualify as investment advice.

## Context

Moments of joy can appear in many forms: a sunset, a child's first steps, a night out ...

Just over a hundred years ago, for the common folk, there was no real possibility to forever capture a moment in time - painters, writers and other artists were the only ones blessed with the ability to immortalize such moments.

Nowadays, technology has allowed us to capture and immortalize moments from social movements to our dearly loved cat with a simple snap of a finger. Technology has affected much of our basic social behaviors - the way we communicate, share and interact with each other.

Instagram was created for this exact purpose; it provided a platform where people could communicate and share those moments with others. It is now one of the most used social platforms in the world with over a billion daily users.

The arrival of such platforms created a whole new industry of digital content creation, which is feasible for all and has infinite distribution.

However, with perks also come hurdles - the same goes for digital content, in its greatness many loopholes remain unhandled.

### **Content Distribution**

Content distribution can be characterized in two main categories:

- Digital content distribution; Facebook, Instagram, Snapchat and Tiktok are considered to be digital content distributors. They provide a free

digital publishing platform for users while relying on advertising and user data licensing to generate revenue.

- Physical content distribution; Warner Bros, Universal and Dreamwork are examples of physical content distributors. These companies retain complete control of the content they publish.

### **The problem:**

These existing media channels provide only partial control of distribution and monetization to content creators.

### **Is there a solution?**

The emergence of decentralized technology has opened a whole new set of possibilities for creators to control content distribution, licensing and monetization. Non-Fungible Tokens, abbreviated as NFTs, allow anyone to turn a piece of content into a unique transferable token.

### **What is an NFT?**

A Non-Fungible Token is a unique and irreplaceable asset. Bitcoin is considered fungible because each coin is indistinguishable from the rest. The Mona Lisa, however, is not fungible because there's only one in existence. If you traded Mona Lisa for something else (money, paintings, etc.) you would never get the exact same thing in return.

### **What are the characteristics of an NFT?**

- **Unique:** a Non-Fungible Token is characterized by unique properties that cannot be used twice.
- **Indivisible:** unlike Bitcoin, a Non-Fungible Token is not divisible. You have to buy it all or not at all.
- **Limited:** the value of an NFT comes from its scarcity and uniqueness.

### **What are the benefits of an NFT?**

- **Ownership rights:** as a content creator, you control the rights and configuration of the content stored in the NFT.
- **Easily Transferable:** using the blockchain, an NFT is easily transferable to any one in a few minutes.

- **Trustworthy:** NFT is hard to counterfeit since it is processed on a decentralized and permanent record.

As Ethereum Co-Founder Joe Lubin brilliantly stated: *“Another incredibly exciting use case, that is possibly going to be bigger than DeFi commercially, is NFT’s (non-fungible tokens). NFT’s are basically creating digital representations or just gain some ownership for lots of different things in the world, whether they’re natively digital, like digital art or music, or whether they represent physical objects.*

*“NFT’s are a part of DeFi. They will implicate DeFi in some use cases, but are also just going to be relevant to so many more people. There are going to be so many use cases in art and music - people like collecting things and organizing things as a species.”*

NFTs are the perfect solution for content creators who want to control the way they **distribute** their art.

## Introducing Everlens

The world's first NFT platform for Instagram built on Cardano, BSC and Solana. Everlens provides a platform to every content creator who wishes to sell Instagram posts.

### **What is Everlens?**

The idea behind Everlens is to allow any Instagram user to 1) monetize their content, and 2) to engage with their community by giving fans the opportunity to buy and collect unique content from their favorite Instagram influencers.

Here is a simple example: pretend for a moment that you are Kylie Jenner. You were at the MET Gala the evening before and you took a picture backstage in an elegant gown - perhaps sponsored. You decide to share this moment with your 258 million Instagram followers. However, this time, you decide to allow a follower to buy the post and be the sole owner of it. Wouldn't that be great?

In theory, it can be complex to quantify the value of a piece of content as some followers can be ready to pay thousands of dollars to own a post of their favorite content creators.

### **How does it work?**

We have simplified the process and made it accessible to all - including users that are not acquainted with the functionality of blockchain technology.

Individuals will connect on Everlens by linking their Instagram account to the platform, which will allow them to directly access their Instagram library and easily create an NFT. Once the post is chosen, the user is then able to set a starting price for the auction and let the highest bidder own the content.

### **Who needs Everlens?**

The need for Everlens emerges from the need to digitize and preserve art. That being said, the question arises: what does art entail?

- *“Siri, can you give me the definition of art?”*
- *“Sure, art is the expression or application of human creative skill and imagination, typically in a visual form such as a painting or sculpture, producing works to be appreciated primarily for their beauty or emotional power.”*

Art comes in different shapes, forms and understandings; hence to define art precisely is an existential question. The only certainty is that art evolves through time. It is able to tell us a story about a certain period in time. If we were to compare a painting from the Baroque movement with a painting from the Romanticism period, you can clearly notice the difference in style, technique and storytelling.

Today, we are witnessing a new transition of style in how digital content is distributed and monetized and Everlens will be the instrument to help creators with this current transition.

Skeptical individuals will question the utility of buying an Instagram post, *why would I buy a picture that everyone gets to see?* For the same reason you would buy a painting, whether you believe it is a great investment or/and feel a certain

emotion when you stare at it. Digital art is just the logical continuity of traditional art.

Interest for content creators:

- **Engagement:** creators will be able to engage with their community on a whole new level.
- **Monetize:** some content creators spend a lot of time and money to create quality content for their followers. It is only natural for them to consider a return on their investment.
- **Less advertisement:** more quality content, many Instagrammers have to prioritize ads over content in order to make a living. Being able to sell your work could completely solve this problem.

Interest for buyers:

- **Support:** users who want to support their favorite content creators will now have the opportunity to do so by buying, collecting and trading their work.
- **Sponsor:** users will have the opportunity to sponsor artists or creators like nature photographers and finance their next projects.
- **Charity:** this will also be a way for people to donate to charity pages that want to fundraise for a certain cause.

### **Owning or Creating a Digital Entity according to Everlens**

**Belonging.** All online work belongs to the creator. They control where the content appears and how it gets monetized.

**Perpetual.** Ownership records are stored on a public network controlled by a global community. This makes your record accessible at any time from anywhere.

**Interoperable.** Digital work shall not rely on any platform. A content creator should be free to create an entity and exchange it on any platform.

There is a major gap in the digital market. This is where Everlens comes in. It offers content creators a powerful tool to help them with content distribution management and monetization.

# The Everlens Business Model

Everlens' business model will be based on a transaction fee of 2% on every NFT sale carried out in the marketplace.

## **How will it work?**

Everytime a user purchases or sells an NFT, he will be charged 2% of the total price.

*Example: If an Instagram influencer decides to sell his last Instagram post for 10 BNB, Everlens will charge the seller 0.2 BNB and the buyer 0.2 BNB.*

## **Premium Feature**

Everlens will also propose a premium feature, allowing an NFT seller to be featured above all NFT sellers and therefore have better exposure.

This feature will be interesting for smaller influencers, as they will enjoy:

- A bigger audience
- Better chances to sell their NFT posts
- More impact on the Everlens community
- New followers

## **How will it work?**

Before posting an NFT, a creator will have the opportunity to choose a premium option. For a 20% fee on the future sale : Everlens will feature the post at the top of the marketplace. If all slots available are taken, featured posts will be displayed randomly.

*Example: If an Instagram influencer decides to sell his last Instagram post for 10 BNB, Everlens will charge the seller 2 BNB and the buyer 2 BNB*

All the proceedings will be burned permanently.

# Everlens DAO

Everlens will gradually evolve into a community-owned Decentralized Autonomous Organization.

Everlens holders determine which governance framework should be used and how much should be voted on. Some decisions will not be up for debate such as token supply which is iron-clad in smart contracts.

Potential things that can be voted on:

- Should Everlens integrate more social network APIs (such as TikTok)?
- Should Everlens maintain its 2% transaction fees on sales? How should net revenues be distributed?
- How should the (yield farming and liquidity mining) token allocation be used to reward Everlens holders and the broader Everlens community?
- Should Everlens modify its transaction tax allocated to (LP) Liquidity Providers?
- Should Everlens modify its transaction tax allocated to the reflection mechanism?
- At what stage should the transaction tax be migrated from LP to Kraken mechanism?

## Tokenomics

Everlens will issue a native token (ELEN) for its marketplace with a fixed supply of 1,500,000,000 units.

### **Token Utility**

Token Holders will have the following advantages:

- Participate in the on-chain governance of Everlens by voting on development proposals. Each token represents one vote.
- Discounted fees on Everlens Marketplace :
  - 25% discount when holding more than 50,000 ELEN.
  - 50% discount when holding more than 100,000 ELEN.
  - 75% discount when holding more than 200,000 ELEN.



- All revenues generated by the Everlens platform will be used to the following :
  - 40% of fees will be allocated to the “Kraken” mechanism.
  - 10% of fees will be distributed to ELEN tokens holders.
  - 50% of fees will be assigned to Everlens marketing purposes and operational expenditures.
  
- Everlens Premium : for a 20% fee on future sales, Everlens will feature your NFT at the top of the marketplace. All proceedings will be allocated to our Kraken mechanism.

## Token Distribution

The distribution of ELEN is as follows :

TOKEN ALLOCATION			<i>TOTAL CIRCULATING SUPPLY AT THE IDO</i>			
	AMOUNT	IN %	UNLOCK AT THE TGE	IN %	CLIFF	VESTING MONTHS
<b>SEED</b>	200,000,000	13,33%	16,000,000	8%	2	16
<b>PRIVATE SALE</b>	200,000,000	13,33%	16,000,000	8%	2	12
<b>IDO</b>	53,333,333	3,56%	26,666,667	50%	-	1
<b>YIELD FARMING AND LIQUIDITY MINING</b>	336,666,667	22,44%	0	0%	-	24
<b>DEVELOPMENT FUND &amp; MARKETING</b>	230,000,000	15,33%	0	0%	8	12
<b>LIQUIDITY POOL</b>	200,000,000	13,33%	60,000,000	30%	-	-
<b>TEAM &amp; ADVISORS</b>	280,000,000	18,67%	0	0%	6	20
<b>TOTAL SUPPLY</b>	1,500,000,000	100,00%	118,666,667			

# Technology

## **How do you create an NFT on Everlens?**

- Sign-up into the platform by using your Instagram account or email.
- Connect your Metamask wallet to Everlens.
- Once you get on the home page, click on Create.
- Choose a post from your Instagram account.
- Set a title, description, and minimum bid and click on create a post.
- Your picture will automatically convert into an NFT instantly available on the marketplace.

## **How do you buy an Instagram post?**

- Sign-up on Everlens using your email or Instagram account.
- Connect your Metamask wallet to Everlens.
- Once you get on the home page select the post you want to buy and place a bid.
- If you successfully placed the highest bid you will become the owner of the Instagram post NFT.

# Team

The key to success and longevity of a project is its people. Hence why we made sure to surround Everlens with talented individuals that are involved and/or experienced in the industry.

## **Victor Ravier - CEO**

Founder, interest rates and bitcoin broker on futures and options at Tradition. Geneva, Switzerland.

## **Omji Pandey - CTO**

Full-stack developer with 5+ years experience. Skilled in blockchain implementation and customization of smart contracts.

## **Sara Hritel - BD**

Head of sponsor and partnership with experience in the motorsport, tech and creative industries.

## **Jules Puente Castan - CMO**

Ex-Sustainability Data Analyst at Luxembourg Green Exchange (First global platform dedicated to sustainable finance).

## **Kevin Abdulrahman - Advisor**

Advisor. Keynote Speaker to Fortune 500, fast growth and forward thinking companies and governments.

## **Pierre-Yves Dittlot - Advisor**

Founder and CEO of Ledgity a digital solution dedicated to IFAs, and designed to improve the way we address wealth management advice.

## **Mario Rathouis - Advisor**

Business Development Europe at Alameda Research & Project Serum.

# Development Roadmap 2021-2022

**October - December 2021** → Release Everlens V1, Work on Everlens V2 (bid on Instagram posts directly, post videos and reels on Everlens), Marketing & Partnership.

**January - June 2022** → Release Everlens V2, Integrate new APIs (TikTok, Tumblr, Pinterest). Mobile App Beta Release, Launch on Solana and Cardano.

**July- December 2022** → Bond partnerships with popular content creators, Centralized exchange listings, Release Everlens V3, Improve the reliability of all integrated APIs.