



**YUSE**

EMPOWERING YOU

# Yuse NFT Marketplace

# About YUSE

YUSE is committed to building an immersive ecosystem powered by a single multi-utility token. Our team, comprised of seasoned industry professionals, is dedicated to providing top-notch products and services across a range of sectors, including wallet, metaverse services, gaming, marketplace (featuring NFTs), communication and dating, travel, education, and cloud storage.

At YUSE, we strive to make web3 technology more accessible to everyone by lowering the overall barrier to entry. With a focus on innovation and user experience, we are confident in our ability to become a dominant player in the Web 3 industry.

# NFT Marketplace

YUSE Marketplace is a comprehensive platform for generating, trading and ownership of digital assets, powered by blockchain technology and smart contracts. Our marketplace aims to provide a secure and efficient solution for businesses, individual artists and collectors, addressing common issues such as performance, user experience,

and high transaction costs.

The goal of the YUSE Marketplace is to become fully decentralised, enabling users to mint, buy, and sell NFTs from a variety of sectors and categories in a decentralised environment.

# YUSE NFT Marketplace Business Model

The business model of our NFT marketplace is centred on the concept of rarity and scarcity. We target various industries, including art, games, music, sports, real estate, entertainment, astrology, fashion, and more. Our goal is to create a model that leverages the unique attributes of NFTs to facilitate trade and exchange in these industries.

Our marketplace offers a diverse range of items, including:

- tickets
- digital collectables
- Astro NFTs
- in-game accessories
- audio files
- physical art pieces
- patterns
- Brand items such as sneakers, food items, fashion, accessories and more.



## Channels

YUSE NFT Marketplace channels will include:

- Website
- App for Android and iOS

## Customer Relationships

YUSE NFT Marketplace customer relationships will include:

- Customer Service
- Social Media

## Key Resources

YUSE NFT Marketplace key resources will include:

- App and Web Services
- Active Sellers & Buyers
- Digital Assets

## Key Activities

YUSE NFT Marketplace key activities will include:

- Payment Processing
- Peer-to-Peer trade of digital assets
- Marketplace Management
- Ticket Sales for Metaverse

## Key Partners

YUSE NFT Marketplace key partners include:

- Investors
- Developers
- Buyers
- Marketing agencies
- Sellers



## Cost Structure

YUSE NFT Marketplace cost structure will include:

- Website Maintenance
- Marketing
- Payment Processing Fees
- Salaries

### Revenue streams of YUSE NFT marketplace:

- Listing fees:
- Initial set-up fees:
- Minting fees
- Private sales
- Bidding charges
- Transaction processing fees
- Multiple sales charges
- Affiliate program.

### Major expenses

- Blockchain network maintenance
- Smart contracts, building and auditing
- Protecting crypto and collectables i.e. security.
- Marketing

## Revenue models of the competitor NFT marketplace:

### OpenSea

OpenSea is the world's first and biggest NFT marketplace, where you can purchase and trade a wide range of one-of-a-kind digital goods. Other digital commodities accessible outside digital art include collectables, avatars, gaming items, domain names, and even digital representations of tangible assets. Simply said, OpenSea is the eBay of digital products and virtual environments.

- 2.5% on every transaction.
- One-time registration fees range from 70 to \$300.
- \$10-\$30 to access the users' NFT.
- One-time contract approval fees,



### **Rarible:**

Rarible is a company founded in Moscow in 2020 by Alex Salnikov and Alexei Falin. In July of that year, the company introduced its governance token, called RARI. Rarible charges a 2.5% service fee for buying and selling on its platform, or sellers can choose to pay a 5% fee instead.

### **Mintable:**

Mintable is a digital assets exchange that was founded in 2018. It distinguishes itself by allowing users to exchange digital assets for fiat currency.

### **SuperRare:**

SuperRare is a platform that allows users to buy and sell crypto collectables. The technology behind SuperRare was developed by Pixura, a company founded in 2017 by John Crain, Charles Crain, and Jonathan Perkins. When an item is sold on SuperRare for the first time, the company deducts a 15% fee from the proceeds before paying the author 85% of the remaining amount, plus an additional 3% charge for subsequent sales.

### **KnownOrigin:**

KnownOrigin is a digital art platform that was founded in 2019 by David Moore, Andy Gray, and James Morgan. In the year since its inception, the company has generated over \$1.3 million in sales and has established partnerships with major brands such as Netflix, Adobe, and Adidas. KnownOrigin operates a secondary sales system similar to that of SuperRare, allowing users to buy and sell digital artworks on the platform.

### **WazirX:**

WazirX marketplace charges a 5% service fee for its transactions.

### **Jupiter Meta:**

Jupiter Meta is a Chennai-based NFC marketplace founded in 2021 that provides a personalised experience and fixed prices for its users. It also offers zero gas fees.



### **BuyUcoin:**

BuyUcoin is a leading cryptocurrency exchange based in India. Founded in 2016, the platform serves around 350,000 users. BuyUcoin charges a fee of 0.24% for each trade made on the platform.

### **Binance:**

Binance is a well-known cryptocurrency exchange that launched an NFT (non-fungible token) marketplace in 2021. The platform deducts a 1% trading fee for each transaction.





**THANK YOU**