

OUR MISSION

The Find Art Society (FAS) mission is simple: we hope to find - and fund - the next generation of incredible NFT artists.

We plan to accomplish our mission through recurring contests or “Seasons”, inspired by the hit TV show *American Idol*. Each season will function as a contest where we hope to spotlight artists who are unfamiliar with the NFT world; artists who can deliver real value to this sector. The FAS will also collaborate with the contest winners to help them create their own NFT collections.

We believe that NFTs will forever change how we create, share, and validate art. We won't technically be a DAO (decentralized autonomous organization), but we will be making decisions based on community voting. We believe that all members should be given a voice to help shape the future of the FAS rather than be passive participants.

Art has been around for a long time, and we believe the same will be true for NFTs.

For the last decade, the worldwide art market has averaged \$62 billion in sales. Why? Simple. There is beauty and value in art. Art has been around since the middle stone age, approximately 280,000 years ago. It exists in many forms including sculpture, painting, film, photography, and animation just to name a few. Over the last decade we have found a new way to generate and express ourselves thanks to the growing technologies of the blockchain. NFTs have been around since 2014, but have become mainstream over the last couple of years. Now there's not only a much easier way to buy, sell and license art, but also an added layer of utility to our art that never existed before. NFTs (Non fungible tokens) are smart contracts that can unlock discounts at a store, grant you access to an event, and even interact with other NFTs to make something completely new. There is an entire world of creative artists and developers working together to discover new ways we will make and interact with art.

Statistics paint an accurate picture for the future of NFTs.

According to data from NonFungible.com, external sales of art and collectible-related NFTs using Ether, Flow and Ronin blockchains grew to a staggering \$11.1 billion in 2021 from just \$4.6 million in 2019. If you include all blockchains, NFT sales totaled \$40 billion in 2021. Experts predict the NFT market will grow to \$80 billion by 2025, and could exceed \$300 billion by 2030. The possibilities for this market are endless when you combine the utility of art, collectibles, gaming, metaverse and proof of ownership.

We are early arrivals to the NFT game, especially for fine art.

In 2021 there were only 28 million active NFT wallets. That's only about 0.3% of the total world population. According to a large mass survey by Money and Morning Consult, a mere 1 in 4 Americans know what an NFT is. New technologies are hard to learn. Some of you may not be

old enough to remember, but the early 2000's consisted of T-9. This meant having 9 buttons to construct your text messages. Fast-forward a decade and we have the Apple iPhone 4 with apps and iTunes. Fast-forward another decade and our phones do just about everything from facial recognition to operating a payment system for your business. What does the future hold for NFTs? Nobody knows exactly. But what we do know is that FAS wants to be at the forefront leading and innovating the way we make, use, and exchange art. We have expertise in dealing art and we've noticed there is major room for art to grow in the NFT world. Right now, the NFT world is dominated by profile pictures and NFTs with utility. By adding utility to real world art, we hope to educate the masses and help every artist explore the possibilities that NFTs unlock.

Who are we?

We're professionals with deep roots on both sides of the art sector; in the physical *and* crypto worlds. Some of us have years of experience in licensing and business in the fine arts industry. In contrast, others are forward-looking Web 3.0 enthusiasts who have mastered the art of NFT marketing and community-building.

Together, we're confident that we can bridge the gap between underappreciated artists and the NFT world.

What are we doing?

We are forming a SOCIETY of art collectors intending to find the next major NFT artists. The FAS will launch collections for some of the most world-renowned artists in the space. We also hope to fund NFT projects/collections that elevate the expectations of the entire sector.

We will focus on art that we feel connects with art enthusiasts worldwide, whether they're physical art collectors or NFT collectors. We hope to become the *American Idol* of the NFT space; a place where talented artists can compete to gain recognition and exposure. These contests will help move the community forward.

Where?

Our NFT collection will exist on the Ethereum blockchain, but we plan to expand and explore other blockchains as we grow.

Why?

We genuinely believe that art is a crucial part of society and that it should be as accessible as possible. As art enthusiasts, we also believe NFT technology will change the art world forever. As technology evolves, we hope to onboard talented artists who can create NFT collections and eventually build their own respective communities.

Blockchain technology will revolutionize how human beings license, purchase, and trade art. We hope to create a like-minded community of artists, collectors, supporters, and investors as this transition takes place.

How?

We understand that the mission of the Find Arts Society is ambitious. Here are some ways we hope to build our community and help a whole new crop of innovative NFT artists:

1. Our Season 1 will help drum up interest in the FAS and help create a community of artists and collectors. Season 1 will be funded thanks to our first NFT drop.
2. The community will decide which artists win the contests and help determine how treasury funds are used and allocated in the future.
3. FAS recognizes that not everyone understands NFTs and that we're at the beginning stages of it's enlightenment. Our community will make a conscious effort to appeal to non-crypto investors and collectors. This differentiates our community from countless other NFT communities focused on a quick profit.
4. Our team pledges to remain responsive and transparent regarding any communications within the FAS community.
5. Each NFT collection will fund the next FAS season, creating a self-sustainable ecosystem that helps fuel the community forward.
6. We commit to helping educate the masses on NFTs, and also to helping become an "access point" (or a beginner platform) for those who are unfamiliar with non-fungible tokens.
7. We promise to elevate emerging artists all over the world, and adopt a fair and inclusive mentality regarding which artists the community chooses to empower.
8. We hope to create the strongest network of NFT collectors and artists in the world.

We know that building a community is easier said than done. Through hard work, community feedback, and successful marketing, we're confident that the Find Art Society can be a massive success. Of course, it will take an entire community to truly make an impact.

But WHY exactly should I invest in Find Art Society? What do I get out of it?

1. You get access to NFTs inspired by real art, handpicked and curated by the FAS community.
2. You'll participate in a historic contest meant to uncover and empower the most talented NFT artists in the world.
3. You'll have the power to help shape and direct the future of the FAS project. Owning an NFT means being able to vote in contests and being able to participate in decisions regarding the future direction of Find Art Society.
4. By holding onto our NFTs, you will get access to future artwork created by our Season winners. These NFTs may also have additional exclusive perks and benefits, such as access to merchandise or art prints.

ABOUT SEASON 1

Season 1 of the Find Art Society will be funded by our first NFT drop, which will feature 1000 NFTs. We expect to generate around 30 ETH during this drop. These funds will go towards developing and marketing the Find Art Society Season 1.

Reality shows are entertaining partially because of storylines. If you plan to participate, we will need to learn more about you as a person in order to tell your full story. You will be asked to fill out a brief survey about yourself, your background, your goals, and your work. You will also be asked to sign a licensing agreement that allows the FAS to market and sell your NFTs (under this agreement, artists will be entitled to royalties).

To ensure that the contest is completely fair, a multilayered judging process will be put in place for maximum integrity and transparency. Once ten finalists are chosen, the first review board will judge the candidates. The first review board will consist of the FAS team as well as 5 “whales” (large investors) in the Find Art Society community.

The second review will occur among a select panel of artists and influencers, who will be hired specifically for this purpose. The final vote will be open to all FAS members, with each Find Art Society NFT = 1 vote.

We may also continue to collaborate with Season winners on additional NFT collections.

THE TEAM

The team is bonded by our shared passion for NFTs, and everything that they have to offer the art world. Several of our team members have been active community members in other NFT projects and communities. Because of this, we’ve built many valuable connections.

One of our core connections is Roger Maggio, Chief of Operations at Artography. Roger has built a successful business selling physical art, and is leveraging both his expertise and network to help Find Art Society conquer the digital art sector.

The team doesn’t believe in being an echo chamber: we’re committed to listening to each other, absorbing constructive criticism, and learning how to improve. With your help, we can be the #1 ART FINDING SOCIETY in the entire world.

ROADMAP

Here is our roadmap for upcoming Find Art Society events and announcements.

We recognize that some of these phases may not fit this exact timeline and remain open to some flexibility regarding these specific milestones.

Phase 1 - April 2022

The Find Art Society will only be successful if we build a strong foundation. The first phase will focus on creating and strengthening our community, thanks to the launch of our Discord and other social media initiatives (Twitter/Instagram/Tiktok, etc).

During this time, we will welcome our first members and gain initial feedback regarding the community and how it should function. We will also accept early entries for Find Art Society Season 1.

Phase 2 - May/June 2022

Our second phase will begin once we launch our first NFT collection. Before launch, we will offer a “sneak peak” of our inaugural NFT collection, featuring 1000 NFTs. We estimate that the first collection will generate about 78 ETH. The mint price of the NFTs will be .08 ETH, with Find Art Society whitelist members able to purchase the NFTs for .06 ETH.

The 78 ETH generated will then be distributed in this manner:

- 30 ETH will be transferred to the FAS Treasury.
- 20 ETH will be transferred to the backend Team.
- 20 ETH will be transferred to developers, and additional community members participating in moderation/social media/marketing roles
- 8 ETH will be the 10% royalty tied to Metin, our season 1 artist.

In addition, we will be launching our 10 ETH “Submit Your Work” artist contest for added visibility and exposure.

Phase 3 - TBD

Once the minting is complete, FAS members can vote to crown the Season 1 winner. The process will require several review boards before a final FAS community vote. Each NFT will double as a “vote”. The Find Art Society will then collaborate to create 1000 NFTs with the winning artist.

A whitelist will be announced where Find Art Society members can purchase NFTs from the second NFT collection at a steep discount.

Phase 4 - TBD

Once Season 1 is complete, we will launch our second NFT collection. These NFTs will offer new utilities and benefits separate from the first Find Art Society NFT collection. The funds will then be used to launch Find Art Society Season 2, and the FAS community will decide how the remaining funds are spent.

Find Art Society's Season 2 will conclude with a new winning artist. A third NFT collection will then be created to fund FAS Season 3, and the seasons will continue in this manner.