

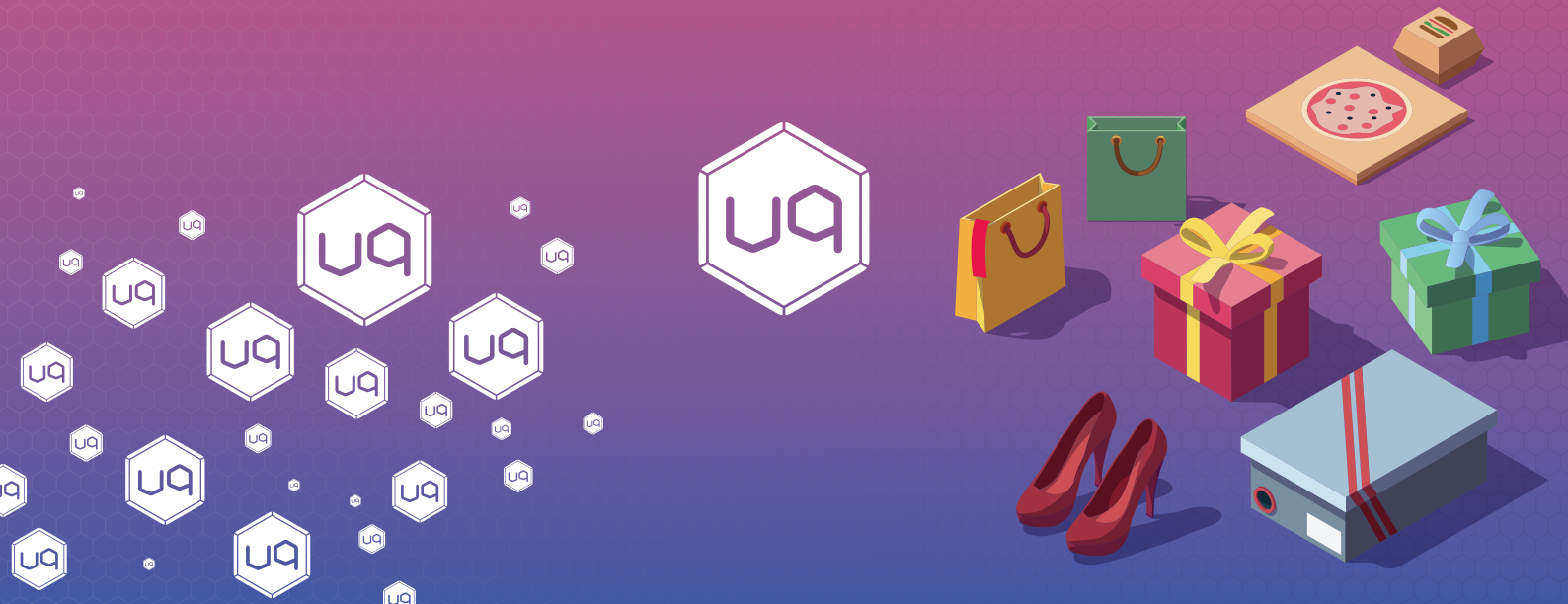




uniqly.io

## The first bridge between NFT and physical products

**Uniqly.io** - the first marketplace and escrow that allows you to create and trade NFT tokens with the possibility of materializing them in the real world.



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# general information introduction

In recent years, we can observe a new, strong trend emerging. The trend of owning somehow unique, often limited and distinctive items. Having an extraordinary piece of clothing, old wine or a pair of shoes from a special collection has become a reason to feel pride.

All this is driven by the desire to stand out from the crowd, demonstrate your uniqueness and express yourself through your clothes or a hobby.

Striving towards being one of a kind, has caused the prices of limited or otherwise special products to go through the roof. The market for trading them is now so widely developed, that it has become a fully-fledged investment and speculative tool to many, as well as a very good way to store value.

Like everything that is used in a traditional way, it eventually finds its reflection in the digital currency world as well. Here, the closest counterpart of collectible and investment goods are the non-fungible tokens (NFTs).



## tokens

Anyone who has ever participated in the cryptocurrency market knows what tokens are. They are units derived from cryptocurrencies that can serve as means of payment or fulfill a predetermined function in the ecosystem of a given project. The tokens we usually deal with are the so-called utility tokens. Their market price is determined on the basis of demand and supply mechanisms, they are interchangeable, supply is usually high and their role is to fulfill the tasks set by their creators, or to contribute a certain value to their owner. Such tokens based on the Ethereum chain are referred to as ERC-20.

The Uniqly.io ecosystem is also based on this type of token. You can read more about UNIQ in the "UNIQ TOKEN" section on page 17 of this document.

# what are the non-fungible tokens?

Another type of tokens are non-fungible tokens (NFT). NFTs are digital assets that directly represent unique tangible and intangible goods. Unlike most known tokens, NFTs are not interchangeable with each other. Each token represents a different item and has a different value. They are often unique, which translates into great demand, resulting in a potential increase of value. The codename of this type of token is usually ERC-721 or ERC-1155.

The main task of NFT is to digitally reflect the investment or collector's value, in a way that allows for easy verification of the authenticity, origin and ownership of a given item. Additionally, by locking the value of goods in the form of a token, they become an excellent financial tool adequate for trading, using as collateral or exchanging for other goods (also in the form of other NFTs).

Nowadays, NFTs are used in a wide variety of digital art, collecting and gaming applications.



## current state of nft market

NFTs are nothing new or groundbreaking. The first tokens of this type were created over 3 years ago. Since then, many different variations have emerged.

We already had CryptoKitties - digital cats generated on the basis of cryptographic algorithms. We have various types of trading cards or even unique gifs and memes. All vthese goods exist only in digital, intangible form.

They are just a virtual string of code.

That's the reason why the NFT market as we see it now, cannot be taken seriously. Trading memes, funny gifs, digital characters and cards may seem like fun, but does it represent any real value? None of the currently functioning market-places are supporting physical goods trading, nor can they guarantee that the purchased item is backed by any real-world value.

# motivation

We at Uniqly.io strongly believe in the power and bright future of properly designed systems based on blockchain technology. However, we know that in the flood of shallow, low-impact projects which fade very quickly, the most important thing is to deliver real, tangible value to the market. Our goal is to change the NFT market by introducing elements with real value into it, so that every token owner may experience the feeling of having something more behind the digital record, than just a speculatively puffed up, non-existent effect of someone else's imagination.



## our solution

Uniqly.io will change the NFT market by combining the power of NFT with physical products of real value.

It is a multi-functional tool made for creating unique clothing and binding it with non-fungible tokens. We bring our users the possibility of designing their own hoodies, T-shirts and other items using a built in generator available only on Uniqly.io platform. Our role is to manufacture these goods and ship them to our customers, or to safely store them and issue a NFT token instead!

With Uniqly.io every influencer, youtuber, celebrity (or even you) can become an creator of NFT token series, that will be backed by real world value! Followers who purchased them can trade their tokens, exchange for other assets, pawn them or finally burn them to get a real, physical item with a digital QR signature being the proof of sole and absolute ownership!

Please read the following pages of this paper, to learn more about Uniqly.io



# uniqly.io - overview

Uniqly.io - the first marketplace and escrow that allows you to create and trade NFT tokens with the possibility of materializing them in the real world.

## why uniqly?

Uniqly is a platform created in response to the needs of the market. NFTs are becoming more and more popular, showing great potential, and yet looking at this trend as a bystander, it is hard to avoid being under the impression that what we see here is just a funny game, in which non-existent products of indeterminate value are being speculated on.

Uniqly.io creates the missing bridge. A bridge connecting the world of virtual NFT tokens with real, tangible products. We want to build an ecosystem that will eventually allow the NFTs to grow up to their true potential. This solution is revolutionary but also simple in its functioning. It allows us to introduce a real application of blockchain technology to the mainstream thanks to the possibility of creation and tokenization of real, personalized products, including clothes, collectibles and limited items.

**Uniqly.io guarantees that all NFT Tokens created on our platform are physically backed and can be claimed at any time.**

## nft tokenization of physical goods

What distinguishes Uniqly.io from other services is the fact that each product created on the platform, or verified by escrow is associated with a non-fungible token representing its real value. Basic item data is saved on the blockchain and can be verified at any time via the chain explorer (eg. Etherscan). The blockchain stores information about the type and name of the item and the digital signature of its rightful owner.

To facilitate quick access to this information, we use QR codes printed on the products. One of them is a link to the ID of the token to which the product is assigned.

The second code leads to the ID of the token burn transaction that was necessary to complete the receipt of a physical item. This transaction may be signed with personal data, a nick-name or contain other information.

Such a procedure becomes an indisputable proof of the authenticity of the object and its owner.

## e-commerce potential

The global apparel market in 2020 was valued at over \$ 1.5 trillion. If only 0.01% of it could be tokenized, we would get a capitalization of tokenized clothes equal to a 150 million dollars. That is a huge number, and it would still only be one ten thousandth of the whole market.

The vast majority of sales are made via the Internet.

Uniqly.io provides another, one-of-a-kind way to resell clothing and other products in a new, previously unknown form.

In addition, the Uniqly.io platform offers a great solution for well-known clothing brands that have been struggling for years with the influx of fakes which are harming their good name. Being able to undeniably prove the authenticity of an item was never easier and it is we who provide this opportunity.

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**Put on original, unique clothes and be able to prove their authenticity at any given time! Thanks to the digital signature which can be verified on the blockchain, show that you and only you are their rightful owner. This is the first time in history when this concept has become a reality, and the NFTs are the technology behind it!**





# uniqly.io

## - product generator

Generator is the first planned product of the Uniqly.io ecosystem. It is a multi-functional and powerful tool for creating your own, original clothing and accessory designs.

Each user of the Uniqly.io platform, regardless of their profession, status or origin, will have the opportunity to create an NFT token and to bring it into existence in the real world. We offer over 40 different kinds of products. From T-shirts to sweatshirts, hats, masks and many, many more. Thanks to the tools built into the generator, you can create your exclusive design on all of these products. It doesn't matter if it's a logo, an artwork, meme or a slogan.

The generator is also a great tool for artists, youtubers and influencers who will use it to create their clothing collections and easily offer them to members of their fanbases.



# how does our ecosystem work?

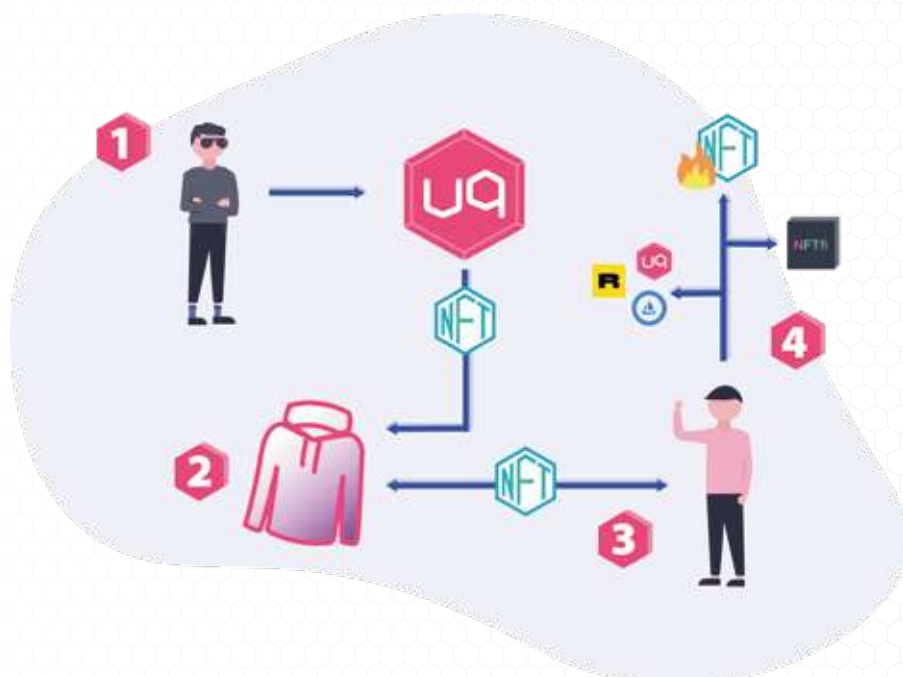
**1.** Your favorite artist, influencer or literally every person in the world has access to our unique Generator, which is a workshop where they will design their unique series of clothes, accessories and gadgets.

**2.** Sewing companies which are in partnership with Uniqly.io will take care of the production of everything that will be designed in the Generator. Even the most original design will become a reality.

**3.** Customers may use the platform to purchase NFT tokens which are backed by physical goods stored in our secure warehouses.

**4.** As a NFT token holder you may use it in many different ways:

- Resell it at any time using our Marketplace. This way, you can profit from the price increase resulting from the uniqueness of the item.
- Enter the NFT-fi system with your token. That will open up a number of financial opportunities that have never been possible before.
- Burn your token and receive a real world, physical item with shipping to the address of your choice. The item will feature codes leading to an Etherscan page where you will be able to confirming your exclusive ownership of the item.



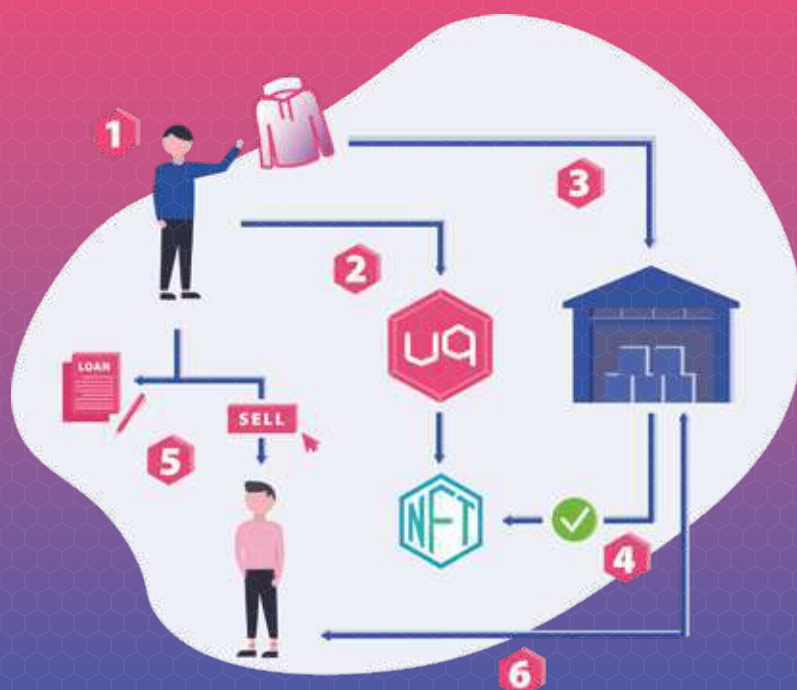
5. If you have decided to claim your item, you may visit [Uniqly.io](https://Uniqly.io).
6. You then burn the token.
7. You sign the transaction and the NFT token with your name or nickname.
8. You wait for the courier to bring your item to you.
9. Congratulations! You have successfully claimed your item!



# ESCROW

One of the main functions of our platform is the ability to carry out commercial transactions involving all physical products, even those not created in our Generator. These don't have to be items in any way related to the cryptocurrency market. Do you have clothes, works of art, valuable collections or other material goods? With our Escrow service, you can easily transfer their value to the blockchain and make fast, simple transactions with Uniqly.io as a trusted third party. The mechanism behind this service is very simple in its assumptions. All you have to do is deposit the goods in our secured warehouse, and, after detailed verification, you will be authorized to exchange the product for an NFT token. The series of graphics below will help you better understand how whole process looks:

1. This is Matthew. Matthew is the lucky owner of the original, limited and very expensive hoodie made by a leading streetwear brand. He would like to secure the value of this apparel, certify its ownership and enter the cryptocurrency ecosystem with it.
2. Matthew creates an NFT token corresponding to the owned item through the Uniqly.io platform.
3. After creating the token, he secures the hoodie, packs it and sends it to the Uniqly.io headquarters to be verified and deposited in our storage.



4. If the verification is successful and the product turns out to be genuine, we will approve the token created by Matthew and guarantee the possibility of its re-exchange for the original hoodie.
5. Matthew is now the proud owner of Uniqly.io-verified NFT. There are several ways to manage this token, like selling it to someone else or using it for various financial market activities throughout the NFT-fi ecosystem.
6. A person who decides to buy an NFT token from Matthew can do exactly the same with it. He can also use our platform to order his freshly purchased hoodie with shipping to address of his choice. Doing this will burn the corresponding token irreversibly.

Our Escrow services make us a one-of-a-kind ORACLE for physical products!



## marketplace

We have already mentioned the marketplace. It is the only place where you can purchase NFTs backed by real-world value. Exchange of NFT tokens between users takes place through a specially prepared, easy-to-use P2P interface.

By trading tokens on our platform, you are actually trading real physical items, but in a much easier, hassle-free and fast way.

The Marketplace is equipped with an interface for creating your own brand inside the Uniqly.io ecosystem. Each NFT creator has the option of setting their own online store with a personalized landing page on which the products designed with our generator (or deposited by Escrow) are listed.

Uniqly.io guarantees the highest possible quality of products created with our Generator. Uniqly.io guarantees that all items listed on our Marketplace are physically backed by real world, original products.



# nft token materialization

One of the problems with today's NFT market is its intangibility. Items often purchased for large sums of money are only a digital record that does not exist in the real world.

Uniqly.io intends to change that, so the next stage of platform development will be the possibility of materializing NFT tokens from outside of our ecosystem.

Your CryptoKitty, Hashmask, or purchased meme does not suit you in its digital form? Use Uniqly.io to make it a reality.

But how?

Paul is a verified owner of one of the CryptoKitties. He has full rights to it, confirmed by the purchase transaction saved on the blockchain. After initial verification, we begin the materialization process with a help of our external partners.

We can do it as a:

- Three-dimensional form. High quality print, accurately representing unique appearance of your NFT.
- Canvas print. A real tangible image of your NFT in an elegant, well manufactured form, that may be placed in a commemorative spot.

Each materialized item is provided with our QR codes, which confirm that it was created from the original NFT token purchased on the parent platform. QR codes scanned with a proper app will lead to Etherscan page showing the exact token ID and transaction ID containing information about the owner. It's like a digital, unmistakable signature.



# roadmap

**We are already in the middle of Uniqly.io creation process. What you see below is our detailed development plan, which we are following step by step. This roadmap will let you know what are the next phases of our growth.**



This period was a preparatory phase to start work on the project. This is when the whole idea was born and the team responsible for Uniqly.io was created.

- Market research
- First concept of the project
- Team creation



During this phase, funds for future development are raised and the foundations of the entire Uniqly.io ecosystem are built.

- Token sale – 4 rounds
- Establishing cooperation with manufacturers of our physical products
- Platform development
- Community building

Q4  
2020

Q1  
2021

Q2  
2021

The main goal of this period is to develop usability of UNIQ token. Q2 is also the moment when we double our marketing efforts to build a strong and supportive community

- UNIQ token Uniswap listing
  - NFT staking
- Marketplace development :
  - The first drop clothing products with the possibility of trading
    - Bidding module
  - Real world products claiming
    - start of the NFT token generation application with real-world products
- Planning and implementation of marketing campaigns
  - Building brand awareness
- Establishing partnerships with popular projects
  - Preparation for main product launch



Q3  
2021

An early stage of a working product. This is the time that sums up all of our previous efforts. From here on out, our platform is functional, but some of the planned features are still being developed.

- Launch of the marketplace and item creation tool
  - Centralised exchange listings
- First official collections created in cooperation with popular influencers/brands/crypto projects
  - Strategic partnerships



Q4  
2021

The final phase. Implementation of all planned functions. Maturity of the product.

- Escrow platform launch
- Exploring options of cross-chain transition (currently considered protocols: are Polkadot, Binance Smart Chain, Cosmos and Cardano)
- Materialization of NFT purchased outside of the Uniqly.io ecosystem



Q1  
2022

More info coming in the future...



# uniq token

IMPORTANT NOTE: UNIQ is an ERC-20 token. For more info about this type of token please read the „TOKENS“ chapter on page 4 of this document.

## USE CASES

UNIQ token is a crucial part of the whole Uniqly.io ecosystem. It is the symbol of support and affiliation with the project. Having it in your wallet is not only a show of loyalty but also an opportunity to profit from many clearly defined financial benefits.

Main advantages of being a holder of UNIQ tokens:

- Lower commissions
- 15% of the platform profits are paid to UNIQ holders as ETH dividends
- 15% of the platform profits are spent on the buyback & burn of UNIQ tokens
- UNIQ token holders receive higher profits in the Uniqly.io affiliate program
- UNIQ token staking in exchange for special NFT rewards
- Discounts on products and services when paying with UNIQ tokens
- Access to exclusive collections for owners of at least 10,000 UNIQ tokens
- Highlighting and promoting of auctions will only be available through the use of UNIQ tokens

# presale

Join the NFT market revolution, and become part of a community that understands what is true value enclosed in the form of a token. By investing in UNIQ, you support building the authenticity and real usability of blockchain technology, accelerating its adoption. In addition, you get the most favorable conditions for obtaining tokens, which are the source of many of the above-mentioned benefits

Presale of UNIQ tokens has been divided into five rounds:

- **ROUND 1** - SEED SALE - 215 000 UNIQ - 0,14\$/UNIQ - HARDCAP: 30 000 USD STATUS: **SOLD**
- **ROUND 2** - PRIVATE SALE A - 555 000 UNIQ - 0,18\$/UNIQ - HARDCAP 100 000 USD STATUS: **ROUND START - 07.03.2021**
- **ROUND 3** - PRIVATE SALE B - 780 000 UNIQ - 0,19\$/UNIQ - HARDCAP 150 000 USD STATUS: **ROUND START - 07.03.2021**
- **ROUND 4** - PUBLIC SALE - 3 000 000 UNIQ - 0.23\$/UNIQ - HARDCAP 680 000 USD - STATUS: **TBA**
- **ROUND 5** - PUBLIC SALE - 3 660 000 UNIQ - 0.27\$/UNIQ - HARDCAP 988 000 USD - STATUS: **TBA**

TOTAL PRESALE HARDCAP: 1 958 000 USD

UNISWAP LISTING PRICE: 0,40 USD/UNIQ

Official smart contract address will be published below:

Additional info:

- 7% of raised ETH will be automatically locked and will serve as a liquidity pool for 1 year.
- Any unsold tokens will be automatically burned.

Round	Price	CAP	SOLD
1 - Seed sale	0,14\$	30k USD	07.03.2021
2 - Private sale A	0,18\$	100k USD	07.03.2021
3 - Private sale B	0,19\$	150k USD	TBA
4 - Public sale A	0,23\$	680k USD	TBA
5 - Public sale B	0,27\$	980k USD Status	

# token release schedule

UNIQ tokens are going to be generated after the presale ends. Each investor will immediately receive 20% of the purchased tokens. The remaining amount may be claimed gradually, at the rate of 4% per week.

The most patient investors, willing to wait until the end of collecting the tokens, will be additionally rewarded by the Uniqly.io team.

**Total supply: 13 000 000 UNIQ**

**PRESALE - 63% - 8 190 000 UNIQ**

**20% distributed immediately + 4%/week**

**MARKETING - 10% - 1 300 000 UNIQ**

**40% distributed immediately + 30%/month**

**TEAM - 8% - 1 040 000 UNIQ**

**10% distributed immediately + 8%/month**

**UNISWAP - 4% - 520 000 UNIQ**

**STRATEGIC DEVELOPMENT - 7% - 910 000 UNIQ**

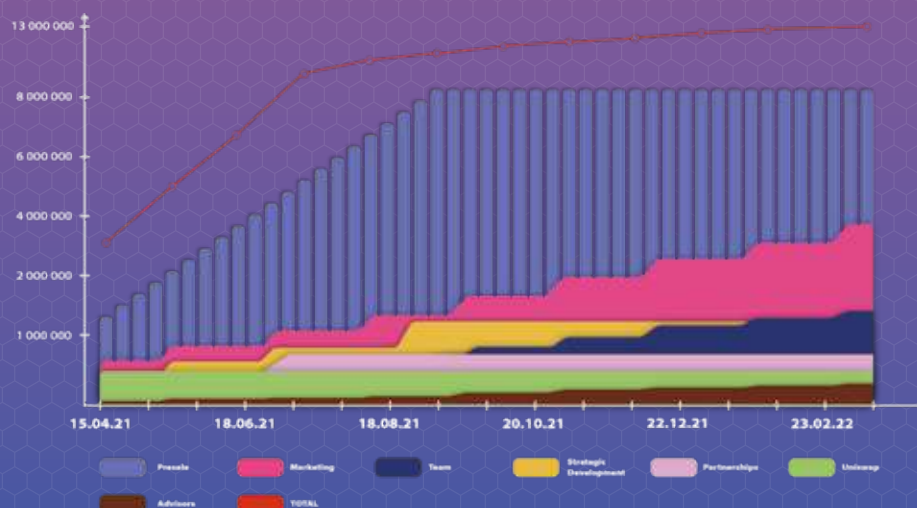
**20% distributed immediately + 14%/month**

**PARTNERSHIPS - 5% - 650 000 UNIQ**

**30% distributed immediately + 14%/month**

**ADVISORS - 3% - 390 000**

**15.04.2021 - Uniswap Listing + Token Generation Event**



# staking

One of the above-mentioned benefits of UNIQ tokens is staking. Staking means locking up a certain amount of UNIQ tokens in return for additional profits on a regular basis.

In the case of Uniqly.io, such profit will come in the form of receiving special, valuable, limited NFT collections.

Staking pools made in cooperation with other popular projects will also be available.

How will it work?

Uniqly.io establishes partnership with a project named „A“. Special token mining pool of „A“ is created. By staking UNIQ tokens, you can receive NFT versions of the limited items created by company „A“.



# core team



## **Christopher Perdek – CEO & Founder**

5 years of experience in strategy, partnerships and innovation in Financial Services, Blockchain and Technology. Christopher brings with him over 5 years of experience as an executive in Business Strategy and Marketing.

## **Mateusz Bosek – Chief Technology Officer**

More than 9 years of international experience in startup and enterprise environments. Building large-scale applications in the Fintech industry for one of the largest banks – HSBC and the Biotechnology industry for PCR projects in QIAGEN. Establishing and managing multicultural and cross-functional teams for the Middle East clients as a Founder of Hubbranch, blockchain enthusiast, and engineering lead.



## **Mateusz Kara – Head of Legal Affairs**

Business-oriented lawyer focused mostly on Blockchain projects, tokenization, cryptocurrency, AML and Fintech. Mateusz is also a Managing Director in the Litpay Ltd. based in Poland and Co-owner of accounting office TAXO. His main goal is to face challenges in law and technology in a practical way.



## **Hubert Dolata – Head of Marketing**

Extensive experience in finance marketing, corporate development, investor relations. A former CMO of a Team Finance/Trust Swap, he led the organization to be acquired after 5 months of development. Skilled in developing successful strategies that drive revenue, and marketing ecosystems, and has experience advising international clients such as HPB.io CryptoPotato.com and The Crypto App.



## **Eryk Królik – UI & Merchandise Graphic Designer**

Creator of award-winning expo in Europe. Using his 6 years of experience, he is responsible for the quality of our physical products.

