

WHITEPAPER



THE MONK PROTOCOL



SCAN ME

What Is Web 3 ?

Web3 is a future, decentralised form of the internet, where users become owners. Rather than using free apps and platforms that collect user data, as in the current phase of Web2, users in the future Web3 phase will be able to participate in the creation, operation, and governance of the protocols themselves.

Web3 is the next major phase in the evolution of the internet. Much like the foundation of cryptocurrency, and helped along by IoT ecosystems, the onset of the metaverse, and the rise of non-fungible tokens (NFTs), this new internet phase will be based upon decentralisation, openness, and greater utilisation for individual users.

This contrasts from the current Web2, which is dominated by large, centralised players that capture most of the internet's monetary value.

While Web3 is still in its infancy stage, it is likely to impact the investment community and broader economy in the years ahead.

Blockchain Technology

Blockchain is a distributed digital ledger that stores data of any kind. The most common use of blockchain today is as the backbone of cryptocurrencies, like Bitcoin or Ethereum.

When people buy, sell or spend cryptocurrency, their transactions are recorded on a blockchain. This data is then permanently recorded in the decentralized ledger. However, blockchain technology can be harnessed and applied to anything which stores data.



What Are DApps?

A decentralized application (dApp) is a distributed open-source software application that runs on a peer-to-peer (P2P) blockchain network rather than a single computer.

DApps are similar to other software applications supported on a website or mobile device, but P2P supported. The app is free from the control of a single authority. A dApp is developed to create various applications for decentralized finance, web browsing, gaming and social media.

DApps are both stored and executed on a blockchain system. The app is validated using cryptographic tokens, which are needed to access the application. DApps are similar to conventional apps, using the same front-end code to render a web page. But dApps back-end code is different, as it runs on a decentralized P2P network. It is what makes dApps free from the control of a single authority.

While centralized servers and databases support traditional applications, a dApp is supported by a smart contract that is stored on a blockchain. Smart contracts enforce rules defined in the code and mediate transactions. Since a smart contract consists of the back-end only and is often just a small part of the whole dApp, creating a decentralized app on a smart contract system requires combining several smart contracts and employing third-party systems for the front-end.



Benefits Of DAPPS?

Decentralized applications provide the following benefits:

- **Fault tolerance:** As long as a single node in the network is still working, a decentralized network will stay available, although its performance may be severely downgraded. Because there is no centralized network, a hacker would not likely be able to attack enough network of nodes to take down a dApp.

- **Data integrity:** Data stored on a blockchain is immutable and secure because blockchain consensus algorithms ensure data stored in the blockchain is resistant to change.

- **Flexible platform:** The blockchain is flexible enough to enable the quick development of dApps for different industries.

- **User privacy:** Users do not need to submit their personal information to dApps to use any app-specific functionality.

Limitations Of DAPPS?

Since the inherited nature of the blockchain is decentralized, its activities are often encrypted and anonymous. If not regulated correctly, this poses security challenges to law enforcement agencies. Further, application latency is hugely slow compared to legacy solutions in the current form.



What is Decentralised Autonomous Organisation (DAO)?

Imagine a company / corporation / organisation in the current world order, These companies are an entity in itself and could be constituted in different manners depending upon their country but they all work towards a purpose which could be anything ranging from earning maximum profits to social cause.

Different individuals can become a part of these legacy organisations by taking up a stock or a share, And these organisations are governed by a board of nominated directors or trustees.

These nominated directors or trustees are the primary decision makers for the organisations and are responsible to steer this organisation in the right direction.

A DAO, or “Decentralised Autonomous Organization,” is a block-chain driven community-led entity with no central authority. It is fully autonomous and transparent: smart contracts lay the foundational rules, execute the agreed upon decisions, and at any point, proposals, voting, and even the very code itself can be publicly audited.

The concept of a DAO is to promote oversight and management of an entity similar to a corporation. However, the key to a DAO is the lack of central authority; the collective group of leaders and participants act as the governing body.

In simple words, DAO is similar to legacy organization / corporation but it lives on the block-chain and is also fully transparent and member driven.



What Are Non Fungible Token ?

NFTs are tokens that we can use to represent ownership of unique items. They are unique, provably scarce, tradeable, and usable across multiple applications. Just like physical goods, you can do whatever you want with them!

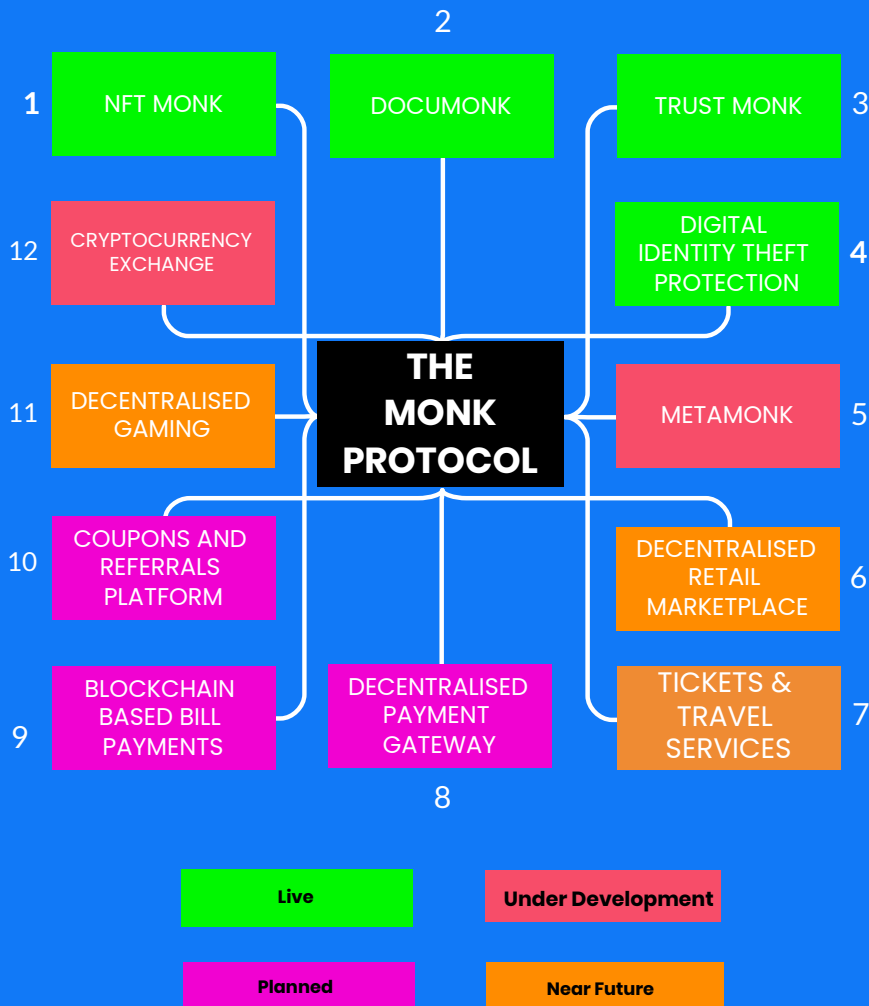
They let us tokenize things like art, collectibles, and even real estate. They can only have one official owner at a time, and the blockchain secures them – no one can modify the record of ownership or copy/paste a new NFT into existence.

The trading volume of NFTs crossed \$23Billion in 2021 and is still in a continuous upward trend, and the NFT market is still not matured. It shows that there is ample opportunity in this space, and lots of NFT creators and traders will enter this space in 2022, especially with tighter regulations on cryptocurrencies; the focus is shifting from cryptocurrencies to NFTs.

Though prices of NFTs are speculative, thorough research and analysis of its creator, the project uses, and previous success of the project creator plays a very important role. The analysis of NFT markets is the same as any financial market, but the volatility is high.



- INTRODUCING - THE MONK PROTOCOL



The adoption of blockchain in the digital ecosystem can provide multiple services to the masses with sustainable costs. While preserving the soul of blockchain and cryptography. These products and services should be introduced and served in responsible synchronisation with the fabric of the society and its security.

The Monk Protocol adheres to this idea of responsible blockchain applications and furthering the concept of dApps where we like to call our apps and services as - Responsible dApps (RdApps).

The Monk Protocol is a collection of our offerings of multiple products and services based on the ideology of RdApps where we bring the power of blockchain to the masses with the responsibility to the society of a non-blockchain legacy product.

The Monk Protocol is an ecosystem that leverages cutting-edge blockchain technology to provide a wide range of solutions. In other words, users of the Monk Protocol will enjoy unfiltered access to the RdApps and Services discussed in the next section.



LIVE

www.nftmonk.app

NFT MONK is a marketplace for NFTs. We're proud to be the first and largest truly Indian marketplace for NFTs. At NFT Monk, you can purchase, create, buy, sell, and store your collection of NFTs.

NFTs are not only digital art collections but are nowadays seen as an alternate investment tool. NFTs can be traded and can even be held for a long time so as value appreciates.

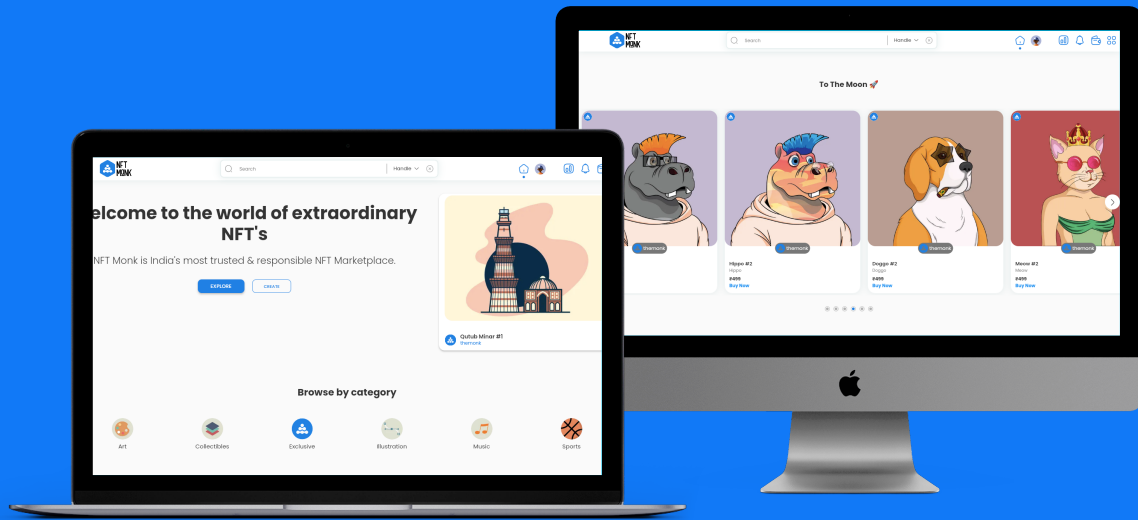
NFT Monk is a comprehensive platform that appeals to many users. In other words, different categories of users can benefit from its unique features and superior functionality.



To visit website click here : <https://www.nftmonk.app>

NFT Monk – Retail Segment

The NFT Monk retail segment is a section of the ecosystem specially designed for NFT creators, buyers and sellers can seamlessly interact and conduct decentralized peer-to-peer transactions.

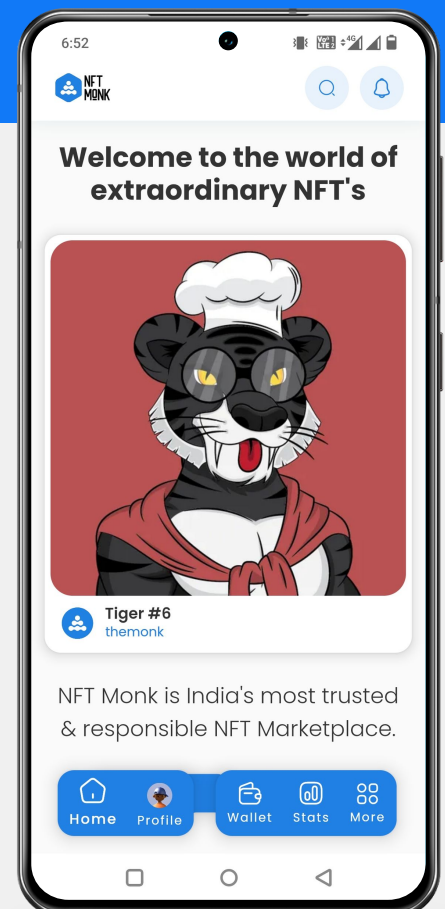


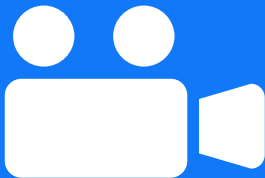
Transactions in the retail segment can take any of the following two forms:

- Fixed Price Selling
- Auction Selling

In Fixed Price Selling, NFT artists and other creatives can sell their artworks at a fixed price of their choosing. Interested buyers can then purchase the NFT directly through our payment gateway integration.

The NFT monk retail segment features a secure auction system that sellers can leverage to optimize their revenue. This system allows them to sample the market and understand how much buyers are willing to pay for their art.





FOR CELEBRITIES



FOR SOCIAL STARS



FOR BRANDS

NFT Monk – Corporate Segment

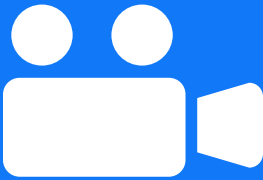
NFTs are revolutionising how consumers can interact with their favourite brands and creators. In particular, global brands are pioneering NFTs that present a new medium of interaction and revenue stream.

NFT's can take many forms. Thus, corporate NFTs offer different utilities and features depending on the brand and asset. Overall, corporate NFTs offer consumer exclusivity, digital ownership, and social “flexing” rights in the metaverse. Furthermore, some corporate NFTs offer a cryptographic link with a brand's physical product as well. This could be similar to offering an immutable and public proof of purchase or ownership.

NFTs present exciting new marketing opportunities for businesses. Accordingly, some of the world's leading organisations are pioneering a trend of corporate NFTs as a way of attracting a new audience. Plus, corporate NFTs help large brands stay relevant as we witness the evolution of Web3 development. NFT's are essentially becoming a part of a brands or a corporations digital strategy.

NFT Monk is designed to help you and your brand effectively strategise, plan, launch and execute a successful NFT campaign – all END-To-END. Brands can embrace our powerful API's to integrate NFT's in their digital marketing efforts.

Following section outlines some ways brands can incorporate NFT's in their digital strategy.



FOR CELEBRITIES

For Celebrities

With the ever-evolving world of social media, the attention span has reduced and keeping a loyal army of followers has become a chore leaving celebrities to question the loyalty and love of their followers.

Launching NFT collections at regular is a creative way for celebrities to connect with their fans, keep them engaged, and create a reliable income stream. Fans and followers will feel great pride in being able to boast that they own a piece of art that came directly from their favorite superstar.

Celebrities can leverage NFT Monk in many ways, depending on their preference and ability. They can create their NFTs and launch them on the platform or have NFT Monk handle the entire process – end-to-end.

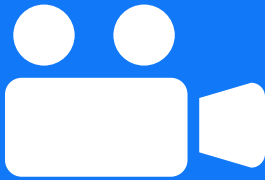
Celebrities can choose between launching their NFT collection on their website or having NFT Monk build an attractive website for them and their NFT collection. A higher number of NFTs and a high trading volume of a celebrity's NFT collection will translate to a higher level of engagement among their fans.

Crowdfunding

Users can also use NFT Monk for crowdfunding. Celebrities can benefit from their fan following and raise money for some of their small projects so that their fan's also feel connected with their stars. For instance, if a celebrity wants to produce a short film but cannot find a production house willing to fund the project, the celebrity can easily crowdfund through the NFT Monk platform.



Big Floyd NFT



FOR CELEBRITIES



NFT To Raise funds for Ukraine War Relief

For Social Cause

Similarly to crowdfunding, celebs can also use NFT projects so as to raise funds for some social cause like donation to some disaster funds or some other causes.

Some of the music Bands from Europe have used NFT's to raise funds for war hit Ukraine and raised millions of dollars as donation from the same.

For Original Content/Music

Bands and solo musicians can have their songs and albums converted into NFTs on NFT Monk and launch them on the marketplace, where fans can purchase authentic copies. NFT Monk gives bands and musicians full control of their craft so they can control how many copies to distribute.

The platform helps curb piracy and other unauthorized distribution of intellectual property. Popular artists that have leveraged NFT technology include Bollywood superstar Amitabh Bachchan, TV host and actor Vishal Malhotra, etc.



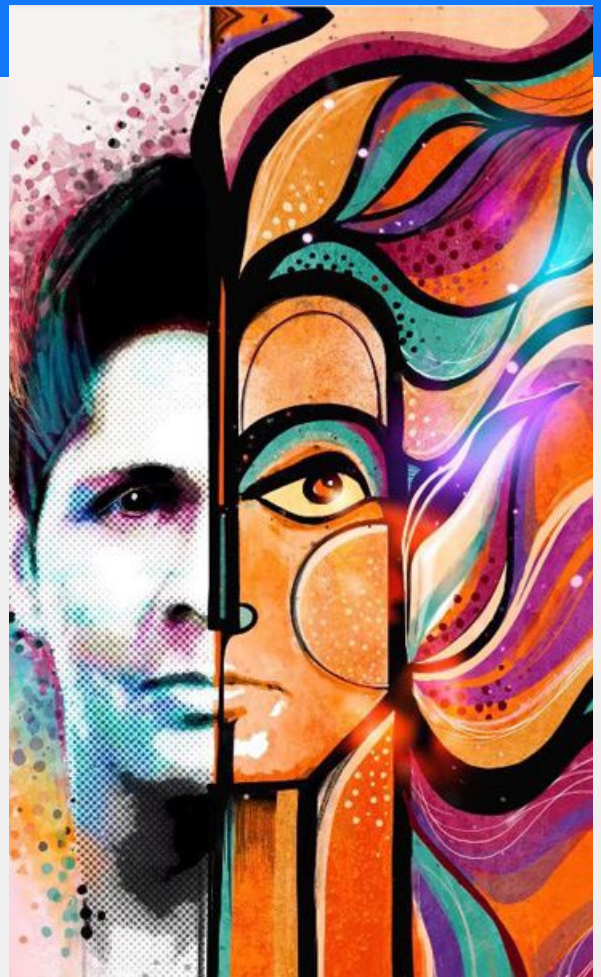
AMITABH BACCHAN

Bollywood superstar Amitabh Bachchan's NFT collection has been sold for a whopping \$ 9,66,000 dollars (Rs 7.18 crore approx). His NFT collectables have been purchased by his fans from the bidding. Bachchan's NFT collectable series included his father's famous poem "Madhushala", autographed vintage posters of himself, along with his other works.

NFT by Amitabh Bacchan

VISHAL MALHOTRA

TV host and actor Vishal Malhotra has collaborated with artist Ishita Banerjee to release an Non Fungible Token (NFT). He is the first Indian actor to collaborate with an artist to do so. The art is a depiction of Vishal's 25 years in Bollywood and the most popular characters he has portrayed over these years. The NFT was sold for 2.5 ETH.



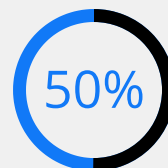


FOR SOCIAL STARS

For Social Stars

There are 3.96 Billion social media users worldwide, which is half of the world population , so it can be easily said that social stars are no less than the celebrities out there.

As a social star, it isn't easy to engage your followers. Here NFT's can come into the picture. Stars can use NFTs to engage followers by incentivizing them to purchase and trade their NFTs. The more people are trading NFTs, the more user engagement for the Social Stars.



50%

Social Media User's



FOR BRANDS

For Brands

Nowadays, people are spending more time in the digital world. A study found that, on average, people spend four to six hours daily in this virtual world or metaverse.

So, brands can benefit from this attention span in the virtual place as currently, it is not overly crowded. Brands can leverage NFTs like celebrities to create massive brand awareness and engage their customers.

Discount Coupons

Online businesses can use NFTs as a discount coupon, but this is just a simple application of NFT. Businesses can also use it for virtual shopping, where people can customize their virtual avatar or could purchase a virtual car or some virtual asset as an NFT. Brands can set up virtual shops in the metaverse where people could visit virtually and do some shopping!



H&M Virtual Store In Metaverse





FOR BRANDS

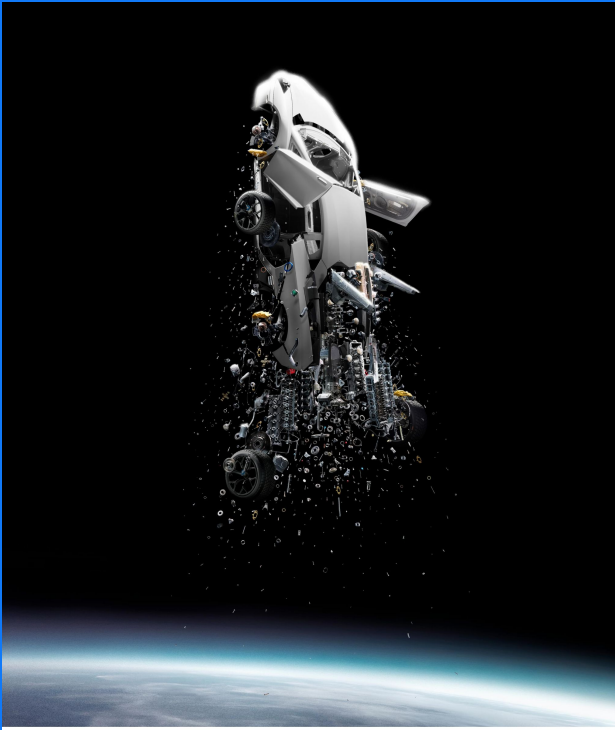
For Market Testing

Brands can also use the NFTs to test their intended market before spending a huge amount of capital to test the same. Just drop an NFT project and see the hype about your brand. Brands could further use the data collected by this campaign to optimize and better target the exact population.

NFTs could also be used as a token of appreciation or shipped along with a highly exclusive product like a brand can ship NFTs along with a limited edition product they are launching so that it could be more exclusive.

The customers will be more interested in buying the limited edition product along with a digital asset of the same, so he can boast that he owns the actual product in real life as well and can boast about owning the actual product in real life as well as he can boast the same in the virtual world.





LAMBORGHINI

Lamborghini is dropping a single NFT that will be auctioned alongside the final Lamborghini Aventador LP 780-4 Ultimate Coupe.

The artwork will be Mars-themed and designed by artist Krista Kim, while DJ Steve Aoki will create a custom track that will be featured as part of the asset. Agency Invnt Group also helped with the production.

The buyer of the NFT will receive special perks, including virtual previews of forthcoming limited-edition models, a private tour of the brand's museum in Italy and a virtual hangout with Aoki and Kim.

The new NFT follows a previous drop for the Aventador in February, which depicted the car shooting toward the stars.

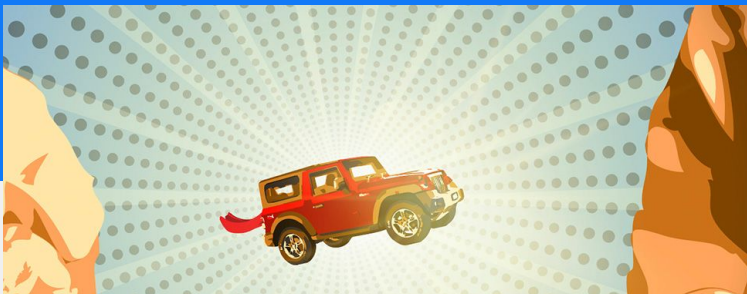
Going forward, the Aventador will be re-created as a V12 plug-in hybrid as Lamborghini plans to electrify its cars in 2023 and 2024.





MAHINDRA GROUP

First Indian Brand to launch its own NFT. Mahindra Group launched its own NFT Project based on its new Sports Utility Vehicle Mahindra Thar. The NFT project was a huge success as the NFT was sold at the price of the Actual Car.

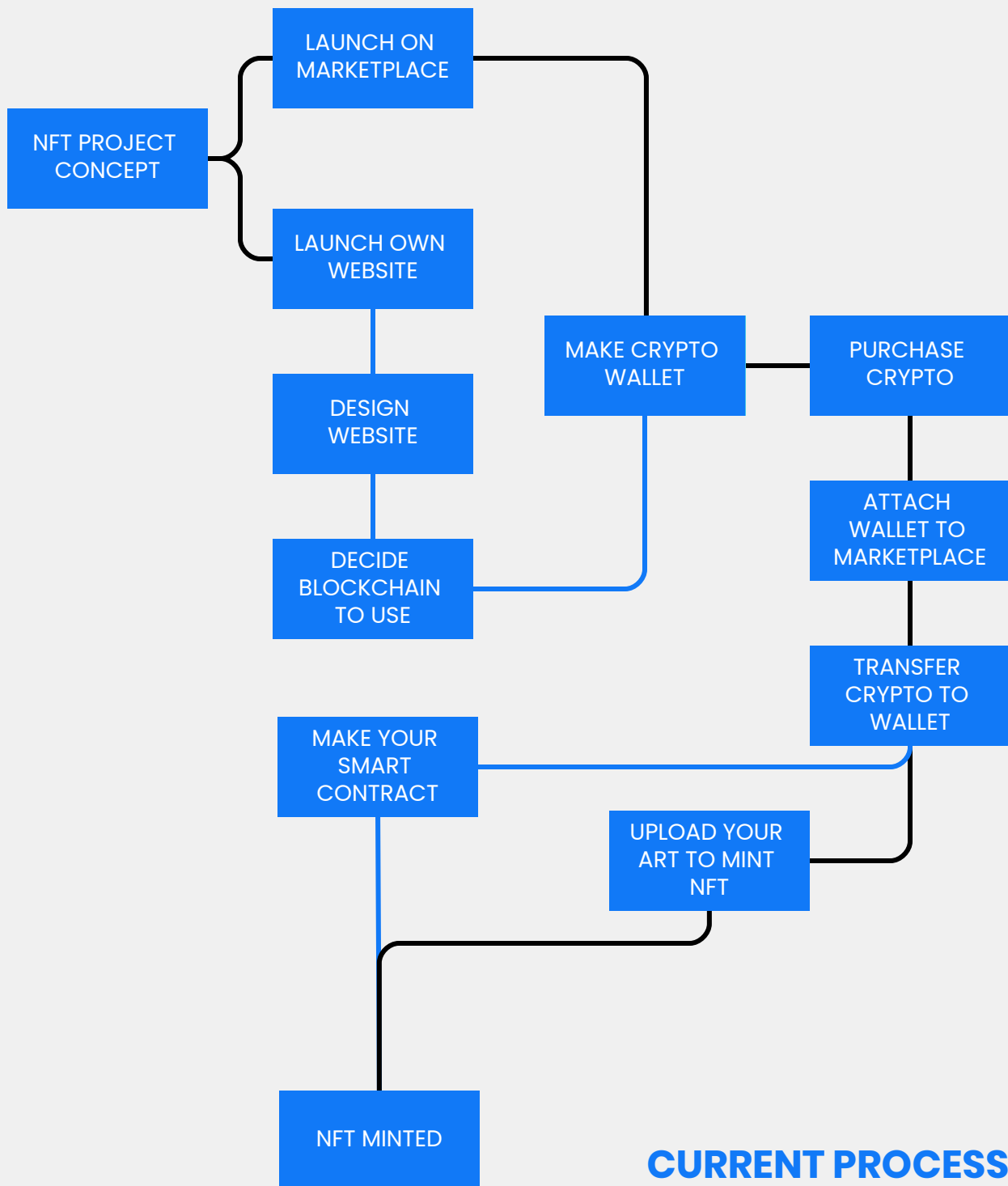


ICONS ARE TIMELESS THEIR TOKENS, PRICELESS

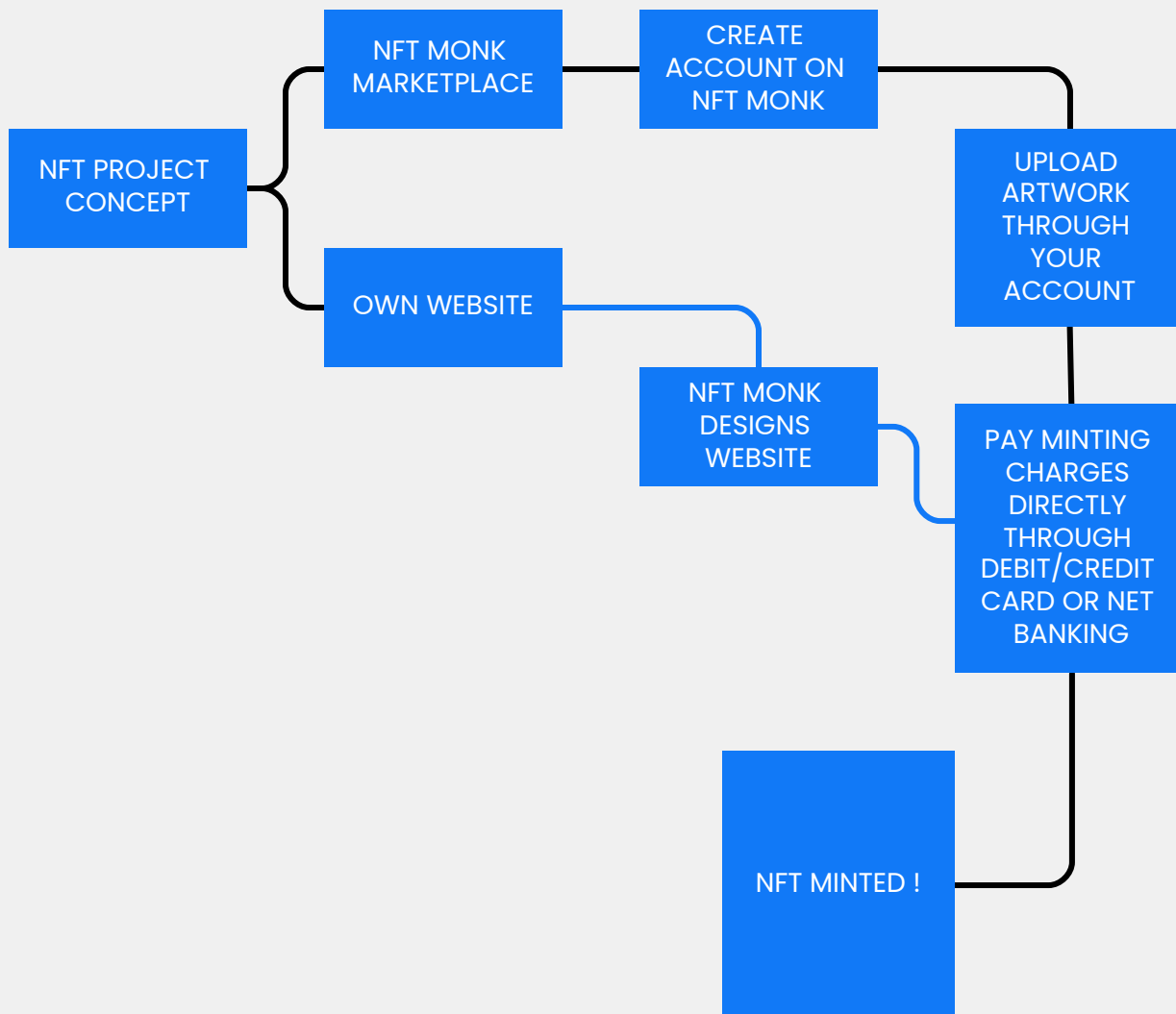
**PRESENTING NFTs THAT SYMBOLISE
THE HEROIC SPIRIT OF THE ALL-NEW THAR**

The All-New Thar and its predecessors have always been superheroes in the lives of their owners, forever pushing them to explore the impossible. Place your bid for these digital collectibles that evoke its superhero spirit.



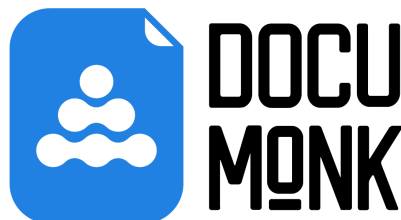


**CURRENT PROCESS TO
LAUNCH NFT PROJECT**



LAUNCHING NFT PROJECT USING NFT MONK





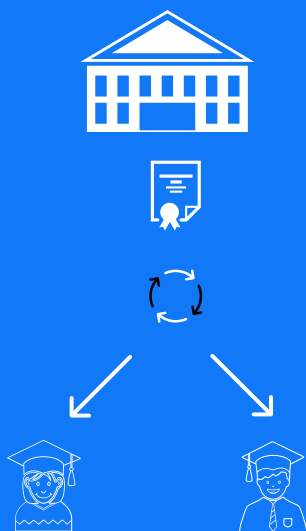
LIVE

www.documonk.app

Status : Live

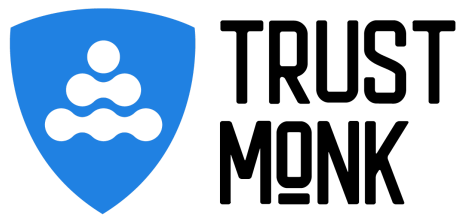
This system is designed specifically for the organisations of all sizes including SME's, educational institutes like Schools, Colleges and Universities. Documonk enables organisations to issue tamper proof digital documents which may include certificates, letters, agreements mark-sheets etc in a cost-effective and efficient manner.

- Our system hashes digital documents with a patent-filed algorithm. Any changes to these documents post issuance voids the hash and hence making the documents tamper-proof till eternity.
- These documents can be easily verified by anyone eliminating the need of any resources for the specific purpose and this results in huge cost savings.
- The ledger all these documents is always available on the blockchain, which anyone can verify with or without our API's.



fssai

Our Clients



LIVE

www.trustmonk.app

Status : Live

Trustmonk is a decentralised escrow and depository service specially crafted around trades involving cryptocurrency. With blockchain's impartial and secure nature, Trustmonk also provides safe custodian services to its users.

Using the transparency of Smart Contracts, Efficient KYC & AML policy - Trustmonk makes it possible to hire secure escrow services with regulatory oversight for commerce and businesses around the world. These escrow services are 10x cheaper than the legacy escrow providers and can work across borders without any complicated processes.

Trustmonk is a truly unique and extraordinary product currently available to use only by invitation or application.



DIGITAL IDENTITY THEFT PROTECTION

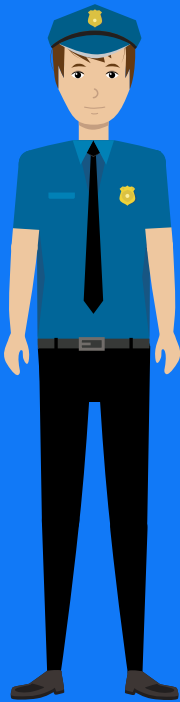
LIVE

We are living in the fast-moving digital age. The world as we know it is becoming more and more technologically reliant and resilient every passing day. Today we are experiencing legacy services via digital mediums we never thought were possible in the past.

One routine practice of this digital age is - Sharing sensitive personal information with others. It happens when we apply for a credit card, seek a new job, take out an insurance policy or even when we create a new email address. There are dozens of instances when we freely give out personal sensitive data like name, date of birth PAN number AADHAR and more. Because we share personal details with others so often, it's only natural to be worried about the safety of that information. And there's reason to be concerned. Though the definition of major identity theft is quite broad, a Pew Research survey found that around three out of ten adults (28%) reported being a victim of major identity theft in the year 2019.

Another such routine practice is making digital payments. Today with the use of our mobile phones and computers we handle nearly 85 % of our monetary transactions digitally. Such digital transformation has led to another challenge in the digital space broadly known as a "Scam" or a "Fraud" where someone spinoff's money from your phones wallet by misguiding you or spoofing his identity. According to a survey by The Indian Express 1 in every 6 individual in India was a victim of such scam in between 2017 - 2019 and 1 in every 4 through 2019 - 2020. In July of 2021 multiple respected daily newspapers including, The Times of India, Sakal, The Indian Express, The Hindu etc. reported that the cyber-crime police department receives 1 complaint every minute related to such frauds/scams.

This is up 3000% as compared to last year and expects such complaints to rise further in the coming years as more and more people are introduced to digital payments.



Providing protection against such issues is a huge market to cater but the challenge is to keep it cost effective. Digimonk Smartsoft with the use of multiple modern technologies has developed a cost-effective go-to-market product addressing this market with transparency and simplicity of decentralized blockchain.

ID Theft Protection' is a solution + services product which requires customers to pay up an annual premium which will provide the customers with a Universal app to monitor & protect users digital identity. Further, the customer is protected against any financial losses due to identity theft or online scam/fraud in the form an DeFi digital identity underwriting.

Apart from the access to the powerful blockchain backed"Universal App" which monitors customers emails, devices, Digital Ids, Credit Score etc. the customer will also get access to services like Lost Wallet Assistance, Cyber Assistance and on demand automatised smart DeFi Online Transaction cover if the customer faces financial loss due to digital transaction caused by stolen/compromised digital identity and if determined true by the dotlink smart- system. The Universal App and the smart-contract enabled system serves as a solution while additional benefits classified as services.

All Initial Monk Token holders will get complimentary access to this product for 24 months without any additional charge.

METAMONK

Status : Under Development

MetaMonk is our take on the world of metaverse, a virtual world where the fun and adventure never end. Our MetaMonk metaverse will integrate all the other parts of the Monk ecosystem.

For instance, NFTs purchased from the NFT Monk marketplace will be available in the MetaMonk metaverse. Other assets on sale are virtual lands where users can buy, build on, sell or rent, just like in the physical real estate.



DECENTRALISED RETAIL MARKETPLACE

Status : Under Development

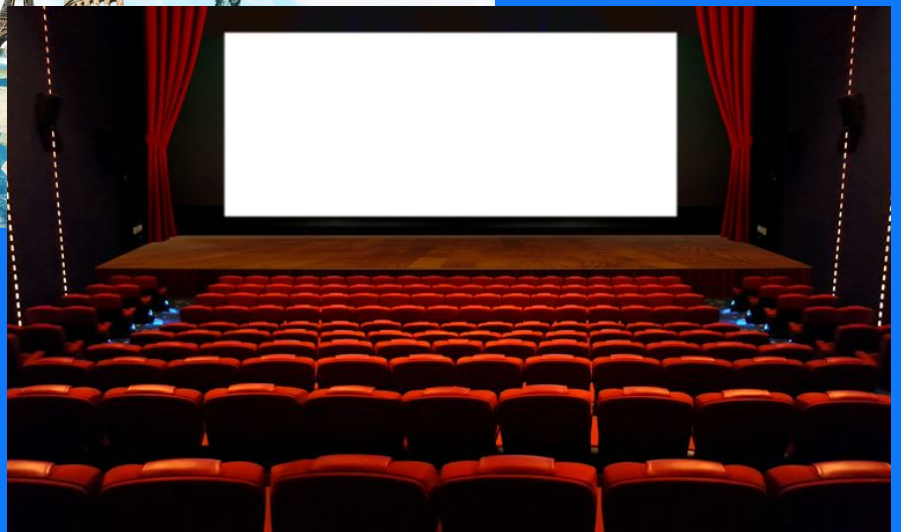
We are building a massive decentralized marketplace for physical goods to bridge the gap between the blockchain and physical worlds. It will be a normal shopping marketplace; the only difference between both will be that the data from the decentralized marketplace will be tamper-proof and highly secured.



TICKETS & TRAVEL SERVICES

Status : Under Development

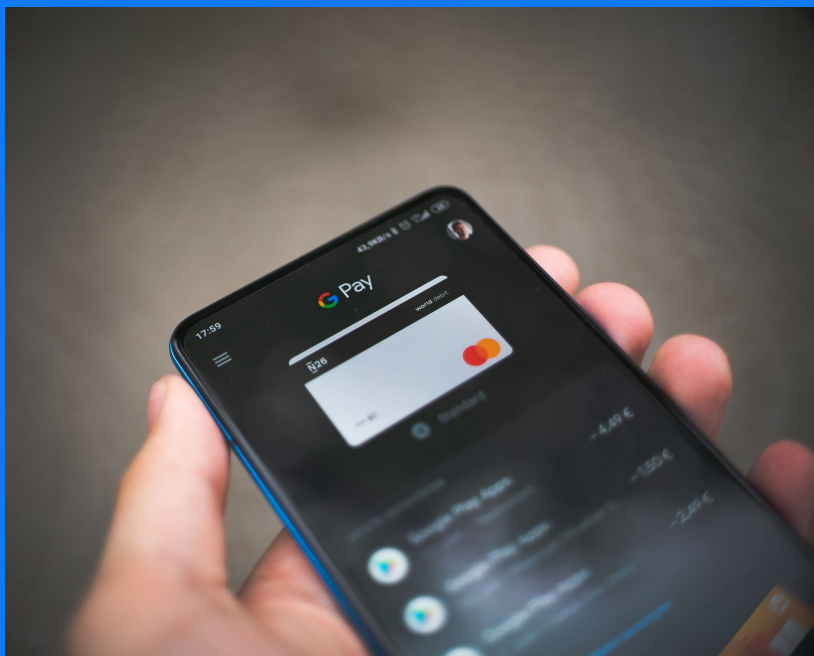
We are also working on a decentralised all in one ticket booking platform that will include holiday package booking, flights, travels, cruise & hotel bookings and entertainment bookings such as movie or event tickets.



DECENTRALISED PAYMENT GATEWAY

Status : To Be Developed

We will be launching the a payment gateway service for cryptocurrencies for businesses around the world - subjected to regulatory approvals, which in the future will also provide easy access to credit facilities.



BLOCKCHAIN BASED BILL PAYMENT

Status : To Be Developed

Bills and utility payments can be done through our payment gateway, where you can use the Monk Tokens as a payment method. Bills of any utility company, not limited to electricity bills, phone bills, and credit card bills, can be paid using our payment gateway.



COUPONS & REFERRAL PLATFORM

Status : To Be Developed

We will be offering coupons from various vendors for using our products/services. These coupons can be used at various brand outlets and redeemed at online stores of various brands or on our platforms.



DECENTRALISED GAMING

Status : Planned

A decentralised gaming engine is under development. This type of gaming would eliminate the need for heavy computers to play games.

Just a high-speed broadband connection and a basic communicating device like a VR headset are sufficient for this gaming. Monk tokens can be used in these games for the upgrade of avatars and various other premium features. The wearable NFTs purchased from NFT Monk can be used in this gaming platform.



CRYPTOCURRENCY EXCHANGE

Status : Planned

We will launch our decentralised cryptocurrency exchange soon, where the top cryptocurrencies and tokens will be listed.

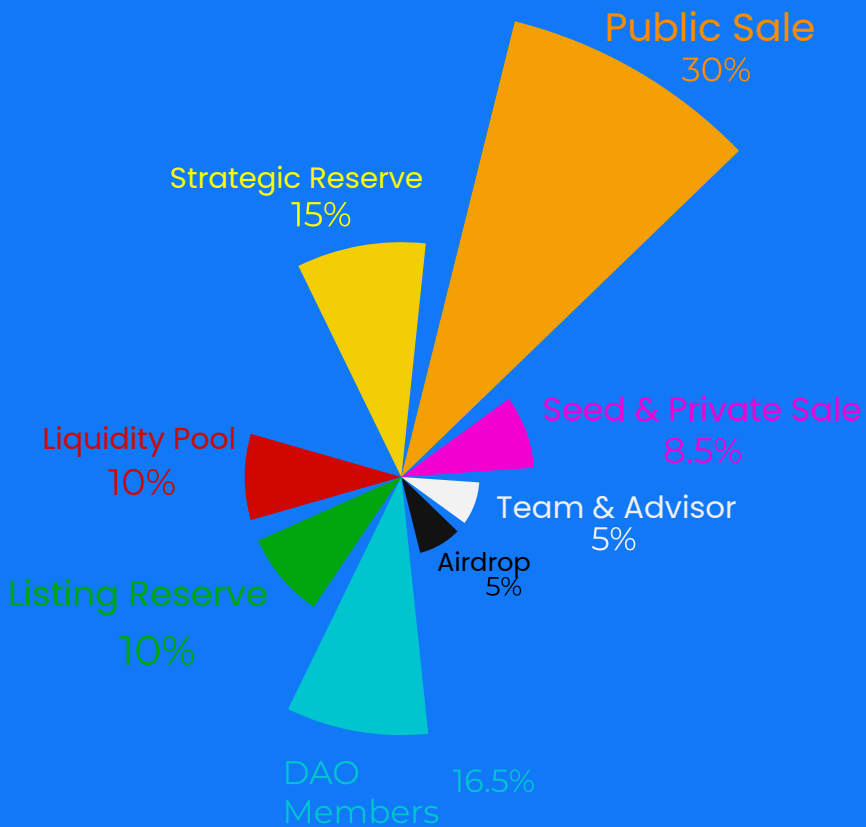
We intend to become the first exchange to launch Derivative segments of these cryptocurrencies and tokens to the Indian audience.



THE MONK PROTOCOL PRODUCT ROADMAP



MONK TOKENOMICS



Token Distribution Strategy



Monk Token is the fuel that keeps the protocol running. A key feature of the Monk token is that it was designed from the outset for maximum consumer usability. Users can redeem the Monk tokens across all the products & services offered by the Monk Protocol. It can also be traded on Crypto exchanges (to be listed within 12 months). The listing price is estimated to be \$8, with sufficient liquidity pool.

We minted 1,000,000,005 Monk tokens on April 24 2022. The token is designed to be a controlled supply token with moderate annual deflation that can provide a short-term store of value for its holders and allow blockchain governance.

The price of tokens will appreciate by 0.10 INR or approx. 0.0013 USD after every 10000 token sales. The Monk tokens will be redeemable on our various platforms after selling 10,00,00,000 total tokens or 24 months from June 1 June 2022, whichever is earlier.

The tokens will be redeemable at the actual value of the token at the date of redemption. Currently, MONK Tokens can be purchased through our Affiliates and Direct Selling Agents or online through our website www.themonkprotocol.org

MONK TOKEN CONTRACT ADDRESS

<https://polygonscan.com/token/0xFf2bf3558421d4D340A3c6bEf738E92113Ed31f2>

GOVERNANCE

The Monk Protocol is a Decentralised Autonomous Organisation (DAO). All the products and services with their smart-contracts under "The Monk Protocol" umbrella are owned and operated by this DAO.

The Monk Protocol is governed by its DAO Members. All the necessary decisions related to all the products and services including ownership, changes, upgradations, depreciation, roadmaps, revenues, profits, etc are taken by the DAO Members with transparent consensus.

The Monk Protocol's governance structure is designed to achieve maximum productivity and utility for the entire community and hence any one who holds at-least 1% of Monk Tokens total supply along with at least 1 Limited Special Edition NFT Monk Token for 30 days in continuity before the submission of proposal and continued till the due date of voting is automatically appointed as a DAO member with full voting right. One DAO member gets only 1 Voting right even if the member holds more than 1% Monk tokens or more than 1 Limited Special Edition NFT Monk Token.

The DAO Founders reserve the right to appoint up to 11 DAO members initially only via direct token placements of at-least 1.5% tokens per DAO Member.

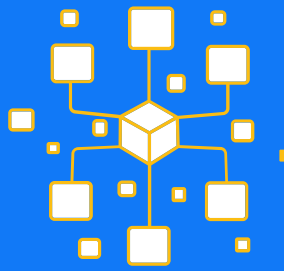
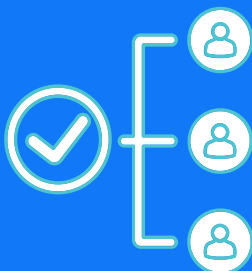
The Monk Protocol's DAO works on Propose - Vote - Adopt Framework.

Propose - Anyone who Holds even a single Monk Token for a period of 90 days is qualified to put any proposal for the DAO members to consider.

Vote - All The DAO Members can vote on this proposal within 15 days, with 3 voting options - YES, NO or ABSTENTH.

Adopt - Counting is called a day after voting deadline, If the proposal gathers more than 50% YES from entire DAO members - The proposal is automatically adopted. In case of NO, ABSTENTH or NO SHOW Proposal is automatically declined.

DAO's operate in a fully transparent manner as Every Proposal with its entire lifecycle and events is recorded and is forever made available on the Block Chain



Be A Part Of Our Community

@TheMonkProtocol



**THE
MONK
PROTOCOL**

www.themonkprotocol.org

