

The OneHub Protocol DRAFT v0.993

Digital Ownership - Immutable Transparent Tradable

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Our Core Values



Over 3,000 artists and speakers have been featured on Time Square Billboards

We have been a founding member of the NFT ecosystem since 2018 - via our events, patents and technology platform.

We deeply believe in NFT technology:

- It provides Digital Ownership
- Immutable - lasts forever
- Transparent - Open and accessible
- Tradable across platforms

Back in 2018, we were the **crazy ones** to run a quirky NFT event at the Playstation Theatre in Times Square (because we couldn't find any NFT events to attend ourselves!) - and four years later, the queue to enter that same event temporarily closed 8th avenue in New York.

Rain, hail or shine, bull or bear market - we have been bringing the NFT community together for over 6 years!

While most of our community knows us as “event people”, we are really “techies” (more on that later).

Regardless of whether we are running events or building tech, our core values have always been the same:

1. **Give the Community a Voice:** Serving our community is why we exist.



2. **Connection:** Bringing people together who are working on similar projects. Our community is built on inclusion - we love the “crazy ones” and the “misfits”.

Drawing from our values, our goal is to make regular **everyday** community members feel like **rockstars**.

Year on year we put our community members on the most valuable advertising space in the world - Times Square



*@krisk_art displayed on
Time Square April 2024*

3. **Proselytize:** Educating the global community about the value of NFTs. By sponsoring everyday community members from all of the world to attend NFT.NYC we help open doors.



Community Feedback meeting NFT.NYC 2024

4. **Engage:** Using NFTs to create engagement that delivers on our values. Partnering with best-in-class tech providers and offering the most useful and powerful tools to revolutionize how the mainstream views, uses and trades digital assets.
5. Being **guided and governed** by our community.

Why The OneHub Protocol?

Responding to feedback from our community:

While NFT.NYC is impactful, there's a limit to how much we can do in those three days. Our vision is to amplify and inspire creators all year round.

After interviews with hundreds of creators, promotion was important, however, it was just the tip of the iceberg.

In 2024, creators told us:

1. They want to **Protect their IP**. Particularly ensuring NFT images are stored immutably - *"if my marketplace shuts down I do not want to lose my art."*
2. The broader NFT ecosystem has turned into a **fragmented experience** where creators and collectors have artworks arbitrarily segmented across platforms, and there's no easy way to manage one's creations.
3. The **relationship** with collectors is **generally limited**. For most creators in traditional e-commerce, a relationship starts on purchase. In NFTs, the architecture of **major marketplaces** makes relationship building a **challenge for creators**.
4. Each creator builds a **unique brand**, and being "one in a million" on a major marketplace could never do their brand justice.
5. After much back and forth, most major marketplaces have now decided to **enforce royalties**. Creators want to control their **own destiny**, rather than being at the mercy of marketplaces.

The NFT.NYC team together with our sister company NFT.Kred thought about all of these challenges and how to solve them.

Our answer is the **OneHub Protocol**, and we are inviting the community along to join us.

NFT.NYC is about community - the OneHub Protocol is an enabler of creator empowerment and connection, **365 days a year**.

The OneHub Protocol v1.0

OneHub

The OneHub Protocol is made up of:

1. **A SaaS platform** (on a unique and branded domain for each creator) for listing NFTs, running campaigns and building a direct relationship with fans - **“Your Web3 Website”**
2. Regular NFT.NYC promotional opportunities
3. Safe NFT Storage
4. Recognition, Rewards and AKA Credits
5. A **DNS ENS Access NFT** to enable trading of OneHub’s
6. Patent protection
7. Governance and Voting

Governing principles of OneHub:

From the outset, we want to be clear on our guiding principles.

Royalties:

OneHub Creators **will always have control** over their own royalties.

Marketplace fees:

OneHub Creators **will always have control** to set their own primary and secondary trading fees on their marketplace.

Creator branding:

We always strive to put the **creator brand ahead** of our own.

We passionately believe in NFT Technology:

NFT.Kred has minted over **100 million NFTs** (and 17 million wallets) for US Brands

The SaaS Platform Overview - “Your Web3 Website”

For creators to be successful long-term in Web3, they need to display, engage community and sell their work, on platforms that are all about them.

The most successful creators in traditional e-commerce, have moved away from “eBay” style marketplaces. Why?

- Creators want to build bespoke experiences for community
- Creators want to have control of their own destiny
- The promotional capabilities of large marketplaces diminishes as the number of creators scale up

In Web2, large monopolies maintain dominance as proprietary data is gated.

For example, Instagram followers can only ever exist in Instagram, and could never be exported to another platform.

Web3 is different - it is **an open database** (e.g. data written to the blockchain), and no platform will win because of an on-chain data mote.

We have already seen this payout in the NFT market, incumbent marketplaces have been disrupted by smaller, savvy players leveraging the open database of Web3.

We see a world where the “best” platforms win - rather than the platform that has written the most on-chain data.

We define “best” as a platform that meets the needs of creators, and complements on-chain with off-chain data.

OneHub aims to be that “best” platform.

Why is OneHub better?

OneHub reads openly available on-chain data and works with creators to build experiences and connections with fans that are light years ahead of just being on an “eBay” style marketplace.

OneHub then uses the off-chain data generated from campaigns to become the most useful Web3 platform a creator has access to.

Once a OneHub is claimed, the on-chain data is polished: Metadata links are verified, media display is optimized and holder information is organized into a CRM.

All NFTs under one roof, with your branding

Irrespective of blockchain or marketplace, OneHub brings all of a creator's Collections in one place.

OneHub's are branded end-to-end to suit the creator - including landing page, NFT profiles, domain etc.

Your OneHub directly connects you with fans, and helps your fans meet each other

Every OneHub has a “CRM” feature.

The CRM is a rolodex for creators, and collects both on and off-chain data that assist creators in future campaigns.

On-chain data is read from multiple blockchains.

Off-chain data is collected directly from OneHub, when OneHub users voluntarily provide additional data (e.g. twitter account or email address).

The off-chain data of OneHub is only viewable (and exportable) by the OneHub Creator.

Through a suite of engagement campaigns, your OneHub helps turn NFTs into more than speculative assets

OneHub creates engagement, and makes NFTs more than just an asset to trade for holders.

OneHub enables creators to attach benefits to NFTs, and also pioneers the concept of “Put your NFT to work” for holders.

“Put your NFT to Work” enables holders to leverage their NFTs.

This could include setting Physical Products for sale using the IP of the holder’s NFT (where the holder receives revenue every time Physical Products are sold, and the original creator receives a royalty), or using AI to create derivative pieces of the holder NFT.

Every OneHub is also a marketplace, and supports fiat and crypto trading

Integrations with Reservoir, PayPal and Stripe to support best-in-class trading.

NFT listings created on OneHubs are **automatically propagated** to other major marketplaces

Your OneHub could be cash-generating asset, and is easily tradable

As engagement increases on a OneHub, the asset becomes more valuable to the current creator and future buyers.

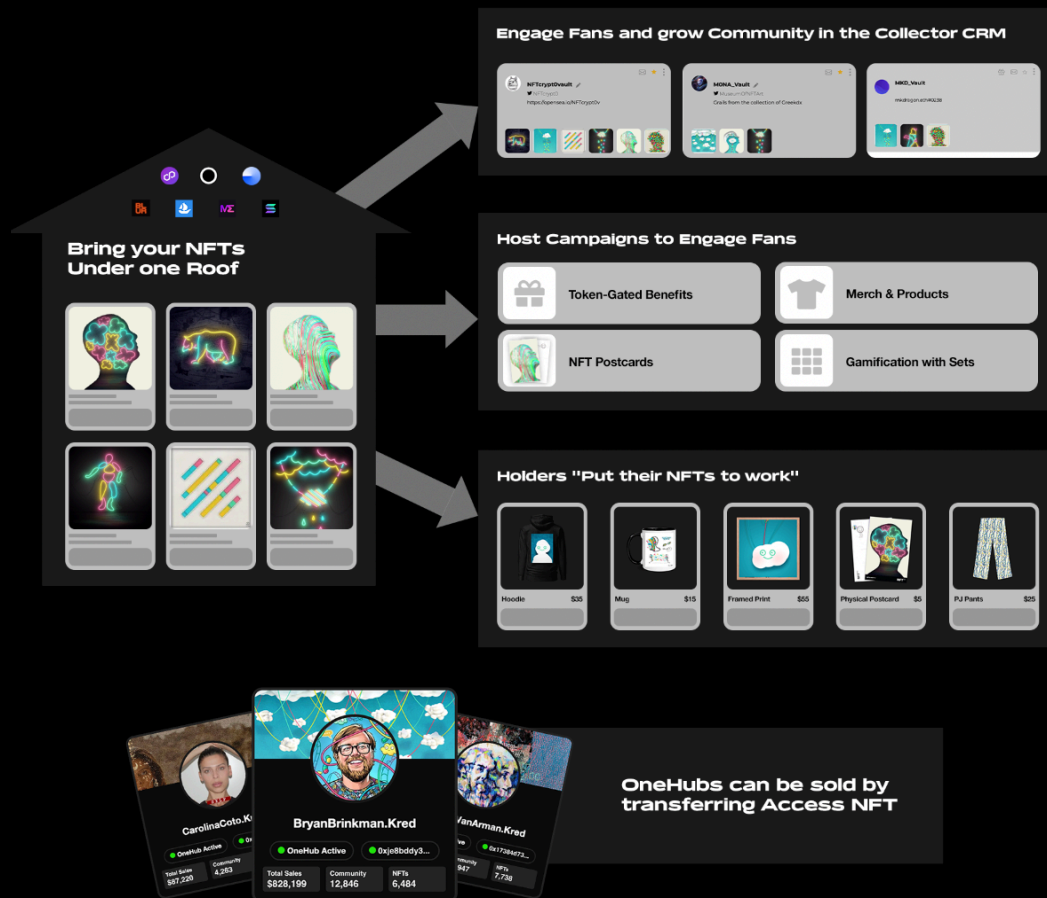
The value of a OneHub is driven by:

- Cash generated - A OneHub generates cash to the owner through marketplace trading fees (which are set by the owner), and royalties generated through NFT or holder Physical Product sales
- Off-chain data collected - Over time, a OneHub could generate significant off-chain data about holders (e.g. 10,000 email addresses)

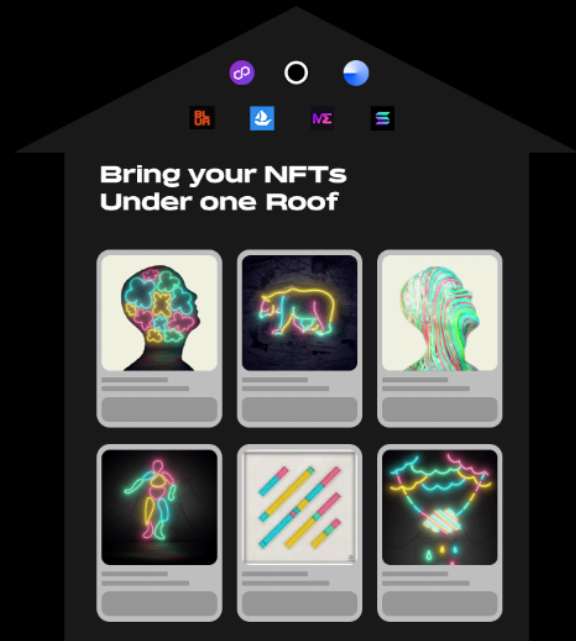
OneHub creators have the best of both worlds:

1. By directly **owning the relationship** with collectors (instead of being disintermediated by a major marketplace)

- Being able to leverage the promotional capabilities of NFT.NYC's (e.g. Times Square showings) reach and brand



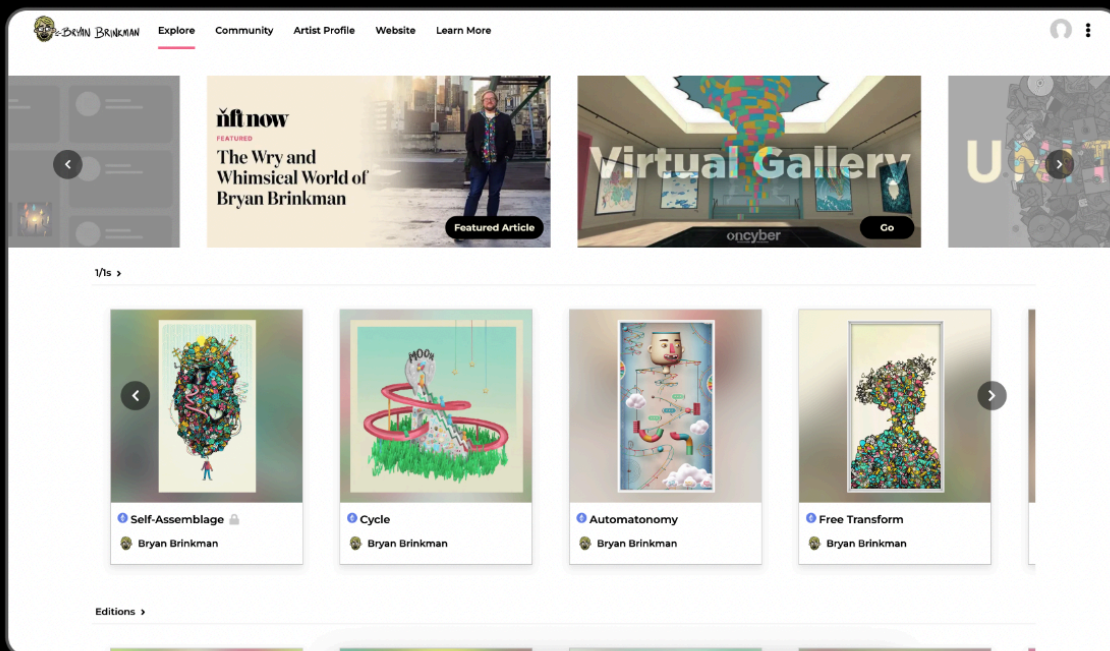
“One Roof”, many NFTs:



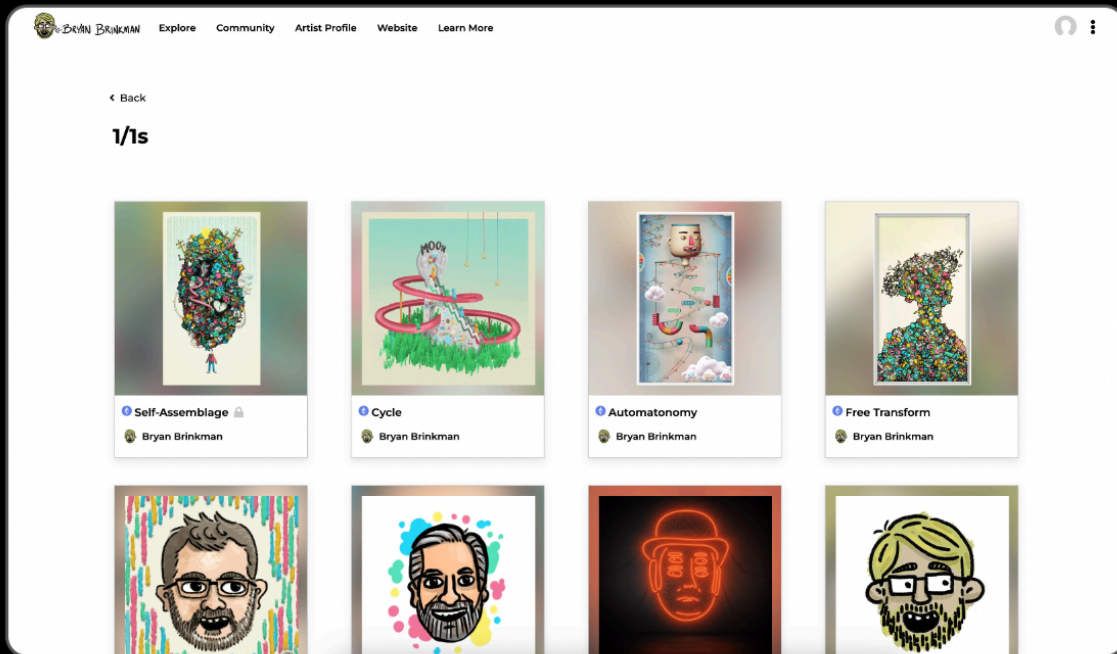
OneHubs are independently run branded hubs that **bring together** all of a creator's digital assets - *no matter what chain or marketplace it was originally minted on.*

For example, Bryan Brinkman has NFTs minted across multiple chains, and 50+ marketplaces. All of these NFTs are now under “one (branded) roof” in Bryan’s OneHub.

The Explore Page of Bryan Brinkman’s OneHub (<https://bryanbrinkman.nft.nyc/>) featuring all of his various Collections:



Each of Bryan's different Collections feature on dedicated pages:



Any Artist can set up their own branded hub just like Bryan's in minutes - without any code or support.

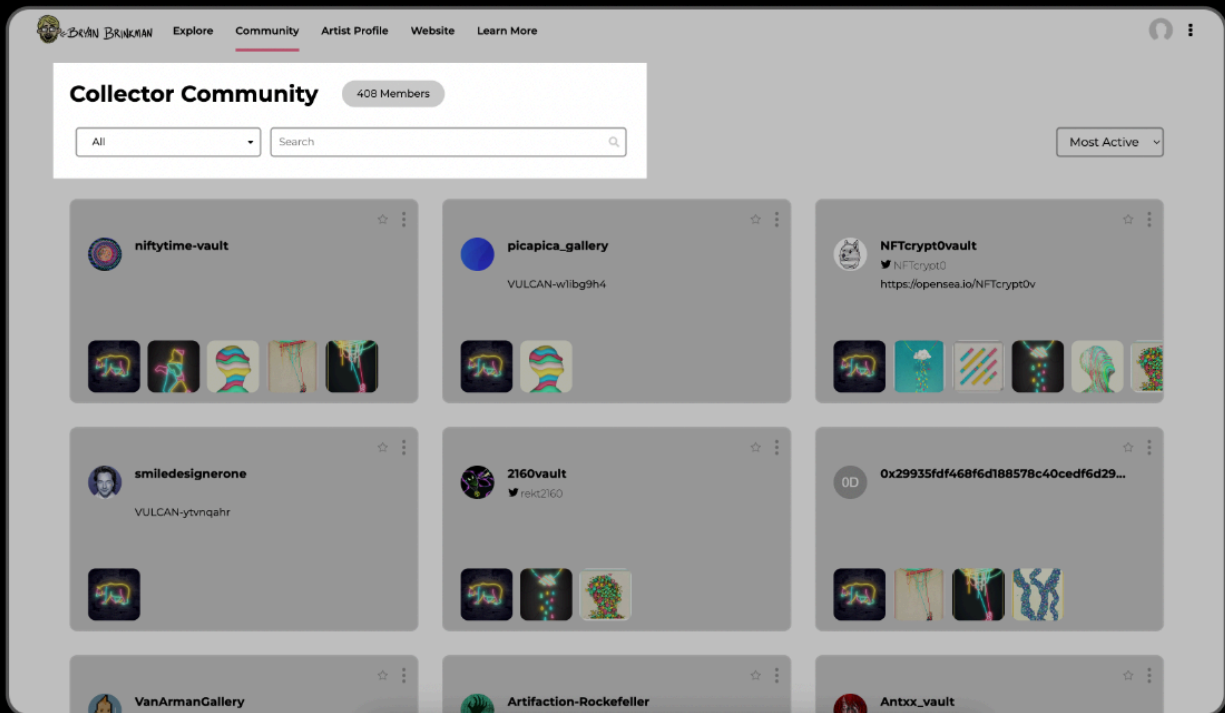
Collector CRM

When a creator sells an NFT on a major marketplace, the relationship between the creator and collector rarely continues. OneHub fosters deeper ongoing connections between creators and collectors.

Users interacting with OneHub to claim an NFT, redeem a benefit, sign up, make purchases are invited to make a profile, and are added to the creators "Collector CRM".

"My CRM is a list of Collectors I can share future Collections with."

Searching by NFT name reveals Holders, or by Holders to reveal their NFTs:



OneHub data voluntarily offered by collectors (e.g. an email address or a twitter handle) is accessible to creators, and supports creators to announce and launch future campaigns.

"I can now collect my fans' contact details. It puts me in control when launching my next drop."

This "Community CRM" tab is also a place for collectors to meet the creators community (and can also host video calls!).

Email Access

You can send emails to anyone that exists in your OneHub CRM that we have an email address for via NFT.NYC and OneHub network.

If they reply to your email you have their email address and can associate that email to that user's profile in your OneHub CRM.

CRM exports only expose the email addresses for those who signup or logged into your OneHub.

Adding Benefits to NFTs

NFTs can, and should, be so much more than speculation:




“Rewarding Collectors with exclusive products has expanded the reach of my Art.”

Holder Benefits are exclusive and limited to be claimed by NFT Holders only. They can be used to reward existing collectors or incentivize new collectors to purchase.

Public Benefits are available for any viewer of the NFT to redeem, without the requirement of ownership. These could be used to promote a publicly available offer or piece of content.

Example of Holder Benefits and a Public Benefit on a Cool Cat NFT, where:

1. The Holder is invited to claim an exclusive, custom product, and a discount via a brand partner, and;
2. Public viewers are invited to purchase a product - the NFT acting as a sales channel

	Blue Cat Bucket Hat Elevate your street style with our Cool Cats Bucket Hat!	UNLOCK
	NFT.NYC x Cool Cats Hoodie Get your custom hoodie featuring Cool Cat #9967	CLAIM
	25% OFF on Macys.com Get your Cool Cats gear at Macy's with this holder only offer	SHOP NOW

OneHub Campaigns

OneHub owners are provided with tools to create engaging Campaigns that encourage new and existing collectors to visit their OneHub, including:


- **Physical Products**

Choosing from a collection of physical products which can be customized with NFT artwork and made available to viewers, or limited to token holders only.

Bring your Art to Life

Pindar van Arman is best known for his experimentation using AI and GANs to provide machines their own ability to reflect on the world around them, and the tools to share that reflection in different art forms.

Pindar's OneHub rewards holders of his Reflections collection with a token-gated benefit that transforms their own 1-of-1 digital artwork, into a physical, metallic print to hang on the wall.


 PINDAR VAN ARMAN

[VIEW COLLECTION](#)

Reward Collectors

New York City pop artist Bryan Brinkman uses his OneHub to gather his portfolio of works.

Collectors of Bryan's recent collection "Blossom" are rewarded on his OneHub with the ability to redeem a physical copy of their own unique artwork delivered to them on a custom beach towel.

 BRYAN BRINKMAN

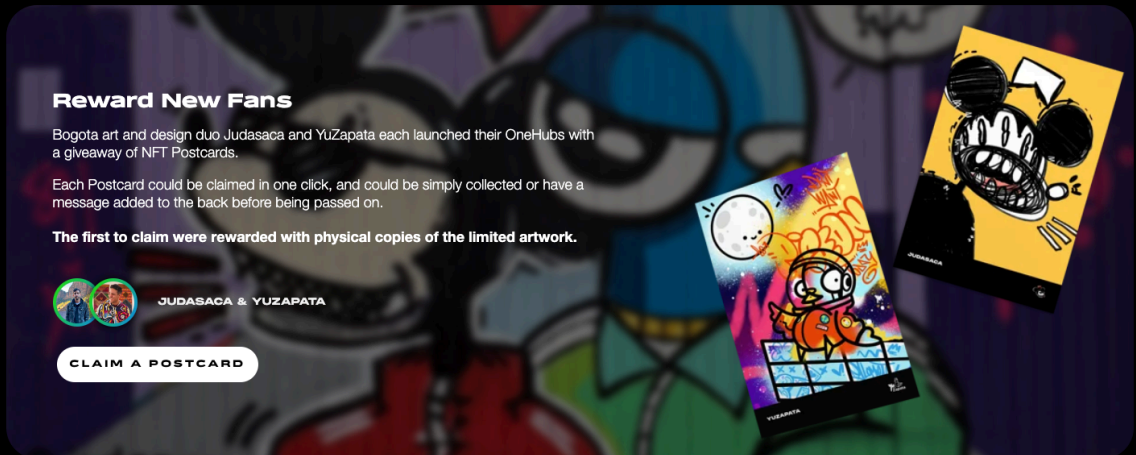
[VIEW COLLECTION](#)

- **NFT Benefits**

Attaching exclusive benefits to NFTs, like downloads, discounts, access to online content, access to physical events and LinkedIn Certificates.

- **NFT Postcards**

Creating NFT Postcards with new art or derivative works featuring NFTs. Each NFT Postcard can be sent with a message on the back, and passed on in a “chain-letter” style sequence. Recipients are added to the Community CRM.

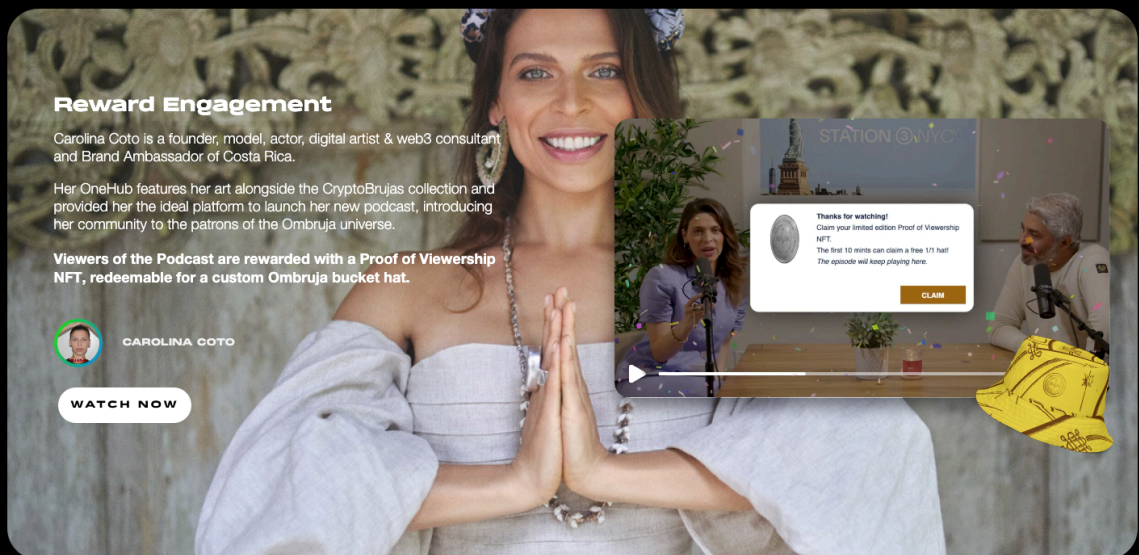


- **Gallery Link**

Every Collection of NFTs features a short link that can be used to display the artwork on a digital screen, including frame TVs, computer monitors, and as the default view when opening a new tab in your web browser.

- **Proof of Viewership**

Embedding a podcast episode or other video directly within OneHub, and rewarding those who watch with an exclusive Proof of Viewership NFT. Everyone who receives a Proof of Viewership NFT is added to the Community CRM.

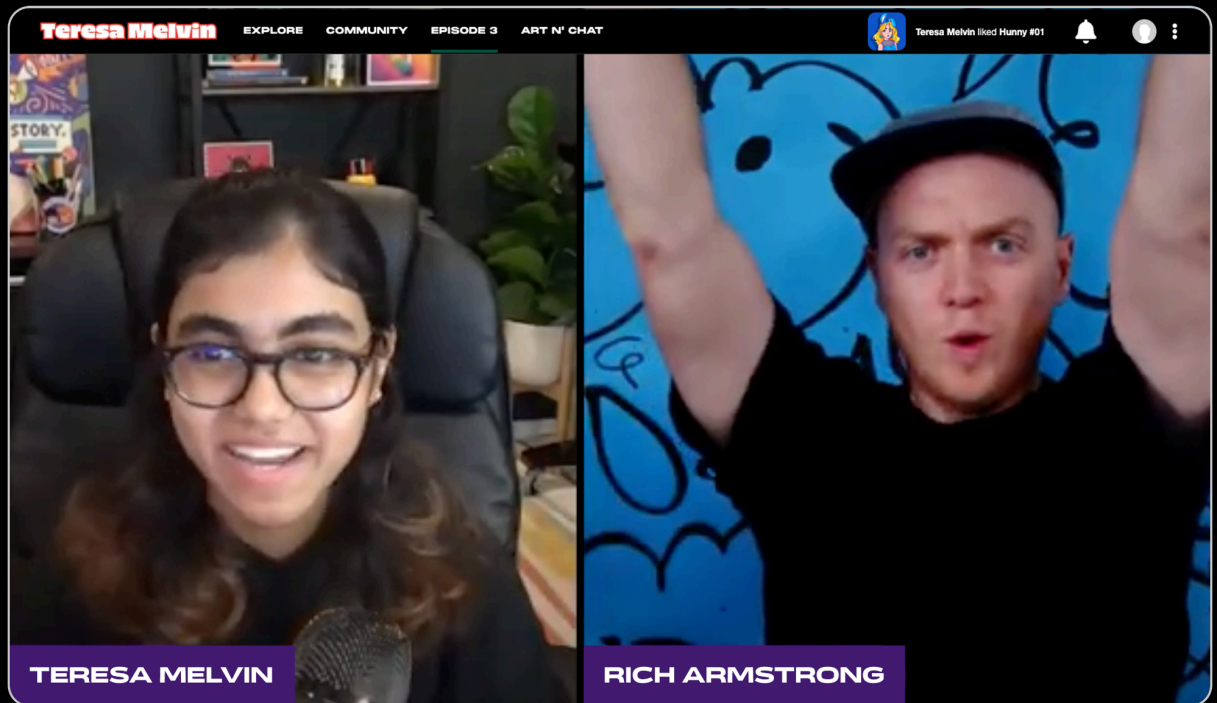


- **Proof of Attendance**

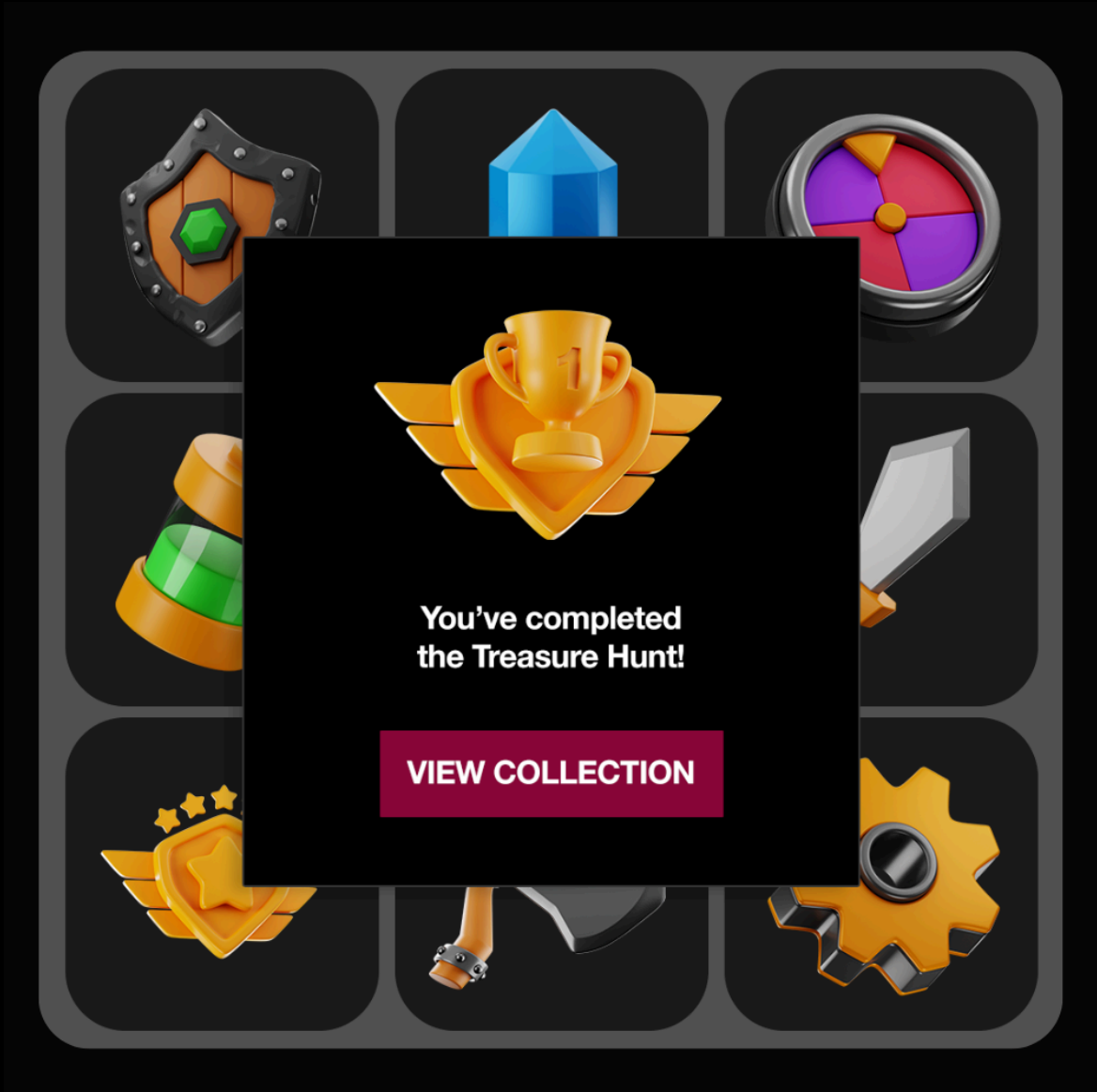
Drive traffic from physical events to your OneHub by offering a free Proof of Attendance NFT. Attendees claim the NFT by scanning a QR code or visiting a link, and are added to the Community CRM.

- **Town Hall Meetings and Livestreams via OneHub Live**

OneHub Live allows OneHub owners to host video calls directly within their OneHub. OneHub Live can be Town Hall style video meetings, where participants can speak and engage in the conversation, or livestream style presentations, where viewers can watch and participate in the comment stream only. All OneHub Live attendees are recorded in the Community CRM.



- **Gamification via Set Completion Challenges**
NFTs can be grouped into Sets, which optionally offer Fans a reward when that Set is completed. Set Completion Challenges can help OneHub owners incentive sharing and engagement between Fans and their peers, attracting new Fans to the OneHub.



Collectors put their “NFTs to Work”

Another question we typically receive from community members is, “I have just bought my first NFT, what now?”

Leveraging the OneHub Protocol, collectors have multiple options to monetize and enhance the utility and value of the NFT after purchase.

One-click sale of Physical Products leveraging the NFT IP: “I just bought an NFT, how can I sell it on a t-shirt to my friends?”

OneHub provides a one-click way for collectors to start selling Physical Products (t-shirts, sweaters etc.) using the IP from NFTs they own.

Collectors earn ongoing revenue from Physical Product sales, powered by their NFTs.

Put your NFTs to Work with OneHub
Collectors create more value with physical products and creations.

1 Select your NFT
Link your Wallet and select from eligible NFTs

2 Choose a Product
Create physical merch or digital creations like NFT Postcards

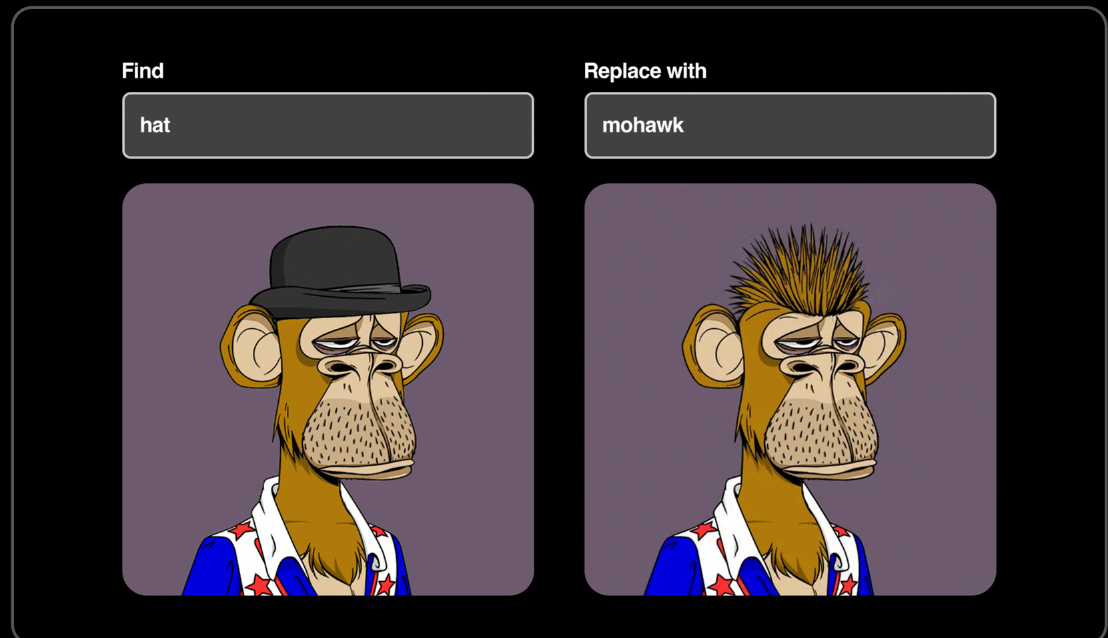
3 List & Earn
Make your new creation available for others to buy - Earn on every sale.

OneHub Powered by **NETKred**

The screenshot shows a user interface for OneHub. At the top, it says "Put your NFTs to Work with OneHub" and "Collectors create more value with physical products and creations." Below this, there are three numbered steps: 1. "Select your NFT" with a sub-header "Link your Wallet and select from eligible NFTs". It shows two NFT cards: "Dreams of Liberty" by Dalberic and "From the Unknowns" by Ali Coridan. 2. "Choose a Product" with a sub-header "Create physical merch or digital creations like NFT Postcards". It shows a grid of product icons: a bucket, a mug, a cap, a hoodie, a t-shirt, and a postcard. 3. "List & Earn" with a sub-header "Make your new creation available for others to buy - Earn on every sale." It shows a woman wearing a hoodie with the "From the Unknowns" NFT design, and a product card for "Pullover Hoodie" priced at \$48. The OneHub logo and "Powered by NETKred" are at the bottom right.

Use AI to create derivative works of the owned NFT:

1. Integration with Stability AI makes it easy to generate AI derivative works of the owned NFT:
 - a. Describe modifications to the image with text
 - b. Bring the image to life as an animated video



2. AI helps any collector to create derivative works of their original NFT, which can be sold or used as promotional material

And many more put your "NFT to work" applications to come!

OneHub for NFT Collectors

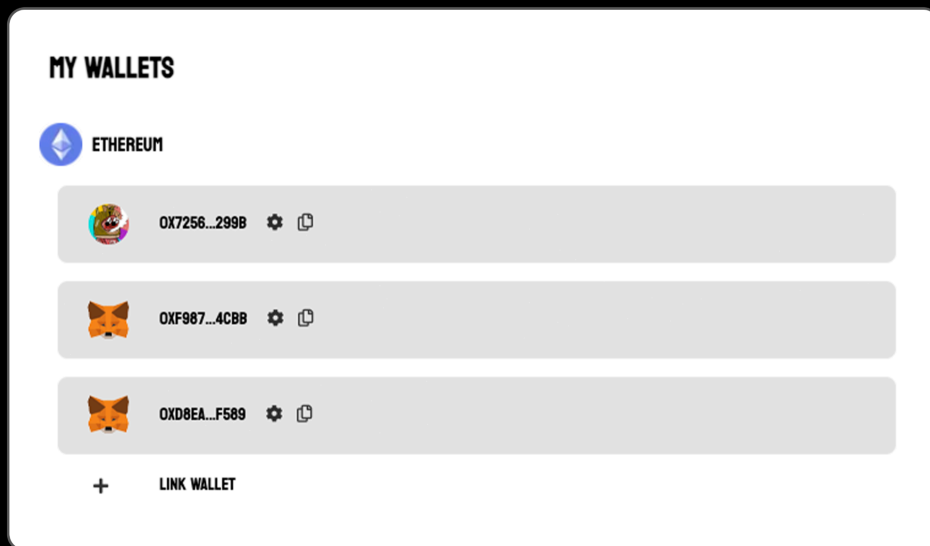
To date billions of NFTs have been minted into the wallets of NFT Collectors. NFTs have transitioned from speculative assets to social assets.

Collectors who have told us they want to **proudly display and share their Art** on their own website.

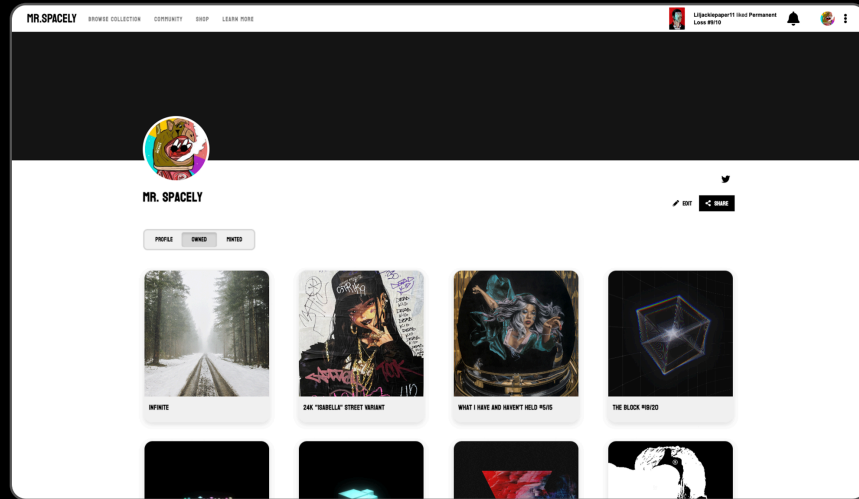
OneHub helps share NFTs in a way that **generates social virality**.

How this works:

1. Wallet contents are displayed when an external wallet is connected to OneHub
2. Displayed NFTs can be shared via Gallery Links to Friends, Family and Followers
3. Traffic is driven back to OneHub for each Collector
4. Physical products can be purchased from OneHub Shops that feature NFT Artwork being displayed on the Collector's OneHub
5. NFTs can be listed for sale to be purchased by OneHub visitors



Multiple wallets can be linked to an account



NFTs from linked wallets are displayed on the Collector's Profile and can be featured throughout the OneHub

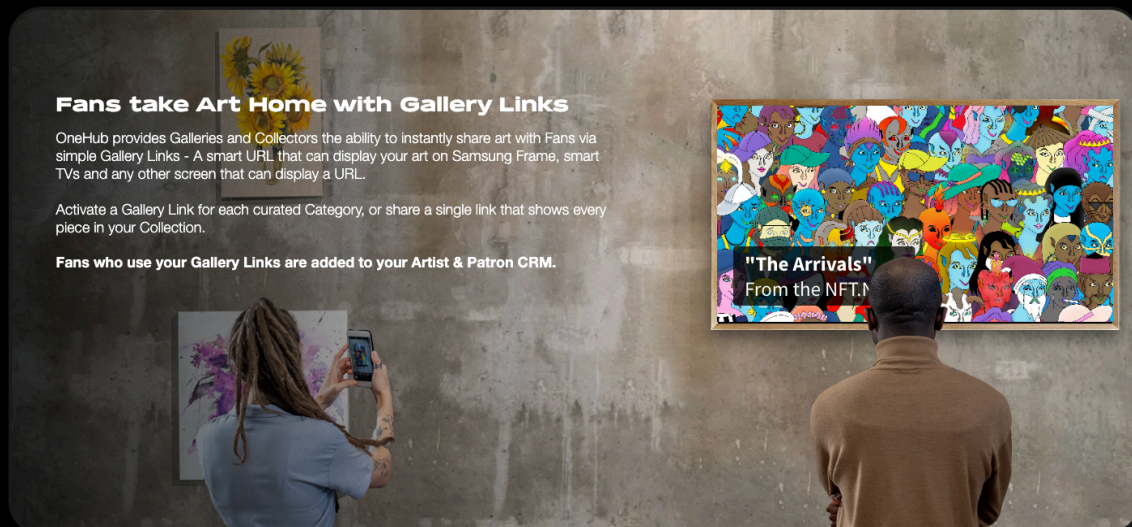
Features

Gallery Links

Collectors are proud of their NFT Collections and enjoy sharing their NFTs with Friends, Family and Followers. OneHub allows them to display their artwork via a link viewable from a web browser on any digital screen.

Gallery Link can help Collectors share their favorite Artwork, feature NFTs from:

1. Their entire OneHub
2. A particular Artist or Collection
3. NFTs that they own or interacted with
4. NFTs from other OneHubs that they resonate with

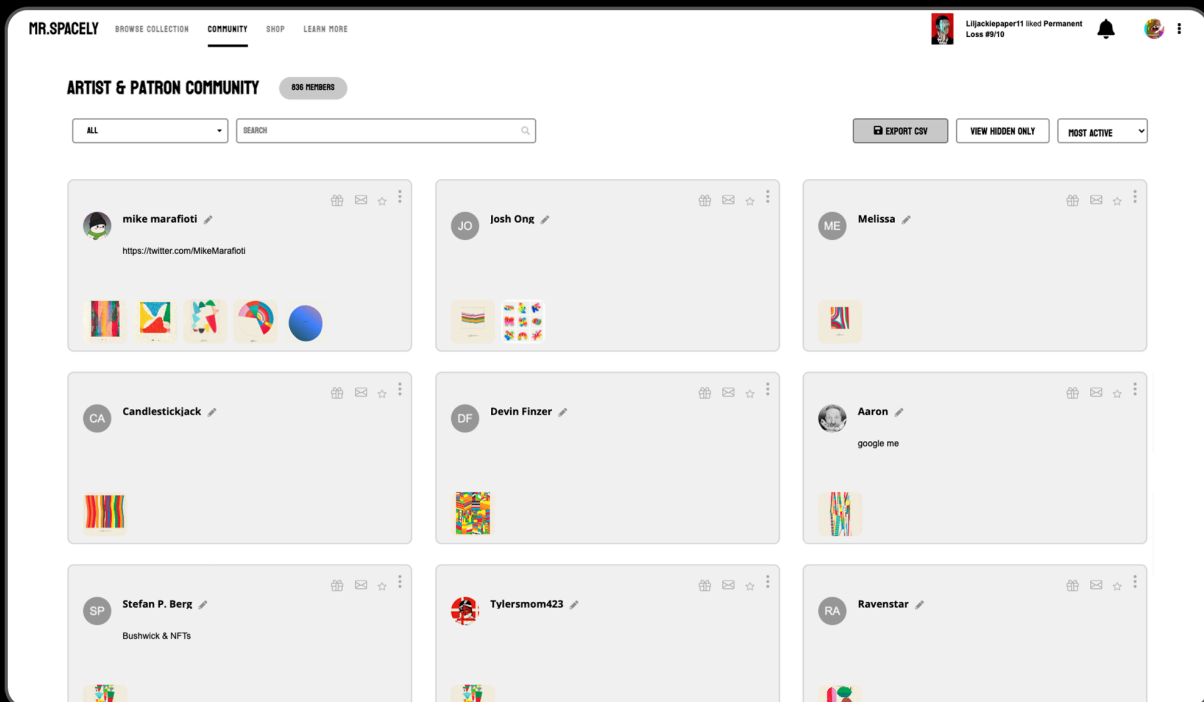


Artist and Patron CRM

It's important for Collectors to connect with the other individuals related to the NFTs that they own.

The **Artist and Patron CRM** helps Collectors build community, and includes:

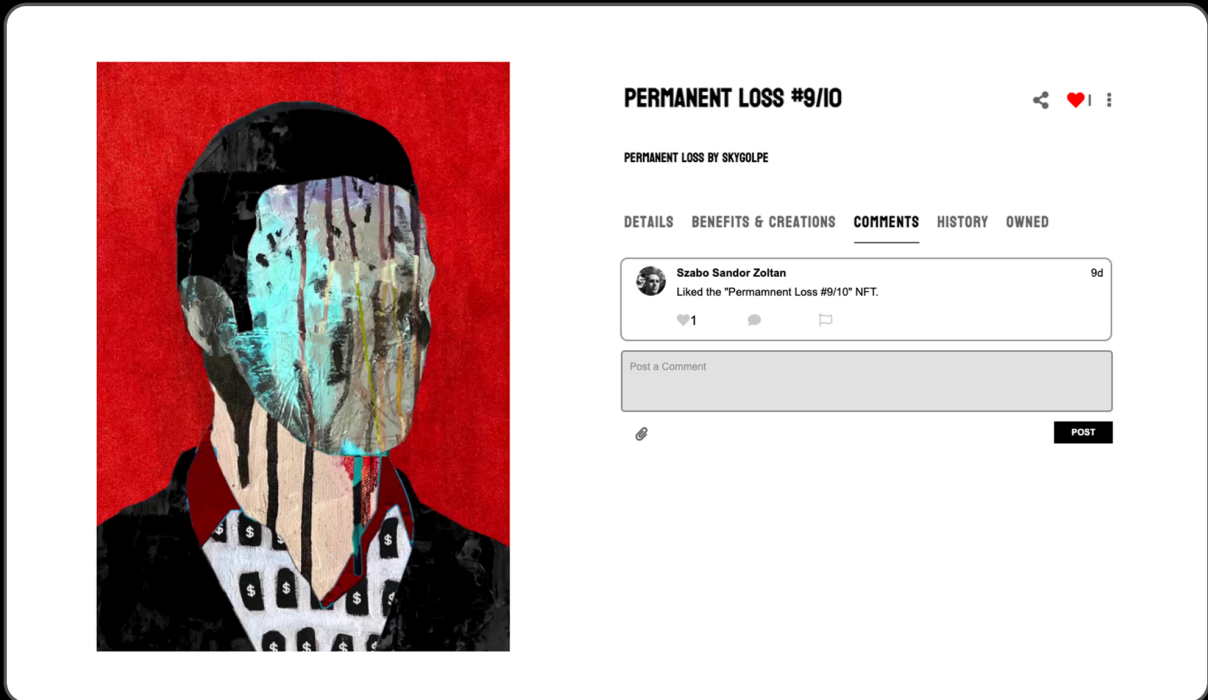
1. The Creators of the NFTs in their Collection
2. Fans and Patrons who visit their OneHub



Social Feed

Individuals who log into a Collector's OneHub will have the ability to interact with the NFTs that they own. OneHub will provide them with a feed of those who engage with their NFTs including social actions such as:

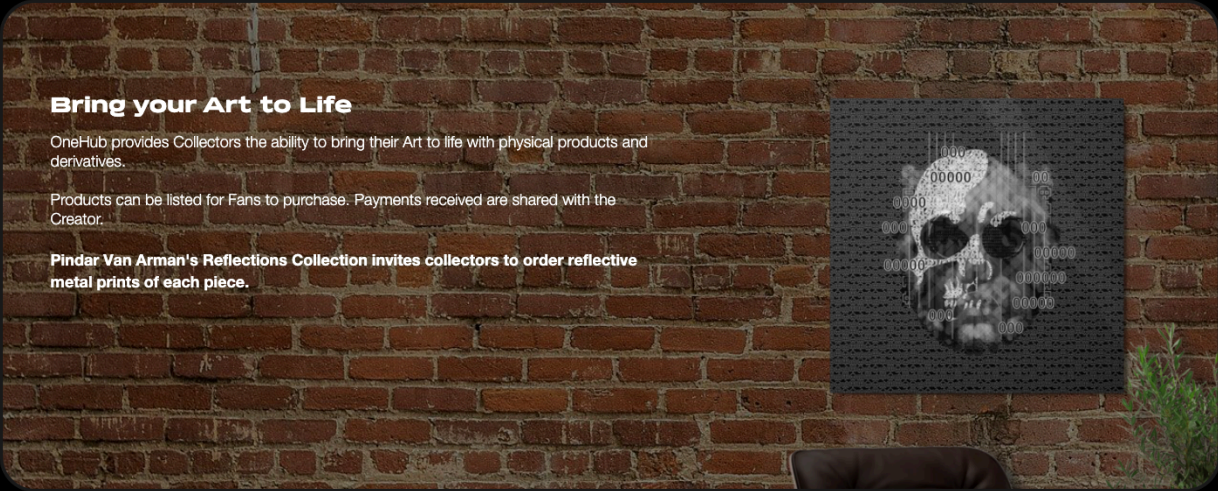
1. Comments
2. Likes
3. NFT Purchases
4. Physical Product Sales
5. Gallery Link Views



Shop

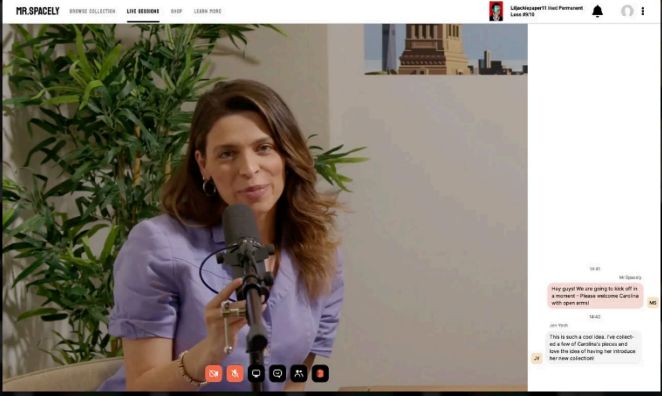
We understand that NFT Collectors want to be able to extract value from many of the NFT Assets that they own. OneHub allows them to sell physical products featuring their NFTs and NFT Artwork.

Choose from a collection of physical products and make these items available to be purchased by anyone who comes along to the Collector's OneHub.



OneHub Live

We received feedback from many NFT Collectors that it's important to support all methods of social engagement including video. We've enabled the ability to host livestreams and video calls for individuals who love their Art directly from the Collector's OneHub through OneHub Live.



Combine IRL and URL with OneHub Live

OneHub Live makes it easy for Galleries and Collectors to host simple, live events directly on their OneHub.

Invite Fans to meet an Artists from your Collection, host a virtual tour of your IRL Gallery, or present your latest acquisition.

Fans who join your OneHub Live are added to your Artist & Patron CRM.

Rewards for participation

Community participation (IRL and virtually) and content contribution must be rewarded. The OneHub Protocol provides four Reward types:

- Award NFTs
- AKA Kredits
- Voting Power carried by holding NFT Awards and AKA Kredits
- Benefits can be added to existing NFTs

Reward Recipients




Rewards may be given by:

- The NFT.NYC team to Community Members
- The NFT.Kred team to OneHub owners
- OneHub owners to their Fans and Holders

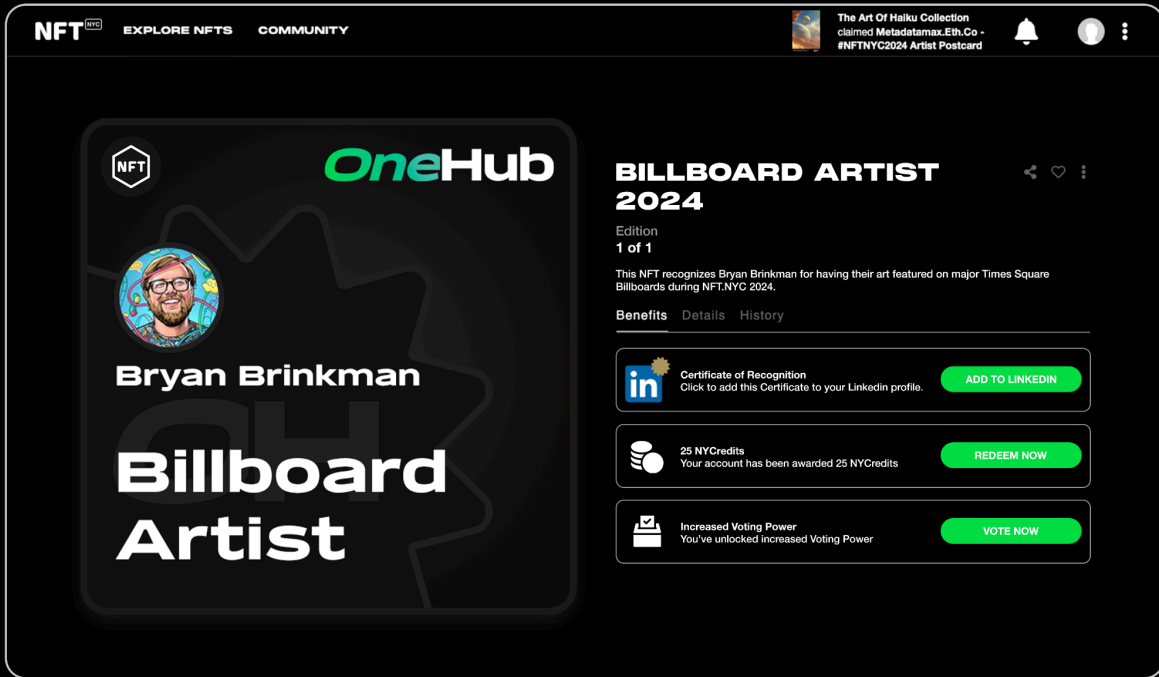
OneHub Award NFTs

The initial issue of an Award NFTs may include AKA Kredits and carry Voting Power. Some Award NFTs may be added as a LinkedIn Certificate to the recipient's LinkedIn Profile.

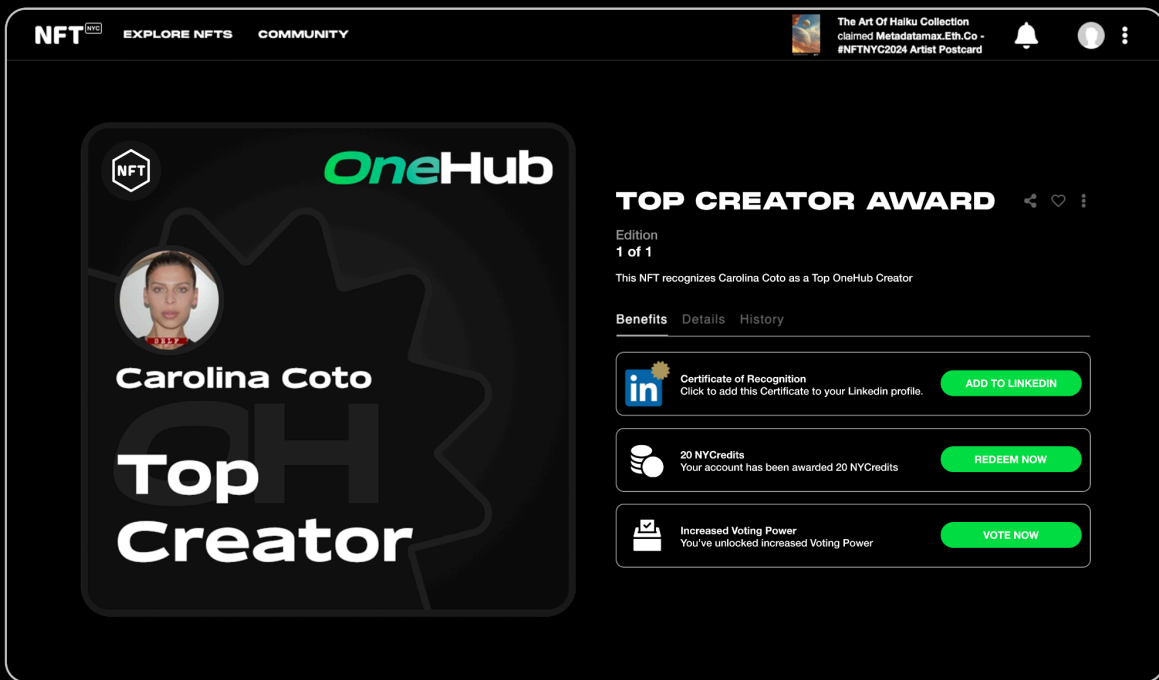
Benefits Details History

	Certificate of Recognition Click to add this Certificate to your LinkedIn profile.	ADD TO LINKEDIN
	20 NYCredits Your account has been awarded 20 NYCredits	REDEEM NOW
	Increased Voting Power You've unlocked increased Voting Power	VOTE NOW

Example of an Award NFT given to an NFT.NYC Community Member



Example of Award NFT given to a OneHub owner



Reward Benefits may be added to **any NFT**:

The NFT may be designed to specifically carry and highlight the Benefit.

For example the OneHub cap below:

The screenshot shows a dark-themed NFT marketplace interface. At the top, there are navigation links for 'NFT', 'EXPLORE NFTS', and 'COMMUNITY'. A user profile for 'The Art Of Haiku Collection' is visible in the top right corner. The main content area features a large image of a woman wearing a black 'OneHub' cap. To the right of the image, the title 'ONEHUB HAT' is displayed, along with the edition '1 of 1,000'. Below the title, there is a redemptive benefit: 'Redeem the attached NFT Benefit to claim a free OneHub hat (while they last!)'. A 'Benefits' tab is active, showing a 'Claim OneHub Hat' button with a 'CLAIM NOW' call to action.

Added to an existing NFT

The screenshot shows a light-themed NFT marketplace interface. At the top, there are navigation links for 'Zoein Brunken', 'Explore', 'Community', 'Artist Profile', 'Website', and 'Learn More'. A user profile for 'Zoein Brunken' is visible in the top right corner. The main content area features a large image of a colorful, abstract artwork titled 'Blossom #293'. To the right of the image, the title 'Blossom #293' is displayed, along with the edition '1 of 1,000'. Below the title, there is a redemptive benefit: 'Order a Custom Beach Towel featuring your Blossom'. A 'Benefits' tab is active, showing a 'Blossom Beach Towel' button with an 'Available' status.

There are many types of Benefits that can be added to an NFT on OneHub:

Networking & Events


- In-Person Redemption
- Scan to Redeem
- Contact Download (vCard)

Networking & Events

Create your NFT Contact Card

Share always up-to-date contact with your new digital business card

- Share your Card in person or online via NFC, QR Codes or simple links
- New Twitter account? Easily update your NFT Contact Card with your new contact info
- Recipients of your NFT Contact Card add you to their contacts in 1 click



Retail & Ecommerce

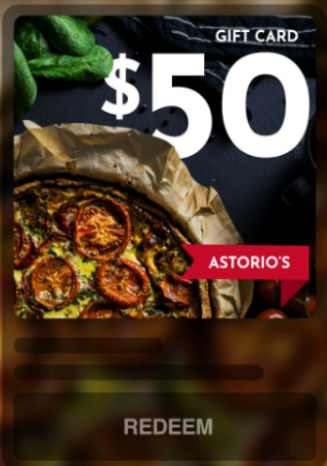
- URL or Web Page Access
- Promo Code
- Gift Cards

Retail & E-commerce

NFT Gift Cards

Transform your NFT into a spendable gift card

- Create NFT Gift Cards that are redeemable for in-store or online value or discounts
- NFT Gift Cards can be created to share discounts at your store or other major brands like Amazon, Starbucks or Uber Eats




LinkedIn Certification or Credential


- Talent Recognition
- Education and Training Course Completion
- Award

Certifications

NFT Awards

NFT Awards are enduring mementos of accomplishments

- Distribute NFT Awards for an event or awards show
- Distribute awards via email - No NFT experience required
- Employees can add their Award to their  LinkedIn profiles in 1 click



The image shows a digital award card for a 'BEST ACTOR Winner'. It features a photo of a man in a suit holding an Oscar. Below the photo is a 'Licenses and Certifications' section with a LinkedIn icon, the text 'Best Actor', 'Universal Film Institute', and 'Issued May 2023'. At the bottom is an 'ADD TO LINKEDIN' button.

Clothes

- Onesie
- Bucket Hat
- Hoodie, Sweatshirt and T-Shirt
- Men's and Women's Athletic Shoes
- Wide-Leg and Track Pants
- Jacket

Clothes

Unlock Exclusive Products

Use your NFT as an access card to make exclusive products available for the holder

- Create token-gated NFTs that reward loyal community members
- Give holders exclusive access to products in your store



The image shows a digital 'SEASON PASSHOLDER MERCH PASS' NFT. It features a basketball hoop and ball. Below the pass is a preview of a blue and white jacket. To the right is a separate window showing the jacket with an 'Unlocked' status and an 'ORDER NOW' button. At the bottom of the NFT card is an 'UNLOCK MERCH' button.

Other Physical Products

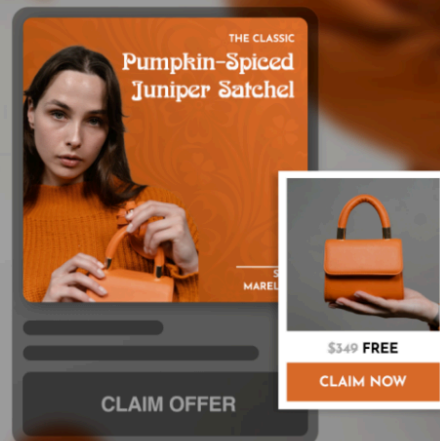
- Jigsaw
- Metal Print
- Ceramic Mug
- Spiral Notebook
- Postcard
- Framed Print
- Towel
- Tumbler
- Water Bottle
- Handbag

Physical Merchandise

Reward loyalty with a Free Physical Product

Surprise your most loyal Fans with a product giveaway

- Create branded NFTs that carry a token-gated product giveaway
- Invite your most loyal Fans to redeem their free physical item via a unique private link on your existing store



AKA Credits

AKA Credits are digital credits.

“AKA” means they can be rebranded in each OneHub. They are whitelabel Credits, like all the other elements of OneHub.

They may be earned (ref below), purchased, or allocated as part of a OneHub payment plan.

“NYCredits” area an example of branded AKA Credits

AKA Credits can be used on OneHub to:

- Mint an NFT
- Host a OneHub Live Session
- Access AI Tools

Or for NFT.NYC (as NYCredits) to:

- Receive discounted tickets and upgrades
- Submit Speaker Applications
- Submit Art

In the future, subject to Community Feedback AKA Credits may be used to

- Purchase NFTs
- Converted into fungible currency and transferred to other community members

How to Earn AKA Credits Examples

Earn NYCredits (branded AKA Credits) through NFT.NYC event participation:

Award NFT	Awarded NYCredits
NFT.NYC Attendee	2 NYCredits
NFT.NYC Showcase Artist	5 NYCredits
NFT.NYC Speaker	20 NYCredits
NFT.NYC Billboard Artist	20 NYCredits

Earn AKA Credits through building out your OneHub:

Award NFT	Awarded AKA Credits
OneHub Activation Award	10 AKA Credits
OneHub Distribution Award	15 AKA Credits
OneHub Collector CRM Award	25 AKA Credits
OneHub Drop Sellout Award	15 AKA Credits
OneHub Set Completion Award	10 AKA Credits
OneHub Social Media Star Award	15 AKA Credits

Earn AKA Credits through activities on someone else’s OneHub:

Award NFT	Awarded AKA Credits
OneHub NFT Claim Award	2 AKA Credits
OneHub Postcard Claim Award	5 AKA Credits
OneHub Top Fan Award	10 AKA Credits
OneHub Benefit Redeemer Award	15 AKA Credits
OneHub Put NFT To Work Award	20 AKA Credits

The initial Issue of AKA Credits

Rewarding NFT.NYC Alumni

NYCredits (branded AKA Credits) will be distributed to NFT.NYC Alumni based on their participation over the 7 past NFT.NYC Events (February 2019 to April 2024). Alumni will be notified of the number of **NYCredits** (branded AKA Credits) they may claim.

How to Spend NYCredits (branded AKA Credits) Examples

Spend NYCredits (branded AKA Credits) via OneHub:

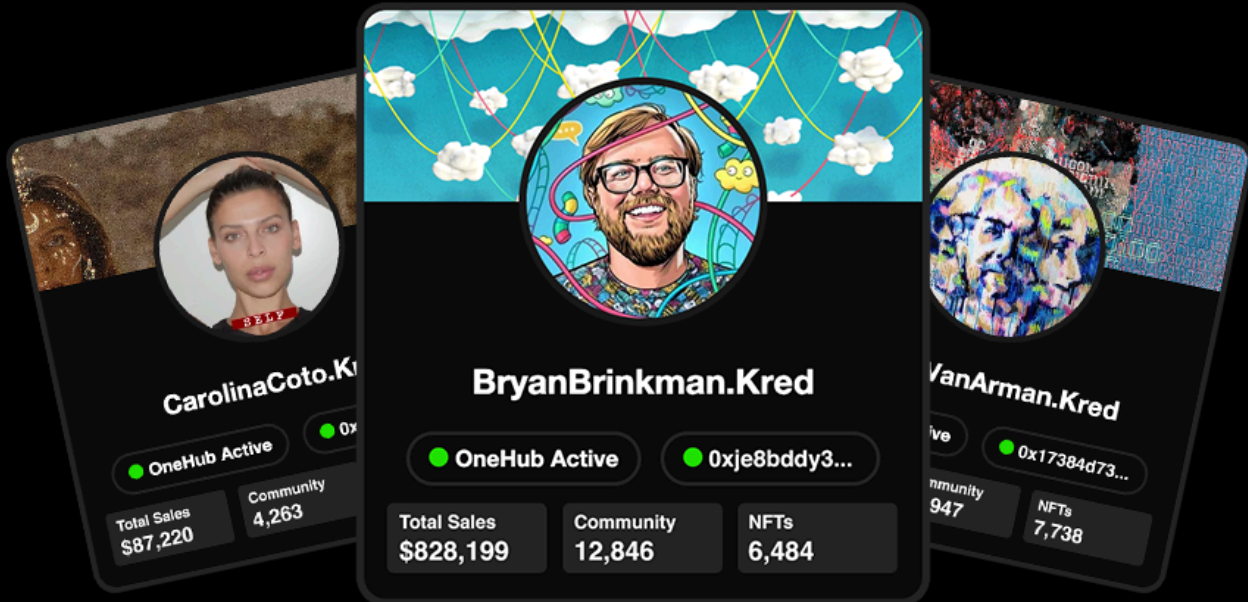
NYCredits	Redeemable for
1 NYCredit	Mint cost per NFT, Add OneHub Live time
5 AKA Credits	Use of AI tool to enhance media (per use)
10 AKA Credits	Purchase an NFT Postcard
20 AKA Credits	Unlock OneHub Live (Single AKA Credits to increase time per use)
30 AKA Credits	Upgrade from \$0 to \$30 for 1 month
60 AKA Credits	VIP Support Hours
100 AKA Credits	Upgrade from \$30 to \$250 plan for 1 Month

Spend NYCredits to boost your participation at an NFT.NYC event:

NYCredits	Redeemable for
2 NYCredits	Submit an NFT.NYC Speaker application
2 NYCredits	Submit an NFT.NYC Artist application
20 NYCredits	Feature your OneHub Campaign on Art.NFT.NYC
50 NYCredits	Promote your Satellite Event

OneHub Ownership

The OneHub Access NFT



Setting up a OneHub creates a OneHub Access NFT that is owned by you.

A OneHub Access NFT is the key to your OneHub.

The purpose of issuing an Access NFT enables your OneHub to be a tradable object. OneHubs can be bought and sold between creators and community members.

If a creator wants to sell a OneHub and its cashflow (e.g. marketplace transaction fees) - simply sell your OneHub Access NFT in a standard ERC-721 transaction.

All of the work creators put into their OneHub can be realized in a sale, if the creator desires it.

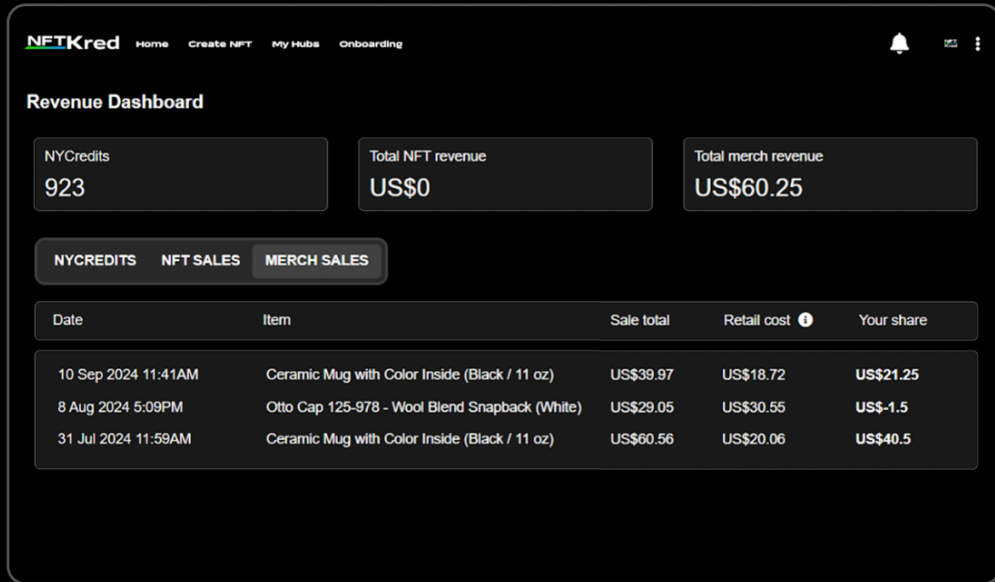
What is an “Access NFT”?

A special type of NFT that

1. Controls your .Kred domain DNS and .Kred wallet ENS
 - a. DNS points to your OneHub
 - b. ENS points to your linked wallets
 - c. Makes your .Kred domain transferable
2. OneHub exclusive **master administration rights** (NFT grants token-gated admin access) with access to:
 - a. The OneHub fee cashflow (e.g. royalties, marketplace transaction fees, primary sales)
(holder of Access NFT now has the ability to change payout methods, eg Eth wallet and fiat payout settings)
 - b. Access to User data via the OneHub CRM (e.g. OneHub’s may have thousands of users)
 - c. Access to end-user NFT benefits

Reporting

The Revenue Dashboard allows Creators to track their individual NFT and Physical Product sales - summarized and by transaction:

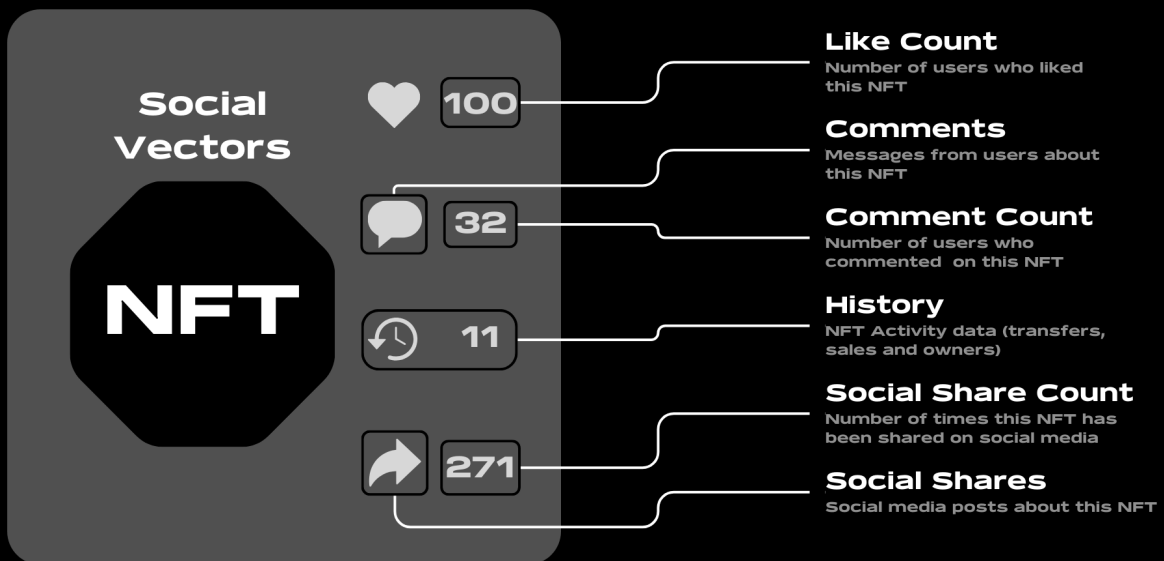


Patent

The OneHub Protocol is the subject of U.S. Patent Nos. 11,301,460 and 12,038,911. These are some of the broadest patents in the industry, and we want the community to play a role in governance.

The "KNFT" Patent pioneers the nexus between "social" vectors and digital assets. Social vectors include the list of previous owners, likes, comments and circulation count.

Most NFTs minted to date include social vectors:



Patent licensees that support royalties and metadata access will be offered nominal license fees.

Patent proceeds will be used for activities that support the Community.

The Voting protocol v1

OneHub Protocol Improvement Proposals (PIPs)

Periodically the OneHub Governance Council will be listing OneHub Protocol Improvement Proposals (PIPs) on the open source voting platform Snapshot for the OneHub Community to vote on.

Initial Voting power for Alumni

Initial voting power will be granted to existing **NFT.NYC Alumni**.

Voting power will be given to individuals who hold NFTs in their wallet(s) that were distributed during past NFT.NYC events.

Since our inaugural event in 2019, we've minted and distributed over 110,000 NFTs on Polygon to 7,935 unique wallet addresses.

See smart contract:

<https://polygonscan.com/address/0x9B052442Da2c072990bD30503b33eB03bC764cd2>

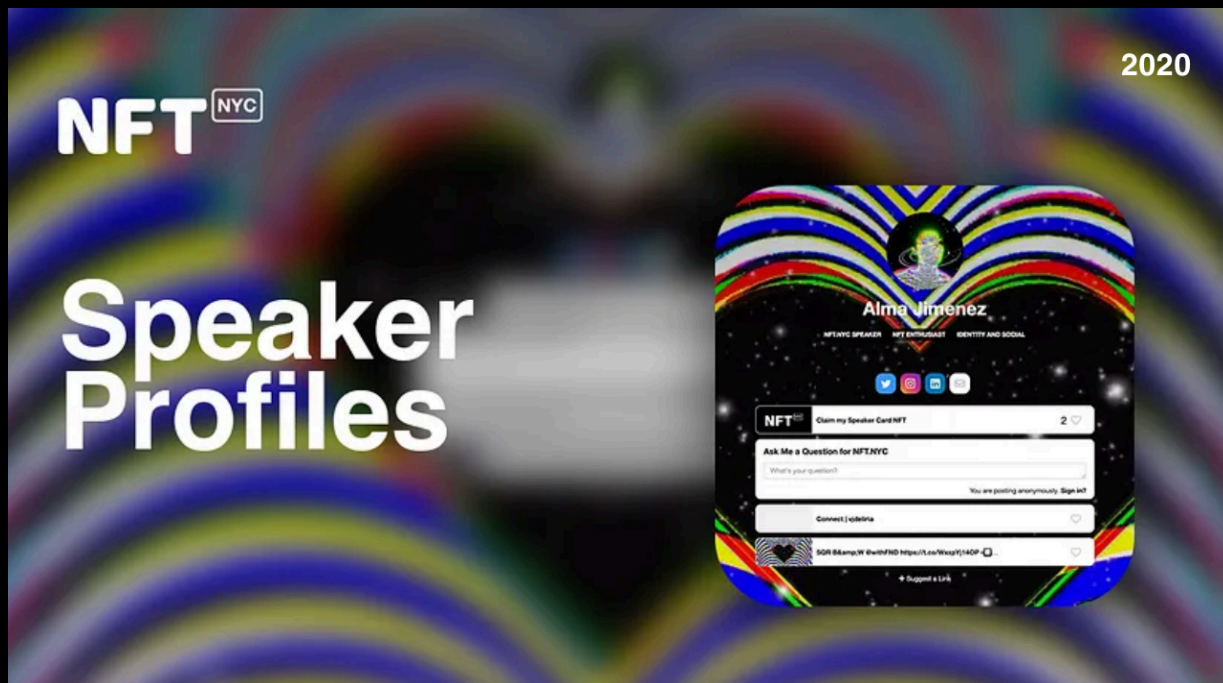
Award NFTs were made available to claim for event participants during each annual event from the **app.NFT.NYC OneHub**.

Rewarding NFT.NYC Alumni with NFTs since 2019

At the inaugural NFT.NYC 2019 we launched our first-ever **NFT Swag Bag**, engaging attendees with NFT giveaways from conference sponsors.



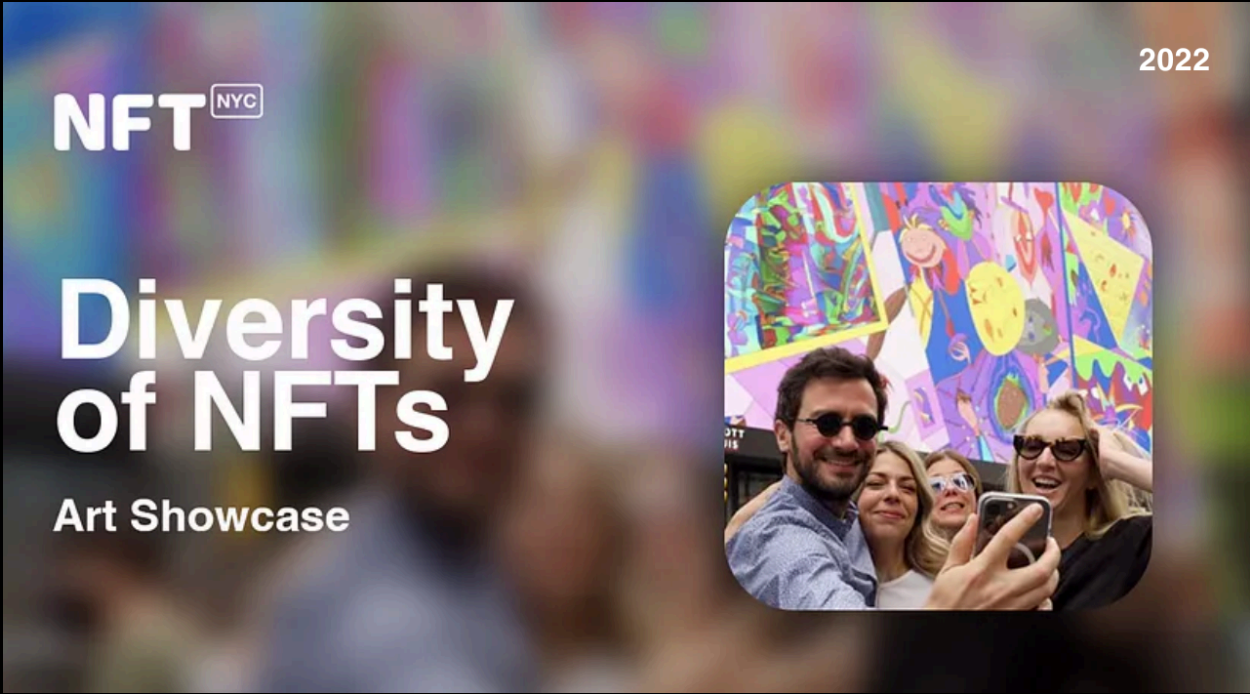
At NFT.NYC 2020, we introduced Speaker Profiles — allowing attendees to learn more about and connect with their favorite speakers, with **links backed up on the Polygon blockchain**.



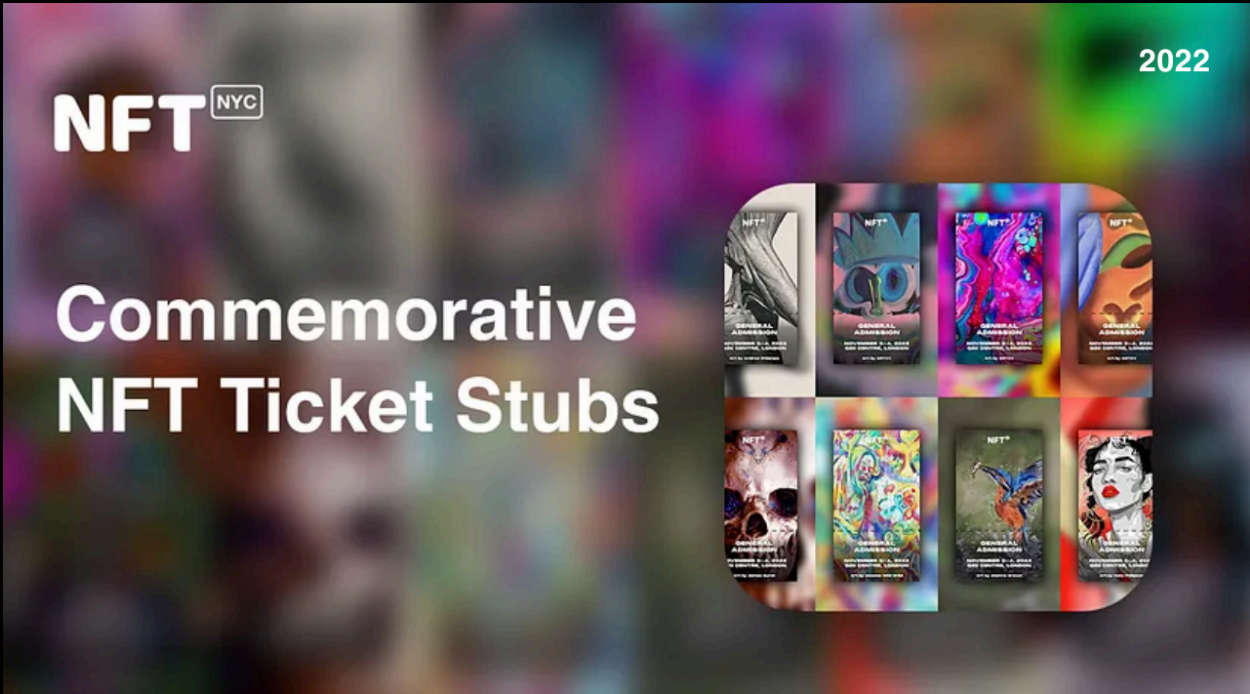
NFT.NYC 2021 marked the introduction of **Speaker Card NFTs** — allowing attendees to collect NFTs forever commemorating their favorite talks and speakers.



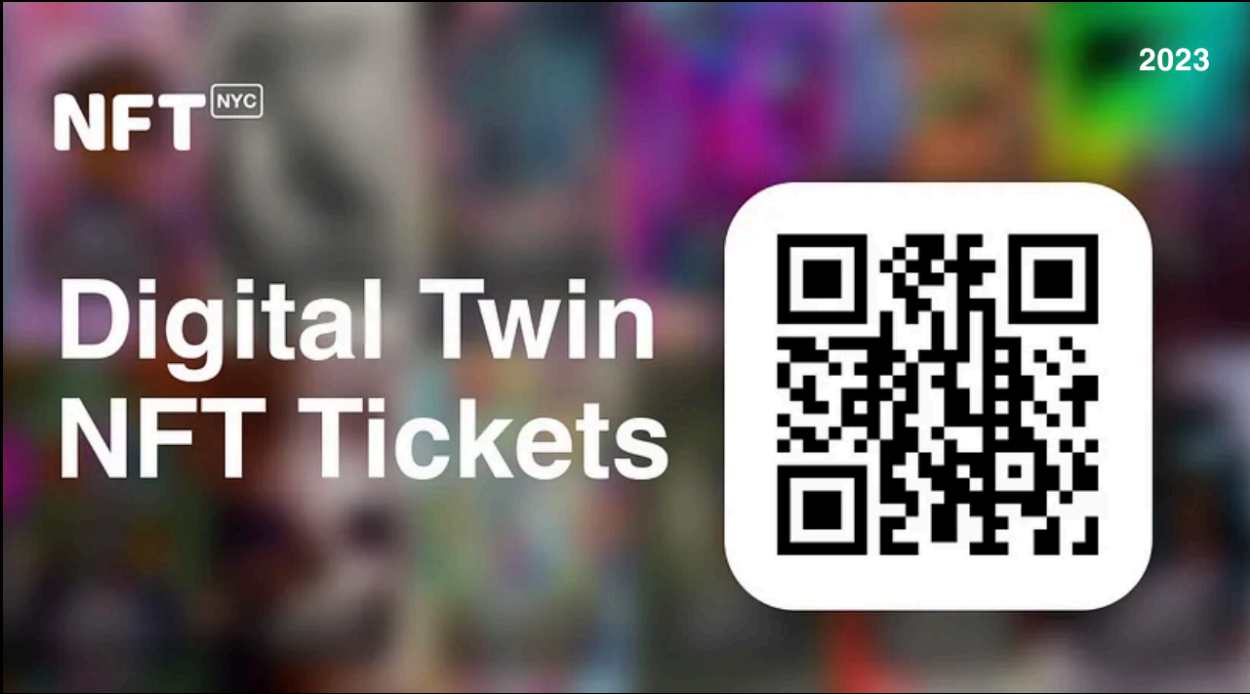
NFT.NYC 2022 showcased Artworks from over 200 incredible artists that were displayed on 14 major Times Square billboards and a large-scale immersive projection in the Marriott Marquis Atrium. NFTs of each artwork were minted for the community to collect.



At our first-ever NFT.London 2022, registered attendees received a Commemorative NFT Ticket Stub featuring art from 1 of 17 UK-based artists including the critically acclaimed XCOPY.



NFT Ticketing was the theme for NFT.NYC 2023, where every registered attendee automatically received a Digital Twin NFT Ticket minted on IMX. Each ticket carried a secure QR-code that was scanned to check in to the conference via integration partnership with Eventbrite.



At NFT.NYC 2024 we minted and distributed Award NFTs to Brands who created unique experiences using NFTs.



For example, David Pakman holds 2 NFTs for prior events.

He will be eligible to vote on **OneHub Protocol Improvement Proposals** including the initial proposal with a voting weight of 2.

You can check your voting eligibility here: <https://snapshot.org/#/onehubkred.eth>

Voting Rights for New Community Members

If you do not attend or hold an NFT from a prior NFT.NYC Event you can still participate.

Voting rights will be given to new community members who claim an **NFT.NYC 2025 Community Pass**.

This Community Pass will be available for claim up to December 31st, 2024.

How to increase Voting Power

In addition to the NFT.NYC Alumni and the NFT.NYC Community Pass, you can increase your voting power by collecting **Award NFTs**

Each OneHub Award NFT comes with Voting Power.

The amount of Voting Power on a OneHub Award NFT is based on the award type.

Each award type has been mapped to a specific voting power value.

That specific voting power value is equivalent to the initial AKA Credits earned by receiving the OneHub Award NFT.

Voting Power will be metadata embedded on the OneHub Award NFT.

Your total voting power will be a sum of all the OneHub Award NFTs that you own.

Example voting power calculation:

1. You own 1 **NFT.NYC Community Pass**
Voting Power of 1
2. You own 1 **OneHub Activation Award NFT** (Award Type: OneHub Setup)
Voting Power of 10
3. You own 1 **Top Creator Award NFT** (Award Type: OneHub Community)
Voting Power of 20
4. **Your Total Voting Power is 31.**
(1+10+20)

NFT.NYC Awards

NFT.NYC Award	Voting Power Value
Main Stage Speaking Award	100
Community Stage Speaking Award	20
Event Attendance Award	1
Showcase Artist Award	5
Billboard Artist Award	20
100 Postcard Claims Award	10
Ticket Artists Award	1
60 Alpha Drop Artists Award	10
Claimed a Speaker NFT Award	5
Claimed a Postcard Award	2
Purchased a VIP ticket on Eventbrite Award	5
Purchased a ticket on Eventbrite Award	2
Best OneHub Award	100
Best NFT Giveaway Award	50
Most engaged social post from OneHub Artists Award	25
Best Postcard Award	20

OneHub Awards

OneHub Award	Voting Power Value
OneHub Activation Bonus	10
OneHub Setup Milestones	15
OneHub Campaign Milestones	15
OneHub Community Growth Milestones	25
OneHub Collections and Drops Milestones	15
OneHub Gamification Milestones	10
OneHub Community Engagement Milestones	15
OneHub Certified	15
Top Creator	20

In addition if AKA Credits become registered on the blockchain, AKA Credits will also contribute to voting power.

Voting Proposal Timeline

Community members with Voting Power will be entitled to vote on **OneHub Protocol Improvement Proposals** on: <https://snapshot.org/#/onehubkred.eth>

Below is a suggested timeline of proposals that may be voted on in the first 6 months the OneHub Governance Council

1. **Sept 30, 2024**
The best first round OneHubs to be featured on Art.NFT.NYC
2. November 2024
OneHub Platform Feature Prioritization
3. January 2025
Should AKA Credits become a currency (ERC20)
4. February 2025
NFT.NYC Main Stage Speakers
5. March 2025
NFT.NYC Times Square Billboards
6. April 2025
OneHub Patent Proceeds allocation

How to Vote

Follow us on X <https://x.com/NFTKred> to stay up to date on OneHub news, follow the OneHub governance forum for new PIPs or visit <https://snapshot.org/#/onehubkred.eth> to see announced proposals.

To cast a vote:

1. Click the Connect wallet button in the top right corner.
2. Connect with the wallet provider where you hold the tokens relevant for the space you want to vote in.
3. Go to the space page on Snapshot and select the active proposal you are interested in.
4. Select the option(s) you want to vote for. The voting systems can differ between individual proposals.
5. Click the Vote button and sign the message via your wallet provider when prompted.
6. You have casted a vote 🎉

2025 Governance Council

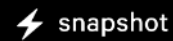
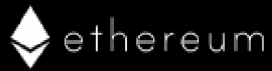
In early 2025 subject to the successful roll out of the OneHub NFT Awards and AKA Credits a five person Governance Council will be appointed.

It will consist of 2 team members, 1 investor and 2 independent community members.

Every 2 years the Governance Council will be eligible for re-election.

OneHub creators will be expected to follow the rules, requirements and policies outlined in the OneHub community guidelines and Terms of Service for the benefit of community standards.

Partners and Integrations



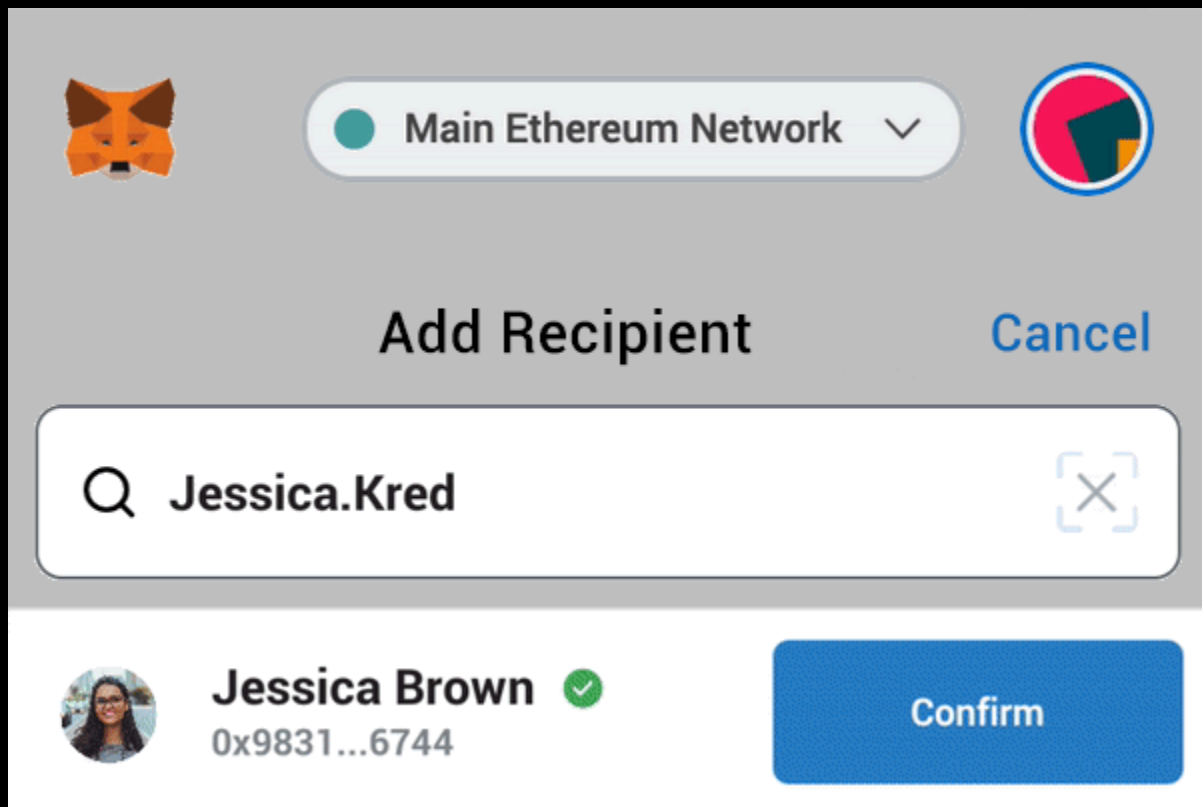
Appendix 1 DNS and ENS

DNS and ENS Explainer:

DNS controls where your .Kred domain links to on the internet

ENS lets you send and receive NFTs and crypto using your memorable .Kred domain

.Kred Domains are both fully resolving DNS web and ENS wallet addresses



Appendix 2 Which Blockchain

Which Blockchain is best - Use cases for 10 supported Blockchains

Best for high value NFTs:

Ethereum and **Bitcoin (Ordinals)** have stood the test of time and have implemented high security measures making them the best blockchains to store valuable NFTs

Best for Artists:

Base, **Tezos** and **Avalanche** have great momentum with Artists as they support minting NFTs at a low cost and give back to the Artist community

Best for Brands:

Polygon and **Flow** have stellar partnership teams that work with major brands to help onboard Brands. They also are able to mint NFTs at a high velocity and provide applications that support mainstream adoption.

Best for Gaming:

Immutable and **Wax** are leading the charge in the arena of gaming. Both blockchains excel at creating in-game assets, digital collectibles and trading cards.

Best for Royalty Support:

Solana has positioned itself as the standout blockchain for ongoing royalty support with their Metaplex Protocol that enforces royalty payouts.

Link to [Printable PDF version](#)