

# APA

ALL PUBLIC ART

A peer-to-peer, counterfeit free, transparent art marketplace enabled by blockchain technology

All Public Art (APA) provides a unique platform that contributes to the growth and sustainability of the global art community by supporting the art market, igniting artist-to-collector trading, and storing the provenance of art on the blockchain.

## Timeline of Token Sale

|                                                                        |                                         |                                                                                |
|------------------------------------------------------------------------|-----------------------------------------|--------------------------------------------------------------------------------|
| ■ Jan 29th 2018<br>Start Token Pre-Sale                                | ■ Feb 7th 2018<br>Start Token Crowdsale | ■ March 7th 2018<br>End Token Crowdsale                                        |
| Q1 2018-Q4 2018: Phase 1<br>■ Implementing APA token on All Public Art |                                         | Q1 2019-Q4 2020: Phase 2<br>■ Increasing market share in the global art market |

## The All Public Art Solution

All Public Art (APA) impacts the art market with a robust, peer-to-peer trading platform utilizing blockchain technology to eliminate counterfeiting, and intermediary price manipulation which has significantly plague the industry for decades. The APA platform has been in open beta since 2015, and thanks to an existing passionate community, is perfectly poised to dominate the booming online art market which is growing at an astounding 24% p.a. and is expected to reach \$9.5 billion by 2020.

## Fundamental Features of All Public Art



### Simple Communication

With the aid of blockchain technology, smart contracts are autonomously proposed and communicated. The seller/buyer can entrust the conclusion of the deal to the technology, instead of a third party



### Transparency

While the identities of the artist and collector remain private, all other details of the transaction are made public and cannot be manipulated by any person or organization



### Security

The system will only allow the unique IDs of the artist and collector to be traced, while their personal information remains anonymous. This aids in the security of the transaction and allows other potential collectors to view the history of the artwork



### Empowering Art Enthusiasts

By giving power back to the artists, their dependency on intermediaries is removed. This will enable each party to conduct their own fair transactions

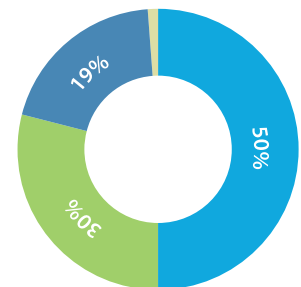


### A Supportive Community

With AllPublicArt tokens, art enthusiast will be able to gift tokens to their favorite artists as a show of support. The tokens can then be traded by artists for art materials or supplies on All Public Art

## Key Metrics

Target: \$30 Million  
Token Supply: 800.000.000



- 50% sold in the token sale,
- 30% retained for network participation incentives and art community initiatives,
- 19% retained by All Public Art
- 1% to cover token sale.

Token Format: **ERC-20 Standard**  
Payment Mechanism: **Ethereum (ETH)**

## The AllPublicArt Token

- The AllPublicArt (APA) token can be purchased using Ethereum (ETH)
- Each APA costs \$0.075
- ETH received by purchasers will be held until the last day of the token sale, at which point the USD value of that ETH will be used to determine how many tokens are purchased
- Early participants will receive bonus tokens to reward them for joining earlier
  - Week 1: 20% Bonus
  - Week 2: 15% Bonus
  - Week 3: 10% Bonus
  - Week 4: 0% Bonus



## Our Goals

- Support artists, and collectors that trade art,
- Reduce counterfeit art in the market through modern identification methods and blockchain technologies,
- Enable transparent, publicly auditable transactions between artists, and collectors through blockchain technologies,
- Increase the quality of the trade process by eliminating the role of the intermediary,
- Leverage new and exciting technology to help artists,
- Connect the global community of people who love art,

Additional Information

Find more information about All Public Art at: [www.AllPublicArt.io](http://www.AllPublicArt.io)  
White Paper: [www.allpublicart.io/whitepaper.pdf](http://www.allpublicart.io/whitepaper.pdf)  
For pre-sale requests and token sale support: [contact@allpublicart.com](mailto:contact@allpublicart.com)

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