



Bictory

Web 3.0 Technology Company

We are paving the way for
the future of social identity and NFT ownership

May, 2024

BUSINESS PAPER

DISCLAIMER

As the Business Paper would constitute representations made by the project team regarding the network and token, do consider whether the statements therein may be readily substantiated. In this regard, we would suggest the following disclaimer language to accompany the clickthrough confirmation to be accepted by a visitor of the website before they can download the whitepaper or access the marketing materials:

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Contents

1. Introduction	4
2. The Bictory Ecosystem	7
2.1 Bictory Domains	7
2.2 Bictory NFT Marketplace	7
2.3 Market Opportunity	9
2.4 Competition Analysis	10
2.5 Bictory Revenue Model	12
3. Tokenomics	12
3.1 Token Information	12
3.2 Token Utility	14
4. Funds Usage	16
5. Team	18
6. Bictory Links	18
7. Risks	19

1. Introduction


The Blockchain ecosystem has enjoyed significant growth in recent years, which has seen transaction volumes rise in decentralized applications and, in some cases, toppled custodial and centralized applications. This indicates that the blockchain community values the core tenet of its very being, decentralization.

However, regulation is coming, and existing platforms, centralized and decentralized applications, are penalized for unregulated and non-compliant practices. Bictory was developed to cater to the future of the Blockchain ecosystem, one that is compliant, regulated, vast, and still maintains users' privacy. And as the cryptocurrency space approaches maturity in mass adoption, we will continue to see more credible participants enter the space.

Bictory's goal is to become the ideal destination that caters to such players. This is why Bictory is a safe and inclusive suite of financial products that are deployed across L1 and L2 blockchains.

Bictory was founded in 2019 by highly experienced entrepreneurs, developers, product designers, blockchain marketers, and business strategists. The team is supported by a group of well-renowned and respected advisors in the crypto industry, who are thought leaders, and responsible for building some of the most successful projects in the blockchain space.

The Bictory Mission is simple:



"Develop a safe and inclusive ecosystem of products that enables creators, collectors, traders, and general web3 users across chains to meet most of their web3 needs from ONE place, conveniently and securely"

Within the ecosystem already, any web3 enthusiast can trade, collect, mint, and exchange NFTs, and get a web3 identity as a blockchain domain. Even as we leverage different technologies to ensure security, we explore utilities across these products.

For a crypto-native fintech project like Bictory, the team believes now to be the right time to build an ecosystem comprising NFT marketplace and domain name service across chains, leveraging different blockchain technologies for different purposes, including security and compliance, to allow web3 users to access and manage their daily transactions from a single portal. Considering how web3 has already become a mainstay in the lives of many today, such an inclusive and safe ecosystem will immensely lower the hassle faced by web3 enthusiasts & investors. Bictory is building an ecosystem that aims to strengthen the adoption of blockchain and cryptocurrency by onboarding the existing crypto community into an intertwined ecosystem with user convenience, security, and even compliance benefits.

As more Web3 implementations spring into existence, multiple needs of a single user are met. It is undebatable that millions of users use this new web iteration for more than basic financial transactions.

The TVs across DeFi protocols speak for themselves. Many tokenize content via NFTs, catch fun and earn concurrently with P2E games, immersively and virtually collaborate in the metaverse, share their photos for token rewards or completely own their data and identity.

These use cases stamp the footprint of the blockchain in the scheme of valuable things that transcend the bubble description.

However, as more user needs are met, the bigger the problem of task management, service proximity, and incompatibility, which collectively affect user experience, rear their ugly heads. To put into perspective, consider this; users collecting in-game items from a particular web3 game publisher may find no marketplace to list its semi-fungible tokens (SFTs), NFTs from any collection X is most often not collateralizable to get loans from any lender, or open a leveraged trading position on a CEX or DEX or even staked to reap benefits from a range of products simultaneously. However, we can't sweep these under the rug as infeasible possibilities. They are, in fact, feasible and pragmatic.

All of these challenges arise from the fact that although web3 applications are developing fast to meet user needs, there are yet to be inclusive product suites that take a holistic approach to provide value for an average web3 service user. As it stands, the user has to source and scout for the different solutions providers to meet his needs, pay multiple fees, familiarize himself with the various tools, and live with the most often absent cross-product support.

There's arguably no reason, at least a good one, why NFTs, DeFi, and other web3 applications should not have a healthy mix, and all from a single service provider to make unified access or doorway to at least the most predominant aspects of Web3, essentially DeFi, NFTs and recently, naming services.

In addition to designing a haven for DeFi & NFT investors, Bictory aims to create a unified product suite with overlapping utilities to become the user-centric doorway enthusiasts and veterans utilize in stepping into the Web3 space.

2. The Bictory Ecosystem

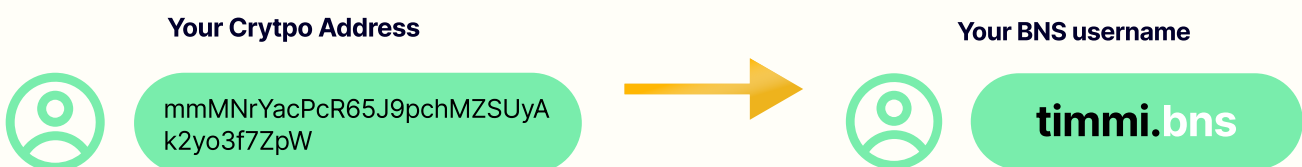
"Develop a safe and inclusive ecosystem of products that enables creators, collectors, traders, and general web3 users across chains to meet most of their web3 needs from ONE place, conveniently and securely"

2.1 Bictory Domains

We are revamping those **complex wallet addresses** into **human-readable wallet domains**.

We map Blockchain by renaming long numeric and alphabetic wallet addresses with human-readable words and numbers across L1 and L2 chains. Our interoperable approach means that our products can be used across multiple chains, allowing users to seamlessly move assets between different networks. This level of flexibility currently needs to be improved in many existing Web3 solutions.

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2.2 White Label NFT Marketplace

We're Uniting creators, collectors, and sports for the future - exclusively!

WHITE LABEL NFT Marketplace is an exclusive Digital/Physical NFTs platform that brings together artists, athletes, celebrities, brands, blockchain domains, and NFT collectors. With a white-label solution tailored for the new era of collectors, it offers a unique opportunity to explore the realms of sports, esports, fashion, and beyond.

Built on the Solana blockchain, the marketplace ensures lightning-fast transactions and minimal fees, making NFTs more accessible. This scalable platform presents your business or brand with lucrative opportunities to engage in revenue-producing activities.

Unlocking an untapped billion-dollar market opportunity with Blockchain Domains and NFT Marketplace

1. Bictory Domains: Unique and secure names present a profitable opportunity as the demand for blockchain presence grows. It will allow customized decentralized ID: As online security concerns increase, the demand for secure blockchain-based IDs will increase.
2. NFT Marketplaces: NFTs which are unique and scarce digital/physical assets are growing in demand. These are untapped, highly profitable sectors in the blockchain industry worth billions. Merging these areas can lead to substantial financial gains.



2.3 Market Opportunity

Total Addressable Market (TAM):

The total addressable market for Blockchain Name Services includes all individuals, businesses, and organizations interested in owning and using domain names related to the blockchain/crypto and even the AI industry. This includes blockchain projects, crypto exchanges, decentralized (DeFi) platforms, NFT Projects, and other related entities; according to a report by MarketsandMarkets, **the global cryptocurrency market is expected to reach \$3 Trillion by 2025, indicating a large potential TAM for blockchain name services and NFT Marketplaces.**

Serviceable Available Market (SAM):

Over 20m + blockchain-based domain names are registered, with more added daily. This represents a significant portion of the SAM a Bictory Domains provider could target.

Serviceable Obtainable Market (SOM):

The serviceable obtainable market for Bictory Domains includes the portion of the SAM that Bictory can realistically capture based on marketing, sales, and operational efforts. **Bictory's SOM can be estimated to be in the range of \$10-20 million annually.**

2.4 Competition Analysis

Blockchain Domain Services

Project	Partnerships	Extensions	Strength
Bictory	MultiversX, Fantom, Avalanche	.mvx, .ftm, .fantom, .avalanche, .solana, .nft, .music, .meta, .web3, .art, .404, etc.	Solid and experienced team. Three blockchain partnership deals and offers a wide range of domain name extensions. Bictory NFT marketplace complements Bictory Domains by in-house buy/sell of names and managing royalty fees and commissions.
EDNS	No	.meta, .music, .ass, .404, .sandbox, .web3	Provides fast and secure domain registration, easy to use platform
SpaceID	BSC, Arbitrum, Sei	.bnb, .arb, .sei	Great branding and user experience and strong ties with significant blockchain protocols
Unstoppable Domains	Polygon, Zilliqa	.zil, .x, .wallet, .polygon, dao, .crypto, .blockchain, .nft, .bitcoin, .888.	Offers uncensorable and decentralized domain names, and strong ties with major blockchain protocols
ENS	Ethereum	.eth	The first name service to launch and owns the most popular extension








These projects are multi-million dollar projects, and Bictory has a huge opportunity to grab a significant share of the market.

Exclusive NFT Marketplace Category

Project	Sale Style	NFT Staking	Payment Method	Strength
Bictory	1. Auction 2. Fixed price 3. Place bids	✓	Crypto and Credit Card	Bictory complements Domains Bictory Marketplace by listing names in-house and managing royalty fees and commissions. Exclusive Sports and eSports digital and physical NFT marketplace with solid partnerships.
NBA Topshot	1. Auction 2. Place bid	✗	Crypto and Credit Card	Niche category and using fandom to create hype and buzz around sports collectibles
SuperRare	1. Auction 2. Place bid	✗	Crypto	High-end NFT art marketplace that positions itself in the NFT ecosystem as an art gallery. And is highly selective with NFT submissions.
Rarible	1. Auction 2. Place bid	✗	Crypto	Strong ties with significant blockchain protocols, perfect for crypto novices, crypto card payments are available and cost-friendly

2.5 Bictory Revenue Model

Annual Subscription Model

1 letter/digit	 \$2000 a year
2 letters/digit	 \$1000 a year
3 letters/digit	 \$100 a year
4 letters/digit	 \$80 a year
5 letters/digit	 \$20 a year
6 letter/digit	 \$16 a year
7 letter/digit	 \$10 a year

Incurred Royalty 5% fee from secondary Bictory Domain sales

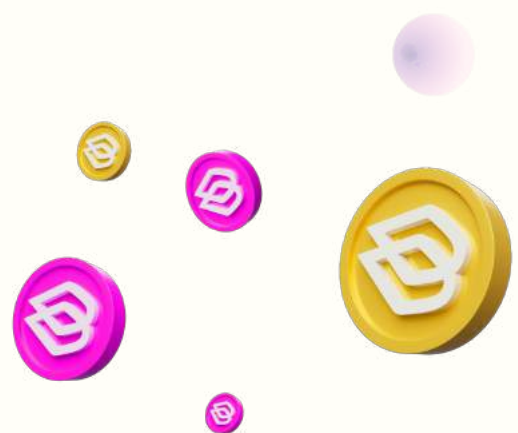
Subdomain creation (\$2.5 for each subdomain)

3. Tokenomics

Inclusive Cross-chain Ecosystem Utility
Token Bonding & driving an ecosystem of user-centered, inclusive, and interoperable Web3 solutions.

3.1 Token Information

BT is the utility token of the Bictory Ecosystem, which is created/minted on the Solana blockchain.



Multiple live products & platforms will be powered by the \$BT token to enhance the ecosystem's user-centeredness and inclusiveness.



Token Data:

Token Name: **Bictory**

Token Ticker: **\$BT**

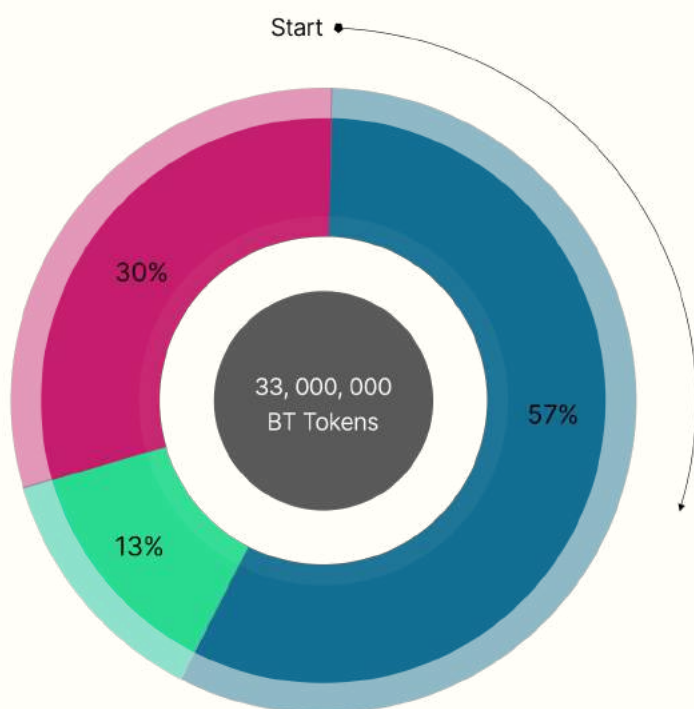
Token Type: **SPL**

Token supply: **33, 000, 000 (Thirty Three Million)**

Token Address:

5uJYKpseGrWzHBeq7cbFAaUmTzy9ZNEDQScbHTCcqGhT

Token Distribution



■ Private Sale: 57% (19 Million tokens)

■ Platform Growth: 13% (4 Million tokens)

■ Bictory Foundation 30% (10 Million tokens)

3.2 Token Utility

Inclusive Cross-chain Ecosystem Utility Token Bonding & driving an ecosystem of user-centered, inclusive, and interoperable Web3 solutions.

The native cryptographically-secure fungible protocol token of Bictory (ticker symbol BT) is a transferable representation of attributed governance and utility functions specified in the protocol/code of Bictory and is designed to be used solely as an interoperable utility token thereon.

BT is a functional multi-utility token that will be used as the medium of exchange between participants on Bictory in a decentralized manner. The goal of introducing BT is to provide a convenient and secure mode of payment and settlement between participants who interact within the ecosystem on Bictory without any intermediaries such as centralized third-party entities/institutions/credit.

It is not, and not intended to be, a medium of exchange accepted by the public (or a section of the public) as payment for goods or services or for the discharge of debt; nor is it designed or intended to be used by any person as payment for any goods or services whatsoever that the issuer does not exclusively provide.



BT does not in any way represent any shareholding, participation, right, title, or interest in the Company, the Distributor, their respective affiliates, or any other company, enterprise, or undertaking, nor will BT entitle token holders to any promise of fees, dividends, revenue, profits or investment returns, and are not intended to constitute securities in the British Virgin Islands, Singapore or any relevant jurisdiction.

BT may only be utilized on Bictory, and ownership of the same carries no rights, express or implied, other than the right to use BT as a means to enable usage of and interaction within Bictory. The secondary market pricing of BT is not dependent on the effort of the Bictory Team, and there is no token functionality or scheme designed to control or manipulate such secondary pricing.

Further, BT provides the economic incentives which will be distributed to encourage users to exert efforts towards contribution and participation in the ecosystem of Bictory, thereby creating a mutually beneficial system where every participant is fairly compensated for their efforts. BT is an integral and indispensable part of Bictory because, without BT, users would not be incentivized to expend resources to participate in activities or provide services for the benefit of the entire ecosystem on Bictory.

Given that additional BT will be awarded to a user based only on its actual usage, activity, and efforts made on Bictory and/or proportionate to the frequency and volume of transactions, users of Bictory and/or holders of BT who did not actively participate will not receive any BT incentives.

As the native platform currency, using the BT token to pay for trades on Bictory trading platforms, integration fees, launchpad fees, or various products in the Bictory Ecosystem will allow the user to enjoy a discount. This means there will be discounts for all Bictory Project transactions for BT token holders.

Furthermore, to promote decentralized community governance for the network, BT would allow holders to propose and vote on governance proposals to determine future features, upgrades, and/or parameters of Bictory or provide feedback, with voting weight calculated in proportion to the tokens staked.

The right to vote is restricted solely to voting on features of Bictory; it does not entitle BT holders to vote on the operation and management of the Company, its affiliates, or their assets or the disposition of such assets to token holders, or select the board of directors or similar bodies of these entities, or determine the development direction of these entities, nor does BT constitute any equity interest in any of these entities or any collective investment scheme; the arrangement is not intended to be any form of joint venture or partnership.

4. Funds Usage

Staking locks up your assets to participate and help maintain the security of that network's blockchain. In exchange for locking up your assets and participating in the network validation, validators receive rewards in that cryptocurrency known as staking rewards.

Financing is crucial for the success of any endeavor, and Bictory is no different. The project needs to commit resources to achieve set goals, and the essential areas are engineering, operations, marketing, and other collaborative endeavors. Adequate marketing will attract the right crypto audience to Bictory, thereby building an active and loyal community base that will utilize and support the growth and development of the project. The engineering team will help Bictory create a robust platform that will satisfy the needs of the project's stakeholders and community members.

Technology - The technological cost of building a platform is undoubtedly the most essential and resource-intensive expense tech/crypto startups incur early on. Bictory needs to develop a custodial exchange, a decentralized exchange, a crowdfunding platform, and other projects currently being developed in stealth mode. For this to be fully implemented, resources need to be directed towards recruiting the right engineering team to build an advanced platform that is secure, scalable, and user-friendly.

Research and Development (R&D) - Bictory intends to commit resources to research Name Service and NFT Marketplace development across chains. The first stage will be to create a test version of Bictory projects and test with a small number of users in a controlled environment to validate business models and uncover more use cases before it goes live on the mainnet.

Marketing - Bictory has an ambitious marketing plan to launch the project to the heart of the global audience, but crypto and native investors. The goal is to be strategic with all our milestones and their delivery. This will help create organic interest and followership from the crypto community, then the broader investment community. Before utilizing resources in creating social media ads, and other viral activities to create a buzz around the project. The key is to know where and how to attract crypto traders/investors. Marketing is one of the pillars of any successful crypto project.

Legal and Professional Advisors - Bictory will need legal and professional advisors to enter the US and other important markets. We are starting from essential incorporation paperwork to understanding liability issues. Moreover, legal advice can help review contracts and ensure Bictory complies with the relevant regulations.

Technical and Customer Support - Server maintenance and customer support also require funding and effort as these are crucial parts of the project. Customers are the priority for the Bictory Platform.

5. Team



Team **23 people** Company Residence **British Virgin Islands (BVI)** Team Residence **Remote**

6. Bictory Links

LinkTree	https://linktr.ee/Bictory_BT
Bictory Foundation	https://bictory.foundation
Bictory Domains	https://www.bictory.domains
Bictory Official Telegram	https://t.me/Bictory_BT
Bictory Official X	https://x.com/Bictory_BT
CG	https://bit.ly/BT-CG
CMC	https://bit.ly/BT-CMC



Marketing Email contact

Marketing@bictory.io



Business Email contact

Business@bictory.io

7. Risks

Bictory is currently in the initial development stages and there are a variety of unforeseeable risks. You acknowledge and agree that there are numerous risks associated with acquiring BT, holding BT, and using BT for participation in Bictory. In the worst scenario, this could lead to the loss of all or part of BT held.

IF YOU DECIDE TO ACQUIRE BT OR PARTICIPATE IN BICTORY, YOU EXPRESSLY ACKNOWLEDGE, ACCEPT AND ASSUME THE FOLLOWING RISKS:

Uncertain Regulations and Enforcement Actions: The regulatory status of Bictory, BT and distributed ledger technology is unclear or unsettled in many jurisdictions. The regulation of digital assets has become a primary target of regulation in all major countries in the world. It is impossible to predict how, when or whether regulatory agencies may apply existing regulations or create new regulations with respect to such technology and its applications, including BT and/or Bictory. Regulatory actions could negatively impact BT and/or Bictory in various ways. The Company, the Distributor (or their respective affiliates) may cease operations in a jurisdiction in the event that regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction. After consulting with a wide range of legal advisors to mitigate the legal risks as much as possible, the Company and Distributor have worked with the specialist blockchain department at Jacques Law LLC and obtained a legal opinion on the token distribution, and will be conducting business in accordance with the prevailing market practice.

Inadequate disclosure of information: As at the date hereof, Bictory is still under development and its design concepts, consensus mechanisms, algorithms, codes, and other technical details and parameters may be constantly and frequently updated and changed. Although this material contains the most current information relating to Bictory, it is not absolutely complete and may still be adjusted and updated by the Bictory Team from time to time. The Bictory Team has neither the ability nor obligation to keep holders of BT informed of every detail (including development progress and expected milestones) regarding the project to develop Bictory, hence insufficient information disclosure is inevitable and reasonable.

Competitors: Various types of decentralized applications, games and networks are emerging at a rapid rate, and the industry is increasingly competitive. It is possible that alternative networks could be established that utilize the same or similar code and protocol underlying BT and/or Bictory and attempt to re-create similar facilities. Bictory may be required to compete with these alternative networks, which could negatively impact BT and/or Bictory.

Failure to develop: There is the risk that the development of Bictory will not be executed or implemented as planned, for a variety of reasons, including without limitation the event of a decline in the prices of any digital asset, virtual currency or BT, unforeseen technical difficulties, and shortage of development funds for activities.

Security weaknesses: Hackers or other malicious groups or organisations may attempt to interfere with BT and/or Bictory in a variety of ways, including, but not limited to, malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing and spoofing. Furthermore, there is a risk that a third party or a member of the Company, the Distributor or their respective affiliates may intentionally or unintentionally introduce weaknesses into the core infrastructure of BT and/or Bictory, which could negatively affect BT and/or Bictory. Further, the future of cryptography and security innovations are highly unpredictable and advances in cryptography, or technical advances (including without limitation development of quantum computing), could present unknown risks to BT and/or Bictory by rendering ineffective the cryptographic consensus mechanism that underpins that blockchain protocol.

Other risks: In addition, the potential risks briefly mentioned above are not exhaustive and there are other risks (as more particularly set out in the Terms and Conditions) associated with your participation in Bictory, as well as acquisition of, holding and use of BT, including those that the Company or the Distributor cannot anticipate. Such risks may further materialise as unanticipated variations or combinations of the aforementioned risks. You should conduct full due diligence on the Company, the Distributor, their respective affiliates, and the Bictory Team, as well as understand the overall framework, mission and vision for Bictory prior to participating in the same and/or acquiring BT.



Bictory

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