



"REALITY IS WHAT YOU SEE, HEAR AND TOUCH"



TOM ECOSYSTEM

litepaper 1.0



Cheese Art Labs is an ecosystem that brings together artists and communities through Web3 technology. This ecosystem aims to make the business opportunities offered by Web2 (traditional internet) more useful by integrating them into Web3 (blockchain technology, NFTs, DAOs, etc.). In other words, it seeks to take the familiar business models from Web2 and transform them into new opportunities for artists and users within the Web3 world. During this process, Cheese Art Labs aims to attract Web2 users to this new technology by integrating Web3's potential and user-friendly features into the real world.

Cheese Art Labs closely follows developments in technology and the digital world. Since the Web3 ecosystem is a rapidly growing field, the platform continuously takes innovative steps to adapt to these technologies. The main goal here is to make Web3's opportunities more accessible and user-friendly for artists and users. Artists can easily turn their digital work into NFTs and reach a broader community without having to struggle with the complexities of Web3.





The Vision:

Cheese Art Labs aims to enhance user experience by providing the aesthetics and ease of use offered by Web3. That is, instead of complex blockchain systems, it seeks to offer more user-friendly and visually appealing applications, making this new technology accessible to everyone.

- **Support for Artists:** Artists who are not familiar with Web3 may struggle to start their digital projects and commercialize their work. Cheese Art Labs guides these artists, enabling them to turn their digital creations into NFTs and generate revenue. When artists transform their work into NFTs, they can protect the copyrights and trade these works in the digital world.
- **Integrating Web2 Users into Web3:** Cheese Art Labs aims to attract Web2 users to Web3 in areas such as art, gaming, and finance. For instance, creating art pieces as NFTs and protecting digital assets used in the gaming world through blockchain are among the business models that will attract users to new technologies.
- **Expanding Business Models:** Cheese Art Labs is not limited to art; it also develops Web3-based business models in other areas like gaming and finance. For example, digital items that can be used in video games can be offered to players via NFTs stored on the blockchain, allowing them to both use and trade these assets. Similarly, blockchain technology in finance offers fast and secure transaction possibilities.



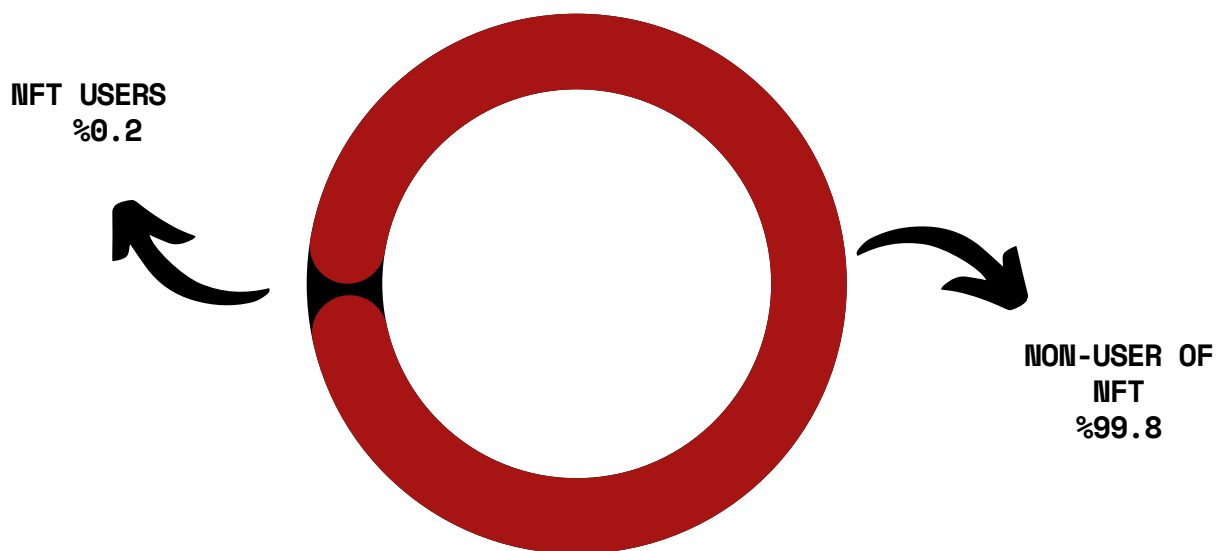


Market Overview:

In 2023, the NFT market saw total volumes drop to \$1.6 billion, while transaction volumes remained stable. The shift from digital art to real-world applications and sustainable projects presents key opportunities. The transition from Web2 to Web3 is accelerating, yet gaps in the market are creating major opportunities. There's strong growth potential in sectors like gaming, brand loyalty, and the metaverse. Future predictions suggest NFTs will become more integrated across industries and create stronger ecosystems, with a focus on utility and practical use cases for users.

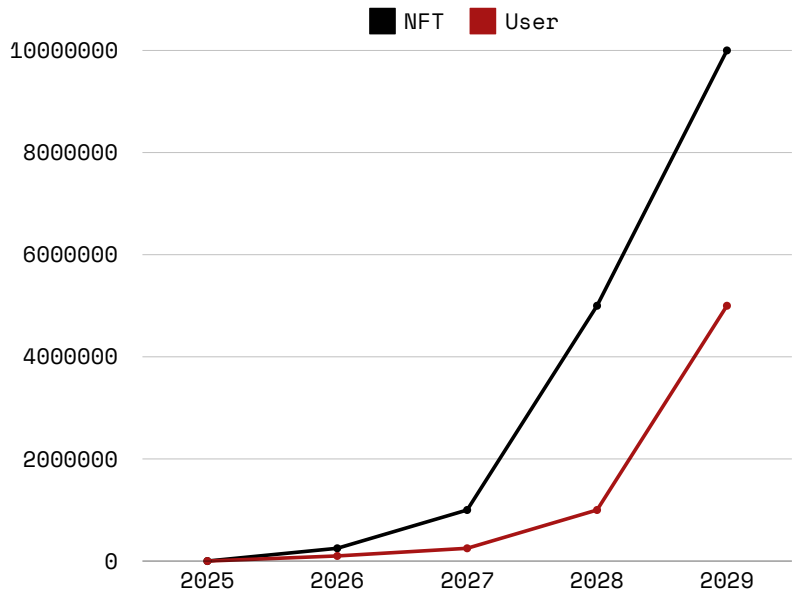
(Note : Our reviews and analysis are based on coinmarketcap.com)

- According to coinmarketcap.com, the number of NFT holders in 2023 is over 30 million. When we compare this to the world population, we see that there is a huge opportunity here

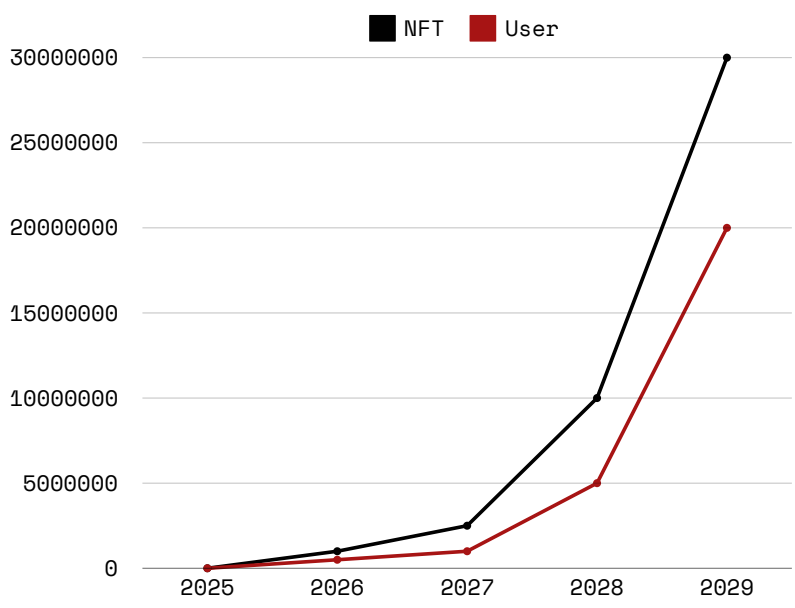


About 8 billion people who are not NFT users

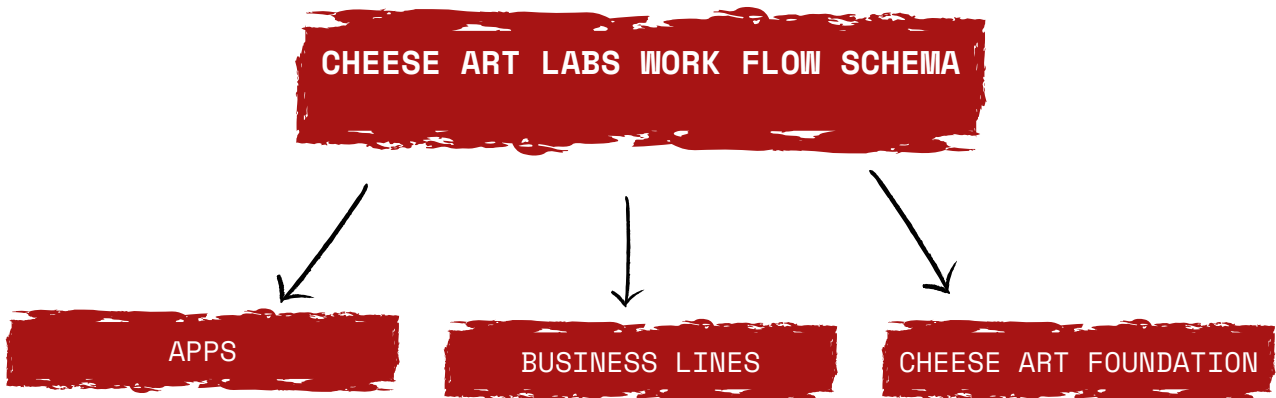




- Number of NFTs in the ecosystem, including collaborations Targets in the number of users: (these are predictable targets). Data is based on market conditions and the functioning of our business models).



- With Telegram and the Ton chain, these goals are much bigger.



OBJECTIVES

- To make the job opportunities in web2 more usable in web3.
- To show people in web2 the usability of web3 in the real world, to attract people in web2 to web3 with applications that offer aesthetics and ease of use.
- To support artists who do not have web3 knowledge, people who develop applications.
- Bringing talented artists together with the community through the applications we develop.
- Adapting to developing technology and innovative steps.



CHEESE ART ECOSYSTEM

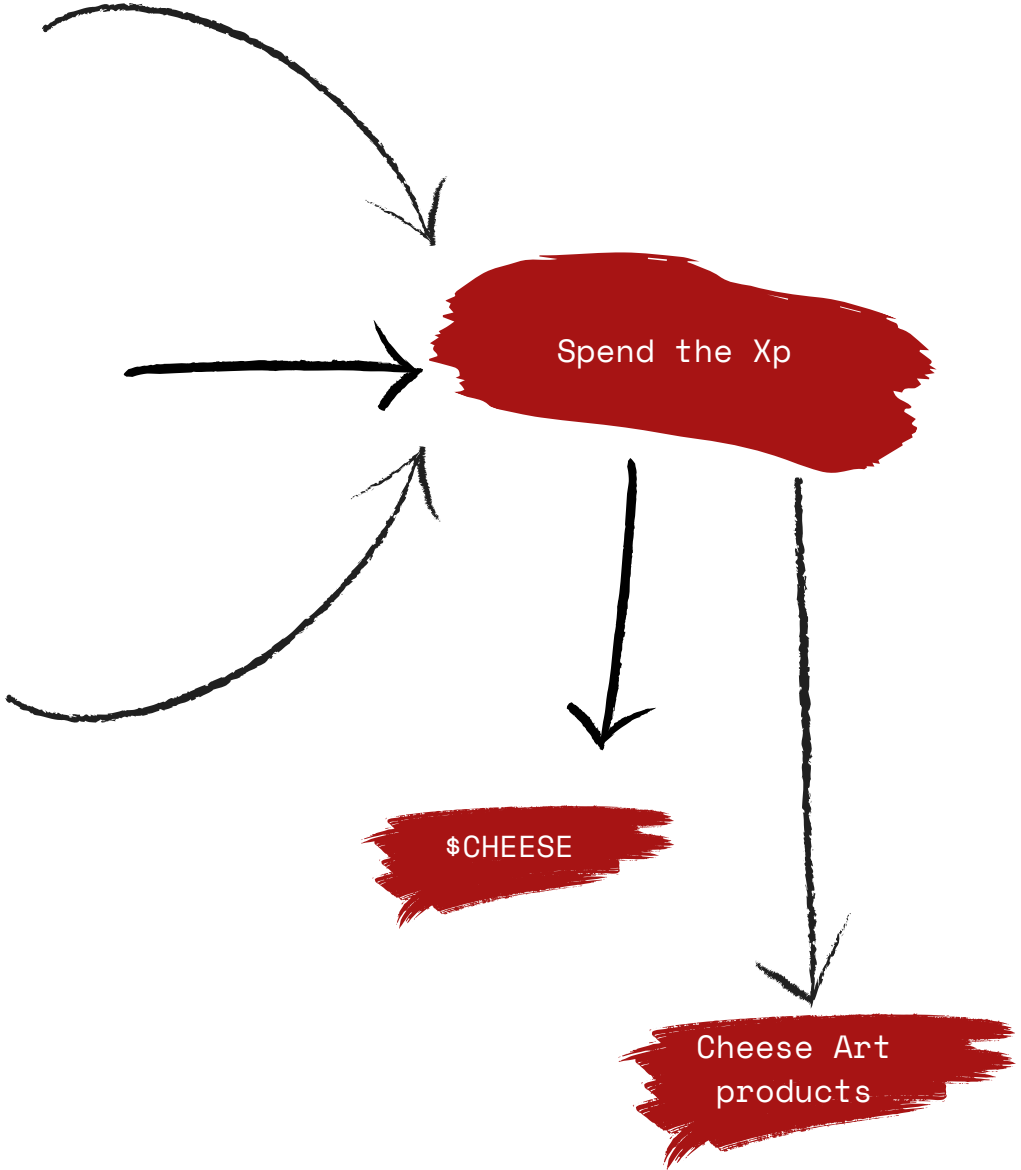
NFT ECOSYSTEM

\$CHEESE

BE YOURSELF!

LUCKY BOY

CATVEGAS





CHEESE ART ECOSYSTEM

BE YOURSELF!

- Cheese Art Ecosystem
Priority for NFTs and \$CHEESE.
- Whitelist of collaborating projects.
- Soft Staking to earn XP
- Free mint Lucky Boy(According to Leaderboard ranking)
- Guarantee Mint CATVEGAS

LUCKY BOY

- \$CHEESE Airdrop = Xp
- Provides 20% discount on all business lines.(Unlimited time.).
- Guaranteed Whitelists
- Free mint CATVEGAS .
- Earn XP according to your Soft Staking Rarity score

CATVEGAS

- \$CHEESE Airdrop = Xp
- Free Mint for CATVEGAS-specific NFTs.
- Privileges in Cheese Art Labs Business lines
- Dao
- CATVEGAS dividend system .
- Soft staking to earn XP based on rarity score.
- Participation in Entertainment and Organizations

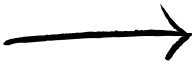
[↗ GO LINK](#)





\$CHEESE

NFT



SPECIFIC NFT'S

GAMING



IN-GAME STAKING: BUYING ITEMS AND TAKING ADVANTAGE OF THEIR BENEFITS



USE FOR IN-GAME SPENDING

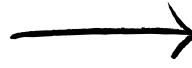
STAKING

PRODUCT

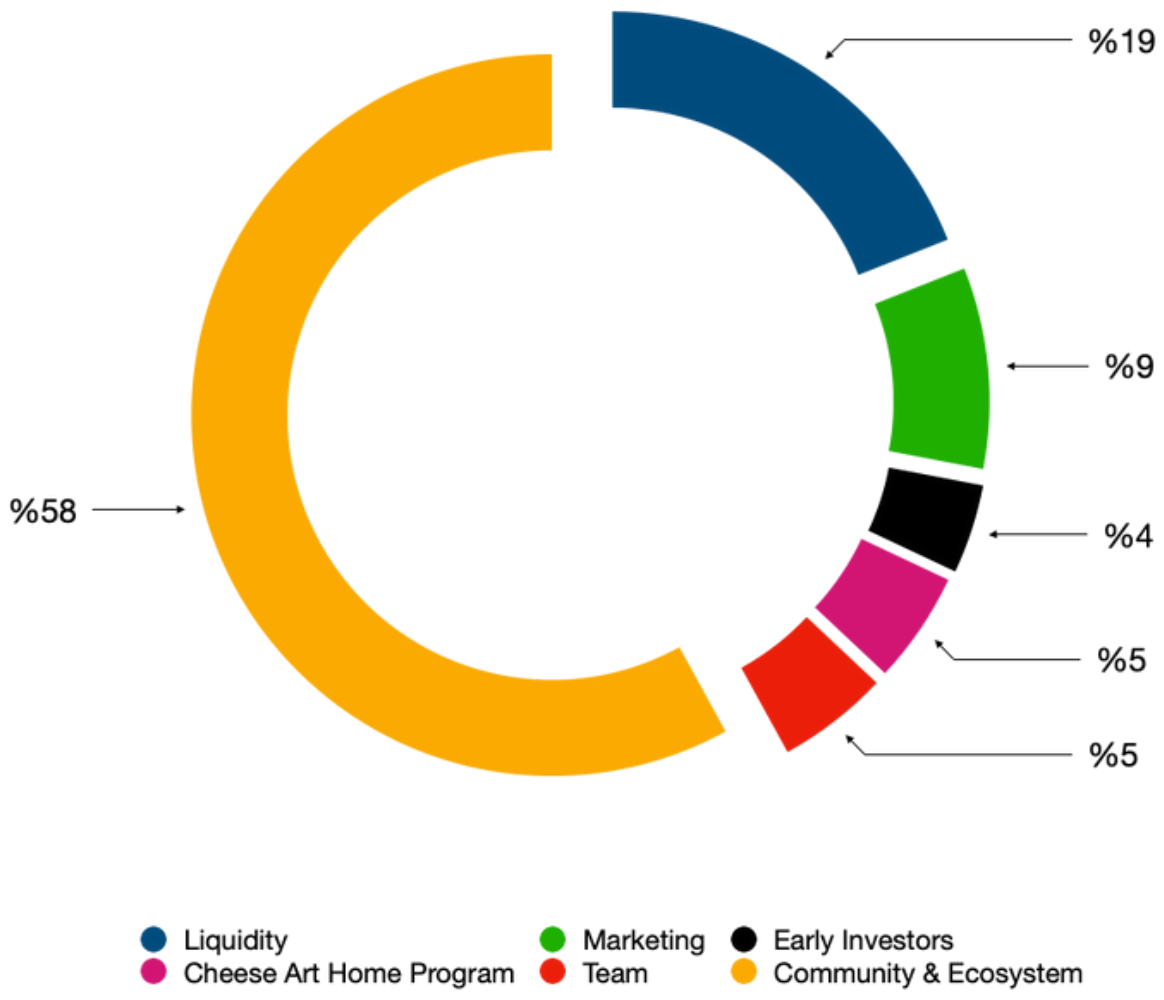


UNIQ PRODUCT SALES SPECIAL FOR \$CHEESE AT CHEESE ART STORE

BURN



BURN AT CERTAIN STAGES



Although the token economy is not precise, the distribution is like this.



APPS

FIRST APP



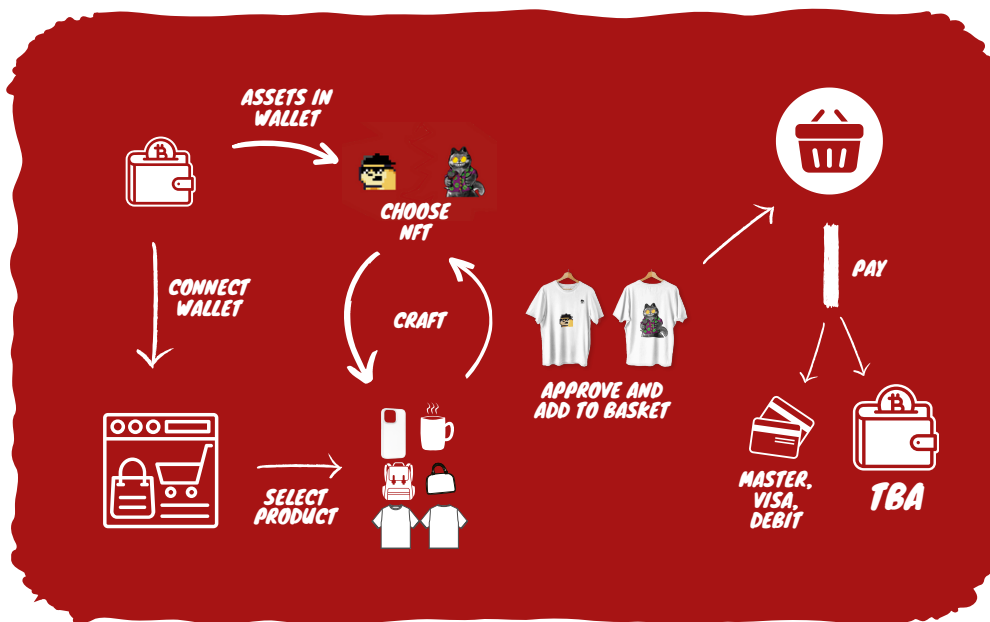
MY CASINO

- It is the first dapp to be active on Be Yourself!
- Cheese Art Labs works as an Ecosystem portfolio.
You can see your NFTs here and track the Xp you have earned here.
- Xp earned through Soft Staking can be spent here. You can either trade your earned Xp for Cheese Art products and order them or save your Xp and trade them for \$CHEESE tokens.
- Participation in whitelists.
- CATVEGAS Dao System.
- CATVEGAS Owners also earn C-XP according to the number of NFTs and Rarity points. 10% of the Company's Profit is reserved for CATVEGAS holders. They can make claims according to the C-XP earned. Dividend distributions are made at the beginning of each season, i.e. every 3 months.

MY CASINO



We have introduced an additional NFT series specifically for the My Casino application. Lucky Hands owners will have the first access to the casino. As the NFTs in the ecosystem are gradually activated, the features will start becoming available.



- Personal memberships are made via web3.
- It is a market system that brings your customers together with web3 and combines NFTs licensed by Cheese Art Labs with Cheese Art branded products. With the system we offer on web3, personalized design products are delivered to customers without a notary. With Web3, the traditional notary system is disabled.
- Other brands that will enter the market are included in the Dao system by voting.
- With the NFT pool system that CATVEGAS owners can create on this platform, where different features will be included at different stages, CATVEGAS owners will be able to earn extra royalties and customers who do not have NFT will be able to access design products with these systems. In these systems, the ownership of NFT Copyrights is added to the design with a banderole.
- NFTs licensed by Cheese Art Labs cannot be offered for sale or purchased in a 2nd market. Only NFT owners have the right to deal with other brands. Otherwise legal sanctions are applied. In this way, we will protect the rights of both artists and customers
- In cooperation with Cheese Art Labs, all NFT series will be tradable on Cheese Art Store and Cheesy (NFT marketplace) Platforms.
- Payment systems will first start with bank cards. With the regulation, you will be able to pay with stable coins in our subnet.



CHEESY

- Along with the Cheese Art Store, the 2nd stop for customers will be Cheesy, where NFTs will be available for purchase.
- The 0% Fee policy will never be imposed on NFTs in the market, which will protect the copyright of artists and works and also gives importance to customer safety. (However, the Royalty Fee cannot exceed 10%.)
- Only collaborative projects (NFTs) can be traded. This is to prevent scam projects.
- Includes NFT Launch Pad.
- NFT trades include season rewards.
- All NFTs in Cheesy can be used in Cheese Art Store.

GAMING

- As a leader in the entertainment industry, the integration of games into blockchain integrations is spreading rapidly. We plan to launch the games that we have started to create in theory in this area with NFTs.
- In-game payments, staking and more will be available on the game hub with great features.
- Details will be announced in time.



TON BLOCKCHAIN And Telegram

Ton Blockchain stems from its development by Telegram, which later transitioned into an open-source project. With Telegram's user base approaching 1 billion, Ton has significant adoption potential. It is faster and more efficient than Ethereum's EVM, supporting millions of transactions per second thanks to sharding technology. The blockchain's scalability, low fees, and quick transaction times are major advantages. Integration with Telegram enhances ease of use, bridging Web2 and Web3. Ton's robust ecosystem supports decentralized applications, smart contracts, and various sectors like finance, gaming, and social media.

- **Fast Transactions:** Ton can handle millions of transactions per second, offering faster confirmations compared to networks like Ethereum, where capacity is limited..
- **Low Fees:** Even during high activity periods, Ton maintains lower transaction fees, providing a significant edge over Ethereum's often high gas fees.
- **Sharding Technology:** This allows Ton to scale efficiently by breaking the network into smaller shards, enabling parallel transaction processing, reducing both time and costs.
- **Telegram Integration:** With Telegram's vast user base, Ton's blockchain technology becomes more accessible. Its user-friendly interface ensures that millions of users can seamlessly engage with blockchain transactions.
- **Superiority over EVM:** While Ethereum's EVM supports decentralized apps, Ton is more efficient in terms of speed and cost, handling multiple transactions simultaneously with ease.
- **Strong Ecosystem and Broad Use Cases:** Ton serves not only as a payment system but also as a platform for decentralized applications and smart contracts. This enables blockchain adoption across industries like finance, gaming, the metaverse, and social media.
- **Future Preparedness:** Ton is designed to meet the needs of future applications and a larger user base. Unlike many current blockchains that struggle with congestion, Ton's technology offers long-term sustainability and scalability.



BUSINESS LINES

- We mentioned that our goal is to develop business lines to make web3 more available in the world. In this way, we want to facilitate the transition of web2 users to web3.
- The first of these business lines and the reason why we created Cheese Art Labs is the Cheese Art Store. We wanted to create a great brand with personalized design, which was almost impossible to do in web2. Copyright protection is traditionally done with notaries. But using web3 technology, distribution of licensed artworks has become very easy with NFTs.
- Cheese Art Store is just the beginning. We will announce our other business lines in time. Our business lines will continue to work with the Cheese Art Labs Ecosystem. For example, Lucky Boy NFTs will continue to offer a 20% discount. We will provide privileges for CATVEGAS owners.
- We will do our marketing mainly on web2 to increase the usage of the business lines. Our marketing on web3 will be mainly to increase collaborations and promote the Cheese Art Labs ecosystem.
- NFT enables content creators or owners to securely sell their works by obtaining a title deed to the works they produce in the digital world. Thus, music, design, text and many other works produced in the digital world have become commercializable and transferable.
- The uniqueness, transferability, intellectual property, commercializability and metadata features of NFTs differentiate them.

CHEESE ART HOME

- In a digitized world, copyright protection has become increasingly difficult. Artists' income has declined over time and many have abandoned their talents. A small number of artists have succumbed to fashion and created repetitive products based on income. These products are not even art. Even in the Web 3 market, when something becomes fashionable, the whole market shifts towards it. For example Ape's.
- As Cheese Art Home, we bring talented people into our ecosystem. We help them realize their talents, their dreams. As Cheese Art Home, we will take over the definition of the artists and the marketing of the works. We will clip the stories of the works and present them to the society with real passion. Thanks to Web3, we will both protect their rights and reunite them with society. We will ensure that their income is guaranteed. In our management team, our Art Director is in charge of this.
- We will support and incubate not only art but also startups. We will organize events, meetings and university organizations to promote Web3. At this point, we will move forward with our partners.
- Cheese Art Home also acts as a non-governmental organization. Protects nature, human and animal rights. Supports Social Projects. It builds social projects. It can organize donation organizations together with government units.



TIMELINE

2024 - Q4

- Telegram community app
- Launch of NFT portfolio management with the launch of Be Yourself! application and integration of My Casino section
- Lucky Hands NFT series launch
- Storytelling demonstrations of the Cheese Art NFT ecosystem (Animation, Marketing and more)

2025 - Q1

- Telegram app v2
- Launch of the Cheese Art NFT ecosystem
- Be Yourself! card sales
- Allocations of the Lucky Boys NFT series
- Initialization of the first Xp winnings on My Casino
- Cheese Art Labs is launching its first contracted product.
- Cheesy NFT Marketplace Beta release

2025 - Q2

- Launch of CATVEGAS NFT series
- First Dividend Distribution
- Cheese Art Store Beta version
- Cheesy NFT Marketplace Alpha version
- Token launch at the end of Q2
- \$CHEESE airdrop for Season 1 Community and NFT

2025 - Q3

- Start of Season 2
- Starting the Cheese Art Home program
- Start integration of existing NFT projects in the market
- Initializing the Cheese Art Store Market mechanics (Combine and List - NFT pool etc.)
- Launch of the studio
- Launch of the new roadmap



PARTNERS



SUPPORTES



Contact

Official website:

<https://cheeseart.io/>



"Double-click on the images for interaction."



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