CHEESE ART LABS

TON ECOSYSTEM

SUBJECTS

The CheeseArt.io platform is built on the TON blockchain and focused on combining art, NFTs, and Web3 technologies. It aims to create a unique marketplace that connects artists with society, allowing personalized artworks to be crafted and transformed into NFT-backed real-world products. The platform prioritizes artist empowerment and community engagement through a decentralized DAO system, emphasizing creativity and Web3 integration.

INTRODUCTION & VISION

↗ **Cheese Art Labs** is a Web3 ecosystem that brings artists and the community together. Its goal is to make business opportunities in Web2 more useful in Web3 and to attract people from Web2 to Web3 by demonstrating the usability of Web3 in the real world. Cheese Art focuses on adapting to technological developments and taking innovative steps in this field.

↗ **The vision** is to enhance the user experience through the aesthetics and ease of use provided by Web3, support artists who need assistance in Web3, and enable them to commercialize their digital works through NFTs. Furthermore, Cheese Art Labs aims to integrate Web2 users into Web3, expanding business models in areas such as art, gaming, and finance.

PROBLEMS & SOLUTIONS

PROBLEM 01

Web2 users often find Web3 technologies complex and struggle to adapt to them. The opportunities provided by Web3 are not yet widely understood by the masses.

SOLUTION

Cheese Art Labs simplifies Web3 technologies with aesthetically pleasing and user-friendly applications. They develop applications that make the transition from Web2 to Web3 easier, aiming to integrate Web2 users into the Web3 ecosystem.

PROBLEM 02

Fraudulent projects and security issues are common in the Web3 ecosystem. Users can encounter scams and lose their investments.

SOLUTION

Cheese Art Labs only allows trading of NFTs from collaborative projects, aiming to prevent scam projects. By imposing certain limits on trading, they focus on user safety, ensuring that users can trade with confidence on the platform

PROBLEM 03

Artists who are unfamiliar with Web3 struggle to launch their digital projects and face challenges finding the right platforms to showcase their work.

SOLUTION

Cheese Art Labs guides artists through the Web3 landscape, helping them bring their digital projects to life via NFTs. Additionally, they work to promote these artists to the community and market, enabling them to reach broader audiences and increase their income

PROBLEM 04

In the digital world, the unauthorized copying and use of works are common, making it difficult to protect the rights of artists and their creations.

SOLUTION

Cheese Art Labs uses NFTs to secure the copyrights of digital works. These works are licensed through Web3 technology, and NFT holders cannot sell them in a secondary market, ensuring the protection of both the artists and their creations through legal means

MARKET OPPORTUNITY

1 According to coinmartketcap.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
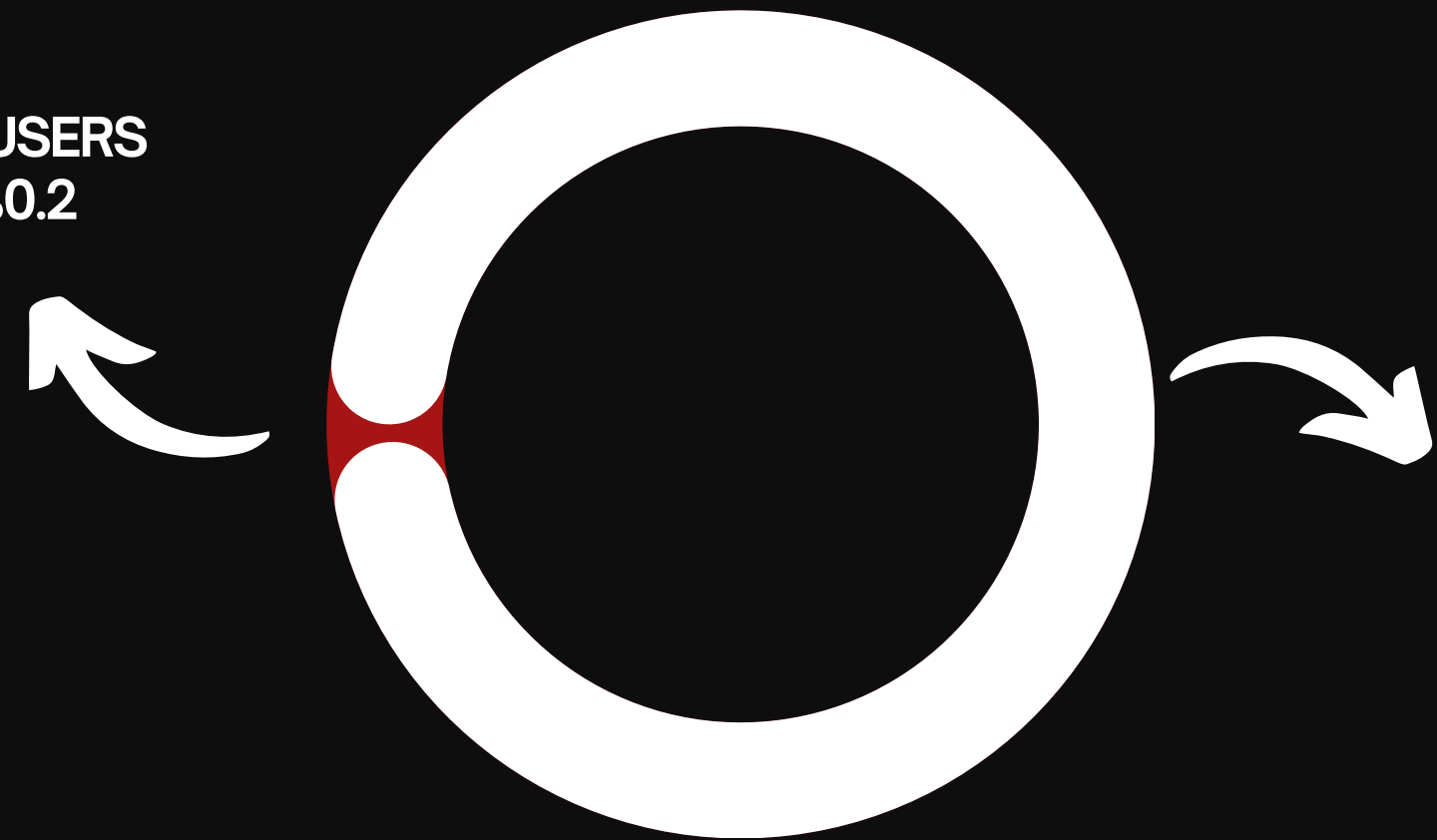
2 During 2023, the total volume in the NFT market was recorded at approximately $40 billion.

3 The widespread adoption of Web 3 will be carried further with the use of NFTs.
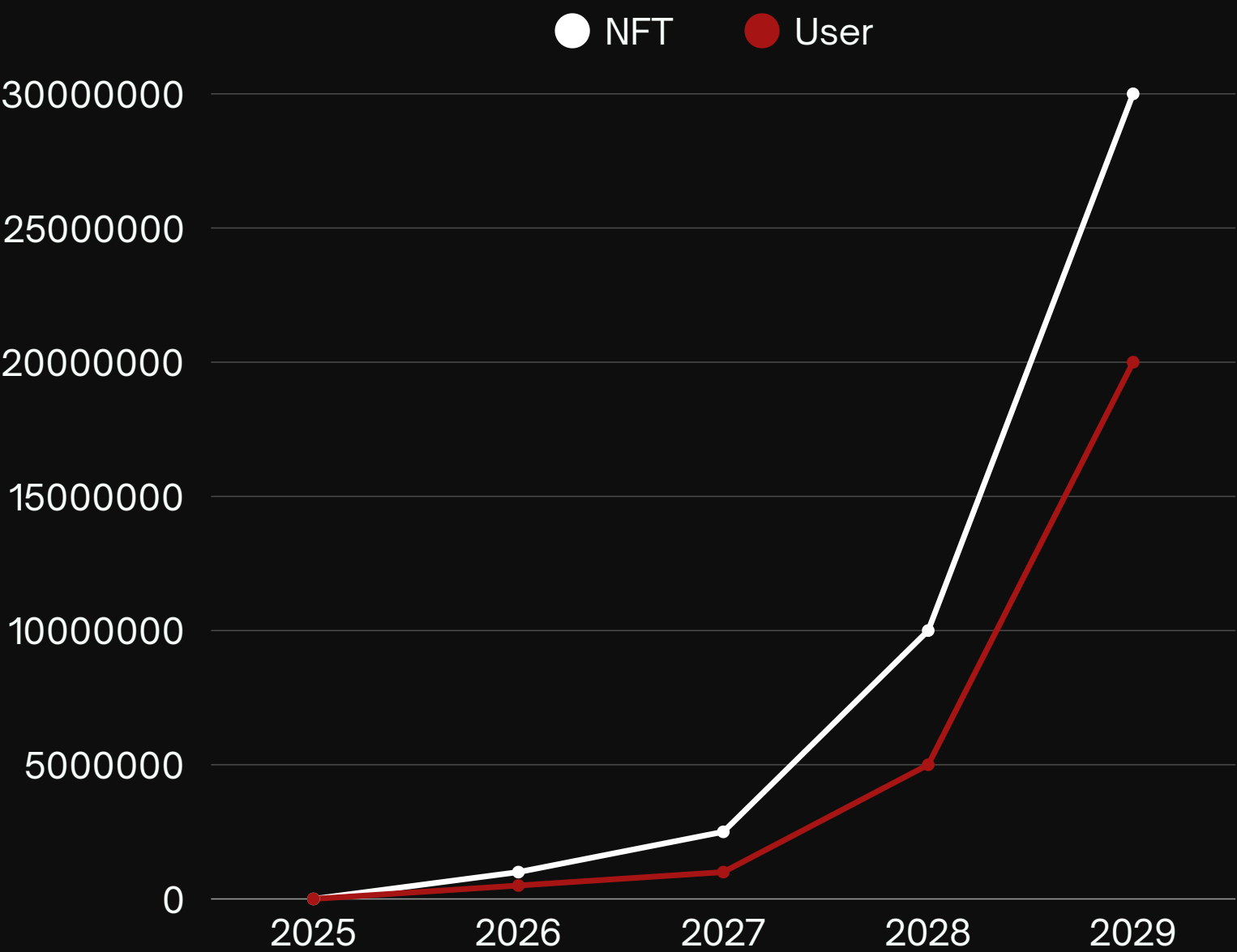
NFT USERS
%0.2

NON-USER
OF NFT
%99.8

About 8 billion people
who are not NFT users

MARKET OPPORTUNITY

Number of NFTs in the ecosystem, including collaborations and targets in the number of users*

***Targets are estimates. Data is based on market conditions and the functioning of our business models. Telegram and Tone Blockchain Impact is large**

POTENTIAL TO REACH NEARLY 1 BILLION PEOPLE WITH THE PERFECT MATCH OF TELEGRAM AND THE TON BLOCKCHAIN

1 ↗ CHEESE ART LABS IS UNIQUELY POSITIONED TO CAPITALIZE ON THIS GROWING MARKET BY INTEGRATING NFTS INTO BOTH THE PHYSICAL AND DIGITAL ART WORLDS.

2 ↗ CHEESE ART LABS ENSURES THAT DIGITAL ARTWORKS, WHETHER THEY ARE STANDALONE DIGITAL ASSETS OR TIED TO PHYSICAL PRODUCTS, ARE SECURELY REPRESENTED THROUGH NFTS.

3 ↗ CHEESE ART LABS ALSO INTEGRATES NFTS INTO THE GAMING SECTOR, WHERE IN-GAME ITEMS SUCH AS SKINS OR OTHER COLLECTIBLES ARE TIED TO NFTS.

4 ↗ USERS CAN CUSTOMIZE AND ORDER UNIQUE PHYSICAL GOODS THAT ARE LINKED TO NFTS, WHICH SERVE AS CERTIFICATES OF AUTHENTICITY. THIS FEATURE CATERS TO THE GROWING TREND OF PERSONALIZATION IN CONSUMER PRODUCTS, OFFERING CUSTOMERS SOMETHING THAT IS BOTH EXCLUSIVE AND VERIFIABLE THROUGH BLOCKCHAIN TECHNOLOGY.

5 ↗ THE CHEESE ART NFT ECOSYSTEM AIMS TO INCREASE THE NUMBER OF BUSINESS LINES BY PROVIDING FULL COMPATIBILITY TO BUSINESS LINES.

EASY

CLEAR

SAFE

✕
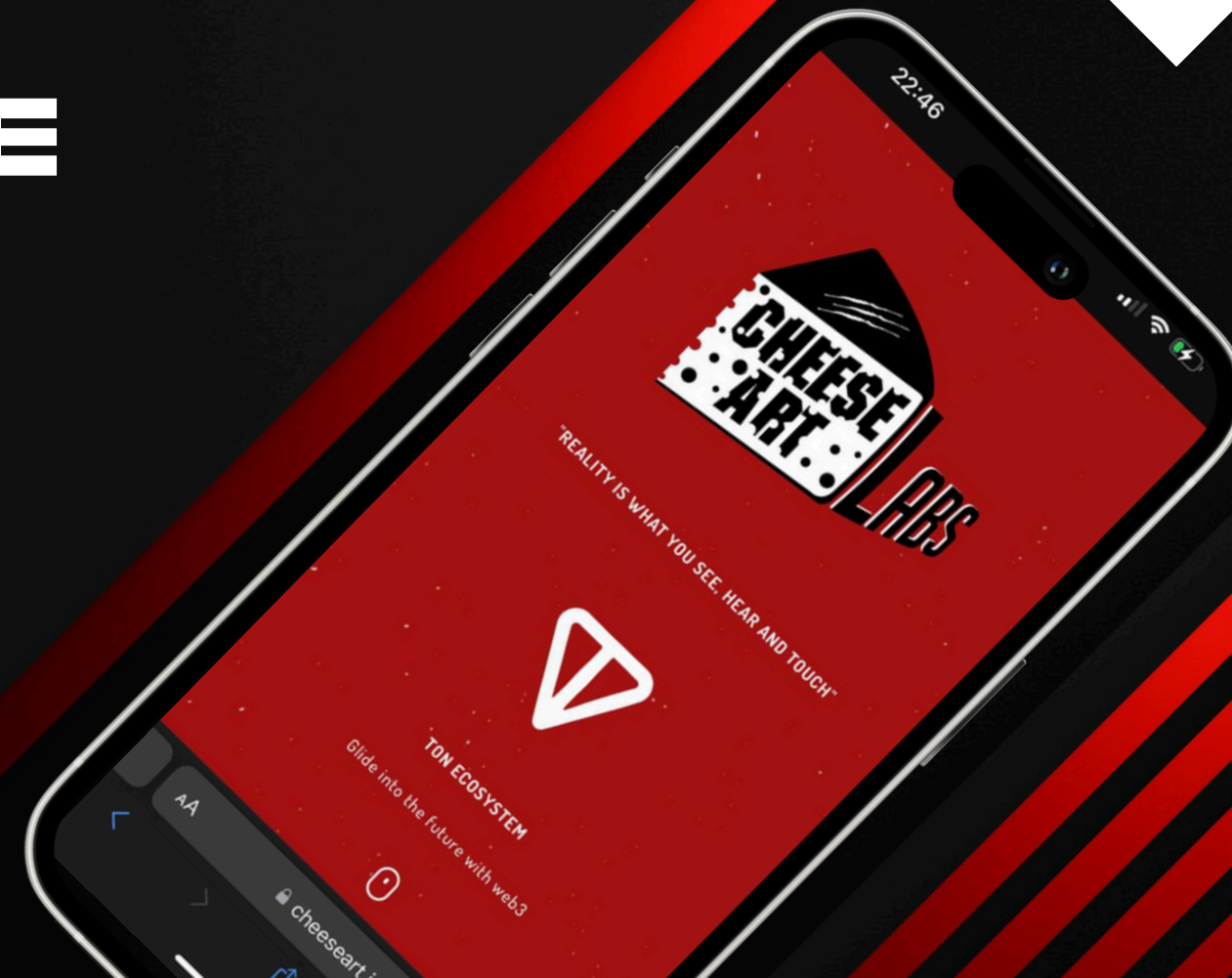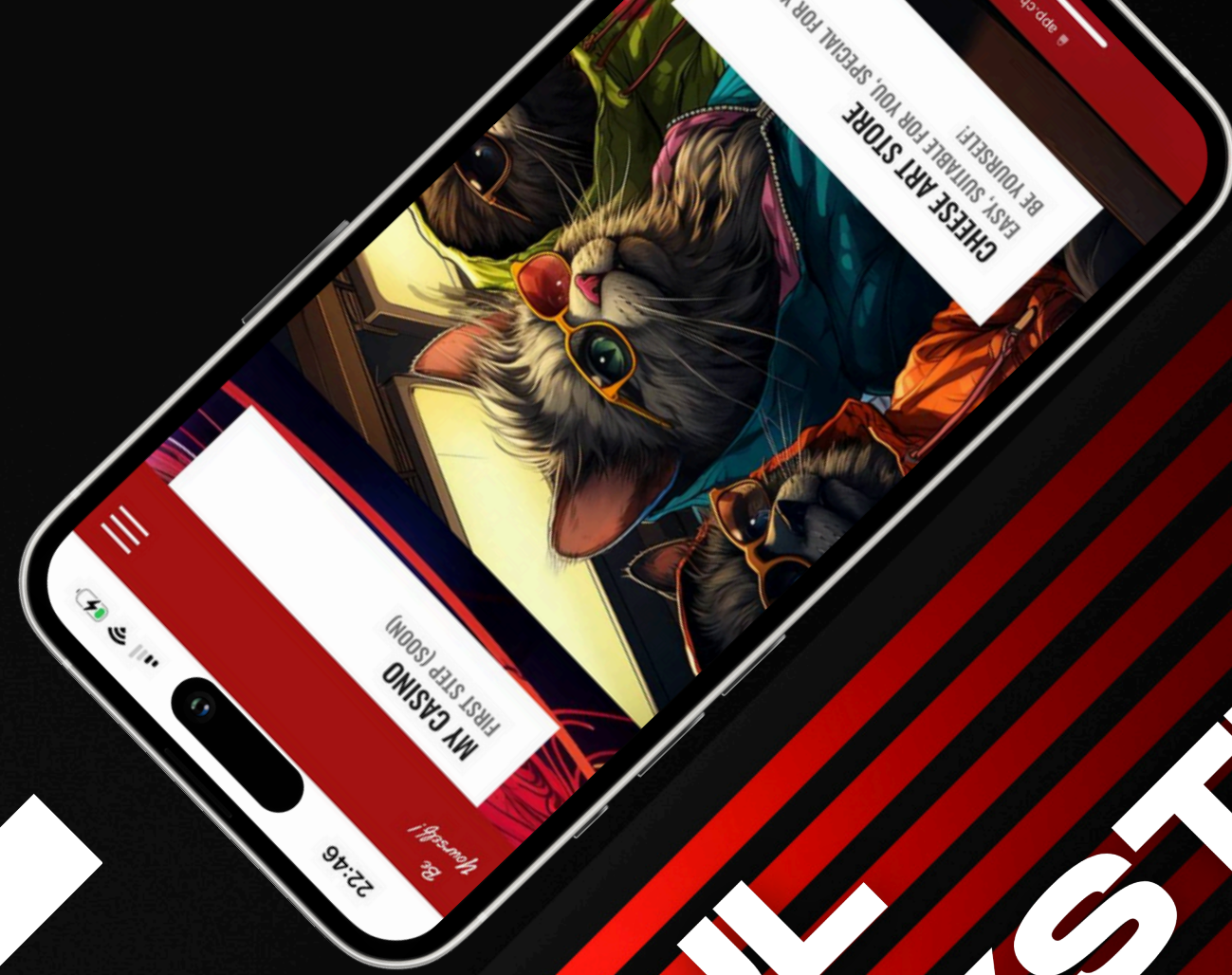
POWERFUL ECOSYSTEM

ONE APPLICATION
EASY SOLUTION

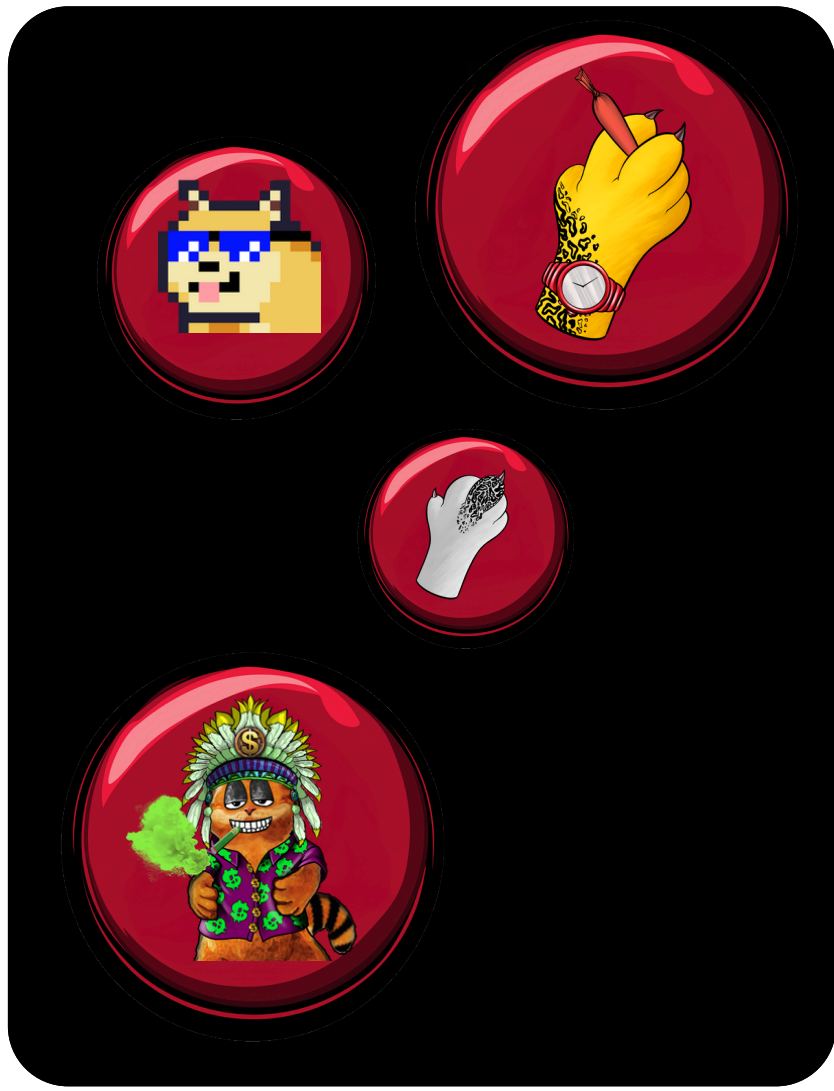## BE YOURSELF!

app.cheeseart.io

CHEESE ART STORE

A system that combines NFT and product

CHEESY NFT MARKET

An excellent market place that is safe for users and contains only approved NFTs

MY CASINO

My Casino, the perfect NFT portfolio management system to fit the story of the NFT ecosystem.
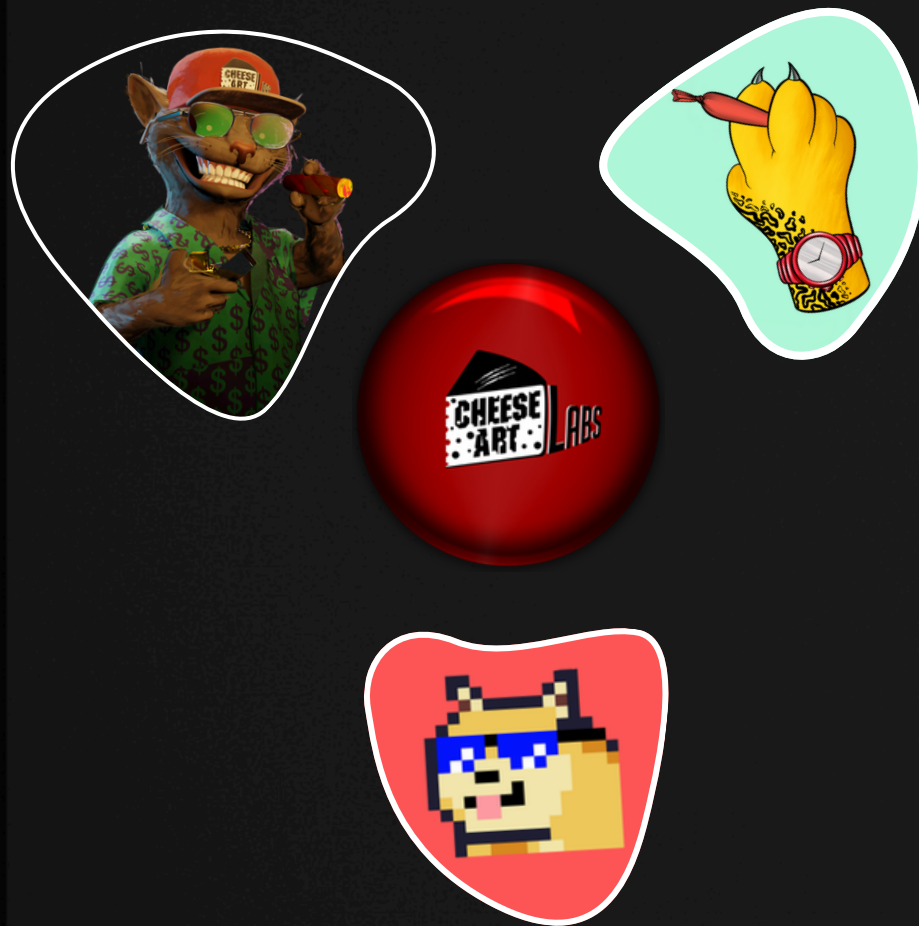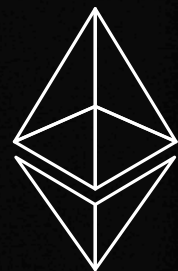Dao, Xp management, Xp spending, token exchange with Xp, Whitelist and more.

GAME HUB

Mini mobile games integrated with $CHEESE token and NFT.
Note: First trials will be conducted with telegram bot.
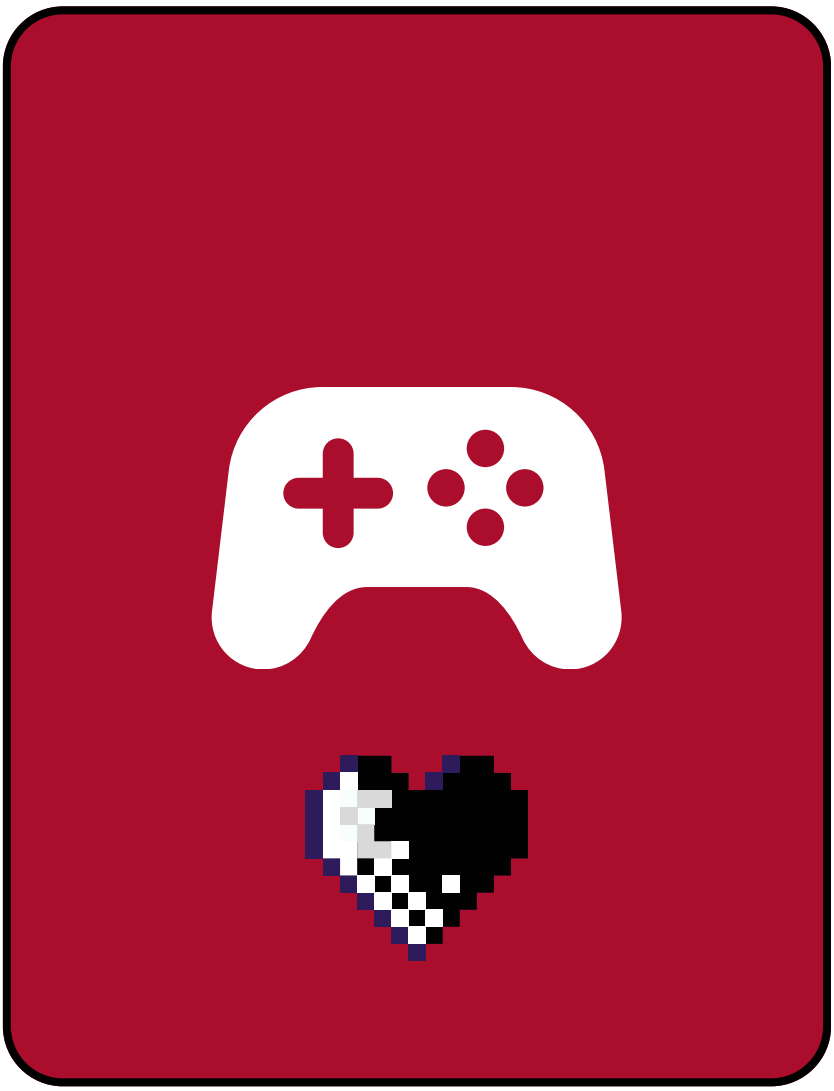
NFT

NFT'S ARE EVEN
MORE
VALUABLE WITH
CHEESE ART STORE

EXCELLENT STORY
EXCELENT NFT ECOSYSTEM
EXCELLENT BENEFIT
ON TON BLOCKCHAIN

↗ GO LINK

SPECIFIC NFT SALES

UNIQ PRODUCT SALES SPECIAL FOR $CHEESE AT CHEESE ART STORE

STAKING

BURN AT CERTAIN STAGES

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

USE FOR IN-GAME SPENDING
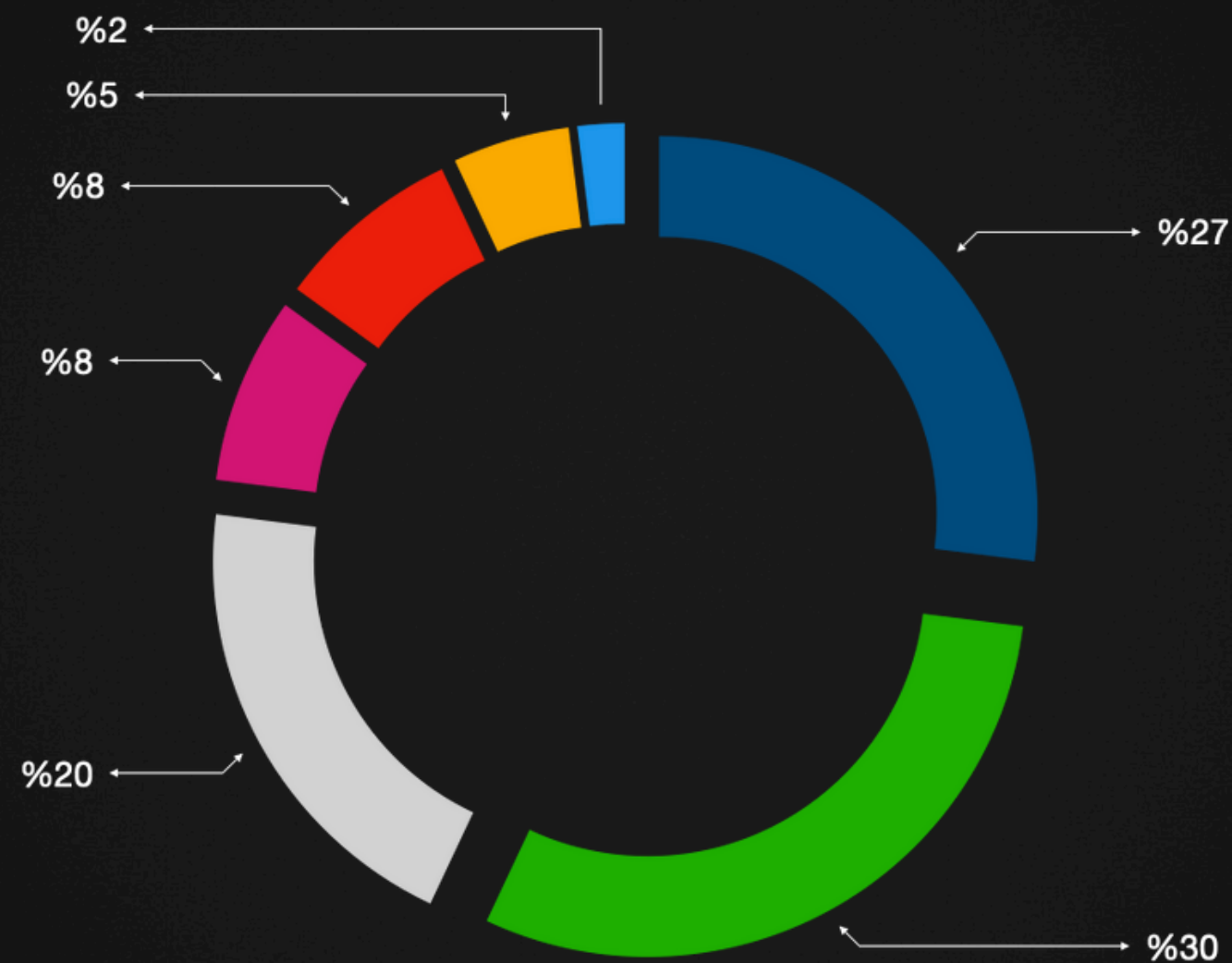
$CHEESE

CHEESE ART
HOME PROGRAM

↗ ENCOURAGING ARTISTS TO CREATE NEW SOURCES OF INCOME BY ENCOURAGING THEM TO USE WEB3. PROVIDES WEB3 EDUCATION SUPPORT.

↗ ADVERTISES ARTISTS AND UNDERTAKES THE MARKETING OF THEIR WORKS TO MAKE THEM MORE WIDELY KNOWN.

↗ CHEESE ART LABS DEVELOPS NEW BUSINESS LINES WITH THE CHEESE ART HOME PROGRAM AND INTEGRATES EXISTING BUSINESS LINES INTO WEB3.

↗ SUPPORTS STARTUPS CREATED ON WEB3

↗ ORGANIZES JOINT STUDIES WITH CIVIL SOCIETY ORGANIZATIONS

WEB2 TO WEB3 WITH TELEGRAM AND TON BLOCKCHAIN

↗ OPPORTUNITY TO REACH ALL USERS WITH TELEGRAM.

↗ LOW TRANSACTION FEES.

↗ SAFE AND FAST.

↗ HIGH SCALABILITY.

↗ BUY - SELL - TRANSFER VIA TELEGRAM WITH EASY ASSET MANAGEMENT.

↗ A EXCELLENT BLOCKCHAIN THAT CAN CONNECT NFTS AND USERS.

↗ OPPORTUNITY TO INTERACT WITH THOUSANDS OF APPS

↗ WEB2 TO WEB3
TO HAVE THE SAME GOAL AS US.

TARGET AUDIENCE

JOIN THE CHEESEART ECOSYSTEM AND SHAPE THE FUTURE OF WEB3!

↗ ## Being Special

We are a brand that nurtures the sense of uniqueness and belonging, which has grown exponentially with Generation Z. Generations Y and X, influenced by Generation Z, will also want to use this brand.

↗ ## Do you like games?

With the upcoming Mini App Watch feature and the Game Hub that will expand our game variety, we will reach thousands, or perhaps even millions, of users.

↗ ## NFT Owners

We will invite NFT projects that have proven themselves as NFT projects on all Blockchains and have a value to the Ecosystem. We will maximize the use of Cheese Art Store.

↗ ## Story, Animation

Each NFT project has a Story and Promotional videos. We plan to take the Passion to the top with new universes and new stories. It will attract users who feel they belong there.

REVENUE MODEL

ECOSYSTEM § BRAND COMPARISONS

Ecosystem	Is their Blockchain efficient	Accessibility to Web 2 users	Support for Web 3 projects
Cheese Art Labs	✅	✅	✅
Mocaverse	❌	❌	✅
Yuga Labs	❌	❌	❌

Brand	Design ownership	Price - Performance - Accessibility	Using Web3
Cheese Art	✅	✅	✅
Kaft	❌	✅	❌
Altava Grup	✅	❌	✅

RISK FACTORS AND CHALLENGES

RISK	Priority	Description	Mitigation Strategy
Technical Issues	High	Ton Developer shortage	We train Developers while developing our project.
User Adoption	Middle	Web2 Users create prejudice for Web3	Together with Telegram and our applications, we create an environment that is likeable and easy to use.
Regulatory Compliance	High	It is forbidden to sell products with cryptocurrency.	Its NFT sales take place on the blockchain with cryptocurrencies, while Cheese Art branded products take place via debit card or Telegram payment systems.

TIMELINE

PHASE 01

- 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)

PHASE 02

- Telegram app v2
- Launche 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

PHASE 03

- 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

PHASE 04

- 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

PARTNERSHIPS

THANK YOU.

CONTACT US

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