

POLKALLY PITCH DECK

The Ultimate NFT Experience Built On Polkadot

Warning: Despite its super cool nature, this litepaper is full of bright colors and is not suitable for people with epilepsy.



N.B. The content of this Pitch Deck is for informational purposes only and there is no guarantee that it will not change in the future.

What is Polkally?

Polkally is a P2P Auction Platform for Creating and Selling NFTs on the Polkadot Network; Our Goal is to Create the Most User-Friendly & Interoperable NFT Marketplace for Polkadot



Key Features 1/2

- **No Hidden Fees**
- **Seamless Use (No Code Required)**
- **Verified Artists (Decentralized KYC)**
- **Decentralized Autonomous Organization**



Key Features 2/2

- **NFTs Exchangeable for Real-World Artworks**
- **Transactions Settled on the Polkadot Blockchain**
- **Selling NFTs Through Direct Sales or Auctions with Flexible Pricing**



Core Team

CEO



**Chloé
Bigot**

**Art School Graduate
3D Modeler & Painter**

COO



**Alexandre
Ferreira**

**Team Management
Expert**

CTO



**Axel
Delerue**

**Senior Dev
+10 Years Experience
Database Expert**

CM



**Chris
Mendez**

**Crypto Enthusiast
Experienced Mod**



N.B. Since Polkally is a recent project, more employees will be hired after the end of our token sale.

Advisors



**Logino
Dujardin**
**Safe Haven
Co-founder**



**Gary
Sumner**
B2B Expert



**Eric
Clark Su**
**ExNetwork Capital
CEO**



N.B. Since Polkally is a recent project, more advisors might join the initiative after the end of our token sale.

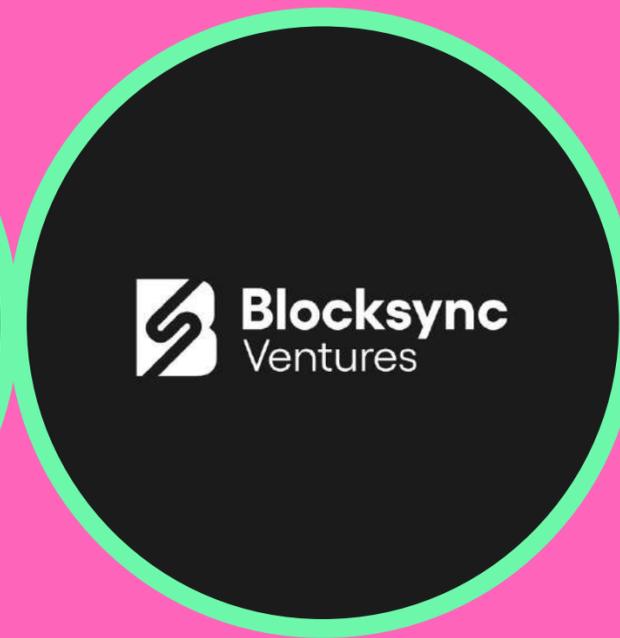
Advisors



**Titans
Ventures**
Venture Capital



**Bigcoin
Capital**
Venture Capital



**Blocksync
Ventures**
Venture Capital



N.B. Since Polkally is a recent project, more advisors might join the initiative after the end of our token sale.

Partners



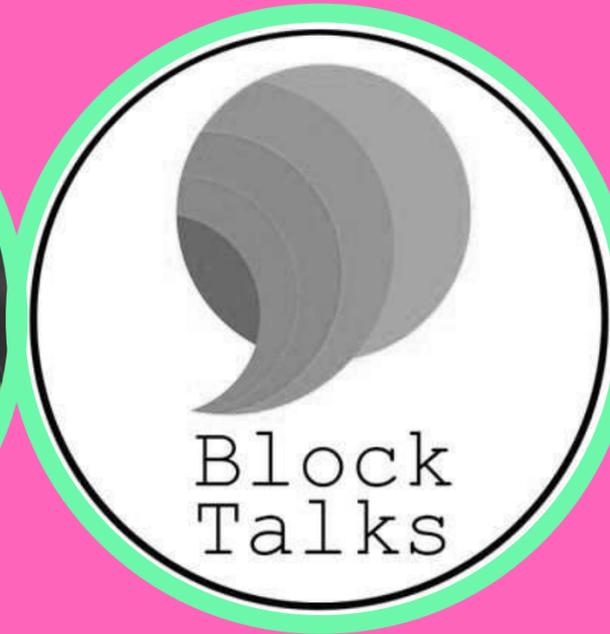
**Tanguy
Nelly**

Design Assistant



**Virgile
Goubier**

Financial Expert



BlockTalks

**Leading Telegram
AMA Group**



Wolfonaire

**Leading Telegram
AMA Group**



N.B. Since Polkally is a recent project, more partners might join the initiative after the end of our token sale.

Competitors



\$RARI (\$107M MARKET CAP)



OpenSea - \$250M (ESTIMATE)



\$RAC (\$3M MARKET CAP)



Target Market

Amateur artists

Independent artists benefit from an optimized and easy to use platform, while showcasing their work

Art galleries and collectors

Art professionals can avoid commission fees of up to 30% on the sale of their collectibles



A Few Numbers

\$67B USD

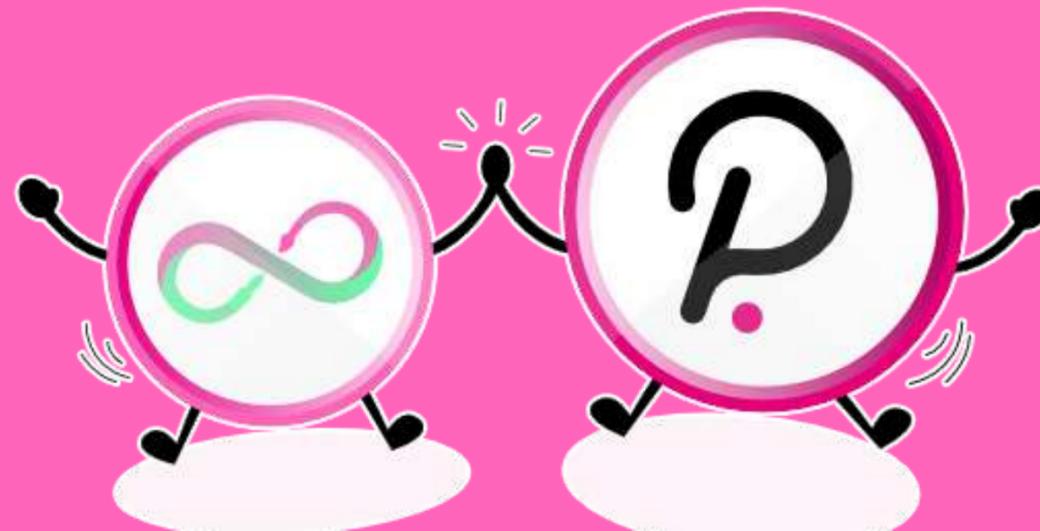
Size of the art market

+\$10B USD

**Size of the NFT
market**

\$69M USD

**Value of the most
expensive NFT to date**



Business Model

1 The Polkally Foundation sells exclusive, limited edition NFTs to fund its activities

2 A steady stream of revenue from users exchanging their \$KALLY tokens for ads

3 A standard fee applies to secondary sales and is returned to the project



Competitive Advantages

- **Seamless Use & Interoperability**

A simple and accessible platform for beginners, compatible with several blockchains

- **DAO**

The Polkally token holders participate in decision-making within the project

- **Verified Artists**

Decentralized KYC and strict verification steps ensure the authenticity of the artworks

- **Non-Custodial Wallets**

All funds and NFTs transit through 100% decentralized smart contracts, no backdoors



Artist Royalties



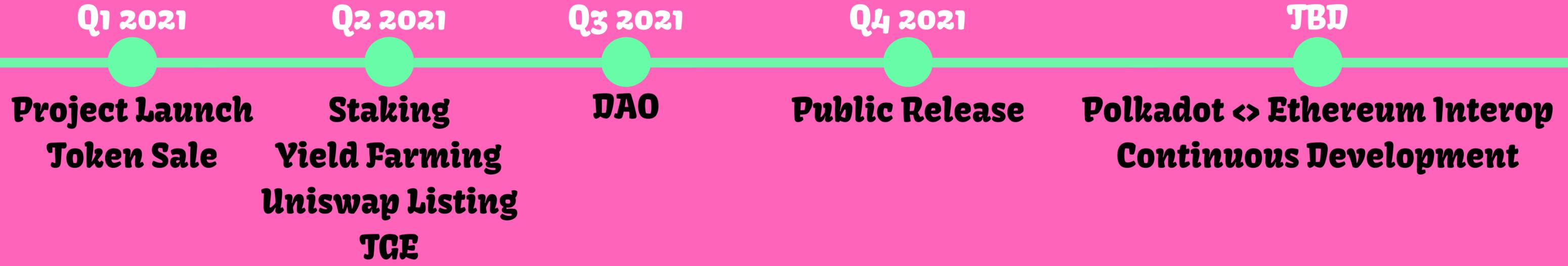
**Smart
Contract**

Artists' rights

In addition to a standard fee of 5% (2.5% paid to the platform and 2.5% burned), artists can decide on a percentage they want to get back each time their NFTs are sold on Polkally's secondary market. If your royalties are 10% then you will get 10% of the total amount of the sale every time someone sells one of the NFTs you created.



Roadmap



\$KALLY Use Case 1/3



**Governance
Right**

\$KALLY as a voting right

**Holders of \$KALLY can participate in
community decisions through the
Polkally DAO**

**This can be the updates they want to see
first, the ecosystem expenses they want
to make or the vesting they want to
apply to team members' tokens**



\$KALLY Use Case 2/3



**Buy Exclusive
NFTs**

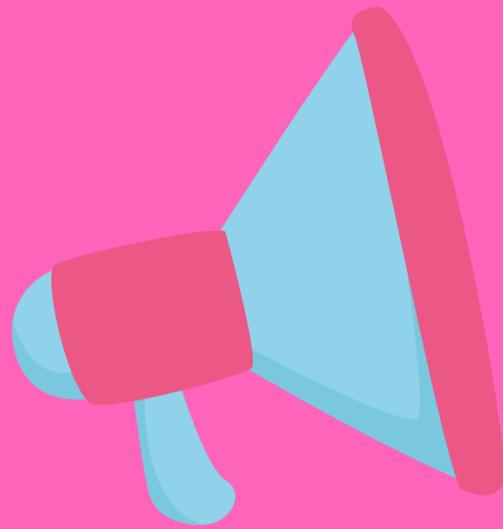
\$KALLY as a currency

**As the native token of the ecosystem,
\$KALLY is the only currency recognized
by the community**

**It is used in every transaction and is
necessary to buy NFTs available on the
platform**



\$KALLY Use Case 3/3



**Promote
Artworks**

\$KALLY as a fuel for ads

\$KALLY can also be exchanged for visibility, which translates into sponsored ads highlighting the NFTs they offer for sale on the marketplace



Tokenomics

\$KALLY has a Maximum Supply of 100 Million Tokens
The Tokenomics are Structured Accordingly:

Public Sale: 8M KALLY

Private Sale: 40M KALLY

Uniswap Liquidity: 15M KALLY

Ecosystem: 27M KALLY

Team: 10M KALLY



Terms of Sale

SEED SALE

10M \$KALLY
\$0.01 / Token

\$100,000 USD

Vested Over 5 months

20% at TGE then 20% Every Month

PRIVATE SALE

30M \$KALLY
\$0.02 / Token

\$600,000 USD

Vested Over 5 months

20% at TGE then 20% Every Month

PUBLIC SALE (IDO)

8M \$KALLY
\$0.05 / Token

\$400,000 USD

No Lock

Total Raise: \$1,100,000 USD

Initial Market Cap: \$800,000 USD



N.B. \$100k USD will be used as \$KALLY initial Uniswap liquidity.

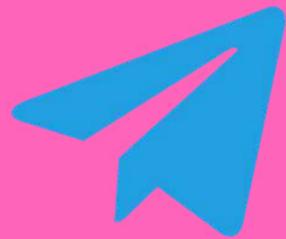
Use of Funds



Contact



t.me/polkally



t.me/polkallynews



twitter.com/realpolkally



contact@polkally.com - www.polkally.com



Legal Disclaimer

Participating in an ICO or IDO is a high-risk activity.

By participating in the Polkally ICO or IDO, the purchaser is aware and accepts the risks related to security, the potential lack of technical and economic results and the total or partial loss of his capital.

\$KALLY is not a security token and do not confer any rights other than those described in this backgrounder.



Finally, the purchaser declares being aware of the legal uncertainty of this type of transaction and to have conducted his own legal guidance according to the applicable law to which he subscribes.

THANK YOU!



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