PATRONAGE DAO

LITEPAPER

A GROUNDBREAKING ART COLLECTION, CURATED AND OWNED BY THE PEOPLE

WE ARE

A decentralised community that selects works of art to acquire for its public collection. Works will be fractionalised into NFTs, each representing a real share of ownership over the piece. These NFTs are then sold into the market and the funds raised through this and their ongoing trading will be used to acquire further works of art creating an evergreen and evergrowing collection

CHOSEN

by our global community of art lovers and blockchainphiles, empowered by art specialists and data science

GOVERNED

through the power of a Decentralised Autonomous Organisation, by holders of our PTRN tokens ('Patrons')

ADMINISTERED

by a Foundation that will ensure the collection stays in the public sphere for all to enjoy in perpetuity

OWNED

in the form of artNFTs, each representing a real fractional ownership in the artwork

TRADED

in an accessible, liquid and transparent process, allowing greater participation in the art market for all

INDEX

TLDR

We seek to build an exceptional and inclusive collection of important, undervalued and highly sought-after works of art which will be chosen by and kept for the people. Through a foundation, we will fractionalize the ownership of the artworks in the form of artNFTs.

This will provide the opportunity for the members of our growing community to own a piece of something special, while simultaneously contributing to the ongoing preservation and appreciation of important works of art.

As Patrons and guardians of the physical works of art, we will ensure they stay in the public sphere for all to enjoy in perpetuity

The Token Holders (Patrons) will be active stewards in the curation and preservation of our cultural heritage while simultaneously benefiting from Airdrops distributed to the community coming from the royalties of the artNFT trades.

With exciting collaborations, inspirational works of art, community participation and unrivalled data science insights we will create a unique art world environment and experience within the DAO community, the Metaverse, and in real life. Privileged few have had the opportunity to be part of something quite like this.

THE STATUS QUO

Throughout history and evermore today, collecting fine art has been the preserve of the wealthy. The significant and consistent rise in prices of headline-grabbing artworks coming to market make the world of collecting and the enjoyment of curation seem inaccessible to most. These artworks, often universally considered to be major masterpieces, are systematically stored away from public view in private homes and storage units, hiding works that reflect pivotal moments in human culture, development and artistic movements. Likewise, much emphasis has historically been placed on artists who have already entered the market psyche as valuable and bankable. It is only in recent years that heavily marginalised artistic groups like female artists or people of colour have found new and refreshed appreciation in the art market.

Despite shifts in the type of art being collected over time, the way art is collected has largely remained stagnant for centuries: inaccessible, opaque, intimidating and unaffordable.

A product of inertia and ripe for disruption, the current system supports a world of inflated auction fees, multiple middle men and underlying price disparity.

A SYSTEM THAT IS MORE INCLUSIVE, ADAPTIVE, TRANSPARENT AND REFLECTIVE OF ITS MEMBERS' TASTES

OUR TOOLS SERVE OUR MISSION

We are pragmatists not purists. That is why this project is utilising concepts and technologies from both the Blockchain space and traditional art world, not for the sake of using them but to deliver an efficient, transparent and revolutionary mechanism to achieve our goals. This means we are not building DAOs for the sake of autonomy, and we are not building foundations for the sake of art charities.

We believe that a hybrid model not only allows for the people to have a more direct say in what stays in the public sphere from their era, but also participate in the financing of that collection. Through fractionalization, art investment and value appreciation are accessible to a far larger audience of people. This simultaneously increases the pool of capital to be used for the acquisition of works of art that will remain in the public sphere. This hybrid model of IRL concepts and institutions together with Blockchain technologies, best serve the mission goals Listed below.

NEW BEGINNINGS

Enter PatronageDAO _ A system that is more inclusive, adaptive, transparent and crucially reflective of its members' tastes.

ONE
Democratising access to an Evergreen Art Collection

TWO
Increasing participation, Liquidity and transparency in the art world

THREE
The people's participation in the curation process

FOUR
Bridging the enigmatic artworld & the democratic Blockchain world

In order for these objectives to be realised we have come up with a system that simultaneously allows for people to participate in the value appreciation of art, as well as contribute to the public Custodianship of physical works themselves.

ONE:
DEMOCRATISING ACCESS TO AN EVERGREEN ART COLLECTION

Our aim is to create a collection of incredible works of art, constantly on view for the public to enjoy in the Metaverse and IRL. These works will remain in the public sphere in perpetuity never to be stored away in dark storage units or hidden on the walls of the privileged few.

In order for us to build a system that is able to democratise art over time we need to make sure some key components are in place.

STRUCTURE:

We need to have one central organisation that is physically able to buy art across different jurisdictions; a transparent and accountable entity, trusted by the authorities but more importantly by the people.

For these reasons we believe that a foundation can serve the purpose of being the bridge between the traditional art world and our new movement. The foundation will not only be the legal counterparty to any IRL art transaction outside of the Blockchain space, but is also the fairest and most transparent entity which will ensure that when dealing with a physical piece of art that is a precious part of our collective zeitgeist, it can never be Rug Pulled or manipulated by a bad actor in any way. It also ensures that the DAO is future proof. Indeed we consider it a great responsibility and honour to facilitate the launch of such a movement but we want to ensure that in 100 or 1000 years, when this DAO will hopefully have converted a large number of significant works of art to its permanent public collection, we can rest assured that the physical pieces will always be in public Custodianship

LEGACY:

To ensure the movement survives a thousand years, the organisation must have an Evergreen funding characteristic, able to continually buy works of art to reflect the ever changing taste of the community, but also generate the funds required to support the development of the project and the yield for our Token Holders (Patrons).

Every work of art chosen and purchased will be fractionalised into a number of NFTs, each representing a share in the work of art in question. These NFTs are then sold into the market. The funds raised by the sale of those NFTs will be used to acquire further works of art, creating an Evergreen and ever growing collection.

TWO:
INCREASING PARTICIPATION, LIQUIDITY AND TRANSPARENCY

PARTICIPATION:

Participation in the value appreciation of art on an individual basis is encouraged and also a critical element within the system. For most, passion, patronage and enjoyment are the primary drivers behind art purchases, however investment and returns are key motivators that are fast becoming as important in the mind of the collector. Traditionally, art investments and valuations have been driven by the opinions of Advisors and Specialists who cater to an elite who have access and the capital. We believe that a significant function of the price of art is largely dictated by the Advisors and Specialists ability to have a better view on demand within an opaque market as well as restrict access to supply through their central position acting as gatekeepers between willing buyers and sellers within this illusive marketplace.

Historically art collecting has been reserved for the wealthy. However we often forget that all art started with very humble beginnings.

Picasso famously was so poor at some point in his career that he paid a restaurant he frequented with his paintings. The interesting dynamic of art is that the rising popularity of an artist's work is driven by the impact (or perceived impact) it has on the public. The more important works of art are to the public sphere, the more value they accrue until the point where it no longer becomes financially viable for the majority of the public to own them individually.

LIQUIDITY:

Fractionalisation enables the continued participation of the people in works of art that have risen to prominence.

By lowering the cost base to access such works, it increases the frequency of trade and Liquidity for works that would otherwise only change hands every few decades.

This allows for the people to also enjoy the gains derived from the rise in prominence of those seminal works of art.

TRANSPARENCY:

Through the Blockchain ecosystem transparency and access are afforded to everyone. On the public ledger, trades and price of works of art will be visible for all to see, and anyone can directly bid on a fractional ownership of a work of art irrespective of their personal access to art in the traditional art world.

THREE:
THE PEOPLE'S PARTICIPATION IN THE CURATION PROCESS

GM _ NOW LETS BEGIN:

The members of our DAO will be a part of a movement _ the growth of a substantial and meaningful community, with people from all walks of life, political affiliations, socio-economic backgrounds, cultures and beliefs.

The one thing all these people have in common is the appreciation and marvel at the countless stories of humankind that have brought us to where we are today. We want to celebrate, reflect, challenge and discuss the ways we viewed ourselves and the world in the past, and contemplate the social commentary of today's artists on local and global zeitgeists. We would like to build an active community of art enthusiasts who like to discuss the concepts behind the art as well as the art itself.

This community will not only be the place where these discussions live, but also be active parts of the marketplace where individuals can buy, sell and trade the artNFTs.

VOTE
Curate the collection and drive the vision of the DAO

BUILD
Become part of the team and actively contribute

DISCUSS
Concepts behind the art, the art itself & lie trades

BENEFIT
Bridging the enigmatic artworld & the democratic Blockchain world

DECENTRALISED CURATION:

There are many public institutions and museums which own and curate art, they play an important role in preserving art and making it accessible for all to enjoy. They do not however allow for the people to participate in the ownership and indeed the selection of the pieces which will be preserved for future generations.

The DAO members will have the unique opportunity to actively participate at the very heart of what will become one of the world's most meaningful collections.

The voting mechanisms within the DAO will help steer the dealings of the foundation in regards to its art collection and capital allocation. The people within the DAO will define and curate the public aspect of the management, Custodianship and purchase of the artworks by the foundation.

In order to operate effectively an Art Sub Committee will be created that will initially source, negotiate and present art acquisition opportunities to the DAO. Patrons can apply to join the Art Sub Committee, citing any relevant experience in sourcing artworks. These proposals will be supplemented with information, data and expert opinion in order to give our members of the DAO rich, robust and objective information to empower the community to make informed decisions. While trying to stay nimble and flexible at the onset, the idea is that over time, the DAO community members will be integral in the curation and selection process of the movement.

SUPPORTING DATA & THE HIVE MIND

Currently the art Specialist is able to price a piece more accurately than the average person, given their privileged access to buy and sell sentiment in the marketplace. As the DAO's community grows over time, the "knowledge of the crowd" becomes more accurate, since it becomes a predictor of the willingness and appetite for people to buy or sell specific pieces.

The data collected from these transactions will enable the DAO to implement artificial intelligence algorithms to more accurately predict which pieces of art will do better and be more popular as fractionalized artNFTs.

With this data, we also intend to use advanced data science techniques to identify works of art that are undervalued and highly sought after. Using these leading applications, we will support the DAO's selection of works of art for acquisition which will be presented to the members of the DAO, demonstrating the opportunities in question. Members of the DAO will ultimately vote on which works of art are to be acquired.

By combining this robust data led approach with PatronageDAO's powerful mission to put its community at the centre of the curation process, not only can we create an ever changing collection but we can do so in a way that creates real value and returns for all PatronageDAO members.

FOUR:
BRIDGING THE ART WORLD WITH THE BLOCKCHAIN WORLD

EVERYDAY'S A SCHOOL DAY

Both art world experts and Blockchainphile have aspirations of belonging to their respective peer groups and being recognized as valuable members of their societies. They want to feel like their contribution matters and simultaneously learn from others along the way. All the while searching for that satisfaction and validation of having picked or backed the right artist and works of art because it feels good to have identified what is important before the collective acknowledges it, and to be validated with value appreciation, reinforcing that conviction.

We want to strip away the veil, and make both worlds more accessible than ever before

The art world has anecdotally been labelled as elitist, aloof, high brow and numerous other derogatory words. Similarly, those in the Blockchain space have been labelled punks, anarchists, fomos, and jpeg lovers. However we believe that often in life when you bring two worlds together for a common goal, after the initial awkwardness, you get an amazing exchange of ideas and perspectives which enriches the world views and lives of those involved. Similar to the endings of Disney movies where we realise everyone is the same but different, here too we aim at creating that good fuzzy feeling when both camps realise the other is not only "not so bad" but actually very aligned in motivation and values, just approaching them from different perspectives and walks of life.

EMPOWERING OUR MEMBERS:

Those inside and outside the artworld often question why a work of art reaches such astronomical values. Why did Leonardo's Salvador Mundi sell for USD450m? Is it really worth that much? The same questions have come up even more in the NFT and crypto worlds. Why are people paying 140ETH for a jpeg of an APE or a pixelated punk? Are these works of art really "worth" these prices? Let's find out together and enrich our lives through increased perspective on how things gain meaning and value.

We want to create a community where experts from their respective fields can break down concepts, ideas, movements, and philosophies in an inclusive and non judgemental environment.

The curation of information should be made so that anyone without any prior knowledge of *either* domain can start their journey of discovery and conclude it with an equitable seat at the table of knowledge.

PATRONAGEDAO APP:

Making it easy and seamless to interact, learn, vote and contribute with PatronageDAO through one point of contact

Intuitive, yet rich in its features, the PatronageDAO app is designed so that anyone without prior knowledge of either domain can start their journey of discovery

NFT Collection Gallery

Wallet

Vote

On/Off Ramp

Mint

Swap
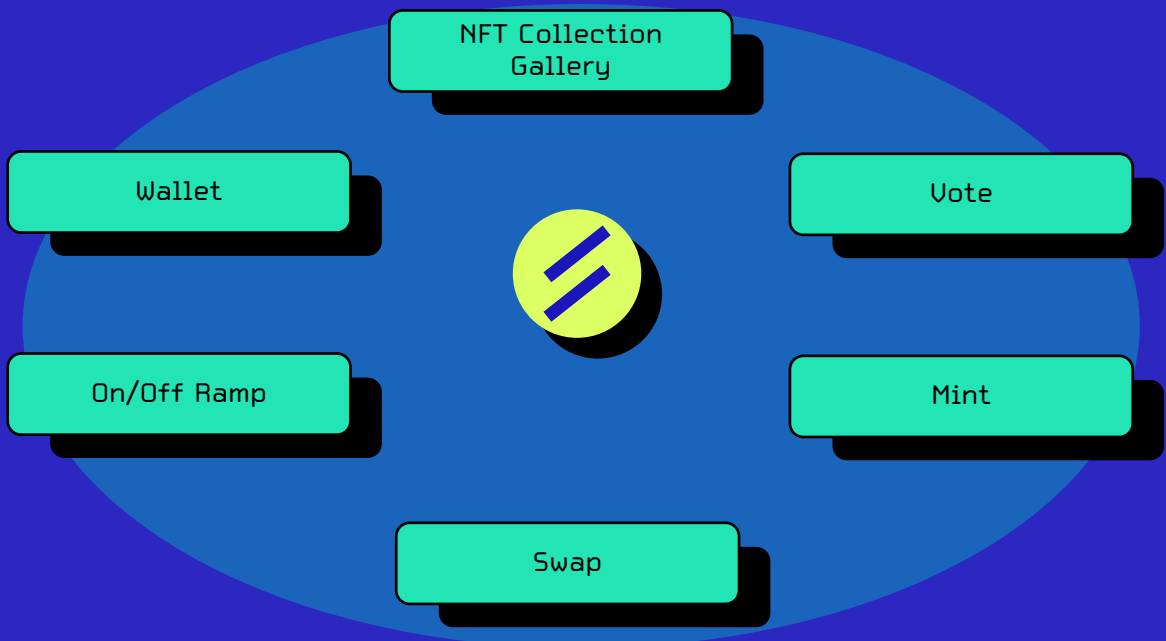
PATRONAGEDAO IS AN IMMUTABLE REFLECTION OF THE ARTISTIC INTERESTS OF THE PEOPLE AT ANY POINT IN HISTORY

THE PATRONAGEDAO ECOSYSTEM

Three key components make up the backbone of our revolutionary system

$PTRN Token

The underlying token of our ecosystem is the Patron Token ($PTRN) token launched on the Ethereum Blockchain.

ArtNFT

A digital, on-chain representation of fractional ownership of a physical work of art.

PTRN NFT

A special PatronageDAO membership card that includes ownership over a block of $PTRN Tokens
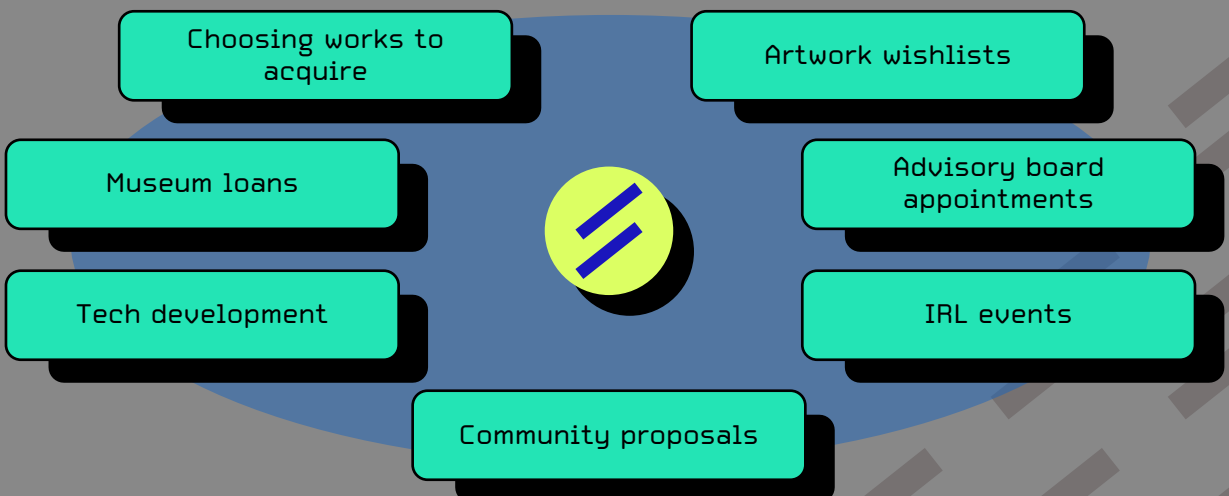
$PTRN TOKEN

DAO MEMBERSHIP & GOVERNANCE

All $PTRN Token Holders become members of PatronageDAO, or 'Patrons'. Patrons can actively participate in PatronageDAO and importantly control the curation of the collection we are building. Patrons will be given the option to vote on key proposals presented by the DAO. The more $PTRN Tokens you hold the more influence you have over the outcome of these governance decisions.

Our intention is to create a community that is galvanised around our mission, and which from within provides the tools, knowhow and drive required to succeed. In this way Patrons are always encouraged to be active participants in the DAO.

Examples of these proposals include

- Choosing works to acquire
- Artwork wishlists
- Museum loans
- Advisory board appointments
- Tech development
- IRL events
- Community proposals

Yield Farming

Owners of $PTRN Tokens 'Patrons' will have the ability to add Liquidity to the $PTRN Liquidity Pools.

As a reward for supporting the ecosystem from an early stage, those actively adding Liquidity to the system with their $PTRN Tokens will be rewarded with Harvests.

Whitelist

As a Patron, you also benefit from being on the Whitelist for both our PTRN NFT drops and our artNFT drops. This means Hodlers will have early access to acquire NFTs released by the DAO before their public release.

Staking & Airdrops

Patrons will be able share in the success of PatronageDAO through staking their tokens in our staking pools. These rewards will be generated by royalties from NFT trades and other activities from the DAO.

Airdrops will also be issued from time to time

ART NFT

For every work that is fractionalised by the DAO, a series of unique NFTs will be created and released; we call these artNFTs. artNFTs are a digital, on-chain representation of fractional ownership of a physical work of art.

REAL OWNERSHIP

Our artNFTs reflect a genuine use case as a mechanism to transparently and irrefutably highlight purchase, ownership/provenance and sale of a fraction of an artwork.

UNIQUE DIGITAL ARTWORK

Alongside the ownership function, artNFTs also contain a unique digital artwork inspired by the underlying artwork. We will be working with a number of artists from around the world to create these unique pieces. Every artNFT series will be unique. Some will be derivations of the underlying piece of art, others will be "prints" similar to Numbered Lithographs. If the artist of the underlying work of art is alive and they are willing to collaborate, they might create the series of artNFTs inspired by the underlying work of art. We want to experiment and have fun in the process, with the input and involvement of the community.

ACCESS

Owners of artNFTs also enjoy free access (where available) to whichever institution that underlying work of art is being displayed.
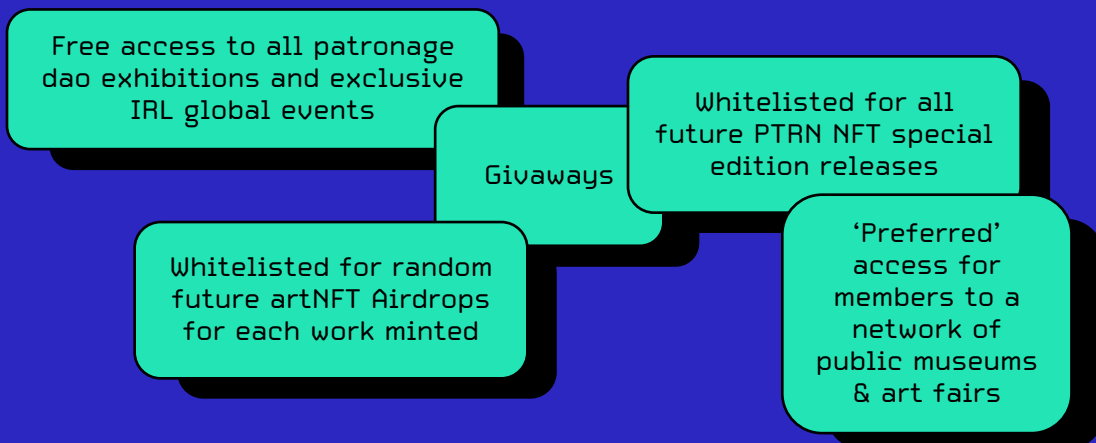
PTRN NFT

The PatrongageDAO NFTs (PTRN NFTs) are part of a limited series of 10,000 NFTs that will be launched in a later phase of the project.

Designed and created in collaboration with seminal artists, PTRN NFTs effectively operate as a special PatronageDAO membership card that unlocks a series of benefits

In addition to their intrinsic artistic value, each NFT represents an ownership over a block of $PTRN Tokens, and therefore owners of the PTRN NFTs enjoy the same benefits as $PTRN Hodlers

Owners gain membership to an exclusive club with an increasing number of benefits over time, opening both digital and IRL doors

Free access to all patronage dao exhibitions and exclusive IRL global events

Givaways

Whitelisted for all future PTRN NFT special edition releases

Whitelisted for random future artNFT Airdrops for each work minted

'Preferred' access for members to a network of public museums & art fairs
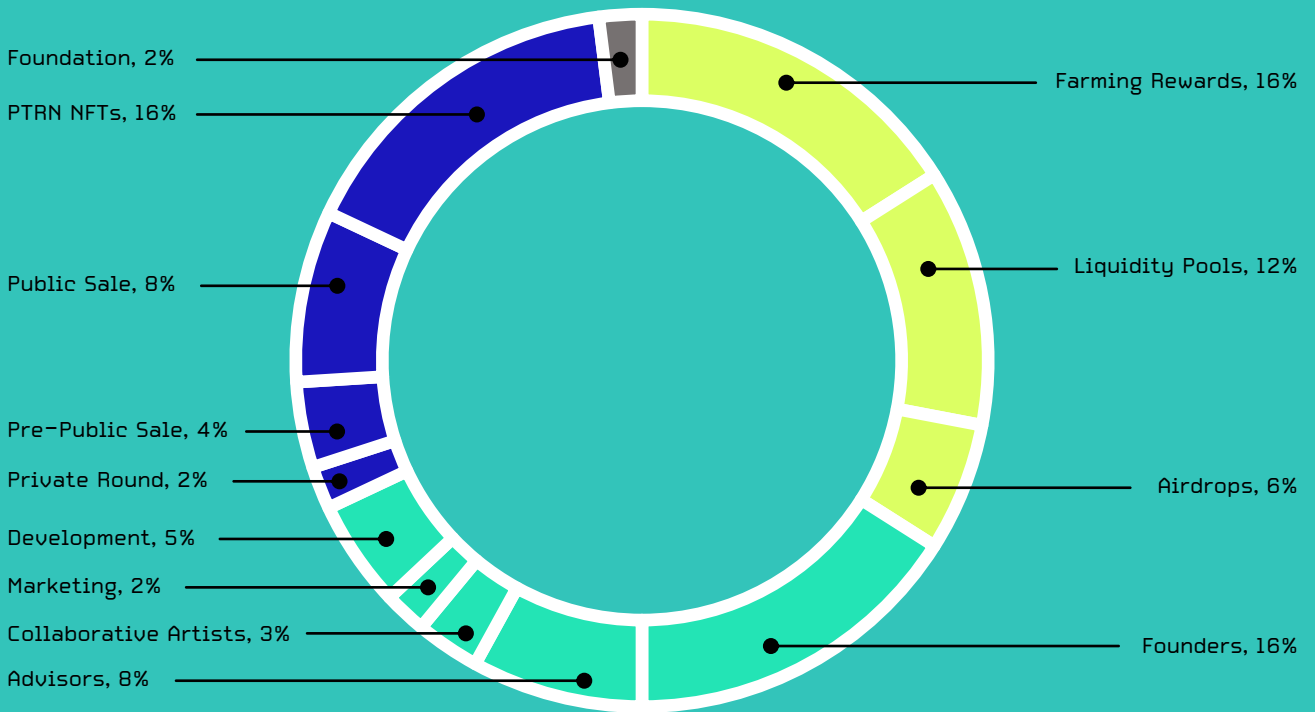
PATRONS WILL BE
ACTIVE STEWARDS
IN THE CURATION
AND PRESERVATION
OF OUR CULTURAL
HERITAGE

TOKENOMICS

PatronageDAO will Mint 100,000,000 total $PTRN token supply with the following allocation

Foundation, 2%

PTRN NFTs, 16%

Public Sale, 8%

Pre-Public Sale, 4%

Private Round, 2%

Development, 5%

Marketing, 2%

Collaborative Artists, 3%

Advisors, 8%

Farming Rewards, 16%

Liquidity Pools, 12%

Airdrops, 6%

Founders, 16%

Foundation, 2%

PTRN Token Sales &
PTRN NFT Mints, 30%

Contributors &
Operational, 34%

Rewards & Liquidity,
34%

AN EVERGREEN STRUCTURE SET TO BECOME A LEGACY

PATRONS

PTRN NFT

PTRN Token

Yield Farming
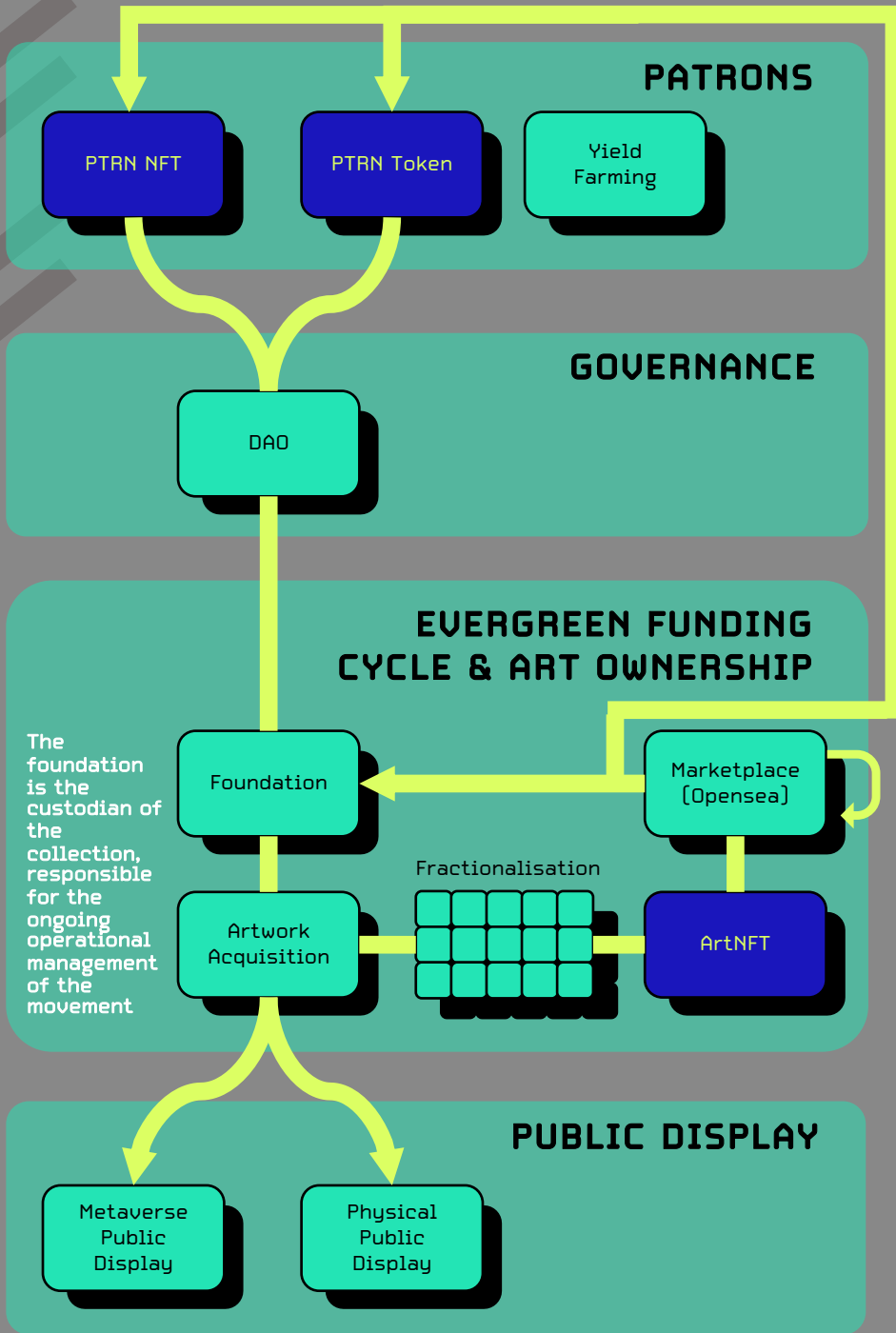
Initial capital raised through staged token sales and PTRN NFT release. Holders also receive airdrops, and can participate in staking pools to bennefit from the success of the project

GOVERNANCE

DAO

Our transparent governance mechanism for our community. Holders of $PTRN tokens & PTRN NFTs can vote on proposals put forward

EVERGREEN FUNDING CYCLE & ART OWNERSHIP

The foundation is the custodian of the collection, responsible for the ongoing operational management of the movement

Foundation

Marketplace (Opensea)

Revenue stream 1: Ongoing trading of fractionalised artworks generates substantial additional revenue through royalty fees

Artwork Acquisition

Fractionalisation

ArtNFT

Revenue stream 2: Initial ArtNFT mint releases original acquisition capital to be put towards subsequent purchases

PUBLIC DISPLAY

Metaverse Public Display

Physical Public Display

Collection constantly on view for the public to enjoy in the Metaverse and IRL. These works will remain in the public sphere in perpetuity

ROADMAP

Q3 '22

- Lightpaper published
- Ramp-up community building through cross channel marketing campaign
- **Private Token Sale**

Q4 '22

- Whitepaper published
- Collaboration with surprise famous artist for PTRN NFT
- First round of development on art data analytics to support artwork purchases
- WL Pre-public Token Sale
- **Pre-public Token Sale**
- **Purchase & fractionalise first piece of art**
- Whitelist $PTRN Hodlers for first artNFT Mint
- artNFT Public Sale
- **Mint artNFT**
- **Public Token Sale (Final public token release)**

Q1 '23

- **Setup of Swiss Foundation** as the custodian of the PatronageDAO art collections and its ongoing management, preservation and execution of the DAO's governance decisions
- **Dex launch to provide initial liquidity**
- **Token Farming Launch**
- Purchase second artwork for the collection and fractionalise into artNFTs;
- Start to build marketing campaign for artNFT release;
- **Mint second series of artNFTs (continues in perpetuity)**

Q2 '23

- Collaboration with surprise famous artist for PTRN NFT
- Whitelist $PTRN Hodlers for first PTRN NFT Mint
- PTRN NFT Public Sale
- **Mint PTRN NFTs**

Q3 '22

- Major global marketing campaign
- Second round of art data analysis completed
- First Merch Drop for PTRN NFT holders
- Airdrop a Mutation for PTRN NFT holders
- **First PatronageDAO IRL Event**

And much more to come 👀

THE FOUNDERS

MICHELANGELO

A highly entrepreneurial strategist, with extensive experience across enterprise, financial, and start-up worlds. Michelangelo has a rare and proven track record within the intersection of art and finance and a deep rooted fondness for disruptive technologies. Michelangelo has helped pioneer unique applications of data science within the art world.

DONATELLO

Donatello is a serial entrepreneur having founded, built and sold a travel tech firm and being named one of the 30 under 30 in travel. Donatello has extensive experience in the art world having been instrumental in building and ultimately acting as general manager of a pre-eminent art advisory brokerage.

LEONARDO

A true blockchainphile, with a proven track record in the space, including the recent release of a crypto project which reached over 25m marketcap within days of launch. Leonardo has a strong background in IT technologies, with experience consulting some of the worlds largest enterprise companies.

RAPHAEL

With over 15 years experience in the art and auction world, Raphael is an art specialist and art market expert. Raphael works with a number of major international collectors advising on acquisitions for investment and legacy building. Raphael is a passionate art lover and collector of contemporary art.

PATRONAGE TRAGEDANO PRADADAO

BECOME A

PATRON