



Whitepaper

The first generative art platform on the Polygon blockchain.





Table of Contents

1. At a Glance - The Generative Art Market	01
2. Preamble	02
3. Introducing Meraki	02
4. The Use-Cases:	
Artists.....	04
Collectors	05
5. Roadmap	06
6. The Technicals.....	07
7. Token Supply.....	08
8. The Meraki DAO.....	09
9. Initial DEX Offering	010
10. Disclaimer	010
11. Meet the Team	11
12. Project Links	11



At a Glance - The Generative Art Market

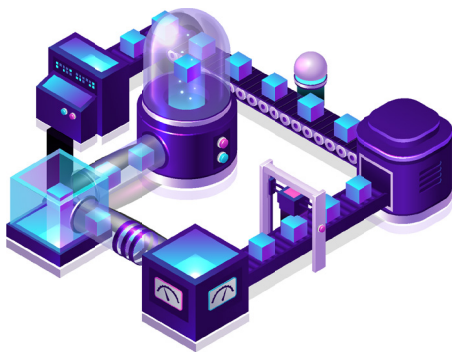
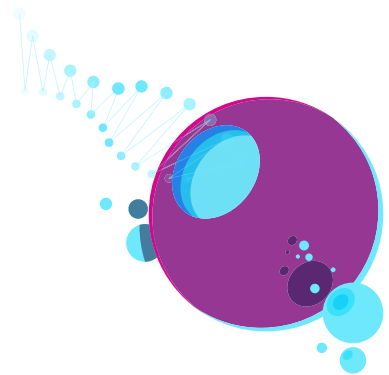


\$1,000,000,000+

In the last 12 months, generative art primary and secondary sales equate to just over 1 billion USD. Some pieces, such as Fidenza by Tyler Hobbs going for as much as 1,000ETH on the secondary market. To put it in perspective, approximately \$200 billion is spent annually on physical art.

68,000,000 users

Coinbase and other well known brands are preparing to join the NFT space by the end of 2021. Coinbase has an estimated 68MM registered wallets. Currently, OpenSea has an estimated wallet count of about 500,000. With new potential collectors about to enter the space, the market is still in it's infancy.



39,219 NFTs

In 24 hours, the median quantity of NFTs sold average out to 39,219 with the limited amount of wallets that are currently active. This is based on Ethereum mainnet activity and does not take into account other blockchain activity.



Preamble

NFTs tend to inspire a desire for self-expression and idealism that is intertwined with the need to create, preserve, and showcase. The very nature and origins of art illustrate a fundamental need for creativity and innovation. The blockchain has enabled a new use-case for art, in the form of NFTs, which has launched the industry into an unprecedented period of growth. This has left many users and artists alike wondering how they can contribute to this new and innovative space.

With generative art on the precipice, ready to explode into the mainstream, there was an unfulfilled need for a platform that could not only save it's potential users and collectors from extreme gas costs, but also provide artists a way to utilize all the benefits of provable randomness that can add a never before seen level to their work.

Introducing Meraki

Meraki - [may-rah-kee] (adjective) This is a word that modern Greeks often use to describe doing something with soul, creativity, or love -- when you put "something of yourself" into what you're doing, whatever it may be.

From a high-level view, the Meraki protocol intends to solve just that. We hope to enable artists and users, with varying degrees of skill, to be able to offer their work for sale, and easily collect work respectively across the platform.

In generative art, the artist always leaves some part of themselves in it as their signature. Whether it is in the code itself or in whatever the code outputs, there is their mark. Meraki is the perfect word to embody that concept. Meraki is also an untranslatable expression -- words that defy an easy translation to English. This signifies that there is no way to describe what the artist sees as they are creating but when completed and output by the Meraki platform, we are able to see just what they have put together, with a little entropy added in.



The foundation of Meraki consists of:

- Built on Polygon - Expensive gas no longer is the deciding factor to whether or not you can become a collector of the piece you wanted from an artist. You can later bridge your assets back to Ethereum mainnet.
- Chainlink VRF - A provably-fair and verifiable source of randomness is incorporated into the artist's variables allows for even greater variation in the outputs as well as a larger collection size if they so desire.
- Meraki Token - The Meraki Token allows holders to participate in profit sharing and governance just by holding it in their wallet. There will be a public sale prior to launch where 10% of the total token supply will be for sale to the general public.
- UI/UX - Meraki was designed with the end user in mind and their experience buying and browsing collections. That experience should be just as magical at the art itself.

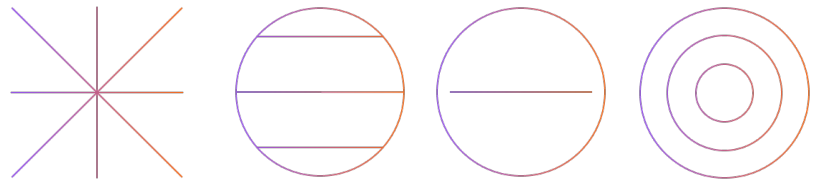
At a glance, users and artists will have access to:

- Generative art creation - Enabled through smart contracts and Chainlink VRF, the artist uses a unique hash for better outputs.
- Simplistic user interface - The team's core focuses is to enable a simplistic and easy-to-use interface that provides a welcomed user experience.
- Preservation - Through the utilization of the blockchain, artwork will effectively be stored forever, which also serves as a ledger for a piece or collection's copyright data.
- Governance - Enabled by the Meraki DAO, token holders will be able to dictate the future direction of the protocol.
- Profit Sharing - A portion of protocol sales will be distributed through the treasury to token holders.
- Cross-Chain Capabilities - Future cross-chain implementation will be possible to allow bridging of assets.

This article serves as an introduction to Meraki. More details will be released as they become available.



These are just a few of the protocol's features and use-cases. Some additional details may be elaborated on further within the body of this paper. However, more specific information pertaining to features and use-cases will be released as they become available.



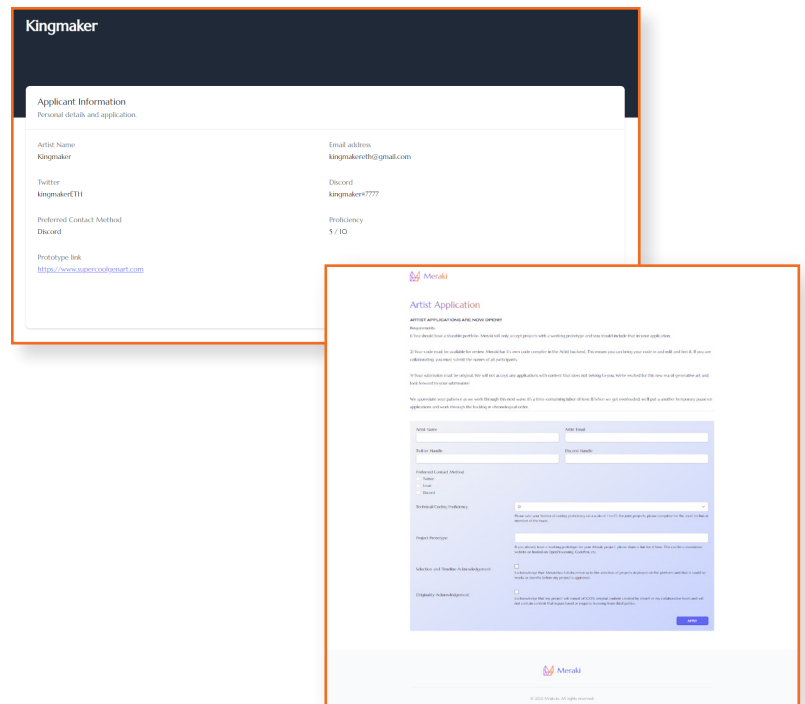
The Use-Cases

Meraki is a platform built with the user's experience as the foremost priority, which focuses on the creation and distribution of generative art. One of the core principles of the protocol is to allow the artist to take control of their inputs. The Meraki team will enable the artist to do so, through smart contracts and automation deployed on the Polygon network. While serving to create a better user experience, the varying use-cases for the protocol will be explored within this section of the paper.

- Artists
- Collectors

Artists

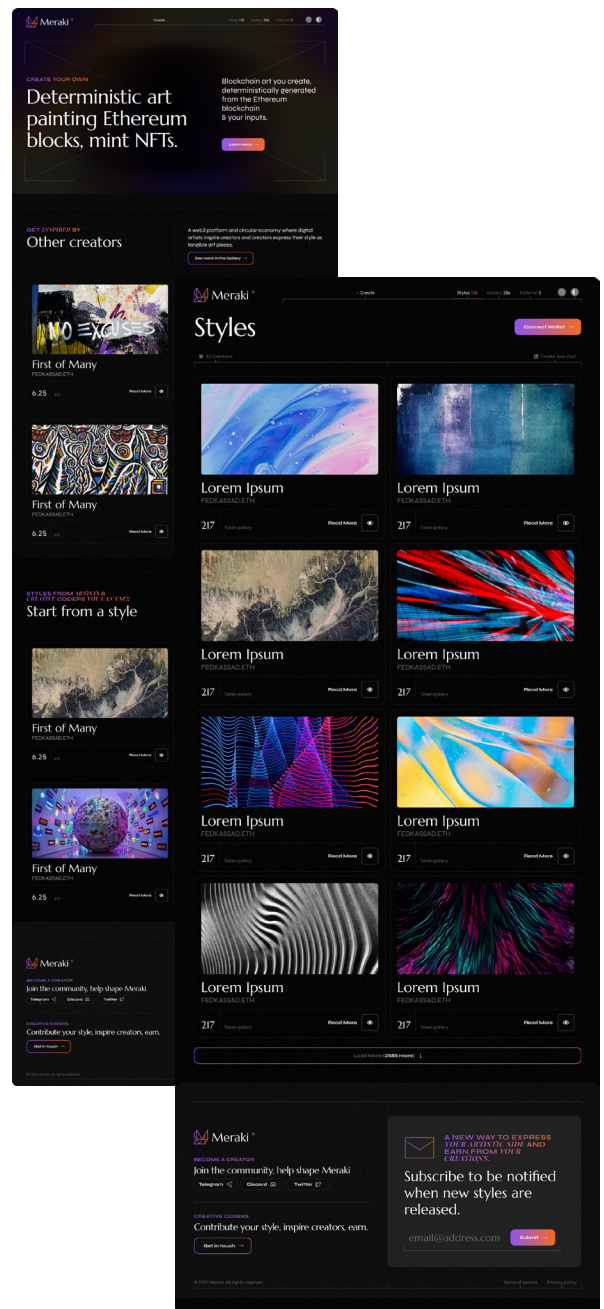
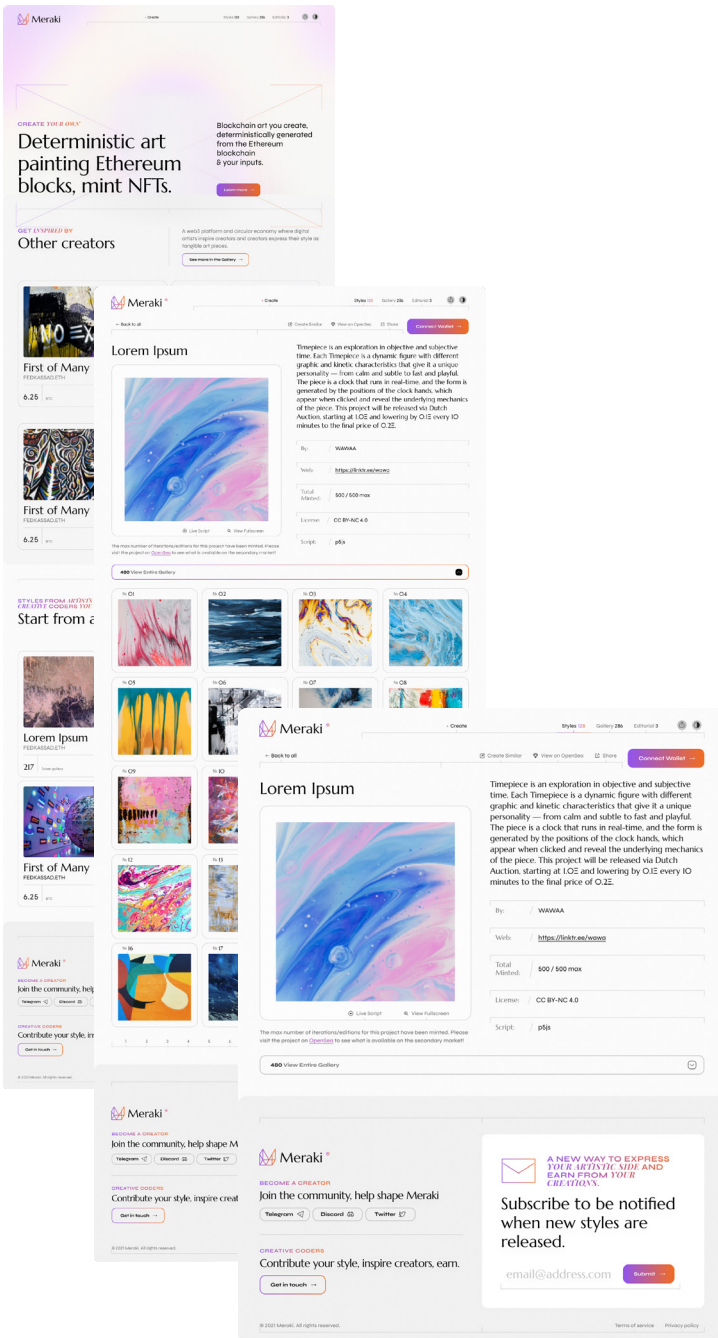
Artists can apply directly on Meraki where they get their own personal dashboard to monitor and review their projects. Artists or their collaborators can also test and edit their project's code with no need to leave the platform. Artists can now make use of Chainlink VRF with Meraki which can give them a provably random result allowing for more output on their projects.





Collectors

Collectors can now join mints without the fear of expensive gas wars. This allows all levels of collectors to participate and not be excluded due to Dutch Auctions or high gas prices. Collectors also get their own gallery to view their collections and Meraki will work with VR/AR partners to allow quick and easy virtual gallery curation.





Roadmap



2021



May - An idea forms



June - Engaged seed investors and built the Meraki team



July - Oct - Building Platform and arranging the IDO



Nov - IDO on Gravity Finance



Nov - Forward - Finishing smart contracts and testing beta



2022



Q1 - Move to finished product phase



Q1 - Q2 - Marketing, attracting known Generative Artists away from the expensive gas on Ethereum mainnet to Polygon



Q2 - Q3 - Attract more artists and have a planned release calendar for the upcoming months/years



Q3 - Q4 - Expanding the platform with further integrations and partnerships



The Technicals

Why Polygon?

Launching on Polygon (PoS Chain) solves many of the challenges that developers and users currently face with Ethereum, including low throughput and high gas fees.

Polygon will allow Meraki to thrive, as it's Scalable, Secure and Interoperable, allowing the passing of arbitrary messages between other Ethereum-compatible networks.

Tokens can also be transferred to and from compatible networks. Our governance token (MERAKI) will launch on the Polygon network and follows the ERC-721 standard.

Generative Art

One way Meraki truly stands out is the addition of Chainlink VRF in the generation of the hash that the artist uses to bring randomness to their code's output. Chainlink VRF provides provably-fair randomness and each random result is verified on-chain with cryptographic proofs. This means malicious users, node operators, and smart contract admins cannot tamper with the resulting randomness. We ask Chainlink for a random number, and create a hash with that, this hash is then usable by the artist in their code.

We will add code snippets for different RNG functions that artists can use just out of the box. This cuts out wasted data storage on chain, and means the artists don't need to generate their own random number generator. Not only is this less work for the artists, but it brings a level of randomness previously unavailable to generative artists in a provable way.

Artists can now offer a higher total supply to their collections should they chose since the resulting work has the potential to have a wider variation of results making each piece even more unique.

We will regularly release more technical information as we progress.



Token Supply and Holder Benefits

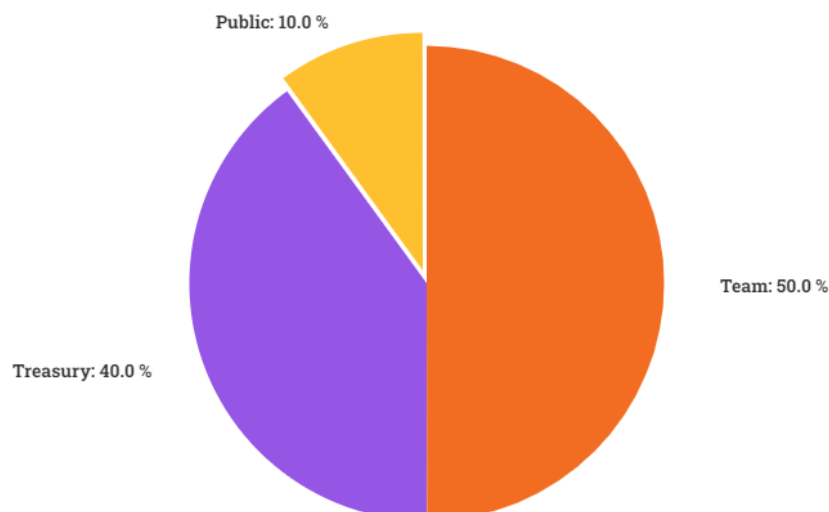
Max Supply: 100,000 NFT tokens

During the early days of the protocol, the Meraki team will decide and dedicate the path of the protocol. This will allow us to get all of our ideas to production and try some new features that will hopefully provide a great experience for artists and collectors alike. There will be 10% of the total supply up for public sale, from day one, to allow the public to participate in profit sharing on the platform.

Below is the breakdown of the token supply:

- Founding Team members and Seed investors - 50% - 10% issued on launch, 10 month token lockup with 10% of remaining supply issued each month.
- Treasury (Growth and Ecosystem) - 40%
 - 30% - Funding of future development and paying wages to staff members.
 - 10% - Community giveaways, sponsorships, or partnership agreements.
- Public Sale - 10% of all tokens will be offered to early platform supporters. Details on the initial offering are outlined later in this paper. 10% of all net revenue is shared between these token holders.

Revenue will be initially be generated from two sources; Firstly, primary sales on the platform. 90% of each drop goes to the artist and 10% goes to Meraki. Secondly, secondary sales. Royalties will be set at 75%, 5% going to the artists and 2.5% going to Meraki NFT token holders.



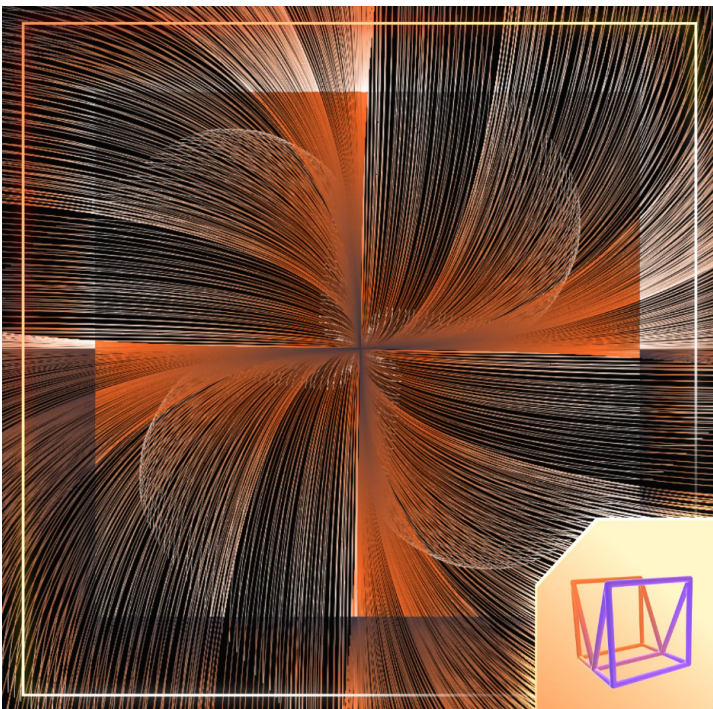


The Meraki DAO

Project funds will be stored in and protected by a multi-sig wallet. At a later date, the project will move to a decentralized autonomous organization (DAO) and Meraki token holders will have ultimate say on the direction of the project. This allows for active protocol participation, in which one can benefit through:

- Decentralization - No single entity or user has control over the \$MERAKI protocol and ecosystem. Active user participation ensures the DAO has no single point of failure when making critical protocol decisions.
- Community Based - Participation in the project's governance allows for community members and token holders to actively partake in the \$MERAKI roadmap. There is no management or oversight which can govern or overturn key decisions made by the community.
- Transparency - All votes are cast on the blockchain and available for public viewing.
- Automation - Smart contracts enable seamless and automatic voting through the Meraki DAO.

The Meraki DAO Token Preview



By holding this token in your wallet, you have the ability to participate in the DAO and submit your vote on any of the items the DAO brings forward.

This ERC-721 NFT token will live on the Polygon network and can be viewed, bought, and sold on platforms like OpenSea, Rarible, etc.

Meraki DAO token holders will also get additional benefits for being early supporters of the platform, on an on-going basis.



Initial DEX Offering (IDO)



Meraki is excited to announce that our token sale will be hosted through the Gravity Finance (\$GFI) IDO platform. The Meraki token will be the **first token launched** on the platform and plans to utilize the partnership throughout the initial protocol startup. As both platforms develop, more partnership opportunities may be available. As for the parameters of the IDO, please see below. At any point, feel free to reach out to our team through discord with any questions.

- 1 \$MERAKI ERC-721 token will be initially offered at a price of \$150.
- The initial DEX offering (IDO) will host 10,000 tokens in total, with a limit of 10 tokens per transaction and unlimited possible transactions per wallet.
- The IDO model will be a first come, first serve offering, with a total valuation of \$1,500,000 funds raised.
- Token sale currency will be USDC.

\$GFI holders that fall into any of Gravity Finance's tiers, will be granted early access and guaranteed allocations. The Tiers in relation to this IDO are as follows: T3, T2, T1, and Public. Tiers 3-1 are granted 30 minutes early access and have a max purchase amount until the Public tier opens. Max purchase amount starts at 10, 5, 1 respectively and increases by 100% every 10 minutes until the Public Tier opens. Once the Public Tier opens, there will be a maximum of 10 tokens per transaction with no limit on the amount of transactions that can be performed.

For more information regarding the Gravity Finance Tiers and the IDO process, please see the following Medium article: <https://medium.com/@gravityfinance/meraki-launching-on-gravity-5f427343cf79>

Disclaimer

This whitepaper does not constitute financial advice. Any investments made into this project or on this platform is at your own risk. This paper only intends to provide investors with information.



Meet the Team

KingmakerETH – Founder

A results-driven and seasoned NFT degen with over 13 years experience in web development and project management. Kingmaker brings a wealth of expertise in developing and implementing systems, processes, product strategy and development, and both financial strategy and long-term budgetary oversight. Founder of the Crazy Crows Chess Club, Deadfellaz web3/frontend, Avid Art Blocks fan and collector, and disliker of expensive gas wars.

Crispymangos – Smart Contract Developer

Mechanical engineer turned solidity developer. Crispy has 3 years of experience developing professional Python applications for both front-end and back-end users. Crispymangos is also the co-creator of the Crazy Crows Chess Club.

Paravel – Frontend Development / Web3

With over 10 years in development, Paravel always brings a unique combination of strategy and care to each of his projects.

Gravity_D – Advisor

A project manager with more 20 years experience, successfully leading small teams in traditional bricks and mortar businesses. GFi_D took an interest in the crypto-space in early 2013. By the end of 2014 he was fully immersed as a trader in the space and has not looked back since.

Gravity_T – Advisor

Co-founder of Gravity Finance. Developer and Project Lead for over 17 years. Active investor and trader in both traditional markets (20 years) and crypto (4 years) including development of automated trading systems. Avid NFT collector!

Project Links

- Website: <https://mraki.io>
- Medium: <https://merakigenerativeart.medium.com/>
- Twitter: https://twitter.com/meraki_gen_art
- Discord: <https://discord.gg/mFbtsquJ2r>