

grandbazar.io

NFT Marketplace

Contest Submission

by Grandbazar.io 24/05/2021

Introduce

Website: <https://grandbazar.io>
Contact: contact@grandbazar.io
Telegram: <https://t.me/joinchat/Uslbt0clEb9jM2Ey>
Support: support@grandbazar.io
Figma: <https://www.figma.com/...>
GitHub: <https://github.com/grandbazar-io/marketplace-contracts>
<https://github.com/grandbazar-io/marketplace-site>

Historical reference

The Grand Bazaar is one of the largest and oldest covered markets in the world, with 61 covered streets and over 4,000 shops on a total area of 30,700 m2, attracting between 250,000 and 400,000 visitors daily. In 2014, it was listed No.1 among the world's most-visited tourist attractions with 91,250,000 annual visitors. The Grand Bazaar at Istanbul is often regarded as one of the first shopping malls of the world.

Our grandbazar.io will take its course and we hope that it will be equally glorious.

Abstract

grandbazar.io is the first product of Drozd.red — a team dedicated to developing practical and innovative technological solutions to enable a seamless web 3.11 NFT economy.

Vision

grandbazar.io envisions to be the most popular marketplace and style icon for non-fungible tokens (“NFT”) on FreeTon.

Mission

We aim to accelerate the growth and adoption of NFT and bring the idea of FreeTon to the masses.

Overview

NFT is increasingly intertwined to our daily lives, beyond buying and selling of artwork, across all ranges of spectrum from small memes to big tiktok video items, from infrequent to frequent use, without geographical boundary.

NFT on FreeTon — our belief and our north star at grandbazar.io, driving our efforts and initiatives towards that goal.

Accelerating the NFT economy is the main focus of our team and there are a number of ways to do that. In this abstract and in more details inside this whitepaper, we will share our thoughts on how we plan to achieve this by contributing to the growth and adoption of the NFT economy by developing the necessary infrastructure.

To start with, we will begin our journey by firstly introducing grandbazar.io, focusing on the existing mechanics, opportunities and architecture.

Check list

Requirements

The submissions should be a working marketplace with the following features:

Creation of NFTs (1 of 1) based on TIP-3 standart(s)	done
Catalogue of available NFTs	done
User profile (created NFTs, history of transactions etc)	done
Admin panel	in progress 1 week
Buy/sell mechanics (fix price)	done
Auction mechanics	in progress 1-2 days
Digital assets dump storage	done

Check list

Buy/Sell smart contract

User sets the price of the NFT	done
Option to cancel sale (before execution)	done
% of the marketplace from each sell	done
When the contract is deployed, the NFT is shown in the catalogue.	done
When this amount of token is received by the address, the NFT is transferred to that address	done

Check list

Auction smart contract

The user sets the following parameters:

Starting price	done
Bid delta	done
Auction time frame (start/end)	done
When the timer runs out and max bid is bigger than the starting price, the NFT is transferred to the address with max bid. All other bids are returned to their owners.	in progress 1-2 days

Check list

Digital assets dump storage

This function will be used to migrate from current centralized storage to TON Storage

done

Check list

Communication with the marketplace

Solutions developed in 'Browser extensions' contest —

Wallet connect (if available) —

ExtraTON Chrome extension done

Check list

Evaluation criteria

Neat design

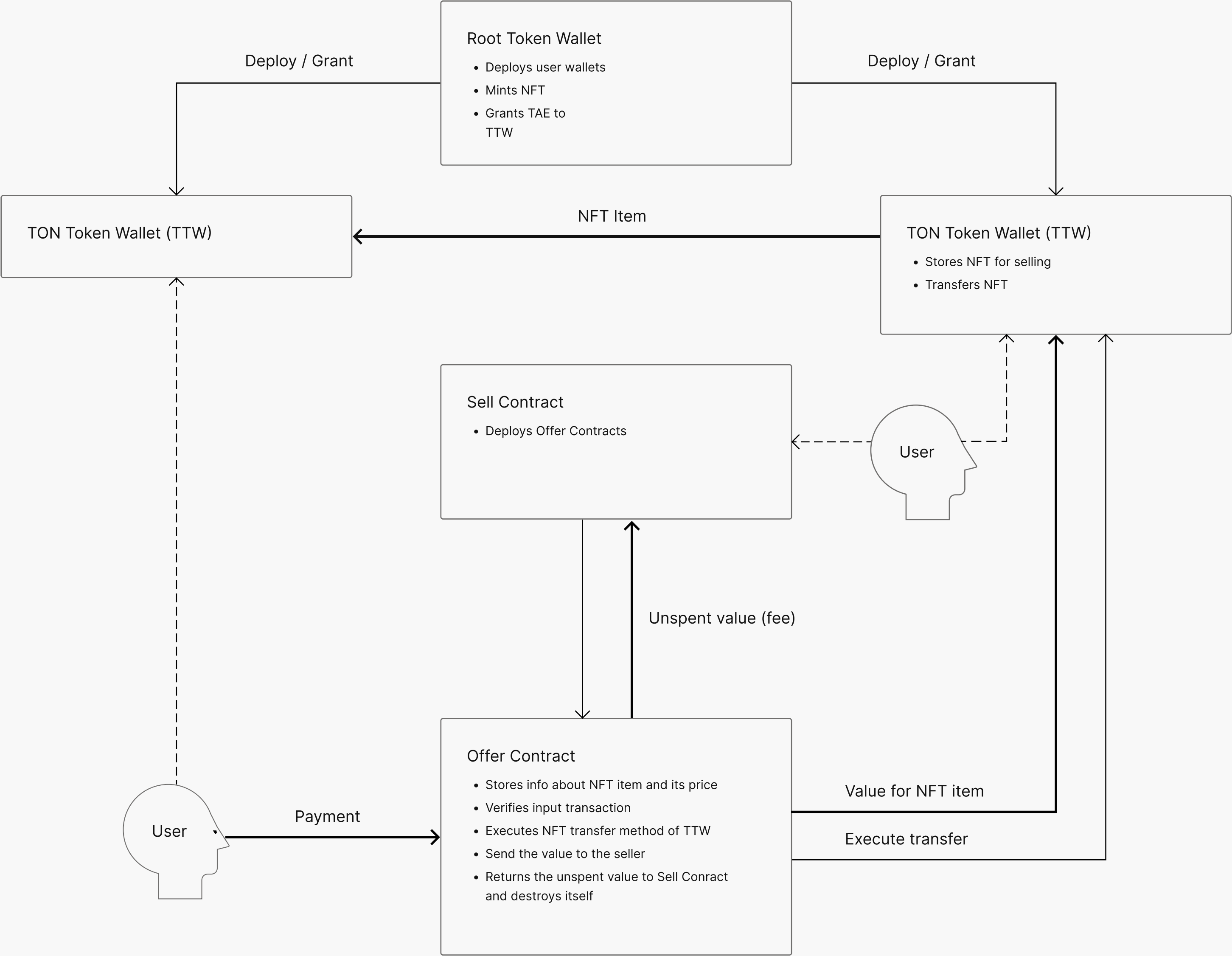
done

Easy to use

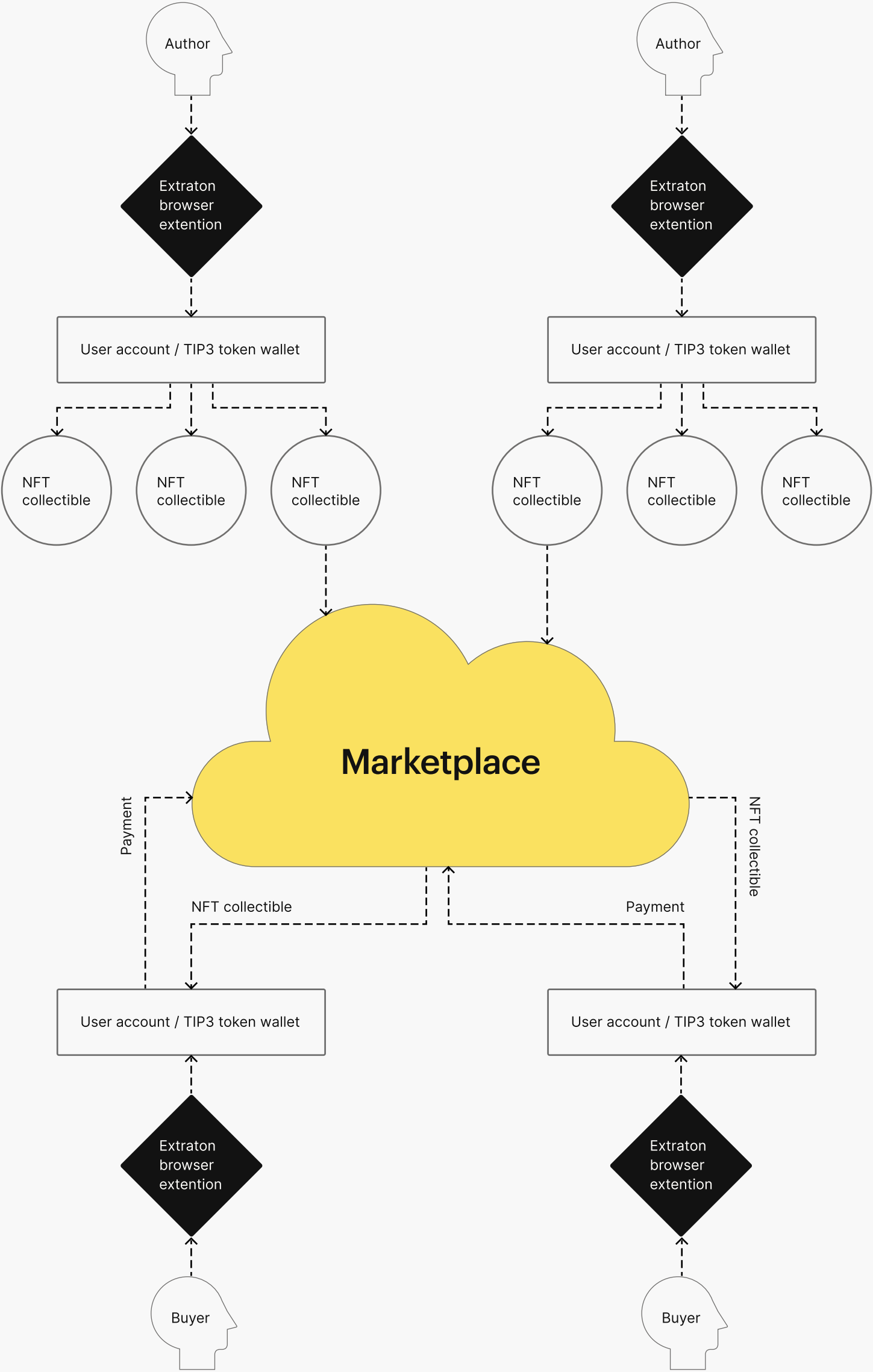
done

Technical Description

A schematic diagram of the interaction of smart contracts. The main feature is that we are building a non-custodial service: users will be able to exchange NFT items without interacting with our site, for example, through debot. The user TTW, on which the NFT is stored, is in the full possession of each user; the service does not have access to them. The purchase and sale of NFT takes place using a separate smart contract, the user does not need to trust third parties.



Interaction with the Marketplace takes place through the Extraton browser extension. Users create accounts on the site linked to their Extraton wallet. Selling and buying NFTs is also done through Extraton. We plan to support other popular solutions as well: next month we will add support for TON Surf.



User acquisition

01

Account&people based marketing — The liquidity of the NFT is enhanced making it highly sellable for attracting a huge inflow of investments.

02

Social media engagement - A positive buzz for the Non-Fungible tokens is ensured by promoting its benefits actively on well-known social media platforms like Facebook, Instagram, VK, OK, telegram and Twitter.

03

Online forum management - Active discussions about our marketplace will be initiated on the popular cryptocurrency forums like Bitcointalk, CryptoTalk, and Altcoins Talks. This lifts the credibility of users of crypto collectible.

04

Influencer marketing - Popular influencers with a large number of followers will ensure maximum business value for grandbazar.io by showcasing its positives. Influencer marketing is done aggressively on platforms like YouTube, TikTok, Yandex Dzen.

05

Email marketing - Crisp and engaging newsletters are shared with interested NFT investors as part of email marketing. Targeted marketing campaigns are conducted through Mailchimp.

06

Search Engine Optimization (SEO) - NFTs will search at the top of Google, Bing and Yandex search results when it searches for users' digital collectibles. Our team has 10 years of experience in promoting projects in the CIS, Europe and America. We are currently studying the Asian market.

07

Publishing paid advertisements — Paid ads are based on the Pay-Per-Click (PPC) model. Your NFT will get huge support from us to greater demand for buying it. The brand value of the crypto collectibles is also boosted. Keyword targeting is done via Google Ads, Yandex, My target and Reddit ADS.

08

Maintaining friendly public relations — Public relations (PR) is taken care of by sharing press releases with famous industry sites like CoinDesk, Cointelegraph, Decrypt, RBC, and Yahoo Finance.

09

Telegram promotion — The prospective NFT investors are shared real-time alerts about sales, price changes, and special offers through the Telegram app.

Artist acquisition

Attracting celebrities

We are communicating with:

- Football club from the RFPL
- Russian blogger with an audience of 7 million users
- Charitable organization
- Largest ticketing service in Russia
- Small domain registrar In East Europe
- One of the subdivisions of Mail ru games

Reward System

- Free drops
- Loteries
- Gamefication for users

1st Road Map

3 months



May 2021

- + Admin panel
- + Auction functionality in prod

May 2021

- + Start social media
- + Start blog
- + Service onboarding
- + Work through Debots
- + Users notifications
- + Start collections functionality
- + Filters for sorting and organizing users wallet/collection

July 2021

- + New payments methods
- + Bridge with ETH
- + Extending Authentication Methods
- + 2-factor authentication
- + Start grandbazar reward system
- + Grandbazar ambassador programm
- + Audio + cover artwork NFT mint
- + Next 3 months road map

Contacts

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- T: @karpuhin7
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