



CRD Star

DIGITAL CONTENT TOKENIZATION AND NFT MARKETPLACE

WHITE PAPER

Giving Content Creator the choice and freedom to distribute,
share, stream and monetize their digital assets.





Content

1.	Abstract	3
2.	Our Vision & Mission	4
3.	Existing Market Structure	5
4.	The Solution – Decentralization	6
5.	CRD Star Platform: An Overview	7
6.	CRD Star NFT Marketplace	9
7.	CRD StarToken	13
8.	Revenue Generation	15
9.	Promotion and Development	17
10.	Upcoming Features	18
11.	CRD Token Utility	19
12.	Vesting Schedule	20
13.	Proposed Roadmap	21
14.	Our Community	22



1

Abstract

CRD Star is an innovative NFT Marketplace that harnesses blockchain technology to empower content creators to have complete control over their content and royalties.

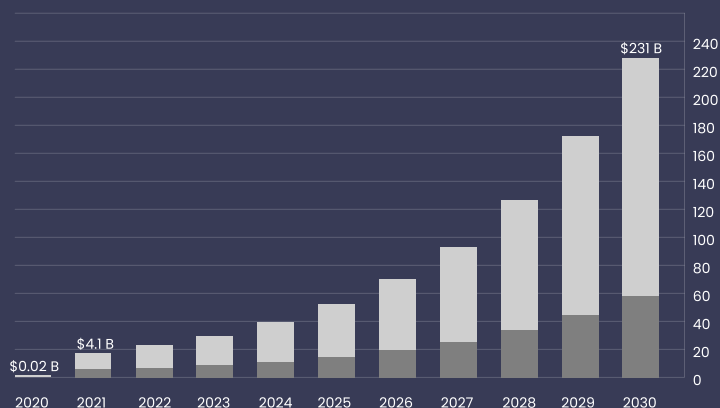
The goal of CRD Star is to give users the ability to generate passive income from user activities, utilities, staking, and other platform benefits in addition to revenue sharing from the services and goods they provide.

We have introduced a comprehensive ecosystem designed to empower individuals worldwide. The CRD Star Reward Token will serve as the backbone to the community, promoting financial autonomy, governance, and user engagement. It offers enhanced security, accessibility, and privacy and also facilitates cross-border transactions.

Our platform is being developed on a transparent peer-to-peer network powered by programmable smart contracts to ensure fair reward and remuneration to the community members.

The global value of the NFT market is expected to rise to \$ 231 by 2030.

- Digital Asset
- Physical Asset





2

Our Vision & Mission

Our vision is to provide a Community Business Model (CBM) and establish it as a global NFT marketplace. The marketplace which provides fair remuneration, distribution, and exposure to independent content creators.

Creating and collecting digital assets is not just a hobby or a business. It's a form of self-expression, a reflection of identity, and a means to connect with like-minded individuals. There just needs to be a better way of connecting the legendary vinyl, cassettes, CD, books, magazines, radio, canvas, with something that makes us feel proud of its ownership.

We're glad to help make these connections through our CRD Star platform. Harnessing the power of blockchain technology, we believe we can improve upon the way the current digital content distribution works. Create an ecosystem that will support content creator in gaining proper compensation they deserve.

This is just the beginning; we will continue to refine and build the platform which will provide opportunity to thousands of content creators a choice and freedom to publish, distribute, share, monetize and stream their content.



3

Existing Market Structure

With a majority of power in the hands of industry middlemen, most content creators' copyright and licensing agreements have become complicated and opaque. Content creators, who frequently lack any legal experience and resources or desire to hire lawyers, are unable to negotiate the terms of their contract. This leads to a significant deal of confusion, discontent, and revenue loss.

Industry major have become digital landlords of the digital ecosystem. Content creators, particularly the upcoming and lesser-known ones, receive barely any of the overall revenue earned by their work because the majority of that revenue is taken in by middlemen. The growth of internet piracy, illegal downloads, and underpaid royalties have made operating in the content industry a risky venture.

Creating NFTs requires a basic understanding of minting, blockchain, crypto currency, wallets, marketplaces, and gas fees. Not all content creators and consumers are tech savvy and can understand block chains, digital currency, collection, metadata, and decentralized wallets. The available NFT marketplace is too complicated for getting started users. Many of the users are still not exposed to digital assets and blockchain technology.

The majority of the current NFT market caters to the English language. The world is filled of diverse languages, arts, cultures, literature, and music. There are many languages within a country, particularly India, which has a rich heritage of language and culture. The digital assets world is yet to capitalize on this opportunity.



4

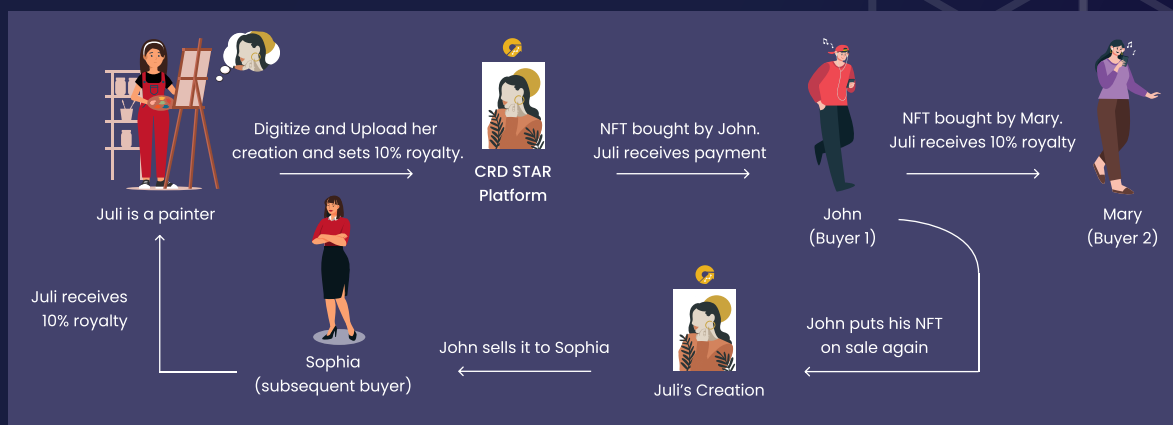
The Solution - Decentralization

The main benefits of decentralization are that it stops relying on central authorities like governments, banks, or tech companies. It allows people to take control of the Web—to host their own sites and apps, deal freely with crypto, improve security (with cryptography), and access services without Big Tech managing permissions, and overall avoid centralized control.

CRD Star is the platform in the NFT marketplace space that is unleashing the power of blockchain technology to heal the woes that afflict the digital assets industry. Non-fungible tokens (NFTs) enable content creators to fundamentally alter how they interact with digital assets, producing value on the web while maintaining ownership of it.

Our primary goal is to remove the gap between the content creator and content consumer, by decentralizing distribution and consumption of content, making digital smart contracts fair and automated, and paving the way for a self-sustaining community business model (CBM). This gives the power back into the hands of content creator and change the way this industry operates forever.

How do content creators benefit?





5

CRD Star Platform: An Overview

The CRD Star project is a social NFT (non-fungible token) marketplace that seeks to create an ecosystem in the industry based on block chain and smart contract technology.

CRD Star will be an all-in-one platform to create and distribute digital content be it, music, e books, podcasts, videos, photographs, images, subscription, events etc.

We know that content creators are the core value drivers of the platform so; they know their topics and audiences better than anyone; they know what features they need from the platform; they deserve to earn more for their sincere work.

Each piece of content posted to our platform is safeguarded by a cryptography signature, which serves as the "birth certificate" for each NFT, rendering it immutable, unduplicable, and traceable.

The creator retains all rights, title, and interest in the item they have created. The holder or later owners (buyer) of the NFT may use the creation for personal use or store it as a collecting item..

The platform is built on a hybrid model which combine elements of both centralize and decentralize. The decentralize based infrastructure handle the creation and trade of NFTs and also have a centralize element for user experience, marketing, and asset curation. A hybrid marketplace provides a balance between the two infrastructure.



How It Works

Content Creator's Team



Digital Asset



Content Creator



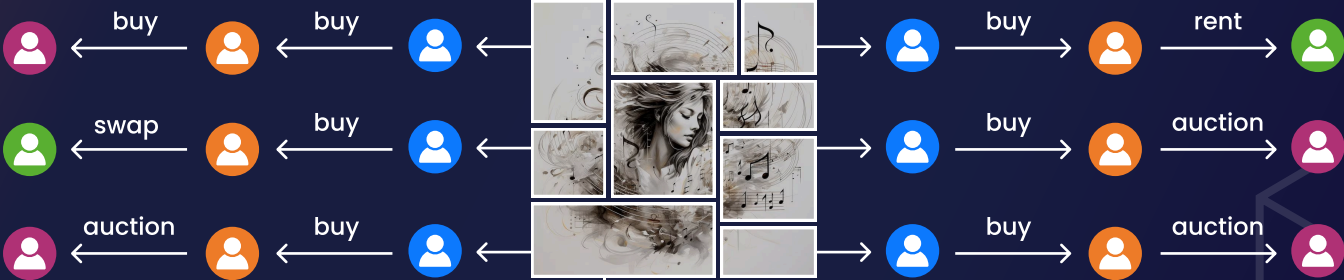
Creator can also define the royalty for his team. This get auto credited to the team account every time a new transaction is executed

The creator earns royalties whenever a purchase, sale, or auction is initiated, with the remaining balance being paid to the seller.

The creator can enter his royalty percentage, the percentage of shares to sell, and the price of each F-NFT token.

Digital assets tokenized on the block chain is broken down into multiple F-NFTs

All buyer becomes a co-owner (share holder) in the assets.



Rent NFT

The creator receives the royalty, and the rest is distributed to all current co-owners.



Stream NFT

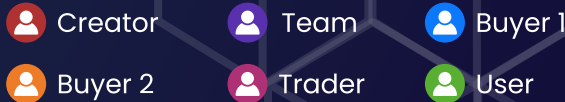
Streaming royalties go directly to the creator, with no charges applied to the co-owner for streaming, reading, or viewing.



Swap NFT

When digital assets are exchanged for a different category, the creator will receive a share of the transaction fees

- ❖ When all of the NFT tokens are sold it creates a scarcity and if the digital assets begin to trend, their prices will rise.
- ❖ Smart contracts allow all transactions to occur automatically.
- ❖ All royalty/transaction is settled on a daily basis to the users wallet.



Every dynamic NFT category will adhere to the identical workflow.



6

CRD Star NFT Marketplace

The global NFT market size is suggested to grow from USD 3.0 billion in 2022 to USD 13.6 billion by the end of 2027, with a Compound Annual Growth Rate (CAGR) of 35.0% during the forecast period.

NFT marketplace development is not a simple process and requires knowledge, experience, and a deep understanding of the niche. Our experience development team have planned it and are developing it to make it easy to understand to both content creator and content consumers.

Some of the salient features of the platform which are being actively developed are as given below.

Peer-to-Peer (P2P) Decentralization

CRD Star uses blockchain technology to provide peer-to-peer (P2P) payments and data storage in a transparent, and autonomous way. Automated P2P payments enforced by smart contracts without any need for outside intermediaries.

Interplanetary File System (IPFS)

We are storing and distributing digital assets files through a decentralized P2P file distribution system known as Interplanetary File System (IPFS). IPFS is an open method for managing data that does not require a central server. Smart contracts and content files on the blockchain are encrypted before and decoded after transmission to avoid unwanted access. It also enabled simultaneous syncing from several peers to improve transmission speed and cut content delivery costs.



Creating a Launchpad for Fractional NFTs

Centered on the concept of Initial DEX Offerings (IDOs), this launchpad delivers a fair and decentralized approach to NFT launches. It combines transparent mechanics, seamless wallet integration, and a dynamic marketplace where fractional NFTs can be effortlessly traded. With this decentralized platform, users gain early access to fractional NFTs, participate in curated drops, and benefit from equitable allocation opportunities.

By introducing a launchpad tailored for fractional NFTs, we bring our vision to life—bridging the gap between accessibility and innovation in the NFT ecosystem. This platform empowers both creators and investors: digital content creators can tokenize their work into fractional shares, reaching a wider audience while unlocking new liquidity streams. This launchpad is more than just an innovative tool—it's a transformative step toward redefining digital ownership and fostering inclusivity within the NFT co-ownership landscape.

CRD Raffle

This exciting and engaging feature invites users to purchase tickets for thrilling opportunities to win substantial prizes. The proceeds from the raffle are strategically utilized for token burning, effectively reducing the CRD Star token supply and significantly enhancing its long-term value and sustainability.

Support and Chat

The platform team has developed a support mechanism into the platform to provide quick and effective response to the issue of our users. Users also require documentation to understand the working and flow of the platform. There will be articles and videos to make sure users understand the working of the platform.



Streaming music and videos

Our live audio and video streaming service will be inbuilt in the NFT marketplace. Users can create multiple playlists and listen to their favourite purchased music. They can also swap the music with other NFT categories.

Intellectual Property Protection

Protecting intellectual property rights is crucial for maintaining the integrity of a NFT marketplace. We will implement copyright verification mechanisms to prevent unauthorized use or distribution of copyrighted content. Flag and report function will be a reward-based activity on our platform where users can flag collectibles as duplicate, stolen, violation of copyright etc. Claim form will help registered and general public to submit claim if their work is found on the platform for any copyright violation on the platform.

User Activity

All user activity will be retrieved from the database and displayed on both the website and the users' dashboards, ensuring transparency regarding their online presence and transactions.

Language Support

We shall make a special effort to introduce many languages on the site. To begin, the platform will be in English, but as the community begins to accept and flourish, more languages will be added.

Device Support



Our platform will be available on Apple, Android, Windows and on web browsers.



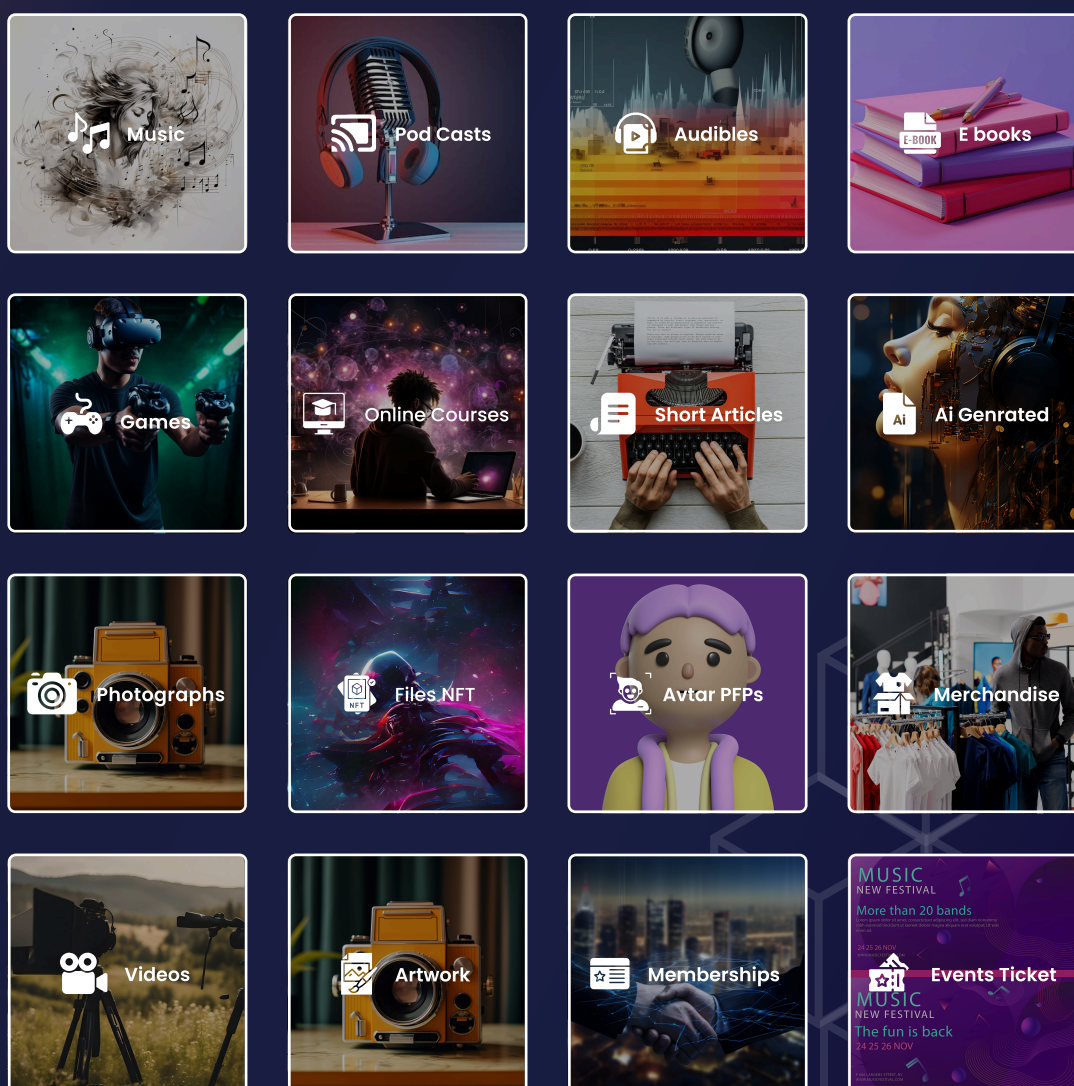
Tools for Content Creator

Most content creators are new and do not have the ability and resource to market their digital assets. Moving forward the following tools will be made available for content creators to market their digital assets and services.

- ❖ A content creator introduction page on our platform.
- ❖ Integration of social media directly from the platform.

NFT Category

We will provide support for a wide range of categories to our content creators community NFT will be categories and further subcategories to easily access and search for content.





7

CRD Star Token

CRD Star token (Community Reward Distribution) is a Community Business Model (CBM) that ensures each contributor to the platform is fairly rewarded in proportion to his contribution that is fair, uninfluenced by market forces. This will boost the influx of content from users, thereby ensuring deeper penetration into the NFT market.

We have introduced CRD Star token both as an in-app payment and as a governance token. We are giving the power to make major decisions back to the users and stakeholders.

The CRD Star utility token will be the fuel of our ecosystem, which will be utilized throughout the platform for trading and users participation.

It will primary be used for:

- ❖ platform payments & network fees;
- ❖ access to services- subscription, buy, sell, auction of NFT's
- ❖ user participant rewards, referral and cashback;
- ❖ staking (discount, governance, profit share).

CRD Star token can be received by the users in the following way:

- ❖ buying a subscription NFT which rewards user's with future tokens;
- ❖ in the form of rewards by participating with the ecosystem;
- ❖ staking token to earn daily additional CRD tokens;
- ❖ Using an integrated ramp to convert currency to cryptocurrency and vice versa within the platform.
- ❖ swapping cryptocurrencies on (DEX) decentralized exchange for CRD Token (e.g. Uniswap)
- ❖ Token can also be traded on centralized exchanges when the token is listed.



Stake & Earn

Staking refers to the act of participating in a network by locking up or holding a certain number of tokens to support the network's operations, for rewards or incentives.

We allow users to stake their CRD Star tokens on our platform. Bonuses are often awarded as a proportion of the staked money or according to preset criteria outlined in the staking procedure.

Staking allows users to generate passive income while contributing to the ecosystem's growth and stability. It encourages long-term participation and commitment by the community to the network.

Referral & Loyalty Rewards

If a user refers another user to the platform, he receives a specific number of tokens as rewards. If the new users do some activity of buy and sell the referral users receive a commission. If the new users stake a token, then the referral users also receive a part of the bonus.

Transaction Transparency

We believe in transparency and we share all available metrics with our creator as well as our users. We connect to blockchains and pull in relevant data so the content creator and the user community see what we see. The staking and referral system is also transparent and users can see the reward generated by each referral on a real time basis.



CRD Star is build on the Polygon network and is planned to support multiple chains in the future.



8

Revenue Generation

Our Community Business Model operates with the idea that we should not make money unless both our content creator and content consumer make money from the platform.

Generation of Revenue for the platform will be the main focus for CRD Star team. We will charge a small fee from each transaction done on the platform like buy, sell, auction, transfer of NFT.

Subscription and Pay Per Instance (PPI Model)

We will have a Subscription Plan and Play Per Instance (PPI) Plan. PPI will be a prepaid module, where the users use the CRD Token to stream, read, rent, and swap NFT in the market places as per the fee stated on the platform.

A prepaid model is most suited to our users. Unlike other platforms, where you pay a monthly subscription, if you do not utilize the site on a regular basis, your subscription will expire.

NFT Trading

The users can participate and generate revenue in the form of buying, selling, auctioning of NFTs. From each of this activity the platform will deduct a percentage of the royalty to facilitate the trade.

Advertisement:

We will have one advertisement module on the platform to start with. The users will have the ability to tag their NFT with the "Feature" tag which will be displayed on the NFT by paying a fraction of the cost in token.



Network and Gas Fees

For minting NFT's a network fees will be charged as per the industry standard. For transfer, withdrawal and purchase of a token a fixed charge will be implemented.

Token Burn Activity

The CRD Star max supply of tokens will be set to 501 million tokens. (see token metrics). This will be the max supply of tokens in circulation throughout the ecosystem. When all the tokens are distributed and listed on the exchange the team will buy back tokens from the market with the platform profits and burn them at regular intervals. This exercise will be set through our governance module which will require votes. Burning process decreases the circulation tokens on the exchange and creates a scarcity and creates additional demands thus increasing the price of the token.

Fraud and Scammer



Scammers will continue to target the cryptocurrency business as it grows and becomes more complex. Scammers may join in with the community to scam users. We will regularly make the users aware of the sign of a scam or fraud with tips on being more alert. Ultimately, it's upon the users to be alert.

Never share your wallet private key, password, OTP with any user on the community group or any other users group. Never google to search support related information. Always visit the website and check the url on the website when you require support.



9

Promotion and Development

Research & Development

It is very important to check on updates and newer development in the field of technology and security. Funds for research and development will be allocated to the team to help advance our platform goals.

Third-Party Partnerships

CRD Star platform will require third party integration to the platform. The team will discuss and negotiate with third party providers for a better deal which will benefit our community and stakeholders.

Marketing plan

Initially the CRD Star team will promote the platform through information video on social networking.

Influencer

Influencers are valuable assets to our ecosystem and will be our core link between the users and the platform. We support them in being who they are: the ones who make the platform a vibrant community. We welcome influencers to our platform. Influencer will automatically become an affiliate once they refer 10 users to the platform.

Team and Management

The CRD Star team and management will be rewarded with CRD Star tokens for their efforts in building a robust platform for the community. The team will be the core community of our platform who are tasked to keep the platform running smoothly. They will also be responsible for recruiting and retaining new additions to our team.



10

Upcoming Features

Content Creating Tools: CRD Platform will launch CRD Studio for creating content with third party partnership. This will help creator to make and launch their product quickly.

Talent workers: Access expert talent to fill your skill gaps like a proof-reader, a guitarist, artists, designers, social marketer etc, with whom you can directly interact within the platform.

Voting and Governance: The team is working with the development of the CRD Vote for governance modules. Users who are eligible can participate in the voting and decision-making process of the platform.

Commercial Usage: Content creators can provide their assets to other content creator within the platform to use their assets to make video and audio thus utilizing their work for commercial use.

Funding: The platform will raise fund from CRD Care for the users who need funds to self-publish their work on the platform. This will help Content Creator who struggle for fund or have some creative idea which need to be implement but due lack of fund its on hold.

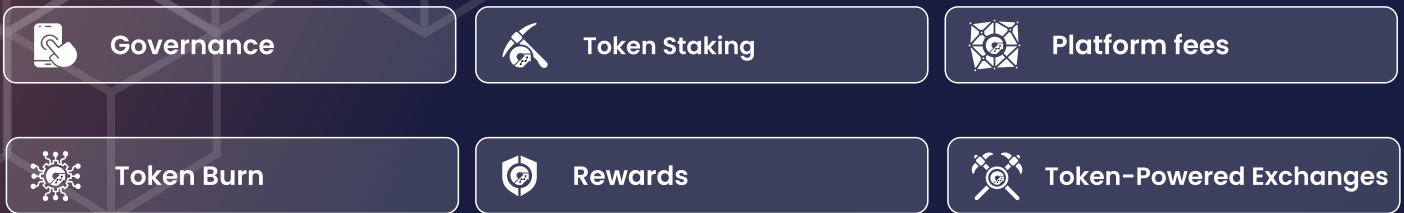
Communication: Content creator can instantly chat with their fan and the team. API and its documentation to display creator content assets on his/her own domain.

Portability: API integration with other major nft marketplace to increase the footprint of CRD platform and create more selling opportunity for the content creator.



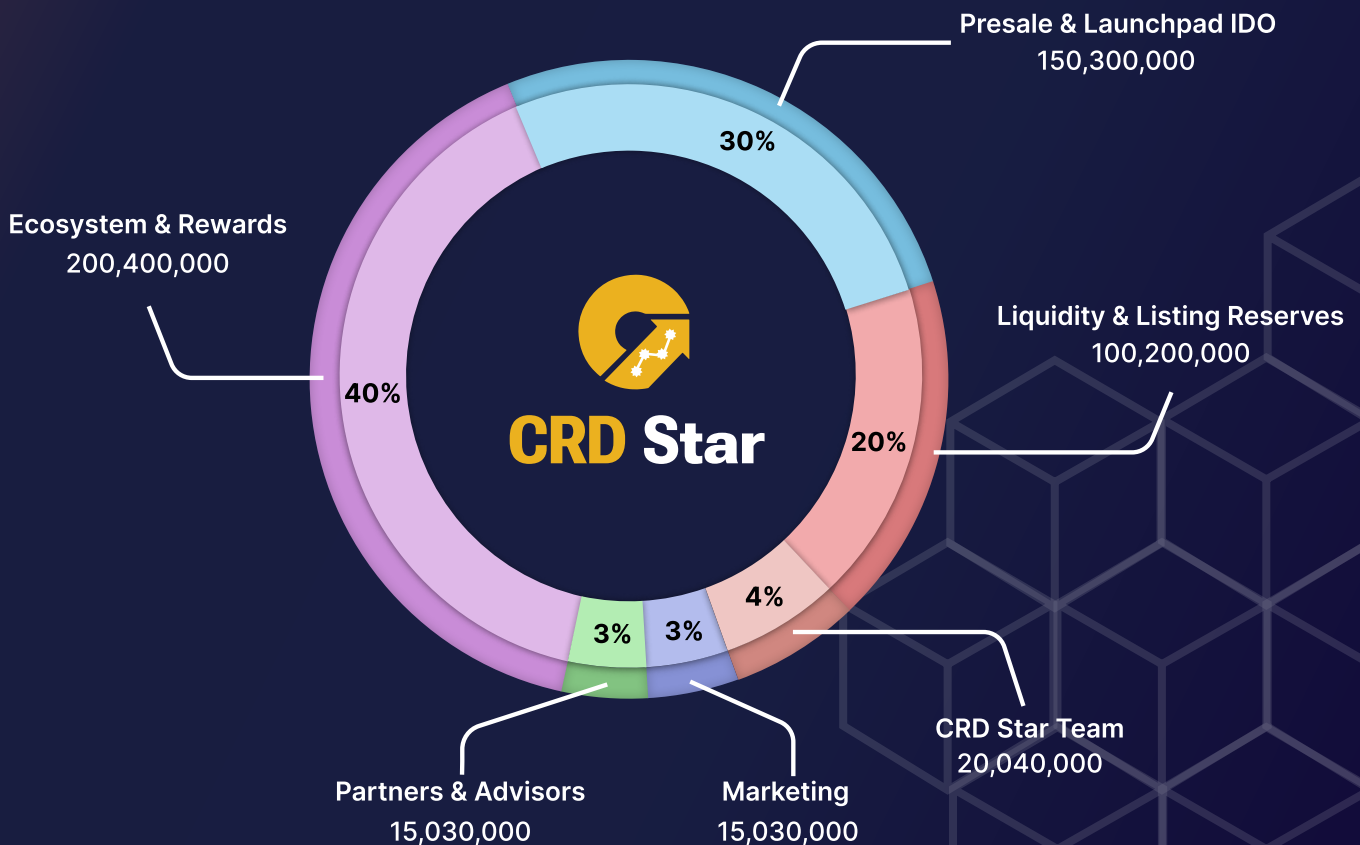
11

CRD Star Token Utility



Tokenomics

The distribution of the CRD Star token is for a healthy and sustainable ecosystem, ensuring a balance between community empowerment, platform development, and future growth. CRD Star plans to issue 501 million tokens.





12

Vesting Schedule

Presale

Amount of tokens	150,300,000 CRD
% of total supply	30%
Unlock % of 30% at TGE*	5%
Cliff/Lock-in period after TGE	28 days
Vesting period	5% released after every 14 days

*TGE = Token Generation Event - Dex Listing

Liquidity

Amount of tokens	100,200,000 CRD
% of total supply	20%
Unlock % of 20% at TGE*	0
Cliff/Lock-in period after TGE	0
20% committed on DEX for liquidity support	

*TGE = Token Generation Event - Dex Listing

Team

Amount of tokens	20,040,000 CRD
% of total supply	4%
Unlock % of 4% at TGE*	0%
Cliff/Lock-in period after TGE	365 days
Vesting Period	5% released after every 70 days

*TGE = Token Generation Event - Dex Listing

Marketing

Amount of tokens	15,030,000
% of Total supply	3%
Unlock % of 3% at TGE*	0%
Cliff/Lock-in period after TGE	60 days
Vesting Period	5% released after every 56 days

*TGE = Token Generation Event - Dex Listing

Partner

Amount of tokens	150,300,000
% of Total supply	3%
Unlock % of 3% at TGE*	0%
Cliff/Lock-in period after TGE	120 days
Vesting Period	5% released after every 84 days

*TGE = Token Generation Event - Dex Listing

Ecosystem

Amount of tokens	200,400,000
% of Total supply	40%
Unlock % of 40% at TGE*	0%
Cliff/Lock-in period after TGE	NA
Released in accordance with platform requirements	

*TGE = Token Generation Event - Dex Listing

Max Supply 501 Million CRD

Type	Token Allocation	Unlock on TGE*	Cliff Period/ Lock-in	Vesting period after Cliff Period
Presale 150,300,000	30%	5%	28 days	5% released after every 14 days
Liquidity 200,400,000	20%	0%	0	20% committed to DEX for liquidity support
Team 100,200,000	4%	0%	365 days	5% released after every 70 days
Marketing 20,040,000	3%	0%	60 days	5% released after every 56 days
Partners 15,030,000	3%	0%	120 days	5% released after every 84 days
Ecosystem 15,030,000	40%	0%	NA	Released in accordance with platform requirements

*TGE = Token Generation Event - Dex Listing

Kindly note: The vesting schedule may be adjusted in the future to align with the project's goals and token economy. These changes could happen without prior notice.



13

Proposed Roadmap

Here is a preliminary outline of the project. The team has set a goal to follow this project roadmap in order to launch the platform on schedule.





14

Our Community

Stay updated and connected with the CRD Star Community



[Join us on Telegram](#)



[Follow us on X](#)



[Subscribe to our channel](#)



[Follow us on LinkedIn](#)

Disclaimer

Not a Financial Advice

With this whitepaper, CRD Star outlines its current plans, the completed parts of the plans, and the project goals. It seeks to provide helpful and informative insights on NFT's market place and does not constitute legal or financial advice. The success of the project depends on external factors that cannot be controlled by CRD Star.

It is important to understand that the market value of tokens and NFT's might fluctuate as well as they might not be subject to regulation in your country. This could result in earnings being liable to relevant capital gain tax and/or additional taxes.

Join CRD Star Community



<http://www.crdstar.com>