



"Somewhere, something incredible is waiting to be known"

Carl Sagan

This Litepaper constitutes a brief technical report of the business purpose, project functionality and mission of Tokenise It. This document is an abbreviated version of the whitepaper, and it is written solely for the purpose of providing a shorter overview of the project's development and mission. As such, it is purely of an informative nature and contains no binding statements of any sort. The Tokenise It team cannot guarantee that this document will always be accurate and up to date.



Tokenise It - Litepaper

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About Tokenise It

- Tokenise It was born in May 2021, the brainchild of two seasoned IT and blockchain learning professionals, with the single objective of creating an incredibly powerful and secure tokenisation platform. Our team quickly identified the Kadena blockchain as being the most adequate for our project. Presently, Kadena is the only blockchain able to handle poly-fungible tokens, critical for our platform. This is powered by the Kadena [Marmalade](#) platform – their very own decentralised infrastructure for Poly-Fungibles and NFTs

Introduction/Executive Summary

- The lines between physical and digital documents are becoming increasingly blurred. Most institutions (public and private alike) and individuals have made the transition to the digital spectrum, where documents are not only easily transmitted and changed, but also digitally signed, whenever this is legally or formally required
- On a totally separate realm, the art world is undergoing a similar, but way more expansive and convoluted process. Music, paintings, sculptures, tapestries, JPEGs, algorithmically created digital art and many other forms of digital expression are constantly being converted into NFTs; allowing creators, enthusiasts, publishers, and varied other third parties to stake a claim over their ownership and potential monetisation process
- In future mainstream applications, NFTs will open houses, start transportation methods, gate real live events, represent and prove contract ownership of real-world assets, whatever their perceived market value is
- Our platform will allow all these seemingly disconnected, unhinged and legally unrecognised elements to come together under a single tokenisation framework, crystallising their creations and real-world assets into NFTs they can fully control, truly own and thus fully monetise
- We believe the very essence of NFTs should be their security, superior custody, and capability of absolutely proving their ownership/authenticity. The market will mature as public trust in NFTs increases, and we are uniquely poised to support that growth with our tokenisation platform

Mission

- We want to revolutionise the tokenisation process by adding Kadena's security to a market known to be shady, insecure and exploit prone
- We are transforming the tokenisation industry by legitimizing NFTs for business and personal use, capable of producing legally recognised documents
- Our ambition is to be the most powerful and secure tokenisation platform built on Kadena, and ultimately, the entire cryptoverse

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Market Growth/Opportunity

- In 2020, the NFT market size was estimated at \$157 Million. Last year (2021), this figure ballooned to \$41 billion, representing an overall growth of 26.000%. The global non-fungible token market size is expected to reach anywhere from \$211 to \$350 billion by 2030, growing at a CAGR (Compound Annual Growth Rate) of circa 34% from 2022 to 2030
- With the growing influence of blockchain fueled by increasing internet technology, the tokenisation of products and services will reach even slow growing economies
- Brazil is in the top 10 of global economies, and among a small group of countries leading blockchain adoption. Our project will initially focus on the Brazilian jurisdiction (looking to expand to others in future), where we will aim to obtain an official STO (Security Token Offering) license from the governing body - CVM (Comissão de Valores Mobiliários). Brazil is the 2nd country sporting the highest number of NFT adopters in the world, with 5 million users
- Brazil's notaries are making use of blockchain today, and the adoption is only accelerating. Public faith is being fully preserved, since all actions continue to be validated and mediated by the notaries, just as in physical environments. This carries great benefits as transaction costs are significantly reduced whilst also saving users' time

Problem/Solution

- One major disadvantage of this technology is that anyone is free to tokenise a product/document, and scarcity of an item does not necessarily guarantee its value. This is an area where scammers thrive; the processes they employ do not engender trust, and users are left picking up the cost of fraud. Examples of this are everywhere - scammers set up fake NFT stores that look like authentic stores and then copy their logo/content, but the NFTs they claim to sell are not even there. Another security issue is counterfeit NFTs, where impersonators sell fake NFTs in a famous NFT artist's name. We could go on...
- This is where Tokenise It shines. By providing NFT authenticity by means of digital/electronic signature and/or notary legal validation (available for selected jurisdictions only), the end user can rest assured their token is genuine and cannot be counterfeited. Powered by Kadena's poly-fungible Marmalade technology, authenticity becomes a priority one, market-leading technology capable of securing and monetising your NFTs like no other platform can
- Only Kadena is capable of [Marmalade technology](#), and this carries many benefits. One such benefit is "Haber Content Integrity" (HCI) - as invented by blockchain co-inventor Dr. Stuart Haber, Marmalade NFTs mint on-chain with rich manifests, capturing all references and artifacts in Merkle trees that identify items as well as their complete version history. Another benefit is "Uniqueness enforcement" - rich Merkle-verified manifests and on-chain artifacts create NFT hash-based addresses that are unique, self-verifying, and make it impossible to mint a duplicate item



Conclusion

The Tokenise It service will leverage Marmalade technology enabling users to convert their digital art or documents into NFTs. Most NFTs created on our platform will then have the following options:

- Signing them by means of Digital or Electronic Signature, enhancing authenticity and providing uniqueness enforcement
- Enriching them by attaching digital files, such as text documents and pictures
- Creating stakeholder approval workflows
- Integrating with a Notary for bullet proof legal recognition (currently only available for Brazil, further jurisdictions to be announced)
- Hiring a Lawyer to assess legal options

The points above only cover the basics of what our platform will be able to offer. In time, our services will expand to cover other areas of digital business. In due course, we will apply for STO (Security Token Offering) license in Brazil. We also have plans to expand to other jurisdictions