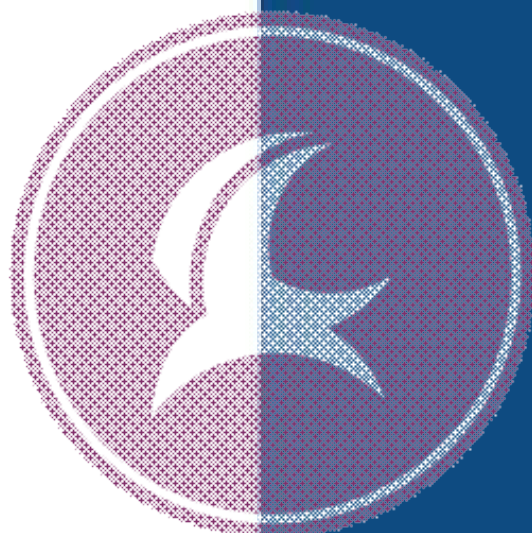


ARAS

PROJECT



WHITE PAPER

Preface

Social media provides its users with the tools and necessary platform for creating a visual representation for themselves on the internet. It helps individuals to connect, whilst creating their own space on the internet. These platforms are uninfluenced spaces promoting freedom of expression. These are spaces mutual, to mutually exclusive products of society.

At the beginning these platforms were used for entertainment purpose only. However, with the advent of monetizing functionalities, these platforms have extended their genre and have now been able to provide full time careers.

On average approximately a social media influencer earns \$66,000 annually, according to ADP. The total worth of the influencer marketing industry is expected to be 13.6 billion in 2021. This makes influencer marketing the most preferred marketing channel for medium or large sized enterprises.



Among many social media applications, Instagram, tiktok, YouTube, and Facebook remain the most notable spaces for the influencer market. Leading the group is Instagram which entertains the most amount of influencers. According to a survey 87 percent of companies prefer Instagram for influencer marketing. Where a medium level influencer with 500k followers earns around \$1000 to \$3000 per image.

The pioneer in social media influencing is YouTube, which allows its users to create engaging videos to connect and influence their audience. It is alone a 5.67 Billion dollars' worth market for influencers. Influencers on YouTube are categorized through bronze, silver, gold and platinum plates that the forum distributes to influencers.

On the other hand, the cryptocurrency industry has achieved notable milestones in recent years, standing at 2.65 Trillion dollars. On average a crypto trader influencer makes \$94, 427 annually. The blockchain underlying many cryptocurrency has been incorporated by multiple other projects to implement their ideas.



ARAS is one such platform that utilizes blockchain to extend its services to social media applications. It allows social media users to transform their virtual content into non-fungible tokens with the ease of multiple clicks.

Background

The inspiration behind this project was taken with due consideration towards creating a passive income option for a large community present on social media applications.

A new era of Art

As the evolving nature of all other things, art has evolved drastically as well. The concept of art is no longer confined to paintings on a canvas. It has largely evolved to multiple genres, including art in form of performance, writing, aesthetically pleasing visual designs and almost anything that grabs attention and has a pleasing effect on the mind of the respondent. At one end of the spectrum is Instagram, which is utilized by its audience to create aesthetic images. On the other end of the spectrum is Spotify, where you compose music and share it. Another application extensively used by teen generation is tiktok, where users create a small performance. All of the aforementioned applications have huge audience impact and an even bigger market cap.



Innovative collection and trading

A non-fungible token is a proof of ownership for a digital asset. It has scarcity property, which makes it a desirable unique asset. The value of these non-fungible tokens are determined by demand in the market.

These NFTs also serve as an updated version of digital collectibles. As the proof of its ownership is present on the blockchain where it cannot be altered or eliminated, Users keep them in long-term possession without any worry regarding the transfer or cancelation of ownership.

As a perk of blockchain's open data sources, non-fungible tokens enjoy an appreciated demand for digital collectibles, that is both transparent, reliable and cost effective secondary market.

On the other hand, in the traditional market, artwork is often a 1 or second copy and sold as an original. While blockchain protects its users from such scams, through a traceability mechanism. An original artwork cannot not be copied nor stolen from the blockchain.

The aforementioned properties make NFTs a valuable digital asset that appreciates in value. The integration of NFT and digital content can help users with

- Saving their content in form of non-fungible tokens
- Utilizing these NFTs to prove their ownership
- Hold these NFTs as a means of asset
- Trade them on different marketplaces



Comparison with centralized structure

	Target Audience	Account Approval Delay	Traffic Reach	Post Engagement	Instant Payout	Avg revenue	Royalty	Proof of Ownership
Facebook (Ad break)	✓		✓	✓				
Youtube (AdSens)	✓		✓			✓		
Instagram (Ad break)	✓		✓	✓				
TikTok (Ads)	✓		✓	✓				
ARAS NFTs		✓			✓	✓	✓	✓

- In centralized social media, users can connect and entertain. Most activities are non-monetizing
- Users can monetize through business accounts
- Users can have virtual meeting through video sharing and live videos
- In ARAS users will be able to visit each other public profiles
- Users can monetize their social content through NFTs trade and staking
- Users will be able to have virtual meeting through virtual and augmented reality



Comparison with decentralized structure

	Native Token	Verify Collection	Staking	Fee	Cross Chain	Royalty Distribution	App integration	Proof of Ownership	NFT Minting	DAO
OpenSea		✓		✓		✓		✓		
Solanart		✓		✓		✓		✓		
CNFT		✓		✓		✓		✓		
ARAS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

- Social NFT allow social media users to mint NFTs
- Social NFT will issue some funds as royalty
- Functions only on Binance smart chain
- Does not offer metaverse
- ARAS allows social media users to convert digital content into NFTs
- Will issue a predetermined 5% royalty proportion
- Created on BSC function on different blockchains through offering cross chain interoperability
- Offers metaverse



Business model

Concept

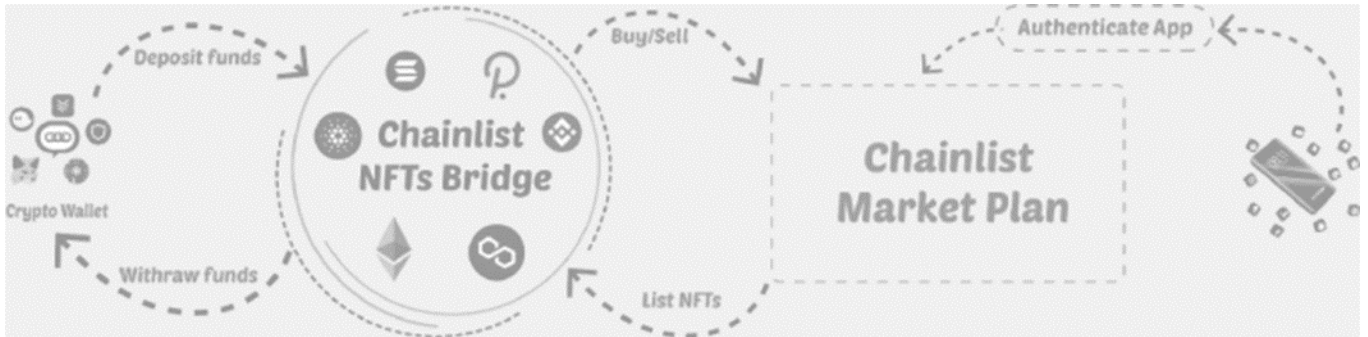
ARAS helps its users to tokenize their virtual content in a few clicks. It is an advanced platform on Binance smart chain, that provides services of creating and trading non-fungible tokens. Users will first transform their digital content into a non-fungible token. ARAS will further assist them to launch their NFTs on different blockchains. ARAS is compatible with cross-chain blockchain and cross-chain social media.

ARAS offers multiple new and updated features that have not been offered by any other blockchain project. This project, however, explores different areas of improvement, and tries to stick two incomplete pieces in order to create a single masterpiece.

Besides, social media is no longer confined to entertainment. Many people have made a good fortune out of it, and the number of those individuals is only increasing. Individuals that are already monetizing social media, and those who create content only as a hobby, both, are provided with a passive income opportunity through ARAS. Users of ARAS will be able to convert their digital content into NFTs, without going through the hustle of creating a digital currency wallet, purchasing native tokens and utilizing them to create NFTs. On



the contrary, users will be able to convert their digital content into non-fungible tokens relatively easily, through just a few clicks.



As the diagram explains for itself, ARAS will use its NFT bridge to offer interoperability. Users will be able to buy and sell in different blockchain marketplaces without having to shift to other crypto wallets.

Once users authorize their social media accounts with the application, they will be able to mint or buy/sell NFTs. In addition to that, users who do not want to connect their social media accounts, will be able to directly convert their organic data into NFTs.



Challenges faced for social media integration with NFTs

Prior to ARAS there were not many projects in the market that offered the service of converting all forms of digital content into non-fungible tokens. If, however, there were any similar initiative projects, they possessed certain issues:

- Too many middle man

This includes extensive procedures and third party services

- Entry barriers

An entry barrier is a collective representation of issues faced while entering a new market. In this case, the entry barriers are compatibility issues faced while converting different types of digital content in the form of NFTs.

- Royalty issues

This depicts the hustle and effort required to code the royalty prerequisite in the blockchain in order to claim a certain proportion of royalties afterwards

- Many options

First time users face a decision dilemma to choose one blockchain, as all blockchains offer different appealing features.

- Unknown value of content

Most users face the issue in pricing their content due to inadequate knowledge about market pricing.



Solutions provided by ARAS

ARAS is a bridge that connects the two worlds of social media and blockchain. It enables social media users of all applications to convert any type of digital content into non-fungible tokens. It does so, through,

- Eliminating the need for middle man

Users no longer have to take services from third parties, in the process of creating their NFTs.

- Remove entry barriers

It eradicates entry barriers by transforming the lengthy process into a few steps that users can follow to create their NFT in a few clicks.

- Expedites royalty issues

ARAS eliminates the need to code royalty prerequisite. It enables users to mention their expectations regarding royalty during NFT creation to expedite the process.

- Cross chain interoperability

Users who face the issue of decision dilemma are sorted through cross chain interoperability. Due to this feature users will be able to transfer data back and forth to different blockchains, without being confined to a single blockchain.

- Price oracle

ARAS uses price oracle with derive data outside of the blockchain. Using that data with artificial intelligence users will get a bid price or evaluation of their asset.



Key features and functionalities

● Decentralized and permissionless

The ARAS NFT framework is designed on blockchain, automated smart contracts that benefits the ownership and trade of digital assets.

● Blockchain protocol

ARAS is a Binance smart chain, with a native token of \$ARAS. It will utilize the security and other advantages of Binance smart chain in order to avoid a consensus attack in future.

● Cross chain protocol

ARAS is compatible with multiple blockchains. Users that create their NFTs with ARAS can further launch them on any blockchain's marketplace.

● Low fee structure

ARAS charges an affordable fee structure that will be explained later in this paper, followed by lower transaction fee charged by Binance smart chain.

● Staking

ARAS has two kinds of staking pools for its community. Firstly, users will be able to stake their \$ARAS token in return for a 60% APY reward in the form of \$ARAS tokens. This sort of staking is



\$ARAS/\$ARAS. The other type of staking pool offers staking liquidity pool tokens \$ARAS-\$BNB to be rewarded in \$ARAS

● Incentives and rewards

ARAS incentivizes and rewards its users for their participation in different events and activities organized by the platform frequently. ARAS will prioritize rewarding early adopters for their valuable contribution throughout.

● DAO governance

ARAS is based on DAO governance structure to design this platform entirely decentralized, based on the mutual consensus of stakeholders. They will be able to amend an existing protocol on the platform or propose new plans through generating polls. These polls will be later reviewed by the administration which will give the final verdict on the poll depending on the mutual consensus generated from the community.

● Metaverse

A metaverse is a virtual environment of endless opportunities and communities existing together. It enables users to meet and greet in a virtual universe like the physical world, using their virtual reality handsets. This feature is added in ARAS where artists will be able to conduct virtual events for their followers and create personalized content upon requests. The publishing of personalized content on either marketplace will be with due approval from artists.



● Desktop and Mobile application

ARAS has compatible application for desktop and mobile sets in order to offer better user experience

● Third-party use-case and applications

ARAS will have its own open source code on Github, third-party platforms will be able to adopt usability and scalability within the open source ecosystem. They will not have to write code from scratch, as they can adopt it from the open source.

Target audience

ARAS's targeted audience are majorly social media influencers that utilize these social platforms to make a living. ARAS serves as an intermediary that enables them to explore new income options. Aside from artists, other individuals using these platforms can also utilize ARAS to save and monetize their digital content on the blockchain. It will onboard artists as ambassadors too.



Competitive edge

This platform has multiple competitive edge over its counterparts. These include,

- **Easy to use:** ARAS is an easy to use platform which creates NFTs through a few clicks. The conversion of a digital asset into NFT follow these step:

Firstly users will have to authorize social media accounts on Instagram, Tiktok, YouTube, Twitter. Secondly, once the

account is authorized all digital content of the account will appear on ARAS profile. Lastly, users can select desired content, convert into NFTs, and launch on different blockchain marketplaces.

- **Staking:** ARAS offers its user community to earn \$ARAS token through multiple staking pools, which offer higher than market APY.

- **Mobile and desktop applications:** ARAS has its own mobile and desktop application to offer good visuals and an overall better user experience.

- **Personalize content creator profile:** Users will have their own personalized profile with all digital data available on the profile. They can pick any data from their profile to convert into a NFT at any given time.



Technical specifications

Utility tokens and intertemporal optimization

ARAS like all other projects on crypto space follows ICO model for generating capital to sponsor its project development and advancement. It offers utility tokens that drive its value from investor confidence and investor speculation. In time t at the initial phase users will invest in project's coins based on their understanding of project's performance. During time $t+1$ users will start gaining convenience yield, that will ignite demand based on their marginal utility.

During the beginning time t , users will be motivated towards investing in utility tokens based on speculations regarding the performance of the ARAS project. Later during $t+1$, users will be able to derive convenience utility that includes service such as, governance and other early bird incentives formulated by the platform to incentivize demand. At any given time, the intertemporal utility remains constant due to incentive driven demand properties.



At any given time period, the utility function is derived through an equation (1), where a constant number of $\lambda \in (0,1)$ users are willing to utilize platform's services. They derive utility $z^*u(c)$ from consuming c units of service. Where $u(c)$ is the utility function. And d is the first demand shock, while z is the demand shifter,

$$\mu(z, c, d^t) = z\mu(c) * d^t$$

Where d is 0 with probability $1-\lambda$, and 1 with probability λ .

Buyer's expectations

Buyers' initiatives for a new project are usually driven based on innovative ideas and lower cost. These factors primarily drive the demand of buyers.

- **Store of value:** ARAS native token \$ARAS has store of value property, which makes it a suitable asset to store and invest in certain cases to acquire future gains such as price appreciation.
- **Currency:** \$ARAS is used as a native currency on the platform and also treated as a currency among the cryptocurrency community. Its price is demand driven. It reaches market equilibrium through the invisible hand.
- **Tradeable:** \$ARAS is tradeable on different DEX and cryptocurrency swapping platforms.
- **Investment:** This native token can be used to provide liquidity in staking pools to earn a decent APY while the token increases



capital gain. \$ARAS is an investable asset that can be used in multiple investing options to acquire decent gains.

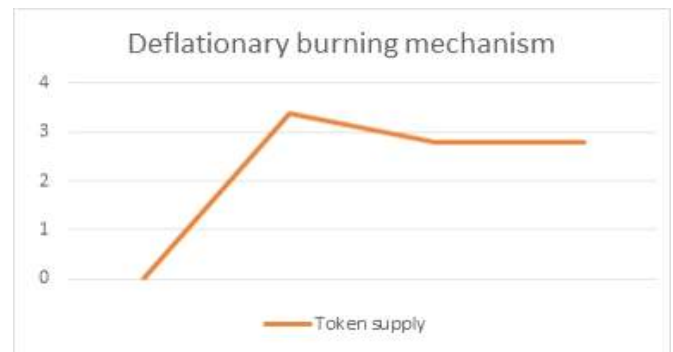
● **Governance:** \$ARAS is also used on the platform to enjoy intertemporal service such as, governance, that provides a decent degree of decentralization through mutual consensus protocols.

● **RFI:** ARAS also offers frictionless yield. It offers seamless transactions due to the cross chain interoperability feature it offers.

Demand and Supply

The demand for \$ARAS tokens is market driven, while the supply of the token is deflationary based on deflationary burning and buying back mechanism. The supply of these tokens will increase initially as the demand

risers, however, in order to keep the pricing trend upward, supply will be constantly decreased in burning down and buying back intervals.



intertemporal utility and positive marginal utility. The fee model on the other hand has the function

Where the fee charged K should be less than or equal to $F-f$. The fee functions like a tax that increases the price consumers pay and decreases the equilibrium quantity to $q_d X(f+K)$. And δ is the interest rate, d is the subscript of the inverse demand function.

Cross chain interoperability

ARAS is constructed on Binance smart chain and it is compatible with multiple blockchains including Cardano, Ethereum and Polkadot.

Cardano use case

Cardano has become a notice worthy blockchain due to its smart contract upgrade. It has a unique development feature of token transfer among different networks and also cross chain smart contract functionality. Moreover, ADA coins use a specific proof of stake mechanism that eliminates unnecessary energy consumption.

Ethereum use case

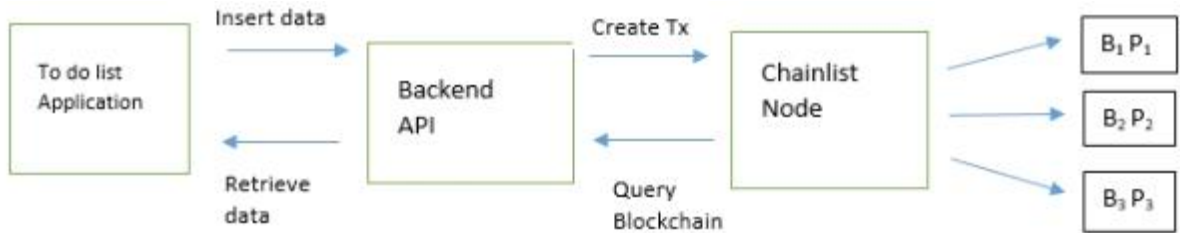
Ethereum has been grabbing investor's attention due to its upcoming upgrade of Ethereum 2.0. The blockchain has been is native to multiple DeFi projects and smart contracts due to its distinctive underlying token standards.



Polkadot

The primary use case of Polkadot is its interoperability among different blockchains regardless of the features they offer and the private or public chain status.

ARAS will enable its users to launch their NFTs on either of these and many other compatible blockchain according to the facilities and features they are most interested in.



Here, users will interact with ARAS front end application, which is responsible for inserting and retrieving the metadata to/from the backend server.

The back-end server will communicate to ARAS Node by creating transactions and querying the blockchains for metadata required by the front end.

Users will be able to mint or import NFTs and launch it on platforms offered by different blockchains such as, B1P1 that is the platform 1 of blockchain 1. The ARAS Node will also be able to retrieve data.



Ecosystem

Tokenomics

Supply and Allocation

Total Supply 22,500,000,000

- ❖ Staking 3,150,000,000 (14%)
- ❖ Reserve 2,250,000,000 (10%)
- ❖ Liquidity 4,500,000,000 (20%)
- ❖ Partnership 3,600,000,000 (16%)
- ❖ Development Fund 3,600,000,000 (16%)
- ❖ Team 3,150,000,000 (14%)
- ❖ Foundation 2,250,000,000 (10%)



Roadmap

Roadmap

Q1 2024

- Website creation
- Social media presence
- Whitepaper release
- Key influencers onboarding

Q2 2024

- Smart contract audit
- Press release
- Staking platform launch
- app.ARAS
- Public listing

Q3 2024

- ARAS NFTs Bridge
- Launch of test net for cross chain
- Strategic partnership with key partners and leading brands



Roadmap

Q4 2024

- Mobile app development
- Metaverse for live shows
- Metaverse Marketplace
- NFTs and game integration
- Educational Charity for blockchain awareness

Q1 2025

- Community attestation
- Stake NFTs and get reward
- Media collaboration
- Research and development



Legal issues

This White Paper aims to deliver information.

The content presented in the White Paper is only an indicator. This White Paper should not be read as any form of investment advice, recommendation, or direction presentation. All decisions made based on the information in the White Paper are responsible by the decision-maker. White Papers can be modified without notice. This White Paper is not legally binding the parties related to ARAS for the current content and all future modifications. Please contact a legal, financial, tax, or other experts for advice before participating in related activities. At this point, nothing in this paper guarantees the future development of the product to be released by ARAS .

ARAS is not liable for any compensation for economic damage such as damages, loss of property while referring to this White Paper. Participation in the ARAS project and token issuance does not guarantee future profits or losses.

- ※ The project schedule can change in the future depending on the project team's schedule.
(The changes will be updated through the White Paper.)

