1. What’s NFT Bunny?
NFT Bunny is a platform that allows people to create, purchase, collect and sell limited-edition and exclusive digital content that couldn’t be monetized and valued properly until now.

NFT is an acronym of “Non-fungible token”, which refers to a digital asset that is non-replicable and non-replaceable thanks to its individuality. Through blockchain technology, it is possible to prove the exclusive ownership of all non-fungible, unique assets.

NFT Bunny is particularly aimed at creators, artists, VIPs, influencers, and prominent personalities that currently monetize their work through traditional social networks. Thanks to NFT Bunny they will have the opportunity to sell completely exclusive content.

NFTs work in such a way that when digital assets are uploaded to the blockchain, the authenticity and unique ownership of every asset and NFT can be proven as a result of the blockchain’s own structure and whose ledger is based on decentralization, immutability, and verifiability.

Consequently, this becomes the simplest way for collectors to collect digital art.

Every media/NFT created by an artist is registered (tokenized) on the blockchain, making each piece of content unique, such that it can be owned and exchanged both privately – between users directly using their wallets – and publicly – between users and the public – through a marketplace and a bidding system.

In practical terms, NFT Bunny offers a new way to involve performance, culture, content, and talent through the Internet.
1.1 What do we do?

NFT Bunny is a platform that is purposely created to highlight and offer value to creators who want to grow their business based on their competencies, skills, and their exclusive, special content.

NFT Bunny acts as a bridge linking the work of influencers on social media and the crypto world; to educate the audience and offer a service that is secure and accessible to everyone.

With NFT Bunny, VIPs, influencers, artists, and prominent personalities who currently monetize through the use of traditional social networks, now a new business opportunity: to sell exclusive digital content, displayed on the platform. They will be able to choose whether to display their content to the public or to keep visibility more exclusive and limited.

With NFT Bunny, creators can easily create unique and exclusive content and earn money from the sale of their NFTs. But there’s more: on top of selling, creators have the opportunity to guarantee themselves eventual royalties from future sales.
1.2 Why do we do it?

NFT Bunny aims to act as the bridge between buyers and those who want to create NFTs but have little knowledge in the area: the technology behind NFT Bunny allows anyone to create and sell their own NFTs. Thanks to the custodial wallet, users will not have to undergo complex procedures (Metamask, etc.) to buy and sell their work. For more advanced users, NFT Bunny supports all services offered by decentralized environments.

Through the NFTs trend, NFT Bunny aims to give all digital creators the opportunity to monetize their work which will be easily accessible within a secure space for one’s own privacy and that guarantees integrity for all creators globally.

Our mission is to educate creators and users about this new way of buying and collecting digital content.

By saving property rights of all content on the blockchain, we return value to art and media content that, over the years and with the introduction of social networks, have lost their value or have not been adequately appraised.
1.3 What are the goals of NFT Bunny?

On currently available social networks, digital content created by artists is not properly valued, being publicly available and accessible, ultimately limiting their performance.

In this aspect, NFT Bunny aims at generating value from digital content by creating an exclusive environment, on a platform accessible to all where content is obfuscated. Content that will also be able to be publicized in an exclusive and collectible form.

Furthermore, this format offers security (high-quality privacy policy) and professionalism (high-quality systems) both for creators, and users interested in buying NFTs.
2. How does it work?
Through NFT Bunny’s platform, all media content and NFTs created by artists will be registered (tokenized) on the blockchain, thus allowing the sales of exclusive content, thus unique, in the form of an NFT.

All digital content can be owned and traded both privately – through users’ wallets – and publicly.

The NFT Bunny portal is composed of 2 sections, a management section for creators and a public section for all users who sign up to the platform:

1. Inside the management section, only the system administrators (creators) will be allowed to do the following:
   a. Management of users subscribed to the system:
      i. Option to block users
      ii. View the data log of specific users
   b. Moderate the feed and posts created by users on the system:
      i. Administrators will be able to remove posts made by users from the system
      ii. View all content that has been reported as “Not appropriate” on the system and remove it
   c. View the transaction history of all payments made on the system
   d. Access an external portal for assistance and to create “support tickets” to submit
2. The public section takes inspiration from other well-known and successful platforms such as Facebook, Instagram, Twitter, and OnlyFans to develop its functionalities.

The public platform will be accessible to all users prior to registration, allowing anyone to create content and view content of other creators.

All main functionalities of the platform are summarized here below:

• **Registration of new users:**

New users can register directly to the platform using their email or via other social networks (Facebook, Instagram, Google, Twitter.) All users will be able to recover and reset their passwords in case it is lost or forgotten.

Every user will have a private section where they will be able to independently manage their personal information.

Personal information managed by the system will be Name, Bio, additional personal information, typology, website, social network, management of own credentials.

Every user subscribed to the platform can manage the contents displayed on their respective feed, through:

• Follow/Unfollow of content creators
• Likes to content
• List of favorite users
• Favorite content
• Every user can share content, both NFTs and normal content
• Every user can make donations to content creators on the platform
Every time content is shared or published, users will have different options to interact with the content:

- Like
- Comment
- Share (URL, APP [Twitter, Facebook])
- Only for NFT: Add to favorites
- Only for ASTA: Create offers
- Only for fixed-price purchases: Buy NFT

Following a payment (made with cryptocurrencies), a real-time chat will be made available to the users to talk and share private content (text, images, video, emoji) as well as notifications, suggestions, and highlights.

A management system for notifications and data regarding content will also be provided on the platform based on the users’ actions (AI). This management system gives insight into content’s views and likes and highlights successful content made by content creators.
2.1 All the advantages

Decentralized networks for the management of NFTs are not simple to use. For example, the verification of authenticity, the sale, the purchase, and archiving of an NFT all require some knowledge of blockchain technology.

NFT Bunny has made all these functions simple and intuitive for any user who owns a smartphone and has access to the internet. This is what gives NFT Bunny the potential for widespread adoption and to become an icon on a worldwide scale!

With NFT Bunny, creators and artists can:
1. Create, earn and guarantee a return for all content

Thanks to NFT Bunny, creating media/NFT content is a simple process that doesn’t require complete knowledge of the blockchain and cryptocurrencies. The amount obtained by the creator of the content will be 92% of the value generated by the sale of the NFT, with a net commission of 8% (excluding gas fees, which in the minting phase will be at the expense of the creator, while in the sale stage at the expense of the buyer of the NFT) that is withheld from the platform.

Furthermore, creators will have the opportunity to guarantee themselves a percentage as royalty for every future sale of their digital content on the marketplace within the platform, which will be released in Q1 of 2022.

On NFT Bunny, every user will have their own virtual gallery where they will be able to showcase their own NFTs. The owner of the NFTs will be able to sell their access to other users, having a further alternative of monetizing them.

2. Gaining visibility

Presenting prominent artists and offers special visibility to items auctioned by the best creators.

3. Managing an autonomous portfolio

Within NFT Bunny, each creator will have a digital portfolio available to them, that will allow them to save and sell NFTs and Tokens.
3. Privacy and Policy
One of the defining features of Bunny is its extremely rigorous approach to privacy compliance.

In designing the platform, we have put in place a process of privacy by design and default which, we believe, goes well beyond the baseline standard of blockchain-based applications, and is innovative in some relevant aspects.

From the earliest stages of Bunny’s design, and well before we had outlined the first workable concept of the platform, our DPbDD process was not only tasked with achieving compliance with our statutory obligations under Swiss federal law, Art 25 GDPR and the guidelines of the European Data Protection Board, but it also incorporated guidance from emerging frameworks such as the new privacy framework of the US National Institute for Standards.

Our advisor for Privacy/DPO has been, from the outset, fully involved with management and developers, and has significantly contributed to the design of the platform.

As an example, our IT infrastructure and our data center distribution has been designed in close interaction with our DPO so as to achieve full compliance with the most stringent requirements on cross-border data flows after the Schrems II ruling of the European Court of Justice.

We are subject to Swiss privacy laws and in scope of the GDPR. We are also closely monitoring and will incorporate, when applicable, both established and emerging statutory norms of other relevant jurisdiction, such as the United Arab Emirates.

While there is a converging legal international standard for privacy design, our aim is to make our users feel, as much as possible, that their personal data is protected within their cultural and jurisdictional frame of reference.
In developing our platform, we have used a privacy risk matrix that allows for future specific statutory regulation and guidance on blockchain-based solutions by privacy regulators such as the European Data Protection Board. We have fully implemented the guidance on privacy management in blockchain-based solutions issued by the French data protection. Authority, which represents at this time the standard in the European privacy space.

We adopt, as a baseline requirement, all state of the art and standard measures and safeguards for privacy protection, including, for example, a systematic segmentation of randomly assigned identifiers across different parts of our platforms, so as to protect users from re-identification through contextualization even by platform managers.

When dealing with a novel technology such as blockchain, which presents significant and well-known uncertainties for established privacy legislation, a risk-based approach to privacy protection, forward looking and able to recognise weak regulatory signals, is a fundamental requirement for controllers, beyond their statutory obligations.

Our DPO is a specialist in privacy risk assessment in emerging technologies, and, beside blockchain privacy, has lectured and published extensively on privacy issues in social robotics. When assessing privacy risk, and in conjunction with the rights of data subjects vis-à-vis controllers, we have given additional and pre-eminent weight, in the off-chain component of our processing, to the risk of re-identification, in view the particular value non-identifiability can have in the crypto-blockchain universe.
In following regulatory guidance which requires controllers to provide for a scaling up of privacy risk after start of processing, we have adopted as the cornerstone of our data protection posture the principle of as early as possible pseudonymization of personal data upon entry of our platform, compatible with its functionality and the purpose of processing. We have taken specific care in protecting the nexus between off and on-chain part of our platform as a crucial failure point for re-identification and individual attribution of on-chain identities.

Acting as controller, Bunny has taken extreme care in regulating all data protection aspects of its relationships with its processors. Beyond our statutory duties according to the Federal law and the GDPR, we have stipulated with our processors changes and adaptations to their technology to allow Bunny above-standard privacy compliance.

As a policy choice, we have decided to rely as much as possible on strict default design features rather than on consented processing. We will use processing based on our legitimate interest only when strictly necessary, subject to a particularly rigorous balancing test.
4. Structure and Technology
4.1 The Blockchain

What follows is a brief and concise general introduction that is not specific to any particular implementation of the platform. It is strongly advised to read the document in its entirety in order to avoid ambiguity.

Blockchain and related technologies are experiencing a period of widespread diffusion in many fields and fast technological development. At its core, blockchain is a distributed ledger in which data is archived in the form of blocks that are added sequentially, hence the name blockchain. Each block is made up of transactions, namely the information that is archived in the distributed ledger.

The most fundamental characteristics of the blockchain are immutability and decentralization. The former is achieved through cryptographic algorithms that connect each consecutive block in a secure and verifiable way. The latter is achieved through nodes that verify the validity of transactions simultaneously and attempt to add new blocks to the chain on which the data will be stored (jargon: mining).
The first step to interacting with the blockchain is having a wallet, in other words, a private/public key pair (the latter being the address of the wallet). At this point, one can create a transaction by signing it with his/her private key (which must remain secret) and communicate it to other nodes on the network. This guarantees that none will be able to impersonate said wallet. This sequence of operations just described is executed automatically and completely transparent for the users.

The nodes (that have the capacity to add new blocks) are therefore the only entities capable of adding information to the blockchain (the ledger). To preserve decentralization, different protocols have been created and implemented to allow anyone to become a node.

The most prominent protocols are Proof of Work (PoW) and Proof of Stake (PoS). In PoW blockchains, a new block is mined by calculating the counter-image of the last block mined in the chain, which is done by solving a hash function. This will connect the new block to the last block in the chain.

This operation is complex (its complexity can be pre-determined) therefore making mining a computationally intensive practice. As a consequence, the power to influence the blockchain (mining power) is retained by nodes with the greatest computational power.

To incentivize nodes to mine (to carry out complex computational calculations, which translate to large expenses in hardware and energy) many blockchains implement a reward protocol to distribute tokens to nodes for each block added to the blockchain.

The origin of these tokens can vary: tokens can be minted or transferred from users who want to execute a transaction (transaction fees).

The concept of ‘token’ is vague. In its most fundamental formulation, it can be defined as information stored on a blockchain that connects an address of a wallet to a monetary value. The manner in which this information exists and is handled varies amongst different blockchains and technologies.
4.2 Ethereum and smart contract

Bitcoin, the first and most known blockchain, has a great limitation that doesn’t allow nodes to execute complex operations that modify the state of the blockchain. On the Bitcoin network, nodes are solely used to change wallet balances. In 2013, almost as if by natural consequence, Ethereum was born. The first blockchain where nodes are able to execute arbitrary programs. Such programs are always written in a special assembly language executed by the Ethereum Virtual Machine (EVM) that every node implements.

Such programs are called smart contracts. There are numerous programming languages used to write smart contracts without having a deep understanding of the EVM. It will therefore be the language’s native compiler that will take care of the translation to assembly.

Ethereum is therefore a blockchain 2.0 that adopts Proof of Work (currently the release of Ethereum 2 is planned, which will instead adopt Proof of Stake). As such, users have to pay a fee in the form of Ether (the network’s token) in order to perform a transaction. The cost of having a node to mine the block with one’s own transaction is proportional to the complexity of the transaction, which is calculated by taking the sum of the cost (in jargon, this cost is known as gas) of the single operation in the assembly of the EVM. Furthermore, the transaction cost is determined by the congestion in the network. Therefore it is possible to manually increase the transaction fee for the transaction to have priority of being mined. Mining nodes will be incentivized to include transactions with a higher fee to earn more tokens thereby maximizing their profit.
Transactions can generally be of two types:

- Publications of new smart contracts
- Interactions of already existing smart contracts

The most important limitations to keep in mind are:

- Smart contracts cannot access data outside of the blockchain
- Smart contracts can also interact with one another, but the transaction must always originate from a wallet that signs it. Some must pay for the gas spent in this process.
- Despite all information on the blockchain being public and readable from outside, smart contracts are limited in what they can read.
- If not encrypted, it is not possible to save private information on a blockchain. However, if encrypted, smart contracts would not be able to read the information.

The power of smart contracts has thus led to the creation of many other tokens (of different types, such as ERC20 or NTFs) that live within Ethereum. It is important to remember that to execute any operation with such tokens, a gas fee to the mining nodes must be paid.
4.3 Web 3.0, EthOS e governance

Despite everything shown up to now being somewhat complicated, several technologies have been developed that enable the interaction with smart contracts in a simple and natural manner directly from the browser. Combined, these technologies are referred to as Web 3.0.

The web apps interacting with Ethereum are called Decentralized App (DAPP) and it is precisely in this category that EthOS falls.

In fact, this is both a smart contract ecosystem and a DAPP that allows the creation and management of the so-called DFOs. A Decentralized Flexible Organization is in turn a set of contracts that can be published through the DAPP and linked to the EthOS contracts.

This set of contracts provides a generic and fully expandable representation of an organization.
Tied with the concept of DFO, is the concept of governance: that is, when a DFO gets published, a special token will be published with it, called the governance token. Such a token allows for the approval of proposals, which are special contracts that change the status of the DFO.

The creation of proposals can be done by anyone (optionally, anyone who owns a small portion of the governance token) but their approval is subject to a voting system where the voting power is proportional to the number of governance tokens owned. In this context, governance tokens are also called voting tokens.

This framework is extremely flexible and it allows for the construction of side contracts built around the DFO that implement specific functionalities. These side contracts are subordinated to the DFO, meaning that a vote is required to change their behavior or to be activated.
At its core, NFT Bunny is a Dapp in the form of a web application that adopts Web 3.0 standards and a smart contract ecosystem. Such contracts are connected to the ones of a DFO created ad hoc.

NFT Bunny’s contracts implement OpenZeppelin’s standards and are all behind a proxy so as to simplify possible updates.

Excluding contracts that act/work as helpers, libraries or proxies, the contracts are:

- Exchange: The contract that executes the transfer of tokens during the exchange: Both ends must approve it and transfer their funds.
- Collection ERC721 of NFTBunny: The official NFT Bunny collection
- Collection ERC721 custom: Collection users can publish their own collection
[1] Simplifying less: they compute a subset of bytes of the counter image of a hash of a subset of the last block

[2] Bitcoin nodes are finite state automata

[3] Ethereum nodes are complete Turings, which means they can be equivalent to Turing machines


[6] https://docs.openzeppelin.com/upgrades-plugins/1.x/proxies
5. Tokenomics of NFT Bunny
5.1. An overview of the BUN Token

The NFT Bunny Token named BUN, as mentioned in the previous sections, is a token built on top of the Ethereum blockchain, the blockchain that first introduced the concept and realization of “smart contracts”. 

https://www.youtube.com/watch?v=E7EeKXoBrgE
The BUN token ecosystem

**SERVICES**
All services offered on NFT Bunny platform can be purchased with the BUN token.

**DONATIONS**
Receive donations from your fans in BUN with no fees.

**P2P NFT LENDING**
Receive a loan using your NFT as a collateral, using the BUN token you will have access to advantageous and exclusive conditions.

**MARKETPLACE**
The BUN e BUN token will give more visibility, rewards and many other advantages on the marketplace.

**STAKING**
Access to liquidity pools to get more BUN, Lower fees, dedicated NFTs, access to exclusive features.

**GOVERNANCE**
BUN token holders will be the driver of the evolution of the platform itself.

**NFT MINTING**
Thanks to the BUN token every creator can create their own NFT in a few click.
Total Supply 1,000,000,000

- Token sale: 30%
- Liquidity: 5%
- Team: 10% – 6 Month Lockup Released gradually during 12 Months
- Advisory: 3%
- Partners: 5% – 6 Month Lockup Released gradually during 12 months
- Community + Marketing: 7.5% – 25% Released Immediately, the remaining released gradually during 24 months after 6 months lockup
- Business Development: 7.5% – 25% Released Immediately, the remaining released gradually during 24 months after 6 months lockup
- Incentive Program: 1%
- Creator Incentive Program: 5% – 1 Month Lockup, released gradually during 6 months
- Treasury: 26% – Locked – (Can be unlocked only by DFO proposal)
ROADMAP

- **Kickoff**: 30/09/2021
- **Core Functionality**: 31/10/2021
- **Marketplace NFT**: 15/12/2021
- **Social Feature**: 2022 Q1
- **AR Gallery**: 2022 Q1
- **Form, News & Other**: 2022 Q1