



The
Moon Light Night

(\$MLN)

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Also, it is essential to note that this whitepaper is supplied on an 'as is' basis without any warranty covering its contents (text, data, materials, etc.) Therefore, you are implored to seek professional legal/financial advice before putting money in the Moon Light Night project.

In other words, it is in your best interest to do your research and due diligence before buying cryptocurrency because while you can garner large profits, it is equally possible that you encounter significant losses.





Table of Contents

Introduction	4
Non-Fungible Tokens and the art industry	5
The Problem	6
Drawbacks of NFTs	7
What is the XRP Ledger	7
What is Moon Light Night \$MLN	8
NFT Exchangeable Token \$NET	11
Tokenomics	12
Roadmap	14
Summary	17



Introduction

Art is the ultimate form of expression of one's soul. It is the purest channel through which human creativity and imagination can be presented in a visual form like a painting or sculpture.

It has always played a central role in human societies because it is the most unadulterated means of communicating our deepest thoughts, emotions, beliefs or other conceptual ideas.

Art is a fundamental component of culture. It is a way through which an individual can associate themselves with an idea, a collective identity or a group of people, which is why many people collect art.

Art collection can be traced back to ancient civilizations like the Egyptian, Babylonian, Chinese and Indian cultures, when they kept art objects in temples, sanctuaries, and tombs.

Over time, the global market for artworks evolved into a multi-trillion-dollar market with participants from all corners of the globe. Today, you can find rare pieces adorning the walls of famous museums and art galleries and art shows, exhibitions, and auction events.

The continuous rise in the price of artworks has made art collecting a very lucrative enterprise and contributed to the rapidly increasing number of art collectors worldwide. To many collectors, a rare painting is the ultimate status symbol that reflects sophistication, exquisite taste and proof of intellectual acuity.

In recent times, the global art market has recorded back-to-back record-breaking art sales from international auction houses. The most expensive painting ever sold is Leonardo da Vinci's Salvator Mundi which sold for \$450 million in November 2017.

Other expensive paintings include Willem de Kooning's The Interchange, which sold for ~\$300 million in September 2015; Paul Cezanne's The Card Players that sold for \$250 million in April 2011, and Paul Gauguin's Nafea Faa Ipoipo (When will you marry me) that sold for \$210 million in September 2014.

Advancements in technology have also led to the birth of Digital Art; artworks created using digital technology as a part of the process. Non-Fungible Tokens (NFTs), are a form of digital art that has gained public attention and a huge success.





Non-Fungible Tokens and the art industry

A Non-Fungible Token NFT is a digital asset. You can use it to represent a painting, a song, a photo, a video, or even an article. In other words, an NFT is a digital representation of a physical asset whose ownership and transactional data is stored using blockchain technology.

So, an artist can create an NFT from an actual hand-drawn painting or any other piece of artwork and host it on a blockchain ledger. Cryptocurrencies like Bitcoin and Ethereum are interchangeable because if you trade one Bitcoin for another Bitcoin, you end up with the same asset.

Non-Fungible Tokens, on the other hand, are non-interchangeable. Every NFT is unique to the artwork it represents and cannot be traded for another. For example, an NFT that denotes a painting cannot be exchanged for another NFT representing a piece of music because they are two distinct artworks.

However, artists can decide to create special edition NFTs minted in limited numbers for sale. For example, an artist can mint 50 copies of a painting, allowing more people to purchase it instead of creating only one NFT for purchase.

It is important to note that an NFT is not the artwork itself but the right to own it. In other words, an NFT is indisputable proof of ownership that is stored on a blockchain ledger.

Owning an NFT does not mean that other people will not be able to lay their hands on an identical digital copy of an artwork.

Anyone interested can download and replicate the image, video, music, or whatever piece of art is entrenched in an NFT. However, the holder of an NFT is the only legitimate owner of that piece of art.

2021 has recorded an endless trail of record-breaking sales. In March 2021, digital artist and designer Beeple sold his 'Everyday: the First 5000 Days' NFT collection for \$69.3 million to make it the most expensive NFT artwork ever sold.

Other popular NFTs include those from the CryptoKitties and CryptoPunk NFT collections. CryptoPunk #7523, for instance, is worth \$11.75 million. Another notable NFT is Save Thousands of Lives, created by NooraHealth to raise funds for new mothers and their babies in South Asia. It sold for \$5.23 million.





The Problem

The NFT market is expanding, rapidly creating abundant opportunities for artists, investors, art collectors and other participants from all corners of the world. It is laden with multiple streams of income that artists can leverage to monetize their art and build wealth.

Unfortunately, the massive success of NFTs is concentrated in the hands of a small segment of artists. Only tech-savvy digital artists current with trends in the art industry have been able to harness the total capacity of NFTs. They enjoy a front-row seat and have already pocketed millions of dollars from this nascent industry.

Sadly, millions of artists from developing countries in Africa, Asia and the middle east have been relegated to the sidelines because they lack the tools or access to this enormous market.

The chief problem is that many of these artists are behind on the latest digital art and technology trends. Many have never heard of NFTs and may find it difficult to believe that they can sell a collection of digital artworks for millions of dollars.

They are unlike their contemporaries in the developed world, whose creations adorn buyers' homes, hang on the walls of museums, feature in art shows, exhibitions, and so much more.

These marginalized artists know very little of the internet and have no way to connect with investors who may be interested in buying and publicizing their work.





Drawbacks of NFTs

NFTs are typically built on the Ethereum blockchain because it was the first blockchain network to support non-Fungible tokens using its ERC-721 standard. However, the Ethereum blockchain network is plagued with several issues that make it a less desirable option for trading NFTs.

Whenever the volume of transactions on the Ethereum network increases rapidly, it gets clogged, and that causes transaction fees (gas fees) to skyrocket. As such, if a user is unwilling to pay the outrageous gas fees, they will have to wait until the network clears up before their transaction grows through.

In other words, the Ethereum blockchain network is a slow and costly platform that suffers limitations in terms of scalability to handle many NFT transactions at once.

What is the XRP Ledger?

The XRP ledger is an open-source, public blockchain that facilitates efficient global payments. Transactions on the XRP ledger are confirmed within three to five seconds, and the ledger can process thousands of transactions simultaneously.

Unlike Bitcoin, Ethereum and other popular cryptocurrencies, the XRP ledger is not built on a Proof-of-Work or Proof-of-Stake system. Instead, it validates and confirms transactions with its custom-built consensus protocol that also eliminates double-spending.

The XRP ledger is decentralized; it facilitates swift peer-to-peer, cross-border transactions at a low cost. All transactions are confirmed in a matter of seconds. It is an efficient alternative to the Ethereum blockchain network for handling NFT transactions.

It speeds up the process of buying NFTs because buyers and sellers do not have to pay enormous transaction fees or wait endlessly before transactions are confirmed.

The XRP Ledger facilitates lightning-fast transactions between artists and sellers regardless of the price or location of both parties. It also comes with a built-in decentralized exchange for cryptocurrencies and support for stablecoins which make it perfect for trading NFTs.



What is Moon Light Night MLN?

The MLN project leverages state-of-the-art blockchain technology to eliminate the challenges that new artists face getting their work to the global market. It is a confluence where talented upcoming artists meet with art enthusiasts, collectors and investors.

Upcoming artists from Africa, South Asia, and the middle east find it hard to get the attention of art galleries, art collectors and others who truly value their work and are willing to pay handsomely.

MLN is perfect for artists from developing countries because these countries typically lack a functional market for digital art. These artists can leverage MLN to connect with investors who know the actual value of art and pay millions of dollars to acquire rare artwork.

With MLN, these artists will gain international recognition for their work and direct access to the global community of art enthusiasts, buyers, collectors, investors, etc. and effortlessly monetize their work.

The primary objective of the MLN Platform is to provide artists with the tools they need to monetize their art, create multiple streams of income, and build a better life. On MLN, artists can easily tokenize their work and sell them as NFTs.

Joining MLN is easy as an artist, all you have to do is register on the MLN website and upload a sample of your work. MLN will showcase your work to an international community of art enthusiasts, buyers, investors and sponsors that frequently visit the MLN website gallery to scout for fresh talent and exquisite artwork.

The MLN platform is designed such that if an investor, art collector or enthusiast is impressed by your sample, they can sponsor you to create a collection of several your artwork and release them as NFTs.





What is Moon Light Night MLN?

Below is a step-by-step breakdown of how the MLN process works:

▶ Step 1

Artists register on MLN and upload samples of their best work.

▶ Step 2

Sponsors surf through the fascinating MLN gallery containing exquisite artworks created by gifted artists from all over the world.

▶ Step 3

Sponsors then pick any artwork that most captures their attention and reach out to the artist to request a full NFT collection of similar artworks.

▶ Step 4

The sponsor and artist negotiate the specifics and enter into a contract after which the investor will make a deposit payment for the collection in MLN tokens.

▶ Step 5

The artist commences work on creating the full NFT collection after confirmation of payment (typically takes less than five seconds).

▶ Step 6

Upon completion of the collection, the artist will then upload to the platform and claim the deposit payment earlier made by the sponsor.

▶ Step 7

The revenue generated from sales of the NFT collection will then be shared between the sponsor according to the terms specified in the contract they agreed to.

▶ Step 8

Five percent of the revenue generated from NFT sales is reserved for the MLN platform.

The Moon Light Night (MLN) token will serve as the native currency of the MLN platform. It will function as the gateway between artists and investors, facilitating all transactions as the primary means of exchange and investment vehicle.

Investors who want to invest in an artist's career or sponsor NFT collections will only be able to do so with MLN tokens. Artists will also receive sponsorship and payments in MLN tokens.



What is Moon Light Night MLN?

One of the remarkable features of the MLN platform is that it puts the power in the hands of artists so that they can get the credit and reward they deserve. For instance, on the MLN platform, artists retain full copyright and still generate revenue.

With MLN, artists can finally enjoy multiple streams of income from every piece of art they create. An artist can mint numerous copies of one NFT and easily 10x the revenue he would have made if he sold one physical copy of the same artwork. Also, every time any one of those ten NFTs is sold, the artist remits a percentage.

Furthermore, the Moon Light Night ecosystem is built on the XRP ledger, which automatically inherits all of its features and functionalities. It is decentralized, and there are no middlemen, intermediaries or any other third parties involved. Artists and investors can communicate directly with each other and enter into transparent, immutable contracts.

The underlying blockchain technology guarantees a safe and secure ecosystem where any two parties can come together and transact business without fear or apprehension. Transaction details are recorded and timestamped on a public ledger providing irrefutable proof that users can easily retrieve.

At MLN, we are committed to protecting the environment. It is in line with this commitment that we created the Consensus Protocol. Unlike the Proof of Work or Proof of Stake mechanisms, it is a highly energy-efficient transaction confirmation mechanism that requires little computing power to operate. Artists can mint and trade their NFTs with the assurance that they are in no way harming the environment.

Investors also stand to reap abundant rewards in the MLN platform. They enjoy incredible ROI when they invest in talented artists. For every NFT that an investor sponsors, they are entitled to a certain percentage of the revenue it generates.

An investor can easily make millions of dollars by sponsoring an NFT collection that goes viral. MLN ensures that it is a win-win situation for all parties involved.

Artists gain recognition and get paid while investors make great Returns on Investment (ROI).



What is Moon Light Night MLN?

Art buyers are also not left out of the action on the MLN platform. When a buyer acquires an NFT artwork, he is certified as the legitimate owner of that piece of art. That ownership information is recorded on the blockchain where no one can ever alter or challenge it.

Every NFT on the MLN platform is unique, and therein lies its charm. Owning an NFT means possessing ownership of an artwork that is one of a kind, a collectible. And, like all collectibles, the value of an NFT will only appreciate as time passes.

In other words, MLN NFTs are an excellent investment asset. They cannot be stolen because they are secured on an immutable public ledger, and buyers can trade them for huge profits whenever.

NFT Exchangeable Token \$NET

Sales of NFTs on the MLN platform will adopt a different cryptocurrency called the NFT Exchangeable Token \$NET. In other words, \$NET will serve as the default currency during all pre-sale and airdrop events for NFT Collections launched on the MLN platform.

One \$NET token is equivalent to 0.01XRP. For every NFT project launched on the MLN platform, we will release \$NET that is equal to the total value of the collection. So, if an NFT collection is worth 50,000XRP, we will release 5million \$NET.





TOKENOMICS

- **Token Information**

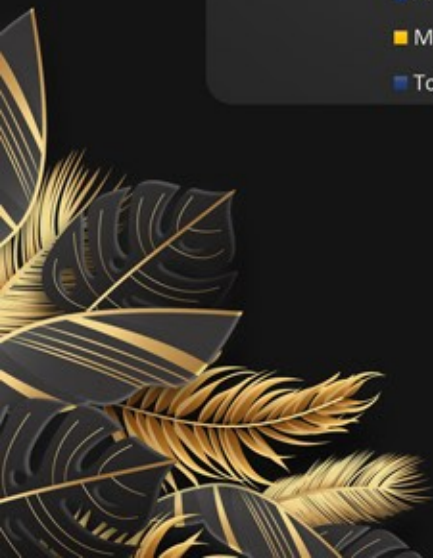
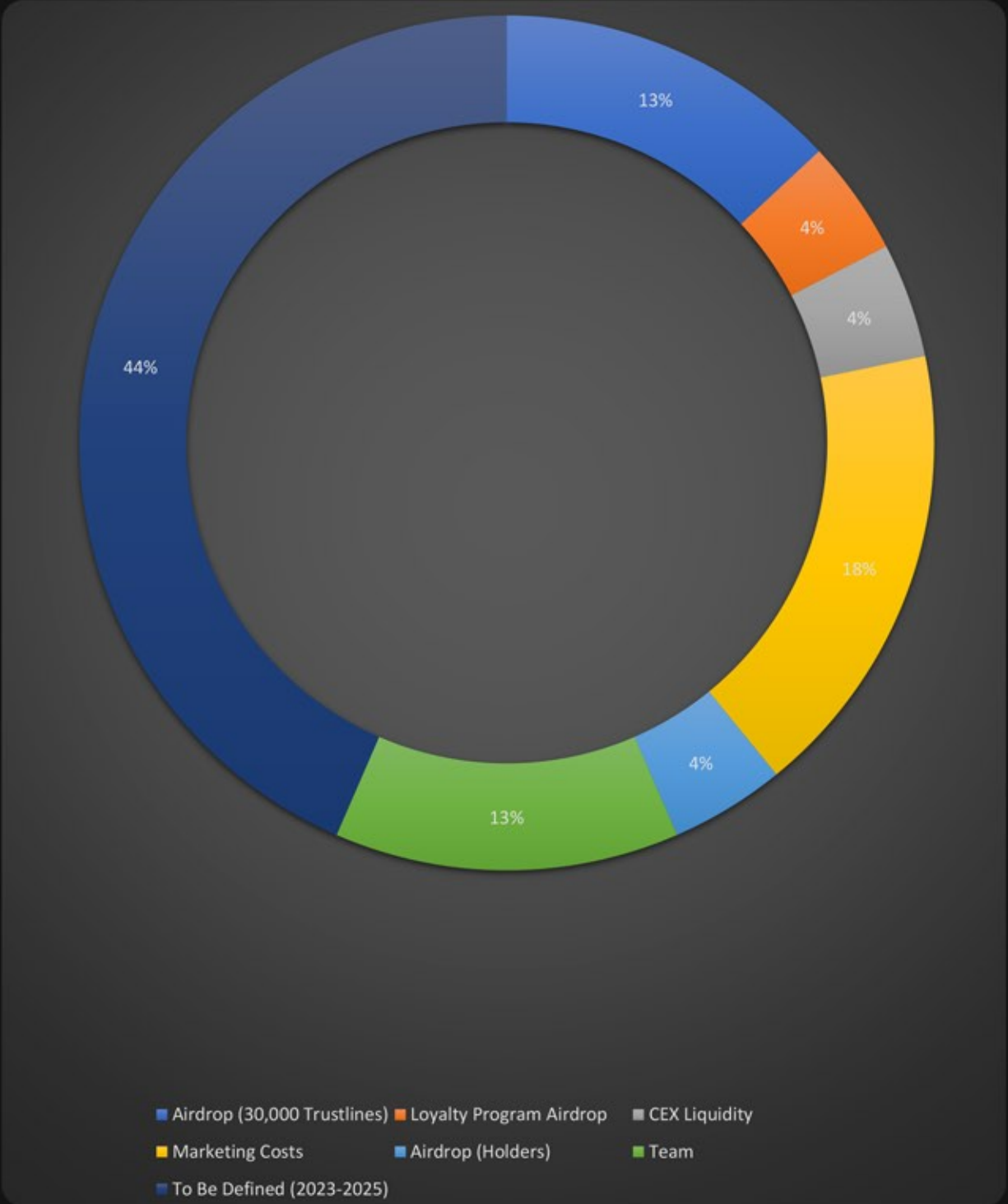
NAME	Moon Light Night
SYMBOL	\$MLN
TOTAL CAP	23,000,000
PURPOSE/USE	Means of payment, store of value, cross border payments, utility, investment asset, etc.

- **Token Allocation**

PURPOSE	ALLOCATION
Airdrop (30,000 Trustlines)	3,000,000
Loyalty Program Airdrop	1,000,000
CEX Liquidity	1,000,000
Marketing Costs	4,000,000
Airdrop (Holders)	1,000,000
Team	3,000,000
To Be Defined (2023-2025)	10,000,000
TOTAL	23,000,000



TOKENOMICS





ROADMAP

At MLN, our mission is to become the leading launchpad for upcoming artists to break into the global NFT art market and connect directly with billions of art enthusiasts from all around the world.

We have broken this journey down into an actionable step-by-step roadmap shown below.

1st November 2021

- ✓ We clearly defined the idea and the project,
- ✓ Issued \$MLN, and
- ✓ Started to grow our community on Twitter.

12th November 2021

- ✓ We airdropped three million \$MLN tokens to thirty thousand trustlines,
- ✓ Released the first version of the MLN whitepaper,
- ✓ Started to build a community of artists on Instagram,
- ✓ Created the MLN Telegram Channel for announcements and voting,
- ✓ Started our loyalty program, and
- ✓ Defined the specifics of our holder airdrop program.

15th November 2021

- ✓ We sponsored the first NFT collection and started preparing all necessary resources required for the collection,
- ✓ Continued work with creating awareness and growing the MLN community on our social media platforms,
- ✓ Launched our discord server and invited the MLN community to join,
- ✓ Continued sponsorship for successive NFT collections



ROADMAP

1st December 2021

- ✓ We launched our first NFT collection and started presales,
- ✓ Continued to launch more NFT collections.

15th December 2021

- ✓ We will launch the first version of the official MLN website,
- ✓ Conduct the holders' airdrop program, and
- ✓ Begin work with designing a second version for the official MLN website.

16th December 2021

- ✓ We will list the \$MLN token on SWFT. It is a cross-chain platform/app where you can swap your \$MLN tokens with nearly three hundred other cryptocurrencies.

20th December 2021

- ✓ We will list the \$MLN token on Bitrue (a centralized exchange for cryptocurrencies), and
- ✓ Continue proposals to list the \$MLN token on other centralized exchanges.

10th January 2022

- ✓ We will conclude pre-sales for the first three NFT collections sponsored by the platform, and
- ✓ Start minting NFTs to trade live in the marketplace.





ROADMAP

15th January 2022

- ✓ We will start publishing other NFT projects on the MLN platform.

15th July 2022

- ✓ We will launch the MLN platform's NFT marketplace where you can buy and sell any NFTs of your choice.

15th September 2022

- ✓ We will launch the Moon Light Night app

1st January 2023

- ✓ We will hold the first auction and exhibition event for MLN token's NFT collections.

2023 to 2025

- ✓ We will be planning tokenomics for the remaining ten million MLN tokens, and
- ✓ Continue working to drive growth and development to the MLN platform.





Summary

There are endless opportunities in the world for artists. Rare artworks are valued highly and sold at auctions for millions of dollars. These pieces beautify their owners' homes or hang proudly on the walls of museums around the world.

NFTs are a recent phenomenon that has taken the world by storm and are on a mission to transform the art industry completely. Many of these NFTs have broken art sales records worldwide, and it looks like there's no stopping this trend.

Sadly, millions of artists (especially in developing countries) are completely unaware of the opportunities that exist in the global art industry due to advancements in technology. Without direct access to buyers and art investors, they are left stuck with no hope in sight.

Moon Light Night is the platform most equipped to solve the problems that these marginalized artists face. It breaks down every barrier and establishes a direct line of communication between artists and investors to allow for seamless collaboration.

It is built on the XRP ledger, which facilitates fast, secure, low-cost transactions between any two parties. The entire MLN ecosystem is laden with opportunities for artists and art investors to make huge profits.

The MLN project is still in its early stages. As such, now is the best time to get involved with the project. You do not want to miss out!

