RAVEN

THE REVOLUTION
OF NFT
CONCEPT CARS

"The car has become an article of dress without which we feel uncertain, unclad, and incomplete in the urban compound."

Marshall McLuhan

Abstract

Raven team develops **NFT car concepts** exclusive in their style and distinguished by very **high-quality standards**. It offers high-end 3D vehicles to enter a place in the market serving not only auto enthusiasts, but also other people attracted by some emerging opportunities brought by an innovative digital art and available in the blockchain.

Our car models are not generated algorithmically but they are conceived and realized by the passion of our **professional designers**. The products on offer are mainly oriented to car lovers and people addicted to crypto who are interested in the NFT world as an investment opportunity and a way to get a status symbol in the DeFi community.

NFT concept cars developed by the team will propose a **much better quality** compared to its main competitors in the market: the intent is to put this outstanding value as core of the project. The brand's first releases will be focusing on collectibles. Products issued will include Super Cars and Hyper Cars with prices based on factors such as the rarity and the unicity of each model.

Our NFTs are produced with last generation engines and modelling software, and they are rated as **premium products** thanks to the finest design and modelling criteria.
Our mission is to bring NFT car concepts at the next level by raising quality standards and developing a strong brand loyalty.

NFT Ecosystem

NFT stands for 'Non-Fungible Token' and represents a unit of data stored on a blockchain. NFTs are essentially digital representations of a work of art that exists on the blockchain. Unlike Bitcoin and other cryptocurrencies, each token certifies that a digital asset is one of a kind and therefore cannot be replaced with anything else.

Digital art's market is seeing a particularly large boom with NFTs becoming commonly collectable and tradable items available in the blockchain. NFTs digital art is becoming a bit of a status symbol also because of many influencers and online personalities starting to collect them as well as using them as profile pictures on their various social media accounts. With NFTs becoming highly valuable, this new trend could potentially end up making those people seem a lot more prestigious in the web community by displaying NFTs as truly and unique pieces of art that no one else would be able to copy.

Ethereum is the most popular blockchain for NFTs digital art right now. In the Ethereum crypto world, assets are grouped into fungibles and non-fungibles: fungible assets are represented by ERC-20 tokens while non-fungible assets are represented by ERC-721 tokens.

Technology

Raven is a project powered by the **Ethereum blockchain**.

Our innovative NTF cars will be purchasable and safely collectable on the Ethereum blockchain thanks to the ERC-721 token standards, some unique identification numbers that will grant full ownership rights to its owner. **3D digital car models** can be hodled or traded fast and easily on **OpenSea**, the main NFT marketplace as of today. The team is also evaluating to use some other marketplaces such as **Foundation** and **SuperRare** to propose its new collections.

Price of NFT cars will be displayed in **ETH** (Ether).

Product

Raven will offer a wide range of **high-quality NFT Super Cars and Hyper Cars** with a unique design developed by its **experienced team**. The goal is to push the limits of digitally conceived cars toward new boundaries, starting with some first releases focused on collectibles.

Our models are judiciously crafted by professional designers like it happens in the real world and the offer for each collection is focusing on some main aspects:

1. **Sophisticated** automotive digital art distinguished by an exclusive 3D design

2. Shortage of the release with NFTs issued in **limited editions**

3. **Status symbol** in the Web 3.0 generation

4. **Investment opportunity**

Design Process

Creating process for each single model can be summarized in six different steps:

Phase 1 – Research
The marketing department identifies the essentials for a specific product following the inputs received from the community as well as from the market.

Phase 2 – Concepts and Ideation (Sketches)
The designers produce a high volume of sketches and thus start shaping the new exclusive model.

Phase 3 – Sketching and 2D Renderings
After an attentive selection of key sketches, designers start drawing an ultimate image of the new concept car.

Phase 4 – 3D Modelling
The modelling team develops the 3D model with the aid of CAD-CAS (Computer Aided Design/Styling).

Phase 5 – Visualization and CGI (Computer Generated Imagery)
The visualization team dive into rendering process with the aid of latest generation rendering engines to simulate and achieve a photorealistic look of the concept car.

Phase 6 – Customization
Once the new concept model is finalized and by using the same rendering process, a variety of unique customizations and configurations is developed.

Car Specifications

As it happens in real life, concept cars developed by Raven will have some distinctive features and each model released will be provided with some detailed specifications, comprehensive of technical data and performance data.
The parameters available for all vehicles issued will consent to differentiate the various versions of the car and will also contribute to add some unicity to the products on offer.

Technical data are including:
- Engine
- Maximum power

Performance data are including:
- Max speed
- Acceleration

Customization

Raven will give the opportunity to its customers to **configure cars** depending on one's tastes before official launches. The main target is to propose innovative NFT concept cars distinguished by devotion to **hig quality design**, with a strong commitment to **realism** and **professionalism**. The team also intends to develop a user-friendly car configurator, this will help to increase the value inside the community and to expand the experience for each customer.

Community

Raven is a **community-based project** directed to people who already own or just want to start a collection of NFTs, with a particular focus and interest in the world of the automotive.

The involvement as well as the engagement of the community in designing and modeling processes will help to build and also to enhance the **brand loyalty**.

By proposing some **superior products**, we also aim to attract and to retain inside our community people from the world of traditional art, collectors, and others intrigued by brand new boundaries made possible by digital technologies.

Whitelist

Raven is a **luxury brand** that will give to its community the opportunity to be whitelisted before the drop of the new releases. The **whitelist** will give access to some **benefits** such as **exclusive customizations** available before the official launches in the NFT marketplaces.

The team will announce the unveiling of the new collections on the website, through main social medias, and during public events. Communications regarding the whitelist will be done through our **Discord** and **Telegram** official channels.

Team

Chief Executive Officer	Chief Design Officer	Chief Finance Officer	Chief Technology Officer	Visualization Artist
Matteo Gentile	**Matteo Drovetto**	**Nicolò Plaja**	**Stefano Perazza**	**Valentin Becart**

Roadmap

Q1 2022: Project established

-Team is built and project guidelines are established

-Development team starts creating the first car model (super car)

Q2 2022: Expect Raven

-Start of the marketing campaign

-Development of social media activities

-Web site is completed

-Model GT is completed and first collection gets released on OpenSea

-Establishment of first partnerships

Q3 2022: Development

-Development team starts creating the second model (hyper car)

-Build an active community

-Improve project awareness and brand loyalty

Q4 2022: Consolidation

-Research for new partnerships

-Intensification of marketing and communication strategies

Future Challenges

Our team is always looking for new challenges to increase and improve the **quality of the experience** perceived by the community to:

*   Keep **expanding the collection** of superior quality 3D digital vehicles

*   Implement a user-friendly **car configurator**

*   Develop **partnerships** and **interoperability** with the world of gaming

*   Enter the **metaverse**

And so much more to come...!

Contact us

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