



## **The Scarab Experiment**

**A Shared Artist Persona for Anyone to Become**



## Introduction

While the development of artist communities has been tackled successfully in the past the lack of decentralized authority creates a top heavy model that is flawed. Usually this causes a few to hold all the social and financial power from the success of a community built by so many members and volunteers. With *The Scarab experiment* that power is spread wider through a decentralized model where a centralized authority of Core Members act as a guide rather than a controller. In time the Core will be decentralized as well but greater tools in automation will need to be realized before this possibility is executable. For now we will address the main issue for *The Scarab experiment* which is creating a sustainable, transparent artist persona and its community that can scale while remaining viable and secure.

## The Persona

A persona is a role that's adopted by someone but we've taken this further to be a role adopted by an entire community. In creating Scarab we wanted an artist that anyone could be a part of, or "become". In the future we see many other personae coming to the blockchain for funding and support and not just artists but musicians, athletes, and actors. With Scarab we seek to be the first time this is done and create a new type of artist which is a shared artist persona.

## The Problem

Creating a transparent and sustainable artist persona that's backed by a community which can scale while remaining viable and secure.

## The Solution

To use blockchain issued tokens or coins for immutable recorded transactions in order to verify the communities decisions and enable transparency regarding finances.

## **Voting**

The voting process is important and will be conducted through the Scarab system whenever an issue arises. All artwork that qualifies for a vote will be submitted through the system voting process to possibly become an official artwork of Scarab.

## **Artwork**

Scarab will create 50 works of art through the submission process. Each artist whose work is chosen as one of Scarab's official works will receive one thousand Scarab Tokens.

## **The Scarab Tokens**

Created on the Counterparty platform there are 100,000 Scarab Tokens. They will be available through our vending partner Coindaddy.io.

## **The Core**

The Core Members are the developers, executives, and designers that wish to remain under the radar so that the focus stays on the artist, Scarab.

## **Overview**

Scarab does not offer a new technology, instead Scarab is a creative application that utilizes currently available digital tools in a NEW way. This makes the project executable immediately and ready for roll out. Ultimately the strength of the community will decide the outcome of this project.

After the 50 artworks of Scarab are chosen Scarab will continue to scale into what we call *The Scarab's Chain*. If all goes well with *The Scarab Experiment* then *The Scarab's Chain* will initiate which is very much like the experiment except that there won't be a limit on the number of artworks so that the process can continue indefinitely. At this time the system will become completely decentralized and The Core Members will be removed. Insight gained from *The Scarab Experiment* will be used to refine and perfect The Scarab's Chain.