

BLUE  
Club

presents

MYNFT

WHITE  
PAPER



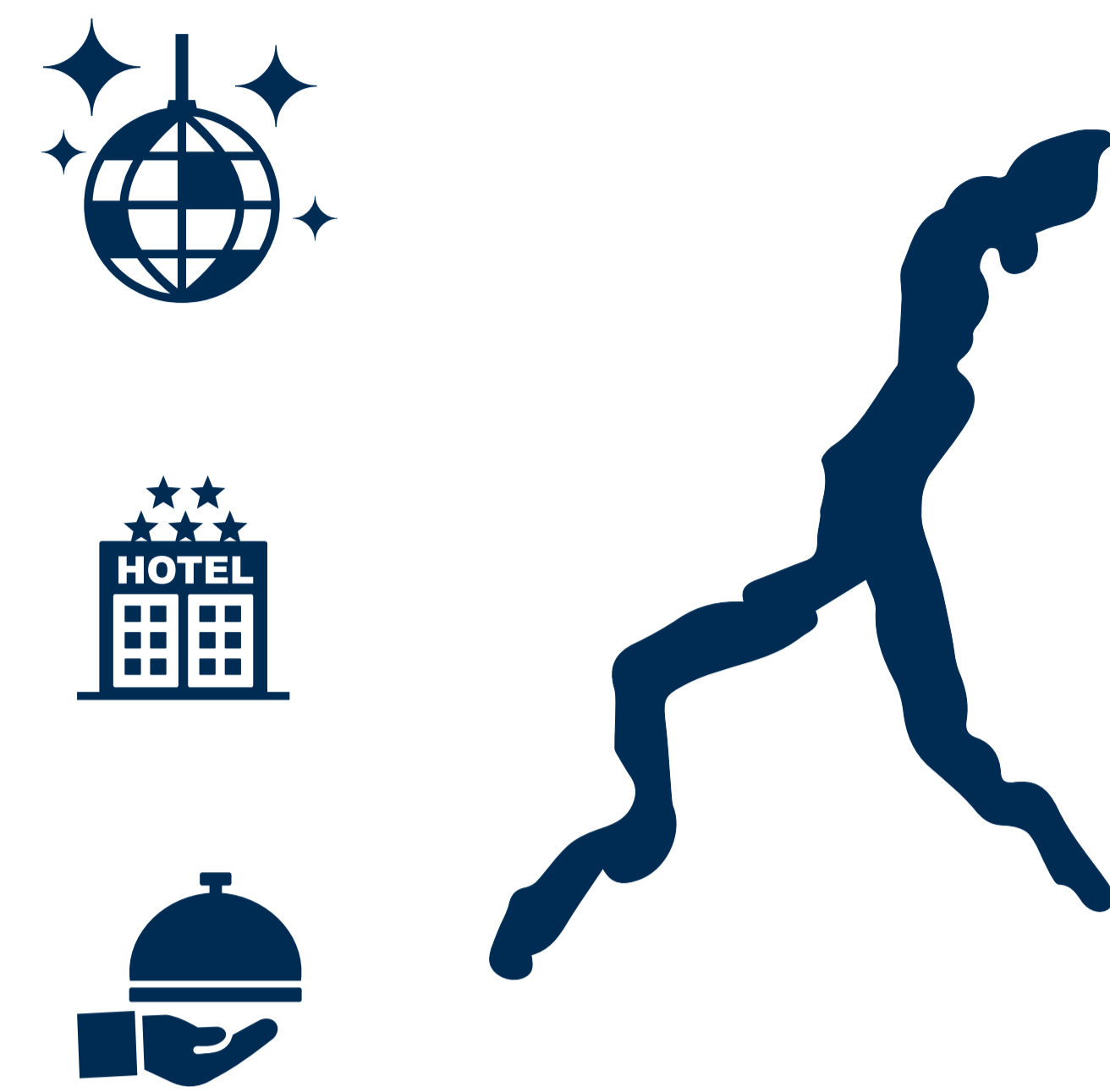
LAKE COMO

# Executive Summary

MyBlue World is a company born to innovate the territory and to improve the local tourist proposals with regard to physical and digital entertainment through the technology projects developing. Like first step we decided to combine the physical with the digital by founding MyBlue Club, the World's first private circle at Lake Como dedicated to the leisure, exclusive events on the lake and unique Social Experiences

allowed by owning a MyNFT Membership Card. MyBlue World is backed by Brightnode, a team highly experienced within business development, e-commerce, marketing and importantly have advanced knowledge of blockchain. MyBlue World's main purpose is to push to another level the local tourist entertainment proposal through the adoption of blockchain technology

# Introduction

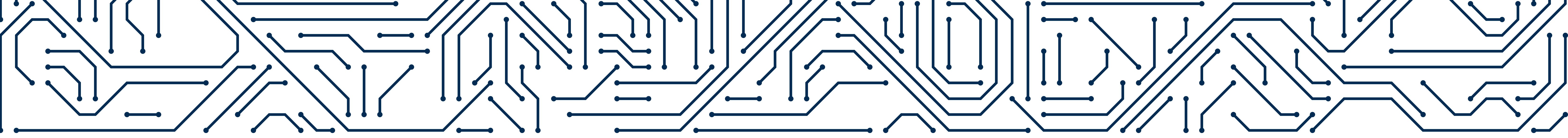


MyBlue Club has been founded to be an exclusively circle dedicated to Lake Como lovers, gourmet fans and party people.

The user, after purchase MyNFT and registration on [myblue-world.com/mynft](https://myblue-world.com/mynft) will be able to be a member of MyBlue Club. It is built on the Ethereum Blockchain, making it easy to scale to the masses as the Ethereum Blockchain fixes the problem of Scalability, Security and Decentralisation.

MyNFT and MyBlue App (lake como app) are conceived because we aims to create a user base for the Travel-Microverse of Lake of Como, a digital world where anyone from anywere can discover it or simply have a meet with friends or colleagues.

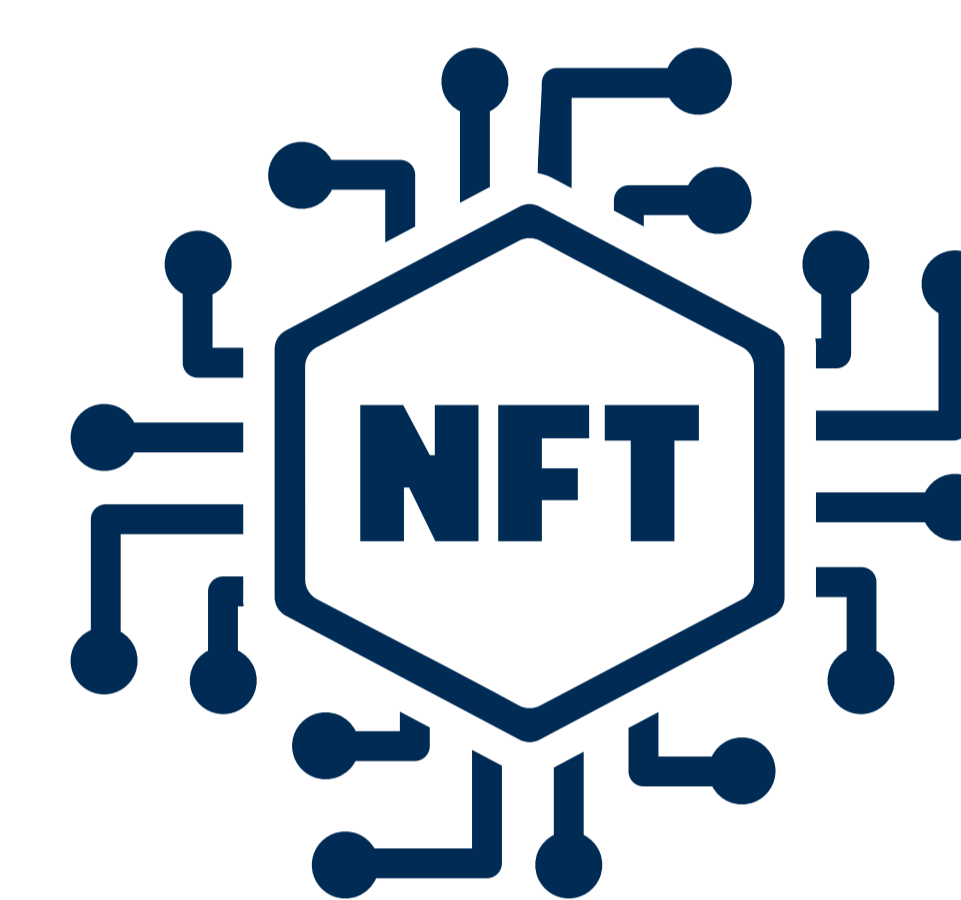
**MyNFT, can be also an opportunity for local hotels, restaurants ecc.. to have a viable stream of revenue and to be one step ahead and innovative**



# What is an NFT?

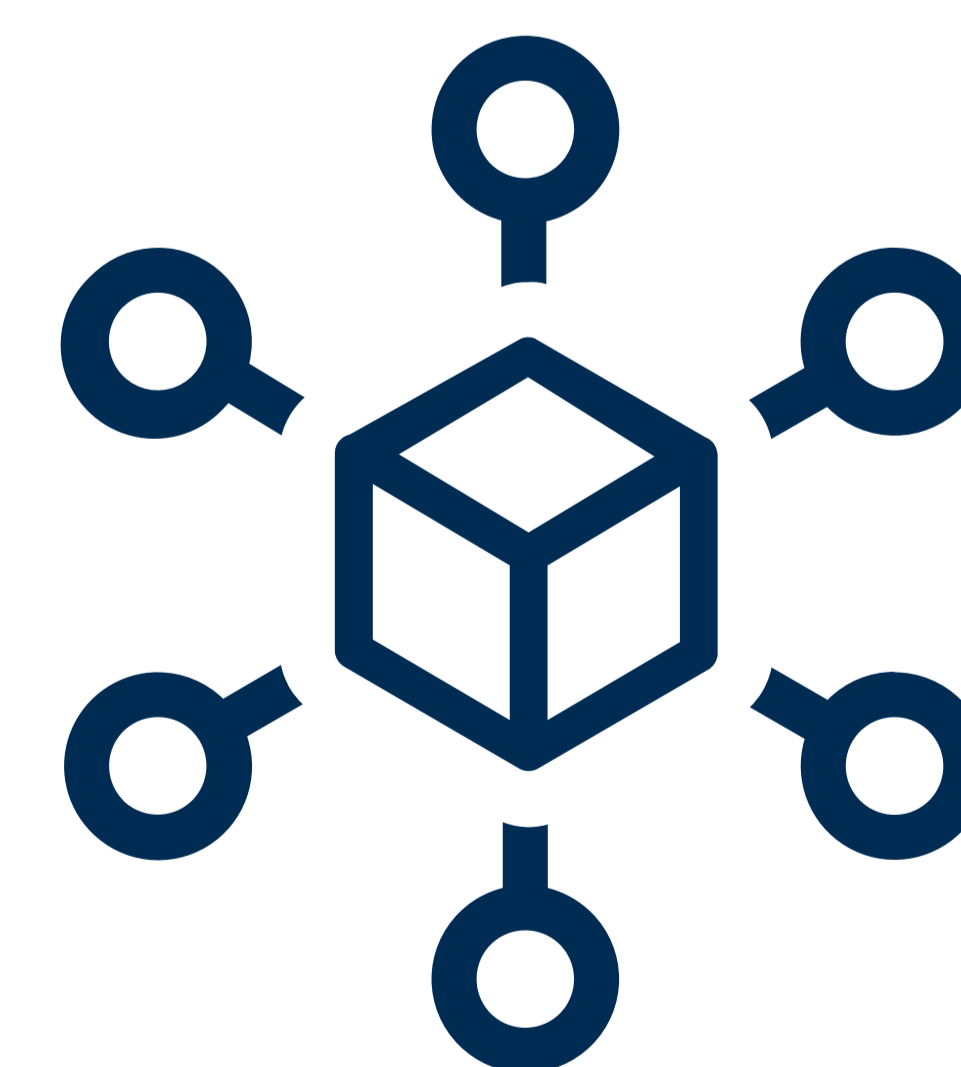
**A non-fungible token (NFT) is a unit of data stored on a digital ledger, called a blockchain, which can be sold and traded.**

**The NFT can be associated with a particular digital asset such as image, video, audio file etc.**



NFTs function like cryptographic tokens, but unlike cryptocurrencies such as Bitcoin, are not mutually interchangeable, in other words, not fungible (e.g. one bitcoin is equivalent to any other bitcoin while every NFT may represent a different underlying asset and thus have a different value).

NFTs are created when blockchains string records of cryptographic hash, a set of characters identifying a set of data, onto previous records, therefore creating a chain of identifiable data blocks. This cryptographic transaction process ensures the authentication of each digital file by providing a digital signature that is used to track NFT ownership.

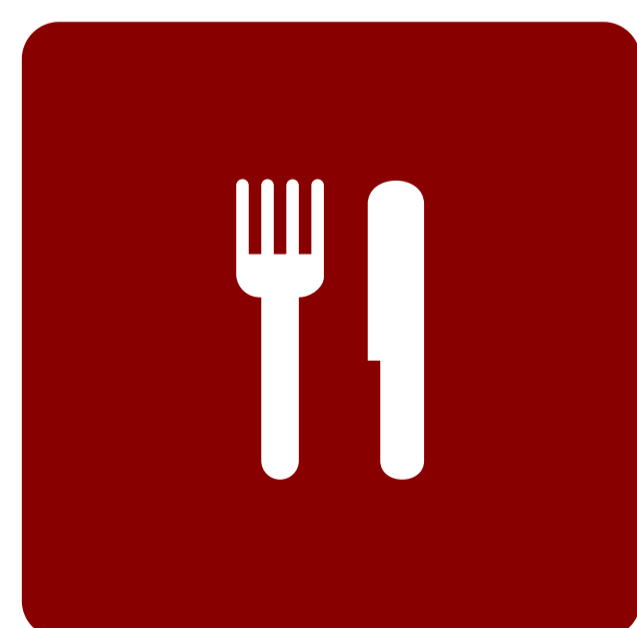


# Lake Como

## Italy



## Activities



Restaurants  
&  
Gourmet



Locals



Events



Instagrammable  
Places



Seaplane  
Tours



Boat



Party

# Lake Como Italy

For two thousand years, Lake Como, located in Northern Italy, has attracted the most artistic people in the world inviting them to relax, to be inspired and to make contact with the beauty of nature in one of the most romantic locations in the world. The legendary historic villas of Lake Como are a wonderful opportunity to go back in time and experience the life of the wealthy European and Noble families who lived there, the famed novelists who

wrote, the composers who created, the artists who painted, and the people who fell in love, all inspired by the charm of this special Italian paradise.

# MyNFT Collections

MyBlue Club offers  
3 types of NFT

LARIUS

LUCIA



# LARIUS

Larius is an art collection of the 10 main historical villas on the lake of como, starting from the magnificent Villa La Pliniana to Villa Balbianello, famed for hosting the famous few film scene like Star Wars II and Casino Royale with the famous character James Bond.



## Q&A

How become a member?



**1. Sign Up** on [myblue/mynft.com](https://myblue/mynft.com)



**2. Connect Your Wallet**



**3. Select MyNFT**

### Wallets available



Metamask



Trezor



WalletConnect



Ledger

### Marketplace



OpenSea

6.