

Хотите получить LitePaper на Вашем родном языке? **Напишите на [info@artbliss.eu](mailto:info@artbliss.eu)**

Vous souhaitez recevoir le LitePaper dans votre langue nationale ? **Écrivez à [info@artbliss.eu](mailto:info@artbliss.eu)**

Möchten Sie das LitePaper in Ihrer Landessprache erhalten? **Schreiben Sie an [info@artbliss.eu](mailto:info@artbliss.eu)**

¿Quiere recibir el LitePaper en su idioma nacional? **Escriba a [info@artbliss.eu](mailto:info@artbliss.eu)**

Vuoi ricevere il LitePaper nella tua lingua nazionale? **Scrivi a [info@artbliss.eu](mailto:info@artbliss.eu)**

Chcesz otrzymać LitePaper w swoim języku narodowym? **Napisz na [info@artbliss.eu](mailto:info@artbliss.eu)**

Wilt u de LitePaper ontvangen in uw nationale taal? **Schrijf naar [info@artbliss.eu](mailto:info@artbliss.eu)**

Ar norétumète gauti LitePaper savo gimtąja kalba? **Rašykite į [info@artbliss.eu](mailto:info@artbliss.eu)**

Vai vēlaties saņemt LitePaper savā valsts valodā? **Rakstiet uz [info@artbliss.eu](mailto:info@artbliss.eu)**

Kas soovite saada LitePaper oma emakeeles? **Kirjutage aadressile [info@artbliss.eu](mailto:info@artbliss.eu)**

Gostaria de receber o LitePaper em seu idioma nacional? **Escreva para [info@artbliss.eu](mailto:info@artbliss.eu)**

LitePaperをご自身の国の言語で受け取りたいですか？**[info@artbliss.eu](mailto:info@artbliss.eu)までご連絡ください。**

Вы хочаце атрымаць LitePaper на сваёй роднай мове? **Пишыце на [info@artbliss.eu](mailto:info@artbliss.eu)**

Θέλετε να λάβετε το LitePaper στην εθνική σας γλώσσα; **Γράψτε στο [info@artbliss.eu](mailto:info@artbliss.eu)**

LitePaper'ı kendi ulusal dilinizde almak ister misiniz? **[info@artbliss.eu](mailto:info@artbliss.eu) adresine yazın.**

LitePaper

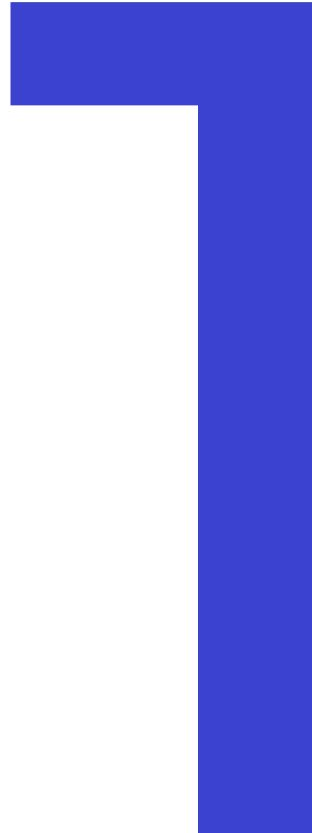
# Introduction

1. About the group of companies
2. Strategy
3. Marketing
4. Web3
5. Diagnostic Audit
6. Ideas, Values, Internal Policies and Standards
7. Joining Us
8. Interaction Geography
9. Roadmap
10. Contact Us
11. Important Announcements

Management consulting is any form of assistance provided to organizations to improve their business processes and solve management challenges. Consultants offer expert knowledge and methods for implementation without directly performing the tasks themselves. Instead, they guide and support the organization in its efforts to implement changes and achieve strategic goals.



About the group of  
companies



***ARTBLISS Global Consulting — is a group of companies that serves as an observing Partner of an international consulting alliance. The group specializes in providing services in the field of management consulting, as well as in investments and AI/Web3 technologies.***

**Competencies:** strategic consulting, business analytics, market research, business process reengineering, marketing consulting, business intercultural communications, crisis management, financial analysis, investment project auditing, investment consulting, synthetic consulting, lobbying, Web3 analytics, artificial intelligence implementation, regulatory and compliance consulting.

**Industry Expertise:** financial sector, distribution, retail, e-commerce, public sector, international development, information technology, service industry, technical service centers, management in consulting.

**Primary Focus:** B2B.

## Goals

**Privacy Protection:** Ensure the confidentiality of Client information and maintain high standards of professional ethics at all stages of cooperation.

**Talent Promotion:** Bring together highly qualified specialists to transform intellectual capital into financial results through the synergy of competencies.

**Social Responsibility:** Strive to improve public welfare and the overall business climate, guided by principles of responsible management and contributions to societal development.

## Mission

Accelerate the adoption of global socio-technological changes aimed at developing personal freedoms and improving quality of life by building bridges between the interests of business, government, technology, and society.

## Divisions

**ARTBLISS Management Consulting** — a department providing business management consulting services, including business process optimization, change management, and operational efficiency improvement.

**ARTBLISS Strategy Department** — a department focused on the development and implementation of strategic initiatives. It aims to assist Clients in defining long-term goals and developing plans to achieve them.

**ARTBLISS Marketing Division** — a marketing division specializing in the development and implementation of comprehensive marketing strategies, market research, and brand awareness enhancement.

**ARTBLISS Synthetic Consulting** — a consulting division specializing in combining knowledge from various fields, including economics, law, management, and technology.

**ARTBLISS Operation** — a division focusing on optimizing companies' operational activities.

**ARTBLISS AI Connect** — a division dedicated to innovations in artificial intelligence, aimed at developing unique solutions for the transformation and optimization of business processes.



**ARTBLISS Web3 Connect** — a division specializing in Web3 technologies, including blockchain, cryptocurrencies, and decentralized applications (DApps), offering consultations on integrating these technologies into business.

**ARTBLISS Classic Investment** — a department of classic investments providing consulting services on investments in traditional assets such as stocks, bonds, and real estate.

**ARTBLISS Crypto Investment** — a department focused on investments in crypto assets and blockchain projects, offering investment strategies and portfolio management in the digital assets space.

**ARTBLISS Startup Jump** — a department supporting startups at various development stages, from idea to market entry, providing mentorship, funding, and access to a network of Partners.

**ARTBLISS Business Bridge** — a division facilitating the development of business connections and partnerships between companies, assisting in finding potential Clients, suppliers, and investors.

**ARTBLISS Lobbyism** — a department lobbying for Clients' interests at the governmental level, providing services for interaction with legislative and executive bodies to promote Client interests and improve the functioning of ministries.

**ARTBLISS Security Service** — a security service offering comprehensive solutions for ensuring the informational and physical security of Clients' businesses, including cybersecurity, protection of interests in courts, and legal consultations.

**ARTBLISS Innovation** — an innovation division engaged in research and development of new products, services, and business models that contribute to the growth of Clients' businesses.

**ARTBLISS Human Capital Development** — a division focused on human capital development, providing services in employee training and development, career consulting, and talent management.

**ARTBLISS Regulatory Compliance** — a department specializing in consultations on compliance with regulatory requirements, including international standards and local legislation.

**ARTBLISS Health & Wellness Consulting** — a department providing consulting services in health and wellness, aimed at creating healthy workplaces and enhancing the overall well-being of employees.



**ARTBLISS Data Analytics & BI** — a division of data analytics and business intelligence, providing services for data collection, analysis, and visualization to support informed business decisions.

**ARTBLISS Cultural Transformation** — a department focused on cultural transformations within organizations, helping to shape and modify corporate culture in alignment with the company's strategic goals.

**ARTBLISS Smart City Solutions** — a division engaged in the development and implementation of solutions for "smart cities," including the integration of IoT (Internet of Things) technologies, urban infrastructure management, and the creation of sustainable urban environments.

**ARTBLISS Board of Directors** — an internal strategic management board.

**ARTBLISS Finance Department** — an internal financial management department.

**ARTBLISS Operations Management Department** — an internal operations management department.

**ARTBLISS Department of Internal Security** — an internal security service.

**ARTBLISS Advisory Board** — an external advisory council.



ARTBLISS Global Consulting adheres to international standards

**ISO 20700:2017** «Guidelines for Management Consultancy Services» — This is an international standard based on the experience, knowledge, and best practices of leading experts in the field of management consulting. The standard contains recommendations and general principles for managing consultancy services, ensuring the effectiveness, ethics, and quality of interaction between the Consultant and the Client.

**ISO 26000:2010** «Guidance on Social Responsibility» — This is an international standard that serves as a foundation for organizations of all types to adopt a responsible approach to their activities. It aims to encourage businesses to consider social and environmental aspects, ensuring adherence to ethical norms and enhancing public welfare.

**ISO 31000:2018** «Risk Management» — This is an international standard for risk management systems in organizations. It aims to assist in identifying, assessing, and managing risks, thereby minimizing potential losses and optimizing opportunities. The standard is designed to increase organizations' resilience to threats, improving their ability to achieve set goals.

**ISO 22301:2019** «Business Continuity Management Systems» is an international standard designed for organizations of all types and sizes that wish to prepare for recovery from unforeseen situations. The standard is based on a comprehensive approach to planning, establishing, implementing, operating, monitoring, reviewing, maintaining, and continually improving a business continuity management system.

**ISO 37001:2016** «Anti-Bribery Management Systems» — is an international standard created to support organizations in developing, implementing, and improving an anti-bribery management system. It includes a set of measures, including strategies and processes, designed to combat bribery, ensure compliance with legislation, and improve the effectiveness of anti-bribery actions.

*To achieve maximum efficiency and depth of analysis when working on projects, proprietary annotations and methodologies are predominantly used. These are based on fundamental models, matrices, and project management systems such as «GE McKinsey», «SWOT», «VRIO», «PEST», «GAP», «Porter five forces», «SNW», «BCG», «MVP», «SCRUM», «Kanban», «OKR», supplemented by various tools for marketing, end-to-end, mobile, and product analytics.*

Strategy



Strategy determines the viability, future profitability, and any other criteria for business success.



## Audit of Existing Companies

We offer a comprehensive audit for commercial organizations aimed at identifying opportunities for strategic development.

What does the offer include?

- Analysis of financial and non-financial indicators: assessment of the current state and growth potential.
- Examination of internal and external environments: identification of external opportunities and internal weaknesses.
- Risk assessment: analysis of market conditions and potential threats.
- Comparison of actual and forecasted positions: determination of deviations and their causes.
- Support in improving strategic planning: guidance in implementing changes to achieve set goals.

We provide individual support and effective change management to enhance the competitiveness of your business.

**Duration of support:** from 6 months.

**Service cost:** from 25,000 EUR.

## Audit of Startups

The ARTBLISS division "Startup Jump" is ready to collaborate with startups in the following areas:

- Consulting support.
- Investments (intellectual and venture).
- Scaling business ideas.
- Auditing financial statements.
- Identifying prospects for joint development aimed at achieving public benefit.

The "Startup Jump" division adheres to the international financial modeling standard FAST.

ARTBLISS Global Consulting is open to symbiotic mutually beneficial cooperation without financial costs on the part of startups. Having a promising and scalable idea can be the key to such a Partnership.

**Duration of support:** from 6 months.

**Service cost:** from 15,000 EUR.

## Exclusive Offer for Early-Stage Startups from ARTBLISS Global Consulting

Are you in the earliest stages of developing your startup? ARTBLISS Global Consulting offers a unique service – a comprehensive express analysis and future development modeling of your project. Our goal is to help you optimize both time and financial resources, thereby ensuring a smoother path to success.

What does the offer include?

- In-depth analysis of your startup's business model.
- Development modeling of the startup to identify the most effective growth paths.

**Duration of support:** 2 weeks.

**Fixed cost:** 500 EUR.

*This offer is exclusive and specifically designed for startups in the early stages of development.*



## Business Plan Audit

This is a comprehensive process for evaluating the accuracy of the presented information, the structure, and the relevance of the data. The audit involves a thorough analysis of the correctness of calculations, the methodologies chosen, and an assessment of risks as well as the strengths and weaknesses of the planning. Special attention is given to scenario analysis to evaluate the effectiveness of the proposed strategies.

During the audit, we utilize advanced methodologies and tools to ensure that all stated parameters realistically reflect the projected outcomes. Our goal is not only to identify potential vulnerabilities but also to provide specific recommendations for improving your Business Plan.

Conducting an audit with us opens up new opportunities for your project:

- Confidence in the accuracy and efficiency of your business plan.
- A deep understanding of potential risks and ways to minimize them.
- Specific recommendations for optimizing strategies and improving performance.

Conducting an audit of business plans before launching a project is a strategic investment that is significantly cheaper than the risks and losses from implementing unfeasible ideas. It not only helps identify weaknesses and optimize strategy but also increases the likelihood of project success.

**Duration of support:** from 1 month.

**Cost of services:** from 5000 EUR.

## Investment Consulting

We offer comprehensive project support across various industries, including, but not limited to, the field of Investment Consulting.

What does the offer include?

- Sector evaluation and analysis of specific investment targets.
- Assistance in conducting financial, legal, and marketing analysis.
- Facilitation in the preparation of analytical reports, business plan development, and roadmap creation.
- Engagement of industry specialists to participate in the project.
- Preparation of presentations for investors.

**Duration of support:** from 6 months.

**Service cost:** from 30,000 EUR.

## Analysis of Existing Business Solutions

Before purchasing a business, it is crucial to conduct a comprehensive analysis. We offer a thorough review based on the «Due Diligence» methodology, which includes a financial and economic audit. During this review, we assess the efficiency not only of the company's overall operations but also of its individual segments, processes, products, and services. Special attention is given to analytics tailored to the unique characteristics of the business.

What does the offer include?

- Financial and economic audit.
- Analysis of the efficiency of individual business segments.
- Evaluation of products and services.
- Customized analytics.

## Advantages for You:

- You will gain a comprehensive understanding of the condition and potential of the business being acquired;
- You will be able to avoid unforeseen risks and financial losses;
- You will ensure confidence in making well-informed investment decisions.

**Duration of support:** from 1 month.

**Cost of services:** from 7,000 EUR.



## Franchise Analysis

The Franchise Analysis necessarily includes the following steps:

- Study of local demand considering the proposed location.
- Verification of equipment suppliers, price analysis, and comparison with market standards.
- Assessment of the realism of financial models and analysis of the responsibility of participants.
- Analysis of marketing support and its impact on potential profit.

**Duration of support:** from 1 month.

**Cost of services:** from 8,000 EUR.

## Special Offer for Aspiring Entrepreneurs

ARTBLISS Global Consulting offers consulting support for those who aim to avoid unprofitable franchises and fraudulent schemes. We do not resort to simplified analysis or template methods that compromise quality. Instead, we optimize reporting processes and document management using our unique methodologies. This approach has already helped many aspiring investors avoid dubious investments.

**Duration of support:** 2 weeks.

**Fixed cost:** 500 EUR.

*This offer is valid only for aspiring investors and those looking to start their own small business.*



## Project Strategy with International Interaction Chains

Developing an effective strategy for projects with international interaction chains requires a comprehensive approach that includes:

- Country Risk Analysis: Evaluation of the political, economic, and social environment.
- Market and Competition Research: Understanding the current market position and analyzing key competitors.
- Legal Aspects: Studying the legislation and regulatory requirements in the target jurisdiction.
- Marketing Strategy: Creating a detailed plan for promoting the product or service in the global market, taking into account the unique aspects of cultural mentality.

- Partner Search: Selecting reliable local and international Partners for collaboration.
- Product Adaptation: Analyzing the need for product modification to meet local consumer preferences.
- Presence Model: Determining the optimal market entry model, starting with a Minimum Viable Product (MVP).

**Duration of Support:** from 12 months.

**Cost of Services:** from 70,000 EUR.

## A Few Words from the ARTBLISS Global Consulting Team

With unique experience in crisis situations and a deep understanding of how geographical features can influence the internal business climate, we integrate functional and process approaches, striving for strategic success and the effective implementation of tactical tasks amidst external instability.

Marketing

3

Marketing consulting contributes to higher profitability and increased investment attractiveness of the business.

DEV. PR. SMM. PPC. SEO. ORM.

To increase sales and effectively promote your business, our team offers a comprehensive analysis of your website, social media accounts, as well as strategies for reputation management and traffic acquisition through various channels.

We specialize in consulting in the areas of web development, public relations, social media marketing, pay-per-click advertising, search engine optimization, and other key fields.

For businesses interested in gaining deep insights into their Clients and unique value propositions, we offer an extensive analysis of the Unique Selling Proposition (USP) and Customer Journey Mapping (CJM).

**Duration of support:** from 1 month.

**Service cost:** from 1500 EUR.



## E-commerce

Our team offers comprehensive support for projects transitioning to the online space. We provide a full range of services, from detailed market analysis to the development of promotion strategies.

What does the offer include?

- In-depth market analysis to identify the most promising directions.
- Study of the target audience, including their preferences and behavior, allowing for precise adjustment of communication strategies.
- Conducting marketing research to determine the optimal positioning of your product in the digital environment.
- Selection of the most effective promotion and communication channels, based on data analysis and the specifics of your product.

**Duration of support:** starting from 2 months.

**Service cost:** from 10,000 EUR.



## C-audit

We offer confidential audits of advertising campaigns implemented by your contractors. Our goal is to identify inefficient use of advertising budgets and signs of unprofessionalism in planning and management.

What we do:

- Assess the effectiveness of your current advertising strategies.
- Identify weak points in the planning and management of campaigns.
- Provide specific recommendations for optimizing expenses and improving performance.

Our approach:

We employ a social engineering approach to enhance the competencies of your team by educating them on best practices in marketing. This will help the team not only effectively evaluate the quality of services but also independently improve the performance of marketing campaigns.

**Duration of support:** starting from 2 months.

**Service cost:** from 5,000 EUR.

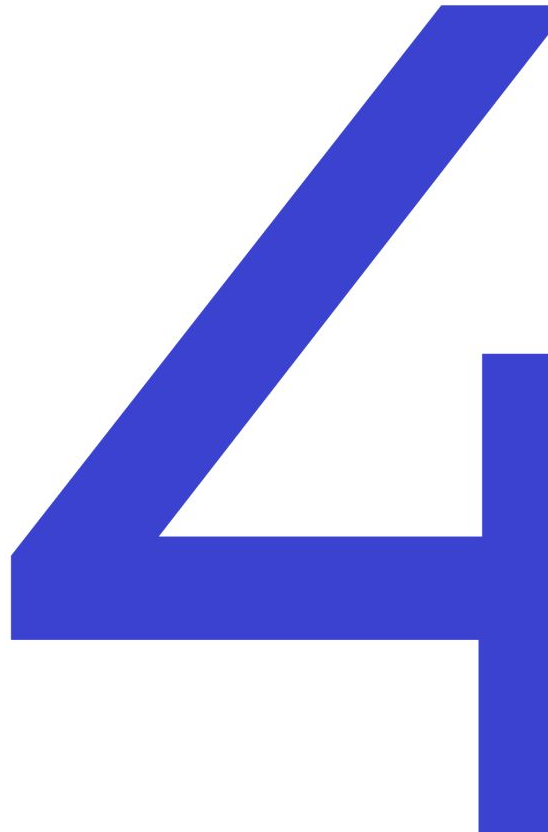
## A Few Words from the ARTBLISS Global Consulting Team

In an era where single-channel marketing no longer meets the demands of the times, many brands face the challenge of finding the optimal combination of promotional tools. Solving this task alone can take years of experimentation and analysis.

At ARTBLISS Global Consulting, we offer an alternative path-collaboration with experts capable of developing and implementing a comprehensive marketing strategy in a shorter timeframe. We will help You create an effective mix of promotional channels that will lead to synergy in results. Moreover, we will ensure the stability of these results by developing a communication strategy for Your brand with consumers, based on a deep understanding of the target audience.

Contact us today to start working on Your unique marketing strategy and take Your brand to a new level of success.

Web3



Web3 is a new era of the internet, promising enhanced security and openness. This direction pushes the boundaries of the virtual world, offering decentralized solutions that go beyond the traditional understanding of digital space.

For those already established in Web2

For companies active in the Web2 sphere (the current version of the internet), we offer a comprehensive analysis of product-market fit, along with the development of a personalized strategy for a seamless transition to Web3—the new era of the internet. Our approach provides businesses with the necessary conditions for effective integration into the world of new opportunities and technologies. We will help answer the key question: «How can elements of Web3 increase the profitability of your business?»

**Duration of support:** from 3 months.

**Service cost:** from 15,000 EUR.



## Integration of AI Capabilities into Your Business

Our team of specialists offers a wide range of consulting services for the implementation of AI technologies, which will help optimize operational processes, improve the quality of Client service, and enhance decision-making efficiency. We develop tailored solutions based on a deep analysis of your business needs and the latest advancements in artificial intelligence.

Our services include:

- Analysis of the current state of business processes and identification of potential points for AI integration.
- Ongoing support and consultations to optimize the use of AI in your business for maximum efficiency.

**Duration of support:** from 4 months.

**Service cost:** from 30,000 EUR.

## Investment in Blockchain Projects

In the realm of investments, particularly within the rapidly evolving blockchain segment, a key factor for success is a deep understanding of the technological and economic foundations of projects. At ARTBLISS Global Consulting, we employ a comprehensive approach to analyzing and evaluating the potential of blockchain initiatives, providing our Clients with strategic recommendations to maximize their investment portfolios while considering their accepted risk levels.

Key aspects of our approach include:

1. In-depth fundamental analysis: We conduct thorough assessments of tokenomics, whitepapers, technological foundations, development teams, strategic Partnerships, external economic environments, project marketing, and many other factors.
2. Rigorous technical analysis: Our focus on past, current, and future market trends, as well as capitalization, trading volumes, and a variety of individual financial-time metrics, enables us to identify the most promising investment directions and to rebalance actively managed capital with high probability and timeliness.

3. Risk Management and Security: We provide consultations on optimal strategies for storing digital assets and minimizing tax liabilities.

Our expertise has enabled us to successfully identify projects such as Link, Solana, and KSM at early stages of their development, which subsequently demonstrated excellent investment potential dynamics.

Additional Services:

Consulting in the field of crypto-economic protocol modeling and asset tokenization. Moreover, our specialization includes the technical implementation of mining farms using various consensus algorithms, as well as the commissioning and support of validation nodes.



## Investment Risks in Blockchain Projects

When considering investments in blockchain projects, it is essential to account for regulatory risks, nuances related to liquidity and volatility, security and data storage issues, concerns regarding the lack of project transparency, technical complexities and dependency on new technologies, as well as potential ethical and social implications. We offer flexible collaboration terms tailored to the individual needs of each Client, including the possibility of payment in the form of profit shares and providing investment security guarantees. This offer is valid for residents of the European Union.

**Duration of support:** from 1 to 60 months.

**Service cost:** from 3000 EUR.

*ARTBLISS Global Consulting does not provide direct investment or financial advice.*

## A Few Words from the ARTBLISS Global Consulting Team

To understand the prospects of the future, we need to look back at the history of the past. Let's touch upon the key stages of internet development:

- Web1 «Read-Only» (1989–2005): The first version of the internet allowed users to view static pages only. Information was stored in a relatively decentralized manner. This stage laid the foundation for the development of the global network.
- Web2 «Read and Write» (2000–present): This period marked the transformation of the internet into an interactive platform. Users gained the ability not only to read but also to publish content and share information through social networks. Data storage became centralized, leading to the rise of internet corporations and issues with personal data breaches.
- Web3 «Read, Write, Own» (2020–present): The latest stage in internet development offers users not only access to information and the ability to create it but also a unique experience of owning their own data. Through decentralization and blockchain technologies, Web3 ensures secure value exchange without intermediaries, opening new horizons for the development of artificial intelligence and widespread use of various devices.



Exploring the innovations of Web3, we observe the exponential development of technologies and the significant socio-cultural changes they bring about.

Blockchain technology has become the foundation for the development of the Web3 concept—the next stage in the evolution of the internet.

It offers a number of key advantages:

1. Decentralization: ensures network stability and fault tolerance.
2. Immutability: protects data from unauthorized alterations.
3. Autonomy: smart contracts automate processes without intermediaries.
4. Transparency: guarantees visibility of all operations in the network for participants.
5. Exponential development: the technology is continuously improved by the global developer community.

Risks of integrating blockchain systems into business:

It is important to consider risks during the development phase, infrastructure risks, data exchange risks, smart contract vulnerabilities, security key usage risks, and the human factor.

What role does artificial intelligence play in this chain?

In this chain, artificial intelligence (AI) serves as a key tool within the Web3 ecosystem, providing the following functions:

1. **Smart Analytics:** AI analyzes large volumes of data with high speed and accuracy, enabling the prediction of trends and user behavior, asset dynamics, and future projections. This is critically important for the development and adjustment of business strategies in a rapidly changing digital world.
2. **Automation:** AI automates routine and complex processes, enhancing efficiency and reducing the likelihood of errors.
3. **Personalization:** In the context of Web3, AI facilitates the creation of personalized user experiences by adapting to individual preferences and needs.
4. **Security and Transparency:** AI can contribute to the development of more effective and secure smart contracts.

5. Improving Blockchain System Scalability: AI can help address the scalability issue faced by many blockchain platforms. Through optimization algorithms and predictive analytics, AI can forecast network load and optimize resource allocation, thereby enhancing performance and transaction speeds without compromising security or decentralization.

Risks of Integrating AI into Business:

Key aspects include risks associated with the quality and volume of training data, ethical and legal challenges, issues with algorithm transparency and decision-making, dependency on technology providers, potential increase in unemployment due to automation, and risks related to data security and personal information protection.



## Application of Blockchain Technologies:

Blockchain technologies have already found their application in numerous sectors of the economy, including finance, high technology, logistics, retail, and healthcare, as well as other fields. Additionally, blockchain and Web 3.0 are actively being integrated into the education sector, where they provide new opportunities for certification and intellectual property protection; into agriculture, where they contribute to increased transparency in production and supply chains; into energy, where they enable the creation of decentralized systems for accounting and trading energy resources; and into government administration, where blockchain can serve as the foundation for creating more reliable voting systems and property rights registration.

## Leaders in Web3 Adoption:

Currently, many leading companies are showing active interest in exploring and implementing Web3 technologies.

Among them:

- Meta (formerly known as Facebook): actively exploring the possibilities of creating decentralized social networks and developing virtual reality within its Metaverse initiative.
- Microsoft: focusing on developing platforms and tools for creating and supporting blockchain applications, as well as integrating Web3 technologies into its cloud services.
- Google: actively investing in startups related to Web3 and developing its own solutions for the secure use of blockchain technologies in its services.
- Amazon: through its cloud service AWS, provides infrastructure for hosting and developing blockchain applications, supporting the growth of the Web3 ecosystem.
- Walt Disney Company: exploring the application of Web3 technologies to create new user experiences in the entertainment industry, including the use of blockchain for digital collections and NFTs.
- Toyota: actively researching the application of blockchain technologies to improve supply chains, manage vehicle data, and develop new mobility services, which could radically transform the automotive industry.



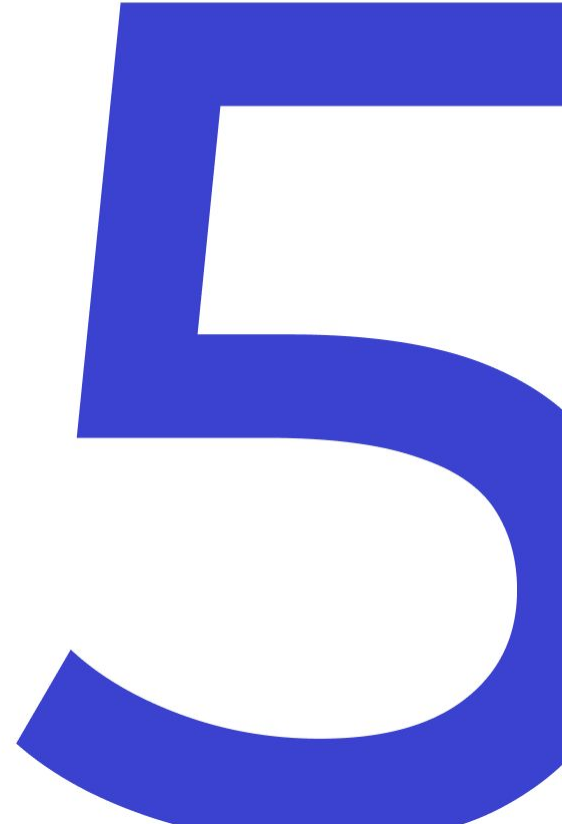
- Nike: implementing Web3 technologies to create unique digital products, including NFTs (non-fungible tokens), which represent digital versions of shoes and clothing, allowing the brand's fans to collect, use, and trade them in the digital space.
- Visa: actively exploring and implementing blockchain technologies to improve payment systems, ensuring greater security and transparency of transactions. The company is also investigating the potential use of cryptocurrencies in its payment network.

These companies are not only keeping up with the latest trends in the Web3 sphere but are also actively investing resources in developing and implementing innovative solutions, contributing to the further advancement of this promising field.

Your experience in the field of cryptocurrencies and blockchain can play a significant role in the further development of these technologies, bringing us closer to a brighter future. Let's explore the potential application of blockchain and Web3 technologies in Your business today.

For a deeper understanding of Web3 terminologies, we recommend familiarizing yourself with the **ARTBLISS Crypto Glossary**.

Diagnostic Audit



ARTBLISS Global Consulting strives to avoid unnecessary paperwork and the provision of services that do not yield mutual benefits.

In the absence of a specific request from the Client, we propose conducting a diagnostic audit under the confidentiality ensured by signing a non-disclosure agreement (NDA).

**Work stages:**

1. Analysis of the current project state: we evaluate the vision, mission, and values of the project, the results already achieved, and future plans from the business owner's perspective.
2. Marketing assessment: an analysis of the basic marketing strategy and promotional tools used, if any, is conducted.
3. Verification of incoming data: the analysis of incoming data is carried out using the MECE principle (mutually exclusive and collectively exhaustive), which ensures a comprehensive and structured approach to information verification.

**The goal of the audit:** to determine the potential for further cooperation and possible ways to apply synthetic consulting.

In case of mutual interest in continuing cooperation, you will receive our detailed proposal. It will include: a project implementation plan, a Gantt chart, the distribution of responsibilities between the parties, and reports on risks and opportunities.

**Audit duration:** from 1 to 2 months.

**Service cost:** from 2000 EUR.

*The cost for large companies may vary.*

*Cooperation in the direction of «Diagnostic Audit» is conducted with maximum reduction of paperwork, with the utmost focus on input data.*

Ideas, Values,  
Internal Policies  
and Standards





***The Consultants of ARTBLISS Global Consulting are united by ideas, values, internal rules, and high standards, including:***

- ARTBLISS Global Consulting always strives to develop simple and understandable solutions, based on the assessment and acceptance of a certain level of risk, with the aim of simplifying their further application for the Client.
- ARTBLISS Global Consulting encourages the Consultant to have their own individually developed methodologies used in analysis and other stages of work, provided that this does not contradict the internal regulations on the Client's data security.
- ARTBLISS Global Consulting engages the best industry specialists with various competencies to enhance comprehensive expertise in building relevant strategic proposals.
- ARTBLISS Global Consulting aims to accelerate the widespread adoption of the democratic version of Web3, facilitating this process by attracting investments and implementing artificial intelligence and distributed ledger technologies in various business sectors.
- At the core of ARTBLISS Global Consulting's business conduct is a value-oriented approach.

- At the core of the Partner relationships of ARTBLISS Global Consulting lies mutual assistance and respect.
- Within the framework of working on a project, the Consultant must have pre-approved methods for decision-making to effectively resolve arising conflicts.
- In the decision-making process, the ARTBLISS Global Consulting team adheres to the principle of meritocracy, evaluating ideas solely based on their merits and quality.
- The timing for implementing planned actions and controlling the pace of changes always plays a crucial role.
- If the Consultant, for any reason including ethical considerations, cannot fulfill a certain request or assignment, they must immediately and with justification notify the Client.
- The interests of ARTBLISS Global Consulting are closely intertwined with the interests of society.
- The Client may not always be right, but this information should be presented to them politely and ethically.



- The ARTBLISS Global Consulting team is committed to the principles of continuous learning and structured thinking.
- The Consultant and the entire working group always strive to be useful for the Client.
- The Consultant begins applying risk management methods at the stage of identifying the Client's needs.
- The Consultant undertakes to provide objective information about both the results of the work and the processes, including both positive and unforeseen negative aspects, even if they may cause emotional discomfort to the Client.
- The Consultant must inform the Client about the need to pay attention to emerging issues during the execution of agreed-upon work that cannot be resolved within the project.
- The Consultant is responsible for their work, however, the final responsibility for decisions made, their consequences, accepted risks and opportunities, as well as for the produced product and its impact on all interested parties remains with the organization.
- The Consultant relies on the existing culture and motivation system in the Client's company.

- The Consultant adheres to the bilateral rule of accepting necessary assistance from management colleagues.
- The Consultant strives to understand and objectively assess the degree of unawareness about the Client's enterprise and critically evaluate their personal capabilities.
- Confidentiality is the absolute right of Clients and Partners of ARTBLISS Global Consulting.
- Any attempts to foresee the future, with rare exceptions, should occur without detachment from objective reality.
- Ensuring the security of data received from the Client is a zero-level task.
- ARTBLISS Global Consulting primarily serves large and medium-sized companies, but also actively develops unique offerings to support small businesses through its own project «Together We Can Do More: Small Business Development Contributes to the Welfare of National Economies».



- When interacting with the public sector, our practical focus lies in increasing the efficiency of ministries and agencies in implementing strategic programs, as well as promoting democratic values through lobbying structured societal requests and principles of transparency.
- The preventive concept of NDA in collaboration with the Client is the foundation of ARTBLISS Global Consulting's high standards. This fundamental rule provides for the non-disclosure of any details of interactions to third parties, starting from the very fact of contact in any possible form.
- Professional integrity is an unconditional priority at all stages of cooperation.
- Facilitating change for the Consultant means accessible informing, clarification, and responding to risks and opportunities that arise during the cooperation process.
- Facilitating change for the organization means critically accepting recommendations, involving key individuals, implementing changes, monitoring indicators, managing changes against the backdrop of an existing and functioning employee motivation system, accepting results, and providing feedback.

- Employees, Partners, and Representatives of ARTBLISS Global Consulting are strictly prohibited from publicly discussing internal and organizational processes of the company or alliance without prior approval from the internal strategic management council.
- Methods of information transmission, transmission channels, access rights, storage, protection, and processing are strictly regulated by internal security rules.
- Trendwatching, semiotics, and deep cultural immersion are part of the foundation of marketing research at ARTBLISS Global Consulting.
- The formation of an approach to business processes begins and is maintained under conditions of absolute impartiality.

*Many internal rules of ARTBLISS Global Consulting are aimed at the continuous improvement of service quality and adherence to high standards of social responsibility and business ethics.*

Joining Us



General requirements for personal and professional qualities, as well as skills, for a candidate for the role of Consultant at ARTBLISS Global Consulting: high level of emotional intelligence, problem-solving skills, relationship management, developed logical thinking, risk management, advanced situational analysis, change management and quality management, commitment to continuous professional development, knowledge of foreign languages.

Additionally encouraged are recommendations, personal publications, and methodologies.

**A mandatory condition for consideration of the application:** not being under investigation for any crime related to information leaks or providing false statements.

**Consultant's salary:** from 3500 EUR.

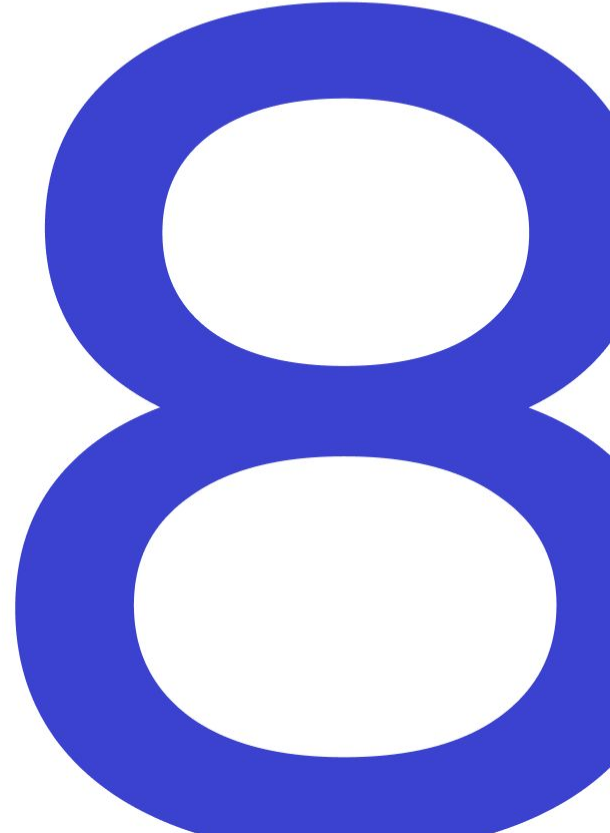


Address for submitting applications: **info@artbliss.eu**

After the initial stage of application selection, the candidate for the role of Consultant will be asked to take a logic test.

ARTBLISS Global Consulting is open to collaboration with specialists and companies from various fields and competencies around the world: Web3 technologies, media and communications, creative, advanced marketing technologies, sustainable development, e-commerce, international law and finance, sociology, semiotics, motion design, business analytics, trend forecasting, and other related areas.

Interaction  
Geography



At the moment, ARTBLISS Global Consulting operates within the European Union. We actively support globalization processes and aim to expand our participation in international consulting networks to provide services at a global level.

Interested in the possibility of cooperation in your country?  
Contact us at: **[info@artbliss.eu](mailto:info@artbliss.eu)**

Roadmap





## **2012**

Q3-Q4:

- Formation of vision, goals, mission, and project team.
- Implementation of agile business planning.
- Scenario analysis of effectiveness.

## **2013**

Q1-Q2:

- Launch of the Minimum Viable Product (MVP), hypothesis testing.

Q3-Q4:

- Founding of the company (ex BusinessPlus), beginning of systematic development.

## **2014**

Q1-Q2:

Development of Partner relationships.

- Implementation of a quality management system.
- Acquisition of the first major Clients.

Q3-Q4:

- Expansion of the team, inclusion of new specialists.
- Deployment of projects under own management, global update of strategic development maps.

## **2015**

### Q1-Q2:

- Rebranding of «ARTBLISS Consulting».
- Implementation of preventive NDA practice.
- Expansion of the team and competencies.
- Introduction of symbiotic forms of consulting.
- Development of proprietary annotations and methodologies for project work.

### Q3-Q4:

- Launch of training programs for employees.
- Development of «C-audit».
- Launch of the socially-oriented project «Together We Can Do More».
- Release of «WhitePaper v 1.0».

## **2016**

### Q1-Q2:

- Systematic development.
- Expansion of physical offices.
- Expansion of interaction geography.

Q3-Q4:

- Transfer of part of own projects to fiduciary management.
- Preparation for the implementation of international standards.

**2017**

Q1-Q2:

- Implementation of international standards in the company's operations.
- Expansion of the team with international experts.

Q3-Q4:

- Strengthening relationships with European Partners.
- Updating strategic maps.

**2018**

Q1-Q2:

- Formation and integration of a team of blockchain technology specialists into the company structure.
- Expansion of the team of specialists.

Q3-Q4:

- Systematic development.
- Joint implementation of blockchain projects.

## **2019**

Q1-Q2:

- Systematic development, development of additional concepts for small business support.
- Negotiation of agreements on joining the alliance with Partners.

Q3-Q4:

- Updating internal methodologies and annotations.
- Release of «WhitePaper v 2.0».

## **2020**

Q1-Q2:

- Development and implementation of the «COVID-19» crisis management plan.
- Support for ongoing projects.

Q3-Q4:

- Global update of strategic development maps.

## **2021**

Q1-Q2:

- Integration into the alliance.
- Development of key areas of activity.



Q3-Q4:

- Rebranding of «ARTBLISS Global Consulting».

**2022**

Q1-Q2:

- Launching Public Services (postponed).

Q3-Q4:

- Crisis management, support for ongoing projects.
- Initiation of the virtualization process, transitioning to online operations.

**2023**

Q1-Q2:

- Updating methodologies and intellectual work practices.
- Complete transition to digital interaction format.

Q3-Q4:

- Systematic development.
- Release of «WhitePaper v 3.0».

**2024**

Q1-Q2:

- Systematic development.

- Update of strategic maps.

Q3-Q4:

- Launch of ARTBLISS «Crypto Glossary v.1».
- Systematic development.

## **2025**

Q1-Q2:

- Restructuring of legal entities.

Q3-Q4:

- Systematic development.

## **2026**

Q1-Q2:

- Expansion of geography «Japan».

Q3-Q4:

- To be continued....

## **2027**

Q1-Q2:

- Launching Public Services.

Q3-Q4:

- To be continued....

Contact Us

10

ARTBLISS Global Consulting prefers to discuss new business proposals exclusively via email at **info@artbliss.eu**

If you are unable to contact us via email, please notify us through a messenger or social network that is convenient for you. Links to our contacts, such as FB (Facebook), TG (Telegram), WA (WhatsApp), and VB (Viber), can be found on our website in the "Contacts" section.

ARTBLISS Global Consulting reserves the right, at its sole discretion, to refuse cooperation or not to consider incoming emails if they are not related to existing agreements.



Important  
Announcements



In the role of an Observer-Partner, ARTBLISS Global Consulting undertakes the obligation to strictly adhere to all internal rules and standards established by the alliance. Although the association does not act as a permanent Partner, it emphasizes its commitment to adhering to established norms and principles, thereby affirming its responsibility and trustworthiness within the Partnership framework.

Some structural associations of the alliance are not public associations.

In documentation and communications, it is customary to use the terms «Partner», «Representative», «Consultant», and «Client» with a capital letter as a stylistic feature.

From January 15, 2025, the process of restructuring legal entities representing the interests of the alliance will begin. Please refer to the detailed information on our website in the section «Privacy Policy & Information».

*This document is for informational purposes only and includes only a portion of the services provided. It will be supplemented during the public expansion of the company.*