Bluescreen
Whitepaper & Roadmap

Full Whitepaper

1. Introduction

NFTs crash. We don't.

NFT infrastructure has too often been built around speculation, temporary hype, and fragile platforms. For artists and collectors, that has created a cycle of instability: marketplaces disappear, links break, communities lose trust, and digital works become tied to systems that do not feel built to last.

Bluescreen was created to offer a different foundation — one that treats digital art with the seriousness it deserves.

Bluescreen is a non-custodial NFT marketplace and minting platform on Solana, designed around three core ideas:

- **USD-stable pricing**
- **Arweave forever**
- **Built on Solana**

Our goal is simple: make digital art infrastructure more stable, more permanent, and more artist-first.

2. Why Bluescreen exists

Bluescreen was born out of frustration with what NFT infrastructure became.

We have spent years working with digital art and NFTs — not as spectators, but as artists inside the space. Over time, we watched marketplaces disappear, platforms break, links fail, and entire communities get dragged into unnecessary chaos every time a service went offline.

That instability hurt everyone.
Artists lost trust. Collectors lost confidence. And digital artworks that were meant to last were suddenly tied to systems that clearly would not.

We started Bluescreen because we believe digital art deserves better.

Not more hype.
Not more fragile platforms.
Not more short-term thinking.

Bluescreen is built by artists, for artists and collectors — with stable pricing, permanent files, and infrastructure designed to outlive the noise.

3. The problem

The NFT market proved that digital ownership can work. But ownership alone is not enough if the surrounding infrastructure remains unstable.

Three recurring problems continue to damage trust in the space:

3.1 Volatile pricing

Many NFTs are priced directly in crypto-native terms. When token prices move sharply, the effective value of listed artwork can change dramatically even if the artist never intended to reprice the work. This creates unnecessary instability for creators and confusion for collectors.

3.2 Fragile file access

Too many digital works depend on platforms or storage setups that feel temporary. When marketplaces shut down or interfaces break, collectors and artists often experience the artwork as "gone," inaccessible, or unclear in status — even when the token still exists on-chain.

3.3 Platform dependency

Artists should not need to trust the long-term survival of one centralized marketplace in order for their work to remain visible and credible. If the platform disappears, the artwork should not lose its identity with it.

4. The Bluescreen approach

Bluescreen is designed to solve these issues at the infrastructure level, not just at the user interface level.

4.1 Non-custodial marketplace design

Bluescreen does not hold artists' NFTs while they are listed. Listed NFTs remain in the artist's wallet until they are sold.

This matters because it keeps control in the hands of the creator until the point of sale. Bluescreen does not become a temporary owner, middleman custodian, or holding layer between artist and collector.

4.2 USD-stable pricing

Artwork on Bluescreen is priced in USD, while purchases are made in SOL.

The SOL amount is dynamically adjusted according to the USD value, which helps maintain price consistency regardless of crypto market volatility. This allows artists to list work at a stable intended value while still participating in a Solana-native ecosystem.

This does **not** guarantee market appreciation or eliminate all market risk. It simply means the **listing price remains anchored to USD rather than fluctuating passively with SOL**.

4.3 Permanent file storage

Bluescreen uses Arweave for permanent media storage.

Artists upload their own files, and the minting fee includes Arweave storage for typical media sizes. If a file exceeds the included storage threshold, storage cost adjusts dynamically.

Metadata and media are intended to remain permanently accessible through decentralized infrastructure, reducing the dependence on any single platform's uptime.

4.4 Solana-native infrastructure

Bluescreen is built on Solana to offer speed, low fees, and a user experience suited to frequent digital art activity.

At launch, wallet support is planned around **Phantom**.

5. How Bluescreen works

5.1 Minting

Artists mint directly through Bluescreen. Minting includes:

- on-chain NFT creation on Solana
- media storage on Arweave
- support for standard digital art listings and editions

5.2 Listing

Artists can create fixed-price listings for:

- **Primary sales**
- **Secondary sales**
- **Editions**

Listed NFTs remain in the artist’s wallet until sold.

5.3 Buying

Collectors purchase in SOL. Bluescreen dynamically converts the USD-denominated price into its current SOL equivalent at the point of transaction.

5.4 Transfer and settlement

Once a sale is completed:

- the NFT transfers to the collector
- the artist receives payment in SOL
- marketplace fees and artist-configured royalties are applied

6. Marketplace model

6.1 Open marketplace

Bluescreen is open to all serious artists and collectors.

The goal is not to build a closed gate around digital art, but to create a more reliable home for it.

6.2 Optional featured curation

While the marketplace itself remains open, Bluescreen may feature:

- selected artists
- curated events
- editorial highlights
- themed showcases

This curation is **optional and editorial**, not a hard barrier to access.

6.3 Content standards

Bluescreen intends to prohibit explicitly illegal content and sanctioned persons. Beyond that, the platform is designed to remain broadly accessible to serious digital artists.

7. Economics and fees

7.1 Minting fee

Minting begins at approximately **$0.44**, including Arweave storage for typical file sizes in the range of roughly **3–5 MB**. Larger files increase storage cost dynamically.

7.2 Marketplace fee

Bluescreen charges a **4% marketplace fee** on sales.

7.3 Artist royalties

Artists can define royalties from **0% to 15%**.

7.4 No token

Bluescreen does **not** launch with a native token.
The platform is focused on infrastructure, usability, and trust — not tokenized governance or speculative emissions.

8. Artist and collector benefits

For artists

- stable intended pricing through USD anchoring
- non-custodial control while listed
- permanent storage through Arweave
- low-cost minting on Solana
- optional visibility through featured curation

For collectors

- clearer price expectations
- permanent access to media
- confidence that the platform does not custody listed work
- access to serious digital art in a stable environment

9. What Bluescreen is not

Bluescreen is not:

- a speculative token project
- a governance-first protocol
- a hype marketplace optimized only for rapid flipping
- a closed gallery with arbitrary gatekeeping

Bluescreen is infrastructure for digital art that aims to feel durable, fair, and artist-aware.

10. Roadmap philosophy

Bluescreen is being built in phases. We prefer practical rollout over inflated promises.

The first priority is to build a stable core:

- minting
- fixed USD-linked pricing
- Arweave-backed permanence
- non-custodial listings
- artist and collector usability

From there, Bluescreen can expand into community growth, curation, and potentially mobile experiences.

11. Conclusion

Digital art should not feel temporary because the platforms around it are.

Bluescreen exists to make NFT infrastructure more stable, more permanent, and more trustworthy — without taking control away from the people who create and collect the work.

USD-stable pricing.
Arweave forever.
Built on Solana.

NFTs crash. We don't.

Bluescreen — Roadmap

Q2 2026 — Foundation

- finalize core brand and platform identity
- publish whitepaper and roadmap
- launch public-facing website
- open social channels across X, Instagram, and Threads
- begin early community building for artists and collectors
- prepare closed beta environment on Solana devnet

Q3 2026 — Closed Beta

- launch closed beta on devnet
- onboard first artists and collect feedback
- refine artist profiles and portfolio presentation
- begin early featured artist and event experimentation

Q4 2026 / TBA — Public Launch Preparation

- improve platform UX based on beta feedback
- strengthen collector onboarding experience
- explore early ecosystem and wallet partnerships
- begin launch campaign and wider brand rollout

Public Launch — When Ready

- public launch of Bluescreen on Solana
- open minting and marketplace access
- enable primary and secondary sales
- launch featured curation layer
- activate artist profile pages and community discovery features
- expand collector-facing discovery and browsing

Beyond — Expansion

- deeper community programming
- featured drops and editorial showcases
- potential mobile app exploration
- partnership development with ecosystem participants
- continued refinement of permanence, pricing, and artist-first tooling