



EMBER

WHITE PAPER

Ember Agency, LLC was formed in the summer of 2022 and drove an explosive token launch in following months. We entered the market at the absolute worst time but we didn't let that slow us down or stop us. After climbing to nearly 100x from our initial launch value, we found a solid floor around 12x which kept our investors warm through a harsh crypto winter. This stability was maintained by our loyal community and pool of investors. Through the bear market, the Ember team expanded partnerships, onboarded new agency work, and began building utilities that would further define the direction and purpose of Ember.

With the new year upon us, we evaluated the best possible growth paths for the token with our team and board of advisors. Although we believe that the token would continue slow and steady growth, we attracted the attention of a much larger project and ecosystem. An opportunity arose that would allow us to blend our token communities together. We determined it would provide better long-term growth potential and benefits for our holders while allowing us to focus on our core business and utilities.

Ember is a creative triad combining our "Three Elements of Fire": Agency (Oxygen), NFTs (Heat), and Embyverse (Fuel). The aggregate of our offerings position Ember as a pioneer in the blockchain space and are further outlined below:

Agency

We provide digital solutions for start-ups and small businesses in and outside of DeFi. Ember's offerings include advisory, branding, code, and design services through strategic partnerships with our clients. Our mission is to help expand the power of blockchain and introduce it to more traditional industries on the premise of stronger security, trust, and governance. You can learn more by visiting our website at www.emberagency.io.

NFTs

Ember's NFT philosophy is unlike any other in the space. We have multiple collections of varying rarities including hyper-realistic, hand-drawn, one-of-a-kind pieces of art along with playful, vector-based designs that are produced through our own unique algorithm generator. Every collection we produce brings unique rewards to its holders; some in perpetuity. We also offer custom NFTs for those interested in injecting some of their own creativity. Check out our collections at <https://nft.blockstar.site>.

EmbyVerse

Our largest investment of time, creativity, and effort is dedicated to Embyverse - a digital ecosystem centered around our in-house NFT mascot, Emby. We first introduced Emby as an NFT in Q3 of 2022 and he rose to fame pretty quickly in our community. We have a mission to safely onboard parents and kids into DeFi through creative, educational tools and resources. Our commitment is to create a safe space for people of all ages to embrace DeFi.

Ember is committed to being a light in the dark alleys of crypto and we hope you'll join us on an unforgettable, creative, and reward-driven journey.

EMBER STANDS TO BUILD AND HELP EMPOWER PROMISING PROJECTS IN THE WEB, BLOCKCHAIN AND CRYPTOCURRENCY SPACES THROUGH DIGITAL LEADERSHIP AND IMMERSIVE EXPERIENCE DESIGN. WE BELIEVE IN THE POWER OF EMBOLDENED LEADERSHIP AND ITS NECESSITY IN THE BLOCKCHAIN SPACE. EMBER AGENCY IS A DRIVING FORCE OF TECHNOLOGICAL ADVANCEMENT THROUGH ADVISORY, BRANDING, CODE, AND DESIGN. OUR COMMITMENT TO BUILDING TRUSTING PARTNERSHIPS, PRODUCTS, AND PROJECTS IS THE FIRE THAT BURNS WITHIN US. OUR PHILOSOPHIES STRETCH FAR BEYOND THE REALM OF SERVICE AND CONSULTING AS WE ARE DRIVEN BY A GREATER PURPOSE OF TRUTH AND TRIUMPH. WE ARE THE CONSTANT. **WE ARE THE EMBER.**

CONSTRUCT

OXYGEN

AGENCY

Advisory
Branding
Code
Design



FUEL

EMBYVERSE

Virtual Playground for Kids & Parents
Various Web3 Wallet Options
Downloads & Educational Resources
Interactive Games & Puzzles

HEAT

NFTS

Hand-Drawn & Digital Designs
Multiple Rarities & Values
Diversified Reward Pools
Custom Orders Available!

**JR “REDBEARD”**

Co-Founder
CEO/Creative Director

 [@RedbeardthePirate](#)

JR is an 17-year, global award-winning brand strategist and designer from Atlanta, GA. He brings nearly 2 decades of professional design, user experience, illustration, and business development to the table for Ember. Outside of his business responsibilities, you'll find him developing NFTs on the regular and hanging with his wife and children. JR also serves as a department head at BlockStar where he manages all things brand, marketing, and consumer experience.

**MATT “BATMAN”**

Co-Founder
CTO/Development Lead

 [@I_4M_BATMAN](#)

Matt is a professional software engineer and web developer from Atlanta, GA. He brings nearly 2 decades of experience to Ember and its clients through web/IT services, community management, customer service, business development, and entrepreneurship. Matt also manages infrastructure and provides oversight to the Ember treasury.

ADVISORY BOARD

David

BLOCKCHAIN

Charlie

RISK MANAGEMENT

Greg

BUSINESS DEVELOPMENT

Mike

LEGAL COUNSEL

PARTNER SPOTLIGHT



BlockStar's alignment with Ember started from the beginning. We're able to leverage a broader ecosystem and userbase to further Ember's reach and utility offerings. Core pillars such as NFTs and Embyverse are powered by future-proofed, web3 technology that will serve our growing community for years to come.

A+B+C+D = Ember

ADVISORY

Digital Consulting
Tokenomic Strategies
Staking + Yield Farming
DeFi Mechanisms
Blockchain Consulting

BRANDING

Brand Assessments
Business + Product Naming
Identity Development
Brand Voice + Personality
Communication + Style Guides

CODE

Web Development
Software Engineering
NFT Smart Contracts
Custom Applications
Blockchain Integrations

DESIGN

UX + UI Design
Graphic + Web Design
NFT Collections
Illustration
Social Strategies

"SPARK" SERIES [COMMON]

- Based on Ember Mascot: "Emby"
- Designed in-house, vectorized & randomized
- Large variety of expressions/gestures
- Five body colors & ten backgrounds
- Real-world utility alignment with Emby plush toy
- Future entry into "Embyland" in BlockStar World
- Access to unique token reward pool
- Prices range from 0.1 BNB to 0.25 BNB



"FLAME" SERIES [UNCOMMON]

- "Emby & Friends": Custom Emby characters & friends!
- Designed in-house & vectorized with heavy detail
- Themed designs for holidays, pop culture, and more!
- Large variety of expressions/gestures
- Group "collections" of Emby & his friends
- Custom orders available
- Up to 5% profit distributions from Ember treasury
- Prices range from 0.5 BNB to 0.9 BNB



"TRANSITION" SERIES [5 RARITIES]

- Created for current Ember Token holders
- Allows them to convert their token to an NFT
- Grants share into BST Staking Pool Rewards up to 15% APY
- Ability to choose payout frequency (3, 6, or 12 months)
- 150 shares available at varying amounts
- Limited spots: First-come, first-serve basis

Note: After the token conversion to BST, unsold transition NFTs will be available for purchase with BST. These proceeds will be added to the base of the BST staking pool.



Legendary
1 Full Share
(50,000,000 Ember)



Epic
0.5 Share
(25,000,000)



Rare
0.2 Share
(10,000,000)



Uncommon
0.1 Share
(5,000,000)



Common
0.02 Share
(1,000,000)

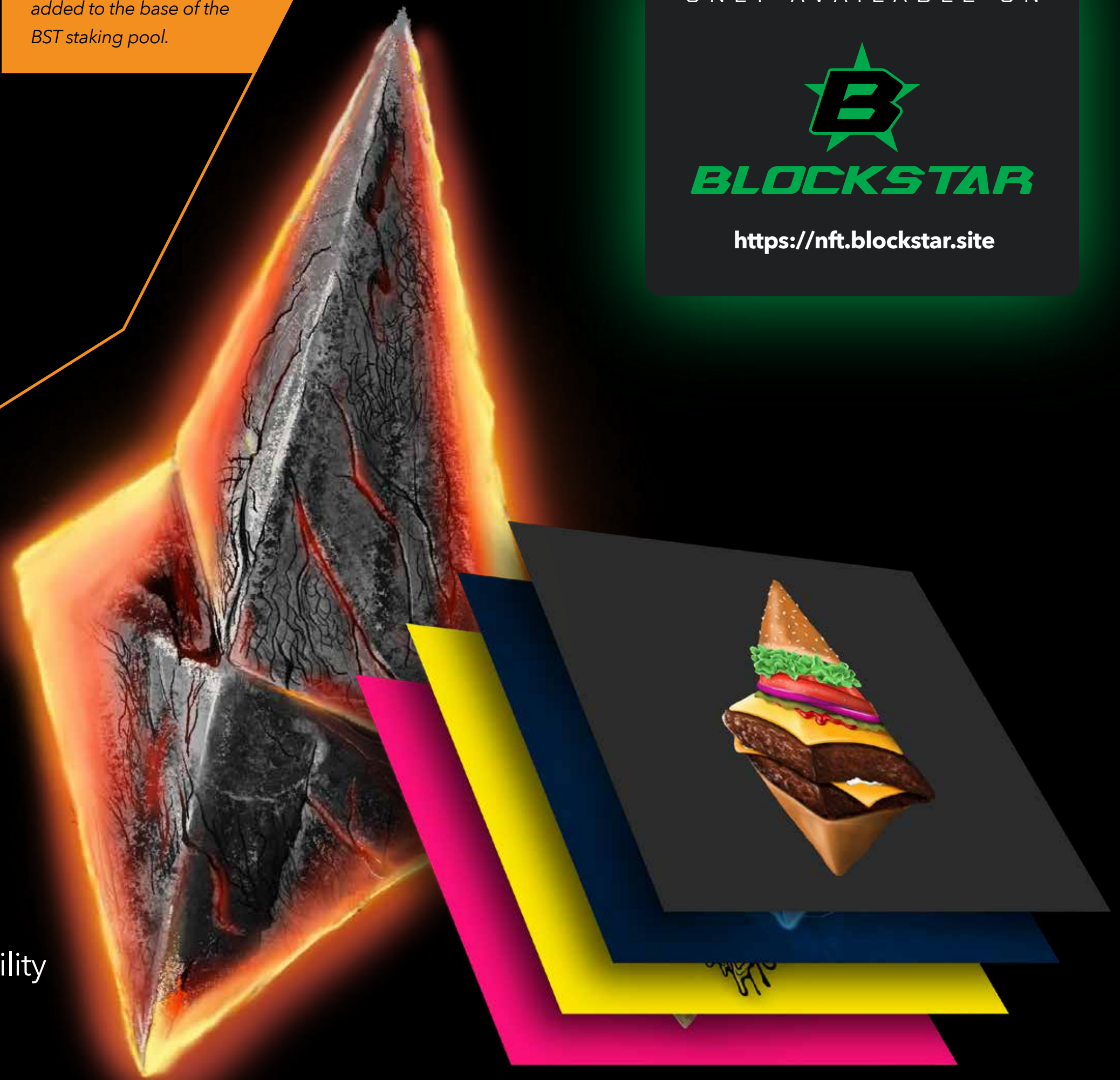
ONLY AVAILABLE ON



<https://nft.blockstar.site>

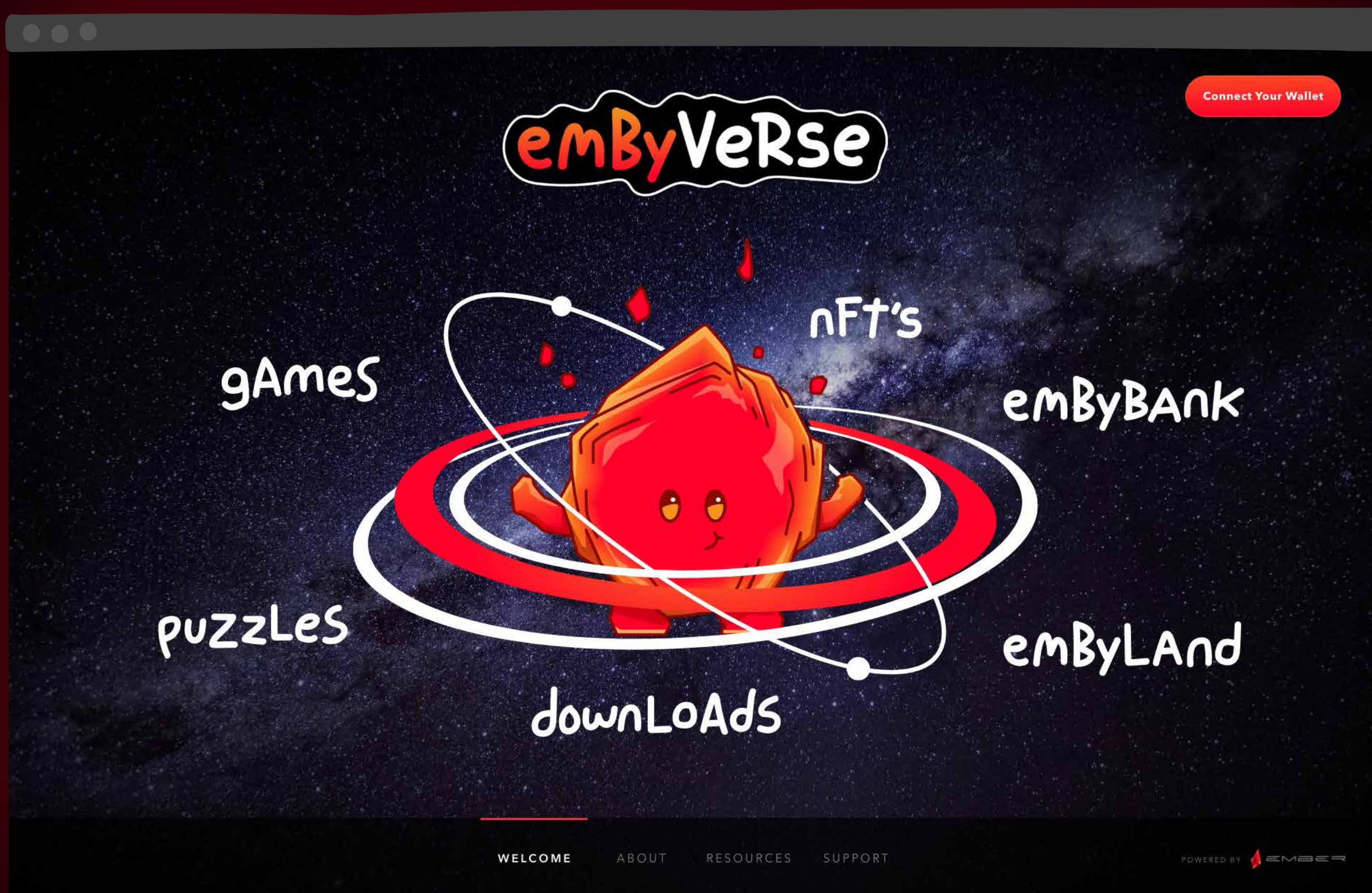
BLAZE SERIES [EPIC]

- Stylized compositions of Ember's core brand mark
- Hand-drawn, one-of-a-kind piece of art
- Various finishes, textures, patterns, themes, and styles
- Access to node-driven reward pool - paid monthly
- Only 150 NFTs will ever be produced
- Each NFT = 1/150th share of reward pool
- Prices start at 1 BNB and will increase based on availability
- Custom design requests available



emByVerse

COMING SOON!



In a galaxy, far...far away, you will find **Embyverse** and it's coming to us at light speed!

Embyverse is a creative web3 environment that will help bring kids and parents together to embrace DeFi like never before! Filled with interactive games, puzzles, and learning resources, you won't find a safer place in crypto!

EMBY PLUSH

emBy PLUSH



YOUR CHILD'S FIRST TICKET TO DEFI

What started as our loveable NFT mascot, Emby evolved into a one-of-a-kind crypto "plushmallow" that can be linked to our emerging web3 environment, NFTs, and more! You can order Emby on our website: <https://swag.emberagency.io>



All Emby orders include an
interactive activity book
with puzzles, trivia, coloring
pages, and other fun games
for you and your child!

emBy

A FUN, SAFE, AND CREATIVE WAY TO
INVEST IN YOUR CHILD'S FUTURE

We are committed to unmatched customer education, professional service, and support. Please feel free to connect with us through our website, by email, or social channels. Thank you for your support, dedication, and trust with Ember.

C O M E S O C I A L I Z E W I T H U S



www.blockstar.site/EmberAgency



www.t.me/ember_token_io



www.discord.gg/wYMwbekCvv



www.twitch.tv/EmberAgency



www.twitter.com/EmberAgencyIO

S H O O T U S A N E M A I L

support@emberagency.io

V I S I T O U R W E B S I T E

www.emberagency.io

W E A R E T H E C O N S T A N T

