E T H E R N A A L

Ethernaal ($NAAL)

Blockchain for the tattoo industry,
Eternity for the tattoo art.

Ethernaal.com

Whitepaper
V 0.1

1) Our Vision

Ethernaal was born from the vision of a decentralized and collective organization for the tattoo industry built to offer news artistic and financial possibilities, a place for the curation of e-art and ultimately to provide accessible tools for each artist to participate in the evolution of the tattoo in a new, digital and eternal form.

The tattoo art evolved in centuries within the restrictions of its indisputable bound to the temporal, it´s masterpieces condemned to survive through the ages in the depredating existence of those who once, proudly carried them.

Ethernaal allows tattoo artists to convert their flashes (a flash is a handwritten tattoo draft made on a piece of transparent paper) into NFTs without technical background, it is the fusion of our ancestral art and modern technology meant to provide the next iteration in evolution, the NF2T (Non fungible Tattoo Token).

Ethernaal has already stepped in the crypto world, winner of 2 prizes during the 2021 ETHglobal NFTHackathon.

The idea of a DAO for the tattoo industry was born during the sanitary crisis where most tattoo artists were deprived of their opportunities to earn income, the need for new financial channels and opportunities for the tattoo industry became mandatory for the sustainability of its artists.

2) Ethernaal, the platform

Ethernaal offers tattoo artists a non-technical door to enter the digital art industry with a full onboarding and introduction to the blockchain technologies and DAO applications.

It offers any onboarded artist of the collective the opportunity to mint unique pieces of tattoo art and limited editions of their non-tattoo art under the form of NFT (Non Fungible Token) and NF2T (Non Fungible Tattoo Token).

2.1 Gouvernance:

Ethernaal governance is based on a DAO model (Decentralized Autonomous Organization).

Decentralized: there is no central leadership, decisions are made in democratic way through voting and collective decision by the $NAAL token holders.

Autonomous: The idea takes on a life of its own, the organization manages its own art curation & acquisition, projects, onboarding & censorship activities, operations & artistic ideologie.

Organization: An organization by the tattoo industry, for the tattoo industry. Ethernaal build his

own treasury and reverse benefits to all its stakeholders.

2.2 Economics:

Ethernaal is fueled by the $NAAL token which holding grants several advantages in the ethernaal platform such as:

- Governance participation via voting power
- Income generation via the benefits share of the platform
- Custom design or consulting request to any tattoo artist
- Request for onboarding from a tattoo artist
- Incentives in using the marketplace
- Retribution for community task
- NFT Farming
- Art index token acquisition
- Private sales entry ticket acquisition
- Many other use cases...

Ethernaal generates income through the commission on NFT sales along with activities in the defi ecosystem with revenue generated via NFT Liquidity pools, index creations and decentralized finance liquidity supplying.

Ethernaal welcome tattoo studios and collectives and professional of the industry by providing them access to the generation of financial index based on their art, bookings, frequentations, products and via the use of "Defi as a service" scheme.

2.3 Blockchain product integration and technologies within Ethernaal:

The platform is based on the Ethereum protocol and requires an ERC20 wallet for its use, leveraging blockchain technology permit ethernaal to offer the following functions, products and integration:

- **NF2T** : Non Fungible Tattoo Token, a unique piece of art which comes with a redeemable flash and tattoo. The NFT includes the costs associated with the tattoo: The ink, time and materials (charges may apply for studio fees reservation).

- **eNFT** : NFT minted by an Ethernaalist (Ethernaal Artist), can but is not necessarily bound to any physical collateral, it does include a tattoo performance and can be scarcity is left at the artist's discretion, they do not include uniqueness requirements.

- **Ledgernity** : Each Ethernaalist has its own ENS address displayed and setup in their gallery (ie: tonibrutal.eth) allowing every user to identify the authenticity of a piece art, locating the artist studio and social network handles.
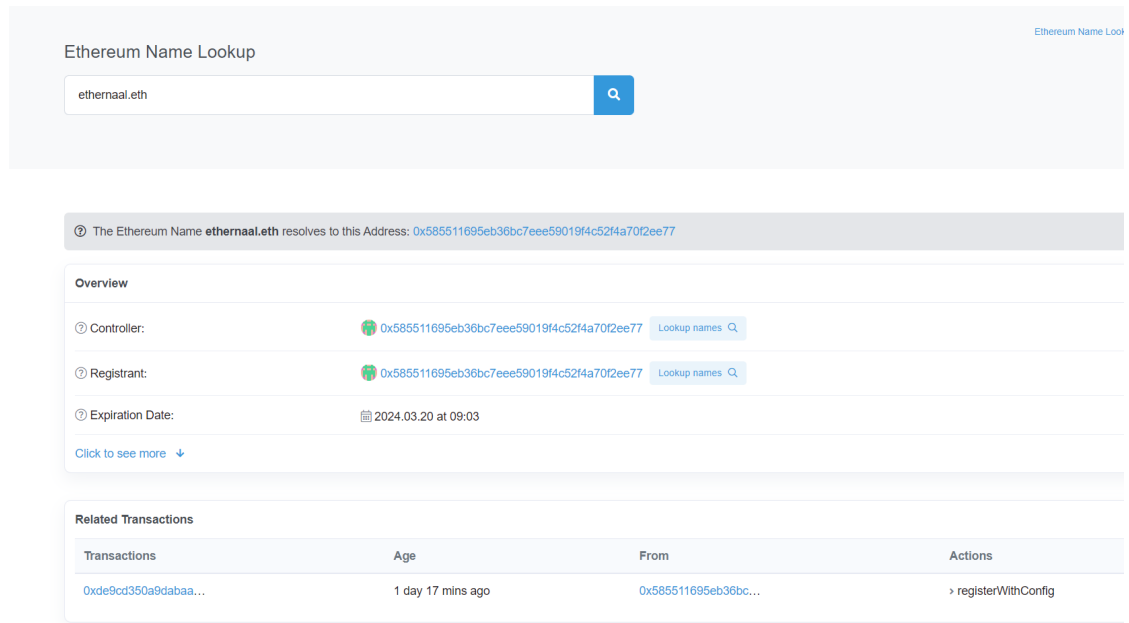
- **NFT Liquidity Pools** : All Non-Unique minted tokens by the Ethernaalist will have a copy assigned in the DAO treasury and another copy placed in the Ethernaalist indexes Liquidity pools.

- **Decentralized Autonomous Governance** : Ethernaal direction, vision and decisions will be taken by governance vote including but not limited to: changes in treasury, improvement proposal, liquidity management etc.. Refer to 2.1 Gouvernance for deeper insight.

- **Artists and Studio Portfolio Management**: Each studio and artists of the platform will enjoy a gallery space allowing them to display their current and past work, NFT current sales and manage their booking and pre-booking via the use of various cryptocurrency or social tokens.

- **Social Token**: Ethernaalist can approach a new form of retribution in which the market defines their price via the use of social tokens, an artist releases timeslot of availability which can be bought via social token in a bidding system, the market defining the amount of token for a free time slot, ending the interminable weeks of reserved bookings, the irritating last minute cancellation and take back control of your time with the selection of your availability, the evolution in service and income definition.

- **Experiences for eternity**: NFT art allows the unthinkable, a tattoo which can be passed upon generations, living in the eternity of the blockchain. Family tradition carries temporal objects through the passing of ages, Ethernaal unlocks the next evolution in generational transmission adding the layer of personal experience.

2.4 NF2T & eNFT:

NF2T :

Unique art pieces binding to a physical tattoo to be executed by the creator artist, it includes the cost of consumables and time of the artist. Eventual costs associated with the studio rental

are not included unless specified.

Minting of NFT Tattoo will be originally capped to 10 pieces per month for each artist for the first 2 month upon project launch to avoid market flooding.

The minting of NFT tattoos will be achieved via the Ethernaal platform and smart contract account and royalties will be assigned to the artist perpetually until it's redemption under the condition that the sale is executed within ethernaal marketplace, to achieve so, users are incentivized with $NAAL rewards when selling their arts token via the marketplace.

The royalty scheme is defined as per the following example:

NF2T life cycle:

- Artist/Studio mint via the platform a new unique NFT tattoo and fix a price to XX ETH.
- The platform mint the unique NFT and it is put to sell if decided by the minter.
- The Unique NFT is sold, 87% of the amount goes to the artist, 10% is directed to the Ethernaal treasury and 3% to Capsule Labs.
- Upon subsequent sale or buy of the Unique NFT the artist will receive a 10% royalty fee until the tattoo is claimed.
- When the Unique NFT is claimed the token is burned and a new edition of the token is emitted for the tattoo holder with the date and place of the tattoo session, eth block number and any message the tattoo holder wishes to have added to the new non redeemable token.
- The new token emitted does not carry any royalty fee and becomes the full possession of the tattoo holder.

eNFT :

eNFT are Limited edition NFT are pieces of art which are not tattoo binded, they are created by any Ethernaalist and are not unless specified claimable against a physical piece of art (painting, drawing ...).

Artists and studios are free to create and mint NFT at their discretion however the following split will apply via the smart contract :

- 70% of the minted tokens will be for the Ethernaalist creator
- 10% of the minted tokens will join the DAO treasury
- 10% of the minted token will be added to liquidity pools
- 5% of the minted token will be allocated to Capsule Labs.
- 5% of the minted token will be allocated to the platform investment for art acquisition.

Artists/studio will fix the price for their limited edition NFT token and the royalties scheme will be the following:

- 90% for the creator artist/studio
- 5% for the platform treasury

The minting of NFT will be achieved via the Ethernaal platform account and royalties will be assigned to the artist perpetually (10%) after initial NFT sell.

eNFT Life cycle:

- Artist/Studio A mint via the platform 100 tokens and fix the price to XX ETH per eNFT
- The platform mint the 100 NFTs
- The artist/studio receives 70 Tokens (70%), Ethernaal treasury receives 10 tokens (10%), 10 tokens are allocated in Ethernaal liquidity pools and 10 Tokens (10%) are allocated to Capsule Labs.
- The Ethernaalist sets the amount of token available for sale and earns 90% of each token sold, the platform treasury receives 10% of the sale.
- Upon subsequent sale performed via the Ethernaal marketplace the artist will receive a perpetual 10% royalty fee.

2.5 Ethernaal Treasury

Ethernaal treasury is to be fully managed by the DAO and to be augmented by artist token sales, liquidity pools creation, art indexes creation and curation.

Monthly income distribution:

The team will produce a monthly report on incomes and expenses previous benefit sharing. The Platform will reverse part of it´s treasury on a monthly basis as per the following scheme:

11% of the total amount of the treasury is to be shared among all tokens holders who have staked their $NAAL tokens for the full monthly period (from 00.01 GMT the first day of the month until 23.59 GMT on the last day of the month). Part of the share corresponding to unstacked tokens will be divided among eligible holders of the time period distribution.

- 3% of the share will be assigned to Capsule Labs
- 5% of the share will be invested into the Art Acquisition Fund
- 10% of the share will be reversed to the team for further development
- 10% of the share will be invested into marketing and partnerships
- 35% of the share will be reversed to the staked $NAAL token holders
- 37% of the share are to be assigned to farming pool strategies meant to generate additional income for long term stakeholders, funds are assigned to farming pair as per the following (50% USDC, 25% WBTC, 25% ETH - parameters can be modified by the DAO upon governance vote)

Annual income distribution:

Once a year, in the first week of December of each year, the treasury will process the yield of its farming pools, withdraw liquidity (ie: sushiswap, NFT20...) and add the total amount of liquidity to divide it among long term stakeholders during the annual share event.

In order to benefit from the annual income distribution a $NAAL holder must have accomplished a minimum of 4 full months of stacking in the course of the current year, grants are calculated as the following:

From 4 to 6 months of stacking: 30% of the corresponding annual share
From 6 to 8 months of stacking: 50% of the corresponding annual share
From 10 to 12 months of stacking: 100% of the corresponding annual share

The average of stacked tokens will be calculated on a monthly basis and an average will be made out of the total of completed monthly periods.

A yearly report will be presented by the team followed by the execution of the yearly share as per the following distribution (all defined amount can be amended, updated or revoked by a DAO governance vote):

- 5% of its total liquid amount (USDC,WBTC,ETH...) is reversed to Capsule Labs
- 15% of its total liquid amount (USDC,WBTC,ETH...) is allocated to the team members
- 50% of its total liquid amount (USDC,WBTC,ETH...) is divided among eligible tokens holders.
- 30% of the funds is reinvested for the subsequent year's farming setup.

Ethernaal creates and manages its own NFT liquidity pool leveraging the use of the platform nft20 (https://nft20.io/) , yield will occur on a yearly basis

Ethernaal also manages several indexes (based on artists, studios. Location. style…) leveraging the use of (https://nftx.org/#/).

Ethernaal treasury dedicates part of its income for the mission of Art Acquisition, a fund targeting to acquire various digital pieces of art.

The acquisition strategy will be at the DAO discretion and as part of the digital art gallery management from the platform " Ethernaal Museum" dedicated to the digital art curation from multiple sources.

2.5 DAO & Decentralization

The management of the platform will be achieved through the $NAAL token and the DAO management platform.

In order to enjoy the benefits of the $NAAL token users/investors will need to stack their $NAAL. Upon stacking the token holder will be able to enjoy benefit shares under the condition that the tokens were stacked for the full period (monthly periods).

2.6 Artist & Studio Onboarding

Onboarding of new artists will be processed via Snapshot submission and token holders vote.

● Artists will require the acquisition of 100 $NAAL tokens to present their applications along with its social accounts and proof of art (portfolio, exhibition, past work). Cost associated with a Studio ia 500 $NAAL

● Upon application a vote will be open on the DAO for a period of 3 days. If successful, the artist will onboard the platform and the submission deposit (100/500 $NAAL) will rejoin Ethernaal Treasury.

● The artist will mint his first eNFT (10 units) with the platform and 2 NFT will be shared randomly among participants of the submission vote. For each studio 1 Design per Artist shall be generated.

● After onboarding the Artist/studio will be provided with his gallery page and ENS (Ethereum Name System) profil.

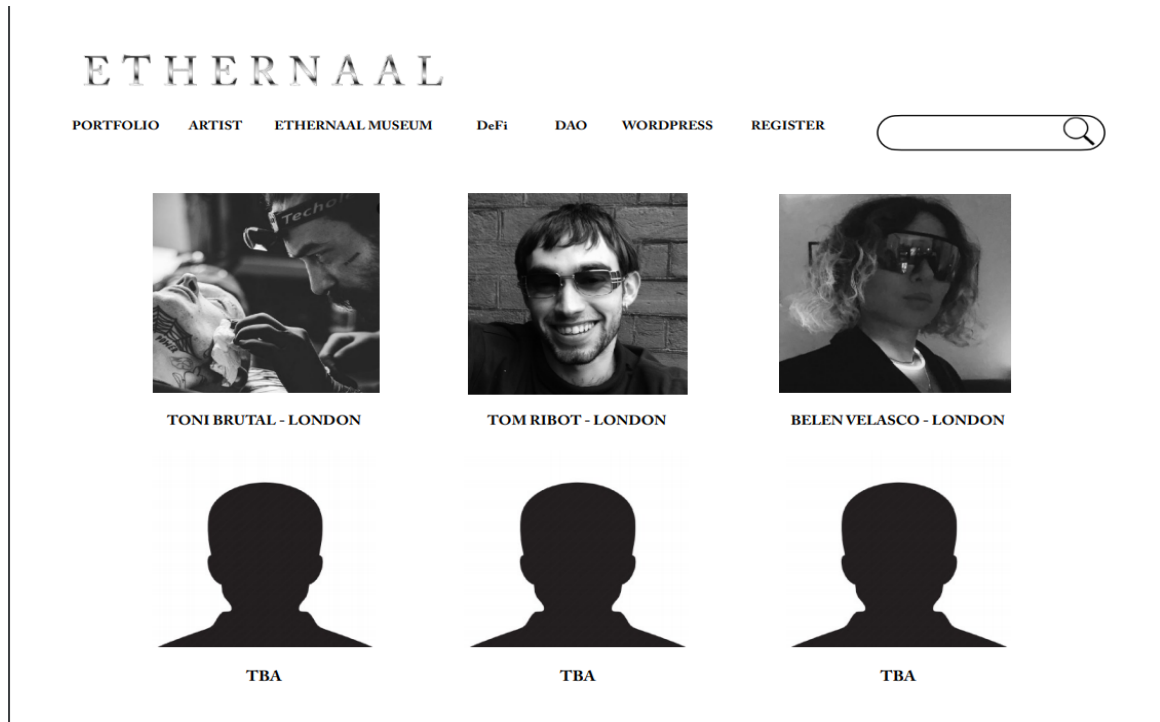## 2.6 Ethernaal User Interface

Portfolio:
Ethernaal´s Marketplace, buy your favorite NFT´s, display or sell the art you acquired. Using the marketplace ensures royalty distribution to the artists while granting buyer and seller incentives under the form of $NAAL tokens for each trade.
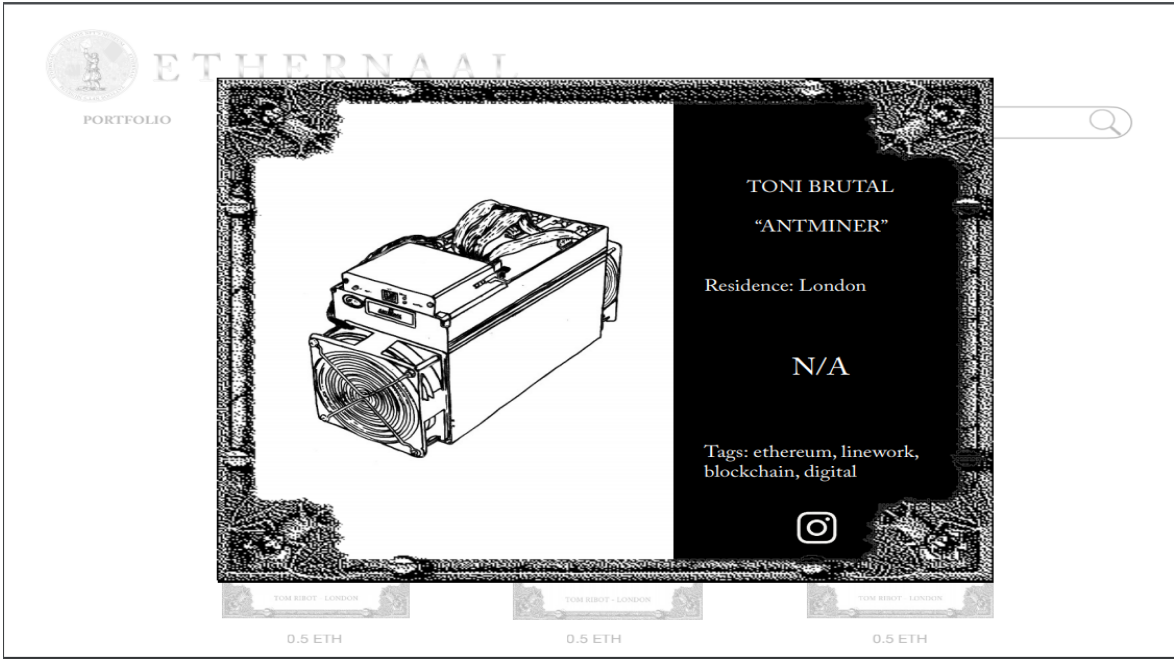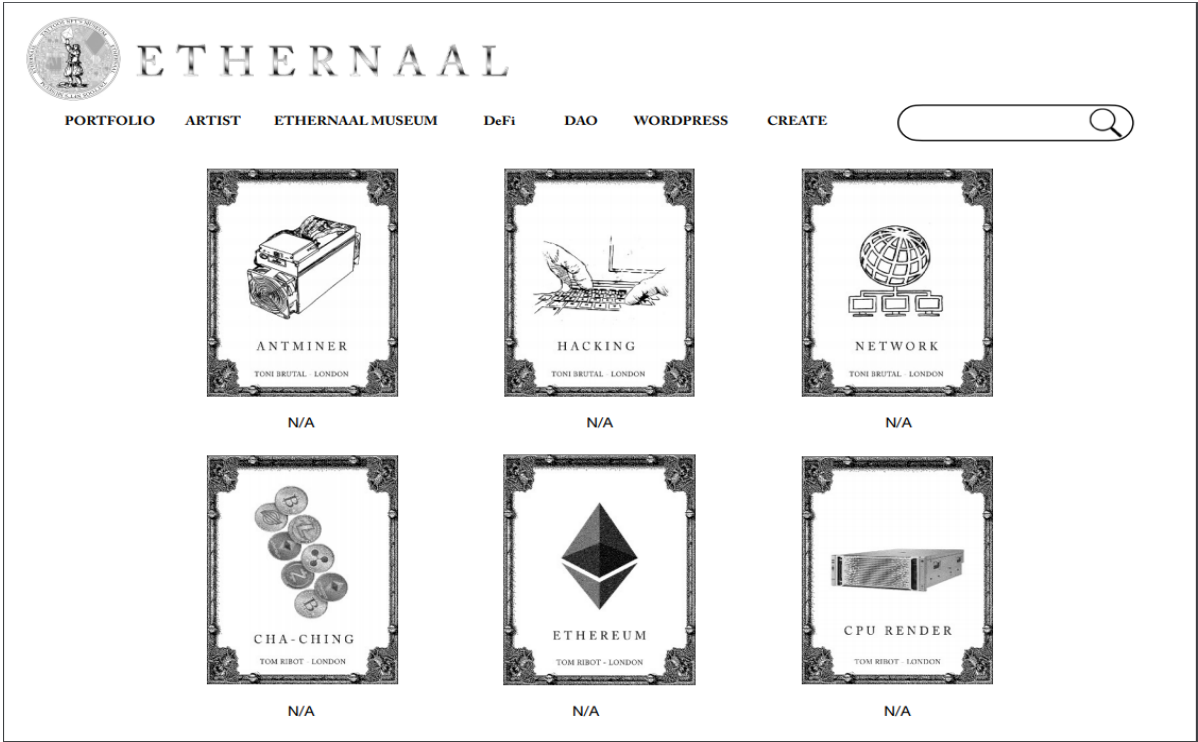
Ledgernity:

Ethernaalists repertory, browse the artist, find their biography, portfolio, artwork and social references.

ETHERNAAL

PORTFOLIO   ARTIST   ETHERNAAL MUSEUM   DeFi   DAO   WORDPRESS   REGISTER

TONI BRUTAL - LONDON

TOM RIBOT - LONDON

BELEN VELASCO - LONDON

TBA

TBA

TBA

ETHERNAAL

PORTFOLIO   ARTIST   ETHERNAAL MUSEUM   DeFi   DAO   WORDPRESS   REGISTER

TONI BRUTAL - LONDON

Antoine Brutel (b.1988) in Neufchateau, France. He is an artist who studied at Camberwell College of Arts in London. Antoine started by practicing painting highly influenced by old cartoon references. His interests evolved and shifted towards more historical references, opening the realm of medieval etching, which led him to the discovery of the tattoo practice. Antoine then conceptualised the idea "Kill you Masters" with the guideline that reproducing the work of art of old masters through tattooing is the ultimate development and resurrection of these works of art.

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(Book a consultation)   (Events)

Ethernaal Museum:
Where digital art curation takes place
(Coming soon)

Aeon:
Manage your $NAAL and enjoy decentralized finance opportunities
(Coming soon)

The GuilDAO:
Allows participation in Ethernaal governance through voting, to open proposal for improvement, to participate in project activities to receives $NAAL for contributions made, to open a censorship request or supervise the treasury, the GuilDAO is the organization management place accessible to all and each $NAAL token holders.
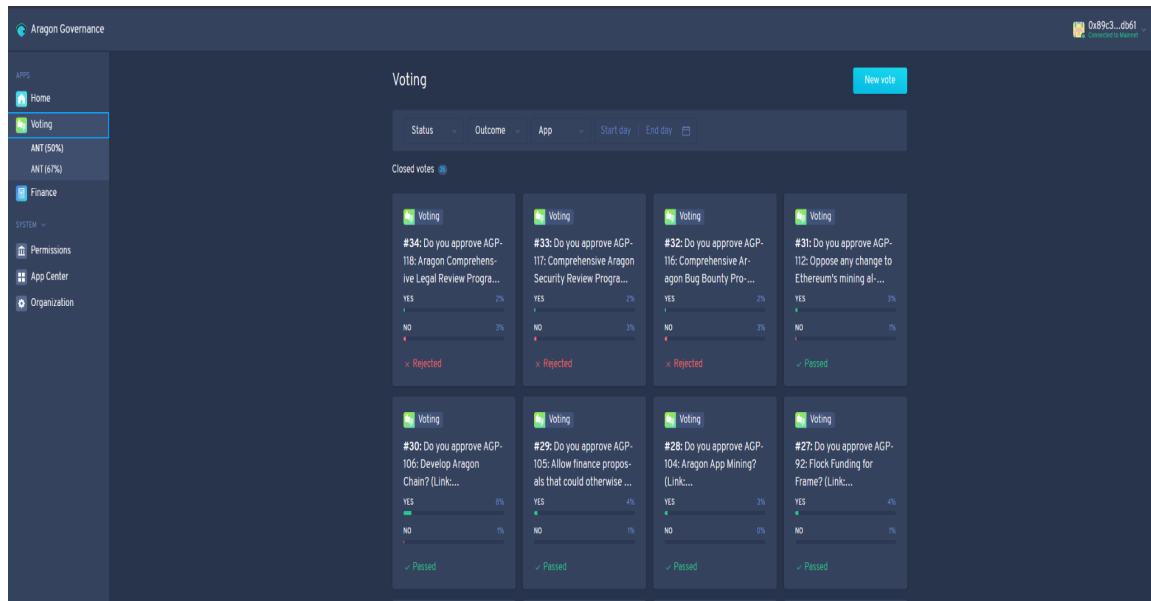
Ethernaalism:
Onboard Ethernaal as a tattoo artist, a studio, a manager or an art curator.
(Coming soon)

Ethamorphose:
A simple, non technical user interface for tattoo artists to mint their NF2T & eNFT.

3) Ethernaal token ($NAAL)

A strict limit of 40 Millions $NAAL will be created, never to be increased. $NAAL will run natively on the Ethereum blockchain as an ERC20 standard token with the consideration of other

$NAAL Allocation

%	Amount ($NAAL)	Allocation
12%	4,800,000	Presale
20%	8,000,000	Founding Team (Vested over 1 year)
6%	2,400,000	Angel investors (Vested over 6 months)
7%	2,800,000	Marketing & Partnership
45%	19,00,000	Decentralized Exchange Liquidity Pools
10%	4,000,000	Airdrops

Unsold allocated tokens will rejoin the DAO treasury.

3.1 Presale:

The Presale will be conducted in ETH under a dutch bidding system with the top bidders earning an additional exclusive bonus.

4 different perk of tokens will be available for purchase with a starting price defined as per the table below:

Price	Token Amount	Price $ETH x $NAAL
0.25 ETH	360	Approx 0,0007 ETH
0.5 ETH	1000	Approx 0,0005 ETH
0.75 ETH	2500	Approx 0,0003 ETH
1 ETH	5000	Approx 0,0002 ETH

3.2 Auction Perks:

Perks will be available as following for auction sell:

PERK	Tokenx Perk	Auction Starting Price	Availability
1	360	0.25 ETH	1500 PERKS of 360 $NAAL
2	1000	0.5 ETH	1000 PERKS of 1000 $NAAL
3	2500	0.75 ETH	750 PERKS of 2500 $NAAL
4	5000	1 ETH	250 PERKS of 5000 $NAAL

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3.3 Auction Bonuses:

The top bids of the auction sale will receive a bonus as per the following distribution:

Top 10 bidders will receive a Non Fungible Tattoo Token from the very first batch of digital tattoos.

The subsequent 50 top bidders will receive a eNFT from the first batch (Each token crafted to 10 units) created by the Ethernaal Artists, limited edition NFT are NOT bonded to any artistic performance unless specified otherwise (no physical art, nor tattoo or flashes).

NAAL token will be listed in a decentralized exchange at the price of 0.0000288 ETH / approx 0,46 USD per token.

3.4 Presale Schedule

All times below are GMT references.

Date	Task
2021 *TBA*	Initial draft white paper completed, circulated to potential angel investors
2021 *TBA*	Announce $NAAL Presale plan, and release whitepaper to general public
2021 *TBA*	Presale starts
2021 *TBA*	Presale Close
2021 *TBA*	Liquidity Supplied to DEX

Investors will receive $NAAL tokens within 5 working days after the ICO finishes. The same

day in which the release of the token in DEX (decentralized exchange) shall occur.

3.4 Decentralized Exchange Offering

The liquidity will be added to a DEX (*platform to be announced*) thanks to the funds raised during the private sale during the ICO.

3.5 Team Allocation Vesting Plan for the Team

Initial release: 25% (2M)
After 3 Month: 25% (2M)
After 6 Month: 25% (2M)
After 1 year: 25% (2M)

Team funds distribution: The team shares the team allocation in equitable shares independently of the number of members and their position within the project.

3.6 Presale and Private sale Funds Usage

Presale and private sale funds will be allocated as per the following distribution:

- 50% of the funds raised will be used to provide liquidity in decentralized exchange(s)
- 15% will be kept in treasury reserve
- 15% will be assigned to platform development and costs (Gas, Token minting…), branding, marketing, including promotion and partnership,
- 10% will be assigned to Capsule Labs.
- 10% will be assigned to the team members.

4) The Team

The project is incubated by Capsule Labs and led by an experienced team in the tattoo and blockchain industry.

Antoine Brutel
CO-FOUNDER/CREATIVE DIRECTOR
Tattoo artist, co-founder of Pleasure London, founder of Nihil London.

Tom Ribot
CO-FOUNDER/ CEO/ DESIGNER
Co-founder of Collective Ending HQ London, artist sculptor, tattoo artist

Gyana Lakshmi
BLOCKCHAIN LEAD DEV

Blockchain Evangelist, Product Manager for Emerging Technology @ WileyNXT, Developer Ambassador for Algorand, Aeternity, NEAR Protocol (India Guild) and Covalent, Co-founder of BeneFit (An NFT marketplace for charities)

Jean-Michel
FRONT END LEAD DEV

Full-stack developer who studied intelligent and communicating systems. His passion for new technologies gave him the opportunity to win several hackathons and co-founded Universal Voucher, LiskRide.

Julien P
C.V.O

Blockchain advisor in various crypto industry projects (Civicpower, Coinstats, Korus), founder of Capsule Labs.