

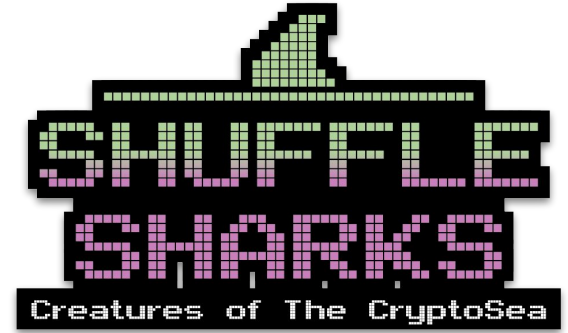
Shuffle Sharks

A NFT collection of The CryptoSea

**We make NFT a vital
experience and
protect our world's
marine ecosystem.**









SHUFFLE SHARKS

- ❑ Shuffle Sharks are 10.000 programmatically generated pixel creatures living in **The CryptoSea** on Solana blockchain.
- ❑ They come in all different shapes, sizes, colours and styles. However, they are all totally unique. No two sharks are ever the same.
- ❑ Shuffle Sharks are just the first species identified from the depths of **The CryptoSea**.



THE CRYPTO SEA

- ❑ **The CryptoSea** is a new NFT brand on Solana Blockchain
- ❑ Shuffle Sharks is the first out of 8 planned NFT collections
- ❑ All collections will follow the **Bitcoin Holder Ranking**, so Shrimps, Crabs, Fish, Whales etc. are coming next

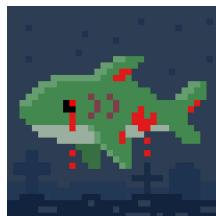
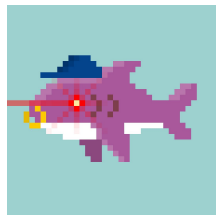
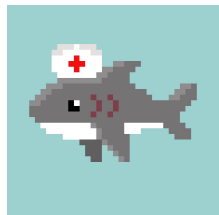
 Humpback 5000+ BTC	 Whale 1K - 5K BTC	 Shark 500 - 1K BTC	 Dolphin 100 - 500 BTC
 Fish 50 - 100 BTC	 Octopus 10 - 50 BTC	 Crab 1 - 10 BTC	 Shrimp <1 BTC

NEXT!

The CryptoSea is the defining NFT metaverse on Solana blockchain

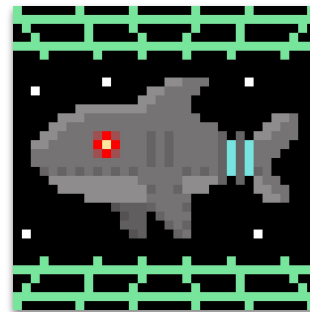
Purpose	Why do we exist?	We make NFT a vital experience and protect our world's marine ecosystem.				
Strategy	What do we want to become?	Be the most fun NFT metaverse for everyone.				
Values	What is important to us?	Deliver value for buyers	Enjoy the journey	Create belonging	Give back to the world	Stay hungry and humble
Priorities	How do we succeed?	1 Create NFT collections that people love	2 Build a world-famous NFT brand	3 Create a family alike community	4 Protect our world's marine ecosystem	5 Innovate and develop the metaverse
Initiatives	How do we execute our priorities?	<p>Launch Shuffle Sharks successfully: Create aesthetic shark NFTs clean and smooth in design. Release a Limited Edition of 250 sharks with a companion trait at launch to elevate scarcity. Include 15 ultra-rare Shuffle Sharks entirely hand-drawn to elevate scarcity even more. Offer ShuffleSharks at a fair price and deliver a flawless mint procedure.</p> <p>Make Shuffle Sharks valuable: Spend 25% of royalties (5%) for first 6 months to stabilize floor price and airdrop NFTs to community. List Shuffle Sharks on all important secondary marketplaces.</p>	<p>Build The CryptoSea brand from the scratch: Invest 15% of primary sales in marketing. Accelerate social media and influencer marketing to gain reach. Establish strategic partnerships and collaborations with other NFT collections to win together. Perform viral PR stunts to promote The CryptoSea and Shuffle Sharks brand.</p> <p>Increase NFT collections in value: Accelerate brand awareness and market reach to increase NFT value and make buyers gain profits.</p>	<p>Give attractive perks to the community: Offer a dive trip to South Africa or a \$10.000 cash reward. Airdrop free NFTs to buyers.</p> <p>Create a sense of belonging: Bring people together in Discord to advocate and support each other. Embrace Twitter and Instagram to inform and socially connect to people.</p> <p>Make it a fun experience: Spend 10% of primary sales to realize ideas coming from the community. Employ a full time community manager to create and maintain a healthy community.</p>	<p>Give back and donate: Partner with charity organizations around the world to protect our marine ecosystem and the different species living in it.</p> <p>Adopt real living sharks: Donate to Sharktrust.com to safeguard a future for sharks. 100 ShuffleShark buyers will become certified adoptive parents. The community gets to decide on their names.</p>	<p>Create more NFT collections: Inspired by the Bitcoin holder ranking, The CryptoSea will consist of 8 different collections. These are: Shrimp, Crab, Octopus, Fish, Dolphin, Shark, Whale, Humpback</p> <p>Implement more features and functions: Develop a fun game that includes all species from The CryptoSea. Establish a DAO to increase participation and security. Build an online merchandising store and create awesome The CryptoSea apparel. Create our own The CryptoSea token on Solana that can be exchanged, traded and spent in our game and online store.</p>

THE LOOK



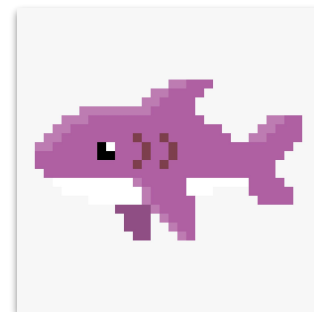
THE RARITY CONCEPT

- ❑ Shuffle Sharks are randomly assembled with over **120 attributes** out of **8 different traits**. Some are rarer than others.
- ❑ There are **15 ultra-rare** Shuffle Sharks entirely made by hand from the scratch and completely different in appearance (e.g. Zombie, Cyber, Ninja and more).
- ❑ In addition, we release a **Limited Edition of 250** sharks with a **companion trait** at launch to elevate scarcity.



THE UNIQUENESS

- ❑ Shuffle Sharks are very **aesthetic** with light muted pastel colors. They are clean and smooth in design with a **perfectly balanced** rarity concept for their attributes.
- ❑ They are only the first collection of a whole **new metaverse**, called **The CryptoSea**.
- ❑ Parts of primary sales and royalties will be **given back to the community** and to help **protect our world's marine ecosystem**.



THE ROADMAP

- ❑ **Free Salty Shrimps**
Every Shuffle Sharks holder will receive a Salty Shrimp NFT for free.
Release date - February 2022
- ❑ **Charity**
We donate and adopt 100 Sharks to protect the world's marine ecosystem.
- ❑ **Community & Marketing**
25% of primary sales go into community and marketing events such as airdrops, charity or PR stunts.
- ❑ **Floor Price Hygiene**
25% of royalties will buy back Shuffle Sharks to be airdropped to our community.
- ❑ **Grand Prize**
Travel to South Africa and swim with real sharks.



**Be the most fun NFT
metaverse for
everyone.**

THE PRICE & LAUNCH DATE

- ❑ Shuffle Sharks will be launched in **three waves**.
- ❑ 250 Shuffle Sharks have already been minted for marketing purposes.

Pre Sales:	500 x 0,33 SOL	11th December 7pm UTC
Limited Edition:	250 x 0,66 SOL	12th December 7pm UTC
Public Sales:	9.000 x 0,66 SOL	12th right after Limited Edition

THE OVERALL MARKETING BUDGET

- PRE MINT
 - Private Venture Capital

Private Venture Capital to fund Pre Sales

- PRE SALES
 - 100% of sales
 - 0.33 SOL * 500

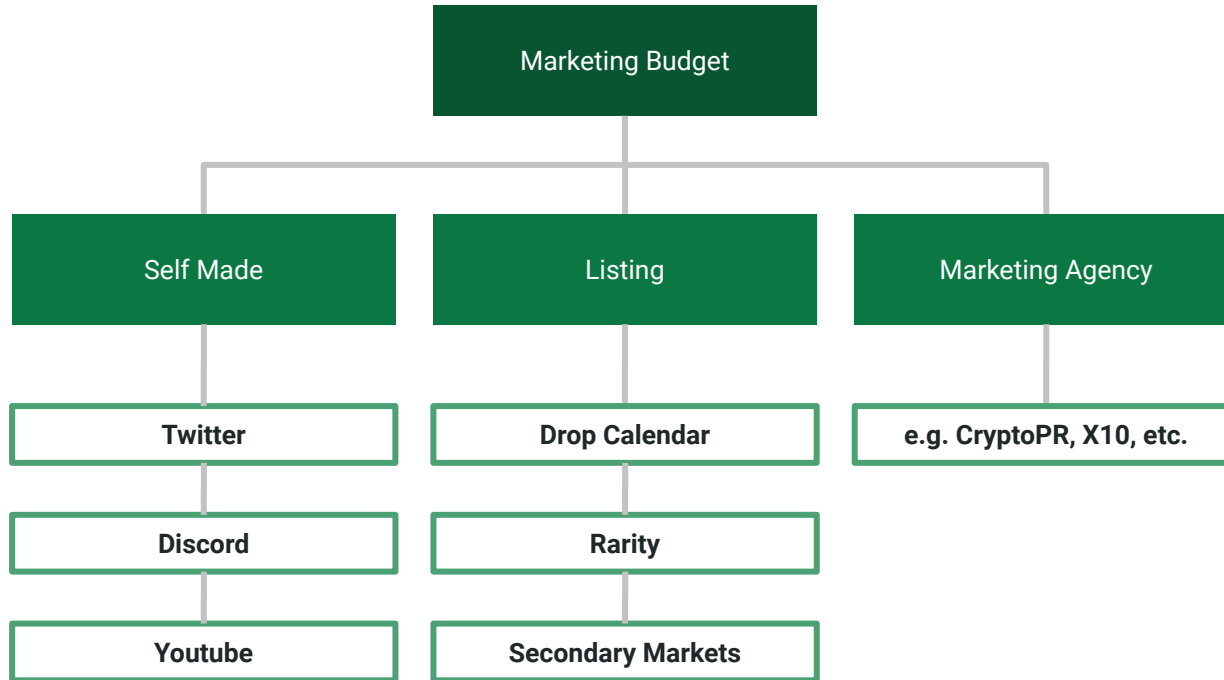
100% of Pre Sales earnings to fund
Public Sales

- PUBLIC SALES
 - 15% of sales
 - 0.66 SOL * 9250

15% of Public Sales earnings to fund brand
building of The CryptoSea & Shuffle Sharks

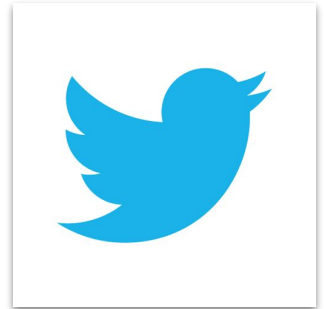
- Up to **250.000 USD** will be spent into building and promoting Shuffle Sharks brand and The CryptoSea metaverse
- In addition
 - 10% of Public Sales to build community and loyalty
 - Airdrop Salty Shrimps for every Shuffle Sharks holder to increase trading volume
 - 25% of royalties to stabilize floor prize

THE MARKETING SPENDING STRUCTURE



THE LINKS

- ❑ **Website:** <https://shuffles sharks.com/>
- ❑ **Discord:** <https://discord.com/invite/XwY2UgZD>
- ❑ **Twitter:** @shuffles sharks @CryptoSea_NFT
- ❑ **Instagram:** @shuffles sharks @cryptosea_nft



Deliver value for buyers.

Enjoy the journey.

Create belonging.

Give back to the world.

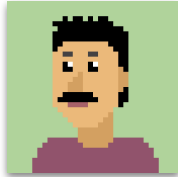
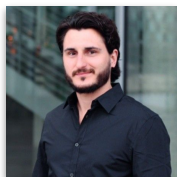
Stay hungry and humble.

THE TEAM



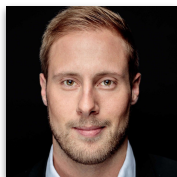
Hans-Georg Beyer

- Technology Advisory and Strategic Sales
- Worked for IBM, Microsoft and ServiceNow
- Role in project: **Business and Project Management**



Fabian Kucharski

- Global Senior Graphic Designer
- Works for Helping.com
- Role in project: **Design and Development**



Benedikt Fimpel

- Global Brand Director
- Worked for Corona Extra, Jägermeister and Moskovskaya
- Role in project: **Marketing and Communication**

