

SNOOZE

CUTiEST COZYUS MAXiMUS

THE OPPORTUNITY

SNOOZIES: NEXT-GEN IP WITH REAL-WORLD POTENTIAL

Most NFT IP projects lack a clear niche or a path beyond Web3. Snoozies is different.

- ① **A Powerful, Authentic IP:** Snoozies isn't just another PFP collection. It's a story-driven brand with deep lore, premium design, and Web3-native culture, making it highly adaptable for digital content and beyond
- ② **A Defined Market: Crypto Parents:** An untapped, high-income niche that is only going to expand as more people in Web3 start families. Snoozies is positioned to become the flagship community for crypto-native parents.
- ③ **A Premium, Limited-Edition Brand:** Unlike traditional baby brands, we're not focused on mass production. Inspired by drop culture, Snoozies will offer high-end, small-batch releases that prioritize quality and exclusivity.

To break into the market, we'll start by sending high-quality baby care essentials packages to crypto parents with influence and TikTok moms, creating organic demand and visibility

A NEXT-GEN NFT IP WITH A CLEAR NICHE, REAL-WORLD SCALABILITY, AND A WEB3-NATIVE COMMUNITY AT ITS CORE.



THE ART & IDENTITY OF SNOOZIES

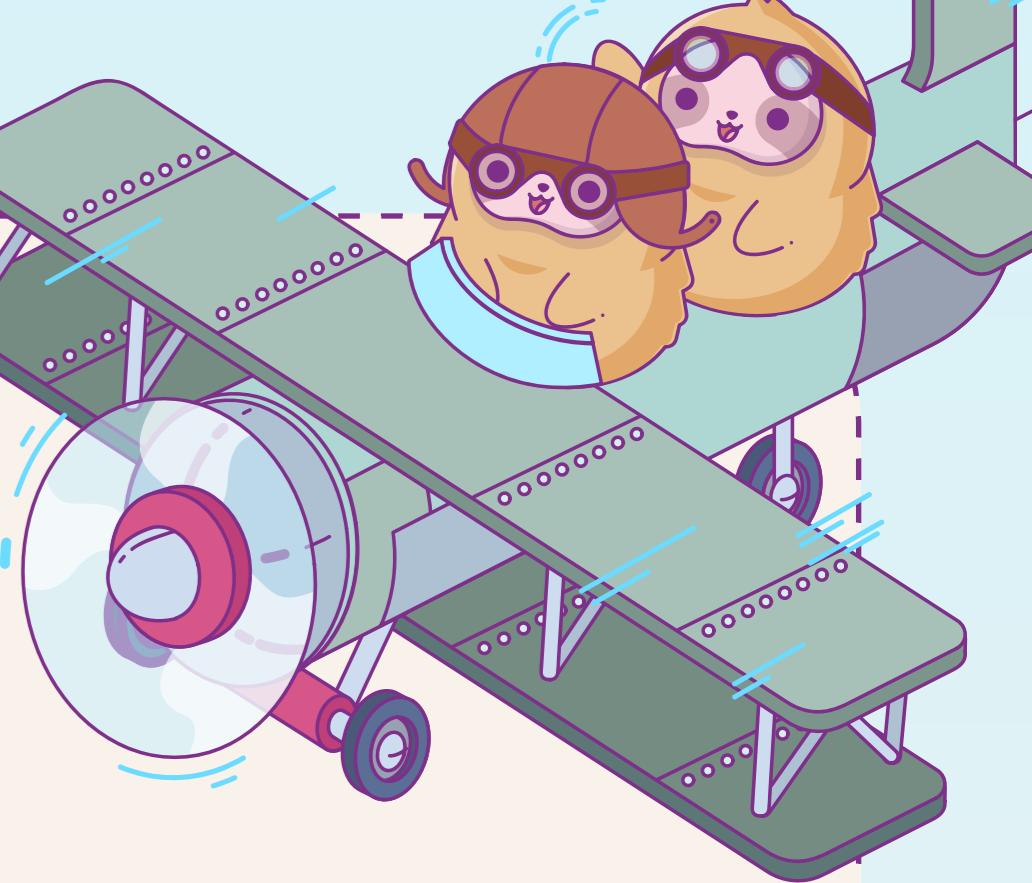
DESIGNED FOR CULTURAL IMPACT & MASS ADOPTION

- **The Visual Identity:** What makes Snoozies stand out artistically? The design philosophy, unique style, and what inspired the character aesthetics
- **The Color Palette & Design Choices:** Why the Japanese dango-inspired color palette was chosen and how it enhances the brand's cuteness, warmth, and recognizability
- **Rarity & Traits Breakdown:** An overview of the trait categories, unique attributes, and rarity tiers that add depth and collectibility to the collection.
- **Versatility & Adaptability:** How Snoozies' design makes them perfect for PFPs, GIFs, animations, branding, and future physical products.

SNOOZIES ARE BUILT FOR STORYTELLING, COLLECTIBILITY, AND VIRAL CULTURAL iMPACT



THE STRATEGY



SCALING SNOOZIES FROM WEB3 TO THE REAL WORLD

Snoozies will grow through a two-phase strategy, ensuring strong initial adoption while laying the foundation for a Web3-native baby brand.

PHASE 1 THE LAUNCH & CULTURAL POSITIONING

- **Sell Out Launch:** Our strategy is designed for maximum impact but remains a closely guarded secret.
- **Content Seeding:** Snoozies will flood Twitter, TikTok, and Instagram with GIFs, short videos, and memeable moments, reinforcing Cutiest Cozyus Maximus as a cultural movement.
- **PFP Adoption:** Key Web3 figures will organically showcase Snoozies as a premium, high-quality PFP, driving visibility and status within the space.

PHASE 2 EXPANDING THE SNOOZIES ECOSYSTEM

- **Creator Collaborations:** Snoozies will unlock high-quality user-generated content at scale, expanding the brand beyond NFTs into Web3-native storytelling and experiences.
- **Product Expansion:** Snoozies isn't a mass-market baby brand. We'll release limited, high-end baby care essentials, first through care packages sent to crypto-native parents and TikTok influencers to drive organic growth.
- **Community-Led Growth:** Lumina Leaf holders will have priority access to brand partnerships, revenue-sharing, and early product releases—aligning Web3 incentives with real-world expansion.

SNOOZIES ISN'T JUST A DIGITAL BRAND—IT'S THE FIRST NFT-NATIVE IP DESIGNED TO SCALE INTO A REAL-WORLD BABY BRAND, STARTING FROM WEB3 AND EXPANDING OUTWARD.



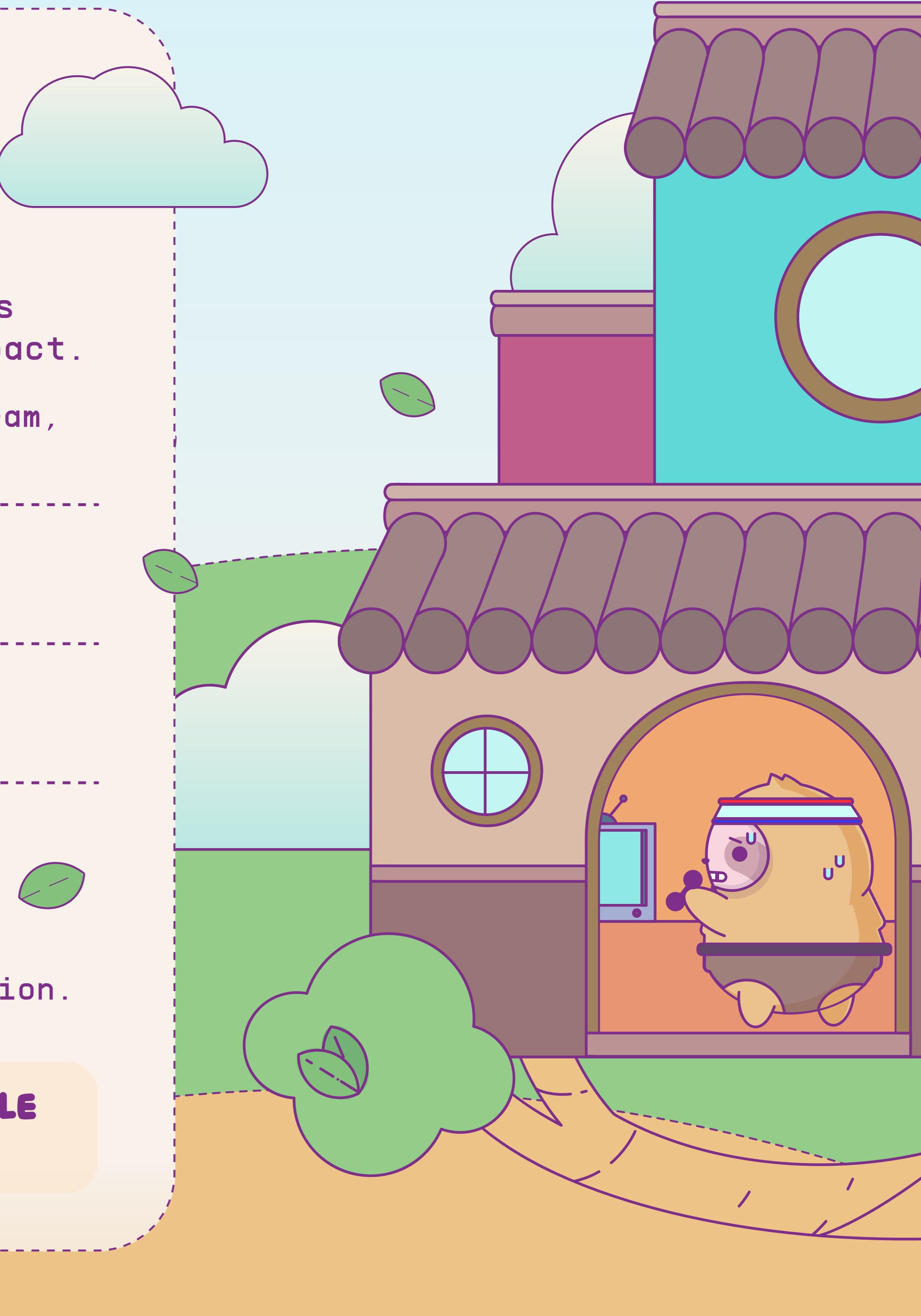
METRICS FOR SUCCESS

CLEAR, MEASURABLE GROWTH.

To ensure Snoozies' long-term success, we are focused on key metrics that track digital brand adoption, Web3 engagement, and cultural impact.

- ① **Social Media Reach:** Total views and engagement across TikTok, Instagram, Twitter, and Web3-native platforms.
- ② **PFP Adoption Rate:** Number of unique Snoozie PFPs adopted across Web3, reinforcing brand visibility.
- ③ **Community Growth:** Expansion of Discord members and Twitter followers, measuring organic engagement.
- ④ **Creator Involvement:**
 - > Number of user-generated Snoozies content (fan art, memes, GIFs).
 - > Unlocking high-quality user-generated content at scale through AI, positioning Snoozies at the forefront of AI-driven creative collaboration.

OUR GOAL: BECOME THE MOST RECOGNIZABLE AND LOVED PFP IN THE WORLD WHILE PIONEERING THE NEXT WAVE OF AI-ENHANCED COMMUNITY CONTENT



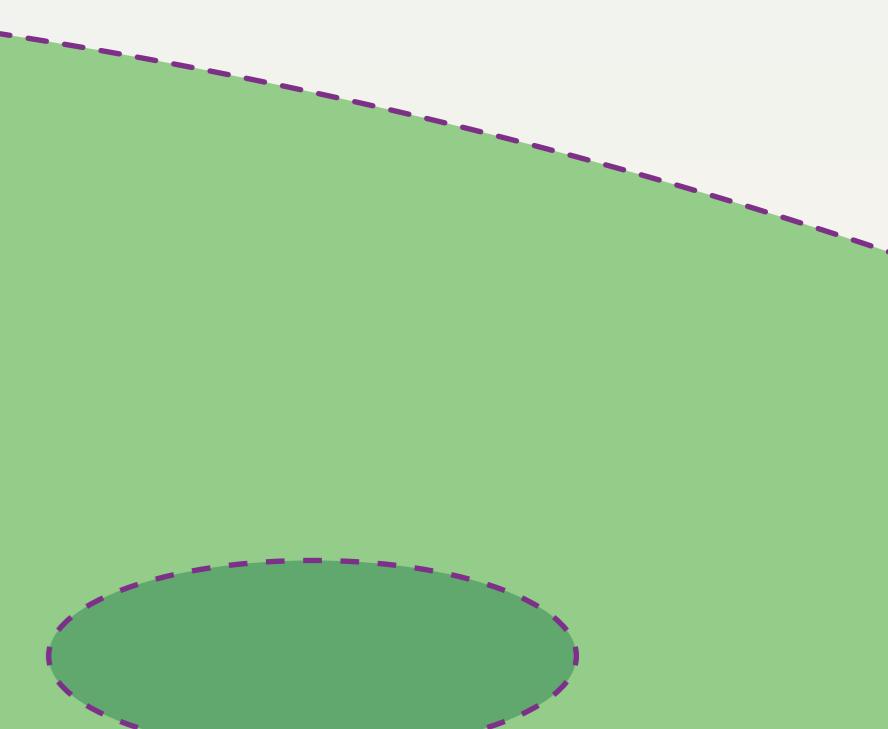
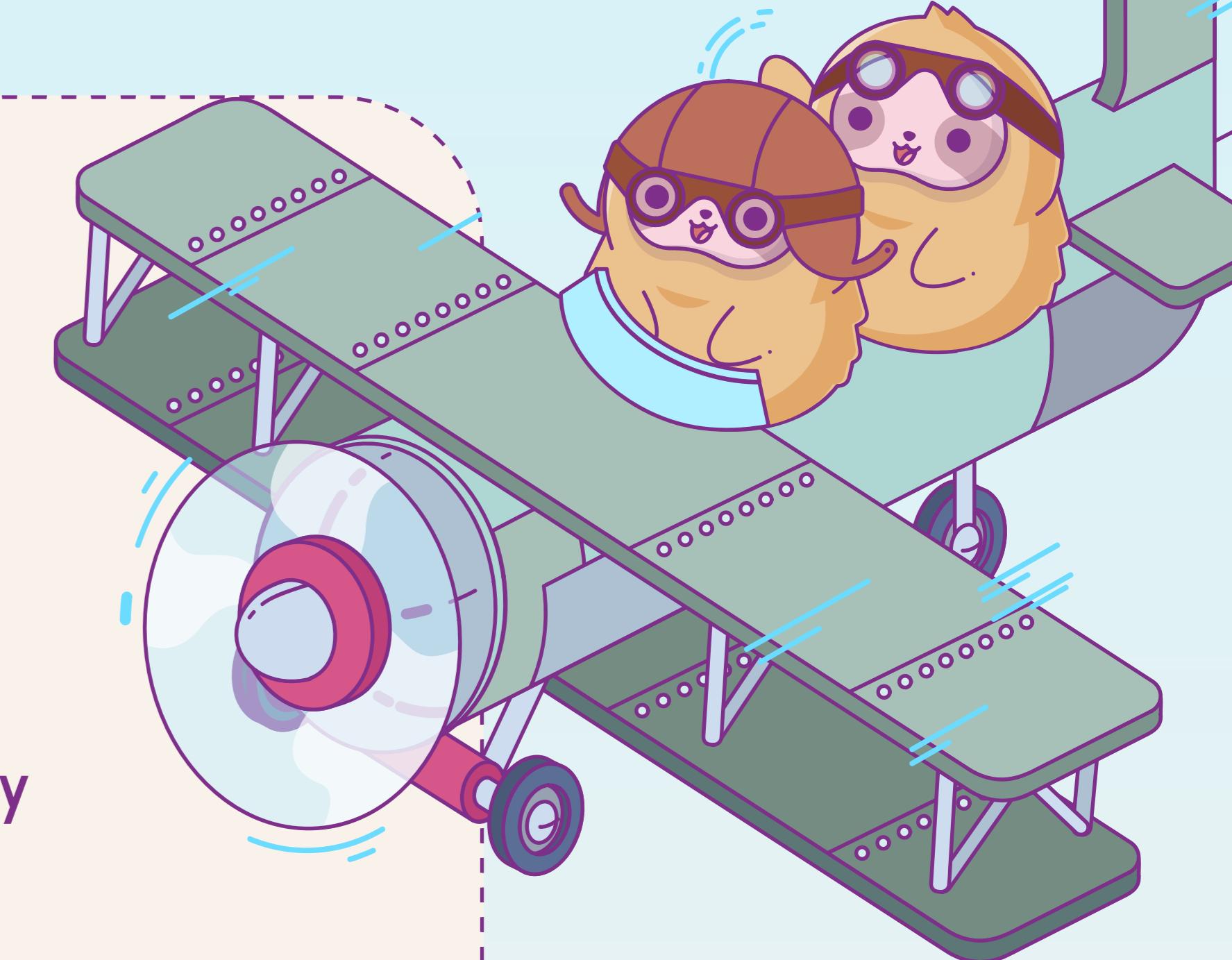
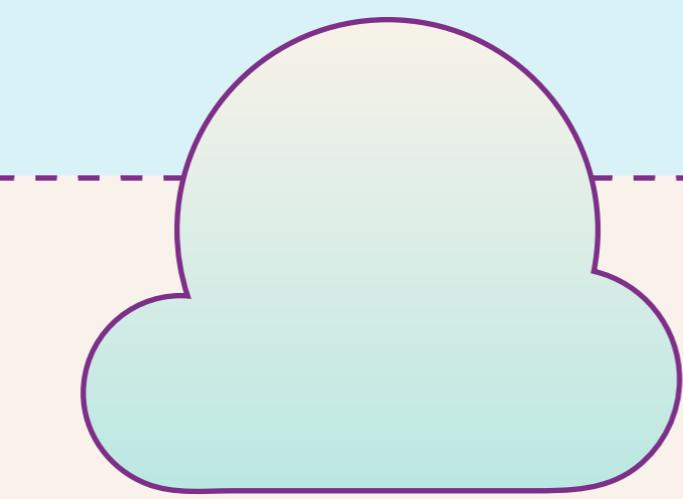
WHY NOW?

"THE PERFECT MOMENT FOR SNOOZIES TO TAKE OVER

The Web3 space is shifting from speculative NFT hype to brand-driven, culturally relevant IP—and Snoozies is positioned at the forefront of this evolution.

- ⑥ **NFTs as IP Platforms Are Gaining Traction:** Projects like Pudgy Penguins have proven that NFT-native brands can scale beyond Web3, and Snoozies is designed to do the same—but with a clear niche and a real-world product vision.
- ⑥ **Social Media Favors Content-First Brands:** Algorithms now prioritize short-form, high-engagement content, and Snoozies' GIFs, animations, and memeable PFPs are built for maximum virality across TikTok, Twitter, and Instagram.
- ⑥ **AI is Changing Content Creation:** The next evolution of Web3 communities is AI-powered UGC at scale—Snoozies is positioned to be ahead of the curve by empowering holders to create and amplify content effortlessly.
- ⑥ **Web3's Audience is Maturing:** More people in crypto are starting families, creating a growing demand for brands that connect with Web3-native parents—a niche that Snoozies is primed to dominate.

TIMING IS EVERYTHING. SNOOZIES IS BUILT FOR THIS MOMENT—WHERE WEB3 CULTURE, AI-DRIVEN CONTENT, AND REAL-WORLD BRAND EXPANSION CONVERGE.



THE MISSION

BUILDING THE FUTURE OF WEB3-NATIVE IP—ONE SNOOZIE AT A TIME.

Snoozies is more than an NFT collection—it's a next-gen IP designed for mass adoption.

- ◎ **A Web3-Native, Viral-Ready Brand:** Built for PFP adoption, GIFs, and animations, making it instantly recognizable.
- ◎ **AI-Powered Content at Scale:** Enabling high-quality, community-driven storytelling through AI.
- ◎ **From Digital to Physical:** The first NFT-born baby brand, starting with high-end baby care essentials.

**OUR GOAL: TO BUILD THE MOST RECOGNIZABLE
WEB3-NATIVE BRAND, DRIVEN BY CULTURE,
COMMUNITY, AND REAL-WORLD IMPACT.**

join us!

