

THE COLLABREWERY ECOSYSTEM

The Brewery Pledge

Every brewery and NFT Partner that joins the collaBREWERY acquires Plebs for their local community. Contribution for breweries is based on brewery size and donation ability. When 1 Pleb becomes greater than the standard Brewery Pledge, the Pleb Champion stage is activated.

Pledge Amount based on Brewery size:

SMALL: .2 ETH (of Plebs)

MEDIUM: .35 ETH

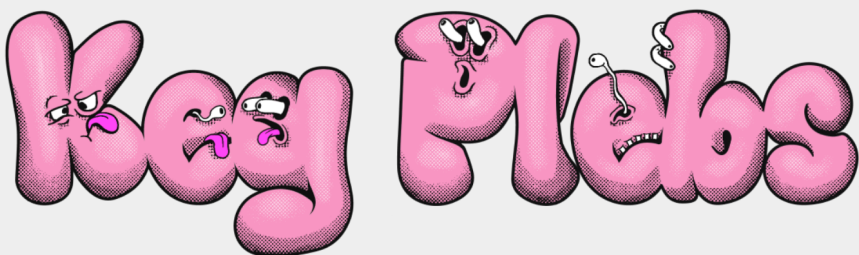
LARGE: .5 ETH

XL: 1-3 ETH

Pleb Champion

When the price for a brewery to make their pledge at their tier level becomes too expensive a local community member must donate their Pleb to the brewery. When they do so, the Pleb Champion receives a 1/1 Pleb with custom benefits. (Learn more on page 2)

Ecosystem when:
Price per Pleb < Pledge



PLEBS AVAILABLE FOR PURCHASE

on contract or secondary

25% COMMUNITY WALLET

NFT Partners
Purchase Plebs¹

Individuals
purchase Plebs

Breweries¹
Purchase Plebs
via pledge

Brewery Receives:
Keg Pleb Funding
Global Industry Network
Marketing/Sales Channels
Custom can art & 1/1 Pleb

NFT PARTNERS

**PLEB
HOLDERS**

BREWERIES

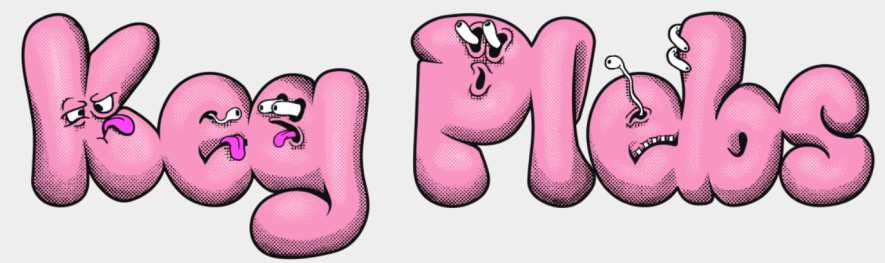
Plebs Distributed
to the NFT community
*vested over one year

Plebs Distributed
to the local community
*vested over one year

FOOTNOTES:

1 . If secondary pleb price is < mint price and the contract is not minted out, plebs will be bought by industry pledges via secondary until pleb price > mint. At this point plebs are bought by via contract. Once the contract is minted out, plebs are bought off secondary until phase 2 is reached. (lower floor price = more plebs bought and redistributed).

Ecosystem when:
Price per Pleb > Pledge



**PLEBS AVAILABLE
FOR PURCHASE**

on contract or secondary

**25% COMMUNITY
WALLET**

NFT Partners
Purchase Plebs

Individuals
purchase Plebs

Brewery Receives:
Keg Pleb Funding
Global Industry Network
Marketing/Sales Channels
Custom can art & 1/1 Pleb

NFT PARTNERS

**PLEB
HOLDERS**

BREWERIES

Plebs Distributed
to the NFT community
*vested over one year

Pleb Champion Activation

Community member donates
Pleb to the Brewery in need.

Pleb Champions Receive:

1/1 Champion Pleb NFT
Boosted Pleb Passport Perks
Champion Pleb Role

NOTES:

- **Phase 1** has been designed to drive stable long term price action, driving consistent volume and mints until the secondary floor has first exceeded mint price, and then full mint out, then surpassing the pledge price.
- **By Phase 2** - the network is large enough that NFT partners will pledge to gain access to the network production and marketing. Onboarding becomes more valuable to holders, industry professionals and participants in the network.
- **Flash Phases** - will occur in the weeks after mint, promoting more aggressive volume and onboarding participation.