



Lil Hustlaz

WHITEPAPER

Prepared by Perrin Moncur & Wyatt Oates

FROM THE FOUNDERS

LETTER

There is no better time than right now to be alive and part of this incredible NFT space. What can be achieved as a community is greater than ever before. We are beyond excited to start this journey with all of you!

My co-founder and I have been hustlers our whole lives. We've climbed and fought our way through both the corporate machine and the cutthroat music industry. Then NFTs came and opened our eyes to a whole new world of possibilities. NFTs became an obsession of ours and now we want to put our footprint on this space. We have a vision and are committed to building a collection with unmatched utility that is inspired from our passions of art, music, and fashion.

The NFT space has rapidly taken over and the technology has near limitless capabilities. One of the most promising use cases for NFTs in the near future is their application towards physical assets. Right now, luxury items and NFTs are colliding for the purpose of proof of ownership. This is just the beginning, and thanks to the blockchain there is no limitation to what can be done.

This is where we step in. We have a goal of becoming one of the first projects to bridge the gap between physical assets and the cutting edge technology of NFTs. Our project is focused around rewarding our community with NFTs backed with physical assets. We're not talking about any physical asset but high end custom jewelry, custom sneakers, trading cards, and much more... Thanks to our secured partnerships the sky is the limit for our project and what we can bring to the table.

Our team here at Lil Hustlaz is working around the clock. We are preparing for our public sale and we are very excited to see this community flourish.

Everything is explained in more detail in this whitepaper. Please note, it is a work in progress, things may change (by change, I mean improve) and will be updated as we go.

Yours truly,

Perrin Moncur

OVERVIEW

INTRODUCTION

Lil Hustlaz is an NFT (Non-Fungible Token) project that brings ownership into the 21st century. The project connects the digital and physical worlds using NFTs as the medium. Each month, dozens of new NFT projects emerge on blockchains. Some are trying to catch the latest trends, and some are bent on setting the latest ones. Lil Hustlaz falls into the category of revolutionaries - projects helping the industry perform a leap of a century's worth of progress in mere months.

Lil Hustlaz is committed to providing its community with utility, value for the money, and opportunities. Furthermore, we are breaking out of the fully digital approach to non-fungible tokens, introducing a physical element to project utility. We are one of the only NFT projects tying the value of physical goods to NFTs. Our goal is to back liquid digital assets with illiquid physical assets within our revolutionary marketplace, The Hustle House. Holding a Lil Hustlaz NFT comes with a slew of benefits and is your ticket to the future of our Hustleverse.

There is a specific set of problems that we wish to solve. This way of thinking led us to develop a business model and a core competency that revolves around delivering solutions.

PROBLEMS

1 TRADITIONAL OWNERSHIP

Analogue 'Certificates of Ownership' are mundane and easy to forge. Owning things should be something to be proud of, but generally certificates tend to be boring pieces of bureaucracy. Displaying official documents in the open for everyone to intricately inspect makes it easy to duplicate.

2 SATURATED MARKET

The current marketplace is dominated by NFTs that are not backed by physical items. Being able to create a unique digital asset and prove ownership of it is a great leap in technology, but it doesn't address the fact that we live in a physical world that is tangible.

3 ILLIQUID PRODUCTS

Physical items are cumbersome and require logistics to move around. Physical products are also non-fungible as each item has a different production date and unique characteristics depending on the state of the product.

SOLUTIONS

1 NEXT GEN OWNERSHIP

The Hustle House brings you a unique NFT that is a digital representation of the physical product backing it. With the token id logged on the blockchain ledger, you will not be able to forge the NFT. Bringing non-fungible to ownership making each NFT a true "Certificate".

2 UNIQUE APPROACH

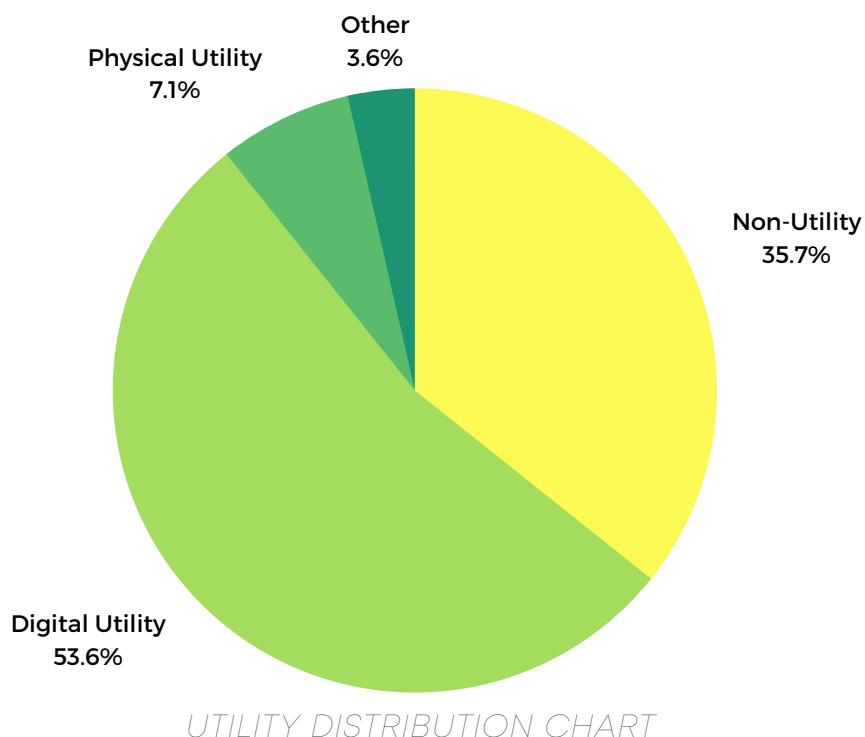
This is not another "copy and paste" NFT project. We are bringing a unique use case into this industry and taking advantage of revolutionizing technology which makes our project stand apart from a saturated market.

The state of the current NFT market puts an emphasis on non-utility (Art collections) and digital oriented utilities (i.e P2E games, metaverse, DAO). To put it bluntly, not enough projects are looking at real world applications and it is a massively overlooked aspect of this technology.

See utility distribution chart below

3 LIQUID PHYSICAL PRODUCTS

The Hustle House provides a unique solution for NFT holders to take part in ownership of a product without having to deal with the burden of the logistics of the items.



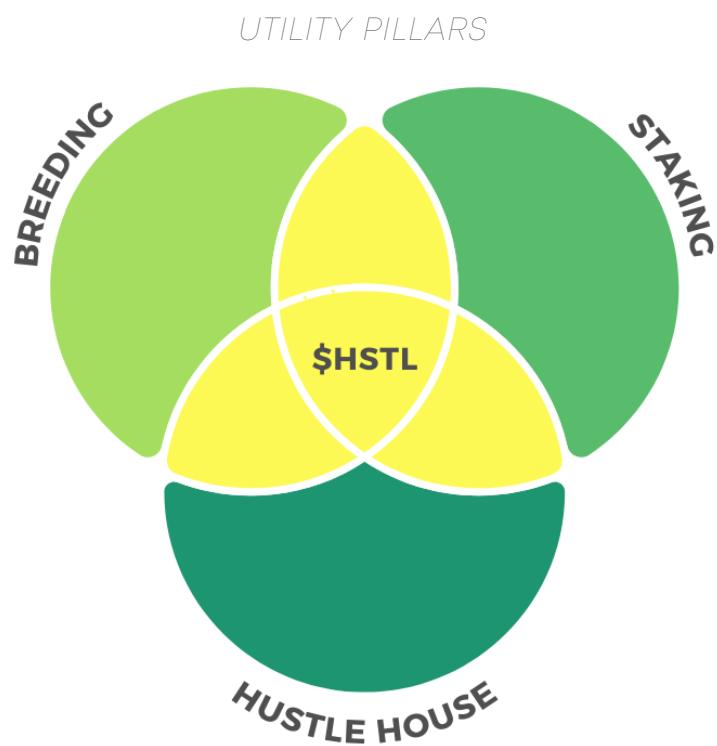
PROJECT UTILITY

"Our main focus is to deliver an elite product that brings value for years to come"

- Perrin Moncur

The utility of Lil Hustlaz NFT revolves around three core aspects. The Hustle House, breeding, and staking. All of which are tied together with our utility token \$HSTL.

\$HSTL is the foundation of everything we are doing here and is detailed further in our tokenomics section, found within this document. Essentially the more \$HSTL you accumulate the more items you will be able to redeem at the hustle house. Breeding and Staking are both pivotal if you wish to be one of the top earners of \$HSTL.



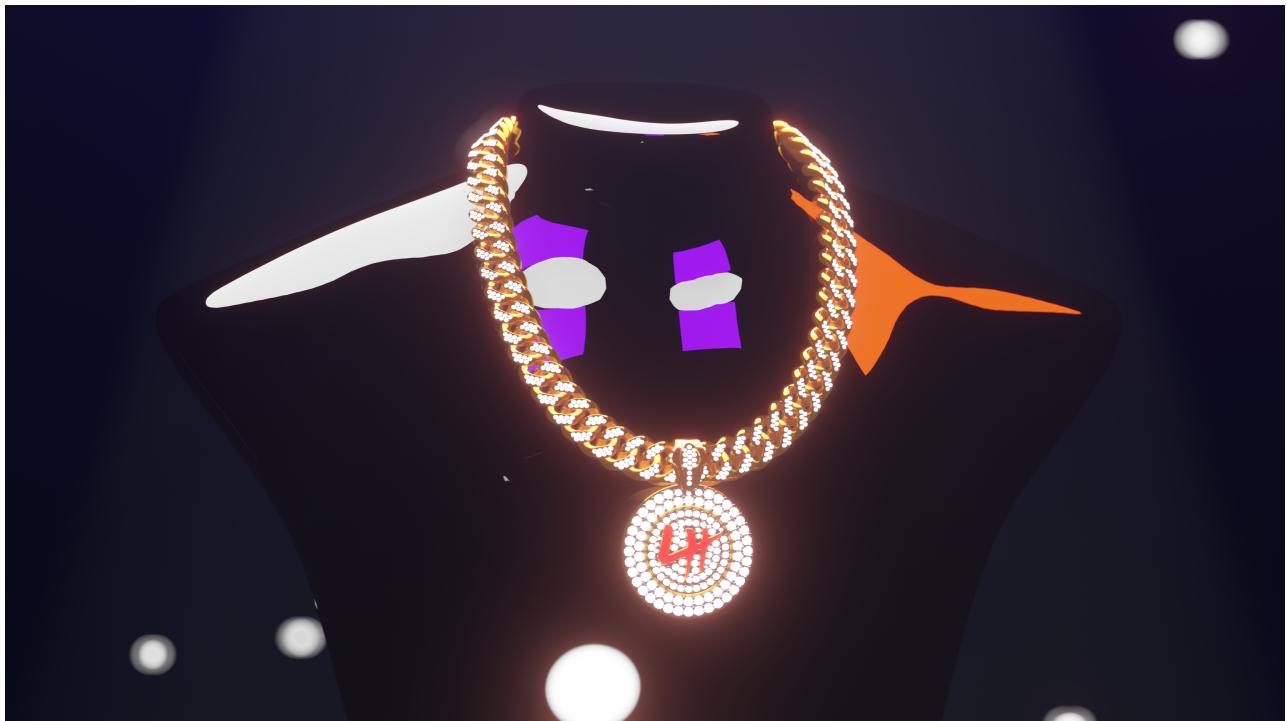
HUSTLE HOUSE

A revolutionary approach to the NFT industry and one of the core aspects of our utility. In essence, the Hustle House is a marketplace for physically backed NFTs. Our goal and mission is to tie illiquid physical luxury goods with liquid digital assets. We will accomplish this by backing a physical asset with its corresponding NFT.

We plan to stock the Hustle House with luxurious inventory. Thanks to our partnership with Miners Den Jewelers, jewelry will be the Hustle House's dominating product. Cuban links, plain janes, diamond studs, custom pendants, and much more will all be available for sale. We will actualize our dream of "Chains on the Chain".

Purchasing items at the hustle house is a simple procedure exclusive to holders of our Lil Hustlaz NFT collection. After you purchase an item you will receive a digital NFT. It will be a high quality 3D rendering identical to the CAD designed piece of jewelry.

Example of Concept 3D Rendering:



In order to redeem and receive the actual physical product you will need to burn the digital NFT. When you complete this process you will receive your fully authenticated luxury physical good as well as a digital proof of ownership NFT.

Adding this dynamic into our product line creates a moment of extreme liquidity, if you choose so. Giving you the option to either trade on a secondary market or burn the NFT to redeem your physical good, both can be valuable and profitable.

Are you in it for the jewelry or for the flip?

You will need \$HSTL in order to purchase which you can accrue over time at different rates with our staking model which is detailed further below. This model is backed by project funds and creates an opportunity for our holders to accumulate our products simply by owning our NFTs.

PARTNERSHIPS

- The Miners Den Jewelers - with history dating back to the California gold rush of the 1800's, the Miner's Den offers unparalleled knowledge gathered from generations of experience.
- LXRD V CUSTOMS - Custom shoe designer who has designed custom pieces for J Cole, Jeezy, 2 Chainz, LightskinMonte, Unghetto Mathieu, Mazi GA, and more.
 - <https://www.instagram.com/lxrdvcustoms/>
- More to come! We are constantly looking for the right strategic partnership to further our brand and customer experience. If you and your team are looking to get involved please contact us.

BREEDING

1 LIL HUSTLAZ  1 LIL BADDIEZ  1 LIL BABIEZ

Breeding and creating more NFTs is the another essential pillar of our utility. In order to participate in this process you will need to own a Lil Hustlaz NFT and a Lil Baddiez NFT. Further details are explained throughout this document.

Lil Hustlaz

Our original collection consists of 10,000 Lil Hustlaz NFTs. Designed with over 260 traits, there is close to 1 billion possible combinations. A Lil Hustlaz NFT is quintessential in the breeding process as you need one to complete our breeding formula and create a Lil Babiez NFT.

In order to own a Lil Hustlaz you will need to participate in our public mint - scheduled for February 25th, 2022 or you will need to purchase a Lil Hustlaz on the secondary market.

This is our genesis product and is required to participate in breeding and other aspects of our utility.

Allocation of Lil Hustlaz supply is as follows:

- 9850 reserved for Public Sale
- 100 reserved for promotions and giveaways
- 50 reserved for core team and employees

Lil Baddiez

Shortly after our public launch, Lil Baddiez will make their way into the hustleverse. Designed by our female artist, our sister collection is made to positively represent the emerging female demographic in the NFT space.

This collection will have a total supply of 5,000 NFTs, which is half of the supply of Lil Hustlaz. Our goal is to introduce scarcity and add extreme benefits to those who take advantage of our breeding and utility system.

Allocation of Lil Baddiez supply is as follows:

- 2800 reserved for Public Sale
- 2000 reserved for early Lil Hustlaz minters.
 - LH minters of token IDs 1-1000 can mint a Lil Baddiez for FREE.
 - LH minters of token IDs 1001-2000 can mint a Lil Baddiez at a 50% discount.
 - Any Lil Baddiez not claimed from this pool will be re-allocated for public sale and/or giveaways.
- 150 reserved for promotions and giveaways
- 50 reserved for core team and employees

Lil Babiez

This collection is the end result of our breeding process. The supply is directly tied to the supply of Lil Baddiez. In order to create one you will need both 1 Lil Hustlaz NFT and 1 Lil Baddiez NFT as stated in the breeding formula. With both of these you will receive your very own Lil Babiez created from the traits of the two NFTs you bred together. Lil Babiez will also come with extraordinary benefits detailed in our staking section.

STAKING

Introducing a passive way to earn our utility token. Our goal is to have our staking platform operational within 30 days of our public sale date.

NFT staking refers to locking up non-fungible tokens on a platform or protocol in exchange for staking rewards and other benefits. Staking NFTs allows holders to earn an income from their collection while maintaining ownership.

All of the NFTs in our Hustleverse will be eligible for staking rewards. However, our Lil Babiez are weighted heaviest in terms of rewards protocol. Our goal is to reward those who take advantage of our breeding system. This not only adds value to the secondary market and trading volume, but will reward those who are committed to our vision.

Earning Rates:

- Lil Hustlaz - Standard earning rate of \$HSTL
- Lil Baddiez - Standard earning rate of \$HSTL
- Lil Babiez - 3x multiplier of standard earning rate of \$HSTL
-

The above reward tiers is the principle of our earnings system. Additional details about our rewards system will come in due time. It is important to us to introduce a bulletproof system into our project, as our staking model is heavily tied into our entire tokenomics ecosystem. In order to create a sustainable and booming economy we promise to work with field experts and tokenomic consulting firms as stated in our roadmap.

\$HSTL

TOKENOMICS

DISCLAIMER

Below model is conceptual and is for informational purposes only. An official token will not be released to the public until it has been peer-reviewed by professional developers and tokenomist experts. The information below on \$HSTL is subject to change at any time in the future.

Token ID: \$HSTL

Total Supply: 73,000,000

Initial Hustle House Funding Amount: 70 ETH

The following examples are listed in ETH values, which is ~\$2500 USD per ETH at the time of this writing

Example Purchase: 1 Cuban Link Chain (\$5,000 or 2 ETH - retail value), this will take 1 year to accumulate enough \$HSTL to buy in the Hustle House if you stake 10 Lil Hustlaz NFTs. This basic value and timeline for the amount of staking needed to get to \$5k gives us the following equation to determine value of \$HSTL, at least initially:

"The Hustle House" (HSTL Token Utility): \$HSTL Tokens will be able to be used to purchase IRL (In Real Life) jewelry and goods, as well as other Lil Hustlaz digital items from our store, deemed the "Hustle House", via our website at www.lilhustlaz.com.

Funding the Hustle House: The Hustle House will be funded via the following ways:

10% of Primary Sales will go toward the set up and filling of inventory for the Hustle House closely following a completed public sale of The Lil Hustlaz NFT Collection. Also, 20% of Secondary Sales of the collection, from sources such as OpenSea and the like will be allocated to maintaining the Hustle House and filling its inventory. Furthermore, any future derivatives will be considered as revenue streams to further fund the Hustle House.

As an idea for the amount of starting capital for The Hustle House, the 10% from Primary Sales of Lil Hustlaz NFT's alone will come out to around 70 ETH. This will give us a huge jump off for getting the Hustle House up and running and full of amazing jewelry and inventory. The 20% of Secondary Sales may quickly add to this amount, further expanding what we can carry in inventory for the Hustle House.

HSTL Token Distribution: \$HSTL tokens will be distributed via holders staking their Lil Hustlaz NFT(s). The reward rate for staking each Lil Hustlaz NFT will be 10 \$HSTL per day to start with. This reward amount may change later, based on demand and amount of tokens in circulation at the time. The more Lil Hustlaz you stake, the more \$HSTL you make!!! Also, our sister collection Lil Baddiez and other upcoming derivative collections of Lil Hustlaz will be able to be staked with multipliers to earn even more \$HSTL, getting you to your IRL bling even faster.

Total Supply Math: If all 10k Lil Hustlaz NFT's are staked for 2 years, and each NFT staked earns 10 \$HSTL, at the end of 2 years, there would be 73,000,000 \$HSTL in circulation. Since some \$HSTL will get spent at The Hustle House, this should be a large enough supply to sustain the Hustle House economy.

HSTL Token Value: To begin with, we are valuing each \$HSTL token at \$0.14 USD (or .000056 ETH), based on the following math.

- 1 Cuban Link Chain (\$5,000 retail value) takes 1 year to accumulate enough \$HSTL to buy in Hustle House, if you stake 10 Lil Hustlaz NFT's.
- This basic value and timeline for amount of staking needed to get to \$5k gives us the following equation to determine value of each \$HSTL token, at least initially.
- $\$5k/1yr = \$5000/365days = \$13.70$ per day for staking 10 NFT's So if we reward 10 \$HSTL per day for staking each NFT, the \$HSTL token is worth \$0.1370 or \$0.14 for round numbers



\$ HSTL

AN OVERVIEW ROADMAP

Q1 2022

GENESIS LAUNCH

- Lil Hustlaz release and **public** launch
- Early Adopters - Airdrop of 100
- Professional Tokenomics Audit
- Web Rebranding
- **Staking** Platform Launched

Q2 2022

HUSTLE HOUSE FOCUS

- Lil Baddiez promo
- Lil Baddiez launch
- **Hustle House** Construction
- Revisit Whitepaper and long-term goals

Q3 2022

BREEDING PLATFORM

- Lil Babiez Launch
- **Breeding Utility Platform**
- "Drive the Hustle" Initiative
- Funds Transparency Statements

Q4 2022

HUSTLEVERSE & BEYOND

- Secure Strategic Partnerships for 2022 and Beyond
- Hustleverse - Usher the Lil Hustlaz Community into the Metaverse
- EOY Summary

"Quarter over quarter growth. This is what happens when you bring a sustainable business model into the crypto industry"

DISCLAIMER

This document is a technical white paper which presents the current and future development reflective of the strategies for Lil Hustlaz. The sole purpose of this document is to provide information. Unless explicitly stated otherwise, the innovative technologies described in this document are under development. Lil Hustlaz does not provide an affidavit for the success associated with the individual product that is displayed. Lil Hustlaz rejects any liability for quality allowing accurate identification of the physical non-fungible assurance of technologies implied within this document. Lil Hustlaz does not have a legal liability for losses or damages that occur due to errors, negligence, or other acts in relation to this document. While the information included in this publication is from sources deemed to be trusted and reliable, Lil Hustlaz is not liable for quality assurance, confirmation, or affidavits regarding the accuracy of this information. The information presented in this document may change without notice. Lil hustlaz has no obligation to modify or renew this document and is not obligated to provide notice to subscribers if any document alterations or errors arise in the future. Lil Hustlaz, including all employees and representatives, is not responsible or liable to any person(s) for any statements, opinions, or information contained within this document. Each recipient is to rely solely on their own due diligence and assessment of the matter which is the subject of this document and any information provided must be verified by the recipient to provide satisfaction of accuracy and completeness. While every effort has been made to ensure that statements or facts within this document are accurate, this document must not be construed as a representation that the matters referred to will occur.

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