



Tokenized rewards for event promotions

\$RAVE was created in June 2021 as a token to celebrate the worldwide rave culture bridging the infectious vibes into crypto developing tokenized innovations to benefit various functions within the entertainment industry. Harmony was the chosen blockchain for its scalability, speed and ability to facilitate a high transaction volume for a low cost. These are essential qualities to deploy both real-world tokenized utility (Rave Promotions) and crypto staking utility (Rave Lore).

About the creator:

Projects are more than just code and a screen name. The people behind the project can be as important as the product itself. Most know me as WaidRave or RaverW and I started as the lone wolf on this project. Waid is my real name, I am college educated with a Bachelors in Business and have held various sales & management positions for the past 12 years. Raving has been a massively positive part of my life for the past decade. Utilizing my experience to help grow the rave industry has been a long time goal and this project is making this dream a reality. I felt using my real name was important with my goal of this being a long-term company. Accountability is important in business but the trust-less anonymity of crypto adds a unique layer to this desire. While I won't fully doxx right now, I am committed to adding back a layer of trust many want to see in this space by being reachable and communicating regularly. As we progress with growth and stability, more structure will be added on the road to a legitimate corporate status. First on this path will be KYC with Harmony with the intention of eventually applying for a development grant for the Rave Promotions dapp.

Token details:

\$RAVE: 0xf9f0724ceb8671390bc422003628cb230d513702

- Max Supply: 1,000,000 (As of 2-1-22; ~780,000)
- Contract type: Deflationary; 2% rewards, 3% burn
 1. Primary governance & holder reward token
 2. Verified holder benefits
 1. Dapp promoter bank discount
 2. Bonus entries on giveaways
 3. NFT purchase discounts
 3. Rave Lore staking

\$LAZR: 0xed2a4e1577f7c90d84915250278b685bd6e498b3

- Max Supply: 1,000,000,000,000 (As of 2-1-22; 909,090,909,090)
- Contract type: Hard-cap; no tax
 1. Primary reward token in Rave Promotions dapp
 2. Official tipping token on Discord and (soon) OneChain
 3. Token Jenny & Rave Lore staking

\$RAVE and \$LAZR combine to provide holders different yet complementary benefits. \$RAVE benefits holders with transaction rewards/burns and is the primary governance token with a low supply. \$LAZR is the higher supply yield-generating staking token currently earned on Token Jenny Pool Parties and in the Gem Mine. As we grow, holders will gain even more benefits as more use cases for both are continually being developed. Below we will discuss the first 2 utilities in development, Rave Lore layer2 farm & Rave Promotions dapp.

Staking Utility: Rave Lore on OneFi Exchange

The creation of RAVE LORE is the evolution of the RAVE and BOOM ecosystems. The core tokens of RAVE, BOOM, LAZR, CALL, & SEAHORSE are teaming up to provide an expanded yield generating platform for Harmony DeFi investors on the new OneFi Exchange. The ability to create our own yield farms will allow us to reach new levels of liquidity and engagement with the community. Our common goal of creating organically-grown, sustainable projects led us to a natural alliance. Each Rave Lore token employs a different growth strategy linked together to add value from multiple active investment models. The formation of Rave Lore will enhance this goal with a farming ecosystem that establishes a strong basecamp which can be sustainable for many years to come.

Community

Rave Lore will be more than just your normal Harmony token farm, it is an entire ecosystem. Designed as an engaging and interactive community guild using Discord, Telegram, and (soon) OneChain as its main communication vehicles. Bringing together the Rave and Manatee communities under one roof, Rave Lore, unites 2 powerhouses dedicated to positive growth for Harmony. Continuing the 'Lore of the Manatee' adds an element of storytelling, including all investors in the real-time plot of the Harmony metaverse and beyond. The creative story telling, using viking style themes, showcases real events in crypto while adding a fun, unique twist. Community members will earn roles within the lore for their participation and will also serve as ambassadors for onboarding new users for both Rave Lore and Rave Promotions.

Our community will be a place to openly discuss all things crypto. While it will not be a source of financial advice, it will establish a forum for the community to openly discuss their experiences and strategies to help each other invest more successfully. Telegram and Discord will act as a real world peer-2-peer training platform to teach each other how to trade and invest in the overall cryptocurrency landscape. Information is shared regarding new projects, scams, emerging technologies, etc. all in a fun and community driven way.

RAVE & BOOM Partnership:

Boomer and I have been active supporters and liquidity providers in each others projects since very early. Working together for the past 7 months has established a collaborative relationship enhancing our projects' growth and developing new strategies to continue adding value to our holders. We each have our paths of value creation that work together symbiotically. Rave is primarily taking on the real-world utility as a media company developing utilities for the entertainment industry while Boom serves as the investment firm

incubator developing systems to build consistent value through active liquidity management (better known as Protocol-owned Liquidity). Boom's investment systems will be deployed to each of the Rave Lore tokens and continuously adapted to market changes as they present.

Tokenomics

FLOCK emissions will follow a bell-curve model we have named "Sound Wave Emissions". Emissions will start low, rising from 1x-8x-2x over a 13-week period (1 cycle). This is an alternative to the usual model of starting with high emissions and halving each week with random boosts throughout the year. Starting low and increasing emissions will reduce the potential for a "Pump&Dump" launch while incentivizing long-term farming.

The creation Rave Lore will birth the native reward token, Flock. Flock will have an initial supply of 500,000,000. 50m will be pre-minted for FLOCK presale and treasury. The initial pools to earn Flock will be as follows:

FLOCK/JEWEL	BOOM/JEWEL	CALL/LAZR
RAVE/ONE	CALL/JEWEL	SEAHORSE/LAZR
LAZR/ONE	SEAHORSE/JEWEL	

Each pool will have a 2% deposit fee and the sliding-scale withdrawal fee as follows:

25% fee if the user withdraws in the same block. (blocks ~ 2 seconds)

8% fee if the user withdraws under 1 hour.

4% fee if the user withdraws under 1 day.

2% fee if the user withdraws under 3 days.

1% fee if the user withdraws under 5 days

0.5% if the user withdraws under 2 weeks.

0.25% if the user withdraws under 4 weeks.

0.01% if the user withdraws after 4 weeks.

The LP fees for all pools will go into a multi-sig wallet, ensuring a solid LP floor is created and secured as total staked grows.

NFT & Merch

NFTs of all kinds will play a role in Rave Lore including wearables. The first gen0 NFTs will be part of the FLOCK presale. Presale buyers will receive a block of FLOCK tokens and 1 NFT per wallet. More details for the presale coming soon.

Expansion

As Rave Lore grows, we will partner with more Harmony projects that can add value to the ecosystem. Expanding our available pool offerings by incorporating alliances paired with Flock unites more projects towards a common goal. Partnerships will assist in continuing to increase value as we establish new use cases within Rave Lore and beyond.

Real-World Utility: Rave Promotions dapp:

Promoters around the world are the backbone of the Rave industry, without them raves wouldn't happen! Promoters are the people or companies that host the shows, possibly known as event hosts or talent buyers. In many parts of the world, this is a very competitive space. Most promoters build a brand to represent them attracting a fanbase that artists can trust to provide strong attendance to their show. Growing the promoter's brand and increasing reach takes a team. For this, many create decentralized marketing street teams consisting of passionate fans that spread the word about upcoming shows. The roles within the teams vary but one thing is almost always consistent; rewards.

Rewards take many forms but most commonly are tied to discounted or free tickets. Now promoters will have the ability to create a more versatile reward system utilizing \$LAZR and/or \$RAVE within the Rave Promotions app. Street Team members ('STM') will connect their wallet and start earning rewards through their marketing efforts! Promoters will load marketing bounties/quests on their restricted access dashboard which members will complete in exchange for the reward tokens, \$RAVE or \$LAZR. Rewarding in tokens puts the user more in control of their rewards while creating opportunity for more automation for the Promoter to manage their marketing team. Promoters will attract more team members by adding a whole new element to their brand and offer even more incentives to join their team over another.

Planned expansion of the platform will include a general ticket sales dashboard. Promoters will have a general public access page in addition to their marketing team dashboard to list their upcoming events. Additional token utility provided and revenue generation in the form of transaction fees. For example, each ticket purchase generates a % fee deposit to the project's treasury. Promoters will have the option to use \$ONE, \$RAVE, or \$LAZR for ticket purchases. Used as the exclusive ticketing platform gives the promoter more control by removing their current 3rd party ticketing service and ability to set their own fees. Utilizing QR code NFTs creates a contract verified ticketing system. Each ticket will have its own unique token ID. Need the ticket revenue in USD immediately? No problem, each of the tokens can quickly be liquidated to USD and we will even provide simple how-to guides. This ensures promoters have the peace of mind their ticket revenue is accessible at any time.

Project Benefits:

The project will earn revenue from the platform initially in the form of transaction fees and advertising fees. The primary home page for the app will host ad space for promoters to feature their brands and attract new members. Targeted ads based on geographic location will allow us to sell multiple ads for the same space that will show promoters relevant to the users' location. Early adopter promoters will receive free ad space as a bonus with their initial promoter bank purchase. Transaction fees will be very low for minimum user impact but will benefit the project long term as volume increases. The fees collected will be added to liquidity or burned, adding an additional deflationary mechanism to the tokens.

Promoters fund their rewards bank with existing tokens they own or purchase their 'Promoter Bank' from the dapp with \$ONE. Promoters verified to hold a minimum amount of

\$RAVE will receive a discount on their Promoter Bank. Promoters select from packages of different sizes to fit their promotions goals. The \$ONE earned from purchases will be split between adding liquidity and depositing into the Totem Fund treasury for buybacks.

The semi-closed loop model reduces selling pressure as reward tokens dispersed to their teams are primarily cycled back to the promoter's bank as they are redeemed for the prizes. The redeemable prizes provided by the promoter generally do not require any additional cost to the promoter removing the need to sell their rewards bank. Promoters with excess bank reserves may elect to sell back to the treasury or utilize in DeFi.

The potential to gain value puts a bit of a twist on the rewards as they are not just static. \$RAVE and \$LAZR have volatile monetary value therefore, they have immediate swappable value to either cash out, redeem with the promoter, or used in Harmony DeFi. Providing the opportunity to earn a reward that could also be a long term investment potentially gaining in value over time makes for an interesting strategic decision for every street team member whether or not to utilize their rewards in Harmony DeFi. Several attractive options to earn and use their rewards will turn any promoter's street team into a marketing powerhouse while increasing value to their company.

Owner Controlled Dashboard:

Promoters become the owners of their own rewards account dashboard, assisting them in managing their marketing bounties and redeemable prizes for their teams' efforts. Promoters have the flexibility to determine the criteria to earn and how they want to distribute rewards. The app will provide the overall framework and the Promoter will customize to their specific options. The dashboard will consist of 3 sections: Primary homepage, marketing bounties organized as a calendar, and the redeemable prizes listing page.

Onboarding:

User guides will be provided to help Promoters and their team understand how to get setup and claim/use their rewards. Ambassadors will also be appointed in Discord and TG to assist new users with ongoing support and information.

- **Example reward claiming method:**

Use of QR codes to provide the digital benefits. A street team member wanting to use their LAZR rewards for an upcoming rave could redeem their LAZR in exchange for a unique QR code that would serve as their ticket. QR code is scanned at the door for verification and then they are provided a GA or VIP wristband depending on the ticket redeemed.

- **Example 1-token reward scenario:**

Street Team member 'R' has completed the social media sharing criteria for the Gold reward and submits to verification bot. Promoter verifies completion and sends x LAZR reward to 'R' wallet. 'R' now has the ability to use their reward for tickets or merch on the app or they can also stake or sell the tokens. 'R' chooses tickets and redeems their

LAZR in the app which provides them a QR code to be scanned at the door. 'R' goes to the rave and shows QR at the door, gets wristband and raves all night!

- Example 2-token system:

Earn RAVE for consistent, high-volume social media marketing and filling x amount of spots for consecutive raves

- Top Tier members; more exclusive, higher redeemable value. Much harder to earn.

Earn LAZR for casual social media marketing and lower volume guest list spots

- More common 'cash' token and easier to earn, lower redeemable value.

Potential Objections:

Concern: Anyone with LAZR or RAVE could redeem for tickets.

Answer: The Promoter's dashboard is only accessible through invite link and smart contract enforced limitations. They are in full control of how their system works and the restrictions placed on each member.

Concern: People won't understand how to use it

Answer: Simple user guides and technical support will be provided to everyone to simplify the process of onboarding new street team members. We want to ensure it is a benefit and not a deterrent for the promoter's company. If they can be an effective social media marketer for you, they can follow the guide to get started. Many people want to enter crypto but lack direction. This provides the incentive to get started with a real-life application they care about.

App Framework:

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| 1. Landing Page | (Dashboard cont.) |
| 1. Overview of project | 2. Manage/edit all customizations |
| 1. Vision | 1. Reward structure |
| 2. Token info | 2. Redeemable prize listings |
| 3. Why Harmony? | 1. Redeem amount |
| 2. Getting started guides | 2. Redeem now button |
| 1. Adding Harmony Mainnet to MM | 3. Picture |
| 2. How to start a Promoter account | 4. Instruction if actions required |
| 1. Example dashboard screenshot | 3. Marketing bounties |
| 3. How to start a STM account | 1. Load reward tokens into each bounty, ability to limit claims/wallet |
| 1. Example user accounts | |
| 3. Setup Account | 3. FAQ |
| 1. Promoter account | 2. STM Dashboard |
| 2. STM account | 1. Custom Profile |
| 2. Promoter Dashboard - user defined | 1. About me |
| 1. Custom Profile | 2. Manage team memberships |
| 1. Company Description | 1. Join team |
| 2. Links | 2. Remove team |
| 3. Event Calendar | |