

THEPEEPSPROJECT



Table of Contents

1. Introduction

How it all started

2. NFTs

DubaiPeeps Collection

AnonymousPeeps Collection

3D Peeps Collection

3. Mission

The vision of founder PRM

4. Art

The artist and art behind the Peeps

5. Roadmap

DubaiPeeps

AnonymousPeeps

3D Peeps

6. Holders Benefits

Utilities

Passive Income Structures

7. Final Words

1. Introduction

ThePeepsProject journey started initially with DubaiPeeps and the idea of combining digital art with a real live community that could connect through physical events and digital "holders only" channels.

Being a resident of Dubai for the past 14 years and observing the recent initiatives and support for crypto currencies, NFTs and blockchain technologies in general, I saw a great opportunity and need to establish a more exclusive community that gets to share their knowledge and passion with one another. As a real life sculptor and digital artist I knew I could add unique value to this incredible and innovative space through scarcity and utility in my NFTs. That's when I decided to create every DubaiPeep individually with their own unique appearance and name, capped at a total of only 600 NFTs.

By owning a DubaiPeep you hold the key to this exclusive community besides many other incentives that we will mention further down in this white paper.

2. NFTs

DubaiPeeps Collection

Dubai Peeps is the first Dubai NFT Collection that was custom made as a tribute to the people of Dubai. The collection aims to signify the novelty and evolution of the UAE and fortify the community in bringing people together and further encourage them to identify with each and every art piece, which are distinctive and unique on their own.

The collection holds a total of only 600 handcrafted NFTs that are categorized through rarity and specific attributes:

- **462 Regular Edition** Peeps hold different attributes (jewelry, hats, glasses, cross eyed, crazy hair etc.) to determine their rareness. Each of these characters come with one out of four Dubai Skyline backgrounds.
- **120 Special Edition** Peeps stand out through certain visual characteristics or hold a further meaning. These characters come with one out of four plain backgrounds.
- **18 Masterpieces** are the highlight of our collection. These are extremely scarce and come with a custom made background that tells a story about the character and what he/she represents or where he/she is. Besides being colorful and interesting, these backgrounds also come with a personalized signature of the artist PRM.

Our main aim is to incentivize our holders like no other project has done. Our community has been with us from the beginning and we appreciate every single member for believing in us. More on that in "Holders Benefits".

AnonymousPeeps Collection

First of all we're all wondering ... Who are these guys?!

The AnonymousPeeps are a mysterious bunch of Peeps who have appeared out of nowhere in our dimension! Who they really are is unclear; they don't want to reveal themselves. They seem to be coming from the future Metaverse with their digitalization, textures and smooth curves all over. Maybe they are famous or possibly the top elite in the crypto space... I guess everyone will find out soon enough.

What we know so far is that they are a collection of 9999+1 NFTs appearing on the Ethereum blockchain, stored as an ERC-721 token. We've also heard that they have crazy incentives for whoever is lucky enough to catch one.

What's their swag about?!

These guys are a unique mixed media artwork made by PRM. They are a combination of pixel art, hand drawings, textures and digital animation that reflect the transition and evolution of pixelation and traditional paintings in the digital art space.

The total collection holds 10K NFTs that are categorized through different rarities and attributes:

- **9,950 Fixers** are programmatically generated with 180 unique traits which determine gender, clothing, accessories, jewelry and digital backgrounds. Some will be extremely rare while others will be more common.
- **30 Apogees** are uniquely made and only exist once. Their appearance stands out as each one tells a unique story.
- **10 Nomads** are individually made and based on unique artists and their signature art work. Our project will collaborate with such talent to spread awareness amongst our community and theirs.

- **9 Corpos** are single editions made for the team and partners (no other NFTs will be held by the core team).
- **1 Zero** is the ultimate NFT to the entire collection which holds secret powers that will be revealed later on.

The AnonymousPeeps is one of the first NFT collections that truly highlights the passive income structure for ALL its holders. It is a two way income stream which gets further explained in "Holders Benefits".

3D Peeps Collection

The 3D Peep collection is the final stage on our digital journey. It represents the artistic climax with an ultra detailed and functional 3D model made by PRM. This digital avatar can be fully upgraded through the ability of minting recipes that represent clothing items, accessories or other usable items for the final transition into the Metaverse.

Each DubaiPeeps holder will have the unique ability to mint a single edition 3D Peep based on the DubaiPeep NFT they own. The rest of the 3D Peeps collection will only be available to AnonymousPeeps holders.

**More details in regards to rarity structures and abilities of the NFT will be shared soon.*

3. Mission

Since the beginning of our journey we wanted to create more than "just" an NFT project. It has been our aim all along to show the world that NFTs are not just here to stay, but that they can also add incredible value to each and every individual holder. Initially this value started with our real life connections that have been made and are being embraced but we strived for more and are now implementing the passive income structures that will make everyone \$++. It is exciting to explore further possibilities and share the journey on many levels with the community. We will continue to evolve alongside with our community and do whatever we can to deliver only the best equally to everyone.

4. Art

As a real life sculptor I have been an artist my entire live. In my early days, I would prioritize sculpting over painting as it gave me the ability to connect deeper with the 3 dimensional world. Further along my path I have completed commissioned artwork for art collectors all over the world with one of them being a bust for His Highness Sheikh Hamdan bin Mohammed Al Maktoum (Fazza).

Turning towards digital art in my most recent years, I have learned to embrace the effortless ways of self expression through mixed media techniques and digitalization.

DubaiPeeps as my first NFT collection represents the most simplistic art through pixelation that is yet capable of telling a story with different facets and details. I wanted to show people that even on such a low resolution you can add refinement and create something truly unique.

AnonymousPeeps as my second, further evolved art, represents the transition from the pixelation towards a more detailed artwork along with digitalization. I wanted to create something truly unique and edgy, yet still have a visual connection to the DubaiPeeps. With all the textures and details, the AnonymousPeeps are mesmerizing artwork to look at and a great addition to a digital wall at home.

The 3D Peep as our final artistic transition is taking me back to my sculpting days. Each 3D Peep is handcrafted on a digital sculpting app that allows me to give it a unique yet basic appearance. Afterwards the final refinements such as skin texture, eyes, hair, clothing and accessories are all created and applied via a 3D software. The details are so high that you can see every hair strand and skin pore of each digital sculpture.

5. Roadmap

DubaiPeeps

At this point on the DubaiPeeps journey, the first two stages of our roadmap have been completed with two more to be executed.

Stage 1 - COMPLETED

- *Advertise on hundreds of digital screens in the worlds largest mall, The Dubai Mall for a few weeks where an average of 20,000,000 people visit per annum.*
- *Intense marketing locally via Instagram, Twitter & Discord to grow the community.*
- *Peeps drop in limited batches starting from November directly on OpenSea.*
- *Create exclusive channels for our holders to stand out in the community & get access to our private channels to start networking.*

Stage 2 - COMPLETED

- *First “holders-only” event taking place at the Palazzo Versace (Dubai) which people can enter by using their Peep as an access pass. Our parties/events will mainly be focused on having our Peeps network with each other, grabbing some food and drinks, enjoying live performances and simply having a good time.*
- *Continuous marketing with an increased scale to reach out to more peeps locally, as well as people from different parts of the world.*
- *Exclusive giveaways to random holders through both raffles and competitions.*
- *Decreasing the total amount of Peeps from 1000 to 600 NFTs only to further incentivize our holders through scarcity and additional perks that come into effect during stage 3.*

Stage 3 - IN PROGRESS

- Rare whitelist opportunities will be given out to key partnerships or active members of the community who reach out to other projects and represent the Peeps until sell out. There will be no more public sale!
- All of our social media accounts will be renamed to ThePeepsProject which allows us to have a greater, more global outreach. ThePeepsProject will host DubaiPeeps, AnonymousPeeps and the 3D Peeps all under one umbrella.
- Launch of the AnonymousPeeps.
- 2nd "holders only" event to take place after sellout of DubaiPeeps.
- Passive income through royalties from AnonymousPeeps.
- Recipe mint for a 3D Peep as per the peep you hold OR free mint of a generated 3d Peep (only gas fees apply).
- Mint all future projects at zero cost (only gas fees apply), one time per holder, per project + whitelist opportunity for all future drops.
- Integrate other projects/businesses/utility onto the NFT to provide our holders with even more benefits.

Stage 4 (Digital Stage)

- Each holder will be able to enter the FomoVERSE (Metaverse), where the team has land to build our Dubai inspired headquarters in order to make everyone feel at home, but VIRTUALLY!
- Integration of the 3D Peep into the meta verse as your digital avatar.
- Building a huge playground in the Metaverse for our holders to enjoy! This will include shops, office spaces as well as hangout spots within the Metaverse where peeps will be able to connect their wallet and access our facilities. You will be able to do virtually anything within the Metaverse but only holders will be able to access our land.
- Access to custom clothing/items for our holders that nobody else will be able to obtain or use. A digital limited edition merchandise will be link to a physical one.

- *Collabs with neighbour projects in the Metaverse to extend our community and benefit from one another.*
- *Exclusive NFT discussion & investment group for our holders.*
- *Weekly meetings in the Metaverse where our members can pitch in ideas or just hang out!*

AnonymousPeeps

The roadmap will continuously be updated and improved wherever we believe that additional value can be added.

Stage 1

Collaborations with NFT projects for free whitelist giveaways.

Metaverse access through METATRON to our secret hangout where we relax or plan our next raid.

Existing Partnerships with Palazzo Versace, Fomolab, Landrocker, Metatron, 42 DAO and others, that will further incentivize our holders through play-to-earn, whitelists and exclusive partnership access with more partnerships to come.

Three tier whitelist sale of AnonymousPeeps.

Implementation of claim dashboard (right after whitelist sale) on our webpage for the double stream rewards (All the APY and royalties will be kept in a separate wallet for our members to check until claim function is active).

Stage 2

Whitelist for all future drops if you hold 2 or more AnonymousPeeps.

Mint opportunity of a generated 3D Peep (you need to hold an AnonymousPeep during public sale in order to mint a 3D Peep that can be customized and used in the Metaverse).

Recipe mints that will vary from limited edition songs, to clothing, to events and more which can be sold to make additional \$\$\$.

Stage 3

Access to our Metaverse grounds in the FomoVERSE and possibly others, where we build a crazy playground for events, a store for our digital Merch, fashion shows and meetups for you to enjoy.

Limited Edition Merch that will exist digitally and physically which can only be minted through recipes.

3D Peeps

This roadmap is still work in progress but these four key points will give you an idea in which direction we are heading.

1. Initial Transition

A 3D Peep is a unique work of art made by PRM. It reflects the transition of the 2D DubaiPeep you need to own into 3D, through a recipe which can only be minted ONCE. This will only allow a total of 600 3D Peeps to be hand created.

2. Dynamic Metadata

Each 3D Peep will be FULLY customizable through clothing, personal styles and accessories. In order to upgrade your 3D Peep you can mint recipes or earn items within our Metaverse. Our smart-contract will ensure to add your collectibles to your metadata NFT, scoring you higher on rarity tools which will increase the value of your digital avatar and make you \$\$\$.

3. Your Entry into the Metaverse

You can only access the DubaiPeeps Metaverse grounds and buildings if you hold a 3D Peep. The Metaverse itself will offer holders limitless opportunities such as events, meetings, Merch stores and entertainment. The full integration will take place after the original DubaiPeeps collection sellout.

4. Passive income

We are changing the concept of staking. Simply earn tokens with your 3D Peep while spending time in the Metaverse. The longer the session, the more tokens you will earn (to be used for purchases in the Metaverse or converted into stable coins). More to be revealed as we approach the official launch.

6. Holders Benefits

Being a holder of ANY Peep, makes you a member of a valuable community that gets to enjoy different perks along our journey. These perks vary, depending on which collection you are a part of.

Utilities

DubaiPeeps

- *Access to the private DubaiPeeps Discord channel*
- *Access to real live events for "holder only" (the first event took place at Palazzo Versace Hotel with around 200 people attending)*
- *Passive income through royalties*
- *Mint every future drop for free (1 mint per NFT)*
- *Access to exclusive merchandise*
- *Access to a custom made 3D Peep based on your existing 2D Peep (this 3D avatar can be used in the Metaverse as your digital avatar or it can be traded or sold to generate additional income)*
- *Whitelist opportunity for all future drops*

AnonymousPeeps

- *Unique mixed media artwork by PRM*
- *3 tier passive income structure*
- *5% royalties for all holders*
- *Exclusive access to the 3D Peep*
- *Whitelists for future drops*
- *Exclusive meta verse access*
- *Exclusive and early access to partnership offers*
- *Play to earn*

3D Peeps

- *Sculpted and animated artwork by PRM*
- *Dynamic Metadata*
- *Royalty structure for holders*
- *Recipes for different upgrades*
- *Play to earn*

Passive Income Structures

One of our most recent changes to incentivize our holders further, is the implementation of a passive income structure for DubaiPeeps and AnonymousPeeps. There is no staking required and people will simply be able to claim their rewards through a "CLAIM BUTTON" directly on our webpage. The incentives are calculated was follows:

DubaiPeeps

As a holder of DubaiPeeps with only a total of 600 NFTS ever to be in circulation you are part of a 3% royalty pool of AnonymousPeeps. That means whenever one of the 10K AnonymousPeeps gets resold you make \$\$\$. The rarity of your DubaiPeeps determines how many % of these 3% you are eligible for.

Regular Edition = 0.75%

Special Edition = 1%

Masterpiece = 1.25%

Considering that there are only 600 DubaiPeeps NFTs, this is an incredible way of generating a serious amount of passive income by simply HODLING your digital asset.

AnonymousPeeps

The reason the AnonymousPeeps are being so mysterious and don't want to reveal their identity is because they're stacking some serious crypto that is meant for whoever owns one. Let's look a bit more into their double stream earnings!

- *The total collection of AnonymousPeeps holds 10k from where 600 NFTs will be available as a free mint to our exclusive 600 DubaiPeeps holders.*
- *9.4K will be offered for sale through a **3 tier whitelist pool structure**.*
- *60% of the total one time sales (not resale) will be kept in our vault and Polkadot (DOT) will be staked for APY (14% staking rewards) which go to the AnonymousPeeps holder!*
- *5% of the continuous AnonymousPeeps royalties will go to ALL of our holders (starting after sellout).*

3 Tier Pool Structure explained

Tier 1 (Runners Pool)

The first 2000 whitelist spots given out will offer the first 2000 NFT holders 13% APY and 5% royalties.

Tier 2 (Walkers Pool)

The following 3000 whitelist spots will offer the following 3000 NFT holders 9% APY and 5% royalties.

Tier 3 (Crawlers Pool)

The remaining 5000 whitelist spots will offer the remaining 5000 NFT holders 5% APY and 5% royalties.

So basically the more AnonymousPeeps you hold, the more \$\$\$ you make indefinitely!

7. Final Words

It has been quite a journey so far for our team and community with ever expanding possibilities to further grow. We as a project assure complete transparency to our holders and we want everyone to know that we are here to grow as a community.

Our first "holders only" event at the Palazzo Versace was a stellar example for such dynamic and we are looking forward to many more to come.