Inception

Your All-in-One Web3.0 Service

Introduction

Inception

The dictionary definition of inception is the establishment of an institution. Inception is a complete blend of Web3.0 solutions that can be customized for any decentralized autonomous organization (DAO) or non-fungible token (NFT) collection. The Inception Team is experienced with essential tools for any DAO or NFT collection such as:

- Customization and Deployment of a Professional Discord Server
- Training and Onboarding with Experienced Community Moderators
- Seamless integration of DeFi tools (Lending, Staking, Farming)
- Interoperability with other Web3.0 organizations

DAO/NFT Ecosystem

To properly show the value proposition of Inception, it is necessary to explain the circumstances surrounding the current and future DAO/NFT ecosystem. The new NFT metanarrative revolves around the utilities associated with such collections. This is a change from the former line of thinking that NFTs are art collections that come with exclusivity and interactivity with other applications such as Play-2-Earn games or individual Metaverses. For any aspiring NFT project, there is a general consensus of necessary utilities including:

- Staking
- Tokenomics and Liquidity Pools
- Community Management, Outreach and Collaboration
- Decentralized Governance (DAO)

As these utilities have become relatively standard within the NFT ecosystem, how can collections set themselves apart? There is no right answer to this question. Every new idea that enters the Web3.0 ecosystem has the potential to be brilliant. However, the day-to-day management of multiple social streams, group servers, and customer service can incapacitate even the best developers and most talented artists. With Inception, you nullify these concerns with the help of our dedicated team, enabling your developers and artists to do what they do best, create.

Fostering Community

Discord

Web3.0 project structures are becoming more complicated and costly. In turn, the Web3.0 stakeholders are deviating from a defining characteristic of decentralization, low barriers of entry. Inception tackles this problem by providing cost-effective and sustainable consulting. There is no need to hire an expert Discord Wizard or the expenses that come along with multiple moderators. If a collection does plan to hire their own moderators, Inception offers training services to fully maximize the potential of the community.

With help from the Inception team, we can ensure a community is always growing with valuable content and strong customer service. A strong community is the key to robust volume and stability within the marketplace. Partnering with Inception comes with a strong peace of mind that the best Discord wizard and moderators are on your team.

Marketing

Marketing and Public Relations is uber important to succeed in the DAO/NFT ecosystem. Collections such as "Stoned Ape Crew" have done an excellent job engaging their community on social streams such as Twitter to keep people up-to-date and excited about their current and future utilities. However, other collections with strong utility fail to sell out at mint due to the lack of social media utilization and presence.

The Inception team is proud to have such a strong group of marketing and public relations managers to not only lead the project marketing teams, but also ensure project staff are getting the proper training to become experts themselves. Our hope is projects become so adept that they do not require our marketing expertise and we can help another organization succeed.

The Initial Mint

The Three S's

There are three goals for an initial mint: **S**mooth, **S**afe, and **S**uccessful. Every week, a new launchpad to launch new launchpads is launching. Try saying that three times fast. The Solana and Ethereum NFT ecosystems are looking for a seamless minting process that can fulfill the needs of the collective. With famous rugpulls such as Solana's "*Big Daddy Ape Club*" ($1.3 million) and Ethereum's "*Frosties*" ($1.1 million), it is hard for the everyday consumer to trust a development team to follow through with their roadmap. These concerns are alleviated by partnering with Inception.

Inception will manage the metadata and act as the Escrow Wallet for any new NFT collection launching on the Inception Launchpad. Inception's internal developers handle the Candy Machine, "a fully on-chain generative NFT distribution program", to ensure there are no new *"Iconics"*, a Solana collection that promised 8,000 unique 3D artworks but delivered random emojis instead. A smooth and safe mint is imperative to the growth and happiness of any collection's stakeholders as well as new consumers entering the ecosystem. With Inception, this is not a hope, but a reality.

Post Mint

Current Core Capabilities

At the time of partnership, Inception will immediately begin to provide our Discord and Marketing services to expedite growth and organization for our partner projects. Accompanying this, Inception already has the capability to ensure a smooth, safe, and successful launch. However, it does not stop there. After Mint, we will continue to provide our Discord and Marketing services to ensure our project partners continue to grow with a strong community as the values of their projects rise. Our team of moderators, marketers, and business development professionals will continue to work with project staff to allow the developers and artists to continue innovating and creating new solutions and utilities for the ecosystem. With time, the Inception Toolbox, as we like to call our services, will continue to grow.

Foreseeing Future Faculties

We plan to provide Staking-as-a-Service (StAAS), but not in the traditional way. Currently, projects must either invest a considerable sum in the development of their private staking service or partner with another collection to host them on their platform. Inception will provide plug-and-play tools for a no-code native staking website. A fraction of the time, cost and development skills will be necessary to launch your staking service, saving the opportunity cost of not focusing on your true utilities, whatever they may be. As previously stated in the Introduction, we want creators to create new and exciting utilities for the future and let Inception handle the day-to-day necessities of Web3.0 projects. Other "tools" that we plan to add into the Toolbox include Metaverse-as-a-Service (MAAS) and any other services the community is looking for. The possibilities are endless.

Conclusion

Diamond Hands

We have talked a lot about our partners, but have not discussed the benefits for our holders. We are proud to announce 50% of Inception's revenue from Initial Mint and Secondary Sales of any NFT collection launching with Inception will be paid out to holders. Our holders are the core of our community and their support, opinions and ideas will never go unnoticed. Some of the most involved holders may even join the Inception team and be trained to begin earning their own income from Discord Moderation and Marketing services. These benefits for our holders also apply to our partners as well.

We require our partners to own at least one Inception NFT and hold it for one year from the start of our partnership. Inception's success leads to more income for our partners and our partners' success leads to more revenue for Inception and therefore our holders, which include our partners. I think you can see where I am going with this self-sustaining cycle. The Inception team is excited to meet its holders and community and plan to continuously engage them with whitelists, giveaways, and events!

Partner, not Vendor

If Web3.0 is the California Gold Rush, Inception is providing the shovels. The Inception Toolbox and Partners will build a community that is greater than the sum of its parts. Current partners such as "*Mile High Ape Club*", "*Hangover Bears Club*", and "*SolarDex*" have massive aspirations for their utilities including real life purchasing through the blockchain and other incredible ideas. Notice the specific use of the word "partners" instead of words such as customers or clients. This is intentional as we do not see ourselves as vendors performing a service. We view ourselves as long-term partners to move the community forward in unimaginable ways. Inception is providing the essentials to allow the creative juices of the developers and artists to flow in a fashion they never have before.

To embark with us join our Discord server and don't forget to follow us on Twitter for updates on our Toolkit and our partners. We at Inception are ready to establish institutions in the Web3.0 ecosystem and cannot wait to see what our partners can create.

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