

Economics related to the project

Regarding this economic proposal, the company is referred to as "Animerse", taking into account that the aforementioned can be understood as the group of employees that work in it, which may be but are not subjected to: Director, Designer, Manager, and Programmer.

The company is currently based on a circular economy. This decision was taken as a current countermeasure to the pyramid system in which many competitors are working on a daily basis.

This economic proposal is being reviewed and developed together with the current director: Iván Salas, and Huitzi Catalán (graduated in economics).

As a company, Animerse undertakes to follow the self-imposed measures that will be discussed below. The ways that are implemented to comply with these measures are subjected to change, which may include: annulment, restructuring, cancellation and/or any other that the company considers appropriate.

Synthesis of Circular Economy

The proposal set out below is being developed and created not only by us, but by a new school of thought in opposition to the neo-capitalism. Although distancing ourselves from our current system is impossible due to its global nature and imposition, we believe we are capable of implementing a large part of the proposal from the beginning, and with the passage of time begin to become completely independent.

Currently, society is governed by a mass production model, where most of the wealth created from the sale or purchase of products and/or services is directed to senior executives within companies.

Although the initiative of this proposal is not to deny the fact of surplus value or to remove it, it is to find ways to redistribute it more equitably.

Let's take an example where a bottle is sold. This bottle is created and distributed by the company in charge, and is purchased by the customer who has the means to obtain it. From that purchase that takes place, let us suppose that 20% of the price of the bottle will be collected for the production of new bottles, the cushioning of having produced the bottle, and the general maintenance of the company as an entity. The other 20% could be spent on the pay of employees who contributed to the creation of the product, marketing, distribution and any other process involved in obtaining the purchase and sale of the bottle. This leaves us with a total of 60% where maybe 10% can go to incentives and bonuses for general employees, and the other 50% for managers in their sector.

Obviously this is nothing more than a mere assumption that leaves aside hundreds of administrative, social and economic aspects, but we don't want it to be discredited, quite the contrary, it represents a society monopolized and controlled by those who have hegemony thanks to large multinationals and globalized companies, with executives who are capable of

spending the minimum wage of people in underdeveloped countries, on a watch that has a famous brand engraved on it.

Economic pillars related to the project (Roadmap)

Each of the points set out below are intended to develop the previously established brand identity, and to create a financial system where each of them can be included and/or excluded in an independent way. Thus, an intra-complementary and not intra-dependent system is created, allowing the expulsion or new incorporation of more financial options.

Each option aims to be independent enough on its own to be financially self-sustaining, creating numerous sources of wealth that increase as they join together, without creating centralization towards any one in particular.

1. **NFT's**: Collectibles placed on the Blockchain whose function is to provide entry to the rest of the company's pillars. Financial Feedback function regarding the rest of the collection.
2. **Clothing**: Garments with sufficient artistic independence to be sold outside the company, related to the collection.
3. **Events**: Physical places of communal conviviality, in favor of promoting the inclusion of new people, and the loyalty of the previously annexed.
4. **Interactive platform**: Platform where you can find free anime with the incorporation of NFT's, Fanfics, forum systems, messaging systems, etc.
5. **Collectibles**: Figures, Sleeves, Limited Editions, offered to those involved with the company on a monthly basis.
6. **Store**: Physical places where you can buy supplies and products of the company with crypto or Token (idea not established) in different parts of the world.

NFT's

The importance of NFT's is a topic that many collections neglect.

They are mostly used as just the packaging that brings with it the reward for which we are paying.

Although we also have more value associated with the rest of the economic pillars, we do not want to leave the collection without intrinsic value, for this reason the following points will be carried out:

- The art that is created must have enough conceptual value to be considered a piece of art, and therefore, be bought, even if there is no other reward.
- The royalties obtained from the sale-purchase will be distributed among individuals attached to the collection (holders) and Animerse.

We believe it is important to consider our product not only as the excuse we use to sell a bigger idea, but as a vital part of the economic cycle created, and more than anything, of the community around our ideology.

The paintings created will not only represent the anchor point for a large majority of our community, but also our love for the culture and movement.

As we are concerned about the aesthetics behind our project, we are also concerned about its application in the economy of each of our owners.

Let us quickly clarify that the vast majority of holders who are going to have a relationship with the collection and/or company will have said relationship in order to obtain a financial benefit.

We do not consider this gesture to be immoral, much less malicious, if not an undeniable fact.

For all the financial part that we have in mind, we will come back a little to the previously exposed idea of circular economy.

We are already clear that the art behind the collection is in itself worthy of evaluation, so that it translates into a reason for purchase, but to further encourage the purchase, we want to give each of the collectibles the ability to obtain a % of purchases or sales from other collectibles.

The proposal is based on the following:

- Each of the collectibles will carry a 12.5% commission on each sale or purchase.
- 2.5% will be directed to the platform on which the NFT's will be sold.
- 5% will go to the holders who keep some other object of the collection, and the rest will be directed to the company.

Thus creating an intrinsic purchase reason associated only with the objects in the collection. The economic feedback created from this concept allows holders to have a reason to buy and sell. Buy to obtain an object with the ability to earn passive income based on the popularization of the project, and sell at a higher value than the generated passively. Encouraging the reason for holding (reasons for keeping an NFT) through an economic motive beyond an artistic one, gives the collection competitiveness and confidence with a single action.

The 10% collected by the commissions will be taken to a public wallet, with only two possible actions:

- Distribute the current money between each of the wallets associated with an object in the collection
- Give 50% of the incoming money to a wallet destined for the company

The public wallet will be in charge of sending 50% of the incoming money to the Animerse wallet, and once a month, it will distribute the remaining money among each of the wallets that currently have an NFT.

Thanks to this monthly distribution, we plan to generate an artificial rise and fall point, around this equal payment.

We encourage buying as the distribution date approaches, and selling as the designated date passes. Prices will increase the days before the communal payment, and will fall after

the day it occurs. Thus, the people who remain faithful to the project will be able to take advantage of the purchases and sales of the holders who have decided to sell their assets, and those who have decided to sell, can negotiate a higher price taking into account that one day a month there is a payment that will gradually cushion the initial purchase of obtaining the NFT.

In order to encourage holding even more, there is the idea of turning the business wallet into a public one. This would grant us a second round of communal payment, where the steps of the first public wallet would be followed, (distributing the money among holder's wallets, and sending % to a new business wallet) which, although not as large, would entail a higher percentage for community.

This percentage is thought to be between 10-25%, so that it represents another monthly payment which you can cushion the initial purchase even more quickly.

This payment would be made in the same way as the previous one (monthly) but with the particularity of being random.

Although the largest payment would not change dates, the second payment could be made on the first of the month, the last, or even the same day as the first. With this, we no longer have only a large reason for holding, but many small ones that promote the conservation of NFTs over time, and increase the confidence in the company.

Clothing

In the same way as the NFT's, each design integrated into the sweatshirts, jackets, t-shirts or any other garment must have enough creative value to be bought by people inside and outside our community.

Thus, it becomes independent of the relationship between the NFT's, and even of our brand if they are appreciated to a greater degree.

To maintain the ideology in our clothing, each piece will be designed with the most durable and ecological materials that we can produce.

It is important to note that in our quest for quality-recyclability, it is most likely that the companies with which we associate may change as our brand progresses, but this does not mean that both main parts of the clothing will be compromised.

Regarding the economy, each garment issued by Animerse will be responsible of fulfilling 3 properties:

- Contribution to the monthly payment provided by the NFT's, considered as another random payment date.
- Participate in a monthly raffle where each garment issued in that period of time is included, with variable prizes (money, products, services, etc.)
- Carry a way to participate in decision-making regarding the community and our brand.

Regarding the contribution: Another public wallet will be created where the random monthly payment can be managed, and the contribution to the current business wallet.

We do not take into account the possible increase in the price of clothing over time, if not quite the opposite, we think of lowering prices to the maximum of our ability to encourage their purchase even more. Despite this, like the NFT's, it is planned to lower the % attributed to Animerse so that the buyer can obtain greater cushioning, and varied passive income. Each new % released for the holders will act in the same way as the one mentioned in the NFT's.

Regarding the monthly raffle: From the % obtained from the sale of clothing, Animerse will give a monthly prize based on the wishes of the community. These prizes will be sent to the corresponding winners, which can vary between cryptocurrencies, exclusive passes to events, unique clothing or any other variation of the gift.

To identify the winners, each garment will be modified on the inside, attaching an encryption method. Animerse will announce what the encryption code of the month is, so that as many scammers as possible can be avoided. The encryption methods can vary from number codes, QR, symbolic, etc., which will be changed monthly to provide the greatest amount of security possible.

Regarding participation in the community and the company: Each garment will obtain a form of authentication. This will be used to access decision-making within the community, and the measures that are exposed to the community by the company. This authentication could then be a code, or any form similar that can be exchanged within one of the systems provided by Animerse, in order to facilitate its use.

In addition, with each garment and its authentication, you will be able to access real-world benefits:

- Free tickets to events organized by the company
- Participation in activities related to contests, competitions or any activity similar

It is planned to grant the possibility of accessing events organized by us through the ownership of some of our clothing pieces.

The idea is to offer 1000 tickets to the public for a specific event, and announce 50 places available completely free of charge if you wear any clothing.

Encouraging the purchase of clothing even if you do not win the raffled prize, or have some NFT to receive part of the % obtained, is possible thanks to the inclusion of a system in which the feeling of community is rewarded, in this free way, without the need to belong to the entire system.

Although the inclusion and expansion of the community is taken into account, we do not want to forget the holders of NFT's.

So to include them, it is intended that you will only be able to access the purchase of clothing through an NFT.

The idea rests on two simple points:

- Sale and purchase of clothing
- NFT Property

The concept revolves around encouraging the purchase and sale of clothing.

By obtaining an NFT, you become entitled to access the purchase clothing, which makes it impossible for anyone else who does not have an NFT to access said material.

You become like this, a direct and unique line between the garments and the rest of the community, which becomes a reason for sale, since the reason for purchase is granted by the rest of the members.

It is thought that each person who wants to resell our product can do so without any problem, and with our help. We will create different guides that will contain content related to the sale of clothing, whether or not it is our brand, thus generating a chain of micro-entrepreneurs who already have the product, the information on how to sell it, and the only thing missing is to carry it out.

We also take into account potential scammers who may gain access to our clothing.

To avoid them, Animerse will be in charge of officially promoting different people who have passed a previous furtive investigation, so that as a company we can be sure of the veracity and commitment on the part of the resellers, and in return they obtain an official seal that increases their earnings above the competition.

This research may include but is not subjected to:

- Anonymous Orders
- Private and general reviews
- Individual presentation

We will take care of analyzing shipping times, packaging quality, product presentation and any other addition, so that buyers who do not have access to the NFT's can be assured of a minimum of quality and certainty.

Events

At the time of writing this document, Animerse plans to register its brand in Mexican territory, (director's place of residence) for which the execution of these recreational places in the vicinity of the company's place of residence has been taken into consideration.

The central idea is established and distributed in 3 immediate specific sites:

- Mexico City (Mexico)
- Madrid (Spain)
- Los Angeles (USA)

Within each of these places, the action plan is to create mini-conventions with the following points in mind:

- Massive inclusion of new customers within our facilities
- Comprehensive interaction, in favor of retaining the current community, and impressing new potential customers.

Regarding inclusion and integration: Due to our ideology, and the way we manage our events, we plan to create each of them with open tickets to the general public.

The idea is based on the expansion of the community, since we consider that if these interactions are restricted only to holders or members related to the brand, the reach capacity will be severely diminished.

By opening the entrance to anyone with an interest in the Japanese movement, and more specifically our performance in it, we obtain popular loyalty referring only to the type of events that we are providing at that time, which are related but are not dependent on the NFT part. , which gives us the ability to become independent if we see fit, or complement it in the same way as the other economic pillars.

The same economic guidelines will be followed when distributing the money (public wallet, business wallet) thus adding another random payday for the holders of some NFT.

Within each of our events, there is the contemplation of at least 3 unique reasons of why the access to any of them has value:

- Exclusivity in products
- Personal interaction with celebrities
- Obtaining prizes or benefits

Regarding exclusivity: The encouragement to access any of our conventions has to be a priority, so the time and work will be taken to create unique and thematic designs related to the event. Each event will have some central conceptual idea, so that each one will independently have a selection of particular clothing, thus becoming an interactive way of collecting our merchandising. These designs will be exhibited inside the enclosure, and will belong to a unique and unrepeatable selection in relation to the rest of the designs provided in the usual garments.

Each of these products will have the same characteristics exposed in the clothing section, but they will have the added peculiarity of being offered directly by the company, and not by the usual resellers, thus becoming the only way to obtain merchandising directly from our brand.

Regarding celebrities: This is complemented by the implementation of local celebrities and medium-large celebrities.

Animerse will be in charge of personally contacting each of these individuals, so that not only our possible clients enter our brand through our diffusion, but also through already created communities, belonging to people from the anime, manga or cosplay world.

Currently it is planned to contact 3 types of celebrities:

- TikTokers
- Youtubers
- streamers

Each type of celebrity will be seek out with the aim of attracting the community adjacent to their public figure, so personally inviting the community leader gives us relevance and, above all, incentives to access our events.

The guests will be taken to specific places in the venue where they can have access to a more individual treatment with the rest of the public, manage and animate the different mechanics and activities that are implemented, and collect information related to:

- Emerging wishes during the event
- Suggestions
- Critics
- Needs that require immediate attention

Regarding prizes: So there's more material incentive to come to any of our events, there will be a random selection within all the users in the place, so we can provide the winner a surprise prize.

At the entering of our event, the users will be marked with a little number code in the back of their hand. This code will be used to select the winner/winners in a later moment.

The products associated with the prizes can vary from but are not subjected to:

- Exclusive merch
- Individual interaction with the celebrity of their choosing
- Tickets for the next event

Interactive platform

To return to the central idea of the community, we will create a digital platform where the essence of the entire culture can be felt.

It will be based mainly on the following points:

- Anime streaming
- Manga Library (FanArts, Micro works, light novels)
- messaging system
- Classes and courses system

Regarding streaming: The most striking feature we think is Anime streaming.

Currently there are platforms where these programs can be consumed without much difficulty, the problem lies when in order to continue with the service, or have full access to it, a monthly subscription must be given in order to continue enjoying the entertainment.

To this day there are no places where you can consume Anime for free and legitimately, the only ways are through constant payments, or irregular web pages.

We will be the first brand capable of offering this type of service for free, and at the same time legitimately, at an American and European level, if not globally.

The way to finance it would be through advertising and direct collaborations with possible brands interested in promoting their services or products. From this financing it is planned to pay:

- Ongoing maintenance of the platform
- The streaming rights of each work

It is not contemplated to extract surplus value within the advertising part, in favor of being able to minimize these advertisements, so that their intrusion in the user's enjoyment is almost imperceptible. Even so, we are not closed to the possibility of being able to capitalize more aggressively on this part if we see fit.

Being this the stipulated model, the way in which it is thought to obtain wealth is through the implementation of:

- Donations from the community
- Charges to the industries responsible for the production of anime for being within our platform
- Consensual sale of user information

Regarding the donations: By carrying out something of this magnitude, it is expected that the reception of this part of the platform will be extremely positive.

The community would not only be satisfied effectively and for free, but any economic support that could be obtained or given to us would create a closer relationship with our followers, in addition of financing the continuation of streaming.

Regarding the charges: The part that would be charged would be all the organizations and/or industries that could be interested in belonging to our platform.

The streaming of their series or movies would be possible through a payment that would be made to us, thus obtaining the promotion in part of our brand in prominent sections of our Anime section.

In addition, from the money generated by viewing said series or movie, Animerse would obtain a % subjected to changes and restrictions, with which be able to finance its operation on a constant basis.

Regarding the sale of information: Which leaves us with the possibility of allowing the user to give us or not, the ability to capitalize on the information that they generate while inside our platform.

This would be a method of marketing information in a very similar way to Facebook, with the difference that it would be merely optional.

Each user would be offered the option of being able to support the platform financially by giving us marketing rights over their data, without having to give us money directly out of their pocket.

Every user who enters the platform will be asked this question, which will not restrict its accessibility to it, whether or not they let us use their data, and all those members who decide to give us their information will be rewarded in a special way.

With capital at our disposal, Animerse will begin to seek deals with major series around the world (One piece, Naruto, Shingeki no Kyojin) in order to increase its relevance and commercial capabilities, following the same previous operation of the other economic pillars.

Regarding the library: The way to start the expansion of our platform, we believe should be the manga library.

Not only represents a great ease when it comes to carrying it out, especially if we compare it with streaming, but in the same way as with Anime, there are no platforms created for free in a legitimate way that can provide a competitive service.

So creating this library will give us a competitive advantage and effectively complement streaming.

It is planned to base the library on the following central points:

- Relevant famous mangas in the community
- FanFics that users can publish
- Mangas of lower cultural impact
- Novels, stories or any other type of written literary form that is related to our brand.

The greatest attraction regarding our library will be those mangas that have current or past continuity and impact on the cultural movement.

Mangas like One Piece, Naruto, Fairy Tale among others, will be promoted with the intention of attracting new audiences, to maintain a constant influx of readers willing to read the most popular titles that the Manga industry has.

For this we must first have the corresponding funding, so its implementation within the library is expected to be slow, but not unattainable.

That is why at the beginning we will focus on the encouragement of original works by the community, and manga with less cultural scope.

The library will have promotion patterns for new works created within our platform, as well as more affordable mangas, so that the community is constantly stimulated with large amounts of content.

Which will leave us the obligation to create a system in which to create these works.

It will be guided based on the following principles:

- Intuitiveness to facilitate the handling of the system by the user
- Variety of tools with which be able to create comics, manga, novels or stories

This will allow us to capitalize through non-intrusive advertising, all those authors who spend time creating and perfecting their works within our platform, or people who constantly consume new literary content, which no longer necessarily has to be a manga, if not some other kind of format, which will be related to the Japanese movement and the culture around it.

Regarding messaging: Although we love the culture and the very specific qualities that we will implement, we want to ensure that even people who are not related to the movement are

able to use our services and/or products, without the need to feel tied to an ideology or methodology.

So to promote this in the same way, on our platform we will create a messaging system, in order to promote the inclusion of people who may or may not come to have a relationship with us or what we are passionate about.

This system would focus mainly on 3 aspects:

- Creation and interaction of written and/or voice forums and chats, without the need for member restriction
- Creation of emojis, stickers, alphabetic systems with direct links to personal and/or group chats
- Full customization based on user preferences

To maintain some competition with other forms of messaging, the incorporation of forums, chats or groups would be mainly encouraged through contests, events or situations where benefits are given to a specific number of groups or forums.

These events would be based on quality and not quantity, to disable the use of bots, or exploitation and abuse of large social groups in comparison to small intimate circles.

So that the groups and individuals obtain more incentives in addition to the materials, there will be constant batches of different emojis, stickers, keyboards, etc., so that each group is able to create their own styles of communication, which stimulates the community and give a feeling of belonging. Each of these attributes will be 100% modifiable, in such a way that new alphabetic systems can be created if desired, or new forms of communication through any symbolic or typographic modification.

To further give us business advantage and user preference, we will offer full customization capabilities for any aspect inside and outside of our interface such as:

- Overlay relative to other applications or windows
- Notifications (sound or visual)
- Popup Customization
- Ways to consume the content

These implementations will create a form of monetization similar to the benchmarks on our platform, and a competitive capacity in relation to other messaging industries.

Regarding classes and courses: To keep users longer on the platform, we will offer educational quality content regarding the elaboration of each artistic piece that is desired to be created with a Japanese theme.

Thus, a section will be created where you can find courses and classes related to the preparation of:

- Creation of cosplay
- Animation and design
- Hand or digital drawing
- Creation of novels or other literary forms

- Manga Making
- Management of projects related to the culture
- Generation of collectible figures
- Etc

For each of these skills, a professional in their field will be contacted, offering the highest quality possible in the most efficient way for distribution, so that these courses can be produced only once and repeated as many times as necessary to meet the needs of the users.

These professionals will be invited to teach online or face-to-face classes, in order to create a way to individualize teaching and promote it.

With all these aspects within our platform, the community will have the tools to be self-sufficient even if we, in the extreme case, stop providing content on an ongoing basis.

This allows us to create a financial system where we can not only capitalize on our services, but also incorporate employees easily and quickly.

With the help of each of our tools, users would constantly create pieces of content with which we could expand our platform without the need to buy or sell proposals, at the same time that we offer these individuals financial income capacity, by creating some piece already made.

We would take care of financing animes, manga, novels, online courses, or any other applicable example, (created by the community) based on their popularity. If users create highly popular pieces of content, our financing for the continuation or improvement of their work would act as a possible product whose effectiveness we already have proven, with which we can market and obtain benefits through our platform, (with a lower price compared to great sagas, without the need for gigantic companies or interests other than those of the users) and a way to achieve financial sustainability for the person who has created the piece of content. This would not only produce economic benefits for both parties, but also a public image highly accepted by the community. The understanding or possibility of being able to live from the creation of a piece of content that you are passionate about, will further encourage the use of our platform.

Platform which will have web3.0 technology, which gives us access to the possibilities brought by the NFT'S, the Blockchain or any other similar implementation.

This will allow us to offer NFT holders exclusive access, previews, experimental functions or decision-making, which will again generate and add value to the collection.

Collectibles

In order to keep a lot of the essence that comes with being involved in parts of the Japanese culture, we want to be able to offer our community the collecting feeling.

To be able to send these collectibles to each person who wants to obtain them, we require a well thought out and planned infrastructure, especially in order to avoid shipping, quality or temporary problems.

The methodology would contemplate the main parts in terms of obtaining and transporting the products, so its structure will be composed of:

- Obtaining the products through associations, promotions or purchase of the same
- Optimal packaging of the products to ensure their safety and durability
- Effective national or international transportation, taking into account current possibilities
- Personal transportation to the user who has purchased the product

Following these steps we can ensure the quality of the products, and the quality regarding the shipment, while giving us the opportunity to implement improvements or changes if we believe it pertinent.

The products associated with the collectible part will go from but are not subjected to:

- Exclusive clothing by the company
- Physical mangas
- Unique and/or general collectible figures
- Limited editions of any other product mentioned in this list
- Collectible items in reference to a series, manga or saga in relation to our brand
- CDs with director's commentary, deleted scenes or any other particulars

The exposed products will be obtained by Animerse, in order to obtain profit from the sale of each item, through discounted prices, collaborations or offers made specifically to our company.

Since the inventory that may be obtained through inter-company agreements will be offered directly to Animerse, the sale of the inventory can be found on our website, so that we are the only ones between the purchase of the product and its destination, unlike of the situation of the clothing.

Since the sale of these products will be exposed to the entire community, the owners of NFT's will be able to access a special monthly shipment, completely free.

Thus, the intention is to be able to offer the creation of a physical collection related to the world of anime and manga, for all those holders who have that desire, and for specific reasons have not been able to carry it out.

It will be possible to buy each item separately displayed in a catalog that will change monthly, or there will also be the possibility of getting a random box where the sale price is lower than that offered inside the box.

This will be changing continuously, and will have a multitude of varied items, to try to please each taste separately.

Within each of them, you will have the possibility of finding a coupon worth a free box for the following month.

There will be a total of 10 surprise coupons distributed among the outgoing boxes of the month, in order to encourage the purchase.

Every article related to our collectibles will share almost all the sales incentives of the clothing (monthly raffle, code to participate in decisions) with the exception of being able to enter events for free, which will be a unique quality of the clothing.

The singularity will be that all profit from a collectible will be counted and managed independently of clothing, in order to have more control, and offer the corresponding benefits to people who have purchased a specific product.

Store

Continuing to encourage the performance of NFT's in the real world seems to us of vital importance, so we want to create a designated physical place that can be run by our brand. With this being the case, we will decide between the places where we have the most control (CDMX, Madrid or L.A) and we will set up a place to sell our supplies and products.

The idea has support in 3 parts:

- Recreational experience when entering our enclosure
- Physical purchase of products (supplies, clothing, collectibles) through cryptocurrencies
- Obtaining prizes and/or objects related to the brand

Regarding the experience: We will create a thematic store, where the decorations and the products have a symbiotic relationship.

Objects such as the counter, refrigerators, shelves, will have characteristics of famous series, thus encouraging entry to the site, only as a visit if desired.

Employees will have clothing and attitudes in relation to the conceptual idea, so that the feeling of immersion is total. Entry will not be denied to anyone, nor will it be tied to the purchase of any product. Following this methodology, the community will enter the site in search of an experience, and if it is rewarding, they will share it with their close circle, which will give us free and quality promotion.

Regarding the products: The products promoted on the premises will be obtained with the aim of obtaining them in the cheapest way and with the best possible quality.

There will not only be everyday products, but also thematic ones based on the general concept that will be had, so that their sale is psychologically encouraged.

Those collectibles that Animerse considers suitable will be promoted, along with clothing, so that they will become the only physical way to obtain said products.

Both collectibles and clothing will be for sale only on a limited basis, and only those designs that are most popular within our website. This will give space to be able to sell exclusive products from the store itself. Both the clothing and the collectibles will have unique features that can only be achieved by physically visiting our store, so we will promote not only these limited items, but the store at the same time.

To finish creating an interactive cycle, each sale will be made through the payment of cryptocurrencies. We will do this in order to offer discounts in case the purchase is made

with cryptocurrencies (whatever they are) and to obtain the benefit of all those customers who prefer to pay with national currencies.

Regarding obtaining prizes: In order to provide a greater incentive to visit our branch, each day a client who has attended in person will be rewarded. The way to reward him will be in products from the same store, (clothes, food, items, etc.) that the customer decides on their own.

In this way, we not only maximize user satisfaction, but also avoid the possibility of providing a customer with a product that they do not feel completely comfortable with, and it can be sold to someone else who is in need of it.

To choose the winner, with each purchase made at the checkout a program will be triggered that will say or not if the purchase is the winner of the day. If it is awarded, the customer will be given the objects of their choice, (an amount of 20 items that do not exceed a certain monetary value) and if not, the rest of the sale will proceed normally.

These stores are thought to have existence in the 3 cities mentioned above. In the first instance, these locations will be covered, and in the future they will expand nationally and internationally.

Last points

In order to continually provide value to the NFT collection, we plan that every pillar with the exception of the NFT's, will give a % of the total benefits to the holders.

This % is planned to be a distribution of 20% to the owners of the collection, and 80% to the company.

The distribution is established this way, in order to preview all the prizes, maintenance, and payments of employees related to our brand. Either way, the plan within this distribution is to lower the part given to the company, and increase the part entitled to the owners of NFT's.

The procedure followed in the NFT collection regarding the distribution of benefits, is the same one which every other pillar will copy. Thus, the wealthiness gained in each particular pillar, will be treated as another payment date for the owners of the collection.

Giving away the first big payment regarding the financial system around the NFT's, and a total of 5 other random payments through the month.