BLOCKPERKS

The NFT Marketplace

Powered by Social Currency.

BLOCKPERKS

Change the way your content is valued with NFTs

BlockPerks allows creators to monetize their following using social tokens and rewarding their fans with NFTs, exclusive content and more!

Our Vision

Blockperks is the world's first NFT marketplace, powered by social currency on the Harmony blockchain.

The mission. Blockperks aims to become the first web 3.0 enabled trading dApp for NFT's on Harmony Blockchain, offering creators, brands and influencers the most viable ecosystem to monetise IP, engage and grow their communities. For creators, brands and influencers Blockperks is the most viable ecosystem committed to building a creator focussed economy and decentralised platform architecture, our solution empowers artists, brands and celebrities, bridging the gap between fiat and digital currency with cross-chain interoperability and ultra-low gas fees.

Go-To-Market Strategy

STAGE 1

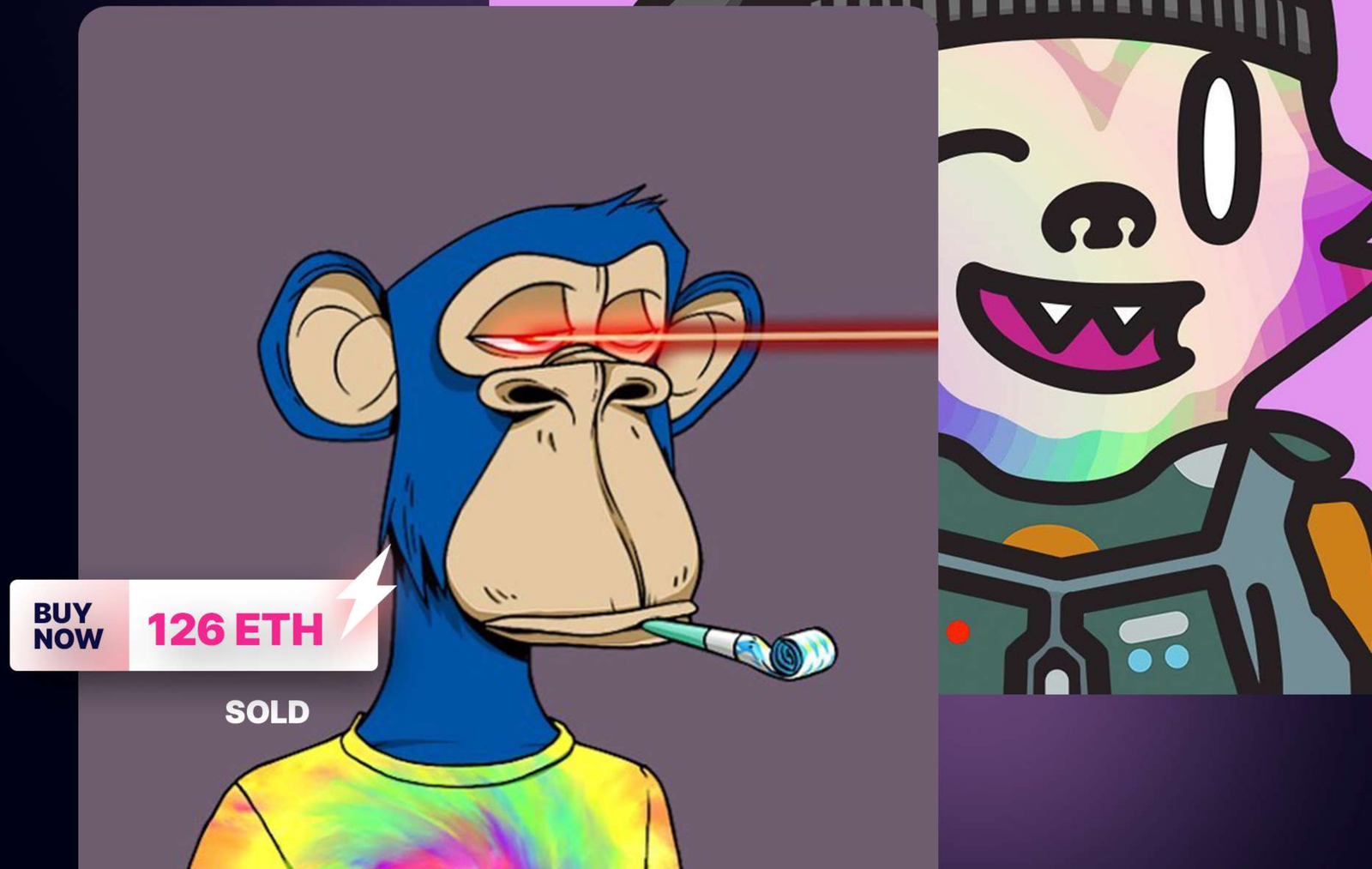
World's first NFT marketplace, powered by social tokens on Harmony blockchain.

Harmony

STAGE 2

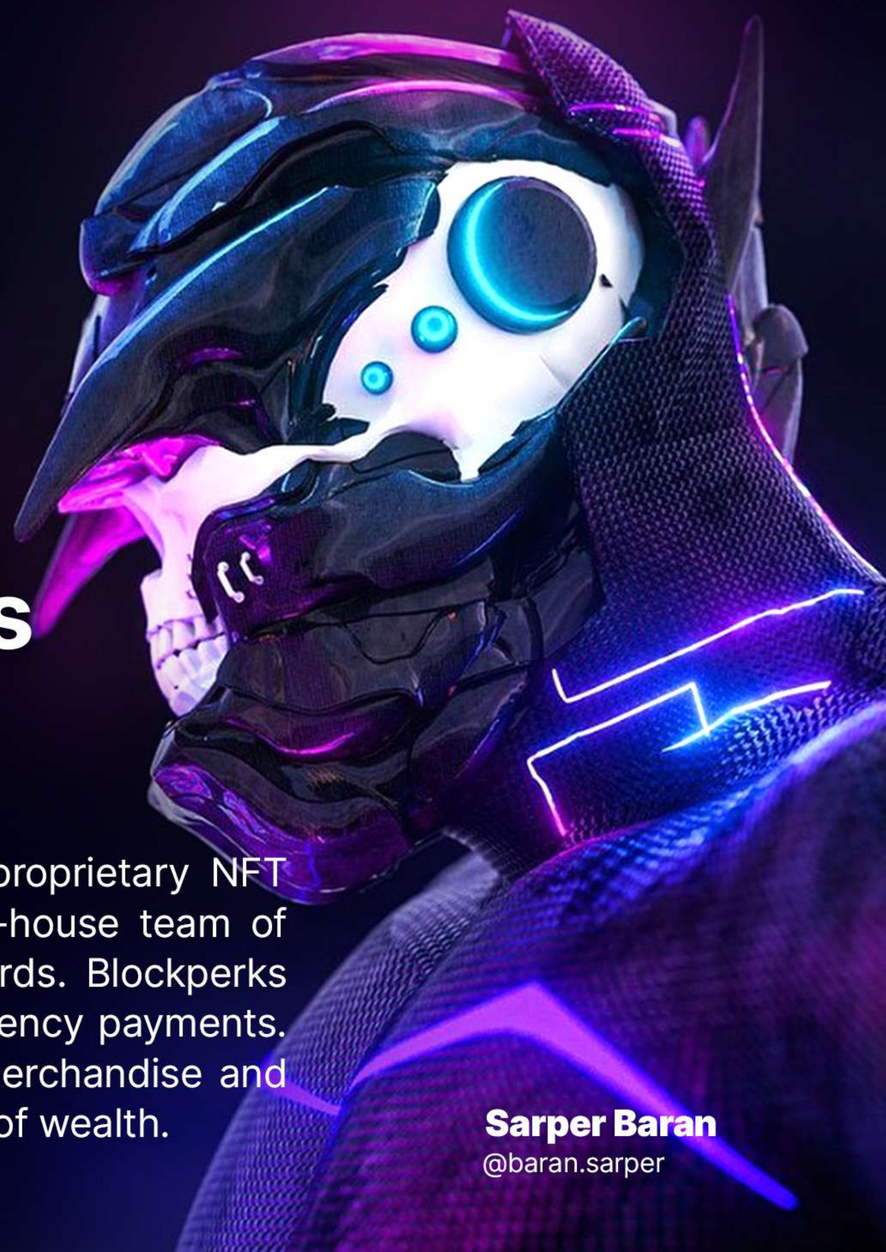
Deployment of proprietary social token features, multi-processor payment solution and additional blockchain markets.

ethereum polygon



Pillars of Our Solution:

- Best NFT platform for creators
- Highest return on investment
- Greatest monetization streams



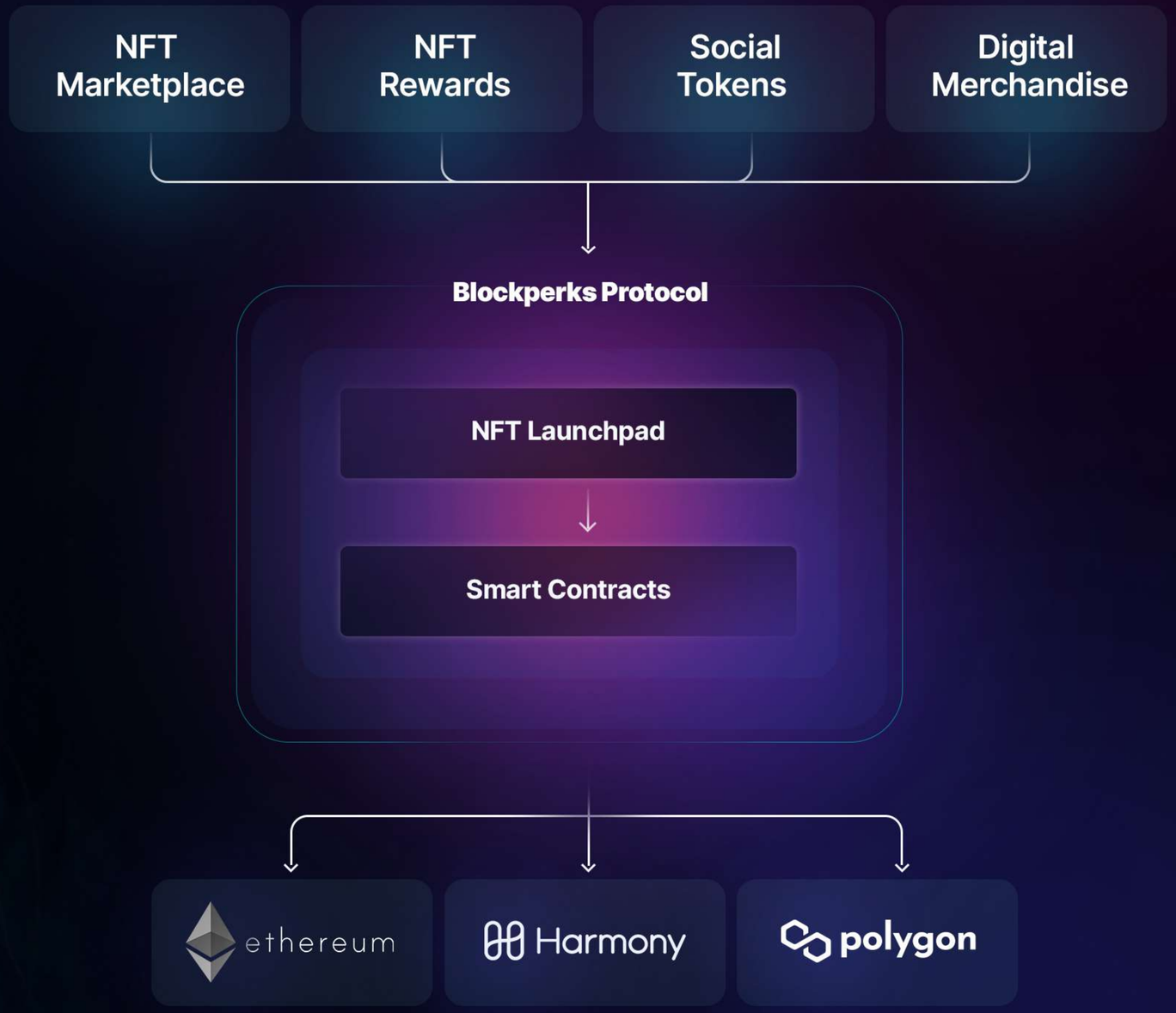
Blockperks aims to become the world's leading social NFT trading app, with a proprietary NFT marketplace, launchpad and ecosystem launching on Harmony blockchain. Our in-house team of engineers designed an easy to use user-interface with unique PERKS token rewards. Blockperks protocol enables cross-chain interoperability, multi-chain transactions and multi-currency payments. Our technology is built to empower creator economies with social tokens, digital merchandise and metaverse applications, fostering adoption of NFT's and a more equitable distribution of wealth.

Sarper Baran
@baran.sarper

Blockperks Protocol

We envision a digital world that is open, permissonless and collaborative.

The Blockperks Protocol is designed as a set of building blocks which enables the creation of fully customized NFT experience of any level and complexity.



NFT Launchpad

Team and partners listing over $184,000,000 NFT assets in 2021

NFT Launchpad Components

- Sales & Marketing Strategy
- Asset Creation & Management
- Sourcing & IP Derivative Extension
- Legal & Copyright
- Full Stack & Blockchain Technology
- Proprietary Authentication & Encryption Technology
- Integrated Digital, PR & Influencer Strategy
- Internalised Network of 500M + 480M Influencer Reach - Globally scalable across the entire internet
- Exclusive Facebook Pixel/messenger Bot Technology

Blockperks NFT Process

A turnkey and holistic creation, distribution, and monetization system.

Assess your story with in-depth analysis of your IP and objectives

Gather raw materials and create spectacular digital and creative assets

Build the smart Contract in consultation with you and our in-house legal team

Mint your NFT's on the most effective platform for your IP

Protect your NFT with NCODED military grade encryption

Authenticate your NFT with REV3AL proprietary technology

Create your bespoke NFT Storefront - branded to you

Pinpoint target customer demographic through our internalised 500m network

Promote your story across our network of influencers that reach 480m

Disseminate a tailored publicity campaign tailored your audience

Deliver Ad funnel system through proprietary Facebook Messenger Bot AdTech

Disseminate Funds automatically

Exclusive Systems

Exclusive & instant reach to 1 billion people
proprietary adtech licences with global scalability

Exclusive & proprietary NFT stores

Bespoke solutions tailored to client needs

Enterprise licence to rev3al & ncoded authentication and encryption

Best in class digital security solutions at the leading edge of the industry

Exclusive ECO-system
World class asset creation, marketing, legal protection and ip extension

Powerful Pinpoint Marketing

500M Users	Internalised SEO/SMM to pinpoint target audience
Throttle rate of 110m clicks a second	AI Engine to create real-time conversions
480M Social Influencer reach	Amplification through internal influencer network
Integrated PR & Digital media	Story seeding through a network of Ezines,entertainment, tech & lifestyle websites, blogs, podcasts etc.
Bespoke storefront	All targetes to a SINGLE NFT drop

Tech Stack

Smart contract protocol: **ERC20, ERC1155**

Language : **NextJS ,React , Rust,**

Frontend : **NextJS.js**

Server: **nginX/NodeJS**

Cloud : **Vultr / Exoscale / Google Cloud**

Architecture : **Elastic Computing**

Email Account : **Sendgrid**

Middleware : **Express.js**

Encryption : **JWT Token**

Protection : **DDoS,HTTP Parameter Pollution attack, Cross site scripting**

Database : **MySql / MongoDB**

Versioning Control : **Github**

Project management : **Trello/Jira**

Deployment & Packaging : **Docker/Kubernetes**

CI/CD : **Github Pipeline**

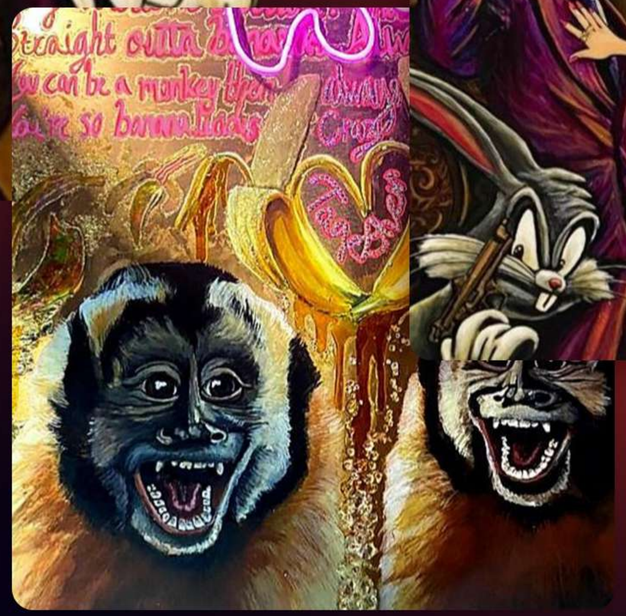
Tools : **Visual Code, Workbench, Robo3**

NFT Art and Media

Blockperks NFT Marketplace exclusive NFT collections and [PERKS] token rewards

Karin Brauns NFT's Exclusively on Blockperks

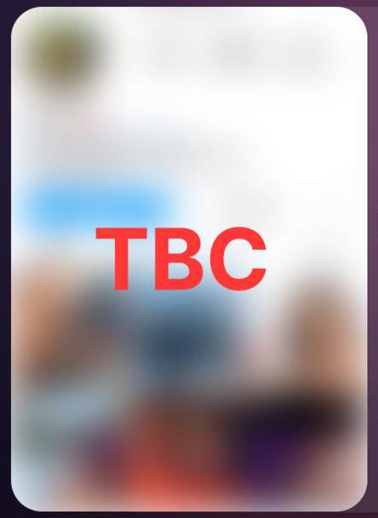
Karin Brauns award winning artist in Los Angeles launching NFT collection and merchandise with Blockperks



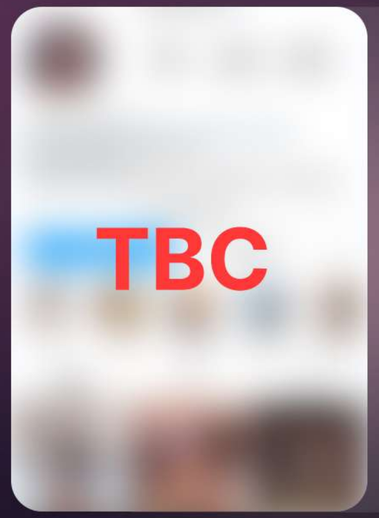
Coming soon: Sneaky Skeleton collection, pre-sale February 2022. An exclusive collection of NFT's with [PERKS] tokens as rewards

30 years of celebrity brand experience including Banksy, Cardi B, XSET and others launching iconic NFT's in the Blockperks NFT marketplace

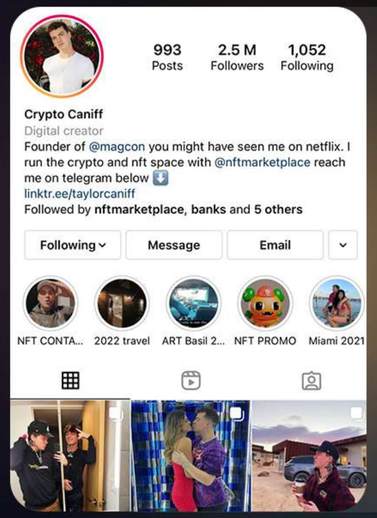
Top Creators Coming to Blockperks



39.2M
Followers

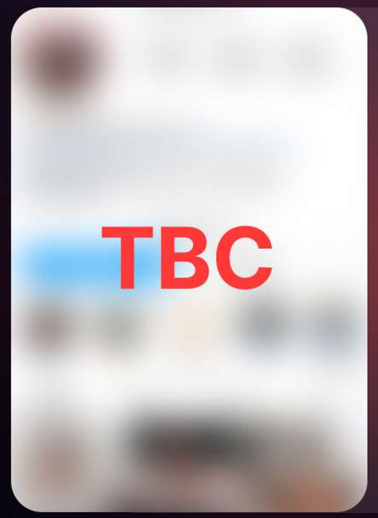


4.4M
Followers

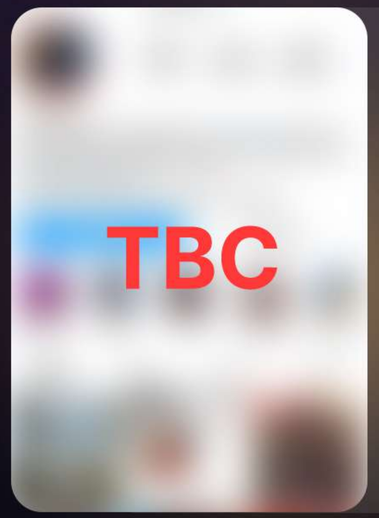


Taylor Caniff

2.5M
Followers



3.3M
Followers



137K
Followers

Crypto Caniff

2.5M
Followers

*Pipeline of top creators either signed or in negotiations

Value Proposition

Blockperks' empowers artists, brands and creators to monetise IP with the highest return on investment and a wider range of income streams than other NFT platforms.

With the approval and backing of Harmony's $300M blockchain fund, Blockperks has deployed the world's first social NFT trading app, on the Harmony blockchain, offering cross-chain interoperability, social token rewards and ultra-low gas fees, in a market that has grown from $20M in 2020 to over $20bn in 2021.

Go-To-Market Strategy

Blockperks has over 100 years combined experience in marketing and celebrity brand development, serving past clients such as Banksy. Blockperks has access to elite influencers, artists, major celebrities and major sports teams, together with sponsorship of leading industry events.

Acquisition Channels

- Private Discord Groups
- NFT Influencer reach
- NFT & blockchain event sponsors
- Business development
- Key industry relationships
- Online PR, press and media
- Targeted media buying and ads
- Google ads / SEO
- Social media marketing
- Airdrop and viral campaigns
- Free claim wallet connect

XSET

BILLIONAIRE BOYS CLUB

NFT LA

Art|Basel

DCENTRAL Miami

Google

Discord

SXSW

Trade NFT's with Blockperks and Get Rewards

Blockperks is a community-first NFT ecosystem that actively rewards traders, users and creators. Users that mint, buy, sell or trade NFT's on Blockperks get rewarded in PERKS tokens.

Free Claim

Connect your wallet to Blockperks and claim your [PERKS] token reward.

Staking

Stake [Perks] and earn up to **500.00% APR**

Rewards

Earn [Perks] trading rewards when you buy, sell or mint an NFT with **Blockperks**

Blockperks NFT Marketplace Features

Social Currency

Each user of the Blockperks platform will have the opportunity to mint their own social currency, (also known as "**creator coins**"). This enables creators to get funded by their fans or followers, creators to reward actions and build stronger communities.

NFT Portfolio Management

The BlockPerks NFT portfolio manager enables users to view all owned NFTs on various market places. Select and view NFT images, blockchain network, metadata, and trading history.

Fractional NFT Ownership

Blockperks NFT asset trading platform provides a global bridge between fiat and non-fungible tokens, which enables the minting and tokenization of digital assets on the blockchain with a state-of-the-art NFT marketplace.

NFT Avatars and AI

Blockperks is pushing the edges of what's possible with NFT Avatars, AI and the Metaverse. Partnered with multi-award winning Accubits, our development team have enhanced machine learning capabilities. Blockperks users will be able to purchase, and customise, NFT Avatars in the future.

Enhanced Security

Core security features hashing and encryption of sensitive data, environment compliances, anti-piracy and detective control, protecting against unwanted attacks or disruption. Additional security features includes IP blacklisting, 2FA, AntiDOS, DDOS layers, server hardening to keep the platform safe etc.

Scalable Architecture

The Blockperks NFT marketplace has the capacity of Nasdaq with a super-fast blockchain processing speed launching on Harmony blockchain with two second transaction speed, cross-chain interoperability and ultra-low gas fees

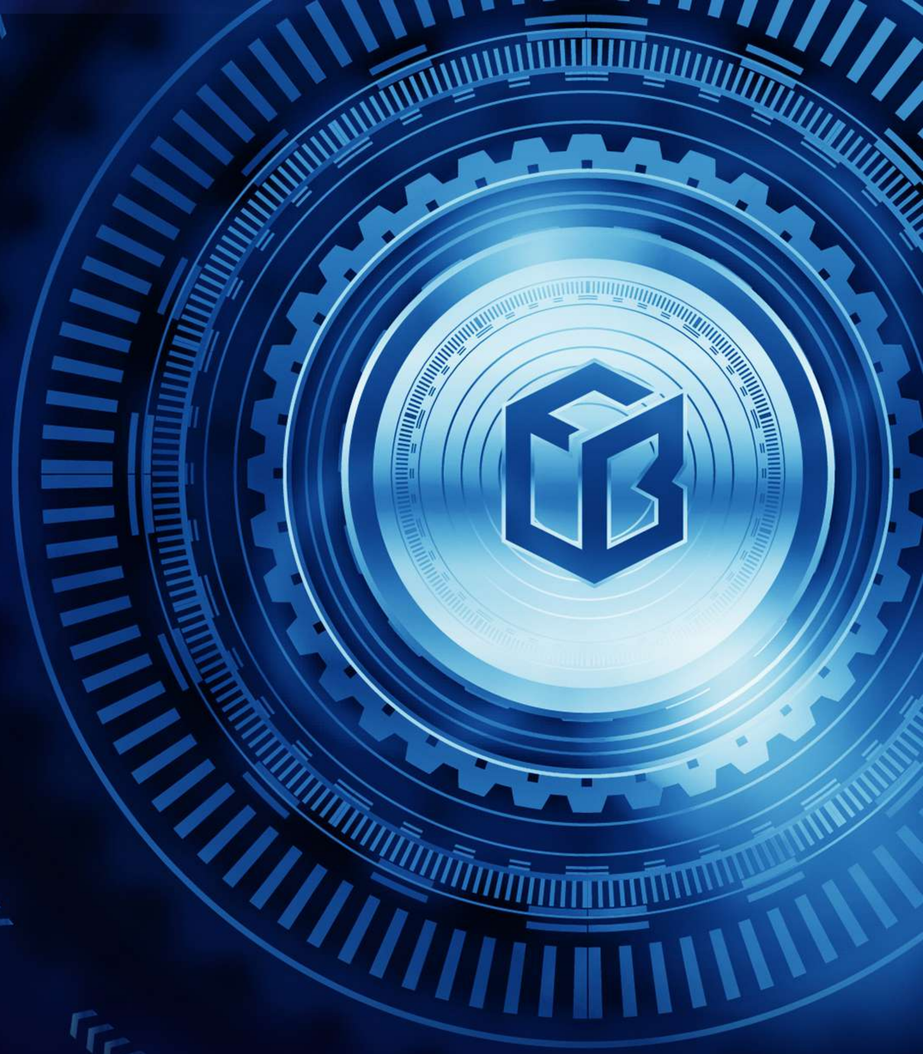
Sarper Baran
@baran.sarper

Blockperks Token $PERKS

The Blockperks token [$PERKS] is the native token and social currency that powers the Blockperks ecosystem.

2.5% Trading Fees	**$0.036** IDO Sale	**$0.05** DEX Listing

1. 50% off Trading Fees
2. NFT Trading Rewards
3. Stake [PERKS] Tokens
4. Monetise Content
5. Buy Digital Merchandise
6. Mint Social Tokens



[PERKS] Token Opportunity

[PERKS] supply is fixed at 324M tokens

Blockperks tokens will be distributed through private sale, IDO and CEX listings

[PERKS] Utility Token HRC20 Harmony Blockchain

Token allocation includes;

12M	8M	30M	103M
IDO	DEX	Public Sale	Private Sale

Multi-chain NFT ecosystem

Blockperks simplifies the process for brands, influencers and creators to engage and monetise their social audience using a next-generation blockchain technology that eliminates expensive gas fees and stops slow transaction speeds.

Blockperks Protocol ensures the underlying asset has a one-to-one unbreakable cryptographic link to the NFT.

The unique non-linear cryptographic binding of the underlying asset ensures the NFT cannot be re-created without the NLSS QR mark, which increases trust and value.

polygon

BINANCE SMART CHAIN

ethereum

Harmony

Blockperks Social Tokens

Blockperks social trading dApp solves the problem of centralized monopoly social media companies, using social tokens on the blockchain and NFT creator coins.

[PERKS] Social Token Utilities

- Monetise social following
- Govern social communities
- Buy digital merchandise
- Creator coin marketplace

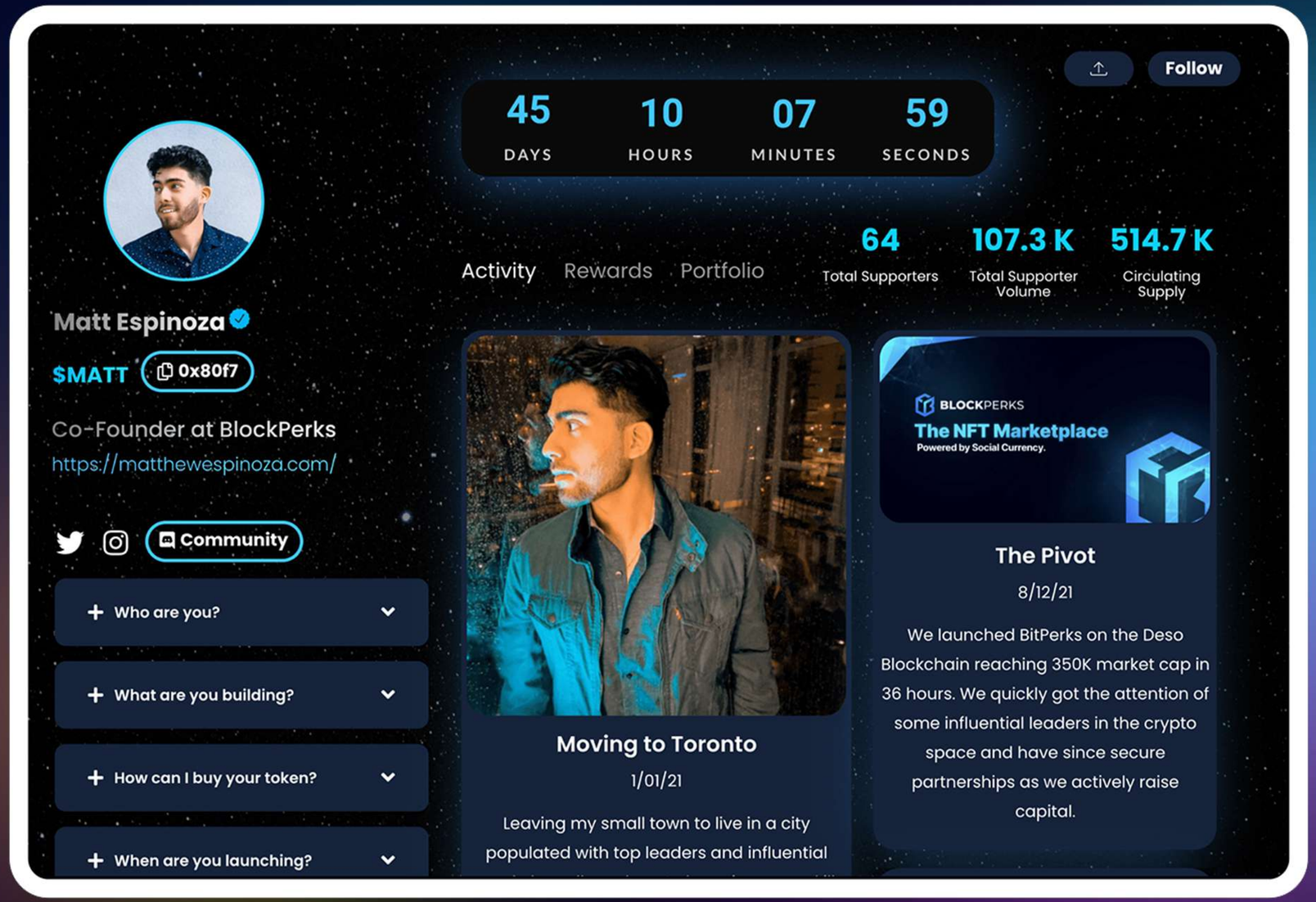
	Matthew Espinoza	**Matt Coin**
	Natalie Lefevre	**Natalie Coin**
	Charles Nyabeze	**Charles Coin**
	Katarina Bendikova	**Katarina Coin**

$Matt Coin

Matt

Building the first-ever tokenized book w/ *@erickoester*

Twitter
477 Followers



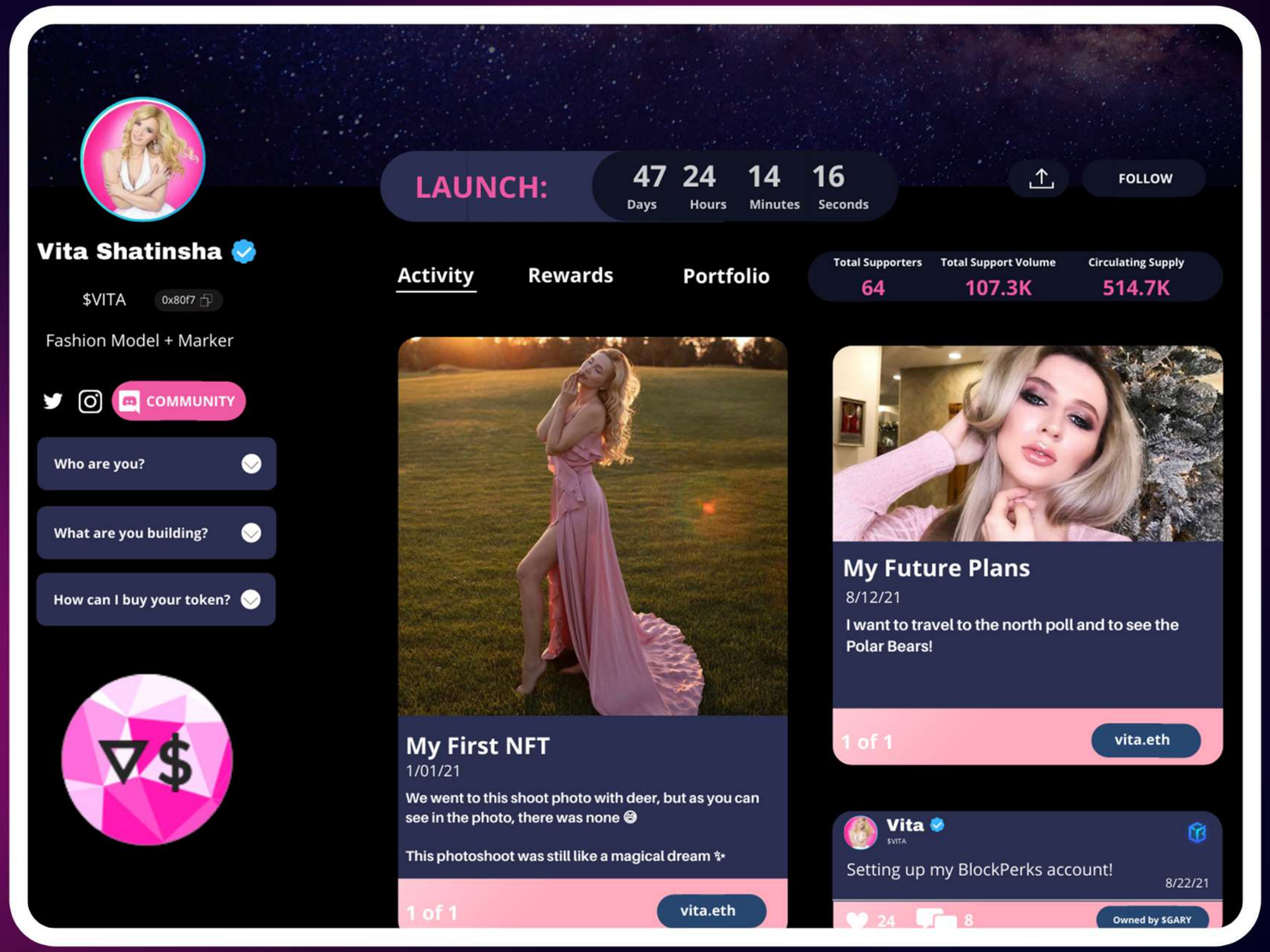
$Vita Coin

Vita

Model and Creator

Instagram

253,000 followers



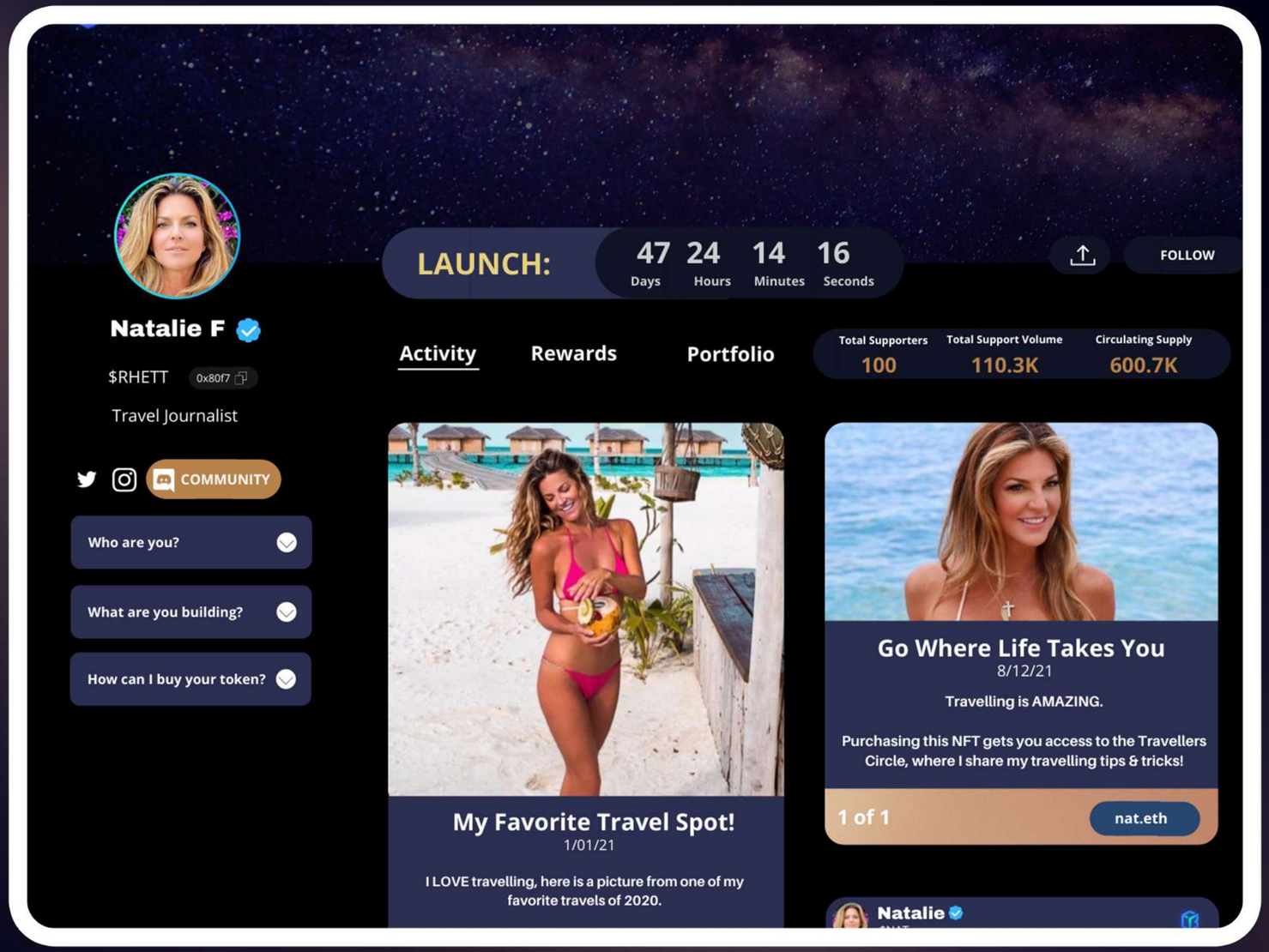
$Natalie Coin

Natalie

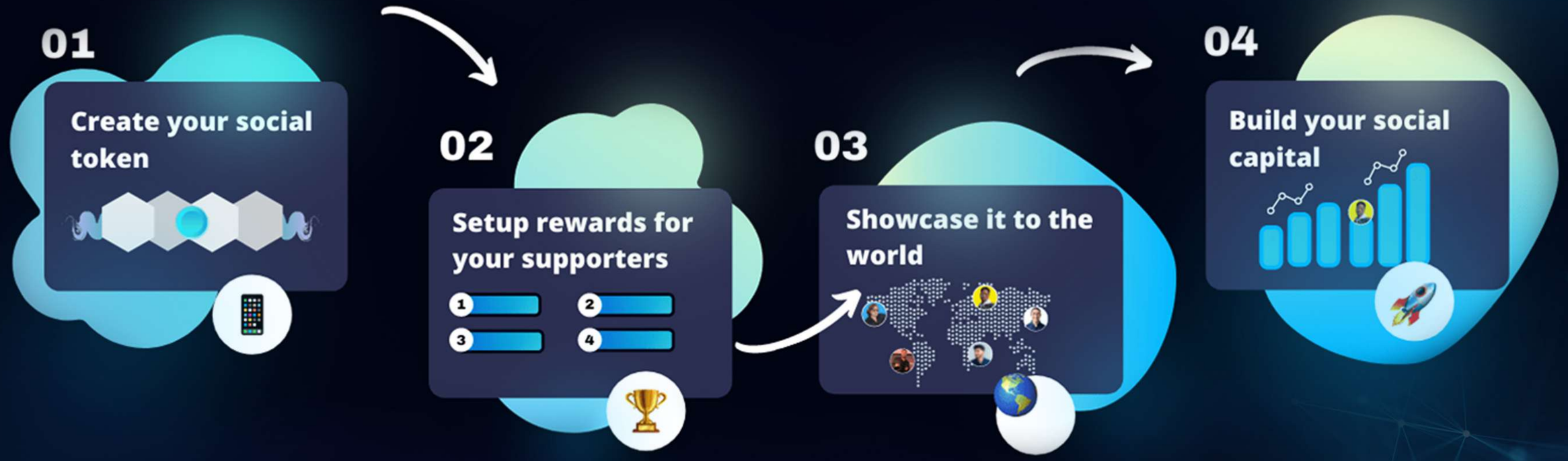
Travel Influencer

1M Instagram followers

@luxuryworldtraveler
@oceanic_global ambassador



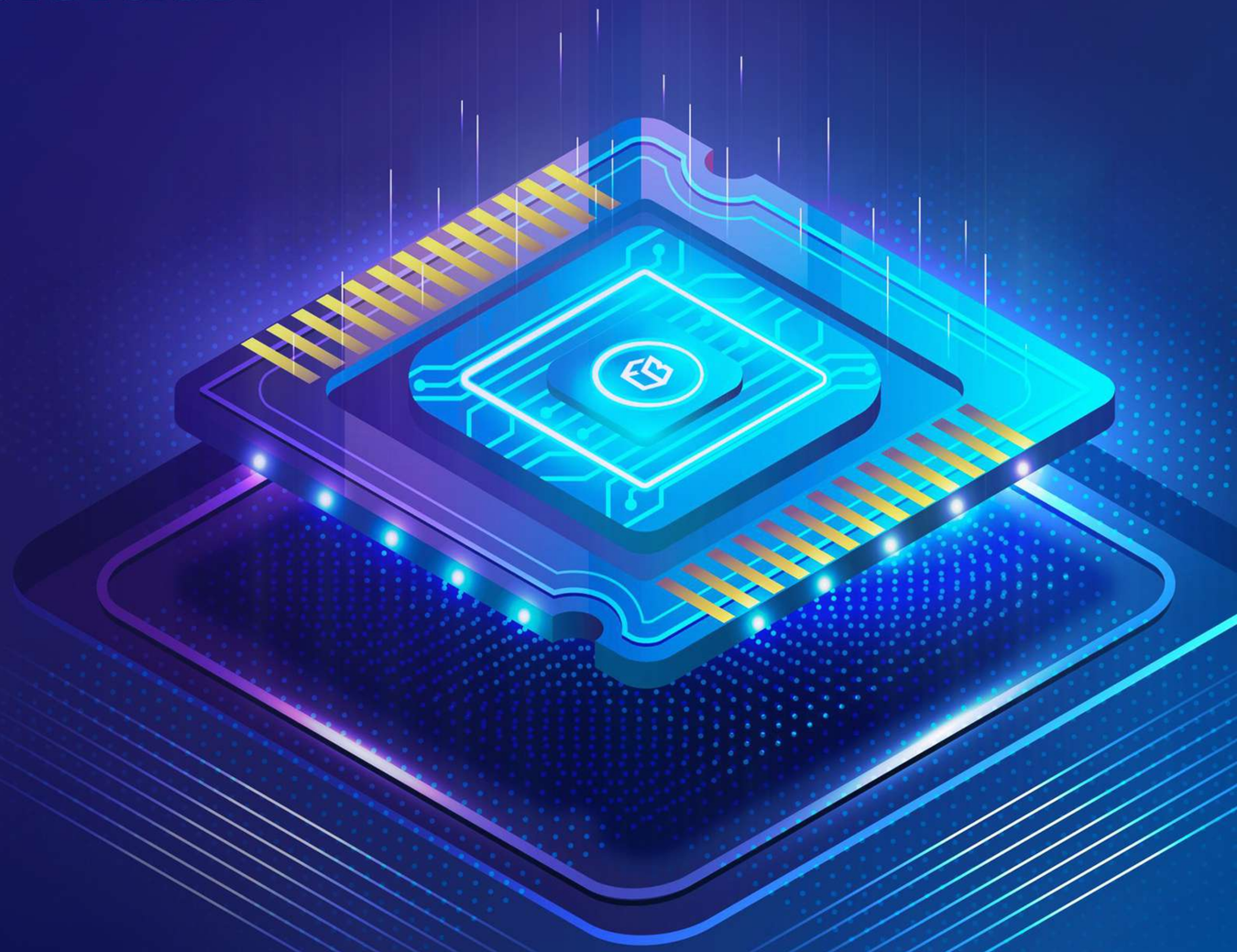
How to Launch Your Social Token



Blockperks is free to join! Sign up and verify your profile, next purchase $PERKS to create your social NFT token. Tell your followers about your social NFT token so they can bid to support you.

Blockperks Quantum Accelerator

Quantum Accelerator - Experience Enhancing NFTs, Rewards Holders With Airdrop Opportunities, Staking Multipliers and Early Bird Access!



Blockperks DAO

Radical transparency and harmonious integration with Blockperks NFT technologies. Blockperks DAO plans to acquire, govern and control the Blockperks creator coin marketplace

NFT Trading Growth Trajectory

2.5%-5%
Margin on every transaction

30%-50%
NFT Launchpad revenue share after costs

Trade Revenue Est. (1st yr)

$1000	Average volume per trader
8000	Acquisitions month
$6.2M	Net revenue at 2.5%

Key Performance Indicators

$22bn
Market Size

Potential ROI for creators who mint an NFT on Blockperks, $500 deposit could generate 50X return.

Potential ROI for NFT buyers/ sellers - $50,000 of NFT trading could generate 12,500 PERKS tokens in rewards

Success Metrics

Cost of wallet connections between $12- $150 CPA depending on wallet value and marketing channel

$1.5M investment

20,000 active wallets

Average CPA $75

Monthly trading volume $20M per month

Monthly NFT trade volume $20M per month

Monthly profits at 2.5% transaction fees = $500,000 per month

Annual customer lifetime value $12,000

Annual revenue per user $300

Token Economics

BLOCKPERKS TOKEN [PERKS] is the native token and social currency that powers the BLOCKPERKS NFT trading application and social community.

Token function. [PERKS] is a fee settlement token for the BLOCKPERKS NFT marketplace and is the native social currency that powers and rewards the community.

324M

Total Coin Supply

$16.2M

Fully Diluted Market Cap

Fundraise

Private token sale $5M
103M tokens (32%)

- 12M IDO
- 8M DEX liquidity
- 30M Public sale (CEX)
- 31M Treasury
- 24M Rewards Fund
- 103M+20M Private sale and early team backers (10M vested)

Private sale "lock up" 12, 18 and 24 months

Use of Funds

Roadmap

01 PHASE

MVP & Initiation
Q1 2022

- Whitepaper
- Tokenomics
- Core Team Established
- Launch MVP Harmony Chain
- Strategic Partnerships
- IDO & DEX Listing

02 PHASE

Launch and Growth
Q2 2022

- Private Token Sale
- Launch NFT Trading
- Social Token Features
- SXSW & NFT LA
- Aggregation Features
- ETH and Polygon Markets

03 PHASE

Scaling & Building
Q3 2022

- Exchange Listings
- 10X NFT Marketplace
- 10X Creator Onboarding
- Binance Smart Chain
- Fiat and Multi-Processor
- Proprietary Wallet

04 PHASE

Major Expansion
Q4 2022

- Web 3.0 Funtionality
- IOS Application
- Metaverse Events
- Tier 1 Exchange Listings
- Multi-Million Trading Volumes
- Major Brand Partnerships

Team & Strategic Partners

Co Founders

Gary Collins
Co-Founder and CEO
Multiple-founder, Agency Lead, $200M+

Saher Bin Jung
CFO
Ex Morgan Stanley, Head of Credit Asia

Rhett Ullman
NFT Licensing
Top 100 Ad Influencer, Music, Media & Entertainment

Hassan A.
CTO
Blockchain Development, Digital payments

Leadership Team

Umer A.
Head of Technical Development
Platform Architecture, Blockchain Engineering

Adrian Williams
Business Development
Criteo, Teads, Repped Technologies

Jerad (Blazar) Fink
NFT Strategy Officer
CEO Cosmic Wire, IP Monetization

Elle Ullman
Ecosystem Growth
Melt Media & Entertainment, XSET, BYT

Operations Team

Hamza Aslam
Blockchain Development Engineer

Abubakar
Technical Project Lead

Danish
Smart Contract Development

Faiq
Lead Software Engineer

Edu Rio
Social Media Manager

Geeth Maduranga
Branding and Design

Zubaria Fakhar
UX/ UI Design

Mateen
Software Engineer

Advisors

Andrew Zapotochnyi
Panther Protocol

Adam Chaplin
DeFi For You

Jacyln Chan
Coinbase, FR Ventures

Wilson Manase
AX1, Quick Credit Score

HarmonyLauncher

COSMIC WIRE

NFT LA

Harmony

MELT MUSIC & MEDIA AGENCY

DeFi For You.
defiforyou.uk

Dig

NFTY LABS

SYGNUM

METAMASK

CoinAGENDA
Bitcoin / Cryptocurrency Investing

THE TEAM

Meet the team

Gary Collins

CEO

25 years marketing experience in multiple public companies, energy, telecoms, gaming and FX. Agency principle delivering over $200M in sales, ICO marketing since 2018, ex founder Swiss licensed DEX.

Saher bin Jung

CFO

17 years trading experience at Morgan Stanley and SMBC Nikko, focused on fixed income products. Spent 5 years in crypto trading and private equity and VC for early stage crypto platforms and coins. Avid markets fan, football, cricket and tennis enthusiast and all-round commercially orientated investor relations ambassador.

Jerad (Blazar) Fink

CSO

Jerad's team listed over $184,000,00 of NFT's on Ethereum in 2021 including numerous art sales over $500k and $1M clients including Banksy and Crypto.com

Elle Ullman

Head of Ecosystem Growth

30 years experience in celebrity brand management, Elle is speaking at various NFT events in USA such as SXSW and NFT LA, she is connected with numerous NFT projects and has assisted Byt on Solana blockchain to reach $100M in NFT trade volume

Hassan A

CTO

As a tech visionary, leading the team of front-end software engineers, database and smart contract developers for Blockperks. Expert in Blockchain development and crypto payment solutions.

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