BRIGHTNFT

WHITEPAPER V.1.0

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This document describes the vision, mision, and general roadmap of **BRIGHT NFT**, a project where cutting edge technology and innovation mixes with the purpose of helping people from the professional world to onboard the next iteration of the internet: the *Web 3.0*.
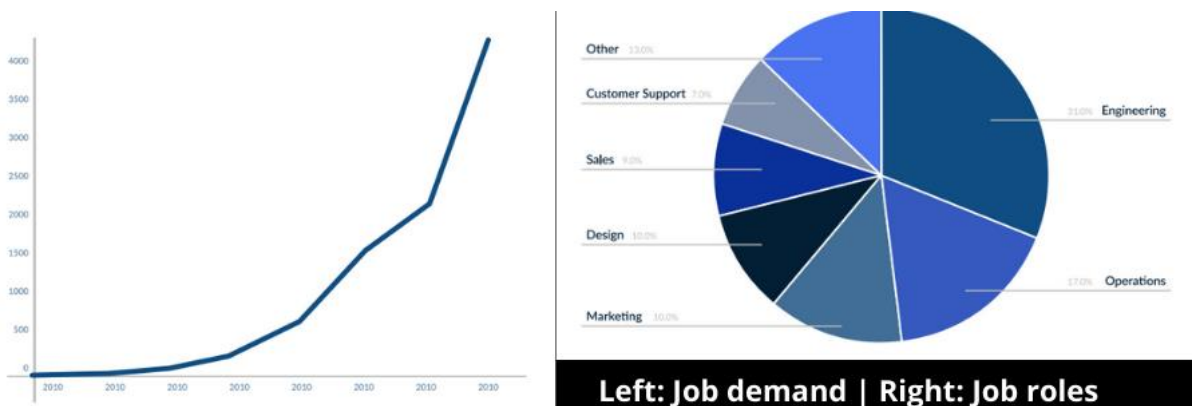
Content

1.- Motivation:

There is no doubt that blockchain technology is one of the biggest innovations of our century. As time goes by, more and more companies are leveraging this technology, and more importantly, people around the world are being empowered by this new tool that has revolutionized the access to financial services and interchange of value across the internet. At this point, it is a known fact that one of the main effects of this technology on our society is to transform the current paradigm of the web into an upgraded version with decentralization at its core. This new version of the web is the so-called Web 3.0.

The Web 3.0 revolution that we are experiencing right now is accompanied by a vertiginous demand increase for talent skilled in blockchain technology and their ramifications; cryptocurrencies, NFTs, DeFi, DAOs, and the Metaverse. The growing shortage of professionals with knowledge in any of these areas is a well known problem, and the demand for talent is not only restricted to developers and blockchain specialists, but it also includes sales profiles, marketing experts, customer services, among many others. The graph below is taken from The Global Blockchain Employment Report, and illustrates the demand for roles in different sectors of the blockchain industry:

Left: Job demand | Right: Job roles

This increasingly complex problem urgently calls for the development of a platform that allows professionals from different fields to further develop their skills that prepares them to face Web 3.0, as this will be the future way in which many organizations will operate and transfer value across the internet. **BRIGHT NFT** is a project that is born from this necessity, and our mission is to contribute onboard professionals into the world of Web 3.0 with all the necessary formation, tools, and support they might need along their path.

The next pages will be devoted to describe how this platform will be developed and how we can serve as a professional development bridge between the world of today and the future.

2.- The LinkedWeb3 platform:

LinkedWeb3 is the name of the platform where professionals from any area can freely join to further develop their careers with training, networking and job search/recruitment within the new world of Web3.

The platform will be open to everybody, and users can participate by login in with their wallets, using a NFT as a profile picture which will include any NFT they might own[1]. The users will then be required to provide their basic personal information, including the skills and profession they have, as well as the Web 3.0 skills they wish to acquire.

Every data collected from the users will be done in the most transparent manner, and there will be a modern agreement of data treatment and policy that guarantees a true ownership for the users as well as utter respect to their privacy.

Once this process is completed, the participants will be required to take part in a basic *learn-to-earn* program, which consists of a series of introductory lectures including all the minimum content necessary to generate a basic, yet holistic understanding of the blockchain world and Web 3.0.

This will be the first level of the *LinkedWeb3* platform, which will feature 3 different levels of expertise, rewards, and opportunities for the participants. The Level 1 of the platform is a purely learn-to-earn experience activity since it will include a monetary compensation for the users that successfully complete the program, in the form of the native token that will power the economy within the platform: the **BNFT** token[2].

After completing the basic training program from Level 1, users will be asked to establish their primary goals for using the platform, which will include the following categories: finding a job, hiring, providing or requesting professional services, creating an audience and networking.

Completing these steps will qualify the user to have access to the Level 2 of the platform, where they will have the opportunity to start interacting with other members, create and view content, and also they will be able to have access to paid advanced courses in specialized subjects related to the Web 3.0 industry. Each one of the specialized courses will include lectures from recognized professionals and experts in the following areas:

- Blockchain Fundamentals
- Blockchain Applications in business
- Smart Contract Development
- Decentralized Applications
- Cryptocurrencies
- NFTs
- Decentralized Autonomous Organizations
- Decentralized Finance

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[1] In case the user does not own a NFT, the company will provide a predefined 'community member' NFT that could be customized in the future as the full integration process of the user is developed.

[2] Full utility and tokenomics is explained in the BNFT Token section.

- Metaverse Fundamentals
- Web 3 Fundamentals
- Marketing for Web 3 projects

Members that are able to successfully complete any of the advanced specializations will be granted an 'industry-expert badge', which will consist of NFT certificates that will be publicly displayed on the user's profile, and that will entitle the participants to obtain additional rewards in the form of tokens and NFT tickets to special networking events within the platform.

As with any other social platform, the true value of the *LinkedWeb3* platform will come from its users, so as a consequence they will be rewarded with *BNFT* tokens depending on the level of overall activity and participation within the platform, as well as level of engagement and quality of content created. This feature makes the Level 2 of the platform count with an appealing mode of **engage-to-earn**, where users can earn rewards by participating in our ecosystem.

As part of the professional development program for Level 2, the platform will organize special events to stimulate networking and to facilitate different consulting services tailored to the Web3 industry. All paid activities and services within this ecosystem will be made with the *BNFT* token, and will include a small fee destined to funding the further development of the *LinkedWeb3* platform. The resources accumulated by the platform will be handled by a treasury conformed by a group of selected early adopters elected by the community, which will be subsequently completed with new members every quarter as the platform evolves.

Finally, there will be an ultimate third level within the platform reserved only for renewed experts, high impact influencers, and outstanding users that have qualified a full Web 3.0 Master's Test that demonstrates a deep understanding of the Web 3.0 space as a whole. This level will be designed to engage the participants in activities leading to produce a high impact on our society by leveraging a unique combination of professional skills, human values and resources. The treasury will assign to these members exclusive resources and tools designated to the development of new business and non-profit projects that will make use of blockchain technology to create new high impact activities. We notice that to gain access to these resources, members of this level should be able to gather an interdisciplinary and balanced team of professionals, which must also be diverse in terms of gender and race, featuring a unique **connect-to-earn** model that has never been seen before. A diagram showing the summary of the different incentive models included across the different levels of the *LinkedWeb3* platform is shown below:

3.- The Yeti-Apes NFT on the *LinkedWeb3* platform:

NFTs will be used within our platform not only as pfps, course certificates, and tickets for events. We are developing a special class of NFTs which are born from exploring new utilities for NFTs when combined with Artificial Intelligence (AI).

The first generation of this special class of NFTs are those from the **Yeti-Apes collection**, which are **2200 NFTs with voice assistant components** that allow them to be responsive to your voice, being this a unique feature that will be exploited at the different levels of the *LinkedWeb3* platform.
The NFTs from the Yeti-Apes collection can be trained with your voice, and can evolve in such a way that multiple intelligent components can be unblocked by using BNFT tokens. These AI components will allow them to perform specific tasks within the platform, and also to earn additional rewards in different ways that will be explained below.

On Level 1 of the platform, users that choose to use a Yeti-Ape NFT for their profile will be able to take the learn-to-earn program in an interactive way where their NFT will be the teacher's lesson, delivering the lectures with their voice assistant capabilities. Completing the lessons given by the Yeti-Ape will entitle the users to get a 25% additional reward compared to users taking regular lessons and tests.

On Level 2 of *LinkedWeb3*, the owners of a Yeti-Ape NFT will be highlighted profiles and can also have access to a special **Training Room**, where they can interact with their NFT to teach them everything about the owner's professional background, including skills, job experience, professional development expectations, and more generally, any relevant information that the user deems appropriate for professional purposes. Using this information from the owner, the Yeti-Ape NFT can learn to become a professional digital twin that will be available to interact with other members of the Level 2, as long as the owner agrees to this special utility. There will be monetary compensation to users that train their Yeti-Ape NFTs, and unlocking the digital twin utility within the platform will have a minor cost of maintenance. In addition to this, holders of the Yeti-Apes able to generate good engagement on the platform will also enjoy enhanced bonification compared to regular users.

Moreover, there are two important additional features of the *Training Room*, which involves the possibility of adding new paid exclusive accessories to the Yeti-Apes NFT that can enhance their rarity and makes them suitable for minting a new rarer NFT, and also the possibility of unblock new AI components that enhance the capabilities and value of the NFT. These AI components will range from original content composition using Generative Adversarial Networks (GANs), to face recognition and response that will be available for future 3D version development of the Yeti-Apes NFT. The technology developed by the project will be also offered as a service for other NFT projects or individuals that wish to unleash new utilities for their NFTs.

Finally, owning a Yeti-Ape NFT will also be an advantage when it comes to having access to the Level 3 of the platform, since very well trained NFTs will receive a ticket pass to this level once they are able to pass a minimum test for a suitable professional digital twin.

The Yeti-Apes collection will be available for purchase on OpenSea, the underlying blockchain for the smart contract deployment will be decided upon assessment with the project mentors, and there will be whitelist spost and a pre-sale as often conducted by NFT projects.

In summary, holders from these special NFTs will enjoy passive income, as well as several other privileges within the platform, including additional compensations based on a model which is ***train-to-earn***.

4.- The BNFT token:

The BNFT token will be the native token for all the transactions made within the *LinkedWeb3* platform. The blockchain used for the project will be either purely ethereum-based or ethereum compatible, and the final decision for this election will be made based on the different blockchain incentives regarding adoption, speed and low transaction fees.

The BNFT token will be used for rewarding users within our platform, either by their participation, progress or by holding NFTs from the Yeti-Apes collection. It will also act as one of the modes of exchange for purchasing and selling professional services offered by industry experts in the platform.
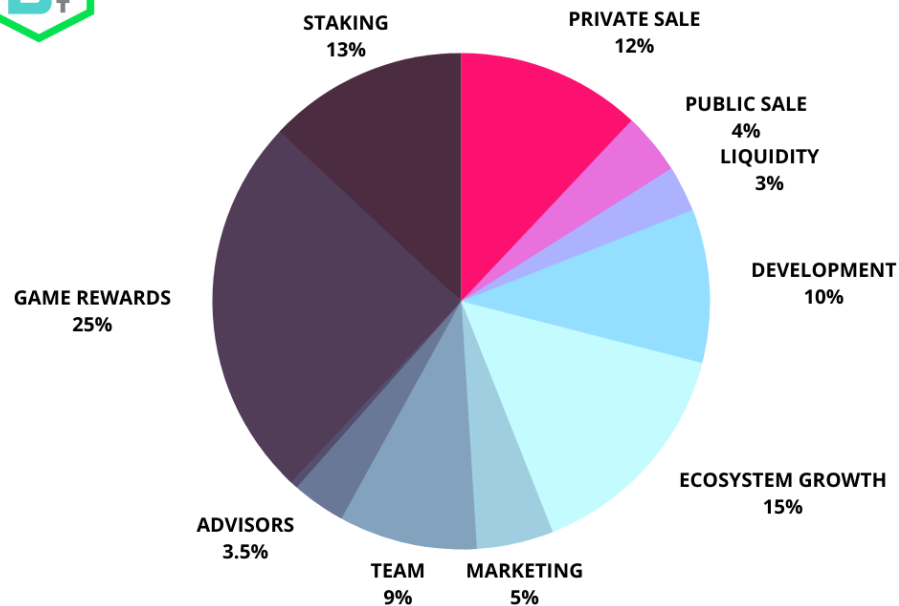
The token can be spent on purchasing advanced training material and special events devoted to further developing the skills and knowledge necessary to thrive in the Web 3.0 industry. Moreover, the BNFT token will be used to unlock the advanced intelligent capabilities of the Yeti-Apes NFTs, as well as improving their rarity by purchasing new items that allow for customization. Additionally, the transaction fees within the platform will also be charged using this currency.

BNFT Tokenomics

The total supply of the token is 1.000.000.000 which will be distributed as shown below:

Token Allocation

The Token Distribution Event (TGE), which is one of the two main phases of BNFT distribution, has been slated to hold in the XX quarter of 2022. Additionally staking rewards will be the other way BNFT tokens will be distributed among users. Should there be any change in the timeline of the events, it will be posted on our various social media channels.

The TGE can be said to consist of two major stages: the Private Sale (Seed Round & Series A funding) and Public Sale (including a Pre Sale stage). Series A funding will occur just after the first stage of the project, while the creation and distribution of BNFT for Ecosystem Growth and to fund the team will be during the Public PreSale stage. The share prices are:

Category	Supply	Price	Amount Raised
Seed	3.0%	$0.006	$180000
Series A	9.0%	$0.009	$810000
Public pre-sale	1.5%	$0.016	$240000
Public sale	2.5%	$0.02	$500000

- **Private Sale Round**

  - The Private Pre Sale is only open to investors from crypto-friendly regions, who have undergone KYC and can invest, at least, the minimum but yet-to-be-decided amount to redeem its equivalent in BNFT.

- ○ The BNFTs redeemed will undergo a mandatory one-year vesting period. On a designated day in the sixth month, at the close of the presale round, there will be an initial release of BNFTs followed by a gradual release of tokens over the next six months.

- ○ 3,000,000 BNFT tokens will be distributed at a price of $0.006 per BNFT during the Seed Round, and 9,000,000 BNFTs will be sold for $0.009 per unit token during the Series funding stage.

- ○ $180,000 and $810,000 will be realized from the Seed Round and Series A funding stages, respectively.

- **Public Sale Round**

  - ○ Only investors resident in crypto-friendly locations and have performed the KYC tasks can participate in the Public Sale Round. Unlike in the Private Sale Round, intending participants are not required to deposit a minimum amount in native tokens.

  - ○ BNFT tokens redeemed in this round will undergo a vesting period similar to the Private Sale Round.

  - ○ In this round, 1,500,000 BNFTs are distributed for $0.016 per unit token during the public presale. For the Public Sale proper, 2,500,000 BNFT tokens will be sold at $0.02 each.

  - ○ $240,000 and $500,000 are the potential revenues expected from the Public Pre-Sale and Sale Round, respectively.

- **Ecosystem Growth**

  - ○ 15% of the total token supply (15,000,000 BNFTs) of the BRIGHT NFT platform will be dedicated to Ecosystem Growth. These tokens will be locked for a period similar to the Private Pre Sale Round.

  - ○ After the Ecosystem Growth funds must have been unlocked, they will be deployed to cater to the needs of the ecosystem but first, starting with the demands of the Decentralized Autonomous Organization (DAO). These funds will also be used to pursue the development of use cases and infrastructures and activities that will make BNFTs more utilitarian. Some of these activities include funding development by core team members, strategic partnerships, and the promotion and marketing of BRIGHT NFTs.

- **Team**

  - ○ 9,000,000 BNFTs (9% of the total token supply) are allocated to the Team. The Team funds will be locked for 30 months. On full unlock, the funds will be distributed according to a 5-year vesting schedule, and the remainder will be locked for another two years and released gradually to the BRIGHT NFT team members.

- ○ Team Funds will be used primarily used to compensate for the efforts of core BRIGHT NFT team members who have put in the work to ensure the project is a success

- **Advisors**

  3.5% of the total BNFT token supply will be allocated to advisors. The tokens will be locked for 24 months after which they will be released gradually over the next 18 months. This is intended to incentivize and encourage the board to suggest the most innovative ways to circumnavigate obstacles the platform may encounter and make it more profitable for users and all involved.

5.- The Roadmap:

BRIGHT NFT is a long-term project that has set as a goal to be the main platform for professional development on Web 3.0. However, it is designed to start generating income for their investors even from the early stages by generating passive income through staking. There are several phases of evolution, which includes different stages of investment as well technical developments. Taking this information into account, the current roadmap is the following:

- **Stage 1:** Platform technical design. Development of prototype NFTs with voice assistant features. Community formation with early supporters.

- **Stage 2:** Strategic Partnerships. Integration of voice assistant NFTs within the Level 1 of the LinkedWeb3 platform. Staking service development. Whitelist Assignment. Community expansion.

- **Stage 3:** Formation of the treasury committee. Initial Fundraising through pre-sale of the Yeti-Apes NFT collection, and private sale of the BNFT token (Seed stage). Launch of the Level 1 of the LinkedWeb3 platform (Beta version). Rewards for early users and launch of staking services.

- **Stage 4:** Series A fundraising. Development of the Training Room. Launch of the Level 2 of LinkedWeb3. Launch of consulting services within the platform. Treasury committee update.

- **Stage 5:** Launch of the Level 3 of LinkedWeb3 with premium members, Public Sale of the BNFT token. Upgrade of Levels 1 and 2. Development of Artificial Intelligence services for NFT projects.
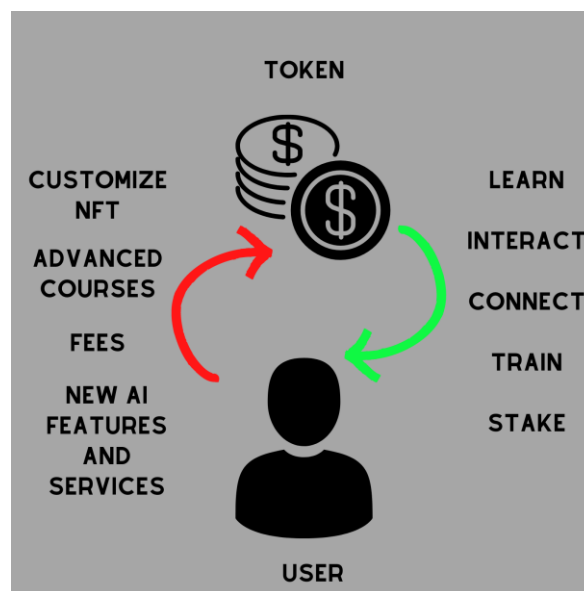
The details of each stage of the roadmap will be provided on a future updated version that will constitute the basis of the whitepaper, and which will feature data projections for adoption of the platform, cost estimates and revenues.

6.- Overview for Investors:

This section provides an overview for investors that wish to quickly understand what are the main transaction purposes of the BNFT token as well as the investment opportunity with the Yeti-Apes NFTs
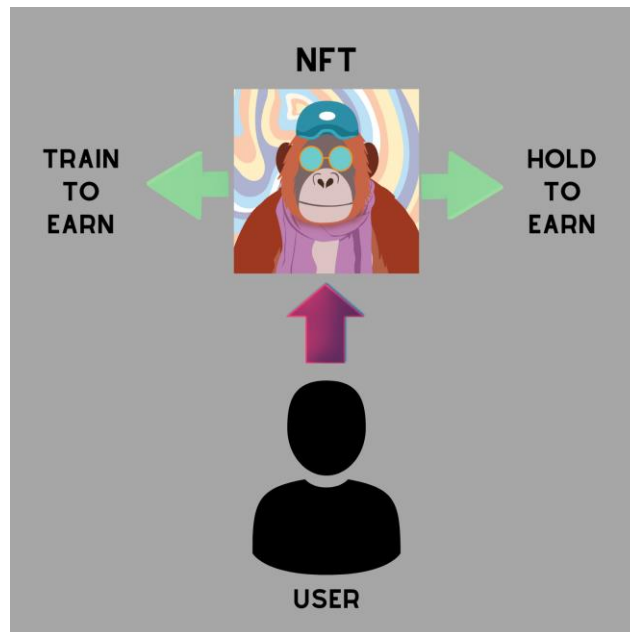.

BNFT token:

Users will be able to earn BNFT token rewards in the platform by learning with the basic courses, interacting and creating content, connecting with new people, training their Yeti-Ape NFT, and staking. Users can spend their tokens on purchasing advanced courses, customize their NFTs and mint new ones, unlock new AI features for their NFTs, and pay the fees resulting from transactions within the LinkedWeb3 platform. A simple diagram summarizing this information is shown below.

Yeti-Apes NFT:

Users that purchase an NFT from the Yeti-Apes collection will be entitled to earn enhanced rewards from any of the activities mentioned above, specially from training their voice NFT to create a digital professional twin of the owner that will be able to interact with other users on the platform. Additionally, since the Yeti-Apes will be the early adopters of the platform, they will be entitled to earn token rewards during stages 2-4 of the project, just by holding their NFT. A simple diagram for these two earn modes is shown below.

The BNFT token will be the medium of exchange for the platform created with the goal of providing training and professional development activities tailored for Web 3.0.

Tokens can be earned as rewards from learning new skills teached by the Yeti-Apes, and also from training the Yeti-Ape with the user's job skills and background knowledge.

The BNFT token will have multiple uses, including paying the fees to unlock novel AI components for the Yeti-Apes, or to customize your NFT and mint a new one with enhanced rarity, among others. You can check our whitepaper for full details.

7.- The Team

We have a diverse and skilled team with professionals from different backgrounds, however as the project evolves it is expected that new members will join to achieve the more advanced stages of the project. Current members include:

Víctor Muñoz (Founder): Physicist and AI specialist with over 3 years of experience with Machine Learning algorithms applied to a wide range of problems within industry and science. LinkedIn https://www.linkedin.com/in/victor-munoz-sci/

Max Marian: Relationship Manager involved in the world of crypto since 2016. He has a broad experience not only as an investor and opportunity investigator, but also promoting projects and making connections with funding opportunities. LinkedIn https://www.linkedin.com/in/max-marian-acsinia-a04008210/

Danny Gonzalez : Software engineer and Blockchain developer with over 4 years of experience developing products in the blockchain industry. LinkedIn https://www.linkedin.com/in/danny-gonzalez-974763219/

Mary Sanchez: Project Operation Specialists with over 5 years of experience in importation process for retail. She started her journey on crypto in 2019 and ever since then she has held numerous roles as coordinator and promotor. LinkedIn https://www.linkedin.com/in/mary-sanchez-9a2268239/

Leonardo Pedrazzoli : Lead Graphic designer with +10 years of experience across different industries. LinkedIn https://www.linkedin.com/in/leonardo-pedrazzoli-538093159/

Praise Horpe : Community Leader with +3 years of experience and with a strong commitment towards the growth of blockchain based projects. LinkedIn https://www.linkedin.com/in/praise-horpe-776460233/

Nichole Rowsell : Business owner with + 4 years of experience and experience in digital marketing and content moderation for different NFT projects. LinkedIn https://www.linkedin.com/in/nichole-rowsell-137046230/

Brian Naughton: Adept (crypto-native) communicator and lateral thinker with solid experience of operating at board-level. Career profile spans working with both nonprofits and private sector companies, including start-ups. LinkedIn https://www.linkedin.com/in/bnaughton/