

Wednesday, April 27, 2022

Fully Laid Out Utility White Paper

Doc #1 - Raffle Utilities - Incentives/ Benefits

White Paper / Road Map Outline - Draft #5

Chapter 1) Intro

Chapter 2) Here's How It Works

Chapter 3) Prize Pool Raffle System Details

Chapter 4) Rules & Deadline Day

Chapter 5) Value of Each Gen's NFTs

Chapter 6) The Goodfellas Role

Chapter 7) The Loyalty Rewards Program

Breakdown of The Goombahs' Raffle Utility and Benefits.

1.) INTRO

The Goombahs Generation-1 NFT Collection consists of 7,000 3D Avatars, which vary in multiple ways including; Assorted attributes, Family Ranking, etc. This first Generation of the Collection was built on the esteemed Ethereum Blockchain and has been carefully curated to benefit the holders in more ways than one. Unlike many of the other projects within this ecosystem, The Goombahs' team has worked tirelessly on developing their very own metaverse, *The Goombahverse*. Aside from the bountiful list of utilities it provides to all of its verified holders, it's also more than aesthetically pleasing. Being that there is so much information to be discussed on *The Goombahverse* and what it offers, the following chapter of this outline will be dedicated entirely to it.

For now, let's discuss the many utilities that come with being an owner of a Goombahs NFT, including its newest feature that holders are going to LOVE.

Upon obtaining and verifying AT LEAST one Gen-1 Goombah NFT, the holder unlocks access to *The Goombahverse*. While some of the events that are held in the meta will be open to the public for entry, only eligible holders will have ALL ACCESS to the top-tiered level events.

Some of these exclusive events include, but are not limited to; Live Entertainment shows from well-known comedians, musicians, DJs, entertainers, etc. It also includes access to ALL of the special events that are hosted by sponsors, other projects, etc. All Gen-1 holders will be eligible to join all of our metaverse tournaments for Poker, Sporting & Gaming, and more. Also, the construction has been completed for our very own Goombah Horse Track and it is now open to enjoy with races coming soon!

Please continue on to the following chapter to read in-depth on all of the amazing content that comes along with our metaverse.

***** Ladies and Gentlemen, this is where we unveil The Goombahs' SPECIAL and newest utility feature that was built to reward the holders like never before!

The Goombahs presents, **"The Goombah Prize Pool Raffle System."**

Imagine buying one lotto ticket that can be used to enter every single lottery pool that's ever drawn thereafter. Welcome to the future of Crypto's Raffle & Prize System.

The Goombahs Prize Pool Raffle System allows you to verify ownership of any Generation-1 Goombah NFT and be able to use it as an entry into the bi-weekly Raffle for a chance to win the \$10,000.00 Prize Pool!

That's Right! **EVERY OTHER FRIDAY NIGHT AT 9:00 PM EST-** For years to come - The Goombahs will host an event inside The Goombahverse where every holder will be able to watch it live in VR, or live-stream on our Discord, while winners are randomly selected to win!

2.) Here's how it works.

The Goombahs' team worked tirelessly building this project & metaverse with the holders in mind the whole way through. So, why stop there?

From here on out, 50% of ALL sales revenue from The Goombahs Gen-1 Collection will be re-directed into the new Prize Pool Treasury wallet, which will be displayed in our Discord for full transparency.

To guarantee the sustainability of this system - while maintaining a full \$10,000 bi-weekly Prize Pool - 50% of ALL sales revenue will flow into the treasury wallet until we retain enough liquidity to fund the Pool's payout for **1 FULL YEAR in advance.**

When the treasury wallet reaches our 1 Year Guarantee mark (Approx. \$260,000.00 USD) the % of sales revenue will shift and be reduced down to 5% of all sales until the collection is sold out entirely. The additional 5% liquidity on the remaining Gen-1 Collection NFTs will be to strengthen the Treasury Wallet in the event the price of ETH dips under our projections, and also to fund other planned giveaways for charities, etc. (Approx. \$50,500.00 USD).

At this time the Goombahs Gen-2 NFT Collection will be released - possibly on the Solana Blockchain - more details on the second generation will be made available at a later time.

The plan to continue this amazing utility system for all verified holders to enjoy for years on end will simply require the release of consecutive generations of the Goombah NFT Collection.

For example; Gen-2 Goombah NFTs will follow the same economic strategy as Gen-1 - 50% of ALL sales revenue will be re-directed into the same Prize Pool Treasury Wallet until enough liquidity is locked to support another full year of bi-weekly payouts. Once the 1 Year Guarantee is reached, it too will shift to 5% additional liquidity added until it sells out - exactly the same as Gen-1.

Every consecutive generation of Goombah NFTs released thereafter will all follow the same exact model.

What this all means is this; The faster each generation sells out - The faster we lock in enough liquidity to support the bi-weekly payouts year over year.

Now that we clearly described the plan to sustain this amazing utility model, let's go over some specific details on how this system will be managed.

3.) Prize Pool Raffle System Details

Once you've bought/ obtained your Goombah NFTs and verified them on our Discord, specific Roles will be given out based on the quantity of NFTs held. At this point, we will require all verified holders who wish to participate in the bi-weekly Prize Pools to then Register themselves by submitting the Prize Pool Registration Form into a specific channel on our Discord.

The Registration Form will be our way to keep an organized record of all participating members. The idea is to simplify the submission process that must be completed prior to entering each bi-weekly Raffle.

Every holder will be required to visit the Registration Channel within our Discord and sign up with their Discord ID, specific Goombah wallet address(es), the quantity of each

collection owned, etc. We will then create a clear list of all registered members and use this list to properly enter each participant's name and the number of raffle entries into the program that will later randomly select the winners.

Every holder will be required to fill out the Registration Form once in its entirety, and only go back into their Forms to make updates after they have acquired more NFTs, or have sold some.

There will be notifications posted in the Discord every day to remind all holders to make sure if they have made any changes to their registered wallets, or have not yet submitted their registration forms, that they must have them completed by the scheduled deadline on the same Friday of each Raffle Event.

This form must be completed/ updated and then submitted before the deadline - THERE WILL BE NO EXCEPTIONS. The deadline will be at 3:00 PM EST on every Friday of the month in which the Raffle event is scheduled. The Raffle will be a live event in the Goombahverse every other Friday night at 9:00 PM EST.

The reason for needing a 3:00 PM EST deadline prior to the 9:00 PM EST Live Raffle Event is so that the Raffle Commission will have ample time to review all registrants' submissions.

The first time a member registers their NFTs, they will be required to fill out the full version of the Registration Form; Which will be a survey-styled questionnaire, provided by Google Forms, that will generate a spreadsheet of each registrant's information.

For example, some of the information that will be requested from each registrant will be; Holder's exact Discord ID, Copy and Paste the link to their Twitter Profile Page, Registered Wallet Address, Current Role obtained after the latest Goombahs Gen-1 Collabland Verification, Quantity of Gen-1 Goombah NFTs (of any rank or rarity), etc.

The most important information that each holder needs to provide is the Token ID# for each of the Goombahs' NFTs in their registered wallet. By keeping track of these ID#'s, the Raffle Commission can accurately vet every randomly selected winner at the Raffle. There will be more details on this process in the next chapter of this document.

4.) Rules & Deadline Day

When we reach the Friday 3:00 PM EST deadline for the Registration process is when the Raffle Commission will begin compiling the latest submissions and generate a new list of potential winners.

For example; If a participating member submits their entry showing that they currently have 5 Gen-1 NFTs, which would equal (5) Entries into the Prize Pool. They are then prohibited from listing, selling, or even moving the NFTs into different wallets, etc.

Any Goombah NFTs that are used towards an entry into the Prize Pool are NOT ALLOWED TO BE MOVED UNTIL AFTER THE WINNER HAS BEEN DRAWN.

THE RESPONSIBILITY TO UPDATE REGISTERED RAFFLE WALLETS IS ON EACH INDIVIDUAL HOLDER - There will be announcements made periodically throughout the thirteen days between each Raffle Event to remind every holder to make sure their registered wallets are current and up to date with proper information.

It's very important that each participating member updates their registered wallet with the most current information. If any changes have been made, whether they have added or removed Goombah NFT Token IDs from their registered wallet - **THEY MUST SUBMIT AN UPDATED REGISTRATION FORM.**

Every other week when the winner(s) has been randomly selected, the Raffle Commission will immediately check the current status of their registered wallet(s) against the information that has been submitted.

As an example;

If a member has a registered wallet with (5) Gen-1 Goombah NFT Token IDs - their Registered Discord ID will be added to the list of possible winners (5) times, for (5) chances to be randomly selected as the winner.

The following Monday after each Prize Pool Raffle weekend - the Prize Pool data will be reset - and the process will begin over again. Each Prize Pool Raffle Event will have entries from participants who have won their entry from promotions, giveaways, etc.

So, the Raffle Commission will reset the list of possible winners each week and then start the process over again after we reach each Friday deadline time.

When we reach the Friday 3:00 PM EST DEADLINE - the Registration Channel will be closed in our Discord. MAKE SURE YOUR INFORMATION IS CURRENT BY THAT TIME.

Again, the Raffle will randomly select winner(s). THE WINNER(S) WILL BE IMMEDIATELY VETTED FOR ACCURATE REGISTRATION/SUBMISSION INFORMATION. IF A SELECTED WINNER IS FOUND TO HAVE DIFFERENT NFT TOKEN-ID INFORMATION IN THEIR WALLET - FROM THE INFORMATION THEY HAVE REGISTERED - THEY ARE DISQUALIFIED AND NEW WINNERS WILL BE RANDOMLY SELECTED.

In the event that any member is caught engaging in any activity that violates the rules that are being laid out in this White Paper, they will be immediately disqualified from that week's Prize Pool. Upon further review, they possibly will be subject to a temporary or full ban from entering future Prize Pools.

Any member who is found to be not following the rules - their wallet address will be identified and each specific Goombah NFT Token ID will be added to the banned list - in an

attempt to prevent that member from thinking they could simply move their NFTs to a new wallet and re-submit.

Those specific Token IDs will only be removed from the banned list when they have served out their full-time banishment, OR, are sold on a legitimate Secondary market to a new holder entirely.

5.) Value of Each Generation's NFT

As The Goombahs' team plans on releasing consecutive generations of this collection, it will be important to add a "weighted value" to each Gen's NFTs as each new collection is released. The reason for this is to look into the future and determine which incentives/ benefits will be essential in order to maintain demand in the secondary later on.

So, the basic idea is that the earliest Generations will hold the most weighted value, and become diluted with the release of each new collection.

For example;

Gen-1 Goombah NFTs will hold the most value per individual NFT - in multiple terms. Gen-1 NFTs will represent (1) Entry into the Prize Pool Raffle System / Per NFT in a verified wallet, and so on. - -> (5) Gen-1 NFTs = (5) Entries into the PPRS.

Whereas, the following generation's collection, or Gen-2, will have a diluted weighted value compared to the Gen-1.

For example;

It will require (2) Gen-2 NFTs in the same verified wallet / Per (1) Entry into the Prize Pool Raffle System. - -> (10) Gen-2 NFTs = (5) Entries into the PPRS.

This concept will continue with the release of each consecutive generation that is released in an effort to maintain demand for earlier generations when they sell out their Mints and move into the secondary markets.

There are also many other benefits planned for holders with larger quantities of each generation in their verified & registered wallets. More information for future generations'

collections and their “weighted value” systems will be released as those collections become available for mint.

For now, let’s focus on some of the benefits that will be made available for holders immediately with Gen-1 Goombah NFTs.

QTY of NFTs	Access to Metaverse	Goodfella Role	Loyalty Rewards Role
1 or more			
5 or more			
10 or more			

Below is a sample of some of the many benefits that Gen-1 holders can look forward to:



5.) The Goodfellas Role

There are also other strategies in place to help build a strong and active community in our Discord, in The Goombahverse, and on Twitter.

These strategies will also provide multiple other benefits in terms of marketing, maintaining demand for secondary sales in the future, etc. The following section of this White Paper will discuss some, not all, of the plans, we have in place.

Let’s begin with *The Goodfella’s Role* that’s granted to holders in our Discord if they have (5+) Gen-1 NFTs verified in the same wallet. This Role grants the holder access to an exclusive category of private channels in our Discord that only *Goodfella* members can see and be a part of.

The Goodfella’s Only Category will consist of a few channels that are considered to be a great privilege and as an example, here’s why;

- Only the members with (5+) verified Gen-1 Goombah NFTs, of any rank, can access this category's channels.

- The first channel - **Goodfellas Only Announcements** - will be read-only to members and used as a way for The Goombahs team to deliver official announcements that pertain to only the members of this category and only they can see them.

- Next - **Goodfellas Only Chat** - will be an open channel, in which all of the actively participating *Goodfella* members can come together and talk about how they would like to see

each bi-weekly Prize Pool's \$10k Prize money allocated. They will have the power to deliberate over how the funds are distributed for each active Pool.

“Wait, so the *Goodfella* members are allowed to voice their opinions every other week, and then vote on it as a group?”

Yes. All members that have the *Goodfella* Role will have the two weeks between the Prize Pool Raffle Events to come together in their private chat channel and voice their opinions, ideas, etc. They can begin discussions with each other to decide how the next upcoming Prize Pool's funds will be allocated, and then before the **Friday 3:0 PM EST Deadline**, there will be a vote to finalize the decision.

“What could some of the options to vote on look like?”

Well, being that the minimum Prize Pool of \$10,000 will be distributed two or maybe three times a month is A LOT of money - we decided to keep things interesting by giving the power to the most-invested holders.

Some potential ways that we will encourage the Goodfella's group to consider are the following;

- (1) Grand prize winner of \$10,000.
- (10) Smaller winners of \$1,000. each.
- (1) Medium prize winner of \$5,000. and then (5) smaller winners of \$1k each.

These are just a few example ideas that can be considered, but then here are some other ideas that could be fun/ interesting:

- We hold a vote on a few different Blue Chip NFTs of different values;
- Maybe (1) NFT at the value of \$5000 etc, and then the balance is paid out in cash.

OR

- We select an NFT project that is seemingly undervalued and we use the \$10,000 to sweep the floor and buy as many NFTs from the collection as possible. Then, we vote to decide how to give them out - If say there are 14 NFTs swept we can randomly select 7 winners to receive (2) NFTs each, or (14) winners receive 1 each, and so on.

This particular way of allocating the funds can be a very effective marketing strategy for our project as well as a fun way to disperse the funds.

For example, we can start a movement on Twitter; We can post a generalized Tweet asking for all interested NFT projects to show some to the Goombahs Twitter Pages & Posts. Then we can look and see which project's community showed that they have the most active following by engaging with our posts and possibly declare them as the next project to sweep with Prize Pool money.

It's important to note that to become a member of the Goodfella Role and have access to the bi-weekly voting process, a member must be holding (5+) Gen-1 Goombah NFTs of any type/ rank.

Later Generations of this collection, like the Gen-2 for example, will require (10+) verified NFTs in the same wallet to receive the *Goodfella* Role.

This will be a way of strengthening the demand for the earlier Generations while they are in secondary markets. So, if you're interested in being a part of the voting process, as well as many of the other benefits of holding Gen-1 Goombahs - Hurry and secure them ASAP as they will sell out fast when this system is publicly announced.

6.) The Loyalty Rewards Program

The entire concept of this White Paper is to provide real value to our holders in multiple ways - and in perpetuity. *The Loyalty Rewards Program* (LRP) is the top level of benefit for our holders who've proven they are the most loyal & invested in this project.

The LRP is exclusive to only the members with (10+) Gen-1 Goombah NFTs verified in their registered wallets. Upon verification of (10+) Gen-1 NFTs, each of these special holders will receive the *Loyalty Rewards Role* in our Discord.

Holders of this Role have already obtained the "*Goodfella*" Role (verifying (5+) Gen-1 NFTs) and all of the amazing benefits that come with it - and now will receive the top level of benefit this project offers.

For example:

The Loyalty Rewards Program will have its own special Treasury Wallet that will accrue and store liquidity from each Generation's Secondary Sales Revenue - **in perpetuity**.

The Goombahs' team has decided that upon selling out each Generation's Mint - 1% of ALL sales in the secondary markets - will flow into the LRP Treasury Wallet.

Each Goombah NFT holder with the LRP Role in our Discord will receive an evenly split share of the liquidity that accrues in this wallet - as long as they meet the requirements for each month's airdrop. See the entire process broken down below.

The process for this mechanism is simple:

1)- Upon obtaining (10+) Gen-1 Goombah NFTs - each member will follow the basic registration process that all holders must complete when becoming eligible for any of our amazing benefits.

2)- After completing the registration process and verifying the registered wallet that's holding (10+) Gen-1 Goombah NFTs - **MUST be in the SAME wallet** - the LRP Role will be assigned to your Discord ID in our server.

3)- The Goombahs' team will make an announcement for all new (or potentially new) LRP members; During the first week of each new month, there will be a snapshot taken of each member that has been assigned the LRP Role and their registered wallets containing (10+) Gen-1 NFTs. The first snapshot will be taken on a specific date & time that will be announced by The Commission.

-* The date & time for the first snapshot of the month will be announced so that all members have an opportunity to secure their (10+) NFTs in time to qualify for that month's equal-split airdrop.

4)- The registered wallets that were qualified by the first snapshot of each month will be put on a private list by the Goombahs' team. Then one snapshot will be taken of those same registered wallets during each following week of that month - at an unannounced & random time - to ensure that each participating holder is following the guidelines that qualify them for their share of the Loyalty Rewards Pool.

- *In the event that a holder has listed, sold, or moved even ONE of these Gen-1 NFT token IDs from their registered wallet, and is caught doing so by a random snapshot, they will be immediately disqualified from that month's airdrop & have to try again the following month.

5.) After the final snapshot is taken during the last week of each month - a list will be revealed of all of the qualifying wallets that will receive their even-split share of that month's accrued liquidity from the Loyalty Rewards Treasury Wallet.

6.) At the beginning of each month, this process will repeat so that more members will have an opportunity to obtain the *Loyalty Rewards Role* and participate in this program as well.

By adding another layer of benefit to the Gen-1 Collection of The Goombah NFTs, we anticipate a spike in demand while they are being exclusively sold in secondary markets.

The model will look something like this:

This program will incentivize holders to accrue AND hold more Gen-1 NFTs ~ Which will deplete the % of listings on the floor ~ While also driving up floor prices ~ Which will generate secondary sales volume **at a higher price** ~ Which then ultimately circulates BACK to the LRP members via 1% revenue stored and dispersed from the Loyalty Rewards Treasury Wallet.