RAD REINDEER NFT COLLECTION

White Paper | December 2021

PREAMBLE

Rad Reindeer NFT exists to celebrate the explosive NFT movement of 2021 by exemplifying the best qualities of NFT collection projects: having fun, doing good, aggressively rewarding our NFT holders and building a lasting community that enjoys more value as a whole than as individuals.

We appreciate your interest in Rad Reindeer and we look forward to sharing this new holiday experience with you and having even more fun in 2022.

Cheers,
The Rad Reindeer Team

_____

COLLECTION CONSIDERATIONS

Actionable and Tangible Roadmap

Time and time again simple has worked for NFT collections. As a Rad Reindeer owner you know exactly what you're getting from day one. There are no surprises or roadmap pieces under development.

Reliable Technology

Our team is dedicated to safe, transparent, and secure approaches. All code, transactions, and information is tested, audited, and verifiable. Using best in class approaches, techniques, and software where possible:

- 🎄 In-Transit Encryption, At Rest Encryption, and multiple layers of network protection.
- 🎄 ISO Level internal controls on personnel, process, technology documentation
- 🎄 Leveraging existing cloud platform technologies (AWS / Google)

Blockchain is evolving very rapidly, we are at the forefront of the latest approaches, techniques, and software:

- 🎄 Team Alchemy.com for collaboration and accountability
- 🎄 OpenZeppelin Defender and Contracts for audit and performance
- 🎄 Solidity v0.89
- 🎄 3rd party auditor: Friesian

Rad Reindeer are verified visually, and technically, to be unique. We audit artwork from over 180 possible traits, all individually drawn exclusively by our artists. We store each Rad Reindeer on ERC-721 tokens on the Ethereum blockchain and hosted on both internal centralized servers as well as persistent decentralized services such as IPFS.

Holder First Mint Methodology

Rad Reindeer plans to use a whitelist approach, where upon filling a whitelist allocation, those members will be able to go ahead and mint their pre-release NFTs within a 24 hour period. We do this to give our members and early supporters the best opportunity to mint Rad Reindeer with the lowest possible gas fees.

_____

Aggressively Giving Back

Over 50% percent of initial sales and over 50% of secondary sales is given back. Our mission is simple: have fun, do good, aggressively reward our NFT holders and build a lasting community that enjoys more value as a whole than as individuals... and we stand by it.

INTRODUCTION

Rad Reindeer is a collection of 8,000 unique and generative NFTs on the Ethereum blockchain. Each NFT costs 0.035 ETH + Gas to mint...and is your ticket to this year's biggest Holiday Community.

The Reindeer are the real gift givers but year after year they go without the recognition they deserve. This is their year shine and they're pulling out all the stops.

OBJECTIVE

Rad Reindeer are born to deliver the fun and cheer. It's what they love most but unfortunately only a select few ever get the honor and opportunity.

This year they're taking matters into their own hands and building the most fun community DAO in 2021 - just in time for New Years. How fun? 35% of total mint sales is going directly in to the treasury. 50% of secondary royalties is allocated for continued growth.

We can't wait to see what 8,000 new Reindeer do with 160ETH.

These NFTs will make all the fun possible.

🎄 Max Supply = 8,000
🎄 Pre-Sale Mint Price = 0.035
🎄 Whitelist Max Members = 1,000
🎄 Whitelist Max Mint Amount = 5
🎄 Max Public Mint Amount = 8
🎄 Public mint price = .035
🎄 Rad Reindeer Team will use 50 for Marketing promotion

ROADMAP

During the leadup to mint an allocation Rad Reindeer will be set aside for 1,000 Whitelist members.

Whitelist Opportunities:

- 🎄 Discord Activity & Ranking
- 🎄 Server Boosting
- 🎄 Achieving YG Reindeer status (Level 5 Discord XP)
- 🎄 Art Contests: periodic competitions voted on by the discord
- 🎄 Fast Fingers Trivia: impromptu Discord events
- 🎄 Additional opportunities to be found in the Discord

11/29 - The Story Begins
12/13 - 12 Days of Xmas Discord Begins
12/18 - Early Supporter Airdrop (20)
12/19 - Whitelist Presale
12/20 - General Mint
12/24 - Mint & 12 Days of Xmas Discord Closes
12/25 - Reveal
12/26 - Charity Donation

The Rad Reindeer DAO

Decentralized Autonomous Organization.

The DAO is simple: 35% of mint and 50% of all secondary royalties goes into the treasury for the Reindeer whole to vote and decide what's done with it. How about some options:

- Purchasing Sandbox land plots for owners to enjoy
- Giving even more to awesome charities and causes
- Staking for long term treasury growth
- Send the Rad Reindeer team to film an Adopt A Reindeer documentary

_____

COMMUNITY TREASURY

The Community Treasury will add percentages of the Primary Mint Value (400 ETH) based on checkpoints at 25%, 50%, 75% and 100% of Primary Mint sales. At 100% of the Primary Mint Sold, 35% will be allocated to the Rad Reindeer Treasury and 15% will be allocated to Charity. Anyone that owns at least 3 Rad Reindeer will be eligible to participate in the treasury.

The checkpoints will follow this:

25% 35 ETH
🎄 25 ETH allocated to Rad Reindeer Treasury
🎄 10 ETH allocated to Charity

50% 70 ETH
🎄 50 ETH allocated to Rad Reindeer Treasury
🎄 20 ETH allocated to Charity

75% 105 ETH
🎄 75 ETH allocated to Rad Reindeer Treasury
🎄 30 ETH allocated to Charity

100% 140 ETH
🎄 100 ETH allocated to Rad Reindeer Treasury
🎄 40 ETH allocated to Charity

ONGOING VALUE

Why this approach? We're convinced a powerful community is the most valuable resource in the NFT industry and we have far more to come and our members will have exclusive access.

Launchpad

Owners will be given whitelist access to following collection projects.

50% of all Secondary Royalties will be all allocated to the Treasury's growth in the leadup to Season 2 launch.

Now, let's have some fun together.

THE CHARITIES

Gasol Foundation

Gasol Foundation is working to eradicate childhood obesity through research, data-driven programming and bringing awareness to the crisis.

St. Jude Children's Research Hospital

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases.

Alaska Wildlife Conservation Center Adopt a Reindeer

The Alaska Wildlife Conservation Center (AWCC) is a sanctuary dedicated to preserving Alaska's wildlife through conservation, education, research and quality animal care.
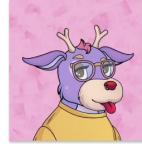
_____

MEET THE REINDEER

Nathan Smalley

Nathan is a serial entrepreneur who has 22 years of technical leadership, software engineering, and team building expertise. He brings a strong focus on execution and tactical maneuvering through the lens of tecn and process for early startup momentum.

Joss

Joss is a Venezuelan artist with a diverse array of stylistic approaches - child book artistry being one that rises to the top of her portfolio. That paired with the lighthearted nature of Rad Reindeer makes for a perfect match.
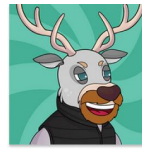
Slay Huff

Slay brings 8 years SaaS Sales and Business Development experience. Slay's first step into NFTs comes from managing a 20 player and growing Axie scholarship program. Slay is on the forefront of social inthe metaverse, exploring the ever evolving NFT / crypto impact.

Chris Nixon

Having directed marketing strategy for several successful software firms, Chris is no stranger to reaching and engaging technology consumers and igniting revenue growth. The result? Numerous happy customers and five successful exits.

_____