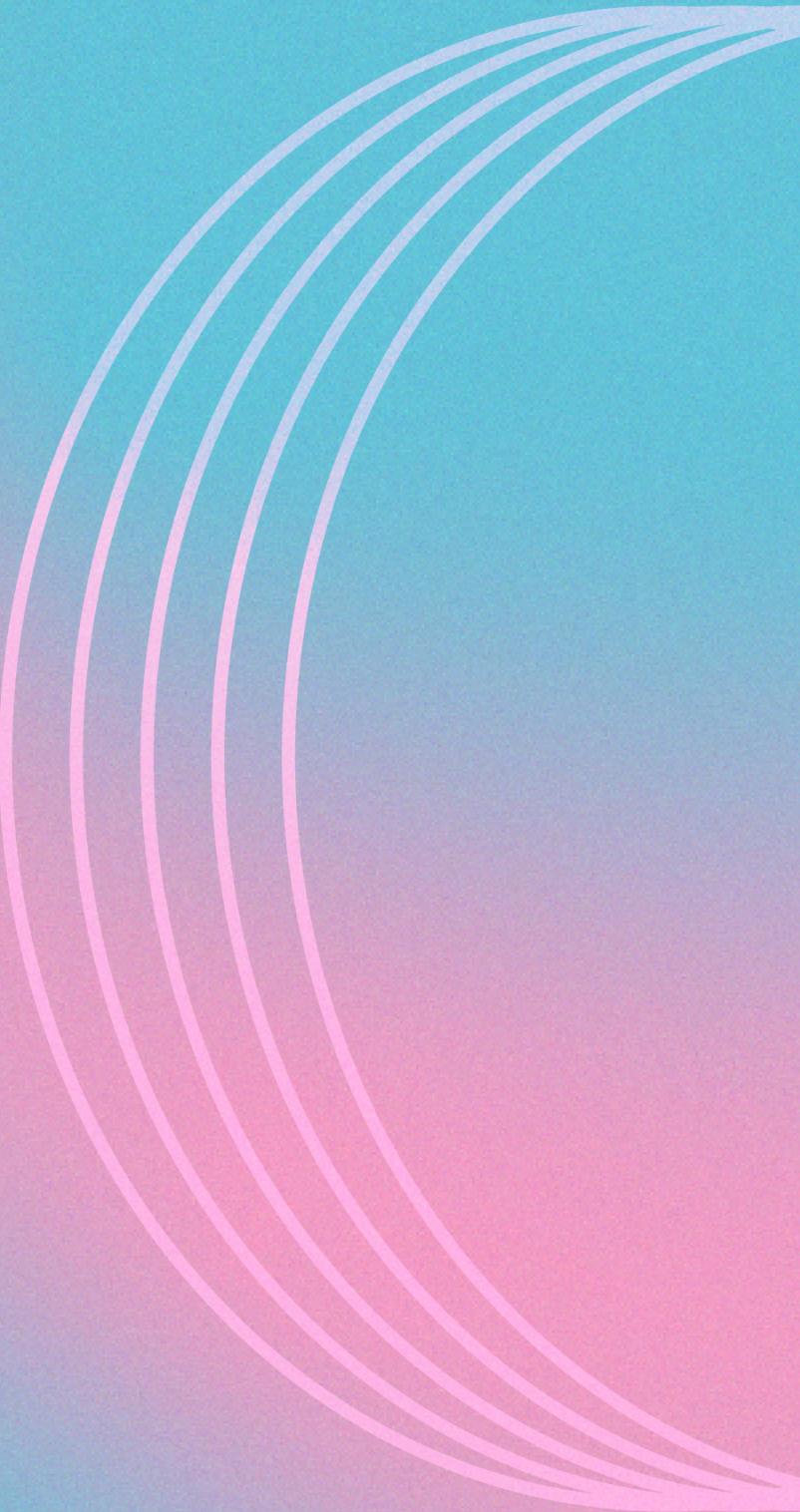


# TRL

REFRACTION



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A BLOCKCHAIN-BASED  
LOYALTY SYSTEM  
CONNECTING REAL-WORLD  
CULTURAL EXPERIENCES

# IRL

**IRL IS A BLOCKCHAIN-BASED LOYALTY SYSTEM CONNECTING REAL-WORLD CULTURAL EXPERIENCES ACROSS VARIOUS CREATIVE SECTORS. IT ADDRESSES THE FRAGMENTATION IN EXISTING PHYSICAL SPACE LOYALTY PROGRAMS BY CREATING A UNIFIED ECOSYSTEM TO RECOGNIZE AND REWARD PARTICIPATION.**

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THE PLATFORM SERVES THE INTERSECTION OF CULTURAL CONSUMERS AND PRODUCERS IN NIGHTLIFE, FOOD, FASHION, MUSIC, WELLNESS, ART, AND INDEPENDENT RETAIL. ITS TOKEN SYSTEM ASSIGNS VALUE TO PARTICIPATION AND TRANSACTIONS, ALLOWING USERS TO EARN STATUS AND REWARDS WHILE DECENTRALIZING OWNERSHIP THROUGH ONCHAIN PROOF OF LOYALTY.

DEVELOPED BY REFRACTION, A WEB3 ARTS AND CULTURE PIONEER, IRL REALIZES THE BLOCKCHAIN'S POTENTIAL TO REVOLUTIONIZE THE CREATIVE ECONOMY. WITH REAL-WORLD UTILITY SUPPORTED BY EXISTING CULTURAL NETWORKS, IRL TRANSCENDS TRADITIONAL CRYPTO APPLICATIONS AND BUILDS THE FOUNDATION FOR AN INCLUSIVE, EXPANSIVE FRAMEWORK FOR GLOBAL CULTURAL ENGAGEMENT.

# WHY IRL? WHY NOW?

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**01.** CULTURE IS SHAPED BY SHARED EXPERIENCES, WHETHER ONLINE OR IN PERSON. EXPERIENCE IS THE PULSE OF OUR HYBRID DIGITAL-PHYSICAL SOCIETY – A MESH WHERE TRANSACTIONS, IDEAS, AND CONVERSATIONS INTERSECT. THESE MOMENTS ARE INCREASINGLY FRAGMENTED, CONTROLLED BY CENTRALIZED GATEKEEPERS, AND DISCONNECTED FROM THE COMMUNITIES THAT CREATE VALUE.

**02.** IRL PLANS TO LAUNCH WITH KEY PARTNERS IN MAJOR CITIES THROUGH EVERYDAY TOUCHPOINTS LIKE CHECK-INS AND PURCHASES. THE LONG-TERM VISION IS TO BECOME THE DEFAULT LOYALTY LAYER FOR CULTURAL EXPERIENCES, CREATING A COMMUNITY-OWNED INFRASTRUCTURE THAT SCALES ACROSS CITIES AND CREATIVE COMMUNITIES.

IRL CONNECTS TANGIBLE AND VIRTUAL WORLDS, FORMING THE CONNECTIVE TISSUE BETWEEN THE DECENTRALIZED INTERNET AND LIVED REALITY.

# WHO WE ARE

AT REFRACTION, EXPERIENCES ARE IN OUR DNA. WE'VE PRODUCED OVER 50 GLOBAL EVENTS ACROSS CONTINENTS - FROM UNDERGROUND MUSIC EXPERIENCES IN BANGKOK TO ART EXHIBITIONS IN PARIS TO CULTURAL FESTIVALS IN NEW YORK. WE'VE BUILT A NETWORK OF 40,000+ MEMBERS AND COLLABORATED WITH HUNDREDS OF ARTISTS WORLDWIDE.

OUR MISSION BEGAN WITH REDISTRIBUTION - CHANNELING HUNDREDS OF THOUSANDS OF DOLLARS BACK TO ARTISTS THROUGH GRANTS, FEES, ROYALTIES, AND BLOCKCHAIN-ENABLED SALES. WE'VE PROVEN THIS MODEL WORKS, CREATING SUSTAINABLE REVENUE STREAMS FOR CREATORS, THE DAO'S MEMBERSHIP, AND THE ARTISTS ALL IN TURN.

BUT WE RECOGNIZED THAT THIS IS JUST ONE PART OF THE EQUATION. WITHOUT VENUES PROVIDING SPACES AND AUDIENCES PROVIDING ENERGY, CULTURE SIMPLY WOULDN'T EXIST. THE ECOSYSTEM NEEDS ALL THREE ELEMENTS TO THRIVE. FURTHERMORE, IN GROWING BEYOND OUR ORIGINAL GOAL AS A DAO, AND USING OUR LEARNINGS GLOBALLY, THERE IS A VERY TANGIBLE AND SCALABLE MODEL TO BUILD OUT EXPERIENCES THROUGH THE BLOCKCHAIN, AND TO REDEFINE HOW CULTURE IS CREATED, EXCHANGED, AND EXPERIENCED.

## ECOSYSTEM PARTNERS



# OUR VISION

## AN IRL-CENTERED INTERNET AND EXPERIENCE ECONOMY

THE EVOLUTION OF THE INTERNET MIRRORS THAT OF CULTURAL EVENTS – STARTING AS GRASSROOTS MOVEMENTS BEFORE BECOMING LARGE, STRUCTURED SYSTEMS.

IRL INTRODUCES A NEW PARADIGM THAT PRESERVES THE STRENGTHS OF THESE SYSTEMS WHILE FOSTERING BROADER PARTICIPATION AND INNOVATION.

## A NEW MODEL FOR FUTURE CULTURE

IRL ENVISONS A FUTURE THAT RETAINS THE SCALABILITY, CONNECTIVITY, AND INVESTMENT OF EXISTING STRUCTURES WHILE REBALANCING TOWARD SHARED VALUE. BY LEVERAGING BLOCKCHAIN AND WEB3 TECHNOLOGIES, IRL FOSTERS AN ECOSYSTEM

WHERE CREATORS, COMMUNITIES, AND PARTICIPANTS CAN CO-OWN AND CO-CREATE CULTURAL EXPERIENCES. RATHER THAN REJECTING COMMERCIAL SYSTEMS, IRL OFFERS A COMPLEMENTARY MODEL THAT EMPOWERS ALL STAKEHOLDERS TO ACTIVELY SHAPE THE CULTURAL AND TECHNOLOGICAL FRAMEWORKS THEY ENGAGE WITH. AS LEGACY PLATFORMS DECAY AND DEMAND FOR GENUINE CONNECTION GROWS, IRL STANDS POISED TO REDEFINE HOW EXPERIENCES DRIVE CULTURE-POWERED BY DECENTRALIZATION AND COLLABORATION.



# POINTS AND IRL

## A DYNAMIC AND SUSTAINABLE ECONOMIC FRAMEWORK

THE IRL POINTS AND LOYALTY PROGRAM SERVES AS THE FOUNDATION FOR THE IRL ECOSYSTEM, UNITING CREATORS, USERS, AND ORGANIZATIONS ACROSS DIVERSE VERTICALS LIKE ART, FASHION, MUSIC, FILM, AND LIVE EVENTS. ACTING AS BOTH A REWARD SYSTEM AND AN ECONOMIC FRAMEWORK, THIS PROGRAM DRIVES ENGAGEMENT AND EQUITABLE VALUE DISTRIBUTION.

PARTICIPANTS EARN LOYALTY POINTS THROUGH ACTIVITIES SUCH AS ATTENDING EVENTS, PURCHASING NFTS, PROMOTING CONTENT, OR CONTRIBUTING CREATIVELY. THESE POINTS ARE CENTRAL TO THE ECOSYSTEM, ALLOWING USERS TO REDEEM THEM FOR EXCLUSIVE ACCESS, GOVERNANCE RIGHTS, AND TANGIBLE REWARDS, OR CONVERT THEM INTO IRL TOKENS.

### KEY FEATURES:

- POINTS-BASED REWARDS & TIERED BENEFITS
  - NFT & DIGITAL ASSET MARKETPLACES
  - GAMIFIED ENGAGEMENT & REFERRAL SYSTEMS
- SMART CONTRACT-BASED ROYALTIES & REVENUE SHARING
- INTEGRATED WEB3 & REAL-WORLD EXPERIENCE ECOSYSTEM
  - BESPOKE MARKETING AND AUDIENCE INSIGHTS

AT ITS CORE, THE IRL ECOSYSTEM TRANSFORMS HOW COMMUNITIES INTERACT WITH CULTURE, FOSTERING A PARTICIPATORY ECONOMY DRIVEN BY LOYALTY AND CREATIVITY.

# KEY USES OF LOYALTY POINTS IN THE IRL ECOSYSTEM

THE IRL ECOSYSTEM IS ENDLESSLY CUSTOMIZABLE, AND CAN BE ADAPTED TO REWARD WHATEVER CUSTOMER (OR FAN) BEHAVIOR THAT ALIGNS WITH YOUR STRATEGIC GOALS.

HERE ARE JUST SOME OF THE WAYS YOU CAN USE IRL...

- **EVENT ACCESS & UPGRADES** – REDEEM POINTS FOR VIP ACCESS, BACKSTAGE PASSES, EXCLUSIVE SEATING, OR EARLY ENTRY TO POPULAR EVENTS.
- **DISCOUNTS ON FUTURE PURCHASES** – USE POINTS FOR DISCOUNTS ON FUTURE EVENTS, MERCHANDISE, OR DIGITAL COLLECTIBLES, ENCOURAGING REPEAT PARTICIPATION.
- **EXCLUSIVE CONTENT & DROPS** – UNLOCK ACCESS TO LIMITED-EDITION NFTS, EXCLUSIVE DIGITAL ARTWORK, PERFORMANCES, AND CONTENT RELEASES, REINFORCING THE VALUE OF ENGAGEMENT.
- **ROYALTIES FOR CREATORS** – CREATORS EARN ONGOING ROYALTY PAYMENTS FROM TICKET SALES, NFT TRANSACTIONS, OR CONTENT LICENSING, ENSURING FAIR AND TRANSPARENT COMPENSATION.
- **PHYSICAL REWARDS & BRANDED MERCHANDISE** – TRADE POINTS FOR COLLECTIBLES, BRANDED ITEMS, OR EXCLUSIVE GEAR TIED TO ARTISTS, EVENTS, OR PROJECTS.
- **SUPPORT FOR CREATIVE PROJECTS** – CROWDFUND NEW ENDEAVORS, SUCH AS CLUBS, ACTIVATIONS AND TOURS.

- **INTEROPERABILITY ACROSS ECOSYSTEMS** – USE POINTS IN PARTNER NETWORKS, SUCH AS OTHER FESTIVALS, GALLERIES, OR BRANDS, FOR SHARED REWARDS, CREATING A BROADER, INTERCONNECTED ECOSYSTEM.
- **TIERS & RECOGNITION** – UNLOCK PREMIUM BENEFITS BY ACHIEVING TIERED STATUS (E.G., GOLD, PLATINUM) BASED ON POINT ACCUMULATION, SUCH AS PRIORITY ACCESS TO HIGH-DEMAND EVENTS, EXCLUSIVE COLLABORATIONS, OR COMMUNITY LEADERSHIP ROLES.
- **POINT-BACKED LENDING AND CREDIT** – USE POINTS AS COLLATERAL FOR SMALL LOANS OR CREDIT WITHIN THE IRL ECOSYSTEM, ENABLING CREATORS OR EVENT ORGANIZERS TO ACCESS FUNDING FOR THEIR PROJECTS WHILE REWARDING LOYALTY AND ENGAGEMENT.
- **ACCESS TO NETWORKED SPACES** – UNLOCK EXCLUSIVE ACCESS TO PHYSICAL OR DIGITAL SPACES, SUCH AS VIP LOUNGES AT FESTIVALS, PRIVATE ARTIST MEETUPS, OR IMMERSIVE VIRTUAL ENVIRONMENTS IN THE METAVERSE.
- **LOYALTY TRANSFERS AND GIFTING** – TRANSFER OR GIFT POINTS TO FRIENDS, COLLABORATORS, OR NEW USERS, FOSTERING COMMUNITY ENGAGEMENT.
- **DYNAMIC TOKEN CONVERSION RATIOS** – CONVERT POINTS TO IRL TOKENS AT TIER-SPECIFIC RATES, INCENTIVIZING LONG-TERM PARTICIPATION AND ENHANCING THE RELATIONSHIP BETWEEN THE REWARD AND TOKEN ECONOMIES.

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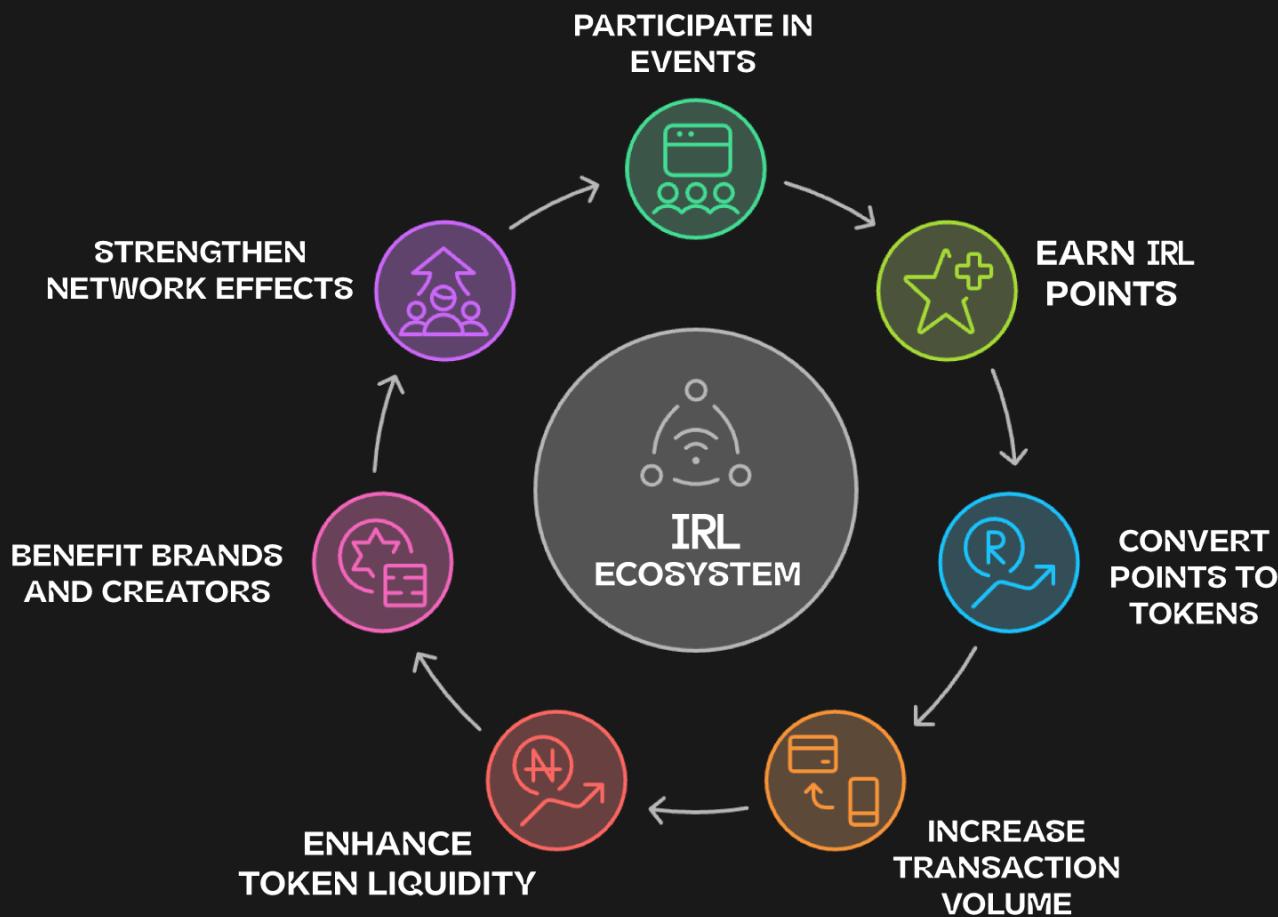
## KEY USES OF LOYALTY POINTS IN THE IRL ECOSYSTEM

# IRL NETWORK LOOP

THE IRL ECOSYSTEM OPERATES AS A SELF-SUSTAINING FLYWHEEL, WHERE EVENTS, TRANSACTIONS, AND ENGAGEMENT CONTINUOUSLY GENERATE VALUE.

AS USERS PARTICIPATE IN LIVE EVENTS AND ONLINE, THEY EARN IRL POINTS, WHICH CAN BE CONVERTED INTO IRL TOKENS OR USED FOR EXCLUSIVE ACCESS AND REWARDS. THIS INCREASED PARTICIPATION DRIVES HIGHER TRANSACTION VOLUME, ENHANCING TOKEN LIQUIDITY AND DEMAND.

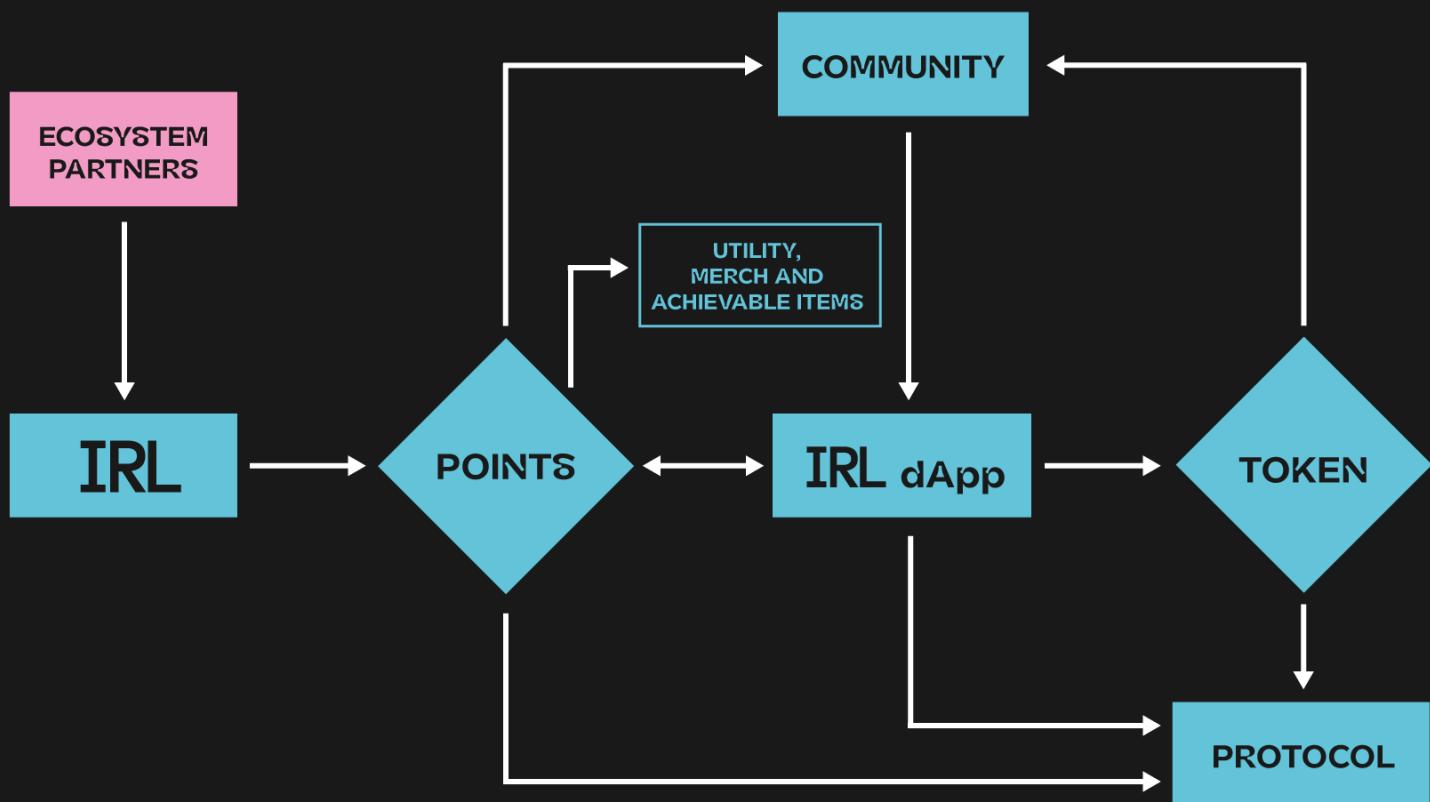
IN TURN, PARTNERS, AUDIENCES AND CREATORS WILL BENEFIT FROM A THRIVING, ENGAGED AUDIENCE AND WILL BE ABLE TO STRATEGICALLY REWARD CUSTOMER BEHAVIOR THAT ALIGNS WITH COMMERCIAL GOALS, ALL WHILE ACCESSING FIRST PARTY DATA FROM THEIR MOST LOYAL AND ENGAGED CUSTOMERS. AS THE CYCLE REPEATS, NETWORK EFFECTS STRENGTHEN THE ECOSYSTEM, PROPELLING THE ADOPTION AND VALUE OF IRL FORWARD.



# THE IRL NETWORK EFFECT

- LOYALTY & REWARDS INFRASTRUCTURE
  - TRANSACTION FEES
- BRAND AND CULTURAL PARTNERSHIPS
  - DATA INSIGHTS FOR PARTNERS

- EMBEDDED CULTURAL DISTRIBUTION: PARTNERSHIPS WITH LEADING CREATORS AND PLATFORMS GIVING IRL UNIQUE REACH AND TRUST AT LAUNCH.
- VENUE & PARTNER SDKS: TOOLS FOR SPACES (E.G. FESTIVALS, INSTITUTIONS) TO PLUG INTO THE CHAIN SEAMLESSLY—ON-SITE CHECK-INS, ACTIVATIONS, AND TOKEN REWARDS WITHOUT CRYPTO FRICTION.
- REAL DEMAND THROUGH LOYALTY SYSTEMS: IRL TOKENS POWER PLATFORM UTILITY AND GOVERNANCE, ENABLING LONG-TERM PARTICIPATION AND COMMUNITY ECOSYSTEM DEVELOPMENT.
- INTEROPERABILITY NETWORK EFFORTS: VALUE COMPOUNDS AS PARTICIPATION DEEPENS AND REWARDS BECOME CROSS-COMPATIBLE ACROSS VERTICALS (ART, MUSIC, FASHION, EVENTS) – A SELF-REINFORCING ECONOMY FOR CULTURE.



# IRL PROTOCOL

TO RE-ESTABLISH THE EXPERIENCE ECONOMY, IRL OFFERS A THREE-LAYER SYSTEM:

PROTOCOL, TOKEN, POINTS. TOGETHER, THEY CREATE AN ECOSYSTEM WHERE CREATORS, VENUES, AND AUDIENCES CAN INTERACT WITHOUT INTERMEDIARIES. IRL OFFERS A REIMAGINED FRAMEWORK FOR THE EXPERIENCE ECONOMY, BLENDING PHYSICAL AND DIGITAL INTERACTIONS:

- **BLOCKCHAIN FOR EXPERIENCES:** A DECENTRALIZED L3 BLOCKCHAIN OPTIMIZED FOR REAL-TIME CULTURAL INTERACTIONS IN EVENTS AND EXPERIENCES GLOBALLY.
- **PROTOCOL:** INFRASTRUCTURE THAT ENABLES TOKENIZATION, PARTICIPATION, AND ENGAGEMENT ACROSS EVENTS AND EXPERIENCES, INCLUDING PARTNERS BUILDING THEIR OWN TOKEN ON TOP OF THE PROTOCOL AND CHAIN WHEN APPLICABLE.
- **TOKEN:** IRL, OUR NATIVE CURRENCY THAT FOSTERS OWNERSHIP, REWARDS CREATIVITY, AND FUELS PARTICIPATION.

# TICKETING INTEGRATION

INTEGRATION INTO TICKETING PLATFORMS, AND LAUNCHING WITH RESIDENT ADVISOR, IRL ALLOWS USERS – WHETHER WEB3-SAVVY OR NOT – TO SEAMLESSLY INTERACT WITH THE TOKEN. ATTENDEES EARN IRL POINTS FOR EVENT PARTICIPATION, UNLOCKING VIP PERKS AND EXCLUSIVE EXPERIENCES. THIS FRICTIONLESS INTRODUCTION LEVERAGES AN EXISTING PLATFORM WHILE OFFERING ADDED INCENTIVES.

# BLOCKCHAIN-ENABLED MERCANDISE & REWARDS

WITHOUT REQUIRING A CRYPTO WALLET UPFRONT, IRL CAN POWER TOKENIZED EVENT MEMORABILIA AND MERCANDISE THAT USERS BUY WITH CREDIT CARDS OR APPLE PAY. REWARDS OR NFTS ARE CLAIMED VIA AN EMAIL LOGIN OR SOCIAL SIGN-IN, MIRRORING WEB2 LOYALTY PROGRAMS AND BRIDGING USERS GRADUALLY INTO WEB3.

# BRAND-BACKED LOYALTY & STREAMING REWARDS

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THROUGH CULTURAL BRAND PARTNERSHIPS, IRL CAN OFFER STREAMING REWARDS, DISCOUNTS, AND EXCLUSIVE EXPERIENCES WITHOUT DEEP Web3 KNOWLEDGE. USERS WHO ENGAGE WITH MUSIC STREAMING PLATFORMS OR FASHION BRANDS CAN PASSIVELY EARN REWARDS, WITH OPTIONAL WEB3 INTEGRATION OVER TIME.

# FASHION & STREETWEAR NFT-BACKED DROPS

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PARTNERING WITH BRANDS LIKE NIKE OR SUPREME, IRL CAN ENABLE NFT-BACKED COLLECTIBLES (SNEAKERS, APPAREL) WITH PERKS LIKE EARLY ACCESS OR VIP INVITATIONS. WEB2 USERS BUY WITH FIAT AND LATER REDEEM PERKS VIA A SEAMLESS WEB3-FRIENDLY INTERFACE, GAMIFYING THE EXPERIENCE.

# HOSPITALITY & NIGHTLIFE LOYALTY REWARDS

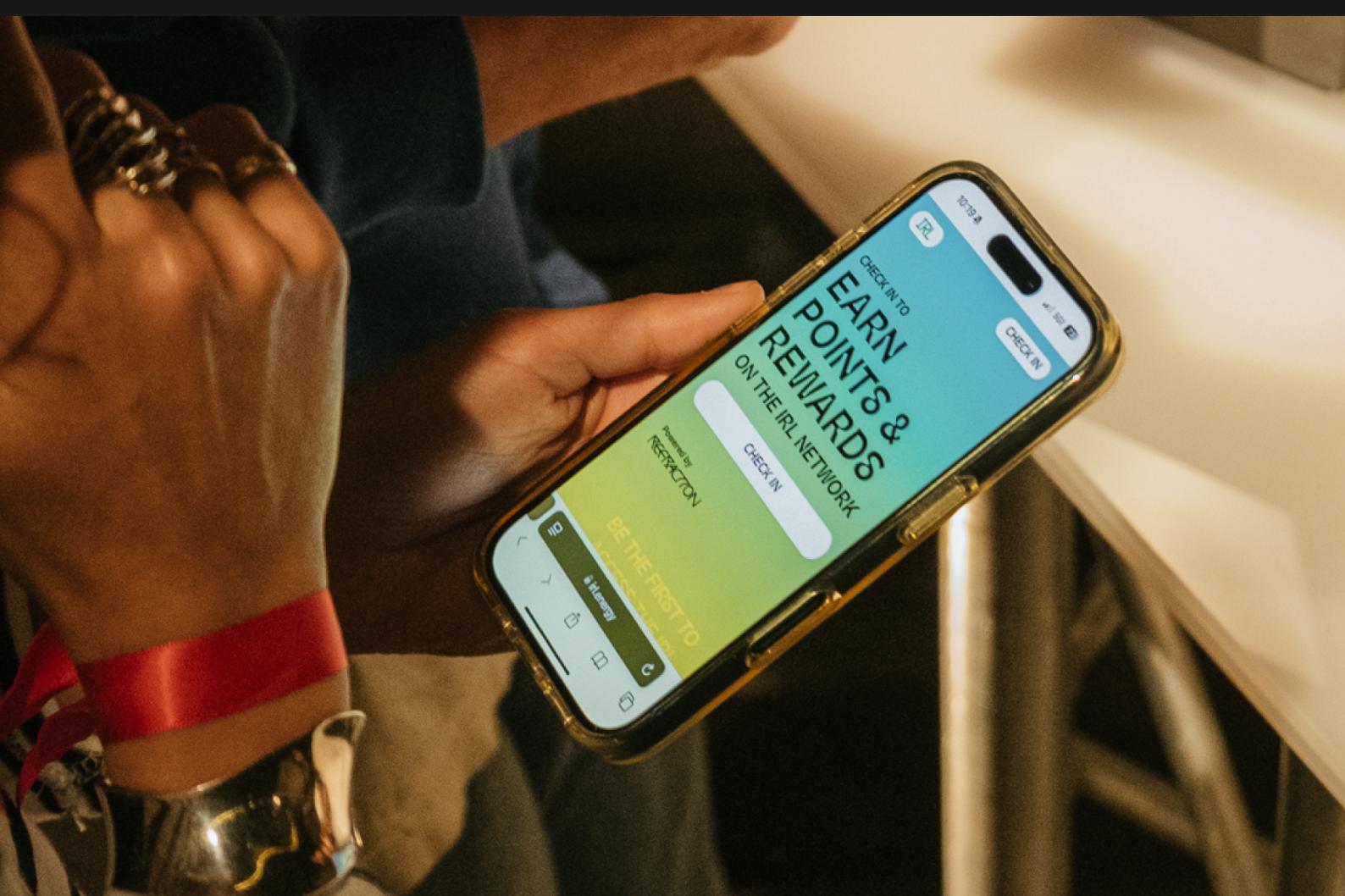
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USERS EARN POINTS FOR VISITS AND SPENDING. WITHOUT A WALLET REQUIREMENT, POINTS ACCUMULATE AUTOMATICALLY VIA EMAIL-LINKED ACCOUNTS, LATER REDEEMABLE FOR VIP ACCESS, RESERVATIONS, OR DRINKS, EASING USERS INTO WEB3 OVER TIME.

# BUILDING ON IRL

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LONG TERM, ONE OF THE MOST FUNDAMENTAL AREAS OF GROWTH FOR IRL WILL BE THROUGH PROVIDING WHITELABELLED AND ENTERPRISE TECH SOLUTIONS. EXISTING ORGANIZATIONS CAN SEAMLESSLY INTEGRATE IRL PROTOCOL INTO THEIR OPERATIONS TO LAUNCH CUSTOM ENGAGEMENT PROGRAMS, TOKENIZED REWARDS SYSTEMS, WITHOUT THE COMPLEXITY OF BUILDING THEIR OWN WEB3 INFRASTRUCTURE.



# PARTNERS IN THE IRL ECOSYSTEM

MUSIC FESTIVALS, FASHION BRANDS, HOSPITALITY BUSINESSES, AND GLOBAL MEDIA PLATFORMS CAN TOKENIZE THEIR EVENT ACCESS, EXPERIENCES, AND CONTENT WHILE MAINTAINING DIRECT RELATIONSHIPS WITH THEIR COMMUNITIES.



# THE IRL PLATFORM

## IRL WEB APP/DAPP ECOSYSTEM

THE IRL WEB APP/DAPP INTEGRATES BLOCKCHAIN WITH A POINTS-BASED LOYALTY AND ROYALTY SYSTEM, FOSTERING ENGAGEMENT, CREATOR EMPOWERMENT, AND DECENTRALIZED TRANSACTIONS.

### KEY FEATURES:

- **POINTS & LOYALTY SYSTEM** – TRACKS PARTICIPATION, AUTOMATES ROYALTIES, AND ENABLES POINT REDEMPTION FOR REWARDS, NFTS, AND TICKETS.
- **ACHIEVEMENTS** – AWARDS BADGES AND TROPHIES FOR MILESTONES, LINKED TO THE POINTS DASHBOARD.
- **ADMIN DASHBOARD** – MANAGES NFTS, USER ACTIVITY, ENGAGEMENT ANALYTICS, AND EVENT INTEGRATIONS.
- **CHALLENGES & REFERRALS** – GAMIFIES PARTICIPATION AND REWARDS REFERRALS WITH POINTS AND IRL TOKENS.



- **PARTNER BACKEND** – GIVES PARTNERS THE ABILITY TO UNDERSTAND AND WORK WITH THEIR AUDIENCES THROUGH DATA, ANALYTICS AND TRENDS.
  - **MARKETPLACE & NFT GALLERY** – SUPPORTS BUYING, SELLING, AND SHOWCASING IRL NFTS, INCLUDING EVENT TICKETS.
  - **BLOCKCHAIN TICKETING** – ENSURES AUTHENTICITY, RESALE ROYALTIES, AND SEAMLESS QR-BASED ACCESS.
  - **PRIVY-POWERED LOGIN** – ENABLES SECURE, WALLET-BASED AUTHENTICATION AND EASY ONBOARDING.
  - **Rewards Gallery** – DISPLAYS REDEEMABLE NFTS, EVENT ACCESS, AND COLLECTIBLES.
  - **User Profiles & Dashboard** – TRACKS ACHIEVEMENTS, NFT OWNERSHIP, AND LOYALTY PROGRESS.
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# IRL TOKENOMICS

- TOKEN NAME: IRL
- TOTAL SUPPLY: 1,000,000,000 IRL
- TARGET LAUNCH DATE: Q4 2025

## TOKEN ALLOCATION

- ECOSYSTEM & GRANTS: 25% – SUPPORTING PARTNERSHIPS, COMMUNITY INITIATIVES, AND INNOVATION GRANTS.
- EXPERIENCES: 10% – FUNDING EVENT INTEGRATIONS AND LIVE ACTIVATIONS.
- TEAM & ADVISORS: 15% – ALLOCATED TO CORE CONTRIBUTORS AND ADVISORY SUPPORT.
- LIQUIDITY & MARKET MAKING: 10% – ENSURING STABLE MARKET PARTICIPATION AND EXCHANGE LIQUIDITY.
- TREASURY (INCLUDING LEGACY ALLOCATION): 26% – SUPPORTING LONG-TERM ECOSYSTEM SUSTAINABILITY – UNDER TREASURY – NON-SALE TOKENS: 86% – ALLOCATED FOR ECOSYSTEM GROWTH, INCENTIVES, AND OPERATIONS.
- SALE TOKENS: 14% – PUBLICLY AVAILABLE FOR INVESTORS AND COMMUNITY PARTICIPANTS.



THANK YOU

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