

Prepared and Designed

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Introduction

BRAQ is a Fractional, Asset-backed NFT (Non-Fungible Token) brand. Our core utility is in asset tokenization, fractional investing and ownership. We see massive investment potential in niche asset classes: High value collectibles, Limited edition, Luxury Assets, Timepieces, Vintage cars, Wine, Fine art, Real Estate.. The sky's the limit.

Our vision is to make unique asset classes more accessible to a wider group of retail investors. We aim to build a state of the art, 24/7 decentralized platform that will revolutionize the way people invest in Crypto, NFTs and Alternative Assets.

Roadmap

Q1 2022

Launch

- BRAQ development commences.
- Social media channels are launched.

Q2 2022

BRAQFRNDS

- Our Genesis collection. Holders are given access to our Fractional Investing Utility.
- We launch our Treasury Fund, expand our team and begin marketing of our brand.
- Utility:
 - Holding a BRAQFRND NFT gives you access to our fractional investing utility.
 - Owning a BRAQ FRNDS NFT gets you priority access to all future BRAQ NFT drops, \$BRAQ token airdrops, giveaways and exclusive invites for our community and partner events.
 - Full IP rights

BRAQ Asset Treasury Fund DAO

- Our Treasury Fund is a community owned fund that purchases digital assets on behalf of the community. Each BRAQFRND gives holders voting rights to the DAO, where they decide on assets that we purchase and fractionalise using the Treasury Fund.

- Assets held in this fund are fractionalised, minted and launched as NFTs in an Initial Asset Sale.
- BRAQFRND holders can decide if they want to invest during the Sale.

Q3 2022

BRAQ Monsters

- BRAQ Monsters were a free mint collection designed for our holders and to introduce new members into our community. It was put together by our design and development team and launched within 3 weeks.
- Holders will be able to change their NFT metadata by running them through the trait generator, also known as the BRAQ Radiation Lab. This will give them a brand new NFT that may be more or less rare.
- Each NFT re-run will cost approximately \$10-15, payable in \$ETH, \$USDC or \$BRAQ

BRAQ Fractional Assets

- Our Fractional Assets collection comprises the assets that have been fractionalised and purchased during the Initial Sale.
- Fractional NFT holders gain liquidity on their investments by trading their NFTs on secondary marketplaces or collectively deciding to sell the underlying asset.
- If an offer for the underlying asset is received, fractional holders vote to decide if they wish to collectively sell or continue to hold the asset.
- There will be a 2.5% secondary sale royalty for our Fractional NFTs.
- Each Fractional Asset has a supply of 1000 fungible tokens, each representing the owners' 1/1000th ownership in the underlying asset.
- The Fractional Assets are tradable on secondary marketplaces like OpenSea, LooksRare and Blur.
- Upon the sale of the underlying asset, holders burn their Fractional NFT and receive the proceeds from the asset sale in proportion to how many fractions they own.

Q4 2022 and Q1 2023

BRAQ dApp

- Launch of our token-gated platform
- BRAQ NFT Holders are able to login, set up profiles and view their portfolios, buy/sell assets and access new fractional asset drops. (BRAQ NFTs only)
- Direct minting portal for new asset drops
- Fiat minting integration
- Optional subscription for email newsletter and mint reminders

Roadmap 2.0

BRAQ dApp (Future Iterations)

- Full portfolio integration with insights, trends and breakdown.
- Trading function that allows investors to buy/sell assets directly on our platform.
- Full fiat integration that enables Fractional Asset Trading in Fiat or Crypto.
- Multi-Chain and Cross-Chain Integration
- Creator-based Economy

Token Launch

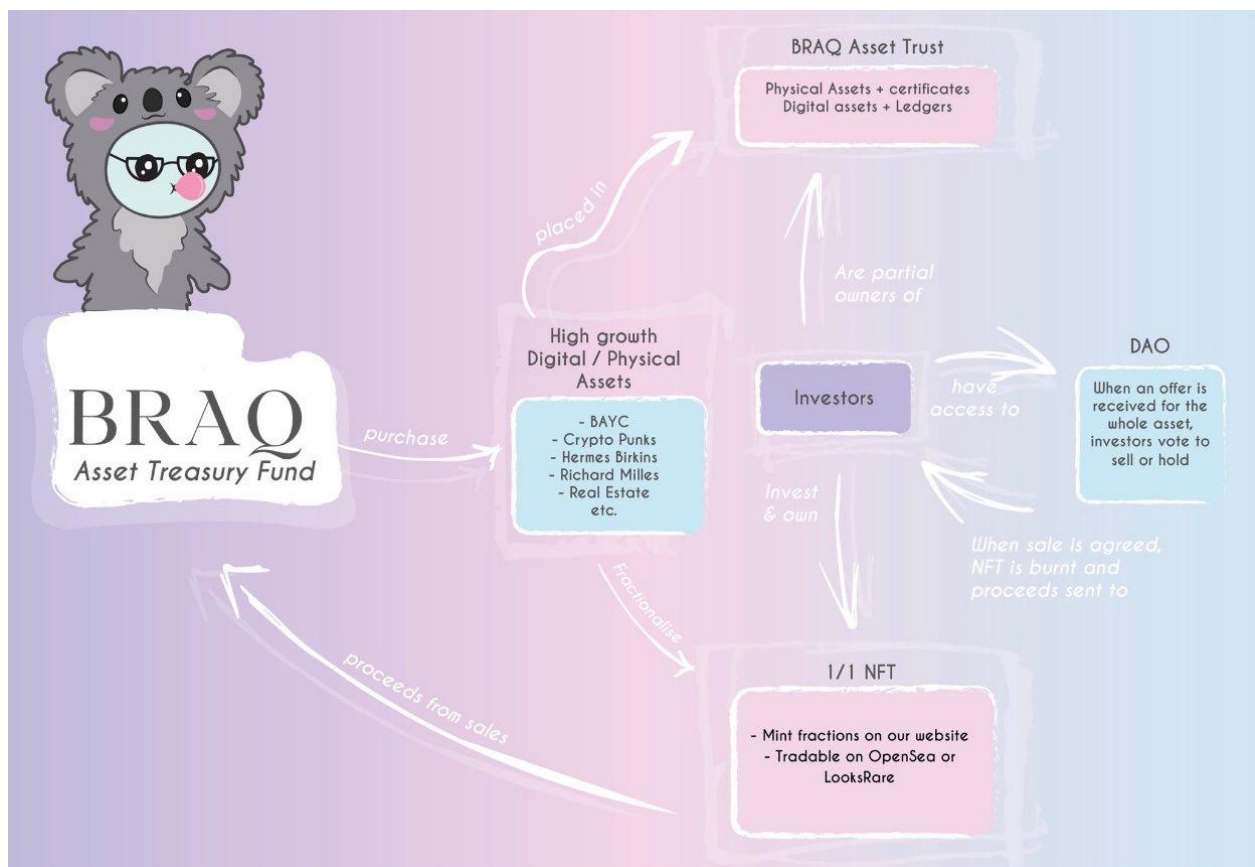
- Launch of \$BRAQ, our ecosystem token
- Utility:
 - Trading of BRAQ Fractional Assets
 - Staking
 - Multi/Cross Chain bridging

BRAQ Real Estate

- A new collection with utility to invest in Fractional Real Estate. Funds raised from token sale will form a new fund to invest in Global Real Estate.
- All holders from our genesis collection will receive this collection as a free mint.

How Fractional Investing Works

1. We **purchase physical or digital assets** and hold them in our company trust. Each item is carefully curated and authenticated.
2. A **1/1 NFT** of the underlying asset is created, which is then fractionalised into 1000 pieces. Each fraction represents the holders 1/1000th ownership in the underlying asset.
3. The Fractional NFT holders are **beneficial owners** of the underlying assets that are in the company trust.
4. Each Asset is launched in an Asset Drop for investors to mint, and Fractional NFTs can be traded on secondary marketplaces 24/7.
5. Two ways you can turn a profit on your investment:
 - a. Trade them for a higher price on marketplaces.
 - b. If an offer is received for the underlying asset, holders can vote on whether to proceed with the sale at the proposed price.



Structure

Our long term goal is to provide retail investors with easy access to unique asset classes. We utilize blockchain and NFTs to ensure that all transactions and ownership rights are immutably stored on the Ethereum Blockchain. This makes our overall structure more scalable and sustainable in the long run with lean team management.

The major hurdles we aim to overcome are:

1. Liquidity
2. Cross/Multi Chain Integration and Adoption
3. Knowledge / Understanding / Information
4. Retail Adoption
5. Barrier to entry from Web2 → Web3

We see the key to overcoming these hurdles as making the overall initial investment experience as seamless as possible. The first thing that turns investors away is the complex process in getting started and a lack of understanding that leads to confusion.

We aim to do this in iterations with our growing community to ensure that we continue to build a product that fits our go-to-market strategies and solutions.

Iteration 1: (Completed in Q4 2022)

Our first iteration introduced our Fractional Asset Investing Utility to our early community of NFT Holders. Multiple digital assets were purchased, fractionalised and sold to a small group of investors. This iteration was meant to find a product fit to market, break down teething problems and find streamlined solutions to our processes.

- Launch of our first fractional assets smart contract
- Introduction of asset voting protocols
- Storage of Digital Assets in multi-signatory safe controlled by members of team and community

From this iteration, we managed to break down and streamline the DAO voting and asset purchasing processes, research on fair decentralized ownership of community-owned assets and the introduction of necessary features in the smart contract for long term scalability and sustainability.

Iteration 2:

This iteration aims to introduce the use of our token-gated dApp to our community. This is the first step we are taking to ensure complete decentralization in our fractionalisation processes and solutions. This iteration also comes with the launch of a new fractional asset smart contract.

- Lock-up of digital assets in a multi-signatory safe. Assets are unlockable only upon validation and completion of vote by Fractional NFT holders in the DAO.
- Introduction of Fiat Minting during Initial Asset Sale
- Introduction of Physical Asset Sales, voting and ownership protocols.
- Token-gated dApp accessible to BRAQ NFT holders. Holders will be given access to new asset drops, Voting Protocols and Portfolio Management Access (beta).
- Non-holders will have limited access to new drops and existing asset information.

In this iteration, we aim to further streamline the ownership and initial sale structure. We work to make the end-to-end process completely decentralized with minimal inclusion of the team in processes. We will also begin streamlining the process of introducing our brand and utility to investors cross-chain within the Web3 space.

Iteration 3:

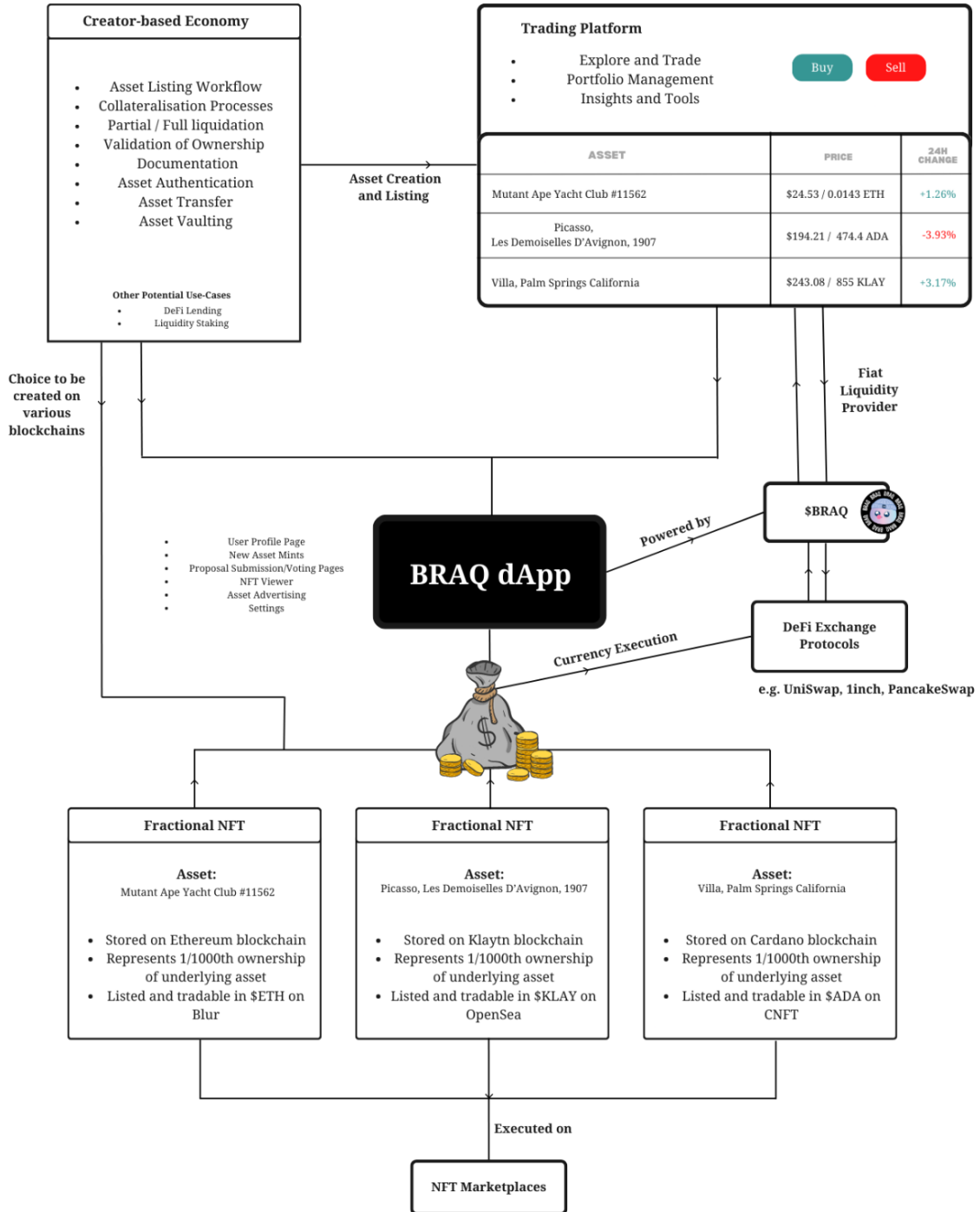
This iteration focuses on the onboarding of a wider group of investors. We improve existing and introduce new features into our dApp. We also aim to have our token launch during this iteration.

- Full trading access + fiat and cross chain integration, allowing investors to execute trades directly on our dApp in both crypto and fiat currencies.
- Improvement on onboarding experience, including automation of DeFi wallet setup, currency conversion and ownership protocols.
- Portfolio Management Tool to include trends, PnL breakdown, investment insights and asset information.
- Staking and Liquidity Pool Offerings

Improvements will be made to streamline these processes for full democratization in the Asset Ownership and Tokenization structure.

Further iterations to be introduced will include fresh protocols towards improving our Physical Asset Ownership structure and marketing towards wider retail and institutional investors for continued regulatory compliance in multiple jurisdictions as we head towards BRAQ Real Estate.

FRONT END USER



\$BRAQ

We will issue our \$BRAQ token (ERC-20), our ecosystem token with a fixed supply of 150 million \$BRAQ tokens. The core utility for \$BRAQ is to manage Fractional Asset Trades and ensure liquidity in Fiat and Cross Chain bridging within our dApp.

Holders of \$BRAQ will be able to use the token:

1. To purchase Fractional NFTs, BRAQ NFT Collections or Partner NFTs.
2. Staking (Hard & Soft Staking)
3. Gamble Monsters in the BRAQ Radiation Lab
4. Buy merchandise at our physical and online stores.

More use cases for \$BRAQ will be introduced to ensure liquidity within our ecosystem.

Allocation

Our token allocation will be as follows:

	Supply	Explanation
Total	150,000,000 (100%)	Total Supply
Public	7,500,000 (5%)	Public allocation
Marketing	7,500,000 (5%)	User and Partner Acquisition
Rewards	30,000,000 (20%)	Airdropped to BRAQ NFT Holders
Founders and Advisors	7,500,000 (5%)	Distributed quarterly for 24 months
Private Investors	7,500,000 (5%)	Distributed quarterly for 24 months
Liquidity Pool	90,000,000 (60%)	Distributed for staking rewards

Token Utility

1. Invest

Token holders can use \$BRAQ to invest in Fractional NFTs, BRAQ NFT collections or Partner NFT Collections. Holders will also be allowed to mint or invest in any future NFT collections using \$BRAQ.

This can be seen as a hedge against volatile market sentiment with our Fractional Assets backed by real-value assets.

2. Stake for a yield

Token holders can stake their tokens and choose to take their yield in either \$BRAQ or selected BRAQ Fractional Asset NFTs. This gives holders the opportunity to stake and diversify their portfolios across different asset classes at a comfortable entry point.

Staking \$BRAQ together with a BRAQ NFTs will also pay a higher yield.

Hard or Soft staking will also be available. \$BRAQ will be used to bridge Fiat / Crypto purchases on our dApp.

3. Gamble Monsters through the trait generator

BRAQ Monster NFTs holders will be able to use \$BRAQ to gamble their NFTs in our BRAQ Radiation Lab. This will be done through our trait generator, where holders can send their BRAQ Monsters through the generator again to get a brand new NFT.

4. Buy merchandise in our physical and online stores.

Holders will also be able to spend their tokens at our online store and at our galleries, purchasing merchandise or in our cafe.

Rewards Airdrop Allocation

BRAQ NFT Holders will also be allocated with an airdrop for \$BRAQ. 20% of our supply, or 30,000,000 tokens will be divided among our current NFT holders.

BRAQFRNDS Phase 1 Holders: 18,000,000 (8,100 \$BRAQ per NFT)

BRAQFRNDS Phase 2 Holders: 4,505,105 (4,055 \$BRAQ per NFT)

BRAQ MONSTERS: 3,000,000 (675 \$BRAQ per NFT)

BRAQ Fractional NFT Holders: 4,505,105

Team

Jerome Augustine

Jerome is the Co-Founder and Managing Director of BRAQ. He holds a Degree in Statistics and Finance from the National University of Singapore. Midway through college, Jerome founded his own ad tech startup that partnered with Singapore's biggest digital media company. He left the company to pursue a career in finance after graduating.

As Co-Founder and Head of Sales at his previous startup, Jerome specializes in Client Acquisition and Business Development which led the company to be profitable after just 12 months. His short but successful career in banking as a Relationship Manager also saw him double his client portfolio size annually and generated millions in revenue for the banks he was in. After spending more than 6 years in finance, he left the bank to build BRAQ.

Jerome has been studying blockchain technology, web development and cryptography since graduating college and is behind BRAQ's overall system and architecture. As a self taught web3 developer and trader, he has been an active investor in Global Equities, FX and Crypto since 2016.

Anastasia Sacha

Anastasia is the Co-Founder and Creative Director at BRAQ. Graduating top of her class with a Diploma in Visual Communications, she started her working career at the young age of 20, and has more than 7 years of working experience in 3 of Singapore's biggest media giants, spanning across different sectors of magazines, fashion, news and tech.

With years of experience as a Creative Director and Marketing, she has led multiple marketing teams and is a proven social media growth hacker with an impressive track record of Content Creation, Art Direction as well as Traditional and Digital Media strategies. At her last job with MediaCorp, she doubled their social media following and sales in just under a year.

At BRAQ, she develops our macro creative and marketing strategies, and also works on UI/UX design. She also designs all assets and content from scratch, and is directly involved in the art direction for NFT creation.

Leroy Ware, Lead Developer

Leroy heads the development of BRAQ and is also co-founder of WenMint, a renowned Web3 launchpad. He joined BRAQ in June 2022 as the lead developer for our smart contracts and decentralized applications. He co-ideated and designed the backend infrastructure of our dApp and fractional asset investing solutions.

Leroy is a Silicon Valley veteran with more than 20 years of development experience. He has a Mathematics degree from TESU and a graduate degree in Artificial Intelligence from Stanford University.

PoppaB, Partner (Governance)

Poppa was the first non-founding member to join the BRAQ team and was crucial in the early development and growth of our brand. He currently leads the team in our DAO governance and structure, as well as all asset purchasing decisions.

Poppa is an engineering manager in the semiconductor industry based in Singapore. He has 12 years of experience in the nuclear and semiconductor fields. His crypto journey started in 2016 trading bitcoin when it was under \$1000.

Ben Zimmerman, Partner (Community)

Ben joined the BRAQ team and community, having been an early investor in our first NFT collection. He currently leads the team in its community growth strategies and is part of the advisory team for technical solutions and long term expansion strategies.

Ben has been working in the FinTech space for almost two decades running data engineering and technology teams with the goal of empowering customers to make data driven decisions through the products he helps create. As a former developer, his involvement in the Web3 space is not just about creating scalable utility but also demystifying technology for the average consumer.

Darwon Bishop, Partner (Development and Strategy)

Darwon, like Ben, joined BRAQ after being part of the community and was an early investor in our first NFT collection. He was deeply involved in the early formation of our brand and formed the advisory team that is pivotal in our long term growth structure and strategies.

Darwon has years of experience in consulting.



“ Lead the future of NFTs with us “