

15.07.2022
PRE-MINT

HAPPY donuts

THE ART OF LIFE

Family Now Family Forever



#FNFF
Family now Family forever

CANDYLAND

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Family now, family forever

MANIFESTO

A family and place to be
where everyone is truly free
while there are times you feel alone
you never are so listen my bone.

The receipt is the same
and yet no one to blame
When it's sometimes hard
just play with your cards

Of a game called life
Just dance and strive
We are here for you
Are you singing, huhhh?

Happy Donuts are whatever
Family now family forever

Hello my dear friend, happy donuts is a family and place
for all of us.

A simple reminder of our uniqueness while we are yet the same.
Together everything gets easier.
So decide for you which battle you use your sword of life.
The Power be with you and your happy Donut.

HAPPY DONUTS GOES LIVE BUILDING A COMMUNITY

At the core of our Happy Donuts Family is a digital space in the middle of Candyland. The Happy Donuts Discord.

A delightful Discord channel where we do things differently. A Discord with no OGs, no kings and no peasants. A discord where love replaces hate and family vibes and conversation flow endlessly all time all around the globe.

This is the most important Phase and can determine success or failure of the project from the get go. For any project to succeed, it needs a strong and supportive community which shares the same vision of the project.

Happy Donuts is driven by its core values. Love, openness and becoming a family for those who

want or need one.

We are heading for five Core Goals and will implement them in the following order.

- 🍩 NFT Launch
- 🍩 Token Launch - Sugar by Decentralisto
- 🍩 DAO - CUP by MAMA
- 🍩 Merchandise - Happy Market by Sexy
- 🍩 P2E Games - Happy Arena by Capitalista

All the Demos have already been built on polygon by the team, some better some worse. In a way that we do know how to implement them for a bigger community.

This is a long term project. We want to go fast, we want to go great and yet our center is the community family.



OVERVIEW OF CANDYLAND



HAPPY DONUTS GOES LIVE

Happy Donuts Goes Life after setting up the team, offices and whitepaper



\$SUGAR TOKEN

A community centric token to use in Candyland and trade in the world



MERCH - HAPPY MARKET

Show off this culture shit with amazing merch



The Collection "The Art of enjoying Life" goes online.



DAO - HAPPY CUP

A place for everyone. To be to play, to discuss, life and love



P2E - HAPPY PLAY

All about the P2E Arena

FAMILY NOW FAMILY FOREVER



CANDYLAND TEAM

A great Project can only strive with the best People! Here we are:



JOGIIX

Previously a financial advisor, now an emerging leader in developing and nurturing web3 communities. Suby brings experience working in a strategic design consulting firm engaged in leading NFT collection projects for established international teams.



MAURICIO

With tertiary degrees in graphic design, art history and branding, Maurice brings his strategic experience in building and leading design projects for many global brands including Unicef, United Nations, Unilever, Greenpeace, Ford, Dell and Olympus.



MARCELINIO

After completing her Masters of Arts from Sevilla, Maddy worked on a diverse range of global creative projects including illustration for established international toy companies and financial institutions before joining our Happy Donuts team.



MADLENA

With a background in management consulting and many successful 8 figure companies build His advisory will be of huge importance. From now on he only wants to build on valuable projects which can make a difference in this world.



Metaversum

After weeks of interviews we have decided to go with metaversum.plus. A leading web3 consultancy firm in the metaversum space. Who has specialized in helping web3 entrepreneurs and businesses.



STEFANO

Military Strategist. His knowledge about the art of enjoying life, after seeing the most terrific things in this world is what made this project flourish. Nobody has your wisdom, pictures and stories. Thank you for leading us with your example.

BUILD WITH US

Happy Donuts is built through community, and together, we are creating one of the world's leading web three brands. It's how FNFF (Fuffn) is born #Fuffn went through the roof. The Art of Life movement is about to take over, and we want you to be happy with us.

NFT LAUNCH



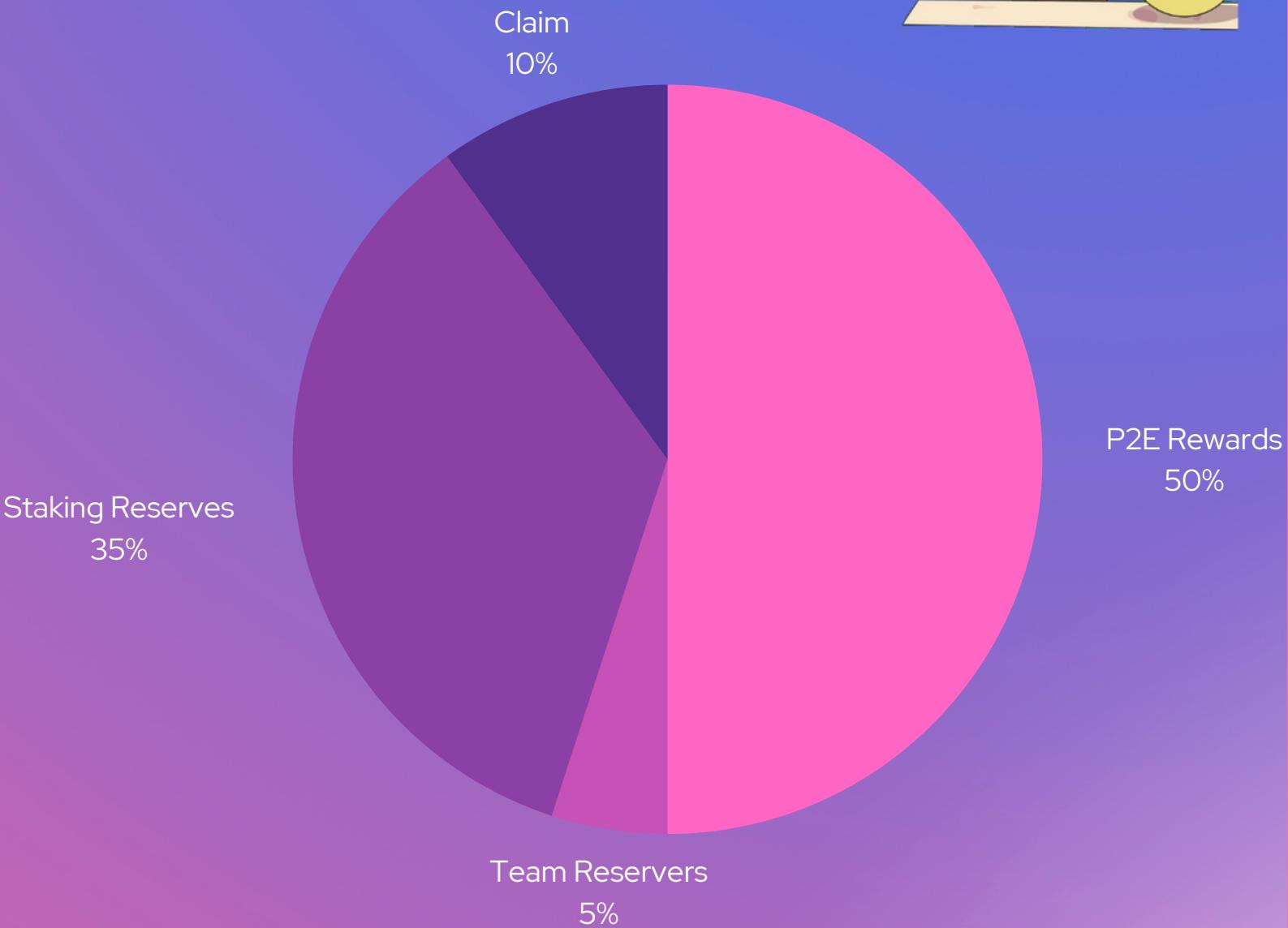
On 15.07 we are launching happy donuts for all whitelisted members of the community. You can mint up to 10 Donuts and there will be a maximum of 7500 Donuts available (1 Solana each). The next 2500 will be available in the public sale starting on 16.07. for 2 Solana each.

Through Yield Farming, P2E Access, Merch and DAO Voting Power we want to encourage holding the NFT and build a community centric project which makes this a leading Web3.0 brand. Read further to see the plans and what has already been done.

The #SolanaSummer might be a helping hand here.



\$SUGAR Token



OVERVIEW

We've developed the initial proposal for \$Sugar token distribution with the following goals in mind.

- ➊ Heavy incentives for players to join and play in the Happy Donuts ecosystem through play-to-earn rewards.
- ➋ Access to \$Sugar for the Happy Donuts team to be able to host in-game promotions, lead growth oriented competitions in worlds, sponsor build & game creation competitions and more.
- ➌ An initial distribution of \$Sugar to Happy Donuts through a claim process. \$Sugar will not only be used in game, but also for world specific services, management, utilizing build services from any of our dozens of professional build teams to develop your world(s), and more in the future.

PLAY TO EARN REWARDS

Play to earn rewards give players access to \$Sugar through completing quests, challenges, winning competitions and more across the Happy Donuts ecosystem.

These mechanisms will be through a combination of cross-world implementations for player challenges as well as world specific challenges that happy Donuts owners can implement for players in their games to incentivize players to join their happy spaces, and more.

Happy Donuts will provide basic building blocks and play to earn mechanisms that Donut owners can easily implement within their worlds. World owners can also create their own custom play to earn mechanisms that reward from the play to earn reserve tokens so long as they are approved by the Happy Donuts team.

The play to earn mechanisms that have their distributed \$Sugar funded by the play to earn reserves are...

- 🍩 Premade mechanisms by the Happy Donuts team that any Donut owner can choose to implement into their world for players of their games.
- 🍩 Custom mechanisms created by game owners that are subject to approval by the Happy Donut team.
- 🍩 Player specific mechanisms that are specific to player activity and not just what they do in any one world. This includes but is not limited to:
 - total actions across games,
 - time active,
 - Highscores

Additionally, nothing stops happy donuts owners from creating \$Sugar distribution mechanisms that reward players with \$Sugar tokens that are owned by the world owner. This will likely be a popular way to also attract players to Happy Donuts in the future.

Lastly, we see these play to earn rewards tying back into the in-game economics of \$Sugar with transactions between players and Donut owners. Donut owners will have full flexibility to implement perks, upgrades, content access, and nearly any implementation they can imagine to give some in-game value to players in exchange for players giving them \$Sugar

CLAIM

A total of 500,000,000 (10%) \$Sugar will be claimable over 2 different claimable periods. Each period airdropping 250,000,000 \$Sugar. Both claims will be distributed to wallet addresses holding NFT Worlds at the time of their corresponding snapshots.
The first snapshot will be on Oktober 1rd, 2022 - The official block height has not been announced yet.

STAKING

1,750,000,000 (35%) total \$Sugar will be locked up and distributed over a 5 year target timeline to Donut owners that stake their Happy Donuts.

TEAM Reserves

250,000,000 (5%) total \$Sugar will be locked up in the Happy Donuts team's treasury. This \$Sugar will be used for in-game promotions, new builder partner incentives, in-game events and much more.

This 5% reserve (250,000,00 \$Sugar) will be distributed over a 2 year period at 1/24 distributions per month.

GASLESS IN-GAME TRANSACTIONS

The \$Sugar token uses Solana.

Players do not have to figure out how to use an exchange to get matic into their wallet to submit transactions, they simply need to play in Happy Donut to earn \$Sugar.

When players in game go to pay for an item, perk, upgrade or do any form of transfer involving \$Sugar.

GETTING LISTED

So how do we want to make our coin popular?

We start by getting listed on C level platforms such as pancakeswap and uniswap.

Later on Coingecko and stuff and then on websites such as coinmarketcap when we are big enough and not a laughnumber anymore (Put in all the application links).

DAO - HAPPY CUP

PLAY TO EARN REWARDS



Building a new project is hard. The Technology, the people, its areas.

Everything is challenging. That's where DAOs come in. By utilizing the intelligence of the many we can leverage that and build a great project by providing people with incentives to make this big.

6 people is not enough to build a world leading web 3 brand. That's a fact. That's why we are building a DAO. So not only the team gets something out of the projects, but also investors, traders and people who love our art, values and culture.

The DAO will have the following key principles:

- 🍩 We are here for everyone
- 🍩 Growth
- 🍩 Health
- 🍩 Family
- 🍩 Love

We want to live by these values day by day. And yet while hard times seem to arise, this DAO wants to be a governance of people who want to build something amazing. For today and the future. That's why we will do the following 3 things:

- 🍩 Growth Incentives
- 🍩 Yield Farming
- 🍩 Retroactive airdrops
- 🍩 Modern Consensus mechanisms

Oh and...

Every Holder gets 10.000\$Sugar Token on release airdropped.



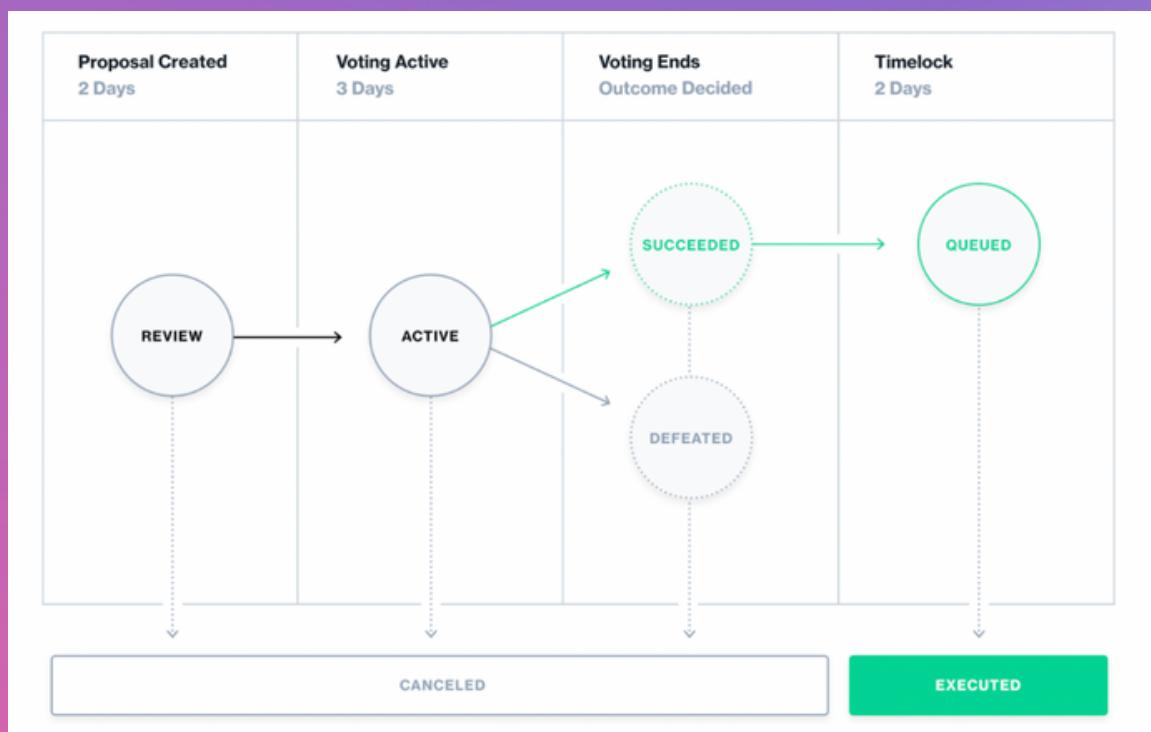
GROWTH INCENTIVES

\$Sugar token holders govern and improve the Happy Donuts DAO. Through the administrative functions of a Sugar, these contracts allow the community to propose, vote on, and implement changes. Proposals can change system parameters, add new mechanics to the protocol, or add totally new functionality.

\$Sugar coin holders have the option of delegating their voting rights to themselves or another address. Any address that has been delegated at least 10,000 Sugar can produce governance proposals; any address that has been delegated 10,000 Sugar can lock 100 Sugar to establish an Autonomous Proposal, which then becomes a governance proposal.

When a governance proposal is created, it goes through a two-day review period before vote weights are determined.

Then the voting begins. The voting period lasts three days; if the proposal receives a majority of votes and at least 400,000 votes, it is queued in the Timelock and can be implemented two days later. Any protocol change takes at least one week to complete.



YIELD FARMING

The introduction of governance token distribution, which is distributed to protocol users rather than just investors and the development team, has opened the door to many different models. The first step was to create a procedure with multiple incentive actions like "yield farming." Yield farming happens when users are compensated in the form of a token that reflects a piece of ownership of the protocol itself for behaviors such as lending, borrowing, staking, or providing other forms of asset liquidity. Recipients have the option of either accumulating ownership and hoping for a rise in the protocol's value, or selling it on the open market, compounding their action and boosting their income. Consider it like getting a tiny stake in a major bank. You'd be more likely to make deposits if you got a percentage of our \$Sugar Token every time you made a deposit, which would benefit both you and the bank.

Sugar users, for example, might earn denominated DAO governance tokens by locking up their Tokens in the protocol (i.e., using it as collateral to transact in the network through borrowing and lending). As the promise of yield brought more users, projects like Compound were able to leverage Tokens to incentivise growth and establish a user base incentivized to vote on and contribute to the protocol.

There was a race to grow DeFi protocols over the summer of 2020 as developers recognized they could attract funds to new DeFi primitives through yield farming.

Distributions of DAO governance tokens The introduction of DeFi yield aggregator Yearn Finance (YFI), whose "fair launch" (in which all tokens are handed to capital providers and none to developers) moved the narrative away from VC-funded projects and toward community-funded initiatives, was the trigger for growth this summer. Following YFI's launch and rapid growth, a slew of clones and knockoffs emerged, offering minor enhancements but, more significantly, new DAO governance tokens.

YFI showed that the promise of governance could be enough to jumpstart network adoption. Since then, the fair-launch approach has gained popularity, with its use of early token distribution to target the optimal future customers.

That is why we will implement Yield Farming starting in October with the help of <https://www.gemfarm.gg/>!

RETROACTIVE AIRDROPS

New protocols have been developed based on these models to motivate users even more. The airdrop, or the release of tokens to current or previous users' wallets to raise awareness, create ownership, or reward early adopters retrospectively, is a popular example. For example, the decentralized trading protocol Uniswap introduced the UNI token, which was issued retroactively to anybody who had ever used the Uniswap protocol. Some early users received tens of millions of dollars in UNI as a result of the airdrop.

More importantly, the airdrop and token launch proved to be an effective capital protection weapon that new DeFi protocols seeking to gain market dominance quickly realized they needed.

The growth in token supply has resulted in a shift in governance power - early users, who had no idea what they were getting themselves into, now had more authority.

As a result of their engagement, they came to own major chunks of networks, fostering increased decentralization.

The retroactive airdrop was used to increase active user participation in token distribution and governance and that is why we want to incentives early investors with the ENS Formula:

The ENS Formula has shown to be very successful. That's why we are suggesting doing it that way:

The weight of the airdrop is mainly calculated based on the number of accounts. The formula is 0.27 multiplied by the number of days to hold at least 1 \$Sugar. Add 0.067 times the number of days.

While all of this sounds Fun and good we will always first test everything in a responsible manner before implementing it in the DAO

HAPPY PLAY



Nothing is cooler than making money with your project, having a nice community and being able to play against each other. And well yeah we could just go into unreal engine 5 make some crazy graphics and put some video footage or pictures out there (mostly from google and show you how crazy our games already are which we launch in 2025 ... never). And while we want to achieve that sometime, here we are realistic. Games are not easy to build.

Especially when you want them to be fun. Here we decided to do it differently. We start by making cool indie games such as angry birds, panic bank, jump and run games and casinos, where you have a playground of games and can compete against the whole happy donuts community in Candyland.

It works really simple:

You pay \$Sugar Token to play. If you lose you lose your Token, if you win or even break records you get a high amount of sugar tokens back again.

What we are doing here is building a system in which, if we have a strong enough community, who love to play our games, the Token is always in use and therefore have more stability for the community just by its usage.

The Airdrop will ensure that every NFT Holder can participate in all those games.

These are the suggested Games we want to start building and yet the DAO can do whatever the DAO wants.

Panic Bank, Angry Birds, Casino Games, Jump and Run Games and later a Metaverse where you can meet your Happy Donuts Community.

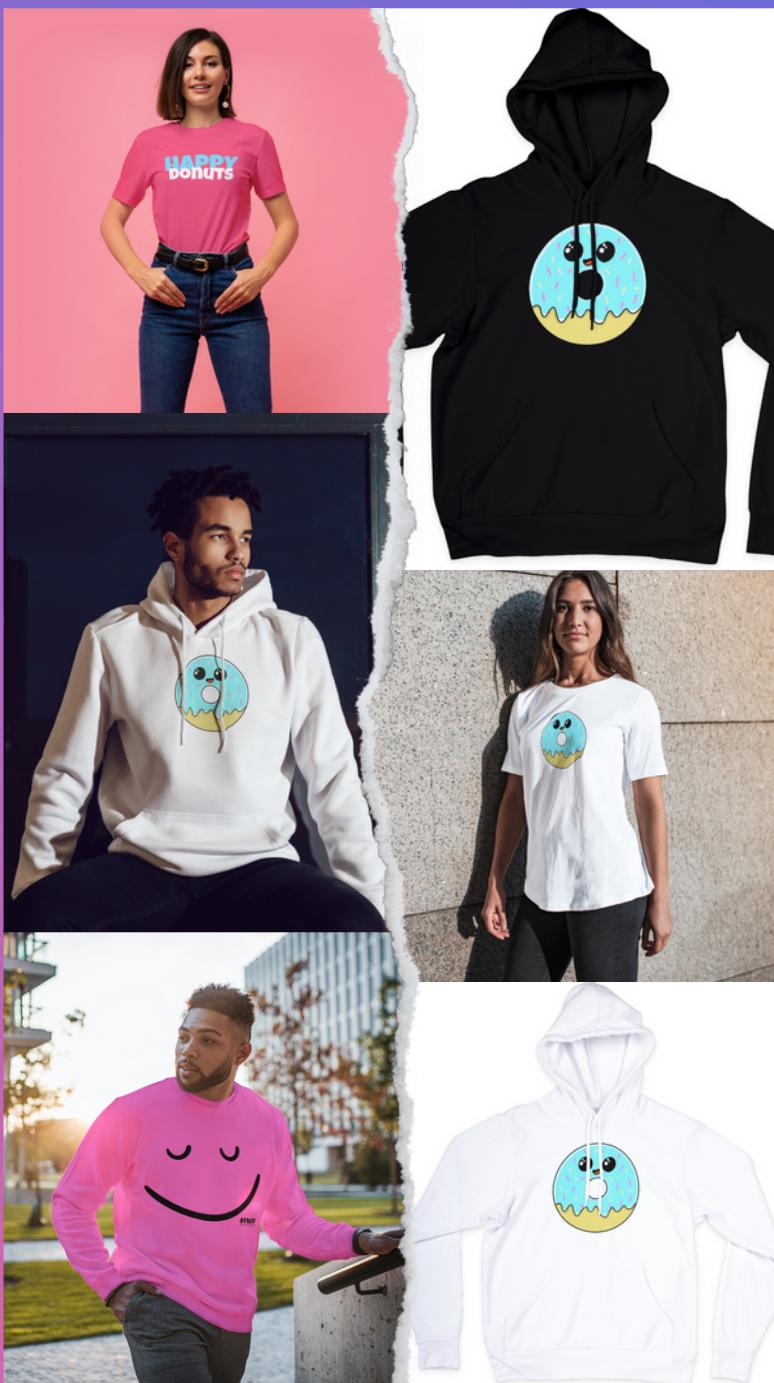
The first Games have already been built and tested. We will though only implement them at the end of this year or the start of the next year.

HAPPY MARKET



Nothing is cooler than wearing fucking cool merge of your favorite team, brand or band and that is obviously why we are doing it to so you can have a touch and feel.

Here is what we have at the moment which was made by our great designers.
Just take a look ;)



CONCLUSION

I hope our plans are clear. It took us nearly a year to figure all of it out and build prototypes to really get a feel on how all of this can be done. We wanted to do things differently. While many projects are scams, frauds or just go into directions we can't go with like bored apes or okay bears because they make

you depressed simply we go into the direction of helping people to understand the Art of life. While we do see our high responsibility here because it is for sure not to always be happy and fake smile, but take responsibility for you, your community and family we are here to build a principled world in which meetings can take place again and we eget truly huge.

**HAPPY
donuts**

THE ART OF LIFE

FAMILY now FAMILY FOREVER

