

Onchain Landmark NFT Whitepaper

14/09/2024

Version Number: 1.0

SUMMARY	3
Introduction	3
Onchain Technology	3
Mission	3
NFT	4
Attributes	4
Cost	4
Rarity	5
REWARDS	6
Landmarks Wining Probability	6
Initial Giveaway Process	7
Reward Value	7
ROADMAP	8
Roadmap 1.0	8
Vision	9
Official Links & Accounts	9

SUMMARY

Introduction

Onchain Landmark NFT is a collection of 3333 uniquely and digitally hand drawn pixel art revolving around landmarks around the world. In total, 23 landmarks will be the main subject of every artwork generated on the Ethereum Base L2 blockchain and in which each NFT will have its unique characteristics, attributes and traits.

The project rises from the team's passion for traveling around the world and aims to bring travel related incentives for holders of the Onchain Landmark NFTs. A new approach is taken in the project where the team's pixelated artwork takes landmarks to unfamiliar world terrain and territories. Throughout the lifetime of the project, frequent giveaways and engagement with the public will be carried out and directed to build a constantly active economy for the project and holders.

All the Onchain Landmark NFTs will be revealed during the mint process which will take place on a dedicated web page.

Onchain Technology

The team have opted to take an "On-Chain" minting technology approach in which unlike off-chain, where NFTs are stored outside the blockchain, on-chain NFTs are NFTs where all data used to create the image is stored inside the smart contract on the blockchain instead of storing just a url that points to an image stored somewhere else that can be taken down at any time.

Off-chain NFT data is usually stored outside the blockchain in places such as on the cloud, centralized hardware server storage, or IPFS. This could pose several problems that on-chain NFTs will never face noting that On-chain NFTs can never be taken down as long as the Ethereum blockchain exists.

Mission

Our goal as a project is to release random combinations NFTs of landmarks with certain traits and attributes. We also aim to become one of the leading Travel NFT communities that brings constant rewards and benefits to the holders. Onchain Landmark will be built with community as its foundation as we truly believe that the project will only thrive if benefits are brought to the holders via collaborations, rewards and travel perks.

NFT

Attributes

The Onchain Landmark NFTs and all their attributes will be based on pixelated art in which each attribute will have unique feature revolving around the landmarks and which will be the center piece of all the NFTs. The attributes of the NFT will be as follows:

Layers:

- Landmark
- Background
- Land
- On the Ground
- In the Sky
- Add-ons
- Weather
- Tier

Cost

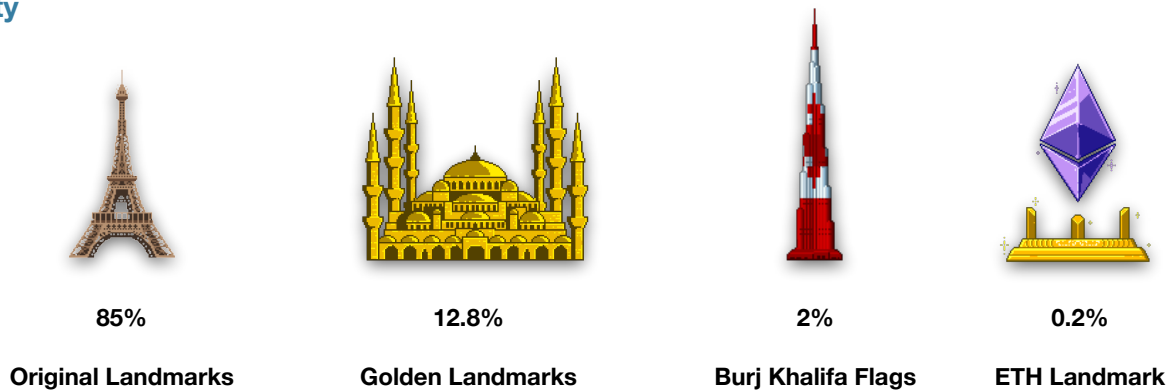
To reflect the team's dedication and commitment to the project, an "Allow list" will be established in which participants will be able to mint the majority of the NFTs for FREE. A smaller portion of the project will be opened for public at a fee which will be disclosed at a later date. Royalties from secondary sales will be set to 10% and which will be used for giveaways and for project development purposes.

An allowlist will be setup in which every address in the allowlist will be allowed to free-mint a strict number of NFTs during the minting period. The team will aim to opt for an open free-mint to the allow list to avoid any bots minting during the minting period. Allowlist will be built based on collaborations and whitelist giveaways carried out via social media engagements.

The project team will also set aside 50 out of the original OnchainLandmark NFTS and which will be used for marketing and development purposes.

ONCHAIN LANDMARK

Rarity



Original Landmarks: 22 original version of the landmarks (approx. 85% of the total NFTs)

Golden Landmarks: 22 golden version of the landmarks which will provide holders a higher chance of rewards and future benefits (approx. 12.8% of the total NFTs)

Burj Khalifa Flags: Very Limited edition of country flags represented in the NFTs and projected on Burj Khalifa (approx. 2% of the total NFTs)

ETH Landmark : Ethereum special landmark which will provide holder the most and prestigious benefits in the future. (approx. 0.2% of the total NFTs)

Onchain Landmark NFTs come with tiers similar to the ones used by rewards miles club used in the airline industry. The higher the tier level the better future benefits.

Bronze: Bronze Tier NFT (36%)	
Silver: Silver Tier NFT (27%)	
Gold: Gold Tier NFT (21%)	
Platinum: Platinum Tier NFT (11%)	
Diamond: Diamond Tier NFT (5%)	

Tiers attribute will be considered for future perks and incentives and which will be covered in Road Map 2.0.

REWARDS

During the project lifetime, multiple forms of giveaways will be planned and distributed to OnchainLandmark NFT holders. In the beginning, giveaways to the NFT holders will be in the form of Ethereum value gift on bi-weekly basis to the winner holder equivalent to air tickets to landmark destinations and which will be sent directly to the holder's wallet.



Landmarks Wining Probability

The following will be followed in regards to the landmark placement in the raffles:

- 1- **Original common landmarks:** 1 of each landmark in the spinner wheel.
- 2- **Golden landmarks:** 2 of each golden landmark in the spinner wheel.
- 3- **Burj Khalifa Flags Landmark:** Holders of this national day landmark will always be placed automatically in (Original and Golden) Burj Khalifa giveaways. Holders will also be automatically placed in the snapshot list if giveaway raffle is relevant to landmark in that projected country flag. (Eg. Burj Khalifa France flag holders will always be part of the raffle list for Eiffel Towers related giveaways.
- 4- **ETH landmark:** The ETH landmark holders will always participate in all giveaways.

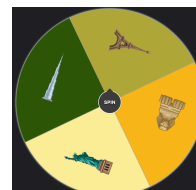
ONCHAIN LANDMARK

Initial Giveaway Process

The rewards will be handed out and winners will be selected following 4 main steps:

1- Landmark Selection:

Before any giveaway, landmarks from the Onchain Landmark NFT collection will be selected via a wheel spinner. The selection and spin will take place LIVE on the main Youtube channel and the result will be announced later on social media platforms.



2- 48 Hour Window:

A 48 hour window will be given after the landmark selection is made after which a snapshot of all Onchain Landmark NFT holders will be taken. The wallet addresses of holders with the selected landmark (including other eligible landmarks such as flag & ETH landmarks) will be part of the snapshot.



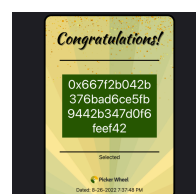
3- Winner selection:

48 hours later, the selected landmark NFT holders wallet addresses obtained via the snapshot will be placed in another wheel spinner raffle in which a holder of the landmark would be selected for the giveaway. The selection and spin will take place LIVE on the main Youtube channel and the result will be announced later on all social media platforms.



4- Reward:

The winner will be rewarded immediately by transferring the value of an airline ticket to the selected landmark destination to the holder Ethereum wallet address. This form of giveaway will be follow at the early stage of the project until a more developed giveaway process is setup.



Reward Value

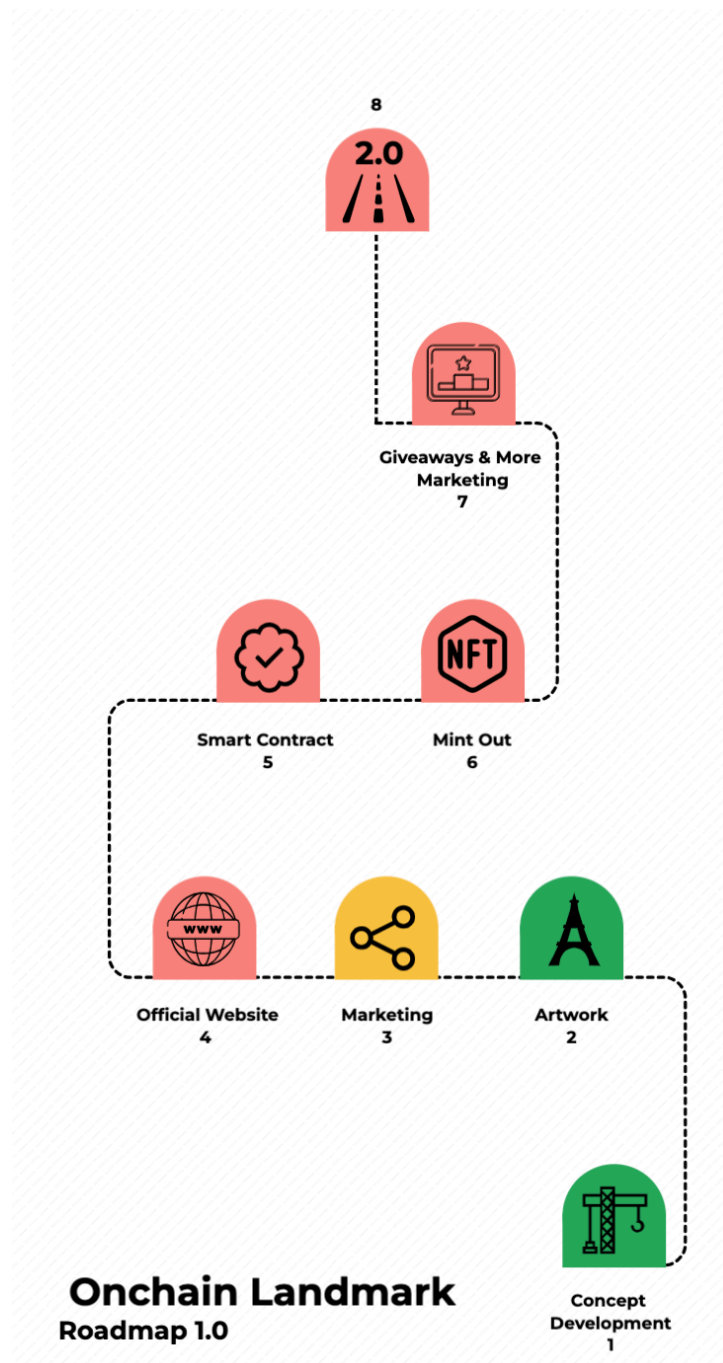
At the initial stage of the project and until a more developed process is setup, the city of Dubai, United Arab Emirates has been chosen as the central location and in which all Onchain Landmark NFT holders will be assumed to reside. Dubai will be the base location to calculate the value of the air-ticket during giveaways and rewards. For example, if the landmark selected during the reward is Statue of Liberty, then the reward will be the value of an economy ticket from Dubai to New York. Price of the ticket or reward will be announced before the giveaway process begins.

Air-ticket value will be obtained from the Google Flights website and announced ahead of the giveaway process commences on a monthly basis.

ROADMAP

Roadmap 1.0

1. Define concept and finalize whitepaper.
Develop an engaging approach that would set the project apart from other travel-based NFT projects.
2. Select landmarks and create artwork that would showcase the world's most iconic landmarks in random environment.
3. Promote the project through social media and initiate collaborations with other NFT communities to create awareness and build a strong community around the project.
4. Launch Onchain Landmark official website.
5. Develop and upload artwork to the smart contract on the Ethereum Blockchain using Indelible Labs software.
6. Set date and initiate mint process via a dedicated link.
7. Start frequent giveaway process as soon as the project is completely minted and maintain strong social media presence.
8. Initiation of Roadmap 2.0.



Vision

Minting out all the Onchain Landmark NFT will mark the completion of Roadmap 1.0 and which will lead to the expansion of the project to Roadmap 2.0 in which new features and utility will be added to NFT holders.

The following is a list of initial items to be added as part of Roadmap 2.0:

- 1- Calendar of giveaways and events of air-ticket value rewards (including bi-weekly giveaways).
- 2- FREE airdrop of new artwork to all holders of another category related to landmarks.
- 3- Hotel stays and airline tickets provided by partnerships with hotels, airline companies & travel agencies.
- 4- Initiate team expansion.
- 5- Official company trade license registration.
- 6- Onchain Landmark merchandise and accessories.
- 7- Holder benefits obtained via collaborations and engagements.
- 8- Initiate tier system, staking and rewards.

The list above is subject to modification based on different factors and evolving preferences after Roadmap 1.0 is concluded. Perspectives and priorities will be updated accordingly.

Official Links & Accounts

Website: www.OnchainLandmark.com

X (twitter): @OnchainLandmark

Contract Address: 0x0D91471d46a885E205b0Cf5d447a91aBfbF2c81e

Contract Name: onchainlandmark.base.eth

Youtube: Onchainlandmark

Email Address: info@onchainlandmark.com