

About Fluffy Ounce

Fluffy Ounce is a collection of 6,500 unique NFT's that exist on the Ethereum blockchain.

Before starting the project formally, we needed to think about what an NFT should provide. We believe an NFT project should consist of 3 components:

- 1) **Art**
- 2) **Utility**
- 3) **Cause**

ART: For us, art should reflect the cause and at the same time should be unique. After careful consideration, we chose snow leopard and generating 6,500 NFT's signifies the total number of snow leopards left in the wild.

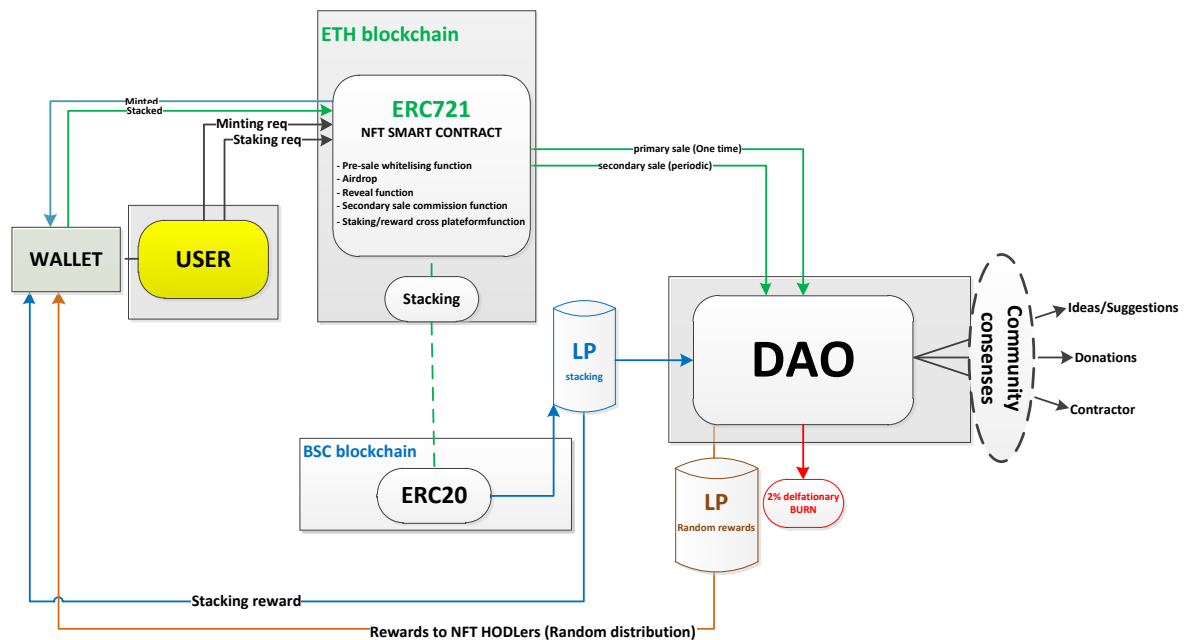
UTILITY: As part of utility, we decided our project **MUST** have:

- 1) **Community multi-sig wallet** (Signatories will be elected via voting)
- 2) **Fluffy DAO** (To bring Autonomy, Transparency & Democracy to the project)
- 3) **Cross-platform staking** (NFT holders should be able to stake & gain rewards)
- 4) **Lottery & reward system**

CAUSE: The project aims at educating and raising continuous donations for the conservation of endangered species. We are in talks with the Wildlife conservation network & Snow leopard conservancy for an official collab/shoutout.

We as a project believe in the “**Develop first, mint later**” way of working. All the above utilities/functionalities will be developed before we go for a mint.

Fluffy Ounce development



ERC721 Smart Contract Components

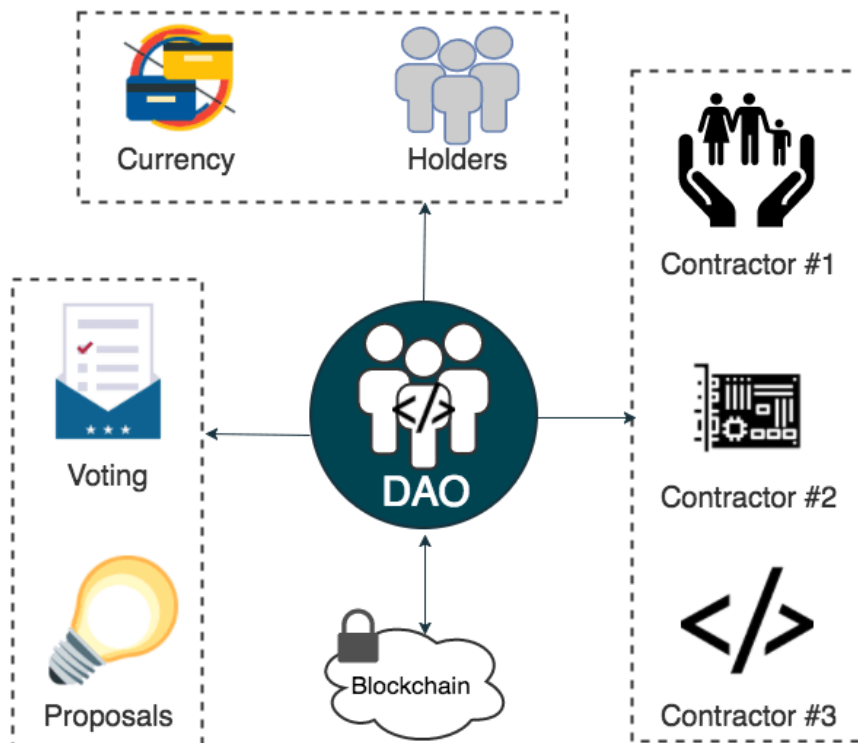
- Pre-sale Whitelisting.
- Airdrops.
- Reveal function.
- Secondary sale commission.
 - For every secondary sale, 10% goes to the community wallet.
- Staking/Reward on BSC blockchain.

ERC20 Smart Contract Components

- Native token called **\$OUNCE**.
- 6.5 million initial supply. (No cap on total supply)
- 2% deflationary burn.

Community wallet components

- Will receive 5% of primary sales. **(One time)**
- Will receive 10% of all secondary sales. **(Recurring)**



DAO Components

Autonomous: Should not be centrally administered. You need to have an 'x' number of tokens to become a member. Anyone with an 'x' amount of token will get a right to vote. The number of votes is NOT linked to the number of tokens held.

Currency: Native token called \$Ounce.

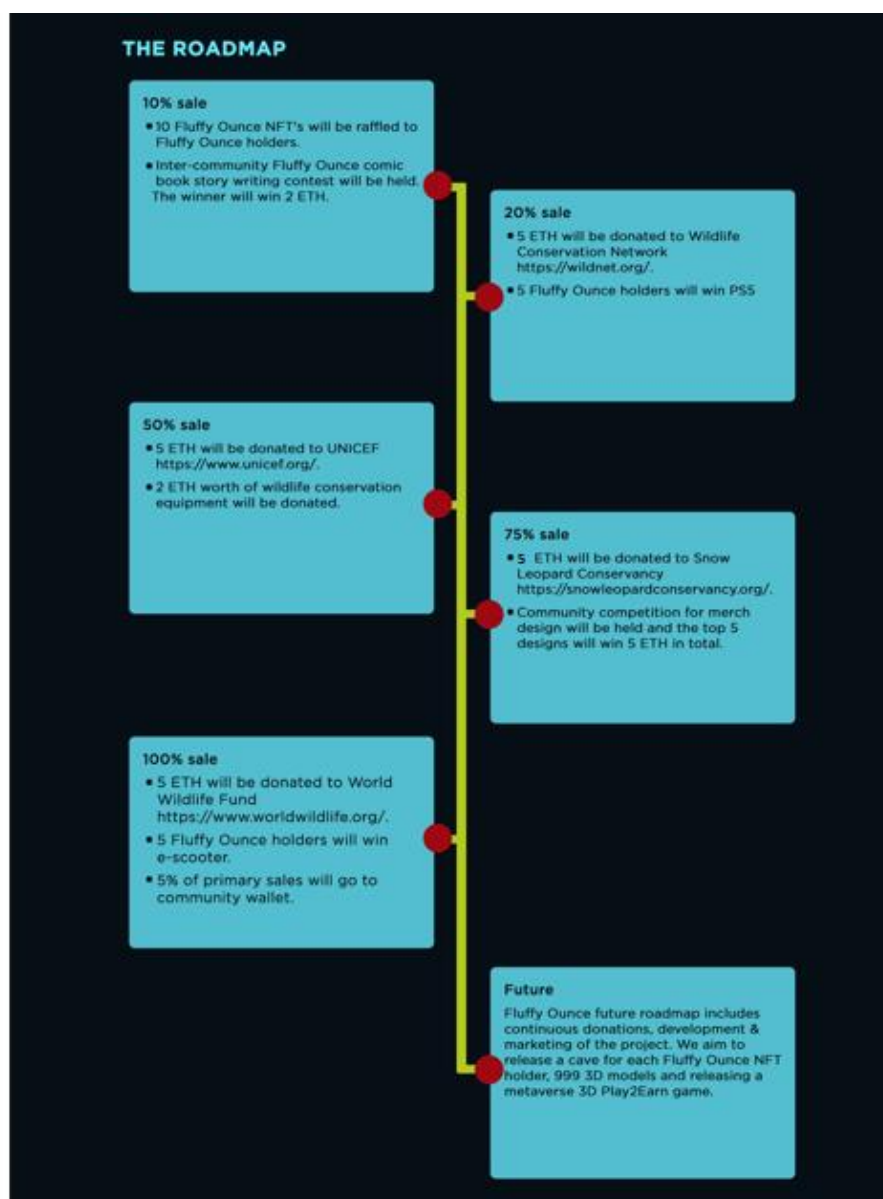
Proposals: There should be a place for the community members to submit ideas, discuss & vote on them.

Transparency: All the processes and mechanisms must be transparent for all the community members.

Voting/Consensus: All the decisions related to budget, future implementations, and ideas must be taken based on community consensus. Voting with a result of >50% is considered approved.

External contractor/Donations: Project will need external contractors for future development and marketing as well as donations. Payment to those needs should be via partial liquidation into fiat currency.

The roadmap



ART

