

LUNATIC Clubhouse

Where Terra communities come together

Whitepaper
alpha

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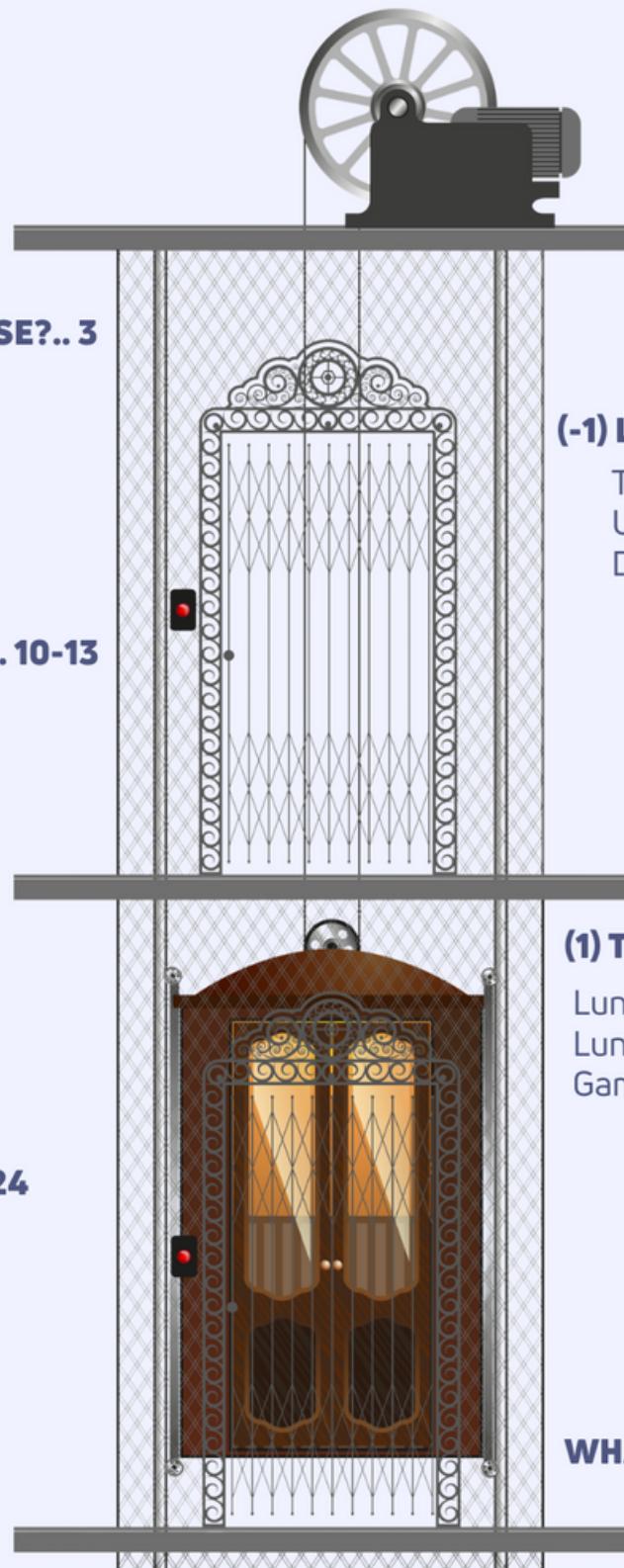
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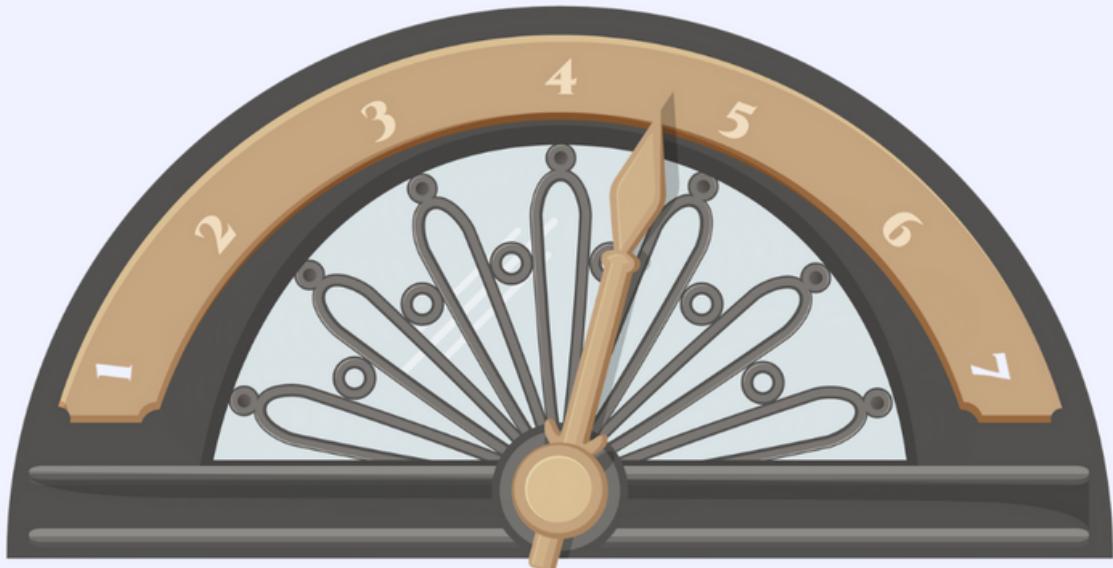
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Disclaimer

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- The document does not constitute an offer or solicitation to sell shares or securities.
- This is not a recommendation to buy or financial advice, It is strictly informational
- The information here might be subject to change. We are providing the most accurate information that we can. In the event of being proven otherwise, we reserve the right to change any information on this document.
- Any projections, forecasts and estimates contained in this document are necessarily speculative in nature and are based upon certain assumptions.

Definitions:

NFT - Non-Fungible Token

DAO - Decentralized Autonomous Organization

DeFi - Decentralized Finance

P2E - Play to Earn

What is Lunatic Clubhouse



- The Lunatic Clubhouse focuses on the communities that have formed around the non-fungible tokens created on the Terra-ecosystem. Our value proposition is to build on top of the already existing communities of the Terraverse.
- The ultimate goal is to add as much value as possible to the Terra ecosystem and make use of UST's incredible utility.
- Our mission is to connect the top communities of the Terraverse by creating a place where Lunatics can spend time together in an entertaining and challenging environment.



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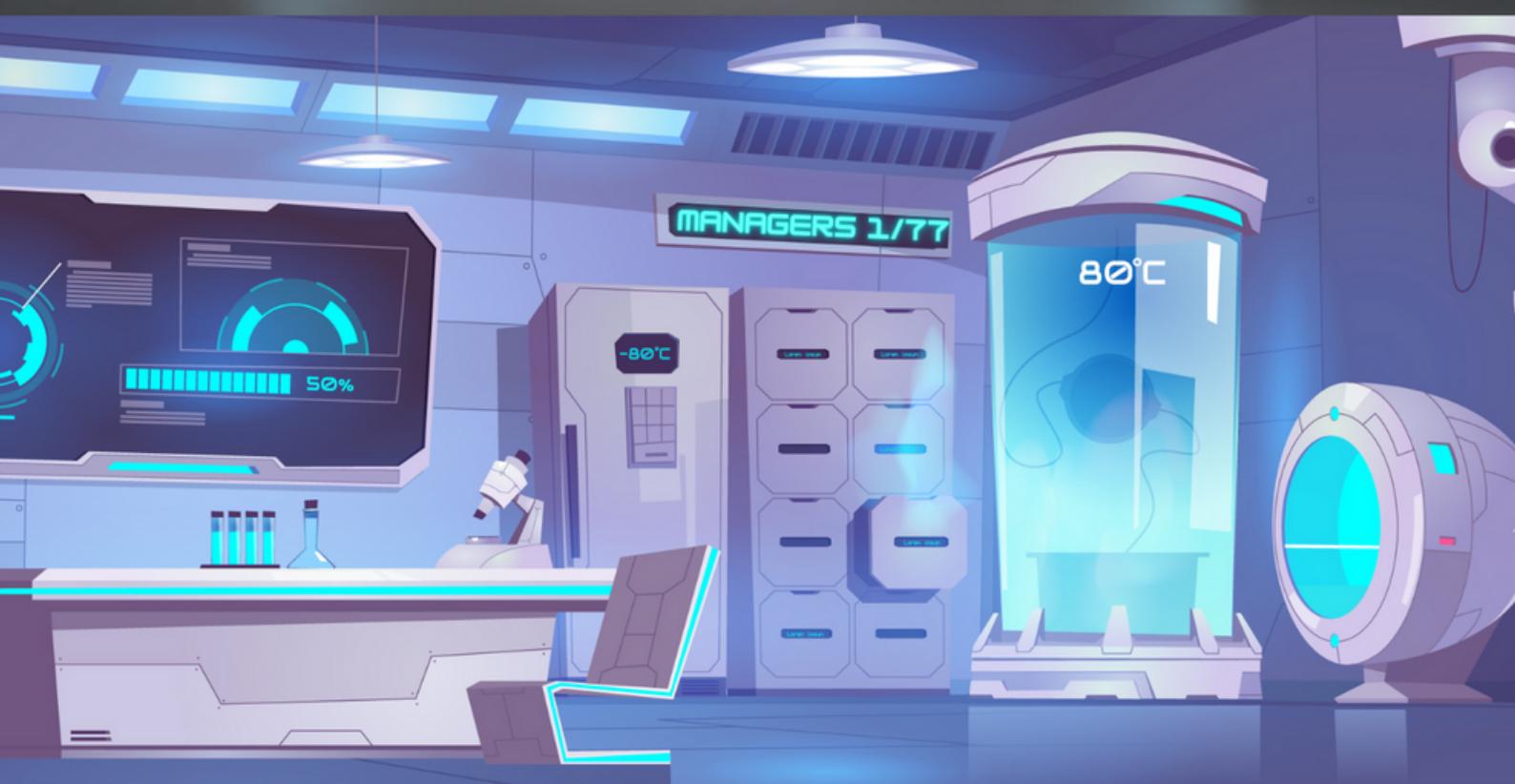
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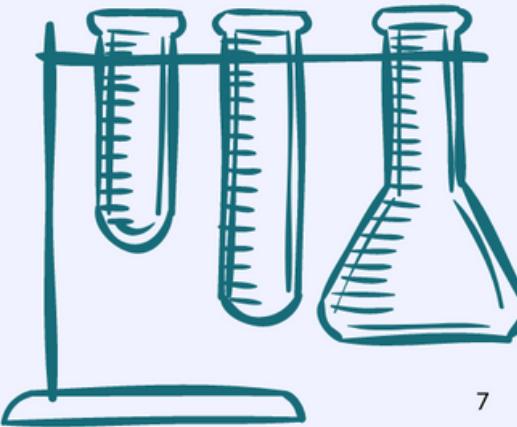
The Crew Collection





Introducing The Crew collection

- The Crew Collection is composed of 7777 randomly generated NFTs', that will be referred to as crew members. They all play an essential role in the Clubhouse tale.
- The NFTs are designed to capture all the value generated through the Clubhouse activities. The Crew will build a community management portal for tracking the decisions that will be made within the Lunatic Club.



The Crew NFT utility

- **Decision-making in the Lunatic Council.**

A crew member can enter the Lunatic Council where the decision-making for the Clubhouse is taking place. The Lunatic Council is a DAO that focuses on the activities that happen inside our Clubhouse.

- **Receive a percentage from the Clubhouse's treasury, as job payment.**

Every job has its own unique department that represents different positions in the Clubhouse. Depending on the department a percentage from the Clubhouse treasury will be distributed if certain objectives are accomplished

- **The increased offering of the NFT value.**

With our challenges, we are looking to increase the value of other Terra NFT projects which will automatically create a bond between the Terraverse and The Crew members.

- **Treasury and capital management.**

The crew NFT holder will be able to choose in which direction the treasury and capital are going to be distributed.

- **Airdrop eligibility for future projects.**



Departments

Security

- As the name suggests, this department is in charge of keeping the peace in the Lunatic Clubhouse. It is composed of the Bouncers and the Lunatic Guards. The Bouncers can be found roaming all over the clubhouse, as well as by the entrance.
- The Lunatic Guards are in shorter supply than the bouncers, as their main duty is to keep the Lunatic Council secure and to make sure that only qualified members can enter.

Food & Beverage

- This department is made up of Cooks, Bartenders, and Waiters.
- The Cooks are always busy in the kitchen, preparing the best cuisine for the guests.
- All the beverages are served in the food hall and the rooftop bar.
- The Bartenders are here to provide the coolest drinks and cocktails in the galaxy.
- Waiters are the ones that deliver beverages and refreshments to our guests.

Managers

- This department, as the name suggests, is entrusted with the management of the Clubhouse
- They watch over all of the different departments, making sure all is going well.

Dealers

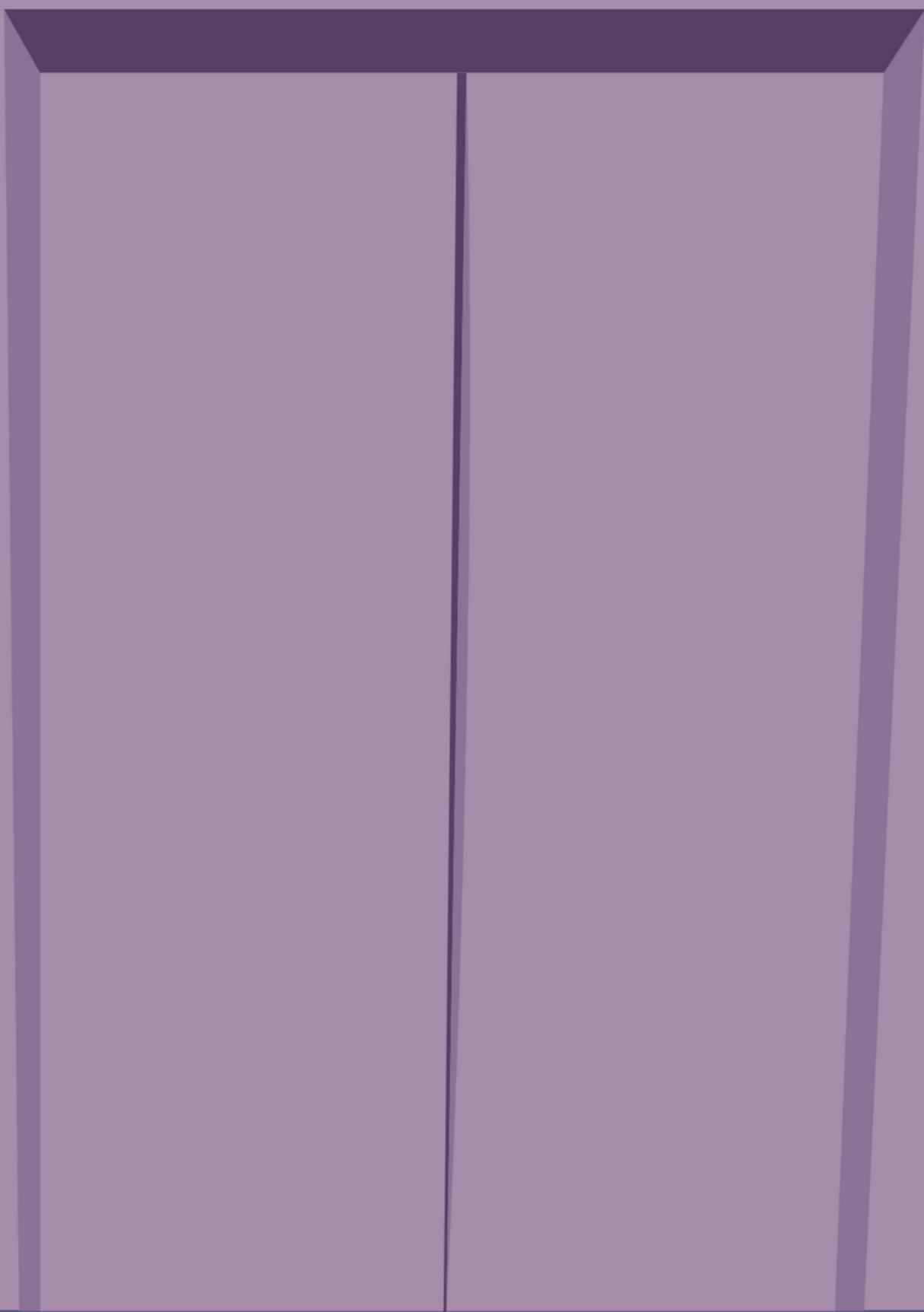
- The dealers always have an Ace up their sleeve.
- They can be found playing games with our guests and making sure that every activity is running smoothly.

Entertainment

- The Entertainment department is charged with keeping our guests busy in the Clubhouse. This department is composed of the following:
- Dancers, singers, and Magicians are some of the best in the TerraVerse, and they can always be seen performing for our guests.

Founders

- This is a group of seven unique NFTs in our collection, that represent the Founders of the Clubhouse.





Lunatic Council chamber



Lunatic Council

- The Lunatic Council's main focus is to plan and oversee the activities that happen in the Clubhouse. The crew members will be able to make decisions for their departments, as well as for the challenges of the Lunatic Championship. The Council decides which direction the Clubhouse should follow.
- The Lunatic Council will serve as our DAO. Crew members have the opportunity to join the Council to make decisions for the Clubhouse and its Treasury. This will create a whole community working toward bringing new members to the Club.

Key DAO Operations

Treasury and capital management.

- After establishing the process of taking decisions in our Council, The Crew members will be able to make decisions regarding treasury management when the Lunatic Council V2 is launched(web 3.0 integration).

Investing in NFT assets across multiple collections.

- The Clubhouse focuses on the communities built on the TerraVerse.
- Lunatic Clubhouse will discover and invest in different projects on Terra that resemble our vision.

Decision-making in the Clubhouse.

- If you take part in the Council, for every NFT you own you will be granted a vote in the decision-making process.

Fee structure management

- The Crew members will be eligible to vote for different Fee structures to keep the sustainability of the Treasury.

How to enter DAO 2.0

- To enter the Council the crew member needs to have the whole Word LUNATIC on their NFT. In this way, we can grow the Lunatic Council organically. Other Crew members will join the Council overtime once they completed the Seven Letters.
- This system also allows new members to enter the Council and understand from the very beginning how the decision-making process is taking place, how the Council functions, and where we are at that specific moment.
- The Letters can be obtained on our platform. Every letter will be obtained by answering different topics that represent certain activities in the Clubhouse. Example:
- **U-** utility, in order to obtain this letter the holder must understand the utility the crew member has.
- **L-** Lore, in order to obtain this letter the holder must know the lore of the Clubhouse and the Terraverse.
- **C-** Community, in order to obtain this letter the holder must understand the community needs and how our community is build.

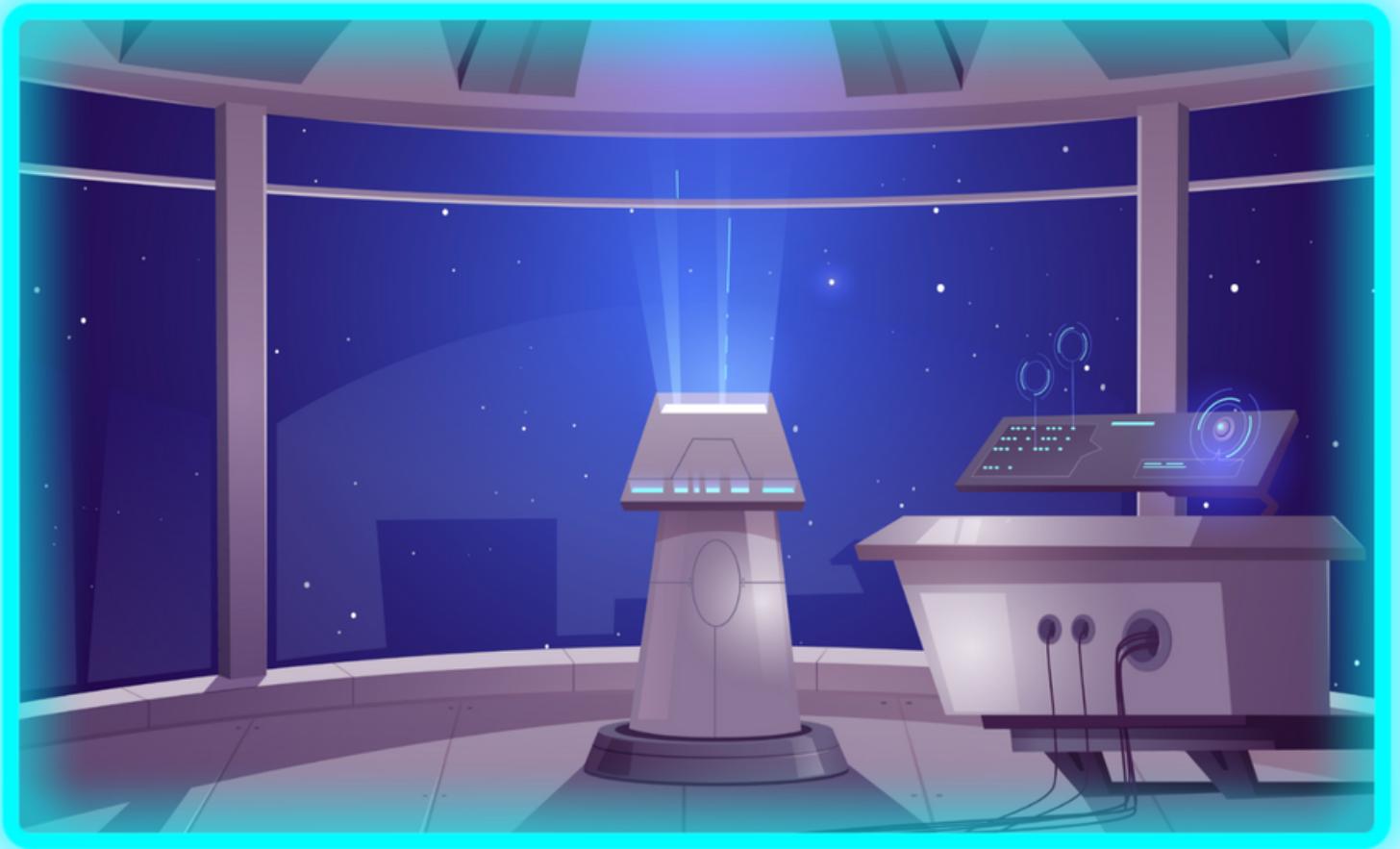




THE LOUNGE

1 ▼

HERE IS WHERE THE CHALLENGES
ARE TAKING PLACE! SOON THE
CHAMPIONSHIP WILL START
SO YOU BETTER GO VOTE !!



Lunatic Vote

- We introduced the Lunatic vote to allow Lunatics to choose their favorite NFT community to compete in Season 1 of the Lunatic Clubhouse.
- The major players for the challenges the Clubhouse devised for season 1 will be the first seven communities that result from the Lunatic Vote.
- The first seven communities will compete in a tournament in which the Leaderboard will be visible at all times. The Championship Trophy will be awarded to the community that earns the most Lunatic Points (LP) in the Clubhouse.
- The primary goal for the Lunatics is to accumulate as many points as possible to climb the leaderboard. The further up the scoreboard your community is, the better. Certain milestones in the Leaderboard will be awarded airdrops, prizes, and giveaways.
- The communities competing in Season 1 will be modified. Every month, the last two communities on the Leaderboard will compete against the first two communities that are participating in the Lunatic Vote, to maintain their position.
- New projects coming to Terra will always be welcome to the Lunatic Clubhouse. To achieve this, we are going to keep the Vote active after the first snapshot.



Lunatic Championship

- On our platform you will be able to connect in the Clubhouse with the community that you want to represent in the Lunatic Championship if you have that respective NFT.
- You can switch the community at any time but notice that the achievements and milestones that you made with a community will not transfer to the other one, you will have to start from 0.
- As stated, the communities that participate in the Lunatic Championship will result from the Lunatic Vote. Everybody is allowed to play the games we prepared for the Championship as a Standard Game.
- If you choose to enter the Championship you will have to join the Lunatic Championship Matchmaking. Every win will gain LP for your community on the Leaderboard.
- To increase the PVP experience, players can also choose to play the challenge by adding Luna to it. The winner takes it all!



SKELLY PUNK
#2341



STANDARD



LUNATIC
CHAMPIONSHIP



OBJECTIVE

MAKE 5 UP THIS MONTH



DISCOVER THE EASTER-EGG
BONUS: 0.2 LUNA

1 - SKELLY PUNKS

2 - G. PUNKS

3 - LUNA BULLS

4 - GOOCHI

5 - CRUNKS

6 - TERRABOT

7 - ARTSY APES



SKELLY PUNK

TERRABOT



SKELLY PUNK



1 LUNA



TERRABOT



1 LUNA



ONE LIFE



2ND CHANCE



LIMIT



2 LUNA

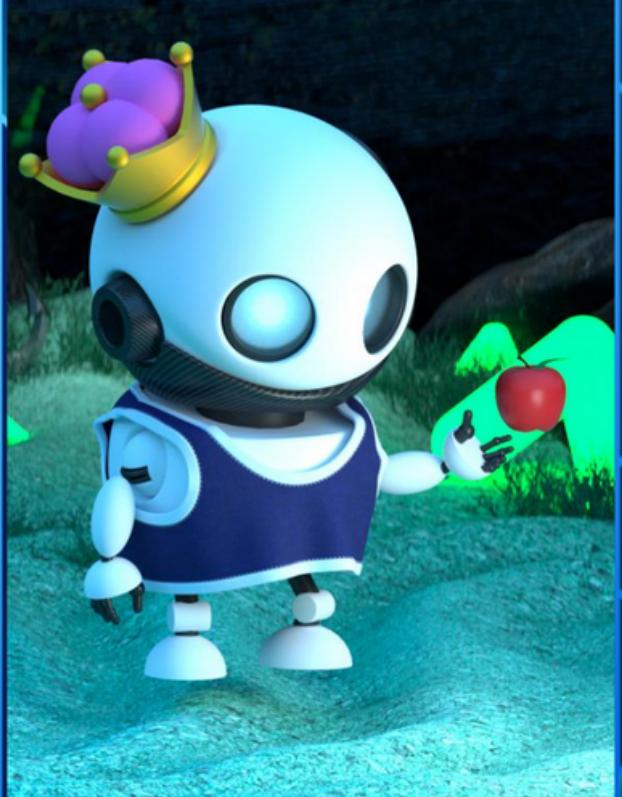


4 LP



THE SWAMP MAZE

WINNER



2 LUNA

TERRABOT

+4 LP
6 - TERRABOT



5 - CRUNKS



6 - TERRABOT



7 - ARTSY APES

15 LP

13 LP

12 LP



How will this work?

- The challenges will start as 1 vs 1 mode for the first four challenges.
- The challenges will be changed and added to the season one by one. The activities will relate to other Terra NFT projects (ex-The Swamp Maze).
- The Swamp Maze will be a challenge where the Lunatics have to complete a Maze to get LP. Whoever finishes first will win the challenge.
- There will be a total of seven activities we will develop for season 1 each related to the communities that participate in the Championship.
- The Grand Final will be the last challenge in season 1 and it will be decided in The Lunatic Council.
- To balance the platform the rank you represent plays a major role in the different game modes available.
- You can enter the Lunatic Championship or raze the stake only if you have at least ranked 2 on the NFT community you represent. You will be allowed to play Standard games.
- Every month the last two places in the competition will have to compete with the first two communities who are still in the Lunatic Vote.
- Each rank will grant certain NFTs and prizes.
- The Lunatic Championship Trophy award will be communicated when season 1 starts.

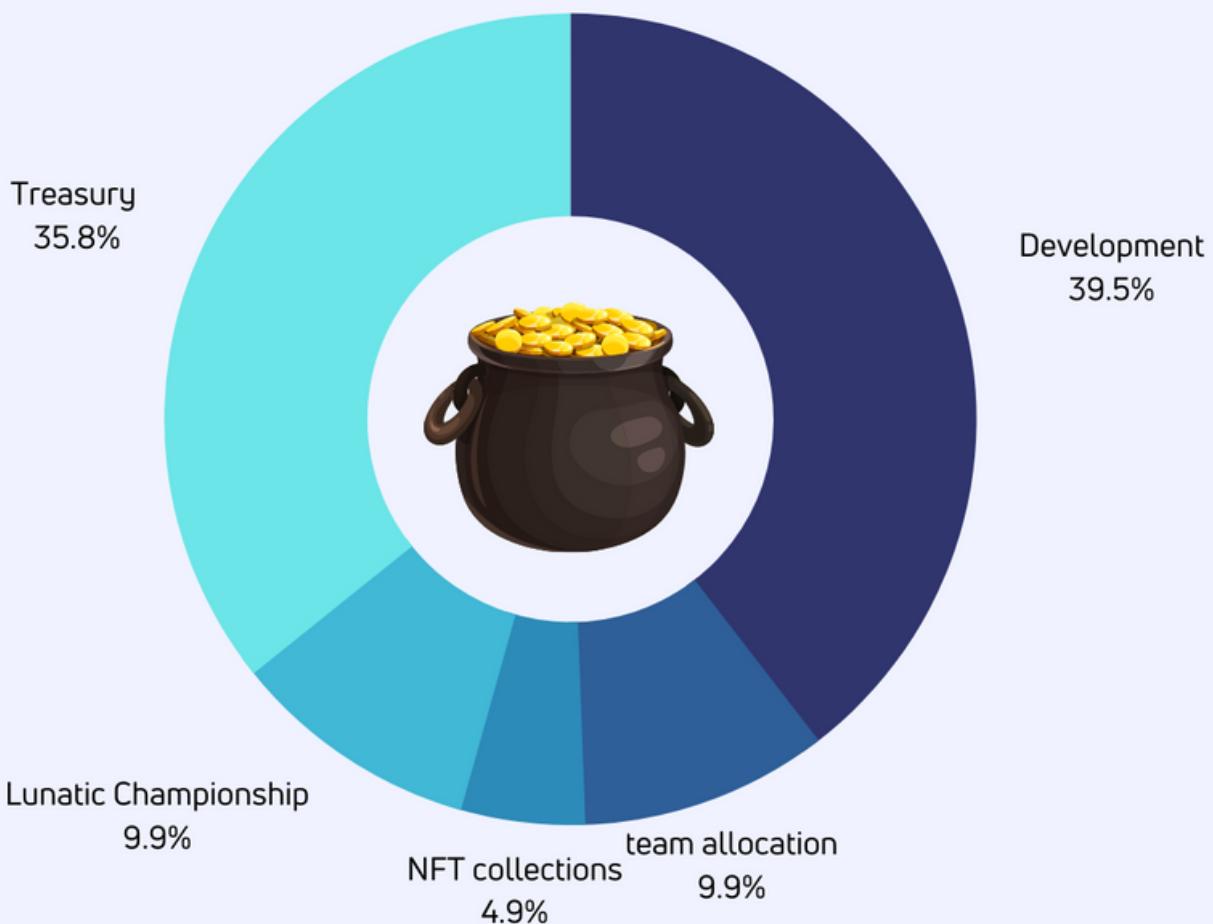
EVENT AREA

2 ▾

COME FAST ! THE MOVIE
IS ABOUT TO BEGIN !

Treasury

- **Treasury distribution after the first mint**



- The liquidity from the treasury will have several use cases in the Clubhouse.
- Firstly, it will serve as a method of transaction between the house and the players who complete their bounties on different games. In this way, all the income and outcome of the liquidity in the Clubhouse will be visible to everyone and will grant full transparency between the transactions.
- Secondly, income Liquidity will be distributed to the Crew holders according to their job in the Club. In this way, the profits that the Clubhouse make will be distributed among the holders.

Treasury

- Distribution for each job:

Total NFTs	7777	Total %	Member %
Founders	7	3,50%	0,500%
Managers	470	33,00%	0,070%
F&B	1000	23,50%	0,024%
Security	1400	17,00%	0,012%
Entertainers	2200	13,00%	0,006%
Dealers	2500	10,00%	0,004%





-THE REVENUE LIQUIDITY WILL BE DIVIDED TO THE NFT HOLDERS OF THE LUNATIC CLUBHOUSE IN ACCORDANCE WITH THEIR JOB.

- THE INITIAL MINT LIQUIDITY WILL INTERACT WITH TERRA PROTOCOLS: 45% WILL BE HELD IN UST FOR CLUBHOUSE PRIZES AND PAYOUTS, AND 30% WILL BE USED TO INTERACT WITH PROTOCOLS SUCH AS ANCHOR, MARS, PRISM, MIRROR, NEBULA, ANGEL

- IF THE TREASURY IS BELOW 75% THE INCOME LIQUIDITY WILL BE USED TO RESTORE THE TREASURY UNTIL IT REACHES 75% AGAIN.

- IF THE TREASURY INCOME IS ABOVE 75% FROM THE INITIAL MINT MEANS THE CLUB IS MAKING PROFITS

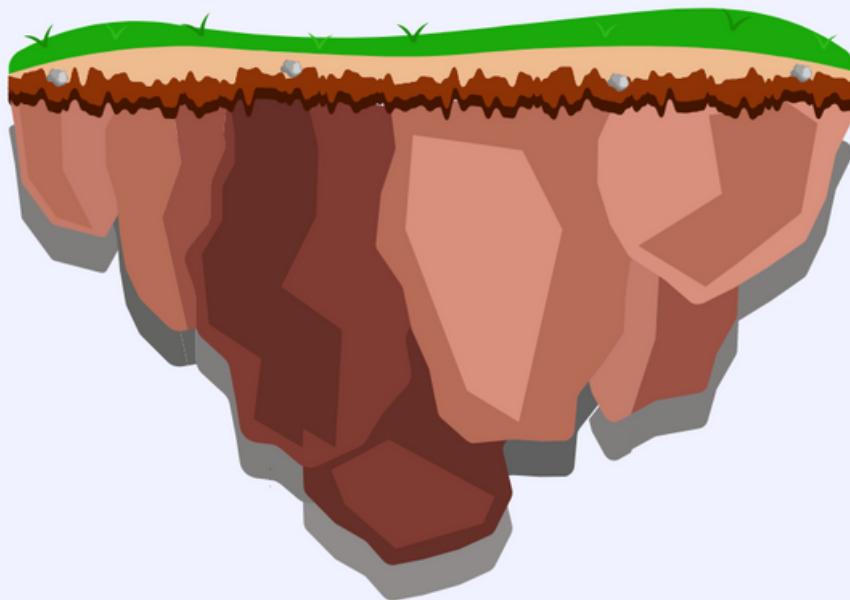


- THE TREASURY IS CAPPED TO 75% OF THE INITIAL MINT. IF THE TREASURY EARNED MORE THAN 75% OF PROFITS IN A GIVEN MONTH, WE WILL TRANSFER THE EXCESS TO NFT HOLDERS. IF THE TREASURY FALLS BELOW 75% IN A GIVEN MONTH, ALL INCOME FLOWS DIRECTLY INTO THE TREASURY UNTIL IT REACHES 75% AGAIN.



What about the Metaverse?

- The Lunatic Clubhouse will not build a Metaverse where you can buy and sell land. The Clubhouse will build itself on top of already existing Metaverse projects. A part of the treasury is going to be strictly allocated for Metaverse developments that will give the Clubhouse increased exposure.
- In our vision, after interacting with Terra Metaverses we will start looking toward different cross-chain metaverses as well. We think that this way, we will be able to create a win-win-win situation.



- The first win goes to our community, which will get more exposure to different developments on Terra by joining the Clubhouse and also to different cross-chain technologies, as well as having more exposure to other projects which we think can be a bridge between other projects and education.
- The second win goes for the clubhouse itself since it will get a bigger reach through the terra and crypto world in general.
- Another win we want to create is for the metaverse itself. One is because we invest in lands and assets of the specific metaverse and the second is that other cross-chain projects will be aware of our Terraverse since every community is more than welcome!

Roadmap

Q1-2022

- Market research
- Brainstorming and structuring the project
- Idea finalization
- Planning the marketing and community building
 - Start the Lunatic Vote
 - NFT reveal
 - Website (alpha)
 - Community Building
 - Social media Presence
 - Partnership Announcements

Q2-2022

- Official Launch of the Lunatic Clubhouse
 - Website launch version 1.0
 - The Crew Collection Mint
- Launching the Lunatic Council-DAO(version 1)
 - Introducing Lunatic Bets
- The first design of the Lunatic Clubhouse Platform
 - Lunatic Clubhouse season 1 community



Q3-2022

- Lunatic Clubhouse platform Alpha
 - Exposure to different projects
 - Introducing the Pawn Shop
- Season 1 Community Leaderboard running
 - Announcing, The Lunatic Championships "
 - Rank system added
 - Season 1 Start
- Episode 1- 3 of season 1 Lunatic Clubhouse
 - Exposure to different Metaverse
 - Lunatic Championship starts

Q4-2022

- V2- web 3.0 of the Lunatic Council
- Episode 2 of season 1 Lunatic Clubhouse
 - Leaderboard Updates
- Episode 4-7 of season 1 Lunatic Clubhouse

