



CRYPTO CORAL TRIBE

ROADMAP WHITEPAPER

A creative hub leveraging art & tech to protect the natural world.

MISSION STATEMENT

The mission of the Crypto Coral Tribe (CCT) is to build a passionate community excited to foster the wellbeing of our planet and selves. To do so, we will deliver a wealth of utilities and resources that facilitate value for our holders, the CCT ecosystem and larger NFT space. Our Tribe will be provided with economic, educational & recreational incentives, all while driving marine conservation.

WHY CRYPTO CORAL TRIBE?

The Crypto Coral Tribe was built with a bottom-up approach, whereby you as a holder will always be involved, respected and heard in decision-making. Our team builds the framework to facilitate change whilst allowing holders to shape the direction of the CCT. Since the beginning, we have placed great focus to be unique in our fundamentals, both aesthetically and mechanically. The drive for originality starts with our choice of avatar and art. Corals act as the heart of our ocean, providing the ecosystem with resources vital for marine life to thrive. We saw this as a beautiful representation of our mission. (Also, good luck finding another Coral inspired NFT collection with slick solarpunk references and an indigenous art style).

PHASE 1 | LAUNCH

SUPPORTING OUR COMMUNITY & WILDLIFE

Launch

The Crypto Coral Tribe launch will take place in 2 phases. Minting will occur in Q1 of 2022 with the exact date TBA. Our team is monitoring the market closely to ensure we release the collection at a time which is beneficial to holders and the CCT's long-term goals. Minting will take place on our official website. Once the collection is sold, holders will be able to list their Crypto Corals on Solanart or Magic Eden for secondary sales.

Phase 1 will begin with our pre-sale mint, accessible to all members on the Whitelist. This includes Tribe Elders which have been supporting us from the very beginning. Other pre-sale Whitelist spots will be available through community involvement, competitions and more, with the exact number TBD. With this in mind, members of the Whitelist will be able to mint their Crypto Coral NFT prior to the public sale. The public sale will mark the start of Phase 2, where the remaining Crypto Corals will be available for mint.

Transparency

We are committed to execute with full transparency to our community, and by doing so deliver value to everyone in the CCT ecosystem and natural world. This is reflected in our fund allocation. We will be creating an Impact Fund wallet with 50% of all proceeds (mint & secondary sales) in order to fund initiatives proposed. Separately, a marketing wallet will also be set-up with a portion of the proceeds of sales. This will be dedicated to support marketing campaigns for the CCTs growth. For full disclosure, we will also mint ~300 Crypto Corals to add to this wallet, reserved for holder giveaways, collaborations and strategic partnerships. All transactions carried out from these wallets will be posted in a Discord read-only channel for full transparency.

Impact Fund

1 NFT = 1 Vote

The CCT Impact Fund is a community-led treasury seeded with 50% of all mint proceeds & secondary sales. Holders will have access to an exclusive dashboard

in which they can propose, vote & direct funds towards projects. Initiatives proposed will be characterized by leveraging art & tech to drive wildlife conservation. Holder rewards will be linked to some of the investments in the form of memberships, educational resources and 1/1 NFTs.

Projects will be curated through two main protocols. 1) A team of curators chosen by the community which will research and assess the feasibility of novel projects. 2) Crypto Coral holders propose projects which obtain community support.

Founders and representatives of projects proposed will hold AMAs & events in our Discord server to present their initiatives. All investments made through the Impact Fund will be monitored by the team to aggregate and visualize our environmental impact.

3K Corals Across 3 Continents

We chose corals as the inspiration for our characters, not just because of how under-appreciated and endangered they are, but also because of the vital role they play in the survival of all marine life. Therefore, we'll be donating ~750 SOL to our network of coral NGOs who will lead our restoration efforts - including Coral Guardian, Coral Triangle Center & TC Reef Fund to name a few. We are excited to work with them to carry out our pledge to plant 3,000 corals across 3 continents. The pledge will be carried out once 30% of the collection has been sold. Close monitoring of the coral & marine ecosystem growth will follow, with opportunities for long-term holders to visit the very corals we help replenish.

Five 1/1 Super Corals Auction

(yep, super corals actually exist)

Super Corals are those which have shown a resilience to high levels of stress and unfavorable conditions. Upon sell-out, we will be introducing five 1/1 Super Corals within the CCT collection. These will be auctioned off progressively, with 50% of proceeds being relayed into the Impact Fund, 25% redirected into the marketing wallet and the remaining used to support our artist and creators.

PHASE 2 | UTILITY & HOLDER REWARDS

DOUBLE DOWN ON UTILITY

\$AQUA – Staking & Utility Token

CCT Holders will be able to stake their Crypto Coral NFTs for \$AQUA, a utility token with a range of applications. \$AQUA will play a big role in the Gen2 collection, Impact Fund governance, merchandise and wider CCT ecosystem. The token will have deflationary mechanics derived from the burning of \$AQUA by staking NFTs held back in the marketing wallet.

By staking your Crypto Coral, you will increase the weight of your vote in the Impact Fund. In doing so, we plan to reward members who are here for the long-term growth of the CCT. To make things even more exciting, Crypto Corals which remain staked at the CCT Reef for an extended period of time will enter a raffle for a paid trip to the very reefs we help restore.

Once staking is launched, a tokenomics Whitepaper will be released detailing all the mechanics involved. We will be working closely with advisors to ensure the tokenomics are designed meticulously, providing long-term value to our holders through utility and deflationary protocols.

Gen2 Collection – Zooth

We have started working with our (very talented) artist to develop the Gen2 collection of the CCT. Corals are the heart of our ocean, so naturally they attract other forms of life as they grow. A symbiotic algae known as “Zooth” will be airdropped to Crypto Coral holders. These will not only have artistic value, but also provide utility in unlocking assets for our Gen2 collection. Several technical prototypes for a range of breeding and incubation mechanisms will be presented to the community for Crypto Coral holders to vote on.

Solar Punkademy

We recognise that a large interest in the CCT community stems from the Solar Punk movement - which envisions a merge between civilisation, technology & nature to foster the wellbeing of our planet and selves. Education is at the foundation of creating this future, therefore we want to make this a focal point in our community. Gated training will be delivered to holders by our team and experts in SolarPunk art, business & sustainability practices. We are developing

a series of art workshops with our artist, learning resources around self-sustainable practices, as well as hackathons supporting tech solutions to environmental problems. Initially, the Solar Punkademy will take place in our Discord exclusively for verified holders, with the option of transitioning into a more user-friendly educational platform.

PHASE 3 | GROWTH

LONG-TERM VALUE

Community Giveaways

Post-launch we will continue with our efforts to grow our community and become one of the most impactful communities in the space. We will be hosting regular competitions, IRL events and geocaching games for CCT holders with SOL prizes and giveaways. As we grow, more of these events will take place outdoors doing the activities we all love.

Sustainable Merch

We place great value in the CCT's aesthetics and are applying the same to our merchandise. Our co-founder Christian has worked as lead artist for high-end brands such as Calvin Klein & Versace, to name a few. Leveraging his experience and deep network within the fashion industry, we are preparing a slick collection that features sustainable materials and digitally interactive pieces. A mystery code with utility will be embedded in a limited number of merch items, so be on the look-out. The merch will be available at a discount price using \$AQUA, providing further utility to the token.

IRL Meet-ups & Nature Retreats

We all enjoy living our anon life in the metaverse. However, most of the CCT members also love to spend time outdoors immersed in nature. In order to strengthen our community, nature retreats are being organized to visit the very corals we have helped plant through the CCT (think Bahamas, Indonesia, Spain). We are scouting several plots and eco-hostels by the coast to organize live music events, diving trips, surfing lessons, permaculture workshops and

other cool surprises to let loose for a week or two. Most of these events will be funded by the CCT, with special activities and deeper immersions accessible through the use of \$AQUA.

PHASE 4 | GOING FURTHER

LONG-TERM VISION & AMBITION

Collaboration with NFT Projects

We are in constant efforts to partner with other communities making a positive impact within the NFT space. IRL events, art collaborations and competitions will be organized together with other collections which our members resonate with. CCT holders will have priority access to mint passes or whitelists for NFT launches which we on-board as partners or clients. We plan to seed a whole network of artists pushing for environmental change, so CCT holders should be rewarded for being part of this.

Gamification – Aqua Nexus

Through our Impact Fund, we'll fund and support a network of artists pushing for environmental change. To realize the full potential of this purpose-driven creative work, we are planning to bring our art and lore into an immersive metaverse; Aqua Nexus. Think of this as a virtual collaborative space, where members can navigate to visualize creative work driven by the Impact Fund, exhibit their own proposals and contribute to the lore of the CCT. However, we recognise the resources and cost of creating an immersive metaverse with great graphics and fun utility. Therefore, several proposals will be presented to Crypto Coral holders, with full transparency over the costs and scope of realizing Aqua Nexus. It will then be up to you to decide whether we pursue it as a community.

Community Voting

Our direction is to continue leveraging art, blockchain & our strong community to drive real world change. To get there, the Tribe will play a key role in shaping the way we decide, develop and execute future activations. Producing an animated series, hosting hackathons, diving in the Bahamas - It's all up to Crypto Coral holders to decide. The CCT is characterized by the collective knowledge and creativity of our community, so the adventure ahead will be paved by you.