

Coastal Kong Club  
Litpaper V1.0  
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## [1] Introduction

### **What is the Rumble Kong League (RKL)?**

Rumble Kong League is an NFT Collection, consisting of 10,000 unique ERC-721 tokens, following the programmatically generated trends of CryptoPunks, Bored Ape Yacht Club, and various others. Each token has been randomly assembled out of a list of 100+ hand-drawn traits, creating a unique-looking basketball player in the Kong style.

We are combining various popular features from the blockchain, and gaming industry, such as collectibles, social avatars, algorithmic gameplay, play-to-earn functionality, and highly brandable content.

Rumble Kong League is taking these features, combining them with their own vision, and thus creating a next-generation sport-based universe of playable NFTs, backed by digital value.

### **What is the Coastal Kong Club (CKC)?**

Clubs are a collective of Kongs that offer users the possibility to compete in leagues. A Kong needs to be part of a Club to compete in competitive gameplay and for a chance to earn rewards through leagues. A Club Owner does not necessarily have to own a Kong but can invite and recruit Kongs to play in their Club, acting as General Manager of his club, managing lineups, play-schedule, sponsors, etc

Coastal Kong Club (CKC) is one of those 300 clubs, founded by members across the United States and open to those from around the world. We truly are coast to coast. Section 2 discusses the mission and values of CKC but to know us right off the bat, you can turn to our slogan.

“The Sun Never Sets on the Coastal Empire”

### **Who are the founders of CKC?**

Chris Bustos | wooglin.eth: Chris Bustos is a 2x entrepreneur and current founder of Wooglin Company LLC. His experience consists of various business development and consulting roles throughout the tech space, most recently in P2E business operations. He holds an MBA from USC's Marshall School of Business where he focused on finance, strategy, and entrepreneurship.

Derek Leiter | dakang.eth: Derek “DaKang” Leiter is a MBA graduate from WashU who has focused his studies on entrepreneurship, strategy, and innovation (ESI). His passion for NFTs and crypto coupled with his track record has led to Derek being a partner of Wooglin Company



LLC (P2E Guild) and a Co-Founder of Coastal Kong Club. As a chubby 8 year old I once kept an opposing team's Center to 2 points in our game, so I think I know a thing or two about being the size of a Kong on the court.

Jake Moore | sidthekid.eth: Jake Moore is a sales engineer in the ad tech space with experience in product strategy, digital marketing and data science. After graduating UCSB with a degree in Economics, Jake started out in finance as a RIA to tech executives and entrepreneurs in Silicon Valley. He became infatuated with the products his clients were building which inspired him to make the jump from finance to tech. He's worked at several ad tech startups since; honing his product and digital marketing prowess. As a massive NBA fan, Jake saw an opportunity to combine his love for basketball and crypto/NFTs with CKC and couldn't be more excited to build it from the ground up.

Matthew Roberts | shmobshmarley.eth: Matt Roberts is currently the Head of Sales Dev at a fintech startup, and most recently found success in the growth and scale of a 20 person start up with 3 sales reps, to 150 people and a team of 35 reps. He loves nothing more than the hustle and grind which the early days require, and as a fan of cryptocurrency, NFT's, video games, gambling and sports - is excited to bring this to the web3 space. This combination of what makes up RKL motivates him to help create the best Club in the league, and he won't stop until CKC is at the top.

## [2] Mission & Values

### 2.1 Mission Statement:

Coastal Kong Club is the original data-driven community for Kongs located around the world looking to optimize their performance & earnings in the Rumble Kong League.

### 2.2 Values:

**Mamba mentality:** We want to win at all times, whether that is by creating the best rostered team for championships, uniting our club to take home gold in any RKL sponsored competition, and be known across the community as THE number 1 OG Club.

**Engagement is key:** Coastal Kong Club can only succeed if RKL delivers on being the greatest Web3 game on the market. We believe that the clubs will play a crucial role in RKL's rise to the top by creating an environment where everyone from the club members to the investors play an active role. Coastal Kong Club will also engage with other projects and clubs in order to expand the network effect of CKC | RKL throughout the world.



**Help one another:** RKL is the home of Coastal Kong Club, but we are all a part of the metaverse and many of us are also involved in multiple NFT projects. CKC believes that through strategic partnerships with other projects such as Secret Society of Whales we will lift up the NFT market as a whole which will drive demand to RKL and the new world we are all a part of. We will also use our relationships with clubs that align with our values to create rivalries and PR campaigns that will drive in the fans and Kong renters to our stadium.

**Have fun:** Without sounding cliché, here at Coastal Kong Club we understand that at the end of the day we are playing basketball with Donkey Kong's cousins, and this was meant to be fun. We will be direct with our decisions and strategic on our ascent to being a top club because that is what will drive the rental income for our members, but we will definitely be laughing on the way.

## [3] Club Organization

### 3.1 DAO Objectives & Operation

The Coastal Kong Club has taken preliminary steps to accommodate a quasi-DAO structure in the short term, with functionality to allow for a more fully decentralized operational structure in the future if decided upon.

In the near term, the objectives of these structures are to:

1. Establish avenues for the dedicated CKC community to share their voice on the direction of CKC through our established voting protocols
2. Provide opportunities for CKC members and fans to own the rights to future profit distributions of the club.

To accomplish these objectives, we have established a multi-sig wallet for the management of the CKC treasury and funds. We have launched our preliminary utility token, \$CKC, the holders of which will have access to vote on upcoming proposals on our [Snapshot](#). At inception, eligibility for voting on proposals will be divided into two groups:

Open Club Voting Matters (\$CKC token holders):

1. Tournament participation (including our own events)
2. Logo, design, and brand work
3. Charity events
4. Discord & community improvements
5. Open surveys & polls



Founding Team Member Voting Matters:

1. Sponsorship deals
2. Vendor relationships / Merchandise operations
3. Organizational structure
4. Kong Owner membership
5. Roster Decisions
6. Payout Structure & Adjustments

## 3.2 Tokenomics

Official \$CKC Token Contract: [0x50029D1a2B8859e466f75a1FD06CC16131D71428](https://etherscan.io/address/0x50029D1a2B8859e466f75a1FD06CC16131D71428)

The release of our initial \$CKC utility token was intended to reward early contributors and members of the Coastal Kong Club and gain access to exclusive perks in the future. Below is a list of some of the utility \$CKC may give holders access to:

- Exclusive merchandise drops
- Entrance to real life and metaverse based events
- Whitelist for future NFT mints
- Voting power for club proposals
- Entries into CKC sponsored raffles

As we are still working on the utility use cases for this (and potential future) tokens we will not be establishing any liquidity pools at this time to buy or sell the \$CKC token. As more clarity is established on surrounding NFT club token acquisitions and club structure, we will update this section with planned utility and functionality of our club tokens.

## [4] Club Membership & Roster Creation

### 4.1 Club Membership

4.1.1. CKC Membership: Within the Rumble Kong League, league play for a club is restricted to a roster of 30 members at a time for tournament gameplay. Therefore, we will be making a distinction between what it means to be a CKC Member, CKC Rostered Player, and a CKC DAO Owner.

**CKC Member:** A CKC member is a part of the Coastal Kong Club community, and is granted access into the Club Lounge. As a member of CKC you help promote the club, submit your Kong for tryouts, and are able to help shape the direction of CKC through our idea-lab channel, All Hands meetings, and personally speaking with the founding team. It is important to note that



not all CKC Member's will have a rostered Kong. We are keeping CKC Member's top of mind when it comes to creating value associated with the \$CKC tokens.

**CKC Rostered Player:** A CKC Rostered Player will begin as a CKC Member, but will also have their Kong on a minimum of 1 active roster for CKC. A rostered player will retain a fair percentage of the rental income for each of their individual Kong's on the starting roster, while the remaining income goes towards the CKC Treasury. Should a Kong be selected for the roster, the Kong's owner will also receive \$CKC or other future governance tokens. CKC is offering a branded club for the Kong holder's to rent their Kong, and so having a rostered Kong does not also come with DAO ownership. DAO ownership stays in effect for a lifetime or until the owner sells their CKC NFT thus surrendering ownership, while a roster is forever adapting.

**CKC DAO Owner:** Per section 3, the long-term goal of CKC is to allow for DAO governance. Our currently developed assets, such as \$CKC may or may not play a key role in voting and governance of the DAO moving forward. However, upon acquiring one or multiple Club NFTs, CKC will decide upon a blockchain compatible asset that will allow for holders to become members of the DAO.

#### 4.1.2 Profit Sharing Summarized:

**CKC Members:** A CKC Member does not have access to profit sharing through the Community Wallet unless they also purchase an ownership stake in the DAO.

**CKC Rostered Member:** A CKC Rostered Member will receive a fair percentage of the rental income from each of their Kong's rostered in any of the active CKC rosters. The remaining income of the rental will go into the CKC Treasury in order to secure partnerships, cover operating costs, and for the team to act on initiatives as voted for by the DAO owners. It must be noted that the management team of CKC will possibly need to negotiate roster contracts on a case by case basis.

**CKC DAO Member:** A CKC DAO Member will maintain their partial ownership in the DAO which will grant them both voting power and revenue share from the CKC Community Wallet. Payout schedules will be finalized once the founding team has finalized gameplay research and calculated expected revenue.

#### 4.1.3 How to Join the CKC:

All CKC Members must apply through our application process. The application will also be linked to our website [www.coastalkongclub.com](http://www.coastalkongclub.com). The application process is handled on a rolling basis, and up until Club NFT minting, all Kong's, barring certain factors that would result in a



non-acceptance such as zero social media presence or membership to a competitor, will be accepted.

Future applications post Club NFT minting will be accepted if the applicant is able to fill a need on a roster with their Kong(s), and possess a predetermined amount of \$CKC.

## 4.2 Club Roster

Due to uncertainty in current gameplay dynamics, this will be updated as RKL continues to create and share their gameplay algorithm. The goal for CKC is to win championships at the highest and most competitive level. CKC will use the “pre-season” to piece together the best 30-120 Kongs (depending on RKL Club NFT acquisitions) possible to compete at the highest divisions. The CKC Club Member owned Kongs will be considered “practice players”, and will be moved into the active 30-120 Kong rosters in order to build the most competitive roster(s). Time frame of Kong roster will also be dictated at a later date, due to RKLs breakdown of when Kongs will be locked into clubs (whether that be days, games, weeks, months, seasons, etc.)

## [5] Activities Roadmap

### 5.1 Ideation

- The founding team would like to establish that these ideas are in the incubation phase and we welcome all of our club members to add to the pipeline. This is a direct ask from all of you to share ideas for what you would like our club to offer.
- In order for CKC to interact with our fans within the metaverse, we believe that NFT collections should be made available to our fans.
- Current ideas for these collections are as follows:
  - Game worn jerseys for sale
  - Season tickets
  - Championship momentos that are limited edition and thus collectibles.
  - Dated patches for sale from our sponsors
  - Merchandise directly related to sports gambling to keep CKC in front of the real world bettors.



## 5.2 Timeline

