

Strategy Paper

NMKR x OREMOB: Powering the OREMOB Economy



Formalizing the Partnership between NMKR & OREMOB

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Executive Summary

NMKR and OREMOB, long-standing partners in the Web3 space, are enhancing their collaboration by designating the \$NMKR Token as the official token for the OREMOB ecosystem, specifically for their new product, ENCASE.ART.

This strategic move aims to foster a circular economy that benefits both communities, leveraging the strengths of each to drive mutual growth without OREMOB creating a separate token.

The key aspects of the partnership include:

- An allocation of 50 million NMKR Tokens to OREMOB team, vested over two years with a 2% monthly unlock thereafter.
- The implementation of a loyalty program where OREMOB holders can earn NMKR Tokens by staking and encasing their NFTs on ENCASE.ART. 20 million NMKR Tokens will be allocated to this loyalty program.
- The commitment of 4% of OREMOB's net revenue (excluding physical production cost & shipping) over the next two years to buy back and permanently burn NMKR Tokens from the open market, supporting the token's value and scarcity.

This expanded partnership underscores the trust and commitment to quality that both NMKR and OREMOB share, aiming to elevate their ecosystems to new levels.

Background

OREMOB

Initiated by Berlin artist ORE ORE ORE and Metadibs.io, OREMOB is the evolution of a successful Web3 anime project that began in 2021.

Characterized by its engaging narrative, unique visual identity, and strong pop-culture influences, OREMOB's approach transcends traditional boundaries, exploring avenues in fashion, high-quality NFT and physical art, and beyond. Central to OREMOB's ethos is the goal of fostering a collaborative ecosystem within the Cardano NFT space, emphasizing the creation of intellectual property that not only captivates but also facilitates community-driven growth and innovation.

NMKR

As a cornerstone of Tokenization and NFT Infrastructure on the Cardano blockchain, NMKR empowers a wide range of projects through its advanced technological solutions. With its suite of APIs and No-Code tools, NMKR facilitates the effortless creation, issuance, sale, and management of NFTs and tokens. This has enabled NMKR to play a pivotal role in the Cardano ecosystem, underpinning over 20% of all tokens on the network. NMKR's commitment to providing scalable and accessible infrastructure underscores its dedication to collaboration and support for projects aiming to expand and innovate within the blockchain space.

The Vision

The strategic collaboration between NMKR and OREMOB represents more than a partnership; it embodies a mutual dedication to fueling the OREMOB economy and fostering shared success through the integration of the NMKR Token. This pivotal alignment underscores a collective vision for innovation, community enrichment, and sustainable growth across both ecosystems. By selecting NMKR as the ecosystem token for OREMOB, the initiative not only strengthens the bond between the two entities but also ensures that the success and benefits are reciprocally amplified among both NMKR and OREMOB holders.

This deliberate decision against launching a separate ecosystem token highlights a commitment to leveraging established strengths and resources for mutual advantage. It signifies a path towards enhanced ecosystem connectivity and utility, aiming to create a unified economic environment where both NMKR and OREMOB stakeholders can experience increased value, engagement, and opportunities for growth.

Through this synergy, the vision extends beyond individual project success to foster a broader environment of shared prosperity, setting a new standard for collaboration within the Cardano blockchain community.

ENCASE.ART

ENCASE.ART is an innovative vision and platform transforming the engagement of OREMOB NFT owners with their digital assets. It introduces a unique combination of rewards, gamification, and community involvement to elevate the NFT experience.

In a later phase ENCASE.ART will expand its offering to other NFT projects, onboarding them as business customers, allowing them to create a unique encasing experience for their community, while generating revenue for the ENCASE.ART platform.



A typical User Journey on ENCASE.ART will look like this:

1 Connect Wallet

User connects their wallet containing OREMOB NFTs to ENCASE.ART.

2 Stake NFTs

The user chooses one or more NFTs to stake, selects the staking term, and optionally adds NMKR Tokens for increased rewards.

3 Receive Encased NFT

After staking, user receives an "Encased" version of the staked NFTs, which he can use in the OREMOB ecosystem to level up.

4 Participate & Level Up

User engages in platform activities to level up their Encased NFTs, enhancing their value.

5 Earn Rewards

User collects rewards based on staked NFTs and NMKR Tokens over the staking period.

6 Unstake & Decide

At the end of the term, user decides whether to unstake their assets or restake for further benefits.

This platform will allow OREMOB holders to benefit from staking their NFTs, receiving encased NFTs & enabling Gamification for them, while also decreasing the available supply of the OREMOB NFTs. They will receive NMKR Tokens as part of the Staking Program.

Tokenomics and Monetization

This collaboration leverages a strategic tokenomics and monetization approach to ensure sustainability and joint growth:

Token Allocation: 50 million \$NMKR Tokens are dedicated to the OREMOB company, vested in for two years with a 2% monthly unlock thereafter to support long-term development and success.

Token Allocation for Staking: 20 million \$NMKR Tokens are dedicated to the ENCASE.ART Staking & Gamification program. These Tokens will be distributed directly to users of the Staking Program.

Buyback Program: 4% of OREMOB's revenue including ENCASE.ART will be used to repurchase NMKR Tokens and permanently burn them over at least 12 months, aiming to improve the token's value and stability, benefiting stakeholders.

This plan is not a replacement but an enhancement to NMKR Token's existing functionality, emphasizing our commitment to ongoing growth and mutual benefit.

Further unannounced projects & products will follow.

Legal and Regulatory Compliance

Recognizing the importance of compliance in the evolving digital asset landscape, the NMKR Token is fully regulated and issued in Liechtenstein. With two legal opinions affirming its status as a Utility Token, stakeholders can engage with the project confidently, knowing it adheres to stringent legal standards.

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Conclusion

The partnership between NMKR and OREMOB, symbolized through the "NMKR x OREMOB: Powering the OREMOB Economy" initiative, marks a significant milestone in the evolution of the NFT and blockchain landscape. By integrating the NMKR Token as the ecosystem token for OREMOB and leveraging innovative platforms like Encase, this collaboration sets a new standard for value creation and community engagement within the digital asset space.

The strategic allocation of NMKR Tokens to OREMOB, coupled with a forward-thinking monetization strategy through a token buyback program, underscores a commitment to sustainable growth and shared success. As we look to the future, the roadmap outlines a clear path toward expanding the ecosystem, enhancing NFT utility and interactivity, and fostering a vibrant community of enthusiasts and stakeholders.

"NMKR x OREMOB: Powering the OREMOB Economy" is not just about the immediate benefits it brings to token holders and NFT collectors. It's a testament to the power of collaboration and innovation in creating a more interconnected and dynamic digital economy. As we move forward, we remain committed to pushing the boundaries of what's possible, ensuring that our ecosystem remains at the forefront of the NFT and blockchain revolution.

We invite all stakeholders, from NFT collectors to blockchain enthusiasts and beyond, to join us in this exciting journey. Together, we will explore new frontiers of digital ownership, community engagement, and value creation.