

# METaverse CAT CHARMS NFT

## Whitepaper

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# INTRODUCTION


Metaverse Cat Charms (MCC) is an NFT collection that combines our passion for comic design, Web3 native business models, and the need to create awareness for the risks that “Life in the Metaverse” will bring upon our generation. The elements of MCCs are hand-drawn and the characteristics are inspired by popular internet culture. The MCC world holds an exciting journey that includes fun and exploration, stake to earn, and educational experiences revolving around the metaphysical story of our characters.

The initial GENESIS MCC collection comprises 10000 characters that live forever on the Ethereum blockchain utilizing the ERC-721 NFT standard. They have unique characteristics and are split into 2 mirroring factions (Yin-Yang style) Our founding team has a ton of fun while working hard to create the MCC metaverse in combining elements of Visual effects, Gamified experiences, and Web3.

We’re driven by our love for artwork and our mission for a safer metaverse but we are also laser focused on creating value for different stakeholders who immerse themselves in the MCC metaverse. NFT Collectors, Metaverse enthusiasts, futurists, Crypto farmers, Artists, and Investors. The GENESIS collection is the foundation for the evolution of the MCC lore, evolutions (Ultimate Cat Charms and 3D MCCs and economy).

# THE NFTS

The Metaverse Cat Charms – GENESIS collection is developed as ERC-721 NFT tokens on the Ethereum blockchain. This choice creates the property that every Genesis MCC is uniquely synthesized and stored as part of the blockchain. The choice of the Ethereum blockchain and ERC-721 token format ensures that our metaverse will have continuity, scalability and that our project will interface with the most widely used marketplaces, ecosystems and wallet operators. This makes our NFTs more valuable to users and stakeholders.

What are the MCCs made of? They are constructed as a randomly generated combinations out of 14 different characteristics or traits. 13 of those are visual and the last one is a metric of influence or power that each charms exerts to its owner. Different MCCs can share characteristics but no two MCCs are the same. There is 1 rare MCC for every 9 common ones! In total there are more than 210 unique hand drawn characteristics in our GENESIS MVV collection 

There's no Yin without Yang, Up without Down, Strong or Weak side to your self.... That is why we chose to make the MCCs according to the concept of duality that lives in every natural entity. They are divided in 2 different factions; Bright and Dark lucky charms. The two sides share some visual characteristics but there's also many attributes that are unique to each side.

Which one will choose you as owner? Bright, Dark, Common or rare MCC?

# THE NFTS

But we don't stop there. MCCs also hold talismans of influence that describe behaviors of Metaverse citizens that should be encouraged or avoided at all costs.

For example the golden 🍀 represents the value of courage and leading by example while the 😬 symbol reminds us that fear is a feeling we should rationalize and change. Every talisman carries a message and we hope that owners gain strength and step on the path to self-improvement with our NFTs.

On the technical side; every NFT is comprised of the Ethereum blockchain entry and metadata. The metadata is the visual layers and other attributes. The finished MCC picture is a 24Bit colour, 2000x2000px image. These metadata are stored on the IPFS server. IPFS is not a centralized server. On the contrary, it is a fully decentralized, peer-to-peer network for storing and sharing the data in a distributed file system. Upon minting no one can ever change the unique link of an MCC NFT with the data in the IPFS server. IPFS is immutable.



# UTILITY

MCC NFTs provide utility as redeem tokens and assets with functionality. MCC owners will be able to redeem their tokens and participate in future private sales and promotions, as well as future educational events.

The functionality of our GENESIS MCC begins right after minting. This allows owners to stake their NFTs in the lucky temple and receive daily rewards of our utility token, \$FORTUNE. By creating a token economy, we will set the foundations for a strong and rewarding MCC ecosystem (or Metaverse J ) that will multiply fun, and value for our members. Owning more MCCs will increase the number of tokens you get. Rare MCCs also earn more tokens than the common ones.

## Here's how \$FORTUNE can be used:

1. Staking reward. MCC owners will be incentivized to stake their NFTs to receive rewards in the form of our utility token \$FORTUNE
2. Unlocking free mints. Owners who hold a Bright and a Dark MCC will be able to mint a Unique and personalized Ultimate Lucky Cat Charm by exchanging a number of their earned \$FORTUNE tokens. This Ultimate lucky charm will be created with a mix of a breeding and personalization process. This means that the NFT will include certain elements of the two MCC " parents" and also the user's input for the name, lore, and personal message. Detailed information will be included in the corresponding white paper after the GENESIS mint. Holding our token will also allow for a user to exchange for more collections such as Metaverse and AR ready, 3D MCCs, and other derivatives.
3. Access exclusive content. MCC owners will be able to exchange \$FORTUNE token in 3D worlds, collabs, merch, and educational events that are part of the Metaverse Cat Charm roadmap. This content will be hosted on Web3 secured servers only.

# SUPPLY

## GENESIS NFTs

The complete collection of GENESIS NFTs contains 10000 unique MCCs. This comes down to 5000 Dark MCCs and 5000 Bright MCCs. This is the final number and no other MCC will ever be produced as a result we safeguard the MCC metaverse from price erosion due to inflationary phenomena. The minted MCCs will live forever in the Ethereum blockchain.

In the case where any GENESIS MCC NFT remains unmined after the 3 rounds of sale, the assets will be transferred to the MCC wallet storage and their further allocation and distribution remains at the discretion of the MCC company.

## \$FORTUNE utility token

The maximum supply of the MCC utility token is set at 1,000,000 \$FORTUNE. It is not possible to increase the number of tokens hence the nature of attributing value to the token is deflationary. Added value will never be diluted in an ever-increasing amount of tokens. \$FORTUNE is an ERC-20 token on the Ethereum blockchain and will be used for several different use cases within the MCC metaverse. The token is a “utility token” and not a token that has any value outside of the MCC metaverse. With this statement and the necessary actions that we will take we avoid the risk that \$FORTUNE is seen as security in countries such as the US and that we potentially infringe the terms and conditions of Opensea.io (NFT collections that return tokens seen as securities usually get taken down)

Keeping the supply of \$FORTUNE low outside of the MCC metaverse is key to providing a higher value to token holders. We will incentivize the staking of the token and use it in high value-add purchases within the MCC metaverse.

\$FORTUNE used for purchases in the MCC marketplace will be burned to further increase the value of the remaining tokens. This means that it's sent to a wallet with unknown keys.

Furthermore, when owners stake their \$FORTUNE and provide liquidity in the Liquidity pool for the ETH-FORTUNE pair they will earn a high APY%



# NFT ALLOCATION

## GENESIS NFTs

A total of 10,000 GENESIS MCC NFTs will be allocated to owners in four events. 200 are reserved for the owners and will be also distributed to winners of our giveaway competitions.

500 will be offered via a whitelist system to the first 500 FAM members of our community. The requirements to join our FAM whitelist will be shared in our discord server and a member who makes this exclusive list is assigned the role of Meta-FAM. The whitelist system will ensure that our first members will not be hampered by uncontrolled gas prices and also that they are guaranteed to have one (1) minting slot in this event. FAM members will also benefit from the lowest minting price possible as a reward for their early support and enthusiasm.

- 2222 MCCs will be allocated via a whitelisting system in the next Sale event. The whitelist status is earned in our discord server by proving that you are genuinely interested in the project. In this case, our moderators will assign you the role of Meta-VIP. Meta VIPs will benefit from a guaranteed minting slot (1 only) and a lower price than the final public sale. 7078 MCCs will be offered in the final public sale. These will have a flat price of 0.88 ETH and our members will finally be able to min one-offs or mint in bulk. Up to 10 MCCs are possible to be minted at once

Event	Supply	Price [ETH]	Period
FAM Sale	500	0.045	23 Feb
WL Sale	2000	0.069	5 March
Public Sale	7200	0.088	7 March
Free Mints	≈100	0	23 Feb – 7 March

\* The MCC team reserves the right to shift the above dates in accordance to user demands in order to create more value for the members of the Metaverse Cat Charms

# TOKEN ALLOCATION

## \$FORTUNE utility token

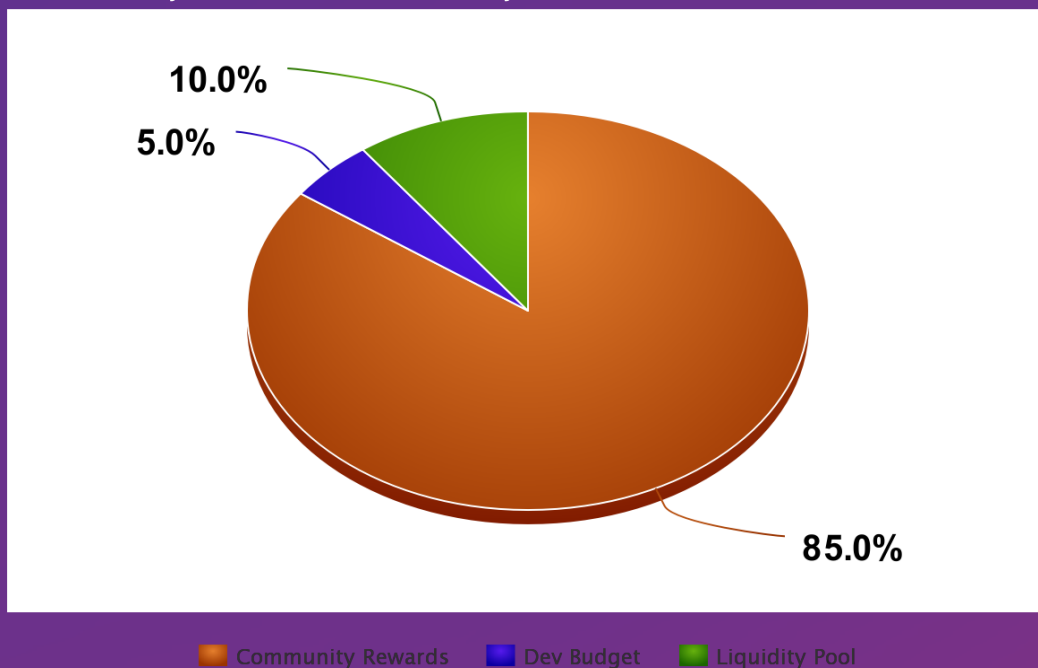
\$FORTUNE token will be made available immediately after the reveal event when we introduce the Lucky Temple as a staking and reward platform for the MCC owners. The total supply will be 1 Billion \$FRTN

The allocation of the token will be done as:

- 85% are given as staking rewards.
  - 1000 \$FRTN per common MCC per day
  - 1800 \$FRTN per rare MCC per day

*Please note that the above rewards are valid for MCCs minted in the public sales. MCCs minted in the pre-sale rounds will earn higher \$FRTN*

- 10% reserved for the liquidity pool FRTN/ETH
- 5% reserved for spending on development of the roadmap. It is unlocked only when 50% of the reward budget is allocated.
- The rules of this distribution and allocation and part of the Ethereum blockchain and cannot be changed or altered by anyone thus providing trust and security to the MCC economy.



[mcc-charm.com](https://mcc-charm.com)



# RARITY



The properties of an ERC-721 based NFT makes it inherently unique and that no other ERC-721 can share the exact same " position" in the Ethereum blockchain. Yet for our collection we use the term rarity to describe the difference between common and rare characteristics of the GENESIS MCC NFTs. Rarity is considered when appraising the value of NFTs as the most wanted characteristics are the most visually impressive and hard to get. Our rarity system also corresponds to a division of the 10,000 characters between common and rare MCCs with a 90/10 split. Rare characters also provide a higher yield of \$FORTUNE in the lucky temple so their value is quite high - by design - in the MCC metaverse.

We will publish a detail report of the actual distribution of the characteristics in the GENESIS MCC NFT collection right after the reveal event.

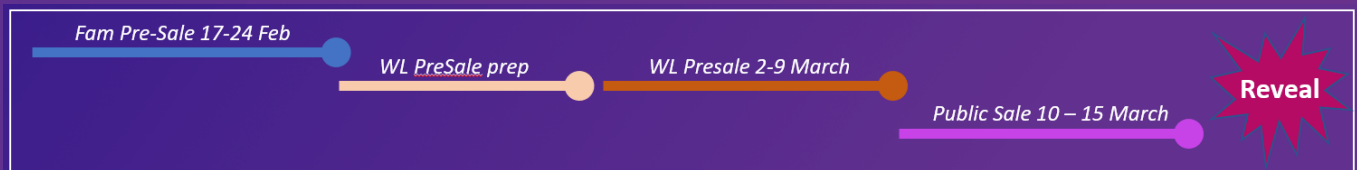
Hereby the number of different characteristics that are used to compile the 10,000 GENESIS MCCs.

Attributes	Number of Variations
Orientation	2
Background	13
Base	11
Glow	20
Charm	20
Eyes	19
Eyewear	5
Headwear	52
Head Accessory	1
Head Overlay	1
Mouth	5
Skin	20
Garment	42
Wings	3
Power	57 (will be shown as distribution and not number of states)

# REVEAL

After our 3rd sale is completed, we will hold the reveal event after 24 hrs. The reveal event will be announced in our discord server and social media accounts as well.

The reveal event marks the moment when each NFT will be made available for their new owners to use as they would like. We want to incentivize the new owners to maintain ownership of their newly minted NFTs and that is why we incentivize them to hold for 72 hours in order to be selected for winning ETH. Furthermore after 72 hours the staking platform and reward program will be officially initiated. The lucky temple will be open.



\*When we sell out earlier we will proceed asap to the next sale round

# ROYALTIES

NFT Royalties is a percentage of the sales price each time and NFT is sold on a marketplace. These payments continue in perpetuity as they are executed automatically by the smart contract and/or the NFT marketplaces. For most of the marketplaces the founder can choose a royalty fee in their platform. The standard range is 5-10% in almost all NFT collections.

Our GENESIS collection has a 5% Royalty that is collected in the MCC wallet every time an MCC is sold. The royalties will be fed back to the MCC metaverse to grow the value that our members will get. 50% of the royalties will be held as rewards to owners of the Ultimate Cat Charms in the future. The distribution will be done automatically via airdrop and the tables below give an idea of the amounts that can be gained per owner

The other 50% of the royalties will be used as innovation budget and allocated in development and/or marketing of the MCC brand and metaverse.

With such an allocation of the royalties we will maximize the value that is returned back to our loyal members.

Scenario 1. Only 1000 Ultimate Cat Charms are minted		
Total secondary Sales in marketplaces	Total royalties for Ultimate Cat Charms owners	ETH airdropped per Ultimate Cat Charm wallet
1000	250	0.25
5000	1250	1.25
10000	2500	2.5
30000	7500	7.5
100000	25000	25

Scenario 2. All 5000 Ultimate Cat Charms are minted		
Total secondary Sales in marketplaces	Total royalties for Ultimate Cat Charms owners	ETH airdropped per Ultimate Cat Charm wallet
1000	250	0.05
5000	1250	0.25
10000	2500	0.5
30000	7500	1.5
100000	25000	5