

# *official* **NFT**®

Whitepaper



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# Abstract

OfficialNFT® is a dynamic NFT ecosystem that enables individuals, artists, brands and entities to mint and deploy a suite of highly customizable smart contracts in a well-curated marketplace with optimal user experience for both minters and end retail buyers.

Many NFT marketplaces have attempted to focus on taking care of the art space, we feel that our marketplace can both celebrate art and their creators as well as utilize the NFT functionality for a full range of purposes.

Several of the NFT ecosystems in existence describe themselves as NFT marketplaces that target the world of digital art, sports cards, trading cards, while many categories and niches beyond art are poised to use NFTs but yet to find customizable smart contracts and a marketplace to optimize their uses.

OfficialNFT®, offers a myriad of non-fungible tokens, such as art, censorship-resistant domain names, proof of authenticity, recurring revenue models, purchase reveals and corporate-linked NFTs.

OfficialNFT® is a seamless marketplace that allows creators to easily use our innovative tools and UI to craft whatever NFT they need or have a use case for with ease. It is designed to be used at any level, from the student artist to the creative professional. "No code" NFTs with a host of options and capabilities.

For entities that need to produce smart contracts for a business, game, or any digital project on the blockchain, OfficialNFT® will become their go-to solution. Every item sold on the platform can have a fixed price, be auctioned, or even added on a declining price listing.

With OfficialNFT®, clients can easily verify if a product is authentic by using the NFTs that businesses originally minted. This will reduce the cases of clients buying counterfeit products. Big brands lose billions annually to fake products, and this issue can be solved by OfficialNFT®.

It also allows buyers of genuine products to mint an NFT, adding details such as specifications, instructions, warranty and serial numbers to match and verify authenticity. When they decide to resell the genuine products in the future, they can provide proof of authenticity and all the details the new owner will need to encapsulate in the NFT. OfficialNFT® offers brands a recurring stream of income, when they mint NFTs on the platform and earn when their clients resell products in the secondary market and keep the transaction on-chain. The use cases for OfficialNFT® are numerous.

\$OFCL is the native utility token that fuels the OfficialNFT® platform. The \$OFCL token facilitates the transactions inside of the OfficialNFT® marketplace. Users need \$OFCL to buy and sell NFTs on the platform. Besides, \$OFCL offers users access to the other goods or services of the OfficialNFT® platform. Holders of the \$OCTL token can buy a special status on the platform to activate extra features. Below you can find more use cases of the \$OFCL.

## Discounts when purchasing/selling NFTs on the platform

Purchases done with \$OFCL will be offered special platform fee discounts.

## Facilitate the minting process on the platform

The \$OFCL token will grant creators and brands the chance to massively reduce the minting costs and access to the premium features of the OfficialNFT® platform.

Soon, the platform will introduce an array of whitelabel opportunities and solutions supported by the project's native tokens.

# Introduction

The NFT ecosystem has been bubbling recently with the likes of celebrities and acclaimed music artists producing amazing NFTs and profiting nicely from them. Celebrities are embracing the NFT ecosystem daily, and minting creative memorabilia for their fans. We have also seen the inflow of big sports and entertainment brands, trying to immerse themselves into this innovative structure. Big NBA teams are minting NFTs for their fans to buy, and at the moment, many of them are thinking of opting for NFT tickets instead of digital or paper tickets for their games.

At present, most of the NFTs sold are focused on digital artworks. Disaster Girl, a popular meme of a girl smiling at some firefighters tackling a controlled fire in a house, was sold as an NFT for \$430,000. An artist called Mad Dog Jones sold his NFT piece, REPLICATOR, for \$4.1 million. Does that mean that NFTs are meant solely for digital artworks? OfficialNFT® is opening up a myriad of NFT opportunities to brands and businesses globally. NFTs can be used by companies to combat piracy, create an extra stream of income, and much more with OfficialNFT®.

This ecosystem is churning out new ways that brands can key into NFTs to improve their business operations.

A great importance of NFT is that it allows enthusiasts to own and take custody of a piece of their subculture. For instance, the first ever autograph done by Tiger Woods is currently owned by someone. Golf fans will do anything to get their hands on a piece of the autograph, and this would have been possible, assuming it was minted. Imagine if the owner of the autograph decided to mint part of Tiger Woods' "First-Ever Autograph", on different NFTs and sell them in the marketplace, many golf fans will pay a lot to have a piece of it.

\$OFCL is the token powering the OfficialNFT® ecosystem. The token facilitates the buying, selling, and minting process of the NFTs, and other goods and services offered by the OfficialNFT® platform. Some of the use cases of the \$OFCL will be elaborated in Part 3.0.

The importance of NFT can not be overlooked, and this is the most opportune time to maximize its capability and utility

# Opportunity

## 1.1 Problems OfficialNFT® Solves

The NFT may be a phenomenal creation, but the ecosystem that surrounds it is fraught with issues that are threatening its adoption. The typical NFT marketplace focuses solely on digital arts and memorabilia done by celebrities and big entertainment companies while ignoring other use cases. A corporate brand walks into the typical NFT marketplace with the aim of minting NFTs for their physical products, and unless they want to spend the time and effort to write their own smart contracts from scratch the opportunity is not available. The benefits of NFTs to the corporate world have not yet been explored or solved.

It is said that *'Only the wearer knows where the shoe pinches.'* This is the primary reason OfficialNFT® was born. The team behind this innovative NFT solution realized the incredible benefits of NFTs and decided to try out the marketplaces in existence to craft NFTs that will be linked to their products.

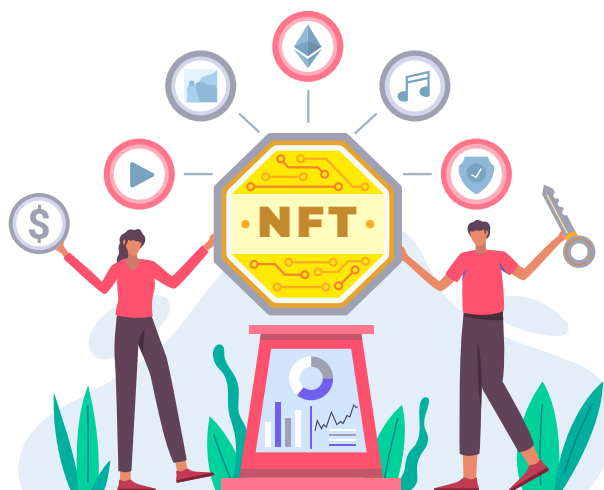
Attempting to create NFTs for a brand on one of the existing marketplaces turned out to be exhaustive and a fruitless effort. The marketplaces are focused on artist releases while offering an extremely limited amount of customization features in the UI for the smart contracts being minted. If corporate brands can create NFTs for their products, they stand to gain a lot including keeping resells on-chain, and rewarding all past owners with commissions. This will incentivize all sales to stay on-chain and provide certifiable authenticity for their products, thereby solving the problem of brands losing millions of dollars, and even billions to imitations of their brand products being sold.

The existing NFT marketplaces have churned out a series of issues that can't be solved with the current infrastructure on the ground in the ecosystem.

The ability to create a dynamic smart contract with features like multi-generational recurring royalty model, purchase reveals which are interoperable with eCommerce platforms, and NFTs connected to physical goods or assets do not exist.

**For example, Alice cannot mint an NFT that reveals a credit to her online store for physical products when Bob purchases the NFT, nor can she include commission or purchase reveals for all future purchasers and sellers of that NFT.**

OfficialNFT® is incorporating new NFT solutions to differentiate itself as a platform and its product offering.



# Business Model

## 2.1 How OfficialNFT® Stands Out

Google search “NFT Marketplace”, and you’ll be flooded with marketplaces selling digital art pieces for astronomical prices on Ethereum. NFTs are so much more than the ability to purchase a digital art piece and we’re creating the platform to offer a multitude of solutions to benefit brands and individuals. The current marketplace is not offering or building beyond the digital art play and we’re here to optimize the incredible functionalities of NFTs. This is why OfficialNFT® was conceived.

OfficialNFT® is an NFT ecosystem designed for everyone, including corporate brands to mint NFTs that are linked to whatever they want. For corporate brands, they can easily mint NFTs that are linked to their products, events, experiences, and marketing campaigns.

Yearly, corporate brands lose billions of dollars to imitations. Unscrupulous elements imitate reputable brand products, instead of crafting their own. With the coming of the internet and social media, it has become relatively easy to imitate the products of a corporate brand and pass them off as legitimate.

Brands are affected by piracy and imitation to the extent that they lose billions of dollars annually. They also lose goodwill because their customers receive illegitimate products produced at low quality.

Corporate brands stand to benefit greatly from the functionality that OfficialNFT® is offering. Fighting imitation and piracy will become greatly improved with the presence of OfficialNFT®. Corporate brands stand to gain a lot including keeping and incentivizing resells to stay on-chain, by rewarding all past owners with a customizable commission structure. This incentivizes resellers to stay on-chain and provides certifiable authenticity for those resold products in the secondary market. It solves the problem of brands losing millions, and even billions to imitations of their brand products being sold as well as providing the potential for recurring commission on resells for the brands and data that does not currently exist for resold products.

The ability to create a dynamic smart contract with features like multi-generational recurring royalty model, purchase reveals interoperable with eCommerce platforms, and NFTs connected to physical goods or assets does not currently exist in the NFT space.



## 2.2 Functionalities on OfficialNFT®

**OfficialNFT® is building the 2.0 of NFT marketplaces**, featuring differentiated NFT minting, dynamic recurring commission models, vertical solutions to register physical products to the NFTs, and “normie” UX for minters and retail buyers. An underlying feature of OfficialNFT® is to construct an NFT ecosystem that provides optimal value to all participating in the ecosystem.

### Use Case A:

Alice mints and places an NFT on the OfficialNFT® marketplace. Bob buys the NFT and receives a credit for Alice’s online widget store of \$100 upon purchase of the NFT. Bob can then sell that NFT on the marketplace again for \$100. Alice will receive a commission from Bob’s sale as the creator. Dave (the new buyer) will receive a new, unique reveal upon purchase with a new \$100 online store credit to Alice’s online widget store. This sale with commission and reveal structure can continue infinitely.

(I would like a graphic here illustrating the commission structure)

### Use Case B:

Alice wants to sell a pair of Nike sneakers she bought on StockX. Our NFT solution solves the issues associated with selling sneakers online. Alice creates an NFT for the sneakers she owns. She includes photos of the sneakers, the StockX receipt, and any other verifiable information to certify authenticity. Bob buys the NFT from our marketplace and triggers the shipment of the sneakers to the address Bob provided. He now has certification of authenticity (the NFT) with the sneakers he has purchased. If Bob ever wants to resell the sneakers, he is incentivized to do so on the OfficialNFT® marketplace. Selling the sneakers with the NFT keeps the sales on-chain and verifiable, and Alice receives a commission on all generational on-chain sales as well as any other future sellers keeping the sales on-chain.

### Use Case B-1:

Moving this model upstream: StockX can mint the NFTs for all sneakers for sale on their site, making the product verifiable and earn commission on all resells on-chain. This model is attractive to the retailer that Alice bought the sneakers from as they would like to be included in this commission structure.

### Use Case B-2:

And taking the model to the top of the stream: Nike can mint the NFTs for all sneakers they produce- making the product verifiable. Nike then earns a commission on sneakers resold and ensures their customers are purchasing verifiable Nike products. This solves 2 very big problems for Nike. It keeps their products verifiable and enables Nike to capture commission from their products that are being resold in the very lucrative resell market.

This model is attractive to the brand as they are at the top of the sales structure and can incentivize and dictate the commission structure on the resells of their sneakers. Nike is losing billions of dollars per year by not having this solution in place.



## 2.3 Economic Growth & Potential Benefits

The NFT marketplace business model is an intriguing one that has the potential to grow annually. When blockchain technology was introduced decades ago, many of the innovative solutions that it now hosts were not presented during the infancy stage. The same can be said for the NFT realm now. Though the NFT world is still at its infancy stage, it is currently worth over \$90 billion. Very few features and innovations currently exist, yet the market is worth that much. With the coming of the OfficialNFT® marketplace offering new and innovative NFT features to corporate brands globally, the value of the ecosystem will soar because of the influx of new participants-corporate brands.

OfficialNFT® marketplace and its Whitelabel solution provide a platform to build an industry that will exponentially scale in the next 10 years.

With our existing business-to-business network, we can collaborate with thought leaders and category winners in industries such as apparel, sportswear, sneakers, bicycles, e-bikes, influencer marketing, outdoor equipment, trade shows, professional sports leagues, EDM festivals, music merch and music festivals. Our team's combined experience of over 80 years in these industries enables us to leverage our experience and credibility to optimally position our effort with OfficialNFT®. Like those that positioned themselves during the early stage of blockchain technology are reaping their smart and rational decision, OfficialNFT® and its stakeholders will enjoy the same perks of the progressive steps they're taking now.

The fact that OfficialNFT® is solving some crucial business issues and opening up a new source of revenue to brands will make it irresistible for a long time to come.



## 2.4 OfficialNFT® Decentralized App

OfficialNFT® is incorporating its incredible features in both a mobile and a web app that are designed to be seamless for users.



### Mint NFTs easily

The user interface guarantees to offer a seamless user experience, allowing users to easily mint their NFTs and link it to their brand products without typing any line of code. Minting an NFT on OfficialNFT® is a walk-in-the-park process as there are easy-to-understand step-by-step guides layered on the UI to smoothly guide users to success.



### Dedicated Customer Support Team

Once the marketplace is live a thorough customer support team is on hand every day to field questions, offer solutions and take suggestions from users. We have a Discord and Telegram to build community and collect feedback, assist developers and build culture. OfficialNFT® is customer-centric and for the past 14 years, we've been interacting, engaging, and improving our CSR. We have existing infrastructure and experience to scale customer service needs.



### Auctioning

The app allows them to not only create NFTs, but peg prices or carry out an auction. In an auction, potential buyers bid on the minted NFT.



### Originality tracing

Those with the OfficialNFT® app can easily check the originality of a product in the ecosystem. This will cut down on imitation and piracy of premium brand products.



### Smart Contract Functionality

The app allows users to enjoy functionalities and innovations like creating smart contracts from the comfort of one's home.

## 2.5 Market Opportunities For OfficialNFT® Services

Brands need NFTs for numerous reasons, and OfficialNFT® is the one-stop ecosystem to make that happen. A significant reason that NFTs are important to corporate organizations is that they can be minted to represent their digital files like video, audio, and art. The versatility of NFT is intriguing because it can be linked to anything digital from products, to licensing, down to real estate, and so on. Using NFT in your brand's marketing storytelling strategy will revolutionize how your brand is seen because of an increase in interest in NFTs globally.

### NFTs allow brands to do the following:

- Present a unique brand experience
- Improve the level of awareness surrounding the brand
- Motivate clients and prospects to interact with the brand using calls to action and on-chain incentives
- Produce interest in the brand and the products it offers
- If properly utilized, NFTs can drive up revenue by increasing conversions. The way the internet and social media marketing has become a crucial aspect of every smart brand's marketing strategy is the same way that NFTs should be utilized by every brand that wants to stay on top of its game. The market opportunity for OfficialNFT® is incredible because more brands are realizing the importance of minting NFTs. We will analyze some brands that are effectively incorporating into their business strategy.

### Taco Bell GIFs

Millennials tend to opt for brands that are in tune with their values, and this is why those brands that interact with them positively on social media tend to sell more than those that ignore it.

To show that they are aligned to their NFT values, Taco Bell decided to sell taco-themed NFT GIFs to support the Live Más Scholarship. Twenty-five NFTs were placed in an NFT marketplace, and before thirty minutes elapsed, they were sold. Every NFT was bought for thousands of dollars. Incredible, right? Not only did NFT make a buzz on social media for doing this, but they also created a new revenue source that earned them thousands of dollars in less than thirty minutes. With NFTs, corporate brands can improve their brand awareness, create an alternative revenue source, and even support a good cause.



## RTFKT Digital Sneakers

New and unknown brands can also use NFTs to their advantage in a way that disrupts the market and makes a name for themselves. RTFKT tried this and it worked for them. They created an NFT sneaker for the Chinese New Year, then placed it up for auction. It created the needed buzz and raked in \$28,000. Amazing, right?

It is intriguing that a young brand can pull this off because of NFTs. Imagine minting an NFT sneaker that can not be touched or worn for that amount.

They did not stop there. Another NFT sneaker was minted by this firm in partnership with FEWOCiOUS, an 18-year-old artist, and it sold for \$3 million. Since NFTs are in their infant stage, it is an awesome time for brands to immerse themselves into the ecosystem and features. It is a perfect way for marketing teams to create a buzz and build a group of loyal fans through NFTs.

Brand marketers should analyze what RTFKT is doing, and incorporate it into their marketing strategy. Churning out a limited edition of memorabilia to announce a special event or celebrate a holiday can turn a brand's marketing campaign around. These NFTs can be given for free to the first clients or can be auctioned by themselves. Partnering with influencers in pop culture to mint a limited edition NFT for your brand could seal the deal for you.

## Kings of Leon 'When You See Yourself' Album Launch

It's not news that the music industry is highly competitive. In order to succeed, artists and music industry executives must differentiate themselves from the competition. Creating innovative ideas for your loyal fanbase is not an easy process for anyone. How did The Kings of Leon do it?

Instead of releasing the typical digital album that other artists and bands do, they took it up a notch by releasing it as an NFT.

The tokens used in this album launch come in three forms. For the first, a special album package was created. The second one comes with live show perks, while the last kind offers exclusive audiovisual art. Doing this increased the buzz around the album, and the band was thankful for it.

To drive people to purchase, the album tokens were limited and sold for only two weeks. This means that no other album token was created, making the tokens scarce and tradable. Kings of Leon know that they are the first band to do this, and they milked the opportunity. In a few years to come, the value of those album tokens will have skyrocketed.

Apart from that, the band has set itself in the hearts of its fans for future purposes.

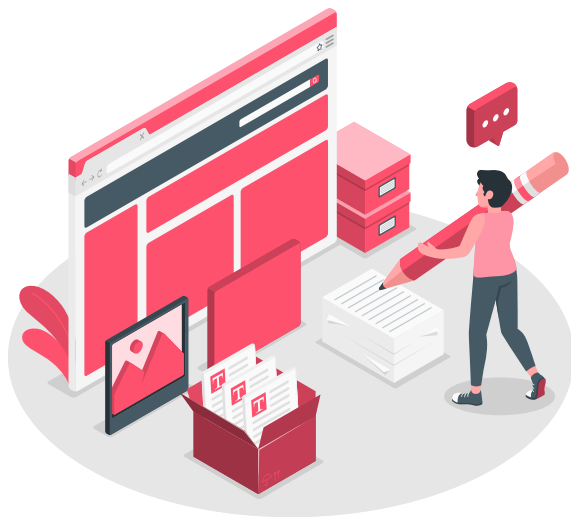


## Beeple Artwork

For everyone that has been in the NFT realm for a while, there is a great chance that you may have come across the Beeple Artwork. Before Mike Winkelmann became an NFT art legend, very few people knew him in the mainstream art circles, but that did not stop him from selling a JPG file for \$69.3 million. This milestone made him the third most expensive living artist during that period.

When the news of this rocked the NFT realm, more people became interested in what it had to offer. The auction was the first digital-only NFT auction held by Christie's, and it lasted for two weeks. It created a wave during its last hour to the extent that it had to be extended by over a minute to allow the latecomers to have a bit of the action.

An important lesson that brands should learn from this is that embracing new and innovative technologies is not a bad idea. The competition in the business world is fierce, meaning that smart brands should be disruptive to outperform. OfficialNFT® makes this possible.



## Nyan Cat GIF

Years ago, the Nyan Cat GIF burst was created and it was embraced by everyone in the digital scene. Chris Torres decided to incorporate it into the NFT marketplace recently by creating the NFT variant of the GIF. Doing that made the creator \$500,000 richer. It is intriguing that an animated GIF that everyone thought had been forgotten in the annals of time was rebirthed and given a breath of new life, then sold for half a million dollars.

Did Chris only sell the Nyan Cat GIF? He decided to auction other classic memes as NFTs, and they have been selling for a lot. Bad Luck Brian, a good oldie was bought for more than thirty thousand dollars.

From what is seen above, brands can benefit from their clients when they offer them awesome experiences. Those past ads that brands made, which resonated in their target community in the past can be rejuvenated and minted into NFTs. They can auction them on OfficialNFT®, and garner publicity. Doing this offers them publicity and another stream of income. They can easily improve their brand awareness and garner new clients.

The use cases of NFTs go on and on, and it is left for smart brands to decide to incorporate it into their business design and blossom with the flow. OfficialNFT® is here to help in the process.

# Tokenomics

## 3.1 \$OFCL Token Overview:

The Official Token is central to the utility and incentivization structure of the OfficialNFT® platform.

## 3.2 \$OFCL Token Utility:

The underlying token of this ecosystem will be instrumental in the payment of transaction fees and adopted for platform fee discounts. It will be employed in distributing early adopter rewards and airdrops for use on the platform. \$OFCL will be utilized to mint the NFTs that creators and brands are minting on the OfficialNFT® platform. The use cases of \$OFCL will be discussed below.

- Creators can only mint NFTs on the OfficialNFT® platform with \$OFCL token.
- Buyers can only purchase NFTs on the OfficialNFT® platform with \$OFCL token.
- Official customers will have exclusive access to physical products our brand produces and available for purchase with \$OFCL exclusively.
- \$OFCL can also be exchanged for visibility, which translates into sponsored ads highlighting the NFTs the seller is offering or releasing on the marketplace.
- At the Whitelabel phase of our NFT platform, minters will be required to use \$OFCL when minting, selling, and buying with \$OFCL. This expands the use and utility of \$OFCL beyond our own marketplace and to Whitelabel solutions for other brands, artists, entities utilizing the OfficialNFT® platform.

- Owning a certain amount of OFCL tokens ensures eligibility for NFT discounts.
- Discounts will save the buyer money and earn privileges when purchasing NFTs. Moreover, the seller will be able to issue their NFTs on more beneficial terms. OFCL Token will also be used to pay for advertising banners and premium placement for NFTs being sold in the marketplace.

### You can Buy / Sell OfficialNFT®s with OFCL tokens.

One of the primary utilities of the \$OFCL token is to be used for trading on the platform. \$OFCL will fuel every transaction on the platform.

- Artists holding OFCL tokens pay lower fees.
- With \$OFCL, you can purchase a special status on the platform to activate extra features including preferred placement, marketing, and advertising.

OfficialNFT® plans to introduce a suite of services that are in the development stage. They will only be accessible with a special status that can be purchased with the project's native token.

Tax: 4% Tax on all tokens sold. The redistribution of this tax goes straight back into the OfficialNFT® ecosystem by being distributed to all \$OFCL token holders.



## 3.3 Token Distribution:

### Fair Pre Sale-

Official tokens will first be offered in a “Fair Pre-Sale” method. We call it a Fair Pre-Sale as we are making the initial purchase of Official token available to our core customers first. Anybody who wants \$OFCL token can buy it but we are not making it exclusive to large investors during the pre-sale or exclusive to only our existing customers. A fair pre-sale gives the fans, customers, and believers in our brand the same ability to buy \$OFCL token as an early adopter to our NFT solution.

**Fair Pre Sale:** 1,500,000 \$OFCL Tokens are allocated for Fair Pre-Sale on an ascending discount schedule.

**Day 1-15 of Fair Pre-Sale**  
0.55\$ per token.

**Day 16-45 of Fair Pre-Sale**  
0.64\$ per token

**Day 46-60 of Fair Pre-Sale**  
0.75\$ per token

5% Discount on Fair Pre-Sale price on any purchase of 50,000 to 100,000 tokens.

10% Discount on Fair Pre-Sale price on any purchase of 101,000 to 200,000 tokens.

200,000 Cap on tokens for investors during Fair Pre-Sale

Fair Pre-Sale Tokens are locked for 90 days from the purchase date.

**Initial DEX offering:** 3,500,000 tokens are allocated at the initial DEX offering at a price of 0.88\$ per token, with 100% unlocked on the day of the listing.

**Marketing and Reward pool:** 3,000,000 tokens are allocated to OfficialNFT® marketing and reward pool. These tokens will undergo a vesting period of 3 years and will be solely utilized for driving the ecosystem with marketing of the platform and distribution of rewards to NFT enthusiasts. The reward pool will incorporate incentivization programs, reward schemes, and incentives to use tokens awarded on our NFT platform.

**Founders and Team:** 1,000,000 tokens are allocated for the founders and team building and working towards building OfficialNFT®. The team is vested in for six months followed by a daily distribution from day 180th of the listing day for the following 12 months.

**Liquidity Pool:** 500,000 tokens are allocated for liquidity provisioning pool with a 100% unlock of the day of listing. These tokens will be employed for liquidity mechanisms on exchange market pools for OfficialNFT®.

**Foundation Reserve:** 500,000 tokens are allocated as the foundation reserve, which will undergo a vesting period of 2 years from the TGE. This will primarily be used for future strategic funding needs and to fuel product development/maintenance.

**Advisors:** 500,000 tokens for advisors locked until the 6th month, following which it will witness a daily distribution from day 180th of the listing for the following 12 months.

## Initial Circulating Supply of Official

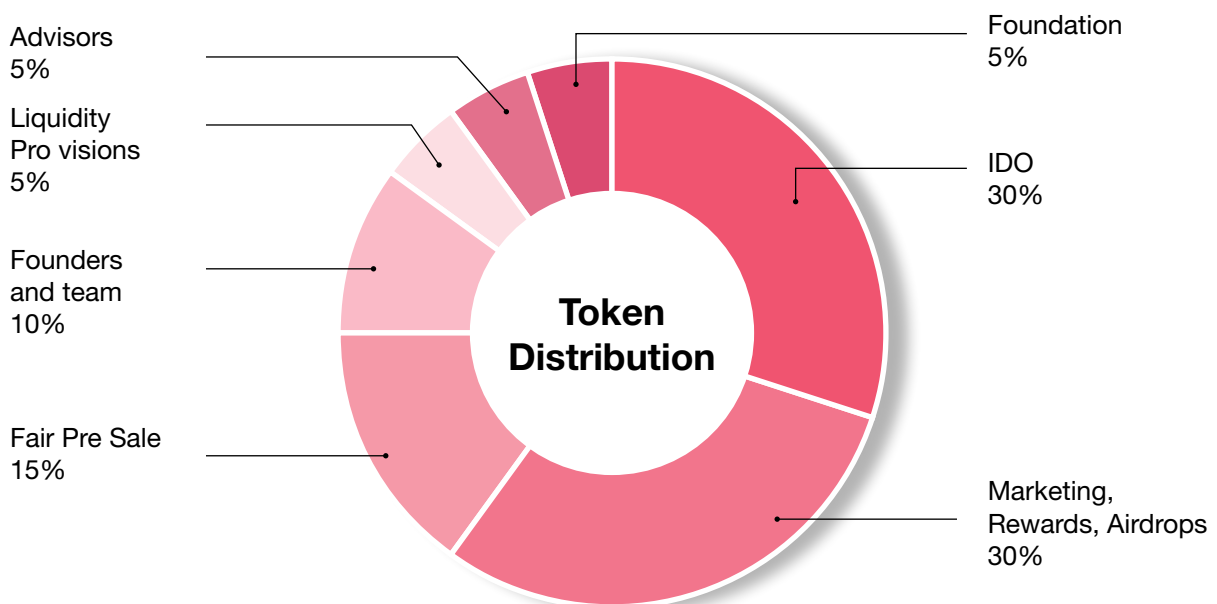
The Initial Circulating Supply of Official Tokens will aggregate to 1,500,000 i.e., 45% of the total supply with an effective market cap of \$3,465,000. This comprises 1,500,000 tokens from the Fair Pre-Sale, 3,000,000 tokens from the IDO.

## Aggregate Supply:

The aggregate supply of the Official Tokens is capped at 10,000,000.

- **Initial Market Cap:** The Initial Market Cap excluding liquidity provision will be \$3,465,000

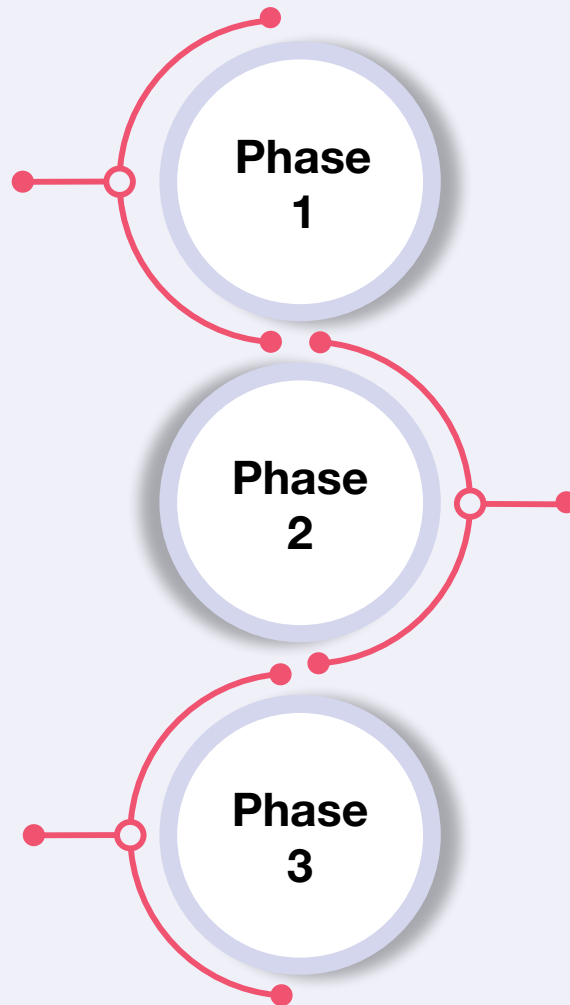
Supply	% of Total Supply	Number of Tokens	Vesting Period
Fair Pre Sale	15%	1,500,000	Locked for 90 days from date of purchase.
IDO	30%	3,000,000	100% unlocked on listing
Liquidity Pro visions	5%	500,000	Unlocked when liquidity pool is created
Marketing, Rewards, Airdrops	30%	3,000,000	3 years vesting, used completely for marketing, rewards and airdrops
Founders and team	10%	1,000,000	Locked for 6 months. Daily disrtibution on day 180 from TGE for 12 months
Advisors	5%	500,000	Locked for 6 months. Daily disrtibution on day 180 from TGE for 12 months
Foundation	5%	500,000	2 years vesting used totally for future strategic funding needs and development





# Roadmap 2021

- Release Whitepaper for OfficialNFT®
- \$OFCL Token Fair Pre-Sale
- NFTs created and available for purchase on theofficialbrand.com
- Utilization of our existing 200k social media followers and 150k email subscriber list for marketing our NFT marketplace
- mystryNFT® subscription model launch
- Phase 2 of marketplace deployed with whitelabel capability
- Launch of our vertical solutions for physical products, experiences, events and admissions connected to NFTs as solutions for our marketplace artists and brands.
- Phase 2 launch of our mystryNFT® subscription model



- Dynamic NFTs built and deployed
- Phase 1 of OfficialNFT® marketplace built and invites sent to a curation of artists and brands to participate
- Influencer marketing program for NFT marketplace
- Token Generation and Pancake Swap Liquidity Pool

# Partners

OfficialNFT is collaborating with leaders in blockchain technology, NFT, and the business world to ensure that the ecosystem blossoms. From time to time, new innovations will trickle into the marketplace, allowing users to have access to top-notch tools and features.

## Team & Advisors

Official Crown of Laurel® was founded in 2007 with the realization that an unfulfilled void for premium headwear with influences coming from skate and street fashion needed to be filled. Starting out in a garage, we were blessed with early success by producing quality headwear styles unmatched in the marketplace. Through the years we've done collaborative projects with adidas Skateboarding, DC Shoes, Keith Haring, Snoop Dogg, Alien Labs, Tony Hawk and artist Aaron Kai.

Official has enjoyed a wide array of celebrities, athletes, and skateboarders rocking our hats and accessories, including LeBron James, Lil' Wayne, G-Eazy, Schoolboy Q, James Franco, Stefan Janoski, John Cardiel, Jamie Thomas, Stevie Johnson, Neymar, Dani Alves and Zaha Hadid.

The company continues to innovate and develop categories that progress our mission. Our internal push into blockchain solutions, decentralization and differentiated products to our customer base brings us to an exciting introduction of what we've been building for OfficialNFT®. Join us in an exciting and beneficial journey into this promising space.



### Jason Maggio

**Founder**

**Founder of Official Crown of Laurel Inc. established 2007.**

**Instagram: [@officially\\_official\\_jason](#)**

**Linkedin: <https://www.linkedin.com/in/jasonmaggio>**



### Dante Pasquini

**CMO**

**Chief Marketing Officer**

**Linkedin: <https://www.linkedin.com/in/dante-pasquini-54416960/>**

**<https://www.linkedin.com/in/dante-pasquini-54416960/>**



### Daniel Rowan

**Head of Design**

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## Conclusion

The functionalities in OfficialNFT® are altering the way that brands utilize NFTs to their advantage. With OfficialNFT®, clients can easily verify if a product is genuine using the NFTs that businesses originally minted. This will reduce the cases of clients buying fake products. Big brands lose billions annually to fake products, and this trend can be solved by OfficialNFT®.

It also allows buyers of genuine products to mint an NFT, adding details to it to back their claims. When they decide to resell the genuine products in the future, they can easily show that the products are genuine to the new buyer. OfficialNFT® offers brands an alternative stream of income, where they can mint NFTs

in the ecosystem and earn when their clients purchase them and resell them, thus creating a recurring revenue model. The use cases on OfficialNFT® are numerous.

It is also opening up new revenue streams for brands globally, while offering them an innovative way to create a buzz around their products or services. With the OfficialNFT® ecosystem, marketing strategies of businesses will be aligned with the new NFT trend. We are looking forward to an exhilarating journey with our upcoming launch in 2021 as we strive towards building a well curated, intuitive, and creative NFT marketplace that empowers the NFT landscape.

**officialNFT®**

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