



# ENVOY

## ENVOY BLUEPRINT

This document is subject to review and changes - version 2.1

## Table of content

<b>3. High-level company roadmap</b>	<b>3</b>
<b>4. Introducing ENVOY</b>	<b>4</b>
<b>5. The ENVOY Network</b>	<b>5</b>
<b>6. ENVOY Label</b>	<b>6</b>
6.1 INTRODUCTION	6
6.2 TECHNOLOGY & INNOVATION	6
6.3 STRATEGIC PARTNERSHIPS	6
6.4 LAUNCHING PREMIUM NFTs	6
6.5 STANDARDIZATION	7
6.6 LEGAL STRUCTURE	7
<b>7. Introducing ENVOY VAULT™</b>	<b>8</b>
<b>8. Tokenomics</b>	<b>9</b>
8.1 INTRODUCTION	9
8.2 TOKEN UTILITY	9
8.3 DISTRIBUTION TABLE	9
8.3 UNLOCK SCHEDULE	9
8.5 TOKEN ECONOMY	10
<b>9. Showcase, Collect &amp; Earn</b>	<b>11</b>
9.1 INTRODUCTION	11
9.2 COLLECTORS DECK	11
9.3 PLATFORM ECOSYSTEM	12
<b>10. Partners and Investors</b>	<b>13</b>

## High-level company roadmap



## Introducing ENVOY

**We're a premium NFT label that helps selected artists with their creative journey in this new and thriving space, ensuring the best end-to-end services and community driven network where people can trade assets and gain rewards while doing so.**

'NFT' is probably one of the hottest terms of 2021. And with celebrities, brands, musicians and IP owners worldwide starting to realize their massive potential, NFTs are changing the game on how we perceive and register ownership of assets.

### **A new thriving and exciting ecosystem**

The basic concept of an NFT is fairly simple. It's a tamper-proof certificate of ownership and authenticity. While a Bitcoin, for example, is fungible (trade one bitcoin for another and you will hold exactly the same thing in your wallet), an NFT is non-fungible. Meaning that somewhat like a traditional trading card, if you'd trade it for a different one, you'll own a completely different asset.

Smart contracts can make sure all right owners are being credited and paid correctly, even when the NFT is sold (for potentially way more money) in the secondary market and just like with physical artwork and collectibles, the creator can still retain the copyright and reproduction rights of the work. Even though there could be millions of copies floating the internet, NFTs are designed to give the buyer something that can't be duplicated: the ownership of the actual work. This is actually no different than the physical art world: anyone can buy a Picasso print, but only one person in the world can own the original.

Forbes recently reported that the NFT market has boomed for almost 1800% in 2021, generating millions for digital artists and celebrities worldwide, but also functioning as a secondary income for musicians and actors in times where the pandemic forced the world to cancel all tours, concerts and movie shoots. It's worth noting that the NFT economy has only impacted a small niche of artists so far and even more importantly, it's safe to say that 99% of those artists' fan bases have remained untapped. There is still a long way to go and even the biggest platforms are struggling to broaden the spectrum, but this also means only the surface of a multi-billion-dollar market has been scratched and the potential upside is virtually infinite when a platform is finally able to tap into that full fanbase potential.

That's where the ENVOY Network comes in, consisting of an extended team of industry experts, aiming to fix the current NFT issues and limitations in a multi-layer plan. ENVOY also offers tailor-made solutions for all creators, from the industry elite to emerging talent, and all buyers, from top tier collectors to the millions of passionate fans who have to make do with limited budgets but are equally eager to own a piece of their favorite artist or IP.

## The ENVOY Network

### Community outreach

Our active community in various industries has proven to engage with successful launches. When new partners join our organization they instantly benefit from our network and community. Many-to-many networking is part of our growth strategy.

**“Growing an engaging community is an essential part of our business”**

### Advisory & network

Connecting the expertise and knowledge of music, gaming and cinematic industry experts.

**Martin Carvell**  
DJ MAG TOP 100

**Austin Kramer**  
Spotify Head of Dance / Sirius Xm

**Paul Doherty**  
President and CEO, the digit group

**B.Earl**  
Producer Marvel / Skyview way

**Dwayne Megens**  
A&R Smash The House

**Marlon Flöhr**  
Bassjackers (DJ Duo and Producers)

**Perry van de Mosselaar**  
CEO Smash The House record label

**Miranda Huybers**  
Activision (Call of Duty), Nvidia

**Alex Soto**  
Producer Marvel / WB / Cartoon Network

### Creative collaborations

Collabs with upcoming and established well known digital artists creating the ENVOY philosophy.

Boxcat  
Pitch Parrot  
Fixon Design  
Anthony Sieben

Carlos Dattoli  
Gurjeet Singh  
Jaroslav Kosmina  
Christopher Voultsidis

## ENVOY Label

### 6.1 Introduction

With over decades of experience in various industries we know how to find the best possible deals for our clients.

ENVOY is all about premium creators: big artists, actors, celebrities, influencers, events, movie, TV and game studios, publishers, E-sports companies and gamers, IP owners... and even the inventors of the latest TikTok dance or viral meme. Creators are people with a voice and ENVOY is here to help them shape their message and bring it to their fans and audiences worldwide.

Starting off in this fast paced industry is not easy, so where do you start? Every platform promises the world but is this really true? It's important to protect yourself from signing airtight deals and getting stuck in one place when the hype moves on.

With ENVOY we ensure you that you are fully introduced to the space and keep the freedom of creating innovative NFTs without having to worry about other facets of this already complicated industry.

### 6.2 Latest technology and innovation

Working with the latest technologies we ensure that our creations are game changing and get the attention they deserve. Our team stays up to date about the latest innovations so you don't have to.

### 6.3 Strategic partnerships

Building our brand with strategic partners to ensure our services for users and collaborations are the best in the business. Developing long term partnerships is essential and is within our philosophy.

### 6.4 Launching premium NFTs

The ENVOY label will work with tier-1 artists and will allocate a dedicated project manager and strategic partners to NFT projects.

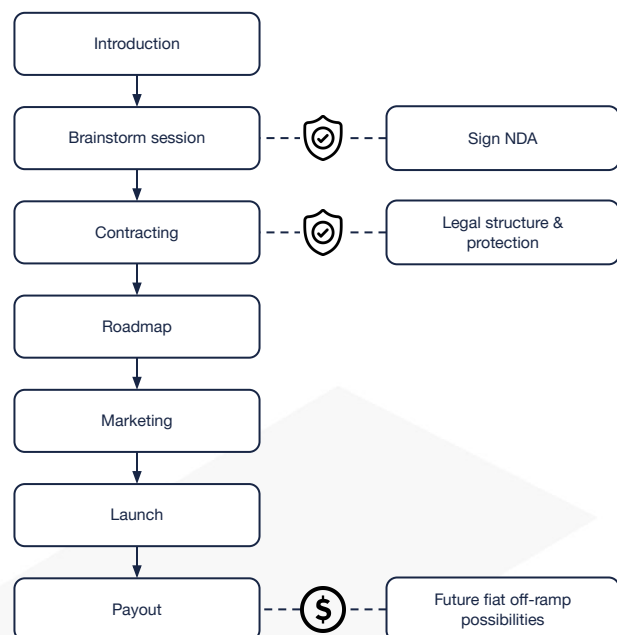
## ENVOY Label

### 6.5 Standardization of NFT productions

We use a standardized blueprint created by experts in the business and has the advantage to ensure launches on-time, professional, legally backed and well executed.

#### Workflow

- Introduction to our product and services
- Brainstorm sessions with creatives (securely with NDA in place)
- Carefully select the right partners
- Partnership Agreement proposal (Legal structure & protection from The ENVOY Label)
- Create a release planning (NFT Pipeline)
- Do a cross-industry marketing campaign
- Enable distribution channels
- Launching campaign
- Ensure a correct payout



### 6.6 Legal structure

This is probably the most overlooked but important aspect of your journey in the NFT space. Crypto is well known for its legal challenging landscape. ENVOY takes care of that, so you don't have to.

What we offer to ensure guidance and protection to our partners:

- Legal contracting and IP protection
- Airtight agreements with 3rd parties
- Liability
- Ensure creative freedom
- Fiat on & off-ramp

## Introducing ENVOY Vault™

### 7. Introducing ENVOY Vault™

A new way of utilizing ENVOY tokens within the ENVOY ecosystem.

“Vaults will unlock NFTs that are rare, collectible and **only accessible for Community Members.**”

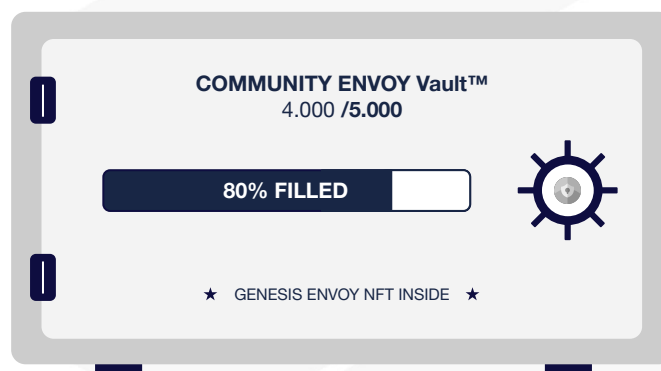
The **ENVOY Vault™** is a tool to create hype within and outside the community. Members that stake \$ENV tokens will gain **collector points**, this will reward a certain Level to your account. **ENVOY Vault™** entry is determined on what Level you are at that moment. To participate in a **ENVOY Vault™** unlock event you will need to have the right Level and allocate \$ENVOY tokens to unlock it.

Members will be incentivized to share and talk about the Vaults to their friends and family to complete their collective goal of filling a Vault, which has the chance of unlocking an exclusive community tier NFT.

The **ENVOY Vault™** will be released in different tiers and the first conceptual community version.

Community **ENVOY Vault™** conditions:

- 1 slot per user account/wallet
- Meet the required token allocation
- Vault rarity based on staked \$ENVOY token amount



\*ILLUSTRATIVE IMAGE



## Tokenomics

### 8.1 Introduction

The Envoy token serves as a coordination mechanism for the Envoy ecosystem. Throughout the lifespan of the project, users of Envoy interact with the platform through owning Envoy tokens, which upgrade their standing and status within the community. A higher level brings higher rewards and owning more Envoy token is the best way to capture the most value out of Envoys' NFT productions.

### 8.2 Token utility

- **ENVOY VAULT™**
- Enable Collectors deck
- Governance voting on platform features
- Staking
- Access NFTs
- Exclusive access to certain products or sections of the platform
- Discount on transactions

### 8.3 Distribution table

Private Sale	<b>25%</b>
Ecosystem	<b>25%</b>
Reserves	<b>20%</b>
Team + Advisors	<b>20%</b>
Liquidity Incentives	<b>7%</b>
DEX Liquidity	<b>2%</b>
Public Sale (IDO)	<b>1%</b>

# Tokenomics

## 8.6 Tokenomics

### Token Economy - Liquidity Pool Staking

Improve your rate of **CP (Collector Points)** by collecting NFTs in your **Collectors Deck**



## Showcase, Collect & Earn

### 9.1 Introduction

When researching the current NFT market we noticed a big upcoming problem that no one offers a solution for. For many it isn't even a surprise that the Non-Fungible part of the token also brings a downside, bad liquidity. When NFTs sit in your wallet and no-one is putting offers out, unlike with fungible tokens, there is zero liquidity thus, no one to sell to. Your NFT is still "worth" something, but no one is there to buy it from you. We found a solution that actually gives value to NFTs that sit in your wallet while waiting to get sold. **Meet our Collectors Deck.**

#### Problem

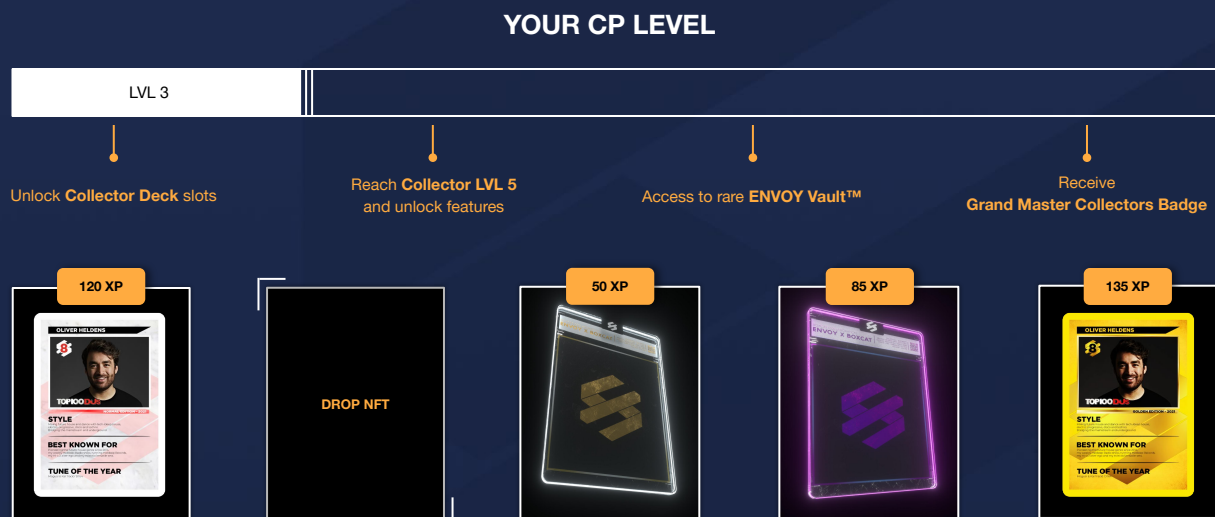
- Token Liquidity, NFT sits between thousands of NFTs on marketplaces, no visibility
- Brings no (extra) value when sitting in your wallet

#### Solution

- Showcase NFTs through social media to gain traction (Linktree style add-on)
- Create value for holding NFTs with a smart Collector Points based collecting and leveling system

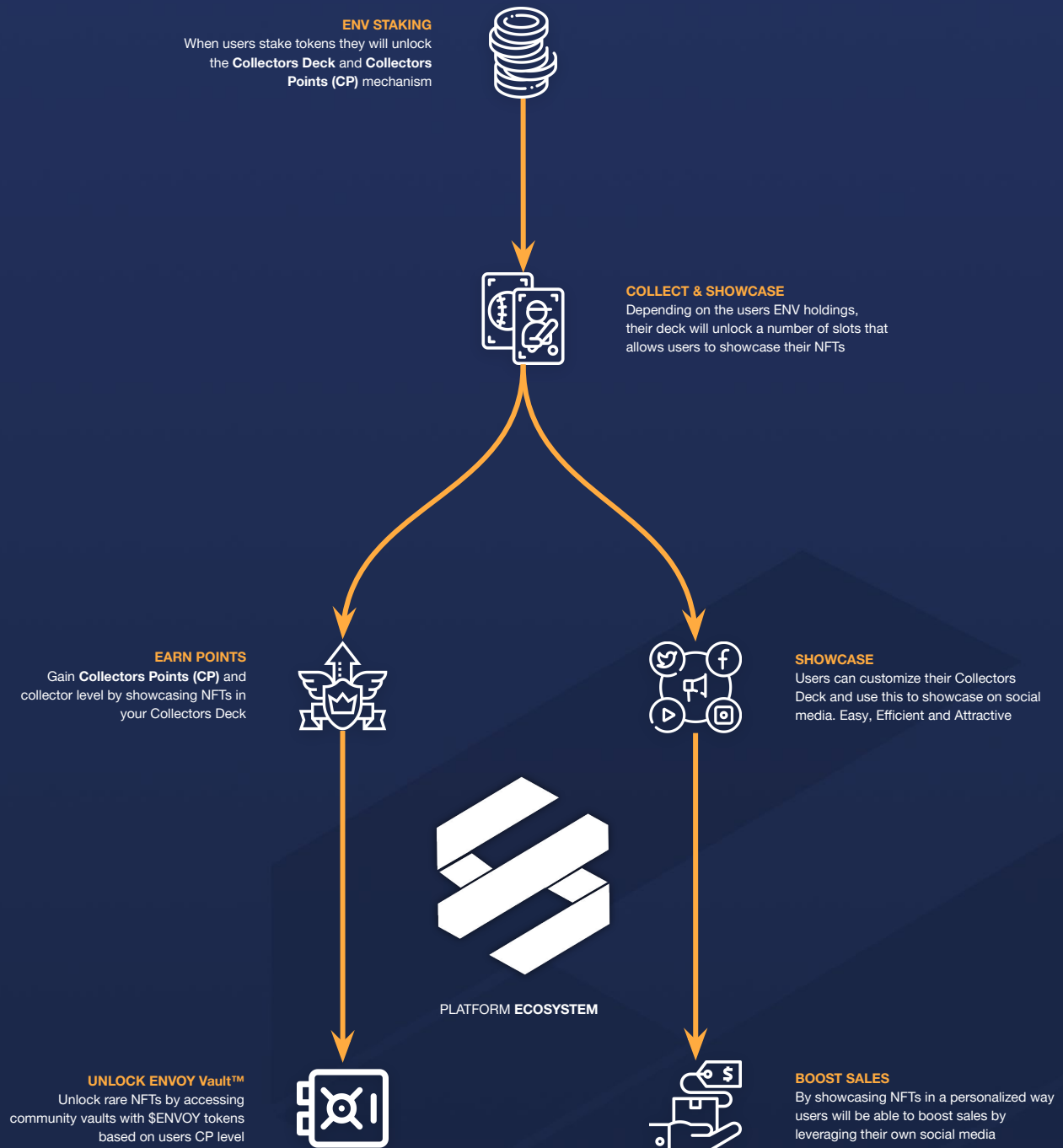
### 9.2 Collectors deck

Community members have the ability to collect ENVOY NFTs in their user interface. Users gain experience by collecting NFTs in their deck. This will allow them to unlock unique perks and rewards throughout their journey.



\*ILLUSTRATIVE IMAGE

## Showcase, Collect & Earn



## Token Launch planning



This planning is subjective to changes, please follow our socials for the latest updates!

- **Telegram:** <https://t.me/envoynetwork>
- **Discord:** <https://discord.gg/envoy>
- **Twitter:** <https://twitter.com/envoynetwork>
- **Website:** <https://envoy.art/>

## Our **Partners** and **Investors**



Paribus  
Ventures



SOLIDITY  
— VENTURES —

/// 3Commas

Stakely.vc



NFT  
TECH



SMASH  
THE HOUSE





# ENVOY

THE **ENVOY** BLUEPRINT

BECOME PART OF OUR FAST GROWING COMMUNITY



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TWITTER: <https://twitter.com/envoynetwork> MEDIUM: <https://medium.com/@envoynetwork>