

EGGSCAPE CLUB
WHITEPAPER

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EGGSCAPE CLUB
ABSTRACT

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Which came first: the chicken or the egg? An age old question of which, according to us, obviously, is eggs first.

So why is Eggscape Club? (Reference anyone? Wink Wink.) For those who does not know, 'Eggscape' is a pun or word play on egg and escape. Egg symbolises an origin, a start of something or a symbol of new life and where as escape represents breaking free. So the definition for Eggscape, one might say, is the birth of something that can break free of the current norms and from conventional thinking and Eggscape Club is a place where like-minded people gather.

What are the Easter Eggs? An Easter egg according to wikipedia, is a message, image, or feature hidden in software, a video game, a film, or another, usually electronic, medium. Our NFTs are made out of parts that comes from cartoons, anime, games and etc, so our team finds it fitting for them to be called Easter Eggs.

How many eggs we have in our basket one might ask? Only 10,000 hand-drawn, algorithmatically generated, each unique, 1000px x 1000px eggs, will ever exist on the Cardano network, or any blockchain for that matter.

The Easter Eggs of Eggscape Club not only looks dope but also will have increasing utility of which we will add over time.

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PROMISE

PROMISE

There will never be more than 10,000 Easter Eggs, ever.

There will never be any other NFTs created by us that will dilute the utility of the original Easter Eggs.

There are lores to the Eggscape, and we actually had plans to design and create another faction of a different kind of egg, code name 'Bad Eggs', as opposed to the existing Easter Eggs. Even if that were to happen, we promise it will not diminish the utility of Easter Eggs.

Our vision for Eggscape Club is to be “Everyone's CNFT Company”. Everyone who owns Easter Eggs can be apart of an organization that produces CNFTs, and potentially games, physical stores and any other businesses in the real world and so much more. To the moon!

On the other hand, it is very easy to make promises but in actual promises are hard work. Broken promises would not hurt so much if following through on a promise was easy. We will work hard to achieve our vision we have for ourselves and for Eggscape Club.

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SALE

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The sale of Easter Eggs will be divided into Presale and Main Sale.

We will launch our presale on **15th March 2022** (tentative). Only 500 will be minted during the presale at 25 ADA a piece.

Who will be qualified for the presale one might ask? Well, selected well-known CNFT projects we have collaborated with will be given 50 whitelist positions for each respective projects. Our OG role members will qualify for the whitelist too. One person, one mint. In case where there are any left overs from presale, the remaining will be opened to the public.

Once presale has concluded, main sale will begin in one week's time after presale. Main sale will have 3 price tiers as follows:

Tier I

00501 – 02500 : 38 ADA

Tier II

02501 – 05000 : 50 ADA

Tier III

05001 – 10000 : 100 ADA

The minting process will be powered by NFT-MAKER PRO.

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UTILITY & INCENTIVES

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Let us get on to the juicy stuff, it is why most of you are here afterall. Utility and incentives, right? So where do we start?

First of all, Eggscape Club will be setup to be a company that produces NFTs, blockchain games and things of that nature, and as well as potentially cross over physical retail store sales, real estate development, sales and acquisition and more.

25% of ADA generated from Easter Egg sales from Tier II and III onwards goes to Eggscape Club Treasury wallet. The rest will be distributed amongst the team.

For all following and upcoming projects, the total of Easter Egg holders can expect a 25% from sales generated after deducting fees paid to NFT-MAKER PRO and dust fees. Another 25% goes to Eggscape Club Treasury and 50% goes to the team. For example, in the future we will have a 5000 quantity wallpaper nft release, each NFT cost 35 ADA to mint. So after doing the math, 175,000 ADA will be generated, assuming fees costs 3 ADA per NFT then net sales figure should be 160,000 ADA. Holders will have a dividend of 4 ADA per Egg, 40,000 ADA goes to treasury and 80,000 ADA goes to the team.

Other than projects or products on the digital space, our team also have some expertise in the real world. For instance, one of our founder has his own F&B brand. If we were to expand his store using the ADA from Eggscape Club Treasury, it will be counted as investment from Eggscape Club, therefore net profits generated from investment will be distributed to Easter Egg holders as dividends in ADA.

Besides dividends from all upcoming projects, royalty income gained from trading of Easter Eggs will have the same sharing ratio of 25% to holders, 25% to treasury and 50% to Team Eggscape. This will be distributed quarterly and we will announce prior to the date of snapshot every quarter, so that holders can withdraw from marketplace in time.

Once Eggscape Club Treasury have streams of incoming ADA, Egg holders will be able to vote how the funds are to be utilised. We can put up proposals similar to what RatsDAO and other DAOs are doing like buying, hodling and selling NFTs when the time is right. Or we could use the funds to employ artists to do another CNFT project.

For those wondering, so far we have no intention of making Eggscape Club into a DAO because we do not have the technicalities yet. We shall look into this in the near future.

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TEAM EGGSCAPE

TEAM EGGSCAPE

Desmond

Founder & Designer

Founder of Eggscape Club, Co Founder of Le Parlour Cafe Studio (The unique Book Cafe in Sarawak) and 52 Hertz Patisserie. Scholar and Second Upper Class in Bachelor Degree in Graphic Design from Aglia Ruskin University in 2011 and was mentioned as one of the potential 42 Limkokwing students on Borneo Post newspaper. He is also a registered SCAE (Specialty Coffee Association Europe) member. He had won several design awards from 2010 - 2015 and being mentioned in the local press. Listed as "Successful people in Malaysia" in Britishpedia Encyclopedia 2020. Started F&B business in 2016 with Le Parlour and currently own 17k followers.

Twitter : <https://twitter.com/desmondlth>

Facebook : <https://www.facebook.com/LeParlour.CafeStudio>
<https://www.facebook.com/52hpatisserie>

Tan

Founder & Retail

Founder of Eggscape Club, 10 years experience in retail business, 5+ years in supermarket & finance management. He first read about Bitcoin, the magic internet money on the internet in 2015. He started mining Ethereum early 2017 and invested various other popular cryptocurrencies at the time. After finding out Cardano by chance, he was mesmerised by what it stands for and he converted all his portfolio into ADA (not financial advise) and had never looked back ever since.

Twitter : <https://twitter.com/sinwei88>
Facebook : <https://www.facebook.com/upwellsm>
<https://www.facebook.com/mercie.co>

Catherine

Designer & Technology

A talented artist who is passionate about illustration and culinary arts. She is the co founder of Le Parlour Cafe Studio and 52 Hertz Patisserie. She graduated with a Bachelor's Degree of E-Commerce and Multimedia. In 2016 she decided to chase her passion in F&B and thus started Le Parlour Cafe Studio. In 2021, she became a CNFT enthusiast and has been in charge of the main design role in Eggscape Club. In 2020, she was listed as "Malaysia success people" in Britishpedia Encyclopedia 2020.

Jason

Education & Technology

11 years experience in education sector, ran his own tuition center for 8 years but closed recently to prepare take over for his family's wholesale business that import foodstuffs from China and supplies to local retail stores. He graduated with first-class honours for his Bachelor's in Financial Economics. In his free time, he loves to go for marathons and does coding as a hobby.

Cheng

Real Estate Developer & Technology

Founder of his own construction and development company based in Kuching, Sarawak, Malaysia. He was trained in Brunei under a well established real estate developer and then return to Malaysia on 2018. He has been in the property development field since 2011. In his 6 years career, he developed housing projects, government

projects, minor and major construction on retail properties. Aside from building and construction, he is passionate towards technology specifically computer hardware and software. Through the team of decades-old friends, he has found himself diving deeper into the Cardano network.

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THANK YOU