

CRYPTO HEADS SOCIETY

WHITE PAPER

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1. ABSTRACT

Crypto Heads Society is a NFT project born from crypto enthusiasm and passion for non-fungible tokens. Our community is made for open minds, always ready to learn more about promising projects and use crypto space's potential close to its maximum capacity.

In its initial phase, the project contains 10.000 NFTs centered around 40 most promising cryptocurrencies. The artwork style represents a blend between traditional and digital art, converging into high quality digital paintings, perfect for showcasing on your social media profiles and even in your room!

Crypto Heads Society aims to play an important part in the general adoption of cryptocurrencies, by creating a community with a bigger coverage area for crypto projects. Unlike other projects with a short-term utility, our mission to educate as many people as possible is a long-term game.

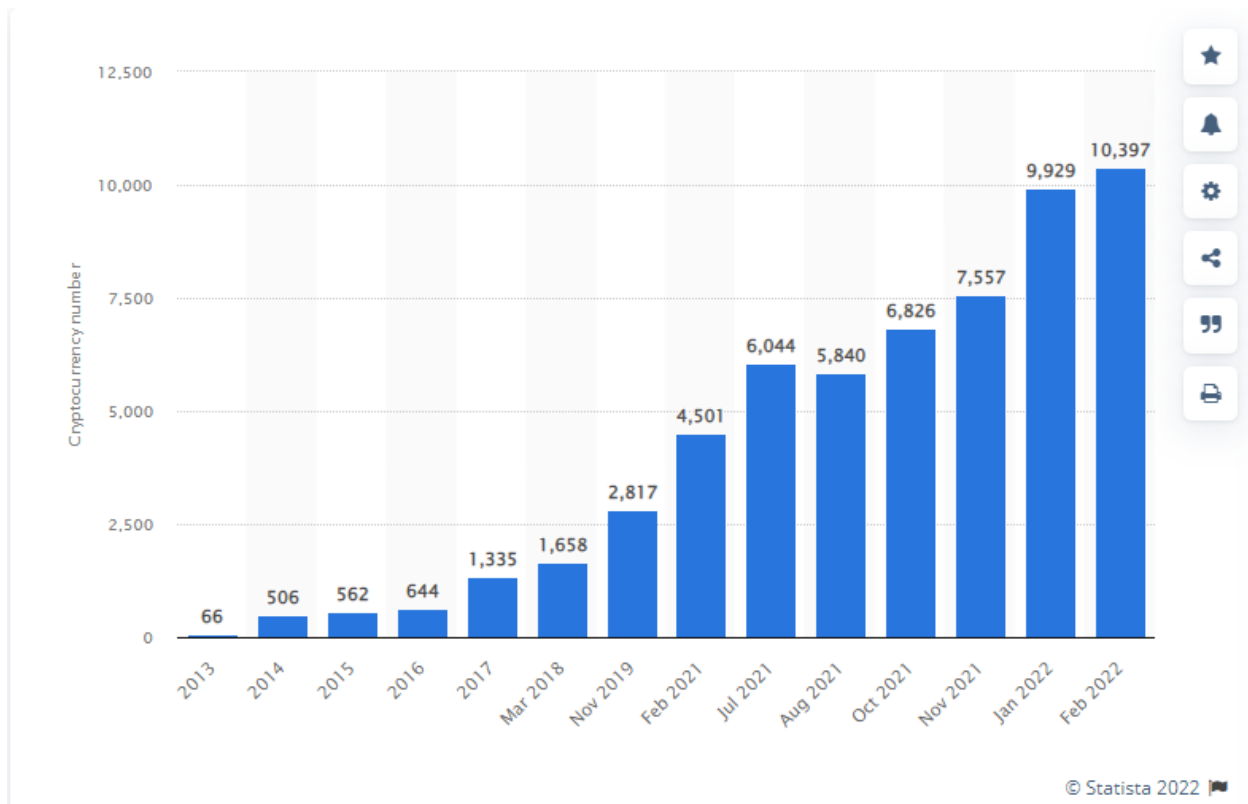
This document lays out the philosophical underpinnings, the technical features and the economics of the Crypto Heads Society project.

2. WHAT MAKES US DIFFERENT

2.1. *The problem we tackle*

Educate people about cryptocurrencies through an appealing approach, NFTs.

Crypto space evolved tremendously in the recent years. Since 2017 the number of cryptocurrencies issued grew almost 1000%!



As of 2021, cryptocurrency users reached 300 million and it's expanding rapidly considering the number of companies that are accepting or plan to accept them as payments. It is also notable the exponential increase of partnerships between existing big companies as Coca-Cola, Google, Samsung, Walmart and crypto and NFT platforms that will keep expanding in the upcoming future.



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In this context, new and existing users are facing a high supply problem and a **lack of education in cryptocurrency**. Since they are very accessible to create, the majority of crypto projects are either scams, pump and dumps or they assess a problem which is already solved by 10 other projects. In this avalanche of information, it becomes extremely hard for an investor or a developer to point out valuable, worthy, and sustainable projects. Moreover, applying the concept of **DYOR** (doing your own research) is growing to be exponentially harder.

The solution exposed in our project is to incentivize people to educate themselves by giving anyone following us the possibility to learn more about cryptocurrency through daily quizzes on our **Twitter**, **Instagram** and **Discord** accounts, in the scope of educating as many people as possible. Once they master our questions, they will be incentivized to buy a Crypto Head NFT and participate in our constant events of Crypto Quiz Competitions. In this manner, we are trying to achieve a constant recognition and attract new investors. Due to this strategy, our project is attractive for initial investors too, since the demand will be increasing and they can sell their NFTs for a higher price.

For NFT Holders we prepared Crypto Quiz Competitions with amazing prizes mainly but not limited to crypto education field, such as paid memberships to chosen Technical Analysts, Discord/Telegram groups, Patreons, etc. We also plan to reward the smartest members of our community with tickets to crypto conferences, NFT museums and anything voted by the majority of owners.

Crypto Heads Society daily quizzes on Twitter, Instagram, Discord

- everyone has access

NFT Holders

- access to exclusive Crypto Quiz Competitions with amazing prizes
- ability to propose quiz questions and contribute to crypto education
- ability to vote for the project's direction and roadmap
- qualified to future NFT drops as the project expands

2.2. UTILITY

Sellable “Crypto Education pass”

Imagine selling your place at a paid course or at an university, whenever you want to quit. This is what Crypto Heads Society NFTs provide. Learning is a never-ending activity, especially in a rapidly evolving sector such as cryptocurrency, but we feel that a payable way out is right in order to reward early adopters.

Lifetime Crypto Quiz Contest pass

Generally, lottery tickets are being bought every week or month for a chance to randomly win a hefty prize. Through our NFTs, we aimed to reinvent this practice by giving holders the chance to get a one-time payment ticket for all our future Quiz Contests. Won too much or don't want to participate anymore? Sell your ticket (Crypto Heads Society NFT) to a more motivated crypto enthusiast.

Opportunity to build value in crypto space

Founding team spent a lot of time in researching the most promising projects featured in the first drop and the questions for the upcoming quizzes. Opening our learning program to our holders is the next utility attribute that help Crypto Heads Society as a project to become more decentralized. In our Discord channel, we will have a section where every holder can propose questions regarding the 40 crypto projects to be mentioned in the upcoming posts or competitions. In order to be featured, a question must have 3 choices, 1 correct answer and be among the most voted by community members/holders.

Part of an elite “crypto connoisseurs” community

We strongly believe that the competition in the crypto space can benefit more to early adopters of these new technologies. For example, instead of arguing which crypto payment project is better, we should focus more on how every one of them offers a better alternative to the traditional financial system.

Members of our community view cryptoverse as a whole and they are trying to learn about the newly evolving technologies, for various reasons, including but not limited to investing, developing, improving general knowledge.

A place to make your voice listened

Founding team, through the roadmap, set a general direction of the project. By owning an NFT, you can participate in the decision-making process. There will also be possible to submit your ideas, and if you got community’s support, they will be added to the roadmap and implemented.

CHS Profile Picture - cool way to show your support for a cryptocurrency

Through its unique design, centered at crypto logos, holders can use Crypto Heads Society NFTs to promote their support for a specific cryptocurrency. With Twitter’s NFT integration and the upcoming Facebook and Instagram’s, showing your friends and followers that you are part of an exclusive community has never been easier.

2.3. *NFT PRICE*

Affordable! (~0.03-0.05 ETH)

We thrive to offer the best quality/quantity ratio for an NFT project. Hence, when deciding what the price for one CHS NFT will be, we took into consideration the following statistics:

- × average NFT launch price (0.08-0.1 ETH) = 250\$
- × average crypto course = 50\$/month
- × average lottery tickets costs = 25\$/month

In these regards, we decided that 0.04-0.05 is an optimal price for a Crypto Head NFT. In a market with unjustified high NFT prices, we thrive to offer a high-quality project for a reasonable price.

As an alternative to high gas fees, we opted for whitelists for private sale and presale. Early adopters will pay less in that manner.

Crypto Heads Society NFT

- ✓ less than half of the average NFT price at launch
- ✓ gas fee almost inexistent due to whitelists at private sale and presale
- ✓ equivalent to a bargain one-time payment crypto course
- ✓ higher chances to win prizes if you know more about crypto

3. COLLECTION FEATURES

“Crypto is in my head endlessly!”

The main principle behind the collection is EQUALITY. Crypto Heads Society is keen to welcome any person hungry for knowledge, regardless of their background. As the technology evolves, traditional jobs will be replaced by automated robots and programs, a change which is also substantially fueled by crypto innovations.

CHS characters include two main features: body and head, and optional traits such as aura, flags with crypto-related messages, and stunning backgrounds.

3.1. TRAITS

The bodies illustrate 30 commonly known jobs such as doctor, soldier, teacher, farmer, businessman, astronaut, painter, basketball player etc. aspiring to become means of association between people and their virtual character represented in the NFTs. Between them, we introduced jobs more or less related to crypto space's area as trader and Mc Donald's employee.

Crypto Heads is self-representative. Once you enter the crypto spaceship, there is no turning back. A big part of your thoughts are directed towards crypto, either if you are a Bitcoin Maximalist or an Altcoin fan. When choosing the crypto projects, among other criteria, the team took a closer look to community size, utility, innovation, team quality and tokenomics.

In its initial phase, the following cryptos are featured as Crypto Heads: Bitcoin, Ethereum, Binance Coin, Ripple, Cardano, Solana, Terra, Avalanche, Dogecoin, Polkadot, Shiba Inu, Polygon, Litecoin, Cosmos, Chainlink, Near Protocol, Tron, Algorand, Decentraland, Stellar, Fantom, Hedera, The Sandbox, Elrond, VeChain, Theta Network, Axie Infinity, EOSIO, Harmony, Aave, Enjin Coin, ThorChain, Basic Attention Token, Mina Protocol, SuperFarm, Cartesi, BitTorrent, Veracity, Proton and Kasta.

Auras are designed on three levels: bronze, silver and gold, mirroring ones evolution level into crypto markets. At first, one sees crypto as an ordinary asset, maybe even worse taking into consideration the volatility. After a while, it becomes easier to navigate through the space knowing basic concepts. This is your bronze aura NFT. The silver one depicts slightly advanced crypto enthusiasts. They are part of the crypto community for a reasonably long time and also made a decent amount of profit to achieve their dreams. Gold aura characters are Crypto OG's, not necessary whales, but people who understand the technology, the potential growth and they use crypto to have less fiat instead of buying crypto to have more in the future. The rarity is set accordingly.

Flags in this collection are designed as a mindset, or a specific attribute of one's virtual persona. Among other messages, we mention "Mr. Hodl" representing one's ability to keep their investments untouched to a long period of time regardless of market conditions. For moonboys and moongirls, we introduced to our flags a rocket picturing the well-known phrase "To the moon!".

Backgrounds are of high importance in CHS collection. Our artist is greatly blending traditional art with the evolving digital art industry by creating astonishing digital paintings.

3.2. SCARCITY

Analyzing the main trait of the collection, namely the heads with crypto logos, there are 10,000 NFTs featuring only 40 cryptocurrencies. This gives an average of ~250 NFTs with a certain specific logo. In a continuously evolving market with communities ranging from hundreds of thousands to millions of members, having one Crypto Head NFT is giving you the access to an exclusive society.

4. LEARN & EARN MODEL

“Give a man a fish, you feed him for a day. Teach a man to fish, you feed him for a lifetime.”

Innovating in the crypto world is both a desire and a hard challenge for every enthusiast. In the recent years, various project-based concepts led the cryptocurrency rallies to new heights. Notable mentions include Axie Infinity’s Play to Earn and Veracity’s Watch & Earn.

Both rewarding concepts focus on activities evolved from entertaining industry. Whilst its importance and growth potential are undeniable, Crypto Heads Society project choses to focus on the educational part of the newly ascending industry.

“*Learn & Earn*” model implemented in our project plans to reward users for their acknowledged information regarding cryptocurrencies.

Subsequently, a part of the revenue generated from Crypto Heads Society NFT collection launch, will be distributed towards creating an infrastructure capable of fully integrating “*Learn & Earn*” for our holders. This process requires, but it is not limited to creating a cryptocurrency, an app for our users and marketing costs.

Our main target is to build value within crypto communities and to educate new and veteran members for the upcoming changes in the next decades.

Join ourselves in the mission to raise awareness about the crypto projects and their technologies!

5. Final thoughts

Crypto Heads Society is a NFT project that aims to make a valuable contribution in crypto education. The beauty of digital painting mixing with real utility gives its future investors a breath of fresh air in an oversaturated market with almost identical projects.

“Learn & Earn” concept implemented by our project has an enormous area of focus, as crypto education does not keep up with the number of crypto projects launching every day.

For investors, Crypto Heads Society should be either a pioneer NFT Project in the crypto education sector, with a bright future ahead at its best, but at least an affordable diversification with great potential in your NFT portofolio.