

THEPEEPSPROJECT



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1. Introduction

ThePeepsProject journey started initially with DubaiPeeps and the idea of combining digital art with a real live community that could connect through physical events and digital "holders only" channels.

Being a resident of Dubai for the past 14 years and observing the recent initiatives and support for crypto currencies, NFTs and blockchain technologies in general, I saw a great opportunity and need to establish a more exclusive community that gets to share their knowledge and passion with one another. As a real life sculptor and digital artist I knew I could add unique value to this incredible and innovative space through scarcity and utility in my NFTs. That's when I decided to create every DubaiPeep individually with their own unique appearance and name, capped at a total of only 600 NFTs.

By owning a DubaiPeep you hold the key to this exclusive community besides many other incentives that we will mention further down in this white paper.

2. NFTs

DubaiPeeps Collection

Dubai Peeps is the first Dubai NFT Collection that was custom made as a tribute to the people of Dubai. The collection aims to signify the novelty and evolution of the UAE and fortify the community in bringing people together and further encourage them to identify with each and every art piece, which are distinctive and unique on their own.

The collection holds a total of only 600 handcrafted NFTs that are categorized through rarity and specific attributes:

- **462 Regular Edition Peeps** hold different attributes (jewelry, hats, glasses, cross eyed, crazy hair etc.) to determine their rareness. Each of these characters come with one out of four Dubai Skyline backgrounds.
- **120 Special Edition Peeps** stand out through certain visual characteristics or hold a further meaning. These characters come with one out of four plain backgrounds.
- **18 Masterpieces** are the highlight of our collection. These are extremely scarce and come with a custom made background that tells a story about the character and what he/she represents or where he/she is. Besides being colorful and interesting, these backgrounds also come with a personalized signature of the artist PRM.

Our main aim is to incentivize our holders like no other project has done. Our community has been with us from the beginning and we appreciate every single member for believing in us. More on that in "Holders Benefits".

AnonymousPeeps Collection

... Who are these guys?!

The AnonymousPeeps are a mysterious bunch of Peeps who have appeared out of nowhere in our dimension! Who they really are is unclear; they don't want to reveal themselves. They seem to be coming from the future Metaverse with their digitalization, textures and smooth curves all over. Maybe they are famous or possibly the top elite in the crypto space... I guess everyone will find out soon enough.

What we know so far is that they are a combined collection of 9999+1 NFTs appearing on the Ethereum blockchain, stored as an ERC-721 token. We've also heard that they have crazy incentives for whoever is lucky enough to catch one.

What's their swag about?!

These guys are a unique mixed media artwork made by PRM. They are a combination of pixel art, hand drawings, textures and digital animation that reflect the transition and evolution of pixelation and traditional paintings in the digital art space.

The total collection holds 10K NFTs, which will be released in **3 separate collections**.

- **9,937 Fixers** are programmatically generated with 180 unique traits which determine gender, clothing, accessories, jewelry and digital backgrounds. Some will be extremely rare while others will be more common.
- **13 Elites** are those who hold more than 10 DubaiPeeps. (Will be received via AirDrop, first come first served)
- **10 Nomads** are individually made and based on unique artists and their signature art work. Our project will collaborate with such talent to spread awareness amongst our community and theirs.
- **9 Corps** are single editions made for the team and partners (no other NFTs will be held by the core team).

- **1 Zero** is the ultimate NFT to the entire collection which holds secret powers that will be revealed later on.
- **30 AnonymousPeeps Genesis** the extremely rare and unique **Apogees** are defining the **AnonymousPeeps Genesis** collection which can be found on **OpenSea**. If you want to own one of them you have to purchase it off the floor.

<https://opensea.io/collection/anonymouspeeps-genesis>

The AnonymousPeeps are all about art and passive income for ALL its holders. It is a two way income stream which gets further explained in "Holders Benefits".

3D Peeps Collection

The 3D Peep collection is the final stage on our digital journey. It represents the artistic climax with an ultra detailed and functional 3D model made by PRM. This digital avatar can be fully upgraded through the ability of minting recipes that represent clothing items, accessories or other usable items for the final transition into the Metaverse.

Each DubaiPeeps holder will have the unique ability to mint a single edition 3D Peep based on the DubaiPeep NFT they own. The rest of the 3D Peeps collection will only be available to AnonymousPeeps holders.

**More details in regards to rarity structures and abilities of the NFT will be shared soon.*

3. Mission

Since the beginning of our journey we wanted to create more than "just" an NFT project. It has been our aim all along to show the world that NFTs are not just here to stay, but that they can also add incredible value to each and every individual holder. Initially this value started with our real life connections that have been made and are being embraced but we strived for more and are now implementing the passive income structures that will make everyone \$\$\$\$. It is exciting to explore further possibilities and share the journey on

many levels with the community. We will continue to evolve alongside with our community and do whatever we can to deliver only the best equally to everyone.

4. Art

As a real life sculptor I have been an artist my entire live. In my early days, I would prioritize sculpting over painting as it gave me the ability to connect deeper with the 3 dimensional world. Further along my path I have completed commissioned artwork for art collectors all over the world with one of them being a bust for His Highness Sheikh Hamdan bin Mohammed Al Maktoum (Fazza).

Turning towards digital art in my most recent years, I have learned to embrace the effortless ways of self expression through mixed media techniques and digitalization.

DubaiPeeps as my first NFT collection represents the most simplistic art through pixelation that is yet capable of telling a story with different facets and details. I wanted to show people that even on such a low resolution you can add refinement and create something truly unique.

AnonymousPeeps as my second, further evolved art, represents the transition from the pixelation towards a more detailed artwork along with digitalization. I wanted to create something truly unique and edgy, yet still have a visual connection to the DubaiPeeps. With all the textures and details, the AnonymousPeeps are mesmerizing artwork to look at and a great addition to a digital wall at home.

The 3D Peep as our final artistic transition is taking me back to my sculpting days. Each 3D Peep is handcrafted on a digital sculpting app that allows me to give it a unique yet basic appearance. Afterwards the final refinements such as skin texture, eyes, hair, clothing and accessories are all created and applied via a 3D software. The details are so high that you can see every hair strand and skin pore of each digital sculpture.

5. Roadmap

DubaiPeeps

During the entire time of our ongoing DubaiPeeps journey, the roadmap has been updated to offer more value to our holders.

Stage 1 - COMPLETED

- *Advertise on hundreds of digital screens in the worlds largest mall, The Dubai Mall for a few weeks where an average of 20,000,000 people visit per annum.*
- *Intense marketing locally via Instagram, Twitter & Discord to grow the community.*
- *Peeps drop in limited batches starting from November directly on OpenSea.*
- *Create exclusive channels for our holders to stand out in the community & get access to our private channels to start networking.*

Stage 2 - COMPLETED

- *First “holders-only” event taking place at the Palazzo Versace (Dubai) which people can enter by using their Peep as an access pass. Our parties/events will mainly be focused on having our Peeps network with each other, grabbing some food and drinks, enjoying live performances and simply having a good time.*
- *Continuous marketing with an increased scale to reach out to more peeps locally, as well as people from different parts of the world.*
- *Exclusive giveaways to random holders through both raffles and competitions.*
- *Decreasing the total amount of Peeps from 1000 to 600 NFTs only to further incentivize our holders through scarcity and additional perks that come into effect during stage 3.*

Stage 3 - IN PROGRESS

- *Rare whitelist opportunities given out to key partnerships or active members of the community who reach out to other projects and represent the Peeps until sell out. There will be no more public sale!*
- *Social media accounts renamed to ThePeepsProject, allowing us to have a greater, more global outreach. ThePeepsProject will host DubaiPeeps, AnonymousPeeps and the 3D Peeps all under one umbrella.*
- *Launch of physical Merch connected to the first Metaverse fashion shows hosted by us in the MENA region.*
- *2nd “holders only” event to take place after sellout of DubaiPeeps.*
- *Mint AnonymousPeeps at 0 cost (only gas fees apply).*
- *Passive income through royalties from AnonymousPeeps.*
- *Integration of other projects/businesses/utility onto the NFT to provide our holders with even more benefits.*

Stage 4 (Digital Stage)

- *Enter the Landrocker (Metaverse), where the team has build its Headquarters. Some areas will be open to the public where others are purely for our DubaiPeeps holders.*
- *Recipe mint for a 3D Peep as per the peep you hold OR mint a generated one at 0 cost. (only gas fees apply).*
- *Integration of the 3D Peep into the Metaverse as your digital avatar.*
- *Collabs with neighboring projects in the Metaverse to extend our community and benefit from one another.*

AnonymousPeeps

STAGE I

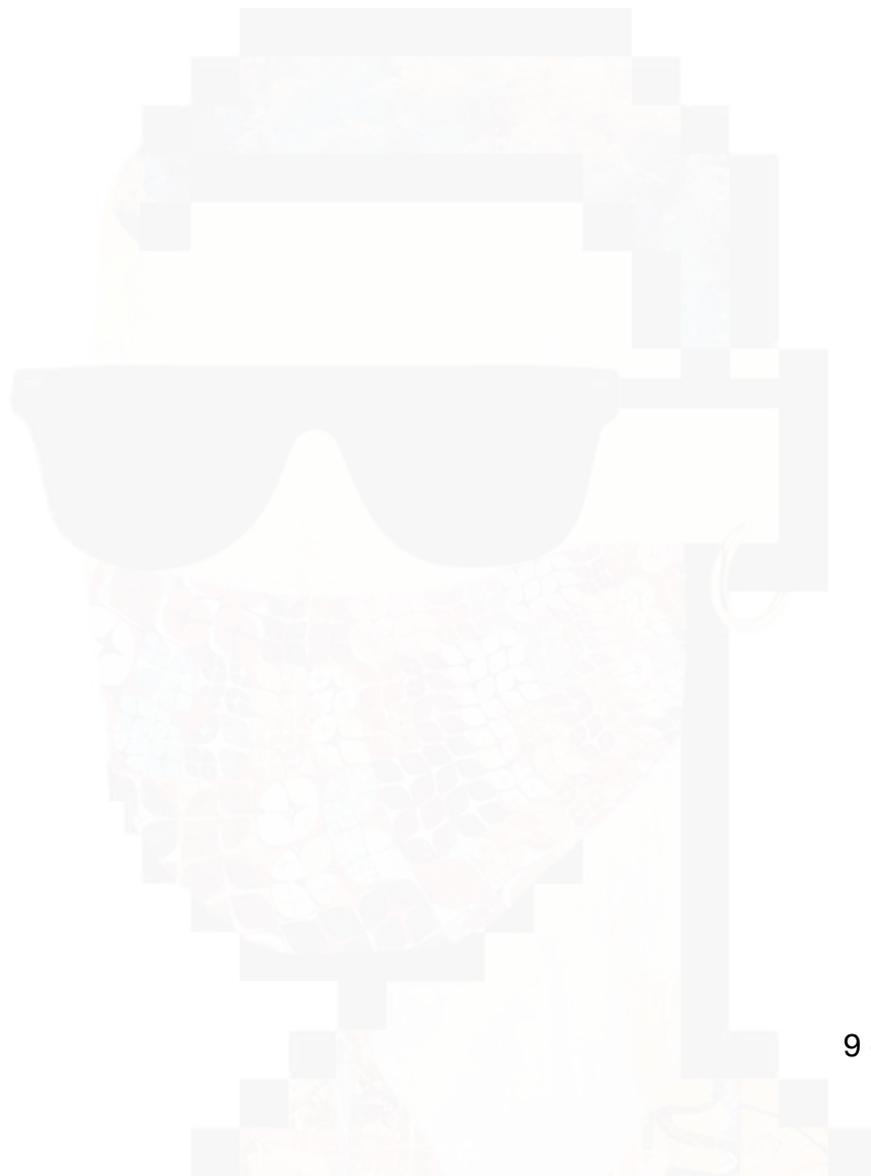
Metaverse access through Landrocker to our exclusive TPP Tower and the Nightclub "Club A" where we hang out, watch our exotic dancers over some drinks, have pool parties, play games and hold fashion shows that reflect our real life merch.

Sale of the first "Runners Pool" that will offer 2000 spots only.

Implementation of staking and claim dashboard (right after "Runners Pool" is filled) on our webpage to receive the double income stream rewards.

STAGE II

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3D Peeps

This roadmap is still work in progress but these four key points will give you an idea in which direction we are heading.

1. Initial Transition

A 3D Peep is a unique work of art made by PRM. It reflects the transition of the 2D DubaiPeep you need to own into 3D, through a recipe which can only be minted ONCE. This will only allow a total of 600 3D Peeps to be hand created.

2. Dynamic Metadata

Each 3D Peep will be FULLY customizable through clothing, personal styles and accessories. In order to upgrade your 3D Peep you can mint recipes or earn items within our Metaverse. Our smart-contract will ensure to add your collectibles to your metadata NFT, scoring you higher on rarity tools which will increase the value of your digital avatar and make you \$\$\$.

3. Your Entry into the Metaverse

You can only access the DubaiPeeps Metaverse grounds and buildings if you hold a 3D Peep. The Metaverse itself will offer holders limitless opportunities such as events, meetings, Merch stores and entertainment. The full integration will take place after the original DubaiPeeps collection sellout.

4. Passive income

We are changing the concept of staking. Simply earn tokens with your 3D Peep while spending time in the Metaverse. The longer the session, the more tokens you will earn (to be used for purchases in the Metaverse or converted into stable coins). More to be revealed as we approach the official launch.

6. Holders Benefits

Being a holder of ANY Peep, makes you a member of a valuable community that gets to enjoy different perks along our journey. These perks vary, depending on which collection you are a part of.

Utilities

DubaiPeeps

- *Access to the private DubaiPeeps Discord channel*
- *Access to real live events for "holder only" (the first event took place at Palazzo Versace Hotel with around 200 people attending)*
- *Passive income through royalties*
- *Mint every future drop for free (1 mint per NFT)*
- *Access to exclusive merchandise*
- *Access to a custom made 3D Peep based on your existing 2D Peep (this 3D avatar can be used in the Metaverse as your digital avatar or it can be traded or sold to generate additional income)*
- *Whitelist opportunity for all future drops*

AnonymousPeeps

- *Unique artwork by PRM*
- *3 tier passive income structure*
- *5% royalties for all holders*
- *Exclusive Metaverse access*

3D Peeps

- *Sculpted and animated artwork by PRM*
- *Dynamic Metadata*
- *Royalty structure for holders*
- *Recipes for different upgrades*
- *Play to earn*

Passive Income Structures

One of our most recent changes to incentivize our holders further, is the implementation of a passive income structure for DubaiPeeps and AnonymousPeeps. This will take place through staking your NFT directly on our webpage. The incentives are calculated as follows:

DubaiPeeps

As a holder of DubaiPeeps with only a total of 600 NFTS ever to be in circulation you are part of a 3% royalty pool of AnonymousPeeps. That means whenever one of the 10K AnonymousPeeps gets resold you make \$\$\$. The rarity of your DubaiPeeps determines how many % of these 3% you are eligible for.

Regular Edition = 0.75%

Special Edition = 1%

Masterpiece = 1.25%

Considering that there are only 600 DubaiPeeps NFTs, this is an incredible way of generating a serious amount of passive income by simply HODLING your digital asset.

AnonymousPeeps

The reason the AnonymousPeeps are being so mysterious and don't want to reveal their identity is because they're stacking some serious crypto that is meant for whoever owns one. Let's look a bit more into their double stream earnings!

- *The total collection of AnonymousPeeps holds 10k from where 600 NFTs will be available as a free mint to our exclusive 600 DubaiPeeps holders.*
- *9.4K will be offered for sale and get into a **3 tier pool structure**.*
- *60% of the total one time sales (not resale) will be kept in our vault and Polkadot (DOT) will be purchased and staked for APY (13.5% staking rewards through cold storage staking) which go to the AnonymousPeeps holder for three years!*
- *5% of the continuous AnonymousPeeps royalties will go to ALL of our holders (starting after sellout).*
- *Since we will have partial sell outs, the pool structure returns will increase after sell out for the first pool.*

3 Tier Pool Structure explained

Tier 1 (Runners Pool)

The first pool with 2000 NFT holders will receive 13.5% APY and 5% royalties in the beginning. After sell out of the entire collection the APY will increase to 18.5%.

Tier 2 (Walkers Pool)

The second pool with 3000 NFT holders will receive 13.5% APY and 5% royalties.

Tier 3 (Crawlers Pool)

The third pool with 5000 NFT holders will receive 8.5% APY and 5% royalties.

Basically the more AnonymousPeeps you hold, the more \$\$\$ you make indefinitely!

7. Final Words

It has been quite a journey so far for our team and community with ever expanding possibilities to further grow. We as a project assure complete transparency to our holders and we want everyone to know that we are here to grow as a community.

Our first "holders only" event at the Palazzo Versace was a stellar example for such dynamic and we are looking forward to many more to come.

