

# **\$WHALE**

## **\$WHALE White Paper**

### **28th November 2020**

#### **I. OVERVIEW**

\$WHALE is a social currency that is backed by tangible and rare NFT assets, while embodying scarcity through definitive limited issuance.

There will only ever be a maximum of 10 million \$WHALE ever created, with the launch value of each \$WHALE being underpinned by a basket of some of the rarest and most sought after Non-Fungible Tokens (NFTs) in the industry ("the \$WHALE Vault").

NFT Assets in the \$WHALE Vault include some of the rarest NFTs from Gods Unchained, Rare Digital Art (CryptoArt), Cryptovoxels, Sandbox, Avastars and CryptoMotors (CM), among others.

A full and detailed list of NFT holdings as well as transaction history can be found at the following address:

<https://opensea.io/accounts/0xe7079eec020ddfc3f1c0abe1d946c55e6ed30eb3/>

The \$WHALE Vault is only one dimension that defines the value of \$WHALE as a social currency. More important to the project is the growth of the community, the growth of \$WHALE as a brand, and the growth of use cases for \$WHALE.

A minimum of 4,000,000 (4 Million) \$WHALE will be reserved for community issuance and 1,000,000 (1 Million) \$WHALE for rewarding project founding Chief Partners.

All revenues potentially derived from the \$WHALE project will be directly reinvested towards accumulating more valuable NFT related assets to drive capital appreciation and community engagement.

\$WHALE will create a virtuous cycle of appreciation through the curation, expansion and management of its underlying tangible and intangible assets.

#### **II. MOTIVATION**

We live in a world where the average investor has access to two forms of currency: Fiat and Crypto.

When the World abandoned the Gold Standard in the 20th century, Fiat as a currency, lost both the ability to have a provable base of value as well as a potential ceiling to currency issuance.

Without a leash to control scarcity or concrete assets to underpin currencies, the risk of hyperinflation through the excessive printing of new Fiat to "sustain" and "support" economic growth is becoming a reality.

The advent of crypto or cryptocurrencies immediately answered the call for a more disciplined and immutable approach to currency issuance. With a fixed amount of currency issuance already baked into the DNA of Blockchains, holders of crypto can be assured that the issuance will begin, slow down and sometimes, ultimately end.

While crypto resolved the challenges of scarcity, fluctuations in the prices of crypto have made it unrealistic and unreliable as a medium and method of payment. It has instead become a tool for whale traders to assume large high-risk, high-reward positions to take markets on swings of jaw dropping magnitudes.

The lack of a stable asset class to underpin crypto has resulted in it becoming a rag doll, torn between longs and shorts, highs and lows... the rich and the poor.

The floor is as speculative as the ceiling.

\$WHALE is a social currency that is backed by tangible and rare NFT assets, while embodying scarcity through definitive limited issuance.

\$WHALE is a return to true tangible asset backed currency, that instead of using gold, holds its value in digital art and collectibles, seeking to strike a balance between wealth preservation and growth speculation through a well balanced "basket" of the rarest NFTs (the \$WHALE Vault).

There is a key reason why the Super Rich continue to choose to safe harbor their wealth in rare artworks and scarce collectibles: In rarity, you set the price. The older, rarer and more popular the collectible, the stronger your bargaining power and negotiation leverage.

### **III. TOKENOMICS**

Only a total of 10,000,000 (10 Million) \$WHALE will ever be minted.

Out of the total supply, a minimum of 4,000,000 (4 Million) \$WHALE will be reserved for community issuance and 1,000,000 (1 Million) \$WHALE will be reserved for rewarding project founding Chief Partners.

The 4,000,000 (4 Million) \$WHALE for community issuance can only be earned through a variety of \$WHALE community engagement events, selling NFTs to the \$WHALE Vault for \$WHALE, as well as participating in engagement activities being held by \$WHALE partners.

The \$WHALE reserved for community issuance will be allocated on a schedule of 50,000 \$WHALE per month for a total of 80 months.

A monthly breakdown of the issuance of \$WHALE is as follows:

- \$WHALE Team and Partnership Stipends - 15,000 \$WHALE
- \$WHALE Community Rewards - 15,000 \$WHALE
- \$WHALE Hold-2-Play Rewards - 20,000 \$WHALE

A monthly budget of all \$WHALE distributed versus budget will be kept during the month and provided for community inspection on a monthly basis.

Any remaining monthly balance due to the lack of issuance opportunities will be accrued and used at an appropriate and opportune time for one of the 3 activities above.

#### **IV. TOKEN HOLDER RIGHTS**

Anyone and everyone can become a whale by holding \$WHALE.

While \$WHALE can primarily be acquired through active participation in the \$WHALE Community, there are a variety of methods for one to become a \$WHALE token holder:

1. Participate in \$WHALE Community events.
2. Receive from \$WHALE airdrops.
3. Selling of NFTs for \$WHALE.
4. Working for Team \$WHALE to receive a stipend.
5. Acquire \$WHALE through centralized and decentralized exchange where listed.

Token holders unlock a wealth of opportunities to participate and earn more \$WHALE by joining the \$WHALE Community:

1. Purchase NFTs created by the \$WHALE Community.
2. Purchase physical and digital \$WHALE Swag.
3. Rental of NFTs from the \$WHALE Vault.
4. Purchase of selected NFTs from the \$WHALE Vault.
5. Participate in the \$WHALE DAO for voting and decision making.
6. Participate in \$WHALE liquidity Mining to receive monthly liquidity mining rewards.

7. Participate in Hold-2-Play roles such as Dolphin, Shark and Whale.
8. Attend virtual and physical \$WHALE organized conferences

## **V. THE \$WHALE VAULT**

As one of the primary dimensions of value for \$WHALE, the \$WHALE Vault seeks to perform the role as a valuation floor to provide stable and even escalating fundamentals for \$WHALE.

In order to ensure the continued appreciation of the value of \$WHALE, we will execute on the following actions:

1. Acquire and retain capital appreciating NFT assets.
2. Sale of NFT assets only at the right prices.
3. Generate rental income from rental of NFT assets.
4. Creation of sales generating related projects.
5. Reinvestment of all revenues to purchasing more NFT assets for the \$WHALE Vault.

The \$WHALE Vault will be audited by \$WHALE Chief Partner, Nonfungible.com, on a monthly basis accounting for:

1. Balance of NFT assets in the \$WHALE Vault
2. In-flow and out-flows of NFT assets in the \$WHALE Vault
3. Valuation of all \$WHALE Vault assets based on market conditions and analysis.

This report will be done independent of any opinions, comments or interference from WhaleShark or any of the other Chief Partners, and completed in an impartial and objective manner.

A full and detailed list of NFT holdings as well as transaction history can be found at the following address:

<https://opensea.io/accounts/0xe7079eec020ddfc3f1c0abe1d946c55e6ed30eb3/>

## **VI. GOVERNANCE**

The governance of the \$WHALE Community and the \$WHALE Vault will be managed through the \$WHALE DAO.

Token holders of \$WHALE are able to stake their \$WHALE for Hold-2-Play roles that enable them to participate in a 2-step voting process that covers the decision making processes on community, budget and assets.

Proposals that can be submitted for voting and approval to the \$WHALE DAO could include:

1. Changes to the monthly budget distribution allocation.
2. Creation of \$WHALE Community events.
3. Changes to existing \$WHALE Community events.
4. Sale of NFT assets in the \$WHALE Vault.
5. Purchase of NFT assets for the \$WHALE Vault.

## **VII. DISCLAIMERS**

### IMPORTANT NOTICE

PLEASE READ THIS SECTION AND THE FOLLOWING SECTIONS ENTITLED "DISCLAIMER OF LIABILITY", "NO REPRESENTATIONS AND WARRANTIES", "REPRESENTATIONS AND WARRANTIES BY YOU", "CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS", "MARKET AND INDUSTRY INFORMATION AND NO CONSENT OF OTHER PERSONS", "NO ADVICE", "NO FURTHER INFORMATION OR UPDATE", "RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION", "NO OFFER OF SECURITIES OR REGISTRATION" AND "RISKS AND UNCERTAINTIES" CAREFULLY.

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The \$WHALE tokens are not intended to constitute securities in any jurisdiction. This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction.

This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by the distributor/vendor of the \$WHALE tokens (the "Distributor") to purchase any \$WHALE tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

The Distributor is Cetacea Pte. Ltd. ("Cetacea") and will deploy all proceeds of sale of the \$WHALE tokens to fund Cetacea's businesses and operations.

No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the \$WHALE tokens and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper.

Any agreement as between the Distributor and you as a purchaser, and in relation to any sale and purchase, of \$WHALE tokens (as referred to in this Whitepaper) is to be governed by only a separate document setting out the terms and conditions (the "Terms") of such sale and

purchase. In the event of any inconsistencies between the Terms and this Whitepaper, the former shall prevail.

You are not eligible and you are not to purchase any \$WHALE tokens in the Token Sale (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Republic of Singapore.

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

There are risks and uncertainties associated with Cetacea and/or the Distributor and their respective businesses and operations, the \$WHALE tokens, the Token Sale (each as referred to in this Whitepaper).

This Whitepaper, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of this Whitepaper is prohibited or restricted.

No part of this Whitepaper is to be reproduced, distributed or disseminated without including this section and the following sections entitled "Disclaimer of Liability", "No Representations and Warranties", "Representations and Warranties By You", "Cautionary Note On Forward-Looking Statements", "Market and Industry Information and No Consent of Other Persons", "Terms Used", "No Advice", "No Further Information or Update", "Restrictions On Distribution and Dissemination", "No Offer of Securities Or Registration" and "Risks and Uncertainties".

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To the maximum extent permitted by the applicable laws, regulations and rules, Cetacea and/or the Distributor shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you.

#### B. NO REPRESENTATIONS AND WARRANTIES

Cetacea and/or the Distributor does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this Whitepaper.

#### C. REPRESENTATIONS AND WARRANTIES BY YOU

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to Cetacea and/or the Distributor as follows:

- (a) you agree and acknowledge that the \$WHALE tokens do not constitute securities in any form in any jurisdiction;
- (b) you agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper;
- (c) you agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;
- (d) you agree and acknowledge that this Whitepaper, the undertaking and/or the completion of the Token Sale, or future trading of the \$WHALE tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the Cetacea and/or the Distributor, the \$WHALE tokens, the Token Sale (each as referred to in this Whitepaper);
- (e) the distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to Cetacea and/or the Distributor;
- (f) you agree and acknowledge that in the case where you wish to purchase any \$WHALE tokens, the \$WHALE tokens are not to be construed, interpreted, classified or treated as:
  - (i) any kind of currency other than cryptocurrency;
  - (ii) debentures, stocks or shares issued by any person or entity (whether Cetacea and/or the Distributor)
  - (iii) rights, options or derivatives in respect of such debentures, stocks or shares;
  - (iv) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;

- (v) units in a collective investment scheme;
  - (vi) units in a business trust;
  - (vii) derivatives of units in a business trust; or
  - (viii) any other security or class of securities.
- (g) you are fully aware of and understand that you are not eligible to purchase any \$WHALE tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Republic of Singapore;
- (h) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;
- (i) you are fully aware and understand that in the case where you wish to purchase any \$WHALE tokens, there are risks associated with Cetacea and the Distributor and their respective business and operations, the \$WHALE tokens, the Token Sale (each as referred to in the Whitepaper);
- (j) you agree and acknowledge that neither Cetacea nor the Distributor is liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you; and
- (k) all of the above representations and warranties are true, complete, accurate and nonmisleading from the time of your access to and/or acceptance of possession this Whitepaper or such part thereof (as the case may be).

#### D. CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by Cetacea and/or the Distributor or their respective directors, executive officers or employees acting on behalf of Cetacea or the Distributor (as the case may be), that are not statements of historical fact, constitute "forward-looking statements". Some of these statements can be identified by forward-looking terms such as "aim", "target", "anticipate", "believe", "could", "estimate", "expect", "if", "intend", "may", "plan", "possible", "probable", "project", "should", "would", "will" or other similar terms. However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding Cetacea's and/or the Distributor's financial position, business strategies, plans and prospects and the future prospects of the industry which

Cetacea and/or the Distributor is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to Cetacea's and/or the Distributor's revenue and profitability, prospects, future plans, other expected industry trends and other matters discussed in this Whitepaper regarding Cetacea and/or the Distributor are matters that are not historic facts, but only predictions.

These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of Cetacea and/or the Distributor to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements. These factors include, amongst others:

- (a) changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which Cetacea and/or the Distributor conducts its respective businesses and operations;
- (b) the risk that Cetacea and/or the Distributor may be unable or execute or implement their respective business strategies and future plans;
- (c) changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;
- (d) changes in the anticipated growth strategies and expected internal growth of Cetacea and/or the Distributor;
- (e) changes in the availability and fees payable to Cetacea and/or the Distributor in connection with their respective businesses and operations;
- (f) changes in the availability and salaries of employees who are required by Cetacea and/or the Distributor to operate their respective businesses and operations;
- (g) changes in preferences of customers of Cetacea and/or the Distributor;
- (h) changes in competitive conditions under which Cetacea and/or the Distributor operate, and the ability of Cetacea and/or the Distributor to compete under such conditions;
- (i) changes in the future capital needs of Cetacea and/or the Distributor and the availability of financing and capital to fund such needs;
- (j) war or acts of international or domestic terrorism;
- (k) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of Cetacea and/or the Distributor;
- (l) other factors beyond the control of Cetacea and/or the Distributor; and

(m) any risk and uncertainties associated with Cetacea and/or the Distributor and their businesses and operations, the \$WHALE tokens, the Token Sale (each as referred to in the Whitepaper).

All forward-looking statements made by or attributable to Cetacea and/or the Distributor or persons acting on behalf of Cetacea and/or the Distributor are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of Cetacea and/or the Distributor to be materially different from that expected, expressed or implied by the forward-looking statements in this Whitepaper, undue reliance must not be placed on these statements. These forward-looking statements are applicable only as of the date of this Whitepaper.

Neither Cetacea, the Distributor nor any other person represents, warrants and/or undertakes that the actual future results, performance or achievements of Cetacea and/or the Distributor will be as discussed in those forward-looking statements. The actual results, performance or achievements of Cetacea and/or the Distributor may differ materially from those anticipated in these forwardlooking statements.

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To facilitate a better understanding of the \$WHALE tokens being offered for purchase by the Distributor, and the businesses and operations of Cetacea and/or the Distributor, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper. These descriptions and assigned meanings should not be treated as being definitive of their meanings and may not correspond to standard industry meanings or usage.

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