

SNEAKERBOX NFT

WHITEPAPER V1.1

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1. Introduction

Non-fungible tokens (NFTs) have been taking on the art and fashion world, with many brands such as LVMH looking to expand into blockchain and the metaverse. So, why not bring the power and benefits behind NFTs to the sneaker world?

Sneakerbox is looking to push past Web2 to build a community and culture in Web3 and the metaverse using Sneakerbox NFTs. Therefore, providing real-life utility, experiences, and opportunities to their holders. Thus, expanding the powers of the blockchain into the sneakerverse backed by a passion-driven, experienced, and motivated team.

Offering 7,777 Sneakerboxes, including common, rare, ultra-rare, and one-on-one collections featuring Max the Sneakerbox, the brand is creating NFT works that connect the real world to the metaverse.

1.1 Mission and Vision

Since its initial launch in 2009, Sneakerbox has always been a community-driven brand. By expanding into the NFT sector, that thinking will continue to drive the brand's vision. Sneakerbox NFT aims to reach communities on Web3 by giving a voice to the culture surrounding art, fashion, food, and the metaverse. The brand's mission is philanthropy, empowering and promoting the welfare of others by creating opportunities and giving back.

Sneakerbox is focused on creating partnerships, participating in charitable work, offering scholarships, and providing access. All while delivering a unique experience to its community. Holders of Sneakerbox NFTs can be sure in their support of doing good for the world while enjoying the real-life utility of their NFTs. Additionally, the brand plans to achieve that mission in partnership with Pensole Lewis College of Business and Design and Soles4Soles, a non-profit focusing on distributing donated shoes and clothing to people in need.

1.2 History

Sneakerbox was initially launched in 2009 by unboxing sneakers on the founder Clyde Edward's YouTube channel "Inside the Sneakerbox." Through his unique content and storytelling, Edward, also "Sneakerbox Clyde" was able to build a like-minded community of people. Since then, the brand has grown its community that shares its passion for sneakers, culture, and philanthropy. Moreover, Sneakerbox has expanded its team, gained additional relevant experience, and built its brand.

Through its growing community, Sneakerbox was able to build relevant relationships in the sneaker industry. Those eventually led to partnerships such as the first collaboration of Addict Miami and Lacoste LIVE in 2016 and a Future 50 feature on Nice Kicks.

2. Market Overview

2.1 Non-Fungible Tokens (NFTs)

Non-fungible tokens, or NFTs, are digital assets representing objects from the real world, such as art pieces, videos, or music. Due to their non-fungible nature, they can also be seen as digital collector items. The first known NFT appeared in 2014, but most of their popularity has arisen only recently. Nowadays, they are most famous for enabling the purchasing and selling of digital artworks.

NFTs offer benefits such as verifying ownership and transferring digital assets between owners. Furthermore, creators of NFTs can store information on the metadata of the digital asset that can range from real-life benefits to artists' signatures. Specifically, regarding Sneakerbox NFT, that metadata refers to the utility behind each unique NFT.

2.2 Unique Selling Point

Sneakerbox's long-standing experience in the sneaker industry, as well as its community, network, and relationships, put the brand in a unique position. By focusing not only on the blockchain but also on providing real-life utility, giving back to the community, and hosting real-life events, Sneakerbox NFT sets itself apart from other industry players.

Holders of Sneakerbox NFT will be part of a like-minded community that concentrates on doing good for people. With a team of passionate and experienced individuals, Sneakerbox NFT will constantly further the development of its brand, partnerships, and community. Thus, fostering the value and utility of its NFTs.

3. Economy

3.1 Blockchain

Sneakerbox NFTs will be living on the Ethereum Blockchain using an ERC-721A Contract. Ethereum has historically been the go-to choice for NFT projects, with the chain showcasing a market share of approximately 80% in NFTs. Furthermore, Ethereum is known as the most popular out of all DeFi blockchains currently active.

Ethereum offers a variety of benefits concerning NFTs. Ownership can be proven easily through verification of transaction history and token metadata. Furthermore, NFTs are portable across Ethereum-based products. Thus, allowing holders to list, buy and sell NFTs on various platforms and products or facilitate peer-to-peer transactions easily.

By launching Sneakerbox NFT on Ethereum, the brand can further ensure the decentralization and security of the digital assets on the chain.

3.2 Mint, Price, and Total Supply

To be able to mint directly from the Sneakerbox site, users must have a Metamask Wallet. Following the initial mint, community members can purchase for sale Sneakerbox NFTs on the secondary market via Open Sea, Coinbase, Rarible, and Looks Rare.

Sneakerbox NFT scheduled the initial mint for the 17th of September 2022 with a mint price of 0.04€ for both presale and public sale. Interested individuals will be able to mint a maximum of 2 NFTs per wallet during the presale and 4 NFTs per wallet during the public sale out of the total 7,777 Sneakerbox NFTs. The total amount of NFTs will be dropped throughout three seasons. First, in the fall of 2022, Sneakerbox will release 777 NFTs. Following, in winter 2023, 3500 and spring 2023, 3500 NFTs. Sneakerbox NFT will keep all the seasons in the same collection to avoid competition of different floor prices. Nonetheless, 10% of the available collection will be reserved for future raffles, giveaways, and promotions. Thus, continuing to promote and secure Sneakerbox NFT's growth and creating a foundation for future partnerships and collaborations.

During and after the mint, Sneakerbox NFT will host three phases of community rewards. While the mint is ongoing, every 100 mints the brand will raffle off 0.25 ETH until all NFTs are sold out. To be eligible for prizes, holders must verify through collab-land prior to the mint. After successful completion of the mint with a sellout of 100%, Sneakerbox NFT will randomly choose 7 verified holders and reward them with 0.07 ETH each via a raffle. Lastly, 7 days after the sellout a special hidden trait within the collection will be revealed via Twitter. Sneakerbox will reward holder of that specific NFT with 1 ETH. Nonetheless, participants will only be able to receive one of the three named prizes.

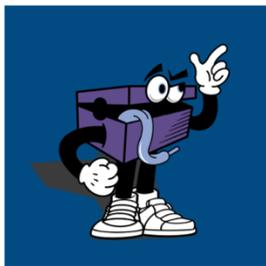
After the sellout of the Sneakerbox NFT mint, the brand will deposit 50% of mint revenue in a community wallet. These funds will be used to further the development of the brand and facilitate any roadmap activities. Furthermore, any future 3rd party marketplace sales come with royalties of 7%, out of which 2% will be distributed to the community wallet.

Additionally, Sneakerbox NFT will reward minting participants of each season with airdrops, allowlist, and one for one free mints of the following season.

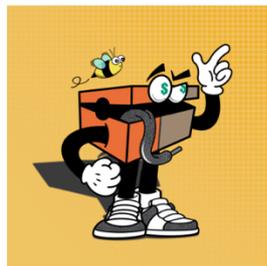
3.3 Sneakerbox NFT Collections

Sneakerbox NFT will launch a total of 7,777 sneakerboxes with 250+ traits. Out of these, the brand will feature 7 one of ones, and 7 collaborations. Collection items are sorted according to their rareness. Sneakerbox NFT will introduce common, rare, ultra-rare, and one of ones that can be distinguished by their unique designs.

All Sneakerbox NFTs feature Max the Sneakerbox, a digital representation of a come-to-life sneakerbox figure. Max has been known for his love for travel and adventure since 2009 and seeks to discover sneaker communities and subcultures worldwide. By owning a Sneakerbox NFT of Max the Sneakerbox, holders can join Max on his journey to connect with others, sneaker shops, and creatives to create a global, inclusive community.



General Release



Quick Strike



Tier Zero



One of Ones

3.4 IP and Usage Rights

Intellectual property (IP) rights give creators or owners exclusive rights over their artworks. Thus, protecting, for example, from plagiarism. Moreover, IP rights include the authorization to sell. In contrast, usage rights are granted by creators to individuals and enable them to use artworks for a specific purpose.

Holders of Sneakerbox NFTs will receive full IP + Usage rights of their NFTs. Thus, giving them exclusive rights to their purchase. Furthermore, with the usage rights, Sneakerbox NFT enables holders to use them as they please, except for any derivative NFT projects.

3.5 NFT Utility

Apart from giving holders exclusive IP and usage rights of their purchased Sneakerbox NFT, the brand plans to implement a variety of utilities into their NFTs that users can benefit from in real life as well. What utility each NFT will hold will be announced at a later stage. However, the following will outline what the community can expect.

First, by owning a Sneakerbox NFT, holders receive allowlist access to upcoming projects and collaborations within the Sneakerbox network. Due to the brand's built-up network, holders can get excited about various opportunities. Moreover, established partnerships with retailers enable discounts for holders at select retailers.

Additionally, the brand will also offer monthly sneaker giveaways that individuals enter by owning a Sneakerbox NFT.

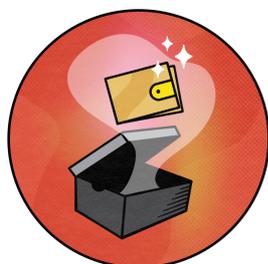
The utility of the NFTs can further include VIP access to real-life partnership events such as Complex Con or Sneaker Con. The community can also get excited about alpha calls and community benefits inherent in the NFTs. One of the most exclusive utilities in a Sneakerbox NFT will feature executives' professional mentorship in the sneaker industry.

Rewards for holders depend on the amount of NFTs acquired. 1-2 enable access to monthly giveaways. 3-4 include giveaways and half off apparel. 5 or more include the previous benefits as well as one free apparel item. Lastly, 10+ profit from the previous rewards as well as one custom in-real life 1/1 sneaker made exclusively for the holder by a sneaker designer.

Overall, by supporting Sneakerbox NFT, holders will not only reap the benefits of their NFTs, but it also entails supporting the brand's mission of philanthropy, access, and inclusion. Furthermore, Sneakerbox NFT plans future event POAPS, airdrops, and companion collections designed to bring value to the community.

4. Roadmap

Sneakerbox NFT is focused on driving the growth and development of the platform while further expanding its network and community. The current roadmap spans until the end of 2023 and focuses on partnerships, events, and community incentives.



Q2-Q4 of 2022 will host the Fall '22 Drop with 777 NFTs. Moreover, the whitepaper will be publicly available, and the contract will be audited and shared. Furthermore, Sneakerbox NFT will contribute to its community by listing its first 1/1 Sneakerbox NFT auction in partnership with Rarible to raise funds for a community-selected charity.



Moreover, the brand is launching a sneaker drive in partnership with Soles4Souls and will host its first real-life meetup and experience at the ComplexCon festival in November 2022.

The Winter '23 Drop with 3500 NFTs will be held during Q1 of 2023. Additionally, Sneakerbox NFT will establish the Sneakerbox Scholarship to support HBCU students at the Pensole Lewis College of Business & Design. With the scholarship, the brand seeks to contribute to the acquisition of books and food during studies.



Furthermore, Sneakerbox NFT will host its first LA-based NFT pop-up in partnership with Major Wavez Lab, including an exclusive sneaker customization lab. NFT holders will be able to attend for free. Moreover, the quarter will see the Sneakerbox NFT POAP airdrop.



Q2 of 2023 will feature the Spring '23 Drop with 3500 NFTs. Holders will receive airdrop, be allowlisted and receive access to free mints. Additionally, in collaboration with Alexander-John, Sneakerbox NFT will host its second pop-up in NYC, offering a new exclusive apparel drop and another POAP airdrop.



In Q3 of 2023, Sneakerbox NFT will drop the Companion Collectible, to which holders will be automatically whitelisted.

Lastly, Q4 of 2023 will feature the Art Basel in Miami. Further information will be announced at a later stage.

5. Team

Sneakerbox NFT, initially created by the founder Clyde, is now backed by a group of motivated and experienced individuals driven by their passion for blockchain and the sneaker industry.



FOUNDER

Clyde - 13+ years in the Sneaker Industry. OG Blog era. Too many sneakers. Director of Sportstyle Marketing, PUMA North America.



CREATIVE DIRECTOR

Annie - All things art for Sneakerbox NFT. VFX/3D Artist. Arch Viz. Curator. Professor. Founder NFTXCINCINNATI.



PARTNERSHIP + GROWTH

Reham - Former GM of Jordan Brand China + VP of Global Merchandise, Nike Sportswear. Currently "Metaversing".



LEAD ARTIST

Jacob - Lead artist and mod for Sneakerbox NFT, Graphic Design for Cosmic Cats, Head Mod for Froggy Friends.