



CRYPTO CARD CLUB
IS LOOKING TO DO THE FOLLOWING...

ABSTRACT

THE CRYPTO CARD CLUB (C3) IS A COLLECTION OF NFTs ON THE ETHEREUM BLOCKCHAIN WHICH RECOGNISES AND REWARDS THE WEB 3.0 ENTHUSIASTS OF THE INDUSTRY AND INCENTIVISES THEIR PURCHASES IN THE SPACE. MEMBERS THAT HOLD THE C3 NFT IN THEIR WALLET AND PURCHASE NFTS FROM PARTNERED PROJECTS WILL EARN \$C3 TOKENS.

THE NFT MARKET IS EXTREMELY VOLATILE, WITH WELL-DESIGNED NFT COLLECTIONS OFTEN EXPERIENCING HIGH TRADING VOLUME BEFORE QUICKLY LOSING MARKET ATTENTION AND CONFRONTING A MASSIVE DROP IN FLOOR PRICE. NFT CONSUMERS SHOULD BE RECOGNISED FOR THEIR FREQUENT INVESTMENTS AND COLLECTIONS SHOULD BE SUPPORTED TO MAINTAIN LONG-TERM GROWTH.

THE PURPOSE OF C3 IS TO RECOGNISE AND REWARD THE NFT ENTHUSIASTS OF THE INDUSTRY AND INCENTIVISE THEIR USUAL SPENDING IN WELL-FOUNDED COLLECTIONS THROUGH THE DISTRIBUTION OF REWARDS IN THE FORM OF UTILITY TOKENS, \$C3. PARTNERSHIPS WITH SELECT NFT PROJECTS WILL PROVIDE MUTUALLY BENEFICIAL OUTCOMES FOR BOTH THE ISSUERS AND CONSUMERS OF THE COLLECTION.



01. INTRODUCTION

THE CRYPTO CARD CLUB (C3) IS A COLLECTION OF NFTS ON THE ETHEREUM BLOCKCHAIN WHICH INCENTIVISES AND RECOGNISES FREQUENT SPENDING IN OTHER NFT PROJECTS THROUGH THE DISTRIBUTION OF REWARD POINTS IN THE FORM OF TOKENS (\$C3). C3 IS STRUCTURED LIKE A REAL-WORLD REWARD SYSTEM, SIMILAR TO FREQUENT FLYER POINTS.

1.1. MARKET OVERVIEW

THE NFT MARKET HAS RAPIDLY GROWN OVER THE PAST YEAR (2021), WITH OPENSEA STARTING THE YEAR WITH ONLY \$95 MILLION IN SALES FOR THE MONTH OF FEBRUARY TO AN ALL-TIME HIGH IN TRANSACTIONS OF \$3.4 BILLION IN AUGUST ^(1,2). IT'S CLEAR THAT THE MARKET IS THRIVING, ALTHOUGH ONLY A FEW COLLECTIONS HAVE ATTAINED RELATIVELY STEADY LONG-TERM GROWTH SINCE THEIR MINT DATE, WHICH HAS ALLOWED THEM TO EFFECTIVELY IMPLEMENT FUTURE PLANS. THE MAJORITY OF COLLECTIONS ENCOUNTER THE IRREGULAR BEHAVIOUR OF THE NFT MARKET, EXPERIENCING MASSIVELY INCREASED TRADING VOLUMES WITHIN THEIR COLLECTION, FOLLOWED BY SHARP DECLINES IN THEIR FLOOR PRICE, TO THE POSSIBLE POINT OF NO RECOVERY.

DUE TO THE HEIGHTENED VOLATILITY OF THE MARKET, NFT INVESTORS AND CONSUMERS MAY CONSISTENTLY INCUR LOSSES DUE TO SPECULATION INACCURACIES OR PROJECT DEVELOPMENT ERROR AND 'FOUL PLAY' (E.G. RUG PULLS). FOR NEW OR EXPERIENCED NFT INVESTORS AND CONSUMERS, THE LOSSES INCURRED MAY ACT AS A DETERRENT TO THE CONTINUED PARTICIPATION IN EITHER SPECIFIC NFT COLLECTIONS OR THE SPACE AS A WHOLE.



1.2. REAL-WORLD SUPPORTING EVIDENCE

REWARD SYSTEMS IN THE REAL WORLD HAVE PROVEN TO BE VERY EFFECTIVE AT INCREASING PURCHASE FREQUENCY AND QUANTITY WHILST BENEFITING THE CONSUMER, THROUGH RECOGNITION AND COMPENSATION. IN FACT, IT WAS SEEN THAT WHEN E-COMMERCE PLATFORMS PROVIDED A REWARD PROGRAM, ORDER QUANTITY SAW AN AVERAGE INCREASE OF 319%⁽³⁾ ALTHOUGH IT MUST BE NOTED THAT THE NFT AND E-COMMERCE INDUSTRY ARE NOT DIRECTLY COMPARABLE, IT DOES PROVIDE SOME EVIDENCE FOR THE SUCCESS OF INCENTIVISED SPENDING. FURTHERMORE, BY UTILISING THE TECHNOLOGY OF NFTS, THE \$C3 ASSUMED EFFECTIVENESS CAN BE CORRELATED WITH THE STATISTIC THAT 95% OF CONSUMERS WANT TO PARTICIPATE IN A REWARD PROGRAM THAT'S SUPPORTED BY EMERGING TECHNOLOGY AND 79% OF AMERICANS ARE MORE LIKELY TO SIGN UP TO THE PROGRAM IF THEY'RE NOT REQUIRED TO CARRY A PHYSICAL CARD ^(4,5).

IN FACT FIRMS THAT IMPLEMENT REWARDS PROGRAMS EFFECTIVELY, GROW ROUGHLY 2.5 TIMES FASTER THAN THEIR COMPETITORS ⁽⁶⁾. THIS MAY BE ATTRIBUTED TO A GENERATIONAL BEHAVIOUR WHEREBY 62% OF GEN-Z ARE HIGHLY INFLUENCED BY REWARD PROGRAMS, COMBINED WITH THE STATISTIC THAT 75% OF CONSUMERS ARE MORE LIKELY TO PURCHASE IF AN INCENTIVE IS OFFERED AND 79% OF CONSUMERS ARE MORE LIKELY TO CONTINUE THEIR SPENDING WITH BRANDS THAT OFFER REWARD PROGRAMS ^(5,7). THIS FUELS THE ASSUMPTION THAT A REWARD PROGRAM WITHIN THE NFT ECOSYSTEM WILL BE SUCCESSFUL.

EVIDENCE ALSO SUGGESTS THAT 66% OF CONSUMERS WILL ACTIVELY MONITOR AND CHANGE THEIR SPENDING HABITS TO MAXIMISE LOYALTY BENEFITS, DISPLAYING THE NEED FOR A REWARD SYSTEM IN THE NFT ECOSYSTEMS ⁽⁵⁾. THIS PROVIDES GOOD REASON FOR THE IMPACT C3 MAY HAVE WHEN ENABLING SUSTAINED GROWTH TO PARTNERED COLLECTIONS.

01. MARKET OPPORTUNITY

AS SEEN BY THE MARKET TRENDS IN SECTION 1.1 AND THE SUPPORTING EVIDENCE FOR THE EFFECTIVENESS OF REWARD PROGRAMS IN SECTION 1.2, THERE IS CLEARLY AN OPPORTUNITY TO OFFER AN NFT COLLECTION STRUCTURED AS A REWARDS PROGRAM THAT INCENTIVISES SPENDING WHILST PROVIDING INVESTOR RECOGNITION AND APPRECIATION.



02. PRODUCT OVERVIEW

CRYPTO CARD CLUB NFTS WILL EARN REWARD POINTS IN THE FORM OF TOKENS (\$C3) FOR PURCHASING AND/OR HOLDING NFTS FROM SELECT PARTNERED COLLECTIONS; THE UTILITY OF THE \$C3 TOKEN WILL BE OUTLINED IN SECTION 2.4. THE NFT COMES WITH ADDITIONAL PERKS AND BENEFITS, DEPENDING ON THE CARD TIER HELD.



02.1. ROADMAP

THE FOLLOWING IS THE PROPOSED C3 ROADMAP. THERE WILL BE FUTURE DROPS AND ROADMAPS.

PHASE 1

WELCOME

- COMPLETE MINTING OF ALL CARDS
- OPENSEA REVEAL BY TIER

PHASE 3

CAPITALISE

- DISCOUNTS ON PRODUCTS AND SERVICES

PHASE 5

SHOP

- SPENDING OF \$C3 TOKENS BECOMES AVAILABLE

PHASE 2

DIGEST

- NEWSLETTER ACCESS
- PRIVATE DISCORD NETWORKING CHANNEL
- ALPHA CHANNEL ACCESS
- MASTERCLASS BEGINS

PHASE 4

EARN

- RECEIVE \$C3 TOKENS FOR PURCHASING AND/OR HOLDING NFTS FROM PARTNERED COLLECTIONS.



02.2. CARD TIERS

CARDS OFFERED

IF A WALLET HOLDS MULTIPLE CRYPTO CARDS ONLY THE HIGHEST TIER CARD WILL EARN REWARDS AND PERKS.

THE CARD TIERS INCLUDE:

WHITE MARBLE (MOST RARE)

BLACK (MEDIUM RARITY)

GOLD (LEAST RARE)



THE CARD WILL BE RANDOMLY GENERATED WHEN MINTED, THUS THE MINTER WILL NOT KNOW WHAT TIER THEY ARE RECEIVING.

02.3. ADDITIONAL PERKS

THERE ARE EXTRA BENEFITS THAT COME WITH HOLDING THE C3 NFT (SUBJECT TO WHAT TIER THE INVESTOR HOLDS), ASIDE FROM THE ABILITY TO EARN \$C3 TOKENS. THESE PERKS INCLUDE:

ALPHA CHANNEL ACCESS

C3 MEMBERS WILL HAVE ACCESS TO 'ALPHA' (VALUABLE TRADING INFORMATION), THAT HAS BEEN SOURCED, AGGREGATED AND SUMMARISED FROM THE MOST EXCLUSIVE AND EXPENSIVE PAID ALPHA CHANNELS IN THE CRYPTO SPACE.

DISCOUNTS

C3 MEMBERS WILL RECEIVE VALUABLE DISCOUNTS ON PRODUCTS AND SERVICES TAILORED TO THE NFT ENTHUSIAST.

NEWSLETTER ACCESS

MEMBERS WILL HAVE ACCESS TO 3 VALUABLE NEWSLETTERS, INCLUDING:
A NEWSLETTER THAT AGGREGATES AND SUMMARISES TOP PAID NEWSLETTERS IN CRYPTO INTO ONE DEDICATED PIECES FROM TOP FREE NEWSLETTERS IN CRYPTO
C3'S VERY OWN NEWSLETTER TO KEEP MEMBERS UP TO DATE WITH BUSINESS DEVELOPMENT

ACCESS TO A DISCORD NETWORKING CHANNEL

EACH CARD TIER WILL BE PROVIDED WITH A PRIVATE NETWORKING DISCORD CHANNEL. HIGHER TIERS WILL HAVE ACCESS TO LOWER TIERED DISCORD CHANNELS.

ACCESS TO WL GIVEAWAYS

C3 MEMBERS WILL BE IN THE RUNNING TO RECEIVE WL SPOTS FROM OTHER NFT PROJECTS.

MASTERCLASS

C3 MEMBERS WILL HAVE ACCESS TO AN EXCLUSIVE MASTERCLASS ON 'HOW TO BUILD A SUCCESSFUL NFT PROJECT', WITH INTERVIEWS FROM TOP COLLECTION FOUNDERS AND DIRECTORS.



02.4. CARD UTILITY

AS THE PROJECT GROWS AND MORE PARTNERSHIPS ARE FORMED, \$C3 WILL HAVE ADDED UTILITY AND BE ABLE TO BE EARNED WITHIN ALL AREAS OF WEB 3.0.

MERCHANDISE

HOLDERS CAN SPEND \$C3 ON C3 MERCHANDISE.

PHYSICAL ITEMS AND EXPERIENCES

HOLDERS CAN SPEND \$C3 ON PHYSICAL ITEMS AND EXPERIENCES (E.G. HEADPHONES, HOLIDAYS/FLIGHTS, GAMES ETC).

METAVVERSE ITEMS AND EXPERIENCES

HOLDERS CAN SPEND \$C3 ON METAVVERSE ITEMS AND EXPERIENCES (E.G. WEARABLES, VIRTUAL CONCERTS, METAVVERSE LAND ETC).

PARTNERSHIPS

HOLDERS CAN SPEND \$C3 FOR WHITELIST SPOTS OR FREE MINTS FOR OTHER NFT COLLECTIONS.

STAKE

HOLDERS WILL BE ABLE TO STAKE THEIR \$C3 TO RECEIVE A 10-15% RETURN.

FUTURE \$C3 OPPORTUNITIES

AS C3 GROWS THERE WILL BE VARIOUS OTHER OPPORTUNITIES TO EARN \$C3.



02.5. PARTNERSHIPS

THE LONGEVITY AND GROWTH OF THE C3 COLLECTION WILL BE SUSTAINED THROUGH THE FORMATION OF STRATEGIC PARTNERSHIPS WHICH WILL BE STRUCTURED TO INCREASE C3'S POTENTIAL REVENUE WHILST INCENTIVISING SPENDING IN THE PARTNERED PROJECTS COLLECTION.

PARTNERSHIPS ARE STRUCTURED WHEREBY C3 RECEIVES A % OF THE ROYALTIES WHEN A C3 NFT HOLDER SPENDS IN A PARTNERED PROJECT. THE PARTNERED COLLECTION WILL BENEFIT FROM TARGETED MARKETING TO THE C3 MEMBER BASE AS WELL AS INCREASED TRADING VOLUME MADE BY C3 HOLDERS. THE REVENUE GENERATED BY C3 FROM THE PARTNERSHIP WILL BE USED TO PROVIDE MORE REWARD POINT SPENDING OPPORTUNITIES.

THERE ARE FOUR MAIN REASONS WHY PROJECTS WILL BENEFIT FROM A C3 PARTNERSHIP

1. FREE MARKETING - C3 WILL BE PUBLICISING AND PROMOTING PARTNERED PROJECTS
2. C3 WILL PROVIDE PARTNERED PROJECTS ACCESS TO THE ENTIRE C3 COMMUNITY
3. C3 WILL INCENTIVISE ALL OF ITS MEMBERS TO SPEND IN THE PARTNERED PROJECTS
4. THESE BENEFITS COME WITH ZERO UPFRONT COST

ADDITIONALLY, THERE ARE TWO MAIN REASONS WHY CONSUMERS BENEFIT FROM C3:

1. CONSUMERS WILL BE REWARDED FOR THEIR USUAL SPENDING, WITH VALUABLE TOKENS
2. THESE TOKENS PROVIDE CONSUMERS WITH ACCESS TO EXCLUSIVE ITEMS, EXPERIENCES AND EVENTS



02.6. TOKENOMICS OVERVIEW

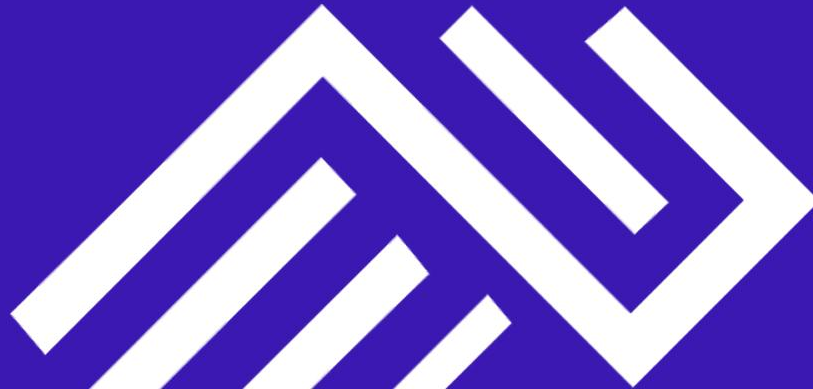
NOTE: AN IN-DEPTH TOKENOMICS WHITE PAPER WILL BE RELEASED PRIOR TO THE LAUNCH OF THE \$C3 TOKEN.

AS STATED IN SECTION 2.5, THE ROYALTIES PRODUCED FROM C3 MEMBERS SPENDING IN OTHER PARTNERED PROJECTS WILL BE USED TO FUND THE UTILITY OF THE TOKEN. THE ETHEREUM THAT A C3 MEMBER EARNS FROM THEIR PURCHASES WILL BE USED TO 'BUY IN' TO THE \$C3 TOKEN (THUS INCREASING BUY PRESSURE), THE HOLDER CAN EITHER SPEND THE TOKENS OR LIQUIDATE IT VIA A DECENTRALISED EXCHANGE. THE AMOUNT OF \$C3 TOKENS REQUIRED TO PURCHASE PRODUCTS OR SERVICES ON OUR MARKETPLACE WILL BE DETERMINED BASED ON THE MARKET VALUE OF THE TOKEN AND THE PRODUCT/SERVICE.



03. SUMMARY

THE CRYPTO CARD CLUB NFT COLLECTION INCENTIVISES HOLDERS TO SPEND IN OTHER PARTNERED PROJECTS AND RECOGNISES THEIR CONTINUED SUPPORT IN THE SPACE, THROUGH THE DISTRIBUTION OF THE UTILITY TOKEN, \$C3. REWARD PROGRAMS HAVE PROVEN TO BE MUTUALLY BENEFICIAL FOR BOTH MERCHANTS AND CONSUMERS, PROVIDING GOOD REASON FOR A SIMILAR STRUCTURE TO BE INTRODUCED INTO ONE OF THE FASTEST GROWING MARKETS WITHIN THE DIGITAL ASSET ECONOMY.





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