

A stylized, high-contrast illustration of a man's face and upper torso. He is wearing a dark fedora hat with a wide brim. His eyes are represented by three solid white squares arranged horizontally. The rest of his face, including his nose, mouth, and beard, is rendered in dark gray and black tones. He is wearing a dark suit jacket and a dark tie. The background is solid black.

# **THE BLOCKCHAIN CARTEL**

**ALLOW US TO INTRODUCE OURSELVES...**

**We've been working in the dark, stackin' up NFTs and collabing with the hottest brands in web3. Building a centralized digital gaming platform fused with the power of blockchain is just the beginning. We raised the stakes with giveaways like stacks of cash and insane amounts of crypto.**



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## THINKING BIG

Games, exclusive events, and fusing the best of web 2 and 3 technology. From our first game, **LINEUP!** to creating a dynamic NFT that integrates with our entire ecosystem, we've developed from the ground up. With a vision to shift paradigms and push expectations, we're excited for the future.

## LOCALS ONLY

Crypto homies, players, and the curious, we're building rad games, giving away cool shit, and we're stoked that you're along for the ride.

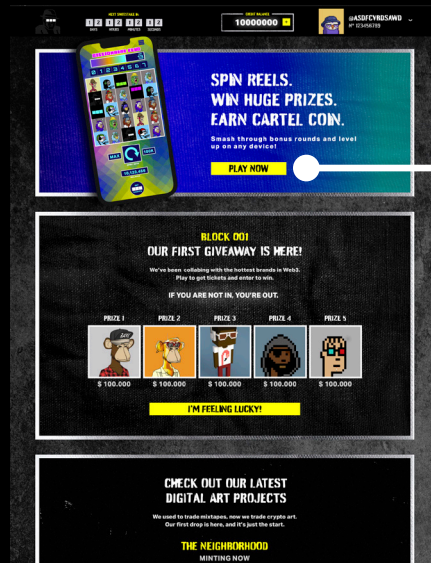
We are **THE BLOCKCHAIN CARTEL. IYKYK.**

# THE BLOCKCHAIN CARTEL ECOSYSTEM

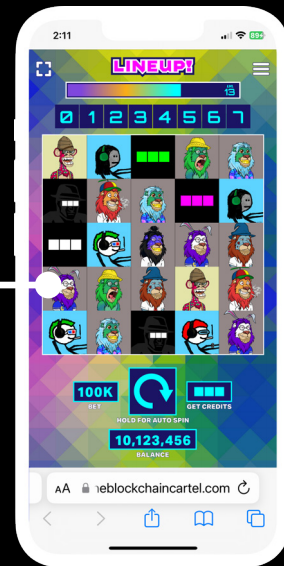
3 features players use during game play include:

- 1 **PLAY CREDITS**
- 2 **TICKETS ENTRIES**
- 3 **CARTEL COIN**

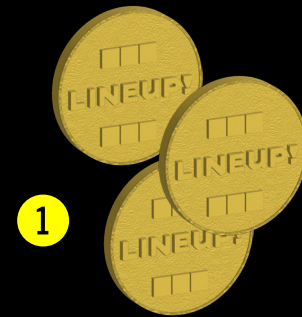
Here's a brief description of each component, with a more detailed description in the following pages.



Browser-based and blockchain-integrated, our platform requires no apps or sign up to play games



Play on your phone, tablet, or desktop computer



1

Win or buy **PLAY CREDITS** for in-game use using ETH, Cartel Coin, or a credit card. Playing 10,000 credits = 1 Ticket Entry



2

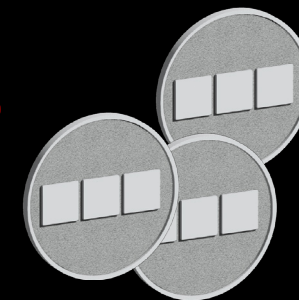
Use **TICKETS** to enter the giveaways



Win NFT's from the hottest projects or stacks of cash!



3



Win **CARTEL COIN** during game play and load into your **STREET CRED** or use it to buy more Play Credits



Raise your Status by loading up your free **STREET CRED NFT** with Cartel Coin

# LINEUP!

Line up the reels and smash through bonus rounds! Inspired by the Bored Ape Yacht Club's badass NFT collection, our game is free to play and drops huge rewards from the hottest NFT brands.

Launching fall of 2023 with our first 5 Blocks of giveaways, earn tickets and enter to win NFTs or trade it for stacks of cash.

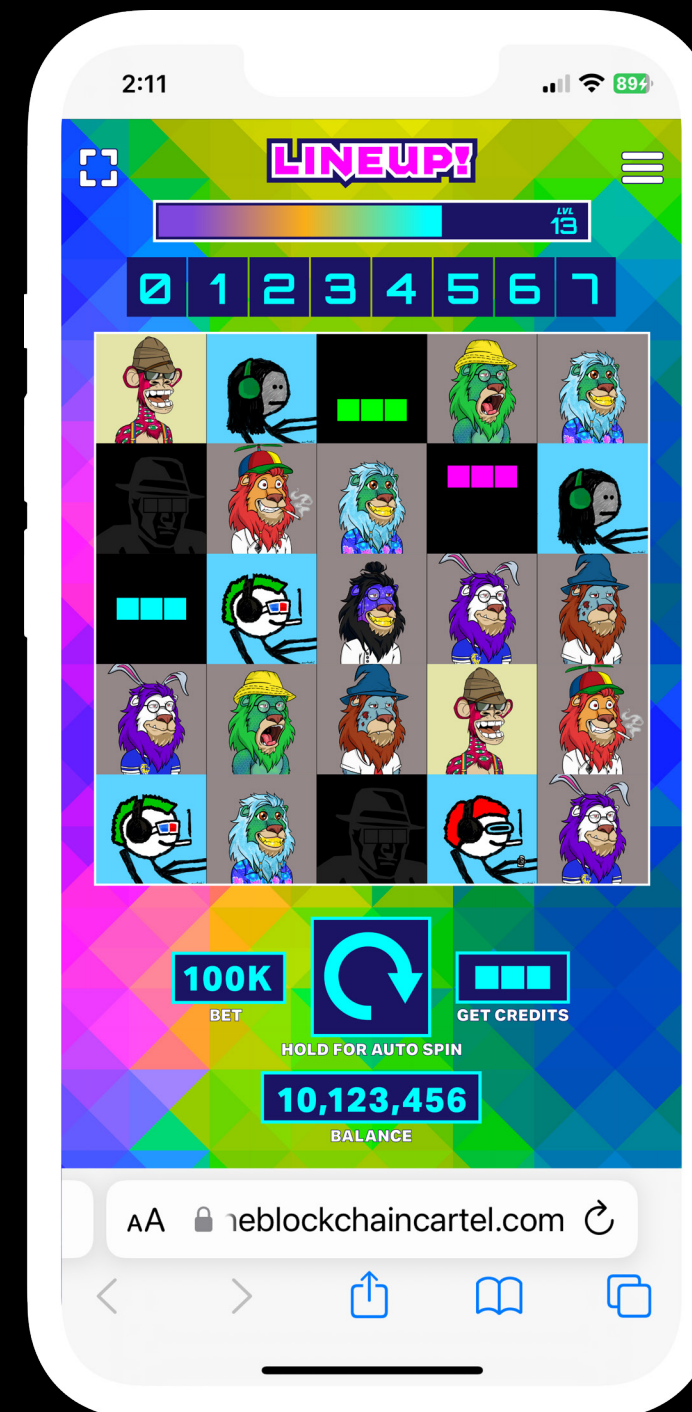


CryptoPunks

AZUKI

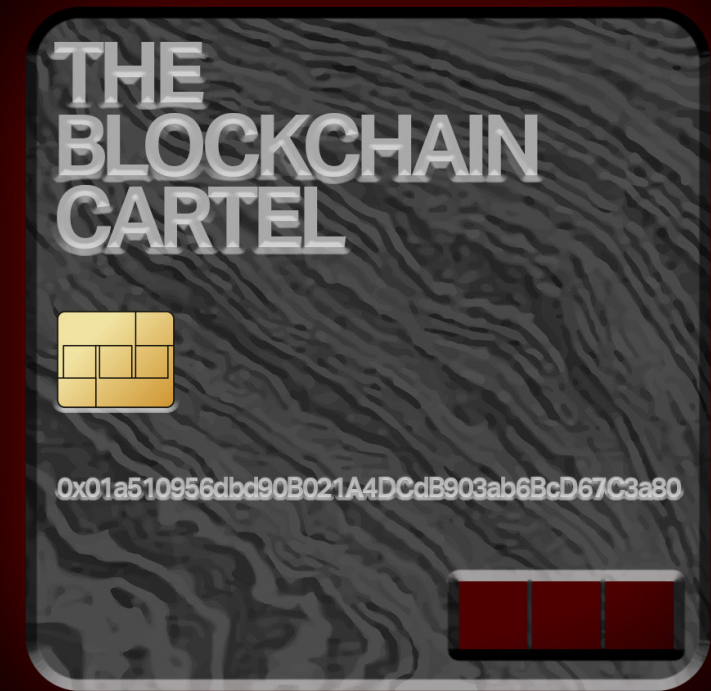


Moonbirds



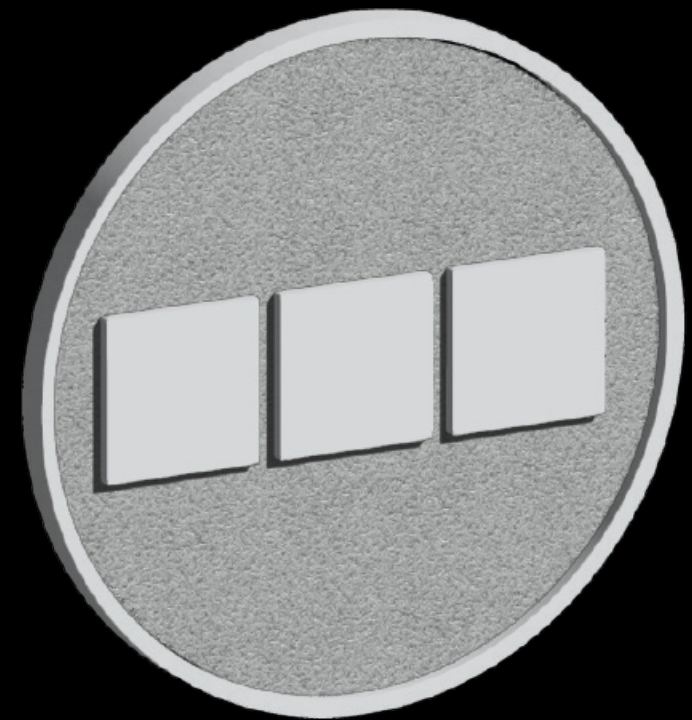
## USING CRYPTOGRAPHY TO BUILD THE FUTURE

We used to trade mixtapes, now we move crypto. **STREET CRED**, our free NFT, is the cheat code into our family and another example of how we're using the blockchain to build a new future for entertainment.



## **CARTEL COIN**

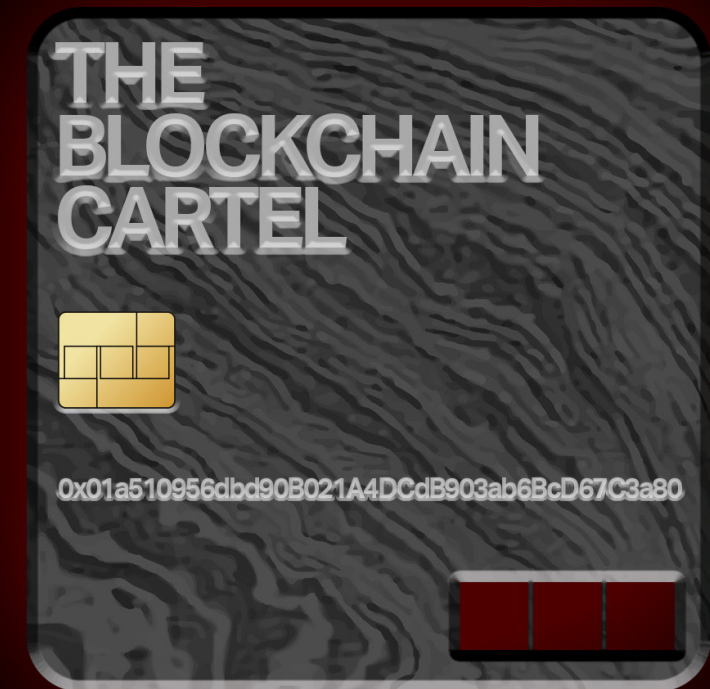
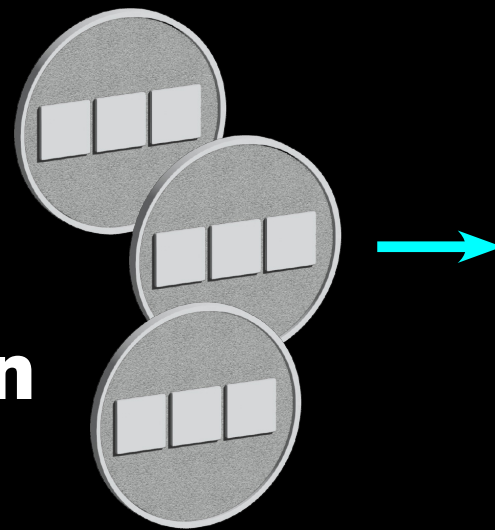
**Our own cryptocurrency that's notorious with our players, **CARTEL COIN** can be used as currency on our gaming platform or load it up into our free **STREET CRED** NFT and build Status across our entire ecosystem.**





## STREET CRED

**STREET CRED** is our blockchain based cheat code. At it's most basic, it's an NFT you load up with our **CARTEL COIN** while playing our games, but it's much more than that, homie. The more Cartel Coin you burn into it, the more Status you gain on our platform and with future plans for IRL events, it's your backstage pass, too.



## **THE POWER OF THE BLOCKCHAIN**

**We're exploring the limits of blockchain technology to build a platform backbone that sets us up for the most exciting future.**

**Increased security**

**Public transparency**

**Ownership of digital items**

**Rewarding user participation**

**Flexible across platforms**

**Scalable as we grow**

**Smart contracts on the Ethereum network like ERC-721, ERC-1155 NFT's, and the ERC-20 token support the innovative experience we've built for the player.**

## THE FUTURE

From **LINEUP!** to **STREET CRED**, we're hustlin' hard. We've got game #1 in the can and game #2 in development. Fusing the best of web2 and web3 technologies, we're upping the quality of player experience while exploring how it might influence our IRL events and a future that will surely include the metaverse, too.

We're **THE BLOCKCHAIN CARTEL**.  
Jump in.



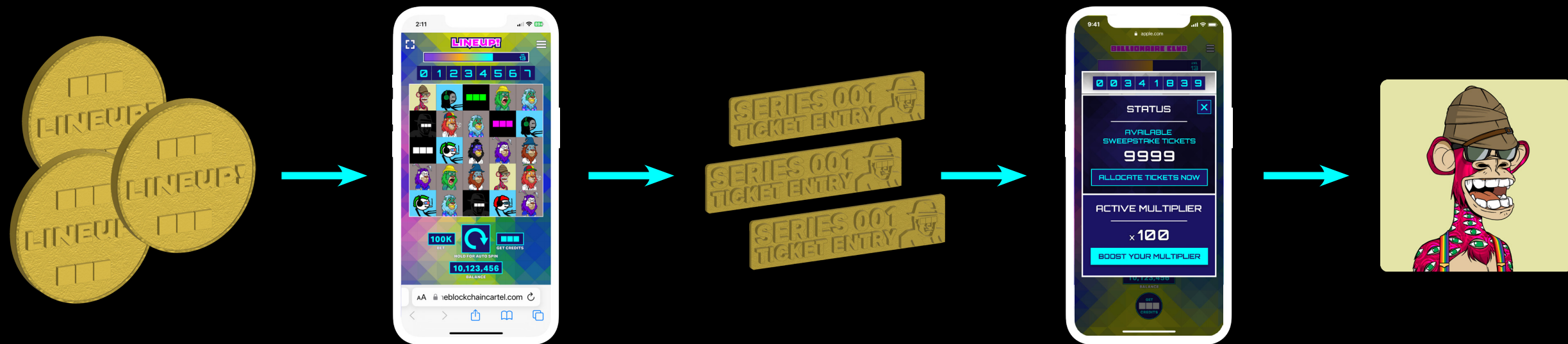


# FAQS

## GAME FAQS

### HOW DO YOU WIN TICKETS FOR THE GIVEAWAY?

Our first game, **LINEUP!**, combines sweepstakes style awards with traditional slots playing. **SERIES 001** is our first set of five giveaways, where all registered players earn tickets for insane prize drawings. **10,000 credits played = 1 ticket entry.**



Play with daily free credits or buy larger volumes to increase the number of tickets you earn for the giveaways!

## HOW DO I ALLOCATE MY TICKETS?

**You have full control of your tickets. Say you earn 100 Tickets. You decide how to allocate the tickets for each giveaway within the Series. Distribute the Tickets evenly or drop them all on the big prize! Tickets reset to zero at the end of each Series.**



CryptoPunks

AZUKI



Moonbirds



## HOW DO I BUY MORE PLAY CREDITS?

If you run out of the free play credits, chill, you can easily buy more using Cartel Coin, Ethereum, or a credit card.

## HOW DO I GET MORE CREDITS FOR FREE?

Our rad prizes are open for anyone to enter. Players get free credits each day they sign in and we've got you covered with a *No Purchase Necessary* alternative method of entry, just like the Mickey D's Monopoly giveaway.

Here's how it works: [No Purchase Necessary](#)

Snag some free play credits and get spinning **LINEUP!**

## **WHAT IS THE BET STRUCTURE OF PLAY CREDITS?**

**Game play starts with a min and max bet. Leveling up increases your max bet so you can earn entry Tickets more quickly.**

**Min Bet — 500    Max Bet — 100,000**

## **HOW MANY GAME LEVELS ARE THERE?**

**There are 20 levels with different rewards at each level.**

## **HOW DO I EARN TICKETS?**

**Every 10,000 credits played = 1 Ticket to enter our giveaways.  
Levels and max bet reset after the end of each Series giveaway.**



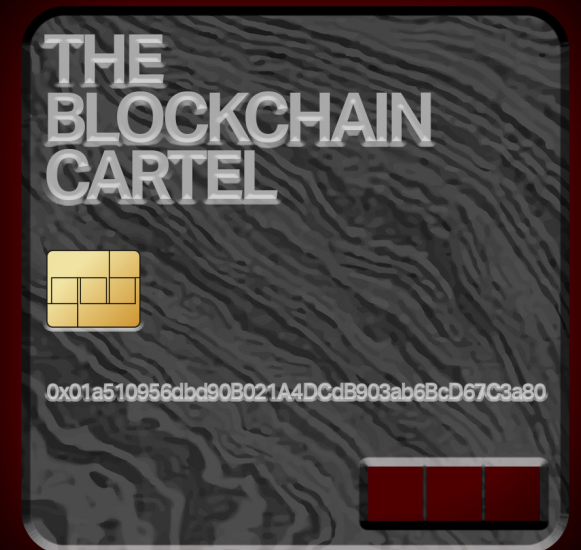
## STREET CRED FAQs

### WHAT IS STREET CRED?

**STREET CRED** is a free (except for gas fees) NFT that increases your Status and benefits in our ecosystem. The more **CARTEL COIN** you burn to it, the more benefits you unlock. With future plans for IRL tournaments and entertainment events, it's also like your backstage pass.

### DOES STREET CRED STATUS LEVELS AFFECT TICKET ENTRIES?

**STREET CRED** Reaching Cartel Red Status radically increases your entry tickets up to 100x!



## **DOES STREET CRED STATUS ONLY ALLOW YOU TO MULTIPLY YOUR TICKETS?**

**Nah, we've got lots of cool stuff for you. Reach Status 5 and get early access to our next NFT drop. Reach Status X... well, you'll just have to hit it to find out.**

## **WHAT HAPPENS TO THE CARTEL COIN I LOAD INTO STREET CRED?**

**When you load **CARTEL COIN** into your **STREET CRED**, it's there to stay (burned, if you know the crypto term) so you can keep building Status.**

## **WHAT CAN I DO WITH CARTEL COIN BESIDES LOAD UP MY STREET CRED?**

**You own your **CARTEL COIN**. You also have the option to buy more play credits with it or hold it in case this blows up big time.**

## **BLOCKCHAIN FAQs**

### **WHAT IS CARTEL COIN?**

**CARTEL COIN** is the transferable ERC-20 token used in our games and general ecosystem.

### **WHY USE THE BLOCKCHAIN?**

**Our business is built upon ideas that require blockchain technology to implement, such as **STREET CRED** or **CARTEL COIN**, which interact with each other with a level of security only the blockchain can reliably provide.**

## **GENERAL FAQs**

### **WHAT IS AN NFT?**

**An NFT is a smart contract that is minted to the blockchain. More than lines of code, they're traceable, unique, and impossible to duplicate, which can prove ownership and provide security against hacking. Most NFT's include graphics.**

### **CAN'T I JUST SCREENSHOT THE IMAGE?**

**You could, but it would not be connected to the smart contract and lack any features and benefits the NFT was built for.**

## **WHAT ABOUT THE SEC?**

**Late nights, a lot of research, and a huge pile of cash to our counsel at Sheppard Mullin will help keep us on the right side of the law. THE BLOCKCHAIN CARTEL may sound like law breakers, but we've designed our tokenomics the right way:**

**Cartel Coin** was not sold in a pre-sale or ICO.

No **Cartel Coin** was allocated to company founders or insiders.

**Cartel Coin** is only earned in-game or by airdrop promotions.

**THE BLOCKCHAIN CARTEL** will not sell **Cartel Coin** on the secondary market and platform users are discouraged from doing so.



# TOKENOMICS

## **TOKENOMICS**

### **CARTEL COIN**

**Initial mint of 1,000,000 tokens with additional Tokens minted by players.**

### **WHY IS CARTEL COIN INFLATIONARY?**

**The ability to mint more tokens maintains a high quality player experience and benefits the development of new products.**

### **HOW DO PLAYERS RECEIVE CARTEL COIN?**

**Players can mint directly to their wallet. For players without a connected wallet, we keep a record of earned **CARTEL COINS**, which can be minted by the player when they connect a wallet.**

## **HOW WILL THE TOKENOMICS AMPLIFY GAME PLAY?**

**CARTEL COIN** is used in our games as rewards, increases Status in our ecosystem when burned to the Street Cred NFT, or can be used to purchase Play Credits.

**STREET CRED**, our NFT for burning Cartel Coin and gaining Status in our ecosystem, is available to the player for free (other than gas fees) and has an unlimited supply.





**UTILITY + SECURITY**

## **EXTERNAL UTILITY**

**External projects in both the digital and physical world are a crucial part of our vision and the blockchain gives us the ability to connect to these projects in verifiable and unique ways.**

## **SECURITY AND CONFIDENCE**

**Centralized databases are subject to security vulnerabilities by internal and external parties. Security, transparency, and trust are elegantly solved by the decentralized structure of a blockchain. The ability to trace the origin of each token provides validity of creation and ownership.**

# DISCLAIMER

## NOT A SECURITY

THE BLOCKCHAIN CARTEL Token is not a security, as defined by the Securities and Exchange Commission.

## NO INVESTMENT ADVICE

The information provided within this document does not constitute investment advice, financial advice, trading advice. THE BLOCKCHAIN CARTEL does not recommend that any cryptocurrency should be bought, sold, or held by you. Conduct your own due diligence and consult your financial advisor before making any investment decisions.

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**WE'RE STOKED TO CALL OUT OUR PARTNERS, COLLABORATORS, AND ADVISORS**



**SheppardMullin**



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BLOCKCHAIN  
CARTEL**