

colRverse

WHITEPAPER



Introduction

colRverse seeks to distribute intellectual property rights (IPR) through non-fungible tokens (NFTs).

colRverse's first project will consist of a set of NFTs called colR Cards and a (fungible) token named colR Coin (**\$colR**). The colRverse name will be used as the trademark of the project.

The colR Cards consists of a set of 903 preselected colors with a maximum of 60 copies of each color.

Some colors will be even more limited, and a few might be exclusive. The total number of NFTs will be less than 40.000 and probably between 36-38.000.

Each color is represented in the form of an animated video of a card bearing the colRverse logo on the back, and the specific color on the front together with the name and the HEX code of the color.

Back

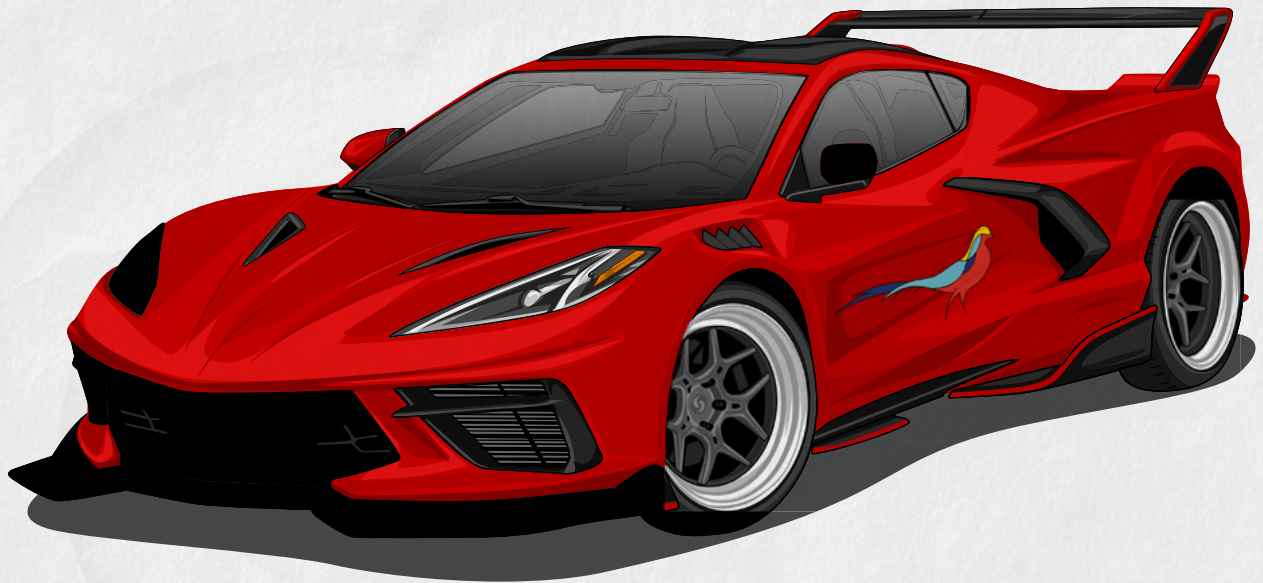


Front (examples)



Each NFT gives the holder a right to use the colRverse logo and/or the colRverse name accompanied by the specific color of the NFT. The right-to-use right applies in all respects, including but not limited to online metaverses, social media and the physical world.

An owner of the Yellow [#FFFF00] colR Card thus has the right to bear the colRverse logo on a yellow t-shirt. An owner of the Yellow [#FFFF00] colR Card does however not have the right to use neither the colRverse name nor logo in connection with a red t-shirt, or any other t-shirt that is not yellow.



Illustrated examples of use of the colR Cards (not from a real game)





The vision and aim of colRverse

Most people are probably aware of the fact that just because a product is expensive, it does not necessarily mean that the quality of the product follows. A \$1.000 Gucci t-shirt is probably of better quality than a \$25 Adidas t-shirt, however few would argue, that the Gucci t-shirt is of 4.000 % better quality than the Adidas one. It is probably also safe to say, that you would be able to find a shirt of the same quality as the Gucci one, for a fraction of the price. The price of the Gucci shirt lies, not purely but predominantly, in the Gucci brand, represented by the Gucci name and logo (Intellectual Property Rights).

If not for the limitations of the physical world Gucci, and other luxury brands, would probably just be selling people rights to use their name and logo in certain contexts. This is however not

possible. First of all because it would be virtually impossible to check whether the one using their logo has the right to do this. Second because if Gucci for example sold people a right to use their logo, and people then used this on shirts etc. of poor quality, the brand value and thus the value of the right would deteriorate. In the metaverse this is however not as big a problem as there cannot really be a difference in the quality of for example clothing. It is not like you will feel better walking about with an avatar that wears a shirt that is 100% cotton and not polyester, and it is not like there would be a problem with durability. On top of that it would be very easy to check whether a user has the right to use the logo in a specific context, as the user would have to connect to their wallet, and only be able to use the logo if the user has the right credentials (holds the right NFT).

colRverse aims to be the Gucci of the metaverse.

Not necessarily by creating wearables, but by doing what the luxury brands of today cannot due to the limitations of the physical world - selling the rights to use our brands' name and logo in certain contexts i.e. the Intellectual Property Rights of the brand, that are in the process of being registered. By doing it this way, it also assures that the colRverse product can be implemented in most possible metaverses, not being limited by a certain design or clothes, cars, weapons, houses etc. that the metaverse perhaps will not accept and perhaps don't even have in the game. Most metaverses will hopefully feature colors and if it does, it will be very easy for the metaverse to implement the use of the colRverse NFTs.

Utility

As described above a colRverse NFT holder has the right to use the colRverse logo and/or the colRverse name accompanied by the specific color of the NFT. This right applies to all respects, including all metaverses that allows its users to implement such. This utility of the colRverse NFTs will however rely heavily on the collaborations with metaverse companies, as it must be expected that many metaverses do not allow the user to upload and use e.g. a colRverse logo. Establishing collaborations with metaverse companies is in our view a necessary prerequisite for the long-term success of the colRverse NFTs.

Therefore establishing these collaborations will be one of the main focuses of the colRverse team, and this focus also played a part in deciding on the number of editions of the colRverse NFTs. As described above, the colRverse NFTs will in time consists of a total of 36-38.000 editions with a maximum of 100 editions of the same color. This number far exceeds the number of editions that most NFT projects have today, where edition sizes around 10.000 seems to be the norm. The edition size of the colRverse NFTs will however be vital in securing collaborations with metaverses, that should look positively at the prospect of getting up to 38.000 new users.



Collaborations might also be necessary to form with metaverses that already allow their users to implement logos etc. A scenario could be imagined where one metaverse refused to collaborate with colRverse and allowed their users to use the colRverse logo without owning a colRverse NFT, and thus violating our IPR. If such scenario were to happen, the metaverse company itself would most likely be seen as the violator of the rights. If such scenario was to happen we will be ready to file a lawsuit in the aim of protecting the project and the holders' interests.

Token and Tokenomics

As mentioned, the colRverse NFTs will be accompanied by a token named colR Coin (\$colR).

It was discussed heavily within the colRverse team whether to introduce a token to accompany the colRverse NFTs or not. On one hand, we wanted to give people the opportunity to invest in the success of the project without having to purchase one of the colRverse NFTs. Some may not have the economical means to pay for one of the colRverse NFTs, and some may already have bought the NFT they want. On the other hand, it would be pointless to create a token, if the token and the NFTs were two separate entities that do not affect each other. We thus needed to come up with a way to “entangle” the NFTs and the token, so that the success of the NFTs would be reflected in the token and vice versa. To solve this problem we came up with a set of innovative tokenomics, that assures the entanglement of the token and the NFTs, something that we like to call “entanglonomics” – see more in the following section.

The colR Coin (\$colR) will also give holders benefits in the form of automatic whitelist spots for minting colR Cards, as well as a reduced minting price. In the future, we will present several other benefits for colR Coin (\$colR) holders.

We also wanted to create a mechanism to ensure that the colRverse NFTs would never drop below minting price. Many NFT projects makes regular floor sweeps, where the lowest listed NFTs are bought and immediately relisted for double the price. We took this concept a bit further and added a burn function to it – see more in the following section.





Tokenomics

Token tax:

Total buy tax: 10%

- 6% marketing and development
- 3% NFT floor sweep
- 1% liquidity pool

Total sell tax: 10 %

- 6% marketing and development
- 3% NFT floor sweep
- 1% liquidity pool

Each time tokens are bought, 3% goes to a wallet that the team will use to do weekly “floor sweeps” of the NFTs, where the lowest listed NFTs are bought and immediately put up for sale for double the price. If for example the cheapest colRverse NFT on the market is listed for 0.5 eth, this will be bought and re-listed immediately for 1 eth.

NFT tax:

Total tax: 7.5%

- 4.5 % marketing and development
- 3 % token buyback and burn (B&B)

Each time an NFT is bought, a buyback of the \$colR token is initiated and burnt.

If an NFT is ever bought during the “floor sweep” for less than the minting price, this NFT will be burnt, until the circulating supply of the specific color reaches 1 editions. If for example the minting price of the yellow colR NFT is 0.1 eth and an edition of this NFT is bought during a “floor sweep” for 0.09 eth, this edition will be sent to a burn address and forever removed from the circulating supply.