



POPEYS

WHITEPAPER

VERSION 1.0





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This white paper aims to present the collection of NFTs named "Popers", which consists in 10,000 unique, non-fungible tokens created on the Ethereum blockchain according to the ERC-72 standard. Therefore, all NFTs are authentic, and have their own rarity attribute. Each NFT can be traded on the Ethereum network and stored in wallets compatible with the Ethereum blockchain, such as Metamask.

Concept

The idea of creating Popers emerged post-pandemic, where the digital world converged even more with the real world. In a period full of new challenges due to the forced restrictions that existed around the world, which required drastic and sudden adaptations from all of us, the team's focus and motivation shifted to the idea of giving "life" to the Popers collection. We thought of merging the vulnerabilities and needs that we faced in the real world with the promising potential that the digital world provided us.

Day after day, digital art and the world of NFTs began to seem like the perfect match for the idea we had in mind - to have a positive impact on the mental health of the online community, especially in the NFT industry, which was so impacted by post-COVID changes.

Popers collection is based on a strong desire to contribute to the process of clarification, understanding and consequent resolution of problems associated with mental health through digital art. Therefore, Popers are creatures whose inner strength lies in their intellect, essence, and core foundation, just like all of us.

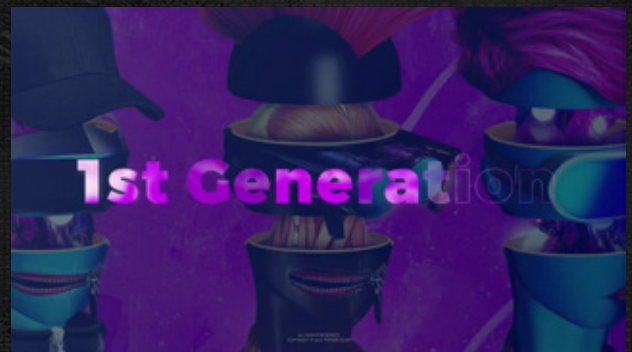
Poper's head is divided into three parts and was designed as a surprise box. It's interior defines their unique personality and have a common idea of sharing and unity among all. Popers are defined by their appearance but above all by their essence. They are part of a whole and are connected by the same genetic principle (DNA), like us, capable of strengthening and supporting each other with a strong collaborative spirit of mutual aid and clarification.



Graphics

Poper is derived from a physical form that embodies a being from a different planet, possessing human-like characteristics, and incorporating diverse elements that contribute to the overall composition of the figure.

Some of the elements (accessories) that make up the Popers come from different cultures and have very specific connotations. The fusion of these elements results in unique styles and attitudes.



Through the distinct elements combination, we seek to convey the idea of unity, inclusion, and elimination of anti-social barriers such as stereotypes, stigma, prejudice, and discrimination.

The collection has a palette of strong and vibrant colors that somehow match the irreverence of a Pop Street Style and the positive energy that we want to spread.



Mission

The problem of mental health is very broad and can be defined in various ways, but it generally refers to the emotional, psychological, and social well-being of everyone. Some of the most common conditions that reflect a fragile mind are depression, anxiety, personality disorders, eating disorders, among others.

These problems can be caused by various factors, including genetics, environmental factors, traumatic events, stress, and other social challenges. Fragile mental health can affect anyone, regardless of age, gender, ethnicity, or social class.

As a result, many people who suffer from mental health problems do not receive the help they need, and this is reflected emotionally, professionally and personally. It is important to recognize and address these problems to help promote emotional and psychological well-being for all.

Our goal is to talk about the theme and promote actions that contribute in some way to mental well-being.

Social connections are very important for mental health, and so we aim to bring together a community with a spirit of mutual aid, sharing of experiences and knowledge, so that together we become strong and with a healthy mind.



Actions



Promotion of dialogues on mental health with constant suggestions of tools and actions that aim at the balance and well-being of the community.



Creation of differentiated groups (channels) with the aim of bringing together people with similar interests, objectives, and visions with which they identify, where the exchange of ideas and sharing of opinions is welcome and valued. The goal is for these groups to become a source of support and social connection, allowing the community to share experiences and eventually engage in joint projects.



Creation of a tool/app for customizing Popers, through mobile devices such as mobile phones or tablets. The customization of the NFT aims to allow our community to experience the possibility of almost “recreating” their Popers.



Creation of creative projects, which aim to express emotions and work on the intellect, with a focus on mental balance and active meditation.



Rarity

The rarity of the NFT refers to the characteristic of a certain token to be unique and exclusive compared to the other tokens of the same collection. The rarity of a Popper is determined by the scarcity or uniqueness of the token.



**Super
Rare**

These NFTs are the most valuable, and their distribution is less than **3%**.



Rare

The unique distribution for rare is over **5%**. Here, the most reasonable distribution is **5-10%**.



Ordinary

These are the ubiquitous NFTs. Their distribution ranges from **88 to 94%**.



Holder giveaways (1/2)

Exclusive gift offerings

We intend to offer exclusive gifts such as limited edition NFTs, personalized merchandise (pins, t-shirts, cups, mugs, stickers, and so on.)

Digital Marketing kit

Possibility to win a customized communication kit of Poper, with graphics for social media, wallpapers and animated video.

Poper's secrets

Possibility to uncover identity secrets of Poper, such as personality, tastes, behaviors, and so on.

Governance token airdrops

Offering governance tokens to NFT holders, allowing them to actively participate in community decisions.

Firsthand news

Early access to future releases, such as new collections or other products.



Holder giveaways (2/2)

Exclusive experiences

NFT holders can be invited to exclusive events and communicate directly with the collection creators.

Exclusive NFT airdrops

NFT holders may receive exclusive NFTs that are not available for purchase or are limited editions.

Exclusive access to products and platforms

NFT holders may receive access to exclusive products and platforms that are not available to the general public.

Partnerships and collaborations

NFT holders may be invited to participate in exclusive partnerships or collaborations with creators (active participation in future collections with appropriate rewards).

NFT offerings

NFT holders are eligible for free NFT collection giveaways.



Social contributions ^(1/2)



Donations to social causes

Channeling a portion of profits towards a variety of social causes, including human right advocacy, mental health education, and environmental protection.



Partnership with mental health organizations

Establishing partnerships with organizations that work to promote equal opportunities, psychological balance, and social well-being. Part of the profits from NFT sales will be donated to support the programs and services of these organizations.



Future collections

Future collections and exclusive NFTs developed and designed with a focus on mental health, such as mindfulness and meditation, with a percentage of sales earmarked for organizations that work to promote mental health education.



Social contributions (2/2)



Awareness-raising and dissemination

Using NFTs to create messages and awareness campaigns about the importance of social inclusion and good mental health.



Support mental health services

Support mental health services, such as digital therapy platforms. Possibility of partnerships and advantages for the holders.



Collaboration with artists

Launching an artist competition for the creation of distinct versions of Popers that address social inclusion and mental health themes, such as equality and respect for cultural differences. The sale of these NFTs will be dedicated to helping people who suffer from social exclusion.



Roadmap

01 Community Building (Pre-Mint)

- Generating Popers;
- Launching Discord, Twitter, and Instagram;
- Partnerships with other NFT collections;
- WL Giveaways;
- Website launch.

02 Pre-Sale and Public Mint

- Launching reward programs to encourage active participation in the Discord community (whitelist);
- WL pre-sale (Price - TBA);
- Public mint (Price - TBA).

03 Post-Mint

- Merchandise store;
- Donations (donation to an institution chosen by the community);
- Continuing to promote the collection with new marketing strategies.

04 Sold-Out

- Creating the second generation of Popers;
- Launching new NFT collections with special offers for holders (lower prices, priority access to spots on the whitelist, and exclusive channels on Discord).

Meet the Team

Humans behind Popers



Mário Santos

Artist & UI/UX Designer



Rúben Estêvão

Developer



Catarina Antunes

Digital Marketing Specialist

The Popers collection was conceptualized and designed by the creative and web designer Mário Santos. Rubén Estêvão is the developer and responsible for website development,

landing pages, and smart contracts. Catarina Antunes is a digital marketing specialist and responsible for the social communication that surrounds the project and the community.

Want to become a partner?

If you would like to know more about our project, please submit your partnership request [here](#). We will contact you as soon as possible.

Know More



POPEERS