

flip

flipr.io

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We believe the future of Web3 is focused almost entirely on community. Community empowerment with more available tools and collective ownership of the products they love to use. A completely new landscape will be forged out of this digital movement; it only needs to be explored with open minds. We foresee at a minimum, a revolutionary shift in the connection between product and user.

The design of FLIP has been carefully crafted to assist in growing the revenue streams for the **flipr.io** marketplace, as well as helping to expand the ecosystem further through more web3 products. We will not only support Cardano NFT communities but crypto as a whole.

The FLIP token exists to tie together an increasingly complex ecosystem in a simple and effective way. With a vision for our products that span the entire crypto industry, spawning out of the Cardano blockchain. FLIP is at the heart of this and is already being integrated into **flipr.io** and will be part of future Web3 products.

The heart of our vision aligns itself with the origins of crypto, where users are in control of the product, its features, and how it operates. The direct success of web3 products should be in the hands of the many, and not the few.

Why Cardano?

Cardano currently is positioning itself as the most stable blockchain where work can be guaranteed to still be effective in years to come. The team building **flipr.io** every day is in no way opposed to change in the future, but as of now, there are no contending chains to challenge our view based on the current products being designed and built. The intention, however, is to expand outwards from Cardano.

vision



Slow development

Now is the best time to build new products and features with a strong core business application. Even with very limited resources, the **flpr.io** team has built one of the best NFT marketplaces across all chains and it will continue to bound forward. Cardano is in its “early developer phase” so some forgiveness can be granted for the slow development.

Maximalism

Ease of use for all - inside and out of the cryptocurrency community. Applications that allow the broadest audiences to use their platforms will have the largest market and will have faster growth. This can be achieved by integrating with cross-chain infrastructure and bridges.

The ecosystem of products we are building aims to be cross-chain. Expect to see **flpr.io**, FLIP, and our future Web3 products following this route.

Poor international usage

Most traffic is focused on a few select territories. There are only advantages by opening up to a wider audience so that the entire crypto world can take the new technological empowerment Cardano permits.

Multilingual support in English, Portuguese, Japanese, and Korean initially will be our focus on all interfaces. Along with marketing and communication channels to all audiences. There is a strong drive amongst the team to add more languages to cover more continents.

problems





* FLIP token image not final

flip

1,000,000,000 supply



Public 77%

FLIP rewards • 35% Staking • 10%
Airdrop • 12% Sale • 20%

Treasury 10%

Development • 3.5% Reserve • 1.5%
Marketing • 5%

Team 10%

L & M 3%

Management • 2% Bonus • 1%

 flpr.io

tokenomics



Reward emissions for FLIP will come from 3 different sources; listing, trading, and experience rewards. The team will continue to propose mechanisms to the community to grow the FLIP economy with a circular ecosystem of sustainable inflows and outflows.

Listing Rewards

Listing rewards will become active upon completion of the strategic sale phase. There will be a max allocation of 50,000 FLIP tokens per day available. The criteria for a collection to be included for FLIP listing rewards are:

- It must have a royalty percentage greater than 0.
- The NFT must be listed for longer than 45 blocks (15 minutes) to sync the reward timer and start earning FLIP.
- It must be in the Top 100 for daily traded volume on Cardano per 45 block cycle.
- Your listing must be equal to or less than 1.5x the floor valuation for that collection across all marketplaces. The closer your listing is to the global floor price, the higher your listing rewards multiplier.

Collections that use circular trading (wash trading) and artificial buying and selling will be permanently excluded from any marketplace rewards with evidence provided by the community.

Updating an NFT listing price will restart the FLIP reward sync.

In summary, the **flipr.io** point system will reward listing high-volume collections close to the global floor price.

rewards





Trading Rewards

Trading rewards will be implemented after listing rewards and once the economy around FLIP has begun to grow. Here is what to expect from the trading reward system:

- All NFTs are eligible to earn trading rewards, not just high-volume collections.
- The exact number of tokens you will receive is calculated from the contribution of the trade to the total marketplace volume for that day (00:00 UTC - 23:59 UTC).

Experience Rewards

More information on this soon as this is tied to an important feature rollout.

Staking

Token staking and trading will be available across Cardano platforms and exchanges.

DAO

DAO voting based on FLIP holdings. A minimum amount of FLIP will be required to vote and that threshold is 100,000 tokens. This will allow you to cast a single vote, open proposals which will always be heard, and if a community threshold is met - later voted on.

Owning more than 100,000 FLIP does not entitle you to more voting power in any way. This will ensure **flipr.io** remains competitive and on the community pulse.

rewards





Buyback Program

flipr.io is positioned for multiple revenue streams beyond just the underlying marketplace trading. As the DAO becomes a bigger part of the product many decisions, such as the one below can be proposed, discussed, and voted on.

One of the revenue streams being redirected is the non-referred portion of NFT trades. All trades have the potential to be part of a referral at the initial rate of 0.5%. For those that do not have a referral attached to them, that 0.5% will be redirected into the buyback program for FLIP. These funds will be accumulated, and upon announcement used to buy FLIP from the highest volume exchange and burnt.

More streams will be redirected towards the deflationary aspect of the FLIP token from the **flipr.io** marketplace. Though we hope soon these decisions can be made through the DAO.

A designated, public burn wallet will be released so the community can observe the process in real time. Along with community social tools to easily explore the process. This system will continue until 50% of the original supply has been repurchased and destroyed by sending the funds to an inaccessible wallet. (500 million FLIP).

This makes FLIP deflationary during its formative years. The first of its kind on Cardano, with tangible utility driving it forward.

deflationary





Strategic Sale

A strategic sale for 20% of the entire supply will take place in Q3, and Q4 of 2022. This will consist of 200 million tokens. Price TBD and pending valuation. The capital will be deployed over the course of the token vesting period of 2 years and used to grow, market, and expand **flipr.io** across the international cryptocurrency community.

The sale will be held via LCX, the Liechtenstein Cryptocurrency Exchange. This is an extremely experienced partner who can ensure our enterprise is done lawfully and therefore we can focus on what we are good at and push long-term growth.

Token vesting will be applied to the team. It is a common safety measure so those tokens are slowly released over a long period of time. The full vesting period will take 4 years where 25% of the allocation is released at the end of every year. This ensures that equity within the project is earned over time and not handed out. It also aids price stability during the early stages.

Capital Deployment

35% will be used to expand the team and development efforts further and faster. This will give the team much-needed resources to build products to meet demand. This can include an expansion of the team, Cardano-specific development training if necessary, and recruiting.

50% will be deployed towards marketing and branding efforts beyond just the borders of Cardano and the team is moving towards a product set that is designed for the entire cryptocurrency market.

15% will be kept in a reserve for unforeseen situations and emergencies.

If there are ever opportunities to open source work/ knowledge share the team will share it with the wider crypto community as it benefits the industry.

sale



Team

* more partners will be added

We have an exceptional team with rare, eclectic technological knowledge. They are led by Co-Founders Antony Connor (@tonald_flip) and Harry Jones (@halexander_flip).

The team has expertise building on Cardano as shown in current live products and have continued to remain on the cutting edge as the ecosystem develops. As well as having built products on Web2.0 the team has also developed products on Ethereum, Dfinity, Binance, Ergo, and Algorand. This removes the lid on any limitations within the team and makes cross-chain not just an aspiration but a reality.

Running with an efficient setup means there is no burden of unnecessary expenses whilst expanding into larger markets.



Partners

Tango Crypto. The best suite of high availability APIs and developer tools which the team is able to leverage to build quickly and securely. We were fortunate to partner early with their fantastic team and we have both planned to assist and help grow together in the cryptocurrency industry.



team



Risks

There are risks involved in building web3 products as it is such a dynamic and live system to build applications in. But it also presents a sensational opportunity. Our team and extensive network have the persistence, drive, and agility to overcome issues should they arise.

We have overcome many seemingly insuperable obstacles in building everything in our careers, not just **flipr.io**; all were great learning experiences and have only made us a strong force to reckon with today.

Competition

Many teams planning and actively building web3 products. The competition will only get stronger. This is to be expected but we welcome it. It pushes us to build what we know we can. We know the members of our team can build new products that are authentic, and original. We are comfortable adjusting business models to fit the market's needs and new ones as they are created.

The competition also gets us excited. It is great to see the industry as a whole growing and it creates many opportunities as it does. Another success is not our failure. It is an opportunity to use the new products and grow together as web3 dawns.

Note. Aside from directly buying FLIP tokens from an exchange. The only means to acquire FLIP are via the strategic sale, trading on **flipr.io**, or last but not least - holding a Ghostchain NFT.

In short, holding one of these NFTs will grant the opportunity to claim airdrops of FLIP quarterly, for over two years. This accounts for 12% of the total supply of the FLIP token. See official communication channels for more detailed information:



The question is: given our team, recent track record, experience, and existing product, do you believe we stand a chance? If yes, then please follow our socials, interact with our communities positively and provide feedback.

More information regarding our token sale will be available soon.

flipr



<https://discord.gg/flipr>



https://twitter.com/flipr_io