

# brut(e)

## WHITEPAPER

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# Introduction

We all are pieces of the same big puzzle of a new order and modern history.

We all have that spark that we won't trade in exchange for pennies and that deep desire to shift the cruel world that brought us all here, where art becomes an actual rebellion and those who create art are not long forgotten but praised for what they did. At its core, Brut(e) as a product is against Earth's pollution. Likewise, digital art is against copyright congestion! Combining free spirits, eco-friendly products and methods, digital art, ethics, love, appreciation, and rebellion, we are ready to set a new Brut(e)al world order that belongs to humanity! Be part of it!

After three years of hard work on the brand Brut(e), it's finally time to launch our unique and the most exciting NFT project of the year - BRUT(E) NFT! We planned the transition towards the digital market and digital currencies long ago. The timing was what we were mainly waiting for to execute everything with perfection!

Brut(e) is a successful brand for air fresheners and fragrances and aims to upgrade its eco-friendly ideas while providing high-class products and emotions! Brut(e) improves everything, from the smallest flower used for the spray to the entire packaging and delivery process. The brand has many different bioproducts and thousands of sales. Incorporating it within the crypto world will be the key move for future growth and global expansion.



## Benefits

A collection of 6666 total NFTs will contain 6 Legendary (0.1% chance of drop), 66 Rare (1% chance to fall), and 6594, which will be auto-generated with an equal opportunity of acquiring one or multiple different traits, with various rarity. We wanted to focus mainly on our investors/holders and what perks they get for participating & holding afterward Brut(e) Gen.1 NFTs. Those who end up with minted Legendary or Rare NFT will get something even more exclusive:

Legendary NFT minters will receive the reward of 0.5 ETH;

Rare NFT minters will receive the reward of 0.25 ETH;

*\* Note*

*Those rewards apply if the entire collection mints, a total of 6666 Brut(e) NFTs, and if the original minters of those Legendary/Rare NFTs hold them for 30 days after the reveal;*

**1.** First and foremost, we need to say that aside from all bonuses that are to be pointed out, we had to give the first spot to our biggest reward from the NFT collection. One of the NFTs will have a unique trait, which will benefit the owner with a stunning Audi. Aside from that unique trait (which will be randomly generated and placed in one of our NFTs), there will be a chance for that trait to be placed along with other rare characteristics, which will create even more massive rewards for the owner. Cool, right?

*\* You need to hold the NFT for at least 24h after the reveal to get your flash reward.*

*\* Note*

*Those rewards apply if the entire collection mints a total of 6666 Brut(e) NFTs*

**2.** Box of custom-made hoodies, T-shirts, and sprays with different aromas chosen from the owner of the NFT.

*\* You need to hold for 30 days to be eligible of winning all the perks that are coming with the NFT*

*\* Note*

*Those rewards apply if the entire collection mints, a total of 6666 Brut(e) NFTs*

3. Depending on the rarity of the NFT, you will be eligible to participate in daily/weekly lotteries for winning different prizes. (You need to hold for 30 days to be eligible to win all the perks that are coming from the NFT).

We do have a vision for expanding our project with the possibility of holders trading their NFTs as assets and having the option of being deeply involved in another dynamic aspect of crypto - tokens. Each holder of the NFT will have a secured WL spot (depending on the rarity of its NFT and if he held it for 60 days)..

- Rare NFTs will be eligible for Tier 1 WL spots;
- Uncommon with more than two rare traits will qualify for Tier 2 WL spots;

4. Staking NFTs will also be another critical aspect of the project, where NFTs themselves will bring people rewards, aside from all of the mentioned above. We will launch the staking utility simultaneously with the token (60 days after mint). What does that mean? The NFTs will be used as a pass for the token, lottery pass, and giveaway boxes pass but will also be something you can stake. To be eligible for the Brut(e)al Stake, you must hold the NFT for 60 days. Rarity means stacking. In other words said: The rarer the NFT is, the more rewarding the staking is!

*\* You need to hold for 60 days to be eligible of winning all the perks that are coming with the NFT*

*The grand prize. Our founder's car - Audi A8.*



# Roadmap of Brut(e) NFT project

## 02/22 the beginning

Brut(e) NFT is not your regular NFT by all means. Using various visual approaches such as pop art, we strive to educate people in the sphere of the NFT world in using eco-friendly materials that are proven to be harmless to the planet Earth. Brut(e) NFT collection will be a total of 6666 collectible pieces, with numerous perks.

## 03/22 the construction

A significant part of our strategy, in the beginning, will be mostly educating the audience and our future holders using various organic approaches. Having onboard numerous influencers will be one of the crucial points we rely on. However, the exposure will come through financial articles, billboards, Instagram, Tik Tok, YouTube, Facebook, Telegram, Discord, and business meetings that we will stream through Twitch/Zoom.

## 04-06/22, when the party started

We will be primarily working on the marketing aspect throughout April and May. We will fully exploit those two months to get the maximum. Educational events will occur, and billboards will be placed, teaser videos, cross-platform campaigns, partnerships, getting ambassadors, Etc. Everything will be in the name of Brut(e) NFT and dopamine.

## 06.06/22 THE DAY

You already know that the 6th of June will be the day we all will be impatiently waiting. There are many reasons for picking that day, but your subconscious already felt it and knows it. We will celebrate this particular day with an appropriate birthday party for Dzami. We will celebrate our founder's birthday by putting the fundamentals of a new era.

## 06/22 the aftermath

Alright, enough partying, time to get to work! Two things that will differentiate us from the rest are - perseverance and consistency. We have work to do and to give life to our upcoming token! Throughout June and July, aside from continuing our cross-platform

marketing campaigns, we will be focused on creating the code for our token and providing all the necessary things for a successful launch.

### 08.08/22 when things get more "charted"

We have decided that we stick to dates that will mean something afterward, and people will look forward and remember long after. The time has come to hit those numbers and candles finally! We decided to ensure a sustainable ecosystem by implementing our token as an inner payment method. It will serve as a load-bearing wall. We will also accept the token itself in the Brut(e) House!

### 09/22 the journey continues

In September, with Autumn knocking on our doors after the Brut(e)al summer, our even longer-term plans will unfold, but before that, we will be announcing the creation of the Brut(e) House, which will have many faces aside from being our headquarters! I assume we should say that aside from everything else, being an OG holder of our NFTs will give you some additional benefits in our Brut(e) House!



## Smart Protocol release

One of the critical aspects of our NFTs will be the eligibility of participating in the token launch, which we will release 60 days after mint day. The token and its place in our ecosystem will give a field for gaining additional profits and whatnot. Different lotteries will be accessible with the token. Other benefits will come from holding the token for more than a specific time frame (like keeping the NFT for 30 days after mint). The token itself will serve as a payment method in our marketplace and online store, where people will also be able to list their NFTs for sale (not only Opensea). By listing your NFT in our marketplace, you will sustain the entire ecosystem that we want to create. But let's see what the tokenomics will look like:

Total supply of Brut(e) Token: 100,000,000 \$BRUTE (one hundred million tokens)

Price per 1000\$ of ETH @ launch: 750,000 \$BRUTE

Presale price per 1000\$ of ETH:

T1: 1,000,000 \$BRUTE (additional 0.25% for holding Rare NFT)

T2: 850,000 \$BRUTE (additional 0.15% for holding Uncommon NFT with more than 2 rare traits)

Holders of Legendary NFTs will receive an airdrop of 1,500,000 \$BRUTE.

Buy/Sell tax: 5/5 %

- ecosystem 2%

- development and exposure 3%

*\* Disclaimer*

*The numbers above that we are giving are to understand the overall idea of how the token distribution will work. Updates will be made with precise numbers and calculations seven days after minting!*

We will implement protective measures to sustain the chart healthy and expand its life span to the maximum.

There is another significant aspect of the token, and this is its incorporation within the ecosystem! Its adaptation as a payment method in our online store will provide the opportunity to buy our original products! Yes - you won't be forced to buy only with a credit/debit card or fiat!

# Meet the BRUTEs

## Brut(e) Founder - Damian a.k.a. DZAMI

Foremost of all, I want to thank everyone in this project. It is an honor and pleasure to present this project loaded with very high vibration and labor.

I will tell you who I am with a little more information.

I'm Damian, but everyone calls me Dzami. I am a manufacturer of organic products and an entrepreneur. I have been engaging myself in trading, development, and maintenance of businesses for more than ten years. I completed my master's degree in "Brand management and ads."

Three years ago, I came up with the idea of initiating a brutal product that benefits everyone and leaves a unique feeling behind, but at the exact time is organic and friendly to our planet. I am fortunate to have direct access to high-quality essential oils to produce excellent perfume air fresheners. That is how the idea of the "Brut(?)" brand was born!

Brut(e) is a brand that has developed a new movement in perfume air fresheners world and cosmetic products. With the high quality of the essential oils with which the perfume fragrance is made, With CPNP classified and certificated, Brut(e) quickly became one of the fastest-growing brands in Europe.

I am passionate about street culture, modern lifestyle, crypto science, and a belief in a better life.

The project you will see is an unimaginable world of bottles of brut(?) full of life, love, and benefits.

**ATTENTION!** I want to tell you something essential! I realize that to protect the right intentions of people who believe in our ideas and dreams, we must indulge in the concept and work 24/7 for it to be successful!

We want to create a brut(e)al society that helps each other worldwide - a community with access to high-quality goods from essential oils and air fresheners.

To prove how much in the project I am, one of you will win my car one day after the mint. AUDI A8 400hp/900nM (you can see it on my Instagram account)

You can find me on social media that I left behind. I will try to reply to each of you, and I promise that I will work around the clock to make sure we all succeed is given!

We're expecting you on my birthday. It is on 06.06.2022 - IT IS MINT DAY!

## Co-founder Michael

It's probably not the best opening phrase, but otherwise, it won't be me. Hi, I'm Michael. You know me.

Jokes aside, probably you still don't know me, but you will get used real quick to chitchatting with me because, in one way or another, I am the guy you will rely on regarding codes and numbers up from now!

My background was always closely related to eye-to-eye communication. My years of studying laid the foundations for a bachelor's degree in International Business Management and Politic Science. However, things took a sharp turn, and life brought me up here, at the very place where I want to know more and more about coding and its fundamentals! Who would've known? Back in the day, I never really loved math. Thru time, things change, that is for sure.

I am your solidity contract guy. I will cover our minting contract and thus our token afterward. My experience includes years of trading and countless hours spent understanding the mass psychology in crypto! It has been a full year of constant coding in terms of understanding entirely, foremost where I invest my money, second to provide the best possible things! Entrepreneur, awesome dad, irreplaceable husband, and genuine enthusiast are probably the most descriptive things about me. Working around the clock never bothers me. Expect professional (and sometimes goofy) behavior from my side! Aside from the codes, I will be there in the chats to entertain our future expanded family in all possible ways because Brut(e) itself is not only about aromas but also about creating a movement - a family!

Brut(e)al codes are to come!

## Co-founder Phillip

Yo guys, I am Philip, a co-owner of the NFT project Brut(e).

I am a 28 years old entrepreneur with ten years of experience in marketing and developing different successful businesses from scratch. I am always working with devotion and enthusiasm, and I love putting myself on the ropes.

I've been working on many crypto and NFT projects as a marketing lead and community manager for a few years now.

Having two kids and a wife inspires and encourages me to leap and explore further possibilities.

You will mostly see me working on Twitter (managing and marketing), Telegram, and Discord growth and brand awareness. I will be organizing many different activities across our community, such as games, giveaways, raids, Etc.

You can expect me to be dedicated, ethical, and translucent, and I will work my a\*s off in order BRUTE to be a great and prosperous project!

## The Brut(e)al artist Yavor Donevski a.k.a. SenseiYPD

Salute from the artist of the Brut(e) NFT collection. My name is Yavor.

At the age of 19, I rediscovered my passion for art! After thousands of drawings and hours behind the desk, I have turned it into a career and successful business. I have shoved myself deep into the art world, and I am constantly learning and improving daily.

My knowledge spreads throughout much different pop art, Japanese traditional, anime, and character design styles. I have high hopes for the NFT world, and joining this project will stoke me.

My blood, sweat, and tears will be given to the Brut(e)NFTs so that they can become something not only out of the ordinary but even beyond.

## Brut(e)'s Legal magician - Chief Legal Advisor

Hello, everyone from the legal magician of the BRUTEs team - Tsarina. I graduated from Paris 1 Pantheon-Sorbonne University and have numerous specializations from Cornell University, King's College, University of Geneva, etc. I speak French, English, and German, so you can address your questions in the way you feel most comfortable so that we can have a relationship that you didn't have previously with any other legal advisor.

Ever since I decided to come back from going around the globe to my home country, outside of my position as the Head of the International relations and business development department of the Law firm I work. I started developing interests in various startups and sustainable energy projects that led me to expand even further my expertise in the new technologies legal issues. I am also an intellectual and industrial property junky and love to read about all that is new tech and opportunities for globalizing and liberating the existing markets in a sustainable and fair manner. So here I am in this amazing team!

I joined the BRUTEs team because I believe in the project with all my heart and, most of all, because I think that inspirational people (such as Dzami) should be followed and assisted with all the means one has at his disposition in order to create possibilities for everyone that is willing to develop himself in a world that is growing faster than ever before.

"Welcome to the game. Level: 99."

We are BRUTE

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