



BEEFY MONSTERS INSTITUTE

MONSTER PAPER 1.0

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1 INTRODUCTION

1.1 WHAT IS BEEFY MONSTERS INSTITUTE (BMI)?

Beefy Monsters Institute is a community driven NFT project on Cardano Blockchain that works hand-in-hand with our holders to build wealth for our community by building Play-To-Earn games and creating tangible opportunities in the metaverse.

1.2 WHY BEEFY MONSTERS INSTITUTE?

Initially, we wanted to name our project as “BORED OLD MONSTER CLUB” simply because our founders’ discord usernames are “imBORED”, “simple OLD man” and “MONSTER16”. After a few rounds of discussion and polling with the team, we finally decided to go with “Bored Monsters Institute”.

We later found out that there is an existing project in the Ethereum network called “Bored Monster Ape”, so we decided to rename it as “Beefy Monsters Institute” to avoid plagiarism. As the word “beefy” signifies muscularity and well-built body, this is very much in line with the strategic direction of our project where we wish to achieve fitness in all. With all considerations in mind when coming up with the project name, we tried to tie everything in with our theme as much as possible. For example, the initials of our project name “Beefy Monsters Institute” (BMI) can be related to real life term called “Body Mass Index”, and our future token, which is already in the pipeline, will be called “Beefy Monster Token” (BMT), which also means “Basic Monster Training”.



1.3 BMI VISION

BMI team has a vision to create an ecosystem whereby holders are able to enjoy passive income from just holding onto our NFTs. BMI will be creating a Play-To-Earn (P2E) game with an in-game marketplace where players are able to buy and sell in-game equipment for profitable gains once the game is live. We will be creating a metaverse where builders, players and holders can all be part of it and build their own wealth along with us!

We aim to create a space within the Cardano community to promote peace, joy and satisfaction in all. We also believe in giving back to the society and therefore, we plan to do donations to charities using part of our earnings in future. We value all feedbacks so that we can continuously improve to serve our community better.

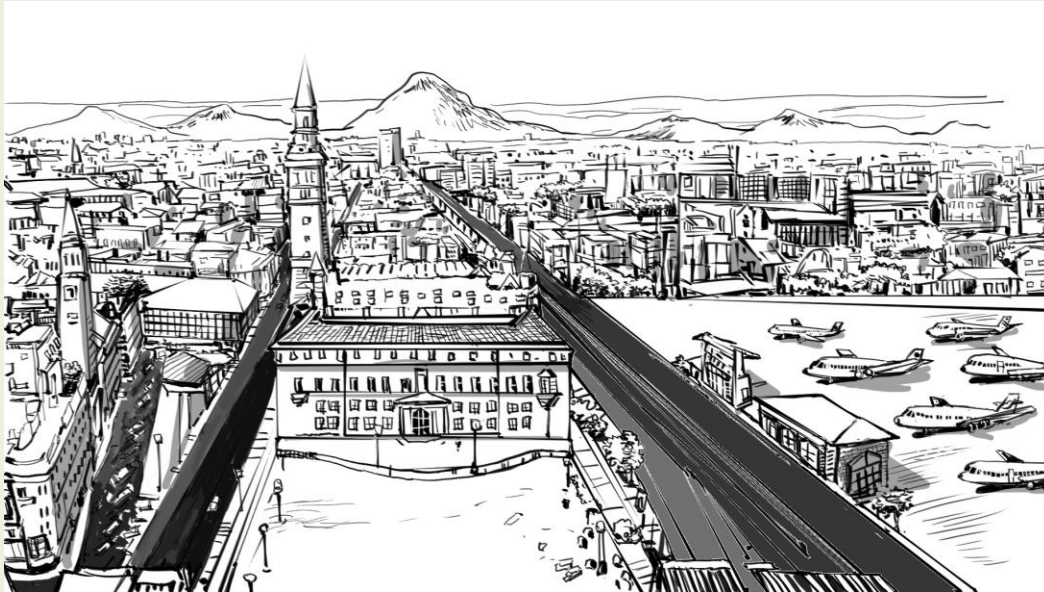


Disclaimer: This is not financial advice; anything we stated on social media, our website, or publicly, does not constitute a guaranteed future financial return.

1.4 LORE

CHAPTER 1 - THE DEAD METROPOLIS

Over the past years, many unexpected things happened around the world and many things were not the same as before. Serious pandemic took over the world, and many measures were put in place to combat the disease. There were monsters living in the city. Even though they were immune to the virus but they too, were forbidden to gather and travel around freely with state movement restrictions in place. This has slowly caused agony and torture to their mental health.



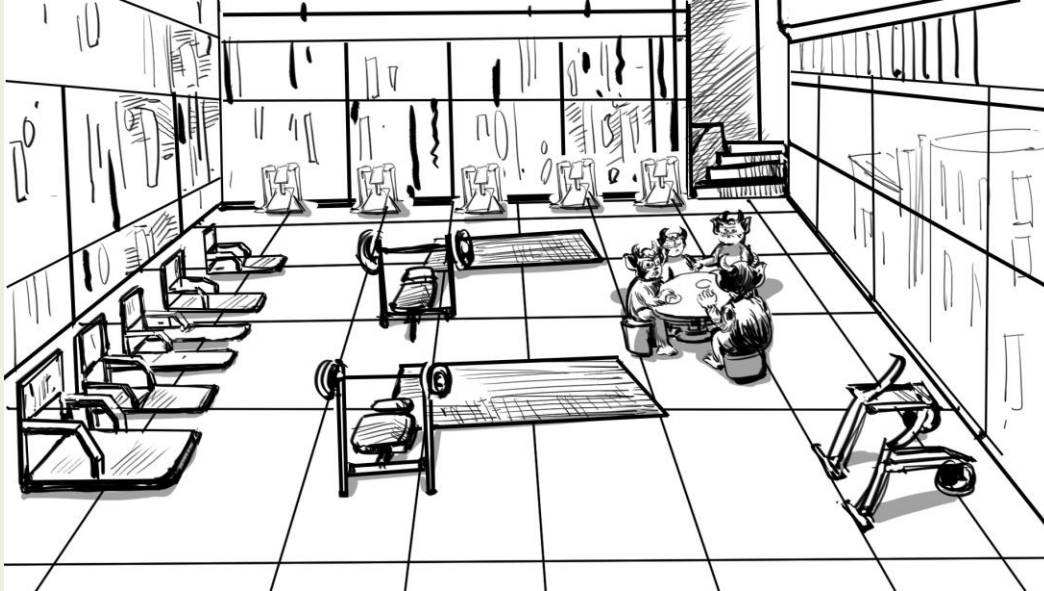
CHAPTER 2 - THE DESULTORY BEINGS

It was only through the cyber world where they can finally feel connected to the outside actual world. As time went by, they started to get bored from the lack of physical interactions, and fat from the long hours of physical inactivity.



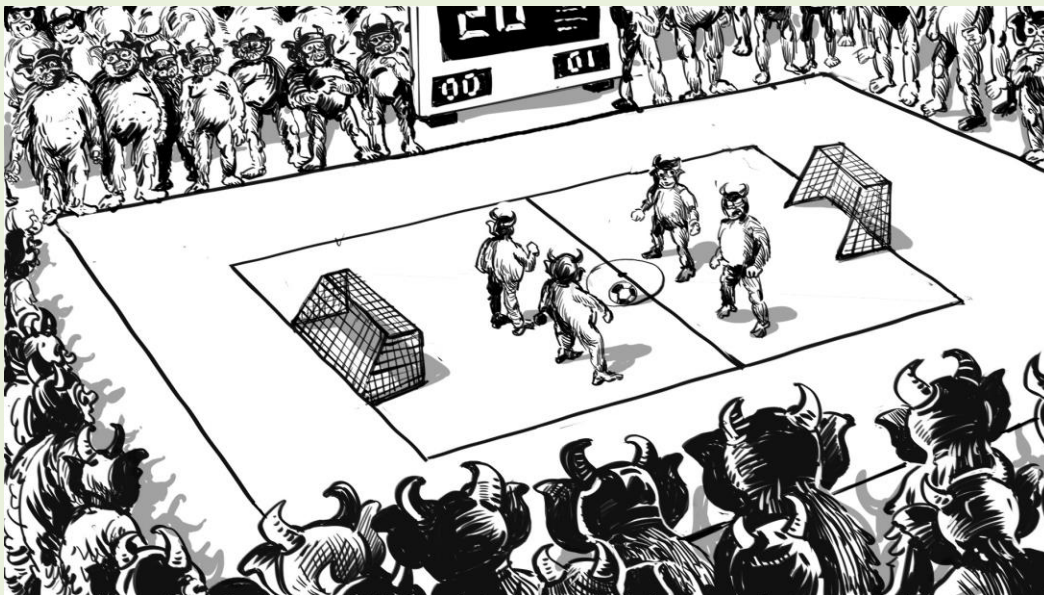
CHAPTER 3 - THE NEW BEGINNING

Soon after, things took a turn for the better for the monsters and movement restrictions were finally lifted. A few founding monsters had then decided to come together to form a training institute aiming to reinstate fitness in all monsters. They invited and gathered monsters from every nation to fulfil their callings.



CHAPTER 4 - THE TRANSCENDENTS

Centuries have passed, the monsters went through vigorous trainings and finally attained the highest tier of fitness where they call it a “beefy” being. At the point where most monsters were already in their peak physical condition, the founding monsters decided to hold contests to determine who the better ones are.



And the story continues...

2 THE COLLECTIONS

A series of collections has been planned out for everyone. Below table shows the upcoming collections.

Collection Name	Collection Size	Remarks
Beefy Monster Medals (BMM)	300	1 st NFT collection by BMI which is not open for public minting. These are airdropped as giveaways to selected individuals
Beefy Monster Alpha (BMA)	7,555	BMI's OG collection
Beefy Monster Token (BMT)	1,000,000,000	Tokens for staking and gaming utilities

Future collections to be announced...

2.1 BEEFY MONSTER MEDALS (BMM)

Our first NFT will be a collection of 300 “Beefy Monster Medals” (BMM) which is not opened for public minting. These medals will be minted internally by our team as giveaway rewards before the release of our OG collection, the “Beefy Monster Alpha” (BMA). Giveaway methods are through, but not limited to, airdrops to some helpful members in the community, future collaboration partners, raffle chances, or any other methods as decided by the Team.

Holders of BMM will get to enjoy special perks like those of a tiered loyalty program, whereby holders gain advantages in minting and free airdrops. BMM are available in 3 different tiers (Gold, Silver and Bronze), each of which comes with increasing benefits with Bronze being the lowest and Gold being the highest tier. Other benefits may include, but are not limited to;

- **Priority minting**
- Acts as a **staking mechanism** to earn Beefy Monster Token
- **Early access** to our Play-To-Earn games
- **Airdrops** of in-game equipment

GOLD MEDAL

- *Only 30 quantities in total*
- *Able to mint 5 BMA NFTs at 25% off public mint price*
- *Enjoys 25% off public mint price for other collections*
- *Enjoys 3 free airdrops for all BMI NFT Collections*
- *Only obtainable through **giveaway events** or purchase from **secondary marketplace***



SILVER MEDAL

- **Only 70 quantities in total**
- **Able to mint 4 BMA NFTs at 25% off public mint price**
- **Enjoys 25% off public mint price for other collections**
- **Enjoys 2 free airdrops for all BMI NFT Collections**
- **Only obtainable through giveaway events or purchase from secondary marketplace**



BRONZE MEDAL

- **Only 200 quantities in total**
- **Able to mint 3 BMA NFTs at 25% off public mint price**
- **Enjoys 25% off public mint price for other collections**
- **Enjoys 1 free airdrop for all BMI NFT Collections**
- **Only obtainable through giveaway events or purchase from secondary marketplace**



2.1.1 MEDAL MANIAC

- Anyone who holds all 3 tiers of BMM will officially attain the title of “Medal Maniac”
- We recognize the support of holder, so being a “Medal Maniac” unlocks the additional perk of **1 more airdrop** of our “Beefy Monster Alpha” collection

3(Gold) + 2(Silver) + 1(Bronze) + 1(Medal Maniac) = **7 free airdrops** of BMA!



2.2 BEEFY MONSTER ALPHA (BMA)

Our first public collection consists of **7,555** OG monsters, the “Beefy Monster Alpha” (BMA), with over 194 unique traits will be randomly be generated and minted on Cardano blockchain. The benefits of holding BMA NFTs may include, but not limited to:

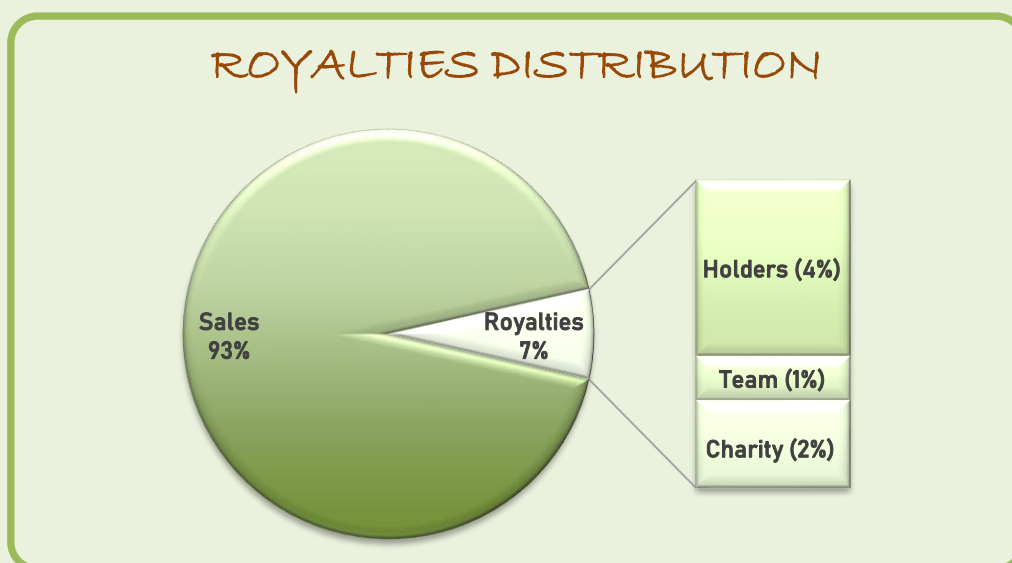
- Acts as a **staking mechanism** to earn “Beefy Monster Token” (BMT)
- Qualified holders will **share a percentage of the royalties** gathered from sales in the NFT secondary marketplace
- Whales and certain trait holders get **early access** to Play-To-Earn games
- Certain holders will enjoy **giveaways / airdrops** from time to time
- Holders will be able to enter **special events** held by BMI
- Lucky holders will get **airdropped** with in-game equipment from time to time
- Comes with **Society Class** in metadata (Perks locked and will only unlock at a later date, to be announced. Refer to “2.2.3. Society Classification” for details)
- Acts as a ticket to enter for **52-weekly raffles airdrop** of BMA NFT to holder
- Acts as a ticket to enter for **all BMI NFT collection raffles** in future

Additional benefits:

- Holders that meet certain requirements will be **whitelisted for other BMI collections**
- Holders that meet certain requirements will be able to **enter for whitelist raffles of partnering projects**

2.2.1 ROYALTIES DISTRIBUTION

BMA will be subjected to 7% royalties when sales happen in the secondary marketplace. BMA holders will enjoy royalties distribution at ratio shown as below.



2.2.2 BMA TRAITS

There will be over 194 unique traits and a total of 9 different traits categories, including backgrounds and society classes, to be mixed and matched!

ADDITIONAL TRAITS

- BACKGROUNDS
- SOCIETY CLASSES

HEADGEARS



EYES



EARS



MOUTHS



NECKLACES



FUR TRAIT

CLOTHES



2.2.3 SOCIETY CLASSIFICATIONS

Each BMA will belong to one of the 6 different society classes. These society classes will be part of the BMA's trait features with their uses as shown below:

Society Class	Quantity
Minister	355
Banker	700
Investor	700
Marketplace Proprietor	1,300
Athlete	1,500
Citizen	3,000

MINISTER

Leaders of our future metaverse. Holders of Minister class will be governing the metaverse with the following benefits:

- Will be announced when it is time 😊

BANKER

Part of the proceeds from subsequent collection mints after BMA will be allocated as Banker funds where a mortgage system and lottery system will be set up. Holders of Banker class will enjoy the following benefits:

- Will be announced when it is time 😊

INVESTOR

Part of the proceeds from subsequent collection mints after BMA will be allocated as Investor funds for Investors to buy assets of other projects. Holders of Investor class will enjoy the following benefits:

- Will be announced when it is time 😊

MARKETPLACE PROPRIETOR

Owns the marketplace that is set up for sales of in-game equipment and allows users to list and buy in-game equipment. Holders of Marketplace Proprietor class will enjoy the following benefits:

- Will be announced when it is time 😊

ATHLETE

Athlete class holds an important role in the development of sport games. Holders of Athlete class will enjoy the following benefits:

- Will be announced when it is time 😊

CITIZEN

Common monsters who are well-fed by the governing system of BMI. Holders of Citizen class will enjoy the following benefits:

- Will be announced when it is time 😊

WHY ARE WE DOING THIS?

After observing many NFT projects where community only complain and blame the project founders when the holders are not earning, or the floor price is low but not doing anything to salvage it.

We derived at the conclusion that we need to go back to the most basic fundamental, which is Work-To-Earn (W2E). We want to create a system whereby community gets to play an important role in determining the success of our project, and not just solely by holding onto our NFTs. In order to be able to earn from it, community will have to work for it.



HOW DO THEY WORK FOR IT?



There are a number of ways which the community could do to contribute and earn profit from the project, namely:

- Advertise the project to create more awareness and presence in the NFT community
- Think of ideas to create more utilities
- Give proposal to create more types of games
- Bring in more partners to use our BMC land
- Utilise more on the BMC metaverse and games
- Create a good community in BMI

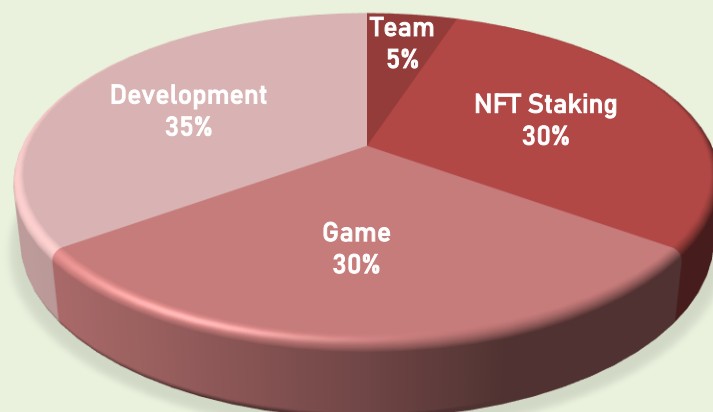
2.3 BEEFY MONSTER TOKEN (BMT)

After the successful mint of “Beefy Monster Alpha” (BMA), our team will start working on “Beefy Monster Token” (BMT). There will be a supply of 1,000,000,000 BMT available and these tokens can be earned through staking and our Play-To-Earn game. Utilities of these tokens include in-game purchases and others to be announced. The team has plans for it to be able to trade on certain DEXs.

2.3.1 TOKENOMICS

Allocated Party	Percentage Share	Quantity
Team	5%	50,000,000
NFT Staking	30%	300,000,000
Game	30%	300,000,000
Development	35%	350,000,000
Total	100%	1,000,000,000

TOTAL SUPPLY = 1,000,000,000



2.3.1 TOKENOMICS - CONT'D

TEAM (5%)

To be distributed among the team with vesting periods implemented.

NFT STAKING (30%)

Staking rewards claimable by stake pool delegators over a period of 10 years.

GAME (30%)

Rewards for winning competitions and contests.

DEVELOPMENT (35%)

To be used for development and expansion of more games and metaverse usage.



3 GAMEPLAY

3.1 PLAY-TO-EARN (P2E) GAME

Competitive Play-to-Earn (P2E) game will start development from Q2 2023 onwards. Game will be based on Player-VS-Environment (PvE) as well as Player-VS-Player (PvP) contests using in-game Vox monster characters.

Medallists, as well as qualified holders, are eligible for early access to the games. Some information of the game's platform includes:

- Gaining XP by completing daily tasks
- Sports games in PvP context, competing as individuals or in groups
- Vending machine for in-game equipment
 - Sports shoes (Increases daily energy and higher XP gains. Depletes in item lifespan with use, and expires once expended. Rarity applies and can be resold on in-game marketplace)
 - Sports shirt set (Increases daily energy and higher XP gains. Depletes in item lifespan with use, and expires once expended. Rarity applies and can be resold on in-game marketplace)
 - Energy drinks (Replenishes energy, 1-time use)
 - Gym room (In-game facility which allows for character to train and gain XP)



3.2 MONSTER MARKETPLACE

A marketplace where we put up sales of seasonal equipment for in-game usage. The marketplace will also have function like flea market for community members to buy and sell used equipment freely as they like and deem fit.

4 FUTURE COLLABS AND PARTNERSHIPS

BMI is looking to collaborate with other Vox character projects to integrate them into our Play-To-Earn games. Our team will also be exploring and reaching out to other well-established projects for collaboration and partnership opportunities in cross-staking.

BMI plans to form a marketing team to source for partners in real-life businesses to bring more users into Cardano blockchain.

BMI believes that Cardano blockchain is a helpful and welcoming community. We are open to collaborate with other projects and will be allocating whitelist giveaways for these potential collaborations to help one another out.

4.1 OTHER METAVERSE INTEGRATION

Our team currently holds six Boss Planet estates (3x3) in District 1, which is the sports district, and one Boss Planet estate (3x3) in District 6. We also do own some plots of lands in other metaverse projects. We are looking to integrate our projects into Boss Planet, if not, other metaverses.

5 MONSTER ROADS

5.1 MONSTER ROAD 1.0

Q2 2022

- ✓ Team formation
 - ✓ Twitter setup
 - ✓ Reveal of Monster Road 1.0
 - ✓ Initial design reveal
 - ✓ Discord pre-open for early supporters
 - ✓ Discord open for freshies
 - ✓ Beefy Monster Medals (BMM) minting for special giveaways
-

Q3 2022 ~ Q4 2022

- ✓ Sneak peeks for Beefy Monster Alpha (BMA) NFT collection
- ✓ Collab giveaways
- ❖ Beefy Monster Medals (BMM) airdrops – *Ongoing event*
- ✓ Reveal of Monster Paper 1.0
- ❖ OG/WL tiers wallet registration
- ❖ Official website launch – *Work in progress*
- ❖ Minting of 7,555 Beefy Monster Alpha (BMA) NFTs
- ❖ Part of ADA amount received from minting goes to Charity
- ❖ Start of 52-weekly Beefy Monster Alpha (BMA) raffle airdrops to holders
- ❖ Announcement on tokenomics for Beefy Monster Tokens (BMT)
- ❖ Release of information on Beefy Monster Alpha (BMA) staking rewards

6 CHARITY

The team plans to donate part of ADA amount received from whole minting process to the charities. Donation recipients will be decided and announced at later stage.

Part of royalties collected from the secondary marketplace sales will also be donated to charities when certain sales volume milestone is achieved.

Milestone Sales Volume

Milestone 1	100,000 secondary sales volume
Milestone 2	500,000 secondary sales volume
Milestone 3	1,000,000 secondary sales volume

7 OUR TEAM

Our team is formed by a group of NFT enthusiasts who used to be colleagues in a marine construction company in Singapore. We are proud individuals with distinctive expertise in real life work ranging from Project Management, Quality Assurance, Design & Engineering, Marketing and Production experiences. We cover a full spectrum of functionalities comparable to that of a fully operational company.

Our team consists of the following key roles, each with own roles and responsibilities to ensure a functionable project team:

-  Founders
-  Team Members
-  NFT Artist

FOUNDER - KENNY TAN (AKA @monSter16#1776)

I'm Kenny and I'm from Singapore. Had been trading crypto since 2016, and joined CNFT community since November 2021. Fell in love with CNFT projects and had been actively collecting it. I used to work as a Project Manager in real life but resigned to be a CNFT full-timer since Feb 2022.



FOUNDER - GEORGE WEE (AKA @gatianus#8307)

Or..... Simple Old Man!



Hi, I'm George Wee and I'm from the tiny red dot, Singapore. I started off trading crypto in 2018 and joined the CNFT community in November 2021. I have been active in the CNFT community ever since and just fell in love with the community.

Our team has been together helping each other actively in our journey of CNFT and so we felt the need to share the love and knowledge to others and bring the CNFT community to greater heights. I will be the chatterbox of the project so hit me up when you see me online.

FOUNDER - JR (AKA @Imbored#8934)

I'm JR from Singapore. I was introduced to CNFT community in November 2021. Having high interest in NFTs, I have been actively collecting different projects as hobbies. Together with the team, we believe Cardano would be the most ideal place for us to share our passion with the rest of the community.



FOUNDER - MAYC (AKA @MM#5335)



I'm MayC from Malaysia and working in Singapore for more than 12 years. I was introduced to CNFT community in March 2022 and enthusiastic about block chains, programming, data analysis and web3. With a strong attention to detail and knowledge gained from my professional, I hope I am able to success the project through the use of innovation and technology.

TEAM MEMBER - PARNNAPA CHANTONG (AKA @Parn#6425)

I'm Parn from Thailand. I first got in touch with cryptocurrency in year 2016 where mining of Bitcoin was hyped. Love trading of cryptocurrency and I'm still doing that. I joined CNFT back in January when Kenny gave me a RTC NFT and I sold it for 888 ADA. Felt curious on how NFT works, I started to learn more and trade NFTs in Cardano. Community in Cardano has been so welcoming and it is really a blessing to be part of this family.



TEAM MEMBER - JONATHAN TANG (AKA @Pegasus#0705)



I'm Jonathan from Singapore. I got into crypto in 2020 and have grown a deep interest in blockchain technology and decentralised finance since then. I entered into NFTs this year and really enjoyed the strong sense of community and the opportunities that NFTs can offer to everyone. Together with the team, I hope to create a strong community here as well that benefits everyone who believes in us.

TEAM MEMBER - MII YU (AKA @Mee yu#2962)

I'm Mii yuu from Singapore now residing in Philippines to pursue crypto trading, I've been involved in Cardano space since Nov 2020 and been inspired about its fundamental and how it will be doing in future. Been studying all projects, DApps and DEXes from Cardano ecosystem which is all mind-blowing fundamentals. the BMI team excites me because of fundamental contribution in Cardano ecosystem and in community, together as a team we will build strong foundation and amazing fundamental utility in Cardano ecosystem.



NFT ARTIST - PRUEKTICHA WAPHITHAK (AKA @Folksitive#8773)



I'm Pruektichai from Thailand. I am the artist behind the Beefy Monster Alpha (BMA) arts. I feel motivated and alive whenever my artworks are being appreciated by others. I realized that many people would focus on and appreciate the artwork of NFT projects, so I stepped into the Cardano NFT hoping to gain more exposure and appreciation. These are what drive me on as an artist after all! Hope to work well with all of you in Cardano community.

Official Links:



Website: www.beefymonsters.io (Work in progress)



Twitter: <https://twitter.com/BeefyMonsters>



Discord: <https://discord.gg/beefymonsters>

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