$BLOCKS TOKEN

2022

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THE COMPANY'S OBJECTIVES AND STRATEGY

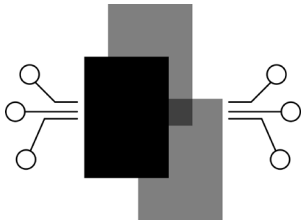
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NFTS & THE METAVERSE



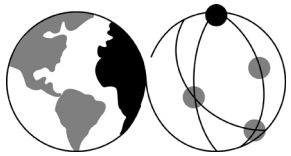
$13B+

2021 NFT trading volume across all platforms & chains



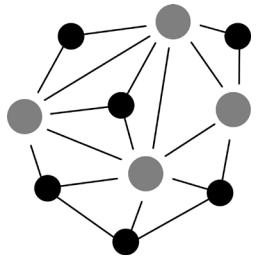
43K%

Increase compared to 2020 NFT trading volumes



75M+

Wallet holders worldwide, while active Metaverse users have increased 10x

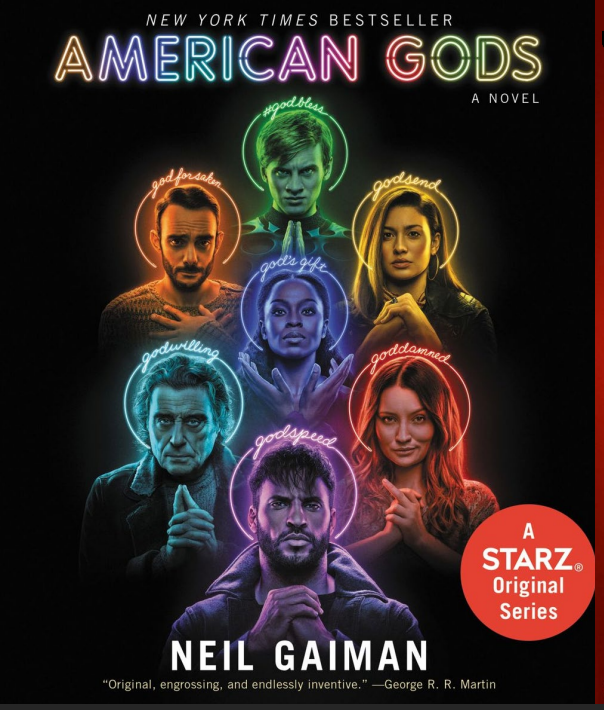


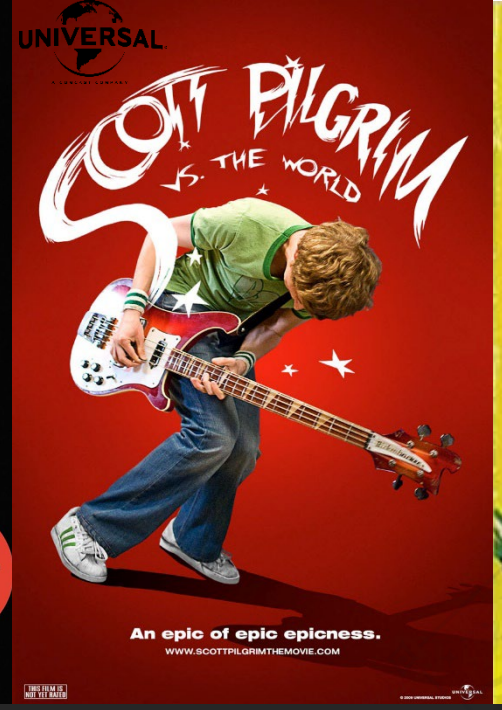
$27.5B

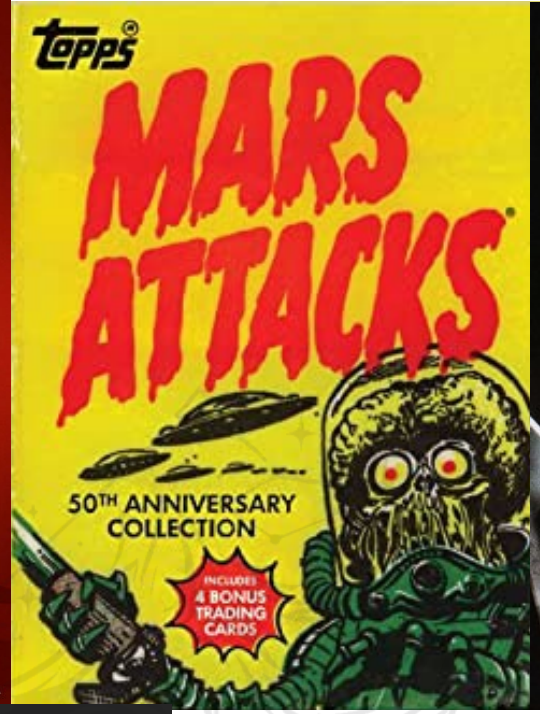
Total Market Cap of leading Web 3.0 Metaverse crypto networks

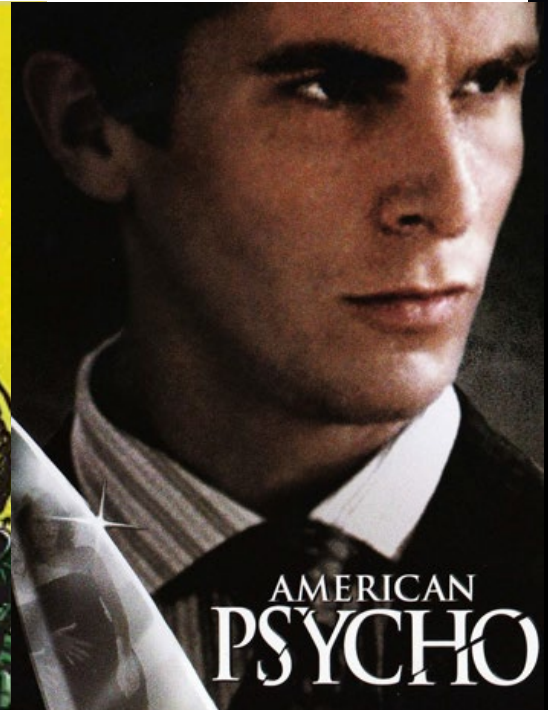
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History of BLOCKS

BLOCKS originally launched on the Curio platform, a premier NFT platform for entertainment brand, enabling interactive storytelling experiences using NFTs in the Metaverse

BACKED BY:

FENBUSHI CAPITAL

Kenetic Capital

gumi Cryptos

Protocol Labs

LONG HASH VENTURES

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BLOCKS

BLOCKS empowers NFT communities by giving them the tools to make custom Metaverse environments for their users



"META" LAYER ACROSS NFTS

- Bringing dynamic utility and value to the broader NFT ecosystem
- Supports all ERC-721 and ERC-1155 NFTs
- Can be used for new and existing NFT collections

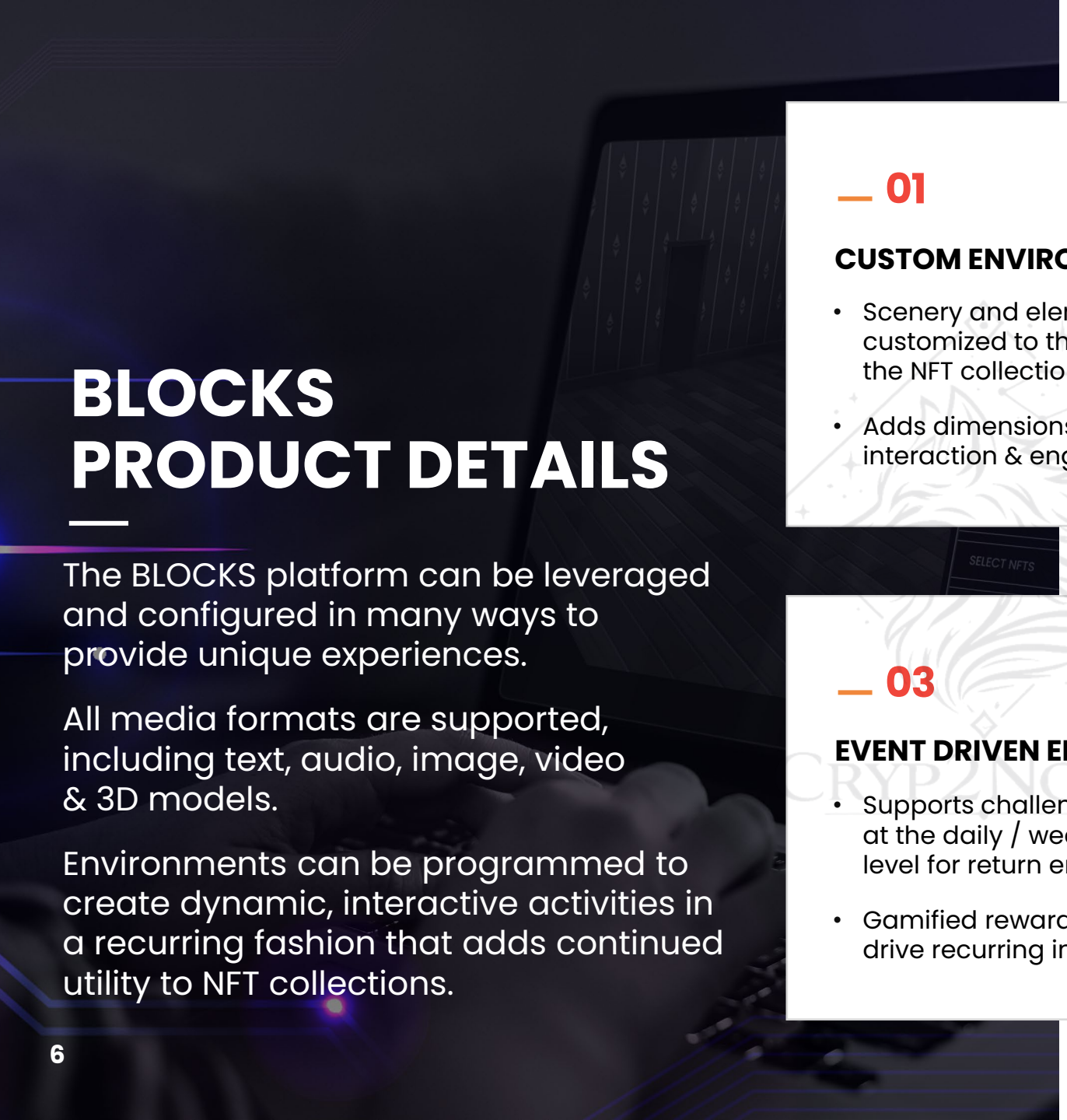
CUSTOM METAVERSE

- Allows for community managers to create custom environments
- Full scale rules engine is programable to drive dynamic interactions
- New experiences and events can be added to existing NFT collections

CROSS-CHAIN INTEROPERABILITY

- NFTs from different platforms and chains can interact in environment
- Initial release supports multi-platform Ethereum, with Matic/Polygon, Solana, Avalanche, and others to follow
- Broader ecosystem integrations with IPFS and Arweave

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BLOCKS PRODUCT DETAILS

The BLOCKS platform can be leveraged and configured in many ways to provide unique experiences.

All media formats are supported, including text, audio, image, video & 3D models.

Environments can be programmed to create dynamic, interactive activities in a recurring fashion that adds continued utility to NFT collections.

01

CUSTOM ENVIRONMENTS

- Scenery and elements customized to the design of the NFT collection itself
- Adds dimensions of immersion, interaction & engagement

02

INTERACTIVE SPACES

- Configured with interactive elements
- Rules engine can change elements and interactions based on NFT holdings

03

EVENT DRIVEN ENGAGEMENT

- Supports challenges at the daily / weekly / monthly level for return engagement
- Gamified rewards model to drive recurring interactions

04

METAVERSE INTEGRATIONS

- Supports a multitude of NFTs from different platforms, ecosystems and chains
- Brings true interoperability for the entire NFT and Metaverse community

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MONETIZATION FOR COMMUNITIES

BLOCKS can drive both engagement and monetization, depending on the needs and goals of the community. The platform is also fully interoperable across multiple platforms and chains, providing partners with opportunities to reach beyond their current holder base for growth and awareness building.

REVENUE SHARE

- Revenue share with community on primary and secondary sales
- EIP-2981 Royalty Standard

BRANDED ENVIRONMENT

- Tailor-made rules, design, elements, & naming conventions
- Parcels of land within branded environment sold as NFTs

PRICING MODEL

- Working directly with community managers on pricing and distribution model appropriate for their holder base
- Parcels can be airdropped, allow listed, listed directly, or sold at auction

COLLECTION EXTENSIONS

- Branded environment and parcels become extensions of core collection
- Additional extensions can then be layered on top: wearables, accessories, parcel upgrades, etc.
- Community managers have ability to customize to fit their needs



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PLAY-TO-EARN ($BLOCKS)

BLOCKS also provides a way to reward users for their activities in the form of the $BLOCKS token. These ERC-20 tokens create a play-to-earn (P2E) meta layer that sits on top of all NFTs across the network.

GAMIFIED REWARDS

- Tokens are earned by parcel owners and community members
- Gamification mechanisms drive community engagement and repeat interactions

BLOCKS ACTIVITIES

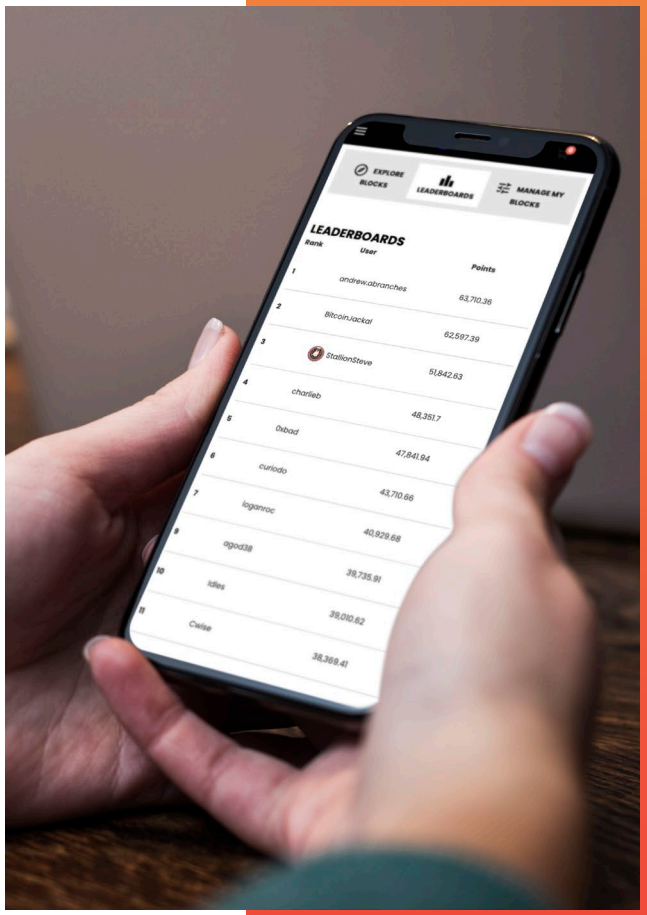
- Earn tokens on the platform by cultivating parcels, checking in daily, completing challenges and other activities to the platform.
- Tokens can be used for exclusive NFTs, raffles, membership levels & more

ERC-20 TOKENS

- The $BLOCKS token is a redeemable ERC-20 token on Ethereum Mainnet
- Tokens support staking mechanisms designed to earn additional rewards

COMMUNITY GOVERNANCE

- $BLOCKS serves as the governance token for the BLOCKS DAO
- Token holders will steer future direction of BLOCKS ecosystem, including platform development, community partner approvals, curation & moderation, P2E model changes and community grants program



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The $BLOCKS Token powers the BLOCKS play-to-earn economy and provides token holders governance over the Blocks DAO.

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PATH TOWARDS A COMMUNITY DAO

The DAO will initially be run by the Genesis Council, consisting of the founding BLOCKS team along with a diverse set of early investors and ecosystem partners, but will ultimately transition to a decentralized governance model run by the NFT community. The path to get to this model is the following:

BLOCKS SDK

- Allows independent content creators to design templates and rules for BLOCKS
- Initially validated by the Genesis Council and will transition to community validators post token launch

MIGRATION TO ARWEAVE

- Migration of core BLOCKS platform & SDK to Arweave planned for 2022
- Enables BLOCKS to live beyond its own servers & drive an ecosystem expansion

GOVERNANCE TOKEN

- Post token launch, token holder community will be granted voting rights on key features of the BLOCKS ecosystem
- Key features include community mining program, reward tiers, NFT redemptions & different membership levels

BLOCKS DAO

- The DAO will drive the long term direction of the BLOCKS ecosystem and allow holders to vote for: platform upgrades, curations & moderations, mining program changes, validator programs changes and treasury management
- 'BLOCKS on Arweave + BLOCKS DAO' will create a self-driven autonomous organization that will allow users to fully own and control their community Metaverse environments

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BLOCKS & BEYOND:

THE $BLOCKS TOKEN

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TOKENOMICS SUMMARY

COMMUNITY ALLOCATIONS

Primary goal of token sale: community building and rewarding BLOCKS users

Community allocation of 40%, distributed over 4 years primarily via user mining

Targeted outreach to premium NFT communities – e.g. Meebits, Deadfellaz, CrypToadz, Nouns, Wicked Craniums and more

CURRENT INVESTORS & ADVISORS

A195 Capital
AlphaChain Capital
BR Capital
Cabin VC
Cryptology AG
Double Peak Group
Fenbushi Capital
Future\Perfect Ventures
gumi Cryptos Capital
Kenetic Capital
LongHash Ventures
Picus Capital
Protocol Labs
ZMT Capital

TOKEN OFFERING

Private offering on-going with strategic partners, public offering targeting Q2 2022

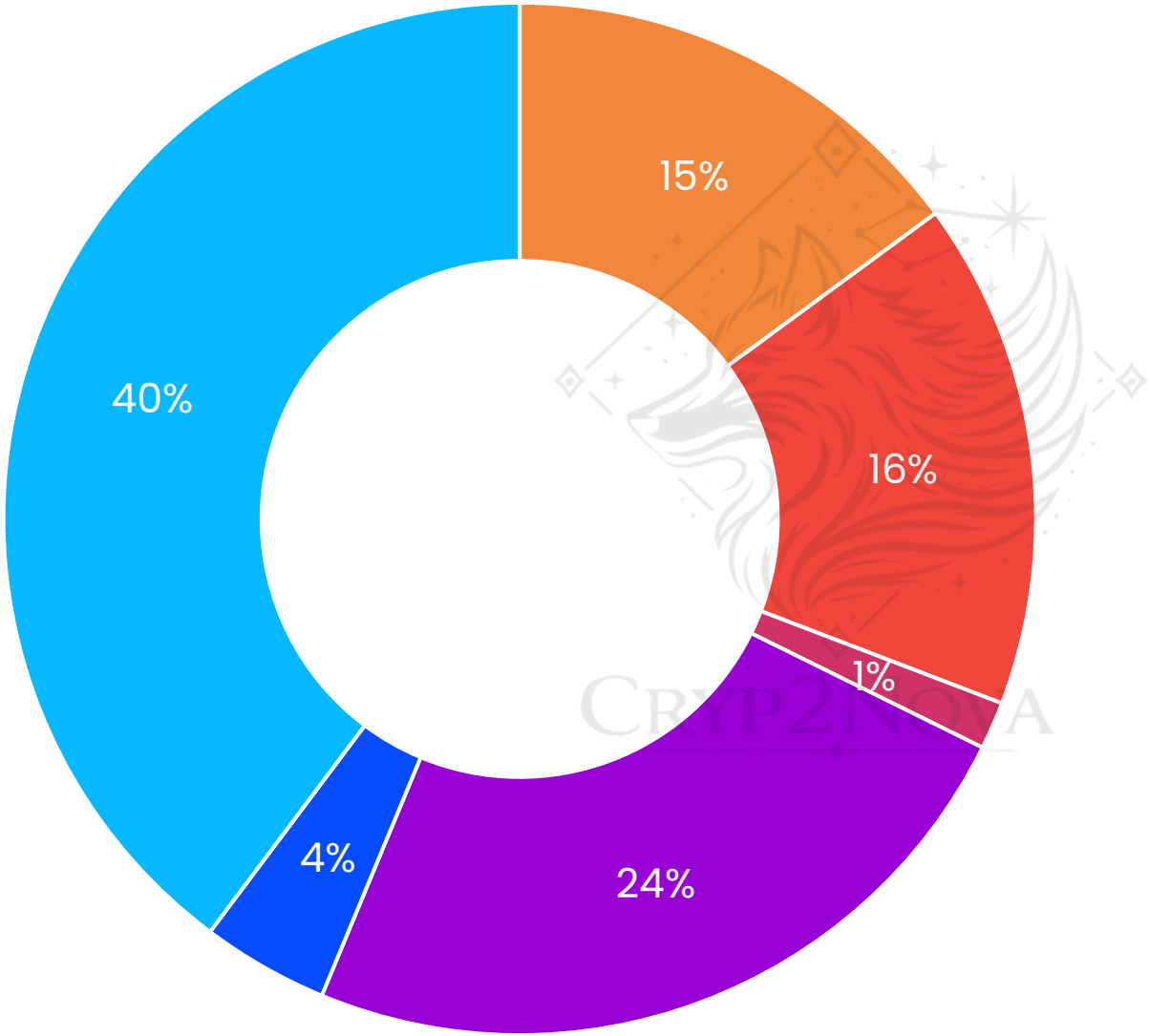
Token raise: $3M private offering - $500K public offering

Launchpad partners: Firestarter, Kommunitas, Miso and others

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TOKEN DISTRIBUTION



- TEAM
- TREASURY
- PARTNERS/ADVISORS
- SEED INVESTORS
- TOKEN SALE
- COMMUNITY

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TOKEN DISTRIBUTION DETAILED

	SALES / ALLOCATIONS	TOKENS ALLOCATED	$ PER TOKEN	$ RAISED	VALUATION	VESTING / DISTRIBUTION	NOTES	%
SALES	**Seed (A Tranche)** *Closed 3/2021*	226,415,094	$0.0053	$1,200,000	$8,500,000	18 Months Vesting	0% TGE unlock, linear vesting starts at TGE + 6 mo.	14.15%
SALES	**Seed (B Tranche)** *Closed 5/2021*	159,883,721	$0.0344	$5,500,000	$55,000,000	12 Months Vesting	0% TGE unlock, linear vesting starts at TGE + 3 mo.	9.99%
SALES	**Private Sale**	50,000,000	$0.06	$3,000,000	$100,000,000	6 Months Vesting	10% TGE unlock, linear vesting starts at TGE + 1 mo.	3.13%
SALES	**Public Sale**	8,333,333	$0.06	$500,000	$100,000,000		No lock, no vesting	0.52%
OTHER	**Community** *- User Mining* *- Events & Challenges* *- Creator, Artist & Developer Grants*	640,000,000 *320,000,000* *160,000,000* *160,000,000*				48 Months Distribution		40.00%
OTHER	**Team**	240,000,000				48 Months Vesting	0% TGE unlock, linear vesting with 6 mo. cliff	15.00%
OTHER	**Treasury**	251,367,851						15.71%
OTHER	**Strategic Partners**	16,000,000				12 Months Vesting	Varied Distribution	1.00%
OTHER	**Advisors**	8,000,000				12 Months Vesting	Varied Distribution	0.50%
	TOTAL	**1,600,000,000**		**$10,200,000**				

Initial Market Cap.: $800K (0.8% of total token supply unlocked at TGE)

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BLOCKS ROADMAP

BLOCKS Phase II begins in 2022 with the launch of the BLOCKS platform and the $BLOCKS token. From there the goal is to expand the number of chains supported and grow out the holder base on the path towards full DAO governance.

LAUNCH OF BLOCKS

Releasing BLOCKS with initial partners (Meebits, Nouns, Cryptoadz, NFT Dungeon). Ongoing release schedule for new partners as well as new features and functionality.

LAUNCH OF $BLOCKS TOKEN

Opening private offering of $BLOCKS Token; targeting public offering Q2 2022. Allowing for BLOCKS users to begin mining tokens via the platform.

ADDITIONAL CHAIN INTEGRATIONS

Initial support for multi-platform on Ethereum, with Polygon, Solana, Palm, Theta, Avalanche, Flow and others to follow, as well as Arweave and other integrations.

DAO GOVERNANCE

Begin transitioning governance to token holders during formation of broader DAO up to full transition. Open up self-serve model to the community and allow for “validators “ to be holder driven.

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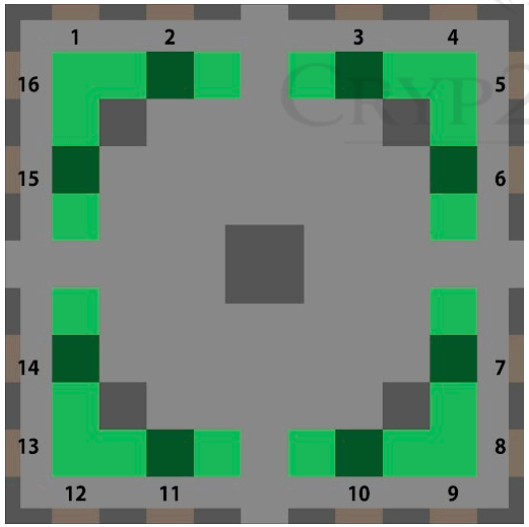
THANK YOU

Juan.Hernandez@JoinBlocks.com

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ENVIRONMENT AT-A-GLANCE





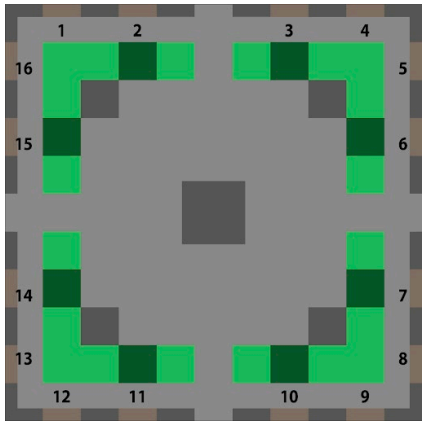


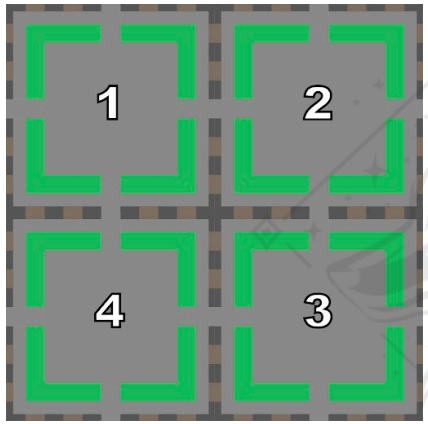
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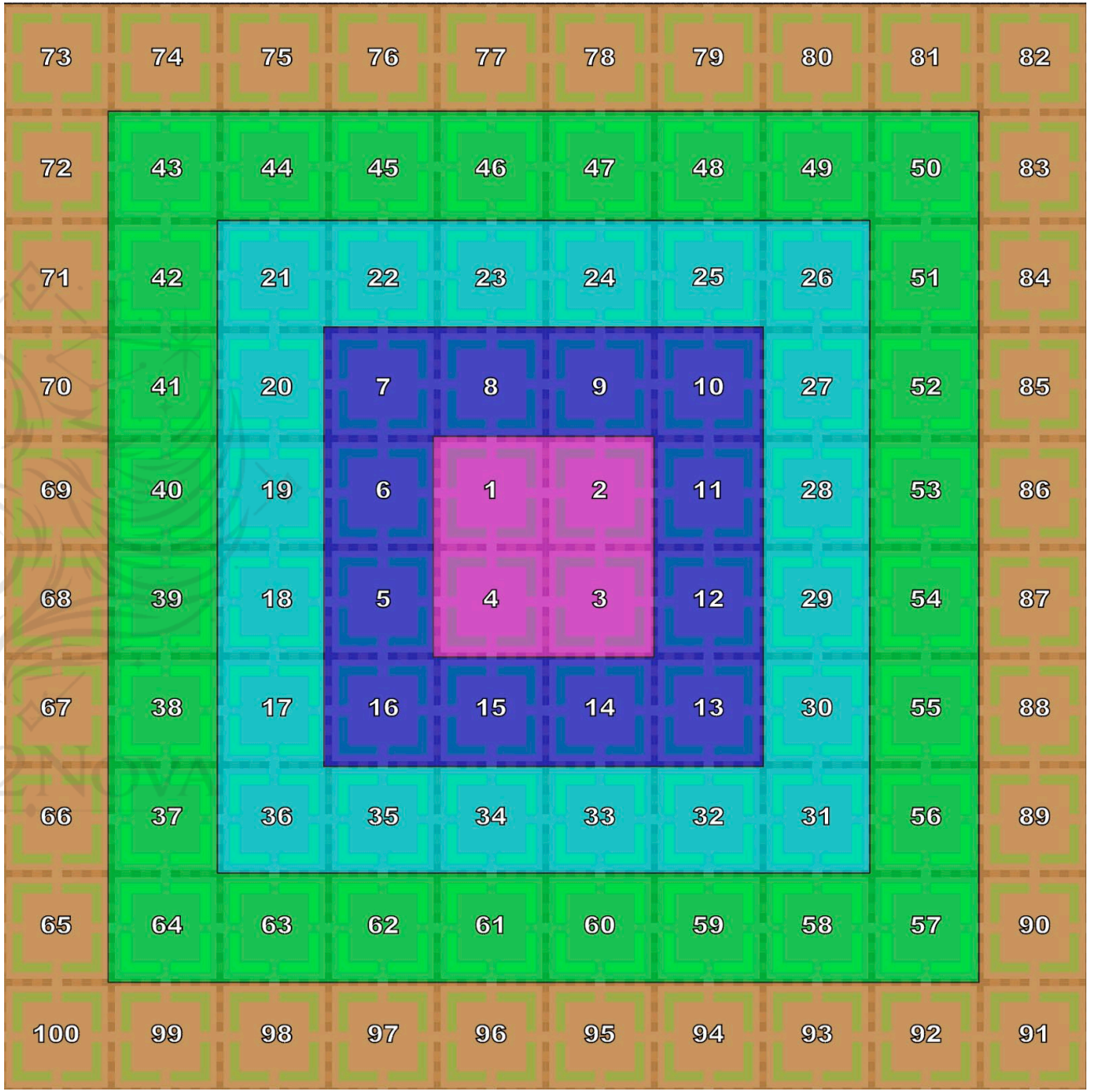
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ENVIRONMENT EXPANSION

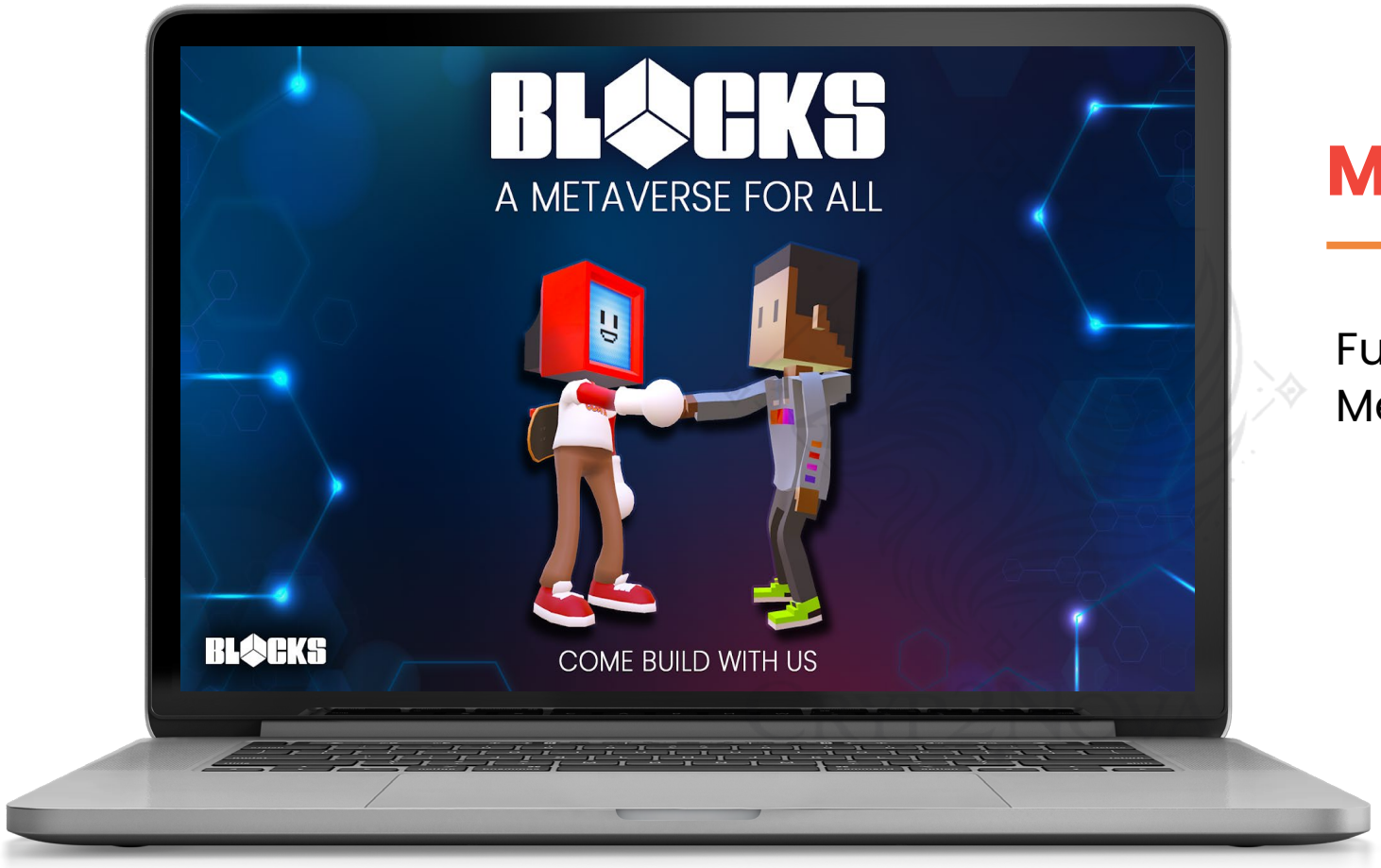






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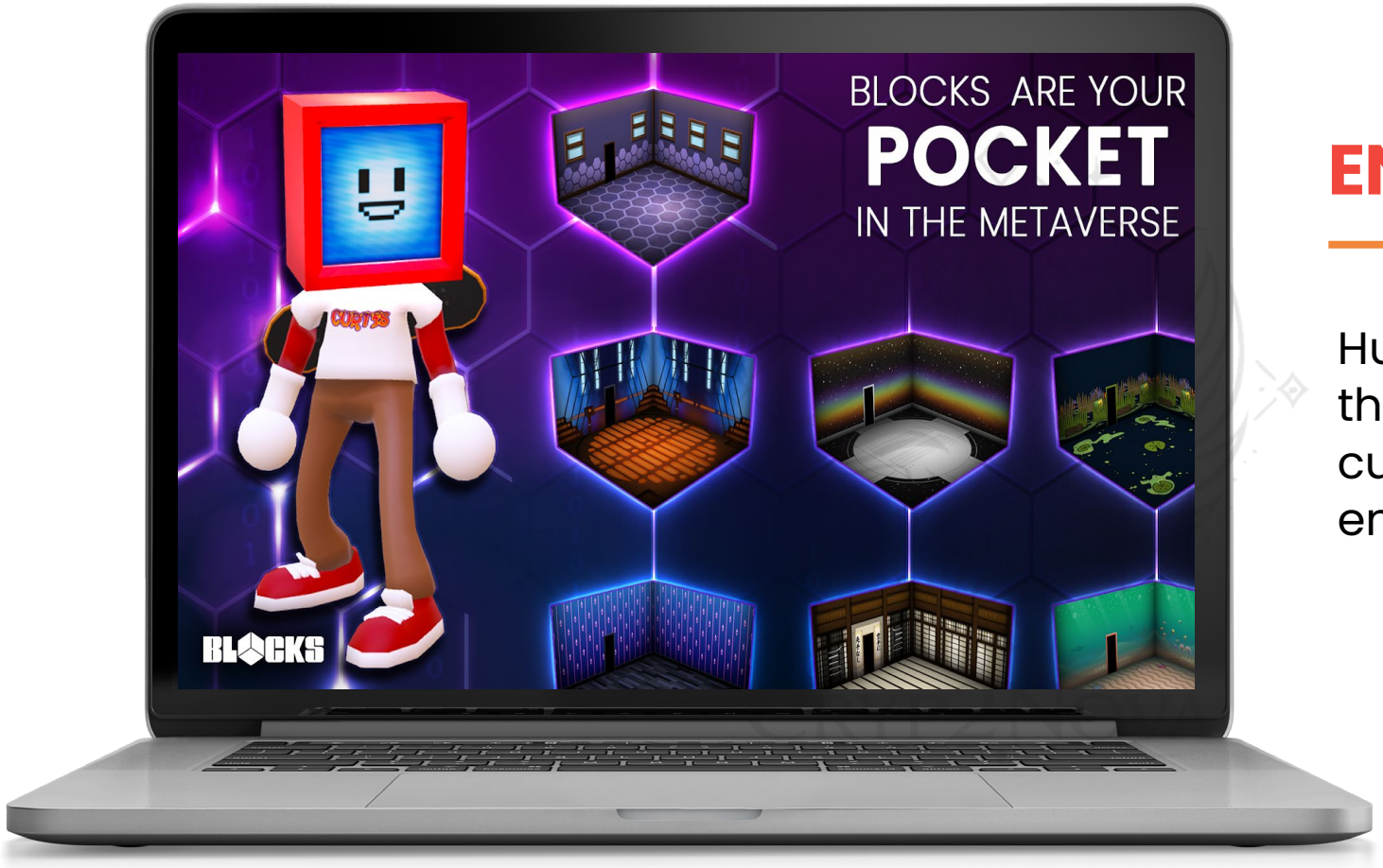
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MEEBITS AVATARS

Full support for all 20K Meebits avatars on Day 1

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ENDLESS THEMES

Hundreds of different themes and elements for custom BLOCKS environments

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METAVERSE INTEGRATIONS

Interoperable with Sandbox and Decentraland environments

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