

Beer Mug Club NFT

Development Goals

and

Whitepaper

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1. Disclaimer

The information in the document is not all-encompassing and some of it is based on the prospect of future variables that can not be predicted. This is in no way a form of financial advice, and we recommend you do your own research before purchasing any part of our ecosystem.

The primary purpose of this document is to provide pertinent information to potential token holders so they can have a better understanding of what we are working on as a team. The goal is to have a document that potential buyers can look at and get the information they need to make an educated decision if they are looking to buy our tokens.

THERE IS NO GUARANTEE THAT THE UTILITY OUTLINED IN THIS WHITEPAPER WILL BE DELIVERED. IF YOU AREN'T SURE AND DON'T WANT TO LOSE MONEY THAT IS SPENT ON THIS PROJECT, WE RECOMMEND THAT YOU DO NOT BUY OUR TOKENS.

2. Vision

The beer industry is known for its various “mug clubs” that offer some type of benefit for being a member. The problem we see with this is that mug clubs tend to be limited to the brewery that they are attached to. With the quick growth of the craft beer market in the past decade, the number of mug clubs you can be a part of is growing bigger and bigger. This in turn increases your personal cost to support multiple breweries that you enjoy being a patron of. Our question is why not have a universal mug club that can support all your favorite breweries?

The Beer Mug Club NFT was developed with the goal of providing rewards in the world of beer by creating a network of breweries that can offer promotions to our holders. We want to, in turn, support the breweries that have the majority of our community members attending them. This is discussed further in Section 5.3: Brewery Mug Club Network.

3. Project Environment

Our project environment is made up of two components: an ERC-721 token and an ERC-20 token. The relationship between these two tokens is important to the utility of our project and providing value to our holders. It is our goal to create an ecosystem where holders of each receive varying benefits that, at the end of the day, provide value to the project as a whole.

We have chosen the Polygon chain as the location of our project as it provides a much better platform for developing further utility. Firstly, it does this by having nearly free transaction fees, allowing us to develop utility in a different fashion from the Ethereum chain. Secondly, the Polygon chain has a significantly smaller group of users. This allows us to curate a stronger community by providing the opportunity to reach a higher percentage of Polygon users compared to Ethereum users. One thing we want to be clear about is that our goal isn't directly to make our community rich, but to simply provide real world utility that is repeatable for our community in the world of beer.

3.1. BMC NFT ERC-721 Token

The Beer Mug Club NFT ERC-721 token is the project's collection of 10,000 randomly generated beer mugs. These tokens are the project's initial deployment and provide the grounds for recruiting members to our community as well as providing funding for further development of the project. All holders have the rights to the art itself that is contained within each ERC-721 token. This means that the holder owns the intellectual property and may use it however they want.

Each ERC-721 token will cost 3 MATIC and provide holders with the ability to stake for a return of the \$BEER ERC-20 token. In addition to the \$BEER reward for staking, the original ERC-721 tokens will provide other utility as detailed in Section 5: Utility.

3.2. \$BEER ERC-20 Token

The \$BEER ERC-20 token is the main form of currency in our environment. The \$BEER token will provide its holders with the ability to access our online store and enact certain promotions with breweries in the future. This will provide a solid amount of value to the token itself while inherently increasing the value of the ERC-721 token. It is minted only through staking the ERC-721 token in this environment.

The rate at which the \$BEER token will be minted is set at approximately 50 \$BEER per ERC-721 token staked per day. This time of reward is based on the Polygon chain blocks, so it may not equate to exactly 24 hours. However, all stakers will be rewarded evenly. For more information on the Polygon chain block system, follow this link: <https://polygonscan.com/chart/blocks>. This chart shows the daily blocks and as you can see, it is not the same amount each day but is roughly consistent.

The more advanced tokenomics are currently being worked out as we determine the utility and burn rate of the tokens. Once certain utilities are up and running, the burn rate will most likely be flexible and change until we determine the proper amount of each transaction to burn and to keep for circulation.

4. Roadmap

Our roadmap is set up to focus on the web app under development to bring breweries into the world of the blockchain. This web app will focus on seamless transactions with the brewery so that they can maintain the same amount of time per interaction with each customer in their brewery. Put a little more clearly, a brewery shouldn't have to sacrifice time to confirm a customer has enacted a certain promotion.

Our roadmap isn't time-based but more or less based on actions we want to complete. The first of these is doing collaborations with other projects. The intent of this is to grow our community and get more outreach. We hope to go through significant growth and mint out using this as an aid.

The next action for us to complete on this roadmap is to set up an online store that allows our holders utility while the development of the brewery mug club network is underway. We realize this network may take time to develop and want to be sure our holders are rewarded for believing in the project.

Finally, we will launch the brewery mug club network once we believe our community is at a large enough size and the network of breweries encompasses regions our holders can visit.

Throughout this process, there will most likely be other actions added throughout the roadmap, but these are the main things we want to deliver. We will be constantly analyzing the environment of the Polygon chain to determine if new utilities would benefit our holders and stick to our vision as a project.

5. Utility

The utility of any NFT comes into question at some point. We believe NFT's can offer much more than just a quick way to get rich. This bear market has produced an ideal opportunity to market to a community that is in it for the long haul. We hope to provide multiple forms of utility including liquidity pools, an online store, and most importantly, an official beer mug club where your \$BEER can be used for real world promotions at participating breweries.

5.1. Liquidity Pool

A liquidity pool(LP) provides our holders with a way to create an income source from having a large amount of \$BEER that cannot be used all at once. We currently have a LP for \$BEER to MATIC. This allows anyone to transact MATIC for \$BEER or \$BEER for MATIC. Now, for anyone that wants to add funds to the LP, you will be rewarded with

a percentage of all transactions performed on the LP based on your percentage of stake in the pool. This will allow our holders the ability to put their \$BEER to use while it's not being used.

In the future, this will allow our project to collaborate with others by providing our holders the ability to transact for another project's currency and vice versa. By doing this, we hope to expand our reach and get more people to join the community and become a part of the Beer Mug Club.

5.2. Online Store

Our online store is yet to be developed and is under construction. On this site we want to provide our community with the ability to transact their \$BEER for various items. We hope to provide items such as raffles for other NFT's, merchandise, and tailored beer recipes designed by the founders, to name a few.

This store will just be another way for our community to utilize their \$BEER tokens outside their main use of brewery mug club promotions. This is a way of rewarding our holders and getting everyone in our community involved.

5.3 Brewery Mug Club Network

This is our main objective with the project of Beer Mug Club and will be the main utility. We are striving to create a network of breweries that will provide our \$BEER holders with special Beer Mug Club promotions. We are currently developing an interface to bring each brewery into our network and allow them to manage their own promotions and how much \$BEER each promotion is worth.

Essentially, if a brewery is interested in joining our system, they will contact us and we will set them up with this app that allows them to have full control over their promotions, down to unique promotions each day and the price of each promotion. In Chart 1 below you can see how we envision the transaction at the breweries will work on the front end.

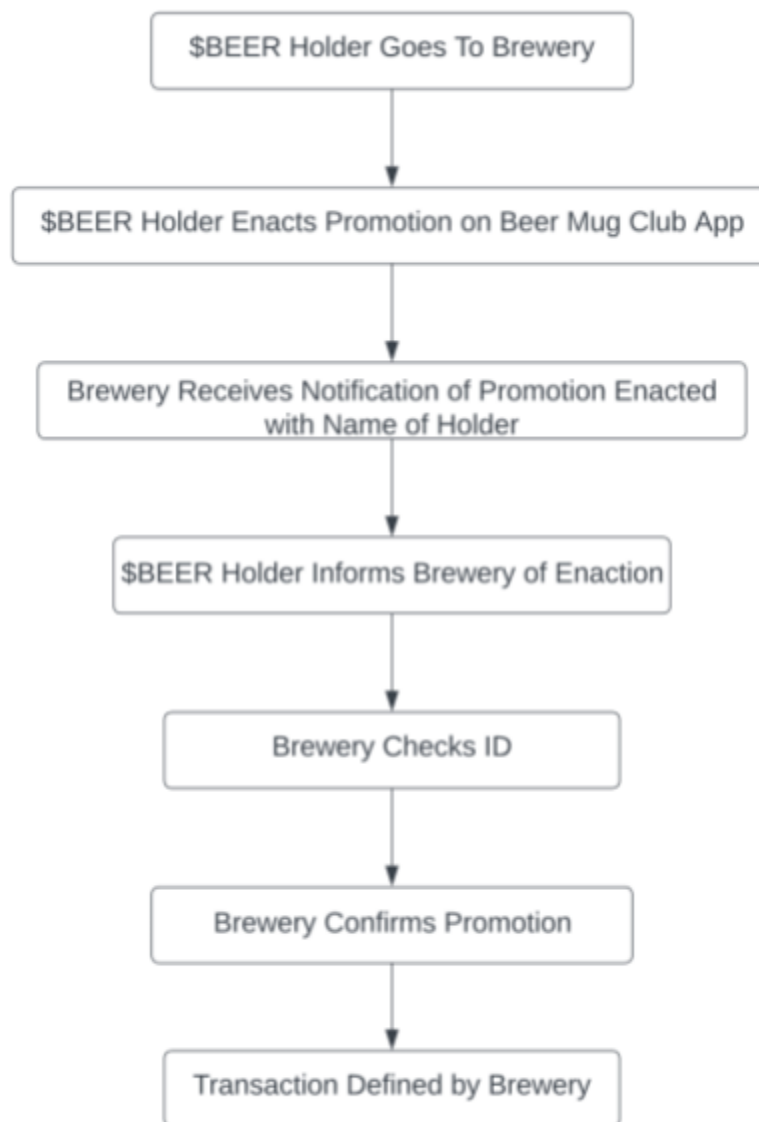


Chart1: Front End Flowchart of Beer Mug Club App

We hope to make this process seamless for both the brewery and the customer. We understand a brewery can't sacrifice too much time to ensure a Web3 transaction has gone through, so our interface will make that as seamless as possible for a brewery to see and ensure. The \$BEER holders will be responsible for enacting the promotion attached to the proper brewery. As the app is developed, this will become more clear as a holder will be able to go to a specific brewery and see their specific promotions for that night only.

The back end of this app is under development. From what we could find, nothing like this really exists yet, so it will take some time to make sure everything is thought of and

put in place to make safe and secure transactions for our holders. This whitepaper will be updated as the app goes through more development.

6. Securities for Holders

This section is put in place to assure our holders that buying a Beer Mug Club NFT ERC-721 token establishes a two-way trust agreement. Any amount of MATIC that is put into the contract wallet through minting will remain there until we have fulfilled our desired goal.

We understand that building a community first begins with trust, and we want to communicate with our holders as much as possible about our intentions. We simply ask for you to believe in the mission at hand and that we are doing everything we can to accomplish our goals and bring you a great product.