



WHITE PAPER

v1



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1 WHAT IS DOPE?

Remember back when crypto felt like you were on to something BIG that was literally going to change the world? That feeling like you were one of the lucky few that was in early on a project that had the power to disrupt an entire industry? Sadly, many of the best parts of crypto, including its ability to innovate and bring about real change to the broken systems that we currently operate on, have been traded in for the pursuit of quick pump and dump schemes built off of things as meaningless as a TWEET (seriously though, WHO keeps supporting these??)

We believe that the time has come for us to mature as an industry, and to get back to the roots of why we were so excited to be a part of this space in the first place.

DOPE is the next evolution of crypto/web3 integration into the mainstream world, with a focus on the action sports industry. Our mission is to make action sports more accessible for athletes and fans alike, and to push the boundaries of what's possible in this space. We're building a global brand that will revolutionize the entire action sports industry, bring the power back to the PEOPLE and create one of the strongest communities the space has ever seen, all powered by the innovative technology of the blockchain.





“ Be bold.
Do what the
ordinary
fear.”

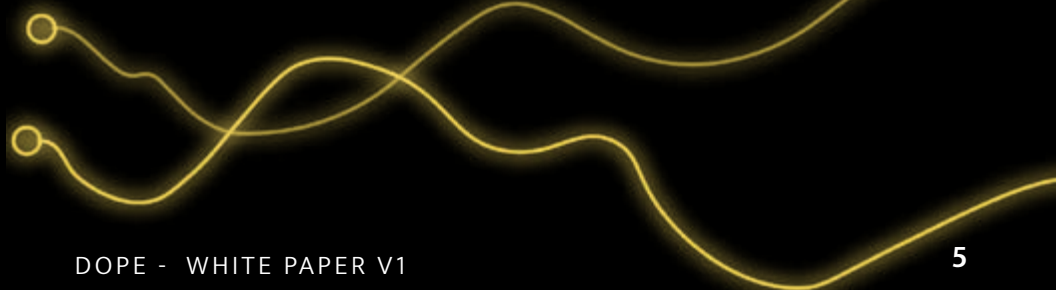
EMPOWERING ACTION SPORTS ATHLETES WITH CRYPTO



WHY ACTION SPORTS AND CRYPTOCURRENCY?

Since the ancient gladiator days of Rome, humans have sought out exhilarating adrenaline pumping experiences. In today's age, that translates to extreme sports. This rapidly growing industry is already worth MULTI-BILLIONS of dollars. **Unfortunately, only a small portion of this money trickles down to the athletes themselves, and that number is getting smaller and smaller.** Winter X-Games for example, which used to have multiple stops, is now down to just one, and is an invite only event for 10 men and 6 women, and Monster holds a majority of the invite cards as a title sponsor. There is no opportunity to qualify in or make it on your own. Dew Tour used to be an actual tour with multiple stops and is now just one. There used to be massive big air events around the world with huge prize money and thousands and thousands of people would come to see them live.

Aside from a very select few, the majority of these athletes take huge risks, both out of passion but also to entertain, yet earn little to no compensation to pursue their craft; and to put things into further perspective, they're often just one wrong move away from a career ending injury or even death. Until the extreme sports space matures and operates more 'professionally', these highly skilled athletes' paydays will pale in comparison to more traditional "stick and ball" sports.





Interesting tidbits:

ATHLETES CAN RECEIVE \$20,000 FOR EARNING FIRST PLACE IN X-GAMES EVENT, BUT THE SUM REDUCES AS A COMPETITOR'S RANK DROPS (10TH PLACE ONLY PAYS \$1,000, BARELY ENOUGH TO COVER THE ATHLETES' TRAVEL EXPENSES).

MEDIA COMPANIES SUCH AS ESPN RETAIN THE FILM FOOTAGE RIGHTS, LEAVING THE ATHLETES OUT TO DRY. NOTE: ESPN SOLD X-GAMES IN 2022 TO A PRIVATE EQUITY FIRM SO THE VERDICT IS OUT IF THIS WILL REMAIN THE SAME.

Our aim is to create a platform that not only supports athletes directly through our donations, but also creates new opportunities for them to monetize both their content and personal brands.

Cryptocurrency and action sports have a lot in common. Both are and have always been a place for risk taking, innovation and community. We believe that the action sports industry will benefit tremendously from web3 tech in a variety of ways, including:

- » ASSISTING UP AND COMING ATHLETES FINANCIALLY SO THEY CAN PURSUE THEIR CRAFT
- » GIVING ATHLETE'S THE ABILITY TO RETAIN POWER AND MONETIZE THEIR OWN CONTENT
- » INCREASING ATHLETE GLOBAL EXPOSURE USING CRYPTO'S DIVERSE COMMUNITY
- » OVERCOMING THE FINANCIAL OBSTACLES OF SUPPORTING ATHLETES GLOBALLY





3 MARKET ANALYSIS



While action sports began to gain notoriety in the mid 90's, mostly due to the popularity around the X-Games as well as the Olympics incorporating sports such as snowboarding, the industry has seen a tremendous surge in more recent years. With the rise of social video sharing platforms such as YouTube, Instagram, and TikTok, action sports are thriving at a faster pace than ever. As of 2016, the action sports industry was valued at \$6 billion. The space now has an estimated 490 million participants worldwide, bringing in over \$200 billion per year. In fact, action sports are considered the fastest growing youth sports in the past decade.

Given the excitement around action sports, brands, both big and small, have taken notice. Redbull, Monster, GoPro, and Skullcandy to name just a few, are pouring eye-popping sums of money into this sector (Redbull spent roughly \$2B in 2020 alone). Companies supplying the adventure-sports industry have seen huge spikes in revenue. For example, GoPro, a staple in action sports accessories, saw an impressive 71% year over year return in their May 2021 earnings report. Heck, even Apple just released a more rugged watch specifically catered to action sports athletes.

All that said, when it comes to action sports, it's safe to say, the future is bright and the sky truly is the limit.





BRAND OVERVIEW



Athlete support fund and sponsorships - First and foremost DOPE is a brand that supports action sports athletes of all types. Our built-in support fund will provide up and coming athletes with funds that directly support their careers. This will include support for: tournaments, gear, travel and other necessary expenditures.

DOPE Access Pass - The DOPE Access Pass will grant exclusive access to our marketplace featuring action sports event passes, memorabilia, exclusive merch, as well as entry into the DOPE Social Club.

DOPE Social Club – DOPE is more than just a brand, it's a way of life. DOPE's exclusive social club members will gain access to special events, AMA's with the devs and athletes, priority access to upcoming apparel drops, NFT launches and more! Being an early adopter and supporter of DOPE along with owning NFT's and staking will gain you access into the DOPE community.

DOPE League – Beyond our contributions in the virtual realm, we will bring the DOPE brand to life in the most epic way possible. We are creating the first real life action sports league powered entirely by crypto. From exclusive access to DOPE league events using crypto and NFT's, crypto prize pools, and limited edition content, the DOPE Action sports League will be unlike anything you've ever seen before.





NFTs - Custom NFTs related to the action sports world with on-chain and real life utility including; sport events access, merchandise incentives and meet and greets with athletes and developers.

Docuseries - A docuseries shot by the DOPE team following our sponsored athletes as they work their way up the ranks and compete in live events. Follow their journey every step of the way!





5 REVENUE GENERATION

FOR THE DOPE PROJECT AND ATHLETES:

Merch/Apparel Sales

We have a number of intimate connections with designers in the mainstream streetwear scene who have worked with the likes of Vans, DC, and Mongoose and have a keen understanding of the streetwear scene. This will not just be another “crypto apparel” drop. We intend to build this side of the business accordingly.

A percentage of all apparel sales will go to the athlete support fund and development of DOPE.

Athlete Creator Marketplace

A marketplace that allows athletes to monetize their own video content by turning exclusive video clips into NFTs and making them available for purchase by brands that are looking for more authentic content to use for their promo videos.

A transaction percentage and selling fee will be used to generate income for the continuation of DOPE development along with adding to the support fund for athletes.

NFT's

NFT's will range from limited edition drops that give users exclusive access to content, events, and exclusive merch, to 1 of 1 collectibles that can be held or traded.

A transaction percentage and selling fee will be used to generate income for the continuation of DOPE development along with adding to the support fund for athletes.



FOR INVESTORS:

Athlete Creator Marketplace

Everyone who holds DOPE tokens are eligible for a % of revenue generated by the NFT marketplace. Distribution amount will depend on the number of tokens a user has staked, and/or number of NFT's owned.

Docuseries

Everyone who holds DOPE tokens are eligible for a percentage of revenue generated by the docuseries if any is made. Distribution amount will depend on the number of tokens a user has staked, and/or the number of NFT's owned.





**THE FUTURE
IS DOPE**

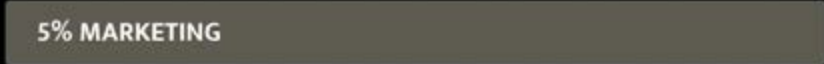




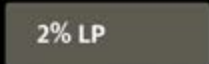
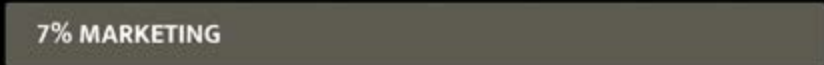
TOKENOMICS



6% BUYS

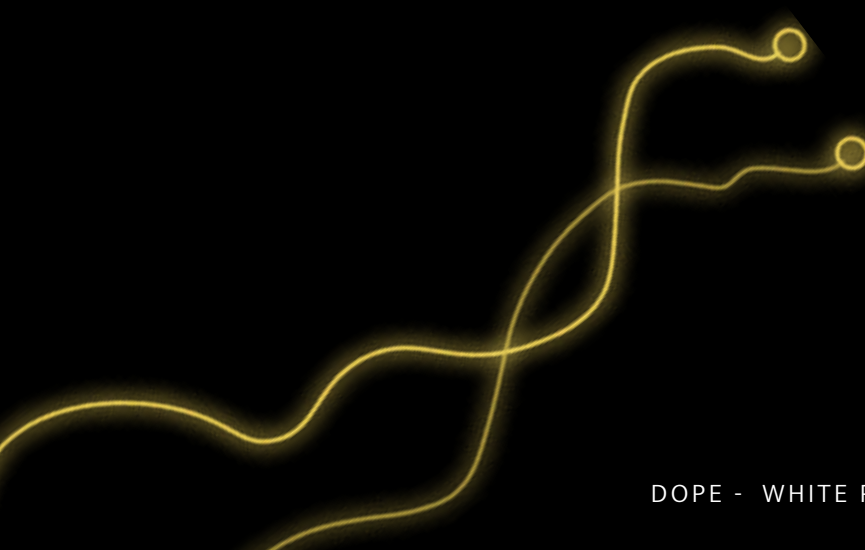
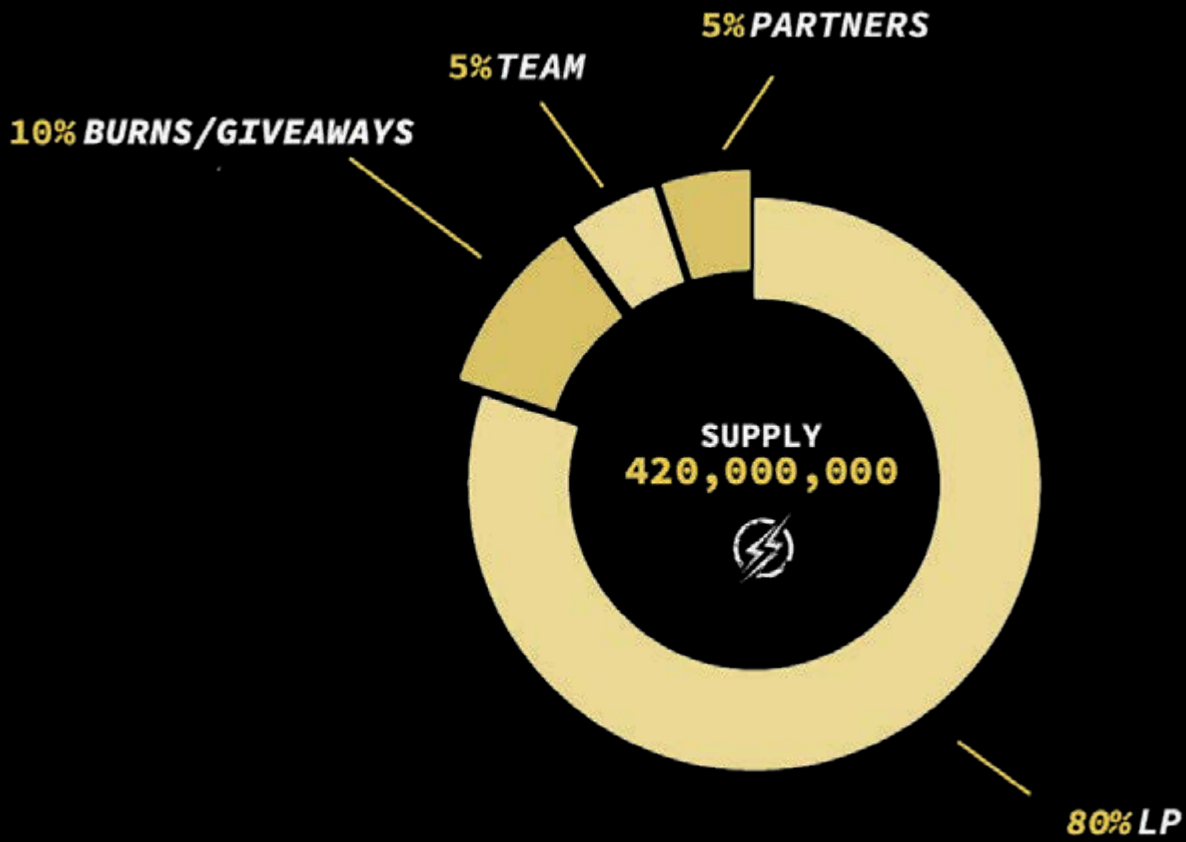


9% SELLS





7 ALLOCATION





ROADMAP

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PHASE 1

- LAUNCH
- IRL MARKETING CAMPAIGN
- ATHLETE PARTNERSHIPS
- FIRST ROUND OF DONATIONS

PHASE 2

- DOPE ACCESS PASS
- ATHLETE CREATOR MARKETPLACE
- DOPE SOCIAL CLUB
- MERCH LAUNCH

PHASE 3

- DOCUSERIES "THE FUTURE IS DOPE"
- DOPE LEAGUE
- CEX LISTINGS
- WORLD DOMINATION





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TEAM

The memecoin space is plagued with devs that are typically just looking to monetize on current trends, and most of the time have no real connection to the actual trends they're capitalizing on. DOPE is the furthest thing possible from this. We are a group of experienced entrepreneurs with an intimate understanding of both crypto and action sports alike. Let's just say, we've been working in both of these worlds for a LONG time. There's no better team suited to building DOPE into a global action sports brand than us.

DEV

PROOF

PROOF is an innovative new platform that allows anyone to launch a token using one of the most secure contracts in the space. By offering a factory contract that's had all the most common scam tactics removed and then audited by Solidity Finance, investors can ape with confidence knowing that their funds are secure.

Previous experience: Hackerlabs DAO (HLD) | Baby Ape (BAPE)

OPERATIONS

DRUYA

Druya is a true OG, having been involved with crypto since late 2015. A thrill-seeking adventurer, his philosophy in life is simple: "If it's not fun, why do it?". He's founded several successful start-ups, including a beverage company, as well as an outdoor lifestyle apparel brand. He's consulted for a variety of businesses, was once an EMT/Firefighter, as well as a professional rafting guide. These days, he's quite active in the web3 space, helping projects bring their vision to life.

Previous experience: Head of Partnerships @ Grateful Giraffes

Favorite action sport: Backcountry Snowboarding

LEAD

DB

DB has been involved with crypto since early 2017 and is a diehard "brand builder." Having successfully built and scaled an E-commerce social enterprise brand, he's now redirecting his passion for both action sports and crypto to help build DOPE into a global brand. He brings a wealth of knowledge from managing previous high profile crypto projects and a massive vision of building DOPE into the "X-Games of Crypto."

Previous experience: Dev @ Baby Ape (BAPE) | Head of Sales @ PROOF (PROOF)

Favorite action sport: Snowboarding



COMMUNITY

ET

ET has been involved with crypto since 2019, and has been advising, managing, and working behind the scenes of projects setting new trends in the cryptocurrency industry with large potential for growth. With an ever-growing passion and involvement in the sports industry, he aims to bring his network of skills and connections into action sports and help solidify its presence within the cryptocurrency industry.

Previous experience: Community Lead @ Marshall Inu (MRI)
Favorite action sport: Solo Climbing

MARKETING

CJ

Crypto J has an extensive marketing background and has successfully founded various E-commerce businesses. He's been involved in Crypto full time since 2017. Shares a passion for building and crypto mass adoption.

Previous experience: Executive at Marshall Inu
Favorite action sport: Surfing

ATHLETES

CM

CM is one of the most well known and respected names in action sports. Having snowboarded professionally for many years before transitioning into the business side of things, she has facilitated athlete partnerships for many large companies and brands. She brings a wealth of knowledge around event promotions, brand activations, athlete management, and is extremely excited about the massive opportunities ahead for DOPE.

DESIGN

VC

VC has extensive experience working with 500 Fortune companies as well as Startups. With a multi-dimensional approach to design, UX, and filmmaking and an award-winning portfolio of content produced, VC creates purpose-driven and sophisticated brands with strong voices that speak to the core of their audiences. Passionate with the ethos of sport storytelling and hungry for innovative technologies, VC will bring a unique vision for DOPE's brand.

Previous Experience: Founder at VAYA
Favorite action sport: Surfing



CERTIFICATIONS



PROOF

The DOPE contract was built by PROOF, a revolutionary new platform that builds contracts which protect investors from some of the most common scam tactics. Things like removing liquidity, stopping sells, or infinite minting supply are all impossible with PROOF contracts. Contracts also come pre-audited by Solidity Finance. Our intention in working with PROOF is to insure our investors that we're committed to building with trust and transparency at the forefront of our brand.



KYC & ADUIT

DOPE has also been KYC verified by Assure Defi, one of the leading organizations providing founder verification services in the space.





DOPE

THE FUTURE IS DOPE

TWITTER | twitter.com/dopecoineth

INSTAGRAM | [@dopecoineth](https://www.instagram.com/dopecoineth)

TELEGRAM | t.me/dopecoineth

WEB | dopecoin.io

