

UNUVERSE ESG WHITEPAPER

Protecting biodiversity with the most valuable impact NFTs ever known



INTRODUCTION

Unuverse is a group or DAO (Decentralized Autonomous Organization) that redirects resources for impact investments, using technological and social advancements to pool intelligence and create value.

In its first chapter, Unuverse lists 3333 unique and rare animals as Impact NFTs on the blockchain. These unique Identifiers have a few purposes:

- 1. Smart Contracts attached to the NFT manage the redistribution of funds to the owner and impact projects committed to protecting the assigned species in the real world, giving its Shepherds (the NFT holder and the protecting impact Cause) benefits for their efforts;
- 2. They are a ticket or voting right on the DAO, which manages the selection and paring of relevant projects (Causes);
- 3. Together, they create a powerful collection;

UNUVERSE stands for the ONENESS of our UNIVERSE and the common challenges we face to make this world a better place for us all by uniting art and technology.

In a DAO, the rules are set by its members (decentralized), who can directly engage in the way they design smart contracts, as well as their conditions and incentives.

The UNU DAO is a direct channel for UNU NFT holders to validate, vote, and modify the mechanisms that direct funds to the most impactful CAUSES (such as marine life protection), giving its supporters a clear trace and returns on their investment.

Unuverse's initial chapter is called Animal Kingdom 3333 and it is focused on biodiversity and the rebuilding of ecosystems. By giving rare animals an identity in the metaverse as a nonfungible token (NFT), we can pair each of them with impact projects (CAUSES) to guarantee they are protected. The Animal NFTs represent not only a species but the owners' (Shepherds) values, personalities, and connection with their spirit animals. Owning and Animal NFT with UNU gives our users equal opportunities to vote on the UNU DAO, which means they have the freedom to select projects and engage in strategies to redirect funds.



UNUVERSE

A brave new world is emerging from shambles.

We have to start now.

PRE UNUM

The Pre "UNUM" is a dark, segregated place surrounded by human sins, and it is not far from where we are now.

THE BREAKING POINT - UNUM

The moment when it all becomes NOTHING, a moment of pure singularity. Is this the end or an opportunity for a new beginning?



OUR VISION: WHAT IF CHANGING THE FUTURE CAN IMPACT THE NOW?

At Unuverse, we believe there is a world far from the here and now. A place of rebirth and unity that has not been reached yet. We feel the deep impact of missing or forgetting what we once had and understand that, sometimes, this happens for the wrong reasons.

Humankind is walking towards a path of destruction, losing species, wisdom, and connections every day. But the Metaverse is here to offer myriad possibilities for a new beginning that can solve these issues, and it needs the best people to make it happen.

SO HOW DO WE STOP BLEEDING AND KEEP WHAT IS GOOD? HOW DO WE REINVENT WHAT NEEDS RECREATION AND SET THE CORRECT VALUES IN THE METAVERSE?

There is not much we can control in the modern world, and we, as humans, are subject to multiple complex and hidden impacts, pressures, and fears. The big players and corporations have managed to cement their positions in the market carrying their greedy and self-centered values, treating us and our nature as resources. In the process, our only source for a harmonious living – our planet – is getting destroyed.

Unless good values become a priority and we learn to put everything meaningful at the beginning of the equation, our future may not be much different from the Matrix. Our economic system is built around limitless growth encroaching on what makes our lives worth living without paying attention to the real destruction caused or the quality of life lost on the way. This system that does not pay attention to how we are conflicting with ourselves seems to be the best representation of what we could do to navigate the modern world until now. But luckily, everything is changing.

NOW:

If you care about how new paradigms and possibilities in the digital age can help you keep what is valuable simply by taking ownership over (the tragedy of the commons -unhinged access to a common resource) and protecting it, you will understand an NFT-driven social exchange platform that protects good ideas, spirits, and values. UNUVERSE provides benefits to its owners and keepers, and we are excited for you to see everything we can offer.

Think of UNU as the <u>UN Red List</u> of endangered species and put it into Web3.

We can acknowledge rare animals at risk of going extinct and attach real representations that can inspire actions to protect them.



Unuverse starts as a simple initiative to give identity and power (\$) to 3333 selected animal NFTs, playing an essential role in protecting what is worthy now and transferring these values to the metaverse. The short-term goal of our initiative is to use blockchain technology to allow users to simply own NFTs and support social impact projects (CAUSES) while holding and mining/staking valuable assets.

HOW:

We combine different web 3.0 features in a network of NFTs, assigning values (the real benefit of crypto) and distributing profits according to impact. Our long-term goal is to become a new entrance to the high-frequency social impact activities driven by the crypto revolution, associations, and initiatives, connecting the metaverse to positive impacts that can benefit our planet and how we live. Only with this kind of power can the future genuinely impact the now.

Together, we built a platform where users have control over **what they value and what they think should be protected**, getting monetary rewards for what they stand for. Our company wants you to stake good values in the metaverse while supporting social impact projects that can promote the changes we need simply through owning an NFT with us.

OPPORTUNITY:

The concept of "crypto" is hazy for many of us and still often associated with gambling, money-grabbing tricks, or other untrustworthy financial movements. The market crash highlighted even more the importance of redefining the purpose of crypto and reeducating people about it. However, we know the philosophy of decentralization and the understanding of the benefits of disruptive technologies are still at an embryonic stage. We have not yet attached financial value to what the crypto community finds truly valuable. Fiat currencies do not go beyond the supply and demand of a controlled market. Greed and scarcity (negative PRE UNUM concepts) dominate the market, and, so far, no technology or social concept could represent gratitude, generosity, quality of life, or any other essential factors that have lost voice in this equation, such as our animals, plants, and air. But we can do different today and ensure that value can be defined by the communities and ecosystems we create.

We believe that blockchain technology and the social landscape are ready to represent **good values and "common goods,"** and this is why we believe in the power of attaching monetary gains to them and whoever owns them. Once this is achieved, mining or staking these values will create a positive impact on any metaverse project that adapts them and ensure owners can obtain financial profits. Unuverse is ready to distribute funds based on community (DAO) driven principles.



CHAPTER 1: ANIMAL KINGDOM (BRINGING RARE ANIMALS TO THE METAVERSE TO PROTECT THEM)

3333 Animal Kingdom is Unuverse's first initiative to protect and highlight 3333 special animals with their unique SuperValues (their different sets of skills such as filtering water, creativity, or utility for humans), addressing externalities that can protect the future of each species while bringing sustainable long-term profits to its owners.

There are over 100 million crypto wallet addresses globally, and the number of crypto and NFT enthusiasts keeps growing every day. But how many crypto-related initiatives do you know that are dedicated to protecting what is good and what does good?

PLATFORM FEATURES

In simple terms, Unuverse offers a sustainable way to hold and stake digital assets profiting from their positive impact. Our platform generates a private login to a digital wallet for each client. Unuverse believes in establishing a sense of trust with its clients but also offers all the necessary verification technology to ensure their data and assets are protected. Users can log in their NFTs acquired with Unuverse to wallets such as MetaMask and Trust.

METAVERSE INTEGRATION

Unuverse users will be able to run or integrate their assets on popular Metaverse platforms, like Sandbox, BigTimes, and Wilder. Here are some of our partners:



















THE ARK LISTINGS

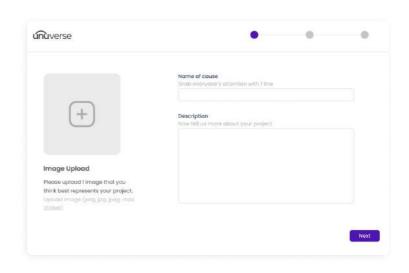
The Ark is Unuverse's listing page of all Unu Impact NFTS and their current value and related impact projects. The Ark list is organized in Chapters. The first one is the Animal Kingdom, which ranks 3333 rare, valuable, and unique species. Each animal is the only one of its kind and listed once.

Depending on community demands and need for additional projects listed for specific animals, Unuverse would release "pairs" for animal breeding, special edition drops, or an additional collection of animals that need protection.



UNUVERSE CAUSE LISTING

The link Unuverse.io/causes allows open submission of potential impact projects to the DAO for voting and pairing with an NFT. Over time, Unuverse will become a marketplace for valuable projects. As we work to increase our reputation, the DAO can involve and fund increasingly rewarding and meaningful projects. Many of these projects are already in contact with our team, and we are excited to announce what is coming next!



NFTS & PAIRS STAKING / UTILITY MODEL

In the Unuverse, each listed NFT has a unique utility generation capability. Owners and art creations from the UNU community are listed as a single #1 UNU NFT on the Ark. Listed UNU NFTs are desirable goods as they can be **staked to receive** the UNU token.

Sample: "UNU #2100 BENGAL TIGER".

The DAO can choose ONE "CAUSE" to be associated with #2100, for example:



Through selection and voting process, ONE project will be validated and paired with #2100. From now on, the Owner of #2100 and the selected and paired impact projects receive the UNU Token. This makes our UNU Impact NFTs productive digital assets.

Unuverse' unuverse.io/causes is a trading and meeting spot for impact meaningful projects related to particular animals.

Since only a limited number of projects (Causes) are validated and paired, the money from NFT sales, transaction fees, and UNU token sales can fund several impactful projects that bring more than just financial returns to the DAO but also promotes lifelong changes in the world as a whole.



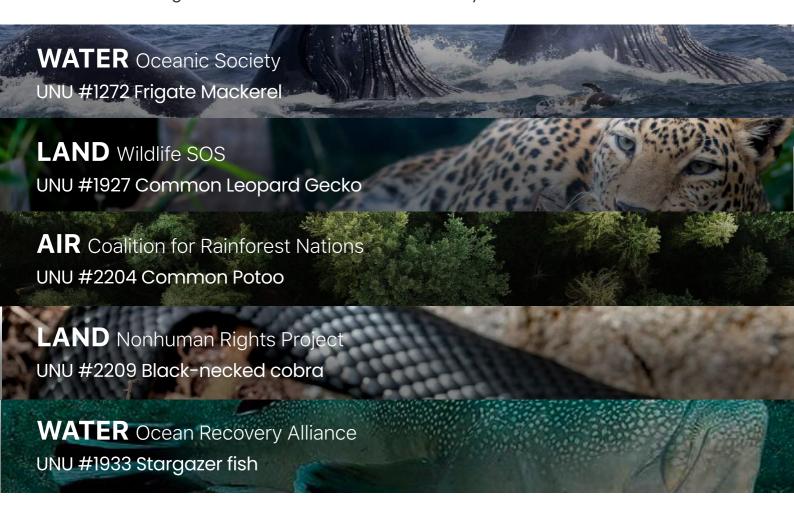
DIRECT DONATIONS WITH KEY PARTNERS

SAMPLE: SELECTED PUBLIC PRESALE CAMPAIGN

In an early effort to bring awareness to some key charities, Unuverse will feature several presale campaigns in NFT auction format. Everything generated through the sale of our NFTs will go directly to a list of selected charities, showcasing the power of NFT auctions to raise funds. The NFTs will not be paired with the classic pair-to-earn model, and indirect donations of the final amount will keep accumulating through the auctions and then redirected to selected charities.

WORKING WITH ENDAOMENT.ORG

Endaoment.org is a US-based crypto donation platform/DAO dedicated to raising awareness for key US-based charities. UNU will work with Endaoment and auction particular NFTs to designated charities to spread the message of their causes and raise the floor price of the UNU NFTs linked to them. Endaoment's platform is also powered by smart contracts that are expanding the foundation of crypto use aligned with social values. Their system is already well established, and users from all over the world trust their services. Endaoment.org embraces different perspectives and projects of all backgrounds, all aligned with the security and modernity offered by blockchain technology. Unuverse is excited to partner with its services to shed light on real-world causes that can really make a difference.





THE POWER OF COMBINING ART AND TECHNOLOGY

Art and technology share something almost magic in common: Their possibilities are limitless. Often they reflect on the way we live our culture and bring solutions to problems that were once unsolvable. As we get undoubtedly impacted by the changes brought about by an era of ongoing and constant modernization, new challenges like environmental degradation arrive that pose an unresolved threat to our existence and livelihood on this planet. The role of art in terms of representation of different issues as well as in the expansion of our minds to find creative solutions becomes even more universal and paramount. Art is a bridge that creates connections and widens our understanding of ourselves and the world around us. Art informs, connects, inspires, and evokes.

Now for the first time in history, art and technology can combine their magic to solve some of today's most difficult challenges: how to powerfully represent things that we find valuable while monitoring and protecting their condition. A non-fungible token (NFT) acts as a certificate of authenticity that is attached to a blockchain representing a product of the digital world.

With UNUVERSE every NFT becomes a unique representation of a defined meaning or purpose that can execute rules based on conditions an authority (DAO) defines via a smart contract.

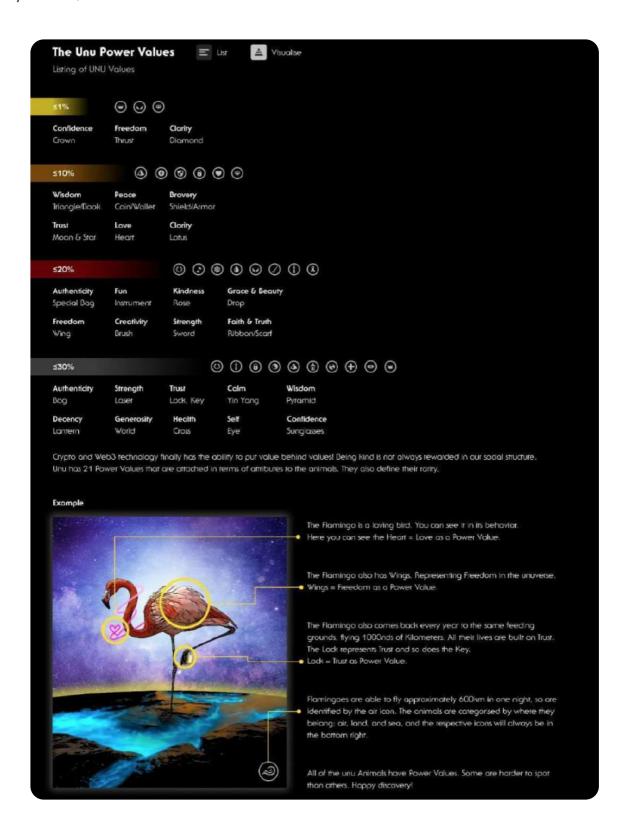
Our platform combines a specific representation of public goods we can define in the real world (for example, different animal species, like Bengal Tigers), with the power of non-corruptible execution of processes (for example, payout of 50% of all my proceeds related to the NFT Bengal Tiger to the best initiative dedicated to protect it), gives rise to a new paradigm of **Impact NFTs.**

Impact NFTs can be used to protect public interests, such as wildlife. UNU NFT owners have proof of ownership and, more importantly, the right to sell it in the open NFT market. With this framework, UNU users can profit from the opportunities they will have in the market with our NFT. UNU believes that the increasing demand for NFTs has led to massive wealth creation but amidst this buzzy market, the true potential and utility of this new technology got forgotten. We want to use it to solve our most pressing issues and create social good, going beyond the profit-based solutions NFT use can bring.



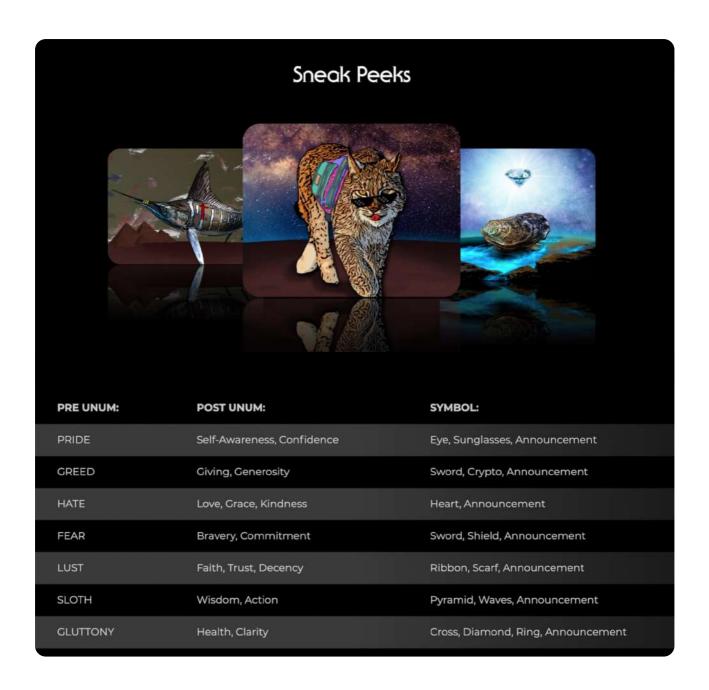
POWER VALUES AND RARITY

Community-Art is an important aspect of the way we built Unuverse to highlight the great values and strengths of each Animal NFT. In Chapter 1 each animal has a set of Power Values and "Symbols", which are the attributes that are intrinsic to the animal and define their rarity.





The UNU community can continue to develop the best representation of the animal and share their ideas so users can vote on which one will officially illustrate the UNU animal on the ARK listing.



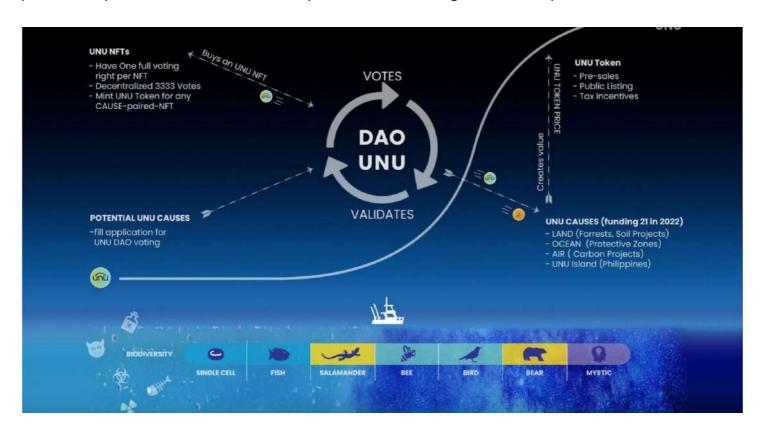


WE ARE CHANGING THE STATUS QUO

The list of relevant impact projects out there is staggering and Unuverse already has over 300 of them on our watchlist. What we need now is just a smart simplification.

As a social platform, the ownership and governance of Unuverse are determined by the users. Because of our "pair-to-earn" framework, staking, mining, or connecting an NFT with a social impact project will reward the owners and upgrade the project's staking capability.

Unuverse's active community of artists and discussion participants will continuously be rewarded with benefits in the form of our native UNU tokens. The vast majority of native tokens will be distributed to users who hold an NFT and used to connect projects, creating a new mining framework that is sustainable, productive, and creates real value. However, as not all projects (CAUSES) will return monetary value, we are prepared to kickstart one that translates positive impact into users' wish to be part of, hence lifting the tokens' price.



Generally speaking, the projects (CAUSES) Unuverse works with, can be divided into two categories:

IMPACT

focused on awareness or ecological improvement of LAND - WATER or AIR (as well as mystic or innovative tech-related projects that may help solve environmental issues)

Return on Investment (ROI)

Ownership or participation/value for the UNU DAO



UNU TOKEN

UNU is Unuverse's governance and utility token that connects holders to the Unuverse and meaningful projects administered or supported under the UNU Ecosystem.

ALLOCATION

A fixed limit of 1,000,000,000 UNU will be issued and remain fixed.

Our initial allocation plan is divided into four parts:

55% NFT & CAUSE

55% of the fixed limit will be distributed to users-owners and conservation efforts through NFT mining and a pair-to-earn model;

15% TOKEN ROUND INVESTOR

will be allocated to strategic round token investors;

20% TEAM AND SEE

will be allocated to the founding team and seed round investors;

10% ECOSYSTEM

will be reserved for ecosystem development;

TOKENOMICS OF UNU

Given that a portion of our funds has to be withdrawn from the system to sustain approved projects regularly, the token must be tweaked to a number of variables in order to keep being interesting for investors and token owners. These variables might differ from other digital tokens already available in the market.

FACTORS THAT CAN REDUCE THE VALUE OF UNU:

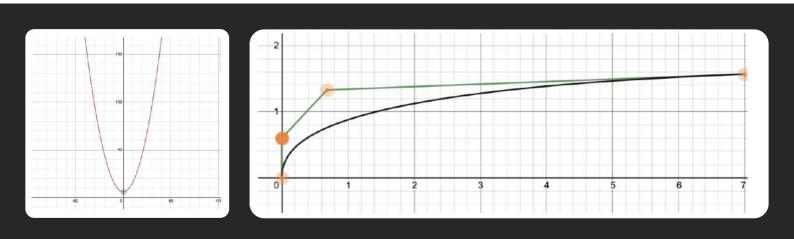
- Amount of validated projects withdrawing and converting UNU
- Poorly selected projects/Causes with no returns
- Decreased demand



FACTORS THAT CAN INCREASE THE VALUE OF UNU:

- · Amount of projects listed and "burning" of UNU
- Positive press impressions and word of mouth
- · Increased demand

The burning and buyback process of the UNU token follows the principle of maximum sustainable productivity after an initial period to jump-start it in the market. This principle is based on the maximum growth of the coin's value combined with the maximum production for the supported projects.



The initial project funds will **guarantee the token's growth and liquidity** in the initial phase to set a productivity equilibrium. For that, the initial period must experience explosive growth until its settling productivity on the high equilibrium between growth and productive output/outflow. In this first phase, buy-back and min. pegging to an established stable coin will be used.

RELEASE SCHEDULE

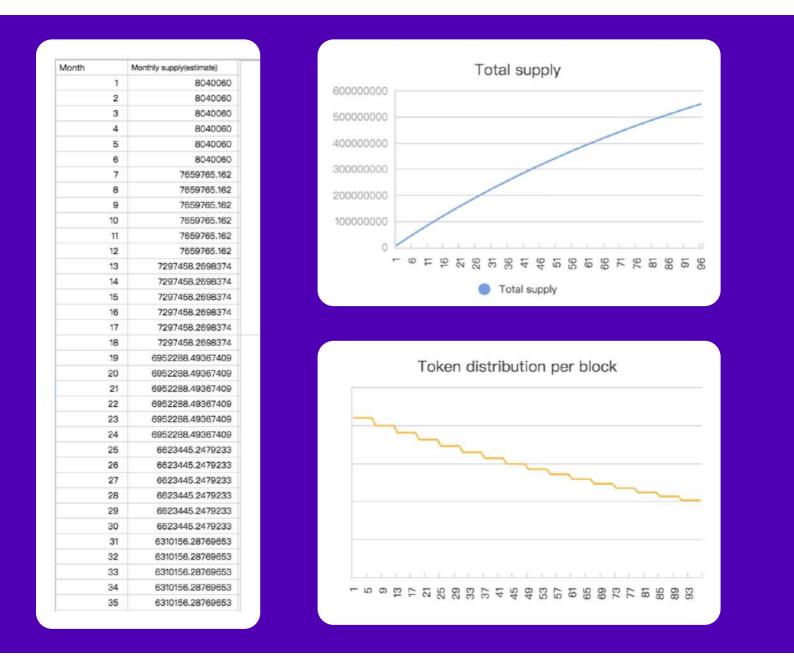
UNU will be released in increments per the specific allocation plan.

UNU for token round investors will be released over a 2-year timespan in equal increments at the end of each month.

UNU for the founding team and seed round investors will be vested and released linearly over 4 years and also delivered at the end of each month.



UNU for mining and pairing will be released in weekly increments over a 8-year timespan. This weekly distribution amount will steadily decrease over the course of 8 years.



UNU reserved for ecosystem development will be released in two batches: 5% at the end of the first month and 95% released synchronously with the founding team.



NFT & PAIRS STAKING

PRESALES

In the initial phase, key partners will be able to buy a minimum of 5 but a maximum of 25 NFTs in pre-sales deals:

Users holding Animal NFTs from Chapter 1 listed on the Ark will be the first batch of users eligible to participate in NFT and pairs mining.

One month after the initial phase (Animal Kingdom 3333) in 2022, the first batch of users and Causes of the platform will withdraw UNU tokens obtained from pair-to-earn mining to their wallets and trade them on the open NFT market.

The formula for mining an NFT with paired and validated project Causes is split equally between the owner and the project itself.

FROM THE SECOND MONTH AND ONWARDS

The platform will be open to all public users, and UNU staking will be introduced. In total, there will be four UNU staking pools and holders of UNU Token will be offered staking opportunities for selected impact projects.

WHY DOES THE UNU TOKEN GAIN IN VALUE?

UNU token distribution system is managed to settle on a high-value return trajectory while guaranteeing that the asset has <u>real-world uses for its holders</u>. This will positively affect the tokens' liquidity and users' sense of trust. UNU DAO members will profit from voting and validating projects, and our framework is projected to encourage the community to buy NFTs listed on the Ark and pair them with meaningful projects approved by the DAO. Through connections to various metaverses, the NFTs will keep accumulating value.

HOW DO WE GET THE BEST CAUSES/PROJECTS?

Anyone can propose potential Unu causes and share them with the community for validation. After the launch, we will actively reach out to NGOs and potential partners to work on pairing and funding our first 21 causes.

Each cause only has to choose its classification and association with one of the UNU Animal NFTs



The UNU DAO is responsible for the final approval of proposed projects via a quadratic funding method. If forged or robotic accounts are discovered, or fraudulent projects are identified, the platform holds the right to terminate its content mining qualifications at any time.

Project must choose one Category and select one animal for pairing



The validated and most supported Cause, for a particular Animal gets paired with that Animal NFT.

UTILITY OF UNU TOKEN

- Users can actively participate in **NFT and pair mining**. However, the value of each NFT in the open market may also depend on other factors, including the rarity of each animals' power values. UNU NFTs may also be eligible for additional drops from artists that will collaborate with special collections within the Unu catalogue. In order to connect with some impactful meterverse projects, the NFTs will undergo some technical modifications according to compatibility, Kits (connections to other metaverses and usage), other NFTs, and public interest.
- Once Unuverse's platform is already well established within the community, NGOs and like-minded associations will also be granted access to UNU and will be able to use it to raise awareness about their projects.
- NFT holders can get their assets plugged into various metaverses in different industries such as games, pet products, etc.



- The art community will announce different ways to plug these assets into other metaverses or pair NFT animals to create siblings.
- UNU token can also be used as a tipping mechanism for users.

SOCIAL IMPACT UTILITY

- Positive impact (non-monetary): the desirability of the token for those who want to be part of something that creates positive impacts while making profits.
- Conservation efforts with returns: Unuverse will obtain investment quotas and be directly involved in land purchases, government contracts, and the development of new technologies. The returns of these initiatives are going to the UNU community. Furthermore, individual users may also benefit from investment opportunities in high-quality projects.

CONSERVATION EFFORTS

All projects are connected and get a portion of the UNU created under the paired NFT. The UNU is used exclusively for the project until the token is claimed and converted to fiat.

DAO GOVERNANCE

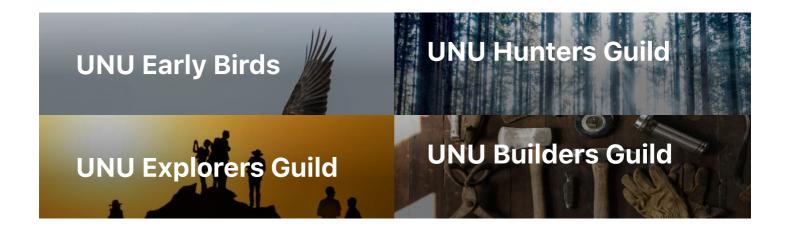
- Unuverse is mainly owned and governed by its community, as 55% of UNU is allocated to it.
- UNU NFT holders will have the right to put forward cause proposals and vote on relevant causes to be funded.
- UNU NFT holders will also determine which projects will make it to the official list of validated causes.
- The community will propose any edits to the smart contracts, interfere with the distribution ratio, and also be able to ratify edits.
- Approval of official symbols for values and fanarts for official UNU NFTs are also granted by active users.



ROADMAP

1. COMMUNITY WORK

The chance to be whitelisted for UNU NFT with full privileges



2. UNU DAO

UNU NFT holders automatically become members of UNU DAO. DAO members validate and vote on "CAUSES" (projects) and conservation initiatives, for instance, land that will be purchased. The DAO also collaborates and funds projects of high-profile charities with common visions and goals, and members will be granted exclusive access to their events and retreats.

3. UNU CAUSES

The UNU DAO will validate, fund, and contribute to several CAUSES that the UNU community finds worth supporting. Validated causes will be paired with an NFT, and both will receive a UNU token.

Unuverse wishes to collaborate with associations and individuals to find and invest in meaningful projects related to species conservation or impactful ideas for the future.

4. UNU ISLAND (LAND)

The UNU DAO wants to be present in the metaverse and the real world. To give our members a fully immersive experience, Unuverse has plans to develop the first NFT resort island. DAO members will be asked to choose and give their opinion on the island's facilities and activities.



5. MOVIE PRODUCTION / COMMUNITY ART

UNU core team members are currently working on the pre-production of a movie that echoes Unuverse's central values and ideas, which is expected to be aired on one of the biggest streaming services.

Some of the UNU NFTs will be featured as characters in the movie, and owners of these specific assets will be rewarded with \$UNU or drops.

6. METAVERSE INTEGRATION

Integration of UNU NFTs into our partners' metaverses.

Drops

UNU Essences/Kits will be dropped to create UNU animals for different metaverse projects and holders of UNU NFTs will have guaranteed access to them. These animals will be part of the digital forests of two of our metaverse partners, including the Ocean Park in Sandbox. Not all animals will be integrated into metaverses.

FanArt Drop

Throughout the process, we will hold competitions and feedback rounds involving the community to discuss improvements and variations in our products. In addition, users will be able to share their opinions about special drops of some of the UNU Animals from some of the competitions to be corrected or adopted entirely to the Ark listing.

Unuverse appreciates and values art as a means to communicate ideas and wants to give space for creators to share their productions and insights. Fanart created by community members will be selected as official UNU drops and distributed to DAO members.



7. UNU TOKEN

\$UNU is the token utilised in the Unuverse.

Levels of Reveal for the initial Drop:

LEVELS OF REVEAL

3333 UNIQUE ANIMALS - Animal sotries, bizzare, Values why its valuable, Happiness, Excitement, Start

THE UNU DAO - Decentralization, Investment, Benefit, Events, Members, Community

21 CAUSES - Investment, Social Impact, 21 Values - NFT Rarities

THE UNU ISLAND - Staking, Virtual - Rarity Structure

UNU TOKEN - 1. How to make money 2. Community Art Projects, The Arkunu Art /- Special Editions

MYSTIC ANIMALS / Special Editions / Sales



CONCLUSION

Unuverse has been created to give voice to what matters and restore the value of what has been forgotten amidst a tireless journey towards development, profit, and modernization. With the pressing need for change and new technological opportunities, we can envision a future where social impact is not far from tech-based infrastructures that are conscious of what happens to the environment and help us to manage the best use of our resources. Our pursuit of happiness and an upgraded lifestyle will most certainly have to answer the questions hidden in the way we treat our planet, sooner or later.

The metaverse should not be a place we escape to after harming our planet but an opportunity to live in symbiosis with technology. Unuverse's project lays out how we can use smart technology to solve natural degradation and represents a once-in-a-lifetime opportunity to hold key digital assets in the form of "goods" that form the pillars of our ecosystems. If we fail, we fail together as a species. But if we succeed, your contribution will impact your life and our nature not only in monetary terms. Be a Shepherd, become an Impact NFT holder, and watch your surroundings transform!



DISCLAIMER

The information shared in this whitepaper is not all-encompassing or comprehensive and does not in any way intend to create or put into any implicit effects any elements of a contractual relationship. The primary purpose of this whitepaper is to provide potential token holders with pertinent information for them to thoroughly analyse the project and make an informed decision.

Prior to your participation in the purchase of UNU tokens, we strongly advocate a careful study of this whitepaper, all the documents associated with the same, including the contract concerning the purchase of the same. You may even engage the services of appropriate experts to help you with investment analysis.

Certain statements, estimates, and financial information featured in this whitepaper are forward-looking statements that are based on and take into consideration certain known and unknown contingencies and risks, which in eventuality may cause the estimated results or may differ factually and substantially from the featured estimates or results extrapolated or expressed in such forward-looking statements herewith.





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