

BOOGIEMOON'S LIBERATION CLUB

FEBRUARY 2022 NY

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BOOGIEMOON'S
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BOOGIE
ROOM


BOOGIE
TREE

Preface: Everyone can be part of the metaverse

Art is the wealth of mankind, yet it is often in the hands of a few. To ensure equal access to art production, we need a better trading system and the innovation of technology. The unprecedented marriage between blockchain and artworks, where NFT technology is a prime representative, is reshaping the art world, making art production accessible again for all. The growing market economy has pushed up people's demand for artworks and many of them are already collecting art production. However, the intrinsic drawbacks of the traditional trading market remain unresolved and have thus caused great difficulty for the masses who wish to trade art production.

The advances of blockchain technology address the most important issue in human history—trust in equivalent exchanges, thanks to its many advantages such as “decentralized” data storage, open and transparent information that cannot be tampered with, data security, and low cost, etc. The application of blockchain technology in the art production market is giving birth to a digital revolution. First, the sharing mechanism of the digital economy is integrated into the art and game production market. Blockchain technology is able to give a second life to art and game production. This is achieved by mapping the digital content of any product onto blockchains to form unique digital collectibles of asset nature. In this case, NFT is the asset entity of digital content, which effectively enables value exchange of digital content, extending the benefits with a wider population, and liberating both the productive forces and the relations of production. Second, an art market based on trust among machines is established. Information relating to artwork such as its source, key details, delivery process, and transaction history will be digitalized and stored in the blockchain-based trading system. Once it is done, all the information will be immutable and unforgeable, which can effectively prevent counterfeit and frauds. Third,

a transparent and open trading system is created. Blockchain data is visible to users worldwide and accessible to central management systems and database catalogs. Every user is a witness to transactions, which ensures high transparency in the system. Therefore, the art and game market will be fairer and ever more robust, attracting more creators, collectors, investors, dealers, and traders. The rise of NFT is a prime example of the marriage between blockchain and art, attracting unprecedented public attention. In the foreseeable future, the NFT boom will continue to grow and transform the way how concepts and values are exchanged between blockchain and the real world. In 2020, the overall trading value of NFT tripled, reaching \$250 million. In March 2021 alone, the total sales of NFT surpassed \$220 million. The NFT market ended 2021 by breaking \$50 bln milestone. The flaring NFT trading market called for the founding of BMLC, whose mission is to transform entertainment into investment in the most innovative way. BMLC is aimed to become a community of talented and bright-minded people, where the voice of every and each member is matter to bring to life the most daring ideas. In BMLC we believe together we can enter to the world of NFT and entertain while earning. This is the idea behind BMLC. An excellent team gathers excellent people. BMCP united fantastic professionals in their field behind one idea. Our members have rich experience in developing, designing and investing. Their participation is enabling to develop of innovative initiatives, better empower BMLC, and fuel BMLC's rise in the crypto world. Registering art and game production as NFTs ushers in a new era where traditional products are aligned with crypto technology. It is just the beginning of a splendid chapter with the founding of BMLC as the prelude. A great journey has now begun.

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1. The Development of NFT

1.1. What is NFT?

Mostly known as NFT, "Non-Fungible Token" is a non-fungible asset that is unique and cannot be split. NFT can be connected to real-world objects. NFT provides the owner of the native digital assets (assets only exist in or originate from the digital world) with proof of ownership, which can live outside of a centralized server or repository.

Fungible assets refer to assets such as currencies, stocks, bonds and precious metals. Fungible assets are divisible and interchangeable. Assets of the same nominal value and attributes can be considered the same. In this sense, they are more of a symbol and assets themselves don't carry much value. Non-fungible assets, such as houses, cars, furniture, artwork, data assets and the vast majority of other assets, are neither divisible nor interchangeable. It's rather obvious that most assets in the real world are non-fungible, such as artwork, video game items and IDs.

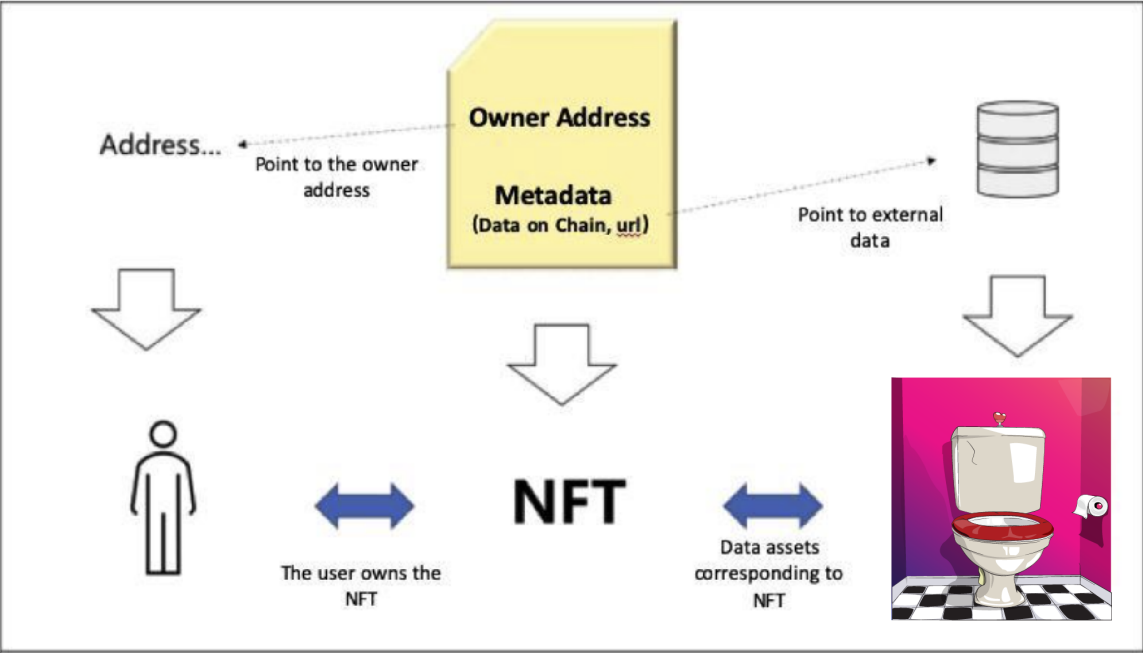
Fungible Tokens VS Non-fungible Tokens

Fungible Token	Non-Fungible Token
Interchangeability FTs of the same type are interchangeable and their value is not affected.	Non-interchangeability NFTs of the same type are not interchangeable.
Uniformity FTs of the same type share the same specifications and all tokens are identical.	Uniqueness Each NFT is unique.
Divisibility FTs can be split into smaller units of equal value.	Indivisibility NFTs are indivisible and one token serves as a basic unit.
Convenience FTs are easy to split and exchange.	Security Tokens are unique and can be used in a variety of settings, such as gaming.

<p>ERC-20 Standards on Ethereum protocol that support the launch of OMG, SNC, TRX and other tokens.</p>	<p>ERC-721 New protocols on Ethereum that support the launch of NFT (e.g. encrypted collectibles).</p>
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Based on the above-mentioned features, NFT can be used to map assets on-chain and is also a unique digital collectible itself. Currently, most NFT projects are for digital collectibles, video game assets, and virtual worlds, with well-established ecosystems and trading platforms. Token minting and trading platforms allow you to easily create NFT tokens, view NFT contracts and trade NFTs.

Mapping Assets Through NFT



NFT smart contracts record data of a project on the blockchain. This data can either be those that need to be stored in a decentralized way (e.g. properties that represent video game assets) or external links to specific resources.

1.2. Value of NFT

1.2.1. NFT revolutionized the traditional items trading models

Unlike traditional ones, digital products are more flexible when it comes to the form of expression. The original carrier of digital art is data. As the carrier of digital art, data can be easily replicated and spread but lacks asset property. This leads to the biggest difference between digital art and traditional art business models.

The way in which digital products are distributed also leads to copyright issues, as the copyright information is easily lost in the process of dissemination. Sometimes users can't find the proper way to pay for items when they want to. Moreover, digital items are circulated internationally. It may be difficult for traditional institutions to provide a marketplace for such trading.

NFT can serve as a transactional 'entity' for digital art and game products by mapping the file of a certain digital item, making it a perfect digital product carrier. In today's market, we are seeing NFT being combined with a digital product, creating a new business model where NFT is traded as the digital item itself. In such trading, NFT is not only traded as copyright or ownership but also serves as a unique link between the creator and the collector. NFT is what the creator acknowledges to be the essence of his work.

In the past, a creator was only paid once when his work was sold by him for the first time. When his work changed hands again and was sold for an exorbitant price, the creator couldn't benefit from it. NFT has changed the situation by offering digital product creators the special right to profit from their work when it is sold for the second time.

1.2.2. Innovative circulation, collecting, use and flexibility

NFT has scarcity and asset properties. NFT becomes a digital collectible as it maps the data. As with traditional collectibles, people collect for passion, social needs, cultural identity and investment purposes. Collectors are often able to reach a consensus within the same culture circle and are willing to pay a lot more than what non-collectors can imagine for a rare collectible. This phenomenon is no news in many cultural industries (e.g. fan economy and audiophiles), and the NFT crypto- collectibles market is no exception.

Thanks to blockchain's open data and token's programmable asset nature, NFT collectibles enjoy a well-established, transparent, reliable and cost-effective secondary market. The market allows users to trade and transfer NFT collectibles conveniently and auction their collectibles at a fraction of the cost. NFT collectibles have an advantage over traditional collectibles in trading and circulation, which can help to keep the market active.

Some NFT collectibles are sold in mystery boxes, which stimulates circulation and increases their prices. Having been proven by the market to be an effective way to promote desire and purchases from the users, this business model can greatly stimulate market circulation.

The biggest difference from traditional collectibles is that some NFT collectibles are multi-purpose. Firstly, in the context of games, an NFT is more than just a collectible. It can be used in the game and has value in the virtual world. Secondly, as blockchain data is transparent and reliable, different applications can work together to showcase NFT collectibles.

1.2.3. Achieving traceability

In the traditional collectible market, there is often a concern that when one purchases an item, the item may be deemed to be fake by an authenticator and lose its value. In the real world, people's judgments are easily influenced by others. The cost of authentication is extremely low. Sometimes the price of an item can change drastically because of a comment by a celebrity.

NFT, however, is different. Once the NFT is registered on the blockchain and the public offering is completed, all data can be verified publicly and independently.

When the data can't be tampered, its authenticity can't be challenged, either. Its authenticity only grows stronger with time.

This also ensures the artwork intellectual property is protected efficiently. Compared to traditional IP protection, a major improvement made by NFT is automation. Using smart contracts, NFTs empower creators by allowing them to distribute royalties and protect their intellectual property. In other words, in the world of blockchain, NFT protects the creators' copyright, which further increases the value of NFT artworks. As NFTs are unique and transferable, one can use them to prove his/her ownership in case of forgery or infringement. A 'marked' NFT is unique and therefore all the more valuable.

1.2.4. Building a new incremental market

At the end of January 2022, the cumulative trading volume of NFTs reached \$50 billion. The NFT industry continued to thrive with significant growth in the number of transactions, transaction volume, number of active wallets, and number of traders.

At the same time, like DeFi, NFT has the potential to be Lego bricks, being able to combine with others in the ecosystem. In the world of blockchain, NFT can be combined with many elements,

including lending and gaming. If we can tap into NFT's economic value, we can ensure its constant liquidity. In the real world, NFT can be combined with some physical assets, such as property, securities, insurance, etc. Not only that, NFT is also becoming more and more accessible, as a painting, graffiti or a toy can be an NFT. If these assets can be successfully "NFT-ed", the market expansion to come will be extraordinary.

1.3. NFT today

1.3.1. Policy: Blockchain technology is becoming a new high ground in global competition

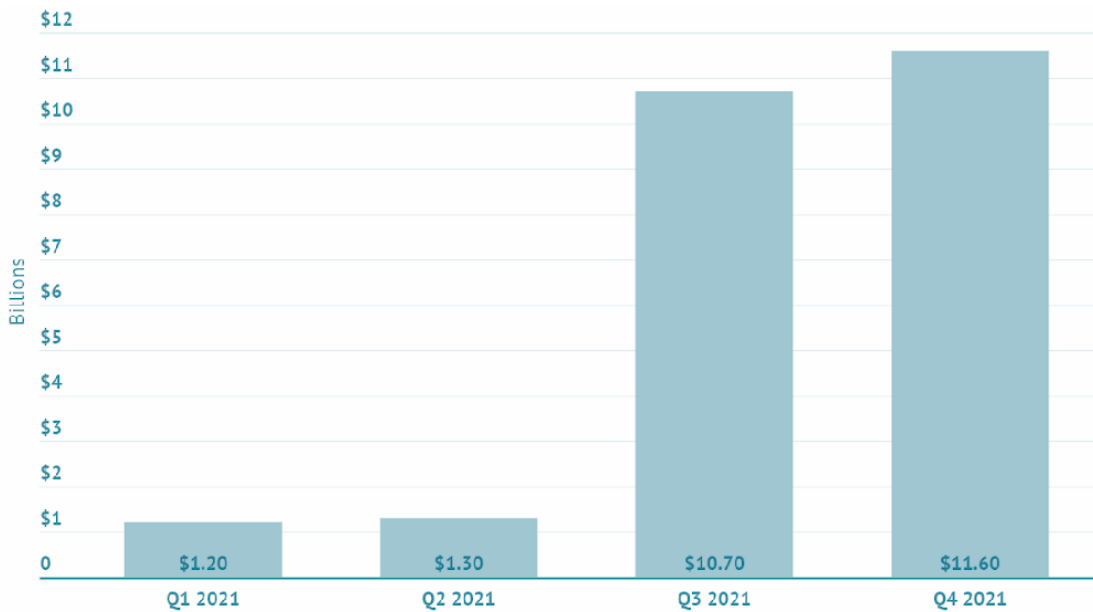
President Xi Jinping noted at the 18th Collective Study of the Chinese Political Bureau that blockchain should be an important breakthrough for independent innovation of core technologies and urged to accelerate the development of blockchain technology and industrial innovation.

Although the majority of sovereigns across the world are cautious about cryptocurrencies, most of them still support the application of blockchain technology. Blockchain technology is becoming a new high ground in global competition as AI, the Internet of Things and cloud computing once was.

1.3.2. Economy: Significant increase in the numbers

The value of NFTs exchanged in 2021 reached \$25 billion according to DappRadar (with a total market volume of \$41 billion). That's up from 95 million in 2020. Unique active wallets – a proxy for users – reached 2.7 million in 2021 and 49% of those users were connected to NFT games. Growth has been rapid across the sector and community activity also increased significantly.

NFT market trade volume



The major NFT marketplaces in 2021

MARKET	AVERAGE PRICE	TRADERS	VOLUME, BILLIONS
OpenSea	\$938.99	1,387,357	\$14.68
Axie Infinity	\$216.15	1,624,169	\$3.94
CryptoPunks	\$123,690.00	5,600	\$2.40
NBA Top Shot	\$63.63	492,039	\$0.78
Magic Eden	\$308.74	304,403	\$0.62
Solanart	\$1,100.00	170,703	\$0.59
Mobox	\$790.81	59,178	\$0.53
AtomicMarket	\$24.98	895,199	\$0.32
Rarible	\$990.79	92,115	\$0.28
SuperRare.co	\$7,940.00	5,493	\$0.21

Data source: DappRadar.

With countless applications and technology possibilities, NFT could become more and more attractive as we move forward in the digital era. According to Chainalysis Inc, NFT's total market capitalization reached \$41 billion as of 2021.

1.3.3. Culture: More and more people are noticing NFT applications

The number of search queries for NFT has increased drastically in 2021. According to Google Trends, globally, the number of search queries for keywords "NFT" and "Non-fungible token" has been increasing greatly in 2021, indicating the growing popularity and visibility of the NFT ecosystem.

According to new research from Invezz.com, since summer 2021, the number of searches for "NFT" has been growing steadily, but the search term overtook "crypto" at the start of 2022 and is set to continue rising as the curve for crypto goes down. As of the second of January, 2022 NFT overtook crypto by 2 points; 48 vs 50. As of the 27th of January, however, that gap grew to a 16-point difference, with 60 points for the search term NFT versus the term crypto, which remained at 48 points, according to Google Trends.

1.3.4. Technology: NFT is being used in many areas in real life

The blockchain-based NFT was created to give digital assets a unique marker. NFT also provides a cross-border clearing and settlement platform, enabling non-fungible digital assets to be mapped onto the chain for exchanging.

NFT is valuable because it's authentic, transferable, and provides ownership.

2.About Boogie Moons Liberation Club

Boogie Moons Liberation Club brings together experienced professional developers, designers, investment specialists. Together they bring value and innovative ideas to our new reality, making our partners benefit from the new format of investment and creating a community with a special status.

The core business of BMLC is to turn entertainment into investment. It includes collections of art production, game, and game production.

By applying blockchain technology to the NFT world, BMLC creates digital art and gaming products as underlying assets.

There are now three major use cases in the blockchain industry, namely value exchange, collaboration, and record-keeping. The unique NFT fits in all three of the use cases. It is not only a hot trend in the blockchain industry but also a critical element that is very likely to revolutionize the industry and take it to the next level. As a blockchain enterprise, BMLC will create and promote digital art and gaming products by leveraging its strengths in technology, market, and industry and policy research, with the aim of introducing blockchain into diverse use cases.

3.Values of Boogie Moons Liberation Club

3.1. Mission

BMLC is committed to transform entertainment into investment in the most innovative way.

3.2. Vision

BMLC is aimed to become a community of talented and bright minded people, where the voice of each and every member matters to bring to life the most daring ideas and entertain while earning.

3.3. Value

In BMLC we believe together we can enter the world of NFT.

4. Strengths of BMLC

4.1. Advanced technology

BMLC is backed by the underlying technology of one of the top-notch blockchain Ethereum with support from the world's largest distributed storage system IPFS to deliver the mission of registering world-class artworks as NFTs on the blockchain.

NFT art and game products will be made into unique ERC-721 tokens on-chain. The tokens will be stored in the ERC20 smart contracts of NFT tokens, and the rights and interests of the underlying items belong to NFT holders. Corresponding information of the ERC-721 token and the records of the item will be permanently stored on the IPFS network while files will be permanently stored on the Internet.

4.2. Financial muscle

Boogie Moons Liberation Club is going to announce its collections by seasons including art collections, game and game product collections, as well as Boogie Visor products.

5. Roadmap of BMLC

5.1. The infrastructure of the NFT ecosystem

BMLC adopts a highly-integrated and heavily-invested infrastructure to ensure ERC721 compatibility and building supporting facilities, which gives it first-mover's advantages and strong competitiveness. In this regard, BMLC can take up the best resources of the industry and expand the influence of the organization.

NFT artworks will be made into unique ERC-721 tokens on-chain. The tokens will be stored in the ERC20 smart contracts of NFT tokens, and the rights and interests of the underlying artworks belong to NFT holders. Corresponding information of the ERC-721 token and the records of the artwork will be permanently stored on the IPFS while files will be permanently stored on the Internet.

5.2. Achieving a strong circulation of NFT

BMLC is going to list its tokens NFT on leading exchanges and conduct quick promotion in communities to allow more users to enjoy the benefits of BMLC's growth. It is also going to utilize voting and mining as a way to facilitate democratic, pluralistic governance.

Use cases of NFT include

Governance token: NFT holders will have the right to decide on the management of BMLC's collections;

DeFi airdrop and mining: The token NFT will participate in the growth of DeFi ecosystems such as the ones of Ethereum;

Democratic voting: NFT holders will have the right to vote on the future of BMLC directions;

Priorities:

NFT holders will benefit from “buy one, get one for free” rule during the initial allocation together with “buy one, get

guaranteed reserved spot in whitelist for next collection” rule.

Early members will get early-member access to the sale period.

Stepping forward together: Smart contract guaranteed reward in the form of free NFT from the next season of BMLC development.

5.3. Enriching the businesses of BMLC

To push the boundaries of the BMLC space, expand members and partners circles and enrich its business, BMLC will promote the creation and re-creation of items and establish franchise and custom NFT works with worldwide influencers.

Going forward, BMLC will also issue varied derivatives based on existing and upcoming collections, allowing the NFT community to participate in the business ecosystem of BMLC. Furthermore, BMLC will be innovating the cross-sell and hedging mechanisms, making the NFTs more user friendly, reliable, flexible, technology-stepping and useful.

5.4. Secure the key to authorization and confirmation of the digital world

In an effort to promote a wider implementation of blockchain technology, BMLC will, at this stage, build on top of its NFT business, secure the key to authorization and confirmation of the digital world, and make a foray into digital entertainment and brick-and-mortar NFT projects, etc.

With NFT as the core channel and blockchain technology as the method, BMLC will try to usher in a trillion-dollar market of the future digital world. It aims to endow each participating node with infinite value in the digital world that it will strive to build and improve.

6. BMLC token NFT

6.1. Definition

NFT, as the sole token issued by BMLC, is the governance token for the BMLC ecosystem. NFT holders participate in the governance of BMLC by holding NFT tokens.

6.2. Allocation

Token name: NFT

Underlying blockchain: ETHEREUM

Protocol standard: ERC20 Issuance date: 4
March 2022

Issuance platforms:

leading crypto exchanges such as OpenSea

Planned first collection supply: 10000 NFT

Initial issuing price: 400 USD

Presale collection supply (TPF): 1000NFT

Royalties: 2.5% from secondary market
trading

6.3. Reward mechanism

Users can receive NFT token rewards through governance activities in the BMLC system.

20% DAILY SELL TO COMMUNITY

20% ETH of daily sales will be added to the Community Wallet via Daily Lottery Airdrop during initial allocation.

20% DAILY SELL TO MOST WANTED BMCP OWNERS

Daily 20% randomly chosen Most Wanted BoogieMoons (minted today) to win 20% ETH of daily sales.

7. BMLC Team

Developing Team

Aghasi Gasparyan – Blockchain developer and IT specialist.

Aghasi Aghabalyan – Creative Director, Artist.

Larisa Ginosyan - Finance Adviser, Investment strategist

Byron Tucker- Finance Adviser

8. BMLC Collections



9. Other Information

Website:

<https://ps.bmlc.io/>

Email: info@bmlc.io

Blockchain explorer: <https://etherscan.io>

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(b) you agree and acknowledge that this White Paper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this White Paper;

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(g) you agree and acknowledge that neither BMLC nor the distributor shall be liable for any indirect, special, incidental, consequential or other damages in tort, contract or otherwise (including, without limitation, loss of revenue, income or profits, and loss of use or data) arising out of or in connection with your acceptance of or reliance on this white paper or any part thereof; and

(h) all of the above representations and warranties are true, complete, accurate and not misleading from the time you obtain and/or accept this white paper or part thereof.

D. CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS.

All statements contained in this White Paper, statements made in press releases or in any place accessible by the public and oral statements that may be made by BMLC or their respective directors, executive officers or employees acting on behalf of BMLC (as the case may be), that are not statements of historical fact, constitute "forward-looking statements".

Some of these statements can be identified by forward-looking terms such as "aim", "target", "anticipate", "believe", "could", "estimate", "expect", "if", "intend", "may", "plan", "possible", "probable", "project", "should", "would", "will" or other similar terms. However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding BMLC's financial position, business strategies, plans and prospects and the future prospects of the industry which BMLC is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to BMLC's revenue and profitability, prospects, future plans, other expected industry trends and other matters discussed in this White Paper regarding BMLC are matters that are not historic facts, but only predictions. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of BMLC to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements. These factors include, amongst others:

- (a) changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which BMLC conducts its respective businesses and operations;
- (b) the risk that BMLC may be unable to execute or implement their respective business strategies and future plans;
- (c) changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;
- (d) changes in the anticipated growth strategies and expected internal growth of BMLC;
- (e) changes in availability and fees paid to distributors in relation to BMLC's respective business and operations;
- (f) changes in the availability and salaries of employees who are required by BMLC to operate their respective businesses and operations;
- (g) changes in preferences of customers of BMLC;
- (h) changes in competitive conditions under which BMLC operate, and the ability of BMLC to compete under such conditions;
- (i) changes in the future capital needs of BMLC and the availability of financing and capital to fund such needs;
- (j) war or acts of international or domestic terrorism;
- (k) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of BMLC;
- (l) other factors beyond the control of BMLC; and
- (m) any risks and uncertainties associated with BMLC and its business and operations, NFT (all referred to in the White Paper).

All forward-looking statements made by or attributable to BMLC are expressly qualified by these factors.

Given that risks and uncertainties that may cause the actual future results, performance or achievements of BMLC to be materially different from that expected, expressed or implied by the forward-looking statements in this White Paper, undue reliance must not be placed on these statements.

These forward-looking statements are applicable only as of the date of this White Paper.

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