

# KarineDAO

Membership, Entrepreneurship Development, Training, Coaching and much more...

## Socials

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Opensea: <https://opensea.io/KarineDAO>

## Introduction

The KarineDAO project is an Ethereum based NFT collection with a set of 1515 digital collectibles, *Karine*, for minting. Holders will gain access to perks such as membership, entrepreneurship development, training, coaching and much more from Karine's network of partners and collaborations. Each *Karine* has a unique set of traits and unlocks different levels of perks for the owners. Such perks can be directly tied to Karine's personal business ventures and collaborations with other entities.

## About KarineDAO

The KarineDAO project is one the first few local DAO projects that collaborates and connects traditional businesses with current NFTs twist – O2O model. The project and its accompanying members foster a space for like-minded entrepreneurs that have similar visions to get together to build a more secure, influential and resourceful community.

Karine's mission is to empower more women and entrepreneurs globally with the power of innovation & community. She aims to inspire, educate, represent and build an influential presence in the NFT space. Both funds from minting and royalties will be used in accordance with Karine's initiatives such as supporting projects, headed by male or female, that have female empowerment initiatives and educating the KarineDAO community.

### The KarineDAO's 3 Cores

**Female Empowerment:** To introduce the NFT world to women. Acquire more female NFT collectors and traders to benefit from this NFT space.

**Community:** To learn & earn in the NFT world through tokenizing their content & realizing dreams.

**Business:** To fund and/or support potential start ups initiated by females or projects that possess female empowerment initiatives and also to share Karine's network and resources so as to add value to such supported/funded projects. Secondly, to connect businesses in the NFT world to have utility for its community in the real world and the Metaverse.

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# Roadmap

## Launch

- 1<sup>st</sup> NFT series launch of KarineDAO in March 2022

## Q1 2022

- KarineDAO Benefits
- EK BRANDS Benefits

## Q2 2022

- Kick start 1st round of shortlisting of potential projects submitted through KarineDAO.com  
KarineDAO NFT holders will have voting rights to select which projects they would like to support. Such a project would gain funding and access to Karine's resources if beneficial. Selection exercises would be conducted every quarter.
- 2<sup>nd</sup> NFT series launch of KarineDAO, Collaborative launch with local NFT marketplace
  - All KarineDAO NFT holders will receive free mint of 2nd series NFTs as follow:
    - Holders with 4 KarineDAO NFTs = Entitled to 1 free mint of 2nd series NFTs
    - Holders with 8 KarineDAO NFTs = Entitled to 3 free mint of 2nd series NFTs
    - Holders with 12 KarineDAO NFTs = Entitled to 7 free mint of 2nd series NFTs

## Q3 2022

- Kick start 2nd round of shortlisting of potential projects submitted through KarineDAO.com  
KarineDAO NFT holders will have voting rights to select which projects they would like to support. And execution to funding to the projects and the project(s) shall have access to Karine's resources if beneficial. Funding exercise would be conducted every quarter.
- KarineDAO community meetup and networking event in Singapore

## Q4 2022

- 3<sup>rd</sup> NFT series launch of KarineDAO
  - Possible mutable KarineDAO NFTs with collaborating NFT projects & 2nd series NFTs
  - Holders with 4 KarineDAO NFTs = Entitled to 1 free mint of 3rd series NFTs
  - Holders with 8 KarineDAO NFTs = Entitled to 3 free mint of 3rd series NFTs
  - Holders with 12 KarineDAO NFTs = Entitled to 7 free mint of 3rd series NFTs
- Virtual gallery & event space on Metaverse
- Possible advertising space rental for advertisers or sponsors on Metaverse

## KarineDAO Ecosystem

### EK BRANDS

EK BRANDS PTE LTD (formally known as Jobsquare) was formed in Singapore in 2020 as a one stop business consultancy for all small and medium enterprises, not limited to human resources consultancy and headhunting services with clients such as GJH Pte Ltd (New Moon) & Carera Bathroom (Gerberit, Hansgrohe, Laufen, Roca brands).

In 2020, EK BRANDS expanded their business into health & beauty, worked with Karine on brand & product creation and also acquired beauty brands such as Klarity.

EK BRANDS has recently won and was awarded the Singapore Prestige Brand Award - Promising Brands 2020/21. An award by ASME, Zaobao and supported by Enterprise Singapore.

### Eight Karats

Eight Karats aims to provide consumers with the ultimate solution to better health and beauty!

Their products can be incorporated seamlessly into your current lifestyle - modern innovations to help you achieve your health and beauty goals while being affordable for all. Supplements should never be things that you take only when you're not feeling your best, but to make sure you're at your best at all times. Eat your way to health and beauty with us!

Eight Karats also provides a full range of training such as personal branding, online marketing, negotiation skills, positive mindset, wellness knowledge, online sales pitching for free for their distributors. This training enables them to have the necessary skills and confidence to manage customers and also upgrade their interpersonal skills. The business model advocates long term business with customers, building long term relationships with customers and supporting them, pre & post sales.

### Others

Exciting collaborations and partnerships with famous traditional brands, NFT players, marketplace & crypto exchange to enhance both international and local presence. Users can benefit from holding a KarineDAO NFT via these exclusive partnerships, via favourable names to be announced in Q2 2022 onwards.

# The NFT – *Karines* (Utilities and NFT Traits)

## Utilities

### All holders

- Voting rights to all female empowered projects (for support or funding)
- Staking of KarineDAO NFT in Elemint to earn tokens or credits (Q2)
- Gain priority access to whitelist for 2<sup>nd</sup> & 3<sup>rd</sup> series NFT launch from KarineDAO
- Gain priority access to whitelist for Eight Karats NFTs and other accompanying collaborative projects
- Exclusive entrepreneurship, personal development, mindset, online business trainings & mentorships
- Community entertainment - Singing Contests, Tarot Card Readings, Feng Shui Talks and many more
- Discounts and more savings from merchants for holders

### Exclusive benefits for holders with pink border (47 Unique NFTs)

- 1x free mint of Eight Karats NFT
- Exclusive access to EK Brand's new product launches & goodie bag drops
- Physical limited edition product drops
- SVIP membership to enjoy additional 5% off for all products from EK Brands including distribution

### Exclusive benefits for holders with gold border (11 Unique NFTs)

- Airdrop of crypto exchange tokens (Exchange to be announced soon)
- Crypto exchange perks (Exchange to be announced soon)

### Local business pitching session to the community for possible fundings and network support

- Businesses that promote women empowerment and are in line with our values can pitch their businesses to potentially receive funding
- Funding source : Treasury
- Sessions to be held in the DAO's metaverse land (Decentraland, The Sandbox and Cryptovoxels)

## NFT Traits

### Background

- Tokenize
- Eight Karats
- Fortune
- Meme
- Mosaic

### Border

- Gold
- Pink
- Turquoise
- Gray
- No

## Minting Specifications

**Karine DAO will be using the newly improved ERC721A standard for our NFTs**

The goal of ERC721A is to provide a fully compliant implementation of IERC721 with significant gas savings for minting multiple NFTs in a single transaction. This project and implementation will be updated regularly and will continue to stay up to date with best practices.

### ERC721A Standards

- <https://github.com/chiru-labs/ERC721A>
- NFT's metadata file storage is optimized
- Removing duplicate storage from OpenZeppelin's (OZ) ERC721 Enumerable
- Updating the owner's balance once per batch mint request, instead of per minted NFT
- Updating the owner data once per batch mint request, instead of per minted NFT

In line with our mission to make NFTs more accessible and obtainable, we are implementing the new ERC721A standard for our mint. This is our attempt to reduce as much gas fees as possible. As compared to using the ERC721 standard, where the gas fee stacks on top of each other for each transaction which can amount to a significant sum should one mint several NFTs, the new standard allows users to mint multiple NFTs with a negligible increase in gas fees for each subsequent mint. This allows participants to mint multiple NFTs without incurring exorbitant gas fees in the process.

**How it works:** Instead of updating one's wallet balance each time the NFT transaction is made example: 1,2,3,4,5 what this new standard allows us to do is update the balance directly from 1 to 5, saving up on gas by multiple folds as the transaction happens in batches as opposed to increasing in a linear fashion.

Assuming 300 gwei and \$3500/ETH. These are just estimates, it's hard to predict the gas and eth price at time of mint.

Number of mints	ERC721	ERC721A	Gas fee difference
Mint 1	\$162.55	\$80.52	<b>\$82.03</b>
Mint 2	\$283.86	\$82.76	<b>\$201.10</b>
Mint 3	\$461.84	\$85.00	<b>\$376.84</b>
Mint 4	\$526.46	\$87.23	<b>\$439.23</b>
Mint 5	\$740.30	\$89.47	<b>\$650.83</b>

## Total NFT Supply

### Total Mintable *Karine*

	Supply	Mint. Chance (%)
Gold Border	6	0.43%
No Border, Mosaic	294	25.41%
Gray Border	95	8.21%
No Border	763	65.95%
<b>Total</b>	<b>1,157</b>	<b>100.00%</b>

### Total *Karine* Supply

	Total Supply
Gold Border, Tokenize Background	11
No Border, Mosaic ( <i>used to swap for Pink &amp; Turquoise</i> )	294
Pink Border, Eight Karats Background	47
Turquoise Border, Fortune Background	100
Gray Border, Meme Background	100
No Border, Meme Background	963
<b>Total</b>	<b>1515</b>

## Summary

Border	Mintable?	Utilities	Supply
Gold Border	Yes	Yes	6
No Border, Mosaic	Yes	<b>Unknown</b>	294
Gray Border	Yes	Yes	95
No Border	Yes	Yes	963
Pink Border	No, swap from 2 Mosaic	Yes	47
Turquoise	No, swap from 2 Mosaic	Yes	100

### Swapping Mechanism

Swapping mechanism allows the users to exchange their mosaic NFTs, which have only the default utilities, for a chance to attain a coveted Pink or Turquoise border *Karine*. NFT holders can swap any 2 of their **mosaics** in exchange for either a **Pink Border** or **Turquoise Border** NFT on the website.



## Minting Price

- Whitelist Tier 1: 0.05 ETH
- Whitelist Tier 2: 0.05 ETH
- Public: 0.075 ETH

## Minting Date

- Whitelist Tier 1 & 2: 15 March 2022, 8pm SGT
- Public: 17 March 2022, 8pm SGT

## Revelation Date

- 23 March 2022, 8pm SGT

## Minting Limit

- Whitelist Tier 1: 3
- Whitelist Tier 2: 1
- Public: 10

### **Possible Scenarios Examples:**

- Participants endowed with Whitelist Tier 1, can mint a total of 13 *Karines* (3 from WL + 10 from Public)
- Participants endowed with Whitelist Tier 2, can mint a total of 11 *Karines* (1 from WL + 10 from Public)
- Public mint will allow participants to mint up to 10 *Karines*

## Bounty & Whitelist Programs

In an effort to grow the brand and encourage a more vibrant and expansive community, we are giving away whitelist slots to some of our most loyal and enterprising members. Earning a whitelist spot can either be through our overarching whitelist program as specified below or through ad-hoc and random giveaway in our discord server. Highlighted below are the requirements to achieve a whitelist spot through our whitelist program.

### Discord Whitelist Program Specifications for both OG and non-OG

Users must have **at least 1** of the requirements met to be eligible for the Whitelist

#### Number of Invites:

Whitelist Tier 1 is given to **OGs** for 17 successful invites.

Whitelist Tier 2 is given to **OGs** for 10 successful invites

Whitelist Tier 1 is given to **non- OGs** for 20 successful invites

Whitelist Tier 2 is given to **non- OGs** for 15 successful invites

#### Social media contest:

Participating and winning a giveaway in Karine DAO Instagram or Twitter contests

#### Discord participation:

Active engagement & providing helpful guidance in the discord server's community especially to new members.

#### Social media presence:

Active and meaningful engagement on various social media platforms, through active sharing and contributing content. Users need to use the tag #karinedaonft #karinedao #teamkarinedao so we can see your work. Or alternatively, post it in the contest-shill-teamkarinedao channel for more visibility.

#### Discord giveaways:

Discord members can stand a chance to win whitelist spots through Raffles and first few position quiz winners in the discord quiz channel.

## The Team

### Karine Cheong - Founder

Karine is a beauty veteran and the winner of Asia Successful Achiever 2016/17. She has over a decade of experience in the Beauty and Health industry, building businesses around Southeast Asia.

Business Strategist, Master Trainer & 7 Digit Sales Achiever for EK BRANDS PTE LTD. She has successfully grown the brand EIGHT KARATS from 3 to more than 1,000 distributors and achieved retail sales of over \$9 million within 10 months since launch in 2020. With this track record and achievement, she provides business consultation and training to SME and entrepreneurs.

Karine invested in a health & beauty certified GMP & ISO factory (incorporated in 1997, South Korea) with full facilities from R&D to production. Clients include Watsons, Sa Sa, Guardian, Cosway, Elianto, Mannings, Too Cool For School, the SAEM, L'Oréal, Walmart, Walgreen, Migros, AIIIN, etc.

She develops products for clients from skincare, cosmetics to supplements. Having vast experiences and the know-hows, she has successfully innovated and created products which are well sought after and with record proven sales and longevity of the products.

Karine has track records for building successful brands in Singapore and having interest in NFTs in late 2021, she sees virtual assets such as NFTs as part of an essential element for all businesses in the future.

“Here we are - building influential communities & businesses through people!”

### Qi Yu – Project Advisor

Hong Qi Yu is the CEO and Founder of Tokenize Xchange, a Singapore-headquartered digital exchange platform that allows the trading of digital assets in a safe and secure environment with competitive fees.

Since graduating from university, Qi Yu has amassed over seven years of IT experience spanning cybersecurity and system and solution engineering where he developed full-stack systems serving international clients such as Siemens and Standard Chartered.

It was when he was a software developer and coder at a local fintech company where he first encountered technologies such as Artificial Intelligence and blockchain which led to his exposure to the world of cryptocurrency.

His encounter with cryptocurrency led him to investing into his first digital coin, Ethereum. And true to his engineering and coding background, Qi Yu decided to create his first token to experience how a smart contract is coded and this led to the formation of Tokenize Xchange.

At 31 years old, most of his wealth in cryptocurrency makes up to about 90 per cent of his investment portfolio which is his best-performing asset.

“When the dots are aligned, people will start seeing the line.”

## Alson Chia – Project Manager

Alson is the Head of Operations & Trading of Tokenize Xchange. He previously graduated from the Nanyang Technological University with a Bachelor's degree in Accountancy and worked at Deloitte & PwC and was exposed to doing financial and risk assurance for multiple clients.

As one of the pioneer employees to join Qi Yu in his venture, Alson also has a personal interest in investing in this alternative asset class when he first encountered cryptocurrency in 2017, shortly before joining Tokenize Xchange.

Driven by statistics and logic, Alson came up with different sets of strategies which utilized DeFi protocols, crypto options and crypto lending to maximize passive income yield while minimizing risk. With a strong understanding of the financial markets as well as a keen interest in DeFi, Alson co-managed crypto funds with a starting capital of SGD 30 thousand and grew it to an AUM of over SGD 500 thousand in a year, achieving returns of more than 1,000%.

Other than being a precise trader and a savvy investor, Alson is also an avid crypto gamer where he set up scholarships for others to earn passive income from games such as Axie Infinity.

Alson has an all-rounder experience in the world of blockchain & crypto as he was practically exposed to everything ranging from investing, trading, DeFi, GameFi and now even NFTs & Metaverse.

“Having gone through almost all verticals, now it's time to experience the magic of NFT!”

## William Charlton – Community Manager

William is in business development at Tokenize Xchange.

William has had a keen interest in Crypto since his first brush with it trading In-game items for Bitcoin. Although observing from a distance initially, the 2020 bull run gave William the confidence to pursue a career in crypto and join Tokenize Xchange

Inspired by science fiction and gaming, William's curiosity was sparked by the concept of the metaverse and crypto gaming.

With an understanding of culture and trends, William began his journey in NFTs and began buying and trading NFTs with a long-term goal of building in the space.

“NFTs are subjective, we see things people don't.”

## Pre-Mint Usage & Treasury

### Pre-Mint Usage

	Amount
Founding Team	4
Community Rewards & Giveaways/ Collaborations/ Marketing/ Etc.	206
<b>Total</b>	<b>210</b>

### Treasury from Mints

	Allocation
Cover initial expenses incurred	45%
NFT Management	10%
Expansion: <ul style="list-style-type: none"><li>• Fund projects based on majority votes by KarineDAO holders</li><li>• Collaborations with other NFT players</li><li>• Marketing</li></ul>	35%
Community Management <ul style="list-style-type: none"><li>• New perks</li></ul>	10%
Reserves: <ul style="list-style-type: none"><li>• For collaborations, marketing, investment on blue-chip NFTs and other KarineDAO activities related. <b>All Karines holders will have voting rights to the decision making on these reserves.</b><ul style="list-style-type: none"><li>○ KarineDAO Initiatives Proposal (KIP)</li></ul></li></ul>	5%

### Treasury from Royalties

Royalties on NFTs transactions - 6.8%

	Allocation
Karine & Team	20%
Reserves: <ul style="list-style-type: none"><li>• For collaborations, marketing, investment on blue-chip NFTs and other KarineDAO activities related. <b>All Karines holders will have voting rights to the decision making on these reserves.</b><ul style="list-style-type: none"><li>○ KarineDAO Initiatives Proposal (KIP)</li></ul></li></ul>	80%