

# PLURCOIN GREYPAPER

## ABSTRACT

Introducing PLURcoin, a new and exciting cryptocurrency founded in the electronic dance music (EDM) culture and built on the ideals of Peace, Love, Unity and Respect (PLUR). Our mission is to merge the art, music, fashion and experience that is EDM culture, with all the advantages of the Ethereum blockchain.

## Core Values

PLURcoin aspires to redefine how people use, relate to and identify with money. To create a digital currency that through its very use, promotes a greater social consciousness, a deeper sense of community and opportunities for self-expression. Built around social responsibility, PLURcoin is the result of a rapidly growing worldwide community that believes any interaction is an opportunity to further the ideals of Peace, Love, Unity, and Respect.

## PLURshare

An integral component of the PLURcoin ecosystem is PLURshare. For each investment in PLURcoin during the ICO, the purchaser is rewarded with a bonus 50% stake, which they can then send to any friend, family or charity of their choice. With the 50% bonus reward, each PLURcoin purchase is an opportunity to further spread the tenants of PLUR.

## High-Level Roadmap

Overview Sustainable Operations Management (SOM) is mirrored on PLURcoin's core values of Peace, Love, Unity and Respect. From the condensed goals outlined below, various action items (with a focus on 2021 and 2022 goals) are currently being addressed by our team. The PLURcoin team is now forming dedicated groups working on areas including Engineering, Logistics, Platform Security as well as Community and Brand Management.

### For our Q2 goals:

- » Release official Greypaper
- » Launch of our website and social media channels
- » Creation of an overarching marketing strategy with multiple high-profile partnerships.



### Q3 goals:

- » Release of Whitepaper
- » Official burn party

### Q4 goals:

- » Launch PLURcoin experience partnerships
- » Launch PLURshare official giving and sharing partnerships

### 2022 goals:

- » PLURcoin listing on SushiSwap
- » Launch PLURable NFT Music Platform
- » Listing on CoinGecko and CoinMarketCap
- » Launch PLURcoin experience partnerships
- » Launch PLURshare official giving and sharing partnerships
- » Diversification into real-world use cases
- » Launch digital PLURwallet
- » Listing on CEX

### Tokenomics

PLURcoin (\$PLUR) is a ERC20 token to be issued on Ethereum 2.0 with a fixed supply of 100 Billion.

- 15B ICO distribution with 50% bonus
- 15B Exchange listing on SushiSwap/UniSwap
- 15B Burned prior to Exchange launch
- 15B Development
- 10B Team
- 10B Major exchange listings
- 20B PLURshare (Charity)

### PLURable

PPLURable is an NFT drop application featuring rare, limited-edition drops from artists within the Electronic Dance Music sphere. Each collection has a limited supply with every NFT having a distinct token ID rendering it truly unique. Once minted, the NFTs can be stored in a digital wallet, staked to earn additional rewards or unlock hidden features, sold on NFT marketplaces such as Opensea, and much more! PLURable operates exclusively with PLURcoin. In order to mint these rare music NFTs, you must be a PLURcoin holder.



## PLURcoin NFTs

NFTs are multimedia art that has been tokenized on the Blockchain. One intrinsic offering that we have been establishing since PLURcoin's inception is our community NFT Launchpad. The PLURcoin NFT Launchpad is a platform exchange built upon the PLURcoin ecosystem that facilitates the tokenization of multimedia art and music as well as the ability to trade and own these assets. This provides a utility aspect that is a redeemable component of the PLURcoin token.

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