

# 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, and Community & Brand Management.

### 2021 Q3/Q4 goals:

- » Release official Greypaper
- » Launch of our website and social media channels
- » Launch ICO

### 2022 goals:

- » PLURcoin listing on SushiSwap/Uniswap
- » Listing on CoinGecko and CoinMarketCap
- » Launch PLURcoin experience partnerships
- » Launch PLURshare official giving and sharing partnerships
- » Release of NFT launchpad; overarching activities in the NFT space
- » Launch PLURcoin DEX
- » Launch digital PLURwallet
- » Listing on Coinbase



## 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)

## PLURwallet

PLURwallet is a web-based and mobile wallet, supported on both Android and iOS, that focuses on the Ethereum blockchain and ERC20 tokens. PLURwallet is focused on enabling users to manage their cryptocurrency and interact with the blockchain ecosystem. The private keys for each user's wallet are stored on their own device and are secured through Secure Enclave and biometric authentication technology. Users can complete all the normal functions that a digital wallet provides, like monitoring their balance and sending/receiving tokens. Users can also exchange on SushiSwap through the wallet and buy, sell, and swap their cryptocurrency.

## PLURcoin NFTs

Another piece of the PLURcoin ecosystem will be the deployment of our community NFT Launchpad. The PLURcoin NFT Launchpad is a platform exchange that facilitates the tokenization of multimedia art and music, as well as the ability to trade and own these assets. This will provide added utility of a redeemable component of the PLURcoin token.



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