

Welcome to SELF

SELF is a utility NFT project allowing crypto users to create a full Web3 identity.



Wouldn't it be great if you didn't need extensive explanations to understand a crypto project fully?

Well, today is your lucky day.

Why SELF?

Cryptocurrencies and blockchains are growing in adoption; utilities are infinite, but the barrier that continues to separate them from the general public is the first step we must take to use them: transactions. Complex and endless addresses change based on the network, and ways of communicating project objectives are far from simple to understand where new users of crypto cannot relate ideas to real-world experiences. SELF is here to solve this.

The Solution

What is SELF?

SELF is a unique and irreplicable online identity which links all things crypto, such as your wallet, NFTs, important documentation, and the endless possible uses of blockchain utility. SELF can be your nickname, dog's name, company name, or whatever you choose. When you create a SELF identity, all you need to send and receive crypto is your unique SELF identifier.

Team

CEO - Enrique Ferrater - Blockchain Specialist



Enrique has worked on a number of crypto projects, including \$LIFE, and is a blockchain specialist with over 10 years of experience and over 20 years as a computer Engineer.

His passion is fueled by the founding principles of blockchain, stating "the opportunities which the creation of bitcoin, blockchain and decentralisation have given us are endless, and \$SELF will hold these values at its core whilst working in the effort for mass adoption"

When Enrique is not working, he enjoys trips to the beach with his family and football.

Chief Operating Officer - Kimberley Bell - Entrepreneur / Business Owner



Kimberley is coming from the \$LIFE project and has been in the crypto space since 2017. She owns companies in the financial services and yachting industries.

Kim believes "working together in the crypto space is integral to pushing this space to the next level. Ultimately the easier we can make things, the more adoption we will see with benefits to all. \$SELF aims to get us closer to that goal in a decentralised way and I love that."

When she's not working you'll see Kim spending time with her dogs Romeo and Juliette, travelling, skiing, walking and boating.

Chief Technology Officer - Levinus Bakker - AI & Blockchain Specialist



Levinus made his mark by developing a state-of-the-art chemical processing business which he successfully sold in 2019. He has extensive experience in building AI-Systems and sees huge opportunities for applying those innovations to SELF.

Chief Marketing Officer - Adolfo Fernandez - Leading Wine Specialist and Crypto Team Member



Adolfo is a wine and spirits e-commerce specialist and has been working on other crypto projects over the past year.

Adolfo enjoys the creative opportunities blockchain offers and is "excited to embark on the brand and marketing progression of a crypto project incorporating intricate technology with the creativeness which will make up the SELF NFT's.

Adolfo enjoys discovering new wines, gastronomy, playing the guitar, and motorsports when he's not heading up meetings with designers and marketing professionals.

Chief Public Relations Officer - Eric Scott - Senior Finance Manager at Oracle

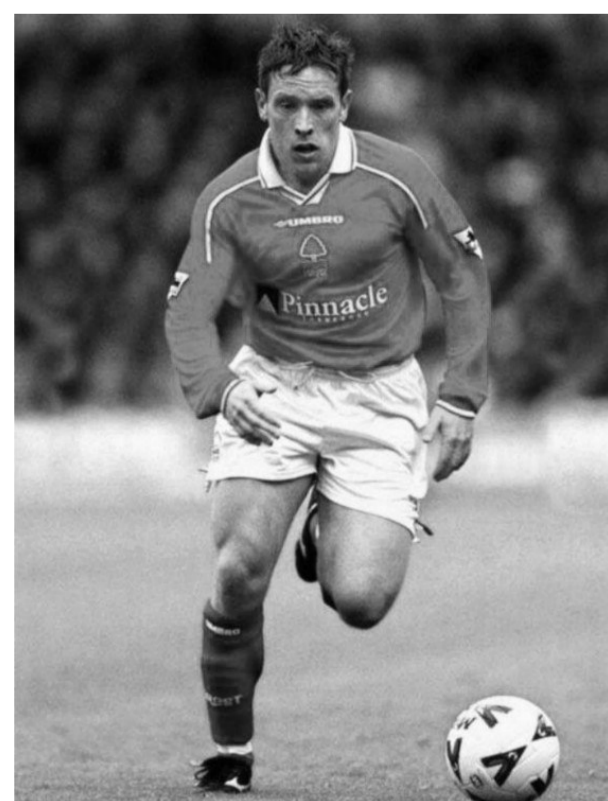


Eric has worked in a few crypto projects since 2020, most notably LIFE. In addition to his work in the blockchain world, Eric works for a large financial corporation as a senior finance manager.

Eric is known in the team for having vision and innovative drive and believes "there are countless opportunities for crypto to expand and integrate with real-world applications, something I'm excited to embrace with SELF"

Eric has a large family so in his limited spare time he enjoy cooking, networking, fishing, gardening, and playing golf. He also, like Kim, has a cute dog.

Ambassador / Sport Relations - Alan Rogers Ex Professional Footballer



Alan made his career in football playing for Nottingham Forest, Leicester City and others.

Alan has been in the crypto space since 2019 as a keen altcoin investor..

Alan enjoys the thrills the crypto market brings and believes "there are many opportunities for everyone in the blockchain industry no matter their level of investment knowledge, crypto offers a community and space where all can learn and get involved". Alan enjoys spending his time watching football, podcasting and watching his many horses.

Development Team - 3 Developers before launch

Solidity Engineer

Front End Engineer

Back End Engineer

NFT

To acquire a SELF identity, mint your alias on our platform, paying a small fee in SELF tokens. From that moment, you own an NFT linked to that alias. It will be exclusive to you, decentralized and transferable.

You can edit your profile by adding a custom avatar or picture, bio information, contact email, and crypto addresses, amongst other exciting features.

And that's it, easy peasy. You can use your SELF identity as your only and all-purpose crypto address.

Token Transfers

So let's say that your SELF identity is @john, and you added your BTC and TRX addresses to it (ETH, BSC, MATIC or AVAX addresses are automatically supported). **Hello John, nice to meet you.** And let's say that your Twitter and Instagram accounts are also @john. **Nice.** And you'd like to receive donations or accept crypto payments. Well, thanks to SELF, after informing your audience or friends that you accept payments in BTC, TRX and ETH, you will have two options:

You publish your long, never-ending and unappealing crypto address, leaving people to try to copy and paste without transposition error, burn their eyes while checking the address 20 times before pressing the "Send" button and panic until they hear the word "Received".

Or you could ask people to send crypto to @john, your SELF identity. **You are welcome.**

Transactions will be forwarded automatically to the correct crypto address. So, If somebody sends you BTC, it will go straight to your BTC address, and the same applies to any crypto address you have added to your SELF identity profile.

I told you that this was going to be your lucky day.

Web3 Identity

SELF, in comparison to other naming services, doesn't use domains. Ordinary people don't care about domains, just nicknames. People love things made simple.

SELF can be used as an entire digital identity, not just as a naming service. It will allow much more than easy transfers; it can be your online ID for numerous applications. For example, connect your wallet to a website which supports web3 protocol, provide a public email for communications, obtain official identity documentation stored on-chain, loyalty cards and much more.

As the possibilities are endless, we will develop an expansive ecosystem for the SELF project.

The Tech 🧐

As you may appreciate, it is hard to patent code. In order to retain first mover advantage, our code will be opensource and published on GitHub upon project launch. Links to our GitHub will be provided on launch of the project. For now please find a high level overview below.

SELF identities are, in fact, an NFT, using the ERC721 standard. We have designed it with this standard so that your registered identity can be transferred to other addresses under your control or sold to a third party.

Our NFT solution will run on the Polygon (MATIC) network due to utility requirements but will include other non-EVM chain processing as well.

All transactions and products will be on-chain and decentralised. SELF, under no circumstances, will be able to modify any data contained within an NFT, nor will it be able to transfer it to another address. Once you purchase a SELF identity and the NFT is minted, that NFT becomes your exclusive property to hold, use, sell or transfer as you wish.

Tokenomics

The SELF token will use the BEP20 and ERC20 Standards

The SELF NFT will use the ERC721 Standard

Item	Percentage of Supply	Total SELF
Presales	8%	80,000,000
Public Sale	0.43%	4,317,708
Strategic Partner & Influencer Round	0.57%	5,682,292
Promotion Tokens	1%	10,000,000
Liquidity Management	10%	100,000,000
Treasury	20%	200,000,000
Operations	30%	300,000,000
Exchanges	10%	100,000,000
Staking	10%	100,000,000
Team	10%	100,000,000
Max Total Supply	100%	1,000,000,000

SELF has steered away from decentralised tokenomics, as previously planned, on launch to give the project the best opportunity for success. During a bear market VCs and the like have a lower appetite for investment into crypto projects than during a bull market and so the offers for the project are lower than those it will be able to receive in a bull market. Previously 40% of tokens were due to be sold via a split between both public sales / VC and strategic sales. Out of this 400m allocation we have redistributed 10% i.e. 100,000,000 tokens to staking, 10% i.e. 100,000,000 to exchanges and 20% i.e. 200,000,000 to treasury.

Pre Public Sales (80,000,000 SELF)

The project will launch with a full working core product. Pre-launch, therefore, we have developer costs, marketing costs, audit costs etc. Our pre-public sale has been offered to family, friends and colleagues in the industry whom we believe will provide a great community starting platform. The pre-public sale has been split into 3 sales. The project deemed this as fair to investors as not all money is required at the very beginning and so we wished to spread out the time the money is raised. Of course, in order to recompense persons who are willing to lock their capital up for longer we deemed it necessary to stagger the pricing.

Round 1 - Pre Public Sale (SOLD OUT - 8 HOURS)

Price: \$0.005 (200 SELF per \$1)

Tokens Available: 33,000,000

Vesting:

Launch 25%

3 months after launch 25%

6 months after launch 25%

9 months after launch 25%

Round 2 - Pre Public Sale (SOLD OUT - 4 HOURS)

Price: \$0.0065 (Approx 153 SELF per \$1)

Tokens Available: 33,000,000

Vesting:

Launch 25%

3 months after launch 25%

6 months after launch 25%

9 months after launch 25%

Round 3 - Pre Public Sale (SOLD OUT - 1 HOUR)

Price: \$0.008 (125 SELF per \$1)

Tokens Available: 14,000,000

Vesting:

1% on Launch 3% every 8 days

Total Raised in Pre-Sales \$491,500

Public Sale - Mid-April through to Launch

Price: \$0.02 (50 SELF per \$1)

Tokens Available: 4,317,708

Vesting:

100% on Launch

Strategic Partner/Influencer Round - Jan - March

SELF established a long-term marketing partnership, as payment for services they received tokens at a rate equivalent to a price paid of \$0.005 (presale 1 price). In addition, the project was approached by several influencers who wished to participate in the presale. Influencers were sold tokens at a cost of \$0.005 per token.

Total tokens sold for strategic marketing and to influencers totalled 5,682,292

The marketing partner's tokens are vested and influencer tokens shall vest on the same basis as Presales 1 and 2.

Promotion Tokens (10,000,000 SELF)

These are tokens which have been used to reward presale buyers and those who have introduced others to the project during presale rounds. In addition part of these tokens will be used during the first year of the project with twitter, community and discord competitions.

Vesting:

Any promotional tokens earned during presale shall be vested one month following launch.

Any promotional tokens earned during the remainder of the first year shall be vested as per the relevant competition terms.

Liquidity Management (100,000,000 SELF)

Liquidity tokens will be used to provide liquidity at numerous exchanges.

The tokens will be held by the project and released as and when they are required by exchanges and listings.

For the purposes of drawing up the emissions graph below, it has been assumed that liquidity tokens shall have an initial vesting amount and be vested over the period represented by the graph. However, this is for illustration purposes only and we advise the community that liquidity management is subject to review for the best interests of the project.

Treasury (200,000,000 SELF)

These tokens have been reallocated from pre-launch sales. As stated above, the market is not favourable for onboarding strategic partnerships and so, in the best interest of the project, the team may look to onboard strategic investors at a later date when market conditions are more favourable. These agreements will include vesting terms.

For the purposes of drawing up the emissions graph below, it has been assumed that treasury tokens shall commence vesting 6 months following launch and be vested over the period represented by the graph. However, this is for illustration purposes only and we advise the community that the team will review strategic partnerships as they arise and will allocate in the best interests of the project.

Operations (300,000,000 SELF)

During the crypto market cycle, there are likely to be different requirements from tokens and assets applied differently. Operations tokens will be used for marketing, development, general operations and other requirements as the team deems necessary for the benefit of the project. Tokens will be used in a manner best suited to drive development and the project forward.

Operations tokens will be vested over a 3 year period on a monthly basis i.e. 0.83% of the total token supply per month.

Exchanges (100,000,000 SELF)

Listings on exchanges require listing fees and tokens. These tokens have been set aside for exchange listings.

For the purposes of drawing up the emissions schedule, we have assumed that exchange tokens will vest over a period of 3 years. However, this is for illustration purposes only and we advise the community that listings occur at the discretion of exchanges and so may be vested in a shorter or longer time frame.

Staking (100,000,000 SELF)

These tokens have been reallocated from pre-launch sales. Staking is a popular utility for tokens in the DeFi sector. Our staking platform will run for multiple years. APR will be variable depending on the number of tokens in the staking pool at any one point in time. There will be a bonus percentage for presale buyers for a limited time following the launch of the token.

For the purposes of drawing up the emissions schedule, we have assumed that staking shall vest over a period of 5 years. However, this is subject to mainly external factors such as any regulation which requires us to alter our staking terms for stakers. Therefore, allocated staking tokens are subject to any type of change.

Team Tokens (100,000,000 SELF)

Tokens are given to Team Members of significance and are an important part of both rewarding and incentivising team members.

Team Tokens will be vested quarterly between months 3 and 12 following launch. Vesting in terms of total token supply, therefore, shall be a maximum of 2.5% per quarter.

Team tokens have been allocated as follows. Should a team member leave during their first year, they will be required to repay the relevant pro-rated amount of tokens awarded which will subsequently pass on to their replacement on the same terms. Not all positions highlighted below have been filled as at the launch date of the project. Any positions which have not been filled within the first year of the project may be reallocated to existing team members in lieu of salaries.

CEO - 20%

COO - 15%

CTO - 12%

CFO - 10%

CPR - 10%

CMO - 9%

Ambassador 1 - 7%

Ambassador 2 - 7%

Advisor 1 - 5%

Advisor 2 - 5%

Tokens shall be minted as vested to allow for clearer visibility of the circulating supply.

The BEP20 and ERC20 smart contracts have a burn/mint function to allow for the integrity of the total supply to be maintained. When someone bridges between the two chains there will be both burns and mints respectively on each chain.

Estimated Tokens in circulation at launch 25,878,281 SSELF

Estimated Market Cap on launch \$517,566

Token Utility

Within the SELF ecosystem, the \$SELF token is our utility token.

Our token utility will increase as our products and ecosystem expands. Initially our token utility will be limited but will develop as the project progresses.

- 1) NFT username purchases - minting a SELF identity NFT will incur a fee payable in \$SELF
- 2) NFT secondary market - NFTs which are bought and sold on the secondary market will be transacted in \$SELF
- 3) Rewards - the SELF community will benefit from a variety of community rewards available which may include staking, farming, partner promotions, promotion runs
- 4) NFT upgrades - adding a SELF avatar to your identity and other upgrades will incur a fee payable in \$SELF
- 5) Username auctions for top listed names will be charged in the \$SELF token

More as the ecosystem expands

Roadmap

Q4 2022

- Initial WhitePaper Draft
- Token Contract as BEP20 ERC20 Standards
- Start Development
- Socials Launch

Q1 2023

- Private Token Sale
- Continue Core Product Development
- Marketing Push

Q2 2023

- MVP Product / Minting Platform on Polygon
- Final WhitePaper Confirmed
- Marketing Push
- Public Sale Launchpads
- Token Trading Launch BEP20 and ERC20 Standards
- Initial DEX Listing
- Initial CEX Listing
- Release Staking Platform
- Ongoing Development
- Establish Initial Partners

Q3 2023

- Further chains added
- Add Avatar to NFT
- Auction Platform Launch for Influential Usernames Not Reserved

Socials

Website : <https://selfcrypto.io>

Twitter : <https://twitter.com/selfcryptoio>

Medium : <https://medium.com/@SELFcryptoIO>

Discord : <https://discord.gg/selfcrypto>

Telegram : <https://t.me/SELFcryptoIO>

Emails

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