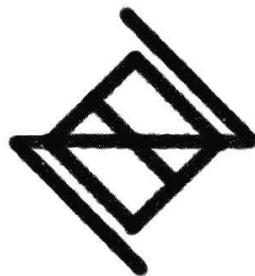


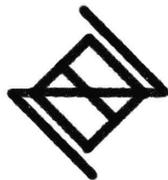


CYCLOTURTLES | NotEssential

WHITEPAPER

Version 3.0 | 2021





Executive Summary

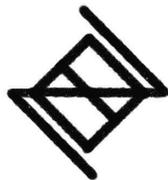
Welcome to NotEssential's first collective of NFTs |CycloTurtles, representing the first chapter of the CycloVerse. The Whitepaper will be giving you an in-depth understanding of the project and provide all necessary information for all adventures.

The collection is more than just NFTs, collecting the CycloTurtles will create value for the holder bringing long-term benefits. Early adventurers will be given the opportunity to collect these unique CycloTurtle NFTs starting at 0.08 ETH.

A common misconception about NFTs is the trend that following big NFT projects means the price will inevitably go to the moon. Many see this as an opportunity to create wealth, whereas others see it for what it is... the beginning of the new AGE, a new ERA of opportunity, a new way of LIFE. Before we dive into the benefits of CycloTurtles and the longevity of the project, understanding what an NFT means is crucial.

What is an NFT

An NFT (non-fungible token) is ownership of a unique item that lives on the blockchain. Owning an NFT is just like owning one of one, but instead of owning it physically, you own it virtually on the blockchain. CycloTurtles are 7777 randomly generated turtles with proof of ownership stored on the Ethereum (ERC 721) network. The CycloTurtles are a unique collection featured in four types of rarity categories, resulting in 195 traits and attribute combinations.



Introduction To NotEssential

MISSION

NotEssential is a Creative Collective with the goal to build avenues of change for key areas that impact the world. Our vision is to lend a helping hand to individuals and groups working tirelessly to create change within global issues they are passionate about.

“Individually we are Not Essential. Together we are all Essential.”

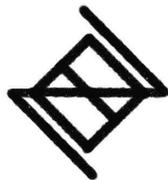
Our motto aims to disrupt societal thinking of “I am only one person, what can I possibly do?”. We believe that the individual can create ideas and spark passion for greater change. This belief enables us to find these individuals/organizations and fund their passion projects to further accelerate this change.

HOW WE FUND?

Cryptocurrency and NFTs are the way of the future. We are on the road to create utility based NFTs through our CycloVerse. A percentage of the minting/secondary market of these 4 projects will lend its way into a charity wallet and be distributed to reputable and passion driven charity organizations to ensure we are a part of the change.

We will not forget our holders, as we want to create a strong engaged community through giveaways and incentives as we enter into the Metaverse. We are on track to create a ‘NotEssential’ ecosystem which allows our community to prosper beyond the physical realm. This means adapting to the future and merging into the early stages of the Metaverse.

Come on this journey with us! Don’t be caught sitting on the sideline thinking “I am only one person, what can I possibly do?”.

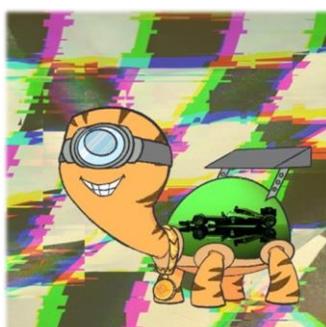


ABOUT THE TEAM

The NotEssential team consist of five founding partners residing in Byron Bay & Sydney, Australia. This creative collective consists of crypto experts, entrepreneurs, tech gurus, artists and marketing buffs who have come together for the common goal in establishing avenues of change through a shared love of NFTs.



SugarKane
Founder



KingVing
Co-founder



JuiceBox
Management



Chocrine
Artist



WordSmith
Creative advisor



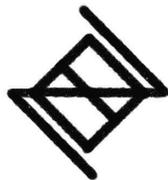
Cosmos
Marketing specialist



Legacy
Marketing executive



Abundant
Discord expert



NOTESENTIAL DEVELOPMENT ROADMAP

Our goal is to make sure your investment is safe, secure and upholds longevity. The NotEssential Team will deploy several strategies to ensure that your investment appreciates and stands the test of time through ongoing utility development, philanthropic efforts, continuous marketing and community engagement.

METAVVERSE DEVELOPMENT

We will be collaborating with [Holofoia.io](https://holoforia.io) in the Metaverse space. We are looking to the future, whilst putting our energy into the present to expand our horizons into the Metaverse. NotEssential driven projects and games will be our communities' source in creating a long-lasting ecosystem with additional educational gateways and also having avenues for mental health.

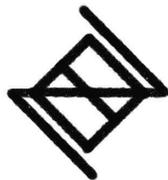
NOT ESSENTIAL COMMUNITY

Education is a gateway to success. As our projects develop, our holders will gain access to growth and development resources, creating a network of like-minded individuals that share the same values and core beliefs. Access to these networks will not only support individuals but will create a strong well-rounded community that grows together. Our focus will be NFTs, trading, e-commerce and virtual real estate all brought to our holders via the Metaverse.

PHILANTHROPY

When you stand for nothing, you fall for nothing. NotEssential will continue to support organisations that work tirelessly to find solutions to global issues. Our goal is to create avenues of change.

From phase 1 mint we will be concentrating on developing our space in the metaverse where we open up avenues for change and donation areas with additional spaces to learn and connect with all the charities we will be implementing as we go through all 4 phases. Much more to come!



WORLDWIDE EVENTS

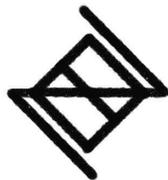
We work hard but also recognise the need for downtime. One of our goals is to bridge the gap between the virtual and physical world by hosting multiple social events around the world. Our most active and loyal community members will be invited to share their experiences and create meaningful connections. Whales and Exotic Turtle holders will have special access to parties for networking with like-minded individuals.

HAVE YOUR SAY

Individually we are NotEssential. Together we are all essential. We hold utmost importance to community feedback. Being an active, loyal member of the community will give you the power of decision making through surveys and community votes.

CREATIVE COLLECTIVE

We will continue to collaborate with other projects and industry leaders to really shake up the space. You will get the chance to be part of the creative direction.



INTRODUCTION TO THE CYCLOVERSE:

BACKSTORY

The worlds before man hosted an array of fantastical creatures beyond our comprehension. Planet earth was the link between these CycloWorlds where all creatures lived in harmony.

The 4 masters of the CycloVerse closed all portals to protect their own kind as the worlds plunged into chaos and planet earth was thrown into disarray.

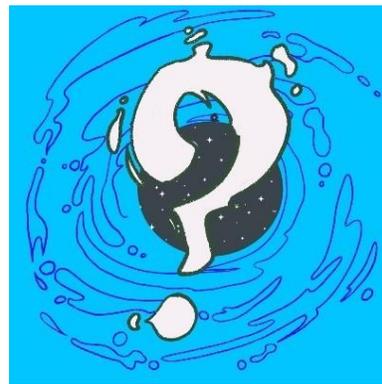
YOU, an adventurer made it your life's purpose to re-connect these CycloWorlds. When all hope was lost you uncovered the emergence of one of these portals. How was it re-opened? What's on the other side? The CycloVerse is a series of 4 projects encompassing what we believe as the 4 Core Value to create an avenue for change.

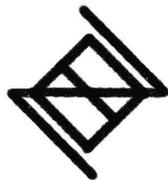
Phase 1 - CycloTurtles will bring the community the value of Longevity through the introduction of Nest. This forms the basis of gamifying the NFT collections where certain characteristics of your collected CycloTurtles grants you access to Nest benefits. real life benefits include meet-ups with like-minded individuals, flights to and from parties held to network and expand our community

Phase 2 - Prosperity (TBA)

Phase 3 - Wisdom (TBA)

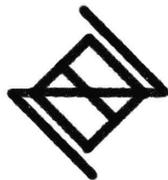
Phase 4 - Freedom (TBA)





Phase 1: CycloTurtles

The CycloTurtle Tribe is stored as ERC-721 tokens on the Ethereum blockchain. This collection of 7,777 CycloTurtles, all equipped with unique attributes, grant you the ability to obtain the knowledge and powers of the CycloTurtles. Find your way into each CycloTurtle nest by harnessing the power of your unique personal collection of CycloTurtles. As you gain trust and make your way into each nest, you gain access to exclusive member features you can bring back to Earth, bridging the gap and bringing harmony between the ancient worlds and Earth once again.



LAUNCH ROADMAP:

10% Portal Open:

Congratulations you have become one of the first to join our exclusive community of big thinkers and entrepreneurs. You have just gained lifetime access to the CycloTurtle Tribe. Join the community on discord and connect with your fellow adventurers.

20% Exploring a New World:

We have hit our first target in order to help fund the Ecosystem. \$100,000 will be dedicated towards development, marketing and community growth of the NotEssential project to ensure that we are successful in fulfilling our intended goals and ideas

40% Bridging Two Worlds:

We close the gap between the virtual world and physical world by starting to conceptualize and design our merchandise, Get ready for some super exclusive drops to holders only! We will also begin planning our IRL experience to meet really high level CycloTurtles.

60% Giving Back to Earth:

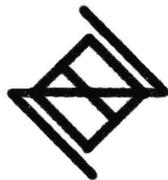
Individually we are Not Essential. Together we are all Essential. We as a community will decide to give back \$500,000 to Beyond Coral and Hawksbill Turtle Conservation. We stay rooted and grounded.

80% Implementation of Nests:

We will begin granting access to nest benefits, giveaways and private groups. We want to provide something to the community prior to sell out so you have a hint of what's to come in the future!

100% Next Portal Opens:

All CycloTurtles have been minted. The next portal is surging with energy and ready to open. All roads lead home.



Utilities

The Essential Club

We are offering an invite only Lifestyle Concierge Service to our community. This Elite club allows you to have access to Private jets, Red-carpet events, rare product sourcing, getaway holidays and networks to industry leaders providing you an elite lifestyle. We have established connections across the globe which allows for Essential Club members to gain access to these benefits with one phone call. Anytime. Anywhere.

Re-Connect Island

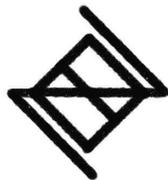
We will have a yearly community meet up on Buka Buka island away from the hustle and bustle of the city. This prime resort location will allow our community to network, relax and unwind in an exclusive location surrounded by pristine waters and exotic wildlife. Giving you the opportunity to reconnect with your mind body and soul.

Eco Tourism

The Longevity of our ocean is a passion of our community. All holders will have access to go on eco tours to learn, explore and deep dive into Coral regeneration and marine conservation across three sites in Australia, United States and Mexico. See the CHARM robot in action!

CycloVerse Merchandise

We have partnered with Geedup Supply to conceptualise, design and distribute our merchandise to our community. Our merchandise will be a lifestyle brand so that we can represent the CycloVerse in style with shirts, hats, hoodies and accessories. We will be open to merchandise ideas from the community so that we can create what the community wants!



Rarity Nest Benefits

Holders of certain number rarity CycloTurtles will gain benefits and incentives by gaining access to Nests.

Utopia (Exotic) - 77 available

Requirement: Owning 1x Exotic CycloTurtle

- Access to the Exotic Nest Discord Channel*
- Access to iGenius Global Elite package valued at \$1500usd*
- Automatic Whitelist for upcoming phases*
- Free flights to worldwide NotEssential events*

Lava Nest (super rare)- 1789 Available

Requirement: own 7x super rare CycloTurtles

- Access to the Lava Nest Discord Channel*
- Access to iGenius Global Elite package valued at \$1500usd*
- Automatic Whitelist for upcoming phases*
- Free flights to worldwide NotEssential events*

Icy Nest (rare)- 2567 Available

Requirement: Owning 10x rare CycloTurtles

- Access to the Icy nest Discord Channel*
- Access to iGenius Global Elite package valued at \$1500usd*
- Automatic Whitelist for upcoming phases*
- Free flights to worldwide NotEssential events*



General Population (general) – 3344 Available

Requirement: Owning 20x CycloTurtles

- *Access to iGenius Elite Global package valued at \$1500usd*
- *Automatic Whitelist for upcoming phases*
- *Free flights to worldwide NotEssential events*

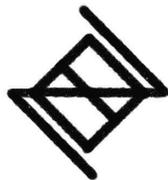
Bonus incentive applicable for all Nests:

- *Hold for 2 months and your rarest CycloTurtle will be printed framed and sent to you*
- *When your NFT is 3D rendered and ready for the Metaverse you will be sent a 3D printed figurine of your NFT*

Metaverse

We will be developing the CycloVerse in Holoformia, the most hyper-realistic metaverse set to launch in Q1 2022. We want to create a unique experience for our holders to be able to explore and interact in the Metaverse by:

- *Hosting a music festival with headlining acts and create the ultimate audio-visual experience.*
- *Open our First CycloMerch Store where our holders can purchase merch to wear in the physical world as well as attachments for their avatars.*
- *Deploying a health Centre building with meditation sessions, psychologists, yoga, sound healing.*
- *Developing the CycloSanctuary which is a community hub for education and interactive experiences to create awareness of global issues impacting the world.*



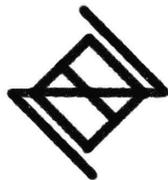
POST-MINT PLANS:

Marketing: The team will continue to push influencer/celebrity endorsements, billboards and networking events to push the secondary market and bring more eyes to the CycloVerse. Aggressive daily marketing is key to longevity and create brand awareness, our marketing will continue down this path for all 4 phases.

Charity: Our main aim is to create avenues of change. We not only want to provide monetary donations to individuals and organizations that create solutions to marine wildlife conservation and clean up but also want to be there on the ground along with community members to help. We will create opportunities for our community to be apart of the efforts and really show that “Individually we are not Essential. Together We are all Essential”.

Giveaways and Competitions: Our CycloVerse community will always be rewarded we will be giving out a Tesla model 3 to lucky holders, \$50,000 to 2 lucky holders, Apple products for special attributes holders, cash giveaways to the community. Our holders will also be able to gain the opportunity to have early access to the next phase.

Metaverse Implementation: We will be working through Q1 2022 to develop and implement our MetaVerse ecosystem where holders will have the opportunity to convert their 2D NFT into a rendered 3D model to enter the Metaverse. We will be on the Holoforia platform which is a hyper-realistic metaverse where we will be building out our space for the community to play games, trade goods and services, provide education (Trading, E-commerce, NFTs etc.) and access to a world with no limitations, the possibilities are endless.



CHARITY DEVELOPMENT ROADMAP:

+ 3% of all royalties will be allocated to a charity wallet and proceeds will be distributed to various charities by collective decision of the community via polls on discord.

- Reef Restoration Foundation (www.reefrestorationfoundation.org)
- Great Barrier Reef Foundation (www.barrierreef.org)
- Australian Marine Conservation Society (www.marineconservation.org.au)

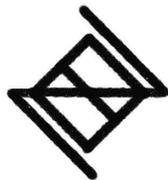
At 60% mint we will be allocating \$500,000 to these three charities:

- **Hawksbills Turtle** <https://www.worldwildlife.org/species/hawksbill-turtle/>

The Hawksbills Sea Turtle is an extremely endangered species with approximately 8000 nesting females left. With our first project being dedicated to CycloTurtles, our team will be donating a certain percentage towards protecting these endangered nests to increase global awareness.

-**Beyond Coral** <https://www.beyondcoral.com/>

We will be assisting Beyond Coral who use the most efficient, tech based solutions for coral regeneration. Stephen Rodan developed CHARM (<https://www.beyondcoral.com/charm>) which combines coral farming with computer automation to reduce costs and save time. Our aim is not only to provide monetary donations but also enable our community to be educated and have opportunities to be hands on with upcoming restoration efforts in Australia, Mexico and United States.



SPECIFICATIONS:

Total Supply: 7,777

- % Rarity:**
- 43% (General population)
 - 33.01% (Rare population)
 - 23% (Super-Rare population)
 - 0.99% (Exotic population)

Release Dates and Release amounts:

Whitelist Release – 1111 CycloTurtles at 0.08 ETH TBA

Public Release – 6666 CycloTurtles at 0.15 ETH TBA

There will be 7 Legendary CycloTurtles that will be sprinkled into the total supply. These Legendries will be themed to famous figures in pop culture and available at public mint.

[2%] 155 NFTs from total supply will be kept by NotEssential for future giveaways and promotional stock

Royalties:

6% Distributed monthly as 3% -Charity

3% - Marketing & Development

As our mission is to create avenues of changes,

3% Charity split will be going directly into a public charity wallet. Proceeds will be going to worldwide charity organisation or any community organized charitable event as decided by the holders on a monthly basis.

3% - Will be going directly into further marketing and development to ensure the longevity of the project for holders.

Splitting royalties, this functionality will be added into future projects, once marketplaces adopt a common standard for royalty distribution.

Charity Wallet Address:

0xff5045b5a1ca8c28d8c49b19441d60ee66d5a730

Marketing Wallet Address:

0xe6c0588b880f9fde26a6DE1d2190a598fad001BD