



WRCX.pro

White Paper

Empowering Authors, Creators & Fans



<https://WRCX.pro>

Table Of Contents

01

Vision / Problem /
Solution

02

Product

03

Competition And
Why We Are Better

04

Market Size And Total
Addressable Market

05

Revenue Sources

06

Business Model

07

Go To Market Strategy

08

Team / Advisors

09

Milestones

10

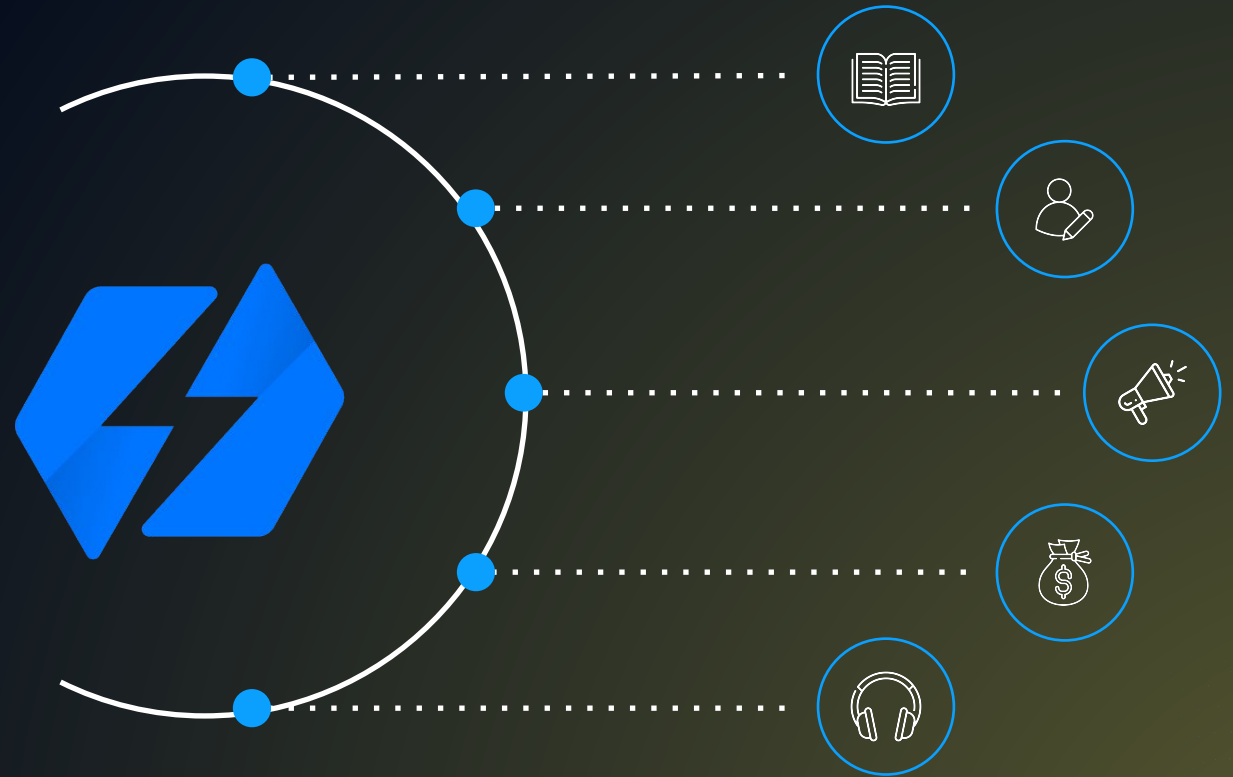
Utility Token And Usage
Of The Token

11

Financials

Our Vision

Empowering authors, content creators and fans to conduct commerce in valuable new ways using NFTs and blockchain technology.



What is WRCX.pro

01



A NFT Minting WRCX

for authors and content creators to create and sell exclusive content directly to their audience and fans

02



A De-Fi Staking WRCX

where you can stake WRCX tokens to “earn while you learn” and generate passive yields

03



A Royalty Routing System

that recaptures the 30-70% of revenue given to BFMLs like Amazon, increasing the earning potential for authors and content creators of all stripes.

Current Challenges for Authors & Content Creators



Content Creators need a simple means to mint and market their NFTs and leverage blockchain technologies



Content Creators need a transparent means to keep track of royalties and subsequent sales of their NFTs, earning them royalties on each transaction of their NFTs.



Content Creators give away up to 70% of the retail price to distributors and online marketplaces, and don't even receive the customer information in those transactions



Fans of their favorite creators are not empowered and rewarded for supporting their favorite content

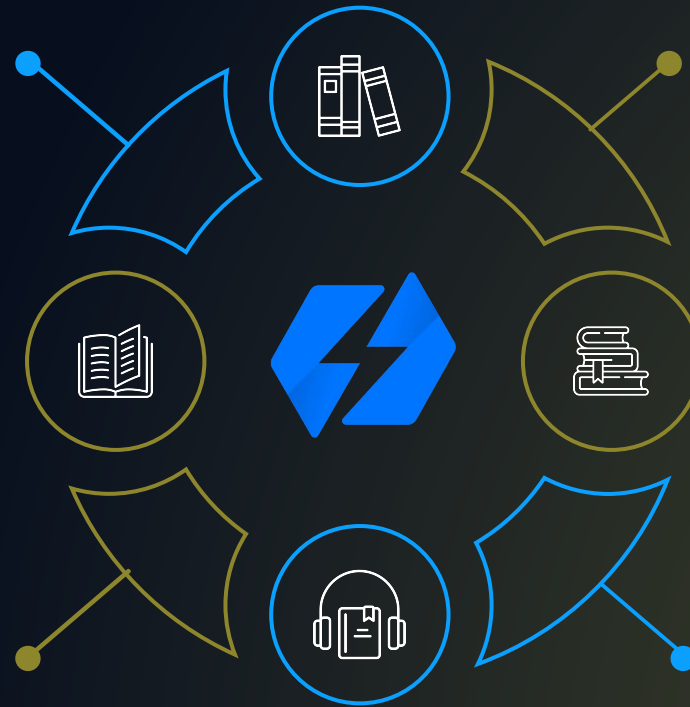


The WRCXSolution

WRCX is a marketplace for content creators of all stripes to mint their works on the blockchain as NFTs. Creators earn royalties for their works in a transparent manner, as well as provide value-added exclusive offers that generate new passive income streams

The WRCX houses creator profiles where users can browse and purchase NFTs, follow/engage with creators and share their content to earn rewards

Initial NFT Sales take place on WRCX. pro and then NFTs can be listed and sold on marketplaces like OpenSea and Rarible



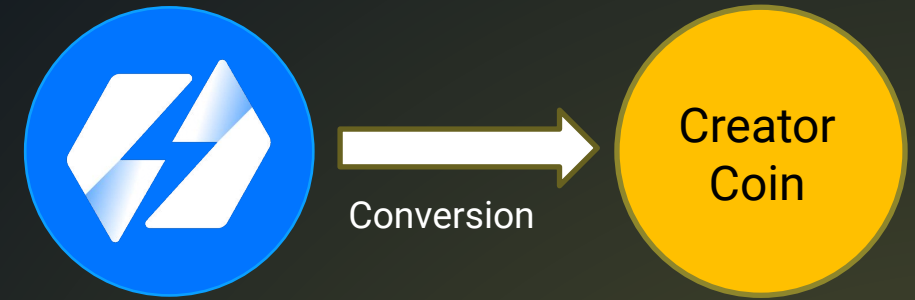
Creators and Rights Holders mint NFTs on WRCX and determine what royalty % they will receive while setting up their NFT for sale

Fans and Promotional Partners can earn rewards by referring people to WRCX and driving sales of NFTs

Creator Coins

- ⚡ WRCX offers content creators the ability to create their own cryptocurrency; their own Creator Coin.
- ⚡ Creator Coins are generated through a conversion with WRCX Tokens, such that at the time of creation each Creator Coin has an intrinsic value of a certain amount of WRCX Token.
- ⚡ Once created, Creator Coins are ERC-20 standard tokens that can be listed, bought and sold on Uniswap and other decentralized exchanges.
- ⚡ Creators can offer their products, services and experiences priced in their Creator Coin as well as offer discounts, incentives and exclusives to their audience priced in Creator Coins as well.
- ⚡ WRCX offers WRCX Token at volume-based discounts to businesses and brands, and includes Creator Coins + Consulting Services in the Agreement

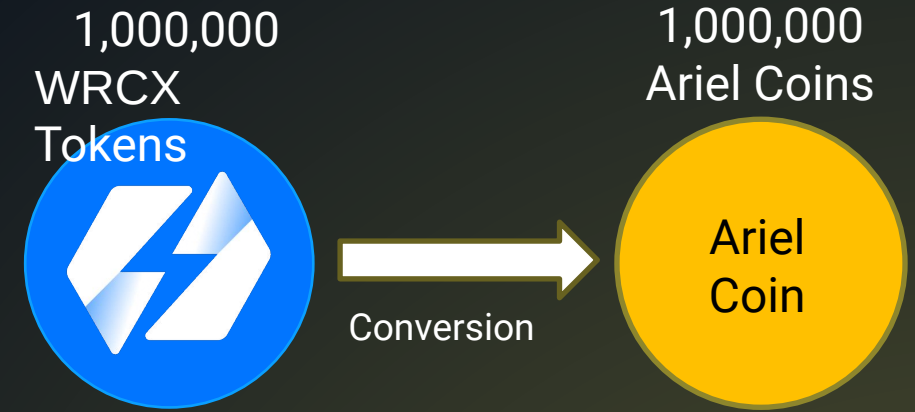
WRCX Token



Creator Coins Example

Ariel the Author wants to make Ariel Coins to offer special editions of his books, his services and live events priced in Ariel Coins.

-  Ariel and WRCX reach an agreement whereby WRCX sells Ariel 1,000,000 WRCX Tokens at a 20% discount, then uses those WRCXs to create 1,000,000 Ariel Coins
-  WRCX manages all the blockchain programming aspects of creating 1,000,000 ERC-20 compatible Ariel Coins, consults with Ariel on how to launch his products and services priced in Ariel Coins, and integrates a way for his fans to purchase Ariel Coins into his website
-  The net effect is WRCX realized revenue from selling WRCX Tokens directly at a discount and Ariel Coins now exist on the blockchain as their own Token with a market-set price and the ability to be bought and sold on all decentralized exchanges (DEXs) like Uniswap
-  WRCX offers WRCX Token at volume-based discounts to businesses and brands, and includes Creator Coins + Consulting Services in the Agreement



Creator Coins Summary

- ⚡ WRCX sells Creator WRCX Tokens at a volume discount
- ⚡ Creator Coin minted 1-to-1 for WRCX Tokens
- ⚡ Creator Coins used for commerce and trade on DEXs

Result

“Creators & Fans: You Have the Power Now!”





WRCX: NFT Creation Page UI

NFT Selling Options





WRCX: User Profile Page



Why Are We Better?



Author and Content Creator NFTs are stored securely on the blockchain forever



Content Creators of all stripes can offer fans exclusive NFTs that unlock bonus content and personalized experiences



Creators receive revenue and secondary sales royalties in real-time, with no intermediary



Fans can interact with their favorite creators and earn money by consuming and sharing content

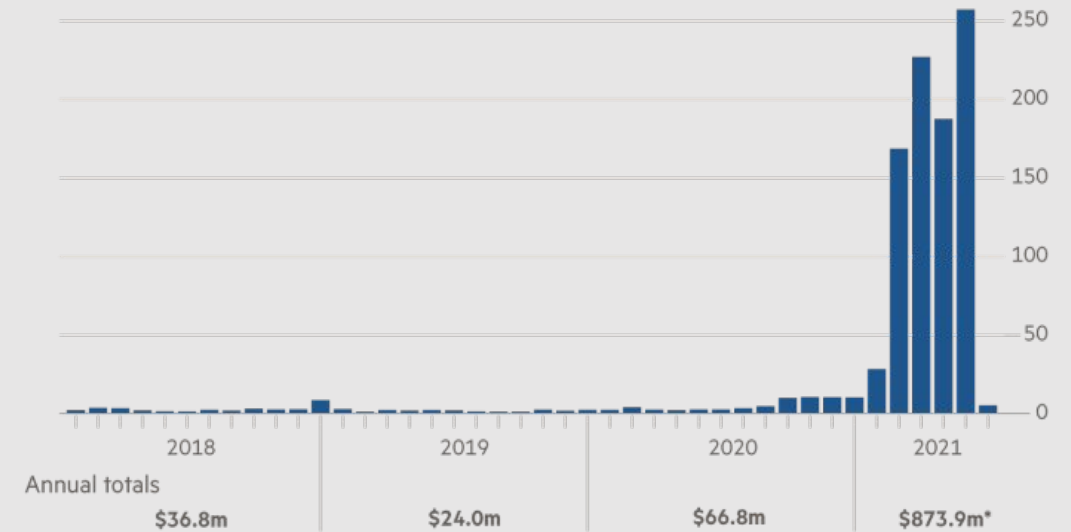




NFT Market Growth

Trade in NFTs has taken off this year

Value of completed sales of non-fungible tokens (monthly totals, \$m)



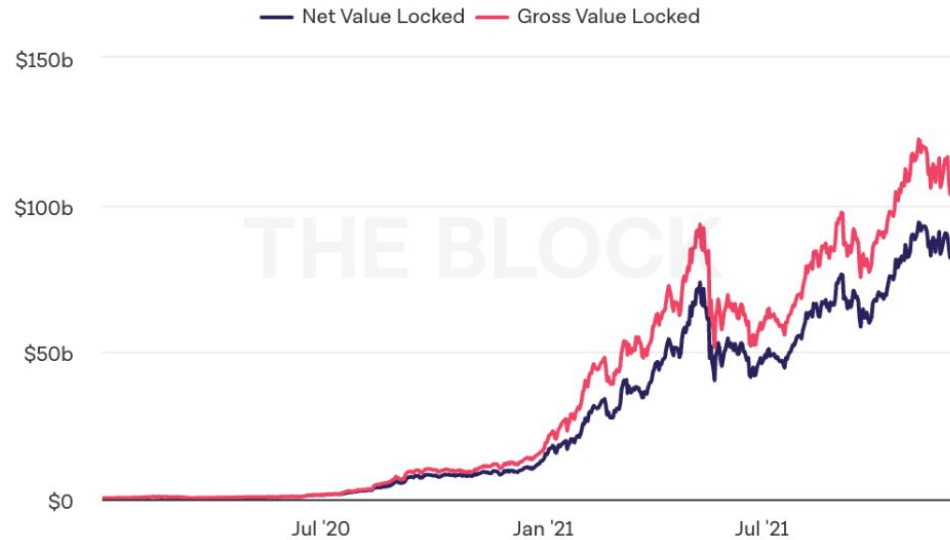
Source: Nonfungible.com
© FT

* To June 3

De-Fi Market Growth



Gross Value Locked and Net Value Locked (Ethereum DeFi)

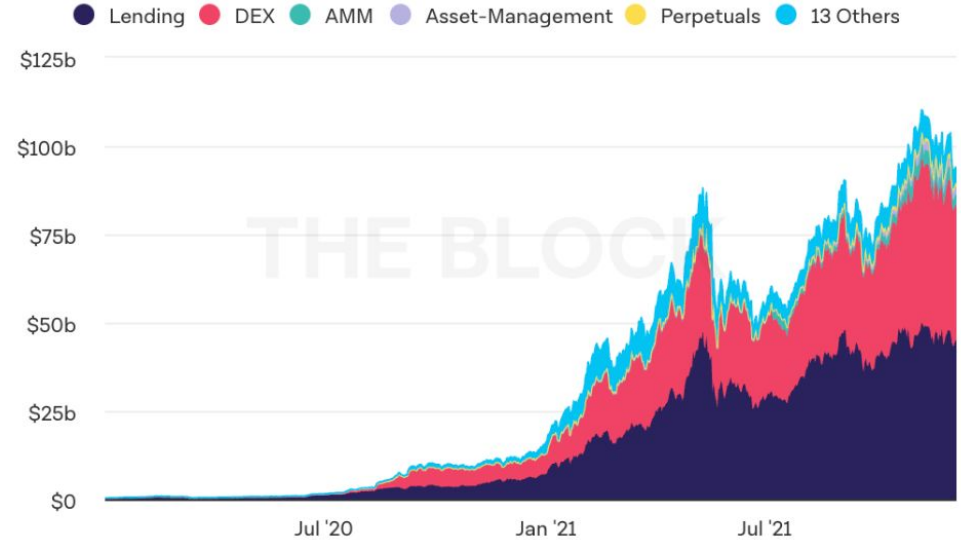


SOURCE: DEBANK
UPDATED: DEC 7, 2021

ZOOM **ALL** YTD 3M 1M



Value Locked by Category (Net)



SOURCE: DEBANK
UPDATED: DEC 6, 2021

ZOOM **ALL** YTD 3M 1M

WRCX.pro Revenue Sources



NFT Sales Revenue &
WRCX Token sales



Staking yield and fees generated
on NFT sales



White Glove Service where we
receive 30% of NFT collection
sales with select creators



Decentralized Finance (DeFi)
transaction fee revenues for
staking operations



Social Tokens for Creators
to have their own branded
token to sell offers priced in
their own cryptocurrency



Turnkey NFT & Digital
Asset Strategy Consulting
selected high-paying client
engagements

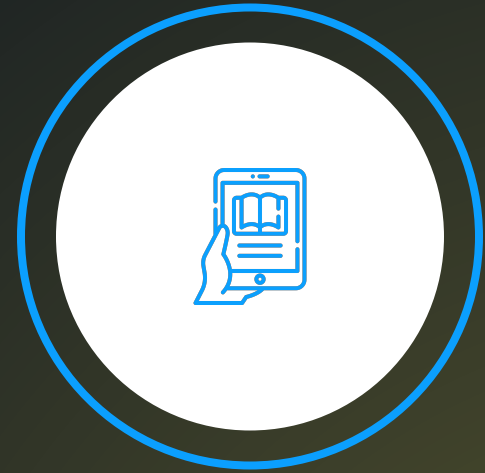
Market Strategy



Content Creators
(Authors & Artists)

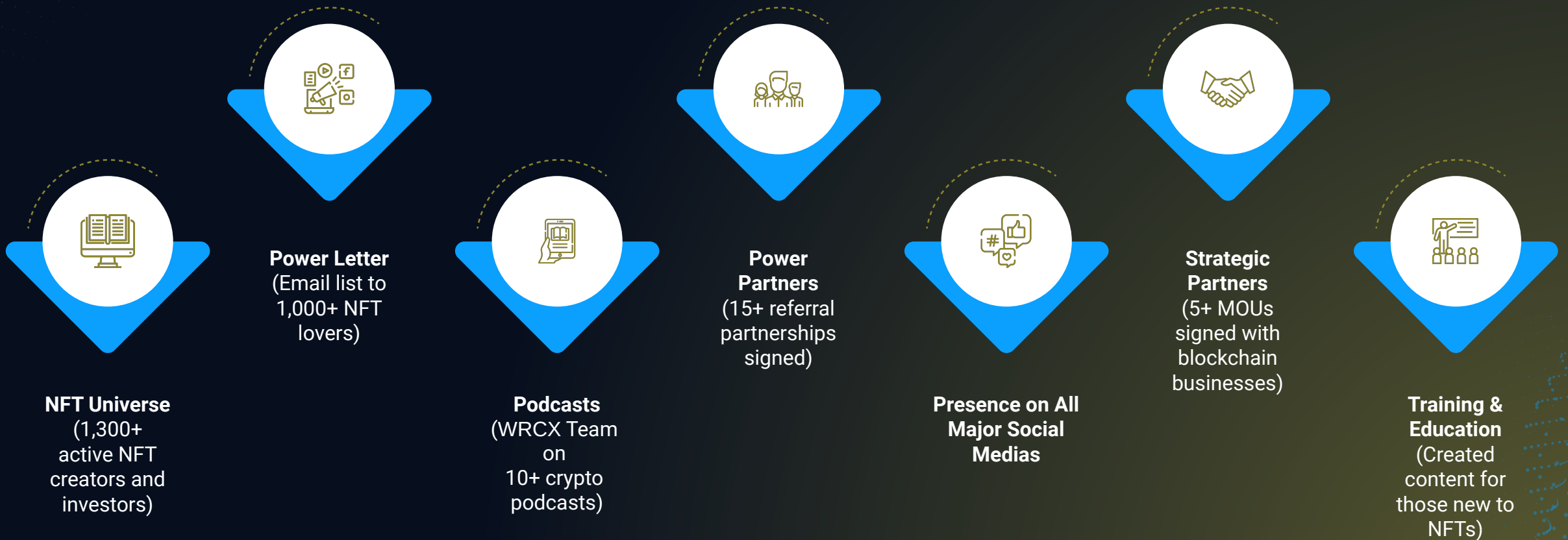


Training Courses
(Online Content
Sold as NFTs)



Exclusive Access
(Masterminds,
Events, Parties)

Building Our Audience & Community



The WRCX Team



Albert Ahn
CEO

Award Winning Software
Engineer & Blockchain Developer

- Amazon
- Samsung
- Visa Card
- Purse.io

325 blockchain and products on Github and 7+
years of blockchain & crypto experience



Jesse Krieger
**Chief
Content Officer**

Founder & Publisher
Lifestyle Entrepreneurs Press

www.LifestyleEntrepreneursPress.com

- International bestselling author of Lifestyle Entrepreneur
- Published 150+ books on business, health & wellness and self-help since 2014
- \$1,000,000+ in Book Sales & Author Services Revenue in last 12 months
- International distribution partnership with Ingram Content Group



Matthew David
Chief Data Officer

Creator
What's Your Translation

www.whatsyourtranslation.com

- Building and organizing value-added marketing lists to execute successful campaigns
- 5+ Years of managing and deriving meaning and value from millions of records for data sampling & testing.
- Expert in Ancient Hebrew Cryptography

The WRCX Team



Avyatar Alfassi
**Director of
Investor Relations**

CEO of AALFA Capital

- Experienced in options and crypto trader and a blockchain evangelist.
- Expert on investor relations and market strategy.

"Trading isn't a job, it's a Passion."

Timing your trades is EVERYTHING!
Faith is a Must! Persistency is a Key!
Look forward & NEVER-GIVE-UP!



Ahsan Elahi
**Senior Staff
Software Engineer**

50+ Projects Expert
in Large Scale Infrastructure

Experienced in Large Scale Software
Architect and Senior Software Engineer
with a focus on backend optimization for
large scale applications.

Full stack developer
with over 5 years of experience.



Naomi Tanami
**Director of
Marketing**

5+ years experience in marketing, content
creation, social media management, project
management, HR and payroll

- Speaks 5 languages

*"Give 110% - think outside of the box -
never give up- Mistakes make you learn - be
kind to others"*

Current Advisors (As of January 22, 2024)



Daven Michaels
CEO Of 123Employee,
Mastery Retreats,
Beyond Results Mastery



Dalton Otsuka
Entrepreneur
and Investor



Billy Yuen
CEO of
Stacktrek.com

Finances And Accomplishments



Completed a successful NFT sale campaign involving the artwork of Jun Aquino, the “Painter of Champions”



WRCX has successfully raised over \$500,000 in a seed round of early token purchases and has enough funding to finance developing the core product.



DeFi Staking WRCX going live Q1 2024 where users can stake WRCX Tokens to earn up to 100% APY



Signed over 18 Power Partners who send us business and feature WRCX to their audience



Signed 10+ White Glove Service* clients for NFT launches with Olympic athletes, bestselling authors and successful entrepreneurs

» White Glove Service is a service where WRCX covers the end-to-end service for clients who already have an audience but do not have the tech knowledge to execute NFT sales on their own. WRCX collects 30% of the total NFT sales





WRCX.pro

THANK YOU!