

Doodle on Base: Whitepaper

Introduction

Doodle on Base is a creative, community-driven project built on the Base blockchain, designed for free-thinkers who enjoy artistic expression in a playful, unstructured format. Just as doodling offers an outlet for spontaneous creativity, Doodle on Base provides a platform for individuals seeking to engage in a decentralized, free-flowing environment. Our project is rooted in the principles of creativity, freedom, and community, aiming to fuse the worlds of digital art, NFTs, and decentralized finance (DeFi).

As we embark on this journey, our mission is to build a collaborative ecosystem where participants can express themselves artistically while benefiting from the evolving Web3 landscape. Our phased roadmap ensures a sustainable growth path for the project, while offering meaningful rewards for token holders and creators.

Vision

At Doodle on Base, we envision a decentralized hub for creators, collectors, and free spirits. Our platform is an open space where artistic expression flows without boundaries, and where the lines between digital and physical art are blurred. We aim to foster a vibrant, supportive community, and use blockchain technology to empower artists and collectors alike.

Tokenomics

The native utility token, **\$DOB**, powers the Doodle on Base ecosystem. It plays a crucial role in governance, access to exclusive content, rewards, and much more. Designed with community growth and engagement in mind, \$DOB is distributed equitably to ensure wide participation.

Key Features of \$DOB:

- **Fair Launch:** No pre-mining or exclusive early access. \$DOB is launched via a fair distribution model to ensure that every participant has an equal opportunity.
 - **Governance:** Token holders will have the power to shape the project's future, voting on key decisions such as partnerships, features, and allocation of resources.
 - **Rewards System:** Creators and active participants in the Doodle on Base ecosystem will be rewarded with \$DOB tokens for their contributions, encouraging ongoing engagement and community growth.
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Roadmap

Phase 1: Foundation and Community Building

Key Milestones:

- 1. Launch on Ape Store:**
 - The \$DOB Token will be launched via a fair and transparent process on the Ape Store platform, ensuring open access to the community.
 - 2. Engagement of Core Audience:**
 - Building an engaged community is essential. In this phase, we will focus on community-driven discussions, content creation, and feedback collection.
 - 3. Initial Website Launch:**
 - Our website will serve as the central hub for all community activities, providing updates, event announcements, and project details.
 - 4. Social Media Presence:**
 - We are actively growing our presence on X (formerly Twitter) and other platforms. This will help create momentum and expand our audience through creative campaigns and outreach.
 - 5. Token Launch on UniSwap:**
 - \$DOB will be launched on UniSwap, expanding liquidity and fostering greater community engagement. Our objective is to make the token easily accessible for all participants.
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Phase 2: New Website & Web3 Integration

Key Initiatives:

- 1. New Interactive Website Development:**
 - A fully upgraded and interactive website will offer integrated Web3 functionalities, social media linkage, and serve as a marketplace and gallery for the community.
 - Features will include:
 - **Original Doodle on Base Wearable Collection:** Limited-edition wearable NFTs exclusive to our platform.
 - **Limited Edition Doodle on Base Prints and NFTs:** Curated artwork and NFTs, available for purchase and collection.
 - **Partner NFT Sales:** Collaborations with other NFT creators on the Base network, further diversifying our offerings and partnerships.
 - 2. Partnerships with Token Developers:**
 - Ongoing partnerships will be formed with NFT creators and developers to grow the gallery's offerings and expand our community reach. These partnerships will be pivotal for introducing new projects to our audience.
 - 3. Galleries and Artist Collaborations:**
 - We have already secured verbal "in principle" agreements with two brick-and-mortar galleries, allowing us to bridge physical and digital art spaces. Talks with renowned artists will further enrich the platform, with exclusive NFT auctions to be hosted on our platform.
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Phase 3: Establish Doodle on Base as an LLC

Key Objective:

- **Formalise Legal Structure:**
 - Doodle on Base will be registered as a Limited Liability Company (LLC). This structure will protect the brand, enable long-term scalability, and enhance trust within the community and future partners.
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Phase 4: Real-Life Events and Online Auctions

Future Plans:

- **Exclusive Launch Events:**
 - We will host in-person and online events to launch new collections, NFT auctions, and partnerships. These events will foster deeper community engagement and offer exciting opportunities for token holders to interact with artists and creators.
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Token Holder Benefits

Web and Auction Profit Distribution Plan:

Token holders will have access to multiple profit-sharing mechanisms as part of our community-driven approach:

- **20% Profit Buyback:** Allocated for token buybacks, enhancing the value of \$DOB and creating a deflationary pressure on the token.
- **20% Marketing and Promotion:** Dedicated to community outreach, growth, and promotional activities, ensuring sustained momentum and engagement.
- **20% Holder Pool:** Token holders who stake 1% or more of the total supply after Phase 1 will benefit from a dedicated rewards pool, incentivizing long-term participation and loyalty.
- **40% "The Doodler" Fund:** This fund supports creative initiatives within the platform, offering resources and backing to artists and creators contributing to Doodle on Base.

VIP Lounge Access:

- **Exclusive Perks:** Token holders with a minimum holding (threshold to be determined) will gain access to the VIP Lounge. This includes:
 - Discounts and early access to NFT releases and marketplace events.
 - Invitations to both online and in-person events.
 - Access to exclusive content and promotions.
 - **Global Concierge Services:** We have established verbal agreements with two global concierge services, offering tailored services to top token holders, to be launched after Phase 3.
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Why Invest in Doodle on Base?

Doodle on Base is not just another NFT platform; it represents the intersection of Web3 technology, decentralized art, and real-life event integration. With an emphasis on creative freedom, community engagement, and real-world application, we are strategically positioned to offer a unique investment opportunity in the ever-expanding Web3 space.

Our long-term growth strategy, transparent tokenomics, and collaborations with artists, developers, and galleries set us up for lasting success. By investing in \$DOB and participating in our ecosystem, you join a movement that is redefining the future of digital art, community, and decentralized finance.

Conclusion

Doodle on Base is a community-driven project that empowers free thinkers and creative minds to express themselves within the world of Web3. As we roll out our phased roadmap, we invite artists, collectors, and investors to join us in shaping the future of decentralized art, NFTs, and collaborative experiences.

Together, we will build a vibrant, spontaneous, and playful ecosystem—where creativity truly knows no bounds.

Join us today and be part of the creative revolution with Doodle on Base.