



Cash Money Coin (CMC) is a BEP-20 token on the Binance Smart Chain and will be the underlying token for the entire Cash Money Records ecosystem including a catalog of Cash Money Record's artists and non-fungible tokens (NFT). This project is jointly sponsored by core technical members from Tech of the West and Cash Money Records with the objective of building a bridge between some of the world's most popular hip-hop artists and their fans. Irreplaceable and transferable rare digital assets, such as digital goods and memorabilia, are stored on the Binance Smart Chain and can be purchased with Cash Money Coin. Furthermore, Cash Money Records concerts in the metaverse represent a unique opportunity to leverage Cash Money Coin as a currency for services in the virtual world.

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- *in any decision to acquire any CMC, you have shall not rely on any statement set out in the Whitepaper;*
- *you will and shall at your own expense ensure compliance with all laws, regulatory requirements and restrictions applicable to you (as the case may be);*
- *you acknowledge, understand and agree that CMC may have no value, there is no guarantee or representation of value or liquidity for CMC, and CMC is not an investment product nor is it intended for any speculative investment whatsoever;*
- *none of the Company, the Distributor, their respective affiliates, and/or the CMC team members shall be responsible for or liable for the value of CMC, the transferability and/or liquidity of CMC and/or the availability of any market for CMC through third parties or otherwise; and*
- *you acknowledge, understand and agree that you are not eligible to participate in the*



distribution of CMC if you are a citizen, national, resident (tax or otherwise), domiciliary and/or green card holder of a geographic area or country (i) where it is likely that the distribution of CMC would be construed as the sale of a security (howsoever named), financial service or investment product and/or (ii) where participation in token distributions is prohibited by applicable law, decree, regulation, treaty, or administrative act; and to this effect you agree to provide all such identity verification document when requested in order for the relevant checks to be carried out.

The Company, the Distributor and the CMC team do not and do not purport to make, and hereby disclaims, all representations, warranties or undertaking to any entity or person (including without limitation warranties as to the accuracy, completeness, timeliness, or reliability of the contents of the Whitepaper or the Website, or any other materials published by the Company or the Distributor). To the maximum extent permitted by law, the Company, the Distributor, their respective affiliates and service providers shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including, without limitation, any liability arising from default or negligence on the part of any of them, or any loss of revenue, income or profits, and loss of use or data) arising from the use of the Whitepaper, or any other materials published, or its contents (including without limitation any errors or omissions) or otherwise arising in connection with the same. Prospective acquirors of CMC should carefully consider and evaluate all risks and uncertainties (including financial and legal risks and uncertainties) associated with the distribution of CMC, the Company, the Distributor and the CMC team.

CMC Token: CMC are designed to be utilized, and that is the goal of the CMC distribution. In fact, the project to develop CMC would fail if all CMC holders simply held onto their CMC and did nothing with it. In particular, it is highlighted that CMC:

- does not have any tangible or physical manifestation, and does not have any intrinsic value (nor does any person make any representation or give any commitment as to its value);
- is non-refundable and cannot be exchanged for cash (or its equivalent value in any other digital asset) or any payment obligation by the Company, the Distributor or any of their respective affiliates;
- does not represent or confer on the token holder any right of any form with respect to the Company, the Distributor (or any of their respective affiliates), or its revenues or assets, including without limitation any right to receive future dividends, revenue, shares, ownership right or stake, share or security, any voting, distribution, redemption, liquidation, proprietary (including all forms of intellectual property or license rights), right to receive accounts, financial statements or other financial data, the right to requisition or participate in shareholder meetings, the right to nominate a director, or other financial or legal rights or equivalent rights, or intellectual property rights or any other form of participation in or relating to CMC, the Company, the Distributor and/or their service providers;
- is not intended to represent any rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
- is not intended to be a representation of money (including electronic money), security,



commodity, bond, debt instrument, unit in a collective investment scheme or any other kind of financial instrument or investment;

- is not a loan to the Company, the Distributor or any of their respective affiliates, is not intended to represent a debt owed by the Company, the Distributor or any of their respective affiliates, and there is no expectation of profit; and,

- does not provide the token holder with any ownership or other interest in the Company, the Distributor or any of their respective affiliates. Notwithstanding the distribution, **users have no economic or legal right over or beneficial interest in the assets of the Company, the Distributor, or any of their affiliates after the CMC distribution.**

Market: To the extent a **secondary market** or exchange for trading CMC does develop, it would be run and operated wholly independently of the Company, the Distributor, the distribution of CMC and CMC. Neither the Company nor the Distributor will create such secondary markets nor will either entity act as an exchange for CMC.

Informational purposes only: The information set out herein is only conceptual, and describes the future development goals for CMC to be developed. In particular, the project roadmap in the Whitepaper is being shared in order to outline some of the plans of the CMC team, and is provided solely for **INFORMATIONAL PURPOSES** and does not constitute any binding commitment. Please do not rely on this information in deciding whether to participate in the token distribution because ultimately, the development, release, and timing of any products, features or functionality remains at the sole discretion of the Company, the Distributor or their respective affiliates, and is subject to change. Further, the Whitepaper may be amended or replaced from time to time. There are no obligations to update the Whitepaper, or to provide recipients with access to any information beyond what is provided herein.

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Executive Summary

The value proposition of Cash Money Coin for artists and NFT developers is that they reap all the benefits generated by the economic interaction between users and their services or products. In order for this economic interaction to take place, Cash Money Coin enables the exchange of three things: money, goods and services.

The Cash Money Coin ecosystem brings fans more of their favorite artists' creative content, provides exclusive access through ownership of their limited edition NFTs, and allows them to invest directly into Cash Money Records' future projects. Cash Money Coin powers a network where Cash Money Records and its artists facilitate the transactions of their NFTs and metaverse



concerts.

Holders of Cash Money Coin will have the ability to buy special NFTs. Holding those NFTs, in turn, rewards the holders with a stream of Cash Money Coin. Additionally, holders of at least 10 million Cash Money Coins are invited to special online events and holders of 100 million coins are invited to an annual appearance by Birdman. In general, holders receive exclusive access to artists through owning certain amounts of tokens and/or owning certain NFTs. This access includes online fireside chat rooms, VIP tents at events, and other privileges. Cash Money Coin holders will receive discounts on subsequent Cash Money Coin project releases such as presale and whitelist status for NFTs and future tokens. Cash Money Records will require the underlying token to be used for any in-person events.

The planned development of the Cash Money Coin app will be used to help power the ecosystem as described above.

History of Cash Money Records

Source: Billboard

Source: Billboard

In 2009 Young Money, their joint venture with Lil Wayne, launched. The label's success carried into the 21st century when Lil Wayne was made President and CEO of Young Money Entertainment. Cash Money Records grew in popularity after signing Drake and Minaj in 2009; the pair has since released a combined nine studio albums, all platinum or better. Along the way, the label's artists started to rise with Drake has pulling in \$257 million since 2011; Nikki Minaj (\$135 million) and Lil Wayne (\$145 million) are right behind Birdman (\$156 million)¹.

Birdman, one of the Williams brothers, released his first debut album, titled Birdman, in 2002. Birdman continued to release solo albums throughout the decade, including a charting Lil Wayne duet in 2006, "Like Father, Like Son." In 2013, Birdman formed the group Rich Gang which is a collaboration between artists on the Cash Money and Young Money. Birdman's net worth is believed to be \$100 million as of 2022, making him one of the wealthiest rappers in the world. Birdman is a founding member of Young Money Cash Money Billionaires, a merger of Cash Money and Lil Wayne's record company, Young Money².

About Tech of the West

Tech of the West is a progressive technology solutions provider with the vision to provide technology solutions to legacy industries like record labels and recording artists who have not been quick to adopt to the evolving digital asset space. Also, Tech of the West specializes in creating decentralized solutions and automation for organizations that are newer to such technology. In addition to this, they work to help remove barriers to entry for companies looking to get into blockchain token issuance for engagement



purposes. Tech of the West's objective is to push the boundaries through using digital assets and consensus protocols that blockchain technologies offer.

Tech of the West has signed an exclusive licensing agreement with Cash Money Records and "Birdman" Williams, the CEO of Cash Money, to launch Cash Money Coin, a token to promote engagement and greater interaction with the fan base of Cash Money Records and Birdman himself. As a BEP-20 token on the Binance Smart Chain, Cash Money Coin is the underlying token for the entire Cash Money Records ecosystem and catalog of artists and NFTs.

Executive Management

The day-to-day affairs of the Company are directed by our Executive Management Team. The Executive Management Team shall exercise their best efforts and their ordinary and customary business judgment and practices in managing the affairs of Tech of the West as a token issuer.

Co-Director – Alex Carney

Mr. Carney is an experienced entrepreneur and emerging asset class specialist. First dealing in Bitcoin in 2011 as an early investor, he branched out into other Altcoins and industries like cannabis.

During his years in the California cannabis industry, he engineered and cultivated many boutique strains tailored for high-net worth individuals and entertainers. Currently, he has several ventures in the space cultivating cannabis for pharmaceutical use in conjunction with the University of Louisiana and pharmaceutical companies in creating proprietary treatments in the "natural health" sector. Mr. Carney has had several successful ventures in the digital asset space beginning in 2017 and has since launched several ventures including most recently PokerMania, the "First Poker Focused Tournament Token Fully Decentralized" and Yocoin.

Co-Director – David Boutte

Mr. Boutte prides himself on his network and relationships formed through life experience and a decade long social media presence. He is a serial entrepreneur with successful ventures in fitness, leisure, social media, and digital assets.

Mr. Boutte has been recognized for his marketing, networking, community development, and advertising skills both online and offline. Mr. Boutte is adept at team-building, task management, strategic planning, investor relations, social media marketing and PR. He has been involved in crypto and digital assets since 2017. He is a co-founder of PokerMania and Cash Money Coin will be his 3rd foray into the digital asset markets. Though a skilled deal-maker, Mr. Boutte is known for his community involvement through his work with several inner-city churches. His community involvement stems first from his faith and convictions, but also from his time as a firefighter defending homes and families in California.



To successfully manage our growth, the Executive Management Team may:

- Expand and enhance administrative and/or technology infrastructure;
- Expand or enhance access to debt and/or equity capital; and
- Enhance management systems, financial and information systems, and controls.

Other persons may be employed to manage activities, and they include but not limited to traders, analysts, investment advisors, accountants, attorneys, risk managers, statisticians, computer technicians, investment banking consultants, etc. The services of other professionals may be contracted if deemed in the best interest of the Token Issuer, Cash Money Records.

Binance Smart Chain

Source: Binance

Source: Binance

The Binance Smart Chain has already reached approximately two billion transactions and over 500+ projects since its inception and serves as a major DeFi player³. Perhaps the most prominent protocol running on the Binance Smart Chain is PancakeSwap, a highly liquid decentralized exchange (DEX) and a market maker that enables seamless BEP-20 token exchanges with volume typically exceeding \$100 million in 24 hours⁴.

The BEP-2 token per the Binance Chain has been subsequently upgraded to BEP-20, a standard that provides additional specifications compared to Ethereum's ERC-20 standard. BEP stands for Binance Chain Evolution Proposal with regards to the Binance Smart Chain, and 20 is the number that was assigned to this request. BEP-20 is compatible with both and provides developers with multiple options for token management. The BEP-20 protocol, allows developers to outline interaction between digital assets. These rules include how the tokens are transferred between addresses and how data within each token is accessed. Like other distributed



ledger technologies, it allows for the peer-to-peer electronic exchange of coins.

Cash Money Record will leverage the BEP-20's functionality to create its native asset on the Binance Smart Chain, Cash Money Coin (CMC). Tech of the West, together with Cash Money Record, will leverage BEP-20's functionality to create its native asset on the Binance Smart Chain. This asset is known as Cash Money Coin. issue BEP-20 tokens in the form of Cash Money Coin.

To facilitate the technical specifications of Cash Money Coin upon launch, multiple entities affiliated with BEP-20 development exist as possible contractors to ensure that the basic functionalities for the BEP-20 token are tailored exactly for CMC's purposes including but not limited to token transfer, ownership, burn rate, and balance. In addition, such contractors would serve as point of contact to support any potential setback for Cash Money Record's token initiative with Cash Money Coin. Examples of such entities are *Antier Solutions* and *Developcoins* to just name two. Alternatively, Cash Money Record could consider the do-it-yourself BEP-20 Token Generator.

Thanks to the BEP-20 standard, multiple wallets exist to store the Cash Money Coin on the Binance Chain. Some examples of compatible wallets for use include:

- Trust Wallet
- MetaMask
- Ledger
- Trezor

Metaverse, NFT, and Concert

Source: ZB Label
Source: ZB Label

technology offers in the form of NFTs. It is inevitable that blockchain will take a significant role in the maturation of metaverse technology as a response towards declining trust in institutions. As a very new technology, the metaverse lacks a fully developed and highly sophisticated platform at this point in time.

Tech of the West and Cash Money Records recognize significant potential of the metaverse and its ability to be monetized. The metaverse will be utilized within Cash Money Records' business model. Tech of the West, through its Cash Money Coin issuance, will establish a network where artists can facilitate the transactions of their NFTs, engage in metaverse concerts using Cash Money Coin, and many others.

While Meta, formerly known as Facebook, is widely viewed as the herald of metaverse technology, the reality is that countless companies such as Microsoft, Snap, Tencent, Roblox, NVIDIA, and many more have jumped on the metaverse bandwagon in terms of world-building.

While Meta is betting on the future of metaverse, in particular its own platform, it has run into a rough start marked by its launch of Horizon Worlds, a native Meta virtual reality game, in late



2021 due to allegations of toxic user behavior⁵. In addition, multiple VR concerts have been hosted recently by stars like DJ David Guetta and Young Thug in Horizon Worlds but none of those concerts garnered expected views or attention. On the other hand, Travis Scott's concerts drew many millions of viewers through Fortnite in 2020; similarly, Ariana Grande stole the thunder with her performance in Fortnite with nearly 100 million users not to mention how Zara Larsson earned multi-million revenues within a Roblox concert from only sales of gaming⁶ memorabilia⁶. In any case, VR concerts or worlds are not fully augmented yet in terms of user experience due to fledgling technology.

Concerts in the metaverse could lead to significant adoption of the technology thanks to recent and future high-profile concerts. Future, a Grammy winning rapper, performed at an in-person concert hosted by Animal Concerts – a metaverse NFT ecosystem similar to Tech of the West's CMC platform; the concert was subsequently broadcast in the metaverse⁷. Similarly, Stageverse captures and transitions real-life concerts in the metaverse such as a Muse concert in Madrid from 2019⁸. In such a setting, there is no COVID restriction and unrestricted NFT exchange between artists and fans.

Hosting concerts in the metaverse generally increase celebrities' profit margin – compared to traditional streaming services such as Spotify – due to an alternative business model that involves no traveling requirement, minimal overhead, unlimited viewer size, not to mention how such concerts offer far greater interactivity compared to one-sided television broadcasts. For example, the chart on the right outlines metaverse's potential for a cost-effective revenue model in Travis Scott's case⁶.

Each virtual Fortnite concert was about 10 minutes long, and by hosting 5 concerts Travis Scott was able to earn roughly 1/3 of his revenues aggregated from 55 concerts over two years.

While the interactivity that is found in the metaverse varies in scope, much work has been put in this in order to mimic or even transcend in-person interactivity. After all, concerts are a social experience as opposed to just a musical treatment. For examples, Roar Studies is looking into a way to join musicians together and Stageverse is incorporating three-dimensional audio along with sub-communes of users⁸.

In fact, concerts are already ubiquitous across metaverse platforms. Music groups like Open Pit, Twenty One Pilots, and ABBA to name few are jumping on the bandwagon across metaverse platforms like Minecraft and Roblox. On the platform side, HTC Vive is developing Beatday which is a metaverse platform designed from the grounds up for concerts specifically.

Metaverse concerts have amassed significant attention as of lately, most likely due to the convergence of three forces: timing, technology, and generation⁶. With regards to timing, the pandemic forced everyone to be comfortable with transitioning nearly all their routines on a virtual basis, and the interest in the concept metaverse has exploded following Facebook's rebranding to Meta (as attested by Google search results). Blockchain, headsets, and other



technology have all contributed to the user experience within metaverse. Lastly, Gen Z is truly the user base pushing the metaverse concept into mainstream acceptance; the majority of the user bases of metaverse platforms such as Roblox, Fortnite, and Minecraft consists of Gen Z. Widespread acceptance of metaverse is inevitable as Gen Zers age.

The trends as described above coincide with how artists' revenues have been dropping because of declining album sales in conjunction with the increase in streaming. In the meantime, fans' desire for personal interaction far exceed artists' practical capabilities.

A compelling incentive for the rise of NFT in a metaverse context is the interoperability of NFTs between multiple decentralized virtual worlds, although this interoperability may not be readily adopted by certain "closed," centralized platforms such as Meta's Horizon Worlds. Roblox, Minecraft, and Fortnite are also "closed" but that may change in the future. Such closed ecosystems differ with platforms like Snoop Dogg's Sandbox platform as well as the Winklevoss Twins' \$400 million raise for a decentralized alternative to Meta's platform. Regarding Snoop Dogg's Sandbox, it is expected that a concert-focused metaverse would have ancillary features beyond music; for example, someone paid \$450K to become Snoop's neighbor in the Sandbox metaverse which means highly personal access to the Snoop anytime he's available in the metaverse.

There are other drivers for NFT's rise beyond interoperability. For one, it's worth noting that people purchase NFTs not only for art or investment, but also for their utility in the metaverse. NFTs lie neatly in the intersection of engagement, rewards, and loyalty when it comes to streamlined interaction between artists and fans either inside or outside the metaverse. NFT's properties apply not only in the digital realm but also in the physical realm as well; an infrastructure is emerging to tag digital NFTs with physical items.

Metaverse concerts, as complemented by NFTs, are here to stay as those possess notable advantages over traditional in-person concerts:

- Minimal overhead
- Unlimited attendee size
- No traveling requirement
- Interactivity is maintained or even enhanced (in theory)
- Increased profit margin for artists
- Additional unique revenue streams for artists

Use Cases For Cash Coin Money

Multiple possible use cases exist for the Cash Money Coin as sponsored by Tech of the West and Cash Money Records. Most of those use cases will initially be encapsulated by the Cash Coin Money App, and all of those use cases operate on Cash Money Coin as opposed to a traditional currency like the dollar.



Possible use cases for Cash Money Coin:

- **Metaverse**
 - Purchasing avatars or items (NFTs) for use in unique ways.
 - Obtain VIP privileges but in a metaverse context.
 - Artists may host virtual meet and greet in exchange of payments.
 - Unfettered NFT exchange of goods, services, and items directly between artists and fans before, during, or after metaverse concerts.
 - Cash Money Coin balances may serve as governance token in the sense that they can vote on which songs the artists perform or which outfits the artists will wear.
 - Concert ticket purchases based on tiers.
 - Users earn Cash Money Coin through viewing and participation (voting for your favorite song, survey, social media activity, etc.).
- **Merchandise Marketplace**
 - Selling and buying of Cash Money Records branded merchandise.
 - Merchandise-based NFTs could be combined with physical memorabilia (e.g. handwritten lyrics).
- **Ticket Marketplace**
 - Buying tickets to exclusive events that include but are not limited to concerts.
 - Buying and selling tickets for Cash Money Records events.
 - Tickets for accessing virtual spaces like VIP parties, lounges and meet-and-greet sessions.
 - Cash Money Coin will be required for any in-person events like concerts.
 - Promoters, distributors and sales agents could earn additional Cash Money Coin for closing ticket sales before a pre-determined date.
- **Album Marketplace**
 - Requesting access to on-demand albums for purchase/download from an extensive selection of Cash Money Records artists.
 - Such album transactions are planned to take place as NFT exchanges.
- **NFT Marketplace**
 - Buying and selling products owned or endorsed by Cash Money Records artists.
 - Providing fans with more of their favorite artists' creative content, including limited edition NFTs.
 - Artists would be able to transparently track their content distribution through the Cash Coin Money ecosystem.
- **Token Rewards**
 - Holders receive exclusive access to artists through owning certain amounts of tokens or owning certain NFTs.
 - Cash Money Coin holders will receive privileges on Cash Money Coin project releases such as presale and whitelist status for NFTs.
 - Holders will be allowed to invest directly in Cash Money Records' future projects, and at a discount.
 - Holders of Cash Money Coin will have the ability to buy special NFTs.
 - Holding certain NFTs may reward the Cash Money Coin holders with an additional stream of Cash Money Coin.
 - Holders of at least 10 million Cash Money Coins are invited to special online events.
 - Holders of 100 million coins are invited to an annual appearance by Birdman.



- Holders may be rewarded with access to online fireside chat rooms, VIP tents at events, and other privileges.
- A discount across a range of products is applied based on loyalty and history as documented on the Cash Money Coin blockchain.
- Collecting user data for use in direct marketing to Cash Money Coin holders.

As we can see from the above, multiple possibilities exist for the utility of the Cash Money Coin. As development and technology progress, the full range of implemented use cases will evolve and adapt accordingly.

The following illustration shows a snapshot of the Cash Money Coin ecosystem, at least in the beginning prior to full mainstream adoption and development of the metaverse. In the beginning, the ecosystem may be fragmented to a degree and is primarily supported by the Cash Money Coin app's functionalities. But as metaverse technology progresses, the closer the entire ecosystem gets to fully merging.

On the left is an arbitrary, rudimentary GUI of the Cash Money Coin app. Multiple "portals" are planned on the app as shown below while embedding token rewards and metaverse linkages whenever possible.

For illustration purpose, the following outlines three scenarios of Cash Money Coin usages out of countless possibilities:

- Scenario #1
 - A user wants to be eligible to purchase a special edition NFT from his/her favorite artist, and it requires having a 5 million CMC in one's balance per the framework set out in the DAO's Cash Money Coin governance.
- Scenario #2
 - A user wants to obtain a physical handwritten collectible from his/her favorite artist, and so would like to use a NFT as an authenticator by paying the price in Cash Money Coin.
- Scenario #3
 - A metaverse concert attendee takes up on the artist's blank offer to join him/her on the stage in front of millions of viewers for a pre-determined amount of time



priced in Cash Money Coin.

Tokeconomics

There will be a total of 10 billion Cash Money Coin minted. The allocation breakdown is as follows:

- 10% to Cash Money Records, 5% at Launch and 5% released over 3 years
- 30% Development Team
- 10% Presale
- 5% Staking
- 10% Promotions/marketing
- 35% uncirculated

Cash Money Coin will be purchased by users from a decentralized exchange such as PancakeSwap and held in their personal wallets. These tokens can then be spent through the Cash Money Coin app, at in person events, or in the metaverse. Presale of the Cash Money Coin token will go live on PinkSale.Finance after the SEC filing is complete. Half of the liquidity raised in the presale will be locked for 1 year and sent over to PancakeSwap at the conclusion.

Decentralized Autonomous Organization (DAO)

Tech of the West is creating a Decentralized Autonomous Organization (DAO) to guide Cash Money Cash's operations as a utility token. Decentralization is the heart of Tech of the West's mission. Thereby, the DAO will be governed by NFTs (non-fungible tokens) acting as governance tokens, and empowered with voting rights as they would in a normal LLC. It is worth noting that this DAO and its governance tokens are not limited to Cash Money Coin as those could be used for other projects.

Subscribers to Tech of the West's raise will receive NFTs in the form of governance tokens for the DAO, and will be expected to vote as shareholders of the DAO on corporate matters according to their ownership stake just like a real company. Because this represents a DeFi protocol, it is expected that subscribers participate in accordance with the rules of the DAO.

Tech of the West sponsors a governance-token based DAO model as opposed to a share-based DAO model. Share-based DAOs are comprised of members that must submit a proposal to join the DAO and deposit value in the form of tokens — like ether (ETH) or DAI. On the other hand, governance-token based DAOs issue one token representing direct voting power and ownership of the company. Although share-based DAOs issue tokens, these tokens are generally redeemable for underlying capital at any time. In contrast, governance token protocols like MakerDAO allow users to exchange MKR for ETH on decentralized exchanges, but there is usually no capital reserve that MKR holders can trade against. Tech of the West's model is contemplated to be



similar to this. Multiple projects bear similarity with the planned DAO under Tech of the West, including but not limited to MakerDAO, Aragon, Friends With Benefits, NBA Top Shots, OpenSea, NFT Showroom, SuperRare, and NiftyGateway, and MakersPlace.

Tech of the West is also launching initially on a traditional LLC structure, by nature of the fact that it is raising money in a legal and compliant way and therefore follows the traditional route. This DAO will become the governing entity of the corporate structure upon conversion. Tech of the West is contemplating issuing several different ventures including tokens and stable coins, and so naturally it would begin the path in this manner as did UniSwap.

The acceptance of DAOs like the ones contemplated by Tech of the West is growing and is an emerging market that that may be mainstream in a few years. In this respect, Tech of the West is at the leading edge of something potentially revolutionary for the industry.

Sample DAO Governance Model (Right) vs Typical Corporate Structure (Left)

The following are the legal steps on behalf of Tech of the West's DAO incorporation:

- Tech of the West incorporates in Wyoming, USA.
- Tech of the West establishes the Wyoming DAO LLC which will govern the token issuance.
- The Wyoming DAO LLC initiates activities and corporation actions via smart contract.
- Tech of the West shareholders initiate staking protocol for the Governance Token through the DAO.
- The Utility Token of Cash Money Coin is created.

Further information on the industry trends and organizational structure of DAOs is found in the appendix.

Market Overview

NFT Market

During Q3 2021 alone, the NFT sales as a whole rose an astounding 7x⁶.

OpenSea, a platform for NFTs, held approximately 97% of the NFT market volume in 2021 Q3. As a market leader, OpenSea was valued at an astounding \$13.5 billion dollars after its \$300 million raise. It currently has daily volume exceeding \$3.5 billion in January 2022 alone.

Notwithstanding the significant inroads NFTs has made in the mainstream consciousness, only 2% of Americans have either bought or sold NFTs as of June 2021 which speaks volumes to how much room NFTs still have to grow. Jefferies Bank echoed this by forecasting the NFT market capitalization to soar over \$35 billion in 2022, and above \$80 billion in 2025.



Metaverse Market

The metaverse market represents a complementary market to NFT, thereby paving the path for Cash Market Coin to make its mark. Various projections indicate massive growth in the metaverse market:

- Citibank has estimated that the metaverse market will soar above \$1 trillion by 2035⁹.
- On the other hand, a study by Bloomberg suggested a more aggressive timeline; it has estimated that the metaverse may transform into a \$800 billion market opportunity by 2024¹⁰.

According to Grayscale, the total market capitalization of top NFT-based metaverses hovers at around \$27.5 billion, which is far less than the traditional Web 2.0 market capitalization of Web 2.0 companies and industries¹¹. What this difference implies is a potentially massive shift of resources to the metaverse in the near future.

In terms of metaverse users, the growth has been exponential in which the current number of users, 50,000, is up about 10x since 2020. If this trajectory maintains in the future, mainstream adoption of the metaverse is inevitable.

In line with the previous statistics, the notional values exchanged in metaverse between developers, creators, and users indicate an explosive growth. The total value spent on metaverse items (i.e. NFTs) has surpassed \$200 million.

For funding deals, the amount comprised around \$1.8 billion but that still pales compared to the \$10 billion that Meta plans on investing in the metaverse. Grayscale has estimated that the metaverse may attain \$1 trillion in annual revenue one day and thereby competing with the current tech companies that are worth about \$15 trillion nowadays¹².

Needless to say, the metaverse market is still in the early stage and the market is highly fragmented and competitive.

Competition

The current competition in the music industry could be split into direct and indirect competitors. Direct competitors are those that attempt to penetrate the NFT metaverse concert industry using a utility token similar to Cash Money Coin, and indirect competitors are industry-agnostic metaverses that enable artists to promote themselves without needing to transact in a specific music-related utility token. In fact, any metaverse platform could in theory pose as an indirect competitor.



Direct Competitors:

- **Hypervers**
 - Hypervers is a platform facilitating streaming for virtual concerts and NFT exchanges.
- **Animal Concerts**
 - Animal Concerts aims to democratize the music industry by connecting star and emerging artists alike to fans for direct monetization and engagement, and does it with leading metaverse and streaming platforms alike.
- **MultiNFT**
 - MultiNFT's mission is to expose the virtual concert experience to a broad audience by providing an authentic music experience for those who want to immerse in the fabled nightclub in Decentraland's festival district, one of the most well-known spots in the metaverse.
- **VRJAM**
 - The VRJAM project partners with Enjin.io to develop an exclusive NFT concert metaverse from the grounds up that is tailored for the music industry along with having interesting features such as being "always on" as well as unique interactive opportunities like DJ lessons, private gigs, etc.

Few Examples of Indirect Competitors:

- **The Sandbox**
 - The renowned Warner Music Group will host a metaverse concert venue as well as an amusement park within The Sandbox, one of the most established current metaverse platforms.
- **Monkey King**
 - Monkey King is a popular NFT metaverse space for the global Asian community; it celebrated its recent successful launch of the Solana-based metaverse by having the DJ Steve Aoki perform virtually.

Roadmap

Tech of the West and Cash Money Records anticipate consistent development for at least two years in which the Cash Money Coin ecosystem will have begun to mature by 2024.

Phase #1

- Upon completing SEC registration and filing, Cash Money Coin will begin its presale on PinkSale.Finance
- Press release from Cash Money Records announcing the project
- Set up liquidity pooling and yield farming on DEXs
 - Set up an Initial Farm Offering (IFO) and a Syrup Pool on PancakeSwap
- Coin Market Cap/Coingecko listings
- Cash Money Coin app begins development to facilitate concert tickets, merchandise, and



special content – including NFTs – available to Cash Money Coin holders.

Phase #2

- Additional listings on DEXs for liquidity pooling and yield farming:
 - ApeSwap
 - SpookySwap
- Centralized exchange (CEX) listing
- Continue Cash Money Coin App Development
- Expand metaverse presence through Cash Money Records
- Expand the NFT catalog

Phase #3

- Additional CEX listing(s)
- Facilitate Cash Money Records artists' NFT projects
- Utilize NFTs (e.g. tickets) for in-person events
- Cash Money Coin App Launch
- Develop app portal for fiat onboarding
- Launch a Cash Money Records stable coin

As the Cash Money Records ventures into the NFT metaverse concert scene and checks items off from the roadmap, its big picture objective remains the same which is to stay competitive in the changing music landscape. In particular, Cash Money Records intends to do the following with the aid of Cash Money Coin:

- Discover avenues to provide additional access to Cash Money Records' artists and media.
 - Cash Money Records will continue introducing innovations building on Cash Money Coin and the Cash Money Coin app on behalf of both artists and fans.
- Fine-tune the Cash Money Coin's ecosystem.
 - Cash Money Records is focused on constantly improving its offerings and functionalities in order to appeal to as many buyers and sellers as possible.
- Expand the Cash Money Coin App Marketplace.
 - Cash Money Records will continue to partner with additional labels, media, and brands for further integration in the marketplace.
- Strengthen Cash Money Records' brand, and by extension Cash Money Coin's brand as well.
 - Cash Money Records will continue to enhance the fan experience for the next generation and elevate client relationships to the next level.
- Expand Cash Money Records' marketing channels.
 - Cash Money Records will double down on marketing initiatives across new and existing channels.
- Encourage adoption of Cash Money Coin ecosystem
 - Cash Money Records is prepared to adopt multiple channels, such as app notifications, to highlight value within the ecosystem's offerings.
- Increase Cash Money Records' global presence.
 - Cash Money Records plans on leveraging the metaverse's ability to break through geographic barriers to ramp up engagement beyond traditional



limitations.

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