

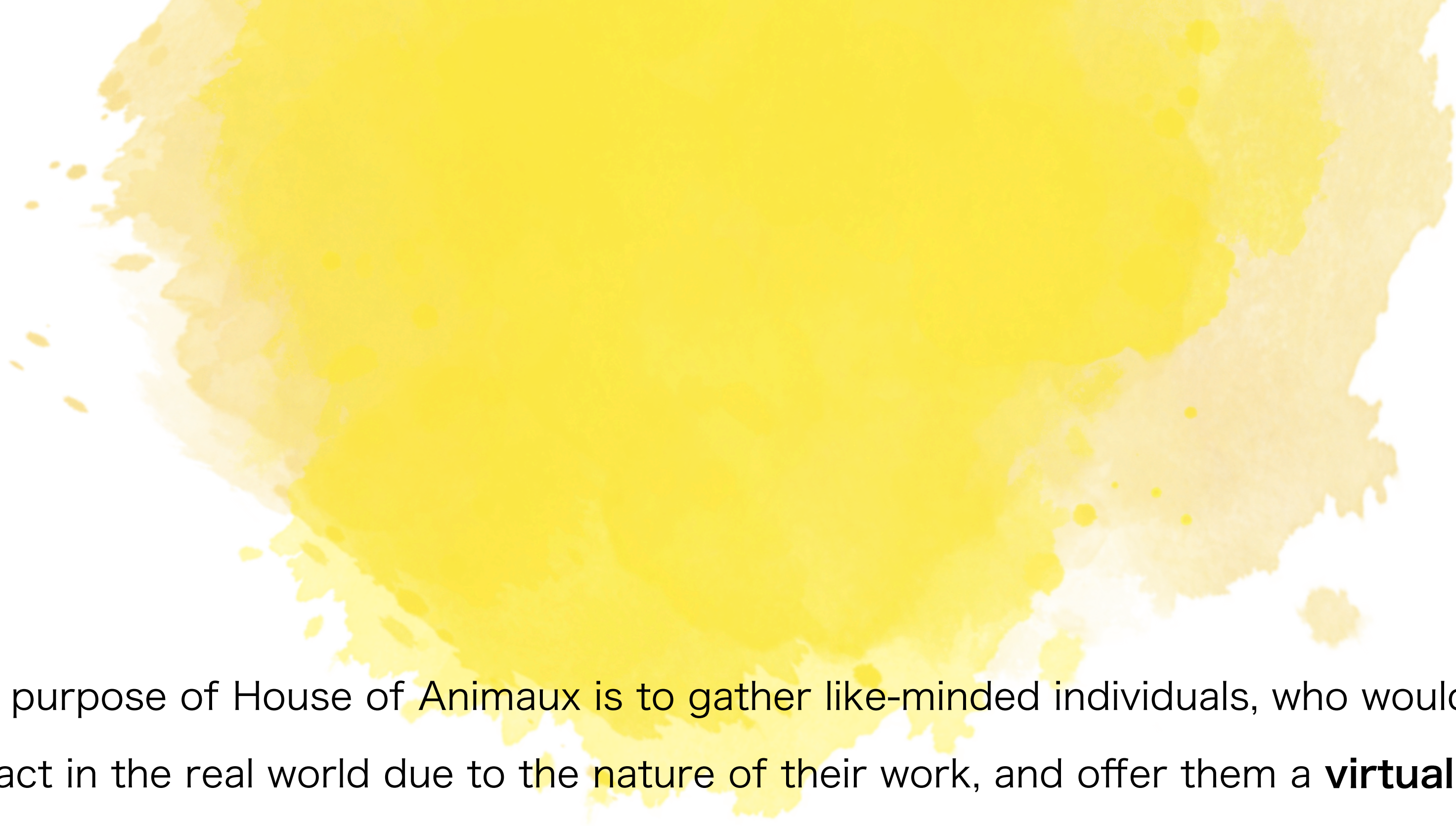


HOUSE *of* ANIMAUX

Exclusive NFT club

Welcome to **House of Animaux**, an exclusive, invite-only **NFT club** designed to elevate your social and professional environment and interactions.

The idea behind House of Animaux is to create an exclusive, **invite-only community** that would bring together content creators, artists, designers, models and other people working in or closely related to the **fashion industry**.



The main purpose of House of Animaux is to gather like-minded individuals, who would already naturally socialise and interact in the real world due to the nature of their work, and offer them a **virtual space online** where they would be **introduced to the world of digital economy** and guided through **the world of crypto and NFT** in order to help them thrive in the digital business environment.

In reality, the club is a hybrid between the virtual and the real world as there will be **plenty of gatherings** (parties, soirees, conferences, workshops and other educational events) organised in hopes of members maintaining connections in the real world while networking with new potential business partners and collaborators.



When it comes to the **NFT** aspect of House of Animaux, each member will receive their first NFT upon joining the club. This NFT will serve as their **Key** to the House of Animaux and will allow its holder to eventually **mint their own collections**, whether they want to do it individually, on their own or collaborate with other House of Animaux members or any third party/brand of their choice.

Being an NFT itself, **the Key will increase in value** as the club grows and will eventually be a very valuable NFT to own. For this reason the new members are expected to hold on to their initial NFT for a certain period of time before selling it in order to gain **significant profit** and increase the value of each member's Key.



In the meantime, members are encouraged to launch their own NFT collections with the help of **House of Animaux** which **offers complete guidance** through the **NFT minting process** and will lead the members through all of the steps of the process, together with the final stage when the NFTs would be launched on the **LocalNFT marketplace**.

The reason House of Animaux chose LocalNFT as the marketplace to launch its NFT collections at is the **minimal impact on the environment** that LocalNFT has. On a monthly basis, LocalNFT uses **less energy than an average household** which is very impressive given that the number one concern that NFT trade raises is the significant carbon footprint that large NFT marketplaces usually have.



House of Animaux members are **encouraged to launch their own NFT collections** in the form of photos, illustrations, stickers, graphics, videos, or any other digital content they create and find appealing. Once the collection is launched, the creator will promote their collection to their audience and receive a **percentage from every NFT sale**, whether the NFT is sold on primary or secondary market. House of Animaux will provide many educational workshops that will help its members learn the many aspects of the NFT economy and guide them through the creation of their collections. Our design and tech teams will be at the members' disposal should they need assistance with any step of the way, even taking over and bringing the creator's rough idea to life fully if needed.

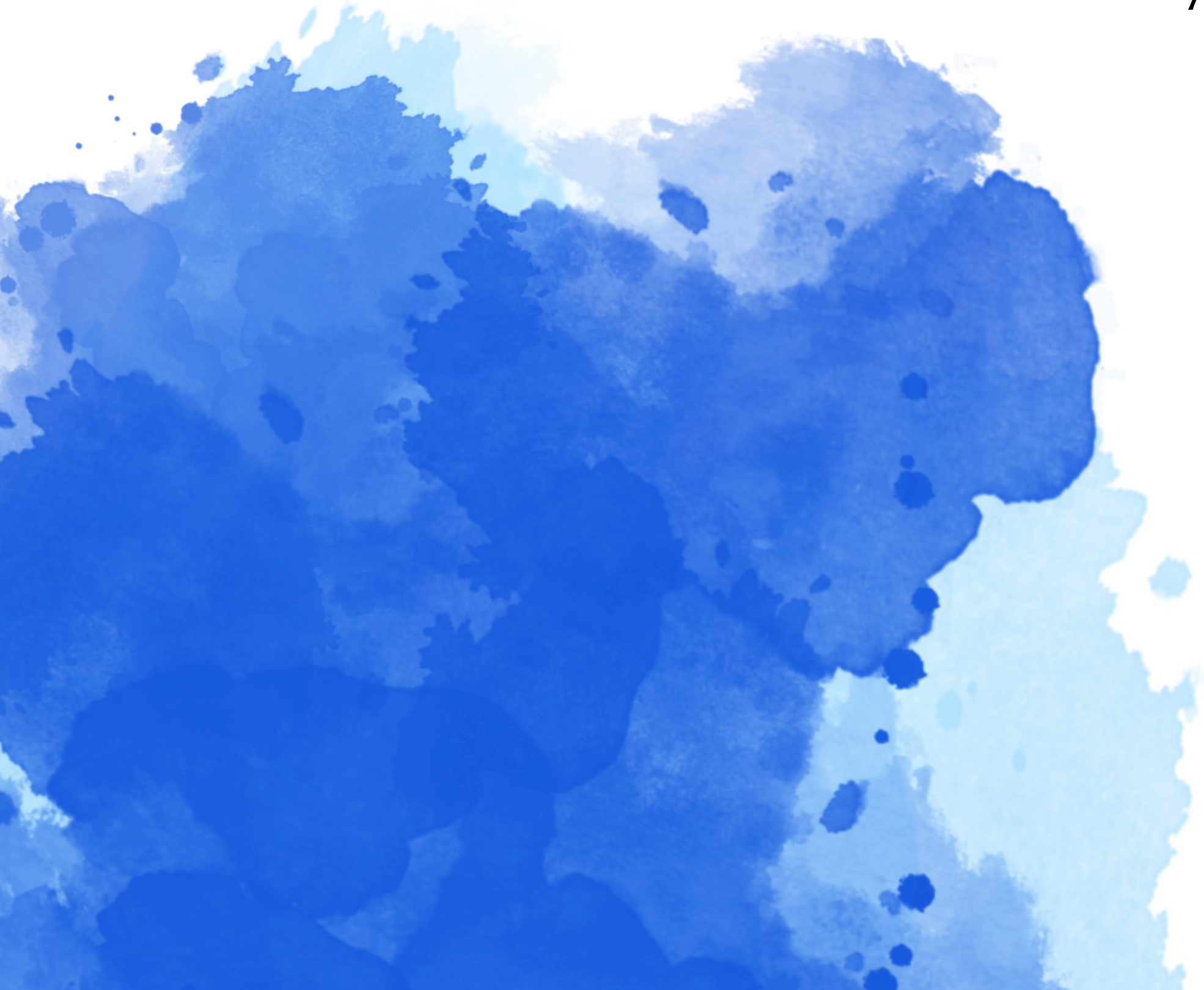




As previously mentioned, House of Animaux will organise a number of **events for its members** and their NFT Key will double as their ticket to these exclusive gatherings. In order to expand the club and have these parties attended by a diverse crowd interested to network with, House of Animaux members are encouraged to invite and recommend their friends, colleagues and acquaintances for club membership and take part in growing the community. In fact, **the more new people a member brings into House of Animaux, the higher they are ranked** in the club and the more benefits they get to enjoy.

Apart from the various events and workshops, just like any NFT community, House of Animaux members will be able to virtually interact at all times through an organised group messaging system.

This is where the majority of communication will take place with House of Animaux **announcing any upcoming collection drops, collaborations and events** and the members networking and communicating among each other about any potential joint business ventures.



House of Animaux will **carefully evaluate and select its members** based on their interests and proven creativity in content creation and fashion and navigate them through the expanding world of digital economy. Our mission is to facilitate the process of NFT creation and trade for creative individuals that have not yet been introduced to the world of crypto and help them streamline their creativity into **creating their own NFT collections** and earn significant profit while doing what they love doing most - creating content.

