

The \$CPTC Protocol

The mission of Cultural Places is to make culture accessible to everyone - fast, easy, and fair.



The **\$CPTC Protocol**

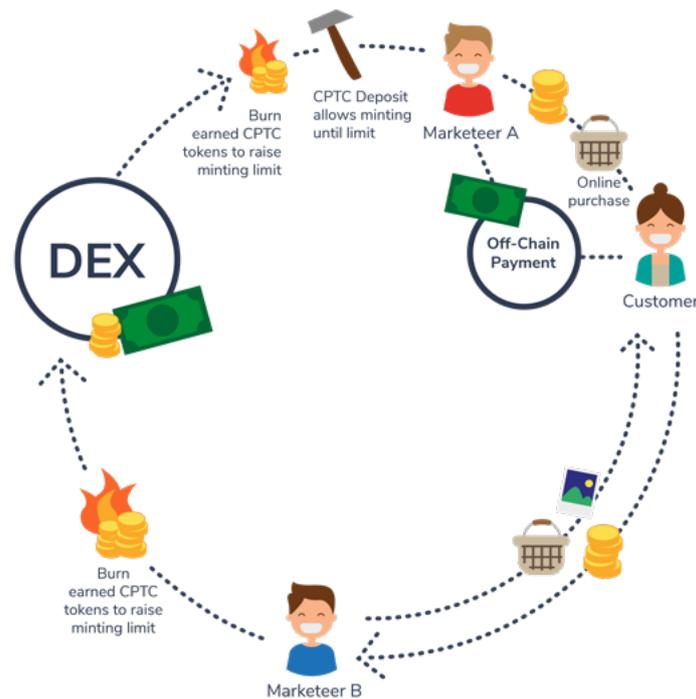
Cultural Places is a digital platform for culture and travel started in 2017, with over 250 cultural sites and institutions listed today. Cultural Places offers our marketers tools like a fully automated content management, a finance tool and a sales channel with smartphone app and web platform. Products marketed are digital services, such as digital media guides, tickets, and podcasts.

The COVID-19 pandemic exposed vulnerabilities in funding structures, sustainable community building, and support opportunities in the cultural sector.

\$CPTC is our idea of how to build communities and fans sustainably. We reward users for their contribution with a system that is not bound to a single platform.

\$CPTC provides utility and new approaches to manage digital art and content. The Cultural Places Marketing Team is already actively approaching existing and new customers to help them integrate \$CPTC into their organization.

1. Decentralized rewards that can be integrated into existing platforms.



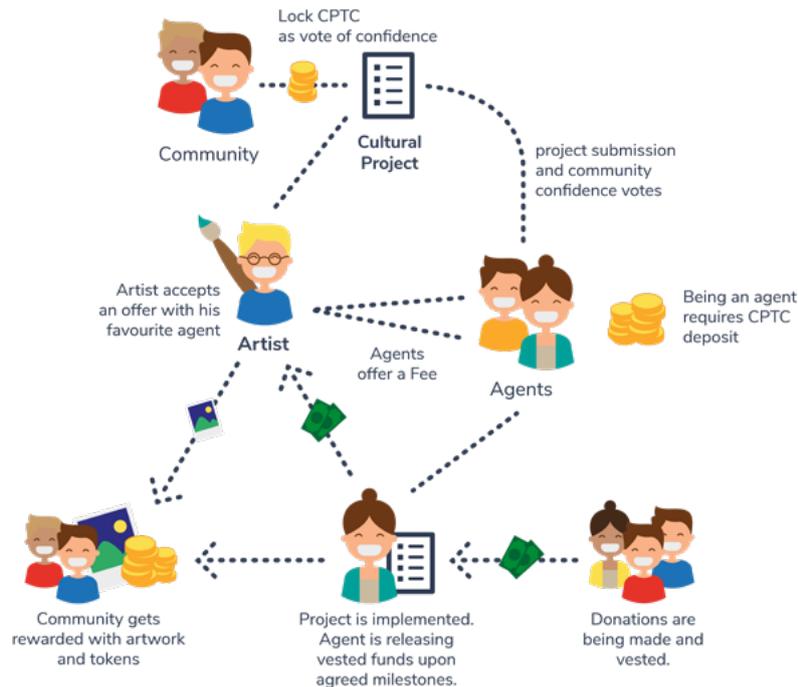
\$CPTC has an app frontend but can also be integrated in an existing platform like culturalplaces.com. Marketeers on B2B2C platforms can stake \$CPTC to earn the right to mint rewards. They can give the rewards to customers that make off-chain as well as on-chain payments.

If rewards are redeemed with a marketeer who has minting rights, the \$CPTC is burned to increase the marketeers minting ratio and keep his minting permission. If a marketeer burns more tokens than he mints, he can sell them on a DEX where they are bought by marketeers with a burn deficit.

This incentivizes the marketeer to provide attractive rewards offers, and thus keep \$CPTC interesting for the customer.

Customers who do not have crypto wallets can use \$CPTC through the platform as well: Upon registration a “gasless wallet” is created for them and stored on the blockchain. This enables people who dont want to be involved with the complexity of crypto to own tokens and NFTs and take part in the system. Our team is already actively approaching existing and new customers to help them integrate \$CPTC into their organization.

2. Decentralized crowdfunding that charges less fees than cultural funding in TradFi



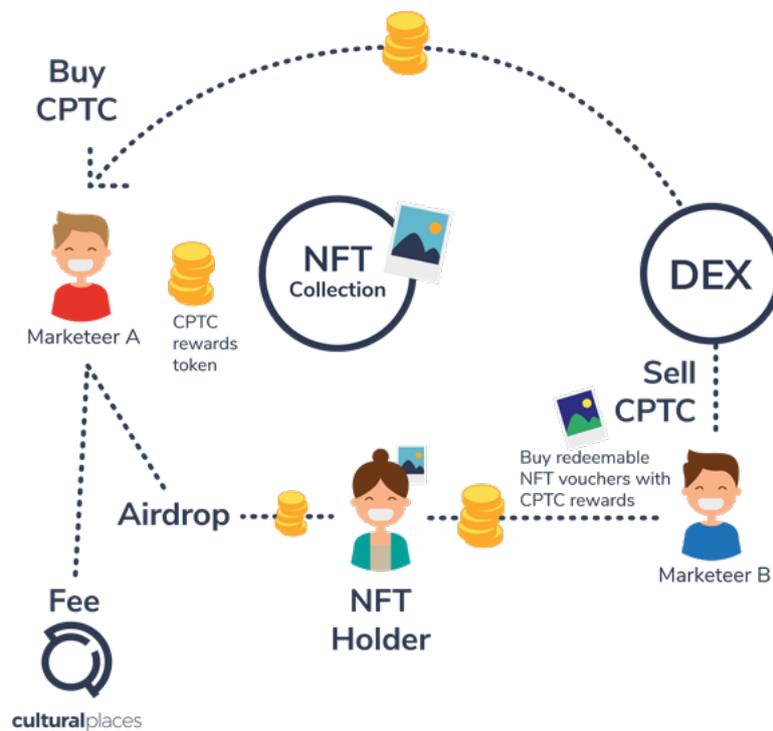
Dezentralized crowdfunding is managed by the artist under the supervision and guidance of an agent. The funding process ensures a secure procedure for all involved parties in 4 simple steps:

1. The artist opens a new project to fund and asks his community to stake \$CPTC on the project as a vote of confidence.
2. Agents then bid on the project by offering their fee rate and a community reward in \$CPTC.
3. During the funding period, the artist works on the project and the agent documents the project progress. Based on the project progress the agent releases the funds to the artist.
4. At the end of the crowdfunding project, the art and the \$CPTC staked for confidence is released to the community. The agent gives a reward to the community voters.

If a crowdfunding has to be cancelled, the agent can refund the money to the donors and the vote of confidence tokens to the community. The agents are paid from their fee. Agents also have to stake a security deposit in \$CPTC. This deposit serves as fraud protection and is used for remedy in case of malicious activity of an agent or project.

3. NFT as a service for cultural sites

by providing a set of NFT tools and rewards for NFT holders.



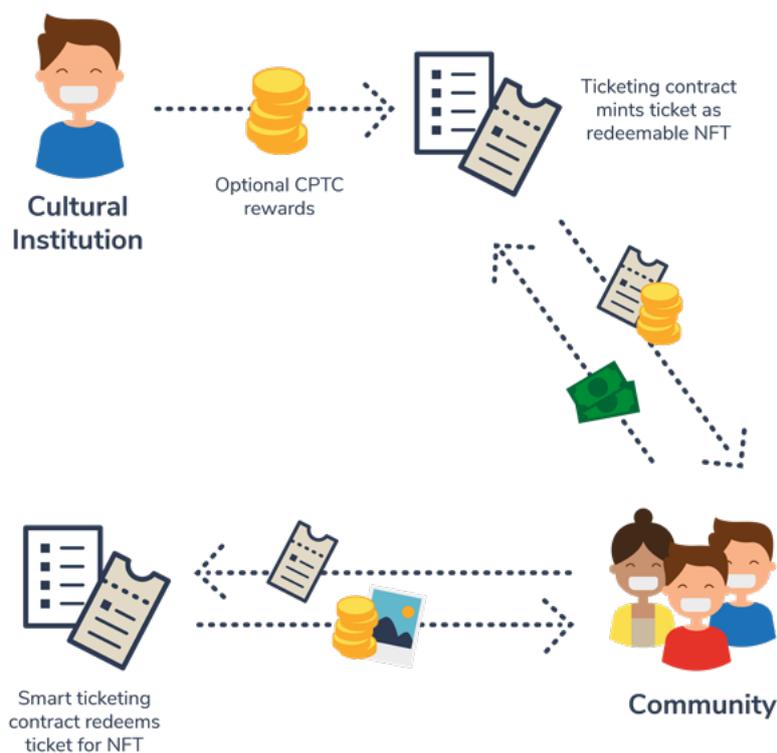
Cultural Places has a media team that helps customers to create and market NFT collections and their utility. The \$CPTC NFT collection is a showcase example of those services.

\$CPTC helps to increase the utility of any NFT collection instantly: The marketer of an NFT collection can buy \$CPTC and distribute them either per airdrop or claim button amongst the holders of the collection.

The holders can redeem or use their \$CPTC for every utility case \$CPTC provides. Marketeers can also offer NFTs (as redeemable, non-redeemable or ticket), in exchange for token.

4. NFT ticketing with redeemables tickets

that offer all the functionality of NFTs and can be used for POAP.



Event venues, museums, tour guides, or any cultural institution can use the NFT-based \$CPTC ticketing system. Having tickets as NFT offers a lot of options:

1. The cultural institution can control the ticket reselling and refunding policy. Unlike with traditional ticket systems, NFT tickets can be blocked from reselling more than once. This prevents a black market while still giving the user the opportunity to sell his ticket if needed.
2. Tickets are converted into a collectible once they're redeemed: A redeemed ticket of a city tour can become memorabilia with a personalized photo. A concert ticket can become a video of the event and help the community to relive the moment.
3. Redeemed tickets can have a license which allows the user to resell the NFT and grant the artist royalties. A concert video or a museum exhibit can become a piece of art, open to further modification.
4. NFT tickets work for online and offline events. Ticket sales and redeems can as well receive promotional rewards in \$CPTC token.

Tokenomics

Tokenomics is the economic model of a crypto protocol. It shows how the initially minted token are used and what impact the utility has on the supply.

Token distribution policy

The \$CPTC treasury aims to fund the project while increasing the value of the \$CPTC token simultaneously.

\$CPTC Token treasury	Balance
Total supply available to project	49,500,000.00
Airdrop and early backers	1,200,000.00
Reserved airdrop to prev investors	1,000,000.00
Reserved early backer packages	200,000.00
Distributed during IDO	5,606,797.15
IDO offerings	956,797.15
Public sale	3,750,000.00
Vetted backer rewards	650,000.00
Launchpad cost	250,000.00
Distribution marketing budget	6,719,000.00
Pool staking reserves	500,000.00
Airdrops and NFT incentives	2,969,000.00
Incentives for ecosystem users	2,250,000.00
Other activities	1,000,000.00
Reserve available to project	3,143,202.85
Remaining supply vested for project	41,000,000.00
Quarters vested	10
Quarterly un-vesting for project team:	4,100,000.00

4% of the supply are incentives for early protocol adopters

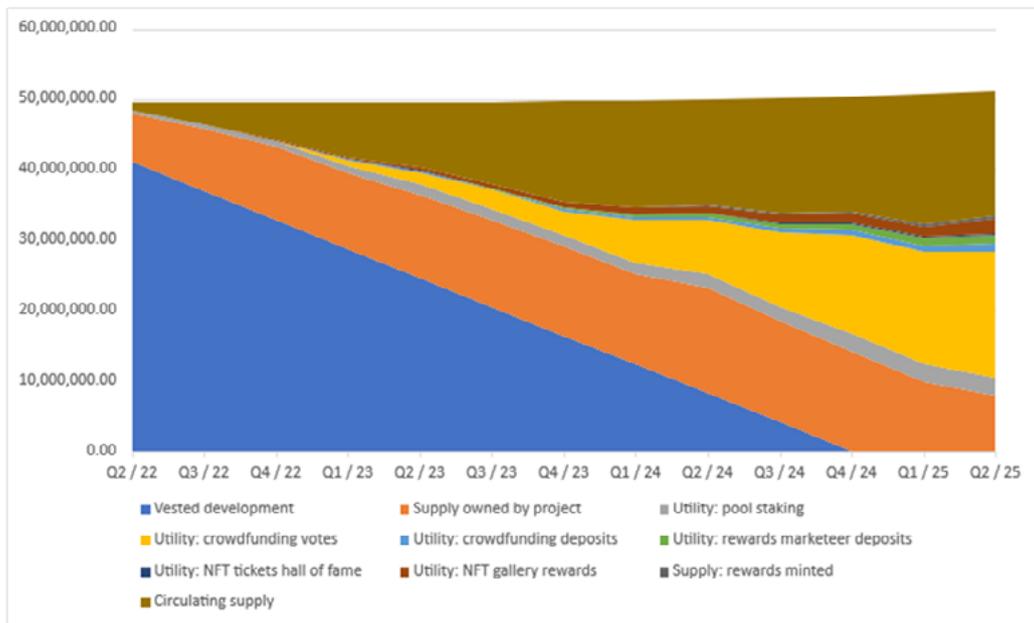
2% of the supply are reserved for protocol backers to incentivise pool staking

Treasury will buy back \$CPTC tokens as needed and offer to backers for pool staking

Remaining funds after launch will be vested and released to the project team on a quarterly basis

Token supply and usage

The graphic below illustrates the supply and demand of the \$CPTC token through the utility. Demand is based on our business forecast and the release roadmap in this document.



80% of the initial supply gets vested for later release, giving investors security that the investment is not abused

Quarterly 4.1 Mio tokens are released and sold off through the market to finance development of the use cases

The use cases generate demand through the utility they provide. This market pressure reduces supply



Why blockchain?

We chose \$CPTC to be a blockchain project because:



DeFi allows us to rethink the flow of value in a community and simplify the exchange of value between the parties and platforms.

From an user perspective, \$CPTC is always a rewards point. Marketeers, cultural Institutions and artists however buy and sell the \$CPTC token as a form of clearing the rewards income and expenses in between them.

A marketer who contributes highly sought after reward offers will end up with more tokens and can sell them off to a marketer who wants to use token in a rewards campaign.



Decentralized crowdfunding uses blockchain concepts like consensus, proof, and quadratic funding to provide a better experience at a fraction of the cost.

The artist is in control of the crowdfunding, which gives him more options to taylor his funding campaign. The community participation shows the agent how much public support a project has.

This makes validating a project easier, brings costs down, and increases security.



NFTs provide various interesting use cases for the cultural industry.

For example, they can be used for NFT-based ticketing for single tickets and passes, NFT collections for visitors and supporters, redeemable NFTs to increase customer satisfaction, and, in the end - provide more fun.

NFTs will definitely play a big role in the future of culture marketing. We leverage NFTs potential in \$CPTC as art, tickets, or source of income for an artist, tour guide, or cultural institution.

Roadmap 2022

The journey to implement all the utility to \$CPTC will last for two years, and the first utility will be available in Q3/2022. Investors and the community can help us by participating in \$CPTC pool staking or holding \$CPTC. We also offer SAFT agreements, OTC buys, and other investor opportunities.



Team

The \$CPTC protocol is a project of **OROUND0 Mobile GmbH**, founded in 2014. We are an international LTD company with offices in Vienna (HQ), Zagreb, Banja Luka, and Jakarta. Our main project is the Cultural Places platform for culture and travel. OROUND0 mobile has full approval for \$CPTC from Austrian regulators, and all smart contracts are audited externally.



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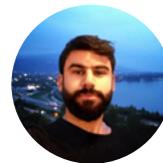
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