



**RBRN**

WHITEPAPER

V . 2023



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## THE PROBLEM

We once cohabited our singular planet in harmony with nature.

Now, we consume nature and destroy it every day through our extraction of finite materials, the products we create, use, and then dispose of, and through the industrialisation of the food we grow, consume, and waste.

We simply will not be able to live on this planet in the near future if we continue to deplete our natural resources.

We need to find ways to reverse our addiction to over-production, overconsumption, and the global toxification of the planet.



REPAIR

REUSE

RECYCLE

## THE SOLUTION



### We are RBRN.

We are creating change in the world through inspiring communities, stories, and products that together help us shift to a circular system. In this system, no materials are wasted; they are all reborn, and we start to live in balance with nature.

#### **Together, we will disrupt the old model.**

We will always be radically transparent, even when we know we can do better.

We believe it's critical to share the scale of the challenge (greenwash/climate crisis) but we also remain incredibly optimistic about all of the solutions, and inspire our community, by giving them an opportunity to invest in these solutions through products.



### Together, we are the catalysts of change.

We know we won't be able to do it in 1 or 3 years; it will take time.

We will inspire you through our visuals and content that help to connect all of us around the scale of the challenge on a global level.

We will support you in taking the first steps and together will make a difference.

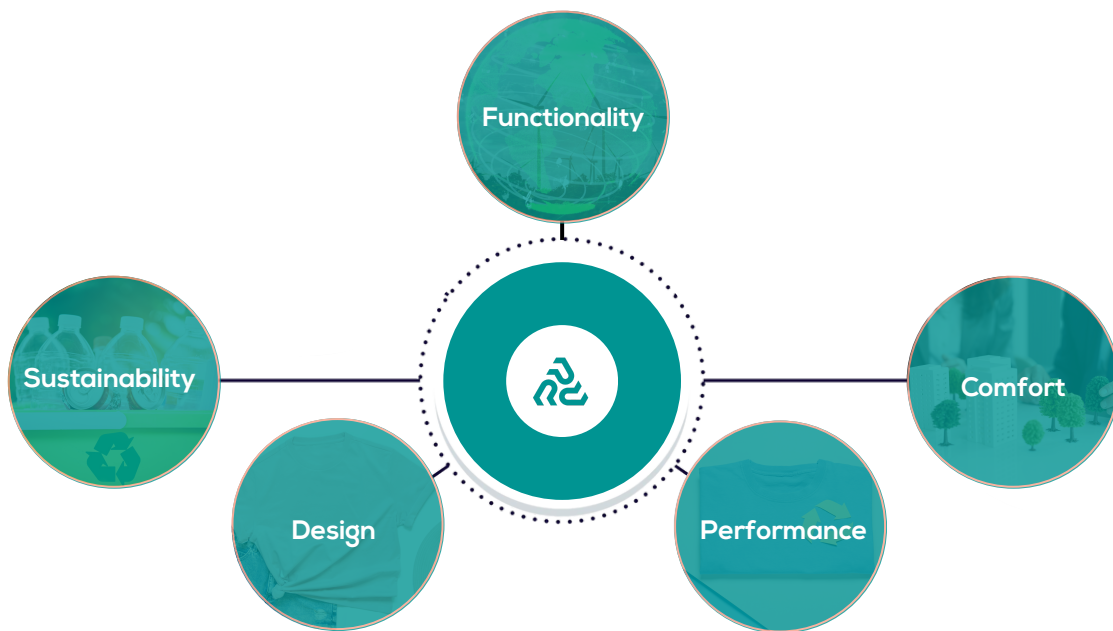


# COMPANY OUTLINE

## RBRN Vision

To create products with minimal environmental impact. Our company will utilise industry expertise and knowledge to produce items from reborn fabrics and, where possible, repurpose existing materials to create new products that align with our 5 key pillars.

## Reborn – 5 key pillars



## RBRN Mission

Our mission is to educate people on the concept of a 'circular economy' and the impact that their buying decisions have on the planet. We intend to incentivise people to buy sustainably by offering high-quality premium products that have a minimal carbon footprint. By being fully transparent with how our products are developed, we can help buyers to make more informed decisions when it comes to choosing which products they buy.



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# RBRN BUSINESS AREAS



## Sustainability of supply chain

- Transparency in sourcing materials
- Work with factories that pay fair wage
- Good working conditions for factory employees
- Minimise transportation
- Sustainable packaging



## Products

We're beginning our RBRN journey with something simple: the minimum viable product (MVP). Our priority is to ensure we get this product right. Our vision is to enable all of our community to live a more circular lifestyle through our extended product range, which will launch over the coming years. We are a community, and we want to bring brands together who share our vision and help make circularity a reality.

The RBRN circular t-shirt concept. This is scalable, accessible, and inclusive, allowing us to inspire many people through an entirely circular product that lives in a circular system of services (rental, repair, recommerce, recycling).

- We select a reborn fiber to make the initial product line with
- From product conception to the finished article, we want the entire design, manufacturing, and delivery process to be entirely transparent. This can be achieved through utilising blockchain technology by adopting the Circular Product Data Protocol and other such technologies.



## NFT Loyalty Programme Rewards

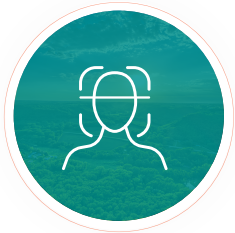
- Enables holders to access exclusive perks and member discounts
- Early access to products
- NFT holder events – in person events and metaverse events (fashion shows etc)
- Token-gated experiences





## Education

- Up-skilling to enable customers to repair their own clothing
- Potential for customers to be rewarded with tokens or be entered into competitions for a chance to win NFTs by completing educational videos and knowledge test



## Digital ID

- Track product lifecycle journey
- Confirm ownership
- Authenticate – verify authenticity of product
- Compliance – ensuring compliance with industry standards
- Re-sell products



## Community

- Community driven content production
- Focus on engagement and using community feedback to improve products
- Continue to grow and expand our community across all social media platforms e.g. LinkedIn, Telegram, Discord, Twitter, Facebook and Instagram.
- Hosting in-person and metaverse events for our community.

WE  
ARE  
REBORN





## Ecosystem

By adopting a best-in-class approach when it comes to building each aspect of our business, we are laying the foundations to create a long-lasting sustainable ecosystem with the goal of creating a commonplace for collaboration between brands and thought leaders who are also trying to make an impact in this space.



## Metaverse

Establish a presence in the metaverse with the aim of building a retail shop in the metaverse and offering for purchase, NFT apparel for avatars to wear, so you can have the same flex in the metaverse as you do in the real world. We aim to host metaverse events such as fashion shows to showcase our creations and to enable other similar projects who share our values to showcase their work also.



## Marketing

Our marketing function will be finely tailored to ensure maximum effectiveness in the dynamic environments that are sustainable fashion and blockchain technology. Having a wealth of experience in both areas will enable us to maximise the exposure of our brand and vision through targeted campaigns, influencer marketing and product placement.





## Blockchain Technology and Token Economy

Our goal is to future proof our company by launching our project using blockchain technology. We will use blockchain technology to make our product development process and the product lifecycle journey fully transparent. In addition to this, we intend to create a digital currency, in our case this will be the 'RBRN Token'.

The RBRN token launch will be used to generate the initial capital required to launch and establish our business. The RBRN token will be at the heart of the economy that fuels our ecosystem and can be used for online transactions on our dedicated e-commerce site. Customers will be able to pay for their goods using the RBRN token, earn RBRN tokens through participation in events, the gamification of educational activities, and purchase exclusive NFTs enabling access to membership perks and token-gated products.



Operating in the world of cryptocurrency, energy usage and carbon footprints are two controversial talking points. With sustainability at the heart of our business we have decided to build our token on the Ethereum Blockchain. The Ethereum blockchain is renowned for its green initiatives and commitment to sustainability. Ethereum utilizes a proof-of-stake (PoS) consensus mechanism, which requires the use of ETH rather than energy to secure the network. This innovative approach significantly reduces the environmental impact associated with traditional proof-of-work (PoW) blockchains. According to the Crypto Carbon Ratings Institute (CCRI), Ethereum's energy consumption is estimated to be approximately ~0.0026 TWh/yr across the entire global network, making it one of the most energy-efficient blockchains.







# WE ARE CATALYSTS FOR CHANGE

Moreover, Ethereum's green blockchain supports the growth of the regenerative finance (ReFi) community. ReFi applications leverage the decentralised finance (DeFi) components of Ethereum to develop financial solutions that have positive externalities benefiting the environment. This thriving community demonstrates Ethereum's commitment to fostering sustainability and contributing to a greener future.

We intend to use blockchain technology to build and grow a company that will have a truly positive impact on the planet. By educating people and offering superior circular products that have a significantly lower carbon footprint, and are part of a circular ecosystem, while also being fully transparent, we truly believe that we can make a positive impact on the planet while also making some really awesome products!





# TOKENOMICS

## Total Supply

The total supply of RBRN tokens will be capped at 100,000,000,000. There will be no further minting of these tokens.

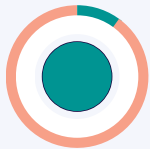
20% of the total supply will be in circulation at IDO.

## Taxation Period

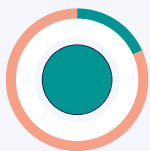
Upon launch, there will be a 40% tax in place that will reduce linearly until the end of the first month. This will promote chart stability upon launch by disincentivising holders from selling and rewarding those who hold via reflections that are collected as part of the tax.

From the beginning of month two, there will be a 10% buy, sell, and move-between-wallet tax in place for 11 months. After 12 months, the tax will be dropped indefinitely. This will make it possible for the token to be launched on a top-tier CEX, which doesn't support tokens with taxation structures in place.

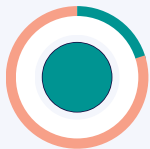
The tax will be broken down as follows:



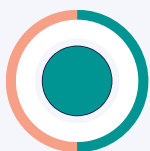
1/10th - carbon offsetting - investment in carbon offsetting initiatives



2/10th - reflections to holders during the taxation period



2/10th - will go to the liquidity pool

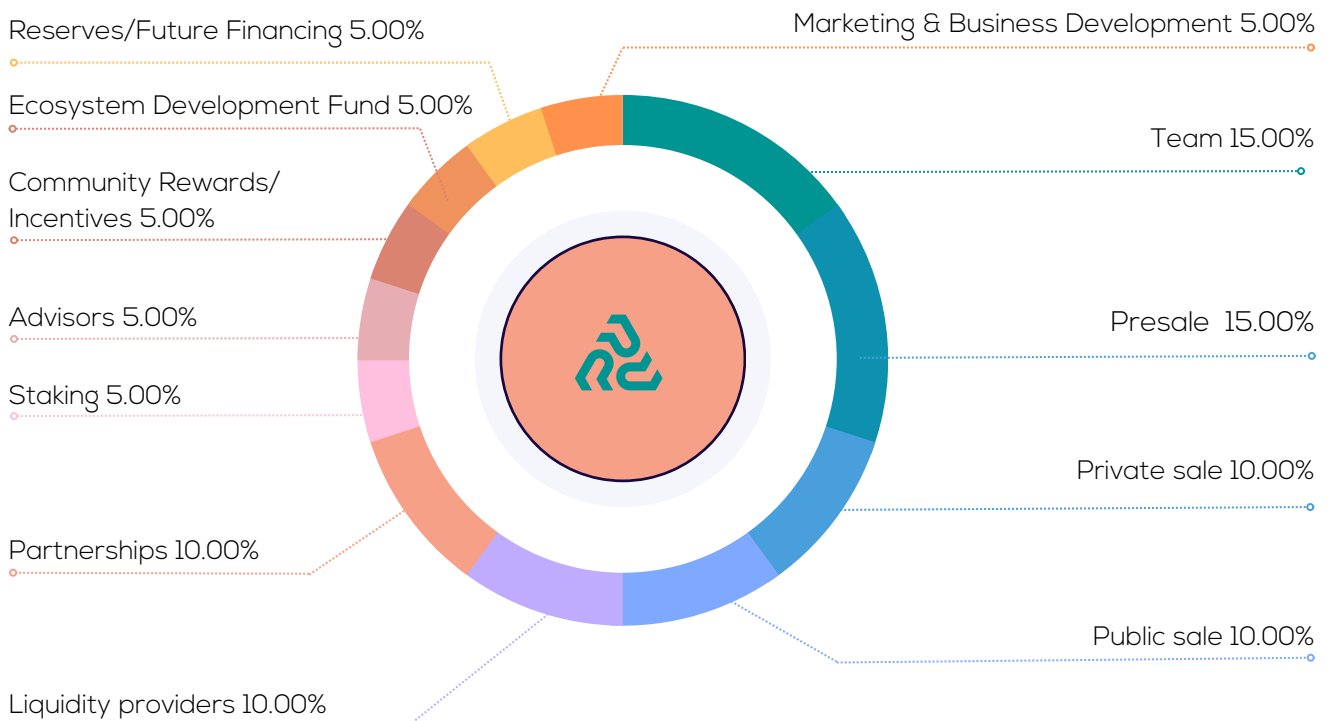


5/10th - will go to the product development and marketing



## Token Distribution

	Percentage
Private sale	10.00%
Presale	15.00%
Public sale	10.00%
Liquidity providers	10.00%
Staking	5.00%
Team	15.00%
Advisors	5.00%
Partnerships	10.00%
Community Rewards/ Incentives	5.00%
Reserves/Future Financing	5.00%
Marketing & Business Development	5.00%
Ecosystem Development Fund	5.00%



## Token Vesting

15%

Team (15% of total tokens):

Cliff Period: 12 months (No tokens are released during this period).

Vesting Period: 36 months (Tokens are released linearly over this period).

Total Vesting Duration: 48 months (4 years).

5%

Advisors (5% of total tokens):

Cliff Period: 6 months.

Vesting Period: 18 months.

Total Vesting Duration: 24 months (2 years).

10%

Private Sale (10% of total tokens):

Immediate Release: 25%, released at token generation event (TGE).

Vesting Period: Remaining 75% over 12 months.

Total Vesting Duration: 12 months.

15%

Presale (15% of total tokens):

Immediate Release: 50%, released at TGE.

Vesting Period: Remaining 50% over 6 months.

Total Vesting Duration: 6 months.



Liquidity Providers, Staking Rewards, Community Rewards:

These allocations don't have a vesting schedule and will be used more dynamically to incentivise ongoing participation and market liquidity.



Reserves, Marketing, Partnerships, Ecosystem Development:

These allocations don't have a vesting schedule and their release will be considered on an individual basis.



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# TEAM

## **Colin Smith - Co-Founder and CEO**

Colin Smith has built a solid career in finance, working with leading investment banks and gaining extensive experience in the blockchain and web3 space. His role as a C-level executive and consultant on projects involving blockchain gaming, NFTs, launchpads, and DEXs reflects his adaptability and forward-thinking approach. Colin's background is further enriched by a qualification in Blockchain Strategy from the Säid Business School at the University of Oxford.

Alongside his professional achievements, Colin has been involved in the charity sector as a founder and trustee for over 10 years. He has a passion for sustainability and fashion and is dedicated to applying his financial acumen to ventures that not only succeed in business terms but also contribute positively to society.

## **Connor Hill - Co-Founder and Chief Circularity Officer.**

Connor is the founder of Connor Hill Co. | Circular Solutions and inspire circular™, a consultancy helping brands/ businesses build industry-leading circular strategies.

In partnership with enterprise, Connor Hill Co. creates new, circular products and services, and inspires change. Connor's mission is to create a generation of circular changemakers and ensure that all waste is reborn.

Prior to founding the business, Connor spent more than 10 years leading sustainability and circular economy programmes in-house at adidas, John Lewis and Marks & Spencer. His pioneering projects include FUTURECRAFT.LOOP, the world's first fully circular trainer, and John Lewis BuyBack, inspiring thousands of customers to give their used clothes a new life and combat clothing waste.

## **Jack Maden-Wilkinson - Brand and Marketing Advisor.**

Jack is the esteemed founder and visionary creative director of Duco, a prestigious and influential creative and communication agency known for its transformative impact on businesses. With a particular focus on driving positive change, Duco has become renowned in the industry.

Established in 2020, Duco was born from Jack's illustrious career as a design leader at globally recognized brands such as Adidas and Puma. By leveraging his expertise in spearheading sustainability, equality, and positive impact initiatives for these iconic companies, Jack uncovered a profound opportunity. He initiated a movement centered around pioneering concepts aimed at fostering a positive influence on design culture, people, and the planet.



# SOCIALS



<https://t.me/rbrncircular>



<https://www.instagram.com/rbrncircular>



<https://www.twitter.com/rbrncircular>



<https://www.facebook.com/rbrncircular>



## Disclaimer

The team reserves the right to make adjustments to the plans outlined in this document as deemed necessary. Any such adjustments will always be made transparent and with the best interests of the company in mind. Investment in cryptocurrency carries inherent risks due to its volatile nature. Potential investors should consider consulting with financial professionals before making any decisions.

