



REACH

TOKEN WHITEPAPER

Introduction

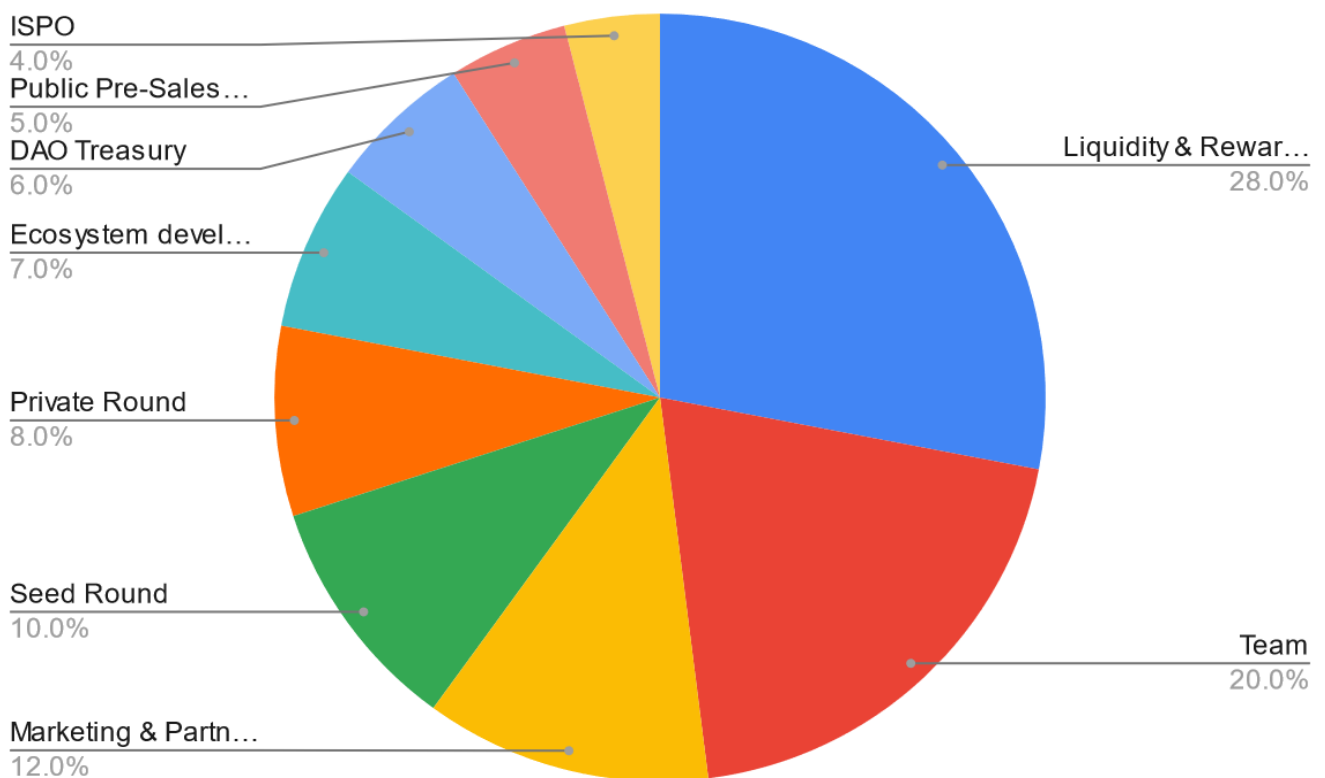
Reach Cloud is an infrastructure provider for the metaverse. We have created the tools to create functional accessible virtual spaces that are able to be experienced by users on PC, VR, and mobile. Reach Cloud is an infrastructure provider for the metaverse, offering a platform for users to easily create and update functional virtual spaces. Our tools allow users to create virtual spaces that can be accessed on PC, VR, and mobile devices, and can be rapidly updated to incorporate a range of capabilities including multi-user, Cardano, Ethereum, and AR functionality. Our platform is similar to a website builder, providing users with the tools they need to create and customize their own virtual spaces. Whether you're a business looking to host virtual events or a developer looking to create immersive experiences, Reach Cloud has the tools you need to succeed.

The Reach Cloud Ecosystem

At the heart of the Reach Cloud ecosystem lies the \$REACH utility token. This token serves as the gateway to accessing Reach Cloud's suite of services, while also incentivizing users to actively engage with the platform. Token holders can exchange \$REACH for hosting services, participate in the marketplace for faster listings, leverage advertising opportunities, and unlock other ease-of-use benefits. Moreover, the token enables community members to vote on incentivized marketplace listings, ensuring a democratic and participatory ecosystem. Our token is the best way to provide access to and incentivise use of the platform while providing ways to return value to the community. As our community is of utmost importance to us we have allocated the majority of our token(43%) to the community through the ISPO allowing early access to the token for many, The liquidity and rewards provisions, our ICO, and the Dao Treasury. Furthermore, Reach Cloud demonstrates a commitment to long-term sustainability by allocating 15% of revenue generated from web3 connected projects and clients to provide liquidity support for the token.

Distribution

The total supply of the \$REACH token is 500,000,000



ISPO - 4% of total supply (20,000,000 \$REACH)

The ISPO allocation of 4% has been made available through the multi token ISPO stake pools- GENS1, GENS2, GENS3, and GENSX. These have a 2 year vestiture and are being distributed through TosiDrop.

Public Pre-Sale: ICO - 5% of total supply (25,000,000 \$REACH)

This is our first sale of the token to the public - it can be thought of as an ICO. We plan on releasing the token at a rate of \$.04 per \$REACH. The sale will start at a discounted rate of \$.0385 for 0-25%, \$.039 for 25%-50%, \$.0395 for 50%-75%, and meet the release rate of \$.04 from 75%-100%. There will be no cliff or vesture on this sale, as the token will be the initial release for the public. This will be done through our own ICO platform

Liquidity and Rewards - 28% of total supply (130,000,000 \$REACH)

Our liquidity and Rewards will be used for two primary purposes:

- 1) Rewarding liquidity providers
- 2) Rewarding and incentivizing NFT Holders
- 3) Rewarding the community for engagement and creativity.

Rewarding liquidity providers

Initially, we will have a requirement to garner liquidity so as to allow users to trade our token. We want to provide added value to community members that provide liquidity to our ecosystem, thus boosting the total liquidity available for users. We do this by rewarding those that create \$REACH linked LP's. Our principal mechanism for rewarding these community members will be releasing a supply of \$REACH tokens from this portion of our distribution.

Rewarding and incentivizing NFT Holders

We will be delivering supply to our NFT holders for a period two years from our launch. The purpose of doing so is threefold:

- 1) To assist with finishing our NFT sale - revenue raise
- 2) It allows us to generate demand for our NFT on the secondary market
- 3) We incentivize users to hold our NFT, which in turn increases the odds of that users engaging with our ecosystem

Rewarding the community for engagement and creativity

We want to ensure that we are rewarding users who engage with our platform, to incentivize them to further engage. We have designed an 'Ambassador' (Referral) and 'Partner' (Engagement) programs to assist with gaining and retaining users. We also want to be rewarding top creators, and community pick creations. These one-time competitions increase community engagement and retention.

DAO Treasury - 6% of total supply (30,000,000 \$REACH)

We plan to use the allocated tokens to automate the governance of the funds. These funds will be available for the community to determine use. They may choose to add this to ecosystem development, community rewards, etc. This process will be managed through a voting system on our governance platform. We are still yet to determine governance structure and voting rights.

Marketing and partnerships - 12% of total supply (60,000,000 \$REACH)

We can divide this into four use cases:

- Influencer marketing and outreach
- Corporate collaboration for community outreach and expansion
- Individual Partnerships and Advisors pertinent to business growth
- Community driven outreach (Grass-roots promotion)

Influencer marketing and outreach

It is important for every project to have a network of Influencers that are able to release information and distribute news about our project as we require. There are two forms of contracts used to engage influencers, the first being the long term engagement and promotion of our project, usually paid as a monthly sum on token. Secondly, one off promotions usually surround larger events. We will determine token payout to influencers on a case by case basis.

Corporate collaboration for community outreach and expansion

We want to use our token to leverage our position in the Cardano and greater crypto-sphere to grow. Our principle mechanism is to partner with projects and/or companies that, through a token swap, will allow us an advantage. These tokens may be used by other businesses as rewards for their community, held by their business, used to engage with our services, and will likely include a vesture agreement. We will retain the rights to use their token in the same way, based on the agreement with each company

Secondary to tokenswaps, we may also wish to offer other projects our token for direct access to their community. Such as competitions run between us and them, or by allowing their user base to access a small amount of our token to draw users to our platform.

Individual Partnerships and Advisors pertinent to business growth

As our business expands we will need to be able to accomplish an ever increasing set of tasks. Our team will need to expand accordingly and we plan to reward the advisors with our tokens, this could be in the form of an individual acting as a consultant or a consultant acting on behalf of an agency.

Community driven outreach (Grass-roots promotion)

A community driven content focused project is built by its community as such we are planning to provide token to grow our notoriety and partnerships within the community. We want to foster and enable our community to go out and the tools to build itself. An example of this would be

empowering the development of interest-specific groups within our community.

We want to reward sharing of user achievements to multiple platforms to generate organic growth on our social platforms. These work to grow our community outreach. The more ubiquitous we can make ourselves within the context of meta-verse creation, the more powerful our platform will become.

Team - 20% of total supply (100,000,000 \$REACH)

The teams percentage has a vestiture of 3 years with a 6 month cliff.

Ecosystem Development - 7% of total supply (35,000,000 \$REACH)

There are three ways in which the ecosystem can be developed using the tokens of the business; the first is technical development, the second is community development, and the third is administrative function.

Technical development - This is when we use a token to hire developers to create functions in our ecosystem and platform.

Community development - This is where we can support and patron creators and the general community to build and grow the community, platform, and ecosystem.

Administrative Function - This is where we can provide token for professional services for example legal, accounting, or other service which will take token as partial or full payment

Emissions Model

% of Supply vs. Month

