



The Challenge

At the beginning of this project, there was one central question: How can we add value to the NFT market and thus not only reach NFT enthusiasts with this project, but also reach people who are strangers to the NFT market? Before we entered the NFT world, we had been trading for years on various markets, especially the crypto market. We wanted to combine this passion with the project, not only to be able to identify ourselves with the project, but also to give a sense of trading to the NFT market. The fusion of trading, art and its community in this form has not existed in the NFT space yet so this is precisely the challenge that the Bullish Broker Club will realize.

The Artwork

We want to set new benchmarks in NFT design. During our research into the microcosm of NFTs, we recognized a problem with some projects - the look and feel of the majority of projects is limited to a simple separation of object and background.

To give our NFTs a certain branding character, we had to add a new dimension to the design material.

During the choice of the assets, it was of utmost importance for us that they had a given connection to our identity. Each asset reflects the context of the creative process and communicated storytelling. Assets like the clothing features have for example characteristic names as a little gimmick and are thus meant to create a fun meta level.

Inspired by the origin of the Bullish Broker Club in the Golden Twenties, the illustration style of the NFTs is drawn in a typical 20s/30s cartoon look. In addition to the influential characters of the time such as "Betty Boop" or "Felix the cat", the anime "Jojo bizarre adventure" also played an important role in the color system of our NFTs. We designed a complementary color scheme to ensure a concise color harmony.

The Bullish Broker NFTs distance themselves from traditional PFP projects through the use of a structure-giving layout, which is intended to emulate the structure of classic paper bonds. Each positioned frame element has a functional purpose in the look and feel and gives the NFT a higher level of complexity and value. Just like bonds or coins, the degree of rarity is determined by the small details.

Strategic structure and roadmap

The strategic decision of a project is always depending on the objective. The objective of the Bullish Broker Club is clearly defined: A successful trade to earn project underlined with an unique NFT design. To achieve this goal there is a clearly structured approach that every NFT project should have, the roadmap. The roadmap describes the temporally strategic flow of events and key project-based main events. We decided to keep the roadmap relatively simple and straightforward. In addition to the following main events, there are always smaller events, giveaways and games that are published on our social media channels.

1. Ranking and Whitelisting process

The Bullish Broker Club grows and lives with its community. This part of the roadmap is especially characterized by marketing technical measures and the growth of the brand and its community.

Highly engaged community members will be rewarded different ranks. Beside whitelisting, there will also be other ranks that will directly affect the Guess Who? Game. The ranks can be viewed and achieved exclusively by our Discord members. In addition, ranks will also be raffled in giveaways. The community will be kept updated about giveaways and raffles on our social media channels.

The ranks are as follows:

Rank	Requirement	Benefits
Broker	Joining the BBC Discord	Becoming a BBC member
Professional Broker	Being active on Discord	Multiplier x1.15 Sol on rewards
Bullish Broker	Being active on Discord	Multiplier x1.30 Sol on rewards
Whitelist	Helping and contributing members	Pre-Sale

Note: Prerequisite for the multiplier is the participation and winning of Guess Who? Rounds.

2. Mint (whitelisted/public)

Minting will take place after a base community has been established and all whitelist spots have been allocated. of all whitelist places. The Bullish Broker Mint will take place via a separate website. To protect against attacks, we will integrate as many protections as possible. The minting page will be published shortly before mint on our discord. The Mint date will most likely take place in early Q2. We will keep you updated about this on our social media channels.

3. Listing and rarities

Immediately after Mint, we will initiate the trade of our NFTs through various marketplaces. About which marketplaces our NFTs will be able to trade we will communicate in time.

There will also be a graphically illustrated scoreboard showing all possible attributes along with their rarity scores. We will publish the scoreboard in time on all channels.

4. Community wallet

A project is only as strong as its community. A fundamental idea of the project is therefore the integration of the community in the strategic process. A main process of the project will be the Guess Who? game, but the community should also get the opportunity to decide about further utilities. Therefore there will be a large community wallet. About 10 % of the mint earnings will be allocated for the community wallet. Whether this fund will be used to create a staking system, implement tokenomics or other utilities, will be up to the community. The poll about which new utilities should be implemented into the project will take place directly after the sellout. All holders of our Bullish Broker NFTs will be eligible to vote.

5. Guess Who?

Our roadmap is designed to be very simple. We want to give as much transparency as possible. One of the most central points of the roadmap is our Guess Who? game.

At the beginning, we asked ourselves how we can ensure that we can remain successful after the mint. Most projects fail this way. Many projects that have a sellout are unfortunately being underbid on secondary markets and lose their appeal.

This is exactly where the Guess Who? game comes in. It will bring together holders, prospects and traders in order to keep a constantly living trading place for our brokers. The game is based on the main concept of the broker and his passion for trading.

The game will start on the 1st Sunday after the sellout and there will be new rounds every 2 weeks. Each round will guarantee its winners high rewards, which will be made up of 50% of the royalties of the last 2 weeks. So, the

royalties of the previous rounds trading volume, will be the rewards for the upcoming round.

Furthermore we will provide a reserved wallet and store a part of the mint earnings in it. For low-volumed weeks, i.e. weeks with low royalties, we will use this account to keep the rewards attractive. The amount of rewards will always be announced before the start of trading, so that every participant knows how high the rewards will be. The reward pot will be divided among all the winners of the certain round.

The exact gameplay is as follows:

In each round, certain attributes are required. The attributes are e.g. certain backgrounds, skins, items, overheads etc.. The required attributes will be hidden in articles, always appearing on Mondays, when the new round starts, in the Bullish Broker Journal on our homepage.

The challenge is to find the attributes in the articles and trade for them. To be able to include as many attributes as possible every round and to keep the interest even for common attributes as high as possible, several constellations will be possible. Here is an example:

	Constellation 1	Constellation 2	Constellation 3
Attribute 1	Background x	Background y	Background z
Attribute 2	Skin x	Skin y	Skin z
Attribute 3	Item x	Item y	Item z
Attribute 4	Clothing x	Clothing y	Clothing z
Attribute 5	Face x	Face y	Face z

Each constellation will have its own article to clearly distinguish the constellations and their attributes from each other. Participants can decide which constellation they want to follow. This decision can be based, for example, on whether one already has some of the attributes of a certain constellation. In this case, NFTs that contain attributes from other constellations can also be sold more quickly, since other participants need them for their constellation.

In the end, it does not matter how many NFTs you own. What matters is that you hold the attributes of a constellation in one single wallet by the time of the snapshot. So it also counts if you have several attributes within one NFT. Note: Amounts of constellations and attributes can change.

New rounds with new constellations will start repetitively in a time interval of 2 weeks. Here is the timeline for 1 round and the events for each day of it.

Sunday	Announcement of rewards for the upcoming round → Start of new round
Monday	Required attributes will appear in the journal → Start of trading
Tuesday	Trade
Wednesday	Trade
Thursday	Trade
Friday	Trade
Saturday	Snapshot of wallets → End of trading
Sunday	Determine winners
Monday	Determine winners
Tuesday	Determine winners
Wednesday	Determine winners
Thursday	Determine winners
Friday	Cash out rewards
Saturday	Cash out rewards → End of round
Sunday	Announcement of rewards for the upcoming round → Start of new round

Note: The timeline can change after few rounds due to experience and community feedback.

6. Introduction of Roadmap 2.0 and 2nd collection

The continuing roadmap and 2nd collection will be closely tied to the community wallet. Depending on the vote, we will develop the new utilities and implement them in the roadmap 2.0. Based on this, we will work out new designs for the 2nd collection and involve the community here as well. About the question, which concept the new collection should have, which items and effects the NFTs will have, there will be a far-reaching poll. Therefore, the 2nd collection will be a community collection.