

# Square Bears NFT

A passion project from the lead designer at Warner Bros. Gaming in collaboration with a fully doxxed team of highly motivated engineers, nft-heads, music industry professionals, BAYC holders, influencers, and CEO's.

## A Journey into the Retroverse

Present vibes are totally bogus; the future is now. This human-dominated planet as we know it is drained of all precious resources and energy, living under the fear of disease and new world order. The masses control the population, where all appear, think, and act the same. This life is bleak, but for some, hope remains. A group of bears, known as *Square Bears*, escape this frigid nothingness, seeking refuge in a cave. Unlike others, this cave contains a portal into a world outside their own. It embodies the futurism of time travel and nostalgia. Contrary to the name, Square Bears think outside the box, entering this space where anything goes-- a land of milk and honey-- the Retroverse! They now fulfill their dreams, celebrate their youth, and enjoy their creative freedom!

## The Collection

*Square Bears* is a collection of 8,888 of the most bitchin' bears on the Ethereum blockchain. The Square Bears are programmatically generated from over 200 bodacious 3D traits. We will collect 6% of all trade volume as royalties to put back into the community.

## Utilities

**We are developing a streetwear line and aim to collaborate with notable designers and brands with potential partnerships / acquisition down the line.**

- 600 OG discord members will receive a free physical t-shirt.
- All merchandise purchased will come with the ability to claim a free airdrop digital NFT of that piece of merchandise.
- We will also help develop Web 2 brands by transforming their product line into a digital brand via NFTs and Web 3.

**Square Bears are buying a plot of land in the metaverse for all holders. It will be known as The Retroverse.**

- Holders get 3D files that are downloadable. As the tech progresses holders may potentially be able to plug their Square Bears into the Retroverse.
- All holders are invited to in-person and metaverse events for life. We will also fly out contest winners from our community.
- We are also in conversation with nightlife organizations in LA about doing a partnership with our metaverse.

**All holders get IP rights on their NFTs.**

- We will have contests in our community to incentivize our holders to create with their Square Bears which will spread visibility of our community.
- 60 days after mint, all holders will be able claim a free airdrop containing "Scare Bears", a mutated version of their Square Bear.

**We will also be doing weekly & monthly giveaways ranging in size.**

- Our first two giveaways will be a MAYC & a Delorean. That will be given to two lucky members of our discord.
- We will secure WL spots for our community and give them away weekly.
- 100 3D Printed Square Bears will be given to the first 100 people at our flagship event.

Finally, in the future we will also be exploring a P2E game and staking mechanics, but this is not our primary goal.

## **Smart Contract**

Square Bears will also be implementing the ERC721A smart contract created by AZUKI, which is an improved implementation of the ERC721 standard that supports minting multiple tokens for close to the cost of one. Square Bears will run multiple security audits on the smart contracts.

## **The Retroverse**

Many are familiar with the metaverse, a three-dimensional visual world network. What is the Retroverse you may ask? It is a virtual world depicting the earth's beautiful natural features in a hyper, exuberant & nostalgic state. The Retroverse is a land of bright colors, synthetic sounds, and groovy vibes, governed by the very bears that exhibit these qualities. It embraces every species and indulges in the varied and peculiar creative endeavors of all.

### **Retro Map Version 1**

#### **Phase 1:**

- Launch our Discord, social media accounts & create our website.
- Finalize our Retromap & Utility.

#### **Phase 2:**

- Begin deploying our influencer endorsements & brand partnerships.
- Create and publish a mini-documentary profiling our artist's origins story for Square Bears.
- Launch our Byte List campaign.
- Announce our mint date.
- Reveal our website & white paper.

#### **Phase 3:**

- Finish our Smart Contract.
- Begin and successfully sell out our minting.
- Verify on OpenSea and Rarity Sniper.

#### **Phase 4:**

- Announce our first two grand giveaways that will be awarded to members of our community. (MAYC & Delorean)
- Continue to reward community members with giveaways and WL spots for upcoming thoroughly vetted projects.
- Throw our flagship event in Los Angeles.
- Square Bear Holders will be able to vote and determine what's next for the community.

#### **Phase 5:**

- Airdrop all holders "Scare Bears"
- Announce and open our Metaverse hangout for Square Bear holders, The Retroverse.
- Launch our "StreetBear" brand with support from creative directors and executives from notable streetwear brands.

## The Team

### **Daniel Dilanian AKA Bear Commander - Co-Founder, Smart Contract Development & Business Strategy**

Passionate about the blockchain and the CEO of a successful California-based real estate tech company with a bachelor's in Computer Science, Daniel Dilanian is the *Square Bears*' smart contract developer and founder. Also hosts weekly NFT events in Los Angeles.

### **Ryan Watson AKA Bear General - Co-Founder, Chief of Marketing Operations & Strategy**

With an academic background and personal interest in marketing, Ryan Watson advised multiple Fortune 500 companies and influencer brands. Now, he is taking his expertise to the next level with *Square Bears*.

### **Guilherme & Gustavo - Senior 3D Artists at Warner Bros. Games**

As the project's artists, Guilherme & Gustavo's focused and bright minds brought these bears to life. As two advanced senior artists at Warner Bros game division, Guilherme & Gustavo have had their fingers in many mainstream productions like Mortal Kombat 11, Injustice 2, and Gotham Knight, also Fear The Walking Dead (from AMC), Ghostbusters (from Sony), Ninja Go (from Lego)... the list goes on.

### **Gianmarco Policelli AKA Pushin Bears - Community Manager**

An NFT enthusiast with a penchant for branding and marketing, Gianmarco has been actively learning about NFTs for a year and all the aspects pertinent to creating and managing a thriving community.

### **Ishmilly - NFT Specialist**

Ishmilly is an NFT OG. Legend has it, he taught DJ Khaled about crypto back in 2017. Ish holds 2 BAYCs as well as a few other blues. He has advised for over 29 sold-out projects.

### **Kyle Kohanzad AKA Bear Master - Marketing Operations**

With a background in celebrity, wealth & artist management, this 19 year old savant has established himself as one of the most gifted and innovative marketers and entrepreneurs in Los Angeles.

### **Bear Market - Head Discord Moderator**

Bear Market and his team of mods have worked on various projects, and they are committed to making sure our discord is the safest and squarest place for our community members.

### **Rest of the team**

We have over 20 more people on the team working on marketing, outreach, influencer campaigns, accounting, social media, graphic design, animation, security, mods, and more.