

# OneTile



*One Tile, One Community, One Expanse  
Together one*

# OneTile mission

To unite and empower people passionate about self-actualization and transcendence

To help people grow together, inspire each other, share resources and form real world alliances

To contribute to a better world together



## **It is time for action**

It becomes increasingly more clear how issues related to inequality, climate change and mental health are having a negative impact on humanity and the planet as a whole.

However, the depth and complexity of some of these problems can make them seem so overwhelming that we can feel like we have no control over the outcome of the situation, causing us to lose motivation to contribute at all.



## **Together we stand stronger**

We want to work towards creating a community of people who are passionate about personal growth and coming together for the greater good. We strive to facilitate a safe space to share and discuss anything related to one's own personal development as well as the current state of the world in order unite people that want to work towards a more positive outlook on our future. In doing so, we hope to spread awareness of the fact that this battle is not being fought alone and facilitate people in the process of helping each other succeed in their shared goals.



## Community platform

Initially, a selection of existing communication platforms like zoom, reddit and discord will be utilized to allow community members to unite and communicate with each other about topics related to personal development and the greater good. Later, an on-chain platform will be built that combines positive aspects of the existing platforms for optimal interaction between the community members. More about this can be found in the upcoming slides.

## Learning from experts

In addition, we want to provide material to the community related to self-actualization and transcendence in the form of blog posts, online classes and “Ask Me Anything” (AMA) conversations featuring experts and pathfinders in the space of personal development, well-being and sustainability. The content will be chosen to reflect a balance between spiritual teachings and academic research. Community members will be given the opportunity to ask questions to the guest speakers, both before and during the conversation.





## Community communication platforms

The goal of this project is to create a community of growth-oriented people from all over the world. The team envisions this community as a tightly interconnected network of social interactions. Inspired by natural interaction networks, the team wants to assure that the network contains the following features: **high information flow, redundancy and feedback loops.**



### High information flow

In order for people to help and learn from each other, information needs to flow between the members of the community. The main job of the team is to assist this information flow. First of all, the team will provide platforms where growth and sustainability focused ideas and topics can be further discussed.

Secondly, the team will present new information to the community in the form of growth-oriented content that will be posted regularly to a “Community only” online space. Speakers will be invited to talk about personal growth and sustainability in an AMA livestream podcast format. In addition, online classes will be facilitated. Finally, blog posts will be published about once every 2 weeks and will be written by guests, collaborators and members of the team.

# Redundancy

Each online communication application comes with its own strengths and weaknesses. And each member of the community might have a personal preference for a certain application. Therefore, the team has chosen to utilize a selection of different applications in order to create a platform that is semi-redundant in its options for information to be shared within the community. Together, these platforms will create the highly interconnected OneTile network.

## Discord

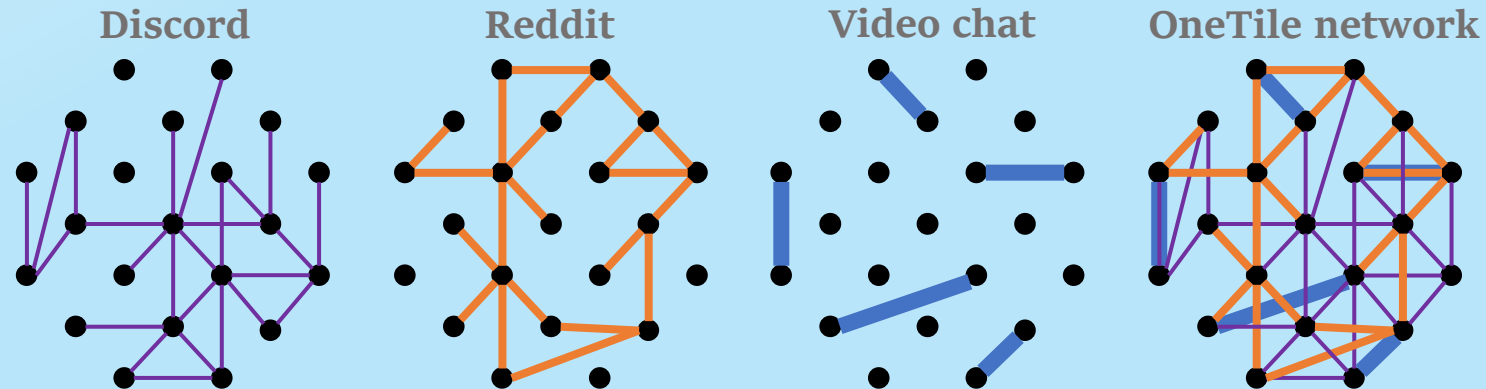
A discord server will be available where people can enjoy an ongoing chat. This discord server can also be used to make announcements. An advantage of discord is that a lot of members of the community can be reached at once. However, the extent and depth of the information that can be transmitted is limited.

## Reddit

A subreddit will be created where people can post about their personal experiences or ask specific questions to the community. In the comment section, these topics can be discussed in more detail. Specific posts on the subreddit might receive less traffic than the general discord channel. However, topics can be discussed more extensively.

## Video chat

The team wants to host one-on-one video chat conversations. People can log into a pool of community members that are interested in a conversation. Participants will be randomly assigned a conversation partner to chat with. Some potential conversation topics will be proposed but the community members are free to talk about something else. The video chat is limited to the two community members on the call. However, talking to each other allows for the optimal exchange of information between these members.



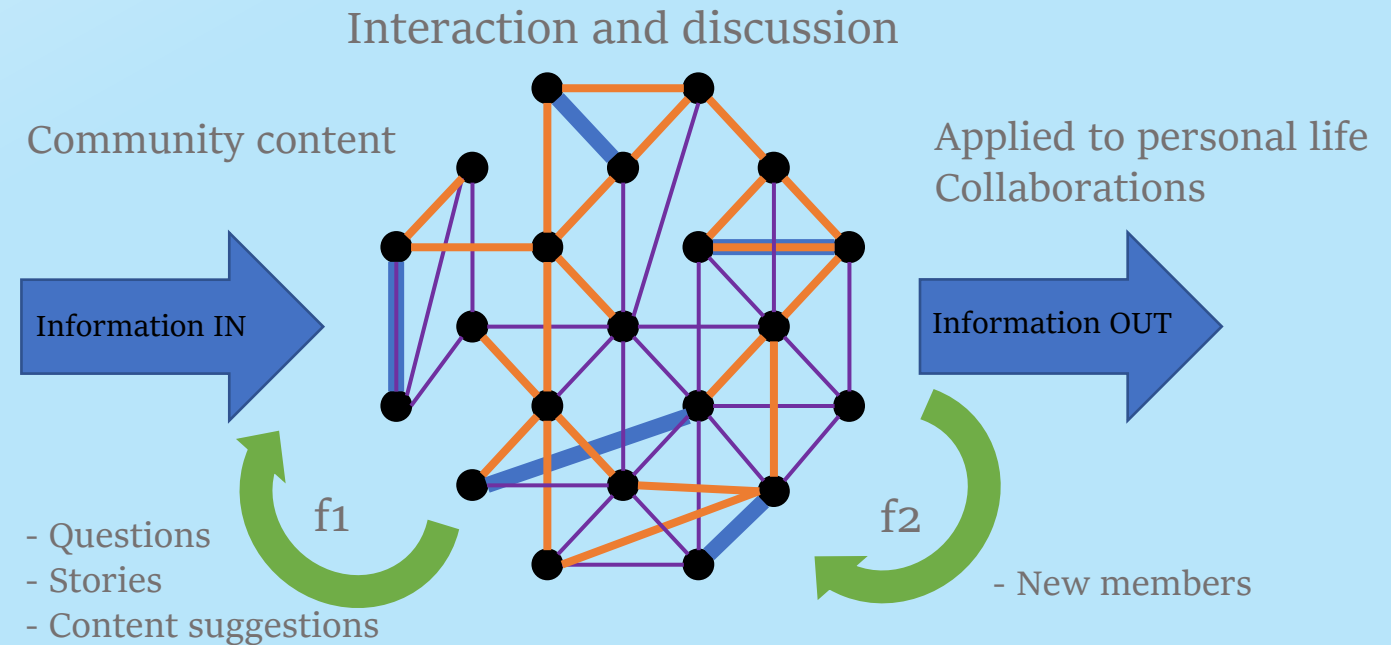
# Feedback loops

The team wants to stimulate different feedback loops within the network.

The first feedback loop (f1) relates to the information that is presented to the community. Community members will have the opportunity to send in questions for the guest speakers beforehand. A selection of these questions will be asked to the speaker. During the podcast, people will also have the opportunity to ask questions through a chat function and a selection of these questions will be asked as well.

In addition, community members are encouraged to contribute new information to the community themselves as well. This could be in the form of stories about personal growth or asking and answering questions. Furthermore, Community members can send in requests for the “Community only” content (both in regards to guest speakers and blog topics).

The second feedback loop (f2) relates to the members of the community. Community members are encouraged to talk about the topics discussed within the community with people from their social circles outside of the community. People who are interested in what the community is doing are welcomed into the community.





## NFT Release

You can become part of the OneTile community and gain access to the “Community only” content by having at least 1 OneTile NFT in your wallet. The NFTs can be minted for 42 ADA each. 20% of the money raised will be used to cover the initial costs of the release and the remaining 80% will be reinvested in the project. More information can be found in the *Financials* section at the end of this deck.

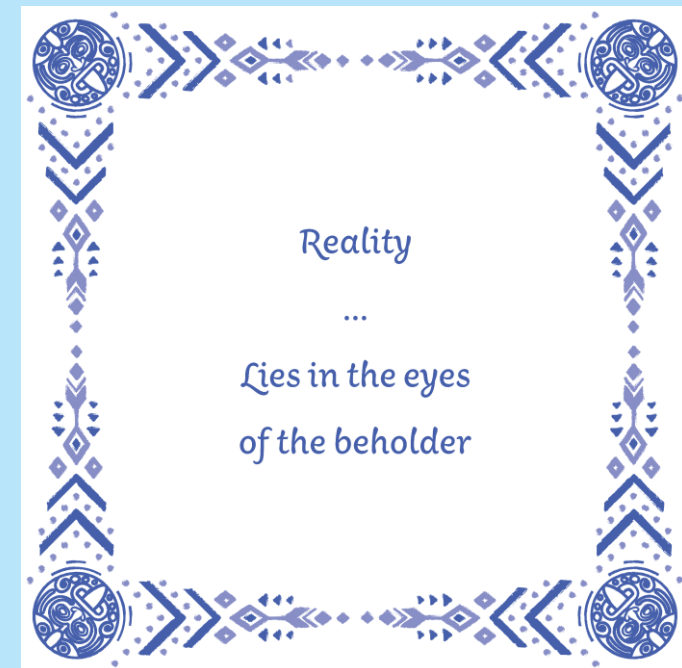
The NFT release will occur in two phases:

- The first phase consists of 300 NFTs with a maximum of 1 NFT per wallet/discord member combination. This early release is aimed at establishing an initial community of Original Growers (OGs).
- Shortly after, the second phase of 10.000 NFTs will be released. All OGs will receive a second phase NFT for free and the remaining NFTs will be available for sale. From the 10.000 NFTs, a total of 100 NFTs will come with the special option to claim a physical item with the NFT through our collaboration with NFT-Link.

## Content and design

The NFTs are inspired by the Dutch *tegeltjeswijsheden*, literally translated into “tile wisdoms.”

These are decorative tiles with an inspiring quote on them. The quotes are based on the contents of the book draft written by Liv Terrobias. The artwork of the NFTs is created by Harm Molenaar and is a re-envisioned version of the *tegeltjeswijsheden*.

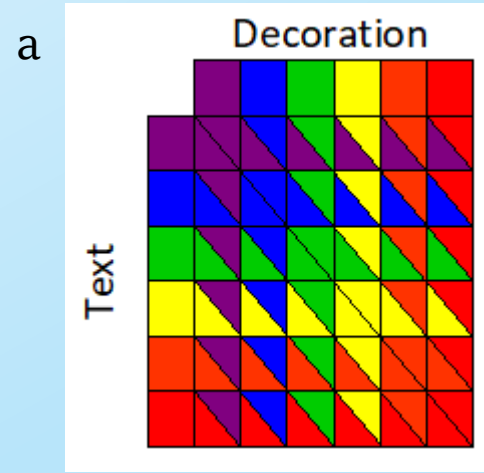




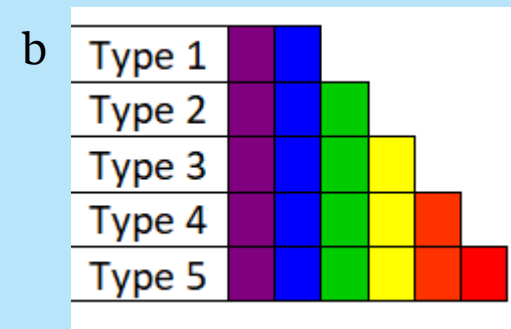
## Rarity

The second release will consist of 10.000 unique tiles. There will be an uneven distribution of decoration types, decoration colors and text colors. The distribution of quotes will be equal as these quotes should be valued based on their content and message, not solely on their rarity. With 100 quotes for 10.000 tiles, each quote will make 100 unique tiles.

The tiles will be decorated with 5 unique types. By using, for instance, 6 different colors for decoration and text,  $6 \times 6 = 36$  unique tiles can be created from one decoration type (a). Each decoration type will have a different number of colors available to create unique tiles which will lead to certain decoration types and colors being more rare than others (b). The 5 decoration types will range from 2 to 6 different colors for the decoration and the text. This will result in  $2^2 + 3^2 + 4^2 + 5^2 + 6^2 = 90$  unique tiles. In addition, each decoration will have one rainbow and one double rainbow version. Resulting in a total of 100 unique tiles per quote.



Visualisation of how 6 different text colors (left column) and 6 different decoration colors (top row) can create 36 unique color combinations



Colors used for the decoration/text color combinations per decoration type

# Roadmap

## NFT

## Community

Launch website and white paper



Establish collaborations



Finalize tiles



First release



Start posting “Community only” content



Start hosting AMA podcasts



First one-on-one video chat pool

Second NFT release



Regular “community only” content posts



Occasional special edition airdrops and auctions



Develop on-chain communication platform



Community stake pool

Future releases



## Money raised from NFT release

The raised money will have the following purposes:

The majority (80%) will be deposited to an open community treasury. This treasury, and all the transactions made from it will be completely transparent. The purpose of the treasury is to finance services to the community. These

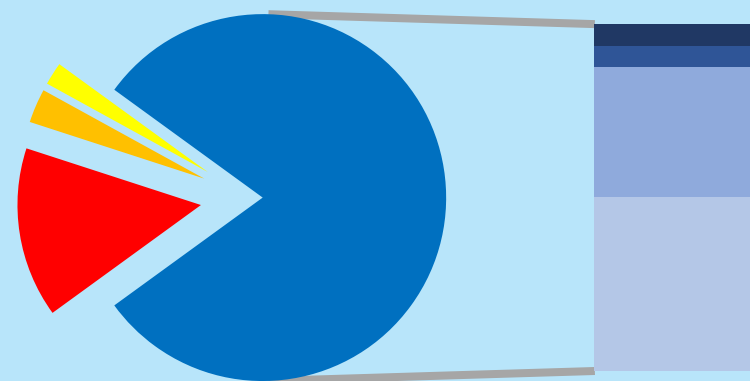
services include:

- Creating growth and sustainability related content in the form of AMA's with guest speakers, classes and blog posts
- Hosting and moderating online communication platforms
- Working towards launching a communication platform on the Cardano blockchain

The remaining (20%) will be used to cover the costs made for the release. This will include minting costs, a compensation for the work that the team has delivered and a compensation for hired non-team members.

	Raised
<b>Cover initial costs</b>	<b>20%</b>
Team	15%
Launch and minting	3%
Other costs	2%

	Raised
<b>Community treasury</b>	<b>80%</b>
Blockchain developers	30%
AMA guests	30%
Content creators	10%
Other costs	10%



These percentages are an indication and might differ slightly based on the total amount of money raised and unforeseen circumstances

## Income streams after NFT release

After the launch, the team wants to ensure a continuous cash flow towards the community treasury to ensure high quality “Community only” content. This cash flow will come from various sources:

The NFTs will be released with a smart contract that ensures that every time that the NFT is resold, 25% of the purchase amount goes to the OneTile treasury to be reinvested in the community. In this way the team hopes to disincentivize people from buying the NFT with the sole purpose to trade it for a profit. At the same time the team wants to reward long term community members with continuous releases of content.

All the “Community only” content will be minted into unique NFTs. One week after the release of the content, the unique NFT will be auctioned among the community members. This will allow community members to own certain content that resonates with their specific growth journey. At the same time, this will allow community members to further contribute to the project if they wish. These unique NFTs might also become collector’s items among community members. Furthermore, 25% of the purchase amount goes to the OneTile treasury every time that these unique NFTs are resold.

The team envisions establishing a community stake pool. The open community treasury can be staked here, as well as ADA from community members. The team wants to reward the community members that stake their ADA in the community stake pools with competitive interest rates. The remainder of the money raised through the stake pool will be used as an additional income stream for the OneTile treasury.



## **OneTile treasury and Community treasury**

The money that is raised through the income streams after the NFT release as discussed in the previous slide will be distributed as follows: 90% will go to the community treasury and the remaining 10% will go to the core team members to reimburse them for their ongoing efforts towards the community. The money going to the open treasury will be spent in similar ratios as the money raised from the NFT release. The money going to the core team members will be added to a special fund that the core team will use to fulfill their dream of living on a carbon positive homestead.

### **Charity**

The team appreciates other NFT projects that donate part of their raised money towards charity. This is something that the team envisions to do in a later stage of the project. However, initially, all resources will go towards the treasury. In this way, the team wants to ensure that they can deliver good content to the community by being able to invite high profile speakers. Furthermore, the team wants to invest the money into an on-chain communication platform where all interactions among community members can occur. Once this platform is established, a higher percentage of the treasury will go towards content and an additional part of the treasury will go to charity projects, decided on by the community.

### **A better world is the main incentive**

The team wants to highlight that the main intention of this project is to contribute to a better world. The team has already ensured a stable income from other sources, meaning that if this project does not raise the expected funds in its initial stages, the team would be willing to adjust the allocation of funds so that sufficient funds will be available for the community treasury. The team pledges to continue to put work into this project, despite the potential of not receiving any reimbursement for it.

## Core team

### **Tjitse van der Molen (concept and big picture)**

I have been very passionate about personal growth and sustainability throughout my adult life. The impact that this has made on my life still amazes me and is something that I would love to share with everyone. I received my MSc degree in systems biology and I'm very interested in interaction networks in general. This led me to explore the NFT space and the interaction networks among members in an NFT project. The community evoking aspects of NFTs inspired me to take this a step further and combine it with my passion for personal growth and sustainability. This motivated me to start this project together with Liv.



### **Liv Terrobias (content, tiles and blog)**

I have been on a long journey of growth throughout my life. I'm very interested in lifestyle architecture, DIY sustainable solutions and actively living my best life possible. When I couldn't work as a yoga teacher during the pandemic, I spent a lot of time writing about the realizations and ideas I picked up during my journey, with the intention to share them with others. I have been exploring novel ways to release my writing. Through this NFT release, I hope to share my ideas in a way that has an optimal impact on the world



## Additional team members team

### Silvio Baumgarten (community)



I feel honored that Liv and Tjitse asked me to co-create with them. My journey into understanding more about the human experience and becoming a more loving being started in my teens when I fell in love with a very special soul, dove into Buddhism and was contemplating my purpose. Becoming the best possible father I could be, I felt most excited about. It wasn't meant to be so far, for me to start a family and so I evolved my purpose into something more selfless and divine. I'd like to keep it my secret tho <3 I trust you will find yours.

### Harm Moolenaar (Graphic design)

I really enjoy working on this project because of the results that it tries to achieve, "improving the circumstances of everyone involved". It comes from a place of an unselfish desire to see other people do better. I like it even more because I get to do what I enjoy most, which is design. Tjitse's passion for self-growth has influenced me quite a bit during our years as friends. The idea that your life can be consciously designed to fit you was new to me at the time, and seems like a second nature now. I am grateful for this opportunity and proud to be a part of this incentive.



Besides our main team members, we receive help and guidance from several other people. We want to especially thank Many for providing help and insights related to blockchain development.