



**Blueprint Token Whitepaper
(BLUPRNT)**

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1. Introduction

The **BlueprintToken (BLUPRNT)** is more than just a utility token; it's the heartbeat of the Blueprint ecosystem, designed to empower both fans and artists in the most innovative way. BlueprintToken allows fans to engage, support, and influence the music they love while helping artists gain control over their careers. Through the Blueprint platform, we're building a future where artists and fans connect directly, creating a unique and community-driven music experience.

One of the main issues surrounding the utility token market is the transition between web2 to web3 whilst creating mass utility.

Blueprint: Bridging Web2 Revenue into Web3 for Unmatched Price Appreciation and Liquidity

Blueprint is at the forefront of innovation as one of the first platforms to seamlessly blend Web2 revenue models with Web3 technology, creating a sustainable, liquidity-driven ecosystem designed to maximize price appreciation and resilience.

At its core, Blueprint is a **subscription-based platform** that is primed to attract millions in monthly revenue. Fans subscribe directly to support their favourite artists, allowing them to access exclusive content, unique experiences, and real influence within the Blueprint ecosystem. Artists receive a **50:50 revenue split** from the subscription revenue generated by their superfans, creating a direct and sustainable income stream for creators.

The traditional music industry relies heavily on intermediaries, restricting artists' control over their revenue streams and fans' ability to meaningfully connect with artists. **Blueprint aims to transform this model** by redirecting **100% of Web2 subscription revenue directly into the Web3 ecosystem through an Automated Market Maker (AMM)**. Every dollar generated from Blueprint subscriptions flows into purchasing BlueprintToken (BLUPRNT), creating a consistent buyback mechanism that stabilizes liquidity and supports price appreciation in any market environment.

By leveraging this innovative Web2-to-Web3 revenue structure, Blueprint provides a reliable mechanism for **price stability, liquidity, and growth**, ensuring that the platform's success directly translates into tangible benefits for token holders. Blueprint is pioneering a new era of fan-artist interactions and sustainable tokenomics, setting the standard for how Web2 revenue models can enhance and empower the Web3 ecosystem.

2. Revolutionizing the Music Industry: The Blueprint Vision

The music industry has remained relatively unchanged for decades, with major labels and streaming platforms controlling the lion's share of revenue, and artists receiving only a fraction. In the current model, fans have limited opportunities to interact with their favourite artists meaningfully. **Blueprint** is here to change that.

Our vision is to revolutionize the music industry by creating a platform where fans and artists collaborate directly. **Blueprint is where fans get a voice, and artists gain freedom.** With the power of blockchain, Blueprint introduces a new way of sharing, owning, and experiencing music, putting fans and artists in the driver's seat of the industry.

3. The Blueprint Model: Breaking Down Barriers

The **Blueprint App** offers an unprecedented level of fan-artist connection. This model allows artists to share their work directly, reward their biggest supporters, and gain insights directly from their fans. Fans, on the other hand, can enjoy exclusive content, participate in VIP experiences, and even have a say in key creative decisions, from new releases to tour dates.

By removing traditional barriers, Blueprint empowers artists to monetize directly from their fan base, creating multiple revenue streams without needing intermediaries. With BlueprintToken (BLUPRNT) powering every interaction, fans and artists are united in a single, dynamic ecosystem.

4. Competitive Advantages of Blueprint

a. Direct Fan-Artist Engagement

Blueprint's fan-driven model allows for an unparalleled level of direct engagement between artists and fans. This deep, personal connection fosters loyalty, drives organic promotion, and lets fans feel like they are truly part of the artist's journey.

b. Multi-Channel Revenue Opportunities

Unlike traditional platforms that rely solely on music streams, Blueprint enables artists to earn through multiple channels, such as exclusive content, merchandise, VIP experiences, and direct fan support. These diversified revenue streams mean that artists can create sustainable, stable income directly from their fans.

c. Empowering Fan Influence

Blueprint empowers fans to be more than just listeners. Fans holding BlueprintToken have voting rights on key decisions, such as song releases, album themes, and even collaborative projects. This transforms fans into active participants, strengthening their bond with artists and creating a powerful, engaged community.

d. Blockchain Security and Transparency

By leveraging blockchain technology, Blueprint ensures that all transactions are secure, transparent, and verifiable. Fans know their contributions are authentic, and artists can trust that their work is protected. Blockchain also provides clear and fair rewards distribution, giving fans true ownership of their music experiences.

5. BlueprintToken (BLUPRNT) Tokenomics

The **BlueprintToken (BLUPRNT)** is the single utility token that drives the Blueprint platform, enabling fans to access exclusive features, support their favourite artists, and participate in decision-making processes. The tokenomics of BlueprintToken are designed to incentivize both early adoption and long-term engagement within the ecosystem.

- **Token Name:** BlueprintToken
- **Ticker:** BLUPRNT
- **Total Supply:** 1,000,000,000 BLUPRNT
- **Pre-Sale Allocation:** 20,000,000 BLUPRNT (£1 million target)
- **Public ICO Allocation:** 50,000,000 BLUPRNT (£5 million target)
- **Team & Advisors:** 150,000,000 BLUPRNT
- **Marketing & Partnerships:** 100,000,000 BLUPRNT
- **Reserve Fund:** 680,000,000 BLUPRNT

6. The Blueprint App: Powering the Future of Fan-Artist Interaction

The **Blueprint App** is the core of the Blueprint ecosystem, a blockchain-powered platform where fans and artists connect on an entirely new level. Blueprint brings together music, social engagement, and blockchain technology in a way that's never been done before.

Key Features of the Blueprint App

- **Music Content Hub:** Blueprint is more than just a streaming platform. It's a full-fledged content hub where artists can share their music, videos, updates, and interact directly with fans.
- **VIP Experiences:** Fans can access unique experiences, including live-streamed shows, Q&A sessions, and in-person events.
- **Voting and Influence:** Fans get to vote on decisions like new song releases, concert locations, and collaborations, making them active participants in the artist's journey.
- **NFT Marketplace:** Fans can purchase NFTs as digital collectibles or VIP tickets, adding an extra layer of engagement and ownership.
- **Direct Support:** Fans can support artists directly through BlueprintToken, helping fund projects, albums, or even entire tours.

In every interaction on the Blueprint App, BlueprintToken (BLUPRNT) is at the center, making it the essential asset for fans and artists alike.

7. BlueprintToken Utility within the Blueprint App

BlueprintToken (BLUPRNT) is integral to every experience on the Blueprint App, providing fans and artists with a seamless, secure way to connect and transact. The utility of BlueprintToken includes:

- **Access to Exclusive Content:** Use BLUPRNT to unlock early releases, limited-edition items, and exclusive tracks that aren't available elsewhere.
- **Voting Power:** BlueprintToken holders have voting power to influence key decisions, from song releases to album cover art and collaborations.
- **VIP Experiences and Events:** Redeem BLUPRNT for access to VIP events, meet-and-greets, backstage passes, and more.
- **NFT Ownership:** Purchase NFTs representing unique digital assets like concert tickets, digital collectibles, or limited-edition artwork.
- **Staking Rewards:** Stake BlueprintTokens to earn rewards, gain additional content access, and receive special recognition as premium supporters.

BlueprintToken allows fans to support artists while accessing a deeper, more interactive music experience. BLUPRNT makes every engagement meaningful, connecting the artist and fan in a transparent, rewarding way.

8. Token Launch Details

Pre-Sale Token Launch

- **Token Allocation:** 20,000,000 BLUPRNT
- **Fundraising Target:** £1 million
- **Price:** £0.05 per BLUPRNT
- **Bonus:** Early participants receive a 50% discount

Public Token Launch

- **Token Allocation:** 200,000,000 BLUPRNT
- **Fundraising Target:** £20 million
- **Price:** £0.10 per BLUPRNT
- **Bonus:** Tiered bonus structure based on contribution amount.

9. Vesting Schedules

To ensure long-term project sustainability, the following vesting schedules are implemented:

- **Team & Advisors:** 24-month vesting with a 6-month cliff, unlocking monthly thereafter.
- **Marketing & Partnerships:** 12-month vesting with a 3-month cliff, unlocking monthly thereafter.
- **Reserve Fund:** Locked for 12 months, then released quarterly over 24 months.

10. Roadmap

Phase 1: Development & Pre-Sale (Q2 2025)

- Finalize Blueprint App development and initial testing.
- Launch pre-sale ICO with early bird benefits.
- Begin artist onboarding and partnerships.

Phase 2: Public Token Launch & Platform Launch (Q3 2025)

- Conduct public ICO with global reach.
- Launch the Blueprint App to the public, featuring initial artists and exclusive content.
- Implement staking, voting, and NFT purchasing features.

Phase 3: Expansion & Growth (2025)

- Onboard more artists to expand content offerings.
- Launch international marketing campaigns and strategic partnerships.
- Introduce additional utilities for BlueprintToken within the app.

Phase 4: Global Scaling (2026)

- Expand Blueprint's reach through international music festivals, events, and collaborations.
- Launch new app features and enhance blockchain capabilities for global scalability.

11. Team and Strategic Partnerships

The Blueprint team consists of seasoned professionals with extensive experience in the music, technology, and blockchain sectors. Our partnerships with influential artists and leading platforms ensure that Blueprint gains visibility and support from industry leaders. High-profile supporters like Simon Webbe and other well-known personalities bolster our reach, making Blueprint a truly revolutionary platform.

12. Legal and Compliance

BlueprintToken complies with all relevant regulations to ensure transparency and security for our participants. All legal information and compliance details are published on our website to provide participants with peace of mind.

13. Conclusion

The **BlueprintToken (BLUPRNT)** is the driving force behind a new era in music, where fans and artists can connect, share, and create like never before. With the Blueprint App as its core, BlueprintToken provides fans with direct access to their favourite artists, exclusive experiences, and the opportunity to actively shape the music they love.

Through the power of blockchain, Blueprint brings transparency, security, and authenticity to every interaction, creating a sustainable, engaging platform where fans and artists grow together. Join us in this revolution and help redefine what it means to experience music. The future of music is here, and it starts with **BlueprintToken**.

This whitepaper serves as an overview of the BlueprintToken (BLUPRNT) and its role within the Blueprint App, providing insights into its potential to transform the music industry. It is intended for informational purposes only and does not constitute investment advice.

Vesting Schedule for BlueprintToken (BLUPRNT)

Allocation	Total Tokens	Vesting Period	Cliff Period	Release Schedule
Pre-Sale Allocation	20,000,000 BLUPRNT	6 months	None	20% unlocked at Token Generation Event (TGE), 16% monthly after
Public ICO Allocation	50,000,000 BLUPRNT	3 months	None	100% unlocked gradually over 3 months
Team & Advisors	150,000,000 BLUPRNT	24 months	6 months	After the cliff, 4.17% monthly for 18 months
Marketing & Partnerships	100,000,000 BLUPRNT	12 months	3 months	After the cliff, 11.1% monthly for 9 months
Reserve Fund	680,000,000 BLUPRNT	36 months	12 months	After the cliff, 15 % quarterly for 24 months

Detailed Vesting Breakdown

1. Pre-Sale Allocation

- **Total Tokens:** 20,000,000 BLUPRNT
- **Cliff Period:** None
- **Vesting Period:** 6 months
- **Release Schedule:** 20% of tokens are unlocked immediately at Token Generation Event (TGE), with the remaining tokens released at 16% monthly for the next 5 months.

2. Public ICO Allocation

- **Total Tokens:** 50,000,000 BLUPRNT
- **Cliff Period:** None
- **Vesting Period:** 3 months
- **Release Schedule:** Tokens are unlocked gradually over the 3 months post-ICO, allowing for smooth market entry without creating price shocks.

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3. Team & Advisors

- **Total Tokens:** 150,000,000 BLUPRNT
- **Cliff Period:** 6 months
- **Vesting Period:** 24 months
- **Release Schedule:** After the 6-month cliff, tokens are unlocked monthly at a rate of 4.17% over the next 18 months, aligning team incentives with the project's long-term success.

4. Marketing & Partnerships

- **Total Tokens:** 100,000,000 BLUPRNT
- **Cliff Period:** 3 months
- **Vesting Period:** 12 months
- **Release Schedule:** After the 3-month cliff, tokens are unlocked at a rate of 11.1% monthly over the remaining 9 months, ensuring a steady supply of tokens to support ongoing marketing and partnerships.

5. Reserve Fund

- **Total Tokens:** 680,000,000 BLUPRNT
- **Cliff Period:** 12 months
- **Vesting Period:** 36 months
- **Release Schedule:** After the 12-month cliff, tokens are unlocked quarterly at a rate of 8.33% over the next 24 months, providing a stable reserve for project needs, liquidity, and unforeseen requirements.