



ALISON WONDERLAND PRESENTS THE WONDERQUEST

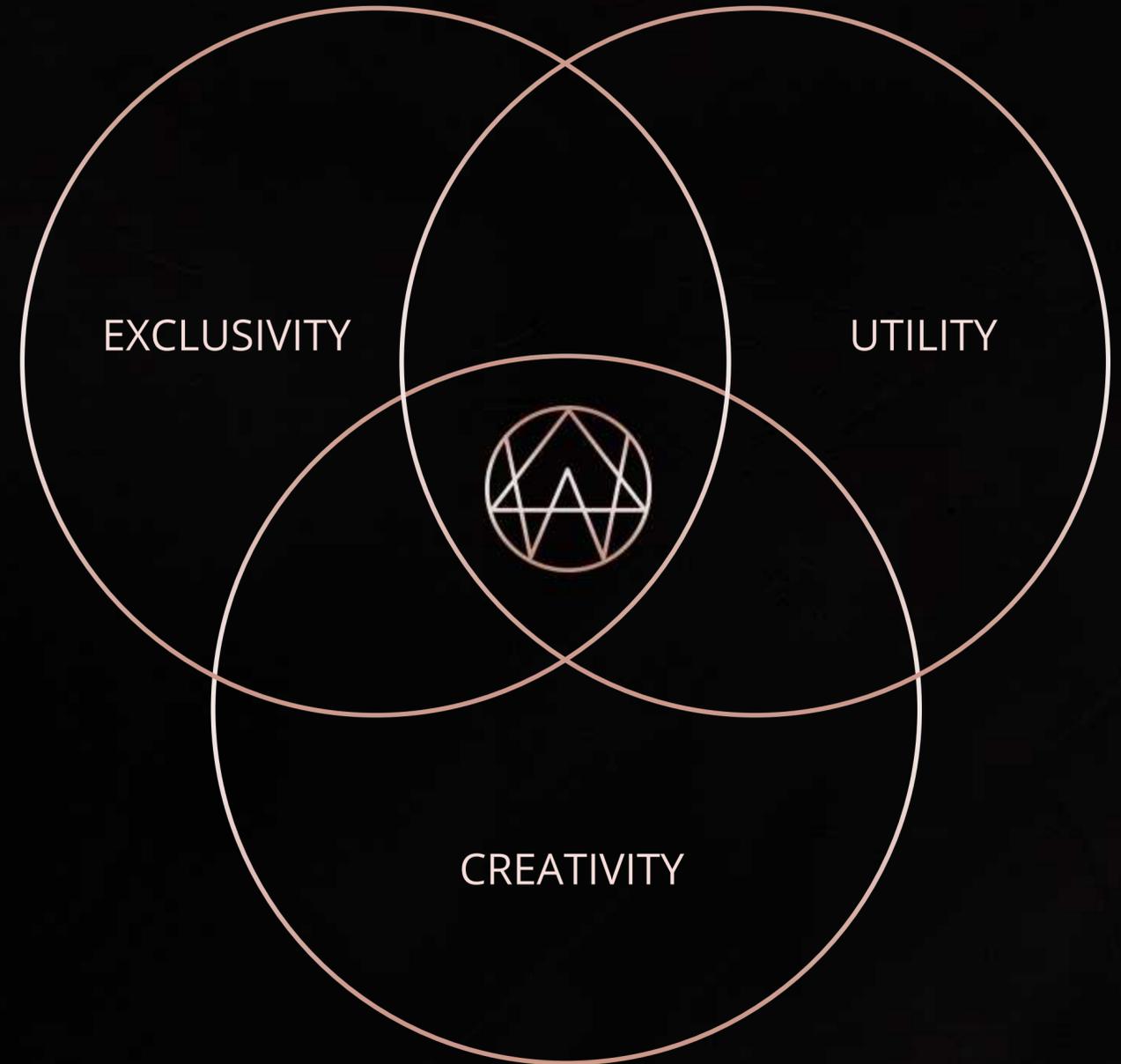
**NFT LIGHT PAPER 2021**

THE WONDERQUEST

# WHAT IS THIS?

A Global team of artists, builders, thinkers and dreamers set out to fuse together art, music, community and gaming to create an unparalleled experience of amplified escapism that the metaverse has never before seen.

It starts with an egg. What's inside? Do I hatch it? Questions only you can answer. You can either collect it as a rare egg OR hatch it and reveal what's inside. The choice is yours.



THE WONDERQUEST

# WHY ARE WE DOING THIS?

A personal message from our Chief Creator, Architect, Author and Wondertown ruling Queen.

## Alison Wonderland

- Electronic dance music producer, DJ, and singer
- Australian-born LA-based
- Classically trained cellist
- 900k Instagram followers, 320K Twitter followers
- Highest billed female DJ in Coachella history.
- #1 Billboard Top Dance/Electronic Albums (2x)
- 500m+ streams by 2020 across Digital Service Providers [Spotify, Apple Music and others]
- 10m+ downloads of Radio Wonderland show on Apple Podcasts
- Merch - FMUOASL Brand that regularly sells out drops in 2-4 hours. HAs had collabs with Forever 21, Fig and Viper, Asics.



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*The thing I'm most excited about creating is an entirely new universe and alternate reality, where things that are constrained by reality, are possible in the virtual world.*

*I'm a huge fan of fantasy. I have been a dreamer my whole life. To be able to fuse technology to my imagination and expand on what I've created is mind-blowing and I have the opportunity to grab it by the horns and not let go.*

*Part of me has always lived in a parallel universe A mystical place where my true self runs free. I am excited by what the metaverse and NFT's have enabled me to do. That is share my world and expand my artistic reach. I am amped about this crazy odyssey. It's all about me getting closer to you.*



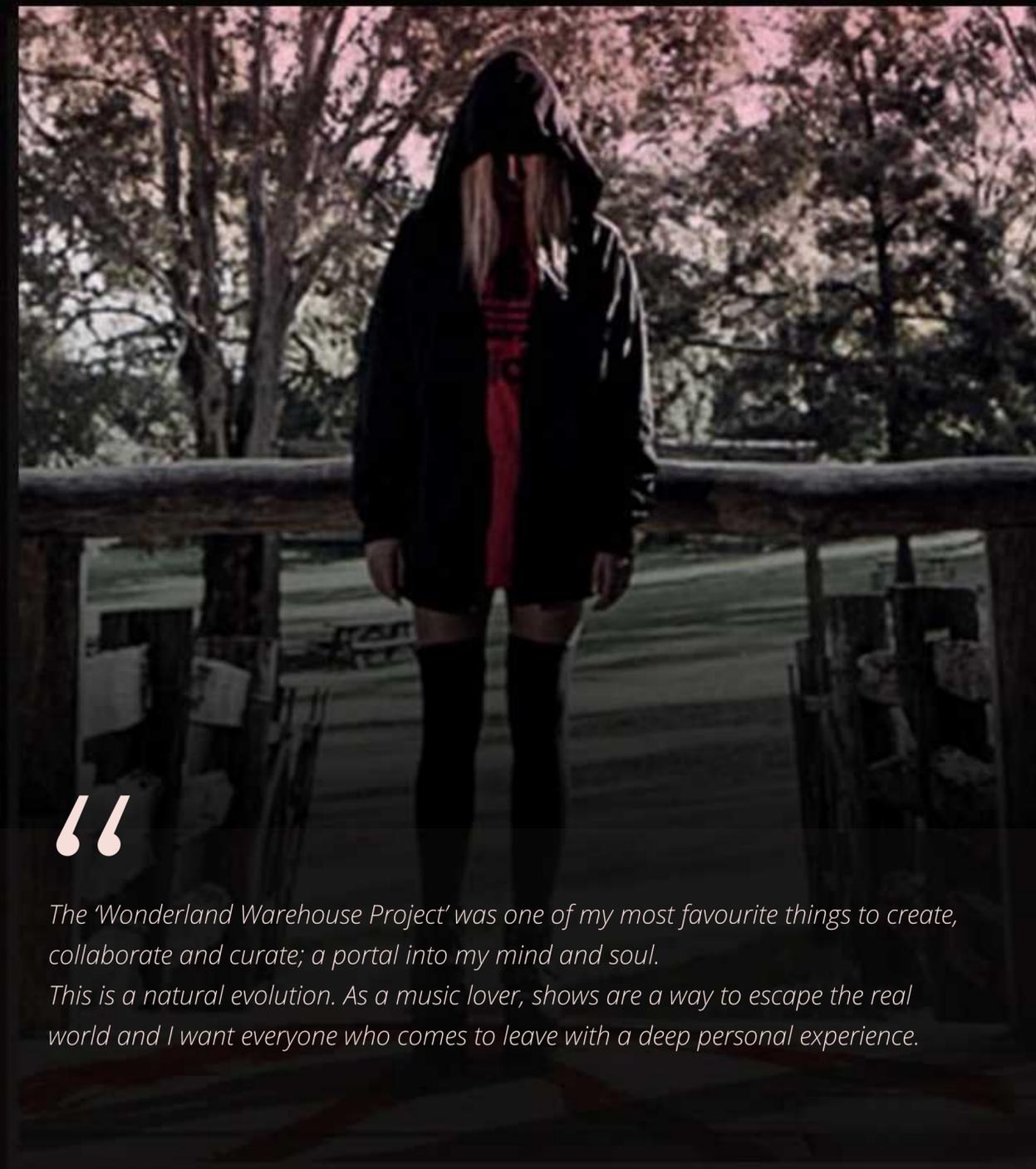
THE WONDERQUEST

# ALISON WONDERLAND'S CURATED EXPERIENCES

AW creates global events that combine entertainment and experience with her Wonderland Project.

## Alison Wonderland

- Wonderland Warehouse Project 1.0, featuring Australian artist lineup with AW headlining in Melbourne and Sydney. 10,000 tickets sold
- Wonderland Warehouse Project 2.0, featuring Australian artist line up with AW headlining nationally in Australia. Over 35,000 tickets sold.
- Wonderland Warehouse Project 3.0, featuring internal and local lineup [A\$AP Ferg], a national Australian Tour that also went international [NZ, LA, NYC, Japan, Berlin, Russia]
- Currently headlining Lollapalooza, 2 sold out Red Rocks shows & Austin City Limits Festivals.



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*The 'Wonderland Warehouse Project' was one of my most favourite things to create, collaborate and curate; a portal into my mind and soul.*

*This is a natural evolution. As a music lover, shows are a way to escape the real world and I want everyone who comes to leave with a deep personal experience.*

# THE WONDERQUEST INTRODUCTION

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The WonderQuest is Alison Wonderland's odyssey of exploration in the digital world; a treasure hunt of experiences in the metaverse.

An opportunity awaits to embark on a journey of epic proportions - for the first time ever, join AW's odyssey featuring her music in a virtual landscape. The adventure ahead will allow you to explore never-before-seen parts of the metaverse and also interact with it in ways not possible. Until now.

Join Alison Wonderland on the WonderQuest by purchasing one or several of the 10,000 unique, mysterious and mystical eggs. Minting is fully randomised and there are 12 different dragon breeds, all of varying rarity. Hatch your egg, or wait, the choice is yours. Unleash your creation upon this world or keep the power within.

The egg is the beginning of a long and wonderful journey. Together we quest. WonderQuest.



THE WONDERQUEST TEAM  
**THE PROJECT TEAM.**  
**WHO ARE WE?**

Led by Alison Wonderland, a worldwide collective of artists, builders, and dreamers join forces to deliver a metaverse experience like no other and where the whole is undoubtedly greater than the sum of its parts.



Alison Wonderland

Chief Creator, Architect, Author  
and Wondertown ruling Queen.



Run It Wild

Metaverse Strategy &  
Partnerships

Orchestrate creators, brands,  
IP specialists, smart contract  
romantics and metaverse  
enthusiasts.



NFT studios

NFT STUDIOS  
Smart Contract

Building the Metaverse.  
One block at a time.



CandyAcne  
Creative/ Art

Inspired by the retro anime  
aesthetic, attention to detail  
is her key attribute/burden.



Development Fund

Allocated funding for future  
development.

# THE WONDERQUEST

## NFT DETAILS AND TOKENOMICS

	SALE	NFT	GOVERNANCE	UTILITY
FEATURES	<p>10,000 eggs are available for purchase at 0.0888 ETH per egg. Limit of eggs to 10 per wallet.</p> <p>Available via <a href="http://www.thewonderquest.com">www.thewonderquest.com</a> and OpenSea secondary marketplace on Sunday 25th July 18:00 EST + egg hatching event [dragons] launching on Sunday 1st August 18:00 EST.</p>	<p>Custom built from the ground-up with no expense spared.</p> <p>We've customised ERC-721 with plus a few unseen features in the avatar NFT project space.</p>	<p>All decisions pertaining to the secondary market will be made with our our collector community in-mind.</p>	<p>All Access Pass for blockchain related activity</p> <p>Ownership and non-exclusive commercial usage rights are given to all token holders.</p>
BENEFITS	<p>Randomised mint # assigned to egg and dragon - first mint, doesn't = #1, which means it's truly fair.</p> <p>Hatch or not hatch; two different NFT ownerships options, with varying scarcity and value over time.</p> <p>Wallets attached to smart contract for agreed distribution to the team, which means transparency for owners.</p> <p>Reserve 50 Eggs for competitions &amp; 50 Eggs for team members</p> <p>Batch hatching option; I own 10 eggs and want to hatch 9 only.</p> <p>Unlockable content; we include the license agreement upon sale, which means transparency for owners on commercial utility.</p>	<p>Custom contract, unique for this project; stored on IPFS - upgradable metadata on chain which means provenance is immutable.</p> <p>GWEI fees minimised by creating an efficient and optimised smart contract.</p> <p>Optimised for transaction mining which means a faster approval time.</p> <p>Randomised 12 different breeds, with varying armour, masks, weapon, treasure, eyes and background. No two dragons that are the same, each is unique, i.e. 1 of 1.</p>	<p>Community; voting rights &amp; quest making. The community will always have their say. Outside of performances and events, this is uncharted territory.</p> <p>Community engagement will be elicited on all levels, as we journey through the blockchain.</p>	<p>All Access Pass for activity activated on the blockchain by Alison Wonderland and The WonderQuest in perpetuity; this is your virtual ticket for all hosted events by AW and The WonderQuest.</p>

# THE WONDERQUEST ROADMAP

## WHERE WE ARE TODAY:

Dream to reality

*Nov 2020 to Aug 2021*

- NFT egg release Sunday 25th July 18:00 EST + hatching event [dragons] to launching Sunday 1st August 18:00 EST
- Virtual clubhouse in Decentraland
- Hosted parties, events and important roundtable discussions
- Metaverse music performances, releases, listening parties and more
- Airdrops: avatar wearables
- Exclusive quests and hosted events

## WHAT'S NEXT:

Diversification and enrichment

*September to Dec 2021*

- Partner with virtual worlds, brands and blockchain games to enrich Wonderquest experience, e.g. The SandBox
- Host AW headline and curated line ups; perform regularly in Decentraland
- Expand narrative, more Quests and community driven projects

## WHAT'S NEXT:

Multi-metaverse expansion

*September to Dec 2022*

- Expand with AR/VR experiences
- Play-to-earn RPG experiences
- More exclusive quests and hosted events
- Comics. Commercial rights; stories will be written, those on the quest will benefit.



## THE WONDERQUEST

# THE JOURNEY OF WONDERQUEST NFT OWNERSHIP

THE STEPS



THE DETAILS

1. Connect Ethereum digital wallet to enable token minting, e.g. Metamask

2. Mint token. Ownership is established. A gas fee\* is incurred here.

3. Own egg. Benefits activated. Either hold or sell. Available from Sunday 25th July 18:00 EST

3A. Benefits are retained and the longer you hold, the more benefits you earn. Benefits will be informed by our collective community. Imagine owning the last unhatched egg?

3B. Part ways with your egg and accompanying benefits. A gas fee is incurred.

4. Hatch egg/s to reveal your dragon. Our unique smart contract design means that batch hatching is cost-effective. A gas fee is incurred. Available to hatch egg from Sunday 1st August 18:00 EST

5. Own dragon. Benefits continue. Either hold or sell.

5A. Benefits activated at the time of owning the egg. And carry through to hatching the dragon. The added benefit of ownership longevity are additional benefits and will be informed by our collective community.

5B. Part ways with your dragon and accompanying privileges. A gas fee is incurred.

\*Gas fee variations are influenced by blockchain load, smart contract design amongst other factors. The below table outlines typical gas fees for minting and hatching.

	Gas used	ETH (gas at 25)	USD (gas at 25)	ETH (gas at 75)	USD (gas at 75)
claimEgg	138144	0.0034536	7.43	0.0103608	22.28
claimEggs (10)	49472	0.0123618	26.58	0.0370854	39.73
hatchEgg	47470	0.0011867	2.55	0.0035603	7.65
hatchEggs (10)	273387	0.0068349	14.70	0.0205048	44.09

THE WONDERQUEST  
**WHERE TO FROM HERE?**

**THE FUTURE IS BEING WRITTEN NOW AND  
THOSE ON THE QUEST WILL BE REWARDED.**

Be part of the flagship first series.  
Be involved early and benefit from growth.  
You're all invited.

**Join us on the quest. The WonderQuest.**



 @thewonderquest

 discord.gg/thewonderquest

THE WONDERQUEST

# KEY CONCEPTS & RESOURCES

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The availability and accessibility of technology enablers means that the future of art, currency, community, gaming and collectibles is here now. Here is a curated list of the key concepts used throughout this white paper.

Blockchain - a data structure that holds transactional records and while ensuring security, transparency, and decentralization. You can also think of it as a chain or records stored in the forms of blocks which are controlled by no single authority.

Decentraland is an Ethereum-based blockchain platform where users can purchase, build and monetize virtual reality applications.

Ethereum - Ethereum is open access to digital money and data-friendly services for everyone – no matter your background or location. It's a community-built technology behind the cryptocurrency ether (ETH) and thousands of applications you can use today.

Hatching - The smart contract mechanic that allows the holder to exchange their egg for a dragon. It is the holders decision to hatch or not to hatch.

GWEI Fees - Ethereum transaction fees, known as Gas Fees. When you mint your egg you will incur a gas fees, when you hatch your egg, you will incur a gas fee. When you sell your egg on OpenSea market place, you will incur a gas fee. These are payments made by users to compensate for the computing energy required to process and valid, rangin from a few dollars [\$US] to ten's of dollars pending the demand on the blockchain at the moment in time. You can wait and hold out, but run the risk of missing out also. Our prayers are with the gas lords to be kind to us.te transactions on the Ethereum blockchain

NFT - A non-fungible token is a unit of data stored on a digital ledger, called a blockchain, that certifies a digital asset to be unique and therefore not interchangeable. NFTs can be used to represent items such as photos, videos, audio, and other types of digital files.

Metamask - A cryptocurrency wallet used to interact with the Ethereum blockchain. It allows users to access their Ethereum wallet through a browser extension or mobile app, which can then be used to interact with decentralized applications. This is where your NFTs and Ethereum can be stored.

Minting - is the process of creating tokens on the Ethereum blockchain

ERC721 Smart Contract - ERC721 is a standard for representing ownership of non-fungible tokens, that is, where each token is unique. ERC721 is a more complex standard than ERC20, with multiple optional extensions, and is split across a number of contracts.