



BrainStarter A Down-To-Earth Quality

Whitepaper

www.BrainStarter.io





Disclaimer

The presented information, does not constitute an offer within the meaning of the relevant legal regulations, nor does it constitute a calculation for such offer, and shall not be perceived as investment advising or investment recommendations, or intermediation in such advice or recommendation, and is for informational purposes only in accordance with the terms and conditions of www.brainstarter.io.

Remember that there is a high risk associated with the operation of markets related to cryptocurrencies and blockchain technology, in particular in terms of rapid price volatility in these markets, which may result in the loss of all means invested by you.

The information contained in this document is meant to be a proposal, and it is possible that the details may be altered in the future without prior notice.





Table of contents

- 01 / **What Is BrainStarter?**
- 02 / **Founders Letter**
- 03 / **Vision**
- 04 / **Down-To-Earth Quality**
- 05 / **Spotted by BrainStarter**
- 06 / **Problems & Solutions**
- 07 / **The Market Landscape**
- 08 / **\$BRAINS Token Utility**
- 09 / **\$BRAINS Staking**
- 10 / **Tiers**
- 11 / **Airdrops**
- 12 / **NFT**
- 13 / **Tokenomics**
- 14 / **Burning**
- 15 / **Projects Pool**
- 16 / **Marketing and Partnerships Pool**
- 17 / **Reserve, Staking Rewards, Liquidity Pool**
- 18 / **\$BRAINS Tokens Distribution**
- 19 / **Claim Fee Distribution**
- 20 / **Roadmap**
- 21 / **BrainStarter Core Team**



What is BrainStarter?

BrainStarter is a Down-To-Earth launchpad and incubator for Real World Businesses (RWB) and Real World Assets (RWA) projects.

BrainStarter.io is Down-To-Earth Launchpad whose aim is to incubate and tokenize projects from industries such as: MedTech, DentalTech, AI, Cyber Security, FinTech, GameDev, Neural Networks, Robotics etc. which see their development through the transformation with tokenization from the web2 to web3 environment.

BrainStarter provides incubation and support at all stages of tokenization for creative technological projects with solid foundations. All incubated projects must first achieve Down-To-Earth status through the approval of the Experts Advisory Board and the BrainStarter community.

- 1** On one hand, we strive to showcase verified, reasonable, and promising projects to token holders in our community.
- 2** On the other, we provide presentational and operational services to diligently selected ventures.

Get to know more here: www.medium.com/@brainstarter.io

More about: www.medium.com/@brainstarter.io/welcome-to-brainstarter-a-down-to-earth-launchpad-812d97c875ae





Founders Letter

Time for Down-To-Earth

During the last bull market almost every new project that entered the market raised multi-million dollar finance. It was surprising to see how quickly anonymous creators gained the trust of token buyers. Too often, it was enough for a project to announce itself online, pay the right cost, and be accepted onto launchpads, even when lacking features that would guarantee long-term development.

Unfortunately, we saw the effects of this trend in the time of bear market. Most of these projects have not survived the test of time, and token holders have experienced massive losses, with the tokens' value dropping by more than 90%.

Often, there was almost no communication with projects, and launchpads did not feel responsible, taking the position that everyone makes decisions at their own risk, and the launchpad is merely a platform that exposes selected projects. Let's pay attention to the term "selected." This undoubtedly suggests that the projects have undergone some selection and are recommended more than others.

In reality, projects are the source of launchpads' income. First, with the entry fee and then with the success fee. The more projects they put on their platform, the better financial result they will achieve. However, this method is flawed and promotes weak projects.

Launchpads should take more responsibility and be willing to take risks in solidarity with the community.

It's high time to change this system!

It's time to prioritize quality over quantity.

It's time for launchpads to thoroughly verify projects.

It's time for launchpads to be rewarded only for successes.

It's time for projects to work harder on their product and business models.

It's time for the community to have the right to a refund if the project doesn't meet the terms of the contract.

It's time for healthy projects with a real income plan.

It's time for projects with well-balanced tokenomics.

It's time for Down-To-Earth projects!

That's why we're building a new launchpad and introducing healthy rules and features:

- no entry fee, only success fee
- deep due diligence with Experts Advisory Board
- refund system
- RWA nad RWB projects incubation system
- feedback for each submitted project
- benefits and rewards for projects
- Project Tokens Airdrops for community
- Learn-To-Earn Mission

Sebastian
Martin

Sounds fair enough? Ready to become Early Brains?



Vision

BrainStarter's vision is to create impactful, sustainable change in the crypto and blockchain world, with a focus on practical, viable solutions. The key is promoting projects that combine innovation with solid business models and address real market needs. Emphasizing community engagement and education, BrainStarter aims to foster long-term industry success.

Four pillars of BrainStarter:

1

Down-To-Earth Quality

BrainStarter emphasizes practical, reliable, and high-quality projects, ensuring that every initiative has a solid foundation and real-world applicability.

2

Spotted by BrainStarter

A distinctive selection process that identifies and showcases promising, thoroughly vetted projects to the community.

3

Community-Driven Approach

Actively engaging the community, valuing their input in project selection, and focusing on building a strong, informed investor base.

4

Diverse Industry Integration

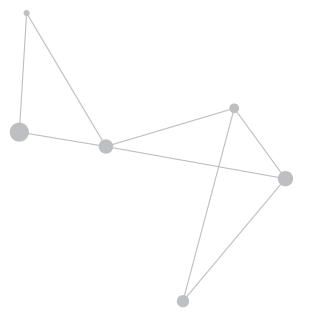
A commitment to staying at the forefront of technological advancements, particularly in blockchain and web3, and adapting to the evolving needs of the market and technology.



Down-To-Earth Quality

Most of the projects we find on launchpads are largely based on creating hype around themselves and finding value in the growth of the token itself. Very often, these projects do not generate any revenue.

At BrainStarter, we believe that only projects that are based on strong foundations have true and long-term value.



Down-To-Earth means:



A real product needed on the market



Competent team



A real revenue plan



Working prototype



Global scalability



Healthy tokenomics

More about:

www.medium.com/@brainstarter.io/down-to-earth-gem-where-innovative-projects-take-flight-with-a-business-mindset-21c2f5d2f4f9



Spotted by BrainStarter



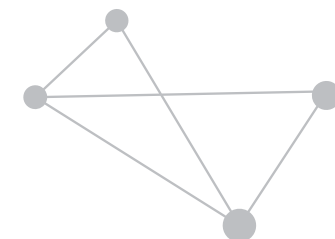
Spotted by BrainStarter is a program aimed at projects related to new technologies mainly in areas such as MedTech, FinTech, DentalTech, Deep Neural Networks, Robotics, GameDev, AI, Cyber Security, Renewable Energy, Blockchain. It is also open to innovative projects from other areas.

The program facilitates the transformation of projects from a web2 to a web3 environment. Support includes workshops and consulting in basic areas which are fundamental for developing projects.

Spotted by BrainStarter is awarded in the form of an NFT token.

If the BrainStarter team recognizes the project as interesting and with the potential to be tokenized on the BrainStarter platform it gives the opportunity to the project to be supported on the way from now until IDO and even for a longer time.

Owning NFT Spotted confirms the right to receive support from BrainStarter and the campaign's partners under the adopted program. In the first edition, 5 final prizes will be awarded in the form of NFT **Spotted by BrainStarter** worth up to USD 25,000 each.



More about:

www.brainstarter.io/spotted

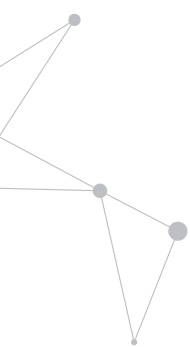
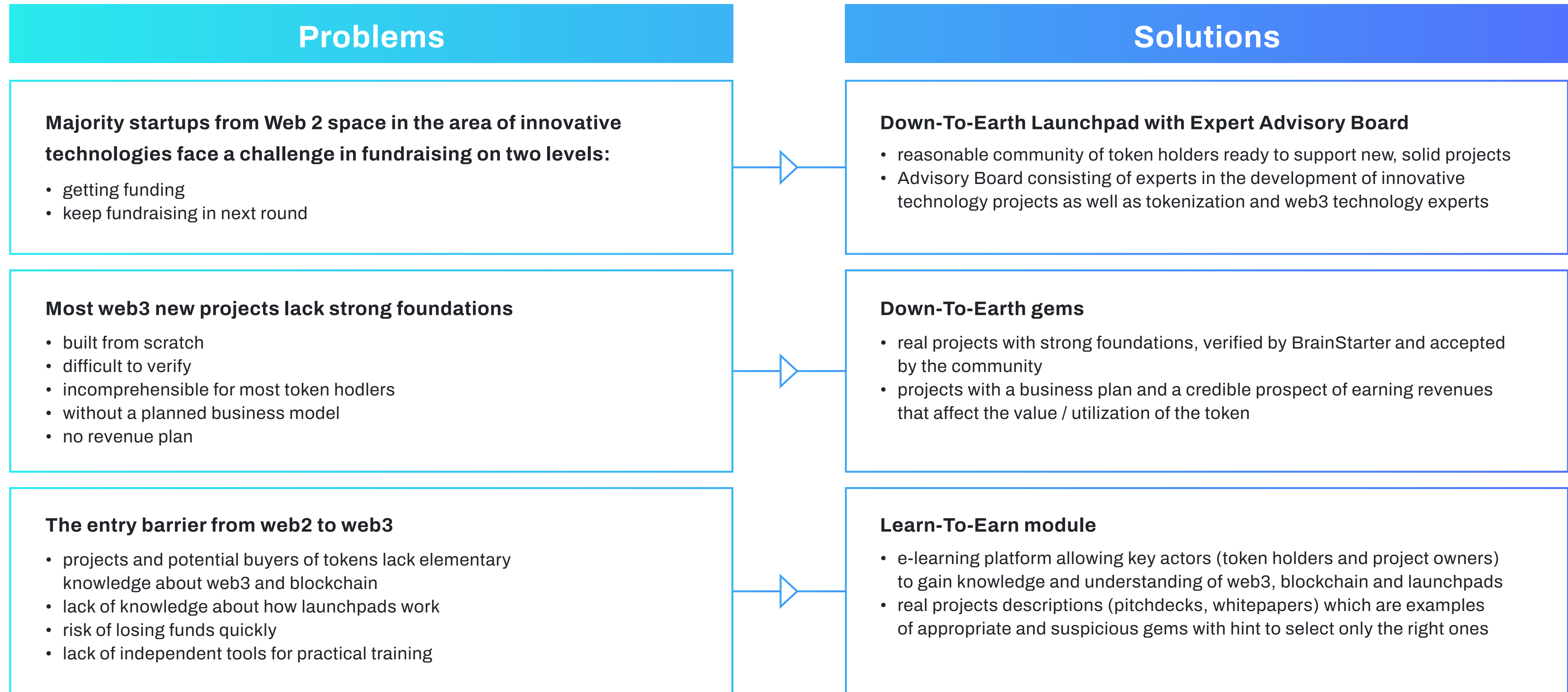
www.medium.com/@brainstarter.io/spotted-by-brainstarter-96222f8395e2



Spotted
by BrainStarter



Problems & Solutions

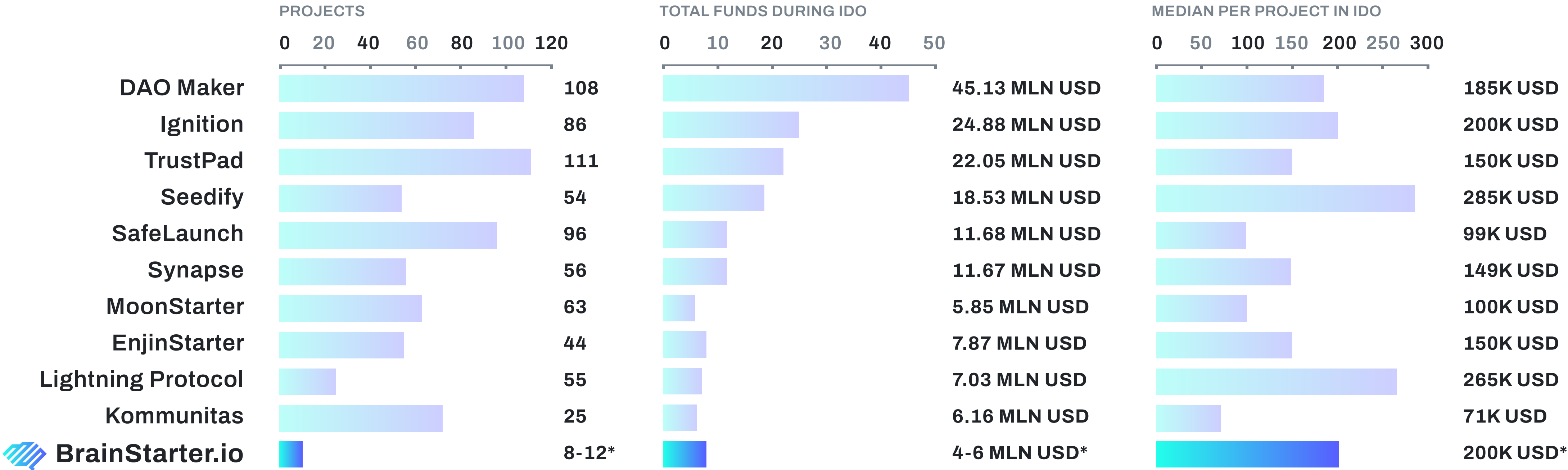




The Market Landscape

A rationale for BrainStarter’s operations is based on a thorough analysis of the landscape of launchpads. We believe that in order to offer a valuable solution, one needs to start by researching what is already present on the market.

Below we provide you with an overview of 10 launchpads and our criteria of comparison. As you can see, we aim at leveraging the best practices and combining them with an innovative and strategic approach.



As at March 31, 2023

* results predicted to achive until 2024



\$BRAINS Token Utility

Staking

There are two types of staking for \$BRAINS tokens holders:

1. Obligatory staking from 12 to 24 months for founders, seed investors and private rounds investors.
2. Voluntary staking for a minimum of 30 days for investors from Presale and Public round and for new purchasers of the \$BRAINS token after the listing launch.

In both cases, during staking, everyone acquires the rights to airdrop distribution of tokens of projects incubated and tokenized at that time, as well as additional staking rewards from the pool of staking rewards and claim fees paid by other users.

Airdrops

Each new incubated project on our launchpad transmits a certain number of its tokens to BrainStarter. A portion of these tokens is shared (in the form of an airdrop) between token holders staking \$BRAINS.

Again, we hope to instill a sense of long-term engagement between all of the actors. Therefore such foreign (not-\$BRAINS) tokens are also subjected to vesting.

Tiers

To promote long-term involvement we prepared a system of Tiers assigned to token holders from our community. User's Tier is a function of the number of \$BRAINS one is staking and the total staking time. Having a Tier assigned will entitle users to the allocation of tokens from the launched projects.

NFT

In the BrainStarter environment, we also use NFT (non-fungible tokens) technology for cases such as confirming the right to ownership of \$BRAINS tokens, the right to resell locked \$BRAINS packages and the right to use services provided for projects. In the future, other types of NFTs may also appear to complement the functions of the BrainStarter platform.



Staking

+



Tiers

+



Airdrops

+



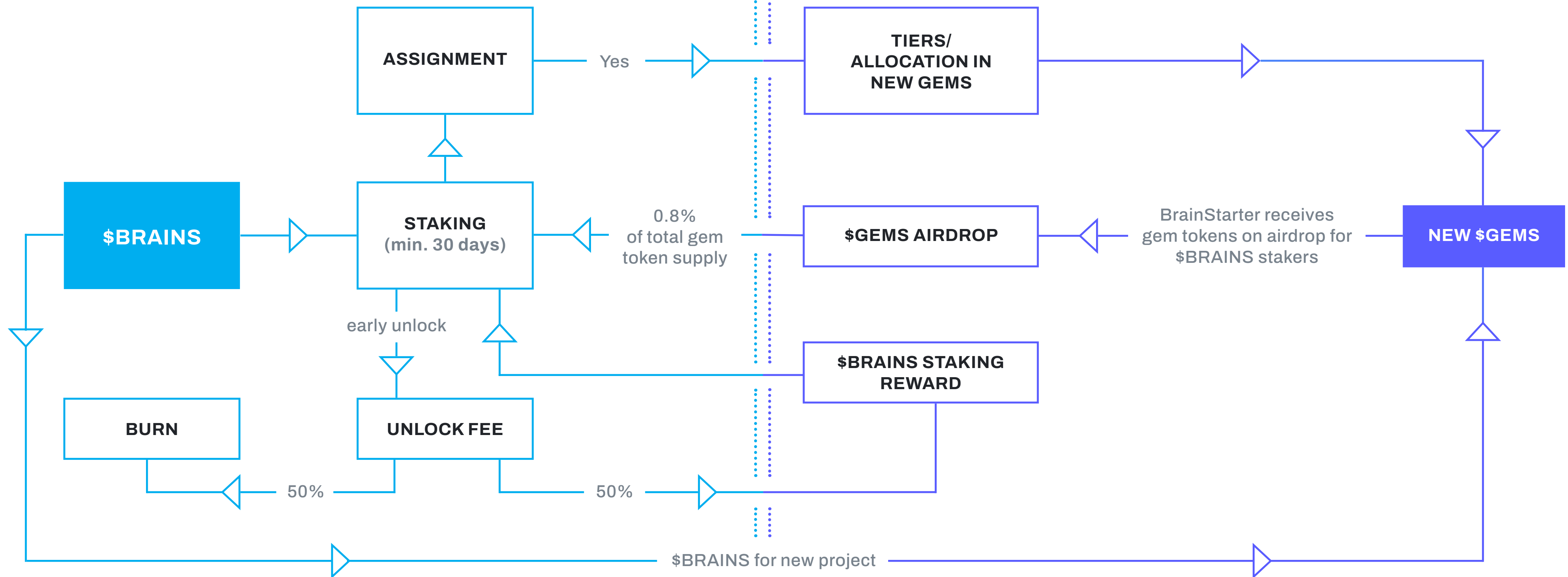
NFT

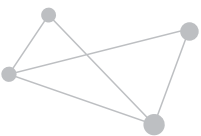


\$BRAINS Staking

Our utility token – \$BRAINS – serves as the main tool to get involved and benefit from our launchpad.

Token holders can stake it in exchange for rewards. How exactly can you use \$BRAINS? Let's explore.





Tiers

Tier	Cap USD	Guarantee USD	Threshold BRAINS	Strategic 0.002\$	Private A 0.003\$	Private B 0.004\$	Private C 0.005\$	Presale 0.008\$	Public 0.012\$	Exclusive deals
Tier 1	500	50	10 000 BRAINS	20	30	40	50	80	120	Airdrop
Tier 2	2000	200	40 000 BRAINS	80	120	160	200	320	480	Airdrop
Tier 3	5000	500	100 000 BRAINS	200	300	400	500	800	1 200	Airdrop/Presale
Tier 4	20000	2000	400 000 BRAINS	800	1200	1600	2000	3200	4 800	Airdrop/Presale/ Private
Tier 5	100000	10000	2 000 000 BRAINS	4000	6000	8000	10000	16000	24 000	Airdrop/Presale/ Private/Seed





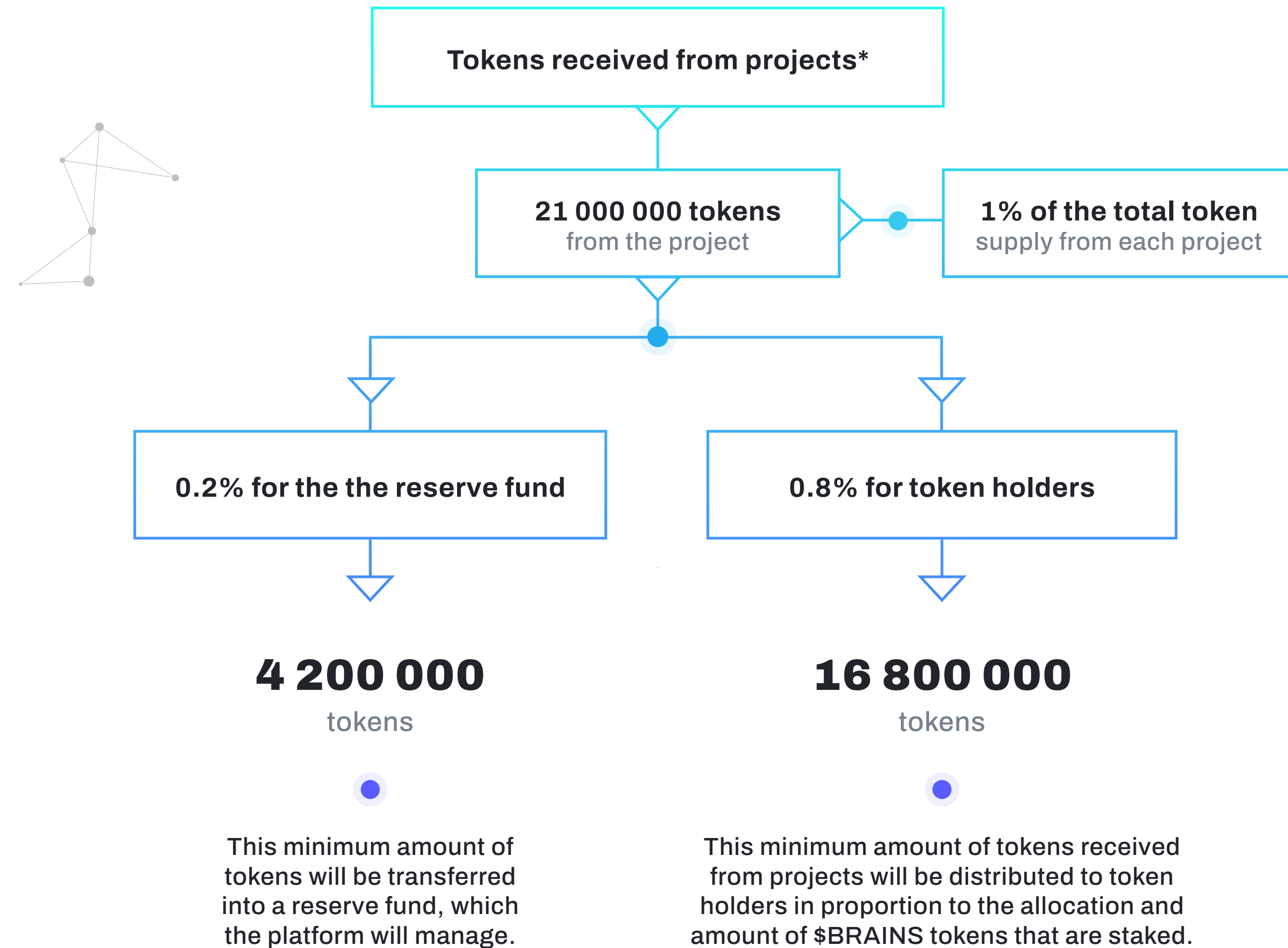
Airdrops

A closer look at airdrops

Every token holder will acquire the right to get free airdrops from every subsequent incubated project that will be launched on BrainStarter.io.

Airdrops will be rewarded in proportion to the allocation and amount of \$BRAINS tokens that are staked.

0,2% of the total token supply of a given project is transferred to the reserve fund. This minimal number of tokens will be put into a reserve fund, which will be managed by the platform for the benefit of \$BRAINS hodlers.



* Example calculation based on the assumption that each startup is tokenized according to the same model as the BrainStarter platform and issues 2,100,000,000 of its own tokens and transfers 1% of these tokens to the BrainStarter platform.



NFT

Non-Fungible Tokens certificates in the BrainStarter environment

\$LIQUID BRAINS

Unique solution for Private rounds investors.

Common aspects:

Lack of possibility to sell tokens before the expiry of obligatory staking with lock for 12 months.

The BrainStarter Solution:

Tradable NFT \$LIQUID BRAINS for every 100,000 \$BRAINS purchased in the Private rounds.

Marketable NFTs for immediate liquidity:

Recognizing the need for investors to access capital in a more flexible way, BrainStarter is introducing an innovative solution in which every 100,000 \$BRAINS can generate a unique, tradable NFT. This NFT can be sold on BrainStarter platform as well as on external platforms to another person. This provides an alternative liquidity path without affecting the broader \$BRAINS token market.

\$NEURON



NFT NEURON is a token that is exchangeable for \$BRAINS tokens at the Public round price.

\$NEURON NFTs are awarded as prizes in competitions and other events organized for the BrainStarter community. In addition to the possibility of exchange for \$BRAINS tokens, they will also have other functionalities that will be launched as further functionalities are developed on the BrainStarter platform.

The date of the possible start of the \$NEURON to \$BRAINS exchange will be announced after the end of the IDO. The \$NEURON NFT can also be traded on third-party markets.

More about:

<https://opensea.io/collection/neuron-1>

\$SPOTTED BY BRAINSTARTER



Spotted by BrainStarter is a program aimed at projects related to new technologies mainly in areas such as MedTech, FinTech, DentalTech, Deep Neural Networks, Robotics, GameDev, AI, Cyber Security, Renewable Energy, Blockchain. It is also open to innovative projects from other areas.

Spotted by BrainStarter is awarded in the form of an NFT token. If the BrainStarter team recognizes the project as interesting and with the potential to be tokenized on the BrainStarter platform it gives the opportunity to the project to be supported on the way from now until IDO and even for a longer time. Owning NFT Spotted confirms the right to receive support from BrainStarter and the campaign's partners under the adopted program. In the first edition, 5 final prizes will be awarded in the form of NFT Spotted by BrainStarter worth up to USD 25,000 each.

More about:

<https://www.brainstarter.io/spotted>

<https://medium.com/@brainstarter.io/spotted-by-brainstarter-96222f8395e2>



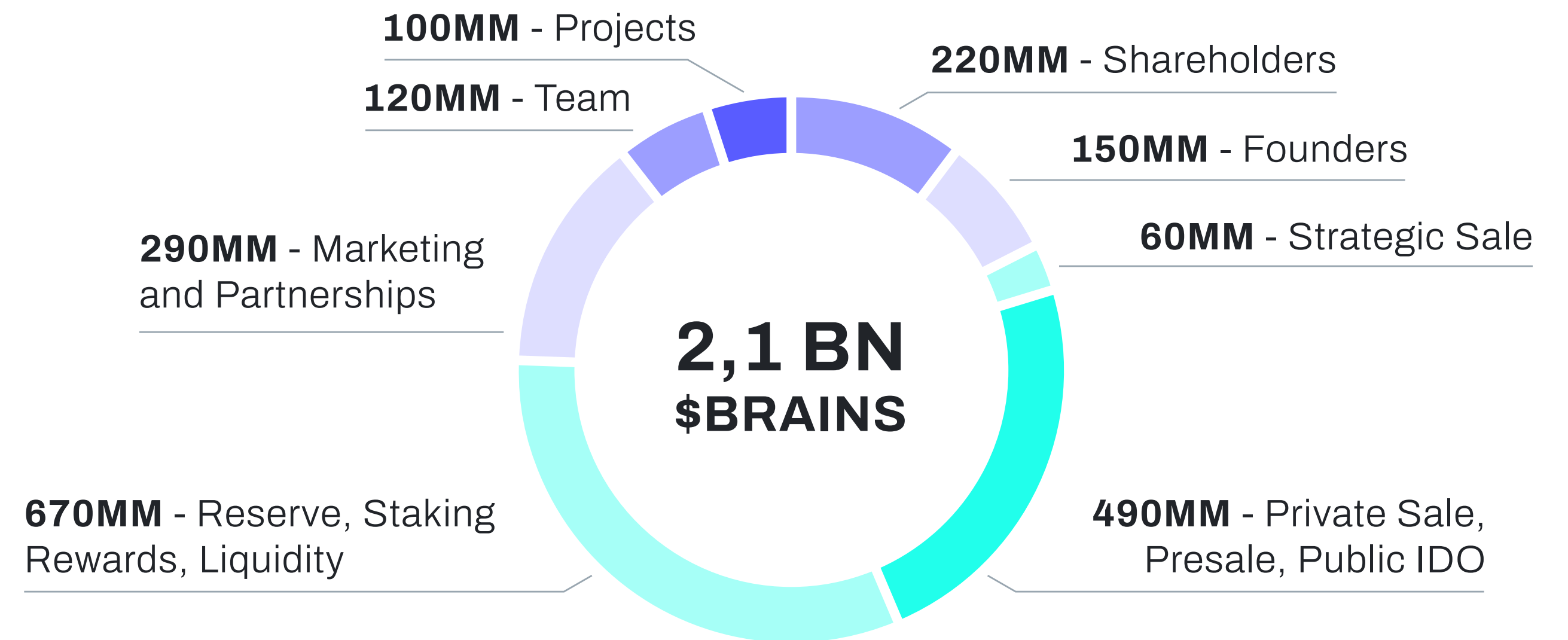
Tokenomics

\$BRAINS tokens distribution part 1

The platform will issue its own token called \$BRAINS in the number of 2,100,000,000 units and will offer it under the IDO.

During TGE, 1,100,000,000 \$BRAINS tokens will be generated. In the following five years, further portions of tokens will be generated for marketing purposes, from the remuneration pool for incubated projects and the Reserve, Staking Rewards, and Liquidity pools with an annual limitation.

The distribution of \$BRAINS tokens will follow certain rules. The first pools of tokens will be given to founders and early investors. The earlier the investment phase, the lower the unit valuation of \$BRAINS. Tokens received at different investment levels will have different entitlements at the time of subscription and at subsequent stages of platform development. The earlier and higher the level of investment the higher the entitlements.



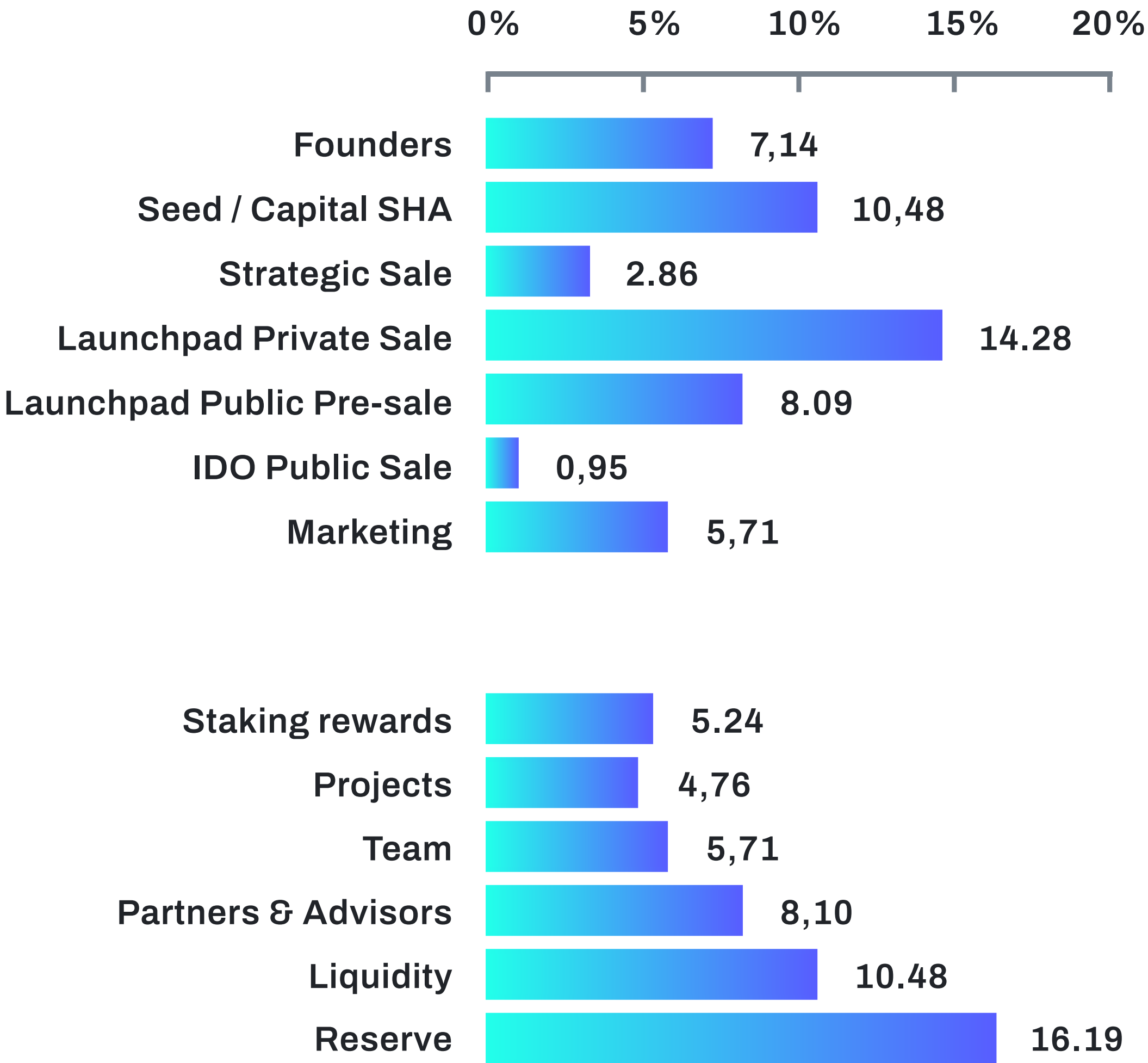
Values given in millions of \$BRAINS tokens.

* Pools of tokens subject to gradual unlocking in subsequent years. Details on the next slides.



Tokenomics

\$BRAINS tokens distribution part 2





Burning

Principles of operation and launch of the burning mechanism

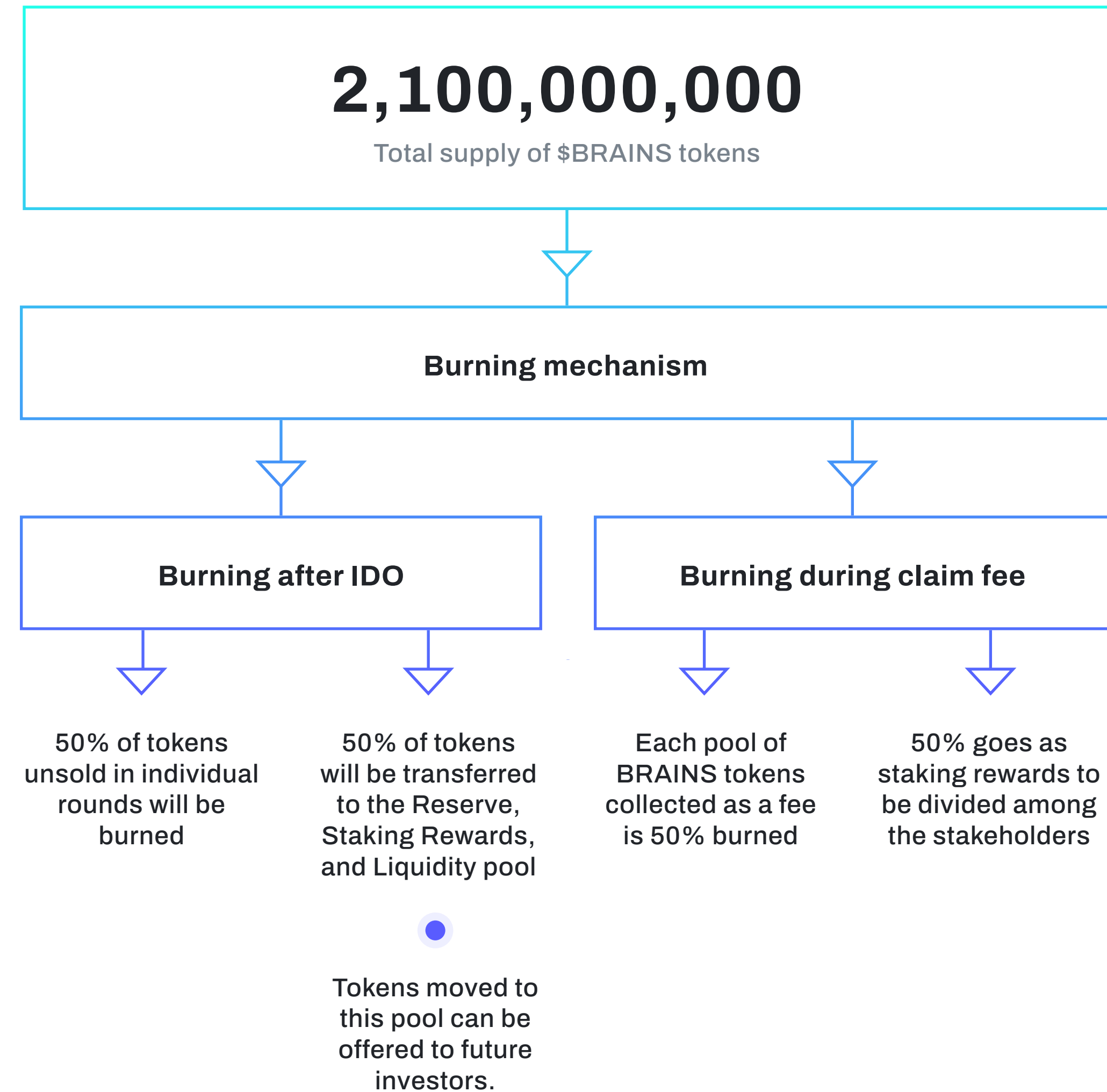
The total supply of \$BRAINS tokens is **2,100,000,000 pieces**. However, it will be gradually reduced through the burning mechanism. The project envisages activating the burning mechanism in the following cases:

1. Burning after IDO.

After the IDO summary, 50% of tokens unsold in individual rounds will be burned. Another 50% will be transferred to the Reserve, Staking Rewards, and Liquidity pool. Tokens moved to this pool can be offered to future investors.

2. Burning during claim fee.

According to the operation of the claim fee mechanism, each pool of BRAINS tokens collected as a fee is 50% burned and another 50% goes as staking rewards to be divided among the stakeholders.





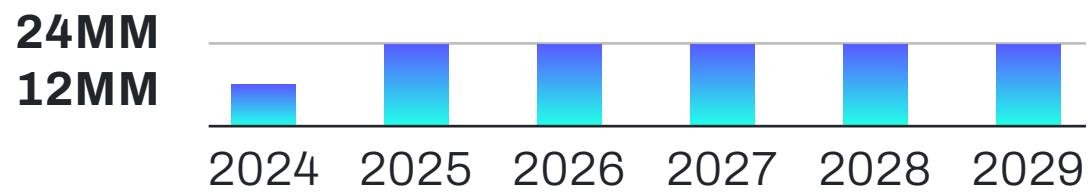
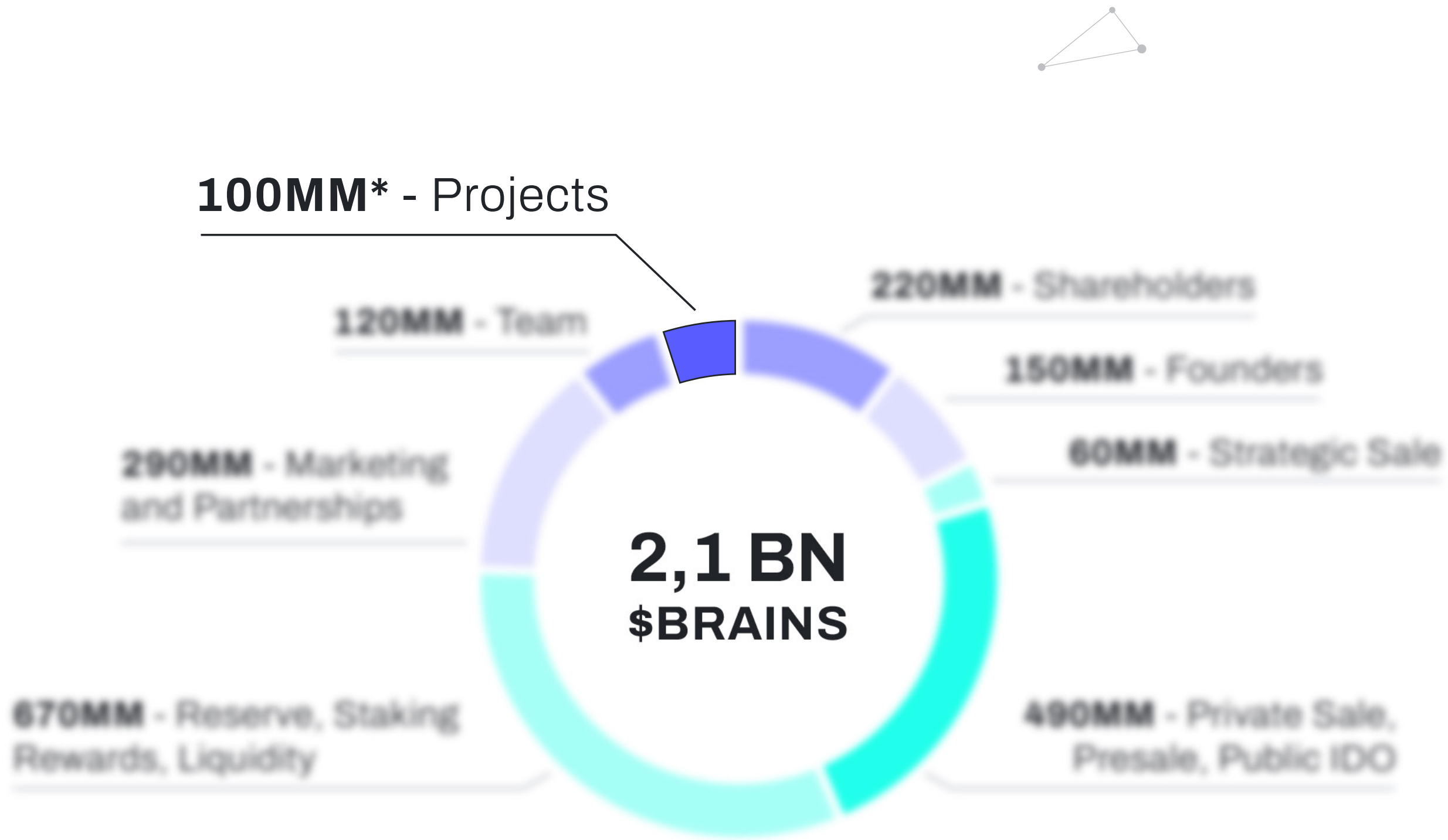
Projects Pool

Distribution rules

BrainStarter not only does not charge an entry fee for projects, but also pays those projects that will be qualified for the incubation process that ends with tokenization.

The total \$BRAINS pool for projects is 100 million. However, in the first year, a maximum of 12MM \$BRAINS from this pool can be unlocked to projects. In subsequent years, a maximum of \$24 MM BRAINS per year will be unlocked and distributed among incubated projects.

Tokens received by projects go to obligatory staking with lock. This pool will therefore be released in the distant future and will not significantly affect the price of the \$BRAINS token.



2024 - **max unlock 12MM \$BRAINS**
since 2025 - **max unlock 24MM \$BRAINS per year**

Values given in millions of \$BRAINS tokens.

* Pools of tokens subject to gradual unlocking in subsequent years. Details on the next slides.

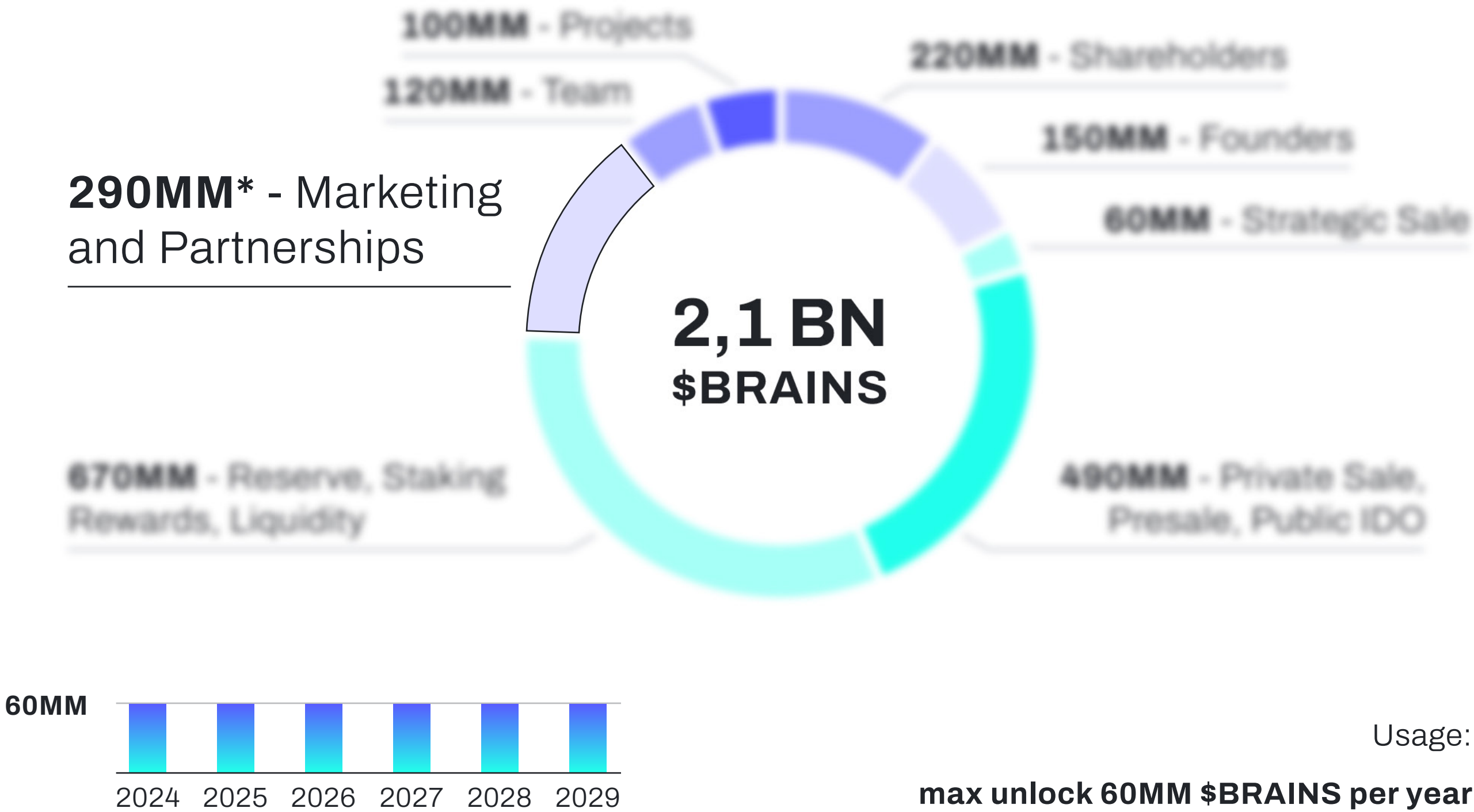


Marketing and Partnerships Pool

Distribution rules

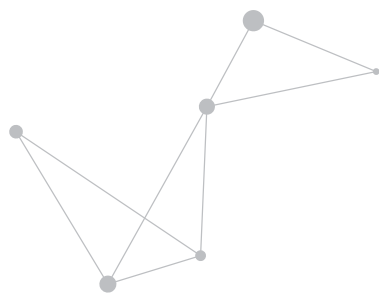
The pool for Marketing and Partnership will be unlocked gradually. No more than 60 MM \$BRAINS will be used in any given year.

Tokens for marketing and partnership will be distributed according to the same rules as Presale.



Values given in millions of \$BRAINS tokens.

* Pools of tokens subject to gradual unlocking in subsequent years. Details on the next slides.



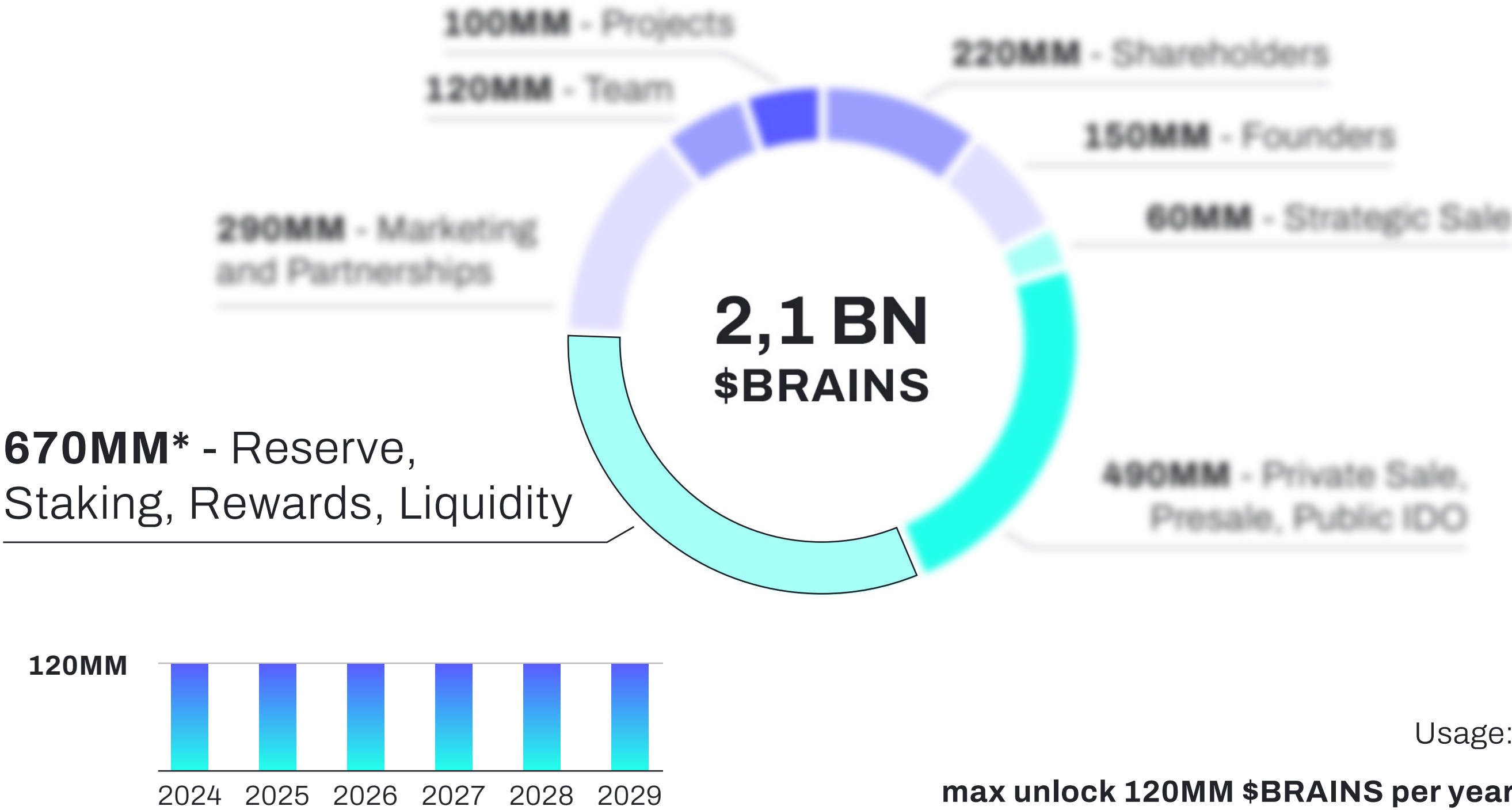


Reserve, Staking Rewards, Liquidity Pool

Distribution rules

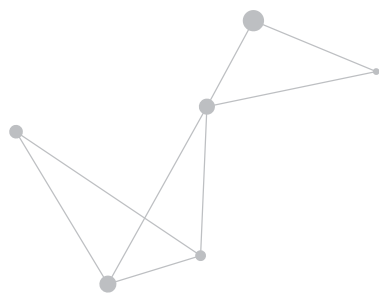
The pool for Reserve, Staking Rewards, Liquidity will be unlocked gradually.

No more than 120 MM \$BRAINS will be used in any given year.



Values given in millions of \$BRAINS tokens.

* Pools of tokens subject to gradual unlocking in subsequent years. Details on the next slides.





\$BRAINS Tokens Distribution



Our claim fee mechanism aims at incentivizing long-term engagement among the BrainStarter community.
The following table shows this in detail.

ROUNDS	\$BRAINS PRICE	TGE/LISTING NO FEE UNLOCK [%]	VESTING, OBLIGATORY LOCK AND CLAIM FEE FROM TGE/LISTING DATE																									
			+M1	+M2	+M3	+M4	+M5	+M6	+M7	+M8	+M9	+M10	+M11	+M12	+M13	+M14	+M15	+M16	+M17	+M18	+M19	+M20	+M21	+M22	+M23	+M24	+M25	+M26
Founders	NA	0	Obligatory staking with lock																							0,90	0,90	
Seed	NA	0	Obligatory staking with lock												0,65	0,60	0,55	0,50	0,45	0,40	0,35	0,30	0,25	0,20	0,15	0,10	0,05	0,00
Strategic/Private	\$0.002 - \$0.005	0													0,70	0,65	0,60	0,55	0,50	0,45	0,40	0,35	0,30	0,25	0,20	0,15	0,00	0,00
Pre-Sale	\$0,008	0	0,85	0,85	0,80	0,80	0,80	0,75	0,75	0,75	0,70	0,70	0,70	0,65	0,60	0,55	0,50	0,45	0,40	0,35	0,30	0,25	0,20	0,15	0,10	0,05	0,00	0,00
ROUNDS	\$BRAINS PRICE	TGE/LISTING NO FEE UNLOCK [%]	VESTING FROM TGE/LISTING DATE																									
			+M1	+M2	+M3	+M4	+M5	+M6	+M7	+M8	+M9	+M10	+M11	+M12	+M13	+M14	+M15	+M16	+M17	+M18	+M19	+M20	+M21	+M22	+M23	+M24	+M25	+M26
	Public	\$0,012	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	0,00	0,00	0,00	0,00	0,00	0,00

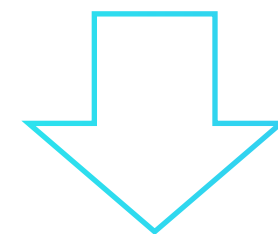




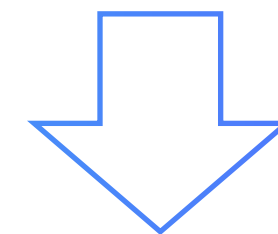
Claim Fee Distribution

Anyone who sells their \$BRAINS too early will be liable for a Claim Fee in the form of a percentage of the number of tokens by which his account will be reduced. Half of these tokens will be burned and the other half will be distributed as a reward to Users with „diamond hands” who keep \$BRAINS staked. The distribution of the reward will be in proportion to the number of \$BRAINS tokens that are staked by the user.

**Claim Fee collected from Users „weak hands”
who sold \$BRAINS too early**



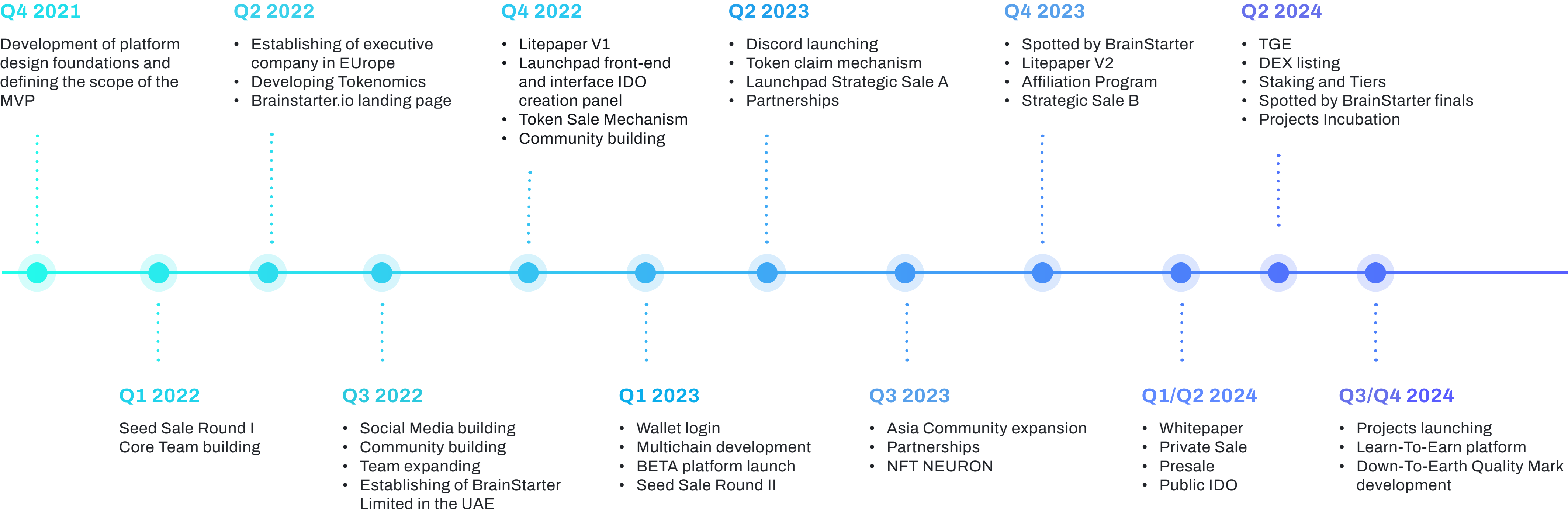
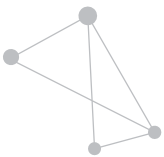
50% Burn



50% for Diamond Hands



Roadmap





BrainStarter Core Team



Sebastian Chrzęszcz
CEO and Co-founder



Marcin Binkowski
CEO and Co-founder



Dmytro Morozov
Chief Technology Officer



Klaudia Jaszczyk
Tokenization Marketing Expert



Trexia Olaya
Community Manager



Sebastian Nawrocki
DeFi Advisor



Adam Schimke
Tokenomics Expert



Zofia Piotrowska
Investor/Advisor



Jarosław Zieliński
Investor/Advisor



Jadwiga Drzał
Investor/Advisor



Roman Seredyński
Investor/Advisor



Thank

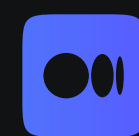
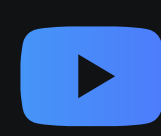


DOWN-TO-EARTH

If you say that someone is down-to-earth, you approve of the fact that they concern themselves with practical things and actions, rather than with abstract theories and overdosed marketing with push toward to pump and fast lambo.

Visit our social media:

Linktree*



Announcements



Chat

www.BrainStarter.io

launchpad.brainstarter.io

affiliate.brainstarter.io

you