



**Carmel**

**Genesis Sale**

Starting December 1, 2022



## **The Web used to be about freedom, creativity and openness.**

But somewhere along the way, something changed. Being online started being more about algorithms than about people. Over 5 billion of us go online every day but somehow, it feels as if we're leaving part of ourselves in the digital world. As if the more we live online the less human we become.

### **The Web is broken.**

And the kind of digital experiences we deal with on a daily basis are literally robbing us of our humanity.

We're asked to click on images of traffic lights to prove we're human.  
Or to drag a widget to the right to prove to an algorithm that I am me.

How about those cookies? Accept all these cookies before you continue. How fun is that?

We stare at our phones constantly.  
We spend less time with our loved ones. In real life.  
We obsess over the number of likes we get. Or the number of followers.  
And The Feed. Oh, The Feed.  
And the notifications.  
That ever growing digital noise.  
The invasive tracking.  
The fact that we don't even own our data.  
We don't even own our online profiles.

## **We don't own anything online.**

Instead of growing and flourishing by being online, we're being robbed of our dignity, of our inner peace and of so many of our human gifts. We're in danger of losing our freedom, our creativity and our openness.

But what if we could do something about it? What if we could fix the Web? And make it more human?



## Imagine more human digital experiences.

### Human-centric digital experiences.

Experiences that allow us to take back our digital lives. And that put us back in control of being online. The kind that put us at the center of the Web.

The kind that put us at the center of shopping online. At the center of playing games, communicating, connecting, learning, working. The kind of experiences that put us at the center of the hundreds of digital experiences we depend on every day.

Imagine the **economic freedom** of buying, selling, trading, owing digital properties without being dependent on big corporations. Without feeling like just another cog in a giant heartless economic wheel.

Or imagine the level of **unleashed creativity** possible when you're invited to contribute to the common good with like-minded people that share your values. Imagine collaborating to turn community ideas into digital experiences people love.

And just imagine the **authentic openness** of being able to say whatever you wanna say. Just imagine putting new concepts, ideas and observations out there and asking for honest feedback without having to self-censor.

## Imagine **technology that serves**, not dominates human experiences.

We should first of all be able to **own our online identity**. And our **data**. Our content, our files and everything we post online. We should also be able to **own digital assets** that are truly ours and that no one can take away from us, no matter what.

Being online should allow us to **speak our minds** and make observations and challenge ourselves and our friends with new ideas.

And how awesome would it be if we were **fairly compensated** for our contributions.



## Reimagining The Digital Platform.

To do all that, we have to start from the beginning.

First, there was the website.

The good old days when digital content was static and being online pretty much meant browsing web pages and reading.

Then came the app.

A revolutionary way of not only browsing online content but also participating in creating new content. On the go. Anywhere. Anytime.

Here's the thing though. All the websites and apps we use today are part of a handful of private platforms. Owned and operated by private corporations. Corporations need to do what corporations need to do. That is, operate at a profit. Scale. And generate as much revenue as humanly possible.

The problem is that, when the digital platforms we depend on are in the hands of trillion dollar corporations, there's a grossly disproportionate misalignment of interests. Corporate interests versus the interests of the user community.

If adding a like button increases revenues but also increases the likelihood of mental health occurrences in the midst of millennials - what do you do as a corporation?

You probably add the button and deal with the ethical consequences - somehow.

But what if Digital Platforms were structured more like cooperatives and less like corporations? Where the contributors actually own the platform and benefit intellectually, emotionally and financially from the platform's success?

What if Digital Platforms were structured more like **public cooperatives** instead of private corporations?



## Democratizing Digital Innovation.

Think about what that means in terms of innovation. Innovation would become more inclusive. We could democratize it and allow more people to contribute to build digital experiences that truly make us more human.

## Carmel introduces a new way of **governing, managing and developing** **Digital Platforms.**

After building hundreds of digital products ourselves, over a combined 50 years, we discovered something remarkable.

First, we pulled apart the process of digital innovation.

Into its logical separate steps. Ideating, estimating, funding, designing, coding, testing, building, packaging, integrating, deploying, updating, maintaining and growing are just some of the steps needed to build world class digital products.

Seeing the guts of the innovation process spilled like that, we made a revolutionary discovery. We realized there is a massive amount of what we call "*dormant innovation potential*" just sitting there, unrealized, in every digital innovation journey.

And we wondered what would happen if the contributors at each step of the process were more than just guns for hire.

Not just service providers, but stakeholders. Economic partners.

Turning contributors into partners would align interests and build a foundation for mutual benefit.

It would activate the dormant innovation potential.

And that would change the process of innovation itself.



## Making the Digital Innovation process more tangible.

The problem with enabling contributors to own different parts of the innovation process is that all these ideas are abstract, invisible, intangible. Good luck owning abstract ideas. What does it mean to own "hosting" for example? What does it mean to own "ideating"?

The only way to pull this off is there was a way to bring these ideas to life and make them tangible. But in a way that allows contributors to actually own them. So "tangible ownership" of an intangible idea.

A mouthful.

But we did it.

We're not going to go through the full extent of it here but let's take one of these concepts as an example.

Let's look at hosting.

We bring hosting to life in Carmel by introducing virtual **Carmel Lands**.

One plot of land is responsible for hosting one platform.

So a contributor who wants to join the ecosystem as a hosting provider, becomes a stakeholder by owning a plot of land. Land owners collect rent from platform owners who require the land to host their platform.

Ideating and funding work on these platforms comes alive with what we call **Carmel Gems**. And the process of governance comes alive with **Carmel Shields**.

Layered on top of it all is the **Carmel Card**. Which acts as the means for any stakeholder-contributor to get involved in Carmel. Think of a Carmel Card as an access card. It's as simple as that.



## Here's how it works.

The 3 main components of the Digital Innovation process are: **community governance**, **platform management** and **asset development**. Carmel enables contributors at each step of the process to participate and become stakeholders. Owning a stake in the Digital Innovation process is accomplished by owning one or more **Carmel Digital Assets**: **Shields**, **Lands** and **Gems**.



Shields, Lands and Gems will be available for purchase after the Beta release, Spring 2023.

Until then, becoming a Stakeholder is possible by participating in the **Genesis Sale**.

Read on to find out how.





## Becoming a Carmel Stakeholder.

There are a total **11,670** virtual Carmel Lands. Of which **927** are particularly special. We call these Genesis Lands. Each of the 927 Genesis Lands have the ability to **collect rent from all the platforms** in the ecosystem. The other lands can only collect rent from the one platform they host.

As of December 1, 2022 we're putting 500 of these Genesis Lands up for sale. Purchasing a Genesis Land makes you one of few initial stakeholders in the Carmel ecosystem. Here's what a Genesis Land comes with.

First, each land also contains Carmel Tokens. The first of the 500 lands for sale contains 40,000 Carmel Tokens, priced at 0.00005000 ETH each for a total value of 2 ETH. The purchase price of the land is simply the value of the tokens inside. Meaning, 2 ETH.

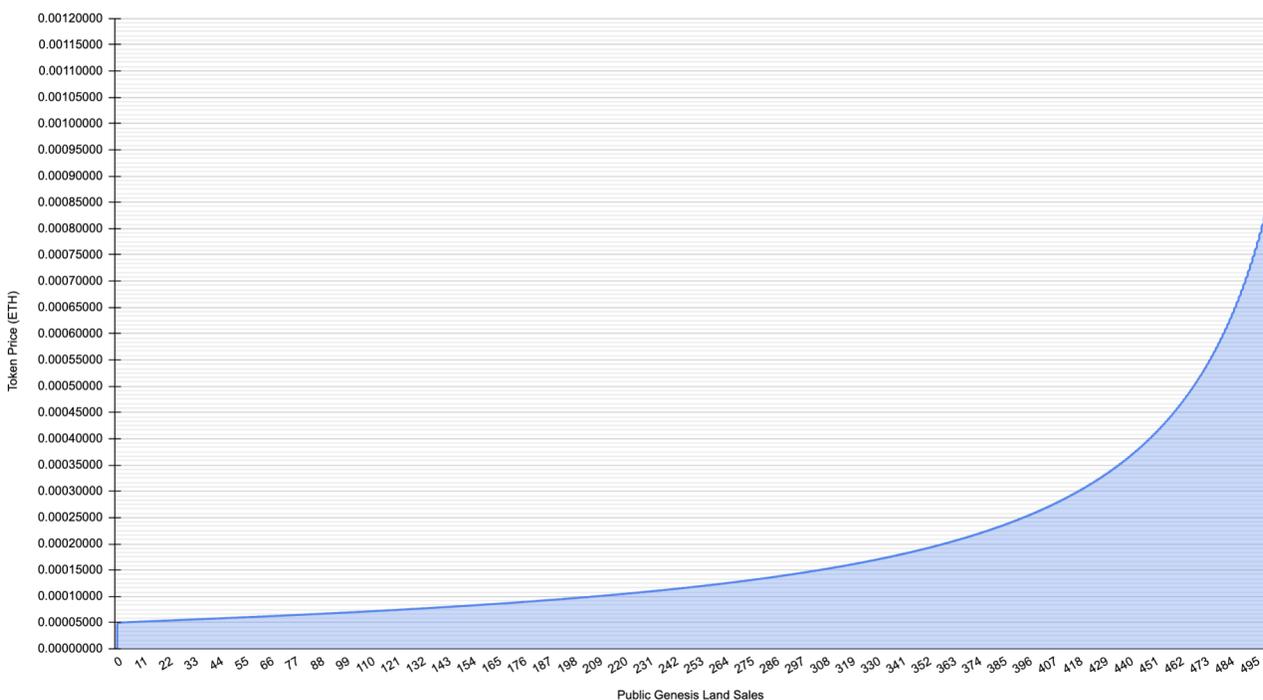
What's fun is that each land is priced at 2 ETH. The amount of tokens inside each land decreases with each purchase.

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The math is simple and if you're a math geek, it's worth noting that it's a logarithmic function that makes the token curve look beautiful.

Genesis Token Curve

Token Growth per Public Genesis Land Sales

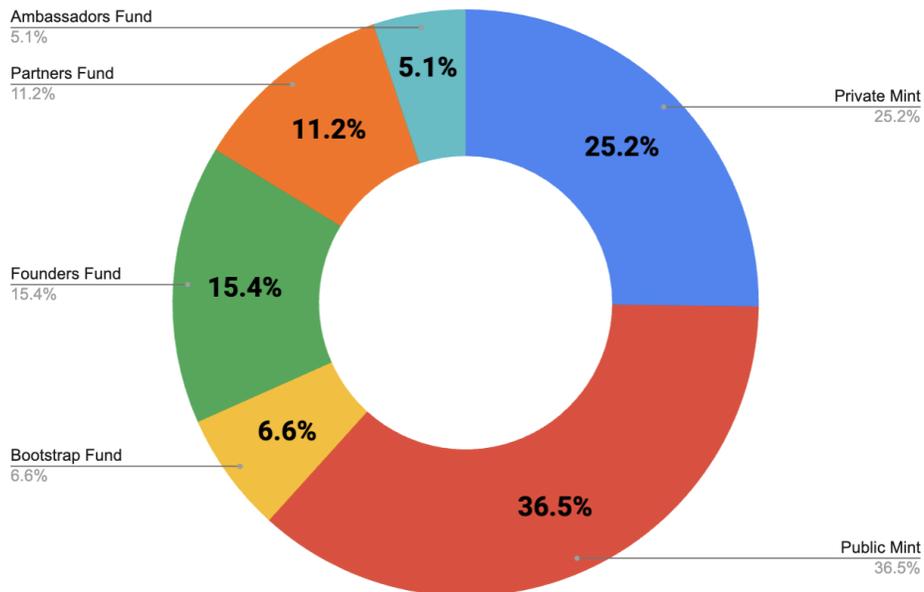




## Here's how each sale is structured:

Sale #	Land ID	Tokens inside	Token price
0	427	40,000.0000	0.00005000 ETH
1	428	39,832.0000	0.00005021 ETH
● ●			
499	826	2,427.7527	0.00082381 ETH

In terms of how the tokens are distributed, there's a total of 25,000,000 Carmel Tokens distributed in 6 different funds.



**Carmel Token Distribution**  
25,000,000 Total Supply



## And here's a breakdown of the 6 token funds:

The first 5 funds contain **93.36%** of all Carmel Tokens. The tokens are locked for 12 months in the 927 Genesis Lands.

### 210 will be minted during the Private Sale

<b>210 Lands</b> 30,000 Tokens per Land 1.4850 ETH Value per Land	<b>Private Mint</b>	<b>25.20%</b>	<b>6,300,000.00</b>
		<i>To be minted &amp; staked in Genesis Lands during the Private Genesis Land sale</i>	

### 500 will be minted during the Public Sale

<b>500 Lands</b> Decreasing Tokens per Land 2.0000 ETH Value per Land	<b>Public Mint</b>	<b>36.50%</b>	<b>9,124,946.59</b>
		<i>To be minted &amp; staked in Genesis Lands - during the Public Genesis Land sale</i>	

### 267 are reserved for founders, partners and ambassadors

<b>77 Lands</b> 50,000 Tokens per Land 2.4750 ETH Value per Land	<b>Founders Fund</b>	<b>15.40%</b>	<b>3,850,000.00</b>
		<i>Preminted &amp; staked in Genesis Lands - reserved for Founders</i>	

<b>62 Lands</b> 45,000 Tokens per Land 2.2275 ETH Value per Land	<b>Partners Fund</b>	<b>11.16%</b>	<b>2,790,000.00</b>
		<i>Preminted &amp; staked in Genesis Lands - reserved for Partners</i>	

<b>51 Lands</b> 25,000 Tokens per Land 1.2375 ETH Value per Land	<b>Ambassadors Fund</b>	<b>5.10%</b>	<b>1,275,000.00</b>
		<i>Preminted &amp; staked in Genesis Lands - reserved for Ambassadors</i>	

The 6th fund uses the remaining **6.64%** of all Carmel Tokens to bootstrap the Carmel Economy by providing initial liquidity for the first ecosystem transactions.

<b>Bootstrap Fund</b>	<b>6.64%</b>	<b>1,660,053.41</b>
	<i>Preminted and unstaked - used to bootstrap the economy</i>	



## Participating in the Public Genesis Land Sale.

The public Genesis Land Sale for the 500 lands starts December 1, 2022. Each Land will cost 2 ETH. Purchasing a Carmel Genesis Land enables you to:

- ✓ Earn a share of all [Carmel Revenue](#) as Rent.
- ✓ Claim [0.01%](#) Rent per Genesis Land owned.
- ✓ Get Genesis-only [Carmel Rewards](#).
- ✓ Join the private [Carmel Genesis Academy](#).
- ✓ Be among the first [1,000 Carmel Users](#).
- ✓ Claim your [Carmel Username](#) first.
- ✓ Join [Carmel Genesis](#) private discussions.
- ✓ Attend [Carmel Genesis](#) private events.

To participate in that sale you need to be on the waiting list.

Go to [carmel.io](https://carmel.io) to get on the waiting list

## Participating in the Private Sale.

The private sale runs until December 1, 2022. Each land comes with 30,000 Carmel Tokens and costs 1.4850 ETH. To participate in the private sale send us an email and we'll get back to you with a private payment link.

Email [preorder@carmel.io](mailto:preorder@carmel.io) for a private payment link

## Post-Genesis Beta Sale.

8,000 of the other regular 10,743 Carmel Lands will be available for purchase at a price of 0.3 ETH each during the Beta Launch. Coming Spring 2023.

### **BONUS:**

Each Genesis Land owner will also receive 1 regular Land for FREE during the Beta Sale.