



**Carmel**

**Tokenomics**



## **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.



## 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.

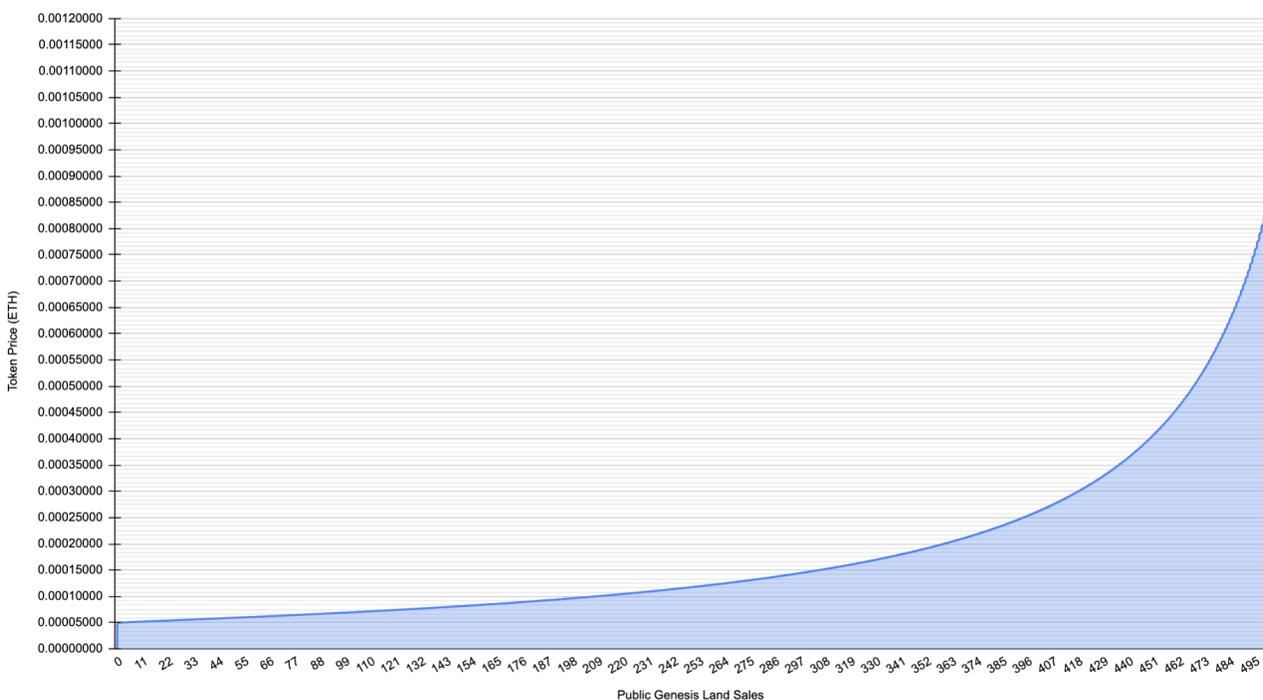
What's fun is that each land is priced at 2 ETH. The amount of tokens inside each land decreases with each purchase.

Which has the cool side-effect of growing the price of a Carmel Token. With each sale.

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

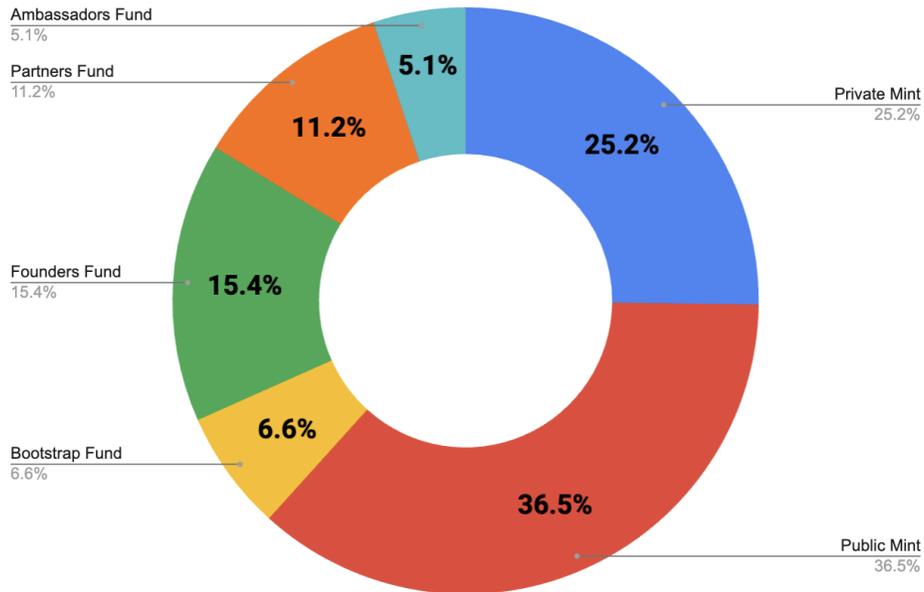




## Here's how each sale is structured:

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.