Wheatpaper

17.11.2022

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Overview

The Bread Head's team is excited to release this Wheatpaper to show the community what the team has been working on and what is planned for the near future! Bread Heads strives to be a community-driven project and that means being fully transparent and giving holders a chance to provide feedback. This can be considered a living, breathing document that will be updated based on community insights and as new projects are developed and added to the roadmap.

State of the Bakery

Before getting into the details of the Bread Heads roadmap, here's a quick overview of the current state of the Bakery. Despite current ecosystem volatility, the Bread Heads project remains strong and stable.

Due to the Year to Date volatility and entry into a crypto bear market, the team has been focused on off-chain projects, partnerships (both on and off-chain), and heads-down development of new technology and initiatives. The team wants to build a strong foundation now so positioning can be optimal to fully take advantage at the beginning of the next bull market.

Off-Chain Projects

Off-chain developments to date have predominantly fallen under the category of merchandising. The relationship with ICE Design Group has allowed for the printing of a high quality line of merchandise and apparel for the community. This began with free T-Shirts for all holders, making Bread Heads one of the first projects to provide merchandise to holders (beating several blue-chips) and possibly the first to do so without charging an additional cost.

The merchandising strategy continues with fulfillment of preorders for holders who purchased hoodies and hats using the $CRUMBS token which is distributed to holders on a weekly basis at the cost of 1 $CRUMBS per Bread Head held. This preorder mechanism was chosen as a way to provide long-term holders or whales with additional benefits. The only additional cost was to cover shipping, paid for in $USDC. The current pre-order status stands at thirteen redemptions.

Partnerships

As stated above, the partnership with ICE Design Group has been incredibly beneficial and has given the project access to high quality merch at a reasonable cost. This partnership includes 40% of all profits on Bread Heads related merchandise. Referral bonuses of other NFT-related projects are also included in the form of $1 per wholesale sale and $3 per retail sale.

The Bread Heads project also has a strong relationship with The Nerve Scheme, a band based in the Hampton Roads area in the US state of Virginia. They have expressed great interest in Web3 and collaborated with IRL NFT minting technology using art inspired by both partners and technology developed by the Bread Heads team.

New Tech

New technology such as real world minting, airdrop scripts, and merchandise redemption via NFTs has already been developed to help support the project. These components will be further detailed below in the technology section of the paper.

Bread in Three Parts

Just like bread is composed of grain, water, and a leavening agent, so too is Bread Heads founded on three distinct, ideological pillars. Those are the **Grain**, or community, who gives the project structure and is the fundamental component that makes Bread Heads what it is; the **Water**, or partnerships that give the project the ability to be successful and bring everyone together; and the **Leavening**, or the technology that enables the project to function and grow.

Big Grain Time: The Community

Bread Heads on Ethereum

The original Bread Heads were minted on Ethereum and the community has many core members who hold Bread Heads from the collection of 500 on Ethereum. The team is committed to providing additional benefits to these foundational holders. As of the release of this paper, a snapshot and airdrop for a surprise collection are in progress. The team is committed to fulfilling its roadmap for the Ethereum half of the project.

However, due to the expertise of the team and the core technology behind the Solana blockchain, it is the current belief that the future of the project will be predominantly based

in the Solana ecosystem. As such, there will be a huge focus on ways to provide additional benefits to the Ethereum Bread Heads without requiring the additional overhead of hiring Solidity developers, the fragmentation of managing cross-chain protocols, and the cost of volatile gas fees on the Ethereum chain.

Recently, a Bread Head was moved from Ethereum to Solana via the [Portal Bridge](#) as a proof of concept. It would be possible to create a full-bridge of the Ethereum collection, at each holder's discretion, to migrate assets over and create a Solana Bridged Breads collection that would receive the same benefits as the Bread Heads which originated on Solana. Guidance, tutorials, and interactive walkthroughs would also be provided to help holders accomplish this.

This proposal is under active discussion by the team and feedback and ideas from the community are welcome! Community member comments are critical and the team believes that an ideal solution for all involved can be reached through an open and honest discussion between the team and the community.

Bread Heads on Solana

The larger collection size on Solana, as well as the cross-chain holders, means the Solana Bread Heads community is both larger and more active. Additionally, due to the blockchain expertise of the team and lower usage costs, Solana is also the chain of choice for new technology development. This has resulted in most new technology pilots and interactions being Solana-focused. The Bread Heads community on Solana will continue to see more weekly $CRUMBS SPL Token airdrop as well as the majority of new Bread Heads developed technology.

Pending the Ethereum bridge discussion with the community, for now it can be assumed that most of the following sections discussed in this paper will be developed on and apply to the Solana Blockchain

BreadBox DAO

The [BreadBox DAO](#) is a DAO organization hosted on the Realms.today dApp and is planned to be utilized for proposals to and by the Bread Heads community. It is currently in a development stage as the voting system with multiple levels is developed to be used by community members. Votes are currently restricted with the council-based voting tokens held by team members and community-based voting tokens remaining undistributed.

For now it is being used as a treasury to provide transparency into the project's current assets and funds. The full gallery of assets can be viewed [here](#). As of 17/11/2022 the current treasury balance is 9.5 SOL and the assets held include ten Bread Head NFTs and seven other NFTs from projects the Bread Heads team views as valuable project partners.

Certified Master Bakers

Certified Master Bakers are individuals who hold a baker's dozen (thirteen) of Bread Head NFTs on Solana. They are afforded special voting privileges in the BreadBox DAO, are solicited for initial community feedback, and given first looks into the technology and ventures being developed for the Bread Heads project.

Real Life Minting

It is the belief of the Bread Heads team that the next big development in the Solana NFT ecosystem will be the onboarding of new users who are not currently familiar with the Web3 ecosystem and custodial wallets. Based on Solana user base [estimates](), the current number of Daily Active Users (DAU) is somewhere in the tens to hundreds of thousands. This is minimal compared to the world population so leaves a massive population that can be on-boarded to the Solana ecosystem.

Bread Heads hopes to take advantage of this and has already begun piloting an onboarding mechanism. QR codes have been generated that allow minting of special Bread Head event NFTs via the [Crossmint Minting API](). Crossmint provides a custodial wallet mechanism whereby users' crypto wallets are associated with their email address but managed by Crossmint. This allows for easy wallet creation and onboarding into the crypto ecosystem. Crossmint also provides an easy method for exporting user NFTs should they decide to move to a non-custodial wallet and manage their NFTs themselves.

The Bread Heads team plans on expanding this minting mechanism to additional events and venues, including additional band performances and festivals. The team desires to be the primary project through which new users are on-boarded to the Solana ecosystem and become Web3 natives.

This mechanism can also be applied beyond participation NFTs at events. A QR code reader is included on all major smartphone platforms by default, and QR codes can be added to any surface of sufficient size. Current areas of interest to Bread Heads are inclusion of QR codes in merchandise for apparel-based mints, QR code stickers for real world mint scavenger hunts, and custom Bread Head attributes that can be locked to a physical item in the real world.

In Deep Water: Partnerships

Ice Design Group

The Ice Design Group partnership has been mutually beneficial for both parties and so Bread Heads plans to continue using IDG as the exclusive merchandise supplier for Bread Head related apparel. IDG is also an extremely Web3 friendly company and has expressed interest in the QR code plans mentioned above.

Metaplex Fusion

Bread Heads will be one of the first users to utilize Metaplex's new [Fusion product](#). Fusion exists as a way to make NFTs composable with swappable attributes and traits. The Bread Heads team wants to be one of the first to use this technology and plans to utilize it for the upcoming Jar Protocol (described below) as well as potential other products such as customizable Bread Heads (Build-a-Breads) with limited series attributes to be either airdropped, sold, rewarded, or discovered via the Real Life Minting technology.

Boring Protocol

Bread Heads has entered the initial stages of a partnership with [Boring Protocol](#) in an initiative called Boring 4 Bread. Four motherboards and two SD cards have been provided for Bread Head holders to trial participation in the Boring Protocol's decentralized VPN.

More in progress

As always, the team has several additional partnerships in progress and will announce them once finalized.

The Belly of the Yeast: The Tech

Solana

Despite market volatility, Bread Heads is still fully committed to the Solana blockchain for future development and infrastructure. The Solana ecosystem is filled with amazing projects and developers. The wonderful community, combined with the low-cost,

high-speed blockchain architecture, is the perfect environment to grow the Bread Heads project and launch the innovative new technology on the roadmap.

Bread Marketplace

The volatility in the Web3 ecosystem has especially impacted the major marketplaces. Particularly on Solana, rapidly changing market share and shifting ethics towards creators have resulted in questions around centralization, security of assets, and the importance of royalties. With marketplaces at odds with each other it's more important than ever to make a push for decentralization by giving Bread Head holders the opportunity to trade and manage assets on a Bread Head focused platform.

The team is committed to providing an escrowless marketplace to provide security of assets without relying on a centralized market. This will also allow for using $CRUMBS as an optional token for sales and purchases to provide further utility to the token.

nRoll Minting Experience

Bread Heads is already a strong brand in the Web3 community, but this strength can be increased using specific technology products and inviting other projects to utilize this technology to benefit the entire ecosystem. The plan is to create one such product based on the real world minting experience discussed above. The current trial can be formalized into a full protocol and provided as a service to the ecosystem as a means to both onboard new Solana users and provide financial benefit to the DAO and project. This will also have the added benefit of growing the bread community!

Jar Protocol

Bread Heads will also be developing the cutting edge Jar Protocol. This is an innovative new entry into the decentralized gaming space that is built directly on Metaplex's new Fusion product. This protocol will primarily be utilized for Bread Head's Jarmageddon initiative, but will eventually be rolled out as a product for other projects to use.

And finally, Jarmageddon

Jarmageddon is a decentralized gaming protocol being actively developed by the Bread Head team. Fundamentally it can be described as a virtual pet built on blockchain technology. However, rather than only utilizingnostalgia for the Tamagotchis and Neopets from the 1990's and 2000's, it also includes concepts fundamental to the crypto ecosystem and Solana NFTs. Jarmageddon is designed to be dynamic and compatible with partnerships with other Solana projects. It also intends to serve as a source of income for the DAO beyond NFT royalties. The Bread Head community is fundamental to the project

and the DAO and team members shouldn't be solely reliant on sales and flips to fund the project. Lastly, Jarmageddon is designed to be fun!

The entire initiative is broken up into three phases with the first two phases ending with a large community event. The details of the first phase provided below. The details for the remainder of Jarmageddon will be announced at a later date. Details are still unfinalized as tokenomics and fee models are researched. The overview should be viewed as a broad summary of the initiative and subject to change.

Phase 1: Start of the Sourdough

A limited supply of Jar NFTs will be airdropped, free of charge. The initial supply will be extremely limited. These jars can be used to grow and hold sourdough starter assets. The initial receivers of the drop will be holders who have achieved Certified Master Baker status. A small, additional supply will be held by the project for partner giveaways, raffles, or auctions.

Like normal sourdough starters, holders of the Jar + Sourdough Start NFT will have to feed it, take care of it, and manage it. Several options for this include, but are not limited to

a) **$CRUMBS:** a neutrally nutritious food source to keep the sourdough alive
b) **NFTs and Tokens (spam or otherwise):** a nutritious food source that helps the starter grow and thrive. Consumed tokens and NFTs will provide a full burn of the tokens as they are consumed by the starter. Note that this is not a reversible action. The NFT or token consumed may have effects on the Sourdough Starter, depending on project partnerships or other fun surprises.
c) **Flour Tokens:** Flour tokens will be a resource minted and managed by the Bread Heads project. These will be additional tokens, consumable by the Sourdough Starter, that provide additional effects. Some examples of flour types include common flour, wheat flour, gluten free flour, as well as some much rarer types of flour.

The quality, and thereby the rarity, of the Sourdough starter NFT will be directly correlated with how much effort is put into its caretaking. A well maintained, well fed Starter will be more valuable than one that is not well taken care of.

The Jar Protocol is also designed to take NFT breeding beyond the original, simplified designs that were used during the 2021 meta. Like the reproducing yeast cultures in real sourdough starter, it will be possible for the Sourdough Starter NFT to spawn its own, new Sourdough Starters into the holders' wallets if the NFT is cared for properly. As the Sourdough Starters propagate and reproduce, the generation count will be tracked with earlier generations reproducing more easily than later ones. This mechanism is intended to provide indirect rewards to the original holders who may hold, breed, or sell offspring, while also maintaining the rarity and value of the original generation.

Event 1: Time of Knead

Announcement coming soon...

Phase 2: Dough or Die

Announcement coming soon...

More to Crumb...