

Bonkers Club Overview

Mission:

Establish a community of awesome active people who love getting after it! Rewarding members for reaching new heights and to make a positive impact in kids' lives around the world. 🍌

Project Description:

This project came to be as a result of a conversation/ brainstorming session between Joe, “Bonk Master,” and the OnBlock Advisors team in Nov 2021. (Learn more about Joe and the team in the “Team” section)

Bonkers Club is a collection of 10,000 turtles on the Ethereum Blockchain. Why a turtle? Slow and steady wins the race! ...duh. And as for Bonkers, well at some point in everyone's training whether it be for a 5k or Ultra Double Ironman you have blown yourself out before you anticipated and “Bonked Out!”

Joe and the OnBlock team set out to develop a community and collection that would be more than a fun profile image. They set out to create a community that comes with rewards, incentives, and increased value for years to come. The financial model, outlined in more detail in the “Financial” section, secures the project and rewards for a minimum of 18-24 months with zero additional revenue after minting is complete.

One reward that was particularly exciting for Joe was being able to offer exciting trips curated by Trek Travel and Running Tours. These trips tend to be somewhere in the neighborhood 2-5+ days and \$2,000-\$5,000+ per person. Thinking of his own attempts to organize friends to accompany him on these types of expeditions he understands that obstacles of finances, time off, and even having a core group who is into the adventure can be tricky. He discovered that for some reason the concept of “winning” a trip magically alleviates most of these challenges.

Now there are TONS of Facebook groups, and other organizations with lots of wonderful athletes with similar interests, but none that we have found that have a considerable “member rewards” component. Just for being a part of the community (following us on social or discord) will give you the opportunity to be included in our giveaways, however owning a Bonkers Club NFT will provide considerably more incentives and higher value rewards.

Team:

Joe “Bonk Master”

- LinkedIn: <https://www.linkedin.com/in/josephmalinowski/>
- TikTok: <https://www.tiktok.com/@onblockadvisors>

Joe has spent the last 15 years working with and developing his own ecommerce/ influencer based companies. He has assisted e-commerce businesses in massively expanding their social reach along with increasing revenue from the low 5-figures/per month to multiple 6-figures per/ month. He launched a local influencer brand in the Tampa Bay market in 2013 which has grown to be one of the largest promotion entities for the region and continues to expand. In 2012 a friend introduced him to Bitcoin, and like so many people's crypto story a MASSIVE opportunity was missed...but lesson (very expensive lesson) learned! Since 2017 he has been involved in the industry and continues to learn daily. He LOVES biking, running, swimming, racquetball...and most anything that involves being active.

Mike “OnBlock Mike”

- LinkedIn: <https://www.linkedin.com/in/michaelthomasco/>
- Twitter: <https://twitter.com/OnBlockMike>

Mike has been in the business development game since his early twenties when he launched a lawn care company that blew up on the east coast of FL. Since then he has created a premier branding agency in the Tampa Bay market and has dove head first into everything crypto and NFT. He is “part of the horde” as a DeadFellaz community member, as a participant in many other projects. Outside of work he loves catching waves around the world.

Brand advertising & strategy specialist specializing in “Go To Marker” launches.

- Facebook™ Agency Partner
- Google Ads Certified
- ManyChat Agency Partner
- E-commerce & Lead Gen Automation
- Crypto & NFT Launches

"A true leader is not the one with the most followers, but one who creates the most leaders. A true king is not the one with the most subjects, but one who leads the most to royalty. A true teacher is not the one with the most knowledge, but one who causes the most others to have knowledge."

Dan “Sykes Pro”

- **Linkedin:** <https://www.linkedin.com/in/sykespro/>

We should call Dan, “Mr. Strategy,” since he is all about the systems and processes that go into not only the technical development but business plan as a whole. His focus since 2005 has been becoming a strategic, result-driven technical leader in both high tech and government industries developing and supporting enterprise applications. He is an accomplished IT professional with core competencies that include team leadership, complete application design, build and support, project management and staff development and advancement.

Languages: C#, MVC, MVVM, EF, LINQ, Unity, ASP.NET, jQuery, AngularJS, HTML5, CSS

Database: Microsoft SQL Server 2003/2005/2008, TSQL

Concepts: SOLID Principles, Patterns, UML, Agile, Scrum

Outside of all this business talk he loves to train, row, and go catch some fish!

Serge “TriBonker”

- **Linkedin:** <https://www.linkedin.com/in/osaulenko/>

Serge got into the entrepreneur game in 2006 while still at FSU. He double majored in Real Estate and Finance. Over the next decade he created and sold the Crepevine, super delicious crepe spot with locations around Florida. In addition to franchising deliciousness he co-founded a Web Application Development company in Tallahassee and he and his wife founded a Real Estate Brokerage in Tampa Bay. He LOVES the NFT world and has also been known to do a few Olympic Tri’s a year.

Dwight “The Artist”

- **Facebook:** <https://www.facebook.com/normal.network/>

Dwight has been in the graphic design world since graduating from the University of Texas at Arlington in 2011. He is the creative director and founder of the “Normal Network,” which is a live video and motion graphics production company. We are super excited that one of his animated series is currently in talks with a streaming service.

Action Plans

<u>Pre Mint</u>	<u>Post Mint</u>
<p><u>Phase 1:</u></p> <ul style="list-style-type: none"> ● Launch Site ● Launch Social ● Launch Discord ● Build Whitelist 	<p><u>Phase 1:</u></p> <ul style="list-style-type: none"> ● Make donation ● Pay deposits for prizes
<p><u>Phase 2:</u></p> <ul style="list-style-type: none"> ● Coordinate with charity on donation fiat/crypto ● Confirm projected dates, fulfillment, and pricing with prize distributors ● Athlete relationship development 	<p><u>Phase 2:</u></p> <ul style="list-style-type: none"> ● Notify winners <ul style="list-style-type: none"> ○ NOTE: Big ticket winners will be announced over 10 weeks. ● Monthly Updates on Reward/Charity pool increases and new giveaways
<p><u>Phase 3:</u></p> <ul style="list-style-type: none"> ● Ad Campaigns ● Podcast Interviews ● AMA's ● Brand Collaboration Promo ● Whitelist Contests ● Athlete Ambassador Promo 	<p><u>Phase 3:</u></p> <ul style="list-style-type: none"> ● Release Athlete profile ● Launch Strava, Garmin, Zwift profile integration ● Initiate giveaways for activity performance, winning zwift races, and holder contests- Think of Stava Badges with ACTUAL PRIZES
<p><u>Phase 4:</u></p> <ul style="list-style-type: none"> ● Close Whitelist ● Announce Official Mint Date ● Announce Mint Price 	<p><u>Phase 4:</u></p> <ul style="list-style-type: none"> ● Supporting Bonus Collections: Bikes, Wetsuit, Shoes, Medals increasing your Turtle winning potential ● Assess brand partnerships, race partnerships, and other "influencer" opportunities
<p><u>Phase 5:</u></p> <ul style="list-style-type: none"> ● MINT OUT! 	<p><u>Phase 5:</u></p> <ul style="list-style-type: none"> ● Evaluate monthly cash flow, new opportunities, and staking interest to begin mapping out year 2 ● Evaluate Meta Verse involvement and opportunities

Finances

Initial Prizes: 400 Winners (minimum) projected for initial 10 week prize launch. We are already negotiating with our distributors on pricing so that is why there is a TBD as we may be able to include more than initially projected.

Prizes:	Approx Value	Quantity
Wetsuit	\$900	TBD
Mid Range Bike	\$2,000	TBD
High End Bike	\$10,000	TBD
Shoes	\$200	TBD
Bike Adventure	\$5,000.00	TBD
Run/Race Adventure	\$2,500.00	TBD
Bike + Shoes + Wetsuit	\$12,500.00	1

Mint Allocation

Epic Fun Staking Pool	15%
Initial Rewards + Giveaways	13%
12-18 mo Giveaway Coverage	9%
Marketing/Dev Year 1 Coverage	6%
Initial Donation	5%
Ambassador Payment	2%
Operations	50%

Holdings will reside in a high APY stable coin staking pool. As the community evolves and we develop a better understanding of what members value most as rewards, modifications will be made to pools and allocations. This will be voted on by the community.

Ongoing Revenue Allocation

Epic Fun Pool	20%
Giveaways- NFT Holders	10%
Giveaways- Community	5%
Marketing/Dev	10%
Charity	5%
Operations	50%

Prize Distribution

In the event that we mint out instantly, (that's the plan...obviously) we will be releasing prizes every 1-2 weeks (with some other surprises in between.) In the event that we are not minted instantly we will distribute rewards on a % of mint basis.

Giveaway	Giveaway- Projections	Mint Out Instantly	Est Donation
20.00%	100 Shoes + 5 Wetsuits + High End Bike	14 Days	\$10,000.00
40.00%	10 Bikes + 10 Wetsuits + High End Bike	21 Days	\$20,000.00
60.00%	70 Shoes + 10 Bikes + 10 Wetsuits	45 Days	\$30,000.00
80.00%	100 Shoes + 25 Wetsuits + 30 Bikes	60 Days	\$40,000.00
100.00%	Trips + 3 High End Bikes	75 Days	\$50,000.00

Socials:

- Facebook: <https://facebook.com/BonkersClubNFT/>
- Twitter: <https://twitter.com/bonkersclub>
- TikTok: <https://tiktok.com/@bonkersclub>
- LinkedIn: <https://www.linkedin.com/company/bonkersclub>
- Medium: <https://medium.com/@bonkersclub>
- Discord: <https://discord.gg/a9uPP7kX>