

ROO TROOP ROADMAP

WHITEPAPER

MISSION STATEMENT

The mission of Roo Troop is to unite a community that is eager to build and provide them with the multiple facets of utility needed to succeed, carried out in a way that has tremendous benefit to the entire NFT economy. We will supply our Troop with economic incentives along with educational, employment, and entertainment opportunities, all while preserving a dwindling species.

WHY ROO TROOP?

Our team is community-derived with a community-forward focus, meaning you as a holder will always be heard and well-represented. In a space notorious for copycats, we also pride ourselves on being unique, both mechanically and cosmetically. This will become undeniably clear as you read through this whitepaper but, at the surface, we're already doing things differently by selecting the mascot that we did. We chose the rarest and least-known animal we could find, which is why we're the first project to introduce Tree Kangaroos to the NFT space.

PHASE ONE - LAUNCH + FUNDING OUR COMMUNITY & ENVIRONMENT

Launch

Three-Day Launch = No Gas Wars

- The Roo Troop launch will take place over the course of 3 days and is geared towards providing immediate value to our community. Launch date TBD, as the team is monitoring the market to ensure we launch at the best possible time. We will give at least a one-week heads up.
- Day 1 will begin with our OG mint. Starting on x date at x time and ending on x date at x time, if you have the OG role in our Discord and had entered your address as instructed, you're whitelisted for free mint(s). Note: There will be a gas fee. Please refer to the OG Whitelist in the Roo Troop Discord server to confirm your allotted mints. Day 2 will follow with our presale. Starting on x date at x time and ending on x date at x time, community members who signed up for either Presale Phase One, Phase Two, or Phase Three will be able to mint Roos within a specified window of time and save on gas fees. Please refer to the Presale Whitelist in the Roo Troop Discord server to confirm your allotted mints. Day 3 will open minting to the public. Starting on x date at x time, the remaining Roos that were not minted within the first 2 days will be available for public mint.

Funding Our Community & Environment

Transparency by Way of Community & Marketing Wallets

- We have ambitious goals and plans to provide value to every Roo in our Troop, and we also have these same feelings about making a positive impact on the real Tree Kangaroos and their ecosystems. With that said, we will be creating both a community wallet and a marketing wallet with a portion of sales the first week after selling out. These wallets will be used to fund our marketing pushes as well as our roadmap's initiatives. We will mint 75 Roos to add to these wallets, mainly for giveaways and strategic partnerships. In the name of transparency, the community and marketing wallets will be posted in a view-only channel in the Discord so every transaction is above board.

Charitable Donation #1

- When we got the idea to start a project, we knew we wanted to have a philanthropic aspect to our work, and when we decided on the animal, we instantly started researching everything about it and its habitat. We chose the Tree Kangaroo not only because of how cute it is, but also because of how unknown the species is. Being endangered is one thing, but being endangered and having nobody know about you makes the survival of these creatures all the more difficult. This is why we'll be donating 10ETH to Rainforest Rescue once we sell out. This organization focuses on conservation for the Tree Kangaroo habitat, and we're excited to be able to do our part to help in their survival.

Royalties

- We want to keep costs low for you, our Troop, if you decide to trade on the secondary market. To accomplish this, as well as our future goals, we have limited our royalties to 5%. Moving forward, as secondary sales are made on OpenSea, we will be funneling 40% of all royalties to the community and marketing wallets. This is on top of the initial funding from the mint's sale.

Three 1/1 Super Roos

- Post-Launch, we will be introducing three 1/1 Super Roos in the same collection, which will be auctioned off – one per week – until they're gone. 50% of the sales will go directly towards our philanthropic initiatives, 25% will go back into the community wallet for general roadmap funding, and the remaining 25% will go straight to our artist ~~as~~ to illustrate some good ol' blockchain goodness and to support our creators.

PHASE TWO – SO YOU LIKE UTILITY?

\$STAKING & Deflationary Utility Tokens \$ROO & \$ROOLAH

NFTX Staking Vault, \$ROO & \$ROOLAH

- Remember how we said utility is our motive? We'll be introducing the ability to stake your Roo Troop NFTs on NFTX within two weeks after launch and we will also be bringing in experts from NFTX team to teach

you about all-things-staking. Roo Troop holders will be able to stake their NFTs for \$ROO which will have a multitude of applications, including the ability to earn a secondary currency, \$ROOLAH (get it...Moolah???). \$ROOLAH will come with its own utility for further use in the future Roo Troop ecosystem, which will be explained when it's launched. It is important to note that the Roo Troop team promises no future monetary value for these utility tokens and that all tokens involved in the project are simply collectibles.

Burning \$ROO

- On top of simply creating the vault, we'll be starting it out by staking 30 Roos, which will return us 30 \$ROO, and then we will burn 10 \$ROO. There is only as much \$ROO as there are Roo Troop NFTs, which means that there can only ever be 5,500 \$ROO. By burning 10 \$ROO when we receive it, we are effectively locking up 10 Roo Troop NFTs in the vault forever, taking them off OpenSea. In other words, Roo Troop will be deflationary.

Tokenomics Whitepaper Coming Soon

- Once staking is launched, we will release an in-depth whitepaper that answers every question you could possibly have on the matter with instructions on the different ways you can interact with the vault...it's seriously an amazing platform.

Companion Mint Using \$ROOLAH

Minting & Incubating Joeys

- We are already in development for the Roo companions, Joeys, which will be the second collection of the Roo Troop. We will provide specifics on the exact steps for each Roo Holder to mint their future Joey when we release the whitepaper for staking, but what we can say is that there will be incubation mechanics involved to claim your full-grown Joey. This companion, along with the use of \$ROOLAH, will provide long term value to each one of you.

Roo Romps & Roo's Clues

Twitch Performances & Gaming Competitions

- ROOS ONLY! Your Roo Troop NFTs will act as tickets to Twitch events hosted by popular entities across various fields, featuring live performances, gaming competitions with ETH prizes and big giveaways.

Geocaching + Scavenger Hunts

- Geocaching Assignments and Scavenger Hunts with puzzles, riddles and prizes for Roo Troop holders.

PHASE THREE – MORE PERKS

Roo Merch

- Roos need clothes too, right? We'll be launching a Roo Troop merch store and will begin to collect sizing post-launch. We'll be holding Troop votes to include you in the design decision-making process. Expect these to be comfortable and fresh, so you can proudly rep Roo Troop in your doxxed lives.

Community Giveaways

- This is a consistent, ongoing effort we are making to grow our Troop to the largest and most inclusive space it can be. Being part of the Roo Troop is special, and we want you all to know that without you, we are nothing. We will be running a ton of giveaways – mainly for Roo holders, but also some for those not yet in the Roo Troop family, so as to continue our growth.

IRL Events

- In-person Troop events for Roos all around the world. Get to know your fellow Roos, network and make long-lasting relationships.

Exclusive Brand Partnerships

- Due to ongoing conversations and agreements, we cannot divulge TOO MUCH just yet, but in the spirit of transparency, we do want all of you to

know this isn't just another NFT...this is a brand and a lifestyle. The Roo Troop will become a recognizable image in a number of industries all of us truly love.

Kanga-Kademy

- Not everyone in the Troop is an NFT pro, and that is okay. We recognize that and, with there being so much information (often misinformation) in this space, we will focus on giving back to our Troop by developing the Kanga-Kademy. Kanga-Kademy will offer Roo Troop holders exclusive access to key NFT education. This will be in the form of scheduled, token-gated sessions in the Discord. With collaboration from others in the NFT space, we will do this the right way by providing perspective and information to best equip all of you with the skills to make sound decisions. None of this will be financial advice but, rather, a continuous set of tools that will help you best weigh your own options to make decisions for yourselves. We have also started engaging higher-ups from certain companies to explore the possibility of providing valuable resources to you at a discount.

PHASE FOUR - CONTINUOUS & LONG-TERM INITIATIVES

Community-Driven Decisions & Voting

- Our team consists of NFT-natives, just like you. We've been around the space for quite a while and, with that, we've had ample time to get involved with various projects: some that work, and some that don't. We share the desire to encompass all of the positive things we've seen along the way and dispel all of the negative. For that reason, you can rest assured this project will act in a community-driven manner. Everything will be above board, we'll be listening to feedback, and pushing out important decisions to Troop votes. We pride ourselves on transparency and we'll make this known to you quickly.

Supporting the NFT Economy via Paid Job Opportunities & Bounties

Roo Troop Permanent Job Marketplace

- One of the big reasons we started Roo Troop was to put on for our core community, but also to find a way to stimulate the entire NFT economy. Our team acts as Project Launch Advisors on the side, where we help

different projects ramp up their branding, marketing, roadmap and development. Because of this, we are pitched several paid roles in the NFT space, ranging from Community Manager positions to Solidity Development to Artists. Any paid positions that are vetted by the team will be pushed out to the Roo Troop holders, giving them opportunities to find permanent roles in the space that we've all come to know and love. Our team has already and will continue to spend our own time interviewing candidates from the Troop for roles that come our way and we keep a pool of all of this information to efficiently assign roles to holders when they arise.

Paid Work Opportunities

- We'll also be providing our holders with various bounties aka paid, one-off opportunities to complete various tasks for the Roo Troop project.

Collaboration with Other NFT Projects

- Cross-pollination in NFTs is one of the biggest keys to success. Because our team has been around the space for a while, we've had a good amount of time to get to know other founders in high-caliber projects. We'll continuously be expanding our Troops and collaborating with others.

Future Projects

- Any future projects made by the Roo Troop team will give priority access to the Roo Troop holders by way of random snapshot and free or discounted whitelisting.

Roo Troop Launchpad

- We have plans to set up the Roo Troop Launchpad in the future, which will assist our community in ramping up their own projects. Only holders will be eligible to pitch projects for the rest of the Troop to vote on.

Roo Gaming

- We've already begun plotting as to what a Roo Troop game would look like. Our goal is to provide you all with continuous value, utility, and often forgotten...FUN. The game would be on-brand with the assets you have related to Roo Troop and you would be able to play as your Roo.

We're also not too keen on projects dropping a utility token without providing actual utility for said token, which is why there would be continued use of \$R00LAH for in-game specials and utilities. This wouldn't be a game where you buy and try selling back to Gamestop a week later...this would be a game you have to call in sick to work the next day because you don't want to stop playing or earning.

- This is part of our long-term vision and goes back to the fact that we are not your average, short-sighted PFP project. We're thinking in terms of years, not months. P2E gaming is something we put at the end of our roadmap so as to leave it a bit more open. Once we've effectively completed our core initiatives, we will start bringing this up with our holders. Building out a top-tier game with the right team is both time consuming (1-2 years) and costly, which is why we want to leave this up to the community to decide on in the future. If the community wants P2E, we will get to it because we work for you.