



SEASIDE



# THE VISION

At **Seaside**, the driving force behind our work are our values and vision. A revolutionary business model will be created that thrives under the Seaside umbrella, which operates using NFTs and Cryptocurrency, in order to create a well rounded ecosystem that revolves around business, commerce, entertainment and that everybody involved can profit from. Our mission stands above all else and it is rooted in our belief that we can make the world a better place for everybody by helping those around us.



Our values include –

# EXCELLENCE

To us, excellence is defined as a contagious, positive way of life. We are committed to creating a world where Seaside is synonymous with righteousness. In our dedication to merit we do not rest on our laurels, but rather strive to set the standard of excellence in everything we do.

# PIONEERING

In order to achieve something meaningful you have to challenge the status quo - one brave decision at a time. We refuse to be shortsighted on our quest. Embracing cryptocurrencies and NFTs before they become a convention, appealing to various communities and empowering people - these are our ways for a brighter future for everyone.





# UNITY

There is no greater power than our strength in numbers, and this defines our culture - we build together, we grow together and we excel together. Seaside firmly believes in having a supportive and collaborative community. An initiative that can both rapidly advance individual lives as well as the company's performance.

# RESPECT

Empathy and respect for all cultures and religions is at the core of our DNA since we believe it is the cornerstone of civilised cooperation. At Seaside we prioritise conducting business in a respectful manner, encouraging diversity and inclusion in everything we do.



# THE PROBLEM

**‘When you hand good people possibility,  
they do great things.’**

Biz Stone

For years, commerce has been a refuge for established names who could overcome the hurdle of risk and capital. People can do incredible things when given the opportunity, but they usually lack the right tools to tap into their potential.





Some challenges they may face are –

## 1 Humanitarian Challenges

Humanitarian crises like war, poverty, environmental concerns etc. It's the kryptonite to what Seaside envisions for people all around the globe: Progress, development, community building, commerce and many more.

## 2 Dearth of Knowledge

Another looming challenge that plagues budding visionaries is the massive gap between an idea's inception and its successful execution. Our core values stem from the resolute belief that the most significant investment one can make is into their self development. At Seaside, we want to manufacture change through education – to enable people to grow their business with concrete roadmaps and guidance and to make informed decisions with the right business acumen.



# ABOUT SEASIDE

**Seaside Club** is an international holding company that comprises different business endeavours around the globe. Our operations are primarily focused on providing secure and fair investment opportunities to retail investors around the world through the use of distributed ledger technologies - like NFTs for instance - by digitising reliable high-entry-barrier business models in order to help people reach personal and financial independence.

The Seaside Club Holding company is located in Malta. Seaside Club Technology is a company located in Dubai, UAE that is focused on IP and IT products development which entails the development of decentralised apps, digital artworks, movie & series scripts, smart contracts, NFTs, cryptocurrencies and other forms of digital intellectual property.





**Seaside Club Ltd** is another company included in the Holding. Seaside Club Ltd is a legal operator behind a marketplace of digital artworks and digitised IP that is offered to a global consumer base. Other legal entities cover gold, lithium, copper and diamond mining operations along with separate real estate endeavours composed of several companies created in the host countries of our real estate investments.





# CRYPTO HUNTERS

**Crypto Hunters** is the first IP developed by Seaside Club Technology. This is the IP of a unique TV series that is looking to educate viewers on cryptocurrencies and NFTs in an entertaining format. The show blurs the lines between a novice and a pro of the crypto world by showing applicable use cases of cryptocurrencies and NFTs. The show's plot revolves around a world-wide treasure hunt filled with colourful experiences. It features the Seaside Club brand along with several of our products thus it will act as a catalyst for the Seaside Club brand promotion. After all, the targeted audience is no less than 1 billion people! Over time we are expecting to expand the IP to produce additional seasons of the show along with branded merchandise.



The total movie production budget is estimated to be 8 million USD. At the current pre-production stage there are several global streaming companies interested in licensing the show and some of them offered co-production. However, we decided to fund the production of the show entirely from the Seaside Club budget in order to retain full control over the IP and the show's contents. On top of that this assures that the show will feature all elements of Seaside Club branding including the Seaside Coin thus skyrocketing brand recognition around the world.

Since we have secured the distribution deal by now, we also decided to open the door for the Seaside Club community to take part in the series licensing by releasing a special Crypto Hunters NFT collection. This NFT collection is limited to 6000 pieces of unique design and various rarity traits. Holders of these NFTs will be able to stake their tokens in order to receive rewards that will be derived directly from Crypto Hunters Season One broadcasting revenues.



Each NFT from the collection will provide a certain percentage of the Crypto Hunters IP revenues distributed as a reward on NFT staking once per year in the form of a certain amount of Seaside Coins that resembles the revenues share converted from its USD value. Even though NFT sales will be able to cover only up to 20% of the series production budget, we would like early Seaside community members to benefit from this opportunity. Apart from that, each NFT holder will get unlimited access to the Seaside App and will receive an airdrop of Seaside Coins at the moment of coin release.



# BOOMTOWN PRODUCTIONS



A wonderfully passionate, award-winning boutique-production, Boomtown adds value to the creation of great entertainment, effective commercials and captivating content.

With over 17 years in the industry, the company has an extensive knowledge of the middle eastern audience and has stayed true to their values by constantly evolving and exploring. Their youthful perspective, unique and intensely dynamic visual style has applied to global campaigns, music videos and digital films for name brands like [\[Insert names of Brands here\]](#)



# SEASIDE COIN



**Seaside Coin** is the core element of the Seaside ecosystem. The ecosystem development scope includes the staking platform and swap for purchase of Seaside Coins. All NFTs that reward users with business revenue share will be available for purchase only via Seaside Coin.



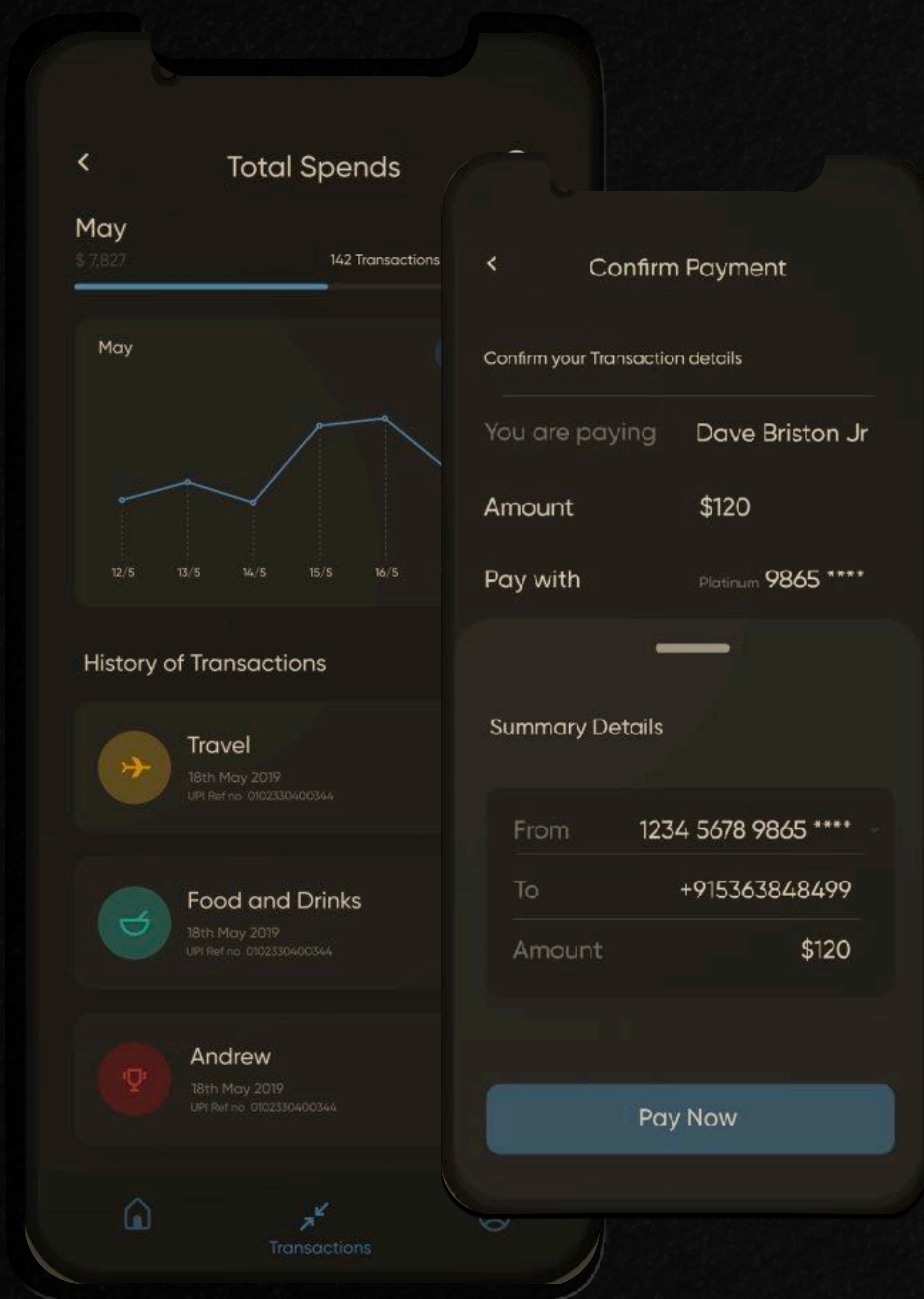
The coin supply will be limited to 2,000,000,000 coins. The coin is also used as a means to store and transfer value generated from different business facets. As the business is set and there are revenues available for distribution - Seaside Club will convert the revenues share from its fiat value to Seaside Coins at a current market price and will forward these coins to the rewards pool. Moreover, a separate liquidity staking pool will be launched allowing holders to gain swap commission rewards. The Coin will be featured in the Crypto Hunters show series and will also be used to purchase dedicated merchandise.

The coin release will be done in several steps. First we will host a private event where we will have a closed seed sale to invited investors. After this - a private sale event will be held, offering the coin to a broader range of investors at a higher price but with a lower cliff and vesting periods meaning faster return on initial investment. And finally - the public sale will be commenced allowing anyone willing to take part in it via the Seaside Club website or via several launchpads we will cooperate with.



As the three sale stages are commenced our goal is to bring the coin to the market via exchange listings. We are looking to list on decentralised and small to medium-sized centralised exchanges like Pancake Swap or KuCoin and moving further with listings on top tier centralised exchanges like **Coinbase** or **Binance**.





# SEASIDE CLUB APPLICATION

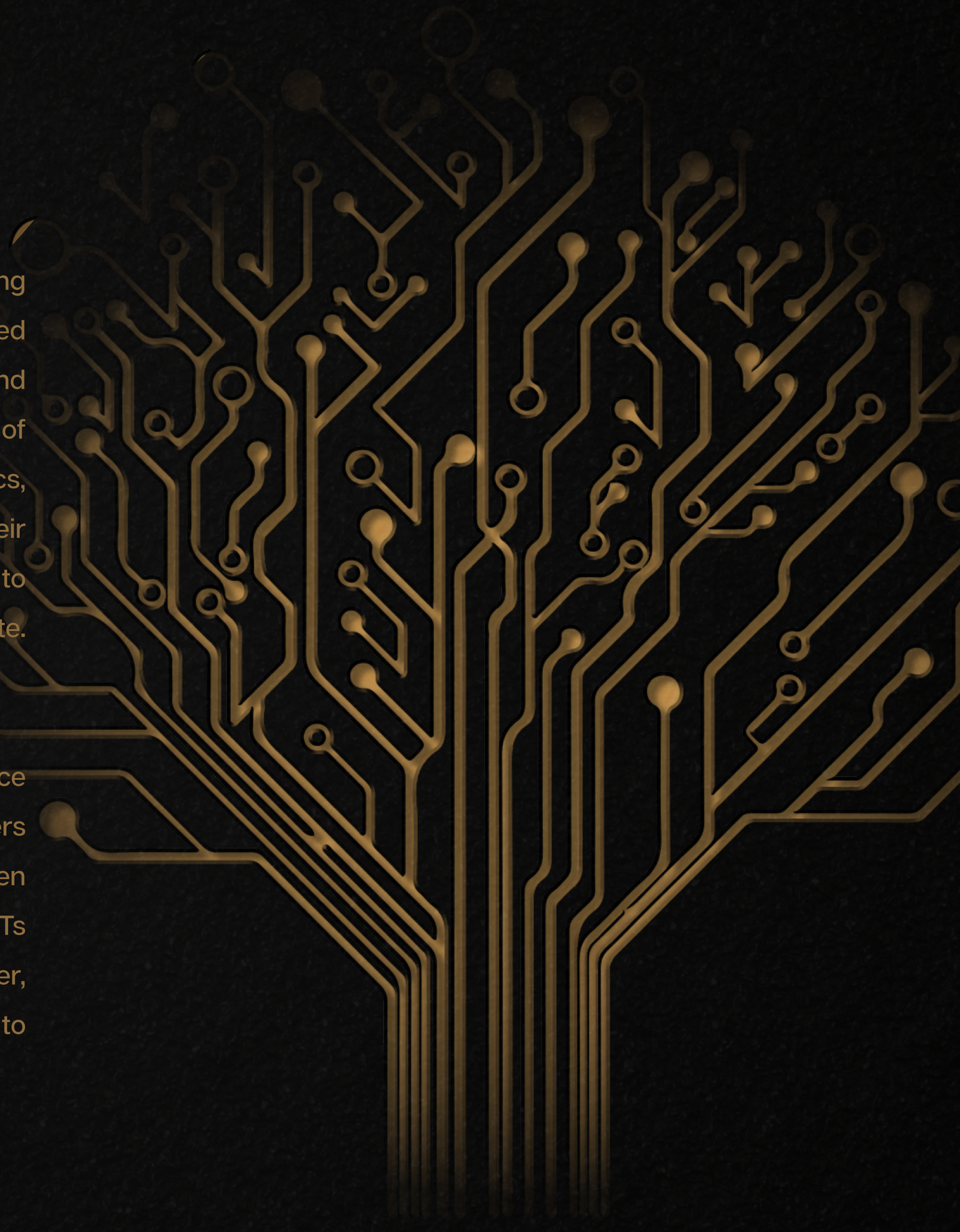
The Seaside App is the heart of all social interactions amongst the community as well as with the management team. Members will have access to a plethora of content ranging from business, lifestyle, investments, NFTs, crypto and will even be able to present business proposals of their own. Three aspects are embedded within the concept of the app: community interaction, knowledge sharing and learning stimulation.





An important motive of the Seaside brand is to encourage knowledge sharing among members to create an open-work network environment for our members. A free live-feed newspaper featuring community specialists and writers from various business and technological areas will be put in place as we believe open-minded enquiry is at the heart of our mission. The goal is to curate well informed content that is impartial to religion, politics, creed etc and is put together to enable and empower members and give wings to their aspirations and structure their ideas. Specialists from the community will have an option to become dedicated writers or podcasters and will get rewarded for each article they write. These learning materials along with news will also be used in the Learn2Earn system.

All materials shared within the app will be converted into a series of multiple choice questions. These questions will be further formed in a quiz form that is available for users daily. Users who successfully complete the daily quiz will receive a special Learn token reward and a personal rating upgrade. Users can use the token to purchase special NFTs from Auction or to get tickets for the next blockchain or business conference. Moreover, users that lead the monthly rating ladder will get a chance to enter a live quiz game show to get a chance to win a 5-figure cash prize.





Learn sharing and learning stimulation mechanisms are proposed to make our community members smarter and stronger. Only a strong community is able to bring strong ideas. That's why community interaction includes not only a members-only chat but also a special submission form where Seaside Club will accept business ideas for investment from the community. Each person will be able to submit his business proposal, the management team will review all applications. will select several of the most promising ones and will provide these ideas for community voting. The winner idea will get funded by the club and will be further digitised within the Seaside Club ecosystem.



SEASIDE

ASSISBMS





## MINING

Ore mining is a classic high-barrier-of-entry business model that conveniently offers high return on investments. Currently we have several options to purchase land plots in Africa that were confirmed to have a significant volume of copper, gold, diamond and lithium deposits. Seaside Club would like to present an opportunity to private investors for this business. In 2021 ore mining ROI ranged between 8% in Q 1 and 22% in Q4.

## REAL ESTATE

Globally the most recognised sector, our properties bring the Seaside Group philosophy of innovation, sustainability and excellence to the real estate industry. This endeavour is focused on purchase and further rental of residential real estate in tourism focussed countries which indicates the potential long-term growth in value for the estate. This business is also going to be digitised in the form of NFTs. Residential properties have an average annual return on investment of 10.6%.



## AGRICULTURAL PRODUCTION

Food is the product that every person in the world needs. That's why Seaside enters the agricultural business through the purchase and development of arable lands producing wheat, corn and other natural produce. Agriculture production businesses yielded an average of around 7% return on investment in 2021.

## MERCH & APPAREL

The idea behind the marketing strategy of Seaside Club is centred around establishing a “starving crowd” of brand fans mainly via the Crypto Hunters show viewer base and through the development of Seaside Club brand community. As the following grows and as soon as the show is released as a world-wide premiere - a special merchandise shop will be opened. A designer clothing line will be introduced at an affordable price range while maintaining high quality. The merch will be available for purchase through both the use of Seaside Coins and fiat currencies. Retail apparel industry on average yielded up to 24% return on investment in 2021.



# SEASIDE MARKETPLACE

The scope of digital business covers the development and launch of the NFT marketplace. A fully functioning online marketplace is the one-stop shop for NFTs. Users will be able to buy and sell NFTs from a range of collections. Collections will feature native Seaside releases as well as member-created NFTs that will be available for purchase with seamless accessibility and ease.





Moreover, members of the Seaside Club community will be able to create and list their own NFT projects on the marketplace featuring them in a special mint calendar. Each collection will be ranked depending on the total sales volume and floor price. The expanded functionality of the marketplace will be available exclusively for Club members.

In 2021 NFT trading volume hit \$17,6 billion which was an increase of 21,000% from 2020. At the moment NFT technology is making its way to the mainstream consciousness with lots of major companies entering the emerging market. The trading volume figures are expected to rise with further expansion of the NFT market - a profitable spot for marketplaces that earn a commission on the volume traded.



# MODEL

Seaside Club's assets are divided into two categories - sustainable anti-cyclical businesses and digital businesses that shape the future. For instance - ore mining is a great example of an anti-cyclical business since the prices of copper and lithium tend to rise during periods of crisis or recession. Gold and diamond mining provide sustainability and predictable revenue streams since these businesses tend not to be hardly affected by the global economic state. Merch and agricultural business endeavours are examples of businesses that produce goods of inelastic demand since no matter the circumstances people will always need food and clothing. On the other hand, NFTs will shape the future of the global economy therefore now is the time and opportunity to enter this emerging market early.









# SEASIDE HELP

**Seaside Help** is a private charitable organisation that is aimed to build long-lasting systematic solutions to local communities in need around the globe. We strive to be an organisation that is transparent and accountable to our members, and subsequently, the world. If nothing else, our organisation pledges 10% of its net revenue to the corporate social responsibility program and the community decides where the donations are going to through our online voting system.



People face famine, illiteracy, lack of medical care, lack of sanitation and clean water supply, pollution by land and air, and the world is still too divided to provide long term solutions. Being a diverse company ourselves, we would like to lead by example in showing how humanity, when united, can solve some of the global problems our world is facing.

The scope of our operations covers creating educational and healthcare systems, water treatment and renewable energy plants, infrastructure and housing facilities. As the system is built they will become self-sustainable, creating jobs and increasing quality of life for people in need. We do not seek cooperations with other charitable foundations or volunteer organisations - all our projects will be developed on our own in exclusive cooperation with the local communities on site.



## THE FOUNDER'S STATEMENT

# HUSSEIN KARAKI

Responsibility and self development have always been strong, guiding values at Seaside. We believe that all commerce is fundamentally about the people and that the imperative responsibility of a thriving business is towards the communities in which they operate. As someone who's proud to have created such a business, I'm humbled and motivated now more than ever to recognise my responsibilities to the community and to the world.

I'm forever grateful for my modest upbringing. From a refugee family that fled to Germany, I live by the principle of always striving to be better than I was yesterday. Chasing excellence is a way of life and it keeps me in harmony with myself and helps me grow to be better, both physically and mentally.



In a time where selfishness is the norm and the accepted convention, I want to manifest change for my children and their children's children. It may be an uphill battle but I recognise it doesn't necessarily have to be a lonely one. With a strong and smart community behind us, change becomes more than a naive notion, and that's what drives me forward.

I want to be heard around the world through your voices. I want freedom of speech. I want education for generations to come. I do not want to be part of a system that diminishes or divides people. I want us to grasp opportunities that offer us to do good in this world - for everybody. Not just for people but the environment as well. A global community that is smart, financially independent and optimistically looking to face a brighter future - that is part of my vision.





**THANK YOU FOR READING**

**SEASIDE**