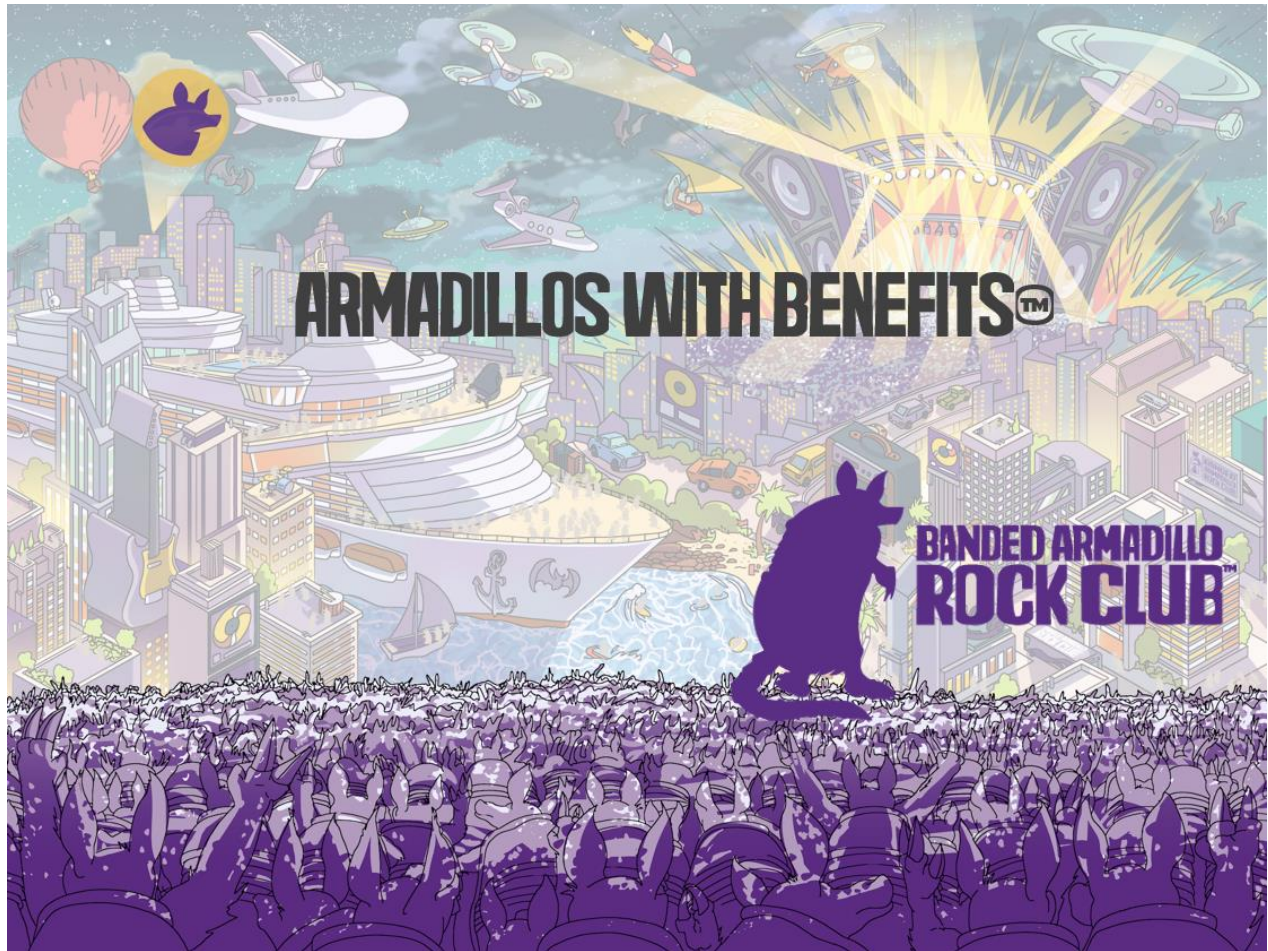# DISCLAIMER.

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TLDR; 🎸 ✨ Welcome to the BANDED ARMADILLO ROCK CLUB™, where the untamed spirits of web3 and rock and roll come together to form an exclusive social-network experience! From nobody to almost famous, where "living the dream" isn't just a saying, it's a lifestyle. Picture this: you, a #dgaf, Renaissance-intellectual, jet-setting between the coolest cities on planet Earth, or chasing fame and fortune from your couch, always with a bunch of like-minded, carefree, and utterly badass friends which you've made along the way. From the laidback vibes of Austin to the tranquil charm of Zurich, our members live the life we all want. But hold on, this isn't your father's rock 'n roll tour. Oh no, this is the BANDED ARMADILLO ROCK CLUB™, where every moment is an adventure worthy of a Rolling Stones cover. Our cutting-edge NFTs and NFT mobile companion app are your ticket to walk the red-carpet and backstage passes. Escape the black and white of your otherwise colorful life and flex your pixels like a boss. When you hear us talk about "ARMADILLOS with BENEFITS™" we're not just referring to any run-of-the-mill, loyalty-rewards platform. No – here at BANDED ARMADILLO ROCK CLUB™, we've taken things up a notch. Our patented, location-based mobile technologies blend seamlessly with our AR chops, giving birth to a new shiny object that you won't be able to peel your eyes from. Shine on, you crazy armadillos! We're an off-the-wall social club where casual encounters lead to thrilling games, exciting prizes and free NFTs – not to mention a list of tailored/localized perks, benefits and rewards that are sure to grow over time. Brace yourself for a journey where the boundaries between reality and fantasy blur and where your wildest dreams become the storybook future your guidance counselor insisted was out of your reach. So, are you ready to rock your world? If not, we can rock it for you. Join us at BANDED ARMADILLO ROCK CLUB™, where the music never stops, the adventures are endless, and the memories are forever. 🤘 ✨

"Knock, knock."

"Who's there?"

"NFT utility." (✋ 🎤)

ARMADILLOS with BENEFITS™. The cutest, smartest, most cultured pfps to rock the blockchain. Sure you can use them to clout chase on Twitter, Insta and Meta, but if it's only their devilishly handsome good looks you're focused on, you're ignoring all that grey matter we've stuffed between their pointy ears. Up until now, the definition of a digital wallet was "where NFTs go to die." No more. We have big plans for what membership in the world's most immersive, location-based, NFT loyalty-rewards platform looks like. So clear your calendar and let's make some memories. Have wallet. Will travel.

INTRODUCTION:

Our parent company's name is picpocketlabs, Inc. We are a Delaware C-corporation that was founded in January of 2009. While we are a virtual organization with contributors from around the world, we officially call Austin, Texas home. The entire team (14 of us) are doxxed and have been working together on and off for over ten years. We are, for the most part, engineers, computer scientists, technical business leaders and a few PhDs. Our work history and LinkedIn bios can be found here: https://www.bandedarmadillo.com/#barc-team.

The company has a sizable Intellectual Property (IP) portfolio in the fields of geofencing, augmented reality (AR) and location-based NFTs™. Individual patents in the portfolio have been cited hundreds of times by some of the largest tech companies on the planet.

BANDED ARMADILLO ROCK CLUB™ has retained a license to picpocketlabs' IP portfolio.

PATENTS and APPLICATIONS: (*2009 priority date except where noted)

- o   US9544379; SYSTEMS AND METHODS FOR EVENT NETWORKING AND MEDIA SHARING
- o   US10856115; SYSTEMS AND METHODS FOR AGGREGATING MEDIA RELATED TO AN EVENT
- o   US8963957/US9665986; (2011) - SYSTEMS AND METHODS FOR AN AUGMENTED REALITY PLATFORM
- o   US10574614; GEOFENCING OF OBVIOUS GEOGRAPHIC LOCATIONS AND EVENTS
- o   US10880252; SYSTEMS NETWORKS TO AGGR PHOTO CONTENT FOR HEURISTIC AD TARGETING
- o   US10958607; SYSTEMS AND METHODS FOR GEOFENCE-BASED SOLUTIONS FOR TARGETED ADVERTISING AND MESSAGING
- o   US10785323, European Patent No. EP3243181B1; USE OF A DYNAMIC GEOFENCE TO CONTROL MEDIA SHARING AND AGGREGATION ASSOCIATED WITH A MOBILE TARGET
- o   US SN 15/510,653; EP SN EP20813268, GEOFENCE-BASED MULTI-AUTHOR MEDIA GENERATION, SYSTEMS AND METHODS FOR CREATING AND MODIFYING EVENT-CENTRIC MEDIA CONTENT
- o   PCT/US23/21264, GEOFENCE-BASED AUGMENTED REALITYAND LOCATION-BASED NFT FEATURES

TRADEMARKS: (PENDING TRADEMARK APPLICATIONS WHICH HAVE BEEN ALLOWED TO PROCEED)

BANDED ARMADILLO ROCK CLUB™, BARC™, BATMADILLO™, ARMADILLOS WITH BENEFITS™

A year+ ago we were approached independently by several blockchain players who suggested that we had an opportunity to leverage our IP in web3. As we explored the idea, the mood had already begun to sour – largely because NFTs weren't offering any real utility and rug pulls were all too common. But if we, a trusted, fourteen-year veteran of the tech space, could figure out how to take what we'd already developed and apply it, there was a good chance that we could join the blue-chip collections who'd managed to carve out a name for themselves simply by being "first." There's a lot to be said about "first mover advantage", but… for the category to grow beyond collectors, NFTs must either engage their owners and brands experientially, provide real utility or both. In other words, we could still be first.

We asked ourselves – what was missing?

First off, no one wants to stare at their expensive jpeg on their mobile phone. Everyone feels limited (dare I say cheated) with regard to the poor experience they have when sharing their crypto-monkey-punks with friends. We knew we had to break them out of their 6" prisons.

Secondly, they have to create value. Everyone is carrying around their NFTs on their mobile phones – they have them with them 24/7/365. If we are going to appeal to more than just NFT collectors, we'd have to figure out how to put them to work.

What if we baked geospatial data into an NFT's metadata? could we create NFTs that were location-aware? ones that could drive meetups or foot-traffic at retail brick and mortar? what if we let owners display their NFTs in the real world? offer the ability to serve up ads/promotions floating in mid-air? or perform countless other actions when someone clicks on your virtual/digital object? could we establish rules for transacting NFTs on marketplaces based on where the art was minted? where the artist was at the moment? could we expand on loyalty-rewards programs in a way that leveraged location?

We immediately set out to create our own NFT collections and come up with a name. It had to be ridiculous… all the better if it could somehow relate to our hometown. Given that Austin is widely known as "the live music capital of the world" and home to millions of bats and armadillos, the choice for our NFT characters was obvious… but we still needed a name. When BORED APE YACHT CLUB received a $450m investment at a $4.5B valuation, we were inspired to chase their success. And yet we understood that the window of opportunity to just sell jpegs had passed. We needed to up the ante. We had a mountain of intellectual property to leverage, some clever ideas about how to tie-in location and a city that was once home to the Armadillo World Headquarters to make proud. This was going to be a significant investment in time and money. *We could have named ourselves "UTILITY" but then 'you' NEVER would have found us by searching major NFT marketplaces.* 😊

At the end of the day, the play on words between "rock" and "banded (armadillos)" was too hard to ignore. "BANDED ARMADILLO ROCK CLUB™" checked all the boxes.

LOCATION-BASED NFTs™ and SMART, SMART CONTRACTS:

As we set out thinking about adding location awareness to NFTs, we had already been toying with the idea of creating our own NFT Marketplace to extend the concept from cradle to grave. Then, like a slow-motion train wreck, we watched as new players (and incumbents alike) waffled their way to the bottom to rob artists of the very creator royalties that were supposed to be a hallmark of web3. While our marketplace is on hold as the dust settles, allowing creatives to earn royalties on their work remains a key focus of this project. We aren't giving up on some of the giants to do the right thing, but if push comes to shove, we'll take our balls and go home. By home we mean, where the heart is – the marketplaces where the love and support for artists remains part of who they are. If we have to build it ourselves, that's what we'll do. We're builders.

We describe location-based NFTs as digital objects that include a geospatial component stored on-chain. When and how that geospatial data gets used is up to the imagination of web3 builders. At a very high-level, it can help unlock utility, enable gamification, establish authenticity/provenance and drive consumer behaviors.

The core algorithm that enables this functionality in our location-based NFTs™ is a "point in polygon" calculation that takes a given set of GPS coordinates (the "point") and determines if those coordinates fall inside or outside a defined geofence (the "polygon"). A geofence can represent a geographic area of any shape or size: a city, a zip code, a park, a stadium, a brick and mortar retail location.

Our first collection of location-based NFTs will consist of 42,000 NFTs that were created from 420 unique characters paired to 100 geofences that represent popular cities/destinations around the world. The coordinates that define each of these geofences and their corresponding three character "city code" will both be stored on-chain. In this way, both the geofence itself and the relationship between the NFT and the geofence are immutable. An NFT that 'belongs' to Austin will always belong to Austin, and the area that defines Austin will always be the same.

Our mobile companion app, as well as third-party developers, will have access to a selection of custom on-chain functions (examples given below) to determine if a user is permitted to unlock certain location-specific content, features, perks, benefits or rewards. We support this functionality through a standalone smart contract that can be imported (by third-parties) into other NFT smart contracts.

The first of our core functions is a point in polygon calculation that verifies if a user's location falls inside the geofence (polygon) linked to a specific city or location – where the polygon is typically an array of gps lat/long pairs which define the geographic area. *We've chosen the winding number algorithm over ray-casting for reasons that we'll get into in later AMAs.*

The second core function then searches a given wallet address to confirm that a user owns a location-based NFT linked to the geographic location in question. Every effort is taken to streamline the interrogation of ones' wallet contents to focus on location-based NFTs – ours or those created by licensees.

SUPPORT FUNCTIONS:

- o getNFTCityCode - pass in a tokenId and get the NFT's stored cityCode
- o getCityCodeGeofence - pass in a cityCode and get the stored geofence coordinates
- o isBarcNftInAssignedGeofence - pass in tokenId and a GPS coordinate, and function will use getNftCityCode to get the stored cityCode, use getCityCodeGeofence to get the stored geofence coordinates, and perform a PointInPolygon calculation
- o is locationInCityGeofence - pass in a city_code and gps coordinates, and function will use getCityCodeGeofence to load the stored geofence data, convert location and geofence coordinates from floats to strings and perform a PointInPolygon calculation
- o doesWalletContainNFTinCityGeofence - pass in wallet address and a cityCode and function will iterate over all location-based NFTs in said wallet, using getNFTCityCode to retrieve individual cityCodes until a match is found (return true) or the list is exhausted (return false)

API / SDK:

In addition to the on-chain functionality described above, we are exploring options to expose our core geofencing and location-based NFT platform to the web3 and web2 community via a publicly accessible api. This would allow developers and users from both the blockchain and traditional web spaces to interact with our platform programmatically, expanding its accessibility and potential use cases.

ARMADILLOS with BENEFITS™

While we work to close strategic partnerships and one-off deals in 100 cities across 45 countries, we'll continue developing rich, engaging mobile experiences that breathe utility into location-based NFTs. Leveraging near all the IP we have ever been issued or filed *(around geofence-based media capture/aggregation, geofilters, geofence-based targeted advertising, geolocated-media, geo-livestreaming, location-based NFTs and a persistent AR platform),* the BANDED ARMADILLO ROCK CLUB™ team are uniquely qualified/positioned to deliver a LOCATION-BASED, NFT LOYALTY-REWARDS PLATFORM alongside unique social and mobile experiences that rock.

We are focused on exploring partnerships in the following markets (domestic and international):

Travel:
- o Airlines / Airline Alliances
- o Hotels / Resorts
- o Cruise Lines

Casinos

Live-Events:
- o Artists / Bands / Venues
- o Ticketing agencies

Credit cards

Ridesharing

Spirits / Beer and Wine / Tobacco

Metaverse

THE BANDED ARMADILLO ROCK CLUB™ NFT COLLECTION(s):

To attract NFT enthusiasts from across a multichain world, we made a conscious decision to be blockchain agnostic – which means that we too have the freedom to choose specific chains for each of our NFT collections. While it doesn't matter where they live, as of the time of this writing, it is expected that:

- o our NFT Trading Cards (the FOUNDERS PACKS and BOX SETS) will list on *Ethereum*
- o the *Armadillos*, our core and namesake NFT collection, will list on *Ethereum*
- o the scarcest and most expensive of our individual NFTs – the *Bats* – will list as *Bitcoin Ordinals*
- o the *Beasts* and the *Batmadillos*™ – which could number in the tens of millions, will list on *Polygon*

BANDED ARMADILLOS™ - ETHEREUM

Without question, the best looking, most sophisticated, charismatic personalities on the blockchain. They're highly evolved – that comes with scampering about god's green earth for fifty-million years. They've learned a thing or two over that time - like how to score tickets to sold out concerts, how to rub elbows backstage in ways that don't scream "noob", how to get upgraded at participating hotels/airlines and what it takes to be comped at the swankiest casinos and speakeasies. They're comfortable in their own shells – maybe too comfortable – but if it's a good time you're after, hang with these guys – they do NOT disappoint. As someone once said, they are "...the epitome of cool."

The collection is made up of 420 unique, hand-drawn, BANDED ARMADILLOS. Each of them has the added distinction of having one of one-hundred (100) locations carved into their shells. (Note: no armadillos were harmed in the minting process.)

420 armadillos * 100 cities = 42,000 NFTs.

Your BARC character and my BARC character (and 98 others) may look the same – but geospatial data coded on the blockchain designates one as hailing from NYC (JFK) and the other from Munich (MUC.) When you hold one of our "location-based NFTs" in your digital wallet and physically show up in its hometown, we use your location, the NFT's DNA and an on-chain, point-in-polygon calculation to validate that you qualify for location-specific perks, benefits, and rewards.

FREE-TAILED BATS - BITCOIN

2 free-tailed bats/city * 100 cities = 200 NFTs.

The rarest of our NFTs are the free-tailed Bats. Priced at a premium relative to the Armadillos because of their scarcity and because of the role they play in generating (and most importantly, earning!) FREE NFTs via BAT ENCOUNTERs.

The Bats are geocaged within their respective city-geofences – meaning, they cannot leave the city limits we've baked into their on-chain selves. We developed a bat-flight-path simulator that maps out a random flight path for each of the bats to follow throughout the day. In the mobile app you can zoom in to watch them flap their wings and zip across fields and neighborhoods – if you're quick enough, long-pressing a bat will provide details about the Bat itself and any/all interactions it's had with other members of the BANDED ARMADILLO ROCK CLUB™.

If the Bat-Tracker alerts you that they're nearby and you get caught out in the open, remember - NEVER look them in the eyes - and whatever you do, do *NOT* run. Instead, accept that you're about to get BITTEN or SMITTEN – and that you'll likely earn a FREE NFT. No it doesn't hurt – unless earning free NFTs hurts. Then it hurts... it hurts a lot.

BATMADILLOS™ - POLYGON

Step aside Jackalope, there's a new sheriff in town. Batmadillo™ - a portmanteau of "Bat" and "Armadillo." Just like their parents, they swoop around using radar, are armored, have fangs and carry disease. Nightmare or superhero? Neither. They're the fruit of your NFT loins. Not someone's gain of function research project but a product of love. As generative art, they assume traits from both of their parents so hold onto them. There's a good chance that we'll figure out some way for you to use (or gift) these NFTs in order to join events or gain access to paid BANDED ARMADILLO ROCK CLUB™ goods and services.

How many of these flying nuisances exist? As of right this minute, zero. But once Bats and Armadillos start knocking boots in the real world, each of our 42,000 Armadillos could experience a BAT ENCOUNTER with each of our 200 Bats. Some number of these ENCOUNTERS will result in BEASTS and others in BATMADILLOS™. While there are only ever one BEAST created if your Armadillo is BITTEN, there can be as many as nine (9) BATMADILLOS in a litter – leaving us with a maximum number of BATMADILLOS possible equal to: (42,000) * (200) * (9) – or as we like to refer to them, 75,600,000 tokens to rock (or burn.)

BEASTS - POLYGON

So you got bitten. It's not the end of the world. But between rabies and leprosy, you're probably not going to recognize your cute Armadillo once infection sets in. There are eight (8) locations on your better half where you can expect an outbreak. These infections (3) can be either bacterial, fungal or viral – are either (2) severe or mild – and can ooze pustules in one of (25) different colors. As if that wasn't bad enough, if you manage to trigger leprosy, our little armored friend can further suffer one of six (6) forms of eye complications while the meat falls off another six (6) body parts and bone.

What does that work out to? 150^8 * 6 * 6 (or 9,226,406,250,000,000,000) possible combinations to serve (42,000) * (200) – or maximum 8,400,000 BEASTS.

Just for the record: whoever came up with the name "Mutant" simply never understood that NFTs have feelings too. It's bad enough that they're plagued by sickness – if they prefer the name "Beasts", why argue? The BANDED ARMADILLO ROCK CLUB™ prides itself on its tolerance of all God's creatures great and small and only wants them to live their best lives.
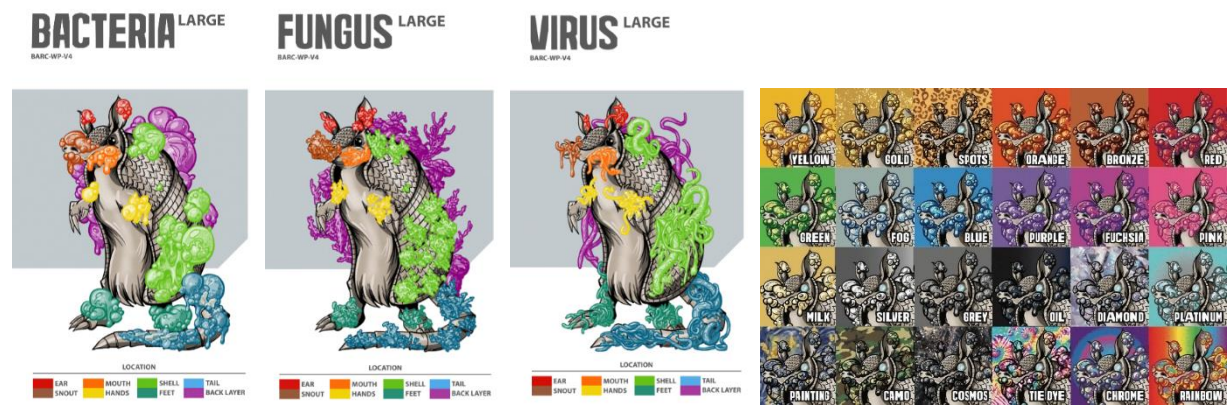
TOKENOMICS:

TOKEN SUPPLY:

42,300 = 42,000 Armadillos + 200 Bats + 100 NFT Trading Card Limited Edition Box Sets.

There will only ever be 420 BANDED ARMADILLOS and 2 BATS associated with each of the cities (e.g. AUSTIN, NYC, LONDON, BEIJING, RIO, SYDNEY, ZURICH) referenced in this litepaper.

TOKEN UTILITY:

Holding ARMADILLO or BAT NFTs grant owners access to the BANDED ARMADILLO ROCK CLUB's location-based loyalty-rewards program and unlocks premium/paid services within our NFT mobile companion app.

The BOX SETS are made up of 622 NFTs each – but there will only ever be one hundred sets. We have plans for how intact BOX SETS and individual NFTs (if the BOX SETS are broken apart) can be used at BANDED ARMADILLO ROCK CLUB™ events or burned from the comfort of your home.

TOKEN STAKING:

TBD.

CREATOR ROYALTIES:

NFT BOX SETS, BEASTS and BATMADILLOS™ = 0.24%
BATS and ARMADILLOS = 4.20%

COLLABORATIONS AND PARTNERSHIPS:

picpocketlabs, Inc. (2009) – access to IP portfolio; www.picpocket.com

see ARMADILLOS with BENEFITS™ section wrt loyalty-rewards program target partnerships

in-app support for leading BLUE-CHIP NFT collections is standard; others may qualify by purchasing/registering/holding a BANDED ARMADILLO ROCK CLUB™ BOX SET

TOKEN DISTRIBUTION:

Pre-sale: 2,100 BANDED ARMADILLOS and 10 BATS
*(NYC, AUSTIN, LOS ANGELES, BEIJING, LONDON, BERLIN, PARIS, ROME, SINGAPORE, DUBAI)*

BANDED ARMADILLO ROCK CLUB™ TREASURY: 4,200 BANDED ARMADILLOS and 20 BATS
(RANDOMLY SELECTED FROM ACROSS ALL 100 CITIES)

TOKEN BURNING MECHANISM:

Custom BURN address will be supported. TBD.

LOCATIONS:

100 cities around the world. Unlock deals when fellow Banded Armadillos meet up in someone's hometown or utilize perks/benefits when participating partners award location-based rewards. We hope you take full advantage of our exquisite taste in swanky locales. Each with their own specific *je ne sais quoi* (we've traveled - we know.) Did we miss a few deserving destinations and will some of you feel slighted? Sure - but no one likes a whiner. If you feel strongly about why your particular hole-in-the-ground should make the next list, write us - one-thousand names on a petition and you're in.
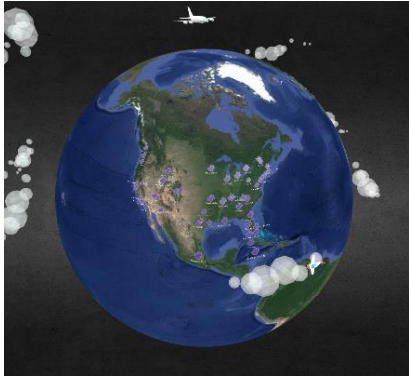
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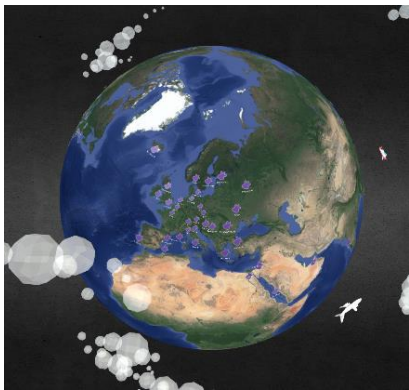
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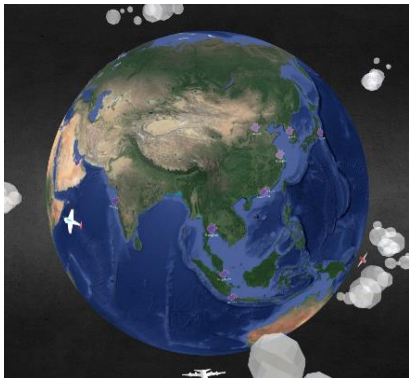
SYDNEY, AUSTRALIA –BEIJING, CHINA – HONG KONG, CHINA – MACAO, CHINA – SHANGHAI, CHINA – MUMBAI, INDIA – JAKARTA, INDONESIA – TEL AVIV, ISRAEL – TOKYO, JAPAN – AUCKLAND, NEW ZEALAND– JEDDAH, SAUDI ARABIA – SINGAPORE – CAPE TOWN, SOUTH AFRICA – SEOUL, SOUTH KOREA – BANGKOK, THAILAND

We set out to create an NFT mobile companion app for everyone to use – and not just with our NFTs, but Bored Apes, Cryptopunks, Penguins, Doodles, Y00ts and others. It's more or less invite only, or you can buy your collection's way in (as a perk for your community) – we've gone ahead and whitelisted several leading NFT collections so that there'll be some familiar faces when you join.

The app allows users to Follow and Block others and to Like and Comment on photos, videos and livestreams. You can chat and socialize amongst the community, livestream to geographically targeted audiences around the world, create and use geofilters in all the photos and videos you take and ghost your NFTs in a persistent, AR environment for others to discover while out in the real world. The app lets you break your NFTs out of their 6" prisons (finally!) and share experiences via the social media apps you know and love. But that's just the start…

At the moment we're iOS only with plans for Android and to optimize for tablet. As AR glasses come down in price and enter the mainstream, we also expect to leverage picpocketlabs' own Augmented Reality platform (US Patent No. 8963957) to drive discussions/support with leading hardware providers. This way, regardless of which mobile device you prefer (phone, tablet or glasses), you'll be able to see and engage with digital objects that were placed in the real world using BANDED ARMADILLO ROCK CLUB's NFT mobile companion app.

We're blockchain agnostic in the sense that we don't care where your NFTs reside. The way to our hearts are through your digital wallet and we've completed integrations now for a handful of leading wallet providers. By supporting third-party wallets, whilst actively working towards developing our own, we invite participation from the greater NFT community in the hopes of encouraging as many NFT enthusiasts to join our platform as possible.

FEATURES:

livestreaming feature allows BARC NFT holders to geo-livestream to specific locations anywhere in the world

BAT-tracker monitors/gamifies {Armadillo–Bat} encounters for purposes of creating free NFT drops for BARC NFT owners; scavenger hunts / Easter Eggs

"ghosting" AR (augmented reality) feature allows BARC holders to display/place their NFTs (or other media) anywhere in the real world for others to view or engage with

Bat-Signal. Suspend your NFTs 40 feet in the air. Anchor them in place or click 'FOLLOW ME' to have them follow you around (great for live events)

Instant-messaging: map views allow BARC NFT holders to engage with one another; uses a familiar Follow/Friends model to geo-Chat publicly/privately, in real-time

Loyalty program: track rewards, benefits and perks in your geofence, around the world & whenever location-based encounters amongst BARC NFT holders take place

Digital wallet – import your NFTs to assume your BARC/other persona(s); w/the potential for 37m+ BARC NFTs over time, the oppty exists to develop our own digital wallet

SCREENS:
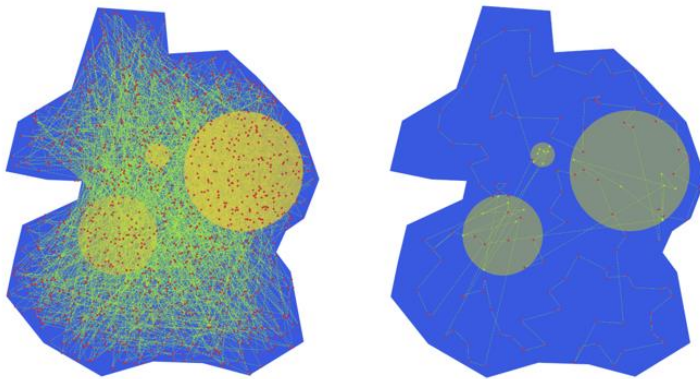
BAT FLIGHT PATH SIMULATOR: a flight path simulation tool controls the movement of, and interaction between, location-based NFTs within a defined, 'geocaged' space. In this first phase, we use the tool to keep our BAT NFTs from leaving their respective cities/locations and we introduce capabilities like homing magnets and dwell times to appeal to adtech opportunities where location-based NFTs can be leased by third-parties for use in digital campaigns.
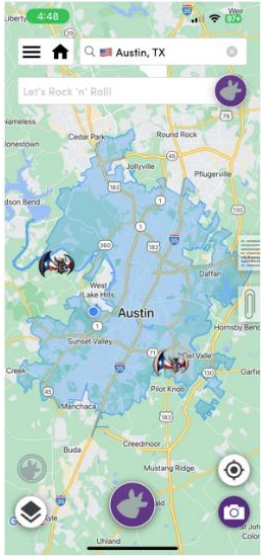
BAT ENCOUNTERS: We prefer that all of our BAT ENCOUNTERS result in sweet love-making and cute litters of baby Batmadillos, but that's just because we're romantics. Sure there's always that small chance that someone winds up with rabies, leprosy or God knows what, but that shouldn't stop you from playing. In the first panel, you see two location-based BAT NFTs and a blue-dot to indicate where a user is at the moment. If the BATs fly within 25 feet of a user's location and there exists a BARC NFT in their digital wallet, a BAT ENCOUNTER is triggered. The Banded Armadillo NFT holder can earn one of two possible free NFTs: a BEAST or the first of however many BATMADILLOS are born from a random-sized litter. If that particular BAT NFT is owned at the time of a positive ENCOUNTER, the BAT NFT owner always receives the 2nd born of that litter. In either case, these free resulting NFTs will be transferred to one or both of the Banded Armadillo and Bat NFT owners in a BANDED ARMADILLO ROCK CLUB™ - branded digital wallet.

BAT-SIGNAL™: who, as a child, didn't look up to the night sky to see if GOTHAM needed their help? We sure did. And we think it's only natural that anyone with a piece of digital art that they're proud of, would want to hoist their sail much the same way. The days of tying a flag to a pole to let everyone in your tribe know where you are (at live events), are long over. Photos, videos, NFTs… if it's digital, the only decision you have to make is how high to fly your colors – and lucky for you, we built in a slider bar to make that easy-peasy. The photo to the left? We got it off just before TESLA security rolled up on us at their Austin Gigafactory asking what we were up to. Truth is, we were hoping someone from Tesla would recognize an opportunity to partner with us on our IP portfolio to re-make their camera app. But…the gentleman who asked us for our ID had no prior knowledge of our plans to visit with Elon, so we were unapologetically escorted from the premises. <KER-POW!>
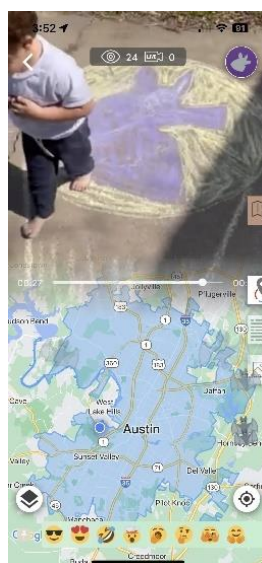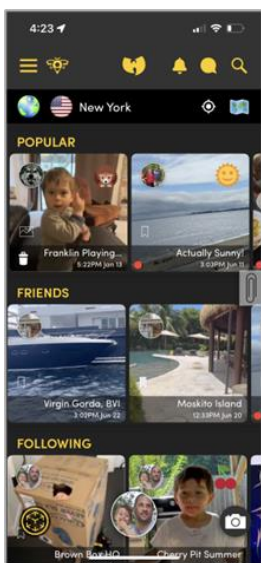
GEO-LIVESTREAMING: With a quick tap of the livestream button, users can reach out to Friends, Followers or audiences in a specific geographic area with a personal broadcast/livestream. A livestream can either be pre-recorded or shot from the hip. Pre-sets allow users to target anyone in their city, their state, the country or the world - or with a little extra prep, and a long-press instead of a tap, they can deliver their message anywhere on planet Earth. Pro users are able to invite up to eight (8) others to present alongside them in a single livestream - handing off control to friends or co-workers on a whim and then mashing everyone's contributions into a single livestream that can be shared with millions. Hosts can also create an event to accompany their livestream - permitting only those users who are located in the area they designate to contribute photos and videos for all to enjoy.

"GHOSTING" (PERSISTENT AR PLATFORM): The patented process enables dynamically anchoring digital content to a physical environment from variable perspectives rather than relying on predefined fixed viewpoints. Computer vision algorithms identify anchor points on-the-fly by scanning surfaces, planes and features to match the user's current point-of-view. This allows accurately overlaying the digital twin in a plausible way without specific pre-set markers. The system architecture and data management frameworks optimize processing these alignments and content placements in real-time as the user moves throughout the space. By avoiding fixed alignments and intelligently identifying anchors and placements on-the-fly, "ghosting" provides an efficient, flexible and highly realistic merging of physical and digital environments.


GEOFILTERS: custom, rich media overlays that can be superimposed over photos, videos and livestreams that get baked into all those special moments you capture and share. These location-specific filters are only available in a designated geographical area during a specific window of time. An accompanying (work-in-progress) web app (www.geofilters.new) will allow users to create designs to commemorate special occasions or to advertise goods, services, events or a brand itself. Use of geofilters within the app are free, but creating custom geofilters will cost a fee based on a mix of how large of an area they're offered in and for how long they're active for.

Proven wildly popular in leading social media and camera apps.
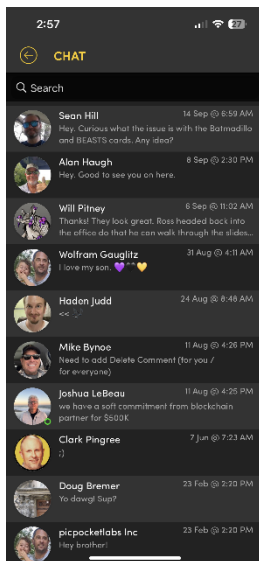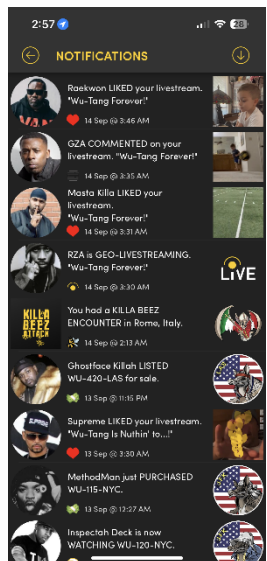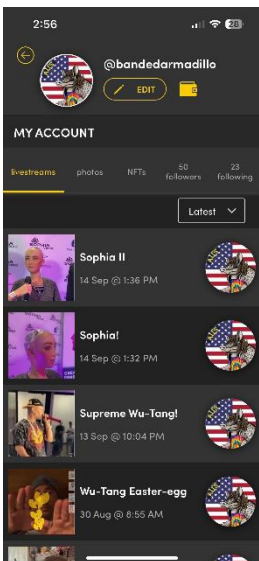
SOCIAL MEDIA FUNCTIONALITY: all the features and screens you'd expect to find in a social app are supported in the BANDED ARMADILLO ROCK CLUB™ mobile experience. The ability to Like and Comment on photos, videos or livestreams, Follow/Unfollow/Block users, Chat with Friends and Followers and receive Notifications for in-app events such as when Friends begin livestreams, as BAT ENCOUNTERS take place or if the NFTs you are watching are listed or sold.
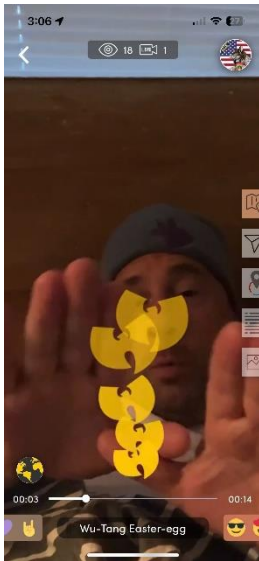
HAND GESTURES: our native camera app supports specific hand-gestures that when recognized create visual effects that can be captured or recorded during picture-taking, video recording or livestreaming. Hand gestures may vary over time, but staples will include your traditional "rock-on!" (aka devil horns), peace-sign, thumbs-up, blah-blah and one-finger salute. Custom hand gestures could be considered in support of individual NFT collections – available ONLY to individuals who have specific, white-listed NFTs in the digital wallets linked to the app.
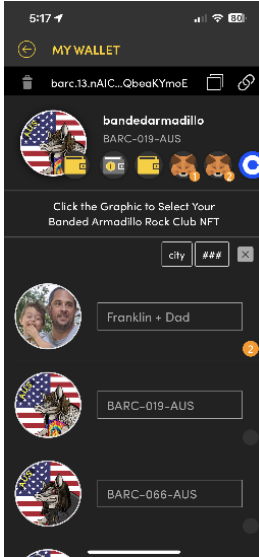
DIGITAL WALLETS: Long before the "early majority" uses crypto wallets to buy and sell goods and services, collectors will use them to hold NFTs. Therein lies a real opportunity for BANDED ARMADILLO ROCK CLUB™ to white-label a digital wallet solution that enables a custom/tight integration with our location-based, NFT loyalty-rewards platform. Owning the relationship with our community is step one in disintermediation – cutting out the middlemen. It will allow us to market directly to our community – offering products, services and experiences that in turn drive privacy-first, rich customer engagement through zero-party data.

At some point soon, all FREE NFTs earned from our mobile app (through BAT ENCOUNTERS or otherwise) will be delivered to users in a BARC-branded, digital wallet. We are speaking with three wallet developers and will make a decision based on the provider's roadmap and the breadth of their existing business.

VIRTUAL LAND: You can imagine how a project with a license to significant location-based IP might have an interest in virtual land. The ability to sell or lease digital real-estate to individuals, brands or brick and mortar retail locations for purposes of "ghosting" products/services is a natural extension of our business. It's all about driving foot-traffic and consumer behavior – precisely what geofencing and AR are so

good at. Whether we carve up the world into tiny little hexagons and sell them as NFTs, allow users to "ghost" NFTs publicly or privately in little hexagons all over town or both… we're all over it.

1. *BARC NFT Collections* – Q4 '23

Armadillos and Bats will both be available the day of the BANDED ARMADILLO ROCK CLUB™ launch. Beasts and Batmadillos are generated over time as location-based NFTs interact.

42,000 Banded Armadillos;

pre-launch, whitelist participants can purchase Armadillos for 0.15 ETH
{ official launch-date: 0.3 ETH }

200 Free-tailed Bats;

pre-launch whitelist participants can purchase Bats for 4.20 ETH
{ official launch-date: 6.22 ETH }

Holding a Banded Armadillo NFT in ones' digital wallet entitles the owner to any future rewards, benefits and perks that may be offered to participants in the BANDED ARMADILLO ROCK CLUB NFT loyalty-rewards program. Base-level rewards will be available in all 100 of the cities/locations which BARC supports – but rewards are multiplied for whichever city/location is baked within the NFTs a user holds in their digital wallets.

2. _BARC NFT Trading Cards_ – ETHEREUM

To celebrate all the work that went into the launch of BANDED ARMADILLO ROCK CLUB™, we decided to create a pair of limited-edition (qty 100), NFT trading card collections to honor everyone's efforts.

FOUNDERS PACK – 0.15 ETH – a collection of fifteen (15) cards recognizing the individual members of our team who contributed along the way, and

BOX SET – 6.22 ETH – a complete collection of six-hundred twenty-two (622) cards showing all 420 Banded Armadillos, 200 Free-tailed Bats and one (1) example of each our Beasts and Batmadillos™ (the generative NFTs that will get created as users enjoy BAT ENCOUNTERS within the mobile app.)

Purchasers of the BOX SET who register their collection will receive a second collection of these same NFT trading cards but as physical trading cards arranged in a luxury box set. Only one hundred sets will ever be produced. It is entirely possible that you will be able to use these cards at BANDED ARMADILLO ROCK CLUB™ events – to invite a friend or earn discounts on merchandise and swag. TBD.

Collectors who purchase either of the two NFT trading card collections and keep the collections intact in a single digital wallet (or in the case of the BOX SET, across some number of wallets linked within the app), any BARC NFTs residing in those same digital wallets will receive membership benefits as follows:

FOUNDERS PACK owners who maintain all fifteen (15) cards in a wallet linked to their account will be able to choose one bonus city/location that will apply to the BARC NFTs in that same wallet.

BOX SET owners who maintain all six-hundred twenty-two (622) cards in a wallet linked to their account will be granted bonus status to ALL one-hundred cities/locations for any/all BARC NFTs in that same wallet.

NFT collections that PURCHASE and REGISTER a BOX SET with BANDED ARMADILLO ROCK CLUB™ will be white-labeled within the mobile app giving their NFT community (those who hold related NFTs) access to paid features and/or extended functionality.

BANDED ARMADILLO ROCK CLUB™ filed a provisional patent application around several location based NFT™ concepts. We converted it to a PCT application in anticipation of filing broad, global coverage and engaging with third parties (NFT collections and NFT marketplaces) to commercialize. While these ideas form the basis for several of the features we envision rolling out in the coming year, there is already a mountain of intellectual property which has been integrated into the NFT mobile companion app around geofencing, AR and general ad-tech. We believe we will be able to monetize our in-app features as we grow the BARC NFT community.

The app is available to anyone to use but you do need a "location-based NFT" to participate in our location-based, NFT loyalty-rewards program. BARC offers features and tools that NFT creators/buyers would use that enhance an NFT's listing and utility. As we continue to blow out the mobile app experience, we expect to grow our new "location-based NFT" category and extend its utility well beyond loyalty-rewards.

- geofilters – offer graphic overlays that can only be unlocked while users are in a designated geographic area during a specific window of time. These overlays can be chosen before or after a photo or video is taken and appear in the camera field of view whilst photographing or recording; the graphic overlay is subsequently baked into any resulting media;
- geofence-based targeted advertising – adverts can be pushed to users either based on their proximity to a location or from any ghosted NFT/object;
- geo-livestreaming – offer users the ability to designate a specific geographic area where others must be physically located to tune into said livestream; a future enhancement of this feature allows for up to 16 'hosts/participants' to livestream simultaneously;
- augmented-reality based promotions – the ability to "ghost" any digital media anywhere in the world – whether it's for personal use or a corporate brand offering coupons/promotions in front of retail brick and mortar establishments;
- location-based loyalty-rewards – the ability to offer specific perks/benefits/rewards from strategic partners based on whether a user's location-based NFT matches the city/location they're in;
- white-label BANDED ARMADILLO ROCK CLUB™ -branded digital wallet;
- Follow-Me mode for BAT-Signal – at present the BAT-Signal anchors an NFT forty feet above your known position; FOLLOW-ME mode allows the NFT to re-position itself as you move about;
- geofence-based media capture/aggregation – any/all photos/videos taken within a specific area over some period of time can be automagically captured and associated with a live event;
- Android implementation (mobile and tablet);
- Location-based gaming; scavenger-hunts and games of skill/chance (where permitted);
- Bat-Tracker enhancements – ability to lease out Bats and limit their movements with granularity;
- UI/UX: stylized DARK mode and optimization for tablet (iPad and Android);
- License/acquire audio NFTs / third-party photo/video galleries – rev-share opportunities;
- Trademark registry for those wishing to pursue Commercial rights use of their BARC characters;
- Web app to facilitate peer-to-peer sales/exchange of individual BARC NFTs and/or collections;

IN-APP REVENUE: *(invested back into the Community; loyalty-rewards partnerships + marketing/promotion)*

- geofilters: rich media overlays that are date/time/location dependent ($10m - 25m/year)
- geofence-based targeted advertising: ($15m- $25m+/year)
- subscription-fees; FREEMIUM model ($10 monthly / $49 annually - $5m - $10m/year)
- "ghosting" AR – persistent placement of digital objects in the real world ($25m - $50m/year)
- third-party sponsorship/promotion ($15m+/year)
- merchandise/swag ($5m+/year) – clothing, caps/knit cap beanies, pins, flags, plush toys, other
- white-label opportunities; re-skinning our BANDED ARMADILLO ROCK CLUB™ app for third-parties
- licensing of location-based NFT IP to NFT artists, collections and/or marketplaces

BARC NFT owners will be granted full Intellectual Property rights for _Personal_ and _Public_ use of the BARC NFTs they own.

Because there are one hundred, visually identical NFTs for every one of our BANDED ARMADILLO ROCK CLUB™ characters, granting IP Rights for _Commercial_ use requires that NFT holders register their interest/intentions with picpocketlabs, Inc. Commercial rights will be awarded on a first-come, first-serve basis for individual BARC characters for specific fields of use. A registry will be published to provide full transparency with regard to who is monetizing the IP and how. Failure to actively market the same products and services for which one holds Commercial rights may lead to forfeiture of said Commercial rights.

In each case, copyright to convey to buyer upon sale or transfer of ones' NFT.

Terms of Use and Brand Guidelines will be drafted and shared publicly shortly following the launch of the BANDED ARMADILLO ROCK CLUB™ NFT collection. Our intent is to make this as clear and simple as possible whilst providing as few restrictions or guidelines on use. There have been several NFT collections which have done a good job of administering these rights and it is our intent to choose the best ideas from each and not reinvent the wheel.

USE OF NFT PROCEEDS:

picpocketlabs has already invested millions of dollars between the development of its intellectual property, launch and support of its NFT mobile companion app and the creative which represents the characters and brand of the BANDED ARMADILLO ROCK CLUB™.

We can imagine making incremental (and a handful of radical) improvements to existing features as well as taking steps to scale ahead of having millions of BANDED ARMADILLO ROCK CLUB™ loyalty-rewards program members. As technologies such as AR invite greater investment from hardware manufacturers, we can envision wanting to spend heavily to pursue strategies which lend themselves to a richer, in-real-life, user experience. As BANDED ARMADILLO ROCK CLUB™ enjoys significant opportunities to drive revenue streams outside of creator royalties, we believe we are in an excellent position to differentiate ourselves from those who rely solely on initial NFT sales.

In the long run, it's BANDED ARMADILLO ROCK CLUB's wish to architect a more decentralized platform beyond the initial/rudimentary steps we've already taken: smart contracts with on-chain calculations, data snapshots of relatively static geospatial data ('oracles') and peer-to-peer, distributed file-sharing protocols such as IPFS. Opportunities for community ownership and DAO governance will be added to the roadmap following the establishment of regional, community representation throughout the markets we serve.

TRADEMARK STRATEGY:

The following chart represents pending trademark applications which have been allowed to proceed to registration. The company can demonstrate use in commerce for several of the allowed classes; we will pursue licensees for others as/where/when appropriate.

BANDED ARMADILLO ROCK CLUB	BARC	BATMADILLO	ARMADILLOS with BENEFITS	Product ("Goods") Classes
■				**Class 9: Computer and Software Products and Electrical and Scientific Products** Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire extinguishing apparatus.
■				**Class 15: Musical Instruments** Musical instruments.
■	■	■		**Class 16: Paper and Printed Material Products** Paper, cardboard and goods made from these materials, not included in other classes; printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks.
■	■	■	TBD	**Class 25: Clothing and Apparel Products** Clothing, footwear, headgear.
TBD	TBD	TBD	TBD	**Class 28: Toys and Sporting Goods Products** Games and playthings; gymnastic and sporting articles not included in other classes; decorations for Christmas
■		■	TBD	**Class 32: Light Beverage Products** Beers; mineral and aerated waters and other nonalcoholic drinks; fruit drinks and fruit juices; syrups and other preparations for making beverages.
■		■	TBD	**Class 33: Wines and Spirits (not including beers)** Alcoholic beverages (except beers).
■		■	TBD	**Class 34: Smoker's Products** Tobacco; smokers' articles; matches.
■				**Class 36: Insurance and Financial Services** Insurance; financial affairs; monetary affairs; real estate affairs.
■				**Class 38: Communication Services** Services allowing people to communicate with another by a sensory means - streaming
■				**Class 41: Education and Entertainment Services** Education; providing of training; entertainment; sporting and cultural activities.
■				**Class 42: Computer and Software Services and Scientific Services** Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software.
■	S			**Class 43: Restaurant and Hotel Services** Services for providing food and drink; temporary accommodations.
■				**Class 45: Personal, Legal and Social Services** Legal services; security services for the protection of property and individuals; personal and social services rendered by others to meet the needs of individuals.

MARKETING / PROMOTION:

BANDED ARMADILLO ROCK CLUB™ have hired a local marketing agency to direct a strategic approach to drive app downloads and BARC NFT purchases by focusing on influencer collaborations, targeted social media advertising, community engagement, content creation, local business partnerships, email marketing, geo-livestreaming events and limited-time offers. To drive awareness for the project and our community, we plan to offer generous awards to those who support our launch.

- o owning a BANDED ARMADILLO™ NFT from all 100 cities
- o having a successful Bat-Encounter™ in all 100 cities
- o holding a complete set of 420 BANDED ARMADILLOS in a wallet for a minimum of 180 days
- o hosting a livestream that's attended by 420+ users
- o holding a BANDED ARMADILLO ROCK CLUB™ BOX SET without breaking it apart

SOCIAL MEDIA LINKS:

website	https://bandedarmadillo.com
mobile app	https://apps.apple.com/us/app/banded-armadillo-rock-club/id6446141154
gallery	https://barc.gallery
Discord	https://discord.gg/bandedarmadillo
Twitter/X	https://twitter.com/bandedarmadillo
Facebook	https://www.facebook.com/groups/895943234743711
Instagram	https://instagram.com/bandedarmadillo
LinkedIn	https://linkedin.com/showcase/82842979
Spotify	https://spotify.link/iBwZWaXLADb

HOW CAN I GET INVOLVED?

BANDED ARMADILLO ROCK CLUB™ is an ambitious web3 project. We can tell you that we did not invest millions of dollars in intellectual property, nor did we build apps/services for some of the largest, most admired companies in the world, to NOT set out to build the next big brand in web3. It doesn't end after we sell out of 42,200 NFTs. That's where it begins.

We have an immediate need for smart, driven individuals who can meaningfully contribute their expertise in areas of Software Engineering (Mobile, Full stack), Business Operations, Strategy and Partnerships, Product Management, Community (Platforms and Management), E-commerce and web3 Marketing.

We will look to fill Community Manager roles in North America, South America, Europe, Middle East, Africa and Asia. Emphasis will be placed on finding individuals to manage regions and to make their presence felt in each of the one hundred cities/locations where we market our location-based loyalty-rewards services.

BANDED ARMADILLO ROCK CLUB™ has put strategic relationships in place with:

- o   a large clothing and design services company
- o   a leader in the promotional products industry
- o   an established vendor in the physical trading card space

we aim to pursue additional product relationships with:

- o   spirits, craft beer and smoking/tobacco brands

ROCK ON. { *https://spotify.link/iBwZWaXLADb* }