

Kame (pronounced ka-may") Krew

A charity x utility-driven NFT project on Cardano inspired by the martial arts and athletics, equal educational opportunities and above all, the resilience of children and those who care for them around the world.



About Me & My Background

- Hi, I'm @CoinKame on crypto Twitter. My real name is Steve!
- I am a teacher from Canada, and I've worked almost exclusively in the field of education – either through teaching or coaching. My background is in languages, fitness, athletics and martial arts.
- I come from very humble beginnings, but also realize and appreciate how much I had compared to so many others around the world. Facing financial challenges growing up made me keenly aware of and attuned to others dealing with various degrees of poverty or financial hardship.
- I attribute my values and ethics to my wonderful family and the lessons that I learned in/on the gyms, dojos, mats, and basketball courts where I trained and competed.

My Cardano and Cardano NFT Journey

- NBA Top Shot and Wax got my attention when it came to the topic of NFTs. I then discovered NFTs on ETH, but so much of what was out there had such high barriers to entry - no way I was getting in. An interest was sparked, however. I then tried to absorb as much as I could about blockchain and Web 3.0 over the course of 2021.
- Upon discovering Cardano and its NFT space, I discovered a passionate community of artists, developers, and stake pool operators who cared about more than just monetary investments.
- The Cardano community is one of the most passionate communities that I have ever come across (web3 or otherwise). The stability of the chain and ethos of the ecosystem and community - ranging from developers to SPOs to NFT/DApp project teams across the board - is really second to none.
- As one of the co-hosts of the weekly Cardojo space, I also aim to share and spread the love of martial arts, Bushido, MMA and related content with our most-excellent community.

The Inspiration behind Kame Krew

- “Kame” is the Japanese word for “turtle”. The turtle is a creature that symbolizes protection and longevity. Those of you who know me well will also catch an additional reference.
- After a deep-dive into Cardano NFTs and attending the wonderfully informative variety of Twitter spaces, I realized that NFTs can be vehicles that can bring meaning and purpose – and they can be something that gives to those in need AND rewards holders.
- This project is based on **BOTH CHARITY & UTILITY**. Being a part of “The Krew” gives you opportunities to access real world strength & conditioning athletic coaches and martial artists trainers. You’ll also be joining an inclusive community and contributing to a great cause!
- I asked myself: How can I do something that I’m passionate about yet be able to lift others up and contribute to what I believe is a revolutionary technology and community – AND provide utility at EVERY STEP of the road map?

Kame Krew's Mission

- I envision Kame Krew as a NFT collection and community grounded in real world utility and causes. I would love for all of you reading to join "The Krew"!
- My mixed martial arts (MMA) background and my own upbringing brought me in contact with many individuals of all ages who have experienced poverty or have grown up in neighbourhoods where their options were limited.
- As an educator, a coach, and above all, a humanitarian, I know that many children and youth in various parts of the world have limited educational, recreational, or occupational options. Poverty and lack of access to resources are obviously detrimental to an individual's development.
- Kame Krew seeks to transform lives through blockchain tech education and recreation.

Kame Krew's Principles / Long-term Vision

- Step 1: ESSENTIALS (PRE-SEASON)
- Step 2: EDUCATION (FIGHT CAMP)
- Step 3: EMPOWERMENT (FIGHT NIGHT)
- Step 4: EMANCIPATION (TITLE DEFENSE)

Step 1: Essentials (The Pre-season, Sept '22)

- The Pre-season mint of Kame Krew started in September 2022. For the rest of the '22 year, we built a small and loyal core following. To use MMA metaphors, this small but dedicated core can be compared to the elite “competition squads” from legendary MMA gyms. Think the NFT project equivalent of Chute Boxe, Brazilian Top Team in the wild west days of the sport.
- Affectionately known as “the 58”, these supporters minted in time and became the truest of OGs of the project. As of this Whitepaper 2.0, the policy ID has locked. Thank you so much for your early support and for helping bring attention to our very worthy cause!
- “The 58” Pre-season OGs will be given a free, rare unreleased concept art for the collection. They will also have access to exclusive elite coach/fighter seminars and consideration for training vacations further on in the roadmap as long as they hold their OG NFTs.

Step 2: Education (Fight Camp, Q1/Q2 '23)

- Frances and Boom not only provide the essentials of life for the children they take in at Wor. Watthana (the gym we are supporting), ensuring that education is uninterrupted and unhindered by the challenges of poverty is central to their mission. As an educator in real life, this resonates so much with me personally.
- The "Fight Camp" season of Kame Krew will include 420 NFT's under a different policy ID from the Pre-season "58". "58" OG art NFTs will be airdropped to the OG supporters as mentioned on the previous page/slide - both as a reward AND proof of early support.
- So far, OG Kame holders have been rewarded with utility in the form of fitness lessons and tutorials. These have been done by request/polling within our OG Discord channel, and the value will be continuously provided and improved when we can show established pro coaches and athletes that NFTs on Cardano can be the way!

Step 3: Empowerment (Fight Night, TBD '23)

- At this stage, provided that both prior seasons have sold out, we should have provided Wor. Watthana with valuable funding and resources to help their noble and selfless cause. We will continue to do so with every season of Kame Krew.
- The web training/learning platform should be completely built, up and running at this point. Ideally, after the Pre-season and Fight Camp drops, more MMA and fitness professionals will have been onboarded and we will give The Krew ample access to a variety of online classes. In-person or metaverse training meetups/retreats may be discussed with interested gyms/trainers should travel be an easy option at this point.
- The focus at this stage is to continue what we've been doing on the charity and onboarding side, but potentially looking for metaverse partnerships or training vacation opportunities for holders of rare Kames or OG supporters.

Step 4: Emancipation (Title Defense, TBD '24)

- If all prior seasons of Kame Krew sell out, arriving at this stage would be a happy accomplishment for the project team indeed. Wor. Watthana should have a good foundation of ADA, and at this point, we should have a healthy ecosystem of coaches and athletes who are interested in what Cardano NFTs can do for them.
- At this stage, two options may be considered: a web-based or mobile game allowing for the training and upgrading of Kames for online tournaments OR development of street/athleisure wear based on the Kame Krew brand - with portions of those going into causes like Wor. Watthana and other missions as well.
- Ideally, we'd love to make it to this step, and we can - with your help and patience. So many children around the world are denied the right to education and safe, healthy living. They are fighting for a chance - and Kame Krew intends to fight with them.

**The Master Kame (with
traits that really
resonate with the
project's goals)**



Wrap-up Thoughts

- Kame Krew is, above all, a project meant to bring purpose and to elevate lives. My own life could've gone a million different ways - but having a supportive network and community of family and friends allowed me to go further than I thought I would. I am continuing to push further in order to give opportunities to those who need them.
- Once again, this project is built on passion and a mission. Community and cause are the key words for this project. We're here for the long run - and we want supporters and holders. Rising floor prices can bring more attention to the cause, but we want a community that holds and stays together above all.
- "People are here to serve. We cannot waste potential." - Rickson Gracie
- The Kame Krew project is born out of a desire to be of service. The word samurai actually means "one who serves". We seek to serve our global community and pick up those in need.