

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 Cardano, education and recreation.

Kame Krew's Principles / Long-term Vision

- Step 1: ESSENTIALS
- Step 2: EDUCATION
- Step 3: EMPOWERMENT
- Step 4: EMANCIPATION

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

- Kame Krew will mint a limited run of NFTs to start (the “pre-season”). The pre-season drop will feature 500 NFTs. 50% of revenue generated (including their royalties) will be donated to help Wor. Watthana, a small Muay Thai gym in rural Thailand that is literally raising a village and giving the kids a fighting chance out of poverty. The other 50% will be completely reinvested back into the project and to help the project continue to build and grow.
- In addition to having immediate charitable impact, the “pre-season” drop will be accompanied by the establishment of a private “OG supporters” Discord channel. We want our community to be more than just people using our NFTs as their PFPs. We will be hosting fight nights and fun “pick ‘em” giveaways. Fitness and MMA lesson opportunities will be made available to EVERY “OG supporter”.
- The idea behind Kame Krew NFTs, in addition to contributing to a great cause, is to reward minters and holders. If you mint rare “championship” tier Kames or mint/secure a complete set of all the “belt colours” (think jiu-jitsu belt ranks), the idea is to reward you with rare airdrops, specialized workshops or even 1-on-1 sessions with MMA, Muay Thai or fitness trainers.

The “Pre-season” (Genesis/OG “Seed” Round)

- The “Pre-season” drop is a very small drop of “Genesis/OG” Kames. I am NOT an ADA whale by any means - much closer to an ADA tadpole. You can imagine this round as a “seed funding” round. 50% of the proceeds will go to Wor. Watthana but literally the entire other half is going right back into the project to fund project development, to build out the site, round out the team, and to build our online NFT “gym/dojo” platform.
- Your help and support is CRUCIAL at this stage. If we are able to sell out the project, Wor. Watthana will get some much-needed funds to help the kids, but we will also be able to be able to generate enough funds for the dev team to build our online training platform.
- For this reason, ALL “pre-season/OG” supporters will receive: an awesome NFT (of course), exclusive Discord access for training tips/questions, access to “fight night” and “arcade game nights”, and access to online fitness & MMA lessons + A FREE SEASON 1 KAME!

Rarities/Perks for Holders & Collectors

- OG supporters/pre-season minters will have a special “Brown Belt” role on the Krew Discord. Being a Brown Belt entitles you to **EXCLUSIVE** fitness workshops, an “OG” channel to ask for any fitness or martial arts training related advice, future airdrops, a free Season 1 mint, and fight/game night events.
- We are in early “seed fund” stages for the project, but OG’s who collect the following “sets” (see below) are entitled to TWO private personal training sessions online. As we expand our coach/instructor base, there will be opportunities for special seminars with world-class coaches/athletes.
- Exclusive collections: Championship belt + any four other belts (5 Kames), any 5 animation-inspired Kames, any 5 hoops-inspired Kames (hint: ones with numbers), any 5 Kames with different headgear or hairstyles, any 5 different nation backgrounds OR combination of a championship belt Kame + #12 sweater Kame + Cardano hat Kame (3 Kames)

Step 2: Education (Season 1, Q4 '22, Q1 '23)

- Frances and Boom not only provide the essentials of life for the children they take in at Wor. Watthana, 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 plan for Kame Krew is to have 3 seasons (ideally), provided that each season sells out. The Season 1 drop will continue to support Wor. Watthana and the building of the online training/learning platform for holders. Regular Discord events will continue, and more training options should be made available at this stage.
- In addition, another focus of Season 1 is “education” - continuous education for those who wish to be onboarded into the Cardano/NFT/web 3 community. Once the “proof of concept” is established with the pre-season drop, the goal here is to have a viable working product and a vibrant community on display for trainers, athletes, and coaches to see.

Step 3: Empowerment (Season 2, Q2/3 '23)

- At this stage, provided that both prior seasons have sold out, we should have provided Wor. Watthana and perhaps some other communities in Thailand with valuable funding and resources to help their respective causes. 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 Season 1 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 (Season 3, Q4 '23, Q1/Q2 '24)

- If all prior seasons of Kame Krew sell out, arriving at this stage would be a happy accomplishment for the project team indeed. 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)**



Rough Roadmap - Exact Dates TBD

- Pre-season Drop: 500 "Genesis/OG Kames" (Sept 2022)
- Rounding out the team, web site + Discord launch, immediate impact + rewards
- Kame Krew Season 1 (mint number TBD, Q4 '22, Q1 '23)
- Continuing support for charitable causes + creating partnerships for training + educational spaces
- Kame Krew Season 2 (mint number TBD, Q2/Q3 '23)
- Continuing support for charitable causes + exploring metaverse training events or IRL getaways
- Kame Krew Season 3 (mint number TBD, Q4 '23, Q1/Q2 '24)
- Continuing support for charitable causes + possible game or for-benefit merch line release
- *After 3 seasons, we will examine our journey and revisit our mission and 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.