BEACHCOLLECTIVE

DO GOOD WITH EVERY TRANSACTION

www.beachtoken.io

Beach Collective is a blue circular economy platform powered by our native currency **Beach Token** (**$BEACH**), funding clean oceans and blue carbon initiatives with every transaction.

Our work supports Sustainable Development Goal 13 and 14.

The **Beach Collective**

- "Internalises" the health of our planet and oceans into every transaction

- Incentivises climate action with financial and social credit

- Empowers individuals to take action

WHY?

Our oceans are not just a home for the vast majority of life on earth, they're also our most powerful ally as we move to address climate change. The ocean absorbs around one third of anthropogenic CO_2 emissions. Unless we look after it, the entire ocean ecosystem is reaching a series of irreversible tipping points.

Marine life is suffering irreparable damage from resource exploitation, chemical pollution, overfishing and the millions of tons of mismanaged waste dumped into the oceans each year.

VISION & STRATEGY

Our vision: to create a blue circular economy bringing together climate conscious consumers, planet-friendly brands and businesses and ocean conservation champions in a worldwide economy where the health of our planet and oceans is internalised into every transaction.

Our strategy: to create worldwide adoption of $BEACH as a practical currency with real world use cases, whether it's buying a coconut on the beach or doing your online shopping.

OUR IMPACT

At present we have community partners in **14 countries** working across a range of clean ocean and blue carbon objectives including **beach cleans, mangrove restoration, seaweed farming, sea turtle conservation** and a **feeding program for children,** all while providing sustainable livelihoods and opportunities to people around the world. **Here's what some of our community partners have to say:**

> "**Beach Token** through their support has enabled "Lets Go Clean The Beach" to not only keep the beaches clean in Ghana but also to pay workers, feed them and attract volunteers." – **Togbe Ghana, Ghana**

> "**Beach Token** has played a big part in giving us hope in these hard times that Lebanon is going through. Knowing there's someone who cares about our beaches, which is a big part of our culture and community, gives us hope that tomorrow will be better." – **Jihad Hendawi, Lebanon**

The Beach Collective

The Beach Collective is the blue circular economy platform that will bring **$BEACH** to life as a currency with real-world utility, complete with portals for individuals, companies and communities to earn and spend **$BEACH**.

Transactions within **The Beach Collective** happen "off-chain" which means no emissions and no gas fees. Instead, every transaction funds ocean conservation and climate action.

BEACHACTION

BEACHPAY

BEACHSHOP

BEACHNOMAD

BEACHCSR

BEACHCARBON

BEACHKELP

BEACHFARM

BEACHSWAP

Why adopt $BEACH?

Rather than just a speculative tool, via the **Beach Collective**, **$BEACH** aims to become a real-world currency with practical utility. So why will individuals and businesses adopt **$BEACH** and the **Beach Collective**?

-Pay the planet, not the bank – Instead of paying card fees or platform fees to Visa, Mastercard Amazon or Shopify, we charge similar or lower fees which go towards the planet.

- Deflationary tokenomics – The total supply of **$BEACH** reduces with every transaction. Need a little top up? Organise a beach clean and register the action on **Beach Action.**

Why adopt $BEACH?

- Tap into new markets – Are you a freelancer looking for like-minded customers? A co-living space looking to attract digital nomads? An ethical clothing brand looking to raise your profile? **Beach Pay**, **Beach Shop** and **Beach Nomad** give you access to a worldwide market of climate conscious brands, clients and consumers

- CSR and marketing at a stroke – Brands are linked to our ocean conservation partners worldwide, **Beach Action** provides innovative opportunities to showcase their sustainability ethos, and **Beach Shop** gives them access to a worldwide market of climate conscious consumers and the rapidly growing "work from anywhere" movement.

- Lead the pack – Early adopters position themselves as trailblazers in both climate and crypto.

Adoption Strategy - Phase 1

- Beach Action – individuals, NGOs and community groups who use **Beach Action**, will earn **$BEACH** and therefore have an incentive to find ways to use it.

- Geographical Clusters – start funding a Clean Oceans or Blue Carbon project with **$BEACH** along with a local shop, co-living space or restaurant who will accept **$BEACH** as payment and then scale up from there.

- Anchor Brands – via cross promotions and giveaways with our first 20 brands we will tap into existing markets and networks. Our anchor brands will all be listed on **Beach Shop**.

BEACH ACTION

Beach Action is a social platform which rewards people for direct climate action.

- Real-world climate actions which are geo-located using W3W and registered on **Beach Action** are rewarded with $BEACH.

- Social and gamified elements such as impact leaderboards, social posting and photo sharing to stimulate engagement.

- Companies can use **Beach Action** for both CSR and marketing - sponsoring $BEACH rewards, offering bounties and earning impressions.

- Will be metaverse and augmented reality enabled.
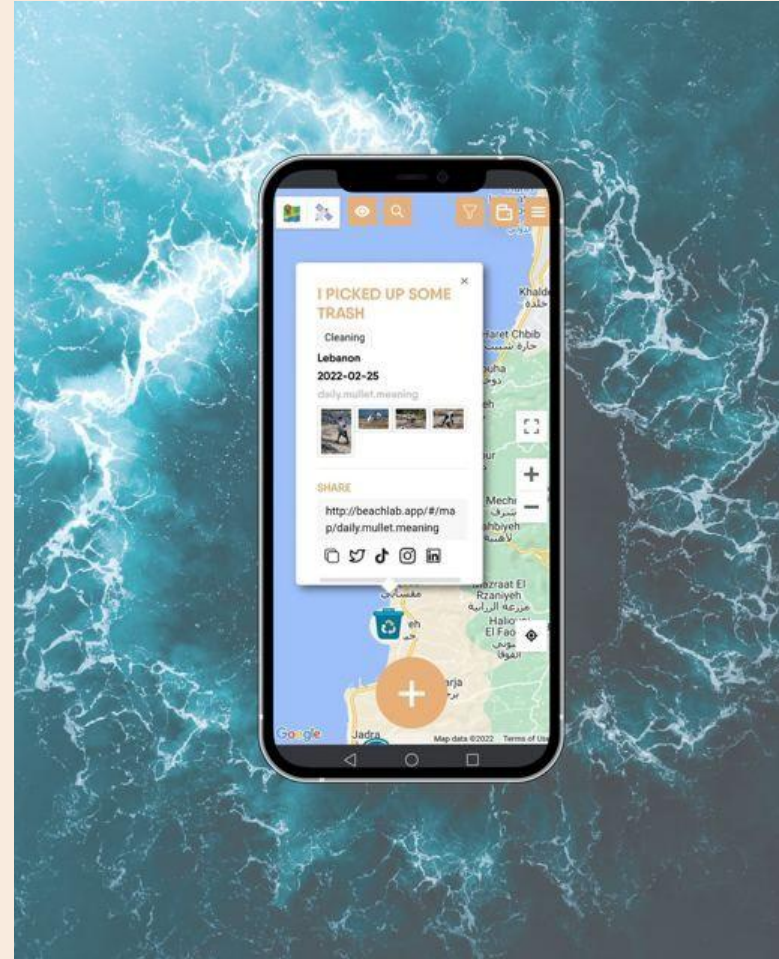
BEACH PAY

Beach Pay is a low-friction payment portal for real world purchases, whether it's paying for a pad-thai in Phuket, splitting a bill in your co-living space or picking up your fruit and veg at the local farmers' market.
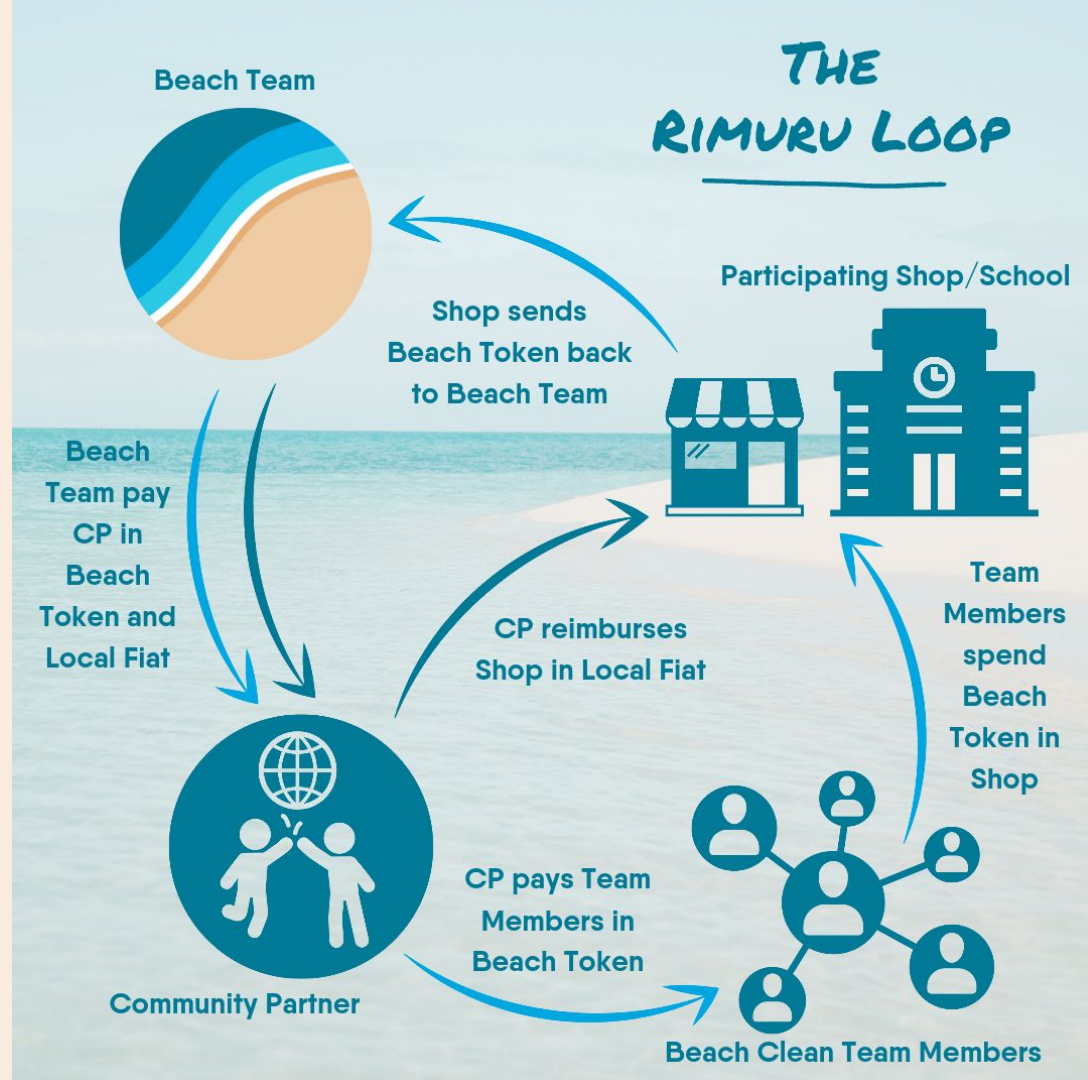
- Instead of paying card fees to Visa or Mastercard, we take the same, or lower fees and pay the planet instead.

- No wallet, no problem - transactions take place "off-chain" in our own internal ledger, gas and emissions free.
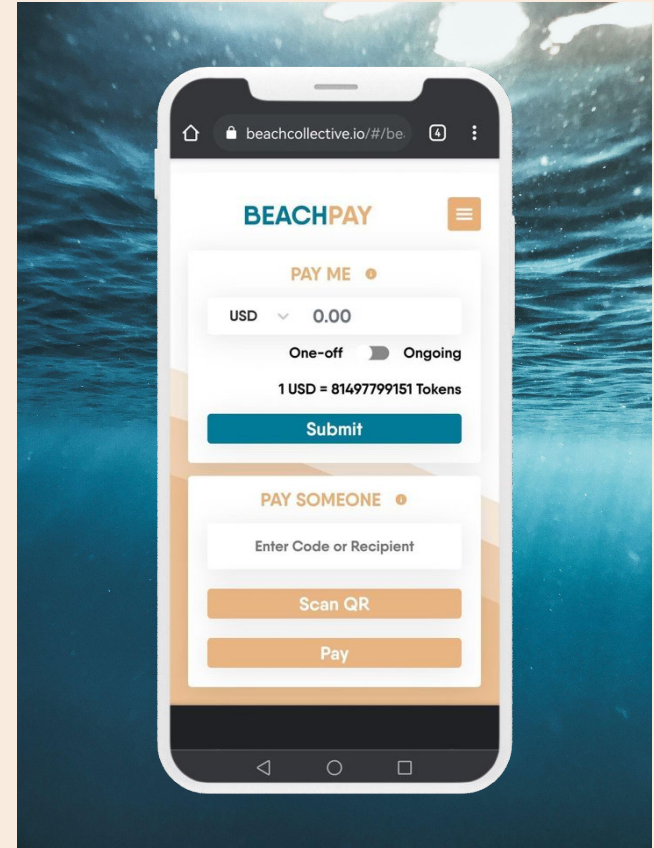
Geographical Clusters

Using the "Rimuru Loop" model.

- All transactions will use Beach Pay - don't need a crypto wallet.

- Boxmall park in Nigeria - all the bars, vendors and restaurants will accept $BEACH.

- "Matumaini" Shop in Kakuma Refugee Camp. Built out of ecobricks. "Matumaini" means "Hope".

- In discussion with Cayman Islands government about island-wide adoption.

THE RIMURU LOOP

Beach Team

Participating Shop/School

Shop sends Beach Token back to Beach Team

Beach Team pay CP in Beach Token and Local Fiat

CP reimburses Shop in Local Fiat

Team Members spend Beach Token in Shop

Community Partner

CP pays Team Members in Beach Token

Beach Clean Team Members

BEACH SHOP

Beach Shop is an online marketplace connecting planet-friendly brands and products with climate conscious consumers, whether you're making active-wear from recycled ocean plastic, reusable water bottles, or selling seaweed-based food products.

- Connect to the Beach Tribe - a global community of climate-conscious consumers.

- Our 3% fee smashes the fees of other online marketplaces, and goes towards the planet.
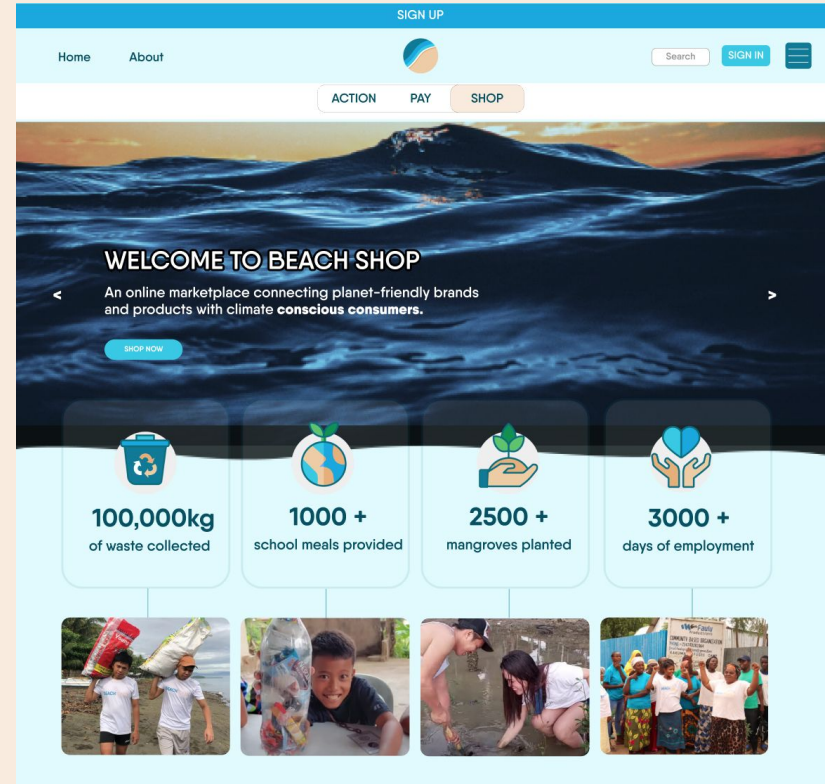
The Beach Collective - Phase II

BEACHNOMAD $\longrightarrow$ **Beach Nomad** is a freelancer portal for the rapidly growing "work from anywhere" crowd. Whether you're opening your laptop from a co-working space in Lisbon or a beach in Byron bay, **Beach Nomad** is a place where freelancers can connect with clients who care about the planet as much as they do.

BEACHCSR $\longrightarrow$ By making use of **Beach Action**, we can drastically increase both the visibility and impact of corporate CSR.

BEACHCARBON $\longrightarrow$ Our **Carbon NFT** will democratise and decentralise the issuance of carbon credits worldwide, by provide the tools for any small scale NGO, indigenous community or local government to issue carbon credits, access carbon markets.

The Beach Collective Phase III

BEACHKELP ⟶ **Beach Kelp** is an NFT representing a kelp farm we have leased in Scotland for five years. Holders will be able to stake their NFTs in return for rewards.

BEACHSWAP ⟶ **Beach Swap** is an exchange where people can securely trade tokens. Our swaps are quicker and our fees are lower than other platforms, and each time you swap you directly support ocean regeneration and climate action.

BEACHFARM ⟶ **Beach Farm** is an opportunity to safely put your **$BEACH** to work, staking or providing liquidity to the pool and receiving **$BEACH** in return.

TOKENOMICS

$BEACH is designed to be used as a currency within the Beach Collective

"On-chain" (trading $BEACH for other currencies)

Buy/sell: 15%	
Clean Oceans	1
Blue Carbon	1
Treasury (BNB)	3
Treasury (DAI)	4
Burn	3
Reserve ($BEACH)	3

*15% will **gradually reduce to 0%** buy and **5% sell**

"Off-chain" (using $BEACH within the Beach Collective)

Beach Pay: 1.5%	
Clean Oceans	0.5%
Blue Carbon	0.5%
Treasury	0.5%

Other Beach Collective Portals	
Clean Oceans	1%
Blue Carbon	1%
Treasury	1%

Web Strategy 2.0 x 3.0

- **Web2 and Web3 compatible**: reduce the barriers (time and clicks) required for people to engage with the **Beach Collective**

- **User accounts**: create and access a **Beach Collective** account using either a crypto wallet (web 3.0) or a traditional email based sign-up (web 2.0)

- **Browsers**: access the **Beach Collective** using ordinary browsers

- **Fiat on-ramp**: buy **$BEACH** using a credit card or bank transfer (via Stripe) without the complications of a CEX

- **No wallet, no problem**: start out with an email verified account and link a crypto wallet only if you need to make a withdrawal

Phase 1
ERC launch
Coin Gecko listing
Coin Market Cap listing
Beach + Dive Clean Ups
BSC launch
1K Holders

2022 Q2
Foundation Incorporation
Token merger and migration
Beach Action (Pilot)
Beach Pay
Rimuru Loop (Pilot)
10k holders

2022 Q4
Beach Shop
Beach Swap
Beach Nomad
Kelp NFT
NFT Staking
100k holders

1 — 2 — 3 — 4 — 5 — 6

Phase 2
Clean Ocean & Blue Carbon
Community Partners
Brand Partnerships
Beach Podcast
5K Holders

2022 Q3
Fiat on-ramp
CSR packages
Carbon NFT
NFT marketplace
LP Farm
50k holders

2023
Q1: Wallet
Q2: P2E
Q3: Beach Verse
Q4: Multi-currency spending
Q4: Fiat off-ramp
250k+ holders

PEBL
Plant Ecology Beyond Land

GNGR
bees

Rogue Tokens

everywhere

Faulu
ProductionS

ananta

the
rubbish
project

MANGROVE
ACTION PROJECT
MAP

CLEAN SURF
PROJECT

LET'S GO CLEAN THE BEACH
CLEAN WATER AND SANITATION

ocean sole
FLIP FLOP ART

ambakofi

ASSOCIAÇÃO
IRMÃOS DE PONTA NEGRA

CICI
CONFLICT ISLAND'S CONSERVATION INITIATIVE

see
seeTURTLES.ORG

BEACHTOKEN

DO GOOD WITH EVERY TRANSACTION

Website: http://www.beachtoken.io/
Discord: https://discord.gg/beachtoken
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Telegram: https://t.me/BeachToken
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Medium: https://medium.com/@BeachToken
Youtube: https://www.youtube.com/c/BEACHToken
Facebook: https://www.facebook.com/beachtoken
LinkedIn: https://www.linkedin.com/company/80447914
TikTok: https://www.tiktok.com/@beach_token