

JERSEYLOCO WHITEPAPER NFTS

www.jerseyloco.com

AUGUST 2023

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Executive Summary

JERSEY LOCO IS
FORGED WITH DUAL
OBJECTIVES:



- **Redefining Ownership:** In a world riddled with counterfeit sports memorabilia and transient digital assets, Jersey Loco seeks to merge the authenticity of physical collectibles with the immutable nature of blockchain technology.
- **Delivering Tangible Utility:** Beyond mere ownership, we aspire to infuse real-world utility into each digital asset, ensuring that our NFT holders experience tangible benefits and real-world value from their digital possessions.



Introduction

Jersey Loco is proud to introduce a unique, limited NFT collection dedicated to soccer enthusiasts around the world. Our goal is to offer not just digital assets but tangible, memorable experiences for the NFT holders. We merge the world of NFTs with the passion of soccer, providing holders with exclusive access to jerseys and game tickets!

Real-World Utility Tied to NFTs



USE IT IN REAL LIFE:

Our NFTs are backed up by real-world utility. Not only do you own a unique piece of art, but you will receive **REAL tangible** perks and rewards.

PERKS:

Redeem perks in real life with your NFT such as:

- **3 FREE Jerseys of choice per year. Free customization, patches & shipping included.**
- **Yearly admission to a Europa League match.**
- **Yearly Admission to either a Premier League or La Liga match of choice.**
- **Yearly admission to a Champions League match of choice.**
- **Admission to a 2026 World Cup match.**

TRAITS & TIERS:

Each Jersey Loco NFT has a unique tier and traits. These are the factors that determine which perks you are eligible for!

UNIQUE:

Each NFT is a unique 1 of 1, meaning no one else can have the same NFT as you.

SECURE:

All your NFT's information is encrypted and stored securely on the blockchain

SCARCITY:

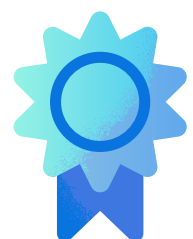
There are **ONLY 2,777** Jersey Loco NFTs in existence. No more than this will ever be available. This provides further value to your NFT. Make sure to grab one while you can!



*View the full comprehensive list of perks and tiers detailed on **pages 7-8***

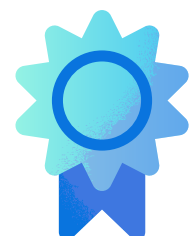


NFT Perks/Utilities



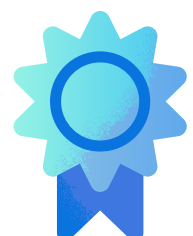
Jerseys:

Receive 3 FREE jerseys of choice per year. FREE customization, patches & shipping included.



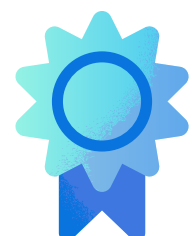
Match Tickets:

Get a ticket to a live match for FREE, annually.
Watch the sport you love in person!



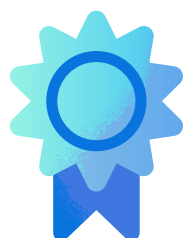
Knowledge:

Gain Access to a library full of information and knowledge on NFTs, Blockchain, Crypto, & Web 3.0



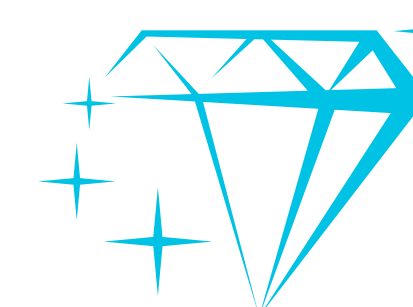
Community:

Connect with a community of fellow soccer fanatics and NFT Holders who share the same passion as you!



Scarcity:

Own a piece of History, and a unique **1 of 1** piece of digital art. Only 2,777 are available. No more, no less.





Basic

Supply: 2,500 NFTs

Price: 0.15 ETH

Perks:

- You Receive 3 FREE Jerseys Of Choice Per Year. Free Customization, Patches & Shipping Included.



Bronze

Supply: 125 NFTs

Price: 0.20 ETH

Perks:

- You Receive 3 FREE Jerseys Of Choice Per Year. Free Customization, Patches & Shipping Included.
- Yearly Ticket To A Europa League Match Of Choice.



Silver

Supply: 75 NFTs

Price: 0.25 ETH

Perks:

- You Receive 3 FREE Jerseys Of Choice Per Year. Free Customization, Patches & Shipping Included.
- Yearly Ticket To Either Premier League Or La Liga Match Of Choice.



Gold

Supply: 50 NFTs

Price: 0.30 ETH

Perks:

- You Receive 3 FREE Jerseys Of Choice Per Year. Free Customization, Patches & Shipping Included.
- Yearly Ticket To A Champions League Match Of Choice



Legendary

Supply: 27 NFTs

Price: 0.625 ETH

Perks:

- You Receive 3 FREE Jerseys Of Choice Per Year. Free Customization, Patches & Shipping Included.
- A Ticket To A World Cup 2026 Match Of Choice



What is an NFT?



An NFT (Non-Fungible Token) is like a rare 1 of 1 Autographed Memorabilia, in the digital world. Here's how they're similar:

- **Uniqueness:** Both NFTs and Autographed Memorabilia are unique and one-of-a-kind. There is only one of them in the world, and no other item is exactly the same.
- **Ownership Proof:** Owning an NFT comes with a digital certificate on a blockchain, which proves that you are the sole owner of that digital item. Similarly, a rare Autographed Memorabilia is certified to show its authenticity and uniqueness.
- **Perks/Utility:** While some NFTs offer only digital artwork for collectors, our NFTs provide real-world value. In essence, when you purchase a Loco Loyal, you're not just acquiring a digital piece of art; you're obtaining a piece of art work that comes with perks. These include three free jerseys per year, annual match tickets, an exclusive invitation to our Discord community, and a comprehensive library of resources and tools about web 3.0, blockchain, cryptocurrency, and NFTs. But most importantly, you're owning a piece of history by having owning one of the limited 2,777 digital artworks that come with these yearly benefits.
- **Collectible Value:** NFTs and rare Autographed Memorabilia are both collected for their rarity and uniqueness. People often value them as collectibles, sometimes for their aesthetic appeal, their connection to a particular artist or character, or the potential for future value appreciation.

How, Where, When?



HOW :

Do I Purchase An NFT? →

On Our OpenSea Collection Here:

<https://opensea.io/collection/locoloyals>

Do I Redeem My Perks? →

On Our Official Discord Group For NFT Holders. This Groups Contains The Redemption Portal.

By Entering Your Unique NFT's Details On Our Redemption Portal.

WHERE :

Do I Purchase An NFT? →

On Our OpenSea Collection Here:

<https://opensea.io/collection/locoloyals>

Do I Redeem My Perks? →

On Our Official Discord Group For NFT Holders. This Groups Contains The Redemption Portal.

<https://discord.com/invite/nuBFGHQbx7>

WHEN :

Do My Perks Renew? →

Read Our Key Dates [Here](#)

Do I Have To Redeem My 3 Jerseys? →

Read Our Key Dates [Here](#)

Do I Have To Redeem My Match Ticket? →

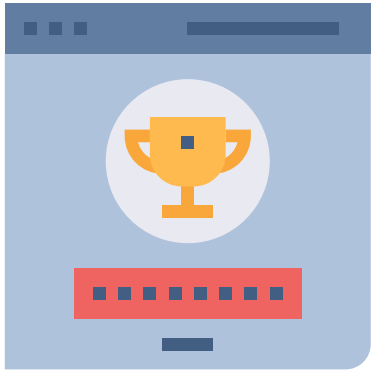
Read Our Key Dates [Here](#)

Jersey Redemption Key Dates

Redemption Portal Dates For Jerseys:



- Our Redemption Portal For Jerseys Is Open on [Discord](#) 24/7.
- You May Redeem Your NFT's 3 Free Jerseys Perk **Any Day, Any Time**, During The Year.



Renewal of Jersey Perks:



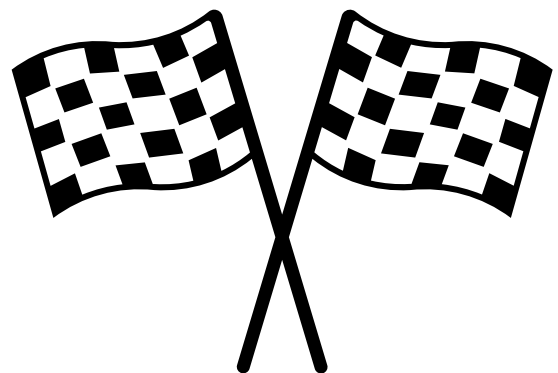
- Your Free 3 Jerseys, Customization, Patches, And Shipping Perks All **Renew Each Year on January 1st**.
- You Can Redeem Your Perks Once Per Calendar Year
- .Unused Perks For The Year Do Not Carry Over



Project End Date:



- December 31st, 2026





Match Ticket

Redemption Key Dates

2023

Redemption Portal Dates For Tickets:

- Our Redemption Portal For Tickets Is Open on [Discord](#) On The Dates Of **December 1st - December 31st**
- **Bronze, Silver, Gold** NFT Holders **Must** Redeem During This **Window**.
- Match Ticket **Must** Be For A Match In **February**.

30-30-30 Rule:

- Match Ticket Must Be Redeemed During The 30 Day Window Provided To You For The Year.
- Your Selected Match Ticket Must Be For A Date That Is At Least 30 Days In The Future From The Date You Redeemed It.
- We Must Provide You With The Match Ticket Within 30 Days, After Your Redemption Date.

2024

Redemption Portal Dates For Tickets:

- Our Redemption Portal For Tickets Is Open on [Discord](#) On The Dates Of **September 1st - September 30th**
- **Bronze, Silver, Gold** NFT Holders **Must** Redeem During This **Window**.
- Match Ticket **Must** Be For A Match That Lands Between The Dates Of **Oct. 1st - Dec. 31st**.
- Match Ticket **Must** Be For A **Group Stage/Regular League** Match.

30-30-30 Rule:

- Match Ticket Must Be Redeemed During The 30 Day Window Provided To You For The Year.
- Your Selected Match Ticket Must Be For A Date That Is At Least 30 Days In The Future From The Date You Redeemed It.
- We Must Provide You With The Match Ticket Within 30 Days, After Your Redemption Date.

2025

Redemption Portal Dates For Tickets:

- Our Redemption Portal For Tickets Is Open On [Discord](#) On The Dates Of **Sept. 1st - Sep. 30th**
- **Bronze, Silver, Gold** NFT Holders **Must** Redeem During This **Window**.
- Match Ticket **Must** Be For A Match That Lands Between The Dates Of **Oct. 1st - Dec. 31st**.
- Match Ticket **Must** Be For A **Group Stage/Regular League** Match.

30-30-30 Rule:

- Match Ticket Must Be Redeemed During The 30 Day Window Provided To You For The Year.
- Your Selected Match Ticket Must Be For A Date That Is At Least 30 Days In The Future From The Date You Redeemed It.
- We Must Provide You With The Match Ticket Within 30 Days, After Your Redemption Date.



Redemption Key Dates

Bronze, Silver, Gold NFTs

2026

Legendary NFTs

Redemption Portal Dates For Tickets:

- Our Redemption Portal For Tickets Is Open On [Discord](#) On The Dates Of **Sept. 1st - Sept. 30th**
- **Bronze, Silver, Gold** NFT Holders **Must** Redeem During This **Window**.
- Match Ticket **Must** Be For A Match That Lands Between The Dates Of **Oct. 1st - Dec. 31st**.
- Match Ticket **Must** Be For A **Group Stage/Regular League** Match.

30-30-30 Rule:

- Match Ticket Must Be Redeemed During The 30 Day Window Provided To You For The Year.
- Your Selected Match Ticket Must Be For A Date That Is At Least 30 Days In The Future From The Date You Redeemed It.
- We Must Provide You With The Match Ticket Within 30 Days, After Your Redemption Date.

Redemption Portal Dates For Tickets:

- Our Redemption Portal For Tickets Is Open On [Discord](#) On The Dates Of **March 1st - March 31st**
- **Legendary** NFT Holders **Must** Redeem During This **Window**.
- Match Ticket **Must** Be For A 2026 World Cup **Group Stage** Match.

30-30-30 Rule:

- Match Ticket Must Be Redeemed During The 30 Day Window Provided To You For The Year.
- Your Selected Match Ticket Must Be For A Date That Is At Least 30 Days In The Future From The Date You Redeemed It.
- We Must Provide You With The Match Ticket Within 30 Days, After Your Redemption Date.

Don't Forget to Join Our Official Discord

- All NFT Holders **Must** Join Our Official Discord Group

WHY?



Official Jersey Loco Discord Group Link:
<https://discord.com/invite/nuBFGHQbx7>

- **No Discord, No Perks**

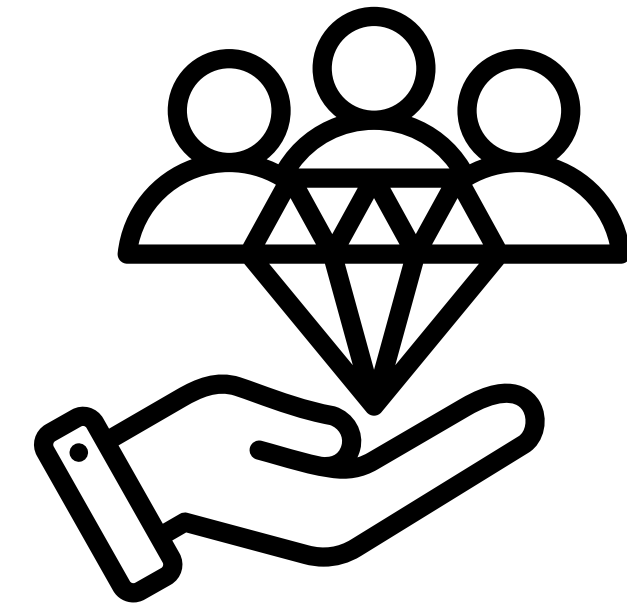
Our Discord group contains the Portal and instructions for you to successfully redeem your jerseys and match tickets. All Knowledge and Community is within Discord. You will not be able to redeem your perks if you do not join this exclusive group.

- **Redeem Your Perks!**

- Redeem Your 3 Free Jerseys On Discord
- Redeem Your Match Ticket On Discord

The Redemption Portal is within our Discord. Get step-by-step guidance on how to redeem your jerseys or match ticket, and make the most out of your NFT's perks! Our community and experts are here to help at no cost with helpful resources, guides, tutorials and FAQ's

Jersey Loco's NFT Value Proposition




- **Digital Ownership with Tangible Benefits:** Every Jersey Loco NFT signifies not just a digital ownership but a portal to tangible rewards. Whether its free jerseys every year or exclusive tickets to premier soccer matches, owning a Jersey Loco NFT is akin to holding a golden ticket to the soccer world.
- **Immutable Authenticity:** With the power of blockchain, each NFT serves as an unforgeable certificate of authenticity. This ensures that each Jersey Loco holder possesses something genuine, unique, and secure.
- **Exclusivity and Community:** Beyond the tangible benefits, each NFT holder becomes part of the elite Jersey Loco family. This community offers exclusive access to events, special drops, and unique interactions, solidifying a bond among soccer aficionados.
- **Asset Appreciation with Real Utility:** While the NFT market continues to grow, Jersey Loco differentiates itself by backing each digital asset with real-world utility. This not only adds immediate value for the holder but positions the NFTs for potential long-term appreciation.

HOW IT WORKS

Understanding the platform for Jersey Loco's NFTs is simple. Lets dive into the steps users follow to engage with our unique offerings on the platform:

1. Creating an Account:

To participate in the Jersey Loco experience, users first register on the [OpenSea](#) platform via these steps:

1. Visit [OpenSea](#). 
2. Click "Login"
3. Choose your digital wallet provider.
4. Log in to your wallet and approve the connection.
5. Your OpenSea account is now created using your wallet's address. No email or password needed.
6. Start using OpenSea to view and get Jersey Loco NFTs on our [Collection](#).

2. Browsing the Collection:

Once the account is active, users can explore a vast collection of our exclusive NFTs available [here](#). Each listing includes details about the NFT's history, significance, and value.

3. Digital Wallet Integration:

For seamless transactions on the OpenSea platform and Jersey Loco NFTs, users need to link their digital wallets to their accounts. These wallets allow users to securely purchase, store, and manage their NFTs.

4. Purchasing NFTs:

Users can directly purchase our NFTs with Ethereum (ETH). Once bought, these NFTs can be held in your digital wallets or displayed on the platform as a testament to your passion for the sport and bragging rights!

5. Trading on the Marketplace:

NFTs can be traded and sold on the OpenSea marketplace, much like other assets. Their value might vary based on their rarity, the significance of the player they represent, and market demand.

6. Selling NFTs:

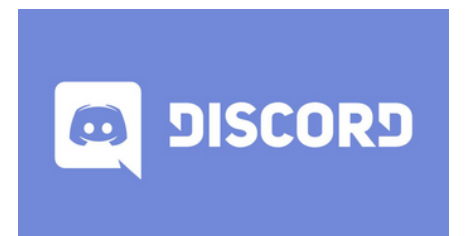
If users ever wish to change their collections or monetize their NFT assets, they can readily sell their NFTs on the marketplace.

7. Ensuring Authenticity:

To maintain the trust and value of our NFTs, every NFT listed by Jersey Loco undergoes a meticulous verification process. Its authenticity is then secured on the Ethereum blockchain, ensuring users that they are acquiring genuine memorabilia.

8. Join The Official Discord Group:

Users **MUST** join our exclusive [Discord Group](#) in order to receive the latest updates and instructions for the redemption of their NFT benefits. You may join here: <https://discord.com/invite/nuBFGHQbx7>



9. Redeeming Physical Jerseys:

Users who own a Jersey Loco NFT have the unique privilege of redeeming their respective perks & utilities, including their annual 3 free jerseys. You can redeem them on the Redemption Portal provided in our official [Discord Group](#) for NFT Holders. You simply enter your NFT's unique details on the portal.

10. Redeeming Match Tickets:

a. Browsing Ticket Options:

Just as NFT Holders can browse and redeem jerseys, those who hold a *Bronze, Silver, Gold or Legendary Tiered NFT* can also redeem real-life match tickets, aside from their jerseys. The matches range from league matches to Europa, Champions League and World Cup matches, based on your NFT's tier.

b. NFT Purchase:

Users can directly purchase NFTs in the tiers that provide these match tickets.

The pricing may vary based on the NFT's tier, and traits. NFT tiers that provide the benefit of a free match ticket per year are: *Bronze, Silver, Gold or Legendary Tiered NFTs*.

c. Digital Ticket Storage:

Once acquired, the NFT is securely stored in the user's digital wallet. It serves as both a digital collectible and a proof for redemption of your jerseys and match tickets.

d. Redeeming Physical Tickets:

To attend the match, users can choose to redeem their NFTs with match ticket benefits. Your unique match ticket can be securely redeemed on the official [Discord Group](#) with your NFT's details. Further instructions for a seamless redemption are provided in our [Discord Group](#) for NFT Holders.

e. Security and Verification:

To ensure that the tickets are genuine and to avoid duplicates, each redeemed ticket will have a unique identifier or barcode. This feature ensures that users can confidently attend events, knowing their tickets are authentic and secured through blockchain technology.

Why Jersey Loco?

Jersey Loco isn't just another platform; it's an evolution of the fan experience. At its core, Jersey Loco bridges the gap between digital collectibles and tangible fan memorabilia, revolutionizing how enthusiasts interact with their favorite teams. Here is why Jersey Loco stands out:



A Unique Fan Experience:

Jersey Loco offers an unparalleled blend of digital and physical collectibles. By purchasing NFTs, fans don't just own a piece of digital art; they secure rights to actual jerseys and game tickets.

Uniting Fans Globally:

Our platform is more than a marketplace; it's a global community. Fans from all corners of the world can come together, share their passion, trade collectibles, and even attend games together, creating an interconnected ecosystem of fanhood.

Authenticity Guaranteed:

All NFTs listed by Jersey Loco undergo a meticulous verification process. Its authenticity is then secured on, and backed by, the Ethereum blockchain. Every transaction is also fully transparent. This ensures that fans are receiving genuine NFTs that can be redeemed for jerseys and match tickets.

Direct Interaction with History:

Jersey Loco's offerings aren't just about the present. With jerseys from iconic games and legendary players, fans can own a piece of football history, bringing them closer to moments that shaped the sport.

Ease of Access:

With a user-friendly interface, secure digital wallet integration, and a seamless redemption process, even those new to the world of NFTs can easily navigate and enjoy what Jersey Loco has to offer.

A Growing Community:

Beyond trading and purchasing, our platform fosters discussions, events, and fan meetups. Jersey Loco isn't just about transactions; it's about building relationships and celebrating shared passions. Connect with fellow NFT Holders in our official [Discord Group](#)!

Our Ecosystem



Marketplace:

On Opensea, the primary marketplace for Jersey Loco, users are empowered to trade and collect asset-backed NFTs. Through seamless integration, users can manage their NFTs, connecting their digital wallets such as MetaMask directly on the platform. By expanding their collection with diverse jerseys and tickets, enthusiasts can diversify their portfolio without being restricted to a single team or player, deepening their connection to the world of sports.

Members Club:

Jersey Loco proudly presents an elite, membership-driven experience, exclusively accessible through a select collection of NFTs. Limited to meticulously curated number of 2,777, these NFTs grant members entry to a prestigious club boasting unparalleled privileges. Among the plethora of benefits, members can anticipate exclusive pre-sale opportunities, complimentary annual jerseys, and privileged access to premier soccer events, all determined by the NFT tier they possess.

Facilitated on esteemed platforms like OpenSea, members are endowed with a robust range of functionalities. They can seamlessly buy, sell, and trade their Jersey Loco NFTs, offering them both liquidity and the flexibility to manage their digital assets. Furthermore, with the capability to link diverse wallets, the experience is not only luxurious but also remarkably user-centric. At its essence, Jersey Loco's NFT initiative isn't just an offering; it's an emblem of sophistication, uniting discerning sports aficionados in an exclusive digital realm.

Metaverse:

Aligning with the impending wave of Web3, our NFTs will serve as a passport for users to flaunt their prized jersey collections within the metaverse. Jersey Loco envisions forging alliances with multiple metaverse realms and video games, bestowing users the capability to display their authenticated NFT jerseys on their avatars and profile pictures. Imagine a virtual domain where your digital persona proudly showcases an NFT jersey of your favorite team! The fusion of passionate sports fandom with the limitless expanse of the metaverse is the future, and Jersey Loco is at the forefront of this evolution.

Our Team

At Jersey Loco, our passion extends beyond the world of crypto; we are ardent football enthusiasts and jersey collectors at our core. In the current landscape, we recognize the immense potential of blockchain technology to revolutionize the sports memorabilia market, seamlessly connecting digital assets with their real-world counterparts. The Jersey Loco team continues to grow on a global scale, and the following introduces the key players dedicated to making this vision come to life.

Eric Gonzalez *CEO*

Eric is a seasoned entrepreneur with over 20 years of experience in entrepreneurship, having embarked on his entrepreneurial journey at the tender age of 7. In the past decade, he has focused his expertise on growing technology firms and startups within the e-commerce sector. He boasts a comprehensive background in digital marketing, sales, and real estate investment. Additionally, he has an in-depth understanding of blockchain technology and has achieved notable returns in the cryptocurrency realm. Beyond his professional pursuits, Eric is an ardent soccer enthusiast. This dynamic entrepreneur is renowned for his adaptability in a constantly evolving business landscape. Eric's prowess in sales has seamlessly transitioned into the digital era, leveraging modern tools such as data and media platforms to craft scalable, result-driven business strategies. His proficiency spans a variety of industries including e-commerce, real estate, and digital marketing. Furthermore, not only has Eric achieved substantial returns in the cryptocurrency market, but he has also demonstrated success in traditional finance, adeptly trading indexes and ETFs in the stock market.

Angel Lozano *CIO*

Holding a Bachelors degree in Mechanical Engineering, Angel has perfected the art of design and repair, underpinned by innate creativity and an acute attention to detail. Serving as the Chief Innovations Officer in a flourishing enterprise, Angel's leadership approach uniquely emphasizes mentoring and galvanizing team members over mere directives. This leadership style, combined with a solid problem-solving strategy that segments objectives into manageable tasks, has routinely led to successful outcomes. In every venture, Angel is powered by an indomitable work ethic, aiming to not only meet but also surpass expectations. Beyond professional accomplishments, there's a deep-seated commitment to contribute positively to society. As an entrepreneur, Angel's vision encompasses cultivating a community of motivated individuals and spurring them on to chase their dreams with zeal. Angel's trajectory mirrors this commitment. As an early investor in Ripple and a top-performing graduate from a distinguished engineering institution, Angel's credentials speak volumes. With an extensive 16-year track record in engineering, including 5 pivotal years in e-commerce, Angel has showcased consistent innovation. Such prowess culminated in Angel's appointment as the Chief Information Officer (CIO). With groundbreaking reforms spanning policy, system infrastructure, and automation, the team is poised to leverage Angel's insights for a transformative journey ahead.

Carlos Monsivais *CTO*

Carlos Monsivais, an accomplished Data Scientist at Tesla, holds a Masters degree in Data Science and Engineering from the University of California, San Diego. He specializes in big data analytics, employing Python and PySpark to create end-to-end data science processes. Carlos leverages machine learning models in TensorFlow and Scikit-Learn and has expertise in cloud environments like AWS and GCP for efficient data processing and analysis. Notable achievements include developing fraud detection models and creating automated location recommendation models. Carlos delivers outstanding results, fueling data-driven business solutions.

Eduardo Roji

CAO

As the Chief Administrative Officer (CAO) at Highrise Ecommerce, Eduardo epitomizes a results-driven leadership ethos, fueled by an ardor for advancing operational efficacy and facilitating business expansion in the dynamic e-commerce landscape. His rich experience in the management and enhancement of intricate operational processes positions Eduardo as an integral catalyst in upholding impeccable execution and fostering strategic cohesion throughout the enterprise. Eduardos acute cognizance of e-commerce shifts and consumer inclinations empowers him to lead avant-garde initiatives that elevate Highrise Ecommerce to unparalleled echelons in the digital arena. He possesses an innate resilience against challenges, viewing change not as a hurdle, but as a golden ticket to evolution. Eduardos dexterity in amalgamating strategic foresight with a pragmatic touch has been pivotal in achieving organizational brilliance and surpassing set milestones.

Ricardo Mendoza

Vice President

Since 2020, Ricardo has been a pivotal member of Highrise E-commerce LLC. His unwavering dedication and commitment are evident in the various roles he has undertaken within the organization. Through his exceptional skills and relentless work ethic, he has ascended to the esteemed position of Vice President. Ricardos trajectory from his initial role to becoming a Vice President is a testament to his unwavering professionalism and aptitude to rise to every challenge. Throughout his entrepreneurial journey, Ricardo has adeptly navigated the fluctuating market dynamics, showcasing his adaptability and foresight. Ricardo boasts a robust leadership foundation, equipping him to oversee diverse facets of the business effectively. His proficiency in cultivating collaboration and nurturing talent within his teams establishes an atmosphere ripe for growth and innovation.

Jose Amador

Director of eCommerce

With over 4 years dedicated to e-commerce, Jose stands out as a progressive leader, known for his deep grasp of digital marketplace intricacies. Beyond individual achievements, he has effectively steered teams towards collaborative success, emphasizing innovation and strategic foresight. A connoisseur of art and fashion, Jose's multifaceted interests led him to become an integral part of an influential NFT project, blending the worlds of commerce and creativity seamlessly. His dedication shines brightly in his remarkable track record. Jose has played a pivotal role in helping companies break into the elite bracket of the top 1% of small businesses in the United States by revenue. This feat not only highlights his skill in maximizing e-commerce opportunities but also his unique ability to fuse passion with profession, driving significant business expansion.

Alan Jaimes

Director of Digital Marketing

Alan boasts a commendable 7 years in the realm of digital marketing, embarking on his career as a part-time email marketing copywriter. Along the way, he not only mastered the art of ad copy but also implemented email automation strategies that directly resulted in millions of dollars in revenue. Demonstrating a consistent trajectory of professional growth, he ascended to the role of Digital Marketing Director. Beyond traditional digital marketing, Alan ventured into the burgeoning world of blockchain, leading a successful NFT project. His multifaceted expertise and leadership has been pivotal in ushering a company into the elite top 1% of U.S. businesses by revenue, highlighting his significant influence in the organizations growth.

Kathia Aguilar

Content Creation Manager

A graduate of Cal State Los Angeles, Kathia Aguilar boasts a Bachelor of Science degree in Business Administration with an emphasis on International Business. Since 2021, Kathia has been an instrumental figure at Highrise Ecommerce LLC, bringing her expertise and leadership as the Content Creation Manager. She spearheads the creation, development, and execution of impactful content across various digital platforms and marketing campaigns. Under her guidance, the content team consistently crafts content that not only resonates with the target audience but also stays true to the brands identity. Kathias role has been pivotal in upholding a compelling brand presence in the digital realm, contributing significantly to audience engagement and the realization of the companys marketing objectives. Her success is a testament to her skill, dedication, and strategic vision in the dynamic world of content marketing.

Alex Arechiga

Accounting Manager

Alex is a consummate Accounting Manager, characterized by his meticulous attention to detail and unwavering commitment to financial precision. Though he became a part of the team only this year, he already boasts an impressive record of optimizing financial processes. Highly skilled in managing financial statements, budgeting, and reporting, Alex always ensures alignment with accounting principles and regulations. A proud alumnus of Cal Poly Pomona School of Engineering, he embodies the spirit of a dedicated problem-solver and strategic thinker. With his ability to consistently deliver accurate and timely financial insights, Alex plays a crucial role in propelling business growth and success. A true team player, Alex continually seeks ways to innovate within the department, notably through the creation of automated spreadsheets.

FAQs

General Questions And Information About NFTs

WHAT IS AN NFT?

An NFT is more than just a unique digital piece of artwork. NFTs are used to establish ownership of digital assets and the perks that come with it.

This is important because Jersey Loco's NFTs provide you with physical, real-life rewards. With our NFTs you can receive free jerseys and live match tickets every year. Think of it as a unique certificate that proves you own your NFT and therefore entitled to these rewards.

REPRESENTATION OF NFT OWNERSHIP?:

NFT ownership rights are stored on a blockchain. Blockchains are decentralized, tamper-proof, digital record-keeping systems. They ensure that the ownership and transaction history of the NFT is transparent and easily verifiable.



PHYSICAL ASSET RIGHTS?:

The ownership of the NFT's associated physical asset, such as a jersey or a ticket, remains separate from the ownership of the NFT. The creator or original owner of the physical asset typically retains ownership rights to the tangible object.

UTILITY?

Yes, our NFTs are backed by utility. The value of this utility will be based on the tier of your NFT. The Legendary Tier will have the highest utility, offering the 3 annual free jerseys, along with a 2026 World Cup match ticket, while the Basic Tier, being the lowest, will provide 3 free jerseys annually.

ARE SOME NFT'S RARER THAN OTHERS?

Yes, some NFTs are rarer than others due to factors such as its tier, and unique attributes.

Each Jersey Loco NFT has a unique look, tier and traits. These are the factors that determine which perks you are eligible for! Be on the lookout for an NFT that has the tier, attributes and perks you want!

Remember, **each NFT is a unique 1 of 1**, meaning no one else will have the same NFT as you!

About Jersey Loco NFTs:

SCARCITY?:

There are **ONLY** 2,777 Jersey Loco NFTs in existence. No more than this will ever be available. This provides further value to your NFT.

SIGNIFICANCE OF DIFFERENT TIERS?:

Our NFT collection spans five distinct tiers. The **Basic** Tier (0.15 ETH, 2,500 available) offers collectors 3 annual jerseys. **Bronze** (0.20 ETH, 125 available) adds a yearly Europa League match ticket, while **Silver** (0.25 ETH, 75 available) includes a yearly league match ticket specific to the NFT's player. **Gold** (0.30 ETH, 50 available) steps it up with a yearly Champions League match ticket. The pinnacle, our **Legendary** Tier (0.625 ETH, 27 available), boasts custom NFTs of iconic players and includes a ticket to the **2026 World Cup**! Each tier encapsulates a unique blend of exclusivity and rewards for enthusiasts. For further information on each tier's benefits, you may refer to page 9.

ON WHAT PLATFORM CAN I SELL MY NFT?

The [OpenSea](#) Platform allows NFT Holders to sell and monetize their respective NFTs

PREFERRED NFT MARKETPLACE FOR JERSEY LOCO?:

Our Jersey Loco NFT Collection will exclusively be available on the Ethereum-based marketplace: OpenSea [Here](#).

How To Purchase:

Tokenomics?:

Our NFT Price will be based on its tier. We Will Only Be Accepting Ethereum (ETH) as payment.

NFT Purchase Process?:

The Following Is A Guide to Purchasing a Verified NFT from Jersey Loco on [OpenSea](https://opensea.io/):

1. Set Up Your Jersey Loco Account

- Visit the Jersey Loco Website.
- Create an account using your first name, last name, and email. Ensure these details are correct, as they'll be used for ticket redemption in the future.

2. OpenSea Account Creation

- If you don't have an OpenSea account already, create one here <https://opensea.io/>

3. Choose a Digital Wallet

- Select the digital wallet you prefer, like MetaMask or Coinbase Wallet. This is where you'll store your NFT and Ethereum.

4. Set Up Your Digital Wallet

- If you're new to digital wallets, you'll need to create one, follow the setup instructions provided by your chosen wallet (MetaMask/Coinbase etc.)

5. Confirm Your Ethereum Wallet Address

- Once you've set up your digital wallet, you'll have a unique Ethereum address. This is like an account number.
- To view and confirm it do the following:
- **For MetaMask:** Click on the fox icon in your browser. Your Ethereum address will be visible at the top. It starts with 0x followed by a series of letters and numbers.
- **For Coinbase Wallet:** Open the app, tap on Ethereum, then tap on Receive. Your Ethereum address will be displayed.
- *****Always double-check this address when making transactions *****

6. Convert Your Regular Money to Ethereum

Ethereum (ETH) is the digital currency you'll use to buy the NFT. Remember:

- There are extra costs like gas fees, network fees, and transaction fees. These are outside of the actual NFT price.
- If the NFT you want costs 0.15 ETH (or roughly \$279 USD), consider adding a bit more, say \$285-\$290 total. This accounts for possible changes in fees or Ethereum value, known as slippage.
- Currently, only Ethereum is accepted for payment.

7. Confirm Jersey Loco's Selling Ethereum Address

Before making a purchase:

- Ensure you're sending your Ethereum to the correct seller's address!
- Jersey Loco's official Ethereum address is: [0x2F84CA9AFfE07374B02a83aef4119b88cAd635C3](https://etherscan.io/address/0x2F84CA9AFfE07374B02a83aef4119b88cAd635C3)
- ***** It is crucial to double-check this address when making transactions to avoid scams *****

8. Connect Your Wallet to OpenSea

- On OpenSea, click on the wallet icon or "Login" button.
- Choose your wallet provider of choice. Most use Coinbase Wallet or MetaMask.
- Follow the prompts to connect.

9. Buy Your NFT from [Jersey Loco's Collection](#)

- Ready to get your NFT?
- **IMPORTANT:** Beware of scams! Always ensure you are buying from the official Jersey Loco collection. Our NFTs have a limited supply of 2,777. The **ONLY** place to buy a genuine Jersey Loco NFT is from our official collection here: <https://opensea.io/collection/locoloyals>

Benefits and Redemptions:

Blockchain Integration?:

MetaMask, Coinbase Wallet, Ledger, Fortmatic, WalletConnect, Portis, and Torus are a few of the many reputable digital wallets. Before purchasing on OpenSea, U.S. customers should ensure their chosen wallet is set up and loaded with sufficient Ethereum (ETH)

NFT-LINKED JERSEY ENTITLEMENT:

As an esteemed NFT holder, you are granted the exclusive right to handpick three jerseys of your preference annually until the project end date.

JERSEY REDEMPTION PROCEDURE:

Jerseys can be redeemed on the Redemption Portal.

Further steps and details are provided in the official Discord Group for NFT Holders Here: <https://discord.com/invite/nuBFGHQbx7>

TICKET REDEMPTION PROTOCOL:

To redeem match tickets, NFT Holders should verify their NFT on the Redemption Portal and follow the guidelines provided on the Discord Group:

<https://discord.com/invite/nuBFGHQbx7>

NFT-LINKED TICKETED EVENT ENTITLEMENT:

NFT holders are eligible for different ticketed events based on the specific tier of their NFT .

ANNUAL PERK RENEWAL:

All benefits renew on the 1st of January each year.

Resources:

How To Buy A NFT For Beginners:

<https://www.youtube.com/watch?v=rylhU4Fe74Y>

If you are new to navigating Web 3.0, cryptocurrency, and blockchain, we strongly recommend reading through our beginners resource guide here: <https://jerseyloco.com/nft-resources/>

If you already have an OpenSea account and a digital wallet, you can purchase your verified Jersey Loco NFT by clicking:

<https://opensea.io/collection/locoloyals>

Please Note: Our verified Ethereum address is as follows:

[0x2F84CA9AFfE07374B02a83aef4119b88cAd635C3](https://etherscan.io/address/0x2F84CA9AFfE07374B02a83aef4119b88cAd635C3)

Audit and Security:

Audit Status of Jersey Loco:

We are in the process of scheduling our inaugural audit with Solid Proof, to be followed by a secondary comprehensive evaluation by Certik!

Talent and Team:

Talent Acquisition:

We invite individuals who share our vision to reach out via email to: loyalsnft@jerseyloco.com

Governance & Community

Decision-Making Within Jersey Loco:

- **Core Team Oversight:** Fundamental decisions related to the projects roadmap, partnerships, and major updates will be overseen by the Jersey Loco core team. This ensures alignment with the projects overall vision and objectives.
- **Community Proposals:** Members of the Jersey Loco community will have the opportunity to submit proposals on various aspects of the project. Proposals selected for their feasibility and alignment with our mission will be put up for community voting.
- **Voting Mechanism:** Key decisions, especially those sourced from community proposals, will undergo a voting process. Details regarding the mode, frequency, and duration of voting will be communicated in advance to ensure maximum participation.

Role of NFT Holders in Governance:

- **Stake-based Voting:** NFT holders will play a pivotal role in the governance process. The weight of an individual's vote might correlate with the number of NFTs they hold, ensuring that dedicated community members have a say in the project's trajectory proportional to their stake.
- **Exclusive Governance Forums:** NFT holders will gain exclusive access to periodic governance forums, webinars, and roundtables. Here, they can discuss, debate, and shape the future of Jersey Loco.
- **Feedback Channels:** We will establish dedicated channels for NFT holders to submit feedback, suggestions, and concerns directly to the core team.

Plans for Fostering a Vibrant Community:

- **Community Events:** We will organize regular online and, where feasible, offline meetups, AMAs (Ask Me Anything sessions), and workshops to foster interaction, knowledge sharing, and collaboration.
- **Jersey Loco Ambassador Program:** We will launch an ambassador program, selecting active community members to represent and promote Jersey Loco across different regions and platforms.
- **Educational Initiatives:** To keep our community informed, we will release a series of educational content pieces, tutorials, and webinars that focus on NFTs, blockchain, and the broader vision of Jersey Loco.
- **Exclusive Drops and Rewards:** In recognition of our community's steadfast support, we will periodically offer exclusive NFT drops, rewards, and incentives, adding value for our loyal members.

Legal & Compliance

Intellectual Property Rights Related to the NFTs:

Ownership of Digital Assets: Purchasing a Jersey Loco NFT grants the buyer ownership of that specific digital asset. This ownership allows the holder to transfer, sell, or showcase the NFT as they deem fit.

Copyright and Reproduction: While NFT holders have ownership of the digital asset, the underlying copyright of the art, design, or concept remains with Jersey Loco. Reproducing, duplicating, or creating derivative works from the NFTs without Jersey Loco's explicit permission is prohibited.

Licensing Rights: Certain NFTs might offer additional licensing rights, granting holders permission to use associated imagery or content in specific ways. These rights will be explicitly stated either at the time of purchase or in related documentation.

Disclaimer

Jersey Loco strives to abide by all relevant laws and obtain necessary licenses and approvals. We recognize that certain jurisdictions might require specific licenses or approvals. Consequently, there's no guarantee that we will secure these licenses or approvals in a timely manner, or at all. This uncertainty might lead to restructuring or discontinuation of some initiatives. The development of certain projects will occur in stages, and some phases might rely on collaborations with licensed third parties. Any change in the licensing status of these entities could affect our partnership with them.

Legal Disclaimers and Considerations:

Jurisdiction and Dispute Resolution: All transactions and interactions related to Jersey Loco NFTs fall under the jurisdiction of the State of California, USA. The State of California will resolve any related disputes.

Liability Limitations: Jersey Loco is not liable for indirect, incidental, special, consequential, or punitive damages, or loss of profits or revenues, whether direct or indirect, resulting from the purchase, use, or sale of our NFTs.

Risks and Considerations: Participating in the NFT and blockchain spheres comes with inherent risks like technological vulnerabilities, market volatility, and regulatory uncertainties. Prospective buyers are advised to conduct in-depth research and consider seeking legal counsel before purchasing.

Regulatory Compliance: Jersey Loco pledges to adhere to all relevant regulations concerning NFTs and digital assets in the regions we operate. As regulations evolve, we reserve the right to modify our operations accordingly.

Legal Disclaimers and Considerations:

Representations: This whitepaper is intended for informational purposes and doesn't guarantee the completeness or accuracy of its content. The Jersey Loco NFTs are still in the developmental phase, and their final form might differ significantly from their current descriptions here. The whitepaper should not be viewed as a binding commitment. Jersey Loco declines all liability for potential losses or damages that might arise from relying on this document or associated information.

Financial Guidance Disclaimer: This whitepaper isn't financial, investment, or trading advice. It shouldn't inform contractual obligations or purchasing decisions.

Clarification on Token Nature: This document isn't a financial service offering, or a prospectus. It's not an offer to sell or a solicitation to buy any financial instruments, regulated products, or securities. Jersey Loco NFTs are not securities. Owning a Jersey Loco NFT doesn't confer any rights in the company or its affiliates.

Usage of Third-Party Information: This whitepaper references third-party data. Although we trust this information, it hasn't undergone independent validation. Therefore, we can't guarantee its complete accuracy.

Distribution Limitations: Distribute this whitepaper according to applicable laws. It shouldn't be circulated where it might breach local regulations.

Views: The opinions expressed in this whitepaper solely represent Jersey Loco's views. They don't reflect the positions of any governmental or regulatory bodies.

Forward-Looking Statements: This whitepaper contains predictions about our operations based on current information and assumptions. These predictions come with inherent risks. Actual outcomes might differ from these projections. Jersey Loco is under no obligation to update these forward-looking statements.

Third-Party References: Mentions of specific companies or platforms are illustrative and don't imply endorsement or affiliation. All currency references to USD, or dollars, pertain to the United States Dollars unless stated otherwise.

Risk Statements: Buying Jersey Loco NFTs is risky and could result in significant losses. Buyers should understand the product and willingly accept its risks. Cryptographic tokens are vulnerable to theft and unauthorized access. Additionally, the changing regulatory landscape surrounding these tokens might impact token holder rights.

Conclusion

Jersey Loco isn't merely another NFT project. It is a groundbreaking venture that bridges the digital world of NFTs with soccer enthusiasm. Jersey Loco offers exclusive experiences for our community, blending digital art, NFTs, and soccer passion. When you purchase a Jersey Loco NFT, you're not just acquiring a digital asset; you're joining a unique soccer community with unmatched benefits and memories.