



PRESENTING

EASY ELVES

THE OFFICIAL WHITEPAPER

CONTENTS

How we're going to change the game.

1. Branding & Lore Cohesion

Breaking down our first of a kind mix of branding and lore throughout the EASY universe. Playing a fundamental role in the fiscal and cultural dynamic of the Elvish City of Sindaria, the EASY brand represents Solana's first merge of branding and immersive lore.

It's simple; **EASY** will become a household brand throughout the NFT sphere of influence.

2. Dynamic Lore

In the Elvish City of Dreams, whispers of revolution echo across its streets as racial tension amongst the 2 classes of elves reach its tipping point. Decades of corruption and segregation across Elvish lines has manifested an atmosphere of mistrust and rebellion against the ruling Sindari class.

The community will be able to vote and directly impact/alter events unfolding within the lore; creating opportunities for allegiance-based rewards and airdrops.

3. Sindaria & Virtual Land

Sindaria is a vast city of Elvish mystery and might. Its sheer scale is excellently captured in the interactive map that will soon be provided, with its distinct suburbs all built upon the foundations of immersive lore and history. Each ELF will be intrinsically assigned to a certain district throughout the city within its metadata. Oh, and wouldn't it be pretty cool to own land inside the city?

4. Murder Mechanics & Deflation

Explore our coming 'murder mechanic' as we partner with notable players throughout the ecosystem to provide a state-of-the-art deflationary system and Elf building mechanic.

5. Launchpad Services

An insight into our coming, unique launchpad service offering partners the ability to launch their OWN minting site. The benefits are profound.

6. Faction System

Each minted ELF is tethered to one of two Elvish races in Sindaria. This allegiance is important, rewarding those that stay loyal to their faction as events unfold.

7. Launch of Currency - \$EZY

An insight into our coming launch of the \$EZY token. This community-based currency will focus on legal compliance and structured around an 'active income system'.

8. Cross Chain integration & Metaverse

The metaverse is at the forefront of WEB3's future and represents a sphere in which we're directing significant resources towards. Elves will be metaverse ready & established on cross-chain platforms.

& MORE.



**SOLANA EXCLUSIVE
8888 ELVES.
ONE CITY.**

Meet the founder of

EASY



ELIAS
26
Founder

Elias is a 26 year old finance graduate possessing a plethora of corporate experience within the financial industry.

Elias' has a background in legal compliance alongside management of framework governing NFT projects.

He's played an active role in the Crypto space throughout the last 9 years, joining the Solana NFT space at its conception with the 'MonkeDao' and DAA.

Elias also has project management experience and knows scheduling of tasks and what it needs to be successful in the space.



EASY ELVES ROADMAP

Dynamic Narrative

Experience a first-of-its-kind integration of rich lore building and dynamic choice. The community will have direct impact on events in lore through an in-house voting system. This will effectively shape the city of Sindaria, its history and IRL distributions of NFT valuables to factions.

Identity Mechanism

We've designed each ELF to belong to one of multiple Sindarian factions. Intrinsically designed in a manner which incentivises allegiance, users will gain notable benefits when hoarding ELFs from one particular group as part of our allegiance system.

Interactive Land

Each ELF is tethered intrinsically to a distinct Sindorian land mass within its metadata, helping shape the identity and background of each ELF while simultaneously establishing a direct link between land ownership and your ELF NFT. Your ELF will belong to a distinct district within Sindaria and will be the forefront of our virtual land integration.

Cross Chain Integration

We at EASY are dedicated to maximising the reach and overall exposure of ELVES across multiple blockchains and communities; enhancing the growth potential of both our community and universe. This includes planned cross-chain integration with Ethereum and the purchase of virtual lands on both the Ethereum and Solana networks.

The 'Underground'

We're in the final stages of finalising our innovative 'Underground' Marketplace that caters for direct P2P auctions raffles and purchases. The underground will be designed in a fashion that will benefit holders of ELVES as profits are redistributed and platform fees are minimised.

Murder / Deflationary Mechanic

We're teaming up with major players within the Solana ecosystem to establish an in-house burning mechanism called 'The Shifter'. This allows for users to combine the traits & metadata of their two favourite ELVES into 1 evolved ELF, burning one of the involved ELVES in the process.

Branding Strategy

We've designed the EASY brand for well over a year in anticipation for our launch. The EASY brand will extend to more than just NFTs in our venture throughout WEB3. We're employing an aggressive market share strategy aimed at placing EASY as a leading brand within the Solana and extended WEB3 community.

Metaverse Ready

The metaverse represents WEB3's inevitable future and is a sphere of influence we're directly looking to integrate within.

This includes cross-chain metaverse integration and notable partnerships lined up throughout. Its going to be an exciting journey!

EASY Analytics

We'll be forming critical partnerships with stakeholders in the space to develop exclusive channels and dashboards for our community. This will provide our community with cutting edge statistics in both NFT and crypto markets to give them an edge and provide inherent utility behind every ELF NFT.

Launch of \$EZY Token

We're aiming to establish our very own, lore integrated, community token. With legal compliance our priority, we'll be employing an exciting 'active' income element of distribution.

Watch this space.





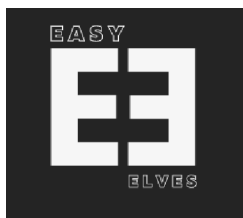
THE EASY BRAND

BRANDING

Establishing a household name throughout the NFT industry is at the forefront of our operations. Fundamentally, branding is a reflection of ones performance and image; facilitating a high rate of retention & recognition.

EASY aims to do just that. It's more than just a name or project. **EASY** branding opens the gates to industry-wide expansion across all facets of WEB3. This includes, partner projects, programs, utilities, providers & more; it'll be hard to miss us.

What makes us different? It's simple. Our team, expertise, drive and ambition. We're not here to take part, we're here to take over.



LORE COHESION

It's an industry first. Our Lore and the **EASY** brand are directly integrated within one another, forming a multi-faceted platform for growth. **EASY** represents the local form of currency and language spoken throughout the Elvish city of Sindaria; with its roots tracing back over 1200 years to the original custodians of the land.

There's a reason they're called **EASY** Elves and its not some exasperated attempt at alliteration or world play; nor is it in the same playing field as other 'brands' or 'culture shifts' in the Solana Space.

Everything is calculated and has an inherent role to play in the EASY universe and lore; both physical and digital. You'll see.



DYNAMIC LORE

SINDARIA: HISTORY

Origins

Known in the post-modern world as the Elvish 'City of Dreams', many speculate the settlement to have roots dating back to the 7th century, with urban legend often speaking of the founding elves of the EASY-SINDARI clan. These Fables speak fondly of the founding elves, with elvish children often emulating these historical figures through elaborate plays and theatre.

Founding Elves

Early recounts touch upon a Sindari victory over a mysterious, underground race of elves during their pursuit of establishing Sindaria, however the authenticity of these claims are commonly disputed after a millennia of wide-spread storytelling and 'myth-like' association. A well-known peace of 900 years took hold of the region supposedly after, often accredited to the fundamental commandments of the founding elves.

Arrival of the Avari

This notoriously changed in the 18th century with the arrival of Avari elves seeking refuge from across the Northern Oceans of Sindaria. It's widely accepted their arrival shifted the demographics of the city and was the catalyst for instability across racial lines.

Present Day

Present day Sindaria resembles little of the city's ancient glory; to the notable dismay of elders. Modern day consumerism, high crime rates, political struggle and racial tension all plague the Elvish mega-city of 'dreams'. Delusions of relatively unattainable riches plaster the city walls and wide-screens with many now claiming Sindaria as nothing but an empty cauldron of promised lies.

The city's riches are heavily attributed to its resource rich nature, with the export of Myra & Desoon minerals injecting millions into the city's export industry; albeit only a few ever seem to benefit. One could attribute this glaring inequality of wealth alongside racial tension as a leading causes of unrest as whispers of revolution echo across bustling streets of Sindaria. Decades of corruption and segregation across Elvish lines has tipped the city into its boiling point...



CIVIL UNREST - CHAPTER 1.

One would find sleeping a difficult endeavour with the distant roar of helicopters cutting across the skies of northern Sindaria. Illuminated by the incessant presence of advertising boards across its skyscrapers, the night sky harboured close to a dozen aircraft with notable search lights emitted from their exteriors.

It was of no surprise to Callon Alvina, of course. He's no stranger to the talk of revolution throughout the northern, predominantly Avari, districts of Sindaria. The towering ALVINA institute located in the heart of the northern districts, is often attributed to a Sindari symbol of oppression with the adjacent avari population riddled in poverty. As head of the notorious, Alvina family one could imagine Callon disagrees with that school of thought, likely attributing civil unrest to ancient fallacies of segregation.

The Alvina family is known throughout the city as one of the 5 dominating Sindari, family patriarchs, claiming a monopoly over financial institutions. It's often said their links to government are profound, utilising their abundance of capital to influence regulatory implementation to their favour.

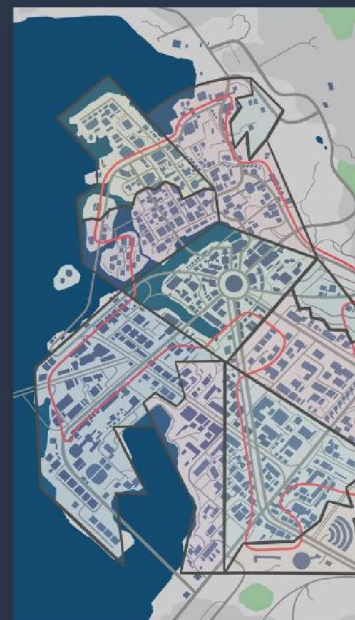
As a soft breeze swept the balcony of Callon's penthouse, it believed he peered over the ongoing protests with glaringly little sympathy. The indescribable pressure of inheriting the Alvina empire is said to have driven Callon to the brink of madness according to the words of close acquaintances. His actions, although relatively unknown to the general public, is thought to have triggered the recent wave of Avari' led protests with sacking of dozens of Avari workers throughout his monopoly of businesses.

The redundancy of said workers triggered a city already sitting on its boiling point, with the Mayberry district the centre of anti-government/Sindari protests. With whispers of revolution engulfing the northern-Avari dominated districts of Sindaria city, one can not be faulted in believing Callon may have triggered more than just unrest.

SINDARIA: HISTORY

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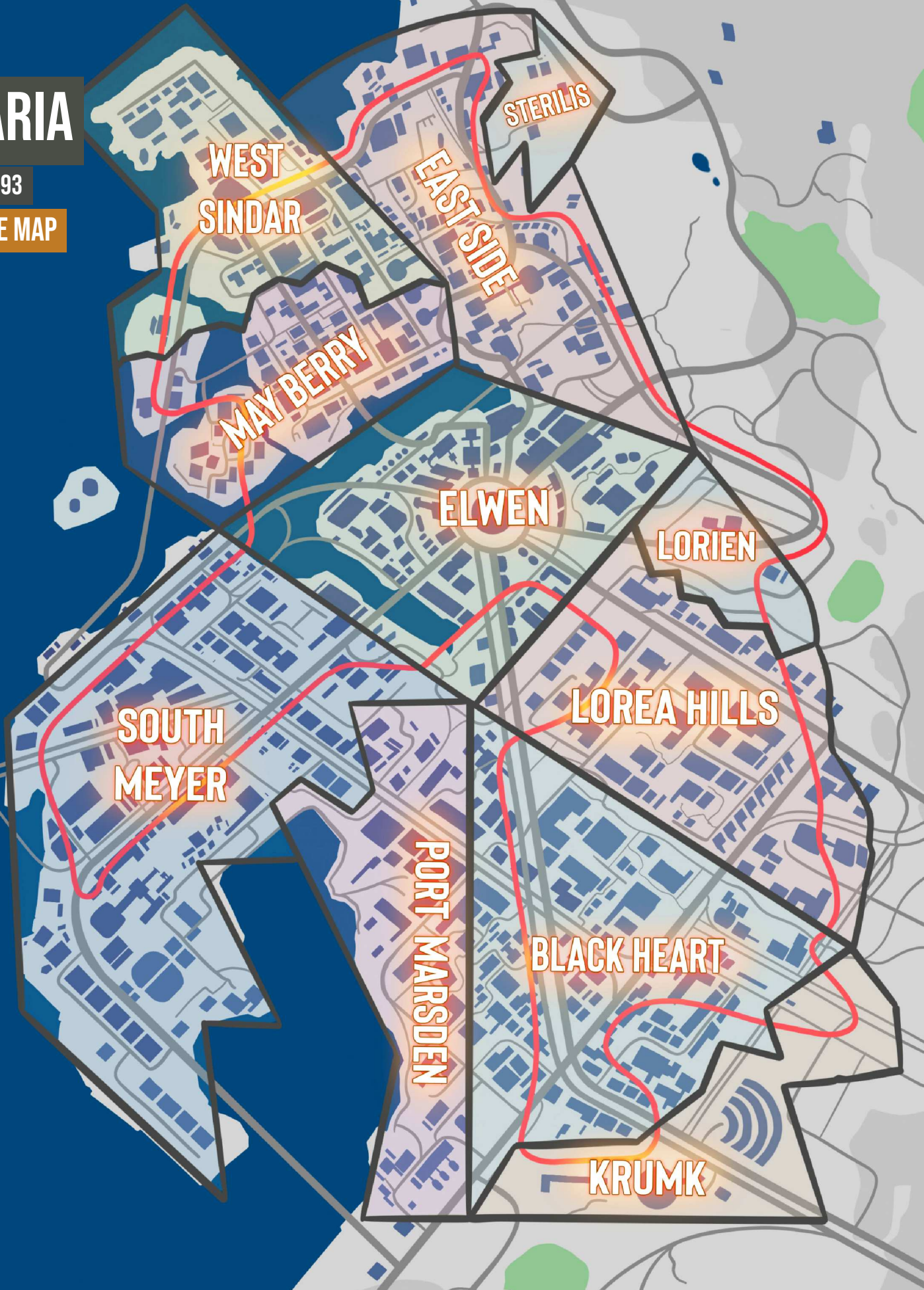
The 18th century arrival of Avari elves seeking refuge from across the Northern Oceans is widely accepted to have shifted the demographics of Sindaria and act as the catalyst for instability across racial lines.



SINDARIA

15TH MAY, 2193

INTERACTIVE MAP



ELWIN:

Representing the heart of Sindaria, Elwin is the central business district of the region. Towering skyscrapers cast steep shadows across their surroundings, as endless advertising boards plaster the adjacent streets. Noted as the oldest district in the city, its population density is notoriously large, harbouring elves of all classes, races and lifestyles.

KRUMK:

Sindaria's largest, Myra-based, mining hub is present within Krumk. Its naturally dense and dry environment is famously rich in Myra and Desoon deposits, inciting what many labelled the 'mining boom' of the 2000s. Sindaria's export industry is largely based in this relatively small region with Myra's properties of longevity actively sort of after in international markets.

MAYBERRY:

Many label Mayberry as the capital of the Avari's, with their population share estimated at approximately 94% of the district. Mayberry's past is well documented, with its history of revolution ingrained in its culture. Remnants of past government crackdowns of Avari-led revolutions remain ingrained in its infrastructure, with damaged buildings and memorials all preserved, over hundreds of years, as fleeting reminders to the local population of its oppression. Mayberry is the source of current civil unrest in Sindaria's northern districts.

EASTSIDE:

Avari's of typically lower-class tend to reside in the Eastside with its proximity to Sterilis deeming it an unpopular region of inhabitants amongst affluent Elves.

WEST SINDAR:

West Sindar is of great popularity amongst affluent Elves, typically of Avari background. Somewhat more diversified than Mayberry, West Sindar has enjoyed relative peace for many centuries of Sindaria's history. It seems, however, that the tides are changing.

SOUTH MEYER:

South Meyer represents a large industrial hub, while still maintaining a significant residential complex. The district is predominantly Sindari-dominated making up approximately 70% of the region's population base. Most commercial, military and industrial goods are sourced from this region, providing employment for a significant number of elves.

BLACK HEART:

A historically rich region of Sindaria, finding its name through myth-associated tragedy. The religious heartland of the city, Blackheart gained its holy status through centuries-old tales surrounding the deaths of the founding fathers. According to urban legend, 6 of the 8 original, founding fathers fell into a state of martyrdom as unknown assailants assassinated them on their journey to establish peace with neighbouring tribes. Their deaths are attached to a legacy of sacrifice for the greater good of Sindaria and have manifested into various religious doctrines.

PORT MARSDEN (MYRA)

The port of Sindaria and gateway for the exportation of Myra to global markets.

LORIEN HILLS.

The hills, as many call it, represent the pinnacle of status in Sindaria and is home to some of the most well-recognised elves of the entertainment and political spheres of influence.

STERILIS:

A barren wasteland attributed to various myths and suspicions of magic-related activities. Most do not dare travel through the region, with city-wide beliefs of curse rampant within Sterilis. The origin of these myths is unknown, however, many attribute them to the story of 'the lost race' prevalent throughout Sindari folklore. The lost race is a term used to describe a tribe of Elves driven into the underground in the late 8th century as the Sindari-founding fathers established the city of Sindaria.

AVARI ELVES

AVARI ELVES

Arriving at the shores of North-Eastern Sindaria in the late 17th century, the Avari class of elves have not always enjoyed a peaceful stay. Early clashes with the local Sindaria population plagued their initial arrival as differences over culture & the use of magic drew artificial lines across city districts. Easily distinguishable by their heavy accents when speaking Easy-Sindari elvish, Avari's have since assimilated into Sindari way of life alongside other smaller minorities of differing Elvish races.

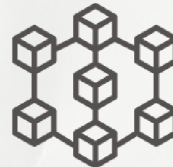
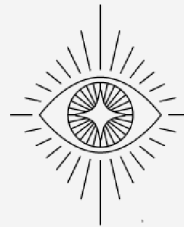
POPULATION

Avari elves make up approximately 4/10 elves residing within Sindaria. They're one of many minorities migrating into the traditionally Sindari dominated region. Located predominantly in Sindari's North-Eastern districts, Avari's tend to live in close proximity to one another and believe strongly in the notion of 'strength in numbers'.



USE OF MAGIC

Avari elves are known to be more conservative than their counterparts, valuing old traditions and the use of magic in everyday life. Despite its use being outlawed within Sindaria, many Avari elves engage in underground practices of magic for healing, entertainment, crime and business purposes. By extension, Avari's maintain in touch with old myths and superstitions.



ORGANISED SYNDICATE

Avari elves are rumoured to have established a widely connected, underground syndicate with links to organised crime at the highest levels of both business and crime. Furthermore, many claim the adjacent formation of local militias amidst historical scenes of oppressive government behaviour.



Revolution

In the 19th century the Avari Elves staged a popular revolution against the Sindari controlled government over claims of an abuse of power. Despite the revolution being crushed in under 2 weeks through violent crackdowns, it was seen as a catalyst for reform as Avari elves were given greater input in Sindari governing bodies. Anti-establishment feelings continue to linger in the modern day..

Politics

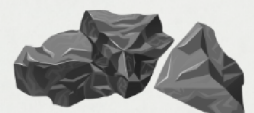
The 'People's Party' is an Avari dominated political party and maintains control of 23% of seats within the senate. However, many claim the party harbours no real influence on political affairs.

ORIGINS

The Avari Elves fled the region of Avarion after volcanic activity deemed their land uninhabitable. Sindaria represented the nearest safe haven and was a popular settlement of refuge for Avari elves who migrated to many adjacent regions. Despite the initial welcoming attitude of Sindari's, their differences in culture and etiquette has long maintained an atmosphere of tension between the two predominant races of Elves within Sindaria.

MYRA

Due to its proximity to Avari denominated districts, Avari's have notoriously placed a significant role in the mining and export of raw MYRA leading to subsequent riches. However, various levels of corruption has filtered out the 'trickle-down' effect as the local communities rarely reap the benefits.



SINDARI ELVES

THE INDIGENOUS ELVES OF SINDARIA

Descendents from the founding elders of the Sindaria, the Sindari race of elves are well known for their Elitisim and cult-like nature. They generally exude an element of 'high-hat' etiquette in relation to their financial status; however this facade has noticeably faded over recent decades and modernisation. Sindari's are also known for their ability in combat, possessing naturally high levels of agility and slight-of-hand capabilities.

78%

SINDARI ELVES MAKE UP 78% OF
HIGH-LEVEL POLITICAL POSITIONS
IN SINDARIAN COUNCIL



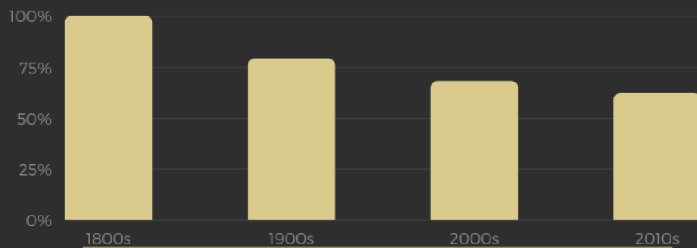
IN 2022, 6 OUT OF 10
ELVES WERE
REPORTEDLY OF
SINDARI
BACKGROUND.



SINDARI FAMILIES ARE
KNOWN FOR PASSING
DOWN CITY SECRETS
FROM GENERATION TO
GENERATION.

SHARE OF SINDARIA'S POPULATION

GENERAL DECLINE CONTINUES AS AVARI & OTHER RACES MIGRATE



SINDARI ELVES

GENERAL FACTS



THEY SPEAK A MIX OF
ANCIENT SINDARI-EASY
ELVISH DIALECT



PROGRESSIVE IN
NATURE



KNOWN FOR THEIR
DISTASTE OF MAGIC AND
ANCIENT TRADITIONS



POLITICALLY FOCUSED
ON ISOLATIONISM

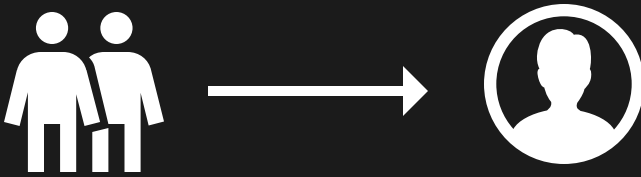
SINDARI ELVES

MURDER MECHANICS

State of the Art Deflation

Deflation.

Deflationary pressure is an essential element of any financial system; **EASY** Elves are no different. While each and every Elf is priceless in the eyes of our team, we'll be providing our community with the state of the art opportunity to combine the traits of 2 elves and build one **ELDER** Elf; burning one of the original two in the process.



Deflationary mechanism



Art Customisation



Lore Integrated



\$EZY token Compatible

The murder mechanic process will be facilitated by significant partners in the industry and accurately reflect the dangerous nature of Sindaria's streets.

The process will require payment through Sindaria's native \$EZY currency to commence, providing **deflationary pressure on the token** as well.





THE ART.

EASY ELVES.

All factors considered, art remains the fundamental element of any given NFT start-up. It's something our team has placed significant time into, perfecting our vision of the many Elves that inhabit Sindaria.

We've constructed over **120** unique layers in a generative format to ensure every single ELF possesses an element on individualism that holders can resonate deeply with.

These NFTs will not only provide holders with a sense of identity, but an array of coming utilities.

Our artists are among the best in the industry, capable of truly bringing the vast city of Sindaria to life.

Our immersive lore will be built upon the foundations set by our talented artists, depicting the internal struggle of the city in tremendous detail.

Each trait has a unique role to play in the Sindari story, emboldened by rich lore and story-telling.



METaverse READY

METaverse READY

The metaverse is at the forefront of WEB3's future and represents a sphere in which we're directing significant capital towards. Essentially, we're working towards establishing a distinct footprint within the metaverse sphere of influence. It's time to bring these Elves to life.

This includes cross-chain metaverse integration and notable partnerships lined up. The team is also looking to purchase and develop land in already established platforms such as Sandbox. This will provide immediate, digital spaces for our community to congregate and scheme in faction-segregated rooms.

Moreover, our team is working on the creation of 1:1 digital models of elves for our community to utilise. These models will simplify the onboarding process of Elves onto P2E platforms.

METaverse READY

DIGITAL 1:1 MODELS OF ELVES

We're working with our partners in the industry to create 1:1 digital & playable characters of Elves capable of inhabiting and exploring metaverses alike. We're looking to bring these Elves to life.

P2E READY

Another area in which we're dedicating significant time upon is the untapped potential behind the Play-To-Earn (P2E) segment of WEB3. We're collaborating with significant stakeholders in the segment to expedite the integration of Elves onto said platforms.

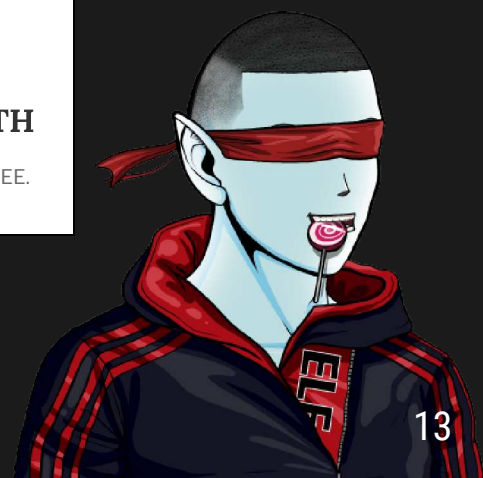
This will facilitate opportunities for our community to utilise their Elves to compete in games, win prizes and native tokens. This is fundamental and will be expanded open in the mid-term.

We aim to be able to involve Elves to a scale in which every individual elf will have their own digital footprint in these partnerships, however, the scale of this particular endeavour is understandably large and is not a short-term target.



THEO SURITH

Head of Operations, EE.



\$EZY TOKEN

SIGNIFICANCE

\$EZY maintains a strong presence in both the physical and digital realm of Sindaria, representing the official and ancient currency of the Elvish region.

\$EZY will represent the IRL community token developed with deep consideration of legal compliance and tokenomics systematics.

TOKENOMICS

\$EZY will be structured in a self-sufficient manner, prioritising utility and use-cases. Our team is looking to establish a currency for both our community and the wider Solana community to utilise in a similarly fashion.

Deflationary mechanics will be at the heart of our endeavour as we look to implement fundamental theories of supply and demand to our ecosystem. Implementation of deflation will occur through our state of the art **murder mechanics**, irl use-cases, upgrades, **virtual real estate** and more. We're going to change the game.

DYNAMIC STAKING

Our team is looking to establish a new perspective on NFT staking with our '**Dynamic Staking Function**'. Depending on your Elf's in built metadata such as race and place of residence, the output of your staked Elf will vary.

This function will often correlate directly with events within the lore, creating a new way of staking NFTS.

BUILT EXCLUSIVELY ON

SOLANA



EASY FRANCHISE

FIRST FRANCHISE ON SOLANA

We're here to take over and to do that we're building the foundations for a first-of-its-kind, WEB 3 franchise.

The EASY franchise will embody a badge of authenticity, facilitating an ecosystem wide expansion of the brand.

Through a rigorous vetting process and revenue agreements, new projects will be able to utilise the EASY brand in a similar fashion to real-world, franchising licenses.

This will also provide new income streams, external to royalties, helping both scale the brand/project, while simultaneously creating value for the community to benefit from.

The EASY brand will be multi-project and platform. It'll be hard to miss.



MULTI- PROJECT



BADGE OF AUTHENTICITY



ECOSYSTEM FRIENDLY

EXPANSION

Establishing external income streams is essential for project longevity and the ability to scale. Through our franchising initiative we're providing both revenue streams and organic marketing to the brand. It's a well calculated recipe for success.

Within months the licensing to adopt the EASY brand on new projects/platforms will be widespread.