

PLRT

PRIVATE LABEL RIGHTS TOKEN

WHITEPAPER

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INTRODUCTION

Recent advances in Blockchain technology, such as the ERC721 NFT standard, have created a new and vibrant form of economic revolution globally. Today we see that in virtually all sectors and industries, businesses are aligning their activities to leverage this new phenomenon to generate more security around their products and create new and interesting methods of delivery.

The continuous improvement of the digital asset sphere brought about by tokenization, monetization and exclusive brand and creator offers, has created a new market that is accessible worldwide 24 hours a day, bringing curated services and leading to exponential growth and engagement by many businesses.

As cryptocurrency standards like the ERC20 Token and ERC721 NFTs become more popular, they create a new and novel marketplace.

For NFT in particular, it has provided opportunities to monetize almost any type of asset from artistic content, such as digitally generated one offs, to fractional ownership of assets that previously were not accessible in a shared or fractional format.

DEFINITION OF TERMS – NFT

NFT is the acronym for Non Fungible Token and represents the undeniable and counterfeit proof ownership of a specific digital item. Some of the products we are seeing range from paintings and music to gated entry to previously pay walled website content. Now a user simply has to connect a wallet that contains one NFT token and this provides cryptographic proof of their right to the product.

In the case of PLRT, the NFT represents specific ownership of a PLR license which is connected to a downloadable file that contains the explicitly licensed content.

As such, the content is not easily transferable like an HTML download page that can be shared or forwarded or copied. The way in which the platform works is by connecting the cryptographic signature of the user with their previously purchased and licensed products via public and private key encryption and the PLRT platform.

ABOUT PLRT

Private Label Rights Token (PLRT) is an ERC20 Token which functions as a utility token for our hybrid encryption-protected PLR/NFT minting platform. For the most efficient processing of low fee transactions our platform is built on the Binance Smart Chain.

HOW DOES PLRT WORK?

The purchase of the private label rights (PLR) licence to a digital product gives access to certain benefits. For instance, a purchased PLR e-book or video course comes with the option to edit the contents, re-brand them and put your own name or company as the author and resell the course as if it were your personal property.

PROJECTS UNDER PLRT

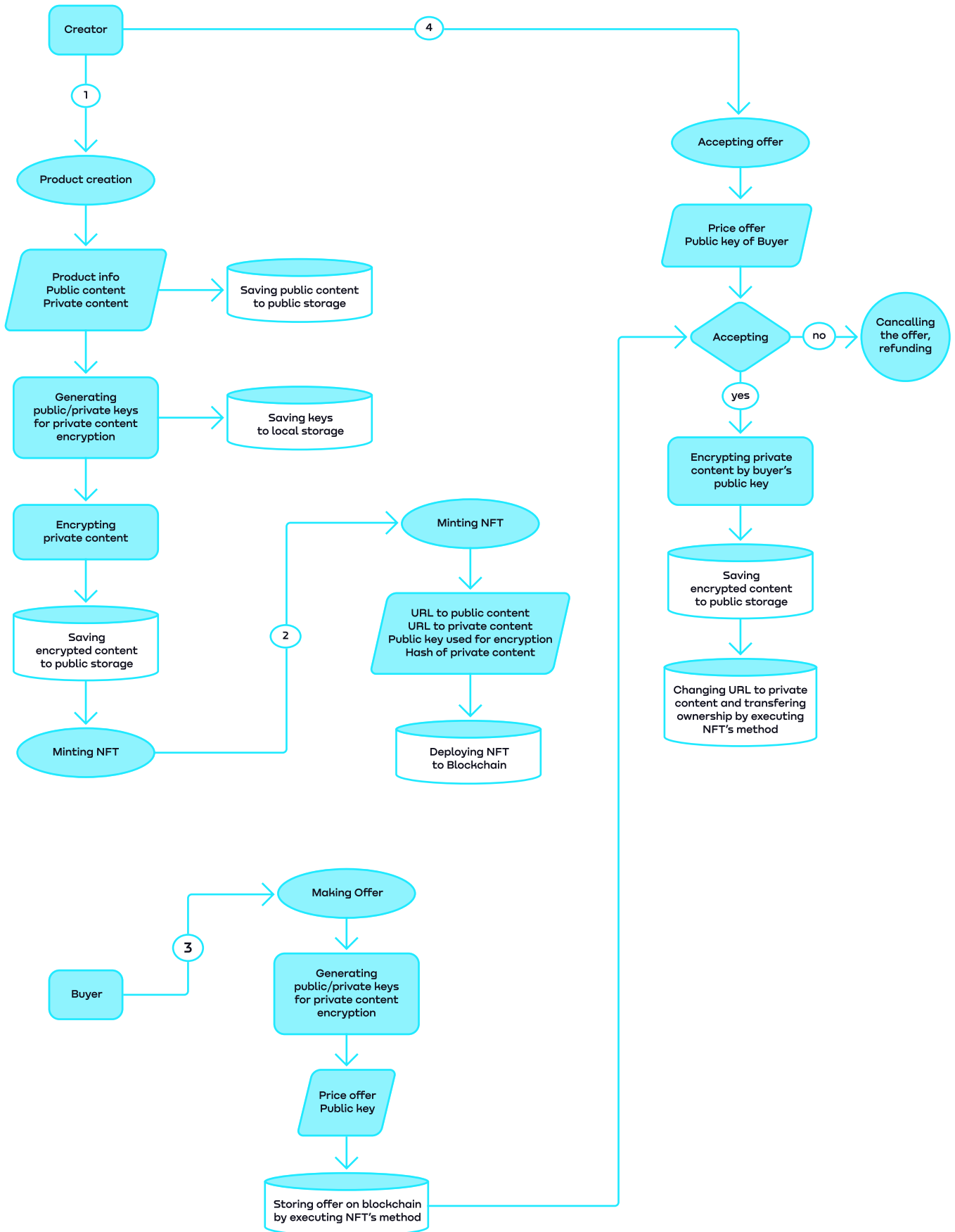
Our goal is to listen and collaborate with users/stakeholders. We intend to know how and what we can improve from your perspective.

Some of our projects include:

- **An NFT Marketplace** – The platform allows users to buy and sell limited editions of high quality content with a Private Label Rights (PLR) license in the form of a cryptographic NFT or ERC721 token.
- **Security on Truly Limited Content** – PLR Licenses allow content to be bought and sold freely using an NFT as the licensing token. By cryptographically pairing the PLR content to the users web3 wallets we eliminate the propensity for duplication and keep the movement of these assets fully traceable.

Another small advantage is that the PLR pack will have its last and current price on the blockchain and therefore its value may increase over time as the product's limited copies are sold out.

IMPLEMENTATION DETAILS



PLRT FLOW

PRODUCT MINTING

1. Creator opens our platform and connects the wallet
2. Creates a product:
 - a. Adds public section, e.g. preview content, description, etc
 - I. The preview content is uploaded as is to storage (ipfs, etc)
 - b. Adds private section, e.g. the actual content
 - I. At this stage automatically a pair of public/private cryptographic keys is generated
 - II. The private content is encrypted by the public key generated at the previous step
 - III. The encrypted content is sent to the storage and a URL to the uploaded content is obtained
3. Now having URLs to the preview and the private content, mints an NFT:
 - a. NFT's metadata: URL to preview content, URL to private content, the public key used for encryption

PRODUCT PURCHASE

1. Buyer makes an offer for a product (nft)
 - a. At this moment automatically a pair of public/private cryptographic keys is generated
 - b. Sends the public key within the offer
2. The owner of the NFT receives the offer
 - a. Decrypts the private content by his own private key
 - b. Encrypts it by the public key of the buyer
 - c. The encrypted content is uploaded back to the storage and a new URL to the uploaded content is obtained
3. Now having the updated URL of the private content:
 - a. Metadata is updated. Namely: public key and URL to the private content
 - b. NFT is transferred to the new owner

THE TEAM

The PLR Token has the backing of a dedicated team of designers, developers, online marketers, and writers, as well as a handful of moderators whose primary role is to answer questions and keep everyone informed and up to date via social media and other platforms.



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THE #1 PROBLEM WITH TRADITIONAL PLR

Enforcing a traditional private label rights (PLR) license is not an easy task. The license that comes in a text or PDF document is literally a guide or set of rules that relate to how the content may be used.

As such it is common that customers fail to adhere to the rules, and **vendors have no real way to track** or to eliminate fraudulent activities such as illicit copies or use in a way that is not specifically permitted within the terms of the license.

HOW PLRT SOLVES THIS PROBLEM

Our novel solution to this problem is the pairing of PLR products with an NFT as a license which acts as a totally unique and cryptographically verifiable copy of PLR contents that is only ever editable or able to be sold by the person who holds it in their wallet.

This innovative method helps to maintain the value of the licensed material by cryptographically protecting it from illicit copies and unauthorized distribution

One other distinct benefit of holding PLR/NFT in your wallet is that

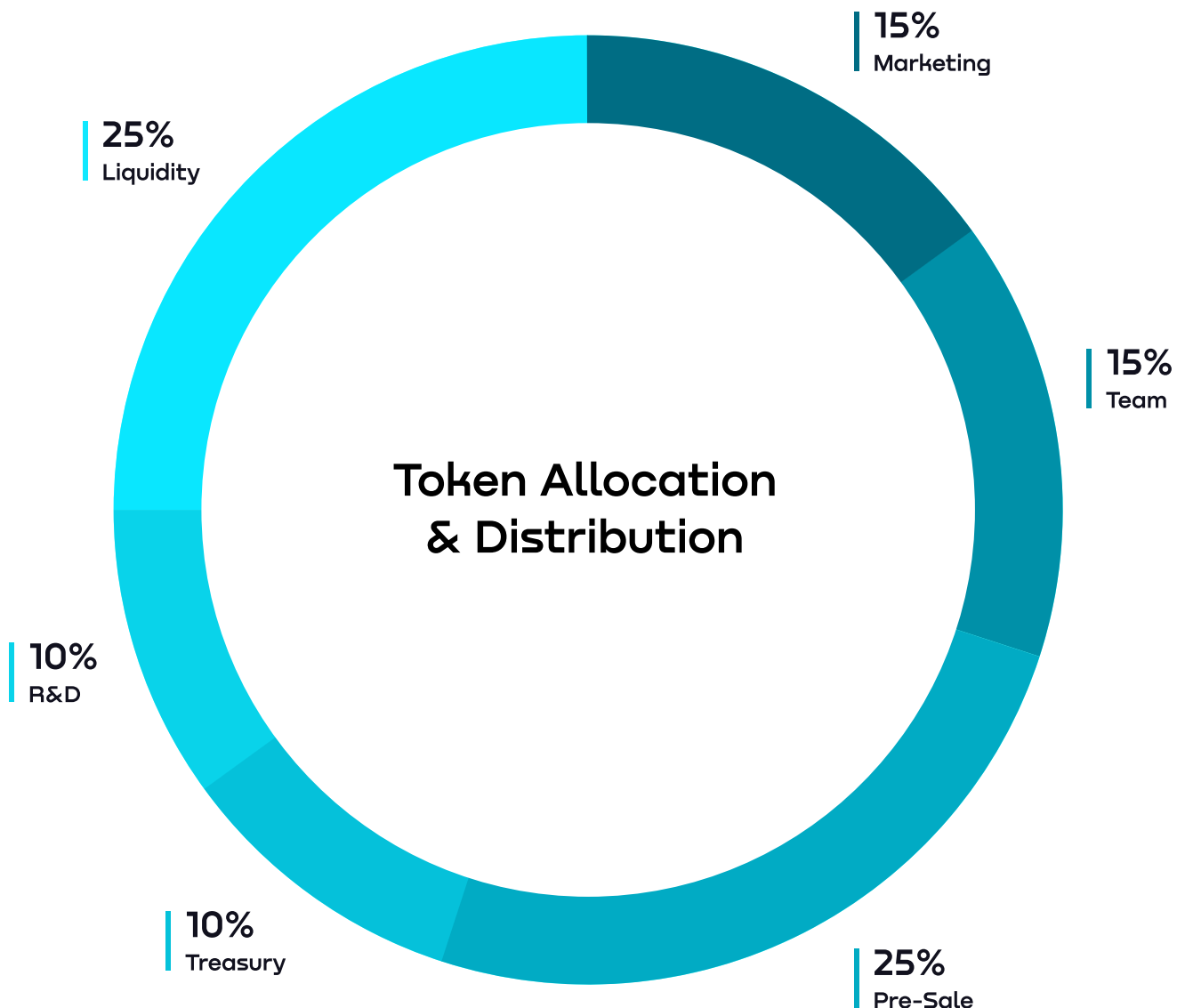
as a holder you will be entitled to receive a small percentage from all future PLR/NFT sales on the platform. This is something we are writing in stone in our contract in order to guarantee that every person who buys and uses PLRT may enjoy this secondary benefit.

TOKENOMICS AND DISTRIBUTION

Total Supply:	100 000 000
Symbol:	\$PLRT
Wallet Burn:	Yes
Presale:	20%
Liquidity:	25%
Treasury:	10%
Team:	15%
Private Sale:	5%
Development:	10%
Marketing:	15%

TOKEN DETAILS

Token Name	Token Symbol	
Private Label Rights Token (PLRToken)	PLRT	
Max investment per Wallet	Total Supply	Liquidity lock period
12.5 BNB	100 000 000	365 Days



25%

LIQUIDITY

25 000 000 will be added to PLRT liquidity immediately.

10%

RESEARCH & DEVELOPMENT

These tokens are being used to further develop and maintain the PLR/NFT minting platform for the users.

10%

TREASURY WALLET

Tokens used for future advisors and contractors needed during scaling of the project as well as all other miscellaneous costs.

25%

PRE-SALE

Private

Whitelisted Token Sale **5 000 000** PLRT Tokens. Tokens on sale to buyers who are listed on the contract whitelist for a period of **30-45 Days**.

Public

Public Presale **20 000 000** PLR Tokens

15%

TEAM WALLET

Salaries for all the work of the individuals in the development team. This contract is set to allow the same vesting framework as the Private and Public Token sales where the team will receive **10%** of their allotted amount every 7 Days. This ensures team allocated tokens barely affect the price of the token overall.

15%

MARKETING

15 000 000 PLR Tokens. These tokens will be used for marketing campaigns across social media and the internet. A quantity or all of these Tokens can be **burned** by discretion of Team.

Burn Wallet

After the two pre-sales are complete, ALL Unsold Tokens will be **burned** at the discretion of the team. This will happen strategically and without advertisement as a part of our anti-whale measures and will happen after liquidity has been added to the exchange and the pool locked for **1 year**.

Anti Whale / Team & Presale Vesting periods

All Token sales from the whitelisted phases will be limited to withdrawal of 10% of their total invested token allocation every 7 days. That is to say a person with a balance of **100 000 tokens** may withdraw **10 000 tokens** every **7 Days**. The team vesting wallet is limited in the same way.

PRESALE VESTING PERIOD GUIDELINES

All team tokens, tokens from the presale phases limit withdrawal to 10% of their total token allocation every seven days. This limitation also applies to the treasury, R&D and marketing wallets except in this instance the limit works on a 30 day basis.

This vesting period ensures that neither the team or whales who purchase in the open market may have a great impact on the initial price as they will not be able to sell all at once, instead slowly unlocking their investment over time.

ROADMAP

PHASE 1

- Team creation
- Unveiling of Logo and Design
- Project and Website Launch
- Creation of Social channels

PHASE 2

- Creation of the official whitepaper
- Design of an adaptable Smart contract
- Development and Release of marketing strategy
- Commencement of Token Presale

PHASE 3

- Commencement of the Platform Development
- Creation of platform branding and designs
- Establishment of guidelines for PLR vendor listings
- Establishment of guidelines for customers

PHASE 4

- Commencement and continuation of Multiple Audits
- Listing on CoinMarketCap
- Listing on CoinGecko
- Collaborations with Larger Exchanges

CONCLUSION

Our goal is to provide resources and tools for individuals and companies who may not be able to find the time or have the budget to hire someone to write content. All of our products have the necessary components to attract potential customers looking for high value packs to resell or brand as their own content. For this reason, we aim to be your one stop shop for the best PLR services in the blockchain space.

SOCIAL MEDIA CHANNELS

 twitter.com/plrtoken

 t.me/plrtoken

 discord.gg/KDzdMU6SAq

 plrtoken.com

DISCLAIMER

INFORMATION PUBLISHED IN THE WHITEPAPER

The whitepaper provides information and material of general nature. You are not authorized and nor should you rely on the whitepaper for legal advice, business advice, or advice of any kind. You act at your own risk in reliance on the contents of the whitepaper. Should you decide to act or not act you should contact a licensed attorney in the relevant jurisdiction in which you want or need help. In no way are the contributors to the whitepaper responsible for the actions, decisions, or other behavior taken or not taken by you in reliance upon the whitepaper.

INVOLVEMENT RISKS

The team does not recommend that any cryptocurrency should be bought, sold, or held by you. Make sure to conduct your due diligence and consult your financial advisor before making any financial decisions. By purchasing PLRT, you agree that you are not purchasing a security or investment and you agree to hold the team harmless and not liable for any losses or taxes you may incur.

You also agree that the team is presenting the token "as is" and is not required to provide any support or services. You agree that by purchasing or exchanging PLRT tokens you may not claim any tax, fee, reward or any transaction or activity from PLRT token, nor any of the PLRT team members, nor any other third-party. Any functionality of the PLRT token application, the PLRT token as well as the PLRToken project mentioned within the present whitepaper is of purely technical nature and not related to any legal claim of a PLRT token holder.

