



## ELVIS GENESIS KEYS

LITE PAPER

The first fully on-chain Elvis NFT  
from the **Estate of Elvis Presley**

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# Our Vision

Elvis Presley is widely regarded as one of the most influential pop culture figures of the 20th century and is often referred to as the “King of Rock ‘n’ Roll.” However, a lesser-known fact is that Elvis was one of the early adopters of modern technology. He wore the first ever electric wristwatch in the classic film Blue Hawaii, had the first home VCR and he was the first and biggest musician to use live television to jumpstart his career.

With television, fans could feel and see Elvis’ presence in their own homes. Television enabled Elvis to communicate directly with the masses, providing unparalleled access to Elvis’ energetic bravado that set off a jailbreak fever that tore across the country.

The principles Elvis stood for – rebellious creativity, artistic freedom and prioritizing the fans – are still as relevant today with new technology that is as game-changing as television: the blockchain. It is our mission to honor Elvis’s legacy through a community-owned and governed project, built to be 100% immutable. The King has arrived.

**Katie Jones**

**SVP, Entertainment, Authentic Brands Group**

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# The on-chain significance of Elvis Genesis Keys

The Elvis Genesis Key is stored completely on the blockchain and does not rely on external servers such as the IPFS for hosting media data. It is constructed entirely from code, with no pixel data whatsoever. The token is displayed using SVG (Scaled Vector Graphic) code that has been meticulously crafted to achieve its inspired design, all within the constraints of storing such code entirely on-chain.

On-chain NFTs inscribe artwork directly on the blockchain, unlike other NFTs that use external servers to host images or videos, the brilliance lies in its immutability and permanence.



# Who was Elvis Aaron Presley?

Elvis Presley is one of the most influential pop culture figures of the 20th century. Often referred to as the “King of Rock ‘n’ Roll,” Elvis’ commanding voice and charismatic stage presence unleashed a musical and cultural revolution that changed the world. Over the course of his extraordinary career, Elvis was nominated for 14 Grammy Awards (3 wins), sold over 1 billion records worldwide, received the Grammy Lifetime Achievement Award, and was named “One of the Ten Outstanding Young Men of the Nation” by the United States Jaycees, as well as the 2018 recipient of the Presidential Medal of Freedom. In addition to his musical accolades, Elvis starred in 33 films and made numerous television appearances. His influence and impact on the generations of future musicians is being felt to this day. From Madonna to Bon Jovi, Paul McCartney to Beyonce, they all call Elvis an inspiration.



More than 60 years after his global debut, Elvis’ legacy is stronger than ever. His life and music have inspired countless hit musicals, movies and TV series’, fiction and non-fiction books, musical covers, and commercial endorsements. An enduring symbol of “The King of Rock ‘n’ Roll’s” stardom, Graceland, Elvis’ Memphis home, is the second most-visited home in the United States after the White House, drawing over 600,000 visitors annually and tens of thousands of fans for its Elvis Week celebration. With more than 15 million fans across social media and a growing multimedia presence, the “King of Rock ‘n’ Roll” continues to inspire today’s most influential musicians, designers, entertainers, and social influencers and captivate audiences around the world.

# Introducing the Elvis Genesis Keys Utility and benefits



## FULLY ON-CHAIN GENESIS NFT

The 1968 Comeback special moment as an on-chain NFT. Unaffected by IPFS hosting, this moment in history will live on the Ethereum blockchain in perpetuity.



## EXCLUSIVE METAVERSE EXPERIENCES

Elvis Genesis Key holders will be gifted officially licensed Elvis Decentraland wearables, not available to the general public. These include the white jumpsuit as part of the Guinness World Record virtual event. Holders will also receive all-access passess to Elvis metaverse experiences and exclusive VIP events. Exclusive benefits will also be given to holders through The Sandbox and MONA. More information will be released soon.



## THE VAULT

Elvis Genesis Keys give fans an all-access to explore the vault. The genesis token are your keys to the vault. The vault is a time capsule and journey of discovery, exploring new ways of digital ownership and offering a fans a never-before-possible experience with the IP. It contains never before seen memorabilia and artefacts including outfits, cars and digital artworks.



## SHAPE THE FUTURE OF ELVIS' LEGACY

Vote on future releases from the vault, and gives fans the ability to engage with and shape the future of Elvis on the blockchain. A members-only Discord will give voting rights for future collections, exclusive events and opportunities to connect with like-minded fans. Together with our partners, we are building something truly one-of-a-kind.



## ELVIS MEMORABILIA IRL & ON-CHAIN

In line with our vision of serving Elvis' legacy, the Elvis Genesis Keys project intends to allocate a portion of project funds to source and procure real-life Elvis memorabilia from private collections. Real-world items will be loaned to museums, for current and future generations of fans to enjoy.



## REWARDS & DIGITAL/PHYSICAL GIVEAWAYS

Rewards include private tours of Graceland and Memphis recording studio, access to other touring collections internationally and virtually, physical memorabilia and keepsakes, future project whitelisting, free claims, airdrops and money can't buy Elvis experiences.



# Introducing the ERC721B, an even smarter smart contract



## ERC721

Widely considered the gold standard for smart contract development and the backbone of many blue-chip NFT collections, the OpenZeppelin ERC721 is both feature-rich and reliable. However, with more projects and a growing user base a key weakness has emerged, high gas transaction costs for both minting and transferring NFTs.

## ERC721A

Popularised by the Azuki project and dubbed the ERC271A, an implementation of the ERC721, it was able to achieve significant gas savings by minting multiple NFTs in a single transaction. An innovation in many respects, one sacrifice made for gas efficiency has been a reduced feature set, one example is the inability to mint random IDs, only sequential.

## ERC721B

The ERC721B standard improves upon the ERC721A implementation by supporting a full feature set and utilising bitwise operations, whereby processing is performed on a binary level which is the most efficient way to process numbers. Click [here](#) to view a transaction involving a transfer of 5x ERC721 NFTs and 7x ERC1155 NFTs requiring only \$23.49 in gas.



# Introducing the Elvis Genesis Keys Tokenomics & Sale Particulars



## TOKENOMICS & SALE PARTICULARS

Release Date (Whitelist)	TBA June 2022
Release Date (Public)	TBA June 2022
Total number of tokens	1,935
-Whitelist	TBA June 2022
-Tokens held from sale	TBA June 2022
Wallet Limits	TBA June 2022
Price per token	TBA June 2022
Blockchain	Ethereum
Smart Contract	ERC-721b
Smart contract address	TBA June 2022
OpenSea collection	TBA June 2022



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# Elvis Genesis Keys

## Artwork Overview



Legacy

Metaverse

THE FIRST OFFICIAL *Elvis Presley* NFT

Every Elvis Genesis Key NFT will be one-of-a-kind, an entirely on-chain NFT which means that it will exist in forever on the Ethereum blockchain.

Each token minted generates a unique design with variation in colour, brightness & animation properties. Colour traits will take on names of symbolic of places, moments & things in Elvis' life.

It's with this combination of emerging blockchain technology, artistic direction & honorable tribute that stands to lay the foundation of this tokens prominence.



*Elvis Presley*

#1935



*Elvis Presley*

#1935



*Elvis Presley*

#1234



*Elvis Presley*

#1234

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# Artwork inspiration

## The King of Rock & Roll is back

Art

Legacy

Metaverse

It starts with the glimmering lights simply reading “ELVIS”, made famous in his iconic ‘68 Comeback Special aired by NBC on December 3rd 1968 at 9PM EST. The ‘68 Comeback special was a monumental moment in Elvis’s career. One that marked his return to live performance after 7 years focused on Hollywood. The physical stage, simple but elegant, became his most iconic. “ELVIS” in flashing red lights signaled the King of Rock & Roll was back. We have used this as inspiration to commemorate this next chapter in Elvis’s legacy, his arrival to the blockchain.



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THE FIRST OFFICIAL *Elvis Presley* NFT



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# Legacy and the Legendary Memphis Mafia

Art

Legacy

Metaverse



The “Memphis Mafia”, pictured left, was the nickname given by the media to a group of Elvis Presley’s closest friends, associates, employees and cousins whose main functions were to accompany, protect, and serve Elvis from the beginning of his career in 1954 until 1977.

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THE FIRST OFFICIAL *Elvis Presley* NFT



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ELVIS

# Experience, serve and protect the Elvis Legacy

Art

Legacy

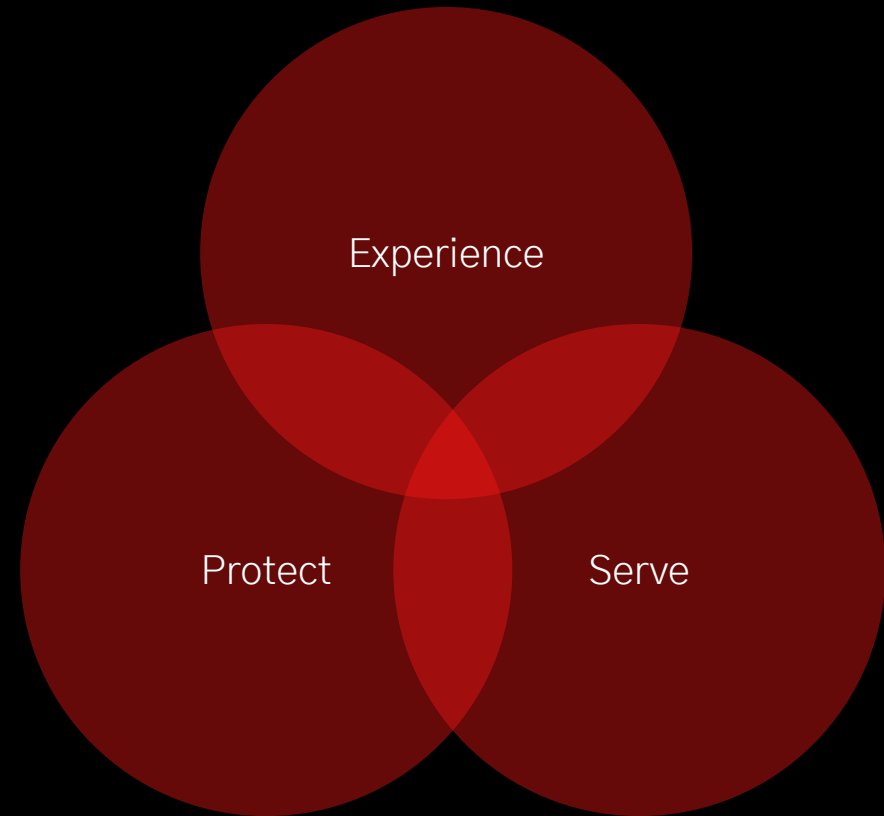
Metaverse

In much the same way the Memphis Mafia served and protected Elvis throughout his career, holders of the 1,935 Elvis Genesis Keys have the opportunity to serve and protect Elvis' legacy as members of a virtual creative council.

Experience. The genesis token are your keys to the digital vault. The digital vault is a virtual time capsule and journey of discovery, exploring new ways of digital ownership and offering a fans a never-before-possible experience with the IP.

Protect and serve Elvis' legacy and partake in its future evolution. Leveraging blockchain technology to create new modes of engagement and granting community governance and decision rights.

Stage 1 is launching Elvis on-chain Genesis Key NFTs & Metaverse. Stage 2 From origination, we are creating Elvis On-chain with the ethos of a DAO model in mind and will share more details as we advance on this mission.



# Elvis Memorabilia IRL & on-chain

Art

Legacy

Metaverse

Web3 provides the technology building blocks that enable the convergence of the digital and physical worlds and in doing so, creates new possibilities for fans to experience with music, art and collectibles.

As the custodians of Elvis' legacy, token holders have a never-before-possible opportunity to shape and influence its future, in direct collaboration with the Elvis Presley Estate.

Extending the concept of virtual vault, the Elvis Genesis Keys project intends to allocate a portion of project funds to source and procure real-life Elvis memorabilia from private collections. In line with our vision of serving Elvis' legacy, these real-world items will be loaned to participating museums, for current and future generations of fans to enjoy.

Elvis Genesis Key holders will have the opportunity to vote on the real-world pieces to procure, as well as the museums in which they will be showcased.



# Elvis-themed Metaverse Experiences

Art

Legacy

Metaverse

Built from the ground up in Decentraland, and as close as you'll get to time travel, experience the immersive Elvis Presley Metaverse in with exclusive airdrops, activations and events.



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NFT

*Elvis Presley*

THE FIRST OFFICIAL



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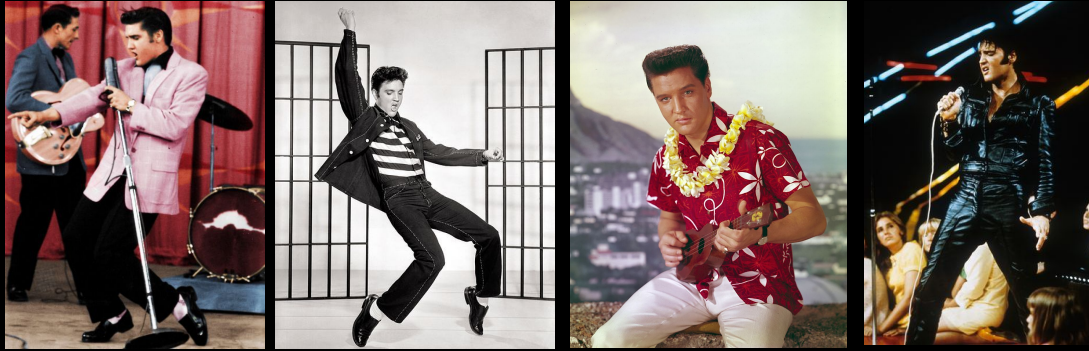
ELVIS

# Licensed, Limited Edition Metaverse Wearables

Art

Legacy

Metaverse



Limited edition releases of officially licensed Elvis wearables will be airdropped to genesis NFT holders. Iconic designs including the at-the-time controversial '56 Pink Blazer outfit from the Milton Berle show, '57 Jailhouse Rock outfit, '68 comeback black leather outfit, '61 Blue Hawaii outfit and '73 1973 American Eagle jumpsuit have been meticulously recreated in 3D are part of the wearables collection.



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THE FIRST OFFICIAL *Elvis Presley* NFT



Legal

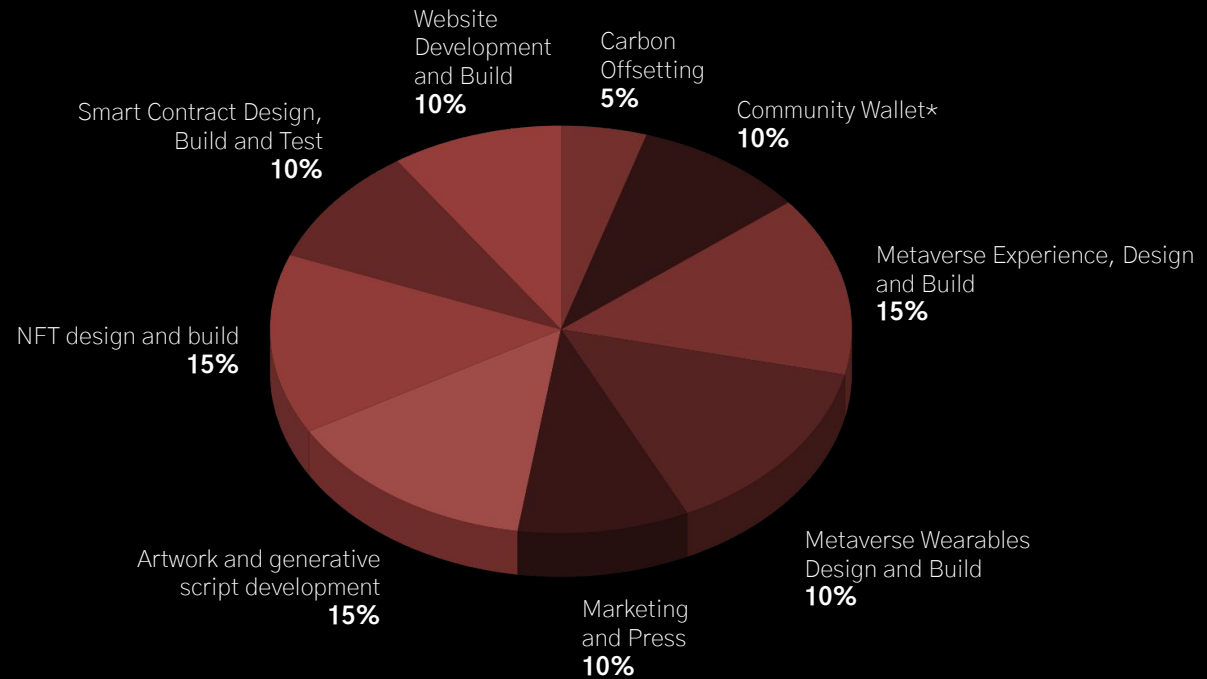
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ELVIS



# How Elvis Genesis Keys project funds will be allocated

The following chart outlines the intended allocation of funds raised by the Elvis Genesis Keys project. There will be some variability resulting from price fluctuations in Ethereum, particularly where suppliers are compensated in FIAT currencies and precise project costings. These costs exclude licensing fees to Elvis Presley Enterprises.



\* Gross primary sale revenue and secondary sales commissions



# Proudly brought to you by a global team of Elvis fanatics, engineers, artists and blockchain evangelists



### Elvis Presley Enterprises

The entity created by "The Elvis Presley Trust" to manage its assets, including Graceland



### Graceland

The home of Elvis Presley, 3764 Elvis Presley Boulevard, Memphis, Tennessee, US.



### Dappcraft

Metaverse digital fashion, 3D scenes/animation, games and event designers.



### Decentraland

An open-source 3D virtual world platform built on the blockchain.



### Sandbox

A gaming experiences metaverse where players can build, own, and monetize.



### Spatial

### Spatial

Unique virtual spaces for creators and brands to share culture together.



### Coorest

A blockchain platform that helps to reduce CO2 emissions and protect the environment.



### MetaKey

The ONE token with utility across gaming, virtual worlds, discounts, and much more!



### Mona

Open 3D Metaverse spaces to collect, create and gather with others.



### Pellar

Specialist full-service blockchain development and solutions provider.



### Run It Wild

A multidisciplinary blockchain studio specialising in art, collectibles and gaming.



### Vegas City

An open-source virtual world and one of the largest Decentraland districts.



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# Utility and benefits From Elvis Genesis Keys Partners



## We are planting an Elvis

**On-chain Forest.** A proportion of project funds will go towards investing in tokenized NFTrees backed by real planted trees with [Coorest](#). This partnership enables us to preserve Elvis' legacy at the same time as preserving the world's legacy, the environment. Eventually, you'll be able to wander around the IRL Elvis Presley forest. Click [here](#) for more information about Coorest NFTrees.

## Mona

**A Monaverse for Elvis Genesis Key holders.** We will be creating a unique high-fidelity Elvis social environment for holders. This space will play host to a string of community events and activities including housing memorabilia purchased by the community wallet. More details will be announced soon. Click [here](#) for more information about Mona.



**Elvis On-chain is developing an Elvis x Sandbox game with Elvis Genesis Key holders receiving exclusive Sandbox perks.** The Sandbox voxel-style gaming initiatives includes multiplayer and solo quests complete with Elvis avatars and many more surprises. Holders will receive exclusive updates on the Elvis x Sandbox game as we develop the unique interactive experiences. Click [here](#) for more information about The Sandbox.

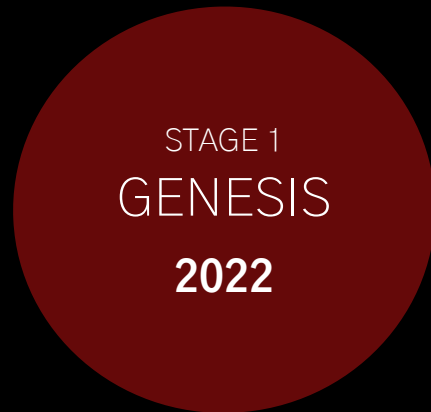


## Spatial

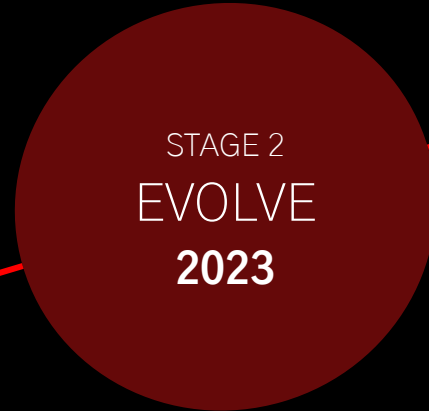
**Unique social space for the Elvis On-chain community.** Extending Elvis' rich legacy even further, we will be developing a community driven environment with Spatial. Here you will find content from the Elvis vault while you explore the virtual environment with your avatar. More details will be announced soon. Click [here](#) for more information about The Spatial.



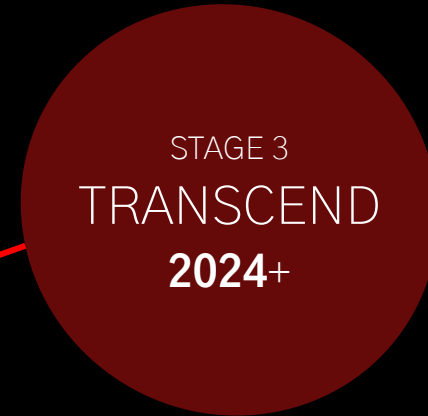
# Elvis Genesis Keys roadmap highlights



Launch Elvis Genesis Keys and cultivate a community of like-minded individuals who have come together in the name of experience, serving and protecting the legacy of the King of Rock & Roll. We will deliver new and exciting virtual and IRL experiences together with our incredible list of partners.



Build towards Elvis On-chain with the ethos of a DAO model whilst continuing work with new and existing partners to deliver utility for the Elvis Genesis Keys community, including exclusive virtual and IRL experiences, project whitelists, metaverse access, gaming and music experiences.



Deliver meaningful and impactful community-led initiatives that in parallel adds value to the Genesis Key holders and reaches new audiences through Web3 enabled digi-physical experiences.





Elvis's legacy, forever immutable.



# KEY DEFINITIONS

**Blockchain** – a data structure that holds transactional records and while ensuring security, transparency, and decentralization. You can also think of it as a chain of records stored in the forms of blocks which are controlled by no single authority.

**Community Wallet** – Refers to the portion of the funds raised by this project that will be reserved for procuring real world Elvis memorabilia.

**Decentraland** – An Ethereum-based blockchain platform where users can purchase, build and monetize virtual reality applications.

**DAO** – A decentralized autonomous organization (DAO), is an organization represented by rules encoded as a computer program that is transparent, controlled by the organization members and not influenced by a central authority.

**Ethereum** – Ethereum is open access to digital money and data-friendly services for everyone – no matter your background or location. It's a community-built technology behind the cryptocurrency ether (ETH) and thousands of applications you can use today.

**GWEI Fees** – Ethereum transaction fees, known as Gas Fees. When you mint your token you will incur a gas fee. These are payments made by users to compensate for the computing energy required to process and validate and vary depending the demand on the blockchain at that moment in time.

**NFT** – A non-fungible token is a unit of data stored on a digital ledger, called a blockchain, that certifies a digital asset to be unique and therefore not interchangeable. NFTs can be used to represent items such as photos, videos, audio, and other types of digital files.

**Metamask** – A cryptocurrency wallet used to interact with the Ethereum blockchain. It allows users to access their Ethereum wallet through a browser extension or mobile app, which can then be used to interact with decentralized applications. This is where your NFTs and Ethereum can be stored.

**Minting** – is the process of creating tokens on the Ethereum blockchain.

**Web3** – A new iteration of the internet that is based on the blockchain and incorporates concepts including decentralization and token-based economics.

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