



Revolutionising The Creative Industries

With The \$FUCR Token

'The Gift That Keeps on Giving'

What is \$FUCR and the Future Creatives ecosystem?

Future Creatives - An ecosystem that decentralises funding, distribution and commissioning in the entertainment and cultural industries so that fans can earn rewards, artists thrive and venues become sustainable.

Using DeFi, repurposing empty commercial real estate and crowd commissioning to support venues and streaming services that are audience and artist owned.

\$FUCR is a utility token that gives access to the Future Creatives ecosystem.

Its members can receive rewards by support and commission artists, creators and entertainers to make their best work.

The utility token will give, amongst other privileges:

- Voting rights
- Early access to projects
- Right to lease their utility token

\$FUCR and the Future Creatives ecosystem aims to:

- Reward fans, audiences and customers for commissioning creatives
- Reward creatives with sustainable incomes and frameworks for creative freedom
- Reward venues and streaming services with the ability to take creative risks in their programming, become sustainable and grow their audience globally in the real world and Metaverse.

The Ecosystem

Tokens & rewards	Social & Professional Network	A Marketplace
Fans and audiences use the physically backed, \$FUCR token to earn rewards and income from co-commissioning and supporting their favourite artists.	An AI assisted, social and professional network and workshop space in the real world Metaverses. Where project owners create power teams to deliver the dreams.	A marketplace of digital and tangible projects, products and productions with a fundraising and supporters platform powered by the \$FUCR token.

Team

The award winning core team has over 60 years of combined expertise in creative technology, blockchain development, real estate events, the arts and the creative industries.

- Kwesi Johnson. Co-Founder/CEO/Creative Director – [Link](#)
- Maya Alexander. Co-Founder/Marketing Manager– [Link](#)
- Bloxico. Blockchain Dev. – [Link](#)
- Ed Fowkes. Real Estate , Business Dev. – [Link](#)

Problems we are solving:

- The unsustainable and exploitative nature of the entertainment, arts and cultural industries
- Fans not getting a good deal and no value for the money
- Venues closing adding to the empty commercial property space crises

Solutions:

- Repurpose real estate
Creating a network of digitally connected and multi-purpose, leisure, culture and innovation spaces
- Social & Professional Network
An AI assisted, social and professional network in the real world and Metaverse for artists, creatives, community and impact investors
- A Marketplace
Driven by tokens & rewards where fans and audiences use a physically backed, \$FUCR token to earn rewards and income from co-commissioning and supporting their favourite artists

Our Why

The entertainment, culture, arts and real estate industries are ripe for disruption by blockchain and NFTs. \$FUCR and Future Creatives are building a decentralised platform that empowers fans, artists, community and impact investors to collaborate and cocreate the content and spaces they love, without intermediaries or gatekeepers.

The annual combined value of the industries in the UK alone is \$2 trillion dollars, with the majority of that going to the gatekeepers that control what fans get to see via venues, and streaming services.

Having independent spaces and streaming services that are fractionally owned by artists, fans and community and supported by smart contracts and NFTs is a key component so that the funds we unlock with independent artists get distributed more evenly across the industry.

Independent artists who do not have deals or funding outnumber those that have. Having the deals does not make the creatives better, art is subjective. Allowing the audience to decide who 'makes it' enables the system to more equitable and genuine.

We acknowledge that music streaming platforms like Spotify has never been profitable since its inception and it pays musicians a pittance per play. Ironically Netflix can deliver huge profits to its shareholders but causes writers to strike for fair pay.

With venues continuing to close at an accelerated rate and funding budgets being cut leads us to believe there's more than enough evidence to support that there needs to be a fairer and sustainable system.

Opportunity

We aim to make it easier for struggling venues to know what their audiences want by enabling them to collaborate with the artist so artists can be free from funding constraints, subjectivity and corporate agendas.

We offer an alternative to the current flawed and limited system that does not serve the majority of the creative sector. \$FUCR creates and unlocks new possibilities for fans, venues and artists to collaborate and co-create the content and spaces they love, without intermediaries or gatekeepers. \$FUCR holders have the influence to shape the future of the arts and entertainment and how they want to enjoy it. We believe in a win/win scenario, where everyone can benefit from the creative economy.

By using smart contracts and NFTs, we ensure that the value generated by independent artists and venues is fairly and transparently distributed across the ecosystem, fans included! Join us in unlocking the potential of the creative economy with \$FUCR

Closing Comments

Future Creatives is a timely alternative for supporters and creators, blending decentralised finance and tokenomics. Positioned at the intersection of these trends, it caters to those seeking tangible products, much like digital creators. Addressing the growing demand for substance in the NFT space, Future Creatives will introduce physically backed tokens, opening up diverse production possibilities. Effective communication is key, urging token holders to use networks for idea validation and team building, safeguarding the platform against potential challenges from corporations and regulations.

The Future Creatives approach is a 'demand and supply' model. Not for everyone but the great thing is it doesn't need everyone to make it work.

We're crafting a seamless alternative, tailor-made for those unafraid to innovate, shake things up, and ditch systems that fall short, all while reaping substantial rewards. If you're a purpose-driven individual—be it an artist, supporter or a fan—you have the chance to positively transform the realms of entertainment, culture and the arts.

Timing, technology and necessity have created the perfect storm for us to start building an alternative system. We have a small window of opportunity to lay the foundation with \$FUCR before the value chains are further compromised by multinational corporations and regulations.

The moment is now; take action and reap benefits. This day is pivotal, whether you decide to act or sit back and "see what happens." Remember, the best way to predict the future is to create it.

In addition, we give back using quadratic funding to support not for profit projects that have a social impact. This is all possible because of the technology available and the tokenisation of the creative work and ticketing

Next Steps

They are simple – Do your own research then get in touch. We have early supporter initiatives and vesting periods. Which include:

- Voting rights
- Early access to all projects
- Right to lease their utility token

\$FUCR is more than a token, it's the catalyst for new cultural movement.

Let's change the world together.

*Definitions from Roadmap

Airdrop Live & Burn Jam

Livestreamed online events where creators make new assets and members can bid or support the creative work being made live.

Headphone Odysseys - HO: Headphone Odysseys is a new form of home and out of door entertainment. The intersection of immersive theatre, audiobook and a board game. Based around beautifully designed props and scale models, it is a tactile, interactive, immersive audio, theatrical experience that can be experienced by millions simultaneously.

Up My Street - UMS: Imagine an iTunes-style store and application for Augmented Reality creators. A user-friendly, drag-and-drop desktop and mobile application that empowers digital artists and curators to sell or lease their work as NFTs to curators and consumers who then craft augmented reality art and performance trails for the general public.

This initiative boosts footfall within the built environment around our buildings and beyond. The trails lead consumers on a creative voyage through designated areas unveiling art, culture, and heritage.

Future Creatives Incubator

An incubator to help artists become more purpose driven and entrepreneurial. Amplifying their work to an international community by creating investable digital products and assets that support their regular work.

Create to Earn

Like play to earn concept however, users can earn \$FUCR just by creating and consuming creative content in the ecosystem.