

RENEE LANE COLLECTION

A BLUEPRINT FOR INCENTIVIZED CROWDFUNDING

AND COMMUNITY BUILDING

WOMEN ARTISTS WANTED

I am seeking talented women artists to create their own unique variation of the image of author Renee Lane (based on photos). These will be minted as NFTs. Artists will be paid a commission fee for their images, as well as royalties on any future sales of the NFTs. The funds raised through the sale of the NFTs will be used to produce our movie, *Finding Love*, based on Renee Lane's true life story, and with a screenplay written by Guinevere Turner (*American Psycho*, *The L Word*, etc.). The artwork created will also be featured prominently on sets within the movie.

What do artists get?

For contributing your time and talent to raising money for this film, every artist gets:

- A commission fee, arranged with the artist based on their usual fees for commercial use.
- 10% royalties on all initial sales and 5% of all future sales going forward of your art's NFT - totally automatic and transparent on the blockchain
- If you are new to NFTs you get training in how to create your own collections
- Promotion of your other NFT projects (already existing or created after)
- Your art featured on the sets of the film
- 2000 Renee Coins with all of the benefits attached (see below)
- Event tickets for every film related event, IRL and on-line, and a download of the movie when it's done (the same as the buyers of the NFT)
- An active community of women artists, filmmakers and collectors.

NFT TRAINING FOR ARTISTS

Along with raising money for the film, our goal is to bring women artists and collectors into the NFT and crypto space so it's not just a boy's club and feels safe and welcoming to women. We can and will profit in this space and I don't want women to leave these opportunities on the table for only men to benefit! We'd love to see women dominate in this new creative opportunity!

The plan is that at least 50% of the artists we commission will be inexperienced with the NFT space. For at least half the artists this will be their first NFT and it will come with training in how to create them! At least a few of the artists will be very experienced and successful in the space and will have made a place for themselves, and will help lift up the newbies. Via our Discord community, women artists (and those who wish to see them empowered), whether they are officially attached to the project or not, will be able to find mentorship and advice, as well as communicate with the buyers of their work and fans of the book and the movie. They can start to build their own fan base as an NFT creator.

You may have heard a lot about NFTs but you may not have a clear understanding of what they are. If you are an artist, this is an opportunity to test the waters. And, as I mentioned, your art will show up on screen in the movie, too, incorporated into the sets of the film! NFT creators and owners can look for their specific artwork on screen as the movie plays out.

I want to work with other women's crypto organizations to welcome new women artists into the NFT and Web3 world. You're going to find a big enthusiastic early adopter community with open arms here! And I want to set up a blueprint for a new way of funding and finding an audience for a movie in the process. Let's make history together!

What's an NFT?

Simply put, it's any digital collectible for which ownership can be verified transparently on the blockchain (similar to cryptocurrency), while still maintaining relative anonymity for the owner. It rests in a digital wallet. When resold, a royalty fee can be sent

automatically to the person who created it. You can use NFTs for various utilities, such as access to event tickets, community, physical collectibles, and priority access to the sale of even more valuable digital collectibles (often referred to as whitelisting).



NEW WAYS OF ENGAGING FILM FUNDERS AND AUDIENCE

The film market is changing drastically in many ways and finding avenues to get movies made through creativity and new uses of technology is essential. Our goals are to get funders and audience into film in a new way that adds benefits and value to their contributions (access to events and opportunities, community, and resale value of collectibles that may outsell the movie itself), and to discover new methods to market film that create communities around shared values, interests and ideas also present in the film itself. *Finding Love* is a test run for a new film funding roadmap.

The movie is about a woman who takes full control over her relationships (and her husband who loves obeying her command). Our community will reflect the values of women's power, and the shared sentiments of FLR community in general, wherein women lead and are the major decision makers in their homes and in their lives.

To learn more about the movie: <http://findinglovethemovie.com>

TELL US YOUR FLR STORY

Community members will be encouraged to tell their female led relationship stories and share their history with FemDom and D/s. These will be woven into side projects, including a podcast and a short documentary. One of the concerns I hear from the FLR community when others hear about this movie is that Renee, Butler, and Heather don't represent the full spectrum of possibilities in this lifestyle, and may even be a bit extreme for some. The movie is based on their real life story, but one of the things screenwriter Guinevere Turner did brilliantly was to incorporate a number of other relationship stories into the script based on interviews. Continuing in that vein we'd love to know how your FLR works, and to amplify your voice through this project so you can feel represented and heard.

How do buyers find additional value in this project?

1.) Not only do you help fund a movie like you would in crowdfunding, you can own a lovely 1/1 piece of art by a woman artist, which you can enjoy, hold, sell or trade whenever you like. This comes with a high res image of the art, and it also gives you limited reproduction rights. For example, you can print t-shirts with the image or display the image in a public gallery without further written permission. Depending on the success of the project and the movie your NFT could gain value. You also have a verifiable permanent record of being the owner of the NFT which means:

2.) You will receive VIP passes to screenings and events related to the movie, including fetish parties, virtual meet-ups, live AMAs with cast and crew, etc. And you get a download of the finished movie before it's available to the general public. Every past and present owner of these NFTs gets this benefit. So you can sell your NFT and still remain a permanent part of the community. You'll just use the wallet address with which you purchased the NFT to get all of these benefits.

3.) Community: We are building a growing online community based on women leading and controlling the major decisions in their relationships, in their work, and in their lives in general. We believe power in personal relationships will ripple outward into the broader world. You can feel comfortable as a woman or non-binary person within this community that you will be safe and supported, and that men will never talk over you or mansplain and will show you the utmost respect. Because these men are eager to see women take the lead. As a man you'll be able to relax and let the women take the reins. Submissive men will be valued and understood and can feel free to be their authentic selves among like minds. The community will share the common goal of serving and uplifting women.

As the community grows we will create a DAO (decentralized autonomous organization) among the women in the space and we will decide collectively on future projects and collections to support within our network - using a community wallet to invest in other women led NFTs, fund the production of creative projects such as movies and books, create physical and virtual meeting spaces, donate to women-centered charities and to help lift up individual women experiencing urgent personal needs (mutual aid for Dominant Women so that they may lead unimpeded). Our future NFT collections will each feature one specific dominant woman and will focus on her goals.

4.) Social Coins: NFT holders get airdrops throughout the lifecycle of the project of Renee Coins. Renee Coins can be traded for movie related merchandise, signed copies of Renee Lane's book, goodie bags from sponsors, fetish gear, props from the

film, special audio and video content like interviews and deleted scenes, music downloads and more. Additionally, *you can use coins to vote on some major decisions around the film itself* such as casting choices, alternate shots and edits, music choices, distribution and exhibition avenues, etc. You can trade in your coins for these perks, hodl, or sell them. There are a limited number of coins, a portion of which are reserved for the artists themselves, previous contributors to the crowdfund, and for the cast and crew. If the movie makes a profit:

5.) Artvamp, LLC will buy back (aka, “burn” - or remove from circulation) the Renee Coins. We call this *Incentivized Crowdfunding*. When and if the film makes money, 50% of the producers' share of the profits (50 points in film speak) will be used to buy back Renee Coins at their current value, equitably. So in other words, if we buy back 10% of the Coins we will buy back 10% from each wallet holding them (unless you decide to keep them). And this project is intended to last the lifespan of the film so as long as the film has an annual profit of \$500 or more, we will buy back Renee Coins until they are all gone, increasing scarcity and increasing their value each time! Yearly financial statements will be made available to all coinholders on every year that the film makes \$500 return or more, indefinitely.

5.) Alternatively, you can choose to send some or all of your coins into two community wallets where corresponding proceeds from the film will be donated to Women for Women International [more info here: <https://www.womenforwomen.org/why-women>] and the Women’s Health Initiative of the David Lynch Foundation [more here: <https://www.davidlynchfoundation.org/women.html>]. The first is a charity I’ve been passionately supporting for over ten years, as it helps women in areas of strife, poverty and violence become self-sufficient without dependence on men. The second is near and dear to me because, as a survivor of trauma, Transcendental Meditation helped me heal and enjoy life to the fullest, and I want to give that gift to other survivors via David Lynch’s initiative.

And remember, your NFT value is separate and independent of the Renee Coins, and will fluctuate in response to the demand for the art, the markets in general, and the popularity of the film. If the NFT values grow via the secondary market, and they bring in royalty revenues that exceed the budget of the film, that is also included as profit alongside the sales of the film to the usual markets.

*****Disclaimer: Both movies and NFTs are high risk, and as such there is no guarantee of a return on the NFTs or the coins. But we want the movie to do well, and we want to reward the people who believed in it! If we benefit you should too!**

Roadmap

2022 Phase 1:

- 1.) Commission artists to create the images.
- 2.) Set up a website and social media as well as a Discord Server for the project. Concentrate on training the new artists on how to create NFTs.
- 3.) Choose a blockchain and market on which to sell the NFTs
- 4.) Create social tokens. Renee Coins. These will be airdropped to holders of the NFTs (commensurate with the minting price of your NFT) which can later be traded for specialized perks like:
 - personalized audio clips from Renee Lane herself
 - downloads of clips that didn't make it into the movie
 - signed copies of Renee's book
 - downloads of music from the film
 - behind-the-scenes footage and photos
 - merchandise (from t-shirts to high quality fetish gear)
 - props from the film
 - goodie bags from sponsors
 - Extra tickets to in-person events like fetish parties and screenings

Voting rights: These fungible coins will also enable holders to vote on key issues in regard to the film (put forward by the producers) - like casting decisions, choosing between alternate cuts of the movie, music choices, and where to hold the premieres.

Renee Coins will also be airdropped to our artists, as well as NFT holders who are particularly devoted to promoting the film (as thank you gifts). Contribute to the community, bring us a bigger audience, and you'll increase the value of your NFT and get rewarded with tokens.

The fungible Renee Coins can also be sold back to the treasury once the film makes a profit! We will begin to buy back tokens (using the producer's share of profits so as to protect early investors' shares). Even if you sell your NFT on a secondary market, you

can keep the Renee Coins airdropped to you while you own the NFT, as there will be many many drops throughout the lifecycle of the project. And you can gift, trade, or sell your tokens separately from the NFTs, or donate them to the charities we've listed above..

Initial mint: 500,000 Tokens.

Maximum tokens minted for the lifetime of the project: 2,000,000

Limiting the maximum number of tokens prevents inflation and helps them retain value. And as we buy back and burn tokens in the future their increased scarcity will increase their value!

4.) Set up additional utility for the NFTs

This includes:

Use of the NFT as a ticket to screenings of the film, special events, and downloading the finished film. Events will include a metaverse premiere in an all female led metaverse platform called Queendom. Special boards on the Discord server for NFT holders plus cast, crew, and artists only, and exclusive audio and video chats.

These benefits will be based on the wallet addresses of buyers. And these NFTs are liquid, so you can sell your NFT and still use your unique wallet address as your key to receive comp event tickets and the movie download. Your previous ownership is recorded on the blockchain forever. EVERY owner of these NFTs (whether purchased at minting or on the secondary market) will get the benefits built into the NFT itself!

The beauty of holding on to NFTs like this for a movie is that if the movie gets attention, the value of your NFT will increase! So you could potentially double your money on the secondary market and still retain the benefits of your initial purchase. And you keep your airdropped Renee Coins, which means if the movie itself makes a profit you can choose to sell those back to us (or to other buyers if you prefer) separately! So beyond funding the movie itself, supporting women artists, and becoming a part of the community around the movie, there are multiple avenues to potentially recoup your contribution later.

NUMBERS EDITIONS Floor price .12 ETH

# 1-10	20/20	.12 ETH (1200 Renee Coins included)
# 11-20	20/20	.24 ETH (2400 Renee Coins included)
# 21-30	10/10	.36 ETH (3600 Renee Coins included)
# 31-40	5/5	.48 ETH (4800 Renee Coins included)
# 41-50	3/3	.60 ETH (6000 Renee Coins included)

PRE-SALE LIST

Want to get on the presale list and have reserved access to these NFTs? Buyers on the presale list get 2X the Renee Coins as those who buy without a reservation (X2 of those listed above). There will only be 580 NFTs sold in this minting total!

Owners of the genesis gynarchy.io NFT, the Viola Voltairine Collection, are automatically added to the presale list and get priority access to the minting of the Renee Lane Collection and all future gynarchy.io collections as well!

PRODUCTION

Phase 2: Preproduction and promotion of the film and NFTs will continue. Airdrops of Renee Coins begin. Sponsors are brought on board to provide perks.

Phase 3: Production can begin once all NFTs have been sold. Additional Renee Token Airdrops continue for active community members. Throughout production, token holders can begin cashing in on their benefits. When sold out, secondary market sales begin.

Phase 4: Finishing funds will be raised if necessary, and film editing will begin. More token airdrops.

PREMIERE 2023 (and Beyond):

Phase 5: Premiere the finished film. Theatrical release. Token airdrops continue. Token holders continue to cash in tokens for perks.

Phase 6: Send downloads of the movie to NFT buyers first. Offer streaming and VOD of film.

Phase 7: Begin token buybacks and donations if the film is making a profit.

Core Values and Goals of the Renee Lane Collection

- To empower women to take on strong leadership roles in their relationships, in their work, and in the future of the internet, which is Web3.
- To support women artists.
- To bring many more women into the crypto and NFT communities, where they are currently vastly outnumbered by men. To provide a friendly safe entry point for women.
- To represent the underrepresented and misrepresented FLR community and create understanding and acceptance of FLR as a relationship preference. To end stigma and discrimination against submissive men, and appreciate them as strong, evolved, and valued.
- To nurture a community where women and femmes feel powerful and supported, and where men feel free to let go of toxic gender norms. Acceptance of all within a female led space.
- To be transparent in all dealings and outline the benefits and risks of this project. To communicate well with NFT collectors and coin holders.