



An exclusive group of NFT entrepreneurs  
building the first business-as-NFT ecosystem  
on the blockchain

Official Litepaper

# HUSL FOUNDERS

[huslfounders.com](https://huslfounders.com)

# TABLE OF CONTENTS

Executive Summary	02
Husl Ecosystem	03
The Roadmap	04
Husl Founder Cards	05
Businesses as NFTs	06
Business Growth Plans	08
Management Dashboard	09
Husl Token	10
Business Staking	11
Business Wrap Protocol	12



# EXECUTIVE SUMMARY

Husl Founders are exclusive group of 1,000 NFT entrepreneurs building the first ever business-as-NFT ecosystem. This ecosystem, built on Ethereum, allows companies to be built, hosted on and traded as NFTs and existing online businesses to be sold as NFTs. To fund and launch this businesses-as-nft ecosystem, we are building 5,000 unique, scaleable online businesses, sold exclusively as NFTs.

The Founder of Husl, Jonathan Bodnar and his agency have built and grown hundreds of successful automated online businesses. Now, with the help of partners, Husl will build 5,000 unique, single-owner, fully automated, online businesses, "in a box," all to be minted as NFTs, allowing ownership to be instantly transferred on the Ethereum blockchain for the first time in business history.

Each online businesses will be a scaleable hands-off product, with a unique niche, target market and all the pre-built marketing materials needed for anyone to succeed in running their newly minted business. By connecting their crypto wallet, each business owner will be able to log onto the Business Dashboard to grow and manage their online business.

Businesses will have the chance to stake their Business NFT to create completely automated revenue by receiving managed advertising services from the dedicated marketing team and all adspend will be paid for with \$husl token, driving up it's value and real world application.

In order to accomplish this vision The Husl Network will release 1,000 Founder Cards as NFTs on the ethereum network to build an exclusive group of founders for the ecosystem and to fund the 5,000 businesses, invest in grants for the 5,000 businesses, and pay for startup fees. Owning a Founder Card will get you access to royalties off each business Minted and off managed ad spend, plus other exclusive benefits as the ecosystem is constructed.

After the 5,000 businesses as NFTs are minted, the Public Wrap Protocol and marketplace for people that want to sell their online business as an NFT. PWP will allow any online business to be wrapped as an NFT, including all assets, account access, and customer data so the business can be traded as an NFT and all assets verifiably change hands within minutes.



# HUSL ECOSYSTEM



## Founders Card

1,000 NFTs that help guide the project and have an ownership piece in all 5,000 businesses, access to revenue share, events, and royalties off business sales, and managed advertising.



## 5,000 Businesses as an NFTs

5,000 automated, scaleable, hands-off online businesses wrapped as NFTs, including all marketing materials, branding, roadmap for growth, and ready-to-go advertising needed to succeed.



## Management Dashboard

An all-in-one business management dashboard, including paid ads manager, CRM capabilities, staking ability and a recommendation engine built for your product and niche.



## \$husl Coin

The \$husl token, built on the Ethereum network, offers an infrastructure to facilitate business activities such as paying for adspend and collecting profit payouts.



## Public Wrap Protocol

The Public Wrap Protocol will allow external businesses to Wrap their resources and business assets into an NFT, allowing instant due diligence, sale and transfer of the business as a token.



## The Marketplace

The marketplace allows Husl owners and other online companies not part of the Husl Network to buy and sell their businesses as NFTs much like a business brokerage would operate. Having a dedicated Marketplace allows more data and control of listings than OpenSea.



# ROADMAP

## Phase 1

- Mint Founders Cards
- Begin Development of 5,000 Businesses
- Onboard Development Team; Apollo Eleven Inc.
- Launch Global Marketing Campaign

## Phase 2

- Mint 5,000 Businesses as NFTs
- Begin Development of Management Dashboard
- Begin Development of PWP & Marketplace
- Launch \$husl Token
- Reveal 5,000 Businesses
- Launch Management Dashboards

## Phase 3

- Launch Marketplace
- Launch (PWP) Public Wrap Protocol





# FOUNDERS CARD

The Founders Card is the key to ongoing, recurring returns in the form of Membership Rewards from multiple transactions inside the Husl Ecosystem. The proceeds from the Founder's mint will go to building the 5,000 Husl's and securing the team.

## Card Benefits



### **5% Ownership In All Businesses**

The Husl Network will retain a 5% stake in all 5,000 Husl's in the form of a royalty. A piece of this royalty will be distributed to card holders as Membership Rewards.



### **Royalties off Business Sales**

When a Husl is bought or sold, The Husl Network will take a 8% royalty. Part of this royalty will be distributed to card holders as Membership Rewards.



### **Portion of Paid Ad Spend**

The Husl Network takes 25% of managed adspend if the Husl owner does not want to manage their own paid ads. A portion of these proceeds will be distributed to card holders as Membership Rewards.



### **Other Benefits**

All Card holders will have input in business decisions and regular masterminds for the ecosystem, first and exclusive access to future mints, in-person events and future revenue opportunities.



# 5,000 Businesses As NFTs

5,000 "businesses in a box" that are automated, scalable, hands-off online businesses wrapped as NFTs, including all marketing materials, roadmap for growth, and ready-to-go advertising.

## Husl NFT Qualities

- 15 Unique Product Types
- 30 Market Niches
- 4 Monetization Methods
- 10 Different Regions
- 5 Domain Types

## Growth Plan Roadmap

Our team of business growth experts will build a custom roadmap for success for each industry, niche, and product type including a customized pricing guide.

## Marketing Materials

Every Husl will come with pre-made marketing materials custom to the brand and niche assigned to the business. These include paid ad graphics, copy, organic ads, and SEO tools.

## 100% Unique Brand

Using our Brand Engine each Husl will come pre-branded including logo assets, styles, domain name, and marketing materials custom to this unique brand.



## Every Product Will Be...

- Completely automated
- No direct service
- Low barrier to entry
- Low to no customer service
- Apply to multiple market's
- Apply to multiple regions
- Come with training
- Automated customer onboarding

## Owner Customizations

- Website assets
- Create new ads
- Graphic generator
- Pricing



# Example Business Profile:

An example of one of the 5,000 "businesses-in-a-box" being built.

## The DIY App Builder

### Industry

The global mobile application market is projected to reach \$407.31 billion by 2026, growing at a CAGR of 18.4% from 2019 to 2026. We chose the App Builder as one of our core products because:

1. We've built and sold multiple niche products in the the app industry and seen massive success!
2. We have a direct relationship with the #1 pre-built, ready-to-go, no-code app framework in the world.

### Product

A no-code hybrid app platform that allows anyone to build their own app for their business. Including thousands of pre-made features and hundreds of premade industry templates. Customers design, build and publish their app within days.

#### Product Highlights:

- **Multi-region / multi-language**
- No technical knowledge required
- Simple onboarding
- High ticket value
- Zero overhead
- Customer service handled on provider side
- Stable partner platform (in business for 10 years)
- Product updates handled by partner

### Growth Plan

The most successful hands-off products niche down as close to an audience as possible, [this guarantees high value targeting and low competition](#). Each market niche will come with a growth plan specific to the target market.

### Monetization

Inside our pricing guide for the App Builder, there will be suggested monetization methods including subscription, lifetime, and service pricing each pricing model will have a suggested price for your niche.

### Possible Market Niche's

- Restaurants
- Food Truck's
- E-Learning
- Gym's
- Life Coaches
- Nightlife
- Fitness Coaches
- Sports Teams
- E-Commerce
- Non - Profit's
- Real Estate
- Medical Professionals
- Chiropractors
- Cities & Tourism
- Salon's
- Podcasting
- Local Delivery Services
- Corporate & Rec. Event's
- General Service Companies
- Pet's Services
- Travel Agencies
- **Wild Card**
  - You build your own niche

### What's Included?

- Website & Lead Pages with automated customer onboarding
- Product backend access
- All Marketing Materials
- Pricing Guide
- Growth plan
- Service options & training (if you want to build the app for your customers to make more revenue)



# Business Growth Plans

Each Husl NFT will come with a detailed and hand crafted Growth Plan built specifically for the business product type, niche and marketing strategy. These roadmaps will be built by the Apollo Eleven Growth Team.

The Apollo Growth Team is a team of 7 growth masters with expertise in SEO, Paid Ads, Organic Growth, Copy, and Design they're hyper focused on taking SAAS and online products to incredible heights.

The Apollo Growth Team sees a consistent 10x-20x growth on all it's projects. They accomplish this by taking a wholistic marketing approach across multiple channels, seeing exponetial results over focused marketing.

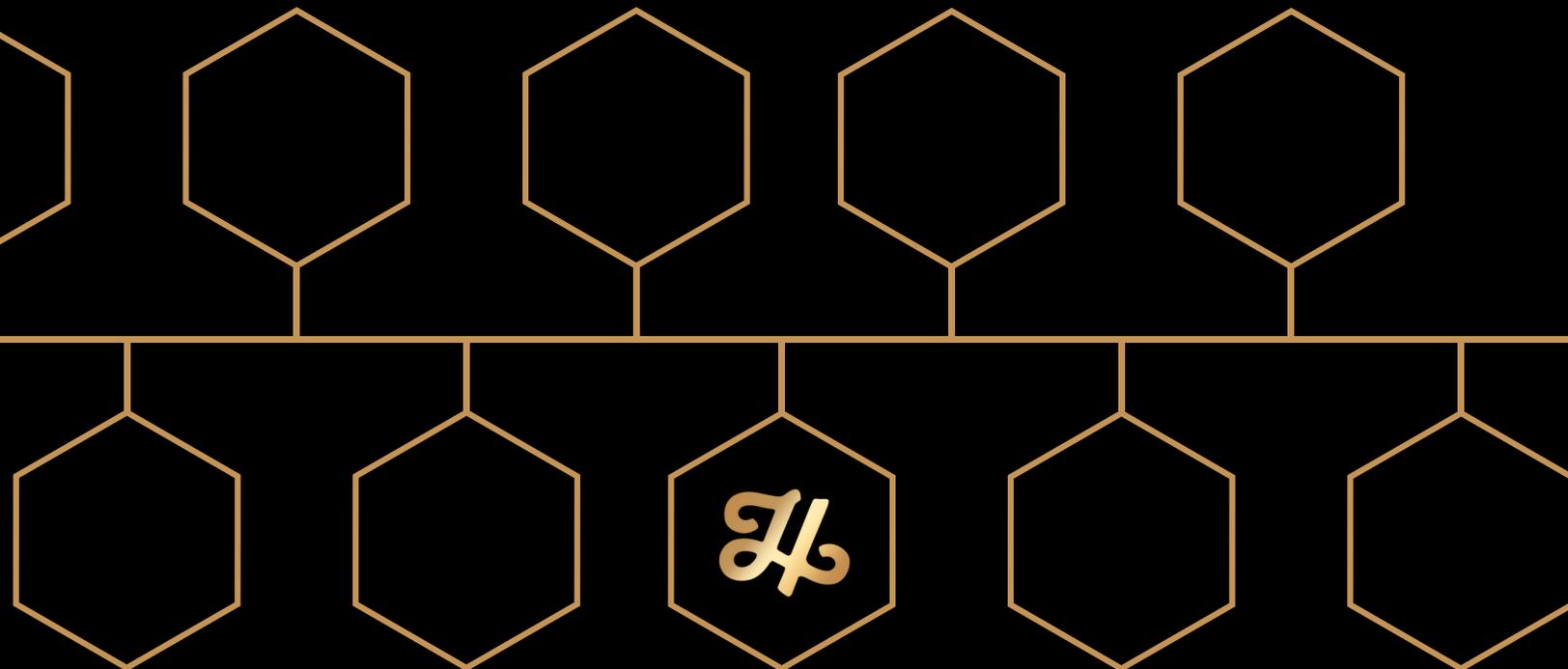
SEO | Copy | Paid Ads | Funnels | Organic | Data Driven

## Each Growth Plan Includes

- Insights into your market
- Product best practices
- Paid Ad Strategy
- Organic Marketing Strategy
- SEO Strategy
- Ideal Business Partnerships
- Pricing Guide

## Management Services

Owners can purchase management services from the Marketplace using \$husl.

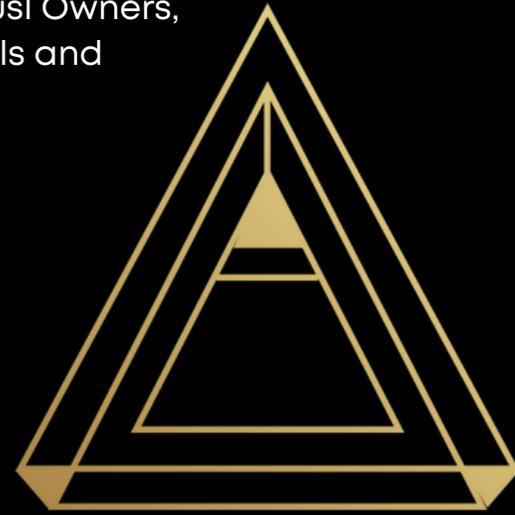


# Management Dashboard

An all-in-one business management dashboard for Husl Owners, accessed with Wallet verification, including all the tools and resources needed to make the business successful.

## Tools included in the dashboard

- Roadmap Dashboard
- Region / Currency Profile Builder
- Seo Manager
- Manage Paid Ads via FB / Google Api
- Buy / Swap \$husl Token
- Hosting Statistics
- Asset & File Manager
- Ad Template Editor
- Website Editor
- Revenue Management
- Help Center Chat
- Partnership Manager
- Customer Relationship Manager (CRM)
- Email Manager
- SMS Marketing Portal
- Pricing and Offering Manager
- Marketing KPI Dashboard (CPA, Church)
- Staking Dashboard
- Article Management (CMS)
- Learning Recommendation Engine



# Husl Token (\$husl)

The \$husl Token, built on the Ethereum erc20 network, will be used for multiple different transaction types inside the Husl Ecosystem.

By using a native token inside the platform, it allows anyone from any region to make transactions, such as paying for ad spend and profit payouts.



## Token Use Cases



### **Paying for Ad Spend in the Dashboard**

Inside the dashboard, the Owner can opt to pay for ad spend if they would like to utilize paid ads, these transactions can be made in \$husl.



### **Founder Card Rewards**

Founder Card Rewards will be distributed monthly using the \$husl token.



### **Buy Husl's and Services in Market**

All Marketplace transactions including buying/selling Husl Businesses and purchasing additional management services, will require \$husl token.



# Husl Business Staking

Owners can choose to Stake their Husl NFT to receive managed advertising services along with for their business in order to create truly automated recurring revenue.

## Staking Benefits



### **Managed Paid Ads Services**

An owner can stake their Husl Business NFT to receive managed paid ad services.



### **Access To Additional Business Tools**

If the Owner stakes their business they have additional customization and business tools for their business.



### **Access To 1:1 Support & Coaching**

If the Owner stakes their business they will receive higher priority support and 1:1 insights and recommendations.



# Business Wrap Protocol

For the first time in history, selling a business will be straightforward, thanks to NFT technology. The Business Wrap Protocol will allow any online business, in any industry to wrap their business operations into an NFT format, allowing instant transfer of the most important and mission critical pieces of the business.

## Overview of the BWP



### Blockchain Hosting

Hosting for all business assets including website and applications.



### Payment Migration

Easily migrate payment processing and customers over to the Husl Dashboard.



### Marketing Migration

Easily move all marketing ownership and management over to the Husl dashboard.



### Business Operations Instructions

All systems and management instructions migrated over to an easy to use business roadmap.

