

**NOT
YOUR
BRO** ♀

RAINBOW PAPER



NOT YOUR BRO_♀

WHO ARE WE?



Not Your Bro is a metaverse movement focused on empowerment and celebration of all Womxn, the LGBTQIA+ community & their allies.

At the centre of our movement is a powerful 10,000 piece NFT collection, filled with the colours of the rainbow and depicting a figure of inspiration to our artist, Natalie.

10%
to Non-Profits

10,000
NFTs



NOT YOUR BRO OUR ACHIEVEMENTS

(SO FAR)



Winner of Most Impactful
Charity NFT Project at

NFT NYC

Featured by

VOGUE

Partnered with

boohoo

Holder Count

4.5k

Donated over

97.5eth

Launched

WhatTheNFT.co

Partners of

**girls who
code**

Secondary Volume

1.1kETH

Active Discord Members

7,800

Twitter Followers To Date

31.3k

Sold 10,000 NFTs in

26 Hours

Secondary Sales

8,549

NOT YOUR BRO_♀

OUR CO-FOUNDERS



NATALIE – ARTIST & CO-FOUNDER

(She/Her) @NatalieNYBro

Natalie is our illustrator, developer & strategist. After studying at London College of Fashion, she ventured into the world of illustration and eCommerce – building several widely known eCommerce brands. She brings to the team a wealth of knowledge with all areas of design, product, development and is a force of nature when it comes to female empowerment.



GEORGIA – CO-FOUNDER

(She/Her) @GeorgiaNYBro

Georgia is a Social Worker turned Entrepreneur. Passionate about female empowerment, equality and equal opportunities, Georgia oversees our operations. She brings to our team her vision and passion for how Not Your Bro will make a difference and commitment to helping marginalised people.

NOT YOUR BRO THE COLLECTION

10,000 Unique NFTs

20 x Legendary NFTs

No Natural Skin Colours

250+ Traits/Properties

1.1k ETH Trading Volume

Verified on Opensea





IT'S A MOVEMENT

NOT YOUR BRO_♀ THE BRAND

Within 6 weeks of our launch we'd secured a partnership with the £1 Billion yearly revenue eCommerce powerhouse Boohoo.



NOT YOUR BRO_♀



boohoo

NOT YOUR BRO OUR UTILITY

SAFE SPACE DISCORD

Staffed 24 hours a day
with experienced team
members.

NYB COMMUNITY FUND

5% of our royalties to
supporting other artists with
pieces airdropped to
holders.

NON-PROFIT SUPPORT

10% of our royalties
donated to non-profits
every month.

IRL EVENTS

Real life events replicating
our safe space in person.
1st Event - NYC Rooftop
Party in June 2022.

DISCOUNTED MERCH

All holders receive at least
25% off our reasonably
priced merch. New merch
arriving Sept 2022.

VECTORISED ART

A platform where holders
can download 169cm by
169cm vectorised versions
of their art.

NFT UTILITY

- Coniun.io Partner Access
- Private Node
- Opensea Extension
- Staking

EDUCATION

We pride ourselves on
holding the hands of our
community educating them on
their journey.

ADDITIONAL COLLECTIONS

Our Holders received free mints
for our Not Your Demons
collection and 2 x
Commemorative Collections.

IP RIGHTS

Holders hold full
commercial rights to their
NFT's art.





The other side of Not Your Bro

NOT YOUR DEMONS

From the darkest moments, comes strength.

A Movement for Mental Health.

NotYourDemons.co

NOT YOUR DEMONS

10,000 Unique NFTs

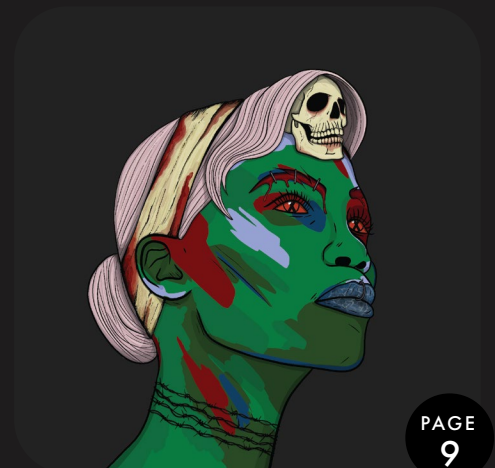
20 x Legendary NFTs

250+ Traits/Properties

Reverse Engineered to reflect each Not Your Bro



Highlighting the light and dark within all of us.



NOT YOUR DEMONS

The Brand

Not Your Demons Merch arriving late
September 2022.





NOT YOUR DEMONS

The Impact

From our mint of Not Your Demons,
we donated 10.044eth to

THE **TREVOR** PROJECT

NOT YOUR DEMONS

NOT YOUR BRO ♀

THE NEXT CHAPTER



NOT YOUR APP

OUR CENTRALISED PLATFORM

We're building a centralised platform for our holders to gather, learn, have fun and redeem their Pickle Points. In addition, there will be more features that will be implemented over time to further improve our holder's experiences.



PICKLE POINTS

Holders of each of our collections can stake their NFTs to receive Pickle Points which can be used within our own eco-system to redeem rewards.

Pickle Points have no monetary value in any currency.



NO MORE FOMO

We're providing a new way for our holders to stay up to date with our activities.

We understand that our holders have busy lives and can't always stay up to date with our communications through Discord and Twitter only.



ECO-SYSTEM SHOP

We're making it super easy for our holders to redeem their Pickle Points in our very own shop which only accepts Pickle Points.

Shop guaranteed Allow Lists for partner projects, merchandise, physical goods & more!

OUR CENTRALISED PLATFORM

Launching September 2022

ANNOUNCEMENTS - AUGUST 2, 2022

A new way for Announcements...

We're super excited to launch our new centralised platform. Packed with lots of cool features including a new way to manage our community regarding announcements and more.





PICKLE POINTS SHOP

Through our Staking of our four collections, we are providing our own eco-system's rewards program. Our holders will be able to acquire Pickle Points based on their staked NFTs and redeem their Pickle Points within our Pickle Point Shop.

Examples below shown for illustrative purposes.



10,000 









NYB SWEATER

**ALLOW LIST
FOR
PROJECT ABC**

100 

PROJECT ABC ALLOWLIST

CART

	PRODUCT	PRICE	SUBTOTAL
	 Project ABC Allowlist	100 	100 
	 NYB Sweater	10,000 	20,000 



NOT YOUR BANNERS

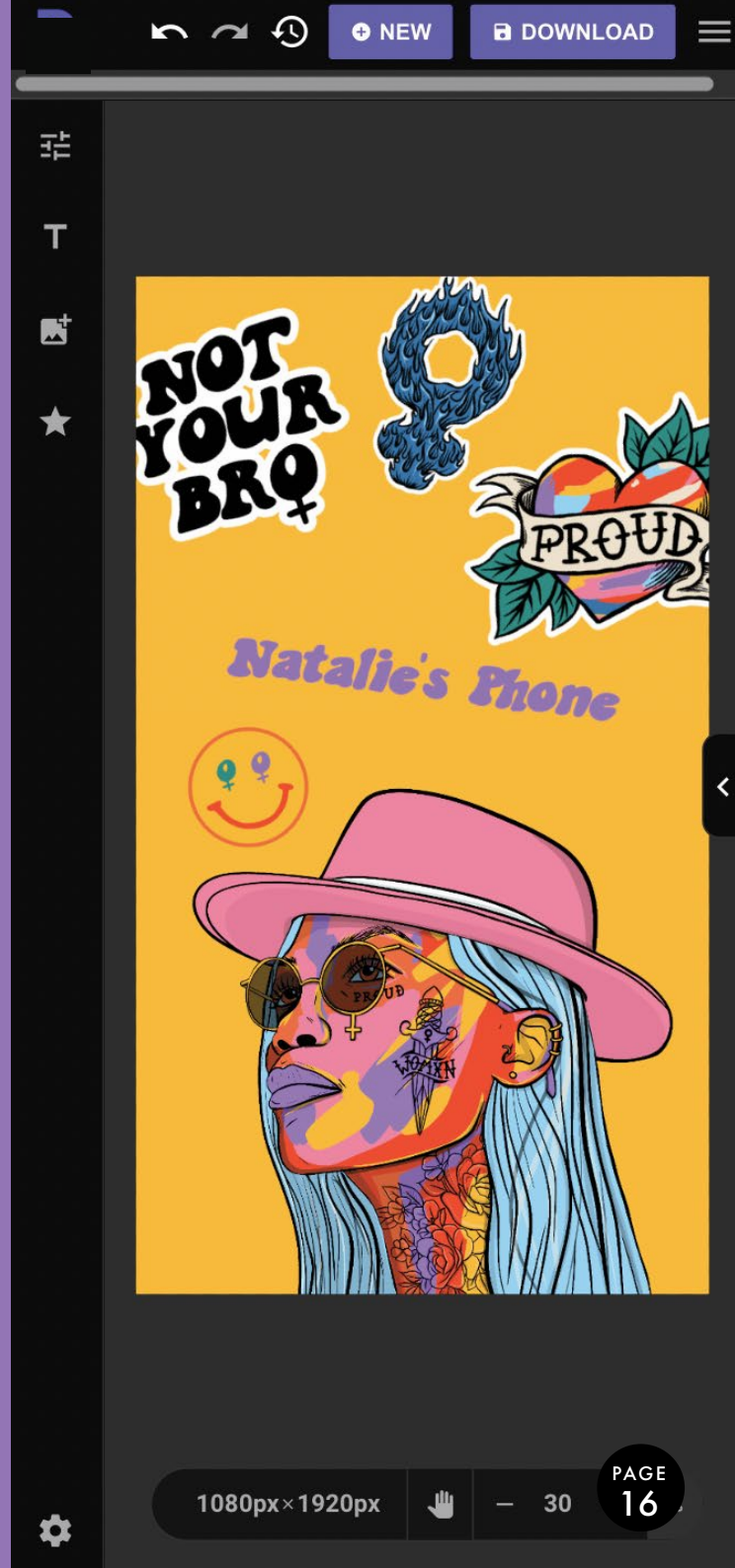
Getting creative is a great positive mental health outlet.

We understand that designing graphics can be a daunting task but something that a lot of our holders are interested in.

We are building a feature into Not Your App that will allow our holders to easily design graphics and banners. Holders can add their NFTs, upload their own images, include our sticker assets, access our colour schemes and fonts.

Our graphic design feature will provide a similar experience to the billion dollar a year Australian platform Canva, but with wallet integration.

We will establish our graphic design feature into a stand alone platform where we can facilitate partnership collaborations with other communities to increase our brand awareness within the NFT market.



OUR TIMELINE

NOT YOUR BRO NOT YOUR DEMONS

FEB/MARCH 2022

- Not Your Bro Release.
- Sold out in 26 hours.
- Donated 80eth/\$215k USD split between Outright Action International, Malala Fund, Save the Children & Girls Who Code.
- Partner of Girls Who Code.
- 10% of Royalties Donations to Women for Women International, She's the First & Covenant House.

MAY 2022

- Launch of Queen of Diamonds Free Mint.
- Verified on Opensea.
- Nominated for 3 awards at

NFT NYC

- 10% of Royalties Donations to Women for Women International, She's the First & Covenant House.

JULY 2022

- Coniun.io Parter Access for all Not Your Bro Holders.
- Not Your Demons Launch.
- Holders access to Opensea Extension & Private Node.
- Staking introduced.
- Airdrops to Holders.
- 10.0444ETH donated to The Trevor Project.
- 10% of Royalties Donation to Center for Reproductive Rights.

4TH QUARTER 2022

- Launch of Centralised Platform.
- Launch of Pickle Points Staking Program.
- Launch of Banner Builder Platform (Name TBC).
- Continuous content addition to Centralised Platform.
- Launch of Not Your Podcast.
- Launch of Key Partnership.

APRIL 2022

- Feature by Vogue Australia.
- Partner with NameTag.
- Launch of WhatTheNFT.co
- Attended NFT.SYD.
- Release of Vectorised Artwork.
- Partnership with Boohoo.
- 10% of Royalties Donations to Women for Women International, She's the First & Covenant House.

JUNE 2022

- Launch of Queen of Roses Free Mint.
- Attended NFT.NYC
- IRL Event - NYC Rooftop Party.
- Winner of Most Impactful Charity NFT Project at

NFT NYC

- 10% of Royalties Donation to Outright Action International.

AUGUST 2022

- Educations sessions provided on utilities.
- Construction of Centralised Platform well under way.
- Regular Twitter spaces centered around Mental Health.
- Rarible Community Marketplace of the Week.

1ST QUARTER 2023

- Ongoing Brand Awareness Marketing to expose our Projects to new audiences.
- Development of B2B offering to selected Partners.
- Ongoing development of Merchandise.
- Ongoing Partnership opportunities.



JOIN THE MOVEMENT.

NOT YOUR BRO

WEBSITE NotYourBro.co

TWITTER [@NotYourBroNFT](https://twitter.com/NotYourBroNFT)

INSTAGRAM [@NotYourBroNFT](https://www.instagram.com/NotYourBroNFT)

BUY AN NYB [Opensea.io/Collection/NotYourBro](https://opensea.io/Collection/NotYourBro)

NOT YOUR DEMONS

WEBSITE NotYourDemons.co

TWITTER [@NotYourDemons](https://twitter.com/NotYourDemons)

INSTAGRAM [@NotYourBroNFT](https://www.instagram.com/NotYourBroNFT)

BUY AN NYD [Opensea.io/Collection/NotYourDemons](https://opensea.io/Collection/NotYourDemons)

Want to learn about NFTs?

Check out our free, safe & unbiased NFT Education Platform:

WhatTheNFT.co

