

Doodle Devils

Whitepaper V1.





Table of Contents

	Executive Summary	2
	Objectives	
	Mission Statement	
	Keys to Success	
	Description of Business.....	3
	Milestones	
	Company Ownership/Legal Entity	
	Products and Services	
	Management	
	Financial Management	
	Marketing	5
	Market audience	
	Competition	
	Appendix	6



Executive Summary

Doodle Devils is a new project that combines the exciting world of NFTs and blockchain technology with a play-to-earn game. The project offers an NFT collection on the Solana blockchain, as well as a tradable SPL token called \$DOODLE, which will be used to fund the ecosystem and utilities of the game.

The NFT collection consists of unique and creative devil-themed characters, each with its own distinct traits and features. These characters will be available for purchase by collectors and players, with a limited number of each available. The rarity of each character will be determined by its unique traits, and each NFT will be unique and non-fungible, providing a one-of-a-kind ownership experience.

The \$DOODLE token will serve as the primary currency within the ecosystem of the game, allowing players to purchase in-game items and participate in various activities. The token will also be tradable on various cryptocurrency exchanges, providing liquidity and value for token holders.

The play-to-earn game will offer players the opportunity to earn \$DOODLE tokens through various activities such as completing missions, battling other players, and staking their tokens. The game will also offer a range of utilities and features to enhance the player experience, including customizable devil avatars, weapon upgrades, and more.

Doodle Devils is well-positioned to capitalize on the growing popularity of NFTs and play-to-earn gaming. With a unique and creative collection of devil-themed NFTs, a robust and tradable token, and a fun and engaging play-to-earn game, Doodle Devils is set to be a major player in the NFT and blockchain gaming space.



Objectives

Our objectives at Doodle Devils are to stay fluid with the ever-growing ecosystem of Solana, we are to push all avenues and resource to ensure the project continues to provide utility with no end to what we aim to achieve.



Mission Statement

Our mission at Doodle Devils is to build a vibrant and thriving ecosystem around our unique collection of NFTs, with an ecosystem fuelled by our SPL token \$DOODLE. We aim to provide continuous value to our community by offering new utilities and features that enhance the overall experience of owning and trading our NFTs. We believe in fostering an organic community of passionate collectors and enthusiasts who share our love for art and technology. With a commitment to innovation, creativity, and inclusivity, we strive to make Doodle Devils the ultimate destination for NFT enthusiasts around the world.



Keys to Success

- Continuous innovation: To attract and retain a strong community of collectors, it's essential to continually provide new and exciting utilities and features that make owning and trading Doodle Devils NFTs a rewarding experience.
- Strong community engagement: A thriving community of collectors and enthusiasts is essential to the success of any NFT project. By actively engaging with the community through social media, forums, and events, you can build a loyal following and foster a sense of belonging among our supporters.
- High-quality art and design: With so many NFT projects out there, it's crucial to stand out from the crowd with unique and visually appealing art and design. By collaborating with talented artists and designers, we will have a collection of NFTs that collectors will be proud to own and trade.
- Robust tokenomics: The success of your SPL token will play a significant role in the success of your NFT project. By developing a strong tokenomics model that incentivizes holding and using the token, you can create a self-sustaining ecosystem that benefits both collectors and investors.
- Transparency and trust: To build a strong and loyal community, it's essential to be transparent and trustworthy in our dealings. By communicating openly and honestly with you as a community and being responsive to feedback and concerns, we will earn the trust and loyalty of our supporters



Description of Business

Doodle devils is a community based NFT project on the Solana blockchain. Our main utility will be our Play to earn game where holders will have gated access to play to win SPL tokens, WL/Mint tokens and even NFTs. Revenue shares from all incomes will be distributed amongst holders/stakers.



Milestones

Due to the nature of the of the ecosystem and how much Solana is growing this whitepaper will be subject to amendment. Currently our big milestones are:

- Live website
- NFT staking
- Tradable SPL Token (\$DOODLE)
- Play to earn game
- Increased holders amount

A list of all utilities both active and planned are in Appendix C



Company Ownership/Legal Entity

Doodle Devils is owned by Dean Ball. Although owned by Dean, the Doodle devil team (DAO) will have equal access and authority over the project funding. Direction for the project's future will be debated and each member of the Doodle devil teams vote will count equally.



Products and Services

Our product is an NFT project that utilises its native tradable SPL token for utilities, these utilities will be forever expanding to push the project and the value of your unique digital assets. Our services will be exploring all areas directed and approved by the DAO of a variety of blockchains, starting with Solana.



Management

Management team is detailed in Appendix B.



Financial Management

As you know, our project is based on a decentralized blockchain, which means that the funds we raise will be open source and distributed as per the direction of the team as a majority vote. This model of financial management is a powerful way to ensure transparency and accountability, and it aligns perfectly with our values as a community.

We believe that financial management is a critical aspect of any successful project, and we are committed to managing our funds in a responsible and transparent way. To that end, we have established a system of checks and balances to ensure that all expenditures are reviewed and approved by the team before any funds are released.

We understand that financial management is a complex and evolving field, and we are constantly exploring new ways to improve our processes and ensure that we are using our resources effectively. We welcome feedback and suggestions from our community, and we are committed to engaging in an ongoing dialogue about how best to manage our finances.

Finally, we want to emphasize that our commitment to financial management is not just about complying with regulations and maintaining good financial standing. It is about staying true to our core values and ensuring that we can deliver on our promises to our community. We take this responsibility seriously, and we will continue to work hard to earn trust and confidence.



Marketing

Marketing will be done as and when required, decided by the Doodle devil team. The marketing budget is outlined in Appendix A. The decision for paid marketing won't be taken lightly as we are directed by our morals to grow an organic community and some marketing techniques may impose on this and cause conflict to our beliefs.



Market audience

Our target marketing audience will be any person that is active on blockchain technology.

We will find the majority of our audience through social media channels such as Twitter and discord.

Our product will stand out from others as we aim to provide longevity and a product that goes above and beyond for its members. We will provide this excellent service by expanding our team in what ever way necessary to facilitate the wants and needs of the community.



Competition

There is plenty of competition in the space for gaming and NFT art. However, we aim to collaborate with like minded projects to evolve the space not to compete financially.



Strategy and Implementation

Our strategy is to promote the project on social media and get a large following to help our reach to potential new community members. When we embrace new members it's important to stay active with them and keep our focus on increasing the value of their digital assets whilst enjoying an NFT gaming experience.

We will implement this via Twitter and discord, hosting giveaways and game competitions to encourage engagement. Depending on the size of the community this may require us increase our moderator team as explained in Appendix B.

Appendix



Appendix A

Project fund distribution.

Game build/development	40%
Blockchain integration	15%
Team compensation	15%
Marketing	10%
Legal	10%
Contingency	10%
Engage / Raid to earn funds	0%*
Play to earn funds	0%**

* These funds will come in a form of payment in SOL or USDC from an twitter account that wants to be hyped on a specific tweet and the revenue will be distributed between those who take part.

** Play to earn funds have been set aside by the owner for the initial stages of P2E.



Appendix B

Doodle Devil management team.

Founder/Owner – Dean Ball (Twitter - @deanlmball)

Co-owner – Ashley McDermott (Twitter - @queenbeeshley)



Appendix C

Current utilities:

PFP art for NFTs
Staking
Raffles
Raid to earn (Twitter)
Play to earn (BETA testing)
Engage to earn (Discord)
Tradable \$DOODLE token
Custom merch shop
More to come!