

Rules Of Faith

(ROF – A & ROF - B) Whitepaper

[QELT]

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Blockchain-Based Tokens

1. Executive Summary

Mission Statement

Rules of Faith aims to revolutionize the luxury fashion industry by integrating blockchain technology with high-end fashion, creating an exclusive ecosystem where luxury meets innovation through the use of FaithTokens (ROF-A and ROF-B).

Brief Description of the Product

FaithTokens (ROF-A and ROF-B) are utility tokens designed to provide exclusive access and benefits to holders within the Rules of Faith ecosystem. ROF-A represents the premium membership tier, while ROF-B caters to the standard membership tier. These tokens enable users to access exclusive collections, events, and loyalty programs, enhancing their overall luxury fashion experience.

Objectives and Goals

- **Raise £50,000,000 through the ICO**
- **Launch FaithTokens (ROF-A and ROF-B)**
- **Establish a successful listing on Binance Launchpad**
- **Ensure wide adoption and market penetration of FaithTokens**
- **Develop a robust and secure platform to support token transactions and interactions**
- **Form strategic partnerships with other luxury brands and influencers to enhance market presence**

Summary of Market Analysis and Financial Projections

The luxury fashion market is poised for significant growth, with increasing demand for exclusive and high-quality products. The integration of blockchain technology provides a unique value proposition, enhancing transparency, authenticity, and exclusivity. Financial projections indicate substantial revenue growth, driven by token sales, exclusive events, and high engagement within the ecosystem.

2. Company Description

Legal Structure and Ownership

Rules of Faith is a privately-held corporation registered in the United Kingdom with plans to migrate into the UAE post ICO. The company is owned by a consortium of investors and founders who share a vision of innovating the luxury fashion industry through technology.

Location and Facilities

Headquartered in London, UK, Rules of Faith operates from a state-of-the-art facility that houses its design, development, and administrative functions. The company also utilizes secure storage facilities for digital assets and has plans to establish pop-up shops and exclusive event spaces globally.

History of the Company and it's Founders

Rules of Faith was founded in 2023 by a team of fashion enthusiasts with a three decades of proven track records and whom have partnered with Mapt. & QELT™. The company has since focused on blending luxury fashion with cutting-edge blockchain technology to create a unique value proposition for its clientele. The initial phase involved extensive market research and development of the FaithToken ecosystem, ensuring a strong foundation for launch.

Brothers Anthony and Christopher Donnelly were raised in, and grew up surrounded by, what was allegedly one the UK's most legendary and elusive families. How they found riches and fame as celebrated fashion kings is one of the most astonishing stories in the history of the rag trade.

In their early twenties, as Acid House and street clothing pioneers, they were called both 'ambassadors for a generation' by Vivienne Westwood and 'a menace to society' by Parliament.

Their fashion label, Gio-Goi, became a worldwide hit at the height of the 'Madchester' phenomenon, sported by the Happy Mondays, New Order, The Stone Roses and many more.

After years in the wilderness, they made a remarkable partnership in 2005 with Pete Doherty (then dating Kate Moss) designing a high-profile collection for the re-launched Gio-Goi. Further attention-grabbing headlines featuring Robbie Williams, Arctic Monkeys, Liam Gallagher, Kasabian, Rihanna, Amy Winehouse, Plan B, Calvin Harris and Deadmau5 emphasized the label's runaway success.

The Donnelly Brothers were more notorious than ever as Gio-Goi hit the top of The Sunday Times Fast Track 100 in 2009 with a £19 million turnover (and would peak at £40 million annual turnover). They bought a pub, promoted club nights in Ibiza with Cream, made award winning pop videos and launched new fashion label, Your Own [YO].

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The brothers are now hitting headlines with Rules of Faith, a superiorly exclusive brand that has already shown presence in international football sported by the Likes of Rio Ferdinand, Andriy Shevchenko, Petr Čech, Gianfranco Zola & Clarence Seedorf.

The management team comprises experienced professionals from the fashion, technology, and finance industries. Their combined expertise ensures the seamless integration of blockchain technology with luxury fashion.

Cofounder: Chris Donnelly – Rules of Faith

Cofounder: Anthony Donnelly – Rules of Faith

Cofounder: Mr Oliver Moorhouse – QELT™

Cofunder: Mr Phil Ryan – QELT™

Chairman: Mr James Roy Goff – QELT™

Head of Blockchain: Mr Ben Challice – QELT™

Head of Finance: Mr Jonathan Hirst – QELT™

Head of PR: Mr Jonathan Glass – QELT™

Jacco Van Seventer – Head of UAE and Commodities – QELT™

Legal Counsel: Mr Alastair Wilson – QELT™

Chief Compliance Officer: Mr James Canepa – QELT™

Chief Technical Officer: Mr David G – QELT™

3. Market Analysis

Industry Overview and Trends

The global luxury fashion market is projected to grow significantly over the next decade, driven by increasing disposable incomes, urbanization, and a rising preference for premium products. The industry is seeing a shift towards digitalization, with online sales of luxury goods growing at a rapid pace. The integration of blockchain technology is emerging as a key trend, offering solutions for transparency, authenticity, and secure transactions.

Target Market Demographics and Psychographics

- **Demographics:**
 - **High-Net-Worth Individuals (HNWIs):** Typically aged 30-60, with annual incomes exceeding £250,000.
 - **Fashion Enthusiasts:** Aged 20-40, with a strong interest in the latest fashion trends and disposable incomes above £50,000.
 - **Tech-Savvy Consumers:** Aged 25-45, early adopters of new technologies with annual incomes above £75,000.
 - **Eco-Conscious Consumers:** Aged 25-50, prioritizing sustainability and ethical practices, with annual incomes above £60,000.
- **Psychographics:**
 - **Exclusivity Seekers:** Value unique, limited-edition products and personalized experiences.
 - **Innovators:** Interested in new technologies and digital assets.
 - **Sustainability Advocates:** Prefer brands committed to environmental and social responsibility.
 - **Luxury Connoisseurs:** Appreciate superior craftsmanship and high-quality materials.

Competitive Analysis

The luxury fashion market is highly competitive, with established brands like Gucci, Louis Vuitton, and Chanel dominating the space. However, the integration of blockchain technology provides a unique competitive edge by offering benefits such as product authentication, exclusive access to digital collectibles, and enhanced customer loyalty programs. Rules of Faith aims to differentiate itself through its innovative use of blockchain, exclusive product offerings, and strategic partnerships.

Regulatory Environment

Faith Token will eventually be migrated onto QELT and paired with XMP post XMP migration.

Risk Mitigation

ROF A and ROF B will hold options to receive backing by AURU.M™ the gold backed stablecoin should it experience any high level market depreciation.

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4. Organization and Management

Organizational Structure

The organizational structure of Rules of Faith is designed to support seamless operations, with clear hierarchies and responsibilities across different departments. The main divisions include:

- **Executive Management:** Overseeing overall strategy, financial planning, and key decision-making processes.
- **Design and Development:** Focused on product design, blockchain development, and technology integration.
- **Marketing and Sales:** Responsible for brand promotion, sales strategies, and customer engagement.
- **Operations and Logistics:** Managing supply chain, inventory, and distribution channels.
- **Compliance and Legal:** Ensuring regulatory compliance and managing legal matters.

Profiles of the Management Team

- **CEO:** An experienced leader with a background in luxury fashion and retail management. The CEO oversees the overall strategic direction of the company, ensuring alignment with its vision and goals.
- **CTO:** A blockchain expert with extensive experience in developing secure and scalable blockchain solutions. The CTO is responsible for the technical aspects of the project, including the development and maintenance of the blockchain infrastructure.
- **CMO:** A marketing professional with a track record of successful luxury brand campaigns. The CMO leads the marketing and sales efforts, focusing on brand promotion and customer engagement.
- **CFO:** A finance expert responsible for financial planning, investment strategy, and regulatory compliance. The CFO ensures the financial health of the company and oversees fundraising activities.

Roles and Responsibilities

Each team member has specific roles and responsibilities to ensure efficient operations and strategic decision-making. The collaborative approach fosters innovation and rapid problem-solving. Key roles include:

- **Product Designers:** Responsible for creating innovative and high-quality fashion products.
- **Blockchain Developers:** Focus on developing and maintaining the blockchain infrastructure.
- **Marketing Specialists:** Develop and execute marketing strategies to promote the brand and engage customers.

- **Operations Managers:** Ensure smooth supply chain and inventory management.
- **Compliance Officers:** Monitor regulatory changes and ensure the company's adherence to legal requirements.

Hiring Needs

To support growth, the company plans to hire additional talent in areas such as blockchain development, marketing, customer support, and legal compliance. The recruitment strategy focuses on attracting individuals with expertise in their respective fields and a passion for luxury fashion and technology.

5. Product Line

Detailed Description of FaithTokens (ROF-A and ROF-B)

FaithTokens are utility tokens within the Rules of Faith ecosystem, designed to provide exclusive access and benefits to holders. There are two classes of tokens:

- **ROF-A:** Premium membership token offering higher-tier benefits and exclusive access.
- **ROF-B:** Standard membership token providing access to regular benefits within the ecosystem.

How It Works and Its Unique Features

FaithTokens leverage blockchain technology to offer a range of unique features:

- **Exclusive Access:** Token holders can access limited-edition collections, private events, and special offers.
- **Loyalty Rewards:** Holders earn rewards based on their engagement and transactions within the ecosystem.
- **Product Authentication:** Blockchain ensures the authenticity of luxury products, preventing counterfeiting.
- **Digital Collectibles:** Token holders can acquire and trade unique digital assets tied to physical products.

The Process of Tokenization

Tokens are issued on the Binance Smart Chain (BSC), ensuring security, transparency, and efficiency and then migrated to QELT™ at a later date. The tokenization process involves:

- **Smart Contract Development:** Creating secure and reliable smart contracts for token issuance and management.
- **Minting Tokens:** Generating the initial supply of tokens and distributing them according to the ICO structure.
- **Integration:** Integrating tokens into the Rules of Faith platform, enabling seamless transactions and interactions.

Storage and Security

Tokens are stored in secure digital wallets, with robust security measures to protect against unauthorized access and theft. The platform employs advanced encryption techniques and multi-factor authentication to ensure the safety of users' assets.

6. Marketing and Sales Strategy

Marketing Plan and Channels

The marketing strategy focuses on building brand awareness, engaging target audiences, and driving token sales through various channels:

- **Digital Marketing:** Utilizing social media platforms, SEO, and content marketing to reach a wider audience.
- **Influencer Partnerships:** Collaborating with fashion influencers to promote the brand and increase visibility.
- **Events and Promotions:** Hosting exclusive launch events, pop-up shops, and promotional campaigns to engage with potential customers.

Sales Strategy and Forecast

The sales strategy includes a multi-phase ICO, continuous engagement through exclusive offers, and loyalty programs. Financial forecasts indicate significant revenue growth driven by token sales, exclusive events, and high engagement within the ecosystem. Key elements include:

- **Pre-Sale:** Offering tokens at a discounted rate to early investors.
- **Public Sale:** Conducting a phased public sale to maximize reach and engagement.
- **Post-ICO Sales:** Continuing to sell tokens through the platform, offering exclusive benefits to new buyers.

Partnerships and Collaborations

Strategic partnerships with other luxury brands, blockchain platforms, and influencers will enhance the brand's reach and credibility. Key partnerships include:

- **Luxury Brands:** Collaborating with established luxury brands to co-create exclusive products and events.
- **Blockchain Platforms:** Partnering with blockchain technology providers to ensure robust and scalable solutions.
- **Influencers:** Engaging fashion influencers to promote the brand and drive customer engagement.

Customer Service and Support

A dedicated customer support team will provide assistance through multiple channels, ensuring a seamless and satisfying experience for all token holders. Key aspects include:

- **Multi-Channel Support:** Offering support via email, phone, live chat, and social media.
- **Knowledge Base:** Providing a comprehensive knowledge base with FAQs, guides, and tutorials.

- **Feedback Loop:** Encouraging customer feedback to continuously improve services and offerings.

7. Funding Request

Current Funding Requirements – Pre-Sale ICO

The initial funding requirement is £1,000,000 to cover the costs of the ICO launch, including smart contract development, marketing, legal compliance, and operational expenses.

Planned Use of Funds

The funds raised through the ICO and subsequent funding rounds will be allocated as follows:

- **Smart Contract Development:** for creating and auditing secure smart contracts.
- **Website and Platform Development:** for developing a user-friendly platform.
- **Legal and Compliance:** for ensuring regulatory compliance and legal security.
- **Marketing and PR:** for brand promotion and customer engagement.
- **Token Listing Fees:** for listing FaithTokens on Binance Launchpad.
- **Community Building and Management:** for establishing and managing a strong community.
- **Partnerships and Collaborations:** for forming strategic alliances.
- **Operational Costs:** for day-to-day operations.

The Public ICO aims to raise 50,000,000 GBP on the Binance Launchpad.

Exit Strategy for Investors

Potential exit strategies for investors include:

- **Acquisition:** Being acquired by a larger entity in the luxury fashion or technology sector.
- **Initial Public Offering (IPO):** Going public once the company reaches a mature stage.
- **Token Buyback:** Implementing a token buyback program to provide liquidity and returns to investors.

8. What Kind of Tokens Are ROF?

FaithTokens (ROF-A and ROF-B) are utility tokens designed specifically for the Rules of Faith ecosystem. They utilize a hybrid Proof of Work (PoW) and Proof of Stake (PoS) mechanism to ensure security, decentralization, and efficiency. Below are detailed descriptions of the characteristics and purposes of these tokens:

8.1. Utility Tokens

ROF-A (Class A Token)

- **Premium Membership:** ROF-A tokens are designed to provide premium membership benefits within the Rules of Faith ecosystem.
- **Exclusive Access:** Holders of ROF-A tokens gain early and exclusive access to new fashion collections, limited-edition items, and private events.
- **Higher Loyalty Rewards:** ROF-A token holders are entitled to higher loyalty rewards compared to ROF-B holders. These rewards may include discounts, special offers, and bonus tokens.
- **Special Features:** Additional features might include personalized fashion consultations, priority customer support, and invitations to VIP events.

ROF-B (Class B Token)

- **Standard Membership:** ROF-B tokens cater to standard membership levels within the Rules of Faith ecosystem.
- **General Access:** ROF-B token holders have access to regular collections, public events, and standard loyalty programs.
- **Loyalty Rewards:** Holders of ROF-B tokens earn loyalty rewards, albeit at a lower rate compared to ROF-A holders. Rewards can include discounts, special promotions, and bonus tokens.

8.2. Hybrid PoW/PoS Mechanism

- **Proof of Work (PoW):** Initially, FaithTokens are mined using a Proof of Work mechanism. This ensures a fair and secure distribution of tokens during the early stages of the network. Miners compete to solve cryptographic puzzles, adding new blocks to the blockchain and receiving newly minted ROF tokens as rewards.
- **Proof of Stake (PoS):** After the initial distribution phase, FaithTokens transition to a Proof of Stake mechanism. In PoS, validators are chosen to create new blocks and confirm transactions based on the number of tokens they hold and are willing to 'stake' as collateral. This transition enhances energy efficiency and network security while reducing the reliance on computational power.

8.3. Blockchain-Based Tokens

- **Platform:** FaithTokens are issued on the Binance Smart Chain (BSC), ensuring high security, transparency, and efficiency in transactions.
- **Smart Contracts:** The functionality and distribution of ROF-A and ROF-B tokens are governed by secure smart contracts, which automate processes such as token issuance, reward distribution, and transaction verification.

8.4. Ecosystem Integration

- **Exclusive Ecosystem**
B tokens are integral to
- **Access:** Both ROF-A and ROF-B
accessing and participating in

the exclusive ecosystem of Rules of Faith. They enable users to engage with various features, services, and products offered by the platform.

- **Token-Based Transactions:** All transactions within the Rules of Faith ecosystem, including purchases, rewards, and event entries, are facilitated using ROF tokens. This promotes a seamless and efficient user experience.

8.5. Incentive and Reward Mechanism

- **Loyalty Programs:** FaithTokens are central to the loyalty programs designed to reward users for their engagement and transactions within the ecosystem. These programs incentivize users to hold and use their tokens, fostering a vibrant and active community.
- **Staking Rewards:** Under the PoS system, token holders who stake their tokens are rewarded with additional ROF tokens, proportional to their staked amount and the duration of staking. This encourages long-term holding and network stability.
- **Mining Rewards:** During the PoW phase, miners receive block rewards for successfully adding new blocks to the blockchain, ensuring a fair distribution of tokens.

8.6. Non-Security Tokens

- **Regulatory Compliance:** FaithTokens are designed as utility tokens, not securities. This means they are intended solely for use within the Rules of Faith ecosystem and do not represent ownership, equity, or profit-sharing in the company.
- **Usage Rights:** Holding ROF-A or ROF-B tokens grants users certain rights and privileges within the ecosystem, but it does not confer any rights to dividends, company profits, or governance.

8.7. Distribution and Availability

- **ICO Structure:** The initial distribution of FaithTokens will occur through a structured Initial Coin Offering (ICO), with specific phases for pre-sale and public sale, ensuring fair and widespread access to the tokens.
- **Secondary Market:** Post-ICO, FaithTokens will be available for trading on secondary markets, allowing users to buy, sell, and trade tokens based on their needs and preferences.

Simple Overview

FaithTokens (ROF-A and ROF-B) are specially designed utility tokens that facilitate a unique and exclusive user experience within the Rules of Faith luxury fashion ecosystem. By leveraging a hybrid PoW/PoS mechanism, these tokens ensure secure, transparent, and efficient access to premium and standard membership benefits, loyalty rewards, and exclusive events. This innovative approach maintains strict compliance with regulatory standards while offering unparalleled value to its customers and investors.

9. Tokenomics and Vesting

Total Supply and Distribution

Token Structure

- **Total Supply:** 100,000,000 tokens
- **Class A Token (FTK-A):** Premium tier, limited to 10,000,000 tokens
- **Class B Token (FTK-B):** Standard tier, limited to 90,000,000 tokens

ICO Structure – Binance Launchpad

Class A Token (FTK-A) ICO

- **Total Supply:** 10,000,000 FTK-A
- **ICO Supply:** 5,000,000 FTK-A (50% of total supply)
- **Token Price:** Initial price set at £10.00 per FTK-A
- **ICO Duration:** 60 days
- **Accepted Currencies:** ETH, BTC, USDT, and major fiat currencies

Class B Token (FTK-B) ICO

- **Total Supply:** 90,000,000 FTK-B
- **ICO Supply:** 55,000,000 FTK-B (61% of total supply)
- **Token Price:** Initial price set at £1.00 per FTK-B
- **ICO Duration:** 90 days
- **Accepted Currencies:** ETH, BTC, USDT, and major fiat currencies

ICO Stages for Class A and Class B Tokens

Pre-Sale (15% of ICO Tokens)

- **FTK-A:** 750,000 tokens at a 10% discount (£9.00 per FTK-A)
- **FTK-B:** 8,250,000 tokens at a 10% discount (£0.90 per FTK-B)

Public Sale Phase 1 (40% of ICO Tokens)

- **FTK-A:** 2,000,000 tokens at a 5% discount (£9.50 per FTK-A)
- **FTK-B:** 22,000,000 tokens at a 5% discount (£0.95 per FTK-B)

Public Sale Phase 2 (45% of ICO Tokens)

- **FTK-A:** 2,250,000 tokens at full price (£10.00 per FTK-A)
- **FTK-B:** 24,750,000 tokens at full price (£1.00 per FTK-B)

Vesting Schedule

Team and Advisors (15,000,000 FTK)

- **Cliff Period:** 6 months
- **Vesting Period:** 36 months (3 years) after the cliff period
- **Vesting Schedule:** Linear monthly vesting

Month Released Tokens Percentage Released

Month	Released Tokens	Percentage Released
0 (Cliff)	0	0%
6	416,666	2.78%
12	833,333	5.56%
18	1,250,000	8.33%
24	1,666,666	11.11%
30	2,083,333	13.89%
36	2,500,000	16.67%
42	2,916,666	19.44%
48	3,333,333	22.22%
54	3,750,000	25%

Founders (10,000,000 FTK)

- **Cliff Period:** 12 months
- **Vesting Period:** 24 months (2 years) after the cliff period
- **Vesting Schedule:** Linear monthly vesting

Month Released Tokens Percentage Released

Month	Released Tokens	Percentage Released
0 (Cliff)	0	0%
12	416,666	4.17%
18	833,333	8.33%
24	1,250,000	12.5%
30	1,666,666	16.67%
36	2,083,333	20.83%
42	2,500,000	25%
48	2,916,666	29.17%
54	3,333,333	33.33%
60	3,750,000	37.5%

Partnerships and Collaborations (5,000,000 FTK)

- **Cliff Period:** 3 months
- **Vesting Period:** 18 months (1.5 years) after the cliff period
- **Vesting Schedule:** Linear monthly vesting

Month Released Tokens Percentage Released

0 (Cliff)	0	0%
3	555,555	5.56%
6	1,111,111	11.11%
9	1,666,666	16.67%
12	2,222,222	22.22%
15	2,777,777	27.78%
18	3,333,333	33.33%
21	3,888,888	38.89%
24	4,444,444	44.44%
27	5,000,000	50%

Marketing and Community (5,000,000 FTK)

- **Vesting Period:** 12 months
- **Vesting Schedule:** Linear monthly vesting

Month Released Tokens Percentage Released

1	416,666	8.33%
2	833,333	16.67%
3	1,250,000	25%
4	1,666,666	33.33%
5	2,083,333	41.67%
6	2,500,000	50%
7	2,916,666	58.33%
8	3,333,333	66.67%
9	3,750,000	75%
10	4,166,666	83.33%
11	4,583,333	91.67%
12	5,000,000	100%

Reserve Fund (5,000,000 FTK)

- **Cliff Period:** 6 months
- **Vesting Period:** 24 months (2 years) after the cliff period
- **Vesting Schedule:** Linear monthly vesting

Month	Released Tokens	Percentage Released
0 (Cliff)	0	0%
6	208,333	4.17%

Month	Released Tokens	Percentage Released
12	416,666	8.33%
18	625,000	12.5%
24	833,333	16.67%
30	1,041,666	20.83%
36	1,250,000	25%
42	1,458,333	29.17%
48	1,666,666	33.33%
54	1,875,000	37.5%

10. Appendix

Links to the Founders

<https://www.manchestereveningnews.co.uk/news/showbiz-news/qio-goi-brothers-chris-anthony-donnellys-6302208>

<https://www.independent.co.uk/life-style/fashion/features/rough-trade-how-two-brothers-rose-from-gangsterland-to-create-the-fashion-brand-qioqoi-worth-ps40m-then-promptly-lost-the-lot-8899824.html>

<https://www.radiotimes.com/audio/the-sex-pistols-of-fashion-the-brothers-behind-label-qio-goi/>

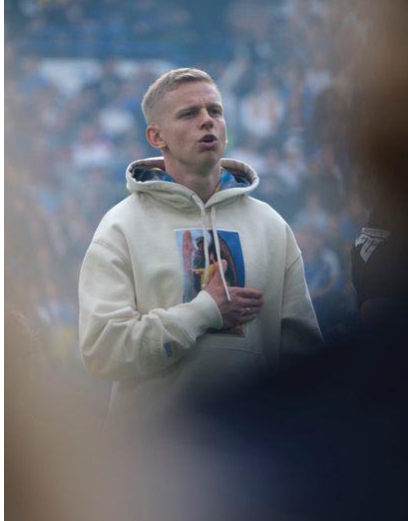
<https://www.campaignlive.com/article/rocker-doherty-follows-moss-footsteps-qio-goi-deal/609050>

Celebrity Links

<https://vimeo.com/988314565> - Game 4 Ukraine, Stamford Bridge

<https://vimeo.com/988314623> - Game 4 Ukraine, Stamford Bridge

<https://vimeo.com/988314594> - Game 4 Ukraine, Stamford Bridge



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<https://rulesoffaith.com/>

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This comprehensive whitepaper outlines the strategic vision, operational plan, and financial roadmap for Rules of Faith, positioning FaithTokens (ROF-A and ROF-B) as revolutionary utility tokens in the luxury fashion industry. By leveraging blockchain technology, Rules of Faith aims to create a unique and engaging ecosystem that offers unparalleled value to its customers and investors.