

MORE COIN

Whitepaper August 2019

Introduction

MORE Coin (www.mre.live) was created to bring seamless and transferable membership opportunities for the live entertainment industry.

MORE is an ERC20 token with a cap of 30,000,000 tokens. Presently 7,000,000 are issued and outstanding. Tokens are released as they are sold to new members or new locations are added.

MORE Coin began in 2017 under its previous name “Legends Room”. The company changed the name in 2018 to accommodate additional venues and experiences that were being added to the MORE ecosystem. The token structure was carried over.

MORE Management LLC incorporated in Wyoming owns and operates the MORE token and manages the membership community.

MEMBERSHIP STRUCTURE

MORE operates as a membership club. There are potentially 6000 total memberships available. To become a member, one must hold 5000 MORE tokens. No other criteria is required for membership.

Members may share, rent or transfer their membership to friends, family, and coworkers with they chose to do so. There is no charge to do so.

Owners of less than 6000 tokens may eventually become members or in the alternative may spend the MORE token inside of MORE affiliated venues for discounts and priority services.

MORE UTILITY TOKEN

Nonmembers who own MORE may spend it in the clubs. Use of the MORE token will result in discounts and various preferences.

MORE LOCATIONS

The primary MORE location is in Hollywood, California inside of Argyle Nightclub. Members are treated to an elevated area over the dance floor but have full access to all areas of the venue

MORE members also have access to Time Night Club in Orange County. In New York City, MORE has a location at the Red Rabbitt Club and in the Hamptons members have access to the Hedge Club.

Through an affiliation with Tablelist Inc., MORE members have preferred rates at 10 clubs around the country as well.

MORE has several venues in Las Vegas that area available to members based on demand and taste. We previously had a permanent MORE location inside of Hyde at the Bellagio. Hyde closed and we are negotiating for another casino venue in Las Vegas at the present time.

MORE continues to evaluate additional locations and expects to add locations in major cities over the next twenty-four months.

MORE EVENTS

MORE intends to stage a series of events and pop ups in various cities. Based on membership feedback over the past two years, members have asked for these experiences.

MORE is exploring pop up parties at events such as EDC Las Vegas, the Super Bowl, New York Fashion Week, and various music festivals such as Coachella.

MORE is also planning a series of marijuana infused dinner parties in Las Vegas and Los Angeles. We have partnered with celebrity chef Chris Saygeh to create one of a kind, private dinner experiences.

BENEFITS TO MEMBERSHIP

Unlimited Access to MORE clubs for you and a guest
Priority entrance and pass the line at MORE locations
Cover charges waived at all MORE locations
Access to Members only events
Artist meet and greet (Subject to availability)
Preferred access to MORE backstage. (Subject to availability)
Presale preference to events and performances such as New Year's Eve
Cryptocurrency concierge services
Exotic car rental payable in cryptocurrency
Invitations to special events at the club and around the world.
Preferred rates on club buyouts and talent appearances.

MARKET OPPORTUNITY

Nightclubs often have excess capacity and/or irregular demand. Committing to a MORE area is to their advantage.

Nightlife pricing is not readily available to guests and is often negotiated at the last minute. Joining MORE allows members to have fixed pricing, guaranteed premium seating, and flexibility with ownership.

Membership allows holders of the MORE token an unparalleled experience when in MORE affiliated clubs.

Additionally, members have the opportunity to sell their membership when and if it no longer fits their lifestyle using tokens to represent ownership.

MORE Management is able to secure preferred pricing which is shared with members. MORE members often get the best tables and the best pricing and are able to pay in the cryptocurrency of their choice.

In the two years of operation, MORE members have become valuable customers of some of our partner clubs.

MORE AND CELEBRITIES

MORE maintains close relationships with various celebrities. Visitors to the clubs have included Shark Tank's Daymond John, Cardi B, Migos, G-Eazy, 21 Savage, Travis Scott, Flo Rida, Saweetie, Brody Jenner, and Samantha Ronson.

Members of the Los Angeles Lakers, New York Knicks, New Jersey Nets and Dallas Mavericks have been to MORE. We have a long term relationship with many athletes that compete in the Ultimate Fighting Championship as well.

Celebrities often learn about cryptocurrency through their association with MORE. Often they communicate to their fans about the advantages of MORE and cryptocurrency in general.

Additionally, we respect the privacy of our members and guest so do not publish names or pictures unless granted permission.

MORE MODELS

In 2019, the company has secured a license from the State of Nevada to become a licensed employment agency. Our presence in nightclubs across the county has given us exposure to numerous models, influencers, and personalities.

Members of the management team of MORE have previously worked in talent management and talent development. Personalities such as Claudia Schiffer, Tyra Banks, Niki Taylor, and Christina Aguilera have worked with members of the MORE team.

Models will be paid in part in MORE coin and companies wishing to engage MORE represented models will be required to buy MORE coin.

Models associated with the agency will be posting pictures from all MORE events on their social media several times a week. More Models can create hundreds of thousands of impressions each week for the MORE brand across multiple social media channels at very low cost.

MORE AND THE PRESS

In addition to developing an aggressive social media presence through the models, MORE cultivates relationships with the press through its PR firm.

MORE has been featured in Mashable, Wall Street Journal, Forbes, numerous nightlife and industry publications.

MANAGEMENT

Peter Klamka. A successful entrepreneur who has had a number of exits through the public markets. Peter has also worked with numerous notable personalities, celebrities, brands and corporations. He is a graduate of the University of Michigan-Ann Arbor.

Nicholas Blomgren. A well known and popular figure in the city of Las Vegas. Affectionately known as “One Kick Nick”, he has been associated with numerous nightlife venues in Las Vegas for over 30 years. In addition to be a world recognized trainer of fighters of all disciplines and owner of a popular training gym for professional mixed martial artists and boxers.

Idessa Reyes. Dez has been in nightlife for the past ten years in the Los Angeles area. Dez has worked for SBE, Drai’s, and Argyle. In addition to her work behind the scenes, she is also a professional DJ signed to Skas Artists. When not working for MORE, Dez can be found playing at some of the top nightclubs around the country.

David Gzesh. Special Counsel. Mr. Gzesh provided the legal opinion (available on request) regarding our token’s status as a utility and not a security.

Maggie Haase. Maggie heads the modeling division. A 20 year veteran of the modeling industry. Having discovered numerous fashion industry stars, scouted thousands of girls, run pageants, and worked in virtually every aspect of the industry. Maggie has worked with Peter Klamka on a previous modeling project that was the subject of a reality TV show in the United States.

MORE CONTRACT ADDRESS

The contract address is `0x305de070488c8469dfac957226c9c900c4bfba22`