



Welcome to the Updated and Improved Hop Paper!

Here we will reintroduce the project, restate our mission as a project, share our values and explain where the Happy Hoppers Club will go from here.*

We will break this Paper down into sections for the sake of organization.

- I. The History of Happy Hoppers (Pg. 2)
- II. The Next Steps (Short-Term Plans) (Pg. 5)
- III. Okay, So What About After That? (Long-Term Plans) (Pg. 11)
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I. The History of the Project

1. Our Origins

The Mission of the Happy Hoppers Club, from its inception, was to create a home for the art of one of the most beloved artists in the CNFT ecosystem (and the one artist you don't want to compete in a fan art contest against), Oodon. Our project's founders were, even at the start, huge fans of Oodon's work and remain so grateful to have the opportunity to share a space and project with such phenomenal talent.

The project was built with a positive attitude in mind, largely informed by the project's original art direction and it has since oriented the project into being a family-friendly brand, choosing to take great pride when holders share which hopper is a favorite of one of their children.

To us, that presents a great opportunity to introduce Cardano and NFTs to the next generation; something we plan to work on developing during the lifespan of the project.

2. The Story

Hoppers was introduced as a story-driven project with transformative utility. Before we talk about where the project will go from here, we want to take an opportunity to refresh our long-time holders and to introduce the story to those who might be viewing our project for the first time.

At first, there was no Hoppers Club at all, the Hoppers lived in relative peace on the banks of Lake Cardano. They would sing songs, share cooking recipes and play games in the Hopper Houses that they built for themselves along the lakeside. One day, they heard loud noises coming through the trees; they couldn't tell exactly what it was. Fear suddenly hit the Hoppers and they decided to hold a meeting.

The Hopper Elders decided that it was best that the Happy Hoppers Club had to be formed in order to protect their home, just in case that loud sound turned out to be dangerous to them. They all prepared by gearing up with everything they could find (yes, even plungers) in order to defend their home at any cost!



3. Our Drop

During our “OG Hoppers” drop (as it is now known), we built what we still consider to be the most equitable and fair drop system to date thanks to the development of Ribbot, our whitelist bot.

Since the original drop, we have rolled out transformations that allowed holders to customize aspects of their hoppers; allowing them to add wings or change the color of their fishbowl swimmer, depending on what they held. This is a trend we plan to continue and grow upon as we further develop our transformative utility. It is possible that, at some point in the future, holding projects that are not in the Hoppers collection will even be required for transformations. (eyes emoji, shushing emoji)

4. Lilypad Launchpad

The Lilypad Launchpad was started as an opportunity to offer our holders additional benefits and access to projects beyond the Hoppers ecosystem. From the start we viewed it as two things, an opportunity for our holders to get Whitelist spots or exclusive NFTs from projects as well as being a space for projects we like to grow.



Our Launchpad will continue and grow as we move Hoppers into Generation 2, both in our NFT collection and for the project as a brand. As we grow, more opportunities will come to us that we will pass down to our holders. The importance of our holders, those who put their faith and their trust in us, will always come first for us.

II. The Next Steps (Short-Term)

Generation 2 will act as a major growth catalyst for the project. We will be ushering in some major changes to the way we have run the project in the past including:

- Drop Mechanics
- Art Direction and the Role of Storytelling
- Utility Rollout and Holder Benefits

1. Drop Mechanics

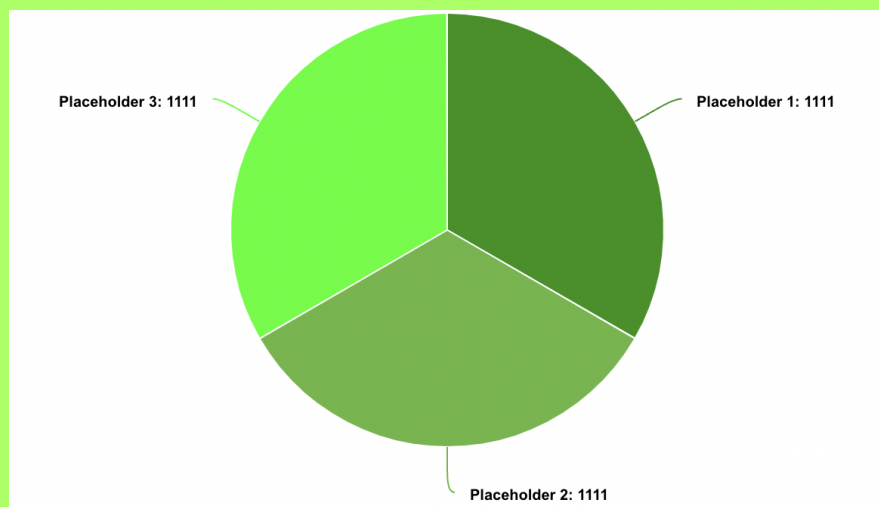
The Generation 2 migration will happen in phases. The original Generation 2 mint will be our ***Adventuring Event*** which will be followed by our ***Regional Mints***.

Adventuring Event

Our “Adventuring Event” (or “burn”) will be the first step in taking part in the Generation 2 ecosystem. The adventuring event will be what we are calling an “Exchange Mint”, where a portion of the mint cost for the drop will be a Generation 1 Happy Hoppers Club NFT (policy that starts with 11ff).

During this mint, holders will be getting a Placeholder NFT that they will use for the Regional Mint portion of the migration. There are 3 different Placeholder NFTs with different art associated with them. These differences are merely cosmetic and have no rarity of any kind or bearing over where you can redeem them during the Regional Mint portion of the migration (Please refer to Jub’s Pie Chart Below for more information.)

NOTE: This will be the only portion of Generation 2 that will require a notable ADA cost to mint, all others will be 5ADA or less to engage with.



Regional Mints

Following our Adventuring Event (fire emoji, fire emoji), Generation 2 of Happy Hoppers Club will enter our Regional Minting Phase or Claim Phase which is a way for holders of the Placeholder NFT to choose from which of the three regions that they would like to mint their actual Generation 2 Hopper.

To those who have been keeping up with the project, you'll already know that the three regions are the Junkyard, the Deep Forest and the Village. The minting will require holders to send in their Placeholder during the announced time and will receive a Hopper from that region in return.



Each region will have its own mint date and will likely be a timed mint event that will close after a certain amount of time to allow the team and the holders to prepare for the next region. It is our expectation that there will be more than one opportunity for people to claim from each region; our only limitation there being demand for a specific region. Once a region sells out of its **1,111 supply per region**, opportunity to mint from that region will end. Mint cycles will close for Generation 2 once all Placeholder NFTs are redeemed.

2. Art Direction and the Role of Storytelling

Because we are entering a new generation, we want the experience on the mint side as well as the holder side to be unique from what we offered in Generation 1.

Hoppers will be venturing out of their homes to explore the world around them, meeting new allies in their cause and expanding their relationship with those who exist around them. As such, the art direction that represents each region will be unique to the environment that they come from.

Part of our goal with the art direction of Generation 2 is to make it unmistakable which region and which generation the NFT you're looking at is from.

During their journey, we will be releasing more information about the story from each region, the notable inhabitants (and, more importantly, the 1/1s) from each region. The trials and tribulations they will face as they enter new lands will make them explore new ideas and concepts as well. Hoppers may be the main characters of their own story back in Lake Cardano but they might not be viewed as the hero in every story; not everyone we meet on the Hopper journey will love Hoppers as much as we do.

3. Utility Rollout and Holder Benefits

In the past, we would roll out our transformations as a mint with a small ADA price and a Holder requirement. For Generation 2, the cost of transformations will be more focused on the cost in \$HOP, our project token.

\$HOP or “Hop Token” will be introduced through our staking mechanism that will come at the end of the Generation 2 Regional Mints. Similar to other staking systems we have seen in our ecosystem, it will require holders to send their Hoppers on further adventures to find \$HOP, staking their Hoppers in a smart contract for a set time period (Amount of Epochs per staking cycle is still TBD).

Hop Token will not act like many other project tokens we have dealt with in the past. \$HOP will not need any hard capping, price discovery or liquidity pool farming because it will not be listed on any exchange or be given any monetary Value. Its only use is in the project.

For the sake of argument, 1 \$HOP = 1 \$HOP
No more and no less

\$HOP is, in no way, a financial instrument. Its purposes are exclusively for participating in Hopper-related events within the Happy Hoppers Club ecosystem. Because of this, events requiring \$HOP for participation will be scaled to meet the current circulating supply and average holder numbers despite distribution of the token remaining consistent.

There will be a variety of use cases for \$HOP including the various transformations that we will hold during the duration of Generation 2 as well as things like raffles for exclusive NFTs, NFTs from projects outside of the Hoppers Ecosystem and physical items like a Ledger device or a free piece of Merch.

As we stated before, the Launchpad will remain open for projects who want to offer our community Whitelist spots or NFTs but for projects who want to engage with us that are not hosting an upcoming drop, \$HOP raffles will be a great opportunity for them to join the fun and a great chance for Hop Token holders to be rewarded for their loyalty to the project in the form of an NFT from a great project.

As it stands, the plan is to continue to give purpose to Generation 1 Hoppers by making them the stake-able NFTs from our project. In our view, releasing new NFTs is no excuse to forget about the Hoppers who risked everything to explore the new lands of Generation 2 and we feel that allowing those Hoppers to be the only NFTs that you can stake will honor their sacrifice.

Below we have attached a graph that Jub made to show you how token distribution works because projects and holders love tokenomics graphs.



III. Okay, So What About After That?

We often talk about projects and how they should “Run things like a business”. To Hoppers, that's not just a WAGMI-like saying that we repeat with no real meaning; it's a point of focus. It is not enough anymore for us to simply trust that projects are doing the right thing behind closed doors.

Resources and Information is currently being gathered in order to set up Happy Hoppers Club up as a registered LLC in the United States. The reason we think that this is important is for legitimacy beyond the Cardano NFT community. To us, this is an important step towards our goal of making meaningful partnerships in Web2 as well as continuing to grow the project without needing to do regular NFT drops or forcing the team to rely on secondary royalties to continue growing the project.

Once we complete our initial merch rollout, merch partnerships and sponsorships in Web2 and Web3 will begin development in full effort. Taking the project off-chain in ways more powerful than holder-only merch gives us expanded exposure to new people, both inside and outside of our industry.

We have stated in the past that our project plans to continue building and creating and growing well into the future. Actually running Happy Hoppers Club like a business is, to us, the most viable way to make that goal a reality.

IV. Conclusion

To any of those who have made it this far, I (Jub) just wanted to take this chance to thank you. Being a part of this project has been such an amazing experience for me and I have the Cardano Community and HopperFam to thank for all of that.

The Happiness that this project and this experience has brought me so far is hard to describe. Getting to know so many amazing people here has been such a blessing to me and it's a debt I feel I owe to all of you; a debt I plan to pay by doing my best for Hoppers.

I believe in us and I sincerely thank you for sharing that belief.

As I will continue to say until it's not true, We are just getting started.

Lets Frogging Go, HopperFam.

I love you all and hope to see some of you at CNFTcon.

*The sentiments expressed herein do not constitute a financial promise or financial advice. Please be responsible, DYOR and Degen at your own risk.