

Brand Masters Token (BMTS)

Litepaper
V1.0

1. What Is BMTS?

Brand Masters Token (BMTS) is the native **utility token** of **Brand Masters World**. It is a Web2 + Web3 ecosystem built to help **Indian and Indian-origin entrepreneurs, SMEs, freelancers, and creators** build credible, export-ready brands.

BMTS is a **payment, access, and participation token** used across Brand Masters platforms for:

- Consulting
- Education & bootcamps
- SaaS storefronts
- Community memberships
- Events & expos
- Marketplace & freelancer services

2. The Problem & the Solution

Indian and Indian-origin founders face the same recurring mess:

- Branding, legal, logistics, education, and marketing are **fragmented**
- High-quality help is **too expensive**
- Cheap tools don't scale globally
- No shared system for **trust, incentives, or contribution**
- Web3 is either irrelevant or purely speculative

There is **no unified “brand economy”** for Indian-origin businesses.

Hence, **Brand Masters World** is a full-stack platform combining Consulting & strategy, Brand education (academy), Community & memberships, Freelancer marketplace, E-commerce & export-ready storefronts, Media, events, and expos, and Venture & ecosystem initiatives

Instead of paying separately across disconnected platforms, users:

- Acquire BMTS once
- Use it across multiple services
- Unlock access, discounts, and participation rules ecosystem-wide

3. What BMTS Is

- A **utility token**
- A **payment & access mechanism**
- A **platform settlement unit**

- A reward & participation tool
- Spendable **from day one**, even during the ICO

4. BMTS Utility

At the product layer, the project is expressed through **10 core verticals** that BMTS will eventually plug into:

- **Brand Masters.community** – one-on-one and small-group guidance on branding, marketing, and business challenges.
- **Brand Masters.shop** – a premium storefront e-commerce marketplace focused on India.
- **Brand Masters.global** – a global marketplace and storefront layer for “Indian-origin brands” targeting export and EXIM use cases.
- **Brand Masters.consulting** – full-stack brand, strategy, compliance, logistics, certification, financial advisory, marketing & promotion support.
- **Brand Masters.academy** – courses, workshops, and weekly live Q&A sessions on brand building and business growth.
- **Brand Masters.show** – shared marketing infrastructure: advertising, media partnerships, PR campaigns, interviews.
- **BrandMasters.world** (portal) – global brand expo and diaspora-facing initiatives (Proud Indian competitions, digital expos, etc.).
- **Brand Masters.social** – social media infrastructure and amplification for brands.
- **Brand Masters.ventures** – a venture / investment arm to support Indian-origin brands with capital, collaboration, and growth.
- **Brand Masters.foundation** – impact and ecosystem-building initiatives under a foundation structure.

Utility Category	BMTS Use Cases
Payments	• Consulting retainers & audits • Academy courses & subscriptions • SaaS storefront plans • Event & expo tickets • Marketplace & freelancer services
Access & Gating	• Pro community tiers • Advanced academy tracks • VIP events & masterminds
Discounts	• Lower prices when paying in BMTS compared to fiat
Rewards	• Contributor rewards • Affiliate commissions (subject to minimum BMTS holding requirements) • Loyalty incentives
Certificates & NFTs (Optional)	• Course credentials • Competition badges • Achievement certificates

5. Token Design & Allocation

- **Token Name:** Brand Masters Token
- **Ticker:** BMTS
- **Standard:** BEP-20 (BNB Chain)
- **Bridges:** Ethereum / USDT
- **Total Supply:** 10,000,000,000 BMTS (fixed)
- **Minting:** One-time at genesis
- **Inflation:** None

Instead of framing allocations emotionally (“team”, “community”), BMTS is allocated by **function**:

Bucket	Allocation	Notes
Sale ICO (10 Rounds)	40% (4.0B)	Split internally as Private: 10% (1.0B) and Public: 30% (3.0B)
Founders, Team & Advisors	15% (1.5B)	12-month cliff (timelocked)
Community Rewards	7% (0.7B)	N/A
Ecosystem Development	8% (0.8B)	Time-locked (multi-year)
Partnerships & Exchanges (Liquidity)	20% (2.0B)	Partial early unlock for liquidity
Treasury	5% (0.5B)	Time-locked (e.g. 12–24 months start)
Marketing & Growth	5% (0.5B)	Small initial portion available

6. ICO Structure & Fundraising Mechanics

BMTS uses a **Utility-First Advanced ICO**, designed to fund platform growth **while tokens are already usable**.

- **Target Raise:** USD 10,000,000
- **Tokens for Sale:** 4,000,000,000 BMTS (40%)
- **Rounds:** 10
- **Accepted Assets:** BNB, ETH, USDT (ERC-20 & BEP-20)

The blended average ICO price converges around **\$0.0025**.

Round	Tokens in millions	Price (USD)	Hardcap (USD in millions)
1	804.89	\$0.000862	\$0.69
2	668.06	\$0.001120	\$0.75
3	554.49	\$0.001456	\$0.81
4	460.22	\$0.001893	\$0.87
5	381.99	\$0.002461	\$0.94
6	317.05	\$0.003199	\$1.01
7	263.15	\$0.004159	\$1.10
8	218.41	\$0.005407	\$1.18
9	181.28	\$0.007029	\$1.27

10	150.47	\$0.009138	\$1.38
	4 Billion		\$10 Million

BMTS is **spendable during the ICO itself**. Users can buy BMTS and immediately:

- Pay for courses
- Book consulting
- Access memberships
- Buy SaaS plans
- Register for events

This means that tokens circulate **before listing**, demand is tied to services, not charts, and ICO participants are users, not just buyers.

7. Multi-Chain Purchase Flow

1. User enters via WhatsApp / Telegram / web
2. Chooses chain (BSC or Ethereum)
3. Sends BNB / ETH / USDT
4. Smart contract sends BMTS instantly
5. Same wallet connects to Brand Masters apps

No custodial holding. No IOUs.

8. Demand Comes From Use (Not Hype)

BMTS demand is driven by:

- Mandatory holdings for affiliates & Pro tiers
- Recurring subscriptions (academy, SaaS)
- Event & bootcamp tickets
- Marketplace & freelancer settlement
- Discounts for BMTS payments
- Optional NFT mints & certificates

Token supply is further managed via:

- Lock-ups
- Time-locked allocations
- Optional burns on specific utilities

No speculation required as demand follows **platform activity**.

9. Compliance & Ethics

BMTS is designed with a **compliance-first philosophy**:

- Utility-only classification
- No investment language
- Clear disclaimers
- Jurisdictional participation checks
- On-chain transparency for supply & treasury

Governance (if enabled) is **non-binding and advisory only**.

10. What BMTS Becomes Over Time (The Actual Big Picture)

BMTS is not trying to win a market cycle. It is trying to **outlast one**.

Over 5–10 years, BMTS becomes:

- The **default internal currency** for Brand Masters services
- A **usage-weighted access key** to serious brand infrastructure
- A **reputation-linked participation layer** (not equity)
- A settlement unit for a cross-border Indian-origin business ecosystem

As the ecosystem scales:

- More services come online
- More users must hold BMTS to participate
- More tokens are locked in access rules
- Some tokens are permanently removed via usage

The supply **does not change**, but **its role deepens**.

And in this system:

If you are building, learning, selling, consulting, or scaling through Brand Masters — BMTS becomes unavoidable.

Disclaimer

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