



GREY PAPER

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The Matic Greys, as a community of aliens, exist on the fringes of human understanding. A hyper advanced society of outsiders, unable to fit into numerous, powerful cosmic civilizations agendas. The Greys embody a level of unique skill that transcends even the most evolved societies. These evil factions covet the Greys natural ability to communicate with other worldly ancient forces. Harnessing the Grey gift would give these ominous syndicates an ultimate power and guild the universe to its will.

Beings that possess esoteric knowledge and welcome struggle after lightyears of rising after defeat, have an affinity for terrans (a race called human, located in the Milky Way's Orion arm.)

Their curiosity for this strange colony will set *The Matic Greys* on a incomprehensible journey to new worlds, fulfilling a celestial prophecy and steering the course of cosmic history.

In their very existence, The Greys serve as a reminder that the universe remains an uncharted territory, filled with mysteries that can never be fully assimilated into the human or digital realms.



MISSION

In unveiling our celestial mission, we, The Matic Greys, exemplify a powerful message: We inspire individuals to break away from the conventional highways of life, demonstrating there are unexplored paths waiting to be forged. While others travel the well-trodden straight roads, we encourage you to chart your unique course.

Our ambitions extend beyond the cosmos, as we aim to grow our community by bringing our intricate lore to life through various mediums. These include gamification, small press comics, designer toys, plushies and metaverse creations. This infusion of creativity adds value to our project, driven by organic dissemination and the formation of intergalactic communities across the cosmic expanse. The purpose of TheMaticGreys is to bridge the gap between the decentralized creative value of web3 and the preexisting media and audience of web2.



TEAM



Joel Kuhn
CEO

- Artist and Project Lead
- BSBA in Marketing/Management from UWF
- 20+ years experience in sales/sales management
- 10+ years as a top performer in automotive sales including government & utility co. bids, fleet purchases, commercial upfits, finance, and warranty sales

Linked in™



Chelsea Duffy
COO

- Manager of daily operations
- 15 years experience in retail management and visual merchandising
- ASCP Board Certified phlebotomist
- 5+ year owner/operator of The Good Life Cleaning Pros LLC

Linked in™



Rayne Henry
DEV

- Head of Development and Artist
- Bachelor of Fine Arts Student at UWF with full scholarship and 3.94 weighted GPA
- Kugelman Honors Program
- Blue Morning Gallery Scholarship recipient

Linked in™

OUR STORY

The Greys' journey into the world of Web3 began during the challenging times of the pandemic. It was a period marked by uncertainty, as Joel found himself unexpectedly laid off, and Chelsea's business faced its own set of challenges. It was against this backdrop that they delved into the realms of cryptocurrency and the Metaverse, a journey that had started as early as 2018. Their curiosity led them to explore the world of NFTs, a fascination that often found Joel engrossed in late-night research sessions.

One night, as Joel delved deeper into the world of NFT projects, Chelsea turned to him and offered a piece of advice that would change the course of their lives. She said, "You need to channel your passion for NFTs into creating your own! Your innate love for art, relentless self-education, and unwavering dedication to crypto research makes you the perfect candidate. Infuse it with your fascination for aliens, something you've always been passionate about. And since I'm a pop culture enthusiast, sprinkle it with pop culture references. Let me get some sleep!" It was in that moment that the seed of an idea was planted.



OUR STORY

Their daughter, Rayne, a talented fine arts major, shared a deep passion for development, coding, and gaming. Through countless team discussions and brainstorming sessions, it became clear that their collective ideas and unique talents could come together to create a company that would not only fulfill them but also bring joy to their supporters. Months of diligent research and hard work followed.

Then, in November of 2021, they took a bold step by executing a stealth launch. Without any prior marketing efforts, they deployed their contract and simultaneously launched their website and social media presence. Leveraging the popularity of OpenSea's browser feed, they minted a total of 7,747 Greys and listed them for sale on the marketplace. Just like an unexpected alien invasion, "The Greys" burst onto the scene, flooding the feeds of platforms like OpenSea, Twitter, Instagram, and more.



ROADMAP

Stage 1

- Collection launch Nov 2021
- Merch Store Open
- OG merch drop
- Land Purchase in the Metaverse



Stage 2

- 1st donation made at 50% sold
- Baby Greys launch
- Invade new metaverses
- Begin development of avatars + assets



Stage 3

- Custom Greys launch
- Invade new marketplaces
- Begin development of metaverses, games, and experiences
- Begin development of comic



Stage 4

- Creation of TMG DAO in Worlds Beyond
- Metaverse games & experiences go live
- In-game asset & comic launch
- Begin development of designer art toys



Stage 5

- Invade new art mediums
- Plan 1st live event
- Designer art toy launch
- **The Invasion continues in Phase 2!**

COLLECTIONS

THE MATIC GREYS

Owning a Grey provides access to a multitude of utilities including 3D avatars, dynamic in-game assets, access to exclusive games, prizes, and events across our metaverse lands totaling in over 20 square kilometers, as well as community votes on charitable donations!

Collection Size: 7,747

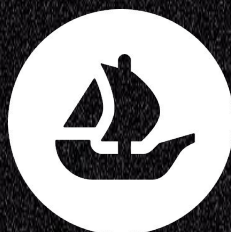
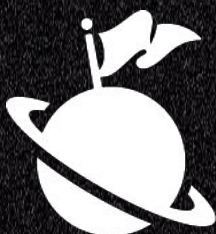
Owners: 1,214

Discord Community: 1,144

Twitter Following: 5,378

Volume Traded: 44 ETH on Opensea & 17.6k Matic on secondary marketplaces

Amount Sold: 4,468 out of 7,747 (57% sold)



COLLECTIONS

THE BABY GREYS

The Baby Greys are our second collection and the first NFT reward for Grey Owners. Owners that held more than 2 Greys were airdropped Baby Greys at the collection's launch. The Baby Greys hold many utilities including 25% of sales and royalties donated to the Ronald McDonald House on-chain via The Giving Block, access to free metaverse builds, and discounts on merch as well as exclusive access to certain product lines. Future utilities in the works include access to Spatial games and experiences, in-game assets, and more. The collection also contains a 1 of 1 with a \$10,000 bounty

Collection Size: 3,500

Owners: 673

Volume Traded: 1 ETH

Amount Sold: 1,715 out of 3,500 (49% Sold)



MINT HERE

COLLECTIONS

CUSTOM GREYS

Grey owners who hold 20 or more Greys will receive a Custom Grey of their design. We work side by side with them to bring their vision for their custom to life. The max amount of Custom Greys there can ever be is 387, but the total collection size will likely be less. Once the Greys collection is sold out, no new Customs will be made. Owning a Custom Grey will not only provide rewards based on a percentage of our metaverse profits, but will also have access to exclusive giveaways, merch, in-game assets, etc. We will also continue to grow the benefits to holding a Custom Grey.

COMING SOON



CHARITY

Raising a family with four healthy children taught us how lucky we are. We saw friends and peers struggle with the fear, uncertainty, and financial burden of having a child with an illness or injury. We were inspired by using the power of Web 3 as a powerful philanthropic tool to aid existing, proven charities such as The Ronald McDonald House and St Jude's research hospital continue their mission of helping families in need in real time. We integrate charitable donations into each aspect of our business.

TheMaticGreys made their first donation at 50% sold (1 ETH to St. Jude) which was decided by community vote. 25% of royalties will also be donated to charities decided on by the community once we reach 100% sold. We will also donate 2,000 Matic to the Troglodyte Society to help with their efforts in Sierra Leone once we reach 100% sold.

25% of sales and royalties from TheBabyGreys collection are donated to The Ronald McDonald House. Combined between these donations and our donations to F Cancer we have raised over \$4,400 to help people in need. All donations made with the exception of F Cancer have been done on-chain via The Giving Block.

We plan to continue to integrate charitable donations into new aspects of our project including collectibles, comics, and automated micro-transactions through web3 gaming with collections of in-game assets, battle passes, and in-game advertising.



The
Giving Block



METaverse

Our long term vision for our metaverse games and experiences are to seamlessly integrate a percentage of each and every microtransaction in-game to benefit charitable causes.



WORLDS BEYOND

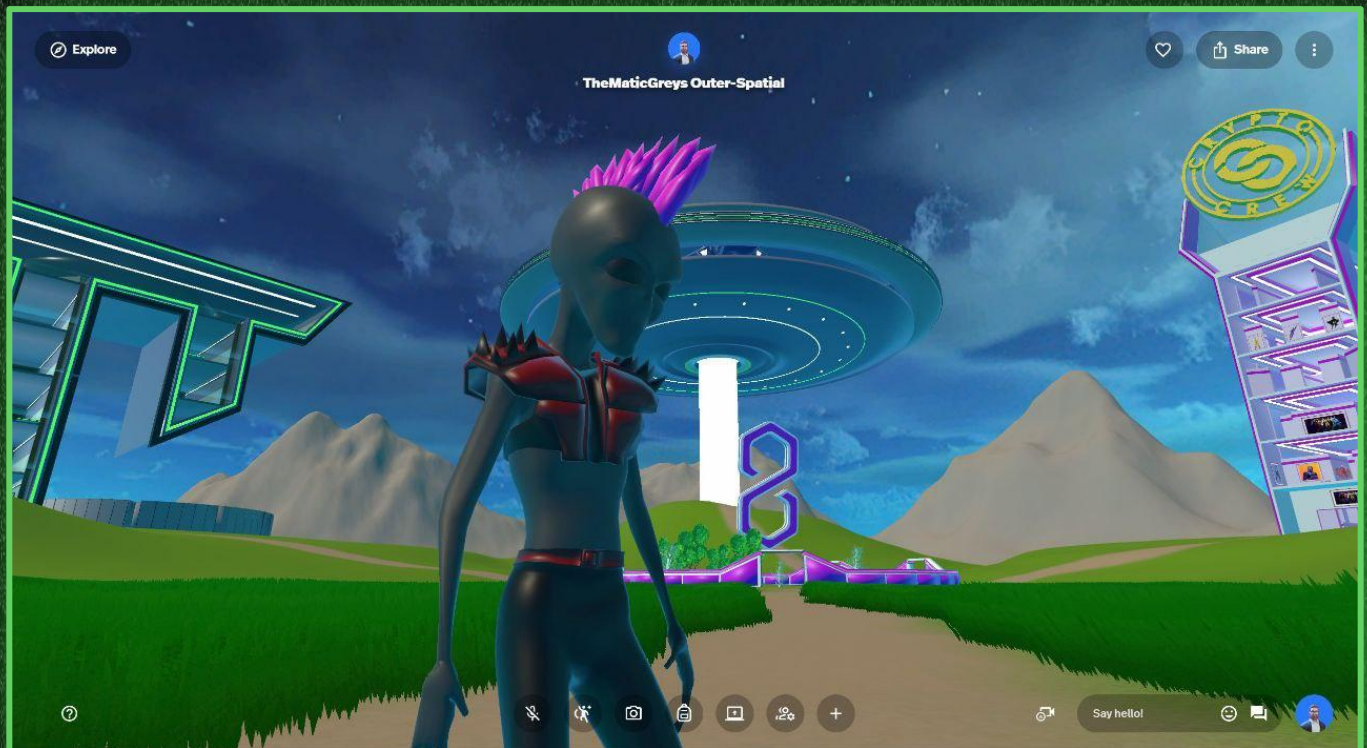
We are building custom games and experiences across 20 square kilometers in Worlds Beyond. Once built we will deploy 6 month battle passes for access to play to earn games that will include cash/crypto prizes, access to exclusive ownable in-game assets (some that will be able to be used across the Worlds Beyond Metaverse). Grey and Baby Grey holders that hold a battle pass will have access to exclusive in-game items and tournaments. We plan on having additional benefits within Worlds Beyond for Grey Whales. The battle passes and gaming experiences will also include automated charitable donations.



METaverse



Our first multi-community space is live, and we plan to build an array of token-gated Grey and Baby Grey gaming experiences in which Grey and Baby Grey holders can play and earn prizes. These will include in-game assets that can be used across Spatial as well as sold on the Spatial marketplace.



METaverse

ROBLOX

We are currently building Grey and Baby Grey themed games in Roblox. This will bring additional rewards to Grey Whales and expand our projects reach to new people. Roblox is also currently testing NFT/blockchain technology for ownable in-game assets, which if they implement, will offer many new opportunities for Grey and Baby integrations into the Roblox metaverse.



MERCH

We work with a global manufacturer to provide high quality name brand apparel and accessories including products from companies like Champion and Adidas. Thanks to multiple manufacturing locations worldwide, we can offer products made to order that can be shipped to almost any country quickly while maintaining great prices. Our catalog is always changing and we're always looking for new exciting products to offer our community.

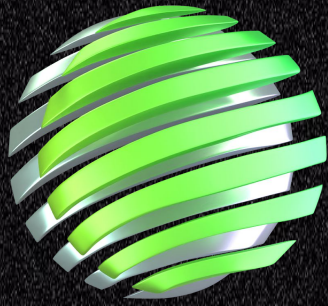
Products in development include creator-made 3D collectibles, professionally manufactured figures and plushies, and indie-comics.

Our newly redesigned merch shop now also provides token-gated access to exclusive merch and discounts including FREE metaverse builds



[**SHOP HERE**](#)

PARTNERSHIPS



WORLDS BEYOND



OFFICIAL LINKS

[WEBSITE](#)

[MERCH SHOP](#)

[THE BABY GREYS MINTING DAPP](#)

[DISCORD](#)

[X](#)

[INSTAGRAM](#)

[OPENSEA](#)

[MAGIC EDEN](#)

[ONEPLANET](#)