

LOST SOCKS

Whitewater



LORE

Have you ever wondered where your Lost Socks disappeared to? The Laundry God set all Lost Socks gently upon the Metaverse Planes of Sock World. If you've ever wondered where your favorite Lost Sock has gone, it's likely in Sock World. The Laundry God and the Great Darning took them all!

The Lost Socks Tribes

The Lefties are a humble, accepting, and patient tribe of Lost Socks blessed by the Laundry God and offered sanctuary in Sock World. The Laundry God smiled upon the Lefties and through the Great Darning, they were granted Enlightened Socks status.

Once the favored First Sock of humans, the Righties Lost Socks were placed in Sock World by the Laundry God. As part of The Great Darning, the Righties arrived in Sock World as the Unenlightened Of All Socks.



Lefties Tribe



Righties Tribe

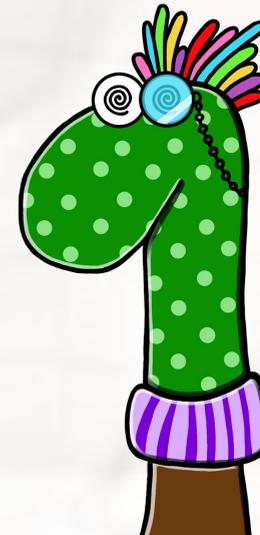


ABOUT

Lost Socks is a collection of 5,000 hand-drawn and programmatically generated NFTs based on the ethereum blockchain, available for mint. Each Lost Sock will be completely unique and different, with over 120 traits, and 12 legendaries.

Holders of our genesis Lost Socks NFT will generate \$THREAD, be able to mint a free VX NFT for Sock World in The Sandbox, use \$THREAD to craft upgrades and accessories, play-and-earn in our upcoming game and of course, hang out with your trusty Lost Sock frens.

Lost Socks is here to spread happiness and make a difference in the world, with a percentage of all NFT mint sales and IRL eCommerce sales going towards children's charities, making sure as many children across the world have a pair of socks and shoes on their feet.



RARITY

5,000 Genesis Lost Socks

2 Tribes

25 Backgrounds

20 Sock Bodies

14 Sock Bands

10 Arms



25 Hats

10 Eyes

25 Eyeware

25 Accessories

8 Mouths

12 Legendary Lost Socks



TEAM

Lost Socks was founded by couple, Ashley and Antix. They'd been talking about creating a sock company with purpose for many years, and the opportunity came up to take a new spin on the idea, incorporating NFTs to share our story.

Ashley has brought these authentic art pieces to life with every element hand drawn. However, we couldn't do it alone. We assembled an awesome team with our goal to spread happiness and make a positive impact on the world.



Ashley
Artist &
Community



Antix
Strategy &
Execution



Chief
Advisor



JPEGdealers
Developers



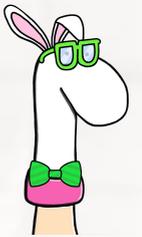
Elliotherum
Advisor



Nikola
Concept Artist



Greg
Storyteller



Community
Management
Team

ROADMAP

Sell Out &
Donations
Made

\$THREAD
Launched

VX Collection
Dropped

There's Conflict in
Sock World

IRL Product Line &
Store Launched

Laundromat is
Open for Business

Sock World is
Open

P2E Game
Launched

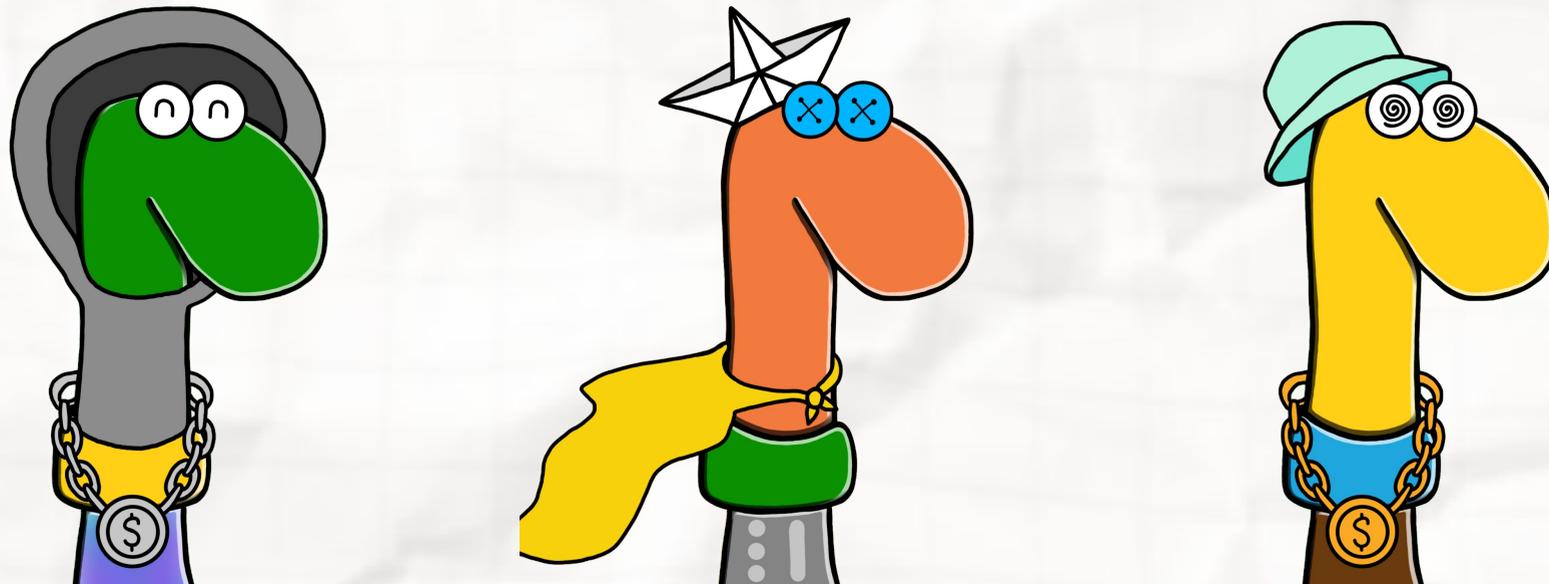
Spreading happiness across the world.

Lost Socks

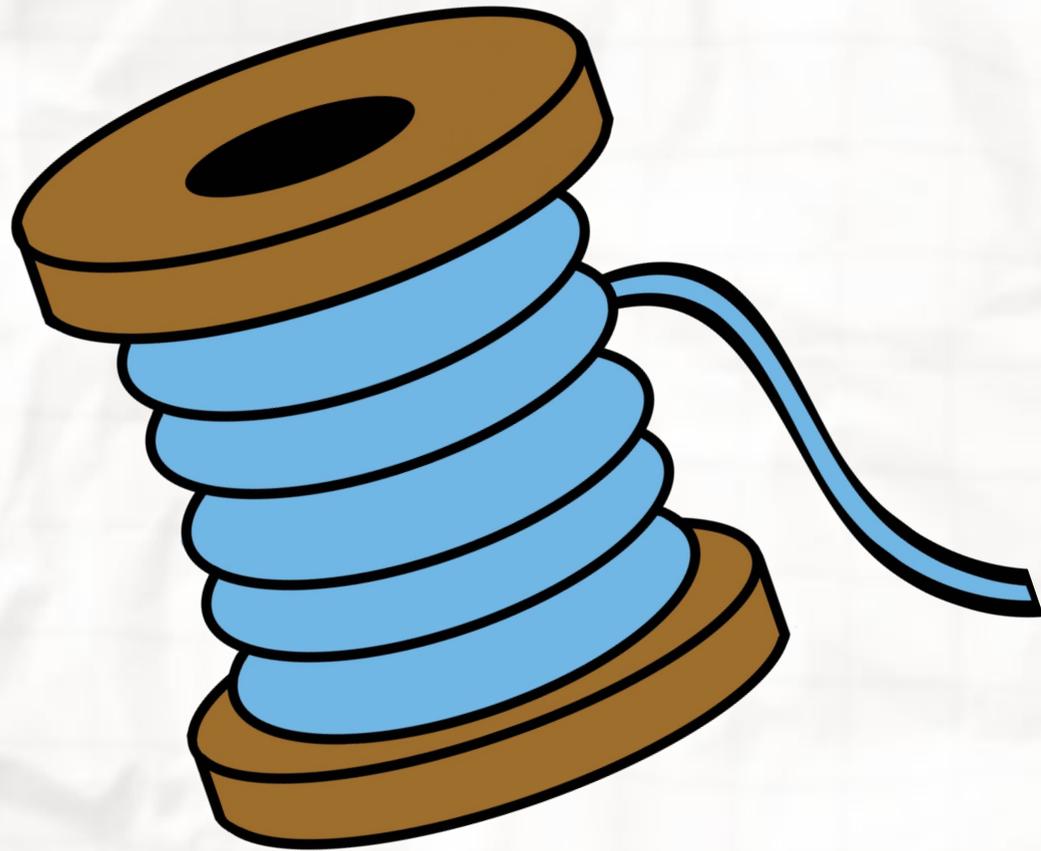
METAVVERSE

Lost Socks has partnered with The Sandbox and world-leading metaverse builders (to be announced soon) to create our Sock World and integrate our VX playable characters. Our main P2E game will be built on The Sandbox. Sock World will be a place to socialise, play, earn and learn. Development of Sock World begins once our genesis collection has minted.

As the landscape of Web3 evolves and grows, we will continue to build out Lost Socks in different Web3 environments to build our brand and create immersive experiences.

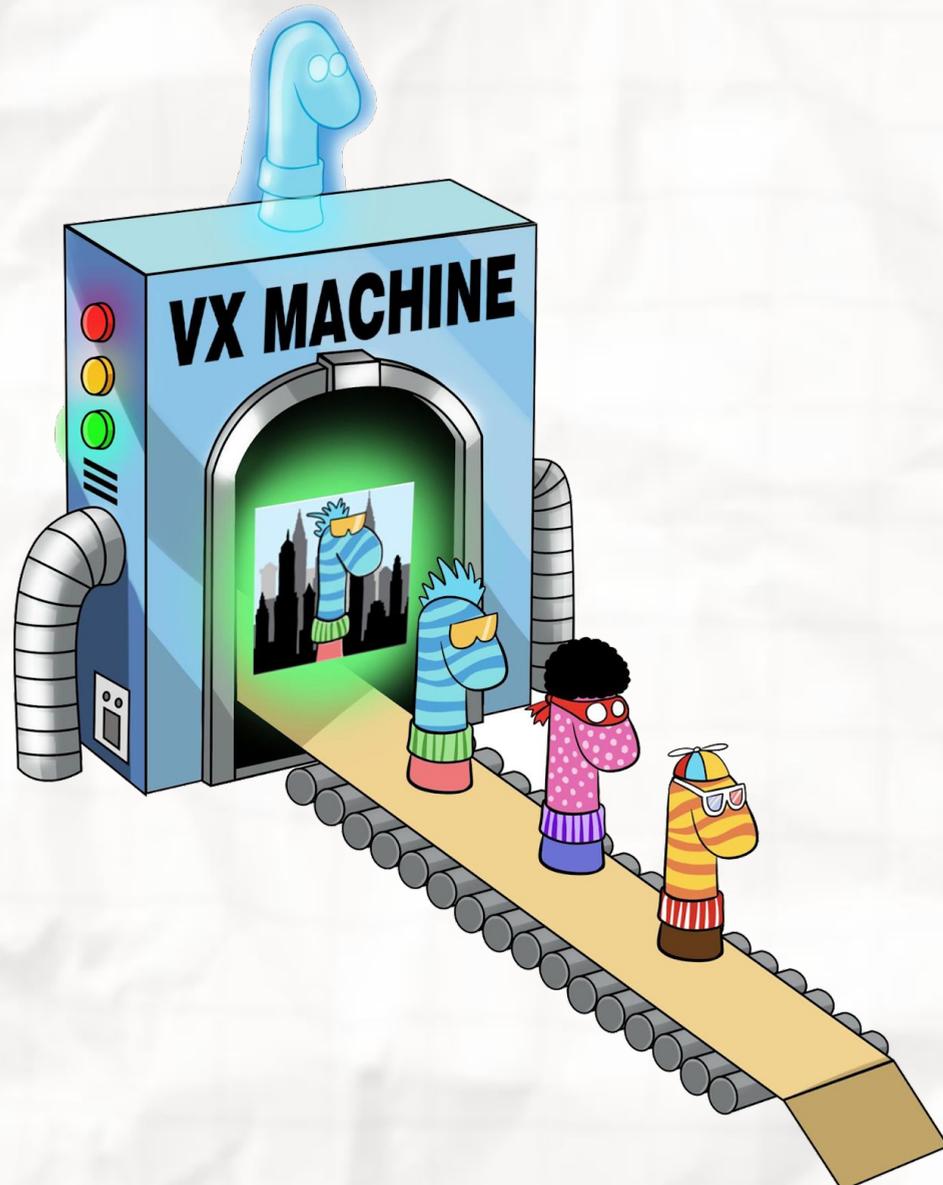


\$THREAD



\$THREAD is our utility token that will power the Lost Sock ecosystem, and will be integrated in everything we do moving forward. From future mints, crafting and upgrades at our laundromat, P2E, customisation and more. We also plan to integrate \$THREAD with our IRL product business and other NFT projects.

VX COLLECTION



We will launch a VX collection that will be metaverse ready. You will need a VX Lost Sock to explore Sock World and participate in our future P2E game. Holders of our genesis Lost Socks NFT will be able to mint one VX with \$THREAD, per genesis they hold. Genesis Lost Socks will also provide additional utility benefits in the future, along with regular \$THREAD generation.

IRL ONLINE STORE



Our team has experience in eCommerce, global supply chain and digital marketing with high growth brands. We will design, manufacture and sell our own IRL products, starting with our own Lost Socks.

A direct to consumer approach, our IRL brand will drive further awareness towards our metaverse project, creating high quality products that you want to wear and use every day. These IRL sales will support the development of the brand and metaverse experiences we deliver.

Holders of genesis Lost Socks will get exclusive deals and discounts that will be able to off-set subscriptions, and get first access to other product drops and items.



SOCK 4 SOCK



We will donate \$15,000 to our selected children's charities once we sell out our initial mint, and 5% of profits ongoing from IRL product sales. We believe all children deserve a pair of socks, shoes, and opportunity in the world. We call this our **Sock 4 Sock** initiative, and we look forward to growing our impact.

All donations will be recorded on our website lostsocks.io, IRL product profits will be donated quarterly. Our charities of choice include:

www.shoesthatfit.org
www.kidscan.org.nz

FUTURE VISION

Our team are business builders, with entrepreneurial backgrounds and experience. We know what it takes to build great products and communities.

First of all, we realise that we are building a brand. It's our role to create attention and brand equity, so Lost Socks can be loved across the world. Our vision is not limited to NFTs and the metaverse. We will develop a brand that can reach the mainstream. We will go where the attention is.

Our belief is to deliver and bring value to our community and holders (in the short-term and long-term). Community and our mission underpins every decision we make as a project. We want to build something extraordinary. We are not interested in cutting corners. We are cultivating the best talent and team, while being agile and nimble as this space moves at hyper speed.

It's not going to be easy, but with your support, we can become a household name in the NFT and IRL space.

WGMI - Anthony & Ashley

Lost Socks