

# Private Label Rights Web3 Whitepaper



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## Introduction

**What is PLR(Private Label Rights) WEB 3.0?**

**PLR Web3 (PLR) is an innovative protocol to accept crypto payment in an easy and secured way. It is base on most recent technology, generated through a smart contract, having with its blockchain the main Binance Smart Chain contract BEP-20 online shopping without borders. When we combine AI with the IoT it's commonly said the device is made "smart". AI allows IoT devices to use the data it has gathered to learn analyse, develop insights and make decisions based on the data collected without the involvement of humans. If data analysis takes place in the IoT that is the PLR. These devices become "smart" and communicative.**

## Mission

**We want to create the world's first utility tokens for Shopping digital products online, NFT, Play-To-Earn, learning and teaching online platform on blockchain with first-of- a-kind revenue-sharing smart contract and build a global network of shoppers, micro-influencers, brands, and logistics providers. Our goal is to provide a unique experience, full of fun and thrilling moments for all kind of users. With Mytheria, we offer the players an environment**

to display their skills in both PVP and PVE, while also keep them engage with chances to make practical profits through trading, collecting and gather system.

FOR MORE DETAILS >> <https://plrweb3.com>

## Vision

We empower users to make money based on their social engagements and strive to become the first SocialFi DAO in e-commerce. It is a market of rare utility-driven NFTs, and it all plays out seamlessly in the incredibly nostalgic form of fantasy pixel art. We're excited to release the PLR universe to the world. Join our lovely community! We've packaged Token elements into a fun and synergistic game, providing PLR token holders with an engaging and meaningful experience.

## About PLR Web3

Information products like ebooks, reports, audios, videos, online training courses, and other downloadable content are products that people can access online anywhere in the world instantly 24/7, and if those information products are about solving people's problems, you are onto a sure fire WINNER!. A digital product, typically an e-book or video course, that comes with Private Label Rights (PLR) allows you to modify the content, establish yourself as the author, and subsequently sell the product under your own brand. With PLR, you have considerable flexibility in utilizing the product, although certain guidelines outlined in the PLR license must be followed. To enhance the concept of PLR licenses, we have taken the initiative to tokenize them, elevating their restrictions and ensuring comprehensive traceability.

PLR Web3 community center is a web3 forum decentralized web infrastructure that seeks to redefine traditional internet paradigms. we delve into the world of Web3 forums, exploring how they differ from their Web2 counterparts and how they embrace decentralization to empower online communities. PLR Web3 forum operates on the BSC(Binance Smart Chain) where participants can interact directly without intermediaries. These networks enable peer-to-peer communication, data transparency, and consensus mechanisms that prioritize transparency and security. PLR Web3 forums utilize token incentives to motivate positive behaviour and contributions. Users may earn PLR tokens by sharing valuable content, engaging in discussions, or moderating the forum effectively. These tokens can be used for various purposes, such as accessing exclusive features, buy online course, advertisements, Web3 project freelance, ebooks, photos, templates, articles, software and audio within our ecosysytem platform.

## **How to profit from PLR products**

A PLR product is a product that comes ready-made for you to sell and that will even usually include marketing materials, bonus 'freebies' and more to help you drive more sales and increase you profits.

Essentially, PLR stands for 'Private Label Rights'. This describes a types of 'license' that gives the user the right to not only resell the

product, but also to edit however they see fit. In your case, that means that you can buy an ebook, change the title, change the cover and add your own name as the author. From there, you can then sell the product without ever having to mention the original creator, thereby generating more profit, strengthening your brand and improving engagement with your audience. It's the perfect business model in many ways because you don't need to spend lots of time or money developing your own product and yet you get all of the freedom that would normally come from having something of your own.

But how precisely do you go about making money from a PLR product? What other ways are there for you to profit from digital products that come with the rights to resell?

You might be surprised to learn that there's even more you can do to make money from a digital product that you likely hadn't thought of ...

This will provide you with a ton of advice and ideas that you can use entirely for free to begin increasing your own sales and profits.

### **Sell Your Product**

The primary way to make money from a digital product is simply to sell it. This is why most PLR packages don't only include the ebook or other digital product for you to sell but also come with extra materials to help drive more sales and the marketing materials you need to convince more people to buy – things like sales pages, adverts, emails and more.

This is what makes the PLR product business model such a fantastically smart one: it is a literal 'copy and paste' business model. And it goes even further than that to – seeing as you'll often also have evidence that the product is already selling. That completely removes any risk because you know that the product you're

choosing at least has the potential to be a big earner. Simple take the existing product and all of its marketing and then upload it to your own server. From there, you can begin to profit. Oh, and seeing as the product is so quick and easy to set up and start selling, there's also nothing to stop you from selling multiple products from your site and thereby scaling your business is a big way! Just buy a few more PLR products and add those to your site as well and that way you can double, triple or quadruple your sales and profits! This would take a huge amount of time to accomplish were you trying to do the same thing with digital products you created from scratch.

### Use Your Product as an incentive

But selling PLR products is only one option. Another option is to use them as incentives to encourage people to sign up to your mailing lists.

Many creators and bloggers believe that email marketing is one of the most important ways to drive traffic to a blog and to sell products. Email gives you a particularly direct way to reach your audience that isn't controlled by a third party (unlike Twitter or Facebook) and because your subscribers need to actively sign up, it tends to also be a very 'targeted' audience, meaning that they're people who will be likely to be interested in your products and want to buy from you. There's also the opportunity to use longer-form marketing here and to gradually build a relation/build interest in a product – something that is hard to do with social media seeing as you have no assurance that people will see all your posts on Facebook or Twitter.

The problem is getting people to sign up in the first place, which is why it pays to have a digital product that you can use as an incentive. The idea is simple: you offer a completely 'free' product but the only way your visitors can get hold of it is to sign up for your mailing list so that you can send it to them. The free incentive then serves double purpose as it will also allow you to demonstrate the kind of value



that you're capable of delivering through the written word and that in turn will encourage readers to want more of what you offer and to make a purchase.

The great thing about PLR packages is that they will often include things like incentives (often free reports) and even the squeeze pages (pages that you place the sign-up forms on) and the emails themselves all as part of the same package. Even if they don't though, you can purchase a relatively small PLR product and then use that as a tool to encourage more people to sign up to your mailing list!

### **'Bundle' Your Products**

As mentioned, one of the best things about selling PLR products is just how quick and easy it is to add extra products to your repertoire and to thereby start selling more and more items.

But there's another reason to consider buying additional products too – and that's that it will allow you to create 'bundles'. A bundle of course is a selection of products that you are going to sell together in order to offer your customers saving. For example, you might have a book on building muscle and a book on losing weight and you might offer to sell both of these individually. But what you can then also do, is to offer to sell them as a pair and call it the 'ultimate body recomposition package'.

This is important because it offers the customer the chance to choose the option that best suits their needs. Perhaps the customer wants to save money and they're only interested in losing weight. In that case, it's a good thing that you have provided the option to just focus on that one area. But if the customer wants to know as much about fitness as possible, then offering to combine the two books into a single package - with saving - is a great way to cater to that kind of audience too.

You can combine as many books as you like to make ultimate and superior package, or you can break them down as small as you like, even selling off chapters. This way you don't lose out on customers who want to spend a small amount of cash, or who want as much information as humanly possible...

### **Add Affiliate Links**

Once you've sold the product, that's as much money as you can make from that particular item right? Wrong! In fact, there's nothing to stop you from continuing to earn more and more from a single item by using it as a way to encourage more sales and greater engagement.

One of the simplest ways to do this is by adding your own affiliate links inside the books. This is something that you can do very easily, seeing as most ebooks are going to be providing advice and guidance. What's more, is that the people who buy your books are making a serious commitment to following that advice and to following your recommendations. So, what does this mean? It means that you can point them in the direction of specific service, tools and products that you recommend and get paid commission for recommending them. Seeing as they have paid for you advice, there's a better-than-average chance that they're going to listen to you and then click the links and make a purchase. Just make sure that the items you're promoting are actually things that you recommend and believe in – or you'll lose their trust. Not a fan of making money as an affiliate? Then why not use an ebook to plug other products that you're selling? If you're selling two PLR products from your site for instance, then why not promote each one inside the other?

### **Sell a Physical Product**

When we think of PLR products, we mostly tend to think of PLR products such as ebooks, free reports or online course. Because these don't require any overheads (no materials, no storage, no

delivery), they allow for unlimited profit to come from a single purchase and that makes them ideal for this kind of 'copy-paste' business model. But there are advantages to physical product too. For starters, physical products tend to have a much larger appeal. People like physical products because they can hold them in their hands and thus they feel like they've gotten something tangible for their money. Many markets – such as more elderly readers – will tend to prefer physical books because they don't use computers as much. And what's more, is that anyone can create a digital product. Not anyone can create a physical product and as such, the simple fact that you are selling one will make your business appear more professional and will help you to increase trust and increase authority!

Here's the awesome part: you can turn your digital product into a physical product. And if you have PLR products, then you have the right to do so. All you need to do, is to find a poD (print on Demand) publishing service from the likes of LuLu. These let you turn digital PRF or Word documents into physical books and they only charge you when someone actually makes a purchase – at which point the book will be printed on the spot!

This is a great way to upgrade your offering and can also be very exciting!

### Re-Use You Content

Finally, why not turn your ebook into something completely different? The sky is the limit in this regard as you should have an entire book's worth of written content and images and there's nothing to stop you from using that however you like.

Want to turn your ebook into a series of lessons so that you can sell an online course? Then just remove chapters or sections from the

book and then send them through an autoresponder to a regular basis. Want to turn your book into a massive online resource and then charge for access? Again, you can simply break it down into more bite-sized lessons and then let users download those elements as they like.

Another cool option is to turn an ebook into a video or into an audio book. To do this, all you need to do is to read it out and record yourself as you do. Then, your audience can listen to the book while they go about their regular business. If you're not someone who is comfortable to go in front of a camera but still want to make a video, then you just need to record the audio and then have it play over a slidershow.

You can even sell the ebook as an app. If you have the skills, then you can make each page appear when the user swipes the screen and add interactive elements or short videos to make use of the multimedia nature of the platform. Don't know how? Then hire someone to do it for you.

This is the amazing thing about PLR products: they give you complete freedom to use them however you choose.

## **How Does PLR Web3 Works**

The purchase of the private (PLR) licence to a digital product gives access to certain benefits. For instance, a purchased PLR audio, PLR e-book, PLR graphic, PLR software, PLR video, PLR articles and PLR

template comes with the option to edit the contents, re-brand them and put your own name or company as the author and resell the course as if it were your personal property.

## **Project Under PLR Web3**

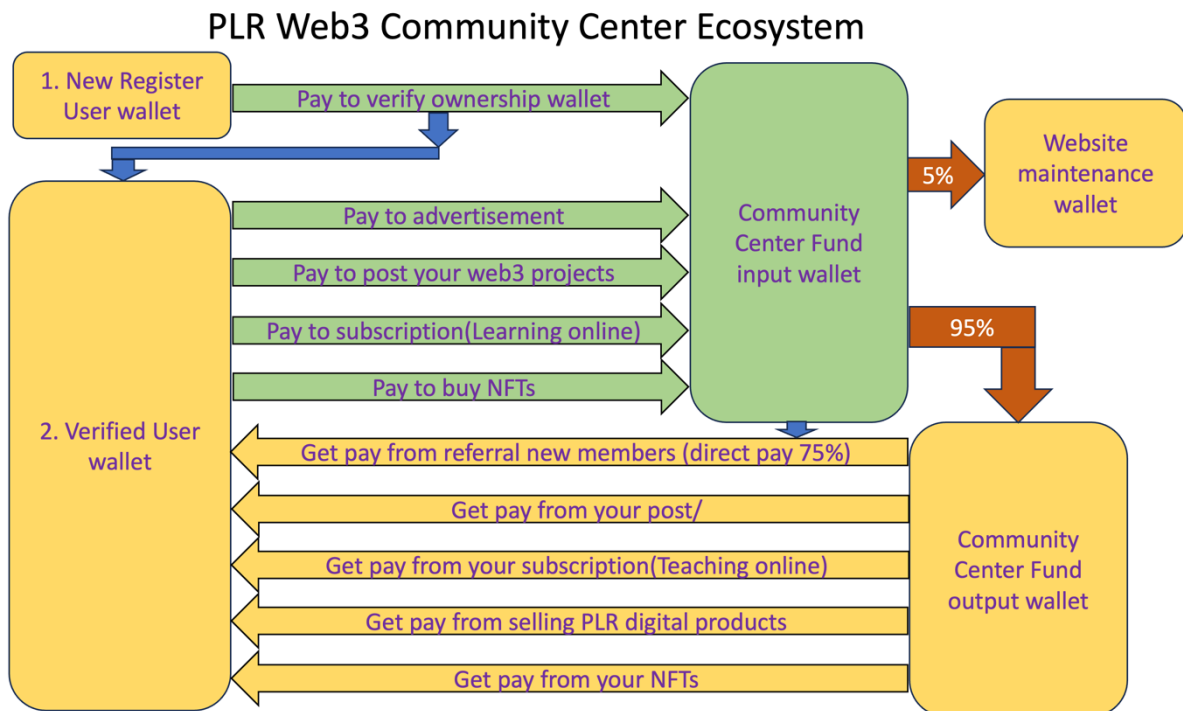
Our goal is to listen and collaborate with users/stakeholders. We intend to know how and what we can improve from your perspective.

Some of our projects including:

- Download PLR Products, you can download articles, audio, e-book, graphics, softwares, templates and videos with PLR tokens (Project done @ <https://plrweb3pro.com>).
- PLR Web3 Community Center, join our Web3 community and unlock great deals on Web3 product offers, project hiring opportunities, project ventures, Web3 training programs, and other exclusive offer available at our community marketplace(Project done @<https://plrweb3cc.com>).
- Shopping On Line, shoppers will be earn extra income with PLR token if they stake PLR tokens, participate in key governance votes, and part for goods and service on our shopping platform.
- PLR Products Buy Back Plan, you can sell your PLR content(e.g. e-books, video, photos) to us, and get PLR token rewards.

## PLR Web3 Community Center

PLR Web3 Community Center is a web3 forum, where all members are required to register using their wallet address(Binance Smart Chain). Upon registration, members are required to verify ownership of their wallet address. Once the wallet ownership is successfully verified, members gain access to initiate all community transactions within our platform.



Reward Items	Reward PLR Tokens	Pay Items	Pay PLR tokens
Refer to a friend	750 PLR tokens	Membership Verify	1000 PLR
Post to community	50 PLR / Each Post	Polling DAO	300 PLR
Feature Topic	300 PLR / Each	New Project Post	500 PLR
Stick Topic	300 PLR / Each	Donate to a charity	50 PLR
Suggestion	300 PLR / Each	Borrowing Token	3000 PLR
Teching Online	500++ PLR / Per Subscriber	Learning Online	500++ PLR / Per Teacher

## Our Team

The Private Label Rights (PLR) tokens has of a dedicated team of designers, developers, online marketers, and writers, as well as a handful of moderators whose primary role is to answer questions and keep everyone informed and up to date via social media and other platforms.



**Eric Tan (CEO & Founder)**



**Thomson (CTO & Graphic Designer)**



**Linda Peng**  
(CMO & Technology Advisor)



**Crystal Zhang**  
(COO & Global Marketing Advisor)

## Tokenomics and Distribution

**Name Token:** Private Label Rights Web3

**Total Supply:** 10, 000,000,000

**Symbol:** PLR

**Standard:** BEP-20

**Decimals:** 18

**Network:** Binance Smart Chain

**Contract Address:**

[0xCEb32F6A9aEeF59f0daaf800681e9FC42a6A16E0](https://bscscan.com/address/0xCEb32F6A9aEeF59f0daaf800681e9FC42a6A16E0)



## **Token Allocation**

**Public Round: 10%**

**Seed Round: 15%**

**Private Round: 25%**

**Liquidity: 10%**

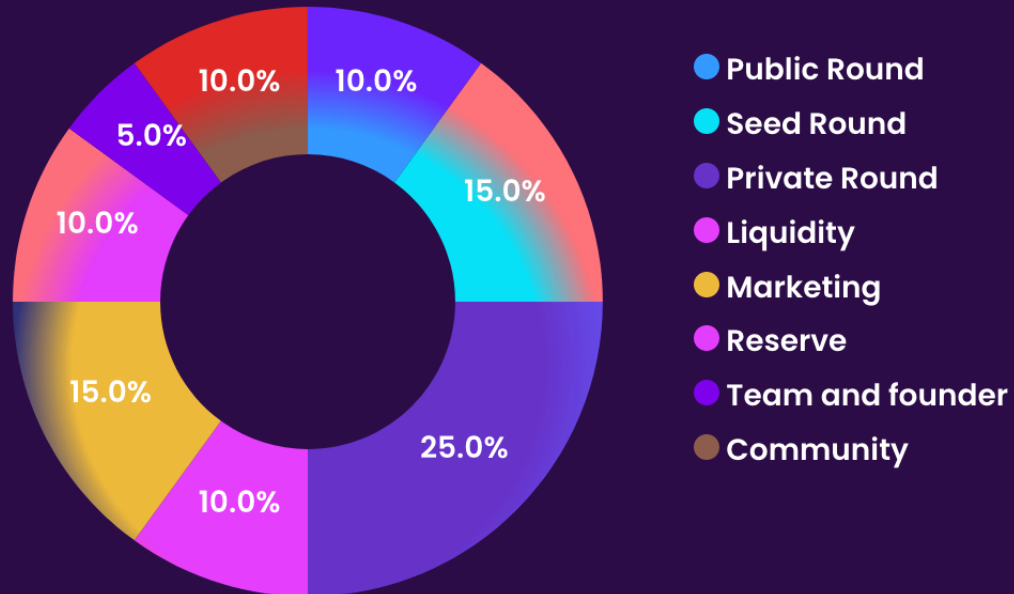
**Marketing: 15%**

**Reserve: 10%**

**Founder & Team: 5%**

**Community Startup: 10%**

# Token Allocation



## Funds Allocation

**Marketing: 30%**

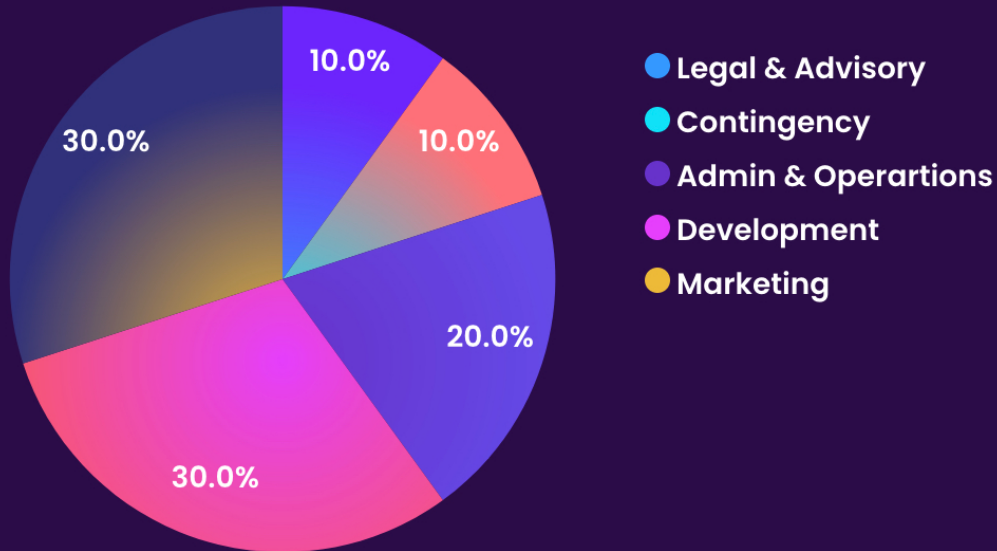
**Development: 30%**

**Admin & Operations: 20%**

**Legal & Advisory: 10%**

**Contingency: 10%**

# Funds Allocation



## PLR Token Vesting Scheduled

Stage	Percentage	Token Amount	Vesting Schedule
Community	10%	1,000,000,000	1% TGE, 1% monthly
Public Round	10%	1,000,000,000	100% TGE
Seed Round	15%	1,500,000,000	10% TEG, 10% monthly
Private Round	25%	2,500,000,000	12 months cliff, 5% monthly
Liquidity	10%	1,000,000,000	10% TGE, 10% monthly
Marketing	15%	1,500,000,000	10% TGE, 10% monthly
Reserve	10%	1,000,000,000	6 months cliff, 10% monthly
Team and Founder	5%	500,000,000	12 months cliff, 5% monthly
<b>Total</b>	<b>100%</b>	<b>10,000,000,000</b>	<b>95.5% tokens Locked</b>

## PLR Product Price

PLR Products	Prices	Maximum Checkout	Format
Audio Products	150 PLR / Each	5 Products / Per Checkout	Zip File To Download
eBook Products	150 PLR / Each	5 Products / Per Checkout	Zip File To Download
Graphic Products	150 PLR / Each	5 Products / Per Checkout	Zip File To Download
Software Products	200 PLR / Each	5 Products / Per Checkout	Zip File To Download
Video Products	200 PLR / Each	5 Products / Per Checkout	Zip File To Download
Article Products	150 PLR / Each	5 Products / Per Checkout	Zip File To Download
Template Products	200 PLR / Each	5 Products / Per Checkout	Zip File To Download

## Roadmap

### Phase1:

- **Build Mod & Admin Team**
- **Domain Name Register**
- **Main Website Launching(plrweb3.com)**
- **LOGO / Banner Design**

### Phase2:

- **Whitepaper Released**
- **1<sup>st</sup> Project Launching(plrweb3pro.com)**
- **eBook PLR Products Added in**

### **Phase3:**

- **Audio PLR Products Added in**
- **Graphics PLR Products Added in**
- **Software PLR Products Added in**
- **Videos PLR Products Added in**

### **Phase4:**

- **Articles PLR Products Added in**
- **Templates PLR Products Added in**
- **Smart Contract Deployment**

### **Phase5:**

- **Smart Contract Audit**
- **2<sup>nd</sup> Project Launching(plrweb3cc.com)**
- **Social Media Setup**

### **Phase6:**

- **Coin Gecko Application**
- **Coin MarketCap Application**
- **Launchpad Application**
- **Token Vesting Scheduled**

## **PLR Web3 Q & A**

### **1. What is Private Label Rights Web3(PLR) Token?**

>> PLR is a utility token designed to transition digital information products from Web2.0 to Web3.0, granting them a PLR license for comprehensive traceability and engagement with the Web3 community within our ecosystem, as well as facilitating online teaching and learning.

## **2. How can I use the Private Label Rights(PLR) tokens?**

>> PLR will primarily be used for downloading digital information products within our platform. Additionally, it can be utilized to actively engage with the Web3 community in our ecosystem, as well as for online teaching and learning.

## **3. How many PLR tokens in circulation?**

>> With a fixed token supply of 10 billion, there will be no further creation of additional tokens.

## **4. How to register and become a community member in order to help build up the ecosystem?**

>> You will be registered with your BSC (Binance Smart Chain) wallet address. Each wallet address serves as a unique ID for all transactions within our community.

## **5. I cannot remember my wallet address after becoming a member. What should I do?**

>> You can login the community platform with your registered email address instead of your wallet address.

## **6. Why do I need to verify my wallet address?**

>> We ensure that you receive payment from the community and also facilitate payments to the community for your services.

## **7. How can I verify my wallet address at the community center?**

>> There are "Steps to verify wallet ownership" at the community center to guide you through the process.

## **8. I don't have any PLR tokens. Where can I buy them?**

>> You can purchase them from a DEX (Decentralized Exchange) or borrow them from the community center through the PLR Web3 Private Channel.

## **9. How can I earn rewards from my posts?**

>> You will earn 50 PLR for each post from the community startup fund during the early stage. The rewards will be recalculated once the community generates income.

### **10. How can I earn rewards by referring to friends?**

>> You will earn a 75% payout by referring friends once your friend pays for wallet verification.

### **11. How can I post my polling question at the community center?**

>> There are "How to create a poll for your question?" at the community center to guide you through the process.

### **12. How can I advertise my new Web3 project at the community center?**

>> There are "how to advertise your new project on this channel" at the community center to guide you through the process.

### **13. How does "PLR Web3 NFTs" work at the community center?**

>> In "PLR Web3 NFT" at the community center, NFT minting is based on the number of registered members and the total number of posts. For example, the first NFT will be minted for the first 10 registered members and the first 100 posts (members/posts ratio is 1:10). Subsequently, every 10 new members or every 100 new posts will trigger the minting of the next NFT.

### **14. How many "PLR Web3 NFTs" will be minted at the community center?**

>> No new members registered and no new posts were made, resulting in no NFTs being minted.

### **15. What are the benefit for the PLR Web3 NFT holders?**

>> PLR Web3 NFT holders will earn rewards from the community's incomes.

### **16. How is Private Label Rights Web3(PLR) fee and flexibility?**

>> Private Label Rights Web3 (PLR) is on the Binance Smart Chain Network. This means it is much more flexible and fees are much lower than other blockchains like ETH. PLR is built for everyone to buy and BNB allows that to happen.

## **PLR Web3 Conclusion**

**Our goal is to provide this platform for both buyer and seller maximise their profits. All of our products have the necessary components to attract potential customers looking for high value packs to resell or brand as their own content. For this reason, we aim to be your one stop shop for the best PLR services in the block chain space.**

**In conclusion, the Web3 community is a vibrant and diverse group of individuals, developers, organizations, and enthusiasts who are actively involved in the development and advancement of Web3 technologies. Web3 represents the next generation of the internet, aiming to be more decentralized, open, and user-centric compared to the traditional Web2 model.**

**The Web3 community is characterized by its strong ethos of decentralization, transparency, privacy, and the pursuit of open-source principles. Members collaborate to build and support Web3 technologies and applications, working towards a more decentralized and equitable internet.**

**As the Web3 landscape continues to evolve, the community plays a crucial role in shaping the future of the internet and exploring the possibilities of block chain and decentralized technologies in various industries and domains. It fosters innovation, fosters collaboration, and drives the adoption of decentralized solutions to create a more inclusive and user-centric online environment.**



## Social Media Channels

Twitter: <https://twitter.com/PlrWeb3>

Telegram: <https://t.me/+eJfyltbZbOO4Mzll>

## Disclaimer

### INFORMATION PUBLISHER IN THE WHITEPAPER

The whitepaper provides information and material of general nature. You are not authorized and nor should you rely on the whitepaper for legal advice, business advice, or advice of any kind. You act at your own risk in reliance on the contents of the whitepaper. Should you decide to act or not act you should contact a licensed attorney in the relevant jurisdiction in which you want or need help. In no way are the contributors to the whitepaper responsible for the actions, decision, or other behavior taken or not taken by you in reliance upon the whitepaper.

### INVOLVEMENT RISKS

The team does not recommend that any cryptocurrency should be bought, sold, or held by you. Make sure to conduct you due diligence and consult your financial advisor before making any financial

decisions. By purchasing PLR, you agree that you are not purchasing a security or investment and you agree to hold the team harmless and not liable for any losses or taxes you may incur.

You also agree that the team is presenting the token “as is” and is not required to provide any support or services. You agree that by purchasing or exchanging PLR tokens you may not claim any tax, fee, reward or any transaction or activity from PLR tokens, nor any of the PLR team members, nor any other third-party. Any functionality of the PLR token project mentioned within the present whitepaper is of purely technical nature and not related to any legal claim of a PLR token holders.

