



# Street HEAT

WHITEPAPER V.01



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# HIPHOP



## OUR COMPANY.

For the past 2 decades StreetHeat has been at the forefront and part of the hip-hop culture and community, working alongside the biggest names in Urban hip-hop for a majority of their career with [worldstarhiphop.com](http://worldstarhiphop.com). During that time, they have not only built relationships with these artists, StreetHeat has also cemented their position as legendary directors and content creators.

Specifically, StreetHeat has produced music videos, documentaries, interviews and hundreds to even thousands of hours of never before seen content, with the biggest artists and superstars in the industry. Some of these artists include Lil Wayne, Dave East, Wiz Khalifa, P Diddy, Papoose, Remy Ma, Jim Jones, NAS, Casanova, Rakim, Ice T, Ginuwine, Juelz Santana, DJ Kay Slay, Migos, Gucci Mane, The Lox, 2 Chainz, and many more.

At its core, StreetHeat is a full production empire that also does management, recording services, mixing and mastering music with their own in-house StreetHeat Studio in Long Island, NY. StreetHeat also provides marketing and promotional assistance for a wide range of individual artists and designers, in addition to assisting artists with publishing, trademarking and registering themselves with the USPTO.

It is now StreetHeat's focus to not only continue creating and producing content, but to release never before seen content and art as NFTs. StreetHeat will also be creating their own metaverse which brings in artists, of all kinds, in one place so that they are able to showcase their content to their fans across the world, all while collaborating with the biggest names in the industry.



## 1.2. Our vision

It is StreetHeats plan and vision to release there own marketplace, a coin, NFT'S of there own, and other Independent artist's collections. Along with their own blockchain & metaverse.

### The StreetHeat Marketplace

It is StreetHeat's vision to provide the StreetHeat Marketplace, an easy, trustworthy, and family friendly marketplace, that is poised to simultaneously becoming the biggest marketplace and distributor of NFTs worldwide.

Specifically, our goal is to create a marketplace that if free from "rug pulls" and market manipulation. We plan on doing this by verifying that the content produced and sold on the StreetHeat Marketplace, making sure that the content on the StreetHeat Marketplace is verified by StreetHeat independent artists, that cannot be copied and/or falsified.

The StreetHeat Marketplace will also have an anti-whale mechanism, which would further prevent market manipulation within the StreetHeat Marketplace.



### StreetHeat Token

It is StreetHeat's plan to release the StreetHeat Token. The StreetHeat Token will be backed by ten million dollars (10,000,000.00) each year over the first four years the StreetHeat Token has been released, creating immediate liquidity in The StreetHeat Token. Furthermore, the StreetHeat Token will be used by consumers in the marketplace.

#### Day 1 of Token launch- Available on BloxXwop Exchange

BloxXwop DEX as it allows P2P transfer with 0 transaction fees utilizing just a username.

2 Weeks after launch it will be available on top Dex's



## Tokenomics

300 billion supply  
(70 % burn over a course of time)  
5%charity  
13% Marketing  
5% airdrop  
10%presale  
60% Public  
7% Team



Specifically, the StreetHeat Token will be used to mint StreetHeat NFTs, participate in the StreetHeat Metaverse and make secondary purchases on the StreetHeat Marketplace.

The StreetHeat Token will also provide a discount to holders when minting or purchasing NFTs from StreetHeat on the StreetHeat Marketplace.

In addition, a significant benefit to every holder of the Streetheat token will include airdrops, awards, NFTs prizes, and an anti-whale feature to avoid manipulation and selling pressures.

Furthermore, the StreetHeat Token will be subjected to a 70% burn over the four phases of the Roadmap.

## StreetHeat Metaverse

Upon releasing of the StreetHeat Metaverse it is our goal to also provide NFT music collaboration/deals with a myriad of artists depicted in the content and footage that has been created and produced by StreetHeat over the past 20 years. This would also include collaborations with new independent artists, visual artists, painters, fashion designers and more

The StreetHeat Metaverse will take community and the NFT experience to the next level. This will be done through the relationships and content that will be built and created the StreetHeat Metaverse which will be full of artists from around the world.

Within the StreetHeat Metaverse in addition to setting aside exciting investment opportunities on our digital land, we will also be hosting virtual parties, concerts, rap battles, gatherings, pop ups, photo shoots, video shoots and much more.

## StreetHeat NFTs

Over the past two decades, the StreetHeat team has amassed hundreds and thousands of hours of never-before-seen content that will forever change the NFT space. Because of the quality of the content, StreetHeat NFTs will not only take over the NFT space but will also bring a wave of new NFT holders that have never even thought about NFTs or even holding an NFT.

In addition, StreetHeat NFTs will be housed on the StreetHeat Blockchain.



## 1.3 Our Mission

Our Mission is to bridge the gap between the NFT and urban music communities, with independent artists around the world in fashion, art and music. We will do this by supporting independent artists, directors, and creators around the world, by working with them in creating their own NFTs, with the backing of the StreetHeat brand, Streetheat's one of a kind historical content, and the relationships they have formulated over the past 20 years.

## 1.4 Our Core values

### Community

StreetHeat will make sure upon releasing NFTs, holders will not only be able to own and enjoy the content, they will also be part of the StreetHeat community and Marketplace.

Through collaborations with independent artists StreetHeat will allow those that are part of the StreetHeat community to connect with artists IRL and within the StreetHeat Metaverse.

### Innovation

StreetHeat will be connecting with new and independent artist in the space. Which will allow for the creation of content that has never been seen or heard

### Diversity

StreetHeat wants everyone to be able to come in and participate in the StreetHeat Marketplace and StreetHeat Metaverse no matter the kind of artist you are. As it is StreetHeat's plan to make sure the artists that are within connected to StreetHeat are diverse and contain all kinds of art from around the world.

### Trust

Over the past two decades, StreetHeat has developed a lot of trust and credibility in the hip hop community, and you can trust that the content we are bringing out is not only something you can relate to and has value, but is something you will want to keep forever as a fan or collector of art and/or music





## 1.5 Background of Street Heat

Today, StreetHeat is one of the world's largest urban hip-hop brands. In fact, the entire video music director culture is credited to StreetHeat as a front runner in the industry. But it wasn't always like this.

Two decades ago Streetheat started with only two music producers, WillC and Mr. Mitch. It was at this time that WillC and Mr. Mitch started making beats for many local artists across New York City. After doing this for a few years, they decided to make an original Beat CD and started hitting the streets of New York City, spreading the Beat CDs throughout each borough.

This was the start of WillC and Mr. Mitch's success. This is because the Beat CDs were getting recognized by the world and bigger artists, who started using the Beat CDs for mixtapes. Shortly after that WillC got his first check for producing a song for Prodigy of Mobb Deep.

Shortly after, the team Dropped Vol2 Beat CD and they went back to hitting the streets again. But this time around Tana, from a local rap group, joined WillC and Mr. Mitch in promoting the Vol2 Beat CD, along with his own CD as well.

As they were growing, they would wait outside big events all around the city. They did this because they were waiting for the artists to exit the events, so they would be able to hand them their Beat CDs, with the hope of catching their big break in the industry.

One cold winter night in the city, after years of hard work, while WillC and Tana were waiting outside the Apollo, they watched a camera man walk past security and into events, without any issues. It was at this time they instantly realized what they needed to do and the following day WillC and Tana first purchased video and photography camera equipment. With the new equipment when they went back to work events, they were able to go into any event without any issues. This allowed for them to crash all the same venues with full access.

This new access allowed for the team to go backstage and be closer to the biggest artists than ever before. While backstage they would give their Vol2 Beats CD to each of the artists. While doing this, although they didn't know it at the time, but they were capturing some of the most legendary content in the hip hop industry. This is when the StreetHeat brand was made.

After this happened, the StreetHeat team started traveling city to city crashing the biggest events in the world. They crashed the VMA's, BET awards, Major Concerts, Arenas, Summer Jam's and many other world-renowned events.



They then started focusing more on content and produced their first ever StreetHeat DVD with a bonus Beat CD. At the time of the release, they were the first and only company in the history of hip-hop ever to put out a DVD and beat CD, in a package.

A couple years later, in 2008, the team crashed the Hot97 Summer Jam. While filming backstage a riot broke out with Jim Jones and his crew. WillC's first instinct was to put the camera in the air and film the altercation. The following day WillC uploaded the footage to "Youtube" (which was still new to him at the time). The video was stamped with the Streetheat Logo and within the first two days the video hit over 3 million views. This is what broke the ceiling on StreetHeat's success. Immediately following the YouTube post, a gentleman by the name of Q, from a website called worldstarhiphop.com, reached out to WillC telling him that the Jim Jones Video brought their rankings up and that he wanted to meet the team.

The team then flew out to L.A. to meet Q. It was at this time that they were offered to be the sole directors, interviewers & content creators for worldstarhiphop.com, all while still pushing the StreetHeat brand in every video. Of course this was still just the beginning.

For the first five years with worldstarhiphop.com StreetHeat created what is now considered to be some of the most legendary moments in hip-hop, consisting of music videos, Interviews, documentaries, behind the scenes videos and videos of a day in the life, blogs and more for artist like P.Diddy, Jarule, Nas, Gucci Mane, Dipset, 2Chainz, Remy Ma, Fabulous, Wyclef, LOX, DMX, Birdman, Papoose, Raekwon, Rakim and so many others.

Shortly after their newfound success, StreetHeat received devastating news, Q passed away. This news really hit WillC and the entire StreetHeat team as this was the man that trusted WillC, Tana and the rest of the team and helped them come this far. After Q's passing StreetHeat had to keep their legacy going, and never forgetting where they came from. To date, the StreetHeat team still works hands on with worldstarhiphop.com, premiering videos and shooting original content with and for them.

During the years of working with worldstarhiphop.com StreetHeat had the honor to work with KaySlay through Papoose. To date StreetHeat has directed 90% of all Papoose's videos for his entire career. This connection opened the door for the team, and they were able to land a deal with Kay Slay to do all his production on Sirius Satellite Radio/ Shade45 for the past 8 years. The team has also had the pleasure to direct most of his music videos featuring artist like French Montana, Nelly, Rick Ross, 2Chainz, T Pain, Faboulous, Money Bag Yoo, Busta Rymes and so many others.

Since the beginning of Streetheat's formation the team has always been ahead of the game, building the StreetHeat empire step by step. Streetheat is now a full production empire with directors & producers all over the United States. StreetHeat is also able to help an independent artist come from the ground up. Specifically, they are able to start an independent artist by recording and producing their own music within Streetheat Studios or coordinate a major record deal for new and established artists.

For instance, just before the end of 2021 and coming into 2022 StreetHeat has and is working with many of the biggest artists. The team has already created content for artists like Waka Flocka, Chinz Drugz, Maino, Dave East, Jim Jones, Migos, Lil Wayne, Busta, Casanova, Designer, Spotemgottem, Fivio Foreign, Benny The butcher, LOX and so many others.

With a team that is full of highly educated professionals, that are ready for any type of project big or small, Streetheat has paved the way for thousands of videographers, photographers and many others worldwide, all while still making sure they gave back to the community. The team does this by helping the less fortunate and collaborating with unregistered artists and videographers, all while also enriching and preserving culture.

And today they have not only built a global network and opened the road for other filmmakers, photographers, and artists to follow in their footsteps, they also made content that has over 80 billion views on YouTube. Now the StreetHeat team is planning on releasing a safe and trustworthy marketplace for the NFT space, NFTs of one-of-a kind and historical never before seen content on their own blockchain, a coin to be used in the marketplace and a metaverse where artists in the space can collaborate and create content that will be heard all around the world.

As you can see, over the past two decades, StreetHeat has set a trend that can never be taken from the urban hip-hop culture. And that is because StreetHeat is the culture! Welcome to the team.

## **1.6 Benefits of StreetHeat Token**

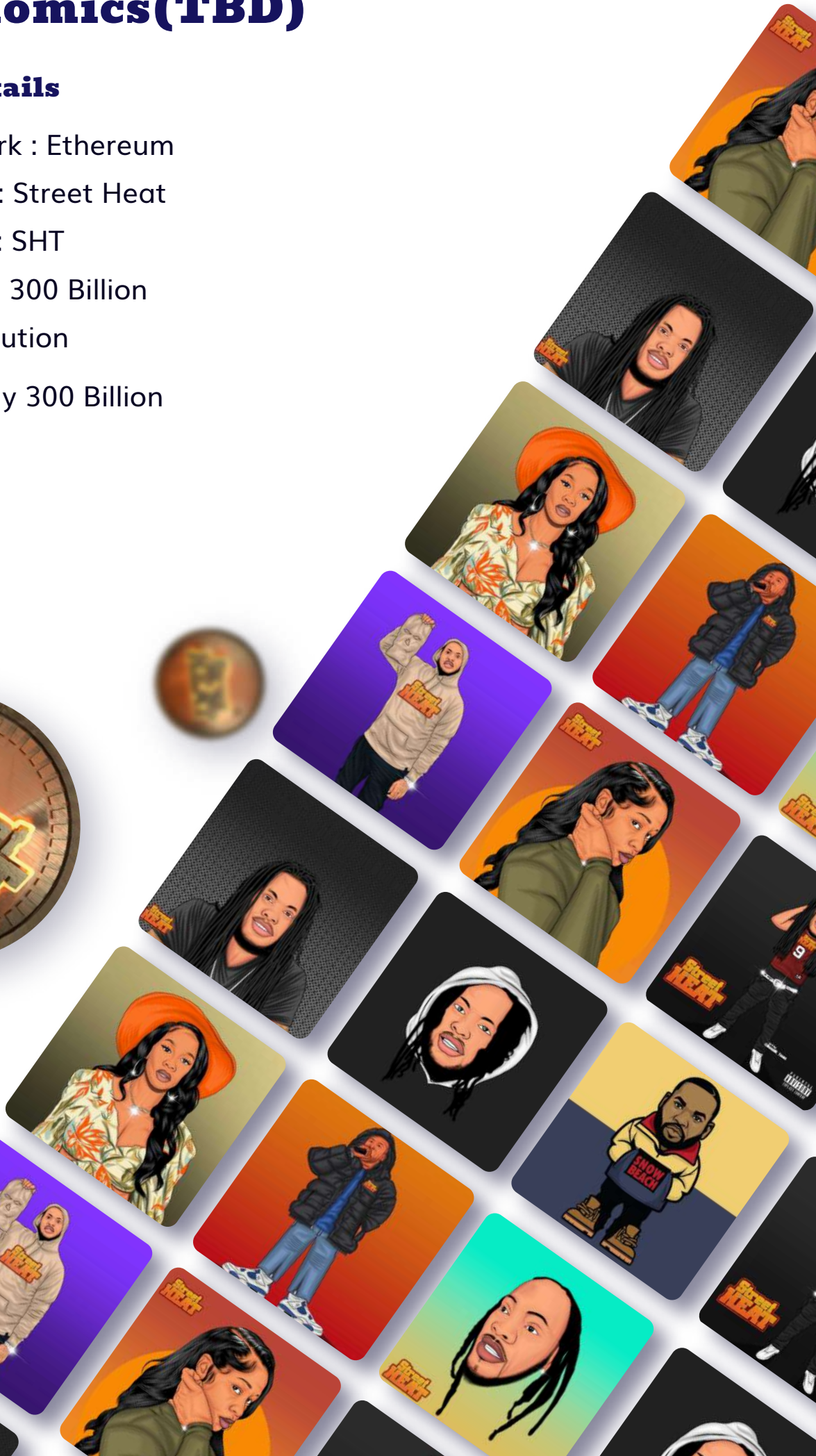
The benefits of the StreetHeat Token include the following:

- 5% of the total supply will go back into a Streetheat Foundation Pool. This Pool will be utilized to give back to less fortunate artists across the world. StreetHeat will supply them with the tools and equipment they need to pursue their dreams as any type of artist, Fashion Designer, Painter, musician, etc.;
- Owners of the token will have access to NFTs, Art Classes and multiple programs worldwide giving the youth and the public the opportunity to learn about cryptocurrency and NFTs;
- There will be an anti-whale provision which will prevent the dilution of the StreetHeat Token causing the price of the coin to be manipulated;  
Throughout the completion of each phase in the roadmap a total of 70% of the StreetHeat Token's 300 Billion supply will be burned;
- Holders of the coin will have access to Whitelist opportunities, presale mints, IRL and Metaverse events; and  
So much more that will be announced as each phase is completed

# 4.Tokenomics(TBD)

## 4.1 Token Details

- Token Network : Ethereum
- Token Name : Street Heat
- Token Ticker : SHT
- Total Supply : 300 Billion
- Token distribution
  - Total supply 300 Billion
  - Burn: 70%



# 6.Roadmap

## 1

### Phase 1

- Launching site
- Building community
- Marketing
  - Huge press release
- Announcement of white paper
- Smart contracts
- Pre-sale
- Launching of the coin
  - Air drop of token holders of a certain amount.
  - Purchase of the coin will be available on bloxxwap
- Having top influencers involved in the project
- First 10% Burn
- IRL New York Party (1st Party Event)
- Metaverse Party
- Listed on Uniswap, Sushiswap QuickSwap & PancakeSwap
- Part of StreetHeattv.com
- Easter eggs within videos and released content
- Gas/alpha pass for Presale Whitelist
- We are going to make sure that we burn when buying and distributing to others

## 2

### Phase 2

- First collection of NFT from the 20 yr collection (Gen 0)
- Creating/Launch of StreetHeat Marketplace (Beta Version)
- listed on our exchanges
- Getting listed on coin market cap
- Getting listed on coin gecko
- Building street heat blockchain
- NFT mining/staking of coins
- Begin advertng on billboards across the world
- Burn 20%
- Charity forever – first donation
- Major press campaign
- Miami, Vegas IRL Events
- Other big artist announcement collections to be announced
  - Along with the collections that will be released, we will be doing we will collaborations with celebrities and famous urban hip hop artists



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### **Phase 3**

- Completion and launch of StreetHeat Marketplace
- Blockchain completed
- Listing on major exchanges (coin)
- Giveaway campaign
- Community prizes
- Release of beta version of metaverse
- Burn 20% of coin
- New WL spot for top 10% of holders
- 10% of royalties to charity forever each month now

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### **Phase 4**

- Finalized StreetHeat Metaverse
- Finalized StreetHeat Marketplace
- Use street heat token in the StreetHeat Marketplace
- 20% final burn
  - Approx. 70% of coin will be burned
- Classes and collaborations to begin on the StreetHeat Metaverse.



## Closure

Therefore, StreetHeat helps provide people with knowledge and tools to mint and distribute , their very own art of NFTs to advertise their portfolios on our platform via our blockchain. We will be the first Music directors ,Rappers , and Bands. Building our own metaverse and purchasing properties in other metaverse that are interoperable with ours will be one of our future phases. We will be creating a platform for independent and major artists to perform, sell merchandise, and explore the metaverse. We have a team of qualified professionals, making us the world's largest NFT distribution platform. We are the future!!