

THE WORLDS FIRST CRYPTO-SOCIAL PROJECT



EMPOWERING MEN TO BE EVERYTHING THEY
CAN

WHITEPAPER

Table of Contents

1. Introduction
2. Our Vision
3. The Problem
 - a. Looking at men as a whole
 - b. Negativity towards creativity, and lack thereof
 - c. Media sensationalism
 - d. Seeing women as the enemy, and vice versa
 - e. Racial disparity
 - f. Victims of abuse
 - g. Emotional Intimacy
4. Solutions
 - a. Where we are right now
 - b. Vision
 - c. BroCoin
 - d. Incentivized Participation Model
 - e. Community
 - f. Invite women to hold space with us
 - g. EasyDex Exchange
 - h. Cross Platform
 - i. Man Cave Local
5. Our Coin & ICO
6. Roadmap

The Man Cave

Introduction

The Man Cave is a cryptocurrency project designed to empower men to be the people they have always wanted to be.

We want to empower men with the clarity and abundance mindset to go out and achieve anything they can dream up or think of, be that chat to a woman for the first time or become CEO of an elite organisation -- the potential is in all of us, we just need to realise this for ourselves.

We have designed The Man Cave to be an information portal, an outlet, a place to network and communicate in, or just to sit down and do some manly stuff and chat to like minded individuals. The Man Cave will have professionals around to help men navigate this sort of thing (but not a substitute for a doctor, just so you know, always consult your GP), be that healthy living, fitness, or just getting up to manly stuff like beer, BBQing, golfing and football.

Our Vision

Our vision is to create a thriving hub for men to prosper, communicate and network with other men where we can share ideas, learn new trades, be better people, or just sit back, relax and have a beer whilst talking to friends.

There is a dire need for a space for men to come in and just, well, be men. There is often a world that's telling us what we 'should' be, rather than letting us accept us for who we are. If you look take a look at spaces for women -- those are already ahead of us; they teach each and every woman that it's perfectly acceptable to be a woman, and it is. Why not have a place for men that does the same?

We want to exist to tell you that it's perfectly acceptable to be a man, and that our behaviour, however erratic at times, is normal. The first thing we should be doing with ourselves is accepting us for who we really are. All kinds of men will be accepted here and there will be no judgements. Tall, short, wide, hairy; you're all welcome here.

We aim to be the first Crypto-social project for men and hope not to be the last. It is our vision that other people will jump on board with this idea and realise the massive opportunity to fund projects like these, and the support that they can gain from a wide variety of communities. We are closer together in the Cryptosphere than ever before.

The Problem

Due to the lack of funding, or willingness to participate in “what isn’t popular right now” men are facing a widespread phenomena and it’s not going to get any easier in the future.

Common problems that are arising are (but not limited to):

- Lack of a nuclear family and a strong father-figure in the household
- Nice guy syndrome
- Media sensationalism - painting the many as the few.
- Men not knowing how to properly act with women because of media sensationalism
- Not being taken seriously when a victim of abuse
- Seeing women as the enemy rather than complementary, and vice versa.
- Divorce inequality
- Racial disparity. Seeing someone as not worthy because of things they cannot change, like colour of skin
- Male abuse shelters being virtually non-existent

Looking at men as a whole

There has been a slight shift and temporary remedy towards the above. We have seen some men “go their own way,” where men absolutely refuse to get Married in an attempt to claw back some of the control they feel that they are losing. We have seen books written by Dr Glover, No More Mr Nice Guy, and various others, giving reprieve to men that allow themselves to think they will be single forever; the self-proclaimed undateables.

But in our eyes there is just so much to heal. There is absolutely nowhere for a man to go to feel that brotherly vibe in a sensible and non-sexually charged manner. Women have created whole institutions such as the WI (The Women’s Institute), and have spaces dotted all over the real world and over the internet.

As a fellow Steemian, Facebooker and regular Twitter user there are at least six female orientated discord servers I have been in, and thousands of Facebook groups that aim to empower women in whichever way that they wish, yet for men they are virtually non-existent. In the real world and online.

Why is this?

Is it because no-one has thought about it before? Or lack of funding perhaps? Or lack of resources? Or willingness to participate?

We are well aware that one of the toughest barriers to anyone’s better health is the willingness to participate. There was an old saying in our office. You can lead a horse to water but you can’t make it drink the water. The sentiment being is that you can show people that world but you can’t make them take it, or even thank you for it.

Society places stringent barriers on men which can more than often be the strongest barriers to unwilling to participate.

In pre-modern society; if men were caught beating up their wives then the community would decide what to do with them as a whole.

If women were caught beating up their man then the community would punish the man by taking him out on horseback, whipping him, and throwing rotten vegetables at him until he 'Man's up' and takes his place as the leader of the household.

There are countless social experiments on YouTube about the societal differences between these two instances and the way onlookers react to them.

Men just aren't intimate with one another enough. We hope to tackle all of these head on by creating an open, friendly and often challenging social environment where men can feel free to come in, talk about their worries, their woes, and everything negatively impacting their lives currently. We will talk openly, friendly, and non-judgmentally. We already have two practising counsellors with us at present, and hoping for more. We won't always sit there and agree with you; sometimes we'll challenge you, but what is a world without opposing viewpoints, right?

Negativity towards Creativity, and lack thereof.

We plan to incite a huge amount of creativity within our community. It is my perception that a man without a purpose lacks vision. The creative side of a person is the driving force of awesomeness. It's the part that wakes up in the morning ready to go; it's bending those numbers to suit your algorithm; it's driving raw emotion into those words; it's what makes a good performer, a REALLY good performer.

Yet, the world lacks creativity. It's essentially snubbed from us at a very early age. We are told that we must do as we're told; that we must obey; that we must fit our peg into the slot like everyone else fits into their little slots?

Ever felt like a peg that doesn't fit?

We know. Most people don't. Most people feel like an undefined peg; a shape that necessarily doesn't have a name because there are so many shapes to it.

If you've ever worked in an industry like waitering, bar work, administration, or production then you'll know that creativity is frowned upon. Most of us give up. Those little doodles we drew at school as we imagined ourselves becoming the next Banksy all but a pipe-dream as we continually churn out the repetitive daily grind.

We want to change that for you. A tall order, but one we want to take a BIG bite out of.

Media Sensationalism

Feels crazy right now doesn't it? All these male rapists and male murderers out there at the moment? However do we manage to keep it civilized as men?

The sad fact of the matter at the moment is that most men are being blamed for the actions of the few. We are being prioritised to "be better" by many, yet many of those that are telling men to "be better" aren't putting the length of work needed to be better people themselves.

We are challenging this narrative. We are creating a multi-national space for men to "be better" that will actually allow them to grow and prosper.

We do however, understand that education can be better for men in third world countries and we are hoping to fund local man caves from educated individuals that can teach and learn men about better code of conduct and etiquette.

Seeing women as the enemy, and vice versa.

The world is fractured at the moment. Everyone seems to want to blame the other for what's going wrong in their lives and no-one wants to listen. Divorce rates are through the roof and single -parenthood is at an all time high. No-one wants to accept responsibility for their actions at all.

Women aren't the enemy, and neither are men. We are our own worst enemies.

Accepting responsibility for all that is ours in the world; our actions, our choices, the people that we sought to look up to, and down to; the people we wronged, the people we hurt, the damage we had done to ourselves is pivotal to understanding how to be better as a man. We plan to weave this message into everything we do in the Man Cave.

We a result of every single one of our choices.

The fact of the matter is, is that there are just as many women that need this sort of help as men; we'd love to extend an olive branch out to anyone that would be willing to work with us. Our aim is healing, compassion, and being the best version of yourself. Nothing more.

Racial Disparity

There is a growing trend of victimhood culture within the western world and our media, where people of different ethnic origins will claim that "white men" are keeping them in their place, creating a "boogeyman syndrome" where these mystic white men are keeping them down in their place. No-one knows where to look or blame because the world has moved on since the days of the slavery trades.

In the man cave we absolutely believe that, again, you are a result of every one of your choices, and you will be treated like such.

We have people from third world countries working with us and earning. There is nothing stopping you from doing so too.

Victims of Abuse

It took some of us 'in the cave' years to understand that we had been victims of abuse, and we take these issues completely seriously.

Some men (like women) never realise that they are being abused. We knew a man that was repeatedly hit by his wife, and whilst we saw that as abuse, he would see that as her "just being angry"

We can't promise that we'll be a professional place to heal but we can certainly talk you through it and signpost. We have half a Police force in the cave already! (no joke!)

Emotional Intimacy

Truth is, us guys like to talk a good game. If you had asked us when we were 24 how many women we had sex with we'd have told you a list as long as our arms, and gave you a good earful about the ladies that we had dumped and left wanting more. The real story? It's probably a lot less, and hurtful to others than it sounds.

We like to big it up. We do!

We usually hear in news stories about guys in the locker room talking about their rap sheets. I can guarantee you that most are lying to big it up to whoever they think is telling the truth. Maybe none of them are? Most men actually do respect women believe it or not.

But ask us to talk about the spot on our bum, or the dodgy testicle that has us awake, thinking, crying at night? Well, that's only reserved for our partners or other women. We just don't like to talk about things like that.

In the cave it will be different. There will be open discussion about those issues, and people that aren't afraid to discuss it!

Solutions

Where we are right now

We have a working platform already. Our discord server is open for people to join, and anyone can come in, contribute, or be part of the bulk the holds up the man cave.

Vision

These are very difficult problems facing men in what seems to be a world that continually stacks its chips up against us. But we propose an intervention strategy that won't remedy the problems facing men completely, but will hopefully create a foundation block of inspiration and healing, that will encourage more projects and solutions to be built on the back of our idea. In the Man Cave we have several strategies that we plan to implement.

BroCoin

Brocoin will be the fundamental underpinning of the work that we do in the man cave. We want to incentivise our users to participate. We want to create a community coin that will be used to reward participants for their continued involvement in the cave. We plan to have participation levels, random rewards, gift days, lotteries, quiz tokens and so much more.

You will be able to use BroCoin on our sister website <https://wearethemancave.com> to buy, share, read, and participate in many things. It's not fully operational yet, but rest assured after the ICO we'll be hiring people to make it just right. We plan to host community events, and hopefully invite popular speakers along to our cause; you will only gain entry to these events with BroCoin, but you can earn BroCoin easily by participating in some form in The Man Cave.

Brocoin will be built on the EasyDex blockchain and can be initially utilised by selling your coins back to us on the EasyLife blockchain for upvotes. The EasyLife blockchain will be a social network that rewards users for their involvement within the community. Sharing is caring.

Buyers of BroCoin will get an equivalent share drop of EasyLife tokens should they wish to participate in the ICO, and by doing so would give them a better holding on the future chains that will emerge from EasyDex.

Incentivized participation model

What is a community without areas of interest to dive into? Not a community.

We already have several men and women that have offered up their time to create materials of learning or worth for newcomers to divulge in. Currently we have beer rooms, bbq rooms, wellbeing, football, music, dads, emotional stability and many, many, more. People that want to come into our cave and "contribute" their time to creating materials for other men to peak their interest will be rewarded in weekly payments of BroCoin. Think of it as a weekly wage

for your time. Time is money, and we can't ask people to do it for free. Some of us are skilled listeners, others are skilled artists, we even have some skilled barbequers!! (BraaiBoy, he's famous on YouTube)

Anyone with a skill or trade can be a contributor! Just ask the community developers in the Cave and we'll take you through a simple process.

Community

We plan to create a thriving and supportive community largely consisting of men that want to achieve something better in life. Be that to talk to a girl they have always wanted to, right up to being the President of the United States. We aim to be supportive as well as realistic in what we want our community members to aim for. We will also have community leaders that will be able to sniff out and expose the raw potential of men in the lounge for those that are unsure what they want to do.

Invite women to hold space with us

We aren't one of those stuffy old gentlemen clubs that prevents women from joining unless they are on the staff rota. We actually like women here believe it or not. Women are an integral piece of daily life in the world and we plan that to be no different in the cave. Women will be able to participate in everything that men are doing in the cave; share their thoughts, create learning materials, be one of the team, sit down and have a beer and network. All that we ask is when women enter the cave they understand that it is for the betterment of men. Our aims, goals, and virtues are focused on the betterment of men.

EasyDex Exchange

Our aims for BroCoin will co-exist with the EasyDex exchange's path. The EasyDex exchange wish to create seamless and easy transactions between fiat and cryptocurrency in the future. We know they are currently working with several providers already to achieve this. Since we are aiming for real world adoption for our coin too, and understand that such a feat would have to be similar to, or as easy as traditional banking systems. We want to hold our coin on The EasyDex exchange so that in future, earning our coin would mean that our participants could earn BroCoin and then exchange it into their fiat currency at the click of a button if they so wished.

Cross Platform

Our aim for the Man Cave and BroCoin won't be solely limited to the EasyDex platform and The EasyLife social chain. We plan to engage our users, participants, contributors and team members to branch out into all areas of the internet; create positive waves in the social sphere with the aim to educate, and better men. One of our developers has already began our sister website and has people in the Man Cave already submitting pieces of writing to him. The world is literally your oyster, whatever it is that you wish to do we aim to support and nurture you to achieve your goals.

Man Cave Local

The Man Cave local is an ambitious project; one that has required us to withhold a separate amount of coins from the ICO to fund its presence. Man Cave local is an initiative where interested members of the Man Cave will advertise and create a local Man Cave in the real world for men to do exactly the same as they do in our discord server. Earn BroCoin by participating in any way they can. Our aim is to tackle stagnation and poverty head on by introducing initiatives that train, inspire and uplift the general well being of men.

By March 2019 we would like to see at least one person from our Man Cave going out into their community, hosting an event, and spreading the good word about what we do. It is a project that will take time and a careful amount of planning. Venues will need to be sought out and any costs involved with such. Recreation, staffing, and any legal issues concerning the creation of such a venue. It is by no means an easy task but we will be accepting applications in October for local initiatives to be fully funded by at least March and operational afterwards.

Applications will need to be extensive, detailed and informative. We will provide examples.

All Man Cave Local projects will be funded from a Multisignature wallet which will need at least three Community Developers to sign off on.

Our Coin & ICO

We will create 134 Million BroCoins Initially for our project.

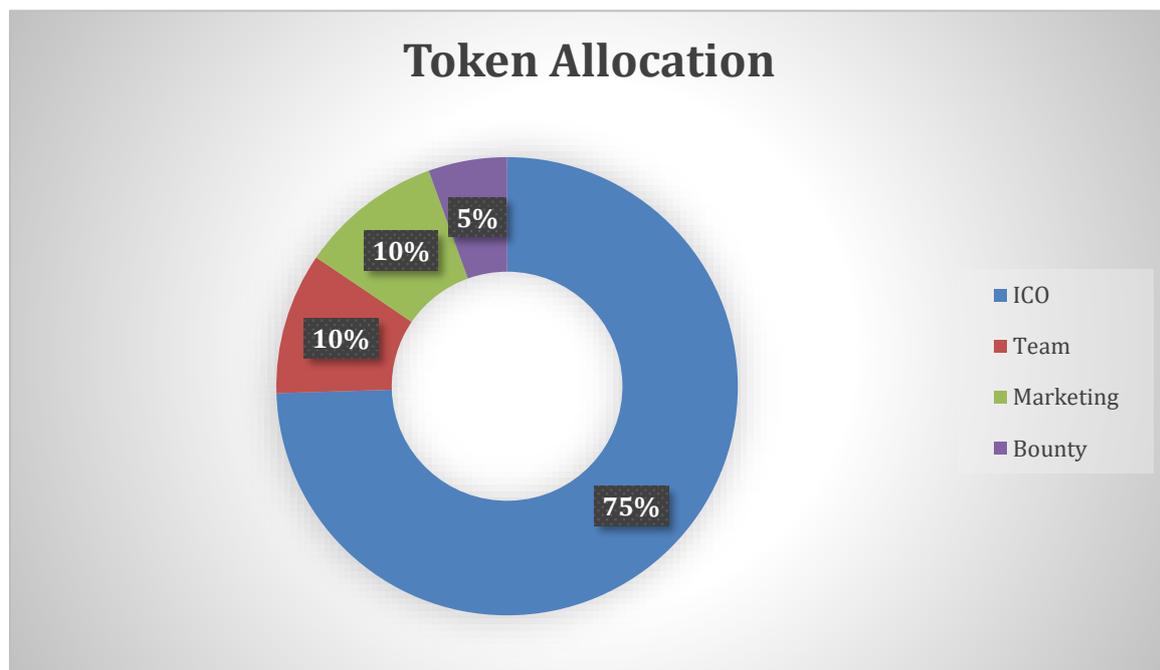
100 Million BroCoins will be available for our ICO

13.4 Million BroCoins will be dispersed amongst our Community Developers

13.4 Million BroCoins will be held back for aggressive marketing.

7.4 Million BroCoins will be available for bounties during the month of September.

Our hard cap exists at **500 Million BroCoins** - however those will not be created until needed, and reserved for projects such as Man Cave Local and any interesting future projects that manifest out of The Man Cave.



Bounty Program

During our ICO we will be hosting a bounty program for participants to shout us loud from far and wide. You can shout at us or write at us from many of the varying social media platforms out there.

Roadmap on next page:

MAN CAVE ROADMAP

JUNE 2018



The Man Cave Created.

Discord Server built and ideas formed.

JULY 2018

Willing contributors hired and onboarded to earn whilst they create and listen.

Team assembled and contributors found



SEPTEMBER 2018



ICO & Bounty Program

100 Million BroCoins on sale and a further 7.4 Million for bounty hunters

OCTOBER 2018



The Man Cave begins!

More contributors onboarded and the creation of a diverse and willing community

JANUARY 2019

Grants given out and we begin to disperse our community into their own

Man Cave Local



2020

Future interesting projects!