



The StreetWall Project
Ticker: #STWL | ERC-20 Token | www.streetwall.io
Whitepaper v1.0 - July 10, 2025



This document is for informational purposes only and does not constitute financial, legal, or investment advice. The StreetWall (\$STWL) token is not intended to be a security, and participation in the platform is entirely voluntary. Please consult with a licensed professional in your jurisdiction before participating in any blockchain or cryptocurrency project. Heyblom Technology Company Ltd. © 2025

Abstract

The StreetWall Project aims to unite the worlds of street art and cryptocurrency technology through a powerful and decentralized platform that recognizes, rewards, and elevates graffiti artists globally. It provides a structured ecosystem where artists can not only gain visibility, but also earn utility-based rewards in the form of \$STWL - a native ERC-20 token built specifically for this project.

The platform allows artists to submit photos of their real-world graffiti creations (subject to community and legal guidelines) and enter them into monthly competitions and challenges. Submissions are publicly visible and voted on by the community, creating a transparent system for surfacing outstanding art. Each month, winning pieces are selected and artists are paid in crypto rewards they can exchange for fiat currencies or use on the platform. In addition, selected pieces will be produced into hyper-limited editions with a significant portion of the proceeds going directly to the artist, creating tangible revenue streams tied to digital visibility.

The \$STWL token serves as the core utility within the ecosystem. Every user receives a free entry per competition cycle, while additional entries are unlocked through token participation. Tokens can be purchased or earned through platform engagement actions such as referrals, social interactions, and community building. This encourages organic outreach while rewarding loyalty and contribution, without making artists pay to be seen.

The StreetWall vision is to allow anyone with a smartphone, a spray can, a crypto wallet, and a vision to participate in the growing street art economy. Artists from underserved regions can monetize their creativity and connect with a global audience.

Graffiti is raw, expressive, and one of the most accessible and honest forms of visual art. Yet it remains highly undervalued. The StreetWall Project finally gives artists a way to earn recognition and real value for their creations - with fairness, transparency, and community at its core.

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Roadmap 1.0

The StreetWall Project is built on the conviction that street artists deserve the tools and platform to turn real-world creative expression into digital rewards and real-world income. Our phased roadmap sets a transparent trajectory for launch, growth, and sustained innovation. Offering clear value to artists, collectors, and the wider crypto community.

Phase 1: Pre-Sale & Awareness Campaign (Q3 2025)

- Token Presale begins August 25, 2025 @ 2pm (UTC).
- Massive outreach campaign across Twitter, Telegram, & Forums.
- Community members are rewarded with airdrops for helping promote the project, inviting artists, and engaging with posts.
- Graffiti creators are introduced to Web3 via simple educational graphics and wallet setup tutorials.
- Focused press releases and partnerships will drive early exposure.

The pre-sale phase is critical not only for raising initial capital, but also for establishing credibility and trust. All presale funds are transparently allocated to product development, liquidity, and marketing campaigns. Holders of presale tokens will be among the first to experience the platform's features and benefits.

Roadmap 1.1

Phase 2: Token Launch & Platform Activation (Q4 2025)

- Token claim and DEX launch December 10, 2025 @ 2pm (UTC).
- Launch of the full-featured site: www.TheStreetWallProject.com.
- Submission portal opens.

This stage represents the heart of the StreetWall ecosystem. Graffiti artists from around the world finally have a stage to gain recognition and revenue through the official website. Each submission is tied to a unique wallet address, and once submitted, ownership is cryptographically linked to the user. High standards of quality and legitimacy are maintained through manual reviews and metadata verification. Our moderation team ensures fairness and transparency across all submissions.

Roadmap 1.2

Phase 3: Community Utility & Global Growth (2026 Onward)

- Winning entries are transformed into hyper-limited physical prints.
- Artists receive the majority of proceeds in cash or crypto.
- Authentic prints are sold via the official website.
- \$STWL token gains ongoing utility through voting rights and exclusive access.
- Community members earn tokens for likes, shares, and referrals.

Phase 4: Global Expansion & NFT Integration (2026 Onward)

- Global pop-up showcases highlight winning artworks in major cities.
- Integration of NFTs for digital collectors.
- Authenticity of prints backed by blockchain and tracked through limited print numbers.

StreetWall is more than a token. It's a global movement that bridges underground art and blockchain innovation. By rewarding creativity, encouraging visibility, and enabling ownership, we turn walls into wealth and graffiti into legacy.

Tokenomics 1.0

The StreetWall Project is built around the \$STWL token, an ERC-20 token created to power a new era of utility and engagement between street artists and digital communities. Our Tokenomics structure is designed to ensure healthy long-term growth, strong community incentives, and broad accessibility.

Total Token Supply: 10,000,000,000 \$STWL (FIXED)

Initial Presale Price: \$0.00020 per token

Launch Price: \$0.00035 per token

The StreetWall ecosystem relies on real utility for the \$STWL token. Whether users are submitting artwork, voting, promoting the project online, or purchasing physical art, the token remains central. This functional integration ensures consistent demand and promotes a thriving digital and real-world art marketplace.

Presale and launch funding will be used to support marketing, platform development, legal infrastructure, artist outreach, and token liquidity provisioning.

Tokenomics 1.1

Token Allocation

The total supply of 10,000,000,000 \$STWL tokens will be distributed as follows:

- 40% (4,000,000,000 \$STWL) - Public Presale
- 20% (2,000,000,000 \$STWL) - Community & Social Rewards
- 20% (2,000,000,000 \$STWL) - Platform Reserve
- 10% (1,000,000,000 \$STWL) - Founders & Team (12-Month Lock)
- 10% (1,000,000,000 \$STWL) - Marketing & Strategic Partnerships

Community & Social Rewards will fuel viral growth by incentivizing users to share content, refer new artists, and participate in voting. The more the platform is engaged with, the more tokens will be earned and circulated. Tokens will be distributed fairly with no unfair advantages or private early sales. Team allocations are locked to demonstrate long-term commitment.

Spending Allocation (Presale Funds Breakdown)

- 25% will be allocated to the liquidity pool to support token stability.
- 40% will be used to build and scale the StreetWall platform.
- 35% will be dedicated to aggressive marketing campaigns.

Tokenomics 1.2

Why \$STWL Does Not Include Staking Rewards

While staking rewards are common in many token ecosystems, The StreetWall Project has made a deliberate decision not to include staking mechanisms at this time. This decision is rooted in a strong commitment to transparency, regulatory prudence, and focus on real-world utility.

Regulatory Considerations

Staking programs, especially those promising passive income or fixed returns, can trigger regulatory scrutiny in certain jurisdictions. In some cases, staking may be considered a form of securities offering or investment contract, requiring complex legal compliance. As StreetWall prioritizes long-term global accessibility and legal clarity, avoiding staking allows us to remain flexible and regulatory-safe as the legal landscape for Web3 evolves.

Risk of Dilution and Inflation

Poorly designed staking models can introduce unsustainable token inflation, eroding the value of the token over time. Without a robust, long-term economic engine to back staking rewards, these systems often lead to increased sell pressure once rewards are claimed, which destabilizes price and undermines trust.

Focus on Real Utility, Not Passive Yield

StreetWall is built to empower artists and reward active community engagement, not passive speculation. We believe in creating a platform where value is earned through participation, supporting artists, voting on submissions, and helping shape the future of urban art. Introducing staking could distract from that core purpose, shifting the focus from art, community, and creativity to financial engineering.

How to Participate in the Presale

Joining the StreetWall Token (\$STWL) presale is simple and secure. Here's how you can take part:

Connect Your Wallet:

Visit our official website at streetwall.io and click "Connect Wallet." We support popular Web3 wallets such as MetaMask and WalletConnect with compatible options (e.g., Trust Wallet, Coinbase Wallet).

Fund Your Wallet with ETH:

Make sure your wallet has sufficient Ethereum (ETH) to participate. You'll also need a small amount of ETH to cover the gas fees on the Ethereum network.

Choose Your Purchase Amount:

Once connected, enter the amount of ETH you'd like to contribute. The system will automatically calculate how many \$STWL tokens you'll receive based on the current presale price tier.

Confirm the Transaction:

Approve the transaction in your wallet. After confirmation on the blockchain, your contribution will be recorded.

Claim Your Tokens:

After the presale ends, \$STWL tokens will be available for claiming on the official platform. Return to the official site, reconnect your wallet, and click "Claim Tokens."

Important: You must use the same wallet that was used during your presale contribution. Token claims cannot be processed from a different address.

Secure & Transparent: All presale contributions are held in the smart contract and are only accessible by the contract owner through a secure `withdrawFunds` function. Token claims are executed through the `verifyClaimTokens` function.

Disclaimer 1.0

At The StreetWall Project, we support and promote street art as a legitimate and meaningful form of artistic expression. In many regions, including throughout Latin America, muralism and public art are welcomed as cultural enrichment and community identity.

However, The StreetWall Project in association with Heyblom Technology Company Ltd., does not endorse, encourage, or solicit any form of illegal activity, including vandalism, trespassing, or the unauthorized defacement of public or private property. Participation in our platform is limited to artists whose work reflects lawful, respectful, and high-quality artistry, created either with the appropriate permissions or through digital submission.

All artists are solely responsible for ensuring that their submitted works comply with applicable local laws and regulations. The StreetWall Project in association with Heyblom Technology Company Ltd., expressly disclaims any liability arising from unlawful acts committed in the creation of submitted works.

The StreetWall Project in association with Heyblom Technology Company Ltd., will never ask for private keys. This Whitepaper is for informational purposes only and does not constitute an offer or solicitation to sell shares, securities, or any regulated financial instrument in any jurisdiction. Participation in the \$STWL token or any aspect of the project may be subject to local laws and regulations. Please consult your legal or financial advisor before participating. Nothing in this document should be considered legal, financial, or tax advice. The \$STWL token is intended for utility purposes within The StreetWall Project platforms. This project is committed to compliance with all applicable regulations regarding digital assets and utility tokens. Token purchasers are responsible for ensuring they comply with the laws of their country of residence.

Disclaimer 1.1

Heyblom Technology Company Ltd., reserves the right to update, revise, or withdraw the contents of this Whitepaper at any time without prior notice.

Beware of Scams and Fakes. Please be cautious of impersonators. The StreetWall Project will never ask for private keys, wallet access, or direct payments via unofficial channels. Only interact with the following official platforms and addresses:

Official Channels

Token Presale: www.streetwall.io

Official Project Website: www.thestreetwallproject.com

Token Symbol: \$STWL

Email: support@streetwall.io | refunds@streetwall.io



X (Twitter): @StreetWallToken



Telegram: @StreetWallToken

If you're ever unsure, contact us directly through our official email before interacting. Stay vigilant, and protect your crypto assets!

Heyblom Technology Company Ltd. (BVI)