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Executive Summary

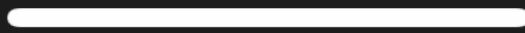
Web3 has proven that a community of innovators, investors, builders, entrepreneurs and leaders can come together to collaborate for a greater purpose in developing in an emerging industry. It has become less about "what value can you provide for me", and more of "what value can we provide for each other" to ensure an entire industry's success.

The common trait amongst us all, is that we live outside the status quo and really envision a more boldly connected future through the integration of blockchain technology. We are Web3.

NotEssential is you, NotEssential is me,
NotEssential is us.

"Individually we are Not Essential. Together we
are all Essential."

NotEssential is THE Web3 Lifestyle. We



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NotEssential is THE Web3 Lifestyle. We innovate. We collaborate. We network. We are bullish on life.

As an innovation driven Web3 company, NotEssential aims to raise awareness of chronic world problems by building projects outside of the current standard practices. Our current projects include:

1. CycloTurtles - Genesis NFT collection which focuses on Coral Regeneration through our collaboration with Beyond Coral Foundation (Non-For-Profit)
2. Conn3x - Web3 Lifestyle wearables focused on being transparent, from fabric to packaging all tracked on the blockchain.
3. IRL events - Creating unique experiences

for the Web3 community so we can connect, network, build together, and most importantly have fun!

Our goal is to make sure your investment is safe, secure and upholds longevity. The NotEssential Team will deploy several strategies to ensure that your investment appreciates and stands the test of time

