



CUPLR

ICO

WHITEPAPER

V 1.0

Table of Contents

DISCLAIMER	2
NOT FINANCIAL ADVICE	2
RISK STATEMENT	3
EXECUTIVE SUMMARY.....	3
VISION.....	6
PROBLEM STATEMENT.....	7
THE SOLUTION.....	9
WHY CUPLR?.....	11
CUPLR OVERVIEW.....	12
FUNCTIONS OF CUPLR.....	15
TOKEN DISTRIBUTION.....	16
TOKEN UTILITY.....	16
USAGE OF FUNDS RAISED THROUGH CPLR....	17
ROADMAP	18
CONTACT INFORMATION.....	19
COMPANY BIO CARDS.....	20

DISCLAIMER

Licenses and approvals are not assured in all jurisdictions. CUPLR intends to operate in full compliance with applicable laws and regulations and use its best endeavors to obtain the necessary licenses and approvals. Regulatory licenses and/or approvals are likely to be required in several relevant jurisdictions in which appropriate activities may take place. This means that the development and roll-out of all the initiatives described in this whitepaper are not guaranteed. It is not possible to guarantee, and no person makes any representations, warranties or assurances, that any such licenses or approvals will be obtained within a particular timeframe or at all. As such, the initiatives described in this whitepaper may not be available in certain jurisdictions. This could require restructuring of these initiatives and/or its unavailability in all or certain respects. In addition, the development of any initiative is intended to be implemented in stages. During certain stages of development, the project may rely on relationships with certain licensed third-party entities. If these entities are no longer properly licensed in the relevant jurisdiction, this will impact the ability of CUPLR to rely on the services of that party.

NOT FINANCIAL ADVICE

This whitepaper does not constitute any investment advice, financial advice, trading advice or recommendation by CUPLR, its affiliates, or its respective officers, directors, managers, employees, agents, advisors or consultants on the merits of purchasing CPLR tokens nor should it be relied upon in connection with any other contract or purchasing decision. This is not a sale of a security. This whitepaper does not constitute a prospectus or financial service offering document and is not an offer to sell or solicitation of an offer to buy any security, investment products, regulated products or financial instruments in any jurisdiction. CPLR tokens are not being structured or sold as securities in CUPLR. Owners of CPLR tokens are not entitled to any rights in CUPLR or any of its affiliates; including any equity, shares, units, royalties to capital, profit, returns or income in CUPLR or any other company or intellectual property associated with CUPLR.

RISK STATEMENT

Purchasing CPLR tokens involves substantial risk and may lead to a loss of a substantial or entire amount of the money involved. Prior to purchasing CPLR tokens, you should carefully assess and consider the risks; including those listed in any other documentation. Purchaser should not buy CPLR tokens for speculative or investment purposes. Purchasers should only buy CPLR tokens if they fully understand the nature of the CPLR tokens and accept the risks inherent to the CPLR tokens.

EXECUTIVE SUMMARY

Our world is changing faster than ever, and it is tough to keep up with new trends, buzzwords, and emerging technologies. The global market value of blockchain in food and agriculture markets is estimated to reach \$1.4 billion by 2028. The number of different crypto currencies is now counted in the thousands when it comes to different tokens, coins, and digital assets.

The invention of the internet and social media brought about a rapid shift to people's way of interaction, socialization and their time allocation. The world's population today consists of over 4 billion, online, active internet messaging app users across the world; and this number has been increasing daily. Amongst its several usages and benefits, the internet has been transforming and simplifying the ways and means of communication with one another. In this movement, international grasp is increasing by the second while local communication is less and less important. Access to the entire world has replaced the handshake in so many instances, for better or worse.

According to TECHCRUNCH.COM and STATISTA, 30% of U.S. adults have used a dating site or app. Most online daters say their overall experience was positive, but many users return to these sites for one of two reasons.

1: Hook Up Culture

These dating apps have nursed our current hookup culture into the modern age. Users can just “play the numbers” and use these apps dating pools to find casual sex, in which one or both partners are left disappointed or angry with a short meaningless fling.

2: Dating Is Hard

After these sites inevitably succeed at finding you a match, they immediately forget about you until next time. These machines are designed to advertise heavily on the hook up, but do not assist in what comes next. This is a part of the reason that these online relationships fail or worse, stagnate! The online attention and the experience now must shift its entire dynamic to accommodate real life, and that doesn’t always translate well. Unfortunately, in a digital world where we have learned to love that game of song and dance, we feel like being forced to remove it cold turkey, is not conducive to maintaining these relationships discovered online in the first place.

CUPLR is the world’s first application designed for what comes after. We want to coexist with traditional dating apps *and* help their clients with the transition from digital back into the real world. Not just dinners and clubs, but real dates, real events, meeting new friends, helping them to invest in their newfound happiness while allowing them to maintain their online presence and keep that hunter’s instinct they have become accustomed to.

One of the other major differences is that CUPLR wants to nurture these relationships with a concierge like experience. In time CUPLR will be able to handle many functions associated with dating.

This is CPLR.

CUPLR will house its own economic ecosystem that will allow users to purchase anything from any service that supports the CPLR token. The ability to buy, sell, and trade CUPLRs assets via CPLR token means that not only on the app itself, but with its growing list of partners, CPLR can be used in lieu of credit cards or payment apps. This means everything from buying food, ride services, concert tickets, even medical services and bar tabs can be paid using nothing but your app. Not only will keeping your information safe and secure be paramount, but as the token grows you can take that same safety and

security onto the street. With over 50 vendors nationwide already signed up to accept CPLR as cash online and off before its launch, we expect that number to absolutely explode after the app has been launched and been put through its paces.

The end concept/big picture here is moving entire transactions to a single click, maybe even more. We can collect interested couples' info and we can help them find spaces, entertainment, and so much more to ensure the longevity of their relationships. This all while removing the stress, risk, and uncomfortable situations of trying to pitch dry "hello's", to other random couples. Or worse, waiting for the perfect situation to fall into your lap. The days of meeting new, non-sexual (or otherwise Platonic,) friends is over for most of us. Work, school, and especially leisure is all consolidating into the monopoly of the internet at large. We just want to decentralize that a little bit

The CUPLR team has over 10 years of wealth of experience in business, marketing, advertising, and design. They have also touched into crypto and have launched other businesses and projects using their speculation and trading skills. This is not their first time into crypto, and certainly not their first time into the business and ad world.

More importantly as adult couples ourselves, CUPLR is built on a concept we all know is real. This is a niche that needed to be filled years ago. Since no one else was willing to provide or create an answer that filled all the boxes they felt needed to be filled. The team that is CUPLR took it upon themselves to come up with an answer that would apply to as many people as possible.

VISION

The vision of the CUPLR project is to create something that needs to exist, but currently doesn't in a usable format. The Goal is to create an all-inclusive relationship incubator and give longevity to things social media and dating apps have been slowly eroding since their inception. They are both antithetical to what technology is supposed to do, make REAL LIFE easier, and we here at CUPLR believe in that sentiment. This means creating the atmosphere first and foremost, establishing the air for the ecosystem to exist in, that is the app, that is CUPLR.

After establishing the app and its channels, we will be left with a storefront begging for a simpler solution. We are committed to ease-of-use. No one will want to be inside the app equivalent of a theme park, but must leave to buy food, or pull out their card to pay for dinner. CUPLR wants this to be an all-inclusive experience.

CUPLR will do this by focusing a large part of the effort on the CPLR token.

CPLR token is a locked limit, decentralized BSC token that was custom built for users, both for ease of use and necessity. CUPLR is designed to feel like an all-inclusive resort, not a dating app. By this we mean that once you are here, we don't want you to be forced to leave. Of course, you can come and go as you please, but if there is a way for us to provide it for you, we will. That is our goal in the simplest form possible. To do this we need an internal currency that can be used as fluid to move back and forth and keep that environment as comfortable as possible.

Given time CPLR will be a credible blockchain based token, which in turn will allow it to expand past our walls. Exchanges will house the token for traditional trading, where you can use your tokens to leverage against how fast the company is growing and our updates or adventures, to grow your accounts, as we grow as a company. The experience of community doesn't stop at your profile, it extends through to the tokens themselves. We all part of this. As we grow, so do you.

The CUPLR app will cater to the experience. The CPLR token will finance it. The CPLR token wallet holders will get to watch, and benefit from it all.

CUPLR doesn't just want you to feel like another online member, CUPLR wants you to feel like you're home. CUPLR wants you to see this app in use and be able to tell people, "I am an important part of that."

PROBLEM STATEMENT

In the over 920,000,000 pages that pop up when googling how difficult it is to make friends, right at the top of the list are articles from New York Times, NBC and The Guardian, major publications going into detail how this is a real and growing issue in this environment, and the pandemic, no matter your opinion on it certainly isn't helping.

Making friends as an adult is increasingly difficult, unless you meet them at work or through existing. Even then that's no guarantee that your friendship will grow. Sure, there are tons of dating apps that can link you up with a new single or one-night stand; but what about actual friends? If doing this single is hard, then doing this as a couple is virtually impossible!

<https://www.psychologytoday.com/us/blog/the-friendship-doctor/201103/hard-time-making-friends-making-couple-friends-is-even-harder>

This article, penned by Dr. Irene S Levine (a Published and best-selling Psychologist,) gives more clinical insight into how these things are very real and difficult to navigate.

This isn't just about finding someone who wants to go have drinks. This is about another couple who wants to try a new restaurant with you and your significant other. A way to find like-minded people who you could potentially be long term friends with, and a way to open yourself to new people and

experiences safely and securely while avoiding that awkward first introduction. Cuplr allows you to do this while avoiding the stigma of looking like swingers and being able to announce and set your boundaries in advance.

As crypto currency is emerging rapidly and striking all industries. The social networking industry is still having a huge gap in terms of crypto involvement. The CUPLR team identified the following issues as to why crypto growth is stagnant in the social site industry:

1. No immediate point of use. So many crypto platforms are built on the promise of “one day” meanwhile they are worth billions and still have not established a true use case.
2. Comprehension is an issue as there are still many people who do not know or understand crypto, or how it could benefit them.
3. Tokens seem to fall into 3 cases
 - a: “The Old Guard” like btc which is an amazing asset but doesn’t lend itself to micro purchases because of cumbersome buying methods and higher movement fees.
 - b: Hyper speculative coins that can be amazing for traders, but aren’t ideal for the average consumer, because the price changes so rapidly you never know how much you have or what its worth, unless you’re already following crypto on exchanges.
 - c: Tokens that are purely profit draws with no real context. Memes, and the like who are here today and then gone.

All of these issues fight against token use and connectivity in an application that you intend on using them for as currency.

THE SOLUTION

CUPLR is an app that coexists with dating. We plan to leave the dating app stuff to the experts. CUPLR is an app, for dating. We would like to harvest the new couples from those apps and give them a chance to not be one of the nearly billion articles on google of people trying to look for friends.

We are here to help those couples find new stuff to do. A happy couple is a healthy couple. If this year has taught us nothing, it is that trying to be a couple, alone on an island, separated from the world is extremely difficult.

We want to solve that. If we cannot get you off your island, we will at least give you the opportunity to find some other couples who like island life as well.

Fortunately, CUPLR isn't starting from zero. Not only has every couple this has been mentioned to been excited to try it, but those other dating sites aren't just creating new, fragile, couples for us by the second, they are creating clients for us. Those couples need time to build strength and trust and fun and make it past the honeymoon phase. We will be here to help every single one they create for us.

CUPLR will use many traditional methods of promotion such as audio/video/text advertising and merchandising, but we also have promotional events in the planning stages in X number of major metro areas. This, coupled with our more innovative and riskier ideas, makes a different ground-up approach possible. We have a second team of developers working on new features and quality of life improvements for V2.0, while the first team is polishing V1.0 in preparation for launch and keeping in constant contact with team 2. The team of developers working on establishing use case, liquidity, and exchange launch of the CPLR token to assure seamless integration. All of this to turn interest into adoption.

By using its own custom designed token, CUPLR has avoided most of the issues associated with using crypto in this environment.

There is no old guard, this is a fresh new face that is directly connected to the app and its usage, including real world businesses which as stated is a list of

50 and growing. There is no risk of our token vanishing or collapsing since unlike most new tokens, CPLR was designed use first, out of necessity.

Solution summary:

Cuplr will be:

- Creating an app designed from the bottom up that will address the issue of finding an environment where you can make friends, not just hook ups.
- An app to be used for planning, making, and going on new dates and adventures. Not just online chats and 2am rendezvous.
- An app that caters to the experience after the first-time meeting. It will create an opportunity to meet more friends and find similar couples to enjoy these adventures with you.
- CUPLR will be able to be used without the stigma associated with some other apps.
- CUPLR will celebrate but quarantine people who still plan to use it as a hook up or swingers app, by giving them their own space and as much room and respect as everyone else, while also including an innovative filter system that will remove them from your more casual searches.

ARE YOU EXCITED YET?



WHY CUPLR?

Because no one else is doing this. Dating apps are all hookup scenes and aren't very couple friendly. If you do find an app that seems to be packed with friendly couples, it is most likely very swinger focused.

Also, the desire for privacy is an issue we addressed by making filters that will make you invisible to couples who aren't into the same things as you, or who are using this as a hookup app. On the other hand, those same filters can be used to make that weekend in Las Vegas one for the history books.

Something special about our app is the ecosystem which will allow you to pay for everything from haircuts and doctor visits to oil changes and much, much more. We already have many of these companies on record with a contract of intent. That means we have already gotten these companies in place for you before you even show up, so Cuplr already has avenues to use right out of the gate.

CUPLR is set to revolutionize the way we interact again. It is built to provide a dating app-like experience that you and your significant other can share. Users will have access to a plethora of filters to not only find people they connect with, but also to eliminate people who you certainly do not.

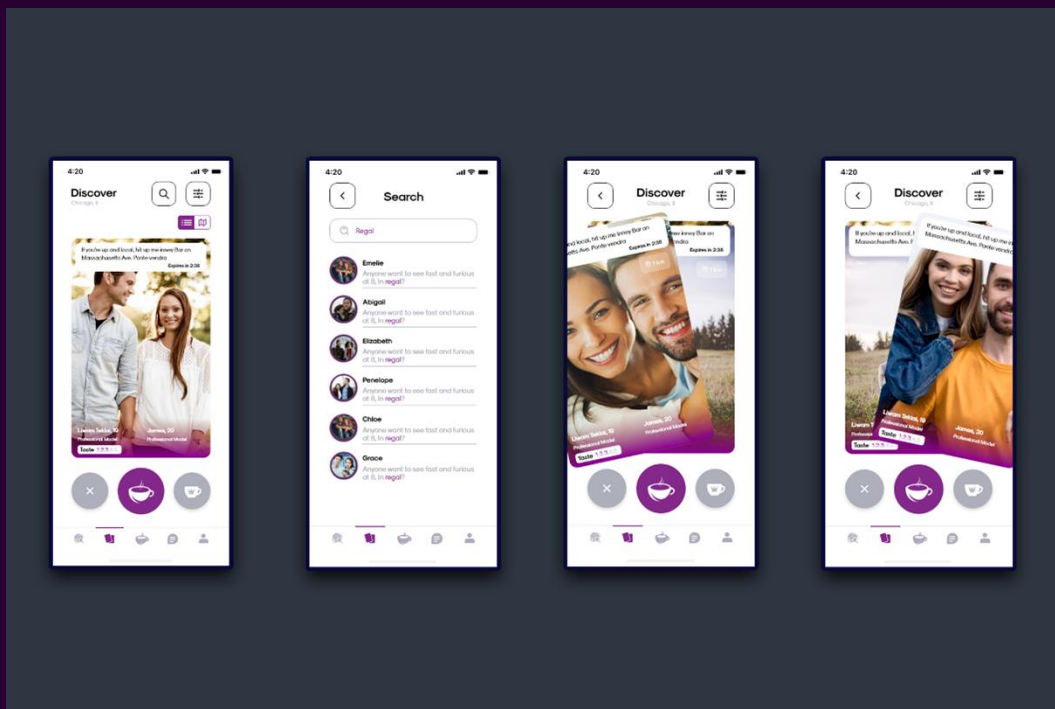
CUPLR will eventually be an all-in-one app that will let you meet new people, call old friends, order food, pay for a ride and get out there and show off this relationship you worked so hard to create.



CUPLR OVERVIEW

CUPLR Token (CPLR) - the native token of the ecosystem – it will power all our products and offer rich token utility across different use cases.

CPLR is a point in use token. It was generated to be used inside of our ecosystem, while also having the strength, volume, and liquidity to be traded, or converted to cash at any time.

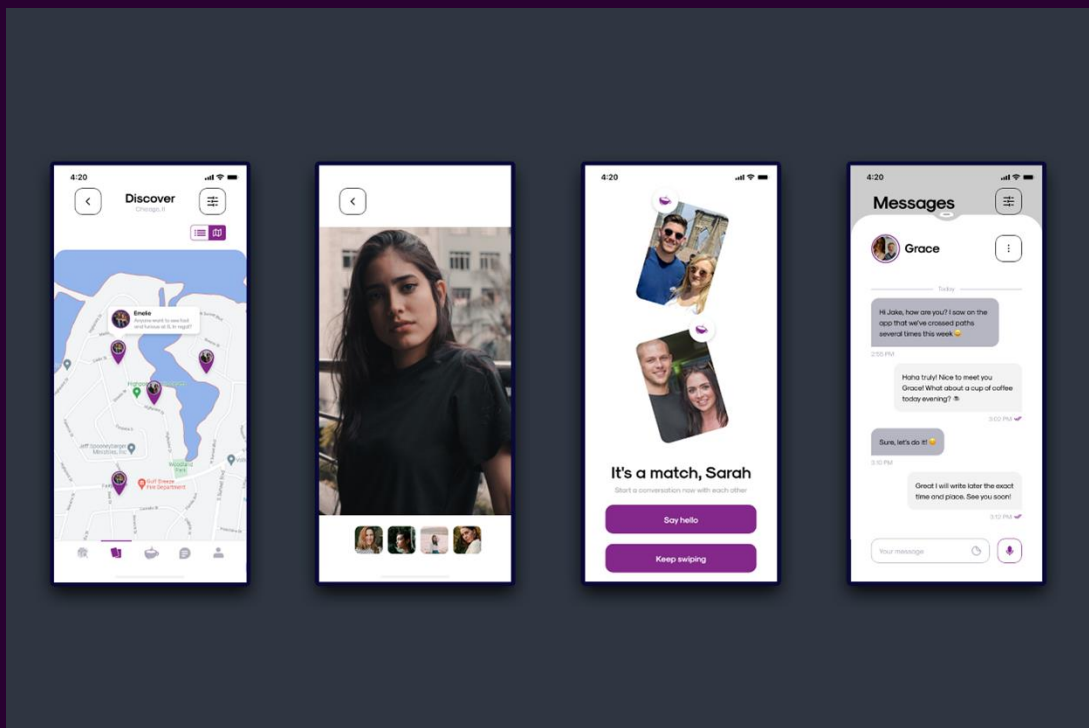


Unlike other dating apps that make money driving you into half-hearted hookup after hookup and sucking your bank account dry by adding in app currencies, Cuplr with nurture true intimacy and real, in-person bonds.

CUPLR is a global app, but it gives you a hyper local feeling. The app has search functions that will allow you to focus as small as seeing how many others are in the building, or if any of your neighbors who are in the ecosphere of the app are into the same things you are. Maybe they would be the new best friends to invite to the barbeque?

With integrated area maps that show not just advertising partners but also couples who have location turned on, you could see what local areas are hot.

Couple this same metric while traveling, and there is no more hoping and praying that the nightlife venue, or park you're looking for has people there. Combine the map with "exploding headlines" and you now have a searchable news feed, that can show statuses, pics, or short videos of where you want to check out, before you ever go. Also, since the app is developed to initiate more social interaction you may already know some friends there! Making it even easier.



This is a sample of just one of our many filtering systems that will allow you to not only choose how you identify yourself, but who you identify with.

The, "who can see you" filter immediately allows your profile to become completely invisible to those you already know aren't your type. They are also adjustable at any time, so if you want to have your own "vacation settings" we support that too. Change them back as soon as you're ready.

CUPLRs filters range in everything from age to interests, sports, reading, and distance, taste, type of couple, gender pair, or even singles, whom we lovingly call, "Looking for a couple". Even tabletop RPGs if that's your thing.

This filtering system is at the heart of CUPLR.

Using this two-way filter, you can not only select what you and your significant other are into, but also eliminate those who are into too much, or too little from your algorithms entirely.

Cuplr is as innocent as a cup of coffee, or as dark as you want to be!



FUNCTIONS OF CUPLR

The entire concept is designed to get you talking to your neighbors, shaking hands, invite people to the venue you're headed to, or be invited yourself. We are focused on giving you an app that will be used to create real, genuine, and long lasting, friendships.

This will be done using an innovative filtering method and enclosing it all inside of its own protective ecosystem.

We are an app for dating, not a dating app. We are an app, designed to nourish and assist relationships when they need help looking outside of their box.

As we solve this problem, we will organically grow our token at the same pace. Market research suggests that we could see the token at 0.004 cents (us) in the next half decade and that is still CUPLRs focus and will remain the focus until that day. This is a unique position that as the tangible part* CUPLR grows, so does the app, and as the app grows , so does CPLR, and CPLR will be used to help the tangible* assets grow, which helps the app grow, you see where I'm going here.

Cuplr answers many questions , but our foundation was addressing couples, and adults in general making new friends , in real life, and not just on long distance social media sites.



TOKEN DISTRIBUTION

- CUPLR will be maintaining and locking 50% of its tokens as operational coins. This will make sure the site has the proper tokens to function efficiently.
- 25% will be reserved exchange release and whitelist. Up to 25% will be released immediately to investors' wallets during ICO and pre ICO phases.

TOKEN UTILITY

The CPLR token can be used as a purpose of payment on our app to order and pay for anything paid for inside the app itself. This will enhance peer-to-peer payment of services and goods without any need to look for any other payment option. This is all about retention, which is important to ecosystem.

There are partners who have agreed to accept it as cash off app as well. The phase 2 goal is an app that will allow you to pay anyone who is willing to give you deposit info. This means that in phase 2 CPLR will not even be contained within the ecosystem anymore but will be capable of autonomously integrating more and more outside places into it.

We have developed a super short term lending protocol using defi, that will essentially allow all stores who are willing to allow us to pay them via deposit, to accept our token as cash, with no risk to them. This is still a few years off but is already in the works.

Pancake swap is the first exchange we will launch on with real liquidity, but the plan is to follow that road as high as we can. Our developer is assessing options, costs, and values constantly. The short-term goal is that CUPLR interacts with 13m visitors a month, like other much more niche apps. Inside of that goal is for all money from membership and ad service to be pumped back into the project, via conversion to CUPLR and assisting its liquidity until its running on its own.

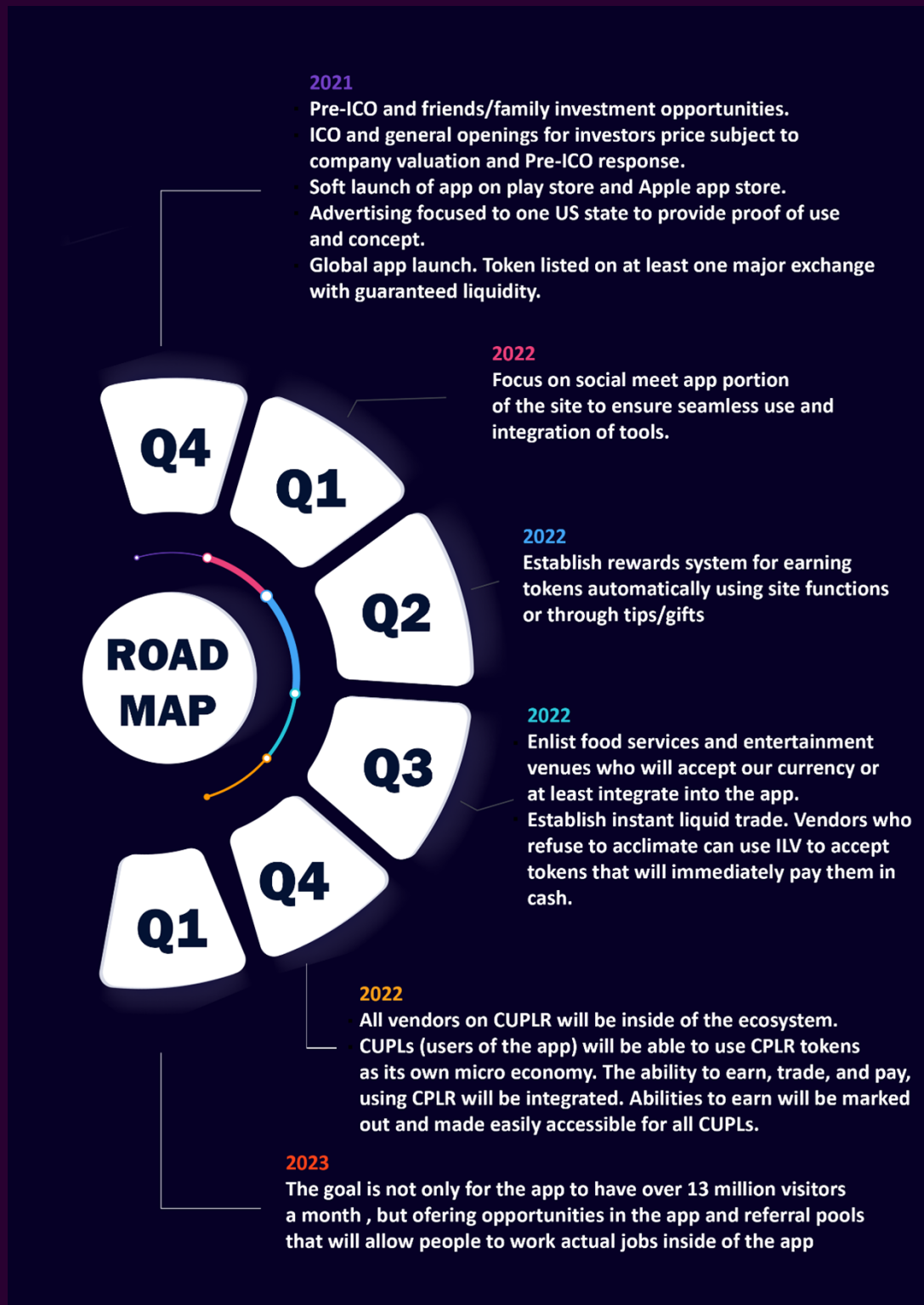
13m visitors a month is traditionally reflected as 100m a year with similar apps. Pushing that kind of volume through the coin has no choice but to garner us some real attention and upwards movement for everyone who is part of this with us.

USAGE OF FUNDS RAISED THROUGH CPLR

The funds raised by CPLR will be used in the development of the platform and providing a continued deployment of new and unique services to our Cuplr users, as well as continued funding into the liquidity of the token itself.



ROADMAP



CONTACT INFO

Home: www.cuplr.com

Mail: info@cuplr.com

<https://www.instagram.com/cuplrappp>

<https://www.facebook.com/cuplr>

<https://www.facebook.com/CPLRCOIN>

<https://www.twitter.com/@cuplr1>

Reddit: [U/cuplr](https://www.reddit.com/u/cuplr)

YouTube: [Cuplr App](https://www.youtube.com/CuplrApp)

<https://github.com/Cuplr>

www.linkedin.com/in/CUPLR-APP

*Tangible

If you have read this far, we are going to explain what this means.

Cuplr has purchased its first two locations to open Cuplr Coffee & Co which will not only be a stand-alone coffee franchise owned by Cuplr LLC but will also be a meeting point and flagship designed to advertise the brand and encourage a safe space for people to meet.

The first two are being opened now (10/10/21) with at least four more planned soon.

Accepted method of payments will of course include CPLR

COMPANY BIO CARDS



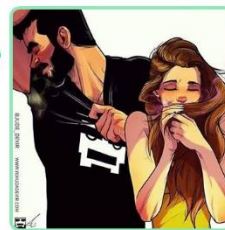
Marc Purnell
Co-Owner/Treasurer
CUPLR LLC



Marc Purnell is an attorney that focuses in business law and acquisitions. He is an early investor of crypto that has lead to the ownership of a diverse portfolio of business ventures. He owns various real estate properties, largely invested in logistics and transportation companies, and numerous store front franchises. He also has held general counsel jobs at large conglomerates such as Pavati Phi, DLG Services, Integrated Pain Management and is currently an Executive Associate over Safety and Risk Management for IMC Companies.



Ed Dorrance
Co-Owner
President
CUPLR LLC



Ed Dorrance is an influencer that has used his skillset to ghost write everything from books and blogs through to articles and advertisements. His grasp of social structure and movement, plus his ability to connect with large groups of people on a personal level is where he will benefit the team on turning CUPLR the app, into the media front for CPLRs micro economy.

Picture borrowed without permission from <http://www.yehudadevir.com>



Brad Bishop
Co-Owner
Vice President
CUPLR LLC



Bradford Bishop is an Entrepreneur with a portfolio of E-Commerce/Brick & Mortar businesses afforded by early crypto investments. Prior to his fortunate investing, he worked as an Instrumentation & Electrical Superintendent for the world's largest energy producers.



Brett Dyer
Co-Owner/Secretary
CUPLR LLC



Brett Dyer is a real estate investor as well as a farm and property manager who has ventured into crypto investments and opening small businesses to sell. He has a master in business, and has been buying and selling businesses as a trade since school.



Crystal Bueti
Social Media Mgr
CUPLR LLC



Marketing Specialist with 14 years of experience. She is trained in contemporary marketing strategies and interesting targeting techniques. She has helped brands across the United States to grow exponentially with her knowledge of social media marketing.



Art Castillo
In House Developer
CUPLR LLC



Skill sets in coding, programming, and development with over 15 years of experience in Python, Java, HTML, and a host of other programming languages. Since then he's made the move over to crypto, blockchain, and defi, and is currently the Cryptocurrency Director at VIP Traders Inc, where he helps to ease the steep learning curve that is trading cryptocurrency on the markets.





Shaun Padgett
Exec Co-Founder
CUPLR LLC



Founder/CEO Padgett Medical Tampa and
Ocala
813-943-3353
Tampa FL 33625



Derrick Faust
Co Founder
CUPLR LLC



Small Business Owner
Co-owner Uinta Cannabis
Salt Lake City, UT
435-640-0083

UINTA
CANNABIS



Mark Sexton
Co Founder
CUPLR LLC



Entrepreneur / Owner
Sexton's Automotive
www.sextonsauto.com
Dalton, GA



Shain Wyka
Co Founder
CUPLR LLC



Small Business Owner
CEO Viking Custom Powder Coating
937-336-0675
Eaton, OH USA



Mike Kmetz
Website &
Merchandising
CUPLR LLC



Entrepreneur.
At 18, worked in banking and finance, he started his first business. By 23 had two business degrees and had already getting his second business off the ground. By 26 he took an online idea to a little over 1 million in gross sales and hasn't stopped yet. Michael controls several small business local and online. He brings branding, website experience as well as outside the box creativity to the team.



Tim Berry
Co- Founder
CUPLR LLC



Entrepreneur/Small business owner
Precision Auto Body and founder and
President of HOPE for the Homeless Inc.

Tim@precision-autobody.com
Tim.hopeforthehomeless@gmail.com



Precision
AUTO BODY



"Lou" Rossi
Co Founder
CUPLR LLC



Hair Stylist & Nail Tech
Salon Owner
Port Charlotte, Florida

Instagram- hairandnailsbylou
Email- peaceloveandhairspray@yahoo.com



Troy Stark
Co Founder
CUPLR LLC



Crypto researcher and investor
Small company investment interests
Forman and eqiptmenty operator in the oil and gas industry

San Antonio Texas



Dalton Whittaker
Co Founder
CUPLR LLC



Small business owner & Private Investor
Atrox Oasis, LLC
atroxoasis@gmail.com
Stanton, Texas, USA