

Rebuilding. One **STITCH** at a Time.



Not Broken. Rebuilt.
Same Bear, Different Scars.
Different Stories.

White Paper | January 2026

Introduction

Mental health is real.

And yet, for millions of people worldwide, it is still misunderstood, ignored, or suffered through in silence.

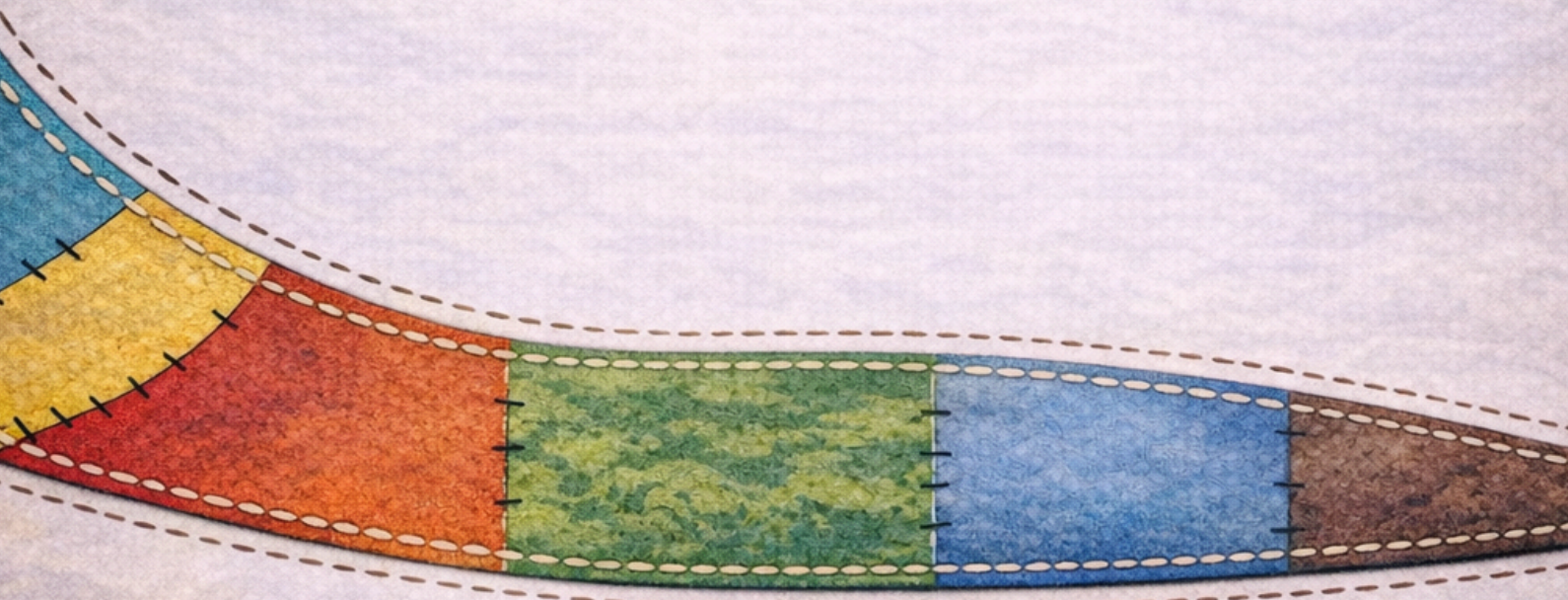
STITCHED™ exists to change that.

We are building more than a brand. More than a product.
More than an NFT collection.

STITCHED™ is a **global movement** — designed to normalize conversations around mental health, create tangible impact, and give people something they can physically and digitally connect to.

Our mission is simple but bold:

“To become the global mascot for mental health — in the real world and in Web3.



Who We Are

STITCHED™ was created by a collective of builders, creatives, and Web3 natives who understand one simple truth:

Everyone breaks at some point.
Healing doesn't mean becoming brand new — it means
being rebuilt.

Our team spans:

- ✓ Creative direction & character design
- ✓ Physical product manufacturing & retail distribution
- ✓ Web3 infrastructure (XRPL, NFTs, digital ownership)
- ✓ Global marketing & influencer outreach
- ✓ Mental health advocacy & community building

We are not a short-term NFT project.

We are building *a long-term global brand with real-world impact.*

Why a Bear?

Why “STITCHED™”?

We chose a teddy bear because it is universal.

Across cultures, generations, and backgrounds, a teddy bear represents:

- ✓ Comfort
- ✓ Safety
- ✓ Childhood
- ✓ Emotional support
- ✓ Something you hold onto when things feel overwhelming

But **STITCHED™** is *not perfect* — and that is the point.

The **STITCHED™** Bear

- ✓ Different coloured fabric patches
- ✓ Visible stitching
- ✓ Repairs that are not hidden

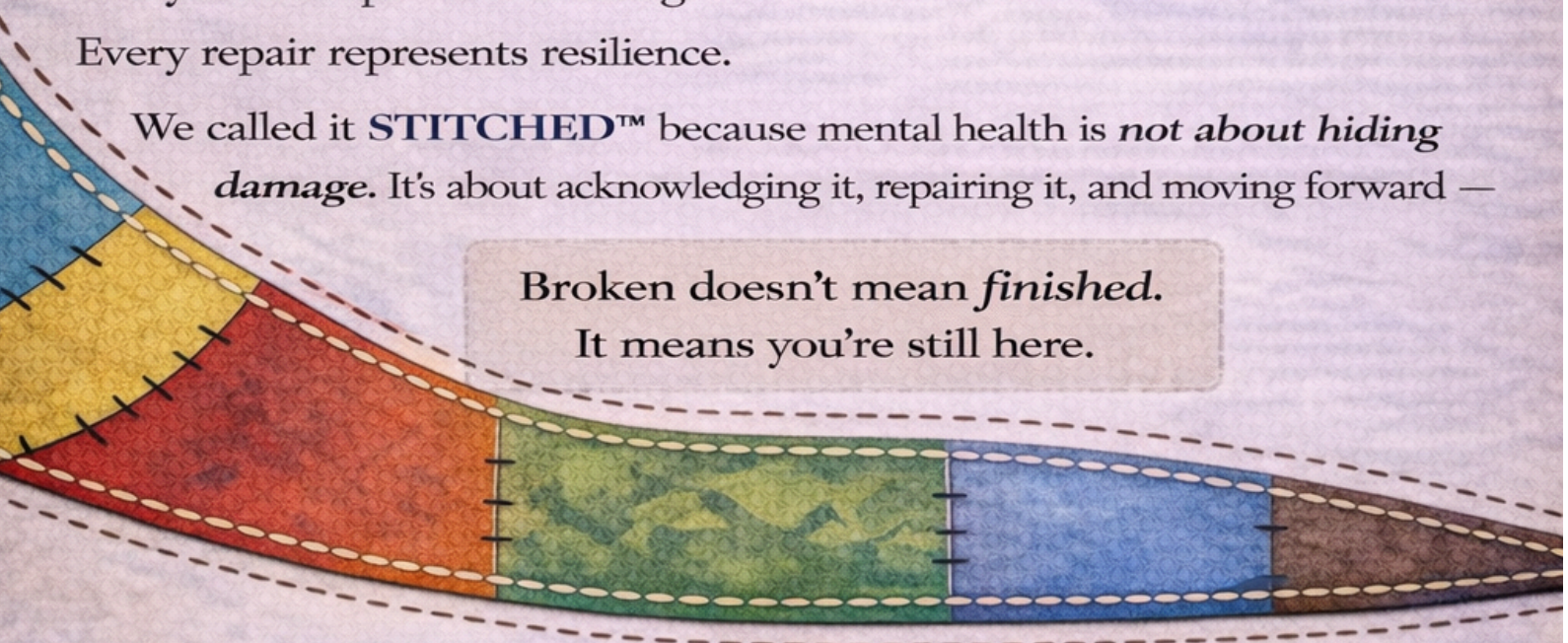
Every patch represents a life experience.

Every stitch represents healing.

Every repair represents resilience.

We called it **STITCHED™** because mental health is *not about hiding damage*. It's about acknowledging it, repairing it, and moving forward —

Broken doesn't mean *finished*.
It means you're still here.



4. Our Vision & Goal

Our goal is ambitious and intentional:

**To establish STITCHED™ as
the official global mascot for mental health.**

This includes:

- ✓ Physical teddy bears sold worldwide
- ✓ Digital identity & ownership via Web3
- ✓ Presence at mental health events, schools, conferences, and charities
- ✓ Integration into retail, e-commerce, and social platforms
- ✓ A self-sustaining ecosystem that gives back consistently

We are building something that *outlives hype cycles*
and *creates permanent cultural relevance.*

5. Why XRPL & Web3

We chose the **XRP Ledger (XRPL)** for very specific reasons:

- ✓ Low transaction fees — accessible to everyone
- ✓ Fast settlement — no friction for users
- ✓ Environmentally friendly — minimal energy consumption
- ✓ Strong NFT infrastructure
- ✓ Global community with real utility focus

Web3 allows us to:

- ✓ Prove ownership transparently
- ✓ Reward long-term supporters
- ✓ Fund impact initiatives without middlemen
- ✓ Let the community help shape real-world decisions

STITCHED™ bridges real life and Web3 — not one or the other

6. The STITCHED™ NFT Collection

Collection Overview

- ✓ 2,500 unique NFTs
- ✓ Built on the XRPL
- ✓ Each NFT is generated from a single base STITCHED™ bear
- ✓ Each bear features unique traits:
 - ✓ Colour patches
 - ✓ Stitch patterns
 - ✓ Eyes & expressions
 - ✓ Accessories
 - ✓ Clothing & themes

Every NFT represents:

- ✓ Digital identity
- ✓ Membership
- ✓ Utility
- ✓ Voting power

7. NFT Holder Benefits & Revenue Participation

Holding a **STITCHED™** NFT represents more than community membership. It provides direct participation in the commercial success of the **STITCHED™** brand.

Revenue Share Mechanism

A total of **10% of net monthly profits** generated from **STITCHED™** retail bear **SALES** is allocated to eligible NFT holders.

To qualify, a holder must maintain a **minimum of 10 STITCHED™** NFTs within a single wallet.

Distribution Example

- Total NFT supply: 2,500
- Minimum holding requirement: 10 NFTs
- Eligible holders (example): 250 wallets
- Monthly retail profit: \$100,000
- Revenue pool (10%): \$10,000

In this scenario, the \$10,000 revenue pool is distributed proportionally among all eligible holders.

Scalable Value Model

As **STITCHED™** expands through retail distribution, store partnerships, and global market penetration, the value of this revenue model is designed to **scale** in parallel.

This structure aligns long-term NFT ownership with brand growth, ensuring committed supporters benefit directly as **STITCHED™** evolves into a globally recognised retail and lifestyle brand.

8. Physical Production & Customisation

Base Bear Production

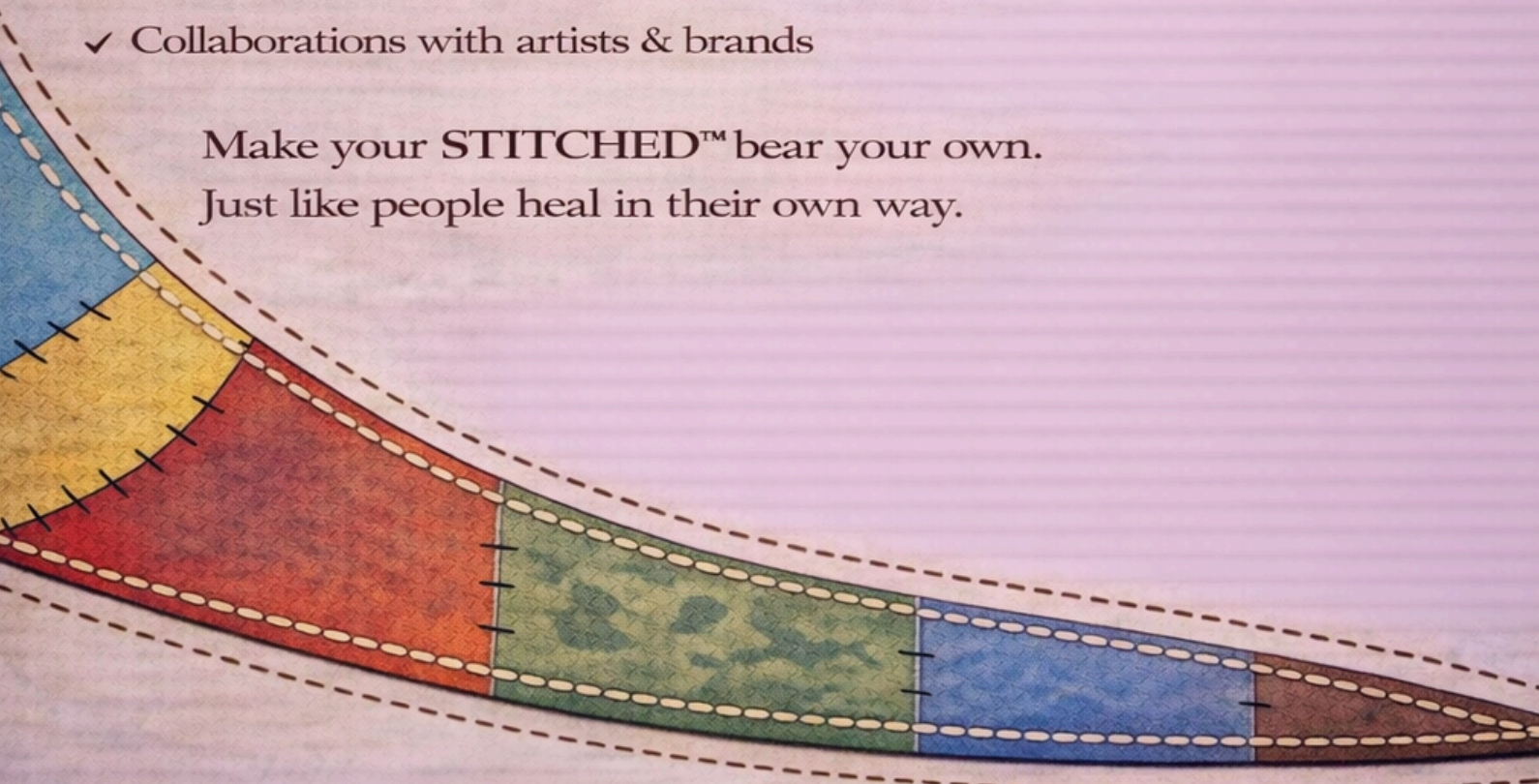
- ✓ STITCHED™ will enter full scale physical production
- ✓ High quality teddy bear materials
- ✓ Soft plush textures
- ✓ Reinforced stitching for durability
- ✓ Child safe and retail-ready

Customisation Ecosystem

Buyers will be able to:

- ✓ Purchase clothing packs
- ✓ Accessories (hoodies, hats, bandanas, badges)
- ✓ Limited edition drops
- ✓ Collaborations with artists & brands

Make your STITCHED™ bear your own.
Just like people heal in their own way.



9. Retail & Distribution Strategy

We are actively building a global distribution network, including:

- Amazon
- Macy's
- Etsy
- TikTok Shop
- Independent toy & lifestyle stores
- Mental health organisations & gift shops

With several already established contacts,

Our strategy blends:

- Physical shelf presence
- Viral social commerce
- Story-driven marketing
- Community-powered amplification

10. Marketing & Brand Growth

STITCHED™ marketing is built around emotion, visibility + authenticity.

Key Channels:

- TikTok & shorts
- X (Twitter) & Web3 communities
- Instagram & visual storytelling
- Influencer partnerships
- Real world events & pop-ups

Brand Positioning:

- Not a negative mental health brand
- Not clinical
- Not corporate

STITCHED™ is:

- Honest
- Relatable
- Approachable
- Strong, not fragile

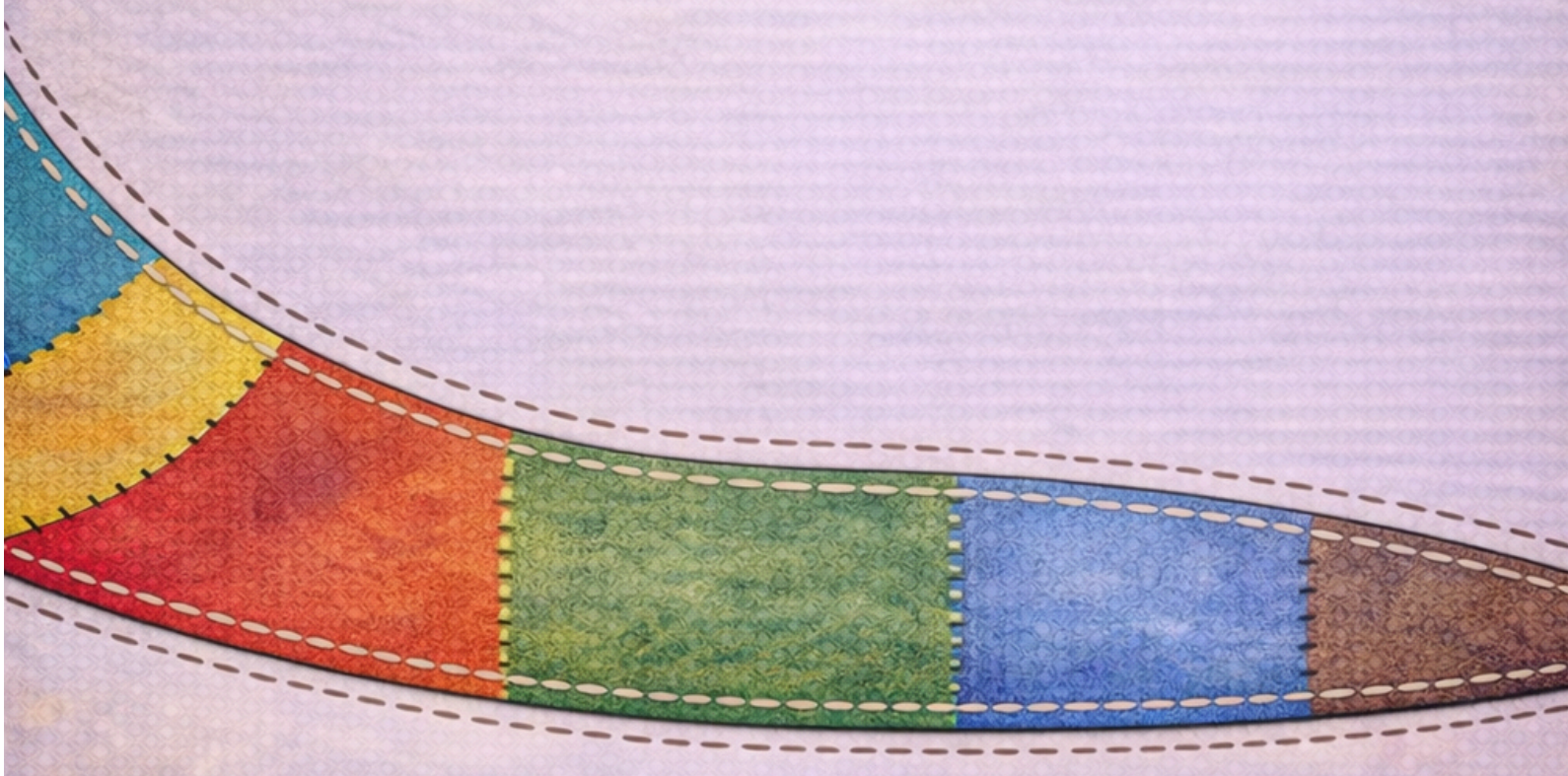


11. Events & Global Presence

We will actively attend and sponsor:

- Mental health awareness events
- Web3 conferences
- Crypto & NFT expos
- Charity events
- Community pop ups

Anywhere we can:

- Tell the story
 - Start conversations
 - Put STITCHED™ into people's hands
- 

Long-Term Impact

Our impact goes beyond sales and NFTs.

- Normalising mental health conversations
- Funding real charities consistently
- Giving people something tangible to connect to
- Building a symbol recognised worldwide

With several already established contacts,
Our strategy blends:

- Physical shelf presence
- Viral social commerce survival.
- Every bear stands for someone who kept going.

STITCHED™ is here to listen.
STITCHED™ is here to stay.

STITCHED™ is not a
moment. It's a movement.

Every stitch tells a story.

Every patch represents survival.

Every bear stands for
someone who kept going.