



MONTENEGRO LUXURY  
ASSOCIATION

WHITEPAPER

Connect · Collaborate · Build · Grow

## Montenegro Luxury Association

Uniting culture, tourism and innovation

From early beginnings of its operation, in 2019, MLA was always focused on connecting quality partners and service providers, with aim to improve the environment and elevate the touristic offer of Montenegro. **Member of the Register of Innovation Companies of Montenegro.**

Behind us are three successful years of national operation in digital space and technology, and now with **NFT** and **web3** space, we are turning our successful journey to the global scale.

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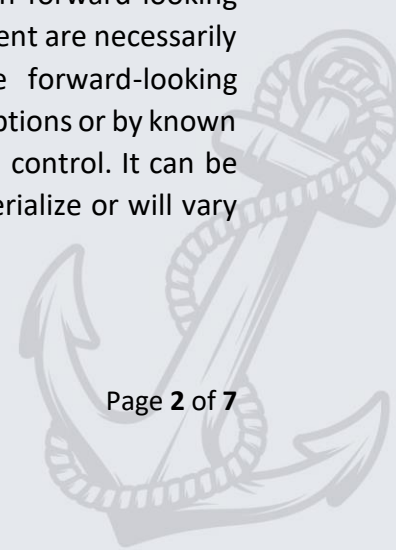
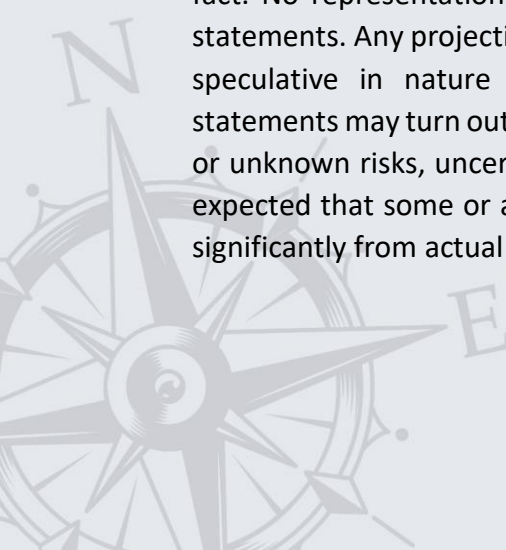
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## Connect

**Montenegro Luxury Association** is a well-established brand from Montenegro that is known for its innovative aspect in tourism sector.

Award winner from the National Tourism Organization of Montenegro, Ministry of Economy Development of Montenegro, partnerships with prestigious companies and total of 40K+ people on social media. Montenegro Luxury Association has developed strong and wide network of partners and supporters, which recognized the potential and value of this brand through many common projects.

MLA key focus is creating a network of valuable partners – companies, organizations and professionals, which brings strong foundation for the high-quality driven business development.

## Collaborate

### **Uniting competition – for market demolition.**

MLA is connecting potential competitors and turning them into partners for the sake of creation a collaborative project/service/product, that can elevate the market opportunity for all included partners.

Every person has different skills & talents, every team has different powers, when united we have super powers.

Being a trustworthy partner that brings vision, business structure and marketing efforts in Montenegro Luxury Association, our team has experienced the success of this model and now we are bringing it to the **NFT world** by collaborating with **artists, travel bloggers, photographers, investors and prestigious partners.**

**Treasure of Montenegro** is our first NFT project that will strengthen our foundations, build the trust, and open new doors for the worldwide market collaborative domination.

We are stronger together, and that's a fact.

## Build

**WE LOVE CREATIVE PROCESS!** If you ask what motivates us the most, it is not the profits (even if they are priority for business development) it is creating something from a thin air, just a thought, an **IDEA**. We cannot think of anything that is more beautiful, than vision turning into reality, piece by piece, step by step, with strong effort, focus and hard work. And when you are connected with unlimited talents and powerful teams, impossible becomes possible, and miracles are built.

**Treasure of Montenegro** is done with amazing **70+** artists, travel bloggers and photographers from all over the world, imagine when we gather **7000 talents, and 100+ of partner companies?**

## Grow

The goal is to scale and expand opportunity day by day, for users, partners, investors and now the valuable NFT collectors – our network.

Our growth is supported by a modern day Guerilla marketing - building community on every valuable channel.

Join us on [THIS LINK](#), to enjoy the difference – support, love and value driven community.

# Treasure of Montenegro

## First NFT project in Montenegro – Unique in the world.

There isn't a spot about this project that doesn't show high level of quality, value and beauty, crafted with passion, love, creativity and crazy amount of 18 hours days of hard work, done by team of 11 people.

- **777** amazing artworks about the most beautiful pieces of our country **Montenegro**;
- Captured by **70+ artists from all over the world** (travel bloggers, photographers, painters...);
- Supported by partners and investors - **White Decoration llc**;
- Recognized by **Ministry of Economic Development of Montenegro** - Member of its Register of Innovation Companies of Montenegro;
- Backed by **established brand** (MLA) with strong foundation, network and values;
- **Extraordinary story telling** – The Legend about Treasure of Montenegro (map);
- Copycat protected – The legend is **officially copyright protected**, for additional safety;
- **Team that stands behind the project** with its personal integrity, not hiding from the responsibilities;
- **Additional real-world utility**
  - NFT Collectors are becoming members of closed Montenegro Luxury Association club, with special benefits in our partners network providers, especially usable in 5\* resorts, hotels, restaurants, and other touristic experiences in Montenegro (worldwide in the future);
  - Early access to all innovative future development projects of our organization and partner network, focused on **NFT and web3** (NFT - Luxury Tourism and Real Estate);
- Loving, supportive, and kind community, always willing to give a hand to a friend;
- Advanced marketing strategy and effort, with attention to the details;

Everything you see (and MUCH MORE) is done **in just 77 days**, would you like to join us and see what we can do in next **777 days together**?

Maybe you can guess now, **what is our lucky number**?

## Tokenomics

In order to give the opportunity to the different kind of collectors, to be a part of this **unique project**, we developed following structure of the **Treasure of Montenegro**

**NFT Collection supply:**

### 777 UNIQUE NFT Artworks

	Number per tier	Tiers	ETH (launch day)
<b>1.</b>	111	1/27 (Bronze II)	0.022
<b>2.</b>	111	1/17 (Bronze I)	0.044
<b>3.</b>	111	1/11 (Silver II)	0.066
<b>4.</b>	111	1/7 (Silver I)	0.088
<b>5.</b>	222	1/1 (Golden)	0.17
<b>6.</b>	104	1/1 (Diamond)	0.27
<b>7.</b>	7	1/1 (Pearl)	auction minimal <b>1ETH</b>

## Launching mode

On **22.02.2022.** (22<sup>nd</sup> February 2022) we will open sale for **770 NFT tokens** that are placed in **first 6 tiers**. **7 days after** the launch day (1<sup>st</sup> of March), we will start with the auction process for the **7 Pearl** NFTs. Every day we will release one **Pearl NFT** for auction that will **be open for bids for 22 hours**.

**7 days for 7 Pearls , 22 hours a day.**

## Goals for 2022 – after the launch (Roadmap)

**Q1** – Successful launch with a result of:

- **100%** sold out;
- Community of **14k** active members and at least **2k** talented artists;

**Q2** – Growing network of local and international partnerships with:

- Luxury service providers in Tourism industry and government organizations;
- IT companies, Startups and Investors;
- Other communities and NFT and web3 projects;

**Q4** – Developing new NFT and web3 project in:

- Luxury tourism market;
- Luxury Real Estate market;

# The Crew

*Brave and unstoppable!*



**Stefan Stešević**  
Captain



**Nikolina Kovačević**  
1st officer



**Ivan**  
2nd officer



**Vera**  
Twitter 1st officer



**Sofija**  
PR officer



**Elma**  
IG engineer



**Batrić**  
Twitter 2nd officer



**Simona**  
Community builder



**Jovana**  
TikTok manager



**Vesna**  
Ocean researcher



**Our team** is built of young, talented, passionate and **result driven** personalities, with different sets of skills and characteristics. Every one of them is fighting hard every day to win on the battlefield!

(One team member is missing on the picture, our loved **Milena** – community manager, very important person of our team! She jumped to help us last minute, and we will update the design with her picture ASAP)

**Remember these faces, because you will see them everywhere!**

## Our founders

[Nikolina Kovacevic](#) and [Stefan Stesević](#) are young entrepreneurs from Montenegro, couple in business and love. They have individually **won many competitions for young entrepreneurs and Startups** in Montenegro, **but together... they will win the world!**

If you want to better meet them, join on any social media: <https://linktr.ee/montenegroluxuryassociation>

