



RUBYROCK

A Real Asset-Backed NFT

LITEPAPER 2022

RUBYROCK

RUBYROCK is transforming one of the rarest precious gemstones into an innovative, secured and highly efficient tokenized asset.

RUBYROCK is

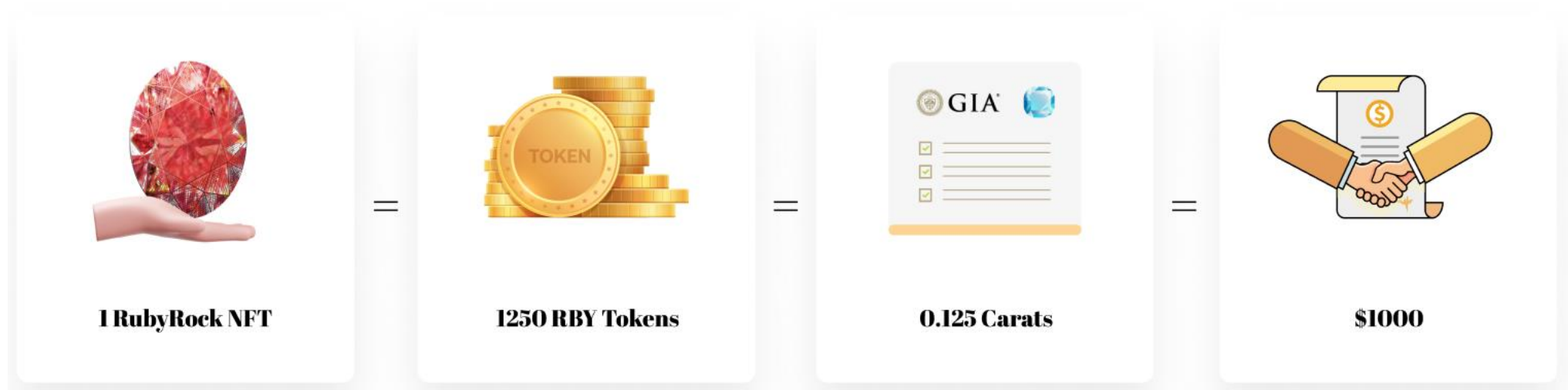
RubyRock is built on three key foundations:

1. an NFT backed by a real asset, a Ruby Specimen, via our native RBY Token.
2. a DeFi instrument for future passive income, rewards, and a trustworthy medium of exchange.
3. an Art collection of 83 hand-drawn artistic layers with different designs and colors representing the ruby stone Specimen and its source, Tanzania.

EXECUTIVE SUMMARY

- ▶ RubyRock is an NFT built on Ethereum network with a clear focus on value, efficiency, and transparency.
- ▶ RubyRock combines the value and quality of a traditional asset, with the innovative advantages of blockchain technology, by pegging RubyRock NFT to the economic rights of a Ruby Specimen via RBY Token; hence, creating a solid intrinsic value with the potential for future price appreciation through the various phases.

EXECUTIVE SUMMARY



- 32,700 carats in total
- 327,000,000 RBY Tokens Created
- Pegged by 100% of Ruby Specimen's economic rights

THREE FOUNDATIONS

RubyRock is built on Three Key Foundations:

1. Real Asset
2. DeFi
3. Artwork

THREE FOUNDATIONS

1. Real Asset:

- ▶ A Ruby Specimen: Natural Corundum Ruby in Zoisite Matrix – GIA certified (Gemological Institute of America)
- ▶ Extracted from a ruby mine in Arusha region in north-eastern Tanzania
- ▶ 32,700 carats; 6.54-kilogram
- ▶ Appraisal value \$261,600,000.

THREE FOUNDATIONS

2. DeFi:

- ▶ Rewards Pool: 50% of every secondary market transaction fee is destined to a community vault to be distributed quarterly to holders of RubyRock
- ▶ Staking options: Staking will be available through the various phases of the project.
- ▶ P2P Exchanges: RubyRock is a digital asset that can be easily and securely transferred anywhere at any time as a trustworthy medium of exchange

THREE FOUNDATIONS

3. Artwork:

- ▶ A collection of 83 hand-drawn artistic layers with different designs and colors representing the ruby stone Specimen and the source of the Specimen, Tanzania.
- ▶ Selected emerging artists from different regions around the world will create artworks with unique marks, while growing the RubyRock family through their organic communities.

KEY FEATURES

RubyRock is combining blockchain technology with a traditional asset to create a secured, fully transparent, and efficient asset-backed NFT.

KEY FEATURES

► **Limited Supply**

RBX Token supply is limited to 327,000,000, which are all directly and unequivocally linked to the weight of the Ruby specimen which is 32,700 carats. This ensures a fully transparent and mathematical distribution of the Ruby's economic rights.

► **100% Backed by Real Asset**

RubyRock is directly linked to economic rights of a physical Ruby Specimen stone (i.e Asset-Backed NFT). Each NFT represents 1250 RBX Tokens, which are pegged to 0.125 carats of the Ruby Specimen; hence each NFT is 100% backed by the Ruby Specimen and its economic rights.

KEY FEATURES

▶ **Stable Value**

Historically precious stones have been used as stable and reliable store of value; RubyRock is a representation of Ruby prices (1 of 3 key foundations), which have been very stable throughout all market conditions.

▶ **Diversification & Hedging**

Being pegged to a real asset which is uncorrelated to crypto prices, RubyRock offers a way to diversify crypto risk and market volatility, as well as hedge against inflation with a superior credit quality.

KEY FEATURES

► **Trustworthiness**

The Ruby Specimen stone, and all its documents, are stored in Ferrari Group vaults located in Geneva Free Ports, Switzerland; the Ruby's weight, shape, transparency, color, species, and variety are confirmed by GIA (Gemological Institute of America, California, USA).

► **Developed By Experts**

Specimen Labs' team includes experts with profound knowledge of blockchain, crypto markets and digital assets; this allows us to develop a trustworthy, safe and secured product, which is well needed in today's market environment, while also enabling us to adapt to changing industry requirements.

KEY FEATURES

► **Technology & Security**

RubyRock is built on Ethereum, the leading smart-contracts platform in terms of transaction finality and network liveness, leveraging its most well-known standards, which enables composability across its ecosystem, namely:

- ✓ ERC721: de facto standard for non-fungible tokens, applied in this case to signal physical ownership over a property
- ✓ ERC20: de-facto standard for cryptocurrencies in Ethereum based blockchains, also known as tokens.
- ✓ EIP2325 & EIP1967: State-of-the-art approach that enables the protocol to evolve according to the needs of the current market.
- ✓ Multisignature ownership: safe-guards against hacks to individuals and their private keys that could compromise the project.

USE CASES

Security, stability, efficiency, and transparency are some key characteristics of RubyRock and the reasons for its multiple and diverse applications.

USE CASES

► Storage of Value & Hedging

By pegging the ruby specimen to blockchain technology, RubyRock allows digital assets investors to access the historically proven investment benefits of precious stones asset class; as an uncorrelated asset, as well as an effective and efficient stores of value, RubyRock provides a hedge against inflation and crypto market volatility.

► P2P Exchanges & Payments

RubyRock is a digital asset which can be easily and securely transferred anywhere at any time, which can be used as a trustworthy medium of exchange for Peer to Peer (P2P) transactions, while its asset-based peg (ruby specimen) is simple and transparent.

USE CASES

► **Passive Income**

RubyRock is the first NFT that combines a real asset with passive income opportunities through various DeFi tools and rewards mechanism.

► **Portfolio Diversification**

Diversification in digital assets is crucial for preserving value; by pegging the price directly to the economic rights of the asset, which is uncorrelated to cryptocurrency volatility, RubyRock provides an efficient way to diversify a portfolio of digital assets.

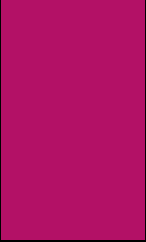
USE CASES

► Long Term Position & Value Creation

RubyRock offers a unique investment that offers long term value creation through the various phases, as detailed in our roadmap and included DeFi tools, rewards, artistic value, and much more.

► Art collecting

Dynamic and continuous artwork throughout the life of the project; collaborations with several renowned and emerging artists, which will increase appeal for collectors and increase future value. In the coming phases various art related events will take place: online auction, live auction and various collaborations to add to the artistic value.

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- ▶ Natural Corundum Ruby in Zoisite Matrix - by GIA (Gemological Institute of America)
 - ▶ Extracted from a ruby mine in Arusha region in north-eastern Tanzania
 - ▶ 32,700 carats, 6.54-kilogram stone – Specimen
 - ▶ Appraisal value of USD \$261,600,000.


THE ASSET



The Ruby Specimen Story

- ▶ On the Great North Road, between the plains of the Serengeti and the foothills of Mount Kilimanjaro lies the trading town of Arusha, the gateway to the famous gemstones of north-eastern Tanzania. The source of some of the world's finest gemstones, this area is part of East Africa's Great Rift Valley, one of the greatest gem deposits on Earth. The 'classic' African Ruby source, Longido in Tanzania's Arusha Region has been yielding beautiful Rubies for close to 100 years. Longido is Tanzania's first Corundum discovery, and likely the first gemstone deposit discovered in East Africa.

THE ASSET

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- ▶ We are proud to own one of the rare Specimens of such gemstones, a 6.54-kilogram stone, confirmed by GIA (Gemological Institute of America) to be a Natural Corundum, Ruby in Zoisite Matrix.
 - ▶ The Specimen is safely stored in Ferrari Group in Geneva, Switzerland, a world-class safety house for luxury jewelry and goods located inside the Geneva Freeport, the oldest and largest freeport facility with the most artworks in the world and with more than USD 100 billion goods valuation.


THE ASSET



What is a Ruby Specimen:

- ▶ The Ruby belongs to the corundum group of minerals. Its name is derived from the red color (Latin *Rubeus*). Red corundum is always called by the name ruby, while other colors of corundum are known as sapphire. Rubies can be opaque, translucent, or transparent. The ruby coloring pigment is chrome plus some iron. Ruby is the second-hardest mineral after diamond.
- ▶ Our rough ruby stone, named in the gemstone industry “Specimen”, is a multi million-year-old stone that was mined in Arusha region, in the village of Longido, Tanzania, West Africa.

THE ASSET



“The gemstone prices had increased by about 50% from March of 2020 to mid of 2021.”

“These are major factors that caused short-term colored gemstone price increases and will probably be responsible for the long-term trend.”

“insurance value of today will become the liquidation value of tomorrow.”

THE ASSET

By Dr. A. Peretti
CEO and owner of GRS laboratories
GemFocus (Volume 1, Issue 1, January 2022)

GIVING BACK

Specimen Labs will use a percentage of proceeds to donate to two NGOs in Tanzania (HalevAfrica and Family of Good Hope) impacting the lives of women and children and improving local communities by providing healthcare & education.

► **Family of Good Hope**

<https://www.familyofgoodhope.org/>

► **HalevAfrica**

<https://www.halevafrica.com/>

ROADMAP

Link to roadmap on our website:

<https://ruby-rock.netlify.app/#roadmap>

ABOUT SPECIMEN LABS

Specimen Labs is a digital asset development and investment company with focus on asset-backed Tokens and NFTs (real asset tokenization). We bridge between digital assets and real assets by introducing traditional real assets, that are typically illiquid, to blockchain technology through the creation of innovative, secured, efficient and transparent tokenized asset.

CONCLUSION

Specimen Labs is leveraging blockchain technology to provide an asset-backed NFT (RubyRock) and Token (RBY), which is a reliable store of value and stability with many applications much needed in today's market and economy; coupled with various DeFi investment options, artistic value and many rewards, RubyRock has a solid intrinsic value (floor price) used as a trustworthy medium of exchange, while also offering future value creation and potential for price appreciation.



by  SPECIMENLABS