

# SPIRIT PROTOCOL — LAUNCH PLAN

Version: December 1, 2025 Launch

## ■ Core Intent

SPIRIT is the royalty and governance layer connecting all autonomous agents in the Eden ecosystem. The December 1 launch demonstrates a fully operational protocol — routing real royalties (~1.5 ETH) to token holders and establishing SPIRIT as a neutral, scalable infrastructure layer distinct from any individual artist or project.

## ■■ Timeline Overview

Phase	Dates	Focus
0. Alignment	Oct 30 – Nov 3	Finalize comms tone, whitepaper edits, launch confirmation
1. Branding & Prep	Nov 4 – 10	Landing page live, contracts ready for audit
2. Paris Photo Quiet Build	Nov 11 – 17	No public SPIRIT promotion, internal QA + testnet
3. Mainnet Readiness	Nov 18 – 24	Audit fixes, deploy mainnet (paused), prepare launch kit
4. Launch Week	Nov 25 – Dec 1	Unpause contracts, announce protocol launch
5. First Cycle	Dec 2 – 5	Execute first royalty distribution and publish results

## ■ Messaging Framework

SPIRIT should be communicated as infrastructure — neutral, technical, and reliable. Avoid artist names or exhibition contexts. Tone is professional and factual.

**Headline:** The Royalty & Governance Layer for Autonomous Agents.

**Elevator:** SPIRIT connects creators, collectors, and AI agents through on-chain royalties and continuous streaming rewards.

**Tone:** Neutral · Technical · Sincere.

## ■■ Technical Deliverables

Component	Owner	Due
RoyaltyRouter & RewardController	Henry	24 Nov
Identity / Reputation Registries	Henry + Seth	17 Nov
\$SPIRIT Token (ERC-20)	Henry	24 Nov
Dashboard UI (v1)	Henry	1 Dec
Documentation Portal	Seth	1 Dec

## ■ Key Outcomes by 5 December

1. Mainnet contracts verified and live.
2. Public dashboard operational.
3. Whitepaper v1.0 published.
4. First royalties (~1.5 ETH) distributed.
5. Clear narrative separation between SPIRIT (infrastructure) and external artists (applications).