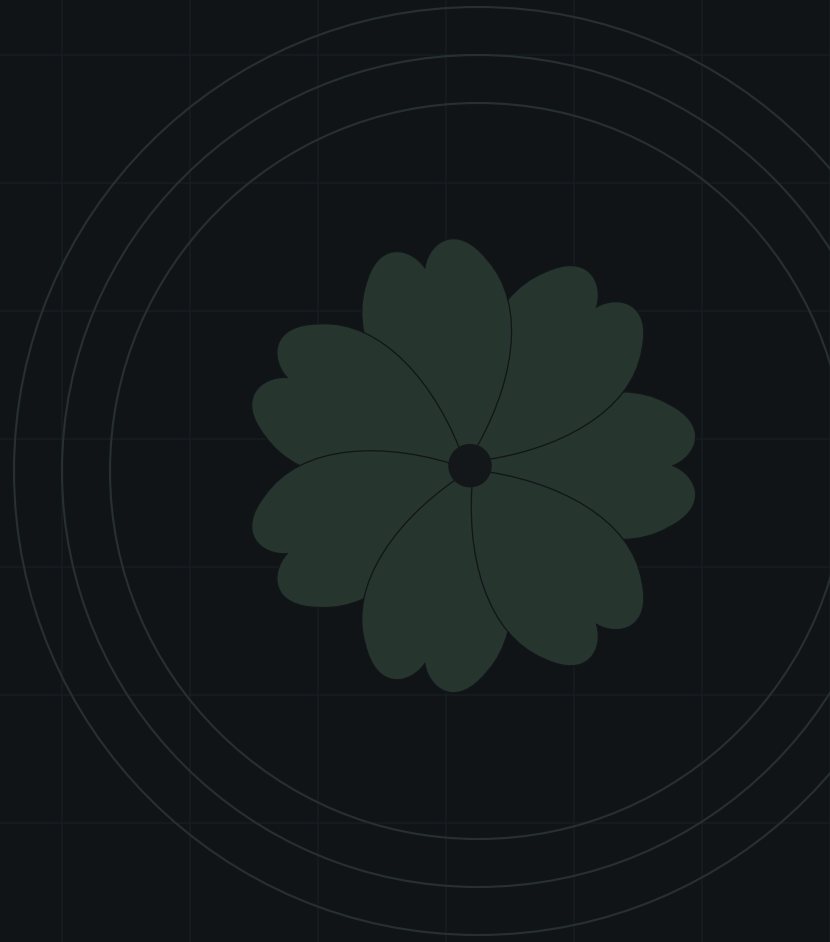
# Asc7nt

## BRAND & VENTURE
## CONCEPT OVERVIEW

A conceptual architecture for cultural products, original IP, collectible objects, and long-term ownership.



CULTURAL IP

TEMPORAL DROPS

RARITY & PROVENANCE

EARLY-STAGE / NOT YET LAUNCHED

# CULTURE BUILDS THE AUDIENCE. OWNERSHIP BUILDS THE ASSET.

Asc7nt is an early-stage venture concept exploring how original storytelling, design, products, and intellectual property can operate as one cumulative creative enterprise. The objective is to build recognizable cultural assets and, over time, the systems that allow those assets to endure.

## A THREE-LENS DEVELOPMENT MODEL

01

### SAVANT

EXPLORE

Research, prototype, study materials, question assumptions.

>

02

### SHOWMAN

TRANSLATE

Shape ideas into recognizable stories, symbols, and experiences.

>

03

### INDUSTRIALIST

MATERIALIZE

Develop products, owned IP, and repeatable operations.

STATUS / DESIGN THESIS, NOT AN OPERATING COMPANY OR PRODUCT LINE

# A collection behaves like a new world.

Each proposed Asc7nt drop references a particular time or timeline. The setting can change the campaign, site, packaging, sound, and presentation. Individual objects still need to stand on their own as timeless designs.

01

**CHAPTER / SEASON**

A time coordinate

→

02

**DROP / WORLD**

A temporary setting

→

03

**OBJECT**

A designed artifact

→

04

**RARITY / RECORD**

Edition & provenance

## THE WORLD CHANGES. THE STANDARDS REMAIN.

Design intention: consistent quality thresholds, recognizable provenance, deliberate scarcity, and practical product value.

# DISTINCTION, NOT A QUALITY LADDER.

Every tier is intended to meet the same full quality standard. Rarity signals unique factors, edition characteristics, or exceptional treatments - not permission to make a lesser object.



**COMMON**

GRAY / 3 LEAVES

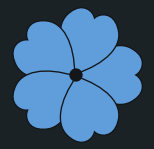
01



**UNCOMMON**

GREEN / 4 LEAVES

02



**RARE**

BLUE / 5 LEAVES

03



**EPIC**

PURPLE / 6 LEAVES

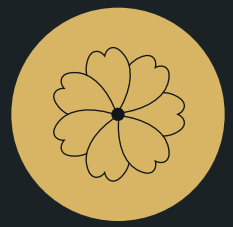
04



**LEGENDARY**

GOLD / 7 LEAVES

05



**MYTHIC**

GOLD GLOW

06



**EXOTIC**

CYAN AURA + CORRUPTION

07



**SPECIAL / 1 OF 1**

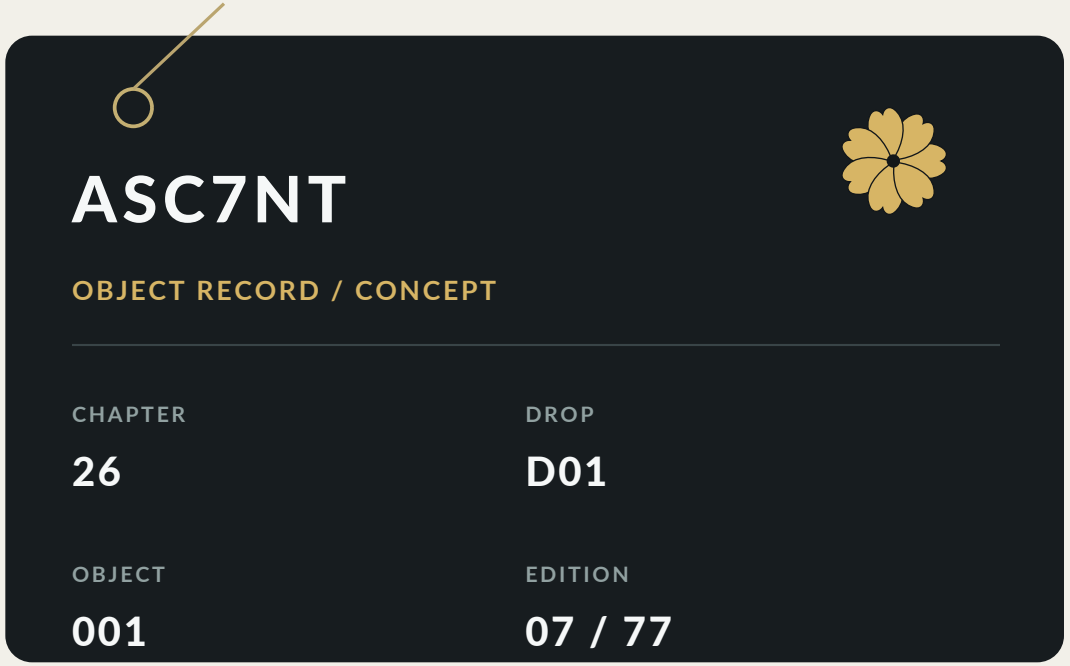
PURE WHITE

08

Illustrative icon explorations, not final production marks. Leaf count is specified for Common through Legendary; special-tier geometry remains under design.

# Every object should carry a record.

The proposed clover language extends beyond aesthetics: labels and records could connect each physical object to its collection, edition, and authenticity information.




01 **OBJECT ID**

A stable code for the artifact.

02 **EDITION REFERENCE**

Where it sits within the proposed run.

03 **DROP CONTEXT**

The timeline / collection it belongs to.

04 **VERIFICATION**

QR-linked authentication is a future concept.

Example shown for design illustration only: no production run, numbering system, or authentication backend is represented as active.

# START WITH AN OBJECT. BUILD TOWARD A SYSTEM.

The near-term proof is a strong physical sample. Larger categories remain conditional opportunities for design, engineering, partnerships, and capital - not launched products or signed deals.

01

### APPAREL

Garments, labels, rarity marks

02

### FOOTWEAR

Future athlete-led signature design

03

### RETRO TECH

Reimagined handhelds and objects

04

### EXPERIMENTS

Novel hardware; hoverboard research

05

### MEDIA + IP

Stories, characters, collaborations

## EVIDENCE GATES

### 01 / SAMPLE

Create a physical prototype.

### 02 / VERIFY

Test materials, tags, and identity.

### 03 / LEARN

Document feedback and economics.