

White Paper

Introduction

August 2023



4chan
Token

4chanToken – The place where memes are born



About

- 4ChanToken is a **global crypto community** that pays homage to the memetic powerhouses of the internet.
- At its core, 4ChanToken embodies the untamed spirit of the notorious 4chan imageboard, where iconic memes are born, nurtured, and unleashed upon the world.
- With an unyielding spirit of irreverence and a touch of mischief, \$4CHAN has emerged as the darling of meme enthusiasts, internet dwellers, and crypto aficionados alike.
- **The foundation of 4ChanToken lies in its community.**
- We've harnessed the chaotic energy of this digital realm to create a currency that celebrates the power of memetic expression, empowering users to engage in a truly unique and decentralized economy.
- As a passionate supporter, you'll join a vibrant ecosystem where dank memes and viral sensations are the lifeblood of commerce.
- **4ChanToken is more than just a digital currency – it's the place where memes are born.**





Purpose, Vision & Tokenomics

Contract: `0xe0a458bf4acf353cb45e211281a334bb1d837885`

PURPOSE & VISION

- **[Purpose]** - \$4chan exists to empower crypto investors to participate in the meme economy.
- **[Mission]** - to establish a **global crypto community** that promotes the power of memetic expression, bridging the gap between online culture & blockchain technology.
- **[Vision]** - is to scale the 4chan ecosystem worldwide as a **safe & reliable decentralized currency**, with a sustainable **market cap in excess of \$1B from 2025 & beyond**.
- We will know we have succeeded when our **thriving community culture** is the envy of others, characterized by its sense of fun, excitement and a touch of mischief.

TOKENOMICS

- **Total Supply:** 100,000,000 T
- **Dead Wallet:** 12,693,589 T (12.69%)
- **Circulating Supply:** 87,306,411 T (87.3%)
- **Blacklist BOT Wallets:** 9,934,061 T (9.9%)
- **Uniswap Liquidity:** 6,000,000 T (6.0%)
- **Available Supply:** 71,426,350 T (71.4%)
- **Holders:** 6.33K
- **Price:** \$0.0₁₃3130
- **Market Cap:** \$3.21M
- **Liquidity:** 98.83% locked pool (coded)
- **Tax:** 0% (Buy, Sell, Transfer)
- **Contract:** Renounced
- **Launch date:** 1 May 2023

Notes:

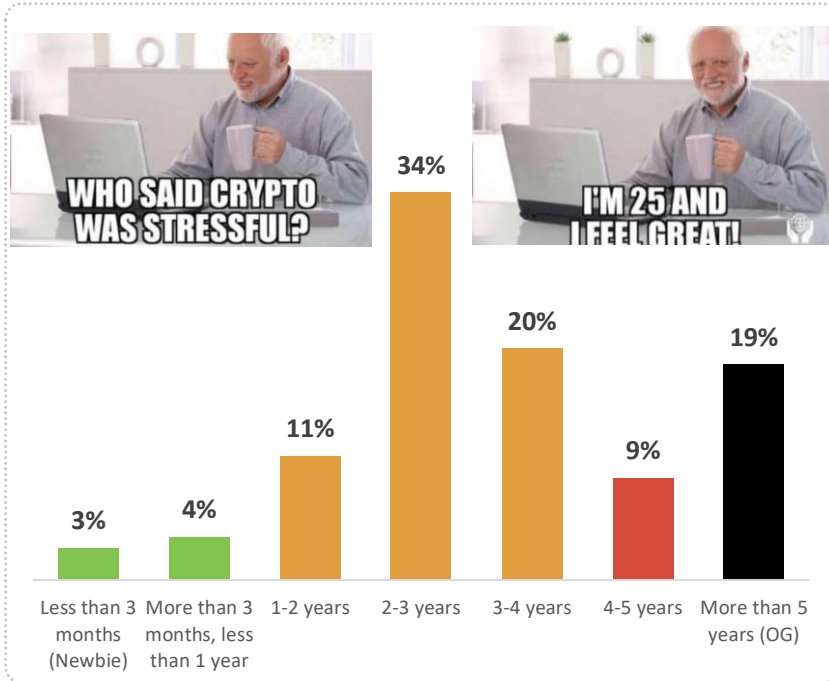
- Zero tokens in deployer wallet / No marketing wallet

Community Profile – Experience & Expertise

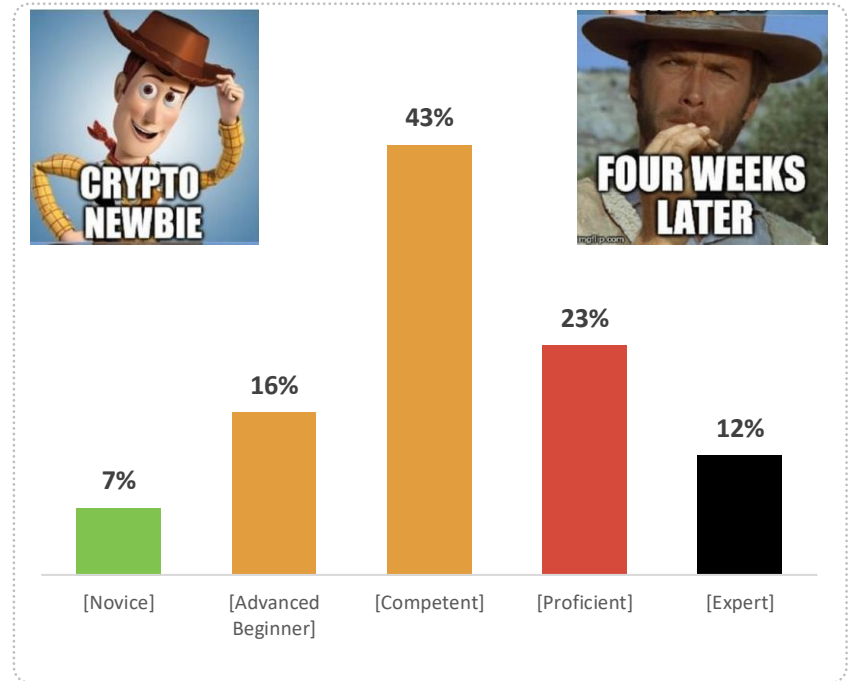


Approx. 80% of \$4chan investors have been in crypto longer than 2 years & rate themselves as competent or higher

Time in Crypto



Level of Crypto Expertise





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Executive Summary

Market Scan



April halving is the likely trigger, however ETF approvals will likely supercharge 2024 into the biggest bull in history!

1

2024 is shaping to be the largest bull run in the history of crypto, based on the convergence of 3 market forces

1

BTC ETF: BlackRock, Fidelity & Ark Investments application for a Bitcoin exchange-traded fund (ETF) is paving the way for institutional capital to flood into digital assets.

2

BTC Halving: One of the most pivotal events on Bitcoin's blockchain is a halving, when the reward for mining is cut in half. As of 2023, network participants who validate transactions are awarded 6.25 bitcoins (BTC) for each block successfully mined. Reducing supply, coupled with increasing demand has traditionally translated to price upside.

3

Crypto Seasonality: Typically, when a Bitcoin season starts during a bear-market, or shortly thereafter, it tends to last until after the halving. When Bitcoin's price growth starts to slow slightly, altcoins recover, triggering a new altcoin season. An Altcoin season is characterized by the flow of investor money out of Bitcoin, into Ethereum, then subsequently into "alternative" growth assets like 4chan.

2

Market Analysis supports meme category potential if enabled by the right capabilities for growth

- Comparable Meme projects have demonstrated compelling growth, despite bear market conditions

Data as
24 July 2023



Market Cap (DEX)	\$5.3M	\$13.2M	\$21M	\$34M	\$187M	\$234M	\$615M	\$4.6B
24hour Volume	\$1.1M	\$4.9M	\$0.3M	\$1.4M	\$13M	\$8M	\$45M	\$64M
Holders	6.66k	12.46k	258.5k	143.2k	53.80k	73.03k	134.3k	1.32M
Exchanges	3	15	13	14	50	170	64	132
Created	May 2023	Jun 2023	Apr 2021	Jun 2022	Jul 202	Jan 2022	Apr 2023	Jul 2021
MC Multiple	1X	2.5X	4X	6.4X	35X	44X	116X	870X



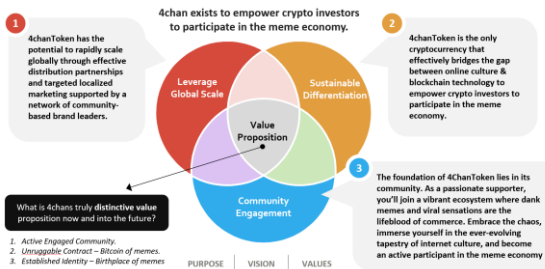
Brand Proposition

Community enthusiasm & belief in the brand contribute to the positive outlook for the token's future success.

3

Meme based crypto currencies must demonstrate value & alignment across three areas of sustainable competitive advantage.

Sustainable Value Proposition



4 Strategic Goals



4

4chanToken has a clear purpose, mission and vision that guides its future direction

- **[Purpose]** - \$4chan exists to empower crypto investors to participate in the meme economy.
- **[Mission]** - to establish a **global crypto community** that promotes the power of memetic expression, bridging the gap between online culture & blockchain technology.
- **[Vision]** - is to scale the 4chan ecosystem worldwide as a **safe & reliable decentralized currency**, with a sustainable **market cap in excess of \$1B from 2025 & beyond.**
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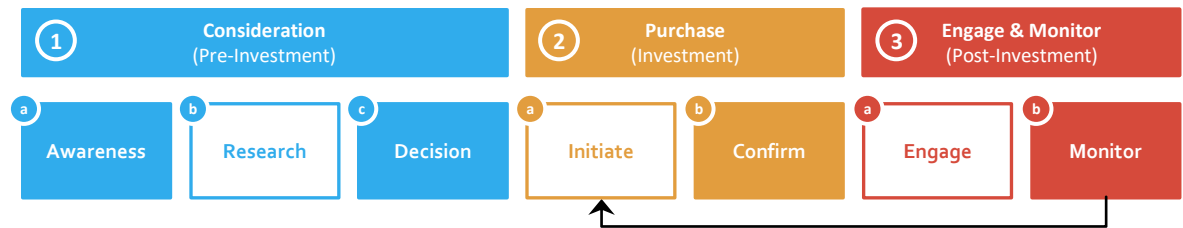
Strategic Framework

The strategic framework has considered where the focus and investment is needed over the horizons for growth

5

Achieving scale requires targeted and iterative investment across all areas of the investor lifecycle

- Targeted investments in both **Strategic Marketing** and new **exchange listings** will both increase pre-investment consideration and transactional market share.



6

To achieve its vision, 4chan is focusing its efforts across three growth horizons and four strategic goals





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Market Analysis

Bullish on crypto for 2024



2024 is shaping to be the largest bull run in the history of crypto, based on the convergence of 3 market forces



Why Crypto?

“What wave are we riding”

- 1 **BTC ETF:** BlackRock, Fidelity & Ark Investments application for a Bitcoin exchange-traded fund (ETF) is paving the way for institutional capital to flood into digital assets.
- 2 **BTC Halving:** One of the most pivotal events on Bitcoin's blockchain is a halving, when the reward for mining is cut in half. As of 2023, network participants who validate transactions are awarded 6.25 bitcoins (BTC) for each block successfully mined. Reducing supply, coupled with increasing demand has traditionally translated to price upside.
- 3 **Crypto Seasonality:** Typically, when a **Bitcoin season** starts during a bear-market, or shortly thereafter, it tends to last until after the halving. When Bitcoin's price growth starts to slow slightly, altcoins recover, triggering a new altcoin season. An **Altcoin season** is characterized by the flow of investor money out of Bitcoin, into Ethereum, then subsequently into “alternative” growth assets like 4chan.



Why Now?

- The **next halving is expected to occur in April 2024**, when the block reward will reduce to 3.125.
- BTC ETF applications have been filed and the time is ticking on the SEC approval, **this calendar year**.
- A **timebound window of opportunity** exists for an equity partner to scale a digital asset like 4chan



Why 4chan?

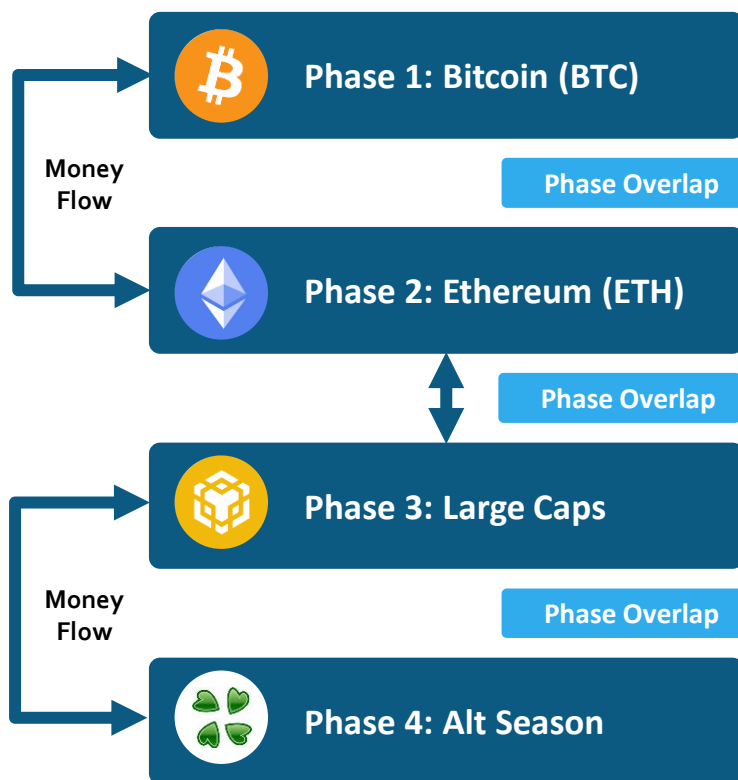
“Value Proposition”

- 4chan demonstrates significant value potential across three areas of sustainable competitive advantage:
1. **Potential to Scale:** Existing eco-system (6500 holders) with viable potential to scale (\$5M - \$1B MC)
 2. **Sustainable Differentiation:** Safe & reliable store of value, strong brand identify.
 3. **Community:** Passionate Tribe who exist to empower investors to participate in the meme economy.

The anatomy of a Bull Run



The path to Altcoin Season



Market Signals

- Flow of money moves into Bitcoin causing price to surge.
- *Money flows into Ethereum but it struggles to keep up with Bitcoin.*
- *Ethereum goes back and forward with Bitcoin & starts to outperform.*
- Ethereum is outperforming Bitcoin and we hear talks of the “flipping”.
- *Money is starting to trickle into large caps where we see large buys up happening.*
- Ethereum has been outperforming Bitcoin & large caps are going parabolic.
- *Regardless of market cap, some altcoins with strong fundamentals are having pumps*
- Large caps have gone full vertical & were seeing blow off tops.
- Mid caps, low caps, micro caps all tend to pump around the same time.
- Large caps have been seen to outperform BTC & ETH.
- Memes are everywhere, everyone is super excited, you feel the mania.

Market Analysis supports category potential



When comparing to peers its important to consider strategies for tokens with comparable tokenomics

Data as
24 July 2023



Market Cap (DEX)	\$5.3M	\$13.2M	\$21M	\$34M	\$187M	\$234M	\$615M	\$4.6B
24hour Volume	\$1.1M	\$4.9M	\$0.3M	\$1.4M	\$13M	\$8M	\$45M	\$64M
Price	\$0.0 ₁₃ 610	\$0.0 ₇ 308	\$0.0 ₉ 218	\$0.0 ₂ 747	\$0.00384	\$0.0 ₃ 236	\$0.0 ₅ 146	\$0.0 ₅ 791
Holders	6.66k	12.46k	258.5k	143.2k	53.80k	73.03k	134.3k	1.32M
Buy Tax	0%	1%	2%	4%	0%	0.3%	0%	0%
Sell Tax	0%	1%	2%	4%	0%	0.3%	0%	0%
Transfer Tax	0%	1%	2%	4%	0%	0%	0%	0%
Exchanges	3	15	13	14	50	170	64	132
Top Exchange	LBank	MEXC / LBank	OKX	MEXC	Binance / Bitrue	VinDax	Binance / Bitget	Binance / Coinbase
Created	May 2023	Jun 2023	Apr 2021	Jun 2022	Jul 202	Jan 2022	Apr 2023	Jul 2021
MC Multiple	1X	2.5X	4X	6.4X	35X	44X	116X	870X

Market analysis informs a “blueprint” for success



Data as
24 July 2023



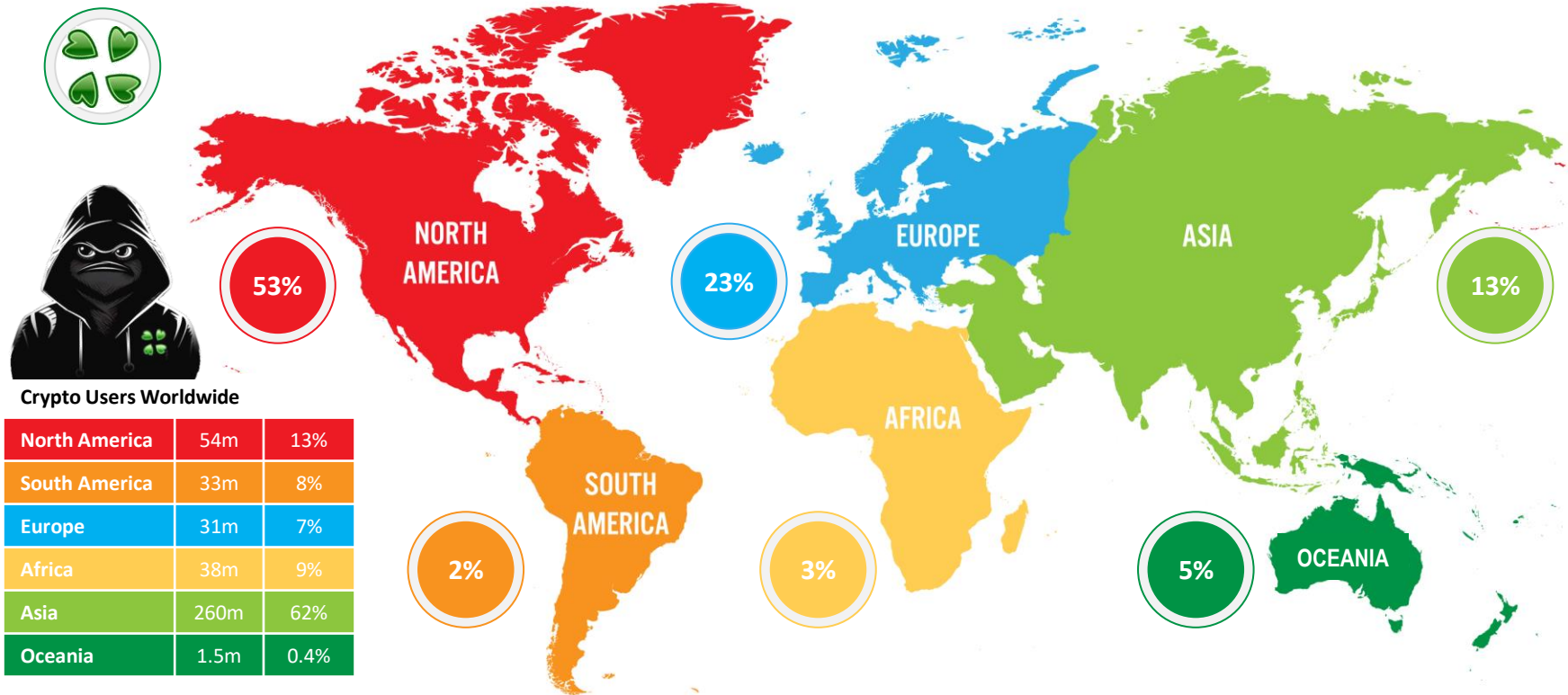
#	Exchange	24hr Vol	Floki	Jasmy	Kishu	Pepe	Pepe 2.0	Saitama	SHIB	Total
1	Binance		1.0	3.3		12.7			15.0	31.9
2	Bitget		0.3	0.2		5.9	0.6	0.1	0.9	8.0
3	OKX (Volume)		0.2		0.2	4.9		0.0	1.6	6.9
4	Bitrue		0.1	3.9	0.0	0.1	0.0	0.0	2.8	6.9
5	Uniswap v3 (Ethereum)			0.1		5.2	0.1		0.3	5.6
6	Gate.io		0.6	0.5	0.0	1.3	0.7	0.0	2.4	5.5
7	KuCoin		0.1	0.3		2.1	0.6		2.3	5.4
8	Coinbase Exchange			0.8					3.5	4.4
9	CoinTiger		0.3	0.4	0.0				2.4	3.1
10	Huobi		0.1	0.2		2.4			0.3	3.0
11	MEXC		0.1	0.1	0.0	0.5	0.9	1.0	0.4	3.0
12	Bybit		0.0	0.0		1.0	0.1	0.0	1.6	2.8
13	Paribu					1.2			1.5	2.7
14	P2B								2.6	2.6
15	Hotcoin Global		0.4	0.6		0.5		0.0	1.1	2.5
16	CoinCatch								2.3	2.3
17	DigiFinex		0.1	0.1		1.4	0.1		0.5	2.2
18	VinDAX		1.9						0.1	2.1
19	BitForex		0.0			0.1			2.0	2.1
20	Uniswap v1		0.1		0.0	1.2	0.6	0.0	0.1	2.1
21	Toobit								2.0	2.0
22	LBank		0.2	0.1		0.6	0.9	0.1	0.1	1.9
23	BtcTurk Pro								1.9	1.9
24	Binance TR		0.2	0.4					1.3	1.9
25	Pionex		0.1	0.0		1.3			0.3	1.8

Geo-Demographic Profile

\$4chan investor profile is overrepresented in North America & Europe whilst significantly underrepresented in Asia



It is estimated global crypto ownership rates average of 4.2%, with over 420 million crypto users worldwide





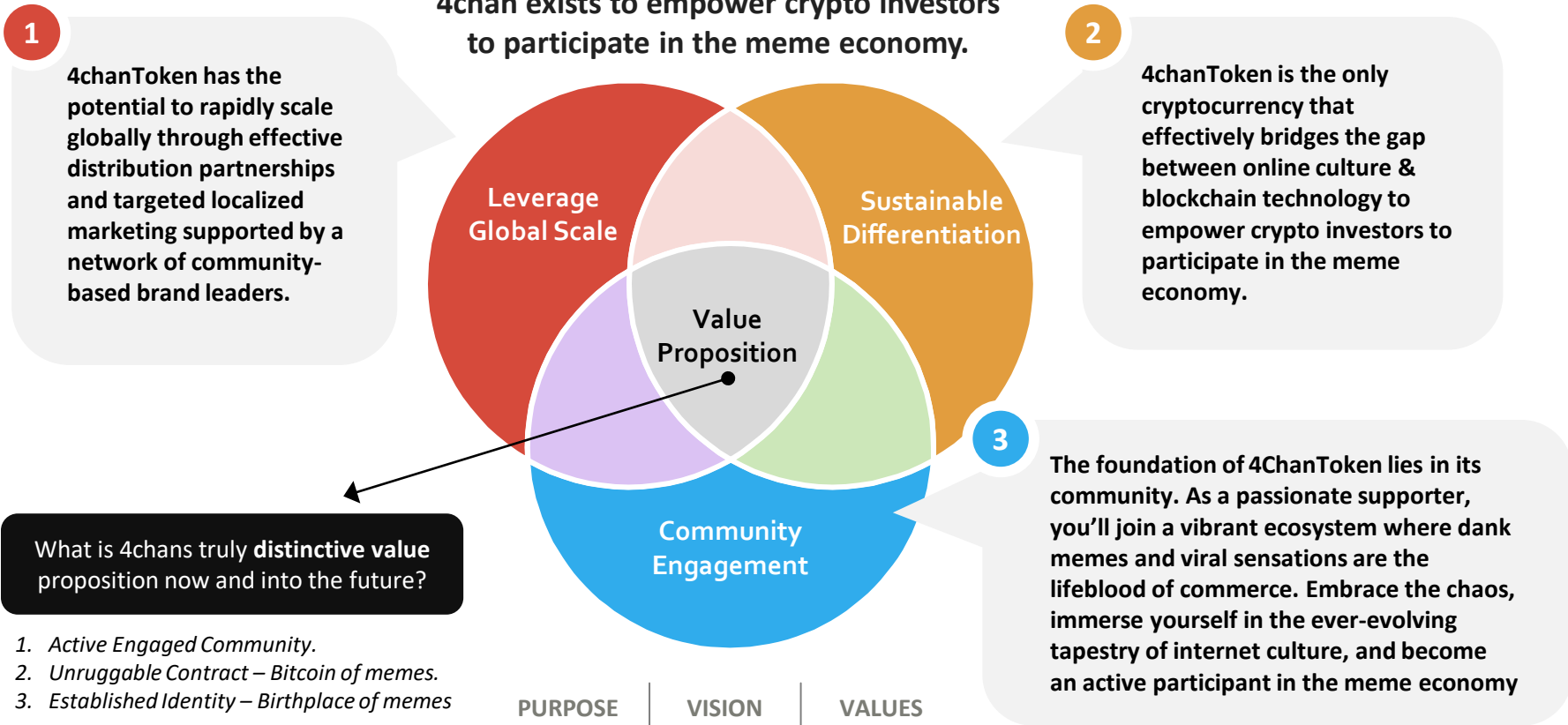
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Strategic Context

At the most basic premise, meme based crypto currencies must demonstrate value & alignment across three areas of sustainable competitive advantage.



4chan exists to empower crypto investors to participate in the meme economy.



Why \$4chan has the right to win



The community's enthusiasm, belief in the brand, and commitment to decentralization contribute to the positive outlook for the \$4chan token's future success.

1

Strong Brand & Identity

- *\$4chan is recognized as the birthplace of memes & has a unique and well-established identity.*
- *The community believes in the potential of this strong brand to drive the project's success.*

2

Community Driven & Decentralized

- *The \$4chan token is community-driven & decentralized, with the power vested in the hands of holders. This model empowers investors & provides them with a sense of control over the project's direction.*

3

Potential & Opportunity

- *The community sees great potential in the \$4chan token and believes it can become a successful and influential player in the meme coin space. The passion and dedication of the community members contribute to this optimistic outlook.*

4

Transparency & Trust

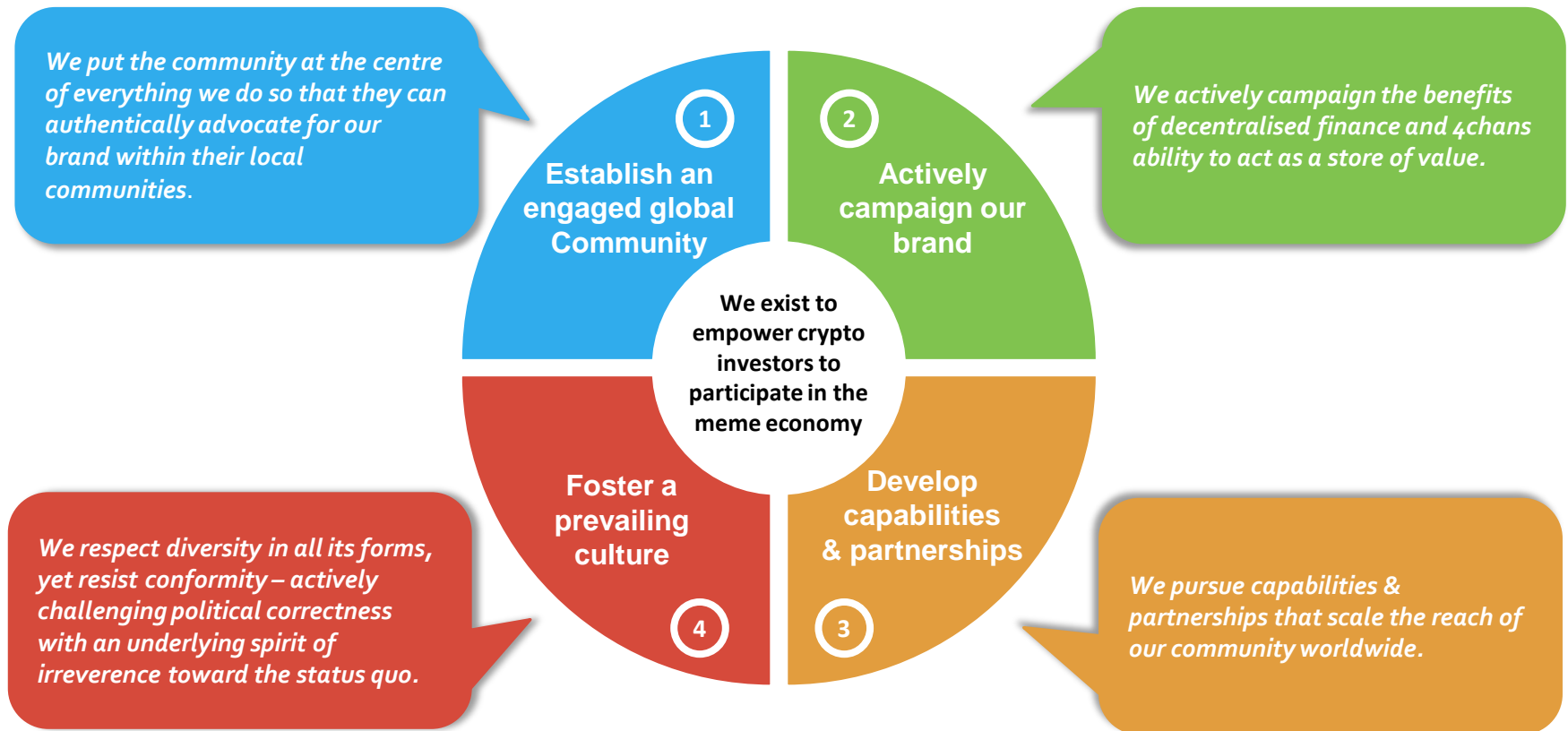
- *\$4chan token's non-ruggable nature and strong community support instill trust among investors.*
- *Transparency and open communication are valued to build further confidence in the project.*

5

Uniqueness & Freedom

- *The \$4chan token stands out for its uniqueness and freedom of expression, aligning with the values associated with the 4chan platform. The community believes in the project's ability to break the mold and lead change in the meme coin market.*

Strategic Imperatives – how we will win



Welcome to 4ChanToken

... the place where memes are born!



4chan_token

We exist to empower crypto investors to participate in the meme economy.

Scale the 4chan ecosystem worldwide as a safe & reliable decentralized currency, with a sustainable market cap in excess of \$1B from 2025 & beyond.

Our Strategic Focus

- 1 Establish an engaged global brand Community
- 2 Actively campaign the 4chan token value proposition
- 3 Develop capabilities & partnerships that maximise scale
- 4 Foster a culture of fun, excitement and a touch of mischief

Our Strategic Goals with clear outcomes that help us achieve our vision

- We put the **community at the centre** of everything we do so that they can authentically **advocate for our brand** within their local communities.
- We actively campaign the benefits of decentralised finance and 4chans ability to act as a **store of value**.
- We pursue **capabilities & partnerships** that scale the reach of our community worldwide.
- We **respect diversity** in all its forms, yet **resist conformity** – actively challenging political correctness with an underlying spirit of irreverence toward the status quo.

Underpinned by our values which guide how we interact and work together to achieve this.

- We are a global **COMMUNITY**
- We excel through **COLLABORATION**
- We are **innovative, disruptive & BOLD**
- We act with a sense of **FUN & EXCITEMENT**
- We **RESPECT** diversity, yet **RESIST** conformity.





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Our Plan

Structure for Global Scale



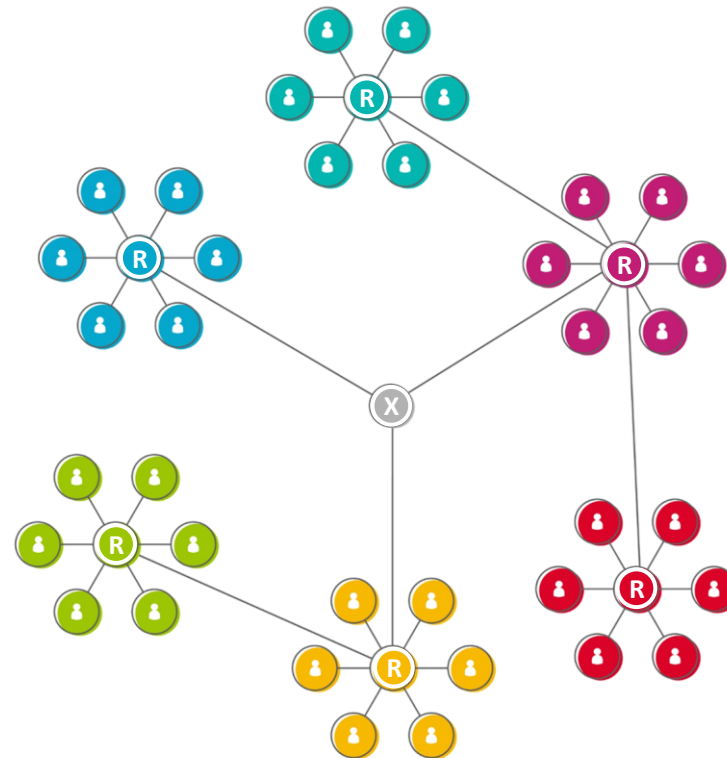
A “decentralised global structure” will enable localised execution of the strategic plan

A truly global structure:

- Regional centres of excellence localise execution of the brand strategy for each respective market.
- Global operations serves to enable regional performance, rather than manage it.
- Community Ambassadors are the Community facing face of the brand.

Crypto Users Worldwide

North America	54m	13%
South America	33m	8%
Europe	31m	7%
Africa	38m	9%
Asia	260m	62%
Oceania	1.5m	0.4%



- North America
- South America
- Europe
- Asia
- Africa
- Oceania
- X Global Operations
- R Regional Leaders
- ⦿ Regional Ambassadors

X **Global Operations**

The group exists to set direction & develop enabling capability.

R **Regional Leaders**

The group exists to develop & mobilise regional plans.

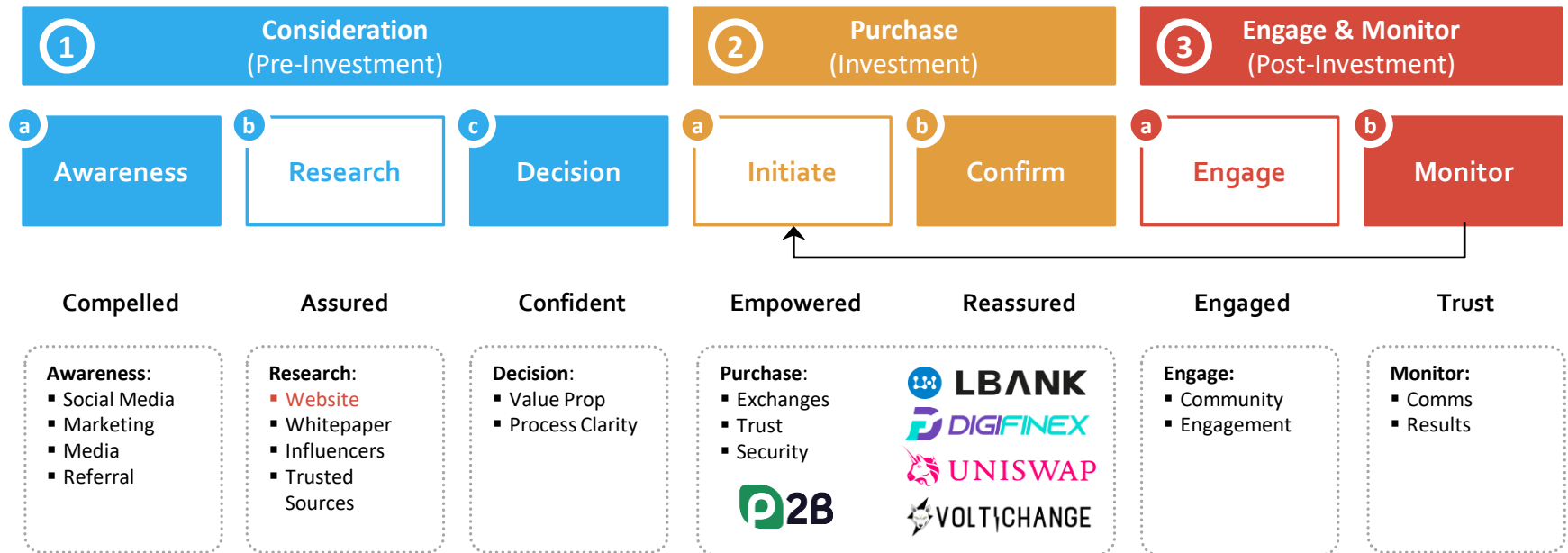
⦿ **Regional Ambassadors**

The group exists to execute campaigns & engagement.

Achieving scale requires targeted and iterative investment across all areas of the investor lifecycle



The Community desires more exchanges, however what might be needed is strategic marketing, or likely both.



Converging market forces act as the catalyst for exponential growth



April halving is the likely trigger, however ETF approvals will likely supercharge it into the biggest bull in history!

1 Bitcoin Halving

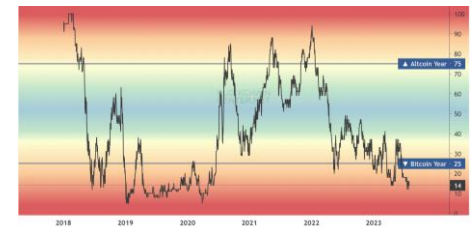
- Bitcoin mining is the process by which people use computers or mining hardware to participate in Bitcoin's blockchain network as a transaction processor and validator.
- **One of the most pivotal events on Bitcoin's blockchain is a halving, when the reward for mining is cut in half.**
- Bitcoin halving cuts the rate at which new bitcoins are released into circulation in half.
- The halving event is significant because it marks another drop in the rate of new Bitcoins being produced as it approaches its finite supply.
- The next halving is expected to occur in April or May 2024, when the block reward will fall to 3.125.
- Over time, the impact of each halving will diminish as the block reward approaches zero.

2 Bitcoin ETF

- BlackRock, Fidelity & Ark Investments paving the way for institutional capital to flood into digital assets.
- A BTC ETF combines two prevalent forms of investment, ETFs and cryptocurrencies, into one package, exposing investors to the digital asset without having to directly hold the physical asset themselves.
- "BlackRock's application for a Bitcoin exchange-traded fund (ETF) has sparked the beginning of a new crypto bull market, which will go parabolic at some point closer to the halving scheduled for April 2024".
- **Mark Yusko, Chief Investment Officer and founder of Morgan Creek Capital.**
- While it isn't guaranteed that we will see a Bitcoin spot ETF soon, it is looking increasingly likely.

3 Altcoin Season

- Typically when a Bitcoin season starts during a bear-market, or shortly thereafter, it tends to last until after the halving.
- When Bitcoin's price growth starts to slow slightly, altcoins recover, triggering a new altcoin season.
- An altcoin season is characterized by the flow of investor money out of Bitcoin, into Ethereum, then subsequently into other assets.





Strategic Roadmap – 3 Horizons

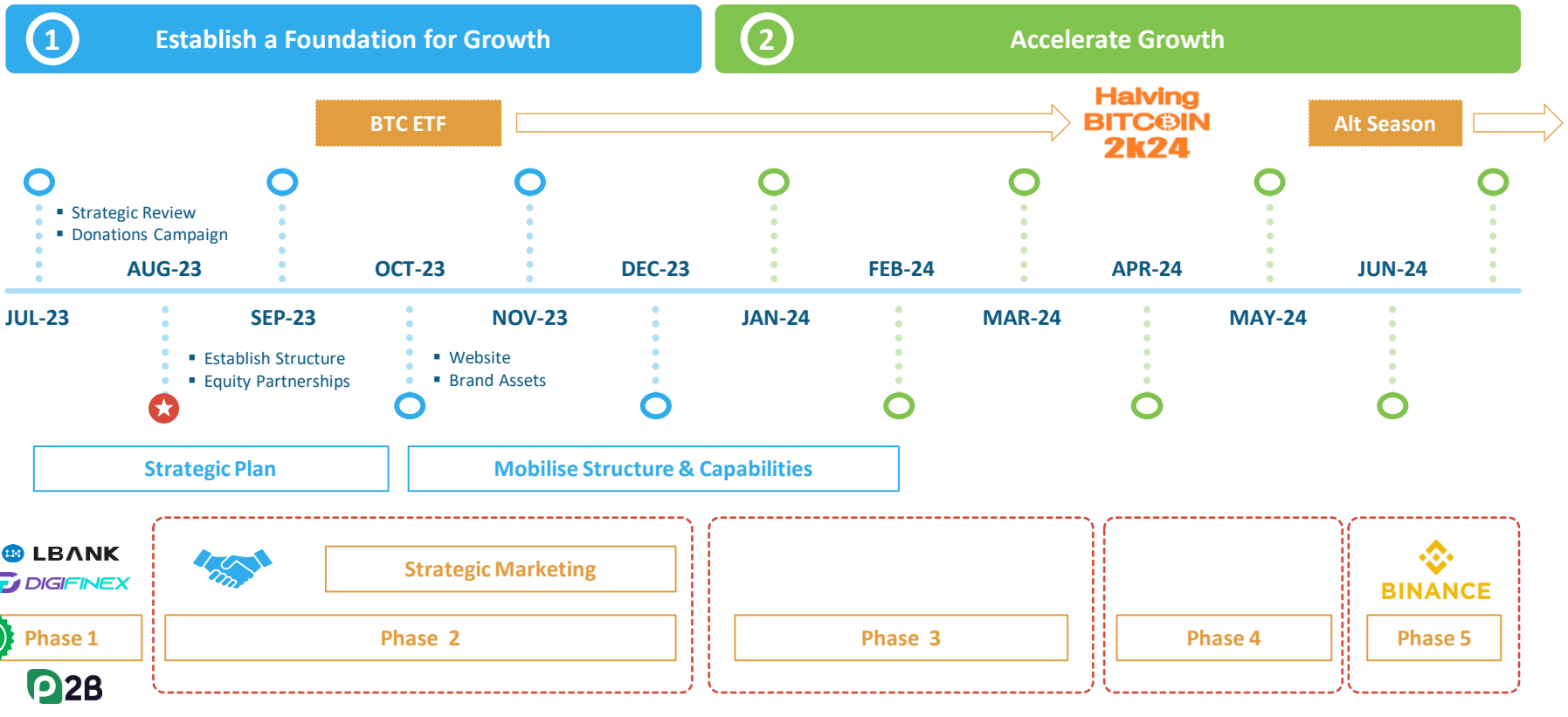
4chan has developed a roadmap around three strategic horizons aligned to delivering on strategic goals

	1 Establish a Foundation	2 Accelerate Growth	3 Pursue Viable Options
	CY 2023	CY 2024	CY2025 & Beyond
Strategic Imperatives			
1 Establish an engaged Brand Community	<ul style="list-style-type: none"> Establish Brand Strategy Establish Engagement Channels Mobilise Global Structure 	<ul style="list-style-type: none"> Execute Brand Strategy Extend & Leverage Channels Enhance Global Capabilities 	<ul style="list-style-type: none"> Leverage Brand Value
2 Actively promote the 4chan token	<ul style="list-style-type: none"> Engage Strategic Marketing Initiate Campaigns 	<ul style="list-style-type: none"> Accelerate Campaigns Program Events (Burn / BuyBack) 	<ul style="list-style-type: none"> Strengthen Utility Embed burn mechanisms Consider v2 evolution
3 Develop capabilities & partnerships	<ul style="list-style-type: none"> Complete Strategic Review Attract Equity Partners Mobilise Phase 1 & 2 priorities 	<ul style="list-style-type: none"> Strengthen Partnerships Mobilise Phase 3-5 priorities Plan Viable options (H3) 	<ul style="list-style-type: none"> Leverage Partnerships Unlock Potential Pathways (Meme X, Debit Card, Payments)
4 Foster a distinctive culture	<ul style="list-style-type: none"> Establish Purpose & Vision Align behaviours & identity Activate Community 	<ul style="list-style-type: none"> Communicate Progress Celebrate achievements Enrich Community Connection 	<ul style="list-style-type: none"> Leverage Culture to extend service lines



Strategic Plan Context

A viable pathway and enabling plan exists for growth however requires enabling investment of \$3-\$5M





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Contact



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<https://coinmarketcap.com/currencies/4-chan-token/>