



Punchy Token
built on Fantom

PunchyToken

White paper

The Web 3.0 platform produced by social media creators for social media creators



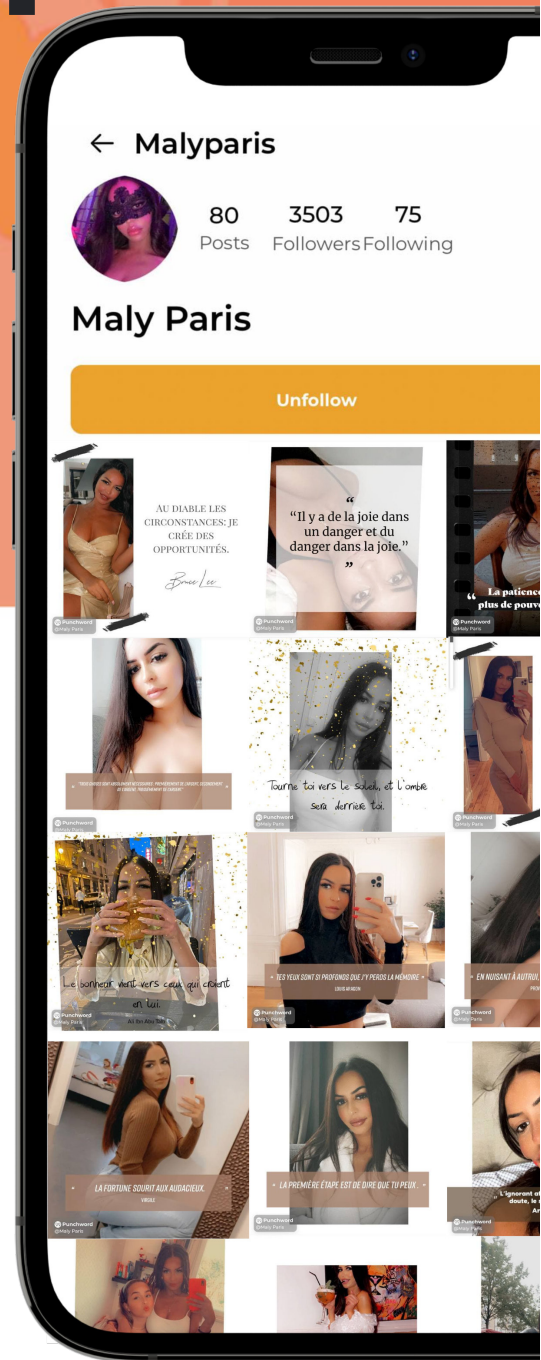
Built on:

fantom

Join the Punchword community

This document introduces Punchword and its token, the Punchy Token*.

The aim of the Punchy Token is to become the social media creator industry's main currency and to offer a fully decentralized experience to its users.



* also referred to as \$PUNCH token in the document

Punchword

Join the Creator Economy A revolution for creators

Punchword is the new app that will entirely change the way the social media industry operates. Born from the Web 3.0 philosophy, the app's aim is to give power back to creators, who currently drain billions of views to social media platforms without being remunerated based on the quality of their content.

Empowered by the emergence of cryptocurrencies, Web 3.0 offers opportunities for decentralized governance. Punchword will enable creators to make decisions, maximize their revenues and multiply advertisers' impact.

This AdTech revolution is becoming a reality thanks to the Punchy Token. Our platform's token will make it possible to convert creators' content into digital assets (Non-Fungible Tokens) and multiply the virality of campaigns.

A high potential token

The Punchy tokenomics is designed in a way that ensures high returns to early investors, while maintaining constant growth thanks to its utility.

Punchy Tokens will be at the center of permanent transactions between advertisers and social media creators. Given the size of both the social media ad industry and product placement activities, the market for our token is huge and liquid.

Punchy holders will also have many incentives, such as being able to vote for new features, organize campaign teams or make decisions about Punchword's governance, which will create a community of holders.

Welcome to the Punchword community!

PunchyToken

White paper

Index

1. The Creator Economy
2. What is Punchword?
3. The Punchy Token
4. Our strategy
5. Tokenomics and timeline

PunchyToken

White paper

The Creator Economy



A new era with Web 3.0

20th century : the information and entertainment industry was dominated by centralized media.

Beginning of the 21st century: the boom in the social media industry triggered the start of the creator economy. But a few platforms are dominating the sector, imposing rules on creators and intercepting most of the income they are generating. In the product placement sector, only big influencers manage to make a living from their activity.

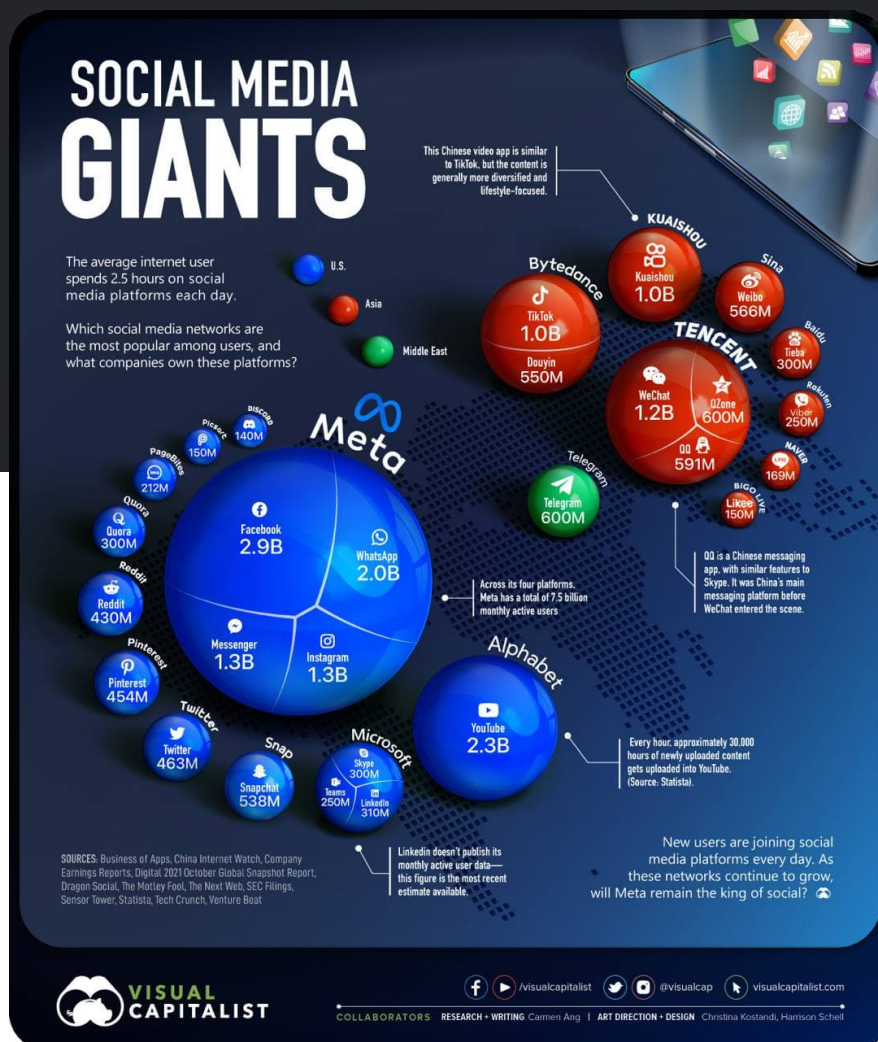
2022: Punchword is launched as the first real DAO social media platform, giving power back to creators using the Web 3.0 philosophy.

Creators will no longer have to wait to be paid by the platform. Instead, they'll generate revenue and pay fees to the platform. They'll decide on applicable rules and select the new features to launch. Even small creators can take part in advertising campaigns.

Social media and product placement markets

Product placement is an increasingly big business in the U.S., raking in some \$11.44 billion in 2019, according to Statista . That figure is up from \$4.75 billion in 2012. The same report indicated that roughly 49% of Americans took action after seeing product placement in media.

Techcrunch



Source: Virtual Capitalist

PunchyToken

White paper

13

7

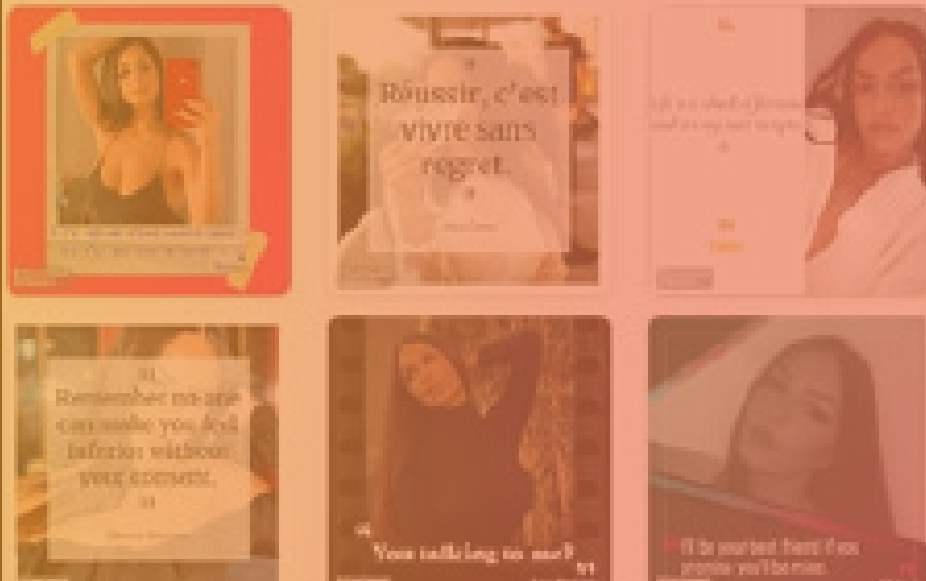
7

Posts

Followers

Following

Edit Profile



What is Punchword?

What problems does Punchword solve?

Punchword is born to tackle the multiple issues caused by centralization.

Social media defines all the rules without always being transparent (bans, shadow bans, display algorithm, etc.).

Social media platforms collect most of the income generated by creators, paying them only small fees.

Only creators with more than 500K followers manage to monetize their content sufficiently, while the cumulated display spaces of small creators are huge.

Punchword is an app with decentralized governance where Punchy holders vote for each rule (algorithm, banning rules, next features, etc.)

With **Punchword**, it's the creators who receive the funds and pay fees to the platform.

Punchword allows brands to launch viral campaigns led by big creators sponsoring many small creators.

The differentiator: the punchword





Punchword will offer all the traditional features of social media. But one of these features is a differentiator. A Punchword is a special kind of NFT (Non-Fungible Token) that combines a picture (photo or artwork) with a slogan or punchline. We've tested the market with a beta version of the app on the Apple and Google Play stores.





Our beta version enabled us to test the appetite of creators for punchlines and inspirational quotes.

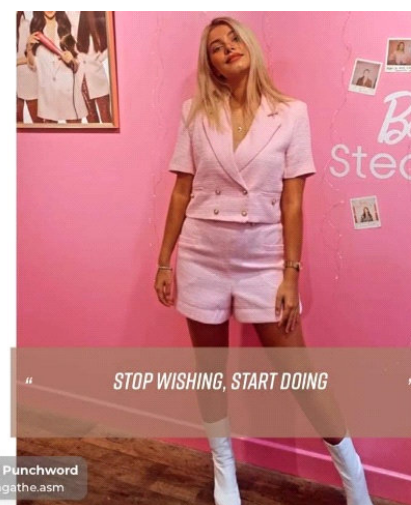
Punchwords can be original phrases or famous quotes.

Besides punchwords, our platform will offer many tools for content creation, and main \$PUNCH Token holders will vote for the new features including :

-  Video editor
-  Debate and clash platform
-  Meme generator
-  Video library (for video dubbing)

The feedback we've had from our beta version is that creators really like the concept and they'd like:

-  More templates to highlight their punchlines
-  To be able to quickly convert their punchwords into NFTs



Who's going to create the best punchlines?



We target all creators

Our platform will be the creators' platform of choice, and Punchword was built to help them make a living from their passion. Our model is less "selfish" than existing models and is based on community.

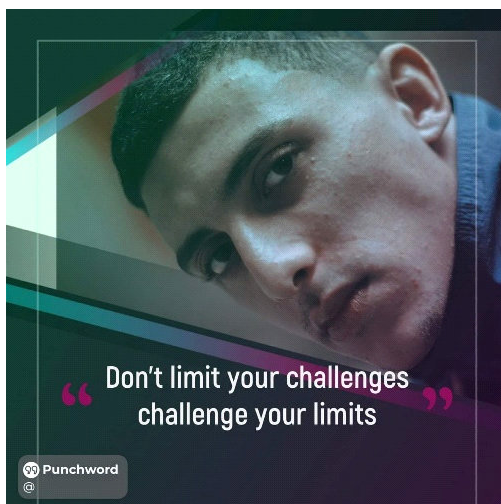
Besides crypto influencers and crypto traders, for which we will design specific features, below are four types of creators among the dozens we are targeting.

Influencers

Produce content every day for their followers

Create short Instagram or Snapchat stories

When they lack inspiration, they're accused of creating poor content



Singers and rappers

Create song content

Create punchlines and lyrics with impact

Post 2 to 4-minute songs

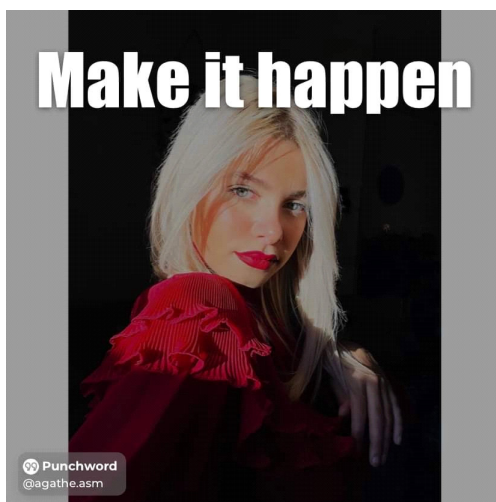
They need to test their creation before trying to release it

Personnal development coaches

Share inspiring content with their network

Often create 30-minute sessions or share inspirational quotes

They want to spread their slogan and punchlines



Comedians

Share jokes and amusing words

Usually create 1 to 5-minute posts or memes

They need to find formats and material to create memes



Viral campaign challenges

One of the main goals of Punchword is to offer small creators (with fewer than 100k followers) the opportunity to monetize their content. This will be achieved via viral campaigns. Brands and advertisers will be some of the main \$PUNCH Token buyers.

EXAMPLE:

Nike launches a viral campaign: slogan to use: "Just do it". Guidelines: Create the best sports-related punchword showcasing your effort. Challenge: Nike will buy the 100 most-liked NFTs and 50 NFTs of its choice.



Some big creators (sponsors) accept the challenge and offer small creators the opportunity to join their team for the challenge (e.g. a team of 100 people).

The team manages to get 10 NFTs in the Top 100 of most-liked creations and 3 of their creations are also chosen by Nike. Revenue from selling the NFTs is split between the team members. Nike has launched a viral campaign and can use the NFTs.

PunchyToken

White paper

The PunchyToken

The token of creators

The Punchy Token is the governance and transaction token for the Punchword platform.

This token aims to become the currency of the Creator Economy.

It will allow:



Creators to
monetize their
creations via NFT
sales



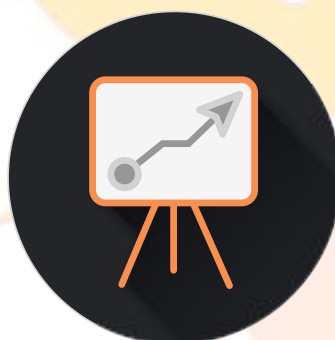
Brands and
advertisers to
launch viral
campaigns with
hundreds of
creators



Holders to vote for
the platform rules
and new features



Holders to benefit
from the growth of
the ecosystem via
the increase in the
Punchy Token's price



Stakers and
liquidity providers
to earn high yield

Initial price (cf. tokenomics) has been set to allow early investors to benefit from a very high return from their tokens.

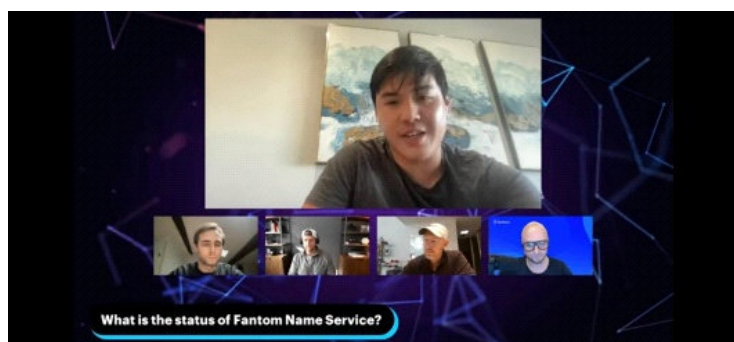
Long-term holders will also have a central role in Punchword's governance.

Why Fantom?



After an in-depth analysis of all the best-performing solutions, we have decided to develop the Punchy Token on the Fantom network.

1. Performance : Fantom has one of the highest transaction speeds together with low energy consumption. A transaction is confirmed and finalized in ~1 second.
2. TVL : Fantom is in the Top 3 in terms of Total Value Locked and is one of the Ethereum's competitors for this factor, which indicates high confidence in the protocol.
3. Community : Fantom has one of the most engaged community.



Power Consumption (kWh) per transaction

| | |
|----------|---|
| Fantom | 0.000028 kWh |
| Visa | 0.00148 kWh (52x more than Fantom) |
| Ethereum | 185.52 kWh (6.6 million x more than Fantom) |
| Bitcoin | 1316 kWh (47 million x more than Fantom) |

fantom

| | |
|-----------------------------------|----------------------------------|
| | fantom |
| EVM compatible | Yes |
| Consensus mechanism | Leaderless Proof-of-Stake & aBFT |
| TPS (transactions per sec) | 4,500+ (★) |
| Validators | 45+ (★) |
| Node structure | Decentralized (★) |
| TTF (time-to-finality) | 1 second (★) |
| Transaction speed | 1 second (★) |
| Transaction cost | ~\$0.00002 (★) |
| Market capitalization | ~\$1bn |

PunchyToken

White paper

Our strategy

Punchword beta version

To test user interest in punchlines, we created a beta version of our app, which is available in app stores. The app doesn't yet have any linked tokens, nor does it allow NFTs to be generated, but it allows users to post their punchlines (or quotes from a library).

The Punchword app has been identified by Google as an app with high growth potential. They will help us implement our user acquisition and growth strategies.

We currently have more than 200,000 downloads without investing in sponsored ads yet.

This beta version is available in 4 languages: English, French, Spanish and Arabic.

The current version allows you to create punchwords, share them on other social media, chat, like, comment, follow, and create video dubbing.

When the decentralized organization is live, users will decide on new features.



Punchword

punchword Social

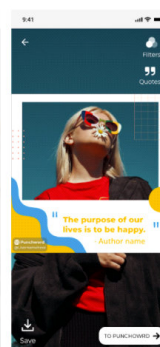
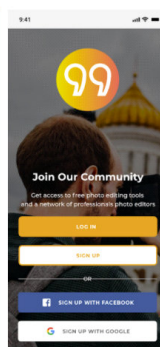
Mature 17+

★★★★★ 1,067

⚠ You don't have any devices

➕ Add to Wishlist

Install





Fantom ecosystem partnerships

Punchword plans to be fully integrated into the Fantom ecosystem. We will identify all potential synergies.

We've acquired a land in Decentraland to present the best punchwords, but as soon as a serious Metaverse project is launched on Fantom, we hope to cooperate.

We also plan to link our NFT activity to the best NFT marketplaces, such as Paintswap or Artion.



Our Punchy Token will be traded on the main Fantom DEX Spookyswap and we are already in talks with major exchanges for future listing.

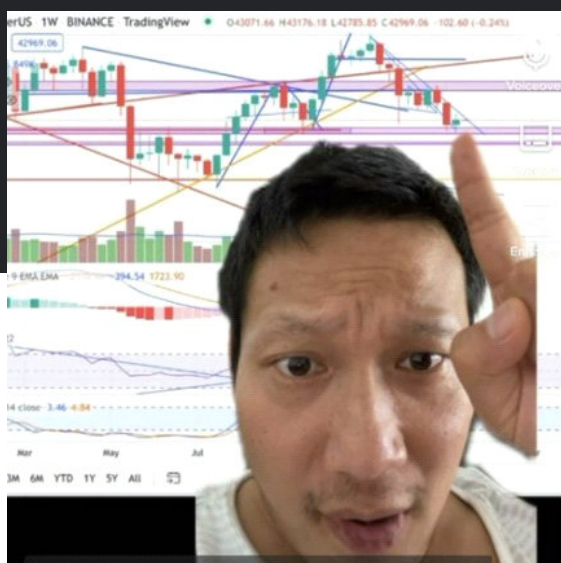


Marketing strategy

Punchword is designed for creators and we will naturally rely on them to promote the \$PUNCH Token.

The major part of the private sale fund will be allocated to marketing expenses to prepare the presale. We will identify two types of influencers to promote each step of our ICO.

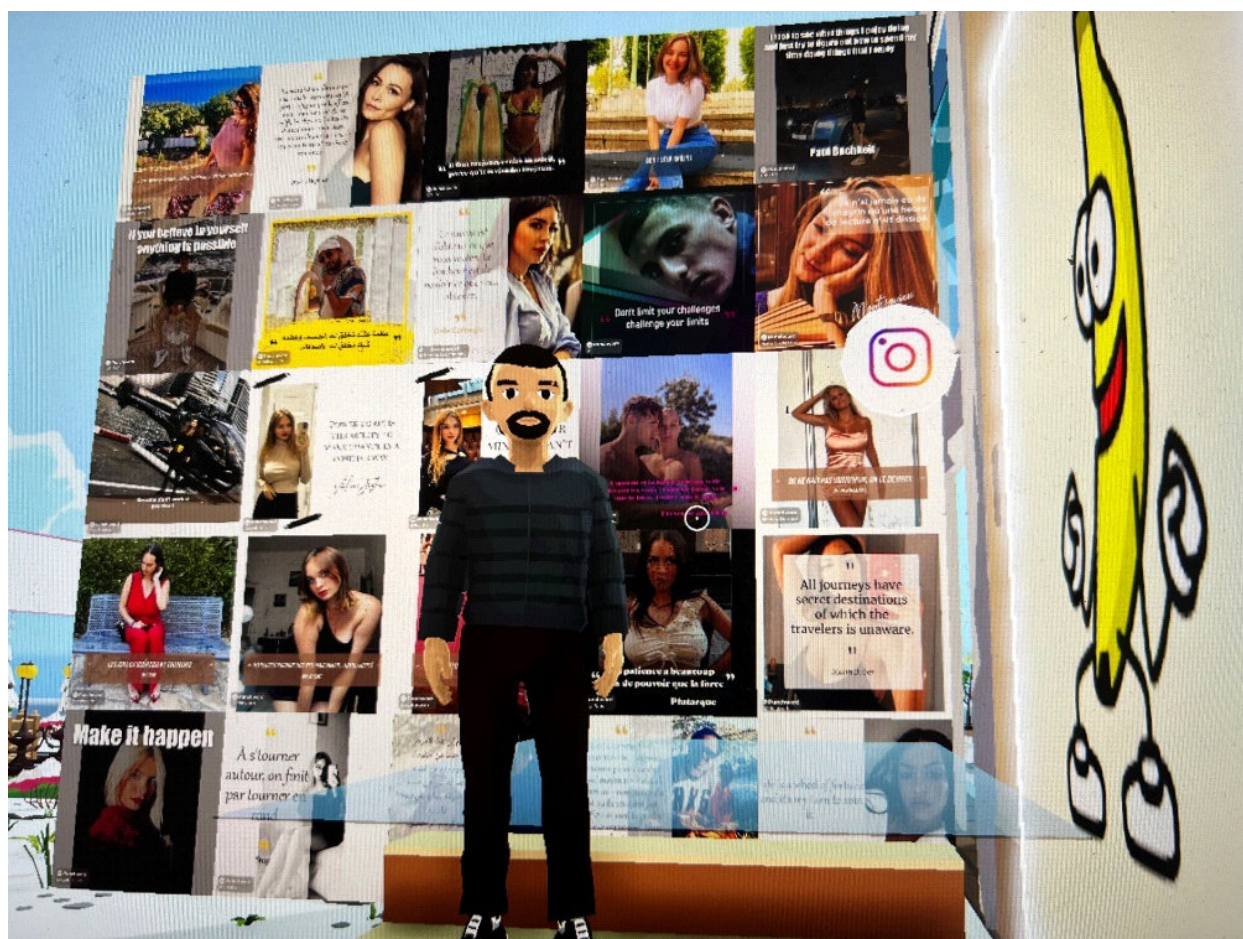
Crypto influencers



Regular influencers (interested in crypto)



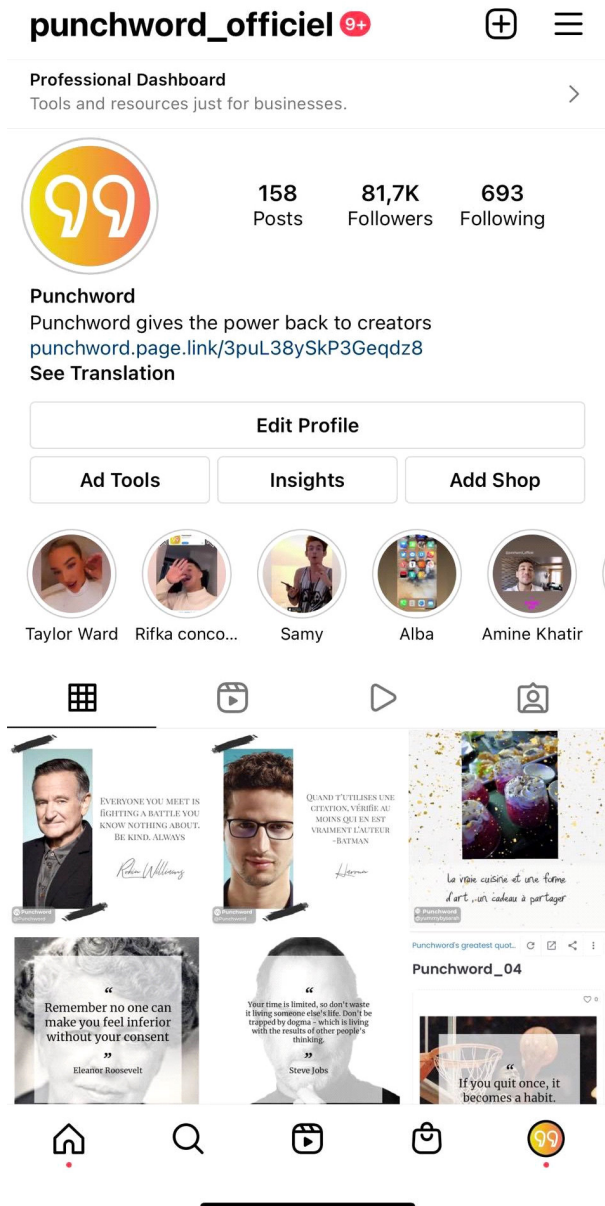
Both crypto influencers and regular influencers with a strong belief in the project will be involved.



Source: Punchword Wall of fame in Decentraland

Creators will use the Punchword app and the \$PUNCH Token on a regular basis so the marketing phase will be an opportunity to start creating the Puncher community.

These creators will be Punchword pioneers and will lead the way for other small creators. They will explain how the platform works and how it will grow.



You can follow Punchword on :



punchword_off



punchword_officiel



t.me/PunchyToken

Punchy Token

White paper



The Punchword team

The Punchword team



M.C. SKANDER
Chief Executive Officer

Graduated from the EDHEC
Business School and The
Stockholm School of
Economics
Communication consultant
Crypto Trader
Fantom enthusiast



ASMA SMAIL
Chief Technology Officer

Graduated from ESI
Blockchain Expert
Swift and Kotlin Expert



XAVIER CAZARD
Advisor

Founder of the
digital marketing
agency Entrecom



NOUREDDINE TAYEBI
Advisor

Graduated from
Stanford University
Y Combinator Alumni
Founder of Yassir



MAGDALENA STRUG
Design Lead

Graduated from
the Pontifical University
Art Director
UI/UX expert
Visual Communication Specialist
Blockchain Enthusiast



CHRISTOPHE LEMAIRE
QA Lead

Graduated from
Télécom Sud Paris
QA and testing expert
Blockchain Enthusiast



ESVITTIE
Creators Focal Point

Instagram
and Tik Tok
influencer
Partnerships
Brand Ambassador
Crypto Geek



ALEXANDER JACOBI
Business Development

Graduated from
the University of Bonn
and Schumpeter School
of Business and Economics
Focus on Marketing/Community
building and Business Psychology
Blockchain Enthusiast

PunchyToken

White paper



Tokenomics and timeline

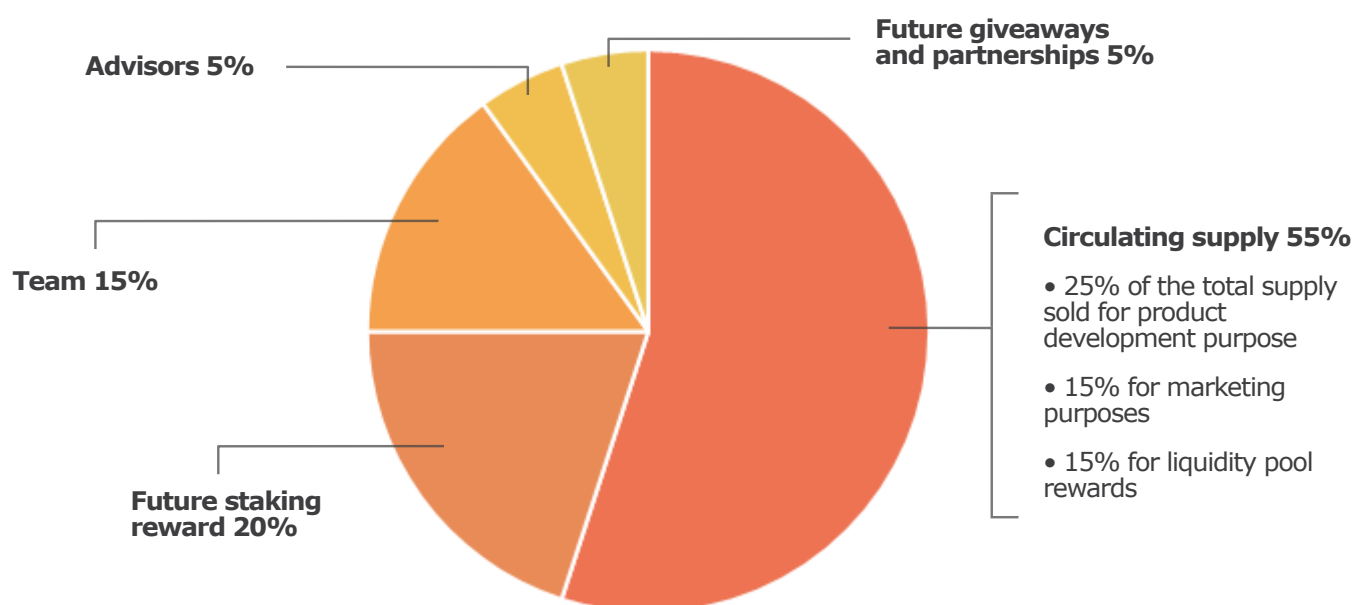
Tokenomics

The total supply of Punchy Tokens will be 5,000,000,000. The global allocation of these tokens is shown hereafter.

Total supply allocation:

| | Number of tokens | % |
|--|----------------------|-------------|
| Total supply (number of tokens) | 5,000,000,000 | 100% |
| Punchword development | 1,250,000,000 | 25% |
| Marketing | 750,000,000 | 15% |
| Liquidity pool rewards | 750,000,000 | 15% |
| Future staking rewards | 1,000,000,000 | 20% |
| Team | 750,000,000 | 15% |
| Advisors | 250,000,000 | 5% |
| Future giveaways, air drops, partnerships | 250,000,000 | 5% |

Circulating supply



Tokenomics timeline

We've designed our financing timeline in a way that will favor early investors who believe in the project. The different rounds, prices and timeline are shown hereafter.

| | Number of tokens | % | Price USD/Punchy | Fund raised in USD |
|----------------------|----------------------|-------------|---------------------|-------------------------|
| Total | 2,750,000,000 | 100% | | |
| Private sale* | 275,000,000 | 10% | 0.003 | 825,000 |
| Presale* | 412,500,000 | 15% | 0.015 | 6,187,500 |
| IDO | 962,500,000 | 35% | 0.03 | 28,875,000 |
| ICO | 1,100,000,000 | 40% | Market price | To be determined |

* The team will have a 2-year full lock of their tokens.
 Advisors will have 18 months vesting with a 9-month cliff.
 Staking conditions will be announced at IDO.

Private sale

March 2022



Initial Dex offering

November 2022



Presale

June 2022



Cex listing

To be determined



We reserve the right to make changes to the timeline (based on market conditions) but all investors will be informed 2 weeks before any rescheduling.

All terms will be available on the website punchytoken.com.

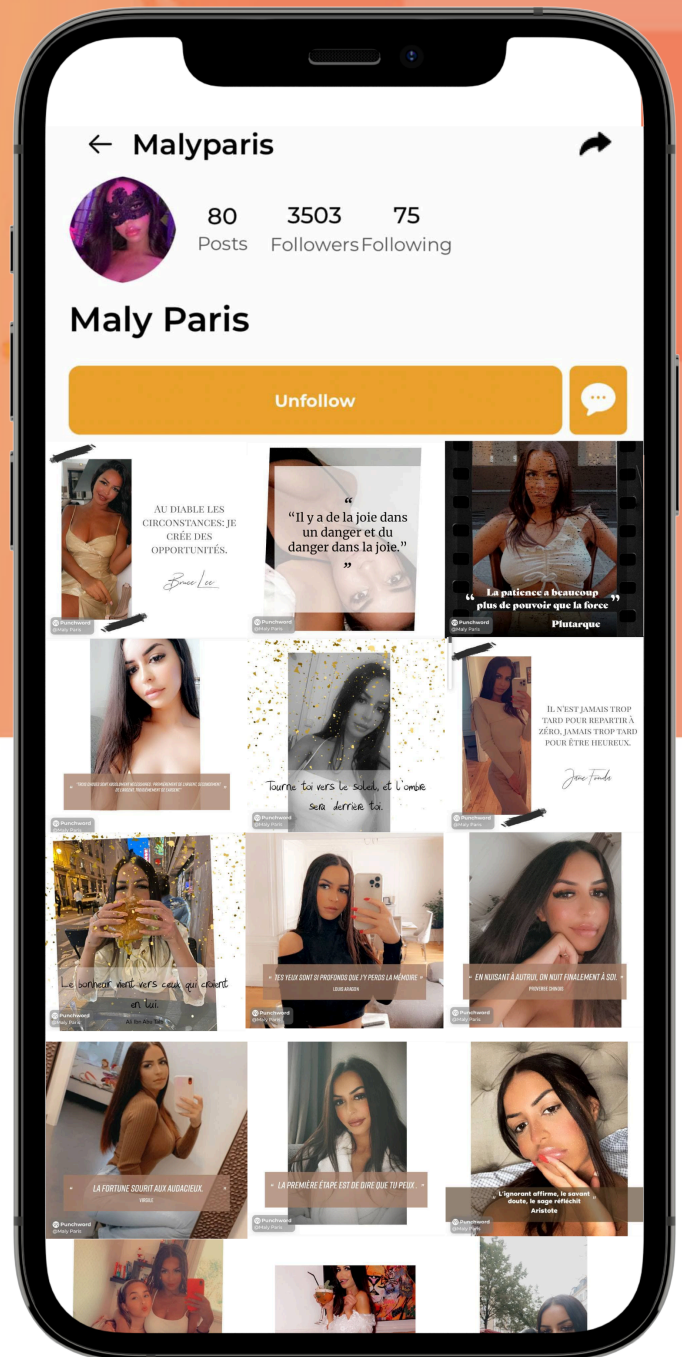


Punchy Token
built on Fantom

Welcome to the Punchword community!



Built on:



www.punchytoken.com



punchword_off



punchword_officiel



t.me/PunchyToken