



**MemeBank**

# **WHITE PAPER**

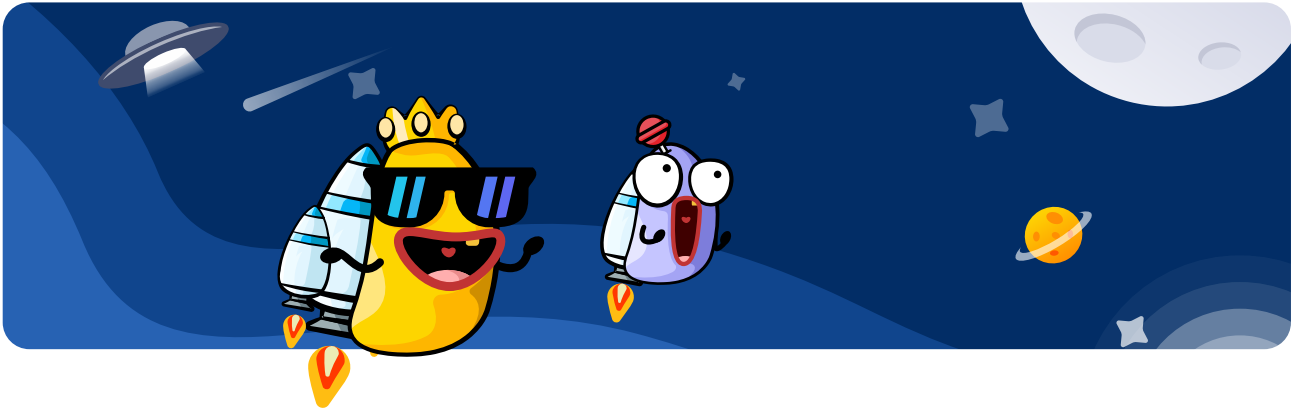
Version 1.0

[www.MemeBank.com](http://www.MemeBank.com)

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## ABSTRACTION

Human history is defined by the perpetual conflict between progressives and the establishment. Public orders have been put in place to defend the legitimacy and welfare of their establishers while ignoring and exploiting the interests of the majority. At the end of the cold war, the free market economy sprawled through the relic of Soviet totalitarianism, marking a great leap forward in social progress.

It was said that free market provide freedom, fairness if not equality. However, is that really true? Many began to have doubts on this widely accepted economic order when the rich were bailed out with taxpayers' money during 2008. In January 2021 following the short squeeze of GameStop, Robinhood and Webull, the brokerages which claimed to be the best choice for retail investors, restricted the trading of GME to preserve the interests of the shorting hedge funds. In both circumstances, we see centralized authorities taking action not to amend poverty but to save the whales.

Thanks to the introduction of blockchain technology, cryptocurrencies finally

emerged as a channel of financing that can bypass the bureaucratic red-tapes and government-sponsored inflation. Cryptocurrencies are the de facto shares of a project or company that cannot be listed on the stock market. The listing on major crypto-exchanges does not require the supervision from regulatory institutions such as the SEC. Some might described these blockchain projects as “Penny Stocks”. With considerable risks comes lucrative returns, it is up to the individuals to decide what to invest. Although centralized exchanges such as Binance and FTX have made great success during the years, their shortages are easy to identify but are not limited to:

- 1. Large-scale centralized platforms are subject to regulatory actions.**
- 2. High bar of entry for projects.**

**We can do better than that...**

## **NATURE of INVESTMENT**

Nowadays, the mainstream investment value still revolves around the idea of rationalism which subtracts to simply return generation. That being said, behavioral economists suggest that consumers and investors do not always make financial decisions based on Law of demand or indexes such as P/E Ratio and ROE. This is especially true when it comes to grocery shopping where customers choose the food and beverages based more on their tastes and less on their cost performance. A pepsi drinker is unlikely to switch to mountain dew simply because the latter is cheaper.

Investment behavior is identical to that of grocery consumptions, investors' conviction on a particular business cannot be fully quantified. History of investment extends way longer than Quants to an early age when investors do not read financial sheets, nevertheless, a less thorough quantitative research did not stop excellent businesses from emerging at the time. Tesla is one of the most extraordinary businesses of our time, with that said, its financial sheets are less than optimal in earlier years. After the company released its financial report of Q3 2017, most analysts believed that Tesla's capital chain will break down in the next summer. Those who managed to buy&hold Tesla during the past decade certainly have not relied solely on its financial sheets. Betting on the future is the fundamental principle of value investment which requires faith as much as financial knowledge.

Younger generation of investors do not financially devote to a company solely based on its stock and operation performance but on their social values.

## OUR MISSION

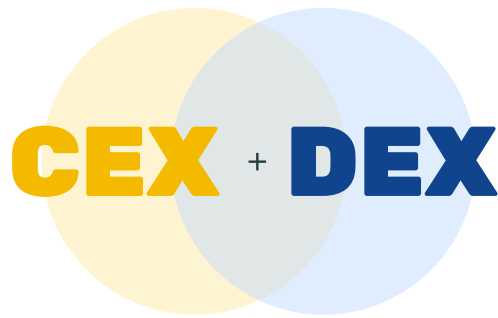
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**MemeBank** is a **Web3** cryptocurrency exchange that offering spot and futures trading hand-tailored to the needs of young investors. As of now, most exchanges have high technical and financial thresholds for new beginners. Our mission is to lower the bar of entry, making investing easy, fun and profitable for you.








## WHAT MAKES MemeBank UNIQUE

Being the first exchange that utilizes an AI listing system, **MemeBank** makes early investment opportunities more accessible for our members. Both DEXs and CEXs have their unique shortages. For example, have you ever missed out on some altcoins such as SHIB before they got listed on Binance or other centralized exchanges?



DEXs such as Uniswap introduced permissionless listing to blockchain, but there are thousands of fake tokens or shit coins which have caused a total loss of investment for many. It is also impossible for retail investors to DYOR on thousands of projects. MemeBank will list only trustworthy projects which have been traded on major DEXs but have not yet been listed on CEXs like Binance. You can also save a lot on gas fees when buying at MemeBank. In conclusion, projects listed on **MemeBank** are more diverse than Binance but our trading fee is way lower than Uniswap.

## MemeBank VS OTHERS

	 <b>MemeBank</b>	 <b>Binance</b>	 <b>FTX</b>
Trading fee rebate	<b>50%</b>	40%	42%
Trading fee dividend	<b>50%</b>	/	/
Liquidity mining		/	/
Token listing	<b>1 Day</b>	30 Day	7 Day
Socialized CEX		/	/
Exchange-to-earn		/	/

## MemeBank FEATURES

### Free Bitcoin Faucet

Free Bitcoin Faucet allows starters to get a taste of holding Cryptos. Our faucet gives away a sum of \$500 USD worth of Bitcoin every hour. In order to prevent bots and cheaters taking advantage of the pool, users have to manually activate the faucet every 12 hours as a form of "real person" verification.

Holding \$MBK and referring MemeBank to friends will boost the mining speed of the faucet.



## Trading Fee to The Community

Nowadays, most trading fees go to the exchanges. Users have made tremendous contributions by providing liquidity. However, they rarely have a cut in transaction fees. Additionally, holders of platform tokens do not receive any form of dividend either. It is unfair to leave out the users, who are the very pillars of exchange. Unlike existing exchanges, MemeBank aims to become a crypto-currency exchange platform built upon the concept of Web 3.0. We distribute 100% of trading fees back to the community, allowing the community to share the platform's growth and profit.

## Vote-to-list

**MemeBank** seeks to improve upon the shortages of existing CEXs and DEXs. CEXs for one have rigid listing standards which limit the investment options available for users. These standards also reject the listing applications of startup projects at early stages when they have the highest growth potentials. DEXs on the other hand go to another extreme of risk assessment. Many of the decentralized exchanges literally have no vetting procedures which leave the door wide-open for scams and rugpulls.

**MemeBank** aims to reach another level of perfection by introducing an "vote-to-list" mechanism, where we charge 0 listing fee, projects have to raise a sufficient amount of votes in order to get listed.

The user-interfaces of many major exchanges are too professional and redundant which make them unfriendly to starters. **MemeBank**, in contrast, is made to be both easy and fun to use. At MemeBank, every listed project has a live chat channel where users can share their thoughts on the project.

## A Quick Start

In order to trade at CEXs, users have to complete a series of redundant KYCs such as phone number and email address verification, along with Google authentication. MemeBank allows you to sign-in by connecting your wallet; you only need a few clicks to get started.



## MARKETING STRATEGY

Upon the formulation of the concept of MemeBank, we have already attracted the interests of several crypto-focused venture capitals. Below are our marketing strategies to further expand our user base and partnerships:

- Explore financing opportunities with our VC contacts during Private Sale
- Ambassador Initiative (Affiliate Program) with KOLs on Reddit, Youtube, Twitter, Tiktok and Instagram
- Membership and NFT Airdrop
- Friend referral mechanism
- Host AMA and interviews
- Promotions laser-focused on startup project leaders
- Release PR materials on influential media outlets in Europe, North America and Asia
- Establish 24hrs customer support in multiple languages
- Community Management and Events



## MemeCHAIN



Most existing blockchains have high gas fees and suboptimal performances, which makes quantitative trading and derivatives inconvenient to use on blockchain. Our solution is to introduce Memechain which charges almost no gas fee and ensures better performance.

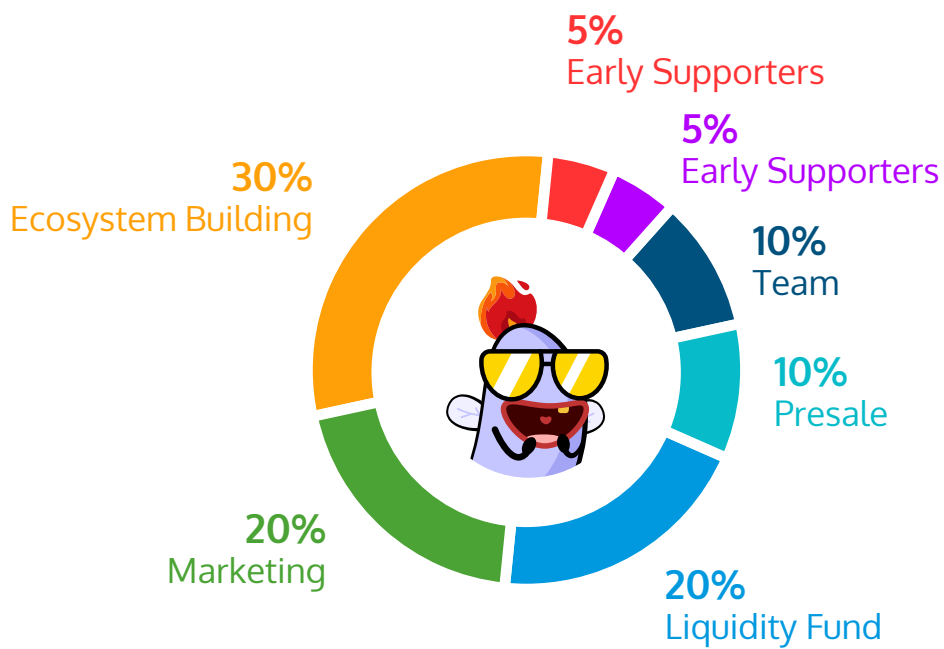
We will launch MemeChain in the future, which has EVM-compatible programmability, the cheapest and highest-performance blockchain. MemeChain will embrace large-scale applications, including GameFi, SocialFi and the Metaverse. Supporting smart contracts, MemeChain's security ecosystem is built upon a Delegated Proof-of-Stake ("DPoS") consensus mechanism with 101 validators achieving a millisecond block time.

The purpose of MemeChain is to serve as the infrastructure for the metaverse and will bring all its Web3 development under the umbrella of MetaFi. This will bring together developers and projects from the metaverse along with GameFi and SocialFi.

MBK is the blockchain gas token that "fuels" transactions on MemeChain.

## ABOUT \$MBK

\$MBK provides an attractive incentivization system to gather a large audience for new projects listed on MemeBank. The token can be used to pay for trading fees, participate in dividends and launchpads. \$MBK will run natively on the BSC with BEP-20. The total amount of \$MBK is 210,000,000 with no additional issuance. \$MBK token distribution will be as follows:



## \$MBK UTILITY

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**\$MBK** is the backbone of the MemeBank ecosystem, which contains the Exchange platform and MemeChain. We have carefully designed an incentivization mechanism to drive up network effects and demand for **\$MBK**, and to decrease its circulating supply.

### Discount on Trading Fees

Customers who hold a certain amount of **\$MBK** for a period of time pay lower **\$MBK** trading fees. This will further increase demand for **\$MBK**.

### Trading Fee Dividend

**\$MBK** holders will be able to collect the trading fees of MemeBank. 100% of our trading fees will be distributed to the community.

### Community Reward

Some of the **\$MBK** tokens will be used for the community, such as airdrops, staking and liquidity mining.

### Eligibility for Memepad

In the future, MemeBank will launch its IEO Platform "**MemePad**," which the **\$MBK** holders are eligible to participate in.








### Token Burn

One-tenth of all fees generated on MemeBank will be used to buy back **\$MBK** until at least half of the total **\$MBK** is burned.

### Use for Blockchain

**\$MBK** is the native token of MemeChain, and will be used to pay for the gas, reward miners and other stakeholders.

## MBK TOKEN VS OTHERS

	 <b>MemeBank</b>	 <b>Binance</b>	 <b>FTX</b>
Public-sale price	<b>\$0.1</b>	0.1%	\$1.0
Discount for trading fees	<b>More</b>	LESS	LESS
Qualification for IEO		YES	YES
Trading fee dividend		/	/
Eligibility for airdrops		/	/
Used for paying gas		YES	/
Cost of gas fee	<b>Low</b>	HIGH	/
Growth potential	<b>High</b>	LOW	LOW





## ROADMAP

### 2022 Q2

- Early market preparation, social media marketing campaign
- Design product, UI & NFT avatar
- Deploy token smart contract
- Audit by third party
- Launch presale and airdrop
- List on PancakeSwap
- Start spot trading
- List staking

### 2022 Q3

- Launch worldwide marketing, Europe, North America and Asia
- Start memebank ambassador plan, invite KOLs
- Upgrade Vote-to-list system
- Add multiple language support and currencies
- Start memepad, list new IEO projects
- launch early futures alpha version

## 2022 Q4

- Live-chat room
- Upgrade trading system
- Design Memechain technology architecture
- Launch futures trading
- Partnership with famous projects

## 2023 Q1

- Token buybacks and burns
- Launch Memechain
- Establish Memechain ecosystem funds
- List Memebank product 2.0
- Implement live chat assistant

## CONTACT US

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