



**SALTn'PEPE**

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LITEPAPER

# SALTn'PEPE PLATFORM LITEPAPER



While memes may seem trivial at first glance, they serve a critical function in modern culture. They provide a unique form of communication that speaks to the human experience, offering entertainment, and allowing us to connect with others.

Memes are often used in the cryptocurrency community to spread information and humor about different projects, coins, and market trends. They can help build a community around a particular project or cryptocurrency by providing a light-hearted way for people to engage with each other.

We want to provide our community with an innovative way of experiencing the meme hype. Our new and one-of-a-kind idea will provide a unique and fun way to explore the meme universe and experience a top-level crypto project.

*In this document, Salt & Pepe will introduce the project, outlining the fundamental principles of its tokenomics and the unique Tweet-n-Burn mechanism..*



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# TOKENOMICS



**Total Supply**

**1.000.000.000 (1B) Tokens**

For the sake of convenience, we will base our calculations on a 100 BNB PinkSale launch and a daily trading volume of \$100,000 (with an equal 50% distribution between buying and selling). We will not take into account the token's appreciation against the US dollar. Our analysis will assume a consistent market capitalization of \$1 million, though the value of each token may increase over time due to token burning.

## DISTRIBUTION



Total token distribution			
Total token	100%	1000000000	1B
Pink sale	20%	200000000	0,2B
Team	10%	100000000	0,1B
Community	60%	600000000	0,6B
Marketing (better to never use it and to redirect it to development)	10%	100000000	0,1B



# PINKSALE

Pink sale		
Total	100%	200000000
Sold	30%	60000000
Liquidity	70%	140000000

### Pinksale fund use (100 bnb)

Pinksale part	5%	5 bnb
Initial liquidity	51%	51bnb
Project funds	44%	44 bnb

liquidity / MC ratio				
100K \$ MC	500K \$ MC	1M \$ MC	50M \$ MC	
0,1632	0,03264	0,01632	0,0003264	With 16 320\$ liquidity in pool
0,5	0,1	0,05	0,001	\$ 50 000,00
1	0,2	0,1	0,002	\$ 100 000,00
2	0,4	0,2	0,004	\$ 200 000,00
4	0,8	0,4	0,008	\$ 400 000,00
8	1,6	0,8	0,016	\$ 800 000,00
16	3,2	1,6	0,032	\$ 1 600 000,00
32	6,4	3,2	0,064	\$ 3 200 000,00
64	12,8	6,4	0,128	\$ 6 400 000,00
128	25,6	12,8	0,256	\$ 12 800 000,00
256	51,2	25,6	0,512	\$ 25 600 000,00

## PART 1 - USE OF PINK SALE FUNDS

	IF XX BNB					
	Pink sell	100	200	500	1000	2000
	Project part	46	92	230	460	920
Community	50%	23	46	115	230	460
Marketing	30%	13,8	27,6	69	138	276
Team	20%	9,2	18,4	46	92	184

- 5% is for pink sale
- 51% of the pink sale, fair launch funds will be use for initial liquidity,
- 44% will be allocated to the project and divided as explained in the table
  - 50% for the community
  - 30% for marketing
  - 20% for team

### 3. Utilities

In the dynamic world of cryptocurrencies, meme tokens have gained a reputation for being primarily speculative assets with little to no utility. However, SALTnPEPE is bucking the trend by incorporating a tangible utility that sets it apart from other meme tokens in the market.

We will introduce, our once of a kind Tweet n Burn community driven marketing approach and future development such as NFT hub, to get communities together, and our easy but addictive P2e game (The last 2 will be discussed in the last part of this document and will be fully implemented during the first months of the project. But our aim during the first 2 months is first, to grow the community, and to make the tweet n burn marketing strategy the new gold standard for marketing in the crypto world.



### 4. HOW TO GET THE LIQUIDITY MC IS THE GOOD RANGE?

#### a. Buy back Tweet-n-Burn

Currently, one big issue about meme tokens is the liquidity / MC ratio. The ratio is really low and allows huge pump and dump in a short period of time. At first this can be seen as a huge advantage for the token. \$10M MC is more attractive than \$100k MC. But if this MC is backed with \$10k liquidity it's just dust. One person sells for \$5k and your chart is dead.

Ways to get the ratio in a healthier range are :

- > Put more LP (more \$ for same quantity of token)
- > Buy back token (less token for same \$ quantity)

We, at SnP, want to overcome this issue with our one of a kind marketing strategy that allows us to use the marketing funds generated by community interactions, to lower the total token supply. We recognize this issue and aim to achieve a ratio above 0.3 (i.e., \$30,000 liquidity for a \$100,000 market cap)

Growing a project necessitates effective marketing, but it can quickly become a financial burden. Candidly, paid marketing strategies such as call promotions or purchase competitions that reward only a few individuals are often an inefficient use of resources. Similarly, Twitter competitions are not ideal, as they tend to reward participants who may not even hold the token or have any involvement in the project.

In the realm of marketing, achieving numerous tweets from a variety of individuals consistently is the most effective strategy. This concept, known as community engagement, should yield visible rewards.

At SnP, our aim is to involve our community in a groundbreaking manner that combines meme hype with crypto fundamentals.

***We introduce the Tweet and Burn (Tweet-n-Burn) feature, a community-driven marketing and token burning method.***

Every communication or tweet containing a specific hashtag (e.g., #SnP, #SaltAndPepe) will be rewarded with a 0.003 BNB (\$1) buyback and burn from our team. This innovative marketing approach functions as follows:

1. Holders or others tweet about us using the designated hashtag.
2. Each tweet containing the hashtag is tallied and results in a token buyback and burn (e.g., 1000 tweets with 0.003 BNB per tweet equals a 3 BNB buyback and burn).
3. Each buyback reduces the total token supply, causing the liquidity/market cap ratio to rise. As a result, holders will see their percentage of the total supply increase, and with a stable market cap, the dollar amount will grow as well.

This method rewards the entire community and enables the project to allocate marketing funds to buy back and burn tokens. Causing a direct and visible impact on the token's price.

Consider, instead of using 30 BNB for two weeks of paid marketing, we initiate a project utility that buys back and burns 0.003 BNB of tokens for each tweet with the specified hashtag. This equates to 10,000 tweets for 30 BNB (the average cost of two weeks of marketing).

The best part is that the 30 BNB will be employed to buy back tokens (if 10,000 tweets are completed at 0.003 per tweet). Thus, if the liquidity is 100 BNB, a 30 BNB buyback will enable us to burn a significant number of tokens during the project's early stages, significantly reducing the total supply and enhancing the liquidity/market cap ratio with a deflationary token through a community driven marketing approach.

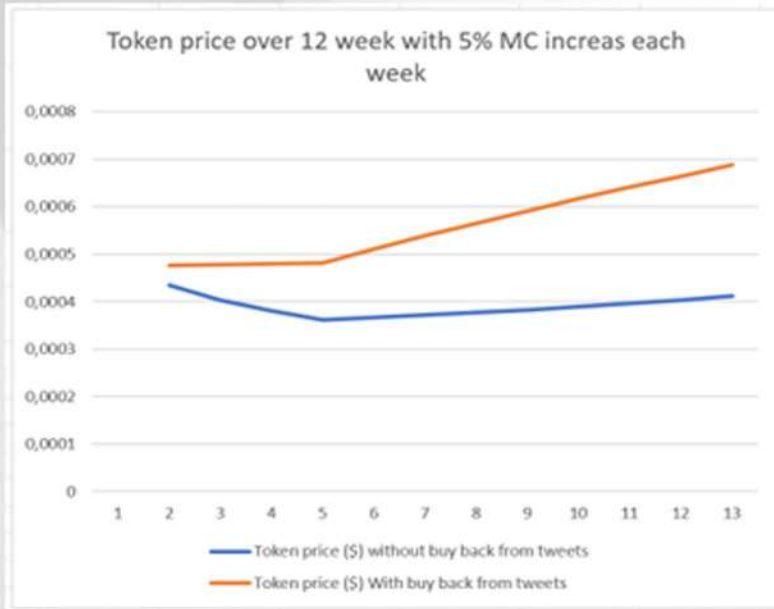


B. Few examples: (Same MC, +5%, +10%, +20%, +50%, -5%, -10%, -20%, -75% per week over 12 weeks)

Initial MC 100k with token from pink sale + farming release over 12 weeks (see section farming reward): With launch 30k initial MC and an investment of 15\$ (100 000 token). Considering for the twitter buyback situation 100 tweet / day rewarding 0,003 BNB / tweet (buyback and burn token)



Same MC for 12 Weeks:  
MC : 100k for 12 weeks  
15 \$ week 1 to 24,5\$ week 12 (without twitter buy back)  
15\$ week 1 to 51\$ week 12 (with twitter buyback)



MC 5% up each week for 12 Weeks:

15 \$ week 1 to 41\$ week 12  
(without twitter buy back)

15\$ week 1 to 70\$ week 12  
(with twitter buyback)

MC 10% up each week for 12 Weeks:

15 \$ week 1 to 69\$ week 12  
(without twitter buy back)

15\$ week 1 to 96\$ week 12  
(with twitter buyback)



MC 20% up each week for 12 Weeks:

15 \$ week 1 to 178\$ week 12  
(without twitter buy back)

15\$ week 1 to 206\$ week 12  
(with twitter buyback)





MC 50% up each week for 12 Weeks:

15 \$ week 1 to 2079\$ week 12  
(without twitter buy back)

15\$ week 1 to 2106\$ week 12  
(with twitter buyback)

MC 5% down each week for 12 Weeks:

15 \$ week 1 to 13\$ week 12  
(without twitter buy back)

15\$ week 1 to 42\$ week 12  
(with twitter buyback)



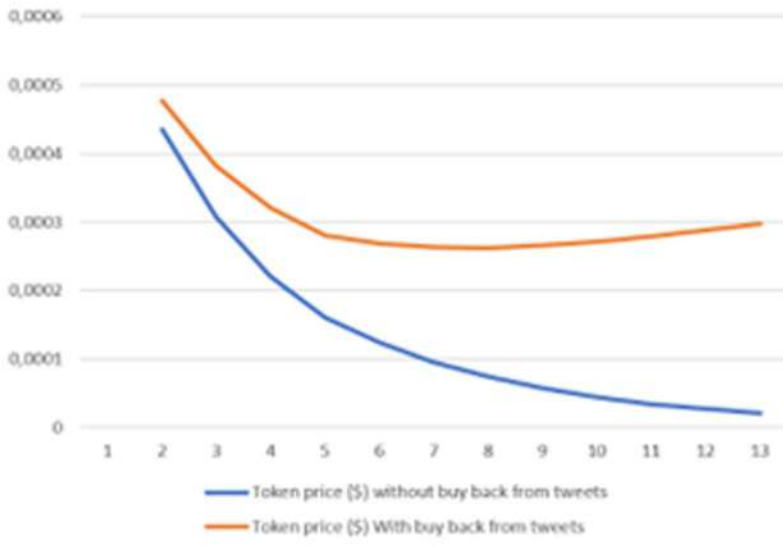
MC 10% down each week for 12 Weeks:

15 \$ week 1 to 7\$ week 12  
(without twitter buy back)

15\$ week 1 to 35\$ week 12  
(with twitter buyback)



Token price over 12 week with 20% MC decrease each week



MC 20% down each week for 12 Weeks:

15 \$ week 1 to 2\$ week 12  
(without twitter buy back)

15\$ week 1 to 29\$ week 12  
(with twitter buyback)

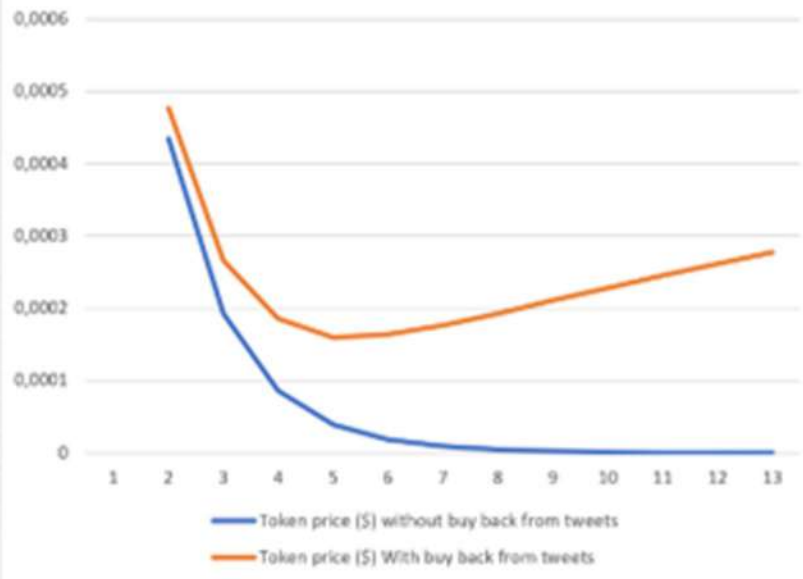


MC 75% down each week for 12 Weeks:

15 \$ week 1 to 0,01\$ week 12  
(without twitter buy back)

15\$ week 1 to 28\$ week 12  
(with twitter buyback)

Token price over 12 week with 20% MC decrease each week



In summary, using this strategy ensures that even if there is a 75% weekly decrease in market cap, the community's 100 tweets with the specified hashtag will yield a return of \$28 (doubled) after 12 weeks, as opposed to no return from an ineffective marketing campaign.

If there is a 50% weekly increase, the difference between employing the Twitter buyback method or not is minimal. Moreover, 100 daily tweets for 12 weeks will cost the project a total of 25.2 BNB in buyback, while an average two-week marketing campaign costs 30 BNB.

## 5. THE TAX ON TRANSACTION (BUY AND SELL TAX)

As with any community-driven initiative, we've established a taxation system for both Buy and Sells. Our primary objective is to incentivize long-term holding, so the tax on purchases is relatively low, with the majority allocated to community funds. On the other hand, the tax on sales is slightly higher, contributing to the community as well as supporting the team managing the project.

Our tax rates are as follows: 3% for Buy and 7% for Sells (refer to the table above). It's evident that the bulk of our project funding will be derived from trading volume. The example (Provided Below) demonstrates the funds generated over various periods, based on different daily trading volumes.

	Fees on buy	Fees on sell	Average fees
Community	1%	3,50%	2,25%
Marketing	2%	1,50%	1,75%
Team	0%	2%	1,00%
Total	3%	7%	

Volume (\$)		10000	50000	100000	200000	500000	1000000
	Number of days						
Community	1	225	1125	2250	4500	11250	22500
Marketing	1	175	875	1750	3500	8750	17500
Team	1	100	500	1000	2000	5000	10000
Community	3	675	3375	6750	13500	33750	67500
Marketing	3	525	2625	5250	10500	26250	52500
Team	3	300	1500	3000	6000	15000	30000
Community	5	1125	5625	11250	22500	56250	112500
Marketing	5	875	4375	8750	17500	43750	87500
Team	5	500	2500	5000	10000	25000	50000
Community	10	2250	11250	22500	45000	112500	225000
Marketing	10	1750	8750	17500	35000	87500	175000
Team	10	1000	5000	10000	20000	50000	100000
Community	20	4500	22500	45000	90000	225000	450000
Marketing	20	3500	17500	35000	70000	175000	350000
Team	20	2000	10000	20000	40000	100000	200000
Community	30	6750	33750	67500	135000	337500	675000
Marketing	30	5250	26250	52500	105000	262500	525000
Team	30	3000	15000	30000	60000	150000	300000
Community	50	11250	56250	112500	225000	562500	1125000
Marketing	50	8750	43750	87500	175000	437500	875000
Team	50	5000	25000	50000	100000	250000	500000
Community	100	22500	112500	225000	450000	1125000	2250000
Marketing	100	17500	87500	175000	350000	875000	1750000
Team	100	10000	50000	100000	200000	500000	1000000

The funds allocated for marketing will be utilized to support the Tweet-n-Burn mechanism, where one tweet corresponds to a 0.003 BNB buyback and burn. With a daily volume of \$10,000, the funds receive \$175, sufficient to cover 180 tweets per day.

Community funds will be dedicated to token staking for BNB rewards, as detailed in the staking section, as well as other community-driven utilities, as described in the section on community-driven utility. Lastly, the team funds will be used to expand the team and generate revenue, as outlined in the team section

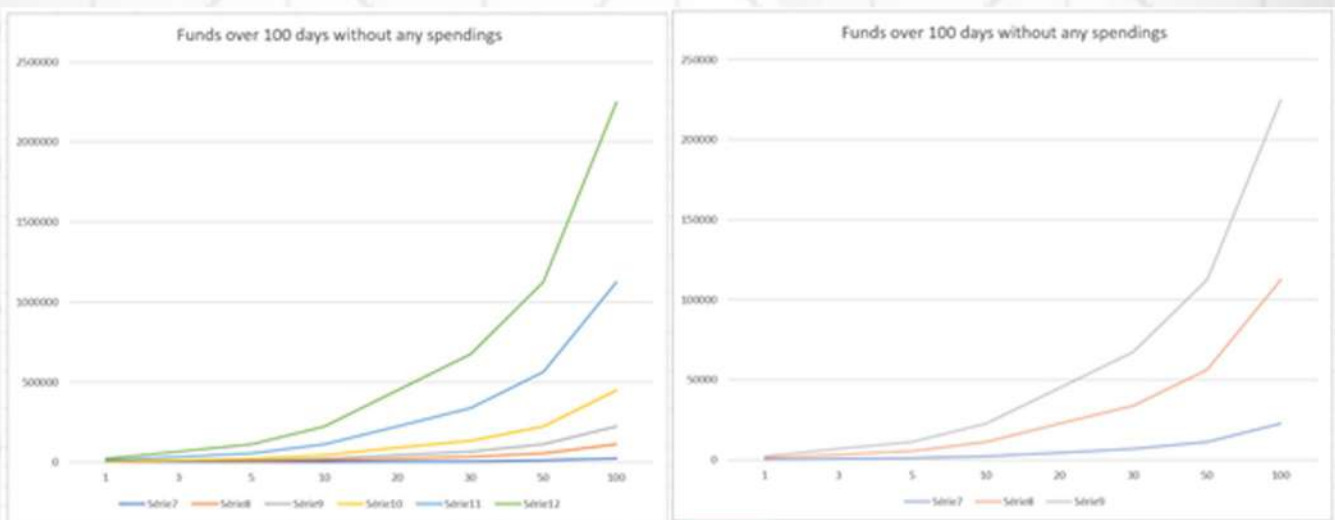


Illustration (Pictured Above) of the progression of community funds over a period of 100 days, featuring varying daily transaction volumes. The colors represent the following daily volumes: Green - \$1M; Blue - \$500K; Yellow - \$200K; Grey - \$100K; Orange - \$50K; and Dark blue - \$10K.

## MARKETING FUNDS ALLOCATION

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Marketing funds will be utilized for the Tweet-n-Burn strategy, with an expectation of at least 100 tweets per day and a daily volume of \$10,000. A minimum of 50% of the marketing budget will be directed towards this approach. Remaining funds may be used for additional tweets, alternative marketing strategies, or allocated according to community votes for buybacks, giveaways, or increased APR.

For a 100 BNB pink sale, the marketing wallet will begin with 14 BNB, sufficient to cover 3,500 tweets without considering the tax on buys and sells. If 100 BNB liquidity is achieved, this will result in a 13.8% burn of circulating supply within the first two weeks. The marketing tokens will be used for promotions and, if not needed, burned at a 10% rate.

## TEAM FUNDS ALLOCATION

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Team funds (0% on buys, 2% on sells, averaging 1%) will be utilized for team compensation. Eighty percent will be allocated to the core team (currently four members), while the remaining 20% will be used for team development.

The initial 9.2 BNB from a 100 BNB pink sale will be employed for rewarding and expanding the team. The team tokens will be vested with a 10% cliff, followed by 5% every three months (90% total).

## COMMUNITY FUNDS ALLOCATION

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Community funds will be dedicated to rewarding the community through staking, with rewards in BNB or other tokens depending on community votes (e.g., ETH, BTC). BNB staking will commence after four weeks to provide an attractive APR.

With a \$10,000 daily volume over 30 days, \$6,750 (22 BNB) will be available for staking rewards. Assuming a \$100k market cap, this equates to an average distribution of 6.8% of the total market cap value per month (81.6% APR paid out in BNB).

Additionally, 23 BNB from the pink sale will be used to offer an appealing APR during the first week (approximately 170% APR if all 46 BNB are distributed within 30 days and the market cap is \$100k). Following the initial month, the average APR is anticipated to remain at 80%.

	Team token unlock	Total unlock
TGE	10%	10%
3 month	5%	15%
6 Month	5%	20%
9 month	5%	25%
12 Month	5%	30%
15 month	5%	35%
18 Month	5%	40%
21 Month	5%	45%
24 Month	5%	50%
27 Month	5%	55%
30 Month	5%	60%
33 Month	5%	65%
36 Month	5%	70%
39 Month	5%	75%
42 Month	5%	80%
45 Month	5%	85%
48 Month	5%	90%
51 Month	5%	95%
54 Month	5%	100%

# 6. FUTURE OF COMMUNITY FUNDS AND PROJECT DEVELOPMENT

The allocation of community tokens (60%) will be utilized as outlined in the subsequent tables. Staking will be locked for one week, with two one-week staking periods, resulting in a total distribution of 10%. Following this, token staking will be halted, transitioning to a Liquidity Provider (LP) token staking mechanism for two weeks, with 5% distribution each time (10% in total). During the first month, 20% of the community wallet tokens will be distributed to reward early adopters by increasing their token holdings and reducing the overall token supply through the tweet and burn mechanism.

Our aim is to reward at first the early adopter with a good APR during the first 4 weeks. This will also increase the token supply (X2 in 4 weeks) but this is also taken into consideration and should allow the tweet n burn marketing approach to burn as much token as possible in the early days of the project (better to burn 1 000 000 token with 1BNB than 10 000).

Community		
Total	100%	600000000
Farming (first 2 weeks)	5% per week(10% total)	60000000
Farming LP (2 weeks)	5% per week (10% total)	60000000
Farming LP(next weeks) 5	1%	6000000

## a. NFTs

After the first month, BNB staking (community funds) will be introduced, with a decreasing number of tokens provided on top (you will get BNB + a small amount of our token, so that the project can achieve the deflationary status as soon as possible). The staking process will be driven by NFT utility, requiring holders to possess an NFT to stake a certain amount of tokens in a pool. For instance, one NFT could grant \$300 staking power. This staking mechanism will be expanded to other NFT communities to foster growth and collaboration between projects ( NFT Staking Hub will be part of V2 of LipePaper)

## b. Gamefi

We plan to launch our game, providing various benefits to the community, such as Play-to-Earn (P2E), Player-vs-Player (PVP), and in-game tournaments. Weekly tournaments will engage the community and offer numerous exciting rewards. These competitive activities will significantly impact the token mechanism by increasing the SnP token burn rate (this part will be explained during the V2 of the Lite paper).

# CONCLUSION

With a conservative prediction of \$10,000 in volume, our project aims to combine meme hype with intelligent tokenomics mechanisms, rewarding our community through staking and token burning. Direct BNB rewards help avoid token dumping after rewards, while the unique tweet and burn feature (0.003 BNB buyback and burn) lowers token supply and increases the average holdings against total liquidity. Additionally, offering BNB and/or token staking for other projects encourages community growth and social media impact, reducing token supply and increasing the number of holders. This strategy is expected to foster a proactive and innovative community, supported by well-conceived tools, and may lead to fruitful collaborations that enhance the BSC community as a whole