TOON PAPER v0.2

TOONDAO.COM

30/12/2022

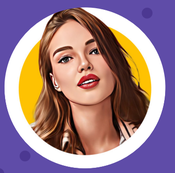
WHO ToON ARE

ToON is a new initiative by the same expert team that launched **Photo Lab**, **ToonMe**, and **NewProfilePic** that went viral and achieved inspiring results over the past **2 years**:

- **200M+ downloads** combined
- **#1 overall rankings in the App Store & Google Play** in US, China, Japan and 40 geographies more

#1
overall

200M
downloads



over
40
countries

ToON DAO

ToON DAO is a worldwide **group of thinkers and builders** who gather together to create apps that use the viral power of social media to bring **Web3** adoption mainstream through **ToON Token**.

→ READ MORE

HOW DAO WORKS

ToON DAO has an elected leader (The Maintainer) controlled by token holders.

The Maintainer is motivated and rewarded to effectively develop the ecosystem.
Crucial duties of the Maintainer are performed off-chain. The Maintainer:

- Suggests smart contract upgrades
- Proposes donation options
- Develops **ToON Ecosystem**

→ READ MORE

ToON TOKEN

ToON ERC20 governance token is minted as a result of Ethereum transaction to a smart contract address at an ever-increasing price pegged to the USD. It is designed to ensure smoother onboarding to the **DAO**.

We hold and promote **ToON Token** as a way to collectively fund and govern our community, research and development.

TOKENOMICS

First million tokens are sold at $1, then token price on the primary market increases **exponentially**.

ToON Token doesn't have a supply cap, but **doubling** the supply requires a **tenfold** increase in price in the contract. When the token price **does not grow**, the supply **does not change**.

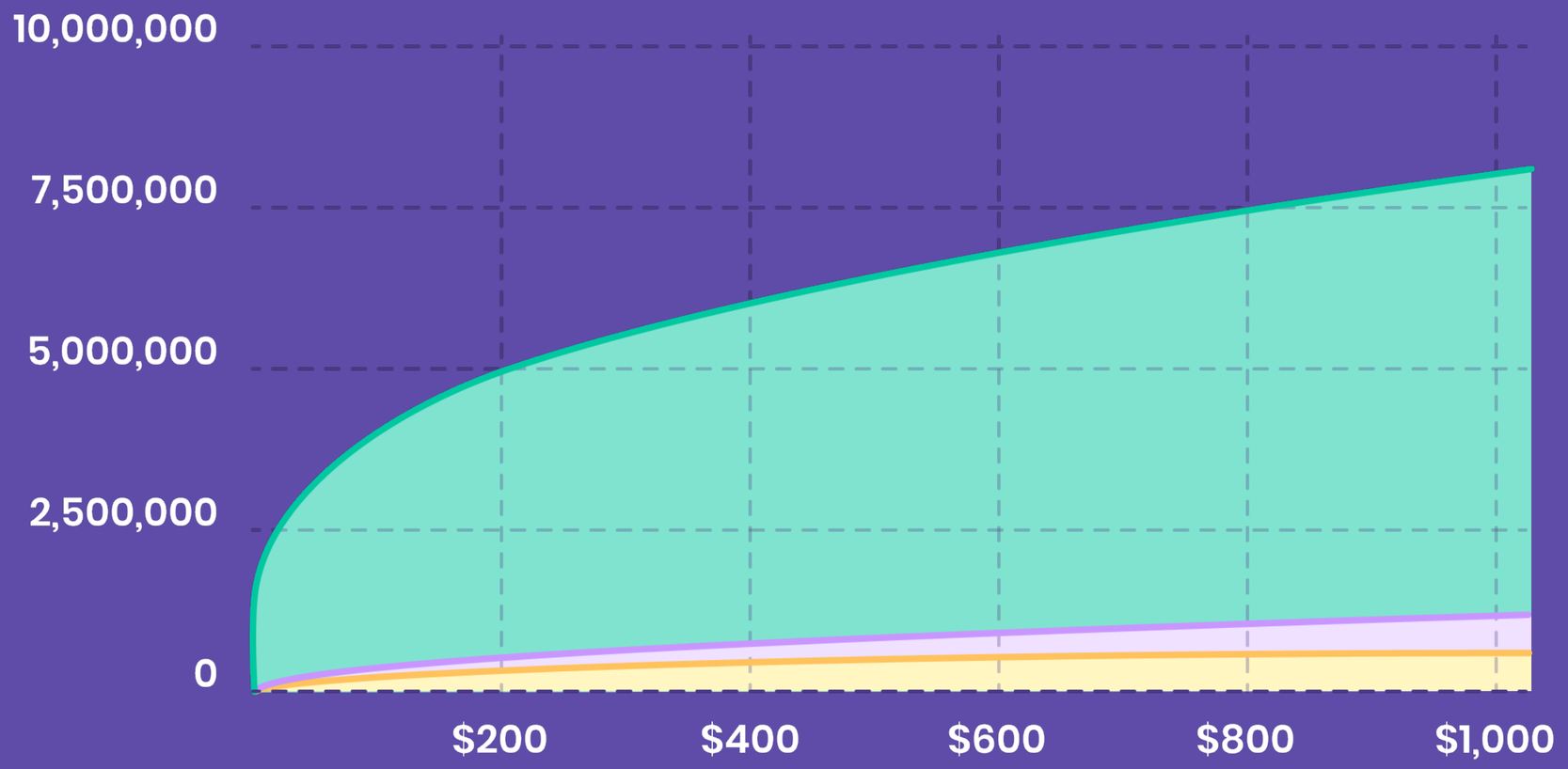
There are three directions of **ToON Token** distribution:

- **MINT:** minted for Ethereum
- **Maintainer:** extra 10% of tokens minted as the Maintainer reward after the token supply in the contract exceeds 2,000,000 tokens. Note that there is the lockup period that lasts until the price doubles, or one year.
- **Bounty:** extra 10% of tokens minted for promotional campaigns after the token supply in the contract exceeds 2,464,047 tokens. Note that there is the lockup period that lasts until the price doubles, or 100 years.

All Ethereum earned by minting tokens remains on the smart contract for charity.

→ **READ MORE**

ToON MINTING LOGIC



MINT Tokens

Bounty Tokens

Maintainer Tokens

The accurate definition of minting price **ToON Token** is:

$$\text{TOKEN MINTING PRICE} = 10^{\log_2\left(\frac{\text{CURRENT SUPPLY}}{1{,}000{,}000}\right)}$$

ToON AUDIENCE

ToON Ecosystem is targeted at the following audiences:

- **Web2** Users:
  - Upon starting the app, they discover **ToON Ecosystem** built around crypto and focused on charity
  - By sharing their new art with our logo, they spread the word among their followers and friends, both crypto-oriented and not
  - By becoming loyal users of our apps, they constantly contribute to **ToON** brand awareness
- **Web3** Users:
  - See artwork made with our apps in their feeds and understand that app is a part of a crypto project
  - The crypto project is focused on developing **Ecosystem**, building a unique **DAO** and also connected with charity
  - The developers behind it are good at making competitive visuals and becoming viral

→ READ MORE

CHARITY

All Ethereum earned by minting tokens remains on the smart contract.

It is intended for **donations** that will be carried out by **DAO**.

We are looking to support **high-leverage charities**, like fundamental research that has a potentially high positive impact on our world, but fails to attract private or corporate investors.

→ READ MORE

PROMOTION ACTIVITIES

- Development of ad-hoc apps for active promotion of the **ToON Token**
- Promotion within existing apps with large audiences
- Promo activities in crypto space
- Collaboration with influencers for **ToON Token** promotion

ROADMAP

SEPTEMBER 2021	Started working on smart contract, while polishing the concept
23 DECEMBER 2021	Smart contract deployed, first one pager released
8 NOVEMBER 2022	Soft launch of first **ToonCoin** mobile app and **ToONPaper v 0.1**
Q1 2023	Official public launch of **ToON Token**. First promo activities in crypto space. First collaborations with apps
Q2 2023	Launch of **ToonCoin** wallet on fast **L2 blockchain**. Advanced promo activities
Q3 2023	First charity distributions
Q4 2023	Launch of **ToonChain**: a separate **ToonCoin L2 blockchain**