



white paper

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Introduction

Project Overview \$PEPELAND is an exciting and innovative cryptocurrency project built on the Ethereum blockchain. Our mission is to create an engaging digital ecosystem that blends the world of decentralized finance (DeFi) with the captivating charm of the Pepe meme culture. At \$PEPELAND, we aim to offer a unique and rewarding experience to our community members, combining the creative spirit of the Pepe meme with the power of blockchain technology.

Objectives

Our primary objectives are to establish a vibrant and sustainable ecosystem where token holders can participate in various activities, including staking, NFT ownership, and more.

We strive to: Provide a secure and transparent platform for our community to interact, trade, and stake \$PEPELAND tokens. Create a diverse range of NFTs, each with distinct features and rarity, to cater to a wide audience. Implement a robust referral program that rewards our community for their support and encourages further engagement.

Forge strategic partnerships with industry leaders, including PinkSale, OpenSea, DexTools, CoinMarketCap, and CoinGecko, to enhance our project's visibility and utility. Maintain a clear and sustainable tokenomics model that aligns with our community's interests and the long-term success of \$PEPELAND.

In the following sections of this whitepaper, we will delve deeper into our tokenomics, the details of our presale on PinkSale, our innovative referral program, staking rewards, the NFT tiers, and our partnerships. Together, these components form the foundation of our project and reflect our commitment to creating a dynamic and rewarding ecosystem for our community members.



Tokenomics

Total Token Supply

\$PEPELAND operates with a total token supply of 8,888,888,888 \$PEPELAND tokens. This fixed supply forms the basis of our ecosystem and ensures scarcity, value, and long-term sustainability.

Distribution of Tokens

Our token distribution strategy is designed to provide a fair and balanced allocation of tokens to various stakeholders within the \$PEPELAND community. The distribution breakdown is as follows:

Staking Rewards: 50% of the total supply is reserved for rewarding our community members who participate in staking activities. Staking offers a way to earn rewards while contributing to the security and stability of our ecosystem.

Presale: We allocate 15% of the total supply to our presale on PinkSale. This presale allows early supporters to acquire \$PEPELAND tokens at an initial stage, contributing to the growth and development of the project.

Liquidity Pool: To ensure liquidity and facilitate trading, we allocate 15% of the total supply to our liquidity pool. A well-funded liquidity pool enhances accessibility and market stability.

Marketing: 7,5% of the total supply is dedicated to marketing efforts. This allocation enables us to raise awareness, attract new community members, and foster organic growth.

CEX (Centralized Exchange): 10% of the total supply is earmarked for CEX listing fees and partnerships with centralized exchanges, broadening the reach of our token.

Airdrop/Referral Program: We allocate 2.5% of the total supply to our Airdrop/Referral Program. This program incentivizes our community to invite new participants and expand our reach.

Our tokenomics model is designed to ensure transparency, fairness, and sustainability. It reflects our dedication to creating an ecosystem where every participant has an opportunity to contribute and benefit from their involvement in \$PEPELAND.

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Referral Program

Program Overview

At \$PEPELAND, we believe that our community is at the heart of our success. To express our gratitude for your support and to encourage further engagement, we've introduced a rewarding Referral Program. This program allows our community members to earn additional \$PEPELAND tokens by inviting new participants to join our ecosystem.

How to Participate:

Participating in our Referral Program is simple and accessible to all \$PEPELAND token holders. Here's how you can get involved:

Visit our Referral Page: Head over to our Referral Page on our official website.

Enter Your ETH Wallet: Once on the Referral Page, you'll be prompted to enter your Ethereum wallet address associated with your \$PEPELAND account. This ensures you receive your referral rewards directly to your wallet.

Follow Us on Twitter: Click the provided link to follow our official Twitter account. Stay updated with our latest announcements and developments.

Create a \$PEPELAND Account: If you haven't already, you can create a \$PEPELAND account. This is your gateway to the \$PEPELAND ecosystem.

Unlock More Tasks: By entering your ETH wallet, following us on Twitter, and creating a \$PEPELAND account, you'll unlock additional referral tasks.

Complete All Tasks: Engage with the community and earn valuable points by completing all available referral tasks. These tasks include activities like sharing \$PEPELAND updates on Twitter and participating in our Telegram community.

By following these simple steps, you'll be an active participant in our Referral Program, helping to grow the \$PEPELAND community while earning rewards for your contributions.

Feel free to include these steps on your Referral Program page for clarity and ease of participation for your community members.



Staking Rewards and NFT Tiers

Staking Overview

Staking is at the core of our \$PEPELAND ecosystem, offering our community members an opportunity to actively participate and be rewarded for their contributions. We have designed a staking system that combines simplicity with attractive incentives, where participants can stake and unstake at their own discretion.

Allocation of Staking Rewards

To ensure a sustainable and rewarding staking experience, we have allocated 50% of the initial supply of \$PEPELAND tokens for staking rewards. This allocation reflects our commitment to rewarding our community for their loyalty and engagement.

NFT Tiers

To enhance the staking experience and provide added value to our community, we've introduced a diverse range of NFT tiers. Each tier represents a unique opportunity for our members to stake their tokens and earn rewards. Our NFT tiers include:

Legendary

Epic

Rare

Normal

Staking Boosts

Staking rewards are augmented by the rarity and tier of the NFTs held by participants. We offer the following boost multipliers based on the NFT rarity and tier:

Tier 1: 50% boost

Tier 2: 25% boost

Tier 3: 10% boost

These boosts enhance the rewards earned by stakers, providing an additional layer of benefits to those who hold higher rarity and tier NFTs.

Staking Rewards Schedule

We distribute staking rewards over time to ensure a steady and sustainable ecosystem. Approximately 15% of the total supply of staking rewards will be distributed each year until the allocated staking coins have been fully rewarded. This distribution schedule reflects our commitment to maintaining an engaging and rewarding staking program for our community.

The staking rewards program adds an exciting dimension to \$PEPELAND, allowing our community members to maximize their earnings based on their NFT holdings and staking activities. As we continue to grow and evolve, we remain committed to ensuring that our staking program remains competitive and rewarding, aligning with the long-term goals of the project.



Pepe Casino

Pepe Casino is an exciting addition to the \$PEPELAND ecosystem, offering a unique and entertaining gaming experience for our community members. Inspired by the beloved Pepe the Frog meme culture, Pepe Casino combines fun, excitement, and the potential for substantial rewards.

Key Features:

Diverse Casino Games: Pepe Casino offers a wide variety of popular casino games, including slots, roulette, blackjack, poker, and more. Whether you're a seasoned gambler or a casual player, there's a game for everyone.

\$PEPELAND Integration: Pepe Casino seamlessly integrates with the \$PEPELAND ecosystem, allowing players to use \$PEPELAND tokens to place bets, win jackpots, and participate in exclusive casino events.

Fair Play: Pepe Casino employs advanced blockchain technology to ensure fairness and transparency in all casino games. Players can verify the integrity of each game's outcome on the blockchain.

Licensed and Regulated: Pepe Casino holds a prestigious gambling license issued by Curacao E-Gaming, ensuring that our casino operates with the highest standards of fairness, security, and compliance.

Community Challenges: Engage with the \$PEPELAND community through casino challenges and tournaments. Compete with fellow players for rewards and recognition on our leaderboards.

Exclusive Rewards: Play at Pepe Casino and unlock exclusive rewards, including NFTs, bonuses, and additional \$PEPELAND tokens. The more you play, the more you can earn.

NFT Holders Revenue Sharing: As an innovative feature, NFT holders within the \$PEPELAND ecosystem have the opportunity to share in the revenue generated by Pepe Casino. This unique revenue-sharing model strengthens the bond between NFT holders and the casino's success.



Roadmap

Phase 1: Project Inception

Conceptualization of PepeLand: Define the project's vision, mission, and key features.
Market Research: Conduct thorough market research to identify opportunities and challenges.
Funding Secured: Secure the necessary funding for project development.
Website & Social Media: Launch the official website and establish a strong social media presence.
Smart Contract Development: Create and audit smart contracts for \$PEPELAND tokens and NFTs.
Referral Program: Launch the referral program, allowing community members to invite others.
Whitepaper: Publish a comprehensive whitepaper detailing project details and tokenomics.
Start of Presale: Initiate the presale event to fund project development.
Pepe Casino Teasers: Generate excitement with teasers about the upcoming Pepe Casino.

Phase 2: Ecosystem Growth

Presale & Token Distribution: Conclude the presale event and distribute \$PEPELAND tokens.
Airdrop NFTs: Reward presale participants with exclusive NFTs.
Staking Platform Launch: Roll out the staking platform, enabling users to stake tokens for rewards.
Marketing & Press: Implement marketing strategies and release press statements.
Centralized Exchange Listing: List \$PEPELAND tokens on centralized exchanges to enhance liquidity.
Partnership Announcements: Reveal significant partnerships to boost project visibility.
Referral Program Rewards: Distribute rewards to participants of the referral program.
Pepe Casino Development: Commence development of Pepe Casino.

Phase 3: Community Expansion

Decentralized Governance: Introduce a decentralized governance system for community participation.
NFT Reward Distribution: Reward community members with NFTs based on contributions.
Partnership Expansion: Strengthen partnerships with NFT marketplaces to enhance the NFT ecosystem.
Ambassador Program: Launch an ambassador program to engage the community.
Sustained Marketing: Maintain marketing efforts to grow the project's presence.
More Developments: Announce additional project developments, features, or partnerships.

Phase 4: Continued Growth

Pepe Casino Beta: Release the beta version of Pepe Casino for user testing and feedback.
Ongoing Developments: Continue unveiling new features, developments, or partnerships to maintain excitement.



Partnerships

\$PEPELAND is proud to collaborate with industry-leading partners who share our vision for innovation, community, and the future of decentralized entertainment. These strategic partnerships are vital to our mission of creating a dynamic and engaging ecosystem for our users. Here are some of our notable partners:

1. Pinksale

Our partnership with Pinksale Finance provides a robust and secure platform for conducting our presale events. Pinksale's expertise in token sales and launchpad services ensures a seamless and transparent experience for our contributors.

2. OpenSea

As a prominent NFT marketplace, OpenSea is a natural fit for \$PEPELAND's NFT ecosystem. Our collaboration with OpenSea enables our community to easily buy, sell, and trade \$PEPELAND NFTs in a trusted and user-friendly environment.

3. Dextools

Dextools plays a crucial role in providing real-time data and analytics for our project. This partnership empowers our community with the tools needed to make informed decisions and stay updated on \$PEPELAND's performance.

4. CoinMarketCap and CoinGecko

Listing on CoinMarketCap and CoinGecko grants \$PEPELAND exposure to a global audience of cryptocurrency enthusiasts. These partnerships enhance our visibility and accessibility in the wider crypto ecosystem.

5. Curacao E-Gaming

Our partnership with Curacao E-Gaming underscores our commitment to responsible gaming. With a Curacao E-Gaming gambling license, Pepe Casino operates with the highest standards of fairness, security, and regulatory compliance.

These partnerships represent just the beginning of our journey. We are continuously exploring new collaborations to expand the \$PEPELAND ecosystem and provide added value to our community. Stay tuned for more exciting partnerships as we grow together.



Security and Compliance

At \$PEPELAND, the safety and security of our community members are paramount. We are committed to maintaining a robust and compliant ecosystem that safeguards user interests and adheres to regulatory standards.

Here's how we ensure security and compliance within our project:

1. Smart Contract Security

Our smart contracts undergo rigorous development and security audits by reputable blockchain security firms. We implement industry best practices to minimize vulnerabilities and ensure that our contracts are secure against potential threats.

2. Transparency

We are dedicated to providing complete transparency regarding the project's development, finances, and operations. Regular updates and reports are shared with the community to maintain an open and trustworthy relationship.

3. Regulatory Compliance

\$PEPELAND operates in compliance with all relevant regulatory requirements. Our team actively monitors changes in cryptocurrency and blockchain regulations to ensure that we remain compliant with evolving standards.

4. Data Protection

We take data privacy seriously. User data is treated with the utmost confidentiality and is only used for the purposes specified in our privacy policy. We adhere to data protection laws and regulations to safeguard user information.

5. KYC and AML Measures

For certain aspects of the project, such as the presale and referral program, we may implement Know Your Customer (KYC) and Anti-Money Laundering (AML) procedures to prevent fraud and ensure a secure environment for all participants.

6. Bug Bounty Program

We encourage responsible disclosure of security vulnerabilities through our bug bounty program. Community members and security experts are invited to report any identified vulnerabilities in exchange for rewards.

7. Legal Consultation

\$PEPELAND works closely with legal experts who specialize in blockchain and cryptocurrency. This ensures that we remain compliant with applicable laws and regulations in various jurisdictions.

8. Community Education

We believe that informed users are safer users. We provide educational resources to our community, helping them understand security best practices, such as wallet security and phishing prevention. By implementing these security and compliance measures, \$PEPELAND aims to create a secure and trustworthy environment for all participants, fostering long-term confidence in our project.



Legal Disclaimer

Important Notice

The following disclaimer outlines important information regarding the use of the \$PEPELAND website, \$PEPELAND tokens, and associated services. By accessing and using any of these resources, you acknowledge and agree to the terms and conditions outlined in this disclaimer. Please read this disclaimer carefully.

1. No Financial Advice

\$PEPELAND and its affiliates do not provide financial, investment, or legal advice. All information, including the contents of this whitepaper, the \$PEPELAND website, and related documents, is for informational purposes only. We strongly encourage all users to conduct their own research and seek professional advice before participating in any financial transactions or investments.

2. Risk Warning

Cryptocurrency investments and transactions involve a high level of risk and are subject to market volatility. The value of \$PEPELAND tokens and NFTs may fluctuate significantly, and there is a risk of partial or total loss of invested capital. Users should be aware of these risks and only invest what they can afford to lose.

3. Regulatory Compliance

The regulatory environment for cryptocurrencies, blockchain technology, and digital assets varies by jurisdiction. Users are responsible for understanding and complying with the regulations relevant to their location. \$PEPELAND may implement measures such as KYC and AML procedures to ensure compliance with applicable laws.

4. Security Precautions

Users are solely responsible for the security of their wallets, private keys, and personal information. \$PEPELAND is not responsible for any losses resulting from the compromise of user accounts, wallets, or security breaches.

5. Forward-Looking Statements

Statements within this whitepaper and related materials may contain forward-looking statements that involve known and unknown risks, uncertainties, and other factors that could cause actual results, performance, or achievements to differ materially from future results, performance, or achievements expressed or implied by such forward-looking statements.

6. Third-Party Links and Services

\$PEPELAND may provide links to third-party websites, services, or resources for convenience. We do not endorse or guarantee the accuracy, legality, or appropriateness of content on third-party websites, and users access them at their own risk.

7. Changes and Updates

\$PEPELAND reserves the right to modify, amend, or update this disclaimer and any related documents at any time without prior notice. Users are encouraged to review this disclaimer periodically for changes.

8. Agreement to Terms

By using the \$PEPELAND website, tokens, and services, you signify your acceptance of this disclaimer. If you do not agree with any part of this disclaimer, please refrain from using our resources. \$PEPELAND is committed to maintaining a safe and transparent environment for our users. We encourage responsible and informed participation in our ecosystem.

