

# The bravest, fiercest, most accessible token on the planet



## What we believe

We believe that community is the commerce of the future. Imagine a tokencommunity coming together with the singular common focus of increasing the wealth of everyone involved! The blockchain is the perfect mechanism to allow this to happen. Talk about a dream come true! These reasons are why we had to create, develop and launch the TruBadger token.

The TruBadger tokenomics (innovation fund) allows us the resources to assemble the best team that can then leverage the collective intelligence, finance, energy, network, and talent of the community and industry experts.

We can develop innovations in the crypto and blockchain space and build out improved tools to make integration of the blockchain easier, more efficient, and accessible for all, allowing further expansion of the growth of the cryptoverse.

Here are some of the things we plan to accomplish:

- Create a community-driven NFT project
- Develop a new innovative blockchain
- Improve existing wallets, exchanges, DeFi, farming and more
- Secure partnerships, acquisitions and collaborations with new and existing projects
- Support the launch of other innovative blockchain projects and their teams

We will provide more detail on these and other ideas in future Whitepaper updates.



**“People without leverage work for those with leverage.”**

—Robert Kiyosaki

Community allows leverage, and that’s the reason for us to form a cryptocurrency that will be a reflection, an expression of this power of community and the blockchain coming together.

TruBadger is a deflationary reflection utility token but will turn into a long-term company focusing on creating massive value for our token holder community through product development that brings financial wealth and stability.

The TruBadger token is a Deflationary (reduced Supply) Reflection (Stacking) utility token. This is accomplished by a tax/fee on each purchase, sale, and transfer of the tokens.

## Our Governance

We plan to set up the corporate structure as a foundation similar to Ethereum, Polkadot, and other major players in the crypto and blockchain space, at which point we will set up community governance. This governance allows for the token to be fully driven by the community. Our target is 6 months from the launch of the TruBadger token (see the timeline on the website <https://trubadger.io>).



## Why Reflection?



“Reflection tokens are self-generating DeFi tokens. The tokens distribute a percentage of every transaction back to its holders. The mechanism encourages token holders to hold on to their tokens to earn taxes from the transactions on the market. A percentage of every transaction is used to fuel a liquidity pool (currently the decentralized exchange PancakeSwap), and a part of that same transaction is used to distribute back to the holders.”

Jeremy Timessen (25/05/2021). REFLECTION TOKENS AND MEME COINS.

Reflection is an incredible mechanism that allows for the people who are the most dedicated to the token’s success via being holders, the greatest supporters of the community, to get the most significant benefit by holding more tokens. The more you hold, the more benefit you get because you provide more value to the other community members.

TruBadger tokenomics includes a 3% reflection (see full tokenomics below).

On every buy, sell, and transfer, 3% of the fee will go back to the holders. With typical reflection tokens, holding has its benefits. With the TruBadger token, holding will be even more lucrative, like when you receive airdrops!

## Why Deflationary?

Deflation is a decrease in the general price level of goods and services. This decrease allows more goods and services to be bought than before with the same amount of currency. In the context of the TruBadger token, deflation refers to the maximum supply. There will only ever be **1,000,000,000,000,000**

TruBadger tokens mined. Many other cryptocurrencies are also deflationary in nature.

What is burning? Burning is a mechanism that creates additional value for investors by permanently reducing the total supply of the token on the market, eliminating them from the blockchain network.

As more tokens get burned, the total supply available is reduced, increasing the value of each token.

The static reward system is a concept that has been developed through the innovation in DeFi in the blockchain space and popularized by projects like Safemoon.

TruBadger tokenomics includes a 1% manual burn fund (see full tokenomics below). The key reason is to deflate token supply, lead to an increase in value and build our community by hosting burn parties regularly (events where everyone can physically watch our live burns and see our burn wallet grow).



## TruBadger’s Token Utility



What is Utility? The definition of utility is the state of being useful, profitable, or beneficial. A utility token is “a digital token of cryptocurrency that is issued to fund the development of the cryptocurrency and that can be later used to purchase a good or service offered by the issuer of the cryptocurrency.”

— Merriam-Webster dictionary

### TruBadger Token Utility

1. Reflection (3%)
2. Deflationary (1%)
3. Coin Stability funds permanently designated to LP (4%)
4. Marketing & Innovation (2%) - marketing promotion facilitating TruBadger community growth and driving innovation and development of blockchain projects via Innovation Fund creating long term value for token holders
5. Used as commerce on future TruBadger projects
6. Holding TruBadger tokens is how we’ll identify and grant governance rights once implemented
7. To be continued...

## Why the Innovation Fund?

The innovation fund allows for the resources necessary to build any type of significant organization. When the team looked at the space, we realized that most of the other existing tokens ask for donations to innovate and create. If we were to do that, we would be asking our most loyal people to pay for it. With our innovation fund, we have these resources readily available for us to be able to move at the speed which is necessary within the blockchain space, but also the people that are buying and selling the token on a frequent basis, are paying the majority of the development and creating value for the holders. 1% of the fee will be directed to the Innovation and Development Fund.



### Why the Innovation Fund?

The innovation fund allows for the resources necessary to build any significant organization. When the team looked at the space, we realized that most of the other existing tokens ask for donations to innovate and create. If we were to do that, we would be asking our most loyal people to pay for it. With our innovation fund, we have these resources readily available to move at the necessary speed within the blockchain space. Also, the people buying and selling the token frequently pay the majority of the development and create value for the holders. One percent of the fee will be directed to the Innovation and Development Fund.

### Why the Marketing Fund?

The number of token holders, especially hodlers, drives the value of the token. To effectively grow this, it is necessary to have marketing resources budgeted and readily available. Any experienced business person that knows how to run a company knows they need to have marketing resources to build a successful brand. One percent of the fee will be designated for the Marketing Fund.

### Contest Token Allocation

Contest winners have the opportunity to choose a charity category. Then a matching token prize amount is donated to the charity. Essentially, this becomes a matching contest prize between the winner and charity. This is valid through July 31, 2021. We will submit matching donations through that date.

### Multi-signature Wallets

We use multi-signature wallets to ensure the wallet owner has the full benefit of these wallets for the exclusive benefit of token holders. All wallets described above use the multi-signature process.



### Anti-Whale

Being token enthusiasts ourselves, we’ve been frontrun and hurt by whales buying and selling large allotments of tokens. We don’t want to run over the little guy, which is why we run a strict policy on how many tokens you can buy at a time. The buy/sell/transfer limit is 2 Trillion TRUBGR per transaction.



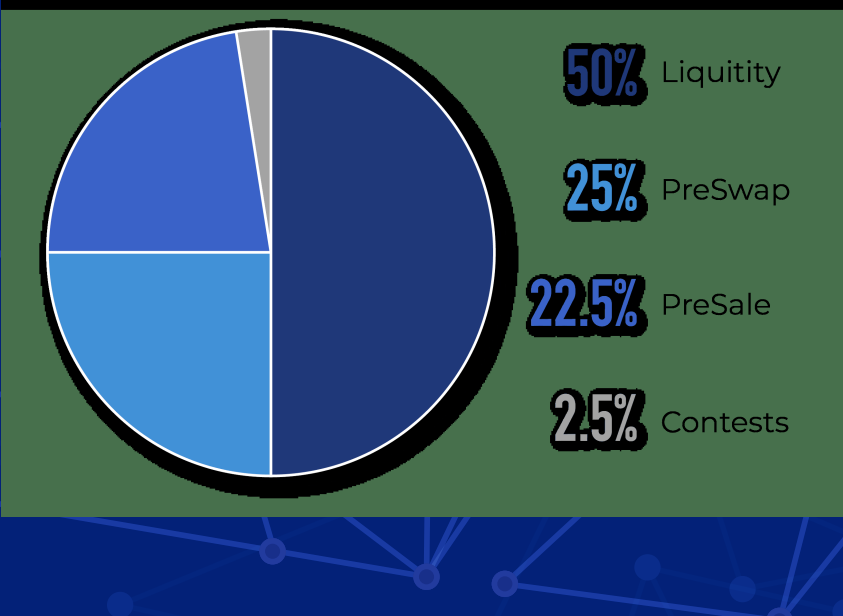
### Tokenomics

- 1,000,000,000,000,000 locked token supply (no future minting)
- 20% of locked token supply burned [founding team tokens]



## All following calculations of percentages are postburn

- 22.5% presale limited to founding team members. Funds used to provide liquidity on PancakeSwap and launch expenses.
- 2.5% of the tokens will go into a matching contest winner/charity pool wallet.
- 75% of the TruBadger tokens provide liquidity, with 50% of the 75% of the tokens added immediately to and locked on PancakeSwap. The remaining 37.5% of tokens are held to add to other exchanges and/or PancakeSwap exclusively allocated to provide liquidity for the TruBadger token.



## Transaction Fee:

### Fee

10% broken down as follows:



- 0.4% Liquidity Fund
- 0.3% Reflection
- 0.1% Manual Burn
- 0.1% Marketing Fund
- 0.1% Innovation & Development Fund

There is a 10% tax (transaction fee) broken down as follows:

- 3% Reflection
- 4% Liquidity Fund - 100% guaranteed only to be used to provide liquidity, providing a floor for the token.
- 1% Manual Burn wallet (join our weekly burn party)
- 1% Marketing Fund wallet
- 1% Innovation and Development Fund wallet

After 6 months, 1% marketing rolls into a 2% innovation development fund (token holder’s wealth-building fund). Ownership is transferred into a foundation within 2 months of launching, and community governance is developed and launched within 6 months. Governance is set for the community to decide if we eliminate it over time. The “how” is set during the development of full-spectrum governance at a future time. Every quarter, we will propose to the token holders to lower or eliminate taxes until it is zero tax.

**Welcome to your destiny — TruBadger! DIG in and HODL!**