



# KEKW Coin

The Coin Of Memes

Empowering Creators through community collaboration

Lite Paper

v1.0

MAY 2021

[www.kekw.io](http://www.kekw.io)

Kekwcoin (\$KEKW) is a project born organically due to the collaboration of digital content creators from all around the world, who realized that the challenges that themselves and other collectives alike from emerging countries were facing, could be alleviated if not solved by a community collaboration system.

When we refer to digital content creators, we mean to encompass all kind of professionals and amateurs coming from different fields whose artwork and services converge in the creative process of a project. We talk about web and/or app designers, software and/or code developers, graphic and/or video editors, music makers, gamers and illustrators, among others, who lack the infrastructure and network required to achieve their goals because of either intrinsic conditions or external limitations.

Hence, we teamed up and started to develop a space that will allow those creators to engage, empower each other, collaborate and fulfill their initiatives the way they want. This space is meant to bring opportunities to up and coming creators, giving them a window to expose their talent, a voice to be heard and, as a community driven ecosystem, the opportunity to be valued and rewarded for their contributions.

The community will play a key role in the ecosystem. Voting, organizing different collectives, participating in the space activities and funding new collaborations and projects will be some of the opportunities our members will gain. This will be of benefit to both the member who invested in the creator's project and the creator himself, as the member helps enable the creator and provides growth, in turn capitalizing on their investment as the creator's project gets more exposure.

This is where \$KEKW coin takes part as a centre piece of the ecosystem.

Primarily, \$KEKW coin will serve as a direct mechanism to provide economic support to creators and community members, by assigning them a direct monetary allocation to be paid in \$KEKW. It will also help them exchange services and digital content, to be traded directly on our platforms. This digital currency can also be distributed as a reward for contest winners or other miscellaneous events the community may choose to organize. Lastly, \$KEKW will also act as a governance tool, ensuring the decisions made for the community are also backed in a fair and transparent manner.

As the community and its reach grows, the core functionality of \$KEKW is also going to be associated with a low volatility cryptocurrency, allowing the community to interact smoothly with external investors to enable collaborations and raise funding. Through staking pools, they will be able to earn a share of the final digital product and interests over their investment, among other financial products.

Another challenge creators and developers face is the ability to monetize certain content that is hard to track and monitor once uploaded to the internet, such as memes or emotes, which constitute one of the most used tools on all social media platforms. We pretend to provide a solution through smart contracts that will enable creators to earn a stake based on their products.

\$KEKW is not meant to be a memecoin, \$KEKW is meant to be the monetary representation of memes and other digital artwork alike, creating an ecosystem that will provide the necessary opportunities and tools for all kind digital creators and developers. \$KEKW is not the memecoin, \$KEKWcoin is the coin of memes.



The team will aim to deliver the project approximately within the time frame set below. Token holders will be advised if the milestones are not achieved.

## \$KEKW TIMELINE

---

- 15 May 2021 • Birth of \$KEKW, the first coin of memes built on Solana
- 20 May 2021 • 10% of the total \$KEKW supply airdropped to our amazing community
- 22 May 2021 • First community content awards (NFT, MEME-creation, Community Flags)
- 24 May 2021 • Litepaper & roadmap release
- Late May 2021 • KEKW Coin listing on Solape.io and website launch
- Early June 2021 • Community contests
- June 2021 • Community Collaborations and Showroom
- 21 June 2021 • Summer is here!
- July 2021 • Release of \$KEKW NFT series awarded by the community & summer KEKW Coin merchandise
- Late July 2021 • KEKW collaboration platform launch
- Q4 2021 • Implementation of **AnMC\*** beta system (Advertised non-Monetized Content)
- Late Q4 2021 • KEKW Marketplace & KEKW AMM (Automatic Market Maker) launch
- Q1 2022 • Alpha release of staking pools with **Share-For-Stake\*\*** system
- Q2 2022 • Implementation of a low-volatility coin for the KEKW ecosystem

**\*AnMC:** Advertised/sponsored non-monetized content will be an experimental mechanism in which brands and content creators, through smart contracts, will agree upon an economic compensation in exchange of branding exposure through their content. One example of non-monetized content is a meme.

**\*\*share-for-stake:** By means of locked pools, \$KEKW owners will be able to earn a stake that will be split and used partially to fund creative projects of their choice in exchange for a share, right or participation of the end product. Namely, a quid pro quo between investor/community and creators. One example might be music albums, artworks, software, NFTs etc.



## Disclaimer:

The information provided shall not in any way constitute a recommendation as to whether you should invest in any product discussed. KekwCoin's team accepts no liability for any loss occasioned to any person acting or refraining from action as a result of any material provided or published. The milestone dates provided in the roadmap are ment as a reference only and can be subject to change. KekwCoin is not a security as per US financial regulation, Europe, UK, Canada or any other regulation. The ownership of \$KEKW coin does not give any right of return, vote, management or any other right.

