Moondog Whitepaper

Moondog Team

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1 Introduction

Moondog Feed is an innovative platform that allows users to mint their favorite social media posts from platforms such as X, Instagram, or TikTok into unique, 1-of-1 bonding curve-style memecoins. By leveraging blockchain technology and the Solana ecosystem, Moondog ensures the uniqueness of every token minted on the platform. This white paper outlines our vision, current team structure, technology, business model, and roadmap for the future.

This document represents a rough plan. We are committed to adapting and evolving our strategy as new information and opportunities arise.

2　Vision

Moondog was initially conceptualized as a memecoin aggregator named Rug-muncher. While trading memecoins, we realized the essence of what we were actually doing: finding the funniest memes, analyzing how the market priced their humor, and identifying projects where the humor was undervalued. This led to a breakthrough realization: the funniest content on the internet is social media posts.

Noticing the widespread minting of identical copies of viral tweets, we sought a way to guarantee uniqueness on-chain. Once we figured out how to achieve this, we knew it was time to pivot and rebrand as Moondog.

We envision Moondog as the next evolution of memecoins, where tokens hold intrinsic value due to their uniqueness. Our platform not only guarantees this uniqueness but also serves as a hub aggregating the funniest content on the internet. We hope you enjoy being part of this new meta.

3　Team and Growth Plan

Currently, the Moondog team consists of 7 members:

- 1 Full-Stack Software Engineer

- 1 Head of Community

- 2 Marketing Specialists

- 2 Telegram Moderators

We are actively looking to expand our team by hiring:

- 1 Backend Engineer

- 1 Frontend Engineer

- 1 Creative Director

- 1 Social Media Specialist

4　Core Technology

Moondog's core technology enables users to transform social media posts into unique bonding curve-style memecoins. Each token minted is 1-of-1 and cannot be replicated, ensuring scarcity and value for collectors and investors.

Key features:

- Tokens minted are tied directly to specific posts from X, Instagram, or TikTok.

- A 5% reserve is allocated for the original creator of the post (claim functionality coming soon).

- Tokens are automatically listed on Raydium after bonding.

5 Revenue Model

Moondog employs a sustainable revenue model:

- **Token Creation Fee**: 0.05 SOL per token minted.

- **Transaction Fee**: 1% fee on all token transactions.

6 The Moondog Flywheel

The Moondog platform operates on a self-reinforcing growth cycle:

1. Improve the platform by adding new features and utility for the moondog token and social tokens minted on the platform.

2. Increased token utility drives up token prices.

3. Higher token prices attract more attention from the crypto community.

4. Increased attention leads to more volume on Moondog Feed, generating higher revenue from transaction fees.

5. Revenue is reinvested into the platform to fuel further growth and improvements.

7 Bot Prevention

Bot prevention is a double-edged sword. While it helps protect the integrity of our platform, it can also limit opportunities for others to build on top of our ecosystem. At Moondog, we have chosen to enable bot prevention specifically for token creation. This measure ensures that bots cannot mass-create tokens whenever prominent creators make new posts. However, we have intentionally allowed open functionality for buying and selling tokens. This approach encourages innovation and supports developers who wish to build on top of our platform.

8 Locked Team Wallet

To demonstrate our commitment to the long-term success of Moondog, we have implemented a locked team wallet that holds 8% of the total token supply. This

allocation is subject to a one-year vesting schedule, with a portion of the tokens being made available for withdrawal on a monthly basis.

This approach provides confidence to the community by ensuring the team remains incentivized to grow and sustain the platform over the long term. A portion of the team wallet will be strategically utilized for:

- Hiring top-tier talent to expand the Moondog team.

- Forming key partnerships to enhance the platform's reach and capabilities.

9 Marketing Strategy

Moondog Feed's marketing strategy revolves around creating a strong, recognizable brand identity and engaging content that resonates with our target audience. To achieve this, we are leveraging the power of storytelling, design, and social media virality.

Over the past two weeks, we have collaborated with a world-class 3D graphic designer to create our mascot. The mascot's design and personality have been carefully finalized to convey a story that aligns with our brand's mission and ethos. This mascot will serve as the centerpiece of our marketing efforts, fostering a sense of familiarity and connection within our community.

We are also working with a professional animator to bring the mascot to life. The animated mascot will feature in a series of videos and social media posts, creating a dynamic and engaging presence across platforms. These animations will be utilized to highlight key features of Moondog Feed, share updates, and drive organic engagement.

To complement our visual content, we are planning to hire a dedicated meme creator who will craft humorous, viral-worthy content. Additionally, we are actively looking to bring on a Creative Director to oversee and unify the visual and narrative aspects of our marketing efforts. This role will be critical in ensuring our brand story remains consistent and impactful across all channels.

By combining high-quality design, animation, and relatable meme content, we aim to:

- **Solidify Our Social Media Presence**: Consistently engaging with our community through posts, videos, and memes to build a strong following.

- **Drive Organic Traffic to the Platform**: Leveraging shareable content to attract new users and generate buzz around Moondog Feed.

- **Enhance Brand Recognition**: Establishing a unique and memorable identity that differentiates us from competitors.

Through these efforts, we are confident in our ability to attract and retain a loyal community, ultimately driving growth and adoption of the Moondog platform.

10 Q1 2025 Strategy

Our primary focus in Q1 2025 is to solidify Moondog's presence in the crypto space through:

- **Team Expansion**: Hiring top talent to fill critical roles, including backend and frontend engineers, as well as marketing specialists.

- **Platform Polishing**: Refining and enhancing the user experience on the Moondog platform to ensure seamless functionality.

- **Building Strategic Partnerships**: Collaborating with major brands in the crypto space to establish credibility and broaden our reach.

- **Execute On Our Marketing Strategy**: We plan to fully implement our comprehensive marketing strategy by leveraging our newly designed mascot, animated content, and engaging memes to build a strong and recognizable brand identity. This includes collaborating with top-tier creators, maintaining an active presence on social media platforms, and launching targeted campaigns to attract and retain users. By creating viral, shareable content, we aim to organically grow our audience, establish Moondog as a household name in the crypto community, and drive sustained traffic to our platform.

These efforts will set the foundation for long-term growth and ensure Moondog becomes a recognized leader in the memecoin ecosystem.

11 Future Plans and Big Rocks

Our roadmap includes several ambitious goals to enhance the Moondog platform:

- **Post Boosting**: Introduce functionality to boost posts using the Moondog token.

- **DAO Integration**: Establish a DAO that holds Moondog tokens and invests in trending posts on the platform.

- **Liquidity Utilization**: Utilize a portion of post bonding liquidity to buy Moondog tokens and reinvest in the DAO.

- **Post Bonding Functionality**: Expand post bonding capabilities to include enhanced features.

- **Creator Claims**: Enable post creators to claim their reserved 5% of tokens.

12   Conclusion

Moondog Feed is poised to revolutionize the way social media content is monetized and transformed into digital assets. With a strong team, innovative technology, and a sustainable revenue model, we are building a platform that empowers users and creators alike. As we grow, we remain committed to adapting and improving our strategy to achieve our vision.