

Meet

FairMeme_Algo Launchpad

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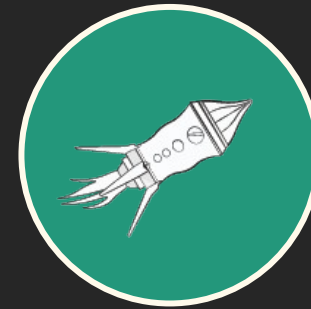
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Introducing FairMeme Overview



PROBLEM

A huge dilemma arises when choosing which next start-up you should invest in especially on Algorand as the ecosystem is expanding rapidly. This has brought about series of scam projects launching on the bright blockchain therefore scaring investors from investing in some of the brightest Ideas/start-ups seeking for funding.



SOLUTION

FairMeme is offering an integrated launchpad, liquidity locker and development support solution to allow provide investors with well vetted, supported choices when investing on the Algorand Blockchain.

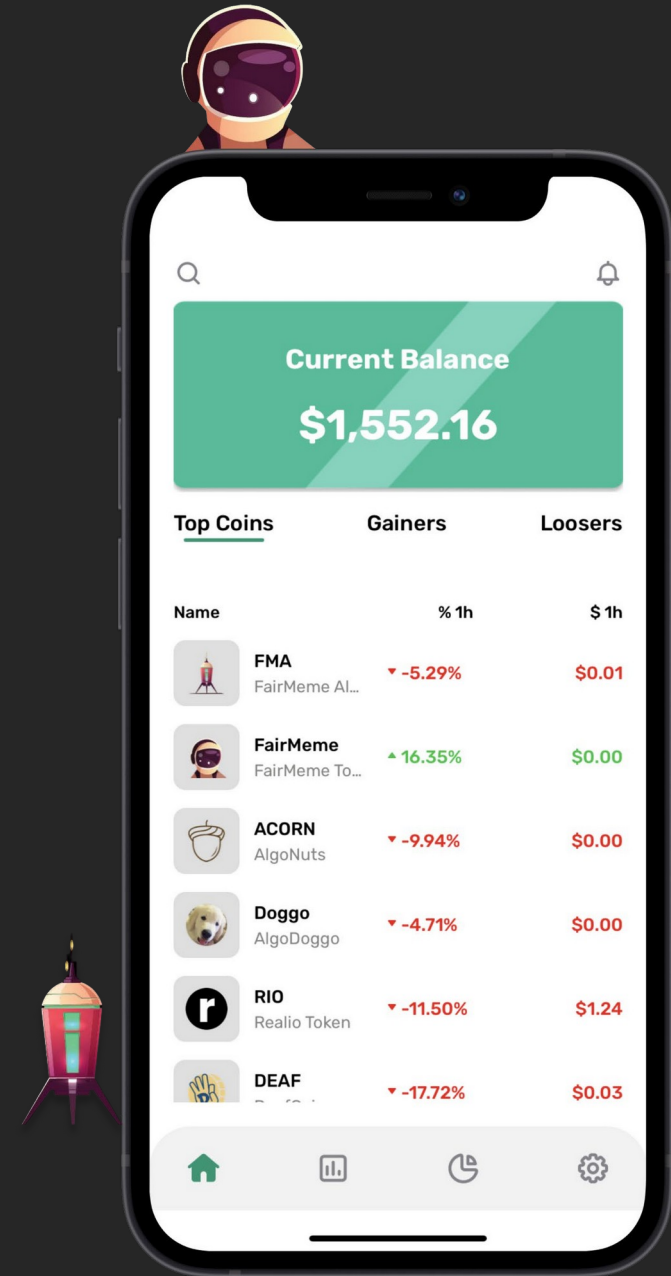
Portfolio App Solution

FairMeme Folio App

The FairMeme Folio is a free application, currently available in the Google Play Store and Apple App Store, that is designed to allow the average Algorand user to be able to get access to pricing and statistics of assets, view charts, set price alerts, etc.

With FairMeme Folio, users on the Algorand ecosystem have easy access to:

- View their entire portfolio and holdings
- View assets price and chart anytime, anywhere.
- Track performance of your assets.



Launchpad Solution

FairMeme_Algo Launchpad

The Algo LaunchPad is a decentralized fundraising protocol on the Algorand Blockchain designed to give more power to investors looking for innovative startups and projects on the Algorand Blockchain.

We have designed our launchpad solution to provide early access to vetted and supported projects, thereby reducing investors risks of loss to scams or projects with failed promises.

The screenshot shows the 'Fairmeme AlgoLocker' public sale interface. At the top right, there is a 'Connect Wallet' button. The main header displays 'Fairmeme AlgoLocker' and the token symbol '\$FMA'. A central banner features a stack of gold coins and the text 'Public Sale is live !!!' with a link to 'public-sale.fairmeme.org'. To the right, a summary box indicates 'To Raise : 500,000 A' and 'Price : 500,000 A', with a 'Participate' button and a countdown timer showing '04 : 12 : 20 : 00' (Days, Hours, Mins, Secs). Below the banner, there are tabs for 'Project Details' and 'Token Info'. A small text block at the bottom provides background information: 'FairMeme was created on the 9th October 2021 with the idea of being the best Algorand Launchpad. As days pass, we realize the need of providing more for the Algorand ecosystem than just a Launchpad and have journeyed to be one of the largest development organization on Algorand with a decentralized governance protocol.'

This screenshot displays the 'Total \$FMA' and 'Total \$FMA Locked' sections. The total amount is '145,000' and the locked amount is '90,000', with a 'Buy more' button next to the locked amount. Below this, there are tabs for 'Participants' and 'Project Owner'. The 'Participants' tab shows 'Available: 2300 FMA' and a 'Max' button. A 'Lock Token' button is also present. On the right side, there is a box for 'Apply to Upcoming project' with a note: 'You need to lock at least \$FMA 10,000 to Apply' and a 'View Projects' button. Below that, there is a 'Submit Project for Listing' section with a note: 'You also need to Lock at least \$FMA 20,000'. At the bottom, a table header is visible with columns: 'Project name', 'IDO Date', 'Status', and 'Participation Tiers'.

Launchpad Solution

FairMeme Algo Launchpad

THE FAIRMEME DIFFERENCE

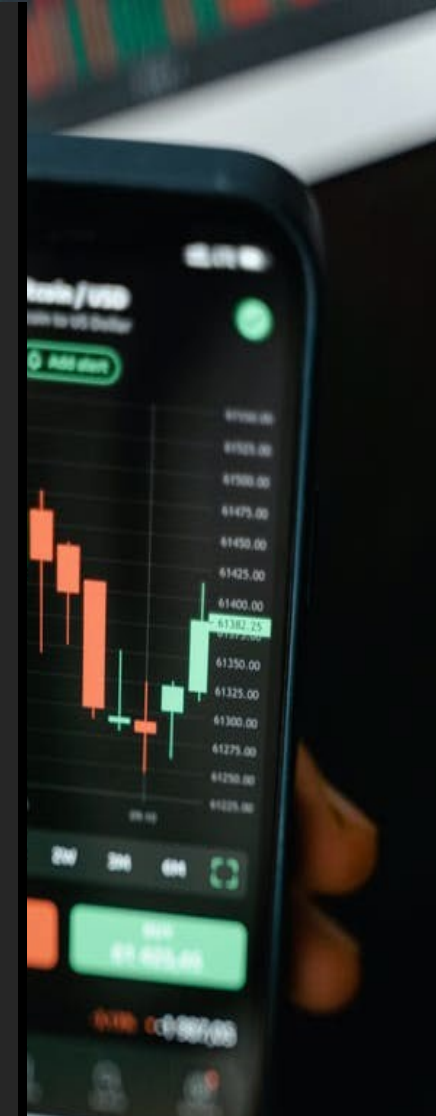
When a project submits to list on FairMeme's Launchpad, the project is required to provide a substantial amount of information and capital investment.

To be fully endorsed by FairMeme, project teams are required to **KYC with the FairMeme team**, **lock their LP and Team tokens (optional)**, and lock up a minimum of 20,000 FMA tokens as a show of good will.

In exchange, these projects would not only receive the publicity and validation that being listed on FairMeme provides, they will also **receive support from the FairMeme dev team** and partners to ensure the stability and success of the project.



Holding projects to a high level of scrutiny will allow investors to invest with a higher degree of confidence.



Market Differentiators

FairMeme Algo Lockers

Liquidity Locker

A liquidity locker solution is an essential part of any launchpad. FairMeme has taken basic concept of a liquidity locker and integrated lockers for both lockers and solution and

Team Token Locker

As a further value add for teams and to garner further utilization by projects, FairMeme will offer a team token locker. This locker will allow the project wallet to designate the team shares and lock those for a defined amount of time. This will further increase public trust in the projects listed on the FairMeme Launchpad.

NOTE: This will not be available on the v1 of the FairMeme_Algo Launchpad.



Market Differentiators

FairMeme Developer Central

The FairMeme Org will setup an internal team which will include some of our partners which will be responsible for seeing every project through her development stage to ensure quality product.

Market Differentiators

FairMeme Vetted and Verified

All projects will be vetted by the Algorand community to ensure the project will raise the amount it needs to get started. The FairMeme Org will setup an internal team which will include some of our partners which will be responsible for seeing every project through her development stage to ensure quality product.

On-Chain Verification System

All projects will be asked to verify using our on-chain verification protocol. The result of this ve will also give them access to our partners and easy identification.

NOTE: This will not be available in the v1 of the FairMeme_Algo Launchpad.

To get all the list of assets available (lis

<https://dev-api.fairmeme.org>

Result example :

```
{
  "assets":{
    "378382099":{
      "short_name":"TINY",
      "long_name":"Tinch",
      "id":378382099,
      "total_supply":10000,
      "market_cap":4113941,
      "creator":"4DS5QWDTH",
      "decimals":4,
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      "description":"",
      "price_1h":0.4012514,
      "price_24h":0.411394,
      "asa_id":"378382099",
      "image":"https://a",
      "pricechange_24h":2.
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      "direction_24h":"up",
      "priceincrement_1h":
      "priceincrement_24h":
      "is_verified_asset":
```


Market Opportunity

Potential Markets

BLOCKCHAIN

Leveraging our team of developers and our connections with industry experts, FairMeme is uniquely positioned to access, vet and greenlight only those found to be technically feasible and viable, providing investors confidence in the blockchain projects listed on the launchpad.

ART & NFT

Working with our partners in the NFT space, FairMeme will provide evaluation and guidance for artists and musicians looking to move their talents onto the blockchain.

Using our connections with the NFT communities on Algorand we will be uniquely positioned to get artists started making compelling content while alleviating the stress of onboarding to a new ecosystem.

GAMES & ENTERTAINMENT

FairMeme is also dedicated to expanding offerings beyond the blockchain with the addition of games and entertainment offerings. This category would include production of entertainment content (movies, episodic videos, physical and digital games, etc).

With the recent developments in the entertainment industry, FairMeme have decided it's relevant and necessary to aid the industry dive deeper into the crypto and blockchain space.

Tokens and Tokenomics

Two Tokens with Two Distinct Purposes

\$FAIRMEME: The FairMeme Token

The \$FAIRMEME token is a community token. Ownership of this token will grant priority access to, and benefits during IDOs. Access to these benefits will be dependent on and proportional to the amount of \$FAIRMEME held.

\$FMA: The FAIRMEME_Algo Token

The \$FMA token is the Utility token of the FairMeme Org solutions platform and is used to gain access to the service of the FairMeme Org. In order for clients to engage the services of FairMeme Org, they will be required to carry and maintain a minimum balance of 20,000 \$FMA tokens. Holding additional tokens will allow access to certain value-added services at a greatly reduced rate.

Tokens and Tokenomics

\$FAIRMEME: FairMeme Token

Total Supply: 1,000,000,000,000 FMT **Circulating Supply**
(2022): 1,000,000,000,000 FMT

The \$FAIRMEME token is a community token. Ownership of this token can grant priority access to, and benefits during, IDOs. Benefits will be proportional to the amount of \$FAIRMEME held.

Supply

The entire supply of this token was fairlaunched at the time the token was taken to market, with the intent of making the token accessible to anyone, allowing a wide distribution and building brand awareness early on.

HLDR Benefits

Holder will receive airdrops from projects hosting their IDOs. This amount is based on the amount of FairMeme token held in their wallet.

The top 10 holders will be guaranteed access to the IDO whitelist.

Tokens and Tokenomics

\$FMA: FairMeme_Algo

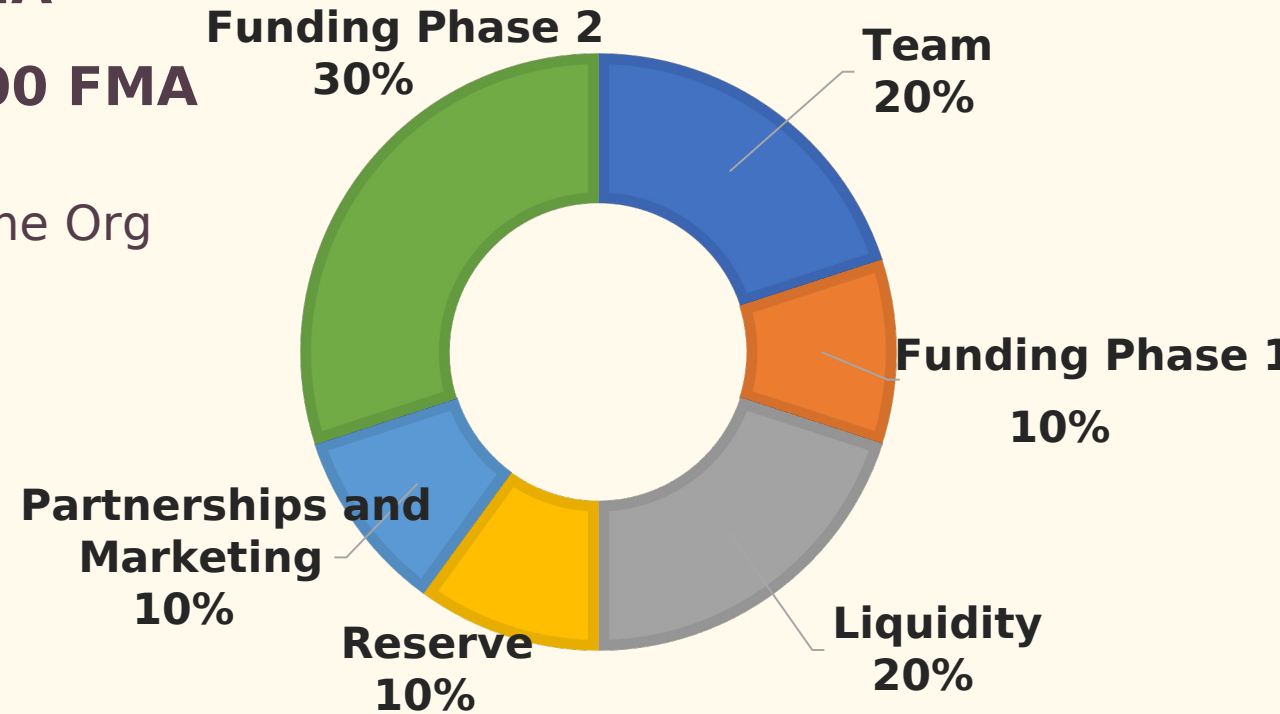
Total Supply: 100,000,000 FMA

Circulating Supply (2022): 30,000,000 FMA

FMA is the official utility token of the FairMeme Org used across all the FairMeme Org platforms.

Some Utilities include but not limited to:

1. Access to FairMeme Org services
2. Transaction fees
3. On-chain Verification
4. Access to IDOs



Tokens and Tokenomics

FMA: Key Aspects

Deflationary

For the FMA asset, we have put in place a deflationary system which will occur every six months.

Using **20%** of the profit collected from package sales, we will buy back the FMA Token and hold them in the FairMeme Org reserve.

This buy back will also contain a burn mechanism in which 60% of the assets bought back will be burned (removed from the supply permanently).

The remain 40% of the bought back tokens will be returned to the reserve supply.

Tokens and Tokenomics

FMA: Key Aspects

Inflationary

For the FMA asset, we will have a staking pool for liquidity providers. This is designed to limit the impact of native inflation within the proof of stake blockchain.

ANNUAL RELEASE FOR STAKING REWARDS

2022 - 2023 3,000,000 FMA

2024 - 2025 2,000,000 FMA

2026 - 2026 1,000,000 FMA

Revenue Generation

PROJECT LISTING

We currently have a number of potential models these include:

- a flat fee paid in ALGO (200 Algos).
- a minimum fee and percentage based fee structure paid after the completion of IDO.



Revenue Generation

TIERED MODEL

Basic

Project Scoping
Community Review
Basic Marketing Package

Standard

Project Scoping
Community Review
Standard Marketing Package
Product Guidance
Basic Developer Support

Premium

Includes everything from the **Standard** package
Dedicated Developer Support
Enhanced Marketing Package
Includes everything from the standard package and includes access to third party addons such as vetted video services, YouTube influencer coverage, Twitter marketing, etc

Revenue Generation

INITIAL CLIENT ENGAGEMENT

APPLICATION

- Project owner must lock up a minimum of 20,000 FMA on his/her Dashboard to access the application page. The FMA will be lock for a minimum of 3 months as the FairMeme works to see the project is capable of delivering on it's promises.

INITIAL SCOPING

- After an application is submitted, FairMeme will review the request and submitted materials and hold in initial meeting to judge project viability.
- Depending on the type of project partners and community advisor may be involved in this initial scoping meeting.

DOXING AND DEEPER INVESTIGATION

- After a project is initially found viable, the team will be expected to complete a KYC process with FairMeme and depending on the level of funding to be generated may need to disclose more information.

Timeline

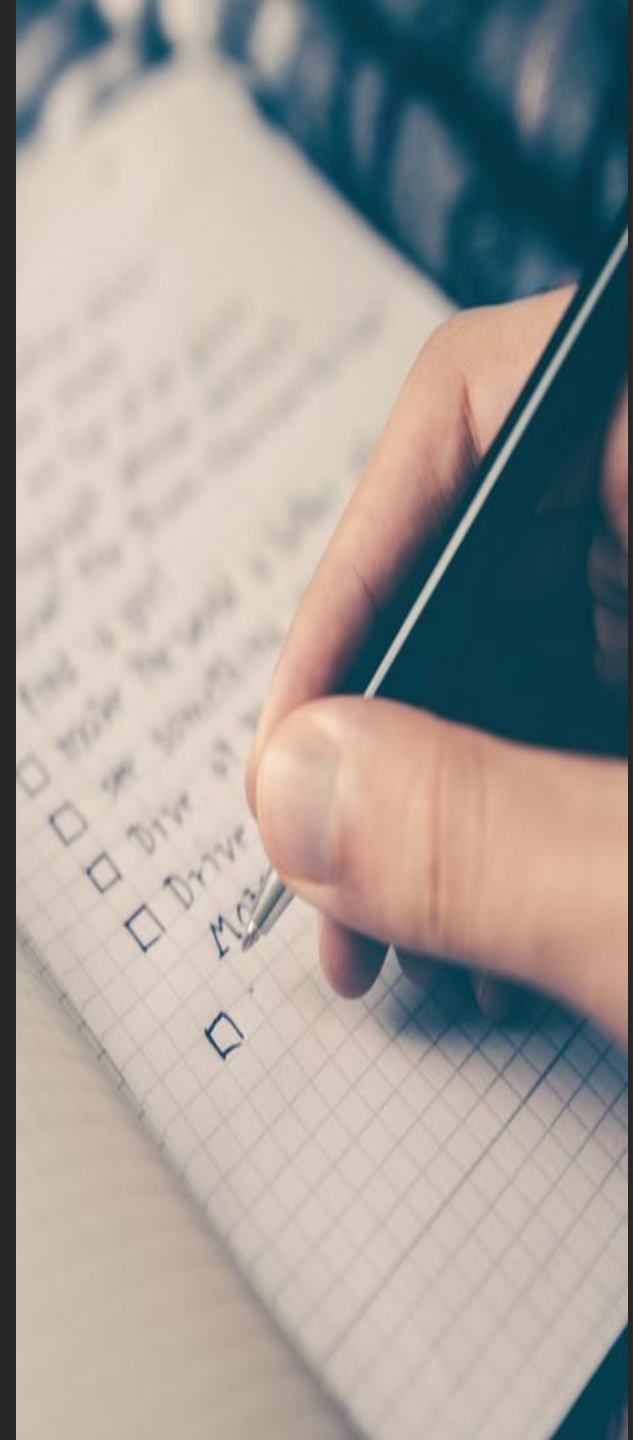
The Road to Ready

CURRENT STATE

- The FairMeme Launchpad V1 is in testnet phase.

The initial launchpad will include both the token and team lockers although some functionality for these will be limited in the V1 implementation.

- Public testing of the launchpad on the testnet began February 5th 2020.



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