

MEME OF THRONES

EXECUTIVE SUMMARY

Meme of Thrones (MOT) is an animation series with an associated meme token on the Solana blockchain. Unlike traditional series where the storylines are established for all the episodes in the entire season, MOT allows the fans to determine the storyline, episode by episode.

INTRODUCTION

Memes are images and short video clips that usually have text overlaid to express an idea that can easily spread on social media platforms. Iconic images of famous figures in pop culture are used in memes to enhance its humor. The figure can be a movie star, political figure, animal, cartoon character, literally everything, even a rock! Memes can even be found on blockchains such as Ethereum and Solana, where they are represented by tokens, also called cryptocurrencies.

The MOT animated series allows its fans to decide its storyline by a simple majority voting process. Voting is done on the Solana blockchain by a process known as “burning” tokens. When a Meme of Thrones episode ends with a cliffhanger, the fans have one week to send Meme of Thrones tokens (\$MOT) to two voting accounts, representing the two different storylines. At the end of the voting week, the account containing the most \$MOT tokens wins the storyline, and all the \$MOT from both wallets are burned, reducing the total supply of \$MOT. ***\$MOT tokens are used to write a verifiable and immutable record of the episode votes on the Solana blockchain. As with all other meme tokens on any blockchain, \$MOT tokens have no monetary value.***

TOKENOMICS

One billion \$MOT tokens were launched on Pump.fun and are currently available for swap from a liquidity pool on the Raydium decentralized exchange (DEX). The launch was considered fair because all the tokens were publically available for swap. The MOT team swapped \$SOL (Solana’s main token) to acquire \$MOT tokens. Soon after the token launch the \$MOT team burned 1.5% of the total token supply as a marketing event. In total, the MOT team purchased 12% of the supply on the (Figure 1). The MOT team funds are used for marketing, creativity (animations), and as rewards to the MOT community for participating in a variety of sponsored activities. An example of community activity is a contest where fans use our Telegram memebot to create memes, and the best meme (decided by the community) will win \$MOT tokens which can be used for episode voting. In a gesture to show commitment to the MOT project, the team locked their tokens for one month after launch (similar to a vesting period). After the initial lock period was passed, the team locked their token again for an additional six months.

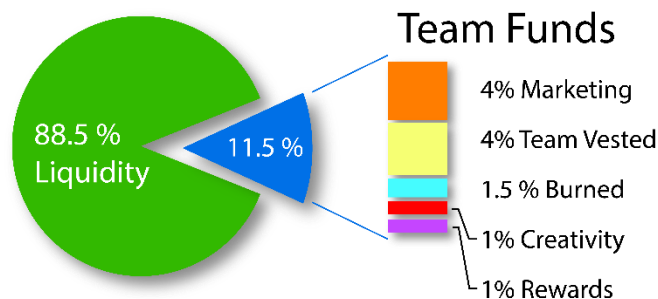


Figure 1. Team fund allocation.

The episode voting process always involves the burning of tokens. As the team adds more episodes and seasons to the Meme of Throne animation series, the total token supply will decrease over time from

the “burn to vote” process, making less tokens available for future episode voting (deflationary tokenomics). The MOT team anticipates that the voting process will become “gamified”, for example teaming up with other community members to form alliances.

ANIMATED SERIES

Storylines are based on current events, giving the team an endless supply of content based on trending events in pop culture. The actors in MOT are from existing meme token characters, who are dressed up to play a particular role in the animated series. The MOT team focuses collaborations with newer meme projects, by having their characters make cameo appearances on the MOT animated series. For example, the Solana meme, Donald Trump Inu (DTI), appeared in MOT Season 1 as ruler of the MOT universe. Another cameo appearance was made by Retardia, and this meme community will attempt to become the new ruler of the MOT universe by rallying their fans to burn \$MOT tokens favoring their Retardia meme character. The inclusion of existing memes in the MOT universe results in the cross-pollination of multiple meme projects. When new episodes are released, the meme communities spread additional MOT awareness by posting links to these episodes starring their meme characters.

The animations will be in the style of cut-outs during the early stages of the project, but they will improve to include more character movements, more voice overs, and longer episodes. We have not committed to any one artist, and we have already used a couple different ones for MOT content.

MARKETING

MOT will be marketed using social media platforms such as X (Gold checkmark verified), Instagram, Telegram, Reddit, YouTube, and TikTok. The MOT team will onboard ‘Ambassadors’, each representing a community of meme fans. The Ambassadors will gamify social media posts, using memes made by our Telegram memebot to increase engagements. The team anticipates that as the animated series gains popularity, the social media activities will greatly increase during the episode voting period. The MOT communities representing their favorite meme character may also form alliances to push the storyline in their favor. This increase in social activities using memes with \$MOT branding is an example of community-driven marketing.

The MOT team will run a Meme of Thrones merchandise store with items available such as T-shirts, hats, and cups, through our corporation (LLC Document Number: L24000468729). Meme of Thrones LLC, 7901 4th St. N STE 300, St. Petersburg, FL, 33702.

THE TEAM

Tom is our Creative Director, and he writes the main storyline, and produces the sound tracks for MOT animations. He has served as an advisor for several blockchain projects.

Kay is our Project Manager and accountant, with over 15 years of business management experience. She organizes numerous daily X raids where MOT fans reply to social media influencers with \$MOT cashtags, memes, and relevant hashtags to promote MOT.

Shahab is our Partnerships Manager, with more than 13 years of experience in web development. He regularly attends X Spaces to continually increase MOT visibility.

Chans is our Chief Technology Officer, with over 25 years of coding experience. He develops new apps for MOT. The first app he developed is an AI memebot that can turn almost any image or video clip into a meme directly using Telegram. As MOT progresses, Chans will develop burn bots that will assist in episode voting.