

Whitepaper



Overview Beerponk (BPONK)

Introduction

- Presentation of the Beerponk Meme (BPONK) project and its aims

Our vision

- Leading blockchain-based platform for Beerpong enthusiasts worldwide

Our mission

- Creating a fun and lucrative platform

Core components

- Beerponk app: game modes, Play2Earn and Play2Burn
- Online store: product range and strategic measures to stabilize prices

Market analysis

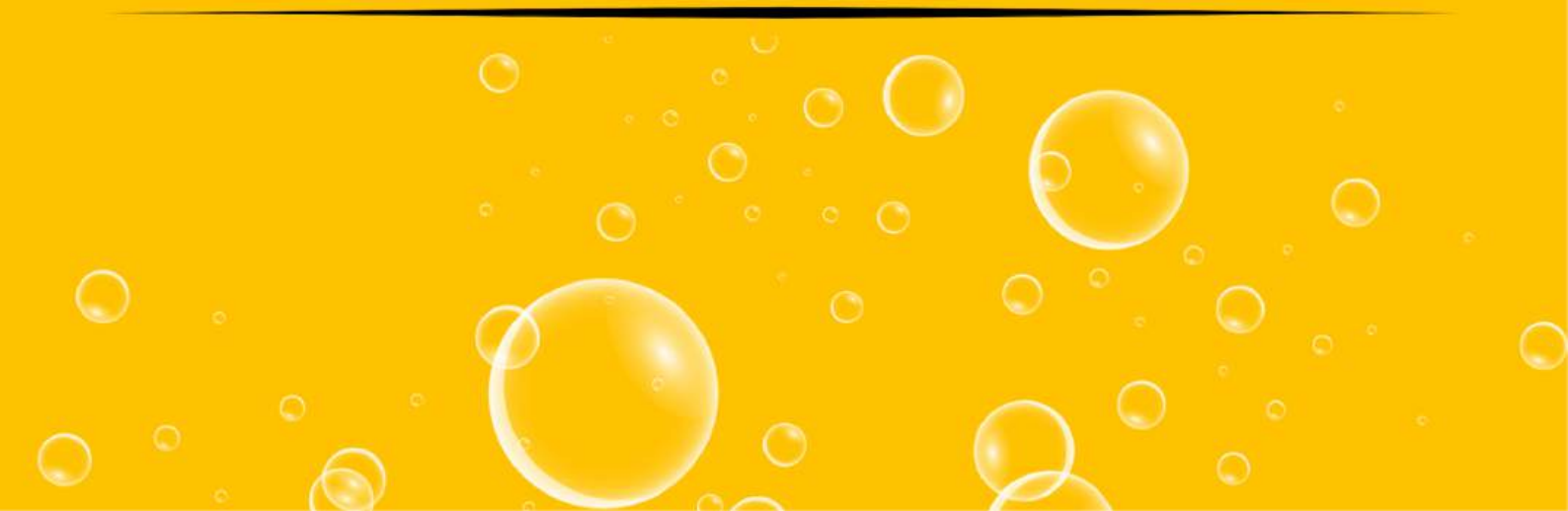
- Trends in memecoins and Play2Earn games
- International hype around Beerpong
- Unique wordplay and brand potential
- Hype potential and use case
- Target group analysis

Technological infrastructure

- Details on blockchain technology, security measures and scalability

Tokenomics

- Description of the token distribution and long-term strategy
- Information on the token sale



Overview Beerponk (BPONK)

Roadmap

- Schedule for development and introduction of the various project components

Partnerships

- Information on existing or planned partnerships

Legal aspects and compliance

- Explanation of the regulatory framework and compliance measures

Community

- Strategies for involving and motivating the community

Risks and challenges

- Assessment of potential risks and measures to minimize risks

Financial planning

- Overview of the project's financial planning

FAQs

- Frequently asked questions and answers

Disclaimer

- This summary is for information purposes only and does not constitute legal, financial or tax advice. Investing in cryptocurrencies involves risks. A detailed disclaimer is discussed at the end of the whitepaper.

Introduction

Beerponk (BPONK) is an innovative memecoin that combines the exciting world of the Beerpong game with the dynamics of the cryptocurrency market.

Our platform offers Play2Earn and Play2Burn mechanisms, supported by a comprehensive online store and strategic measures to stabilize the price of the BPONK token.

The Beerponk project uses a clever play on words that captures both the fun of playing Beerpong and the creative nature of memecoins.

The Beerponk name and logo subtly allude to familiar terms and trends without directly mentioning them. This gives the project a unique identity and sets it apart from other memecoins.

Unlike many other memecoins, Beerponk has a clear use case and a concrete product. Our platform not only offers an entertaining game, but also a sustainable ecosystem that is here to stay. The online store, which offers a variety of Beerponk products, also contributes to the growth and awareness of the project. Through the strategic integration of Buy Back & Burn and innovative NFT features, we are creating added value that goes beyond pure speculation and lays a stable foundation for the future of Beerponk.

Aims

Our goal is to create a fun and lucrative platform that appeals to Beerpong fans and crypto enthusiasts alike. We want to offer users the opportunity to both have fun and profit financially, while building a strong and growing ecosystem designed for long-term sustainability.

Introduction: Beerponk - More than just a drinking game

Beerpong has evolved far beyond its origins as a simple drinking game and is now a recognized leisure and sporting event. What once began as a party game has evolved into an activity that requires skill, concentration and strategic thinking.

Originally popularized in the USA, Beerpong now has a worldwide following. The game is played at large events, bars and tournaments and attracts large numbers of participants and spectators. With professional leagues and championships, Beerpong has become a global phenomenon that brings people together and provides a lot of fun.

Vision und Mission

Vision: Our vision is to become the leading blockchain-based platform for Beerpong enthusiasts worldwide by seamlessly connecting gaming and technology.

Mission: Our mission is to provide a fun and lucrative platform that brings financial benefits to players while stabilizing and increasing the value of the BPONK token through strategic measures such as Buy Back & Burn and innovative NFT integrations.

Core components

Beerponk App

The Beerponk app is the heart of our project. It offers various game modes, including:

- **Individual games:** Players can compete against each other in friendly matches.
- **Tournaments:** Players can participate in tournaments for a small entry fee. 30% of the participation fee will be burned to reduce the token amount and stabilize the value of the BPONK token. The remaining 70% is distributed as prize money to the winners.

Play2Earn & Play2Burn

Players can earn BPONK tokens by participating in tournaments and other game modes. The Play2Burn function ensures that part of the income is continuously burned, which leads to a shortage of tokens and thus to a potential increase in value.

Online-Shop

The Beerponk Shop offers a variety of products, including:

- Beerponk brand beer
- T-shirts and merchandise
- Beerponk game sets
- Beer glasses and other accessories

Buy back burn

15% of the profits from the store are used to buy back and burn BPONK tokens. This serves to stabilize the price of the token and supports the growth of the community.

Advertising income from the app

In addition to our other sources of income, we plan to generate advertising revenue from the Beerponk app. This revenue will help to ensure the financial sustainability of our project and enable further investment in the development and growth of the platform.

Advertising in the Beerponk app

In-app advertising:

We will serve targeted in-app advertisements that will be displayed during gameplay or on the various screens of the app. These ads are carefully selected to ensure that they are relevant and not annoying to our users.

Sponsorship and partnerships:

Through partnerships with relevant brands and companies, we will integrate sponsored content and special events into the app.

These partnerships offer our users additional benefits and improve the overall experience.

Banner advertising:

Banner ads that can be booked by external companies are placed in prominent locations within the app. These ads are placed in a targeted manner to achieve a high relevance and click rate.

Video Ads:

We plan to integrate optional video ads that users can voluntarily watch to receive additional rewards or in-game items. This not only increases advertising revenue, but also provides an additional incentive for users.

Benefits for advertising partners

Target group-oriented approach:

Our app is aimed at a dedicated and growing community of Beerpong and crypto enthusiasts. Advertising partners can benefit from a target group-oriented approach and place their brand message effectively.

High interaction rate:

The users of our app are active and regularly interact with the platform. This offers advertising partners the opportunity to present their messages in an environment with high user participation.

Diverse advertising formats:

From banner and video ads to sponsored events and in-app partnerships, we offer a variety of advertising formats that can be flexibly adapted to the needs of our partners.

Use of revenue

The revenue from advertising is strategically reinvested in order to further develop the platform and continuously improve the user experience. Advertising revenue is distributed as follows:

50% for Buy Back & Burn:

Half of the profits generated through advertising will be used to buy back and burn BPONK tokens. This reduces the total amount of tokens in circulation and supports the stabilization and increase in value of the BPONK token.

50% for further development:

The other half of the advertising revenue flows into the further development of the Beerpong app. This includes investments in new functions, game modes and technical improvements as well as the financing of marketing campaigns and community events.

By integrating advertising revenue, we are creating an additional source of funding that supports the long-term growth and sustainability of Beerpong. Our users benefit from a constantly improving app, while our advertising partners receive an attractive platform for addressing their target group.

Market analysis

Trends in memecoins and Play2Earn games:

Memecoins and Play2Earn games have gained significant popularity in recent years. Memecoins benefit from an engaged community and viral trends, while Play2Earn games offer players the opportunity to earn cryptocurrencies by playing games.

International hype around Beerpong

Beerpong is a game that is known and loved worldwide. It is often played at parties and events and has a wide following across different cultures and age groups. The ongoing hype around Beerpong provides an excellent opportunity to develop a blockchain-based game that builds on this popularity.

Unique wordplay and brand potential

Beerpong uses a clever play on words that captures both the fun of playing Beerpong and the creative nature of memecoins. The Beerpongk logo and name subtly allude to familiar terms and trends without directly mentioning them. This gives the project a unique identity and sets it apart from other memecoins. The puns and allusions are cleverly integrated into the branding and evoke associations that reinforce the hype potential.

Hype potential and use case

Beerpong is not just another memecoin; it is a memecoin with a real use case and international hype potential. By combining a popular game with an innovative Play2Earn and Play2Burn mechanic and a comprehensive product range in the online store, Beerpong creates added value that goes beyond pure speculation. The ability to participate in tournaments and purchase exclusive NFTs provides additional incentives for users and encourages community growth.

Target group analysis

Beerponk is aimed at a broad target group:

- Gamers and gaming enthusiasts: people who enjoy Beerpong and other games of skill.
- Crypto investors and memecoin fans: Users looking for new, promising investment opportunities.
- NFT collectors: People who are interested in unique digital collectibles.
- Broad public: The online store also appeals to people outside the crypto community who are interested in Beerpong accessories and merchandise.

Technological infrastructure

Beerponk is based on the Binance Smart Chain, which enables fast and cost-effective transactions. Our platform is secure and scalable to withstand expected growth.

Tokenomics: private sale and public sale

The BPONK token will be distributed in a fair launch via a public sale and a small private sale to ensure a fair and broad distribution. This means that all participants have the same opportunity to acquire BPONK tokens, with no preferential treatment for early investors or insiders. If the targeted sales goal is not reached in the first round, we reserve the right to extend the duration of the public sale in order to reach the sales figures.

Private sale

A limited number of tokens are offered in a private sale to attract strategic partners and early supporters. A small portion of the total token quantity is reserved for the private sale. Here, too, care is taken to ensure that the process is transparent and fair.

Public sale

The pre-sale enables a broad public to acquire BPONK tokens at an early stage and support the project. The price of the token is determined by the total amount invested by all participants in relation to the amount of tokens available in the public sale. This promotes transparency and fairness, as the price is dynamic and depends on demand.

This structured approach ensures that sufficient funds are available for liquidity, development and marketing activities, while ensuring a fair distribution of tokens. By determining the price by the investment amount of all participants in relation to the supply for the public sale, we ensure that every investor, regardless of size, has an equal opportunity to participate fairly.

Use of the proceeds

The proceeds from the token sale will be used strategically to ensure the growth and sustainability of Beerponk. The main areas of use of funds are

- Development: funding the technical development of the Beerponk app, online store and blockchain integration.
- Marketing: Implementation of marketing campaigns and development of partnerships to increase awareness and reach of Beerponk.
- Liquidity: Providing the necessary liquidity to ensure stable trading and a healthy market environment for BPONK tokens.

Token distribution

Vesting Publicsale

To ensure the stability of the token price and avoid short-term selling pressure, the BPONK tokens from the public sale are subject to a vesting plan:

- 60% of the tokens are released immediately at launch.
- 20% of the tokens will be released after one month.
- 20% of the tokens will be released after two months.

Vesting Plans

Vesting Team

The team wallet is blocked for 3 months, after which 20% is unlocked and the remaining 80% is unlocked on a linear basis for 8 months 1 to 8

Vesting Privatesale

As the private sale is very limited and to reward our early investors, these tokens are not subject to vesting. In addition, investors will receive a 5% discount on the token price.

Vesting marketing

Initial vesting period: Marketing tokens are released at a ratio of 1 to 8 over a period of 8 months.

Month 1: 20% of the marketing tokens are released.

Month 2 to month 8: 10% of the marketing tokens are released each month.

At the end of the 8th month, 100% of the marketing tokens are fully released.

Vesting development

Initial release: 30% of the development tokens are released immediately.

Subsequent vesting period: The remaining 70% of development tokens are released at a ratio of 1 to 7 over a period of 7 months.

Month 1: A further 10% (1/7 of the remaining 70%) of the Development Tokens will be released.

Month 2 to month 7: A further 10% of the development tokens are released each month.

At the end of the 7th month, the remaining 70% of the development tokens are fully released, resulting in 100% fully released development tokens.

This vesting plan ensures a balanced and gradual release of the tokens and promotes long-term commitment and stability in the project's ecosystem.

We are committed to putting the released tokens into circulation only in consideration of the market situation, always aiming to generate a stable token price and not flooding the market with tokens if this does not contribute to the long-term success of the project.

Tokenomics

Our tokenomics are carefully structured to ensure the growth and sustainability of Beerponk. The distribution of Bponk tokens is as follows:

65% Private/Publicsale/Liquidity/Earn and Burn: A small amount of tokens will be allocated in a private sale to strategic partners and early supporters. The other tokens are offered in a public presale to ensure a wide and fair distribution.

Liquidity: To provide the necessary liquidity to stabilize trading and ensure a healthy market environment, 33.3% of the revenue from the sale phases flows into liquidity.

Earn and Burn: To promote the Play2Earn and Play2Burn mechanism to reward user engagement and stabilize token value, a portion of the revenue from the sale phases flows into liquidity. This approach ensures a fair distribution and allocation from both private and public sale phases. To ensure a fair launch, all unused funds will be directed to the Earn and Burn position.

7% Team: Allocation for the team with a vesting period to ensure long-term incentives and engagement.

20% Marketing and Listings: Funding for marketing campaigns and listings on key platforms to increase awareness and reach of Beerponk.

8% Development: Supporting the technical development of the Beerponk app, online store and blockchain integration.

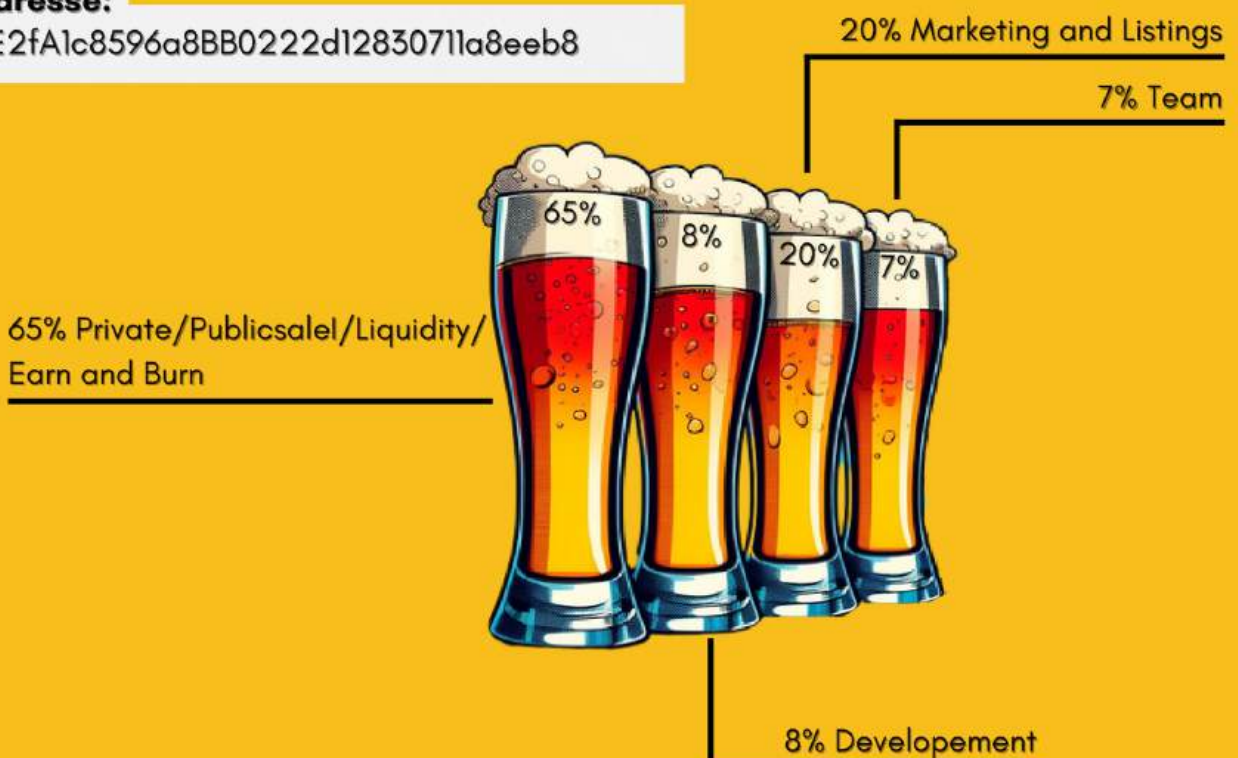
Tax

5% Buy / 5% Sell: A transaction tax of 5% on buy and sell will be levied to support the continuous operation and further development of the project.

Supply: 21,000,000,000 Bponk on the BNB Smartchain.

Contract Adresse:

0x438da0eE2fA1c8596a8BB0222d12830711a8eeb8



Roadmap

Our roadmap shows the planned milestones and development phases for Beerponk (BPONK). We have created a clear timeline to ensure that all aspects of the project are implemented efficiently and on time.

Q2 2024: Planning and preparation

- **Idea and concept:** Development of the basic idea and concept for Beerponk.
- **Preparation of the white paper:** Detailed elaboration of the white paper, including market analysis and cost calculation.
- **Internal financing round:** Implementation of an internal financing round to secure the initial funds.
- **Creation of the online store:** Creation and development of the Beerponk online store.

Q3 2024: Launch and development

- **Private sale:** Conduct a private sale with a selected group of investors.
- **Public sale:** Duration approx 1 month to distribute BPONK tokens to the community.
- **DEX listing:** Listing of the BPONK token on decentralized exchanges (DEX).
- **Marketing:** Intensification of marketing activities, listing on CoinMarketCap and CoinGecko.
- **International expansion:** Strategic measures to expand market presence in additional countries and regions.
- **Start of app development:** Start of development of the Beerponk app.
- **Pop-up store:** Establishment of a pop-up store at well-known festivals to increase brand awareness.
- **Development of further products:** Development of new products for the online store.

Roadmap

Q4 2024: Completion and launch

- **Completion of the app:** Completion of the app development and preparation for the launch.
- **Community celebrations:** Organization of celebrations for the community and initial test phases for the public.
- **Marketing:** Continuation and intensification of marketing activities.

Q1 2025: Presentation and growth

- **Presentation at spring festivals:** Presentation of the Beerponk brand at various spring festivals to reach a broad target group.
- **Spring Break raffle:** Depending on the success of the project, we plan to participate in popular Spring Break events with a raffle of two tickets for the community. These events could take place at popular spring break destinations such as Miami Beach or Florida.
- **Community Engagement:** Continue marketing and community engagement activities to further promote the growth and awareness of Beerponk.

Q2 2025: Expansion and integration

- **Integration of BPONK as a means of payment:** Introduction of BPONK tokens as a means of payment in the online store.
- **Collaboration with new partners:** Establishing partnerships with other brands and influencers to increase reach and acceptance.
- **Expansion of the product range:** development and introduction of new products in the online store.

Partnerships

We are planning strategic partnerships with leading brands and influencers to increase the reach and acceptance of Beerponk. These partnerships are an essential part of our strategy to raise awareness of our project, attract new users and strengthen trust in the Beerponk brand.

Collaboration with well-known brands

Our partnerships aim to establish Beerponk as a brand while promoting fun and drinking culture.

These include:

- **Co-branded products:** Development of co-branded products such as special Beerponk accessories or limited editions of Beerponk beer based on traditional German brewing methods. In this way, we ensure that our beer is not only perceived as a unique product, but also offers maximum enjoyment.
- **Event sponsorship and pop-up stores:** Supporting and sponsoring Beerponk events and setting up pop-up stores at well-known festivals and events. This helps us to reach a broad target group and increase the acceptance of Beerponk. Pop-up stores offer an excellent opportunity to experience the brand live and get in touch with the community.

Collaboration with influencers

Influencers play a crucial role in spreading trends and creating hype. By collaborating with influencers in the gaming, crypto and lifestyle sectors, we aim to expand Beerponk's reach and grow our community.

These collaborations include:

- Social media campaigns: Development and implementation of social media campaigns in which influencers use their reach to publicize Beerponk and encourage their followers to participate.
- Exclusive events: Organization of exclusive events and tournaments where influencers act as hosts or participants to generate interest and participation from their followers.

Germany is known for its high beer consumption and we are using this potential to strengthen our brand. At the same time, we are also looking to international markets, particularly the pub culture in England. By combining the German beer tradition with the international enthusiasm for Beerponk, we are creating a unique experience that appeals to both local and global target groups.

With these partnerships and collaborations, we bring two worlds together: Fun and drinking, paired with the innovation and dynamism of the crypto market. Beerponk is more than just a game - it's an experience that brings people together and creates unforgettable moments.

Legal aspects and compliance

As BPONK tokens are considered vouchers, the regulatory requirements in many countries are comparatively low. Nevertheless, we attach great importance to complying with the applicable regulations in order to ensure smooth and sustainable operations.

Classification of BPONK tokens

BPONK tokens are classified as vouchers, which means that they can be used as a means of payment for goods and services within the Beerponk ecosystem.

This classification has several advantages:

- **Simpler regulatory requirements:** Vouchers are subject to less stringent regulations than financial instruments, which reduces legal hurdles.
- **Transparency and clarity:** The use of BPONK tokens as vouchers provides clarity for users and facilitates integration into our online store and other platforms.

Compliance with basic regulations

We make sure that we comply with basic legal requirements in order to gain and maintain the trust of our users.

This includes:

- **Consumer protection:** We ensure that consumers' rights are protected and that clear information is provided about the use and value of BPONK tokens.
- **Data protection:** We respect the privacy of our users and treat their data confidentially.

International orientation

While we have our origins in Germany and are capitalizing on the beer tradition there, we are also targeting international markets, particularly the pub culture in England. Germany is known for its high beer sales and we want to use this strength to establish our brand worldwide.

Sustainability and a sense of responsibility

Our goal is to create a sustainable and responsible platform that is not only fun and entertaining, but also long-lasting. By adhering to basic legal standards, we ensure that Beerponk provides a trustworthy and stable basis for our community.

Community

Our community

is the heart of Beerponk. We believe that the success of our project depends largely on an engaged and active community. That is why we are planning a variety of activities and incentives to encourage the participation and engagement of our users.

Periodical events

- **Tournaments:** We will be hosting regular Beerponk tournaments where players can compete against each other. These tournaments will not only provide fun and entertainment, but also the opportunity to win BPONK tokens and exclusive NFTs.
- **Online and offline events:** In addition to tournaments, we will also organize other events, both online and offline. These include pop-up events at well-known festivals, local meetups and community gatherings.

Rewards and incentives

- **Play2Earn mechanisms:** Players can earn BPONK tokens by participating in tournaments and other game modes. These Play2Earn mechanisms provide a direct incentive for active participation.
- **Exclusive NFTs:** We will issue special NFTs as rewards for particularly active community members. These NFTs can be used in the Beerponk app to increase the hit rate or offer other benefits.
- **Leaderboard and rankings:** A leaderboard system will display the most active and successful players. The best players will receive additional rewards and recognition in the community.

Community

Communication and interaction

- **Social media and forums:** We are active on various social media platforms and operate forums to promote exchange and interaction within the community. Here, members can share their experiences, ask questions and find out about current developments.
- **Feedback and surveys:** The opinion of our community is important to us. We will regularly gather feedback and conduct surveys in order to better understand the wishes and needs of our users and adapt our offering accordingly.

Community competitions

- **Challenges and missions:** Regular challenges and missions within the app offer additional incentives and variety. Players can complete special tasks to receive rewards and compete with others.

With these measures, we want to ensure that our community is not just passively consuming, but actively participating in the creation and growth of Beerponk. Our community is the key to our success and we strive to build a vibrant, engaged and loyal user community.

Risks and challenges

Potential risks include:

- **Market volatility:** as with all cryptocurrencies, the value of the BPONK token can be subject to significant fluctuations. We are working to minimize the impact of market volatility through the strategic integration of buy back & burn and the creation of a stable ecosystem.
- **Technical challenges:** Developing and maintaining a blockchain-based platform comes with technical challenges. We have an experienced team and reliable partners to ensure our platform remains stable, secure and scalable.
- **Regulatory changes:** The legal framework for cryptocurrencies and digital vouchers may change. We monitor these developments closely and adapt our strategies accordingly to ensure we remain compliant.

Disclaimer

The information in this whitepaper is for informational purposes only and does not constitute financial, investment, legal or other advice. Beerponk (BPONK) is an innovative project based on the principles of cryptocurrencies and blockchain technology. Participation in this project and the acquisition of BPONK tokens involve risks that you should carefully consider. Investments in cryptocurrencies and digital tokens are speculative and involve significant risks, including but not limited to market volatility, regulatory changes and technical challenges. There is a possibility of complete loss of invested funds.

Beerponk and its affiliates accept no liability for any loss or damage arising directly or indirectly from the use of the information contained in this whitepaper. We recommend that you seek independent advice and conduct thorough research before investing.

The use of BPONK tokens is subject to applicable laws and regulations in the relevant jurisdictions. It is your responsibility to ensure that your participation in this project and use of the BPONK tokens is legal and compliant.

By participating in Beerponk and purchasing BPONK tokens, you declare that you understand and accept the risks and conditions.