Coin Fuel
Whitepaper
March 20, 2022

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ABSTRACT

Coin Fuel is the premier influencer marketing network, geared specifically for blockchain and Web3 brands. Vetted Influencers

can monetize their audience with Twitter, TikTok, YouTube, Telegram, Discord, Instagram, and more.

Crypto brands and projects can leverage relevant, authenticated audiences with predictable and measurable results.

INTRODUCTION

Coin Fuel aims to become the premiere source and infrastructure for connecting teams who are developing, promoting and launching their coins with the industries most trusted, vetted, reviewed, proven marketers and influencers.

Coin Fuel is building out the platform, applications and further tools to coordinate, execute, and measure results for crypto promotional campaigns.

As we bring onboard more and more influencers, we will also create a network of trust, higher levels of efficacy, and measurement of results which the entire crypto field desperately needs.

Our longer term objectives are: to build up and develop our platform to serve the needs of web3 projects at every step of development, from development to deployment, to mature business.

When we say that *Coin Fuel aims to become the coin to fuel all coins,* what we mean is that what we imagine for the future of

crypto is that anyone looking to launch a project will come to us, use our tools to assemble their proven teams for perfecting their projects from the development phase through to the point of marketing it to the right audiences.

To create the infrastructure and trusted network to provide access to the best in the industry, is what we aim to accomplish. The industry itself needs a mechanism through which communities of users and builders who are serious and committed can find one another and build high quality projects that benefit investors and everyone working in the field.

THE MARKET

We all agree that Web 3.0 is a revolution in the making. Everything that was imagined in the first phase of the web which was centralized and corporatized into behemoth social networks in Web 2.0 is returning back to a decentralized field. Decentralized financing and exchanges which can proliferate new ideas for economies and projects can benefit not only potential investors or funders, but even have social aims attached to them.

This utopic potential is currently met with its opposite pole. The entire field of crypto, while attracting incredibly bright talented visionaries, is also populated by charlatans and scam artists. As the field is still relatively new and transactions anonymous and irreversible, the likelihood of anyone not familiar with the field getting scammed, even sometimes very experienced business people, is **very high**.

Trust is a major obstacle in this field and so too the means and measures for building trust. Without addressing these serious

shortcomings in this fast developing marketplace, there will be **serious limits to growth** and far too many opportunities for tricksters to bilk project developers and their funders from the precious resources they are investing toward the growth of their projects.

What is missing in this market ripe for explosive and exponential growth is a marketplace or hub where the needs of project developers and the abilities of those who can meet the needs for projects can be met. What is missing are the built up tools, including applications for employing people, and innovations in blockchain technology to provide those needed infrastructures to build up an entire architecture of trust.

To address these shortcomings of trust and reliability in the chain between coordination, execution, and measurement of results in the market, we begin at one of the core cogs in the wheel and that is **marketing**.

No crypto project can succeed without attracting the right attention. We began building Coin Fuel precisely in the area where scams are the most ripe and the needs are the greatest.

THE PROBLEM v.1

People who have a solid investment idea and coin which they want to launch are often faced with the impossible task of organizing all aspects for the realization of their projects.

Each step of the process requires immense time and know-how. To make things more difficult, the field of crypto is very opaque and also informal. For someone looking for reliable people to

build up the right marketing or team for the development of their token, the challenges are many.

To make things more difficult, scam artists or people promising more than they can deliver, are all too common. This presents immense challenges and risks. Developers of projects are constantly met with offers which require time, money, and expertise to discern the validity of. In the world of crypto, time, expertise, and reliability is more than just a valuable asset.

Thus, it becomes a challenge to find, in this incredibly dynamic and growing field, the vetted and trusted people who will deliver on what they say. The central challenge becomes how to connect those trustworthy projects who have needs, with those reliable influencers, designers, developers, community leaders, artisans, and craftspeople of the crypto world. Those who actually have the abilities which are being sought.

THE PROBLEM v.2

The challenges of trust don't end with project developers looking for the right influencer, community call groups, social space admins, developers, designers, or project managers.

Those who are very good at what they do also require transparency. They fear to put their efforts and names behind projects which are not serious or more hype than substance. Moreover, they lack the means to distinguish their real work, followers, and social engagement from the larger pool of unreliable and untested imitators.

Thus, the same problems exist for those who have the skills and abilities to easily locate reputable projects on a platform which already is able to separate the chaff from the wheat.

For those who have the skills and who are able to deliver, they are also placed in the impossible position of having to prove that they are not charlatans. These more serious artisans and professionals in the crypto field are not keen on going around groups to hawk their goods and services, they would rather have a serious space where they can showcase their track records and testimonials. Moreover, they would like to have a centralized platform where they can streamline their efforts, commit or reject project proposals, agree on terms, and show the immediate results for what they have delivered.

There is a tremendous need for the platform and tools that Coin Fuel aims to build. These tools save precious time and allow the influencers, artisans, and community leaders to build the core elements of every crypto project. This helps them put their artistry and energy into the real work they are passionate about. Thus, influencers and people with specific know-how and abilities serving crypto projects need a central space, one that Coin Fuel hopes to build where they and others in their field who are dedicated to what they do can be easily found and brought on board to fuel emerging crypto projects.

THE PROBLEM v.3

There is no one who has launched a token that has not been scammed at least once or twice or even more. There are no investors in coins who have not seen projects fail for choosing

the wrong marketers or people promising way more than they actually deliver. Each project's Telegram, Twitter, or Discord group is flooded daily with such proposals. One in a thousand may be good, but most are a waste of time for the project developers. So even from the perspective of funders, investors, token and coin holders, the inefficiency of the entire chain as it relates to trust is one of the major impediments to the healthy flourishing of the entire crypto ecology.

Coin Fuel seeks to build the hub connecting those seeking specific expertise for building and marketing their crypto projects and those who can actually deliver that sought after expertise.

THE SOLUTION

Coin Fuel begins by focusing on the world of influencers and marketing. We see this as one of the central axes of the problems of reliability and trust in linking good projects with influencers who have authentic audiences made up of real people, not fake accounts.

Utilizing the team's 20 years of experience in the field of marketing and social networks, Coin Fuel has been developing the basic architecture for solving the inefficiencies, redundancies, and trust measures.

We are building a platform and developing tools where those with the need to promote their projects can find, locate, communicate directly with influencers. Influencers who have been carefully vetted through our sophisticated analytics as well as familiarity in the field. These are influencers capable of delivering real,

measurable results. Our tools will also streamline processes for both developers and marketers to communicate with one another, follow up their agreements and easily fulfill their agreed upon campaigns.

$CFUEL token will be the gateway for a host of premium features and capabilities on our platform. Going forward, as we develop more sophisticated elements for our app, those who hold certain levels of our token will be given access to the most premium tools and incentives available. In addition, using the coin will unlock bonus features like expanded reporting tools, discounts to certain services, and access to expertise from our most proven team members to help with delivering and managing projects and campaigns.

COIN FUEL GROWTH LOOP

As outlined, Coin Fuel aims to begin by focusing on the marketing end of crypto development. Our growth loop and our platform's tools will focus on the following three domains.

COORDINATE
Communication directly between crypto influencers to coordinate promotional campaigns

EXECUTE
Influencers will commit to posting content about projects by a given due date

MEASURE

Track the correlation between promotions and movements in social and price reports

Our value proposition for everyone involved in this loop is creating such a platform and infrastructure where needs and abilities are met, coordinated, executed, measured.

Everyone - from the project developers, to those who have the abilities to serve their specific needs, in the first case influencers, all the way to the investors - can benefit from a more reliable and trustworthy chain holding together this loop. Coin Fuel will build up this chain of reliability, trust, coordination, execution, and measurement necessary for the growth of successful projects.

We believe that as we build up our tools and expand our offerings, we can create an infrastructure so Coin Fuel's growth loop will be able to benefit the entire ecology of professionals who build, block by block, the entire chain and ecosystem fueling successful crypto projects.

TOKENOMICS

11% Tax on Buy and Sell

Smart Burn	Unique Buyback (LP)	Development & Marketing
1%	4%	6%

Initial Supply: 1,000,000,000 (1 Billion)
Decimals: 9

Team Tokens: 10% Locked
These won't be sold for a long while, and only when the chart is up

Influencer tokens - 10% Locked
These are given to major influencers to join the platform and become brand ambassadors

Smart Burn

This means that unlike other burn features that send to a dead address, our burned tokens are taken out of circulation one percent at a time, incrementally raising the value for each token one buy and sell at a time. You can verify this by looking at the total supply on price tracking sites like PooCoin or DexTools.

Unique Buy Back
This is a smarter way to support liquidity allowing for the team to buy and pair with tokens at chosen times rather than consistently putting red candles on the chart. There is a dedicated wallet assigned for this tax so all investors are able to transparently follow when these occur.

Development and Marketing
This is the heart of the project. The proceeds from this tax will go toward advertising the project, and finding the best influencers to come onboard and to help us build up the network. It will also be used to build the most needed tools on our platform, and to streamline the entire workflow for marketers and influencers alike.

There is a dedicated [wallet](#) assigned for this tax so all investors are able to transparently follow the expenditures.

ROADMAP AND FUTURE PLANS

Our first steps will be assembling our network of trusted influencers. We will also be hiring agents, building up functionalities that developers and influencers need, and improving our reporting tools. At the same time, we will be investing in our app and also taking advantage of Web3 protocols and possibilities.

As we have alluded throughout this text, our longer game plan is to expand our offerings and build up our tools to make everyone's work easier, their money spent and earned more wisely, their time more efficiently spent, and their work producing more reliable, valuable and measurable results.

This does not only implicate influencers in the long term vision, but will include developers, designers, programmers, reviewers, nft artists, moderators, community managers, and whoever else that can support and build highly successful businesses and projects fueled by the innovations of decentralized finance.

Rather than searching for each of these elements ad hoc and with all the risks and time lost, Coin Fuel will incrementally become a central source and hub for connecting top flight projects with top flight artisans and influencers in the crypto scene.

We aim to gather and create a "one-stop-shop", and a suite of tools, where the entire invisible ecology which is the life system of crypto can be accessed, evaluated, procured, delivered, and

measured. Thus eliminating time and money wasted trying to accomplish goals.

Clearly, as the needs for trust will grow ever larger in the context of development on the metaverse, Coin Fuel will be centrally positioned to link the best in the field doing serious work from the anticipated fakes, which may also populate and promise things they cannot deliver.

In short, Coin Fuel's future plans are to be one of the key elements and chains in the blocks fueling the crypto revolution.