



Moonpad

White paper

May 2021

The **premier** IDO platform for **Binance Smart Chain Network**.

Moonpad empowers launchpad projects to raise liquidity in a **fair & decentralized** manner.

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2021 Moonpad

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Why Moonpad?

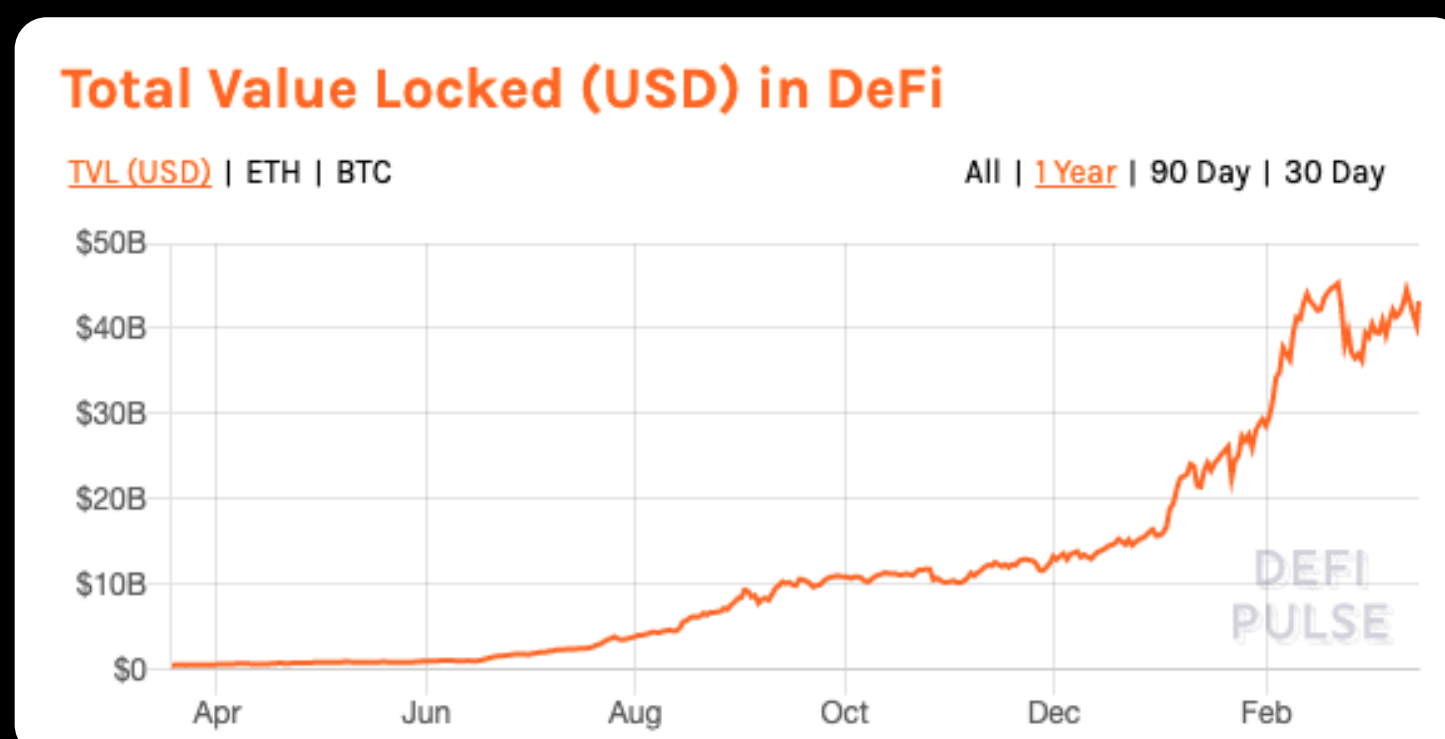
Moonpad is the best **decentralized IDO platform** for the **Binance Smart Chain Network**. Moonpad will empower crypto projects with the ability to **distribute tokens** and **increase liquidity**.

Moonpad has found a solution to incentivize and reward **all token holders** in a way that is inclusive and with a low barrier to entry. The fundamental flaws of existing launchpads is that acquiring enough tokens to participate in the ecosystem is prohibitive, and even if you do hold the tokens, you are not guaranteed an allocation spot. They are based on a first come first serve basis where automated bots can fill the whitelist spots in a matter of seconds. Moonpad is creating **fair decentralized launches**.

The hallmark of the Moonpad is a **two-round system** that makes every tier level guaranteed an allocation. There is no luck, and no lotteries, and no bots; only **fair distributed** rewards for all participants.

Background

Over the last year, **decentralized finance** (DeFi) solutions have democratized access to various financial instruments for millions of users around the world. Not only have experienced crypto traders been leaving centralized exchanges (CEXs) as a result, but decentralized exchanges (DEXs) have made it possible for a **new market** of retail investors to enter the cryptocurrency world. These events have been the driving force behind the total value locked (TVL) in DeFi increasing by a magnitude of over **5x** in the last **six months**.



It's easy to see why this space is seeing **rapid growth**. To start, DEXs are quick to use, as there's **no sign up** or **Know Your Customer** (KYC) process involved. In addition, the user interface on a DEX like Uniswap is simple, intuitive and most transactions or swaps consist of clicking a few buttons. Lastly, fees on DEXs are **minimal**, with most charging a flat fee of around 0.3%, versus CEXs which can charge up to **0.5%**! However, as volumes on DEXs increase exponentially with the adoption of DeFi, there arises an issue that many developers are currently trying to solve for: **scalability**.

Today, most DeFi transactions are handled on the **Ethereum** network. This has led to an increased **congestion** in the network, which has made transactions on Ethereum **slow** and **expensive**. Investors and traders across the world have found themselves having to pay upwards of **\$50 in gas fees** (or more) just to make a transaction. Whether a user is trying to make a **\$10 trade** or a **\$10,000 trade** on Uniswap, costs reach upwards of **\$50+**, depending on the network congestion at the time of the transaction. This has made Ethereum transactions **cost-prohibitive** for most retail traders to participate in. **Sidechains**, **layer 2** (L2) solutions, and even **different blockchains** such as the Binance Smart Chain (BSC) have emerged as a result of this.

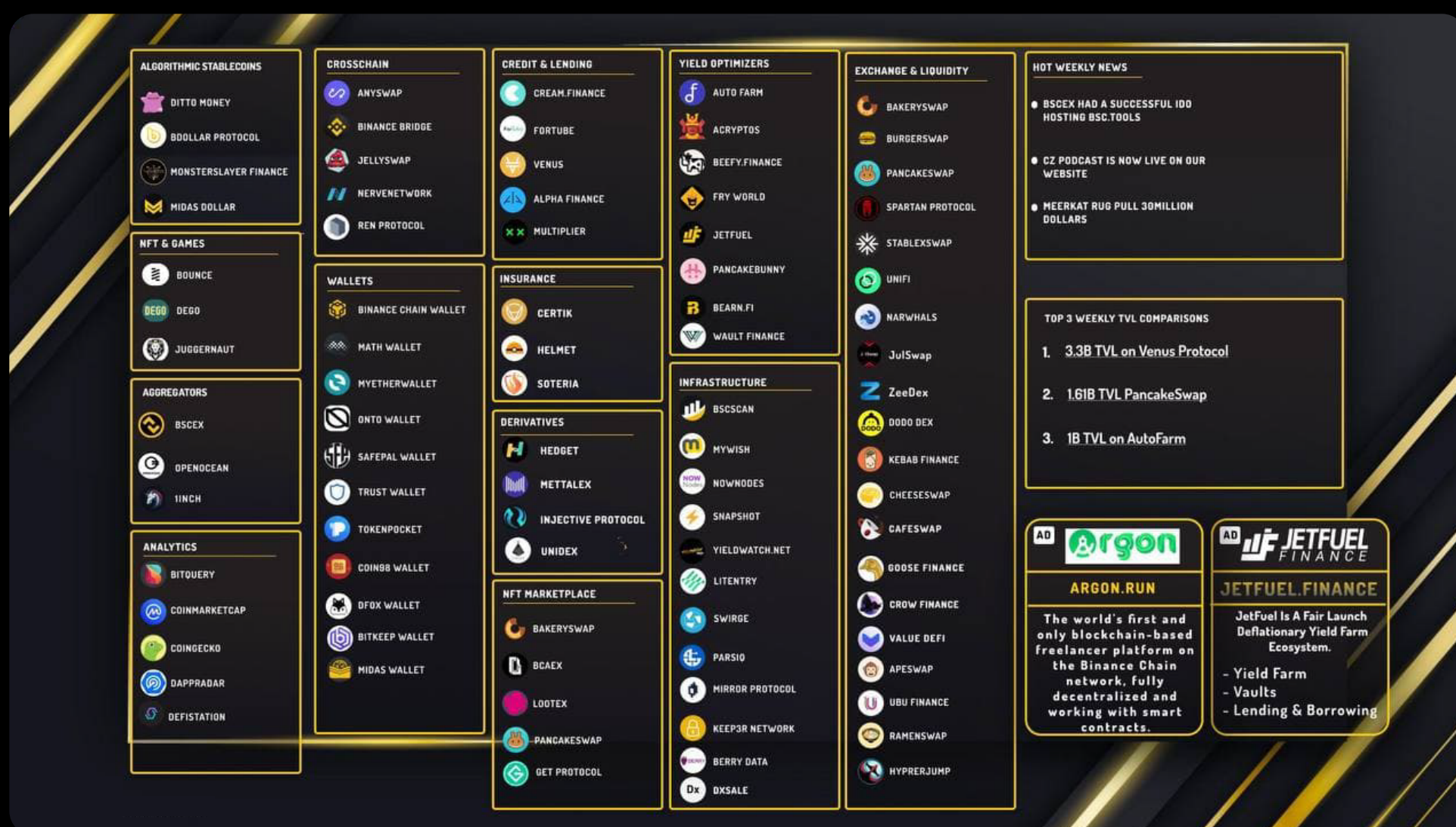
The Moonpad Vision

At Moonpad , our mission is to make DeFi **accessible** and **fair** for **everyone**. To do this we have decided to build on the **BSC** Network as it is capable of **lightning fast** and **low cost** transactions. The BSC network can process transactions quickly, and at a cost that is **one hundreds** times cheaper compared to Ethereum. Yes - **even thousands** of times.

With low transaction costs, traders can **trade freely** without worrying about excessive **transaction fees** on their profits!

The Binance Smart Chain Market

The Binance Smart Chain ecosystem is really **booming**. With **hundreds of thousands** of projects launched recently (this image below proves this). It is an attractive market and attracts a **large number** of community participation to **help us** launch potential projects on this ecosystem rise to the **top defi**!



The Capital Allocation Problem

Solving for Unfairness

In the current ecosystem, early investing in blockchain projects is not available to the average retail investor. Here are some reasons why:

- Large **Venture Capitalist** (VC) Funds still dominate the pre-seed rounds of top DeFi projects and suck up initial token supply before the public even knows about these projects.
- Early fundraising rounds for projects which don't take VC money are often filled instead by **friends** of the founders and **influencers**.
- Projects which do whitelist based allocations are a **game of luck**, given out to those who **are online** when the whitelist form is made available, people with the **fastest internet connection**, or even **bots** who are able to fill out a form instantly.
- Projects which go down the route of "fair launches" and mining based distributions **disproportionately favor rich investors who can stake large amounts of capital**. Those with the most capital are able to earn most of the supply.
- Projects which launch completely on Pancakeswap are not fair anymore in the current market. **Bots** are able to buy token launches the moment liquidity is added by the founding team - often driving up the price and making everyone else buy the token at a **large premium**. The bots then proceed to sell into the ordinary investors, who are simply a few zseconds too slow to compete.

Current Binance Smart Chain Project Launches

Projects that is launched on Binance Smart Chain are currently no different from those on other popular blockchains like Ethereum. On both blockchains, **inequity** and **decentralization** are present when it comes to fundraising for projects. And an important thing is that a lot of IDO scam projects are the results when IDO platforms do not have a process of checking and validating IDOs before putting it on its launch pad, causing a lot of investors to lose money!

With Moonpad, we provide an alternative route for projects that may want to raise funds to fix the issues facing previous platforms:

- **FAIRNESS**: As a project with **100%** purpose for the community, we offer appropriate levels of decentralization so that users with **very small** capital can also **join IDO** on our platform. This creates a **fair** fundraising system for **all members** who own MPAD.
- **SAFETY**: We are also an Auditing platform **combined** with IDO launcher, we guarantee the quality as well as the safety of all projects through Moonpad's strict audit process.

The Moonpad Solution

Moonpad Goals

At Moonpad ,our mission is to democratize investing in DeFi and bring widespread adoption to the Binance Smart Chain ecosystem. Ultimately, **investing should be open to anyone, easy to join and completely decentralized.**

Binance Solution

Unlike traditional launchpads based on who clicks a button first, in Moonpad we are building a platform which is **equitable** and **fair** for everyone while still rewarding token holders. No more whitelist spots based on who fills a form out first and no more high financial barriers to entry. Moonpad creates **fair, decentralized** liquidity raises through a **tri-round** system that makes a **tier based guarantee** to interested participants based on the **quantity of Moonpad tokens** they own.

Round I

In the first round, any holder who has the minimum requirement of **holding MPAD tokens** can participate in the raise for a given **initial distribution offering** (IDO) for a project. Through a pooled system, anyone can participate in a raise over an eight hour period and the proportion of allocation given to a participant depends on the pool weight of their **tier** which is solely dependent on the number of **MPAD tokens** they have **hold**.

Round II

In the second round, **any tokens not sold** in the first round are put up for sale again. This second round is a **first come - first serve**, also known as FCFS, model in which each tier is given a period of eight hours to purchase an uncapped amount of tokens for the given IDO project, with priority given starting from the **highest tier** to the **lowest tier**. Please check out our flow on the next page for a detailed description of the process to participate in an IDO.

Round III

In the final round of the swap, anyone on the Moonpad platform will be able to acquire remaining tokens from the sale with an uncapped limit. There will be no hold MPAD requirements for the third round of the sale.

Note: The requirements for a sale in terms of KYC are determined by the IDO project, not Moonpad, in order to comply with international regulations.

User Flow

Welcome!

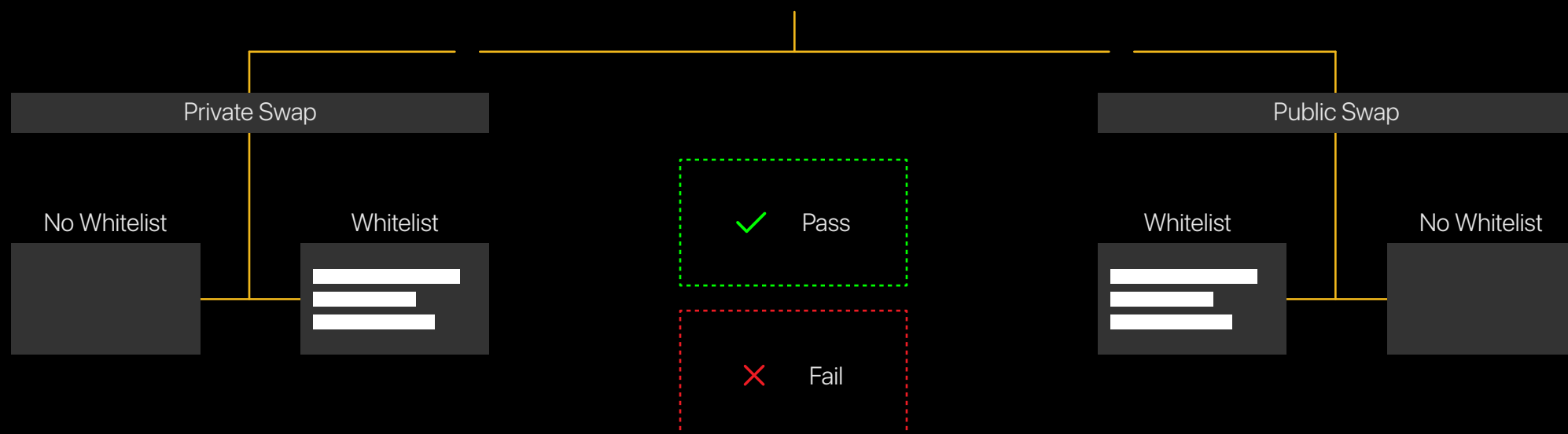
Connect Wallet

Moonpad Dashboard

The Moonpad Dashboard will be the one-stop shop for all things Moonpad.

Users will be able to hold MPAD, view upcoming pools, participate in yield farms, and create OTC deals.

View Swaps



Begin Swaps

The Moonpad Swap supports both public and private swaps. For enhanced private swap functionality, all private swap will be given a special private link that teams can share for seed rounds, strategic rounds, or other sales that are not meant to be public facing.

Rates

User Enter Rates, SPL Token inputs



Accept



Reject

Rates

A Token Hold period begins in accordance with original Swap parameter as decided by the fundraising team. All tokens will be locked on the Moonpad platform until the hold period ends, after which users will be able to claim their tokens.

Token Claim



Accept

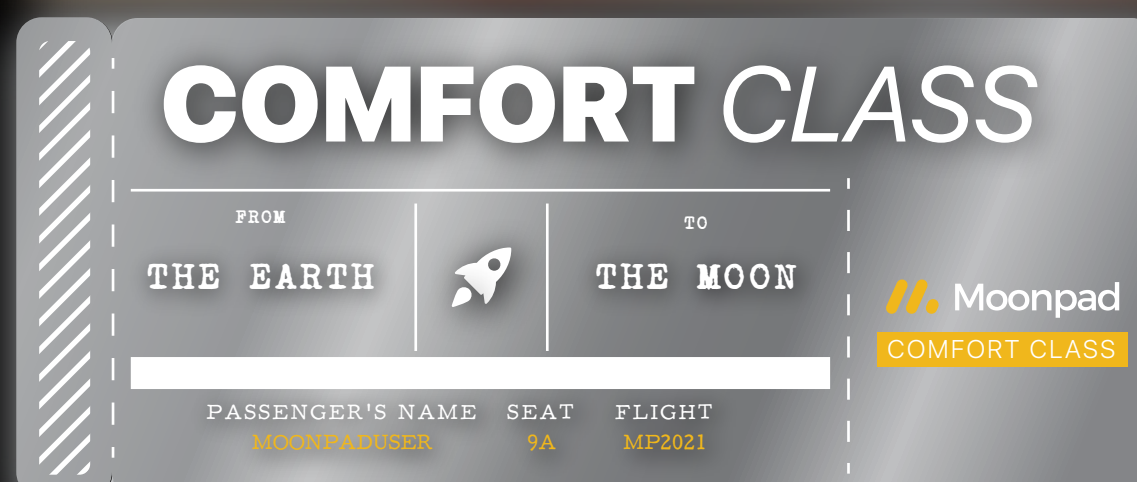
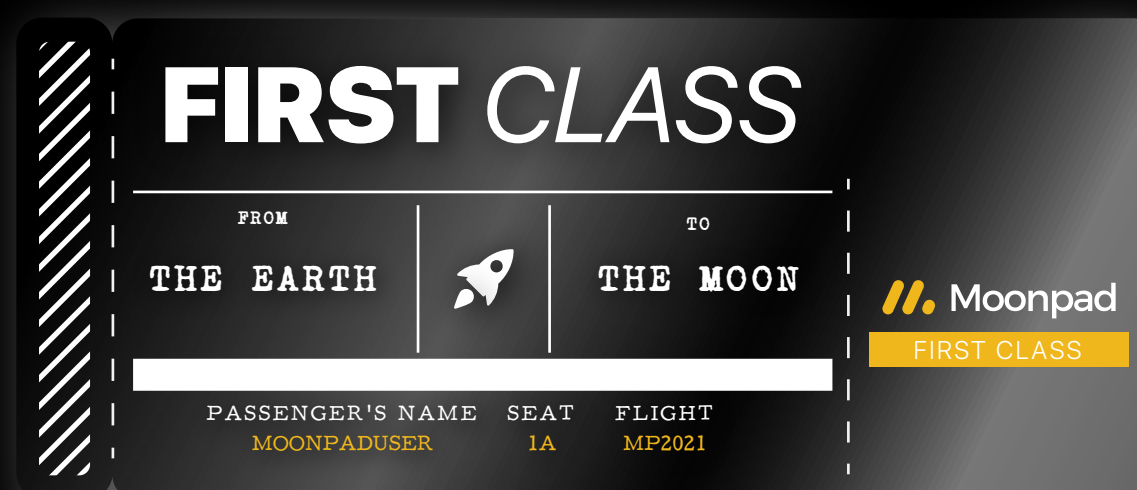


Reject

Happy Trading!

Moonpad Tickets

Moonpad aims to be a predictable and fair platform that incentivizes holders of **MPAD** tokens to capitalize upon and support new IDO projects on the platform. Through our four tier system shown below, Moonpad participants are given allocations based on the **quantity of MPAD** tokens they own.



Moonpad Ecosystem Longevity

At Moonpad we want to make sure that participants in the ecosystem are **long term participants** in the platform and not simply short term traders who wish to come in and out of pools. To satisfy this, we will implement a time-locked period to make a user eligible for entering into an IDO round and a similar time-locked period to unstake.

In addition, the moment a user unstakes their MPAD tokens they will **no longer be eligible** for future sales on the platform until they stake their MPAD tokens again.

Moonpad Tiers Future Roadmap

Soon after launch - Moonpad will aim to improve upon the current tiered model by offering more incentives to those who support Moonpad **long term**. Moonpad will implement a tiered based system which is not based on the discrete number of tokens a participant has staked but rather a vested aggregate of the number of tokens a user has staked.

The system ultimately rewards **longer term holders**, while not overly punishing new entrants to the system. To elaborate further, Moonpad will implement a vesting system where users who stake **MPAD** on the platform will receive a representative token (**xMPAD**) that streams to the wallet in question over 30 days. At the end of the 30 day period, **xMPAD** will be equivalent to **MPAD** staked 1:1, thereby representing the full allocation available to an individual staking on the Moonpad platform. To decide allocations, Moonpad will check the total amount of **xMPAD** in a users wallet, which represents the total stake in the system. With a linear vesting feature, users can truly become the VC's, with incentives in place for longer holding periods.

In addition, Moonpad recognizes that one of the evident problems in many launchpad ecosystems is that the barrier of entry can be **too high for smaller players** to participate in IDO launches. With a purely tiered model, it could potentially take a significant amount of capital to acquire MPAD tokens to be placed in a tier depending upon the market price of the MPAD token. Moonpad plans to further innovate on the tiered launchpad model by creating a micro staking tier called **Satellite**. To join the **Satellite** tier, an individual will have to stake a **minimal amount** of tokens and be entered into a **lottery** for every IDO project. If they **win that lottery**, that individual will be given access to the **Comfort Class level allocation** for that raise. We plan to start with a fixed number of lottery winners for every raise and iterate upon this concept to accommodate more players over time.

Once again, changes like these will be added **soon after the initial launch** and once we see how the market dynamics play out with a fixed tiered model for raises. We have planned these changes as we want to make sure Moonpad is **open to as many participants** as possible, tailored towards **long term believers**, and is as **fair as possible**.

The Moonpad Ecosystem

IDO Platform

One of the goals of Moonpad is to accelerate the adoption of the **Binance blockchain** by making it accessible for **everyone** to invest in up and coming **Binance Smart Chain projects**. However, Moonpad will not only be an IDO platform meant to bootstrap liquidity for **future DeFi** projects .

Audit Service

We are a team of **engineers** and **analysts specialized** in blockchain technology and business analytics with wide experience on **crypto market**. Our core team is famous for its market reports made during **2016 - 2018** bullish market and technical evaluation of the projects.

We started as an Audit & Development firm for smart contracts in the beginning of the **ICO rush** and **expanded** our expertise to the market researches and **exchange** analytics, **security** and **technical valuation** of the projects.

Why Us?

1. Privacy & Safety

Manual **line-by-line** code reviews to ensure the logic behind each function is sound and safe from common **attack vectors**.

Simulation of hundreds of parent of interactions with your **Smart Contract** on a test blockchain using a combination of automated test tools and manual testing to determine if any security vulnerabilities exist.

Consulting with the team to implement recommendations and resolve any outstanding issues; then boiling down results and findings into an easy to read report to highlight any risks that exist to the project or its users.

2. Work Fast

Review report with suggestions on how to **fix bugs** and **reduce** risks given in ~ 10hrs to 3 days.

3. Good Price

We are confident that **our prices** are the most reasonable in the market.

Moonpad Capital Investment Fund

With the ambition to build and promote Defi to the next level especially projects on the Binance Smart Chain network. We now established the Moonpad Capital investment fund with the mission of incubating, supporting and promoting potential defi projects that have been IDO on the launch pad and undergo Moonpad's strict appraisal or audit process!

We are confident that the fund will reach a market capitalization of 500 million USD and support at least 20 successful projects as well as have a strong foothold in the market by the end of 2022.

Tokenomics

Token Utility

At launch, Moonpad tokens represented by the ticker **MPAD**, will have multiple uses.

First, the **main utility** of the MPAD token is to be able to **participate in new IDO** sales on the Moonpad platform by staking tokens. Through this utility, participants who are eager to fund the up and coming Binance Smart Chain projects can gain access by accumulating and staking the **MPAD** token.

The **secondary utility** of the MPAD token is the ability to participate in the **BSC DAO**. One of the founding principles of Moonpad is to be decentralized as possible. The BSC Decentralized Autonomous Organization (DAO) will allow members to control the future of the platform by iterating upon key aspects of Moonpad such as **pool weight proportions** for given tiers, **additional utility** given out to higher tiered members, the **minimum staking period** required to participate in new IDO's, and **any other aspect** that is voted upon.

DAOs are a fundamental aspect to any utility token and through decentralized governance, **anyone and everyone** with Moonpad tokens can control the future of Moonpad by creating governance proposals and having them voted upon.

Token Allocation

One of the most important parts to any project is the token distribution, as this creates incentive structures for the long term growth of the platform. In creating Moonpad, we wanted to embrace the idea of **community involvement** by allocating **60%** of the total token supply to the community through the **Presale**.

Category	Price	% of Total	Token Count	Funds Raised	Vesting/Purpose
Private Sale	\$0,0097	12%	36,000,000	\$350,000	30% released 30% released after 30 day 40% released 60 day
Public Sale	\$0,0173	48%	144,000,000	\$2,500,000	Not Lock
Liquidity		16%	48,000,000		Locked For 3 Years
Partnerships Advisors		8%	24,000,000		Variable Access Time
Marketing & Advisors		6%	18,000,000		Variable Access Time
Platform Development		10%	30,000,000		Locked For 1 Years
Total		100%	300,000,000	\$2,850,000	

Competitive Ecosystem

Competitive Overview

Launchpad projects released recently have shown outstanding advantages to replace the traditional IDO form. This new model allows projects to reach to **more people, providing high liquidity, transparent and fair** transactions.

Currently, the main types on the BSC market are **Bscpad, Bscstarter, and Kickpad**. All three types of these projects are thriving and have great valuations due to the demand and quality of the projects launched on their respective platforms.

BSCStarter

100M
Peak Marrketcap

BSCpad

360M
Peak Marrketcap

Kickpad

400M
Peak Marrketcap

Moonpad is a **pioneering** platform in the BSC market combining IDO and auditing with the aim of bringing **high quality** projects to help build an increasingly tight and clean BSC ecosystem. Through rigorous consulting, **marketing, evaluating** and **audit process**, Moonpad is certain that in the future there will be many top blockchain projects will appear on our platform.

Moonpad IDO Application Process

Types of Projects We Consider

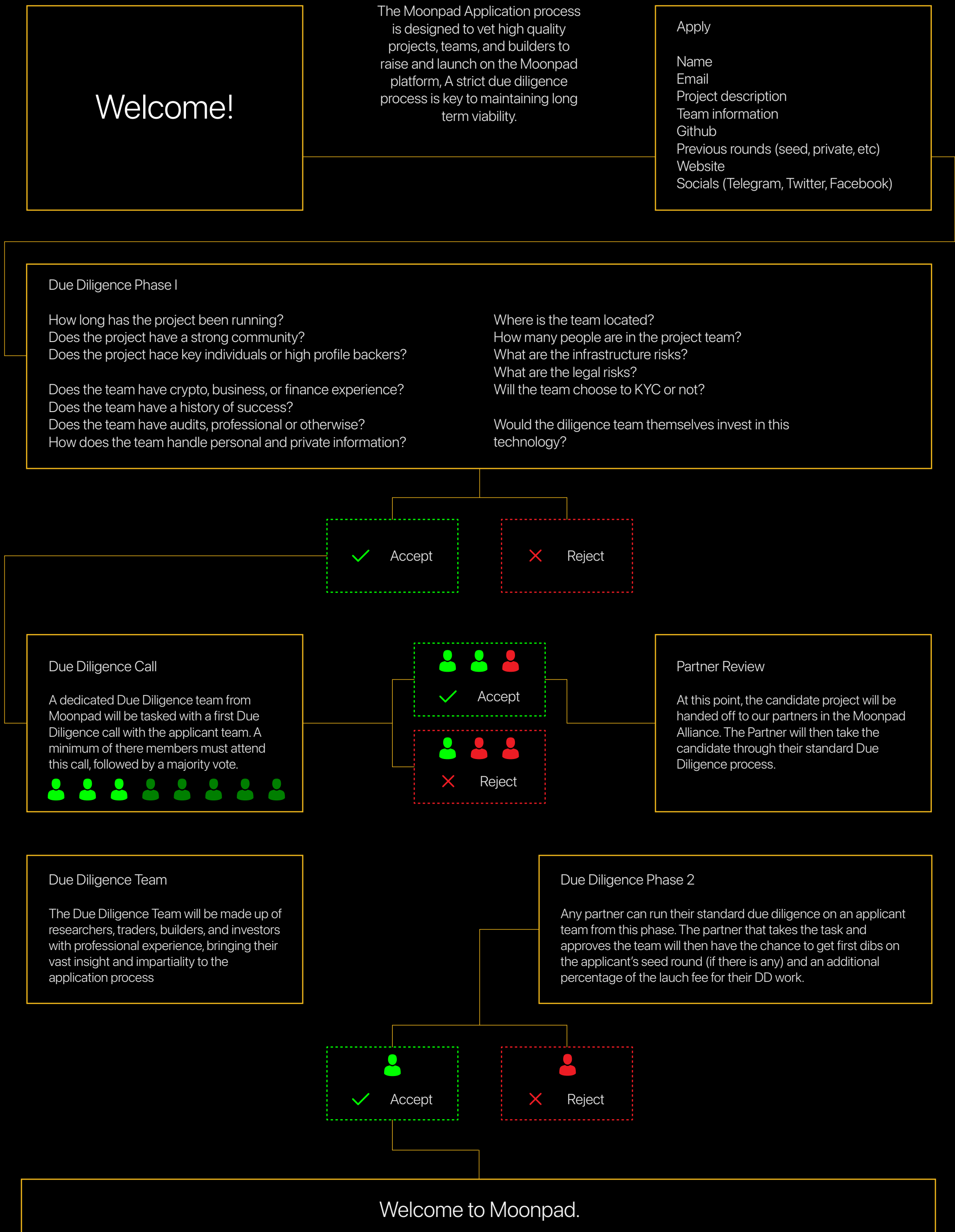
Moonpad aims for projects which **demonstrate novel utility** in the **BSC** Ecosystem. We want projects which are not in the idea stage but have made substantial progress either in terms of **finalizing the concept (whitepaper)**, **have a development team**, **have public code repositories**, and **are close to either a test-net or main-net implementation**. We unfortunately cannot accept projects with a simple idea and website as we are aiming Moonpad to launch quality projects that can actually be used by the general public.

The Application Process

Moonpad's mission is to bring **high quality** projects to individuals worldwide in a fair and decentralized manner. As we have learned from numerous scams and rug-pulls on Binance Smart Chains, even the best projects are susceptible to **bad actors** who try to sabotage projects and deceive investors.

To help reduce these adverse events, Moonpad will only allow projects listed on the platform if they undergo a **rigorous audit process**. Moonpad's proofreading process will include an **initial registration process**, **internal review**, **kick-off call**, **due diligence check by partner VC company** and **final security check** by Moonpad, of which we audit the project's smart contract code. Due to this intensive process, Moonpad will only allow public groups to list projects on the BSC. Moonpad aims to list the best projects possible and help make **BSC** a **more secure chain** than Ethereum in fraud mitigation. Moonpad already has many **high quality** projects prepared for launch, and Interested projects can apply on the online form on moonpad.app website once we list on Pancakeswap. To help support projects as described below, the Moonpad platform will take a percentage of **funds raised** from the IDO project for mentoring, startup operations, and related services.

Due Diligence Flow



Benefits of launching on Moonpad

If we analyze the top projects that have skyrocketed to success over the last few years, the main indicators of future success come down to a combination of both **novel technological innovation** and **also dedicated communities** that have spearheaded the adoption of these projects.

Moonpad assists projects in both of these aspects by first helping projects on the **technical side** through **advisory services**. These services include helping projects develop **tokenomics and rollout strategies**, connecting projects to the top auditors and security researchers, and introducing projects to top blockchain developers and graphic designers. On the awareness side, Moonpad will introduce projects to **top exchanges for potential listings**, assist with **community building** strategies, and provide expertise that will allow projects to **forgo expensive marketing budgets**. By having a strong reputation for only listing the top projects on our platform, projects can expect to have **dedicated and engaged communities** spearheading the organic adoption of their mission from the beginning. Lastly, Moonpad helps projects connect to the **top marketers** in the space if needed and can also directly set up projects with **larger fundraising rounds** from some of the top venture capitalists in the space which are partnered with Moonpad.

Simply put - Moonpad allows developers and teams to focus completely on project development and their technical roadmap. Through the initial launchpad boost -projects can expect to have a lot of the hard work that comes with any crypto project offloaded from their plate by having Moonpad as an **advisor** that is **always by their side**.

Roadmap

Development Roadmap

Moonpad not only aims to be the premier launchpad ecosystem on BSC, but will provide additional features soon after launch to provide utility to the space.

First, Moonpad aims to **establish a DAO** which will be used for any governance decisions regarding token **mechanisms** and **treasury spending**.

Second, Moonpad plans to add **OTC** functionality which will allow institutions and individuals to make **trusted escrowed transactions** on the BSC network.

Thirdly, Moonpad will develop **liquidity locking tools** on the BSC chain which will allow users to have peace of mind, verify how much of a project's liquidity is locked for, and the time period for which it is locked, all from an easy to read, intuitive interface.

Fourthly, Moonpad plans to **expand to other blockchains** which need legitimacy and high quality projects, after establishing Moonpad as the premier launchpad ecosystem built on BSC.

Lastly, Moonpad will explore the addition of creating **different types of sales** from fair **LBP pool launches** and **NFT auctions on chain**.

Development Timeline





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Conclusion

Moonpad is a platform which will **disrupt** the way that everyday investors enter and participate in the **DeFi** ecosystem. While the Moonpad team is focused on decentralized fundraising and IDOs for now, our future plans are much broader and will involve developing **additional features** for the next generation of BSC projects.

The future of **DeFi** is **Moonpad** and **Binance Smart Chain**. We are making DeFi truly **accessible** and **fair** to anyone, regardless of how much money or what **connections** they have.

We are excited to have you on this journey!



Moonpad

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