

# MADHOUSE TOKEN

## INTRODUCTION

The Madhouse team has developed a token with a strong focus on real use case and incentivized rewards for investors. Our unique deflationomics take the best of other successful projects and make them work the way they should.

We are a team of like minded investors united by a common goal to make the crypto space more geared towards the investor. We don't want to reinvent the wheel. We intend to make a better one. With the Madhouse token, we are determined to turn the entire DeFi space on it's head. And we invite you to join us in the new age of how a truly deflationary cryptocurrency should work.

The Madhouse token is a unique token with a revolutionary system of deflationomics which incorporates true burning of tokens from the supply and our proprietary liquidity protection protocol.

From our origins in the Markus Madhouse dogecoin youtube community we have bound together our combined brain power and unique talent pool to develop a new era of optimised smart contracts.

The Madhouse Token is the first of it's kind and will be a game changer in the crypto space. You will be able to share and spend it freely with no tax on transfers, the way it should be. Investors are only taxed when buying and selling to protect the liquidity pool and, most importantly grow their own bags.

With our custom deflationomics, Madhouse Tokens can and most certainly will be used as an everyday currency going forward.

[ This introduction needs to be edited. Just been adding to it as new information comes to light ]

# DEFLATIONOMICS

## What is deflationomics?

With traditional tokenomics, investors are usually taxed a fixed percentage on every buy, sale, or transfer of tokens. A portion of the tax would normally be redistributed to all holders. Some would go to marketing. And some would go into the liquidity pool under the false premise of creating an always increasing price floor. But if you take a closer look at virtually any token implementing tokenomics, you will see that it simply does not work this way in practice.

[ NOT FINISHED HERE. GOT SIDETRACKED ]

## What is the liquidity protection protocol ( LPP ) ?

With traditional tokenomics a percentage of each transaction is taken to send to a burn wallet. And another percentage of each transaction is taken to add to liquidity. This is terribly inefficient, costs investors high gas fees and just doesn't work as intended. LPP fixes this by taking a small percentage of tokens from each transaction and destroying them completely. This truly reduces the supply and works towards maintaining the liquidity pool size relative to the over all market cap.

To encourage holders to hold and discourage "dumping", there will be a low 4% fee on all purchases with 3% being redistributed to holders and 1% LPP Fee. There will be an initial 21% fee on all sales with 20% being redistributed to holders and 1% LPP.

The fees on sales will be periodically reduced over time at selected intervals.

## **BURN**

Most BSC tokens will mint a ridiculously excessive amount of tokens and "burn" half at launch with a percentage burn per transaction over time to artificially inflate the market cap of the token. In effect this means that all wallets end up having double the percentage of supply that is actually shown in bscscan at launch. This in itself is not necessarily a bad thing. But it can be used by nefarious contract owners to hold big bags and dump the price at will.

With the madhouse token we don't have any immediate plans to burn a large number of tokens. A small burn may become necessary at some point. However, we have put a lot of thought into minting the right amount of tokens at launch making the burning of tokens generally unnecessary. This also removes a layer of complexity from the contract meaning lower network gas fees and greater speed for all transactions.

## BREAKDOWN ON FEES

### **Purchases**

4% fee on all purchases – 3% redistributed to holders and 1% added to liquidity.

### **Sales**

The initial fees on sales are set at a high rate to reward early adopters and encourage holding. These fees will be reduced in stages to ultimately settle at an 8% fee on all sales.

Also, at no time will you pay any fees on wallet to wallet transfers other than the standard network (gas) fees.

*[ INSERT FANCY GRAPH ]*

*[ Numbers below are I just made up as place holders. Waiting on real info ]*

#### **Phase 1**

21% fee on all sales – 20% redistributed to holders and 1% LPP fee.

#### **Phase 2**

16% fee on all sales – 15% redistributed to holders and 1% LPP fee.

#### **Phase 3**

11% fee on all sales – 10% redistributed to holders and 1% LPP fee.

#### **Phase 4**

8% fee on all sales – 7% redistributed to holders and 1% LPP fee.

## **DISTRIBUTION BREAKDOWN**

*[ more made up numbers ]*

Total supply : 1,000,000,000

Presale : x%

Liquidity : x%

Private Sale : 15%

Marketing : 10%

*[ GOOD SPOT FOR ANOTHER FANCY GRAPH ]*

## **MARKETING**

Much of our marketing and promotion will be done in house and via the YouTube channel. We don't plan on any extreme marketing measures at the expense of holders. However we will spend the money on marketing when and if it is deemed necessary

All transactions on the marketing wallet will be made public and receipts provided where applicable.

We will allocate 10% of the initial supply to marketing which will receive the same reflections that all holders receive. The marketing may however be excluded from exit fees depending on community consensus.

There will be no extra tax on transactions to be allocated to marketing thereafter. This way we can allocate more reflections to our holders.

The marketing wallet will also always be open for donations from anyone who wishes to contribute. And direct transfers to the marketing wallet (like all direct transfers) will not be charged any fees.

# **REAL WORLD UTILITY**

## **EDUCATION**

The madhouse token is intended to give new investors and entry point into Decentralized Finance ( DeFi ). With so many scams and tokens out there with complex tokenomics, we intend to use the madhouse token, via the youtube channel to educate people on the ins and outs of DeFi investing and trading in a hands on and entertaining environment.

We will create a safe space for new crypto investors to learn how smart contracts work, what to look out for and what questions to ask when looking to invest in new projects.

## **TIPPING, SHARING, SPENDING**

We believe one of the simplest yet more powerful use cases of cryptocurrencies is the ability to use, spend and share with others. That's why the madhouse token has zero tax on wallet to wallet transfers.

We want you to hold our token. But we also want you to share it around with your friends, tip your favourite youtubers and content creators, and ultimately use it to buy stuff. The tax on transfers with almost all other BSC tokens has always been a barrier to sharing. So we've eliminated that.

## **ONLINE TABLE TOP GAMING**

Perhaps the most unique, and quite frankly game changing utility, being introduced with the madhouse token will be the integration with Dungeons and Dragons campaigns that will be streamed live. The DM will be able to utilize the blockchain to track players in game funds eliminating dishonest players.

Participants will also have the added benefit of being able to make some real life money while playing. And the absence of transfer fees makes the madhouse token ideal for this purpose.