

Luv To Meme

Introduction

Meme tokens, along with many new tokens, are currently facing a significant challenge: raising capital to provide liquidity. While raising capital is not inherently problematic, the meme token space is often plagued by unsustainable projects. After the initial raise, many project creators sell off their tokens—often purchased at a much lower price than the initial listing price—and then abandon the project. We love memes, and we believe in making them safer.

With **LUV**, the need and incentive to raise capital for meme tokens is eliminated, as the platform itself provides the liquidity. No presale, no rug pulls.

TL;DR

Meme tokens often face issues with unsustainable projects and rug pulls. Our platform, **LUV**, **eliminates the need for raising capital** to provide liquidity, making meme tokens safer by supplying liquidity directly through the platform.

- **Platform:** Instant Liquidity Provision at any marketcap without the need of raising funds.
- **Main Token:** Acts as both a DAO token and provides liquidity. It is tradable and volatile. Also has a transaction fee.
- **Tokenomics:** Initial supply with infinite minting capabilities, paired with an adjustable market cap through Uniswap V2 liquidity pools.
- **Revenue:** Transaction fees in a range between 0-1% from LUV will be collected.
- **Bot Protection:** Prevents non-whitelisted accounts from executing more than one transaction per block, reducing the risk of sandwich attacks.
- **Staking and DAO:** Stake the main token to participate in governance and control over fees and treasury.
- **Launch Platform:** Offers three customizable token types:
 1. Standard ERC20.

2. ERC20 with transaction fees.
3. Clog Token with advanced features like transaction count-based fees and wallet limits.

Our platform aims to make launching and trading meme tokens more secure and transparent, minimizing the risks typically associated with new token projects.

The Main Token \$LUV

The main token serves as both the DAO token and the token that provides liquidity. It is volatile and can be traded on platforms like Uniswap.

Tokenomics

- **Initial Supply:** X
- **Infinity Supply** (see Liquidity Provision)
- **Available Supply** = Initial Supply
- **Initial Liquidity:** 65%
- **Dev** 5%
- **lockedLUV** 30%
 - 10% Team
 - 10% Airdrops/KOLs
 - 10% Treasury

*May change

Token Features

The main token has a transaction fee of 0.2% at launch, which the DAO can adjust within a range of 0.00% to 1.00%. This fee is collected and the DAO can decide how it will be distributed. Initially, 100% of the collected fees will be staked in lockedLUV and used as rewards for lockedLUV stakers.

Staking and DAO

The main token can be staked to obtain lockedLUV. While you can exchange LUV for lockedLUV at any time, exchanging back comes with a 3-month cliff. The lockedLUV tokens can be swapped 1:1 for DAO tokens on the Aragon platform without a cliff. These tokens enable participation in DAO votes and proposal creation. The DAO will govern the generated fees and the treasury.

Bot Protection

The token include bot protection, preventing non-whitelisted accounts from executing more than one transaction per block. This measure effectively blocks so-called sandwich attacks. This protection also applies to all tokens launched on the platform.



Note: Due to the use of an auto-audit API (e.g., Go+ Security), the token may initially be flagged as a scam, as the API could mistakenly interpret the restriction on multiple transactions per block as suspicious behavior. The team is aware of this and will engage with the relevant API providers before and after launch to resolve any mislabeling.

Liquidity Provision

The main token will also be minted to provide liquidity for the tokens launched on the platform. The exact process is explained in detail under the section titled "Launch Platform."

Launch Platform

The platform offers three different token types with various customizable options, further explained below. The adjustable market cap was detailed in the "Liquidity Provision" section.

Liquidity Provision

The platform utilizes Uniswap V2 liquidity pools and the main token. Users can set the initial market cap for their token within a range that will be explained further.

How Do Uniswap V2 Liquidity Pools Work?

The formula

$$x \times y = k$$

dictates that Token X and Token Y are added to form the liquidity. At any time, X can be exchanged for Y using the formula:

Xin: Amount of X to swap in.

Yout: Amount of Y getting for swapping X in.

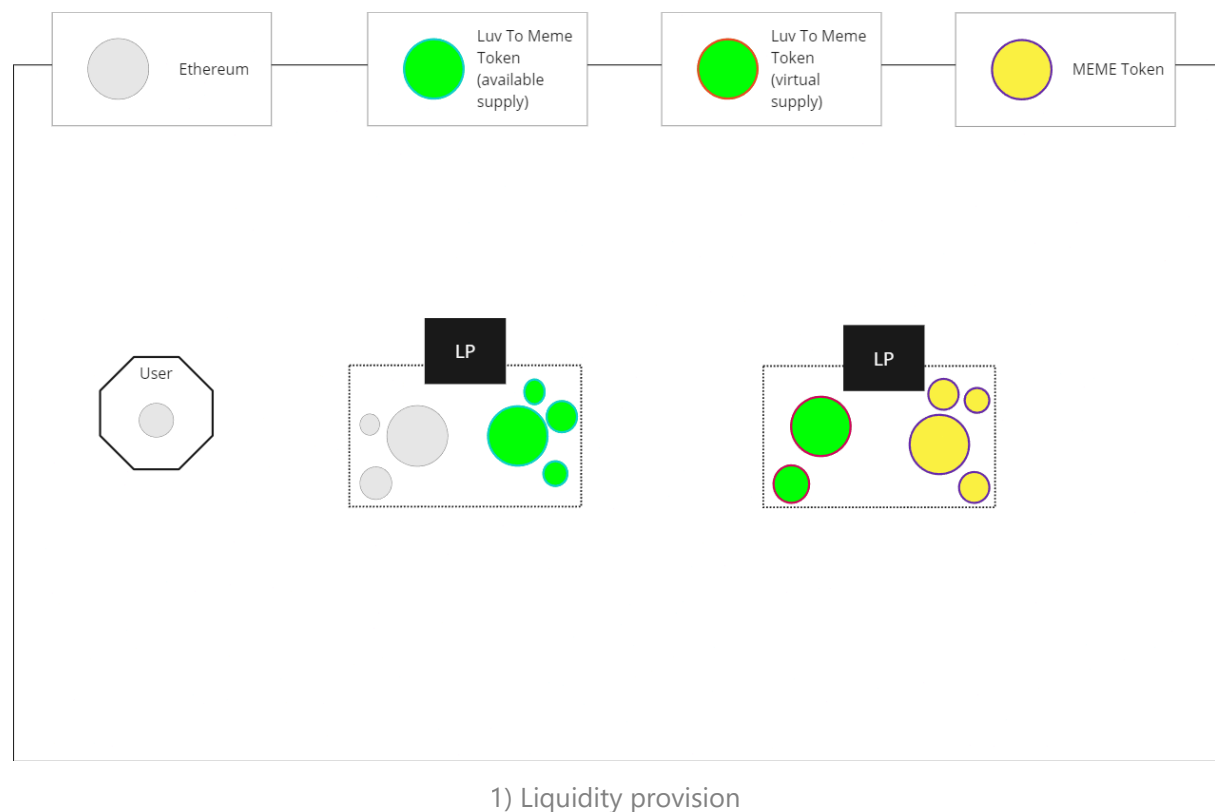
$$\frac{k}{x + Xin} = y1$$

$$y - y1 = Yout$$

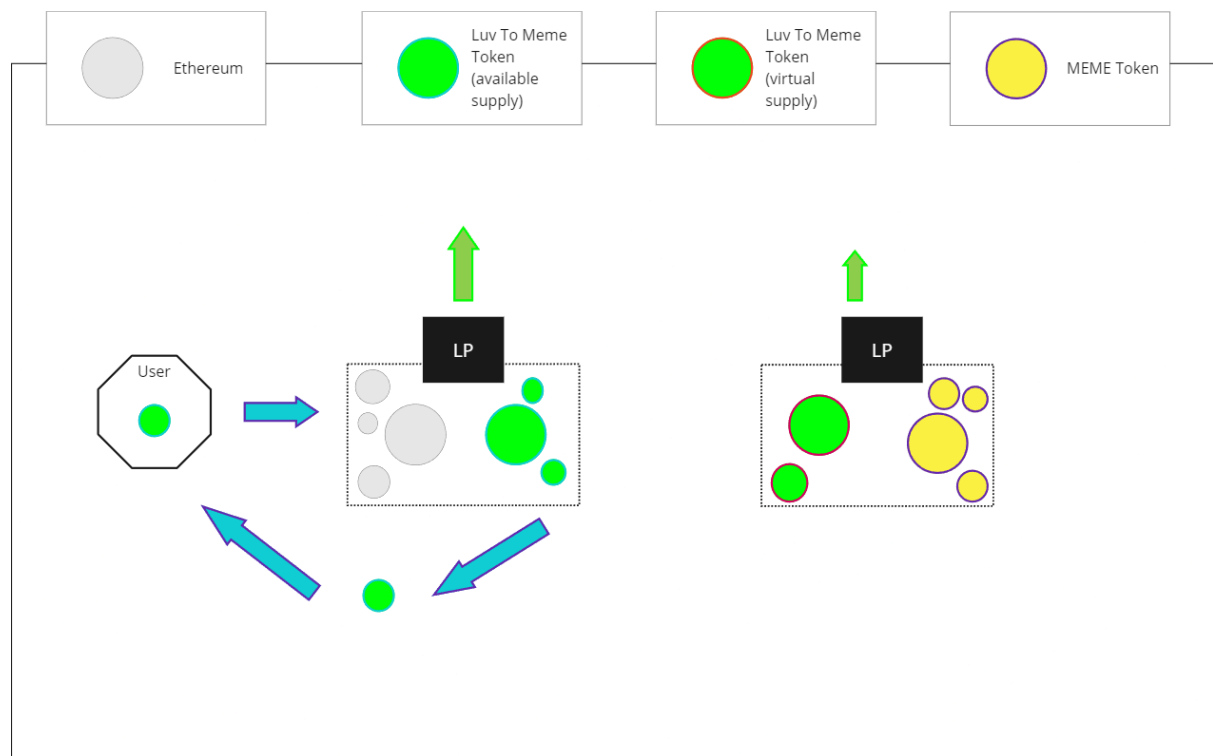
How the Platform use Liquidity Pools

This means that at no point can more X be withdrawn than the initial value, assuming 100% of the Y token supply (which should not be mintable) is in the liquidity pool from the start. Consequently, X can be minted infinitely without affecting the available supply or price, as long as the newly minted tokens are placed in a liquidity pool paired with a non-mintable Y token, and 100% of that token is also in the pool. To ensure that the liquidity cannot be withdrawn, the LP token (access to the liquidity) will be burned.

For example, if we assume a token price of \$1 for Token X, the total market cap can be set at will depending on the total supply of Token Y. In this scenario, let's assume 1,000 Y tokens are paired with 1,000 X tokens at the mentioned price. A user can then create a token with a \$1,000 market cap without any capital investment, forming a liquidity pool valued at \$2,000.

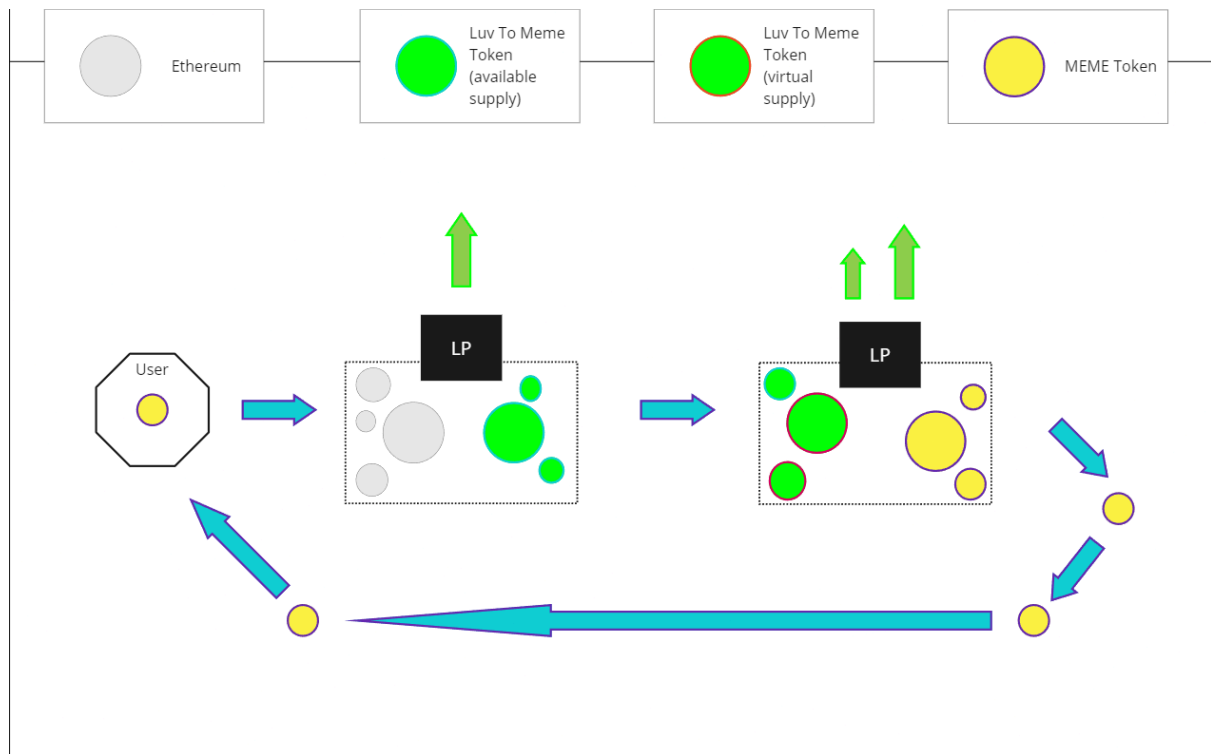


When a new token is launched through the platform, new LUV tokens will be minted (referred to as virtual supply) to determine the price and market cap of the newly created token, which itself is not mintable.



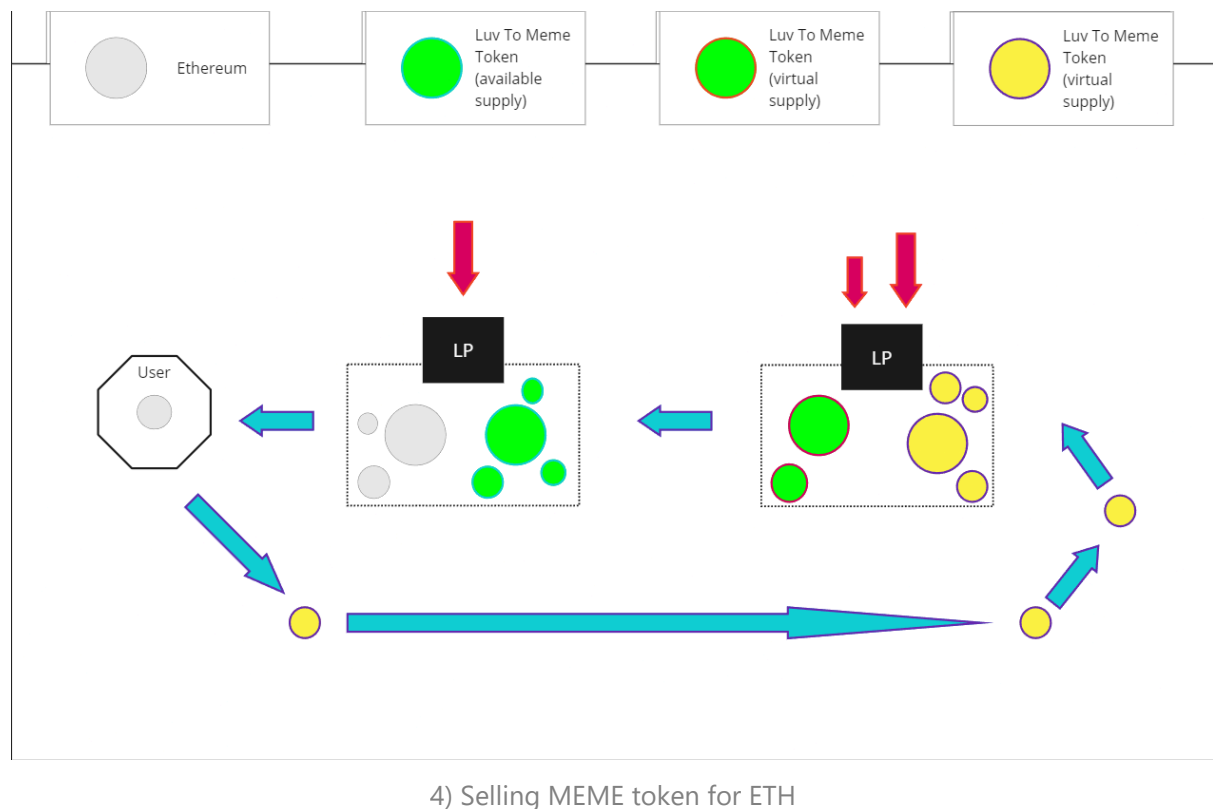
2) Purchase LUV token for ETH

When a user buys LUV tokens, the price of LUV (big green arrow) increases, which in turn raises the market caps of all tokens created and paired with LUV (small green arrow). It's important to note that at any given time, only the initial or available supply can be purchased. We will explain later why only the available supply can be accessed.



3) Purchase MEME token for ETH

The same mechanism applies when a user buys a token launched by the platform. Since every token is paired with LUV, purchasing a launched token will first increase the price of LUV, and consequently, the price and market cap of all launched tokens. This happens because LUV must be purchased first, as it is the only way to acquire the launched MEME tokens.



The reverse process naturally applies as well. If a MEME token is sold for LUV, it will not affect the price of other tokens or LUV itself—only the price and market cap of the MEME token will decrease. However, if the tokens are swapped back to ETH, the LUV price will drop, and this will also cause the price and market cap of all paired tokens to decrease.



It's important to note that only 100% of the newly launched tokens can be sold. At that point, the initial liquidity pool returns to its original state, with the newly minted supply of LUV (virtual supply) still locked in the liquidity pool. Therefore, even though LUV's supply increases through the creation of new tokens, this new supply can never impact the LUV price or create inflationary pressure.

Limitations

Theoretically, a market cap of \$10k, \$1 million, \$10 million, or even \$1 billion is possible.

The limits here are technically set to 1,000,000,000,000 (subject to change before launch) Token X. Depending on the price of X, the liquidity value and market cap of the token are determined.

Metadata

Regardless of the token type, each will include metadata extensions. These include fields like Website, Telegram, URI, etc. These strings can be stored directly on the blockchain, providing users with greater security by allowing them to verify that a website, for example, is indeed associated with a particular token. These metadata fields can be modified by an account specified during the launch. If desired, one can input a zero address, making the metadata immutable.

First Buy

The creator can execute a first buy. Although this gives them the advantage of purchasing first, they must do so under the same conditions they specified regarding market cap, etc.

Launchable Token Types

Token 1: Standard ERC20

A standard ERC20 token with metadata functionality that is not mintable. This token has no additional features.

Token 2: Standard ERC20 with Transaction Fee

This token is similar to Token 1 but includes the ability to set a "fee account" and a transaction fee. The fee range is adjustable between 0.1% and 25.0%. The fee is

transferred to the fee account, which can then designate a new fee account. If the fee account is set to the zero/dead address, the fee is effectively burned or "locked forever." The fee cannot be changed afterward.

The first buy also incurs fees, meaning if the fee account is the same as the first buy account/token creator, no fees are charged since they are received by the creator. Otherwise, the first buy follows the same conditions as when the fee is burned.

Token 3: Clog Token

This token has the following attributes that distinguish it from Token 1:

- **Transaction Count:** Maximum 100
- **Start Fee Range:** 0.0% to 90.0%
- **End Fee Range:** 0.0% to 25.0%
- **Max Wallet Start:** Limit on the amount a wallet can hold at the start.
- **Max Wallet End:** Limit on the amount a wallet can hold after a specified transaction count.
- **Fee Account:** Where the transaction fees are sent.
- **Sell at Buy/Sell at Sell:** Determines whether tokens should be sold upon buying or selling.

The transaction count acts as a threshold, determining whether the start or end values for fees and max wallet are used. For example, if the transaction count is set to 50, transactions 1-49 use the start fee and max wallet amount, while subsequent transactions use the end fee and max wallet amount.

Fees are transferred to the contract until the transaction count is reached, after which they are sent to the fee wallet, assuming there is an end fee. Up to 10% of users the buy amount will be sold from the contract and transferred to the fee account before the transaction count is reached.

The Max Wallet Amount dictates the maximum amount of the token that a wallet/contract can hold. If set to 1% and a wallet receives 1.5%, the transaction will fail.