



# EQUITABLE GROWTH OPPORTUNITY

A decentralized, self-sustaining financial organization focused on securing investors' financial freedom.

**WHITE PAPER**



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# • DISCLAIMER

This whitepaper is solely for informational purposes and may be subject to change without prior notice. EGO does not make or purport to make, and hereby disclaims, any representation, warranty, or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the accuracy and completeness of any of the information set out in this whitepaper. EGO accepts no liability for damages, whether consequential or indirectly, of any kind arising from the use, reference, or reliance on the contents of this whitepaper. This whitepaper may contain references to third party research, data and industry publications. No warranty is given to the accuracy and completeness of this third party information. Neither the third-party information, its inferences, nor its assumptions have been independently verified. Prospective purchasers of EGO should evaluate all risks and uncertainties associated with EGO, all information set out in this whitepaper and any related terms & conditions prior to any purchase of the EGO token. EGO accepts no liability if the cryptocurrency marketplace or the investments held by EGO decrease in value.

# • INTRODUCTION •

The future of Metaverse banking is now available on the Binance SMart Chain network. Equitable Growth Opportunity (EGO) is built to provide Investing as a Service (IaaS). Each transaction contributes to the growth of the EGOsystem in order to provide passive income while maintaining project sustainability. The EGO token will operate solely during New York Stock Exchange hours on weekdays between 9:30 AM - 4:00 PM EST. Now you can sleep better at night, knowing that you won't wake up to a crashed portfolio.



# THE ISSUE OF PASSIVE INCOME SUSTAINABILITY

When cryptocurrency first gained exposure, investors would buy into projects hoping to earn profits by holding tokens for a period of time until they claim more than they initially invested. As the marketplace for cryptocurrency evolved, new opportunities for investors also came to light. Instead of having to hold a set number of tokens and wait for the price of the token to rise, individuals can now buy a minimum amount of tokens and earn passive income on their investment. Each network on the blockchain offers passive income opportunities to earn daily rewards on your initial investment. Protocols such as Nodes as a Service (NaaS), Staking, and High-yield farming are a few examples of long-term investments that generate a steady revenue stream. Nevertheless, the token value continues to play a critical role in the accumulated value of the earned rewards. For instance, a NaaS Protocol known as StrongBlock requires investors to buy 10 Strong tokens in order to create a node and begin earning daily rewards from the node. The ROI for purchasing a Strong node is approximately 100 days. Let's say an investor purchases 10 Strong tokens for \$200 each and creates 1 Strong node. That is an initial investment of \$2,000 in order to earn a steady daily income of ~0.01 of your total investment. If all variables considered remain stagnant, the investor will receive his initial investment back in ~100 days. On the other hand, if the price of Strong decreases to \$100 per token, then the expected ROI will be ~200 days. This is a result of the constant demand of new investors in order to maintain the same price or cause an increase in price. The EGO team identified this issue with a few other cryptocurrency projects that share a similar system as StrongBlock. The following are issues that we have observed in a majority of the NaaS protocols which we have personally invested in:

- A minimum amount of tokens required to begin earning passive income on the investment.
- High risk of price volatility due to heavy sell pressure and no buyback mechanism.
- A high upfront cost for creating 1 node.

# \$EGO'S SOLUTION



EGO eliminates the need for a constant stream of new investors in order to be able to reward their holders. Our Investing as a Service (IaaS) protocol serves as a “bank” that offers up to 30% APR a month for our investors. Through investments in other passive income projects, EGO builds a treasury that will be divided to allocate funds to initiate buybacks, reinvest into NaaS protocols, and add to our Liquidity Pool (LP). By doing so, we will have an extra stream of revenue coming into the project other than the percentage from the transaction taxes. This additional funding is what enables us to build a sustainable passive income opportunity for cryptocurrency investors.

Unlike other cryptocurrencies that offer residual income, EGO does not require a minimum amount of tokens to be staked in order to earn a percentage of your investment daily. Thus, there is no set amount that is required since any amount worth of tokens can be staked and earn rewards. Investors will be able to earn up to 30% APR a month regardless of the amount they choose to invest.

Additionally, the \$EGO smart contract auto-liquidates and converts tokens from the transaction taxes and passive income profits to Binance Coin (BNB) in order to reduce sell pressure. Whereas the staking rewards will be distributed in BUSD, a stable coin that is available on the Binance Smart Chain network. By doing so, we will prevent the project itself from selling its own tokens and causing a long red candle on the graph. As a result, BNB tokens will be sold instead of \$EGO tokens each time a sell is required from one of the wallets. This will contribute to a less volatile chart and prevent any drops in price that are caused by the project's executions.



# TOKENOMICS

\$EGO Will begin with a total supply of 1,000,000,000 tokens. On Monday April 11th, we will initiate a V2 launch on the Binance Smart Chain network. The starting price for the token will be 0.00023

## Total Token Supply

1,000,000,000 \$EGO

## Maximum Wallet

25,000,000 tokens

## Maximum Buy

10,000,000 tokens

## Maximum Sell

5,000,000 tokens

## Network

Binance Smart Chain (BSC)

## Token Type

BEP-20

## Ticker

\$EGO



In order to prevent dramatic spikes in price,  
we will have the following rules in place

10% Buy tax

15% Sell tax

**60 second** cool down time will be in place between each sell transaction

If there is a third transaction placed **65 seconds** after the second sell then that transaction will accrue an extra **20%** tax until selling has ceased for 5 minutes.



# Transaction Tax Breakdown



The Transaction Tax Breakdown is of the 15% sell tax.

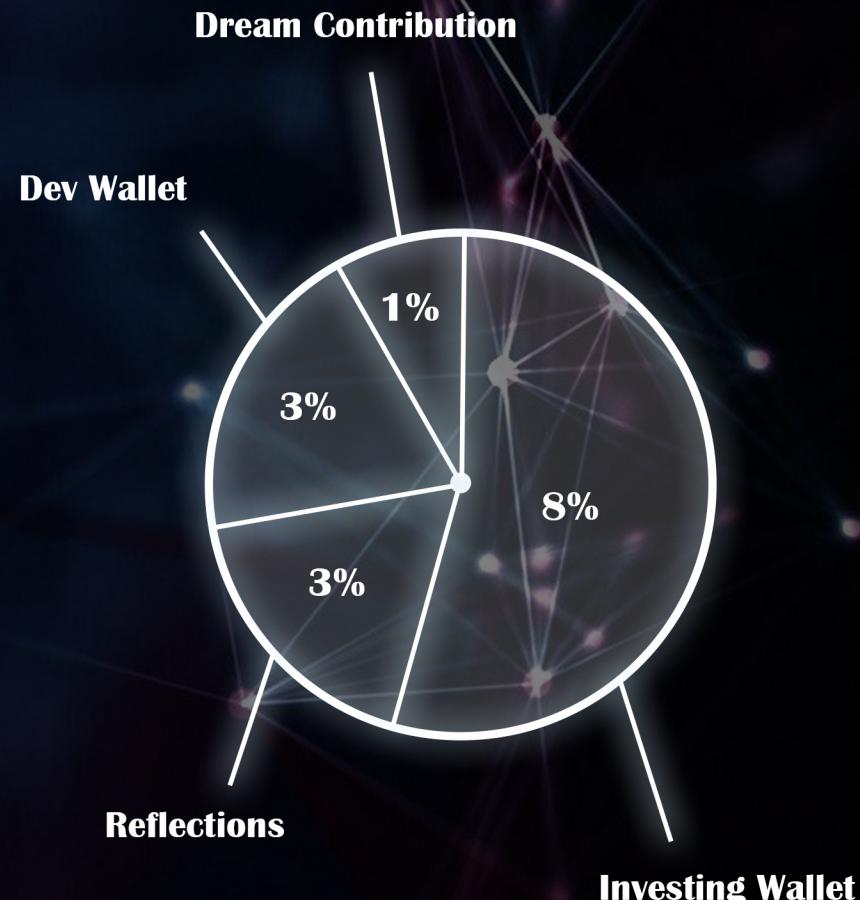
8% of the transaction tax is allocated to the Investing Wallet. The funds in the Investing Wallet will be used to invest into passive income protocols such as nodes, high-yield farming protocols, and staking protocols. Additionally, the 8% will be divided as such:

- 6% to Investing in Naas & DaaS protocols
- 1% to Liquidity Pool (LP)
- 1% to Buy Backs

3% of the transaction tax will go toward providing reflections to investors. The funds from the tax will be divided evenly among all \$EGO holders.

3% of the transaction tax will go into the Dev Wallet. This will fund the Developers' salary as well as future marketing costs. The budget will be used to promote \$EGO on various social media platforms.

1% of the transaction tax will be dedicated to the Dream Token. This contribution will go toward bettering the entire ecosystem through our marketing partnership and supporting their mission of fighting mental health issues.



# Buy Tax Breakdown

5% of the transaction tax is allocated to the Investing Wallet. The funds in the Investing Wallet will be used to invest into passive income protocols such as nodes, high-yield farming protocols, and staking protocols. Additionally, the 5% will be divided as such:

- 3% to Investing in Naas & DaaS protocols
- 1% to Liquidity Pool (LP)
- 1% to Buy Backs

2% of the transaction tax will go toward providing reflections to investors. The funds from the tax will be divided evenly among all \$EGO holders.

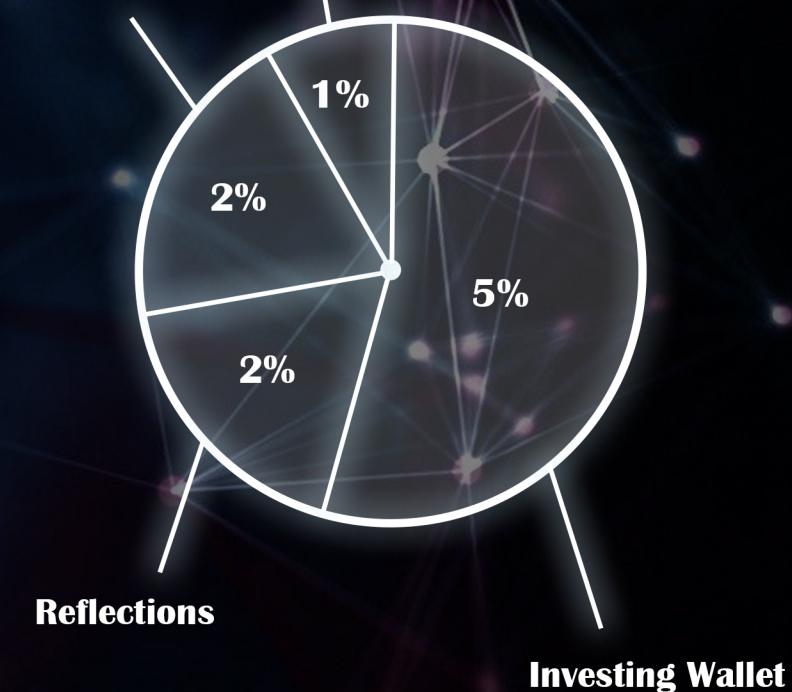
2% of the transaction tax will go into the Dev Wallet. This will fund the Developers' salary as well as future marketing costs.

1% of the transaction tax will be dedicated to the Dream token. This contribution will remain the same throughout all the tax breakdowns.



Dream Contribution

Dev Wallet

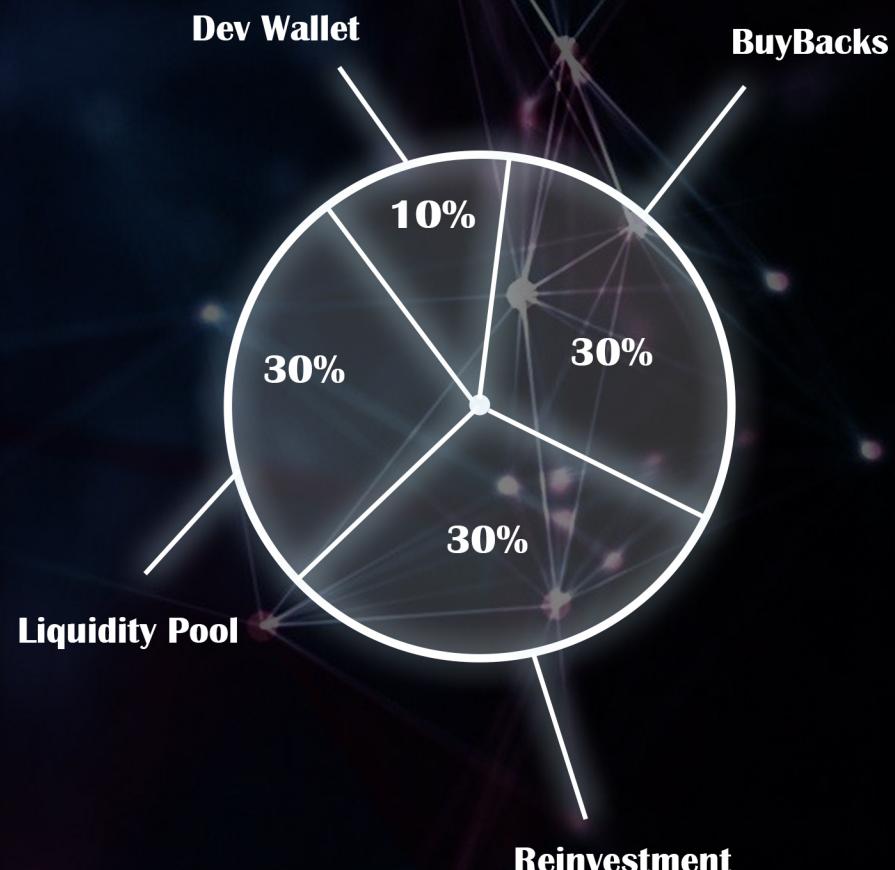


# Passive Income Profits



An investment in EGO is an investment in the EGO community as a whole. Each buy transaction from a holder contributes to the growth of the EGO system. The following is an example of how the transactions will be used to provide capital.

An investor places a buy order of \$1,000 USD in \$EGO. Our team will proceed to reinvest a portion of the funds from the 15% transaction tax, with complete transparency, into a range of passive income node opportunities. Our Treasury will retain the profits that the NaaS investments accumulate. Thirty percent of the profits from passive income investments will be allocated to the LP in order to allow holders to sell their \$EGO. Another 30% is distributed into buybacks as a way to raise the price if whales decide to exit and to reduce market volatility. The other 30% is used to provide the funds for passive income reinvestments. Lastly, ten percent goes to the developer wallet.



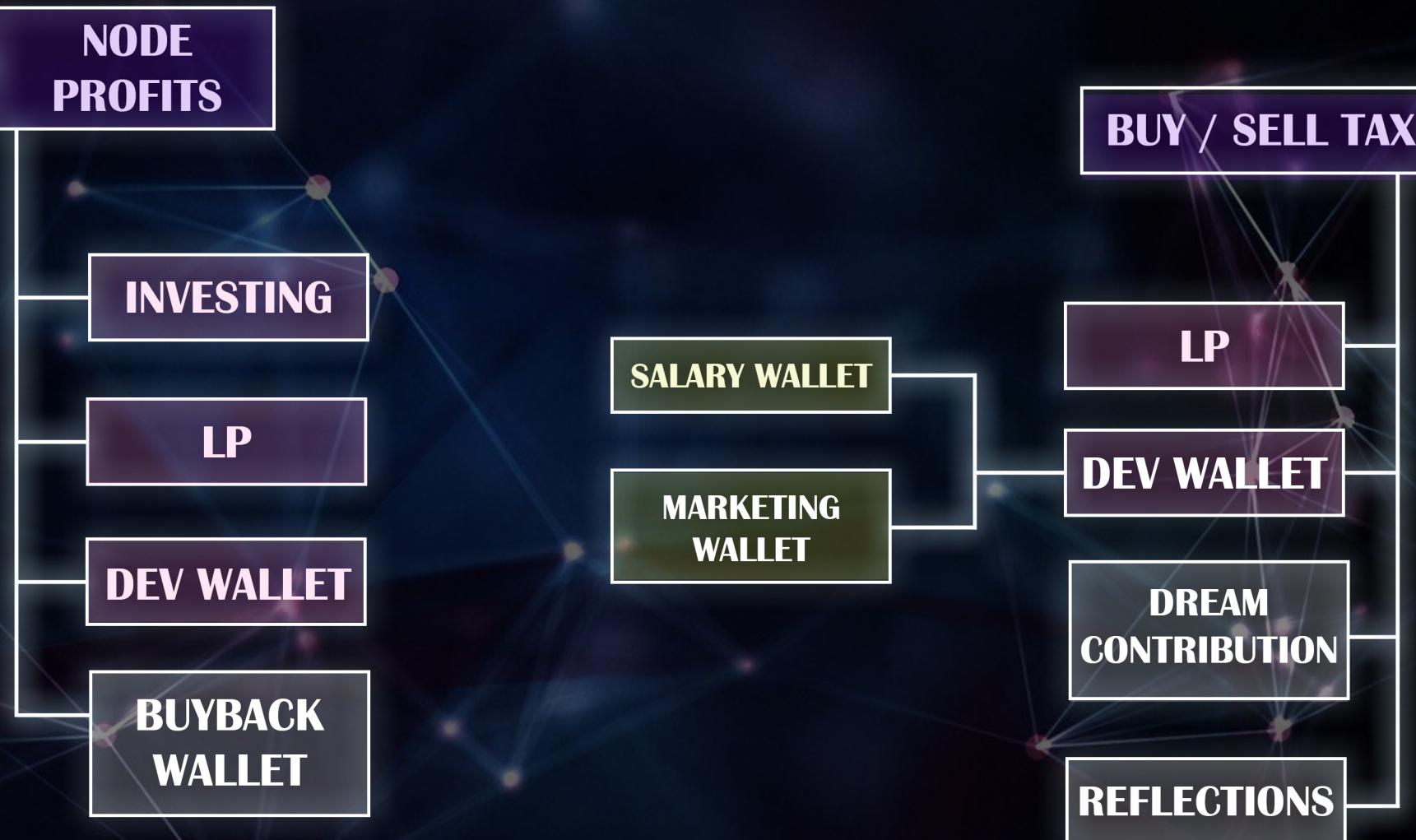
# • Passive Income Investments



Nodes are our primary internal mechanism for investing in passive income. We will also look into various high-yield farming platforms as well. Initially we will begin by investing into four different passive income nodes across three networks. The following is an example of the investment process.

Strongblock nodes will be the first passive income we invest into on the Ethereum (ETH) network. Polar Nodes and Fire Nests will be bought on the Avalanche (AVAX) network. Comb nodes will be purchased on the Binance Smart Chain (BSC) network whereas CroNodes will be for the Cronos network. As our holders increase, we will diversify our investment portfolio into nodes on other networks such as Fantom Opera (FTM) and Avalanche (AVAX). Our goal is to provide investors with a steady influx of income by utilizing the funds for consistent reinvestment into \$EGO. Through passive income nodes, we are able to maintain a constant stream of profits into the project. We will allow community votes to determine the nodes we, as a company, invest into. During our voting process, the Dev team will present a few of the best options and will cast their vote. Then, the community will be allowed to vote for one if they do not agree with the Dev team's vote. Ultimately, if the community does not agree with the Dev team's decision, the President of the Board, who is yet to be determined, will have the final vote. This person will be well-informed about our project, passive income opportunities in the cryptocurrency marketplace, and will be an unbiased member.

# • Distribution of Funds Diagram •



# Staking Times & Rewards

<b>7 Days</b>	<b>2.5% APR</b>
<b>30 Days</b>	<b>15% APR</b>
<b>90 Days</b>	<b>30% APR</b>



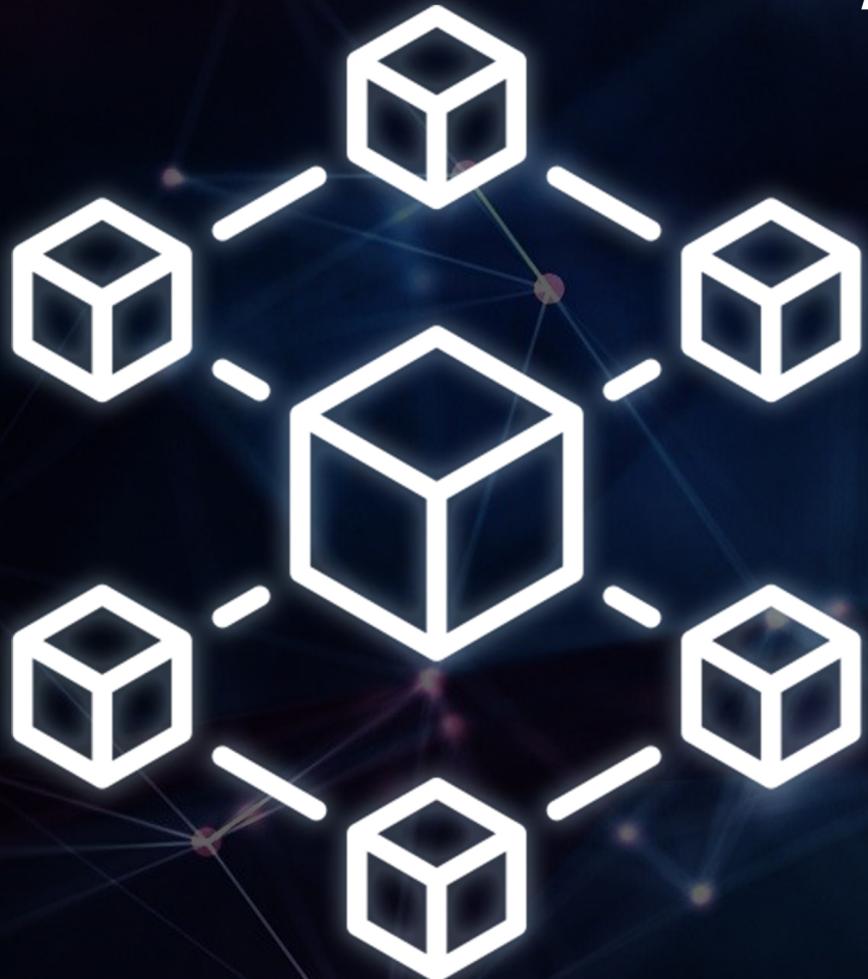
## ● Staking and Community Privileges

Investors can earn up to 30% every month for staking 90 days, once staking goes live. We ensure this by initiating buybacks and adding LP from the profits every week. Instead of traditional banking where you earn 1% a year in interest, \$EGO can provide you with up to 30% return on your initial investment monthly. Currently, there are 3 set time frames for staking. Seven days staked will yield a 2.5% return on your investment for that period. Staking for 30 days will give you a 15% APR. However, if you stake for 90 days, you will receive 30% of your staked amount once a month based on the initial locked amount. For example, if you stake \$10,000 worth of \$EGO tokens, a snapshot will be taken of the amount that was staked. That snapshot will be used to determine the percentage you receive based on the time period selected for staking. During the 7-day staking period with \$10,000 locked, you will receive \$250 in BUSD at the end of the 7 days. If you choose to lock your tokens for 30 days, you will receive \$1,500 in BUSD. Lastly, if you stake for 90 days, you will receive \$3,000 every 30 days which you can claim every month until the 90 day period ends. The total gains from \$10,000 worth of tokens staked in a 90 day investment is \$9,000 + your initial investment.

Our innovative smart contract can lower your sell tax permanently depending on the staking period you choose. For those who stake their \$EGO tokens for 7 days, the sell tax will remain at 15%. On the other hand, those who choose the 30 day staking period will have their sell tax reduced to 13% permanently. Lastly, investors who select the 90 day staking period will have a 10% sell tax for all their transactions. According to Brewlabs, the cryptocurrency project that developed our contract, the \$EGO token is the first to implement this inventive strategy for staking in their smart contract.

As a project that offers passive income to our investors, \$EGO encourages holders to claim their rewards from staking. In order to encourage investors to do so and prevent sell pressure on our chart, we will be distributing staking rewards in BUSD, or the stable coin for the BSC Network. Through this model, we reduce the need for investors to sell \$EGO tokens to claim their earnings. This creates a double-edged sword for those who earn staking rewards. The benefit of receiving a percentage of the amount staked vs. the tokens staked is that you are guaranteed either 2.5%, 15%, or 30% of your initial investment back. However, the disadvantage is that if \$EGO's price increases during the staked period, the rewards will not reflect that price since they are in BUSD. Nevertheless, the tokens that are staked will reflect the price of \$EGO at the time they are returned.

# EDUCATION AS A CORE PRINCIPLE



\$EGO provides investors with the education they need to understand the fundamentals of the project's IaaS protocol. Not only will investors know the mechanics behind \$EGO, but they will learn about the distinct forms of passive income on the blockchain and how to invest into these projects. Guides on how to buy \$EGO as well as information regarding passive income are frequently updated and accessible on the GitBook. We encourage experimenting with different blockchain networks and learning valuable skills by following the step-by-step guides we upload. It is advised to send the minimum amounts required for token swaps or transfers when first sending funds to a wallet on a different network. If investors have any questions, the EGO community is always willing to provide answers in our main telegram.

# HOW TO PURCHASE \$EGO •

The \$EGO token can be purchased on PancakeSwap beginning April 11th at 9:30 AM EST. The contract will be deployed on the BSC network and is an BEP-20 token. Investors will first need to purchase BNB tokens in order to be able to swap for \$EGO. Binance Coin can be purchased directly with fiat currencies from Binance, Bitmart, and KuCoin exchange, to name a few. Once the BNB tokens are purchased, investors should proceed to add the BSC network onto their DeFi wallets such as MetaMask, TrustWallet, Coinbase Wallet, etc. The BNB tokens must be sent to the BSC network wallet address. Investors will then be able to connect their wallet to Pancake Swap and exchange their BNB tokens for EGO tokens at a very low cost. Guides for how to purchase EGO using various platforms will be posted and frequently updated on the GitBook.

