

WHITTE DENBER



Our foundation construct is a triad - which we like to call our “Three Elements of Fire”: Advisory (Oxygen), Consulting (Heat), and Token (Fuel). The aggregate of our offerings positions Ember as a pioneer in the blockchain space. Unlike other crypto and blockchain brands, Ember’s longevity isn’t solely centered around our own product; it’s around service to others. We provide on-chain solutions but aren’t bound to cryptocurrency projects. Our mission is to help expand the power of blockchain and introduce it to more traditional industries on the premise of stronger security, trust, and governance. Our service model also exists to support our core product: The Ember Token.

The Ember Token is built on the backbone of refuge that will bring recovery to good people, and good projects. It’s a DeFi vehicle that pays out 90% of each transaction to holders while also delivering a part of transaction fees to all participants on the network. **Additionally, holders will receive reflections from all [future] consulting projects led by Ember.** This offering is a **core part of Ember’s utility** and we plan to offer “**reflection multipliers**” through our unique line of **NFTs**, allowing everyone on the network a chance to **earn profits from our agency services in addition to standard token reflections!**

To promote a true community token, THERE ARE NO TEAM WALLETS. This ensures fairness across the network and that nobody on the Ember team gets special treatment. Additionally, a portion of all Ember’s professional services fees will be used to buy back Ember Tokens and also fill the community reward pool as profit reflections. This reinvestment and reward technique will help strengthen the value of the Ember token while rewarding those who hold.

In efforts to prevent whales from manipulating the market, we have incorporated a “**Backdraft Tax**”. This tax will 3X all of the transaction fees and penalize those who wish to sell more than 5% of the previous 24 hour volume. Our contract has been reviewed by trusted blockchain developers in the space and will be audited by InterFi - who has also agreed to be a part of our strategic inner circle of advisors and partners that will ignite more transparency, honesty, and fairness in the crypto space.

Reflections-based cryptocurrency projects created an important pillar of the decentralized finance (DeFi) market, which allows investors to stake coins on different networks and receive a yield for staking their coins - without actually having to “stake” them, in a traditional sense. DeFi grew 47% in 2021¹ and is poised to continue with additional blockchains entering the market. Staking provides security for the blockchain, therefore the stakers are providing a valuable service and receiving a reward for their service securing the network. However, actually performing the staking isn’t trivial and can cause confusion for newcomers in crypto. With many people entering the crypto market, wanting to support blockchain and increase their own investments, this inconvenience represents a barrier to entry which is why reflections have become so popular.

To combat this problem, a new generation of coins was introduced by the RFI or Reflect Finance coin which introduced a type of blockchain that does not require locked staking. Instead, it automatically assumes that any holder on the network is staking—by default. The RFI coin had some celebrity backing and was available on Uniswap and Dharma as well as some smaller exchanges², which means that people can hold coins in a standard wallet and still be guaranteed their returns without any intermediate steps. The way this was performed was by directing a portion of the transaction fees to the coin holders as their staking rewards. The transaction fees were split in proportion to the holding of the coins, allowing every coin holder to enjoy the rewards of securing the blockchain. This reward system spread like a wildfire in 2021, allowing hundreds of “mooncoins” to surface; many of which lacked a true business model and purpose with a sole mission to “pump and dump.”

The rise of “pump-and-dump” mooncoins in 2021 through early 2022 along with the failure of a highly anticipated token that our founders were a part of, is what drove the birth of Ember. It was our chance to have full control of our destiny - not as a product; as a business WITH a product. Ember is powered by an arsenal of business, financial, risk management, blockchain, and economic advisors / strategic partners along with a combined 30+ years of consulting and entrepreneurship experience by our founders. This driving force positions Ember for long-term growth and expansion while providing unmatched transparency and governance for our projects and clients. We exist to bring a suite of products and services to the market while helping existing projects, both failing or growing, build stronger brands to drive community trust, support, and growth.

¹ “DeFi market on the rise: 47% growth in one year” - <https://finance.yahoo.com/news/defi-market-rise-47-growth-114400683.html>

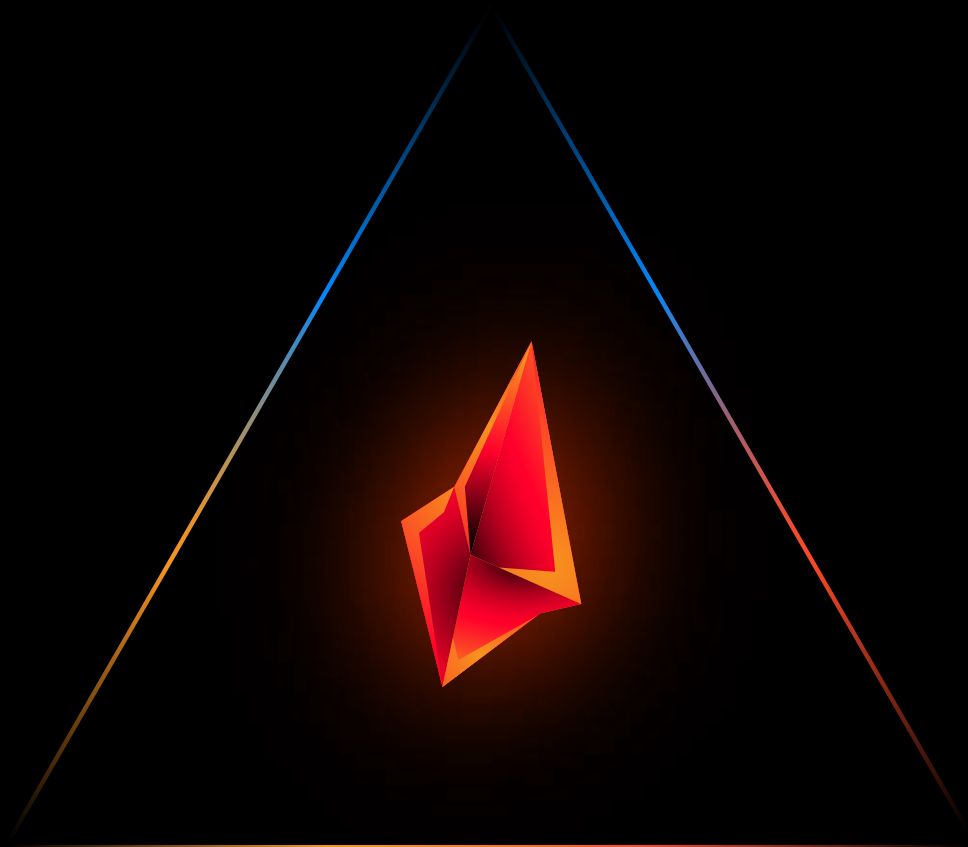
² Reflect Finance, CoinGecko - <https://www.coingecko.com/en/coins/reflect-finance>

³ Intrinsic Flaws in SafeMoon and Derivative Projects, NotSafeMoon, April 2021 - <https://notsafemoon.com/public/docs/MoonCoinsTA.pdf>

A close-up photograph of two roses that appear to be made of or coated in a glowing, molten material. They are set against a dark, heavily textured background that resembles cracked earth or volcanic ash. The lighting is dramatic, highlighting the intricate petal patterns and the intense orange and red glow of the roses.

EMBER STANDS TO BUILD AND HELP EMPOWER PROMISING PROJECTS IN THE WEB, BLOCKCHAIN AND CRYPTOCURRENCY SPACES THROUGH DIGITAL LEADERSHIP AND IMMERSIVE EXPERIENCE DESIGN. WE BELIEVE IN THE POWER OF EMBOLDENED LEADERSHIP AND ITS NECESSITY IN THE BLOCKCHAIN SPACE. EMBER AGENCY IS A DRIVING FORCE OF TECHNOLOGICAL ADVANCEMENT THROUGH ADVISORY, BRANDING, CODE, AND DESIGN. OUR COMMITMENT TO BUILDING TRUSTING PARTNERSHIPS, PRODUCTS, AND PROJECTS IS THE FIRE THAT BURNS WITHIN US. OUR PHILOSOPHIES STRETCH FAR BEYOND THE REALM OF SERVICE AND CONSULTING AS WE ARE DRIVEN BY A GREATER PURPOSE OF TRUTH AND TRIUMPH. THE EMBER TOKEN IS COMING AND WE ARE BRINGING IT TO THE WORLD ON THE BACKBONE OF REFUGE THAT WILL BRING RECOVERY TO GOOD PEOPLE, AND GOOD PROJECTS. IN THE CONTINUALLY EVOLVING BLOCKCHAIN ECOSYSTEM FILLED WITH BAD ACTORS, DARK ALLEYS, AND SMOLDERING FIRES, WE ARE THE HOPE. WE ARE THE CONSTANT. **WE ARE THE EMBER.**

OXYGEN
ADVISORY



FUEL
TOKEN

HEAT
CONSULTING

Ember is “agency first; product second.” This means that the core of our business isn’t built on a product that will fluctuate based on global social, economic, or market conditions. Those elements have very little influence on our core business foundation and that’s what promotes an infinite lifecycle for Ember. Our Construct is driven by a cyclical triad of advisory, consulting, and product.

The [Advisory](#) is the oxygen we breathe into every project.
The [Consulting](#) is the heat we bring into the blockchain space.
The [Token](#) is our fuel that builds our momentum.

These three combined “elements of fire” are what breathes life, energy, and traction into our company, team, product, and, most importantly, community.

In the end, we aren’t the Ember...**you are.**

WHO WE ARE

Our team is comprised of executive advisors, technical innovators, creative professionals, experienced developers, brand strategists, media producers, disruptive marketers, and financial leaders. We built ember agency to bridge gaps in the blockchain and cryptocurrency industry.

HOW WE SERVE

The Ember Agency was forged by the hands and minds of experienced leaders, creators, and digital innovators. We exist to build, market, and support new brands in the blockchain and cryptocurrency space while providing support to struggling crypto projects through our own product: The Ember Token.

WHAT WE'RE BUILDING

We are building a cross-chain rewards token that will provide relief to fallen blockchain projects while bringing passive income to new investors through reflections and yield farming. The Ember Token will bring support to crypto projects that have fallen victim to theft, hacks, and rug pulls. These projects will be vetted through strategic partnerships with trusted auditors and supported through reflection "embers" that will be distributed to all Ember Token holders. The embers will be used to spark a new fire for low/non-liquidity crypto projects.

OUR FOUNDERS



JR "REDBEARD"

Co-Founder
CEO/Creative Director

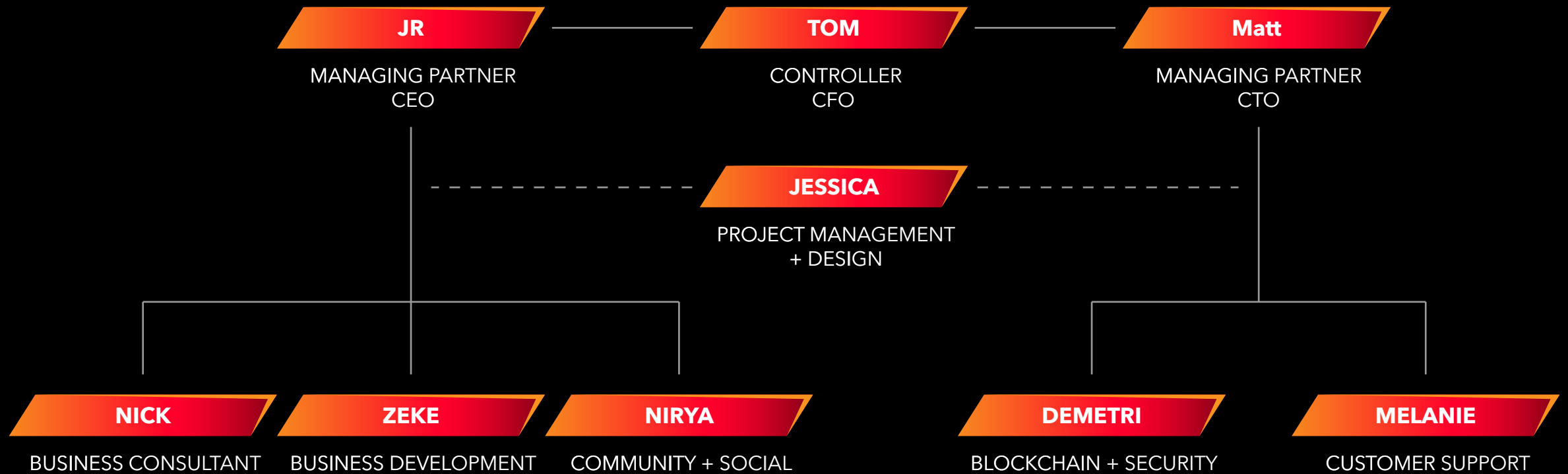
JR is an experienced, global award-winning brand strategist and designer from Atlanta, GA. He brings nearly 2 decades of professional design, user experience, illustration, and business development to the table for Ember and its clients.



MATT "BATMAN"

Co-Founder
CTO/Development Lead

Matt is a professional software engineer and web developer from Atlanta, GA. He brings nearly 2 decades of experience to Ember and its clients through web/IT services, community management, customer service, business development, and entrepreneurship.



EMBER ADVISORY BOARD

Greg

CORPORATE ADVISOR
BUSINESS DEVELOPMENT

Charlie

CORPORATE ADVISOR
RISK MANAGEMENT

Mike

CORPORATE ADVISOR
LEGAL COUNSEL

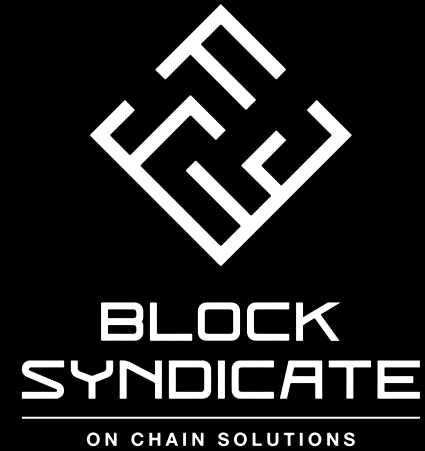
Block Syndicate

ADVISORS
DEFI + ECONOMIC STRATEGY

BD Capital+BEAST

ADVISORS
BLOCKCHAIN

EMBER PARTNERSHIPS



EMBER TOKENOMICS

90% Transferred (EMB)

4% Reflections (EMB)

1% Future Liquidity (EMB)

1% Advisory + Legal (EMB)

2% Token Recovery Fund (BNB)

2% Marketing + Operations (BNB)

Ember's tokenomics are intended to be simple and straightforward. Holders get 90% of each transaction transferred to them while the remaining 10% gets divided between holder reflections, future liquidity, advisory support, future recovery/investment fund, and internal marketing & operations.

Our token is focused 100% on the current holder community with metrics to expand to other communities through recovery investments & advisory on future Ember consulting projects. The 4% reflections are driven by the token and are separate (in addition to) our consulting profit reward pool.



BACKDRAFT TAX

HOLDER PROTECTION

The Backdraft Tax was created to protect the community and is triggered if sales exceed 5% of the total daily volume.

3X REWARDS

All standard taxes are multiplied 3X which allows holders to receive a larger amount of redistributions from taxed transactions.

LONG-TERM PLANNING

The Backdraft Tax promotes ethical whaling to support long term growth and project stability.

12% Reflections
(EMB)

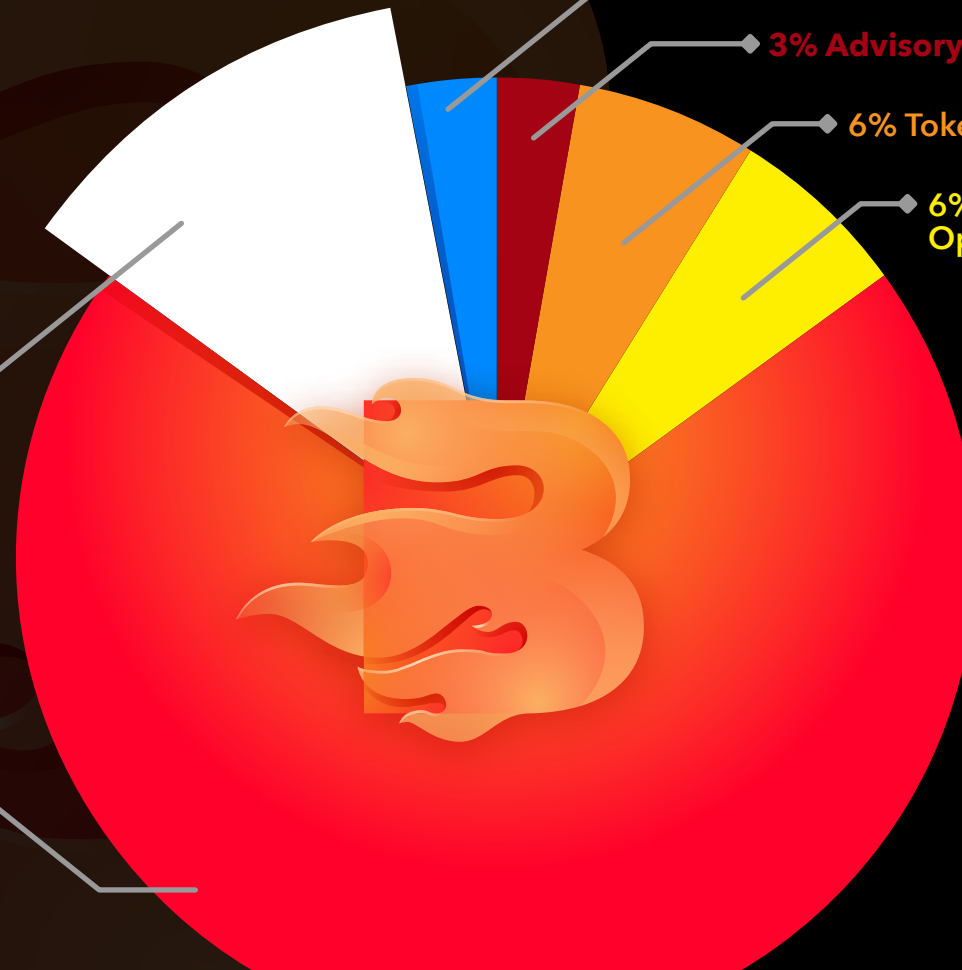
70% Transferred
(EMB)

3% Future Liquidity (EMB)

3% Advisory + Legal (EMB)

6% Token Recovery Fund (BNB)

6% Marketing +
Operations (BNB)



3X FEES

EMBER CONSULTINOMICS

Ember's core utility is bringing rewards to holders not just from our token, but our service model as well. We believe in sharing the growth you are a part of and rewarding everyone on the network for holding the Ember token as we scale our professional services and help other projects grow and/or recover.

75% of all revenue will be held by Ember and reserved for operational capital, payroll, expenses, subcontractor compensation, and revolving fees.

22% of all revenue will go towards a "corporate buy-back" from our founders to purchase Ember tokens - thus driving more value for everyone!

3% will be distributed to holders in proportion to the volume of Ember Token that they hold.

75% Earned Revenue
to Ember Agency

22% Corporate Ember Token Buy-Back

3% Profit Sharing Rewards to Holders

THAT WAS ONE HECK OF A POOL PARTY!

We created two different pools for our presale and were blown away at the support. Our initial goal was to raise \$50k USD for our starting liquidity over a 45-day period. This presale initiative was intentionally “intimate” to our Telegram community with ZERO marketing. Through the trust and generosity from our community, we blew past our time and budget goals and raised just under **\$120,000 in just 5 days!**

The Ember Presale pools are live and are actively managed by our advisors/strategic partners from **Block Syndicate**.

We offered two options to the community below, based on their desired risk level. The live staking pools can be viewed here:

Option 1: <https://tin.network/en/dashboard/preview/0xaC270298161093295372a02fF1F143B2fEE1b300>

Option 2: <https://tin.network/en/dashboard/preview/0x5B7768f03bE76cc3e8B379140A4E95b92D6eF105>

OPTION A BNB/Stable Pairing Pool

Received funds will be staked in BNB/Stable Coin **ONLY**



0xaC270298161093295372a02fF1F143B2fEE1b300

OPTION B High Yield Potential Pool

Farm is actively-managed by Ember through our strategic partner: **Block Syndicate**

Funds received will be staked across multiple chains and asset types looking to earn a **potentially** higher yield



0x5B7768f03bE76cc3e8B379140A4E95b92D6eF105

$$A+B+C+D = \text{Ember.}$$

ADVISORY

Digital Consulting
Tokenomic Strategies
Staking + Yield Farming
DeFi Mechanisms
Blockchain Consulting

BRANDING

Brand Assessments
Business + Product Naming
Identity Development
Brand Voice + Personality
Communication + Style Guides

CODE

Web Development
Software Engineering
Smart Contract Development
Custom Applications
Blockchain Integrations

DESIGN

UX + UI Design
Graphic + Web Design
NFT Collections
Illustration
Social Strategies



NFTs are a “dime-a-dozen” these days and many lack a core utility other than surface level access to private social channels. We believe NFTs can serve a greater purpose and still look good while doing so! Once our NFTs are minted, we intend to leverage them as a gateway to multiply rewards from our “Consultinomics” and provide exclusive access to future Ember developments.

Ember is building a proprietary NFT rewards pool specifically for holders that will offer a “multiplier effect” on future consulting engagement rewards. We plan to introduce randomized attributes hidden within the NFTs to bring more value to the holder.

Our NFTs are still in development but will soon be released on OpenSea.io. Our initial collection theming is centered around the Ember brand icon but presented as unique themes such as food, textures, animal prints, character themes, and lifelike objects.

Our entire collection is hand-drawn and minted by our co-founders, JR and Matt. Ember is in initial planning stages for a “custom NFT” experience, allowing us to provide proprietary, one-off design services for those wanting that “special Ember” that perfectly suits them. We intend on launching this offering in Q4 of 2022.

DETAILS + BENEFITS

- Initial “launch” NFTs are hand-made
- Only 150 available at an affordable price
- NFT specific reward pool
- Reward pools multiplier affects
- Randomized hidden attributes to enhance token holder status

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W E A R E T H E C O N S T A N T



We are committed to unmatched customer education, professional service, and support. Please feel free to connect with us through our website, by email, or social channels. Thank you for your support, dedication, and trust with Ember.

COME SOCIALIZE WITH US

We're pretty fun and our community is amazing!



discord.gg/nTQrXJE8



t.me/ember_token_io



twitch.tv/EmberAgency



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support@emberagency.io

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