

if

ALTERNATE YOU

WHITEPAPER

v1.0

1. Project Overview and Philosophy

if Project Logo - "if" and "Alternate You" Slogan

The if project is a coin project inspired by the word "if," proposing a unique worldview based on the multiverse theory and emotions. Every choice we make in life leads to a different outcome and story, forming countless parallel universes. The if coin is rooted in the philosophy of exploring these infinite "what if" worlds. True to its slogan, "Alternate You," the project aims to imagine and build another version of yourself shaped by different choices and emotions, together with the community. Through its emotion-based worldview, it seeks to blend the function of an investment asset with the empathetic value derived from users' emotions and stories.

2. Origins and Worldview of the if Coin

The if coin began from skepticism toward existing meme coins. While many meme coins generate momentary amusement, they often disappear without leaving meaningful value. In response, the project team created a multiverse-based worldview and introduced a novel concept of expressing emotions as data. In the if universe, each token holder becomes a character infused with their own emotions and stories. Here, the if coin functions not just as a medium of exchange but as a storytelling bridge connecting choices and emotional flows. The goal is to go beyond simple entertainment, providing a space where community members can share and relate to each other's "what if" stories.

3. The Problem it Solves and Its Purpose

The current meme coin trend is dominated by quick pumps and speculative participation, with many projects disappearing without substance. Forbes reports that around 40% of meme coins are scams operating under a pump-and-dump scheme, with an average lifespan of only 78 minutes. Against this backdrop, the if coin was born to offer sustainability and meaning. It aims to grant value not only through long-term price growth but also through narrative, emotional community connections, and real-world integration. The if project's purpose is to prove that meme coins can hold meaningful stories and philosophies, building a community-driven, long-lasting ecosystem. Ultimately, the goal is to provide participants with not only financial returns but also shared empathy, creativity, and even real-world economic engagement.

4. Core Functions and Community Strategy

The if project currently emphasizes community and participation over technical functionality. To this end, the following core features and strategies have been established:

AI Chatbot "IF Bot": Users interact with the IF Bot like a character from the project universe. The chatbot answers questions and shares multiverse-inspired narratives like "What if you chose this?" helping users immerse themselves in the project's philosophy.

Telegram & Discord Communities: Active communication spaces on Telegram and Discord foster strong community bonds through real-time updates, content sharing, and emotional exchanges. Discord will host unique channels aligned with the multiverse concept (e.g., #emotion-sharing-universe, #what-if-stories), encouraging users to engage naturally with the project's world.

Community-Driven Events: Regular emotionally engaging events like contests and quizzes with the chatbot will encourage user participation. Token holders will become not only participants but creators and contributors, receiving rewards for their involvement. The if project prioritizes fun and easy participation over technical complexity, maximizing the power of the community - the essence of meme coins.

All functions are designed to naturally expose users to the project's philosophy of choice, multiverse, and emotion.

5. Post-Raydium Launch Plans and 1:1 Token Swap Strategy

The Raydium listing is a milestone for the if coin. As a leading DEX on the Solana chain, Raydium will provide increased liquidity and visibility, strengthening the community base. After the listing, various community features prepared in advance will be activated step-by-step. A community voting system will be introduced to let token holders participate directly in major decisions and storyline progression.

The 1:1 token swap strategy will be executed as the if project evolves. This represents a seamless transformation consistent with the project's philosophy. If it becomes necessary to transition to a new smart contract-based token or a separate mainnet, the swap will preserve early supporters' holdings without loss. The process symbolizes the expansion of the multiverse: even if the coin moves to another world (platform), users will retain their value.

This is more than a technical replacement—it's an evolution aligned with the project's values. Transparent communication and pre-notifications will ensure a smooth swap process, and new functionalities such as customizable smart contracts will enhance token utility.

6. Token Supply and Information

The if coin follows a simple economic model with a fixed total supply of 1,000,000,000 tokens under the ticker IF. Initially issued as an SPL token on the Solana network, its distribution will begin via Kimchi Meme. Specific allocation details (team, community airdrop, liquidity) will be disclosed transparently after the swap.

The allocation plan will prioritize long-term community growth and participation in line with the project's philosophy. Gradual vesting and lock-up mechanisms are under consideration to prevent early oversupply.

7. Roadmap

PHASE 1: Raydium listing on Solana DEX, airdrop campaigns, community events, core team formation, worldview development, website and social channel launch, and brand identity establishment.

PHASE 2: Incorporate community feedback to refine worldview and development direction.

PHASE 3: Smart contract development, new deployment, and 1:1 token swap. Potential benefits based on holding volume will be explored.

PHASE 4: Consider multichain or mainnet deployment, establish global community partnerships, introduce NFT elements, expand the if universe, and pursue a second listing on centralized exchanges.

Each phase will remain flexible based on community feedback, ensuring long-term vision without being swayed by short-term events.

8. FAQ

Q1. Why is it called 'if'?

A. "if" represents infinite possibilities. The project focuses on the choices we face daily and builds a worldview from the question, "What if I had...?" The name 'if' captures the project's core philosophy by stimulating imagination and curiosity about your parallel selves.

Q2. What does an emotion-based meme coin mean?

A. Unlike typical meme coins that focus on trends or jokes, the if coin values emotion and narrative. Its utility derives from emotional exchanges and storytelling within the community. Happiness, curiosity, and other feelings are expressed through shared stories and memes, making emotional connection a core feature.

Q3. How is if different from other meme coins?

A. The if coin prioritizes meaningful narratives and community-centered longevity. While most meme coins aim for short-term volatility, if encourages long-term engagement through its philosophy and world-building. It also includes token swap plans and user-driven contributions, distinguishing it as a participatory ecosystem.

Q4. What does the slogan "Alternate You" mean?

A. It symbolizes the idea of another version of yourself in a parallel universe. The project invites users to imagine who they could have been, and co-create those stories with the community. It represents the project's emphasis on imagination and self-discovery.

Q5. What is the project's ultimate goal?

A. To redefine what a meme coin can be. The goal is to build a digital cultural platform—not just speculative trading—where participants find emotional and creative meaning. The if project aims to evolve into an emotional sharing platform usable across various platforms and even in real life.

This whitepaper summarizes the philosophy and roadmap of the if meme coin project.

Details may be updated as the project evolves.

For the latest information, refer to the official community channels.

Thank you for joining the journey with if: Alternate You.

We believe our shared imagination can build a greater world.

Thank you.