



LUNA DOG COIN

Whitepaper



Background and Mission

Luna Dog Coin (“LDC”) is a token minted on the Ergo Platform and exchanged as \$LunaDogCoin. Even though it sits on one of the most technologically impressive blockchains, LDC's mission is simple:

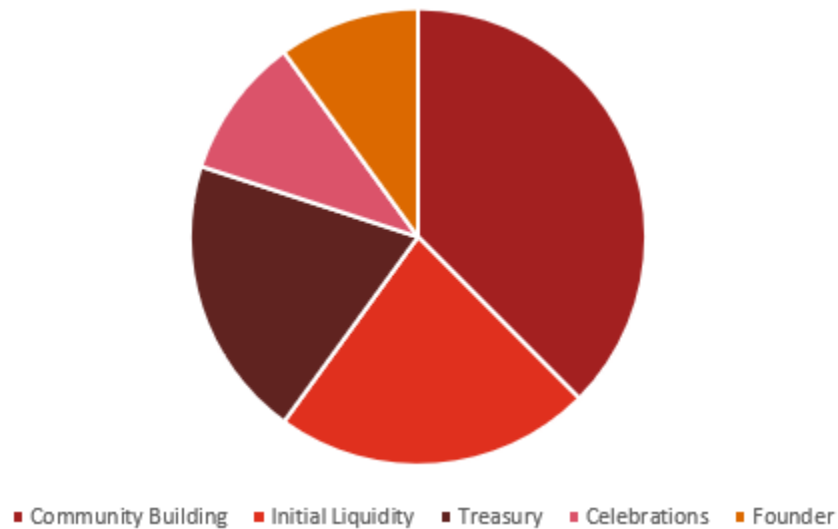
Bring a little fun and levity to the often overly serious crypto world.

Luna Dog Coin is one of the first meme/community coins to be minted on Ergo and was created by a member of the Ergo community for this very community. Its initial growth has been completely organic and grassroots. This down to earth process has meant several key things:

- In planning the early stages of liquidity on ErgoDEX, it was important to prevent a single person from being able to manipulate the pool by providing a disproportionate amount of liquidity. To avoid this, LDC took a communal approach to initial liquidity: 23% of the supply was either airdropped to early users to add to the liquidity pool or donated to ErgoDEX (not in exchange for LP tokens). As such, Luna Dog is truly a community coin.
- Only 20 million LDC were minted and no more can ever be created! No one can guarantee that scarcity will make each Luna Dog more valuable, but it worked for Bitcoin and that coin isn't even related to a dog.
- LDC is meant to be used for fun and held for profit. After LDC is established and traded on the open market, there may be new uses added. For example, one goal is to have LDC used as a currency for the Ergo Auction House, but that cannot happen until LDC has a market price and has been more widely adopted. Any new uses will be announced to the community.

Tokenomics

Out of the 20m max supply of Luna Dog Coins, the tokens will be distributed as follows:



- Community Building – 7.5m (37.5%)
 - Includes contests, giveaways, and other promotions to increase awareness of LDC and increase community participation. May also include incentives for participating in charity fundraisers.
- Initial Liquidity – 4.5m (22.5%)
 - The 3.5m LDCs airdropped to users and 1m LDCs donated to ErgoDEX.
- Treasury – 4m (20%)
 - These funds will be used to help develop and grow Luna Dog Coin on the technical side. Potential uses include paying for services (website development or marketing), airdrops for future liquidity needs (such as a pool on a new DEX), and more.
- Celebrations – 2m (10%)
 - To be used for airdrops to celebrate milestones (such as new listings, hitting key price points, etc.). Celebratory airdrops may or may not be announced in advance.
- Founder – 2m (10%)
 - These coins will vest linearly over 12 months after creation.

More Information

Website: lunadogcoin.com

Email: lunadogcoin@gmail.com

Reddit: [r/LunaToken](https://www.reddit.com/r/LunaToken)

Discord: <https://discord.gg/pdd6kMBX>

Telegram: <https://t.me/lunadogcoin>

Twitter: [@LunaDogCoin](https://twitter.com/LunaDogCoin)