

## THE Launchpad idea

Web 3.0, sometimes known as Web 3, is the concept of the next generation of the web, in which most users will be connected via a decentralized network.

However, For the average individual, entering the Web3 market can be a daunting and fragmented experience.

Participating in the Web3 market demands a relatively advanced level of technical expertise, and its intricate nature has impeded its ongoing expansion.

## THE Launchpad

THE is the next generation cross-chain platform incorporating Web3 technology to create an efficient, cost-saving and unique space. THE platform is built by incorporating two Launchpads in one: a Token Launchpad Protocol, and a cutting-edge NFT Launchpad. Together, these launchpads offer a comprehensive suite of tools and services and create a more seamless experience for all users. The launchpad is built to support different chains such as; Hedera Hashgraph (HBAR), Ethereum, Solana, Bitcoin (Ordinals), Polygon and much more coming.

## Our vision

There are a multitude of platforms providing participants with partial access to the Web3 ecosystem. Our mission is to become the central portal or major connector in the web3 ecosystem. The combination of both Token and NFT launchpad will help clear this barrier.

Our mission is to create a cross-chain Launchpad Protocol helps everyone to create their own tokens and token sales with just few clicks and to enable digital art creators, curators and investors likewise to have a place where by they can utilize their digital arts (NFTs) cost-effectively.

## THE Token Launchpad

The Launchpad Protocol helps everyone to create their own tokens and token sales with just few clicks.

We are creating a decentralized cross-chain launchpad that allows users to launch their own token and create their own initial token sale. No coding knowledge is required, just simply navigate through to our terminal and design your own token in just a few clicks. THE Launchpad offers multiple other features to help you with the overall token launch.

Tokens created on THE Launchpad will be verified and published on explorer websites.

Features:

Create token:

No coding knowledge is required, just simply navigate through to our terminal and design your own token in just a few clicks.

Create Launchpad and token pre-sales:

A suite of tools were built to help you create your own tokens presale launchpads in a fast, simple and cheap way, with no prior code knowledge required and 100% decentralized! You can also choose to create a launchpad, fair launch or private sale. You can also manage your launchpad, add socials and other important information relating to the project or token.

Join Token Presales:

To maximize the upside potential of the crypto market is getting in early on presales of projects that could become huge once the trend changes and THE Launchpad can let you benefit from that.

You can take part in token presales, invest and make profits just by connecting your wallet.

Transparency:

Our goal is to provide a safe environment for all of our investors that use our launchpad platform

User-Friendly Interface

The interface of THE Launchpad is user-friendly, ensuring that users can navigate and comprehend it easily. Simplicity in terms of design elements, such as straightforward menus or concise directives, helps to ensure that THE Launchpad is more accessible.

THE NFT Launchpad

According to Larva Labs, NFT trading volume exceeded \$3 billion in December 2021. This was an improvement from the preceding month, which had a total trading volume of \$2.8 billion.

THE NFT Launchpad enables the creation and launch of new NFT projects. We offer a platform for artists, creators, and developers to launch their NFT projects.

#### Features:

**NFT Presales and Launchpad:** Create, manage your NFT collection and launch your NFTs with our Launchpad

**Mint and collect NFTs:** With THE NFT Launchpad, you can mint NFTs by curating or uploading them straight from your device with just a few clicks. You can also collect and store your NFTs with our interoperability features.

#### NFT Marketplace:

THE Launchpad provides an NFT marketplace, allows users to buy, sell and exchange NFTs for cryptocurrencies.

#### Community Focus

The main focus of NFTs is to connect creators and collectors; therefore, the launchpad prioritizes creating a community among its users.

#### Staking

Stake your NFTs and receive crypto dividends/rewards

#### NFT Vaults

This feature offers unmatched safety to NFT users. Users can have peace of mind knowing that their creations are secure with the quality.

#### NFT Swaps

The feature allows users to swap their NFTs on the platform in exchange for tokens.

## \$THE Token

\$THE is the governance token of THE Launchpad, with a total issuance of only 10,000,000 \$THE Tokens. \$THE token is built on the Hedera Hashgraph, but the Launchpad platform is cross chain that supports Hedera Hashgraph (HBAR), Ethereum, Solana, Bitcoin (Ordinals), Polygon and much more coming.

\$THE is the launchpad's governance token and it allows for the prioritization of user involvement in shaping the launchpad's future. This is achieved through features like token-reflected rewards, discount, staking rewards, voting mechanisms and decentralized decision-making.

## Utility of \$THE Token

### Governance Models

\$THE allows user involvement in shaping the launchpad's future. Holders can engage in activities like voting mechanisms and decentralized decision-making.

### Borrowing/Lending

Holders of the NFT can use it to create pools for free and borrow up to \$100 worth of \$THE tokens where the NFT is collateral.

### Pool/Launchpad creation

Holders of \$THE tokens worth \$100 are eligible to create a pool on our Launchpad. Also, are eligible to create a NFT Presale Launchpad

### HODL rewards

Holders of \$THE get 1% returns for any pool created on our Launchpad.

### Passive income (Staking Program)

Holders of \$THE tokens on the launchpads can stake them and earn NFT and crypto rewards. Users receive benefits in terms of NFTs and cryptocurrencies. Holders and Stakers of \$THE token will get occasional NFT drops.

### NFT Exchange

Users can transact (buy and sell) NFTs on the marketplace with \$THE tokens

- No fees from sale proceeds when users use \$THE as mode of payment
- NFTs bought with our token \$THE, you pay only 1% creator fee compared to higher fees on other marketplaces

Store of value

## THE Tokenomics

10M total supply

50% Presale/ICO

10% Ecosystem and Marketplace growth

10% Liquidity pool

10% Staking Program

10% team and advisors

5% Publicity and Marketing

5% CEX listings

## Initial Circulating Supply

The \$THE token has an initial circulating supply of 600,000 AGM tokens

Tokens from the Presales which make up of 50% of the total supply and 10% which shall be added to the Liquidity pool shall be circulating during token issuance/launch. This makes up of 60% of the total supply which is 6,000,000 \$THE tokens.

5,000,000 \$THE to Presale/ICO nvestors:

Distributed to public sale investors wallets, evenly and correctly calculated by the amount invested into the sale.

1,000,000 \$THE added to the Liquidity pool during token issuance/launch.

## Future Token Distribution

10% shall be unlocked through the staking program.

10% shall be unlocked in bits specifically for the THE Launchpad development.

10% All team members and advisors will receive \$THE tokens with a 3-year vesting schedule and 1-year lockup.

5% is specifically dedicated towards marketing and publicity campaigns, also rewards for dedicated members of the \$THE Community.

## Roadmap

### Q3 2023

THE Launchpad development

Presale conclusion

Top tier CEX listings

DEX listings

\$THE Staking Program

### Q4 2023

NFT Swap compatibility

Art Exhibition

THE Launchpad academy

THE Launchpad Crypto Hackathon

### Q1 2024

THE Launchpad DEX

Additional Blockchain operability

Buy Back and Burn

UI revamp

Team





CEO

Sam Johnson G.

Sam Johnson is a visionary leader and the CEO of a THE Launchpad. With a passion for blockchain technology and a deep understanding of the financial industry, Sam has emerged as a prominent figure in the world of cryptocurrencies. Before assuming the role of CEO, Sam gained extensive experience in the fintech industry. He started his career as a software engineer at a leading blockchain company, where he contributed to the development of cutting-edge decentralized applications. His exceptional problem-solving skills and innovative mindset quickly propelled him into leadership positions.

With his expertise, drive, and commitment to innovation, Sam Johnson is leading the charge towards a decentralized financial ecosystem, positioning her cryptocurrency project at the forefront of the industry's transformation.



CFO

Jeremy Harden W.

Jeremy Harden is a seasoned finance professional and serves as the Chief Financial Officer (CFO) of THE Launchpad. With his extensive experience in financial management and strategic planning, Jeremy plays a crucial role in driving the project's financial success. Prior to joining THE Launchpad, Jeremy gained valuable experience in various finance leadership roles. He began his career at a prominent investment bank, where he honed his skills in financial analysis and asset management. Jeremy's ability to analyze complex financial data and identify investment opportunities earned him recognition and paved the way for his successful career.





## CTO and Head Developer

### Alexander Lee

Alexander Lee is a dynamic and visionary technology leader, serving as the Chief Technology Officer (CTO) and Head Developer of THE Launchpad. With a strong passion for blockchain technology and extensive experience in software development, Alexander plays a vital role in driving the project's technical strategy and spearheading its technological advancements. Alexander holds a Bachelor's degree in Computer Engineering from MIT, where he specialized in distributed systems and cryptography. His educational background has equipped him with a solid foundation in computer science principles, algorithms, and network security.

As the CTO, Alexander is responsible for setting the project's technical direction and driving innovation. He leverages his in-depth knowledge of blockchain technology, distributed systems, and cryptography to architect cutting-edge solutions.



CMO

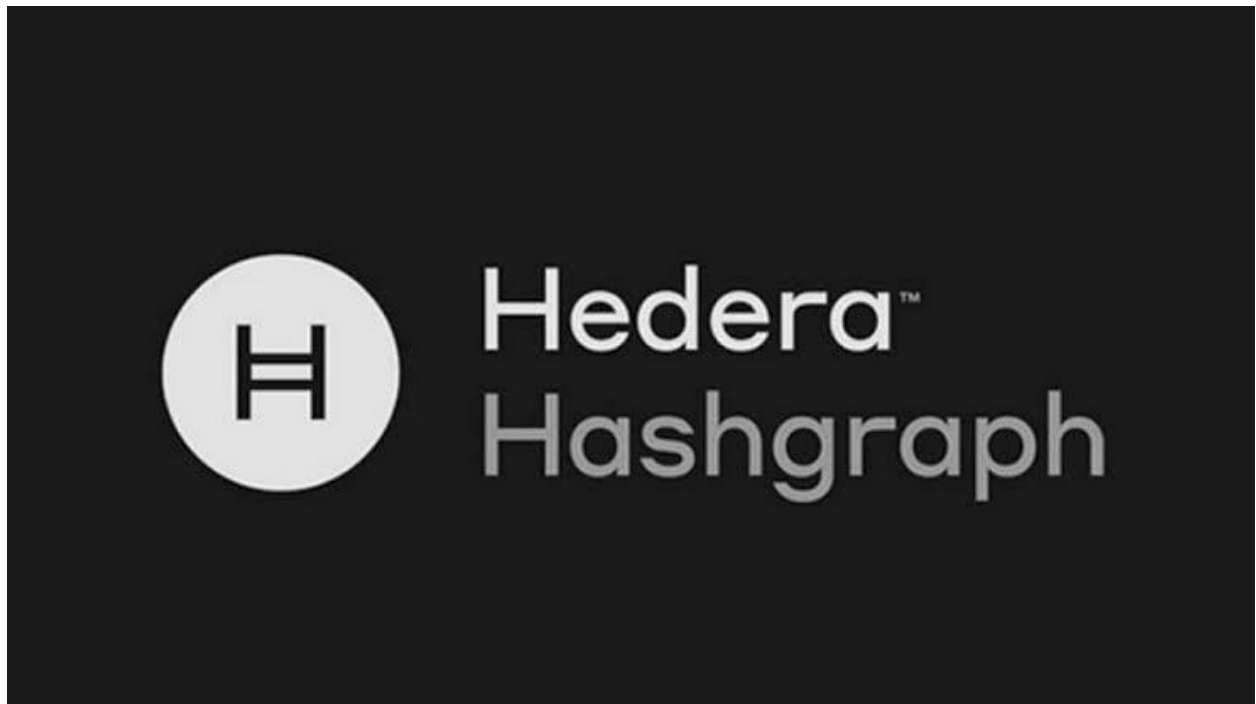
Emilia Martinez

Emilia Martinez is a dynamic and results-oriented marketing leader, serving as the Chief Marketing Officer (CMO) of THE Launchpad. With a deep understanding of the cryptocurrency industry and a strategic marketing mindset, Emilia plays a pivotal role in driving the project's brand strategy, user acquisition, and community engagement. With a successful career spanning over a decade, Emilia has a wealth of experience in marketing and brand management.



Prior to joining THE Launchpad, Emilia held key marketing roles in the blockchain industry. She has led marketing initiatives for blockchain startups, focusing on building brand awareness, driving user adoption, and fostering community engagement. Emilia's expertise in blockchain marketing and her understanding of the unique challenges and opportunities in the industry make her a valuable asset to the project.

## Partners







**coinbase**



**ethereum  
foundation**



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