MERCURY LAUNCH

The Premier MEME Launchpad platform on SUI

HACKATHON WINNER

Angel Hub

PROBLEM STATEMENT
(LAUNCHPAD)

5 Presale

1 Expensive

2 No standalone MEME DEX

3 Surplus Farming

4 Loss of Purchase Power

PLATFORM FEATURES

LAUNCHPAD FOR HIGH

VISIBILITY MEME COINS

PUMP.FUN STYLE LAUNCHPAD

FOR TBS TOKEN

Time Bound Standard (TBS) - Next-Generation framework that pioneers a revolutionary shift in asset class models by transitioning from a price-based trading strategy to a time-based system fostering value integrity that genuinely benefits all investors equally.
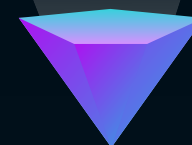
MERCURY PROTOCOL (ME)

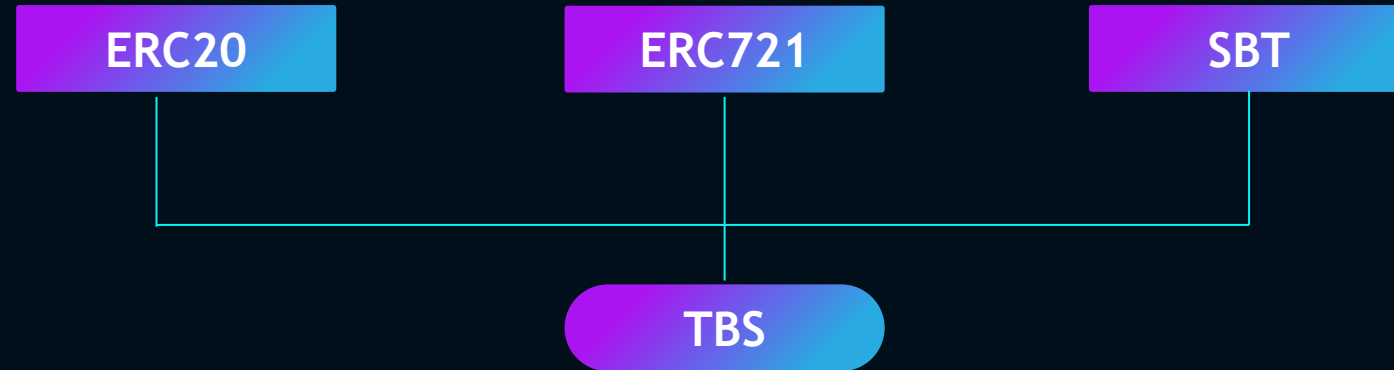SAFE-HAVEN ANTIDUMP TIME LOCK FOR LONG REGULATED PURCHASE POWER

CONTROLLED UNLOCK VIA DECENTRALIZED RESERVE POOL

BURN VAULT WITH MINIMAL PRICE GUARANTEE SUPPORT

How is TBS different than other ERC standards?

ERC20	ERC721	SBT

TBS

	TBS	ERC20	SBT
Fungible	✓	✓	✗
Store of value	✓	✗	✓
Medium of Exchange	✓	✓	✗
Sell Limit	✓	✗	✗
Transaction Limit	✓	✗	✗
Asset Lock	✓	✗	✓

TIME BOUND STANDARD

ON CHAIN COLLATERAL

Minimum Guarantee Floor Price

Time Lock

Wallet Freeze

Taxing

Store of Value Asset Class(GOLD)

TIME BOUND SELL RATIO

FIDUCIARY VAULT

Protocol won't allow more than 2 Wallet transactions per day

Increase in sell pressure increases Fiduciary Vault floor price

Wallet locked for 24 hours after 2 transactions

No one including the team can sell more than 1% of their portfolio in 24 hours

Controlled unlock deposits 40% of the swapped assets back in Vault increasing the floor price

ME TOKEN UTILITY ($ME)

PROFIT SHARING

A portion of platform and dex fee distributed to long term token holders

PREMIUM POOLS

Gain access to high quality private projects

LIQUIDITY MINING

Liquidity providers can claim rewards in ME for contributing to the network.

GOVERNANCE

Governance infrastructure that enables community voting.

HOLDER INCENTIVES

MEME DEX REVENUE — 0.5%

LAUNCHPAD REVENUE — 5%

MEME LAUNCHPAD REVENUE — 0.25%

Yearly Distribution

TIME BOUND SELL RATIO

Protocol won't allow more than 2 Wallet transactions per day

Wallet locked for 24 hours after 2 transactions

Value Protection

Sell pressure increases Burn Vault floor price

No one including the team can sell more than 1% of their portfolio in 24 hours

COLLATERAL MODEL
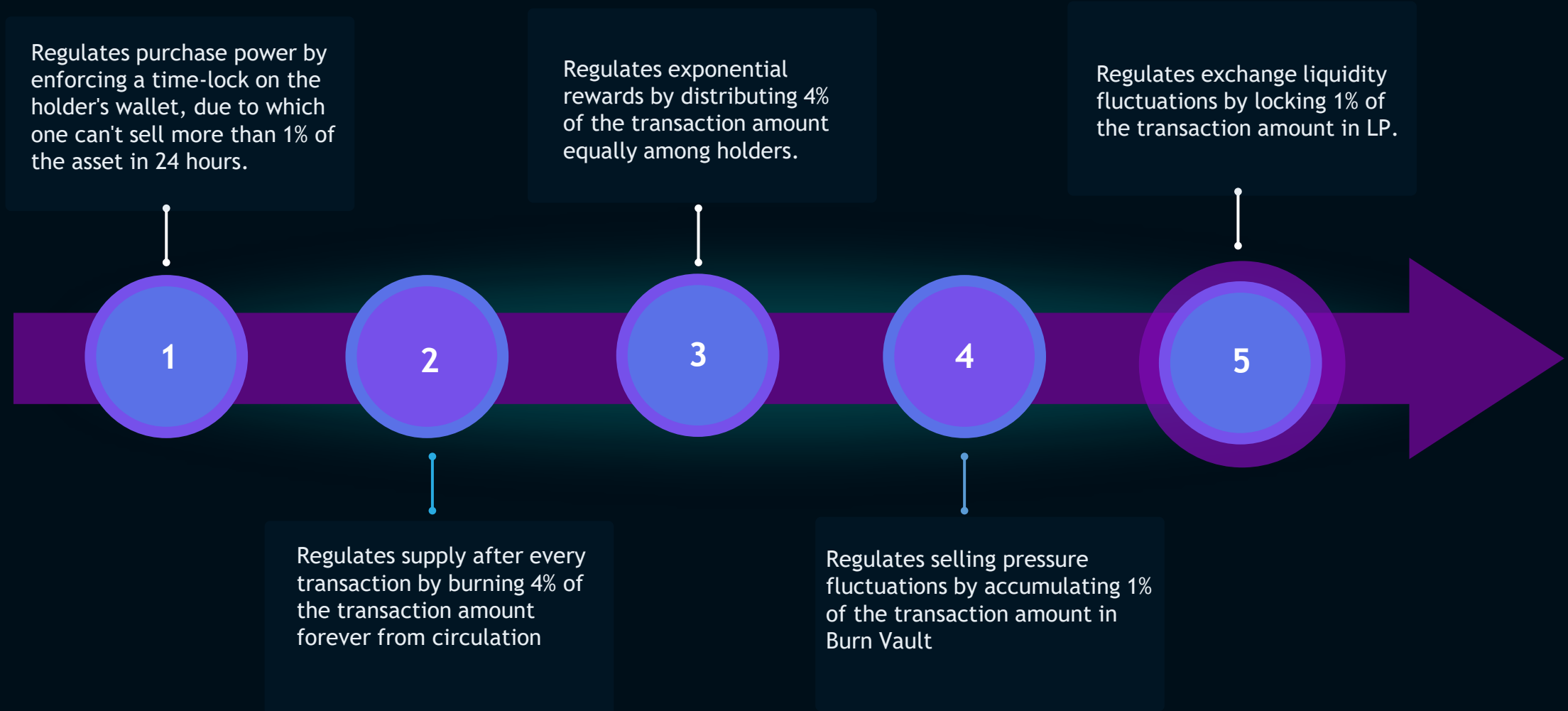
ME VS OTHER MEME ECONOMICS

USE CASE

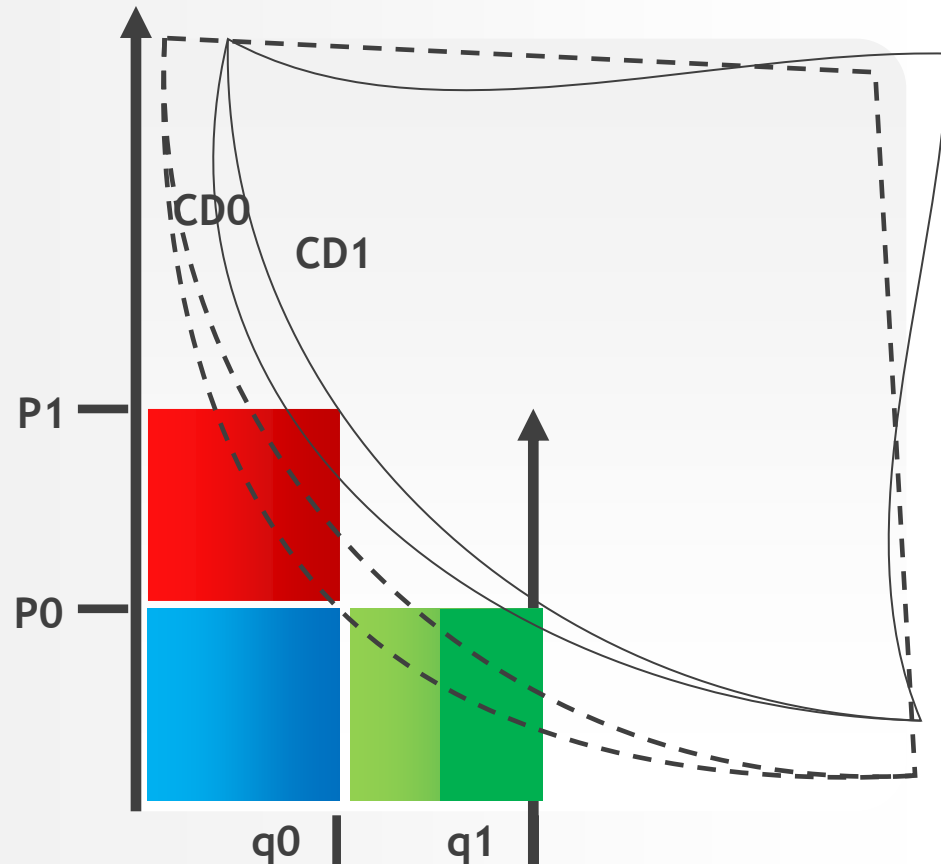|	ME	MEME ECONOMICS
Use-Case Driven	Yes	No
Price Volatility Control	Yes	No
Multi Wallet Loop Lock	Yes	No
Inflation Hedge	Yes	No
Anti Whale Farming	Yes	No
Time Bound Sell Lock	Yes	No
Cash Out Reserve	Yes	No
Automated LP	Yes	No

TOKEN BURN & FEE DYNAMICS

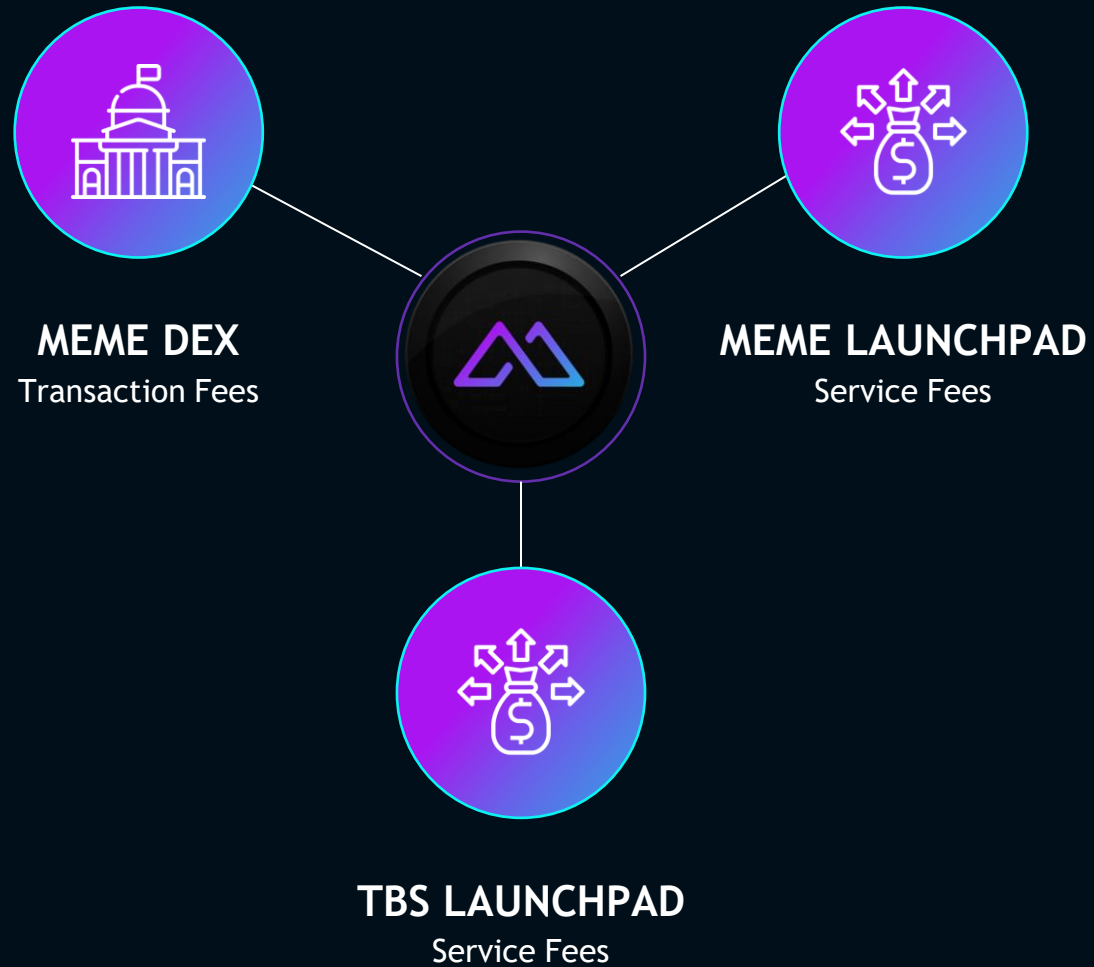MERCURY achieves consistent purchase power increase after every transaction through the following FIVE dynamics

Regulates purchase power by enforcing a time-lock on the holder's wallet, due to which one can't sell more than 1% of the asset in 24 hours.

Regulates exponential rewards by distributing 4% of the transaction amount equally among holders.

Regulates exchange liquidity fluctuations by locking 1% of the transaction amount in LP.

1   **2**   **3**   **4**   **5**

Regulates supply after every transaction by burning 4% of the transaction amount forever from circulation

Regulates selling pressure fluctuations by accumulating 1% of the transaction amount in Burn Vault

ME DEMAND SUPPLY CURVE

- Usage reduces circulating supply thru taxing (P0-P1)

- Sell pressure increases Floor price through Burn Vault (CD1)

- ME LP Staking further optimizes the price balance (CD0)

REVENUE MODEL

MEME DEX
Transaction Fees

MEME LAUNCHPAD
Service Fees

TBS LAUNCHPAD
Service Fees

LAUNCHPAD TIERED ALLOCATION MODEL

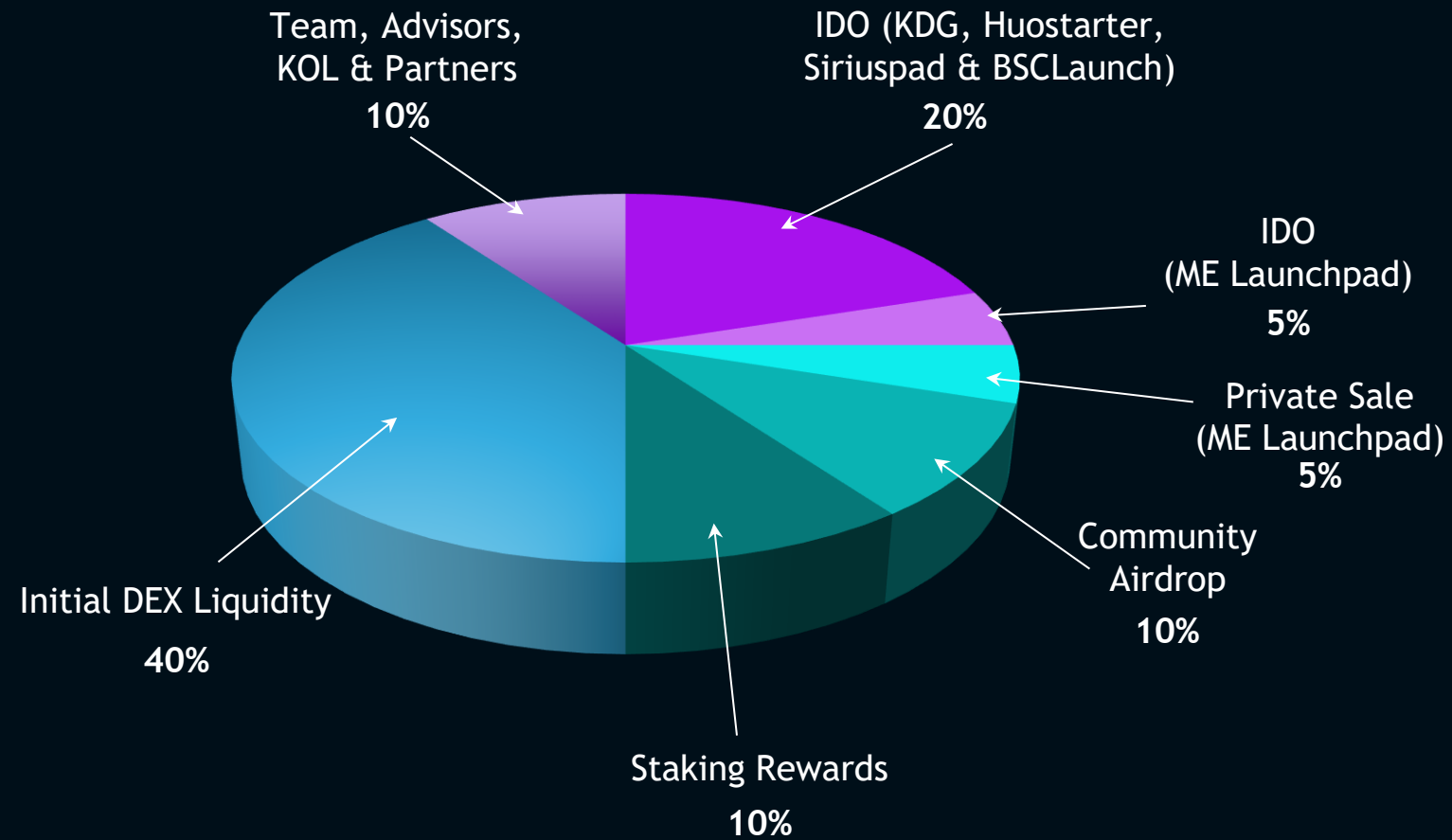Based on the number to $ME tokens staked in the contract, cap for users are mapped under 3 categories

GOLD

SILVER

BRONZE

TOKENOMICS

Token Name : ME

Total Supply = 1,000,000,000,000,000

Team, Advisors,
KOL & Partners
10%

IDO (KDG, Huostarter,
Siriuspad & BSCLaunch)
20%

IDO
(ME Launchpad)
5%

Private Sale
(ME Launchpad)
5%

Community
Airdrop
10%

Initial DEX Liquidity
40%

Staking Rewards
10%

VESTING MODEL

Immediate Distribution Percentage	Months																		Bonus	TYPE
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	18	21	36	42		
5%	2 months																			VC Private
10%	2 months																			IDO
0%	6 months freeze						12 months													Team, Advisors, KOL & Partners
100%	Immediate																			DEX Liquidity

■ Vesting period　　**■ Freeze**

DETAILED TECHNICAL ROADMAP (2024 - 2025)

Q4 2024

- **Nov 4th** - Influencer Marketing Campaign
- **Nov 11th** - VC Private Sale on ME Launchpad
- **Nov 18th** - IDO on HuoStarter, BSCLaunch, SiriusPAD and Kingdom Starter
- **Dec 9th** - ME Launchpad Public Sale
- **Dec 22nd** - TGE & Token Unlock
- **Dec 23rd** - DEX Listing
- **Dec 31st** - Discreet : Partnership with Divine Dimension

Q1 2025

- **Jan 5th** - AirDrop (Vampire Attack)
- **Jan 22nd** - Token Unlock (Phase 1)
- **Feb 1st** - Potential CEX Listing - BYBIT or MEXC or Kucoin
- **Feb 22nd** - Token Unlock (Phase 2)
- **Mar 3rd** - First IDO Listing

Q2 2025

- **APR 15th** - Divine Dimension Migration to Sui
- **May 1st** - Metaverse Launch First on Sui

TEAM

HEMADRI RAJU
| Co-Founder

THIRUMURUGAN
| Co-Founder

SUDHARSAN
| Co-Founder

HOW CAN MERCURY CONTRIBUTE TO THE SUI ECOSYSTEM

A unique (first of its kind) fundraising platform with regulatory norms for Sui.

Mercury is not a fork of any other existing project on other major blockchains (Ethereum, Polkadot etc.).

Mercury is the first crypto project across any platform to introduce MEME Dex policy by combining liquidity owned currency dynamics with decentralized exchange economics

Mercury is the first MEME project in the Sui ecosystem that provides all the MEME protocols in one place.

An innovative platform that brings value to MEME dynamics in its token dynamics

ME COLLATERAL