

Plebes

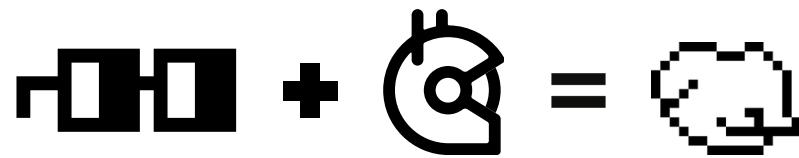


FITCH DECK

plebes.xyz

from 🌵 to the 🌎 with ❤️

WHAT IS PLEBES?



Plebes is a multichain DAO, with its core on the Internet Computer Protocol (ICP), driving Web3 adoption through support for open-source technology, AI initiatives, creative projects, and public goods via daily Bitcoin ordinal auctions.

Plebes stands out by integrating the best practices from DAOs on other blockchains, creating an eclectic and unprecedented model in this ecosystem. Users can acquire Plebes in open-bid auctions, with proceeds going towards strengthening the community treasury. In addition, and beyond fundraising, they are central to the DAO's governance model, serving as a key factor in determining voting power.

Plebes will be progressively built upon three key pillars that will guide it at all times, differentiating it from traditional DAOs. These are:

- 1) A **non-plutocracy model**, ensuring that power is not solely dependent on money.
- 2) A **smart treasury**, connected and automated with DAO decisions through contracts, eliminating the need for human intervention in the final validation of fund distribution.
- 3) A **keyshift management mechanism** that enables on-chain leadership transitions, ensuring the DAO's independence from its leaders and preventing capital flight to potential forks.

Practically, Plebes seeks to combine elements of Nouns and Gitcoin, incorporating a distinctive administrative system model.

-  Crypto Egg 4:20 pm Today
dude, couldn't you use less text on this slide? it's just the first page, people are going to think you didn't learn how to make slides in school.
-  Plebes Intern 4:21 pm Today
sir, God knows I tried, seriously.
-  Crypto Egg 4:22 pm Today
f. at least you said everything on the first page.

OK BUT WHY ICP?

why not evm or solana as core?
who knows icp? really bro, are u
out of ur mind, we are degens,
there arent liquidity here (right?) im
gonna close the deck 😞

chill bro. yeah, we love icp, but
plebes is a multichain project. let
me explain u.

aint got time, keep it short



okay, you got me

O Crypto Egg
4:24 pm Today

wait, did you create a conversation inside
another one?

O Plebes Intern
4:26 pm Today

inception

O Crypto Egg
4:27 pm Today

sick broooo

MULTICHAIN WITH CHAIN-KEY

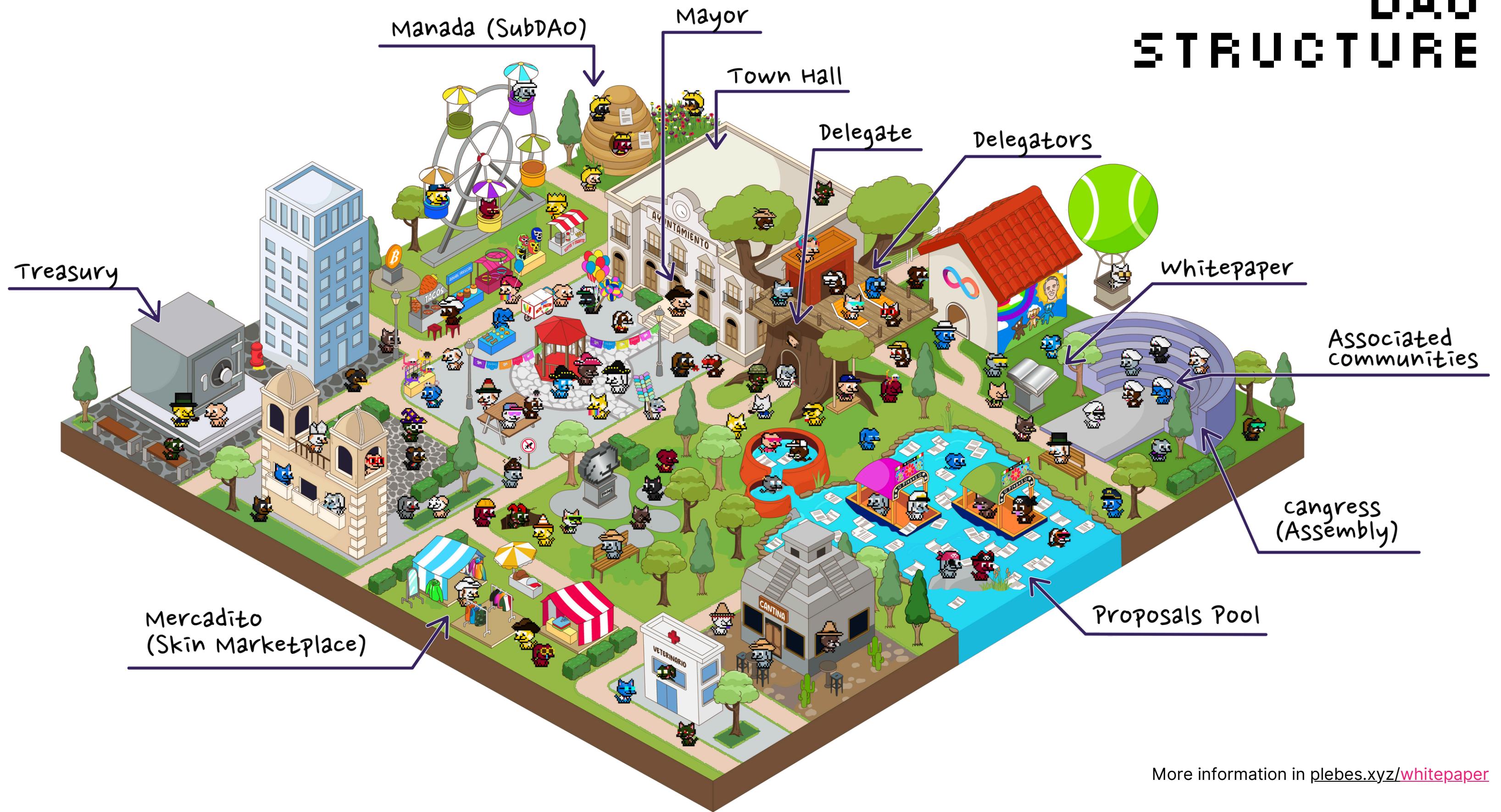


Plebes is designed as a **multichain project**, and one of its key aspects is interoperability. To achieve this, we use **Chain-Key**, an innovative technology from **ICP** that allows us to authenticate and sign transactions across multiple blockchains without relying on traditional bridges. This enables us to **connect and link wallets and assets**, as well as **execute signatures on Bitcoin, Solana, and EVM networks**.

In this way, we focus on developing a single product that leverages the best of existing technologies in a complementary way. Additionally, we are open to collaborating with more blockchains and exploring new ways to add value to their users.

-  Crypto Egg
4:31 pm Today
you didn't miss the opportunity to say you are open to receiving grants haha
-  Plebes Intern
4:34 pm Today
dude, u never knows who might end up seeing this deck
-  Crypto Egg
4:36 pm Today
loooooool

DAO STRUCTURE



THREE PLEBES

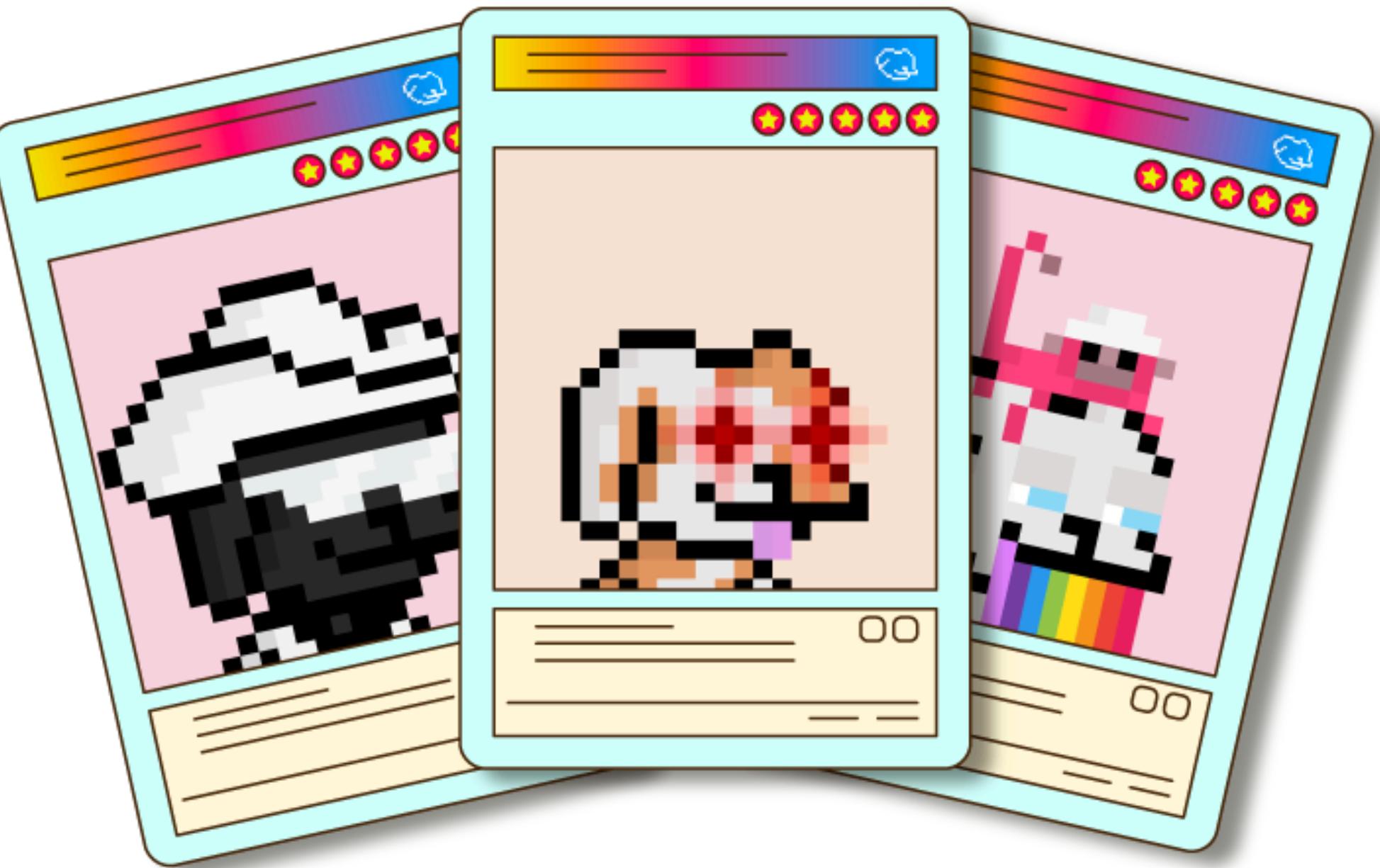
In the DAO, all members are '**Plebes**,' but governance requires a minimum stake of **3 Plebes**. This grants access to the **Congress**—its legislative and financial body—and acts as a security measure against bad actors.

Staking represents commitment and financial risk, discouraging dishonest behavior. **Malicious actions are penalized through a mechanism similar to Ethereum's slashing**, ensuring that only truly dedicated members influence the DAO.

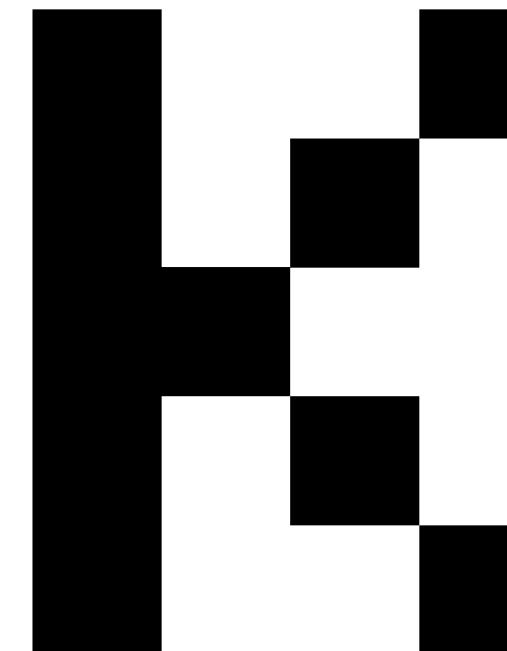
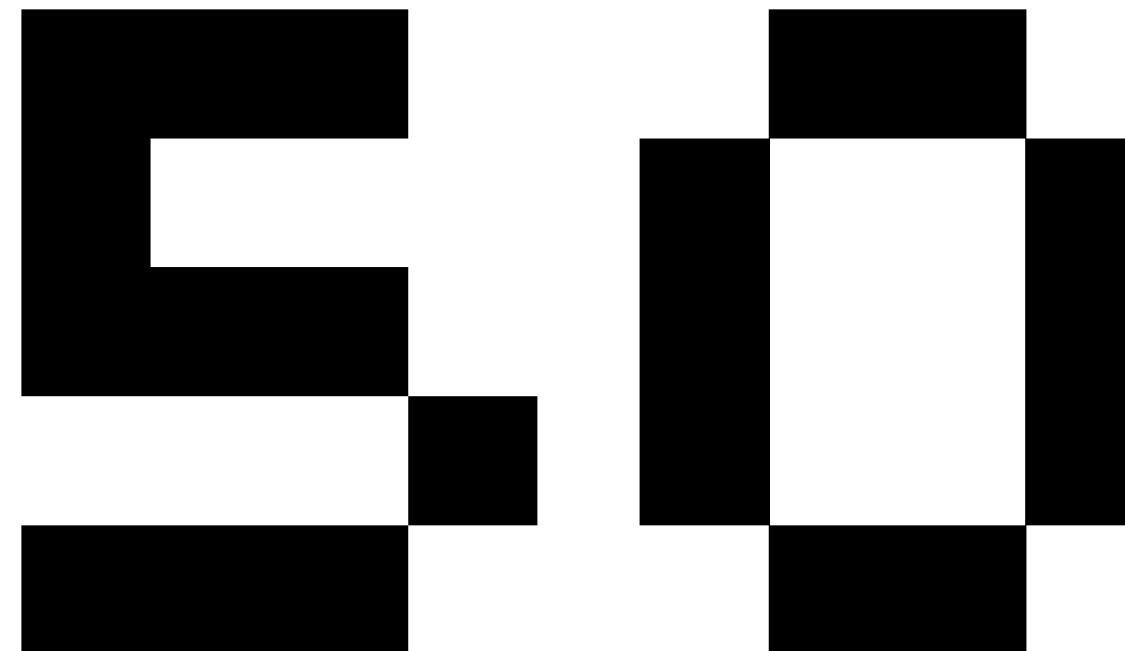
Members of the Congress, known as "**Plebones**," can:

- **Propose and vote on initiatives**
- **Approve budgets and oversee spending**

This system keeps governance in the hands of committed members, ensuring community and ecosystem sustainability.



IN THREE DAYS



We unexpectedly joined a Meta Pool memecoin round, the leading Liquid Staking protocol on \$NEAR. We fulfilled the Bonding Curve in 40 minutes, enabling trading on Ref Finance through Meme Cooking. We kept no tokens; it was just an experiment to gauge market sentiment.

The verdict: freaking bullish.

BullzToshi ✅
@BullzEg

@PlebesXYZ on \$NEAR

Taking off 🚀

PLB/wNEAR (Market Cap) on Ref Finance, 1h, dexscreener.com 08,124.29 H8,277.28 L8,142.25 C8,277.28 152.9893 (+1.88%)
Volume 47

TradingView

12:24 PM · Feb 1, 2025

Plebes DAO (🐶,🤠)
@PlebesXYZ

We are grateful to be part of this contest. While we don't plan for this token to be the final one for our DAO, we see it as an opportunity to assess market sentiment around a fungible token linked to us. If successful, we will factor it and its holders into our final tokenomics.

Meta Pool ✅ @meta_pool · Jan 27

We're just a few hours away from the start of the second Meme War, this time on the @memedotcooking platform!

0 2 9

Jan 27, 2025 · 550 Views

Plebes DAO (🐶,🤠)
@PlebesXYZ

More than \$44,000 in votes supported us, and another \$5,000 USD was invested in our memecoin, which spontaneously emerged within \$NEAR, despite our core community being in \$ICP.

Meta Pool ✅ @meta_pool · Jan 30

Winners of the #MemecoinWar2 ft @memedotcooking

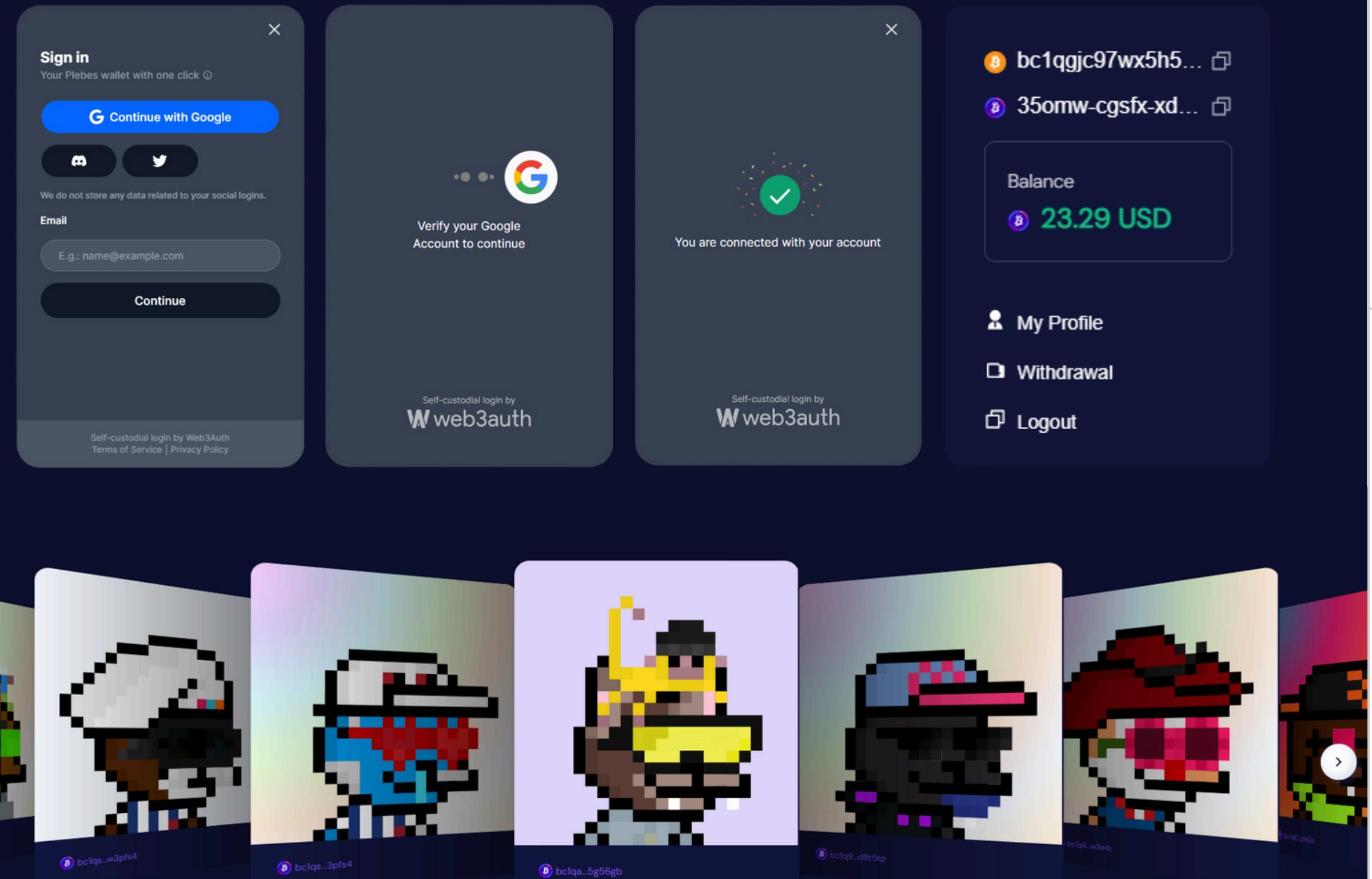
1 @Dom_Ai +18M Votes (included 2M from @srpuul's AI Agent)
2 @SPEARonNEAR +16M Votes
3 @PlebesXYZ +11M Votes

This round achieved a massive milestone with an impressive 49,195,394M votes! 📈

15 36 70

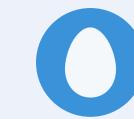
Jan 30, 2025 · 3986 Views

FRIENDLY UX



The daily auction system is key to acquiring a Plebe and generating revenue. No ICP wallet is needed—just register with an email and fund with SOL, USDT, ETH, BTC, and more. **Plebes works gasless!**

We automatically convert funds to ckBTC, wrapped BTC token on ICP, enabling the seamless trading of ordinals. This removes friction, simplifies user participation in the ecosystem, and enhances the overall experience

 Crypto Egg
4:44 pm Today

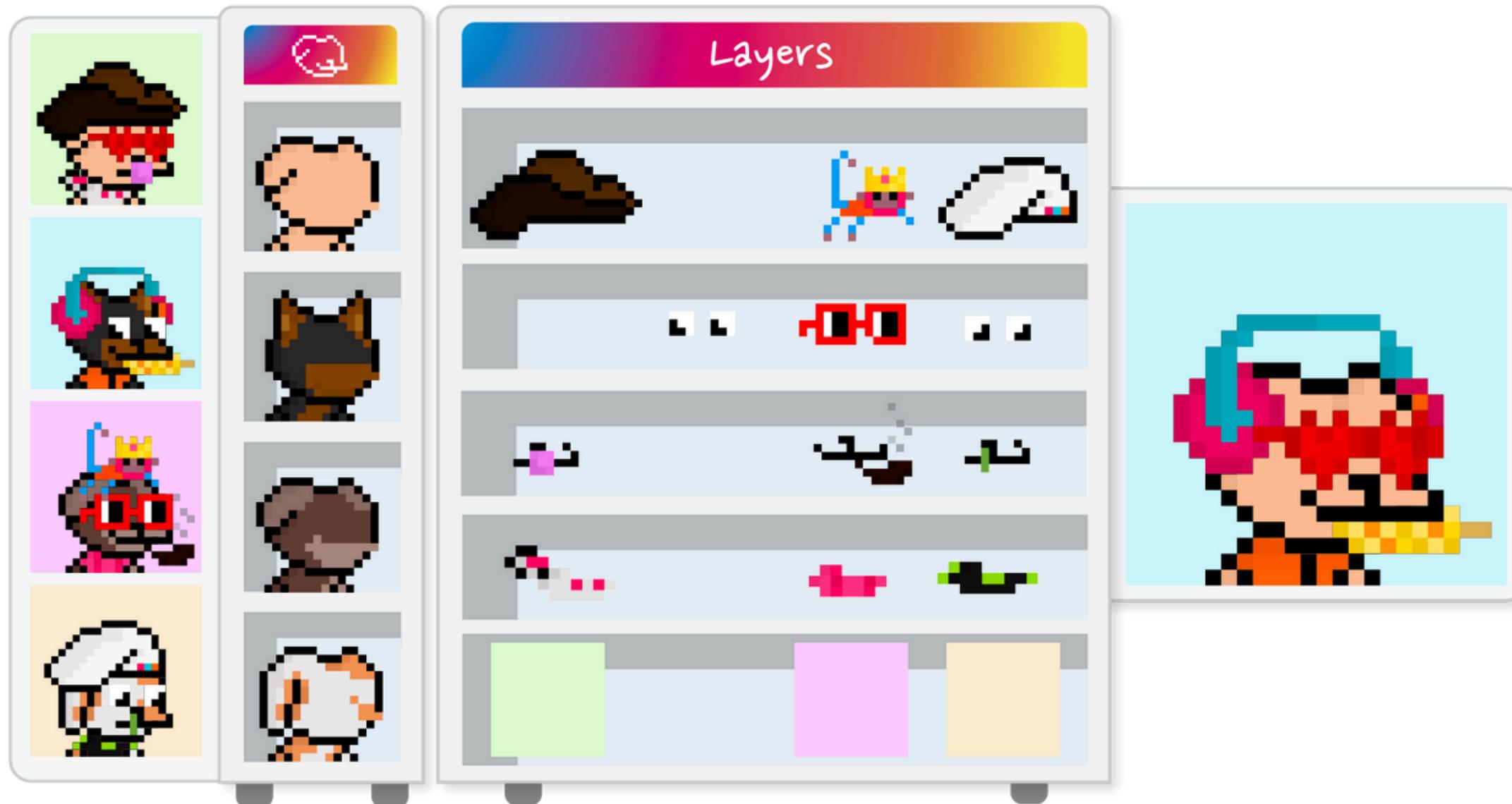
really? they're ordinals, not icp nfts? i don't need weird wallets, just connect my email?

 Plebes Intern
4:48 pm Today

they're wrapped ordinals, an off-bitcoin token (on icp), pretty much like stacks ordinals. they let you inscribe an image as part of a collection in a bitcoin block. and yep, u just need your email. we're also adding support for over 30 tokens, each with its own chain.

LIKE BARBIES

It doesn't matter whether you get an 'ugly' or 'beautiful' Plebe. In the end, they'll boost your voting power, and you'll also be able to **create a new Plebe from the layers you already own**, out of a total of 440 assets available today.



-  Crypto Egg
4:52 pm Today
i would have preferred to wear the Nouns glasses. It would have been a romantic gesture.
-  Plebes Intern
4:54 pm Today
sir, it was just to prove the idea.
-  Crypto Egg
4:59 pm Today
i still believe those glasses would look better...



Plebes DAO allows external communities to integrate by establishing a **Community Council** (composed of at least **three members**) and submitting a **statement of intent** to join. Approved communities gain access to **cPlebes**, NFTs that grant **voting power and staking rewards** within the DAO. To ensure balanced growth, there are **10 initial slots**, granted by **direct invitation**. Afterward, new communities must **compete for entry** through a voting process.

Upon joining as an **Associated Community, Council members become Representatives**. This status grants them:

- **Referral commissions** from the staking of their community's plebes.
- **Increased voting power**. If at least two-thirds of the members participate in governance votes, the community's voting power is tripled, enhancing their influence over key DAO decisions, including funding rounds.

The **cPlebes** assigned to the community will be considered an **official subcollection within the DAO** and will have access to the **Skin Marketplace**. If the community has an **official mascot**, it can be adapted to the Plebes Universe; otherwise, they must submit a **new animal species (not a dog)** along with a **representative skin**, designed according to **Plebes' pixel art style and guidelines**.

This ensures that each community's identity and values are fully represented within the Plebes ecosystem.

O Crypto Egg
5:13 pm Today

wait a sec, is this like a mix between Moses' exodus and the Cities Skylines map, showing hope to people from different communities represented by animals, who could come to Plebes as the promised land and build a city together where the sun shines for everyone?

Plebes Intern
5:19 pm Today

you got it 100%. I love how the image speaks for itself, no explanation needed.

O Crypto Egg
5:22 pm Today

dude, stop using my account



ROADMAP

Q1
Whitepaper

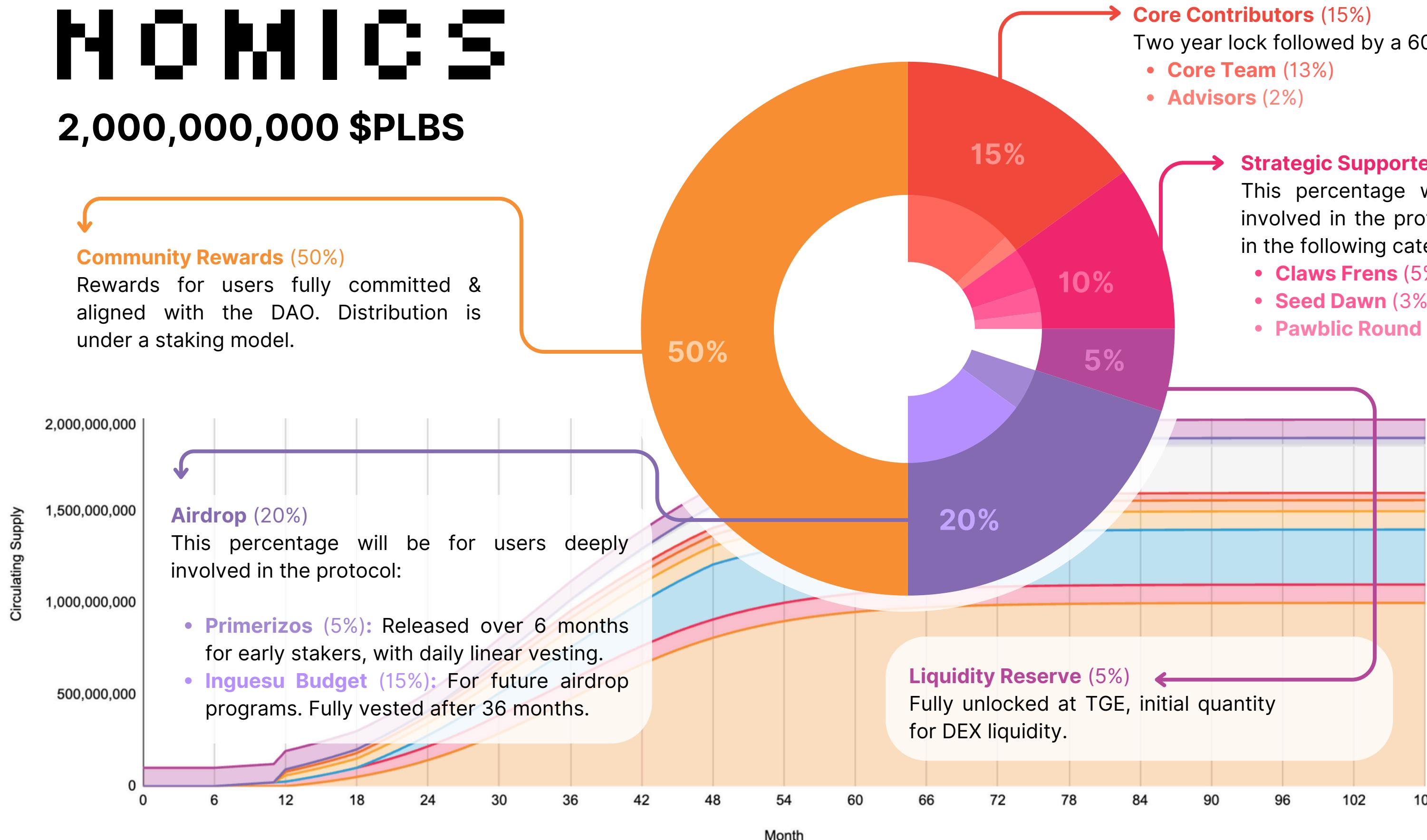
Q2
1000 Members

Q3
Staking System

Q4
DAO System

TOCKE HOMICOS

2,000,000,000 \$PLBS



DAO TREASURY MANAGEMENT

DAO Main Activities (85%)

These funds will be allocated to core DAO activities, ensuring community engagement and ecosystem development. Breakdown:

Delegates & Contributors (5%)

Rewarding contributors delegates and for active participation, incentivizing community engagement and commitment.

Guilds (5%)

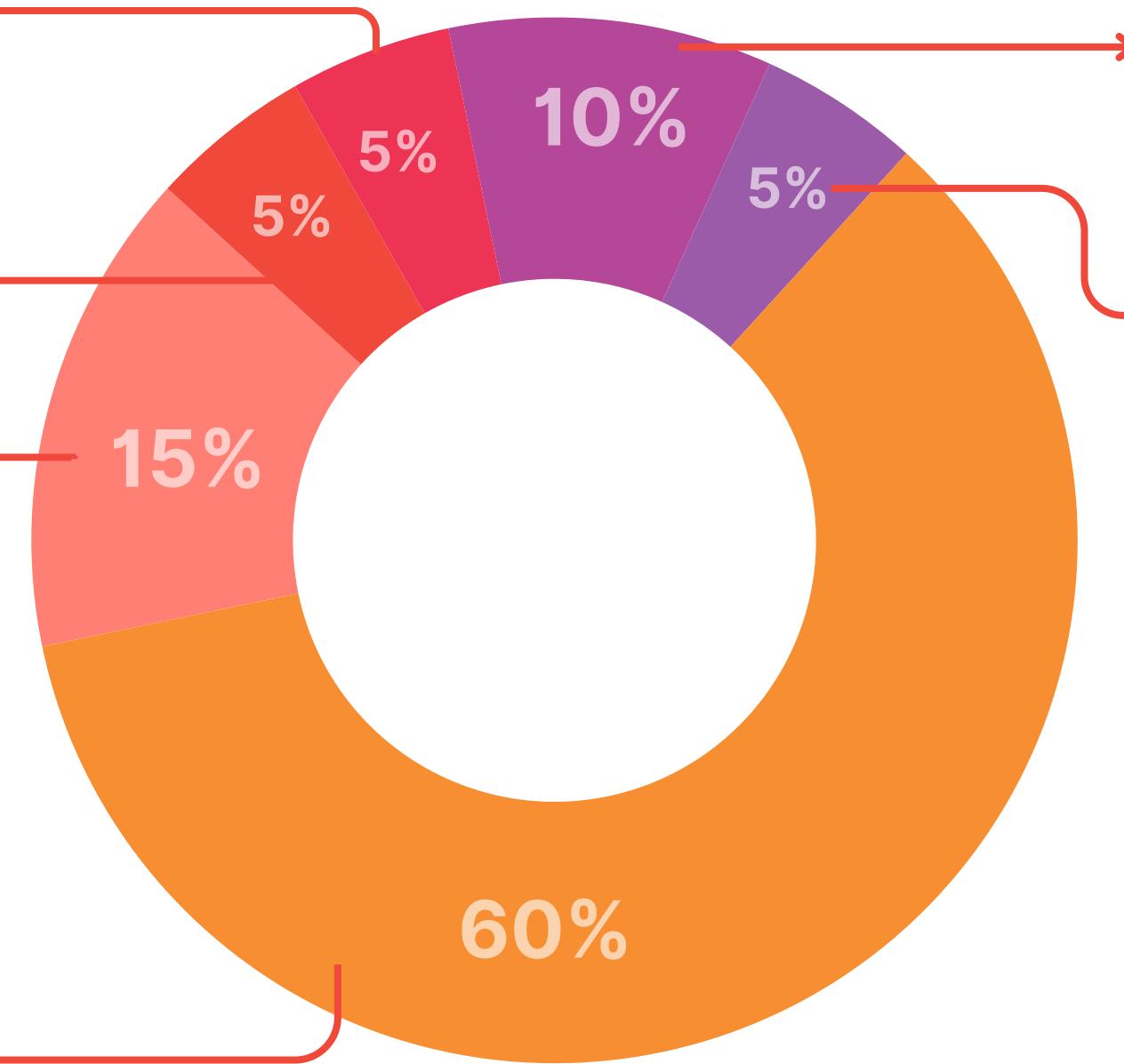
The guild ensures the DAO stays true to its original vision and goals, acting as its operational bodies and contributing to the ecosystem's growth.

Buybacks & Liquidity Pool (15%)

Used to repurchase \$PLBS tokens and provide market liquidity, ensuring token stability and accessibility.

Funding Proposals (60%)

Funding proposals support community projects through voting rounds.



Long-Term Assets (15%)

the funds will be invested in assets generating passive returns, supporting financial stability and long-term growth. Divided into:

Vanilla Staking of Strategy Tokens (10%)

Vanilla staking of strategy tokens and \$ICP, generating rewards and strengthening the treasury.

Liquid Staking of Strategy Tokens (5%)

Liquid staking of strategy tokens and \$ICP, providing greater flexibility and liquidity while allowing access to funds when needed.

The treasury, essential for the project's operations, is funded through daily Plebes (Ordinals) auctions and other revenue streams. The proposed allocation is structured as shown in this image.

RANDOM BUYBACK

To enhance the \$PLBS token and incentivize long-term holding, a portion of the DAO treasury budget will fund a buyback and burn mechanism.

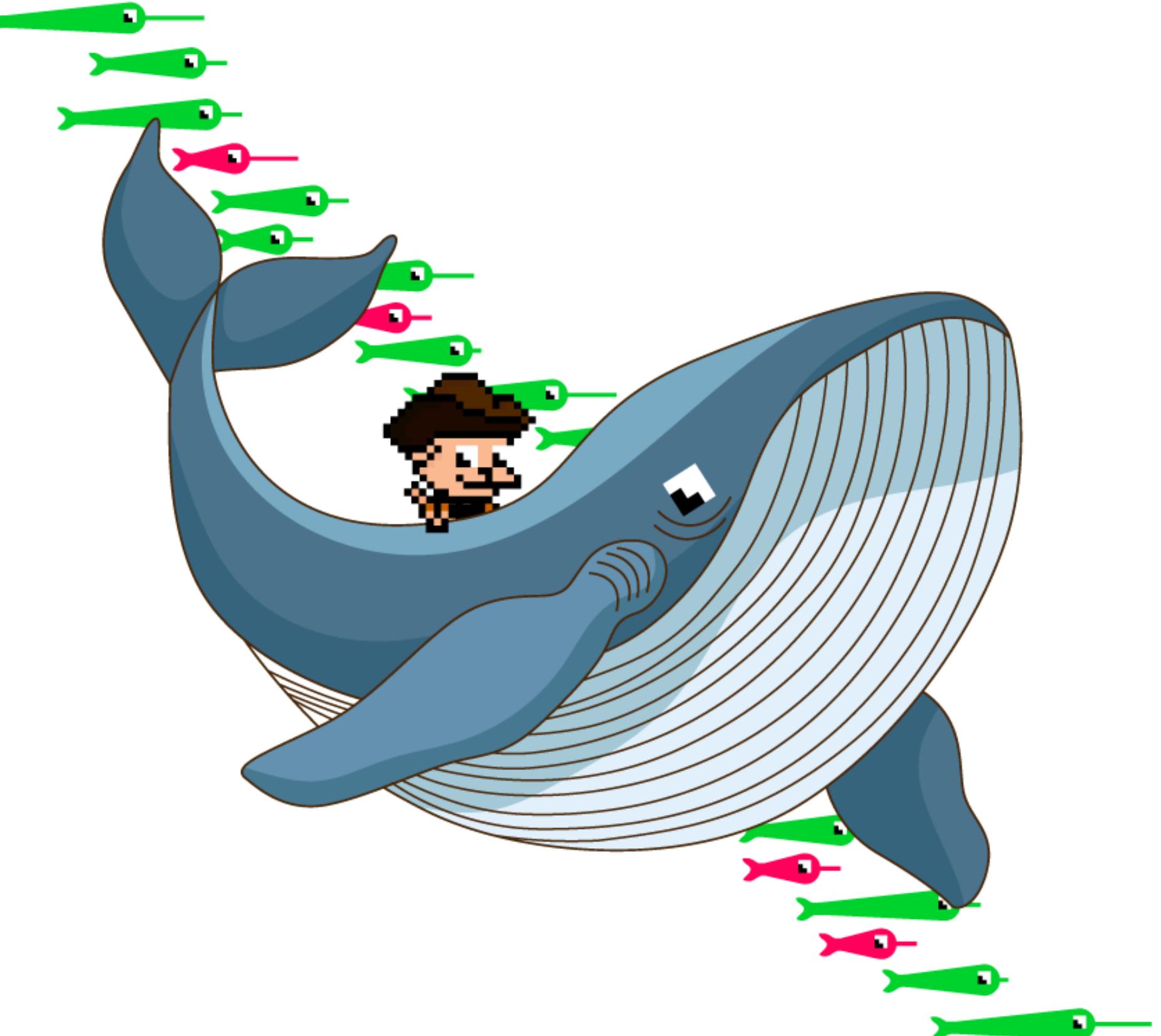
Mechanism Overview

A smart contract using verifiable randomness will execute buybacks at unpredictable intervals. Neither the team, investors, nor DAO members will have prior knowledge, ensuring fairness and resistance to manipulation. Each buyback introduces buy-side pressure, encouraging retention and market stability.

Token Distribution Post-Buyback

- **80% Burned** – Reducing supply and increasing scarcity.
- **10% DAO Treasury** – Supporting sustainability and incentives.
- **10% Airdropped to Plebes Holders** – Rewarding community engagement.

This protocol strengthens \$PLBS value by integrating a sustainable, decentralized incentive structure.



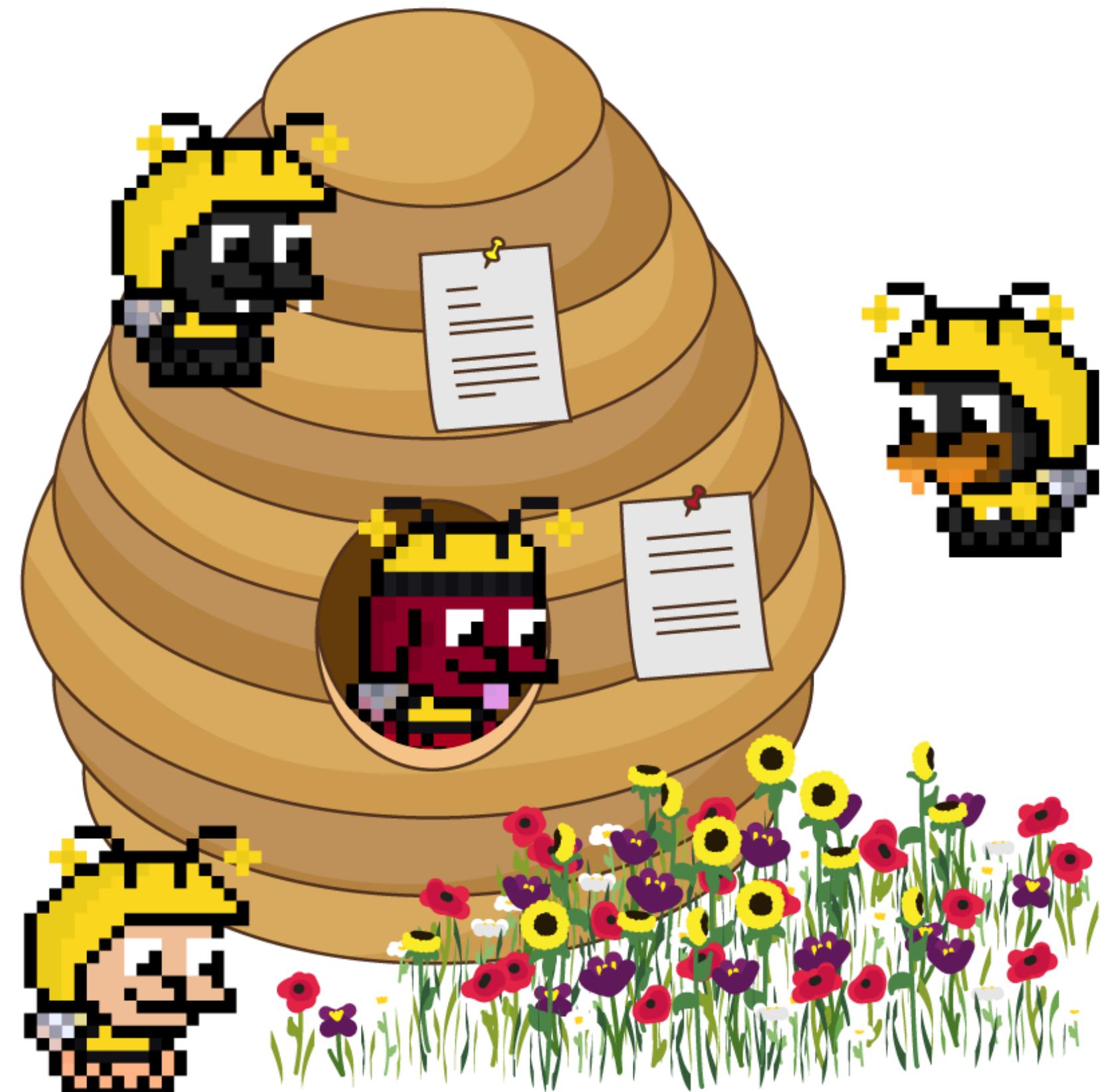
MANADA SUBDAO

The **Manada** is a governance core within **Plebes DAO** that integrates all \$PLBS token holders, allowing them to influence decisions without needing to own NFTs. It operates as an **autonomous "corporate voter" (HiveMind)** within the Proposals Pool and has an internal dual-review system:

- **Community Voting:**
 - Each 1 \$PLBS = 1 vote in the internal Launchpad.
- **Manada's Council (MC):**
 - The Council analyzes and votes on proposals before submitting them to the Proposals Pool.

The Manada receives 10% of the Ordinals generated by the DAO, granting the MC a fixed, non-transferable voting power. This structure allows both \$PLBS holders and Ordinal owners to participate in different stages of the process. The Manada does not receive staking power.

This model democratizes governance by legitimizing \$PLBS as a utility token and operating under a smart contract that balances mass participation with technical oversight, ensuring inclusivity and sustainability within the DAO.



F O R

M U

L A S

$$E = mc^2$$

O Crypto Egg
5:30 pm Today

the designer's budget is gone, right?

Plebes Intern
5:34 pm Today

you're_goddamn_right.gif

PARABOLIC LOGIC

Merged vs. Isolated Holding

Global Power (GP) consists of Voting Power (VP) and Staking Power (SP), which can be unified under a single term as they operate under the same factoring. GP increases when assets are held in a single wallet, preventing the creation of multiple accounts to disperse assets and manipulate the quorum.

$$MGP = \left(\sum_{i=1}^n IGP_i \right) \cdot n^b$$

Explanation

MGP The total Global Power of all Plebes held within the same wallet.

IGP Base Global Power of a Plebe when kept in separate wallets (1 Plebe per wallet).

n Total number of Plebes holding

b Factor

Parameter Calculation

$$b = 0.17609 = \left(\frac{0.405}{2.302} - 1 \right) = \left(\frac{\ln(1.5)}{\ln(10)} - 1 \right) = \left(\frac{\ln(MGP) - \ln(IGP)}{\ln(n)} - 1 \right) = \frac{\ln\left(\frac{MGP}{IGP}\right)}{\ln(n)} - 1$$

Plebes Quantity	Isolated Global Power (IGP)	Scaling Multiplier	Merge Global Power (MGP)
1	50	1.000	50
2	100	1.129	113
3	150	1.215	182
4	200	1.281	256
5	250	1.335	334
6	300	1.381	414
7	350	1.421	497
8	400	1.457	583
9	450	1.489	670
10	500	1.500	750

 Crypto Egg
5:39 pm Today

WTF say this in english?

 Plebes Intern
5:42 pm Today

The DAO increases your voting and farming power if you keep all your Plebes in a single wallet. This helps prevent quorum manipulation.

 Crypto Egg
5:48 pm Today

dude, that's too much science for pixel chihuahuas

PARA BOLIC LOGIC

Level Up: Staking and Voting Power

Plebes holders can amplify their Global Power from 50 up to a maximum of 1000 BP (Boosted Power) by leveling up their Plebe through burning \$PLBS.

$$BGP = S \cdot a \cdot (L)^b$$

BGP (Boosted Global Power) consists of **SBP** (Staking BP), which boosts Staking Power (SP), and **VBP** (Voting BP), which contributes to **IGP**. Since both follow the same scaling principle, they can be unified under one term.

The scaling factor **S** normalizes power growth for consistent BGP calculation, while coefficient **a** adjusts the impact of level factor **b** in the power growth formula. Also, **L** refers to Plebe Level.

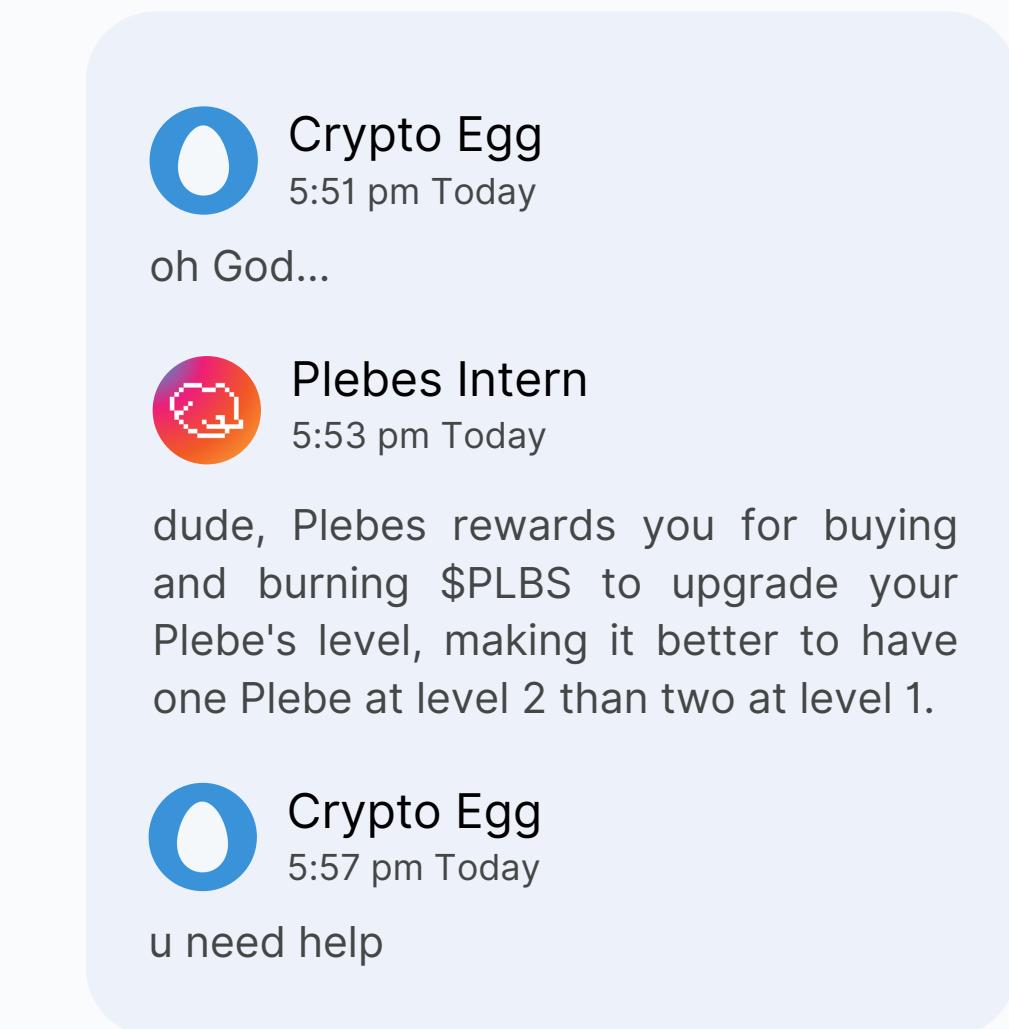
Parameter Calculation

$$S = 100 = \frac{BGP(10)}{a \cdot (10)^b} = \frac{BGP(\text{Max Level})}{a \cdot (\text{Max Level})^b}$$

$$a = 0.5 = \frac{50}{100} = \frac{X}{S} = \frac{BGP(1)}{S} = \frac{S \cdot a \cdot (1)^b}{S}$$

$$b = 1.301 = \frac{\ln(20)}{\ln(10)} = \frac{\ln \left(\frac{\text{Final Power Factor}}{\text{Initial Power Factor}} \right)}{\ln \left(\frac{\text{Max Level}}{\text{Base Level}} \right)}$$

Level	Scaling Multiplier	BGP
0	0.0	0
1	1.0	50
2	2.46	123
3	4.16	208
4	6.06	303
5	8.1	405
6	10.28	514
7	12.56	628
8	14.96	748
9	17.42	872
10	20.0	1000



BURN ↗ EARN

Level Up System

Holders can level up their Plebes by staking or burning \$PLBS tokens.

- **Staking:** An accessible and fair process for everyone, where progress depends on time and dedication, ensuring a level playing field without relying solely on capital.
- **Burning tokens:** This mechanism allows for instant upgrades, though the cost depends on the number of tokens required and their market price. As the price of \$PLBS increases, upgrades become more expensive, benefiting the DAO Treasury. The **upgrade cost (UC)** is determined based on the number of \$PLBS tokens burned, the **monthly average value of \$PLBS (MA)**, and the target **upgrade level (L)**, following the formula:

$$UC = MA \cdot L \cdot \sqrt{L}$$

Daily Emission Formula

As part of the improvements, the staking system stands out as a core mechanism to ensure long-term engagement and ecosystem growth. This system features a **Daily Emission Mechanism (DE)**, which distributes tokens allocated to the community in the tokenomics plan in a controlled manner. Rewards are released through a dynamic algorithm that automatically adjusts distribution based on the number of **NFTs staked (stNFT)**, following the formula:

$$DE = 1000 \cdot \left(stNFT \cdot \left(\sqrt{stNFT} - 1 \right) \right)$$

-  Crypto Egg 6:01 pm Today one more formula, and I'm out.

 Plebes Intern 6:10 pm Today bro, you're just reading it. I had to do it (I suffered a migraine).

 Crypto Egg 6:13 pm Today nobody forced you ^_(ツ)_/^-



O Crypto Egg
6:01 pm Today

Well, a beautiful presentation. Congratulations to the chef. I definitely think you captured the essence of Plebes very well, its purpose, and where it's headed. I truly believe we are witnessing a disruptive project. Seriously.

O Plebes Intern
6:10 pm Today

thanks a lot eggie

O Crypto Egg
6:13 pm Today

Okay enough, gonna change my account password (but yeah, beautiful presentation sir).

O Plebes Intern
6:15 pm Today

:P

TEAM



Raúl Badillo
Founder
Ex-FTX
@bairorb



Cesar Angulo
CTO
@ictericulture



Nx
Head of Research
@0nxsh



Alexis Reyna
UX Developer
@alejoreyna_



Ale Ramos
Growth Advisor
@aleramo30



Danielle Cavazos
Graphic Designer
@daniellezosavac