



MASKCOIN LAUNCH PLAN (OTT-Driven Token)

1. Objective

Launch **Mask Coin** to power your OTT ecosystem where users can:

- **Earn by watching** content ("watch-to-earn")
- **Spend on subscriptions**
- **Stake for rewards or governance**

✓ PHASE 1: Token Development

- **Tokenomics Design(Example)**

Category	Allocation	Vesting Details
Community Rewards	40%	Linear over 36 months
Team & Advisors	15%	12-month cliff + 24-month vesting
Marketing	10%	20% unlock at TGE, monthly vesting
Liquidity	10%	For DEXs
Treasury	15%	DAO-controlled multisig
Private Sale/IDO	10%	Vesting based on round

Technical

Create SPL token using CLI

Vesting smart contract using Anchor

Phantom wallet integration in OTT

Token utility: purchase, reward, governance

PHASE 2: Market & Community Building



Website & Branding

- Build site with sections: whitepaper, tokenomics, roadmap
- Design logo, brand kit, and community visuals.

Social & Community

- Twitter, Telegram, Discord, YouTube
- Start daily updates, AMAs, meme contests
- Run testnet airdrop for early community

Influencer & Content Plan

Crypto YouTubers + movie bloggers

"Watch & Earn Explained" video campaign

KOLs from Web3 and OTT space

PHASE 3: Token Launch Strategy



Legal Checklist

- Incorporate company in crypto-friendly jurisdiction (e.g., Dubai, Singapore)
- Draft legal disclaimers (no investment advice)
- Consult with crypto legal advisor
- Optional: KYC/AML partner for private sale

 **Fundraising**

Raise seed/private round: \$100K–\$500K

Pitch deck + investor portal

**Launch Options**

1. Fair Launch: Direct to Raydium/Orca
2. IDO: Launchpad like Solanium or DAO Maker
3. Private + Public Sale combo

Token Deployment

- Deploy token on Solana mainnet
- Lock liquidity
- Verify token on Solana explorers
- Submit to CoinGecko + CoinMarketCap



PHASE 4: Growth & Exchange Listing

**DEX Listing (Raydium, Orca)**

- Create SOL/MASK liquidity pair
- Apply to be indexed

**CEX Listings (Optional)**

- CoinDCX, BitMart, Gate.io (Tier 2–3)

- Budget: \$10K–\$50K per listing
- Prepare volume, users, and liquidity

Post-Launch Marketing

- Staking programs
- Partner with OTT creators for token tips
- Airdrops for viewers/watch time

