



# PancakeSwap Initial Farm Offering (IFO) - Ethereum



## tl;dr:

1. Launch with **largest, most-engaged** crypto community
2. **Immediately bootstrap** and leverage deep liquidity at TGE
3. **Access our expertise** on best practices across Operations/Strategy, including: Tokenomics, Go-to-Market, Community Engagement
4. **Close support** before, during, and after IFO

Leading to (i) **sustained** and **significant** user acquisition for your project, (ii) **conducive conditions** for market performance, (iii) short, medium, and long term **success**

## Why?

1. PCS is a Multichain AMM, with **>3M** users, **\$2.5B TVL**, and **\$200M** Daily Traded Volume
2. **Proven increase** in social engagement and user acquisition as a result of IFO
3. PCS takes zero "launching" fees and IFOs are not a revenue-generator for us; we optimize towards our community accessing high-quality projects. **Incentives are aligned.**

## How does this work?

1. Projects apply via this [google form](#)
2. If appropriate, we will reach out and conduct further due diligence, and work closely with the team to refine all aspects of the project.
3. If mutually agreeable, we will offer an IFO: Everyone can commit CAKE with a super small participation fee that decreases in cliff. In return for their CAKE, they'll receive your project tokens (which can be clifffed and vested).
4. Thereafter, we will also request for brand assets, some project info, and publish a [Medium article](#) with all relevant information.
5. Next, we will execute a specially-designed marketing roadmap, – AMAs; Prize Challenges; and General Social Engagement – ramping up to IFO Day
6. Post-IFO Day, we work closely with IFO Projects to scale user and market growth.

Please refer to our [Medium article](#), or [socials](#), for more information on IFOs.

Recent examples of previous IFO projects include: **BlueMove**, **Wombat Exchange**, and hopefully yours!

