

WEN LAMBO (LAMBO)



LIGHTPAPER

Disclaimer

This document is not intended to offer financial advice or counsel of any kind. The purpose of this document is purely to provide information on the token economics and use case products and services of Wen Lambo (LAMBO).

As the use case products evolve, this white paper will be updated to reflect the new information available.

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28/06/21 UPDATE: Revised tokenomics section to reflect token renounce details and roadmap updates.

Introduction

The cryptocurrency and blockchain space is perhaps the fastest evolving corner of the internet. The technology aims to revolutionise how we use, access and track data. The evolution of the cryptocurrency space in particular is happening at record speed, with new tokens popping into existence every second. It can be overwhelming to the investor, and developers alike, trying to make headway in such a dynamic marketplace.

There are currently several charting and tracking DApps available in the cryptocurrency space, but too often the most useful features are hidden behind paywalls and subscriptions that a new investor might struggle to pay. Equally, advertising with these sites presents its own challenges for project developers. Often, developers pay through the nose and submit an advert that is hardly featured on the site at all.

The issue with ever increasing paywalls and subscription fees is that it will often freeze out new, small time investors who just want to learn how to trade cryptocurrency effectively. It is these small-time investors who buoy up newly started projects, and allow them to gain enough of a following to sustain their work.

One of the core fundamentals of cryptocurrency is to make finance more accessible to people who may otherwise never have access to a bank account or any way of storing their monetary assets. Excessive shilling, scam tokens and paywalls are putting people off investing in legitimate projects, and denying access to a marketplace which should be for everyone.

There are a plethora of excellent projects in the cryptocurrency space, and new ones being conceived all the time. Wen Lambo offers the tools for investors and developers alike to access and invest in this vibrant and diverse marketplace. It is the main focus of the Wen Lambo DApp to allow everyone access to a free and open cryptocurrency utility so they may invest with confidence, knowing they have all the right tools to assist them.

Wen Lambo (LAMBO) Token Protocol

Alongside a revolutionary DApp, Wen Lambo has developed LAMBO, a supporting token to the DApp. The token and the DApp are designed to work alongside each other, to bring value to the project as a whole.

Ownership of LAMBO token has been renounced by the developers in a move to truly give back to the Wen Lambo community. Prior to the renouncement, 10% of the total supply was burned. The renouncement of the token ownership has been done to add yet another layer of trust and legitimacy to the project. Wen Lambo are working hard to create a fully community driven project inspired by the fundamentals of the defi space. The supporting token is fully decentralised, a quality many so-called 'defi' projects are missing.

The tokenomics of LAMBO are designed to drive the value of the token up, while rewarding holders. The token is deflationary, reducing supply and increasing value. In addition to this, a proportion of each transaction is taxed and redistributed to all holders, rewarding the long-term investor.

Initial Supply:	100,000,000,000,000 LAMBO tokens
Burn Rate:	4% of each transaction
Earn Rate:	4% of each transaction distributed
Transaction Fee:	2% reduced to 0% on 26/06/21
Liquidity:	Developer liquidity locked until 2022

Burn

4% of every transaction is automatically burned, thus reducing the overall supply and driving up value. As we know from gold reserves, and Bitcoin itself, scarcity increases value.

Earn

4% of each transaction is distributed proportionally amongst all holders. Tokens will be earned just for holding, discouraging investors from dumping tokens and upsetting the market.

Maintain

Previously, there was a 2% fee on each transaction, which has been channelled directly back into the project.

The DApp has been fully funded with the developers own money, and no profit has been taken from the project. There was no pre-sale or ICO/IDO to generate funds. The aim of this project was to create a fairer cryptocurrency environment, and that begins with a fair launch.

Token ownership was renounced on 26/06/21 and the 2% fee reduced to zero, meaning each transaction will now cost less. Alongside the ownership renouncement, there was a token burn, reducing overall supply by 10% in a bid to maintain trust in the project and increase the token value in the long term. This 10% burn was voted for by the Wen Lambo community.

Renouncing the ownership will serve to increase the credibility of the project, in that it removes any opportunity for changes in tokenomics in the future. Ownership of the token is now totally in the hands of the community.

Locked Liquidity

As an additional measure to showcase the legitimacy of this project, 100% of the developer owned liquidity has been locked until 2022, at which time locking will be reviewed with the intention to extend.

Community Driven Project

The community is the fundamental driving force behind the Wen Lambo project, which is why the overall ownership of the token will be transferred to the community as a whole. Wen Lambo aims to stay true to the ethos of decentralised finance, remaining accessible to all. The ideas and opinions of the community are not only valid, they are essential to the development of the project. Wen Lambo aims to grow the core community organically, based on the longevity and functionality of the token and associated DApps, apps and future projects.

Wen Lambo Charting DApp

The Wen Lambo Charting DApp is the product of years of experience in the crypto space, searching for a DApp that offers all the tools and functions needed for effective trading and tracking of tokens. When the team realised there was nothing available that offered all the functionality needed to succeed within the defi sector, Wen Lambo was born.

The DApp is ever evolving. Wen Lambo is constantly striving to improve existing features and add more functionality that our users and community will benefit from.

Core features

- Live charting of tokens
- Wallet tracking
- Relevant token information
- Trade history of tokens
- Swap Lambo directly within the interface
- Paid advertising for tokens
- Top trending token tracker
- More to come...

Live Charts

The Wen Lambo live charting feature is the backbone of the DApp. The chart streams in real time in multiple timeframes. It is fully customisable, with tools to draw trend lines and trading patterns, different available indicators and view options, making it adaptable to all trading needs.

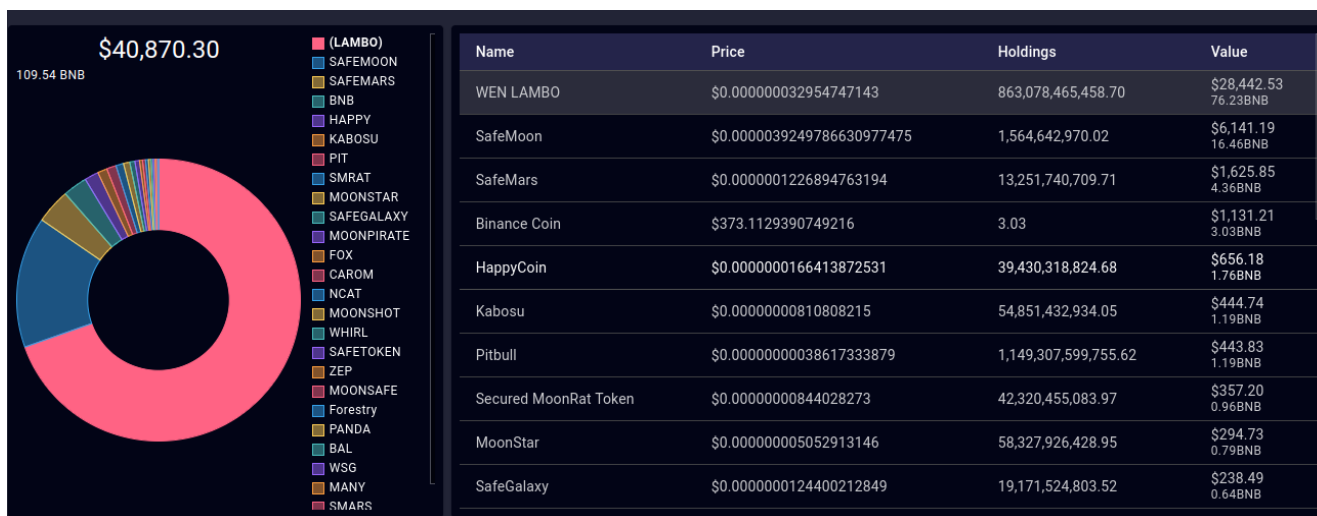


Above is a capture of the Wen Lambo chart displaying the features available. To the left is a menu consisting of tools for drawing and customising the display. At the top of the chart are the options for displaying indicators and different types of chart. Here is where the time frame can be changed with a range of options available.

Powered by Tradingview, the chart features a user-friendly interface and intuitive design, making it perfect for the seasoned trader and first-time investor alike.

Wallet Tracking

The wallet tracking feature has a beautifully simple user interface. It displays the distribution of tokens within a wallet in a pie chart, for stats at a glance. Beside the pie chart is a breakdown of each token, its current market price and the value in the wallet in local currency.



Within this feature, any wallet can be checked with a wallet address by using the 'Other Wallet' button. Each token or coin displayed in the list can be selected to display the corresponding chart and token information.

Token Information

Important token information is displayed alongside the chart, for easy access to the information that matters.

Token Info

Total Supply: 90,711,030,865,568.41

Market Cap: \$2,982,699.22 / 7,991.85(bnb)

Total tx: 6,103

[↔ \(LAMBO\) Transactions](#)

[↔ \(LAMBO\) Contract](#)

[↔ \(LAMBO\) Holders](#)

Within this box are links to the token's transactions, contract and holder count, for investors who prefer to be thorough when checking a project for potential investment. This removes the arduous task of locating a contract address for the sole purpose of looking up this information, it is available at the click of a link through the Wen Lambo DApp.

Trade History

Trade history is important when evaluating potential investments, and the state of the market in general. The Wen Lambo DApp features an extensive rundown of the recent trades within a token's ecosystem.

Trade History				
	Amount	Value		Time
◀	0.83 BNB 9,470,000,000.00 (LAMBO)	\$279.33	0xd92	2h ago
◀	0.03 BNB 341,615,129.55 (LAMBO)	\$10.11	0x7e3	4h ago
▶	412,577,056.02 (LAMBO) 0.04 BNB	\$12.16	0x91d	8h ago
◀	0.39 BNB 4,446,680,000.00 (LAMBO)	\$132.34	0xf68	9h ago
◀	0.04 BNB 508,163,842.09 (LAMBO)	\$15.36	0xae3	17h ago
▶	11,353,938,772.06 (LAMBO) 0.99 BNB	\$343.96	0x190	20h ago
▶	22,552,526,826.58 (LAMBO) 1.99 BNB	\$693.66	0x4d3	21h ago
▶	45,104,306,654.18 (LAMBO) 4.07 BNB	\$1,417.46	0xe87	21h ago
▶	22,551,406,365.16 (LAMBO) 2.08 BNB	\$724.21	0xaf8	21h ago
◀	0.08 BNB 900,000,000.00 (LAMBO)	\$29.25	0xe55	21h ago
◀	0.91 BNB 9,823,270,000.00 (LAMBO)	\$316.69	0x342	22h ago
▶	2,918,325,853.08 (LAMBO) 0.27 BNB	\$92.07	0x71d	1d ago
▶	8,476,722,433.69 (LAMBO) 0.79 BNB	\$271.50	0x180	1d ago
	3,876,114,316.78 (LAMBO)			

Essential information is displayed here, including:

- Movement in or out of the token
- The value of the trade in USD
- The transaction hash
- How long ago the movement occurred

This information is displayed in an easy to view format, with the last 51 transactions viewable within the expanded window.

There is additional functionality currently in development for this feature, including whale and specific wallet tracking.

Lambo Swap Function

With the Lambo swap function, swapping tokens is even easier. With this feature, there is no need to leave the site to invest in a token, as it can all be done at the touch of a button.

Buy

Balance: - BNB

From BNB

1

25%

50%

75%

100%

To (LAMBO)

11321978513.611376

SWAP

Sell

Balance: - (LAMBO)

From (LAMBO)

1

25%

50%

75%

100%

To BNB

0.000000000088323785

SWAP

This feature makes it quick and seamless to transfer between BNB and a selected token. Simply select the token you would like to swap using the 'search new token' button, enter the relevant amounts, and swap. This feature is also available under the 'Buy \$LAMBO' tab on the site menu, specifically to swap LAMBO.

Paid Advertising for Tokens

Wen Lambo offers paid advertising for legitimate tokens and projects in a prime position on the site. There are strict criteria that a project must meet before they may advertise on the DApp. This is to expose any scam tokens or illegitimate projects. Wen Lambo intends to use its paid advertising space to help investors connect with up-and-coming projects and tokens with great tokenomics and ideas.

Top Trending Token Tracker

Keep track of the current trends on the market with the handy trending tokens tracker featured on the Wen Lambo DApp. It displays the token, ticker and current value in USD.

Trending Tokens	
Name	Price
PancakeSwap Token Cake	\$18.625046849597204
SafeMoon SAFEMOON	\$0.000005189685237055144
Bunny Token BUNNY	\$33.73518901235412
FEGtoken FEG	\$0.0000000115342581948
Wrapped UST Token UST	\$0.8352059085831943
DOGGY DOGGY	\$0.024743169459945778

The Interface

The Wen Lambo DApp revolutionises the user experience. All the information an investor could ever need is available at a glance, including an analysis of the user's own wallet. One of the key factors in designing the interface was ease of use. Too often existing charting DApps lack functionality, or sacrifice aesthetic appeal for gaudy ads and laggy features. The Wen Lambo interface prioritises the user completely.

All tools displayed on the homepage can be expanded to display more detailed information. The information captured on the homepage is concise without compromising on accuracy. Updates are instantaneous, meaning all charts and information are current, always.

The Wen Lambo DApp is a dynamic and evolving project, so all features will be continually reviewed and updated to enhance the user experience. As with all projects of this nature, the development team is constantly learning and adapting, so the DApp will reflect this. As new ideas are born, the community will be the first to know, as the team at Wen Lambo strive to create and maintain their market leading DApp.

Wen Lambo Road Map

Wen Lambo is an ongoing project with high ambition for the future. Along with the continued development of the DApp, Wen Lambo are looking to launch a mobile app with similar functionality and eventually our own DEX. The roadmap is ambitious and exciting, and Wen Lambo are looking to make drastic changes to the cryptocurrency space as a whole.

Alongside the progression through the roadmap, Wen Lambo are working hard to build a strong and dedicated following across all social media platforms. Already, the Wen Lambo community has grown exponentially and continues to grow by the day.

Q2

- ✓ BSC smart contract deployed
- ✓ Domain registered
- ✓ Social Media Handles Created
- ✓ Listed on PancakeSwap V2
- ✓ Trademark application submitted
- ✓ Establish the LAMBO ecosystem & core team
- ✓ Assign moderator and admin training
- ✓ Marketing and advertising team
- ✓ LP tokens locked (Stage 1)
- ✓ Legal and accounting solutions for launch
- ✓ LP tokens locked (Stage 2)
- ✓ Lightpaper added
- ✓ Token & website audit
- ✓ DAPP launch

- ✓ Coingecko & CMC applications
- ✓ Blockfolio & Coinstats applications
- ✓ Exchange applications
- ✓ Website paid ads and partnerships
- ~ iOS & Android app launch

Q3

- ~ Official LAMBO SWAP launch
- ~ Staking and Farming pairs
- ~ NFT platform launch
- ~ T2 exchange applications
- ~ LAMBO DEX launch
- ~ Supercar marketplace
- ~ + more to come

The Wen Lambo Ethos

The overarching goal at Wen Lambo is to create real use case products that enhance the cryptocurrency space as a whole. The development team have years of experience within the cryptocurrency sector, experience that has been channeled into creating the products that the space is missing.

Wen Lambo is a community driven project that is constantly evolving to meet the requirements of its users. Backed by a fully decentralised token, Wen Lambo really returns to the roots of what cryptocurrency and blockchain means. People, privacy and community first.

The Wen Lambo vision expands beyond the DApp, to exchanges, mobile apps and more. Much like cryptocurrency itself, the project will grow and diversify to keep up with the demands of its users. Wen Lambo believes cryptocurrency should be accessible to all, and strives to deliver on products to make this a reality.

With the launch of the DApp and subsequent projects, Wen Lambo will expand its reach to encompass the cryptocurrency space in its entirety. Wen Lambo will become a market leader in cryptocurrency tools, with the developer's knowledge and passion expressed in the beautifully crafted products. The community is the backbone of the project and Wen Lambo is inspired to give back to the investors who support visionary projects such as this.

