



ZARU — ZARUverse Token

Whitepaper — BNB Chain (BEP-20)

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Executive summary

ZARU is the participatory and governance token of ZARUverse by Makeese Holding Ltd. It powers lore activations, community incentives, and DAO voting, engineered to travel virally without diluting brand integrity.

Token definition

Name

ZARU

Symbol

ZARU

Standard

BEP-20

Decimals

18

Max supply

888,000,000

Network

BNB Chain

Contract

Provide official contract to append explorer and DEX links

Utilities

- **Lore and airdrops:** Fueling narrative events and community rewards.
- **DAO governance:** Proposal initiation, voting, and delegation.
- **Meme propagation:** Structures for reach without off-brand drift.

- **Synergy:** Composable with MAK1 and DMD programs.

Tokenomics

Allocation	Percentage	Purpose
Community	35%	Airdrops, quests, contributor rewards
Public	25%	Open distribution and liquidity bootstrapping
Treasury	20%	Reserves and operations
Partnerships	10%	Listings and integrations
Team (vesting)	10%	Long-term alignment; cliffs + linear unlocks

Governance

- **Proposal lifecycle:** Draft, review, vote, ratify; quorum thresholds apply.
- **Delegation:** Holders may delegate voting power to representatives.
- **On-chain records:** Voting outcomes and parameters published on official channels.

Participation mechanics

- **Quest design:** On-chain verifiable actions with anti-sybil controls.
- **Incentive pacing:** Emission schedules tuned to engagement quality.
- **Brand safety:** Content and partners screened against policy.

Security and integrity

- **Contract scope:** Minimal privileges; no uncontrolled mint.
- **Operational security:** Segregated keys and role-based access.
- **Monitoring:** Alerts for anomalous volume or transfer patterns.

Risk disclosures

- **Market risk:** Volatility and liquidity variability.
- **Program risk:** Incentive misalignment or gaming without safeguards.
- **Regulatory risk:** Jurisdictional changes may impact access.

Brand and communications

- **Identity:** Makese Holding Ltd. as the sole issuer.
- **Precision:** Contract address must be cited in full upon publication.
- **Channels:** Only official announcements are authoritative.

Compliance notice

This document is informational and non-solicitational. Official links will be appended with the verified contract. Access or use may be restricted under applicable laws.