

# HTT Whitepaper\_v0

*The First Korean Meme Coin Initiative*

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Proposed Table of Contents (Version 1.0)

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## 1. Introduction

The cryptocurrency market cannot be explained solely by technological progress. At some point, it became a culture, an emotion, and a new stage of digital collective behavior centered around communities. Among these, memes have emerged as a derivative of internet culture and as a tokenized expression of global digital humor.

Meme coins such as SHIBA INU, DOGE, and PEPE have achieved massive market capitalizations without utility, growing into an asset class that cannot be explained by traditional financial logic. Their weapon has been “lightheartedness,” ridiculing the seriousness of markets while simultaneously proving community cohesion and trading activity.

Yet, amidst this global meme coin craze, we realized that not a single “Korean meme coin” truly exists.

Since the 1953 armistice, South Korea has risen from the ashes of war to become a top 10 global economy in just half a century. In the late 1990s, nationwide IT infrastructure investments translated into advanced digital literacy, and today Korea is recognized as one of the few countries with near-ubiquitous 5G coverage.

In 2021, South Korea implemented real-name verification and regulatory measures for cryptocurrency, yet briefly recorded the world’s highest crypto trading volume. With over 14 million out of 54 million people having owned or traded crypto assets, Korea has effectively become a “digital asset testbed” and an “over-liquidity nation.”

This collective digital over-participation of Koreans is sometimes explained by scholars as an “innate culture of immediacy and collective immersion,” and colloquially referred to as “pot-mentality.” Yet this is not a purely negative trait—this cyclic immersion and withdrawal actually provides the resonance and viral capacity needed in the digital era.

From this perspective, we designed the Hantang Project (HTT). Why does Korea, with its optimized culture and infrastructure for memes, have no true representative in the meme market?

HTT is not merely a token made to be funny. Absurdity is a strategy, laughter is resistance, and “Hantang” is a shared cultural sentiment.

The HTT project seeks to meme-ify Korea’s digital over-immersion and amplify it into a global community. We will design absurdity with intent, structure it transparently, and tokenize it playfully.

## 2. Project Overview

### ***\*\*Basic Information\*\****

***Project Name: Hantang (HTT)***

***Ticker: HTT (Hantang Token)***

***Token Standard: BEP-20 (Binance Smart Chain)***

***Total Supply: 5,400,000,000,000 HTT***

***Launch: Q3 2025***

***Initial Exchange Listing: PancakeSwap → later CEX (Gate.io, MEXC, etc.)***

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### 2.1 Meaning of “Hantang”

“Hantang” refers to a speculative attempt to gain big profits quickly—a cultural expression of immediacy and impulsiveness often associated with Koreans. While sometimes criticized as “pot-mentality,” the term also reflects the explosive collective focus of Korean society. HTT embraces this duality as its philosophical foundation.

### 2.2 Character: Kim Seon-dal and the Aesthetics of Absurdity

The project’s mascot is inspired by Kim Seon-dal, a legendary trickster from the Joseon era, most famous for the story of “selling water from the Daedong River.” His blend of absurdity, wit, and subversion reflects HTT’s brand identity—an ironic playfulness that everyone knowingly enjoys.

### 2.3 Why 5.4 Trillion Tokens?

The total supply equals Korea’s population (~54 million)  $\times$  1,000,000 tokens per person = 5.4 trillion HTT. This symbolizes open participation, democratic distribution, and cultural identity embedded within tokenomics.

## 3. Philosophy & Identity

### 3.1 Philosophy

HTT restores the essence of meme coins: community-driven culture, voluntary participation, and irony as value. It rejects utility-driven goals in favor of existing “for its own sake.”

### 3.2 Reinterpreting Pot-Mentality

While often seen as negative, Koreans’ tendency toward quick immersion and rapid withdrawal can fuel viral growth in Web3. HTT channels this into collective play and meme-based identity.

### 3.3 Aesthetics of Absurdity

HTT’s world is inspired by Kim Seon-dal’s absurd tricks, embodying irony, satire, and chaotic humor. It symbolizes intentional disruption of global meme markets with a unique Korean flavor.

## 4. Market Context & Opportunities

### 4.1 Meme Coin Market Growth

As of 2024, the meme coin market was valued at ~\$68.5B, projected to grow at ~26.7% CAGR to ~\$925B by 2035. Meme coins like DOGE, SHIBA, and PEPE reached multi-billion market caps, representing 10–12% of total crypto.

#### 4.2 Nature of Meme Coins

They thrive on FOMO, virality, and celebrity mentions. While unsustainable in many cases, their cultural identity is what differentiates them.

#### 4.3 Korea's Opportunity

Koreans drive ~80% of meme coin trading volume in Asian time zones. Government AML compliance for foreign investors may further boost inflows. HTT seeks to become the first true Korean meme coin with global reach.

### 5. Tokenomics

- **Total Supply:** 54,000,000,000,000 HTT

- **Distribution:**

- Community Airdrop & Viral Spread – 40%
- DAO Treasury – 30%
- Marketing & Influencer Rewards – 10%
- Initial Liquidity (DEX/LP) – 10%
- Reserve/Burn – 10%

DAO Treasury incentives vest linearly after 6-month lock. No transfer taxes; free P2P transfers.

### 6. Community & DAO

HTT transitions to DAO governance after launch. Treasury (30%) supports meme creation, influencer partnerships, listings, and community growth. Managed via Gnosis Safe multisig, with off-chain voting (Snapshot/Tally).

### 7. Roadmap & Exchange Strategy

- Aug 2025 – Official Website & Community Launch
- Sep 2025 – Token Mint & Airdrop Campaign
- Oct 2025 – PancakeSwap LP & Marketing
- Nov 2025+ – DAO Transition & Partnerships

Listing strategy emphasizes organic viral growth, leveraging CoinGecko/CMC, Binance Meme Season, and DAO-driven narratives.

## 8. Risks & Disclaimer

HTT is a pure meme project without underlying assets. Value depends entirely on community and market perception. It has not been registered as a security in any jurisdiction. Technical risks (smart contracts, network congestion), community volatility, and legal uncertainties apply. This whitepaper is not a legal contract or investment advice.

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