

# WHITEPAPER

**Meme Coin for Good:  
Charity, Blockchain  
Aggregator, and Digital  
Collectibles**

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# BOBBY THE CAT

## I. EXECUTIVE SUMMARY

Bobby The Cat (\$BTc) is a cryptocurrency project built on the Solana network that combines the cultural power of meme coins with a concrete and measurable social mission. More than just a digital asset, \$BTc is a technology-driven social initiative designed to deliver direct impact to communities by integrating decentralized finance (DeFi), a blockchain project aggregation platform, and a digital collectibles (NFT) ecosystem.

The \$BTc ecosystem is structured around three core pillars:

1. **Token Charity - "Membangun Putra-Putri Bangsa"**, a program that funds free education initiatives, nutritious meal support, social assistance, public health services, and animal welfare.
2. **Blockchain Project Aggregator**, providing consultation, incubation, and capital access for local Web3 projects across Indonesia.
3. **Exclusive NFT Collections**, created to recognize and reward domestic artists, while also serving as a means of community engagement and digital identity for \$BTc holders.

Every buy or sell transaction of \$BTc tokens incurs a 1% fee, which is automatically routed to a publicly viewable charity wallet. This mechanism ensures on-chain transparency and accountability, transforming every transaction into both a financial and social value exchange.

Through this approach, Bobby The Cat addresses critical social challenges in Indonesia, including unequal access to education, childhood malnutrition, limited clean water in underserved regions, and gaps in rural healthcare infrastructure. Simultaneously, the project promotes animal welfare, with a specific focus on stray cats as symbolic figures of community empathy and resilience.

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Powered by Solana's fast and efficient infrastructure, standardized and audited smart contracts, and a community-driven approach with full transparency, \$BTc emerges as a solution that unifies blockchain, creativity, and philanthropy within a single inclusive Web3 ecosystem.

This whitepaper is intended for:

- Institutional investors,
- Retail communities,
- Digital asset regulators,
- And technology industry stakeholders seeking a comprehensive and technical understanding of the project.

Through \$BTc, we believe that technology is not merely a tool for speculation—it can be a catalyst for building a more equitable and sustainable future. We invite you to be part of this journey—**because every transaction you make is a tangible step toward meaningful change.**

## II. INTRODUCTION

### II.1 Background & Challenges

In recent years, blockchain technology has unlocked tremendous opportunities for building more inclusive, transparent, and decentralized financial systems. However, its application toward real-world social impact remains significantly underutilized. The majority of crypto projects—including meme coins—tend to prioritize market speculation and short-term gains, offering little to no contribution toward addressing actual societal issues.

At the same time, Indonesia continues to face a range of unresolved social challenges. These include unequal access to education, child malnutrition, limited access to clean water, and inadequate healthcare services in rural areas. Addressing these issues requires collaborative and innovative approaches. Unfortunately, traditional social fundraising efforts often encounter persistent obstacles such as a lack of transparency, weak accountability, and minimal engagement from younger generations and digital-native communities.

Bobby The Cat (\$BTc) aims to bridge the Web3 ecosystem and real-world needs in a meaningful and innovative way. By combining the cultural appeal of meme coins with Solana's high-performance blockchain and a philosophy of social contribution, this project introduces a transparent public donation mechanism. A 1% fee is automatically deducted from every \$BTc buy and sell transaction and directed to a publicly viewable charity wallet—enabling real-time monitoring and on-chain accountability.

## II.2 Vision & Mission

The vision of Bobby The Cat is to become a pioneering, community-driven Web3 ecosystem that integrates technological innovation with measurable, real-world social impact—empowering the digital generation to contribute to nation-building through cryptocurrency.

The mission of the \$BTc Project:

- To provide a fair, transparent, and automated mechanism for social funding through blockchain technology.
- To build an aggregator platform that supports the growth of credible and impactful local Web3 projects.
- To foster cross-sector collaboration between communities, artists, developers, philanthropists, and digital industry players.
- To educate the public on the potential of crypto as a tool for social empowerment—not just speculation.

## II.3 Objectives & Real-World Use Cases

The \$BTc project is designed to address real societal needs while opening opportunities for active participation in the digital economy. Key strategic goals and real-world use cases of this ecosystem include:

### 1. Transparent & Automated Charity System

The smart contract automatically deducts 1% from every \$BTc buy and sell transaction and transfers it to a publicly viewable charity wallet. The funds will be allocated to:

- Educational scholarships and community learning centers.
- Nutritional aid for children and pregnant mothers.
- Clean water access and post-disaster relief.
- Other community-selected social initiatives.
- Support for stray cat rescue and adoption programs, as the project's symbolic mascot.

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## 2. Blockchain Project Aggregator (Web3 Incubator)

Bobby The Cat will develop a blockchain project aggregator platform that provides:

- Consultation and incubation for local Web3 project ideas.
- Technical support for smart contract and token development.
- Funding access through community networks and investor partnerships.

This aims to nurture local innovators capable of competing on a global scale.

## 3. Social & Collectible NFT Ecosystem

The Bobby The Cat NFT collections will be launched as:

- Digital artworks co-created with local artists.
- Membership symbols for contributors to the project's social mission.
- Access passes to exclusive events and community governance voting rights.
- Additional fundraising streams through NFT sales and royalties.

With these three foundational pillars, Bobby The Cat establishes a holistic and inclusive Web3 ecosystem—where decentralized finance, creative technology, and social contribution converge in a unified model of impact.

## III. SOLUTION & ECOSYSTEM OVERVIEW

### III.1 Proposed Solution

Bobby The Cat (\$BTc) offers a comprehensive and decentralized approach to addressing complex social issues in Indonesia by leveraging blockchain technology and digital community participation. This solution is delivered through a Web3 ecosystem built upon three interrelated foundational pillars:

#### 1. Automated & Transparent Charity Token

\$BTc implements a Solana-based smart contract system that automatically deducts 1% from every buy and sell transaction. These funds are allocated directly to a public charity wallet, viewable in real-time via the Solana blockchain explorer. This transparency fosters public trust and enables community involvement in monitoring and proposing fund allocation, including:

- Scholarships and free education programs
- Nutritional aid for children and pregnant mothers
- Clean water and sanitation access
- Social initiatives, disaster response, and stray cat adoption campaigns

#### 2. Blockchain Project Aggregator

To promote a sustainable and inclusive Web3 environment, Bobby The Cat provides an aggregator service that supports the development of local blockchain projects through:

- Technical and conceptual consulting for individuals and early-stage teams

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- Token and smart contract development based on best practices and security standards
- Strategic guidance on tokenomics, legal frameworks, and community management
- Access to investor networks and crypto communities via venture partnership models
- These services will be delivered via a digital incubation platform integrated with the \$BTc wallet and global community tools.

## 3. Bobby The Cat NFT Collection

Exclusive NFT collections will be launched during the ecosystem's second development phase. These NFTs, created in collaboration with local artists, play a strategic role as:

- Artistic and collectible assets reinforcing community identity
- VIP community membership passes offering exclusive access to events, forums, and incentives
- Web3 promotional tools that highlight and elevate local culture to a global audience

## III.2 Bobby The Cat Ecosystem Structure

The \$BTc ecosystem is designed to be open, participatory, and scalable. Its core components and their interrelations are outlined below:

- **\$BTc Token (Solana SPL):** The primary asset used within the ecosystem, enabling charity fee deductions, utility features across the platform, and serving as a medium for community incentives.
- **Decentralized Charity Wallet:** A public Solana-based wallet serving as the central fund distribution channel. The wallet address will be made publicly available, along with periodic reports and documentation of supported initiatives.
- **Aggregator Platform (under development):** A project incubation portal featuring directories, analytics dashboards, builder tools, and investor connections.



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- **NFT Marketplace & Community Integration:** NFTs are linked to user identity and include access to exclusive features, governance voting rights, loyalty programs, and contribution-based rewards.
- **Decentralized Community (Future DAO):** \$BTc will gradually evolve toward a community-governed structure where token and NFT holders can vote on project directions and future charity funding priorities.

## III.3 Ecosystem Design Principles

- **Transparency** - All charity-related transactions are publicly auditable via blockchain explorers.
- **Participatory** - The community is actively involved in selecting aid programs, co-creating NFTs, and curating aggregator project selections.
- **Sustainability** - Tokenomics and ecosystem architecture are designed for long-term growth, featuring integrated incentives and redistribution mechanisms.
- **Scalability** - Built on Solana to support high-speed, low-cost transactions at scale.
- **Open & Inclusive** - From investors to local creators, everyone is welcome to join the ecosystem and contribute meaningfully.

## IV. ARCHITECTURE & TECHNOLOGY

### IV.1 Blockchain Infrastructure: Solana

Bobby The Cat (\$BTc) is built on the Solana blockchain—one of the fastest and most cost-efficient blockchain networks currently available. Solana was strategically selected to meet the project's requirements for:

- Ultra-low transaction fees, ideal for microtransactions such as the 1% charity deduction.
- High throughput (up to 65,000 TPS), ensuring the scalability of the ecosystem as the community grows.
- An active developer ecosystem and wide compatibility with popular wallets and decentralized applications (dApps).

Utilizing the SPL Token Standard (Solana Program Library), \$BTc is fully compatible with wallets such as Phantom, Solflare, Jupiter, and the broader Solana DeFi ecosystem.

### IV.2 Smart Contract Design

The \$BTc smart contracts are designed to be modular, transparent, and audit-friendly. Key components include:

#### A. \$BTc SPL Token Contract

- Implementation of the SPL token standard with added logic for automatic 1% deduction on every buy and sell transaction.
- Direct and real-time distribution to the public charity wallet.
- No additional taxes beyond the charity fee.
- Contract ownership will be renounced post-public launch to enhance decentralization and trust.

## B. Published Charity Wallet

- Utilizes a multisignature wallet on the Solana network.
- Integrated with public explorers such as SolScan.
- All inflows and outflows are recorded and published regularly on the official site.

## C. Bobby NFT Collection Contract

- Built using Metaplex, the standard for Solana NFTs.
- Automated royalty distribution to both the charity wallet and local creators.
- NFT metadata includes visuals, descriptions, and utilities (e.g., exclusive access, community roles, events).

## D. Ecosystem Aggregator Contract (Phase 2)

- Modular smart contracts for project incubation management.
- Community-driven whitelist and validator contracts to review and approve new project proposals.
- Escrow mechanisms and staking support for future aggregator participants.

## IV.3 Transparency & Security Mechanisms

### A. Transparency

- All smart contracts are open-source and verifiable.
- The charity wallet is fully auditable by the community via blockchain explorers.

### B. Security Audits

- All smart contracts will undergo independent audits by a reputable blockchain security firm.

### C. Abuse Prevention

- The token contract includes no minting function post-deployment to prevent future supply manipulation.

## IV.4 NFT Integration & Metadata Technology

The Bobby The Cat NFTs adopt the following technologies and mechanisms:

- On-chain metadata storage using Arweave/IPFS for long-term data persistence.
- Tier and badge systems based on community engagement (e.g., early contributor, donor, collector).
- NFT utilities include access to exclusive events, discounts on partner products/services, and future voting rights within the community.

## IV.5 Aggregator Development: Structure & Tools

The aggregator ecosystem will be deployed as a decentralized application (dApp) featuring:

- A dashboard of incubated local projects.
- No-code token creation tools.
- Proposal submission modules for local teams.
- Wallet connectors and integrated fundraising systems (e.g., Solana Pay or escrow services).

Backend technology stack:

- Smart Contracts: Written in Rust using the Anchor Framework for on-chain logic.
- Frontend: Built with React.js and Tailwind, integrated with Solana Wallet Adapter.
- Database: Firestore or Supabase for off-chain components such as proposal management and progress tracking.

## IV.6 Scalability & Future Compatibility

To support user growth and increasing transaction volumes, \$BTc is architected with:

- Modular smart contracts to allow for future feature upgrades without major migrations.
- Full compatibility with the Solana DeFi ecosystem and NFT marketplaces such as Magic Eden.

## V. TOKENOMICS & DISTRIBUTION

### V.1 Total Supply & Token Design

\$BTc is designed as a mildly deflationary cryptocurrency with a fixed total supply and no minting function after launch. This ensures long-term value preservation and prevents uncontrolled inflation.

- Token Name : **Bobby The Cat**
- Ticker : **\$BTc**
- Blockchain : **Solana**
- Standard : **SPL Token**
- Total Supply : **8,888,888,888 \$BTc (fixed, non-mintable)**

### V.2 Transaction Tax Model

Every buy and sell transaction of \$BTc on decentralized exchanges (DEXs) will incur the following fees:

- 1% Buy Tax → Sent to the Charity Wallet
- 1% Sell Tax → Sent to the Charity Wallet

Funds collected from both taxes are automatically routed to a public charity wallet, which will be used to finance all social initiatives under Pillar 1: "Membangun Putra-Putri Bangsa" (Building the Nation's Youth).

#### Important Notes:

- No tax is applied to regular wallet-to-wallet transfers (non-trading).
- No additional tax is allocated to team, marketing, or development.

## V.3 Token Distribution

Token distribution is structured proportionally to ensure long-term ecosystem sustainability, community growth, liquidity provisioning, and charitable objectives:

Alokasi	%	Keterangan
Private Sale	15%	Initial fundraising round for selected investors
Presale (Pinksale)	25%	Public presale through decentralized launchpad
DEX (Raydium/LP)	10%	Liquidity provisioning on decentralized exchanges
Cadangan CEX	20%	Reserved for centralized exchange listings (phased)
Alokasi Tim	10%	Subject to lock and vesting schedules
Staking Pool	10%	Incentives for long-term token holders
Airdrop dan Komunitas	10%	For community rewards and growth programs

## V.4 Staking Pool: Long-Term Incentives for Holders

10% of the total token supply is allocated to the staking pool to incentivize long-term commitment from holders and active participation in the \$BTc ecosystem.

Staking Characteristics:

- Rewards are distributed in \$BTc tokens.
- Flexible staking scheme: users can unstake anytime, but full rewards are unlocked upon completion of the defined staking period.
- The staking pool will be governed by a Solana-based smart contract, with full transparency and a public-facing reporting dashboard.

## APY Structure (Annual Percentage Yield):

Staking Duration	APY (%)	Estimated Reward per 1,000 \$BTc
1 Month	8%	7
3 Months	12%	30
6 Months	18%	90
12 Months	25%	250

### Reward Simulation for Holders (12-Month Staking)

To demonstrate the reward structure, the following is a simulation for a holder staking 1% of the total supply for a full 12-month period:

- Tokens Staked: 88,888,888.88 \$BTc
- Reward (25% APY): 22,222,222.22 \$BTc
- Total at Unstake: 111,111,111.10 \$BTc

This simulation highlights the stable yet attractive incentive model designed for community engagement—ensuring long-term commitment without inflating supply or undermining ecosystem sustainability.

## V.5 Vesting & Emission Strategy

Vesting timelines are designed to protect early supporters while ensuring the long-term viability of the project. Full details of the vesting mechanism, unlock periods, and emission rates will be transparently published and governed through smart contracts where applicable.

## Vesting & Emission Schedule:

Alokasi	(%)	Jadwal Vesting
Private Sale	15%	14-day cliff, followed by 40-day linear vesting
Presale	25%	40-day linear vesting
DEX	10%	100% available at launch
CEX	20%	1-month cliff, then 25% vested per semester
Team	10%	6-month cliff, followed by 18-month linear vesting
Staking Pool	10%	Locked within smart contract staking pool
Airdrop & Community	10%	20% unlocked at TGE, distributed monthly thereafter

## Key Definitions:

- **Cliff:** A fixed period during which allocated tokens remain completely locked and inaccessible.
- **Linear Vesting:** Tokens are distributed in equal amounts over a defined schedule (monthly or quarterly).
- **TGE (Token Generation Event):** The initial launch event when tokens are first deployed on the network and platform.

## Objectives of the Vesting & Emission Strategy:

- To prevent price dumping by early holders or team members.
- To foster long-term trust among the community and institutional investors.
- To maintain price stability and ensure sustainable growth across the \$BTc ecosystem.



## V.6 Initial Pricing & Market Capitalization

The hardcap for the Private Sale is 100 SOL, and the hardcap for the Presale is 200 SOL. At the time of writing this whitepaper, the market price of 1 SOL = \$153. Based on this rate, the initial pricing for \$BTc tokens is as follows:

- **Private Sale Price:**

1 SOL = 13,333,333.3 \$BTc

Equivalent in IDR: Rp 0.189 per \$BTc

- **Presale Price:**

1 SOL = 11,111,111.11 \$BTc

Equivalent in IDR: Rp 0.227 per \$BTc

- **Public Launch (DEX) Price:**

1 SOL = 4,444,444.4 \$BTc

Equivalent in IDR: Rp 0.57 per \$BTc

The estimated initial market capitalization of \$BTc ranges between \$90,666.60 and \$300,000 USD, which translates to approximately Rp 1,495,999,999.80 to Rp 4,950,000,000 in Indonesian Rupiah.

## V.7 \$BTc Token Utility

Beyond its role in charity funding and liquidity provisioning, \$BTc holds several key utilities within the ecosystem:

- Access to Aggregator Features and participation in incubated Web3 projects
- Discounts and perks when purchasing official Bobby The Cat NFTs
- Community Participation Rights such as voting privileges and loyalty rewards
- Source of Long-Term Staking Rewards through the staking pool

## VI. MARKET ANALYSIS

### VI.1 Meme & Charity Token Market Trends

In recent years, meme tokens have experienced explosive growth as both a social phenomenon and speculative instrument. However, a notable shift has emerged in 2024-2025 toward the rise of “meme coins with purpose”—projects that combine strong community backing with real-world social impact.

According to CoinGecko (Q1 2025):

- Global monthly trading volume of meme tokens surpassed \$8 billion.
- 40% of retail investors stated a preference for tokens with a social mission.
- Community-driven NFT adoption increased by 160% year-over-year in Southeast Asia.

This data underscores the growing relevance of Bobby The Cat (\$BTc) as a socially driven meme token on Solana, featuring real-world charity integration, staking rewards, and culturally valuable NFT collectibles.

### VI.2 Competitive Advantages of Bobby The Cat

#### 1. Strong National Inspiration

\$BTc is the only crypto project directly inspired by a highly recognizable public figure—Bobby Kertanegara, the beloved cat of Indonesia’s 8th President, Prabowo Subianto. His viral social media presence and public affection establish a powerful emotional connection with the Indonesian people, particularly younger generations.

## 2. Alignment with Government Vision

The project's core charity pillar—Membangun Putra-Putri Bangsa (Building the Nation's Youth)—directly supports national initiatives like MBG (Free Nutritious Meals), spearheaded by President Prabowo. By independently and collaboratively supporting MBG and other social programs, \$BTc positions itself as a unique Web3 initiative aligned with national development goals.

## 3. Cultural Relevance & Local Identity

Rooted in Indonesia and celebrating local culture, \$BTc is more than just a meme coin—it's a digital symbol of community empowerment, animal compassion, and social solidarity. With NFT collections created by Indonesian artists and a primary focus on the domestic community, \$BTc fosters an inclusive and nationally relevant movement.

## 4. Long-Term Strategic Synergy

Positioned as a "people's token" with a focus on impact and transparency, \$BTc is primed to become a strategic partner for government-led social programs and philanthropic organizations. It also opens opportunities for collaboration with state-owned enterprises (BUMN), animal welfare communities, educational institutions, and the broader Indonesian Web3 ecosystem.

## VI.3 Market Potential in Indonesia

Indonesia is one of the fastest-growing crypto markets globally. According to reports from Bappebti and Chainalysis:

- As of May 2025, Indonesia had over 18 million registered crypto users.
- The market is dominated by the younger demographic (ages 17–35).
- There is a rising interest in impact-based projects and locally inspired NFTs.

With a massive cat-loving community, a strong culture of mutual aid (gotong royong), and rapidly growing crypto literacy, \$BTc holds strong potential to become the leading social-impact crypto project in Indonesia.

## VI.4 Differentiation Strategy

To stand out in a highly competitive and dynamic market, Bobby The Cat implements the following strategic differentiators:

- Transparency & Trust: A fully public and verifiable charity wallet.
- Genuine Community Participation: Governance through voting, artist collaborations, and DAO-based forums.
- Real Utility: Access to the project aggregator, NFT features, and staking rewards tied to lock duration.
- Sustainability Focus: Balanced tokenomics with no hyper-deflation, and reserves allocated for future liquidity provisioning.

## VII. MARKETING STRATEGY (MARKETING PLAN)

### VII.1 Marketing Goals

\$BTc's marketing strategy is crafted to accomplish three primary objectives:

- Raise Awareness of Bobby The Cat as a meme token with a social mission and strong local identity.
- Build Trust through transparency, inspiring narratives, and active community engagement.
- Promoting adoption across diverse groups, including retail investors, the cryptocurrency community, as well as governmental and private institutions.

### VII.2 Marketing Strategy by Phase

#### Phase 1: Pre-Launch

- Brand Positioning:
  - Reinforcing the assertion that \$BTc is the inaugural cryptocurrency initiative inspired by the cat of the Indonesian President, aligning with MBG's national program.
  - Tagline: "Meme Tokens, Genuine Action for the Nation"
- Social Media Initiative:
  - Concentrate on X (Twitter), Instagram, TikTok, and Telegram to establish the foundational community.
  - Viral content activations, including the "President Cat Bobby" meme, Ghibli-inspired Bobby animation, and charity teaser trailers.
- Influencer and Key Opinion Leader Partnership:
  - Collaboration with cryptocurrency influencers, prominent figures, and social advocates.
  - Local and global key opinion leaders in cryptocurrency and positive living.
- Whitelist and Airdrop Program:
  - We invite the community to participate in the early supporter program, featuring token and NFT rewards.

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- Press Release and Media Partnership:
  - Initiation of narratives in national media (Detik, Kompas, CNBC Indonesia) and global cryptocurrency media (Cointelegraph, CryptoSlate, CoinDesk).

## Phase 2: Launch Phase

- Presale through Pinksale and IDO Campaign:
  - Thorough communication regarding the presale schedule and procedures.
  - Public countdown, live streaming, and an AMA with the team.
- Community Initiative:
  - Social media initiatives, such as #BobbyForChange, featuring NFT rewards.
  - Telegram NFT giveaway event and AMA in the international cryptocurrency community.
- Launch Collaboration:
  - Collaboration with various Solana projects, NFT communities, and local non-governmental organizations for charitable initiatives.
- Listing Awareness:
  - Publication of the listing on Raydium (DEX) and the announcement of the roadmap for progression to the next stage of CEX.

## Phase 3: Post-Launch

- Launch of Initial Philanthropic Campaign:
  - Comprehensive documentation of the Free Nutritious Meals (\$BTc Mandiri) initiative and complimentary education programs, accompanied by transparent public reporting. Short-form documentary videos will be produced and distributed across communities, media outlets, and digital platforms.
- Global Community Expansion:
  - Establishing international subcommunities with ambassadors in Southeast Asia, the Middle East, and Latin America.
- Pathway to DAO Governance:
  - Enable community voting for the selection of charity programs and the prioritization of staking.

## VII.3 Primary Channels and Tools

Channel	Objective	Tools
Official Site	Principal source	SEO
Social media	Community and Awareness	X, TikTok, Instagram, Telegram
Influencer	Validation and outreach	Twitter Cryptocurrency Influencer, Instagram KOL
PR & Media	Official Reporting and Credibility	Cryptocurrency and national media
NFT Marketplace	Distribution	Magic Eden, Solsea
Event In-Person	Local activation	Web3 Community and Campus
Charitable Report	Public transparency	Dashboard and PDF reports
DAO Instrument (plan)	Community governance	Snapshot / Realms (Solana)

## VII.4 Target Segmentation

1. Retail Investor
2. Cat Enthusiast & Social Advocate
3. NFT Community
4. Web3 Developers and Projects
5. Government and Private Institutions
6. Institutional Investors

## VII.5 Key Metrics

To evaluate the effectiveness of the marketing strategy, we established several indicators:

- Number of active wallets
- Daily transaction volume
- Level of engagement in staking
- Social media interaction rate
- Number of NFTs transacted
- Total charitable funds disbursed
- National and international media attention
- Community voting engagement






VIII. ROADMAP

The \$BTc roadmap is segmented into several primary phases, encompassing technical development, community engagement, product launch, and global expansion. Each phase features quantifiable and transparent milestones.

Phase 1: Initiation and Early Development (Q2 2025)

Objective: Finalize the technical framework and implementation strategy.

Activity	Status
Finalization of the SPL Token Smart Contract on Solana	
Independent third-party contract audit	
Whitepaper Design and Tokenomics	
Branding and Visual Identity of "Bobby The Cat"	
Official Website and Social Media Channel Development	
Early Community Engagement (Telegram, X/Twitter, TikTok)	
Private Sale and Whitelist Announcement	

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## Phase 2: Preliminary Launch & Token Allocation (Q2 2025)

Objective: Finalize the distribution phase and establish initial liquidity.

Activity	Status
Private Sale	COMING SOON
Presale through Launchpad (Pinksale)	COMING SOON
Listing on DEX (Raydium) and Liquidity Pool Provision	COMING SOON
Initial Philanthropic Allocation Reporting & Social Responsibility	COMING SOON
Staking Dashboard Introduction & Commencement of Rewards	COMING SOON

## Phase 3: Community Engagement & Philanthropy (Q2 2025)

Objective: Connecting tangible project outcomes with community engagement.

Activity	Status
Initiate Charity Initiative: Education & MBG	COMING SOON
Charitable Documentation and Reporting (Public Transparency)	COMING SOON
NFT Community Gathering + Exclusive Airdrop	COMING SOON
Burning Event: Initial Series	COMING SOON

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## Phase 4: Expansion and Strategic Partnerships (Q1-Q2 2026)

Objective: Enhance user adoption and fortify market position.

Activity	Status
Aggregator Platform Development (Beta)	COMING SOON
Initiation of Local Web3 Project Incubation Program	COMING SOON
NFT Artists and Global Community Collaboration	COMING SOON
Register for CEX Tier 2	COMING SOON
Referral Program and Global Community	COMING SOON
Expansion of staking rewards (partner tokens and stablecoins)	COMING SOON

### Long-Term Success Indicators:

- Charity funds allocated exceed \$1,000,000 USD.
- Web3 projects endorsed by over 100 entities
- Bobby's distinctive NFTs are distributed across more than 50 countries.
- \$BTc ranked among the top 20 centralized exchanges globally.

This roadmap is dynamic and will be periodically updated in response to community developments, public feedback, and shifts in the market landscape. Bobby The Cat adheres to the principles of transparency and collaboration at every stage.

## IX. BUSINESS STRATEGY AND MONETIZATION

### IX.1 Hybrid Business Model: Community and Digital Product

Bobby The Cat (\$BTc) embodies a hybrid business model that integrates community engagement, philanthropy, and Web3 technology. The initiative operates not only as a cryptocurrency token within a decentralized ecosystem but also as an aggregator platform, a provider of digital collectibles, and a catalyst for blockchain-based social interaction.

Key components of the \$BTc monetization strategy:

- Utility Token and Network Transactions
  - Utilization of \$BTC tokens for services within the ecosystem, including blockchain project registration, premium NFT functionalities, and access to community events.
  - Transaction fees are allocated partially to the charity wallet and partially to long-term operational expenses.
- NFT Royalties and Premium Collections
  - The Bobby The Cat NFT collection will incorporate royalties on each secondary sale, featuring a distribution structure:
    - 60% to regional artists and creators.
    - 30% to the community/DAO treasury.
    - 10% charitable fund.
  - Limited edition NFTs and collaborations with celebrities and artists will create new monetization opportunities through exclusive curation, auctions, and marketplaces.
- Platform Aggregator (Web3 Incubator-as-a-Service)
  - Consulting, token development, and market entry strategies for local web3 initiatives will serve as revenue streams.
  - Monetization framework:
    - Flat fee or tiered subscription for access to builder tools.
    - Percentage of ownership of project tokens (equity represented as tokens).

## IX.2 Short-, Medium-, and Long-Term Monetization Strategy

Phase	Strategy
Short-term	<ul style="list-style-type: none"><li>• Token sales through private and presale channels</li><li>• Original NFT royalties</li><li>• Listing DEX</li></ul>
Medium-Term	<ul style="list-style-type: none"><li>• Exclusive NFT engagement and functionality</li><li>• Revenue generated from Web3 aggregator services</li><li>• Partner staking revenue</li></ul>
Long-Term	<ul style="list-style-type: none"><li>• Mini Launchpad (Web3 Project Incubator)</li><li>• DAO Treasury Fund</li><li>• NFT-based educational and charitable license</li></ul>

## IX.3 Strategic Partnership Framework

1. **Government Collaboration & Corporate Social Responsibility;** Potential for collaboration on social programs (e.g., MBG) or the adoption of NFTs as a medium for certifying social participation.
2. **Technology Collaborators,** Partner wallet integrations, blockchain analytics, and various Solana tools.
3. **Influencers and Communities,** Strategic key opinion leaders, feline enthusiasts, and NFT influencers to enhance market penetration.

## X. TEAM

### X.1 Project Core Team

The Bobby The Cat project is launched by a diverse group of professionals with expertise in blockchain technology, media production, the creative economy, and social activism. The team possesses experience in managing projects on both national and international scales and is dedicated to utilizing technology as a means for social transformation.

Nama	Role	Background
Kemas Fadli Safari	CEO	Project initiator. CEO of PT. AMPM, a prominent figure in social and political spheres, media, and the digital economy. Ten years of experience in strategic communication and technology project management.
Millo Purry	CTO	Blockchain and smart contract expert. Proficient in developing tokenization systems and DeFi protocols on Ethereum and Solana networks. Former engineer at a regional Web3 startup.
Aswin Cahyadi	Creative	Art curator and NFT designer specializing in community NFT initiatives and collaborating with emerging Indonesian artists.
Ahmad Sakirin	CMO	Digital marketing expert and Web3 growth strategist. Proficient in spearheading token launch initiatives, orchestrating global community campaigns, and executing brand activations within the blockchain and fintech sectors.

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Muezza	Media Director	Strategic communications professional and digital journalist. Proficient in crafting narratives for Web3 projects aimed at media, global communities, and governmental stakeholders.
Ari Haryanto	CFO	Proficient in financial management for startups and auditing cryptocurrency projects. Formerly held the position of finance director at DeFi startups and provided tokenomics consultancy for projects in Asia.
Irma Y. Jusuf	Global Representative.	Primary liaison for international investors, global partners, and overseas communities. Formerly engaged in cryptocurrency exchanges and worldwide NFT initiatives.

## X.2 TRANSPARENCY AND ENGAGEMENT

- All team members must adhere to the project code of ethics, which emphasizes integrity, transparency, and social accountability.
- The utilization of team funds, allocation of tokens, and strategic decision-making will be conveyed publicly via official community channels and the governance dashboard (DAO roadmap).

## XI. REGULATION AND SECURITY

### XI.1 Adherence to Indonesian Regulations

The Bobby The Cat (\$BTc) project fully acknowledges the significance of adhering to the relevant legal framework in Indonesia and globally, particularly during the transitional phase of cryptocurrency oversight from Bappebti to OJK.

#### I. Regulatory Transition:

- Pursuant to Law No. 4 of 2023 regarding P2SK, the oversight of crypto assets is being transferred from Bappebti (Ministry of Trade) to the Financial Services Authority (OJK) for a transitional period extending until 2025.
- \$BTc is dedicated to revising all documentation and project frameworks in alignment with the most recent regulations established by OJK following the complete transition.

#### II. Recent Compliance:

- \$BTc is not designated as a method of payment (in accordance with Law No. 7 of 2011).
- The charity model based on smart contracts does not engage in direct public fundraising; rather, it employs an automatic transaction deduction mechanism known as a charity tax.
- The launchpads utilized for presales, such as Pinksale, operate outside Indonesian jurisdiction and do not enable direct purchases in rupiah.
- The project will seek to be listed on the official cryptocurrency asset whitelist in Indonesia, contingent upon the completion of the OJK regulation, if such a listing is available.

#### III. Assistance for AML & KYC:

- Although not executed via a domestic exchange, the \$BTc project will progressively adopt KYC and AML principles.



## XI.2 Smart Contract Evaluation and Security

Bobby The Cat (\$BTc) is developed on the Solana protocol, utilizing efficient and secure smart contracts. To foster public trust, the project implements the following measures:

1. A certified third party will conduct an external audit of the smart contract before the launch of the DEX.
2. The code is crafted in accordance with Solana's SPL Token best practices and adheres to DeFi security standards.
3. Charity wallets are authenticated and can be publicly tracked through Solana Explorer.
4. There is no new minting function following the launch (non-inflationary).

## XI.3 Community Safeguarding & Liquidity

To mitigate the risk of rug pulls and uphold trust:

1. DEX liquidity will be secured for a duration of 24 months following the launch.
2. The vesting and locking of team tokens will occur in phases to prevent market dumping.
3. Reports regarding the utilization of charitable funds will be consistently published on the transparency dashboard.

## XII. ADVANTAGES, RISKS & MITIGATION STRATEGIES

### XII.1 Principal Advantages of the \$BTc Project

- **Real Social Impact:** Every \$BTc transaction directly supports social programs through automatic contributions to the charity wallet. This enhances the value of token ownership by fostering engagement in social change.
- **Access to the Web3 Ecosystem;** the \$BTc Token serves not only as a medium for transactions but also provides entry to exclusive features, including: Blockchain consulting and Web3 project incubation, Community NFT Collection, competitive rewards through staking, a DAO Forum, and future community voting.
- **Full Transparency:** All transactions involving charity funds and staking rewards are subject to public audit on the Solana blockchain. The project adheres to the principle of "do good, see everything."
- **NFT Collectible and Artistic Value Potential;** Collaborating with local artists generates valuable NFT assets that can be appreciated in international marketplaces, simultaneously showcasing Indonesian culture on a global platform.
- **Iconic Brand & Community; Inspired by Bobby Kertanegara, the feline companion of Indonesian President Prabowo Subianto, \$BTc has established a robust positioning as a distinctive and potentially viral national meme coin.**

### XII.2 Considerations Regarding Risks

- **Regulatory Uncertainty:** The transfer of cryptocurrency oversight from Bappebti to OJK remains in progress. Modifications in policy or legal interpretation may affect the operations of future projects.
- **Price Volatility:** Like all cryptocurrency assets, the price of \$BTC can undergo significant fluctuations. Investors and holders must implement their own risk management strategies.

**XII.3 Mitigation Strategy**

<b>Risk</b>	<b>Mitigation Strategy</b>
Regulation	Regular consultations with legal entities; adjustments in accordance with OJK and international regulations.
Volatility	Community education, staking rewards, and strong liquidity frameworks
Community Involvement	Loyalty programs, exclusive NFTs, and engagement-based rewards
Technological Threats	Independent audits, bug bounty programs, and community security reporting
Charitable Fund Allocation	Collaboration with non-governmental organizations or professional institutions; consistent reports and transparent dashboards.

# BOBBY THE CAT

## XIII. CONCLUSION AND CALL TO ACTION

Bobby The Cat (\$BTc) is more than just a digital asset—it is a technology-powered social movement that merges the strength of community, the transparency of blockchain, and the spirit of gotong royong (mutual cooperation) deeply rooted in Indonesian culture. Amid the speculative tides of the crypto market, \$BTc offers a meaningful alternative: a token designed to create real-world impact.

Built on three foundational pillars—the “Membangun Putra-putri Bangsa” charity initiative, a blockchain project aggregator, and an exclusive NFT collection—this project invites collaboration across investors, creators, social advocates, and regulators alike.

We believe that trust is born from transparency, and that technology should be a force for inclusion, equity, and shared progress—not merely speculation.

### **Join the Movement:**

- **Become part of the \$BTc community to gain access to exclusive updates, events, and DAO discussions shaping the future of the project.**
- **Participate in the presale and be among the first to support Indonesia’s pioneering Solana-based social token ecosystem.**
- **Stake your tokens to earn rewards while contributing to the ecosystem’s growth and long-term resilience.**
- **Live the Bobby spirit—let every transaction carry meaning, kindness, and purpose.**

Let’s prove that memes can move the world, and that even in blockchain, humor and humanity can coexist with impact.

Because every token you hold is more than just a number on a screen—it is a contribution to a future filled with intelligent, healthy, and empowered children of the nation.

XIV. REFERENCES AND GLOSSARY

XIV.1 Citations

- Chainalysis (Global Crypto Adoption Index, 2024-2025) - Regions such as Indonesia exhibit significant cryptocurrency adoption, positioning Southeast Asia as the most blockchain-responsive region.
- CoinGecko Q1 2025 Crypto Industry Report - Emphasizes the preeminence of AI and meme tokens in Q1 2025, along with a notable trading share on the Solana network.
- OJK - Transfer of Crypto Asset Supervision from Bappebti (POJK 27/2024) - Effective January 10, 2025, signifying that oversight of digital financial assets is now the responsibility of OJK.

XIV.2 Terminology

Term	Concise Overview
Token SPL	The token standard on the Solana network, analogous to ERC-20 on Ethereum.
Intelligent Agreement	Automated code on the blockchain for executing transactions in accordance with established rules.
Staking	Locking tokens to generate returns as a means of ecosystem support.
APY	Annual Percentage Yield, yearly return from staking.
DEX	Decentralized Exchange, a token trading platform devoid of central authority.
Liquidity Pool	A fund pool that facilitates automated trading on decentralized exchanges.