Codename Phoenix (PNX) Whitepaper

Note: “Phoenix” and “PNX” are temporary names

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The Token Innovation That Enables Anti-Rug Launchpad Infrastructure

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Executive Summary

Phoenix represents a dual innovation: a next-generation token standard AND the launchpad infrastructure to proliferate this technology across the entire token launch ecosystem.

The Token Innovation: Phoenix (PNX) is a hybrid ERC20/ERC1155 token with revolutionary anti-dump mechanics, automated market-making without dilution, on-chain KOL reward systems, and built-in launchpad functionality. Every token launched via Phoenix inherits these protections, creating a network of interconnected tokens that share value and mechanics.

The Market Context: Token launch platforms generate $14M in daily revenue. Pump.fun earned over $1B in fees across 14 months despite $2B+ in annual rug pulls and 99% project failure rates. Ethereum lacks a dominant launchpad despite being crypto's most valuable ecosystem. The timing is perfect: L2 maturity enables complex smart contracts at reasonable gas costs, and institutional capital is flowing to Ethereum infrastructure.

How Phoenix Works: Phoenix proliferates anti-rug technology through a launchpad where every new token launch inherits the parent protocol's protections. The platform generates revenue from automatic trading fees, Viral Referral Rewards commissions, and value recovery from failed projects. Unlike competitors who lose 100% value when projects die, Phoenix's anti-dump mechanics preserve and redistribute abandoned funds to stakeholders.

Why This Wins: When rug pulls become technically impossible, the entire market psychology shifts from extraction to creation. Creators focus on building rather than exit timing. Communities invest based on project merit rather than dump risk. Long-term value building becomes viable for the first time in token launch history.

Introduction

What follows is an overview of the key features already developed after more than a year of work — a journey that started in September 2024 and is now in heavy testing.

"PNX" is essentially the evolution of the core ideas behind the Ethereans Protocol and defiset, reshaped to meet the needs of today's market — a market that's far more focused on Web2 integration and quick financial upside (think memecoins) than on the idealism of pure DAOs (aka with no central control points), kind of idealism that more recently has emerged to have been set aside for some time even by the Ethereum Foundation (https://gist.github.com/karalabe/a2bc53436f29e0711fe680d59e180f6c).

Here, the priority is usability: smooth UX, compatibility with existing tools, and minimal learning friction. The goal is to make adoption effortless, while also keeping development and marketing costs under control.

The architecture has been built to be light and maintainable by a single person — a crucial factor given how hard it's become to find solid developers in the era of generative AI.

Because of its transaction complexity, the token is designed to operate on a Layer-2 network rather than Ethereum mainnet, where gas costs would otherwise be prohibitive.

Most of the ideas, mechanisms, and architecture of PNX stem directly from years of experience developing the Ethereans and defiset BETA protocols — especially from the lessons learned fixing their limitations. In short, PNX is the natural continuation of that work.

Every holder of $OS, $SET, and $FTM (another BETA protocol that laid the groundwork for many of PNX's internal mechanics) will be recognized and rewarded accordingly.

In the early stages, most of the code will not be open-sourced to maintain a strategic edge.

The token will launch with a Closed BETA for a small, curated group of users to help refine functionality, optimize user experience, and build analytical tools. Pretty much everything will remain open to discussion and iteration before the public launch.

Key Highlights

- Deployed on Base network, 1B total supply (non-mintable, non-burnable), fully available in an Aerodrome V3 pool (UniswapV3 clone) from day one.
- Multi-proxy architecture with reverse timebomb ownership for safer, more flexible maintenance.
- Built-in launchpad for creating token clones.
- Dual ERC20 / ERC1155 standard integration.
- Single locked pool design to prevent liquidity fragmentation.
- Anti-dump system to stabilize price and protect against whales.
- Revenue share in ETH for all holders.
- Controlled liquidity unlock for project teams.
- Automated Market Maker / Volume Bot designed to preserve and increase price.
- KOL referral system with on-chain ETH rewards.
- Investment Manager (the only component still under development).

The Market Context: Why Phoenix Matters Now

The Token Launch Landscape

Token launches represent one of crypto's largest and most dysfunctional markets. Pump.fun alone generated over $1 billion in fees across 14 months while maintaining ~40% market share on Solana. Recent entrants like LetsBonk.fun captured 60% market share in just 10 weeks, proving users rapidly migrate for superior economics.

The market generates $14M in daily revenue across all platforms. Over 1.2 million tokens have been launched in the past year. Yet despite this massive scale, the ecosystem remains fundamentally broken.

The Core Dysfunction

$2B+ Annual Rug Pulls: Creators drain liquidity within hours of launch, leaving communities with worthless tokens. Current platforms offer no technical prevention—only social trust and manual LP locks that sophisticated actors easily circumvent.

99% Failure Rate: Projects die from coordinated dumps rather than lack of merit. Early holders extract maximum value while late participants absorb losses. Everyone plays hot potato with ticking time bombs, optimizing for exit timing rather than value creation.

Zero Community Upside: Users take 100% of investment risk but receive 0% of platform revenue. Pump.fun and competitors keep all fees despite communities creating the value through participation and promotion.

Misaligned Incentives: Token creators calculate optimal rug timing. KOLs promote projects that pump fastest regardless of quality. Users watch charts for exit signals instead of evaluating fundamentals. The entire ecosystem is trapped in extraction mode.

The Ethereum Opportunity

Ethereum processes $320B+ in annual volume yet lacks a dominant token launchpad. Why? Until recently, gas costs made complex anti-rug mechanics economically prohibitive on mainnet. A simple token transfer costs $5-20, while sophisticated circuit breaker interventions would cost $100-200 per activation.

The L2 Unlock: Base, Arbitrum, and Optimism now enable complex smart contracts at $0.10-0.50 per transaction. This makes Phoenix's anti-dump architecture economically viable for the first time. We can protect users without making the protection itself cost-prohibitive.

Institutional Capital Flow: Major institutions are building on Ethereum and its L2s, not Solana. Coinbase's Base network provides the perfect foundation—low costs, high throughput, backed by established infrastructure, and direct access to institutional liquidity.

Proven Demand + Technical Capability: Solana platforms proved massive demand exists. L2 maturity now provides the technical capability to deliver superior protection. Timing is perfect for disruption.

Why Current Solutions Fail

Manual LP Locks: Creators can simply choose not to lock liquidity, or lock only partially. No enforcement mechanism exists.

Social Trust: Projects promise "no rug" but have zero technical enforcement. Once trust is broken, recovery is impossible.

Fee-Only Revenue Models: Platforms depend entirely on successful projects. When 99% fail, they extract maximum fees upfront but create no long-term value capture from inevitable failures.

No Technology Moat: Pump.fun clones launch weekly. Without technical differentiation, competition becomes pure race-to-bottom on fees. LetsBonk.fun proved superior economics alone can capture 60% market share in 10 weeks.

Phoenix changes this entirely through technical enforcement rather than promises, value recovery from failures rather than total loss, and 3+ years of proprietary development that creates genuine competitive moat.

The Phoenix Token: Core Technical Innovation

Reverse Timebomb Ownership

PNX's architecture consists of around 15 interconnected smart contracts coordinated through a custom proxy system. Instead of having distinct functional modules (Treasury Manager, Investment Manager, etc.), PNX uses semantic storage fragments distributed across multiple communicating contracts — a concept first introduced in the $SET token called "Semantically Oriented Storage".

This system includes a feature called "reverse timebomb ownership."

In defiset's beta, there was a timebomb ownership rule that permanently revoked contract ownership after a set period, making the protocol immutable — and unmaintainable.

PNX flips that logic. Ownership is relinquished by default, but after a certain time it can be temporarily restored for controlled maintenance before being released again.

The next eligible restoration date is public and can only be postponed, never anticipated.

This creates a safer, more flexible structure: holders can always see when ownership might be restored, understand why, and decide whether to remain or exit before maintenance occurs.

Built-In Launchpad

PNX lets anyone create their own token clones, each inheriting nearly all features of the original.

When a clone is launched, a small portion of its supply is automatically assigned to the PNX protocol itself — creating a network of interconnected tokens sharing value and mechanics.

Dual ERC20 / ERC1155 Standard

PNX acts simultaneously as an ERC20 token, an ERC1155 NFT, and as the collection of all its clones created via the launchpad.

Within that NFT collection, PNX itself is token ID 0, and each clone is a sequential ID thereafter.

The system restores and fixes the old Item V1 protocol logic to re-enable wallet and marketplace compatibility — integers for the NFT side (0 decimals), 18 decimals for ERC20.

This hybrid standard brings huge advantages: automatic metadata for launchpad-generated tokens (icons, descriptions, etc.), built-in compatibility with Web2 and NFT systems, and gamified potential for analytics and user engagement.

Single Locked Pool

The token is engineered to try to have only one liquidity pool — ETH/PNX on Aerodrome V3 — while all clones will pair as PNX/CLONE on the same AMM. No one will be able to create liquidity pool positions in the same slots of the current or higher prices.

PNX's internal logic simulates Uniswap V4 hooks (not native to Aerodrome/UniV3) to: prevent liquidity being added above the current price, and enforce strict routing (ETH → PNX → CLONE).

All ETH flows through a single hub, keeping the system's value consolidated.

The code also includes a continuously updated knowledge base of potentially "liquidity-leaking" protocols (bridges, singleton routers, etc.), allowing the system to automatically reclaim tokens from those contracts if needed — but never from user wallets.

Anti-Dump System: The Foundation of Anti-Rug Protection

The anti-dump mechanism protects the token from early whales or bad actors trying to crash the price for profit.

It enforces gradual selling: wallets can offload only 10% of their balance every 2 hours, even across multiple wallets, ensuring organic market behavior.

This allows legitimate trading while giving teams time to deploy marketing or counter-narrative campaigns against FUD or manipulation.

The Critical Two-Stage Mechanism:

When a sale would push price below the floor (15% lower than last ATH), a flag flips in the contract and any wallet can only sell 10% of its balance per 2-hour period until the price raises. This applies to EVERY wallet, including the one that triggered the breach.

Example: $MOONDOG Launch

- Day 1: Launch at $1.00
- Day 8: Whale attempts massive sell, would crash price to $0.08
- Result:
    - Circuit breaker activates immediately
    - All sells from ANY wallet: maximum 10% per 2 hours
    - Prevents cascading panic dumps
    - Project has time to deploy counter-narrative

ETH Revenue Share

Instead of generic farming rewards, PNX distributes daily ETH revenue shares to active holders.

To qualify, a holder simply needs to buy at least $1 worth of tokens per day in the pool — regardless of their stake size.

Clones follow the same rule: daily rewards are based on the PNX balance in each PNX/CLONE pool, redistributed when trading occurs. Tokens inside the main PNX/ETH pool do not earn rewards.

Controlled Team Liquidity Unlock

Teams launching via the PNX launchpad can optionally act as first buyers of their tokens, gaining entry-price advantage — but without direct custody of those tokens.

Instead, the tokens are held by the protocol and released in controlled tranches, automatically sold only when specific market conditions are met.

Until all tranches are sold, the team continues receiving ETH revenue shares like any holder, without needing daily buys. Teams can also renounce these tokens anytime as a bullish signal — a gesture planned for PNX's final version.

IVF Engine (Intelligent Volume Flywheel): Automated Market Maker Without Dilution

This should be considered in every respect the heir of the old Fixed Inflation from the Ethereans OS DAO, which however required minting new tokens and therefore gradually diluted every holder's share, also lowering the price of $OS during the same action.

Most of the ETH and a good portion of the extracted tokens are used to carry out automatic buy/sell operations, which consequently cause the price to rise in a semi-organic way, increasing trading volume and the number of holders — thereby attracting MEV bots' purchases.

This allows the teams of various launchpad tokens to carry out marketing activities aimed at achieving organic sales.

This activity takes place both for PNX and for its clones, either once a day or whenever the price undergoes a sudden crash depending on market conditions.

As already mentioned, most of the extracted tokens are returned to the pool, a small part is redistributed among the various wallets of the volume bot (which will be excluded from the revenue share), and the rest is made available to the protocol.

Why This Is Revolutionary:

Previous automated market makers required continuous token minting that diluted holders and suppressed price—creating a death spiral where the "cure" made the problem worse. The IVF Engine achieves the opposite: it provides professional market-making support that *increases* price and attracts organic volume, all without creating a single new token.

Every launchpad token gets institutional-grade market making automatically, democratizing access to sophisticated trading infrastructure that previously only well-funded projects could afford.

The Profit Distribution Mechanism:

When PNX is created, the team provides an initial liquidity to make the token attractive — let's say 5 ETH (Note: This is strictly an example mechanism, NOT actual numbers).

At each activation cycle of the volume bot, the profit from these 5 ETH is calculated. So, for example, if the pool contains 8 ETH, the profit is 3 ETH. From this profit of 3 ETH, 30% (0.9 ETH) is calculated.

All 8 ETH are organically returned to the pool through the bot's buy operations, while the sells focus on removing the previously calculated 0.9 ETH, which are distributed as follows:

- 25% as a reward for the holders' revenue share;
- 30% for the team's maintenance, research, and development expenses;
- 10% for the future Investment Manager that will be developed later (currently redirected to the holders' revenue share rewards);
- 35% is given to a special ERC20 token called "share token", with a total supply of only 100 units (divisible), which will be distributed among OS holders (4%), defiset holders (2.5%), FTM holders (0.25%), and the rest to the team.

Based on their percentage, the holders will decide daily, completely autonomously, whether they wish to claim their due reward.

These percentages have been calculated to restore, within four years (a pessimistic estimate), the business volume that flowed through those three aforementioned tokens since their creation, and to provide the team with tokens that can be sold as an additional anti-dump mechanism.

Temporarily, the revenue share derived from the 30% of those tokens will be assigned to the PNX protocol until the recovery of about 54 ETH, stolen by a hacker from the defiset protocol — funds that were originally intended to provide the initial liquidity for PNX.

Viral Referral Rewards: KOL System with On-Chain ETH Rewards

A completely new idea is definitely the referral system for KOLs.

It aims to be an initial experiment to bring into the crypto world the brilliant concept of stock options, which has benefited numerous companies listed on NASDAQ: paying a share at an agreed price different (lower) from the market price.

Usually, when promoting a project, KOLs demand tokens in return — which are then often dumped once the project performs well, putting pressure on the price.

With this new system, however, KOLs earn ETH directly, fully on-chain, and automatically — only based on their actual performance with their followers.

How The Smart Contract Architecture Works:

For each KOL, a token can be created called "TKN by <KOL_NAME>" (applies to both PNX and its clones).

It's an ERC20 token with an automatically created pool on UniswapV2 (purely for code simplicity) that represents the sponsorship link between the KOL and the project.

For each purchase made on this token, the user receives the original project tokens (and not the KOL token), without slippage, and increased by +1%. Naturally, this continues until supply runs out.

The ETH provided by the user is used as follows:

- 1% is returned to the user;
- 15% goes to the KOL;
- 20% is used as a reward for the ETH revenue share;
- the remaining 64% is used to perform buybacks of the original token, increasing its price and providing more liquidity for the KOL tokens, which naturally compete with each other until their supply runs out.

The Two-Step Technical Process:

Due to how Uniswap smart contracts work, a few simple but important technical precautions must be considered:

UniswapV2 pools require at least 1 wei (the smallest indivisible fraction of ETH) to be created. Therefore, creating a referral token costs 1 wei (a negligible expense, but still worth noting);

The purchase operation via referral token (which, as said, gives the user the project's original tokens) and the subsequent ETH redistribution described above must necessarily happen in two distinct and separate steps: the first is performed by the buyer, as a normal market purchase, while the second can be cumulative and will be executed by the platform.

Why This Changes Everything:

This system has been designed this way to leverage the massive amplification power of KOLs (or similar systems, such as other launchpads), to encourage purchases and prevent dumps — all without forcing either KOLs or users to learn new promotion or buying methods:

No links, no weird external sites to maintain, no wasted marketing spend pushing users to migrate to new platforms or use new tools.

The KOL continues sharing the CA (contract address) with their audience through familiar channels (X, Telegram), while users keep buying directly through Aerodrome or Banana Gun.

The result: KOLs no longer hold tokens they could dump or that might lose value — they earn real ETH — while users buy at a discount and also receive a small ETH cashback.

Automatic on-chain ETH payments make the system immediately appealing to KOLs, while the discounted token purchases and partial ETH refunds make users actively push their favorite KOLs to sponsor these tokens (not just PNX, but all its clones).

This should significantly reduce marketing costs for the project.

The Growth-Hacking Vision:

Of course, while KOLs are the clearest example, as mentioned, the "KOL" role could just as well be replaced by any other sponsorship structure, as the logic flow remains exactly the same.

A practical vision of how this mechanism can be used in a clever, growth-hacking style way could be to take advantage of those annoying Telegram users who occasionally message project admins, promising sky-high returns in exchange for paid promotions of a project on their channels.

Now, testing them comes at zero cost for both sides: all you need from them is their handler/username (for the token symbol) and their ETH wallet address (where they'll receive 15% commissions). Create the dedicated referral token, maybe make a tiny purchase to show them the system actually works, then ask them to promote it.

From there, it's up to them: can they really deliver what they claim through their network? If so, they'll generate value for the project, themselves, and their community.

If they turn out to be scammers who were just making empty promises, you can simply disable the referral—and at worst, you've only wasted a negligible test amount (since, it's worth remembering, a large share still benefits the project itself in terms of both ETH and tokens). There's zero risk to the project or creators—KOLs only earn if they actually drive volume, creating perfect accountability without any upfront commitment.

The team's maximum effort boils down to (asking ChatGPT to) craft a ready-made message that clearly explains the deal and its potential — something you can just copy and paste straight into

the chat with these guys.

Investment Manager (Future Component)

Once the final version of PNX is launched, efforts will focus on completing what is currently the last missing component of the protocol: the Investment Manager.

It will use part of the ETH collected by the protocol (10%, currently redirected as additional revenue share rewards) to generate profits for the benefit of the protocol itself.

This component requires careful and delicate study, already initiated during the defiset protocol phase, which led to the development of an automatic transformer that uses AI to generate the front-end for smart contracts (https://github.com/Ethereans-Labs/ai-generator).

This tool allows users to visualize collective investment strategies in a comprehensible way, which can then be submitted to vote for possible execution.

We've already made major progress in this direction — and AI itself has advanced significantly in the meantime. Just think of AI Agents, which, after proper study, could represent a natural evolution of what defiset originally envisioned.

Surely, giving users a lighter, more reactive, and more understandable structure like PNX allows the team to operate freely and focus on what is, at least for now, the final open chapter of its ongoing development.

Share Token Distribution

The special Share Token, which will receive part of the PNX protocol's ETH revenue share, will be airdropped as follows:

- 4% to all OS holders and farming liquidity providers
- 2.5% to all Defiset holders (excluding wallets publicly known as belonging to Ethereans Labs) and to those who still have an active TBI position
- 0.25% to all FTM holders

Snapshots will be taken on specific dates (still to be determined) to prevent potential issues caused by recent hacker attacks targeting older beta versions of these protocols.

This token will feature a claim() function available on BaseScan, allowing holders to claim their daily rewards whenever they wish.

It's a standard ERC20 token with farming functionality, not designed to have intrinsic market value but to serve purely as a representation of a share held by everyone who believed in this project.

The Launchpad Business: How Phoenix Proliferates Anti-Rug Technology

The Token-Launchpad Symbiosis

Phoenix's token innovation and launchpad business are inseparable. The token provides the technological foundation—anti-dump mechanics, automated market making, KOL reward systems. The launchpad proliferates this technology across the entire ecosystem, creating network effects that benefit all participants.

How It Works:

When a creator launches a token via Phoenix, they're not just deploying a standard ERC20. They're deploying a clone that inherits:

- Anti-dump circuit breakers (10% per 2 hours after floor breach)
- IVF Engine automated market making (volume support without dilution)
- Viral Referral Rewards system (instant KOL partnership capability)
- ETH revenue share distribution (community gets 25% of protocol revenue)
- Forced routing through Phoenix token (ETH → PNX → CLONE creates automatic demand)

Every new launch strengthens the entire ecosystem. More clones = more forced routing = more Phoenix demand = higher Phoenix price = better economics for all participants.

Value Recovery from Failed Projects

Phoenix's anti-dump circuit breakers create an important secondary effect: when projects fail, value isn't completely lost. Our floor price protection prevents creators from draining 100% of liquidity, meaning failed projects retain some recoverable value.

Where This Comes From:

- Abandoned wallets (users who lose access)
- Rage-quit holdings (small amounts not worth claiming)
- Dust positions (worth less than gas costs to extract)
- Protected liquidity (floor prevents final extraction)

The platform can systematically monitor clone tokens and recover this preserved value from abandoned projects, redistributing it to stakeholders rather than letting it sit unused forever. This represents a fundamental advantage over competitors where failed project value disappears entirely.

Competitive Positioning: Why Phoenix Wins

Direct Comparison

Feature	Pump.fun	LetsBonk.fun	Phoenix
Revenue Sharing	0%	50% BONK buyback	25% direct ETH to active holders
Anti-Rug Tech	✗ None	LP locks only	✓ Circuit breakers (10% per 2hr)
Failed Project Value	Lost forever	Lost forever	Recovered & redistributed
KOL Integration	✗ Manual only	Manual deals	✓ Automated on-chain rewards
Platform Fee	1% per trade	1% per trade	0.7% for every cloned token
Market Share	~40% (declining)	~60%	0% → 25%+ Year 1 target

Why This Is Hard to Replicate

3+ Years Proprietary Development:

Phoenix represents the evolution of Ethereans Protocol (2021) → defiset (2023) → Phoenix (2024). The anti-dump mechanisms require deep understanding of Uniswap V3, liquidity management, and edge case handling that took years to develop through actual production use.

Competitors attempting to copy would need to:

1. Understand concentrated liquidity mechanics at implementation level
2. Build 15+ contract architecture with proper proxy patterns and semantic storage
3. Test throttling mechanisms against sophisticated attackers
4. Solve the gas cost problem (requires L2 deployment and optimization)
5. Implement two-step KOL reward system without centralization
6. Handle liquidity leak prevention and automatic reclamation

Minimum development timeline: 12-18 months, assuming they have developers who understand these concepts. Most teams don't have this expertise.

Technical Expertise Barrier:

Few teams understand the intersection of:

- Market-making mechanics and MEV dynamics
- Uniswap V3 advanced mechanisms
- Multi-contract architecture for complex state management
- Security considerations for automated intervention systems

The learning curve is measured in years, not months. We know because we lived it—every failure from Ethereans and defiset directly informed Phoenix's design. Competitors would need to repeat this entire learning journey.

Network Effects Create Compounding Moat:

Early launches establish reputation. Quality projects attract quality KOLs. Quality KOLs attract serious communities. Serious communities become long-term holders and future creators.

Code can be copied eventually. Network effects cannot be copied—they must be built through time, execution, and community trust. By the time competitors develop equivalent technology, Phoenix will have 6-12 months of network effect headstart that becomes nearly impossible to overcome.

Go-to-Market Strategy & Roadmap

Phase 1: Closed Beta (Q4 2025)

The Controlled Launch:

The token launches on-chain with all features active but special access control restricts transfers/buys/sells to pre-approved wallets during the initial phase.

Participants are carefully selected and invited to a private Telegram group with exclusive access. They're free to ask questions, share feedback, suggest code modifications, and share publicly whatever happens within the ecosystem.

Beta Objectives:

- Identify edge cases in anti-dump throttling under real trading conditions
- Optimize IVF Engine parameters (trigger frequency, trade range targeting)
- Test KOL reward distribution system with actual promoters
- Build analytics dashboards based on real user feedback
- Refine UX based on non-technical user experience

Beta Participant Rewards:

Participants receive 1% of total Share Token supply (100 units) as recognition for helping enrich the project. This provides meaningful ongoing passive income from 35% of protocol revenue.

Deployment Decision:

At the beta end, the team decides whether to remove access control and open existing token to everyone, or redeploy fresh token incorporating lessons learned. If redeploy is necessary, all beta holder positions are preserved via snapshot and all ETH migrates from beta pool to final token pool.

Phase 2: Token Public Launch (Q4 2025)

User Acquisition Strategy:

The platform will focus on attracting both token creators and community participants through multiple channels:

For Token Creators:

- Demonstrate anti-rug technology as competitive advantage for serious projects
- Highlight automatic IVF Engine market-making support (no additional cost)
- Show Viral Referral Rewards system for zero-cost KOL partnerships
- Emphasize forced routing creating automatic demand for their tokens

For Community Participants:

- Revenue sharing from platform activity (25% to active holders)
- Protection from rug pulls through circuit breakers
- Opportunity to participate in launches with technical safeguards
- ETH rewards for maintaining $1 daily buy requirement

For KOLs/Influencers:

- Launch Viral Referral Rewards program with established crypto influencers
- Demonstrate automated ETH commission system (no manual payments)
- Show performance-based model (earn only from actual follower volume)
- Zero token dump risk (earnings in ETH, not tokens)

Phase 3: Launchpad & Feature Expansion

Q1 2025

Investment Manager Completion:

Final missing component uses 10% of protocol ETH (currently redirected to revenue share) for DeFi yield generation:

- AI-powered strategy visualization (building on defiset's AI generator prototype)
- Community voting on investment execution
- Potential AI Agent integration for automated optimization
- Additional revenue stream for protocol participants

Why Phoenix Changes Everything: The Psychology Shift

From Extraction to Creation

Current token launches trap everyone in extraction mode from day one. Creators calculate optimal rug timing. Communities watch charts for exit signals. Everyone plays hot potato with a ticking time bomb. Success means getting out before the crash, not building anything real.

Phoenix fundamentally changes this psychology. When rug pulls become technically impossible through smart contract enforcement, creators can focus on building real value instead of exit timing. When value gets preserved from failures and redistributed to stakeholders, long-term thinking beats short-term extraction.

What This Enables:

Projects that would succeed on merit but die from manipulation can now survive and thrive. Creators with genuine vision can execute 6-12 month roadmaps instead of optimizing for week 1 pump. Communities can evaluate fundamentals instead of obsessing over chart patterns.

We're not just preventing rugs—we're enabling a completely different market psychology where creating REAL value becomes possible instead of everyone worried about getting out before the chart crashes.

The Network Effect of Trust:

Each successful project that doesn't rug builds trust. Each graveyard dividend distribution proves the system works. Each KOL earning legitimate ETH commissions validates the model. Trust compounds faster than technology.

In 18 months, "launched on Phoenix" becomes a quality signal. Projects launching on unprotected platforms will face skepticism: "Why didn't they choose Phoenix? What are they hiding?"

Closed Beta Process

The token will be launched on-chain with all its features active, but with a special access control that, during the initial phase, will restrict transfers, buys, and sells to a limited group of pre-approved wallets that can interact only among themselves.

Participants in the closed beta will be carefully selected and invited to join a private Telegram group with exclusive access. They'll be free to ask questions, share feedback, and suggest modifications to the original code. They may also share with the outside world whatever is discussed or happens within the token's ecosystem.

Based on their level of engagement, they will be rewarded with 1% of the total Share Token supply as recognition for helping enrich the project.

At the end of the closed beta, it's still undecided whether a new token deployment will be required for the final version or if it'll be preferable to simply remove the beta access control and open the existing token to everyone. The outcome will depend on how the closed beta performs.

If a redeploy is deemed necessary, a snapshot of all holders will be preserved as it was at the end of the beta, and all ETH stored in the beta token will migrate into the final token's liquidity pool.

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Phoenix (PNX) represents the evolution of 3+ years developing Ethereans Protocol and defiset. Every failure taught us something. Every limitation pushed us to innovate. This isn't theory—it's battle-tested architecture refined through actual production use and real market conditions.