

Title: *pria loyalty based airdrops*

Author: cryptofolyo@gmail.com |
<https://cryptofolyo.substack.com/>

Comments-URI: <https://cryptofolyo.substack.com/>

Status: Proposed

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Summary:

This document describes

- How to incentivise holders and incentivise sellers of defi lab assets like PRIA, PRIA NFT, MWG etc
- How to launch metawholes at near zero valuation and organically grow on an upward journey

Problems identified:

This document describes

- Current holders of MWG , PRIA NFT etc may be selling to buy the new MWBTC, instead of just holding and claiming the airdrops and buying new if need be.
- BOT problem on launch
- Market Cap to Reserve ratio is higher at launch and correcting on a downwards spiral post launch.

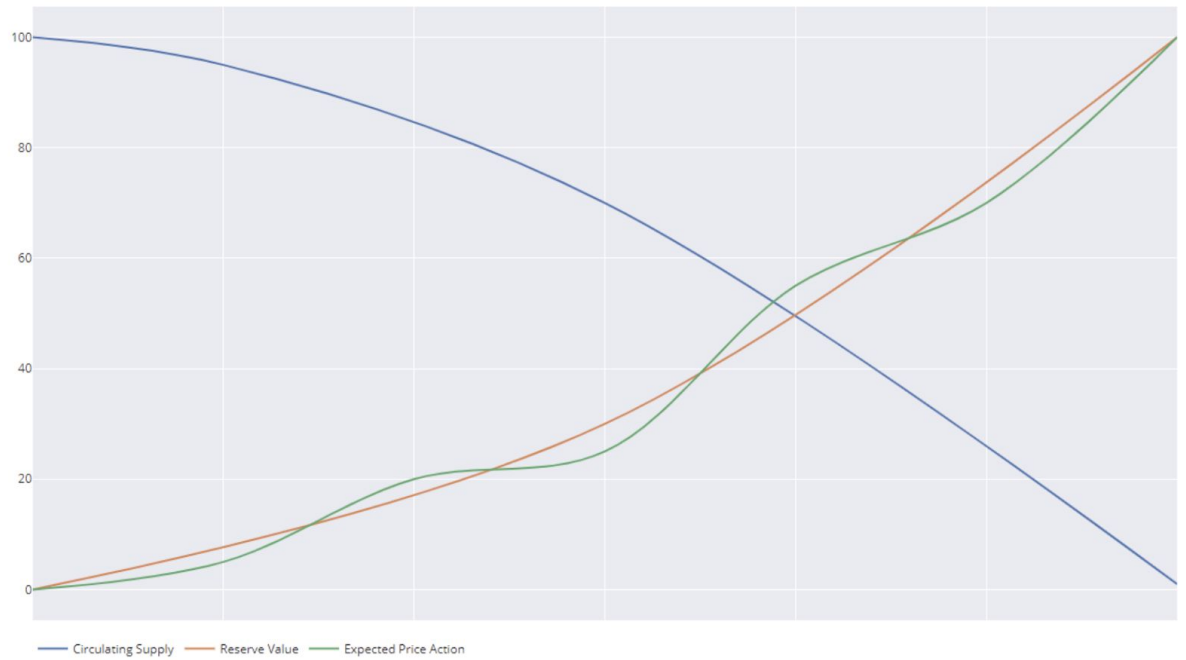
MARKET CAP	\$1,481,392.13 / 938.6236 ₿
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PAXG RESERVE BALANCE	85.60 PAXG
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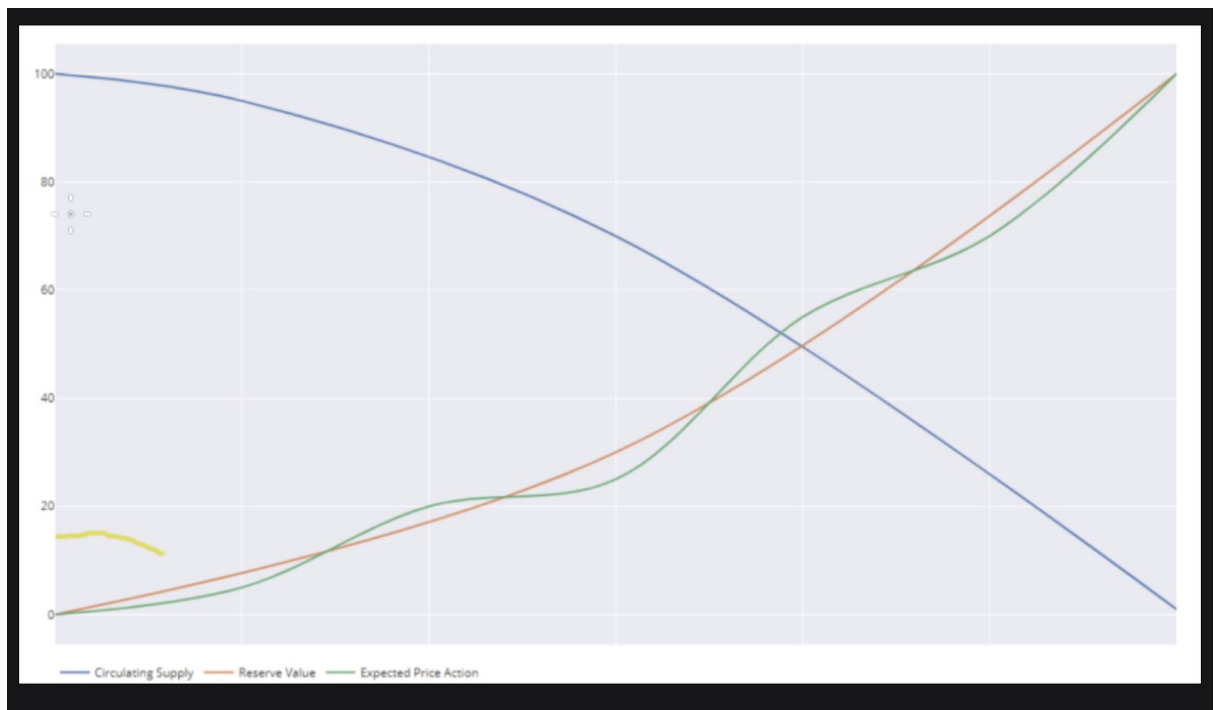


\$155,820.54 / 98.7293 ₿

MWG : Market cap to Reserve Balance Ratio was around 50 when MWG was trading around 4 USD



Instead of the expected price action (the above image) the current price action is going like this as represented in the image below by the yellow line.



Solution Proposal:

- The weightage of any new airdrop can be calculated by multiplying KEY indices of previously released assets by DefiLabs.

- Like for example to calculate the weightage for Metawhale AMPL airdrop
- A multiplier can be used where
 - Multiply the number of PRIA x Coefficient of NFT (minimum weightage of .01% can be assigned for all) x Number of MWG x Number of MetaWhale BTC
 - So if someone having 1000 PRIA and coefficient of NFT at 1% and 1000 Metawhale Gold and 300 Metawhale BTC will get a weightage of 300000000
 - Whereas some having 1000 PRIA and sold 1000 Metawhale Gold and NFT is also sold and 300 Metawhale BTC (not sold) means his weightage is $1000 \times 0.01 \times 300 = 3000$
- 1 Million coins can be a standard for all metawhales to compare between different metawhale. (instead of 1.3 in MWG and MWBTC)
- 99% of all the coins 990000 can be distributed to the previous holders, marketing team (based on their NFT) ,dev team (based on their NFT) as airdrop.
- This will ensure that more loyal people will get more holdings and mostly these loyal people may not sell
- 10000 coins (1%) can be all floated in UNIswap against minimal ether liquidity like 0.1 ETH (Model followed by drcglobal.org for their release) and the price can be discovered by the market slowly climbing upwards. Likely to follow the expected price action as the reserves grow slowly and steadily.
- BOTs wont be able to procure much on launch. (maximum bots can procure will be 1%)

References:

1. Drcglobal.org (The initial launch method)