

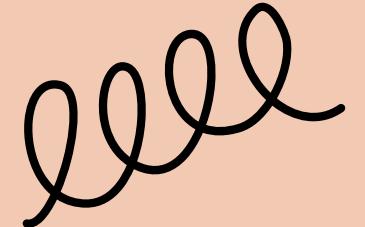


# PITCH DECK

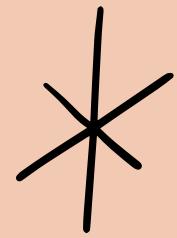
\$ TARS : THE MEME TOKEN WITH A  
CONSERVATION MISSION



Invest in Fun, Invest in  
Conservation.



# PROBLEM



## PROBLEM 1

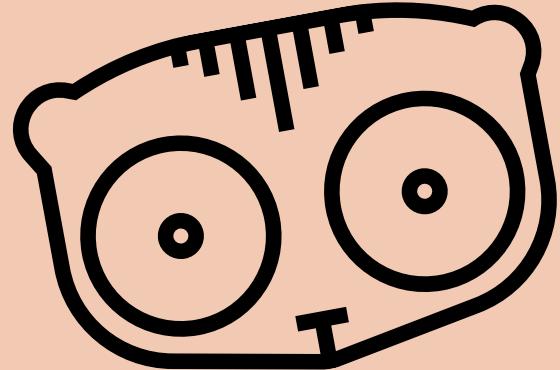
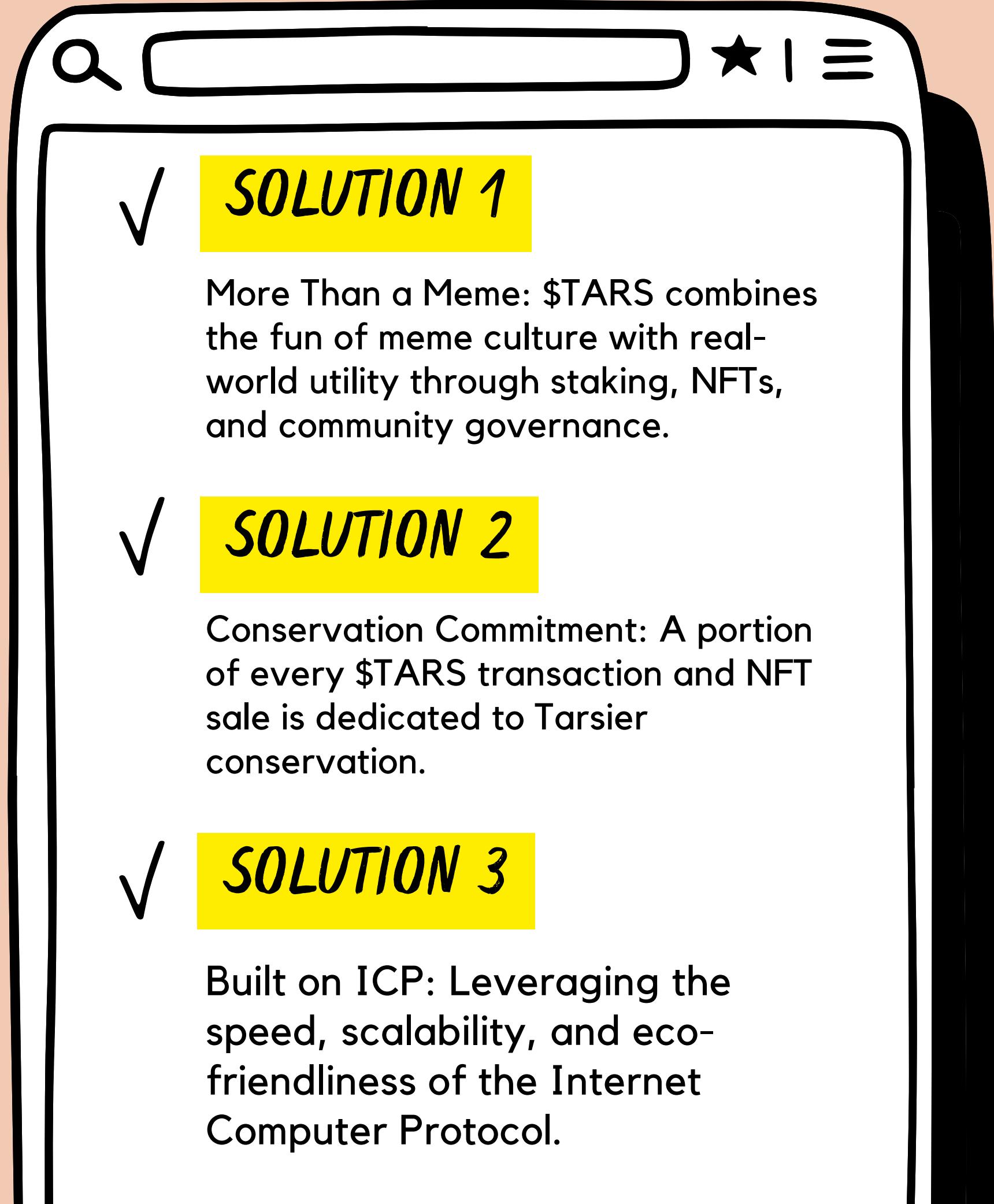
Meme Tokens Lack Purpose: Most meme tokens offer little utility beyond speculation.

## PROBLEM 2

Environmental Concerns: Traditional cryptocurrencies have a significant environmental impact.

## PROBLEM 3

Conservation Needs Funding: Protecting endangered species like the Philippine Tarsier requires sustainable financial support.



## TARSIER TOKEN

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Every meme, every trade, and every tarsier saved brings us closer to our goal.

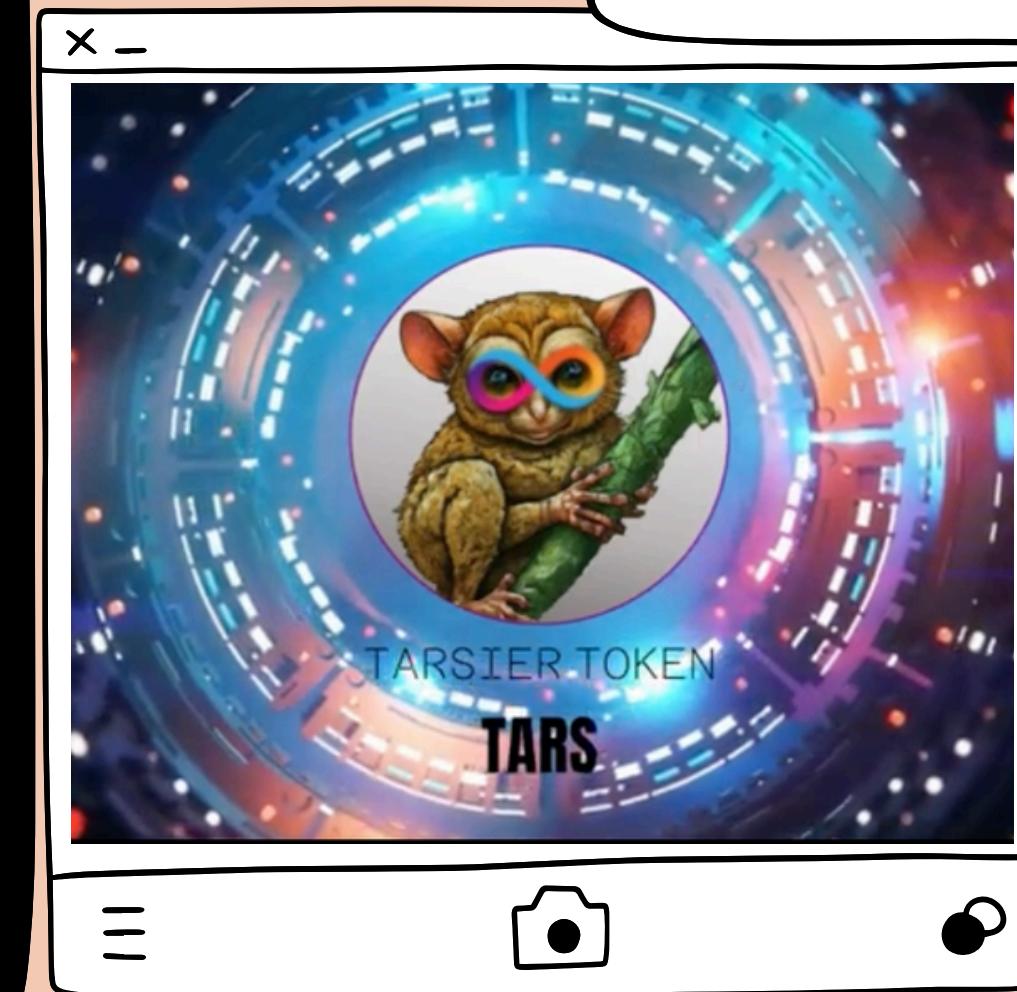


# MARKET OPPORTUNITY

**Growing Meme Token Market:** Meme tokens have exploded in popularity, attracting a vast and passionate community.

**Increasing Interest in Conservation:** Consumers are increasingly conscious of environmental issues and want to support brands with a social impact.

**ICP Ecosystem Growth:** The ICP blockchain is gaining traction, providing a fertile ground for innovative projects like \$TARS.



# \$TARS FEATURES



- COMMUNITY GOVERNANCE:** \$TARS holders have a say in the project's future through decentralized decision-making.
- UNIQUE NFTS:** Tarsier-themed NFTs with utility and collectability.
- STAKING REWARDS:** Earn passive income by holding and staking \$TARS.
- PARTNERSHIPS:** Collaborations with conservation organizations and other projects in the ICP ecosystem.
- EXCITING ROADMAP:** Continuous development and innovation to add value and utility to the \$TARS ecosystem.

# THE TEAM

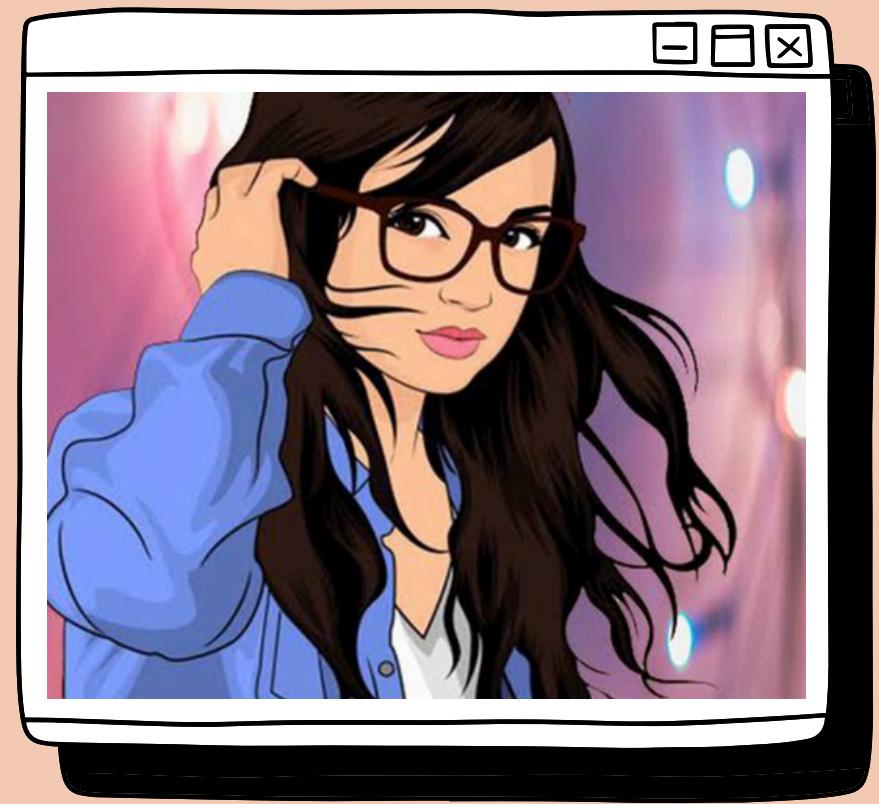
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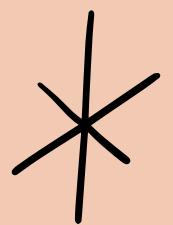
**Mhok Serob**  
Founder



**Rod Runner**  
Co-Founder

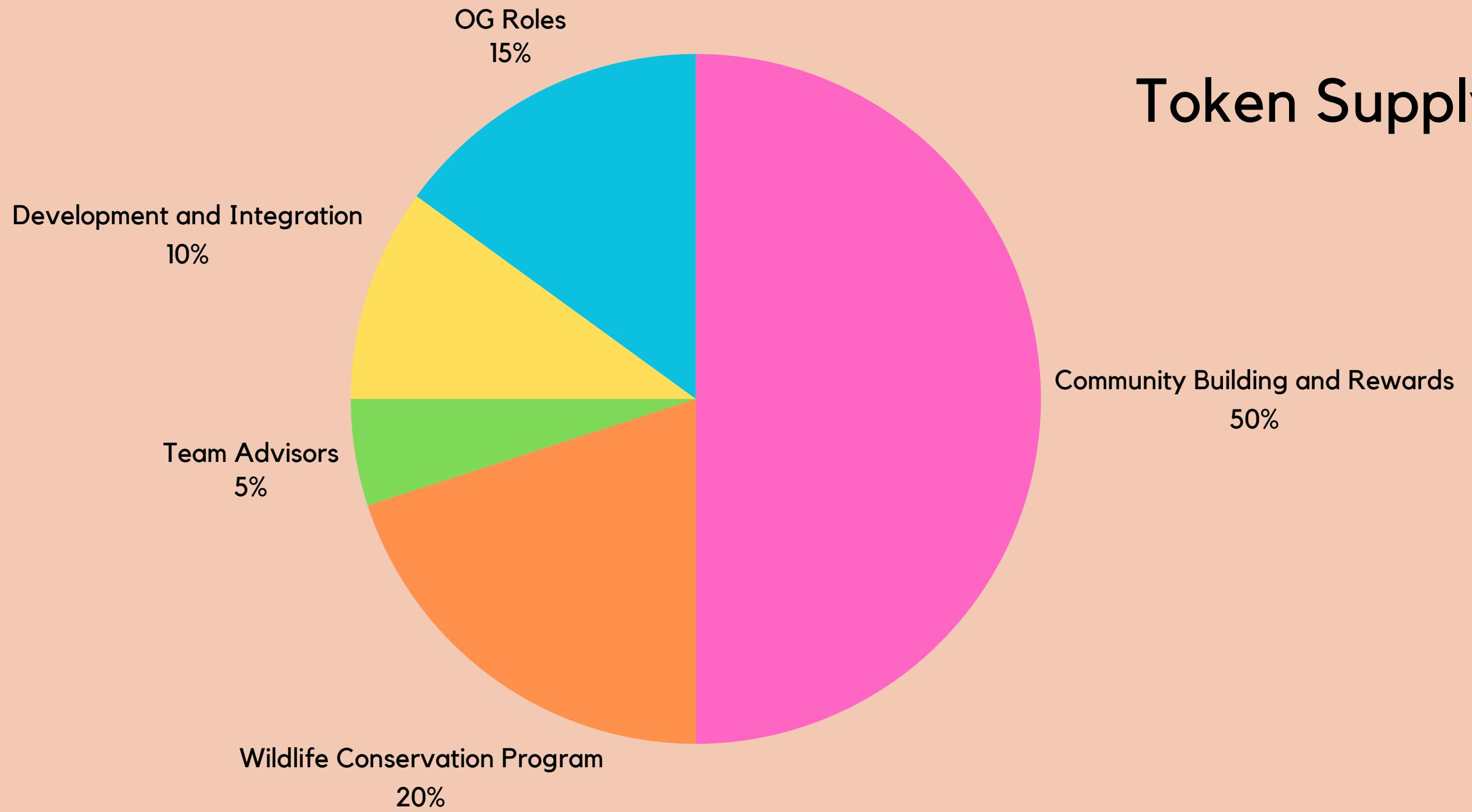


**Jen Khai**  
Co-Founder



# TOKENOMICS

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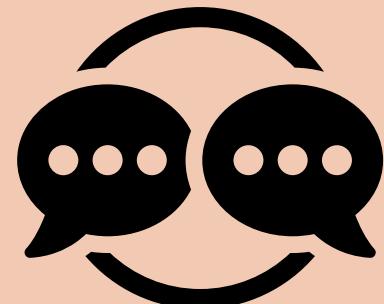
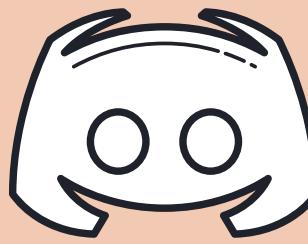
Token Supply : 990 Billion TARS



While we're proud of our early progress, we're even more excited about the future. We're committed to building a strong and passionate community, raising awareness about the Philippine Tarsier, and creating a meme token with real-world utility. Join us on this journey!

## TRACTION & MILESTONE

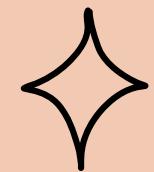
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## Phase1 : Pre-Launch Registration (Days 1-3)

- Create a dedicated registration portal on the Tarsier Token website.
- Participants need to engage join discord, twitterX and Telegram using links and Zealy
- Provide a short questionnaire to ensure genuine interest (e.g., "Why do you love Tarsier?").
- Implement a "Tarsier Quiz" where participants answer fun trivia questions about Tarsier. Higher scores earn additional Tarsier tokens.



# AIRDROP MECHANISM

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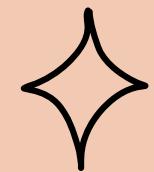
## Phase 1

Target : July 2024



## Phase2 : Initial Air Drop (Day 4)

- Distribute 1000 Tarsier to each of the 10,000 whitelisted wallet addresses.
- Conduct the distribution via smart contracts to ensure transparency and security.
- Encourage recipients to share their Air Drop on social media with hashtags like #TarsierToken and #TarsierLovers. Reward participants with an additional 100 Tarsier for each verified social media post.
- Introduce a "Most Creative Post" contest, awarding the top 10 posts with 1000 Tarsier each.



# AIRDROP MECHANISM

## Phase 2

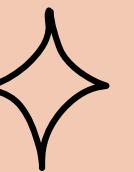
Target : July 2024





## Phase3 : Community Engagement (Weeks 2-4)

- Launch a referral program where existing Tarsier holders can refer friends to sign up for the Air Drop. Both the referrer and the referee receive 20 Tarsier each upon successful registration and verification.
- Organize community events such as online quizzes, meme contests, and Tarsier-themed photo competitions. Reward winners with varying amounts of Tarsier (e.g., 1000, 2000, and 3000 Tarsier for top three winners).
- Introduce a "Tarsier Token Ambassador" program, where active community members can earn monthly rewards for promoting Tarsier Token.

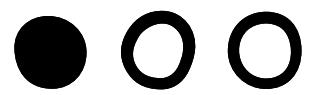


# AIRDROP MECHANISM

## Phase 3

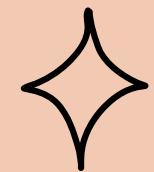
Target : July - Aug 2024





## Phase4 : Strategic Partnerships (Months 2-3)

- Partner with wildlife conservation program to distribute Tarsier to their active member. Offer a bonus Air Drop of 100 Tarsier to member who make using Tarsier.
- Collaborate with influencers and content creators in the crypto space. Conduct joint giveaways and Air Drops through their platforms to reach a broader audience.
- Organize live events and AMA (Ask Me Anything) sessions with influencers to engage their followers.



# AIRDROP MECHANISM

## Phase 4

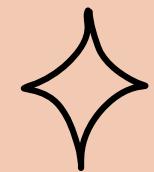
Target : Aug - Sept 2024





## Phase4 : Continuous Engagement (Months 4-6)

- Introduce a staking mechanism where users can stake their Tarsier tokens and earn rewards. Allocate a portion of the Air Drop pool (500,000 Tarsier) for staking rewards over six months.
- Collect feedback from the community on the Air Drop process. Make iterative improvements to the Air Drop mechanism based on community suggestions and engagement levels.
- Introduce quarterly community feedback sessions with rewards for participants who provide valuable insights.



# AIRDROP MECHANISM

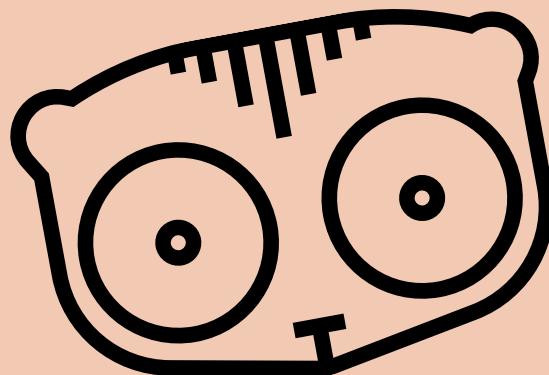
## Phase 5

Target : Oct 2024 -  
2025 onwards



# CALL TO ACTION

Invest in \$TARS:  
Become part of a  
unique project that  
combines fun and  
conservation.



Join the Community:  
Join our passionate  
community and help  
shape the future of  
\$TARS.

Partner with Us:  
If you're a  
conservation  
organization or project  
in the ICP ecosystem,  
let's explore potential  
collaborations.

Well

THANK YOU  
AND  
FOLLOW US

