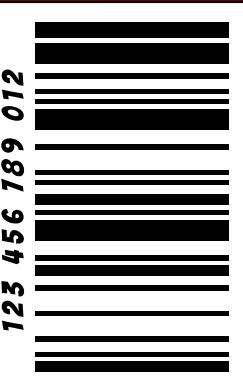


RATSDAO

WHITE PAPER



WATCH NOW



DISCLAIMER



This document is for general information purposes only. It does not constitute investment advice, recommendation or solicitation to buy or sell any investment, currency or asset stated within this document. This document should also not be used in the evaluation of the merits of making an investment decision. It should not be relied upon for accounting, legal or tax advice or investment recommendation. Instead, this document reflects the current opinions of the authors and is not made on behalf of its affiliates. It also does not necessarily represent the opinions of RATSDAO, its affiliates or individuals associated with RATSDAO. The opinions reflected herein are subject to change without notice or being updated. The reproduction of this document, without prior written consent from RATSDAO is strictly prohibited

OVERVIEW

RATSDAO is the world's largest Decentralized Meme Investment Organization. The official RATSDAO protocol incorporates different strategies to incentivize Meme token staking to fund the battle against centralisation.

RATSDAO is a decentralized platform that connects investors and startups directly on the blockchain by introducing innovative fundraising solutions to the startup ecosystem. Users can effortlessly create and support new startups across all borders, and participate in transparent, flexible, and fair financing rounds regardless of their economic background.

THE PROBLEM

The startup investment industry is largely lead by Venture capitalists and institutional investors. They leverage their capital, network, connections, their experience as well as their brand. By making successful deals and establishing their name in a given industry means they are able to negotiate better investment conditions to make a substantial ROI. The majority of those deals are conducted in a closed and private environment.

Retail investors don't typically have access to these kinds of deals. From coinbase seed round to IPO there was a 5000% ROI. Insane.

In both traditional equity markets and crypto, by the time of public listing, VC's have already made a substantial investment and token unlock schedules often deter smaller investors. Recently, retail investors are more attracted to a democratic funding method, some Startups have considered the "Fairlaunch" funding method for that reason.

However, Fair Launch is not a practical method to release a token, let alone fund a business. It's unreasonable to expect adoption from mass retail investors and for them to provide not only funding but also connections and marketing, a core part of what VCs provide today which is often worth just as much as capital to a project.

Now more than ever, a democratic and practical startup investment approach is demanded, to bring more competitiveness and innovation to startup industry.

HOW WILL RATSDAO SOLVE THIS PROBLEM?

Our solution at RATSDAO is to create an open and inclusive competitive environment - **the Decentralized Venture Capital concept**.

RATSDAO offers retail investors preferential investment conditions depending on their investment performance recorded on the blockchain. Recorded investments are not editable, as all negotiations are all on-chain. RATSDAO investors can brand themselves as Decentralized Venture Capitalists and much like traditional VCs do today, they can negotiate more favorable investment terms.

RATSDAO aims to change the structure of shady behind-closed-door investment deals to an open and more competitive deal structure that takes place on the blockchain. This will drastically shake up the startup industry.

PROVIDED FUNCTIONS FOR STARTUPS

To bring more competitiveness to RATSDAO, we provide a highly functional and comprehensive financial product creation platform. This platform enables anyone to seamlessly and effortlessly create new products in financial markets across all borders, regardless of its status as a crypto startup or non-crypto startup. No coding knowledge is required - easily build new financial products that have real demand.

DAO – IT'S FEATURE



REDUCED FOUNDER LIABILITY

By decentralizing project ownership, founders and core team members retain less legal liability and have a more open framework to experiment with. This also alleviates the security risk of centralized keyholders.



ALIGNED TOKEN HOLDER INTERESTS

Token holders benefit immediately from their good behavior, as their participation positively impacts the value of their investments.



EASE OF CONTRIBUTION

Governance rights make it straightforward for any tokenholder to contribute meaningfully to the project they support. No on-boarding or firewall to keep out would-be contributors!



EQUITY RETAINED FROM INITIAL RAISE

Ownership of capital raised, pre-launch or otherwise, can be attributed to token holders. This eliminates the possibility of founders running off with the cash.

HOW DOES DAO WORK

The rules of the DAO are established by a core team of community members through the use of smart contracts. These smart contracts lay out the foundational framework by which the DAO is to operate. They are highly visible, verifiable, and publicly auditable so any potential member can fully understand how the protocol is to function at every step.

Once these rules are formally written onto the blockchain, the next step is around funding: the DAO needs to figure out how to receive funding and how to bestow governance.

This is typically achieved through token issuance, by which the protocol sells tokens to raise funds and fill the DAO treasury.

In return for their fiat, token holders are given certain voting rights, usually proportional to their holdings. Once funding is completed, the DAO is ready for deployment.

At this point, once the code is pushed into production, it can no longer be changed by any other means other than a consensus reached through member voting. That is, no special authority can modify the rules of the DAO; it is entirely up to the community of token holders to decide.

MARKETING STRATEGIES

Our marketing strategy is simple. Our goal is to focus on reaching crypto-natives as we believe that they will be the easiest audience to introduce into the RATSCOIN ecosystem. We'll do this by rolling out various marketing campaigns, with tactics that will involve organic community participation, key opinion leader collaboration, brand-to-brand leveraging and strategic partnerships with similar projects. As we're currently operating in an extremely raw market, it's difficult to stand out when a new project with immense hype appears every week. Because of this, we're opting to take the slow and steady approach to building our brand in a simple yet effective way. We believe that this will yield the most results in the long term, which will help us build something sustainable. The backbone of all marketing strategies is the story and messaging. We've been actively trying to simplify what our project is all about so that it's easier for new investors to understand. We believe that this will create less friction when it comes to onboarding new users, thus contributing to growing the protocol effectively. On top of that, we're also looking to educate new markets around the opportunities presented by the Meme in an attempt to morph RATSDAO into an omnipresent brand throughout the Meme's maturation phase. When it comes to execution, we will be looking to distribute our message across various channels of communication including, well established Meme-focused communities, influencers, brand advocacy and strategic partnerships. We're also working on creating a brand new website to make it easier for visitors to understand exactly what we do and what we stand for. Our staking platform, Launchpad, IDO websites will all be revamped and we will even be creating a knowledge base, with the help from our community moderators, to make it easier for our community to find solutions to their problems without having to ask for help. Finally, we're also currently developing an internal KPI management system that will help us accurately determine whether our efforts are yielding results or not. Once this has been put into place, we will be able to refine and optimize our growth strategies and focus directly on what performs the best for us.

TOKENOMICS

PRESALE: 28.5%

LIQUIDITY POOL: 13.8%

TEAM VESTING: 27.7%

- 10,000,000 - 30% each 730 days - TGE 4% - 2022.07.20 19:57
- 5,073,501.4845 - 10% each 35 days - TGE 10% - 2022.07.31 19:49
- 12,700,000 - 30% each 270 days TGE 10% - 2022.07.31 20:01

LOCKED: 17.3%

- 5,000,000 RATSDAO - 2022.08.18 20:05
- 12,300,000 RATSDAO - 2022.11.15 20:04



- ROADMAP -

STEP 01

Prelaunch marketing (Telegram, twitter, Tiktok ...)

Main Asian + global BSC marketing

Community mini game, contest.

IDO on PinkSale

Pancakeswap listing

STEP 02

1000 holders

Apply CMC and CGK

Heavy post-launch marketing

Become well-known community

token in BSC space.

STEP 03

3000 holders

CMC and CGK listing

Expand more Partnerships

Apply medium centralized exchanges
(CEX) (in discussion with Lbank,
Bkex, Cointiger)

STEP 04

5000 holders

CEX listing

DAO voting

Update Roadmap

CONCLUSION

The purpose of this paper was to introduce the reader to the Meme world, its unique opportunities, its greatest risks and finally, how we intend on combating them. On top of that, we also wanted to explain to the reader why we believe the Meme world to be one of the greatest investment vehicles ever and detail exactly how we intend on capitalizing on it. Throughout this paper, we believe that we have covered all of these points sufficiently and in necessary detail. We would however like to finish by saying that while we understand that our ecosystem of solutions will undoubtedly require continuous improvement and innovation, we truly believe that our current offering of products and services presents adequate, genuine and unique answers that will ensure that the Meme world can reach its full potential and that the RATSDAO protocol and its most important stakeholders can profit accordingly. Our staking strategies help us lower the barrier to entry for Meme world investment by enabling investors to access investment opportunities that would otherwise be out of reach. Not only does this contribute to making the Meme world more representative and decentralized, but it will also unlock oceans of capital that would otherwise not be available. Our play-to-earn games provide interactive and immersive mediums for interacting with the RATSDAO protocol to help keep our community engaged, while also introducing new earning mechanics for our most loyal users to take advantage of. Our Events and Ventures operations will ensure that RATSDAO can become one of the most omnipresent brands throughout the RATSDAO as they enable us to capitalize on the business-to-business markets. Finally, our Democratic Decentralized Autonomous Organization redefines the way that we facilitate collaboration between like-minded strangers all around the world in the most secure, transparent and economically equitable way possible. Together, we believe that our ecosystem combines to make RATSDAO the most sound, sophisticated and whole Meme world investment ecosystem throughout the entire industry. We will continue raising the bar, setting higher standards and contributing to Meme's widespread growth and adoption.

Thank you for taking the time to read this document!

