

The PIKA TOKEN PROJECT

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Problem Statement:

In the United States, there exists a visible gap regarding technological and financial education in underrepresented communities. The educational gap is present in the public-school systems in areas considered socioeconomically disadvantaged and extends to adults employed full or part-time from the identified population. In addition, roughly 38% of employers fail to provide financial education or strategies on managing personal finance or investments.

Additionally, most public-school systems fail to provide basic information regarding personal finance or navigating the financial system when entering adulthood and the workforce.

Educational gaps are further evident in emerging technologies taught in public schools, such as the lack of courses covering blockchain technology, coding fundamentals, the purpose, and how decentralized currencies shape our current financial atmosphere. Typically, classes teaching blockchain technology or finance are limited to the university level and only seen in a few schools throughout the nation, primarily located in affluent communities.

Research has demonstrated that children who grew up in impoverished communities are at a higher risk of imprisonment, teenage pregnancy, drug abuse, participate in drug sales, and are more likely to experience early mortality.

However, it is noted that youth and adolescents who attended free programs that provided educational workshops in the same type of communities were better prepared for adulthood, attended Ivy League schools, and strayed from the cyclic cycle of risks associated with impoverishment.

In populations termed unrepresented, the primary focus is the essential means of survival, such as food, housing, and necessary items needed for subsistence. Venture capital is not the primary focus, which stems back to economic disadvantages within these specific communities, thus creating a system of exclusion and limiting the ability to build financial or familial equity.

Poverty and low income create a significant limitation and prevent participation in wealth-generating activities such as 401K retirement funds, IRAs, traditional stock market trading, the cryptocurrency market, or real estate purchases.

Advise The Internet of Things:

Our society's most popular form of financial advice currently stems from the internet through social media posts, Telegram groups, Reddit boards, YouTube videos, or shorts posted on TikTok. Unfortunately, most of the financial advice given to novices or the uninformed are baseless claims of exponential gains from recently discovered stocks or newly created cryptocurrencies. Moreover, the limited availability of educational resources covering financial concepts or basic economics highlights gaps and reoccurring systematic flaws in the investment world and educational systems.

There are groups of individuals or online communities with common interests, and the sole concern of elevating each other out of poverty does exist on the web. One prime example would be the Dogecoin community or the subreddit Wall Street Bets (WSB). The community members of both mentioned parties employ a community-based mentality through encouragement and sharing public knowledge within the groups, which has changed the way the financial system operates. Research has shown that communicating knowledge about basic financial concepts on public forums can disrupt the single-class system that pulls strings in the stock market, finance, and cryptocurrencies, which is transforming the decentralized community.

However, the same ideas used by WSB and groups using similar information-sharing methods have unknowingly created an underbelly of nefarious players. Knowledge-sharing and the popularity of the concepts created by communities like Dogecoin and WSB have motivated groups whose purpose is sole monetary gain. Unfortunately, they do not do only good every day. As a result, individuals and groups can easily subvert and create popular message boards to misinform individuals about newly generated cryptocurrencies or other investment opportunities.

Various methods target those unaware or uninformed about financial opportunities, cryptocurrencies, or blockchain technologies. As a result, individuals able to participate in investment opportunities in both lower-class or middle-class communities looking to escape the chains of poverty are often misled due to limited knowledge about evolving market trends or are deceived by pyramid schemes, or fall into traps through promises of high returns.

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As discussed, groups or individuals out for sole monetary gain use targeted marketing through social media, which focuses on fundamental principles seen in neurology, and psychology, which targets the limbic system or better known as the reward system.

FOMO Genesis:

Let us Briefly discuss what "Fear of Missing Out" (FOMO) is and where the term originates. Our most basic perceptions, the archaic and embedded instinctual reaction, the innate, and the learned behaviors have shaped our survival instincts as a species. In etymology, the term "FOMO," first coined by market strategist Dan Herman in his paper "Fear of Missing Out," has evolved into what is now known as cyber-linguistics or cyber-language. FOMO or behaviors associated with the phrase have become omnipresent and are a part of internet culture. Although, the fear of missing out has always been present in the human species and is not a newly discovered concept. Researchers have projected that around 70 percent of all adults in Westernized countries suffer from fear of missing out, which creates emotions and feelings that something is happening. Humans have an instinctual need to be a part of something, and when we as species are not a part of current trends, the fear of missing out develops, which creates behavioral changes. The concept of fear and missing out can be tied back to the basic principles of the instinctive and absorbed behaviors passed down from our ancestors and are engrained in the human brain and tied to the reward center.

Our Brains:

The limbic system is a complex network of cells found in regions in the mammalian brain, including the cortical-basal ganglia circuit at the heart of the reward system. These critical structures in the neural network are the anterior cingulate cortex, the orbital prefrontal cortex, the ventral striatum, the ventral pallidum, and the midbrain dopamine neurons. More importantly, the reward pathway in the brain called the mesolimbic dopamine system controls responses to natural rewards, such as food, sex, and social interactions. Activation of the path tells the individual to repeat specific actions that justify rewarding acts.

Scholars have identified that social media posts, YouTube videos, TikTok videos, and unverified articles found on blogs can initiate the reward pathways, just like gambling and substance

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addiction. Social media can cause fear of missing out and is the primary target of groups who wish to generate traffic and gain views regarding investment opportunities or services. When users get a social media notification, the brain sends a chemical messenger (dopamine) along a reward pathway; users feel good or, on the opposite spectrum, depressed due to the lack of digital interactions. The concepts of using the mesolimbic system to entice new investors to newly created crypto tokens on the Ethereum and Binance blockchain have become the newest threat to the decentralized community, which creates fear, uncertainty, and doubt about the use of decentralized finance.

The constant FOMO and investing into projects that encourage the limbic system to activate, and when these projects fail to fruition, slowly progresses into what will be termed as the alpha stages of fear, uncertainty, and doubt (FUD).

The alpha stage of FUD in terms of finance is created by multiple unsuccessful investments that have stemmed from FOMO. A percentage of individuals who have invested in high supply tokens on the Ethereum, Binance blockchains, or stocks, which have never seen their investments yield the returns the social media posts promised, begin to develop fear due to losses on their investments. After numerous attempts and unsuccessful ventures with crypto projects, the user becomes suspicious about the decentralized space and atmosphere. Additionally, FUD starts to produce negativity towards the defi space based on experience, and through social media posts discussing similar experiences from other users, confirmation bias begins to occur. When human beings are uncertain about results, the brain will start to develop after-effects. The typical course of uncertainty creates adverse outcomes, leading to feelings of anxiety, fear, and rage. Moreover, the effects of fear and uncertainty create emotions of anger, suggesting that anger promotes deeper information processing than fear itself, which is the main effect of coping.

The Unethical Defi Tactics and Crypto Scams:

Shifting the focus to the current environment of crypto tokens launched through the Ethereum and Binance blockchain and the ease of deploying smart contracts, roughly 50,000 new contracts are released daily. The figures are difficult to calculate based on the filtering system employed by the organizations that operate and run the blockchains. However, nearly half of all new smart

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contracts developed on both blockchains (BSC, ETH) are considered crypto-scams or rug pull operations.

Illegitimate smart contract deployers will coordinate with collaborative groups with similar interests of sole gain to promote new projects on various social media platforms. The early buyers in the rug pull operation will create illusionary spikes in prices to entice the uninformed. Scammers will make early buys, shift massive amounts of tokens to dummy wallets that indicate holders, and create a sense that the new tokens will generate high returns. Once the token hits a specific price, the scammer will sell off their holdings from the various dummy wallets, leaving unaware investors at a loss and holders are left with massive amounts of worthless tokens.

The unsavory tactics discussed are ever-present on various social media boards, yet cryptocurrency and token scams occur almost daily. Scammers in the defi space use manipulative posts to initiate the mesolimbic system, use similar names as other successful blockchain projects to convince unsuspecting investors, which targets the basics of human psychology.

The Pump and Dump:

The Pump and Dump (PND) is a fundamental psychological concept that targets the dopamine reward system creating FOMO. Social media users create posts to entice defi users that the next big thing has arrived. The operation is performed by individuals who use multiple social media accounts to perform shilling, pumping, and sub-groups that use similar tactics. Once the agreed target price is reached, the groups will begin to dump the selected cryptocurrency. Individuals will send signals to their groups that a new token has been released on either of the mentioned blockchains. These boards will then create social media posts under several pseudo accounts created using Virtual Private Networks (VPNs) to mask their true Internet Protocol Address (IP) and use burner applications to generate new or false phone numbers to create multiple accounts on platforms like Telegram. The practice leads unaware individuals to buy into the newly created smart contracts. Finally, the group dumps the crypto asset, leaving the holders with useless tokens with no purpose, creating more fear and uncertainty about decentralized finance.

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The classic operation of a pump and dump (PND) scheme is not necessarily a scam and is also seen in the stock market. However, it confuses interested parties, devastates legitimate projects on the blockchain, and creates uncertainty about defi.

Another scam seen in defi is cryptocurrency programs or clubs that offer new investors tiered packages for enrolling new members into their program. These operations are more sophisticated and use a multi-level marketing approach, which creates an illusionary promise that the more members registered by their investors, the higher returns they will see. Nevertheless, these operations will deploy a smart contract on an established blockchain, convince users to buy in, and never fulfill the original promise to unsuspecting participants.

The PKAT Project:

The purpose of the PKAT Project is to educate individuals about the cryptocurrency market, blockchain technologies, trends, and traps in the crypto sphere, address the wicked problems discovered from our research, and attempt to eradicate aspects of poverty. Additionally, protect users from defi scams, raise awareness of subconscious biases that contribute to harmful investments, and help preserve the original idea of decentralized finance.

Our hypothesis is to lessen the impact of poverty, wealth disparities, educational gaps and limit scams in the defi community by creating educational pathways and launch pads, with a specific focus on the advisement of blockchain technology, cryptocurrencies, use cases, smart contracts, and other aspects of decentralized digital platforms, such as decentralized applications.

Aims:

1. Create a blockchain project for children to learn and participate in the concepts of decentralized finance such as mining, trading, and saving digital currencies.
2. Host seminars, workshops, and virtual classes for adults and youth on blockchain technology and cryptocurrency fundamentals.

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3. Production of digital media, tutorials, podcasts, blogs, mobile applications, writing instructions, manuals for blockchain mining, developing instructional guidebooks, and interactive games with an educational aim.
4. Develop an ERC-20 project built on the Ethereum blockchain and scaled through web3 oracles using similar concepts utilized by Exchange Traded Funds (ETFs).
5. Encourage and enable future blockchain developers and assist interested individuals from all backgrounds, including those socioeconomically disadvantaged, to assist and guide the users through the many steps of developing web3 and blockchain projects.
6. Create a launchpad for artists to showcase artwork on the blockchain and assist with the development of digital artwork and deployment of Non-Fungible Tokens (NFTs)

Active Projects:

1. PIKA TOKEN (PKAT) ERC-20

We created a decentralized community experiment focused on elevation through shared knowledge and established a crypto project built on top of the Ethereum blockchain using a similar concept employed through traditional Exchange Traded Funds (ETFs). The main objective for the ERC-20 token PKAT is to enable and encourage project holders to create liquidity pools using the dynamic pairing system within the ETH network, to stake holdings using other ERC-20 tokens or stable coins through the creation of trading pairs. In addition, the concept will generate Liquidity Provider Tokens (LPs), which put the holder's original PKAT holdings back onto the Decentralized Exchanges (DEX) such as Uniswap for trading in exchange for the minted LP tokens, which generate interest. The decentralized exchange Uniswap issues liquidity provider tokens when pools are created, which is proof and a guarantee that the holder owns part of the liquidity and a part of the project. As attention grows and more holders create liquidity pools, the increase of available tokens is put back onto the decentralized exchange, allowing more interested parties to become holders of the

project. The LP tokens provided from Uniswap gain interest based on the percentage of liquidity provided and the amount of PKAT staked. Holding LP tokens gives holders total control over the share of the pool. Additionally, LP tokens are ERC-20 tokens, and they can be transferred, exchanged, and even staked on other protocols and are not limited to PIKA TOKEN. The idea is for our community of holders to develop a decentralized crypto retirement fund where users can borrow, lend, and generate interest for holding and trading the token on decentralized exchanges.

2. PIKA TOKEN Jr. (PIKA)

PIKA TOKEN (PIKA) is an independent blockchain hosted and ran by the PKAT team. The idea of PIKA was to create a simple blockchain, mining algorithm, and graphical user interface wallet for children to learn about the process of the 256 Secured Hashing Algorithm (SHA-256). The source code for PIKA was forked from Bitcoin and deployed on an independent node on a private server. The simplicity of the blockchain and the mining algorithm allows for low energy use and does not require special equipment or high-end personal computers. In addition, users who participate in mining are given 50 PIKA coins as a reward which can be traded and tracked using the PIKA TOKEN Jr. block explorer.

3. Stuffel Coin (STF)

Stuffel Coin is the brother of PIKA and operates on an independent node hosted by the PKAT team, has a graphical user interface wallet, a block explorer, and is a fork of the Litecoin blockchain. The Stuffel blockchain uses the Scrypt Algorithm. The Scrypt algorithm is a hash function that is an alternative to the more well-known SHA-256 hash function used by Bitcoin. Scrypt and SHA-256 are used as mining algorithms within the PIKA and STF protocols, respectively. Both operate within the proof-of-work consensus mechanism where a miner must find a nonce value (a variable selected by the miner). When a candidate block header is hashed, the resulting output is equal to or lower than the given target. The target is a measure of how difficult it is for a miner to produce a valid block; the lower the target value, the more difficult it will be for a miner to generate a valid block. The idea behind STF is to educate and teach children about the purpose of

blockchains, transactions, and technology. The significant difference between PIKA and STF is that Stuffel can be used on Microsoft, Mac OS, and Linux operating systems.

4. PIKA TOKEN Jr. Swap:

The Pika Token Jr. Swap is a part of the free mining applications designed to educate children about cryptocurrency transactions and developed to create a fun experience using PIKA and STF. The swap contains items such as toys, cards, games, and other appropriate items for kids. Items listed on the swap are located in an online store with a purchase price of 0.00, listed as untaxable, and indicates free shipping. However, in the description, the amount of Pika Token Jr. or Stuffel Coin will be revealed. Once a swap occurs, the store will send us an alert of the purchase. The amount will be sent to the Pika Token Jr. Master Wallet or the Stuffel Coin Master Wallet. Listers will be responsible for shipping costs, and all items listed will remain in the lister's possession until the swap transaction is confirmed. When a listed item has been claimed and PIKA or STF has been sent to the master wallets. The lister of the item will receive an email with shipping details, and once the item is confirmed and delivered, the respective amount PIKA or STF will be sent to the individual's address.

To create a secure and safe environment for the kids and families using our platform, order information such as name and addresses should only be included in the submission form. When a Pika Jr. swapper receives order information, names will not be included. Instead, all parcels being shipped should use Pika Jr. Swap in place of the recipient's name.

5. Baked NFTs:

Baked NFTs is a launchpad for artists to learn and deploy non-fungible tokens that contain digital artwork on the Binance Smart Chain. The website will host independent art from creators to increase visibility and bring awareness to their projects. The website

will also host NFTs created by the PKAT team and offer free tutorials for junior artists who wish to have their art uploaded to the BSC. In addition, a five percent portion of any revenue made will be redistributed from the NFT collection. It will be donated to the Lil Shark Foundation in association with One with the Water. We believe everyone should learn the lifesaving skill of swimming, particularly the most vulnerable members of our community.

6. The PIKA TOKEN Podcast:

The PKAT Podcast is a weekly show developed to discuss the current trends in cryptocurrency, provide education, suggest stable crypto projects based on research, and discuss the many trends seen in the defi atmosphere.

Projects Under Development:

1. Crypto Token Scams:

Crypto Token Scams or Crypto Scams is an online database and news website designed to educate the general public about the current dangers of the defi space. The goal is to inform defi users or anyone interested about online scams targeting cryptocurrency investors, inform users of the current pump and dump operations, scam tokens, and multi-level-marketing crypto scams. The PKAT team plans to partner with blockchain projects considered legitimate and have a purpose on the blockchain, other than going 1000x or to the moon. Partnerships with other developers will be for listing, collaboration, and educational purposes. We also plan on discussing the many terms used in the defi space to educate individuals or the cyber-linguistics used in the crypto sphere. The site will host a safelist of trusted and verified projects and a blacklist of projects to avoid.

2. PLAN9 (PLAN9)

The PLAN 9 token is a project on the Binance Smart Chain that is a deflationary token that redistributes 5% of tokens to those that hold. The project being developed was at the request of our community and voiced on our governance board. We felt that creating a utility token on the BSC with lower gas and transaction fees will allow those with limited assets to participate in a safe crypto project run by the PKAT project. In addition, 5% of the liquidity gained from PLAN 9, depending on the token market cap, will be re-invested into PKAT.

Concluding Statement:

These goals and aims we are striving to achieve will, in turn, allow more individuals to become knowledgeable, prepared for analyzing, critical analysis, investing, and integrating into the future of blockchain, and the decentralized financial atmosphere, governed by people, not the elite or governments. As developers and creators behind the scenes building and expanding aspects of PKAT, we felt that we want to allow current and future project holders to know and see what we are building. Our project is long-term multifaceted and implements transdisciplinary research. With that being said, our team is fully doxed, and so are the people who are working with us.

The removal of anonymity from ourselves shows that we are committed to this project and are completely transparent to our project holders by showing that we operate in the light, not the dark. Future goals and project aims are essential to our growth, and we are constantly updating our objectives and timelines. In addition, our team ensures PKAT community members are always aware of any adjustments through trust and transparency.

One of our top focus points is implementing educational programs, beginning in areas with the most significant social-economic disadvantages. We understand that disadvantaged communities are often unaware of evolving technology, financial markets, and decentralized technology due to systematic flaws. We also understand that there are essential underlying gaps within our educational institutions located in disadvantaged and impoverished socioeconomic communities.

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When communities termed disadvantage is compared to communities regarded as affluent and economically prosperous, significant gaps have been identified concerning financial and technological education.

Through the implementation of financial, economic, and fundamental education surrounding technology, the PKAT project can provide a tool that can be exercised to balance the scales for disadvantaged socioeconomic areas and assist in eliminating the means of control instituted by those whose sole focus is exploitation and sole monetary gain.

PIKA TOKEN (PKAT) and the PKAT project white paper is an evolutionary document that will evolve as our project evolves. References and citations used in the white paper can be requested from our team and were omitted in the final draft to consolidate the length of the document.

List of Applicable Websites:

1. pikatoken.com
2. pikatokenjr.com
3. stuffelcoin.org
4. pkat.io
5. stuffelwallet.com
6. bakednfts.com
7. plan9token.com
8. cryptotokenscams.com
9. pikatokenswap.org
10. pikatokenswap.com

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