

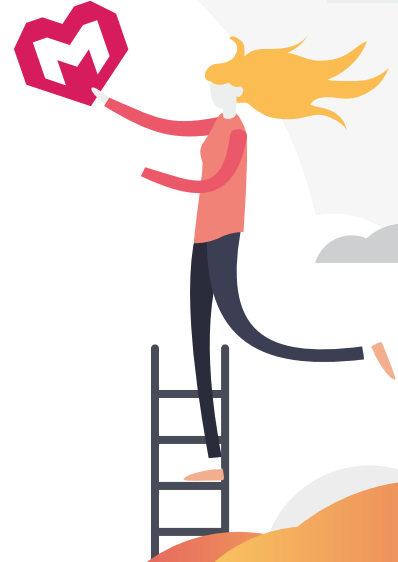
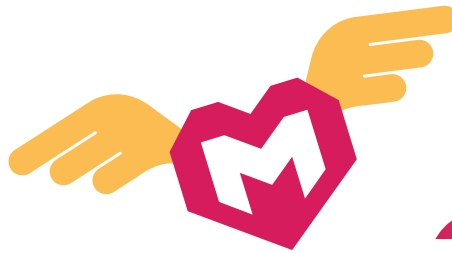


# MAD TOKEN



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## 1. Abstract

Welcome to Make A Difference Token, the first charity movement backed by a cryptocurrency.

Our goal is simple yet ambitious: to Make A Difference. This will not be just any difference, of course, but a positive impact to those people in our communities that need it most. We will do this in two ways.

First, by supporting charitable groups and individuals through donations, we will provide financial support to their valuable and ongoing operations. Second, by creating a vibrant and open community, we will make it easy and enjoyable for all people to Make A Difference in the world.

It's as simple as that, and together we'll be MAD.



## 2. Introduction

Some things just work. When a group of like-minded friends came together in a Telegram chat with an idea to make a difference, MAD was born. And so it was that we set our minds to utilizing the revolutionary new capacities of the world of crypto to help as many people as possible.

We live in a world where people go through the motions of their day like pinballs being bounced around by the torrents of life. Yet all the while, they hold a desire to do more and to be more. To make a positive difference in the world and give back to the community in a meaningful way. To pop the bubble of their own social circles and make an impactful and lasting change.

And so, when the founders of MAD came together, we each quickly recognized in each other the burning motivation to create a token that was way more than the standard pump-and-dump, zero-utility dud-coins. There was the potential for something great: a new way forward for charitable action.

We recognize the environment into which we are releasing this coin. Like you, we have seen many coins come and go, and many scams rise exponentially only to drop moments later. Unfortunately, some of these coins have marketed themselves as charity tokens and so we understand the issues of reliability and trust. At MAD

Token, we endeavor to set ourselves apart from these other projects by offering an unparalleled level of transparency. Each team member is fully doxxed on our website and our wallet addresses are posted for public auditing. We have not shied away from our personal stakes in MAD Token and provide these as a sign of our commitment to transparency, honesty, and trust, as well as our personal belief in the future of the currency.

The DeFi crypto space has shown enormous potential for its flexible functionality and its capacity to raise capital, potential which the charity sector is only starting to consider. By bringing people and charities together through the world-changing potential of crypto, we are able to Make A Difference.



### 3. Utility

MAD Token is a smart contract deployed on the Binance Smart Chain. It was released for presale on Friday, May 7, 2021, at 10:45 PM EST and sold out its 200 BNB presale allotment of 25 billion tokens in 5 minutes. It was then made available for trade on Pancake Swap with initial liquidity of 20 billion tokens.

The use case for MAD Tokens is three-fold: to donate to charities; as a form of exchange on our website and at MAD events; and as a store of value.

As we add functionality to our website, we will enable MAD to be used for direct donations to our partner charities. We hope to expand our outreach so that acceptance of MAD Tokens becomes standard across the charity space. We will execute on this plan through extensive partnerships with individual charities and by raising awareness of the utility of crypto as a vehicle for charitable donations. We are already making inroads with several charitable organizations and expect to deliver on these promises in the near future.

We will also be working with event organizers and promoters in order to plan and deliver events that will utilize MAD Tokens as payment for tickets, concessions, memorabilia, and any other products that would normally be bought with fiat currencies. We will be offering MAD merchandise on our website once we confirm that we comply with applicable regulations.

In addition, we will be adding an exchange and marketplace to our website that will utilize MAD as its primary unit of exchange. The exchange will allow the transaction of other cryptocurrencies in exchange for MAD, and the marketplace will host a variety of items including NFTs which will be bought using MAD Tokens. Revenue generated from this marketplace will be used for the same purposes as our charity wallet: donations, fundraisers, and the development of the MAD mission to Make A Difference in communities across the world.

Finally, as the crypto space continues to become broadly accepted and trusted across the globe, the holding of MAD Tokens will continue to be a store of value for its holders. Through our unique tokenomics, our holders can be assured that their tokens will continue growing.



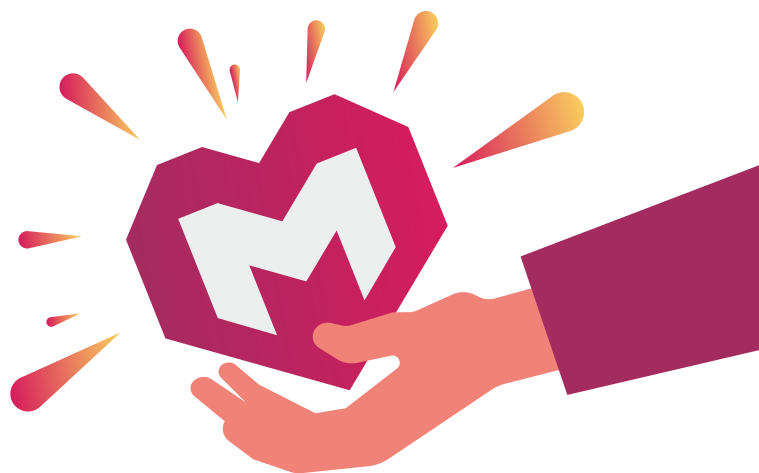
## 4. Charity

The decentralized structure of cryptocurrencies makes it a unique vehicle through which to enact charitable donations. Unlike fiat currencies, holders are able to donate across the globe without being affected by cross-border costs and high transaction fees. We are seeking to utilize these characteristics and bring them to the charity sector.

Unlike other charity tokens, we do not focus on a specific issue. This gives us the ability to be both versatile and laser-focused on causes that need assistance. We find charities that are in need of financial support and can benefit from the unique nature of cryptocurrency and provide them with direct donations as well as offering our assistance in expanding their usage and acceptance of non-traditional currencies. Our team is already in communication with

several charities establishing our relationships and discussing how they can receive and utilize our tokens. We have also opened dialogues with groups that specialize in educating charitable organizations on how to increase their donation streams by adopting the use of cryptocurrencies.

The charities to which we will donate will be decided by both our leadership team and the MAD Community. When specific causes require our immediate assistance we will be able to provide them with fast financial support. We will be responsive to our community and allow them to vote on specific issues and causes they wish to support financially.



## 5. Roadmap

### Phase I

- Disclose team's holdings and wallets
- Presale and DX sale
- Launch on Pancake Swap
- Donate to India COVID Relief
- AMA's
- First donations from charity wallet
- Community giveaways and contests
- CoinMarketCap, Blockfolio, and Coingecko
- Audit of token contract
- Advertising campaign
- Influencer marketing: donation streams
- Website refresh
- White paper

### Phase II

- Form a non-profit to permanently manage the charity wallet
- Ongoing donations
- Constant community events: giveaways, contests, etc.
- Listings on additional exchanges
- NFTs
- Community charity voting

### Phase III

- Tax-deductible donations to the charity wallet
- Daily Staking Lottery for holders
- Build a trusted secure charity wallet
- Buy MAD Token without having to jump through hoops with USD
- Partner with cities to host fundraisers



## 6. MADex - Decentralized Exchange and NFT Marketplace:

As part of our expansive donations platform, the MAD team is also working on MADex: our own exchange hosted on our website.

MADex will allow for the trade of cryptocurrencies to MAD Tokens directly on our website through Walletconnect or Metamask.

Beyond being an exchange, MADex will have two additional features creating further utility for MAD Tokens.

It will support the purchasing of NFT Collectibles, including personalized

MADvatars that can be used in the virtual space. NFTs are becoming a recognised asset and interest in them only continues to grow.

MADex will also allow the holders of MAD Tokens to enter a staking lottery. This lottery will allow holders of MAD Tokens to deposit their coins into a centralised pool. At regular intervals, the tokenomic reflection accumulated by this pool will be awarded to a randomly chosen holder. All lottery participants' coins that were staked as part of the lottery are able to be withdrawn at any time.

As part of the development of MADex, there will be three development phases:

### Phase I

- Scope gathering and proof of concept
- Storyboard preparation
- Design mockups and HTML
- Conversion
- Administrative settings
- Design phase completion
- Token creation
- Implementation of major features

### Phase II

- Smart contract deployment
- Client demo/beta
- Testing

### Phase III

- Full deployment of contract and environment
- Wallet integration
- Live testing
- Full delivery and implementation of source code on MADtoken.org

### MADEX Features:

- Supports trade directly on the MADtoken website
- Exchange crypto for MAD through Walletconnect or MetaMask
- Create liquidity to support transactions
- Farms to add to yield, encourage holding, and increase exposure to market fluctuations
- Staking lottery that gives participants the chance to gain more through the transactional reflection
- NFT Collectibles (including personalized MADvatars that can be used in virtual fundraisers)
- Voting for donation targets and other decisions
- Create, sell, and collect digital art on a secured blockchain

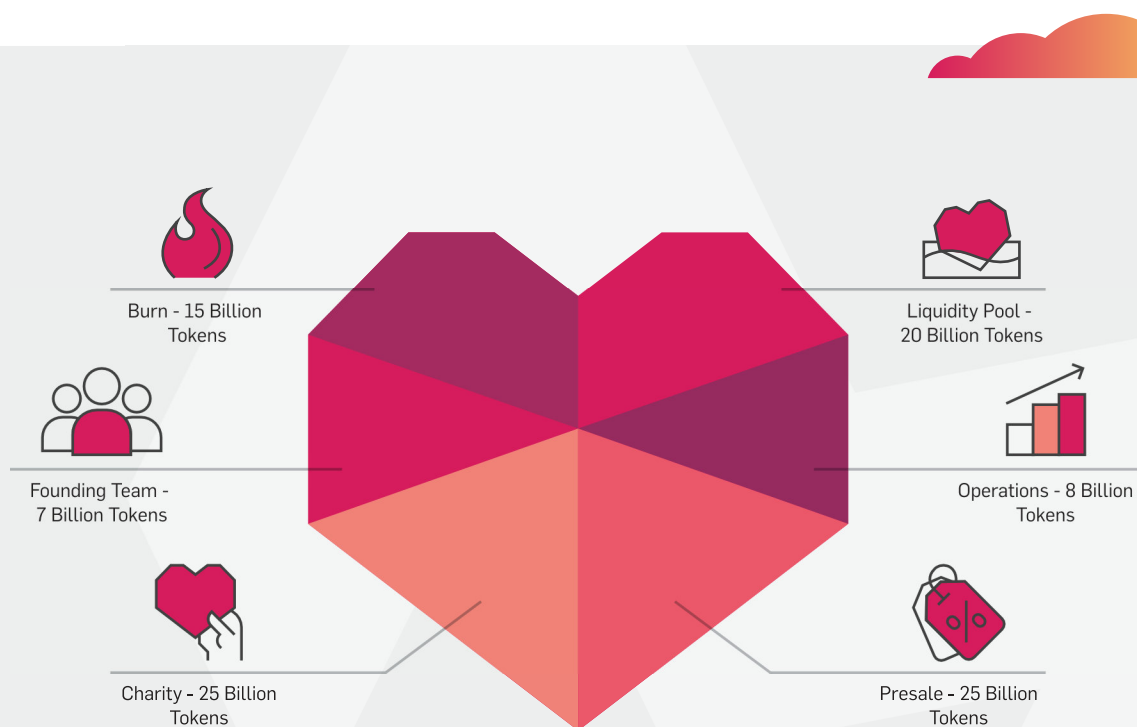
### Timeline and pricing (estimated in USD) total \$32,000:

- Exchange platform: \$10,000
- NFT development: \$18,000
- Donation system: \$2,000
- Other costs including project management and payment gateway integration: \$2,000



# 7. Tokenomics

Our tokenomics are based on an innovative system that rewards both charities and holders while ensuring the continued longevity of MAD Token.



Each transaction has an 8% fee: 4% goes directly to the charity wallet, 2% is added to the liquidity pool, and 2% is proportionally reflected back to all holders to the amount of MAD in their wallets. The proportional transaction reflection discourages selling by allowing holders to accumulate more MAD simply by keeping it in their wallets, and also creates a deflationary pressure on the price as the 15 billion burned tokens are included in the reflection

The charity wallet is and will remain the largest holder. Charity outreach includes direct partnerships as well as donations. We are excited to work with our partners to put on fundraisers and other events, as well as provide targeted donations to support

humanitarian missions across the world. We will be proactive in finding organizations that are in need and will adapt to crises as they arise.

The founders of MAD Token are committed to ensuring the continuing value of the token for all of its holders. Transactions from the charity and expense wallet are timed in order to minimize negative impact on the price and discourage dumping of the token. As MAD grows, so will these strategies. Holders can be assured that their financial interests in MAD Token are protected by a talented team that is committed to the longevity and stability of the token's price.





## 8. How We Work

We recognize that the nature of decentralized finance has created the potential for scams and rug-pulls to occur. That is why we have chosen to be transparent about the way MAD Token operates.

As seen in our Tokenomics, 25% of total supply is initially allocated to the Charity wallet. The Charity wallet is to be solely distributed to charitable organizations and causes. We plan to develop a DApp to allow the MAD Token community to vote on how charity wallet funds are donated. Additionally, we are developing a function for our site that will allow users to donate MAD directly to the partnered charities of their choosing.

At launch, the MAD Token Operational Expense wallet held 8% of total supply. The funds in that wallet are to be used to assist in the expansion of MAD. These expenses include legal fees and business expenses, marketing, giveaways, contests, and community events.

Distributing funds from the Charity or OpEx wallets requires multi-signature authorization, which provides an extra level of security and ensures that funds are not able to be misappropriated. A minimum of 4 signatures from the 7 founders are required before the tokens are able to be transacted out of the Gnosis wallet in which they are kept. The addresses of both wallets as well as those belonging to the founders are available on MAD Token's official website.

Each founder has a 1% share in the initial distribution of the tokens, and we do not shy away from disclosing this. As noted above, all of those wallets are publicly listed on each founder's section on the website, along with their social media links. We hope that by disclosing this information our holders will trust that we are committed to the longevity and sustainability of this project.



## 9. Our Team



**Nivedith Renga**  
Chief Executive Officer



**Jack Fernon**  
Director of Charity Partnerships



**Alex Zim**  
Chief Financial Officer



**Amos Toland**  
Director of Branding and Creativity



**Kyle Tang**  
Director of Strategy



**Coady Careen**  
Chief Technology Officer



**Alexis Serafin**  
Director of Marketing and Sales



**Mark Williams**  
Chief Operating Officer



## 10. Disclaimers

What is laid out in this document is current as of May 16, 2021. It is subject to change at any time without notice. While MAD wishes to maintain a maximal level of transparency, we are unable to instantaneously update every holder whenever material changes are made to our operational model. As stated in this document, the team is committed to this project and will take every reasonable effort to guarantee its continued success.

We are not responsible for any financial losses incurred by any persons due to investing in MAD Token. All investment should be made prudently and with respect to the investor's personal risk tolerance. MAD Token requests that all holders comply with their local laws and regulations before any purchase is made or tokens sold, including but not limited to any tax liabilities that may arise.



Statements in this white paper are forward-looking and not every goal may be realized by the dates we have set as targets.

MAD Token does not recommend the purchase of or investment in any cryptocurrency and are not responsible for losses of any kind involved with any investments made by anyone.

## 11. Glossary

AMA - Ask Me Anything

BNB - Binance Coin

DApp - Decentralized app that is deployed on a smart contract

DeFi - Decentralized Finance

Doxxed - Publicly identified

Liquidity Pool - Tokens which are designated to and locked on a cryptocurrency exchange in order to facilitate liquidity of trading

MAD - Make A Difference; also shorthand for the currency known as MAD Tokens

MADex - The crypto- asset and currency exchange that is being developed by MAD Token

MADvatars - Avatars that can be purchased on MADEX, customized to the users' liking, and used on various social media platforms

NFT - Non-fungible token: A unique digital asset

Pump and dump - When a security with no intrinsic value is inflated to a high price and then sold off by its largest and earliest holders

Rug pull - When a cryptocurrency is released and the founder withdraws all funds leaving its buyers holding the bag

Smart contract - A protocol related to a cryptocurrency that automatically executes functions defined by its creator

Tokenomics - The unique characteristics and functionalities of a token that is deployed on a smart contract

