Ketchup Protocol

Give your GROUPs, Skin in the Game!

dPUNk@KetchupLab

friend.tech

X
Y
Z

VS

KetchupProtocol

Sustainable
Scalable
Valueble

Executive Smmary :

A group growth protocol based on 3 Token.

Product:

.KID:SFT (ERC3525)
Community DID

Minted By User
※Used for GROUP access control, identity, permissions（**TOKEN A-DID**）
※USed for community governance and stake, promoting community growth.（**TOKEN B-Governence-FT**）

$KFC:FT (ERC20)
Connectivity Utility Tokens

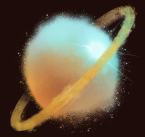
$KFC (Ketchup. Fried. Coin) is used to implement social network's internal and external connections.(**TOKEN C-Utility Token**)

TEAM:

More than 10 years of experience in Web2 social networks.
Full team with expertise in Product Design, R&D, Marketing & BD.

Ketchup Protocol：Established for all organizations & communities

Dapps



GROUP DID

GOVERNENCE TOKEN

Social Toolkit

Treasury

Public Goods

Individual did

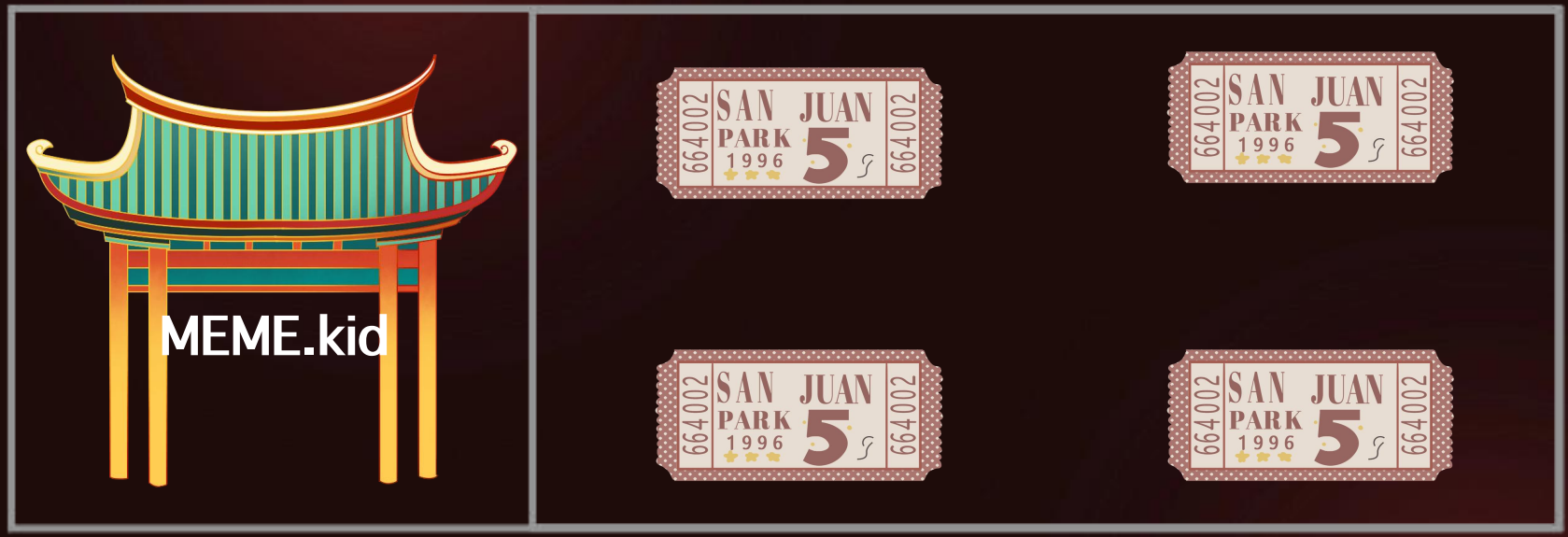
sabic.bit

Yeezh.eth

aiwen@football.kid

Ketchup DID（KID）：

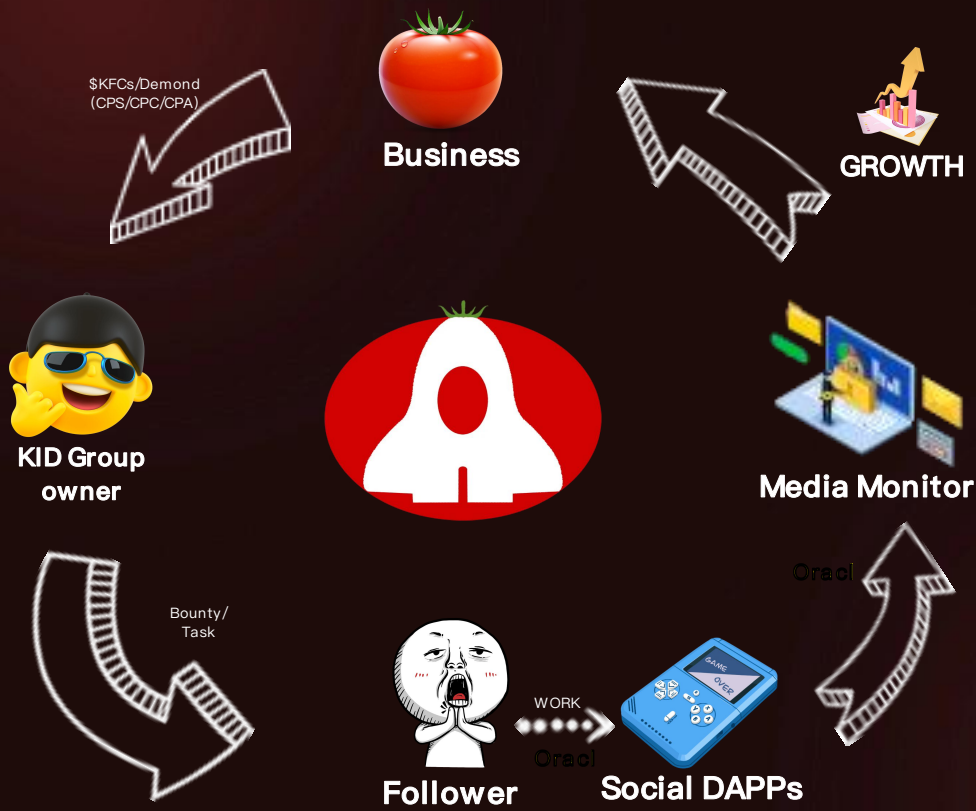
Implementing community identity and equity using SFT (Semi-Fungible Tokens)

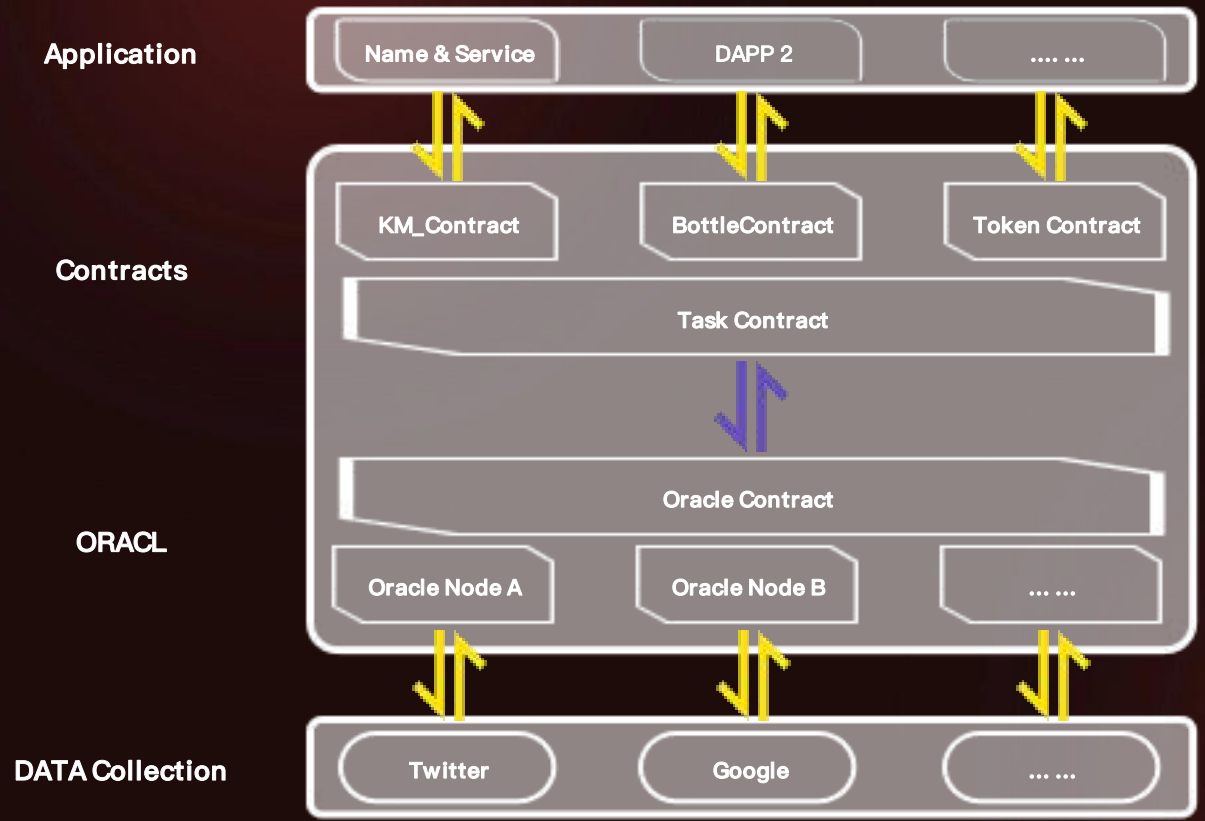


Group-DID
(NFT)

Group-Governence
(FT)

KFC: Utility Token, Connecting the community internally and externally




Application
Name & Service
DAPP 2
....
Contracts
KM_Contract
BottleContract
Token Contract
Task Contract
ORACL
Oracle Contract
Oracle Node A
Oracle Node B
... ...
DATA Collection
Twitter
Google
... ...

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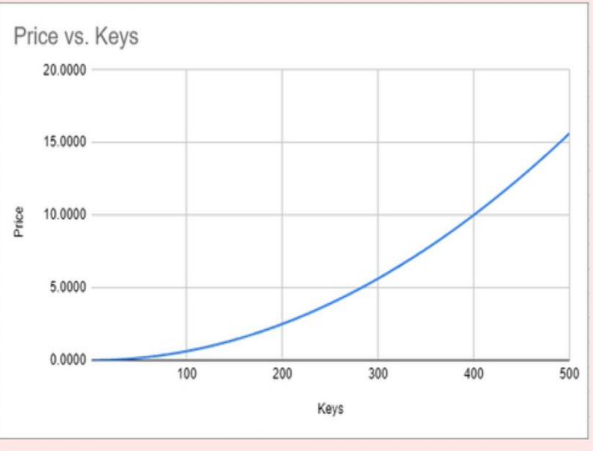
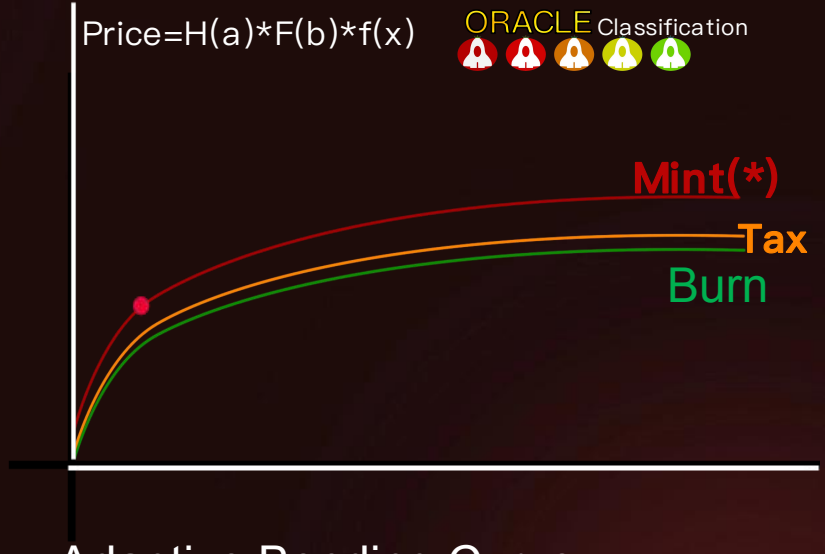
Break points ETH	Keys
0.01	12
0.05	28
0.1	40
0.25	63
0.5	89
1	126
1.5	154
2	178
3	219
4	252
5	282
6	309
7	334
8	357
9	379
10	400



Fixed Bonding Curve:
The more holder, the higher the point value

KetchupProtocol



Adaptive Bonding Curve :
The more holder, the higher the point value.
"Group" activity affects the point value

Roadmap: from KID to Kex MarketPlace

2023 Q2

on Testnet

2023 Q3

.kid Launch

2024 Q1

$KFC Launch

2024 Q3

KNAB
community-market
place 3.0

2025 Q2

KCO
DIGI-Polis

TEAM: Ketchup.KID

yeezh.eth

Senior Product Manager at QQ and Tencent Cloud
Product Director of Aurora Mobile (NASDAQ JG)
Graduated from Beijing Film Academy

Sabic.bit

The founder of China 1st SNS website zhanzuo.com
Project Director for Baidu International Crowdsourcing Community

Arven Li

Tencent Game Level 12 R&D Expert, main development engineer of "PUBG Mobile", and overseas security lead.

dPUNk

Co-founder of KetchupDAO.
Graduated from PKU Guanghua School of Management,
5 years of experience in Marketing in Alibaba.
2 years of web3 marketing and operations

chaoyangqunzhong.eth

Operations expert & Game Designer
Served over 100 Fortune500 companies
the Chief Director of China's national image films.

Ketchup Lab

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