**MXTK “RWA Elite” Airdrop Plan**

**Launch Date: September 16, 2025**

**1. Objectives**

* **Primary Goal:** Institutional & HNW penetration
* **Secondary Goal:** Long-term alignment with MXTK (not short-term farming)
* **North Star Metric:** $5M daily trading volume on Arbitrum, sustained for 14 days post-launch

**2. Budget & Token Economics**

* **Total Pool:** 2,000 MXTK
* **MXTK Reference Value:** $2,752 (≈ $5.5M notional)
* **Distribution:** Fixed split, equal allocation to eligible addresses
* **Per-Wallet Range:**
  + If 500 recipients → 4 MXTK each (~$11,008)
  + If 5,000 recipients → 0.4 MXTK each (~$1,100)

**3. Eligibility**

* **Chain:** Arbitrum (claim on Arbitrum)
* **Scope:** All major RWA tokens/projects deployed on Arbitrum (treasuries, tokenized gold, Centrifuge pools, Ondo assets, Maple/Clearpool, etc.)
* **Inclusions:** EOAs only
* **Exclusions:**
  + CEX/custodial wallets
  + Smart contracts & multisigs (e.g., Safe)
  + Protocol treasuries & team wallets
* **Minimum Balance:** ≥ $1,000 (30-day USD time-weighted average balance across eligible RWA tokens)
* **Ranking:** Top 0.1% globally (clamped to min 500, max 5,000 recipients)
* **Anti-gaming:** Balances added after announcement excluded from eligibility window

**4. Vesting Schedule**

* **Total Vesting Period:** 48 months (4 years)
* **Cliff:** 12 months (no tokens available during this period)
* **Linear Vesting:** Unlocks linearly over the remaining 36 months (months 13–48)
* **Effect:**
  + 0% vested before 12 months
  + 100% vested at 48 months
* **Claim Window:** 60 days (Sept 16 – Nov 15, 2025). Unclaimed tokens return to Treasury

**5. Snapshot & Timing**

* **Announcement Date:** Sept 16, 2025 (same as launch)
* **Eligibility Window:** 30 days before announcement (Aug 17 – Sept 16, 2025)
* **Snapshot:** Single block at announcement (used for balances + sanity check)
* **Public:** Yes (block number & Merkle root published)

**6. Distribution Mechanics**

* **Method:** Claim via audited MerkleVestingDistributor contract on Arbitrum
* **Process:**
  1. Connect wallet → eligibility check
  2. Claim → vesting schedule begins (48m w/ 12m cliff)
  3. Withdraw vested tokens anytime after cliff
* **Unclaimed tokens after 60 days → Treasury**

**7. Compliance**

* **OFAC & sanctions screening** (standard SDN list)
* **US persons allowed**
* **Disclaimer:** Promotional token distribution; not a sale, not an offer of securities; void where prohibited

**8. Communications**

* **Launch Partner:** Encast (co-marketing)
* **Materials:**
  + One-pager PDF (for institutions & HNW)
  + Landing page (eligibility checker + claim UI)
* **Narrative:**
  + “Recognizing the top 0.1% of RWA account holders on Arbitrum”
  + “This is not a giveaway — it’s a recognition. Just like founders, you’re locked with us long-term.”
* **Outreach:** Direct note to top 200 recipients (invite to call + data room access)

**9. Technical Deliverables**

1. **Data Pipeline**
   * Identify eligible RWA contracts on Arbitrum
   * Fetch 30-day balances & prices, compute USD-TWAB
   * Exclude CEX, multisigs, treasuries
   * Rank, filter, export allocations
   * Generate Merkle tree + proofs
2. **Smart Contract**
   * MerkleVestingDistributor
     + Cliff: 12m
     + Duration: 48m
     + Linear vesting after cliff
     + Claim window: 60d
     + Clawback unclaimed → Treasury
3. **Frontend**
   * Minimal claim page (connect wallet → claim/withdraw vested)
   * Public landing page (eligibility checker, methodology, disclosures)
4. **Docs**
   * One-pager
   * Methodology note
   * Compliance copy

**10. Timeline**

* **Aug 18–22, 2025**: Finalize RWA contract list, blacklists, data pipeline dry-run
* **Aug 23–29, 2025**: Contract build + test (Sepolia), frontend integration
* **Aug 30, 2025**: Comms kit draft (one-pager, landing page preview, Encast briefing)
* **Sept 10, 2025**: Internal freeze — Merkle dataset final, contracts deployed, pages staged
* **Sept 16, 2025 (Launch)**:
  + Snapshot published (block + Merkle root)
  + Landing + claim page live
  + Encast announcement + outreach begins
* **Nov 15, 2025**: Claim window closes, unclaimed tokens swept to Treasury
* **Sept 2026 onward**: First vested tokens withdrawable

**11. Risks & Mitigations**

* **Optics of whale concentration** → Fixed equal allocations; publish rationale
* **Eligibility disputes** → Publish transparent methodology + form for feedback
* **User confusion re: cliff** → Explicitly highlight: “Tokens begin unlocking after 12 months”
* **Smart contract risk** → Use audited Merkle lib, small custom vesting logic, external code review
* **Liquidity impact** → No airdrop sell pressure for 12 months; early liquidity driven only by market depth

**12. Key Talking Points for Team**

* Airdrop **positions MXTK like an institutional-grade asset** (vesting like founder allocations).
* Recipients are **top 0.1% of RWA holders**, EOAs only, on Arbitrum — high-signal wallets.
* **$5.5M notional allocation** builds credibility but won’t create near-term sell pressure.
* **Public, transparent methodology** → regulatory + reputational strength.
* Launch is **Sept 16, 2025**, claim window ends Nov 15, 2025, first tokens unlock Sept 2026, fully vested Sept 2029.