TETHERINO

THE ULTIMATE MEME CRYPTOCURRENCY WHITEPAPER

INTRODUCTION

Tetherino's purpose is to foster artistic creativity and incentivize the production of cryptocultural content. By creating a framework for content distribution, properly measuring the reach of each piece of work, and using the TTR tokens to establish a prize pool for writers and digital artists, Tetherino creates a fair and open ecosystem for everyone to contribute to the growing heritage of crypto.

Tetherino focuses on current events and promotes socially popular forms of communication, i.e. memes and satirical posts. Its identity is that of the crypto Jester, the only character that's allowed to speak truth to power, albeit in an entertaining way.

Much like satirical television news programs, which manage to dissect political events in a way that defuses tension and reaches a much wider audience, Tetherino pokes fun at controversial subjects, and polarizing crypto debates, to offer a third option to escape ideological stalemates.

Those actions aim at promoting and raising awareness for the Tetherino project, its vision, and its identity. Hopefully, it will become a symbol for questioning authority, chake up the established order of things, and give a voice to the crypto community.

Our goal is to establish Tetherino as a successful meme cryptocurrency, to expose the ridiculousness and excesses of the crypto ecosystem as it is today. Tetherino is a joke, albeit a very serious one.

TETHERINO CREATIVITY NETWORK

Tetherino's mission is to finance the work of artists and writers who contribute to the rise of cryptoculture. This is achieved by creating new channels for distributing artistic content, and measuring the reach of each piece of artwork or satirical content.

Tetherino offers to digital artists and writers a never-ending "Meme Challenge", where creators submit their work through tetherino.io, and after manual validation, their work is distributed through official Tetherino accounts on social media, thus accurately measuring their actual reach. Then, a weekly grant of TTR tokens is distributed to creators taking part in the Meme Challenge, based on the social reach of their work.

Example:

Anna, Linda and Bill each create a visual meme about current crypto events, and submit it to the Tetherino Meme Challenge. each meme is validated and posted on the Tetherino Meme Challenge Twitter account. After one week, those are the results:

Anna's meme has reached 30,000 views.
Linda's meme has reached 50,000 views.
Bill's meme has reached 20,000 views.

The total reach is 100,000 views.

The weekly grant for artists is 10 billion TTR tokens.

Anna receives 30,000 / 100,000 * 10B = 3 billion TTR
Linda receives 50,000 / 100,000 * 10B = 5 billion TTR
Bill receives 20,000 / 100,000 * 10B = 2 billion TTR

All participants can withdraw their rewards as soon as their cumulative balance on the Tetherino Meme Challenge accounts reach 100 million TTR. This figure is subject to revision according to the growing popularity of the eme Challenge and the number of participants.

All artists are free to cash out their TTR tokens on exchanges, to hold them, or to use them in any way that they deem fit. The weekly grant is arbitrarily decided by the Tetherino team, but it will always be big enough so as to actually incentivise artists (potential rewards must be big enough to make it worthwile to take part in the Meme Challenge).

The use of social media to distribute artistic content has three main advantages:

1. Fair measurement of the actual reach.
As Tetherino grows in popularity and TTR rewards become substantially valuable, it is obvious that bad actors will try to abuse the system by the use of bots to artificially inflate the apparent reach of their submissions. As technology evolves and ad fraud algorithms become ever more evolved, it is beyond the capabilities of Tetherino to fight bad actors and preserve the fairness of the Meme Challenge. However, by using social media platforms, we are taking advantage of the multibillion-dollar budgets that those platforms invest in

fighting fraudsters, and rooting out bots and fake clicks. Thus, we use those platform's built-in fraud-fighting capabilities to protect the artists.

2. Efficient distribution of artistic content

Crypto lives on social networks. It is where most of the debate is going on, and where content reaches most eyeballs. Moreover, built-in algorithms that push up the most popular content ensure that quality always rises to the top, meaning that the best artwork are guaranteed to reach the maximum audience, at no cost to tetherino or to the creators.

3. Virtuous cycle & Network effect

As ever more quality content is submitted to the Meme Challenge, the Tetherino accounts that distribute that content will grow their number of followers, especially as artists themselves are incentivized to advertise their posts among their own circle of followers. Thus, we are guaranteed that the Meme Challenge will grow organically, promoting Tetherino and raising awareness for our tokens, our project, and our vision.

HISTORY OF TETHERINO

Tetherino was originally created as a parody of a famous stablecoin, as a symbol of the many controversies surrounding the space. Backed by "commercial toilet paper" (wich is simply toilet paper with a Tetherino logo), it originally poked fun at the serious issue of stablecoin backing, and the lack of transparency and accountability in the space.

Tetherino is redeemable for its "reserves" - meaning that any TTR holder can "redeem" its tokens (buy "commercial toilet paper" on tetherino.io) - again a way to poke fun at stablecoin issuers who never made good on their promise to establish a proper way to redeem their tokens for actual cash. Originally, the token traded only on PancakeSwap, a cheap and convenient way to create and "list" a token so that anybody can join.

As Tetherino's popularity grew among crypto critics and activists alike, the team behind the meme cryptocurrency invested ever more time into the project, which in turn fostered ever more awareness and creativity around the project. By listing TTR tokens on established exchanges, the team made a big step towards more widespread acceptance and liquidity, accessing a global pool of capital to finance its online presence.

OUR EXPERTISE

The team behind Tetherino is made up of volunteers, and has grown on the basis of mutual trust and respect. The core team formed before TTR tokens even existed, thus giving a fairly strong assurance that its members are believers first, and that financial motivation isn't what drives their actions.

We have decades of cumulative experience in programming, online marketing, e-commerce, and building social network presence from zero to hundreds of thousands of followers organically. We understand the power of the Internet, and how to use it to achieve our goal of maximum exposure, and maximum awareness.

We are using the tools at our disposal first. Our goal isn't to create yet another iteration of some dubious technology that nobody well ever use, burning millions of investors' capital just to pay expensive developers and hide behind the "we're still early, building things takes time" excuses. We get the best bang for the buck, getting outstanding results at very low costs.

TETHERINO TOOLS AND TTR TOKEN LIQUIDITY

The Tetherino Meme Challenge is the first stone of our media distribution network. Starting off with Twitter, we will expand the Meme Challenge to other social platforms - Facebook, Instagram, Reddit, TikTok, etc.

We will expand our tetherino Redemption programme, expanding the items on sale on tetherino.io, to increase the demand for TTR tokens as those will be the only accepted currency there.
Our goal is to create genuine demand for TTR tokens, because deep TTR liquidity is absolutely essential to efficiently incentivise artists and creators.

We are in effect using TTR tokens to "buy" content, which we are using to promote Tetherino. It is our utmost objective to guarantee that this virtuous cycle remains intact, meaning that artists and creators trust that TTR tokens are a worthy remuneration for their work. It is our mission, then, to come up with innovative ways to use TTR tokens, so that this virtuous cycle is preserved.

FUTURE PROSPECTS

Tetherino isn't a commercial project, but it is imperative that TTR tokens are trusted so that we can use them to incentivise artistic creativity.

As such, we will expand our distribution channels, to become less reliant on social media platforms, and foster the creation of websites where artistic content will be posted, growing a more durable online presence.

Websites can also be monetised through ads, unlike social media presence, thus providing a stream of income that would, again, contribute to the trust our community will have in TTR tokens.

We "make up stuff as we go", because that's the only way to be successful. Nobody knows where crypto is going, and the only thing we can promise, is that we will try as hard as we can to come up with creative new schemes and innovative ways to expand our reach and our presence.

We leave it to the community to decide if we are doing a good job. As for all crypto projects, it is the only truthfull judge, jury and executioner.

TTR TOKEN DISCLAIMER

We don't have the means or the ressources to guarantee in any way that TTR tokens will have value or utility, now or in the future.

While we will put all our energy to try and grow the trust in those tokens, we honestly can't make any assurances that our efforts will bear fruit. In particular, we make no claims that the price of those tokens, as observed on online exchanges, will have any correlation with the success of our project. We will use TTR tokens to incentivize the creation anf distribution of artistic content; however, the creators who will receive those tokens as a result of their work and our actions should have no assurance that those tokens will be a fait retribution for their work.

TTR tokens are not an investment, for they lack the basic legal framework for distributing the profits or our project, if any, to token holders. Tetherino is a meme cryptocurrency like Doge, it doesn't have intrinsic value. Even though we expect it to do great things, we can't foresee what those things will be, nor can anyone expect that TTR tokens will be valuable as a result.