



PancakeSwap Initial Farm Offering (IFO)



tl;dr:

1. Launch with **largest, most-engaged** crypto community
2. **Immediately bootstrap** and leverage deep liquidity at TGE
3. **Access our expertise** on best practices across Operations/Strategy, including: Tokenomics, Go-to-Market, Community Engagement
4. **Close support** before, during, and after IFO

Leading to (i) **sustained** and **significant** user acquisition for your project, (ii) **conducive conditions** for market performance, (iii) short, medium, and long term **success**

Why?

1. PCS is a leading multichain AMM, with **>100K DAU**, **>\$1.5B TVL**, and **>\$300M Daily Traded Volume**
2. **Proven increase** in social engagement and user acquisition as a result of IFO
3. PCS takes zero "launching" fees and IFOs are not a revenue-generator for us; we optimize towards our community accessing high-quality projects. **Incentives are aligned**

How does this work?

1. Projects apply via our [google form here](#), which should take 14 minutes or less to complete.
2. If appropriate, we will reach out and conduct further due diligence, and work closely with the team to refine all aspects of their project
3. If mutually agreeable, we will offer a IFO, consisting of two parts:
 - a. **Public Sale**
80-90% of total sale (veCAKE holders with an active PancakeSwap profile can commit with a flat participation fee)
 - b. **Private Sale**
10-20% of total sale (Exclusive to PancakeSquad holders and/or users with high PancakeSwap profile points with no participation fee)
4. Thereafter, we will also request for brand assets, publishing a vote proposal / blog post
5. (After proposal passes,) we will execute a specially-designed marketing roadmap, – AMAs; Prize Challenges; and General Social Engagement – ramping up to IFO Day
6. Post-IFO Day, we work closely with IFO Projects to scale user and market growth

Please refer to our [vote proposals](#), or [socials](#), for more information on IFOs

