



PancakeSwap Initial Farm Offering (IFO) - Ethereum



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, and 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 Multichain AMM, with **>130K DAU**, **>\$2B 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 this [google form](#), 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 the project.
3. If mutually agreeable, we will offer an IFO: Everyone can commit CAKE with a super small participation fee that decreases in cliff. In return for their CAKE, they'll receive your project tokens (which can be clifffed and vested).
4. Thereafter, we will also request for brand assets, some project info, and publish a blog post with all relevant information.
5. Next, 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 past governance proposals and socials for more information on IFOs.

Recent examples of previous IFO projects include: **Wombat Exchange**, **Mines of Dalarnia**, and hopefully yours!