

WHITEPAPER

FOR A PLATFORM-AGNOSTIC BLOCKCHAIN DONATION SYSTEM

Introduction

The document that follows proposes a platform-agnostic, blockchain-based donation system focused on community engagement.

The current state of online entertainment delivery industry – with the broad definition of bridging *content creators* and *content consumers* - is highly centralized, with less than a dozen platforms controlling all relevant content exchange and, especially, all related flow of value, often imposing large fees on content creators.

Attempting to isolate from these services – for instance, by self-hosting – usually leads content creators to experience dramatically reduced visibility, while also making monetization of content complex and time-consuming.

Finally, there's an issue of censorship. Most of these platforms have proven several times to have an own agenda – and have often acted on it by censoring unaligned content creators.

Crypto currencies may have a shot at heralding a new conception of internet – far more decentralized, far more unpoliced, far freer.

Our system plans to contribute to this process by empowering content creators and content consumers, giving them the ability to transfer financial resources directly, without the intermission of third actors.

It will also enable self-hosted content creators the to monetize their own websites very easily, while preserving and empowering the social aspects of monetized interaction between content creators and consumers (badges, proof-of-donations, donation pop-ups).

Why PogChamp?

The **PogChamp** emoticon has been extremely popular on the Twitch platform, being posted 813,916,297 times before being removed from the platform.

The removal of Gootecks' iconic expression was not caused by a decline in the emoticon "funniness" or significance to the Twitch community – instead being prompted by the streamer's controversial political stance, in an exemplar expression of psycho policy by the platform itself.

We decided to honor not Gootecks directly – but the PogChamp emoticon itself, and its underlying meaning.

For us, the PogChamp now represents an expression of the **freedom to share, to enjoy and to be amazed**. A freedom that no centralized organ should be entitled to police on.



A solid Token as a Backbone

Cryptospace is at reason considered a very risky environment to invest on, despite the incredible and unparalleled potential the technology offers.

Such outlook is the result of a vast number of outright scams (or “rug pulls”), but also of the large amount of token whose liquidity becomes rapidly dried up, resulting in extreme volatility and usually unsatisfying price action.

The PogChamp token features solid tokenomics which include a moderate supply burn and a peculiar redistribution mechanic designed around creating fun and engagement. The redistribution mechanic’s design also leads holders to favor reliable gains inside of speculation, preventing overly fast trading action, with said mechanics being especially relevant for people which hold a large amount of token.

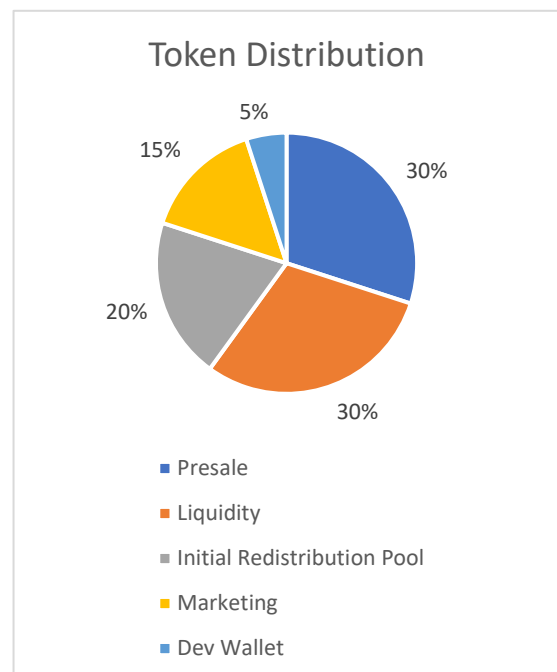
The token will start right away with a sizable liquidity – with as high as 30% of the token starting in the liquidity pool. All initial liquidity, which will be acquired through a presale, will be **permanently locked in LP Farm contracts**, which will incentivize liquidity providers as well as encouraging long-term provision of liquidity.

The Smart Contracts for the PogChamp token and its presale are completely novel and written from scratch, based on BEP-20 interfaces, and will be released to the public via GitHub under the MIT license.

The same will be valid for any code related to the project, including the donation system and website code.

The token initial distribution will be as follows:

- 30% sold through presale
- 30% into liquidity
- 20% into the PogChamp smart contract, providing initial supply for the redistribution mechanics
- 15% to a marketing wallet
- 5% for the development team

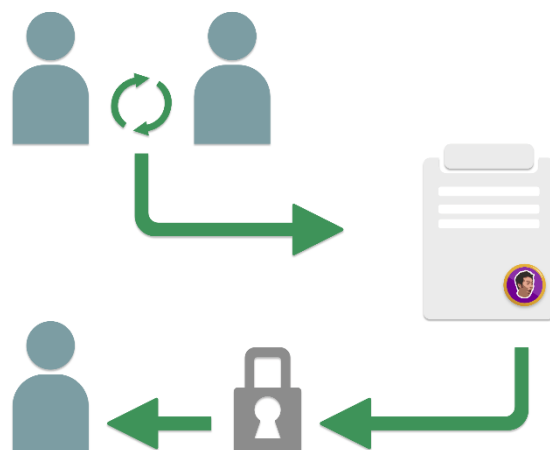


Redistribution System

Our redistribution system works in a novel way.

All transactions between users are taxed by a set percentage. A small amount is burned forever, sent to a dead address, while the largest part is sent back to the PogChamp smart contract balance.

The PogChamp smart contract has a function that enables users to claim a part of the PogChamp contract balance, in exchange of locking their ability to transact for several hours. We call this *PogChamp Posting*.



What this leads to is a system which redistributes the token while **actively encouraging people to check their wallet and token status** every few hours, keeping them engaged.

On the other hand, people will have to make the choice: *do I get a certain gain and lock my transactions, or do I renounce this to be able to swiftly trade and speculate the token?*

The goal is to encourage the latter choice, increasing stability and reducing scalping practices.

Liquidity Lock and Liquidity Provider Incentive

All liquidity will be locked behind a **farm smart contract**. Liquidity providers will be able to **stake** their liquidity points to gain further liquidity. The liquidity farms will feature a stake and unstake tax, requiring a minimum time of permanence in the liquidity farms to realize a gain.

How this system exactly works may be further read on Toad.Network's whitepaper, which first proposed the concept.

The Donation System

The PogChamp donation system aims to be easy for creators to set-up and for user to utilize.

For Content Creators, it will be as easy as adding an URL to their channel or account description (depending on the platform), with this format:

<https://pogchamp.money/donate/<BEP20 Wallet Address>>

That's it. We plan to support several platforms from launch, including YouTube, Twitch, Twitter, Facebook, Instagram, deviantART and others.

For self-hosted solution, content creators will also have to include a special HTML tag in the header of their webpage, specifying an element ID which will contain the donation recipient URL.

Content consumers will have two options. By clicking on the URL, they will be prompted to perform the transaction so long as they have a Web3 compatible wallet installed.

Alternatively, users will be able to download a **PogChamp browser extension** which will run besides their preferred Web3 Wallet. This extension will scan their pages for valid PogChamp donation URL, and inform them when they can donate.

Additionally, with this extension installed, users will be able to view donations as pop-ups over their webpage, in the style of popular livestream solutions.



As a final touch of sugar, when using the PogChamp donation system users will be able to specify a custom message and image for their donation, which will be shown to users with the browser extension installed. This information will be automatically minted in an NFT which will remain as a keepsake for donors and as proof of their contribution.

Afterword and Conclusion

The main values behind the Pogchamp.Money token are simplicity and fun.

We combine these ideas with blockchain technology to provide a system that's engaging, easy to use, fun and freely usable by anyone forever.

Blockchain is a powerful tool which through honesty, good will and transparency can be a provider for freedom and connection to the entire world.

We're honored to do our small part to ensure this future can come to fruition.

The PogChamp Development Team