

REKT CEO WHITE PAPER

BE YOUR OWN CEO

A MEMECOIN MOVEMENT

Rekt CEO builds a robust community while solving the “**what to do with your coin**” problem, and having fun along with art and memes. With the help of community and decentralisation we are creating a “**BRAND**” and “**COMMUNITY**” native to web3 but not limited to digital space.



www.rektceo.club

Executive Summary

REKT CEO is a decentralized community platform that fundamentally reimagines the memecoin ecosystem by combining three revolutionary elements:[1]

Fair Launch Mechanism

Bonding curve pricing ensures all participants pay identical progressive pricing, eliminating the 1000x insider advantage endemic to traditional launches[2]

Genuine Utility

Products launch on Day 1, creating real token demand from actual product usage rather than pure speculation



True Decentralisation

DAO governance empowers every \$CEO token holder as a genuine co-founder with voting rights, treasury participation, and decision-making Authority[3]



Problem

3% of retail memecoin holders report significant losses; 68% cite unfair launch mechanics; 99.99% of altcoins fail to justify valuations[2].



Opportunity

500M+ addressable market of retail investors seeking fairness, fun, and community belonging.

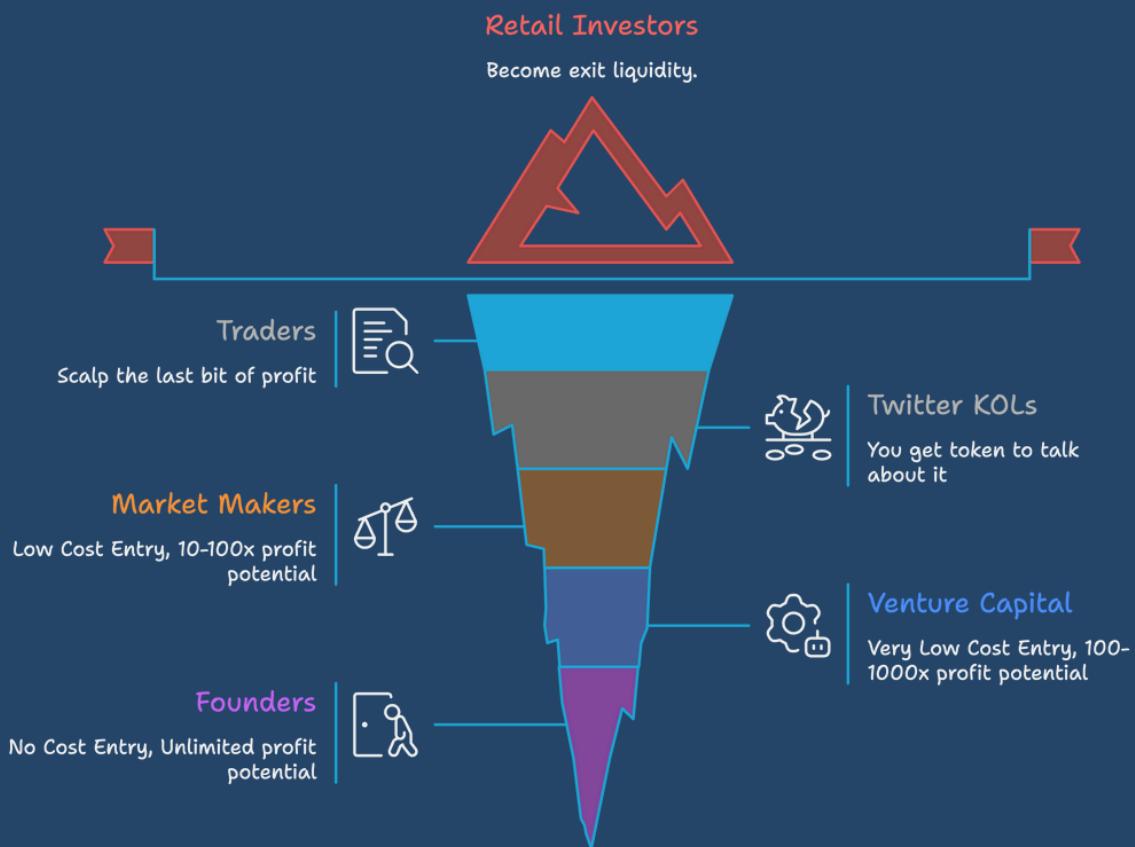


Market

The memecoin market captured \$68.5-120 billion in 2024, representing 400-500% year-over-year growth—outpacing every other cryptocurrency category[1].

The Problem: Pyramid of Wealth Extraction

The cryptocurrency industry suffers from a systematic problem known as the "Pyramid of Sophisticated Wealth Extraction:"



Result: Retail becomes "exit liquidity" for all upper layers. Zero transparency.
Zero fairness. 99.99% failure rate.[2]

RETAIL INVESTORS PRIORITIZE:

70%

MAKING MONEY

20%

HAVING FUN

10%

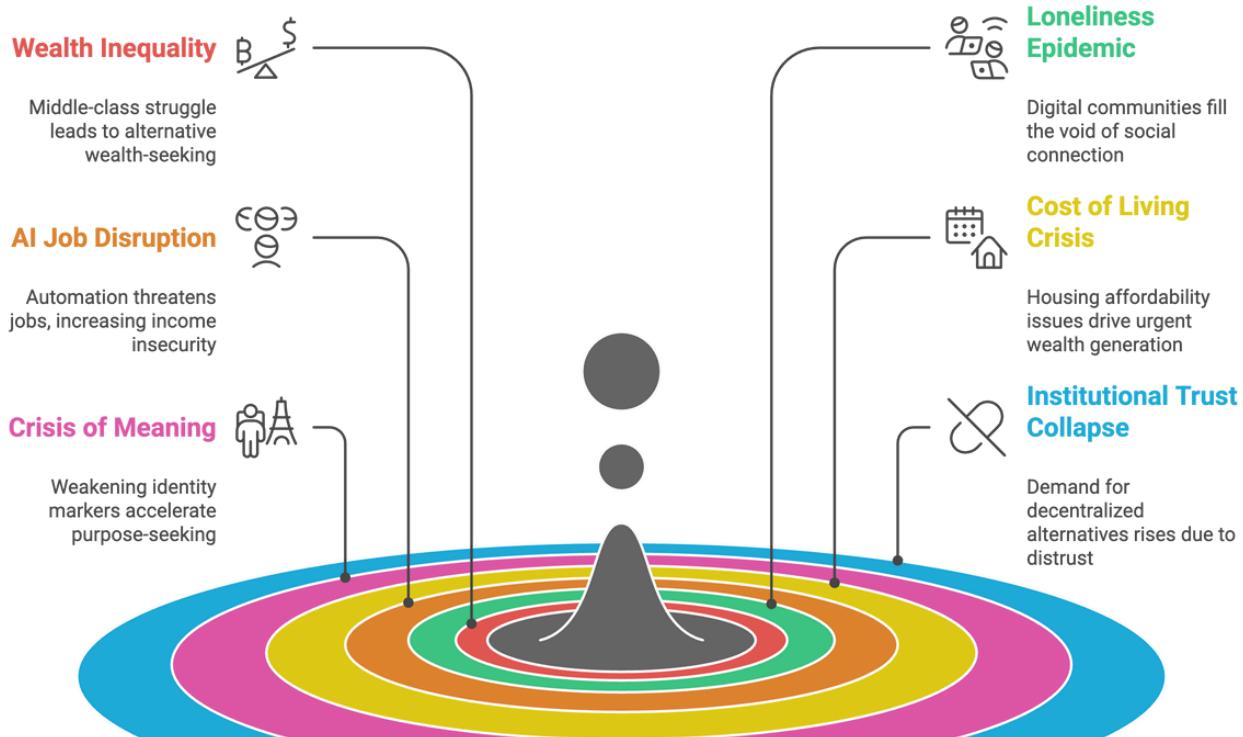
BELONG TO TRIBE

Societal Tailwinds

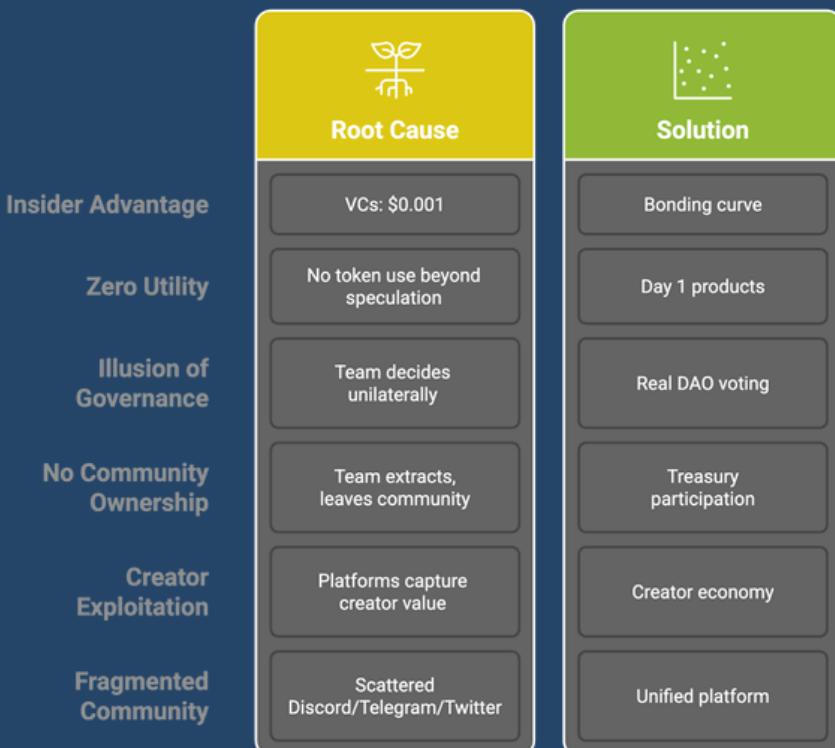
Crypto Industry is the token production industry masquerading as a software production industry. The entire token market can't sustain itself without retail inflows, but the vast majority of retail never cared about the Tech.

Global Macro Status	Wealth Inequality	Loneliness Epidemic	AI bought Job Disruption
	Wealth Inequality Middle Class wealth accumulation almost impossible; retail seeking alternative pathways	Loneliness Epidemic 1 in 4 adults experience chronic loneliness; digital communities filling void.	AI bought Job Disruption 300M jobs threatened by automation; income insecurity rising.
	Cost of Living Crisis Housing affordability at 40 year low; urgent wealth generation seeking	Crisis of Meaning Traditional identity markers weakening; purpose seeking accelerating.	Trust Collapse Trust in Government (16%), corporations (28%), media (31%), demand for decentralised alternatives rising.

Synthesis: These forces converge to create unprecedented demand for community oriented, transparent, fair financial vehicles, exactly what REKT CEO provides.



The Solution Architecture



Launch Mechanism

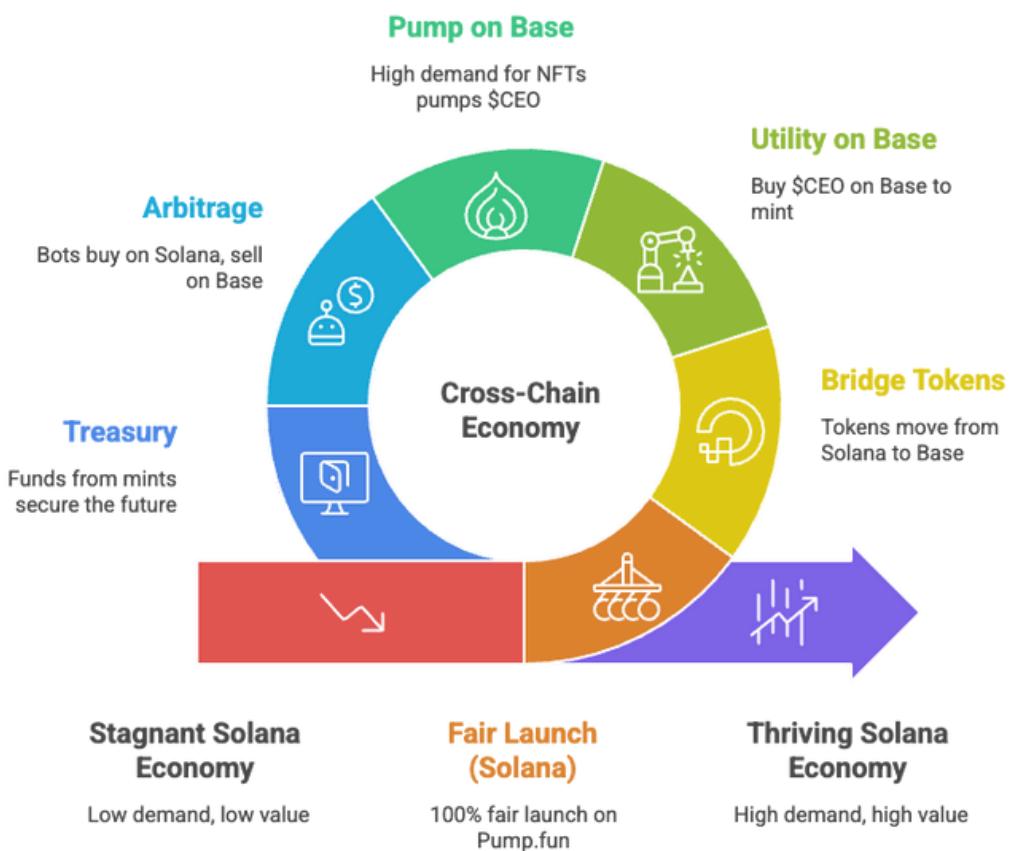
Rekt CEO is executing a Cross-Chain Fair Launch designed to leverage the high-velocity viral energy of Solana while building a stable, utility-driven "Headquarters" on Base (EVM).

By bridging these two worlds, we create a Perpetual Value Loop:

- Solana (The Casino): Generates viral attention, volume, and "degen" energy via [Pump.fun](#).
- Base (The Office): Hosts the actual business utility (NFTs, DAO, Treasury) on a stable EVM environment.

We are rejecting traditional VC rounds and pre-sales. Instead, we utilize a Fair Launch Bonding Curve followed immediately by a strategic bridge to establish our cross-chain economy.

The Rekt CEO Perpetual Value Loop



Step 1

Platform: Pump.fun

Mechanism: 100% supply placed on bonding curve.

The “Dev Buy”: Rekt CEO Dev Wallet buys 1-3% of supply directly at launch

Step 2

Platform: Pump.fun

Bridge acquired supply to Base L2

This Seeds the business layer of Rekt CEO

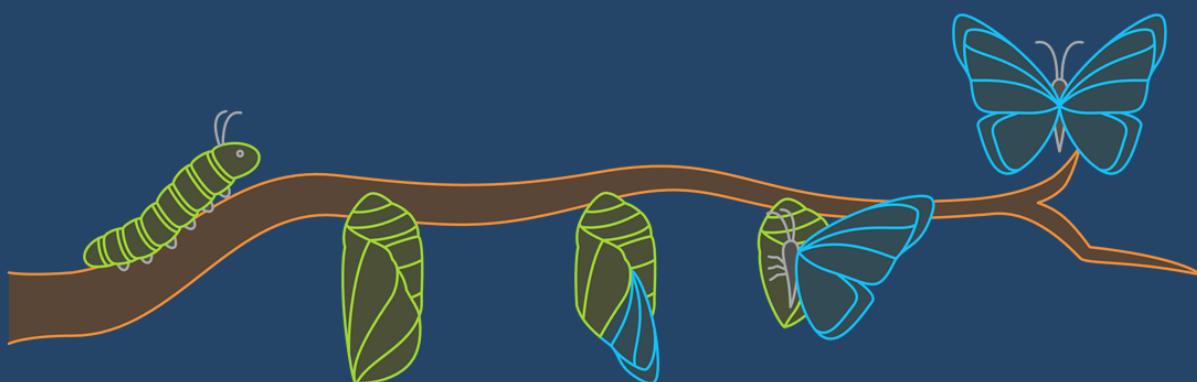
Step 3

Platform: Uniswap V2 (Base)

Bridged CEO tokens are paired with USDC to create secondary Pool

This Pool allows users to trade \$CEO against a stable asset, and interact with our dapps.

Rekt CEO Cross-Chain Launch



Solana Launch

Viral energy, bonding curve

Bridge to Base

Wormhole bridges supply to EVM

Base Headquarters

Uniswap V2 liquidity pool created

Perpetual Value Loop

Solana volume fuels Base utility

The Economic Engine: Arbitrage & Demand

We have engineered a flywheel that forces the two chains to feed each other, ensuring that utility on Base drives price action on Solana.

Products: Launch Day



PFP Collection Supply and Price by Tier



PFP supply decreases significantly with each tier, while price increases dramatically.

MEME Collection Supply by Tier



Tier 1 has the largest MEME supply, while Tier 4 has the smallest but extremely expensive.

Competitive Advantage

Fairness as MOAT

In the sea of rugpulls and scams, we build trust through on chain transparency from Day1.

Real Utility

We Deliver products with real token demand, and enable a community to drive real token adoption.

Creator First Design

We empower MEME creators with equal IP ownership and royalties.

Community as Edge

Biggest Strength. Authentic co-founder mentality. loyalty transcends price movements.

Sustainable Economics

treasury is formed of equal \$CEO token and USDC stablecoin to combat volatility without compromising long term vision.

Risk Management

Regulatory Crackdown

Bonding Curve + Utility structure = security defence; DAO decentralization = no central entity to regulate

Market Crash

Revenue continues (usage-based); community holds (ownership mentality); 50% stablecoin treasury.

Smart Contract

Professional Audit with AI + Bug Bounty; Multi-sig/ DAO based emergency controls

Competitor Launch

First-mover network elects; growing treasury and token demand outspends competitors.

Team Departure

Document Processes; cross-trained team; SubDAO can take over development

Conclusion

The cryptocurrency industry faces a critical inflection point. After 15 years of promises, financial democratization remains unfulfilled: insiders still extract wealth from retail (documented 1000x disparity[2]), communities remain fragmented, governance remains fake[3].

REKT CEO closes that gap. We are not building another memocoin. We are building a proof-of-concept for what decentralized economics should look like:

Transparent. Fair. Community-controlled. Genuinely rewarding.

Three convergent forces create unprecedented opportunity:

Market Maturation - Memecoins have proven retail demand (\$68.5B market, 400-500% growth)[1]

Technology Readiness - Ethereum is now mature for complex applications.

Cultural Alignment - Retail psychology demands fairness and transparency over hype[7]

REKT CEO arrives at precisely the right moment to capture this wave.

References

- [1] MetaTech Insights (2024). Memocoin Market Size, Market Share & Forecast 2025-2035.
- [2] DWF Labs (2025). Memocoin Market Analysis and Token Distribution Disparity.
- [3] Bonnet, C., et al. (2024). World Scientific, Vol. 12, Issue 4. "A Systematic Literature Review and Research Agenda for DAOs."
- [4] Pew Research Center (2024). Retail Investor Psychology in Cryptocurrency Markets. Demographics Report.
- [5] World Bank (2024). Global inequality data and Gini coefficient trends.
- [6] WHO (2023). Mental Health Crisis: Global Loneliness Epidemic.
- [7] Gallup (2024). Trust Index: Institutional Trust Trends. Annual Survey, Q4 2024.