



# The Dip Token

Whitepaper

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# The Team

## **Jason Park**

Jason is the economist in the group, and the founder of the project. He previously worked at a stock exchange, working on flow management and order book handling.

## **Nikolas Yeung**

Nikolas is a final-year Computer Engineering student. He has a burning passion for algorithms and distributed systems. He is the brains behind the tech in the project.

## **Wesley Takahashi**

Wesley leads the team as the CEO. He previously founded a few other crypto startups, from VC funding to crypto technology solutions.

## Motivation

We wanted to create a token that is both fun, and educational. We do not believe in the meme hype that is taking over crypto markets, and we want to educate holders with the right investment mindset when it comes to dealing with crypto markets.

We have seen a bunch of people risk life savings to earn a quick buck, and we do not believe that such mentalities will do these people any good in the long run.

As much, we wanted to create a token that educates, while at the same time, creates and stores value for our users.

## The Token

As such, we have affectionately named our token, the **\$DIP**.

## Why the \$DIP?

At the risk of sounding too meme-y, we wanted a name that captivates and engages with our target audience, and being relatable with them. We want to encourage our holders to buy the dip, instead of selling when the going gets tough.

Strong investors know that the market fluctuates all the time, but with time, we eliminate the noise, and focus on investing well.

## How do users get tokens?

\$DIP is a token that is used for:

- Rewarding strong willed investors financially and mentally.
- Participating in community events.
- A fun token to hold and keep for generations.

## Tokens in Circulation

DIP launched on November 21, 2021 with 1 billion DIP tokens. 60% have been burned, 30% have been placed in Liquidity Pools, 5% given to developers and the final 5% reserved for community events.

# Tokenomics

## **60% Burnt**

We believe that looks good for the holders.

## **30% Liquidity Pools / Exchanges**

We have introduced the \$DIP on pancakeswap, and we are working to add that to a growing number of liquidity pools. We think it is the best way to get our token out there, into the hands of holders.

## **0% Marketing**

We refuse to purchase ads, or use bots, since that is counter-intuitive to what we are trying to achieve.

## **5% Community Development**

This is where we drive our investing methodology through events, and a ton of purposeful giveaways.

## **5% Team**

We are undecided what we want to do with this, but we want to keep this flexible and maybe distribute this someday. Tentatively, we have kept this for ourselves, so we can do this full-time.

## **Where we see ourselves in the future**

We want to put our tokens in the hands of a thousand users as soon as possible, and drive a following of users and a community that is self-sustaining.

**It will be a tall order, but we are determined to get there.**

## Contact

We want to always do better, so any feedback or collaborations of any sort are always welcome.

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