

TipTop: web3-native social-media-based NFT creation platform

TipTop is a social media platform that allows creators to mint NFTs of their creations, while capping supply based on web3-anchored engagement. This solves the primary issue facing creators and collectors today-- that of tokenomics. Many collectors are afraid to support small or new artists because the creator may later decide to inflate the supply of the work in order to maximize profits. TipTop helps strike a balance between tokenomics and creator rewards through a "create-to-earn" monetization structure.

TipTop will utilize EPNS to populate the feed and incentivize engagement.

Tokenomics:

NFT supply on TipTop is limited by engagement. You can only mint the first NFT once the creation gets 100 likes, with max supply of 100 NFTs being unlocked incrementally all the way to 100,000 likes.

\$TipTop

- 1000 supply hard capped. Each day, the top engaged post is rewarded with a single \$TipTop. Each \$TipTop can be used to bypass the rules and mint any of the NFTs on the platform--but can only happen once per NFT. For example, if someone hasn't gotten enough likes to mint the first NFT yet, someone could spend a single \$TipTop to bypass the rules and mint their NFT. This also would work if someone had reached the 100 mint limit on a super popular post-- one person could decide to spend a \$TipTop to mint an extra NFT, but these "bypasses" can only be done once per creation. This makes the theoretical supply limit of ANY NFT on the platform 101 max supply. Once spent to mint an NFT, the \$TipTop is then sent back to the creator daily issuance pool to extend the daily rewards by a day, circulating the value back to creators.

These tokenomics are such that \$TipTop should act as a ceiling index instead of a floor index. The theoretical value of this utility token should be the same as the most valuable NFTs on the platform.

\$TopCat

-inflationary utility token. Category token, or \$TopCat, is used to add "categories" to the platform to reward niche creators based on a genre of content. Each category will use a new or existing fixed supply ERC-20 token that utilizes mechanics similar to \$TipTop, with initial creation, supply

dynamics, and issuance decided along set parameters by spending 100,000,000 Category tokens. Each time a new category is created, spent category tokens will go into a pool. A portion of \$TopCat spent will be burned permanently, a portion will be airdropped to active users of the platform (likers), and a portion will remain in the pool. In the event that \$TopCat achieves a greater marketcap than \$TipTop, remaining \$TopCat pool tokens will be sold off and used to purchase \$TipTop at market value. In this way, \$TipTop will have a one-way peg to \$TopCat, working to support price to ensure creator value is prioritized. Category will target an issuance of 1,000,000,000 per year.

\$TipTop distribution:

1000 Total tokens

500 airdropped

300 Initial Uniswap v3 liquidity allocation

200 platform launch rewards pool