



White Paper V0



# OVERVIEW

*"When I'm Famous One Day And You Google My Net Worth It'll Display in Clout Tokens." - [@yxngsasa](#)*

Clout is the measure of influence all of us hold. From the roots of social media culture spread a value system that measures people by their influence. Both discrete and abstract - this is called the Clout Token.

Clout Tokens - though acting as a meme - hold intrinsic value by those who hold them, and are treated as assets of value. Now, we are introducing this concept to the blockchain. Our goal with Clout Token is to merge this intrinsic value with real-world value and grow a functional, useful and valuable meme-token.

## CLOUT TOKENS

Clout Tokens symbolize influence. "Clout" and "Clout Tokens" have been popularized by influencers of The Culture™ - such as rappers Nessly, Ugly God, Lil Pump, Carti No Jumper figurehead [@adam22](#).

Clout is the future.



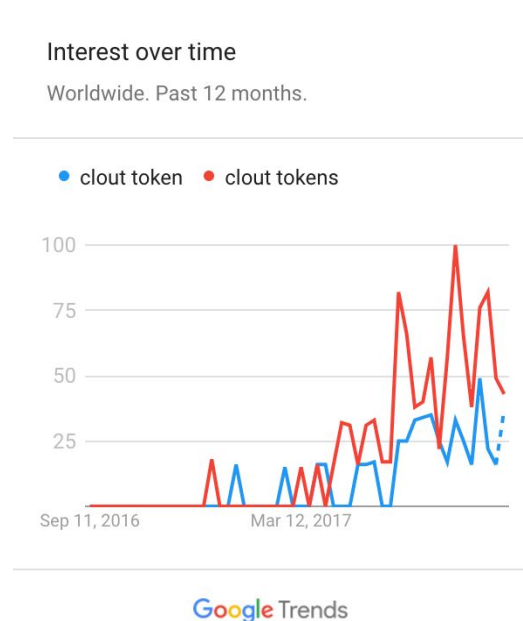
*"Clout Tokens measured like bitcoins" - [@nessly24k](#)*

## Clout tokens in social media

Google Trend analysis shows that the terms “Clout Token” and its plural sprouted up in 2017 and continued to grow as a trend through the year.

Do a [Twitter search](#) and you can watch this trend unfold in real-time. You’ll see people buying, selling, and trading with these imaginary tokens.

We want to push this trend forward with the introduction and of Clout Tokens on the blockchain.



*“2014= molly*

*2015= lean*

*2016= xans*

*2017= Clout tokens”*

- [@BlacknMild](#)

## **WHY INVEST?**

Be a part of the crypto revolution through a token that has its sights set on becoming a leader in trade. We have a robust roadmap that will handle the introduction, exchange, and usage of the token. Our goal is to seed the Clout Token from its meme roots and grow it into a real-world token of value. For details on our growth strategy, refer to the roadmap.

# CROWDSALE

The sale will occur as a tiered ICO with an initial pre-sale. This sale will go until all coins are sold, or until the 1st of November, when leftover tokens will be burned.

There is a cap of 1 million tokens total, and the sale will occur as follows:

- ★ **Pre-Sale:** 2.5% of total tokens @ **0.0003 ETH** (\$0.10) each\*
- ★ **Tier 1:** 10% of the total tokens @ **0.0017 ETH** (\$0.50) each\*\*
- ★ **Tier 2:** 40% of the total tokens @ **0.0033 ETH** (\$1.00) each\*\*
- ★ **Tier 3:** 47.5% of all the tokens @ **0.0083 ETH** (\$2.50) each\*\*

Each tier will help fund new milestones in the growth and development of Clout Token, detailed in the roadmap.

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*\*The pre-sale will be limited to 50 CLOUT per Ethereum address to allow a greater amount of interested individuals to invest. After pre-sale has concluded, there will be no cap on the amount of CLOUT that can be purchased with an Ethereum address.*

*\*\*Prices in ETH reflect ETH market value at \$300.00 and will be locked in once coded. Prices in USD may vary due to market changes.*

## CROWDSALE AND PRE-SALE FEATURES

- \$5 Pre-Sale Cap per address.
- 100% of Tokens are mined and will be available to all
- Fair pricing that rewards early investors.
- The definition of limited supply and good value.
- **Unsold Coins will be burned to lock in value for token holders.**

# TOKEN FEATURES

We want to grow Clout Token and develop all the milestones in our roadmap, but these milestones will depend on which tiers of ICO funding can be met. After each ICO tier is sold out, every feature precedingly promised will begin development.

## 1. Exchanges

The first step for CLOUT is to place it on exchange markets in order to be traded. Each tier opens up new possibilities for the CLOUT market.

- **Pre-Sale:** EtherDelta.
- **Tier 1 Sold Out:** Liqui or Cryptopia.
- **Tier 2 Sold Out:** Liqui, Cryptopia and YoBit.
- **Tier 3 50% Sold:** Poloniex and Bittrex.

Once Tier 3 is 50% sold, we will do our best to push Clout Token to as many exchanges as possible.

## 2. Tip Bot

The next important step is to develop and test tip bots. We want people to send each other CLOUT tokens through social media.

- **Pre-Sale:** No development.
- **Tier 1 Sold Out:** Twitter Tipbot begins development
- **Tier 2 Sold Out:** Reddit and Slack Tipbots begin development

### 3. CLOUT App - Social Wallet (For Mobile/Web)

We're going to create a dedicated app for keeping track of your clout tokens - integrated with Twitter and other social media. This social wallet will allow users to safely associate their wallet with a username and password, exchange CLOUT with others, and most importantly: integrate this activity with social media.

- **Tier 2 Sold Out:** Clout Token iOS/Android app begins development.
- **Tier 3 25% Sold:** Web App begins development

### 4. Digital Marketplace

The long-term goal for Clout Tokens is to give them true and widely distinguished value, further promoting a CLOUT economy. This will be done through the introduction of a peer-to-peer digital marketplace. This p2p marketplace will allow the direct trade of CLOUT for products and services (such as reposts/retweets/followers and anything else).

- **Tier 3 Reached:** Digital Marketplace begins development
- **Tier 3 Sold Out:** Partnerships begin to form with retailers and digital marketplaces to offer goods and services on our platform.

We'll work to expand upon this marketplace through partnerships with retailers such as [Clouted Up](#). For money or for real shit - the goal is to be able to cash in your coveted clout tokens.

# ROADMAP

## 2017

### September 12

- Pre-sale Begins

### September 22

- Crowdsale Begins

### November 1

- Crowdsale ends. Unsold coins are burned.
- Coin launches on exchanges.
  - EtherDelta (Pre-Sale sells out)
  - Liqui or Cryptopia (Tier 1 Sells Out)
- Reddit Tipbot beta testing
- Begin Branding strategies

### December

- Twitter and Slack Tipbot beta testing.
- Clout Token available on more exchanges
  - Liqui, Cryptopia, Poloniex and more (Tier 2 Sells out)
  - Bittrex (Tier 3 is reached)

## 2018

### January

- Mobile App v1 - Social Wallet Launches



## **February-March**

- Digital Marketplace Launches
- Webapp GUI Wallet Launches

## **March - Future**

- Continued development and support for Clout Token.
- Push for further exchanges, partnerships and integrations.

# THE TEAM

Our team has a three way shared management system:

## **Marketing (CMO);**

- Manages the marketing plan and ensures the constant spread of the Clout Token
- Responsible for the Marketing Fund (30%)

## **Developer (COO);**

- Ensures product compliance, asset creation and oversees product operation.
- Responsible for the Asset Fund (30%)

## **Adviser (CIO);**

- Provides expertise in the field to ensure early mistakes are avoided, the product grows, and the concept is realized.
- Networks with outsider entities to form partnerships and push development forward.
- Responsible for both the Legal Fund and Salary Fund (30%)

# Marketing Plan

Under the ABC approach there will be:

- **Alpha** | Physical Marketing
  - I. Posters and Flyers placed around our localities then later expanded to more cities and countries.
  - II. Sponsoring of teams and events such as hackathons, , there are many local teams and events that will jump at the chance for a sponsorship.
  - III. Word of Mouth team members and consultants will be required to travel and spread word about the token, in addition to this there will be passive spread.
- **Bravo** | Digital Marketing
  - I. Online advertising via social media interaction. Garnering support from the online community will be a huge benefactor to our marketing strategy.
  - II. Sponsored ad placements, we'll tap into a number of partners to promote our project on multiple sites and apps
  - III. Video marketing, YouTube channel with videos keeping investors up-to-date on our progress also a video on the website introducing our Token
- **Charlie** | Future Marketing
  - I. A Publicity Stunt and/or record attempt or controversial stunt that will get the project in the news
  - II. Voluntary work and/or Donations, help for those in need by volunteering or donating to them
  - III. Expos and events, as there are great places to introduce new people the the token and create partnerships with other industry members

## Key Factors

- Clout Tokens already have an existing user base [on Twitter](#). This is a massive marketing base that we expect to tap into.
- Ensure we attract long term investors not Pump and Dumpers
- A set amount of revenue from the marketplace will be assigned to marketing

## How will funds raised be allocated?

- ❑ **30% Asset Fund;** For paying contractors, hardware, direct project costs and office space
- ❑ **30% Marketing Fund;** For spreading the word and providing awareness of the token and growing the token
- ❑ **20% Salary Fund;** Covers our expenses over the next year, marketplace will provide income for after this
- ❑ **10% Legal Fund;** Covering legal expenses.
- ❑ **10% Reserve OBF (Over Budget Fund);** In case we go over budget and require additional funding

We've split the funds via three key members plus a reserve wallet to ensure compliance.

## APPROVAL AND AUTHORITY TO PROCEED

We approve the project as described above, and authorize the team to proceed.

Name	Title	Date
BigSteve	Chief Marketing Officer	
CloutDev	Chief Operations Officer	
SirClout	Chief Information Officer	

## FINAL THOUGHTS

*"Gonna invest in a coin press and start making clout tokens. You'll all see once the economy collapses and the free market ceases to exist."* -

[@whiteandfaded](#)

***Fuck***

# IMPORTANT

## Attention - Achtung - 注意 - Внимание

**English:** You are not eligible and you are not to purchase CLOUT tokens if you are a citizen or resident (tax or otherwise) of Singapore, or other Singapore Person. "Singapore Person" is generally defined as a natural person, residing in the Singapore or any entity organised or incorporated under laws of Singapore.

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Additionally due to uncertainty in this emerging field, citizens, green card holders or residents (tax or otherwise) of the United States of America also are not eligible to buy CLOUT and are not to purchase any CLOUT.

Additionally: Remember to check your local law on Cryptocurrency and ensure you are not breaking the law in holding CLOUT token a reference can be found here <http://www.cryptolaw.org>.

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