



People's DAO White Paper 2023

The People's Decentralized Action Organization Since 2023

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BSC Address:

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Responsible Staff

Fox - CEO / Business Development Executive / Partnerships Executive

Solo - Core Team / Marketing Strategist

Painterguy - Graphics Specialist / NFT creator / Member of Ideation Team

Kevin LaunchWell Productions - White Paper Specialist / Member of Ideation Team

YkatoFan - Member of Ideation Team / Bot Executive / Technology Executive

Xakillaronidis - Connector / Member of Ideation Team / CryptoMagazine

MegaTits - Member of Ideation Team

Nathalie - Member of Ideation Team

In addition, all team members are continuously scouting for new possible utilities and partnerships.



Introduction To Our White Paper



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Introduction and legalities

Welcome to the People's DAO, otherwise known as *The People's Decentralized Action Organization*.

What exactly is the People's DAO?

\$PEPED is not a security, asset or financial solution. Purchasing the tokens or the NFTs in our ecosystem counts as an official membership to the People's DAO and allows you to put forward proposals or make votes on ideas that have been put forward by the community.

The People's DAO is here to build innovations and platforms to support the mass adoption of cryptocurrency across the world and provide a safe social space to learn about Web 3.0 technology.

You do not need a specific amount of tokens or NFTs to be accepted into the DAO, 1 single token or 1 single NFT instantly grants you access to our family and all the benefits we provide to our community.

Legal notice

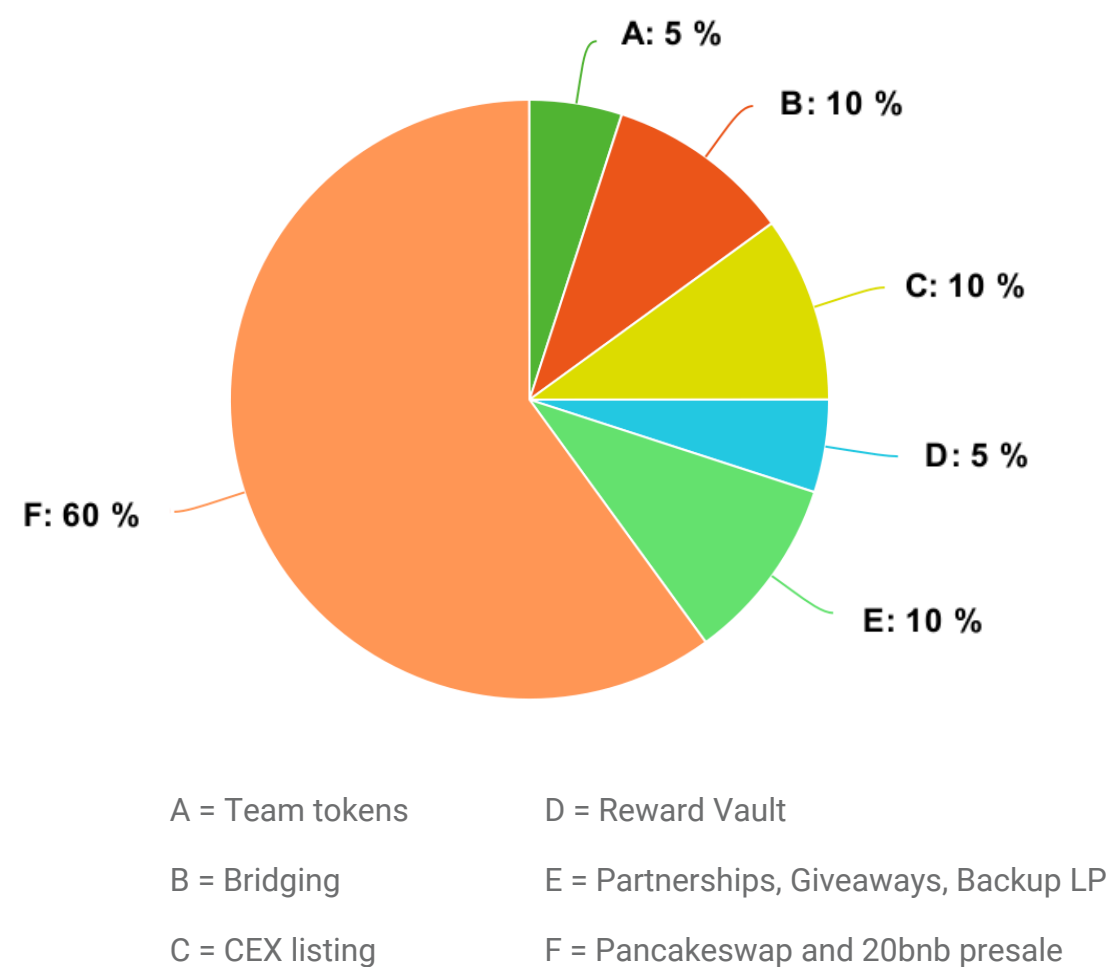
It is important to note that whilst the People's DAO's organizers are committed to working for the furthering and long-term success of the project, no guarantees of financial gain can be given nor should be expected, particularly as the People's DAO is a part of the decentralized side of investment protocols, also known as DeFi, which is inherently riskier than traditional investing. Any investments made by anyone into People's DAO are to be considered inherently risky and People's DAO cannot be held responsible for any loss of funds.

Furthermore, nothing within this white paper constitutes as an absolute guarantee and should not be taken as investment advice or recommendation of any kind.

The Tokenomics

Upon launching, People's DAO total token supply was 100,000,000,000 (100 billion), which was distributed between the following: team tokens, bridging purposes, CEX listing purposes for later use, Reward Vault, partnerships, giveaways, backup LP and PancakeSwap, as well as a small presale of 20 BNB.

The Breakdown



Buying and Selling

Where to buy and sell

Currently, People's DAO tokens (\$PEPED) can be bought and sold on at least the following decentralized exchanges:

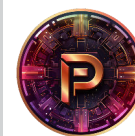
- PancakeSwap
- PooCoin
- Sphynx Labs
- Embr

We are actively working to expand the number of exchanges that support the People's DAO token for your convenience.

Are there any taxes?

When selling or buying our tokens, a transaction tax will be applied. However, transferring your tokens from one wallet to another is tax-free. This can help mitigate the effects of possible wallet-related hacks, allowing you to move your tokens to safety quickly without incurring additional costs.

Initially, we implemented a 10% tax on both sells and buys, but we have since lowered it to 7% for both instances. Our long-term plan is to eventually lower the tax to 0%.



Ethics and Morals

The People's DAO firmly believes that upholding high moral standards and operating in an ethically responsible manner is essential for DeFi projects. This principle forms the foundation of our values and guides everything we do.



Bleak statistics Of DeFi in 2022

Scams 15/h

According to Solidus Labs, scammers launched 15 tokens per every hour of the year in 2022.*

4.3+ billion USD

Hackers stole over 4.3 billion USD worth of crypto in 2022.*

Socials used

The most commonly used socials for scams are Instagram (32%), Facebook (26%), WhatsApp (9%), and Telegram (7%).*

*Data sourced from <https://www.privacyaffairs.com/>

People's DAO Pledges To

Create a safe environment

A safe environment can mean different things to different people. For some, it means freedom of expression, for others freedom from online abuse. For all of us, however, it means freedom to trade in a safe way, without worrying about hacks and scams. People's DAO will do its utmost to work toward all of the above.

Create opportunities for everyone

At People's DAO we believe everyone deserves an opportunity, whether that opportunity is to make money, to create something new, to make partnerships or to showcase their skills. In accordance with this belief, we're constantly on the lookout for more lucrative and safe investment opportunities and new talent.

Build trust and increase transparency

For us, it is important to work with integrity and transparency, which are the pillars on which trust is built. We believe that this allows us to learn, adapt and improve ourselves as a project, as an ecosystem and as individual people. For this reason, we're always open to your ideas and welcome all constructive comments and thoughts.

Aims and Goals

The long-term goal of People's DAO is to build a large ecosystem of trusted and safe projects, giving investors a safety net of potential projects to invest in without fear of rugs and honeypots.

The importance of building an ecosystem

One of the most important ways to attain our goals is to build a network of trusted projects and other partnerships. This can create a cascading effect whereby projects will refer other projects to the People's DAO for partnership potential, which in turn will create a larger pool of safer investment opportunities for investors. This can cause exponential growth in the number of investors, which will entice more projects to jump aboard.



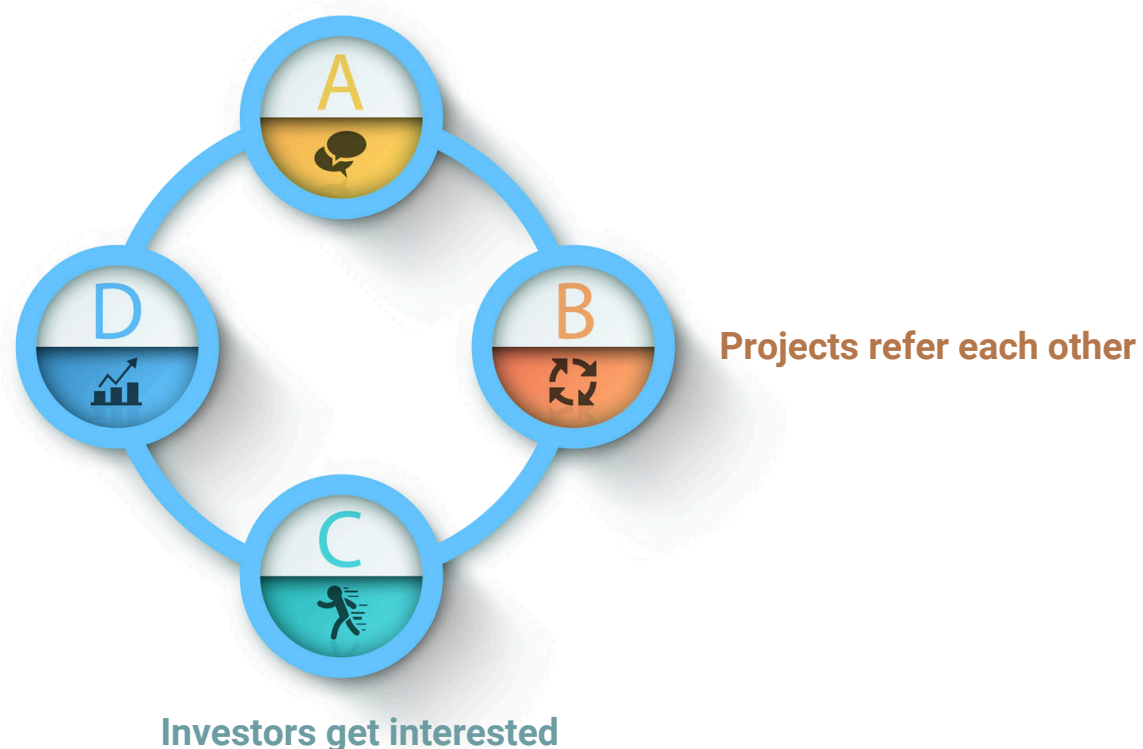
The importance of being trustworthy

DeFi has seen an increase in scams, as we mentioned before, and this has led to investors resorting to survival tactics. In other words, people sell their tokens very easily and often don't hold them for more than a few days, if even that.

So, will trust act as a panacea to this problem? Certainly not, but we feel that it is a large piece of the puzzle in ensuring a healthy and vibrant community. You see, we believe that if investors invest in trustworthy teams, they'll be less likely to resort to these survival tactics and will be more likely to hold for a longer period of time.

How, then, does People's DAO aim to build trust? Being active in the community, announcing developments frequently, acting upon our promises and partnering with several other established projects are some of the most prominent ways in which People's DAO aims to build and maintain a healthy level of trust among our community members.

Networking with projects





The Roadmap Part 1

This roadmap shows only some of our future utilities and developments to give you a general idea of what's to come. To view our most up-to-date information, please see our socials.

✓ 3. Products

Real-life product launched;
Energy drink.



✓ 4. First Partners

Six partnerships secured.



✓ 5. Vetting ability

Partnered with vetting and auditing firm for ecosystem partner vetting and more.



✓ 6. More Partners

Twelve partnerships secured in total.



✓ 7. Go-Kart F2P game

An easy-to-use F2P game developed and released.



✓ 2. NFTs

Yield sharing NFTs live.



8. DAO platform ✓

The DAO voting platform is ready and functioning.



✓ 1. Launch

Launched with 20bnb presale.



More to come!



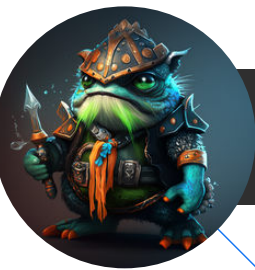
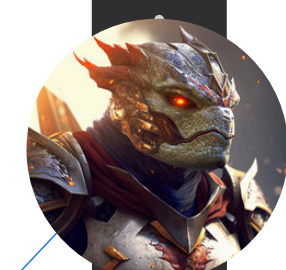
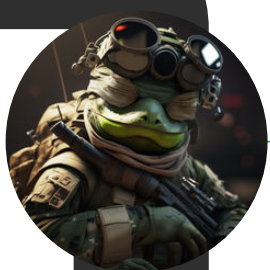


The Roadmap Part 2

10. The PMM

Release of the Product and Merchandise Manufacturing service for partner projects.

This roadmap shows only some of our future utilities and developments to give you a general idea of what's to come. To view our most up-to-date information, please see our socials.



12. First P2E

Our own FPS shooter game released and functional.

11. Reward Vault

The Token and NFT Vaults are live and yielding rewards.

9. The GDN

Integration of the Global Distribution Network for partner projects' merchandise.

13. Playhouse

The DAO's merchandise shop functioning and bringing yield.

14. Character in the SMB

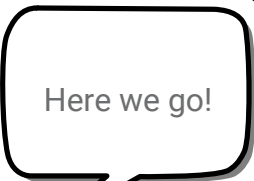
Our own character featured in the game "Super Meme Brawl", which will be made by our partners, the Forge Universe Blacksmith Labs LTD.

15. DeFi Exposition

Our very own DeFi and Token Exposition will commence in November 2023!

16. Graphic Novel

Each partner project gets its own avatar, as do we, in The Meme Theme graphic novel manga!





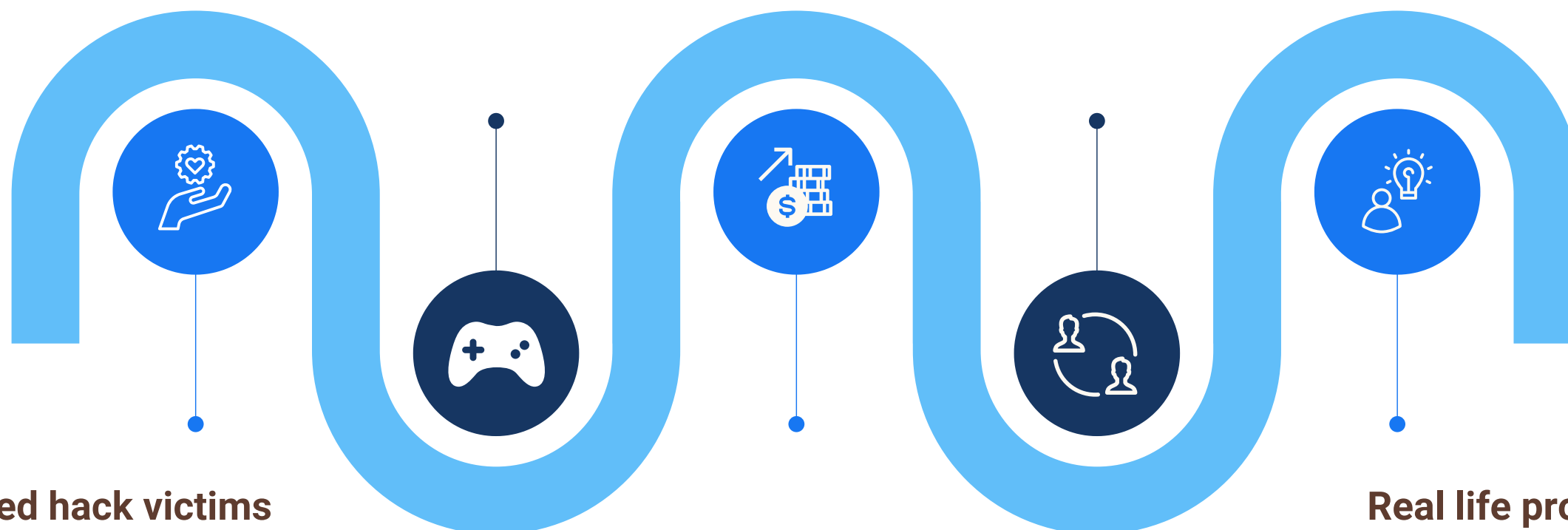
Our Achievements

P2E game nearly ready

The People's DAO has nearly finished its first P2E game, a Pepe-related FPS, only 2 months since launching on BSC. We are currently planning our second P2E game as well.

Ten partnerships secured

People's DAO believes in building an ecosystem of value, high morals and strong ethics. This sentiment has brought several partnerships to the DAO and will continue to do so.



Reimbursed hack victims

People's DAO's early partner, RedGiant, faced a staking dAPP hack resulting in token losses for PepeDAO holders. However, all \$PEPED losses were compensated quickly by our core team and the chart experienced an increase of 1300% from the all-time low. The incident also highlighted the importance of strict security measures for any dAPP associated with the People's DAO ecosystem.

10x from launch

People's DAO launched with a market cap of approximately 15,000 USD and reached an all-time high of 150,000 USD.

Real life products

People's DAO has released one real-life product, an energy drink, and is almost ready to release two others: A clothing brand and a hot sauce.

Introducing Our Utilities

For long-term success, People's DAO will be continuously building utilities and use-cases for both the token as well as the NFT. On this page, we will give a general view of the utilities built and envisioned thus far.

A notice on the information regarding our utilities:

At the time of writing this white paper, People's DAO has already implemented several utilities and has plans for more in the future. However, please note that by the time you read this, not all of the latest utilities or envisioned utilities may have been updated here. For the most up-to-date information on People's DAO's utilities, we strongly recommend visiting our social media channels.

"A project without utilities is a gamble."

The importance of building utilities

While we recognize that some hype-based tokens do succeed, we also realize that such tokens are inherently risky and almost never amount to more than momentary pump'n'dump schemes, if even that.

As our main goal is to provide a safe ecosystem for investors and legitimate projects alike, we believe that building utilities is a matter of course, rather than an option.



Categorizing Our Utilities

Current utilities

- Frogium NFTs that gain yield from bot trades
- Use of a Forex trading bot for compounding interest
- A merchandise shop for the entire ecosystem. Part of the yield will be used to reward current token and NFT holders
- In-depth vetting and auditing of partner projects
- And much more!

Future utilities

- NFT Reward Vault
- Token Reward Vault
- P2E game with yield-generating capabilities
- Voting platform (DAO)
- LP buying and locking mechanism for \$PEPED and partner tokens via third bot
- Other unannounced utilities coming



Utility 1: The NFTs and Bots

Our Frogium NFT holders are eligible for monthly yield from both our cryptocurrency bot and our Forex bot. There are three tiers of NFTs and the percentage of yield given differs for each tier.

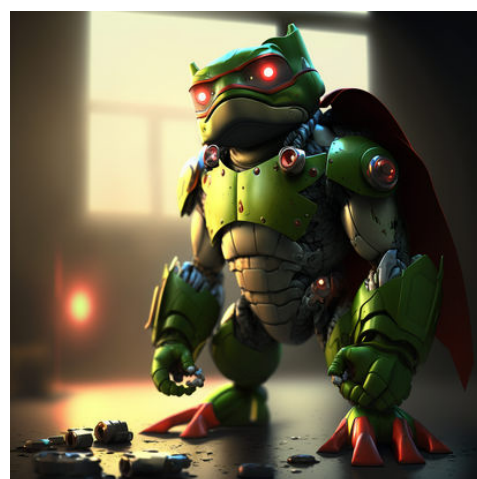
Buying and Selling

Where to buy and sell

The Frogium NFTs can be bought or sold at <https://peped.nftify.network/> and resold on Opensea.

Are there any fees?

No, selling or buying the NFTs incurs no fees, except for BSC's gas fees.



First month's yield: 5-7% / NFT

Overview of our NFTs



Tier 1: Normal

- Starting cost: 0.2 bnb
- Mintable amount: 675
- DAO: Voting rights
- Yield in 1st mo: 7%
- Rewards from future mints: 5%
- P2E integration: For both games
- Bot rewards: Shares 35% profit pool with all tiers (1, 2 and 3)



Tier 2: Rare

- Starting cost: 0.5 bnb
- Mintable amount: 104
- DAO: Voting rights
- Yield in 1st mo: 5%
- Rewards from future mints: 5%
- P2E integration: For both games
- Bot rewards: As tier 1 + extra 10% shared between all Tier 2 mints



Tier 3: Ultra rare

- Starting cost: 1 bnb
- Mintable amount: 14
- DAO: Voting rights
- Yield in 1st mo: 7%
- Rewards from future mints: 5%
- P2E integration: For both games
- Bot rewards: As tier 1 + extra 5% shared between all Tier 3 mints.

NOTE: As there are, at most, 14 Tier 3 NFTs and 104 Tier 2 NFTs, the rewards given per NFT are far higher for Tier 3 NFTs than for Tier 2 NFTs, despite Tier 2 getting twice the extra rewards percentagewise in total.



Utility 2: The Playhouse (coming)

The Playhouse will act as our merchandise platform, where users can buy real-life merchandise sold by us and our partners.

Please note: This utility is not available yet and the details are still susceptible to change.

How will the shop work?

Products

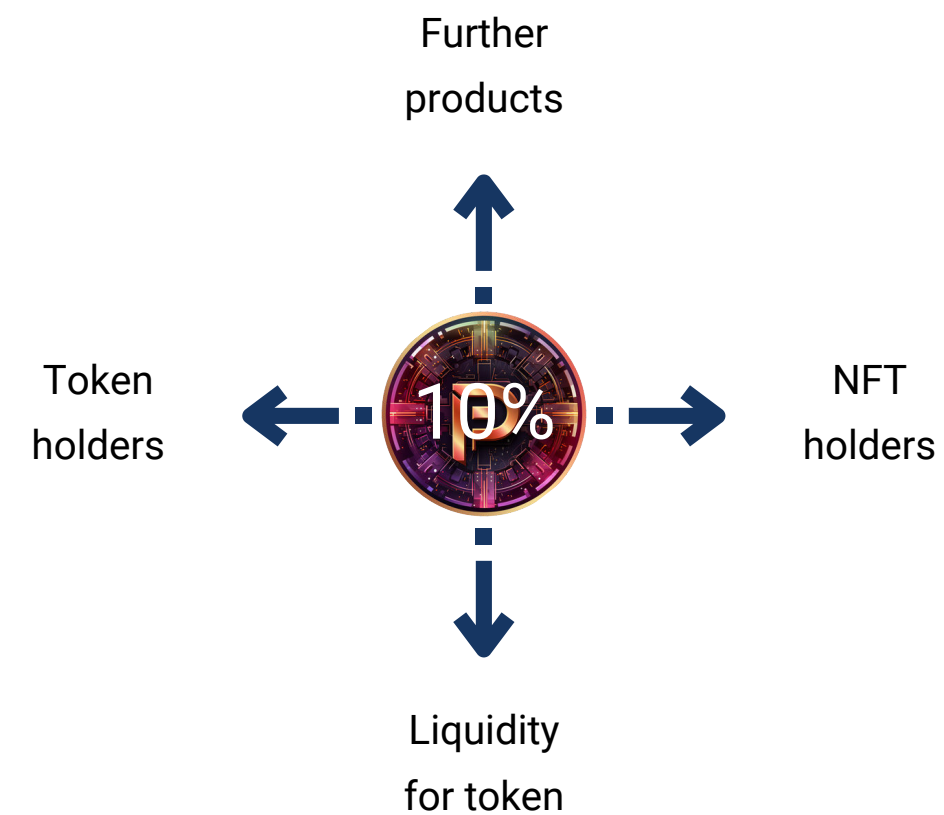
Each product made by or for the People's DAO or its partners can be purchased via our website using your favourite cryptocurrencies. Our aim is to develop and sell high-quality items worldwide!

No crypto? No worry.

Why? Because the People's DAO will be implementing an online visa option for \$PEPED tokens, which can then be used to buy the merchandise! Our shop will be whitelisted so you won't be paying taxes for the use of \$PEPED tokens in the shop. However, if there are taxes still in place for buying \$PEPED tokens (see tokenomics section), the initial purchase of our tokens would still be taxed.

Redistribution of yield

10% of the revenue from all sales will be placed into future production funding pools, as well as distributed directly to our NFT/token holders as rewards. The exact details are still being worked on. However, we've attached a basic idea of the distribution model below.





Utility 3: Token Reward Vault (coming)

NOTE: The token Reward Vault utility is not yet fully planned. In this white paper, we outline the basics of the future utility. Please note that any of the following is subject to change.

The basics of \$PEPED Reward Vault

Where to lock \$PEPED?

Our tokens will be lockable in the future through one of our partners. We have yet not determined which one of our current partners, or potential future partners, will be accepted to offer this service. However, any dAPP for locking your tokens will need to have stringent security measures in place.

What security measures will be in place?

To be accepted, any project offering \$PEPED Reward Vault functionality will be required to have an audited dAPP. They will also need to use a multi-sig wallet.

But what is a multi-sig wallet?

A multi-sig wallet is a type of digital wallet that requires multiple people to approve a transaction before it can be executed. This makes it more secure than a traditional wallet that only requires one person to authorize a transaction and makes it very difficult for developers or hackers to drain the contract(s).



What kind of rewards will there be?

The exact rewards are yet to be determined. However, what we can tell you is that you'd be able to lock your \$PEPED with exponentially rewarding lock-up periods. The rewards are going to be given as NFT vouchers allowing for discounted buys on our NFTs. If the discounts you've accrued are enough, you'll be eligible to get NFTs for free.

Other possibilities are being entertained. As a part of the DAO, perhaps in the future, your proposal for this will be the one chosen!

Utility 4: NFT Reward Vault (coming)

NOTE: The NFT Reward Vault utility is not yet fully planned. In this white paper, we outline the basics of the future utility. Please note that any of the following is subject to change.

The basics of NFT Reward Vault

Where to lock the Frogium NFTs?

Our NFTs will be lockable in the future through one of our partners. As with our token vault, no particular project has yet been selected for this purpose. Whatever the project may be, they'll have to follow stringent security rules in order for us to accept their dAPP services.

What security measures will be in place?

To be accepted, any project offering FROGIUM NFT Reward Vault functionality will be required to have an audited dAPP. They will also need to use a multi-sig wallet. For further information, see the security section for Token Reward Vault (pre (previous .



What kind of rewards will there be?

As with our token Reward Vault, the exact rewards are yet to be determined. That said, we have decided that the NFT vault will reward you with \$PEPED tokens. The number of rewards given will likely be dependent on the lock-up time chosen by the investor as well as the rarity of their NFT, whereby an ultra-rare NFT locked for the maximum lock-up time would get a far bigger share of the pool than a normal NFT locked for the minimum lock-up time.

As before, proposals for NFT vault and other utilities are able to be voted for or against and created by our DAO members, so if you have ideas for this, please visit our Voting Platform and cast your vote!

Utility 5: P2E Game (coming)

NOTE: The P2E game is still being developed and as such, any of the following information related to the game is subject to change.

Introducing the "Croak of Duty"

In the Croak of Duty, you're Pepe, a soldier sent to fight against a hoard of zombies who are threatening to make a meal out of the peasant frogs! Not only do you have to deal with these mindless frog-eaters, but you may also discover a few reasons to go after other Pepes. After all, you don't want them to get all the bounty, now do you?



Shoot well or you'll... croak.

**Remember To Vote
On Our Voting
Platform For Your
Favourite Rewards!***

*When voting opens



Don't forget to load up on ammo!

How will everyone Profit from it?

Here are some of the potential ways the game can benefit everyone involved:

- 1) People from the PEPED community can play the game in order to win PEPED-related prizes or prizes from our partners. The player's wallet will have to hold either NFTs or PEPED tokens to be eligible.
- 2) Lounges will be able to "rent" the game in order to find winners for competitions.
- 3) Other projects will then be able to pay for advertising during the above events, which will be displayed on banners scattered around the city.
- 4) Other projects can also create events within the game for a small fee.

Any profit will be either given back to the community members, used for development or used to increase our liquidity.

Utility 6: Free-To-Play Go-Kart

NOTE: The Go-Kart is a free-to-play game with the potential for many fun use cases for investors and partner projects alike!

Introducing the Go-Kart F2P

In our Go-Kart game, you drive around in your Go-Kart, avoiding police officers, buildings, trees and other cars, while at the same time shooting as much as you can.

Havoc, mayhem and fun!



Don't get swarmed!



Shoot badly? You'll die, sadly.

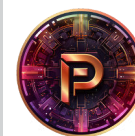
Why did we choose a Go-Kart game?

The Go-Kart game is easy to play and hence is accessible to all players, whether they have a lot of gaming experience or not. Furthermore, we're looking into integrating the Go-Kart game into our Telegram as a fun pastime.

We may also implement a monthly Leaderboard Leaders competition for bragging rights and could potentially give out small prizes to the winner, as well as mention their names on our Twitter with their permission, of course.

Visit the game at:

<https://degenomics2000.itch.io/pepepolicechase>



Utility 7: Voting Platform (under construction)

In our Voting Platform, members of the DAO have the opportunity to create proposals and vote for or against them.

Please note: We aim to integrate the voting platform into our own website. For now, however, please visit <https://snapshot.org/#/peoplesdao.eth> to use the DAO.

Who can vote or create proposals?

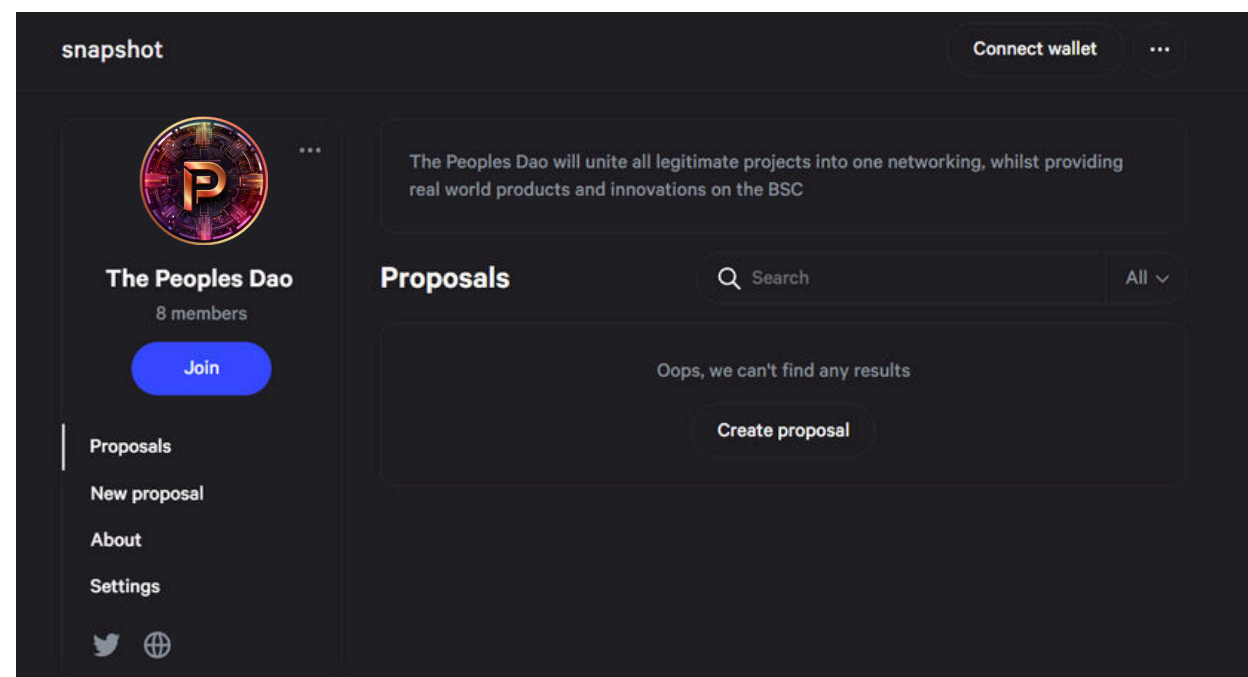
Voting on the platform

Each DAO member is allowed to vote for or against a proposal. All that is needed is one single \$PEPED token or an NFT of any rarity.

However, each wallet's voting power will be weighted according to token holdings and NFT rarities. This mitigates the possibility of someone creating hundreds of wallets with 1 token each and getting their own proposal through or denying other people's proposals.

Creating proposals

While every token or NFT holder can vote, only wallets with a predetermined amount of tokens or a set amount of NFTs are able to create proposals. This dramatically increases the likelihood of a suggestion being made by someone genuinely interested in the well-being and success of the entire ecosystem, while simultaneously keeping the number of suggestions manageable. Should every token or NFT holder be allowed to create suggestions, the number of suggestions could be overwhelming and this could lessen voter activity.



How exactly will it work?

Once an eligible wallet has created a proposal, there will be a limited amount of time during which DAO members can either upvote or downvote the proposal. The total amount of votes must exceed a certain percentage of total eligible wallets to be passed, no matter what the number of upvotes.

Once the proposal passes, it must still be manually reviewed by the team and community. In practice, this simply means that the team and community will read through it to ensure nothing in the proposal could hurt a large number of holders or the project itself. This will be a way of minimizing whales or potential hackers from attempting to pass damaging proposals.

If the proposal seems fine but has a suspiciously high upvote amount or something else suspicious about it, the team may see it fit to create a verification vote. A verification vote will be announced only after a holder snapshot (both NFT and token) has been taken. The verification vote will **not** be weighted and any wallets with tokens or NFTs sent to them from another wallet between the snapshot and announcement will be automatically disqualified from voting. These measures are yet another way to fight against the potential gaming of the DAO platform but are to be used in extreme cases only.



Utility 8: Providing Real-Life and Web3 Services

The DAO provides a diverse range of services that cater to both real-life and Web3 needs. Our comprehensive service offerings are available to all legitimate projects and companies, with a special focus on partner projects and incubated initiatives, ensuring preferential access for their benefit.

Product Manufacture and The Global Distribution Network (GDN)

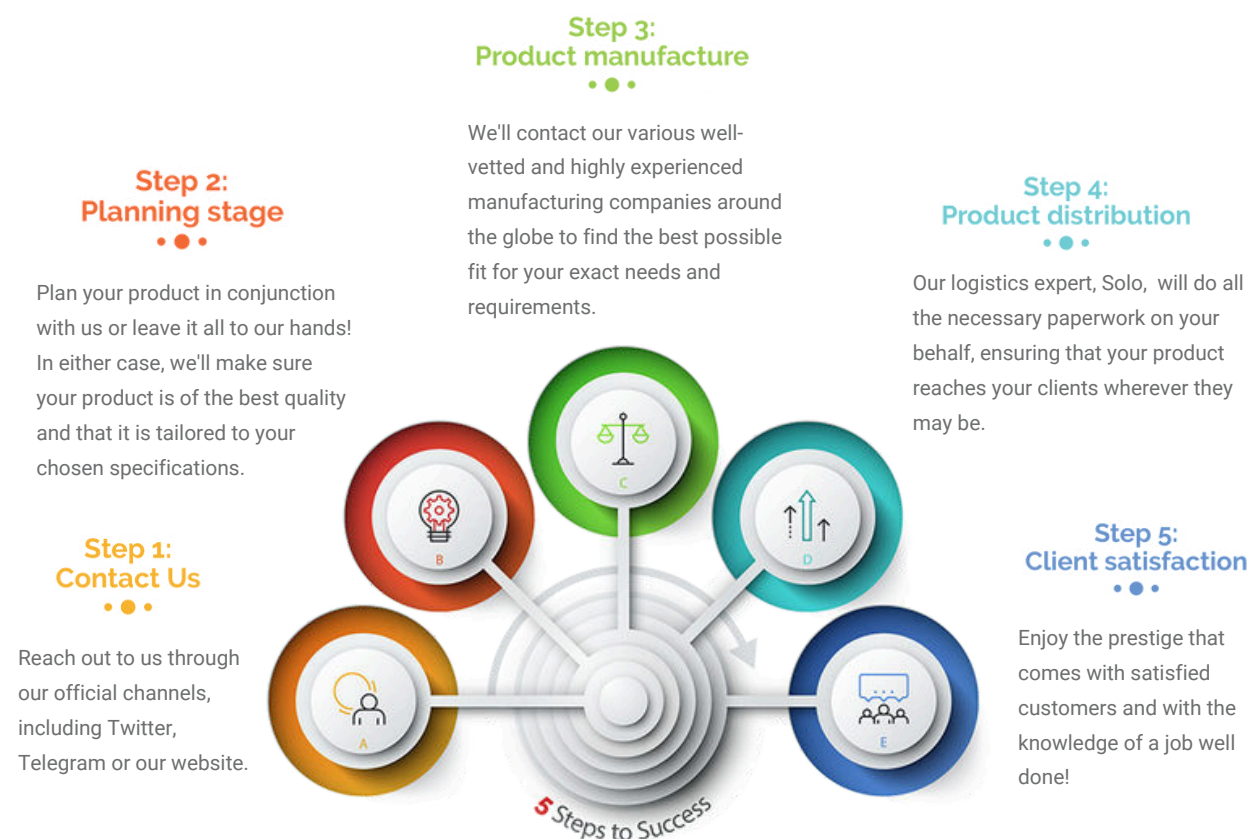
The Global Distribution Network

The DAO's Global Distribution Network (GDN) is a professional group consisting of multiple companies based around the globe and will be used to distribute merchandise sold through our Playhouse shop.

We have a network of quality-controlled manufacturers worldwide, including America, the UK, Europe, Scandinavia, and Australia. Our product manufacturing department collaborates closely with clients, guiding them from initial ideas to the creation of customized merchandise. Our extensive professional network allows us to hand-pick third-party suppliers, ensuring the best match for each client's requirements.

Distribution and Logistical Solutions

The logistics department is handled by Solo, who specialises in product import and export globally. The People's DAO energy drink passed through the American and Australian border regulations, due to Solo's expertise in customs regulations and documentation requirements.



Product Manufacture

We can manufacture a multitude of products ranging from clothing to drinks and from cutlery to lanyards and much more! Here are some examples of what the People's DAO can manufacture for your project or company:

- Hats, hoodies, t-shirts, ties, jumpers and custom-tailored outfits. Custom clothing examples: body suits, morph suits, tailored suits, cosplay etc.
- Coffee cups, water bottles, pens, lighters, bookmarks, stationery, lanyards, wrist bands and custom ink stamps
- Energy drinks, bottled water and soft drink development
- And much more!

The guarantee

The People's DAO believes that every aspect of our services should be customisable, ranging from the idea creation to the message presented by your branding choices and delivery of the product to the desired destination. We will always strive to provide the best possible service to anyone that utilises any of our in-house services.



Utility 8: Services Continued

The Project Incubator Service

What is the Project Incubator Service?

The People's DAO understands the challenges of assembling a reliable team and accessing trustworthy service providers in the Web3 world. That's why we've developed the Project Incubator Service.

Our comprehensive support will transform your ideas into tangible outcomes and connect you with a community invested in your long-term business success. From initial branding to contract creation, utility design/production, and all other essential aspects, we'll guide you every step of the way, turning your dreams into reality.

What are our services?

We offer a multitude of services, some of which we've outlined below:

- Logo, graphics, videos and brand development
- Whitepaper development and production
- Contract creation, launching and in-house management
- dApp, game and NFT collection creation/production
- Contract, game and business auditing provided by our partner, DYOR
- Validator, bot, market place and swap development
- People's DAO Incubator review AMA
- Access to our network of partnered projects including service providers
- Continuing support post-launch
- Community managing and moderation services
- Utility R&D, development and branding packages
- Web3 Soft Skills education and much more!

We are dedicated to providing inclusive solutions that align with the budgetary needs of every project, empowering them to achieve their goals with confidence and financial feasibility. Please don't hesitate to ask us for more information!

The responsibilities of the incubated project

To be successfully incubated, new projects must pass several checks by our vetting team and a review by the People's DAO's organisers and community. Other stringent security measures must also be followed and an incubation fee will be required to be paid. More details on the above will be released at a later date on our website.

Our responsibilities

The People's DAO's organisers will be responsible for managing contracts, developing business plans, acquiring trustworthy full-stack developers, giving access to our passionate community, arranging for audits and KYC services as well as networking with our partnered projects, and CMC applications and helping your long term businesses gain vital funding.

To ensure complete transparency and legality, both parties will enter a legally binding contract, which clearly stipulates everything that is required by both parties. Said contract will also clearly indicate potential breaches of contract and potential repercussions thereof.

Benefits for the \$PEPED token holders

The funding pools generated through tax and revenue streams from projects utilizing our incubator services will be partially used to distribute monthly rewards directly to the wallets of DAO token holders at pre-determined percentages.

In addition, DAO members will enjoy automatic whitelisting for project presales and early access to new long-term projects. To participate in the incubator program, every holder must maintain a minimum of 0.1% or 100,000,000 \$PEPED tokens in their wallet.

Utility 9: Second P2E Integration Super Meme Brawler

Our partners at Forge Universe Blacksmith Labs LTD. are making our second P2E game, the Super Meme Brawler. We aren't able to give out all of the information regarding it yet, but we're more than happy to give you the gist of it!

What's the basic idea of the game?

The Super Meme Brawler is a P2E fighting game featuring a diverse cast of seven dynamic meme characters and an assortment of four captivating arenas, all complemented by an engaging ranking system, the Super Meme Brawler P2E game is sure to be exhilarating.

You'll engage in intense battles that can be enjoyed as either 1vs1 or 2vs2 encounters, where your rank will play a pivotal role in determining your opponents. For those seeking casual fun, gather your friends in lobby rooms and engage in exciting matches without the constraints of the ranking system.

Every character in the game boasts a unique set of abilities, ensuring a varied and exciting gameplay experience. With three distinct special abilities at their disposal, as well as three weapon skills and combos, each character offers various strategic options for players to explore.

As you might have gathered, the game will feature your favourite meme characters! In future updates, more meme characters will be featured as champions with whom you can conquer the rest of the memedom!



Where will I be able to play the game?

Super Meme Brawler will initially be available on PC and Macintosh, and we're aiming for it to be potentially released on Steam as well. Following its initial release, the game has plans to expand its reach to PlayStation 5, Xbox, and Nintendo Switch, targeting console gamers. Additionally, there are future plans to develop a mobile version, allowing players to enjoy the game on their smartphones and tablets. Please do note that all of the above is subject to change!

The aim is to make Super Meme Brawler accessible to a wide range of players across various platforms, ensuring that everyone can partake in the thrilling brawling experience.

When will the game be released?

The exact release date isn't revealed yet, but the game is already in production. We'll write more information about the release date both here and in our social media as soon as we can!

Utility 10: Graphic Novel Manga The Meme Team

The Meme Team is a Web 3.0 graphic novel manga series, including characters from our partnered projects and storylines designed by our creative lead organiser "The Fox" with suggestions taken from our combined communities. Each page of the manga will be an NFT, though Web 2.0 and physical editions will also be available as the story progresses.



Enjoy the Manga as an NFT and later on either as an e-book or as a physical graphic novel

Why are we developing a Manga Series?

Bridging the entertainment gap between Web2 and Web3

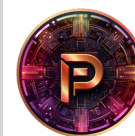
We recognize a significant void within the blockchain community, where web 2.0 entertainment has yet to find its rightful place. As firm believers in the imminent mass adoption of cryptocurrency, we hold a responsibility to offer the full spectrum of online delights that people typically enjoy on the "traditional" internet.

This Manga series will be our first way of bridging the entertainment gap between Web2 and Web3, but we are actively looking at other exciting ways of increasing Web3 entertainment possibilities and bringing both Web2 and real-life experiences into the Web3 world.

Uniting Legitimate Projects in a "Readable Metaverse"

The story will take place in an exciting cryptocurrency universe which is made up of all other hard-working brands and their avatars, acting as a "readable metaverse" of sorts for legitimate projects. We are excited to start producing a story unlike any other and providing a necessary part of the online experience to our combined communities and future members.

The Meme Team project serves as a powerful catalyst to amplify awareness about the entire People's DAO network. By engaging with a wider audience of Web 2.0 users, we aim to ignite curiosity and foster a deeper understanding of the remarkable technology and vibrant communities within the Web 3.0 sectors. Through this initiative, we bridge the gap, connecting people to the incredible possibilities of Web 3.0 and showcasing the awe-inspiring technology and communities that define it.



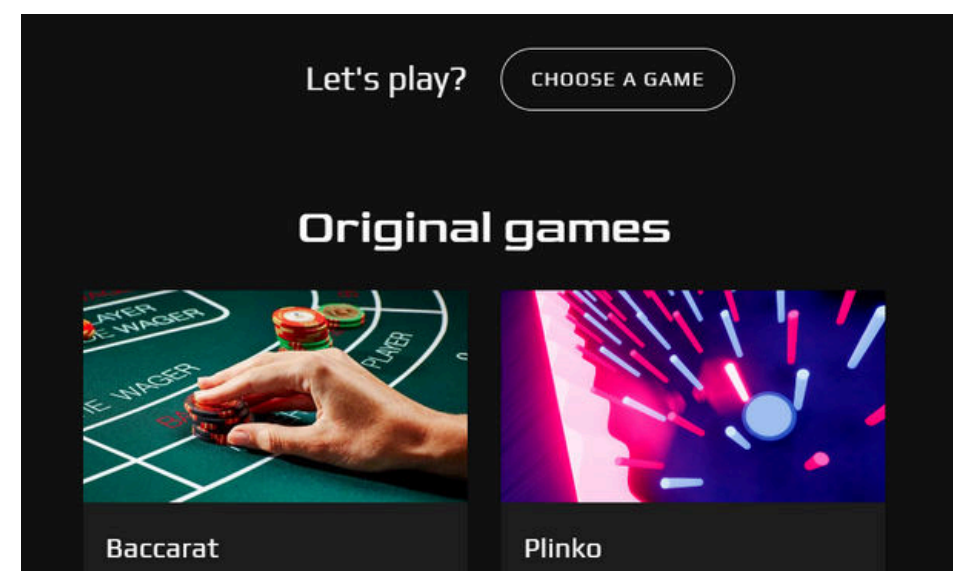
Utility 11: Casino Gaming Platform (under construction)

Do you want some excitement in your life? If yes, then our casino will be just the place for you! Initially, you'll be able to play some of the most popular casino games using \$PEPED tokens, though we plan on allowing the use of other tokens as well, such as partner project tokens for example.

Why did we decide to add a casino?

The addition of a casino aligns with our goals

As you know, we aim to bridge the gap between Web2 and Web3 entertainment and adding a casino to our utilities coincides with that goal. It will also add more utility to the entire ecosystem including our \$PEPED token. Later on, as we implement the possibility of using partner tokens as payment, the casino will also work as a great way to add an extra layer of utility to their tokens as well.



Remember that you can vote for more games to be added in our DAO!

Real-life Product: Energy Drink



Ingredients per 100 ml of drink	
Energy	46 kcal
Protein	0.1 g
Carbohydrates	11.3 g, 100% sugar
Fat	0 g
Fiber	0 g
Sodium	0-1 g
Niacin	7.0 mg (44% of RDI)
Pantothenic acid	2.0 mg (33% of RDI)
Riboflavin	0.53 mg (38% of RDI)
Vitamin B6	0.4 mg (29% of RDI)
Vitamin B12	0.5 µg (20% of RDI)

Why did we create an energy drink?

Energy drinks are popular

According to the Statista Consumer Market Outlook, the revenue of energy and sports drinks sold worldwide amounted to approximately 159 billion U.S. dollars in 2021 and is estimated to increase to just over 233 billion U.S. dollars by 2027.

Popularity may help reach a larger audience

Provided both marketing and "shilling" are done correctly, our energy drink has the potential to facilitate growing interest in the entire ecosystem, particularly once our online shop is live.

An energy drink has the potential to reach non-crypto users

As stated, energy drinks are popular. However, whilst crypto is a hot topic around the globe, mass adoption hasn't happened due to several reasons, one of them being the difficulty of actually starting your trading journey (think about the first time you heard about Metamask, seed phrase, blockchain.... confusing, right?). Combine these facts with the knowledge that we're going to integrate a buy-with-card option for \$PEPED tokens and you can begin to see the possibilities.

How about the name and tagline?

To create a catchy name and tagline that would appeal to crypto users, we named our drink "People's DAO" and used the tagline "Jeets Tears - a regen for your inner degen" to convey the DAO's morals and ethics. "Jeet" is a Hindi word meaning "Win" or "Victory," which we used to flip its derogatory connotation on its head.

By doing this, we want to show that inclusion, not exclusion, is what People's DAO is all about. We welcome all respectful traders from all walks of life, as we feel that together we can build a better future for all.



Meet our Partners

The People's DAO is constantly on the lookout for mutually beneficial partnerships for its ever-growing ecosystem.

Our vetting partner: Doge your own research (DYOR)

A vetting and auditing platform



DYOR is a platform combining vetting, auditing, contract creation, DEX creation, UI/UX designing and multi-chain and single-chain deployment solutions. They're on a mission to change DeFi by creating safer investment opportunities, which is exactly what The People's DAO is all about! DYOR will be vetting all of our future partnerships in order to ensure their safety for our investors.

Read more at: <https://www.dogeyourownresearch.com/>

Utility Partnerships



BurnSwap

BurnSwap offers staking at up to 1096% APR, bridging options, a swap and token burning.

Read more at: <https://burnswap.finance/>



Mind Token

Providing free health-care, for both mind and body, via staking their token, the Mind Token aims to help people around the world gain access to quality health care and self-betterment. People's DAO token holders can get help for free!

Read more at: <https://www.mindtoken.app/>

Strategic Partnerships



HODL Hub

HODL Hub is a digital asset acquisition hedge fund that already owns several FROGIUM NFTs, which are used to generate future rewards for their members. They will also utilise the Peoples DAO Global Distribution Network to sell their merchandise across the world.

Read more at: <https://thehub.finance/>



Two Lands Token

The TTT is a project inspired by archaeology. They're producing a Web 2.5 trivia-based game, a range of alcoholic beverages and an amazon prime document series. In addition, they'll also be funding a machine to explore a hidden shaft in the temple of Giza.

Read more at: <https://twolandstoken.com/>



Forge Universe Blacksmith Labs Ltd.

Forge21 is an out-of-this-world gaming production company based in London that will act as the creative force for our partner tokens, helping them turn their inspired ideas into reality. The team has already successfully developed several games.

Read more at: <https://forgeuniverse.com/>

Partnerships Continued

On this page, we proudly present to you more of our strategic partnerships and our exclusive lounge partnership.

Exclusive Lounge Partnership: Fifteen Minute Reviews



The Fifteen Minute Reviews Lounge offers thoughtful and well-written reviews on several DeFi projects, all of which are unpaid and thus fair. People's DAO will have exclusive rights to recurring promotions in the Lounge, whilst the Lounge's members will be eligible for benefits, such as discounts in the Playhouse.

Visit the lounge at <https://t.me/FifteenMinuteReviews>

Strategic Partnerships



Smart Finance

Smart Finance Omni DEX helps you Swap or Bridge any tokens or coins from all of the top blockchain networks - all with their easy-to-use Dapp.

Read more at:

<https://smartfinance.exchange>



Shiba Wings

Shiba Wings is Australia's first and only Crypto Diner! Get your food with your favourite crypto.

Visit Shiba Wings at:

https://twitter.com/shiba_wings

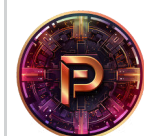


Sidekick Finance

Sidekick Finance offers a multitude of services, such as Software Development, Marketing, Branding and Designing, as well as Business Strategy for any Web3 project.

Read more at:

<https://sidekick.finance/>



Meet the core team



The Fox: CEO, Partnerships Executive

The Fox has been in DeFi for several years, doing what he excels at in real life - building connections with empathy, honesty and kindness. By profession, Fox is a Web3, Blockchain and tokenisation specialist, as well as a Business Developer and Director of Operations for several venues around the globe. Additionally, he is the proud owner of an immersive dining business.



SOLO: COO, CMO

SOLO may sound lonely, but in real life, he's the leader of a team of nine people and owns two online shops. He has been in crypto since 2014 and has dedicated his time to creating lasting connections and revealing ruggers.

Meet the rest of the team



Painterguy: NFT artist, Ideator

Painterguy owns a painting company and uses his artistic skills in combination with his A.I knowledge to create stunning NFTs.



Kevin: White Paper creator, Ideator

Kevin is the CEO of LaunchWell Productions and uses his skills in linguistics, ideation, copywriting, white paper design and empathic listening to help People's DAO as a team member. Kevin has been an admin in several tokens, ranging from small to medium-large projects.



MegaTits (MT): Ideator

MT leads a public-sector entity that puts him in charge of about 250 employees. He's been an investor in crypto for a bit over a year and has created a call channel.



YkatoFan: Technology and Bot executive, Ideator

Ykato has extensive knowledge of coding and bots. Not only has Ykato developed the People's DAO contract, but he is also continuously assisting People's DAO with our bots and other technical aspects.



Xakillaronidis: Connector, CryptoMagazine

Xak has amassed a vast array of connections in his DeFi journey. He also works in The CryptoMagazine and uses all of the above to aid People's DAO.



Nathalie: Ideator

Nathalie has studied economics and has used that to help her in her four-year DeFi experience. Nathalie is the epitome of positivity and kindness and that shows in our chat.





Our Socials

You can contact us and view our announcements at the following social platforms or through our website!

Welcome to the DAO!



Reddit

<https://www.reddit.com/r/ThePepeDao/>



Telegram

<https://t.me/ThePepeDAO>



Twitter

<https://twitter.com/ThePepeDAOBSC>



Facebook

[PepeDao Facebook](#)



TikTok

<http://www.tiktok.com/@thepepedao>



Website

<https://pepedao.net/>