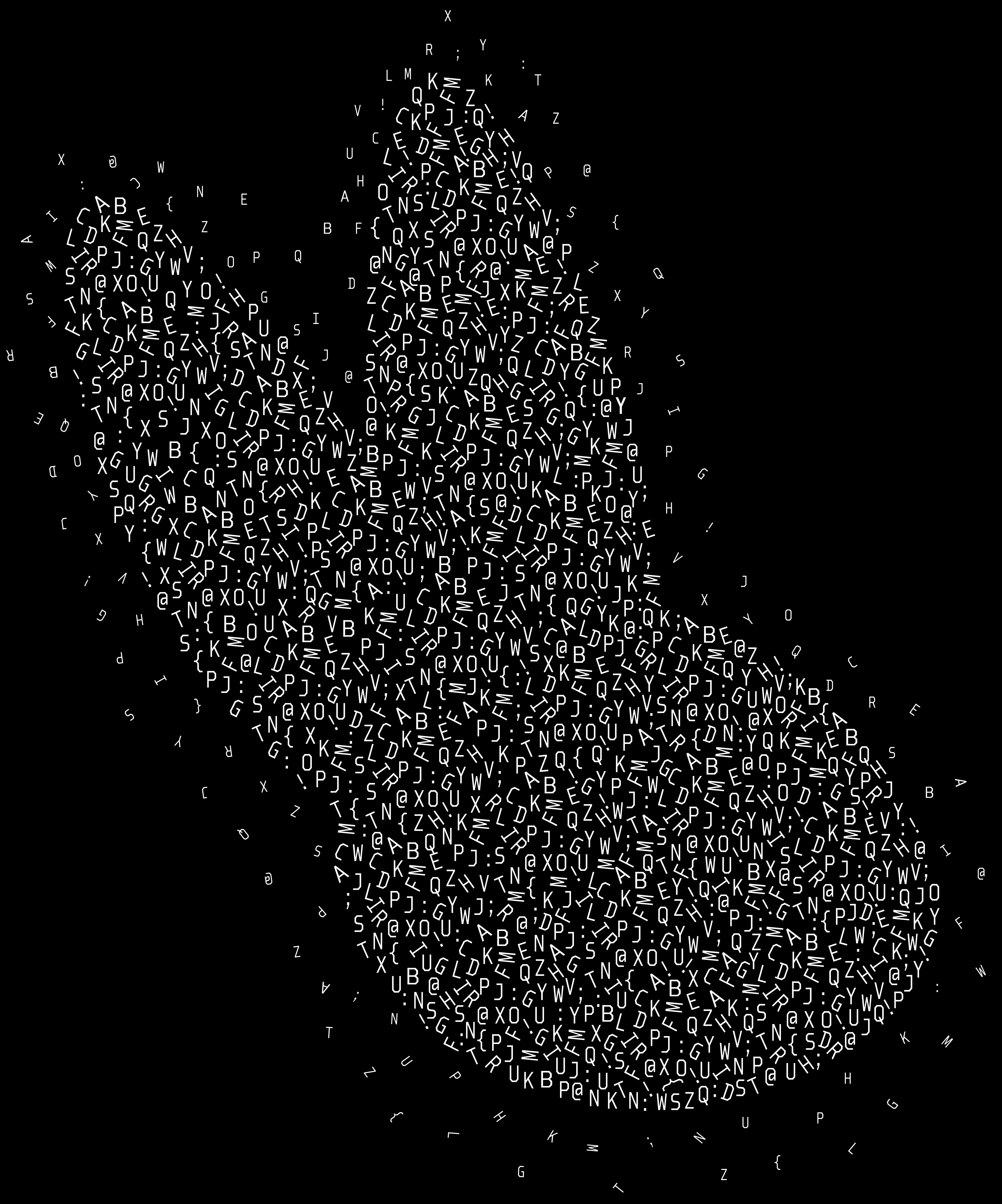
rabbitholes.fi

# rabbitholes finance

follow the white rabbit to financial liberation



# 1. introduction

rabbitholes.fi ($CARROTS) is a decentralized answer to our modern-day dystopia. traditional social media has been converged. not only do these platforms have a stranglehold on the social media and data industries, they are also prone to excessive censorship. too many of them are pushing agendas that call for the suppression of beliefs and ideologies that their owners don't agree with. legacy social media also exploits its users and their data, a practice that in no way benefits the users themselves. much like the finance sector, social media is another industry that the blockchain will irreversibly transform. like you, we believe that the future is tokenized and want to move past the paradigm where an unfeeling government or corporation can decide what we do with our money or what we say online.

rabbitholes finance is aimed at individuals who are not only looking to interact but to also financially benefit from their digital activity. we want to create a space where normies, conspiracy theorists and degens can come together to experience the cryptocurrency revolution originally envisioned by satoshi. our platform will allow users to freely interact, share ideas and earn rewards within a censorship-resistant, community-owned ecosystem. our mission is to empower; we believe individuals should have the right to engage information freely and have the final say where their finances are concerned. unlike with traditional platforms, our vision of decentralized governance ensures that no single entity can restrict access to or silence voices within our ecosystem.

rabbitholes finance offers a range of tools for users to manage and grow their wealth in the age of crypto. the protocol includes a decentralized exchange (dex), staking pools, yield farming and an nft marketplace. users wil be able to find liquid markets for the collective memecoin ecosystem. users will also be able to mint their own tokens and nfts. powered by $CARROTS, our native token, the protocol allows users to participate in governance, earn from their contributions and explore financial opportunities, all while playing their part in the movement towards decentralization. built on solana, rabbitholes finance will be a social event; a celebration of internet culture, of those who dare to pursue the truth in the face of censorship, and of the informational+financial freedom promised by the blockchain.

# 2.features

## 2.1 profiles
users will interact with the platform via profiles directly tied to their cryptocurrency wallets. users will be able to enhance their profiles with nfts.

## 2.2 content feed
the platform will let users interact with a public, multimodal content feed comprising ai-curated and user-generated content.

## 2.3 communities - rabbitholes
the platform will host communities (called 'rabbitholes') focusing on any number of topics and interests. rabbitholes will be host to active chats, allowing users to share content and engage with other users.

## 2.4 defi tools
rabbitholes finance leverages defi tools in its aim to become a hub for degen activity on solana.

### 2.4.1 token swapping
users will be able to swap their favorite memecoins, altcoins and our native utility token ($CARROTS) without leaving the platform.

### 2.4.2 staking
users will be able to stake their cryptocurrency on the platform to take part in governance and earn rewards.

### 2.4.3 yield farming
user will be able to engage in yield farming to earn cryptocurrency rewards which will be used to incentivize community participation, liquidity provision, and ecosystem growth.

### 2.4.4 crowdfunding and bounties
the platform will integrate a crowdfunding system which will enable anyone to launch or support community projects. users can also set bounties for tasks such as creating memes or other types of content.

### 2.4.5 launchpad & social token creation

users can mint and launch their own tokens on the protocol, from memecoins and nfts to tokens representing a specific user's profile or rabbithole. these can be used to reward followers, unlock special content or give holders voting power within their rabbitholes. these tokens can also be swapped or staked within the rabbitholes themselves. individual rabbitholes are able to host entire token economics driven by the size and activity of their community. this creates additional layers of engagement between users of the protocol, especially between creators and their audiences.

## 2.5 nft marketplace

rabbitholes finance features a decentralized nft market where users can directly mint and trade nfts. these can be anything from usernames and avatars to memes, digital art and user activity such as posts and comments.

# 3.tokenomics

the platform integrates $CARROTS, a native utility and governance token. $CARROTS is central to facilitating platform transactions, granting user incentives and participation in platform governance. users can earn $CARROTS through various activities, including staking, completing quests or otherwise contributing to the ecosystem.

## 3.1 utility of $CARROTS

### 3.1.1 ecosystem
$CARROTS will be used as the primary currency within the rabbitholes finance ecosystem. $CARROTS can be used to support content creators, obtain access to premium content or unlock special features on the platform.

### 3.1.2 defi fees
users can pay transaction fees with $CARROTS to receive a discount.

### 3.1.3 launchpad participation
hodlers of $CARROTS will receive preference for participation in token sales, crowdfunding events and other launchpad activities.

### 3.1.4 nft marketplace fees
users can pay reduced fees associated with minting, buying, and selling nfts on the platform if they use $CARROTS.

### 3.1.5 staking rewards
users can stake $CARROTS to earn rewards and unlock governance rights.

### 3.1.6 yield farming incentives
liquidity providers on rabbitholes finance's dex will earn $CARROTS as additional incentives for supporting liquidity pools, encouraging active participation and liquidity on the platform.

## 3.2 token distribution
the total supply of $CARROTS is fixed at 100 billion tokens (100,000,000,000 $CARROTS). the distribution is structured to support the long-term growth of the protocol and to reward hodlers.

| category | allocation ($CARROTS) | % supply |
|---|---|---|
| community and ecosystem incentives | 30,000,000,000 | 30% |
| token sale | 15,000,000,000 | 15% |
| liquidity | 15,000,000,000 | 15% |
| team and advisors | 10,000,000,000 | 10% |
| platform development and treasury | 10,000,000,000 | 10% |
| marketing | 20,000,000,000 | 20% |

# 4.roadmap

### phase 1: pre-launch and community building

**objective:** build hype, set up core community, onboard early adopters

**key actions:** token presale for fundraising and development, social media marketing of the platform

### phase 2: official nft collection launch

**objective:** cement hype with an official nft collection

**key actions:** a unique nft collection of 1500 avatars that collectively grant holders 15% of the protocol's revenue

### phase 3: official beta launch of platform

**objective:** launch the platform with socialfi functionalities focusing on user engagement.

**key actions:** unveil the platform, activate tokenized engagement, launch staking and defi features, integrate the decentralized exchange (dex) and liquidity pools for token swapping and earning fees, launch nft marketplace for trading nfts, implement yield farming to reward liquidity providers, enable social token creation for community engagement, and organize special nft drop campaigns with gamified nfts unlocking hidden content

### phase 4: community growth and global outreach

**objective:** grow the user base globally.

**key actions:** expand the platform with localized communities in multiple languages to cater to international users, launch a global marketing campaign with web3 media and influencers to drive platform adoption, organize regular nft and token airdrops to reward active users and encourage users to create engaging communities and viral content

## phase 5: full platform expansion, dao launch

**objective:** launch decentralized governance and establish long-term sustainability through a thriving community and decentralized economy

**key actions:** formally launch the protocol's decentralized autonomous organization (dao), introduce governance features where token holders can introduce and vote on platform upgrades and community guidelines, allow creators to monetize content through subscriptions, token-gated access, and decentralized crowdfunding, generate sustainable revenue through transaction and staking fees along with nft royalties, regularly release new features, quests, and defi opportunities to maintain user engagement, expand ecosystem partnerships with gaming, web3, and entertainment platforms to build a network of interconnected communities