

Astrocat Whitepaper
A Working Document on the Astrocat Token

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Purpose:

The purpose of this document is to introduce the reader to the Astrocat token and inform them of the goals of the Astrocat team, as well as explain the decisions made by the Astrocat team and the reasoning behind them.

While this document will serve as an introduction for the reader into Astrocat, it is not meant to cover every decision nor is the document immutable. As market conditions change, it may become necessary to change things in this document in order to react. While the core foundation and goals of Astrocat will not change, how the team goes about achieving these goals may change with the times.

Introduction

Astrocat is an ASA (Algorand Standard Asset) token on the Algorand blockchain and is denoted by the identification number 430838314. There is a total supply of 10 billion tokens, the tokenomics of which will be discussed later in this document. Astrocat seeks to be the community token for onboarding people to the Algorand ecosystem and will utilize its community through community backed businesses and partnerships to create the underlying, fundamental value of the token. Not only will these businesses and partnerships serve as the fundamental basis of the Astrocat token, it will allow Astrocat to reach an audience outside of Algorand and allow it to be the token for onboarding people into the Algorand ecosystem.

Algorand:

The Astrocat team decided on Algorand because of its innovative and state of the art Layer-1 Protocol and its commitment to being the Greenest Blockchain. Algorand's Layer-1 Protocol is entirely decentralized, secure, and most importantly, scalable. Algorand's blockchain runs on a proof-of-stake version that allows electricity consumption to be near zero. Being an Algorand Standard Asset, Astrocat is able to utilize the lightning fast transactions, incredibly low transaction fees and universal interoperability to support its goals. This provides a perfect environment for the Astrocat token to thrive.

Core Goals

The core goal of Astrocat is to become the community token for onboarding people onto the Algorand blockchain. As such, Astrocat will have a large push for adoption from people outside of Algorand. This push will also include partnerships/entities that will allow Astrocat to achieve this outside adoption. This includes but is not limited to: Projects on other blockchains, content creators, businesses, and institutions.

Astrocat chose this focus so as to not be limited by the current limiting factor for other projects on Algorand: The limited number of people actively using the Algorand blockchain. Projects on Algorand that do not focus on expanding the Algorand community will find their growth capped and their potential upside limited. Astrocat will get around this by actively pursuing people who are both involved and not involved with Algorand.

While Astrocat is not a charity token, the community will be built with a sense of charity. Cat shelter donations will be rewarded and Astrocat will provide rewards for those who give back.

The Astrocat team decided to reward individuals for giving back as opposed to giving back as an organization, both in part to encourage each and every community member to support their local shelters, but also to avoid a scenario where Astrocat needs to be sold in order to facilitate donations. Once the donation rewards that are set aside are depleted, the Astrocat team will explore other ways to continue to be a positive, charitable influence on the community.

Once Astrocat has a strong community, it will be able to achieve its next core goal: Rewarding the holders of Astrocat with the wealth generated by the community. The Astrocat team will utilize the community as a foundation to make sales, get sponsorships, receive referral awards, etc. The team will then turn around and reward the community with profit sharing, referral codes, Astrocat giveaways, and other rewards.

The Astrocat team will dedicate at-least 50% of the profits from any of its businesses, partnerships, or other deals towards supporting the token in some form. For the time being, this will be to add liquidity to the token. In the future, this could be used in various different ways such as: giveaways, contests, buying and burning Astrocat, buying Astrocat just to put it back into the liquidity pool, or any number of other ways.

In the short-term, 100% of profits will be put back into Astrocat in order to accelerate the growth of Astrocat. This initial investment will go a long way towards making Astrocat the community token for onboarding people onto Algorand.

Community:

If Astrocat is to achieve it's core goals, it must first start by building a solid foundation. In this case, the foundation for Astrocat will be a strong community. Without a strong community, the core goals of Astrocat are simply unattainable. To build this strong community, the Astrocat team

has devised several different strategies that will target different groups. The three targeted groups will be:

1. People within the Algorand ecosystem
2. People not involved with crypto
3. People involved with crypto on other blockchains

These different strategies will allow anyone and everyone, regardless of their knowledge of crypto, to become a core supporter of Astrocat. The strategies will be employed to incorporate people in the order they are listed above. Please note, that while these strategies are initially employed in a certain order, they will all run concurrently with one another as Astrocat works on all fronts to build a strong community.

Group 1:

The first group of people that Astrocat will be targeting will be people within the Algorand ecosystem. Members of this group have an intimate knowledge of Algorand and will be able to easily integrate themselves into Astrocat. Along with advertising, Astrocat can attract people from this group by outperforming other projects on Algorand. Faster progress, more activity, and a responsive developer team will attract members from this group and allow Astrocat to build a core group that will serve as the basis for the community.

Astrocat has so far targeted this group in the following ways: advertising, airdrops, giveaways.

Group 2:

The second group of people that Astrocat will be targeting will be people who are not (necessarily) involved in crypto. While this may seem like an odd group to target, this group is

the largest group of people that are not involved with Algorand. This means that, if a project was to incorporate even a small percentage of this group, they would become the most successful project on the Algorand blockchain.

Many projects do not target this group for good reason: many in this group are crypto-averse and have no interest in investing in any crypto currency. As such, projects do not put in effort to appeal to this group and focus their efforts on the other groups. This presents a huge opportunity for any project that is able to appeal to this group.

Astrocat will incorporate this group not through advertising the Astrocat token, but by advertising the Astrocat logo, Astrocat merchandise, partnerships, etc. In this way, this group can support Astrocat without ever buying cryptocurrency. One does not need to know what cryptocurrency is to buy a t-shirt or order a mouse pad. As this group supports Astrocat through real world sales, some may decide to look further into what Astrocat is about. This will result in some of group 2 becoming part of group 1.

As the group 2 supporters of Astrocat grow, more resources will be dedicated towards integrating group 2 into group 1. This will allow Astrocat to grow beyond the limitations of other projects on the Algorand blockchain: The number of people who use Algorand.

Astrocat has so far targeted this group in the following ways: merchandise store, Etsy store, Twitch streamer partnership. Astrocat will also be putting up posters about crypto for cat shelter donations in several cat shelters.

Group 3:

The third group of people that Astrocat will be targeting are people familiar with cryptocurrency, but not familiar with Algorand. These people likely prefer a different blockchain or have never gone beyond an exchange. For people that prefer a different blockchain, Astrocat aims to introduce them to the advantages of Algorand and let the technology speak for itself. As the ones who introduced them to Algorand, Astrocat will be their starting point and will become a community with enough experience and resources to seamlessly introduce people to Algorand.

For people who have never gone beyond an exchange, Astrocat will reach them through ways similar to how they plan on reaching group 2. The advantages of the Algorand blockchain may not be apparent to someone who has no experience with the blockchain, so they will need to be reached through more traditional methods.

Astrocat plans to target this group in the following ways: Through partnerships with projects on other blockchains and crypto advertising.

Tokenomics:

- 30% of the supply was added to the liquidity pool at launch
- 15% was distributed in the first air drop (1,500,000,000)
- 15% will be distributed through a variety of further airdrops (1,500,000,000)
- 10% is reserved for cat shelter donation matches (1,000,000,000)
- 20% is reserved for merch profits liquidity (2,000,000,000)
- 10% is reserved for community fund (1,000,000,000)

Unlike other projects, there is no Astrocat set aside for the creator or anyone on the Astrocat team. Where the team of other tokens are incentivized to pump the price and dump their reserved tokens onto the investors, the Astrocat team is incentivized to build a long lasting project with successful businesses and partnerships backing it.

The distribution of Astrocat is designed in such a way that it will avoid falling into the hands of bots and creating large whales. Distribution is split up into several air drops, donation matches, community events, and more. Not only does this avoid bots and large whales, it avoids supply shock where a large number of tokens are added to circulation at one time.

Initial Liquidity:

30% (3,000,000,000) of the supply of Astrocat was provided to the liquidity pool upon launch of the token.

The wallet that provided the initial liquidity is:

Z3LEX4NXE7R2TUJDVJD4WYQLCXMBWX66WGDSUJN7PVM6B63YBOJN4X2HIM

The liquidity wallet is:

EURSYKDLIUSPDCOIK44Y6J5MXHNS6PRS5GGTIGKIQJZHBPF4UOSOEBVBIY

First Airdrop:

15% (1,500,000,000) of the supply of Astrocat was given away in the first airdrop of Astrocat. This is the largest air drop that the Astrocat team will conduct. It was done on 11/29/2021 and involved the distribution of 1,500,000,000 Astrocat to approximately 1100 wallets. There were initially 3800 submissions, but after the removal of bots, duplicate wallets, and ineligible wallets, the final number was approximately 1100.

The first airdrop was done from the wallet:

T6722CSVZNBWJVSSLGG3E7UD7Z3YEQVKTXEVEOQT6GC4T5KTTVE3L374OE

Further Airdrops:

15% (1,500,000,000) of the supply of Astrocat will be given away in future airdrops. These airdrops will be adequately spaced out and done in such a way that avoids bot submissions.

These airdrops will be a variety of things including but not limited to: Airdropping to liquidity pool providers, holders of Astrocat, followers of Astrocat social media, etc.

These airdrops will be from either:

The creation wallet:

ELWIPT2WBLWTFKA34JJ6FS5FV5TANZHG275FLXR2Q4MBGKJ75LC3DJPX4M

Or

The same wallet as the first airdrop:

T6722CSVZNBWJVSSLGG3E7UD7Z3YEQVKTXEVEOQT6GC4T5KTTVE3L374OE

Cat shelter donation matches:

10% (1,000,000,000) of the supply of Astrocat will be given to those who can provide proof of donation to a no-kill cat shelter. The amount of Astrocat given to any one individual will be equal to the dollar amount of their donation, not to exceed \$100.

The wallet that will provide the donation matches is:

2TKAMNBIQRBQFAQR7RRRUTIUCUV222PXDZED6AJAFFKAYQM2BFC2K2DHVA

Profit Liquidity:

20% (2,000,000,000) of the supply of Astrocat will be used in combination with any of the profits made by Astrocat's businesses, partnerships, etc. and added to the liquidity pool over time. This will ensure that liquidity continues to increase and a supply of Astrocat is always available for investors to purchase. Adding the Astrocat in after launch also reduces the number of early whales and will further decentralize Astrocat.

The wallet that will hold the profit liquidity is:

BLVERMRKGI7SIKVCHZRTESH5MIEZCUMX3NIOZH5WZARQ3QBHZF6SQVJ2BI

Community fund:

10% (1,000,000,000) of the supply of Astrocat is reserved for the community fund. The community fund will be used to both grow the community and for the community. One such use of the community fund was to run a "Rug Pull Rescue" which gave a small amount of Astrocat to

individuals who had been scammed by other projects on the Algorand blockchain. Future uses may be sponsorships, community contests, or anything that benefits the community.

The community fund wallet is:

G64DBQKCH7LK7I2IMWILCQ3QXWAFXWXH34RCIZ6FODJPET3XMVZ3LRVNEY

Conclusion:

Astrocat strives to be the community token for onboarding people onto the Algorand ecosystem. It will do this through targeting different groups with methods that are targeted at those groups. As the Astrocat community grows, the Astrocat team will be able to grow businesses and form partnerships that are profitable. The Astrocat team will then be able to turn around and share these profits with the holders of Astrocat.

Sources:

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- 2) *Algorand's commitment to sustainable blockchain*. Algorand. (n.d.). Retrieved December 16, 2021, from <https://www.algorand.com/about/sustainability>
- 3) *Algorand features & capabilities in layer-1*. Algorand. (n.d.). Retrieved December 16, 2021, from <https://www.algorand.com/technology>

Addendum:



Image 1: Short introduction to Astrocat's mission