SQRC△T

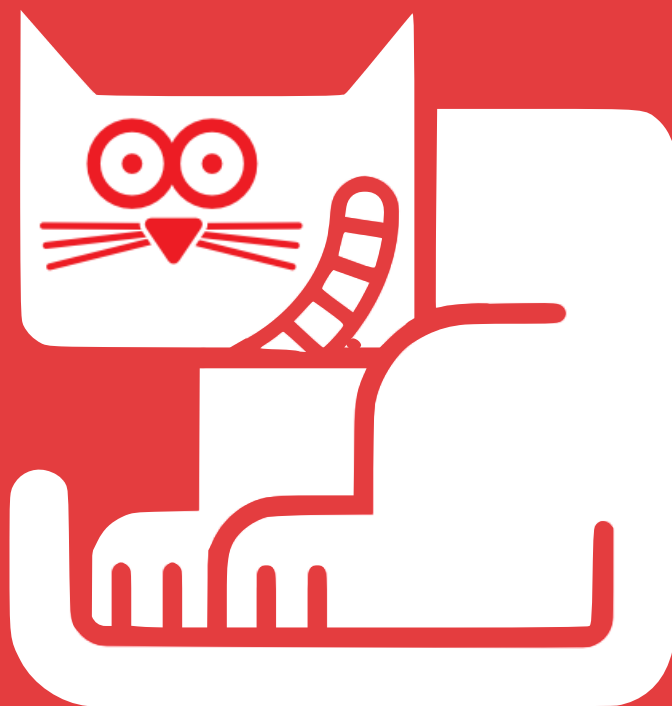## A CROSS-UTILITY
MEMECOIN
NOT ON STEROIDS, BUT ON AVAX

THE REDPAPER

PURPOSE

This document provides an in-depth look into the $SQRCAT project, its token, its brand, its development and marketing strategies.

FINALITY

The contents of this document are subject to change and are by no means to be considered final.

NOTE OF CONDUCT

This REDPAPER contains information related to $SQRCAT as envisioned by POMI (Proof of Meme Inc) and released as intellectual property of this entity. It may not be duplicated without previously obtaining explicit consent from the authors in the form of a paw-sig or a triple high-five.

TABLE OF CONTENTS

Introduction

It's December 31st, 2023. The bull is teasing the crypto landscape. The Bitcoin ETF-approval keeps the community on the edge. A scent of awe is in the air and the temperature is up.

Meanwhile, in a Greek restaurant in an undisclosed urban location, at the early nocturnal hour, *flatcat* and *voidindex* meet for dinner. The food is great and the vibe is good. One could almost think this was a normal dinner, only if it wasn't. Because *flatcat* came with a plan.

Soon, a proposal followed. A deal was made. The creation of a memecoin. But with a twist. A novel take on things. A fresh breath of air. It was in those very moments that the decision was sealed and paw-signed and …

SQRCAT **was born.**

Only hours later, *buster* entered the team and after the fireworks had passed, the work began. One could feel that these catz were up to something.

For the coming two months they worked relentlessly. Meetings, brainstorm sessions, designs, concepts, Whitepapers, Redpapers, actual papers, market research & analysis, even attorneys — no stone was left unturned. Yes, it was cold outside, but the heat was still unbearable.

In mid January *cros* was brought on board as the prime designer & illustrator. His arrival took the project to the next level and finally, on the leap day of the leap year of 2024, fully in the spirit of *The Order of The Square*, **SQRCAT**[4] made its first appearance on X. The rest is known history. Or traceable. Whatever suits.

Market Overview

The memecoin market is booming. With trading volumes last seen just before the bursting of the previous crypto bubble more than two years ago, it almost seems as if the only way is up.

The Memecoin Market

While considered as some of the most speculative and volatile crypto-assets, memecoins go as far as outperforming various leaders in the more practical utility segment of the market. Collectively memecoins have now even outstripped market frontrunner Bitcoin, with the trading volume for the top memecoins reaching nearly 80 billion USD during the first quarter of 2024 (Source: Kaiko). That's the highest since October 2021.

Trading volume of memecoins reaches high levels
WIF SHIB PEPE DOGE BONK THREE OTHERS
Source: Kaiko
Bloomberg
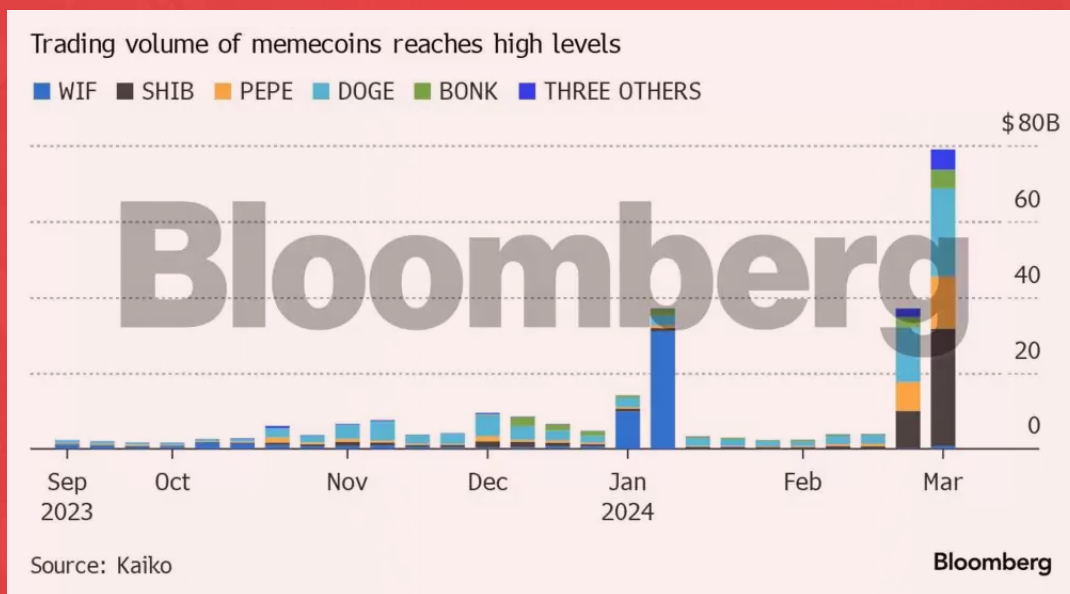
"Historically, a surge in meme tokens has often signaled a market top," Dessislava Aubert, research analyst at Kaiko, said. "However, it is difficult to predict whether this will continue to be the case now as new capital is entering the crypto markets. We also observe that some of these tokens are increasingly driven by idiosyncratic factors and are less correlated with Bitcoin." The total market value of the memecoin sector has reached more than $60 billion by the 13th of March 2024.

Memecoins

It should be clear that within the world of crypto, the memecoin sector now occupies a significant territory of the market and follows a trend that is likely to continue.

Memecoin Mechanics

In order to better understand the hype around memecoins from the perspective of an investor, we need to take a closer look at the underlying mechanics:

Accessibility & Low Barrier to Entry

Memecoins are accessible and relatable to a broad audience, including those who may not have prior experience with crypto. A low price per token and the level of potential upside make them attractive to newcomers.

Community Engagement

Memecoin projects typically have active and passionate communities surrounding them, which fosters engagement and creates a supportive environment for investors, which can further drive interest in the project.

Cultural Relevance and Popularity

Memecoins leverage internet culture and trends, tapping into the collective consciousness of online communities. Due to their simplicity and character, they can easily gain strong popularity in a relatively short timeframe.

Ease of Creation and Promotion

Memecoins are easy to create and promote, which facilitates their proliferation and thus contributes to their widespread availability and appeal.

Speculative Potential & FOMO

Memecoins often experience extreme price volatility, implying a potential for quick gains, which attracts traders and investors. This in conjunction with FOMO can lead to hype cycles, where rapid price increases fuel further investment, leading to a self-perpetuating cycle of demand.

Potential for Innovation and Experimentation

While memecoins often start as humorous or satirical projects, some developers use them as a platform for experimentation or innovation, sometimes with the introduction of certain features, such as governance or novel tokenomics to differentiate their memecoin from others in the market.

The Joker Effect

As an investment opportunity, memecoins carry explicit characteristics. They are like the joker in a card deck — both, an investment and a gamble, with a huge potential upside and a reputation for having made some people extremely wealthy, and basically overnight. They are an agent of convergence in the market, bringing various types of investors, traders and "degens" together in one asset class.

SQRCAT — A New Approach

The memecoin sector is a fantastic place of opportunity. Launching a new coin can be done in a matter of hours or less. New coins are launched in vast numbers on the daily even, and the market is oversaturated with options to invest or trade in. But the growing amount of available tokens also means that the capital gets increasingly diluted, because the emergence of new investment opportunities clearly outpaces the inflow of new capital into the Memecoin market segment specifically.

When the decision was made to create SQRCAT, it was done with one prime directive in mind:

Don't be a copycat.

Arguably 99.9% of memecoins follow the same base narrative and design patterns. And while some do that very successfully, with SQRCAT we wanted to bring something new to the table. And in order to do that, we had to move beyond the narrative of the "memecoin" and explore new territory.

More. Of Everything.

Originally SQRCAT was created as a memecoin/culturecoin hybrid, but it does not stop there.

To the Power of 4

People have asked us: What's with the 4? Why the 4? What the heck? Simple. The 4 lies at the root of our concept. It symbolizes SQRCAT on all 4 levels of strategy and impact. 4 strategies, each divided into 4 fields of impact.

Let's go over the 4 core strategies. Each will be summarized first, and explained in further detail later in the document.

Memecoin

The memecoin narrative is the vessel upon which SQRCAT travels across the crypto space. It is how SQRCAT gains exposure. As a memecoin, SQRCAT produces memes and memeable content, which is shared across the community. It also engages actively in community building, functions as a creativity hub for its members and offers gamification through partnerships with WEB3 gaming platforms.

As an additional twist and cherry on top, SQRCAT — in due time — will release NFTs to its holders and loyal community members.

Onboarding Portal

Crypto is massive. If it could be adequately visualized, it would appear as an intensely complex web of interconnected nodes with thousands of interconnections. Probably would look like a brain 🧠

But while crypto is booming and blooming, and with the recent introduction of the Bitcoin ETF is seeing even more mainstream adoption (albeit slowly and only at the lower levels) crypto still has room to grow. And lots of it. In order to help and foster the growth of the market and play a part in its expansion, SQRCAT will actively engage in providing bridges for "normies" into crypto. It will do so via specific methods by which it either incentivizes, encourages or otherwise promotes an easy entry into crypto for individuals who may have otherwise never been willing or able to touch upon the subject more deeply before.

Brandcoin

The term "brandcoin" is not a SQRCAT invention. It has circulated the space for a while but never really took hold. We believe that the reason for this lies in the lack of incentives for brands to be represented in crypto via a token, and because there is no clear outline on how to even do that. SQRCAT is here to change that.

In order to demonstrate what this looks like in practical terms, SQRCAT itself is adding a layer to its memecoin/culturecoin hybrid structure and also becoming a brandcoin. We will take a dive into the concept of the brandcoin further down the line, but for now it suffices to say that the purpose (or utility) of a brandcoin to a brand (that issues it) in the context of crypto, is similar to the purpose of an asset that may represent it in the stock market. In simple terms: it is the crypto version of a stock asset, but for regular brands that are not in tech or involved in crypto already.

Launchpad

SQRCAT will not in itself be or function as a launchpad, but rather will offer its biggest holders and most loyal community members early-investor-access to brandcoin launches.

SQRCAT will officially partner up with the entity known as PROOF OF MEME Ltd. (hereafter titled POML). POML is a separate business entity that offers, manages and performs new token launches for brands. That is the service they offer. These tokens will be launched as brandcoins. SQRCAT holders will be the ones who gain early access to these launches in the form of whitelist spots. This also gives SQRCAT utility and thus elevates the value of the token to new levels.

SQRCAT — A New Approach

The Map to Maximum Felinity

In order to fully understand SQRCAT as both, a project and a coin, one has to have a good look at the SQUAREMAP — our navigational chart visualizing SQRCAT's strategy in the spirit of the Power of 4.

ORDER OF THE SQUARE

NFTs

CREATIVITY HUB

MEMECOIN

GAMIFICATION

BRAND AWARENESS

VALUE ASSET

AMPLIFICATION

LAUNCHPAD

CRYPTO EXPOSURE

REAL WORLD ASSETS

CARTOONS

PARTNERSHIPS

BRANDCOIN

MERCHANDISE

PROMO PARTNERS

EASE OF ENTRY

COMMUNITY CUSHION
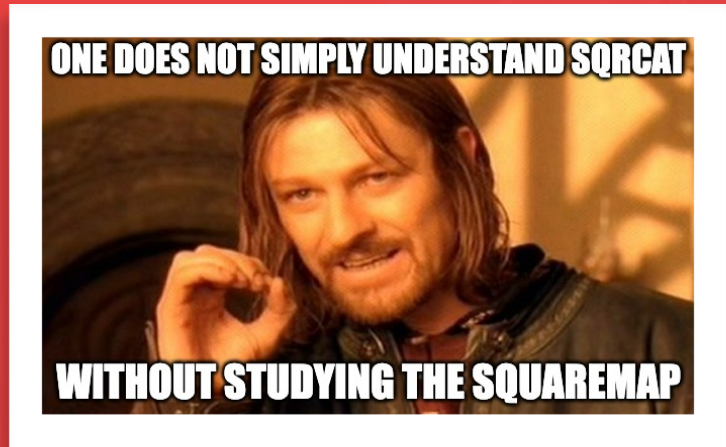
ONBOARDING

NEWBIE SUPPORT
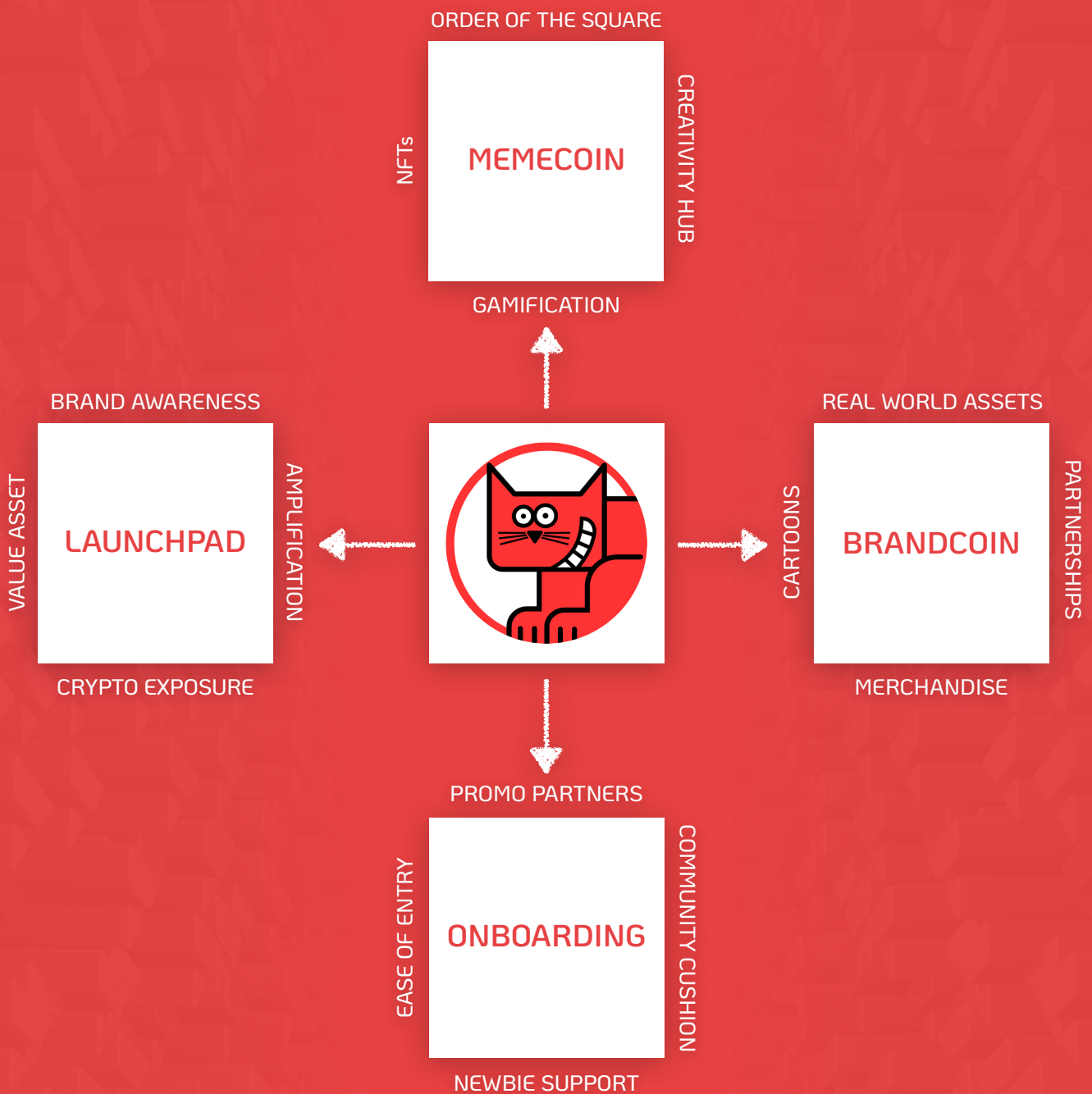
SQRCAT — A New Approach
One Map to Rule Them All

In the following segment we will outline the 4 fields of impact presented by each of the 4 squares in the map. Pay attention, because the 4 squares are also each connected via various channels of interaction.

ONE DOES NOT SIMPLY UNDERSTAND SQRCAT WITHOUT STUDYING THE SQUAREMAP

SQUARE I — Memecoin

ORDER OF THE SQUARE

NFTs

MEMECOIN

CREATIVITY HUB

GAMIFICATION

SQRCAT is memeable across a wide spectrum of audiences and more importantly, a wide intercultural and geographical margin. Via its community "The Order of the Square", it promotes and encourages the creation of memes as a communal effort and a way to directly impact SQRCAT's perceived value in the market. Via a specific channel for the sharing of community artwork and a dedicated section on the website for the display and crediting of the community's favourite artworks and artists, creative efforts will be given adequate visibility.

Through partnerships, such as with Deboard, SQRCAT will offer light gamification in the form of simple games or 1:1 challenges, such as *Paw, Paper, Scissors* or *Connect Four.* SQRCAT will at some point also release two NFT collections: 44 and 444, with each the number of NFTs per collection represented by its name respectively.

SQRCAT — A New Approach
The Map to Maximum Felinity

As a memecoin, at the time of writing, SQRCAT has already established a fair following and has demonstrated solid growth. The team will continue their efforts and keep creating clips, memes and high-quality content, such as movie scene remakes and other extras. There will be more giveaways and contests along the way as well.

SQUARE II — Onboarding Portal

Bringing newbies into crypto and AVAX specifically is SQRCAT's primary mission statement. We believe that there is significantly more retail volume out there and that the memecoin sector is the right place for the lot of it. We thus aim to form bridges through which we can onboard "normies" into crypto by making it easy and exciting to join the ride, while also providing an interesting investment opportunity.

PROMO PARTNERS

EASE OF ENTRY

ONBOARDING

COMMUNITY CUSHION

NEWBIE SUPPORT

In order to fulfil our mission, SQRCAT will employ multiple strategies. We offer a vibrant and friendly community for newbies to join, where they can feel connected and supported in the complex and vast space that is crypto. Another strategy is to work with promotional partners, such as we already do with SPARTA *Championship Fighting* (an MMA organization) or the *Dock Your Boat 3D App* (available on the Google & Apple App Stores). These help bring attention to SQRCAT as a crypto-asset and broaden our range of exposure.

SQRCAT — A New Approach
The Map to Maximum Felinity

Another bonus for newbies will be the support they can directly receive from our community in the form of a newbie channel. This can be a separate topic in our Telegram group or a channel on Discord (which we will employ at a later stage). SQRCAT will also implement a feature on its website that will make the purchase of the token a simple thing act to perform, directly with a credit card, with a wallet being automatically created for the buyer. For this we plan to work with *Embr Labs* who already have a product available for interchain payments.

SQUARE III — Launchpad

BRAND AWARENESS

VALUE ASSET

LAUNCHPAD

AMPLIFICATION

CRYPTO EXPOSURE

While SQRCAT will not offer services to crypto projects, like other launchpads do. It will partner up with POML (Proof of Meme Ltd.) who will offer launch services to brands for launching their own tokens to represent their brand on-chain. SQRCAT holders and loyal community members will be eligible for entering the whitelist for those launches, thus SQRCAT becomes a portal into exciting new investment opportunities that come from businesses outside of crypto, who are new to the market. For businesses, to have exposure to crypto in this way, can be of significant value. Being represented via a coin can lead to increased brand awareness, amplify exposure in their own respective markets, lead to the establishment of an additional value asset linked to their brand and also provide exposure to crypto in general.

SQRCAT — A New Approach
The Map to Maximum Felinity

In summary, the Launchpad aspect of SQRCAT will foster growth and has the potential to bring in a different subgroup of investors that might not normally be involved with investments into memecoins.

SQUARE IV — Brandcoin

A brandcoin is the representation of a brand in crypto, similar to as it would be represented in the stock market, but with different implications.

The team has begun the process of filing for a trademark on SQRCAT, both in US and in EU markets, meaning that it will be a protected brand in these regions. We may be adding Asia to the list later as well. As a brand, SQRCAT can also adhere to younger audiences.

REAL WORLD ASSETS

CARTOONS

BRANDCOIN

PARTNERSHIPS

MERCHANDISE

In order to establish SQRCAT as a brand, strategies that will be employed include the tokenization of RWAs (Real World Assets) in conjunction with SQRCAT, such as artworks or specific commodities. Under the SQRCAT brand we will work with cartoonists to release cartoons which we will publish via channels that are not necessarily crypto-related.

Another pillar of the brandcoin strategy is the production of various merchandise for which a simple franchising structure might be helpful and will be considered.

SQRCAT — A New Approach
The Map to Maximum Felinity

Another way to use merchandise to increase interest in SQRCAT as a crypto-asset is to link the purchase of a product to the eligibility to receive free tokens, similar to what was done with BONK and the Solana Phone. SQRCAT will also attempt to establish partnerships with other ("third-party") brands or businesses, such as restaurants, cafés, etc.

The brandcoin side of SQRCAT will not be at the center of things. Its purpose is to increase the project's reach and to add another layer to the onboarding feature of our project.

SQUARE ^{2} SQUARE — A Synopsis

As was shown in this chapter, there are multiple ways by which the value of a memecoin can be elevated beyond the scope of what is normally the case. This is precisely what we have in mind for SQRCAT because we don't want it to be just a memecoin, we want it to have real lasting impact also outside the domain of crypto, and to bring value not just to itself or to the memecoin sector, but to AVAX and to cryptocurrency landscape in general.

The $SQRCAT Token

The $SQRCAT token was launched on March 7th at around 4:44 PM UTC. Despite this being the team's first, it was a perfectly smooth launch and lead to the forming of an early foundation of trust among the first holders. The community formed naturally almost entirely, and since has been growing at a steady pace.

The Basics

$SQRCAT was launched with a fixed total supply of 48.163.264.128.256 tokens. Shortly after trading was enabled, the LP token was burned and the contract renounced.

Launch Mechanics

$SQRCAT was launched with two whitelists, the first being available only to LP donors and our promotional partners. LP donors were individuals who we trust, who donated a specific amount of AVAX towards the funding of our Liquidity Pool. Whitelist #1 was comprised of a total of 18 spots.

Whitelist #2 was for our Twitter/X community. Shortly before launch we began a campaign for offering these spots to early supporters. The total number of Whitelist #2 spots was 176 (44x4). We also added specific programmatic logic to the contract to auto-enable holders of specific NFTs for buying during whitelist phase #2. Those NFT Collections were: OG SMOL Joes, Shoe404 and Fractio Finance.

Why AVAX?

We chose Avalanche for 4 specific reasons: its community, its supportive stance towards culture coins, its established status and its strong stability. We may be new as a team on this chain, but we love the red coin!

Roadmap to Felinity

Let's take a look at the road ahead and at what was already accomplished. Please note that this is not a fully linear roadmap.

BIRTH OF THE CAT
Inception, Research, Design, Website, Concept, Exposure, Community Building, Token Launch

CAT RISING
Acquisition of Partnerships, Meme-Asset Library, Add Team Page, Redpaper Revision, Concept Reveal

INTERCONNECTED CAT
Acquisition of Partnerships, Meme-Asset Library, Concept Reveal, Early Game Development, Early NFT-Research & Concept

ONBOARDING PUSH
Website Update / Enabling of Direct Purchases, Exo-Crypto Contests, Invocation of Newbie Support Channel, Acqusition of Additional Promo Partners

MEMECOIN PUSH
Creation of Creativity Hub, NFT Reveal & Launch, First Game Reveal, Discord, High Reward Meme Contests, Amplifying Promotional Efforts, YouTube Shorts

BRANDCOIN PUSH
Merch Development, Brand Partnerships, Early RWA-Research, Creation of a Cartoon Series, Establishing Markets in Asia

BRANDCOIN LAUNCHPAD
POML Foundation & Partnership, Acquisition of Brands, Merchandise, First Third-Party Launch

GLOBAL PUSH
Large-Scale Advertisement Campaign (TV Ads, etc.), RAW Toy Collectibles Development, RWA Coin Printing, RWA Auctionhouse

POML — PROOF OF MEME Ltd.

In general, POML is best understood as a Brandcoin Incubation Hub.

In order to be able to offer token launch services to well-sized brands, a separate business entity needs to be established. This is necessary due to the relevant contractual and legal aspects of offering such a service to major companies, especially those with global impact.

Within the crypto domain, POML will always be represented by SQRCAT exclusively. We will keep things tight this way, so that SQRCAT holders can reap the most benefits from these efforts.

Fields of Operation

POML will be responsible for a variety of matters that concern its cooperation with brands as a token launch service-provider.

- Advertising the Service
- Early Brand Consulting
- Brand Acquisitions
- Developing Proofs of Concept
- Marketing Support
- Establishment of Launch Mechanics
- Launch Teasing via SQRCAT & its Promotional Channels
- Token Launches
- Post-Launch Support & Marketing

While POML will have a public presence, it will operate mostly in the background. On the crypto side of things there will be little mention of POML as an entity and the launches will be advertised by SQRCAT and its channels of communication and promotion exclusively.

Launch Mechanics

Token launches via POML will be subject to largely the same mechanics as the SQRCAT token launch, which turned out to be a huge success. We will employ three whitelists:

WHITELIST #1   >   Brand/Trademark Shareholders & Business Entity
WHITELIST #2   >   SQRCAT Team and Early Adopters
WHITELIST #3   >   Top SQRCAT Holders & Loyal Community Members

Supply acquisition limits will apply.

The whitelist will protect the launch from Snipe-Bot attacks and also serve as a strong incentive in support of SQRCAT. A buy-limit will be in place during the first moments of trading. If legally possible, contracts will be renounced, otherwise they will be transferred to the brand for ownership. LP will be locked or burned, depending on brand preference.

SQRCAT Team — A Pack of Catz
Transparency & Reliability

As a team we are fully committed to delivering the best quality possible to our holders and our community. Mostly comprised of relentless perfectionists, this team enjoys the process of being able to create, co-create and get reflected back at them the excitement and joy of their flock. With a collective experience of a 100+ years in various industry segments, we deliver a creative concoction of solid, serious, fun, crazy, wild, bizarre and most importantly FELINE content.

flatcat, voidindex and **buster** have been friends for over 30 years and thus bring to the table an absolute and unshakable foundation of trust. **cros** worked with **flatcat** back in 2001, when they cooperated on various projects for a Central Europan-based media agency.

On the following page we'll provide some more details on each of our core team members and further down we'll credit our hard-working community managers and moderators, because that's what we like to do.

Teamwork is King
Meet the Pack

flatcat

An avid builder & coder for most of his life, flatcat also is into designing UIs and into music. After an early start in the mid 90's with C++ and Pascal, he now crafts mostly within his own framework and delivers in his own style. This cat has 25+ years of experience in development.

voidindex

Void is a professional video and photo editor. Skilled in storytelling and looking back at a long career in journalism, this cat is always ready and willing to deliver content at perfectionist but playful quality. 20+ years. He's still going. And he's not going to stop.

buster

Buster is the type of guy who picks up major business deals at the cashier in the supermarket. He's like a magnet. This punk is looking back at a solid career in sales & marketing and has had his paws in a variety of businesses. And he's been doing this for over 20 years.

cros

This pirate is an absolute thrill when it comes to design, animation, illustration, drawing, Virtual FX and anything that has to do with wielding the sword of creativity on the deck of the ship of success. 35+ years in his industry of choice, and counting.

Community Catz
They are the Real Juice

Without its community, SQRCAT wouldn't have had such a marvellous start into the memecoin and the AVAX landscape. At the forefront of this community are those catz who haven't just gifted us with their trust, but also keep motivating us with their relentless effort and conviction in the project. We are grateful and wish to honour these catz by giving them the credit they deserve.

Vagabond Caravan / Community Manager

This cat suddenly spawned into our TG group out of nowhere on day #1 and has stuck with us ever since. Patient, wise, polite and professional — this one is a true rockstar. Without him we wouldn't be where we are now.

Mochamad Faishal / Community Manager

This feline arrived on the team soon after launch and has provided invaluable community services ever since. He handles the bots like a pro and always keeps things cool.

TG COMMUNITY MODERATORS

CryptoManiahk / Moderator

Johnny / Moderator

Lee Gam / Moderator

Halil / Turkish Moderator

Nobbie / Moderator

Run Forest / Moderator

SheWolf / Moderator

Purrr Magnet / Moderator

Calvert / Persian Moderator

Bastian / Moderator

Partnerships

SQRCAT believes in cooperation and shared effort. Partnerships are at the core of a well-performing project infrastructure and help elevate the value of a brand. We constantly work in the background to establish new partnerships and form beneficial connections for us and our SQRCAT holders.

SPARTA Championship Fighting

An MMA Organization

Deboard — Game Platform

The First Game Platform building on AVAX subnet

DOCK YOUR BOAT 3D

Virtual Skipper Trainer on Google

Available on Apple & Google App Stores

Synopsis of Square Felinity

On a final note, let us summarize the contents of this document in a simplistic fashion:

SQRCAT is a crypto token.

SQRCAT is a memecoin.

SQRCAT is a culturecoin.

SQRCAT is a bridge.

SQRCAT is a brand.

SQRCAT had a flawless launch.

SQRCAT has an outstandingly stable holder base.

SQRCAT's chart is a promise of long-term sustainability.

SQRCAT was founded by close friends who are industry professionals.

SQRCAT exists in both worlds, crypto and non-crypto.

SQRCAT values holders and loyal community members.

SQRCAT will facilitate new token launches for global brands.

SQRCAT offers its holders access to these new token launches.

SQRCAT will appear as a brand on the global market.

SQRCAT will show up as a cartoon series.

SQRCAT will sell merchandise and offer token incentives.

SQRCAT will make an entry into the RWA market.

SQRCAT will bring new audiences and capital into crypto.

SQRCAT will offer support for newbies who enter crypto.

SQRCAT fosters and promotes creativity and fun things.

SQRCAT will feature various artists and form a creativity hub.

Synopsis of Square Felinity

SQRCAT will release multiple NFT collections.

SQRCAT has an incredible community of mature and kind people.

SQRCAT will form numerous partnerships with brands and businesses.

SQRCAT will offer gamification through WEB3 games and other extras.

SQRCAT will help brands to get established in crypto.

SQRCAT will offer these brands various marketing incentives.

SQRCAT will help businesses foster brand awareness in their audiences.

SQRCAT will help amplify various market segments for businesses.

SQRCAT will provide ease of entry for newcomers into crypto.

SQRCAT will help grow Avalanche.

SQRCAT is real.

SQRCAT is solid.

SQRCAT is cool and relatable.

SQRCAT is here to stay.

SQRCAT is ...

SQUARE

Disclaimer

All information in this document is presented with a clear conscience as either the history of, or the outline for the project that is SQRCAT. While we will strive and work relentlessly to deliver on our promises, literally all aspects of this project's roadmap and general concept and outline are potentially subject to change. We may have to make adjustments along the way and will not apologize for doing so if we have to. We're dynamic. It's part of the process.

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The End.
(Of the beginning.)