



WHAT IS HOLDENOMICS?

Holdenomics is a decentralized finance project created in response to the historic launch of Stealth Token — an Ethereum-based cryptocurrency that was attacked upon reaching a \$400 million market cap at launch. The name Holdenomics refers to the project's economic model, known as Holder's Economics™, which shifts the dynamics of trading to be weighted in the favor of holders. With lifelong profit-sharing payments, a 0% round-trip tax, and record-breaking 10% reflections, Holdenomics is the most holder-focused project known to decentralized finance.

THE BACKSTORY

On November 28th, 2021, the Stealth Token launch exploded to an instantaneous \$400 million market cap. Moments later, it fell. The developer of that contract improperly managed selling and anti-bot measures, leaving the project vulnerable to a sniping attack. A bot sold for millions, ending one of the largest launches in DeFi history, and leaving a community heartbroken in its wake.

While the November 28th launch may have been unique in terms of its magnitude, occurrences such as these are still rather common in decentralized finance. Typically, development teams respond to these events in one of two ways:

- 1 The team is never heard from again, leaving the community to believe that the developers were maliciously involved in some manner.

- 2 The founding members who were not responsible for contract development or anti-bot measures, leave to pursue other projects of their own.

Stealth Token was not content with either of these responses. Behind the scenes, a core group of members took charge of a total relaunch. These were not the individuals responsible for contract development or anti-bot measures. Instead, these were the individuals who created the momentum behind Stealth Token — the ones who onboarded investors from the NBA and music industries, and who chose to do what no other DeFi project had done before: make history by repaying the community in whole.

Millions of dollars in ETH payments were issued to begin refunding everyone affected on November 28th. Simultaneously, several new developers were contacted behind the scenes, before hiring one with exceptionally strong anti-bot experience. This code was then tested on another DeFi launch, showing 100% effectiveness, before being further upgraded for exclusive in-house use. The once-large Stealth Token roster was then streamlined into a more efficient, core team of members. These individuals, despite not causing the events of November 28th, volunteered to take up a multi-million dollar debt, and would go on to relaunch the most holder-focused project in all of decentralized finance — Holdenomics: a token with lifelong incubator profit-sharing, a record-breaking 10% reflections, and a 0% round-trip tax for holding.



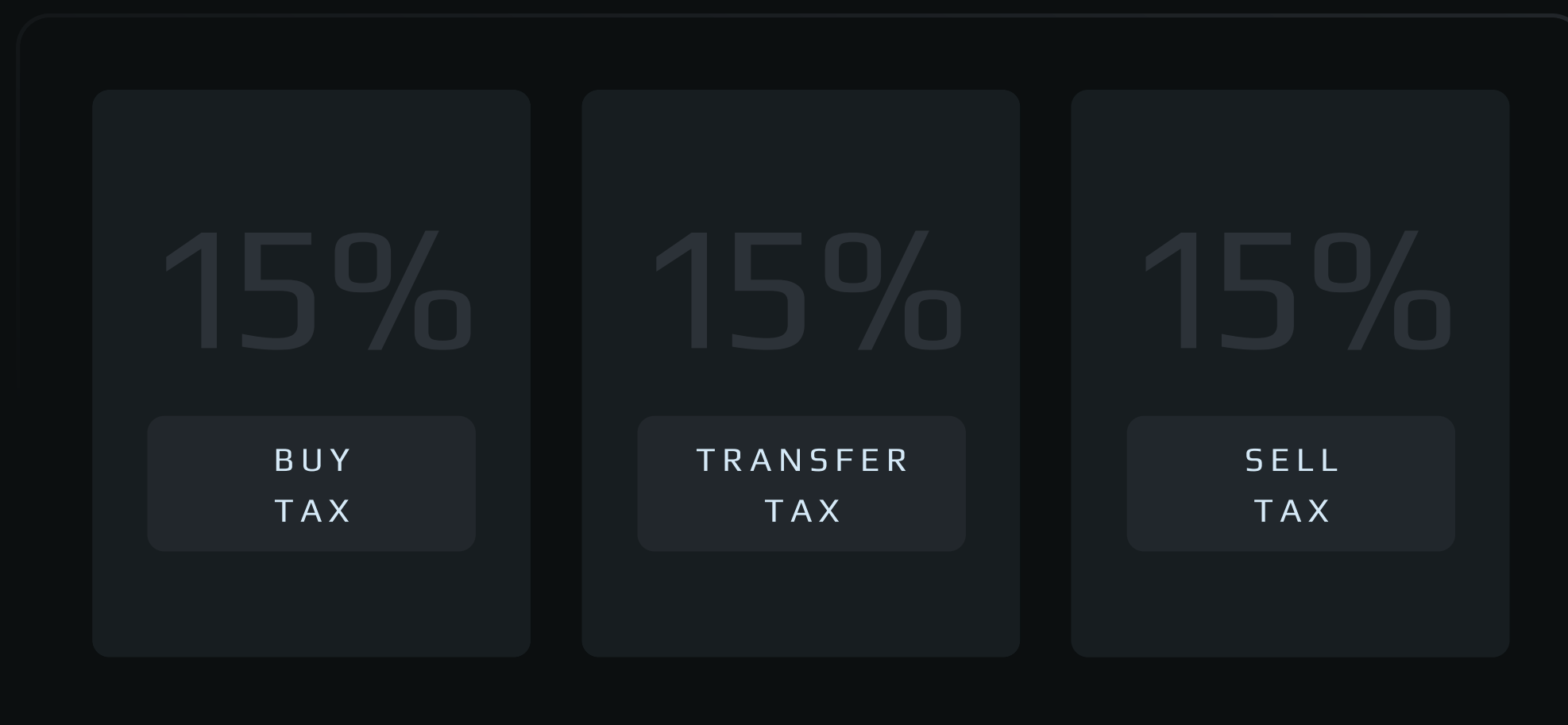
TAX-FREE HOLDER'S ECONOMICS™

As a project that grew organically, both from and for the community, Holdenomics fought to challenge the norm for how heavily a DeFi project could reward its holders. Holder's Economics™, as the name suggests, is an economic model that rewards holding over a period of time. In the case of Holdenomics, that period is 30 days.

While selling is allowed to occur at any time, it is those who hold for 30 days that will unlock a 0% round-trip tax — this means that all buys, all transfers, and all sells, are 100% free from all taxes. In addition to this, profits from the Holdenomics Incubator will be shared with those who have passed this 30-day period, and these payments will continue to be received throughout the entirety of the holding. Simultaneously, an unprecedented 10% reflections will be given out to all wallets, even throughout the duration of the initial 30-day countdown.

OTHER TOKENOMIC MODELS

A typical tokenomics model is split into three components: a buy tax, transfer tax, and sell tax. For example, if a project has a 15% tax per transaction, this means that the tax will be applied a minimum of two times (15% for the buy, and 15% for the sell). Additionally, any transferring of tokens from one wallet to another could result in an additional 15% charge. This brings the total tax percentage to a minimum of 30% (buy + sell), and as much as 45% or higher, depending on the need to transfer tokens.



TRANSFER TAXES

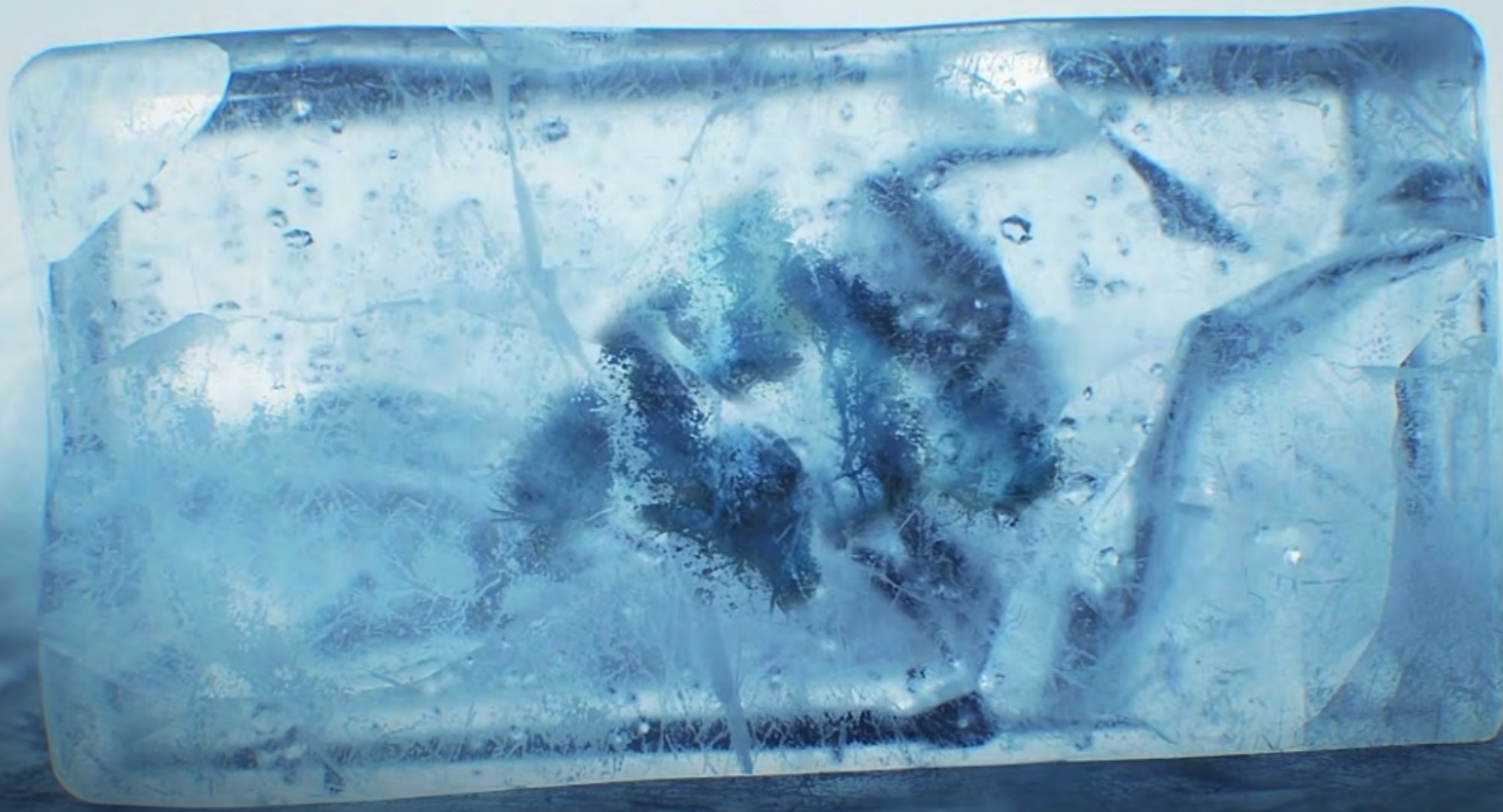
Holdenomics does away with transfer taxes entirely. As DeFi investors ourselves, we understand how unnecessarily frustrating transfer taxes can be. We want holders to manage their funds as they see fit, whether it's balancing wallets, or sending tokens to a friend — and never be taxed for doing so.

BUY AND SELL TAXES

The buy and sell taxes are what make up the foundation of the Holdenomics model. By shifting the buy tax over to the sell side, the round-trip tax is essentially backloaded — changing the format from 15% buy & 15% sell, to 0% buy & 30% sell. This reduces the buy tax to 0% across the board, meaning all buyers will receive 100% of the tokens purchased.

Additionally, backloading the round-trip tax allows for every investor to decide which sell tax they would like to receive. Loyal holders of Holdenomics will unlock a 0% sell tax after 30 days. Meanwhile, early sellers will pay the full round-trip amount, allowing those that hold to benefit from this 30% tax. In either scenario, reflections will be received by all parties, and will begin accumulating on day one.





INCUBATOR PROFIT-SHARING

A traditional business incubator can be defined as an organization that partners with emerging startups, in order to develop and launch their entrepreneurial vision. A cryptocurrency incubator operates in much the same way. Holdenomics handles the A-to-Z process of launching new projects in decentralized finance, thanks to a diverse team that specializes across all necessary departments: project creation, in-house design, community relations, public marketing, and blockchain development. As part of a mission to create the most holder-focused project in decentralized finance, the Holdenomics Incubator will reward its community with continuous and lifelong profit-sharing payments.



Unlike other development teams that successively launch stand-alone projects, Holdenomics is committed to onboarding future project launches in a way that benefits its holders. While stand-alone projects may be more profitable for the developers, a community hub is far more profitable for the holders. Holdenomics aims to be a staple holding in decentralized finance, and then grow with its community into an established DeFi mainstay.

Given the financial gain that comes from continuous profit-sharing, payments will be exclusive to holders who have passed the initial 30-day countdown. By structuring incubator payments in this manner, the total pool of profits does not get split among early sellers, and in turn will generate larger payment amounts for the loyal holders. Logistically, the dispersion process is very straightforward — holders receive airdrops directly to their wallets, in accordance with the size of their holding. Over time, payment amounts will continue to multiply from every new project that is added to the Holdenomics Incubator. Additionally, this passive income will be received indefinitely, throughout the entire lifespan of the holding.