

**BABY
PEPE**



WHITE PAPER

Version 1.0



ABOUT BABY PEPE

In the dynamic landscape of cryptocurrency, where innovation frequently takes the center stage, a whimsical yet intriguing contender has emerged – Baby Pepe. Far beyond being just another derivative of a highly successful franchise, Baby Pepe embraces the fusion of meme culture and economics to create a unique and captivating financial experience.

Baby Pepe was born out of the internet's penchant for all things meme-related. As the online world found itself swept up in the phenomenon of meme coins, Baby Pepe seized the opportunity to establish a distinctive identity. Embracing the ubiquitous Pepe meme, and the most recent cryptocurrency juggernaut it inspired, Baby Pepe blends the joy of internet humor with the intrigue of blockchain technology.

At the core of Baby Pepe lies its vibrant and passionate community. Unlike traditional financial systems that often operate behind closed doors, ShibaGems invites everyone to actively participate in its growth journey. Holders of the coin are not mere spectators but essential contributors to the coin's value. The more the community engages, the more the coin thrives – a paradigm shift in how value is perceived and cultivated.

In a space often dominated by serious financial jargon, Baby Pepe presents an alternative – an opportunity to embrace the lighthearted side of investing while still harnessing the power of blockchain technology. With a commitment to community, growth and eventual self-sustainability, Baby Pepe invites serious investors and meme enthusiasts alike to join hands in shaping a new era of cryptocurrency dynamics.

Baby Pepe isn't just a meme coin; it's a movement that challenges traditional economic norms and redefines the way value is created and shared. With its roots firmly planted in meme culture and its gaze fixed on a more inclusive and engaging financial landscape, Baby Pepe stands as a symbol of innovation, fun, and the unifying power of community-driven endeavors. As the world watches the evolution of cryptocurrencies, Baby Pepe invites you to not just watch, but to participate in shaping its exhilarating journey.



OUR THESIS

THE PROBLEMS



Meme coins are susceptible to pump and dump schemes, where malicious actors artificially inflate the price, causing unsuspecting investors to suffer losses.

Meme coins often struggle to maintain an engaged and active community beyond the initial hype, leading to decreased interest over time.

Many meme coins lack a clear long-term vision beyond short-term gains, which can lead to stagnation and eventual decline.

THE BABY PEPE SOLUTIONS



Installation of a competent AND committed incubation team that will rear the project up to the point when it is capable of self-sustenance.

Encourage meaningful community engagement by regularly communicating updates, developments, and plans to the holders. Provide platforms for easier involvement. Reward participation.

Provide a clear, comprehensive and DOABLE roadmap and devote to fulfill every step of it. Be transparent with progress along the way.



PROJECT GOALS

✓ To achieve the highest market cap possible.

The best marketing tool for any cryptocurrency undertaking is always the chart. Green charts with high MC shall always attract attention and eventual buys. Our mission is to attain an MC that will make the industry take notice.

✓ To sustain significant volume

Volume is critical to the growth of any project. Buys and sells are normal in the course of trading. They likewise feed the development funds through our tokenomics system. High volume will mean more funds to propel the expansion of the project.

✓ To build towards self-sustainability

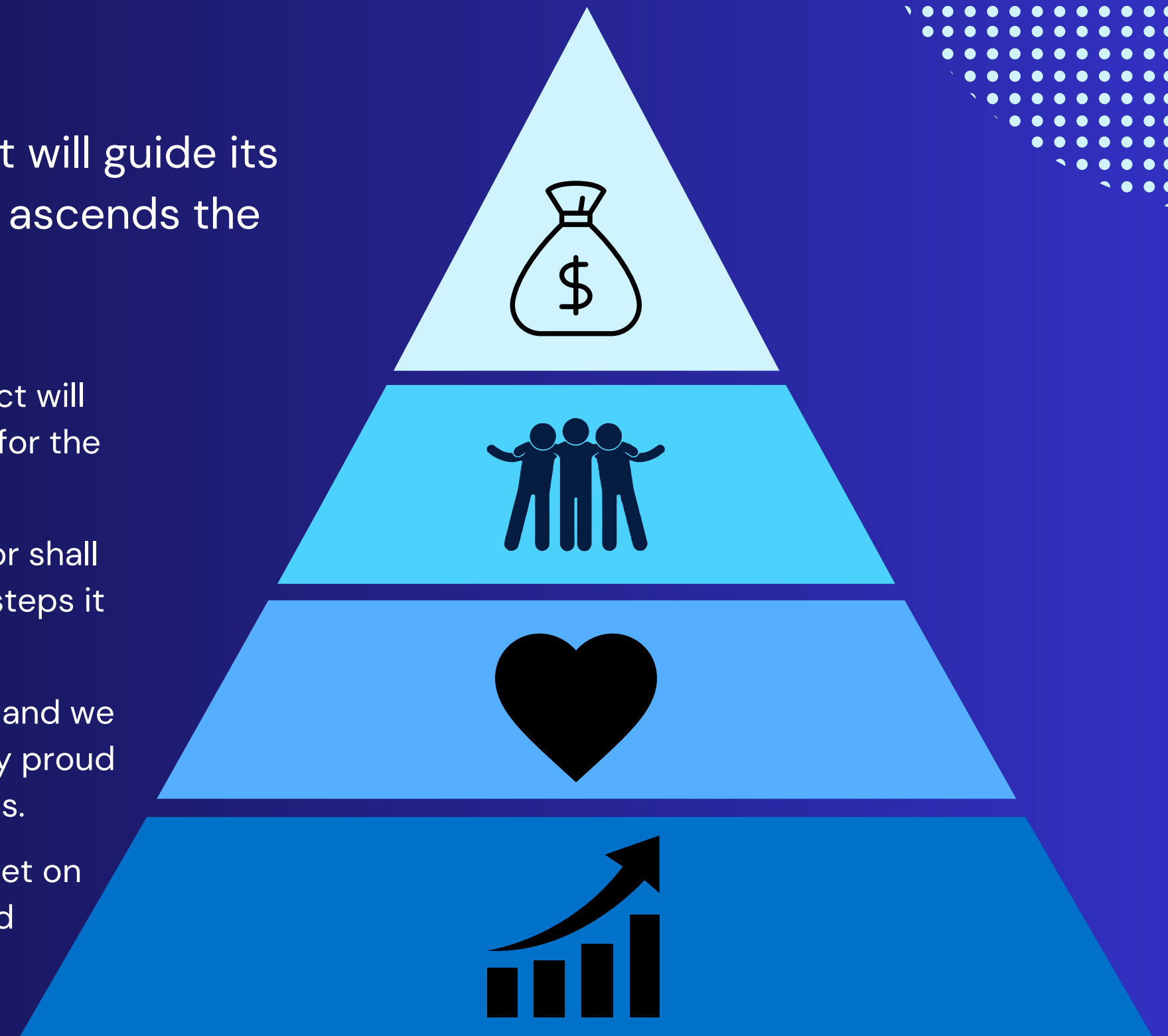
The ultimate goal of every cryptocurrency venture is to become self-reliant. Projects cannot rely on new buys forever, otherwise, they'll just end up as one glorified ponzi scheme. We do not want this to happen. We want the project to eventually become capable of generating its own income through an ecosystem that will be proposed and decided on by the community. The incubation team is committed to lead the project until self-sustainability is attained.



OUR VALUES

Baby Pepe is driven by four core values that will guide its trajectory towards progressive growth as it ascends the alt coin hierarchy.

- P**ROFITABILITY. We strive to ensure that the project will remain profitable to as many people as possible for the longest time imaginable.
- E**MPOWERMENT. We guarantee that every investor shall have a say on the growth of the project and the steps it will take to achieve its goals.
- P**RIDE. We will always take great pride in our work and we will do everything we can to make our community proud about us, about Baby Pepe, and about themselves.
- E**XPANSION. Baby Pepe will always have its eyes set on the future to fuel its continuous development and nonstop growth.



TOKENOMICS

420M

TOTAL SUPPLY

95% Locked. 5% reserved for marketing and listings. No team tokens. No danger of catastrophic selloff from team.

1/1

BUY/SELL TAXES

All used for marketing, listings, community building, chart support and eventual ecosystem development.

UPDATE AS OF AUGUST 27, 2023: 2.5ETH was manually added to provide stronger LP (0.5ETH added at 100k marketcap and 2ETH was added at 550k marketcap), which both have been burnt.



ROADMAP

The future looks promising for Baby Pepe and we are ready to take on the challenges ahead with the help of our strong and vibrant community.

INCUBATION

- Launch on Uniswap
- Launch of Socials
- Phase 1 Marketing (TG and Twitter calls)
- BuyBot Trending Whenever Volume Necessitates It
- Coin Discover Sites Listings
- Banner Ads on Crypto-Relevant High-Traffic Sites
- Partnership Exploration, Negotiations & Agreement
- Tiers 3 and 4 DeX Listings
- CMC and CG Listings
- Community Building (contests, TG management system, group activities)
- Consistent Twitter raiding
- Regular Twitter Spaces AMAs
- Private Groups Advertisements
- Commencement of Development of Ecosystem

PROPOGATION

- Launch of Website V2 and Whitepaper
- Press Release Distribution
- Banner Ads on Premium Crypto-Relevant Sites
- Phase 2 Marketing (TG, Twitter, TikTok, YouTube, IG, Facebook)
- Billboard Ads on Geographically Dense Locations
- Tiers 1 and 2 DeX Listings
- Partnerships With Projects of Equal or Larger Populations
- Release of First Stage of Ecosystem Utilities
- Launch of DAO Mechanics For Community Involvement In The Decision Process of Project's Growth
- Town Hall Meeting On Future Stages of Ecosystem Utilities
- Commence Development of Next Stages of Ecosystem Utilities

EXPANSION

- Celebrity Engagements
- Phase 3 Marketing (TV spots in carefully selected markets, print ads in publications with wide readership, more banner ads in high traffic sites of general interest)
- Launch of Second Stage of Ecosystem Utilities
- Commence Transfer of Management From Incubation Team To DAO





**Thank You For Being A Part Of
Our Family And Our Lives. We
Value You With Great Pride.**

Connect with us.



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