

WHITE PAPER 101

# \$SKITTEN

on BASE

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# Table of Contents

**INTRODUCTION**

**3**

**OVERVIEW**

**4**

**FOR HOLDERS**

**5**

**Growth, Merchandise,  
Advertising and  
Monetization**

**7**

**\$SKITTEN LIKENESS**

**8**

**BENEFITS**

**9**

**TOKENOMICS**

**10**

**ROADMAP**

**11**

**OTHER  
OPPORTUNITIES**

**12**



# INTRODUCTION

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\$SKITTEN, or Ski Mask Kitten, was born by merging two trending 'metas' on Basechain into a charming meme. It debuted on Dexscreener's Moonshot, skyrocketing in market cap and volume. However, unfortunately like many crypto projects, the original developer sold off a large portion of the supply, effectively 'rugging' the community.

The \$SKITTEN community wasn't content with the outcome and, fueled by a shared determination, came together to mend a fractured ecosystem and started to rebuild. By design or chance, the core members brought a rich mix of expertise to the table. Some were #crypto veterans, while others contributed diverse backgrounds—from managing startups to finance, leadership, and engineering. This collective strength led them to take the reins of \$SKITTEN and gave rise to the birth of the \$SKITTEN CTO.

# OVERVIEW

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\$SKITTEN is on a mission to transform the meme community by combining real-world utility with the lighthearted charm of kitten memes to make a lasting, positive difference. Unlike most memes, which tend to lose relevance as trends shift, \$SKITTEN is built on a long-term vision to create a sustainable financial ecosystem that not only rewards its holders but also provides meaningful support to those in need—particularly kittens. By fusing the fun, viral nature of memes with a deeper purpose, \$SKITTEN aims to stand out as more than just a passing craze. It seeks to establish a community-driven platform that brings joy, financial empowerment, and a philanthropic mission together, ensuring it remains relevant and impactful now and beyond.

Some facts from the Human Society of America:

- Total shelter intake comprised of cats: 3-4 million
- Percentage of cats euthanized in shelters: 70%
- Of the three-million cats and dogs euthanized in shelters each year, approximately 2.4 million (80%) are healthy and treatable and could have been adopted.

<https://kittencoalition.org/news-events/statistics/>

# FOR HOLDERS

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\$SKITTEN offers holders a diverse range of revenue streams, ensuring continuous value creation. As the brand expands, \$SKITTEN will evolve into a trademarked, marketable asset—more than just a masked cat or kitten, but a powerful symbol of collective strength and compassion for animals, particularly vulnerable kittens in need.

Investing in \$SKITTEN offers a unique blend of financial opportunity and social impact. As a holder, you'll benefit from multiple revenue streams, ensuring ongoing value creation and long-term potential. Here's why \$SKITTEN stands out as an attractive investment:

- **Diverse and Growing Revenue Streams**

\$SKITTEN is not just a cryptocurrency; it's the backbone of a multi-faceted brand. From merchandise sales to the pet product marketplace, \$SKITTEN taps into diverse, high-demand markets. These revenue streams include:

- **Branded Merchandise:** Featuring clothing, accessories, home goods, and collectibles, Skitten's inherent cuteness makes it highly marketable, much like Hello Kitty, Garfield, or Grumpy Cat. Each product purchased will fuel the growth of the brand while providing financial returns.
- **Pet Product Marketplace:** By entering the \$11 billion pet care industry, \$SKITTEN will create an ecosystem that provides everything for cats, from food and toys to health supplies and accessories. Think of a platform like Chewy, but exclusively dedicated to the cat-loving community, offering endless opportunities for brand expansion and loyalty.

- **Tokenomics: Buy and Burn Mechanism**

As \$SKITTEN's brand grows and profits from non-crypto ventures pour in, those profits will be used to buy and burn \$SKITTEN tokens. This process directly benefits holders by:

- **Increasing Token Scarcity:** The buy-and-burn mechanism reduces the supply of \$SKITTEN in circulation, enhancing scarcity, which will naturally drive up demand.
- **Boosting Token Value:** With a smaller supply, the fundamental principles of supply and demand kick in, ensuring a positive impact on token value over time.

# FOR HOLDERS, continued

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- **The Power of Purpose: Compassion Meets Profit**

\$SKITTEN is not just another crypto or brand. It represents a **symbol of collective strength and compassion for animals**—especially vulnerable kittens in need. Your investment does more than just create financial returns:

- **Preventing Suffering of Kittens:** A portion of the profits will go toward initiatives that rescue and care for homeless or at-risk kittens, making a real-world difference for animals that desperately need help.
- **Investor Pride:** Beyond monetary returns, holders can take pride in knowing their investment is **driving social good**, helping to prevent the suffering of millions of animals. This adds a powerful layer of purpose to the project, resonating with a growing segment of socially conscious investors.

- **Marketability and Brand Expansion**

Skitten's trademarked character will evolve from a **cute masked kitten to a global symbol of advocacy for animal welfare**. This type of branding has proven to generate substantial returns over time, as we've seen with other iconic characters that started small but grew into globally recognized franchises.

**As an investor, you have the chance to be part of a project that not only holds strong financial potential but also contributes to a cause that makes a difference. It's a low-risk, high-reward opportunity in a thriving market, poised for significant growth. By supporting \$SKITTEN, you're not just investing—you're helping shape a better future for animals while securing financial returns for yourself.**

# Growth, Merchandise, Advertising and Monetization

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Skitten's inherent cuteness makes it a highly marketable brand, much like iconic characters such as "Hello Kitty," "Garfield," "Tom & Jerry," and "Grumpy Cat." We plan to leverage this appeal by creating and selling a vast range of branded merchandise and pet products by using on-line marketplaces. This will minimize upfront costs, streamline logistics, and make the #SKITTEN brand easily accessible to the global audience. This approach allows us to start efficiently with limited capital while laying the foundation for future growth and profitability. For investors, this means a low-risk, low-cost entry into a brand with widespread appeal and a clear path to profitability.

This business strategy for #Skitten is both practical and promising. By positioning the brand in both the merchandising and pet product markets, #Skitten is tapping into two highly profitable sectors: pop culture merchandise and the pet care industry. Key points for potential investors include:

- **Strong Brand Appeal:** Skitten's cuteness and potential to become iconic make it marketable like major brands such as Hello Kitty and Grumpy Cat, which have achieved significant success through merchandise and media.
- **Merchandise Strategy:** Leveraging online marketplaces reduces the need for high upfront costs and simplifies logistics. By offering popular products like clothing, accessories, and all-things-cat, \$Skitten can reach a global audience and generate revenue through a variety of branded items.
- **Pet Marketplace Expansion:** Tapping into the massive pet care industry, particularly the cat niche, expands the \$Skitten brand into a reliable and consistent revenue stream. The potential for \$Skitten to become a Chewy-like platform tailored for cat owners could lead to significant growth. With Chewy's \$11.3 billion revenue as a reference point, this presents a large market opportunity.
- **Low-Risk, High-Growth Potential:** For investors, the combination of limited upfront costs, strong brand appeal, and access to growing markets (pop culture and pet care) represents a low-risk, high-reward opportunity. #Skitten is positioned for profitability while maintaining flexibility and scalability for future growth.

# \$SKITTEN LIKENESS

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Investing in #SKITTEN offers a unique opportunity to be part of a brand with the potential to become a global icon. More than just a cute character or a meme, #SKITTEN is positioned as a symbol of compassion, anonymity, and collective care for the vulnerable. Here's why investors should be excited about the future of #SKITTEN and its potential as a highly marketable asset:

- **A Marketable Likeness with Global Appeal**

#SKITTEN is not just a masked kitten; it represents a deeper ethos of looking out for each other, particularly those who are most vulnerable, all while doing it anonymously. The masked persona resonates with modern audiences who value privacy, yet want to make an impact—similar to the way anonymous online movements have gained momentum.

- **Licensing: A Lucrative Revenue Stream**

The licensing of #SKITTEN's likeness is one of the most promising revenue opportunities for the brand and its holders. Licensing agreements allow companies to pay for the right to use the #SKITTEN character on their products, creating an ongoing stream of income without significant overhead.

- **Opportunities Inside and Outside the Crypto Sphere**

The beauty of #SKITTEN lies in its ability to bridge two worlds: the crypto market and the traditional consumer market. This allows for multiple marketing avenues:

- In the Crypto Space: Within the crypto community, #SKITTEN can be marketed as a symbol of anonymity and altruism, aligning with the values of decentralization and collective action.
- Outside the Crypto Space: In the traditional consumer market, clever marketing strategies can position #SKITTEN alongside other globally recognized brands.

- **The Power of Symbolism**

Beyond the financial opportunities, #SKITTEN's masked persona embodies something more than just cuteness. It stands as a symbol of anonymous kindness, representing the growing global movement toward supporting one another, **especially the most vulnerable.**



# BENEFITS

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As a #SKITTEN holder of at least 250,000 (~0.025%) tokens, you shall receive 15% off all items sold in the #SKITTEN marketplace (Q2 2025). The token requirement will decay overtime as the valuation increases. Think \$100.00 USDC as the minimum hold requirement to gain benefits. Additional benefits included:

1. All profits generated from sales of all goods and services, minus the donation proceeds, will be used to buy and burn #SKITTEN tokens.
2. #SKITTEN holders of at least that use the process to adopt a kitten, not only will get \$250 toward the adoption, but will also receive an additional \$100 toward supplies to help facilitate a successful adoption AND receive a free #SKITTEN T-shirt. This can be done every two years.(Q2 2025).
3. Referrals into the #SKITTEN ecosphere will be rewarded with \$50 for the referrer, and \$25 for the referee after their first \$25 or more purchase from the marketplace (starting Q2, 2025). There is no limit on referrals.
4. #SKITTEN token holders will be able to vote for community propositions. 1 token = 1 vote.
5. #SKITTEN will reimburse \$50/year for annual checkups for #SKITTEN adopted kittens (Q3 2025).
6. #SKITTEN will provide medical insurance/stipend on any #SKITTEN supported adopted kitten for an annual total of \$2000.00 for the first 5 years of the kitten's life for a premium of \$25/month for #SKITTEN token holders. \$SKITTEN holders of at least 2,500,000 (~0.25%) shall receive this benefit for \$10/month. Token holders exceeding 5,000,000 (~0.5%) tokens shall receive this benefit for free as long as the token amount does not decrease under 5,000,000 during that time (Q4, 2025).

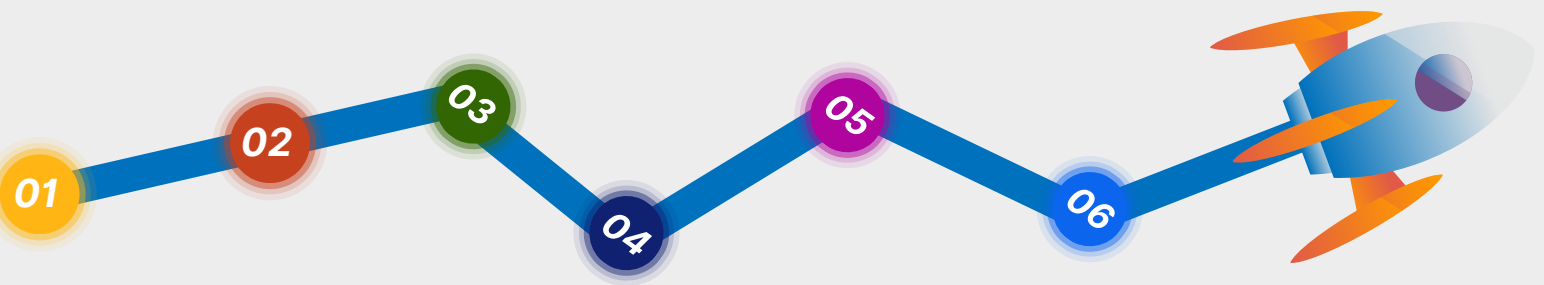
# TOKENOMICS

<i>No Presale</i>	
<i>Lanchpad</i>	<i>Moonshot</i>
<i>Total Supply</i>	<i>991,000,000</i>
<i>Circulating Supply</i>	<i>100%</i>
<i>Liquidity Pool</i>	<i>Locked</i>
<i>Tax</i>	<i>0/0</i>
<i>Expense Wallet</i>	<i>5.0%</i>

The Expense wallet is a multi-Sig wallet that is used for donations, payouts, claims, reimbursement, advertising, etc.

A charity wallet is available to provide direct charitable donations. 100% of the funds will be used for doing so.

# ROAD MAP



1

## Q4 2024

- 600 TG members
- Website Online
- Twitter account + blue check
- Update DEX
- Release White Paper
- Release Road map Marketplace
- Online - Merch
- \$\$KITTEN vol. 1 music release
- Expense Wallet funded
- BoH created
- LLC Registered

2

## Q1 2025

- 2000 TG members
- TikTok
- Instagram
- Discord
- Trademark \$\$KITTEN
- CMC listing
- CG listing
- Legal Team
- Begin Marketing
- Partnerships

3

## Q2 2025

- 3000 TG members
- \$\$KITTEN comic Vol. 1
- Referral Program starts
- \$\$KITTEN story book
- First community voted donation
- Apply for CEX
- Webpage for all donations & nominations

4

## Q3 2025

- 5000 TG members
- \$\$KITTEN NFTs released
- Marketplace: All-things-cat
- Apply for 2nd CEX
- \$\$KITTEN NFTs
- \$\$KITTEN Origin story
- 50+ items on marketplace

5

## Q4 2025

- 7500 TG members
- Apply for 3rd CEX
- Global advertising
- Licensing likeness
- Insurance offerings

6

## Q5 2026

- 10000 TG members
- 5+ CEX applications
- Donate \$250,000
- Adopt 500+ kittens

# OTHER OPPORTUNITIES

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## **Other opportunities**

#SKITTEN has plans to team up with the Humane Society of America, among other well renowned non-profit organizations for the betterment of kittens. This alone, will exponentially increase exposure to the #SKITTEN brand for minimal expenditures. Partnerships with other philanthropic companies or teams.

## **Get Sponsored**

#SKITTEN will recognize and reward holders who go above and beyond to help kittens and their communities. Every six months, the community will vote to select a winner. The chosen individual will receive a \$5,000 reward, and an additional \$10,000 will be donated to a non-profit kitten or animal shelter of their choice. Additionally, the winner will receive a custom, one-of-a-kind NFT, and will be added to the #SKITTEN brand as a mascot, further celebrating and empowering the community's dedication to animal welfare.

# CONCLUSION

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#SKITTEN believes in the power to protect the innocent and make the world better—for us and for vulnerable kittens. We have the chance to give millions of kittens a healthy, secure life while earning lasting rewards. It's also an opportunity to show that the crypto space can be a force for good, not the scam many believe it to be.



Chex, \$SKITTENS first mascot