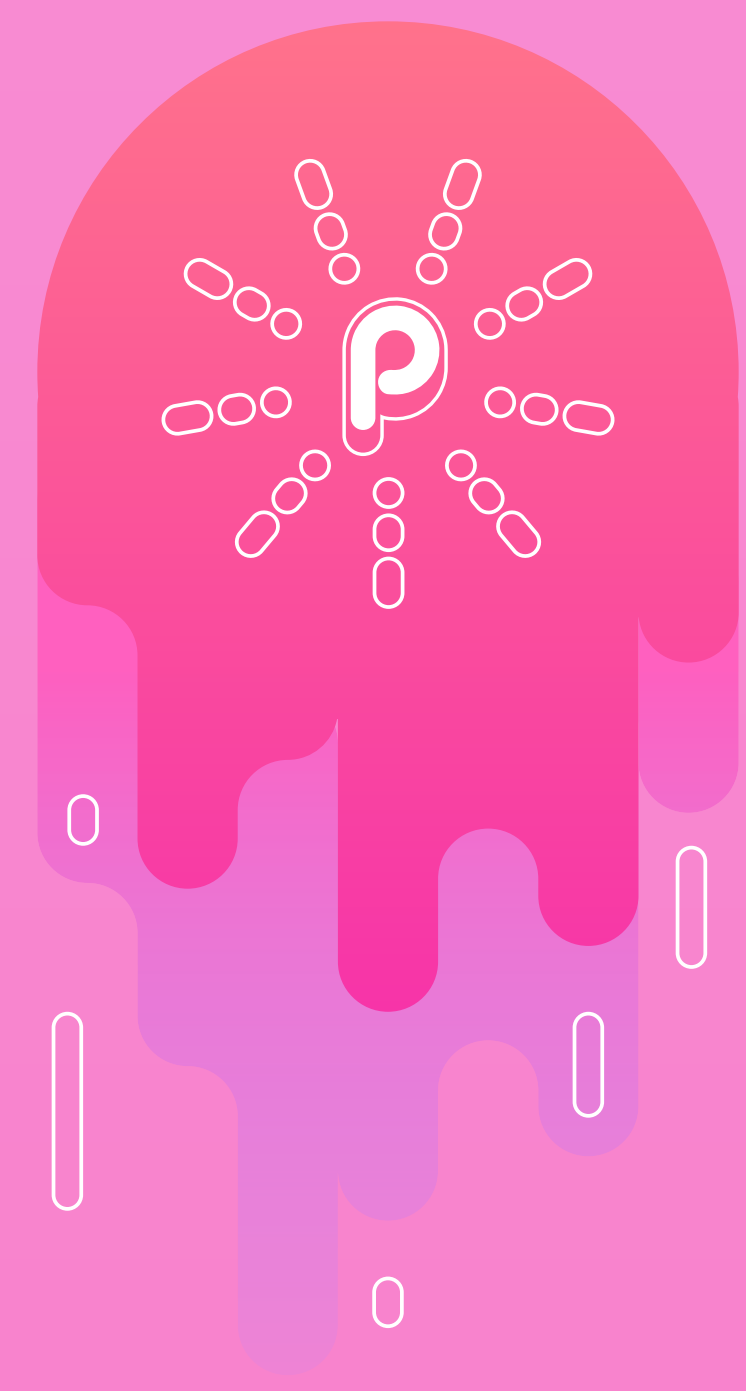


HOW POP! CAN BENEFIT PARTNERING PROJECTS

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 **GitBook**



STRENGTHEN THE COMMUNITY.

In the cryptocurrency market, it is often challenging to determine if partnerships have any genuine substance and commitment to them, or if they are merely marketing stunts. This ultimately leads to many investors feeling confused with regards to the sincerity and purpose of partnerships - which is exactly the sentiment that teams want to avoid in their communities. After all, the survival of most, if not all, projects relies heavily on their community's loyalty, and thus it is in the team's utmost interest to instill and maintain confidence in their communities.

Therefore, in order for teams to prove to their communities that a partnership they have formed is more than just a marketing ploy, POP! can be used. POP! stands for Proof of Partnership, and it is a novel concept which allows for partnered projects to objectively display mutual trust and commitment to each other, by locking their respective tokens together and creating a trustless Mutual Liquidity Pool (MLP). By doing so, both partners send a strong message of credibility and responsibility towards their communities, and simultaneously increase their DEX liquidity size.

SUPERIOR TO TRADITIONAL LM PROGRAMS.

Liquidity Mining (LM) programs are designed to incentivize locking up tokens in the project's Liquidity Pools (LP), in order to increase the DEX liquidity size. Downsides of adding liquidity to an LP includes exposure to both assets required for the LP, as well as the potential impermanent loss (IL) faced. To mitigate these undesirable effects, teams provide tokens as rewards to the farmers. While this is fair, it poses the problem of diluting the circulating supply. This generally doesn't bode well with the non-farming holders, which tends to be a significant amount. However, utilizing POP!, teams bypass the need of creating a LM program, while still experiencing the benefit of increased liquidity size in their LP. This in turn means teams do not need to fund the farmers themselves, given the farmers are rewarded in POP! tokens, thereby preventing market dilution. In addition, POP! removes the need for teams to have the technical expertise required to design a proper LM program, given they can simply resort to using POP! as a straightforward one-stop shop.

SUPERIOR TO STAKING PROGRAMS.

Staking programs are another strategy devised by teams in order to incentivize token holders to lock up their tokens, in exchange for rewards. Similar to LM programs, teams fund these staking programs with their own funds, which once again poses the issue of diluting the circulating supply as well as costing the team financially. While POP! does not provide the option of staking tokens in exchange for free tokens, it does however provide attractive rewards with reduced IL for users, while improving the DEX liquidity size, and all at a fraction of the cost needed to fund a staking program. This means teams can still achieve their primary goal of locking up circulating tokens and increasing the liquidity size of their LPs, without having to pay a hefty price.

ENHANCE YOUR PARTNERSHIPS WITH POP!

With every partnership announcement, one of the goals is to increase the hype in the communities and showcase the exciting potential behind the partnership. By utilizing POP!, we can provide increased exposure regarding the partnership, ultimately attracting more users to your projects.

