

LASTMOON

FINAL ODYSSEY

Whitepaper v1



LASTMOON is a new culture token founded by a group of experienced crypto developers and community leaders. Join our movement and let's show everyone the Crypto space is not dead and we are still capable of creating multi-billion dollar market caps, together.

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Overview

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Introduction: The Vision

Showing great communities can still build billion dollar DeFi projects is our goal

Honest community-run tokens have been replaced by stealing Devs, LARPs and Pump and Dumps. To prove the Ethereum Memecoin space can still achieve successes, a group of seasoned Developers and community members have come up with the idea for LASTMOON.

LASTMOON is an old-fashioned ERC-20 token, aimed at the retail investors who still believe we can build Bluechip DeFi tokens from scratch, as long as communities get together and work for each other.

Anti-whale and Anti-dump tokenomics, aggressive marketing, fully locked liquidity and continuous efforts to engage the community is what made tokens such as Safemoon, FEG, Shiba, Floki and Saitama moon, and we believe we can do it one last time.

This v1 whitepaper details all aspects of LASTMOON, including the marketing plan, tokenomics, roadmap, utility and governance. For any questions around the LASTMOON token and its ecosystem, please get in contact with one of our team members through Email, Twitter or Telegram, following the links as mentioned on the last page of this Whitepaper.

Marketing Strategy (1/2)

Prioritizing marketing and community building

If 2022 showed us anything, it's that utility alone does not guarantee a good investment. We have seen tokens of working Developers with actual products die and LARPs and Memecoins without any utility moon out of nowhere, just because their communities refused to give up.

Through years of experience in the DeFi space, the team behind LASTMOON has come up with the ideal step-by-step action plan to create a 'Bluechip' Crypto token. Utilizing aggressive and effective online and offline marketing initiatives and community contests, we aim to build the biggest and hardest working community of 2022 and show the entire Crypto space tokens can still achieve large market caps. We will show the outside world and the entire Crypto Twitter community that the space is not dead, and that success is still possible.

LASTMOON takes a strict 'marketing first, utility second' approach. While we have skilled dApp and software engineers on the team, the majority of resources and time, especially initially, will be spent on marketing and community incentives. The next page of this Whitepaper details our key Marketing pillars.

Marketing Strategy (2/2)

Prioritizing marketing and community building

The team behind LASTMOON has developed a detailed marketing strategy, based on longstanding experience in the DeFi space and a thorough understanding of what has made tokens successful in the past and which marketing initiatives add less value. As such, LASTMOON has 5 specific key pillars forming our marketing strategy.

1. Paid Twitter, YouTube and Telegram Influencers

The marketing team of LASTMOON, through their experience with previous projects, has made a detailed list of which influencers actually add value and holders, and which do not. Significant money will be spent on paid promotions from the biggest crypto influencers on Social Media, including Bitboy, Yon World, and others. We hold tight relationships with the biggest influencers before launch, to make sure we realize a continuous stream of marketing.

2. Community Contests

Community contests include buy contests of our token, meme contests around our branding, 'shill contests' and other contests to engage our community, spread the word and hand out prizes.

3. 'Trending Services' & Paid Ads

Popular channels such as DexTools and CoinMarketCap offer 'trending' services and paid ads, for which LASTMOON will pay to spread the word.

4. Live Marketing & Viral Events

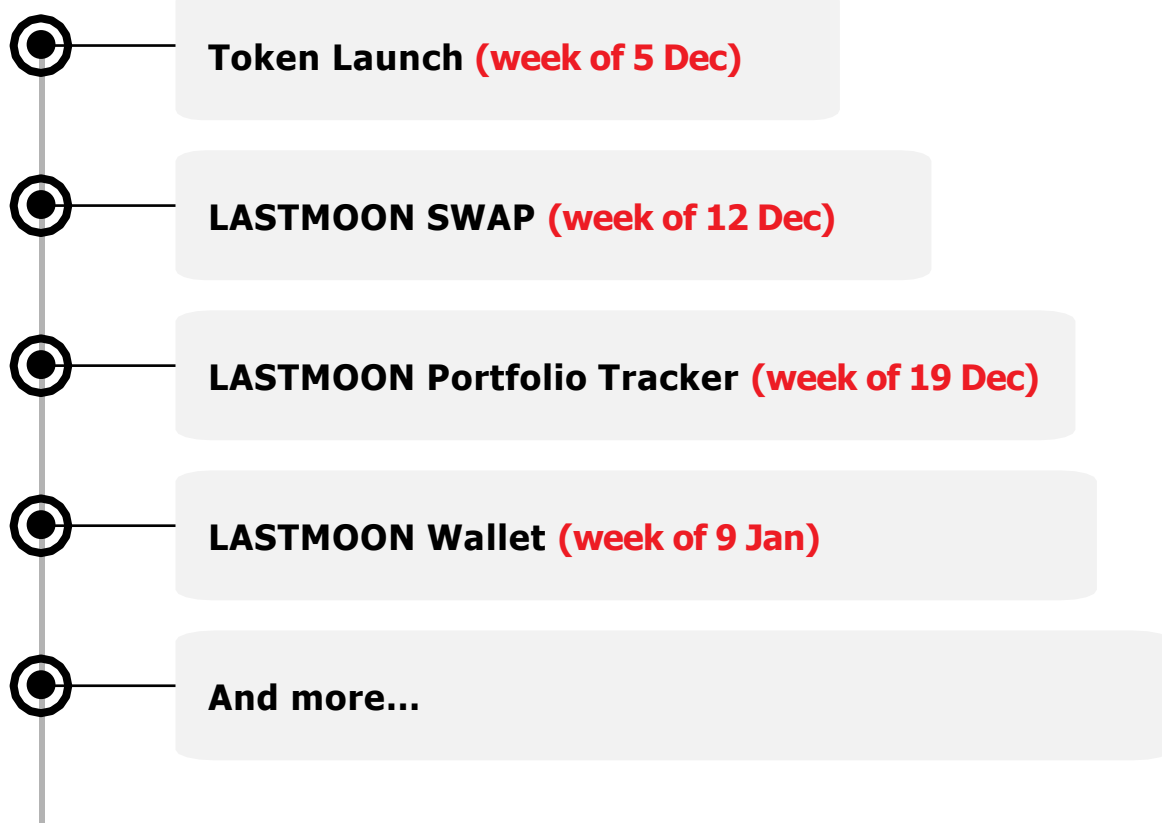
Some of the biggest successes in terms of Crypto marketing were achieved this year through live marketing and viral events. As such, LASTMOON will look at real life sponsorships of sports teams, billboards, and other in person events to spread the word offline.

Utility

Publishing a stack of DeFi apps to keep engaging and rewarding our holder base.

Whilst marketing and community building is at the center of the LASTMOON ecosystem, we have hired an internal Head of Development to build a stack of dApps for our website.

As opposed to other 'developer' teams, instead of throwing a number of random utilities your way, we have a realistic, yet valuable roadmap on dApp products we will create for our ecosystem. While our community comes first, we aim to initially publish the following utilities with the following timeline:



Tokenomics

Tokenomics to encourage HODLING

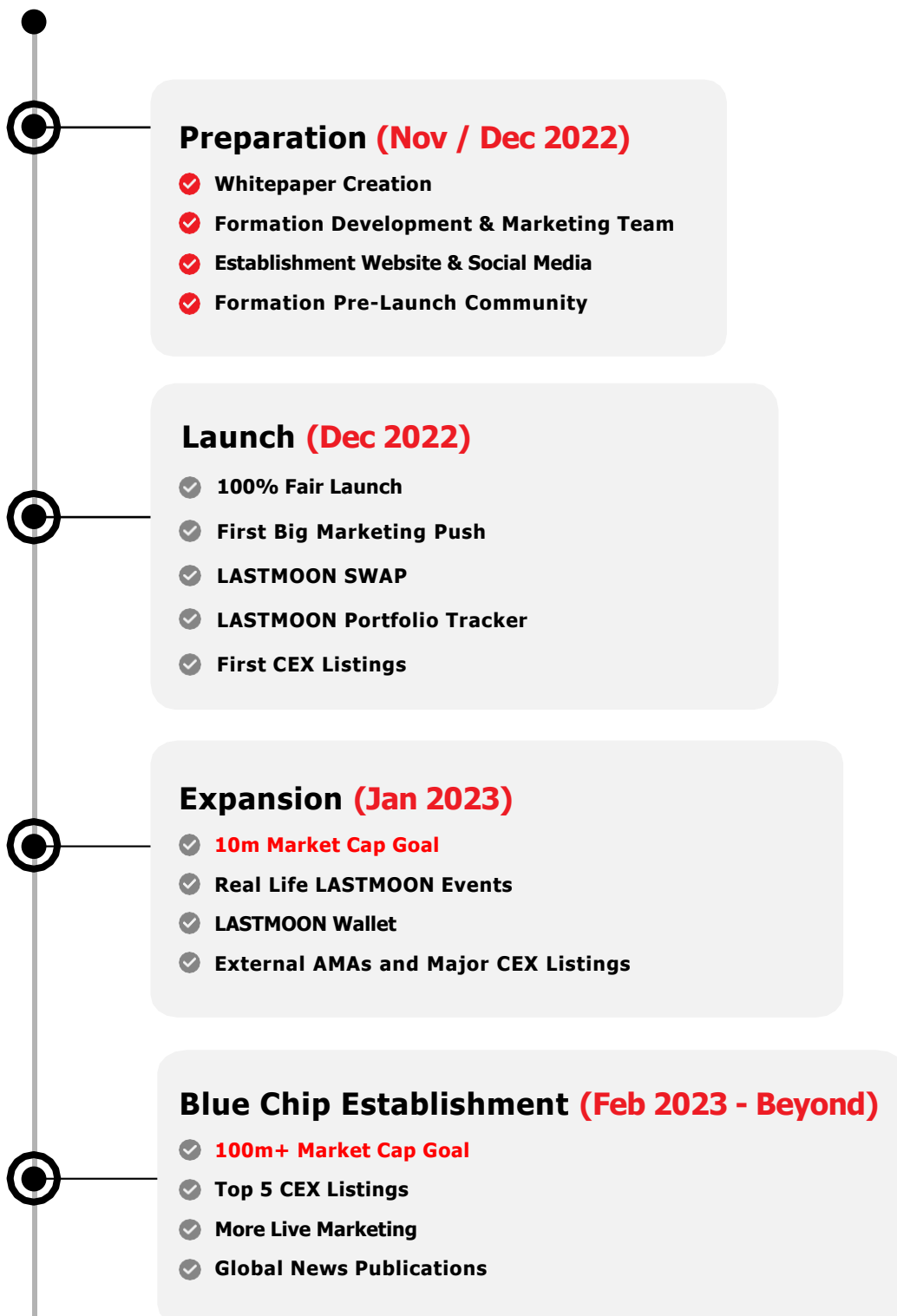
Through our experience with different projects and given today's environment, we feel a certain amount of tax is beneficial for the growth of a project, given some amount of money is needed for marketing. As such, LASTMOON has a small tax.

To prevent rotators from holding our Market Cap down, we have a 6% tax. We have these flexible tokenomics to prevent dumps and reward people for holding. Our tokenomics can be summarized through the visual overview below.



Roadmap

The team behind LASTMOON has combined experience of 10+ project launches. As such, we have developed the ideal timeline to create a Bluechip token on the Ethereum mainnet



Governance

Ensuring existing and new investors that their money is safe and no hacks are possible

To create the best possible governance for the LASTMOON ecosystem, several steps taken are taken:

1. Locking of Liquidity

To ensure there is no doubt about the honesty of our team, the added liquidity of the LASTMOON token will be locked through UniCrypt. To create an incentive for the community, the deadline of the liquidity unlocking will be extended as certain Market Cap milestones are met, eventually locking for 999 years at \$100m Market Cap and above.

2. Token and dApp Audits

Several third party Audit firms, such as Desert Finance and Certik, will be engaged to audit **both** the LASTMOON token contract, as well as the code of ALL the dApps we create, ensuring the code behind our products are 100% safe.

3. Transparency of Expenditures

The address of our 'Marketing' wallet will be shared at all times to ensure everyone is fully up to date where the money collected from taxes goes to.

Contact Details & Careers

We are always hiring skilled developers and talented community leaders

Excited about DeFi in general and specifically to be part of the fastest growing team of 2022 and beyond? Reach out to one of our team members per email or through one of our Social Media channels!

Below are our official contact details. While reaching out to one of our Social Media moderators or team members, **ensure** you are talking to the right person. No one on the team will ask for your personal information, ask you for money or DM you first!

- 📧 lastmooneth@proton.me
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