Tonkey Whitepaper v1

May 18, 2024

Contents

1 Introduction

Tonkey is a pioneering project in the blockchain space, blending the engaging appeal of a meme token with solid economic foundations. Built on the TON blockchain and represented by a cute donkey character, Tonkey will introduce a comprehensive ecosystem from the very beginning. This ecosystem includes a crypto advertising platform, a charity auction mechanism supporting environmental and animal welfare, and an array of mini-apps designed to enhance user engagement and utility and drive community interaction and revenue generation.

The open network of the TON blockchain, combined with the lovable character of a Donkey, creates a joyful and engaging Tonkey community.

Tonkey aims to address several key issues in the digital asset space. Digital assets, or minted tokens, are often face sharp declines and frequent rug pulls. These incidents are common due to the intrinsic value of these tokens being essentially zero. In contrast, Tonkey seeks to create intrinsic value from multiple, tangible sources.

Tonkey's revenue streams include its innovative Telegram mini apps which will be part of a broader advertising platform that allows other projects to promote their tokens, generating revenue that can be redistributed to Tonkey holders.

Additionally, the auction platform for social projects introduces a charitable component to the ecosystem, allowing community members to participate in fundraisers for causes they care about. This not only aids worthy causes but also helps in building a positive brand image that can attract more users and investors to the platform.

Finally, Tonkey plans to transition to a community-driven governance model. By allowing token holders to vote on key decisions, the project embeds a democratic process that enhances stakeholder commitment and trust, further solidifying the token's intrinsic value. By incorporating positive cash flow, a store of value determined by the community, a governance mechanism, and transparency, Tonkey aims to offer a stable and valuable digital asset from the outset.

2 Roadmap

Q2 2024

- Launch Tonkey jetton on the TON blockchain
- Activate social media
- List Tonkey on *dedust.io*
- Launch *tonkey.org* and initial mini apps
- Launch *Tonkey to the Moon* NFT Collection

Q3 2024

- Introduce *Tonkey Web Chat*
- Develop and launch the crypto ad platform
- Expand the range of mini apps
- Foster partnerships with other projects and organizations

Q4 2024

- Introduce the charity auction platform
- Implement token-based voting mechanisms
- Launch the proposal system for community-driven decision making
- Introduce incentives for active participation in governance

3 Ecosystem

Tonkey is optimistic about the future of both the TON blockchain and Telegram. The rise of Notcoin has demonstrated the powerful role Telegram plays in the crypto space. As an "app of apps," Telegram provides seamless access to millions of global users, facilitating crypto onboarding and driving adoption through its bots, channels, and communities. This makes it easier for new users to explore and engage with cryptocurrencies. We are at the dawn of a new era where cryptocurrencies should be accessible to everyday people who use mobile apps like Telegram.

3.1 Crypto Ad Platform

Tonkey's ecosystem includes a crypto advertising platform accessible via Telegram and Tonkey.org. This platform allows projects to promote their tokens and services to a targeted audience within the crypto community, generating revenue that can be redistributed to Tonkey holders or reinvested into the ecosystem.

3.2 Charity Auction Platform

Our auction platform is dedicated to supporting social help projects, especially those aiding donkeys and other species. By hosting auctions of unique NFTs or other crypto-assets, we raise funds for these causes, fostering a sense of social responsibility and community engagement within the Tonkey ecosystem.

3.3 Mini Apps

We are developing a range of mini apps designed to enhance user experience and engagement within the Tonkey ecosystem. These apps will offer various utilities, from educational tools about wildlife conservation to interactive games and DeFi applications.

4   Intrinsic Value

Tonkey's intrinsic value comes from multiple tangible sources. Firstly, tokens backed by tangible cash flows, similar to stocks, can have intrinsic value. If a project generates revenue from services or products and distributes this to token holders, it supports the token's price through fundamental economic activity, aligning the interests of token holders and developers.

Tonkey will apply this concept by generating cash flow through initiatives like Telegram bots and the website chat app, distributing this cash flow to Tonkey and NFT holders. This fundamental approach differentiates Tonkey from many other meme tokens, which often lack such economic foundations.

Bitcoin's intrinsic value is often debated. Unlike gold or silver, which have industrial uses, Bitcoin's value derives from its underlying technology and market dynamics. Much of Bitcoin's value comes from the collective belief in its utility as a store of value, a medium of exchange, or an inflation hedge. Thus, Bitcoin's valuation stems from a mix of technological, economic, and social factors that influence its perceived utility and demand.

The perceived value of Tonkey will also be a key addition to its intrinsic value. The community's belief in Tonkey's utility, potential for growth, and social impact significantly influences its market value. This collective belief, driven by Tonkey's unique blend of entertainment and utility, strengthens its position in the market.

5 Tokenomics

At the inception of the Tonkey project, 42 million Tonkeys were minted. LP locked for two years. The token distribution and burns are as follows:

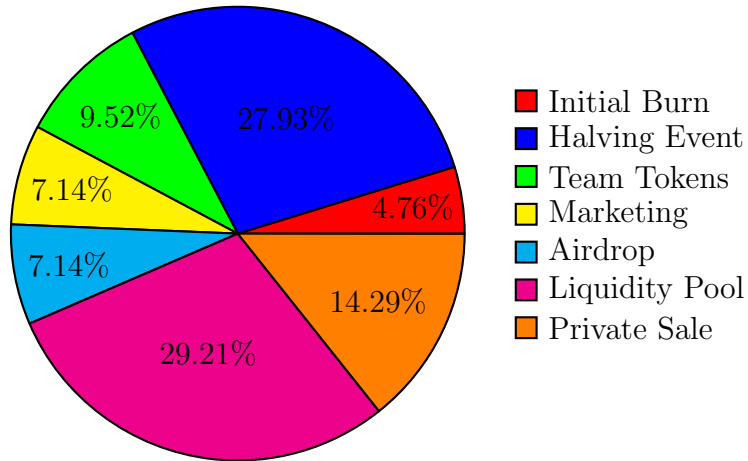| Category	Quantity (Tonkey)	Notes
Initial Burn	-2,000,000	
Halving Burn	-11,730,000	
Team	4,000,000	Locked for one year
Marketing	3,000,000	
Airdrop	3,000,000	
Liquidity Pool	12,270,000	
Private Sale	6,000,000	

Table 1: Tonkey Tokenomics

Figure 1: Tonkey Tokenomics Distribution

Tweet on Halving Event

As we near Bitcoin's halving in just minutes, we pause to honor HalFinney, a true pioneer whose vision and work helped shape the world of cryptocurrencies. Hal not only received the first Bitcoin transaction but also left us with a legacy of innovation and integrity.

His contributions continue to inspire us. As we reflect on his impact, let's carry forward his passion in every block we mine.

In a lasting tribute to his enduring legacy, 100 Tonkey are forever dedicated for each of Hal's followers. #halfinney #bitcoin #ton

Project Wallet
UQA02sCA8hYKhqvVO5sLIsrkXPjKEb8jcOfGG6-snLyL2z46

Team Wallet
QAxaWcneY5VndqQxdcKc8nef-Yb$_sk1proxUtzWhfhDABm$

6 Team

The success of the Tonkey project is driven by a dedicated and skilled team. Our core group comprises five professionals, each bringing extensive experience and specialized knowledge to the table.

Core Team Members:

Mobile Developer: Over ten years of experience in mobile development, spearheading the creation of robust mobile applications crucial for engaging the community and enhancing user experience on mobile platforms.

Financial Engineer: Two members with master's degrees in financial engineering contribute their deep understanding of financial markets and instruments. Their expertise is invaluable in structuring the economic model of Tonkey and ensuring its viability.

Web Development Professional: With a solid five-year background in web development, this team member is instrumental in building and maintaining the high-performance, secure Tonkey website and associated digital platforms.

Business Analysis Guru: A seasoned business analyst with more than five years in the field, providing insights that bridge technology and market demand. This role is crucial for aligning project objectives with user needs and market trends.

Expanding Our Team:

Recognizing the evolving demands of our project and the importance of community and market presence, we are excited to expand our team further. We are actively seeking to fill the following roles:

Marketing Specialist: This new team member will be tasked with developing and executing innovative marketing strategies to elevate the Tonkey brand, increase market penetration, and drive user engagement across various platforms.

Community Manager: To bolster our commitment to a community-driven approach, this role will focus on managing community interactions, ensuring transparent communication, and fostering a supportive and active community environment