# INTRODUCTION

Merge is a web app designed to revolutionize how users interact with social media content by offering a platform that filters fake news and provides high-quality information. The philosophy behind its logo, represented by a monkey, symbolizes the evolution of users from passive consumers of low-quality content to conscious, informed, and critical individuals. Merge's token integrates seamlessly into this ecosystem by rewarding users for their interactions while ensuring sustainable growth.

Problem and Solution
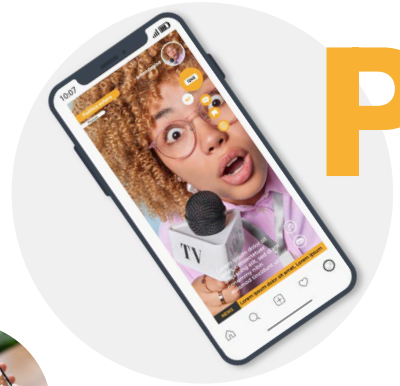
PROBLEM

Social networks are often filled with low-quality content and fake news, with users unaware of the type of information they consume. Additionally, many online monetization systems fail to directly reward users.

SOLUTION

Social networks are often filled with low-quality content and fake news, with users unaware of the type of information they consume. Additionally, many online monetization systems fail to directly reward users.

The Token

Token Name

Merge's token is an App Coin, which can be converted into cryptocurrency after reaching a minimum threshold or used directly within the platform.

Utility

The token is used to reward users for engaging with ads on the platform and can be spent on premium features, subscriptions, and services within the app.

Distribution

The token will be distributed through rewards for viewing ads, and it can be accumulated and either converted into cryptocurrency or spent on in-app purchases

TOKENOMICS

20% Team Allocation

Reserved for the development team, founders, and key contributors to the Merge
project. 10% of this allocation will be dedicated to marketing activities, ensuring visibility and growth during the early stages. These tokens will not be subject to a vesting period, allowing immediate use for strategic campaigns.

70% Liquidity Pool (LP)

The majority of the tokens will be allocated to creating and maintaining liquidity pools (LPs) on decentralized platforms such as Uniswap. This will ensure market stability and allow token holders to easily trade Merge Tokens.

10% Future Ecosystem Development

These tokens will be locked at the time of launch and reserved for future development of the Merge ecosystem. They will be gradually unlocked to fund new initiatives, partnerships, and expand Merge's infrastructure.

This allocation provides liquidity for sustainable growth, immediate resources for marketing, and secure funding for the ecosystem's future expansion.

Conclusion

Merge aims to build a strong and active community,supported by constant updates and feature rollouts.
The Merge token is a key element in this ecosystem,incentivizing users and providing value to both app users and cryptocurrency holders. With its innovative vision,content verification system,and personalized AI-driven experience, Merge is poised to become a leader in the social media landscape, backed by a sustainable tokenomics model.

RoadMap

Phase 1

Preparation for launch (October 2024)
Layng the foundation for Merge Token Ecosystem

Website & Whitepaper Launch:
Launch the Merge Token website and release the official whitepaper, detailing the utility of the token within the Merge app.

Community Building & Social Media Activation:
Begin community engagement through Telegram, Discord, and verified social media channels.

Marketing Campaign Kickoff:
Launch strategic marketing campaigns focused on attracting crypto enthusiasts and early supporters.

Crypto Integration within Merge App:
Prepare the Merge app with crypto functionalities such as in-app wallet support for Merge Token, allowing seamless interaction upon launch.

RoadMap

Phase 2

Official Token Launch (November 2024)
Merge Token Goes Live with Continuous Platform Updates

Merge Token Live Launch:
Merge Token will launch directly without any pre-sale or private sale, available immediately on Ethereum's Uniswap DEX with liquidity pools established.

CMC & CoinGecko Listings:
Upon launch, Merge Token will be listed on CoinMarketCap (CMC) and CoinGecko to provide visibility and attract traders.

Merge Token Utility in the App:
Enable core Merge Token functionalities within the app, such as tipping creators, purchasing exclusive content, and unlocking premium features.

Aggressive Marketing Push:
Begin utilizing marketing resources (10% token allocation) to drive immediate user adoption and platform awareness.

RoadMap

Biweekly Platform Updates (Starting December 2024)
Continuous Innovation and Feature Enhancements

Platform Updates:
From the launch date, the Merge app will receive updates every 15 days, introducing new features to enhance the user experience and expand the utility of Merge Token.

Initial Updates:
Include advanced creator tools, enhanced search features, and improved content monetization options.

FT & DeFi Integration:
Introduce NFT minting for creators, allowing them to tokenize exclusive content, and explore staking options for Merge Token within DeFi ecosystems.

RoadMap

Phase 3

The Future (2025 and Beyond)
Building on the Momentum of Merge Token

Expansion of Use Cases:
Develop additional use cases for Merge Token, including potential partnerships with other Ethereum-based projects and new decentralized applications.

Listing on Major Centralized Exchanges (CEX):
Plans to list Merge Token on centralized exchanges like Binance and Coinbase to increase liquidity and reach a broader audience.

New Features & Partnerships:
Continue rolling out features such as token-based group chats, exclusive streaming options, and strategic partnerships to expand the Merge ecosystem.