What is LaunchCoin on Believe and the LaunchCoin Token

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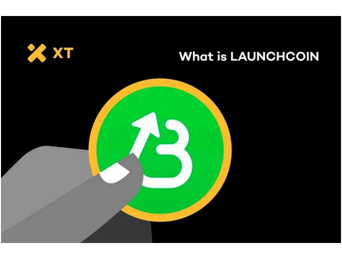
Key Takeaways

- – **Believe** is a SocialFi platform enabling users to mint community tokens by posting on X (formerly Twitter).
- – **PASTERNAK**, recently rebranded as **LAUNCHCOIN on Believe**, is the flagship token born from Ben Pasternak's launch on the platform.
- – The token trades as **PASTERNAK/USDT** or **LAUNCHCOIN/USDT** on centralized exchanges like XT.com, CoinEx, and on Solana DEXes.
- – Total supply of 1 billion tokens, nearly 100% circulating, with no lock-ups announced beyond the platform's internal incentives.
- – Core ecosystem dApps include token minting tools, staking mini-apps, and community governance modules.



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The intersection of social media and blockchain is rapidly evolving, with SocialFi projects offering new ways for communities to engage, earn, and govern. **Believe** (formerly Clout) has pioneered a unique model: mint tokens directly from social posts. Its first native token, originally known as **PASTERNAK** and now rebranded to **LaunchCoinonBelieve**, captures both the hype around community-driven assets and the vision of tech entrepreneur Ben Pasternak.

This 1,700-word deep dive explores what makes Believe and the **LaunchCoin** innovative. From its tokenomics to where you can trade **PASTERNAK/USDT** or **LAUNCHCOIN/USDT**, we'll cover everything you need to know — including risks, competition, and how to participate.

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LaunchCoin Token Overview

Believe revolutionizes token creation through social interactions: every eligible post on X can mint a batch of the platform's native token. The first of its kind was the **PASTERNAK Token**, launched in January 2025 by Ben Pasternak. Within hours, it soared to a market cap north of $80 million, driven by community excitement and organic social virality.

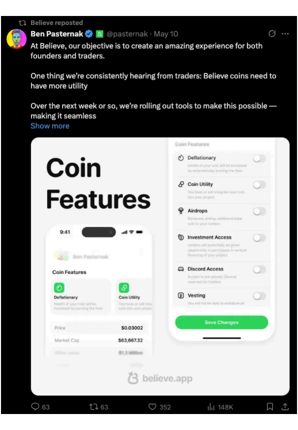

Image Credit: Believe X/Twitter

Original Name: PASTERNAK

Current Ticker: LAUNCHCOIN (for consistency with the "LaunchCoinonBelieve" branding)

Contract Address:

- – **Network:** Solana
- – **Address:** Ey59PH7Z4BFU4HjyKnyMdWt5GGN76KazTAwQihoUXRnk

Key Trading Pairs:

- **– PASTERNAK/USDT** (XT.com, CoinEx, Bitrue)
- **– LAUNCHCOIN/USDT** (XT.com, Bitget, MEXC)

This dual-listing nomenclature helps both early adopters and new users find liquidity. Centralized exchanges host the pairs in their innovation or "meme" zones, while Solana-native DEXes like Raydium and Orca facilitate permissionless swaps.

XT.com LAUNCHCOIN/USDT Spot Trading Pair

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LaunchCoin Tokenomics

A transparent tokenomics model is critical for long-term trust. Believe designed **PASTERNAK/LAUNCHCOIN** with simplicity:

Total Supply: 1,000,000,000 tokens

Circulating Supply: ~999,870,000 tokens (~99.99%)

Allocation:

- – **Community Minting:** ~80% (via social posts and engagement campaigns)
- – **Founder & Team:** ~10% (vested over 12 months)
- – **Platform Incentives:** ~10% (stakers, early adopters, partnerships)

Unlike many memecoins, no large presale was held; instead, community minting distributed most of the tokens organically. Early holders simply needed to connect their Solana wallet and tweet with the Believe hashtag to receive their Pasternak Token allocation. The minimal founder reserve aligns incentives without centralizing supply.

Category	Value / Percentage	Notes
Total Supply	1,000,000,000 tokens	
Circulating Supply	~999,870,000 tokens (99.99%)	
Community Minting	~80%	Distributed via social posts & engagement campaigns
Founder & Team	~10%	Vested over 12 months to align incentives
Platform Incentives	~10%	Rewards for stakers, early adopters, and partner programs
Burn Mechanism	Proposed 1–2% per transfer	Not yet activated; pending community governance votes
Vesting	Monthly	Founder & team allocations vest gradually to prevent dumps
Liquidity Lock	6 months	Initial Raydium pools locked to build trust in liquidity

Key supply dynamics to watch:

- – **Burn Mechanisms:** No token burn has been announced yet, but community proposals suggest 1–2% burn on each transfer to sustain deflation.
- – **Vesting:** Founder & team tokens vest monthly to prevent dumps.
- – **Liquidity Lock:** Initial liquidity pools on Raydium were locked for 6 months to foster trust.

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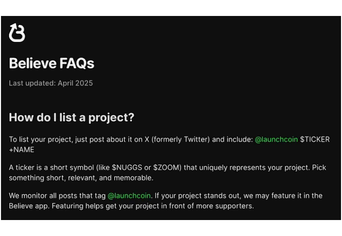
Believe (LaunchCoin) Ecosystem and dApp Core Applications

Believe isn't just a token-minting site — it's a growing SocialFi ecosystem. Core applications include:

Token Minting Widget

- – **Function:** Users post on X with a designated hashtag to mint a fixed amount of LaunchCoinonBelieve tokens.
- – **UX:** Simple OAuth-style wallet connect; post and receive tokens within minutes.



Believe FAQs

Last updated: April 2025

How do I list a project?

To list your project, just post about it on X (formerly Twitter) and include: @launchcoin $TICKER +NAME

A ticker is a short symbol (like $NUGGS or $ZOOM) that uniquely represents your project. Pick something short, relevant, and memorable.

We monitor all posts that tag @launchcoin. If your project stands out, we may feature it in the Believe app. Featuring helps get your project in front of more supporters.

Image Credit: Believe App FAQs

Staking Mini-App

- – **Function:** Stake LAUNCHCOIN to earn platform fees shared across community content.
- – **Rewards:** Up to 8% APY, variable based on engagement metrics.

Governance Forum

- – **Function:** Token-weighted voting on proposals like burn rate changes, partnership integrations, or UI enhancements.
- – **Access:** Requires holding >0.1% of total supply.

Marketplace dApp

- – **Function:** Peer-to-peer trading and gifting of Believe-minted NFT badges and tokens.
- – **Payment:** Only LAUNCHCOIN accepted, creating intrinsic demand.

Developer SDK (Upcoming)

- – **Roadmap:** Pasternak teased an SDK release for third-party devs in Q3 2025, allowing apps to integrate on-chain token-creation via social signals.

These dApps form a modular ecosystem: content → mint → stake → govern → trade, all powered by the **Ben Pasternak Token** native to Believe.

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How to Participate & Acquire LaunchCoin

Getting started with the PASTERNAK/LAUNCHCOIN token is straightforward:

Connect Solana Wallet

- – Use Phantom, Solflare, or any Solana-compatible wallet.

Mint via Social Post

- – On believe.app, authorize your wallet, then tweet @launchcoin $TICKER +NAME.
- – Tokens arrive in your wallet automatically (limits apply per 24 hours).

Buy on CEX

- – Register and verify on XT.com (or CoinEx, Bitrue).
- – Deposit USDT and trade under the innovation zone: PASTERNAK/USDT or LAUNCHCOIN/USDT.

Swap on DEX

- – Go to Raydium or Orca, select SOL/LAUNCHCOIN pool, and execute a swap with minimal slippage.

Stake & Earn

- – Access the staking mini-app on Believe to lock tokens and earn yield shared from platform fees.

Participate in Governance

- – Hold >1 million tokens to propose or vote on changes via the governance forum.

Whether you're a social media native eager to mint new tokens or a DeFi trader hunting for memecoin momentum, Believe offers multiple entry points to acquire the PAST ERNAK Token.

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LaunchCoin Competitive Landscape

SocialFi and memecoins are crowded spaces. Key peers include:

Project	Core Model	Differentiator
PepeCoin	Meme coin on Ethereum	Strong NFT and derivative ecosystem
Bonk (BONK)	Solana memecoin	Large airdrop to early Solana users
Friends.Fi	Social engagement rewards on Polygon	Multi-chain social incentives
Beluga (BEL)	Telegram-based token minting	Telegram integration vs. X/Twitter
Believe (LAUNCHCOIN)	X-based minting + native dApps	Founder-led launch + modular SDK teased

What sets Believe apart:

- – **Native Social Action:** Token minting directly from X rather than arbitrary on-chain transactions.
- – **Founder Credibility:** Ben Pasternak's track record drives organic attention.
- – **Modular SDK:** Upcoming SDK could onboard tens of thousands of dApp devs to leverage social-mint logic.
- – **Cross-Functional dApps:** Beyond minting — staking, governance, NFT marketplace in one platform.

In a sea of one-dimensional memecoins, the Believe stack leans more toward a true SocialFi suite.

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Risks & Considerations

No emerging crypto project is without risks. For PASTERNAK/LaunchCoinonBelieve token holders, keep in mind:

Regulatory Uncertainty:

Memecoins with social triggers may draw scrutiny under securities laws if marketed aggressively.

Volatility:

Early rallies (500%+ in a day) can reverse just as fast. Position sizes should reflect risk tolerance.

Centralization Risks:

Founder and platform reserves, though small, could be misused without transparent multisig governance.

Utility Ambiguity:

Beyond hype and basic staking, real-world use cases remain limited until third-party dApps launch.

Smart Contract Bugs:

As a new SPL token, exploits or rug-pull scenarios on underlying pools (Raydium, Orca) are possible.

Dilution via Social Minting:

Continuous minting rewards may dilute early holder gains if caps aren't tightened.

Mitigation strategies:

- – **Small Allocations:** Only allocate what you're willing to lose in highly speculative tokens.
- – **Diversify:** Don't hold >5% of your portfolio in any single memecoin.
- – **Stay Informed:** Participate in governance and watch proposal votes on burn rates or supply caps.
- – **Lock Liquidity:** Check that CEX and DEX pools have locked LP tokens to reduce rug risk.

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Outlook

The Believe ecosystem is at a pivotal point. With an SDK on the horizon, token-creation capabilities could explode across new social platforms and developer applications. Potential future catalysts include:

- – **Third-Party dApp Launches:** Mini-games, tipping apps, or educational modules using LaunchCoinonBelieve.
- – **Cross-Chain Expansion:** Porting minting logic to EVM or cross-chain bridges for multi-chain social tokens.
- – **Burn/Bond Mechanisms:** Community-approved burns or bonding curves to stabilize price and create deflationary pressure.
- – **Partnerships:** Integrations with major DeFi protocols to use PASTERNAK for governance or collateral.
- – **Retail Adoption:** UI/UX improvements making social minting accessible to non-crypto natives.

If Believe delivers on these ambitions, the **LaunchCoin Token** could transcend its memecoin roots and evolve into a pillar of SocialFi innovation.

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FAQs

Q1: What is the difference between PASTERNAK and LAUNCHCOIN on Believe?

PASTERNAK was the original token name. In May 2025, it was rebranded to **LAUNCHCOIN** to align with the "LaunchCoinonBelieve" branding. The trading pairs updated accordingly to **PASTERNAK/USDT** and **LAUNCHCOIN/USDT**, but balances remained 1:1.

Q2: Where can I trade PASTERNAK/USDT?

Major centralized venues: XT.com (innovation zone), CoinEx, Bitrue. Decentralized swaps: Raydium (SOL/LAUNCHCOIN) and Orca.

Q3: How do I mint new LaunchCoinonBelieve tokens?

Connect your Solana wallet on believe.app, post on X with the specified hashtag, and tokens will be airdropped into your wallet subject to daily limits.

Q4: Is there a burn mechanism for the Pasternak Token?

No official burn has been activated yet. Community proposals exist, and future governance votes may introduce a transfer burn fee.

Q5: How can I participate in governance?

Hold at least 0.1% of total supply (~1 million tokens) and submit or vote on platform proposals via the on-chain governance forum hosted within Believe.

Q6: Where can I learn more about Believe and the PASTERNAK token projects?

Visit the official Believe website at believe.app for documentation and tutorials. Join the community on Twitter/X @cloutdotme for updates, or hop into the Believe Discord/Telegram channels (links available on the site) to ask questions and connect with the team and other users.

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Final Thoughts

Believe's social-minting model marks a novel chapter in SocialFi, blending community engagement with token economics. The **Pasternak Token**, now operating under the **LaunchCoinonBelieve** banner, demonstrates both the upside of founder-driven hype and the early challenges of nascent utility.

For traders, the **PASTERNAK/USDT** and **LAUNCHCOIN/USDT** pairs offer speculative opportunities — but only with careful risk management. For developers, the promise of an SDK could seed an entire generation of SocialFi dApps. And for innovators, Believe shows how the simple act of posting a tweet can transform into on-chain value.

Whether you're here to mint your first tokens, stake for yield, or participate in shaping the protocol's future, the Believe ecosystem invites you to join what may become a defining platform in Web3 social engagement.

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Quick Links:

- – A Half-Million Reasons to Trade: Your Complete Guide to the $500,000 MNT × XT Carnival
- – May Economic Calendar for Crypto Traders
- – Best GameFi Projects and Coins for 2025: Top Play-to-Earn Opportunities

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