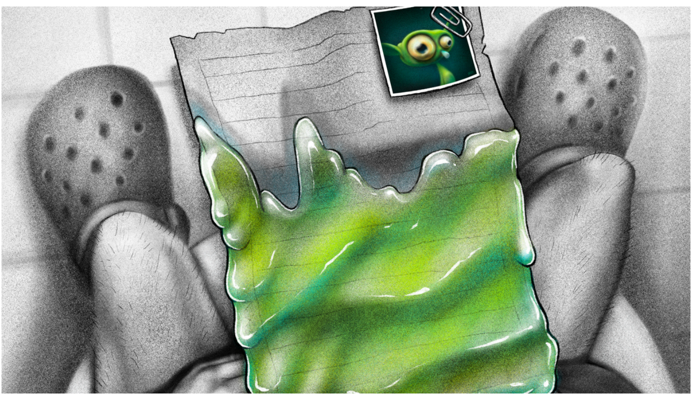
$gob Green Paper

The official green paper for $gob



The official green paper for $gob. This document is for informational purposes only and does not constitute an offer or solicitation to buy or sell any token. No guarantees are made regarding the future performance, value, or utility of $gob. Participating in token ecosystems involves risk.

Premise

This is an overview of our rationale behind $gob and the innovative token design we're implementing to attempt to ensure memecoins have a fighting chance of working.

The Case for a Goblintown Memecoin

"Plan for what it is difficult while it is easy, do what is great while it is small"

—Sun Tzu, The Art of War

For the past two years, one of the most requested things from the Goblintown community has been an officially endorsed Goblintown memecoin or token.

Until now, we've resisted. Not because we didn't want to - but because we didn't necessarily have anything new or interesting to add to the space at the time. We lacked a real angle, a competitive edge, or even a reason beyond "everyone else is doing it."

People forget: Goblintown wasn't the first PFP project - hell, you could argue it was the last major PFP to emerge from the NFT golden age. But it worked against the odds because the timing was right, the vibe was different, and we had something to say. Free mint. No roadmap. No Discord. No utility. NFTs as performance art. We helped create a few metas in May 2022 - and the market responded.

Now, we're in a similar spot. This time, it's not a PFP. It's a memecoin. And once again, we feel like we actually have something to say - and do.

A Memecoin That Has A Chance Of Surviving and Thriving

Goblintown is one of the most successful meme NFT projects of all time (top 5 by all-time volume). So if anyone is going to take a serious stab memecoin that actually works, why not us?

Over the past few months, we've been quietly working on a token design that's sustainable, healthy, and tackles one-by-one all the factors that make memecoins go to zero after a pump and dump. It would be quite ironic if our crackpot Goblin mathematicians and scientists are the ones to figure out how to make memecoins work long-term. Now, this doesn't replace needing demand for your memecoin, but we believe **the market is hungry for a token design** that doesn't pump for 30 minutes and then dump to zero straight afterwards.

We studied every failure and flaw in memecoins we could possibly find, broke down the root causes, and added mechanisms that are attempting to fix them - not just with vibes, but actual system design and considered thoughtfulness.

This token design takes aim at all the usual token killers: snipers, MEV bots, misaligned incentives between team and token holders, investor allocation dumps, pump-and-dumps, whale dumps, unchecked supply, lack of reinvestment - you name it.

Because the market doesn't need *just another memecoin* - it needs **one that works**.

THE DESIGN

1. The NFT Airdrop Mistake

The fastest way to kill your own project?

Give your entire NFT community a fully-vested token allocation, with liquidity, on day one.

As a holder: thanks.As a builder: what are you doing?

Think about it like this: in startups, employees typically receive equity that vests over four years. If you gave every employee their full stake up front *with liquidity*, you'd have no employees on day two.

Yet NFT teams do this with tokens *all the time*.

This older model rewards whoever holds the NFT at an arbitrary snapshot, then gives everyone else zero reason to join or stick around.

2. Our Fix: Vesting the NFT, Not the Wallet

Our first major change: tie token allocation to the **NFT**, not the wallet.

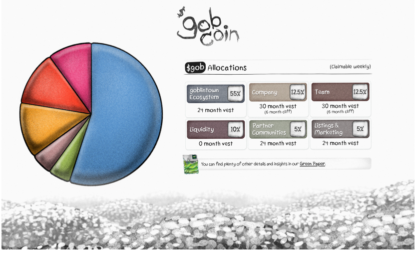
That means the tokens accrue to the NFT itself - so whoever holds the NFT retains the right to claim. Sell the Goblin, and the tokens (unclaimed) go with it. This is intended to give people a clear reason to join the Goblintown (and larger Truth community) as a holder long-term.

Next, we **vest** the allocation over 30 months, accruing every second with the ability to claim weekly. This spreads the sell pressure and instantly shifts the mindset of the community.

As an example, let's say you sell your Goblin in month 3 of the 30 month vesting. The buyer receives all future vesting - the next 27 months (the first three months will depend on if they were claimed or not. If tokens were unclaimed by the seller, the buyer would receive those as well).

This is if you are just a passive holder. There will be countless opportunities for active community members to obtain more $gob as time goes on.

This is the first step in how we align incentives between team and community for the long game.



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3. Small Launch, Big Energy

Most NFT project memecoins try to launch as high as possible.

We're doing the opposite.

We're launching at a *low* market cap with *tight* supply. Just **~10% of $gob** will be available on day one. And at no point will more than 1% unlock in any single week.

Why?

We want $gob to be attractive to people who want to join the horde. Too many memecoin projects try to launch with the highest market cap to give the biggest stimmy possible to those day-of-launch holders. But this is their equivalent of a company exit or liquidity event. It feels more like the end of the journey than the beginning of the voyage.

Our pricing strategy is deliberate, attempting to make it very attractive to people in and outside of the community to want to accumulate. Doing the opposite is why so many memecoin charts are down 70-90% after release.

Another way to phrase this is: Too much early supply + high FDV = chart death.

We believe communities are looking for teams attempting sustainable growth for their memecoins - not a pump-and-dump flatline.

We're also **funding our own liquidity** (like $TRUMP) and **not selling tokens to**

anyone.

The first week's unlock will happen immediately with anyone who holds a NFT in the Truth ecosystem (as well as friends of Truth/Goblintown communities) being able to begin claiming. If you have a Goblin, Illuminati, The187, Big Inc, Grumpl, or any asset we have ever released (from The Disease, Driver's License, Grumpl physicals, or anything that might have a wallet attached to it) head to gob.wtf and see what is there for you!

4. Solving Snipers, Dumps & Whales

The sniper problem is the first domino for most tokens. What happens is that either snipers grab early supply and dump on everyone, or they turn into whales, usually non-benevolent dictators and destroy the price action. Everything stems from this.

Unfortunately, the correct solution for this problem isn't fully possible, while ALSO being legally compliant and interoperable with exchanges. Funny enough, this problem was solved in 2021 for NFTs. Remember how snipers were minting dozens of NFTs at launch? The industry fixed that with **whitelists**. The full solution would be to implement whitelists for memecoin launches. The first few minutes are usually all that matters to protect your memecoin from mortal harm. During this short window you would only allow accounts owning your NFT to be able to buy, and you would cap the amount they could buy per NFT asset or collectible they hold. After the predetermined time you'd open to the public. 80% of this is possible, with the rest potentially coming through Meteora, Alpha Vault, and DAMM v2.

For our team, we didn't have an exact timeframe from Meteora on when this would be available so we searched for other ways to elbow out the snipers and early whales that crush tokens.

Our Approach:

- No pre-announcement for Token. No time for snipers to plan.
- Posting first in our community gated Discord asking people *not* to publicly share for a few minutes - before we do - on social media. While public, it provides time for our community to be among the first buyers, versus nefarious outsiders looking to load up and dump.
- Low market cap with a low initial circulating supply available to purchase. Only **~10%** of the total supply of the token is available in circulation at launch, ensuring that even if someone obtained a large number of token, there isn't - on the scale of total supply - much to get on day 1.

When you combine these factors, it doesn't fully solve the issue, but it should get us most of the way there. It's a more considered and holistic approach than most consider with the tools available right now.

Important note: This has **nothing to do with airdrop allocation**.

This is just about *who* gets to buy early, and it's not whales or bots - it's the community and its own natural, organic spread.

It's not a perfect solution - but it's the best one that exists right now.

This is also an open call to the broader community to help fix this specific problem. If we want memecoins to stick around, we need to help the first few minutes of a coin's life with some innovation around the whitelist concept.

5. Protecting the LP: The Forgotten Killer

The #1 silent killer of memecoins?

Poor liquidity management.

Once the liquidity of a token starts decreasing, its market cap collapses. So we studied what worked (like Safemoon's 2021 token tax - before all the bad things!) and what didn't (most NFT tokens since then) to design a solution.

Our Answer: A Smart, Balanced Token Tax

2.5% total tax on every $gob transaction:

- 1.0% → Liquidity Management Fund (for LP replenishment)
- 1.0% → Ops & Marketing (listings, campaigns, etc.)
- 0.5% → Buy & Burn (deflationary + pressure)

We'll adjust these numbers if needed - but this is our starting model, $2.50 out of every $100 that goes through the system.

Let's play it out:

Imagine $100M in weekly volume. That's $2.5M in tax. But instead of accumulating in $gob and partially dumping it later in order to balance an additional LP provision, at the time of each transaction we **instantly and automatically swap the full 2.5%** into USDC/SOL.

Then when it's time to LP or burn, we **buy $gob on the market** - generating bonus buy pressure - then LP or burn it. The more volume, the more is added to LP or burned.

The idea is to transform downside mitigation into potential upside momentum - though outcomes will depend on many external market factors.

6. Our Thinking Behind the Design

We didn't invent any or every mechanism here.But we'd be one of the first to *combine* them like this:

- NFT-based vesting
- Anti-sniper gated Discord early notification for our community members.
- Self-funded LP
- Smart tax that reinvests back into LP + burning token with immediate and automatic swaps + buy pressure when pairing/burning back in
- Reward active community members with ways to receive more $gob
- Ultra-low initial supply with metered unlocks
- No day-one insider or holder dumpathon

In combination, we believe this design has the potential to extend memecoin life expectancy beyond the typical short-lived hype cycles.

7. Timing and Structure

Historically, launching memecoins in the United States caused issuers to wade into murky regulatory waters. The regulation-by-enforcement approach from the Securities and Exchange Commission during the prior administration meant that anyone launching any type of NFT, token, coin or similar asset was running the risk that they would be subject to an SEC enforcement action or face some sort of regulatory scrutiny.

Since the inauguration, however, the SEC has moved away from this approach and is fostering a friendlier environment for posts. For example, since that time, the SEC has dropped or paused lawsuits against Coinbase, Kraken, Binance, Justin Sun/Tron, Uniswap and Gemini, just to name a few. Perhaps more importantly, the SEC has stated that memecoins are not going to be automatically treated as securities (https://www.sec.gov/newsroom/speeches-statements/staff-statement-meme-coins), thus removing a significant hindrance to launching these tokens in the United States.

As a result of this, we believe that this hands-off approach from the United States government means that the timing is perfect for the launch of $gob. To accomplish this, $gob will be released by Exploding Golbin LLC, a wholly-owned subsidiary of Truth Arts Inc. All fees will be delivered to Exploding Goblin LLC. This will be launched by a United Stated based company, will pay taxes in the United States, and will employ people in the United States, all legally in accordance with the most recent guidance available to us.

Now it's time to go $gob mode. Let's get it....

$gob*. it's ~~more than~~ just a coin*

Links:

- **Ticker:** $gob
- **CA:** 3xypwTgs9nWgjc6nUBiHmMb36t2PwL3SwCZkEQvW8FTX
- **Opensea:** https://opensea.io/collection/goblintownwtf/tokens
- **Lives on:** gob.wtf
- **X Account:** @gobwtf
- **TikTok Account:** @Gobcoin

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For the avoidance of doubt, and without limiting the generality of the above, $gob is **not, and is not intended to**:

- be a medium of exchange accepted by the public (or a section of the public) as payment for goods or services or for the discharge of a debt;
- be designed or intended to be used by any person as payment for any goods or services, whether through the Goblintown or otherwise;
- entitle holders to exchange $gob for goods or services;
- be a representation of money (including e-money);
- be a digital representation of a capital markets product, security, share, debenture, unit in a collective investment scheme, derivatives contract, commodity or any other kind of financial instrument or investment in any jurisdiction;
- be a capital markets product, security, share, debenture, unit in a collective investment scheme, derivatives contract, commodity or any other kind of financial instrument or investment in any jurisdiction;
- represent any shareholding, participation, right (including but not limited to voting rights), title, stake or interest in, or right to participate in business operations of any entity, enterprise or undertaking (including without limitation any affiliate of Goblintown);
- represent any entitlement to any voting rights in respect of the "Goblintown" ecosystem;
- represent any entitlement to fees, dividends, revenue, profits or investment returns;
- represent any rights under a contract for differences or under any other contract the purpose or purported purpose of which is to secure a profit or avoid a loss;
- be refundable or exchangeable for cash (or its equivalent value in any other digital asset); and/or
- represent any indebtedness.

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