

The Meme Layer of the Web3 Era

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1. Executive Summary

2U2.ai is the "Meme Layer" of the Web3 ecosystem. We are bridging the critical gap between efficient meme production and crypto-incentivized distribution through an integrated AIGC platform.

Unlike traditional Web3 applications that promise grand technological revolutions, 2U2.ai positions itself precisely as the **"Meme Arsenal"** and **"Viral Launchpad."** We utilize AIGC to lower the barrier of creation to zero, enabling the mass production of viral content ("shitposts") while establishing a "Create-Share-Earn" closed loop that incentivizes users to drive propagation on social media.

Our vision is to become the **"Patient Zero"** and **"Petri Dish"** for meme viruses, supplying continuous cultural ammunition for every high-volatility Memecoin asset in the market.

2. Market Analysis: The "Workshop" vs. The "Factory"

Despite Memecoins being the strongest user onboarding engine of this cycle, the infrastructure behind them remains stuck in a "hand-made workshop" era. We have identified three core friction points:

A. Supply-Demand Mismatch

- **The Reality:** Memecoin lifecycles are short, and price volatility is highly dependent on community attention and narrative updates.
- **The Pain Point:** Current production relies on community members manually using Photoshop or video editing software. This "workshop" mode is inefficient and cannot meet the market's thirst for massive, instant, high-frequency content.

- **The Opportunity:** The market needs a factory capable of scalable, automated production of viral content.

B. The AIGC Tech Gap

- **The Pain Point:** Existing AIGC tools are built for Web2 scenarios (polished shorts, ads, art). They are too "serious," complex, and lack the specific optimization for Web3 "Degen" culture (e.g., Pepe style, absurdity, remixes).
- **The Opportunity:** 2U2.ai fills this void by pre-training models specifically for "meaningless revelry," lowering the threshold for generating culture-specific memes.

C. The Missing Economic Loop

- **The Pain Point:** Creation (in tools) and Distribution (on X/Telegram) are disconnected. Creators often work for free ("love"), lacking direct economic incentives for their viral contributions.
 - **The Opportunity:** We introduce a **Proof of Virality** system. By binding creation to distribution via points and future token airdrops, we quantify and reward the propagation of content.
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3. Strategic Positioning: The "Anti-Narrative"

To stand out in a crowded market, 2U2.ai adopts a unique **"Anti-Narrative" Brand Strategy**:

- **From Tool to Toy:** We reject Silicon Valley elitism. We are not just a product; we are a "Toy" and a "Graffiti Wall." We prioritize "raw and direct" functionality over polished UI.
 - **Embracing Degen Culture:** Inheriting the spirit of 4chan and pump.fun, we advocate for chaos and instant gratification. This resonates with the authentic Web3 community, avoiding the trust trap of "over-promising and under-delivering".
 - **Meme Arms Dealers:** We redefine users not as "creators," but as "Meme Arms Dealers," providing them with the arsenal to win the war for attention.
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4. User Journey

A. The Gateway: Frictionless Entry

- **Mechanism:** X (Twitter) OAuth only. No wallets or emails initially.
- **Logic:** We force the binding of social identity to prepare for "one-click sharing" and social fission, achieving entry in under 3 seconds.

B. The Feed: Immersion & Remixing

- **Infinite Scroll:** A TikTok-style single-column feed displaying trending AI-generated videos.
- **The "Remix" Button:** The core interaction. Every video features a "Remix This" button. Users can instantly enter the editor to reuse the template/prompt with their own twist (e.g., swapping a token logo).

C. The Engine: AIGC Production

- **Template Mode:** One-click face/logo swaps into trending viral templates (e.g., dancing frogs, movie clips).
- **Text-to-Video:** Generating short, absurd loops from simple prompts.
- **Native Upload:** Allowing users to upload external high-quality material to enrich the asset library.

D. The Virus: Forced Distribution

- **Default Sharing:** Publishing defaults to "Sync to X."
- **Viral Payload:** Content shared to X automatically includes the #2U2ai tag, platform watermarks (for branding), and a backlink to the platform, creating a closed traffic loop.

5. Incentive Structure: Proof of Virality

Our economic model does not reward "Staking"; it rewards **"Action."** We quantify "Chaos" into value.

A. Phase 1: The Points Loop

In the pre-TGE phase, Points are the fuel for the flywheel:

- **Create-to-Earn:** Points for generating valid AI content or uploading quality source material.
- **Share-to-Earn (Highest Weight):** Points for viral sharing to X.
- **Remix Rewards (Passive):** If a user's template or upload is remixed by others, the original creator earns a split of the points.
- **Burning Mechanisms:** Points are consumed to generate videos (AI compute cost) or to remove watermarks.

B. Phase 2: Meme Supply Chain Protocol

We aim to upgrade the "Creator Economy" into a **"Meme Supply Chain"**:

- **Asset Registration:** Projects (e.g., the Pepe Community) register core IPs (Logos, characters) into the 2U2.ai protocol.
 - **Remix-to-Earn:** When users utilize these registered IPs for AI remixes, smart contracts automatically distribute a portion of token yield to the asset registrant. This incentivizes communities to use 2U2.ai as their official content infrastructure.
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6. Ecosystem Expansion: The B2B Layer

Beyond empowering individual users, 2U2.ai offers a powerful "Meme-as-a-Service" (MaaS) solution for Meme communities and Project Owners (Issuers). We provide the infrastructure to transform a passive community into an active content army.

A. Official IP Residency (The "Verified" Badge)

- **Asset Hosting:** Projects (e.g., \$PEPE, \$WIF, or upcoming mints) can officially settle in 2U2.ai, uploading high-resolution, verified IP assets (Logos, Mascots, Character LoRAs).

- **Benefit:** This ensures that all user-generated content (UGC) maintains visual consistency and brand recognition, eliminating the proliferation of low-quality, blurry "pixelated" memes.

B. One-Stop Campaign Management Dashboard

- **Bounty Quests:** Projects can launch specialized "Creation Campaigns" directly on the dashboard (e.g., *"Create a Halloween-themed video for \$BONK"*).
- **Performance Tracking:** Instead of manually tracking Twitter/X links, project owners can use 2U2.ai's analytics tools to view real-time data: total views, remix counts, and identifying the "Top Meme Warriors" within their community.

C. Automated Distribution & Liquidity

- **Content Injection:** Verified projects get priority exposure in the 2U2.ai user feed, ensuring their narrative reaches the broader "Degen" audience beyond their existing echo chamber.
- **Native Integration:** In the future, we aim to integrate "Buy Buttons" alongside viral videos, converting cultural attention directly into token liquidity for our B2B partners.

7. Business Model & Economic Loop

A. Core Strategy: The Dual-Engine Flywheel

Our business model is built upon two mutually reinforcing engines: **"AI Productivity Tools (To C)"** and **"Community Infrastructure (To B)."** These two logic streams create a defensive moat, utilizing our native token to construct a closed-loop cash flow system that bridges **Value Creation** with **Value Capture**.

Engine 1: To C · Generative AI & Compute-Driven Deflation (Pay-for-Compute)

We are upgrading the traditional Web2 SaaS subscription model into a **Web3 Native Credit Consumption Mechanism**. We monetize AI compute power, directly driving the

circulation and consumption of the \$2U2.

- **Credit Minting Mechanism:**
 - Users must **Stake** or **Burn** native tokens (\$2U2) to mint "Creation Credits."
 - Credits are used to pay for the compute costs associated with every AI Meme generation, modification, and on-chain publication.
- **Tiered Access System:**
 - **Free/Basic Layer:** Limited daily generation quota with watermarked outputs. Designed for maximum **User Acquisition** and funnel widening.
 - **Pro/Degen Layer:** Requires token consumption to unlock advanced models (e.g., Flux/Midjourney v6 level quality), watermark removal, exclusive style fine-tuning (LoRA), and priority queue access.
- **Cash Flow Logic:**
 - Higher Creative Demand -> Accelerated Token Consumption -> Reduced Market Circulation -> **Natural Deflationary Pressure.**

Engine 2: To B · MaaS (Meme-as-a-Service) Protocol Layer

Leveraging our technological barriers in Meme generation and viral propagation, we encapsulate our capabilities into APIs and SDKs. We provide a one-stop **Community Sentiment Management & Content Distribution Solution** for other Web3 projects, DAOs, and Layer 1/2 ecosystems.

- **Cold Start & Engagement Tools:**
 - **Custom Meme Generators:** Tailor-made engines for partners, integrated with their Logos and Mascot IPs.
 - **Discord/Telegram Bot Integration:** Enabling community members to generate project-specific memes via simple commands, igniting a remix culture instantly.
- **Diversified Revenue Streams:**
 - **SaaS Subscriptions:** Projects pay monthly/annual service fees in USDT or native tokens.
 - **Protocol Revenue Share:** Deep integration with partners allows us to take a percentage of transaction fees when their users generate NFTs or

perform paid actions via our tools.

- **Asset Swaps & Empowerment:** For high-potential early-stage projects, we accept their tokens as service payment. This turns our **Treasury** into a diversified **Crypto ETF**, capturing "Alpha" across the entire industry.

B. The Value Loop & Token Empowerment

To solve the common issue where utility tokens lack intrinsic value support, we have designed a "**Protocol Revenue Buyback Mechanism.**" This ensures that every bit of business growth is mathematically mapped to token value accretion.

Cash Flow Routing

- **Revenue Collection:**
 - **C-Side:** User Credit purchases (in \$2U2).
 - **B-Side:** Corporate service fees (in USDT / ETH / Partner Tokens).
- **Value Distribution:**
 - **Buyback & Burn:** We allocate **20%** of B-Side revenue (USDT/ETH portion) to periodically buy back native tokens from the secondary market and permanently burn them. This provides **real buying power** backed by actual commercial profits.
 - **Staking Rewards:** A portion of protocol revenue is injected into the staking pool. Long-term holders who stake \$2U2 earn not only native yield but also **Airdrops from Partner Projects.**
 - *Concept: "Hold one token, mine the entire ecosystem."*
 - **Treasury Reserve:** Remaining funds are used for continuous AI model training, compute procurement, and market expansion, ensuring sustained technological dominance.

C. The Vision

We are not just an AI tool, we are the **Liquidity Provider for Web3 Attention.**

- **For Users:** We are a Productivity Center that monetizes creativity.
- **For Projects:** We are essential Infrastructure for community operations and narrative control.

- **For Investors:** We are a high-quality asset with self-sustaining revenue capabilities and a deflationary cash flow that continuously rewards holders.

By connecting Creators (C-Side) with Asset Issuers (B-Side), we are building the **Central Traffic Hub of the Meme Sector**.

8. Tokenomics

A. Token Overview

- **Token Name:** 2U2
- **Ticker:** \$2U2
- **Total Supply:** 2,000,000,000 (2 Billion)
- **Chain:** BSC

B. Allocation & Distribution

The distribution model prioritizes long-term ecosystem growth over short-term liquidity, utilizing a **"Rolling Seasons"** release structure.

Category	Allocation (%)	Amount (\$2U2)	Vesting Schedule
Community Mining	45%	900,000,000	Released over 8 Seasons (2 Years) . Output is subject to the <i>Harvest Protocol</i> settlement.
Genesis Airdrop	5%	100,000,000	100% Unlocked at TGE , but subject to <i>Harvest Protocol</i>

			(Choice between Instant Liquidity vs. Loyal Holding).
Team	15%	300,000,000	12-month Cliff , followed by 24-month linear vesting.
Investors	15%	300,000,000	6-month Cliff , followed by 18-month linear vesting.
Liquidity & MM	10%	200,000,000	20% unlocked at TGE for market depth; remaining 80% vests linearly over 24 months.
Treasury	10%	200,000,000	Linear vesting over 48 months .

C. The Harvest Protocol (Vesting Mechanism)

To mitigate sell pressure at key unlock events (TGE and Season ends), 2U2.ai implements a gamified vesting mechanism for Airdrops and Mining rewards:

- **Option A: Instant Harvest**
 - Users claim **50%** of their allocation immediately.
 - The remaining **50%** is forfeited: **25% is Burned** (Deflation) and **25% is redistributed** to the Loyalty Vault.
- **Option B: Brewing (Delayed Vesting)**
 - Users commit to a **3-month linear vesting** period.

- **Reward:** Users receive **100%** of their allocation plus a share of the **Loyalty Vault** (tokens forfeited by Option A users).

D. Inflation Schedule

- **Initial Circulating Supply:** Estimated at **<5%** at TGE (variable based on user adoption of Option B).
 - **Deflationary Pressure:** The "Harvest Protocol" ensures that a significant portion of the newly released supply is either burned or voluntarily locked by high-conviction holders, keeping the effective circulating supply consistently below the theoretical maximum.
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9. Roadmap & Next Steps

A. Phase 1: Ignition (Current)

- **Launch MVP Web App**
- **Core AI Engine Deployment (Text-to-Image)**
- **Genesis Creator Onboarding**
- **Early Bird "O.G." Badges**

B. Phase 2: Expansion (The Flywheel)

- **MaaS Integration:** Discord/TG Bot Beta for Partners.
- **Video Generation:** Short-form meme video support.
- **Mobile App Beta:** iOS/Android Testing.
- **Referral System V2:** Viral invite mechanics.

C. Phase 3: The Meme Layer (TGE & Beyond)

- **\$2U2 TGE (Token Generation Event)**
- **Staking for Compute:** Stake assets to gain free generation limits.
- **Decentralized Asset Store:** User-generated sticker packs marketplace.
- **Cross-Chain Narrative Bridge.**