



WHITEPAPER 3.1

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www.MarketLedger.com

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WHAT IS MARKET LEDGER?

Market Ledger intends to change the way we interact with Cryptocurrency as a whole. It will essentially be providing the one-stop-shop for all of your needs whilst also simplifying the journey you need to go through from start to finish.

Overall, we find researching and investing in Cryptocurrency a very convoluted and scattered process where you have to visit so many different resources to understand what you are investing in. This is the purpose of Market Ledger, to bring every resource required into one singular platform.

Imagine a place where everything is in one place for trading DeFi (Decentralised Finance) tokens from having a dex swap, charts, analytical data, to latest news, trending tokens, etc. All presented in a clean and user-friendly way. Simply put consider only having to go to one single place - Market Ledger, to gather all the information, whereas currently you need to go to Poocoin, PancakeSwap, Uniswap, YouTube, Telegram, CoinMarketCap, etc.

Adding to that, Market Ledger will have the ability to personalise the experience to tailor it to individual requirements.

The target audience will be current investors as well as new crypto investors who will feel comfortable and empowered about entering a new investment venture as it will not feel as daunting. It also focuses on project owners and developers by offering services to them. Market Ledger will make the process of Crypto more streamlined and accessible for absolutely anyone and everyone, whilst also offering facilities to safeguard both investors and project owners.

This is an overview of what Market Ledger will be providing, and for strategic reasons we will only reveal the rest as we progress with our development process and are ready to market them. This is due to some of the features being commercially sensitive so we do not want to reveal certain things in advance in case others try to emulate them.

We will be taking a phased approach with the development and release of the platform. The rationale is two pronged – we will be able to expedite the delivery of certain features to be able to bring forward beta testing. Additionally, through this testing we will be able to gather feedback along the way to ensure it is user intuitive and truly suits the needs of each individual investor.

WHAT IS MARKET LEDGER?

Below is a list of some of the features however it is by no means exhaustive.

FULL COIN AND TOKEN DATA ANALYTICS

- A.)** Full data analytics available for all coins & tokens on all chains
- B.)** Premium feature of customisable duration for volume in the top gainers list for example 30mins, 1hr, 3,hr, 6hr, 12hr & 24hr
- C.)** The ability to restrict or remove a coin or token listed
- D.)** Premium feature for coin or token owners and developers for a video to be displayed about them within their listing.
- E.)** Customisable backgrounds to suit your taste.
- F.)** New coin and token listings available.

CHARTING PLATFORM

- A.)** All tokens across BSC, Eth and Poly will be available.
- B.)** Ability to set Buy, Limit and Sell orders to maintain full control of your assets.
- C.)** Indicators on the chart for ease of usability.

BRIDGE

- A.)** Quickly and easily swap BSC to ETH etc with the click of a button.

WHAT IS MARKET LEDGER?

DEX SWAP PLATFORM

- A.) Purchase tokens directly using your VISA Debit / Credit Card.
- B.) Buy and sell tokens in one place. In the same way that you currently would use pancakeswap, uniswap etc but in one place.
- C.) Real time visibility and recording of the current price and tokens you'd receive.
- D.) Dashboard Overview for coins & tokens connected to your wallet displaying live price, profit/loss and full analytics.

LAUNCH PAD IDO

- A.) Full scale facility covering pre-sale requirements, liquidity locks, customised Soft and Hard caps and duration of the pre-sale, etc.
- B.) The ability for users to remove their investment for
- B.) Whitelist functionality.
- C.) Full KYC required for any owner / developer using the launch pad to ensure the safety of any investor. 2 Step KYC verification required as we are trying to protect against honeypots and rug pulls.
- D.) We will not unlock a locked wallet or liquidity if it appears as though there has been dishonesty from the developer / owner. If this scenario occurs, we will investigate and try to recover the funds for the retail investor (subject to a fee taken directly from the wallet / liquidity in question).

Further insight into the technology we will be using to provide this will be given as we develop.

WHAT IS MARKET LEDGER?

NEWS AND INFORMATION

- A.) Full scale advertising availability across the platform.
- B.) Trusted tokens can also have their own page.
- C.) YouTube influencers will be able to have their own channel providing a convenient way for users to find trusted reviews, news etc.
 - i.) Within their channel the user will be offered analytics re the token they are promoting whether the influencer has bought in themselves, charting etc.
- D.) News and or information channel for all Crypto related news.
- E.) Weekly podcast session for invited participants looking at crypto in general and how to stay safe in this space.

Educational material will be provided to assist people in understanding the basics of lines of code in a Smart Contract etc to enable you to make informed decisions and to be able to highlight red flags.

NFT MINTING SERVICE

- A.) Gallery for users to be able to mint, buy and sell.

ESCROW SERVICE

- A.) We will provide an intermediary service between the client and creator. For example, if you are commissioning a smart contract writer to create a contract for you, we will provide an intermediary service to safeguard both parties against none payment and or none delivery.

As stated above, this is a none exhaustive list of the functionalities of **Market Ledger** and more will be delivered as our platform is built.

OUR TOKENOMICS

5,000, 000 Tokens Max Supply

TBA Token Burn At Launch

TBA Remaining Tokens

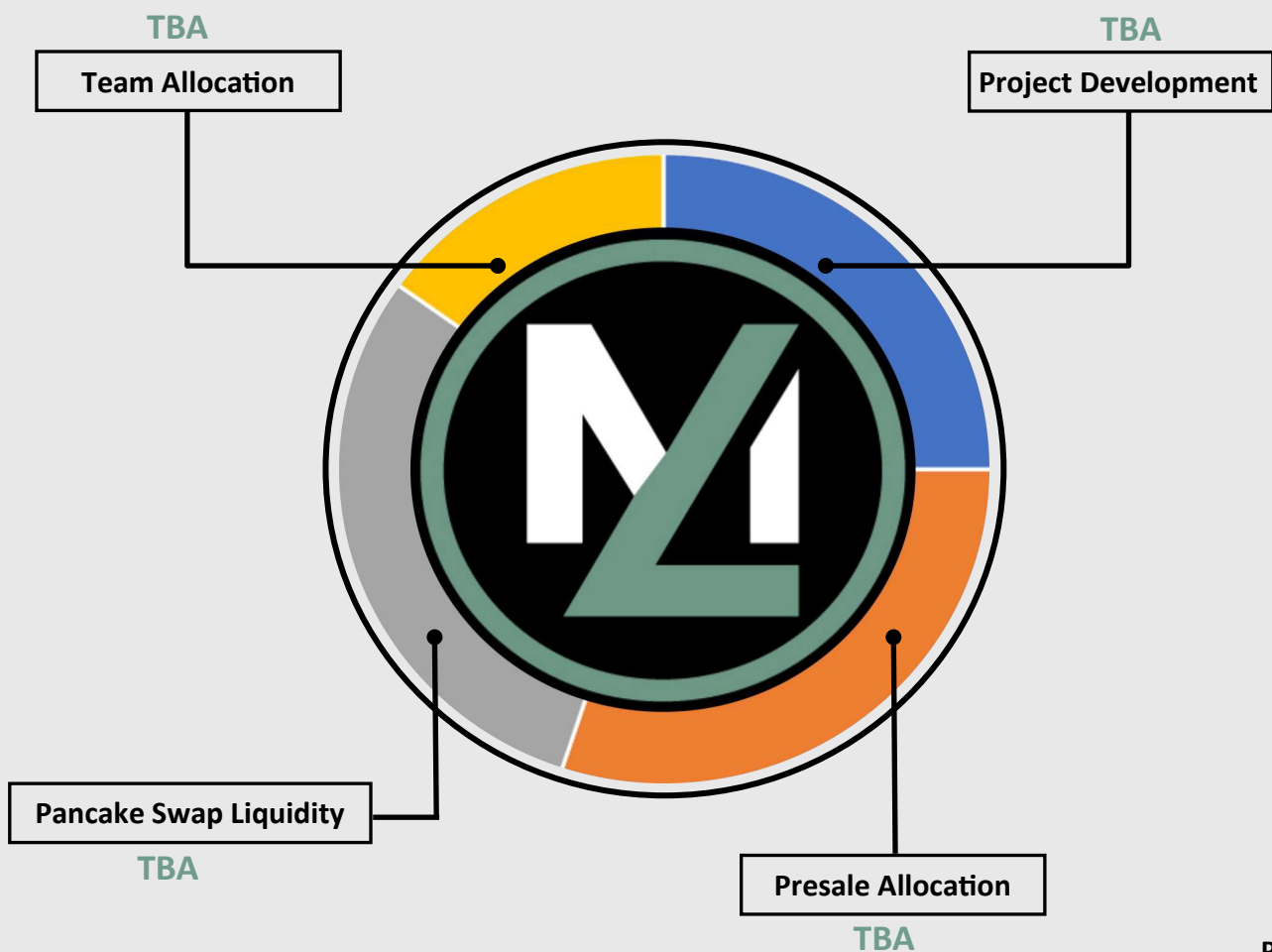
Presale allocation: TBA

Pancake swap Liquidity: TBA

Team allocation: TBA

Project Development: TBA

Due to the nature of the migration, we will not know some of the finer details until closer to the launch. We will be burning additional tokens, adjusting the Liquidity Pool etc. We will update this as soon as the figures have been finalised.



TRANSACTION FEES



Buy Tax (15%)



2% Rewards



1% Auto Burn



4% Marketing, 2% Platform Development, 2% Giveaway



4% Distributed To Liquidity Pool



Sell Tax (15%)



2% Rewards



1% Auto Burn



4% Marketing, 2% Platform Development, 2% Giveaway



4% Distributed To Liquidity Pool

Adjustable Tax

We have chosen to be able to make our taxes variable. This allows us to tailor the taxes for any given scenario. We want to be able to offer 0% buy taxes at different stages, we also want to be able to increase sell taxes and the proportion of tax distribution will vary to overall benefit the enhancement of **Market Ledger**. Our aim is to prevent extreme price volatility as well as to steadily increase our floor price whilst achieving the furtherment of **Market Ledger**.

**** Please always confirm with us for current taxes before any transaction.****

CONTRACT FEATURES



Whale Protection

The Max wallet size will be 2% of the total supply. It will not be possible to exceed this limit, but once a wallet reaches it, you can't buy on pancakeswap anymore.



Dump Protection at launch

We are implementing protection at launch please confirm with us.



Auto Burns

This will be done when a buy and sell happens increasing the value of what you hold.



Auto Liquidity

Liquidity is generated through every buy and sell.

Contract Address: 0xc4fB957e3F1c04C8Dc4000525e55920861F25bFc

Liquidity Pool Lock

The Liquidity Pool (LP) will have a lock integrated within the contract that will lock both the initial liquidity as well as the additional liquidity that is raised through the auto function. By integrating a lock it provides security for the investors. We are implementing a feature where 20% of the liquidity will be unlocked every 7 days. Having the ability to remove a capped percentage of the LP is beneficial for multiple reasons. Examples being but not limited to; exchange listings, buy back and burn functionality to stabilise the floor price, project development if required, etc. By limiting the amount to 20% this also provides a safeguard for investors as the team will never be able to drain the liquidity. We chose to take this route for the benefit of the project development as well as giving security for our investors.

HOW TO BUY

How To Buy (Part 1)

Download and setup a crypto wallet. There are two main ones – **MetaMask** and **TrustWallet**.

It is up to you which one you choose to use, however we find that **MetaMask** is more user friendly, especially on an iPhone.

Step by step instructions are as follows:

- Download MetaMask
- Your account is automatically in **Eth** so you need to add the Binance Smart Chain to your network list. You do this by clicking on settings, Network, Add network.

Fill out the fields in the following way:

Network Name: Smart Chain

New RPC URL: <https://bsc-dataseed.binance.org>

ChainID: 56

Symbol: BNB

Block Explorer URL: <https://bscscan.com>

You can find further information if required by visiting the following link:

<https://academy.binance.com/en/articles/connecting-metamask-to-binance-smart-chain>

HOW TO BUY

How To Buy (Part 2)

You can buy BNB on an exchange. Examples being Binance, Coinbase, Kraken etc. It is up to you which you choose. For this example we will use Binance.

Once you have purchased your BNB you need to then transfer it from the exchange into your wallet. As standard the BNB is in the BEP2 format, and you need to make sure you send it as BEP20 which is the name for the Binance Smart Chain.

You need to find your wallet address. You can do this by clicking on the number above the receive, send etc buttons. This will automatically copy your address. Alternatively you can find it under “share my public address”. BEP20 addresses start with 0x followed by a series of numbers and letters.

Once you have transferred your BNB to your wallet, you are ready to buy.

You will need to go to PancakeSwap (<https://pancakeswap.finance>) . Connect your wallet using wallet connect (this works for both trust and MetaMask).

You will then need to add the contract address for **ML**. Click import.

- In settings, make the slippage 1%
- Input the amount of BNB you want to convert over to **ML** tokens.
- When it shows you the amount of **ML** add .01 to the end of that figure.
- Click import and then swap. It will ask you to confirm various things within your wallet and then it will purchase the tokens for you.

To see the tokens within your wallet, make sure you add the full details for **ML** as a custom token.

ROADMAP



STAGE 4

- Token Integration
- Platform Release (BETA version)
- Targeted Marketing Campaign
- 50,000 holders
- Market Ledger Merch
- Charity Giveaway

STAGE 3

- Start Year With Celebrity Endorsement Deal
- Onboarding of Marketing Consultants
- Stage 1 Selection process for platform BETA Testing.
- 15,000+ Telegram Members
- Further Strategic Partnerships

STAGE 2

- Global Marketing Campaign ✓
- YouTube Collaborations
- Exchange Listings (CEX) ✓
- 3,000 Twitter Followers
- Development of Market Ledger NFT Marketplace
- Btok Engagement
- MoonX Migration to Market Ledger ✓

STAGE 1

- Token Release ✓
- Website Launch ✓
- White Paper Rollout ✓
- Token Contract Audit ✓
- 5 million token Community Burn ✓
- 1st Marketing Campaign ✓
- Community Building Missions & Rewards ✓
- Listings on CoinGecko, CoinHunt etc. ✓
- Start Platform Development ✓

THE LEADERSHIP TEAM

The team behind Market Ledger are a group of like-minded individuals who have come together to combine their extensive years of experience within Crypto, Business Development, Software Development, Media Marketing. We have a core team made up of 20 individuals working daily to deliver every stage of the roadmap.

Beyond the core team, we have an outsourced company that has started working on the platform outlined for Market Ledger. Their previous projects have spanned across multiple asset classes with world class companies, for example Proctor and Gamble.

We are collaborating with the world-renowned smart contract developer “Rainhard” who has earned an outstanding reputation for his highly secure, innovative and sophisticated smart contracts.



Gemini

Co-Founder

Head Of Business Development, Contract And
Media Rights



Zack

Co-Founder

Head Of Research And Development, Marketing
and Strategic Planning

DISCLAIMER

Disclaimer

This document has been created by **Market Ledger** (collectively known as THE PROJECT) for the purpose of providing an overview of THE PROJECT that integrates the two together.

The contents included in this document is strictly educational and informational in nature and is not intended to form any type of financial and investment recommendations or otherwise.

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The information provided is done so in good faith, however THE PROJECT may deem it appropriate to rectify any information as the roadmap progresses and they are exempt from any liabilities for reliance on information contained in this document.

This disclaimer applies notwithstanding any negligence, default or lack of care.

SOCIAL INFORMATION



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Email : info@marketledger.com



https://www.twitter.com/marketledger_/



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