



WHITEPAPER

## **FOREWORD**

Cryptocurrencies are highly volatile investments which constitute the possibility of great price swings across often short periods of time. Keeping that in mind, this whitepaper does not represent any financial advice, and should not be treated as such in any way.

The contents of this paper reflect the vision and map of The TacoCat Company, and in no way are intended to entice individuals into investing their money into TacoCat Token or in any other coin/token.





# THE TACOCAT COMPANY

## LIFE BEYOND THE TOKEN

The problems facing many of today's coins and tokens, particularly those populating the Binance Smart Chain, is the lack of credibility surrounding new tokens. Questions about the legitimacy, utility, and long-term planning of new tokens arise from the ease of token creation, and lack of accountability the anonymous nature provides, often resulting in scams. As such, a negative reputation accompanies cryptocurrencies in mainstream society.

The vision behind TacoCat initially was breaking free from these limitations, and creating a project that would not only deliver on its promises, but bring creative and relevant use cases, while building a fun and positive brand.

TacoCat is the first of its kind lifestyle brand, with the ultimate goal of bridging the gap between the cryptocurrency sphere and mainstream audiences. It intends to accomplish this by establishing a real-world governing company, and thus was born The TacoCat Company.

The TacoCat Company would allow focus to be placed on the brand itself, with the token as a product. Working on the token with an established company behind opens the door for many partnerships to be formed with businesses who might be repelled by the stigma surrounding partnering with a cryptocurrency. Business would feel they are partnering with a company at the forefront of technological innovation in the cryptocurrency sector, and not just another small scam token.

This bridge allows us to more easily employ various strategies relating to both real world and crypto use cases. Partnerships, merchandising, marketing, community engagement, multimedia development, entertaining solutions, networking, and much more are possible with the backing of a governing body in The TacoCat Company.

The crypto world is still in its infancy, with millions of people worldwide unaware of its potential. This is a global demographic, waiting to be tapped into and shown the way to the crypto world. This is exactly what TacoCat aims to do. The goal for The TacoCat Company is to position itself as a friendly and approachable company for all audiences, and help drive cryptocurrency adoption, bringing it to the mainstream level.



# THE TACOCAT COMPANY

## COMPANY STRUCTURE

The company is structured in a way to best focus on its core areas. This allows each department to focus on creating the best products they can, without having to worry about administrative and other aspects.

### TACOCAT CORPORATE

Establishing marketable characters will hook children and parents alike into the TacoCat brand. These characters will be the face of the TacoCat Jr. division, and will help sell the children on the vision of TacoCat.

### TACOCAT TOKEN

Everything, from clothing, stationery, board games, toys, and other items will increase the revenue of TacoCat beyond the token, allowing for further growth and funding that will be used for improving the TacoCat Token and Network.

### TACOCAT JR.

Collaborating with businesses in order to market TacoCat to as many children and parents as possible will allow the brand to grow. These partnerships, such as with Monopoly and other brands, will increase the market reach of TacoCat.

### TACOCAT INTERACTIVE

Everything TacoCat is available to purchase with TacoCat Token. This allows us to bring the parents into the picture, and help them to benefit from using TacoCat Token, while at the same time accessing a whole new market.

**TACOCAT CORPORATE**



# TACOCAT CORPORATE

## THE TEAM BEHIND THE COMPANY

TacoCat Co. governs every aspect of The TacoCat brand. It also oversees all other divisions, and takes care of the overall brand and direction of the company as a whole. Decisions regarding all major activities are made here, with the company's goals in mind.

### THE BRAND

The TacoCat Corporate division is responsible for growing and maintaining the TacoCat brand, and ensuring consistency across all other divisions. The long term growth and expansion of the brand is key to any decisions made.

### LONG-TERM VISION

The long-term vision is most important to the success and growth of the TacoCat brand. The Corporate division collaborates with all other division to ensure everything conforms to the strategic long-term plans put in place.

### PARTNERSHIPS

Partnerships are integral to the growth of the business. TacoCat corporate finds and builds new relationships with strategic partners that will help grow the company in relation to the long-term plan.

### COMMUNITY

TacoCat Corporate collaborates with its divisions to give back to the community. Everything, from hosted events, to charity and community outreach, is done to give back to the community who built us, and to those less fortunate in life.



## THE BRAND

### A BRIDGE TO THE OUTER WORLD

The TacoCat brand is established not just as a token, but a brand at the forefront of cryptocurrency innovation. This allows us to tap into an emerging market not yet saturated with brands and content: the cryptocurrency space.

### A TACO AND A CAT

It's as simple as that.  
What more is there to say?

### THE TACOCAT BRAND

The TacoCat brand appeals to members of every age group and all walks of life. There is no single target market, but rather, different approach for each market. The goal of TacoCat is to build a bridge between mainstream audiences and cryptocurrency, and to engage, educate, and invite this community to cross that bridge.

### PARTNERSHIPS

Partnerships allow for brand to expand and create new experiences, all while strengthening our brand. With partnerships come innovation, and would allow the TacoCat brand to expand into new and exciting ventures, each with the potential to reach a new audience.

### ENDLESS POSSIBILITIES

Gaming, music, art, literature, food, sports, education, and so much more are possible with the power of a great brand. The potential with TacoCat is endless, and it doesn't just stop at merchandise or NFTs. Approached in the correct way, the possibilities for the TacoCat brand are endless.

**TACOCAT TOKEN**



## TACOCAT TOKEN

### TACONOMICS BEHIND THE TOKEN

TacoCat is a Binance Smart Chain token adhering to the standard BEP-20 protocol and, given the relaunch, will have had its initial liquidity deposited on V2 of PancakeSwap.

The TacoCat Token is not a fork of an existing contract, but rather is written entirely from scratch.

#### 1 TRILLION SUPPLY

TacoCat is deflationary, meaning there will be no increase in supply. This allows for a gradual increase in price, as the supply will not be diluted.

#### 9% TAX

Each transaction completed with TacoCat is taxed at 9%, themed around the nine lives of a cat. Of that 9%, 3% goes straight into liquidity, 4% gets redistributed to holders, and 2% gets placed into a marketing wallet that will be used to innovate and build the token, and compensate those working on the project.

#### ANTI-WHALE, ANTI-BOT

The contract contains certain mechanisms protecting it from abuse by bots and snipers, as well as having anti-whale features implemented. If a wallet decides to sell more than .25% of the total 1 trillion token supply, it will be taxed at double the standard transaction fee rate (18% instead of 9%).

#### MULTI-SIGNATURE

The contract is stored in a wallet with multi-signature feature, meaning that ownership belongs to two people, project leads Danny and Jasper. This prevents the contract from becoming compromised, and if a change shall be made, both owners have to sign off. The contract remains un-renounced to allow for future changes to be made.



## TACOCAT TOKEN

### THE ULTIMATE TICKETING SYSTEM

A lifestyle brand needs to be relevant enough to modern culture, yet exclusive enough to give people a reason to buy. TacoCat Token is best positioned to do this by establishing itself as the premiere membership platform for all events, from sporting to concerts and festivals.

#### EXCLUSIVE MEMBERSHIP

Different levels of membership can be achieved by holding varying levels of TacoCat. These levels provide rewards, perks, and exclusive access to a variety of events and offers from participating partners.

#### PAYMENTS

A new way to pay. TacoCat is the currency of choice at events and businesses. Not only will holding TacoCat allow you to receive discounts and freebies, but it can be used to purchase drinks, merchandise, even event tickets.

#### PERKS

3% tokens back, freebies, early access. Some of the perks of holding TacoCat. These perks differ depending on the amount held - 1m, 100m, 500m, 1b. This gives the user a reason to hold.

#### OPPORTUNITIES

The opportunity to grow and invest. Providing holders with the opportunity to jump into new experiences because of a small investment made years ago will be beneficial to both businesses and customers alike.



## TacolD

### CONNECTING EVERYTHING TACOCAT

TacolD is your exclusive account connecting you to all things TacoCat. Everything is linked to this, including the TacoCat Token Network, TacoCat social community, TacoCat Interactive products, making TacoCat the easiest cryptocurrency platform to use.

#### TACOCAT TOKEN NETWORK

Your TacoCat Token Wallet is available, connecting you to the wider TacoCat Token Network. Store TacoCat Token, send and receive from other wallets, and track your activity, all from one account.

#### MARKETPLACE

Buying and selling TacoCat Token and NFTs has never been easier, with your wallet automatically connecting to the TacoCat Token Marketplace. Top up your account with fiat, and use it to purchase TacoCat Token.

#### TRACK YOUR TRANSACTIONS

Every transaction made with TacoCat Token shows up on your TacolD, so you can track your spending at any time. Set up weekly budgets to control your spending, all from within your account.

#### SOCIAL CONNECTION

Connect and interact with other TacolD users. Social chat groups and forums, account to account trading, and exclusive virtual events bring together the community, allow them to engage with each other.



THE TACOCAT COMPANY

## TACOCARD

### 1 CARD. GATEWAY TO THE TACOCAT TOKEN NETWORK.

With the TacoCat Token Network, users will be able to use TacoCat Token at the touch of a phone or card, with any business connected to the network. Revolutionary wallet-to-wallet transfers without needing to manually type addresses will help the mainstream adoption of TacoCat Token. Users will be able to use the currency to pay for food, drinks, merchandise, and even tickets.

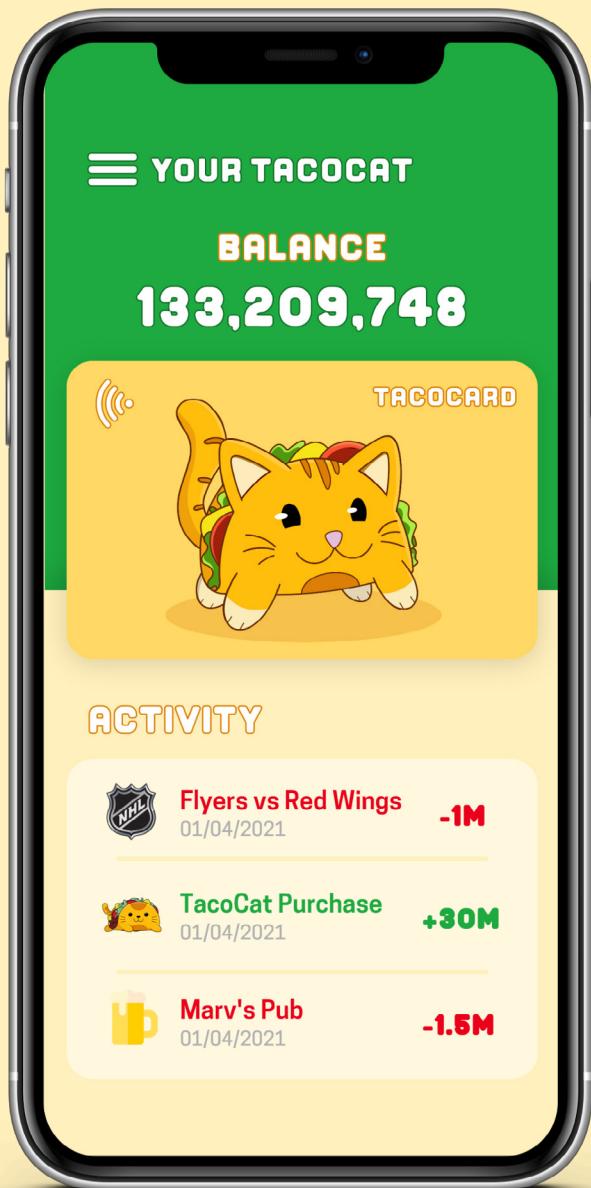


#### MEMBERSHIP

The card is linked to the holder's TacoCat Token wallet. All perks, discounts and rewards are stored on the network, allowing businesses and customers to easily view and transact with as little hassle as possible.



THE TACOCAT COMPANY



## TACOCAT APP

The app is where the magic happens. The TacoCat cryptocurrency marketplace, wallet, store, and transaction history are all available on the app with your TacoID. Users can purchase and sell TacoCat, view their balance, and perform any account detail updates through the app.

The virtual TacoCard is also available for use with NFC. The TacoCard can be added to Apple Wallet / equivalent Android services.



## TACOCAT TOKEN

### A PLATFORM FOR SOMETHING MORE

TacoCat Token is about much more than the token itself. It will revolutionize the way investors, holders, and projects view the cryptocurrency world. It's a connection to the crypto world for those who may never experience it.

#### NFTACO

NFTs are a unique way to prove ownership over a digital collectible, like art, on the blockchain. The TacoCat NFT platform will be seamless and provide compatibility with all other NFT marketplaces and systems on the Binance Smart Chain. The NFT platform will contain an NFT marketplace, where users will be able to buy, sell, and trade their collectibles, all from their TacolD.

The NFTs available will contain unique attributes; some being dynamic and changing over time, others providing special perks and benefits to the holder. They will tie into all aspects of the TacoCat project, such as receiving tokenized NFT cards of purchased merchandise. Users will also be able to mint their own tradable NFTs.

#### TACOLAUNCH

Through the TacoLaunch launchpad, promising upcoming projects will be thoroughly vetted, before being provided with a TacoCat Seal of Approval. Being approved for the TacoLaunch platform will allow for great exposure and opportunities, for both projects and individuals.

Not only will TacoLaunch be used to promote legitimate and promising projects, it will build a network of talented individuals, and helping these projects and individuals connect. We want to create a platform where legitimacy, transparency and hard work is promoted, encouraged and rewarded.

**TACOCAT JR.**



## TACOCAT JR.

### TACOCAT FOR THOSE WHO CAN'T

The TacoCat Jr. division caters to those too young to appreciate the value of TacoCat Token. In order to reach them, a strong junior division is needed, and establishment of relatable children's material.

More often than not, material aimed at children will bring their parents into the mix, increasing our market reach.

### CHARACTERS

Establishing marketable characters will hook children and parents alike into the TacoCat brand. These characters will be the face of the TacoCat Jr. division, and will help sell the children on the vision of TacoCat.

### MERCHANDISE

Everything, from clothing, stationery, board games, toys, and other items will increase the revenue of TacoCat beyond the token, allowing for further growth and funding that will be used for improving the TacoCat Token and Network.

### COLLABORATION

Collaborating with businesses in order to market TacoCat to as many children and parents as possible will allow the brand to grow. These partnerships, such as with Monopoly and other brands, will increase the market reach of TacoCat.

### TACOCAT TOKEN

Everything TacoCat is available to purchase with TacoCat Token. This allows us to bring the parents into the picture, and help them to benefit from using TacoCat Token, while at the same time accessing a whole new market.



# TACOCAT JR.

## CHARACTERS



### TACOCAT

The main character.  
A taco and a cat.  
But also much more than that.



### SIR CHEDD R. CHEESE

An intelligent block of cheese.  
Something always goes wrong, even if it goes right.  
He worries about being worried.



### SAL

A jar of salsa.  
Can't speak, but always causing mischief for the crew.  
Delicious, too.



### CHEF

Panda. Food.  
Need I say more?  
The chef who built TacoCat.



### HOTDOGE

Sworn enemy of TacoCat is Doge- HotDoge. Along with his minions, he's always out to get TacoCat and the gang. Recently rose to power as the leader of the enemy.

**TACOCAT INTERACTIVE**



# TACOCAT INTERACTIVE

## BUILDING A VIRTUAL WORLD

In a digital world, there are constant opportunities to innovate and create new digital experiences. By integrating the TacoCat brand and network into these experiences, audiences can be drawn in and grow a vested interest in both the brand and cryptocurrency sectors, leading to increased growth in an emerging market.

### VIDEO GAMES

Playable TacoCat experiences would bring a whole new approach to cryptocurrency, bridging the gap to younger generations. The rise of NFTs can be used to bring new and unique experiences to the mainstream audience.

### MOVIES AND TV SHOWS

Is it a bird? Is it a plane? No, it's TacoCat! Animated movies, shows, even an Anime show would vastly grow the brand. Collaboration with the TacoCat Junior division would allow us to reach new markets, mainly children and their parents.

### BOOKS AND COMICS

While digital experiences dominate this day and age, there are often situations where a story is best told on paper. This approach can allow for the TacoCat brand to reach audiences that are not as connected to the digital world.

### VR EXPERIENCES

Creating exclusive VR experiences, such as virtual concerts, spectating live sports, and VR movies and games would bring new experiences to mainstream audiences, all powered by TacoCat.



## THE TACOCAT SHOW

Introducing marketable characters that appeal to children will allow the TacoCat brand recognition to start at a young age. Merchandise can be sold, with the profits being reinvested into the development of the TacoCat brand and TacoCat Token.

The TacoCat Show follows the life of business manager Claire, who one morning finds a panda knocking on her door, holding a box of ingredients.

Follow them as they unravel mysteries, explore, and solve (or create) problems.

**TACOCAT COMMUNITY**



## TACOCAT COMMUNITY

### CREATING CONNECTED EXPERIENCES

The TacoCat community is the most integral part of the TacoCat family. As such, we aim to ensure that every voice, regardless of how small a holding they have, be heard, through constant engagement with the community.

#### COMMUNITY ENGAGEMENT

Scheduled and spontaneous Q&A session, community polls and events allow us to engage with the community. We want to ensure that the community feel involved and heard, and thus provide a team presence as frequently as possible.

#### TACO THINHTANK

Taco Think Tank is a forum for anyone to voice their concerns, ideas, and any general feedback regarding anything TacoCat. This forum will have active oversight from core team members, ensuring your voices are heard. We want to reward creativity and action, making everyone feel part of the TacoCat family.

#### VOTING

While important executive decisions will be made by the core team, we want to utilise community feedback and take into account how holders feel about every aspect of the project. Community votes will be held to gather opinions on certain aspects of the business. It's all about giving the community a voice, and making them a part of integral decisions.

#### TACOTALK PODCAST

TacoTalk is the official TacoCat podcast for all things TacoCat, lifestyle and cryptocurrency. Interviews with famous guests and partnerships with promising projects will allow us to establish valuable connections and networking opportunities, and provide the community with interesting and captivating content.



## TACOCAT COMMUNITY

### GIVING BACK TO THOSE WHO GIVE

Without the community, TacoCat would not exist today. Giving back to the community who built us allows us to show the appreciation we have for getting us to where we are today. Helping vulnerable communities and those less fortunate is also our goal, not only by giving them money, but giving them a way to build their lives and experience life with less hardship.

### COMMUNITY REWARDS PROGRAM

This programme will aim to reward community members who actively get involved and help promote TacoCat. Rewards will be given at our discretion, however there will also be a concrete system and leaderboard with points in place to invite healthy competition. The system will work with a level of tiers, and the more tasks a member performs, the more points they will receive. Once you acquire enough points, you will be able to level up into a new tier, and avail of additional rewards. Tasks which will be rewarded include, but are not limited to: creating posts on social media about TacoCat, participating in shilling campaigns and raids, completing daily tasks and much, much more.

### CHARITY

TacoCat primarily aims at putting fun and entertainment into focus. The TacoCat team is a committed supporter of initiatives where children are the focus, so before we launched, we agreed to spend part of the amount spent on marketing to support children and donate to the SOS Children's Villages. In the future, TacoCat will use additional products and services to help as many children as possible live happy and cloudless lives.

Holders will be able to donate TacoCat to a specific donation wallet as well, and we will also develop special initiatives and events from which proceeds will go to charitable causes. Team members themselves will also help and support these charitable ideas in whatever way they can, and together with the community will help return some positive karma to the world.

**REACH US AT [TACOCAT.CO](http://TACOCAT.CO)**