

BLUE MOON

Buy, Lie, Sell High

Whitepaper



Welcome to the Blue Moon Whitepaper.

The Blue Moon token will be utilized for participation in the Blue Moon game. Token holders in this game will operate in unison to effectuate a Pump and dump scheme. We shall do this for two reasons, firstly for the fun and excitement of it. Who doesn't like to spend the weekend larping as a villain in an international crime syndicate? The second, of course, is to make a profit.

The 'Pump and Dump' is one of the most successful forms of market manipulation in existence. Having been utilized in every form of financial market since its inception. The secret to its success and longevity is its simplicity. By creating momentum in an asset's price, the malicious actors incite a psychological response in other market participants. This is the phenomenon known as "FOMO" or 'Fear Of Missing Out'. It is this psychological response that Blue Moon token holders will legally, although unethically, exploit for profit.



POSITION

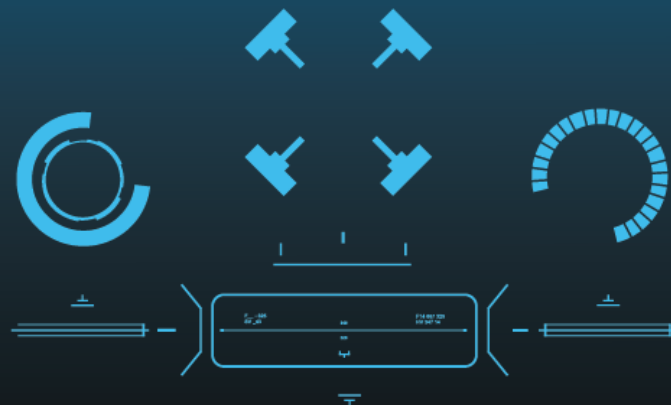
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The scheme is composed of two separate elements firstly marketing. Both prior to and during each round a large scale marketing campaign will be initiated on the target. This will include the additional contract hiring of copywriters, graphic designers and digital marketing consultants to assist the Blue Moon core team. Together we will produce an array of exaggerated marketing content that will be published in order to generate hype and brand awareness of our intended target. The second element is of course the price action of the target this is where token holder will participate. The game and token will function as follows:

Participants are required to be token holders on the "Date of Record"

The date of record will be announced publicly before each round, we will seek to perform four (4) events per year approx one (1) per quarter this is to allow for sufficient time and resources to be allocated for marketing on each target.



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At 12UTC on the date of record, a snapshot of all token holder addresses will be divided into 4 tranches

1st Tranche "The Commanders" Top 8% of total holders

2nd Tranche "The Pilots" Next 24% of total holders

3rd Tranche "The Engineers" Next 63% of total holders

4th Tranche "The Astronaut Candidates" remaining 5% of holders

Token holders will be granted access to the Blue Moon online interface after the date of record. They will sign in, validate their token holding address, and submit preferred contact information here. At this point, approximate date and time will be supplied. Token holders should allow enough time to prepare for participation before the provided time and await delivery of the target data.

Phase 1- "Fuelling up"

The information will be released to participants in an ordered fashion starting with the highest token holder from the Commanders. 60 minutes later another release will occur involving the next two highest holders, and will continue in this fashion with access doubling every hour until exhaustion.

24hours later the Pilots cycle will commence with the first 3 highest holders receiving access first. Access to the release will again double and be separated by 60-minute intervals until exhaustion.

48 hours after the initial release, the Engineers cycle will begin with the first 9 highest token holders and followed every 60mins with access doubling once again until exhausted.

All participants are expected to utilize 70% of the available funds with which they are choosing to participate within this 1st phase.

This Fuelling up phase is set to produce a steadily increasing trading volume on the stated target. This is intended to lure other market participants to enter the trade of their own accord.

The "Astronaut Candidates" the lowest 5% of token holders will be excluded from participation each round the purpose of this will be described in greater detail below.

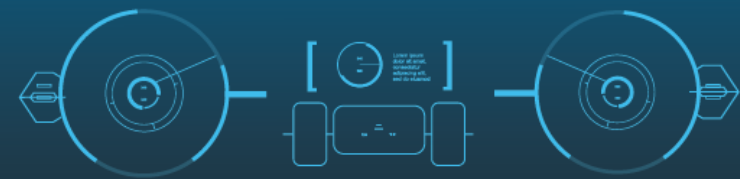


Phase 2- The Pre-launch checklist

This is where we will pause and wait for an (as-yet undefined) period. To allow for other market participants who are willing to enter the fray. This will help us to break down the remaining upside resistance, allowing us to manipulate the price by strangling liquidity. The holding period will be determined and updates provided as the process continues.

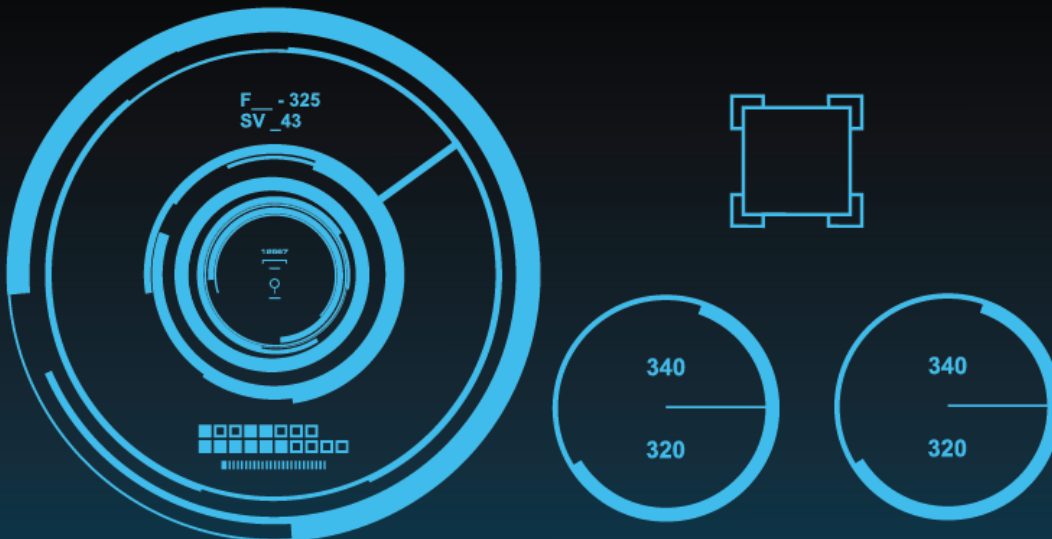
Phase 3- The Launch!

In this phase, all token holders are instructed to simultaneously drop the remaining 30% of allocated funds to initiate the launch. This sudden volatility will be the coup de grâce for idle bystanders eager to jump in and capitalize on the uptrend, with rampant exaggerated news feeds and full-scale degenerate shilling we will hope to see the pump self-sustaining as the excitement infects and attracts additional traders.



Phase 4- The Re-entry

This is rather self-explanatory although there are some additional factors to be considered, the more Blue Moon you hold the lower your dollar cost average for the target coin will be during the pump and although the first assumption would be that this will maximize profitability from the pump, you have to consider the cost you have paid to obtain this information and how the consequences of your choices will affect that premium paid. The higher tranches being excessively greedy will dissuade participation in the lower tranches, destroying the game and rendering the Blue Moons purchased worthless. This scenario seeks to incentivize the upper echelons of Blue Moon token holders to counter-intuitively opt for realizing modest gains from the pump but be able to enter the trade at much lower risk relative to the lower token holders. As stated earlier the Astronaut Candidates will be excluded each round, this is to stimulate continued appreciation of the Blue Moon token, the purchasing pressure of token holders attempting to move up within the tranches to secure decreased risk and continued participation will allow price discovery and appreciation. It is in this way that the cost of Blue Moon tokens function as insurance to encourage profit-sharing amongst all participants as larger token holders are better served to make continued sustainable profits per round whilst also securing long-term appreciation of the Blue Moon token by controlling the supply. The Token contract will be temporarily paused on the date of record, this is to prevent large token holders from dumping their tokens after receiving the target information.



The Blue Moon team is a loose affiliation of freelancers, we have worked together on numerous projects over the years and are in general agreement that the Blue Moon project is bad for the wider crypto community and undermines widespread crypto adoption.

Non the less we have still decided to put the idea forward and will let the community decide whether or not we continue. As such the website, token contracts ect are all rather simple, if we find community support and the presale is successful then we will devote more time and resources to the project, at the moment it is a bit of a side project intended for fun and to troll our die-hard cypherpunk peers.

The project raises some interesting conversation points regarding decentralization, regulation, online morality ect and is seen as a social experiment from our position. We are excited to see how it plays out.

The blue moon team are not allocated any tokens and will instead purchase and participate as individuals to obfuscate our identities.

There is no geographic restrictions on the crowd sale.

There are 4,000,000 tokens available for presale at a rate of 1,000 per BNB.

We will further develop the idea and conduct a DEX sale if the presale is successful



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