

WHITEPAPER 2.0

www.letsallsimp.com



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The \$51/12 Mission

The no. 1 token servicing the entertainment industry.

THE VISION

As first-mover into the market, we provide the experience and platform stability for **both creators and fans** to share the content they're passionate about; the freedom to excite and entertain within a social setting without interference from outside institutions.



Freeing Creators from Financial Institutions

As it stands, the discriminatory practices of mainstream financial institutions present the largest threat to creators and their income; through "morality clauses" in their terms of service and fines for ill-defined "reputational damage." The financial institutions have effectively united to form a barrier between creators and their customers.

The problem goes beyond traditional financial institutions - for example, in 2019, **PayPal** – one of the largest payment processing companies in the world - abruptly cut off service to the massively popular Pornhub.com. This effectively cut off income to over 100,000 models and performers at once.

Likewise, several of the other most popular payment processors such as **Stripe** and **Square** have openly stated through their acceptable-use policies that they are unwilling to conduct business with certain industries, particularly those that cater to more niche interests.



Eliminating Extortionate Fees

THE PROBLEM

Financial institutions don't outright deny service, they prey upon content providers with extortionate fee structures, which increases overhead costs for performers and third-party platformers – often pricing them out of business.

CCBill, for example, will work with adult content providers – at the exorbitant cost of 14% of every transaction and a \$1,000 registration fee. This type of predatory pricing creates roadblocks for independent performers and forces them to work with the big-name production companies.

Fortunately, larger third-party hosting sites like **OnlyFans** and **PocketStars** can afford to take the punches from these banks and give performers an outlet to release independent content, but such platforms are forced to charge higher commission rates in order to cover those costs and unexpected penalties (read: baseless charges) to keep their platforms running.

THE SOLUTION

With \$SIMP operating on the blockchain, it offers two solutions to extortionate fees:

ANONYMITY:

The transaction between the banks and content creators is now separated by a bridging **\$SIMP** purchase, meaning that there's no perceived 'reputation loss', and fees can be drastically reduced.

PROCESSING POWER:

The blockchain is naturally cheaper than the banking ledger system, and so the transaction fees can be reduced.



Even in situations where mainstream financial institutions are willing to work with us, our industry faces some of the highest chargeback rates in the world, and the main reason for that is simple: fraud.

For those who aren't familiar, a "chargeback" is what occurs when an individual successfully disputes a charge on a bank or credit card statement. Once the financial institution approves the dispute, a refund is issued using funds drawn from the seller's bank account.

While larger retailers can brush these off as merely another cost of doing business, the massive impact on hard-working creators' livelihoods is something that we won't tolerate.

Our team is fortunate enough to have unbridled access to the knowledge and experience of the 10,000+ active **creators** on the **PocketStars** platform. Since day one, we've been engaging in dialogs with these performers to cultivate a unique, first-hand perspective on what causes these chargebacks.

Armed with **insider knowledge**, the likes of which our competition cannot obtain, we were able to build \$SIMP token with a clear understanding of which aspects would be the most critical to our mission.

Read on to discover how \$51MP will assist in preventing chargebacks:

THE PROBLEM:

"FRIENDLY FRAUD":

It's happened to all of us; we sign up for free trials with the intent to cancel them before we get the first charge. Inevitably, "life happens," and we forget about them until we see the money removed from our account. At this point, many customers opt to dispute the charge with their financial institution which then, as explained above, pulls the funds directly from the accounts of the content creators.

This is referred to as "friendly fraud," but unfortunately the innocuous nature of the fraud does not lessen the severity of impact to our creators; by some estimates, these incidents account for as much as 70% of all fraud cases online.

THE SOLUTION:

USER-APPROVED PAYMENTS:

The nature of blockchain technology is such that no 5transaction can take place without the user expressly signing **off** on the transaction **before** it takes place.



I often get chargebacks from customers who exploit the system by claiming they let their subscription run-over. **\$SIMP** allows me to retain control over my subscription modelling, and ultimately, my earnings.

Maria - PocketStars

THE PROBLEM:

THE DEMAND FOR PRIVACY:

Individuals purchasing content such as dating app subscriptions or other content often initiate chargebacks as a means of protecting their privacy to avoid potentially uncomfortable conversations or mitigate personal reputation damage.

The need for privacy extends far beyond that; despite operating in the 21st century, there is still a heavy stigma attached to our creators.

Millions of fans across the world know that they would be discriminated against by their communities for their taste in entertainment, and cryptocurrency gives us a means to offer those users anonymity.

In certain countries and regions with censorship laws, certain types of content are outright illegal and their viewing or possession can result in heavy fines and even jail time.

THE SOLUTION:

ANONYMOUS TRANSACTIONS:

Every transaction made in **SIMP** is **anonymous** – even if you purchase **SIMP** with a credit card, the **only** charge that will be recorded by a financial institution is the purchase you made through the cryptocurrency exchange.

Once tokens are transferred into a DeFi wallet, they are no longer attached to anything bearing your personal information, making **SIMP** the **most reliable** way for users to enjoy content while fully protecting their right to privacy.



THE PROBLEM: DISSATISFACTION WITH SERVICES:

Sometimes, customers simply decide that the content they've purchased wasn't worth the price and they dispute the charge as a means of getting refunded after they've already "sampled the wares".



CREATOR-APPROVED REFUNDS:

Just as **SIMP** benefits customers by preventing automatic charges, it **extends the same courtesy** to our creators. If someone is unsatisfied with the content or service they've purchased, they can instead contact the seller directly, express their concerns, and negotiate their legitimate refund in this way.



Like my other friends on PocketStars, I work really hard to deliver the best content I can, because I love what I do.

It saddens me when a client is unhappy with the content received, and I will always talk to them to help resolve the situatiuon.

\$SIMP means that I can manage my clients the way that I want to.



Lola - PocketStars



We will give the industry what it needs – a safe, anonymous, and secure payment method that allows creators to earn a living on fair terms, and fans to enjoy their content without sacrificing their right to privacy.

- ANONYMITY
- LOW FEES
- NO CHARGEBACKS

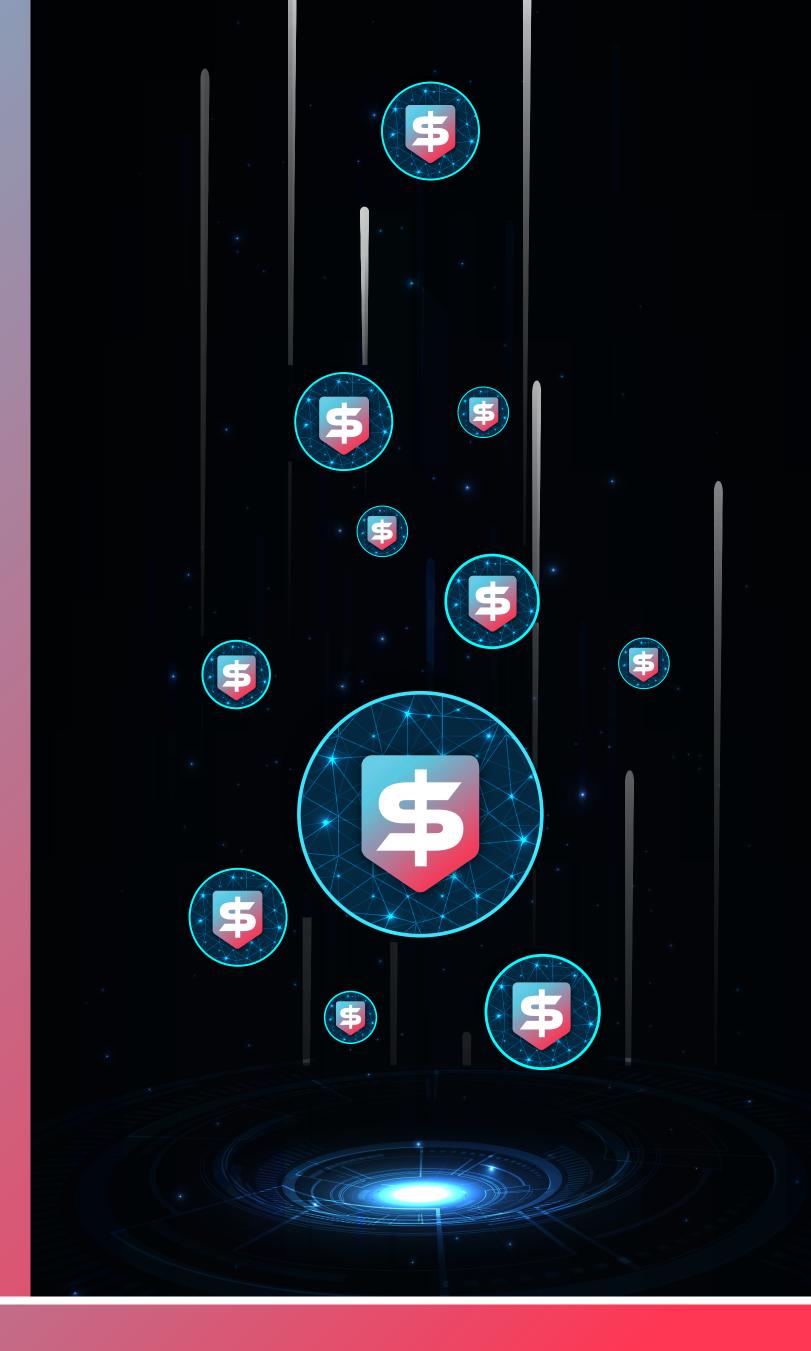
The \$51MP Story So Far...

Just one week after launch, \$\sim\p\ blew through its first goal by being integrated into the PocketStars and RocketStars platforms as a payment method, and the team has only continued to deliver since then.

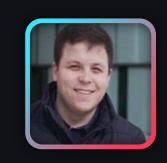
I'm proud of how far we've come in such a short space of time, and with the passion and drive of the team, will continue to make **BSIMP** an established brand in the not-too-far future.



Ben Sansom



The 51/12 Story So Far...



BEN CONTINUES...

IN THE 8 SHORT WEEKS FOLLOWING OUR LAUNCH, THE \$SIMP TEAM HAS:

- Seamlessly integrated \$SIMP into two functional content platforms
- Successfully built a stable base of 20,000+ holders
- Listed on a Top-40 CEX



- Distributed over \$170,000 in prizes
- Burned more than 50% of tokens from the circulating supply

Recruited the world-famous Jasmine Jae as a long-term ambassador



- Developed an active and engaged Telegram community
- **Expanded the team** with 2 new recruitments
- Secured partnerships with:







Our 51/12 Universe is Expanding... RAPIDLY!



BEN EXPLAINS:

We have the financial resources to fuel our vision well in-hand, but more importantly, we are now getting the right people on board.

We're assembling a highly dedicated, talented and tireless group of professionals from across multiple industries whose passion can be felt throughout the **\$SIMP** community.

As of this day, we've now hired our Director of Content and Head of Talent, with preparations being made to fill three additional roles.

The Current Team

In addition to our core team, we have a handful of billion \$ business owner and investors that consult on the expansion of our project. They've been involved in various silicon valley start ups and have exited businesses at valuations in the billions of dollars. In addition to that, they have an extensive network in the DeFi / Blockchain space that we'll be leveraging throughout 2022.



Ben Sansom

Starting at just 15 years old from his mobile phone in the classroom, Ben has worked with some of the biggest names in corporate, sports and entertainment.

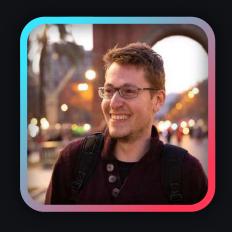
Ben boasts a marketing career spanning over 8 years, with a current focus on supporting founders to develop and launch explosive projects.



James Hague

A qualified accountant with a background spanning numerous industries including Commodities, Gaming, and High-end Sports cars. Most recently working within the Transformational sector under some of the highest performing McKinsey consultants, James has established a very strong network in his career.

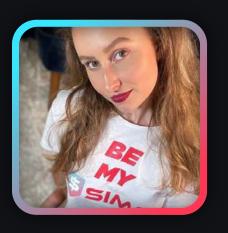
As Chief Operating Officer, James has been working with Ben tirelessly to assemble what is an aggressive, yet achievable growth plan for the first 3 to 4 months at **\$SIMP**, working on a roadmap to a \$150m Market Capitalisation and beyond.



Thomas Sileghem

With over 7 years experience leading Web & Software Development for various SMEs, Thomas has been involved in blockchain development for over 6 years, first as a hobby and now working on a freelance basis to support exciting and upcoming projects within the space.

Thomas was responsible for the build of PocketStars & RocketStars and will take charge of the integration of **\$SIMP** onto both platforms.



Poppy **Evans**

Working within the industry for 2 years, Poppy has successfully built a following of over 100,000. Poppy is incredibly passionate in securing the future of fellow creators and the industry. It is increasingly challenging to feel safe as a creator with issues regarding payment processors and platforms. The importance of bringing **\$SIMP** to the industry is vital.

Poppy has worked with some of the biggest names in the UK. We believe her passion will drive **\$SIMP** in the right direction for the community.





Roles Being Filled

DIGITAL COMMUNITY MANAGER

A THIRD DEVELOPER IN THE TEAM

GRAPHIC DESIGNER

DIRECTOR OF CONTENT

HIRED TODAY!





The Strategy for Growth OUTLINED BY JAMES

CHIEF OPERATING OFFICER

James Hague





EXPAND THE **\$SIMP** BRAND

Increase awareness of our brand's potential and expanding list of use-cases through marketing, partnerships, and community outreach.



POWER OUR PAYMENT PROCESSING SOLUTION

Continue to develop and improve our payment processing solution, and increase \$SIMP's adoption rate by educating users/creators across our platforms.



INCREASE TOKEN ACCESSIBILITY

Continue to list on CEXs and utilise our soon-to-be-complete On-ramp so that **\$SIMP** becomes the most accessible entertainment brand.



PIONEERING NEW MARKETS

Develop an **NFT** marketplace, physical merch store, and other ventures with the intention to build towards emerging market such as the **Meta-Verse**.



OPTIMIZING TOKENOMICS FOR ORGANIC GROWTH

Ensure that our tokenomics are maximizing gains for long-term holders through rewards, staking, and the funding of the team expansions needed to bring \$SIMP to its' maximum potential.



DRIVE COMMUNITY ENGAGEMENT

Make every decision with the needs and feedback of our community in mind, whilst encouraging and recognising their participation at every stage of the journey.





JAMES EXPLAINS:

We've made our vision clear, but without a clearly defined strategy to make it a reality, it will remain just that – a vision.

With that said, I'm proud to unveil our 6 launch pads to success. These will focus our dedicated team and community's resources towards **ESIMP** pushing into hyper-drive; a comprehensive plan to make us the true no. 1 entertainment token.



PARTNERSHIPS

We understand that in order to cement ourselves as a cornerstone of the industry, we need work side-by-side with strong partners. We continue to forge long-lasting partnerships by promoting mutual beneficiary alliances, so that the \$SIMP name becomes a hallmark of **reliability in enterprise**.



"Many PocketStars content creators were already using the **Slink** Platform, so it only seemed like a natural progression to build and develop our partnership with \$SIMP. For the future, deeper integrations between ourselves will see \$SIMP being pushed to our mainstream users as a simple and reliable payment service"



"We've known Ben for some time now, and felt the time is now right to team up; after all, two heads are better than one. Partnering with **\$SIMP** is a real show of-force to our competitors, and allows us to both our knowledge bases, and exchange in technical capital to reach our goals. I can't wait to unveil our plans"

"We are delighted to be partnering with **\$SIMP**, bringing more pleasure to a wider **Phreak** community. We've worked with Pocketstars creators several times before, so it was important for us to support and help them with the amazing work they're doing, but also important how these guys see the world and how much they care about providing quality product and services."



AMBASSADORS & BRAND CHAMPIONS

We are proud of the strong networks within our reach. Having already gained Lana Rhoades and 'Ilana?' as brand champions, and now signing Jasmine Jae as a long-time ambassador to the brand, we're in a strong position to leverage the brand to continue attracting representatives and partnnerships who can showcase our brand.







Our Co-founder and CEO **Ben Sansom** is a serial entrepreneur with a vast network that extends far & wide. With global contacts in DeFi, Banking, Blockchain, Entertainment & more. We're able to bring in whoever we want, whenever we want as a result of the pulling power our team of co-founders bring.

The sky's not the limit for our team, we're poised and ready to go beyond that and will be on a hiring spree throughout 2022 and beyond to bring the best talent from around the world to the **\$SIMP** family.

COMMITMENTS FOR **Q1** 2022:





Power Our Payment Processing Solution (1/3)



OVERVIEW

Three days after launch, \$SIMP had what few other cryptos (particularly BSC) tokens) have – a functioning use-case on a high volume content platform.

No other token in the industry has a use-case on the scale of **PocketStars**, giving \$SIMP the distinct advantage of being a first-mover in the market, and the opportunity to widen the gap even further with the release of our fiat on-ramp.

In addition to a strong head start on use-case cultivation, we possess a level of both capital and insider knowledge that simply cannot be matched by our competitors.

WITH THAT SAID....





Power Our Payment Processing Solution (2/3)

UNDERSTANDING OUR AUDIENCE



MEET POPPY!

As a creator herself, Poppy understands the needs of our models and affords us the opportunity to evaluate every part of this project from the perspective of the whom it is meant to benefit. Her experience will play a vital role in optimizing payment processing and ensuring that creators have a voice in this project **now** and **forever**.

We're working round the clock to ensure we reach out to as many creators as we possibly can, cataloguing developments to secure our future as the best in the industry. I'm excited for what the future holds, and I'm grateful to be a part of such a strong community! //

Poppy Evans - \$SIMP HEAD OF TALENT



Power Our Payment Processing Solution (3/3)

IMPROVING THE CORE PRODUCT

While we're beyond proud of **\$SIMP** in its' current form, we are already using the constant feedback loop created by creators and fans alike to chart a course for upgrading the core product.

JUST A FEW OF OUR UPCOMING IMPROVEMENTS ARE:

SIMP/USD TOGGLE FOR CREATORS

Empowering the creators by implementing a sliding scale that splits earnings between USD and **\$SIMP** at a percentage of their choosing.

EDUCATIONAL VIDEOS

With Poppy's assistance, we are creating tutorial videos and written guides to educate creators and fans on the how and why of using **\$SIMP** on their platforms.

UIIMPROVEMENTS

Streamlining the website's UI to make purchasing, depositing, staking, and moving your **\$SIMP** tokens as simple and intuitive as possible.

ON-RAMP

A HUGE leap forward, the On-Ramp will allow the use of credit cards to purchase **\$SIMP** directly and discreetly through your platform of choice.





EASE OF PURCHASE

While we're pleased to have reached 20,000+ holders, we're now prepared to knock down the next barrier between \$SIMP and potential buyers: the difficulty of purchase.

CEX LISTINGS

Signing a token to its' first CEX is no easy task, and we're proud to say that we've signed **Bitmart**, within 6 weeks of our launch!

As of publishing, are finalizing details with 4 more exchanges and aim to acquire new listings at least once per month. This puts us in the enviable position of being able to choose our signings based on what *they* can offer *us* and our holders.

NOVEMBER 2021	BitMart
DECEMBER 2021	TOP 40 CONFIRMED
JANUARY 2022	???
FEBRUARY 2022	???



REACHING 'NORMIES'

ON-RAMP

Once the abovementioned fiat on-ramp is integrated, people who don't invest in crypto yet will have both a practical reason and an easy way to buy \$SIMP token. The simplicity of the on-ramp's UI will open the doors for waves of investors that we wouldn't otherwise have access to, and will still sit beyond our competitors' reach.



In gratitude towards our partnership with **\$SIMP**, we offered our platform ad slots to advertise the **\$SIMP** brand to **12m views each month**. This generated **over** 5,000 click-throughs; I'm confident that when the on-ramp is implemented, we can run the same promotion and yield some high **investing.** The platform is there for **\$SIMP** to use at any time **II Izzy lidiir SLINK**





We're cautious in maintaining an ethos of 'under-promise and overdeliver'. As we conquer each new market, we master new technology that when powered by our unique payment processor, will position us well to claim our stake in the Meta-verse.



"As first-mover into the market, we provide the experience and platform stability for both creators and fans to share the content they're passionate about; the freedom to excite and entertain within a social setting without interference from outside institutions".

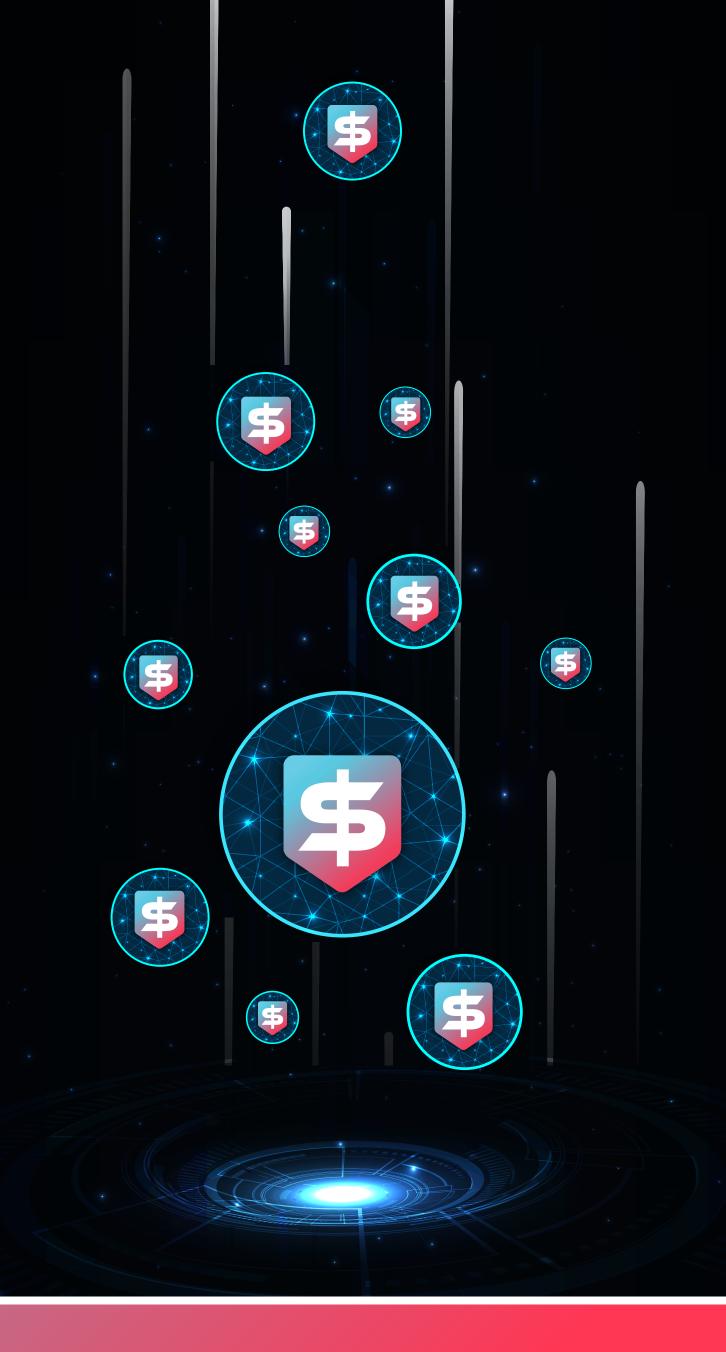




Utilizing the experience and expertise in our partners xxxNIFTY, we are developing our own state-of-the-art, easy to use NFT marketplace. We aim to leverage the Pocketstars brand to create NFTs tied to real-life creators, underpinned by collectability mechanics and gamification to drive truly unique value.

JUST A FEW OF OUR IDEAS:

- Multiple NFTs to be mutated into super rare varieties
- Rare character traits entitling people to a whole range of rewards & benefits
- Metaverse Compatible NFT Skins and Characters





CHANGE IS COMING...

REBRAND COMING END OF Q1





After the re-brand comes a perfect opportunity to get the **\$SIMP** brand out there. This won't be a dropshipping from shoddy production companies – our merchandise will come from top-notch manufacturers and our shipping is done in-house to ensure quality control.



FOR ILLUSTRATION PURPOSES ONLY



Optimize Tokenomics For Organic Growth (1/2)

TOKENOMICS

We **constantly assess** the tokenomics in their service to the company's current needs whilst balancing the rewards of our loyal holders. We recently switched the 3.5% BNB rewards to 3.5% rewards in \$SIMP. This meant that holders were rewarded with 0 fees for re-investment, whilst alleviating downward pressure on the charts.

MARKETING WALLET	5%	•�• BNB
REFELECTIONS	3%	\$SIME
REFELECTIONS	0%	
LIQUIDITY	0.5%	

We are about to enter the second phase of our project's growth plan. We've listed on a top CEX, signed 3 partnerships, and recruited 2 new team members, with another 3-4 on the way.

We also have higher tier CEX's within our reach, and these require large amounts of capital to fund. The increase in capital will fund our elevation onto these CEX's whilst ensuring we can continue expanding the team at rapid pace so that we can deliver on the promises in our Q1 2022 roadmap.

With our maturity into a new phase, we feel it more appropriate to rename the wallet from 'Marketing wallet' to 'Token Growth Fund', and will be named as such going forward.



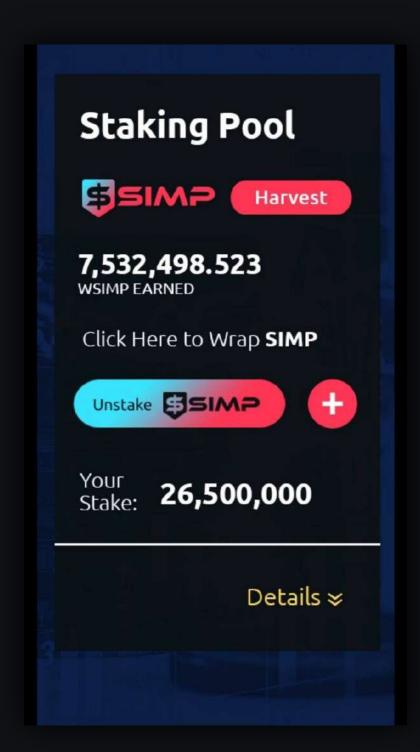
Optimize Tokenomics For Organic Growth (2/2)

STAKING

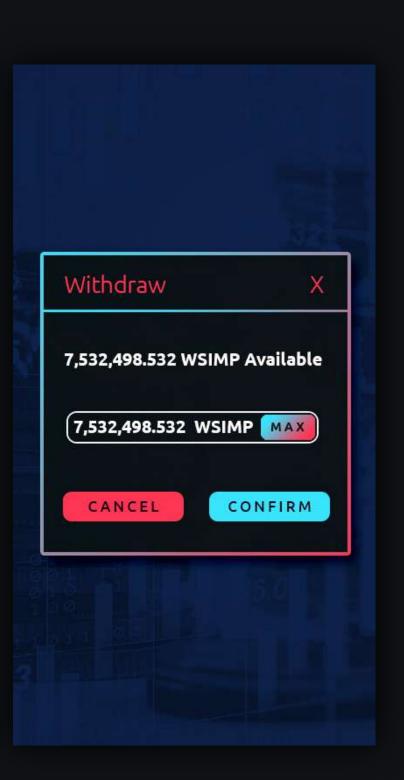
To provide our holders with even greater rewards, we are developing our very own, fully decentralized, staking UI.

With this, our holders will effectively be able to receive compounding interest on their tokens by adding them to a pool as a means of helping to facilitate block confirmation protocols.

Your tokens will not be subjected to a minimum staking period; you may deposit and withdraw your tokens at any time!









Drive Community Engagement (1/5)

THE COMMUNITY

As we've said, " SIMP is the first token by the industry, for the industry"

In that sentence, the word "industry" could be be replaced by "community" and hold just as true. As a team, we **pride ourselves** by providing numerous opportunities for our community to participate in the growth of **\$SIMP** by:

- Running frequent and in-depth AMAs
- Personally engaging with the 20,000+ members of our telegram on a daily basis
- Distributing generous giveaways (\$170,000 to date!) and frequent rewards for social media promotion, contests and airdrops
- Promoting core community members to roles of Administrators & Moderators
- Maintaining an open dialogue and encouraging feedback on all aspects of the project
- Promoting 4 people from the Transformations inbox to active Moderators, Administrators & Team Members

IF YOU'RE A **driven, talented individual** and believe you can **add value** TO OUR TEAM, EMAIL US AT: TRANSFORMATIONS@LETSALLSIMP.COM





Drive Community Engagement (2/5)

MEET OUR AMBASSADORS

We believe in giving credit where credit is due, so to our ambassadors reading this:

Thank you for everything you do.

These amazing people have been the **bedrock of our community** since day one, spending countless hours:

SCARLETT JADE | REDELLE HART | LOVELY LEXC | MARTINI QUEEN ALLIE BLOSSOM | POPPY EVANS | CHELSEA AND JOEL | HEATHER EMILIE RAE | ALEXA WOODS | MAMAPLUGS | PIXIECAT

- Spreading the word about \$SIMP on social media
- Enhancing the income of their fellow content creators by educating them on how to use spend and accept **\$SIMP** payments
- Generously providing us with promotional photos wearing **\$SIMP** merchandise
- Doing all of this out of the good of their hearts each one of them is a holder and does their part because they know that **\$SIMP** is going to change the industry for the better

If you haven't gotten the chance to try out **BSIMP** on **DocketStars**, these ambassadors are all live now – go check them out. Go show them some love!





Drive Community Engagement (3/5)

RECOGNISING TALENT & CORE MEMBERS

We would also like to offer our **most heartfelt thanks** to the excellent team of admins and community moderators we've been fortunate enough to pluck from the ranks of our telegram chat:

RALPH - "THE LEGEND"

Ralph has been here from the start. His loyalty is matched only by his strong work-ethic. He hustles hard every single day, yet still makes time to make sure everyone's in good spirits and keep the chats safe.

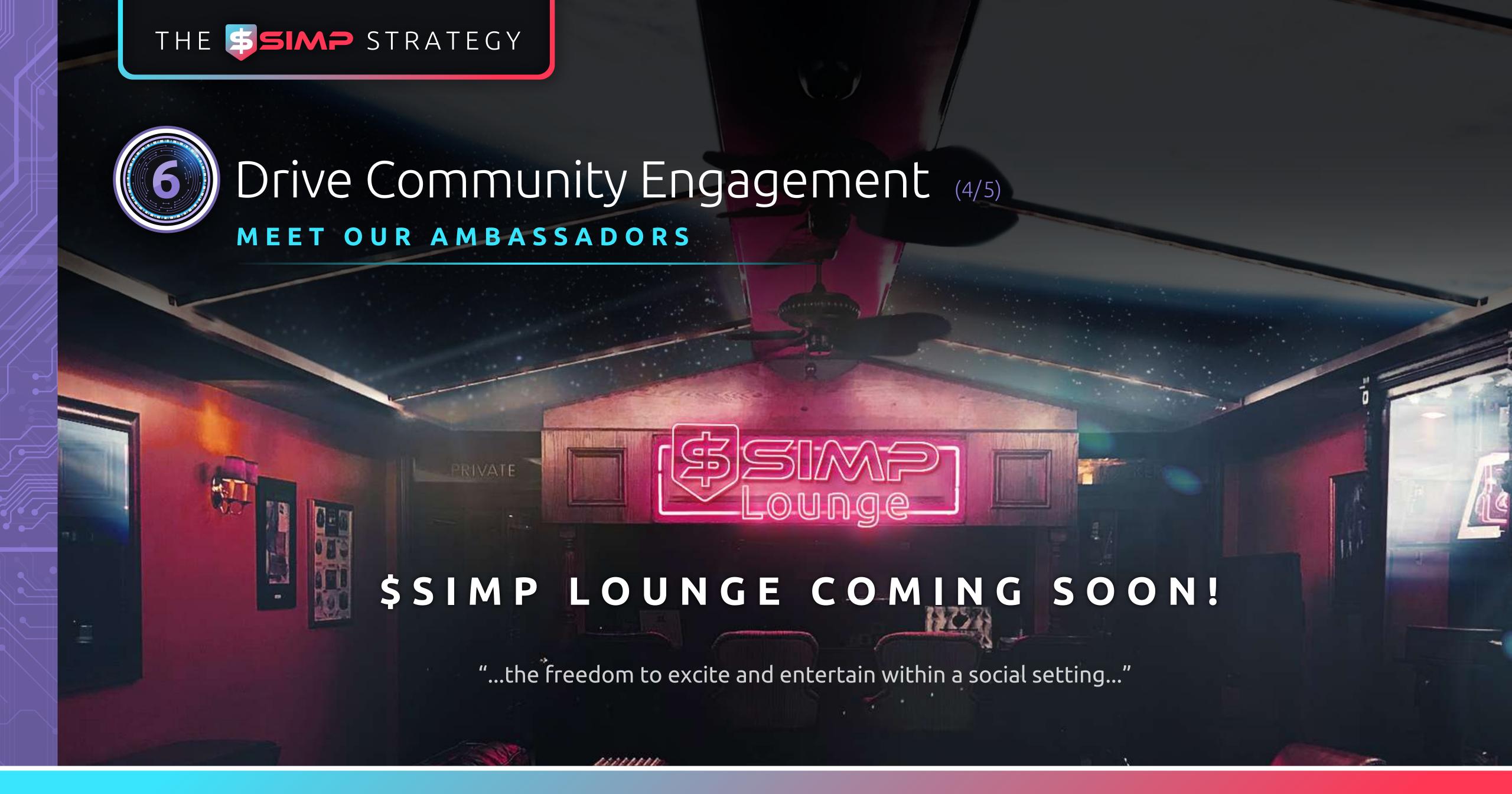
CHEF - "POSITIVE VIBES"

Another core member from **\$SIMP's** early days, Chef is an absolute fountain of positive vibes, and has been highly involved in the development on our Discord. You'll see some of his artwork on **\$SIMP's** profile pictures!

MESHE - "THE ENFORCER"

Meshe is a newer investor, but in a short space of time she has made a strong impression on the team and community! A true enforcer, she stamps out any fraudulent activity and makes sure the community is all-inclusive. An expert in development, you'll see her work in **\$SIMP's** custom-build price bot!









Drive Community Engagement (5/5)

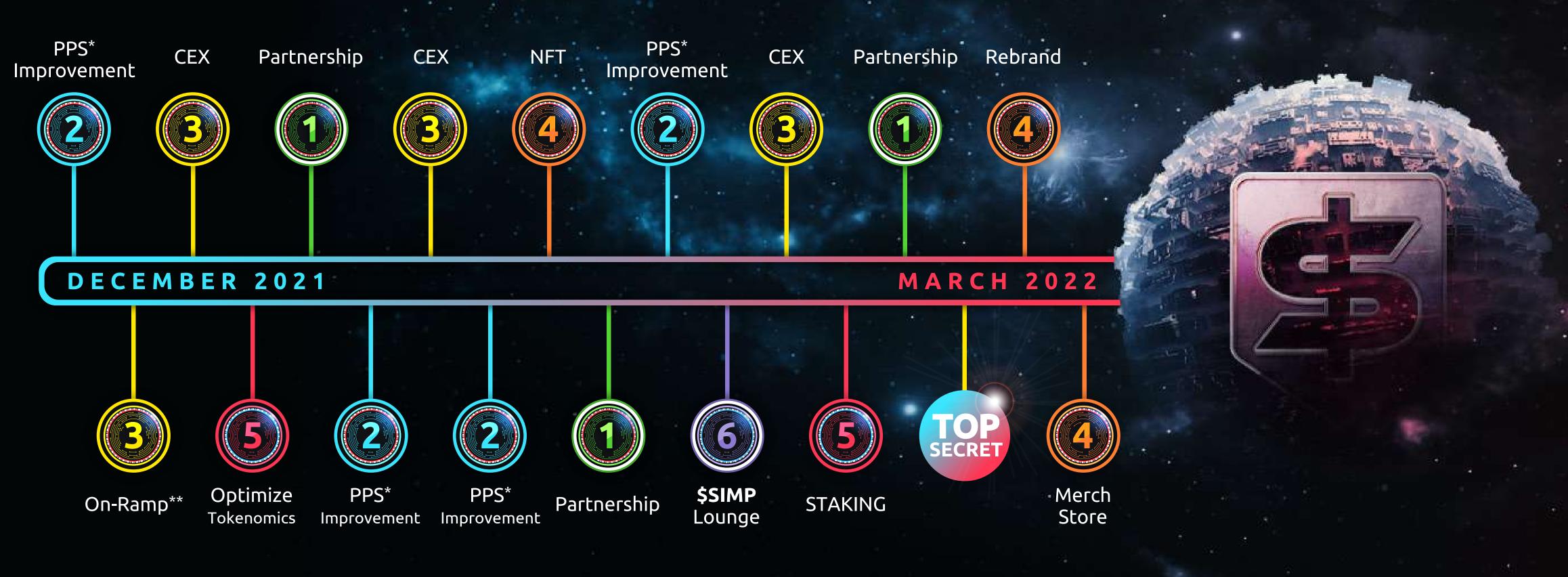
SPECIAL THANKS TO:

- @WiggleMeister WiggleMeister O3
- @Melo_Nusk Melo Nusk
- @swbrb sw
- @bithodler1 Bithodler
- @imsmolfish Smol Fish
- @Be4BSC BE4...
- @mawrek mawrek
- @smashmonkiiii Smash Monkey
- @BoxBox777 Me Box
- @Jorgethegrey Jorge The Grey
- @angryaper Angry Ape

- @PixelProperty PixelProperty
- @Goofytdv Lambo-Goofy
- @ZapposTG Zappos
- @Leadpiggy Morgan
- @Slink_app Izzy aka Mr Slink
- @RugbyMacAtk Mac Attack
- @TheDeFiPool TheDeFiPool
- @Maverick_DJ Maverick D
- @Sheikhabe Hayden-\$ANON Positivity King
- @frb3456 Carlos
- @MWSimp MW \$SIMP



The Roadmap



*Payment Processing Solution | **Subject to Third Parties





\$SIMP is the **first** and **only** token, created **by** the entertainment industry, **for** the entertainment industry. Our network of the **biggest faces** in the entertainment industry will ensure **global recognition!**



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