



**THE UGLY INU**

# Introduction

**Ugly Inu (\$UGLY) is a fully decentralized crypto project governed by its community. The project is backed by a big team of designers, developers and economists. The project's aim is to build up a strong community which is empowered to bring totally new innovations to the DeFi space.**

— Disclaimer — Disclaimer — Disclaimer

The information shared in this whitepaper is not all-encompassing or comprehensive and does not in any way intend to create or put into implicit effect any elements of a contractual relationship. The primary purpose of this whitepaper is to provide potential holders with pertinent information in order for them to thoroughly analyze the project and make an informed decision. Prior to your participation in Ugly Inu, we strongly advocate a careful study of this whitepaper. Certain statements, estimates and financial information featured in this whitepaper are based on and take into consideration certain known and unknown contingencies and risks which may cause the estimated results or may differ factually and substantially from featured statements or results extrapolated or expressed in such forward looking statements here-with.

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# Abstract



## Starting as a meme – planning big things

Created in May 2021, Ugly Inu was launched as a decentralized community-driven meme cryptocurrency. Unlike projects before, Ugly Inu aims to show the true power of a strong community.

Starting as a pure meme token, Ugly Inu aims to accomplish big goals. Continuously adding value through new innovations by combining resources will make Ugly Inu shine throughout the cryptocurrency scene. Our hardworking team has already prepared a revolutionary business concept on how to utilize \$UGLY. Unlike previous projects, our planned platform will give the \$UGLY token far more utility than the mainstream features used by other meme cryptocurrencies. If we reach certain market capitalization goals, we will enter a multi-billion dollar industry. Our team has been planning this for almost 1.5 years. Ugly Inu will become the first decentralized company in this industry. By outperforming the average operating costs of this industry by approximately -75%, Ugly Inu will literally revolutionize the industry itself. To protect our idea, we will share the business plan with the community when we reach a market capitalization of \$100 Million.

A total of 500 Billion \$UGLY has been deployed. 250 Billion \$UGLY have been permanently burnt (sent to a burn wallet). Two pre-sale stages will be organized on DxSale's launchpad. 80% of the collected pre-sale funds will be locked in PancakeSwap for 18 months. The remaining 20% will be used to provide liquidity on various exchanges. Furthermore, 4.5% transaction fees will be charged on transactions with \$UGLY tokens. 3% of this will be locked on PancakeSwap (pair: UGLY/BNB). 1% will go to holders as a form of dividend and 0.5% will be funded into the community wallet (see chapter 4).

# Values & Vision

**Ugly Inu was being planned way before the so called “meme-hype” started. Taking the success of Doge Coin as inspiration, Ugly Inu will not only fly to moon - he will literally revolutionize!**

The immense success of the previously launched meme cryptocurrencies can clearly be seen as a sign that society desires for changes. Large centralized companies rule the economies and play the game the way they want. We believe that some stakeholders are not being rewarded as they actually deserve too. Our vision goes far beyond adding common utility functions like decentralized swaps or lotteries. We believe with a strong community, there are far greater things to be achieved.

**Together we'll grow strong & will reach far more than going to the moon!**



# \$UGLY Token

**With time and as a strong community, we will give more and more benefits to the \$UGLY token. Several (innovative) features are already in the pipeline and ready to be proposed to the community.**

\$UGLY is a BEP20 token to be launched on the Binance Smart Chain in **June, 2021**.

The max supply is limited to 500 Billion \$UGLY. Holders are rewarded for their belief in the project with 2% of each transaction while 3% are funded as liquidity to liquidity pools (disabled). 1% of each transaction is contributed to the community wallet. The community wallet is an additional reward feature. Ugly's community decides on the use of the community wallet tokens.

The security audit is coming soon...

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Max. Supply <b>500,000,000,000 \$UGLY</b>	Burnt Supply <b>181,050,000,000 \$UGLY</b>	Burn mechanism <b>0.8% of each transaction burnt forever</b>
Reward mechanism <b>2% of each transaction rewarded to holders</b>	Community wallet <b>1% of each transaction transferred to the community wallet</b>	Liquidity fee (disabled) <b>2% of each transaction get locked in liquidity pools</b>

Token allocation — Token allocation — Token allocation

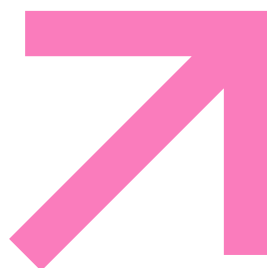
**40%** are sent to a burn address and taken out from circulation forever. **4%** are allocated to our team members for their (non-paid) engagement. **10%** of the total supply will be used for give-aways and **46%** were sold through the pre-sale. **80%** of the raised pre-sale funds will be locked in liquidity pools on PancakeSwap.

Where to buy \$UGLY — Where to buy \$UGLY —

Exchange	Settings
<b>PancakeSwap</b>	<b>(set slippage to 7-10%)</b>

Link

<https://pancakeswap.finance>



# The Community Wallet

1% of each transaction is funded into a wallet that is fully managed by the community. The funds are released during major events (major marketing campaigns planned). The community decides whether these funds are invested in additional marketing campaigns or used to reward the community.

y wallet — Utility of the community wallet — Util

## **BOOST**

The main reason for this functionality is to boost the development of Ugly Inu.

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## **GOVERNED BY THE COMMUNITY**

Community decides of how to spend the funds. Having experienced entrepreneurs in team, the community can be sure of having the resources to accomplish bigger

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## **ADDITONAL COMMUNITY REWARDS**

With making faster progresses, more community reward events are planned! Stay tuned!

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# Our Space Mission



## 01

### Launch

*"Ugly Inu's Decision to fly to the moon."*

- Planning of the project
- Concept creation
- Logo Design/Branding
- New Website
- Social Media launch
- Development of the cryptocurrency
- Publishing the whitepaper
- Pre-sale (two stages) of \$UGLY (sold-out fully)
- Decentralized exchange listings: PancakeSwap

Market cap:  
**\$10 Mio.**

Hodlers:  
**5'000**



# 02

## Growth

*"Ugly Inu starts building his spaceship."*

- Marketing campaigns (Budget = \$100'000)
- Other DEX listings
- Token audit
- Coingecko/CMC/Blockfolio listings
- Development of a community-voting-tool
- NFT-Suprise!
- Merchandise/Web-shop
- [EVENT: Community Suprise #1](#)

Market cap:  
**\$ 50 Mio.**

Hodlers:  
**20'000**



# 03

## Expansion

*"Ugly Inu making big progressions."*

- Centralized exchange listings
- Marketing campaigns (Budget = \$0.5-1 millions)
- Release of the full business plan
- Optimization of the cryptocurrency
- Anime/Comics
- Website improvements/app development
- [EVENT: Community Surprise #2](#)

Market cap:  
**\$ 100 Mio.**

Hodlers:  
**40'000**



# 04

## Entry in multi-billion dollar industry

*"Ugly Inu passes through the atmosphere."*

- Other CEX listings
- Marketing campaigns (Budget = \$2-5 millions)
- Further optimization of the cryptocurrency
- **Entry in a multi-billion dollar industry as a strong community**

Market cap:  
**\$ 500 Mio.**

Hodlers:  
**100'000**

# Funding for Charity

With 5% for marketing purposes and 8% for the team, there are already sufficient resources for rapid progresses.

Our beautiful earth inhabiting so many beautiful creatures, deserves to be protected. While showing the true power of communities, our environment shouldn't be missed out. Therefore, the funds on the donation wallet will be used fully for charity purposes.

It's time to protect our  
earth and our beautiful  
creatures...

Please donate only tokens which  
are BEP-20 supported.

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Preferred: \$UGLY, \$BNB, \$USDT, \$CAKE



# THE UGLY INU PROJECT



**BIG THINGS START SMALL.**