KARDASHIANSCOIN

THE FIRST COMMUNITY TOKEN
EMPOWERING CELEBRITIES AND
THEIR FANS THROUGH A
SOCIAL NETWORK AND MARKETPLACE

Disclaimer and Abstraction

The purpose of this Whitepaper is to present KARDASHIANSCOIN — the first community token empowering celebrities and their fans, initially focused on the Kardashian family and their supporters — to potential community members who want to join the KARDASHIANSCOIN Community. At launch, 50% of the total token supply will be allocated to a Liquidity Pool to ensure fair access, foster transparency, and establish a stable trading environment. The information set forth below should not be considered exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential utility token holders so they can conduct a thorough analysis of the project before deciding to acquire KARD Tokens.

Nothing in this Whitepaper shall be deemed to constitute a prospectus of any sort of a solicitation for investment, nor does it, in any way, pertain to an offering or a solicitation to buy any securities in any jurisdiction. The document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction which are designed to protect investors.

Certain statements, estimates, and financial information contained within this Whitepaper constitute forward-looking, or pro-forma statements, and information. Such statements or information involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

Inhalt

DISCLAIMER AND ABSTRACTION	2
ABSTRACT	4
INDUSTRY OVERVIEW	6
THE SOLUTION	15
THE ECOSYSTEM	19
THE SOCIAL MEDIA NETWORK	22
BUSINESS MODEL AND MONETIZATION	31
TECHNOLOGY	33
TOKEN SALE	38
ROADMAP	42
DEVELOPMENT, DESIGN & MARKETING	43
DEDICATED TO THE KARDASHIAN FAMILY	43
RISKS AND CONCERNS	44

ABSTRACT

The role and influence of celebrities in our society has been gaining more and more in importance over the last century. The era of digitization and the advent of social media has brought this reality to a whole new level. Wide availability of mobile devices further enhanced this trend and there is no sign of it slowing down anytime soon.

The introduction of Blockchain technology has opened new doors for interaction between celebrities, influencers and their communities, as well as for new monetization methods for all stakeholders. Borderless, tamper-proof transactions in one unified currency, tokenization of digital assets that can be traded and transparent practices regarding the storage and transfer of personal data are among the core advantages of the novel technology.

Furthermore, traditional social media channels do not offer any feasible way of handling payments on-site. Most of the top celebrities have their own brands of products, yet they have to sell them using a different infrastructure from what they traditionally use to communicate with their followers.

This is exactly what KARDASHIANSCOIN is trying to change. The project plans on creating a full-fledged ecosystem combining a social media network and a marketplace, both powered by a unique Utility token. The purpose is to create a comprehensive platform where all kinds of interaction between celebrities and their fans will become possible.

All functionalities available on traditional social media platforms as well as on marketplaces will allow users to interact through various ways, sell and acquire brand products and even create Non-fungible tokens (NFTs) by tokenizing digital assets that are otherwise not transferable.

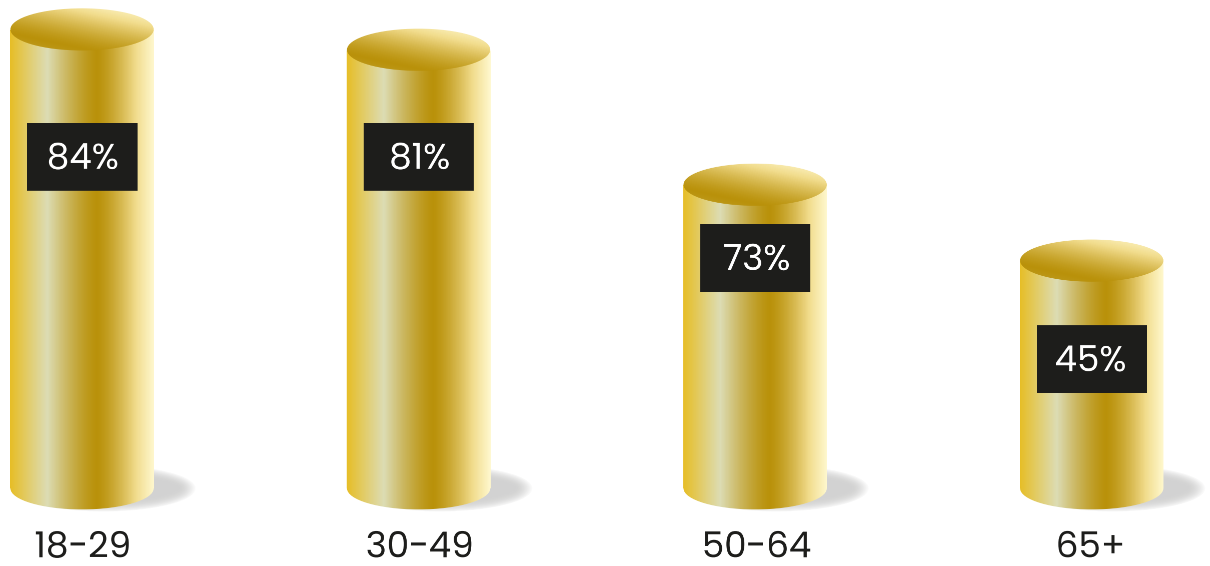
We are planning to start by focusing on the large community of the Kardashian family, one of the most renowned groups of celebrities with millions of followers worldwide. They have since been referred to as „America's most famous family" by Glamour „one of the most influential family ‚dynasties' in the world" by Insider and the biggest influencers of the 2010s by Vogue.

At a later stage, the project can be expanded to accommodate the needs for multiple celebrities at once and, ultimately, become the one-stop platform for celebrities, influencers and their communities.

INDUSTRY OVERVIEW

THE ADVENT OF SOCIAL MEDIA

Ever since the advent of social media back in 2004, the concept and businesses built around it have been expanding rapidly. About 4.9 billion people worldwide have at least one social media account, representing 56.8% of the global population, and 90% of them actively use social media on their mobile devices. For younger generations beyond millennials, this number is in fact much higher, with virtually more than 84% of people aged 18-29 being on social media. Surprisingly, this percentage is also quite high for baby boomers who are beyond 50, with 73% of people aged 50-64 using social media, reflecting their increasing tech affinity and acceptance of modern technologies as an integral part of their daily lives.



Graph: More than 82% of people aged 18-49 are on social media.

Today, social media networks fulfill a variety of functions. For the normal user, they are a source of entertainment, keeping up with the latest news, and the preferred way of contacting friends.

According to DataReportal, the normal user spends about 2 hours and 30 minutes every day on social media.

Influencers are thriving through social networks by having a wide pool of potential followers. Furthermore, social media networks are one of the most preferred spaces for advertisers and brands, as they allow them to easily target consumers directly based on their interests. Every business today is on social media, offering an easy way to reach out to potential customers and keep in touch with existing ones.

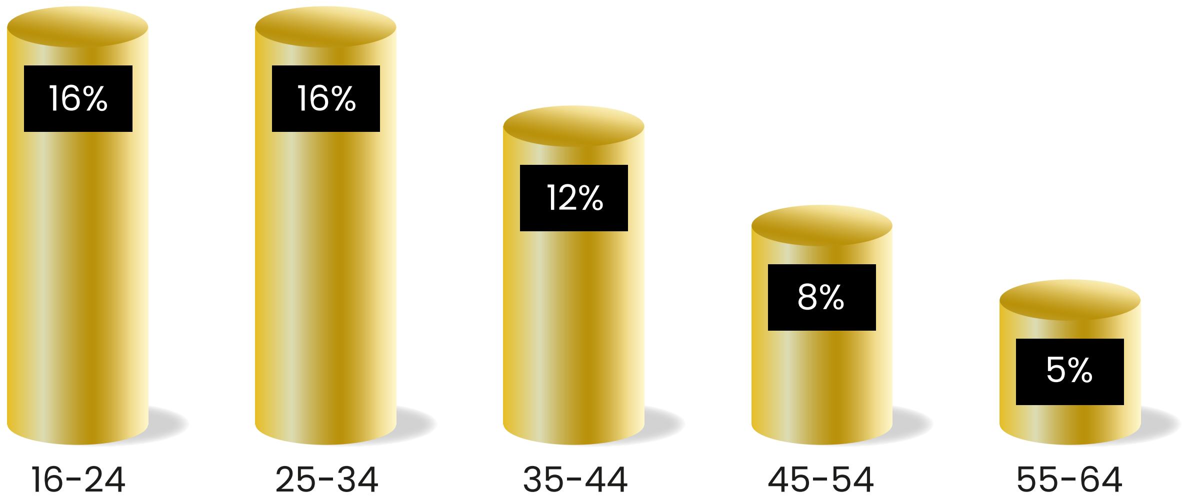
Almost 75% of all businesses believe that social media has had a positive effect on their business.

Another important impact of social media is the way it influences online shopping today. Facebook offers a variety of presentation options for brands to showcase their products and link their online shops directly, essentially bringing them to the wide audience on the social media. Beyond that, influencers and celebrities are actively advertising and showing products directly to their fanbase.

- More than 50% of shoppers use social media to research products.
- Almost 50% of consumers say their buying intent and decision is determined by influencers' opinions.

THE POWER OF CELEBRITIES AND INFLUENCERS

The popularity of celebrity endorsed products are on the rise among newer generations.



Graph: More than 82% of people aged 18-49 are on social media.

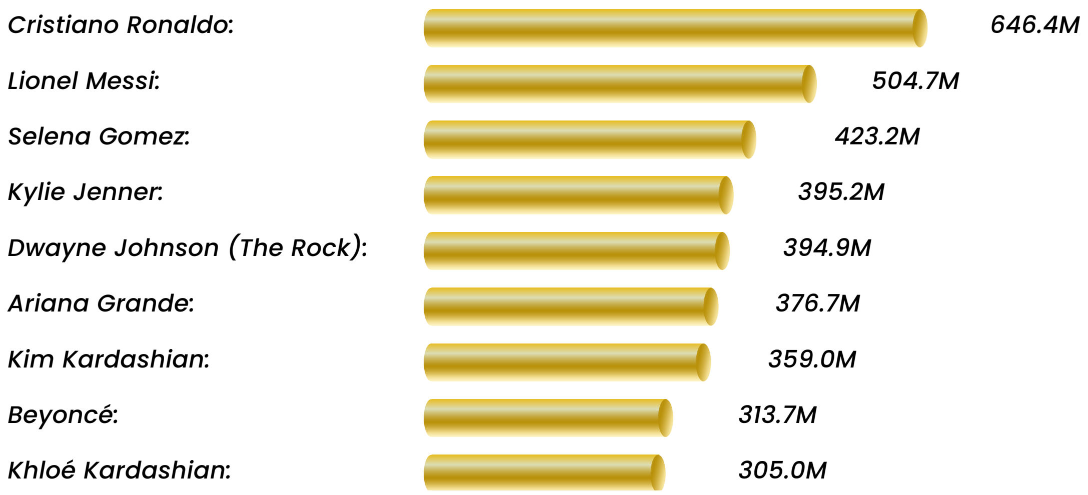
Furthermore, celebrities have long started to create their own brands, relying on their popularity from a marketing perspective. Mostly situated in fashion, these have high prices due to their status value and the willingness of the target group to acquire items that reflect their loyalty to their idols.

A perfect example is the company Kylie Cosmetics by Kylie Jenner, one of the members of the Kardashian family with about 394 million Instagram followers (data gathered on 29.01.2025). She launched the company in 2015 with a single low-priced product at just below $30, relying on her celebrity status to carry her through in scaling the company to the considerable force it is today. Social media was the core of the company's marketing efforts and Instagram, due to its specific focus on visual media such as images and videos, became a powerful weapon in the celebrity's arsenal.

Needless to say, she was more than successful. Kylie Cosmetics was soon valued at about $1.2 billion, putting the young celebrity in the Forbes billionaire club.

THE KARDASHIAN COMMUNITY

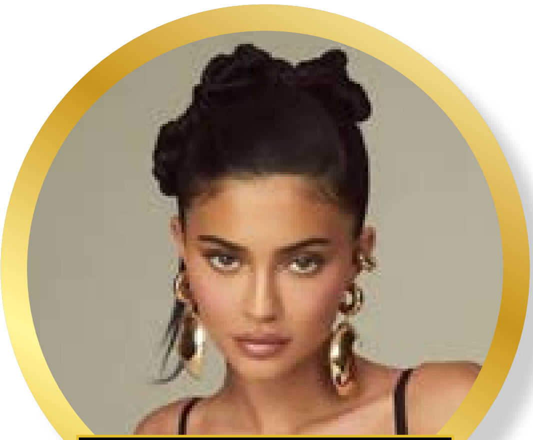
According to Statista and their data for the most followed Instagram accounts in 2025, there are three members of the Kardashian Family in the top 10 celebrities (not counting the platform Instagram itself which naturally has the most followers) and five members of the Kardashian Family in the top 20 celebrities.



Graph: Most followed celebrities on Instagram in millions of followers. Data provided by Statista.

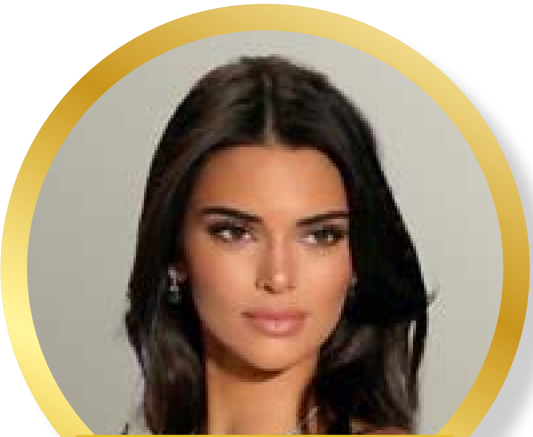
We will take a look at the followers of the whole family across all major social media platforms, as these channels collectively provide the most comprehensive measure of the online popularity of celebrities. The data about the follower counts has been gathered on 27.04.2022.

Even considering that a significant percentage of followers might follow more than one family member, the overall reach remains impressive.



Kylie
504 million

Kim
468 million



Kendall
332 million

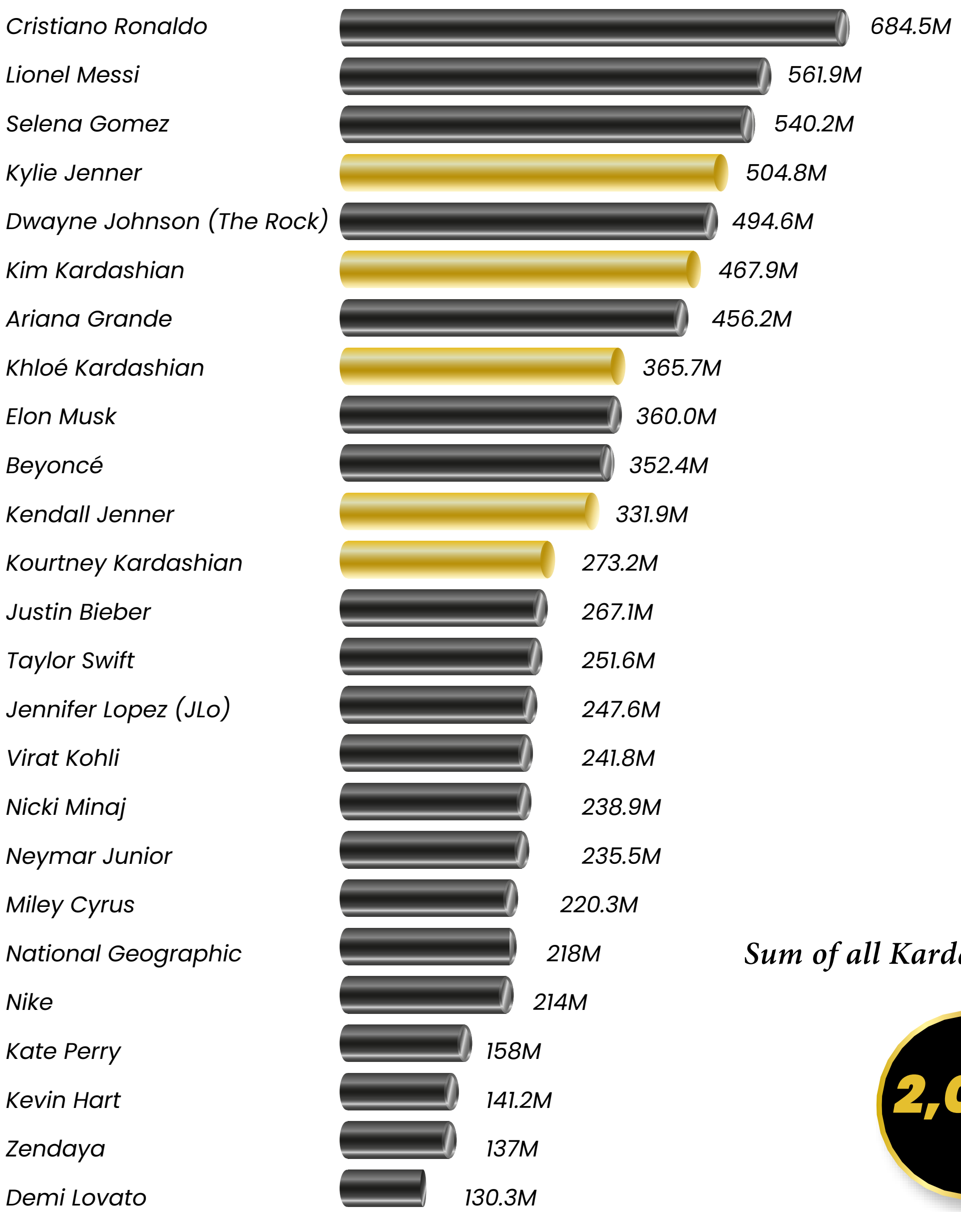
Khloe
365 million

Kourtney
273 million

Kris
69.7 million

The Kardashian family is the leader in terms of followers.

Furthermore, the Kardashian family, and more specifically Kylie Jenner, lead the charts in terms of total engagement across multiple social media channels.



Sum of all Kardashians followers:

2,094

The table lists the 25 most-followed accounts as of January 2025 with million followers.

ISSUES AND CHALLENGES

CHALLENGE

However, despite the rising popularity of social media and the dividends celebrities are getting from it, there are a multiple of problems that still remain for them in nurturing their connection with their fans. Additionally, with more and more new channels appearing, it is getting increasingly difficult for them to keep up with the changes and to adjust to the market dynamic.

CHALLENGE

Traditional social media employs dubious practices regarding the storage and exchange of personal data. This data is sometimes sold to third parties without the users' consent to be used in advertising.

CHALLENGE

There is no platform that offers business-related functionalities such as transactions on site, forcing influencers to use third party tools to accept payments and close contractual relationships with their clients.

CHALLENGE

Influencers and celebrities have to seek help from intermediary parties like agencies in order to establish contacts to brands and companies. Agencies can charge substantial fees that go as high as 30-40% from the total deal.

CHALLENGE

There is no platform that combines a social media network with a functionally rich marketplace. Most celebrities opt for their own online shop created through a third party ecommerce solution such as Shopify. If they were able to directly sell the products on the social media channel where they also interact with their community, it would have been much easier for them to implement mechanisms for higher conversion.

CHALLENGE

The concept of NFTs is not utilized by the majority of celebrities and influencers despite its advantages and substantial potential in creating additional sources of income. The main reasons for this are the complexity and high entry barriers, as well as the lack of a reliable infrastructure for their creation and facilitation that is suited for the needs of celebrities.

THE SOLUTION

The Kardashianscoin project creates an ecosystem combining a social media network and a marketplace under one roof, both of which are underpinned by an unique Utility token used for purchases of products, services, subscriptions, facilitation of incentive mechanisms, Nonfungible tokens and many others.

CHALLENGE

Lack of a unified channel for celebrities and influencers to nurture their fanbase.

SOLUTION

With its full-fledged functionality, the Kardashianscoin ecosystem offers the fanbase everything in one place — a social media with advanced interaction possibilities, a marketplace for related products and even NFT facilitation. The potential benefits of uniting whole communities creates additional possibilities — from added value through new ways of community building, empowerment and strengthening the connection between celebrities and their fans to the implementation of ecommerce solutions. What is more, the incentive mechanisms implemented within the Kardashianscoin ecosystem rewarding fans for their contribution to the community will be another aspect increasing the CLV (Customer lifetime value) of every fan

CHALLENGE

Dubious practices of traditional social media networks regarding personal information.

SOLUTION

With the help of blockchain, users of the KARDASHIANSCOIN platform will be able to track how their personal data is handled. They will thus have more control over it without being subjected to informational asymmetries in favor of one party with centralized authority.

CHALLENGE

No platform offering business-related services for influencers and celebrities.

SOLUTION

The Kardashianscoin project envisions itself as the future one-stop place for celebrities who want to efficiently manage and nurture their fanbase, starting by focusing on the Kardashian family as some of the most influential group of people in our public life.

CHALLENGE

Influencers and celebrities depend on agencies to close deals.

SOLUTION

With Kardashianscoin there is no need anymore for intermediary parties that are charging high fees. The platform is not authoritatively managed by one entity and has a transparent fee structure.

CHALLENGE

No platform is offering both a social media network and a functionally rich marketplace at the same time.

SOLUTION

The Kardashianscoin ecosystem combines both under one roof — a social media network for high level interaction between the fans and their idols, as well as a marketplace for products that are endorsed by the Kardashians or are made by their own brands. This is the one-stop community and an additional sales channel for celebrities making it easier for stars like the Kardashian family to interact and monetize their fanbase.

CHALLENGE

New innovative monetization concepts like NFTs cannot be utilized with traditional solutions.

SOLUTION

Kardashianscoin enables tokenization of digital assets, essentially creating additional monetization methods for celebrities and their fans.

CHALLENGE

Lack of incentive mechanisms with traditional channels.

SOLUTION

The Kardashianscoin ecosystem offers additional rewards to the most faithful supporters of the Kardashian family, incentivizing high interaction between the stakeholders and on both the social media network and marketplace. This is a win-win scenario for the family and their fans.

THE ECOSYSTEM

The core of the ecosystem will be a platform combining the incentive-driven social media network and the marketplace under one roof, empowered by a unique community token.

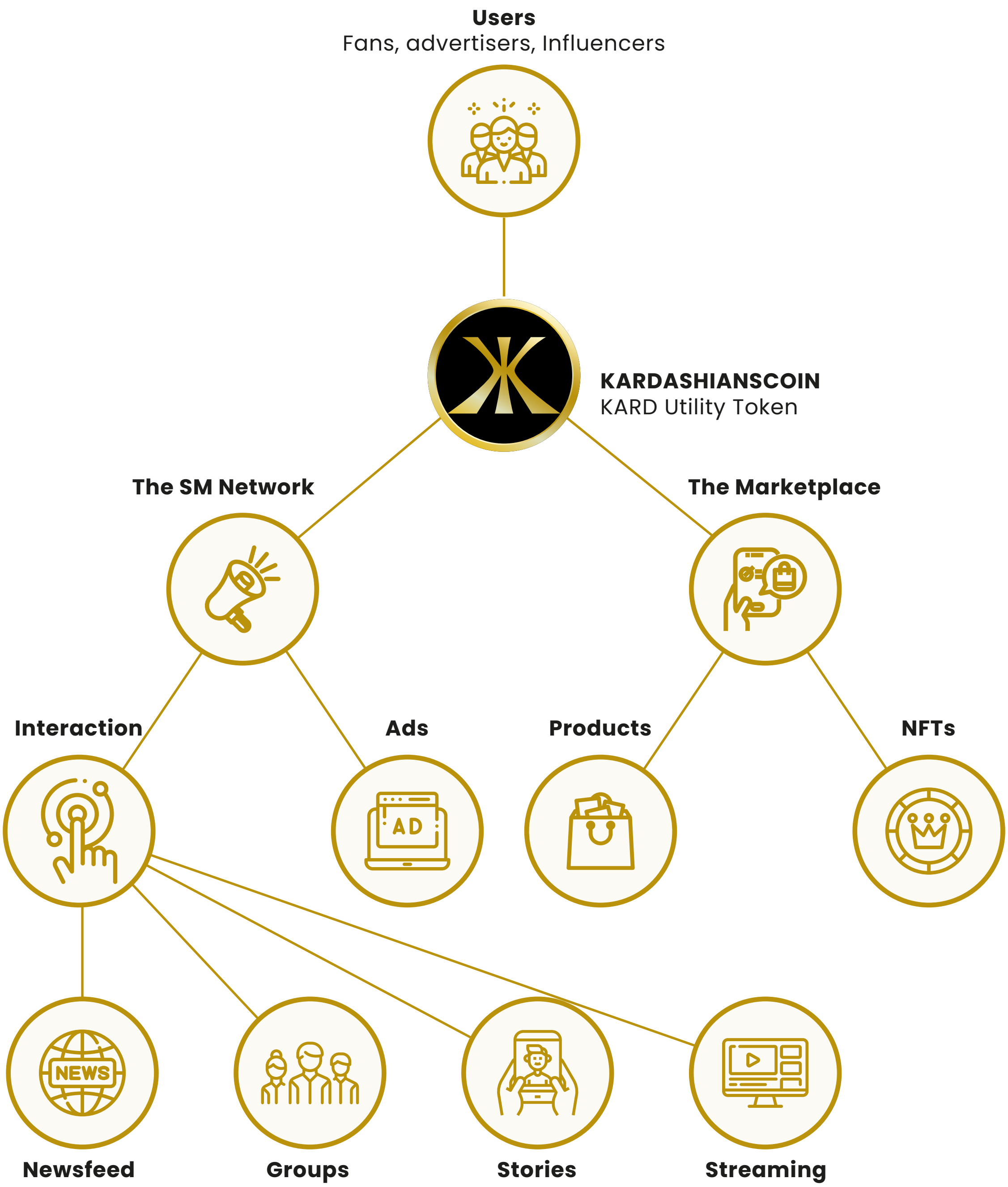
The social network will enable the interaction between all Kardashian fans in one space through providing a functionality that is up to the latest standards in social media, as well as incentive mechanisms that are currently not available with traditional platforms. The functionally rich marketplace will further enhance the experience of the Kardashian community through bridging the gap between social media, payments and e-commerce, offering exclusive products at discounted prices that are endorsed by or related to the Kardashian family.

The vision of the project is to essentially merge the whole Kardashian community into one coherent ecosystem and empower it through a unique payment method that will incentivize the continuous expansion of the community. Achieving a win-win scenario for all stakeholders through various synergy effects is thus key:

- From the perspective of the Kardashian family - to provide them with one single channel to engage with their fans as well as an additional, advanced sales channel for their products.

- From the perspective of their fans - to interact with likeminded people, play a viable role in the community of the Kardashians and be able to acquire unique products related to their idols at discount prices.

Here is a visual representation of how the Kardashianscoin ecosystem works.



The following are some of the basic functionalities that will be available to all users within the Kardashianscoin ecosystem.

PAYMENT FACILITATION

Users can deposit tokens in their accounts to use for acquiring various services on the platform — subscriptions, premium accounts, paying for ads as advertisers, buying / selling products as well as creating and transferring NFTs. The supported payment method will be the KARD token which will be easily accessible for purchase directly on the platform.

ACOUNTS

Every user will have an overview of their current balance of KARD tokens, rank, loyalty rewards, acquired and sold products and active subscriptions.

THE SOCIAL MEDIA NETWORK

The social media network will incorporate news feeds, groups, profiles and many other elements that are focused around providing a high level of interactivity between the stakeholders, all in line with the latest advancements in modern social media functionalities such as stories, live streams and many others. Sharing media and all kinds of interaction possibilities will be available as an essential part of building a strong community. User profiles and the way they are structured is of utmost importance here, as there will be many functionalities (streaming, own shop with products, services and NFTs, timeline, achievements, media etc). Showcasing these is vital.

SUBSCRIPTIONS

Higher subscription levels will allow the users to get more out of the platform by presenting themselves better through a higher number of images, videos and media   material. Furthermore, users verified as vendors and with the necessary subscription level will have the option to list their products in their own online shop hosted on the marketplace.

Here is an overview of the 4 subscription plans. Every participant in the Kardashianscoin ecosystem will have access to the social media network and marketplace. The default discount for products bought with KARD tokens regardless of the subscription is set at 5% but can be increased based on the rank and the subscription plan.

SUBSCRIPTION PLAN

K-BASIC

PRICE: FREE

Duration: Indefinite

Perks: Profile creation with up to 10 pictures

Full access to the marketplace (without limited series)

K-BRONZE

PRICE: €10 IN KARD

Duration: 3 months

Perks: 10% additional discount on all products

Full access to the marketplace (including limited series products class C)

Additional profile functionalities (+20 more pictures, +10 more videos)

K-SILVER

PRICE: €20 IN KARD

Duration: 3 months

Perks: 20% additional discount on all products

Full access to the marketplace (including limited series products class B)

Additional profile functionalities (+50 more pictures, +20 more videos, up to 3 channel links)

Create groups

Live streaming

+20% loyalty points gain

K-GOLD

PRICE: €30 IN KARD

Duration: 3 months

Perks: 30% additional discount on all products

Full access to the marketplace and limited series products (including class A)

Additional profile functionalities (unlimited pictures, videos, channel links)

Create groups

Ad-free option

Live streaming

Create your own shop page

Create your own NFTs

+50% loyalty points gain

PROFILES

Users will be able to create and customize their own profile with descriptions and all kinds of multimedia content as well as their own timelines where they can post and interact with the Kardashian community.

NEWSFEED

Similar to traditional social media networks, the platform will incorporate newsfeeds where users will see the posts of others, news and advertisements. The newsfeeds will be entirely customizable for the users, allowing them to control the amount of ads they are getting and what topics they are mostly interested in.

STORIES

Similar to Facebook, users will be able to publish stories that others can interact with.

STREAMING

Live streaming with all possible functionalities similar to Twitch.tv will be a vital part of the ecosystem and the social media platform. Influencers will be able to enforce their connection with their communities and have the possibility to promote sponsored products in live streams. Various mechanisms for higher engagement such as custom emotes, subscriptions and donations will be available as well. Watchtime spent is another metric that will be rewarded with higher ranks - more on that later in the gamification section.

NEWS

Live news and updates around the Kardashian family and related products will be available on the platform, offering an additional engagement element for users and increasing the overall time spent on the platform.
A special "Newsroom" section will be available as well as regular updates in the news feeds of the users.

ADVERTISING

Advertising will be an essential part of the Kardashianscoin ecosystem and one of the methods for monetization for the project. Blockchain technology is known to offer great conditions for online advertising by removing intermediaries and thus lowering the fees as well as providing algorithms that are as transparent as possible without giving too much information that would make them exploitable.

The platform will offer the option for advertisers selling products related to the Kardashians to get access to a highly targeted audience. At the same time, users will have full transparency regarding what ads they are seeing and why they are seeing them. Furthermore, they will be able to control what advertisements they are being delivered. Last but not least, for submitting their information that is used in advertising, users will be rewarded with KARD tokens as a function of the ads performance.

GAMIFICATION, RANKS AND LOYALTY POINTS

Gamification refers to the usage of elements from competitive games within a business ecosystem. The concept commonly employs game design elements to improve the user engagement and make the user experience more motivating, interesting and enjoyable. Research shows that gamification positively influences engagement rates for online businesses and increases user retention. Gamification is widely used in marketing today, with almost 75% of worldwide leading companies already implementing it or planning on using it.

We plan to introduce the concept of gamification to the ecosystem with the purpose of providing additional incentives for active interaction within the community. Fans will be rewarded with points for using the KARD token to acquire products and services within the ecosystem, creating, buying and selling NFTs and overall bringing any sort of added value to the community.

Rank titles will be displayed in the profile of every user. Badges will be added next to the profile image and thus be visible to everyone where the

user has commented or interacted with the community.
Below is the rank hierarchy of the Kardashianscoin platform and the rewards that each rank brings.

Rank hierarchy

K-FOLLOWER	The user has recently registered on the platform, has not invested during the ICO and has not reached the requirements for the next level.
K-SUPPORTER	The user has recently registered on the platform and has not invested during the ICO but has already interacted with the platform: • 100 friends added • 500 post interactions • 50 hours stream watchtime • Special badge and a title
K-FAN	The user has already interacted with the platform as well as participated on the marketplace: • 500 friends added • 2500 post interactions • 250 hours stream watchtime • At least 3 products sold or purchased on the marketplace • Special badge and a title

K-INFLUENCER	The user has already interacted with the platform as well as participated on the marketplace: • 1000 friends added • 5000 post interactions • 500 hours stream watchtime • At least 10 products sold/purchased on the marketplace • At least 1 NFT created, sold/purchased on the marketplace • Special badge and a title • Upon reaching this rank, the user will be eligible to create their own shop page (similar to eBay where stores can have their own landing page).
K-FRIENDS	This rank includes all previous rewards. K-Friends can be endorsed by the Kardashians themselves to become their ambassadors, which is the highest status on the platform and is signified by a special frame around their profile image.

Every user who invested on the ICO will receive a special rank called "Faithful supporter" and a special badge.

THE MARKETPLACE

The marketplace will list all related products from vendors, as well as NFTs, including community-generated content. Users will be able to acquire these products with KARDASHIANSCOIN at a discount compared to traditional ecommerce channels. Furthermore, some of the products and all of the NFTs will be exclusively available in the Kardashianscoin ecosystem and can only be acquired with the KARD Utility token. Note that the NFT support will be added at the later stages of the project development.

While some social networks like Instagram have added a “boutique” functionality, they are still trailing far behind what is offered by even the most simple ecommerce solutions. We are planning to offer a much broader scope of possibilities for product listings, inventory and order management tools.

PRODUCTS

The marketplace will list both products endorsed by the Kardashian family and those created by their own brands at special discounted prices. Members with higher subscriptions will be eligible for better discounts and limited product series. These products will be acquired for a discount when KARDASHIANSCOIN are used by the buyers. Some of these will also be limited editions.

As mentioned, users verified as vendors who have acquired the necessary subscription option will be able to create their own landing pages where they can showcase their products, similar to eBay.

NFTS (NON-FUNGIBLE TOKENS)

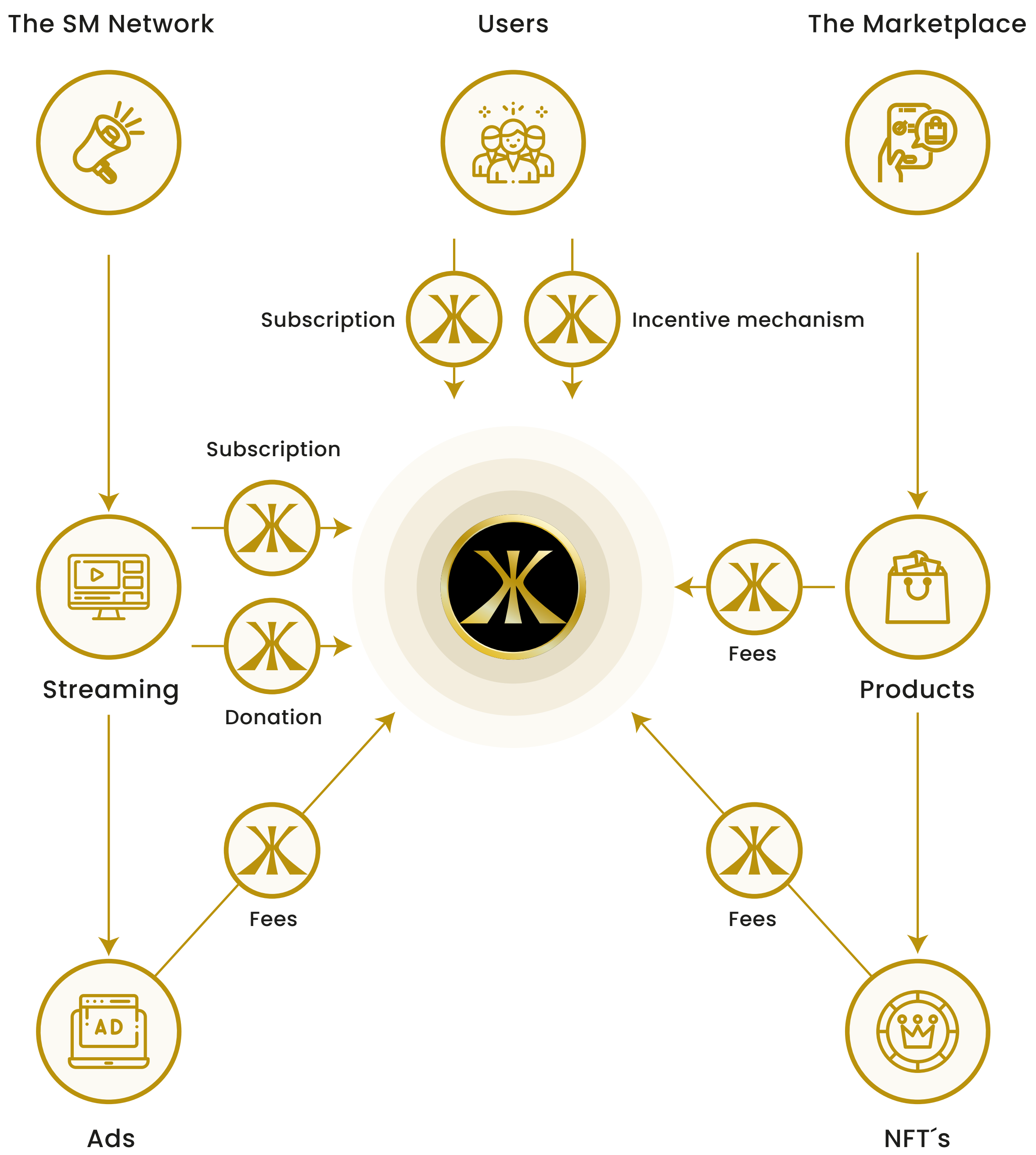
NFTs (Non-fungible tokens) are tokenized digital items. The concept recently gained a lot of attention after several cases of NFTs being sold for millions of dollars. Today they are among the most sought-after vehicles within the cryptocurrency ecosystem.

In the context of celebrities, influencers and artists, the concept of NFTs creates endless possibilities for monetization. Any virtual asset such as an online image or even a status on a social media can be tokenized and converted to an NFT that is then sold at an auction. The most passionate fans can go to great lengths in acquiring this digital item and becoming their rightful owner, which is verifiable on a blockchain ledger. This NFT can then be securely transferred to other users, again on the blockchain.

The facilitation of NFTs (Non-fungible tokens) in the Kardashianscoin ecosystem will commence on a special section on the marketplace. All payments on the platform will be performed in the native Utility token. An example of such a Non-fungible token could be a digital autograph a fan has acquired from one of the family members, a picture or any other digital item that can be associated with the Kardashian family. The NFTs can be both generated by the community or by the Kardashian family themselves.

BUSINESS MODEL AND MONETIZATION

One of the core ways for monetization in the Kardashianscoin ecosystem will be the collection of fees through the various services and products available on the social media platform and the marketplace.



ADVERTISING FEES

Advertisers will have to pay fees for every successful ad that has generated click (PPC Pay per click model). A PPI (Pay per impression) model is not envisioned, as we believe it generally incentivizes the hosting platform to flood the user's newsfeeds with irrelevant ads for the sake of collecting the fee from reaching the next impression milestone.

STREAMING FEES

Streaming can generally generate fees in two ways — from donations to the streamer and the subscriptions of their fans. Twitch.tv, which is the most famous streaming platform, currently collects 50% of both from their streamers who have earned a "Partner" status. Only a handful of top streamers get to keep 70% of the revenues they generate through donations and subscriptions. Kardashianscoin will collect 5% of all donations made by viewers as well as 20% from subscriptions. This is considerably lower than the fee structure of the leading streaming platform.

PRODUCT FEES

From every successful product purchase Kardashianscoin will collect 10% of the total price.

NFT FEES

Kardashianscoin will collect 10% of the price at which an NFT is sold.

SUBSCRIPTIONS

100% of the subscriptions made on the platform will flow to the Kardashianscoin project.

TRANSACTION FEES

A transaction fee is paid when a certain amount of cryptocurrency is transferred from one wallet to another. Transaction fee is stable and equals 0.02% per transfer and it is divided for two wallets equally for marketing and development.

TECHNOLOGY

The initial release of the Kardashianscoin social media platform and marketplace will be based on web applications. The development of Android and iOS apps to ensure that the access to the ecosystem is fully available on all devices is planned for the second phase of the project.

The basic infrastructure of the Kardashianscoin platform consists of 5 different modules that fulfill a specific set of tasks. At a later stage, all transactions will be performed via the blockchain and smart contracts, with every module having its separate smart contract. By hosting all transactions through a public blockchain, we ensure that all information regarding deposits, withdrawals and transfers will be tamper-proof.

KARDASHIANCOIN INFRASTRAUCTURE

Social media

- Platform module
- Ad module
- Stream module

Marketplace

- Products module
- NFT module

DLT MODEL

Distributed Ledger Technology is an umbrella term used to describe technologies which distribute records or information (the kind you might find on accounting ledgers) among all those using it, either privately or publicly. The blockchain itself is a type of DLT tech.

We are planning to use the Binance Smart Chain (BSC) as the basis for all transactions within the ecosystem – both for those related to the platform as well as the listing and purchasing of products and NFTs on the marketplace.

WHY BLOCKCHAIN?

We believe that our vision can only be realized through the use of blockchain technology and cryptocurrencies. The novel technology has the ability to democratize and unite, offering the exact conditions celebrities and their fans need to nurture and expand their connection.

See the following table for the advantages of blockchain tech in social media networks.

	WITHOUT BLOCKCHAIN	WITH BLOCKCHAIN
TRANSACTIONS	Current bank transactions are slow and costly. Further possibility of denied transactions as well as fees that can apply in certain situations.	Blockchain and one unified token allows for lower cost borderless transactions without currency restrictions and banks as intermediaries, which translates into greater convenience for members. This makes the platform much more efficient, allowing it to reach widespread adoption.

PAYMENT POSSIBILITIES	Traditional social media furthermore does not allow for payments beyond advertising. Influencers and other stakeholders are forced to use third party services to work with their clients.	Users will be able to execute payments in one unified currency, deposit / withdraw and transfer it swiftly if they wish to - directly on the platform. Everything is recorded on the blockchain, so users can have the full information about all transactions they have taken part in.
DATA TRANSPARENCY	Lack of transparency. A traditional platform would be the intermediary party, implementing intransparent advertising conditions and exercising their one-sided power due to informational asymmetries.	Cutting the middleman. The full transparency of blockchain ledgers testifies for the secure storage and transfer of data. Users can choose what happens to their information - if they wish to sell it to advertisers they can do it on their own and get rewarded for it. Additional benefits exist in the context of contractual relationships between agencies and talents - such relationships can be saved on a blockchain ledger and be immutable, adding a much higher degree of security for both parties by preventing fraudulent behavior.

SECURITY	The overall security of traditional web solutions is inferior to blockchain-based applications.	Blockchain is offering a very high degree of security. Simply explained, a blockchain cannot be hacked directly, since it does not have one centralized server - it is distributed among multiple nodes, which means that the hacker will have to access over 51% of the network (which is close to impossible).
PRIVACY	The way data is handled on traditional social media networks has been under heated debate over the last years. The leading players have been blamed for storing users' data and selling it to third parties for advertising purposes without their consent.	This is not possible with a public blockchain, as the user will be able to trace any use of their data and have an indisputable proof thereof.
MONETIZATION	Limited ways for celebrities to monetize and engage their communities dispersed across multiple social networks and channels.	Blockchain enables tokenization, which in turn makes a wide array of novel concepts possible - for example Non-fungible tokens.

TOKEN SALE

KARDASHIANSCOIN – KARD is a utility token issued on the Solana blockchain.

The KARD utility token grants access to exclusive services and products within the KardashiansCoin platform, both in the social media network and the marketplace. Additionally, the token can be used for the following purposes:

- Purchasing subscriptions
- Paying for advertising fees
- Tokenizing and transferring NFTs
- Buying products
- Incentives and rewards

To ensure liquidity and tradability, a Liquidity Pool (LP) will be created on a decentralized exchange (DEX). This pool will contain 50% of the total token supply (500M KARD) and will be backed by 100 Solana (SOL) coins.

GENERAL TERMS

Token Name	KARDASHIANSCOIN
Token Symbol	KARD
Token supply	1,000,000,000 KARD
Allocated for Liquidity Pool	50% of total supply (500M KARD)
Accepted Currency	Solana (SOL)
Trading platform	Decentralized Exchanges (DEX)

Initially, trading will take place exclusively on decentralized exchanges (DEX), including Raydium, Serum, and Orca. Future listings on centralized exchanges (CEX) are possible but will be decided at a later stage.
Once the liquidity pool is set up, the token will be immediately tradable on various DEX platforms.

TOTAL TOKEN SUPPLY AND ALLOCATION

A total of 1,000,000,000 KARD tokens will be issued.

- 24% of the total supply will be evenly distributed across six wallets, each receiving 4%. These tokens will be non-transferable for 12 months. Afterward, they will be released gradually over two years via a linear vesting schedule to ensure controlled distribution.
- 4% will go to the Kardashianscoin team, developers, and advisors, also subject to a 12-month vesting period for sustainable allocation.
- 10% will be gradually sold on exchanges to fund ecosystem development, with sales limited to 5% per transaction and at least three months apart to maintain price stability.
- 12% is allocated for influencers, community rewards, and premium supporters to drive engagement.
- 50% of the supply will be added to a liquidity pool (LP) on a decentralized exchange (DEX) to ensure liquidity and tradeability.

USE OF FUNDS

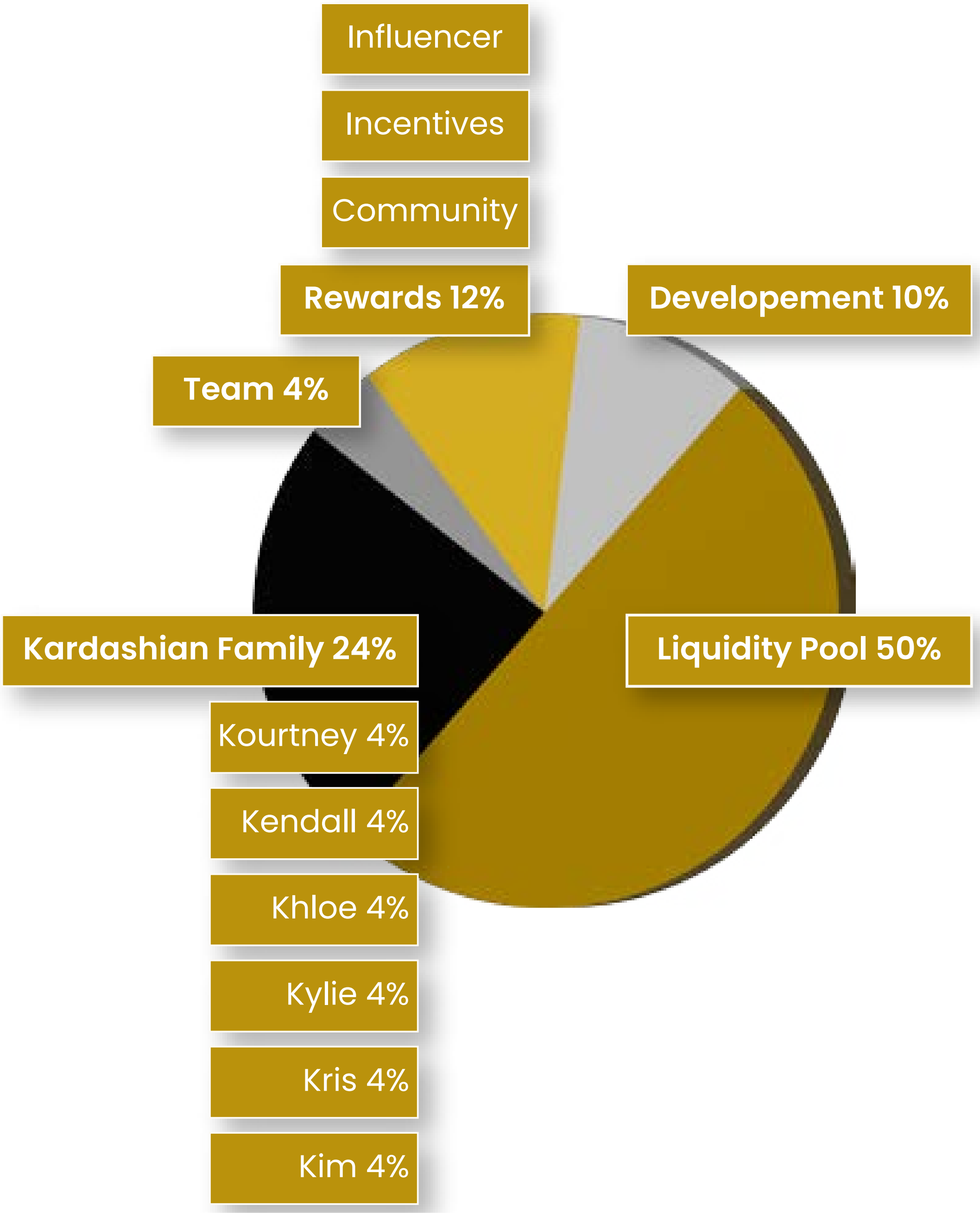
Since token sales occur via a liquidity pool (LP) on a DEX, there are no direct proceeds. To fund the project, the 10% reserve will be used strategically.

- 30% of funds from controlled token sales will support marketing.
- 40% will cover listings on DEX and potential CEX platforms.
- 25% will go toward operational costs for ecosystem growth.
- 5% is reserved for legal expenses to ensure regulatory compliance.

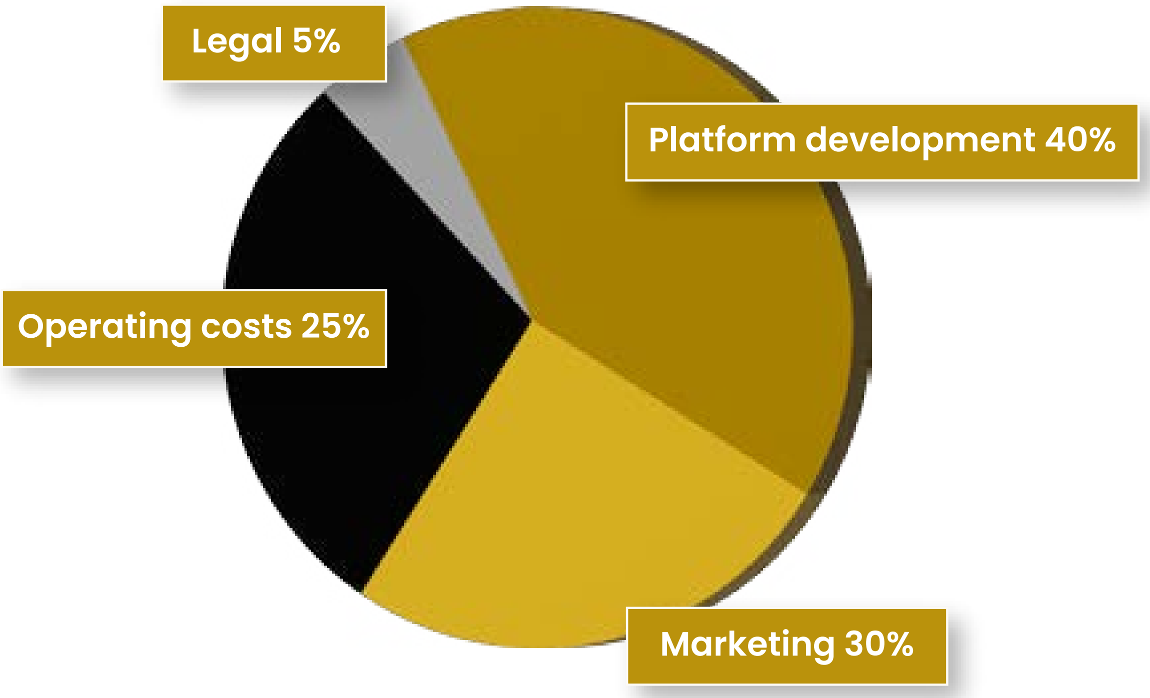
The strategic sale of these tokens will be executed gradually and in a controlled manner to maintain price stability for KARD.

Sales will be conducted in small tranches, considering market conditions to avoid volatility.

Here is the token supply, allocation, and funding for the KARD Utility Token



Graph: Token sale distribution of KARDASHIANSCOIN



Graph: Funds distribution of KARDASHIANSCOIN

ROADMAP

Q4 2028
Final platform launch with full functionality & official approval

Q3 2028
Integration of the platform into the existing Kardashian online shop structure, enabling KARD tokens for payments and exclusive features

Q2 2028
Beta phase for selected users & initial platform testing

Q1 2028
Start of the development phase for the social media platform with integrated community and marketplace functionalities

Q4 2027
First assessment of potential CEX listings, if market conditions are favorable

Q3 2027
Strategic token sales from reserved holdings (10%) & team allocations (16%) to fund development and expansion

Q2 2027
Introduction of NFT collections & digital assets to be used within the KardashiansCoin ecosystem

Q1 2027
Continued marketing and expansion strategy to maximize market penetration

Q4 2026
First evaluations & strategic token sales to finance upcoming development phases
Q3 2025
Expansion of DEX listings & strategic partnerships within the Solana ecosystem

Q2 2026
Bounty programs to activate community participation (social media promotions, translations, security bug bounties)

MARCH – DECEMBER 2025
Launch of large-scale marketing campaigns & influencer partnerships

END OF OCTOBER 2025
KARD Token Listing on a DEX (Raydium/Serum) and Liquidity Pool (LP) creation

END OF OCTOBER 2025
Finalization of the website & social media channels (Twitter/X, Telegram, Discord, Reddit, Instagram)

ALREADY COMPLETED
KARD Token Deployment on the Solana Blockchain (Token created & registered)

DEDICATED TO THE KARDASHIAN FAMILY






RISKS AND CONCERNS

RISKS OF EXTERNAL ATTACK

Unfortunately, scammers are very creative and inventive in their attempts to hack online websites of all kinds. Hackers are focused on finding and exploiting potential weaknesses. Attacks also extend to the open source algorithms of smart contracts, which is why we must consider the risk of attempted hacking of our platform.

RISKS OF GETTING WIDESPREAD ADOPTION

We warn you that we do not guarantee that the project will achieve widespread adoption and will become the one-stop place for the community of the Kardashian family or any other celebrity.

REGULATORY RISKS OF BLOCKCHAIN INDUSTRY

The blockchain industry is in the initial stage of its regulation. Governments of countries are in the process of studying blockchain technology, and some countries impose restrictions (for example, the United States, China, South Korea). New laws that might come into force in the future could significantly affect the activities of blockchain projects, including Kardashianscoin. We warn you that such laws can significantly limit and even stop the project activity, we are not responsible for the negative consequences associated with the possible regulation of the industry in the future.

FINANCIAL RISKS

Contributions in cryptocurrency projects carry a big risk. KARD tokens, like any other cryptocurrency, are subject to strong fluctuations and may decrease in value significantly. We are not responsible for any fluctuations in the value of the token on exchanges. We do not guarantee that there will be an opportunity to exchange KARD tokens for fiat. KARD tokens can be used only on the Kardashianscoin platform, they do not grant you the right of voting or ownership in the Kardashianscoin project. The Kardashianscoin project does not guarantee any income, you can incur significant losses.