



PHUCK (\$PHUCK)

WHITEPAPER 2.0

What is PHUCKS?

PHUCKS is a digital brand token aimed at promoting values of anti-establishment, dank humor, and a good time. Our online store sells products like clothing, phone cases, and other accessories, and our customers can earn PHUCKS as a reward for their purchase. We strive to grow this brand by having giveaways, sponsorships, and entering the mobile gaming arena. Unlike a meme coin, a brand token is a cryptocurrency with a purpose of driving its value by engaging the community that supports the ecosystem by building real use cases of the crypto token, such as earning PHUCKS with our online store and our upcoming mobile app game development.

Our Plan & Use Case



PHUCK T-Shirts available at givephuck.com

PHUCK Token's value is dependent on two factors. The first factor is the popularity of the token. Shiba Inu, Doge, and many other meme coin's values are based on popularity, but once their popularity fades, so does the value of the coin. PHUCK aims to avoid this popularity fade by introducing use cases. The second factor is the use case of our token. One example of our use case is to allow the token be used by online merchants as a form of payment, so people can pay with PHUCKS. In addition, rewards platforms such as loyalty points and VIP bonuses for token holders will ensure brand loyalty, price stability, and growth.

Notice how Playboy, Virgin, Chanel, Dolce & Gabana, and many long-lasting brands have continued to be popular. They're constantly evolving by creating fresh products to remain relevant with new generations. The prime example of a business model we'd like to follow is Virgin founded by Richard Branson. The Virgin Brand began as a music label, then expanded to airlines, mobile phones, soft drinks, health, engineering, and space. Virgin's brand is worth billions, and their main revenue drive is brand licensing. We intend to use our token in the same way by working with companies to increase use case.

PHUCKS Road Map

May 2021	Presale at justswap.io .
June 2021	Listed on Vindax exchange (PHUCK/USDT). PHUCK brand store goes live.
July 2021	First version of mobile app is released on Google Play Store. Begin pre-registration for merchants to accept our token at their stores. First online game is released.
August 2021	First merchants accepting PHUCKS at their online stores are announced. Second exchange listing is announced.
September 2021	Fall/winter product lineup is announced
October 2021	PHUCKWEEN Party in NYC.

2022

More partnerships and brand awareness will be announced