



MOONRAISE

WhitePaper 1.1

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Introduction

MoonRaise is a platform to support crowdfunding for cryptocurrency projects, and an information channel to help investors access accurate information of projects, issue first-time tokens to investors.

Main functions

Launchpad: Issue first-time tokens to investors on many ecosystems such as BinanceSmartChain, Ethereum, Polkadot, Solana, InternetComputer, Near, Mina, and other new ecosystems

Community Investing: MoonRaise will provide information on projects that need funding. Investors can invest in projects they like for a period of time and get the profits that the project commits to.

MoonRaise Fund: an investment fund managed by MoonRaise Foundation that uses 18% of MRT tokens to invest in supporting startup projects, profits will be used to buyback MRT tokens

MoonRaise's goal is to connect early investors with potential projects, investors will have access to official project information in the most public and transparent way, investment opportunities with many projects on many different ecosystems, startup projects easily access capital from the investment community

Product Roadmap

Q2 - Q3/2021

- Seed Sale Round

Q4/2021 - Q1/2022

- Release website
- Airdrop, whitelist registration event
- Private Sale Round
- Presale Round
- Listing on dex
- Launchpad is available on Binance Smart Chain

Q1- Q2/2022

- The listing first project on MoonRaise
- Support projects on Solana, Near, InternetComputer,...etc.

Q3/2022

- Release Community Investing

Q4/2022

- Release MoonRaise Fund

2023 - 2027

- Develop into a decentralized autonomous organization (DAO)

After 2027

- MoonRaise becomes the DAO

Features

Launchpad

Projects will have to submit dossiers to MoonRaise, dossiers will be censored in two ways: MoonRaise Foundation Council or Community Council

MoonRaise Foundation Council: censorship board of MoonRaise or 3rd parties authorized by MoonRaise.

Community Council: community-censored board - MRT token holders will have the right to vote for the project they deem worthy

After submitting the application and passing the project appraisal round, you can IDO on MoonRaise.

Community Investing

Projects in Community Investing will have to commit profit when investing in the project for a period of time, investors staking their MRT tokens into the projects as a committed investment during that time. The project has the full right to use this amount of MRT tokens as capital to use in their projects.

After the commitment period, the project will return tokens and profits to investors. The risk of this form can be that the investment is lost because the project is failed, but in return, the profit of the project could be very huge.

MoonRaise will only be the one to connect and provide project information, deciding to invest in a certain project is your right, MoonRaise will not be responsible.

MoonRaise Fund

The investment fund managed by MoonRaise Foundation Investment Fund accounts for 18% of the total MRT token supply - equivalent to 18,000,000 tokens that will be used by the team to invest in potential projects listed on the launchpad. Profits from investing in these projects will be used to buy back MRT tokens to increase the value of MRT tokens in the long term and support investment in potential projects launched on MoonRaise.

The number of funds disbursed for investment by MoonRaise Fund will be limited to no more than 2,000,000 tokens annually to ensure a partial reduction of possible risks.

Before 2027 - when MoonRaise has not become a Dao, MoonRaise Foundation will be the manager of this fund. After 2027, all funds will be assigned to the community to manage by the DAO method.

Staking

Staking is a way for you to both profits from locking MRT and also a way for you to increase your tier in Launchpad. There will be IDOs only for high-ranked staking users.

Staking on MoonRaise

You can use MRT or LP MRT-BUSD to stake. When staking, you will receive 1 amount of sMRT proportional to the number of stakes and time. sMRT will represent your voice, is the basis for tier calculation, in the future it will also be the basis for voting when MoonRaise moves completely to DAO

The formula will be calculated as follows

- with stake **MRT**

$$\text{sMRT} = \frac{\text{Amount MRT} \times \text{Period time (days)}}{365 \text{ days}}$$

- with stake LP **MRT-BUSD**

$$\text{sMRT} = \frac{\text{Amount LP} \times \text{Period time (days)}}{365 \text{ days}} \times \text{ratio of Lp}$$

The maximum Period time is 2 years (730 days)

The minimum Period time is 8 days

Currently, the Ratio of LP is 4 times but may be adjusted by us due to LP value change

When it comes to stake maturity, you can withdraw your assets, you will receive a reward attached. If after the due date, you still continue to stake, the stake will still be calculated interest according to the previous formula. In case you want to withdraw your assets earlier than the due date: you will not receive interest, and you must wait at least 7 days after staking to be able to withdraw your assets to your wallet.

You will get back the entire amount of tokens you staked after the end of the staking cycle. Besides, you will also receive a profit from staking. Profit will be calculated according to your sMRT

Launchpad in MoonRaise

Form of IDO

Before the list of projects, they will choose the form they want to IDO Launchpad in three forms of sale: **Whitelist**, **Fair**, or **Allocation**

The IDO price of each project will be decided by each project and can be paid with stable coins such as USDT, USDC, BUSD, UST,... or MRT.

Whitelist Sale

The condition to participate in that you must participate in Staking MRT, the minimum requirement is that you must have a rank of Mercury or higher.

| Tier | Total amount sMRT Stake | Benefits |
|---------|-------------------------------|-------------------------------------------|
| Mercury | 100 <= your sMRT < 1,000 | 1 lottery ticket |
| Venus | 1,000 < your sMRT < 5,000 | 12 lottery tickets |
| Earth | 5,000 <= your sMRT < 50,000 | 100 lottery tickets |
| Mars | 50,000 <= your sMRT < 100,000 | 200 tickets + 1 slot to join any project |
| Moon | 100,000 <= your sMRT | 300 tickets + 3 slots to join any project |

Each ticket will be a chance to participate in IDO, the more tickets you own, the higher your chances of winning IDO will be.

Fair Sale

Each participant will have to hold a minimum of 100 MRT to be eligible to participate in IDO.

Allocation Sale

The number of tokens purchased at IDO will depend on the weight of the percentage of the person's MRT tokens staked in the launchpad pool.

The larger your percentage of the pool, the larger your IDO purchases will be.

General Procedure

1. The project submits documents to MoonRaise's censorship board.
2. If approved, the project will be launched on MoonRaise.

3. The project transfers tokens to MoonRaise and assigns the right to distribute tokens to MoonRaise.
4. Participating users buy IDO.
5. MoonRaise distributes the project's tokens to users according to the announced IDO contract.
6. MoonRaise transferred the money from selling IDO to the project.

Process in IDO

Each IDO form will have another process

Whitelist Sale

1. Introduction
Introduce the project and provide information related to the project's IDO
2. Preparation
Participants must stake MRT during the period before the IDO and must meet the minimum staking tier required by the project. The higher the rank, the greater the chance to be in whitelist
3. Registration
Participants confirm registration to join the whitelist
4. Whitelist
The whitelist will be announced for the selected ones
5. Sale
The sale takes place, people on the whitelist will be able to pay
6. Distribution
Tokens will be ready to be allocated according to the given project's allocation schedule

Fair Sale

1. Introduction
Introduce the project and provide information related to the project's IDO
2. Preparation
Participants should prepare at least 100 MRT in their wallets. When the sale takes place, only participants with a balance of MRT in their wallet at least 100 MRT are eligible to participate in the sale
3. Sale
The sale takes place, only participants who hold at least 100 MRT can participate, the sale is organized in the form of FCFS
4. Distribution
Tokens will be ready to be allocated according to the given project's allocation schedule

Allocation Sale

1. Introduction
Introduce the project and provide information related to the project's IDO
2. Preparation

Participants need to lock MRT to the IDO pool during preparation time. % of the user's MRT lock will be equivalent to the number of tokens that the participant can buy from the IDO. After the IDO sale is done, the participant can withdraw their locked MRT

3. Sale

The sale takes place, participants will be entitled to buy IDO according to the % allocation they have committed in MRT in the Preparation step

4. Distribution

Tokens will be ready to be allocated according to the given project's allocation schedule

Tokenomic

Token information

Token Name: MoonRaise Token

Symbol: MRT

Decimals: 18

Total supply: 100,000,000 MRT

Initial Blockchain: Binance Smart Chain

Initial Token Standard: BEP-20

MRT is the project's governance token, investors need to hold MRT tokens to participate in launchpad projects on MoonRaise.

Benefits of **MRT** token holders:

- Hold tokens to participate in **IDO** of projects.
- Join staking to receive rewards from MoonRaise.
- Participate in voting for projects launched on the platform.
- Participate in proposals for changes that improve the platform.
- After 2027, the token holders will be the owners of the project in all decisions.

Token distribution

Team: 16%

- 100% locked for 6 months, 5% unlock each month thereafter

Seedsale: 4%

- 5% unlocked each month from the listing date.

Private sale: 5%

- Fully unlocked after 20 days from the add-liquidity date (exchange listing)

Presale: 6%

- Fully unlocked after 10 days from the add-liquidity date (exchange listing)

Liquidity: 10%

- Unlocked after 36 months

Marketing: 10%

- 5% unlocked each month from the listing date listing

Reward on Staking: 20%

- 1.5% unlocked each month

Ecosystem Development: 10%

- 2% unlocked each month from the listing date

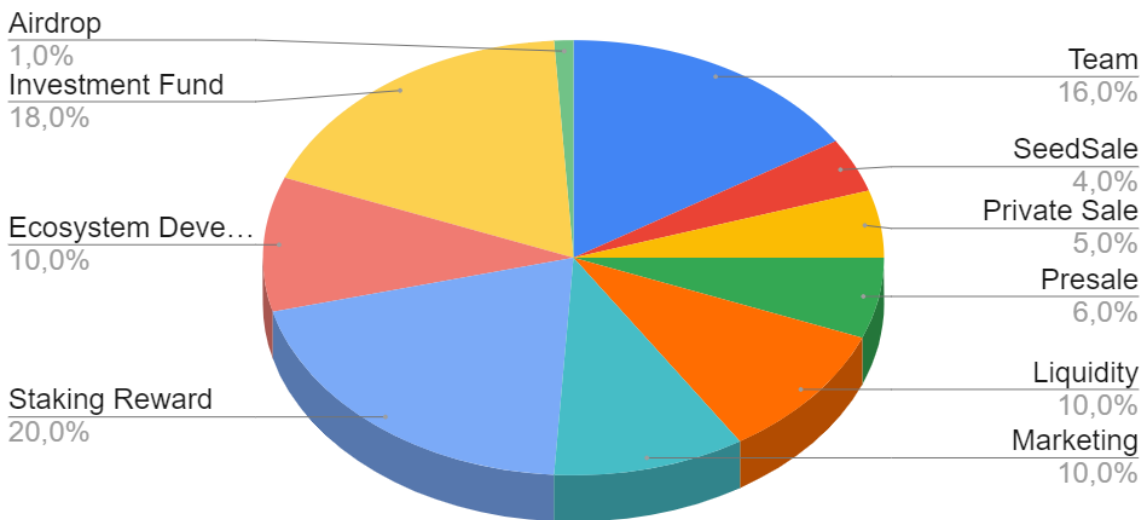
Investment Fund: 18%

- 100% locked for 12 months, fully unlocked thereafter, managed by MoonRaise Foundation

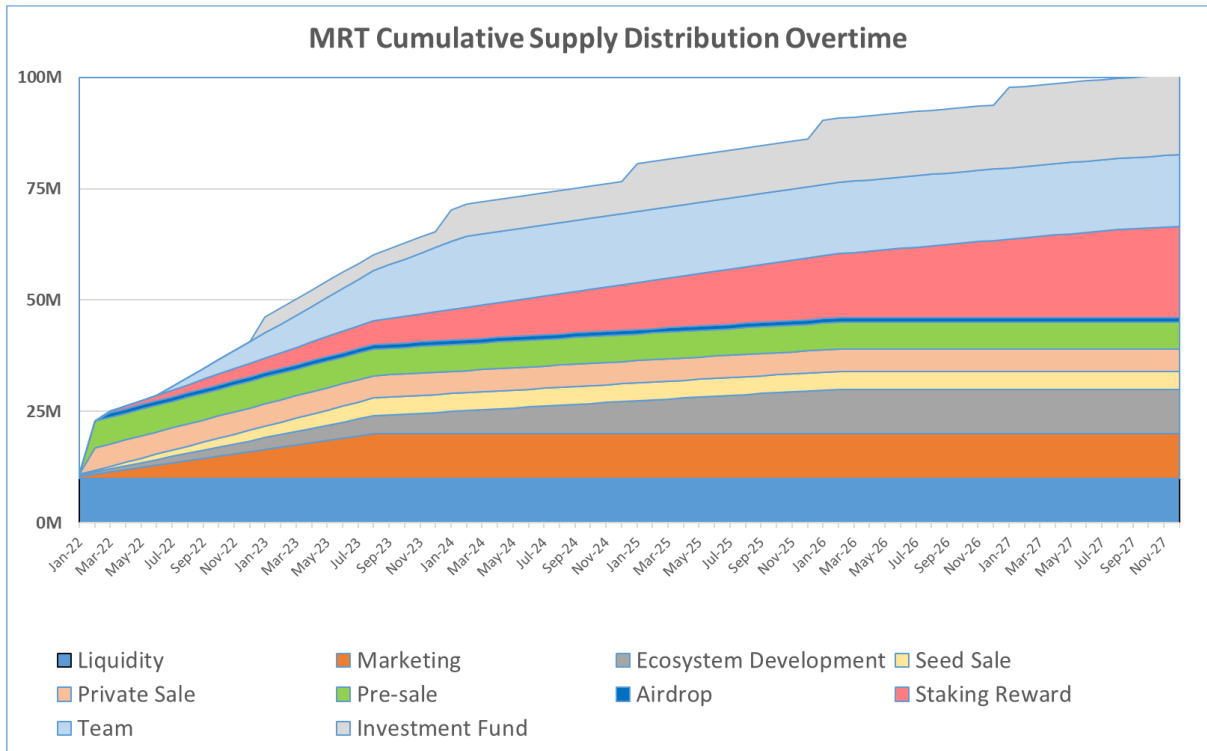
Airdrop: 1%

- Fully unlocked

Total Supply 100,000,000 MRT



Circulating supply over time



MoonRaise Foundation

Includes developers with years of experience in building and developing blockchain products from all over the world, however, we do not wish to reveal our identities. We want to focus on developing MoonRaise into a decentralized fundraising platform for crypto projects, with the desire to help every cryptocurrency project that has the conditions to develop. We will empower the community again when MoonRaise fully becomes DAO.