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CHAPTER 1

Introduction

We are in the process of standardizing and realizing the vision of Web 3.0 to build an emerging Internet paradigm that is free, decentralized, protocol-driven and user-owned for the future.

The decentralized, de-trusting nature of blockchain makes it a key infrastructure for Web 3.0 and a central element in transforming what used to be a data network into a value network. If social networks such as Facebook, Twitter, Tiktok, YouTube and Instagram are the key innovations of Web 2.0, then SocialFi will become the underlying logic of the entire social value network as we enter the Web 3.0 era.

In the past, the Internet tycoons used social networks to infiltrate every user's daily life, using information as a media and the Internet as a means of communication to extract every drop of surplus value from the general public. Users were only able to contribute their personal privacy in exchange for free services, and this personal privacy eventually became the basic unit of value exchange under the flood of big data. E-commerce platforms, video platforms, and Fin-Tech platforms are all making extensive use of this meta-identity data as a base asset for richer long-term gains.

In the Web 3.0 era, whether it's the metaverse as a foundation for every digital citizen to have their own identity, or the DAO that allows for a fairer, more efficient and decentralized form of organizational structure, or SocialFi as a way to make every social interaction and communication profitable, all of these are essentially changing the path of the world, truly Code is Law, planning a new world order with the blockchain as the underlying economy.

NeorderDAO is such a decentralized autonomous organization, with the mission of establishing a new order for all digital immigrants in the era of Web 3.0 in socializing, communicating and advertising, returning the value achievement of peer-to-peer and node communication that should belong to all Internet users, allowing users to enjoy the traffic dividends created by themselves, and owning the brand new world transformed and built by the hands of all creative people. NeorderDAO will issue the identity and governance Token, N3DR, and capture the value created by the mass communication of this social experiment.

CHAPTER 2

PROJECT HIGHLIGHTS

2.1 The First FOMOTrading Jackpot System

The life of the blockchain lies in innovation, and the appeal of the blockchain comes from trading. The traditional trading market is not accessible to all due to geographical, trading variety, cultural and legal factors. Blockchain, however, has created a convenient marketplace with 24/7 access, simple verification and top-up transactions. Swap technology has made decentralized exchanges possible, which has never existed in the history of finance.

However, we also see that blockchain trading is characterized by high risk, high return and a huge drop in liquidity along with the transition between bull and bear markets. Solving the liquidity problem is a high priority for all projects to think about. Therefore, NeorderDAO has made a breakthrough innovation in this regard and designed the FOMO Trading jackpot system with the aim of solving the problem of the relationship between the price and value anchoring of blockchain project passes and the lack of liquidity in the early stage.

NeorderDAO takes 30% commission, Communication rewards which not meeting the target section and price protection mechanism these 3 parts put them into two jackpots: the FO pool and the MO pool. Each jackpot is set with a relatively fixed prize cap that dynamically adjusts with the project stage, with the following prize conditions.

There are two conditions for the jackpot to be pay out, any of the middle ones will be met. The MO pool continues to roll over into the next prize draw and is automatically converted into the FO pool.

Jackpot condition 1: No buy-in for 60 minutes.

Jackpot condition 2: When the MO pool reaches the prize limit.

Winning conditions:

1) For the last ten DAO members with a buy-in greater than or equal to 1000 USDT before the jackpot draw, the address with the largest buy-in receives 50% of the jackpot, the next largest buy-in receives 10% and the other eight trading addresses each receive 5%.

2) When the buy-in amounts are the same, the last one will be taken in chronological order.

The FOMOTrading jackpot system was originally designed to allow every DAO member to enjoy trading, while increasing the act of trading itself increases the possibility of profitability and also further increases the trading volume of the project, which is guaranteed to all users of the position.

2.2 The Real SocialFi Mining Model

DeFi is as valuable to the blockchain ecosystem as social networking is to Web 2.0. At the same time, driven by the boom in DeFi, such as the contribution of decentralized lending, custodian-free trading, programmable financial derivatives and the automation of financial processes in the sense of technology-based finance and the whole concept of finance, can be compared to the http protocol of the Internet. DeFi gives every user free, equal and undifferentiated access to traditional financial products that used to require various qualifications or financial restrictions. NeorderDAO, as the initiator of the new Web 3.0 order, naturally does not ignore the positive effect of DeFi on product richness and sustainable profitability.

In the era of Web 3.0, SocialFi has DeFi the social economy, where issuers benefit from a direct connection with participants through social tokens. As a part of mass communication, it can gain more revenue through the financialization and pass-through of its own social influence.

The main problems of traditional social media that SocialFi aims to solve:

1) Data rights ownership: Social media platforms collect and store as much legitimate user data as possible through their platform networks and third parties, which is then owned by them. SocialFi wants to use blockchain technology to make the collection of user data transparent and untamperable.

2) Benefit distribution: In general, social media platforms make money by selling advertising based on user traffic. Platforms benefit from greater traffic and engagement in the form of billions in advertising revenue, while users receive only the benefits of using the platform. Many SocialFi projects consider these benefits to be unequal and aim to find ways for users to profit from their social activity.

3) Privacy and security: In traditional social networks, all account registrations require user information such as mobile phone numbers, email addresses etc. This information is stored in the operator's back office and is highly vulnerable to leakage. SocialFi is based on blockchain technology and the anonymity of the user's identity information helps to protect privacy and security.

The current Web 3.0 SocialFi on the market is always limited by the prototype basis of Social network, and does not make a blockchain native attempt, or is rather shallow. And the profitability and ideas are rather homogeneous. Mainstream projects are still using the fan economy or the typical eyeball economy, which has been around since the days of classical economics, as the basis for profitability. Or they are supplemented by Web 2.0 content realization. Such products do not meet the needs of Web 3.0 users for value capture.

Therefore, NeorderDAO not only covers the advantages of all SocialFi products currently available on the market, but also innovatively integrates Defi liquidity mining to provide each DAO member with a mining reward and to develop even richer Defi financial derivative products in the future.

NeorderDAO will contribute 20% of the commission and 32% of N3DR to reward DAO members who add to and stabilize the liquidity pool with fixed staking periods: 7 days, 14 days, 28 days, with exponentially increasing bonus percentages: 10%, 20%, 70%, the longer the lock-in period, the higher the return.

SocialFi is more than just Social+Finance, in the context of the blockchain world it should be more like Social+Defi.

2.3 Unique Communication Reward Mechanism

Based on communication science and the inverse genetic law algorithm reward mechanism makes communication more effective and the revenue more scientific.

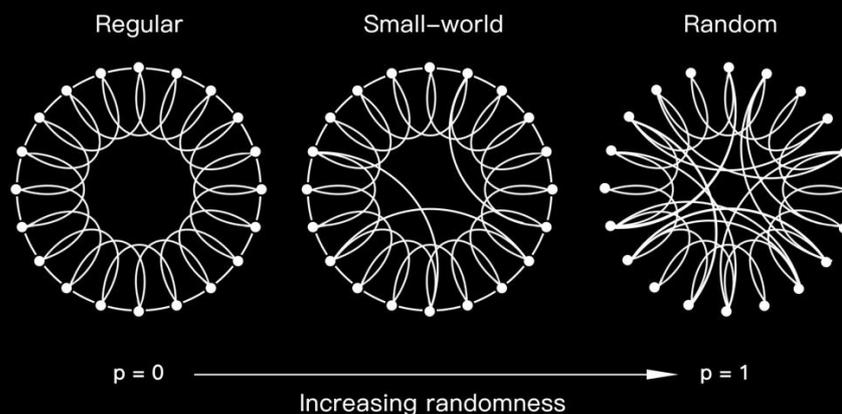
2.3.1 Using communication science as an example.

There are three basic characteristics behind all communication networks: high clustering, uneven degree distribution and a central node structure.

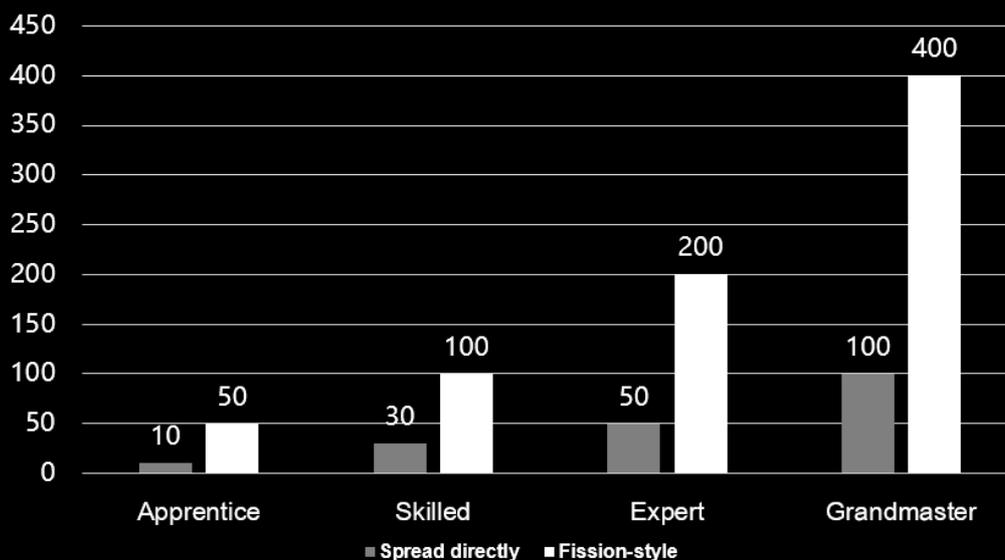
1) High clustering: node A is connected to nodes B and C, and it is possible for nodes B and C to be connected as well (small world networks). Six degrees of separation theory suggests that with six core nodes you can find anyone in the world, including the current US President.

2) Uneven degree distribution: connections between nodes conform to a power law distribution, i.e. 20% of the central nodes connect the other 80% (scale-free networks). For example, more than 80% of the pages on the network have no more than 4 hyperlinks, but less than one ten thousandth of the total number of pages have a very large number of links.

3) Central node: the main channel for the transmission of information and behavior in the network. Node A connects node B and node C. If node B wants to know node C, it needs to go through node A, then node A is the central node.



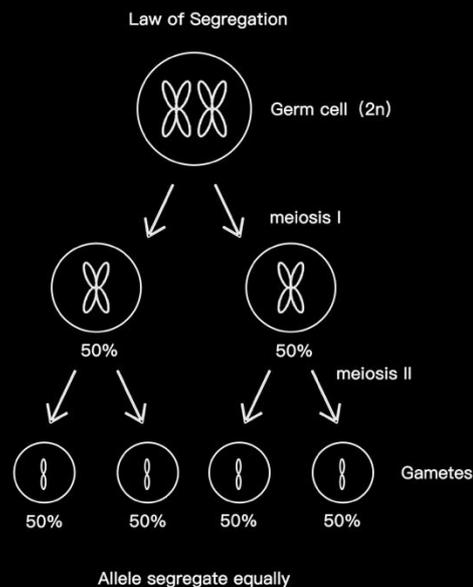
With these 3 core characteristics, we know that the central node has the most connections and will be the most important relay when communication takes place, deserving the most rewards. We call this part of the central node the Grandmaster, his subordinates we call Experts, followed by Skilled and the most basic Apprentice. Each new DAO member will gain Apprentice status by taking a position of 100USDT LP and spreading the idea to directly 10 other new DAO members and 50 in fission-style (fission-style means all communicated persons linearly related to the central node). Every time a new DAO member disseminates a certain number of members and adds 100USDT to the liquidity pool, he/she will automatically move up, Expert needs to disseminate at least 100 members directly and 400 in fission-style to move up to Grandmaster.



2.3.2 Take the laws of heredity as an example.

The laws of heredity are the fundamental laws of biological evolution and inheritance, discovered by Mendel. Two of the most important principles are the principle of dominance and the principle of segregation of traits. In previous communication experiments, we have found that not only is the structure of communication highly similar to that of genetics, but NeorderDAO researchers have also found that the behavioral logic of group activities is most influenced by the initiator, and that different individuals may inherit the linguistic or operational behavioral characteristics of the previous communicator, including communication,

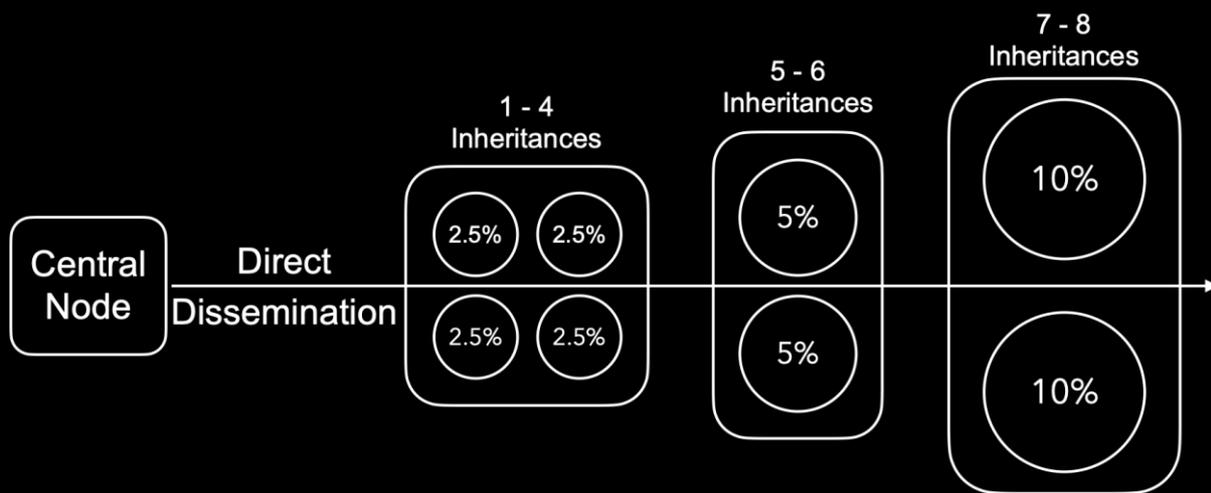
trading, activity time, active platform, investment preferences, etc. Therefore, NeorderDAO believes that there is a need to select genetics as a basis for interdisciplinary experiments in social psychology and behavior. In the law of inheritance, the higher the generation the lower the maternal genetic trait is obtained, NeorderDAO makes an inverse optimization based on this property, the higher the generation the higher the gain.



However, the development of the blockchain is still in its relatively early stages, and a contract to record fissionable dissemination is theoretically feasible, but requires some testing in practice. Therefore, we have made certain simplifications based on the situation:

The NeorderDAO governance Token will use the 40% commission on Each referring DAO member will receive a share of 2.5% for the first 4 inheritances, 5% for 5-6 inheritances, and 10% for 7-8 inheritances. This design encourages the central node to make more positive feedback attempts to disseminate the behavior, the more efficient the dissemination, the higher the revenue.

In the future, we will complete the development of a fission communication contract so that every DAO member can enjoy a constant stream of exponential secondary communication benefits.



CHAPTER 3

TOKENOMICS

Governance Token: N3DR

Total Volume: 100,000,000

20% Whitelist Liquidity

40% Communication Rewards Incentive

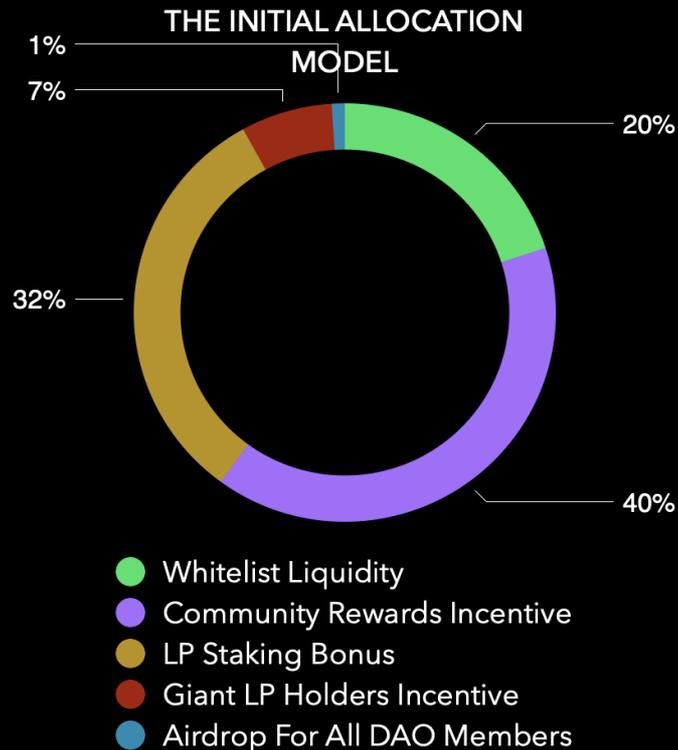
32% LP Staking Bonus

7% Giant LP Holders incentive

1% AirDrop for All DAO Members

3.1 Tokenomics Explanation

NeorderDAO, as a firm practitioner of Web 3.0, will only carry out communication, governance, design of trading mechanisms, development and deployment of smart contracts, and all use of passes will be for better experimental results and community and user experience. All rights will be returned to the DAO organization to operate, NeorderDAO will not release investment rounds, the initiator will not hold the original Token, only early whitelist applications, practicing the true spirit of Web3.0.



3.2 Whitelisting Rules

- Application address: <http://Neorder.io/whitelist>
- Application requirements: Apply on the official website. Each user will be charged an application fee of 1 USDT, which will not be refunded, this move is intended to reduce automated bot registrations which will reduce the chances of genuine DAO contributors winning. Those who do not win will airdrop N3DR as a participation bonus.
- Whitelist Rules: Each whitelist needs to add 200USDT of liquidity to the LP base pool which 100USDT to the USDT pool and 100USDT to the N3DR pool. 199USDT will be added as all applicants have already paid 1USDT. Whitelist winners will be refunded the equivalent amount of LPs added.
- Whitelist LP release rule: 100 days linear release.
- Whitelist LP limit: LPs awarded to whitelist users cannot be traded or transferred, and can only be added to a designated LP pool.
- All final interpretation will be given to NeoderDAO, please refer to the detailed

rules published on the official website.

3.3 Communication Rewards Incentive Bonus Rules and Conditions of Acquisition

40% of the total N3DR token will be used as a communication rewards incentive bonus. According to the past data of the project after the launch, there are two settlement methods: [Weekly Referral Earnings] and [Historical Referral Earnings], and the distribution weight is 8:2.

- **Weekly Referral Earnings:**

Total amount of bonus: 32% 32,000,000 N3DR

Release rules: 260 weekly linear releases, starting from the third week after the project is launched. The released N3DR will be settled from 24:00 on Sunday and will be distributed equally to the revenue account on a 7-day basis. If no one meets the target in the third week after the project is launched, it will be carried over to the fourth week of billing.

Access conditions:

1) DAO members are required to hold an LP pool worth at least 100USDT in the current week and act as a central node to effectively and directly communicate 8 new DAO members, each with at least 100USDT of LP pool, to satisfy the first condition.

2) The recommended LP holding for the week reaches at least the equivalent of 2,000 USDT, to satisfy the second condition.

Distribution method:

Count all addresses that meet the acquisition condition to calculate the total amount of LP increase, and the central nodes that meet the acquisition condition will share the bonus according to the weight of the total amount.

- **Historical Referral Earnings:**

Total amount of bonus: 8% 80,000,000 N3DR

Release rules: 260 weekly linear releases, starting from the third week after the project is launched. The released N3DR will be settled from 24:00 on Sunday and will be distributed equally to the revenue account on a 7-day basis. If there are any unqualified reward Tokens, they will be automatically destroyed by sending it into black hole address.

Access conditions:

1) Referral earnings will be cumulative, according to the central node upgrade system, reach Apprentice can get the qualification of dividends.

Distribution method: Bonus will be paid according to the level:

Level	Communication Directly	Fission-style Communication	Share of Bonus
Grandmaster	100	400	10%
Expert	50	200	20%
Skilled	30	100	30%
Apprentice	10	50	40%
Total	190	750	100%

3.4 LP Staking Bonus Mechanism

- NeorderDAO will award 32% of the N3DR to Token-holding addresses that participate in the staking behavior.
- The staking period is divided into 7 days, 14 days and 28 days, with corresponding return weights of 10%, 20% and 70%.
- Total volume: 32% 32,000,000
- Release rules: 260 weekly linear releases, starting from the third week after the project is launched. The released N3DR will be settled from 24:00 on Sunday and will be distributed equally to the revenue account on a 7-day basis.

3.5 Giant LP Holders Incentive

- NeorderDAO will award 7% of the N3DR to the address of the natural person with the largest position other than in the liquidity pool.
- Total volume: 7% 7,000,000
- Allocation: Awards will be given to the top 100 LP holdings, weighted by the summed total.
- Settlement method: Settlement takes place at 24:00 every Sunday.
- Release rules: 260 weekly linear releases, starting from the third week after the project is launched. The released N3DR will be settled from 24:00 on Sunday and will be distributed equally to the revenue account on a 7-day basis.

3.6 Airdrop for all NeorderDAO members

- NeorderDAO will award 1% of the total N3DRToken to all users who participate in the NeworderDAO contribution.
- Total volume: 1% 1,000,000
- For detailed rule of the events, please refer to the official website posted.

3.7 Commission Fee Empowerment System

- NeorderDAO will charge a 10% trading slippage as commission for each transfer/transaction that takes place.
- The rules for the allocation of the handling fee are as follows:

Function	Percentage	Explanation
1. Destruction	10%	Automatic crediting to Black Hole address
2. Referral bonus	40%	As a referral bonus for the central node
3. LP staking bonus	20%	Bonus for LP staking

4. FOMO pool	30%	Accumulation of FOMO pool
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- Detailed Explanation:

1) 10% of the commission will be credited directly to the Black Hole address for destruction.

2) 40% of the commission will be rewarded according to the NeorderDAO central node incentive rules. This referral is a node referral, which refers to the communication relationship confirmed by transfer within the node connection. Example: If there are three persons a, b and c, a recommends b and b recommends c, then b is a level 1 node of a, c is a level 2 node of a, c is a level 1 node of b, and a is called the central node.

- Incentive rules:

Nodes Levels	1	2	3	4	5	6	7	8
Rewards	2.5%	5%	7.5%	10%	15%	20%	30%	40%

- Incentive cap: for 40%.

- Conditions for obtaining :

1st) A central node needs to be established, e.g. if A transfers at least one N3DR to B, then B is the central node of A.

2nd) Requires holding a pool of LPs of at least 100 USDT, automatically disqualifying the reward when the LPs are removed.

3rd) Each DAO member who is disseminated by the central node forms at least 100USDT of LPs.

Note: Assuming there are no central node rewards, or if there are not enough rewards, the remaining referral rewards will flow into the FOMO jackpot.

3) A 20% commission will be applied to the LP staking bonus reward. This will go

into the LP bonus pool. The staking period and bonus rules are the same as the LP bonus mechanism.

Staking period	7 days	14 days	28 days
Gain weighting	10%	20%	70%

Settlement is at 24:00 daily and is weighted according to the number of staking participated in.

4) The 30% commission will be minted into two bonus pools: the FO pool and the MO pool. Each pool is set with a bonus cap that is dynamically adjusted with the stage of the project but is relatively reasonable.

- **Jackpot Condition:**

There are two conditions for the prize to be drawn, either one of which will be met. Draw and only draw the FO pool prize, the MO pool continues to roll over to the next draw and automatically converts to the FO pool.

Jackpot Condition 1: No buy-in for 60 minutes.

Jackpot condition 2: When the MO pool reaches the top line of the prize.

- **Winning conditions:**

1st) For the last ten DAO members with a transaction amount greater than or equal to 1000 USDT before the draw, the address with the largest buy-in will receive 50% of the jackpot, the next largest buy-in will receive 10% and the other eight trading addresses will each receive 5%.

2nd) When the buy-in is the same, the winner will be the last buy-in in chronological order.

3.8 Other Mechanisms

1. Price Protection Mechanism

In order to protect prices from artificially irrational sales, NeorderDAO will select

the daily 24:00 price as the foundation price, and each transaction will take the previous price at the time of the transaction as the reference price. If the reference price is 20% lower than the foundation price, a 5% commission will be automatically charged for the current transaction. The excess will be automatically credited to the FOMO pool.

2. Trading Frequency Limit

To prevent cheating by trading robots competing for the jackpot, it takes 60 minutes after each buy to sell.

CHAPTER 4

DAO GOVERNANCE MECHANISM

In the past, there was a gap between traditional business operations and blockchain startups in terms of transferring from a centralized to a decentralized management approach. DAO brings a new trust mechanism that abstracts the decentralized operations of a business into three parts: decision management, execution and entitlement. Through the DAO organization, the decentralization of decision management is ensured; through the DAO-derived governance tokens, the decentralization of rights and interests is ensured.

For business specific execution considerations, in the long term, DAO organizations will be able to gradually derive more subdivided and more efficient transaction processing within the established benign framework. However, we cannot assume that DAO organizations can solve all problems at the outset. On this basis, we hope that DAOs will always have the power to exert long-term influence in a way that is responsible for the community and the crypto passwords they hold. To balance efficiency and fairness, NeorderDAO will use a committee mechanism.

At the executive level, a range of NeorderDAO's work will be run by a professional committee to increase the efficiency of implementation. The work of the committees will be directly accountable to the DAO organization and will be monitored and managed by the DAO.

In such a system, the core work of the DAO is collective decision making, committee monitoring and management based on copyrights. Decision-making matters include, but are not limited to, the design and implementation of new dissemination experiments, the appointment, removal and functional revision of

committee members, and decisions on the development of Web 3.0 or metaverse applications.

Ideally, the committee functions would gradually overlap to the DAO, and the DAO organization could redistribute the DAO and committee functions as appropriate. Today, we do not know for the moment how the final shape of efficient execution of specific matters by DAOs will manifest itself, but in the foreseeable future, automated execution and DID-based allocation of functions is the scenario to be expected.

4.1 The Committee

The Committee will be composed of 12 Knights of the Round Table. Each knight will have his or her own function and major. But the common goal is to implement and complete the great experiment of Web 3.0 and to create a new order.

1. Sir Lancelot	In charge of the strategy development based on project developments and trends
2. Sir Gawaine	In charge of data collection and monitoring of the DAO dissemination experiment
3. Sir Geraint	In charge of the technical development
4. Sir Gareth	In charge of the community management
5. Sir Galahad	In charge of organizing and planning the next election of the DAO
6. Sir Gaheris	In charge of the DAO's legal counsel and risk control
7. Sir Bors de Ganis	In charge of all marketing and visuals for the DAO
8. Sir Bedivere	In charge of the monitoring and adjustment of the DAO's liquidity pool
9. Sir Kay	In charge of the institutional refinement of the DAO

10. Sir Lamorak	In charge of the external cooperation
11. Sir Percivale	In charge of the year-end audit of the DAO
12. Sir Tristan	In charge of the DAO's social media

4.2 Implementation of the Committee

- Each DAO member will have the opportunity to stand for election to the committee and voting will be done using N3DR.
- Early on the committee will refine the rules of governance and introduce a governance formula called the GoldenOrder.
- All work of the committee will be made public to the community in the form of weekly reports.
- Rules for committee appointments, revocations, etc. will be publicized subsequently.

CHAPTER 5

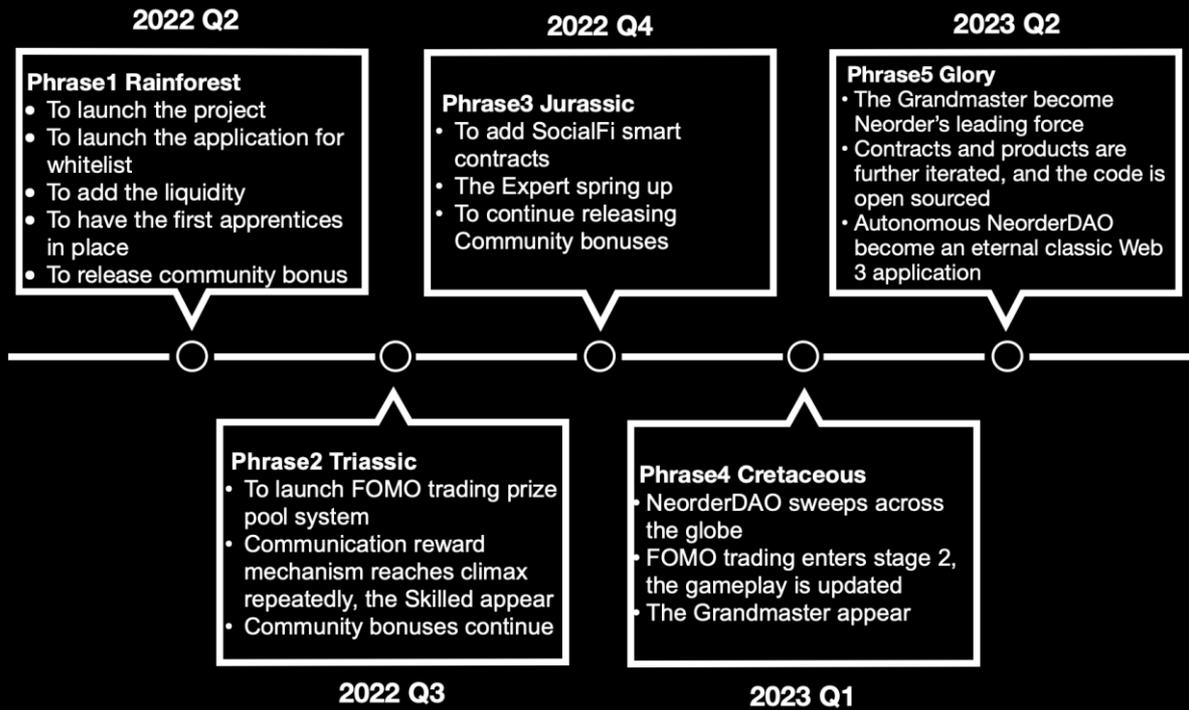
NEORDERDAO ROADMAP AND VISION

After NeorderDAO has completed its basic dissemination experiments, all traffic usage and development will be returned to the DAO organization. But until then, there are the following routes which are sincerely recommended by the founding team for reference:

1. The emergence of Web 3.0 has its own unique historical background and the underlying logic from a philosophical perspective of its existence and development is very clear, but little articulated in mainstream academia. Each member of NeorderDAO should explore and document its possible final form of expression.
2. SocialFi is product-oriented, and DAO organizations should launch SocialFi applications with appropriate functionality at the appropriate time, the specific form of the application should be discussed and designed by the community.
3. N3DR captures the value of communication, the value of identity still needs to be reflected in a new design, and in the current situation, NFT is the best solution.
4. After the digital identity becomes popular, the construction and creation of a meta-universe should be the core goal. All attempts at abstraction and figuration are adding new boundaries to the industry. Bridging physical and virtual assets will be the new proposition of the next decade. The real world lacks imagination and the virtual world has no voice, this is our opportunity.
5. Brain-computer interfaces will be the ultimate solution for the meta-universe and the top research direction for multidisciplinary collaboration, exploring inwards

may set the clouds on fire.

- Where there are people, there is order, and when technology changes, so will order. In a post-modern system where discourse is power and communication is building a new order, NeorderDAO is forever working to reclaim the discourse that belongs to each and every one of its members, and thus recover all the rights that have been violated and betrayed..



CHAPTER 6

LEGAL STATEMENT

6.1 Risk Warning

- I. The attitude and policies of major countries in the world regarding blockchain and crypto pass-through platforms are still unclear and there is a possibility of loss to holders due to policy reasons.
- II. There are currently many projects in the blockchain technology space and competition is fierce, and there is very strong market competition. The Foundation is fully committed to ensuring that the NeorderDAO project continues to grow and flourish, but we cannot guarantee success.
- III. The NeorderDAO Foundation will spare no effort to achieve the goals set out in the white paper. However, due to various uncertainties, we reserve the right to make adjustments to the description of the white paper. We are not obliged to inform you of any changes to the contents of the white paper. The NeorderDAO Foundation has no obligation to inform the participants of any changes to the content of the white paper.
- IV. The NeorderDAO Foundation cannot fully ensure the smooth implementation of all technologies, and all technology projects are subject to the possibility of user loss due to blackmail or code vulnerabilities.
- V. In addition to the risks mentioned above, as crypto currencies are still a new field, there may be various risks that we have not mentioned or have not yet foreseen.
- VI. The laws and regulations governing crypto currencies and blockchain vary from country to country. The NeorderDAO Foundation does not intend to induce

participants to violate the laws and regulations of any country or region.

6.2 Disclaimers

- I. Copyright: This document is the copyright of the NeorderDAO Foundation, all rights reserved.
- II. Disclaimer: In order to promote the NeorderDAO project, the Foundation will continue to improve the existing technical and organizational structure in the light of the latest technological developments.