



# ἔγκίρκεδ

An integrated ecosystem for the crypto community

Encircled is a one-stop location for safely launching new projects, connecting with the crypto community, learning, and earning through profit share & passive income

# TABLE OF CONTENTS



EXECUTIVE SUMMARY.....	3
WHAT'S THE PROBLEM?.....	4
INTRODUCING ENCIRCLED.....	8
ENCIRCLED'S UNIQUE VALUE PROPOSITION.....	10
ENCIRCLED CONNECT.....	11
ENCIRCLED LAUNCH.....	15
ENCIRCLED LEARN.....	22
ADDITIONAL PRODUCTS AND SERVICES.....	25
FUTURE PLANS.....	27
THE ENCIRCLED ECOSYSTEM FOR THE CRYPTO COMMUNITY.....	28
THE COMPETITIVE LANDSCAPE.....	29
THE ENCIRCLED BUSINESS MODEL.....	31
TOKENOMICS.....	35
ENCIRCLED ROADMAP.....	36
TEAM.....	37
CONCLUSION.....	40
LEGAL.....	41

# EXECUTIVE SUMMARY



Encircled aims to solve four problems faced by crypto entrepreneurs and investors:

- Security risk
- Raising finance
- Launching new projects
- Trust between entrepreneurs, investors, and other partners

Encircled will do this by establishing a safe, one-stop location for launching new projects and connecting with the entire crypto community, including investors, developers, and project creators. New users will learn, brainstorm new ideas, find team members, build teams, and connect with investors. VCs & private investor groups will identify creators at their early stages and connect with them.

Encircled will focus on building TRUST and verifying and giving credibility to projects and teams.

There are three core products, all designed specifically for the crypto community:

- Encircled Connect, a social networking platform
- Encircled Launch, a platform for launching new coins and crypto projects
- Encircled Learn, an educational platform

They will be backed up by additional services, including vetting of external projects, marketing services for projects launching on the Encircled platform, apparel to create a sense of community, and investment pools and staking protocols to encourage holding of the native \$ENCIRCLED and provide opportunities for profit-sharing and passive income.

Encircled's unique value proposition is that although many of these services are available, no-one else has designed and integrated them specifically for the crypto community and provided a holistic ecosystem to meet their needs.

The business model rests on profit-sharing, which provides opportunities for significant passive income for holders of the \$ENCIRCLED token. Revenue comes from subscriptions and separate charges for stand-alone services – all in BUSD or in staked \$ENCIRCLED.

Encircled is led by an experienced team and a group of external advisors. Most operational tasks will be outsourced to third parties.

Encircled intends to hold seed and private sales, and an IDO to raise sufficient capital to deliver the items on the roadmap.

An integrated ecosystem for the crypto community

# WHAT'S THE PROBLEM?



Cryptocurrencies are becoming more mainstream. As simple examples,

- The price of bitcoin is routinely reported with the price of major global currencies
- The Dow Jones S&P has several indices to track the performance of major cryptos
- Visa and PayPal customers can swap between fiat and cryptocurrencies to make payments to millions of global merchants

According to Investopedia, there are over 18,000 cryptocurrencies in existence as of March 2022. Many have little or no following, while others have dedicated communities of backers and investors.

Getting new crypto projects noticed, successfully launched, and sustained can be challenging for investors, founders, and developers.

## Encircled aims to solve four of these challenges

Security risks  
Raising finance  
Launching new projects  
Trust issues

### Security Risks

In general, security expertise isn't keeping up with the growth in demand for cryptocurrencies.

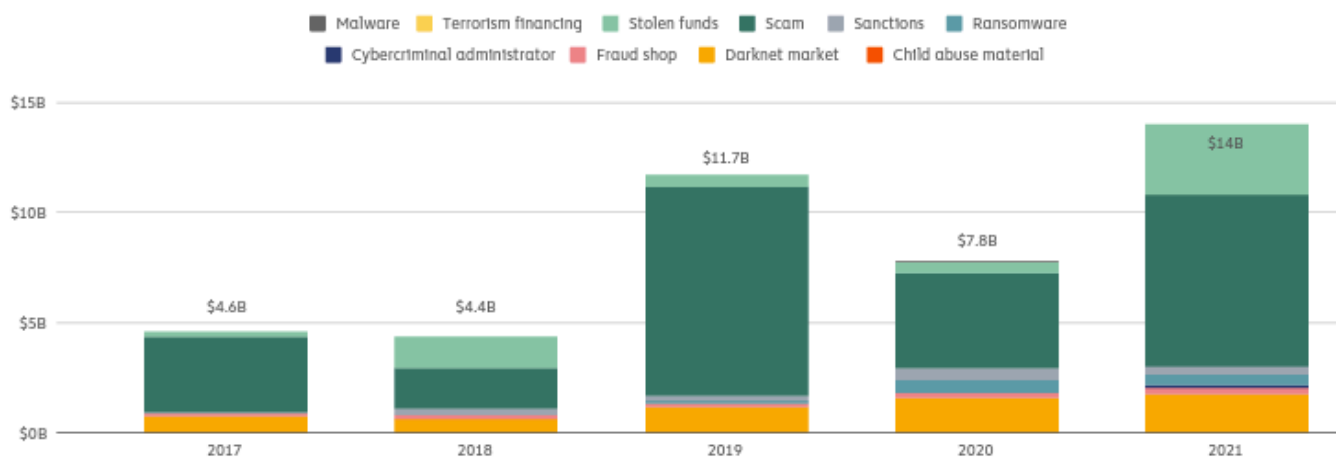
The estimate is that 92% of blockchain projects have failed, with one of the main reasons given as lack of cyber hygiene - practices to ensure the safe handling of data and to secure networks.

Large amounts of cryptos can be lost. For example, in March 2022, 173,600 ether tokens and 25.5 million USD coins—worth nearly \$620 million on the day - were stolen from the Ronin platform.

Losses can result from ransomware, extortion, and from artificial intelligence bots scouring the internet looking for weak links. People, services functions, and storage areas are the easiest prey.

According to the Chainalysis 2022 Crypto Crime Report, losses from crypto-related crime during 2021 rose 79% from 2020. Overall illicit activity hit a record \$14 billion.

## Total cryptocurrency value received by illicit addresses | 2017–2021



Source: The 2022 Crypto Crime Report. Chainalysis – Feb 2022

Stolen funds and scams are the biggest offenders.

- Cryptocurrency theft increased 516% to \$3.2 billion worth of cryptocurrency. Of this total, 72% of stolen funds were taken from DeFi protocols.
- Rug pulls have become the most prevalent form of scam in DeFi, accounting for 37% of all crypto scam revenue in 2021, compared to just 1% in 2020.

### STOLEN FUNDS & RUG PULLS

\$38,356,164 every day!

\$1,598,173 every hour!

A rug pull is where developers build out what appear to be legitimate crypto projects (going far beyond just setting up wallets for fraudulent investment opportunities). They create new tokens and actively promote them to investors, who trade for the new token, and add to liquidity pools. Developers then drain the pools and vanish. This could not happen if tokens were set up correctly with investors having voting rights on how assets in liquidity pools are used. The problem arises when decentralized exchanges (DEXs) allow tokens to be listed without a code audit, allowing for vulnerabilities in governance and the potential for hacking.

- More than 95,000 people reported about \$770 million in losses to fraud initiated on social media platforms in 2021. Those losses account for about 25% of all reported losses to fraud in 2021 and represent a stunning eighteen-fold increase over 2017 reported losses.
- Scammers can quite easily use social media for their purposes. It provides low-cost access to billions of people, and it's easy to create fake personas or hack into existing profiles to find "friends" to con. People tend to share personal details of age, interests, or past purchases on social platforms. Scammers can use this information and the same tools used by marketers to systematically target people with bogus ads and bogus cryptocurrency investments, and to connect with people directly as supposed friends to encourage them to invest.
- Reports are up for every age group, but people 18 to 39 were more than twice as likely as older adults to report losing money to these scams in 2021.

### FRAUD ON SOCIAL MEDIA

\$2,109,589 every day!

\$87,899 every hour!

---

One of the main reasons for fraud and theft is the ability of hackers to exploit code vulnerabilities, especially in new projects. There are third-party firms that perform code audits and give some assurance of protocols that are secure. Yet investors into these projects lose, often because they have been drawn in by the hype and promise of huge profits, and

- Have not checked on the security of the platforms
- Lack the education and knowledge to identify genuine projects

Crypto investors around the world are challenged to find safe projects to invest in, while scammers are becoming wealthier by the minute.

**Crypto crime is a \$14,770,000,000 per year industry!**

Fortunately, not everything is bad news. While illicit activities rose by 79% in 2021, overall adoption of cryptocurrencies grew by 567% over the same period. This means that legal activities far outweighed illegal ones.

This is why it is important to ensure that people wanting to participate in the growing and legitimate crypto world are protected and educated.

### Raising Finance for Crypto Projects

According to Alejandro Cremades, the author of *The Art of Start-up Fundraising*, it can take six months for each round of start-up funding. To begin, a founder needs a great idea, backed by strong data, a quality pitch deck, and good presentation skills. After that, much depends on relationships with investors, what their appetite is, and how fast they choose to move. Founders can expect to approach multiple investors, making the same presentation to each one. The time required can range from a few days per month, to being in contact with potential investors every day.

At the same time, investors find it difficult to pick out the best of a flood of requests and do the due diligence on all of them.

### Launching New Projects

Many projects are launched through Initial DEX Offerings (IDOs), Initial Coin or Token Offerings (ICOs or ITOs) and Initial Exchange Offerings (IEOs).

All of them are crowdfunding mechanisms for raising funds for blockchain projects.

The difference for IDOs is that they are launched on decentralized exchanges (DEXs) rather than centralized exchanges (CEXs) such as Binance, Huobi Global, Coinbase, or Kraken. Better-known DEXs include Uniswap, Pancake Swap and dYdX. They are increasingly popular for projects focused on DeFi and NFTs, both of which have decentralization at their core.

## THE ADVANTAGES OF IDOS:

- New projects are faster and easier to launch.
- They are not subject to the high costs and controls imposed by centralized exchanges.
- They provide instant liquidity, as tokens start to trade on the host DEX immediately.
- Importantly, they bring an element of investor fairness.
  - In ICOs and IEOs, tokens are often pre-mined and pre-sold and are not available to small retail investors at the time of launch where early trading provides profit potential.
  - IDOs tend to limit the allocation of tokens to prevent whales and bots from locking out small investors.

## THE DOWNSIDE OF IDOS:

- The lack of vetting
  - Investors must apply much greater due diligence and themselves establish the viability, tokenomics reliability, and smart contract security of each project.
  - Investors run the risk of investing in poorly conceived or implemented projects, outright scams, and pump and dump schemes.
- Oversubscription
  - IDOs generally have smaller targets and smaller token sales than ICOs, and popular projects can be vastly oversubscribed and therefore difficult to participate in.
  - Projects might use a whitelisting system to give everyone a chance. This may be based on a lottery system or the requirement to hold or stake some other token.

## Trust Issues

Successful crypto projects have the right combination of competence and trust in the core team members, their advisors, consultants, partnerships, and investors.

Entrepreneurs bring their own expertise, but very few have all the skills required to develop, launch, and sustain a crypto project. While technical prowess is important, so, too, are business acumen, marketing, communications, and legal knowledge, together with the ability to network and set up technical and commercial partnerships.

Finding partners that are both competent and trustworthy can be difficult:

- Advisors may commit to helping raise funds & attracting new partners, but fail to do so
- Investors promise everything for an allocation, but disappear after signing a SAFT agreement
- Crypto entrepreneurs promise a project, but don't deliver
- KOLs shill the project, making false claims because they are being paid to promote it

Any one of these can derail even the most promising ideas.

## Is There a Solution?

Encircled believes that the solution is to create TRUST, through providing information and a safe space for founders, developers, and new investors, making it difficult for scammers to prey upon them, and to create an environment where it is easy for founders and investors to meet.

# INTRODUCING ENCIRCLED



## ΕΝCΙRCLÉΔ

Encircled will be a one-stop integration for launching new projects and connecting with the entire crypto community, including investors, developers, and project creators.

New users will learn, brainstorm new ideas, find team members, build teams, and connect with investors.

VCs & private investor groups will identify creators at their early stages and connect with them.

This will be achieved through three interlinking products, all designed specifically for the crypto community:



Encircled Connect, a social networking platform



Encircled Launch, a platform for launching new coins and crypto projects



Encircled Learn, an educational platform

These three products are like the three interlocking Borromean Rings in the center of our logo. Any two are disconnected from one another, but together they cannot be separated. They are the ancient symbol for strength through unity.

The wreath is a symbol of the protection Encircled will provide and the success and prosperity we wish for our clients.

---

Some of the elements of our solution include:

### A STRONG COMMUNITY OF TRUSTWORTHY PEOPLE

- A social media platform specifically for crypto enthusiasts
- Project owner and investor profiles, to view track records and assess capability for current projects
- Reviews of project owners, advisors, and investors

### A LAUNCHPAD WHERE NEW PROJECTS HAVE CREDIBILITY

- Projects pre-screened before launch
- Information about trustworthy investment projects
- Liquidity for new IDOs

### EDUCATION ABOUT THE CRYPTO SPACE

- Educators, research tools, resources, and information

### ATTRACTING INVESTORS TO NEW PROJECTS

- The Encircled token as an incentive
- A place for founders' presentations, where investors can watch and post queries onto a public board, saving time and reducing duplication
- Enabling 1:1 relationships and communication between investors

Some of our top priorities will be keeping our community safe and educating them along the way.

- Our team will develop and represent a safe space for our community of investors, founders, and developers.
- We will provide a world-class platform for the community to interact, connect, develop new projects, and invest.
- We will also educate our community and help provide better opportunities for them to build their own projects and invest in others.

On the one hand, we will attract the most promising entrepreneurs to the crypto space. On the other, we will allow pre-selected and value-adding investors and advisors to help shape young entrepreneurs. Encircled will provide the best available research tools, resources, and information in one centralized location.

The Team behind Encircled is a group of professionals in the fields of engineering, business management, finance, blockchain and marketing.

As the first step in developing trust, our team's names, identities, and locations will be made publicly available. They will be KYC verified and will publish relevant wallet addresses, including team wallets, and provide a cliff for team members for 365 days.

They will communicate all major business decisions with the community and will interact directly via AMAs ("ask me anything") interactive posts on social media.

Let's make doxing a positive way to build TRUST.  
Connect early-stage crypto builders with investors / marketers/advisors

# ENCIRCLED'S UNIQUE VALUE PROPOSITION



The initial focus of Encircled is to introduce the following three core products:

- Encircled Launch
- Encircled Connect
- Encircled Learn



“We will release Connect and Launch almost simultaneously during 2022, supported by a concentrated marketing drive. Learn will follow early in 2023, by which time we will have sufficient information about our clients to know exactly what their needs are.”

While similar products exist in the market, there is no other company that has all three, all integrated with each other, and all designed specifically for the crypto market.

# ENCIRCLED CONNECT



Connect can be thought of as the Facebook and LinkedIn platform for crypto users.

We will provide a social networking platform where the entire crypto Community can connect and grow their network.

Crypto entrepreneurs will be able to register their own projects and invite their advisors & investors into the platform. Each party will have their own profile and will be able to invite their partners & past projects they worked with. In essence, Encircled Connect will represent a crypto CV, which will show all projects where an individual created, invested, or advised.

In the end, it's the team that is responsible for a project's success. Having great past records will help entrepreneurs raise funds and make new connections with advisors and KOLs. On the other hand, new entrepreneurs will be able to find reputable investors and advisors with great track records to partner with.

The safety of our community will be our top priority. All channels, projects, and community members will be authenticated by a third party and vetted by our team before they are introduced to our community.

In all cases, there will be basic services covered by our subscription model. There will also be additional services that will require the user to stake a minimum amount of our tokens or pay additional fees. The additional services will generate revenue and profits for distribution back to our investors.

## AN EXAMPLE:

John is creating his second project on blockchain. He is about to launch his token XYZ. John has a profile on Encircled Connect, with information about his past project, including Seed investors, Team members, Advisors, status of the project, current ROI for Seed Investors & ROI since launch price.

Any user can check John's track record and make sure that he is legit & a great entrepreneur. Calling information from blockchain has never been easier and more accurate. Nobody can change, adjust, or edit information about John's previous project and his team. New investors that are interested in John's second venture can be sure that they are investing in a legit team.

---

Some features of the platform are outlined below.

## User Profiles

User profiles will show the following details:

- Unique username, verified profile picture, and membership anniversary date
- Trust verification status with Connect
- Trust verification status within the community
- Levels, badges, and awards received

Additional services:

- Custom Bio
- User resumé to find opportunities
- User investments or projects
- User direct links to other social networking platforms and profile views
- User employment status
- See profile views
- Stickers/Emojis/GIF/Pictures

## Communication Platform

Encircled Connect will also be a world-class communication platform, offering

- Instant messaging
- A chat function
- Rating and comment functions

Additional functions will include:

- Video-Voice-Screen sharing
- Document sharing
- Scheduling
- Calendar invites
- Filing systems/data storage

---

## Flash Dashboard

This will be a dashboard for all users showing the following:

- Vetted projects about to launch
- Top Learn users
- Most Active Community Members

Additional services

- Top vetted projects about to explode and with a lot of potential for investors
- Marketing functionality

## Channels

Encircled Connect will create and provide administration services for the following channels

- Encircled Launch
- Encircled Learn
- Encircled Marketing
- Encircled Apparel
- Encircled Project Vetting & Consulting
- Encircled Investment Pool
- Encircled Staking Pool
- Encircled Incubation Program
- Encircled Making A Difference
- Encircled Wallet
- Encircled ICOpedia (with new projects about to launch)

Additional Channels

- Encircled Recruiting

Encircled Connect will set up a professional network of multiple organized channels to recruit anyone within the crypto community and link them to those looking to provide a needed service.

Not only will we create each channel, but we will also provide a recruiting service to anyone using our platform. Everyone in the network will be fully verified by a 3rd party and have resumés and experience linked to each profile page.

Only people with at least one review may register for this service. It will be free to those who stake our tokens. Non-stakers will pay in tokens per job post.

Let us do the work with you and provide you with a safe and trusted community.

- Encircled Private

There will be additional services in Connect for private channels for all crypto projects.

---

## Governance

### Community Rules

All rules and regulations will be implemented and governed by the Encircled Connect Community and Channel Developers.

The primary rule is that people will treat one another with dignity and respect! This goes for everyone in the community, with no exceptions.

### Community Regulations

Banning from the community will only happen if members are trying to scam or do harm to other community members.

In general, the Encircled Connect Community will police themselves. Encircled Connect (the company) will only step in to mediate disputes.

Depending on the significance of the offense, a user can be muted or even locked out immediately without warning.

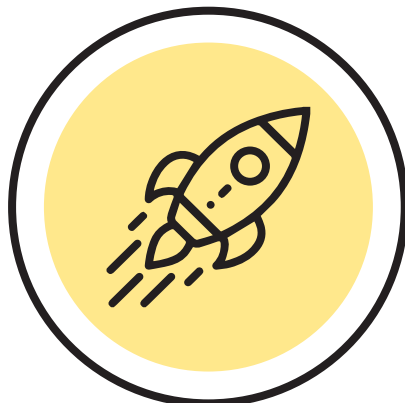
Encircled Connect will be available to all  
entrepreneurs and investors on the Encircled  
Launch platform

## ENCIRCLED CONNECT

A social media platform built specifically for crypto  
investors and entrepreneurs



# ENCIRCLED LAUNCH



A key priority is the establishment of a high-quality and well-trusted launchpad for new crypto projects.

Crypto launchpads, often referred to as IDO platforms, are platforms for launching new coins and crypto projects, and raising liquidity. They are the digital world's version of an Initial Public Offering (IPO) where a company's shares are sold to large investors before they become freely available on a stock exchange.

Instead of shares, investors receive tokens or coins, generally representing access to services or products rather than equity in the new company. Tokens are registered or listed on crypto-specialized decentralized exchanges (DEXs) and can be traded immediately in the secondary market.

Traditional IPOs can have very high barriers to entry, with only large institutions or high net-worth individuals or venture capitalists allowed to participate. IDOs or launchpads, on the other hand, use a crowdfunding approach which opens the opportunity to everyone, no matter their financial status.

Early-stage investors get the benefits of reduced token prices, early access to the products and services of the project, and other advantages offered by the project owners.

To protect investors from poorly conceived or fraudulent schemes, the Encircled platform will have strict requirements, and our team will vet all projects before they are launched. Our mission will be to ensure a very high success rate with every project launched. As a result, we believe founders and developers will want to use our platform, and investors will want to invest in every launch.

---

## Launch Rules

Rules for launches from the Encircled launchpad will include the following:

- All launches will have no more than 1 Seed Investment Round, and 2 Private-Sales prior to the public sale.
- The Pre-Sales will give an opportunity for our investors to buy tokens at discounted prices.
- To protect everyone's interests, there will be a minimum hold time on tokens for these early buyers
  - Seed Investment Round - 4 months.
  - First round of Pre-Sale - 5 months.
  - Second round of Pre-Sale - 6 months.
- There are no limitations on tokens purchased after the private sale. All tokens can be claimed directly after any sale.
- To ensure investor fairness and to make sure that even the smallest investor has a chance, we will have a whitelisting system for participation in each launch.
  - Potential investors will need to stake our launchpad tokens.
  - We will have multiple staking levels for investors to participate in every IDO launch.
  - There will be a 100% lottery system for all stakers which will provide an opportunity for each tier of investor to win a whitelist spot according to the number of tokens they have staked.
  - No one on the Encircled Team will ever be eligible for a whitelist spot and our Team Members can only participate in projects after they go public and launch.
- All tokens allocated to Project Teams will be locked for a minimum of 1 year or until the road map has been completed.
  - It's important to Encircled and our investors that every new project that launches from our launchpad fulfills obligations to their own investors prior to unlocking any of the Team Tokens.
- Automatic Token Purchase Agreements between investors & entrepreneurs

Encircled can decline the launch of any token for not meeting our launch requirements.

## Services

All projects on the launchpad will have full access to our three core services, and a large community of investors. Access to all basic services is covered by our subscription model.

We will also provide a handful of additional paid services

- Vetting and consulting
- Marketing
- Apparel
- Investment pool
- Staking

---

## Verification of Teams and Projects

An important feature of the Encircled project is verification of all teams and projects.

We will research all investment opportunities and projects for our clients and help them through the investing process.

We will develop a smart application to provide reliable fundamental and technical analyses for investors thinking about investing or needing help with research. It will analyze the social media, PRs, and previous experience of the team, the investors, and the advisors and provide a unique score.

In addition, a Code Audit must be completed for all projects prior to any investment round or launch on the Encircled Launch platform.

Encircled will provide different levels of verification for teams and projects.

## Minimum requirements for verification

Minimum requirements for all projects are that:

- Projects have a verified legal entity & director
- Users either do KYC or show concrete developments of their projects
  - Confidential information about team members, which will not be shared internally or externally with the Encircled Community, includes
    - Email
    - Phone
    - Identity verification by a 3rd party (teams will pay for this service directly to the 3rd party)
- Project code, especially for smart contracts, has been audited and approved by a 3rd party (teams will pay for this service directly to the 3rd party)
- Teams and projects are reviewed and rated by the Encircled Community
  - Team members and projects will have a rating scale of Xs on their main profile
  - If they are providing excellent services, they will receive “5X” reviews
  - This will add to trust throughout the Community

This level of verification is covered by our subscription service.

---

## Tiers for verification

### NEW PROJECT LAUNCH – TIER 1 VERIFICATION

The following information is required and will be publicly available to the Encircled Community:

- White Paper
- Website
- Road Map
- Team Tokens Locked for 1 Year

### NEW PROJECT LAUNCH – TIER 2 VERIFICATION

In addition to the Tier 1 conditions, projects must meet the following requirements:

- Doxed team
- Team resumés
- Quarterly AMA

### NEW PROJECT LAUNCH – TIER 3 VERIFICATION

Additional requirements for Tier 3 verification include:

- Team tokens locked until the roadmap is complete
- Face-to-face between Encircled representative and the CEO of the new project
- Verification by an advisor who has worked on the project
- Project verification by Encircled

If a Launch profile is listed as T3, it has been completely verified by Encircled.

## Tiers/Levels for Launches

Investors are allocated different levels, depending on the number of tokens they hold. Each level has different benefits.

TABLE 1: LAUNCH BENEFITS ACCORDING TO LEVEL OF INVESTMENT

Benefits according to level of investment (Number of tokens held)	Whale	Manta Ray	Shark	Dolphin	Fish	Octopus	Crab	Shrimp	Plankton
Invest in Seed									
Invest in the first Private Round									
Invest in the rest of the Private Rounds									
IDO (All token holders -> the more you hold, the more you can participate)									
Access to key opinion leaders (KOLs)									
Rank higher on the platform									
Lead Investors									
Become Premium Advisor									
See & Connect with all KOLs									
See & Connect with all Advisors									
See projects within first 24 hours									
See all projects (+ email / TG bot for new projects) -> after 24 hours									
Have access to every feature of the platform									

## Staking for Participation and Whitelisting in IDOs

Any start-up that has advanced beyond seed and pre-sales and is ready for an IDO has a better chance of success, and high interest in the IDO can be expected.

All potential investors will be whitelisted for participation in the IDO (a 100% lottery system), provided they stake \$ENCIRCLED. Their chances of success are dependent on their level of investment, and the minimum number of staked tokens required for each level.

TABLE 2: MULTIPLIER EFFECT OF TOKENS STAKED

Level of investment	No of tokens to be staked	Chance in the lottery
Plankton	5000	10%
Shrimp	8,600	20%
Crab	10,600	35%
Octopus	20,000	40%
Fish	35,000	55%
Dolphin	55,500	65%
Shark	79,800	78%
Manta Ray	107,000	90%
Whale	200,000	100%

Investor allocation is based on their tier and their chance to participate.

- Investors on the lowest tier (Plankton) will have 10% chance to win in the lottery and participate in the IDO.
- Highest Tier (Whale) gives the investor a guaranteed allocation in the lottery.
- Once the registration period ends, investors will see if they are winners on a pool page.

The IDO will only be held if there is a working prototype of the project and previous investment rounds were verified and closed successfully.

---

## Building the Crypto Marketplace

One of Encircled's goals is to be a one-stop marketplace or centralized location for launching new projects and connecting with the crypto community - including investors, developers, and project creators.

We will therefore move beyond just the projects that are launched from Encircled Launch.

As a paid service, we will provide verification services to outside projects where requested. These projects will be labeled as "Verified but not launched by Encircled."

In addition,

- We will advertise and market for other IDO platforms and the projects they plan to launch.
- We will promote projects that have already launched.
- We will promote using several launch pads for new projects, thus ensuring access to a huge pool of investors.
- We will have partnerships with other launch pads.

These projects will be labeled as "Not verified or launched by Encircled."

This will include everyone in the crypto space in one centralized location. We will help provide resources and guidance to everyone along the way.

ENCIRCLED LAUNCH

brings vetting and credibility to projects



# ENCIRCLED LEARN



We will provide a fully integrated educational platform for investors, founders, and developers - and all other crypto enthusiasts. It will be directly linked to Encircled Connect.

Encircled Learn will be a centralized location where anyone in the Encircled Community can be educated in all aspects of the crypto space. This can be your everyday investor looking to research better investment opportunities or even a future CEO with a brilliant idea for a new project.

We will have educators, research tools, resources, and information to help everyone achieve their goals.

All holders of our token will have access to the  
Encircled Learn site.

---

## Learning Methodology

We will offer opportunities to grow the community's knowledge with videos, courses, and seminars. The educational information in the directory (articles, videos, etc) will be newly written material specifically generated for Encircled Learn or referencing information from external sources.

Users will have many opportunities to learn at their own pace, from visual and hands-on to reading about the things that most interest them.

Users will be able to ask a question in any community or channel directly related to crypto.

- A bot or admin will provide a link to the material in the Encircled Learn directory for the user to research on their own.
- If a user question has no answer in the directory, an educator will answer it and update the directory.
- If the question is project-specific, the project administrator will answer the question, or a bot will provide a link to the answer in the Encircled Learn "project" directory.

Users can also answer questions on simple tests to level up throughout their journey at Encircled Learn and show their experience level in the crypto world. They will be able to show off their badges in Encircled Connect from completing courses online, taking tests, attending live seminars, and keeping up to date with the latest projects and trends.

Encircled Learn will also provide opportunities, prizes, and awards that will be distributed throughout the user's journey to being a knowledgeable crypto enthusiast.

## Content Experts

The Encircled Team will always be looking for public speakers and educators in the crypto and investment space to provide quality services to our community. It will be a top priority to put the best educators in front of our community. Some of them will be paid in crypto. Others will be volunteers, simply wanting to educate our community and help build the space.

Anyone continuously providing professional services at no cost to our community will be allowed free access to our platform, without paying any fees or even holding our token. The Encircled Team will always be looking for ways to entice and reward approved educators or community members for generating new articles and videos for Encircled Learn.

Identity verification will be required for anyone to enter our space, regardless of who they are and the services they provide.

---

## Additional Services

All token holders will have access to the basic functions of the Encircled Learn site. Additional fees or staking a minimum amount of our tokens will be required to access additional features. Revenues and profits from these services will be distributed to our investors. Some examples include 1-on-1s with educators, live seminars with public speakers, and online educational courses, live with instructors.

## ENCIRCLED LEARN

Educators, research tools, resources, and information  
for the crypto community



# ADDITIONAL PRODUCTS AND SERVICES



Outside of the three priority products, Encircled will develop and provide the following additional products and services



## Encircled Vetting & Consulting

Our team will provide Vetting and Consulting services for newly developing projects outside of our Launch Pad. Community members might want vetting of an outside project, or an outside project may request an introduction to our community.



## Encircled Marketing

We will offer Marketing Services that will incubate and guide projects from an early stage all the way to the top of the crypto rankings.



## Encircled Apparel

Encircled has already partnered with a top-notch apparel company. That way, the Encircled Community has access to flashy and high-quality apparel to wear when they are out for a night on the town with family and friends.

We will also offer the apparel for sale or as rewards to members providing excellent services to Encircled Learn and to those who are making significant progress in educating themselves through the platform.

Encircled Apparel will form a significant part of our marketing and branding efforts.



## Encircled Investment Pool

15% of profits earned on services and utilities will be deposited into the Encircled Investment Pool. The pool will invest in a variety of projects, selected from those launched on our Launch Pad or vetted on behalf of our community.

The Encircled Vetting and Consulting Team will make the initial selection, but the Community will vote on every project introduced to the investment pool.

The investment pool will be a bonus rewards system for our investors. The continuous buying and selling of tokens will provide a steady flow of revenue. Once an investment in the pool reaches a X% gain, it will automatically be sold, and the proceeds will be redistributed to all our investors.



## Encircled Staking

We will use a unique set of smart contracts for staking. Users who stake their coins on the platform will have access to various features described in this whitepaper. Moreover, they will receive staking rewards, thus increasing the number of their tokens.

Contributors to the staking pool will be eligible to participate in every launch from Encircled Launch.

They will also be eligible for quarterly profit-sharing from all the revenue generated by our utilities and services. Members will receive their share of the profits in proportion to the value of tokens they stake. There will be NO minimum number of tokens to be staked. The more you stake the more you make. Investors must have their tokens staked for the entire 3 months to participate in the profit sharing for that quarter. Please see our Profit-Sharing Model for further details.

Community members will have Governance voting rights based on the number of tokens they stake.

Additional products are paid services, outside of the basic subscription model. All profits from these services will be shared with investors.



## Encircled Incubation Program

We will provide a safe place where members can share ideas for utilities and projects with our team of advisors if their ideas are promising.

- We will put you in contact with our seed investors and project developers.
- We will take those brilliant ideas and help turn them into successful projects for all our community to invest in.

People will assist new projects only if they believe in the idea and will want only a percentage of the new project tokens for their services.

Advisors will be registered on the system according to

- Fields of expertise
- Years of experience
- Past projects
- Number of successful projects

They will also be ranked by the number of projects previously supported, reviews from the teams where they previously collaborated, and average ROI of supported projects.



## Encircled Making a Difference

All Investors will have the opportunity to invest in a cause. Of the profit generated by the products and services, 10% will be donated to a non-profit worldwide organization selected by the community. Everyone on our team wants to make the world a better place, and we will be making a difference.



## Encircled Wallet

With our wallet, investors will be able to buy, sell and swap their crypto. Our wallet will be designed to receive "reflection tokens", along with traditional crypto investing. Reflection tokens (sometimes called "rewards tokens") refer to any crypto asset that rewards holders by adding new crypto to their wallets. Our wallet will also be fully integrated with other blockchains and have multi-reward options and tokenomics.

# THE ENCIRCLED ECOSYSTEM FOR THE CRYPTO COMMUNITY



Encircled offers three core products, supported by a range of additional services, all fully integrated with each other. This provides a one-stop marketplace and centralized location for launching new projects and connecting with the crypto community.



Encircled  
An integrated ecosystem for the  
crypto community



# THE COMPETITIVE LANDSCAPE



There are other launch platforms in the market, all offering some form of security to new projects. None of them offer the range of features that will be provided by Encircled Launch.

## Comparison With Other Launchpads

TABLE 3: COMPARING PLATFORM FEATURES

Comparison with Top Ranked Launch Pads	Encircled Launch Pad	#1 BSCPad	#2 GameFi	#3 Seedify	#4 Trust Pad	#5 Bounce	#6 Red Kite
Education for investors	•						
Education for developers	•						
Trusted network for investors	•						
Trusted networking community for developers	•						
Fair launches for investors	•	•		•	•		
Recruiting service for all projects	•						
Marketing team for all projects	•		•				•
Strict requirements for all projects	•				•		•
Vetting & consulting for all projects	•				•		•
Verification of project teams for all projects	•				•		•
Review ratings for all projects	•						
Community voting	•			•		•	
Other utilities to bring more token value to investors	•						
Profit sharing with investors	•						
Incubation for great project ideas	•						
Regular donations to a worldwide non-profit organization	•						

Encircled Launch is the only platform to offer education, an alternative social media network, recruiting services, review ratings, profit share, incubator support, and charitable donations in addition to features that will provide some safety to investors and developers.

## Social Network Comparison

Encircled Connect offers an alternative social media platform to protect the community from the multiple investment scams that appear on other platforms.

TABLE 4: COMPARING FEATURES ON SOCIAL MEDIA

Comparison with Top Ranked Social Networking Platforms	Encircled Connect	Facebook	LinkedIn	Twitter	Instagram	Reddit	Discord	Telegram
Authenticates community members, projects, and channels	•							
Trust verification status with Connect	•							
Trust verification status within the community	•							
Built specifically for the crypto community	•							
Dashboard of newly vetted projects	•							
Community members will have access to IDO's	•							
Apparel	•							
Crypto token support	•							
Membership anniversary date	•	•		•				
Member level, badges, and awards	•	•	•				•	
Member custom bio	•	•	•	•	•	•	•	•
Member resumé	•	•	•	•		•	•	•
Member investments	•	•	•	•	•	•	•	•
Member links to other profiles	•	•	•	•		•	•	•
Member employment status	•	•	•	•		•	•	•
Member profile views	•		•					
Stickers/Emojis/GIF/Pictures	•	•	•	•	•	•	•	•
Instant messaging	•	•	•	•	•	•	•	•
In channel chat function	•	•	•	•	•	•	•	•
Video-Voice-Screen sharing	•	•	•	•	•	•	•	•
Document sharing	•	•	•	•		•	•	•
Scheduling assistant	•	•	•					
Calendar invites	•	•	•					
Filing systems	•						•	•

The Encircled Connect channels will have most of the features of other social media platforms.

However, it is the only one built specifically for the crypto community, offering access to IDOs, and with authentication and trust verification of participants.

# THE ENCIRCLED BUSINESS MODEL



## Main Products and Services

Encircled will provide products and services as part of a subscription service and additional paid services that will generate revenue and profits for distribution back to our investors. In all cases, the company will give attention to developing and maintaining TRUST within the community.

### Core products

- Encircled Launch
- Encircled Connect
- Encircled Learn

### Additional services

- Marketing
- Vetting/Consulting
- Apparel
- Investment pool
- Staking pool

### Future expansion

- Incubation Program
- Making A Difference
- Wallet



---

## Target Market

The main outcome of this project will be to connect early-stage crypto entrepreneurs (founders and developers) with investors / marketers / advisors.

All of these parties stand to benefit from the Encircled products and services:

- Investors (from Seed to IDO)
- Advisors
- KOLs (Key Opinion Leaders)
- IDO platforms
- Project owners
- Marketing agencies
- Developers

## Revenue Streams

Encircled will use a subscription model (membership fees) for basic services across all services and utilities. These fees will be in tokens staked or in BUSD per month.

Additional services or stand-alone utilities will be charged separately. Again, payment will be either in tokens staked or in BUSD.

## Business Strategies

Significant attention will be given to attracting a very strong community that will want to invest in the \$ENCIRCLED Token. Attention will be given to providing the best possible services that will encourage them to hold and stake the token.

## Profit Share and Passive Income Model

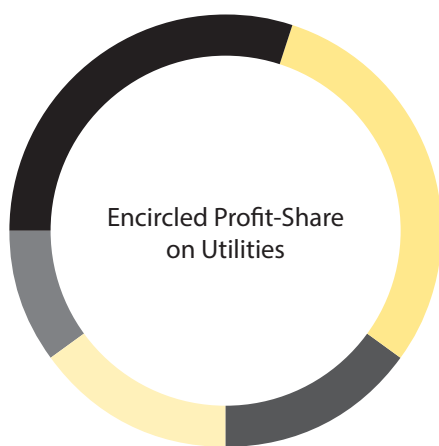
Key to achieving these goals will be a generous profit-sharing plan and the ability of token holders to enjoy passive income.

Profits from the following sources will form part of the profit-share model:

- Core and additional products and services offered by Encircled
- Transaction fees: Every Buy/Sell transaction of the \$ENCIRCLED will attract an 8% fee on the DEX. These fees will be converted to BUSD, and automatically distributed back to all holders of our token.
- Membership fees: To participate in the Encircled Community, members must either stake a certain amount of Encircled Tokens or pay a membership fee in BUSD or fiat.

Profits generated will be distributed as follows, paid out in Binance pegged USD (BUSD):

- 30% to all stakers of our token - "minimum of 3 months".
- 15% to a project investment pool.
  - 100% of the project investment pool earnings and the initial investment, will be redistributed to ALL investors.
  - Once an investment in the pool reaches a X% gain (decided by the community) it will automatically be sold, and the proceeds redistributed to all investors.
- 15% to future utility development
- 10% to a worldwide non-profit organization voted on by our community
- 30% to the Encircled Team to maintain the best team in the industry



Profit generated by our stand-alone utilities will be distributed as follows, paid out in BUSD

- To all stakers of our token — 30%
- To a project investment pool — 15%
- To future utility development — 15%
- To a worldwide non-profit organization voted on by our community — 10%
- To the Encircled Team to maintain the best team in the industry — 30%

## Staffing Model

Encircled will have 5 core Team Members/Co-founders. They will manage and lead the development of all utilities and services and continue to manage them and our community after launch. The Core Team will hire additional staff as we grow our community and start generating revenue and increasing our workload.

Each Core Team member will be responsible for specific utilities and services and support other members as needed. Team members are working either full-time or part-time for token allocation and bi-weekly salaries and will be receiving reflections from tokens allocated to the team wallet.

Encircled will have 2 to 3 advisors to see the project through the completion of the road map and to ensure our success for years to come. They will be paid in tokens and will receive reflections from tokens allocated.

We will use 3rd party agencies to

- Verify the identity of all Encircled community members
- Undertake code audits
- Design, build, and develop all utilities/platforms
- Provide Encircled apparel
- Provide marketing services

## Marketing Strategies

### Social Media and Word of Mouth Marketing



Setting up communities is a key element of both our business and our marketing strategy. We will set up communities on the main social media platforms, including Facebook, LinkedIn, Twitter, Instagram, Reddit, Discord, and Telegram.

Over time, our own Encircled Connect platform will become the primary word-of-mouth marketing tool.

The goal is to provide a quality platform, competitive prices, and a safe place that will speak for itself and attract communities, members, and investors.



We will use our Apparel as a key marketing tool to build our community.

### Affiliate Marketing

We will use a variety of big-name crypto influencers, educators, and investors who are committed to a project to help spread the word and build a strong community.

We will also build relationships with other successful projects and their communities and introduce them to our community and platforms.

### Outbound Marketing

We will do the following direct marketing:

- Via the exchanges where we are listed and the investors listed on their platforms
- Social media advertising and exposure
- We will hold competitions for whitelist spots and free apparel.

### Network Marketing

We will attend crypto events and conferences worldwide.

We will also attend professional networking events and conferences worldwide that are outside of the crypto world but still directly related to our project and goals to help spread the word and build relationships. Some of the events will include World Blockchain Summit, Metaweek, AIBC Sigma, Binance Conference, and others.

# TOKENOMICS



## Listing

In total, we will mint 200M tokens. Initial listing will be on one of the top 5 DEXs.

Prices for launch rounds will be as follows:

- Seed: 0.02 USD
- Private Sale (First): 0.04 USD
- Public Sale (Final): 0.08 USD
- Listing Price: 0.10 USD

The hard cap to be raised is \$3.21 million.

## Token Distribution and Vesting Schedule

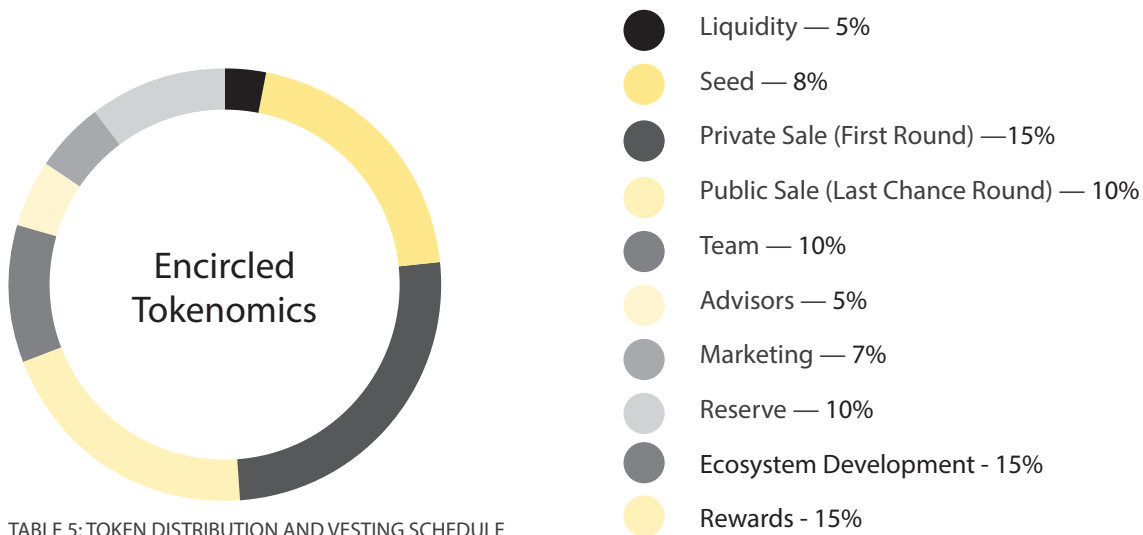


TABLE 5: TOKEN DISTRIBUTION AND VESTING SCHEDULE

%	Purpose	Vesting
8%	Seed	12 months linear daily vesting (TGE: 6.25%)
15%	Private Sale (First Round)	12 months linear daily vesting + 1 month cliff (TGE: 12.5%)
10%	Public Sale (Last Chance Round)	6 months linear daily vesting + 2 months cliff (TGE: 25%)
10%	Team	12 months cliff, 36 months linear daily vesting
5%	Advisors	6 months cliff, 8 months daily linear vesting
7%	Marketing	12 months linear daily vesting
10%	Reserve	24 months linear daily vesting
15%	Ecosystem Development	24 months linear daily vesting
15%	Rewards	24 months linear daily vesting

# ENCIRCLED ROADMAP



Encircled Launch  
June 2023



Building a safe community  
Happening Now



Encircled Marketing  
June 2023



Encircled Apparel  
July 2023



Encircled Staking Pool  
August 2023



Encircled Connect  
September 2023



Encircled Vetting & Consulting  
October 2023



Encircled Learn  
November 2023



Encircled Investment Pool  
December 2023

# TEAM



## Core Team



### #1. [Justin Thompson](#), CEO/Founder

Justin has had more than 25 years hands-on experience in the construction and engineering industry, across multiple sectors, and covering projects of all sizes and levels of complexity.

As an executive manager, he has developed and implemented strategies and policies, evaluated project performance, and managed teams of upwards of 350 people working on projects in excess of \$50 million.

He is experienced in evaluating the general business climate, works closely with clients, owners, and developers, and stays abreast of technological advances to ensure the best possible client service.

His skills and knowledge will be critical to the Encircled project, which he will manage from concept design to project completion.

Justin is married with 3 children. He enjoys the outdoors and camping with his family in the Rocky Mountains of Colorado. He is a youth football coach and spends time helping to develop young people. He is educating himself on crypto, blockchain, and other investment opportunities.



### #2. [Kenda Enney](#) COO/Co-Founder

Kenda is an expert in marketing, communication, and client relationships. She also has considerable experience in long-range strategic planning and a solid understanding of a wide range of business management applications.

She has specialized in developing multi-disciplinary teams and ensuring that processes, training, and quality of operations are reflected across the organization.

She will be an indispensable resource to the Encircled project as it embarks on a marketing drive, sets up business partnerships, and coordinates and maintains critical oversight over the resources needed for the multiple Encircled channels.



### #3. [Vaidotas Norkus](#), CMO/Co-Founder

Vaidotas has had a surprisingly wide range of experience, and his CV demonstrates resourcefulness and dedication to skills development.

During his time studying for a Bachelor's degree, he completed training programmes and internships in market research, customer service, public relations, brand and design, and operations management. He evaluated the success of funding for new businesses, set up business relationships, attracted online sales for new start-ups, and identified target groups for new products.

Since graduation, he has added practical experience in project management, procurement, and customer service in the manufacturing and automotive industries. At the same time, he has provided freelance consulting advice and go-to-market strategies to both well-established and start-up fintech companies.

His range of skills, his experience of working in multiple countries, his ability to speak five languages, and the endorsement of his peers will make him a versatile member of the Encircled team.



### #4. [Nathan Wennerbom](#), CLO/Co-Founder

This legendary coffee drinking marketer has a passion for Edtech and emerging technology. Nathan brings skills in UX UI design, digital design, social media, and education.

He is an experienced social marketer, having worked independently with various significant public figures such as Snoop Dog, Cameron Smith and Liquor Brands to raise brand awareness and sales. He is an expert in social media marketing, SEO marketing, Google Analytics, and influencer marketing.

He spent five years in a start-up as founder, lead designer, project and business manager, team leader and creator of educational systems and apps, including the development of a unique language assessment and learning tool. He also became a skilled conference organizer and presenter. His business brought him into contact with multiple seed development programs, seed funding conventions and investors.

He is not afraid of getting his hands dirty - as demonstrated by his skills in construction and now in the geophysics field.

Nathan will be an invaluable asset to the team as they build the Encircled Connect and Encircled Learn products.



### #5. [Vanessa D Carey](#), Social Media Account Manager/Content Developer

Vanessa has more than 20 years' experience creating content for multimedia projects. Her background is as a Social Media Manager and Content Developer. She has been involved with website development and programming and writing community-based software and animations. Vanessa is a musician who can play 14 different instruments. And she loves to go camping! LinkedIn

## Advisors



### Advisor #1. [Lukas Navickas](#)

Lukas is an IT and crypto expert. He has a Bachelor's and two Masters degrees. His work experience includes a stint as Software Developer and Scrum Master at Atos, one of the world's largest IT and digital transformation companies. He followed this up as an IT consultant and project manager with Orderfox AG, working on advanced web technologies.

Lukas started investing in crypto in 2017. He was an early investor of DeFi in the summer of 2020, analyzing & investing in Ethereum-based borrowing & lending protocols. In 2021 he noticed the need for a simple yield generation platform to automate complex DeFi 2.0 opportunities. He came up with the idea to create Proteus Finance based on the Terra Ecosystem.

Lukas speaks multiple languages including French, German, Spanish, Portuguese, English, and Lithuanian.



### Advisor #2. [Gabriele Pauliukaite](#)

Gabriele has a professional and academic background in data science and finance at Copenhagen Business School. While she started her corporate career in finance in a Nasdaq100 company, she made her career in tech sales and business development, advising a series of startups in Scandinavia.

Gabriele worked for a few years in tech sales in one of the Scandinavian startups based in Copenhagen Business School Campus and afterward moved to work as a BI consultant in a pharmaceutical company. Her early professional career started in the credit risk management industry at Intrum company (ex Lindorff) where she worked as an analyst for non-performing loans portfolios.

Besides her professional life, she co-founded USA-based Students for Liberty NGO in Europe and was delegated to work in the World Business Dialogue and World Economic Forum.

# CONCLUSION



Encircled was conceived as a project to protect crypto investors and entrepreneurs from scams, to educate them broadly about crypto investment, and bring them together in a safe environment.

It has gone way beyond that now and is developing the tools and resources to become the go-to crypto platform to have new crypto projects noticed, successfully launched, and sustained and to share in the profits of Encircled itself.

Encircled is more than a launchpad for new crypto projects.

It is a full ecosystem of consulting, communication, funding, education, and community experience for all crypto enthusiasts.

It also offers opportunities for passive income and profit share.





## Disclaimer

You agree to the fact that we will not in any way, legally or otherwise, be held responsible for your investment. You have done your own research before investing.

You understand that cryptocurrency investment is risky, and you may lose everything.

You acknowledge and agree that this is not investment advice, legal advice, business advice, financial advice, or advice of any kind.

You acknowledge and agree that this is not an investment service, legal service, or financial service of any kind.

You understand that we will not be held responsible for changes of any kind made by the team for ongoing projects in which you invest. While every effort taken by us will ensure the safety of your investment and the upholding of the original investment terms by the team, we will not be held liable for vesting changes, roadmap changes, release date reschedules, or other potential changes to the project which may occur in the future.

Neither Encircled (THE COMPANY), any of the project team members (The Encircled Team) who have worked on the Encircled products and services (as defined herein) or project to develop Encircled in any way whatsoever, any distributor/vendor of wealth tokens (the distributor), nor any service provider shall be liable for any kind of direct or indirect damage or loss whatsoever which you may suffer in connection with accessing this whitepaper, the websites at <https://www.encircled.io> or any other websites or materials published by the company.

By using or accessing any opportunities provided in our whitepaper, you are accepting all the of this disclaimer notice. If you do not agree with anything in this notice you should not proceed.