

W H I T E P A P E R

# MOONFORCE

Calling All World Changers. Join The Force.



MOONFORCE

[www.moonforce.com](http://www.moonforce.com)



MOONFORCE

Join the FORCE on our mission to bring mass adoption of  
cryptocurrency to the world!

# MOONFORCE (\$FORCE)



Mission Statement: \_\_\_\_\_

Our mission is to build a trustworthy cryptocurrency market surrounded by an ecosystem of tools made to enhance project development and community growth worldwide. We hope to foster mass adoption of crypto through building an authentic bridge between holders, the projects and the communities.



# TOKENOMICS



Token  
**BEP20**

Name  
**MoonForce**

Symbol  
**FORCE**

Decimals  
**(9)**

Total Supply  
**10,000,000,000**

## Standard Transaction FEE's (Buy & Sell)

**3%**

**to Development/Marketing**

**1%**

**BuyBack - EVERY transaction**

**8%**

**to Holders - in BNB (Rewards)**

- Buyback on EVERY transaction!
- Buy will happen every time a person buys or sells
- BuyBack tokens are automatically burned after each buyback.

**2%**

**MOONSHOT MECHANISIM  
- Holder Reflection -**

All tokens acquired from MOONSHOT buybacks will be reflected to holders.

# MOONSHOT

The MOONSHOT Mechanism is a one of a kind, world's first ever 100% authentic MOONSHOT! The MOONSHOT function will accumulate BNB from every transaction.



Once the pool of BNB reaches a designated amount (see variable below) - the contract will buy tokens on PYESwap LP - and distribute as reflection Tokens to every holder of the Token based upon the number of Tokens held in each wallet.

2%

## Transaction Fee

- a. MOONSHOT is a high optic boost function
- b. Accumulates BNB in contract
- c. Variable amount of BNB for MOONSHOTS
  - i. VARIABLE ARRAY of MOONSHOT amounts:
    - Blue Moonshot - (2000 BNB)
    - Full Moonshot - (1000 BNB)
    - Half Moonshot - (750 BNB)
    - Waning Moonshot - (500 BNB)
    - Waxing Moonshot - (250 BNB)
    - New Moonshot (RANDOM selection of array)
  - ii. MOONSHOTS are random, every new MOONSHOT will be a different ARRAY!
  - iii. Once BNB in pool reaches amount set in MOONSHOT array - The contract will buy the designated amount of BNB on the market based on the current MOONSHOT designation.
  - iv. All MoonSHOT BuyBacks will Reflect the bought tokens back to all holder wallets of MoonFORCE!
  - v. After each MOONSHOT - The contract will randomly select a new MOONSHOT ARRAY from the contract for the next one



## MOONSHOT Gamification

A section on the main MoonFORCE website will be dedicated to MOONSHOT.

Section will be called MOONSHOT Status:

1. MOONSHOT Status page will show holders the current selected MOONSHOT on the contract.
2. This section will display how much of the MOONSHOT BNB has been collected by the contract.
3. Holders will be able to track the progress towards the next MOONSHOT directly on the website.
4. When the BNB collected in the MOONSHOT Mechanism hits 100% of the value assigned, the contract will automatically buy that number of BNB on the market!





# TOKEN ALLOCATION

Presale

- 30%** HOLDERS PRESALE
- 40%** PUBLIC PRESALE & WHITELIST
- 15%** PRIVATE SALE/PARTNER SALE
- 15%** LIQUIDITY ON PyeSWAP



# FLIGHTPATH

A

## Shuttle Arrives at the launchpad

- Social Media Sites
  - » Facebook
  - » Discord
  - » Telegram
  - » Twitter
  - » Instagram
  - » TikTok
  - » Twitch
- Launch Project Website
- Launch MoonFORCE Platform APP
- PreSale on MoonFORCE Launch Pad
- Apply for Listing on CoinGecko
- Apply for Listing on CoinMarketCap
- Digital Marketing Ads Begin
- Partnerships built with other Crypto and Token Projects
- Add Support Staff to support all services on Platform
- Press Releases announcing MoonForce and Project initiatives to the World!

B

## Pre-BOARD the Shuttle

- Apply for new Exchange Listings
- MoonForce Rewards D-App to track rewards and stake for FUEL Token.
- Partnership with Simplex (Buy MOONFORCE with Debit Card)
- MoonForce Platform V2 Released
- War Room V1 Released
- New Members ONLY NFT Series. All Holders over 2M MoonFORCE will receive a Members Only NFT with Unique Badge Number.
- NFT LaunchPad Released
- ETH, ADA and SOL Multi-chain Platforms Released
- BlockFolio Listing
- MoonForce Merchandise Store Open for business

C

## Countdown to liftoff

- Community vote for additional initiatives
- Development of MoonFace, DeFi Social Media Platform begins
- Partner with new artists for NFT series
- MoonFORCE Platform V3 Released
- War Room V2 Released
- MATIC, AVAX and CELO Multi-chain Platforms Released

D

## Liftoff to the Moon!

MOONFORCE Platform Full Scope Released with final chains HECO and TRX launched and all platform features

MoonFace NFT Surprise!  
TBA



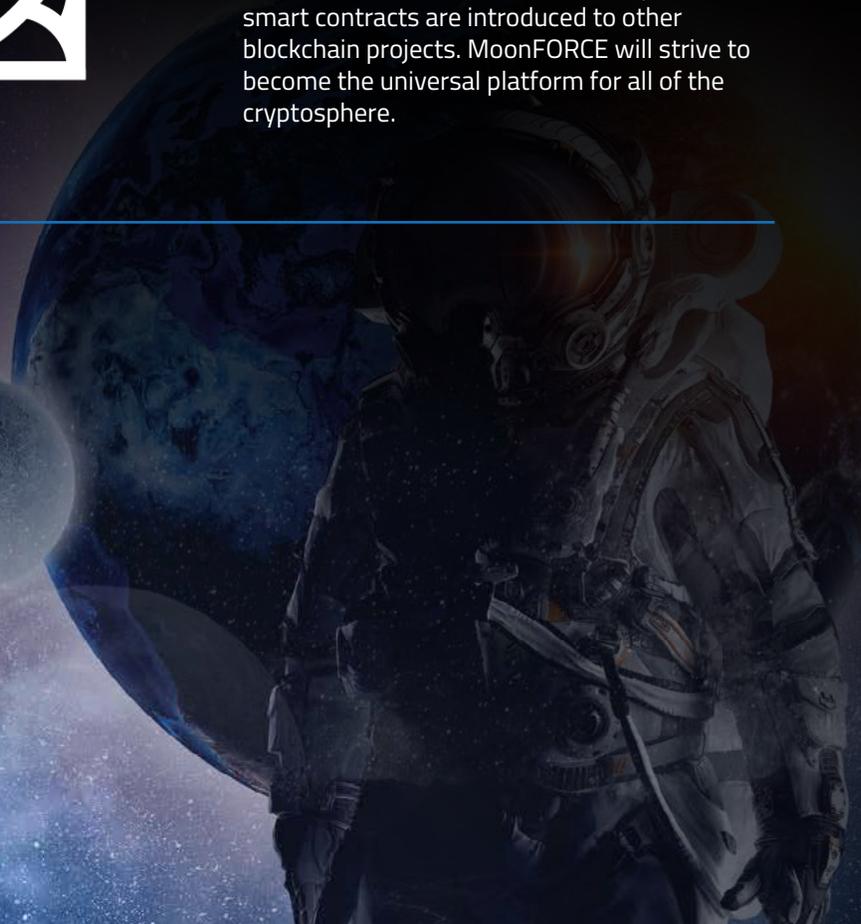


# MULTIVERSE



## MULTICHAIN ACCESS

The MoonFORCE is built around multiple blockchains in its universe. MoonFORCE will feature blockchains such as Binance Smart Chain, Ethereum, Cardano, Solana, Polygon, Avalanche, CELO and TRON. There will be additional blockchains added to the platform as smart contracts are introduced to other blockchain projects. MoonFORCE will strive to become the universal platform for all of the cryptosphere.



# THE WAR ROOM

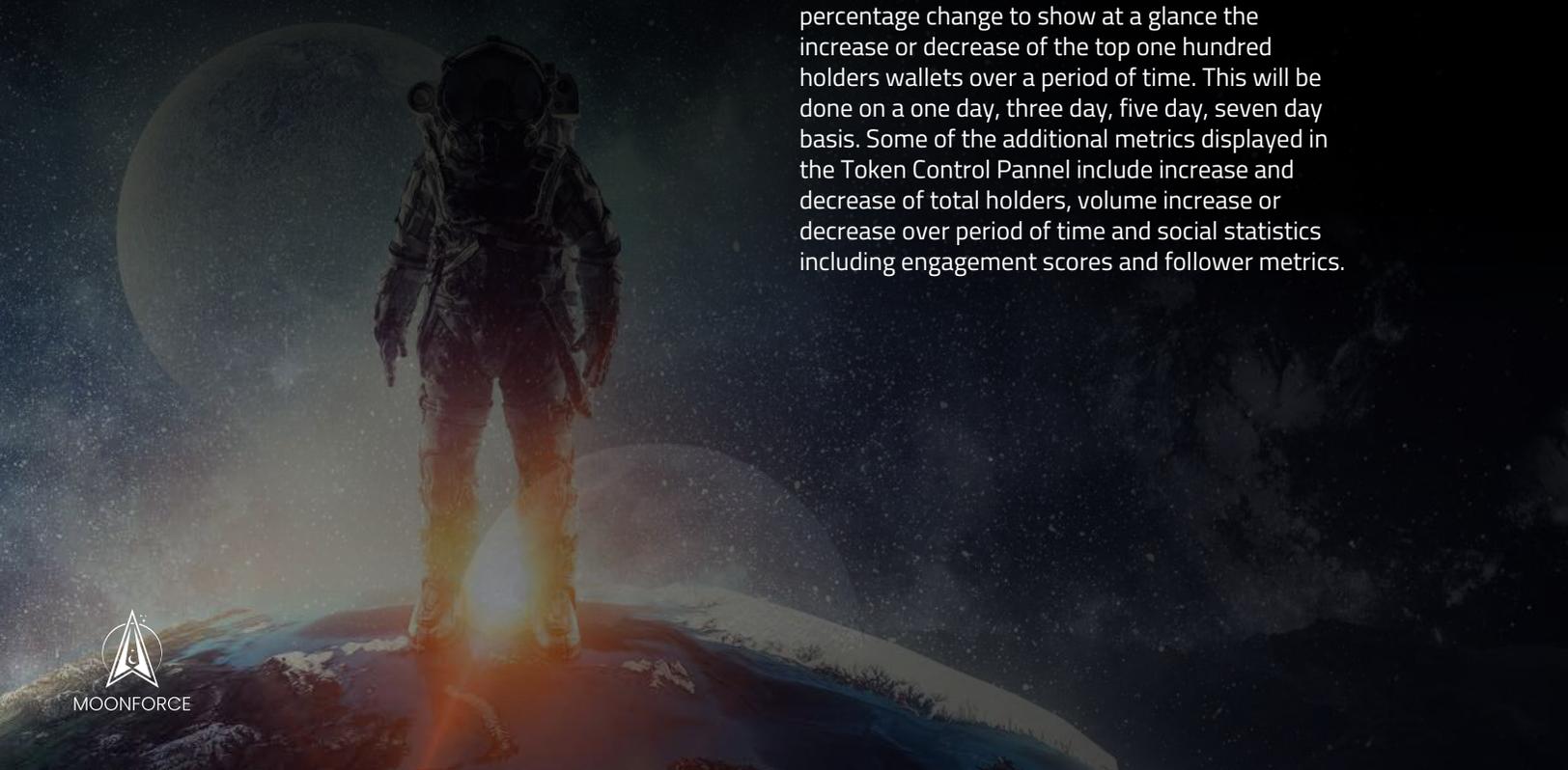
The War Room is a combination of many different cutting edge tools. The tools are built to bring full transparency, accountability and authenticity to token projects. These tools are built to assist development teams in managing every aspect of their project. Community members and prospective investors will also be able to use the War Room to discover projects and build stronger communities.



# TOKEN CONTROL PANEL

Token Control Panel is the snapshot of the token. Think of it as a pulse check on the stats of each project. There are multiple metrics found inside the Control Panel section. There will be Market data which will be brought in by all the other outside marketing connections along with Locked token information snapshots, providing ease to see and track LP lock information for future management.

The outstanding circulation of supply in real time will be displayed. Top one hundred holders list will be displayed for people to see who the largest holders are. In this section there will also be a percentage change to show at a glance the increase or decrease of the top one hundred holders wallets over a period of time. This will be done on a one day, three day, five day, seven day basis. Some of the additional metrics displayed in the Token Control Pannel include increase and decrease of total holders, volume increase or decrease over period of time and social statistics including engagement scores and follower metrics.



## PRE-SALE MANAGEMENT INFLUENCER MARKET

The presale panel will allow all new projects to create a new presale on MoonFORCE. This will be done through a formal process of applying for a pre-sale first. The team will go through a ten point process which includes but is not limited to standard KYC, KYC 2.0 Certification, Project Whitepaper Audit, Roadmap Review, Team and Staff Review for support of the project, audit of community leaders and backgrounds, project policy review and a signed letter authorizing MoonFORCE the ability to disclose all information gathered in this process with a community if needed.

Influencer's are one of the most important keys to getting the word out far and wide. Moonforce will be vetting Influencer's, certifying them through standard KYC and KYC 2.0 along with auditing their channels for authenticity. Each influencer in the marketplace will host a feedback score provided by both the projects which hire them and their community members respectfully. Influencer's will be ranked based on actual performance tracked by our exclusive marketing pixel named MoonTRAC. Performance will determine which level an influencer is ranked on the marketplace.

## INVESTOR SCORE

The project investor score is predicated on multiple variables. One of which is the average time the holders of a project actually hold a token and gives you some insight into their trading patterns. The proprietary algorithm takes into account multiple variables within the wallet, from transfers, swaps, wallet frequency, developer activity, contract activity, write to contract data, etc. MoonFORCE will be ranking entire projects on their current holder base as well as historical information. This data is then used to predict future price movement based on historical data. The critical basis behind this data will track to adjust over time.

## DISCOVERY TOOLS

Introducing MoonSCOPE, a unique tool that will allow investors to discover all tokens vetted and certified by MoonFORCE. You can also discover all coins and tokens in Cryptocurrency even if they are not vetted by MoonForce. Think CoinMarketCap or CoinGecko.

MoonSCOPE will be built with one goal in mind. Bring total transparency and data to the forefront to support the crypto space by fostering the discovery of the most authentic projects in cryptocurrency with the highest potential. Data will provide the metric for discovery based on over one hundred data points.



# NFT SERIES LAUNCHPAD



**The NFT Series Launchpad is going to provide multiple features. First and foremost it's going to allow anybody, whether they are an artist or a developer to design, create, mint and launch a new NFT project.**

Once the project has deployed its project, the presale will be setup using MoonMINT. MoonMINT will provide the developer or creator the ability to run their presale for an NFT project directly on MoonFORCE platform or on their own website.

Our NFT Launchpad will be setup to provide a safe and transparent ability for new potential investors to build confidence with the developers behind each project. Launching on MoonFORCE will provide a developer awareness for their project with a high level of engagement.

NFT Projects will have the ability to upload all project assets and information for Meta Data. The NFT Generator will then process everything to run the generational art through the algorithm built into the NFT launchpad.

The NFT project will provide a one stop shop for anyone to be able to start their own NFT project with or without programming skills. The idea is to allow more access into the NFT space. Each project will have the ability to chose which blockchain their project will be deployed on.

# THE WAR ROOM

The War Room is an exclusive platform inside of MoonFORCE dedicated to Developers and Holders.

Inside the War Room you will find some of the most robust features found and some tools that are desperately needed in the token space.

There will be many features in the War Room. Here is a list of some of the highlights of the features:

1. One Click to List Tokens (Token Listing Sites)
2. Token Control Pannel
3. PreSale Management
4. Marketing Pixel Generation Tool
5. Data Analytics Tool
6. Influencer Marketplace
7. Community Marketplace
8. Ad Network Partners
9. Crypto Exchange Marketplace
10. Developer Marketplace

All Features and Functions in the War Room will be made available to all users of MoonFORCE. The idea is to build transparency between the project and their community and foster community growth by allowing everyone to live with an accountability partner.



## TOKEN CONTROL PANNEL

Inside the panel will feature all project metrics which are valuable to all Projects Developers and their Holders. There are so many variables to list but some of the key metrics are number of holders, average hold time, green days vs red days on 30 day look, Increase or decrease in wallet size over 30 days. The control panel is a complete snapshot of a project.



## MARKETING PIXEL GENERATION TOOL

This tool may very well be the biggest game-changer crypto has ever seen. Some could call this the Google Analytics of Crypto.

This tool is used for conversion tracking of people who have become holders of a project. These are generated for all marketing platforms. They are also generated for influencers. It can be given out to marketing partners, for people for a shilling contest in a community, and it can be used to track pretty much anything.

For example, on Facebook, Twitter, or any of the different marketing platforms, let's say the project wanted to test two platforms. The project then takes \$1,000 for budget on Facebook and then ran \$1,000 on Twitter well. At the end of the day, that sounds great.

After a few days of testing with the marketing pixel we get the results from both Facebook and Twitter. Facebook generated about 215 new holders for the days the campaign ran and spent \$998 total on ad budget.

Then the results for Twitter are reviewed and we find out that the Twitter ad generated 79 new holders.

At first glance of the results we see that Facebook far out performed Twitter and generated 215 holders vs the 79 holders for Twitter. On the surface it looks like Facebook is the winner.

After digging deeper into the numbers we use the pixel data to show us that the Facebook average swap value was \$54 per swap. While on Twitter average swap value was \$1,349. Wait, what? This means that Twitter had a much larger impact on the project and its price movement on the market. So in this example it would make much more sense for the team to be spending a decent amount of their budget on Twitter and maybe come back in a week or two and run this same test over again with different ad copy.

The Marketing generation tool will provide a URL link dedicated to the pixel that was generated by the user. These marketing pixels can be used for both social media marketing or be given to an influencer on any channel. Really there is no limits to the extent of the use of each pixel.



# MARKETING DATA ANALYTICS TOOL

## Why will people call MoonFORCE the Google Analytics of Crypto?

Data is the most powerful substance of influence in the world. Even though everyone already knows the power of data and its application to making things better, cheaper or more powerful, we have yet to see any platform in crypto provide real data tracking system for project conversions and or accountability of the platforms as well as influencers and ambassadors in each project.

With MoonFORCE Data Analytics tool, each project will be able to track down to the scientific effect, if any, a marketing effort had on their project. They will also be able to see if the community when provided a contest is really engaging or if they are just ignoring the project and there is a bigger issue.

The data analytics tools can be used by everyone in crypto to measure the success of any effort they make to bring conversions to their project.

Influencer's, CEX, DEX, DAPPS, project devs and communities will now all have a way to optimize their efforts to ensure progress moving forward for the initiative they are trying to accomplish.

Exchanges can use it to track which sources send the most new users who sign up for their exchange. DAPPS can use it to understand where its users visit prior to landing on their DAPP.

In marketing, the most important metric is ROAS. This stands for Return On Ad Spend. This number tells the buyer of the marketing services what kind of return they got for the money they spent in advertising. Currently there is no way to track conversions in crypto to show what actual impact a marketing effort has made on a project. There is no way to track new holders from an influencers effort. This is all about to change and accountability is about to go through the roof!



## CRYPTO AD NETWORK

**The MoonADS network for Token projects to utilize to boost their efforts towards total awareness worldwide!**

MoonADS is a complete database filled with crypto ad platforms which accept crypto ads on their platform. Some of these platforms are dedicated to crypto ads and some are open for all ad types.

MoonFORCE has tested and memorialized data from each of the ad networks listed on the database. Developers are able to sort through the ad platforms listed, find out which ad network would be best for them based on their type of project, ideal holder, etc.

In the database will live very important information on each platform such as cost per click, ad types, conversion rates, cost per impression, audience type and a score for the traffic engagement to crypto projects.

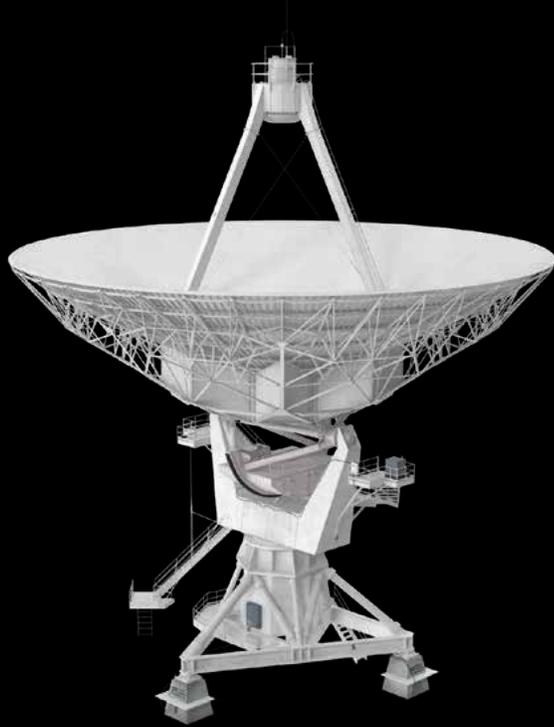
## COMMUNITY MARKETPLACE

The community behind a project accounts for 40% or more of the sustainability of the project.

Projects deal with challenges with communities everyday. Some will have to bring in moderators, community managers, etc to foster the right type of culture within their community.

MoonFORCE will feature a Community Marketplace in the War Room which will feature vetted software for community management, a manager marketplace for vetted community managers with KYC Verification. Feedback will be available for developers to review before engaging with community managers, software as well as other items found in the community marketplace.





## MOONFORCE CERTIFIED

The MoonFORCE team will provide a channel where projects can apply to be certified. This process can take some time as there is many steps and milestones to meet.

The first step to certification is to be both KYC 1.0 certified as well as passing KYC 2.0 certification. If a team is able to complete this milestone, they will move on to the next step.

The next step in the certification process is to do a complete audit of the projects contract behind the token. This is done by our in house engineers as well as a third party set of eyes. These audits are very extensive and not a cookie cutter audit as we see today from some of the firms offering this service.

After Audit is complete then the project will go through the difficult task of getting the project roadmap, whitepaper and platform sites (website) approved and signed off on. This includes a one on one video call with the team to discuss the sustainability of the project, the development process, what stage they are in the development process, the resource of talent and people behind the project that are capable of seeing the project meet the road map milestone all the way to the end of the roadmap.

Once all the above steps are taken, then the testing process begins on testnet to verify the contract is ready for the market and community. This part of the process is done to determine if there is any issues which were not found in the audit process that may cause issues when the project launches on the platform. There are many things that can happen and in some cases the developers are not even aware they missed some features or other logic in the project smart contract.

## KYC 2.0

**Not only does MoonFORCE provide a KYC 1.0 service but it always has created KYC 2.0 Verification.**

KYC 2.0 is approximately a five-step process that takes it to a different level. When it comes to KYC verification, a lot of times, it is actually fairly easy to get through KYC if you're a little more sophisticated. We are very confident that a lot of people in crypto are very sophisticated based on the things we've been exposed to overtime. KYC is designed to require third party verification with direct verification of the third party. This causes an involvement of additional people who are verified by a inhouse procees to confirm the information provided in the process is true.

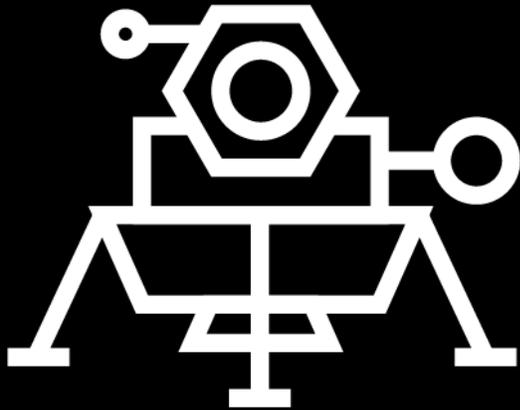
This section includes and is not limited to things such as employment verification, things such as them doing a video call with us face-to-face, confirming place of residence through local verifications as well as certified fingerprint cards. Not all of these are used but if a person or project fails any of these verification they will be asked to provide additional information since what was provided can't be confirmed. If the team fails any step twice they will automatically fail and we will not review the same project twice.



# CRYPTO EXCHANGE MARKETPLACE

The Crypto Exchange Marketplace inside of MoonFORCE is an extremely valuable tool for developers and communities. In the crypto world many of the centralized exchanges have teams built to service and work with projects to get the project listed on their exchange. Just as there are scams with token projects, there are scams everyday of people impersonating a centralized exchange.

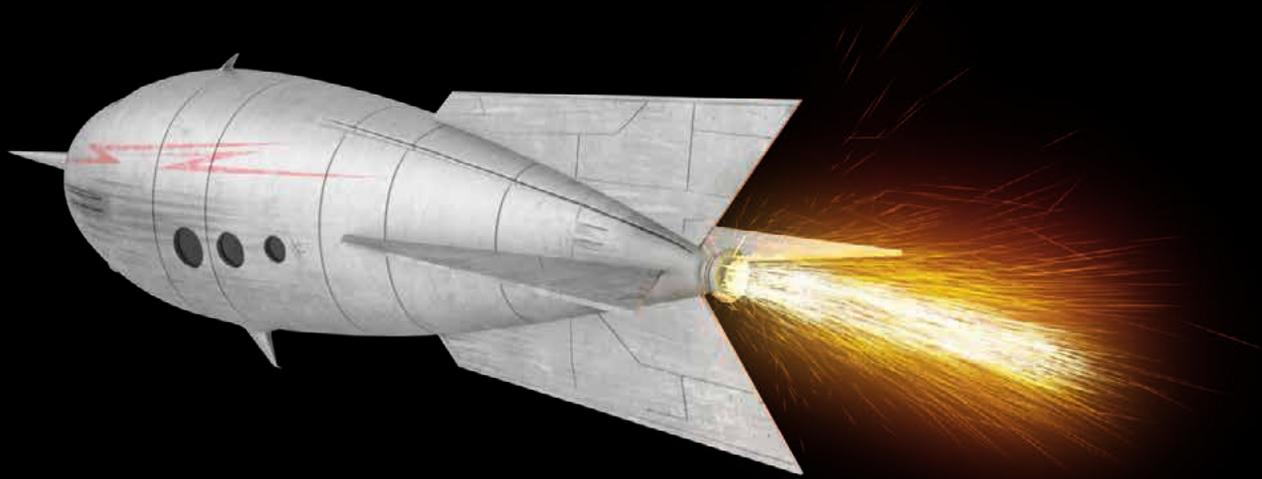
A lot of these developers have no inroads to a lot of these exchanges. We have developed strong relationships with many exchanges that will benefit developers. MoonFORCE has done the leg work and built a database for all centralized exchanges with the correct contact information, listing fees, process to be listed, listing requirements and listing services to assist in a successful listing.



In the Exchange Marketplace there will be a one click to list option for projects and communities to use. Developers can click which exchanges to be listed on. Information on each exchange will be in the database based on real collected data such as the feedback on each exchange that's been given by any of the other projects. You will be able to sort by feedback score and the average volume of the exchange.

Why is the average volume of the exchange important? It will truly tell you what type of exposure it is going to give your project. It gives the community the ability to understand what type of exposure is given. You will have the ability to view the data based on 24 hours, 3 Day, 7 Day, 10-day, 14-day, 28-day, type by intervals. Exchanges with low listing fees is definitely a huge benefit to the project but not always going to be the right exchange. MoonFORCE collects data to determine which kind of project will work best on each exchange. This is going to give a project and its community a good idea where to spend the money to list their project. The idea when listing on an exchange, is to find the exchange that will provide a boost for the project. MoonFORCE has taken the guess work out of having to throw darts at a wall or just listing because the exchange name was big.





## CRYPTO DEVELOPMENT MARKETPLACE

---

The next section inside the war room is the **Crypto Development Marketplace**. A listing of development teams which will be based on the specialty of each developer. The developers will get feedback very similar to **freelancer.com**. You have the ability to hire developers directly in the marketplace.

Project teams and their communities will be able to hire developers directly out of the marketplace. Each developer in the market will be verified and will have provided all certifications to confirm their skill set. Once a developer awards the project to a developer.

### Every development team is fully KYC verified.

We make sure that we've vetted each developer. We've actually got feedback from recent projects that the developer completed from those teams. We know whether or not they are on time, or if they are who say they are. We know if they are competent to do the technology development, the types of certifications they have received, and exactly the specialty of each team. Protecting the platforms project teams and community is of the utmost importance. Developers who have bad intentions could kill a project after building a back door to a project. We are fostering a transparent marketplace where some of the best developers in the world are listed and projects are safe from the bad actors.

Projects will be able to communicate with the developers on the MoonFORCE platform as well as off the MoonFORCE platform. MoonFORCE will not take a fee for providing this service.



MoonFORCE is a next generation platform providing services and data analytics, which until this time, has never been accomplished in Crypto.

As the MoonFORCE platform builds a crypto community filled with project developers and their communities, we will foster accountability, transparency and authenticity.

MoonFORCE hopes to bring mass adoption to crypto by providing a safe place for projects and their prospective holders to discover each other, show transparently what is under the surface of each project and provide everyone a comfortable place for them to engage where it will only foster transparency.

On the MoonFORCE platform, there will be a listing for every crypto project regardless of if the project team has claimed their project or not. Each listing will allow anyone who wants to engage with it to participate in a safe environment. We will deal with user removals for users who are reported as malicious and allow for community reporting of such individuals. MoonFORCE looks to be the most trusted platform provider in the space and wants to set the standard for everyone to follow.

---

**Our goal is to bring a foundation to the token space. The MoonFORCE team will be willing to work with everyone to provide the customer service experience that is needed to breed success with project team and their community. We will have our fulfillment team standing by at all times to assist our customers and users of the platform to provide world class service to everyone worldwide.**

---





T H A N K   Y O U

[www.moonforce.com](http://www.moonforce.com)