

TEQUILA PARTY

Whitepaper v0.2

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Abstract

TequilaParty - a cryptocurrency available on BSC - is the first DeFi project of its kind linked to the manufacturing of a white label Tequila with an NFT complement. The team's commitment to sustainable operating methodologies - designed with the power of community and philanthropy at their core - can serve as a model of best practices for future crypto-enthusiasts to follow. In as much as the ethos of cryptocurrency is about removing the element of coercion in the financial sector, project developers have a responsibility to create thoughtfully designed incentives which support communities and give decision making power to the individual coin holders.

TequilaParty intends to set the example in the space for proper governance and appropriate transparency, while building a sustainable, lasting organization that serves its token holders and beneficiaries alike. Our evolving structure reflects exactly this, and lends itself well to future growth while making a positive difference in the world. TequilaParty was designed to build bridges between the real world and the "Cryptosphere" to make crypto assets more tangible for those new to the space, as well as leveraging the utility of crypto assets to support and uplift our partners.



Introduction

Combating the weaknesses of a meme-coin dominant culture requires answering tough questions about accountability, governance and power structures that have come about as a result of a myopic focus on profits alone. Any positive change toward legitimate and lasting projects must start at the individual project level. The delineation of pathways through which coin holders may exercise greater decision making power and assume a more active ownership across their projects is one way to combat the passivity and powerlessness which characterizes the victimization that happens in a meme-coin centric culture.

To differentiate a particular cryptocurrency project from a run of the mill pump and dump meme-coin, it is helpful to build a bridge from the coin itself to a real world project that already holds organic and intrinsic value. This way, a foundation of trust and legitimacy is created because of the coin's backing – even if the value of the real world project is intangible or in its infancy, it is still a means by which individuals can directly influence project growth. Without it, prospective coin holders can be more hesitant, as there are plenty of unanswered questions about the future of a project whose value is unarticulated, un-vetted, and purely speculative innature.



System of Higher Incentives

In essence, TequilaParty's mission is multifaceted:

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| a) To support traditional agricultural practices in Mexico through meaningful partnerships with well-established non-profit organizations; | b) Produce a high quality crypto-focused Tequila in Mexico with an attached NFT complement that represents original Mexican art, and perpetual support of non-profit partners; | c) Promote adoption and understanding of the crypto ecosystem through a tangible 'bridge' – our actual Tequila. |
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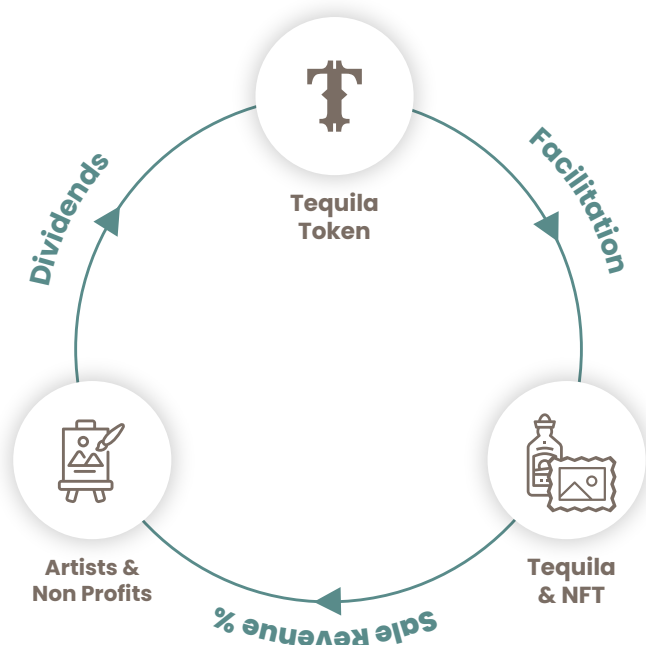
If token holders are assured by proper governance and a transparent team that a project's intentions are genuine, they may devote their attention and focus to supporting the project's goals & aspirations. Since a more stable project and proper structure creates more opportunity for greater level of ownership for holders, TequilaParty serves as a thought leader for creating alternative solutions to the disposable and unproductive meme coin culture. The project is self-sufficient in ways that are lacking in the meme-coin cryptocurrency sphere.

First, it fosters a supportive culture based on a real world project which is sustainable and philanthropic in its own right. This is in direct contrast to the consequences of a throwaway culture and dishonest business practices which has unfortunately resulted in many cryptocurrency holders being "rugged," where the value of held tokens is systematically and quickly erased. Underpinning the \$tequila token with a tangible business, sustainably sourced premium Tequila, creates a better foundation of credibility and a deeper relationship of trust across the project.

Second, the project gives both token holders, partners, and Tequila enthusiasts alike more opportunity to become involved in multiple aspects of the project's growth. TequilaParty supports sustainable community practices in the crypto sphere and within the traditional agricultural industries in Mexico. Revenue from a 100% Agave Tequila product creates steady positive buy pressure with the \$tequila token in the form of a structured and regular dividend. The cryptocurrency project then in turn provides support to non-profit groups supporting traditional and sustainable agriculture in Mexico. This means that even individuals who hold no cryptocurrency may still have a direct impact on the project's trajectory through the physical product.

Circle of Incentive

The higher incentive is then to support the extended ecosystem that produces the Tequila we'll enjoy; to know that we're making the world a better place by supporting the practices that produce the Tequila; and watching the value of the \$tequila token grow as a result of the dividends produced with each bottle of Tequila sold. Full circle.





Physical Product

Founded by a crypto and blockchain enthusiast who is certified by Tequila's regulatory agency Consejo Regulador Del Tequila (CRT), the team is building a community of holders with incentives designed to create a sustainable upward spiral of growth for both the white label product and the token itself. The physical Tequila itself – to be released in the US, UK, and Hong Kong markets – will allow tracking of the serialized bottle's origin and production by means of an NFT complement.

To elaborate, the Tequila produced by TequilaParty will be accompanied by a Non-Fungible Token (NFT) complement, which will represent a limited run of original art by our artist partners. Those artists, while creating their works for TequilaParty, will choose a non-profit organization that will be supported in concert by the NFT. A fixed percentage of each subsequent transaction of the NFT will go to the original artist, and another percentage will go directly to supporting the chosen non-profit organization. This will exist in perpetuity, and we expect these pieces of art to be valuable and collectible.

The project's original Mexican art is a homage to the goddess Mayahuel, the embodiment of the Maguey (Agave) plant, which is a life-giving plant to those who partake. This symbolism is a powerful part of Tequila Party's utility as a constructive and innovative solution to the meme-coin culture, which only takes from its community without giving anything in return.





Positive feedback loop

What are the possible opportunities for non-crypto holders to contribute to the project, across product purchasing, non-profit involvement, word of mouth, etc? What are the ways that these metrics are measured and tracked?

The answers to these questions revolve around the ideas of a socially conscious community and an active, agile development team. We want to know that our intended mission is effective, and will track metrics through our distributors and partners and correlate those tracked items with the raw data we have from sales and token distribution. We'll be tracking metrics from our partners on the efficacy of our financial support on the organizations that depend on it, as well as the relative impact of artist income and the wellbeing of their families.

If our mission is to do good in the world, we'd like to effectively measure that and grow those metrics in a way that makes a difference for our beneficiaries. We'll also actively track dividends and price pressure on our token, and determine as well as we can any particular data point that helps continue to drive our project forward. We're data driven people, and this project is no exception.

The relationship between the physical product, the real world organizations it affects, and the growth of the coin will be the most interesting aspect of this project, and we'll measure as many things as we can and consider them as a whole to perpetuate the above Circle of Incentive. Talking about measurable progress through traditional PR channels, our social media channels, and our community will keep our stakeholders up to date on progress, as well as incentivize others to participate.



Growth

The steady growth of the coin – now at 1,059 holders as of June 7th, 2021 – combined with the supply rewards and a 2% pro-rata distribution rate to holders for tax on transactions – make it an attractive option for crypto-enthusiasts. Common wisdom for those looking for interesting opportunities include finding a good project with transparent developers, holding that token, and participating in the growth and development of that token to whatever extent possible. This last point is incentive for TequilaParty to create such mechanisms for the community to participate, to actively solicit feedback, and respond to specific points that will provide additional momentum for the Circle of Incentive.

To this end, we have, and will continue to, partner with influencers and employ marketing strategies that are consistent with our brand and values, and discourage quick pumps for artificial gain that could hurt the image of the project. Organic, steady growth has always been the goal from the outset of the project, and we've largely fulfilled that for our token holders thus far.

Marketing strategy overall revolves around a mix of traditional PR and social media channels, key influencers in the space, and organic growth/reporting of these metrics that will attract the attention of credible individuals and platforms that are genuinely interested in what we're doing. Traditional PR works well here because of our bridge building efforts between the real world, and what we've deemed the 'cryptosphere' – primarily because of general public curiosity, and leverage of crypto instruments for the benefit of our partners.

TequilaParty is primarily a crypto asset that exists in decentralized space, and we plan to build the token into a cross-chain asset that promotes ease of buying/holding. To list on centralized exchanges such as Binance or FTX is initially expensive; these listings usually come in an organic way with sufficient trading volume of the token. This is the route we plan to take.

As a cross-chain asset, protection of the initial implementation of TequilaParty on Smart Chain is paramount, and appropriate chains for the project may include, but aren't limited to, Ethereum, Avalanche, xDai, Solana, Cardano. We expect initially that price equivalency will be on a 1:1 basis, and exchangeable for the \$tequila token on other chains. Price arbitrage will generally keep these in sync, although we are exploring ways to do this algorithmically. Proper liquidity for each chain on which TequilaParty launches will be paramount to its success, and we expect to run a similar program to that on SmartChain, where significant incentives are given to LP token holders of the \$tequila/native coin pair.

TequilaParty will often run promotions and contests for its own users, as well as those geared toward attracting new token holders. These contests will be consistent with our core values of organic growth, content creation, appropriate data collection, and token holder acquisition.



Proper Governance

The emergence and development of the blockchain is still in its infancy, and incredible things are ahead for the groundbreaking technology. While how the future looks for the development of blockchain remains uncertain, what is certain is that quality organizations with real purpose on blockchain will need proper self-governance, which is inherently well-suited to the transparent nature of blockchain organizations.

TequilaParty is backed by the initial iteration of Boardroom.Finance (<http://boardroom.finance>), a sister company that aims to establish the standard by which high quality organizations that exist on the blockchain will be governed. This means that we use industry standard practices for employment, financial instruments, standard accounting methodologies, token vesting, and other accepted techniques that have been adapted specifically for blockchain-oriented organizations.



Branding and Progression

TequilaParty started as a genuine project that demonstrated care for its token holders and promise for the future; initial branding was expedient, as the focus was on building the community. As the project developed, it became clear that a more sophisticated brand that could transcend the cryptosphere to real world bridge was in order. We've iterated quickly, and have arrived at a brand identity with the help of KissLabs.hk that we believe will stand the test of time and carry our project into the distant future.



Closing

Why is it important to fix the meme-coin culture in a pump and dump dominated market? Why put so much emphasis on the underlying principles involved? The answer to this question lies in our purpose for being, a higher quality community, more stable long term growth metrics, and the expanded possibilities for having a real philanthropic impact on the world.

TequilaParty exists to leave the world better than we found it, and build as perpetual of a mechanism as we can manage to better support our partners and stakeholders both now, and in the future. We're a long term play with serious goals, and we've been fortunate to amass a community and management team that also thinks in this manner. TequilaParty has a bright future indeed, with the audacious goal of building real bridges from the real world to the cryptosphere. It very well may be the first cryptoasset many people own, with a clear benefit for those who choose to participate in our ecosystem.



Critical Details

Network: Smart Chain
Contract: 0xf459693e9f45f432eCB48afE1bD0cCaA4ad82959
Token Supply: 1,000,000,000,000
Mint Function: No
Reflect Tax: 2% redistributed to holders
Website: <http://tequilaparty.space>
Telegram Community: <http://t.me/tequilaparty>
Twitter: <http://twitter.com/TequilaPartyBSC>