



**PURE**

pyre.blue

# WHITEPAPER

**Draft:** because of lack of regulatory clarity, this whitepaper remains subject to change until further notice.

# What is \$PYRE?

**\$PYRE** is a revolutionary approach to decentralized currency, built for the people.

**\$PYRE** solves the persistent problems facing “reflection token” investors by implementing completely unique and game-changing tokenomics – including a dynamic fee/burn/reflection system.

- **\$PYRE** is deflationary by design
- **\$PYRE** automatically and intelligently adapts to its environment.
- **\$PYRE** is coded with features that deter whale manipulation
- **\$PYRE** is not for day traders
- **\$PYRE** is for holders, without using excessive selling punishment
- **\$PYRE** is a strong community, supporting charitable projects around the world

**\$PYRE** is truly the people’s coin that says **YES**. **Yes**, I want to be a part of something amazing. **Yes**, I want to be a member of a group that leaves the world a better place than we found it.

Built from original and unforked code, **\$PYRE** supports every investor whether they are buying or selling; keeps whales in check; discourages day trading; and is ready to make waves across the globe.

Furthermore, **\$PYRE** has a vision to better the world through community-driven investments in humanitarian and green projects as well as well as to charities selected by our community.

# What is \$PYRE? (continued)

**\$PYRE** is not a memecoin built by moonboys. This is a project supported by a talented, dedicated (and doxed) team with a strong vision and robust code, giving back to the planet while serving as the Pyre Ecosystem's currency.

## WHAT MAKES US DIFFERENT

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**\$PYRE** uses a fee mechanism similar to other tokens. However, with **\$PYRE**, **these fees are dynamic**, rewarding different types of buying and selling behavior. Our approach is entirely new – and it has both the buyer AND the seller in mind. **\$PYRE** is the first token to do this.

**How does it work for sellers?** Sellers get rewarded with a lower fee the longer they hold **\$PYRE**, qualifying for the lowest fee after holding for 2 months.

→ **Why?** We are discouraging the creation of a transient community consisting of day traders and thrill seekers. Through our tokenomics, we are generating a community of people who are highly incentivized to **HODL** for the longer term.

**How does it work for buyers?** After their initial purchase, **\$PYRE** rewards investors with lower and lower fees over a 2-week period. After each successive purchase the clock resets, and the fee again moves from a higher to a lower fee.

→ **Why?** Our system encourages investors to slowly build their bag of **\$PYRE** – through spreading out everyone's purchases, we aim to avoid moonshots and crashes. To put it simply, small regular purchasing every 2 weeks (or longer) at the lowest fee is the only strategy to maximize your holdings – by buying all at once, you are missing out on more **\$PYRE** for your investment.

# What is \$PYRE? (continued)

**How does it work for holders?** \$PYRE rewards holders with reflections (pro-rata share of transaction fees given to holders) from each transaction.

→ **Why?** We believe holders should be rewarded, as they provide the backbone of stability.

**Pyre offers a lower “buyback” transaction fee** if an investor mistakenly sells and then buys back the same amount of \$PYRE (or less) within the next 2 hours.

→ **Why?** We all make mistakes and have changes of heart, so we give the investor a chance to reconcile without being hit with a large fee to own a bag again.

**For further details regarding the inner workings of the \$PYRE system, please see the “Tokenomics” section.**

## WHAT IS PYRE’S MOTIVATION? ---

### OUR MISSION

Pyre’s mission is to protect the everyday investor through its unique tokenomics and coding, while using transaction fees both to reward holders and to fund community-driven humanitarian and green investments, as well as other charity projects.

### OUR VISION

As visionaries, innovators and changemakers, our community aims to attract more like-minded people. As we strive to launch \$PYRE to the forefront of the cryptocurrency, digital asset and DeFi spaces, we will empower our community to make positive global change. We will create possibilities and opportunities for both the fortunate and unfortunate alike.

# What is \$PYRE? (continued)

Furthermore, if our community wants it, we are ready to 1) promote the wide acceptance of \$PYRE by merchants, creating a new form of decentralized currency, and 2) revolutionize various industries, including but not limited to the crypto space, renewable energy, and the oil and gas industry.

## THE FACTS

\$PYRE is community-owned. Pyre LLC, the company charged with the development and promotion of both the \$PYRE token and the Pyre ecosystem, is fully doxed and transparent.

# The PYRE Community

The **PYRE** Community will determine the direction we take by engaging in transparent and snapshot-based voting. Although we have a team working in the background, our community leads the decision-making.

In our social channels, we want to provide a space where new investors can feel comfortable and welcome to participate, and we encourage more experienced investors to ask the hard questions that will challenge all of us and move **PYRE** forward.

Any member of the **PYRE** community will be listened to. We will be all ears and all action if it's a strong idea. Our overriding desire is to enable **PYRE's** community and its projects to grow and thrive.

We foster a community that is supportive of its members, regardless of the size of their **\$PYRE** holdings. Whether a member buys, holds or sells, we are a community that supports their decision with no judgment.

## **FUTURE TOPIC IDEAS OUR COMMUNITY MAY VOTE ON:**

- SUSTAINABILITY
- BLOCKCHAIN
- WALLET
- GAMES
- TECHNOLOGY
- EXCHANGE
- COMMUNITY-LED INVESTMENTS AND OTHER PROPOSALS

# Tokenomics

## BUYING

For each initial **\$PYRE** purchase made, there will be a buyer’s transaction fee (BTF) assessed at 10% of the amount purchased. (We will call this initial amount purchased the “baseline” amount.)

For the next purchase of the same “baseline” amount of **\$PYRE** (or smaller), a variable BTF will be assessed, starting at 10% and going down by .5%/day, starting the day of the initial purchase. On the 15th day, the BTF will be at 3%, where it stays until the next purchase.

TABLE 1



**Example 1:** The first time you buy 10,000 **\$PYRE**, you will receive 9000 because of the 10% fee. If after 1 week you want to buy 5000 more, a 6.5% fee will be assessed, which means you receive another 4,675.

After the second purchase, regardless of the amount purchased and the BTF assessed, the BTF for the third purchase reverts to 10% and goes down by .5% daily until it reaches 3%, where it stays until the next purchase.

The same BTF structure applies to the third and all successive purchases. After each purchase, the BTF for the following purchase reverts to 10% and decreases by .5%/day until it reaches 3%, where it stays until the following purchase.

# Tokenomics (continued)

## BUYING (continued)

Expressed mathematically:

- **Day 1 – 15:**  $BTF = [10 - (\text{full days elapsed}) \times .5]\%$
- **From Day 15:**  $BTF = 3\%$  fixed
- After each purchase, the clock resets to Day 1

If a purchaser buys a larger amount of **\$PYRE** than the initial “baseline” purchase, the **\$PYRE** code automatically divides that purchase into two parts. One part is the “baseline” amount of the initial **\$PYRE** purchase, which is assessed a BTF according to the above formula. The amount of **\$PYRE** in excess of the “baseline” amount is separately assessed a 10% BTF, and then the total amount purchased becomes the new “baseline” amount going forward.

**Example 2:** The first time you buy 100,000 **\$PYRE**, you will receive 90,000 because of the 10% fee. If after 1 week you want to buy 500,000 more, the first 100,000 will have a 6.5% fee assessed (6500 **\$PYRE**). The other 400,000 will have a 10% fee assessed (40,000 **\$PYRE**). This results in you receiving 453,500 **\$PYRE** (500,000-46,500).

This BTF structure **encourages** people to dollar-cost-average into **\$PYRE**, buying initially at a 10% fee and then make subsequent purchases every 14 days (or farther apart) at the lowest 3% fee. With enough purchases, the average fee for all purchases approaches 3% using this strategy.

This BTF structure **discourages** buying all your **\$PYRE** at once, which would result in a flat buyer’s fee of 10%.



# Tokenomics (continued)

## SELLING

A seller's transaction fee (STF) will be assessed upon the sale of any \$PYRE. The STF starts at 15% on day 1 (the day the \$PYRE is purchased)<sup>†</sup>, and it decreases gradually over a 60-day period at a rate of .2%/day, ending up at 3% on day 61, where it stays in perpetuity.

- Day 1 – 61:  $STF = [15 - (\text{days elapsed}) \times .2]\%$
- From Day 61: STF = 3% fixed for any amount sold
- There is no clock reset: after Day 61, the 3% STF applies to entire amount originally purchased

<sup>†</sup> If \$PYRE was purchased on multiple dates, \$PYRE code automatically assesses different STF's based on when each token was purchased.

TABLE 2



## BURN & LONG-TERM DEFLATION

A preburn of 100 million \$PYRE will create a burn wallet that accumulates “reflections” just like any other wallet, starting at 4.5%\* of all transaction fees and growing over time. With this burn function we ensure the supply will decrease over time. Assuming a constant or increasing demand for the token, this would result in price increase. Burning will continue until \$PYRE reaches its initial target supply of 200 million.

\* The 4.5% of fee comes from this calculation  $(100/1000 = 10\% * 45\% = 4.5\%)$  where 100 million is the amount burned, divided by the total supply (1 billion), which is then multiplied by total percent of fees distributed to all holders.

## AUTOMATIC LIQUIDITY POOL (LP)

\$PYRE'S Automatic Liquidity Pool (LP) acts as a beneficial price stability mechanism for holders.

The contract receives tokens from seller and buyer fees alike, converting them into native tokens (MATIC) and adding them to the LP.

# Tokenomics (continued)

## AUTOMATIC LIQUIDITY POOL (LP) (continued)

In theory, the added liquidity should support the price floor of the token.

And, in principle, this should mitigate price volatility when large holders decide to sell their tokens, keeping the price from fluctuating as far to the downside.

**\$PYRE's** tokenomics address some of the persistent troubles we have seen with recent DeFi reflection tokens. We are confident that this model and protocol will prevail over the other outdated reflection tokens.

### TRADING PROTOCOL

**\$PYRE's** trading protocol has three simple functions:

**Reflection + LP acquisition + Burn**

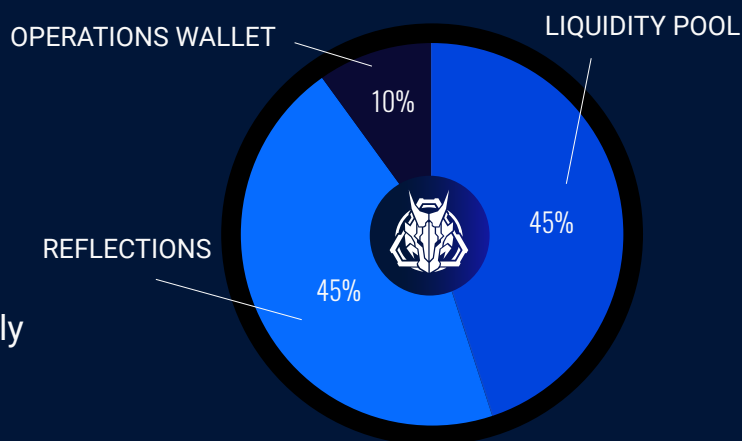
### DISTRIBUTION OF FEES

Both BTF's and STF's (i.e., two separate fees) are assessed on every **\$PYRE** transaction.

Both BTF's and STF's are automatically and instantly divided by **\$PYRE** code into 3 portions as follows:

- 45% is distributed pro rata as "reflections" to all **\$PYRE** holders.
- 45% is deposited into the **\$PYRE/MATIC** trading pair's liquidity pool (LP) on Quickswap
- 10% is deposited into **\$PYRE's** Operating Wallet

### FEE DISTRIBUTION



# Whalenomics & Day Trading

## WE DETER WHALE-SPECIFIC VOLATILITY

Although we as a community very much appreciate and value our largest investors, we care even more about our community as a whole. As a result, we've set out to discourage specific whale activity that would manipulate the price of \$PYRE. Whales are powerful investors because they hold large amounts of tokens, and their actions affect everyone. This influenced our decision to create the cycle of fees as described earlier.

\$PYRE code incentivizes larger investors to **spread out their purchases in equal amounts** rather than "pumping" the price in a single mammoth purchase. Smaller, regular purchasing results in much lower purchase fees paid.

Whales are also incentivized by \$PYRE's tokenomics to **wait at least 2 months to sell** in order to get the lowest fees and thus maximize returns.

Finally, \$PYRE code **allows a maximum of 5% of the total \$PYRE supply in any individual wallet at the time of purchase**. We realize people can have multiple wallets, but the work involved to create and manage them is impractical and somewhat prohibitive.

While not 100% foolproof, our tokenomics do significantly deter whales from engaging in volatility-inducing behaviors that are the most damaging for short-term price and investor confidence. Should the \$PYRE community wish, we can implement further plans to incentivize good behavior from our whales.

## WE DISCOURAGE DAY TRADING

Simply put, our Tokenomics discourage day-trading, due to the variable fees charged to both buyer and seller in each transaction.

# Distribution

## DISTRIBUTION & TRANSPARENCY

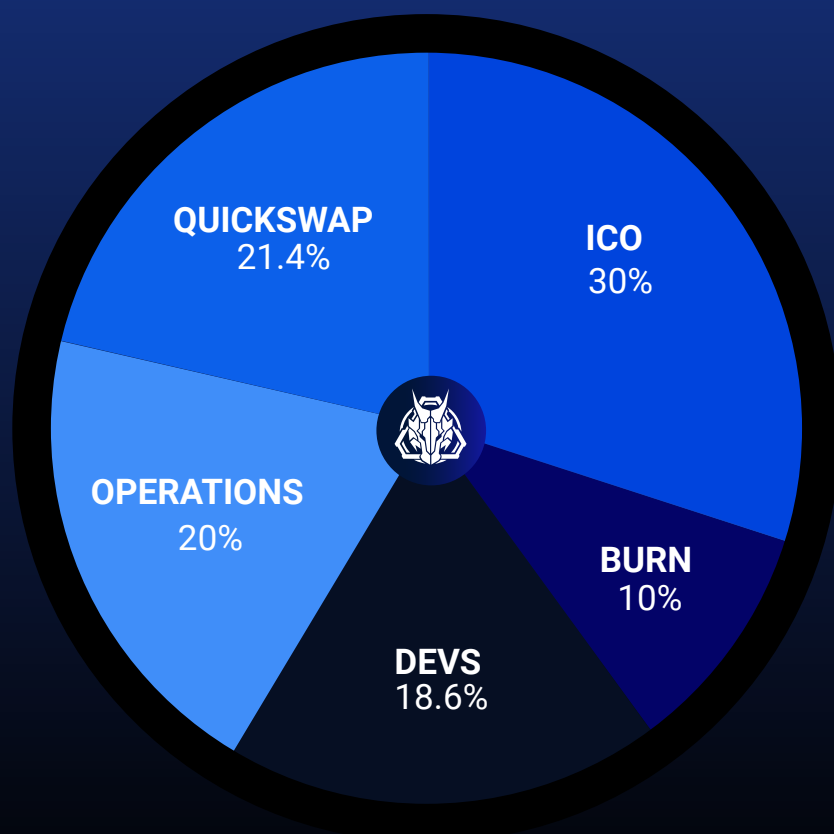
The Pyre, LLC team is very serious about enabling the \$PYRE community to reach its goals. To allow them to focus purely on this journey, members of the development team will be eligible to be compensated for their work through token distributions (see initial token allocations below).

Every single token that leaves the \$PYRE Operations wallet will be accounted for transparently. We will consistently and automatically update the website with all purchases, token winners and other payments. We will also list all developer wallets, so our community can see every transaction to and from those wallets.

## IN A NUTSHELL

- Total Supply: 1,000,000,000
- ICO Tokens: 300,000,000
- Burned Tokens: 100,000,000
- Dev Tokens: 186,000,000
- \$PYRE Operations: 200,000,000
- Quickswap Tokens: 214,000,000

## TOKEN DISTRIBUTION



# \$PYRE Initial Coin Offering (ICO)

\$PYRE's Initial Coin Offering will occur in multiple tranches of 2.5% of the total supply (25 million tokens) each, totaling cumulatively up to 30% of the total supply of 1 billion tokens.

**Tranche 1** will be offered at 4 cents USD per token. **Tranche 2** will be offered at 8 cents, while **tranches 3 and 4** will be offered at 12 and 16 cents, respectively. The remaining tranches, if offered, will be priced according to market conditions.

**Initial Coin Offering:** vesting begins 60 days after token launch, at a rate of 5% per month over a period of 20 months.

**Pyre Operations and Team Allotment:** vesting begins 60 days after token launch, at a rate of 4.1667% per month over a period of 24 months.

**\$PYRE Vesting Schedule\***



\*All tokens shown on this vesting schedule are 100% vested in \$PYRE launch

# Automated Investment Platform

## (AIP)

To allow investors to purchase **\$PYRE** as easily as possible, we are developing an automated investment platform. Now, instead of having to keep track of the dynamic fee and timing your purchases accordingly, the AIP will allow investors to automate this process.

The automation will also be available for selling. Note that funds will never be locked, and can be accessed at any time through a connected MetaMask wallet.

The AIP will further contribute to the **\$PYRE** mission of promoting responsible investing, building a community of dollar-cost-averaging users resulting in healthier price movements. Future plans include the addition of a fiat on-ramp, making purchasing **\$PYRE** even easier through card or wire transfer.



- Step 1.** Connect your wallet
- Step 2.** Deposit total investment in MATIC
- Step 3.** Turn on 'Auto Manage' and select your DCA duration
- Step 4.** The platform will automatically spread out your purchases in order to receive **\$PYRE** at the lowest fees.

# Pyre Ecosystem

## DIGITAL COLLECTIONS & MARKETPLACE

Pyre, LLC is developing a Digital Collectibles Marketplace with features such as asset staking and real-world utility, including cross-platform enabled customizable avatars and accessories, as well as advance access to future \$PYRE-related opportunities. The first collection will consist of dragons and various evolutionary levels of human avatars, including the most advanced “keepers”, all designed by world-class artists and using cutting edge tech.

\$PYRE will serve as the primary currency of this ecosystem. It will adapt automatically and intelligently to its environment, enabling new and different buying and selling mechanisms inside the Pyre ecosystem, resulting in constant 3% transaction fees for both buyers and sellers.

Outside this ecosystem, \$PYRE will revert to its normal fee structure, as outlined above.

## COLLECTION MILESTONES



# Pyre, LLC Dev Team

## EXECUTIVE



She/Her

### **JILL BOWERS | Founder and Chief Executive Officer**

**Background:** web development, search engine optimization, marketing, digital art

**Projects:** XPunks, XWarriors, AneroVerse

**Superpowers:** Operations, teams, visuals

Having owned and operated her own wholesale website design business for over two decades (blackdog.io), Jill has mastered the art of team building and oversight, which she combines with superior B.S. detection skills to devastating effect. Jill's work with numerous Web3 projects gave her the insight, skills, and network to oversee the design and construction of the \$PYRE token from the ground up.



He/His

### **PAUL HAAS | Chief Operating Officer**

**Background:** orchestral conductor, composer, installation artist

**Projects:** serial entrepreneur, artistic director of Sympho, SoNA, TBSO

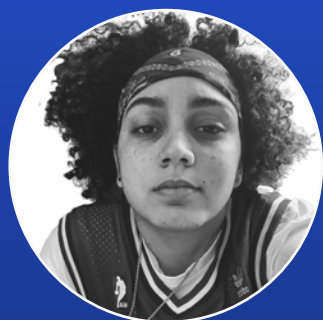
**Superpowers:** leadership, synthesis, execution, language

Having led numerous arts institutions over a multi-decade career, Paul has developed the ability to lead large and complex teams through high-risk environments, inspiring them to deliver superior work with essentially no margin for error. It is largely because of Paul's leadership skills and guidance that Pyre grew from an idea into a viable project.



# Pyre, LLC Dev Team

## OPERATIONS



She/Her

### AISHA-DIOR LUTUMBA | Creative Director

**Background:** community building, project development, creative direction, branding

**Projects:** XWarriors, AneroVerse, Tottenham Hotspur FC, Chelsea FC, Gousto, London Council

**Superpowers:** Innovation, gaming and digital asset trends, research, branding

A self-professed gaming junkie, Aisha (aka “Mochi”) has spent the majority of her life obsessed with online play. Her creative vision and substantial professional involvement in both the gaming and digital collectibles communities make her Pyre’s secret weapon, allowing us to design projects and products that magically hit that sweet spot, aka “the next big thing”.



He/His

### PATRICK CASY | Project Development Lead

**Background:** Solidity, smart contract developer, Web3 management

**Projects:** Dexify, AGS Finance, AneroVerse, AirdropHouse, Radar Protocol, Taka Protocol

**Superpowers:** Coding, solving the unsolvable (again and again)

Patrick designed and coded the next-level \$PYRE token, and he’s the lead developer for Pyre’s complex gaming- and story-based ecosystem. He singlehandedly has created a new form of decentralized customizable digital assets, and it’s because of him that we have an avatar unmatched in the Web3 space.

# Disclaimer

Although we believe we have the tools and people to get there, we don't guarantee success. Investing in cryptocurrency is always high-risk, and **\$PYRE** is no exception. This is due to the volatile environment, including the price of Bitcoin, other coins and sectors, military and economic warfare, and macroeconomic factors too numerous to list. It is also due to the fact that we are a community-led project, and the community's decisions may have undesirable consequences. We will, however, strive to be 100% transparent in everything we do while working as hard as we possibly can to get us all where we want to be.

**In short: please don't invest money you can't afford to lose.** Values of investments can go down as well as up, and you may end up with less money than you started with. That said, we will always work with the **\$PYRE** community to ensure we are doing everything we can to make **\$PYRE** the best it can possibly be.