

PEPE DJEN

DJ ON SOLANA



WHITEPAPER 2024

INTRODUCTION

A Community-Driven Ecosystem

At its core, the DJ token economy is built around a vibrant community of electronic music enthusiasts, producers, and influencers. This ecosystem fosters collaboration, innovation, and mutual support, creating a dynamic environment where artists can thrive. By leveraging the DJ token, artists not only gain rewards but also become part of a growing movement that champions creativity and talent in the electronic music world.

Pepe Djen

In an era where digital transformation is reshaping industries, the DJ token emerges as a pioneering force in the music sector, specifically tailored for music producers, DJs, and artists. The DJ token is more than just a memecoin; it is the backbone of a new token economy designed to empower the curators and taste makers driving the electronic music culture.

Earn While You Stream

DJ token rewards artists for their creativity and engagement. By streaming radio shows and DJ sets via Pepe Djen social media channels such as Twitch and Telegram, DJs can earn DJ tokens for syndicating radio shows. This unique reward system recognizes the hard work and passion of artists, providing them with a tangible incentive to share their art and connect with their audience in real-time.

Promote and Grow

The true power of the DJ token lies in its utility within the electronic music industry. Artists can use their earned DJ tokens to promote themselves across various industry networks and channels. Whether it's gaining visibility on influential platforms, securing listings in Spotify playlists, or networking with key industry players, DJ tokens offer artists a valuable resource to enhance their career and expand their reach.

Pro Video Shoots

DJ token is a gateway for DJs and music producers to represent their artist brand in a professional and unique way. Via our dedicated WhatsApp line artists can book a premiere location equipped with DJ decks and a film crew who will professionally film and edit a DJ set promotional package. This exclusive service includes access to luxury yachts, villas, or secluded tropical locations, where the perfect setting will be created for the ultimate promotional video.

Join us in revolutionizing the music industry with the DJ token—where every beat, set, and stream counts.

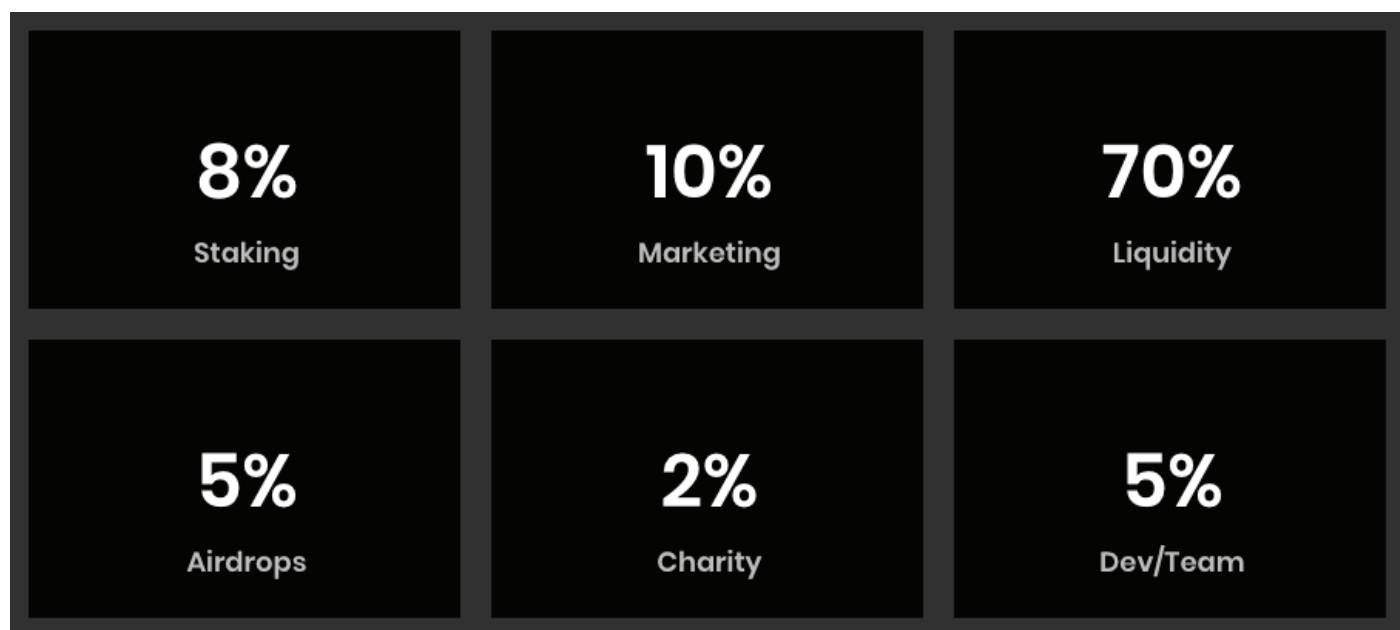
DJ TOKENOMICS

Total Token Supply: 10,000,000,000

Contract Address:

HCLtHYmSw11tHaQNtPXCzBYdxwrxmGk8okAFEuxkSNBb

Token Distribution:



Project Wallets

Assigned SNS names at the following addresses

Staking

<https://solscan.io/account/CHkBqPwz1SSsu66FQYibkhs7pJBARXEcdXqQN78pE9tF>

Marketing

<https://solscan.io/account/BR7ynFBbupVyw3vUHLgAP8RveXp5pSxtPNuC77grRKf3>

Charity

<https://solscan.io/account/C7FoFnvF4KpKA21mwkbBPsPe3pMhhKXp752Ts4Kwy8DM>

Dev/Team

<https://solscan.io/account/2avq4N6fpKreh4oUrLkAUGUjCqdK24WnqUWceftbLEcX>

DJ ECONOMY

DJ token acts as both a reward and utility for DJs and artists sharing content, and also for those wanting to achieve exposure and promotion, within our network and partner channels. This is achieved through the following ways.

DJ RADIO SHOWS AND STREAMING

DJ Tokens can be earned by DJs for streaming live sets and radio shows via our Pepe Djen Music Channel in Telegram and Twitch channel. To be eligible to host a show, DJs and radio hosts need to hold a minimum of 1,000 DJ Tokens.

STREAMING REWARDS

An allocation of DJ Tokens from the marketing wallet will be reserved for the initial DJs streaming through the ecosystem. For each radio show, DJs will be rewarded 500,000 DJ tokens until 3% of Marketing supply is exhausted. Following the exhaustion of the tokenomic allocation DJs and radio show hosts will receive DJ token rewards generated from Telegram advertising as a revenue split.

TELEGRAM ADVERTISING

The Pepe Djen Music channel is powered by the Pepe Djen Music Bot which shares new electronic and dance music daily for subscriber. Monetizing the channel will be achieved by opting in to Telegram Ad delivery via the Telegram Ad network. Revenue generated from Telegram Ads will be used to buy DJ Tokens which will be distributed to streaming hosts via a 50/50 revenue share model.

DEV

Telegram Bots

Music Bot development for Telegram is a key element of the Pepe Djen vision and a way to service a music-centric community with engaging and valuable experiences. We will endeavour to develop bots which integrate DJ tokens and enrich the ecosystem by utilising blockchain and AI technology.

Djen Music Bot

The Djen Music Bot for Telegram was deployed shortly after our TGE and is available for anyone to add to Telegram and use for discovering music. The bot also powers the Pepe Djen Music Telegram Channel which has a growing number of daily subscribers.

Future Bots

Telegram bots we have slated for the community to vote on for development are:

- AI Music Bot
- Music Promotion Bot
- DJ Bookings Bot

UTILITY

Events & IRL Experiences

Holders of DJ Tokens will gain discounts and access to events and IRL experiences hosted by our ecosystem and event partners.

DJenerates Party

Hosted at the iconic Amnesia Ibiza the DJenerates Party is an annual event which showcases rising DJ talent from our community alongside international artists.

Holders with over 1M DJ tokens in their wallet will receive free entry to this major event.