



infinitup

InfiniUp Whitepaper V 1.0

The InfiniUp's whitepaper is here to enlighten the reader about the mechanisms behind our token, and to make him understand the scope of our project, its stakes, and the indelible mark it will leave in the world of cryptocurrencies. On the Binance Smart Chain, a lot of tokens are released everyday, but they are generally without any solid fundamentals, and rely on the notion of community-driven project to propose nothing interesting in the long run. InfiniUp stands out by its rigor and its will to impose itself as an absolute reference that leads in a precise and well thought-out direction.

We will start by explaining the R&R (Rewards & Rebase) concept behind our token and why it is a virtuous circle. After that, we will talk about the fusion of crypto and gaming developments we are willing to create. We will then explain how we want to make InfiniUp useful in the real world, and make it a payment method accepted by e-commerce stores. Finally, we will talk about our aggressive and thoughtful marketing, which will aim to establish InfiniUp as a big name in the cryptocurrency world.

R&R : A virtuous circle.

R&R is the combination of two of the best mechanisms in crypto : rewards and rebase. We did not choose them at random : they co-exist in symbiosis and support each other to allow InfnitUp to have a coherence and a trajectory that benefits our whole community.

Firstly, the rewards mechanism allows each of our holders to receive BNB at regular intervals, distributed directly into their wallets. A 7 % tax is used by our contract to buy BNB and distributed. Depending on the volume and the number of \$IUP you hold, the rewards in BNB will be higher or lower, but will always be paid as a dividend in your wallets without any third party intervening : this is perfectly decentralized, and respectful of the radical ethics of cryptocurrencies. The fact that rewards are distributed automatically encourages investors to hold, resulting in more upward pressure for our token and less fluctuation. We chose BNB because it is a reference cryptocurrency that will be increasingly implemented for real-world use.

Secondly, the rebase mechanism is also very useful but is often misunderstood by users. To put it simply, it consists in decreasing the total supply of our token over time, after each action of decrease called "rebase". Everyone will have less tokens in their wallet with each new rebase, but they will still own the same pourcentage of the total supply, which means the value of their bag will be the same after a rebase. The purpose of this mechanism is to create a guaranteed floor, which ensures that the price of our cryptocurrency never falls below. It also creates a chart that is constantly under upward pressure, preventing whales from using the predictability of the chart to manipulate the market. Indeed, since it is impossible to predict from the chart, only the DYOR is encouraged before investing in our project, and not the purely speculative aspect. As marketcap becomes the only speculative indicator, and in the absence of an history of marketcap as there is an history of price, only the rationality of the investment and the research concerning the future of the project counts. The psychological aspect of a constantly rising chart is precisely there to encourage investors not to throw themselves into a project simply because it goes to the moon. But the rebase is also a marketing tool on its own, as we will develop later in this whitepaper.

The combination of these two mechanisms, R&R, is devastating. The rebase attracts, by the surprising aspect of its chart, a lot of investors, which brings a lot of volume. The volume gives a lot of BNB rewards to every holders, which brings them increasing satisfaction and invites them to accumulate \$IUP tokens as a savings fund. The fact that they are buying back helps the rebase keep the price even more under upward pressure. And so the loop restarts. This virtuous circle is beneficial for all our investors, and can serve to make InfnitUp, in the long run, a real lucrative alternative to the banks and their extremely low interest rates. This is our deepest wish, and the mechanisms behind our project reflect it. But we have also several developments we want to bring to InfnitUp...

The future of InfnitUp : gaming ecosystem and paiement terminal.

As we said before, the fact that InfnitUp is willing to become a saving fund is already a project by itself, because it will give higher interests than an usual bank, certainly with a little more risk, but also without any third party. But this is not the only thing that is part of our ambitions, we also intend to go much further.

Our short-term project will be to create an InfnitUp videogame connected to a BNB lottery. To play, users will have to pay a certain amount of \$IUP, and they will be able to collect lottery tickets directly in the game, which will be used to participate in a weekly lottery and win prizes in BNB. The more tickets players collect in the game, the higher will be their chances of winning the weekly lottery. It is also a system that favors their skill and not just the money they make, because with the same amount of \$IUP, they can win more tickets than another player if they are better than him. The amount of \$IUP used to play will be burned automatically to help reducing the total supply and maintain even more upward pressure on the price. This continuous burn is profitable for everyone, not only those who will play. We think this little game is a good way to reward our community in a fun and original manner.

But that's not our main goal. We want to develop a whole gaming ecosystem which will give you the possibility of earning \$IUP just by playing. The InfnitUp gaming platform will be a website accessible to all, whether or not they are \$IUP holders. There will be two main categories of online games available. The first one will be called "classics": players will be able to play all the great classics together : Chess, Go, Battleship, Risk, and even card games like Poker. The second major category will be arcade games : games developed directly by InfnitUp will be available, such as runners, tower defense, etc. The particularity of this section is that players will be able to vote for new arcade games they wanna see on our platform : each \$IUP holder will have the opportunity to participate in the editorial choices of the platform, so that decisions are decentralized and owned by our community.

But what will differentiate InfnitUp's gaming platform from any other is its economic system that directly involves our token. InfnitUp will be an online gaming platform, meaning that players will compete against each other, from 2 to 10+ players depending on the game. Before a game, each player will put an amount of \$IUP into play, stocked and locked in a pool during the time of the game. The amount in this pool will be redistributed to all winners of the game once its finished. The principle is to allow players to have fun, to improve their skills, while earning crypto-currencies, thus real money, to reward them. Have you ever dreamed of making money playing your favorite games online ? We will make that dream come true ! The platform will only charge very low fees to allow everyone to have a fair and beneficial system for our community. This system will be just one of the many reward systems we will be implementing for our players, which we will develop and explain later. Get ready to join the future of the entertainment industry with us.

But that's not all, because while \$IUP will have great utility, both as savings and as a central piece of the gaming ecosystem we're creating, we also want to implement it in the real world, in the real exchanges of the equally real economy. We want to create an InfnitUp application available directly on Android and Apple, which will allow everyone to manage their accounts in \$IUP, but especially to spend them in a maximum of e-commerce partners of our project, with a very low fee cost, instant payments, and anonymity of transactions. In order to do this, we will use the latest technology protocols, to allow our users an optimal efficiency for each transaction. The goal is of course to allow a maximum of people to emancipate themselves from a third party, in other words from the banks, for certain daily purchases. By buying \$IUP to spend, users will be rewarded in BNB by our contract over time, and will have a share of cashback calculated according to the amount of their transaction. It's in everyone's best interest to use InfnitUp on a daily basis ! But a good project like this is nothing without a good marketing, that's why we've got big plans to promote our token worldwide.

High level marketing plan, to infinity.

We have released a roadmap on our website that explains our marketing plans, but we would like to go over a few important points here. Many projects fail to attract investors because they don't take marketing seriously enough, or they don't understand what specifics there are to promoting a cryptocurrency. At the best, they use methods that only work in traditional markets, costing a lot of money for little results. On the contrary, the team behind InfnitUp is very experienced in these matters and knows exactly how to take a crypto extremely far. We know the demands of the crypto market, and our marketing will be multilateral, leaving no stone unturned in its expansion: influencers, ads, partnerships, AMAs, etc. Everything will be geared towards the global market, affecting all countries where cryptocurrency investors are located. This marketing will be verifiable on a daily basis, as each progress will be published on our Telegram feed, in the pinned section. We will also use more advanced marketing methods, rarely used in the context of cryptos but nevertheless extremely effective : SCO (search channel optimization), referral marketing program, affiliate marketing program, etc.

We also want to emphasize that our rebase concept is an extremely powerful marketing tool on its own. By maintaining upward pressure on the price, we will constantly be top trending on the sites where we are listed, starting with CoinGecko and Coinmarketcap. These are very important places to get visibility because they are visited daily by a lot of investors. Of course, we will also be listed in the future directly on exchanges, where we will also benefit from the exposure created naturally by our rebases.

***Thank you for your attention while reading this Whitepaper.
Please remember that it is only the V.1 of it, which means it could have
modifications and some additions to it in the future.
Stay tuned for more developments of our project, and enjoy your BNB
rewards !***