



empire token

WHITEPAPER
2022

TABLE OF CONTENT

02	ABOUT
05	A WORD FROM THE FOUNDER
06	THE CURRENT NFT MARKET: AN ANALYSIS
08	USE CASES OF THE EMPIRE TOKEN
16	WHAT MAKES US UNIQUE?
18	LIQUIDITY
19	REFLECTIONS
20	TOKENOMICS
21	TEAM
24	TOKEN DISTRIBUTION
25	ROADMAP

ABOUT

Introduction to DeFi World

Decentralized finance (DeFi) is a new form of finance that allows transactions to be made without any intermediary. Transactions are made through smart contracts, which are essentially automated agreements that can be viewed by anyone, but only executed between the two parties involved in the transaction.

Many different decentralized finance applications (dApps) are coming up nowadays. New decentralized exchanges, wallets, portfolio trackers, and marketplaces, among others. While these are essential DeFi tools, the need to use several platforms simultaneously can lead to confusion within the space and complicates things for new users. The problem with DeFi is that it is all over the place. You trade on one platform, track your assets on another, and the list goes on. It can be difficult for the average user to keep up with everything happening in the space because of how fragmented it is. Hence, many beginners get intimidated and choose not to explore the DeFi space further.

About the Company

Empire Token is building an ecosystem of market-driven decentralized applications to facilitate the growth of all DeFi users. We focus on bringing decentralization to the mainstream and helping people get started with DeFi by equipping them with the tools they need.

Empire believes that the DeFi space is fragmented and that this fragmentation hurts the crypto industry as a whole. It scares away new potential users, hindering DeFi from mainstream adoption. We want to change this scenario and make things easier and simpler by providing a single interface for all your DeFi needs.

We are creating an environment with all the applications that are needed to enter the DeFi world, without losing the decentralization factor. With that goal in mind, we propose to create applications, tools, and APIs, and embed them into the growing Empire ecosystem.

Empire Token's Unique Selling Point

Your Growth Engine for All Things DeFi

We aim to become the go-to platform for global decentralized finance products. We are committed to building and innovating, and we believe this will contribute to our success. We have the fundamentals required to achieve our goals by focusing on utility, reliability, and security, and that's what we are focused on.

Empire strives to provide solutions through market-driven dApps that cater to the essential needs of DeFi users. We are geared towards the global adoption of DeFi by educating the mainstream global audience through market-leading tools and the necessary resources they need to get started.

About the Empire Token

Empire Token is a deflationary currency made to be usable across all Empire Ecosystem applications. To help make this happen, we develop and deploy dApps and encourage the circulation of Empire Token across our entire ecosystem. In the most fundamental terms, we utilize the deflationary nature of our currency combined with incentives and the automatic share of dividends to our users, which we call “reflections” as a reward for holding the token to keep our ecosystem healthy. We also have a native function of our smart contract to provide liquidity for the token, which will be explained in detail later. Our tokenomics were designed for maximum resource optimization in different types of market scenarios, as well as to give support to the development and launch of products and services of the Empire Ecosystem to run on different blockchains.

Vision Statement

We seek to establish ourselves as a first-mover in the DeFi space, founded on the belief that DeFi can become mainstream and change financial markets and economies around the world. With a visionary mindset, we see the future of Empire Token as one of the top cryptocurrencies by market capitalization.

Mission Statement

Our mission is to make DeFi accessible to everyone and provide them with a more secure and trustworthy environment. We recognize the fact that DeFi can be intimidating to beginners and has its potential risks. We, at Empire, aim to change this. We do this by focusing on blockchain education and transforming the Empire Ecosystem into a user-friendly platform that facilitates the growth of both new and existing DeFi users. We provide tools and resources to help them transform into individuals who are empowered to make informed financial decisions. Meanwhile, it is also our goal to connect the average user with safe and reliable DeFi projects through our applications, giving both parties a safe space to engage and stay informed.

A WORD FROM OUR FOUNDER

It has been over a year since we launched Empire Token. Since then, we have reached numerous milestones and celebrated these with the people who have always believed in us—our beloved community and followers. These people have witnessed how Empire has changed and evolved over time as we introduced new use cases that make up our Empire Ecosystem today.

Still, Empire remains what it's always been: an ever-progressing token that is created to push the boundaries of DeFi.

In the past year, we have already launched the Empire NFT Marketplace and Goosebumps. Now, we are working hard to deliver

DeFiGram.io—an application that, I believe, will take Empire to the next level. We are designing it to fit not only the needs of existing DeFi users but also new ones, providing them with a tool that will help them get started with DeFi. With this, I am confident that we can bring DeFi to the mainstream and make Empire known in the global crypto scene.

I, alongside my team, will walk the proverbial extra mile to reach our goals and bring our plans to life. We do this not just for us but also for our users and investors as we highly value their trust in us. We claim to be “your growth engine for all things DeFi,” and that is exactly what we are doing.

We build so you can grow.
Together, we will keep climbing.

THE CURRENT NFT MARKET: AN ANALYSIS

NFT MARKET

NFTs are running the game. It doesn't matter what people say – we will continue to see people pay for NFTs not only because they are fun or cute but also because they are made and will continue to make billions of dollars every year.

That said, the Empire NFT Marketplace appears as a strong competitor to host these projects. With multichain and launchpad functionalities, the Empire Marketplace keeps growing day by day, in users and volume.



BIGGEST NFTS VOLUME OF 2021

\$14.6 billion OpenSea's total sales volume for 2021

\$3.74 billion Axie Infinity's total sales volume for 2021

\$91,806,519 Pak's Merge open edition sales record

\$69,346,250 The winning bid for Beeple's Everydays: The First 5000 Days

\$11,684,101 3LAU's Ultraviolet NFT auction sales total

\$230,023 Highest NBA Top Shot sale of 2021

13,027 SOL (\$2.1 million) for ONE NFT Highest Solana NFT sale of 2021 (in SOL)

ECONOMIC INCLUSION

Do you think DeFi is getting hard to use? So do we. And before we build this Empire, this will continue to cost trillions of dollars to the Blockchain industry.

Do you know why?

Because my grandparents, when finally economically independent, bought their first pair of shoes using the one thing that's on your mind right now.

Two words: paper money.

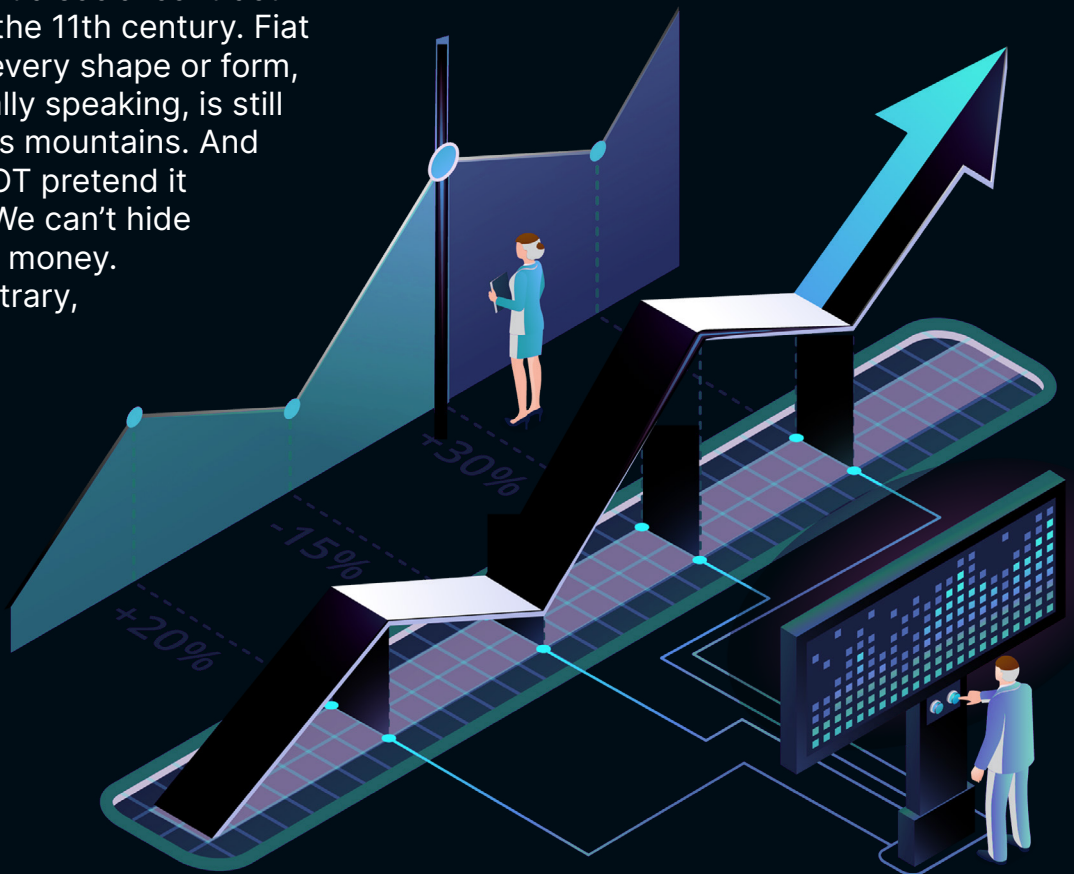
And then they made my parents use it. Made them pursue it. In fact, they could have died without it.

It's very unlikely that you would forget about a social contract created in the 11th century. Fiat money, in every shape or form, sociologically speaking, is still what moves mountains. And we CAN NOT pretend it isn't here. We can't hide from paper money. On the contrary, we have to embrace it!

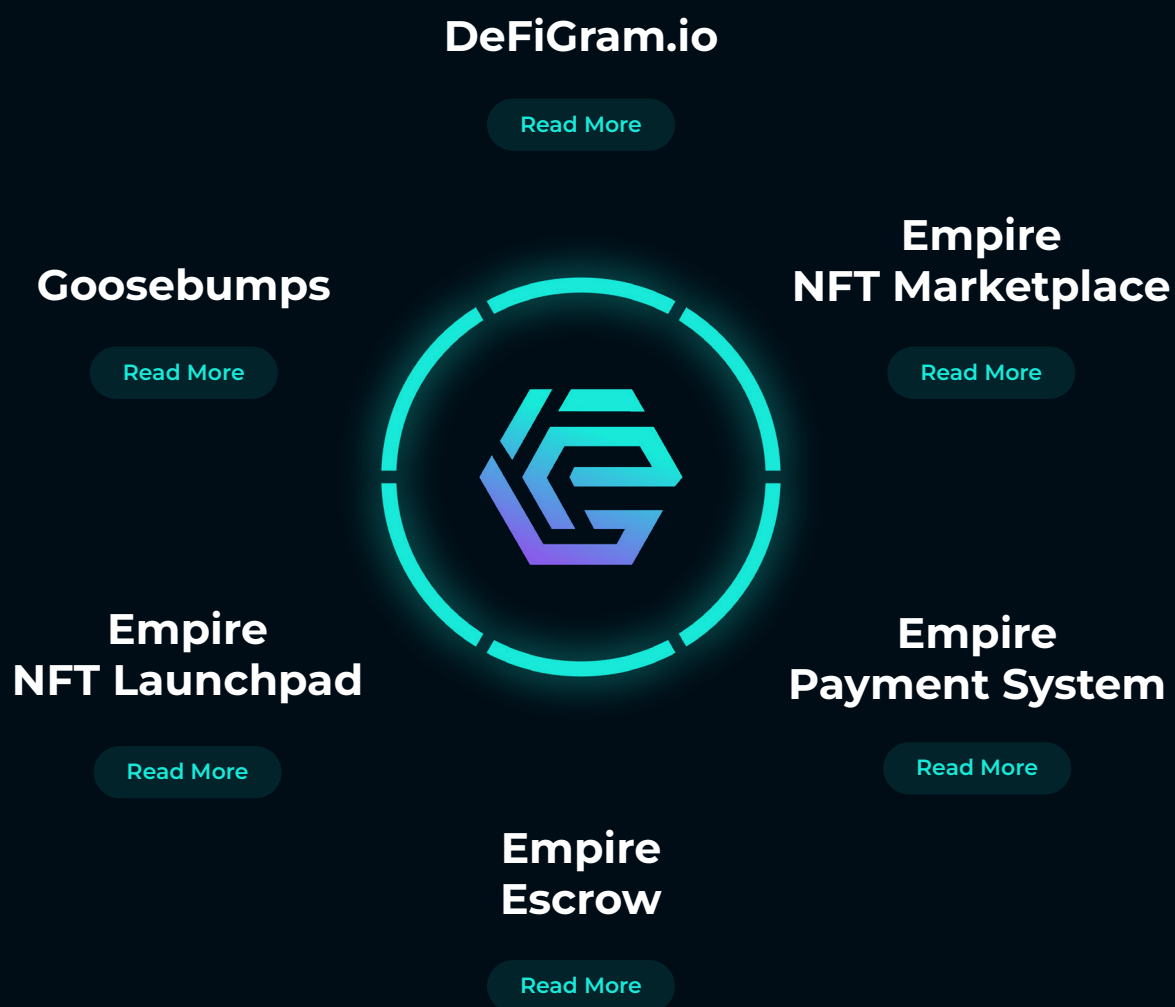
So why are we making it hard for Fiat money to flow into the DeFi market by designing impossibly hard-to-use applications by uncompromised, isolated administrators that don't have real community bonds and the right level of communication?

As much as DeFi and Web3, in general, are decentralized areas open to initiatives from anyone with technical knowledge in Blockchain programming, the lack of unity among decentralized applications is evident.

Empire proposes to change that.



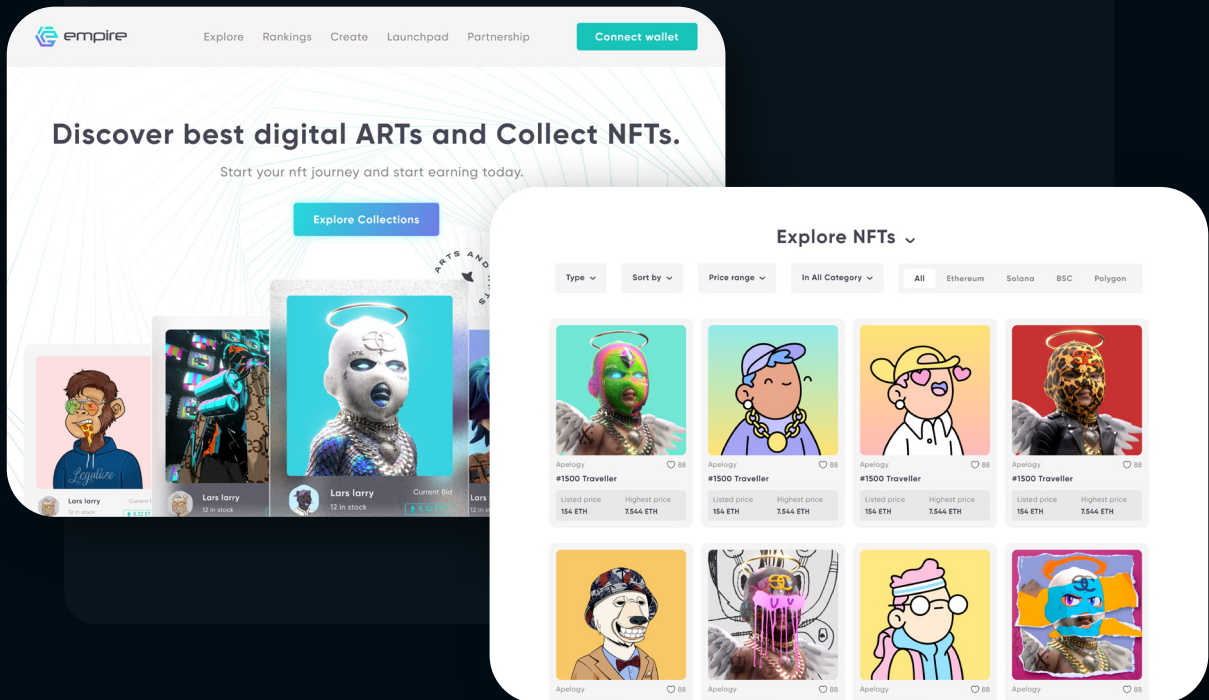
USE CASES OF THE EMPIRE TOKEN



EMPIRE NFT MARKETPLACE

A blockchain-powered platform for artists to monetize their creative works and for NFT traders and collectors to easily trade and manage their digital assets. Live on the BNB Smart Chain, Ethereum, and Solana networks.

Empire NFT Marketplace differs from other marketplaces not only by its unique functionalities but also by its community. Try our NFT Marketplace today and if you're serious enough about having your collection exclusive for the Empire Market, we will be more than happy to grant your profile/ collection with a blue check.



NFT LICENSING

As we continue to work on the next phase of our development, we will be introducing one of the major features of the Empire NFT Marketplace which is NFT Licensing. With the feature, creators will be able to lease their digital assets for commercial use, allowing them to earn a steady passive income.



LAUNCHPAD

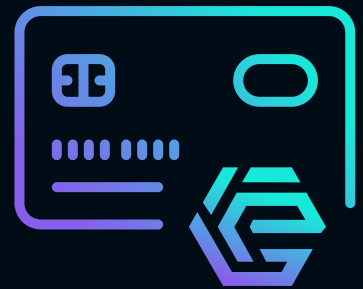
Launch your NFT projects and collections easily using our NFT Launchpad. This powerful tool enables you to bulk mint NFT collections or create a new NFT ecosystem. Earn lifetime royalties on all sales, while enjoying special partnership benefits.

Bulk upload all your NFTs and do a fair launch for your community! Design your own project page and set the tokenomics, whitepaper, and roadmap, among other important details about your project.

EMPIRE PAYMENT SYSTEM

We provide easy access to funds by using modern technology. Get your favorite goods and services from anywhere you can imagine using Empire Token. Shop 'til you drop!

Coming Soon



EMPIRE ESCROW

We make it easy for project developers, creatives, advertisers, and other product and service providers to do business. We provide escrow services to keep all transactions fast and secure so you can focus on what you do best: creating awesome things for your customers.

Coming Soon

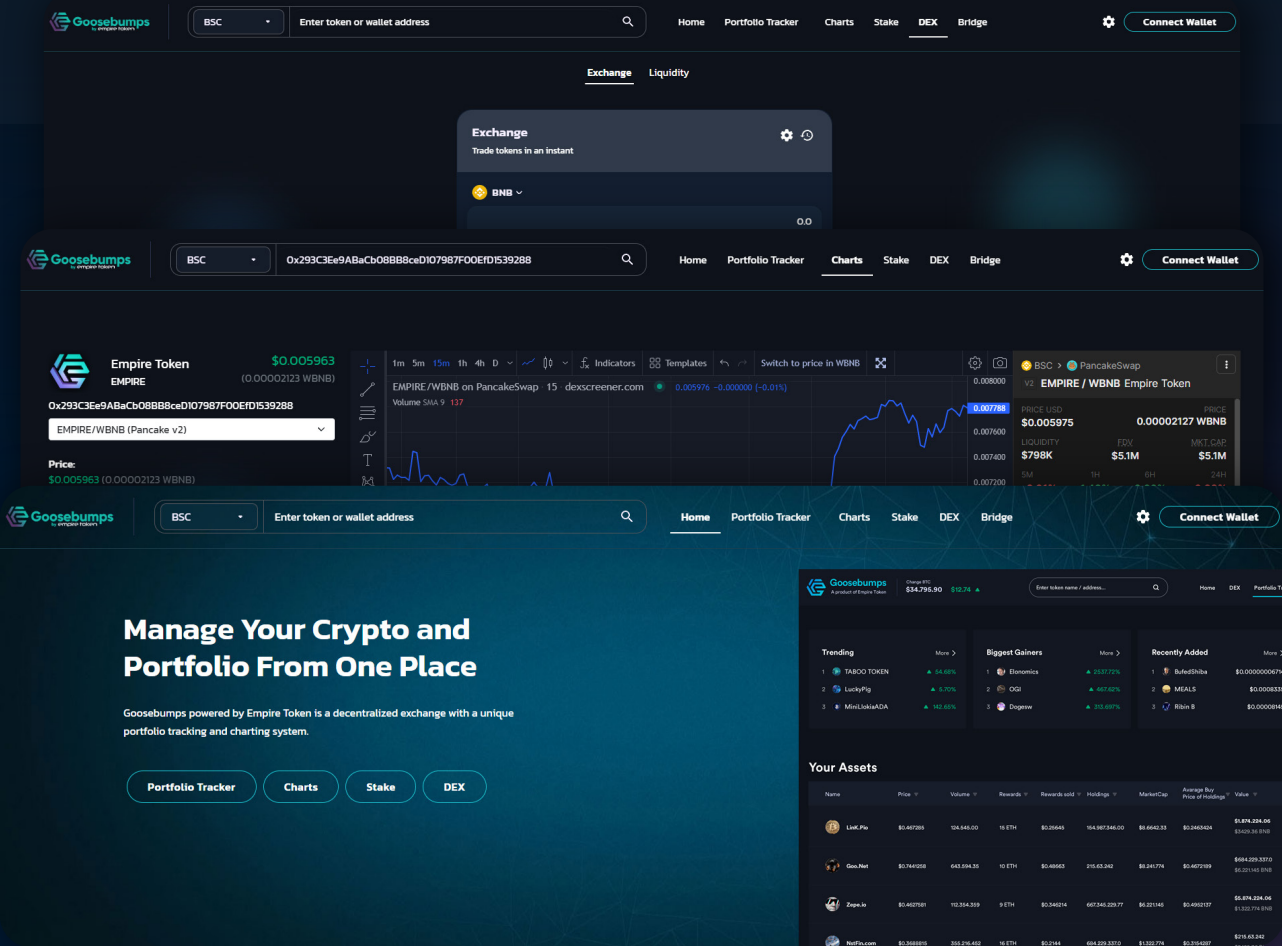


GOOSEBUMPS

All that you own in one glance.

Goosebumps is a dApp created by Empire, which allows you to track your individual holdings' movements. You may check how your current allocation compares to your long-term objectives and how your portfolio is performing in comparison to the market.

You can import portfolios from users on the platform, and build your rankings and achievements. It's the best place for you to manually create portfolios or try out different techniques and points of view from different traders.



Main Features of Goosebumps

PORTFOLIO TRACKER

Goosebumps Portfolio Tracker is a digital platform that allows users to manage, analyze, and monitor their multiple investments all in one place. As cryptocurrencies tend to be volatile, investors need to keep a track of their assets in order to manage them properly.

CHARTS

Charts are the visual representation of their crypto investment that shows the value of each investment along with the total market cap, total supply, tokens in circulation, and locked tokens.

STAKING AND FARMING

Empire holders can enjoy rewards by staking or farming. One can stake all or a portion of their crypto holdings and earn rewards over time. Likewise, users who contribute to farming pools are also eligible for rewards but with the risk of impermanent losses (IL).

DECENTRALIZED EXCHANGE

Goosebumps decentralized exchange (DEX) is a peer-to-peer marketplace that supports the exchange between cryptocurrency buyers and sellers, without the presence of an intermediary. An automated system facilitates the transaction of funds without any additional charges. This saves time and fees for the investors.

IDO

Empire's Initial DEX Offering (IDO) is a platform for decentralized and restriction-free crowdfunding, based on the model of fundraising in the crypto space. For Empire investors, IDOs are an amazing option for funding their new projects and startups that guarantees immediate fundraising in a minimal time. In return, they can enjoy rewards or other perks for participating in IDOs.

DEFIGRAM

Meet DeFiGram.io. 'All-in-One DeFi Solution'

With one platform, users can trade, hold, and track assets. They can also watch charts and engage with other DeFi users. The current system for trading is fragmented and that's bad. It's hard to keep track of different sites, accounts, and assets. There should be a better way to do it all in one place – which is exactly what DeFiGram.io promises to do!

Everything you want to swap, sell, hold, at a single glance. All the NFT art you want to create, no matter what your plans are, to become a billionaire, or purely showcase as a hobby. Everything you need to learn, teach, communicate. Everything you want to keep safe and locked. All under one umbrella. All in your Empire.

A fusion of Web3 and social networking, DeFiGram.io is designed to streamline the world of DeFi. It allows users to discover projects and engage with other DeFi users—while being able to trade, view charts, track assets, buy and sell NFTs, and a lot more—in one single application.

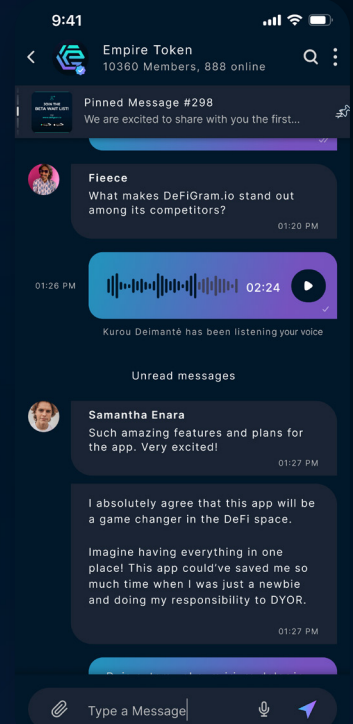
DEFI TOOLS

We embrace the power of decentralization by providing our users access to essential DeFi tools. From charting and trading to portfolio tracking and NFT minting, among other innovative features—DeFiGram.io gives you the full suite of DeFi tools needed to fully succeed in your DeFi journey.

We do this by integrating all of our use products and services into DeFiGram.io—including the Empire NFT Marketplace, Goosebumps, Empire Payment System, and Empire Escrow—making up the entire Empire Ecosystem.

WALLET

DeFiGram.io Wallet is the new way to store your crypto assets. It has a user-friendly interface, unbreakable security protocols, and low swapping fees. Our team wants to make it easy for users to build their cryptocurrency portfolio, monitor their investments, and manage their funds with ease.



DAPP STORE

Empire dApp Store is the future of decentralized application distribution. Decentralized apps are part of the next generation of apps that will compete with centralized apps. Win in security and privacy. With the help of our dApp store, users will be able to browse through a variety of decentralized applications and follow and rate them. We plan to give our users full privacy control. And to democratize access to privacy, we have a built-in, free VPN system on our app! We want to revolutionize the way decentralized applications are distributed by making it easy for users to find and use them securely.



SOCIAL-FI

DeFiGram.io provides project developers, influencers, and all of our partners and users a safe space to build their communities and interact. It is also our goal to help new users get started with DeFi by creating a platform where they can meet, engage, and be inspired by industry experts and like-minded people.

HAVE YOUR OWN CHAT ROOM FOR YOUR PROJECT

Projects can create their unique main chat room where users can discuss and exchange project-related information and questions they have in mind. Projects can also create custom channels and implement custom buttons and bots, such as price bots and other bots. In fact, the amount of customization available is mind-boggling.

A PLATFORM FOR EVERY DEFI USER

Regardless of your level of experience, DeFiGram.io has tools that are suitable for your needs. With features like a wallet, dApp store, social networking, and more, you can keep track of all your trades in one go.

A PLACE TO EXPLORE AND DISCOVER

Users can find the project news on their profile feed, in addition to the project chats. Post, react, comment, or share—DeFiGram.io is a safe space for you to explore and discover DeFi

HAVE A PROFILE FOR YOUR PROJECT

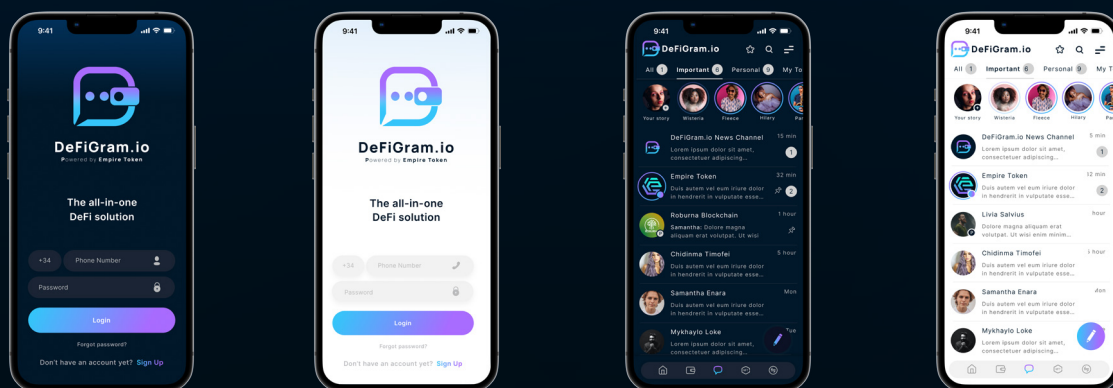
A Project Profile contains all relevant project information, such as the Project Description, Launch Details, Contract Address, Price, and Market Cap, among other important project details. Once all of this information has been verified, the project is eligible for a blue tick, indicating that the DeFiGram.io team has confirmed the project's veracity with its developers. All of this information is available in the Project Profile and the main project chat.

Target Market for DeFiGram.io

- DeFi users
- Project Developers
- Crypto Personalities and Influencers

We want to make it simple for users to build their own cryptocurrency portfolios, keep track of their investments, and manage their funds. With DeFiGram.io, users can just use one platform for:

- Trading, holding, and tracking assets
- Watching charts
- Searching for projects
- Interacting with other DeFi users



WHAT MAKES US UNIQUE?

Empire is a token run by real entrepreneurs, networkers, and tech savvies. All of our processes have a unique approach to marketing and development and are goal-oriented and metric-driven.

Our team of product managers focuses on building real value, scalable technology to empower the everyday crypto user.

Our solutions (products) make us a unique token with a solid view based on the unstoppable state-of-the-art web3 research and development. The capacity to manage risk, pivot ideas, and bootstrap products only proves how strong our entrepreneur DNA is.

UNEXPLORED TERRITORY

As of this whitepaper and documentation version, our products hold badges of innovation, below we list the unexplored territory that Empire Token already occupies ahead of other tokens:

We've made it holding an NFT secure. Empire Market and Launchpad feature state-of-the-art IPFS (InterPlanetary File System) storage technology.

We've made it easy to mint and manage communities. We have built the first NFT Marketplace on which the community can mint tokens directly on decentralized projects' collections.

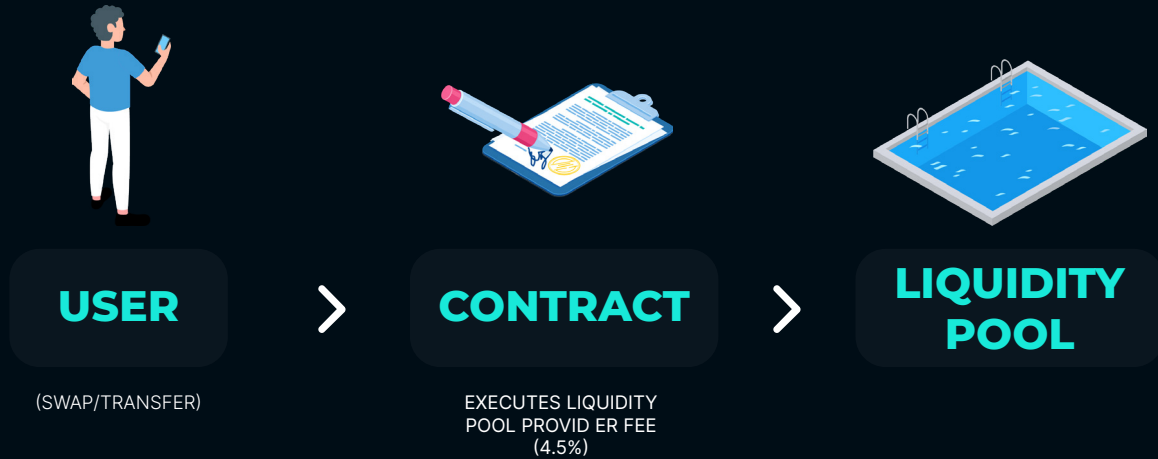
We've made it easy to sell. The technology used to launch projects on our launchpad was designed by born marketers. From the blueprint to the final product, we take great care to facilitate how non-fungible tokens flow through our platform. In other words, we had a scalable launchpad in mind from day one.

Bridges to Ethereum and Solana. Fast and secure. Affordable minting taxes. Reliable everlasting hosting for your NFT media.

Launch projects, introduce your team, set your project's Tokenomics, and bulk upload NFT with Metadata. You can now create a pulsating Ecosystem within our Ecosystem. Create your tokens, present yourself and your team professionally to your community, choose how your project will behave economically, and scale launches with the help of our art bulk upload tool.

NFT Licensing. Own your art, inside and outside the fences of your internet browser. We've come up with the most exciting NFT Licensing features, enabling the artist and holder to have full control of their art's rights. Rent your art for projects, and earn automatic royalties for third-party usage.

LIQUIDITY



Historically liquidity was treated from a perspective where the user/consumer should receive incentives from the initiative to leave their funds available for investor withdrawals in a bearish scenario.

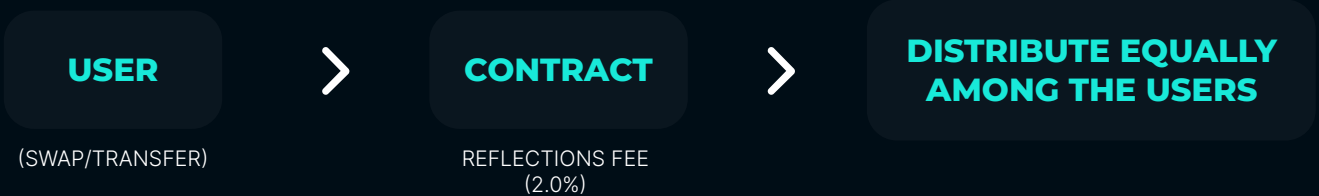
While we will not give up incentivizing our investors at all times, we have adhered to an automatic liquidity purchase system in the creation of our Token. That is, almost half of our fee from swaps and transfers (4.5% out of 10%) is automatically earmarked for liquidity acquisition and instantly made available to our liquidity pool.

Through automatic liquidity acquisition, we can have a more robust market environment for the safety of our investors' funds.

It is well known among our community that we make responsible use of our liquidity fee to drive our project with manual buy-backs and capitalize on the financial backbone of our Token.

REFLECTIONS

Empire Token Dividends / Auto mining for Passive Income

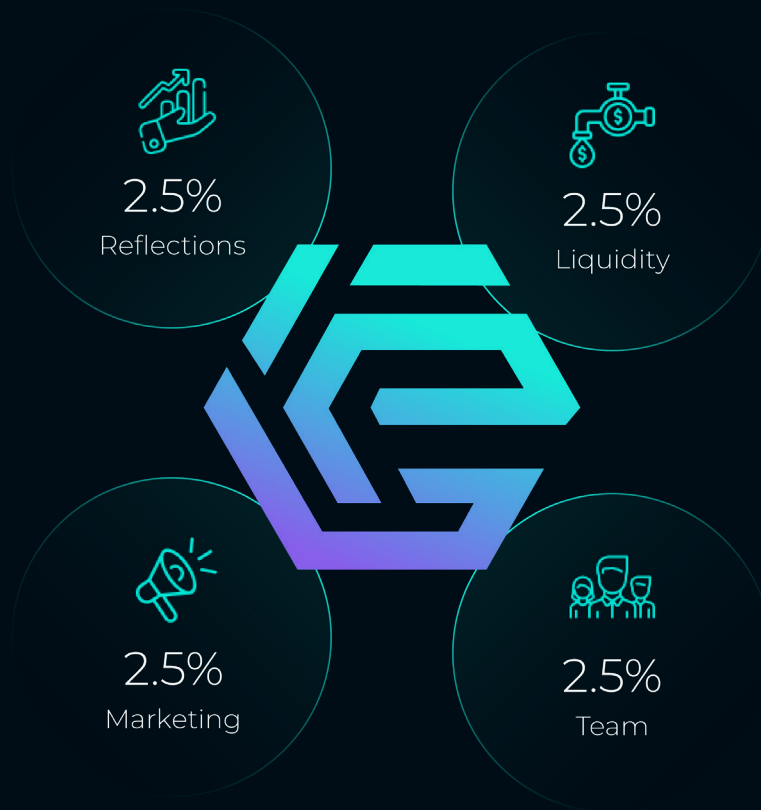


Empire Token has a native feature that enables users to increase the number of tokens they own just by simply holding them. This happens automatically, and we call it reflections. This means that every time a user swaps or transfers funds between wallets, 2% (two percent) of this amount is redistributed to the holders.

This type of feature encourages the user to hold Empire Token as a form of passive income. That said, it is important to know that Empire Token can also offer/participate in staking pools, native or not, which can increase the APY earnings of users participating in these pools.

TOKENOMICS

The 10% taxes are applicable to buy, sell, and wallet-to-wallet transfer transactions.



Disclaimer: The tokenomics can be changed as needed but will not exceed 10 percent.

TEAM

We at Empire are, first and foremost, avid DeFi users. Our team (which spreads across 5 continents) is inserted into the crypto universe since its origins, and from its first steps, we had the chance to witness closely the development of Blockchain technology.

Empire strongly believes in the development of decentralized applications for the good. We also think that the growth of “Proof-of-Stake” projects can be an important marker for the creation of ballast of trust and unity, never previously seen in free markets, that can finance the development of cutting-edge blockchain technology.

As users and developers of blockchain technology, we cannot help but experience the instability and lack of development in ecosystems spread across numerous blockchains that every year leave their users frustrated and even harmed by not acting with the responsibility and ethics that is natural for every serious user and lover of the state of the art Web3 technology.



Acting ethically and bringing value to this emerging technology is one of our values that we will never give up. Say hello to our passionate and over-caffeinated team of emperors.

ABDULLAH “DULLA” GHANDOUR – FOUNDER AND CEO

His work experience talks for itself. His more than 10 years of experience with marketing, and 5 years of experience managing digital communications for one of the leading telecommunications companies in the world led him to explore different paths and ideas about how we relate to digital changes and how we can seize the opportunities brought by the Blockchain technology.

His personal goal is to expand Empire’s ideals and keep on creating solutions for modern economic needs, beginning with the BSC.

LYKA CHIANG – CHIEF COMMUNICATIONS OFFICER

Lyka Chiang has project management in her DNA. Having worked as a producer for both TV and digital media at the leading broadcasting company in the Philippines, Lyka helps develop business relationships with companies as well as manage and produce decentralized products within the Empire ecosystem. She has been immersed in the crypto scene since 2017.

TIM LEE – R&D AND DIRECTOR OF STRATEGIC PARTNERSHIPS

Tim has been working in the crypto market since 2016, both as an early investor and head of marketing. In those years, Tim has helped over 14 projects on the BSC and ETH to succeed with a more agile, sales-driven development relationship. Tim now works with exchanges around the globe, getting them to learn about Empire Token and list it on different platforms.

ALI SULEHRIA – HEAD OF CONTENT

Ali is among the initial adopters of blockchain technology. He is a Marketing and Content Strategist focused on the topics of blockchain and cryptocurrency. He is a devoted writer in the NFT space and writes on the future of digital payments. His work has been featured in VICE Motherboard, NASDAQ, The Next Web, Todayspointonline, and other media outlets.

NATCH ALONSO – MARKETING OPERATIONS MANAGER

Artist by heart, perfectionist by birth. With over four years of experience developing and executing dynamic marketing strategies for top consumer brands, Natch seeks to improve Empire's brand awareness and recognition through evaluating the brand's and the current market's needs.

Also an acclaimed DJ and music producer, Natch utilizes his creative mind to design the perfect strategies and ensure that the quality of social exposure we are bringing to the brand meets the highest industry standards.

FIKRIYE EZGI YAZAR – CONTENT WRITER

Ezgi has long been associated with the magic of words. After working in a number of industries, she discovered the cryptocurrency industry and became a part of the Empire team. Ezgi has been contributing to Empire all the way from Turkey and has written numerous valuable content for the project. Having worked for advertising agencies in the past, she now takes part in updating our users on project advancements and works on reaching a wider range of people.

Next time, take a closer look to see her prints on announcements, website designs, blogs, and many other Empire content.

NAGEEN MUFTI – CONTENT WRITER

Nageen is an avid cryptocurrency enthusiast and a keen and passionate writer, focused on helping spread financial literacy and educate investors through her work. As much as crypto space fascinates her, she finds the intersection of both technology and finance mind-blowing. She is an introvert who spends much of her time on the internet studying facts that will help her excel in the digital/cryptocurrency space.

TOKEN DISTRIBUTION

Private Sale

6%

Presale

32%

Liquidity

21%

Marketing

7%

Staking &
Rewards

10%

Partnerships
And Listings

5%

Manual Burns

12%

Team

7%

ROADMAP

Q2 2021

Empire Token Launch on Binance Smart Chain
First Centralized Exchange Listing

Q3 2021

First Strategic Partnership
Development of the Empire NFT Marketplace
Soft Launch of the Empire NFT Marketplace on Binance Smart Chain

Q4 2021

Empire NFT Marketplace Launch on Binance Smart Chain Mainnet
Smart Contract Audit with CertiK
Empire NFT Marketplace Launch on Ethereum network
Empire NFT Launchpad Development
Soft Launch of Goosebumps.finance
Fiat to Empire Credit Card Payment System via Indacoin

Q1 2022

Empire NFT Launchpad release
Strategic Partnerships with DeFi Projects
Use of Empire to Purchase E-commerce Products
Empire NFT Marketplace Launch on Solana Network
World Blockchain Summit 2022 Sponsorship

Q2 2022

DefiGram Phase 1 of Development
Official 3D Empire NFT Collection
Empire Limited NFT Collection
Strategic NFT Partnerships
NFT Licensing
Centralized Exchange Listing
Bridging to Ethereum (date subject to change)

Q3 2022

Alpha Testing of DeFiGram.io Phase 1
Closed Beta Testing of DeFiGram.io Phase 1 [We Are Here](#)
Beta Launch of DeFiGram.io Phase 1
Empire Contract Migration
Goosebumps IDO Launch
Goosebumps Staking and Farming Pools Launch
New Empire NFT Marketplace

Q4 2022






Empire Token Bridge to Ethereum
Emperors of DeFi NFT Collection Launch
Empire Limited NFT Collection
NFT Licensing
DeFiGram.io Phase 2 of Development
Alpha Testing of Defigram.io Phase 2
Beta Launch of Defigram.io Phase 2

Q1 2023

Official Release of DeFiGram.io
Revamping of Goosebumps
Strategic Partnerships
Development of Empire Payment System
Centralized Exchange Listings



empire token

-  <https://t.me/empiretokenworld>
-  <https://twitter.com/RealEmpireToken>
-  <https://empiretoken.world>
-  <http://empirenft.io>
-  <http://goosebumps.finance>

KEEP CLIMBING!