

Decentralized ecosystem that provides  
out of this world rewards.



WHITEPAPER

[zunacoin.com](http://zunacoin.com)



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# THE ZUNA ECOSYSTEM

Innovation at every turn, the three components to the ZUNA ecosystem.

## **\$ZUNA Token**

The deflationary token built on Binance Smart Chain that powers the entire ecosystem. Offers passive rewards to holders.

## **ZUNEVERSE.io NFT Marketplace**

Full stack NFT Marketplace on Binance Smart Chain with unique features and a one of a kind reward system. Serves as ZUNA's main utility.

## **ZunaNauts NFT Collection**

A limited collection of astronaut themed NFT's that unlock the full earning potential of the ZUNA Ecosystem. Out of this world rewards.



# OUR JOURNEY

With an official launch of the \$ZUNA token in November of 2021, we have come a long way and accomplished many things to be proud of.

## **Fair launching \$ZUNA**

Launched on PancakeSwap with no pre-sale, we opened trading to the public and kicked off our communities and initial marketing push.

Features on Yahoo Finance and hundreds of other crypto-specific media outlets, combined with our first ZUNA Developer live video AMA aided to our fast growth.

## **Growth and preparation for utility**

Maintaining transparency with the community and spreading awareness about the future of ZUNA, we began designing the Ecosystem that you see today.

Our goal was always to build something that provided rewards and opportunities to holders that hadn't been done before.. enter ZUNAVERSE.io & the ZunaNauts NFT Collection.

## **Development and utility launch**

After building for many months, overcoming set backs and maintaining a high standard for quality our Ecosystem was finally ready to be born.

We launched our full stack NFT Marketplace and NFT collection in the late summer 2022 and introduced a truly innovative reward system to the crypto space.

With the first major utilities recently launched, this is undoubtedly the beginning of what ZUNA can be.



# ZUNA TOKEN

\$ZUNA is the deflationary token on BSC that connects the entire ZUNA ecosystem and provides automatic holder reflections.

Contract: 0x5D07eDAbA2151a3C6802B28636eCC23082398EdB

## TOKENOMICS

10% tax on all DEX buys/sell and wallet transfers

- 5% holder reflections - earn \$ZUNA just for hodling
- 5% auto liquidity acquisition - sent to PancakeSwap
- Renounced ownership and locked liquidity pool (forever)
- Audited by TechRate

## UTILITY

\$ZUNA powers ZUNAVERSE.io and the ZunaNauts Collection

- ZUNAVERSE.io integrated currency for trading NFT's
- Used as reward token for all ZunaNauts
- 2.5% from ZUNAVERSE.io transactions auto-buy \$ZUNA
- Fee settlement for entire reward system





# ZUNIVERSE

Full stack NFT Marketplace on BSC that provides NFT creators and buyers an innovative option for trading and discovering new projects.

## CORE FEATURES

Built to offer all the standard practice marketplace features

- Lazy minting (5% seller fee once NFT has been sold)
- Binance Smart Chain for low gas fee's + fast transactions
- Multiple media formats supported
- Wallet connect integration to support dozens of wallets

## UNIQUE FEATURES

One of a kind systems with many more on the way

- Social networking (built in)
- \$ZUNA buy back system (2.5% of all WBNB trades)
- Earn a piece of Marketplace volume by owning a ZunaNaut
- \$ZUNA token integration (more bep20 additions soon)
- Training portal for new creators (coming soon)
- Marketing portal + creator resources (coming soon)

ZUNIVERSE.io





# ZUNANAUTS

An exclusive collection of NFT's with out of this world rewards.

## PROJECT INFO

Limited release - astronaut themed NFT's living on BSC.

- > 1969 ZunaNauts per collection
- > Six different tiers, each with different rewards/pricing
- > Available only through ZUNEVERSE.io using WBNB
- > One of a kind reward system

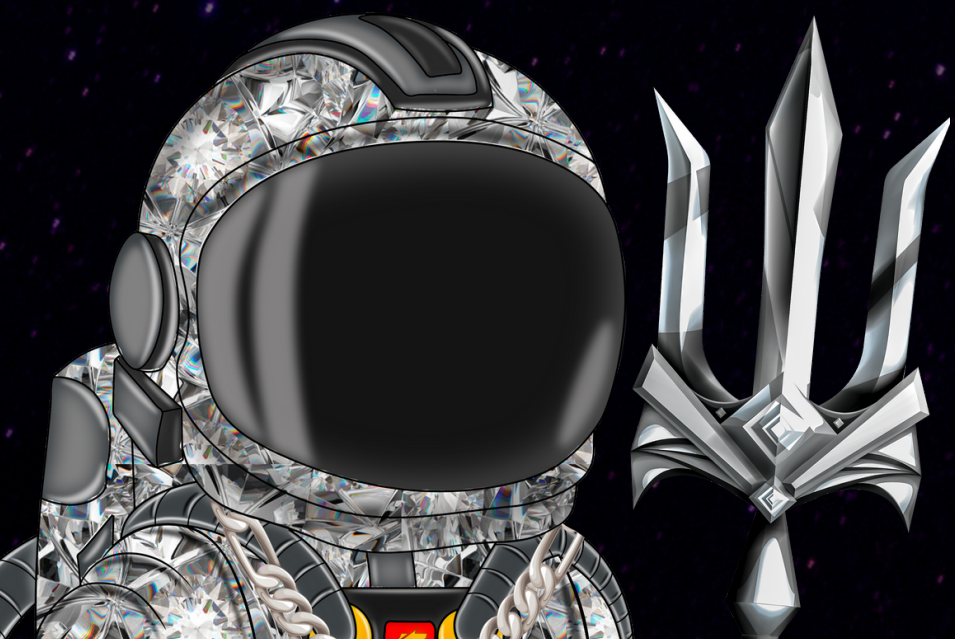
## REWARDS

Owning a ZunaNaut is easier then building your own Marketplace

Each ZunaNaut earns 12 months of static \$ZUNA rewards. Fixed amount delivered on the 1st of each month and determined by tier.

Each ZunaNaut earns a set percentage of every WBNB transaction that takes place on ZUNEVERSE.io NFT Marketplace.. forever.

As a bonus, the longer you hold your earned \$ZUNA the more you will earn from \$ZUNA reflections.



**Reward Plan Payouts**



# ROADMAP

Where we've been and where we're going.

COMPLETE

## PHASE 1

- Fair launch \$ZUNA on Pancakeswap
- Initial marketing push across social media channels
- Hold first video developer AMA session
- Press Release on Yahoo Finance + 600 media outlets
- Setup Telegram communities and all socials
- Listed on CoinMarketCap, CoinGecko and Nomics

COMPLETE

## PHASE 2

- Influencer marketing
- Community growth
- Milestone \$ZUNA burns for 1k, 5k, 10k, and 25k holders
- Media outlet marketing
- \$ZUNA listed on Cointiger & Hotbit
- Various giveaways and competitions for holders
- Continue to do monthly video AMA developer sessions

COMPLETE

## PHASE 3

- Begin development on first major utilities: ZUNAVVERSE.io NFT Marketplace + ZunaNauts NFT Collection
- Continue various avenues of marketing for \$ZUNA and promote upcoming utilities
- Continue to hold monthly video AMA's
- Build long term tech team for future utilities

COMPLETE

## PHASE 4

- Launch ZUNAVVERSE.io
- Launch ZunaNauts NFT Collection
- Deploy Marketplace/NFT reward system and \$ZUNA buy back system
- Deploy ZunaNauts reward tracking system
- Integrate \$ZUNA for NFT trading on ZUNAVVERSE.io



## IN PROGRESS

### PHASE 5

- Continue development of additional features and resources for ZUNAVERSE
- Marketing campaigns for ZUNAVERSE including media outlets, influencers, cross dApp promotion and mass direct outreach
- AMA tour with other communities to promote ZUNA Ecosystem
- ZUNA Ecosystem brand revamp
- Relationship building and partnerships with NFT communities, creators and influencers
- Open integration of other BSC tokens to ZUNAVERSE
- Open ZUNAVERSE to support secondary marketplace sales
- Creator marketing portal
- Zunaversity NFT training
- Additional exchanges for \$ZUNA
- Grow monthly trading volume of ZUNAVERSE to 5 Million
- Launch second and final ZunaNauts NFT collection (when appropriate)

## UPCOMING

### PHASE 6

- Continue to spread awareness for ZUNA Ecosystem through marketing and partnerships
- Hire support team to run day to day on ZUNAVERSE marketplace.
- Implement scalable automation for marketplace growth
- Grow ZUNAVERSE to 10 Million monthly trading volume
- Create additional reward opportunities inside ZUNAVERSE
- \$ZUNA listings on top tier CEX's

## UPCOMING

### PHASE 7

- Ensure ZUNAVERSE is growing steadily with full team in place on pace for 25+ Million monthly volume
- Begin planning and designing next utility (based on market conditions and what will have the biggest impact to ZUNA Ecosystem at the time)
- Begin development of chosen utility (dex/cex hybrid, defi wallet, play to earn, or metaverse)





UPCOMING

## PHASE 8

- ZUNIVERSE monthly trading volume at 100+ Million
- \$ZUNA marketcap at ~1 Billion
- Build and deploy next utility platform
- Implement best practice marketing strategies and existing partnerships to grow new platform
- Create a repeatable blueprint for all future ZUNA Ecosystem platforms
- Rinse and repeat process with each new utility platform

# THE FUTURE

There will never be a final phase. ZUNA will continue to grow, innovate and build it's ecosystem. We are here to stay, and this is only the beginning.

### Potential additions to the ZUNA Ecosystem

There is no shortage of ideas that would benefit our ecosystem and we are currently looking at many options. Here a few that are currently on our short list.

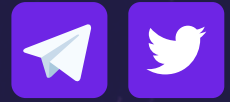
- Hybrid DEX/CEX - make buying into altcoin projects easier
- DeFi Wallet that centralizes our entire ecosystem
- Play to Earn - potential to gamify our NFT's
- Metaverse applications (down the road)



# THE TEAM BEHIND ZUNA



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The team behind ZUNA is comprised of 3 individuals all with varying strengths and talents. We believe a project is only as good as the people behind it; and the work they are willing to put in.

We have successful backgrounds in business growth and development, marketing and sales. Each of us come from different industries and have been crypto enthusiasts/investors for many years.

There are several other contributors to the ZUNA mission including two senior software and blockchain engineers, graphic designers and behind the scenes marketing partners.





# CONNECT WITH US

Join our community, and find out why so many people  
believe in ZUNA.

**\$ZUNA Contract: 0x5d07edaba2151a3c6802b28636ecc23082398edb**