

**Passive Token**



**Litepaper**

# Disclaimer

This document is not intended to offer financial advice or counsel of any kind. The purpose of this document is purely to inform on the token economics of Passive Token (\$Passive).

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## Passive Token Origins

The number 8 has huge cultural, spiritual and scientific significance. 8 is the second magic number in physics, meaning an atom with this number of protons and neutrons will be particularly stable. It is also the atomic number of oxygen, the gas required to sustain all life on earth. Similarly, there are 8 planets in the solar system.

More interestingly to the cryptocurrency enthusiast, 8 is associated with prosperity and wealth in many cultures. In Chinese numerology, the number 8 is a symbol of great fortune. It is considered the luckiest number and this belief often influences people's decisions. Phone numbers containing the number 8 are highly sought after, as are addresses, wedding dates and birthdays.

The number also holds significance in hinduism, where it is seen as a symbol of wealth and abundance. The number features heavily throughout different cultures and religions as a spiritual and lucky number.

Passive token has been inspired by the cultural significance of the number 8. The supply of Passive Token is set at 888,888. If the number 8 alone is lucky, imagine the prosperity 888,888 can bring!

# Tokenomics

Passive income is an ideal many individuals chase. The chance to earn money with little to no work is something most people strive for. True passive income is often hard to come by. Traditional avenues such as property, blogs and social media all require constant upkeep.

Developed by the team that created Retire, Passive Token is a true source of passive income. It has a unique tokenomics model designed solely to benefit the long term holder with huge rewards. The entire ethos at Passive token is to generate the investor wealth while they relax. There is more to life than the daily grind, and the revolutionary tokenomics of Passive Token will demonstrate this.

Passive token is part of the Retire Token ecosystem. The tokens work together symbiotically to generate rewards and passive income for all eligible holders. Passive Token Transactions generate Retire rewards, which in turn leads to more stability within the entire ecosystem.

## Earn

Earn massive rewards for simply holding Passive Tokens. 15% of each transaction is taxed and redistributed proportionally to each qualifying holder in BUSD. An additional 3% is given in Retire Tokens. To earn rewards, investors must hold upwards of 28 tokens. All together, that is a total of 18% rewards generated on each transaction.

Why 28? Passive Token has taken inspiration from numerology throughout its design. The number 2 signifies teamwork, balance and cooperation. Combined with the number 8 it means teamwork towards building wealth.

Holding true to its name, Passive Token will automatically send reflections directly into each holder's wallet every 60 minutes (this could be longer in periods of lower volume). Holders are not required to do anything other than hodl to gain rewards, true passive income.

## Marketing

2% of each transaction will go directly towards marketing the project. This tax will be used to really push the project to new heights and spread the word about the unique tokenomics of Passive Token. Plans include 24/7 paid ads across many platforms, mainstream media articles and Telegram shilling. Earnings from this fee will also go to

expanding the project and rewarding the holders by running airdrops, social media campaigns and applying for exchange listings.

### Locked LP

To further enhance the legitimacy and trust in the project, LP will be locked for at least 1 year. Investor safety is paramount at Passive Token and across all associated projects.

### Anti-Bot/Anti-Whale

Huge whales and bots are often detrimental to new projects such as this. It is with this in mind, that Passive Token has implemented a 1% maximum transaction limit, and a 1% maximum wallet limit. These measures should make it fairer for all holders, and avoid mass dumps and market manipulation, bringing stability to the market.

High transaction fees, coupled with transaction limits aid a stable market impervious to manipulation. Investor safety is vital and a stable market with high rewards goes a long way to ensuring safe investment.

# Marketing Strategy

## Paid Advertising

The Passive Token marketing strategy begins with paid advertising. The 2% marketing fee will be put to good use reaching the masses with 24/7 banner ads on PooCoin and Wen Lambo App. There will be paid advertising across social media and press releases across mainstream media outlets.

## Social Media

The second step in the Passive Token marketing strategy centers around social media. Telegram has become the main hub for cryptocurrency chat, so it will feature heavily in the Passive Token strategy. There will be regular Telegram shilling, alongside a chat group for holders and interested parties. The Telegram chat offers the community a chance to come together and work towards spreading the word about Passive Token.

Twitter is the perfect platform to deliver short and concise updates on the project and other helpful and insightful information our holders may benefit from. There is a thriving cryptocurrency community on the platform already, and it is the perfect place to spread the word on the unique tokenomics of Passive Token and the Retire ecosystem. Twitter affords users the opportunity to connect with a range of people across the globe, from influencers to small time investors and it allows for targeted growth through tactful posting.

Passive Token intends to use these, and other social media platforms to keep holders and interested parties informed on the progress of the project. There will also be competitions run across all platforms to reward holders and generate interest.

## Give Away Events

Airdrops, competitions and giveaways are a fantastic way to reward a community for their support, while drumming up engagement from new members. Passive Token intends to make good use of these strategies when promoting the token, while also giving back to the existing community.

## Exchange listings

While not strictly marketing, listing on exchanges instills a deeper trust in a project and demonstrates its seriousness and longevity. It also makes a token much more

accessible to a wider audience. This wider audience will in turn bring more liquidity to the token.

## Roadmap

### Q4 2021

- Passive website is born
- Telegram launch
- Twitter launch
- Audit by TechAudit
- Whitepaper release
- Pinksale launch
- CEX listing (Confirmed)
- +15k members in Telegram
- Listing Coingecko
- Listing CoinMarketCap
- \$10M of market cap
- Meme Contest
- Dashboard Tracker
- \$15M of market cap

### 2022 Onwards

- Influencer Partnerships
- \$50M of market cap
- Staking Pool
- Merch shop
- NFT series
- \$100M of market cap
- more to be announced...

## Passive Token Ethos

Much like its parent token, Retire, Passive Token exists to benefit those who HODL. The main focus of the entire ecosystem is to reward the long term holder. Passive Token provides true passive income in a way very few endeavours do.

The whole idea behind the project stems from the desire to shuck the standard 9-5 grind in favour of spending time enjoying life. We do not get much time on this planet, so it is vital we spend it doing what we love, when the people we love. Unfortunately in modern society, this idea is just not realistic without financial backing. The Retire ecosystem alongside Passive Token aims to give people back their two most valuable assets; their time and their financial freedom.

