

whitepaper v2

SHIBA SHABU

**The first meme token with an actual vision
and mission to disrupt traditional finance.**



@shibshabu



t.me/shibashabu



shibashabu.com

Table of Content

Whitepaper

Vision	03
Mission	04
Values	09
Tokenomics	11
Ecosystem	12
Team	14
Roadmap	15

01. Vision

Not Just A Meme



"Meme tokens are here for a reason. They have a true purpose."

As we progress through the digital age, innovation in a myriad of industries searches to disrupt antiquated traditional markets.

The shortcomings of the traditional financial market are becoming more apparent now than ever with the recent global financial shocks and failures in central governance.

With this became the rise of cryptocurrencies, decentralized and accessible to everyone, the vision to revolutionize the global financial market has never been closer. Cryptocurrencies serve to become the replacement for the existing

currency and financial instrument for people to realize financial liberation.

However, replacement of existing currencies is not without hardship, from those who seek to retain the status quo, to barriers in global adoption. Cryptocurrencies struggle with reaching the common people and enlighten them to the next step in revolutionizing traditional financial markets.

That is, until the Meme Token Movement.

02. Mission

Meme Token Movement

History of Traditional Finance

Since the beginning of civilizations, people have traded surplus goods they are able to produce, for good which they cannot easily obtain. The process of trading goods is the fundamental underpinning in the transfer of value.

Trading of goods is wrought with limitations however, as the goods being traded are subject to physical constraints, or have perishable properties associated with the lapse of time, that makes them impractical to be available when the transaction is to be made. Thus, an intermediary token as a store of value is an inevitable conclusion to facilitate the transfer of value on demand.

This in effect creates a distributed ledger system, in which the intermediary token for the store of value must be agreed upon by all parties involved to have a fixed value exchange rate with each of the goods being traded, so the correct amount of value is transferred. Thus, currency is created.

Initially, the token had been sea shells, albeit quickly people discovered that the abundance of sea shells near coast lines meant that the value of these tokens does not remain consistent and wildly varied with proximity to the coast. A more stable form of token was required, one which does not have such variation on value. One which can be trusted to store its value independently to external factors.

Gold then became the adopted token. The difficulty in mining and refining gold with the technology available at the time meant that it was very scarce and difficult to obtain, and did not have such variation in value. Adoption of gold as the new standard was much easier as its value consistency meant that people could trust that they could move their wealth through trade with gold as the intermediary - independent of factors such as variation to location and that it would not diminish in value with the passage of time.

Inherent Issues with Traditional Finance

The scarcity of gold however, meant that it had a very high value through demand. But for it to be used as a currency, it needed to be traded for low value, everyday goods. In order for the right amount of value to be transferred, the gold would then need to be fractionalized so that it may match the low value goods. This is difficult in that the fractions required are usually impractical for gold due to the huge disparity in value difference. This is further compounded by the fact that as economies flourished, more gold was required in circulation as means to transact and transfer wealth.

To solve this problem, fractionalized tokens have been created with lesser value to serve as a bridge between the value disparity, and can be created in greater quantities to match economic growth. These fractional, nominal currency tokens are however subject to the problem of counterfeiting. It becomes easy for malicious parties to mint counterfeit versions of the token as they do not have the same scarcity as gold, for individual gain. Not only so, this would create an overabundance of these tokens and devalue the overall market for these tokens.

Governance is then required to control the production of the counterfeit tokens and back the authentic currency tokens. Central regulating bodies became the authority in order to facilitate the creation, exchange and distribution of the fractional tokens for gold. Banks were created, to prevent the theft of tokens not in circulation. As time

progressed, people realized that, for the most part, people use banks as a means for storage of wealth and the tokens are not exchanged regularly. This led to the creation of fractional reserve, whereupon the tokens (or wealth) stored with the banks which would otherwise not have been used, to be loaned to others to create more wealth. This allowed for the situation where more tokens are created than existing, leveraging the fact that not all of the tokens in storage would be withdrawn simultaneously.

The fractional reserve system accelerated the growth of the economy even further. However during periods of low growth, governments realized that they could add inflation, to further stimulate growth of the economy by minting additional tokens to be put into the circulation. This traditionally has been conducted in a manner where key areas of the economy where growth was needed, can be stimulated by the additional wealth. Notably, this meant that wealth has been in fact redistributed, as the existing tokens are now devalued through dilution from the newly minted additional tokens, which have directly injected into the hands of those who require them.

While this redistribution of wealth can be beneficial to promote growth and economic perseverance, the actual decision making of the redistribution remains centralized, controlled by the authoritative governing entity. As these governing entities are ultimately controlled by human actors, it is not infallible to human nature and shortcomings, namely, corruption and poor decision making.

Rise and Fall of Cryptocurrency

It is then that Bitcoin has been birthed, intended as an ultimate form of currency. A currency which is akin to gold - only obtainable through the proof of work, and scarcity. As it is digital, the physical limitations have been removed and it is highly divisible so secondary tokens are no longer required to bridge the value disparity in trading. The cryptography of the blockchain also meant that no malicious actors may create counterfeit copies of the token.

However, there are many shortcomings of Bitcoin that prevent it from becoming the ultimate replacement currency. Firstly, it is not sufficiently scalable for the transaction volume needed by the primary currency. Secondly, it lacks inflationary measures required of currencies to encourage economic growth. But most importantly, it has taken 8 years for Bitcoin to reach its current state of adoption globally, as it is difficult for the masses to trust and adopt this new form of currency, for one must believe in its store of value. It is also important to identify, due its fundamentals - Bitcoin promotes the capitalistic ideology. It is with the underlying ideology which drove its creation, that determines the way in which the currency is distributed among the world populace. The fairness in which the new currency is distributed is subject to ideological interpretation, and could never be singly defined by one process for as long there is difference in ideology in the populace.

Since its inception, alternative cryptocurrencies have been created to address the shortcomings of Bitcoin. By and large, scalability has been addressed to varying degrees of success. Similarly, these new alliterative tokens have also had varying degrees of success over their adoption by the masses due to their difficult nature to understand, limited exposure and lack of trust. Each of these alternatives, also uphold different ideologies in their creation.

During this process, new technologies have fostered environments which encourage the creation of new tokens. Like any new currencies, these tokens must also consider four keystones for their success as a replacement currency, namely distribution, adoption, scalability and ideology. In recent times, with global turmoil and financial strain on the worldwide economic sectors, cryptocurrencies began their resurgence onto the public stage as the candidate for an overhaul of the world's traditional financial systems.

Evolution into Meme Token Cryptocurrency

It is during this time that the meme token movement took form as the next evolution of cryptocurrencies in its destiny as the replacement global standard. With these newfound technologies, a myriad of different tokens began to sprout and take form in the new frontier that is meme based cryptocurrency tokens. If there is one thing that memes excel at, it is in their innate nature of virality. What the world has shown us, is that memes are understood by people all around the world far and wide, by people of different religion, ethnicity and beliefs. Memes are approachable by everyone irrespective of their background or wealth and memes transcends language barriers. It gives people identity, in fact, memes resonate with people. The technical and difficult nature of cryptocurrencies have been melted down by peoples' relatability with memes. The power of memes is in its ability to market itself and reach an unprecedented wide audience. Because of this, we believe that meme tokens are poised to overtake the previous generation of cryptocurrencies, as wide and fast adoption of a new currency is critical for its success.

We believe that meme tokens are here for a reason. Their advantage in adoption rate makes them more fit as the replacement currency. However, we believe there will not be a single dominant meme token as the population relates to different memes and abides by different ideologies, and over time, the ecosystem of meme tokens as a whole will be the replacement currency, with each individual meme token rise and fall within the ecosystem, at an equilibrium that represents what people believe in. To facilitate and accelerate the forming, adoption, and evolution of the meme token ecosystem, we started Shiba Shabu.

Our Mission with the Meme Token Movement

We see the shabu shabu pot as a strong metaphor to show that the meme token movement is made up of many meme ingredients, with each one representing a community with a different taste and texture. But the culmination of all the ingredients in the shabu shabu pots when allowed to simmer creates a perfect meal that compliments itself. We believe that the meme token communities can work united towards the same goal to achieve our vision.

We want to provide the community with **REAL USE CASES** as the next step in the meme token evolution, and lead the charge in providing pathways for practical long-term use of meme tokens in everyday life for the common people.

In order to do so, we intend to create a lasting ecosystem of platforms and products to accelerate the disruption to the traditional financial system, with the power of memes.

First Step - Shabu Town

The first step we wish to take in achieving our goal, is to create SHABU TOWN. Shabu Town will be an application where members of the community will be able to chat and interact with one another in real time, and discuss crypto and memes. To begin with, we believe Shiba Town will address a number of pain points in the current meme token market:

- + In order for new tokens to build trust in a new community, the people in the community must be communicating to build trusting relationships. Shiba Town will create an environment for people to talk to each other in an engaging way which encourages interaction and spread memes.

- + Like minded individuals are already connected so it becomes easier for tokens to spread to other like minded networks rather than arbitrary connections.

- + Help new meme tokens gain traction which in turn helps the community to gain traction as a whole.

- + Engaging platform where all meme token fans can join and bring the wider community together to further help new and existing token adoption.

- + Consolidate meme token communities under one roof.

With Shabu Town, as the first component of the ecosystem, we aim to accelerate the distribution and adoption of the meme coin ecosystem, growing the market share of the meme token as a whole, both as an asset class and a set of currencies.

03. Values

What We Stand For

TRANSPARENCY

As a decentralized cryptocurrency token, SHIBA SHABU is supported by the efforts of the community.

No single entity claims ownership over SHIBA SHABU as the ownership has been renounced within the blockchain.

This is the very first step the SHIBA SHABU developer team has taken to ensure that transparency is shared within the community, and future investors wishing to partake in a decentralized manner.

TRUST

Trust is paramount to the success of any blockchain based cryptocurrency project and especially so when it does not have a centralized governance. Akin to the characteristics of a blockchain, where its strength is tested and bested by its weakest link, the SHIBA SHABU community is only as strong as its members.

To further strengthen the bonding within the community, the characteristics is such that the developers does not retain any amount of tokens not visible to the community. The shabu shabu pot of SHIBA SHABU tokens are shared with the community, and trusted by the community so that 'every shiba may have a fair share'.

COMMUNITY

For SHIBA SHABU, community is the lifeblood for this cryptocurrency token. As a combined effort with the community conglomerate, major decisions for the development of SHIBA SHABU is devised in a democratic decision making environment where upn every community member as a stakeholder has a fair representation in the future of SHIBA SHABU.

GENEROSITY

Ultimately, the SHIBA SHABU community is deserving of value created during the participation of this venture of an exciting, innovative and ground-breaking foray into the meme token ecosystem as a decentralized, community based cryptocurrency token with practical real world uses cases and utility.

04. Tokenomics

Token Economics

SHIBA SHABU is built upon the cryptocurrency blockchain known as Ethereum. Ethereum is originally developed by Vitalik Buterin, a genius developer whom has founded the blockchain token ecosystem fostering the creation of a number grandfather meme tokens.

SHIBA SHABU takes inspiration from these original tokens, only in kinship, but more importantly as an evolved form with many improved enhancements over its predecessors to supersede them as the successor with improved tokenomics.

On the Ethereum blockchain, cryptocurrency tokens are created via smart contracts, which are self regulated, decentralized code which is able to operate smoothly without intervention by a centralized operating entity.

With 1,000,000,000,000,000,000 (1 **Quintillion**) tokens minted during its inception. No further SHIBA SHABU tokens may be created by anyone, so that no entity may je-

opardize the trust fostered within the SHIBA SHABU community.

In fact, a number of tokens have been '**burned**' (~69%).

Key to the success of the SHIBA SHABU token - developer team DOES NOT HOLD ANY INITIAL TOKENS.

Many other failed meme token projects have done this and it is a recipe for disaster, as transactions related to such initial tokens creates doubt and uncertainty due to its inevitable effect it has on the liquidity pool and undermines the community trust.

To incentivize investors to participate in the community, SHIBA SHABU provides a decentralized reward mechanism. For every active user transaction (sell or buy), 5% of the transaction is redistributed among the token holders as reward for the holders.

05. Ecosystem

With Real Use Cases



shabuTOWN

Interactive Meme Token Community

Social networking is the lifeblood of memes - virality separates the fresh from the dank. Engage with the wider meme token community in an approachable and relatable environment to discover new communities around the world with shabuTOWN.



shabuSWAP

DeFi based Exchange Platform

As a decentralized finance exchange platform, shabuSWAP aims to provide the means to trade, swap and stake for token rewards.



shabuMARKET

NFT Meme Marketplace

The power of memes is here to stay forever as the world transitions to the blockchain eco-sphere. Buy and sell the trendiest memes with shabuMARKET.



shabuWALLET

Meme Token Wallet

To keep up with growth of the new generation of meme tokens, you'll need an easy and secure way to store meme tokens. Funds are SAFU with shabuWALLET.



shabuPAY

Shabu Payments

Fast and secure transactions are the way of the future and one of the advantages of digital meme finance. shabuPAY aims to solve the scalability issues with other cryptocurrencies and offer purchases with partner goods and service providers in the meme token ecosystem.



shabuSHABU

Restaurant Partnerships

Shiba Shabu aims to partner with Shabu Shabu restaurants globally as the first niche market to establish a foothold in using shabuPAY for day to day purchases, and to popularise Shabu Shabu worldwide.

06. Team

Shabu Shabu Ingredients



Marble
Beef



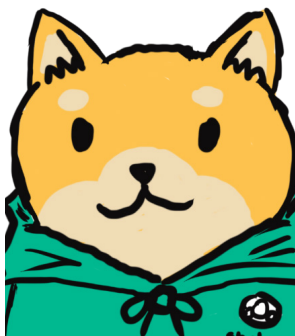
White
Tofu



Fish
Sticks



Green
Cabbage



Shitake
Shroom

07. Roadmap

#ShabuSimmering

Phase 1

500

Token

Holders

2,000

Community

Members

- + Token Creation
- + Locked Liquidity
- + Renounced Contract Ownership
- + Fair Launch on UNISWAP Decentralized Exchange
- + Social Media Campaigns (Reddit / Twitter / Telegram)
- + Influential Mentions
- + International Presence



Phase 2

2,000

Token

Holders

5,000

Community

Members

- + Update website and whitepaper
- + Unique social platform shabuTOWN
- + Coingecko Listing
- + CoinMarketCap Listing
- + Additional Social Media Campaign (Tik Tok / Youtube)
- + Business Partnerships
- + shabuSWAP DeFi Exchange (Decentralized Finance)



Phase 3

10,000+

+ shabuTOWN expansion with ecosystem offerings

Token

Holders

10,000+

Community

Members

+ shabuMARKET NFT meme marketplace

(more details coming soon)

+ shabuWALLET meme token wallet

(more details coming soon)



Phase 4

50,000+

+ Central Exchange Listings (CEX)

(more details coming soon)

Token

Holders

50,000+

Community

Members

+ shabuPAY payment network

(more details coming soon)



THANK YOU

SHIBA SHABU TEAM

Disclaimer: Information provided within this whitepaper but not limited to the overall project, Shiba Shabu branding, token, website, smart contracts and media as well as any association with 'Shiba Shabu' or any of its derivatives, should not be considered licensed or unlicensed form of financial investment service and/or payment service of any kind in any jurisdiction. Any terminology used within this whitepaper, website, token and any publication associated with Shiba Shabu is intended as reference only without any means in legal capacity or intention, nor binding in any legal and/or financial environment regardless of regulation. Shiba Shabu is fully decentralized and community driven as a project and does not have owners, managers, shareholders, promoters, marketers, directors or any figures or entities exerting any form of legally binding governance. The Shiba Shabu token is not in anyway shape or form considered as security or intended to be so. This whitepaper is not to be taken as binding contractual document, invitation, solicitation or offer to invest in Shiba Shabu or acquire Shiba Shabu in any way or any form with intent or expectation for profit in any form. Any user of Shiba Shabu or in association with Shiba Shabu declares to have received adequate technical, legal, administrative or regulatory advice before and/or after access this whitepaper and accepts any risks in accessing, acquiring or use of Shiba Shabu or any portion of Shiba Shabu associated materials with any cryptocurrency/blockchain system, token, platform or software interface including Shiba Shabu and further acknowledges with full disclaimer and forfeit any claims towards and/or against any community member directly or indirectly involved with Shiba Shabu should there be any kind of damage suffered, including total loss in any shape or form.

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