

MOON BULL WHITEPAPER



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Disclaimer

MoonBull is designed as a community-first project with mechanisms that prioritize fairness, transparency, and long-term sustainability. From a structured presale and secure launch mechanics to staking, governance, and token scarcity, each component has been built to align holder incentives with ecosystem growth.

This whitepaper outlines the current plan and vision for MoonBull. As with any decentralized project, the roadmap may evolve based on community feedback, market conditions, and platform integrations. All future updates will be communicated transparently across official channels.

Nothing in this document constitutes financial or investment advice. Participation in the presale or token trading carries risk, and users are encouraged to conduct their own due diligence before making decisions.

MoonBull is a meme token built on real mechanics and real community belief. If that's what you're looking for, you're in the right place.



Your MoonBull Primer

MoonBull is a community-centric meme token built on Ethereum, designed to reward early believers and level the playing field for everyday traders. With built-in mechanics like auto-liquidity, token reflections, and supply burns, MoonBull transforms every transaction into an opportunity for collective growth. Through a 23-stage scarcity-driven presale, a high-yield staking program, a referral rewards system, and decentralized governance, MoonBull empowers its holders to drive value, influence development, and benefit directly from momentum. Backed by a pro audit and locked liquidity, MoonBull mixes meme culture with smart mechanics, so when the bull runs, you're not just watching, you're riding it.



Meet MoonBull

MoonBull is what happens when the crowd gets tired of losing and builds the bull instead.

Not just for the early birds. Not just for whales or insiders. But for the regular people who show up early, stay active, and build the hype. The ones who watch bots jump the line and whales dump at the top, again and again.

So we built MoonBull, a token designed to reward that kind of conviction. Every time someone sells, a portion of that trade adds to the liquidity pool, another portion goes straight to holders, and a final cut gets burned forever. It's all automatic, written into the code, and built to benefit the community first.

We're combining clean mechanics, real transparency, and meme culture in a way that actually holds up. Locked liquidity, a passed audit, community voting, and a 95% APY staking program all lined up in a 23-stage presale that builds momentum as it moves.

MoonBull is simple on the surface, solid underneath. If you're here early, you're not just watching it happen; you're part of why it works.



Your Bullish Advantage

Because we built it with one thing in mind: to give holders the advantage!

Most meme coins reward the first few insiders. The rest just chase pumps, eat fees, and hold the bag. MoonBull flips that. Every sell adds to the liquidity pool, sends reflections to holders, and reduces the token supply, automatically. It's a cycle designed to lift the floor, not just the hype. But that's just the base layer. Here's what sets MoonBull apart:



Staged Presale with Real Momentum

Prices rise across 23 stages. Early entries get the best deal, but every phase builds on the last, creating organic demand and a sense of progression, not a one-shot launch.

95% APY Staking

At Stage 10, holders unlock passive rewards. Stake directly from the dashboard.

Referral System that Actually Pays

Share your code. Your invitee gets 15% more tokens, and you get 15% of their total purchase, instantly. Moreover, top referrers also earn monthly USDC bonuses.



Community Voting Starts Mid-Presale

At Stage 12, \$MOBU holders get real say. One token = one vote. You decide on key initiatives, surprise burns, and campaign pushes.

Audit Passed. Liquidity Locked

We've done the essentials because trust is earned, not assumed.

Barriers to Moonshots

In most token launches, early access and real benefits are reserved for a small circle, insiders, bots, and institutional players who capitalize before the broader community has a chance to participate.

Real communities often face inflated entry prices, front-running, high slippage, and sudden sell-offs from large holders. While the community drives momentum, it rarely shares in the upside.

Token launches become unpredictable, short-lived cycles, with little protection or reward for those who contribute the most.

Worse yet, most projects offer no mechanisms for collective decision-making or equitable value distribution. The result is a system that favors the few.

Our Mission in Motion

MoonBull is designed to give everyday traders a clear advantage in a market that rarely favors them.

By building in features like auto-liquidity, real-time holder rewards, strategic burns, and a staged presale structure, our aim is to turn participation into measurable value, not just for early entrants, but across the entire community.

Every element of MoonBull's design works toward a single goal: to create a self-reinforcing ecosystem where growth is earned, distributed, and sustained by everyone involved.



The Bull's Engine: Liquidity, Rewards, and Scarcity

Every time \$MOBU is sold, MoonBull's smart contract kicks in, redistributing value to reinforce the health of the ecosystem. This mechanism isn't just a fee. It's a circular system designed to reward holders, support the market, and reduce supply over time.

Here's how the sales tax is distributed:

2% to Liquidity

Each sale contributes 2% directly to the liquidity pool. This deepens the trading pair, which helps stabilize price movements and reduce slippage for future buyers and sellers. As trading activity increases, this ongoing liquidity injection ensures the market remains robust, making MoonBull more resilient against volatility and large trades.

2% to Holders (Reflections)

Another 2% is redistributed instantly to all \$MOBU holders. This means that just by holding tokens, users earn passive rewards. As the number of transactions increases, so does the volume of distributed rewards, effectively compounding your balance over time. It's a system that directly connects community growth with individual benefit.

1% Burn

The final 1% is permanently removed from circulation, sent to a dead address that can never be accessed. This deflationary mechanism steadily reduces the total supply, increasing the rarity of each remaining token. Over time, as supply shrinks and demand grows, this burn process plays a key role in supporting the long-term value of \$MOBU.





What This Means for the Price Post-Launch

Once MoonBull hits the market, every sell order does more than just exchange tokens; it actively fuels the token's upward trajectory. With 2 % of each sale bolstering the liquidity pool, the market becomes deeper and more resilient, smoothing out volatility and giving buyers confidence that there's always a strong foundation beneath the price. Simultaneously, 2 % of each sale flows back into holders' wallets, meaning every trade rewards loyal participants and compounds their positions without any extra effort. The final 1 % is forever removed from circulation, ratcheting down supply and intensifying the scarcity that drives value. Together, these seamless, built-in mechanics create a self-reinforcing cycle, selling strengthens the market, rewards the community, and makes each remaining \$MOBU ever more precious, so post-launch, every transaction turns into a step closer to the moon.

Passive Gains, Bullish Pace: MoonBull's Staking System

At Stage 10 of the presale, MoonBull unlocks its high-yield staking program, offering a fixed 95% APY to \$MOBU holders who stake their tokens.

Staking is simple:

From your MoonBull dashboard, you can stake tokens at any time with a lock-in period of 2 months on earned rewards. Rewards are calculated daily and can be unstaked at your discretion, giving you full control over your position while earning passive growth.

Here's how it works:

Start: Available to all holders once Stage 10 is reached

Rate: 95% APY, applied continuously

Access: Stake your tokens

Reward Source: Funded from a dedicated staking pool (14.6B \$MOBU allocated), reserved specifically for this program



By encouraging long-term holding without restricting access, MoonBull's staking design increases token stability while giving participants meaningful rewards. And because there's no minimum staking amount, every holder, large or small, can benefit from early participation.

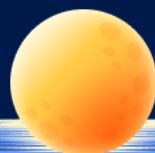


Smart Referrals: Rewards for Community Builders

MoonBull's referral program is designed to incentivize organic expansion by directly rewarding both the inviter and the invited, instantly.

15% to Referrers

When a new user purchases \$MOBU using your referral code, you receive 15% of their purchase amount in tokens, added automatically to your wallet.



15% to Buyers

The referred participant receives 15% more \$MOBU on top of their purchase, giving them an immediate advantage for joining through the community.

Monthly Leader Rewards

Each month, the top 3 referrers earn a 10% USDC bonus, while 4th and 5th place secure a 5% bonus. Rewards are calculated from the total USDC generated through referral codes and are distributed instantly — no waiting, just real rewards.

Distribution

All referral rewards are processed automatically, requiring no manual claiming or waiting periods.

Backed by an 11% referral allocation (8.05 billion \$MOBU), this system is built to scale with community engagement while maintaining fairness and transparency.

Referral incentives are a core part of MoonBull's momentum strategy, turning individual reach into measurable ecosystem growth.



MoonBull's Community Voting Power

Beginning at Stage 12 of the presale, MoonBull will introduce a governance model that gives real influence to its holders. Every \$MOBU token will represent one vote, with no minimum requirements, lockups, or barriers to participation. Voting power will be directly tied to wallet balances, making governance both proportional and accessible.

This system will allow the community to vote on meaningful proposals that guide the project's evolution. Topics may include campaign execution, supply burn events, community feature rollouts, and allocation of incentive reserves. These votes will not be symbolic; they will directly impact strategic outcomes.

Proposals, timelines, and results will be transparently communicated to ensure alignment between holders and project development. This mechanism is designed to shift control toward the people who actively hold and support the token. As a \$MOBU holder, your role will extend beyond participation; you will help shape the path ahead.



Roadmap: Phased Growth from Presale to Ecosystem Expansion

MoonBull follows a structured rollout strategy that begins with presale execution and scales toward utility, cross-chain integration, and governance maturity. Each phase is designed to compound momentum and progressively deliver long-term value to the community.



Q2 2025 – Foundation Development

Core smart contracts are finalized and professionally audited. The MoonBull website and investor dashboard are built and tested. Tokenomics, branding, and technical documentation are completed in preparation for public rollout.



Q3 2025 – Presale Launch

The 23-stage presale goes live, supported by real-time tracking of supply and referrals through the integrated dashboard. Initial community channels and social campaigns are activated, and the Whitepaper is published.

Q4 2025 – Staking & Governance Activation

Staking rewards unlock at Stage 10, offering 95% APY with a 2-month lockup. Governance is introduced at Stage 12, enabling token holders to vote on key proposals tied to marketing, burns, and feature rollouts. These systems are built to engage early holders and drive sustained participation.

Q1 2026 – DEX & CEX Listings

Following the completion of all presale stages, MoonBull is listed on leading decentralized exchanges with liquidity locked and ownership renounced. Initial centralized exchange listings follow shortly after. Community ambassador programs are launched to expand awareness.

Q2 2026 – Ecosystem Expansion

MoonBull integrates with cross-chain bridges and expands into additional staking pools. Strategic partnerships are formed to enhance token utility and market exposure. Community contests and media placements boost visibility.

Q3–Q4 2026 – Infrastructure Maturation

Portfolio tracking tools, advanced governance dashboards, and optional staking lock tiers are released. A developer grant program is introduced to support third-party projects built on or around MoonBull. The full 2027 roadmap is published to mark the first anniversary of the project.



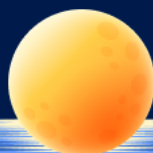
Mobunomics

MoonBull's 73.2 billion total supply reflects deep market analysis and industry best practices, crafted to provide fair access, robust stability, and shared rewards. Half the tokens drive a 23-stage presale rewarding early believers, strategic lock-ups and auto-liquidity protect against volatility, and reflection rewards, targeted burns, and a generous referral pool compound value for holders from every transaction and invite. This framework ensures MoonBull is built for sustainable growth and collective success.



50% Presale (36.6 billion \$MOBU)

Fueling our 23 scarcity-driven stages, this allocation gives early believers the lowest entry price and builds steady demand as each phase fills.



10% Liquidity (7.32 billion \$MOBU)

Locked for two years post-launch, this pool underpins deep, resilient markets and ensures smooth trading well into the future.

20% Staking (14.64 billion \$MOBU)

Reserved for two months after launch to power our 95% APY staking program, rewarding long-term conviction and removing supply at a critical early stage.

11% Referral (8.05 billion \$MOBU)

Backed by our 15%-bonus referral system, this pool supercharges organic growth. Both referrer and referee earn extra tokens on every presale purchase.

5% Community Incentive & Burn (3.66 billion \$MOBU)

A dynamic reserve for surprise airdrops, contests, and automatic burns, keeping excitement high and supply tightening in real time.

2% Influencers (1.46 billion \$MOBU)

Locked for three months to align promotional partnerships with our roadmap and ensure sustained commitment from key advocates.

2% Team (1.46 billion \$MOBU)

Locked for 18 months with subsequent vesting, this allocation guarantees the team's long-term alignment and prevents early sell-offs.

All excess tokens from each allocation will be burned prior to listing, maximizing scarcity from day one. A portion of presale proceeds is earmarked for a robust liquidity reserve, strategic market-maker partnerships, targeted marketing campaigns, and essential operational costs, ensuring MoonBull's launch and growth are as professional as they are powerful.



Launch Plan: Built to Reward the Community

Immediately following the close of MoonBull's final presale stage, the project will enter its launch phase. All presale participants will gain access to their \$MOBU tokens shortly after liquidity is supplied to the decentralized exchange.

The liquidity pool will be funded and locked for 48 hours after the completion of the presale.

There will be no vesting or delayed token claims; all presale tokens will be fully claimable once liquidity is live, ensuring immediate user access.

To protect against early sell pressure and stabilize launch conditions, MoonBull will implement a claim delay mechanism. During that first 60-minute window before the claim is active, selling requires buying, which means the price can never dip below the launch level. This built-in guardrail guarantees that early backers see their entry price honored and prevents immediate dump pressure.

This approach ensures that the community is rewarded with secure access and a fair launch environment, while also maintaining price integrity and trading depth from the outset.



Deployed on Ethereum: Security, Liquidity, and Ecosystem Scale

MoonBull is built and deployed on the Ethereum blockchain, a deliberate choice to ensure long-term compatibility, security, and access to the world's most robust decentralized finance infrastructure.

Ethereum offers the deepest liquidity, the most active user base, and seamless integration with leading wallets, dashboards, and DEX platforms. By aligning with Ethereum's ERC-20 standard, \$MOBU becomes immediately accessible to millions of users, developers, and tools, without the need for custom wrappers or third-party bridges.

From a security perspective, Ethereum's mature validator network and established audit ecosystem offer a significantly reduced risk surface for smart contract deployment. MoonBull's key mechanics, including reflections, sell taxes, burns, and staking logic, are all implemented through verified, gas-optimized contracts that operate within Ethereum's secure execution layer. Choosing Ethereum also provides a foundation for future interoperability. As the MoonBull ecosystem expands, compatibility with Ethereum-based cross-chain tools, governance frameworks, and yield protocols ensures scalability without friction. MoonBull isn't just deployed on Ethereum, it's designed to thrive in it.



Presale Stages - \$MOBU Coins Allocation

Stage	\$MOBU Coins	Price	Increase On Next Stage
Stage 1	2,000,000,000	\$0.000025	27.40%
Stage 2	2,000,000,000	\$0.00003185	27.40%
Stage 3	2,500,000,000	\$0.00004057	27.40%
Stage 4	3,000,000,000	\$0.00005168	27.40%
Stage 5	3,000,000,000	\$0.00006584	27.40%
Stage 6	3,000,000,000	\$0.00008388	27.40%
Stage 7	3,000,000,000	\$0.00010686	27.40%
Stage 8	3,000,000,000	\$0.00013537	27.40%
Stage 9	3,000,000,000	\$0.00017246	27.40%
Stage 10	3,000,000,000	\$0.00021971	27.40%
Stage 11	2,000,000,000	\$0.00027991	27.40%
Stage 12	1,500,000,000	\$0.0003566	27.40%
Stage 13	1,200,000,000	\$0.0004543	27.40%
Stage 14	800,000,000	\$0.00057877	27.40%
Stage 15	700,000,000	\$0.00073735	27.40%
Stage 16	600,000,000	\$0.00093938	27.40%
Stage 17	550,000,000	\$0.00119677	27.40%
Stage 18	450,000,000	\$0.00152468	27.40%
Stage 19	350,000,000	\$0.00194244	27.40%
Stage 20	300,000,000	\$0.00247466	27.40%
Stage 21	250,000,000	\$0.00315271	27.40%
Stage 22	200,000,000	\$0.00401655	27.40%
Stage 23	200,000,000	\$0.00511708	20.38%
Listing	.		\$0.00616





With a total supply of 73.2 billion tokens, the listing price of \$MOBU is set at \$0.00616, marking a 24,540% increase from the Stage 1 price of \$0.000025. Locking in massive upside for the early supporters.

Your Bullish Journey

MoonBull is a smart, auditable, and community-backed system where mechanics serve belief. Every part of the ecosystem, from reflections and burns to staking and governance, is designed to reward early conviction and sustained support.

This whitepaper captures our vision as it stands today. The roadmap may evolve with community input, and any changes will be shared openly through our official channels.

If you're tired of watching whales win and insiders dump, and you're looking to be part of something designed for and by the community, MoonBull is your kind of ride.