



Black Label Token

v1.2

About Black Label

A slick name, sleek look, and a real use case is what Black Label (KLB) is all about.

The most important aspect of that statement is the use case. We want Black Label to have a real impact on the world. We want to get back to the concept that cryptocurrency is a currency, and it can (and should) be used as a currency as well as a store of value.

Black Label looks to derive its value from that utility that it provides. With a reasonable total supply, we are looking to allow KLB to increase in value at a steady rate while still maintaining its utility as a currency. Both objectives are not mutually exclusive, and the KLB token will seamlessly weave these together.

The KLB token will encourage and support initiatives to make the adoption of the Black Label token widespread. Outside of the standard buybacks, burns, and marketing, liquidity will be provided to entities that seek to use the KLB token for transactions and investments; the revenue from this will be help fund the buybacks and further development of the token and the market.

Tokenomics

The Black Label token will utilize a fixed total supply of 1 billion (1,000,000,000) KLB. The mint authority has been turned off for this token which means that the supply can never be increased. The total supply will remain static with only the distributed, circulating supply that can be changed, depending on market conditions.

The KLB token will make its debut on the market via an Initial DEX Offering of 20% of the total supply (200,000,000 KLB). The token will be priced fairly to get the token out into the market while providing capital for future buybacks and projects (e.g., wallet app). Unsold tokens will be burned which will permanently remove these tokens from circulation.

The Black Label token will offer a public airdrop with 10% of the total supply (100,000,000 KLB) which will serve as the initial marketing strategy of the token. The intended reach of the airdrop will be 10,000 recipients each receiving 10,000 KLB tokens. Wallets that hold KLB from the IDO will be eligible for an airdrop bonus. Any failed airdrops due to invalid given wallet addresses will be burned.

There will be KLB holder rewards that will utilize 30% of the total supply (300,000,000 KLB) with each holder a KLB wallet with greater than 199,999 KLB being eligible to receive these rewards. The primary driver for rewards will be monthly payouts proportional to the number of tokens held; this amount will be between 4.0 and 7.5% of the holder rewards bank. Other rewards will include but not limited to exclusive contests and giveaways as well as discounts on any additional liquidation efforts.

An additional 20% of the total supply (200,000,000 KLB) will be used for marketing. This includes promotions to seek new members, contests for members and non-members alike, and random giveaways.

15% of the total supply (100,000,000 KLB) will be held for additional liquidity and to provide ventures with tokens that seek to use the KLB token for their transactions. Being able to provide liquidity to these groups will aide in expansion of the KLB token. These will be subject to vote by the Black Label token community.

The final 5% of the total supply (50,000,000 KLB) will be held by staff members. Staff liquidity is locked for 12 months. The relatively low supply for the staff will incentivize dedication to the project as well as keeping staff from being able to hold too much control in the voting.

Holder Rewards

As mentioned previously, maintaining value is a primary objective of the KLB token. As a result, we want to encourage and reward holding of the tokens. The rewards mentioned in this section will serve as the initial rewards offering as we will seek to expand reward offerings periodically.

The rewards will depend on wallet balance tiers. Each tier will include the rewards of every tier at their level and below. Wallets will be automatically reevaluated each week, and members will be adjusted if they move between tiers. If you buy up into a higher tier, members will be able to request immediate review.

Tier 1: 1 to 49,999 KLB

In keeping the spirit of cryptocurrency decentralization, holders within Tier 1 will be eligible to vote on new initiatives for KLB. This will include voting on which ventures to support that seek to use the KLB token for their transactions.

Each vote will be given a weight proportional to the member's associated token wallet balance.

Tier 2: 50,000 to 499,999 KLB

In addition to Tier 1 rewards, Tier 2 holders will be eligible for airdrops of other tokens. KLB will continue the current trend of token holders receiving the airdrops of other tokens.

This tier will be eligible for special promotions and contests that are not made public to others inside or outside of the token community. These will typically be less often but will also have higher rewards.

Tier 3: 500,000+ KLB

In addition to Tier 1 and Tier 2 rewards, Tier 3 holders receive additional benefits. Tier 3 holders will receive access to exclusive Discord chat and voice channels to talk amongst the other heavy hitters.

This tier will also receive advanced notice of any buybacks and additional liquidation efforts. Tier 3 will also receive discounts on the buybacks.

Roadmap

The roadmap is not meant to be strictly adhered to but rather give an optimistic timeline for goals and initiatives. The first wave of initiatives is aimed to be completed within the first quarter.

Q2 2021

- × Initial DEX Offering (IDO)
- × Solana explorer listing
- × Public Airdrop
- × Solana Beach listing
- × Trust Wallet listing

Q3 2021

- × CoinGecko listing
- × Black Label's own decentralized exchange (DEX)
- × Ape Board listing

Q4 2021

- × Holiday giveaways

Q2 2022

- × Mobile (Android, iOS) wallet app
- × Web wallet