The Attention Token Ecosystem

Whitepaper v1.0 - 2026/02/02

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Introduction

Where the Market Fails - and Where We Step In

Over the last decade, the global cryptocurrency market has grown from a niche experiment to a global industry with over $3.97 trillion[1] in market capitalization and 560 million users[2] worldwide. Despite this explosive growth, the space remains riddled with inefficiencies, particularly at the intersection of credibility, real use-cases, actual demand, fundraising, investor access, and post-launch sustainability. These inefficiencies not only stifle innovation but also actively alienate the very communities that Web3 claims to empower.

A Fragmented and Flawed Landscape

The current Web3 arena is a patchwork of disconnected solutions. Each player, be it a launchpad, incubator, exchange, or media agency, solves part of the equation but fails to deliver end-to-end value.

Innovation exists, but it is scattered. Fundraising models have evolved from ICOs and IEOs to IDOs, fair launches, bonding curves, and open-access platforms. While each wave has introduced new ways to distribute tokens and involve communities, none of these models offer the structure, support, or accountability needed to build lasting value.

Meanwhile, investors navigate complexity alone. There is little infrastructure to distinguish noise from substance, and even less to align projects, communities, and capital across the full lifecycle.

What Web3 lacks is not innovation. It's integration.

The Institutional and Chaos Traps

Despite its promise of decentralization, Web3 has long been dominated by gatekeepers. Early fundraising is often structured around insiders and backroom deals, with the public only gaining access at valuations far above those secured by early investors, and with little room for the price to grow or too little liquidity to sustain sell pressure. The most recent cycle, driven by memecoins and AI agents, has begun to challenge this model.

Launch platforms have enabled a wave of no-whitelist, no-vetting launches. Fair token distributions via bonding curves, ultra-low FDVs, and uncapped participation are becoming the norm in many of the cycle's biggest stories.

And yet, while this trend broadens access, it does not improve the outcome.

- Many launches are bot-dominated or driven by insider liquidity games.

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[1] Global Cryptocurrency Market Cap Charts - Source: https://www.coingecko.com/en/charts
[2] Current Status of Global Web3 Adoption - Source: https://www.gate.com/post/status/12170319

- The lack of accountability often means no roadmaps, no utility, and no long-term vision.
- Retail still has no structured way to differentiate between real innovation and fleeting hype.

While the old institutional trap has been partially disrupted, a new one emerged: a chaos trap, where noise overwhelms signal and speculation replaces structure.

Both models fail in different ways. The answer is not less structure. It is a better structure. One that preserves access but also curates quality, aligns incentives, and gives both retail and builders a real path to sustainable growth.

Where Other Platforms Fail

Most platforms today are optimized for speed, not substance.

- **Launchpads** may offer the infrastructure, but are shying away from pre-/post-launch support and accountability.
- **Incubators and advisors** may provide early-stage light-touch guidance but stop short of helping projects scale to liquidity, users, and assist with a solid and sound Go-To-Market and Launch Strategy.
- **Centralized exchanges** compete on volume and features, with an ever-increasing complexity for users, but do very little to support the projects, often using predatory practices that do not benefit TGE and sustainability.
- **PR and KOL agencies** push narratives but are rarely embedded in a project's actual lifecycle.

While meme coins, AI agents, and rapid-fire launches capture attention, most projects still need legal setup, tokenomics, sound GTMS, KOL outreach, investor and industry connections, and a real community of future users that actually cares. No single platform offers all of this, let alone with credibility.

The Attention Advantage

At Attention, we aim to be regarded as the "Berkshire of Web3", not in a regulatory or financial sense, but in our philosophy of trust, integration, and long-term alignment across the ecosystem. We are building an integrated ecosystem that aligns capital accessibility for both projects and retail investors, community, credibility, and communication under one roof, guided by long-term alignment[3]

- **Media footprint that drives visibility** - A global content engine that shapes narratives and brings unmatched exposure through over 4 billion monthly impressions[4].

[3] This comparison is illustrative and does not imply any connection with Berkshire Hathaway or its regulated investment products.
[4] As of 2025/12/02 - Source: https://x.com/

- **Fund and Deal Desk with early-stage access** - Supporting promising projects before the crowd arrives, while giving retail investors a seat at the seed table.
- **Accelerator built for outcomes** - Providing hands-on, full-cycle support to help teams go from vision to market with credibility, traction, and a sound go-to-market and launch strategy.
- **Launchpad with fairness and accountability** - Enabling token sales with real signal, cross-chain access, community reviews, and equitable opportunities for investors of all sizes.
- **Battle of the Chains** - A live pitch arena where top chains back promising projects with on-the-spot support and exposure.

Attention isn't fixing the current model. It's redefining it.

The future of Web3 is not about hype. It's about structure, trust, and signal. And Attention is that signal.

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The Attention Ecosystem

An integrated engine of growth, visibility, and value

The Attention Ecosystem brings together the full Web3 lifecycle (incubation, investment, community growth, launch, post-launch support, and trading) into a single, coherent structure. At its core lies the belief that Web3 needs more than just infrastructure. It needs orchestration.

Where most platforms address one phase of a project's life, Attention surrounds founders and communities with an ecosystem of interconnected tools, platforms, and services that compound in value over time. From the moment a project is spotted by the Attention Accelerator to its listing, and long after, the entire journey is amplified, accelerated, and made accessible to investors through the $ATTN token.

Unifying Participation Across the Industry

As part of the Attention Company's vision, we're building a coalition of strategic partner launch platforms. Through these partnerships, $ATTN stakers gain cross-platform access to early-stage opportunities without needing to stake multiple native tokens or qualify through other gatekeeping systems.

Whether acquired or partnered with, these platforms expand the reach of the Attention Ecosystem's deal flow, turning $ATTN into a gateway token for Web3's most exciting token sales: a single token to access the entire ecosystem of launch opportunities.

Each of the following pillars plays a critical role in making this vision real.

The Attention Company Media Footprint

A media empire built for amplification, trust, and strategic impact

The Attention Company has developed a proprietary, real-time media infrastructure with global reach and recognized credibility—something unmatched in the Web3 ecosystem. This media network, operated through CJN, is not an auxiliary component of the platform; it serves as a core element of the overall architecture.

With 2.9 million followers[5] and over 1-4 billion monthly impressions, the Attention Company's network of shows has become the beating heart of citizen journalism. From breaking major geopolitical stories before legacy news outlets to shaping market narratives in real-time, the Attention Company does not follow the conversation; it sets it.

SHOW TYPES

From macro news and political analysis to pure-play Web3 thought leadership, the Attention Company's programming spans a broad spectrum of global discourse:

[5] As of 2026/02/02 - Source: https://x.com/MarioNawfal

- Breaking news coverage (e.g., FTX, Russian coup, Hamas-Israel conflict)
- Crypto launches & market discussions
- Debates, AMAs, and Roundtables
- Niche formats covering memecoins, gaming, AI, and more

Each show is designed for amplification and influence, offering unmatched narrative leverage to the projects and voices featured.

CRYPTO'S MOST EFFECTIVE LAUNCHPAD

The media ecosystem functions as a uniquely powerful launch environment, combining real-time discovery, transparent discussion, and large-scale community reach. Projects entering this format are evaluated openly, questioned directly by engaged audiences, and introduced across multiple high-traffic channels that collectively shape industry narratives.

The strength of this model is amplified by the calibre of participants it attracts. The shows regularly feature influential builders, investors, and policymakers whose contributions elevate the platform into a forum of consequence that actively shapes industry conversation and directs high-signal attention toward emerging projects.

FLAGSHIP SHOWS

MarioXNawfal - Exclusive Interviews

As the Attention Company's most influential show, MarioXNawfal brings together some of the most powerful voices in tech, politics, and finance. With live participants from more than 30 countries, this is where critical world events, from the FTX collapse to geopolitical crises, are first reported in real time.

OxMarioNawfal

0xMarioNawfal serves as the Attention Company's central media hub, unifying its shows into one powerful platform. With 172K followers[6], 0xMarioNawfal is the official press channel for all major ecosystem announcements, giving the Attention community a front-row seat to global crypto developments.

The Crypto Town Hall

Co-hosted by leading voices in the crypto space, with a combined reach of over 4.8 million followers[7], The Crypto Townhall is X's premier hub for crypto discussions. With 100+ industry experts featured annually, it is where policy, tech, and tokenomics collide. Boasting 98K followers on X, The Crypto Townhall is known for its unscripted debates, high retention rate, and influence on token narratives.

Battle of the Chains - The Ultimate Pitch Arena for Chain Grants

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[6] As of 2026/02/02 - Source: https://x.com/

[7] As of 2026/02/02 - Source: https://x.com/

Coming soon - A weekly competition show where three Web3 projects pitch live to compete for support and grants from blockchain foundations. Hosted by Roc Zacharias (Polygon Grants, Quickswap) and Adib Khaldi (Tyregate Capital), alongside rotating special guests and grant managers from all the major blockchain foundations, the show is both competitive and educational, bringing projects, ecosystems, and strategic capital together in real time. Battle of the Chains also features the Community Choice Award, where community members who vote for the winning project receive $ATTN rewards for their engagement.

Attention Accelerator

From Ideas to Market

More than just advisory, the Attention Accelerator is a powerful strategic infrastructure for tokenized startups. Acting as the connective tissue between incubation and market success, the Accelerator combines media firepower, hands-on advisory, strategic partners' access, and go-to-market support in one streamlined growth engine.

Web3 startups working with the Attention Accelerator benefit from:

- **Bespoke Advisory**: From documentation review and investors' readiness, protocol design, tokenomics design, token launch strategy, cap table management, legal structuring, and governance models, our team of specialists provides tailored advisory across every operational layer.
- **Integrated Marketing & Community Growth**: From tailored marketing campaigns and narrative building to influencer activations, sponsored shows, and structured community initiatives, our approach turns attention into sustained traction. Projects benefit from a full-stack marketing engine designed to grow, engage, and retain a loyal user base.
- **Narrative Engineering**: Through access to our proprietary media ecosystem, projects can shape their market narrative, gain legitimacy, and promptly address any topic when needed.
- **Exchange Access & Liquidity Support**: Projects graduating through the Accelerator may gain support for listings on top-tier CEXs and immediate exposure on the Attention Fund and AttentionPad.
- **Strategic Partnerships & Investor Access**: Whether through warm introductions, investor outreach, deal desk, demo days, or shared deal flow, we help founders navigate the right conversations to scale with the right allies.

Every project is paired with a dedicated program manager and embedded into the broader Attention Ecosystem deal flow, ensuring consistency, follow-through, and market readiness.

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The Attention Accelerator also offers a structured 12-week program designed to scale Web3 projects efficiently. Our cohort of startups receives comprehensive support across tokenomics, marketing, legal structuring, technical development, and investor readiness. Projects gain exclusive access to a wide network of VCs, exchanges, market-makers, and industry experts who can help them reach new heights.

Programme Overview

Length	Number of Startups	Financial Contribution	Fees
12-week full-time programme	15-20 startup cohort	Services + Up to $50k + $50k in media	% of equity and/or % token supply

Programme Timeline

Weeks 1-2	Weeks 2-4	Weeks 5-8	Weeks 9-11	Week 12+
Phase 1	**Phase 2**	**Phase 3**	**Phase 4**	**Phase 5**
Onboarding & Initial Assessment	Building Foundations	Upscaling & Investors Readiness	Launch	Demo Day & Post-launch Support

AttentionPad

Launching the Next Wave of Web3 Initiatives

The AttentionPad is an all-encompassing, community-driven, flexible platform that facilitates the launch of web3 projects and tokens, constantly adapting to the latest innovations and market trends, and always underpinned by transparency and community empowerment.

CORE FEATURES

Media-Led Launches

Our media infrastructure integrates directly with the launch journey, aligning storytelling, visibility, and community momentum at each critical milestone to ensure maximum impact.

This media-first approach is what sets the AttentionPad apart. It doesn’t stop at advisory, intros, and marketing: it builds legitimacy, accelerates community growth, and positions the project within the broader Web3 conversation. With storytelling baked into the launch process, founders gain the credibility and visibility needed to scale.

Cross-Chain by Default

Users can contribute to sales directly from any major chain via one-step cross-chain swaps, while projects can launch tokens on any supported network, including EVM and non-EVM chains.

Partnered and Community-led Sales

The AttentionPad supports two onboarding paths for token launches: Partnered and Community-led. This dual approach fosters both high-quality curation and open access, without compromising standards or transparency.

- **Partnered Sales** are introduced by ecosystem partners such as accelerators, VCs, DAOs, KOLs, or from within the Attention Ecosystem. These partners contribute strategic value and help expand the reach of the sale through their networks and expertise.
- **Community-led Sales** are initiated directly by project teams and follow the same transparent, community-driven process as all launches on the platform.

All projects undergo the same internal and community review procedures before going live, allowing great ideas to rise from both established and grassroots channels with fairness and trust.

Flexible Launch and Contribution Models

The AttentionPad supports a wide range of sale formats, from fixed price raises and pro-rata sales to bonding curves, placeholder tokens sales, INOs, and IGOs. The platform is designed to remain agile and future-ready, adapting to different project stages, community profiles, and GTM models.

To balance openness with commitment, the AttentionPad introduces a hybrid access model to token sales. While anyone can participate through the base tier with no staking requirements, higher contribution thresholds are unlocked through $ATTN staking. This ensures broad accessibility for the majority of retail investors and newcomers, as well as aligning incentives for power users, without entirely gating the sales.

Community Intelligence Engine

A powerful mechanism for pre-sale due diligence and investor signal generation. Projects are reviewed by $ATTN stakers across multiple evaluation criteria (*See full description in the "Community Intelligence Engine" section*).

Participant Protection

Launches are safeguarded through rigorous checks such as AML/KYC checks, refund policies, deployment of token contracts and liquidity, and monitoring of the token supply and projects' smart contracts, and anti-bot, anti-rug pull/dumping protections, giving participants confidence in the projects they support *(See full breakdown in the "Participant Protection" section*).

Full-Stack Technical Support

The AttentionPad provides a comprehensive, full-stack technical infrastructure to ensure transparency, security, and seamless execution across every stage of a project's launch. From helping in the design of tokenomics to handling financing rounds, smart contract deployment, and supply distribution, both projects and investors are empowered by delivering robust technological support at every stage of the launch process (*Explore the full* *stack in the "Pre- & Post-Launch Technical Support" section*).

SUPPORTED TOKEN SALE TYPES

The AttentionPad supports a broad spectrum of sale types to meet the needs of various project types, community dynamics, and market trends:

Fixed Price Sales

Straightforward and predictable, Fixed Price Sales allow projects to sell tokens at a predefined price with a clear allocation model.

Ideal for:

- Seed, private, or public rounds
- Projects seeking a clean price narrative at TGE
- Teams focused on onboarding a wide user base without complex mechanics

This model works best for teams that value clarity, upfront capital certainty, and structured allocation control.

True Price Offerings (Pro-Rata IDOs with Price Discovery)

Participants deposit funds within a defined window. After the sale ends, the token price is calculated by dividing total contributions by the number of tokens allocated to the sale. Every participant receives tokens at the same final price, reflecting true market demand.

Ideal for:

- Projects seeking community-driven price discovery
- Launches where fairness and transparency are priorities
- Avoiding gas wars, bots, or last-minute sniping

The model ensures a fair, pro-rata distribution, with the FDV aligned to actual investor interest, not hype.

Fair Launches

Tokens are launched directly into open market environments (e.g., bonding curves, AMMs), allowing the price to be set in real-time by buyers. This model enables instant liquidity and dynamic pricing.

Ideal for:

- Meme, culture, and community tokens
- Projects with existing hype or viral traction

Fair Launches favor momentum and community hype, but require strong liquidity management post-sale to avoid short-term volatility.

Placeholder Token Sales

For projects still finalizing their token contract, chain of deployment, or regulatory structure, Placeholder Token Sales offer a compliant and flexible launch format. Participants receive a non-transferable placeholder token that guarantees a 1:1 swap for the final token once deployed.

This model is ideal for:

- Pre-TGE launches with evolving tokenomics
- Node-based ecosystems that want to bootstrap early supporters
- RWA (Real World Asset) projects preparing licensed or jurisdiction-specific tokens

By decoupling fundraising from token readiness, Placeholder Token Sales allow projects to begin building community and liquidity before finalizing all on-chain elements, while still providing clear, verifiable rights to participants.

INO and IGO Sales

Initial NFT Offerings (INOs) and Initial Game Offerings (IGOs) enable projects to launch NFT-based assets (such as game items, avatars, or access passes), via either fixed price or auction mechanisms.

Ideal for:

- Gaming, collectibles, and metaverse projects
- Early ecosystem bootstrapping

Sales are fully integrated with automated minting and distribution systems.

Attention Fund & Deal Desk

Early-Stage Backing before the Market Notices

The Attention Fund offers investors fractional access to a curated portfolio of early-stage Web3 startups incubated within the Attention Ecosystem. Structured to support both crypto-native and traditional investors, the fund deploys capital through SAFTs and private rounds into high-potential projects before they launch.

Returns are generated when portfolio companies reach liquidity events (e.g., token launches, unlocks, or equity exits) and shared with the fund participants.

Unlike funds that track public market tokens, the Attention Fund acts as a venture-style vehicle, backed by real exposure, milestone-gated capital deployment, and on-chain transparency.

HOW IT WORKS

Participation

Investors contribute capital and receive tokenized shares in the fund. Web3 users interact on-chain, while traditional investors are onboarded via custodial partners or managed wallets.

Capital Deployment

The Attention Fund allocates capital into the Attention Accelerator's curated projects, using milestone-based SAFT agreements that ensure responsible fund usage and long-term alignment.

Realization of Returns

As portfolio projects launch and unlock, the fund realizes returns and converts them into stablecoins or other base assets that are distributed to the fund's shareholders.

Subscription & Secondary Market

New investors may join during defined subscription windows, priced at the most recent Net Asset Value (NAV). Meanwhile, existing holders can trade shares freely on secondary markets.

KEY FEATURES

Feature	Description
Hybrid Access	Supports both on-chain (non-custodial) access and traditional onboarding via custodians or managed accounts.
NAV-Based Capital Inflows	New capital is accepted during scheduled subscription windows at the latest NAV, ensuring fairness and preventing dilution.
Risk-Mitigated Deployment	Capital is deployed through milestone-based SAFTs. Projects must provide a security deposit to indicate their commitment.
Secondary Market Liquidity	Shares can be traded on supported secondary markets, enabling flexible exits without impacting fund capital.
On-Chain Transparency	All fund activities, including investments, returns, and distributions, are recorded on-chain for full auditability.
Diversified Exposure	Access a curated basket of early-stage Web3 investments without the need to individually evaluate or manage each project.

DEAL DESK: DIRECT EXPOSURE, SELECTIVE ENTRY

The Attention Deal Desk is a dedicated gateway for investors seeking direct participation in individual Attention-backed opportunities outside of the diversified fund model.

These deals are handpicked from the Attention Accelerator's pipeline. Investors can browse opportunities, perform due diligence, and opt into private rounds and pre-TGE offerings.

Projects featured in the Attention Deal Desk may offer early token allocations, equity participation, or other bespoke arrangements. This format is ideal for angel investors, VCs, and DAOs that want to go deeper into high-conviction bets.

Benefits of the Deal Desk:

- Access to high-quality, pre-vetted opportunities
- Direct communication with project founders
- Tailored investment terms, including token or equity deals

Together, the Attention Fund & Deal Desk provide a complete investment spectrum, from diversified, passive exposure to direct, high-touch opportunities, giving every investor a way to participate in Web3's most promising early-stage ventures.

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Access, Promotions & Proof-of-Burn

Access and Loyalty Made Simple.

Staking lies at the heart of the Attention Token Ecosystem. While staking does not preclude access to our products and services, $ATTN holders who stake their tokens can access higher contribution levels, unlock a suite of exclusive benefits, and access deal-flow opportunities and rewards across the ecosystem.

Built on a sustainable reward framework that eliminates the conflict of interest between token holders and equity, the staking system is designed to reward long-term commitment, ecosystem participation, and strategic alignment.

STAKING BENEFITS*

- $ATTN rewards
- Attention Points rewards
- Rewards from projects in the Attention Ecosystem deal flow
- Eligibility for large token sale allocations
- No whitelisting requirements on token sales
- Reduced fees & trading rebates across ecosystem platforms
- Access to token sales on partner launchpads
- Priority Access to Attention Deal Desk

REWARDS DISTRIBUTION

Staking rewards are distributed in weekly epochs and consist of two components:

$ATTN Rewards

A portion of the Attention Company's Free Cash Flow (FCF) from selected operations may be allocated, from time to time and at the company's sole discretion, to purchase $ATTN on the open market. Tokens acquired through these buybacks may then be used for treasury management, ecosystem initiatives, including promotional distributions, or token burns[8].

Attention Points

Attention Points are non-transferable custom tokens built on a modified BEP-20 standard, used exclusively within the Attention Ecosystem. They are distributed alongside $ATTN promotional distributions and cannot be transferred or traded externally. Points can be used to unlock deal-flow rewards, airdrop eligibility, and other community incentives.

STAKING REWARDS FORMULA & MULTIPLIER MECHANICS

Staking rewards are distributed weekly (per epoch) and consist of both $ATTN tokens and Attention Points. Each staker's share is determined by their effective stake, staking duration, and leaderboard multiplier.

[8] The frequency and percentage of any such allocations are variable and subject to change without notice. No buyback, burn, or redistribution program is promised, scheduled, or guaranteed.

Daily Weight Calculation

Each staking position accumulates a daily weight, which is derived from the staker's eligible stake raised to a concave exponent (ensuring fairer weighting for smaller holders) and multiplied by their leaderboard multiplier for that day.

$$\text{DailyWeight} = (\text{Stake})^{\alpha} \times \text{Multiplier}$$

where $0 < \alpha < 1$

Positions begin counting after their first midnight following the deposit and are excluded if withdrawn before the end of the day.

Weekly (Epoch) Rewards Distribution

At the end of each epoch (weekly), all daily weights are summed for every user:

$$\text{UserWeight} = \sum_{d \in \text{epoch}} \text{DailyWeight}_d$$

Each user's rewards are then distributed pro-rata based on their total epoch weight relative to the sum of all users' weights.

$$\text{UserRewards} = \frac{\text{UserWeight}}{\text{TotalEpochWeight}} \times \text{RewardPool}$$

Withdrawals during an epoch (standard or early) disqualify that position from rewards for that epoch. Any forfeited rewards may be reallocated as promotional incentives to eligible participants.

EARLY UNSTAKE PENALTIES

To ensure long-term alignment with the ecosystem, staking $ATTN requires a 6-week lock-up period. Starting from the 3rd epoch after the lock period has begun, users may decide to unstake before the lock period ends. This, however, will incur a 30% penalty of the amount staked, which decreases linearly based on how far along the user is in the lock-up period. Any slashed tokens and accrued rewards are automatically processed by the smart contract and may be reallocated to active stakers as promotional incentives within the ecosystem.

STAKING FOR LARGE ALLOCATIONS ON TOKEN SALES

Blending a philosophy of 'Access for All' with a commitment to the ecosystem by large contributors, the AttentionPad offers a hybrid tiered access to token sales. While all users can participate within the Basic Tier contribution limits without staking, higher contribution thresholds are unlocked for those who commit $ATTN and align with the ecosystem.

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Tier	$ATTN Staking Requirements	Lock-up Period	Contribution Size
Basic	None	n/a	Min: Variable Max: Basic Tier max limit
Pro	25% of the desired contribution	6 weeks	Min: Basic max limit Max: Pro Tier max limit
Max	50% of the desired contribution	6 weeks	Min: Pro Tier max limit Max: Max Tier max limit

Staking requirements and tier wallet limits are set based on each token sale's raise target, available supply, and allocation parameters, which vary from project to project. Once the staking commitment is met (Total staked $ATTN), participants unlock their tier-specific allocation range[9].

ATTENTION POINTS SYSTEM

Attention Points are the primary engagement tool within the Attention Ecosystem, obtained by staking $ATTN and used to unlock deal flow rewards and other community incentives.

Points are distributed on a weekly basis, following a gradually decreasing emission curve. This ensures early adopters and long-term participants are rewarded more heavily, while preserving the long-term value of the system.

Attention Points are not spent automatically. Instead, users choose when and how to spend their points, introducing a layer of strategy and ownership to participation.

Utility	Description
Redeem rewards from Attention-backed projects	Use Points to become eligible for promotional airdrops or rewards from projects within the Attention Ecosystem's deal flow.
Boost airdrop allocation	Participants may receive up to a 1.5× boost in selected promotional airdrop campaigns when their Points are burned during participation.
Strategic participation	Users can opt in or out of each airdrop before finalization, avoiding dilution.
Exclusive access	Potential use for gated events.

Once used, points are burned permanently, creating a deflationary pressure over time. Users can choose to spend all, some, or none of their points in any given campaign, saving them for future opportunities.

To prevent excessive dilution of rewards during the competitive airdrops campaign and

[9] Eligibility does not guarantee an allocation and remains subject to each project's terms, KYC and sanctions screening, and local law.

rewards from the Attention Company deal flow projects available for claiming, users are shown a live progress bar indicating the total points committed across all participants. Before a campaign is finalized, users may choose to withdraw their points if they feel the cost-benefit ratio no longer aligns with their expectations.

PROOF-OF-BURN & REWARDS DASHBOARD

To ensure maximum transparency and community alignment, the Attention Company will introduce a public-facing Proof-of-Burn & Rewards Dashboard, displaying real-time data on all token burns and redistributions.

Every $ATTN token burned or redistributed as part of our buyback model is tracked and verifiable on-chain. The dashboard will provide users with:

- **Total $ATTN Burnt**: Cumulative tokens permanently removed from circulation.
- **Epoch-Based Breakdown**: Weekly stats showing the amount burned and redistributed per epoch.
- **Wallet Activity**: View the wallet addresses used in buybacks and burns.
- **Redistribution Tracking**: Total $ATTN and Attention Points distributed to stakers.

This dashboard reinforces the Attention Company's commitment to transparency, giving the community a clear view into how Free Cash Flow is used to sustain and grow the ecosystem. It also serves as a trust-building tool, allowing all participants to verify the long-term deflationary impact of the model and their share of rewards[10].

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[10] Nothing in this document or on the dashboard should be construed as a promise or guarantee that buy-backs or burns will occur on any fixed schedule.

Other Features

Participant Protection

We are committed to providing robust protections for platform participants. Our system incorporates multiple layers of security, transparency, and compliance to safeguard participants while ensuring projects follow best practices.

COMPLIANCE BADGES

Each project listed on the platform undergoes a series of compliance checks to ensure its legitimacy and credibility. Compliance badges are displayed on the project's detail page to indicate specific security measures implemented, such as doxxing of project founders, deployment of supply and contract audits, controlled release of funds to the projects, anti-rug pull measures, AML/KYC compliance, and anti-bot measures. These badges offer investors confidence in the project's adherence to best practices and regulatory requirements.

DUE-DILIGENCE, AMAs, AND PROJECTS INFO PAGE

Before projects are listed for token sales, they undergo a thorough due diligence process by both our internal team and the community. Project teams participate in fully doxxed, camera-on AMA sessions, where they introduce themselves, outline their goals, and respond to community questions. All relevant project information is displayed on the project's information page, enabling investors to make well-informed decisions based on clear and transparent details.

REFUND POLICY

To enhance investor protection and ensure transparency, the AttentionPad integrates a built-in refund mechanism for eligible token sales. For sales where a refund policy is activated, eligible participants may request a refund within a defined time window following the project's TGE.

CONTRACTS AUDITS AND DEPLOYMENT

For projects that still need to create their token, we may handle the token creation process, including deploying the token contract, allocating tokens to investors, and setting up vesting contracts to manage distribution over time. In cases where the token has already been created, we may account for the full token supply and integrate it into our platform's processes. In both scenarios, our infrastructure includes mechanisms for ongoing contract monitoring and investor alerts, maintaining transparency and supporting the protection of investors' interests.

ANTI-RUG PULL / DUMPING MEASURES

We have several mechanisms in place to prevent rug pulls or price manipulation. These may include locking liquidity on decentralized exchanges (DEXs) and setting liquidity ratios intended to mitigate volatility and discourage manipulative activity. These measures do not guarantee price outcomes or prevent losses. Projects may be required to adopt additional risk mitigations appropriate to their profile, such as token buybacks and burn strategies.

AML/KYB/KYC

To comply with international regulations and prevent fraudulent activity, all participants, both projects and investors, are required to pass AML, KYB, and KYC checks. These checks are conducted through a trusted third-party service that utilizes both document verification and biometric identification.

ANTI-BOTS PROTECTION

Our platform employs a multi-layered approach to prevent bot activity and ensure fairness for all participants. This framework encompasses CAPTCHA-based access control, IP address checks, wallet analysis, and activity monitoring to identify and block suspicious or unfair behavior.

Community Intelligence Engine

Crowdsourced Signal. Structured Insight.

While most platforms rely on internal assessments or private evaluations, the Attention Company gives the community a real seat at the table. Through our Community Intelligence Quests, verified $ATTN stakers participate in evaluating projects submitted to the Deal Desk, Accelerator, Launchpad, or the Battle of the Chains.

This is not just about votes. It is a structured review process where the community scores and comments on key dimensions such as product vision and market fit, team, transparency, protocol design, tokenomics, community, and security practices. Reviewers provide both quantitative scores and brief written feedback, alongside an overall sentiment vote.

These reviews are used internally by the Attention Company teams to guide selection, highlight red flags, and deliver founder-facing feedback. While early reviews remain private, a final round is conducted before any token sale to assess launch readiness and inform the public sentiment.

This layer of community-driven analysis strengthens project accountability, fosters deeper engagement, and delivers a real signal in a noisy market, empowering both founders and investors to make smarter, more informed decisions.

COMMUNITY INTELLIGENCE REVIEWS

Projects are evaluated by verified $ATTN stakers across a standardized set of criteria, from product vision, team, and product-market fit to tokenomics and community potential. These reviews help identify red flags, surface unique strengths, and guide decision-making before a project is cleared for launch.

COMMUNITY SENTIMENT SCORE

Each project receives a sentiment score derived from the reviews and feedback submitted by the community, including X Spaces discussions, engagement metrics, and written commentary. This score offers a quick, transparent indicator of collective confidence in the project, helping investors gauge community perception at a glance.

LEADERBOARD

Reviewers are ranked on a public leaderboard according to the points accrued from their reviews and other quests. This system incentivizes thoughtful contributions by awarding reward multipliers, boosting their share of $ATTN staking rewards and Attention Points.

Pre- & Post-Launch Technical Support

Projects throughout the Attention Ecosystem benefit from a full-stack support system, ensuring smooth operations before and after launch.

Tokenomics Module Integration
Automated calculations and figure tracking for accuracy and efficiency.

Expert Assistance
Expert guidance ensures your tokenomics model is optimized and well-structured.

Parallel Prototyping
Experiment with multiple tokenomics models side-by-side to optimize outcomes.

Emissions Forecast
Visualize tokenomics with clear graphs and projections.

Smooth Integration
Integrate seamlessly with Cap Table and Deploy modules for efficiency and error elimination.

Automated SAFTs
SAFT agreements with pre-filled data and secure signing to reduce errors.

Streamlined KYC
Simplified KYC process with mass drafts and batch-sending functionality.

Commissions Handling
Efficient tracking of commissions for fundraising and hybrid offerings.

Smart Contract Creation
Guided smart contract creation with integrated tools for accuracy.

Distributed Contract Execution
Execute token allocations and vesting schedules automatically from the Tokenomics and Cap Table modules.

Airdrop Functionality
Effortless airdrops through simple CSV uploads or copy-paste functionality.

NFT Engine
Supports ERC-721, ERC-721A, and ERC-1155 standards for varied NFT collections.

(cont'd)

Attention Strategic Network

At the heart of the Attention Company integrated approach lies a vast and deeply connected strategic network spanning over 600 partners across every major domain in Web3. From infrastructure providers to legal and compliance experts, from leading blockchains and centralized exchanges to KOLs, VCs, market makers, and audit firms, the Attention Company's network gives projects unprecedented access to the right allies at every stage of growth.

Whether it's a pre-launch project seeking compliance support, a launchpad-ready startup looking to amplify its campaign, or a post-TGE team exploring listings or liquidity strategies, our strategic network is engineered to deliver results faster and with greater precision.

This ecosystem of collaborators doesn't just surround our platform; it's embedded within every product, from the Accelerator to the Launchpad and Deal Desk. The result is a multiplier effect, where each new project not only benefits from the Attention Company's media and infrastructure but also from our ability to open doors and forge meaningful, high-impact connections across the space.

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Tokenomics

The Role of the $ATTN Token

The $ATTN token is the omni-utility asset of the Attention Ecosystem. It powers access, participation, and alignment across every component, from early-stage deal flow to launchpad sales and long-term ecosystem rewards. Designed to reward contribution, encourage loyalty, and fuel sustainable growth, $ATTN's utilities span the entire lifecycle of Web3 project engagement across the Attention Ecosystem. Below are the key utilities of the $ATTN token:

STAKING

Holders of $ATTN can stake their tokens to receive $ATTN rewards, Attention Points that give access to the Attention Ecosystem deal flow rewards, access to large token sale allocations, waive whitelisting requirements, gain priority access to the Attention Deal Desk offerings, and benefit from discounts across the Attention Ecosystem platforms.

Through strategic partnerships, the utility of the $ATTN token extends beyond its own ecosystem. Stakers can gain access to token sale allocations on selected third-party launchpads without needing to stake their native tokens. This creates an unprecedented layer of interoperability and preferential access, amplifying the value of holding and staking $ATTN.

TOKEN SALE ALLOCATIONS

Staked $ATTN also determines your maximum allocation size, which is defined in each token sale. While all users can participate without staking $ATTN, stakers unlock larger contribution thresholds and bypass whitelisting.

REWARDS

Participants are incentivized with $ATTN and Attention Points rewards through various platform activities, including staking, community reviews, liquidity contributions, referrals, and engagement challenges like the Community Choice Award.

BUYBACK, BURN & REDISTRIBUTE

A portion of the Company's Free Cash Flow (FCF) from selected operations may be allocated, from time to time and at the Company's sole discretion, to purchase $ATTN on the open market. Tokens acquired may be used for treasury management, ecosystem initiatives, including promotional distributions, or token burns[11].

VOTING

$ATTN token holders can participate in governance by voting on project reviews, community proposals, guiding platform upgrades, future protocol developments, and decisions related to

[11] No buyback, burn, or redistribution program is promised or scheduled.

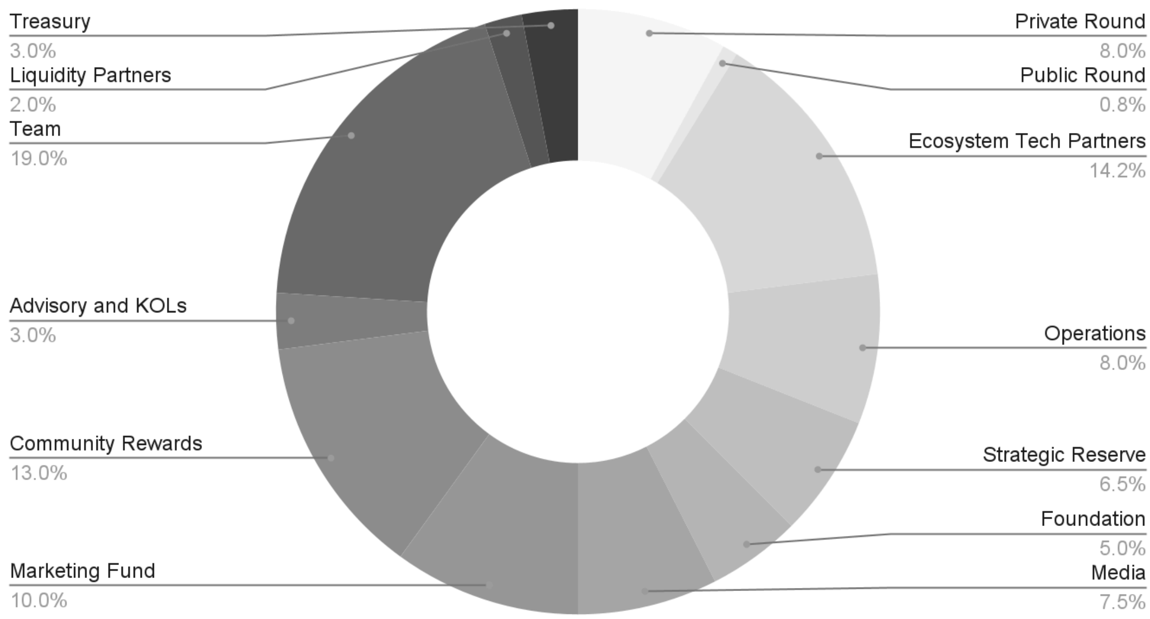
project launches. Community votes are advisory input on product features and content programming. They do not confer shareholder, partnership, or fiduciary rights and do not control treasury, revenues, or distributions.

LIQUIDITY INCENTIVE PROGRAMME

Users can participate in liquidity incentive programs by providing liquidity to the platform's pools, helping to support the ecosystem's overall liquidity needs. Participants may receive $ATTN rewards through these promotional programs, which may change or end at any time.

Token Supply & Distribution

Total Supply: 5,000,000,000 Network: BNB Smart Chain



(*Cont'd)*

Token Release Schedule

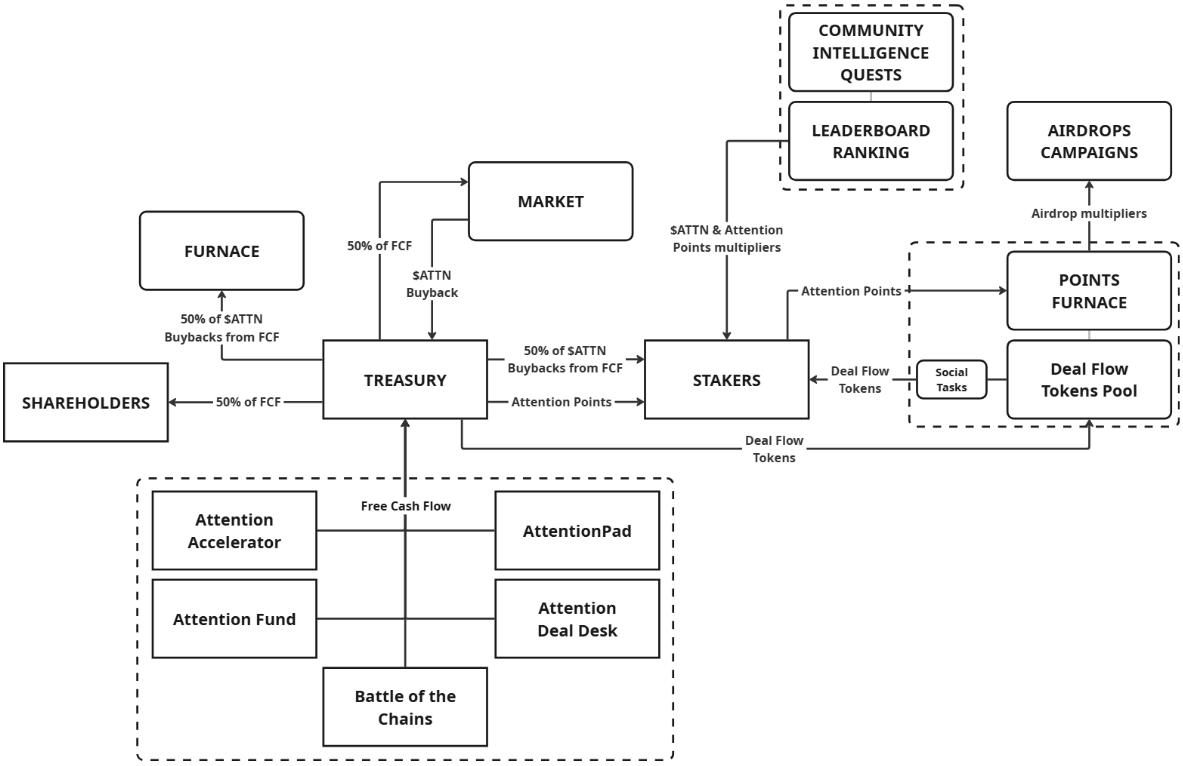
Category	Tokens	Allocation	Vesting
Private Round	400,000,000	8%	10% @TGE, then 18 months linear vesting
Public Round	40,000,000	0.8%	25% @TGE, then 3 months linear vesting)
Ecosystem Tech Partners	710,000,000	14.2%	6 months cliff, then 36 months linear vesting
Operations	400,000,000	8%	3 months cliff, then 18 months linear vesting
Strategic Reserve	325,000,000	6.5%	12 months cliff, then 36 months linear vesting
Foundation	250,000,000	5%	6 months cliff, then 24 months linear vesting
Media	375,000,000	7.5%	3 months cliff, then 18 months linear vesting
Marketing Fund	500,000,000	10%	5% @TGE, then 36 months linear vesting
Community Rewards	650,000,000	13%	3 months cliff, then 48 months linear vesting
Advisory, KOLs & Strategic Partnerships	150,000,000	3%	3 months cliff, then 18 months linear vesting
Team	950,000,000	19%	12 months cliff, then 24 months linear vesting
Liquidity Partners (Liquidity+MM+CEX)	100,000,000	2%	25% @TGE, then 3 months linear vesting
Treasury	150,000,000	3%	1-month cliff, then 24 months linear vesting

Ecosystem Valueflow

The Attention Token economy is designed to be sustainable, ecosystem-aligned, and community-rewarding. Instead of relying solely on platform fees or speculative mechanics, the Attention Token model is built around real utility, ecosystem participation, and value-sharing mechanisms that reinforce token health and long-term viability.

(Cont'd)

VALUEFLOW DIAGRAM[12]



REVENUE STREAMS

The Attention Ecosystem captures value across its core verticals, including acceleration of projects, token launches, deal execution, and post-TGE trading. Each vertical contributes to the platform's Free Cash Flow (FCF), which is strategically allocated to incentivize participants and sustain the token ecosystem.

Source	Description
Attention Accelerator	Token shares from incubated projects
AttentionPad	Fees from raised funds
Attention Fund	Management fees and performance fees on realized profits
Attention Deal Desk	Fees from raised funds
Battle of the Chains	Fees on raised funds

These streams feed into the platform's treasury, enabling continued rewards programs, burns, and long-term growth strategies.

[12] Percentages shown in the diagram are illustrative and may vary based on market conditions and governance decisions.

SUSTAINABLE TOKEN SUPPLY & VALUE ALIGNMENT

The Attention Ecosystem employs a flexible, value-aligned model that directly addresses one of Web3's most persistent issues: the conflict between equity holders and token holders.

In most ecosystems, equity investors benefit from platform growth or the sale of treasury tokens while token holders see little direct upside. The Attention Ecosystem is designed with the goal of allowing the platform's success to translate into value for both sides, while maintaining long-term sustainability.

Free Cash Flow (FCF) generated across selected components of the ecosystem is allocated to[13]:

Allocation of Free Cash Flow (FCF)	Function
25% Buyback & Burn	$ATTN is purchased on the open market and permanently burned, reducing the circulating supply and creating long-term scarcity
25% Buyback & Redistribute	$ATTN is bought back and strategically reallocated to support ecosystem needs such as staking rewards, liquidity provisioning, and other community initiatives
50% Held for Operational Reserves and Equity Stakeholders	Used for reinvestments and to reward equity stakeholders

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[13] The allocations listed in the table represent a target framework. Actual percentages may be adjusted based on market conditions, growth phases, or governance input. They do not represent a commitment to allocate any amount on any schedule and may be modified or discontinued without notice.

Roadmap

From the initial concept and strategic partnerships to launching innovative features, each phase builds upon the last to ensure a comprehensive and sustainable growth trajectory for the platform. Below is an outline of our progress and future milestones.

PHASE I

Q3-Q4 2024

- Market Research + Concept Ideation + Lightpaper
- Attention Accelerator Pre-Seed Raise
- Team Assembly
- Attention Accelerator Launch

PHASE II

Q1-Q2 2025

- $ATTN Token Seed Raise
- Brand Development
- Ecosystem Architecture & Partner Alignment
- AttentionPad Design & Development

Q3-Q4 2025

- M&As with Strategic Partners
- Partners Integration
- Community Building
- Attention Fund Syndication

PHASE III

Q1-Q2 2026

- Attention Company Website Launch
- AttentionPad Teaser Website Launch
- AttentionPad Beta Test
- $ATTN Token Public Sale
- AttentionPad v1 Release
- Attention Fund & Deal Desk Launch
- Battle of the Chains Go Live
- AttentionPad v2 Release

Conclusions

The Attention Ecosystem is designed to address the critical gaps in the Web3 space by offering an integrated platform that fosters sustainable growth, trust, and efficiency. By combining a powerful media footprint with a comprehensive suite of services, including an accelerator, launchpad, fund, and deal desk, the Attention Ecosystem aims to provide a structured and supportive environment for both projects and participants.

The $ATTN token lies at the heart of this ecosystem, driving participation, incentivizing engagement, and aligning the interests of all stakeholders. Through staking and rewards mechanisms and a unique buyback-and-burn model, The Attention Company is committed to fostering a healthy and thriving ecosystem.

The Attention Company's vision is to redefine the future of Web3 by prioritizing substance over hype, integrating disconnected solutions, and empowering a community-driven approach.

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Disclaimer

The information provided in this document is for informational purposes only and does not constitute investment, legal, or financial advice. The contents of this document are intended to provide a broad overview of the Attention Ecosystem and its related technologies, and are not to be construed as a commitment to deliver any specific features or functionality.

This document may contain forward-looking statements that reflect current views and expectations with respect to future events or developments. These statements are inherently uncertain and subject to risks and uncertainties that could cause actual outcomes to differ materially from those expressed or implied in the forward-looking statements. Such risks and uncertainties include, but are not limited to, technological challenges, regulatory changes, market volatility, and unforeseen operational obstacles.

The development and deployment of the $ATTN Token and the technologies/platforms described in this document are subject to change, and no assurances can be given that any forward-looking statements or projections will be achieved. The Attention Company and its affiliates do not assume any obligation to update or revise any information in this document, whether as a result of new information, future events, or otherwise.

Readers are advised to conduct their own research and due diligence before making any decisions based on the information provided in this document. The Attention Company and its affiliates disclaim any liability for losses or damages that may result from the use of or reliance on this whitepaper. The same jurisdictional exclusions and discretionary terms outlined in this document will be clearly displayed on the website and at all points of token sale participation.

Any fund, deal desk, or third-party offering referenced is a separate product available only to eligible participants under applicable laws and made solely through separate offering documents. Holding $ATTN confers no rights to such products.

$ATTN is a utility token intended to access features in the Attention Ecosystem. Holding $ATTN does not represent or confer any ownership interest, equity, revenue share, profit right, or entitlement to funds, assets, or governance rights in any company, fund, pool of assets, or venture. The token is not offered or sold to residents of the United States, Canada, or any sanctioned jurisdiction. Access to any sale or promotional program requires successful completion of KYC, KYB if applicable, and sanctions screening. These exclusions also apply to any company-seeded liquidity or market-making.

Attention Points are non-transferable participation credits, not property, and have no cash value. Any redemption or allocation program is promotional and discretionary and may change or be cancelled without notice. No conversion right or rate is promised.

Future guidance could deem $ATTN a security in certain jurisdictions, which could create regulatory risk, restrict trading, or impose registration obligations. A detailed legal opinion dated 16 October 2025 is available to qualified readers upon request.

Buy-backs and burns, if any, are discretionary and may change or cease at any time. Nothing in this document or its associated dashboards constitutes a guarantee of timing or continuation.

Tax consequences of holding or transacting $ATTN may vary by jurisdiction and are the sole responsibility of the participant.