

Socks White Paper



Executive Summary

Socks (\$SOCKS) is a Solana meme coin based on Iggy Azalea's dog, whose name is Socks.

With that intro, several images might come to mind, such as “pump and dump”, “flash in the pan”, “empty hype” and other dismissive phrases that describe the vast majority of Solana-based meme coins. The general reputation of Solana projects is heavily tarnished by bad actors who deliver no value. We took that reality and turned it on its head. Here we describe in detail why we are excited to develop this project.

These are some of the benefits Socks aims to provide:

- Save dogs and koalas with Socks Saves, a registered nonprofit
- Generate donations to Socks Saves by selling exclusive high-quality merchandise
- Foster community among entrepreneurs and creators to scale up their own ventures
- Engage community with regular events, votes, and radical transparency
- Partner with other projects to synergize sales and branding

In a space of countless meme tokens and a huge subset of “dog coins” on various chains, ours is a breed apart. This project exists because it has a purpose. Our team works hard because our token has value.

Thank you for reading this summary. We have many details for you to dig into on the following pages. We hope you join the pack!

Information is on the website at: <https://mothersdog.com> as well as any social platform you would like to connect with us on.

Much love,

Socks Team



Details of the Socks Ecosystem:

- Why Socks?
- Technology and Tokenomics
- Merchandise
- Community engagement
- Marketing plan
- Socks Saves
- Socks Adventures
- Partnership process
- The team and their roles
- Roadmap and significant milestones

Why Socks?

To explain “Why Socks?”, let's start with “Why Iggy?”

Iggy Azalea has shown incredible dedication and persistence throughout her career. When she announced her crypto project – \$MOTHER – many were skeptical about her commitment to the token. She rose above the noise and has been putting more energy and focus into her project than any other creator in the space. We appreciate her tenacity and legitimacy in a space that is saturated with scams and fast exits. In addition to her efforts in building infrastructure, she showed generosity by partnering with the Currumbin Wildlife Sanctuary to enhance their impact. These two factors inspired us to accelerate her efforts as we create our own.

Iggy said that her dog's name was Socks at the beginning of her crypto journey and said, “This is my gift to you,” as in wanting to have Socks idolized through crypto. She gave the crypto community an excellent gift, and we are determined to take those fruits and multiply their impact for good. Socks is an excellent face to pay tribute to all of the positive contributions that Iggy Azalea has made so far. We are here to support everything that Mother does, and set the standard for what a dog coin can be.

Technology and Tokenomics

The token address is: 3DFU4Z2N2Uyh5KxU9xgKM2u5LsPYU7m2DVKDoPYuFvEL

This token is a Solana Primary Library (SPL) token that takes *full* advantage of everything Solana has to offer.

First, Solana was chosen due to the lower barriers of entry for new crypto users. It is easier than ever to set up a Solana wallet and start trading tokens. We chose Solana over other chains because transfers are inexpensive and fast. No longer are the days where you are waiting for

an Ethereum block confirmation that can take several minutes and several dollars. Solana has many clear advantages and tokens can very freely move around the market as participants see fit.

Unfortunately, there is a downside. Freedom of movement with very minimal fees makes it incredibly easy for many people to sell all their tokens at the same time. This can have outsized impacts on the price of the token. There are technological ways of combating this through SOL transfer “taxes”, royalties, mandatory holding periods, or lockups, but we came up with a more comprehensive free-market solution:

We just don’t care.

That’s right, we don’t have an internal incentive to manipulate the price higher or keep it artificially high. If someone wants to sell their entire stake of \$Socks, there are essentially no barriers to keep them in – the door is always open. This alignment of incentives means that the only way that the price of the Socks token increases is by stakeholders (internal and external) realizing the value that it provides, therefore purchasing more and driving the price up. When there are events that result in liquidations, we are confident that the market will recognize the value we are providing and absorb any selling pressure to mitigate its effects.

\$Socks is currently a relatively small token by market cap, and is not traded on any centralized exchange as of yet. This is not an immediate milestone due to market conditions, but it will be explored through our roadmap as it becomes feasible. Having the ability to onramp and offramp through fiat will make it a lower-hassle activity to convert Socks tokens for the nonprofits.

Unfortunately, dog shelters cannot buy food with \$Socks at this time, therefore being able to convert those tokens to something they can use is critical. Socks Saves will sell 2% of its total supply each week in order to advance its charitable missions. Trades to or from other tokens can currently be executed through Raydium and Jupiter (decentralized intermediaries) which can then be offramped into fiat through a centralized exchange.

The tokenomics of this project are very straightforward. There is a total supply of ~1 billion tokens (999,379,143.65 according to Solscan and 999.47M according to DEXTools). The largest holder is the team wallet with ~31% of supply as of this launch. After that is the Raydium liquidity pool which has ~16% of total supply. The remaining 53% of the outstanding supply is owned by individual community wallets. Having one of the largest individual holders dump their entire supply of tokens onto the market would bring the price down substantially but it wouldn’t bring it to zero by any means due to this healthy token distribution. Our community wallet is being organically funded by team and community contributions.

Merchandise

This is the bread-and-butter focus of \$Socks due to the potential it has to power all of the areas we value:

- Building a stronger brand
- Generating revenue
- Donating to non profits
- Creating meaningful partnerships

Although this is a DeFi project by nature, we are still bound by United States federal and state laws regarding taxation and shipping restrictions. Everything sold will be done so legally through all of the proper channels and team members will be compliant with all applicable regulations. That being said, we will do our best to minimize the impact that those costs have on the token (less overhead means more marketing/donations/etc.).

Our shipping will be handled by a third party logistics provider in order to make it as scalable as possible. There will not be a physical point of sale at this time; all orders will be placed and fulfilled over the internet. We may consider opening up a physical novelty store and add additional team members at a future time if there is enough sustained demand.

We will be selling a variety of custom socks (actual clothing that covers your feet) both in design and style. In addition to that, we will be adding custom dog toys and accessories to the store at a later time in order to better serve our target markets. We will add and remove designs as our partnership agreements and the market dictates.

Community Engagement

Our community is first and foremost when it comes to our planning priorities. As mentioned in the Executive Summary, radical transparency is a key value that we develop all of our engagement around. Twitter/X spaces are a critical tool that we use to reach a wide audience of people for both marketing purposes as well as informational purposes for current token holders. We hold weekly spaces every Saturday and will hold more as needed/requested. We plan on using feedback from these spaces in order to provide benefits to our community members. We hold \$Socks giveaways in our spaces to encourage community attendance and participation.

We take pride in allowing holders to have a say in what happens with the project. Anything that may have a major impact on our project will be escalated to allow the community to provide meaningful feedback.

Marketing Plan

Our marketing plan has several facets.

First, with the help of KOLs (key opinion leaders), we strive to get our name out there with as wide of a reach as possible. These targeted influencers have the ability to influence a large

audience and distribute our message to a wide variety of people. We are only working with KOLs who are interested in being long term members of our team and avoid those who aim to quickly exit after calling.

Second, our Raid Captains gather and direct our community to comment and engage with our social media posts in order to raise targeted awareness of our token.

Third, we make diligent use of giveaways and airdrops. The distinction between these two is that airdrops are important to get outside people an entry into the token – as we are “airdropping” tokens into their wallets. Giveaways will include token raffles as well as physical merchandise, and will be useful for getting more attention on the project.

Finally, we have traditional advertisement. This is boring, but effective because it is a low cost – low effort way to get a lot of views and exposure for a limited amount of money. Online advertisements will be through all sources deemed appropriate.

By combining all of these efforts strategically, we will aggressively spread the word about \$Socks and the benefits of being a part of the ecosystem.

Socks Saves

Socks Saves is an independent registered nonprofit organization (NPO) with the express goal of saving as many dogs from kill shelters as possible.

First, traditional dog shelters have fixed capacity. We aim to help by transporting dogs from overcrowded kill shelters to a place where they can be cared for until they are adopted. Second, we are striving towards building additional shelters that can sustainably house dogs for a longer period of time. Finally, we plan to support a wide network of non-kill shelters that are already achieving excellence in order to enable their expansion.

Socks Adventures

Socks Adventures is a fun way of activating the community to share Socks! Every month, there will be sticker packs that have Socks art and QR codes on them. The community will spread these stickers across unique locations for the opportunity to get another sticker pack containing rare stickers.

Partnership Process

We see an easy integration of other dog crypto projects all the way up to DeFi projects in general. The partner can use their cryptocurrency to purchase socks on our web store as well as leverage the merchandise for their own marketing efforts all while making a positive impact on the world. The partnership program is an important part of scaling Socks token and its impact. Here are the benefits to each party from being involved in our partnership program.

Socks

- More merchandise sales
- Intercommunity brand exposure and networking
- Wider variety of merchandise to purchase with Socks
- More robust branding

Partner

- New source of revenue
- New utility for their token
- Intercommunity brand exposure and networking
- Hands-off way of contributing to a charitable cause and making a positive impact on the world
- Increased exposure and meaningful recognition for community generosity

The Team & Roles

Guacdoodle - Visionary/Strategist

Guacdoodle built his first online community to over 5000 members when he was 12 years old, thus discovering his affinity for community-building. After his first crypto investment skyrocketed in 2020, he dove into the space, spending over 6,000 hours studying, networking, building, and investing in crypto.

TeddyT477 - Financial/Logistics lead

TeddyT477 holds a bachelor's and master's degree in business administration. As an experienced entrepreneur, he is focused on organizational operations and long term viability.

ToddAJordan - Creative Director

"From the very beginning, I've been locked in, I don't know how to stop..."

ToddAJordan is a relentless force of creativity and passion. He pushes boundaries and thinks big, and then builds unique masterpieces.

GEM - Project Advisor

GEM has a proven track record of contributing to the launch of global blockchain projects. As a crypto advisor, she focuses on project marketing and team management. Additionally, her experience includes collaboration with crypto exchanges and strategic partners.

Dickhead - Lead Artist

Dickhead is a versatile digital artist specializing in creating unique and captivating web3 artwork and animations. Through his passion for storytelling and innovative techniques, he brings abstract concepts to life, transforming them into immersive digital experiences.

Roadmap and Significant Milestones



- **Releasing the white paper – NOW**
- **Socks website reveal – NOW**
- Update Dexscreener / Dextools
- Apply for CoinMarketCap / Jupiter Strict List
- Start Socks comic
- Start Socks game night
- Establish Socks LLC
- Launch Socks store
- Start Socks storytimes
- Start Socks streams
- Begin Socks partnership program
- Start Socks Adventures
- Start Socks investment funds
- Establish Socks Saves NPO
- Start leaderboard for Socks Saves
- Purchase Socks Saves truck
- Start the “wall of dogs” and “forest of trees”
- Start Socks Saves voyages
- Launch Socks 500 PFP NFT set
- Continue to scale, build, and expand to maximize Socks’ impact