

Do It For The \$VINE – White Paper (DRAFT)

1. Executive Summary

Do It For The \$VINE (\$VINE) is a Web3-driven creator ecosystem designed to empower influencers, streamers, and viral content creators to monetize directly with their communities — without relying on brand gatekeepers.

By combining Pump.Fun live streaming, tokenized fan engagement, and buyback mechanics, \$VINE bridges the gap between culture and crypto, enabling fans to actively support and participate in viral moments.

2. Market Opportunities

The global content creation market is projected to generate over \$200 billion in ad revenue annually by 2025. However, creators often face slow payouts, limited sponsorship options, and restrictive brand requirements.

Do It For The \$VINE taps into this rapidly growing market with a decentralized monetization model that enables creators to earn directly from trading volume and community support — without waiting for brand deals.

3. Problem Statement

Despite the explosive growth of the creator economy, the monetization model for influencers remains fundamentally broken — especially for those outside the “brand-friendly” mold.

Waiting for Brands = Broken Model:

Most influencers are stuck waiting for sponsorships and brand deals to earn income. This system is slow, selective, and favors creators who meet advertiser standards — usually PG-13, polished, and safe.

For raw, edgy, or boundary-pushing content creators, brand deals are rare or non-existent, leaving them without consistent income — no matter how large or engaged their audience is.

Why it matters: High-performing creators with huge audiences often go underpaid simply because they don't fit a brand's definition of "safe." That's a missed opportunity — both for the creator and their audience.

Monetization Without Middlemen:

With Pump.Fun live streaming, creators can now earn from real-time trading volume tied to their coin — without needing brand approvals or advertiser budgets. Every viewer becomes a participant, every moment can be monetized, and value flows directly to the creator as they trend and entertain.

Why it matters: This puts the power back in the hands of creators and their communities. It's an open, on-chain model where value can move as fast as the content does — transparent, scalable, and built for today's internet.

The Subscription Model is Outdated:

The traditional method of supporting creators — monthly subscriptions — gives fans zero upside. You donate \$5, \$10, even \$100/month... and your only return is content. You can't sell your subscription. You can't benefit from the creator's rise. You're a donor, not a stakeholder.

Why it matters: Traditional subscriptions offer no upside — fans pay and get content, but can't benefit from a creator's growth. By allowing fans to support a creator through a tokenized asset, they now have **skin in the game**. If the creator goes viral, trends, or gains followers, the token's visibility — and potentially its value — increases.

Do It For The \$VINE changes that.

Fans can support creators through a tokenized model, aligning community growth with cultural moments.

This isn't a subscription. It's an investment in culture. It's a stake in someone's rise.

It's what the next evolution of creator support should look like

4. Product Overview

Do it for the \$VINE is a next-generation platform where fans can support their favorite personalities on-chain. At its core, it's more than a coin — it's a cultural movement rooted in the viral energy of the Vine era, reborn through Web3.

The \$VINE coin serves as the native digital asset powering this ecosystem. Through live content, community engagement, and token mechanics, fans can directly back creators, participate in viral moments, and ride the wave of memetic influence.

Behind the platform is a Web3-native talent agency — one that actively signs top-tier influencers from Web2 who embody the original “Do It For The Vine” mindset: bold, unapologetic, entertaining, and willing to do whatever it takes to go viral.

By bridging the gap between viral creators and crypto-native monetization, \$VINE enables a new era of creator empowerment — one where value flows directly between fans and talent, without middlemen.

5. Target Audience

- 18–34-year-old IRL & viral content fans (Twitch-style viewers)
 - These users represent your **core live streaming audience** — the people most likely to engage with Pump.Fun content and interact with \$VINE:
 - Majority of Twitch users fall in this age group (70%+), digital-first and trend-driven.
- Crypto-native users, meme coin traders, and Solana ecosystem participants
 - These users represent your **investor and evangelist base** — they'll care about \$VINE's utility, tokenomics, and meme potential
 - Always seeking the next viral token, especially those with social or creator backing.
 - Familiar with Pump.Fun, Solana wallets, and early-stage plays.
 - Willing to hold tokens if community is active and utility or virality is proven.
- Fans who want a stake in cultural trends, not just a passive subscription model

6. Team

Jon Paul Piques (aka Piques) – Founder, Visionary, and Influencer behind \$VINE. Piques is a pioneer in digital entertainment with a following in the tens of millions across Facebook,

Instagram, and TikTok. Known for his comedic skits and business ventures, he helped shape the Vine era and now leads the charge in fusing creator culture with decentralized technology through \$VINE.

Jerry Labranche (aka Purpdrank) – Influencer and content creator with a massive social following, known for viral videos and comedy skits. As one of Vine’s most iconic personalities, he brings cultural credibility, humor, and community energy to the project — helping \$VINE stay rooted in the internet’s most authentic creator circles.

Jackson O'Doherty – Jackson is an Australian creator with millions of followers across YouTube, Facebook, and Instagram. Known for his wild antics and lifestyle content, he drives viral momentum and pushes boundaries on what can be done live, raw, and unfiltered — perfectly aligned with \$VINE’s live-streaming edge.

Ashwant Akula – Ashwant handles brand sponsorships, legal affairs, and partner relations for \$VINE. With a background in entertainment law and a deep understanding of the creator economy, he ensures the project’s collaborations and partnerships are secure, strategic, and scalable.

- Jon Paul Piques (aka Piques) – Founder, Visionary & Influencer
- Jerry Labranche (aka Purpdrank) – Influencer & Cultural Strategist
- Jackson O'Doherty – Entertainer & Viral Architect
- Ashwant Akula – Entertainment Lawyer & Brand/Partner Relations

7. Tokenomics

Total Supply: 1,000,000,000 \$VINE tokens

Developer Allocation (44%):

- 75% locked for 6 months (330M tokens)
- 25% of unlocked tokens burned (27.5M = 2.75% of total supply)
- Remaining unlocked dev tokens in 30-day rolling locks for emergencies
- Goal: Burn 25% of the entire dev allocation by Nov 1, 2025 (110M tokens)

Buybacks:

- 10% of all creator fees used for weekly token buybacks
- 10% of every brand deal also funds buybacks

Why This Matters:

- **Supports price stability:** Recurring buybacks create a counter-pressure against selloffs — a feature rarely present in meme coins or creator tokens.

- **Encourages real engagement:** The more creators stream, the more volume they drive, the more buybacks are triggered. Growth is **directly tied to participation**, not hype.
- **Builds trust:** Rather than hoarding brand or creator fees, the project **reinvests them back into the community** through open-market purchases.
- **Deflationary in practice:** Combined with burns, buybacks reduce circulating supply and tie token value to real-world activity — a rare model in Web3 entertainment.

8. How it Works

Do it for the \$VINE is powered by a simple but effective on-chain feedback loop that connects creators, communities, and token value through content engagement.

The Cycle of Value:

1. Creators Stream via Pump.Fun

- Streamers produce viral, IRL, or challenge-based content
- All streams are broadcast under the Do it for the \$Vine channel and contribute to trading activity

2. Viewers Engage by Buying the Token

- Fans can purchase Do it for the \$vine tokens directly
- Increased interest = increased trading volume = increased channel visibility

3. Trading Volume Fuels Earnings

- Creators earn directly from fees generated by token trading activity
- No need to wait for sponsors or donations – monetization is immediate and market-driven.

4. Weekly Buybacks Drive Demand

- 10% of all creator fees and 10% of brand deal revenue is used for token buybacks
- This creates real and recurring demand, rewarding the community.

5. Token Scarcity is Built In

Key Mechanisms:

- Trading-Volume-Based Monetization
Creators don't get paid by brands – they get paid by the volume they generate
- On-Chain Transparency
All token activity, wallet balances, and burns are verifiable
- No Platform Dependency
Unlike Twitch, Youtube or TikTok, creators are given more freedom of content creation
- Real Community Participation
Fans aren't just watching – they're actively fueling a creator's rise and participating in their cultural momentum.

9.1 Roadmap – Q2 2025: Launch & Foundation

Note: Milestones listed below are in no particular order.

- ☒ Formation of the core founding team (Piques, Purpdrank, Ashwant)
- ☒ Official launch of Do It For The \$VINE token (June 21, 2025)
- ☒ Created official Twitter/X community
- ☒ Developed brand identity around viral Web3 content and the “Do It For The Vine” legacy
- ☒ Purchased and configured IRL streaming equipment for live content activations
- ☒ Launched creator-owned channel on Pump.Fun live streaming
- ☒ Hired dedicated content clippers to edit and post viral moments to X (Twitter)
- ☒ Early content testing and community engagement
- ☒ Listed on DEX Screener
- ☒ Launched 10% buyback program from creator rewards

9.2 Roadmap – Q3 2025: Expansion & Infrastructure

Note: Milestones listed below are in no particular order.

- ☒ Signed 3rd major talent – Jackson O'Doherty
- ☒ Secured official retweet from Pump.Fun's X account
- ☒ Received direct reply from the founder of Pump.Fun
- ☒ Burned 25% of the unlocked developer tokens — equal to 2.75% of total supply
- ☒ Locked remaining unlocked dev tokens in a 30-day rolling structure for emergency use only

-  Created official Instagram page – @doitforthevinecoin
-  Launched ongoing 10% buybacks from creator rewards
-  Burn an additional 41,250,000 developer tokens — equal to 4.125% of total supply — to reach 50% of the total burn goal
-  Sign 4th and 5th major talents, each with 10M+ followers
-  Launch official Telegram group
-  Release the \$VINE white paper
-  Launch official website – doit4thevine.com
-  Secure first brand partnership
-  Add multi-streaming capabilities
-  Hire additional clippers for TikTok and Instagram
-  Create TikTok page and YouTube channel
-  Commit to a minimum of 25 streams per month and 40+ hours/month of IRL content via the Pump.Fun channel

10. Future Vision & Expansion Goals

Scaling community, culture, and creator economy through Do it for the \$VINE

Do It For The \$VINE is built to grow beyond a single creator or niche. Our long-term vision is to scale the ecosystem across verticals, audiences, and global trends — becoming the first decentralized talent agency driven by volume, virality, and value.

What's Coming Next

10 Full-Time Creators

We will onboard 10 full-time streamers representing a broad spectrum of genres, age groups, and sexes — maximizing cultural resonance and cross-platform appeal.

Massive Reach Requirements

Each creator will:

Have 10M+ followers across Web2 platforms (YouTube, Instagram, Facebook, TikTok, etc.)

Generate 30M+ monthly views across all content channels

Meet minimum engagement thresholds to ensure consistent virality and contribution to \$VINE trading volume

Platform Expansion & User Growth

These creators will serve as conversion engines for Pump.Fun — bringing in new users, expanding reach, and increasing both streaming and token activity.

By onboarding large Web2 audiences, \$VINE functions as a distribution channel and viral amplifier for the entire Pump.Fun ecosystem.

Additional Expansion Goals

Cross-platform Multi-streaming to reach audiences on YouTube, TikTok, Kick, and beyond

Creator incentives tied to token volume, not brand restrictions

Strategic brand partnerships to further fuel buybacks and audience growth

Potential for \$VINE-powered mini-agencies under the same umbrella, regionally or genre-based

Global scaling with multilingual support for international reach

11. Legal & Disclaimer

This white paper is for informational purposes only and does not constitute legal, financial, investment, or tax advice. The contents herein are intended to provide an overview of the “Do It For The \$VINE” project and its associated token, \$VINE.

Nothing in this document constitutes a solicitation or offer to buy or sell any digital assets, securities, or financial instruments in any jurisdiction. Participation in the \$VINE ecosystem should be approached with the understanding that all users are responsible for complying with applicable laws and regulations in their respective jurisdictions.

The do it for the \$VINE token is a utility-based digital asset intended to facilitate community engagement and support within the Do It For The \$VINE ecosystem. It is not intended to represent ownership, equity, or a promise of profit.

All statements regarding future plans, features, token usage, or performance are forward-looking and subject to change. No guarantees are made regarding the project’s development timeline, community growth, token value, or utility.

Users should conduct their own research and due diligence. By interacting with the \$VINE token or related platforms, you acknowledge that you understand the risks associated with digital assets and decentralized technologies.