$NINJA

THE NINJA $ICP MEMECOIN

WHITEPAPER

THE ORIGIN:

NINJA was created to host the shadow community on ICP - a meme project shrouded in mystery.

NINJA embodies the values of honor, dedication and brotherhood with a clear nod towards technology, stealth and community.

Ninja's know their "why" and are relentless in achieving their goals. Through rigorous training a place can be earned within the dojo – where training and education remain central pillars throughout their lifetime.

These same principles are at the core of $NINJA – the willingness to educate and train recruits AND veterans in the workings of the Internet Computer, and all the possibilities it offers.

While positioned as a meme project, $NINJA's goals are far reaching and span multiple years into the future.

We hope you will come along for the ride.

The SHADOW-DAO is the eventual form the NINJA community will take as a full-fledged decentralized autonomous organization on the ICP blockchain.

It is the goal we diligently move towards.

INTERNET COMPUTER

THE VISION:

NINJA aims to inspire, educate and protect the ICP community. While meme coins are often perceived as valueless, they serve as pivotal bridges to onboard people into the crypto world. This is amplified in the case of ICP – which has yet to onboard the masses of crypto-enthusiasts who are exploring Solana, Ethereum, avalanche and others. Meme coins that resonate with their target audience offer everyday consumers the ability to engage in cryptocurrency in a fun and engaging way.

NINJA's vision extends beyond being a memecoin; it aims to serve as a gateway to attract more consumers, institutions, and alternative chain enthusiasts into the ICP ecosystem, thereby boosting on-chain activity & growth. While entry of new consumers is important, retention of those new entries is perhaps even more important. Therefore these consumers need to be educated (trained) in how ICP works, what red flags to look out for and a basic onboarding program that integrates them into a community. The inner workings of the Internet Computer that are built on democratic principles and decentralization are paramount to the NINJA mission. These stand central in our roadmap.

THE VISION PART II:

Our vision manifests in various aspects such as, but is not limited to:

Enhancing the overall community view of memecoins and fostering on-chain community growth

Increasing use of the NNS and voting on ICP Increasing UAW (Unique Active Wallets) through onboarding of new ICP chain users

Increasing the usage of tools and exchanges such as ICPSWAP, SONIC, IC HOUSE, IC SCAN and others

Increasing the amount of downloads for ICP based non-custodial wallets, such as PLUG Wallet.

THE UTILITY:

Though NINJA is a memecoin at heart– it can strike a balance between fun and usefulness. A lot is being developed in the ICP ecosystem, but it is cluttered and difficult to find.

NINJA aims to be the 1 stop shop for all things ICP.
Where you can find the best bots, explorers, launchpads etc. categorized and easy to understand. We catalogue and describe what is out there – so community members can find their way around easier. We may even launch e-learnings and youtube videos on ICP related topics. This service will be free for everyone at the start, but may become a gated community later on. We will also keep our ear close to the ground to hear what the community needs in terms of insights and training. One example is something we will launch shortly: an index page of unindexed coins on ICP. This will help people find the graph to their favorite coin easily on 1 page. While this service will have a number of warnings attached to it about due diligence and the risks attached to unindexed coins – we feel it is something the community wants.
This will not be a paid service at first – as it simply serves as a way to track coins, but may develop further in time.

We look forward to bringing ever increasing utility to the NINJA name and the ICP ecosystem.

ROADMAP:

Phase 1 : ~~Building the base Minting NINJA Fair launch of 1,000,000,000 NINJA on ICPSWAP with 500 ICP initial liquidity Creating Twitter Creating OpenChat~~

Phase 2 : ~~Outreach Creating Telegram Launching 50% of our liquidity pool on Sonic Listing on Sonic Listing on ICPSWAP Openchat integration of NINJA Apply for coingecko listing Apply for coinmarketcap listing~~ Get listed on ICPCOINS ~~Whitepaper Plug wallet integration Collaborations~~

Phase 3 : Community building Hold a multitude of contests and game events Launch website alpha Launch website beta Build a presence on Taggr, Nuance etc. ~~Burn fees obtained through exchanges~~

Phase 4 : Education Launch NINJA education with instructions on ICP its dapps and tools for new and experienced users of ICP Launch a comprehensive list of red flags and ways to check new projects for new ICP users Launch a comprehensive list of unlisted ICP coins with links to detail pages on ICPSwap Possibly add a paid function of the unlisted registry that burns $NINJA Launch a gated community of NINJA education

Phase 5 : <u>Governance Prepare NINJA to be governed by a DAO</u>

The above list is a basic overview of steps that the team is taking to bring success to $NINJA in the long run. Phases are not chronological and are worked on simultaneously as the team sees fit. Aspects may be added or removed as we progress towards our larger goals as outlined in the whitepaper. More details may or may not be added in newer versions.

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SHADOW DAO:

NINJA

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