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ATTN Tokenomics

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Building the Economic Layer of Reality | Updated 23 September, 2025

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1. Introduction

The **ATTN token** is the native currency of the **Collective Memory Protocol** - a decentralized social and economic layer where users create and curate Memories (time-stamped, geo-anchored content). ATTN powers staking, governance, incentives, and monetization across the ecosystem.

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2. Token Overview

Name: Attention Token (ATTN)
Standard: ERC-20 (Base)
Address: 0x032a7252B4932c44bdE89AEE6275744376a96BFF
Total Supply: 1,000,000,000 ATTN
Initial Price: 1 ATTN = 0.01 USDC
Decimals: 6

3. Token Utility

ATTN is designed to capture and monetize attention within the Collective Memory ecosystem.

Core utilities:

- **Signaling Importance:** Users stake ATTN into Memories, signaling importance and receiving Memory Tokens.
- **Creator Rewards:** Creators earn ATTN from Memory staking and direct tips.
- **Revenue Distribution:** ATTN funds Memory revenue pots, rewarding stakers.
- **Advertising Boosts:** Brands inject ATTN into Memories to reach audiences.
- **Governance (future):** Token holders will participate in protocol upgrades and treasury allocations.
- **Data Licensing (future):** ATTN is the medium of exchange for accessing the Reality Graph (decentralized, verified dataset).

4. Token Allocation

Category	Share	Amount	Cliff	Vesting Schedule	Initial Unlock
Company	10%	100,000,000	1 yr	3 yrs linear	0%
Team	10%	100,000,000	1 yr	3 yrs linear	0%
Backers	25%	250,000,000	1 yr	2 yrs linear	0%
Initial Liquidity	10%	100,000,000	0	–	100%
Grants	10%	100,000,000	0	10 yrs inverse sigmoid	20%
Incentives	35%	350,000,000	0	10 yrs inverse sigmoid	20%

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5. Emission Schedule

- **Inflationary Supply:** Ongoing emissions offset by ATTN locking in Memories.
- **Daily Airdrops:** 300,000 ATTN/day to curated Memories (decays annually).
- **Event Rewards:**
  - Memory of the Day: 50,000 ATTN ; 2nd place: 40,000 ATTN ; 3rd place: 30,000 ATTN
  - Daily challenge winners: The amount changes according to the challenge

6. Staking & Redemption Mechanics

When staking into a Memory:

- **70%** → Principal Pot (redeemable on exit)
- **25%** → Revenue Pot (shared among Memory Token holders)
- **5%** → Creator Pot (direct reward; staker also receives creator tokens)

Upon redemption:

- User retrieves their **70% principal**

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- Plus **pro-rata share** of the Revenue Pot
- Memory Tokens are **burned**

7. Protocol Revenue Model

Core Fees

- **0.1%** on staking
- **0.25%** on redemption
- **0.5%** on creator withdrawals

Liquidity Pools

- **0.3%** fee on AMM swaps (ATTN, Memory Tokens, USDC)

Extended Revenue Streams

- **Advertising Integration** – ATTN injections by brands
- **Reality Graph Licensing** – access to anonymized/aggregated Memories
- **On-Chain AI Fee Sharing** – protocol-to-protocol revenue with AI systems
- **Private Graphs** – enterprise deployments (supply chain, events, analytics)

8. Governance

- **Current:** Protocol-controlled via company's multisig.
- **Future:** ATTN holders will vote on treasury spending, grant allocations, fee parameters, and protocol upgrades.

9. Demand Drivers & Token Sinks

Demand Drivers:

- Staking into Memories (visibility + ownership)
- Creator incentives
- Advertising spend
- AI/data licensing demand

Sinks / Locks:

- ATTN staked into Memories (locked until redemption)
- Publishing fees (spam deterrence, refunded if Memory gains traction)

10. Composability

- **ERC-20 ATTN:** Standard fungible token.
- **ERC-4626 Memory Vaults:** Each Memory functions as a tokenized vault with shares.
- **Composable Memories:** Memories can be backed by other Memories' tokens → meta-narratives, ETFs, or recursive curation.
- **Inter-Memory Liquidity:** Memory tokens trade via AMMs, creating narrative-driven price signals.

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11. Market & Liquidity Strategy

Initial Liquidity (10%) allocated for CEX/DEX pools. **ATTN <> USDC (on Base)**

- Address: 0xf90bd5415e8c812cb9a2015598193dcb11833d7c
- 45M ATTN tokens
- Min price: 0.01 USDC
- Max price: 0.05 USDC
- Liquidity locked until 1st January 2026

ATTN <> ETH (on Base)

- Address: 0x53D8288cE9CbcB97FFfaCFD710c866F721a2394b
- 55M ATTN tokens
- Min price: 0.00000352238 ETH
- Max price: 0.00034 ETH
- Liquidity locked until 1st January 2027
- Protocol incentivizes LPs via ATTN rewards.
- Goal: ensure seamless swaps between ATTN ↔ USDC and ATTN ↔ Memory Tokens.

12. Risk Disclosures

- **Smart Contract Risk:** Bugs or exploits in staking/redemption contracts.
- **Market Risk:** Token price volatility and liquidity risks.
- **Concentration Risk:** Early backers/treasury may hold large shares.
- **Regulatory Risk:** Token classification subject to jurisdictional laws.
- **Inflation Risk:** Ongoing emissions, though offset by locked ATTN and burn mechanics.

13. Adoption & Current Traction

- **>1.6M Memories posted** across iOS, Android, Web.
- **10x higher content production** vs. traditional social platforms.
- Verified coverage of conflict zones, live events, cultural phenomena.
- Growing base of creators, curators, and advertisers.

14. Closing Vision

ATTN is not just a token - it's the **currency of attention and reality perception**. By embedding incentives, staking, and composable mechanics into social and cultural participation, ATTN turns reality itself into an economic layer for decentralized AI and human knowledge.

Ask a question... ⌘I

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