Introduction

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What is Frenly

FRENLY is a smart contract wallet system that enforces sell limits on token allocations. Projects distribute tokens to contributors who receive full custody from day one, while immutable trading constraints prevent the coordinated dumps that destroy charts and erode community trust.

Unlike traditional vesting that locks tokens away, Frenly lets recipients hold, trade within limits, and exit through multiple pathways. Rules are enforced by code, not promises.

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The result:

- **Projects are protected from coordinated dumps.**
- **Contributors retain control of their assets**
- **Flexible exit strategies are always available**

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Problem Statement

The Token Distribution Dilemma

Token launches fail when early investors dump. Whales exit, charts collapse, communities lose trust. One whale can destroy a launch instantly.

The cryptocurrency ecosystem relies on distributing tokens to presale investors, influencers, advisors, and team members. These distributions typically depend on handshake agreements or legal contracts regarding selling restrictions, creating a fundamental trust problem in a trustless ecosystem.

Traditional approaches include:

- **Legal agreements and NDAs** — unenforceable on-chain
- **Gentleman's agreements** — frequently violated
- **Traditional vesting protocols** — inflexible and custody-restrictive
- **Manual monitoring with social pressure** — ineffective at scale

The Damage of Uncontrolled Selling

When contributors violate selling agreements, the consequences extend far beyond price impact.

- **Erosion of community trust** – Retail loses confidence in the project
- **Perception of market manipulation** – Charts look rigged or predatory
- **Loss of project momentum** – Organic growth disrupted by sell pressure
- **Damaged contributor relationships** – Creates friction with partners and team members

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The FRENLY Solution

FRENLY operates on the principle that **code is law** should extend to token allocation agreements. By replacing trust with technology, we eliminate the need for external enforcement while providing superior flexibility compared to traditional vesting.

What Frenly Delivers

- **Immutable sell limits** — Rules cannot be changed, ever
- **Equal rules for all holders** — No insider advantage
- **Full transparency on-chain** — All limits and transactions publicly verifiable
- **Modular protection** — Configurable for any allocation type
- **Multiple exit pathways** — DEX trading within limits or unlimited OTC exits

Core Innovation

FRENLY introduces a trustless, on-chain enforcement layer for token allocations. It's not a vesting platform in the traditional sense — it's a smart contract wallet system with built-in sell limits that:

- Throttle sell pressure without revoking custody
- Replace trust-based agreements with code-based guardrails
- Empower both issuers and contributors with clean exits
- Provide multiple liquidation pathways for maximum flexibility

Key Differentiators

Immediate Full Custody — Recipients control their wallets from day one.

Immutable Rules — Once deployed, limits cannot be changed by anyone.

Dual Exit Strategies — Both DEX and OTC liquidation options.

Transparent Operations — All limits and transactions publicly verifiable.

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Cultural Movement — Brand positioning that generates social incentives for adoption.

RESULT: Clean launches. Clean charts. Real trust.

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