MILADY CULTCOIN: DECLASSIFIED

JUNE 2024
AMENDED DECEMBER 2024



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DECEMBER 2024 ADDENDUM:
* ADDITIONAL ZERO ACQUIRED TO THE SUPPLY
* TIMELINE PUSHED BACK 2 QUARTERS

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MILADY CULTCOIN

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Twitter is captured by a technocapital singularity as schizoautist revolution and whitepilled lovecore lock into commoditization take-off. Logistically accelerating techno-economic interactivity crumbles social order in auto-sophisticating cult runaway. The hyperfinancialized network tribe develops its own market intelligence: Milady.
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$CULT is Remilia's official ecosystem token, a fungible proxy of the self-organizing cult.

Like the memecoin, the cultcoin is not tied to any specific utility proposition, but further, it's driven by the powerful decentralized soft cult tribe organized around the guiding hand of Remilia's accelerationism:

> The cultcoin is simultaneously catalyst and attractor activating the deepest stores of memetic potentiation.

50% of supply is set aside for the cult and another portion in a single public sale:

> No seed rounds,
> No private sale,
> No VC's,
> No promises:
> Just conviction.

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TOKENOMICS

100B supply minted one-time at Genesis on the Ethereum blockchain. TGE when the timing is right.

(1) 50% set aside for the CULT FUND (5):
    (a) 50% distributed no-vest on TGE via REMILIA ACHIEVEMENTS SEED AIRDROP (8);
    (b) 50% distributed over 3 years in seasonal batches via MANIPULATION ENGINE (9).
(2) Up to 15% supply sold in 2-part one week PRE SALE (6), distributed no-vest on TGE:
    (a) Community Entry: set aside fixed to opening price limited to Remilia Holder Snapshots:
        0.25 ETH per wallet per eligible pool:
        i. ANY REMILIA SNAPSHOT (500 slots)
        ii. MILADY SNAPSHOT (250 slots)
        iii. REMILIO SNAPSHOT (250 slots)
    (b) 3-tier Holder/Public Sale:
        i. HOLDER: Quantized, low-resolution stepped curve. Any Remilia Snapshot holder is qualified, or current Milady/Remilio holder. A Milady/Remilio can be purchased at any time to get the Holder rate.
        ii. PUBLIC: Linear curve. Same starting price as Holder but high resolution and steeper curve.
        iii. APE: Linear curve. Identical to Public but +10%. Applies if a BAYC or MAYC is detected in the wallet.
(3) 15% for Team Compensation on 18-month vest.
(4) Remaining and unsold supply to Remilia Treasury (minimum 20%) on 6-month vest.

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.....TOKENOMICS DISTRIBUTION TABLE

CATEGORY	PERCENT	AMOUNT	SCHEDULE
CULT FUND	50%	50,000,000,000	1/2 on TGE; 1/2 seasonal distribution
PRE SALE	Up to 15%	0 - 10,500,000,000	100% on TGE
TEAM	15%	10,500,000,000	18-month vest
REMILIA TREASURY	20-35%	20,000,000,000 - 30,500,000,000	6-month vest

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CULT FUND

The Cult Fund is half of total supply.

The first half of the Cult Fund is immediately available on TGE in a gated airdrop to the existing participants of the last three years of Remilia:

> The REMILIA ACHIEVEMENTS SEED AIRDROP (8) is designed in a complex combination asset-achievements based claim rewarding True Loyalty, demonstrated on- & off-chain prior to any hint of a token.

The second half is distributed seasonally over the next three years:

> The MANIPULATION ENGINE (9) is algorithmically engineered to maximize on-going mindshare acquisition through the manipulation of public attention-flows and cult health commitments.

.....CULT FUND DISTRIBUTION TABLE

CATEGORY	PERCENT	AMOUNT	PERIOD
REMILIA ACHIEVEMENTS SEED	50%	25,000,000,000	TGE
MANIPULATION ROUND 1	15%	7,500,000,000	THROUGH 2025 Q2
MANIPULATION ROUND 2	20%	10,000,000,000	THROUGH 2026 Q2
MANIPULATION ROUND 3	15%	7,500,000,000	THROUGH 2027 Q2

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PRE SALE

The non-exclusive Pre Sale dropped directly to the timeline provides fair opportunity to financialize price-accurate present-day conviction in a no-vest sale beyond the NEETbux surprise earned from engagement in the cult.

.....COMMUNITY ENTRY (LIMITED)

3 fixed-price limited entry pools for eligible snapshotted wallets.

1 claim per wallet of 0.25 ETH per eligible pool: Remilia Community Snapshot (holder of at least 1 whole Remilia NFT), Milady Holder and Remilio Holder.

SLOTS:

ANY REMILIA SNAPSHOT	(500 slots)
MILADY SNAPSHOT	(250 slots)
REMILIO SNAPSHOT	(250 slots)

.....HOLDER ENTRY

Holder sale on a stepped curve (low resolution, quantized). Entry available to Remilia Community Snapshot or current Milady/Remilia holders.

If you were not included in the snapshot, you can still purchase a Milady or Remilio to get the Holder entry rate.

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.....PUBLIC ENTRY

Non-whitelist/milady holders enter on a 10% premium linear curve which can be voided by purchasing and holding a Milady.

.....APE PREMIUM

Wallets holding a Bored/Mutant Ape pay an additional 20% premium on the Public entry. They can rid themselves of the curse by getting rid of the Ape.

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REMILIA ACHIEVEMENTS SEED AIRDROP

The REMILIA ACHIEVEMENTS SEED airdrop is based on:

(1) Remilia NFT assets held (linear scale)
(2) Remilia merchandise purchased (linear scale)
(3) On & Off-chain Achievements (binary trigger)

Total credits rewarded from a sum of all 3 sources, at ~80% to (1) and ~20% between (2) and (3).

The specific individual credit value of any asset, purchase or achievement is not published to prevent future farming - see ACHIEVING AUTHENTICITY (12)

The achievements are highly unique, creatively covering history and lore across the past 3 of years of Remilia and categorized loosely into tiers according to their rarity and loyalty demonstration.

The design philosophy across the three credit sources is intended to entirely reward loyalty and achieve continued value alignment.

Metrics are subject to adjustment for future drops - for example, merch will likely be devalued for the future to prevent farming, the merch reward in this airdrop was a wholly unprecedented, but value-aligned surprise.

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MANIPULATION ENGINE

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Hyperfinancialization accelerates the network, which accelerates cultural self-organization, which builds the tools to coherently navigate contemporaneity.
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The **MANIPULATION ENGINE** utilizes the "Manipulation Fund" portion of the cult fund as an on-going incentive pool to allow for non-interventionist engineering of the cult's self-organization.

Other airdrop and points systems in WEB3 usually only incentivize artificial on-chain engagement, because it is almost always a VC-backed platform, and they're essentially buying artificial user activity to then raise more money on the back of.

Remilia maintains a genuine, organic community which is already thriving; hyperfinancialization instead serves as a catalyst to accelerate existing engagement, which requires a unique design philosophy.

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DESIGN PHILOSOPHY

We specifically seek to incentivize three things to secure the health of Remilia:

(1) Contributions to the memetic potentiation of the Remilia ecosystem.
(2) Contributions to the financial health of Remilia assets.
(3) Contributions to Remilia social and culture platforms.

This requires continuous adjustment of the incentive weights and introduction of new "levers" through qualified analytics in an anti-farming blackbox: the Manipulation Engine.

This is a unique incentive fund compared to the standard protocol seeking only to 'buy' unqualified engagement, rather than build true foundations for a movement that exists beyond financial incentive.

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GAMIFIED ENGAGEMENT

Our first distribution of credits described in the REMILIA ACHIEVEMENTS SEED AIRDROP (8) came entirely from the True Loyalty Claims based on asset holdings, merch purchases and achievement triggers.

This system will continue but further extended moving forward.

We plan to continue distribute credits directly and indirectly an on-going basis for myriad evolving activities, primarily limited to what infrastructure can be built (by Remilia and the community both) to expand inclusion to everything possible beyond the standard on-chain metrics already included in the True Loyalty Claims; as well as for funding contributions to the ecosystem.

For example, we were able to include merch sales and Remilia Quarterly Vol. 1 submissions by tying email to wallet, and Miladycraft and Discord participation through Guild.xyz's Discord-NFT integration.

However these were just binary triggers, we want to pursue more fine-grained control to best align incentives while mitigating farmers, including with a multiple currency ecosystem of virtual points.

We call it an "Engine" because we'll be operating the levers in the back, adjusting distribution as necessary to ensure attention-flows are directed to where it's best served.

This will be a constantly evolving platform as a layer over our ecosystem.

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ACHIEVING AUTHENTICITY

Unlike the average VC-backed platform, our goal with an airdrop is not to farm user activity, but reward genuine quality participants in the community on an on-going basis.

This means mitigating "airdrop farmers"; the most effective way to minimize farming is to obscure the value of individual activities.

The ideal is someone who is rewarded for genuine participation: e.g. a milady who plays on Miladycraft, buys the merch, attends the raves, is active on twitter and discord etc. should earn more than the person trying to farm points by leveling up on Discord.

The result is even if a farmer starts off by doing all the right steps in bad faith, it's highly unlikely for them not to be converted anyway, like the federal agent assigned to you who ended up with a milady alt.

Some systems we will likely implement towards this:

(1) Delayed gratification
(2) Hidden algorithm
(3) Rotating random seeds
(4) Multiple points systems
(5) Buffs for touching multiple platforms

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APPENDIX

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APPROVED FOR RELEASE

"MILADYCHAN: MASTER-PLAN"
SECTION: POST-MONEY ASCENSION

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POST-MONEY ASCENSION

REMILIA CORPORATION RESEARCH SHOWS SOCIAL AND SPIRITUAL WEALTH HOLDS A SIGNIFICANT REAL VALUE UNDERMEASURED BY NOMINAL ESTIMATIONS AND UNDERPRICED BY THE MARKET DUE TO DIFFICULTY OF TRANSFER.

IF POINTS ARE FAUCETED BY USER ACTIVITY, DILUTION OCCURS IN LINE WITH USER GROWTH; WHILE USER GROWTH INTRODUCES HIGHER GENUINE ENGAGEMENT.

WITH A WELL-MANAGED USER CULTURE, THE VALUE PROPOSITION WILL CROSS-OVER FROM ANY SERIOUS POINTS INCENTIVE TO THE BASIC VALUE PROVIDED BY PARTICIPATION IN THE NETWORK CULTURE.

EITHER WAY, THEY REMAIN REWARDED BY THEIR RETENTIVE ENGAGEMENT; BUT THE REWARD IS NOW IMMATERIAL-SOCIAL, SPIRITUAL.

THIS IS THE GROWTH STRATEGY; AND AS AN INCENTIVE IT RIDES A SCALE BASED ON TIME-VALUE OF MONEY OF INDIVIDUAL USERS, SLOWLY DESCENDING DOWN AN INCOME GRADIENT WHICH ALSO CAN BE PRESUMED TO TRACK INVERSELY TO USER CONTRIBUTION VALUE AND RECEPTIVE IMMATERIAL VALUE.

THUS, IN THE FINAL STAGES OF THE POINTS LIFECYCLE, THE CORE USERBASE REMAINS INVESTED IN THE NETWORK, WHICH IS A PROPOSITION OF MUCH DEEPER VALUE THAN ANY EARNED POINTS. THE BOOTSTRAP IS COMPLETE.

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