Hakuna Matata
$HKUN

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1. Introduction

The HakunaMatata Whitepaper is intended to give readers, with previous crypto expertise or not, a detailed explanation into our project vision, driving factors, project scope, and long-term roadmap to ensure widespread transparency and adoption of the $HKUN Token. It must be noted that the said Whitepaper serves as informational purpose only and does not signify nor constitute any financial advice on the founding team's part.

1.1 Who Are We?

Hakuna Matata is a Swahili phrase meaning "no worries". The goal behind $HKUN coin is to bridge the gap between charity and cryptocurrency to capitalize on an expanding market in order to expand charitable donations into underserved and unserved markets.

HakunaMatata $HKUN Token is a Binance Smart Chain built on the BEP-20 protocol. "BEP-20 is a token standard on Binance Smart Chain that extends ERC-20 and BEP-2 tokens, providing additional functionality that allows you to move your tokens between different blockchains and more" [1]. We have developed the token to build a widespread consensus on the coexistence of financial freedom and charitable drivers in a unique ecosystem that extends the traditional balances of cryptocurrencies.

1.2 Team Background

HakunaMatata's team is based on the diversity that the $HKUN Token resembles. Our team is from diverse communities and cultures from around the world. With the vast experience each team member possesses within the finance, engineering, and cryptocurrency world we are able to provide the highest quality in token protocol standards while ensuring long-term roadmaps to ensure continuous momentum, future expansions, and real-world use-case adoptions.

1.3 Our Motivation

The founding team came together after being burned and scammed by various coins present today within the market. HakunaMatata coin developers sensed a real market opportunity to fill the gaps present today within the cryptocurrency world, especially BSCbased coins in the sense of community embodiment, charity marketplace adoption, and capitalizing on the NFT momentum, all while achieving financial freedom for coin holders.

1.4 Our Mission

Our mission extends beyond simple financial gains and arithmetics related to price and market cap. We envision the HakunaMatata token as a leading facilitator for further embodiment of cryptocurrency through expanding the use-cases adopted, especially those related to charities and donations. The founding team plans to convert the token, along with the decision-making, into a community led token in the sense of adoption of the main motto and principle driving the coin: No Worries. Through such endeavor, the coin will truly be transferred into a fully-fledged decentralized network both in terms of support protocol and extended roadmap goals.

1.5 Confidentiality and Disclaimer

HakunaMatata $HKUN Token, Founders, physical and digital outlets, and Related Corporations ("Financial Party") are not a registered investment, legal or tax advisor or a broker/dealer. All investment/financial opinions expressed by the Financial Party are from the personal research and experience of the founders and respective team and are intended as educational material. Although best efforts are made to ensure that all information is accurate and up to date, occasionally unintended errors and misprints may occur.

Our content is intended to be used and must be used for informational purposes only. It is very important to do your own analysis before making any investment based on your own personal circumstances. You should take independent financial advice from a professional in connection with, or independently research and verify, any information that you can find on our physical and digital outlets and wish to rely upon, whether for the purpose of making an investment decision or otherwise.

Investment may lead to losing your investment, either partially or fully. An investor may get back less than the amount invested. Information on past performance, where given, is not necessarily a guide to future performance. The capital value of cryptoassets in the fund can fluctuate and the price of units can go down as well as up and is not guaranteed. The cryptoassets market is not regulated. The Financial Party does hold any liability whatsoever on any losses incurred due to investment in $HKUN Token or relying on information shared across the physical and digital outlets.

30% Cryptocurrency market expected CAGR from 2021 to 2026

2. Market Landscape

2.1 What is a Cryptocurrency?

Initially, the cryptocurrency term has been derived from "the encryption techniques which are used to secure the network" [2]. Cryptocurrencies are a form of digital assets which are based on a decentralized network which operates and is distributed over a dispersed number of nodes. The decentralized network stems from the blockchain technology which refers to organizational methods or protocols which control transactional data and ensure the integrity of said transactions. Although receiving various criticisms, cryptocurrencies have taken the world by storm and are paving a new financial medium which is proving to be pervasive, secure, and scalable.

2.2 Current Competitive Landscape

Given the unregulated nature of the cryptocurrency and emerging digital assets spectrum, transparency and trust replace the need for regulatory overusing and supervision. Being driven by the community and operating under the main motto of being for the community, our token will adopt a community-driven decision-making process to ensure that each holder has a vote in the collective expansion process. Current market landscape is experiencing rapid increase in coin offerings, thus paving the way for various scams and 'pump and dump' coins. The founding team has taken every step possible to ensure full transparency from the design process, to the launching process, and all the way towards continuous operation. Regular AMAs will be conducted and regular feedback will be collected. $HKUN's long-term goal will focus on the creation of an equitable ecosystem for charities to connect with investors in order to alleviate the speculative nature of the cryptocurrency world and enhance the adoption of cryptocurrencies as a safe asset and a trustable medium of exchange, one transaction at a time.

2.3 The Future of Cryptocurrency

Cryptocurrencies have been greatly affected by criticism, regulatory actions, and scoffing by either misinformed investors or by regulators who fear the fall of the sovereign control of the national currencies and economies thus hindering the progress of cryptocurrencies as an overall market. Criticisms have raised claiming that cryptocurrencies are a key driver in promoting illegal activities and that these coins pose investor risk due to exchange rate volatility and infrastructure vulnerabilities. However, as can be seen from current total market capitalization of the cryptocurrency market as a whole – $1.4 trillion dollars as of July 9th, 2021– little regard has been given to such impediments and the crypto currency has continued to take the world by storm, one transaction at a time.

Crypto Regulations by Country
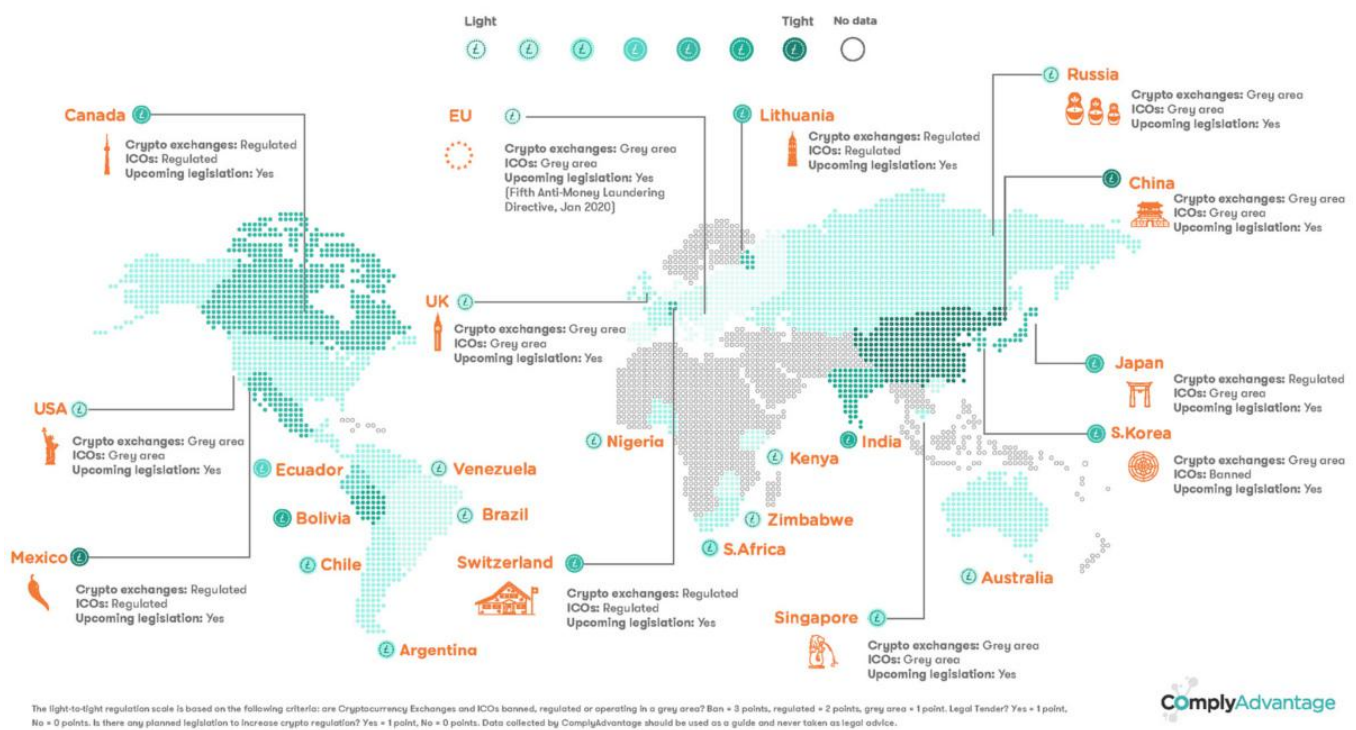How do different countries around the world approach crypto-regulations?

Canada
Crypto exchanges: Regulated
ICOs: Regulated
Upcoming legislation: Yes

EU
Crypto exchanges: Grey area
ICOs: Grey area
Upcoming legislation: Yes
(Fifth Anti-Money Laundering Directive, Jan 2020)

Lithuania
Crypto exchanges: Regulated
ICOs: Regulated
Upcoming legislation: Yes

Russia
Crypto exchanges: Grey area
ICOs: Grey area
Upcoming legislation: Yes

China
Crypto exchanges: Grey area
ICOs: Grey area
Upcoming legislation: Yes

UK
Crypto exchanges: Grey area
ICOs: Grey area
Upcoming legislation: Yes

USA
Crypto exchanges: Grey area
ICOs: Grey area
Upcoming legislation: Yes

Japan
Crypto exchanges: Regulated
ICOs: Grey area
Upcoming legislation: Yes

S.Korea
Crypto exchanges: Grey area
ICOs: Banned
Upcoming legislation: Yes

Ecuador **Venezuela** **Nigeria** **Kenya** **India**

Bolivia **Brazil** **Zimbabwe**

Chile **S.Africa** **Australia**

Mexico
Crypto exchanges: Regulated
ICOs: Regulated
Upcoming legislation: Yes

Switzerland
Crypto exchanges: Regulated
ICOs: Regulated
Upcoming legislation: Yes

Singapore
Crypto exchanges: Grey area
ICOs: Grey area
Upcoming legislation: Yes

Argentina

The light-to-tight regulation scale is based on the following criteria: are Cryptocurrency Exchanges and ICOs banned, regulated or operating in a grey area? Ban = 3 points, regulated = 2 points, grey area = 1 point. Legal Tender? Yes = 1 point, No = 0 points. Is there any planned legislation to increase crypto regulation? Yes = 1 point, No = 0 points. Data collected by ComplyAdvantage should be used as a guide and never taken as legal advice.

ComplyAdvantage

Figure 1. Cryptocurrency Regulations by Country Map - October 2019 [3]

2.4 Where does $HKUN Fit in?

With the surge of altcoins, memecoins, and 'shitcoins' (a term used to describe low value tokens with no use cases), the founding team has found great potential to benefit from the market momentum to unleash a new concept in regards to the operation side of things specifically. As mentioned earlier, the founding team plans to move the operation of the token into a community driven consensus based to ensure adaptability and scalability of the token roadmap. It should also be noted that the previous dominance of Bitcoin on the cryptocurrency market is slowly being renounced, opening the gates for the emergence of new coins, more advanced blockchains, and innovative real world use-cases.
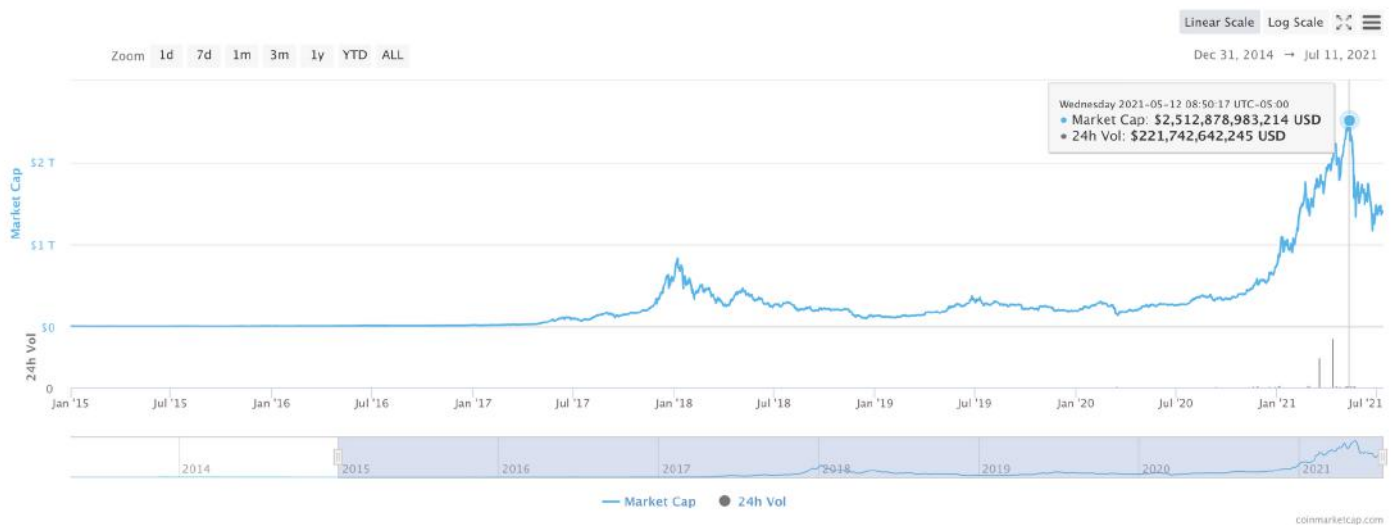
The above graph shows the total market cap of all cryptoassets, including stablecoins and tokens.

Figure 2. Dominance of Leading Cryptocurrencies Chart - April 2013 to May 2021 [4]

3. HakunaMatata $HKUN Project

3.1 What is DeFi?

DeFi, or decentralized finance, is a movement to create and establish a new financial ecosystem that is open for everyone and does not involve or require trusting intermediaries, such as banks. DeFi relies on cryptography, blockchains, and smart contracts. Smart contracts are the main building blocks on DeFi, whereby smart contracts are self-executing contracts with the terms of the contract between buyer and seller directly written into lines of code. Currently, most if not all DeFi projects are built on Ethereum protocol. $HKUN is based on the Binance Smart Chain (BSC) BEP-20 protocol which extends on the ERC-20 standard. The DeFi ecosystem improves on current banking systems and financial ecosystems to create a permission-less buyer to seller and lender to borrower transactions. DeFi is superior in the sense that the protocol is open, cheaper to transact within, built on novel foundations, and is resistant to censorship.

3.2 Why Invest in $HKUN?

$HKUN is a Binance Smart Chain based crypto asset marketplace, where buyers and sellers meet to transact based on long-term speculative and value views. The unique advantage $HKUN offers is combining investing with altruism and charitable causes. $HKUN believes that investment and charity can be merged into one medium to ensure the prosperity of one's own wealth while benefiting the community and reflecting on the wellness of society positively. $HKUN offers all token holders a 5% BUSD reward whenever someone buys and 8% BUSD reward whenever someone sells, thus, making sure our investors grow their investment in both directions. We are also implementing a Manual Buyback Feature which would serve as a Safety Net used to manually pump the coin back to its support levels when down or initiate a pump when good news are out in order to keep investor's money safe and growing.

Through dedicating a fixed initial supply pool for donations on one hand and continuously feeding the pool from the daily volume of transactions and the interactions of buyers and sellers, HakunaMatata will be capable of targeting a myriad of charitable causes and organizations around the world, especially within underserved and unserved markets, ranging from combating world hunger, saving endangered animals, building schools and hospitals, and significantly more. Adopt the HakunaMatata Way, to capitalize on a 'no worries' journey to achieve financial freedom, enhance society donations, and reflect positively on the community as a whole

3.3 Unmatched Project Features

- Trust and transparency at the core of $HKUN Token design and activities to encourage long-term hold from early investors and attract investment from newcomers. The founding team will hold regular meetings, frequent AMAs, and several polls to ensure that the community is participating in the decision-making process paving the way for a fully decentralized and community-based operation.

- Centered around charitable causes as a pivot point to ensure that all $HKUN activities fall under the charity umbrella and maximize donations. The founding team is adamant to include a wide array of charities targeted, with a tilt towards less-known and underfunded charities both in terms of recognition and the charity use-case being supported.

- Capital and passive gains through long-term holding based on coin structure and diversification into real world use cases in an effort to alleviate speculative nature and widen the user-base holding the token. All of our actions ensure that none of the investor types are preferred and all are treated equally while preserving financial gains for all parties.

- Community driven as key decisions will be made based on community consensus, following the "no worries" protocol in order to ensure that the community as a whole gains a sense of trust in the long-term plans of the project through gearing major decisions in the path that benefits the community, as a whole, the most.

- Experienced co-founders with diverse backgrounds offering clear roadmaps and expansion plans to achieve milestones (e.g. listings, NFT marketplace) guarantee fast actions and timely responses in an ever-changing fast-paced market.

- Combination of Static Rewards, Burn Rates, and LP Feedback build on advanced Tokenomics ensuring coin and wallets' sustainability and encouragement to long term holding thus lessening the effects and the occurrences of pump-and-dump scenarios by major holders or automated scripts.

3.4 Core Values

$HKUN is a Binance Smart Chain based cryptoasset marketplace, where buyers and sellers meet to transact based on long-term speculative and value views. The unique advantage $HKUN offers is combining investing with altruism and charitable causes. $HKUN believes that investment and charity can be merged into one medium to ensure the prosperity of one's own wealth while benefiting the community and reflecting on the wellness of society positively. [*Figure 3. HakunaMatata Core Values Cycle Diagram*]

- **Integrity**: The founding team is committed to the highest standard of transparency and trust to ensure that maximum clarity on the project scope, operation, and longevity is communicated with the communicated in clear, concise, and regular manner.
- **Unity**: To grow as a token is to grow as a team, as one community. Here within the HakunaMatata family, we believe that all team members are operating under one goal and one ambition. Such presumption ensures that $HKUN is by the people and for the people.
- **Charity**: Built within the essence of $HKUN Token and its development, charity donations form the building block that the token is built on and continues to grow on. Equitable donations targeting the underserved and unserved communities, charities, use cases, and areas are key to play an integral role in improving the community and the society as a whole.
- **Resilience**: As any financial instrument, especially within the cryptocurrency world, the sustainability of the token along with the token price is key to preserve the longevity and continuity of the token, which reflects positively on the community through increased donations. Such assumptions imply that the road will be bumpy but as a team we will stay resilient and ensure long-term holding is encouraged and rewarded.

3.5 Long-Term Adoption and Use-Cases

The end goal for $HKUN is to transform into a real-world utility operating under a real-world use case to ensure adoption of the token. To achieve this, the founding team along with the community will design, execute, and operate two main use cases. The first is a charity NFT Marketplace that extends traditional NFT launchpads and incorporates the seller's discretion into donating a certain percentage of seller proceeds directly to charities. The second use case is a cryptocurrency charity ecosystem which extended crowdfunding methods towards cryptocurrencies with a special concentration on the $HKUN token, as the central medium of change.

3.5.1 Music and Arts NFT Marketplace

Non Fungible tokens prove ownership of a digital item – image, sound file or text – in the same way that people own crypto coins. Unlike other crypto coins, which are identical and worth the same, NFTs are unique. HakunaMatata's NFT Launchpad will pave the road towards a fully-fledged NFT Marketplace which will bring together artists, creators and crypto enthusiasts from around the world.

The HakunaMatata $HKUN NFT Launchpad is a platform exchange to be built on the premise of promoting the $HKUN token, community, and core values whereby the ecosystem will facilitate the tokenization of the digital assets. Such tokenization ensures that the $HKUN token can sustain whipsaws in process through increased volumes, widespread adoption, and use-case implementation all while benefiting the society heavily through material donations on one hand, and participating in the digitization and the decentralization of the world of finance as we know it, on the other hand. $HKUN will capitalize on the widespread popularity of digital arts to bring a wider audience and traffic into the marketplace.

What differentiates $HKUN's NFT Marketplace will revolve around the feedback into charity donations, future partnership, in cooperation with a renowned Music & Arts marketplace, whereby each NFT artist/seller will set a certain percentage of proceeds to be given directly to charities or put within an overarching donations pool. Buyers and crypto investors can rank NFTs by means of price, charity donations percentage, charity donations value, and other filters to maximize the long-term value and charitable impact of such investments and transactions.

3.5.2 Charity Crowdfunding Ecosystem

Transitioning from the traditional token use cases, HakunaMatata team will develop a Donations Ecosystem Platform to act as a bridge connecting investors, traders, donators, with charities who require funding. The concept originates from already existent crowdfunding efforts; the founding team has decided to expand such efforts through adopting the cryptocurrency direct donations methodology on one hand and ensure only charity-funding is included to maximize the benefit attained but the charities worldwide.

The platform will outline various details in regards to each charity to enable filtering of charities (e.g. funding requirements, projects requiring funding, roadmaps). $HKUN facilitates the ecosystem through embodying multiple units of exchange, with a special focus on $HKUN Token itself as the main medium of exchange (i.e. swapping currency). Integrations with payment gateways will be implemented through global partners to facilitate the operation of the ecosystem while maximizing the channels, value, and diversity of donations. With the help of our dedicated community, our charitable deployments will follow an ever-rising trend. Charities can benefit and get more donations by embedding our optimized donation form into their donations platform for ease of use, accuracy of results, and increase in donations collected, all made possible through $HKUN.

4. $HKUN Tokenomics

4.1 Presale, Whitelist, & Pancakeswap Launch Statistics

Whitelist Date: 13 September 2021
Whitelist Hard Cap: 2000 BNB with 2 BNB Maximum contribution and 0.1 BNB Minimum contribution
Whitelist Price: 1BNB=1,107,100 $HKUN
Presale Date: 15 September 2021
Presale Hard Cap: 500BNB + whatever is left in Whitelist
Presale Price: 1BNB=1,012,500 $HKUN
Pancakeswap Date: 15 September 2021
Pancakeswap Price: 1BNB=1,000,000 $HKUN
Token Tracker: $HKUN
Whitelist Medium: -----
Presale Medium: DxSale
Exchange Medium: PancakeSwap V2
Project Protocol: BEP-20

DxSale is a platform that caters to all crypto users and investors, regardless of their technical acumen, to accelerate and accurately manage their venture into crypto. With each crowd-sale completion, locking, liquidity & listing to a DEX are done through automation to provide assurance and reliability to investors.

PancakeSwap is a Binance Smart Chain-based Decentralized Exchange (DEX) for swapping BEP-20 tokens as a means to introduce traditional monetary units through the BNB tokens as an intermediary token. Acting as a facilitator for transacting with $HKUN Tokens through the IDO launch and until the adopting of renowned exchanges, PancakeSwap will act as the main exchange in the short-term to offer a pragmatic solution for ease of transactions over the V2 liquidity protocols.

4.2 Token Distribution

We have adopted a state-of-the-art token distribution to ensure holding encouragement through reward, feedback into liquidity for sustainability, and refinancing pools for charity and marketing to boost scalability.

- **Whitelist Allocation & Presale Pool**: 200 Million tokens will be allocated to the whitelist and presale. Whatever is left in the whitelist rounds will be used for the presale to ensure that demand is met and sufficient coins can be handed out.

- **PCS Liquidity Pool**: At 100 Million, the PCS Liquidity Pool ensures that sufficient tokens are present after finalising presale through PancakeSwap to feed the high demand expected and to alleviate demand-pressure on the overall liquidity pool. The liquidity pool will be locked completely for 1 year from the presale date.

- **Burn Pool**: As per the competitive landscape and the benchmarking performed by the research team, it was concluded that 150 Mn is a healthy figure to spread over the project mid-term. The burn events will be tied to two main factors, the first being certain milestones set in cooperation with the community (e.g. number of holders, market cap, price points). The second factor that comes into play is to alleviate downward price pressures whereby burning the coin sets a price floor that prices cannot dive into.

- **Charity Pool**: Being the biggest non-fundamental pool, the Charity Pool serves the main purpose of the HakunaMatata project, whereby a small number of coins is regularly sold into the PCS liquidity to fund the donations, which serves to better and improve the community as a whole at 50 Mn coins. The Charity Pool will be fed through the transaction taxation fee, specifically the Charity Donations Fee, to guarantee continuity of donations and charitable focus given the high market-cap estimated to be achieved by that period.

4.2 Token Distribution (continued)

- Marketing Pool: Within the fast-paced industry, the emergence and near saturation of altcoins and memecoins, marketing and proper communication is integral to achieve widespread adoption of the coin towards long-term holding. At 50 Million coins, the founding team, the project as a whole, and the supporting community will have sufficient marketing funds to promote the token and the charitable essence behind it. Similarly, to the Charity pool, the pool is fully locked for 1 week and then 25% is unlocked at regular intervals over a period of 4 weeks. After the 4 weeks mark, the Marketing Pool will be fed through the transaction taxation fee, specifically the Marketing & BD Fee, to guarantee continuity of marketing campaigns that target new investors and reassure older investors towards the future prospects.

- Airdrop Pool: Since HakunaMatata is performing a relaunch, 350 Million Tokens will be allocated to give the old holders their tokens back 1 minute prior to the liquidity drain. The team has a copy of everyone's token count before the drain and will be using this as a guide to airdrop on all addresses, which will now be receiving 1 Mn new token per 1 Bn old token due to redenomination of going from 1 quadrillion to 1 Million total supply.

- Token Backup: 100 Mn Tokens will be reserved to provide as a buffer to solve any possible problems encountered, if ever there will be, during the airdrop process. 50% of this allocation will be open at launch and 25% will be unlocked every week right after. The tokens left after solving the possible problems will be added to the existing burn milestones to reward both old and new holders

Chart 1. Token Distribution
(Bn Coins)
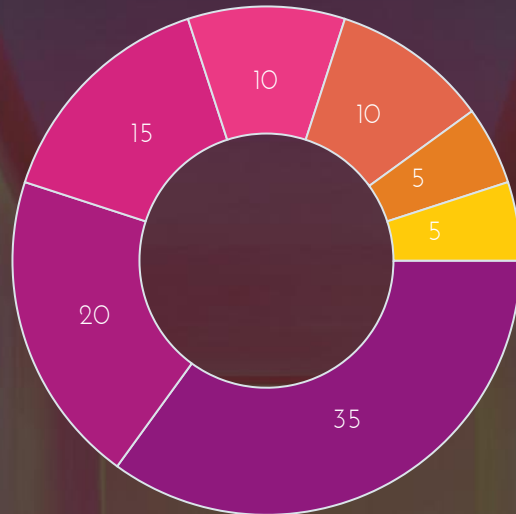
■ Airdrop for Old Holders	35%	■ Presale & Whitelist	20%
■ Burn Wallet	15%	■ Pancakeswap	10%
■ Reserve Coin	10%	■ Marketing	5%
■ Charity	5%		

4.3. Four Pillar Approach

Earn: Through aggressive redistribution fee, $HKUN offers the BUSD redistribution percentage at 5% on buys and 8% on sells. This stable coin rewards the holders who are not worried by volatility in the crypto market. It also encourages holding for investors by rewarding them with an extra 3% BUSD reward when someone sells.

Burn: Burn fee from all transactions sits at 4%. The goal behind implementing the 4% burn fee is to impose a price floor that is increased over time as the cumulative volume traded increases. This in fact rewards longterm holders and tilts the balance towards the Demand over the Supply leading towards an appreciation of $HKUN price through sending the coins to the "eater address" publicly visible to the public where the tokens are not accessible forever.

Give: By the community, for the community. This is the main goal of our project is to help lead an ecosystem that reflects positively on the society as a whole. Implementing a 1% charity transaction fee yields material amount of tokens to be traded, sold into the liquidity, and donated to community-driven charities through either active donations (e.g. WFP, WWF, SNAP) or through passive donations (e.g. building schools, building hospitals, donating machinery to farmers, job creation).

Grow: Being a community driven coin, HakunaMatata puts business development and marketing at its core activities to ensure that momentum is maintained, partnerships are achieved, and global campaigns are held. $HKUN has implemented a 2% marketing and business development fee to feed the pool in order to drive momentum, achieve price appreciation, cover management fees, cover expansion fees, and attract new investors.

4.3 Tokenomics Semantics

Tax of **15%** will be imposed on every **buy transaction and 18%** on every **sell transaction** which rewards the holders more despite downward price movement.

Buy transactions will be taxed 15% out of the total number of tokens transacted to promote long-term holding and alleviate speculative trading that negatively affect long-term investing and disrupt the normal functioning of the token dynamics. The total fee is set at 15% to promote deflationary token structure and reward token holders. Adoption of a static reward structure relieves some of the downward sell pressure put on the token resulting from token farming and 'whales' control over the price fluctuations.

- **Sell transactions** will have an extra 3% tax making it a total of 18% to prevent people from selling. The 3% extra tax will be added to the BUSD rewards received by every investor.

- **BUSD Rewards**: Positioned at 5% of transaction volume, the redistribution fee rewards token holders directly through a pro-rata distribution based on the tokens held out of the total available supply. Additional 3% rewards will come from all Sell transactions making it a total of 8% BUSD reward on every sale, rewarding holders more despite downward price movement.

- **PCS LP Feedback**: The LP feedback pool works as an inhibitor of liquidity depletion caused by panic selling, whales control, or price manipulation through continuously feeding the liquidity pool by a 3% transaction fee. Half of the PCS LP Feedback fee collected in the PCS Liquidity Pool is sold into BNB, whereby the BNB is married up with the remaining half of the fees collected at non-equally spaced intervals. Once the total token liquidity is 20% of the market cap, the fee on LP feedback will be set at 2% and the extra 1% will be added to the marketing.

- **Burn Pool Fee**: The Burn Pool Fee at 4% serves the purpose of further deflationary pressure on the token supply. Burn Pool Fee is automatically burned and removed from circulating supply.

- **Charity Donations Fee**: At 1% Charity Donations Fee, the founding team is guaranteed secured funds to feed the charities targeted and ensure continuous and regular donations are handed out to feed into underserved and unserved charity use cases.

4.3 Tokenomics Semantics (continued)

- **Marketing & Business Development Fee**: Finally, at 2%, the marketing and business development fee is crucial to ensure the longevity of the project, and to fund expansions into NFT marketplaces, developing proprietary in-house exchange, and enrolling in aggressive marketing to maintain price momentum.

- **Buyback Feature**: Since we have locked tokens for the burn, charity, and marketing which would be receiving BUSD rewards as well for every transaction, these BUSD will be used to feed the Buyback Wallet which is manually triggered to support the token's last support levels or initiate timed pumping.

$HKUN Tokenomics Semantics
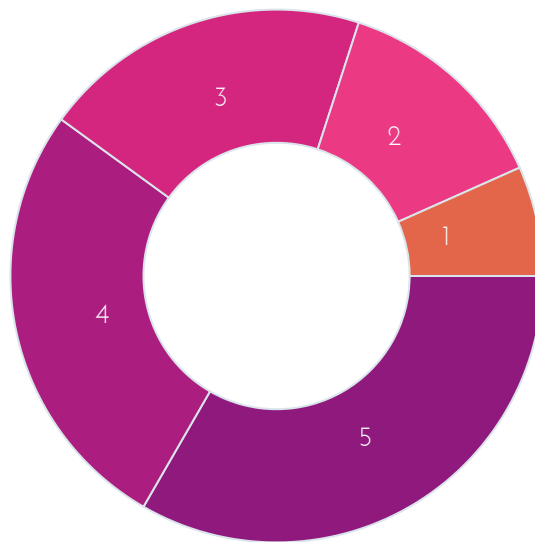
■ BUSD +3% on Sells - 5		■ Burn	4
■ Liquidity Pool	3	■ Marketing	2
■ Charity	1		

24t

Quarterly crypto trading volume in USD as per Coinmarketcap

5. Charity Focus

It is first important to note that a charitable purpose is one designed to benefit, ameliorate, or uplift mankind mentally, morally, or physically. The relief of poverty, the improvement of government, and the advancement of community pillars (e.g., education, and health) are adamant focal points to build an exhaustive charity focus central foundation in the long run, through building a self-funding ecosystem that grows the funding capabilities all whilst growing the value of the token under study.

5.1 Why Cryptocurrency for Charity?

Charity is an integral part of the societal interaction and operational cycle and therefore meant to be done by and for public benefit, relief and to provide assistance to people and communities at times of need in any part of the world, without prejudice and discrimination. Donations target, but are not limited to, individuals and communities who are the victims of war, natural disaster, catastrophe, hunger, disease, poverty, or orphans by supplying them with food, shelter, medical aid, and other fundamental needs.

Cryptocurrency falls right into the charity ecosystem and improves on its traditional means to reach the ultimate goal of any ecosystem, more donations for a wider array of individuals, communities, and charities.

- Cryptocurrencies provide a blockchain-ledger based network which is public and transparent, coupled with its swift and effectivity, leading to more cost-effective payment systems for charities away from intermediary oversight and intervention.
- Similar to any expanded market, charities need to tap into holders of fiat, gold, cryptocurrency, or any other form of assets that would reflect positively on donations. This is why it is critical for widespread adoption of cryptocurrencies by charities to ensure the introduction of a ~2 Tn USD market cap asset type into the scope of possible donations sources.
- Although non-critical applications are present, security is a key differentiator to ensure the security of funds being transferred. Cryptocurrencies are become more secure by the day and provide the necessary infrastructure to ensure secure storage and efficient dispute resolution.
- Several donors prefer anonymity which they lack in traditional means of fund exchange given the need of an intermediary. Encouraging and adopting anonymity expands the donor base whereby the accountability is only performed on the public ledger level but need not be on the personal identification level.
- Klein notes: "For the many philanthropists who wish to remain anonymous, this may prove to be a significant benefit. In the traditional model for charities, such donors would have to place trust in the organization to keep their identity secret. For anyone who might pause to donate at this thought, contributing with crypto may help to put their mind at ease."
- Finally, cryptocurrencies enhance international fund transfer and appeal to tech savvy and wealthy demographics thus in turn widening the scope of fund sources and reflecting positive on the charity impacts as a whole.

5.2 $HKUN Dedicated Charity Pool

- Given the arguments stated above, it was a clear choice for the HakunaMatata founding team to initiate a dedicated Charity Pool that is constantly fed from the Charity Donations Fee directly from $HKUN Transactions. Such Tokenomics and semantics allow the HakunaMatata coin to transfer into the leading charity cryptocurrency coin allowing for further innovations within the field, which have the essence of charity deep rooted into the foundations of the technology.

- The HakunaMatata founding team will focus the efforts in building two proprietary real world cases which are focused on charities, which are namely the Charity NFT Marketplace and the Charity Crowdfunding Ecosystem. What differentiates $HKUN's NFT Marketplace will revolve around the feedback into charity donations whereby each NFT artist/seller will set a certain percentage of proceeds to be given directly to charities or put within an overarching donations pool. Such a marketplace will enable healthy competition and ranking to promote new innovative mechanisms to push the digital world and 'new currencies' to adopt charity-forward visions from the start, without sacrificing the blockchain technology foundations.

- Additionally, $HKUN's Charity Crowdfunding Ecosystem will act as an extra layer of donation maximization whereby the founding team will expand adoption of cryptocurrency mediums to enhance charitable donations. The crowdfunding ecosystem will build on the advantages of cryptocurrencies on one hand and the robustness and widespread adoption of the $HKUN Token. The $HKUN Token will serve as the central unit of exchange to reward $HKUN holders and reflect positively on charities, either directly through donations or indirectly through growing the HakunaMatata project which in turns feedback into more charitable work and innovations.

5.3. Charities Targeted

Given that HakunaMatata is a community-based token in terms of decision making, charities targeted will incorporate a community collective efforts to ensure that a diverse group of charities can and are targeted away from prejudice and unconscious charity exclusions that are part of human nature. Only in that way can HakunaMatata become a real leader in the cryptocurrency charity mandate through standing by the motto "No Worries", and this applies to the token transparency, token dynamics, community trust, and charitable objectives. To mention a few of the charities already contacted and that are to be contacted, below is a list of the nature or charitable focus that will be adopted initially. With a special focus on disaster relief, our Charity Pool is to act as a first responder to aid relief groups and alleviate disaster impact.

- United Nations World Food Programme
- Action Against Hunger
- Global Health and Development Fund
- GiveWell (Maximum Impact Fund)
- India Development and Relief Fund
- Charity Water US & UK
- ICRC International Committee of Red Cross
- Human Relief Foundation
- Goodwill Caravan UK
- Wild Animal Initiative
- Clean Air Task Force

6. NFT Gaming with Play-to-Earn(P2E)

Hakuna Matata aims to create an NFT Game where investors can use our native token to participate in a Play 2 Earn(P2E) Gaming Feature. This will create another avenue for our holders to earn tokens other than the Reflections and BUSD reward that any holder currently enjoys.

The integration of our NFT Game will have 2 Phases. The 1st phase will include a simple mini-game feature that can be played on a DApp browser which can become available in a month or less after launching while on the 2nd Phase, a fully developed game will be created by a group of game developers and will be available in 3 months or earlier

Glossary

- **Address**: string of characters that represents a wallet that can send and receive cryptocurrency
- **Altcoin**: any cryptocurrency that is not Bitcoin — an alternative digital currency.
- **BEP-20**: token standard on Binance Smart Chain that extends ERC-20, the most common Ethereum token standard.
- **Cryptocurrency**: digital currencies that use cryptographic technologies to secure their operation
- **Cryptography**: A field of study and practice to secure information, preventing third parties from reading information to which they are not privy
- **Decentralized Exchange (DEX)**: A decentralized exchange (DEX) is a financial ecosystem for transacting digital assets. Through the DEX, users transact directly and peer-to-peer on the blockchain without a centralized intermediary, thus the decentralization Decentralized Finance (DeFi): Platform or ecosystem composed of financial applications blocks that offer peer-to-peer financial services and technologies. DeFi exchanges, loans, investments, and tokens are significantly more transparent, permissionless, trustless, and interoperable than traditional financial services
- **ERC-20**: common set of criteria and technical specifications an Ethereum token must follow to function optimally and interoperable on the Ethereum blockchain
- **Ethereum**: decentralized, blockchain-based global supercomputer to serve as the foundation for an ecosystem of interoperable, decentralized applications (dApps) powered by token economies and automated smart contracts
- **Ethereum 2.0**: significant set of updates to the Ethereum blockchain intended to vastly improve its scalability and broader utility
- **Exchange**: organized marketplace in which financial assets or instruments are transacted **Hardcap**: For an initial coin offering (ICO), it refers to the upper limit of the tokens that are to be sold
- **Hashing**: process of generating a fixed-size output from an input of variable size
- **HODL**: expression used within the cryptocurrency world for investors that refuse to sell even in bear markets. HODL was later retrofitted to be an acronym (backronym) for "Hold on for Dear Life" and refers to not selling, even during strong market volatility and poor market performance

Glossary

- **Liquidity**: properties of an asset that defines how easy it is to convert a cryptocurrency to another fiat currency, without causing a huge market price disruption
- **Listing**: passing certain set of financial and legal regulatory procedures, whereby the exchange provides trading pairs for the financial asset
- **Node**: communication point within the network of blockchain
- **Non-Fungible Token (NFT)**: a type of cryptographic token that represents a unique asset. NFTs are tokenized versions of digital or real-world assets. They function as verifiable proofs of authenticity and ownership within a blockchain network. NFTs are not interchangeable with each other and introduce scarcity to the digital world
- **Private Key**: a certain key phrase or number which allows users to sign transactions and to generate receiving addresses
- **Smart Contract**: a piece of computer software that is designed as an automated self enforcing contract, which means it triggers certain action after predetermined conditions are met

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