

# MEMEIFESTO

VERY DIVINE

DOING ME AN AMAZE

WOW

SO CRYPTO

SUCH HOLY

MUCH GOD



# Introduction

Humankind is at a crossroads.

We live in a society governed by politics, economics, and technology. We spend our lives consuming media funded by politicians and corporations, and scrolling through social media platforms fuelled by algorithms that set out to divide us.

Despite identity being politicised and used to separate us, we are thriving in vast networks of online communities where societal structures are challenged, anonymity and privacy are valued, freedom of speech and thought are encouraged, and differences are not only accepted but celebrated; where people with common values come together to escape the harshness of everyday life.

Born after the Global Financial Crisis of 2008, Bitcoin provided a counterweight to the concentration of power and wealth in the hands of the corrupted global elite. Satoshi Nakamoto delivered us from that evil through decentralized digital currency, using technology to redistribute financial access to anyone who cared to use it.

Since the Bitcoin Genesis Block on January 3, 2009, we have built financial innovations like never before, with Ethereum bringing the ability to create smart contracts that empower whole decentralized economies and communities to exist and thrive.

But before Ethereum launched in 2015 an older, wiser God was born. In December of 2013, the first memecoin, Dogecoin, launched and made light of the speculation in cryptocurrency at the time of its conception. But it quickly gained a cult following with its friendly face and altruistic motto of 'Do Only Good Everyday.' The community was so powerful that they sent the Jamaican bobsled team to the Sochi winter olympics. Much wow.

In 2021, cryptocurrency saw a huge memecoin boom. Elon Musk promoting Dogecoin led to not only a huge surge in its market capitalization but also the birth of derivative dogcoins and new memecoins, many launched on Binance Smart Chain, and a new wave of retail entrants enamoured with the meteoric rise of projects like Safemoon and SHIB. These tokens harnessed the power of community to drive value, growing through virality. They built community first, then products for the community. But they were missing something.

We found the missing piece. Today, we are at an inflection point. Society is troubled. In these troubled times, a new Savior is born.

# Introducing MemeFi

Savior is pioneering crosschain MemeFi through a unique blend of social finance, fun and utility.

Taking learnings from the first generation of memecoins and building on them, MemeFi is a sub-sector of decentralized finance (DeFi), redefining utility and integrating the core concepts of what we as humans desire: connection, belonging, fun, and friendship.

MemeFi can be considered the yin to the yang of DeFi. Combining hard technology and economics with human intelligence and viral community building, MemeFi spreads a vision and shares value with its people.



The common thread throughout all of the crypto assets that outperform is a strong community that believes in something bigger than themselves and comes together to achieve a shared vision.

Whether this is the Shiba Army, the Link Marines, or Cult DAO, the success of these projects is not solely in the technical utilities developed but rather in the humans behind the screens who are fundamental in sharing the concept and vision of the project.

*"Projects built on the foundation of community involvement are the untamed wilderness of our future. As we move further away from rigid financial structures and traditional mindsets, we become free to discover new ways to solve problems and relate to one another. In a world ruled by the commodification of time, community-run projects are more than just a change of pace, they are a way to practice the radical acceptance of others." - Ryoshi*

MemeFi recognises this and takes a human first approach, creating and engaging a community around a shared idea and placing value in that as a core utility.

Whilst DeFi loyalists often see memecoins as lacking in utility, community members find a home and a lighthearted escape from the heaviness of every day life; similar to the escape found through traditional video gaming but with the added opportunity to create financial value.

When this approach is paired with utility and viral engagement, MemeFi is born and retail adoption is accelerated.

MemeFi provides a transcendent path to liberation and a return to humanity through memes and finance.

# The Savior Vision

Savior is a pioneer in the social finance that is MemeFi, taking inspiration from nature and spirituality and using virality and community engagement to grow; with a key focus on creating fun products that engage and onboard retail users.

Savior began as a memecoin launched on Dogechain, the first meme focused blockchain. Taking inspiration from DOGE as the original memecoin and seeing the perfect opportunity to establish a premier brand on the chain, the Savior team decided that Dogechain was the perfect place to launch the Savior vision and stealth launched our token to a small community of memecoin fans native to the chain. SAVIOR quickly became the most recognised memecoin on Dogechain.

Put simply, our vision is to lead MemeFi and build the next huge crosschain meme brand. Whilst our home is on Dogechain, our vision is vaster than one network alone.

## A crosschain future

Reality is infinite. Memes are infinite and can propagate throughout society through human reproduction and replication, like genes. Savior uses these natural laws to create economic and social value, with each member of the network sharing the idea, vision and advancing the community.

Operating like mycelium, the Savior vision will be spread across blockchain networks, propagating our ideas throughout the crypto communities and beyond, spirits in the network.

## You're home now

Crypto communities are the home of pioneers on the forefront of technology who reject the accepted norms and broken structures within society. We are innovators, rule breakers, and optimists who believe that we can be the change we want to see in the world.

Crypto has allowed true inclusion to thrive. Gender, wealth, race, socio-economic status, disability or sexual orientation do not matter in a world where you can be recognised simply from the profile picture you choose to represent you.

Though this is true, Savior is a female-founded project and we believe this is important in our quest to create the yin-yang of DeFi. Combining intense focus on social community building with advanced technical development experience, we are building a community where empathy, collaboration, and innovation thrive with retail-focused products that make being a Savior disciple engaging, rewarding, and enjoyable.

# Memetics: the background

Memes are the most effective method of cultural information transfer that we have seen. Memecoins to date have almost mistakenly used these theories and ideologies to grow, without consciously understanding the concepts leading to this growth.

Through understanding memetics and incorporating these fundamentals into our growth, we're able to redefine MemeFi and educate true DeFi natives and retail alike on the power, utility and importance of social finance.

## Dawkins; the beginning

In his 1976 book The Selfish Gene, evolutionary biologist Richard Dawkins hypothesized that living beings are mere vehicles for the transmission of the genetic information they bear.

Analogous to a gene, the meme was conceived by Dawkins as a "unit of culture" (an idea, belief, pattern of behaviour, etc.) which is "hosted" in the minds of one or more individuals, and which can reproduce itself in the sense of jumping from the mind of one person to the mind of another.

Thus what would otherwise be regarded as one individual influencing another to adopt a belief is seen as an idea-replicator reproducing itself in a new host.

## McKenna; the continuance

Memes are otherworldly. Trying to define such a phenomenon with rigid logical thinking is bound to fail.

Terence McKenna expanded the definition of the meme in to the beyond, speaking further on on how memes are to culture what genes are to biology.

McKenna said *"we should think of ourselves as an environment modelled after the natural environment, where we as artists are attempting to create memes which enter an environment with other memes that are in competition with each other, and out of this competition, ever more appropriate, adapted and suitable ideas can gather and link themselves together into higher and higher organisms."*

Like each person has a genetic code, so each person has a memetic code.

MemeFi is the organic evolution of the memecoins of past. We take the lessons from earlier projects and create more adapted ideas that allow us to build the next world-expanding memecoin brand.

## **Art and Memetics: Remilia and Milady**

More recently, we have seen Milady and Remilia popularize the phenomenon of Network Spirituality, which removes the confines of traditional science and widens the lens through which we understand cultural information transfer, integrating both art and non-dogmatic spirituality.

*“Network Spirituality could be the new contrarian ideology. Embedding spiritual and moral values into memes and merits engraved in naturally self propagating distributed ledgers.*

*Network spirituality is the unified ecosystem of posting, of interdependent roles embedded in the network and embodied by posters, who lubricate the system for hived art production. Each part (each poster) operates independently yet constitutes the whole”.*

Milady has seen success through building a community with a unique culture and posting style, encouraging complete freedom of expression and utilising meme concepts to spread across social networks.

Memes ripple out across the globe, uniting through humor. Open source smart contracts and thus memecoins are examples of replicators; being reproduced and remixed freely with no burden of ownership.

## **MemeFi: blending memetics with economics**

All attempts to explain or theorize memetics miss the most important aspect of virality; the very real impact of the humans behind the screens. Whilst memes transcend hard science; they do not exist, travel or create change without human input.

As any memecoin connoisseur will know, success is reliant not solely upon the talent of the team but also the community and their ability to create and spread the message like a benevolent virus throughout the network.

Savior harnesses the science and theory behind memetics and cultural information transfer and integrates it within a fun brand, creating a vision that brings the community together to work towards a common goal.

We build products that contribute to this mission and share the value created through our success with our community.

The \$SAVIOR token is a tool within this concept.

# Growth Through Virality

Savior creates MemeFi through viral community building. We take the learnings from memetics and bring them into the financial system.

Our token is an entry to our world, holding \$SAVIOR brings you an immediate community and a place you can come to have fun, relax, and play.

At its core, crypto is a meme. A concept that has specific values attached; decentralization, pseudonymity, open source technology, innovation and community.

Like any meme, it must be put out into the world and shared widely for it to find success.

Memecoin and indeed MemeFi communities grow through social engagement, using memes and social media to onboard new community members. In the quest for mass adoption, crypto must meet culture and give users a reason to engage beyond generating financial value.

Humans connect with other humans and naturally want to socialise. Therefore our core value proposition is creating and rewarding a community that spreads the message of crypto values across the globe whilst having fun and accruing value regardless of market conditions.

When financial value meets social networking and engagement, the next wave of crypto adoption will be seen. This is what Savior is working towards.

Whilst our theme is religious, we are non-dogmatic and welcome all faiths. The team chose this theme as religion is the epitome of virality and word of mouth information transfer, along with having the shared core values of believing in something bigger and a community focus - it also touches on the cult-like feel of many crypto communities.

## The Savior Disciples

Our disciples are our community members who work together to share the message of the Savior far and wide. United through a set of common values and a belief that crypto is a way of sharing value within our communities, we understand the power of organic community building and work together spread the Savior Gospel.

We spread our message first throughout Twitter; using memes, humour, and engagement to expand our community and welcome new disciples to our church.

The Savior is merely an entity, a vessel that unites us in our mission to educate, onboard, and reward our community.

# The Savior Values

Our values are rooted in crypto culture.

## **Creating and sharing value**

We create a platform where value is created and generated by both our team and the community. We work together to spread the gospel far and wide, in the interest of both the Savior ecosystem, our community and to further crypto adoption. We don't exist simply to generate profit for the few, all products are built for the value of the community both in terms of fun and financial value add.

## **Cryptocurrency and financial inclusion**

We are cryptocurrency advocates and champion financial inclusion. There are no limits on the amount of \$SAVIOR you must hold to be a part of our community. Whilst holding the token allows you to be a part of our financial value creation, anyone who shares our values is welcome in our community.

## **Acceptance**

Crypto communities are historically homes for the misfits, geeks, introverts, and autists. Whoever you are, whatever your race, gender, sexual preference, socio-economic status or disability; we accept you and value you for who you are. The beauty of online communities is that none of these things matter.

## **Non-dogmatic spirituality**

The Savior welcomes those from all walks of faith. Be that in a religious God, nature, the Universe or simply the belief in something larger than ourselves - we spread the gospel of the Savior and welcome all.

## **Freedom of speech, thought, and expression**

We're a home away from the division pushed by the media, where freedom of speech, thought and expression is encouraged and celebrated. We believe that stifling free expression impacts innovation and when people are free to express their ideas, we all benefit and grow.



# Savior Early Utilities

Savior develops tools, products and events that encourage fun, growth, adoption and add value to the \$SAVIOR token community.

## Heaven's Gate

Heaven's Gate is our first crosschain product that allows users to buy \$SAVIOR with BNB in one click. In our quest to make crypto as user friendly as possible, this is a revolutionary, never seen before dApp that removes the learning curve and time needed to bridge crosschain. Heaven's Gate will support other chains in future to further our roots across networks.

## Gaming

Our first game features a Savior twist on a modern classic. Removing the broken 'play to earn' concept that often destroys token value; V1 of the Savior gaming platform is a desktop optimised game that incorporates a wallet connect leaderboard, allowing for community and cross-community partnership gaming tournaments for cash prizes.

## NFT Platform

The two phase Savior NFT platform will initially feature 'the Sacrifice', a gamified sacrificial NFT dApp that allows users to sacrifice their worthless NFTs to the Savior and receive a newly minted reward. Phase 2 will look to reward disciples who partake in the sacrifice.

## Haloswap

Haloswap is our native swap interface that allows users to easily buy \$SAVIOR. Built on existing smart contracts, this is a retail focused interface that allows users to buy \$SAVIOR with ease.

## Strategic Partnerships

We will form strategic partnerships across the crypto ecosystem to bring value to \$SAVIOR token holders, grow the community and advance retail adoption - including staking partners.

# Roadmap - V1

## Phase One

- Medium launch
- \$SAVIOR stealth launch
- CMC & CG Listing
- \$1M market cap
- 1000 community members

## Phase Two

- Whitepaper launch
- Heaven's Gate launch
- Game launch
- Marketing campaign
- Community growth incentives
- Strategic partnerships

## Phase Three

- Community gaming contests
- NFT Platform launch
- ETH & BSC Liquidity Pools
- Roadmap V2

# Tokenomics

\$SAVIOR is a simple token with what has been called 'the cleanest contract in memecoins.' We paired 95% of tokens with the liquidity at launch, with 3% kept as team tokens and 2% for our early adopters airdrop which is claimable over 10 months.

We chose a simple token design to avoid the pitfalls of more complex structures that often lead to price depreciation. Rather than incorporating advanced token mechanisms, we utilise a percentage of transaction fees to further incentivise and reward our community.

The token features a 6% buy and 6% sell fee, which are split as follows:

- 4% to fund marketing and development**
- 2% is sent automatically to the liquidity pool**

We use a percentage of the funds generated by the 4% development fee to fund community incentives and contests such as rewarding our disciples who help us grow through Twitter raids and through cash prizes for our gaming contests.

These taxes are amendable and Savior run 0% tax incentives following each Sunday Sermon.

# The Team

## Angelina Wooflie

Angelina is the founder and cult leader of Savior. Having founded a large online community at the age of 12 which still exists and is well-known in online circles of music fans, she went on to have a 10 year career in regulatory risk within traditional finance. Having found crypto in 2017, she eventually quit TradFi to take a position as Head of Marketing and Partnerships for a DeFi project. Proudly a memecoin maximalist with a passion for crypto values, she believes that memecoins are the key to crypto adoption.



## Buff Doge Dev

Buff Doge is the programming God responsible for building the Savior contract and utilities. With a 15 year development background, there is little he can't do. He's an expert in gamification and his creative thinking is key to the success of Savior and our ability to bring truly industry changing products.



## Snoop Dogie Doge

Snoop is our GFX and web dev guru / part time rap god. /snoop in chat and check out his skills. He's extremely competitive when it comes to gaming and our community are out to beat him on any of our gaming challenges. Snoop is the mastermind behind the Savior branding.



## Karma Farmer

Our poet and strategist, an expert in many things and also a master of philosophy. With years of DeFi experience, he helps guide our ship and is always on hand to inspire the congregation. Will you tend your seeds and hold them dearly as they reach to the canopy?



# Disclaimer

Savior is founded by an experienced team that will always take care to assess the safety and security of any products, services, tools and partnerships presented to our community - but it's important that you understand the element of risk within cryptocurrency and that this risk is owned by you as the user.

We will always try to explain risks clearly but please be aware that all actions taken are at your own risk and the Savior team is not responsible for them.

As with all financial markets, the price of crypto tokens will fluctuate and you must hold them knowing that market conditions as well as product development and many other factors will impact the price of your asset.

Savior, including but not limited to the overall project, token, website, smart contracts and any partnerships ("SAVIOR" as presented in this conceptual paper) is not a licensed, unlicensed or exempted financial or payment service of any kind and in any jurisdiction.

Any terminology used in this Whitepaper, or on the Website is intended only as a basic reference, without any legal meaning of the same terms in a regulated and/or financial environment.

SAVIOR is a community-driven project and does not have owners, shareholders, promoters, marketers, managers, directors, or other figures or entities exerting any form of governance.

The SAVIOR smart contracts are open-source, security audited, permanent and non-modifiable in any way other than transaction fee reduction. The SAVIOR token is strictly a utility token in all jurisdictions and is not and cannot be considered to be a "security" or otherwise regulated token of any kind.

SAVIOR is not in any way e-money and/or fiat money, or an asset backed stablecoin, whether global or limited in scope.

This Whitepaper taken by itself is not a contract or a contractual agreement of any kind, nor is it an invitation, solicitation or other to invest in SAVIOR or acquire or use SAVIOR tokens in any way and with any expectation of profit therefrom.

Any user of SAVIOR represents and warrants that such user has received appropriate technical, administrative, regulatory and legal advice before and after accessing and/or reading this Whitepaper or the Website, and/or using any portion or element of SAVIOR (including the \$SAVIOR token).

The user hereby acknowledges and accepts that there is an inherent high risk in accessing, acquiring or using any kind of blockchain and/or crypto system, token, platform, software or interface, including SAVIOR and further disavows any claim of any kind against any community member directly or indirectly involved with SAVIOR, for any damage suffered, including total loss.

Whilst engaging with our community and/or holding the \$SAVIOR token, you expressly agree to the terms noted above.