PAWS

WHITEPAPER

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From Meme to Movement

PAWS is an emerging IP brand backed by millions. What started with a simple paw has become a movement that captures the power of digital culture.

In today's world, traditional tech narratives with overhyped promises no longer resonate. What truly drives value is the Attention Economy.

We live in an era where coordinated attention and token-powered participation can achieve incredible results. Attention has become a currency, and PAWS is already proving its value in this new landscape.

Through tools like Airdrops and MiniApp, we've built one of the most engaging onramps in Web3.

PAWS began by tracking user activity across Telegram MiniApps and Web3, using open, publicly available data to reward real engagement and meaningful achievements.

With no venture funding, advertising, or initial token, PAWS naturally grew into Telegram's fastest-growing MiniApp ever – organically drawing in over 85 million users, with more than 4 million ready to pay.

Today, PAWS is evolving into a sustainable, community-led Web3 IP-brand, designed for long-term growth and mass adoption.

Meme ⟶ **Brand** ⟶ **Web3-native IP**

While crypto is caught up in value extraction, pump-and-dumps, and short-term speculation, PAWS is building in the opposite direction. **We're not rotating liquidity. We're injecting it.**

PAWS brings something rarely seen in crypto:

- A huge retail onboarding funnel
- A cultural brand built through active participation
- A cross-chain ecosystem driven by community rather than capital

Value Injection > Value Extraction.	**Fair Launch**	**Community = Brand**
IP over Speculation.	No VC unlocks. No early exits. Just airdrops and the Diamond Paws.	We turn memes into coordination and culture into growth.
Cross-Chain Expansion.		

Can Attention Products Be Sustainable?
Designing PAWS

Crypto is facing a credibility crisis.
Yet, within the noise, something genuine is forming.

PAWS creates a new kind of Web3 IP:
- Easy entry through active participation
- Distributed via airdrops
- Owned directly by people

We represent the economy built on engagement, powered by memes that attract users, communities that collaborate, and brands that evolve from jokes into global movements.

Following in the footsteps of Web3's most successful cultural movements, PAWS is taking the next step forward:

From Telegram button to multichain IP.

Memes $\longrightarrow$ **Culture** $\longrightarrow$ **Adoption** $\longrightarrow$ **Brand** $\longrightarrow$ **Web3-native IP**

The Problem: Extraction is Killing Crypto

Crypto is stuck in a systemic crisis driven by unsustainable value extraction. PAWS offers a different path.

We believe meme culture can build, not just burn. Attention shouldn't be farmed - it should be coordinated. Real growth comes from injecting value: new users, fresh capital, genuine culture.

While others shuffle around existing liquidity, PAWS brings new participants onboard.

Community at the Core
Meet the Diamond Paws

PAWS is what happens when retail organizes around a meme and builds something real. That's why we call our holders the Diamond Paws - not just investors, but co-builders.

They joined us because we made crypto feel like culture again.

What defines the Diamond Paws?

- Long-term belief over short-term flips
- Creativity over speculation
- Coordination over manipulation
- Fun over FUD

COORDINATE
ENGAGE
EVOLVE

We've all seen the usual crypto playbook fail: pump the hype, dump the price, and repeat endlessly. At PAWS, we're introducing a new approach - one based on genuine coordination and meaningful engagement.

From meme competitions and NFT voucher markets to organized social media campaigns and wallet interactions, we reward active participation in real, tangible ways - through airdrops, special access, community recognition, and useful tools.

How to build Memes with Mechanics

PAWS is coordinated social protocol wrapped in a brand.

The ecosystem combines meme-driven virality with on-chain utility and off-chain culture. Every part of PAWS is designed to reinforce three loops:

1. **Participation Loop –** Users engage through social actions (quests, raids, memes, votes).
2. **Reward Loop –** Users earn recognition, rewards, airdrops, and access.
3. **Expansion Loop –** Users bring in others through coordination, memes, and status.

> From a meme to a mission to a mechanic.

At its core, PAWS is:

- A **meme** that spreads
- A **community** that coordinates
- A **token** that rewards
- A **brand** that expands

Key utilities:

🐾 **MiniApps**
Entry point, funnel and game layer

🐾 **Airdrops**
Aligned with social + product engagement

🐾 **Merch & IRL**
Brand-building components (future phase)

Upcoming integrations:

🐾 DeFi primitives to reward LPs and long-term holders

🐾 Game mechanics tied to holding status

🐾 Cross-chain extensions

> At PAWS We're building memetic infrastructure for the next wave of crypto adoption.
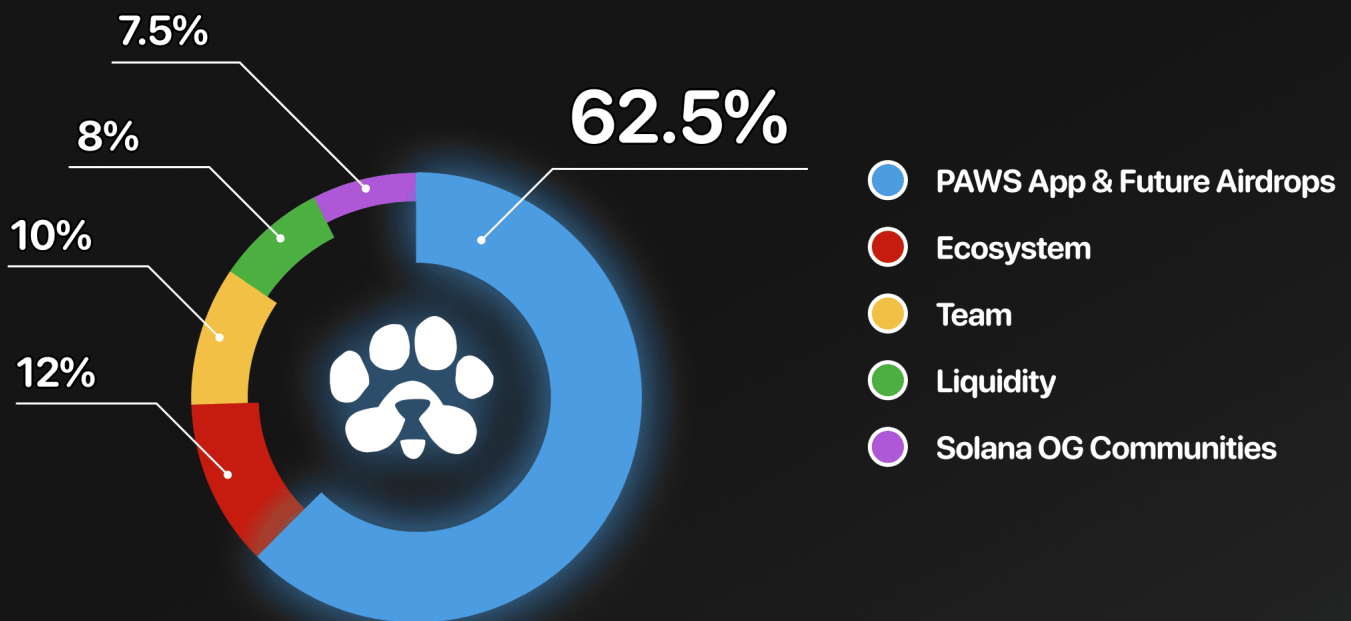
New Token Design Philosophy

PAWS was built with a simple rule: no insiders, no shortcuts, no extraction.

Our tokenomics are structured to align with our values - fairness, participation, and long-term value injection.

Key principles:

- No VC unlocks
- Majority of supply distributed to the community
- No private sales or hidden allocations
- Supply supports coordination, not speculation

Unclaimed tokens may be reallocated or burned depending on community decision.

7.5%
8%
10%
12%
62.5%

- 🔵 PAWS App & Future Airdrops
- 🔴 Ecosystem
- 🟡 Team
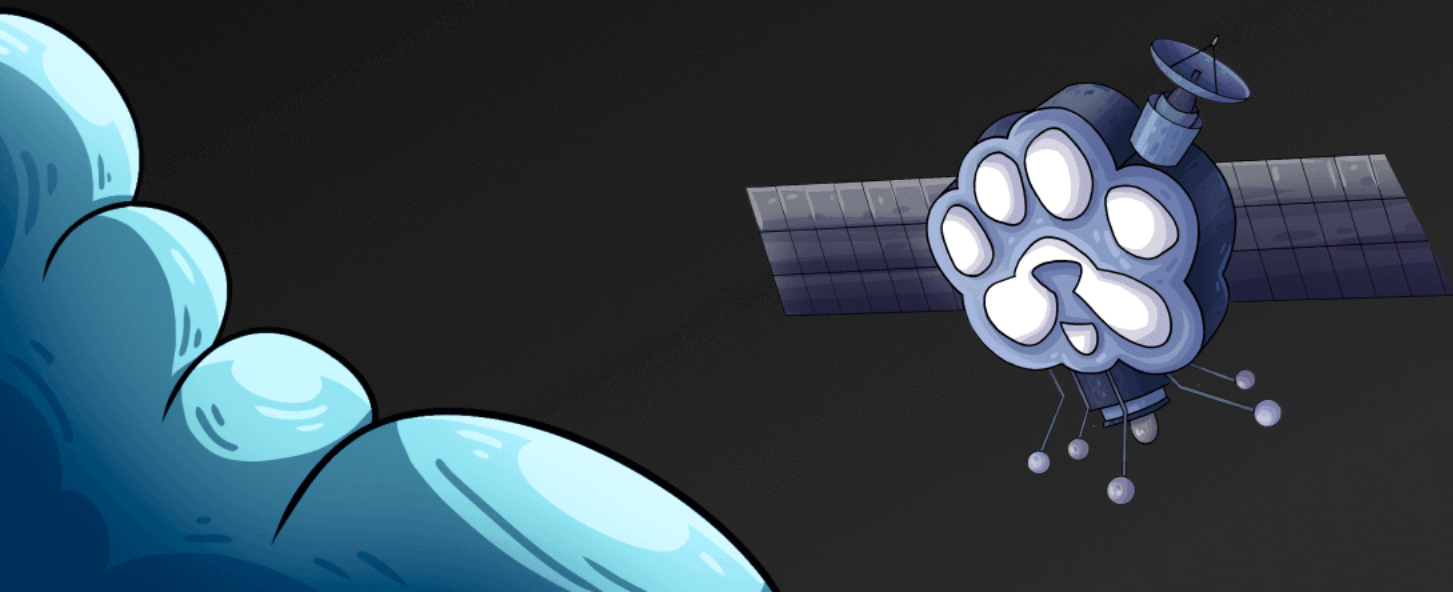- 🟢 Liquidity
- 🟣 Solana OG Communities

Token Utility

- Access to exclusive drops, merch, and game mechanics
- Governance over treasury and ecosystem development
- Status and roles within the Diamond Paws community
- Potential integrations with more projects and partners

Approach:

- Progressive decentralization - community votes will grow over time
- Initial governance by multisig (team + community reps)
- Community proposals for roadmap, grants, and treasury use

PAWS Roadmap

Join the Movement

PAWS is a proof of concept for what happens when culture, coordination, and crypto collide.

We didn't start with venture funding or hype cycles. We started with a meme and a button. And built the largest onramp in Telegram history.

Now we're building an IP brand that spans chains, channels, and cultures. A platform that injects value instead of extracting it.

If you believe crypto should be fun again - but also fair, participatory, and lasting - welcome home.

PAWS

Social media links