

THE ROCK (ROCK), THE ROSE (ROSE) AND THE DOG (DOG)

Whitepaper



TABLE OF CONTENTS

BACKGROUND 1

Tokenomics.....1

Contracts on bnb smart chain.....2

BACKGROUND

Three brand tokens called The Rock (ROCK), The Rose (ROSE) and The Dog (DOG), were formed on the BNB Smart Chain. The tokens will be listed on Ipparts Exchange (IPPAEX). The three brands will be developed separately, considering social interaction with the words. The brands are related, but each has a unique set of circumstances, literature and other art, influencing it. The brands will be the topic of a research project, combining the history of each brand, in order to give a clear understanding of its role in society. The development aims to maximize the brand values, whilst also minimizing the negative impact the metaphoric use of the words has. The minimization will happen with education, respecting the ideas objective Truth and Golden Rule. Probably the first products will be websites, books, and other media, like videos, produced from the research. Will a trilogy of movies, also be a result? This will depend partly on how well the brand tokens do and how much capital is raised, whilst the brand values develop.

TOKENOMICS

10'000 (ten thousand) tokens for each brand were formed on the BNB Smart Chain. Each token has 18 decimals. Each token thus have ten sextillion ipparts. 10'000 tokens are backed by 48% of the brand value of each brand in development. As the brand values grow, the token values will appreciate.



5'000 tokens of each will be issued over the counter (OTC) for 20 USD value per token in Moyom (MYM) utility tokens. It means buyers of MYM at the current issue price of 0.000'000'25 USD value per MYM token, will also receive either ROCK, ROSE or DOG tokens. For every 20 USD value of 80'000'000 MYM purchased, one ROCK, ROSE or DOG can be chosen, which will be issued with MYM. The minimum purchase value for the first transaction is 5'000 USD value, to favor sustainability and continuation of the project. Liquidity pools will be formed with MYM and 2'500 ROCK, 2'500 ROSE and 2'500 DOG, after the first transaction. Each liquidity pool will contain 2'500 ROCK, ROSE or DOG plus 200 billion MYM. The liquidity pools will be locked for 5 years.

2'500 tokens of each brand will be held in treasury at Africahead, to raise funds for future development expenses.

“Socrates swore in the name of the dog”

The tokens in treasury may also be used to motivate the future developers, who will be appointed to work on the development.

It cannot be predicted exactly how the brands will develop. Selling clothing or other consumer goods, best fitted to each brand is a logical development. Holders of tokens are encouraged to work with Africahead on the brands. Community engagement takes place primarily at the IPPAEX group on Telegram at <https://t.me/ippaex>. Other social media platforms where Africahead is present can also be used.

MYM tokens will remunerate for good ideas, adding value to the brands.

CONTRACTS ON BNB SMART CHAIN

Transaction data and other metrics about the tokens are available at the following links on the BNB Smart Chain explorer of bscscan:



- **ROCK:**
<https://bscscan.com/address/0x9d73dc538a15fb6e8caceffec849a1a89d3e5b23>
- **ROSE:**
<https://bscscan.com/address/0x6d380902aaa1d9f0f95a94d5b6e0b4cfd1cde155>
- **DOG:**
<https://bscscan.com/address/0xd910eeb06b86d8764731f68751a20f54aa738b6e>

The token information like logos etc. has not been updated on bscscan, because the development work still needs to be done.

**BNB
CHAIN
SYMBOL**

CONTRACT ADDRESS

ROCK	0x9d73dc538a15fb6e8caceffec849a1a89d3e5b23
ROSE	0x6d380902aaa1d9f0f95a94d5b6e0b4cfd1cde155
DOG	0xd910eeb06b86d8764731f68751a20f54aa738b6e

On behalf of Africahead, Ipparts Exchange (IPPAEX) and the new brands.

Sincerely



Marquard Dirk Pienaar, B.Acc, M.Phil (Philosophy)

Owner/Founder of Africahead

<https://africahead.github.io>

2 April 2022

A handwritten signature in black ink, appearing to read 'M. Pienaar', with a stylized, cursive script.