# FOX FINANCE V2 WHITEPAPER 2023



# Our story



## Fox Finance, the community-driven multimedia blockchain society.

Fox Finance is a project that was launched by an idealistic law student who had dreams of using crypto to make a positive difference for the planet. His vision was for a decentralized project that rewarded community members for doing ethical activities in the real world, to help endangered species and fight global warming. Soon, community leaders emerged and joined the team. A group of investors, educators, parents, and tech wizards became leaders of the project who share its values and hopes for a better world. Contributing their passion and ideas, they created a professional, decentralized leadership organization called the FoxDen Nexus. They earned the founder's trust and were given the keys to the project. This Core Team moved headquarters to crypto-friendly Mongolia and relaunched the Fox token. They will empower Fox holders to share their ideas and proposals, by organizing referendums and elections for community representatives. Fox Finance continues evolve and has become a community-driven multimedia blockchain society with a charitable mission and business enterprises that support our goals.



# Mission Statement

At Fox Finance, our top priority is creating a platform where you can participate in making the world a better place. Before we even began to tackle topics like tokenomics or marketing plans, we asked ourselves questions about what we represent, what will remain essential to our identity as we grow, and how we can reward FOX holders for their part in saving our planet. As the name suggests, when we initially approached this idea, we knew we wanted to work towards protecting foxes as well as the other 41,415 animals found on the endangered species list. Due to the extent of man-made pollution, habitat destruction, global warming, poaching, and more, a majority of these incredible creatures are already teetering dangerously on the edge of extinction. We recognize that the animals who share our world serve as a barometer for its health, and so we set our sights on how to tackle the larger issues at hand. None of us, foxes included, have a chance at long term survival if drastic measures are not taken to reverse the effects of climate change. This is why we have devoted ourselves to giving individuals the power to protect and preserve our environment. We at Fox Finance will not rest until we have created a platform which can be used as a robust and dynamic tool in the fight to maintain this planet for generations to come.

This platform involves the creation of innovative multimedia projects that entertain, educate, and enlighten people. By using cutting-edge technology, we are developing a global community and revenue streams to support our charitable goals. We are guided by the ethics of decentralization and democracy, with collaborative decision-making, transparency and community empowerment. Together, we can make a difference.





# Fox Finance has multimedia business operations and investment strategies that fund our charitable projects and donations.

#### **FoxInAction**

FIA is the charity mission of
Fox Finance, including
donations and contests that
reward Fox hodlers for taking
action in the real world to
support our goal of
fundraising for endangered
species and fighting global
warming.

#### **Multimedia Platform**

Fox Finance creates engaging, innovative multimedia content at the frontier of technological development.

V2 of the Fox NFT Marketplace was launched in June 2023, featuring Smart, upgradable NFTs. FoxNFTs can be used in our videogames, such as FoxHop and a battlecard game (in development).

Fox Finance also creates educational content such as video shorts and nature documentaries. Team leaders give regular updates on FoxDen Live, the video blog featuring project updates, interviews, and industry news.

#### **Token & Investments**

The Finance part of the project includes the Fox Finance V2 token on the Binance Smart Chain. We also participate in yield farming and other investment strategieson the blockchain in order to to fund our charitable projects. The Fox Core Team has locked liquidity to ensure the long-term sustainability of the organization.

# Roadmap

## Project Development Timelines for Fox Finance



FoxFinance Token Launch!
First FoxInAction
Campaigns.

Q2 2021

First **Fox NFTs** are created, including 2D & 3D

Q3 2021

FoxDen Nexus leadership group team evolves from the community of holders

Q3 2021

NFT Marketplace launches.
Website redevelopment begins.

Q1 2022

Company transfer to community ownership of project.

Q2 2022

Token Migration to **FoxFinance V2** 

Q3 2022

First **Fox NFT game**. FoxHop is launched with plans for NFT integration.

Q4 2022

More unique **Fox NFTs**.

Halloween and Christmas editions. Holiday
FoxInAction Contest to raise funds for the World
Wildlife Fund.

Q2 2023

**V2 NFT Marketplace Launch** 

New smart contract allowing for upgradable NFTs that can be used in all Fox video games.
FoxDen Wildlife Warriors educational videos released.
FoxDen Radio podcast becomes FoxDen Live Vlog.

Q3 2023 & beyond Multimedia Projects!

Battlecard videogame with NFT integration. Nature documentaries and video shorts. New metaverse space development.

# Marketing Strategy



#### **Environmental Multimedia**

Fox Finance writes environmental news articles, educational video shorts, and nature documentaries to raise awareness of endangered species and draw attention to the project.



## **SEO Optimazation**

Search engine optimization is increased through website strategies, blog articles, comments and cross-promotion with other projects.



## **FoxDen Live Video Blog**

FoxDen Live, featuring TheDude and Veyora. Interviews with leaders in the blockchain industry & environmental organizations. Project development updates, sneak previews and more.



#### **Cross-Promotion**

Promoting Fox and our products in AMA groups, social media and to the community groups of charities that receive Fox donations.







## Tokenomics

### **Transaction Fee Breakdown**

0% transfer fee (V1 transfer fee eliminated)

9% buy and sell fee

4% sent to reflections

1% sent to liquidity

1% sent to growth fund wallet

1% sent to marketing wallet

1% sent to charity wallet

1% sent to team and development wallet

Fox Finance reserves the right to change percentages and distributions if necessary.

## **Liquidity Locks**

Initial liquidity locked: 25% for 6 months, 25% for 12 months, 25% for 18 months, 25% for 24 months

The Fox Core Team is dedicated to maintaining liquidity levels for the long-term sustainability of the token. All major financial decisions are opened up for voting by the community of Fox holders

V2 Contract Address: 0x16a7460B9246AE508f18e87bDa4e5B4C1AE8F112



## Contract Addresses

#### Financial divisions and wallets

The Fox Core Team is committed to transparency. Here are the wallet addresses that received the initial FOXV2 tokens, as well as BNB.

FOXV2 Charity Wallet 0x6BA9882203F896335A1f1A8ac509d6839Ca57B62

FOXV2 Core Team Token Wallet 0x8D8d0e43c879B6D366b6FE30AB14e3D907e0c492

FOXV2 Deployer Wallet 0x6A4D3Fe038eaB7F3EEf5a3db51A931bcf8aff152

FOXV2 Marketing Wallet 0x20dAC28ED4c51F3dFBCFbB989dB91e16fe8EDD58

FOXV2 Staking Reserve Wallet 0xeA7395F6340d81f3e59eCcB5f145c007c04De021

FOXV2 Team and Development Wallet 0xef948Fbf3Ef54BB4b4061AEd2928a5cA94628053



# Fox Finance Core Team



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