BOOBLIQOIN

150 Broadway, NY — Financial District

Boobliqoin White Paper

https://boobliqoin.com

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Abstract

Boobliqoin is the official **utility and loyalty token** of the forthcoming Boobliq Bagel Bistro. The first restaurant is to be located at 150 Broadway in Manhattan's Financial District.

Scheduled to launch in 2025, Boobliq aims to redefine the urban quick-service bakery experience by fusing artisanal bagel craftsmanship with streamlined, contemporary operations. The **chain's inaugural location in Manhattan's Financial District** is the first phase of an ambitious expansion strategy targeting high-density urban markets. The culinary foundation of Boobliq rests on a partnership with one of New York City's most revered and award-winning bagel artisans—a name long trusted by local consumers.

The founding team comprises seasoned operators and investors with proven track records in food franchising, multi-unit restaurant development, luxury retail, and global brand scaling. Collectively, they bring over eight decades of experience building and managing national quick-service brands, alongside expertise in taking consumer startups from inception to billion-dollar valuations.

Boobliqoin is designed as a **scarce, utility-driven digital asset**, granting holders access to tiered discounts, exclusive memberships, and loyalty rewards. Its value proposition is anchored in real-world demand: the perennial appetite for quality fast-casual fare in one of the world's most active commercial districts. Unlike purely speculative tokens, Boobliqoin derives its long-term value from tangible scarcity, embedded utility, and organic consumer engagement — grounded in the daily rhythms of a metropolitan workforce. This convergence of culinary authenticity, operational excellence, and strategic brand development distinctively positions Boobliq — and by extension, Boobliqoin.

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Boobliq

ROOTED IN TRADITION. SHAPED BY THE CITY.

The name BOOBLIQ draws inspiration from the **bublik** — a simple, ring-shaped yeast bread with deep roots in Eastern European culinary life. Records of its presence date back to at least 1610.

The word is closely related to “bagel,” which itself evolved from similar dough traditions in Central Europe, possibly linked to Viennese baking customs of the late 17th century. As Jewish communities migrated, so did these breads — eventually arriving in North America in the early 20th century, where they became part of urban food culture in cities like New York and Los Angeles.

Holywood, late 1920-ies

Beyond the kitchen, the bublik found its way into culture. In the 1920s, “Bublichki” became a popular tune — later recorded by artists like Leonid Utyosov and, in 1939, by the Barry Sisters with Ziggy Elman’s orchestra. Today, it continues to be played by klezmer, jazz, and folk musicians, quietly carrying forward a piece of everyday history.

At BOOBLIQ, we honor this legacy not through spectacle, but through care. We use time-tested recipes, source quality ingredients, and refine our process to deliver a product that feels familiar — yet made with intention. We don’t claim to reinvent the wheel. Our goal is modest: to offer a fresh, well-made version of something people already love — served quickly, beautifully, and consistently.

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Boobliq Founders

A CENTURY OF COLLECTIVE EXPERIENCE IN BUILDING AND SCALING ICONIC BRANDS

One founder brings over thirty years as a CEO specializing in chain development and operations, having founded and led highly successful restaurant chains, automobile franchises, and retail enterprises. He developed and operated more than 100 Pizza Hut and KFC locations across Eastern Europe, and managed a multi-brand automotive dealership featuring Ford, Chevrolet, Cadillac, and Mazda. Today, he operates a spa on Fulton Street in Manhattan (since 1998) and oversees a supermarket chain throughout the New York metropolitan area.

Another founder is a seasoned restaurateur with two decades of experience building and managing multiple profitable restaurant concepts. He designed and implemented an award-winning IT platform for order management — a system he will now adapt and scale for this new venture.

A third founder has been a prominent figure in the jewelry industry for over 25 years, having owned and operated the largest jewelry store in Manhattan's renowned Diamond District.

A fourth founder is an internationally recognized marketing consultant with 25 years of experience in brand strategy and growth. He has worked with hundreds of clients — including startups he helped launch from zero to over $1 billion in cumulative sales. His expertise in scaling consumer brands makes him a pivotal asset to this team.

Note: We welcome high-potential partners and investors to reach out directly — we are always eager to arrange a confidential conference call to explore synergies and shared value creation.

Boobliqoin as Brand Ambassador

DYNAMIC TOOL FOR BRAND ENGAGEMENT AND VALUE TRANSFER

Loyalty programs — whose relevance to marketing performance has long been affirmed by academic research (see Santos, Coelho, & Rita, 2021[1]) — serve as a compelling example of a widely adopted token use case that connects multiple stakeholders, including customers, companies, and various providers.

There is little doubt that tokens can enhance communication between brands and customers. They enable the seamless transfer of accrued value across disparate platforms and loyalty programs — a feature that can significantly increase the attractiveness of individual programs to consumers (Boukis, 2019[2]). Token-based gamification presents unprecedented opportunities to deepen customer engagement and reinforce brand loyalty (Antoniadis, Kontsas, & Spinthiropoulos, 2020[3]). Overall, adoption of this technology has been shown to influence multiple dimensions of marketing performance, including brand communication, the design of digital marketing campaigns, and perceived brand transparency (Risius & Spohrer, 2017[4]). Collectively, these effects can contribute positively to a firm's performance.

While the concept of utility tokens is familiar to most interested parties, one critical point deserves attention: these instruments are typically — if not invariably — embedded within software systems that require development or refinement. Proceeds from the sale of a portion of the initial token issuance are often allocated toward enhancing the underlying product, thereby fostering expectations of future growth in the system's overall value.

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1 Santos, Z. R., P. S. Coelho, and P. Rita. 2021. "Fostering Consumer–Brand Relationships through Social Media Brand Communities." Journal of Marketing Communications

2 Boukis, A. 2019. "Exploring the Implications of Blockchain Technology for Brand–consumer Relationships: A Future Research Agenda." Journal of Product & Brand Management

3 Antoniadis, I., S. Kontsas, and K. Spinthiropoulos 2019. Blockchain and Brand Loyalty Programs: A Short Review of Applications and Challenges. International Conference on Economic Sciences and Business Administration Bucharest, Romania

4 Risius, M. and Spohrer, K. (2017), "A blockchain research framework", Business and Information Systems Engineering

> **In our specific context, token-associated funds are strictly earmarked for expanding the value of the token's ecosystem, as the restaurant network itself operates independently and requires no external investment.**

The distinction between the restaurant network and the token-based operating system lies in how their synergy manifests: the token functions as a pure, unmediated medium for brand communication—amplifying visibility, engagement, and perceived value. In this sense, the token acts as an autonomous ambassador for the brand, enhancing its narrative and reach. As a result, participating restaurants benefit from heightened visibility and a growing reputation.

Naturally, we also have expectations regarding the tangible benefits of a location in Manhattan's Financial District. The experience of catching a quick meal or just a coffee (with the token involved!) at such a location draws parallels and carries significant symbolic weight.

Moreover, we consider the 2025–2026 timing strategically advantageous. Over the next few years, some degree of adaptation—if not transformation—of legacy financial systems to align with emerging global paradigms is inevitable. The direction of this evolution remains uncertain, but in such transitional periods, having a stable, neutral instrument—one that can function as a credible surrogate for value exchange—becomes especially valuable. In the final section, we explore potential applications of this instrument across various use cases.

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Tokenomics

Broader Economics

Although utility tokens have existed for nearly a decade, and dozens of academic papers have been published on the subject, there remains no clear consensus on why these tokens should have monetary value. Some observers view them as artificially imposed instruments within quasi-closed economies, where strict protectionist rules prohibit the use of conventional currency to purchase goods or services. Others feign belief in intrinsic value while privately acknowledging its absence, relying instead on speculative gains. Yet value does exist—and it can be explained.

Rigorous research[5] suggests that tokens derive value from their necessity and immediate accessibility when users require platform services. This requirement mirrors the "cash-in-advance" constraint in monetary theory: users must hold tokens in advance to access services without delay. In other words, consumption cannot be postponed until tokens are acquired on the secondary market. This constraint is analogous to the mechanism by which cash acquires intrinsic value in economic models. The parallel is unsurprising: tokens are, after all, a digital form of money. Their distinctive feature—relative to traditional cash—is that the "token-in-advance" requirement can be hard-coded into the platform's technical architecture and may vary depending on the nature of the services offered. In practice, many token issuers reinforce this constraint by introducing mechanisms such as lock-up periods to deliberately slow token circulation.

Assuming the token-in-advance constraint holds, tokens possess value—and one can even derive a pricing formula (in the hypothetical case where speculative trading forces are absent). Such formulas reveal that services are typically priced below their marginal utility. Intuitively, users must be compensated for holding non-interest-bearing tokens. This compensation takes the form of a "convenience yield" extracted at the margin during exchange. Consequently, services are sold at a dis-

[5] CATALINI, C. AND J. S. GANS, "Initial Coin Offerings and the Value of Crypto Tokens," Working paper national bureau of economic research no. 3137213. CHOD, J. AND E. LYANDRES, "A theory of ICOs: Diversification, agency, and information asymmetry," Working paper. CONG, L. W., Y. LI, AND N. WANG: "Tokenomics: Dynamic adoption and valuation," Working Paper Becker Friedman Institute for Research in Economics No. 2018-49.

count: the equilibrium price is lower than it would be if users could pay with fiat currency. This discount represents the implicit cost—borne by the issuing company—of financing part of marketing development through token circulation rather than through venture capital or debt. By issuing utility tokens, the company effectively (not in legally obligatory form!) commits to selling its future services at a discounted rate.

This insight helps clarify the often-confused debate surrounding the trade-off between pre-mined token sales and traditional financing. It dispels the widespread misconception that token sales offer issuers a “free lunch.” Some argue that token issuance is costly because it effectively gives away services equivalent to the total supply of issued tokens. But this view is also misleading: the company can always repurchase its own tokens on the secondary market. The real cost is not incurred through lost sales (a quantity effect), but through downward price adjustments (a pricing-margin effect).

Our Approach to Tokenomics

In this chapter, we outline the mechanics of the token supply, emphasize its finite nature, and discuss measures for its potential reduction, including token burns and other deflationary mechanisms.

When determining token allocation and distribution, we invert the well-known adage: “Show me the incentive, and I’ll show you the outcome.” We identified positive outcomes in other projects and mirrored the incentive structures that produced them. Broadly, we aim to align with the "golden mean" of industry best practices while adopting a gently conservative tilt.

The genesis token allocation functions as a modernized version of classic warrants. Traditionally, warrants were used by startups to reward early investors, align stakeholder incentives, and fuel growth. The core components of our token-based warrants include an exercise price (which can be zero) and a lock-up schedule (often mistaken for vesting). Importantly, unlike traditional warrants, these tokens have no expiration date. Once the lock-up period ends, tokens become perpetually exercisable—their entry into the market is independent of us or any single entity.

For the foreseeable future, the total token supply is capped at a single emission. This artificial scarcity is designed to reinforce perceived value: as demand increases, so should the value for token holders.

To manage supply, we may deploy token sinks—including burns and staking—when necessary. Tokens carry no governance or voting rights; decisions regarding the removal of tokens from circulation will be made by the token operator's board of directors, following standard corporate governance procedures.

Token velocity—the rate at which tokens change hands—will directly influence the overall level of retail discounts offered. Consequently, the token operator will need to heed guidance from the restaurant chain operator. However, since the restaurant chain operator cannot publicly disclose internal metrics or the basis for its margin policies, token sinks may occur periodically without token holders having direct influence over these decisions.

To manage circulation velocity effectively and responsively, we reserve the right to implement temporary or ongoing token-sink mechanisms. While token staking is not currently planned, we do not rule it out for the future.

To summarize, the main principles of tokenomics to be applied are:

- Finite supply
- Incentive-based distribution
- Non-governance tokens
- Velocity-driven mechanics

Operational Discretion Note: The token operator retains the right to implement sinks based on private data and guidance from business partners, without requiring token holder approval.

Token Allocations and Lockups

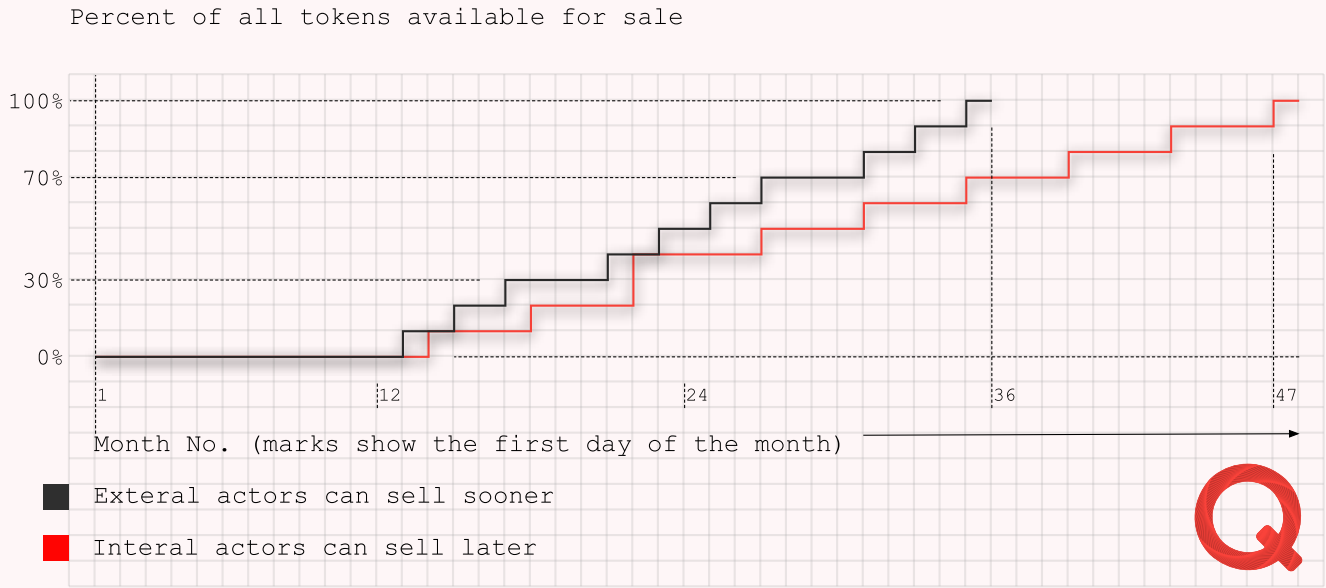
Besides the portion that remains within the company, tokens will be distributed to the following stakeholder groups: the core team, investors, service providers, and the public.

The allocation is as follows:

- Community Incentives: 40%
- Company Treasury: 21%
- Core Team: 20%
- Investors: 10%
- Public Sale: 9%

This allocation represents a significant shift from older models that emphasized public sales. The increased allocation to community incentives is designed to promote **sufficient decentralization** and broaden network ownership.

Overall **lockup periods are three years** for internal actors (the core team and treasury) and two years for external actors. The no-trade zone is one year from the initial token release date. To avoid misunderstanding, below is a chart of token release schedule.



We have adopted a straightforward, almost **linear token release schedule**.This model is favored for its simplicity, transparency, and ease of understanding. It provides a clear and predictable unlock cadence without complex rules or conditions.

A linear schedule does not explicitly incentivize early investment or late participation. The lack of timing-based incentives means the release schedule itself is unlikely to influence long-term commitment, which instead depends on the project's progress. The circulating supply will begin at only a small percentage of the total emission and will grow gradually. Tokens will be released month by month (see chart above). This frequency is based on research indicating that such token unlocks would not exceed a critical percent of the circulating supply to trigger significant price volatility.

The platform of choice is Solana.This decision is based on several factors: it is a modern, high-performance blockchain with substantial liquidity, and it leads the market in meme coin activity. While Boobliqoin is not a meme coin, its name has a relatable potential in that sphere[6]. More importantly, Solana has one of the lowest scam rates for this token class[7]. Additionally, token distribution structures on Solana align more closely with our model than those typically found on Ethereum or Cardano. In short, we aim to operate within an ecosystem whose conventions match our approach to minimize confusion.

We utilize **exemptions from registration**, including those provided under Regulation D (Rule 506) and Regulation S of the U.S. Securities Act of 1933.

[6] https://bdc.consulting/insights/MarketResearch/memecoins

[7] https://www.vaneck.com/lu/en/blog/digital-assets/token-distributions-and-supply-schedules-what-is-the-recipe-for-success/ Source: Messari, data as of 30/04/2023.

Future Prospects

NATURE-INSPIRED FOUNDATIONAL TOOLS

We position this project as part of an experimental program in political economy, drawing on experts specializing in the global crisis, its consequences, and the unique opportunities it has created.

At this stage, institutions aligned with us are studying mechanisms of indirect socio-economic interactions as a foundation for new systems resilient to the pathologies of the socioeconomic order that led to the current crisis. Projects like ours — grounded in essential, everyday goods, yet embedded within cutting-edge payment and monetary frameworks — embody the principle of restrained strategic positioning.

The current crisis frustrates both the general public and those losing influence because of it. Framing strategic objectives in terms of "fixing" or "overhauling" existing systems would provoke distrust and sabotage. Therefore, to avoid direct conflict of interests, public-facing messaging from key actors in this initiative deliberately distances itself from the core subject of research — the crisis itself. For instance, we promote ideas such as "See your city anew" or "Return to physical connections in the economy." Our conceptual toolkit includes "Indirect digital value," "Resilience beyond empty promises," and "Local roots in the global economic mycelium."

The core research instruments can be divided into four domains, each aligned with a classical element and its corresponding approach to modeling the fundamental building blocks of socioeconomic reality: "Law," "Land," "Capital," and "Human." In each domain, we apply a distinct method of rethinking and re-materializing economic relationships. To avoid untested abstractions, we adopt a biomimetic approach — prioritizing not the invention of entirely new constructs, but the careful reimplementation of well-established, pre-digital patterns of economic behavior.

Technically, this takes the form of a meta-platform for transaction monitoring and execution. The term "meta" here signifies that our key strategic partners provide gateways to all existing popular distributed ledgers, rather than building a proprietary one.

In the “Law” domain, we deploy algorithmic legal entities — programmable “swarms” of juridical persons. Their advantages include:

- Standardization, modularity, and cost efficiency;
- Reduced regulatory burden;
- Greater adaptability to change due to extreme specialization (each entity is literally designed for one specific transaction type).

In the “Land” domain, we apply the “metaverse” concept, well-tested in the gaming industry. The Earth’s surface is divided into trapezoidal tiles measuring one-thousandth of a degree (~83×111 meters at 41°N). Each tile autonomously stores value, verifies transactions, hosts bots and AR content, and can itself be traded as an asset.

In the “Capital” domain, value is expanded into three dimensions. Instead of merely asking “What is the price?”, every transaction answers three questions: “What did it cost?”, “How did the participants’ risk tolerance balance shift?”, and “What reputational increments resulted?” The latter two are not abstract notions.

For example, a fund manager may conduct transactions only as long as their personal “risk tolerance token” balance remains positive — in other words, they must maintain a credit of trust. This metric is quantifiable and can be seamlessly extended to all transactions. Initially, and for most transactions in early phases, this third dimension will remain “collapsed” — much like certain dimensions in physical theories — but its foundational presence in the system is essential.

Regarding the third dimension — reputation — we are not inventing something entirely new, but rather systematizing existing practices into a measurable standard. Many transactions already rely on “star ratings.” The innovation lies in subjecting each “like” or rating to inflationary pressure and volatility analogous to those affecting monetary value.

Though this may seem unusual, the concept has already received academic attention, primarily in quality management literature. The issue is broader than it first appears: information theory traditionally ignores the quality of information, placing the burden of verification entirely on the recipient — an often inefficient arrangement.

Thus, the mechanism integrates:

- Monetary tokens;
- Reputation units;
- Risk smart contracts.

In this context, the philosophy of recreating natural exchange implies the following sequence for every transaction:

Encounter → Contact → Risk Assessment → Exchange → Reputation Recording → Reflection.

In the most complex domain — “Human” — the gradual activation of human capital occurs primarily through the non-monetary distribution of tokens. Engagement is structured on a “poste restante” (on-demand) basis. There is no need to expend resources actively establishing contact with future users or verifying that each individual registers only once. Instead, we nominally divide the pool of distributable vouchers into portions and match them with two types of unique, publicly accessible network addresses (URLs): active social media accounts and existing content artifacts whose popularity falls within a predefined range.

This approach addresses two typical challenges: achieving critical mass and preventing the dominance of inactive accounts. For many preliminary research purposes, latent accounts are sufficient, and distributional imbalances are tolerable. If solving the full distribution problem is assigned a value of 100%, this method achieves 15–50% of the goal at a cost of roughly 10–6%.

New contracts, meanwhile, are generated through physical user interactions within geolots — simulating an emission model in which periodic increments of monetary aggregates and other integral financial parameters correlate with the volume of energy produced and consumed. Here, energy is approximated by the effort expended in conducting business meetings.

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