LOONY

WHITEPAPER

Own What You Build

A Revenue-Backed Creator Economy Protocol

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1. Abstract

LOONY is a protocol that converts verified creator advertising revenue into on-chain, programmatic token buy pressure. Creators keep the large majority of their ad income and, in exchange for a small negotiated share of verified monthly revenue (1–10%), receive a token grant worth 2–5× the value of that contribution — funded by the same revenue share they contribute. Every dollar of rev-share is split by protocol rule: 40% executes an open-market buy-and-burn of LOONY, 40% recirculates into the Creator Ecosystem pool that funds the next round of grants, and 20% funds the Creator Acquisition Fund that brings new creators into the network.

The result is a fixed-supply asset — 1,000,000,000 LOONY, no mint function, ever — whose demand is structurally tied to creator ad revenue rather than market sentiment. Every mechanism described in this paper is enforced by a smart contract, the Creator Pool Contract, rather than by a promise: vesting, lifetime caps, clawback, and the buy-and-burn cycle itself all execute on-chain and are publicly auditable.

LOONY's beachhead is political and cultural satire — a category with outsized attention, an existing creator ecosystem, and no comparable ownership structure available to the people making the work. The underlying mechanism, however, is not satire-specific: any creator earning verifiable, monetized ad revenue on any platform can plug into the same system. The brand starts with satire; the protocol was built for the broader creator economy.

LOONY is being built by LC Administrative LLC, alongside a content network that is already live. Chain, audit partner, and liquidity venue are being finalized; token launch is sequenced to follow, not tied to a fixed date.

2. The Problem: The Crisis of Relevance

The current political and media landscape moves faster than the institutions built to comment on it. Disinformation and manufactured absurdity spread at platform speed, while the traditional media apparatus — built for cycles measured in days, not hours — cannot match the pace or the satirical edge the moment requires.

At the same time, the people generating the chaos have started monetizing it directly. Political figures have launched their own tokens, using decentralized technology in service of a fundamentally centralized outcome: concentrated insider ownership, no underlying revenue, and no stake for the audience that gives the token its attention in the first place.

Satire is the natural counter-force. It bypasses the defensiveness that direct argument triggers, it spreads faster than the disinformation it responds to, and by its nature it resists regulation in ways direct political speech does not. Satire also sits at a specific intersection: politics and pop culture, high attention, an existing and active creator ecosystem, and an audience that is unusually engaged. That combination is why every mechanic in this paper is proven against satire first — it is the hardest, highest-signal environment to validate a creator-economy protocol in, before the same mechanism opens to the wider creator economy.

3. The Thesis

Attention is easy to fake. Revenue is not.

LOONY is built on a simple observation: engagement metrics can be manufactured, but verified advertising revenue cannot. A creator's rev-share, once collected and converted to USDC, is deployed on a defined monthly cycle to programmatically buy and burn LOONY against the LOONY/USDC on-chain liquidity pool — a single on-chain action that, once initiated, cannot be left incomplete. As the creator network grows, the protocol's structural supply reduction grows with it, independent of any speculative narrative. Demand is tied to ad revenue, not to the price of Bitcoin or the mood of the broader crypto market — which makes LOONY, by design, a fundamentals asset in a sentiment-driven category.

Trust Is the Real Asset

As content becomes infinite and increasingly AI-generated, the scarce resource is no longer more content — it is a real relationship between a creator and the audience that believes in them. That relationship already exists for every creator LOONY signs, long before LOONY enters the picture. Ad revenue is not the goal of the protocol; it is evidence that the trust between a creator and their audience is real, made measurable in a way that can be verified and acted on. LOONY does not create that relationship. It gives it a stake that can be owned.

4. The LOONY Protocol

4.1 How the Engine Works

The revenue engine runs in four steps, on a recurring monthly cycle:

- Ad revenue — creators earn advertising revenue on YouTube, Instagram, or any platform that pays out monetized, verifiable ad income, paid in USD.
- Rev share — a negotiated 1–10% of that ad revenue is collected monthly, in fiat or USDC, and converted to USDC for on-chain deployment.
- Open-market buy — the collected USDC executes an open-market purchase of LOONY through the protocol's on-chain liquidity pool.
- Burn — the purchased tokens are sent to a verifiable burn address (0x...dEaD). Supply drops, permanently, with no path back into circulation.

Each rev-share dollar is allocated by protocol rule, split three ways:

Allocation	Share	Purpose
Token Burn	40%	Permanent supply removal — buy pressure that executes on schedule, independent of market conditions.
Creator Ecosystem	40%	Recirculates into the grant pool, refilling it continuously as the creator network grows.
Creator Acquisition Fund	20%	Funds outreach and grants that bring the next cohort of creators into the network.

4.2 The Creator Pool Contract

The Creator Pool Contract is the smart contract that brings creator grants on-chain. It is designed to remove the parts of a creator-fund program that are normally enforced by spreadsheet or by promise, and replace them with code:

- Verifiable revenue — every grant is reviewed and approved against a full audit trail before issuance; automated platform-API revenue verification is on the roadmap.
- Enforced vesting — grant cliffs and vesting schedules execute in the contract itself, not in an off-chain agreement.
- Automatic buyback — once rev-share lands on-chain as USDC, the contract programmatically buys and burns LOONY on a defined monthly cycle, subject to market conditions.
- Network-scaled demand — every creator added to the network becomes a new, permanent stream of programmatic buy pressure.

4.3 A Proven Mechanism, Pointed at a New Market

Revenue-funded buy-and-burn is not a new or unproven mechanism in crypto — it is one of the category's most validated demand structures, run at multi-billion-dollar scale by existing protocols. What is untested is the fuel source LOONY applies it to: verified creator ad revenue, funding a buy-and-burn for the first time.

Protocol	Mechanism	Scale
Hyperliquid	~97% of trading fees committed to buyback since 2024	Buyback fund surpassed $2B by May 2026
BNB	Quarterly, formula-driven burn	~$1B in tokens removed from supply via a transparent, repeatable formula
LOONY (2026)	Creator Pool Contract — same buy-and-burn logic	Funded by verified creator ad revenue, enforced on-chain and publicly auditable

The mechanism itself is designed to hold up under audit — enforced by code and verifiable on-chain, not taken on faith. The open question is adoption of the fuel source, not the soundness of the mechanism.

5. Tokenomics

5.1 Supply & Allocation

LOONY has a fixed supply of 1,000,000,000 tokens. There is no mint function — supply can only go down, through the burn mechanism described in Section 4, never up.

Allocation	% of Supply	Tokens
Creator Partnership Grants	15%	150,000,000
Ecosystem & Development	15%	150,000,000
Liquidity (LP, 1–2yr lock)	15%	150,000,000
Founder & Team (48mo vest)	12%	120,000,000
Private Sale	10%	100,000,000
Treasury (DAO)	10%	100,000,000
Public Sale	10%	100,000,000
Staking Rewards	8%	80,000,000
Artist Reserve (DAO)	5%	50,000,000

5.2 The 1% Engine Tax

Separate from the 1–10% creator rev-share split described in Section 4, LOONY applies a protocol-level 1% engine tax to every transaction — buys, sells, and transfers — that scales automatically with trading volume:

Component	Rate	Purpose
Development & Operations	0.5%	Infrastructure, smart-contract upgrades, tooling, server costs, and development-team operations.
Staking — Real Yield	0.5%	Redistributed proportionally to active stakers — protocol-backed yield from transaction volume, not inflationary token printing.

5.3 Fundraise & Sale Terms

LOONY is raising $4.74M across four rounds, priced on a ladder that steps up with each round:

Round	Tokens	% Supply	Price	Raise	Vesting
Private Sale	100M	10%	$0.020	$2.00M	5% TGE · 6mo cliff · 18–24mo vest
Public Round 1	40M	4%	$0.024	$960K	10% TGE · 3mo cliff · 12–15mo vest
Public Round 2	35M	3.5%	$0.028	$980K	10% TGE · 3mo cliff · 12–15mo vest
Public Round 3	25M	2.5%	$0.032	$800K	10% TGE · 3mo cliff · 12–15mo vest
Total	200M	20%	—	$4.74M	—

The lock-up ladder is structured for alignment: Founder (48 months) locks longer than Private Sale (up to 24 months), which locks longer than the Public rounds (up to 15 months).

5.4 Use of Funds

Category	% of Raise	Detail
Creator Growth & Outreach	20%	New creator pipeline, first-grant incentives, Tier 3–4 acquisition.
Owned Content & Partner Grants	20%	Production for Galinsky, Popcorn.co, Cartoon Movement; token grants to signed partners.
Operations, Team & Legal	20%	Core team & engineering, legal & compliance, KYC/AML, security & infrastructure.
Liquidity Provision	15%	On-chain DEX liquidity pool, locked 1–2 years; LP grows further from operational revenue.
Technology & Infrastructure	15%	Smart contracts, NFT marketplace, staking vaults, CertiK security audit.
Marketing & Growth	10%	PR, exchange listings, live events, conferences, social growth.

5.5 Vesting Schedule

No allocation unlocks fully at launch. The team carries the longest lock in the deal — 0% at TGE, a 12-month cliff, then a 36-month linear vest, fully unlocked only at month 48.

Allocation	TGE Unlock	Cliff	Linear Vest	Fully Unlocked
Private Sale	5%	6 mo	18 mo	Month 24
Public Round 1	10%	3 mo	12 mo	Month 15
Public Round 2	10%	3 mo	12 mo	Month 15
Public Round 3	10%	3 mo	12 mo	Month 15
Founder & Team	0%	12 mo	36 mo	Month 48
Liquidity (LP)	In AMM	LP locked 1–2yr	—	Locked pool
Creator Grants	0%	3 mo	36 mo	Month 39
Ecosystem & Dev	0%	—	48 mo	Month 48
Treasury (DAO)	0%	—	48 mo	Month 48
Staking Rewards	0%	—	48 mo	Month 48
Artist Reserve (DAO)	0%	6 mo	42 mo	Month 48

5.6 Token Release Schedule

Circulating supply grows gradually, with no single cliff large enough to flood the market: approximately 16.5% floats at launch (mostly locked liquidity), rising to 39% by month 12 (team still fully locked), 66% by month 24 (investor tokens fully unlocked), and 100% by month 48.

6. The Creator Partnership Program

6.1 Partnership Tiers

Creators qualify into one of five tiers based on monthly ad revenue, and upgrade automatically as their revenue grows. Each tier negotiates within a 1–10% rev-share range and receives a grant multiplier applied to their annual rev-share contribution.

Tier	Monthly Ad Revenue	Rev Share	Grant Mult.	Grant Value
Seed / Community	Pre-monetization	—	Qualifying	From Creator Fund
Tier 1	$500–$2K/mo	1–10%	2×	$120–$4.8K
Tier 2	$2K–$8K/mo	1–10%	3×	$720–$28.8K
Tier 3	$8K–$25K/mo	1–10%	4×	$3.8K–$120K
Tier 4	$25K+/mo	1–10%	5×	$15K+ (open-ended)

6.2 Token Grant Mechanics

The grant formula is additive, not a trade-off: a creator's rev-share contribution funds a token grant worth 2–5× that contribution, and the creator is never asked to give up cash for tokens. Illustrated at a 5% reference rate, a creator earning $5,000/month in ad revenue contributes $250/month in rev-share, or $3,000/year; at a Tier 2 multiplier (3×), that becomes a $9,000 annual grant — 450,000 LOONY at a $0.02 reference price.

Tier	Avg. Monthly Rev	Rev Share	Annual Rev-Share	Multiplier	Annual Grant	Tokens @ $0.02
Seed	$250/mo	—	—	Qual.	Mission grant	Brand + community value
Tier 1	$1,500/mo	5% (ref.)	$900/yr	2×	$1,800	90,000
Tier 2	$5,000/mo	5% (ref.)	$3,000/yr	3×	$9,000	450,000
Tier 3	$15,000/mo	5% (ref.)	$9,000/yr	4×	$36,000	1,800,000
Tier 4	$30,000/mo	5% (ref.)	$18,000/yr	5×	$90,000	4,500,000

6.3 Why Creators Say Yes

The question every creator conversation starts with is why give up any ad revenue at all. The answer is in what the alternative already costs them: major platforms like YouTube and Facebook already take up to 45% of ad revenue outright, with no equity and no ownership returned, while creators absorb all algorithm and distribution risk with no upside to offset it. LOONY asks for a fraction of that — as low as 1% — and returns a cash grant plus a token grant worth 2–5× the contribution, along with real ownership in the network's growth rather than just their own channel. It is the same logic as a startup equity grant: a slice of cash comp traded for upside in something bigger, never a condition of getting paid, and never a donation.

7. Governance & Staking

7.1 Staking Tiers

Staking ties governance weight to lock duration. Rewards are funded from the 80,000,000-token Staking Rewards allocation, are protocol-defined rather than guaranteed, and vary with network participation. An early-exit penalty of 25% applies to unstaking before the lock period ends; half of the penalty is burned permanently, and half is redistributed to remaining stakers.

Tier	APY	Lock Duration	Vote Weight	Governance Standing
Community Voice	10%	30 days	1.0×	Base governance access
Governance Member	15%	90 days	1.0×	Base governance access
Senior Member	20%	180 days	1.5×	Elevated voting weight
Vanguard Council	25%	365 days	2.0×	Highest voting weight; council eligibility

7.2 DAO Governance

LOONY's on-chain governance body, the Satirical Council, oversees the Creator Acquisition Fund and key protocol parameters as the DAO decentralizes over time (see Section 12, Roadmap). The Vanguard Council — the highest staking tier — carries the greatest voting weight and is the tier from which council nominations are drawn, alongside creators who reach Tier 3 and above in the Partnership Program (Section 6.1). Governance is designed to widen over time: on-chain voting activates in Phase 2, and full DAO decentralization is targeted for Phase 4.

8. Market Positioning & Go-to-Market

8.1 The Beachhead: Political Satire

Satire is the proof; revenue is the product. What is already live sits squarely in political and cultural satire: Popcorn.co-produced AI-animated shorts under LOONY Entertainment, the Man on the Street video series under LOONY Rants, and editorial cartoons through Cartoon Movement. This is real cultural resonance, not a hypothetical use case.

8.2 The Widening

The underlying mechanism has never been satire-specific. Any creator who earns verifiable, monetized ad revenue on YouTube, Instagram, or any other platform can plug into the same Creator Pool Contract. The roadmap widens deliberately — political satire is core and proven today; comedy, entertainment, commentary, and news are opening next; the long-term system extends to any monetized creator. The brand stays satire. The system was always built to be bigger than satire.

8.3 Distribution: Every Channel Leads to loony.art

Every social channel — LOONY's own, and every signed creator's — builds reach, and every one of them points back to a single owned hub. YouTube episodes and Shorts, TikTok and Instagram clips, and X and Telegram community activity all link back to loony.art, which converts that reach into token holders through three surfaces: live protocol data (real-time burn totals and creator signings, verifiable rather than promised), first-party email capture that is insulated from platform algorithm risk, and a direct token gateway at sale.loony.art.

8.4 The Demand-Side Flywheel

Burn is the supply side of the mechanism; creator-led audience conversion is the demand side. Each creator who joins brings an existing, engaged audience; even a small share of that audience — illustratively, 1% — converts into token holders, creating organic buy-side demand rather than mercenary capital. As demand rises, grants are worth more in fiat terms, which in turn attracts the next cohort of creators. At an illustrative Year 4 base case of 390 creators, an average audience of 40,000 per creator, and a 1% conversion rate, the flywheel implies roughly 156,000 new token holders sourced entirely through creator partners — an illustration of the mechanism's shape, not a projection.

9. Financial Projections

All figures in this section are forward-looking estimates based on current assumptions and are subject to the risks described in Section 13. They are illustrative modeling, not guarantees of future performance.

9.1 Base Case

In the protocol's base case, the number of monetized creators in the network grows from 35 in Year 1 to 390 by Year 4, with ecosystem revenue growing from $2.4M to $16.0M over the same period. Annual burn value reaches $351K by Year 4, with 1.8% of total supply permanently removed by that point. Burn is measured in USD-equivalent value at the time of each burn, independent of any token price assumption — supply shrinks every year, and the reduction compounds as the network grows.

9.2 Scenario Analysis

All three scenarios below run identical contract logic; burn is modeled at approximately 40% of a ~5.5% average revenue-share pool. The only variable across scenarios is the pace of creator-network growth.

Scenario	Creators (Yr 4)	Ecosystem Revenue (Yr 4)	Annual Burn Value (Yr 4)	Supply Removed (Yr 4)
Conservative	270	$11.1M	$243K	1.5%
Base	390	$16.0M	$351K	1.8%
Bullish	620	$25.4M	$559K	2.1%

Every scenario is deflationary in every year of the model — driven by creator-network growth, not by any price assumption.

9.3 Capital Efficiency

The raise funds the first creator cohort; the mechanism is designed to fund every cohort after it. The Creator Growth & Outreach budget is roughly $950K — about 20% of the total raise — and is projected to sign 35–55 creators in Year 1, depending on tier mix. An illustrative Year 1 tier mix within that budget:

Tier	Creators	Avg. Grant	Subtotal	Notes
Tier 1	20	~$2,460	~$49.2K	Seed / early creators
Tier 2	25	~$14,760	~$369K	Core of Year 1 cohort
Tier 3	8	~$61,900	~$495.2K	Anchor / high-reach signings
Total	53	—	~$913.4K	Within the $950K budget

From that point, growth is modeled to be self-funded: each signed creator's own rev-share fuels the burn engine and the next wave of grants, with the bullish-case path from 35 to 620 creators requiring no further capital raise.

9.4 Creator Acquisition Fund Growth

The Creator Acquisition Fund (20% of every rev-share dollar, per Section 4.1) is modeled to grow from roughly $26.4K/year in Year 1 to roughly $176K/year by Year 4 in the base case, calculated as 20% of the average ~5.5%

rev-share applied to base-case ecosystem revenue. New creators are expected to be signed primarily through four channels: direct outreach into LOONY's existing warm network, prioritized by tier rather than run as a cold-inbound funnel; the existing content itself — Loony Rants, LOONY Entertainment, and Cartoon Movement's network of 280 cartoonists — acting as proof before an ask is made; rotating creator segments and formats that double as an ongoing recruitment pipeline; and high-attention cultural and political moments that put LOONY in front of creators already looking for what comes next.

10. Traction

Content is live ahead of the token. Three properties are already in production or distribution:

- LOONY Rants — led by Robert Galinsky, NYC man-on-the-street political satire. Galinsky's work has shown at Cannes, Sundance, and Juilliard, and received the 2025 Muhammad Ali Award; his film 'The Bench' is slated for Fall 2026.
- LOONY Entertainment — a partnership with Popcorn.co producing AI-powered satire shorts that react to breaking news within hours, backed by Hollywood writers for quality control.
- Cartoon Movement — a network of 280 cartoonists across 80 countries producing daily editorial cartoons for loony.art; more than 50 have been published, with an NFT marketplace in development.

Market context: an estimated 22,000 active political satirists operate today, inside a creator economy valued at roughly $21B in 2026, with political content commanding an estimated $3–$10 RPM. LOONY has 8 live channels distributing content ahead of any token launch.

11. Team & Advisors

Name	Role	Background
Raj Menon	Founder	Ex-BlackRock · S&P Global · serial entrepreneur · executive producer & investor
Adi Sideman	Advisor	Founder, Popcorn.co · Founder, YouNow (120M+ monthly sessions) · 20+ years in consumer media
Alex Kruglov	Advisor	CEO, pop.in · Hulu founding team · Glimpse (acquired by National Geographic) · media & consumer tech
Stu Bloj	Board Member	Corporate attorney — commercial contracting, governance, risk & strategy
J. Shakir Ramsey	Advisor	Ex-Google · Adidas · Lionsgate · T-Mobile · platform & growth strategy
Robert Galinsky	Advisor & Content	Juilliard · Oxford · 2025 Muhammad Ali Award · director & content partner
Yokesh Sankar	Advisor / COO	Co-Founder, Sparkout Tech / BlockchainX · HashBooks · Mynt tokenization

12. Roadmap

Already live: loony.art · Robert Galinsky signed · Popcorn.co signed · Cartoon Movement signed (280 cartoonists, 80 countries) · 50+ cartoons published · this whitepaper · the Creators page · waitlist open.

The phases below are sequenced by dependency rather than pinned to calendar dates — chain selection and audit partner are being finalized now, and committing to fixed quarters ahead of that would be premature.

Phase 1 — Foundation & Launch

- Chain and audit partner finalized
- Contracts built and CertiK audited
- Fundraise — private and public rounds
- Token launch and burn engine activated
- Staking and DAO governance live
- Vanguard Council established
- First DAO Art Fund grant issued
- ~20 total creators signed

Phase 2 — Scale & Build

- ~50 total creators signed
- NFT marketplace launch
- Cartoon Movement drops
- LOONY Live events launch
- DAO on-chain voting live
- Creator analytics dashboard
- Token-gated creator tiers — creators set price and perks for their own community
- First supply-reduction milestone visible

Phase 3 — Dominate & Expand

- ~150 total creators signed
- Creator Membership Platform
- Pay-per-view satire events
- Satirist DAO Grant Program
- Centralized exchange listings
- International expansion

Phase 4 — Institutionalize

- Multi-chain expansion
- Advertiser protocol
- Full DAO decentralization

- LOONY Index (creator-economy sentiment data)
- Creator commerce — direct, creator-controlled fan monetization; a future exploration subject to its own compliance and product review, not a current commitment
- 620+ creators, global reach, community-owned institution

13. Risk Factors

Participation in LOONY, including acquiring or holding the LOONY token, involves significant risk. The following is not an exhaustive list, and prospective participants should evaluate these risks independently and with professional advice before engaging with the protocol.

Regulatory Risk

Digital-asset regulation is unsettled and evolving across jurisdictions. Favorable current conditions in any one jurisdiction — including U.S. enforcement posture — are not guaranteed to persist, and future legislation, enforcement action, or judicial interpretation could restrict or prohibit aspects of the protocol's design, sale structure, or availability in certain jurisdictions.

Token Price & Market Risk

LOONY is a speculative digital asset. Its price may be highly volatile and may decline substantially or lose all value, independent of the protocol's operational performance, due to broader market conditions, liquidity constraints, or shifts in sentiment toward digital assets generally.

Smart Contract & Security Risk

The Creator Pool Contract and related infrastructure, despite audit (Section 14), may contain undiscovered vulnerabilities. Smart contract exploits, key compromise, or infrastructure failure could result in loss of funds or disruption of the burn mechanism.

Revenue Verification & Platform Dependency Risk

The protocol's core mechanism depends on creators' ability to earn and verify ad revenue on third-party platforms (e.g., YouTube, Instagram). Changes to those platforms' monetization policies, API access, payout terms, or account standing are outside LOONY's control and could reduce the revenue available to fund the burn-and-grant cycle.

Execution & Network-Growth Risk

The financial projections in Section 9 depend on signing and retaining creators at the pace modeled. Slower-than-projected creator growth, higher-than-projected creator churn, or an inability to scale outreach would reduce burn value and grant flow relative to the scenarios presented.

Liquidity Risk

Locked liquidity (Section 5.5) and the pace of token unlocks are structured to avoid concentrated sell pressure, but liquidity on any given DEX pool remains finite and may not support large trades without meaningful price impact, particularly in the protocol's early months.

Key-Person & Team Risk

LOONY's early execution depends materially on a small founding and advisory team. The departure, incapacity, or reduced involvement of key individuals could adversely affect the protocol's development, creator relationships, or fundraising.

Competitive Risk

Buy-and-burn mechanics, creator-economy tokens, and social/creator-ownership protocols are an active and crowded category. Prior entrants (including creator-ownership and social-token projects) have not durably succeeded; there is no guarantee LOONY's specific application of a proven mechanism will succeed where others applying related mechanisms have not.

14. Regulatory & Compliance

LOONY is being built for the 2026 U.S. regulatory environment while maintaining guardrails designed to hold up as that environment continues to evolve.

Current Environment

- SEC under Chair Atkins — nearly all non-fraud crypto enforcement activity has been dropped; the prior regulation-by-enforcement posture has ended.
- DOJ pivot (April 2025) — the dedicated crypto enforcement team was disbanded, with resources refocused on conduct that constitutes an underlying crime.
- CLARITY Act — passed the House in July 2025 and is under Senate markup, with an innovation exemption under active discussion in its design.

Guardrails

- Securities counsel engaged ahead of the private sale opening.
- Investor-facing language is framed around utility, not return.
- Geo-restrictions aligned with MiCA exclusions in the EU, with U.S. restricted-list screening applied at KYC.

The Howey test continues to apply regardless of the protocol's framing or posture, and LOONY's compliance approach is built on that assumption rather than around it. A CertiK security audit of the Creator Pool Contract and related infrastructure is in progress, and Sumsub KYC/AML screening is applied at onboarding for participants in token sales.

15. Legal Disclaimer

This whitepaper has been prepared by LC Administrative LLC (the “Company”) solely for general informational purposes. It does not constitute, and should not be construed as, an offer to sell or a solicitation of an offer to buy any security, token, or other financial instrument in any jurisdiction.

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Issued by LC Administrative LLC.

Real revenue.
Real burn.
Real satire.

LOONY is a fundamentals asset in a sentiment-driven market — a protocol built for the creator economy, where buy pressure is funded by real, verified creator revenue and executed on-chain by code.

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