



**This presentation provides an overview of my vision for the “Pumps” project. The development is intentionally agile to stay adaptable in today’s fast-moving attention market.**

Please see the following slides as inspiration and direction - key pillars that could shape the project’s future. No promises - some areas may evolve, shift, or remain unexplored as we discover new attention streams along the way.

Index.

- Creator Capital Markets
- Pumps (History and Status)
- Main Pillars
- Building in Public

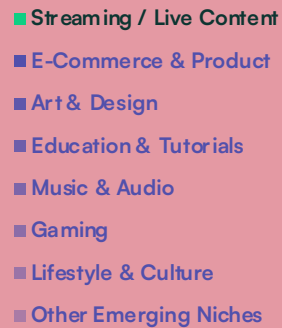
f



## Creator Capital Markets - Status and Opportunity.

Pump.fun has successfully captured the streaming and trader creator niche, but the broader creator landscape extends far beyond that.

By introducing Pumps as a playful and visual layer, we can bridge Pump.fun into new creator verticals — from art and design to e-commerce and culture.



**Streaming / Live  
Content**

**Rest of the  
Creator  
Landscape**

What we have achieved so far  
(5 days since launch):

1k X Followers

570 People in X Community

8h Live Drawn on X and PF

83 Pumps drawn so far

100 OG NFTs minted in seconds

...

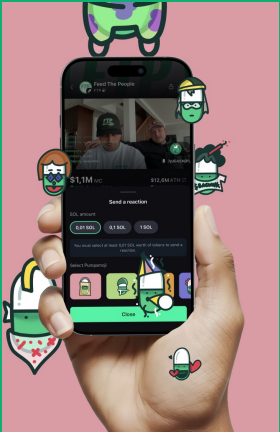


Pumps Main Pillars.  
Four interconnected pillars driving Pumps as both a brand and an ecosystem:

The Pumps Brand Ecosystem

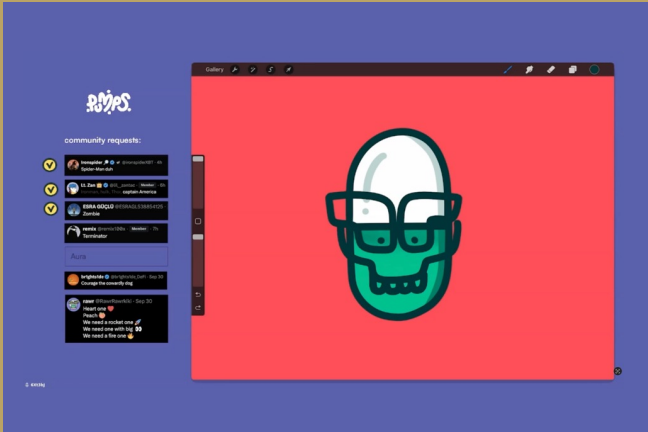


Pump.fun



Native Integration

IP



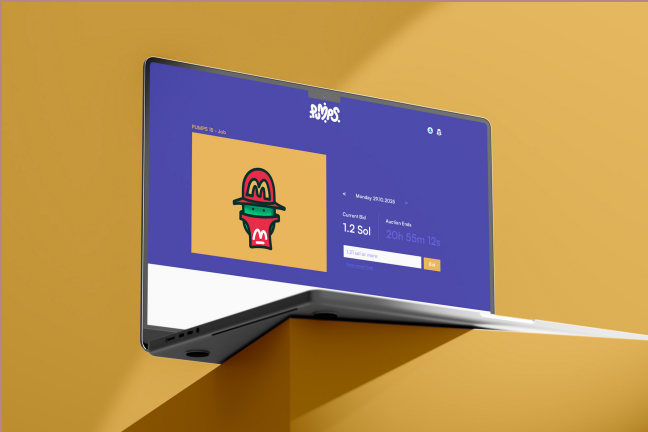
Live Drawing

GIFs

Storytelling (Videos)

Growing Collection

NFTs



OGs (minted)

Regular Drops

Daily Auctions

Artist Collabs

Culture



E-Commerce

Pumps-Funded  
Community Projects

One of the primary goals is to integrate Pumps into Pump.fun — but it’s important to understand that we can also win without them.

Why **Pumps** should **matter** for Pump.fun:

- Embracing creators on their platform**  
will help the entire ecosystem thrive.
- Visibility to onboard/Inspire**  
a new kind of content creator aside from streamers (artists, e-commerce, ...).
- Enable a playful, consistent and visual way**  
of communication through Pumps.
- Creating historical relevance**  
by documenting CT in a playful way on the Blockchain through Pumps.

Possible Touchpoints:

Live Reactions

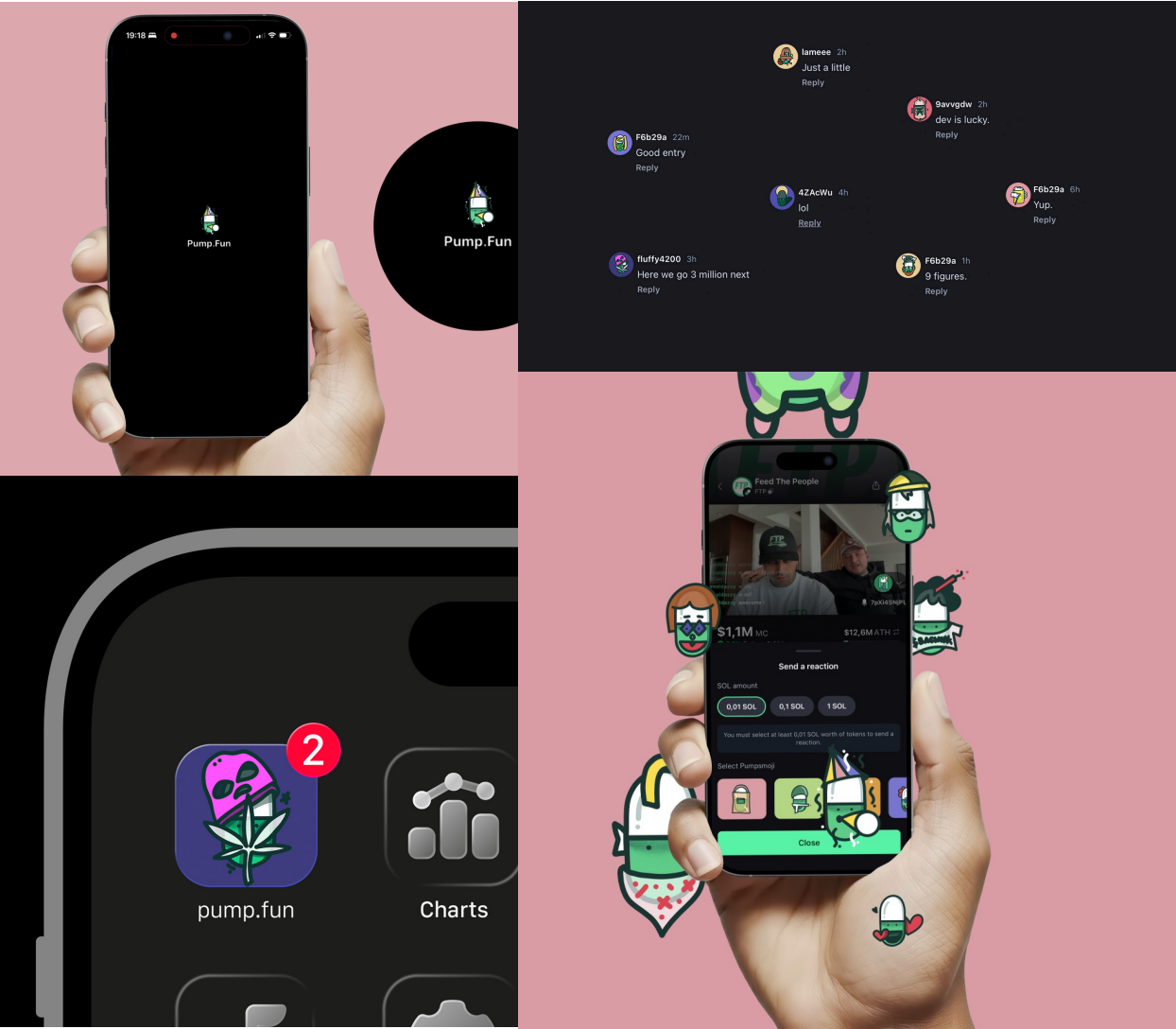
App Start Screen

App Icon

Merch

Events

Pump.fun PFPs



Continually building and sharing IP is crucial to keep the project evolving and to withstand the fluctuations of the attention economy.

**Growing the Collection**  
day by day while staying relevant to Crypto Twitters Mindshare.

**Going live and creating together with the community**  
to help shape the collection.

**GIFs and Images**  
that can be widely used by the community (TG, Discord, General).

**Create Videos**  
showing the Process of creating the whole brand.



NFTs are the core link between IP, community, and ownership — turning creative output into something collectible, tradeable, and alive within the ecosystem.

They provide a way to **reward early supporters**, create **ongoing engagement**, and build a **sustainable economy** around the brand.

#### OG Collection:

Reward the earliest community (sold out).

#### Regular Drops:

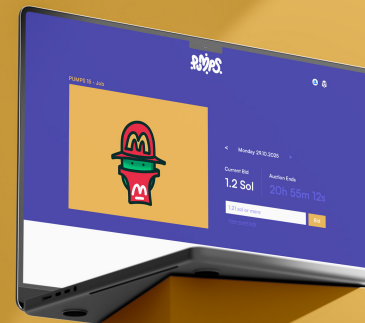
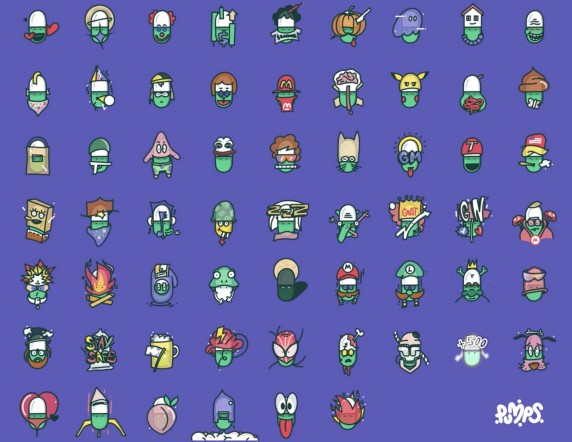
Expanding the universe with new characters and moments (\$Pumps revenue burned).

#### Daily Auctions:

Continuous attention loops and community activity -> Fueling community funded Projects.

#### Artist Collaborations:

Expanding the creative reach by bringing in new visual styles and perspectives.



Culture is what turns Pumps from a collection into a movement. It's where ideas, products, and people intersect — extending the brand beyond screens and into the real world.

**Building culture** means **creating spaces, stories, and collaborations** that let the community **express** itself and **feel ownership**.

#### E-Commerce:

Turning visual identity into physical goods and collectibles that travel the world.

#### Community Projects (Pumps-Funded):

Supporting creative ideas from holders and helping them come to life.  
(Funded through daily auctions and a Pumps treasury)

#### IRL Moments:

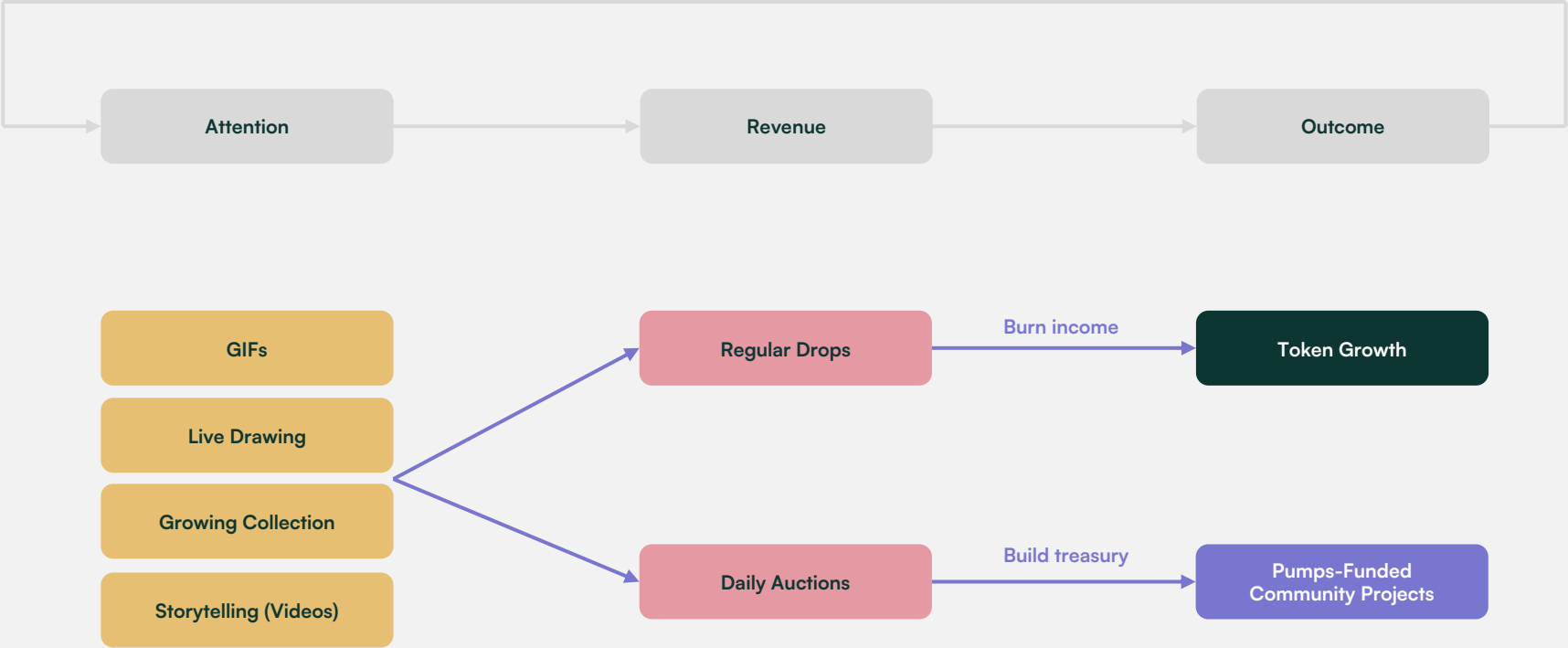
Meetups, installations, and activations that bring the digital identity offline.

#### Collabs:

Partnering with other creators and brands to expand reach and cultural relevance.



Pumps Main Pillars.  
Connections.



**From the first steps of the project until now, I've been publicly sharing my process and the steps I take.**

**This approach not only makes sense in the attention economy but also helps bond people to the project.**

**Promise: I'll continue to build in public.**

Thank you!



[pumpsmoji.fun](https://pumpsmoji.fun)  
[x.com/pumpsmoji](https://x.com/pumpsmoji)