

PEPE DJEN

DJ ON SOLANA BY DJENERATES



WHITEPAPER 2024

INTRODUCTION

Pepe Djen

In an era where digital transformation is reshaping industries, the DJ token emerges as a pioneering force in the music sector, specifically tailored for music producers, DJs, and artists. The DJ token is more than just a memecoin; it is the backbone of a new token economy designed to empower the curators and taste makers driving the electronic music scene.

Earn While You Stream

The DJ token rewards artists for their creativity and engagement. By streaming radio shows and DJ sets on popular social media platforms like Twitch, Telegram and Discord, music creators can earn DJ tokens. This unique reward system recognizes the hard work and passion of artists, providing them with a tangible incentive to share their art and connect with their audience in real-time.

Promote and Grow

The true power of the DJ token lies in its utility within the electronic music industry. Artists can use their earned tokens to promote themselves across various industry networks and channels. Whether it's gaining visibility on influential platforms, securing listings in Spotify playlists, or networking with key industry players, DJ tokens offer artists a valuable resource to enhance their career and expand their reach.

A Community-Driven Ecosystem

At its core, the DJ token economy is built around a vibrant community of electronic music enthusiasts, producers, and influencers. This ecosystem fosters collaboration, innovation, and mutual support, creating a dynamic environment where artists can thrive. By leveraging the DJ token, artists not only gain financial rewards but also become part of a growing movement that champions creativity and talent in the electronic music world.

Join us in revolutionizing the music industry with the DJ token—where every beat, set, and stream counts.

DJ TOKENOMICS

Total Token Supply: 10,000,000,000

Contract Address:

HCLtHYmSw11tHaQntPXCzBYdxwrxmGk8okAFEuxkSNBb

Token Distribution:

70% - Liquidity

10% - Marketing

10% - Airdrops

05% - Bot Dev

05% - Team

Liquidity

Deployed on Raydium

Marketing

Distributed across Telegram, Dexscreener, Instagram, Tik Tok, and giveaways

Airdrop

5% Djenerates LAZR swap

5% Radio Show and streaming allocation

Team

Vested 6-12month

PROJECT BACKGROUND

Pepe Djen is a project positioned under the umbrella of The Klub ecosystem which develops and builds Web3.0 projects for the electronic music industry. Within this ecosystem is a vibrant community of Djs, music producers and artists who participate in various campaigns and IRL events such as the DJenerates DJ Search, KlubCoin IRL events and parties, Web3.0 conferences and metaverse activations.

DJENERATES SUPERSTARS

The DJenerates launched in Sept 2021 as an electronic music-themed NFT collection, officially immortalising the following artists on the Ethereum blockchain:

Anfisa Letyago	Dubfire	Mar-T
Bedouin	Giorgia Angiuli	Nick Warren
Benny Benassi	Giuseppe Ottaviani	Paco Osuna
Blond:ish	Headhunterz	Paul Oakenfold
Boys Noize	Hernán Cattáneo	Paul van Dyk
Burak Yeter	Jamie Jones	Ricardo Villalobos
Bushwacka	Joseph Capriati	Stafford Brothers
Cat Dealers	Luciano	Stella Bossi
Carl Cox	Maceo Plex	Sven Väth
Claude VonStroke	Marco Bailey	Tensnake
Diego Miranda	Marco Faraone	Yves V

DJENERATES DJ SEARCH

Launched in March of 2022 in collaboration with Amnesia Ibiza and DJ Mag, The DJenerates DJ Search was designed as a career launchpad for our community and NFT Holders, who are seeking opportunities within the electronic music industry as professional DJs and artists. Additionally holders of our NFT collection receive access to exclusive career opportunities and experiences throughout the year.

PEPE DJEN - DJ COIN ON SOLANA

Created as the official Memecoin for the DJenerates community with the ticket DJ, DJ coin will function as a utility token offering DJs and Artists a token which can be earned through streaming their own radio shows and DJ mixes, and spent on advertising via our media network of industry partners including Clubbing TV, Pure Ibiza Radio, and The Klub's associated social media profiles.

DJ ECONOMY

Building on the existing ecosystem of projects and assets, DJ token acts as both a reward and utility for DJs and artists sharing content, and also for those wanting to achieve exposure and promotion, within our network and partner channels. This is achieved through the following ways.

DJ RADIO SHOWS AND STREAMING

DJ Tokens can be earned by DJs for streaming live sets and radio shows via our Pepe Djen Music Channel in Telegram and the DJenerates Twitch channel. To be eligible to host a show, DJs and radio hosts need to own a DJenerates NFT.

STREAMING REWARDS

An allocation of DJ Rewards as outlined in the tokenomics will be reserved for the initial DJs streaming through the ecosystem. For each radio show, DJs will be rewarded 1M DJ tokens until supply is exhausted. Following the exhaustion of the tokenomic allocation DJs and radio show hosts will receive DJ token rewards generated from Telegram advertising as a revenue split.

TELEGRAM ADVERTISING

The Pepe Djen Music channel is powered by the Pepe Djen Music Bot which shares new electronic and dance music daily for subscribers to discover and download. Monetizing the channel will be achieved by opting in to Telegram Ad delivery via the channel. Revenue generated from Telegram Ads will be used to buy DJ Tokens which will be distributed to streaming hosts via a revenue share model in accordance with the DJ Tokenomics model.

ARTIST ADVERTISING

Via our custom advertising Bot, DJs and Artists will have access to promote their music, new releases, and DJ Sets, using DJ tokens, via the music channel and our ecosystem partners including Pure Ibiza Radio, Clubbing TV and Djenerates social networks.

DEV

Telegram Bots

Music Bot development for Telegram is a key element of the Pepe Djen vision and a way to service a music-centric community with engaging and valuable experiences. We will endeavour to develop bots which integrate DJ tokens and enrich the ecosystem by utilising blockchain and AI technology.

Djen Music Bot

The Djen Music Bot for Telegram was deployed shortly after our TGE and is available for anyone to add to Telegram and use for discovering music. The bot also powers the Pepe Djen Music Telegram Channel which has a growing number of daily subscribers.

Future Bots

Telegram bots we have slated for the community to vote on for development are:

- AI Music Bot
- Music Quiz Bot
- Music Promotion Bot
- Clubbing Bot
- DJ Bookings Bot

UTILITY

Events & IRL Experiences

Holders of DJ Tokens will gain discounts and access to events and IRL experiences hosted by our ecosystem and event partners.

DJenerates Party

Hosted at the iconic Amnesia Ibiza the DJenerates Party is an annual event which showcases rising DJ talent from our community alongside international artists.

Holders with over 1M DJ tokens in their wallet will receive free entry to this major event.

Upcoming Events

Via The Klub ecosystem we will provide DJ Token holders with specials, discounts, and giveaways to our associated events throughout the year.