

# **Let's Go Brandon Coin (\$FJB): The First Ever Decentralized Blockchain Media Company.**

**Abstract.** A truly decentralized media platform would allow for the free flow of thoughts and information on a global scale without going through a centralized media corporation. Although within the current state of digital media consumption, users are allowed to articulate assertions to audiences of greater magnitude than any point in the history of humanity, those with taboo viewpoints will see the suppression of their voice either by the deletion of a post or the outright banning from a social media platform. A truly decentralized media platform, built on the blockchain, allows for the immutability of viewpoints, regardless of the degree to which they vary from the status quo.

## **1. Introduction**

Digital media consumption has come to occupy a part of every single person's life in every single part of the globe. Facebook sees 2.91 billion monthly active users (1), Instagram has 1.37 billion active users, and TikTok has over 1 billion active users. Moreover, 5.13 billion people across the planet have mobile devices, two-thirds of the global population, allowing for the quickest circulation of thoughts and ideas in the history of humanity. With a lack of regulations around the industry at large, derived from the speed at which these businesses have evolved, has resulted in digital media conglomerates advancing personal agendas onto their userbases. These opinions have rapidly evolved to suppress contrarian viewpoints, curbed for the sake of the commercialization of their userbases.

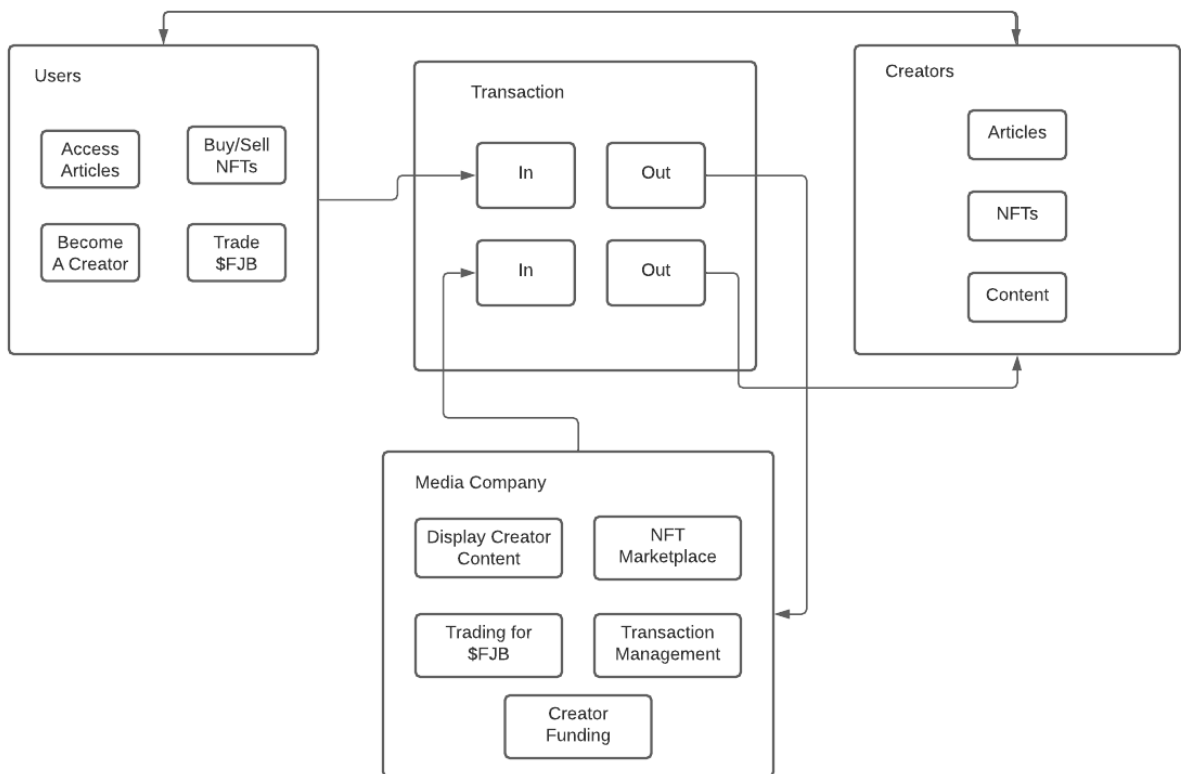
The current state of social media is found to be biased, and has devolved from its intended original use case. What is needed is a social media platform based on cryptographic immutability instead of terms of service, allowing for the free spread of information and ideas, without a frame of reference.

A large group of individuals that have seen disenfranchisement herein these centralized social media platforms has been those with a right-leaning (American) ideology. The "Let's Go Brandon" saying stems from the aforementioned suppression of right-leaning ideology by

centralized media corporations. Beyond the decentralized blockchain media company, the "Let's Go Brandon" Coin represents a vocal piece for the movement at large.

## 2. Product Offering Overview

We define the product offering as a data unit (the social media exposition) stored on a digital ledger, known as a blockchain, which can be consumed by a user. Each author will produce and upload the data unit to the Let's Go Brandon website, built on the blockchain with Web 3.0 integration, wherein the data unit will be immutable. This is a process also known as "minting".



Users will use the \$FJB as a medium of exchange on the Let's Go Brandon website. Users will pay authors directly with an arbitrary amount of the \$FJB token, and in return, receive access to the respective author's data unit. Moreover, a data unit is not limited to merely that of a piece of writing. It also can include but is not limited to: the development of NFT's, the development of video expositions, and the development of audio commentary.

Authors, additionally, have the freedom of discretion in terms of personal title. Authors have the right to maintain full anonymity, write under a "pen-name", or to fully dox oneself.

### **3. Let's Go Brandon Coin Tokenomics**

Total Supply:	40 Billion \$FJB
Total Circulating Supply:	~22.17 Billion \$FJB
Burned Tokens:	~17.83 Billion \$FJB

Developer Wallets: 0 \$FJB is held in predefined developer wallets

Let's Go Brandon Coin has 0 \$FJB tokens held in any predefined developer wallets. All unburned tokens are in the circulating supply. The development team opted for this allocation to bolster fairness amongst all holders of Let's Go Brandon Coin.

Transactional Tax:

5% of each transaction of Let's Go Brandon Coin is sent to the "Charity Tax Wallet". The Charity Tax Wallet is used for weekly donations to veteran-focused charitable organizations. These charities include but are not limited to: The Wounded Warrior Project, Tunnels to Towers Foundation, and Folded Flag Foundation.

3% of each transaction of Let's Go Brandon Coin is sent to the "Project Development Wallet". The Project Development Wallet is used to fund business operations. These line-items include but are not limited to: marketing expenses, back-end development expenses, community giveaway expenses, and contract audit expenses.

### **4. The Development Team**

The development team is based within the United States, residing respectively within the states of New York and Connecticut. The team includes 3 individuals, each with the respective job descriptions: Community Manager (Lead Developer), Marketing Director, and Back-end Developer.

Community Manager:  
Grant Tragni

Grant graduated Magna Cum Laude from Rensselaer Polytechnic Institute with his Bachelor's degree in Industrial Systems Engineering and a Master's degree in Quantitative Finance Risk Analytics. Grant has work experience from one of the world's largest Financial Data Providers and as an Analyst at a Hedge Fund. Grant also started a Corporate Training company where he has worked with over 2,000 people on how to effectively shape

their mindset. Grant is a Marathon runner, former Collegiate Football athlete, and a lecturer at his Church.

LinkedIn: <https://www.linkedin.com/in/grant-tragni/>

Marketing Director:  
Caleb Benedict

Caleb graduated Magna Cum Laude from the University of Connecticut with Bachelor degrees in Political Science and Finance, with a concentration in Valuation and Portfolio Management. While at college, he held positions as the President of a top-30 ranked Model UN team, the Finance and Career Development chairs of the Phi Gamma Delta Sigma Kappa chapter, and Lead Director of the UConn Student Managed Fund. Prior to college, Caleb also obtained the rank of Eagle Scout. Caleb has a longevity within the cryptocurrency space at large, working directly or indirectly on a plethora of cryptocurrency and NFT projects.

LinkedIn: <https://www.linkedin.com/in/calebbenedict/>

## **5. The Let's Go Brandon Coin Roadmap**

The roadmap of the Let's Go Brandon Coin is ambitious, and possesses a long-term outlook. In this section, all aspects of the roadmap will be addressed in greater detail.

Social Media Platform Buildout and Adoption:

The Let's Go Brandon media platform will begin back-end web 3.0 development in Q4 of 2021. A prototype website for the decentralized blockchain media platform will go live in late Q4 of 2021 or Q1 of 2022. The website will begin with only a handful of selected disinfrazed media companies. These alpha testers will provide proof of concept, prior to public offering of the website, to provide proof of concept. In late Q1 or Q2 of 2022, the Let's Go Brandon media platform will be opened for public adoption.

#### Exchange Listings:

The Let's Go Brandon development team is aiming for the listing of the \$FJB token on established American and international exchanges. This list includes but is not limited to: Protobit, WhiteBIT, Gate.io, Bitmart, and KuCoin.

#### Market Capitalization:

As the longevity of the project increases, so too shall the market capitalization of the \$FJB token. The development team foresees the project ranking in the top 3 market capitalization of "Meme Coins", placing it's absolute value greater than \$1 billion. In addition, the development team foresees the project ranking as the higher market capitalization "Entertainment Coin", placing its absolute value greater than \$1.4 billion.

#### Holder's:

At the current rate of holder growth, in conjunction with the adoption growth bolstered by the public offering of the decentralized media platform, the development team foresees the number of holders of the \$FJB token to be greater than 100,000 by the end of 2022.

#### Donation Ambition:

The Let's Go Brandon Coin project aims to donate over \$100,000 to charities by the end of 2021, and over \$1,000,000 by the end of 2022.

## **6. Conclusion**

We have proposed a social media platform, bolstered by a landmark political movement, which allows for complete freedom of transmission of thoughts and ideas. By using a blockchain-based, decentralized network, we allow for authors to produce immutable data items on our website. We believe that our platform will give a voice to those who have been traditionally disenfranchised via the unfiltered exposition of viewpoints across the globe.