

MicroCake White-paper

Let us introduce ourselves and the mission we are striving to achieve

MicroCake has an intrinsic aim; Introduce passive income decentralised finance to the wider community

DeFi is revolutionary, a type of technology that has the ability to change ones perspective on finances, and on the world around us. As we enter a new era, where people are waking up to the flaws of the modern day financial system, it is imperative that you gain a deeper understanding of the world we are heading into, albeit a difficult concept to fathom, we here at MicroCake understand this, and we aim to help those, who haven't quite gained a grasp of it

MicroCake as project, a community has a mission, and that mission is simple; show the masses that passive income is as simple as a few clicks on a decentralised platform. No thorough understanding is necessary, its as simple as clicking a few buttons on your keyboard, swapping your BNB for MicroCake and reaping the benefits of earning as you go about your day to day life

How we plan to launch successfully, and maintain that success, whilst creating exponential growth ?

As those already within the DeFi space are aware, anybody with a basic understanding of how this works, can launch a coin

Dozens, if not hundreds of coins are made within this space daily, most of which struggle to perform, and unfortunately, most deceive their very own investors that have placed their trust, their time, and most importantly, their hard earned money with the team and the project. They do this by either not going to the length it takes to perfect their project as promised, or they straight up scam their investors

Here at MicroCake, this is something that deeply troubles us and we would never want such a thing to happen to the very people that have placed their trust amongst us.

That is why, we here at MicroCake have chosen a well renowned contract developer to create our contract, launch and deploy. Not only that, but we have chosen to host our presale on Pink-sale; An up and coming launchpad that most investors within this space know, and trust. Once we host our presale, and finalise the presale, we will be locking the initial liquidity pool with Pink sale; As a result of us doing this, all investor funds will be safe and secure, allowing MicroCake to launch, and put the communities doubts at ease that they will not fall victim to the behaviour that scammers within this space have been getting up to

Once we launch, we know that one area of the project is a necessity, marketing ! We see it all the time within telegram groups, the phrase "When marketing" gets used regularly, and rightly so. Investors have the right to know that their investment will grow organically, but also through the work that the team put in behind the scenes. That is why here at MicroCake, we will not be conservative with our marketing budget, and we will strive to make the project a success, through an abundance of influencer promotions, advertisements, and sponsorships in order to considerably increase exposure

Is the owner of MicroCake doxxed ?

The owner of MicroCake is not yet doxxed, however based on where the project goes and the growth we receive, the owner of the project will be doxxing his identity once we reach that particular milestone. Furthermore, although the owner of MicroCake is not doxxed, he is well trusted within the space, and is involved with many communities

MicroCake has a whole host of features integrated into the project, and they are as follows

4% Redistribution in Cake

-4% of every buy and sell transaction is taken and redistributed to all of the holders of our native token. It's simply really, hold \$MicroCake tokens, and in turn, earn CAKE.

Rewards paid automatically

-We have seen an abundance of projects release tokens that redistribute rewards to their holders, however many tokens leave their community in a position where they have to manually claim these rewards. However here at MicroCake, these rewards are automatically sent to your wallet. Simply add the PancakeSwap token (\$CAKE) address to your wallet, and watch the rewards grow

In depth marketing plans

-4% of every transaction is allocated to marketing in BNB. This transaction fee gives the team the fuel to expand the exposure that the project receives and gives us the opportunity for us to provide the project with exponential growth

Long term development design

-As the project grows as a result of the marketing push we will be unrolling, development and upkeep is a necessity. Taking this into consideration, 2% of every transaction goes towards the general costs of the project, a small fee that will go a long way in the general long term running of the project

2% Auto liquidity pool

-2% of every transaction is converted into the Pancake-swap liquidity pool. This provides great benefits for the project, as it builds a price floor, and gives further price stability

Safety and security

-The number one priority of the team, is the safety of the communities investment. Upon launch, the initial liquidity pool will be locked with Pink-sale

MicroCake Tokenomics

There is a 12% transaction fee for buying and selling that was decided upon by the team to allow the project to both succeed, and grow

4% is distributed to holders with rewards in \$CAKE

4% is allocated to the marketing wallet

2% is allocated to the project development wallet

2% is allocated to the liquidity pool

Phase 1

MicroCake is incepted

The launch and creation of our website

The release of our White-paper

Influencer marketing push across all social media platforms

Paid advertisements

Community competitions

Presale to commence on Pinksale

Launch MicroCake on the decentralised platform 'Pancake Swap'

Phase 2

Listing on coin gecko

Trending on the dexTools platform

Listing on Coinmarketcap

Listed on Blockfolio

Audit performed by a reputable auditing agency
Further influencer push aided by the increase in marketing funds
5k members in the telegram community

Phase 3

Website redesign

Our biggest marketing push yet to create exponential growth

Exchange listing

Charity donation at \$5 million market cap

MicroCake founder dox at \$25 million market cap

The giveaway of a luxury vehicle to one of our holders at \$50 million market cap

MicroCake reward distribution

The reward mechanism is used to incentivise holders of the native token to keep on holding to earn dividends from the transaction fees when investors buy or sell

The awards mechanism is based on the number of tokens you hold, as well as the volume

Thankyou for reading our Whitepaper and we look forward to welcoming you to our community