

# HonestLaunch.fun

The Rug-Proof Token Launchpad

Whitepaper v1.1 — 2026

**Built on Base**

# 1. Abstract

HonestLaunch is a token launchpad built on Base where 100% of tokens are locked until automatic migration to a DEX. Unlike existing platforms where creators can dump immediately after launch, HonestLaunch makes rug pulls structurally impossible through smart contract enforcement.

The platform introduces a bonding curve mechanism where tokens cannot be sold or transferred before reaching a target market cap of \$69,000. Once the target is reached, the token automatically migrates to Aerodrome DEX and all holders gain full trading freedom.

This whitepaper describes the platform mechanics, the bonding curve design, tokenomics of the native HLF token, the three-phase airdrop campaign structure, the pre-launch staking model, and the long-term roadmap for HonestLaunch.

## 2. The Problem

The token launchpad space is dominated by platforms that enable and incentivize fraudulent behavior. The most common pattern — known as a rug pull — occurs when creators or early holders sell their tokens immediately after launch, crashing the price and leaving retail buyers with worthless assets.

### 2.1 Current State of Token Launches

Existing platforms like Pump.fun generate massive volume but impose no restrictions on creator behavior. The results are predictable:

- Over 90% of tokens launched on typical platforms reach zero value within 30 days
- Creators dump tokens within minutes of launch with no consequences
- Retail buyers have no protection and no way to distinguish serious projects from scams
- The entire ecosystem develops a reputation as a casino rather than a legitimate launchpad

### 2.2 Why Existing Solutions Fail

Lock mechanisms and vesting schedules exist on some platforms but are optional and easily bypassed. The fundamental problem is that these systems rely on creator goodwill rather than technical enforcement. A creator who wants to exit can always find a way to circumvent soft restrictions.

## 3. The Solution: Build Before You Sell

HonestLaunch takes a fundamentally different approach: selling is technically impossible before migration. This is not a policy — it is enforced at the smart contract level. No exceptions, no workarounds, no admin override.

### 3.1 Core Mechanism

Every token launched on HonestLaunch follows this lifecycle:

- Creator pays a \$3 deploy fee and configures their token
- 100% of the token supply (10,000,000 tokens) is locked inside the smart contract
- A bonding curve is activated — price increases as more ETH enters
- Buyers can purchase tokens at the current curve price
- All purchased tokens are locked in the buyer's wallet — visible but not transferable
- When the target market cap of \$69,000 is reached, migration triggers automatically
- Token migrates to Aerodrome DEX with liquidity from the bonding curve
- All tokens unlock and holders can trade freely on the open market

### 3.2 Token States

State	Description	Transfers Allowed
CREATED	Just deployed, no purchases yet	No
ACTIVE	Bonding curve live, buys enabled	No
MIGRATED	Target reached, live on DEX	Yes — free market
SUNSET	Deadline passed, below minimum threshold	No
REFUND	Refund window open (30 days)	N/A
BURN	Remaining tokens destroyed post-refund	N/A

### 3.3 Sunset Mechanism — Token Failure

Every token has 180 days to reach the \$69,000 migration target. If a token does not migrate within this window, the outcome depends on how much ETH was raised:

Scenario	ETH Raised	% of Target	Outcome
Token with real traction	Above \$20,700	30% or above	No sunset — token continues until migration

Token with insufficient traction	Below \$20,700	Below 30%	Sunset triggered — buyers receive full refund of total invested minus 5% sunset fee
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When a sunset is triggered, a 30-day refund window opens. Buyers can claim back their investment minus fees. After the refund window closes, all remaining tokens are burned permanently.

The 30% threshold exists to protect projects that have genuine traction but need more time. A project that raised \$25,000 in 6 months is showing real demand — it should not be forcibly closed. Only projects with near-zero traction are sunset.

Creators receive nothing if their token is sunset. This is intentional — it penalizes low-effort launches and rewards creators who build real communities.

### 3.4 Refund Calculation Example

Alice invests \$100 in a token that is sunset after 180 days with \$8,000 raised (below 30% threshold):

Item	Amount
Alice's original investment	\$100.00
Buy fee already deducted (1%)	-\$1.00
Net in bonding curve	\$99.00
Sunset fee (5% of \$99)	-\$4.95
Amount refunded to Alice	\$94.05
Alice's total loss	\$5.95 (5.95%)

## 4. Platform Economics

### 4.1 Revenue Streams

Fee Type	Amount	Trigger
Deploy Fee	\$3.00 fixed	Token creation
Buy Fee	1% of purchase amount	Every bonding curve buy
Migration Fee	5% of total ETH raised	Successful migration to DEX
Sunset Fee	5% of total ETH raised	Failed token — refund processing

## 4.2 Revenue Projections

The following projections use verified fee calculations. Migration fee is 5% of \$69,000 = \$3,450 per migration.

Metric	Conservative	Moderate	Optimistic
Daily token deploys	50	200	500
Daily trading volume	\$10,000	\$50,000	\$200,000
Daily migrations	1	4	15
Monthly deploy revenue	\$4,500	\$18,000	\$45,000
Monthly buy fee revenue	\$3,000	\$15,000	\$60,000
Monthly migration revenue	\$103,500	\$414,000	\$1,552,500
Total monthly revenue	~\$111,000	~\$447,000	~\$1,657,500

## 4.3 Fee Vault

A percentage of all buy fees is automatically routed to a Fee Vault smart contract during the pre-launch phase. This vault accumulates ETH that is used as the initial liquidity seed when the HLF token launches on Aerodrome DEX.

After the HLF launch, the Fee Vault transitions into a permanent treasury. It continues accumulating a portion of platform fees and serves three long-term functions: adding liquidity to the HLF/ETH pool on Aerodrome periodically, executing HLF buybacks from the open market during high sell pressure, and funding platform development and partnerships.

# 5. Bonding Curve Design

The bonding curve ensures fair price discovery where early buyers pay less and price increases continuously as more capital enters. Every token has real ETH backing at every price point — there is no arbitrary price setting.

## 5.1 Formula

Price = BasePrice + (Slope x TokensSold)

## 5.2 Verified Parameters

Parameter	Value	Notes
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Total supply per token	10,000,000	Fixed for all tokens
BasePrice	\$0.000001	Starting price — very accessible
Slope	\$0.0000000014	Price increase per token sold
Migration target	\$69,000	Total ETH to be raised
Price at token 0	\$0.000001	First buyer entry price
Price at migration	~\$0.0138	Last buyer entry price
Average price across curve	~\$0.0069	Mid-point price

### 5.3 Mathematical Verification

Total ETH raised = BasePrice x Supply + (Slope x Supply<sup>2</sup> / 2)  
 = 0.000001 x 10,000,000 + (0.0000000014 x 10,000,000<sup>2</sup> / 2)  
 = \$10 + \$69,000  
 = \$69,010 — verified target met at full supply sold

### 5.4 Why 10 Million Token Supply

A supply of 10,000,000 tokens per coin means that at migration, each token is worth approximately \$0.0138. This is significantly higher than platforms with billion-token supplies where migrated tokens are worth fractions of a cent. A higher per-token price gives the impression of a more serious project and reduces the psychological barrier to holding rather than immediately selling after migration.

## 6. HLF Token

HLF is the native utility token of the HonestLaunch ecosystem. It is designed to capture value generated by the platform and distribute it to long-term holders while creating real demand through mandatory platform utility.

### 6.1 Token Details

Parameter	Value
Token Name	HonestLaunch Token
Ticker	HLF
Total Supply	1,000,000,000 (1 Billion)
Blockchain	Base (Ethereum L2)

Token Standard	ERC-20
DEX	Aerodrome Finance (Base)

## 6.2 Token Distribution

Allocation	Percentage	Amount	Purpose
Airdrop Campaign	40%	400,000,000 HLF	Distributed via Galxe, Zealy, Taskon to early community
Founder	20%	200,000,000 HLF	2-year vesting with 6-month cliff — enforced by smart contract
DEX Liquidity	20%	200,000,000 HLF	Paired with Fee Vault ETH to seed HLF/ETH pool on Aerodrome at launch
Marketing & Growth	20%	200,000,000 HLF	Partnerships, community growth programs, future campaigns, operational reserve

## 6.3 DEX Liquidity Explained

The 200,000,000 HLF allocated to DEX Liquidity are not sold or distributed. They are deposited alongside ETH from the Fee Vault into the HLF/ETH liquidity pool on Aerodrome at the moment of the HLF token launch. This creates the initial trading market for HLF. The liquidity is permanent — it is not withdrawn after launch. Anyone who wants to buy HLF on the open market after launch will find deep liquidity available thanks to this allocation.

## 6.4 Marketing & Growth Explained

The 200,000,000 HLF allocated to Marketing and Growth is distributed gradually over time. It is used to compensate Community Growth Partners who expand the platform's reach, fund partnerships with other Base ecosystem projects, incentivize listing on additional DEXs, and maintain an operational reserve for future campaigns. This allocation is never dumped — it is distributed strategically over months and years.

## 6.5 Token Utility

HLF serves two core functions in the platform ecosystem:

- **Platform Access:** After the HLF launch, creating a token on HonestLaunch requires holding at least \$3 worth of HLF in your connected wallet. Users who sell their HLF lose access to the platform until they repurchase. This creates permanent, recurring demand for HLF as every new creator must hold it.

- Revenue Sharing: A portion of all platform fees is distributed to HLF holders proportionally to their holdings. The more HLF you hold and the longer you hold it, the more you earn from platform activity. Revenue is distributed in ETH — not in HLF — providing real, liquid yield.
- Governance: HLF holders vote on platform parameters including fee levels, migration targets, and major upgrades. Voting power is proportional to holdings.

## 6.6 Founder Vesting

The founder allocation of 200,000,000 HLF vests over 24 months with a 6-month cliff, enforced entirely by smart contract:

- Months 0-6: 0 tokens available (cliff period)
- Month 6: 50,000,000 HLF unlock (25% of founder allocation)
- Months 7-24: Remaining 150,000,000 HLF unlock linearly (~8,333,333 per month)

This schedule is publicly verifiable on BaseScan. It demonstrates that the founder's financial interests are aligned with long-term platform success — the founder cannot profit significantly without building a platform that sustains value over two years.

## 7. Airdrop Campaign

400,000,000 HLF (40% of total supply) is allocated for the airdrop campaign. The campaign runs across three progressive phases, each building engagement and utility.

### 7.1 Phase 1 — Social (Pre-Launch)

Goal: Build initial community and social presence before the platform goes live.

Task	Points	Required
Follow on Instagram	50 pts	Yes
Follow on X (Twitter)	50 pts	Yes
Share Phase 1 post on X	100 pts	Yes
Comment on Instagram post	100 pts	Yes
Comment on X post	100 pts	Yes
Phase 1 total (without bonus)	400 pts	
Invite a friend who completes Phase 1	120 pts (30% of 400)	No — Optional bonus

## 7.2 Phase 2 — Testnet

Goal: Onboard users to the platform on Base Sepolia testnet and verify all mechanics work correctly.

Task	Points	Required
Connect wallet	200 pts	Yes
Create a token on testnet	500 pts	Yes
Buy another user's token on testnet	300 pts	Yes
Comment on Phase 2 X post	100 pts	Yes
Share Phase 2 X post	100 pts	Yes
Phase 2 total (without bonus)	1,200 pts	
Invite a friend who completes Phase 2	360 pts (30% of 1,200)	No — Optional bonus

## 7.3 Phase 3 — Mainnet

Goal: Drive real economic activity on the live platform. Points in Phase 3 reflect actual financial participation. This phase also builds the initial liquidity for the HLF token launch — the ETH deposited through pre-launch staking is used to seed the HLF/ETH pool on Aerodrome.

Task	Points	Notes
Create token (1-9 tokens)	1,000 pts each	Repeatable — \$3 per deploy
Create token (10-19 tokens)	2,000 pts each	x2 multiplier
Create token (20+ tokens)	4,000 pts each	x4 multiplier — capped here
Buy another user's coin	300 pts per \$1 invested	Min. \$1 — Repeatable
Your coin reaches migration	5,000 pts bonus	Per successful migration
Coin you invested in migrates	3,000 pts + x3 retroactive on all investment pts for that coin	Per migration
Pre-launch ETH staking	500 pts per \$10 staked	ETH converted to HLF at launch with 20% bonus
Invite a friend active in Phase 3	30% of referee's Phase 3 pts	Ongoing — no cap

## 7.4 Badge System

Badges are awarded based on success rate — the percentage of tokens created or invested in that reached migration. Minimum 5 tokens are required to qualify. Badges appear on leaderboards and user profiles.

Badge	Success Rate Required	Minimum Tokens	Applies To
No badge	Below 30%	Any	Creators and Investors
Bronze	30%+	5+	Creators and Investors
Silver	40%+	5+	Creators and Investors
Gold	50%+	5+	Creators and Investors
Diamond	60%+	5+	Creators and Investors
Legendary	70%+	5+	Creators and Investors

## 7.5 HLF Claim Process

At the end of the airdrop campaign, a snapshot is taken recording every wallet's final point total. A claim contract is deployed on Base. Eligible wallets connect to HonestLaunch and claim their proportional share of the 400,000,000 HLF airdrop allocation. Claim window is open for 90 days. Unclaimed tokens after 90 days are burned permanently.

# 8. Pre-Launch ETH Staking

Before the HLF token launches, users can participate in a pre-launch staking program. This program serves a critical function: it builds the initial ETH liquidity that seeds the HLF/ETH pool on Aerodrome at launch, ensuring the token launches with deep liquidity rather than a thin, manipulable market.

## 8.1 How It Works

- Users deposit ETH into the HonestLaunch staking contract during Phase 3 of the airdrop
- They receive a non-transferable receipt token (sHLF) representing their stake
- At the HLF token launch, their ETH is used to seed the HLF/ETH liquidity pool on Aerodrome
- Stakers do not receive their ETH back — instead they receive HLF tokens at a 20% bonus rate
- Example: A staker whose ETH contribution is equivalent to 10,000 HLF at launch price receives 12,000 HLF
- The ETH remains permanently in the Aerodrome liquidity pool, providing lasting market depth

## 8.2 Why Stakers Benefit

Stakers receive HLF at a 20% discount to the launch price. They also accumulate significant airdrop points during the staking period (500 pts per \$10 staked). Most importantly, by contributing to initial liquidity they directly improve the trading conditions for their own HLF holdings — deeper liquidity means less price impact when trading.

## 8.3 Why the Platform Benefits

Pre-launch staking allows HonestLaunch to launch HLF with substantial liquidity that was built organically by the community rather than funded entirely by the team. A token that launches with \$100,000+ of community-provided liquidity is significantly more stable and credible than one launching with minimal backing. The staking program transforms early believers into literal co-founders of the token's market.

# 9. Leaderboards and Reputation

HonestLaunch introduces two separate public leaderboards that create verifiable on-chain reputations. These reputations are earned through real economic activity and cannot be bought, transferred, or faked.

## 9.1 Top Creators

Ranked by migration rate — the percentage of tokens launched that reached the \$69,000 migration target. Minimum 5 tokens required to appear. Profile displays: number of tokens launched, total ETH raised, migration rate, badge level, and optional social links (X, Telegram, Instagram, Discord).

A Legendary Creator with a 70%+ migration rate attracts significantly more buyers to their new tokens because the track record is publicly verifiable. Buyers know that backing this creator has historically led to successful migrations.

## 9.2 Top Investors

Ranked by investment success rate — the percentage of tokens they invested in that reached migration. Minimum 5 investments required. Profile displays: total volume invested, success rate, badge level, and optional social links.

## 9.3 The Network Effect

A Legendary Investor with a 70%+ success rate can build a powerful community around their investment signal. When they announce on their social channels that they are backing a specific

token, their followers invest alongside them — directly increasing the probability that the token reaches migration. This creates a self-reinforcing loop: the investor's signal drives volume, volume drives migration, migration increases the investor's success rate, a higher success rate attracts more followers.

Crucially, investors cannot sell their position before migration — so their incentives are perfectly aligned with their community. When a Legendary Investor backs a token publicly, they are genuinely committed to seeing it succeed.

## 10. Referral System

### 10.1 During Airdrop Phases

During Phases 1, 2, and 3, every user has a unique referral link ([honestlaunch.fun/?ref=0xWALLET](https://honestlaunch.fun/?ref=0xWALLET)). When a referred user completes the tasks of a given phase, the referrer earns 30% of the total points the referee accumulated in that phase. There is no cap on referrals.

### 10.2 After Platform Launch — Permanent Revenue Sharing

After the mainnet launch, the referral system transitions from points to real revenue. Every user who joined via a referral link generates 10% of their buy fees for the referrer — for life.

How it works in practice: The platform charges 1% on every buy. For every \$1,000 a referred user spends buying tokens, \$10 goes to the platform as buy fee. 10% of that \$10 — meaning \$1 — goes to the referrer automatically, forever.

This may seem small per transaction, but across hundreds of active traders over years of platform activity, referral revenue compounds into a meaningful passive income stream. A user who refers 100 active traders generating \$10,000/month in volume each earns \$10,000/month in referral fees with no ongoing effort.

## 11. Competitive Positioning

Feature	Pump.fun	HonestLaunch
Sell before migration	Yes	Technically impossible
Rug pull possible	Yes — extremely common	No — enforced by smart contract
Creator dump at launch	Immediate	Blocked until \$69K migration
Buyer protection	None	Partial refund on failed tokens
Reputation system	None	On-chain leaderboards with verified badges

Referral revenue	None	10% of lifetime buy fees
Token utility	None	HLF — platform access and revenue sharing
Target user	Gamblers and speculators	Builders and serious investors
Platform narrative	Casino	Legitimate launchpad

## 12. Roadmap

### Q1 2026 — Foundation

- Platform deployment on Base Sepolia testnet
- Airdrop Phase 1 (Social) and Phase 2 (Testnet) live on Galxe, Zealy, and Taskon
- Smart contract audit by independent security firm
- Community Growth Partner recruitment — identifying external operators with established crypto communities who will drive organic growth in exchange for HLF compensation from the Marketing allocation
- Initial community building with Italian and international crypto communities

### Q2 2026 — Mainnet

- Mainnet launch on Base
- Airdrop Phase 3 (Mainnet) begins
- Pre-launch ETH staking contract opens
- Fee Vault begins accumulating ETH from buy fees
- First real token migrations to Aerodrome DEX
- Referral revenue sharing activated

### Q3 2026 — HLF Token Launch

- HLF token launches on Aerodrome DEX
- Airdrop claim contract deployed — 90 day claim window
- Platform access gated by minimum \$3 HLF holding
- Revenue sharing for HLF holders activated
- Pre-launch staking converts to HLF with 20% bonus

## Q4 2026 — Growth and Expansion

- V2 platform features based on community feedback and governance votes
- Partnerships with Base ecosystem projects
- International expansion — Asia market via Taskon
- Liquidity mining program on Aerodrome for HLF/ETH providers
- Evaluation of additional chain deployments

## 13. Risks and Mitigations

### 13.1 Smart Contract Vulnerability

The platform's smart contracts hold real ETH from buyers. A bug or exploit could allow a malicious actor to drain funds. This is the most technically severe risk.

Mitigation: All contracts undergo multiple independent security audits before mainnet deployment. A public bug bounty program rewards researchers who identify vulnerabilities. Contracts are deployed with upgrade mechanisms that allow emergency patches. The platform's contract logic is verifiable on BaseScan, enabling community review.

### 13.2 Low Initial Adoption

If few creators launch tokens and few buyers participate, the platform does not generate volume, migrations do not occur, and the ecosystem fails to develop momentum.

Mitigation: The three-phase Galxe, Zealy, and Taskon campaigns build a community of engaged users before mainnet launch. Community Growth Partners with existing audiences drive initial traffic. The Italian crypto community provides a known, accessible starting base.

### 13.3 Competitor Replication

Smart contracts deployed on Base are publicly readable on BaseScan. A competitor can study the contract logic and build a similar platform. The code itself cannot be fully protected once deployed on a public blockchain.

Mitigation: The competitive advantage of HonestLaunch is not the code — it is the community, reputation, and network effects built around the platform. A fork starting from zero users has no leaderboards, no verified badges, no top creators, and no established trust. First-mover advantage in reputation-based systems is extremely durable.

## 13.4 Regulatory Risk

Regulatory frameworks for token launches and utility tokens vary significantly across jurisdictions and continue to evolve. In some countries, tokens could be classified as securities requiring registration.

Mitigation: Legal counsel reviews the platform structure and terms of service. HLF is designed as a utility token with clear functional use cases within the platform. The platform does not make investment promises or profit guarantees. Users in restricted jurisdictions are notified via terms of service.

## 13.5 Low Migration Rate

If tokens consistently fail to reach the \$69,000 migration target, buyers lose confidence, creators stop launching, and the platform loses its core value proposition.

Mitigation: The airdrop point system creates powerful incentives to drive tokens toward migration. The Top Investor leaderboard creates a class of users whose reputation depends on backing successful tokens — these users actively promote the tokens they invest in. The referral system incentivizes network growth which increases the buyer pool available for each token.

## 14. Legal Disclaimer

This whitepaper is for informational purposes only and does not constitute financial advice, investment advice, or an offer to sell securities. HLF tokens are utility tokens designed to provide access to platform features and are not investment contracts.

Participation in the airdrop, pre-launch staking, or any platform activity involves risk including the potential loss of funds. Past performance of any token or investment does not guarantee future results. Users should conduct their own research and consult qualified legal and financial advisors before participating.

HonestLaunch is a decentralized protocol. The development team does not custody user funds at any point — all assets are managed by audited smart contracts on the Base blockchain. Smart contracts, by their nature, cannot be reversed once executed.

## 15. Conclusion

HonestLaunch represents a fundamental shift in how token launches work. By making it technically impossible to sell before migration, we eliminate the primary incentive for rug pulls and create an environment where only serious builders can succeed.

The platform is built on a simple conviction: if you believe in your project enough to lock 100% of tokens until it succeeds, you deserve a platform that rewards that commitment. And if you are an investor tired of being rugged, you deserve a place where the rules are enforced by code — not promises.

Every component of HonestLaunch — the bonding curve, the sunset mechanism, the leaderboards, the referral system, the HLF token — is designed to align incentives around one outcome: real projects getting real funding from real believers.

**No dumps. No rugs. Only real builders.**

**honestlaunch.fun**

Built on Base — 2026