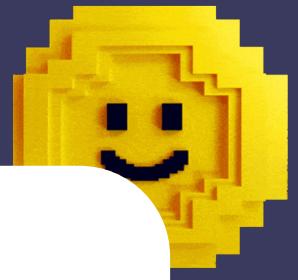
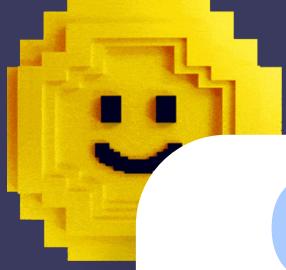

mission

\$HAPPY



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01 mission: \$HAPPY

Invest in yourself, fight for mental health

We are raised with the understanding that our physical health is important, but what about our mental health?

Approximately 10% of the world's population experiences moderate-to-severe, but treatable, symptoms of mental illness. However, many of us struggle to access appropriate care and supporting resources.

The stigma around mental illness is a deadly one. Societal expectations to conform to neurotypical behavioral patterns means that mental illness is frequently considered a weakness or a choice as opposed to a real, quantifiable disease.

\$HAPPY was launched on the **20th April, 2021**. It is a BEP-20 token on the binance smart chain. We're on a mission to fund projects, organisations and charities that work on bettering mental health through regular donations and charity events/fundraisers. These are fuelled through our tokenomics and strong community.

70,000+

holders

\$210K

donated

as of 15/07/21



02

donations

So far, we have made 7 donations totalling \$190K in less than two months. Initially we set out to donate weekly, but due to the current market conditions we feel it's best to switch to donations when we hit marketcap goals. This way we can still donate enough to make an impact and allow for the mission to be sustainable long term.

Initiatives wallet: 0x2E5024BbA69E0981cFf8d760ab7Db2b230f78911



\$20,000 – Experience Camps



\$50,000 – Mercy Home



\$20,000 – Pathways Vermont



\$25,000 – NAMI



\$50,000 – AFSP



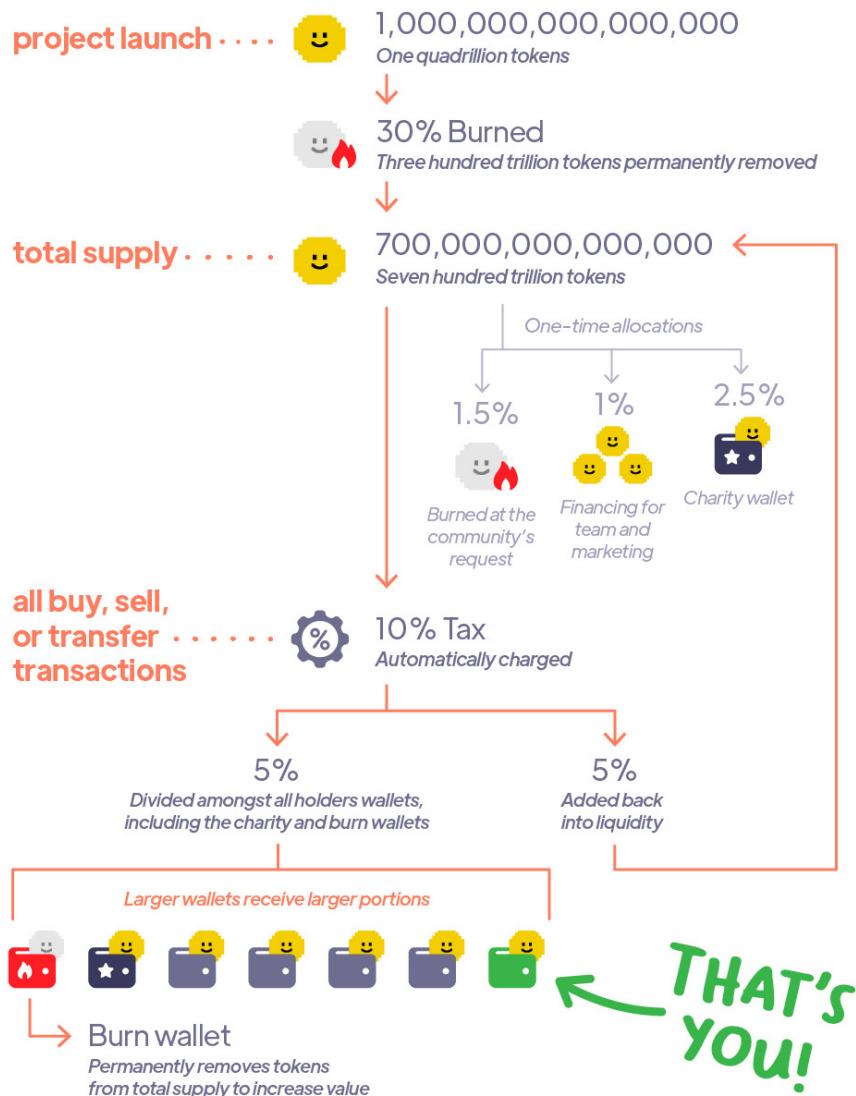
\$25,000 – BBRF

03

tokenomics

what is \$HAPPY tokenomics?

With a charity wallet set aside from the initial supply, and an aggressive transaction tax distribution, \$happy allows you to **earn just by holding**.



04 longevity

HappySwap

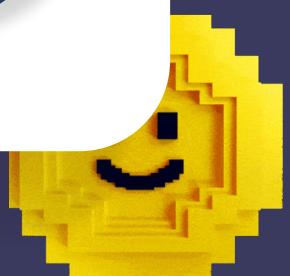
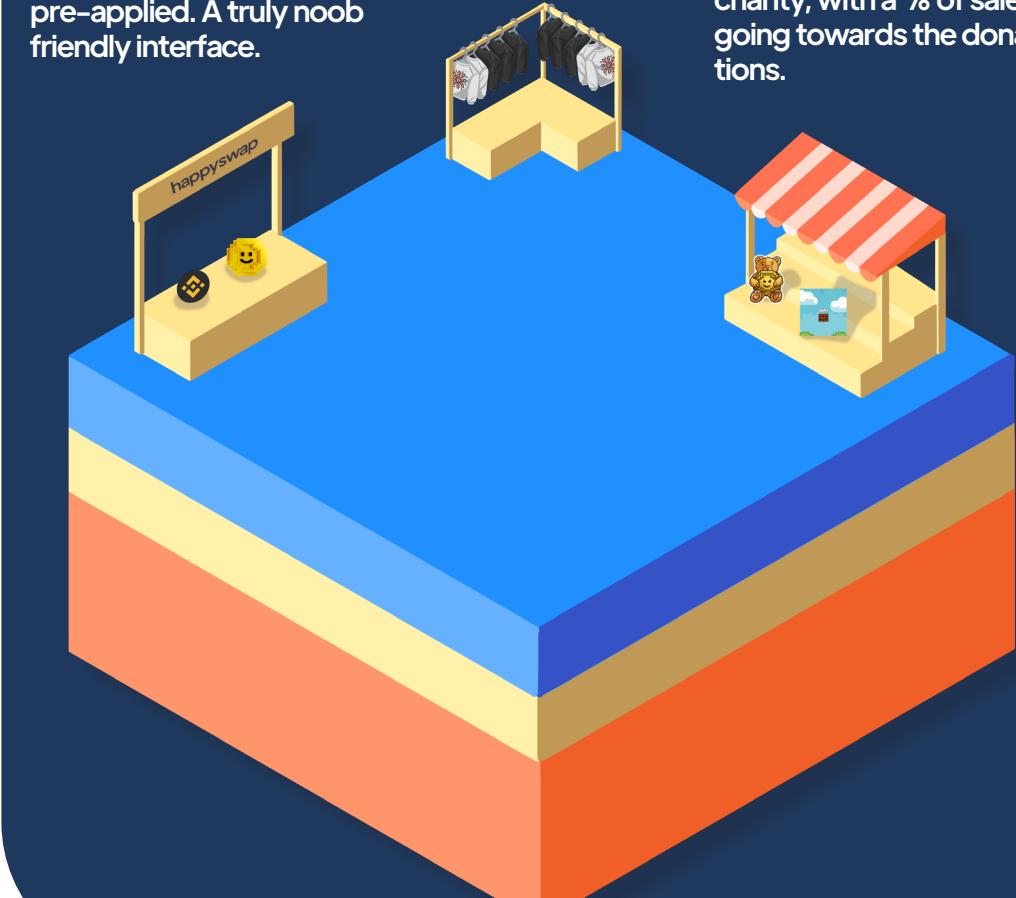
Swap BNB straight for happy. It uses PancakeSwap API and liquidity, without any of those annoying V1 warnings. Settings and slippage pre-applied. A truly noob friendly interface.

Merch

Official happy merch. 50% of profits go to donations, 50% supporting the mods + volunteers at \$HAPPY.
New collections soon.

NFT Marketplace

Where the community and known NFT artists unleash their creativity for charity, with a % of sales going towards the donations.



04

longevity

At its core, \$HAPPY is a community token and relies upon the support of its holders!

That's why even in questionable market conditions, we want to have enough avenues open that allows us to continue to make an impact each month. We've enabled this via having an accessible swap platform, merchandise, and our own **NFT marketplace!**

We want to keep making exclusive merch drops and unique NFTs from known artists to really allow us to continue our mission to make big impacts in removing the stigma of mental illness, in any capacity.

Through July we want to start pushing for community crowdfunding. Getting listed on major exchanges takes more than just volume and notability, it also comes with an associated cost. We also want to continue our community marketing push that, so far, has been widely successful and fully funded by the community.

Community Wallet: [0x2Cbe1c1c9e0b120845D0d056803a1EFbF53CBdC5](https://etherscan.io/address/0x2Cbe1c1c9e0b120845D0d056803a1EFbF53CBdC5)





04

longevity

In current climate we have to be strategic in the way we market going forward. Recently influencers pushing coins are seen in a more negative light – too many people promoting pump and dump coins with no utility. This has created a more wary market and more and more individuals are cautious of BSC tokens overall due to the sheer number of scams.

We also believe that in this period, influencer marketing is something we should reduce for the time being. The cost/return isn't sustainable and we believe funds would be better spent on partnerships and development work to create better utility.

In the end, marketing a product without a use case is a sure fire way to generate holders with no intention of sticking around for the long haul. What matters is recruiting holders who are here for the mission.

When the time is right and the money starts flowing back into alt coins (Not just when BTC/ ETH "pumps") , we'll move forward with influencer marketing again.

In the meantime, we're going to push for community efforts. Provide resources and assets required to promote the coin on social platforms – We know we have one of the most wholesome communities in the BSC space, and we want to let everyone know about it.



04

longevity

partnerships

3 Partnerships by the end of the year is our goal.

We're offering our platform, funding and experience in design to help partners create resources and events that aid in the fight against mental health. These will be listed on our website.

In future, we hope that holders of \$HAPPY will be able to have access to certain beneficial therapies that benefit mental health online and eventually in person.

Funding for partners and initiatives will come from the charity wallet, and we'd like to rename it to the "initiatives" wallet.

podcast

We will be creating and releasing a bi-weekly podcast with the intent and purpose to provide information on mental health guidance. We will aim to have guests each episode who have the knowledge of expertise in therapeutic methods as well as policy making.

In the situation the podcast can be used as a revenue stream, this will go into funding the project.

05

roadmap

April, 2021

- \$HAPPY Launch
- First Donation
- Influencer Marketing
- Community AMA
- Community Contests
- PancakeSwap Logo
- Second Donation

June, 2021

- HappySwap Launch
- BitMart Listing
- Donation Records
- Huge community Giveaways
- MASSIVE Jesse Wellens event
- Major News Coverage
- NYC Billboard

May, 2021

- CoinGecko Listing
- CoinMarketCap Listing
- StockTwits Listing
- WhiteBit Listing
- Third Donation
- Bilaxy Listing
- Merch
- Major Influencer Partnerships
- \$HAPPY Vlogs
- Team Doxxing

July, 2021

- NFT Marketplace development
- Official \$HAPPY Podcast
- Partnerships
- Exclusive \$HAPPY Merch
- Blockfolio Listing
- Community Crowdfunding



06

security

Security is always a priority. Thats why we want to be as transparent as possible, for your own safety.

Contract is renounced

Developers can't tamper or edit the code.

Locked Liquidity

Locked and burned liquidity - This makes the coin un-ruggable.

Tax

A tax that adds back to liquidity which helps to reduce price volatility.

Doxxed Team

A Doxxed team with public profiles and experience.

DessertSwap Audit

First audit can be found on our site!

CertiK Audit

Second audit can be found on our site!

07

we are \$HAPPY

Our economic systems play a major role in undermining mental health. When human labor is commodified, it removes our ability to advocate for our own well-being. In many developed countries, productivity is wrung out of exhausted and underresourced workers, leaving them with little to no access to avenues of rest and healing. Under the status quo, a lack of steady income is synonymous with a lack of consistent medical support.

DeFi currencies are flipping the script by giving power back to the individual. Part of why cryptocurrency is going viral is because of its capacity to lighten this burden for the lower and middle class.

Happy is our solution to not only helping those who experience the pain and isolation of mental illness, it also is a way to remove stress from our holders by facilitating economic security.

Invest in yourself, fight for mental health

happycoin

