

\$PLAN

2022



Planet

STARTER
WHITEPAPER

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Welcome to Planet Starter!

Planet Starter's mission is to be the best launchpad and incubator operating on Avalanche.

The project aims to hand-pick and vet superior projects that offer significant use-cases and add value to DeFi, NFTs, GameFi and the Metaverse.

Run by a team of experienced individuals in blockchain, operations and investment, Planet Starter will offer the opportunity for projects to successfully launch on one or multiple selected blockchains, with extensive project due-diligence carried out on projects before being offered to the public.

Planet Starter also aims to incubate projects and develop project support options that include marketing, operations and human resources.

Participants will need to stake a predefined amount of Planet Starter tokens (PLAN) to access IDO sales and unique private sale opportunities sourced by the Planet Starter team.

Planet Starter, 1st April 2022

First-Class Decentralized IDO Platform on Avalanche

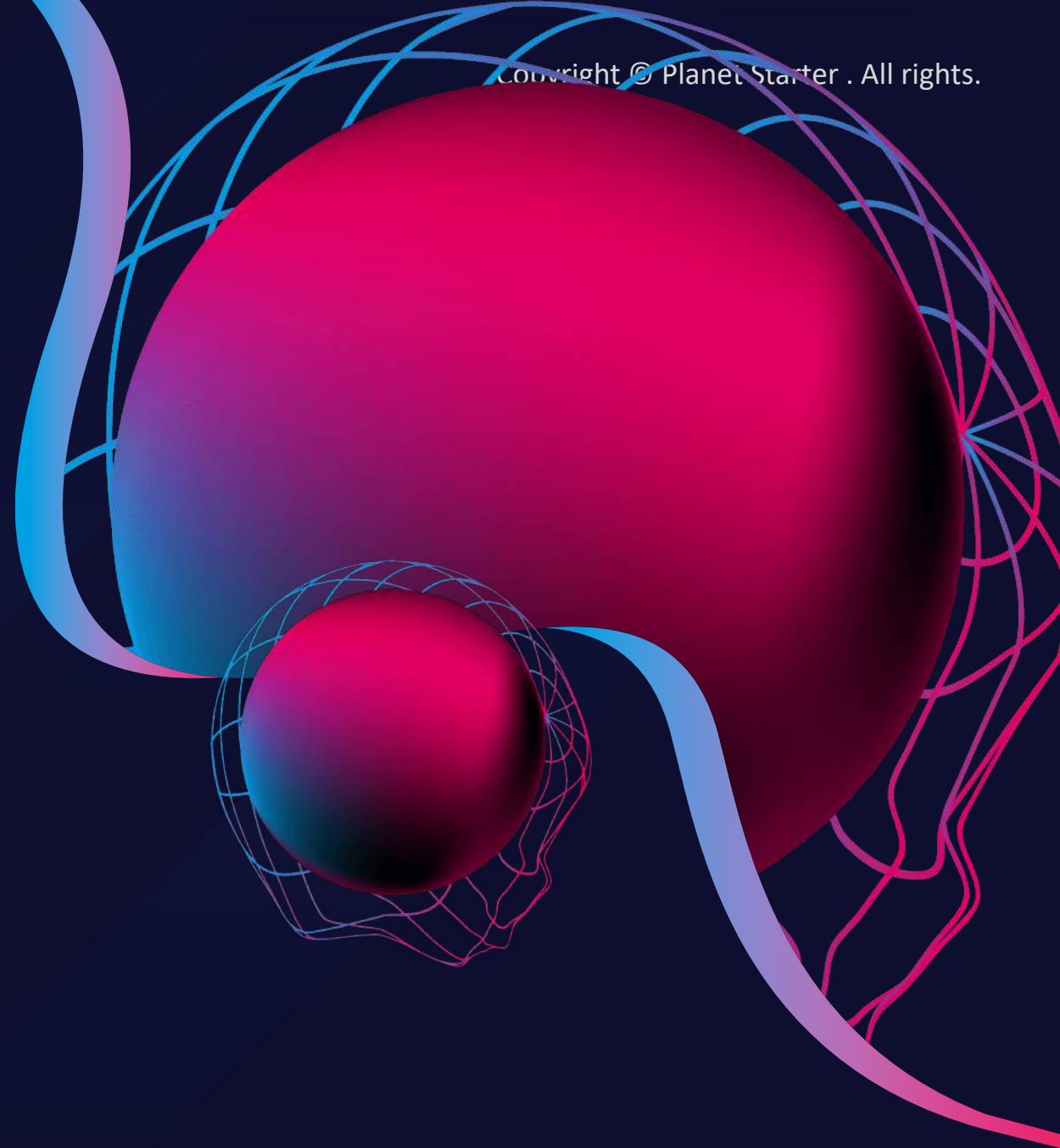
Vision

Planet Starter's vision is to become the safest, most efficient launchpad that brings great projects to its users on Avalanche.

The team envisions Planet Starter to serve and add value to its IDO investors and backers, as well as enhance the adoption of the Avalanche ecosystem.

The project aims to become the go-to partner for new innovative projects that want to expand onto Avalanche, gain project credibility and increase brand awareness.

Planet Starter's goal is to promote investor fairness with its guaranteed allocation tiers, as well as provide new, young projects with incubation and marketing & operational guidance.



Problem and Solution

Problem

Creating a launchpad that benefits all participants is challenging. There is a market gap in creating an innovative, secure and profitable launchpad that benefits both its community members and the project backers.

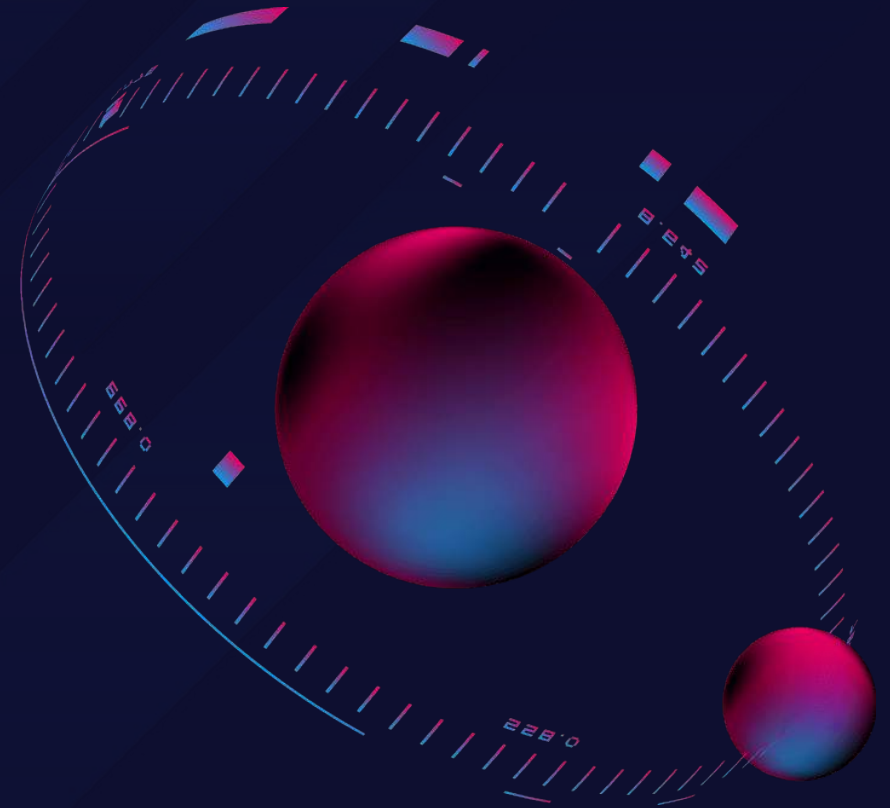
For New Projects: A majority of new projects are not equipped to launch and promote their product offerings to the market. Even if they do launch successfully, it is still difficult to create traction and have the necessary financial and operational skills to survive across different market environments

For Launchpads: Current launchpads that exist usually serve the interests of the private capital investors. Many do not do fair allocations, and often the management teams do not do enough project due diligence in vetting teams, leading to many scams within the industry

Problem and Solution

Solution

- ❑ Planet Starter offers a fair-allocation launchpad built on the innovative Avalanche blockchain
- ❑ The team behind Planet Starter has extensive experience in blockchain, investment, and operations, allowing for the perfect fit in vetting and conducting due diligence on projects
- ❑ Planet Starter serves the general interest of the public and its backers via its cutting-edge staking-tiers and tokenomic model that allows the project to operate in 'all-weather' environments



Who is Planet Starter For?

Planet Starter is a launchpad that aims to launch first-class projects that expand the Avalanche ecosystem.

Planet Starter Serves Three Main Audiences:

IDO Investors

Through our launchpad, we vet and incubate high quality developer teams, bringing superior financial opportunities to our community members. We only work with projects that show true promise and demonstrate high earning potential, providing users with above-average returns on investment

Developer Teams

Our launchpad enables developer teams to successfully launch on Avalanche, giving them instant credibility and a new user-base for their products. New developer teams can take advantage of Planet Starter's industry contacts and network capabilities to launch successfully and get to market faster

Community

Planet Starter's aim is to build a vibrant community on Avalanche. The launchpad provides a gateway to expand the Avalanche community, as well as generate user excitement as the community becomes aware of new projects

Activities of Planet Starter

Planet Starter's main activity is to maximize value for its token-holders. This involves finding new, unique projects that need an avenue to launch successfully and market their use-cases and products to a wider audience.



Building a global community of IDO investors and crypto-users who stake PLAN and participate in Planet Starter's IDO sales in order to generate high returns on investment



Incubating new projects that need guidance on product-market fit, operations, marketing and human resources



Enabling the community to participate in token-governance by passing proposals and voting on key project features

Business Model

The rise of DeFi, NFTs, GameFi and the Metaverse brings a plethora of new projects and opportunities to the marketplace.

These projects will need to generate brand awareness, build community hype, and launch successfully to keep the momentum going post-launch.

Planet Starter's business model builds real-world value derived from fundamental traditional economics.

Business Thesis

- ❑ Planet Starter will be built as an 'all-weather' platform. Projects still need to have a launch platform regardless of market condition. This keeps users staking PLAN and continuously participating in our launchpad and upcoming IDO sales
- ❑ Planet Starter to incubate and launch brand new projects that require expertise on marketing and operations. These incubated projects will then IDO on Planet Starter, with PLAN stakers benefitting from the project IDO sale by making high risk-adjusted returns on capital



Business Model

Project Selection Criteria

Projects that are launched and/or incubated on Planet Starter will be selected based on core attributes the team believe to be essential in operating a long-term project.

These core attributes include:

- A driven, honest team that has prior experience in establishing new businesses and turning new ideas and innovations into commercialized businesses
- A business model that allows the project to expand across different product verticals and the ability to generate sustainable revenue for the project and its backers/users over time
- Significant use-cases that allow the token to remain relevant and traded actively, encouraging users to hold the token to receive long-term benefits via token utilities

Planet Starter Incubation Model

- Vet projects that fulfill Planet Starter's technical, community-based and business model criteria. We aim to only work with the best projects in the areas of: DeFi, NFTs, GameFi and the MetaVerse
- Interview founders and development teams to ensure technical competence and viability
- Conduct legal due diligence with our appointed third-party attorneys on founders prior to agreeing to launch the project on Planet Starter
- Advise the development team on go-to-market strategies and optimize their revenue model before launch
- Ensure the tokenomics model and vesting schedule of the project is appealing to investors and aim for a low initial circulating market cap and token supply to boost the value of the project upon IDO launch
- Use our marketing partners and KOLs (e.g., Youtubers, Twitter influencers, and investor network) to publicize the IDO event to build initial project interest
- Use our automated staking tier model to determine which users get access prior to the IDO event



Business Model

Value Proposition

Team Focus

- Source and launch new projects on Avalanche, benefitting the ecosystem and contributing to increased innovation for the blockchain industry as a whole
- Incentivize users to hold the PLAN token to participate in exclusive private sales and IDO sales launched on Planet Starter
- Incubate and launch new projects that take advantage of market opportunities and upcoming trends in DeFi, NFTs, GameFi and the Metaverse
- Build out new launchpad features based on community feedback, user-experience testing, new trends, as well as experimenting with new ideas
- Understand the institutional/licensed digital asset market and how to create a new launchpad capability that caters to 'Professional Investors' (PIs) with higher ticket sizes. Understanding the elements of listing security-based tokens via PI capital raising

PLAN Token Usage

- % of APY token rewards generated from users staking PLAN. Rewards are distributed via staking and farming activities using smart contracts directly deployed on the Planet Starter platform
- Stake PLAN at the highest-tier to get access to unique project private sale opportunities
- Stake PLAN to get access to 'Guaranteed Allocation Round' opportunities to invest in unique project IDO sales
- Stake PLAN at the lowest tiers to be able to have the chance to participate in project IDO sales opportunities
- Stake PLAN to vote and participate in project governance and upcoming project proposals

Token Issuance

There will be 1,000,000,000 PLAN tokens minted in aggregate. Distribution of token supply will occur in multiple phases scheduled at various dates and for different purposes. Allocation is as follows:

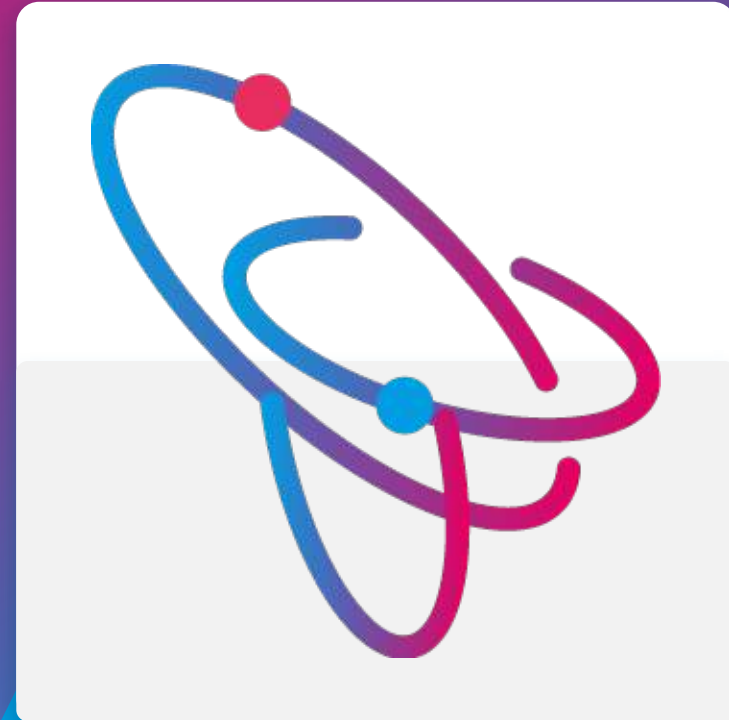
Round	Token	Percentage	Vesting
Seed	50,000,000	5%	5% unlock at TGE; linearly vested over next 7 months
Private	150,000,000	15%	7% unlock at TGE; linearly vested over next 6 months
Public	50,000,000	5%	20% unlock at TGE; linearly vested over next 2 months
Team	150,000,000	15%	5-month cliff; unlocked quarterly over next 18 months
Advisors	50,000,000	5%	3-month cliff; unlocked quarterly over next 18 months
Exchange Liquidity	20,000,000	2%	Unlocked gradually to provide liquidity to exchanges
Treasury	150,000,000	15%	2-month cliff; released as and when required
Community Rewards & Reserve	200,000,000	20%	15-day cliff; unlocked gradually over next 36 months
Marketing & Ecosystem Growth	90,000,000	9%	15-day cliff; unlocked gradually over next 24 months
Development	50,000,000	5%	1-month cliff; released gradually over next 12 months
Reserve	40,000,000	4%	Released as and when required

The PLAN Token

Planet Starter's PLAN token is a limited supply token that will run on Avalanche and have a fixed supply of 1,000,000,000 tokens.

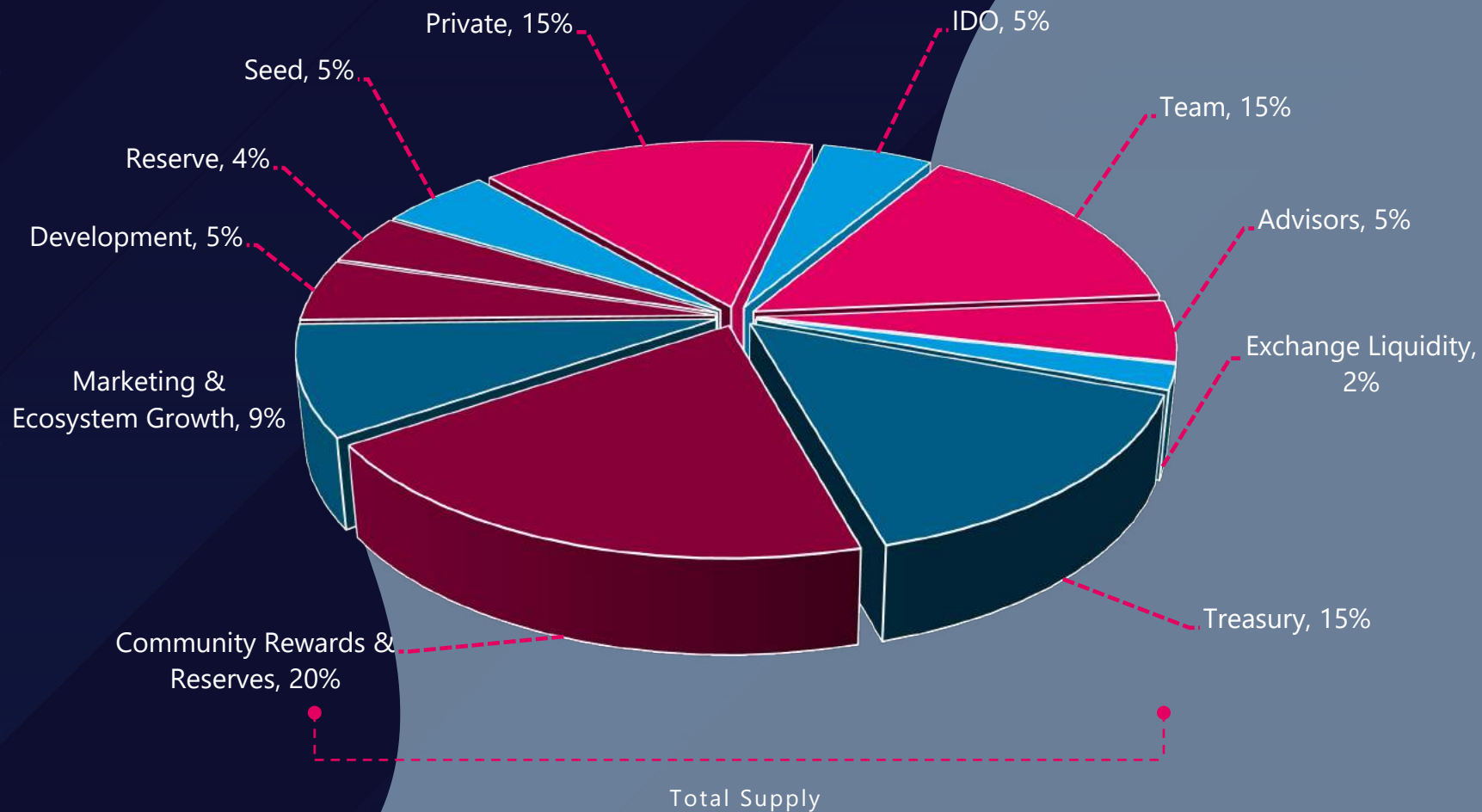
Blockchain: Avalanche

Token Supply: 1,000,000,000 PLAN



Token Allocation Breakdown

Seed: 5%
Private: 15%
IDO: 5%
Team: 15%
Advisors: 5%
Exchange Liquidity: 2%
Treasury: 15%
Community Rewards & Reserves: 20%
Marketing & Ecosystem Growth: 9%
Development: 5%
Reserve: 4%



PLAN Token Rewards



- ❑ A total of 20% of Planet Starter's token supply will be given as rewards to community members who stake and pledge their existing PLAN tokens to obtain the rewards
- ❑ Staking vaults to receive rewards will be built so that users can obtain the rewards directly through smart contracts into their accounts. Distribution amounts and APY calculation will be discussed by the team and its partners. The intention is to create staking vaults to earn rewards from the network as an APY
- ❑ A vault may also be designed to have a combination of token rewards from staking and extra membership privileges such as discounts and exclusive private sale and incubation deals

Planet Starter Tiers

Users who want to get access to Planet Starter's unique IDO sales, private sales and incubation project opportunities will need to stake different amounts of the PLAN token to get access to such opportunities.

The preliminary staking tiers would be as follows:

Competition Round

1. Users who hold 8,000 PLAN tokens and stake a minimum of 2 days (48 hours) before the IDO. Planet Starter will take a snapshot of the holder-list 2 days (48 hours) before the IDO to validate the holdings
2. Users who hold the 8,000 PLAN tokens will need to complete tasks via social media to get the opportunity to participate in the project IDO sale
3. Once tasks are completed and the staking requirement is respected, the top 50 point scorers will secure a guaranteed allocation, while the other 50 individuals (there will be 100 winners in total) will be qualified to take part in a random lottery
4. The top 50 and 50 lottery winners will be allocated tickets for the IDO sale

The Planetary Tier System

Level I

Staking Requirement
30,000 Staked \$PLAN

Whitelist Requirement Twitter
None

Guaranteed Allocation
Yes

Pool Weight
10x

Level II

Staking Requirement
60,000 Staked \$PLAN

Whitelist Requirement Twitter
None

Guaranteed Allocation
Yes

Pool Weight
20x

Level III

Staking Requirement
90,000 Staked \$PLAN

Whitelist Requirement Twitter
None

Guaranteed Allocation
Yes

Pool Weight
30x

Level IV

Staking Requirement
120,000 Staked \$PLAN

Whitelist Requirement Twitter
None

Guaranteed Allocation
Yes

Pool Weight
40x



[Read More](#)

Guaranteed Allocation Round

Planet Starter has designed four tiers that all work on guaranteed allocations, meaning Planet Starter users that hold PLAN will have a guaranteed, fair allocation depending on the chosen tier. These tiers are 100% transparent and are based on the amount of PLAN staked as well as the duration staked



First Mover Round (FMR)

- After the Guaranteed Allocation Round, unsold tokens from that round are available for purchase via the First Mover Round (FMR)
- The FMR operates on a first come, first served basis across all four tiers. All tier members can purchase additional unsold tokens, which is determined by a tier-based allocation formula
- The FMR is open until all tokens from the IDO have been sold. Once all tokens are sold, the IDO has officially ended
- This is a fair system as users who hold PLAN get access to guaranteed token sale allocations. Users who hold PLAN also can purchase additional IDO tokens via the FMR, based on their tier level
- This means all PLAN holders can participate fairly, giving users the incentive to hold and stake PLAN to gain access to and support new projects on the launchpad
- User feedback and platform analytics will be collected upon Planet Starter's launch so that the team can optimize tiers and the IDO structure
- Planet Starter is driven by its community, with the goal of providing a first-class user experience and profitable project sales to its user base



Roadmap

The product development roadmap will be continually reviewed and refined over time, based on market trends, community feedback and quantifiable data as the platform is being built out

Phase I: Planet Starter Goes Live

- Project design and scope
 - Seed
 - Private
- IDO and token DEX listing
 - CEX listing
 - Contract audit
 - KYC integration
- Staking program begins
- Project IDO sales commence

01

Phase II: Project Support Program

- Incubation program goes live
- Private sale opportunities to highest-tier stakers

02

Phase III: Mobile-App Development

- Mobile-app released and marketed in select jurisdictions

03

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@PlanetStarter

**Telegram**

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**Website**

www.planetstarter.com

