



# The Lost Bulls

## Whitepaper



<https://www.thelostbulls.xyz/>

\$TLBS Contract:

0x2A54761531410c89FE25CDC6c977D47Ba6Dc6917

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# Executive Summary

The Lost Bulls (TLB) Token is an ERC20 token with a maximum supply of 3 billion on the Ethereum Network.

The TLB mission is to create and facilitate opportunities in any market cycle, bullish or bearish. TLB serves as the currency within The Lost Bulls' ecosystem. It incorporates a transaction tax of 0% and an allocation of 5% of its supply toward monthly burns of both TLB and Shiba Inu tokens, 2.5% (75 million \$TLBS) for the burning of Shiba, and the remaining 2.5% dedicated to the burning of TLB tokens itself.

Burning Shiba Inu has become a widespread effort in the web3 community to support the growth and stability of a promising project. The TLB token, in turn, serves a vital role in the project's expansion. As the project grows and evolves, the TLB token will be utilized to support and facilitate its development. This ensures the token remains integral to the project's success and progress. TLB seeks to make a resounding positive impact on the ever-evolving crypto ecosystem, contributing to its growth and development.

Network: Ethereum



# The Story

The Lost Bulls (TLB), a remarkable creation, emerged as a symbolic embodiment of the ever-fluctuating bull-and-bear market. This ingenious concept was conceived by its visionary founder, who, in the year 2020, found herself thrust into the captivating realm of cryptocurrency's volatility.

It was during this pivotal period, at the dawning of the bull market that TLB began to take shape, ultimately spanning its journey into the year 2021, where it encountered the formidable bear market.

The name "Lost" was deliberately chosen to encapsulate the essence of the bear market, a time of uncertainty and dwindling market values.

Conversely, the name "Bull" was selected to embody the spirit of the bull market, a time of optimism and soaring market prices.

As TLB ventures forth into the vast and uncharted territory of the metaverse, it boldly embraces the crypto market, recognizing the immense potential and opportunities that lie within. With unwavering determination, TLB aims to carve its path in this digital landscape, leveraging the power of blockchain technology and the boundless possibilities it presents.

By doing so, TLB not only aims to thrive in the crypto market but also to leave an indelible mark on the metaverse, forever etching its name among the pioneers and visionaries of this burgeoning realm.





# Bulls & Bears

In the world of finance, the terms "bull market" and "bear market" is commonly used to describe the prevailing trends in various asset classes, including stocks, cryptocurrencies, and real estate.

(1) These terms signify whether the market is experiencing upward momentum and optimism (bull market) or a downturn marked by pessimism (bear market).

A bull market is characterized by rising prices, a surge in demand, and heightened investor confidence. During this phase, most investors, known as "bulls," anticipate further price increases. This positive sentiment creates a feedback loop, attracting more investment and sustaining the upward trajectory of prices.

Investors often analyze market sentiment, gauging participants' optimism to make informed decisions.

The end of a bull market is not always easy to identify as short-term fluctuations and corrections are common. To avoid misinterpretation, it is essential to consider broader trends over more extended time frames.

Bull markets, while beneficial, are not perpetual, and various factors, such as adverse legislation or unforeseen events like the COVID-19 pandemic, can trigger a decline in investor confidence, marking the onset of a bear market.

Falling prices, surplus supply over demand, and low confidence among investors characterize a bear market. Those who anticipate further price declines are referred to as "bears."

Trading in a bear market can be challenging, especially for inexperienced investors, as predicting the market's bottom is notoriously difficult. However, bear markets also present opportunities for investors with a longer-term perspective. Buying during a bear market can yield substantial returns when the market eventually rebounds.

Understanding bull and bear markets is crucial for investors navigating the dynamic landscape of financial markets. Recognizing the characteristics of each market phase, being aware of the potential signs of a trend reversal, and employing suitable strategies can empower investors to make informed decisions and effectively manage risks in both favorable and challenging market conditions. The year 2022 was marked by significant developments in the crypto space, with both progress and challenges shaping the narrative.

In 2022, Bitcoin's price fell as much as 60 percent. Ethereum fell as much as 75 percent. (2) The crash was not limited to Bitcoin and Ethereum, but also smaller yet promising projects such as Solana, Avalanche, and Cardano. Decentralized Finance (DeFi) also took a massive hit during this bear market. Amid remarkable innovation and increased adoption, the year was marked by major incidents such as hacks and scams. The unexpected occurrences towards the year's end, including debates on creator royalties and the collapse of FTX has made a significant impact on the crypto landscape in 2023, demanding adaptation from users and projects alike.

Unfortunately, the fallout from the recent bear market caused the death of several once-promising projects that simply could not sustain enough interest or raise enough funds to continue operation.

However, the silver lining in this was that it made it harder to thrive for sham projects capitalizing on gimmicks, fads, or memes with no real utility or concrete plans to fulfill the roadmaps they advertised. The next bull run will likely give way to a much more sophisticated generation of technologies.

# New Opportunities

## NFTs

One notable prediction for 2023 revolves around the continued adoption of Non-Fungible Tokens (NFTs), with a focus on technological standards and utility. The era of highly speculative Profile Picture (PFP) collections are expected to give way to more utility-based NFTs.<sup>(3)</sup> The debate over creator royalties prompted marketplaces to make them optional or remove them entirely, posing a threat to the use case of NFTs as art.

Predictions suggest the emergence of new technological standards to address this issue, while NFT technology expands into industries beyond art, including DeFi.

The integration of NFTs into the decentralized finance (DeFi) sector is foreseen in 2023. DeFi projects are recognizing the need for tokenized data for enhanced security, convenience, and transaction speed, making NFTs an optimal solution. DeFi-oriented NFTs are expected to secure various types of data, extending their use cases to include medical records, legal documents, and copyright records. Additionally, traditional brands may enter the Web3 space, backing NFTs with physical products to diversify offerings and attract new audiences.

NFTs are projected to play a crucial role in powering the metaverse, providing a strategic entry point for luxury brands. Virtual activations in the metaverse offers brands opportunities to showcase collections, engage communities, and host virtual events, making luxury more accessible globally.

Furthermore, government guidance and regulations are expected to intensify as crypto technology advances, with entities like the SEC probing major companies for potential securities violations.

## The Metaverse

The Metaverse market is set to witness substantial growth, projecting a market size of US\$128.98 billion in 2024, up from US\$68.49 billion in 2022.

(4) The driving force behind the Metaverse's economic surge lies in the flourishing virtual economies within its realm. Businesses and individuals are innovatively monetizing digital goods, services, and experiences, leading to the emergence of new economic models and a dynamic marketplace in the digital landscape.

From virtual real estate to digital assets, the Metaverse is redefining how value is created and exchanged in the digital realm, offering vast opportunities for entrepreneurs, content creators, and businesses.

In examining the key drivers shaping the Metaverse landscape, efficient digital asset management stands out. The metaverse excels in providing a secure and efficient platform for recording and managing digital assets, enhancing the efficiency and security of the digital asset transactions. Another key driver is the metaverse's potential to introduce a new level of trust and transparency to online interactions through decentralized mechanisms. This, in turn, contributes to a more secure and reliable online environment, appealing to users seeking enhanced digital interactions.

The metaverse is breaking down barriers through its emphasis on interoperability and cross-platform compatibility. Users now seek seamless transitions between different metaverse platforms, promoting a more connected and integrated ecosystem. This shift towards cross-platform collaboration enables users to carry their digital identity, assets, and experiences across various Metaverse platforms, fostering a cohesive and user-centric environment.

This focus on interoperability will contribute to the growth and diversification of the metaverse in 2024.

## DeFi

DeFi is anticipated to experience greater commercial and institutional adoption in 2023, once retail investors regain confidence in the crypto space. The aftermath of the FTX collapse has left investors skeptical, emphasizing the need for greater decentralization. This shift could lead to increased retail and institutional participation in DeFi, creating a positive cycle of liquidity and usage.

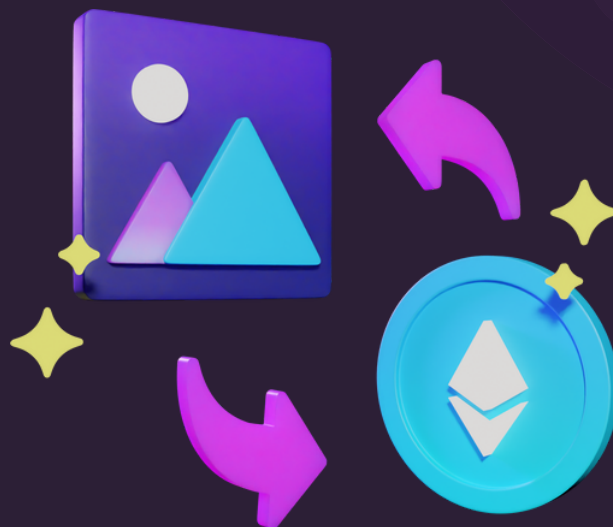
However, new trends in the crypto landscape also bring challenges, particularly in terms of security and reliability. The success of NFTs and Web3 is contingent on robust infrastructure to combat malicious actors and maintain consumer trust. Additionally, there is a call for increased consumer education to alleviate doubts and fears surrounding NFTs.

Despite the challenges, the significant rebound in price for Bitcoin, Ethereum, and several major altcoins near the end of 2023 suggest that seasoned investors, as well as a new wave of investors are ready to dive back in.

Ethereum Price 2015 - present Credit: Statista

Bitcoin Price 2013 - present Credit: Statista

The oncoming bull run will usher in what many would hope to be a new generation of web3 technologies that place a high value on regulatory compliance, user safety, transparency, and a focus on the greater good of the crypto ecosystem.



# Token Utility

## Shiba Burn

The Lost Bulls' aim is to create opportunities independent of the current market cycle. Shiba Inu token is a meme token built on the Ethereum network. It started with a supply of 1 quadrillion tokens before half of the supply was transferred to and subsequently burned by Ethereum co-founder Vitalik Buterin.(8) Today, the current circulating supply remains over 589 trillion. (9) By helping burn the supply of Shiba Inu, The Lost Bulls project is doing its part in creating new investment opportunities.

The ShibBurn project (<https://www.shibburn.com/>) exists to track the burning of Shiba Inu. (10) The project was started in June 2021. It can be inferred that burning Shiba, and thus reducing its supply, has a slight but positive effect on the price of Shiba.

With The Lost Bulls monthly Shiba burning events, TLB holders who are also Shiba holders will experience twice the benefit!

Burning a token means transferring it to a wallet without an owner in the Ethereum network and related sidechains. These wallets are called "dead wallets," and the most commonly known dead wallet is the "zero address," which is an address that begins with "0x" succeeded by a long string of zeros. Like any of the other dead wallets, the zero address does not have an owner and thus cannot control the tokens sent to it in any way.

Tokens sent to dead wallets are forever lost (or "burned"). A token becomes more scarce by permanently removing these tokens from the total circulating supply. Accordingly, the token's price increases as supply decreases and demand increases.



### The Lost Bulls Token Burn

In addition to the monthly burning of Shiba, TLB will also be burned on a monthly basis. The TLB project is committed to creating and promoting a token that becomes increasingly scarce over time.

The objective is to increase user adoption over time and increase the value for holders through these strategic burns. Furthermore, in burning TLB tokens, or in other words, taking a portion out of the circulating supply, that portion cannot be reclaimed by anyone, not even the TLB team. This is the motivation behind the TLB burns.



### Governance

TLB's governance system empowers token holders with a direct say in the project's future. Through the democratic process of voting, holders shape crucial decisions, including future developments, strategic partnerships, and new projects. This the decentralized approach ensures that TLB remains a community-driven initiative where every holder's voice matters. Transparency is vital; with all proposals and voting outcomes accessible to foster trust and inclusivity. TLB's commitment to the democratization of decision-making positions it as a project not just for the community but shaped by the community, amplifying the the collective impact of its diverse stakeholders.

### Give-Back Program

The Lost Bulls team places great importance on social responsibility, taking it with utmost seriousness. This is why TLB's Give-Back program has been established to support various charity organizations that are dedicated to the protection of animals, alleviating hunger, and addressing homelessness. As part of our commitment, we will be making regular donations to these worthy causes, ensuring that our contributions have a lasting impact on the communities we serve.

### NFT Marketplace and Expanding Ecosystem

TLB Token holders will be granted privileged access to future platforms and technologies, marking the inception of a dynamic journey where the TLB community plays a central role.

The first upcoming project in this roadmap is the NFT marketplace, which will be powered by the TLB token. The TLB team is committed to building on the present utility of the TLB token to ensure that the market for TLB remains robust, and buyers continue to find new uses for the token.



# The Lost Bulls (TLB) Highlights

## Benefits of TLB

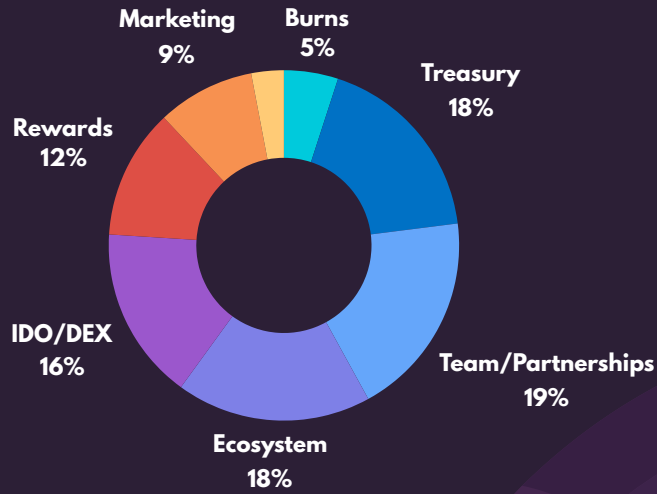
- **Trust and Credibility:** TLB's commitment to security, transparency, and charitable contributions builds trust and credibility within the crypto community and beyond. Investors and users can engage with the project knowing their interests are protected, and their contributions make a difference.
- **Community Empowerment:** TLB ensures that every member has a voice by involving the community in the upcoming governance and decision-making. This empowerment leads to a more vibrant, engaged, and motivated community eager to support and promote the project.
- **Simplified Participation in Crypto:** TLB removes barriers to entry for new users with its user-friendly approach, educational resources, and supportive community. This accessibility broadens the appeal of crypto, attracting a diverse group of enthusiasts and investors.
- **Innovative Engagement:** Through integrating memes, social media challenges, and interactive community events, TLB creates a fun and engaging environment. This enhances user experience and fosters viral marketing and organic growth.
- **Global Expansion Through Airdrops:** As part of our strategy to expand TLB's presence worldwide, we are excited to offer airdrops as a way to reward our community for their support and for spreading the word about our project. These airdrops provide an opportunity for community members to earn free tokens, fostering not only a deeper engagement with the project but also encouraging the viral spread of TLB's mission and values. Participating in airdrops is a simple yet impactful way for our users to become ambassadors of TLB, helping to broaden our reach and impact across the globe. This initiative reflects our commitment to generously rewarding those who contribute to the momentum and visibility of TLB, ensuring that our growth is a shared success story.

- **Philanthropic Impact:** By allocating resources to charitable causes, TLB provides an avenue for users to contribute to meaningful social impact projects. This enriches the project's value proposition and aligns with the growing desire for socially responsible investments.
- **Pioneering Expansion into NFTs and the Metaverse:** TLB is not just about creating a vibrant community and supporting charitable causes but also about pioneering the future of digital engagement. By expanding into NFTs and the Metaverse, TLB offers its community unique opportunities to own exclusive digital collectibles and participate in immersive virtual worlds. This enhances the value and utility of holding TLB tokens and positions community members at the forefront of the digital frontier, enabling them to explore new forms of online interaction, ownership, and investment.
- **Strategic Token Burn Mechanism:** A key component of TLB's unique selling proposition is the monthly burning of Shiba Inu and TLB tokens. This procedure is designed to systematically reduce the total supply of tokens over time, potentially increasing scarcity and adding to the token's value. For investors and community members, this means a commitment to fostering a healthy economic environment and the prospect of enhanced token appreciation, making TLB an attractive option for those looking to participate in a project with a proactive approach to growth and value retention.

*Join the Herd, Shape the Future The Lost Bulls is more than just a meme coin; it's a movement toward making the crypto space more accessible, engaging, and beneficial for all. With its unique blend of humor, community, and charity, TLB is poised to become a leading light in the meme coin ecosystem.*

# Tokenomics

**MAX SUPPLY**  
**3,000,000,000**



TOKEN USE	PERCENTAGE	SUPPLY	VESTING
Total Supply		3,000,000,000	
IDO- 10% DEX- 6%	16%	480,000,000	DEX Liquidity Locked
Ecosystem	18%	540,000,000	Locked
Treasury	18%	540,000,000	
Rewards	12%	360,000,000	Locked; Rewards start in Phase 3
Burns Shiba burn- 2.5% TLB Burn- 2.5%	5%	150,000,000	Burned on a monthly basis for 12 months
Team/Partnerships Team- 13% Partnerships- 6%	19%	570,000,000	24 months vesting
Donations	3%	90,000,000	Locked; Donations made on a Quarterly basis
Marketing	9%	270,000,000	

# SpaceMap

## Introducing TLB to the Crypto Space

- Establish Community on Discord and Social media
- Launch TLB Web App
- Introduce The Lost Bulls token on DEX
- Conduct TLB token Airdrops
- Mark the occasion with the first charity donation



Phase 1

Phase 2

## Unstoppable TLB Momentum

- Foster partnerships
- Explore potential CEX listings
- Make a second charity donation



Phase 3

## NFTs Take Center Stage

- Launch TLB NFT Marketplace
- NFT Airdrops
- Make a third charity donation



Phase 4

## Expand TLB team

- Implement TLB governance
- Make the fourth and final charity donation



Phase 5

## Venturing into the Metaverse

- TLB steps into the metaverse





# Team



**Ambs**  
Founder/CEO



**Kevan J**  
Consultant/Project Developer



**Saeed**  
Community Manager

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