

The Monarch Ecosystem

BUILDING THE FIRST TRUE
CRYPTOCURRENCY

A BRIEF OVERVIEW

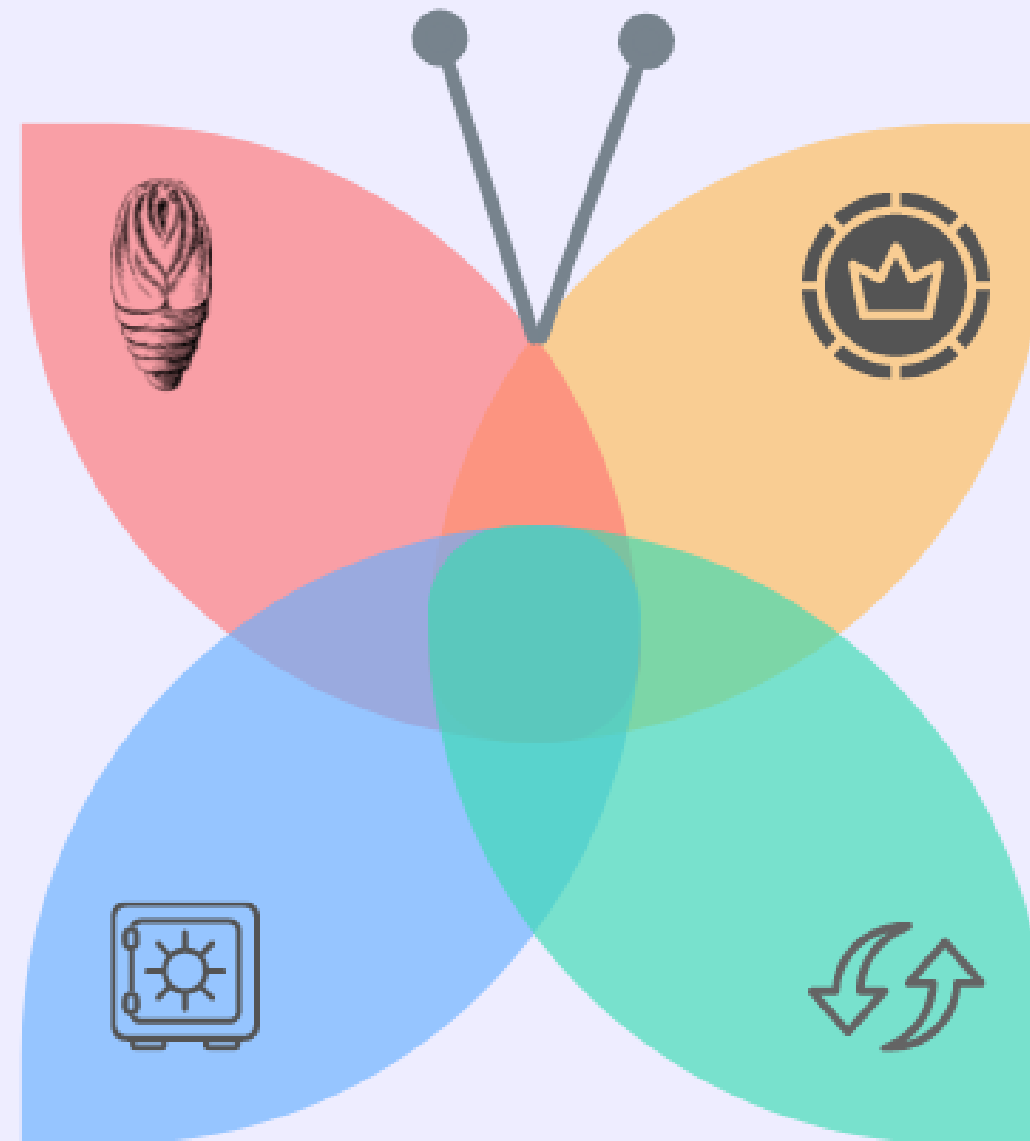
The Monarch Ecosystem

1. The KingMaker

A project incubator to help new projects take flight

2. Monarch Loans

Over-collateralized loans used to mint a fully crypto-backed currency



4. Crowns

The first true cryptocurrency. Fully backed by crypto assets, not by algorithms

3. Monarch Swap

The first point of liquidity for projects launched on the KingMaker, and the first place to trade CROWNs against other currencies & assets

THE PROBLEMS WITH EXISTING LAUNCHPADS

1

Low Quality

Too often are projects being promoted with zero utility, zero product, and without a skilled team

2

No Rewards For Ownership

Many launchpads ask the investors to participate in governance, yet refuse to reward participation / ownership

3

Lack of Advisement

Too many launchpads exist solely to host a sale, and don't advise the projects on spending raised funds wisely

THE PROBLEMS WITH EXISTING LOAN PROTOCOLS

1

Too Easy To Liquidate

In many collateralized loan protocols, if the price of your underlying assets fall below your collateral requirements even for a minute, BAM. You're done.

2

No Time To Top Up

One minute can be devastating in the wrong protocol. We don't think that's very fair.

3

Lack of Revenue

Some protocols try too hard to create "0%" interest loans. Appealing on the surface, but how does that earn a profit?

THE PROBLEMS WITH EXISTING DEX'S

1

Lack of Liquidity

Many DEX's lack sufficient liquidity to be useful on a large scale.

2

Lack of Trading Options

Most DEX's are too focused on only token -> token trades, keeping them from enabling NFT trades, fractional assets, etc.

3

Lack of Approval Process

Too many DEX's allow *anyone* to create a trading pair, even with scam tokens.

THE PROBLEMS WITH EXISTING "STABLE" COINS

1

Magic Math

Algo Stablecoins are inherently fragile. What happens when the math *doesn't* add up? Ask UST

2

Copy Existing Currencies

Most governments aren't very happy about people minting their own version of that country's currency

3

Lack of Transparency

"Just trust us bro" isn't enough

4

Under Collateralized

A 10% collateralization rate isn't enough.

The Solution?

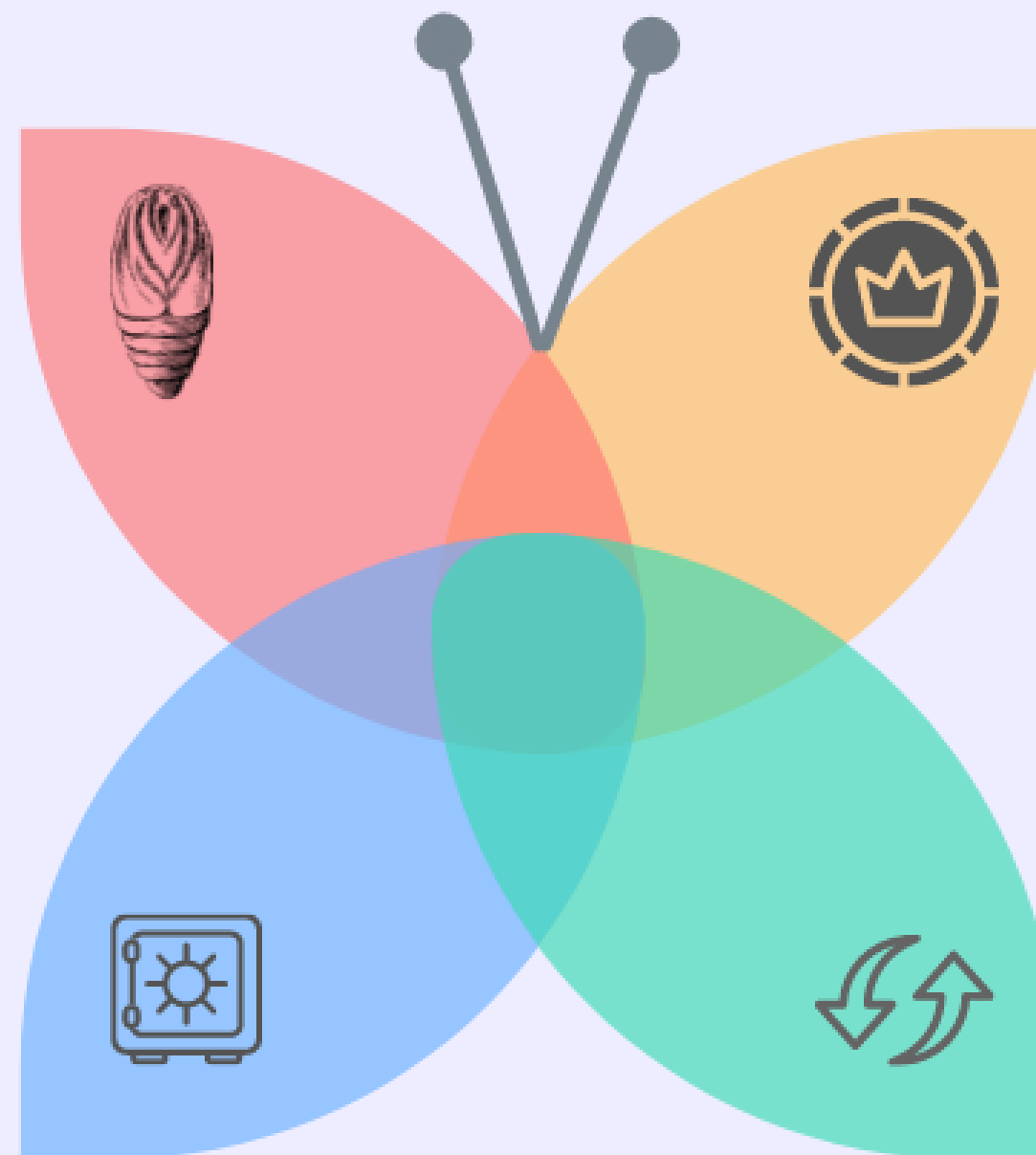
The Monarch Ecosystem

1. The KingMaker

A project incubator to help new projects take flight

2. Monarch Loans

Over-collaterized loans used to mint a fully crypto-backed currency



4. Crowns

The first true cryptocurrency. Fully backed by crypto assets, not by algorithms

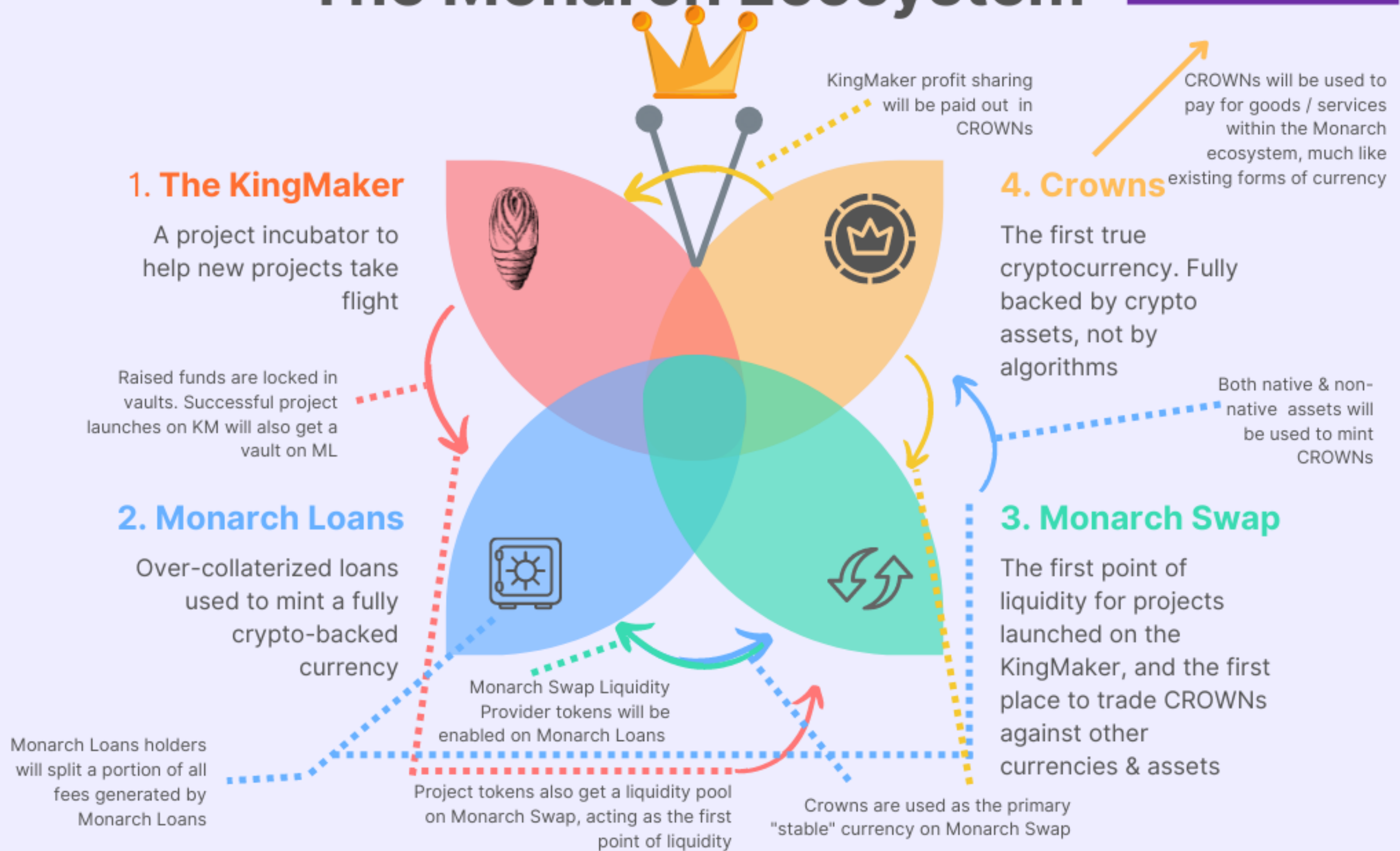
3. Monarch Swap

The first point of liquidity for projects launched on the KingMaker, and the first place to trade CROWNs against other currencies & assets

A CLOSER LOOK

The Monarch Ecosystem

Projects Within
The Ecosystem



Introducing: Crowns

The First True Cryptocurrency

Crowns are our solution to the problems facing many "stable" coins today. Crowns are designed with **relative** stability & ease of payment in mind - meaning that for products / services within the Monarch Ecosystem, CROWNs are the currency of choice.

Unlike current "stable" coins, CROWNs are built & backed exclusively using cryptocurrency, not fiat.

NOTE: In relation to USD / EUR / JPY, etc. Crowns are **not** stable, similar to all forex trades. This is by design.

✓ Designed for Relative Stability within the Monarch Ecosystem

Solves regulatory issues - It's not trying to imitate existing currencies ✓

Used as **the** currency within the Monarch Ecosystem ✓

✓ Can appreciate in value relative to established currencies



Introducing: The Kingmaker



Ownership =
governance = profits.
Earn a % of each raise
in CROWNS

Membership (and
allocation) secured
by tokens + NFTs



The KingMaker is the first point of introduction for the Monarch Ecosystem. It's where we find, incubate, advise & launch new projects, preparing them to take flight.

Designed for quality in mind, we want The KingMaker to be a place where discerning investors will find their next moonshot opportunity. Projects with passionate teams, real-world utility, that can generate real profit.



A community of
discerning
investors,
searching for
curated
opportunities

Community sales
can include ICO /
IDOs, Special offers
(Series B, C, etc.) &
more,



Introducing: Monarch Loans



Fully decentralized, over-collateralized loan protocol backing the issuance of new CROWNS

Monarch Loans is designed to be the answer to self-custody over-collateralized loan protocols. In addition to requiring a larger % of collateralization over competitors, it will offer generous lead times & multiple warnings surrounding liquidation, allowing vault owners several days to top up collateral requirements AND never worry about needing to sell.



MONARCH
LOANS



A mixture of assets, including CDs & more to ensure stability of CROWNS within the ecosystem

Payments made to token holders of Monarch Swap & The KingMaker are first routed through Monarch Loans



Introducing: Monarch Swap

Monarch Swap is our answer to providing a decentralized exchange within the Monarch Ecosystem. Our vision involves routing liquidity from existing services such as WOO Finance & Tokemak to provide excellent liquidity and stability throughout the system.

While similar in function to many other DEX's, there are some key additions planned that we think you'll love. Chief among them being a blue-chip tokenized NFT component & a VIP section tied into the Monarch NFT lines.



LP Payments routed to
Monarch Loans & paid out
in CROWNs



The first point of liquidity for projects within the Monarch Ecosystem



Payments made to token holders of Monarch Swap & The KingMaker are first routed through Monarch Loans



Specs + Development

See the KingMaker launchpad in action
@ GoMonarch.Netlify.app

Monarch is in active development. Our goal is to build an EVM compatible ecosystem in order to allow us access to larger sectors of the market, and giving us the capability of partnering with more projects who wish to launch on different chains - which ties in quite well with our marketing strategies.

Initially, we plan to launch on the Pulse chain before expanding to different EVM compatible chains.

Docs available @
[Erebus.Gitbook.IO/Monarch-Finance](https://erebus.gitbook.io/monarch-finance)



PHASE 1 -
TESTNET



PHASE 2 -
PULSECHAIN
MAINTNET



PHASE 3 -
EXPANSION

Marketing

The Monarch Ecosystem's marketing strategy (and advisement) is built with 3 philosophies in mind:

First: To maximize the value of each individual marketing tactic through creative endeavors which show real impact & a healthy amount of follow-up / cross-promotion.

Second: To act as a large scale feedback loop, naturally flowing people from each project that gets launched, back into the DEX, Monarch Loans & The KingMaker

Third: To generate interest & sales BEFORE development / manufacturing, etc. utilizing MVPs & limited runs to ensure rarity & increased value, while simultaneously allowing us to spend a minimal amount on development before we're 100% certain that a new product / service developed by Monarch (and projects which launch on The KingMaker) will be a hit.

Our individual tactics will include social media, partnerships, media features & more. Especially through leveraging existing organizations to craft events, event spaces & more.

One consistent theme is that our focus is on the most discerning, highest value actions, investors & projects, which further maximizes the value of our marketing dollars.



EVENTS



SOCIAL
MEDIA



PARTNERSHIPS



WORD OF
MOUTH

The Marketing Chain / Feedback Loop

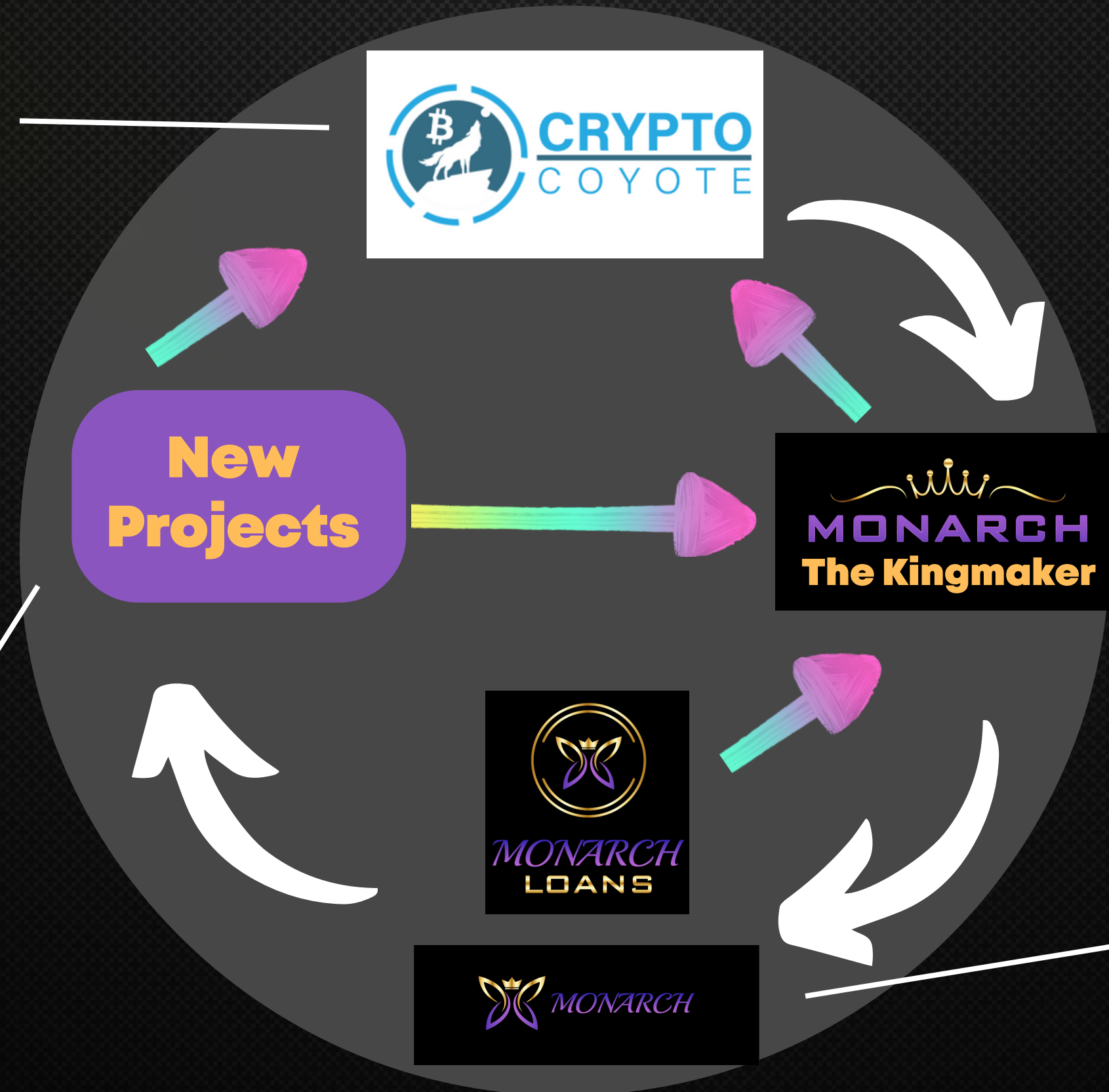


Education / Intro to investing + crypto | Onboard new people, promote mass adoption. Partnership includes cross promotion to onboard users into the Monarch Ecosystem | MRR Generated via software / tool sales

Curated projects for discerning investors | Encourage better investing decisions across the cryptosphere | Revenue generated via sale / launch fees

In being the launching point for new projects, every bit of marketing done for them will naturally promote the monarch ecosystem too

Providing tax strategies + decentralized exchange - points of onboarding for new users seeking better alternatives to existing protocols | Revenue generated via loan servicing + swaps



Profits 1/2

Profits from each of the core protocols (Monarch Swap, Loans & The KingMaker) can come from a variety of sources. Most in-protocol profit sources (think creating a loan or using a DEX) are designed to be paid out to token holders (of each individual project's token), while most non-protocol sources (think events, merch) will generally go directly towards the parent company, Monarch Global to fund more events, marketing, etc.

First, focusing on protocols:

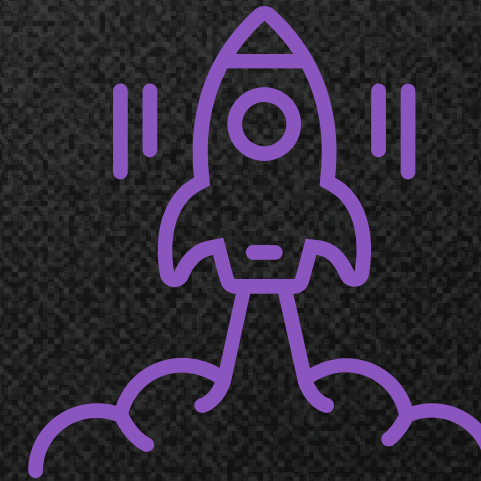
The KingMaker directly generates a profit from successful launches, part of which goes directly to token holders, after paying advisory teams for services rendered.

Monarch Loans generates profits directly from creating & servicing loans.

Monarch Swap generates profits from trades in various pools, split between LPs & token holders

Non-protocol sources of revenue will include events, partnerships, merchandise & more.

For investors, you'll appreciate that each project you invest in has reduced risk, due to the extensive selection criteria & advisement - giving you a greater chance of profiting from each investment.



PROJECT
LAUNCHES



LOAN
CREATION



TRADES



AND MORE

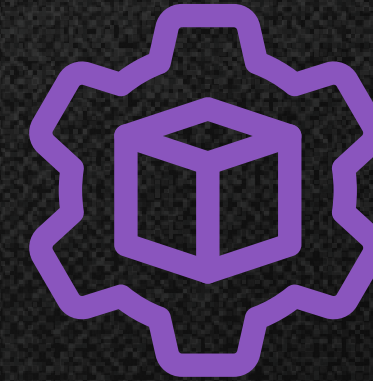
Selection Criteria

Key to the Monarch Ecosystem is our high level of selectivity. While remaining open to new ideas & new ways of thinking, we do require that each project that enters the ecosystem initially meets certain criteria to help ensure success. The following criteria apply to creating pools / vaults on Monarch Swap / Loans & to new projects which will launch on The KingMaker

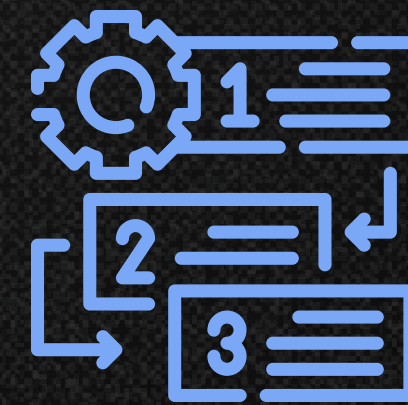
First, a project MUST have *some* work done towards it, putting it at least in an alpha state. This can take many forms depending on the project in question, from testnet smart contracts (such as what we have on Gomonarch.netlify.app) to finished artwork (in the case of NFT lines), and more.

Second, the project must have a plan for marketing & growth, plus a plan for earning profits. Bonus points for more fleshed out plans.

Lastly, the project owners / team must pass an application + interview process. This will help ensure competence and skill as we populate the ecosystem with new projects. This interview will test them on various skills needed to build & grow a successful project.



ALPHA VERSION
OF PROJECT
(MINIMUM)



MARKETING
PLAN



APPLICATION
PLAN



Upcoming Launches

What, you thought we were just a platform?
Think again.

Made by:



Introducing: The Erebus Angels

Like BAYC, but with real art

The Erebus Angels are a fully formed NFT line / luxury lifestyle brand for those crypto enthusiasts who appreciate the finer arts. In a similar fashion to BAYC, Erebus Angels is all about creating experiences.

This particular NFT line includes 109 unique portraits, and the launch will include real world assets tied to the NFTs, including unique multi-layered display signs, canvases & jewelry. NFT holders gain access to events, meetups & more



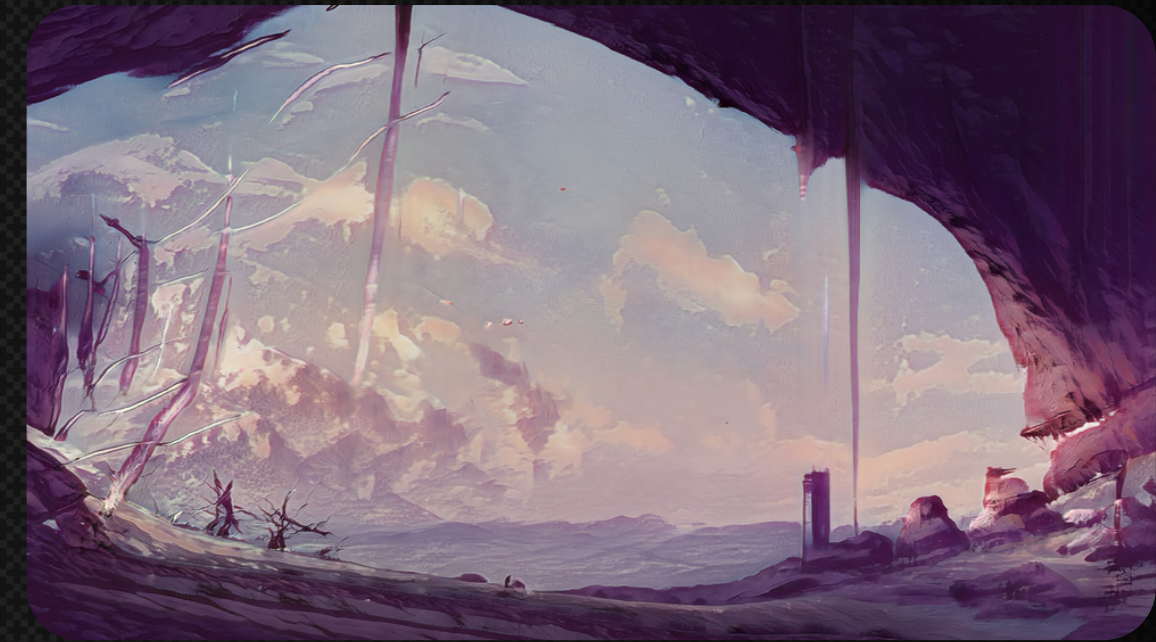
Introducing: The Erebus Landscapes

Still like BAYC, but with real art

The Erebus Landscapes are a *second part* of the Erebus brand. These will be one of our ultra exclusive luxury lines.

This particular NFT line includes 19 unique landscapes, and the launch will include even MORE real world assets tied to the NFTs. These NFTs are unique in the fact that they'll be usable as either real world digital wallpaper (utilizing AR tech) OR 3D printed wall canvases.

Yeah, you read that right. You can 3D print these on your wall.



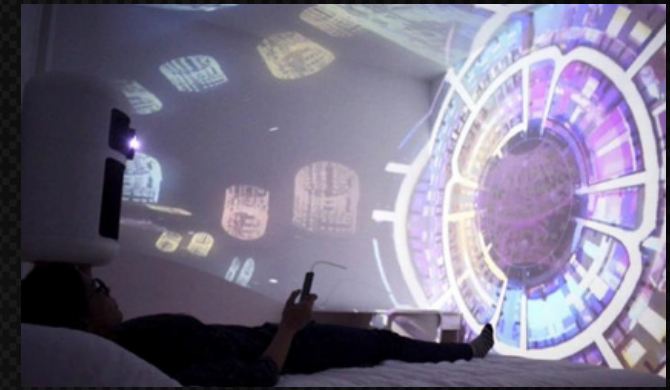
Example Products

Shadowbox, used to create a sort of "voyeur" effect by looking through a window at a multi-dimensional world



When appropriate, we will be tying in NFT lines directly with real-world products. These are just a few examples of what's possible.

Digital wallpapers, a unique innovation of modern technology, allowing NFT holders to transform their walls at will



Multi-layered acrylic signs, used to "bring life" to portraits, landscapes, etc.

Expoxy / Acrylic sculptures, used to create a miniature portable world



Introducing: Equinox

Equinox is a simple concept: a marketplace for tokenized luxury, exclusive & limited goods, held in custody by either the supplier (When goods are offered by the supplier directly) or by a third party via real-world storage vaults (When goods are offered originally through the third-party market)

Imagine being able to easily trade, take out loans against, & redeem (for delivery) goods as diverse as heirloom cacao from El Salvador to radioactive coffee from Chernobyl, to one-off ultra sportscars.

Equinox is invite only for suppliers, and items accepted must pass similar selection criteria to what was shown earlier.



EQUINOX

Risks Part 1/2

Rest assured, we've thought very thoroughly of the risks associated with each part of the Monarch ecosystem. We're happy to say that the vast majority of potential risks are already mitigated, due to our MVP + selectivity policies.

On the development / marketing / sales side, our approach for brands that fall directly under the Monarch umbrella is to sell THEN build. This enables us to build a list of buyers with a minimal development investment - allowing us to see if finalizing development is a worthwhile endeavor.

One massive advantage that we have is in our ability to cross-sell & educate. The same customers who we educate / onboard in one project are very likely to want to purchase something else that we do. (IE. Investors in The KingMaker will also want to participate in auctions on Equinox.) the projects planned by Monarch Labs

For outside projects launching on The KingMaker, while they may not share our development / sales philosophy, our selectivity & escrow processes & advisement will help to mitigate risk & ensure sales in those projects. Note that we ultimately do NOT directly control any external brands, and do NOT guarantee a return in any investment.

This leave us with ONE glaring risk: stablecoin regulation.

While this is a hotly debated topic at the moment, we're confident that the design of CROWNs is unique enough to not be affected by most (if any) of the regulations that would come up - as those will naturally want to apply to "copy stablecoins". As well, CROWNs are OVER-collaterized, which fits in perfectly with the most likely regulations that will take place.

There's always the possibility that those regulations DO affect CROWNs, in which case all is not lost. Yes, the loss of CROWNs as a payment avenue will be unfortunate, but that doesn't change the fact that everything we're building is designed to bring in revenue - CROWNs or no CROWNs.

The community that we build will still be interested in funding other projects that launch on The KingMaker. People will still want to use Monarch Loans & Monarch Swap, and they'll still want to be a part of the events that we put on. We'll simply adapt to the changing regulations & keep going.

Risks part 2/2

We'd like to dive a little deeper into potential stablecoin regulations & help mitigate any fears you may have surrounding them & CROWNs.

Here's the deal, plain and simple: stablecoins as a concept are **extraordinarily** unlikely to be banned by any current government power in the world for a few reasons:

First: It would piss off a LOT of people with a LOT of power. This is widely accepted as a "bad move" in any social circle.

Second: They're incredibly useful for governments of the world to mint & use as an addition to the current banking system as they begin to bridge the gap into crypto & DeFi.

The most likely outcome for regulations on stablecoins is for them to be allowed in a 100%+ collateralized format, ala circle (USDC) or DAI.

This would allow for existing users to retain their funds & access to DeFi (again, avoiding pissing off powerful people), while simultaneously enabling centralized banks to mint their own versions of collateralized stablecoins.

Now interestingly, this **almost** fits in with the cycle of money (Over-collateralization based on goods -> Unbacked 1/1 -> Under-collateralized loans (we are here)), but it actually doesn't fully solve the central problem of under-collateralized loans propping up the world's economy in its current state, because those centralized banks will still be allowed to mint stablecoins with a "10%" (so-called) reserve ratio, so long as the value of the debt securities they purchase is worth 100% of the value of the stablecoins they mint.

CROWNs solves this issue completely and fits in with the reset of the cycle of money (over-collateralization based on goods - in this case, tokens which generate real-world value) by ONLY being minted through over-collateralization.

Make no mistake: In one form or another, the CROWN design WILL be used to craft the next generation of money.

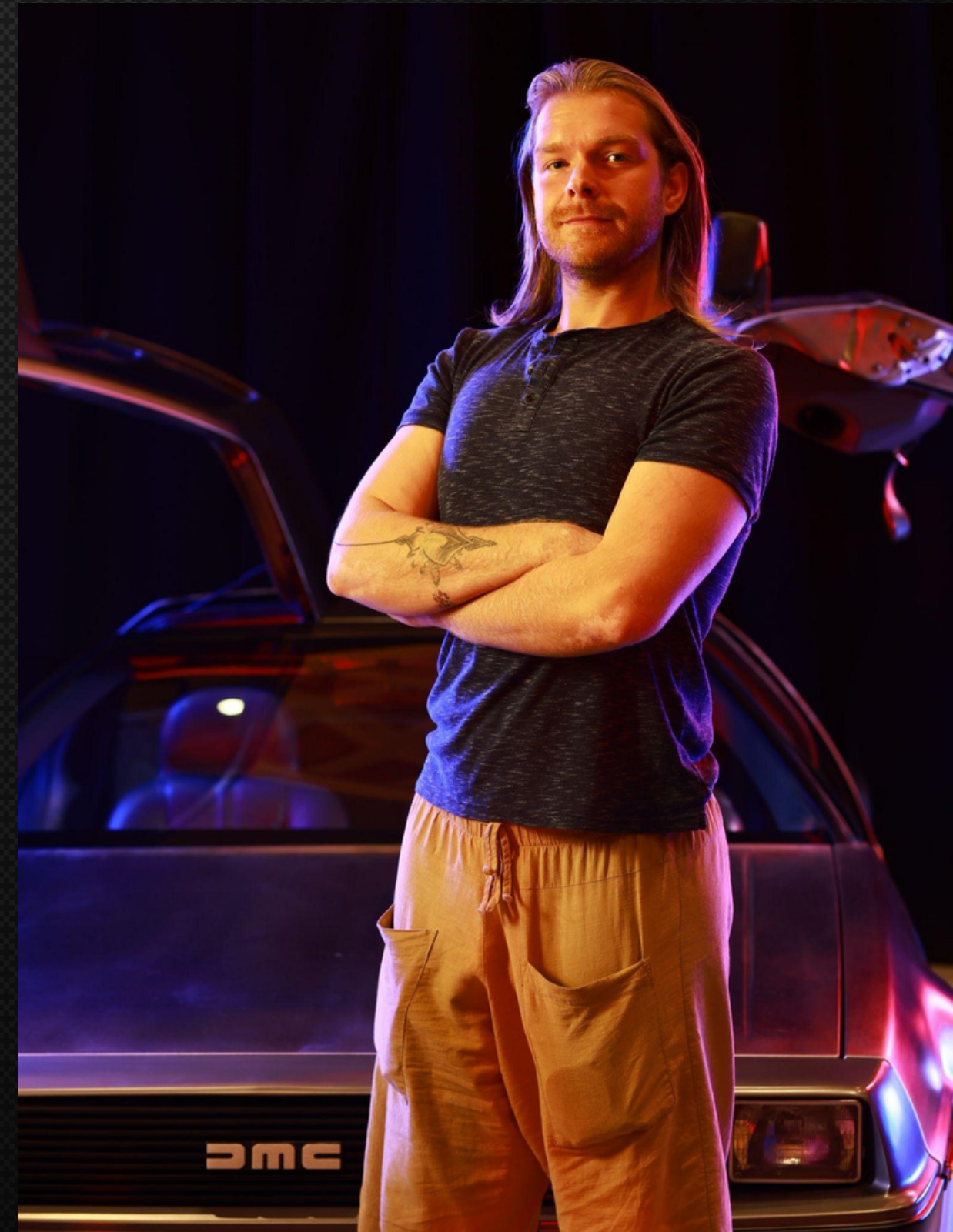
It's just a matter of time.

The Creative Force

Devon Synclair Devereaux

A GOD AMONGST MEN

A creator at heart, Devon brings experience & wisdom from many different fields together to reinvent the very concept of money itself.



NOTE: Names are subject to change through development

Funding Goals



2 MILLION

Total raise, split amongst 4 projects

1 The KingMaker

\$500K is allocated to The KingMaker token seed round.

Erebus (NFT Lines)
\$500K

The KingMaker (KM)
\$500K

3 Monarch Swap

\$500K is allocated to The MSWAP token seed round.

2 Monarch Loans

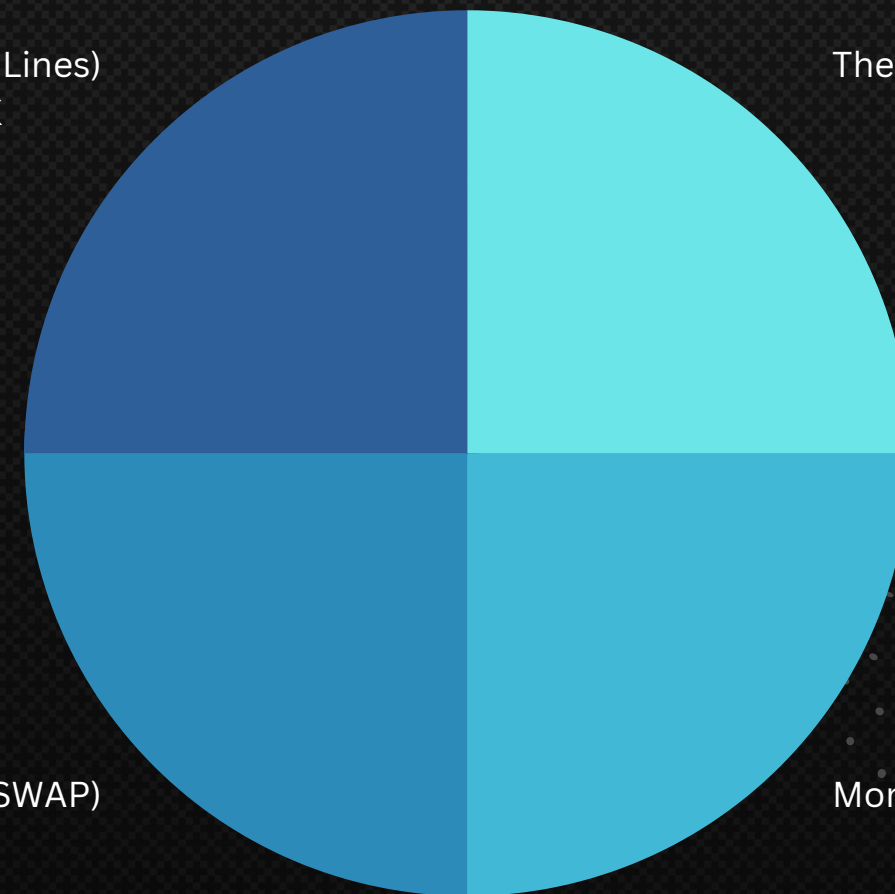
\$500K is allocated to the MLOANS token seed round.

Monarch Swap (MSWAP)
\$500K

Monarch Loans (MLOANS)
\$500K

4 Erebus

\$500K is allocated to The Erebus NFT seed round.



**You without
Monarch:**



**You with
Monarch:**



Are You Ready To Take Flight?

MONARCH