



**BULL & UNICORN**  
CRYPTO LABS



# BNU TOKEN WHITEPAPER



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## Offering An Array Of Services For Anyone Wanting To Be A Crypto Entrepreneur.

We believe that cryptocurrencies will soon be the ultimate form of wealth in the next phase of the digital age and will also be the primary mode of payment for everyday citizens, and it's our agenda to help drive the mass adoption of cryptocurrency and create a world where cryptocurrency is the primary form of wealth and payment. Paradigms are shifting and there is no better time to get involved than now. Early adopters who will take note of this shift will benefit from the exponential growth once it becomes mainstream. As early adopters, you are part of ground zero. You are the ones who will benefit from this growth once it becomes mainstream. You are creating a better future for not only yourself, but for your clients.



## LEARNING FROM OUR PAST EARLY ADOPTERS BECOME WHALES:

Think of when the internet was invented leading to few companies that have become global tech giants because of it: Many entrepreneurs all over the world have made their fortune with the internet. Few people will ever forget the first time they entered "google.com" into their web browser and saw a blue hyperlink appear on their screen. It's an experience that many of us take for granted, but in reality it is the beginning of a great technological revolution where anyone can become wealthy from the comfort of their own home, doing work that they love. Understanding the potential and possibilities of emerging technologies such as this is crucial in order for businesses to thrive today.



Although this ecosystem may seem daunting to a few due to disorganization and lack of information, Bull & Unicorn Crypto Labs is here to help companies navigate through their roadmap efficiently via the tools we provide and help them achieve their milestones swiftly. We believe that the blockchain community should actively support other projects to help them launch their ICO successfully. That is why our goal is to fulfill every founder's dream and help them to a great start in their crypto journey.

We want to be your partners who bring the strongest connections to the table after having founded multiple successful projects. The services on our platform help provide companies at the grassroots level with the tools they need to have a successful token launch, marketing it via global press releases, ads on websites and connecting them to the right kind of folks. This translates into the company amassing a huge community of everyday people and investors that trust and believe in their project.

## **UMBRELLA OF SERVICES**

We provide all the services required to make your cryptocurrency project a success. Our team of professionals not only includes coders, but copy writers, marketers and other individuals who have been working in this space for a long time and are very well versed with what works.

### **An invaluable community of investors, strategists, and in-house team**

Our network of investors, analysts, and believers are crucial to the success of any company. We do our best to connect companies with a community of like-minded individuals eager to learn about their project:

## **01 Your Very Own In-house Team Of Developers And Designers**

The most primary task of launching the token will be handled by our world class coders that have built robust and technically sound tokens taking care of the various tokenomics that the founders required. They are capable of handling all kinds of iterations that make your token the most unique one out there.

Correctly showcasing your idea to the audience is an imperative step and our team is equipped to help you establish that image and presence digitally. Designers available round the clock to help you craft a beautiful website that naturally flows over on all your social media pages as well. Getting that aspect right will ensure that users will instantly know your platform and resonate with it.

## 02 A Network That Will Kickstart Your Marketing Efforts

The Blockchain community knows how to identify a strong project, and they should be your number one target when marketing your token. Because of this, our ICO solutions are developed with the latest and most sophisticated blockchain technology principles in mind. The result is a fast, scalable, and secure solution that is 100% ready for market. We deploy a customized strategy for every client, combining custom-made campaigns with the most innovative marketing solutions on the market.

### a. Ad Placements On Top, Reputable, Crypto Sites

Top-tier ad placement on the most popular cryptocurrency websites is essential to the success of any ICO's marketing campaign. Our team has built solid relationships with these sites, allowing us to secure the best placements for our clients' campaigns. By getting listed on the most visited websites in the crypto world, your project will gain popularity with investors and web surfers alike, spearheading your project in the right direction.

### b. Global Press Releases And Influencer Network

We know just the right words to let you launch with a bang. Through our worldwide network, we can spread awareness around your project and get people talking. The world is actually waiting for your blockchain project... they're just not aware of it yet! We'll have the privilege of working with famous bloggers and influencers with a huge following, to get your ICO the attention it deserves.

### c. Establishing Credibility To Your ICO

Our team has established relationships with industry standard websites like CoinGecko and CoinMarketCap. With the backing of these credible websites, we can get your venture even more exposure and recognition from the fastest growing audience in the world...the cryptocurrency community.

### d. Listings On Various Call Groups

To get the most results from your ICO, you should just focus on these three things: raising awareness about the ICO with a great pitch, getting investors to trust you, and getting them to like your project. But, how exactly does one go about it organically? Our call groups are an excellent way to make sure that you get exposure to crypto influencers who can boost your marketing campaign, where you can also share important information and make announcements to crypto investors who are always looking for the next big opportunity.

## 03 The Right Brand Of Social Media Strategists And Market Makers

A successful ICO is largely dependent on the community built and led behind it, but the crypto space is a demanding environment. That's why our strategists and market makers place long-term care for your community and will ensure every aspect of your project—from the tokenomics to the underlying technology and application—is explained in a way that makes sense for your market. They will build your coin's community and get it started on the right path so that your strategy can kick into high gear. This ensures that your coin gathers hype, as well as becomes attainable to new investors so that they too can participate and grow alongside you!

### THE \$BNU TOKEN



Our motto is to build the ultimate blockchain project launchpad that enables the development of incredible ideas and use cases into secure and scalable robust tokens, starting with our own. The Bull & Unicorn Crypto Labs Token (\$BNU) will be a community driven token backed by the strong desire of making a splash in the blockchain ecosystem and revolutionizing tech as we know it. This token is inspired by the volume of the cryptocurrency based projects on the block that are unaware of the right set of tactics needed in order to turn an idea into a reality.

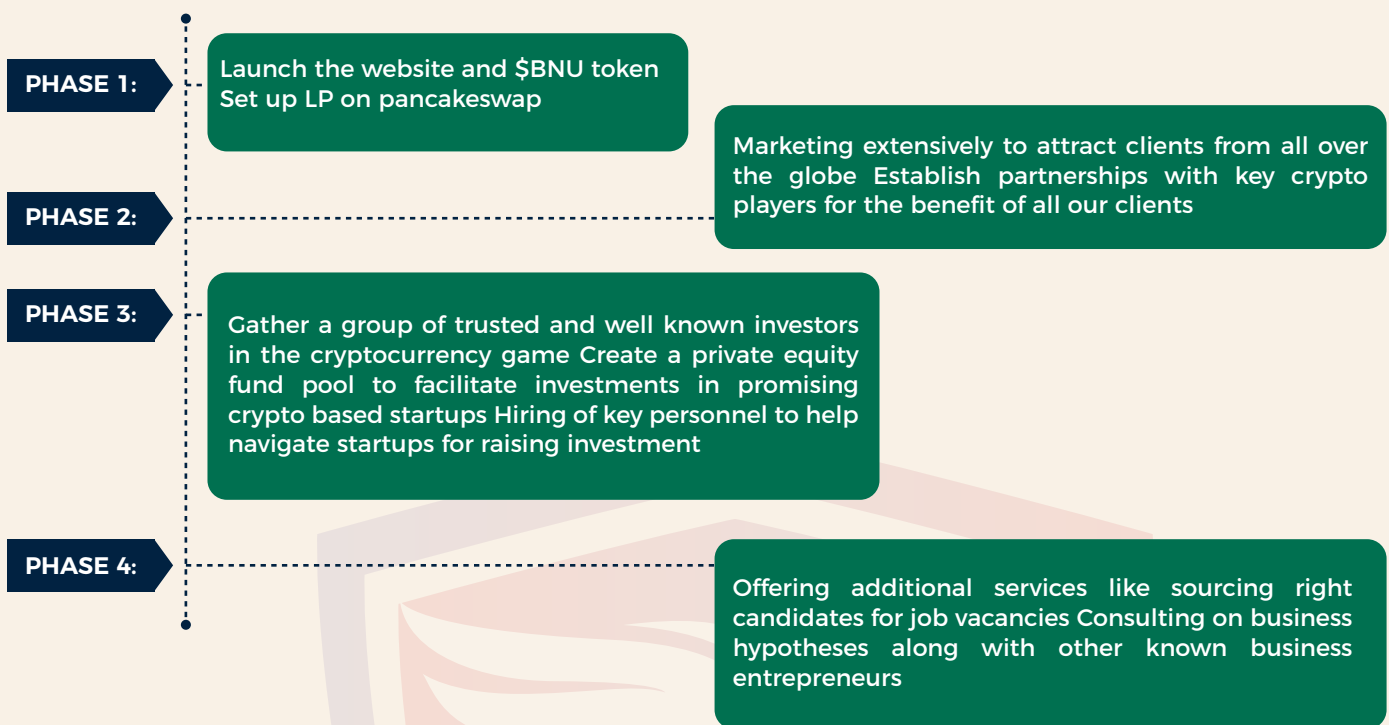


#### TOKENOMICS

The initial iteration of the BNU Token launched with a tradable token called \$BNU on the Binance Smart Chain (BSC) using the BEP-20 token standard. There's a buy tax of 6% (1% to Dev, 3% to Marketing, 2% to Liquidity) and a sell tax of 8% (1% to Dev, 4% to Marketing, 3% to Liquidity). \$BNU was initially minted with a supply of 1 trillion tokens with 18 decimal places.

No additional \$BNU tokens will ever be created. The existing \$BNU that are not burned will be interoperable with other blockchains in the near future. However, in the beginning, \$BNU will be issued from the airdrop wallet and community building wallet for the purposes of incentivizing people to buy the currency and join the community. It is understood that for a network to succeed, it must reach a critical mass number of users as fast as possible to attain high network value a la Metcalfe's Law. For this reason, high initial issuance via multiple airdrops as well as centralized control of the airdrop is seen as necessary in the tokenomics of \$BNU in the early phase of development and adoption, in order to incentivise early users and foster a very high rate of community growth. However, as the community size surpasses hundreds of thousands and millions of users both in terms of unique wallets and social media followers, the issuance rate will eventually drop to zero.





## SEIZING THE MOMENT THROUGH BULL & UNICORN CRYPTO LABS

The blockchain technology is all around us: We read about it in some of our favorite blogs, content creators we've followed for years start talking about Web3, the metaverse, and even NFTs, and talks of it can even be found in the daily entertainment we consume—whether it be movies, television shows, celebrities, and more. Each year that passes us by since Bitcoin's creation in 2009 has shown us that cryptocurrency isn't going away anytime soon. And not only that, but a growing number of indie and startup projects are starting to tokenize their systems, which is only normal considering the eco-economic benefits that this brings to various industries. But before a project launches its token sale, it must first advertise its ICO project so it can gain widespread attention.

The truth is that there are many ICO projects launching on a daily basis, that the majority end up failing and causing concerns and eventual outrage over the possibility of rug-pulls which only harms the startup's reputation and drastically hinders their chances of recovering and starting over. Knowing this, launching your company's coin may seem scary, but the common factor in the ICOs that have been proven to succeed not only have massive presence on social media, but they also have the aesthetic, community, and strong marketing that made their reach soar in a short time. This is proof that when an upcoming ICO has a strong team behind it from the beginning, its influence can be monumental.