



# LOL

LOL Social Network  
on Solana blockchain

# Whitepaper

\$LOL · meme token



[lol-social-network.com](https://lol-social-network.com)

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# Preamble

This document constitutes the White Paper (“White Paper”) of the LOL Social Network (“LOL”) project. Its purpose is to present the vision, objectives, operating model, and risks related to the development of the LOL social network, as well as its utility token (the LOL token).

The LOL token is not a financial instrument granting ownership rights, participation, or any claim against the issuer or a third party. Its acquisition and use occur exclusively on the Solana blockchain through non-custodial wallets (e.g. Phantom).

All the information provided herein is for informational purposes only and does not constitute investment advice, an offer to sell, or a solicitation to buy.



# History

## The Rise of Digital Entertainment

The advent of the Internet has profoundly transformed the world of entertainment. Early humor-centric content platforms and general-purpose social networks quickly rose in popularity, spurred by:

- The increased penetration of the Internet and the proliferation of smartphones.
- The emergence of online communities covering a variety of topics (gaming, cinema, humor, etc.).
- Individuals' desire to express themselves and build their own audiences.

Over time, content creators have sought better ways to monetize their efforts. Traditional models relied on advertising and/or product placement, often lacking transparency and imposing high fees. Blockchain technology disrupted these paradigms by introducing a new approach: a decentralized, transparent, low-cost system enabling the creation of utility tokens and the distribution of rewards to users.

## Current Situation and Challenges of Social Networks

Despite the popularity of content-sharing platforms (YouTube, TikTok, Instagram, etc.), several challenges persist:

- **Centralization:** Traditional platforms remain centralized, often imposing their own algorithms and payment rules.
- **Lack of transparency:** Users and creators are not always informed about how advertising revenue is distributed or how their data is used.
- **High barriers to entry for creators:** Visibility and monetization are often reserved for established creators or those with substantial advertising budgets.
- **Technological limitations:** Transaction costs on some blockchains (especially proof-of-work) can be high.

These challenges highlight the need for an alternative platform that offers transparent compensation, low costs, and a smooth user experience.



# Solutions Provided by LOL

**The LOL Social Network project seeks to address these issues by offering:**

- **A social network dedicated to humor:** A unique focus on creating and sharing entertaining content, fostering a community of engaged users.
- **Decentralized remuneration:** The LOL token lies at the core of the platform. The most active creators (by likes, shares, subscribers) are rewarded in LOL directly to their Phantom Wallet.
- **User contributions:** Fans can financially support their favorite creators by sending them LOL tokens.
- **Transparent advertising model:** Advertisers pay for their campaigns in LOL, and part of the advertising revenue is redistributed to creators.
- **Ease of use:** Simple login via Phantom Wallet and an intuitive user interface.

# The LOL Project, Vision and Operation

## Introduction:

LOL Social Network aims to be the first social platform centered on humorous entertainment. Beyond basic text or video posts, LOL seeks to establish a comprehensive ecosystem:

- **A space for creation:** Publish memes, short videos, stand-up acts, humorous podcasts, and more.
- **Streamlined interaction:** Likes, shares, comments, subscriptions—all optimized for engagement and virality.
- **Direct financial support:** The community can send tips in LOL to creators to reward their creativity.

## Advantages of LOL Over Existing Solutions:

- **Specialization in humorous content:** A unique positioning that attracts comedy-focused creators.
- **The power of the Solana blockchain:** Near-instant transactions, very low fees, and a reduced environmental impact.
- **Transparent remuneration and advertising:** All token flows are visible on the blockchain, enabling anyone to verify transactions and trust the system.
- **Scalability and speed:** Solana is built for large-scale usage, with high transaction throughput and minimal risk of congestion.

# Solana blockchain

## Why Solana?

Solana is engineered for widespread, mainstream use by being energy efficient, lightning fast, and extremely inexpensive.

Many of the core Solana builders, like co-founder Anatoly Yakavenko, have a background in building cell phone networks. That means that they are singularly focused on building for scalability (the ability to grow) and efficiency (the ability to get the most information across with the least amount of resources). They believe that in order for people to build the projects that will get the public using blockchain technology, you need to make it as easy and painless as possible for people to experiment and use the technology.

Some of the current leading blockchain technologies use energy-hogging, time-consuming mining — or solving very complex calculations — to validate security, and have fees that can range into the hundreds of dollars per transaction. Solana uses what's called proof of stake to validate information — there's no mining involved — and a special innovation called proof of history, that allows it to validate even quicker. That makes it extremely efficient, using energy at the same scale as a few Google searches and significantly less energy than other regular household uses like running your refrigerator. Transaction fees, which are used to maintain blockchain networks and have ballooned elsewhere, are a fraction of a cent on Solana.

All of that translates into projects and tools built on Solana that can be as frictionless and easy to use as the rest of the internet, for both developers and users.

### Solana stands out due to:

- A Proof-of-Stake consensus mechanism (combined with Proof-of-History) that drastically reduces energy consumption while improving processing speed.
- Transaction fees below one cent, well-suited for microtransactions (tips, tokenized likes, etc.).
- A seamless user experience, thanks to wallets like Phantom, which enjoy wide adoption in the Solana ecosystem.



# How the LOL Token Works

- **Buying/Selling LOL** - Through DEXs on Solana (e.g., Raydium) or any other marketplace supporting the SPL standard.
- **Creator Rewards** - Each creator receives LOL directly in their wallet, proportional to their success (likes, shares, subscribers).
- **Advertising** - Advertisers pay in LOL. The collected amount is then redistributed to the community or used to reward the most successful creators.

## Compensation Mechanisms for Creators

- **Likes, shares, subscribers:**  
A distribution algorithm rewards each creator monthly based on their performance.
- **Direct contributions:**  
Fans can transfer LOL tokens from their Phantom wallet to the creator's wallet.
- **Advertising:**  
A portion of the advertising revenue (in LOL) collected by the platform is redistributed to creators.

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## Advertising and Revenue Sources

- **Crypto advertisers:**  
Any organization wishing to promote its blockchain project or any other product/event can run ads on LOL.
- **Payment in LOL:**  
Advertisers must purchase LOL tokens on the market, thus creating sustained demand.
- **Redistribution:**  
A portion of the collected tokens is redistributed to creators or reinvested in loyalty programs, staking, etc.

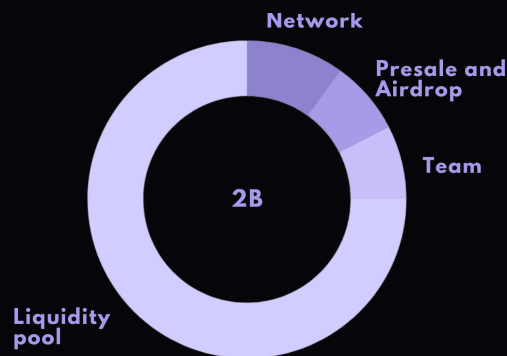
## Transaction Fees and Interactions via Phantom Wallet

- **Fees on Solana:**  
Costs are on the order of thousandths of a dollar per transaction. This enables numerous daily microtransactions (tips, micro-donations, etc.) without penalizing users.
- **Connecting via Phantom:**  
To access the LOL social network, simply connect using a Phantom Wallet. This login authenticates the user and allows them to perform actions (create content, send tips) while retaining full control over their funds.

## Security

- **Audits:**  
The smart contracts for the LOL token and reward-distribution modules will be subject to regular internal and external security audits.
- **Revoked Mint Authority:**  
To ensure no more tokens can be minted than the defined total supply (2 billion), the mint authority has been revoked..
- **Liquidity & Listing:**  
The project plans to maintain sufficient liquidity on DEXs such as Raydium. Conditions for locked liquidity may be implemented to reassure token holders.

# Tokenomics



**Holder** – Variable

**Offer in circulation (liquidity pool on Raydium)** – Variable

**LOL Social Network** – Fixed 10% – 200 million LOL

- Part allocated for the organization and operation of the LOL project. The total amount is distributed across : Treasury, Company, Development, and Marketing.

**Team** – Fixed 7.5% – 150 million LOL

- Share for the project team. The tokens are distributed progressively and monthly to members over a period of 10 years, starting in March 2021.

**Presale and Airdrop** – Fixed 7.5% – 150 million LOL

*Presale until 15/02/2021*

- Raise funds to finance project development before public launch.
- Tokens are sold at a lower price during the presale phase, enabling early investors to benefit from an advantageous price if they believe in the project's.

*Airdrop - variable*

- Every day in our telegram, one of the most committed people is drawn and wins 1M LOL.
- After the Presale, the remaining tokens will be distributed to a large number of active and committed users in the community, to encourage decentralization of the network.

**INITIAL TOTAL SUPPLY** – 2B LOL

- LOL revoke Mint Authority, revoking mint authority ensures that there can be no more tokens minted than the total supply.

More information about the total supply in circulation in real-time as well as the different wallets is available on the IMO website or on Solscan.



# LOL Team



**Christopher** – *Founder of LOL project, Manager*

I manage the project's progress and coordinate the various teams.



**Joshua** – *Security officer*

I ensure that the code and infrastructure are secure, by carrying out smart contract security audits and penetration tests.



**James** – *Designer UX/UI*

I'm in charge of creating an intuitive and attractive user interface to enhance the application's user experience. I create the universe and the design.



**Charles** – *Blockchain developer*

I'm responsible for creating and implementing smart contracts, developing blockchain protocols, and managing the technical infrastructure.



**Ashley** – *Marketing Manager*

They promote the application, create a community around the project and manage communication on social networks.



**Emily** – *Social media manager*

I manage social networks

# Roadmap - 2025

## 1st quarter 2025 - *Launch of the LOL token*

- Blockchain selection
- Token creation
- Whitepaper
- Presale - *Presale until 15/02/2021 (creating demand and initial token distribution)*
- Beta Version Test (*end of February - early March*)

## 2nd quarter 2025 - *Architectural design*

- Frameworks and decentralized storage solutions selection
- Authentication module
- Compensation and incentives module (*native token, rewards, staking*)
- Security plan (*audit, bug bounty, etc...*)

## 3rd quarter 2025 - *Prototype development*

- Setting up the development environment
- Smart contract for content creation (*publication, update, deletion*)
- Account creation (*portfolio management/private key*)
- File upload system
- Content publishing on the testnet
- Main feed display
- Writing and running unit tests on smart contracts
- Front-end functional tests

## 4th quarter 2025 - *In-depth tests, improvements and audits*

- Private beta testing (*alpha testers*) feedback on ergonomics, transaction speed and overall experience.
- Bug resolution and iterations
- Security audit
- Performance and scalability testing

# Roadmap - 2026

## 1st quarter 2026 - *Preparing for launch*

- Finalize contracts and deploy mainnet
- Check compatibility between testnet and mainnet versions
- Update technical and public documentation.
- Set up support and community tools

## 2nd quarter 2026 - *Official launch*

- Final deployment
- Publication of smart contracts on the mainnet.
- Migrate necessary data from testnet to mainnet.
- Check integrity and correct operation of all functionalities

## 3rd quarter 2026 - *Post-Launch, Maintenance and Scalability*

- Collect user feedback
- Implement analysis tools (*on-chain and off-chain statistics*)
- Evaluate user adoption and satisfaction.
- Continue regular security audits
- Establish partnerships with other Web3 projects
- Optimize gas consumption and user experience (*transaction costs, speed*)



# Future Perspectives

## **Integration of Humorous NFT:**

- Certify memes or unique creations in the form of NFTs to increase their value and rarity.

## **Partnership Program:**

- Develop collaborations with other blockchains, influencers, or brands wishing to promote their image through humor.

## **Advanced Monetization:**

- Implement a LOL staking module, create exclusive content areas, or integrate “play-to-earn” mechanics centered around entertainment.

## **Multi-language Extensions:**

- Internationalize the platform to reach a wider audience and foster the growth of the LOL token.

# Important information

## Classification

- The LOL token doesn't constitute a financial instrument conferring ownership rights, participation privileges, or claims against the issuer or any third party. Consequently, there are no entitlements to distributions or redemption of LOL tokens. Additionally, these tokens do not fall under the category of collective investments and thus do not adhere to financial market laws, nor are they subject to oversight or regulation by a financial market authority. Holders of LOL tokens exclusively have the option to sell or purchase them solely through blockchain marketplaces.

## No offer and guarantee

- This white paper serves solely for informational purposes and does not imply a recommendation, an offer for sale, or a request to purchase any LOL tokens. Nothing within this document should be construed as investment advice, legal counsel, tax guidance, or any other form of advice. The issuer and any designated third party explicitly disclaim making any representation or providing assurance regarding the accuracy or reliability of the information contained in this document, including data obtained from independent sources.

## Risks of loss

- Purchasers of LOL tokens, whether obtained during issuance or on the secondary market, should recognize the substantial risk of a complete loss of their investment. These tokens do not function as conventional financial instruments and do not grant any ownership, participation, or claim against the issuer or any third party. Consequently, individuals investing in LOL tokens subject themselves to the potential scenario of not recuperating their initial capital.

## Lack of liquidity guarantee

- Despite the commitment by the issuer or affiliated entities to place redemption orders for LOL tokens in the market, this does not assure holders the ease of reselling their tokens on the secondary market. Fluctuating market conditions may lead to liquidity challenges, potentially resulting in losses for buyers.

# Conclusion

- The LOL Social Network project positions itself as a next-generation social network where creator compensation and advertising transparency are ensured by the Solana blockchain. Its ecosystem, focused on humor and community engagement, offers a disruptive model: fast, low-cost, eco-friendly, and entirely geared toward growing a platform dedicated to entertaining content.
- The LOL token embodies this vision by enabling all stakeholders—creators, users, and advertisers—to participate in the platform’s economy and benefit from a transparent, widely accessible monetization solution.