

♥ Feels Hot Man ♥
PEPE BULDAK

Open Franchise



Whitepaper

"Buldak" Introduction

Franchise Meme project featuring Pepe in a parody of Korean Buldak ramen, which is creating a global pandemic with spicy taste.

Starting with Pepe's complaint about why there is no chicken in Buldak Ramen, the story of developing the best Buldak chicken recipe and succeeding in the franchise business. Originally, the meaning of Buldak in Korea is fire spicy chicken.

It is the world's first project to introduce and realize a new concept called "Open Franchise" that can be opened anytime, anywhere, without restriction, by only staking, through the Buldak protocol.



"Buldak" Team

Our team consists of two parts: franchise experts and blockchain technology developers based on our hands-on experience of turning off hundreds of restaurants around the world for many years. We have been studying for many years a new form of franchise business that can fundamentally change the existing system that can be propagated at high speed and can develop autonomously, and finally introduce a new business model called "Open Franchise" that applies the ledger technology of blockchain.

Through a franchise model optimized for the global environment and the synergy of the spicy taste of "Buldak" that mesmerizes people around the world, we seek the essential improvement of our franchise business by providing a quick and convenient operating environment wherever you are.



"Open Franchise"

The franchise headquarter of Pepe Buldak in Korea has never met Abdul, who loves KPop and likes Korean food living in southern India. However, the headquarter found out through the notice on the "Buldak" DApp that Abdul's Buldak Restaurant will open next week. This is because the buldak franchise could become a franchisee by only staking of \$Buldak and it is possible immediately through just self-registration.

"Open Franchise," a new concept franchise that can be opened anytime, anywhere, without restriction, by only staking

- 100M \$BUL or more Staking Holder
- Whenever even if it's tomorrow
- Wherever if it's on Earth
- No compulsory provisions

"The reverse idea of homogeneity"

Jin, who runs a hot pot restaurant in Sichuan Province, launched only the menu of "Pepebuldak" at his hot pot restaurant because he didn't have enough money to open a separate "Pepebuldak" restaurant, and he is getting more sales from "Pepebuldak" than hot pot. In addition, Jin's "Pepebuldak" menu is gaining more popularity day by day through localization of adding mara, which is used in malatang, as it is difficult to obtain spicy pepper powder of Korea.

Before enforcing homogeneity, we respect and consider the various food cultures and other food material environments of each country.

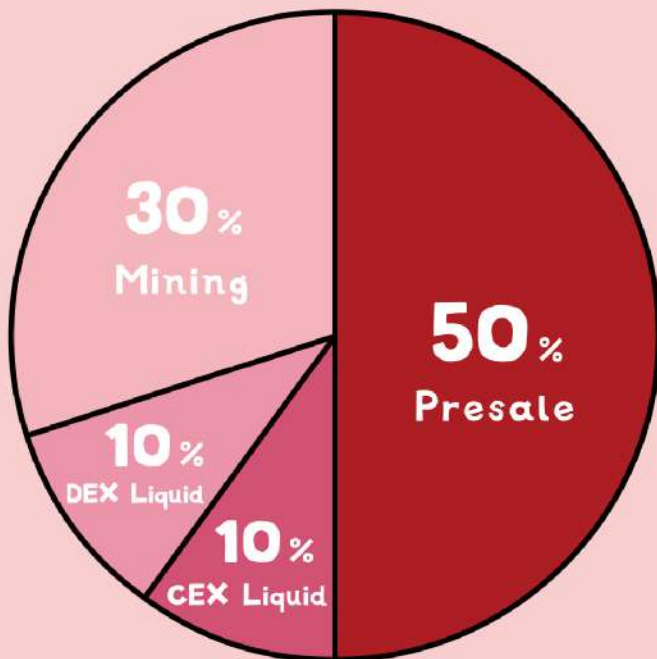
We seek competitiveness through autonomous creativity by breaking the fixed rules of the franchise industry.

"Tokenomics"

Total Token Amount: **4,200,000,000,000 (4.2T)**

This number is **1/100th** of the amount of original pepe tokens issued (**420T**)

We're going to open the store soon to show the reality, so it's only a matter of time before the price can be higher than original Pepe



- Presale **50%**
- DEX/CEX Liquid **20%**
- Mining **30%**

Fast stabilization strategy with 70% initial sale, 30% for years only community rewards

Team allocation 0%

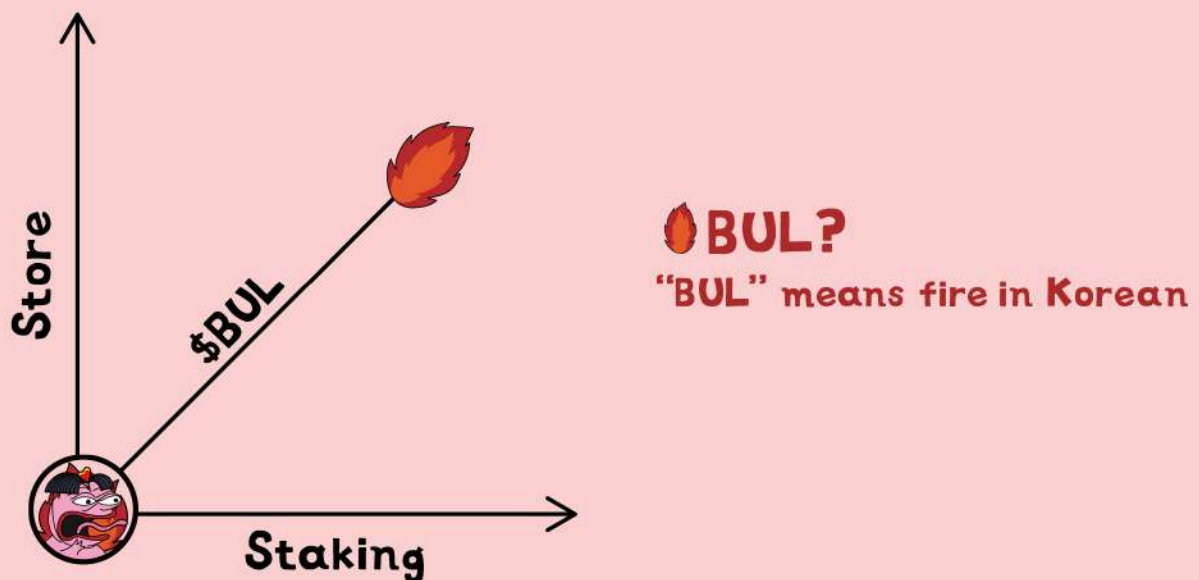
As there are no tokens distributed inside with the development team, the probability of dumping is greatly reduced, minimizing unstable factors after listing on the exchange.

"Deflationary strategy through staking"

The initial target is the 10,000th global store (100M \$BUL Staking × 10,000 stores = about 25% of total issuance).

We don't just insist on solo restaurants, so if we calculate the number of countries and populations in the world, we have a good chance of reaching the target.

The possibility is even greater because "Buldak" is a spicy taste that has already been proven by people around the world.



The initial franchise fee may be light, but as the number of restaurants increases and awareness increases

It can gradually become a big burden, so you shouldn't miss an early opportunity.

Also, on the other hand, you don't have to run a franchise.

With just an early investment, you can get a better outcome than running a franchise.

"Buldak Protocol"

1. Conditions of franchisee

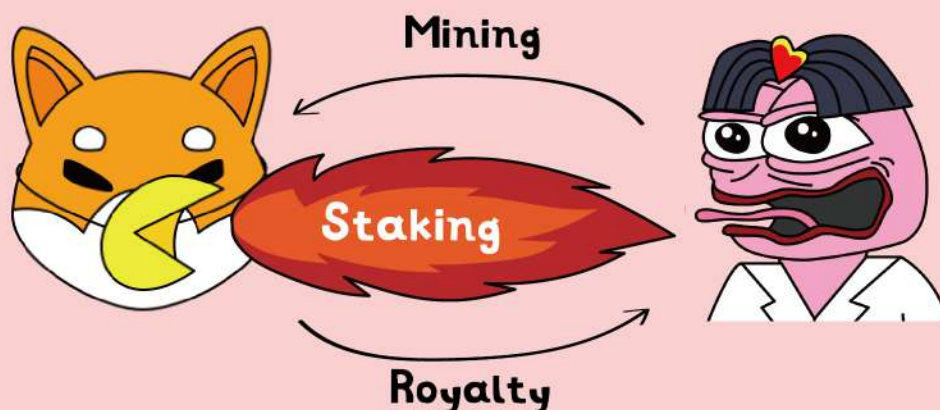
100M \$BUL or more Staking Holder

- *Issuance of NFT of franchisees
- *Mining Rewards Occurred
- *Operate NFT channel exclusively for shop owners
- *Operational manual, design manual, recipe provided.

2. Conditions of Mining

Staking Rewards is incurred upon opening of business

- *Valid only for business days after branch registration *Not mined during non-business
- *Difference in mining volume by contract period
- *The longer the period, the better
- *3months/6months/yearly, only 70% refund of staking rewards for moderate cancellation



3. Payment of monthly royalties

5% of sales paid in \$BUL

4.DApp "Buldak" messenger

(1) Messenger optimized for group chat for community and publicity, And this is an innovative messenger app for all crypto users besides the Buldak Protocol

Channel operation exclusively for franchisees

User Promotion Channel

Provide manual for menu images and recipes, etc

Provide subsidiary material design order method, etc

Provide design manual for interior design

(2) Payment

Use \$BUL Payment

Use NFT Coupons

(3) Real-time AirDrop

Real-time airdrop function provides user benefits through quizzes or random regular events

(4) P2E Game

Play to Earn (P2E) games as a brand marketing tool



Roadmap

Phase 1. Presale~

Let's make a great sales record hotter than Pepe!!

Phase 2. Dapp Launch

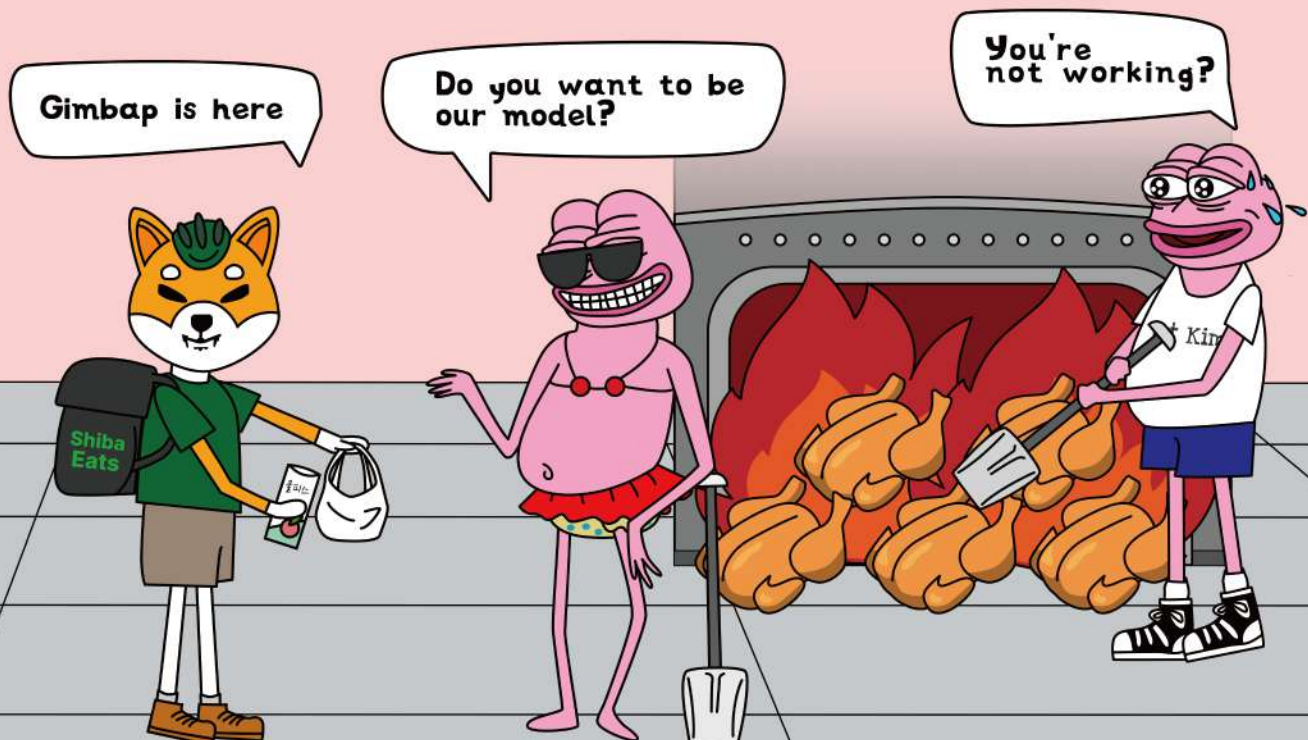
Staking / Chat /
Airdrop / NFT

Phase 4. Party!

World wide
Start Opening Buldak Restaurants

Phase 3. Listing~

DEX/CEX Simultaneous
Listing on Multiple Exchanges



***Sponsoring the Marketing of Early Buldak Family Owners**

1.Up to 100 million \$BUL in open subsidies from 1st to 100th stores

2.Up to 10 million \$BUL support for Buldak party, Instagram/TikTok applicable, and differential payment according to views

***copyright/trademark rights**



Ownership of all trademarks and copyrights belongs to the Buldak Company, and any infringement or unauthorized use related thereto shall be punished and used in accordance with international trademark law.

In the early days, we all have to work together to protect trademark rights and copyrights.

Currently, the trademarks and copyrights are both in the process of filing an international application in Madrid, and all conditions will change in our favor over time, but contradictory situations may arise very early on. You should be aware of that and follow suit.

***Inquiries about collaboration with big brands**

We are always welcome to collaborate with large franchises (with multiple stores). Please contact pepebuldak@pepebuldak.io
No matter what type of business it is!

FAQ

1. When Can I Claim My Tokens?

\$BUL tokens will be claimable once the presale has finished and the token is launched.

At this stage, you will reconnect the wallet you used to buy, or buy and stake, and click claim.

2. When will Dapp "Buldak Messenger" be Released?

DApp "Buldak" messenger will be released once the presale has ended! creating a shockwave through the meme coin world.

3. How do I contact the team?

For direct inquiries, feedback, or support,

You can get in touch with the team on the Buldak Telegram channel.



Disclaimer

Always do your own research. Nothing here is financial advice.
This is a meme coin. This is for the lolz.