



Official  
White Paper  
2023 Vol 2



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# ABSTRACT

There is a crisis occurring in the social networking world. Surveillance, algorithm manipulation and censorship are infecting the web at unprecedented levels. For the first time in history, millions of users are abandoning traditional, centralized social apps in favor of freedom-based alternatives. Alongside this mass migration, blockchain technology and other decentralized solutions are rapidly entering the mainstream.

The fusion of crypto and social applications is both inevitable and essential to the continued healthy evolution of social media and the Internet itself. The purpose of this paper is to provide an overview of Panda, a leader in this mass Internet migration and free software movement, and to introduce the BNB token, an BEP-20 utility token that will be issued on the Binance blockchain. In the Panda contribution economy, users and developers will be rewarded for a variety of contributions to the network including generating high quality content, account setup and verification, referring new users, maintaining an active channel, finding bugs, successfully submitting code and more.

Tokenized rewards provide the key incentive to help foster a richer and more rewarding user experience, and the growth and long-term sustainability of the network. tokens will be immediately usable upon receipt on day one. They will be required for use of the application through immediate integration into Boost, a transparent and blockchain-based ad network, and Wire, the Panda peer-to-peer payment system.

Both Boost and Wire will leverage smart contracts to enable the autonomous exchange of digital media and services for crypto-tokens, creating a radical shift in how social networking ecosystems and marketplaces operate in the 21st century.

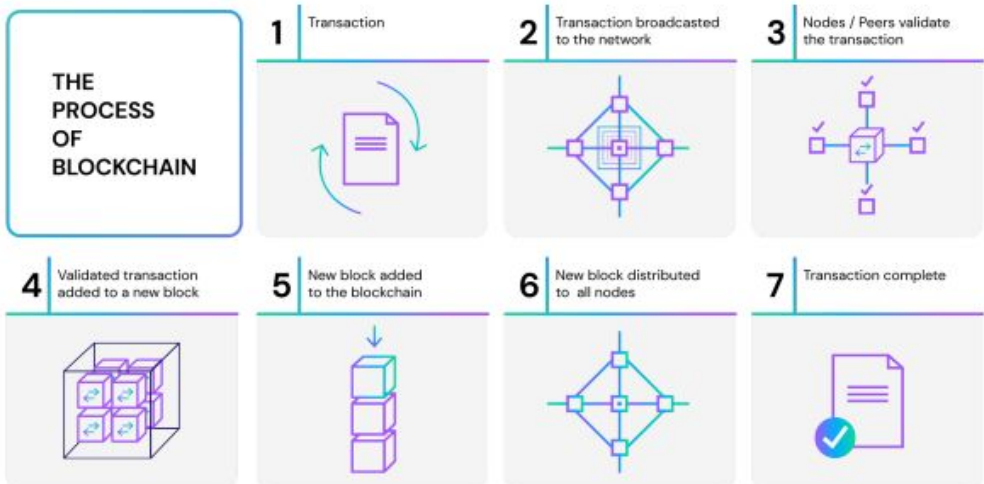


# [2] BLOCKCHAIN TECHNOLOGY

In the current era towards the digitization of processes, blockchain technology and other distributed ledger technologies (DLT) have revolutionized the way parties or individuals can exchange digital data without depending on trusted intermediaries, that is, from person to person (P2P), without going through a centralized entity, like banking and its intermediaries, reducing commission costs and time. These technologies enable peer-to-peer transactions that are secure and transparent, encompassing a wide range of digital assets and business transactions. At its core, blockchain is a particular form of DLT that employs cryptographic techniques to record and synchronize data across a distributed network of participating nodes. The data, whether they are monetary transactions, contracts, property titles, insurance policies, medical records, or other digital assets, are recorded in blocks linked together, forming an immutable, transparent, and chronologically ordered chain.

## 2.1) How does the Blockchain work?

Through blockchain, there is a particular way to record and verify transactions between the involved parties. Party A requests a transaction with Party B, such as a money transfer, the establishment of a contract, or the exchange of records. This transaction is transmitted to a distributed network of nodes or computers that will validate it according to a set of agreed rules (a "consensus" mechanism). Once validated, this transaction is grouped with others into a new "block" and added to the blockchain. The whole process ensures that each block is created in such a way that it irrefutably links with the previous one and the next, thus forming a chain of blocks with a record of secure and immutable data. The unique record that forms a blockchain is shared by every node or computer on the network that is constantly updated and synchronized. As a database or ledger, ultimately, a blockchain stores the records of all transactions made on a network.



But this technology is much more than what has been described above, and its usefulness is considerably wider.

Blockchain technology has many potential applications, in areas as diverse as supply chain management, trade finance, insurance, and even cybersecurity, among others.

2.2) Blockchain, development and investment. The application of blockchain technology in the field of finance has opened up new investment possibilities and democratized access to financial markets. Investors can now participate in asset tokenization, decentralized finance (DeFi), and other investment opportunities that were previously limited to a few. In addition, blockchain technology has proven to be especially relevant in emerging economies, where the barrier of traditional financial infrastructures hinders access to basic financial services. Thanks to decentralization, costly traditional intermediaries can be eliminated, opening the doors for the financial inclusion of individuals and businesses previously excluded from the system. As a result, an investment tool of possibilities for any type of agent, user, or individual is emerging.

The digitization of financial processes has also been driven by blockchain technology. Through smart contracts, it is possible to automate and execute agreements and transactions efficiently and securely, eliminating the need to rely on third parties and reducing costs alongside the possibility of errors, which translates into efficiency.

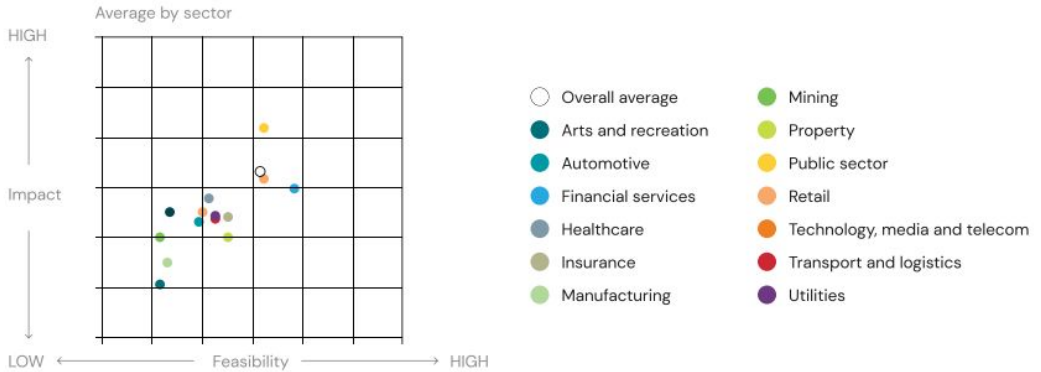
Identity management is another key aspect in the use of blockchain technology. The ability of this technology to securely and immutably store information has facilitated the development of applications in areas such as civil and identity records. The implementation of autonomous identity systems has facilitated a more efficient and secure handling of personal information, granting individuals, businesses, and institutions greater control over their data.

In the context of digital transformation and Big Data processing, blockchain technology presents itself as an effective solution for handling large volumes of information. The decentralization and distribution of the blockchain enable efficient management of the enormous amount of data generated in today's society. This offers opportunities for data analysis, pattern and trend detection, and process optimization in different sectors.

As for payments, blockchain technology has demonstrated its potential to streamline transactions and reduce the high fees charged by financial intermediaries. The elimination of intermediaries and the use of digital assets backed by cryptography, or cryptocurrencies, provide greater security, transparency, and efficiency in payments. This has allowed for greater financial inclusion and a reduction in the risks associated with fraud and manipulation.

In this context, Social Panda positions itself as an intuitive and secure blockchain-specialized investment community that seizes opportunities in these various markets, investing and also facilitating access to the application of blockchain solutions. By utilizing blockchain technology, Social Panda ensures security, transparency, and efficiency in transactions, providing users with confidence and peace of mind in their financial operations, along with democratizing access to this new world of investments.

## 2.3) Possible Use Cases and Application of Technology.

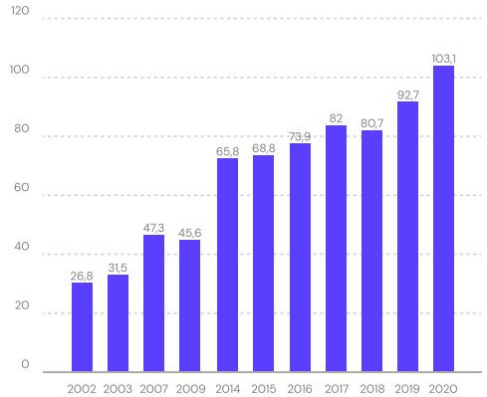


Many sectors can benefit today from the implementation of this technology in their daily operations, from agriculture to logistics and transportation. Among the practical applications that blockchain use allows, it is important to highlight the following:

[3] Market Context investments in blockchain-based projects still represent a small portion of the Total Assets Under Management (AUM) worldwide, but the growth in this sector has been substantially higher than the average. Therefore, it presents a profitable investment opportunity for the coming years. Outside the realm of investments, blockchain-based technology brings enhanced security, transparency, instant and reliable traceability, automation, increased efficiency, and speed. As a result, it has been well received by the market, institutions, and industries in general. Today, we see blockchain technology being applied in finance, research and sciences, database analysis and management, supply chain trade, internal and external business operations, healthcare, insurance, food, music and art, video games, communications, fashion and design, fundraising, social projects, among others. Indeed, its functioning has come to expand the boundaries of technology and optimize the world as we know it. The caliber of impact projected and detailed later on is worthy of being seized by forward-thinking market agents.

### 3.1) Global Market Size

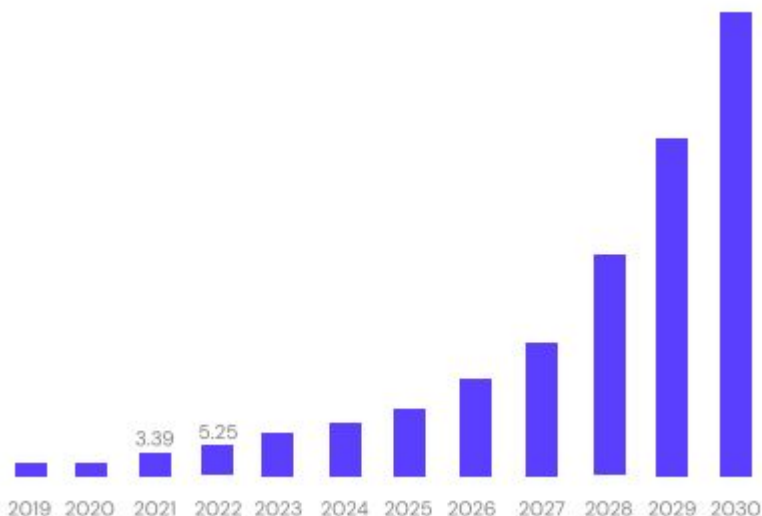
PwC anticipates that global assets under management (AUM) will nearly double in size by 2025, from \$84.9 trillion in 2016 to \$145.4 trillion by 2025. Investments through asset managers continue to grow steadily, providing access, expertise, and track record to investors worldwide. According to Statista, the total assets under management for 2020 reached a record of \$103 trillion, demonstrating an estimated compound annual growth rate (CAGR) of 7.8% between 2002 and 2020.



### 3.2) Trends and Growth of the Blockchain Economy

The blockchain economy is experiencing strong growth, and the evidence supports it. According to data from Fortune Business Insights, the global market size for this technology was USD \$11.14 trillion in 2022. It is projected to grow from USD \$17.57 trillion in 2023 to USD \$469.49 trillion by 2030, at a compound annual growth rate (CAGR) of 59.9%.

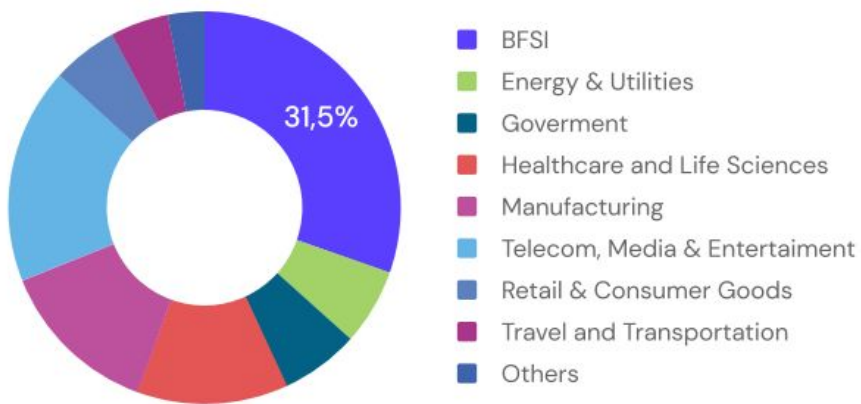
The following graph illustrates the projected market growth associated with blockchain technology in North America. 3.39 5.25 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 North America Blockchain Market Size [2019 - 2030] USD Billion





On the financing side, venture capital has invested over \$30 billion in cryptocurrency investments during 2021, which is more than the total amount raised in all previous years combined. Alongside this, many companies are emerging, with over 65 crypto unicorns, 40 of which were created in 2021. While the market growth surrounding blockchain technology has increased exponentially, it still represents a very small percentage of the global Assets Under Management (AUM). Therefore, it presents high possibilities for further growth and market expansion. This technology is a clear potential opportunity that is on the verge of becoming a protagonist in both cutting-edge and even more traditional industries.

Global Chain Technology Market Share By Industry, 2022.



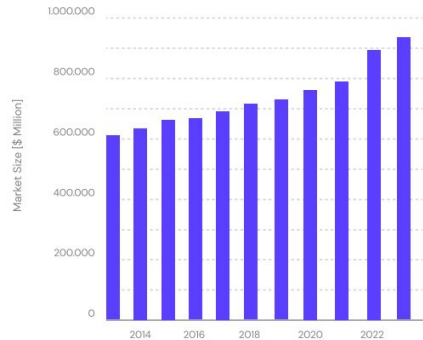
As can be seen in the previous figure, today various blockchain solutions are already being applied across different industries. The convergence of the Banking, Financial Services, and Insurance (BFSI) industry shows the highest percentage of participation in terms of usage and application, as it greatly benefits from the advantages that this technology can offer to this sector :

- Security and Trust
- Efficiency and Cost Reduction
- Transparency and Traceability
- Smart Contract
- Global Access and Decentralised Financing

### 3.3) Trends and Growth of Consulting Services.

The market size of consulting services, according to statistics from IBIS World, is estimated to be around \$860.3 billion worldwide for 2023. As a sector, it has maintained a growth at a compound annual growth rate (CAGR) of 1% between 2018 and 2023.

Looking back, globalization, consolidation, evolving laws and regulations, efficiency, and technology have historically acted as the primary drivers of growth in the global consulting industry. This has become evident as over the years, the disruption of business and digital models has fueled sector growth, particularly in more mature markets.



### 3.4) Opportunity

Considering that blockchain technology is providing optimal solutions to various industries and markets, with its adoption becoming increasingly widespread, and that it still represents a small fraction of the total global assets under management (0.2%), the opportunity for both investors and asset managers and developers in the blockchain space is substantial. Furthermore, the projected growth rate is significantly higher (7x) compared to the overall CAGR of asset management.

## **[4] Description of the Problematic Situation**

There is a growing interest in investing in and interacting with blockchain technology due to its multiple solutions, benefits, and the continuous creation of new projects. However, for many traditional players, blockchain technology is complex both to understand and to invest in, leading to various challenges. On one hand, blockchain technology is new and intricate. It requires a certain level of knowledge that most agents have yet to attain, given the novelty of the technology and its applications. There is a need to simplify investments and interactions within this ecosystem to make the technology and its growing assets accessible to any company or individual who wants to stay at the forefront.

On the other hand, to truly seize the investment and optimization opportunities available in this ecosystem, a dedicated, experienced, and talented team of professionals is required. The rapid change in applications and the constantly growing industries that are adopting these technologies demand knowledgeable investors who can securely pursue profitable opportunities. These investors need to have the time and resources that new investors in this space often lack, as well as the expertise, preparation, and networks to effectively execute various interaction strategies.

Furthermore, it is necessary to emphasize that the more liquid investments are, the more attractive they become to investors, as they can be sold at any time. Traditional private investment funds typically have a predetermined investment period to which investors must commit, preventing divestment during that time, regardless of the investors' needs. As a result, those who have difficulty committing to such timelines are excluded from participating in these funds.

Although publicly traded funds are more liquid, they still require a certain level of sophistication and/or knowledge that not all potential investors possess.

In any case, investment funds present demanding barriers to entry, both operational and economic. The vast majority heavily rely on management fees rather than success fees, which creates misaligned incentives with clients. Additionally, for small investors, the available investment alternatives in traditional funds are limited. Most investment funds have a high minimum investment amount per investor and setup costs that make it impractical to invest small amounts.

Lastly, investors want to be able to invest in the best opportunities wherever they arise, without limitations of geographical and political barriers. Currently, investment platforms are not entirely flexible when it comes to investing in different jurisdictions. The complexities surrounding blockchain technology make it challenging both to understand and to invest in.

## **[5] Our Solution**

Social Panda is a tokenized investment community specializing in the blockchain ecosystem. We make investing and interacting in the crypto space simple, professional, and reliable, providing a holistic solution for individuals, companies, and institutions, whether they are beginners or experienced. We offer attractive investment opportunities and provide cutting-edge specialized services in blockchain that are accessible to the general public. We then create interactions between our investments and business units with the Social Panda (PANDA) token as a return for our holders and shareholders. We have tokenized ourselves into 111,111,111 PANDA tokens, which represent the total value of the community built on blockchain technology. The Panda tokens represent market participation similar to company shares. This provides indispensable advantages for Pandians and its investors, allowing us to cater to both traditional and decentralized financial markets. These advantages include transparency, potential high long term returns, democratization of access to digital asset market investments, transaction immutability, process automation, liquidity, globalization, market atomization, and financing efficiency, among others.

### **5.1) Our Vision**

To become a leading international investment community in the blockchain ecosystem, providing cutting-edge services alongside simplified investment options and superior medium to long-term returns

### **5.2) Our Model**

Our business model aims to provide optimal solutions for those who want to enhance or initiate their interaction with the blockchain ecosystem.

At Social Panda, we cater to both INVESTORS and CLIENTS. On one hand, INVESTORS can invest in the company by purchasing fractional ownership through the acquisition of PANDA shares/tokens. On the other hand, CLIENTS can engage with our Business Units by availing themselves of our customized crypto-financial portfolio management, consulting, and blockchain financial and technological services. This is aimed at facilitating their innovative operational and financial initiatives related to this technology.

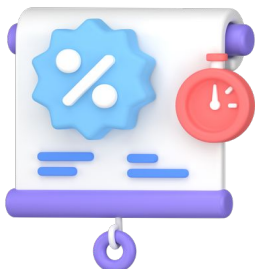
Based on our understanding of blockchain technology, we have innovated by using Social Panda Tokenization as the primary tool for the interaction of our business model with the community value in the market. In addition to our Business Units, Social Panda has an internal Investment Portfolio called Social Panda Portfolio, which is constantly fueled by a percentage of the generated flows from both bearish and bullish crypto periods through a 5% share of the trading volume of our PANDA token in the market and financing from venture capital through OTC (Over the Counter) orders. This approach allows us to obtain liquidity for investment through a strategic approach.

In the long term, our strategy is to capitalize on the maximum potential of future movements in the crypto market. We distribute value to our holders/shareholders in an innovative and efficient manner. Operational results from both the Business Units and the KP are distributed through internal reinvestment, the KP, and distribution to investors. This distribution is done in the form of stable currency to shareholders and through token buybacks and burning in the market for holders. The combination of these interactions makes investing in Panda attractive as it allows for internal growth through reinvestment, external price growth due to increased demand from token buybacks, and a favorable deflationary effect by reducing the total circulating supply through burning.

### 5.3) Advantages

With Social Panda's innovative investment model, investors and clients enjoy numerous advantages, among which we highlight the following:

(a). For Social Panda (PANDA) Investors



#### Access

Tokenization enables minimal fractional ownership, which opens doors to investments in social panda for any budget, from anywhere in the world, in an easy and secure manner.

#### Aligned Incentives

Considering that investors enter at the ownership level of the company, both investor and team incentives are aligned. Unlike traditional investment funds where the investment teams are rewarded through fees, in social panda, the revenues generated by the company are distributed among all owners, whether they are teams or investors, based on their market participation.



#### Risk Management

By investing at the company level, Panda tokens represent future income/profit expectations similar to shares of a company, making them a long-term investment strategy. This allows the company to invest without the risks of short-term volatility or the need for emergency asset liquidation.

## Liquidity

Private fund investments are typically illiquid, and investors must wait for the investment period to end to recover their capital. With Social Panda, tokens can be sold at any time in the market, ensuring true liquidity for investors, even if the Social Panda Portfolio holds illiquid assets. This is achieved through the combination of the investment portfolio and the liquidity pool that interacts with the market, leveraging one of the great benefits provided by blockchain technology.

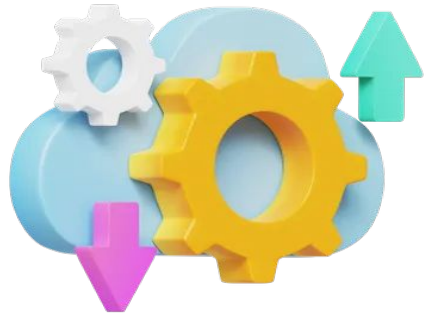


## Global Investments

As social panda invests in projects developed anywhere in the world, investors (residing in countries approved for cryptocurrency trading) will be investing globally, greatly simplifying personal taxes and compliant legal structures.

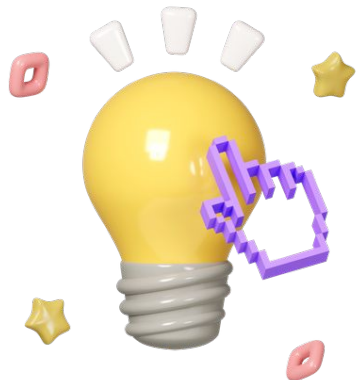
## Simplification

Social Panda's structure, team, and value proposition are ideal for investors who lack the knowledge and/or time required to invest properly.



## Transparency

In the blockchain ecosystem, all transactions are visible, traceable, and immutable, ensuring complete transparency for investors.



## [6] Buyback & Burn

In this section, both the fundamentals and the reasons why the community buys or burns PANDA Tokens are explained.

### 6.1) Buyback

Token Buyback & Burn: In this case, the company repurchases Panda Tokens from the market, increasing the valuation of Panda, under different circumstances :

- **Buyback & Burn:** This occurs when a certain percentage of the operational profits is allocated for token repurchase.
- **Secondary Market Buyback:** In this case, the company repurchases tokens that have been sold through Brokers, Exchanges, etc.
- **Reserve Buyback:** The company may choose to buy Panda Tokens to increase its reserves.
- **OTC Buyback:** The company may use the sale of reserves directly to investors as a financing method, known as Over The Counter (OTC) trading. A portion of the capital raised for expanding operations, development, and investments is allocated for repurchasing Panda Tokens from the market. This adds nominal liquidity, increases the token's valuation, and improves future financing standards for our reserves.

### 6.2) Burn

The initial supply of PANDA Tokens was 111,111,111 and there will never be more. As time passes, the circulating supply tends to decrease due to our burning strategies. By reducing the total circulating supply, a deflationary effect occurs in people's holdings. Panda is a limited asset, and with each burn, it becomes scarcer. As a result, the holdings of different holders/investors tend to represent more market power over time.

#### Burn Cases:

- **Buyback & Burn:** This case occurs when a percentage of the operational profits is allocated for buyback purposes.
- **Token to Equity Conversion:** As social panda is a tokenized company, it allows for the transfer of Panda Tokens, which represent a percentage of ownership in the company, to company Equity. To avoid duplicate assets, this transfer is one-way, meaning it is only possible to convert from Panda Tokens to Equity, not from Equity to Panda Tokens, and the transferred Panda Tokens are burned.

## 6.3) Buyback & Burn

In social panda, we distribute value to our Panda Token holders through token repurchase and burning on the market, increasing demand and decreasing supply, resulting in the increase of each investor's holdings along with the community's value. Additionally, with burning and its deflationary effect, the relative market power of each investor increases in the long term. Our business model is designed to generate flows and interactions with the Panda Token in any market period in the crypto industry. On one hand, the Business Units tend to contribute more to token repurchase and burning during bearish markets. On the other hand, during bullish markets, the SOcial Panda Portafolio takes center stage due to its investment results.

## Social Panda Details

### 7.1) Social Panda Tokenization

Social Panda has been tokenized into 111,111,111 Panda tokens, which represent ownership in the company. If a holder of Panda tokens has an X% ownership stake in the community, they have the option to convert their tokens into community shares while maintaining their X% ownership. Each investor is free to decide the nature of their participation. To make an informed decision, we recommend reviewing the following advantages and disadvantages of each option:

#### Social Panda Tokens & Shares

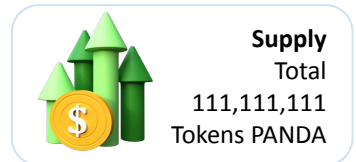
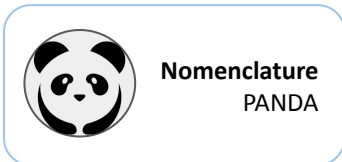
##### Advantages

1. Easier to negotiate purchases or sales due to market liquidity
2. Anonymity
3. Potential exponential price gains with the possibility of li£uidation.

##### Disadvantages

1. They do not have stablecoin royalties
2. They have a higher speculative factor than social panda shares due to the international open market.

### 7.2) Panda Token

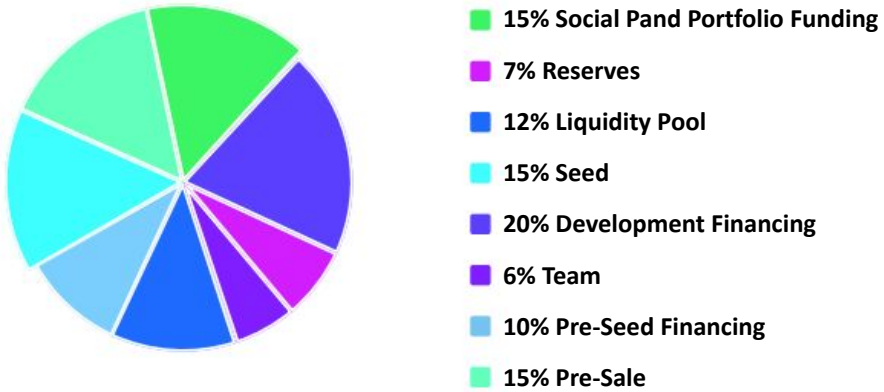


Official Contract

[0x41ab22f15c3efcddFa0E3A763d16DF8eCC86b8C8](https://www.binance.com/en/address/0x41ab22f15c3efcddFa0E3A763d16DF8eCC86b8C8)



### 7.3) Tokenomics



### 7.4) Token Supply Stages

The initial supply of PANDA Tokens was **111,111,111** and there will never be more.

#### Supply Stages:

- **Stage 1 - 30%** - Initial Token Supply by the smart contract in the first stage of social panda launch, rest token supply will remain LOCKED.
- **Stage 2 - 25%** - Initial Token Supply after 6 month by the smart contract in the second stage of social panda launch, rest token supply will remain LOCKED.
- **Stage 3 - 25%** - Initial Token Supply after 3 month by the smart contract in the third stage of social panda launch, rest token supply will remain LOCKED.
- **Stage 4 - 20%** - Initial Token Supply after 3 month by the smart contract in the second stage of social panda launch, rest token supply will remain LOCKED.

In this way, the more actively traded and popular the Panda token becomes, the more liquidity is provided to the Social Panda Portfolio for investment purposes. Furthermore, investors who hold their investment for the long term are rewarded with royalties.

## 7.3) Roadmap



**2022**

Design prototypes  
Arbitrage opportunities calculation  
Start of the project on PHP & Node JS



**2023**

Switch to the Cloud-base solution  
Support of crypto exchanges  
Trading platform prototype



**2023**

Switch to the Blockchain solution release  
Automatic Portfolio  
Support of many social platform features  
Support of Live time real chats



**2023**

Release of a Voice & Video Call feature  
Project monetization  
Market Place, Fundings, Advertisements  
Global update of the social platform  
New types of Modules launch



**2023**

Global infrastructure & architecture upgrade  
Whitepaper & PANDA Token launch  
Games & Movie tools redesign  
Affiliate competition & Token Listing



**2024**

Ideation & NFT design  
PANDA Token Metaverse launch  
Virtual reality (VR)launch



**2024**

NFT Listing on Open Sea  
and more things are on the way there...



## [8] Legal

It is important to highlight that as blockchain technology has evolved, governments and regulatory institutions have started to adopt laws and regulations to ensure its proper use and protect investors and users. This integration of blockchain technology into society has provided greater trust and stability to digital assets, thereby driving their global adoption.

### 8.1) Laws and Regulations

The field of laws and regulations regarding blockchain varies by country and jurisdiction, as it is still in development and evolving in many parts of the world. However, some notable advancements include:

- **Data Protection and Privacy:** Data protection and privacy laws are essential for companies operating with blockchain, especially when personal data is involved. Regulations such as the General Data Protection Regulation (GDPR) in the European Union or the California Consumer Privacy Act (CCPA) in the United States are important examples to consider.
- **Financial Regulation:** Cryptocurrencies and Initial Coin Offerings (ICOs) are often subject to financial regulations. The Securities and Exchange Commission (SEC) in the United States and the Financial Conduct Authority (FCA) in the United Kingdom are regulatory bodies that issue guidelines and regulations in this field.
- **Smart Contracts:** Smart contracts are self-executing programs running on the blockchain. Laws related to contracts, such as contract law regulations and their interpretation, are applicable to smart contracts.
- **Anti-Money Laundering and Counter-Terrorism Financing:** Transactions conducted through blockchain can be subject to laws and regulations concerning anti-money laundering (AML) and counter-terrorism financing (CTF). Regulations such as the Bank Secrecy Act (BSA) in the United States and the European Union directives on combating money laundering are important considerations in this area.

Lastly, it is worth highlighting the approval of the MiCA (Markets in Crypto-Assets) regulation in the Eurozone, which aims to protect investors in various types of digital assets, primarily cryptocurrencies. It is important to note that legislation and regulations related to blockchain are constantly evolving and vary by jurisdiction.

## **8.2) Disclaimer**

Social Panda's recommendations and investment advice should not be considered as a promise of profit under any circumstances. Every client must make an informed judgment regarding the risk of their investment, understanding that they may incur a negative return if the performance is contrary to expectations.

In this regard, Social Panda does not guarantee the profitability of investments made by its clients based on its recommendations and/or advice, nor does it guarantee the absence of losses. Furthermore, Social Panda cannot guarantee, nor can it provide, any fixed or minimum profitability, and it is not responsible for any losses that may occur from investments made by its clients and investors in relation to the values or transactions conducted, arising from the evolution of exchange rates in organized markets, interest rates, the situation of various financial markets, and, in general, other factors that contribute to the inherent uncertainty of organized or unorganized markets, trading systems, as well as any other factors that may affect the values, financial instruments, or investment services provided and over which Social Panda has no control or intervention, as they are external factors beyond its control.

In the event of security breaches, hacking, theft of information, or other criminal computer-related incidents that are beyond the ordinary control of Social Panda, meaning that could not have been reasonably foreseen or prevented with due diligence on its part, Social Panda shall not be liable for any losses resulting from or arising out of such breaches.

# Social Panda

White Paper Official  
2023 Vol 2



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