PULL THE RUG

$RUG · WHITEPAPER

"Built like a rug pull. Run like a real project."



Version 1.0 · July 2026 · Launch: 07 November 2026

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$RUG is a meme coin and satire project. Crypto assets are highly risky - you can lose everything you put in. Nothing in this document is financial advice, an offer of securities, or a promise of returns.

1. Abstract

Pull The Rug ($RUG) is a satirical meme coin on Solana that inverts the defining scam of the meme-coin era. Every rug pull in history relied on secrecy; $RUG puts the threat in its own name, on its own posters, and on an official caution sign - and then commits, verifiably and on-chain, to never doing it. The product is the joke; the joke only works because the receipts are real.

$RUG promises no utility, no revolutionary technology and no future - deliberately, in writing. What it does commit to is radical operational transparency: published allocations, on-chain locks, capped treasury sales, disclosed paid promotion, and a standing rule that the published plan and the on-chain reality must always match.

"The only thing we're pulling is the rug out from under rug pullers."

2. The Narrative

Long ago, deep in the blockchain, there lived a magical rug. Not a flying carpet. Not a Persian rug. A liquidity rug. It spent years watching humans launch projects with revolutionary roadmaps, revolutionary AI, revolutionary utilities and revolutionary promises - then disappear three days later. The rug became tired. So it decided: *"If everyone's getting rugged anyway, I might as well do it professionally."* And thus $RUG was born - the first rug pull with a press release, a mascot, and absolutely no intention of following through.

The community motto: **"If we rug, we rug together."** (We are not rugging.)

3. Mission

Most crypto projects promise utility, innovation and the future. $RUG promises **nothing** - absolutely nothing - and delivers it flawlessly. The community has one goal: to become the most honest dishonest coin in crypto. The humor comes from being absurdly transparent and self-aware, and from every holder being in on the joke together.

4. Token Details

Parameter	Value
Name / Ticker	Pull The Rug · $RUG
Chain	Solana
Launch platform	Pump.fun (fair-launch bonding curve)
Total supply	1,000,000,000 $RUG
Launch date	07 November 2026
Contract address	Created at launch by Pump.fun; published immediately on pulltherug.fun and all official channels
Taxes	0% buy / 0% sell (platform standard)

5. Launch Structure & Funds Flow

The launch is executed as a single bundled buy in two parts, in the same transaction at coin creation:

- **Buy 1 - Team capital: 30 SOL** → **~533.2M $RUG** (53.3% of supply). The team's own money goes in first, taking the earliest position on the bonding curve - before asking anyone else to contribute.
- **Buy 2 - Founders Round top-up: 35 SOL** → **~198.1M additional $RUG**, funded from the 70 SOL community round and extending the position along the curve. This works out to roughly **5.7M tokens per SOL** - still substantially better than buying after launch, where public buyers compete with sniper bots for the remaining curve supply at ~2.9M tokens per SOL and falling.
- **Combined launch position: 65 SOL** → **~731.3M $RUG (73.1% of supply)**, allocated per the Token Ledger below - including the 200M Community Reward Pool for Founders Round participants. The bonding curve completes at roughly 86 SOL; the launch position deliberately leaves curve supply available to the public.
- The remaining **35 SOL** of the Founders Round funds marketing, KOLs, website & hosting, development and exchange/listing costs.

Why "Founders Round" and not "presale": the launch happens on Pump.fun rather than through a presale contract. This round is a community-funded launch position with a fixed reward allocation, documented here and on-chain.

6. Token Ledger

Allocation	Tokens	% of supply	Terms
Community Reward Pool	200,000,000	20.0%	4 x 25% releases: 24h after launch, then +2, +4, +6 weeks
Team lock	400,000,000	40.0%	Locked 6 months in a public on-chain locker; unlocks only after all community tranches
Operational treasury	~131,300,000	~13.1%	Marketing, listings, partnerships, growth. Sales capped at 10% of treasury per month; wallet public
Public curve + DEX liquidity	~268,700,000	~26.9%	Never insider-held

7. Community Reward Pool

200,000,000 $RUG (20% of total supply) is reserved for Founders Round participants. This pool exists only because the community backed the project - it is **not** a team allocation. Every participant receives a proportional share based on their SOL contribution.

At the full 70 SOL target this works out to roughly **2.86M $RUG per SOL**. If the final amount raised differs, rewards are distributed pro rata based on each participant's share of total contributions.

SOL contributed	Approx. reward*	Per release (25%)
1 SOL	~2,857,000 $RUG	~714,000
2 SOL	~5,714,000 $RUG	~1,429,000
5 SOL	~14,286,000 $RUG	~3,571,000
10 SOL	~28,571,000 $RUG	~7,143,000

*At the full 70 SOL target. Rewards are a fixed, capped token allocation - their market value is not guaranteed and will move with the market.

7.1 Distribution mechanics

- Each participant provides one Solana wallet address alongside their contribution.
- Rewards are delivered via **public on-chain vesting streams** (e.g. Streamflow), one per wallet - independently verifiable by every participant.
- Release schedule: **25% at 24 hours after launch**, then 25% at +2 weeks, +4 weeks and +6 weeks.
- A public ledger of contributions and allocations ("The Rug Registry") is published on the website.

8. Trust & Transparency

- **40% of total supply (400M $RUG) locked for 6 months** in a public on-chain locker - insiders mechanically cannot dump during the growth phase. The team lock unlocks only after all community tranches are complete.
- Operational treasury used only for marketing, listings, partnerships and growth - **sales capped at 10% of the treasury per month**, from a published wallet.
- All paid promotion is disclosed as paid promotion.
- **The consistency rule:** if the on-chain reality ever needs to differ from this document, the document is updated first - loudly. Consistency between the plan and the chain is the whole product.

Our Promise

*We named our project **Pull The Rug** because everyone expects the worst. We intend to prove them wrong. The team is investing its own capital before asking anyone else to contribute. We are locking the majority of our holdings. Every lock, wallet and vesting schedule will be public.*

Trust isn't something we ask for - it's something we earn.

9. Roadmap

Phase 1 - Foundation

[DONE] Website live at pulltherug.fun

[DONE] Community channels open - Telegram & X

[DONE] Team commitment announced

[DONE] Whitepaper published (this document)

[DONE] Tokenomics released (Token Ledger, section 6)

[IN PROGRESS] Lock & vesting plan published with wallet addresses

[AT LAUNCH] Smart contract deployed - created at the moment of launch by Pump.fun; CA published the instant it exists

Items are marked honestly: **[DONE]** is verifiable today, **[IN PROGRESS]** is being finalised before launch, **[AT LAUNCH]** can only exist on launch day by the nature of Pump.fun.

Phase 2 - Launch (07 November 2026)

Fair launch on Pump.fun per the structure in section 5: team 30 SOL + Founders Round 35 SOL = 65 SOL launch position; 35 SOL operations budget. Contract address, locks and the Rug Registry published on day one.

Phase 3 - Community Rewards

Community Reward Pool distribution begins: releases via public vesting streams: 25% at 24 hours after launch, then +2, +4 and +6 weeks (section 7).

Phase 4 - Trust

40% supply lock in force for 6 months; treasury discipline active (10%/month cap); all locks and schedules verifiable in The Rug Registry.

Phase 5 - Growth

CoinGecko application · CoinMarketCap application · DexScreener enhancements · partnerships · community competitions · meme contests · airdrops · influencer campaigns (all paid promotion disclosed).

Phase 6 - Beyond

Tier-2 exchange listings · NFT collection (optional) · merchandise · governance voting · charity & community initiatives · cross-chain expansion.

10. Community Culture

The Ritual

$RUG holders do not say GM. The ritual: a holder says **"Still not rugged."** The community replies: **"Yet."**

The Rug Rankings

Tier	Title
New holder	Loose Thread
100M tokens	Carpet Inspector
1B tokens	Professional Rug Survivor
Top holders	Master of Rugs
Whale	Chief Liquidity Donor

The Mascot

Sir Rugsalot - a smiling Persian rug in pixel sunglasses and box-fresh sneakers. Head of the "Professional Liquidity Removers" division: zero completed jobs, perfect record. Catchphrase: *"Nothing personal, kid."*

11. Risk Factors

- **Total loss risk.** $RUG is a meme coin with no utility, by design. Its market value can fall to zero.
- **Volatility.** Meme-coin prices are extremely volatile and driven by sentiment, not fundamentals - there are no fundamentals.
- **Concentration.** The launch position acquires ~73.1% of supply for insiders and the reward pool. This is disclosed, locked and vested as described in sections 6-8, but it remains a structural risk: public float at launch is limited.
- **Liquidity.** Early liquidity is thin. Large sales - by anyone - can move the price sharply.
- **Reward value.** Community rewards are fixed token amounts; their market value is not guaranteed.
- **Regulatory.** The legal treatment of meme coins and community rounds varies by jurisdiction and may change.
- **Execution.** The commitments in this document depend on the team implementing them. Verify everything on-chain; trust the chain, not the paper.

12. Contact & Verification

Website: **pulltherug.fun** · Telegram: **t.me/PullTheRugs** · X: **x.com/pulltheRugg** · Email: **marketing@pulltherug.fun**

Contract address: published at launch (07 November 2026) on the website and all official channels. Every allocation, lock and vesting schedule in this document will be verifiable on-chain.

Disclaimer. Pull The Rug ($RUG) is a meme coin and satire project. Nothing in this document is financial, investment or legal advice, an offer of securities, or a promise of returns. Community rewards are fixed token allocations; their market value is not guaranteed and can fall to zero. Crypto assets are highly volatile and carry a risk of total loss - contribute only what you can afford to lose, and do your own research. And no: we have no intention of rugging. The name is the joke.