

THE ELK SYNDICATE

\$ELK — Built by the Herd. For the Herd. Owned by the Streets.

00 // ABSTRACT

The Elk Syndicate (\$ELK) is a community-owned meme economy on Solana that pairs a Pump.fun stealth launch with a real, shippable phygital streetwear line. Every NFC-chipped garment links a physical product to an on-chain NFT, every \$ELK transaction routes value through a deflationary Buyback & Burn engine, and 70% of all royalties and merchandise profits flow back to stakers in SOL. This document outlines the architecture, economics, governance commitments and rollout plan.

01 // VISION

The "Dev Era" of meme tokens — anonymous teams, opaque treasuries, single-cycle liquidity — is exhausted. The Elk Syndicate is a deliberate response: a brand-first, community-owned project where the meme is the marketing, the streetwear is the product, and the token is the membership. We are not asking for market share. We are organising a Herd to take it.

02 // TOKENOMICS

- **Token name:** The Elk Syndicate
- **Ticker:** \$ELK
- **Network:** Solana (SPL Token)
- **Launch venue:** Pump.fun — Stealth / Fair Launch
- **Total supply:** 1,000,000,000 \$ELK (fixed)
- **Liquidity injection:** 3.5 SOL on launch
- **Treasury:** 10% of supply, public Solana wallet
- **Team allocation:** 0% — no insider wallets, no presale
- **Tax:** 0 / 0 — no hidden fees
- **Migration:** Raydium with LP burned or time-locked
- **Deflation:** 30% of merch + NFT revenue used for Buyback & Burn
- **Holder reward:** 70% of royalties + merch profits routed to staking pool, paid in SOL

03 // THE NFT CARTEL

The 2D Degens are the Syndicate's membership card. Holders of at least 0.2 SOL worth of \$ELK qualify for a Free Mint (Diamond Hoof Rule); the public mint is 0.2 SOL with proceeds routed entirely into the staking pool. NFTs are yield-bearing: holders receive a continuous share of SOL royalties and gain access to the Alpha Lodge — a gated channel for early drops, raid coordination and governance signalling.

04 // THE VAULT — 70 / 30 SPLIT

All revenue streams (NFT royalties, merchandise margin, \$ELK-paid checkout fees) are split **70% to stakers / 30% to operations & Buyback & Burn**. Distributions are paid in SOL on a weekly cadence via an on-chain staking contract. The operational 30% funds raids, design, NFC integration and marketing — never private payouts.

05 // THE ARMOURY — PHYGITAL STREETWEAR

Syndicate Supply (Phase 1) ships heavy-cotton hoodies, snapbacks, beanies, tees and rugged supply crates. Each garment carries a securely embedded NFC chip and an embroidered Syndicate crest. Tapping the chip with any phone verifies authenticity on-chain, claims the matching phygital NFT and locks the wearer into the 70% royalty stream. Apparel and chain are bound 1:1.

06 // THE LOOP — PAY IN \$ELK - 25% OFF

Customers paying for merch in \$ELK receive an instant 25% discount. The token leg of every payment is split: a deflationary share is burned, a share is added to the staking pool, and a share funds operations. The result is a closed loop where every sale shrinks supply and grows holder rewards — a flywheel, not a one-shot.

07 // ROADMAP

- **Phase 1 — The Spark (Wk 0–2):** Pump.fun stealth launch on Solana, 3.5 SOL liquidity, treasury wallet published, 24/7 raid cadence.
- **Phase 2 — The Syndicate (Wk 2–6):** Raydium migration with LP burn/lock, NFT reveal, Free Mint window for qualifying \$ELK holders.
- **Phase 3 — The Vault (Wk 6–10):** Staking dApp goes live, first weekly SOL distributions, public rewards dashboard.
- **Phase 4 — The Armoury (Wk 10–16):** Streetwear line launch, NFC phygital fulfilment, \$ELK checkout with 25% discount loop.

- **Phase 5 — The Reveal (Wk 16+):** \$1M MC milestone, public Dev DOX livestream, Tier-1 CEX listing campaign, independent audit published.

08 // TRUST & TRANSPARENCY

- **LP locked / burned** at Raydium migration, verifiable on-chain.
- **Public treasury wallet** — every outflow announced and traceable on Solscan.
- **Dev DOX at \$1M MC** — binding public KYC reveal, livestreamed.
- **Independent contract audit** for staking and Buyback contracts before mainnet.
- **No team token allocation** — operations are funded by the 10% treasury and the 30% revenue share, not by hidden insider supply.

09 // RISK DISCLOSURE

\$ELK is a meme token. Cryptocurrency markets are highly volatile and you can lose all of your capital. Nothing in this document constitutes financial advice or an offer of securities. Participate only with funds you can afford to lose, and do your own research.