

NIGHT \$HIFT

White Paper/Roadmap

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Introduction: This coin was established to represent all the people that burn the midnight oil. For anyone that has sacrificed countless hours in crypto or in life to achieve their goals. **N\$** embodies the spirit of working for your bags, staying dedicated to improving your status, providing for your loved ones, or simply living your best life on that YOLO status. Whatever the cause, that is what makes you **Night \$hift!**

Our Vision: Simply put, we want to brand the Night! We want to provide a place for all investors in crypto regardless of coin affiliation. A place to go and hang out openly. We want to brand this for all the grinders out there working for their coins and their investors. We want to pay tribute to the entrepreneurs and small business owners and offer them a place to market their items and business as it relates to **N\$** activities, crypto or just straight grinding to make it; as long as they hold a small amount of **N\$**. This type of partnership is part of our coin's utility and fosters growth for all parties. We will push into the NFT market to bring **N\$** to that arena and them to us. **N\$** looks to provide NFT merchandise branded with our logo representing **N\$** that other NFTs can place on their characters. We will create NFTs specifically designed by a **N\$** artist to provide utility to our coin. Merchandise will play a large part of our coin and its utility with sale proceeds going directly to the marketing wallet. Can we be as big as Nike? shoot for the moon!

ENDSTATE: Have the **N\$** logo on someone's PFP no matter what coin they are in. To have **N\$** NFTs that represent all walks of life, to give a platform for the small business owners and of course for **N\$** and its investors to make money through organic growth for both Meme coin and NFTs. Be a Globally recognized brand that would propel our simplistic meme coin into Billions.

Branding & Merchandise: N\$ looks to be globally recognised. All companies started small, all meme coins started from the bottom. The concept this coin represents is very relatable and we believe that with this identifiability to the average working individual, we can reach the top.

Stage 1: Build organic growth with our meme coin. Spread the branding throughout the crypto community through all social networks available to us I.E Telegram, Instagram, Warpcast, Youtube, X etc. We will do this for a few months watching how the market reacts to our brand and style. N\$ will look to open our merchandise shop with basic clothing styles in the beginning such as sweat shirts, T-shirts, Long sleeves, baseball caps, Beanie Caps. All merchandise will of course carry the N\$ and have a style we feel would appeal to general masses I.E a “Rep your City” or “Rep your Country” showing the background of these places and our logo.

Stage 2: Looking at perhaps 6 to 12 months of steady coin growth and appetite for our clothing line, N\$ will look to push into the NFT realm by offering pieces of apparel that NFT characters could wear as representation of their affiliation. We will also launch our own NFT line and offer exclusive PFP/NFT characters specifically designed and wearing our apparel that you would find in our “real” merchandise shop. Both generating revenue again for our marketing wallet and our investors.

Stage 3: Roughly 18 to 24 months we will look to establish partnerships with larger businesses that could provide us wider brand exposure while expanding their customer base. Thus, reaching a point of mutual benefit outside of the crypto realm.

Stage 4: Finally, through loyal investment and revenue generated from the coin we plan to establish N\$ as an apparel/merchandise line that exists as a separate entity from the coin. This will position us to fully push our brand globally. We have to start somewhere!

NFTs: N\$ will create its own line of NFTs. We have a “Special Character” that will be exclusive to original N\$ members and personnel considered VIP. We’ll print around 5500 characters and launch these NFTs. The characters will be structured off the “Barbie” concept, meaning NIGHT\$HIFT can be any character, firefighter, coal mine worker, artist,

police officer, metal worker, emergency services, casino dealer, street hustler, etc. The broad concept does not limit our branding nor our ability to create unique and relatable NFTs/PFPs for our customer base. We will also produce apparel for other NFTs to purchase to add on their characters and show their affiliation or keenness of our brand, thereby producing more revenue from sales of NFT related material. Altogether supporting the N\$ marketing wallet.

Entrepreneurs & Small business owners: NIGHT\$HIFT Teammates and starting community members epitomize and embody what our brand stands for. Hard working, family oriented, people who know how to live their best life, while knowing what it means to grind in order to achieve it. We here at N\$ want to ensure we can recognise and support those entrepreneurs and small business owners by offering them the ability to promote their hustle on our merchandise shop website as well as our main website. We feel this is a positive way to relate the N\$ theme or spirit. This in hope (based on market recognition of our coin) will serve 2 purposes. 1 - Increase exposure of their brand/product and 2 - further promote our meme coin and brand exposure and crypto as a whole. The only requirement to participate in the marketplace program would be to hold some of the N\$ coin. The required amount will fluctuate as we grow bigger in size.

Wen Marketing? : Marketing for NIGHT \$HIFT breaks down into 2 parts. 1 - The coin itself. 2 - Merchandise and products created to sustain our coin and build our brand Both will parallel each other closely. All marketing is based on market reaction to our product. The following are general guidelines to adhere to anticipating slow and steady growth. All time lines will be reactionary in nature and the team will be able to adapt to market conditions as necessary.

Quarter 1 (3 months): Based on past experience it is paramount to sustain hype for the first 72 hrs and will start to see what the market thinks of our coin within the first 3 to 4 weeks. Within the first couple of weeks, main team members and initial investors will be able to sustain and hold the floor through a substantial amount of up front investment. For the first 72 to 96 hrs, the coin will run Dexscreener ads and boost etc. We plan to shill in TG groups and to X accounts focusing on organic growth. We will also vet certain call groups and influencers within the Solana crypto market

to increase exposure of our coin during the first quarter or until around 5 Million Market Cap. Once the initial stage of launch has passed the marketing wallet should be able to sustain the cost of running the coin. By slowly selling small amounts into investment pumps the marketing wallet can grow allowing the coin to run more ads and boosts in order to foster organic growth. **N\$** will immediately apply for CoinGecko and Coin Market Cap. We anticipate utilizing established connections to the asian market and using these paid associations to provide us with exposure to Weibo and Moontok.

Quarter 2-3 (6-9 months): estimated 5 Million MC. This is where we will reach out to the middle of the pack exchanges to find larger fish to promote us via social media channels. Our coin should have enough exposure at this point to begin stage 2 - the branding and merchandise section. NFT launch and product lines available on the merchandise website. This should push our meme coin to higher levels and generate more revenue. We plan to accomplish all of this while maintaining the minimum of running bi weekly dex ads and boost.

Quarter 4 (12 months): 20 Million Market Cap! Well that's the hope! At this point we will reach out to the larger and coveted exchanges such as Binance, Gate.io, kuCoin, MexC etc. While we have not yet approached stage 3 of the merchandise and product output we can start preparing the environment to do so by bridging connections and partners that will be acquired during the course of the life's coin.

The Team: The Team is currently 8 people and will look to grow. Backgrounds include 3 U.S military personnel; 2 of which are retired, Business men, Careerist and Crypto enthusiast. Many have Marketing backgrounds, Analytical backgrounds, and/or years of experience when dealing in crypto currency. Most have started, managed or been admin for other coins. What does this mean to you? Conviction! This coin and community will have a dedicated team that knows how to grind through hard times and overcome adversity if and when we shall face it. We are a team of high standards and morals that care about our community and we're always looking out for the best interest of this coin and its investors. Hodl, grind, and we as a community will push this coin as far as the market will allow us.

TOKENOMICS

Total Supply: 1,000,000,000

Circulation Supply: 480,000,000

Team Allocation: 370,000,000

Marketing Wallet: 150,000,000