Moonlight

Whitepaper V2

CONTENTS

INTRODUCTION

Moonlight started out as a shared passion among friends. We believe that Binance Smart Chain can be at the forefront of cryptocurrency. We've been investing since 2016, exploring various avenues before finally landing our home on BSC network.

Moonlight provides a comprehensive set of tools for BSC. Since our launch in April 2021, we released multiple products & services: Bubble Maps, Moonlight Academy & Moonlight Incubator. Moonlight is built upon a utility token that grants privileged access to our holders.

Bubble Maps, our star product, has successfully established Moonlight as a recognized force in the space. Within a month, more than 50 key projects announced their listings on our platform, paving the way for more transparency in the space. CZ once said: "in hard times, focus on the teams who build things other people use". With many more innovations to come, we believe Moonlight can become a leading tool provider on BSC.
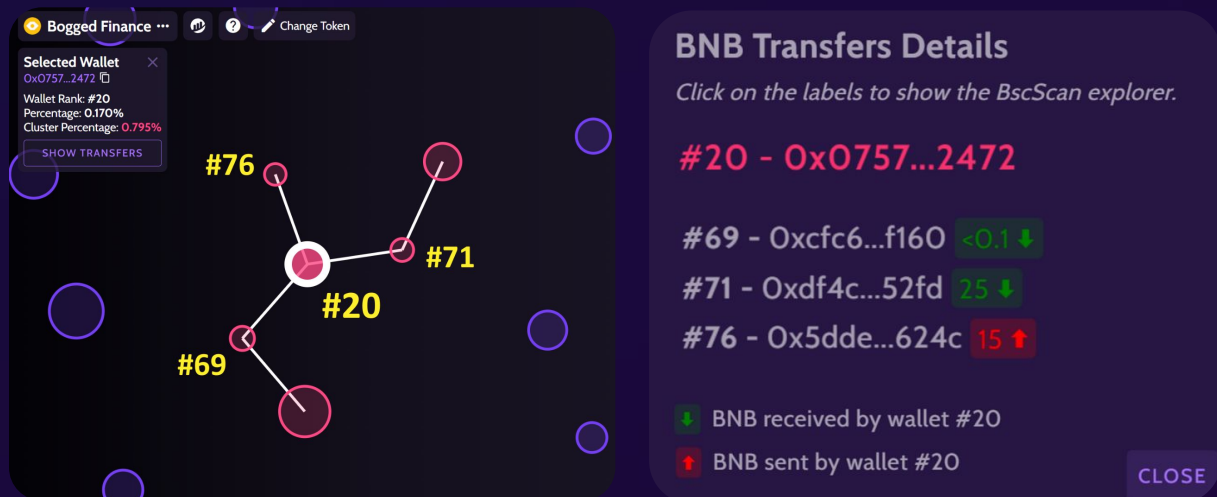
Bubble Maps

Intro

Bubble map of $BIRB

Bubble Maps is a new way of exploring **on-chain transfers** through powerful visualizations. Each token has a unique map that shows how top holders have interacted with each other, and reveal deeper connections between wallets

- Each bubble represents a single wallet
- Only the top 150 wallets are loaded
- A bubble's size is proportionate to its holdings
- Two bubbles are connected if there was at least one historical transfer between the corresponding wallets in BNB.

Bubble Maps

Explore Connections

Analyzing a cluster with Bubble Maps

Bubble Maps complements BscScan by highlighting how top holders have interacted with each other. In the above example, wallets #20, #69, #71 and #76 are connected: there was at least one **historical transfers between the wallets**.

Select wallet #20 and click on "show transfers":
- #20 received 25 BNB from #71
- #20 sent 15 BNB to #76
- #20 received a small amount of BNB (<0.1) from #69

A cluster of connected wallets can either be a standard token behavior (marketing wallets, OTC trading, presale) or a suspicious maneuver. Looking at the relative size of the bubbles, transfer date, and amount of BNB transferred is often enough to distinguish between the two. Some use cases are shown in the next page
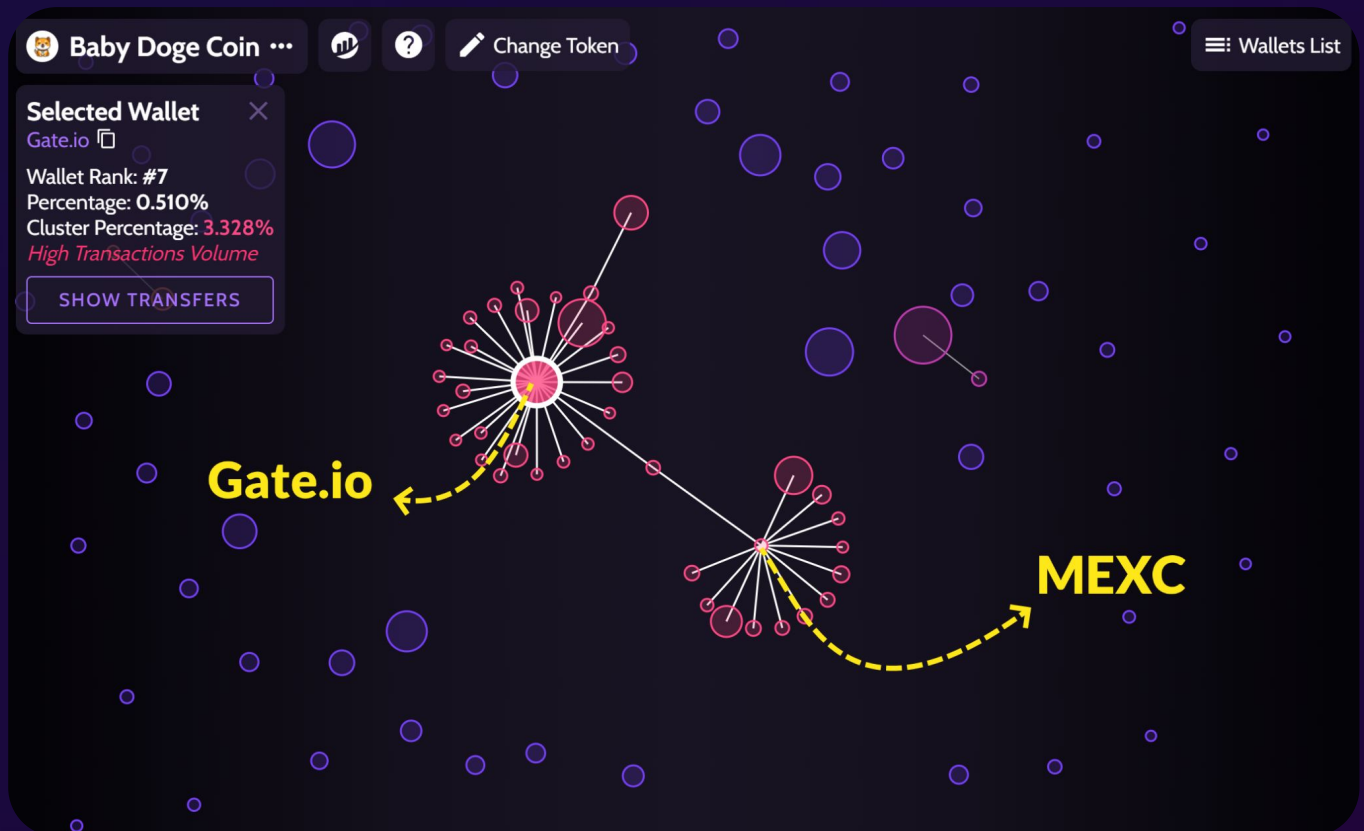
✅ Use Case #1

Alpaca Finance
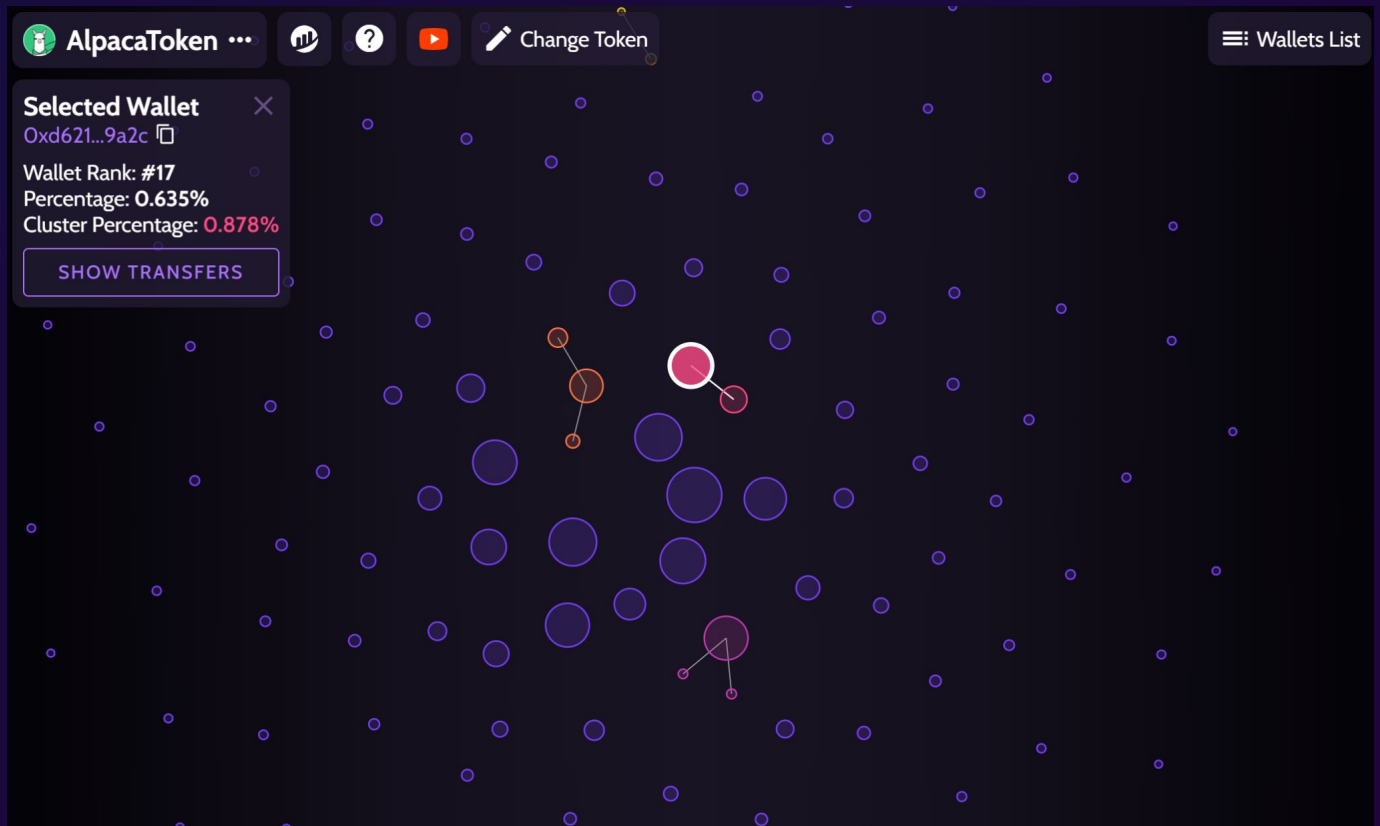
Alpaca Finance showcases a **healthy bubble map**

- There is only a few connections between top wallets
- Each cluster holds less than 1% of the supply
- As a general rule, "the more simple the bubble map, the more healthy the token distribution"
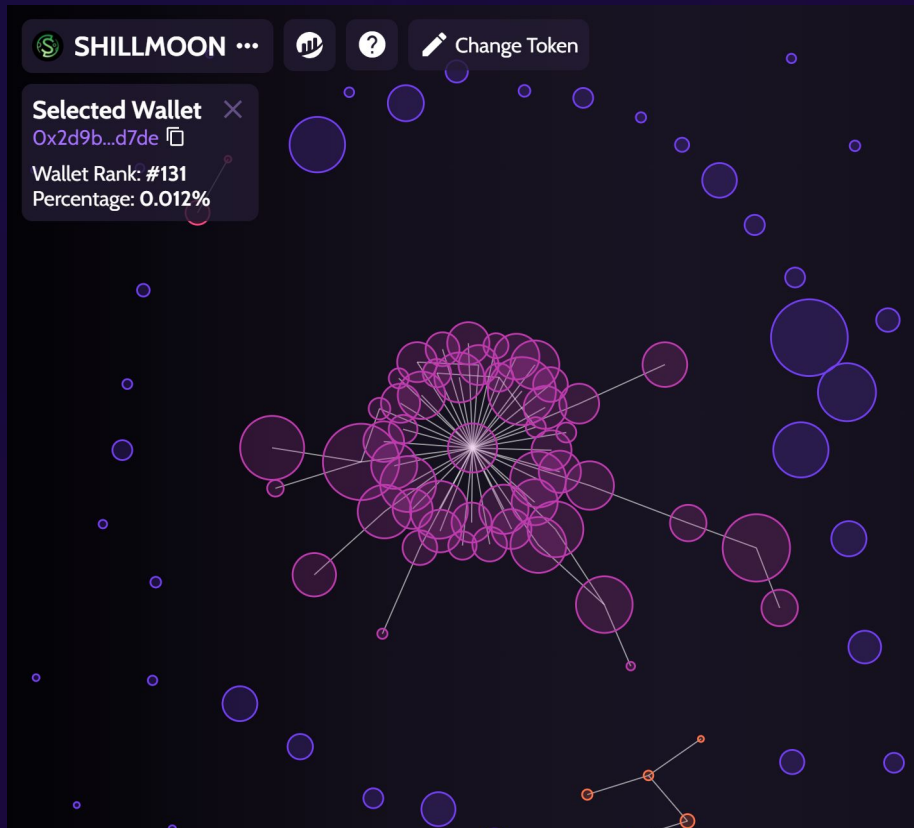
✅ Use Case #2

Baby Doge Coin

BabyDogeCoin is an example of **exchange wallets**

- Both central wallets are exchanges: Gate.io and MEXC
- Connected wallets are investors buying from the exchanges
- Although it might seem suspicious at first glance, further investigation classifies this bubble map as healthy

✅ Use Case #3

Shillmoon
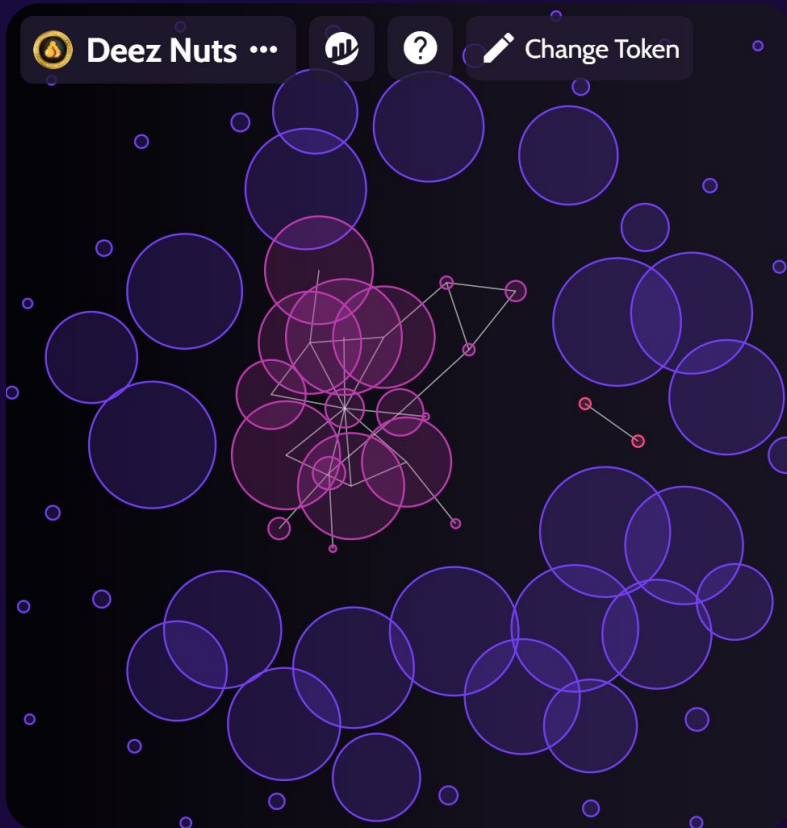

ShillMoon shows a typical pattern of a **manual private sale**

- BNB is being transferred to the central wallet (wallet #22)
- Transfers are between 1 and 5 BNB (all on the same day)
- This private sale is publicly disclosed in their whitepaper

⚠️ Use Case #4

Deez Nuts

BNB Transfers Details
Click on the labels to show the BscScan explor

#37 – 0xd9d4...97d8

#11 – 0xd3O3...8b02 `69 ↑`
#18 – 0xa0f9...be24 `0.10 ↑`
#20 – 0xf689...574d `916 ↑`
#21 – 0x0383...be73 `0.50 ↑`
#22 – 0x739b...cee5 `717 ↑`
#27 – 0xcf37...b84c `69 ↓` `933 ↑`
#32 – 0xf5f9...e7d0 `263 ↑`
#40 – 0xa001...e2b2 `2.6 ↑`
#147 – 0x1c89...3b81 `<0.1 ↑`

Deez Nuts' bubble map is **highly suspicious**

- The pink cluster is holding 21% of the total supply
- Central wallet (#37) sent 3,000 BNB to connected wallets
- Our team got banned from their Telegram when we try to ask about it, multiple times.

Anticipate Scams

Baby Care
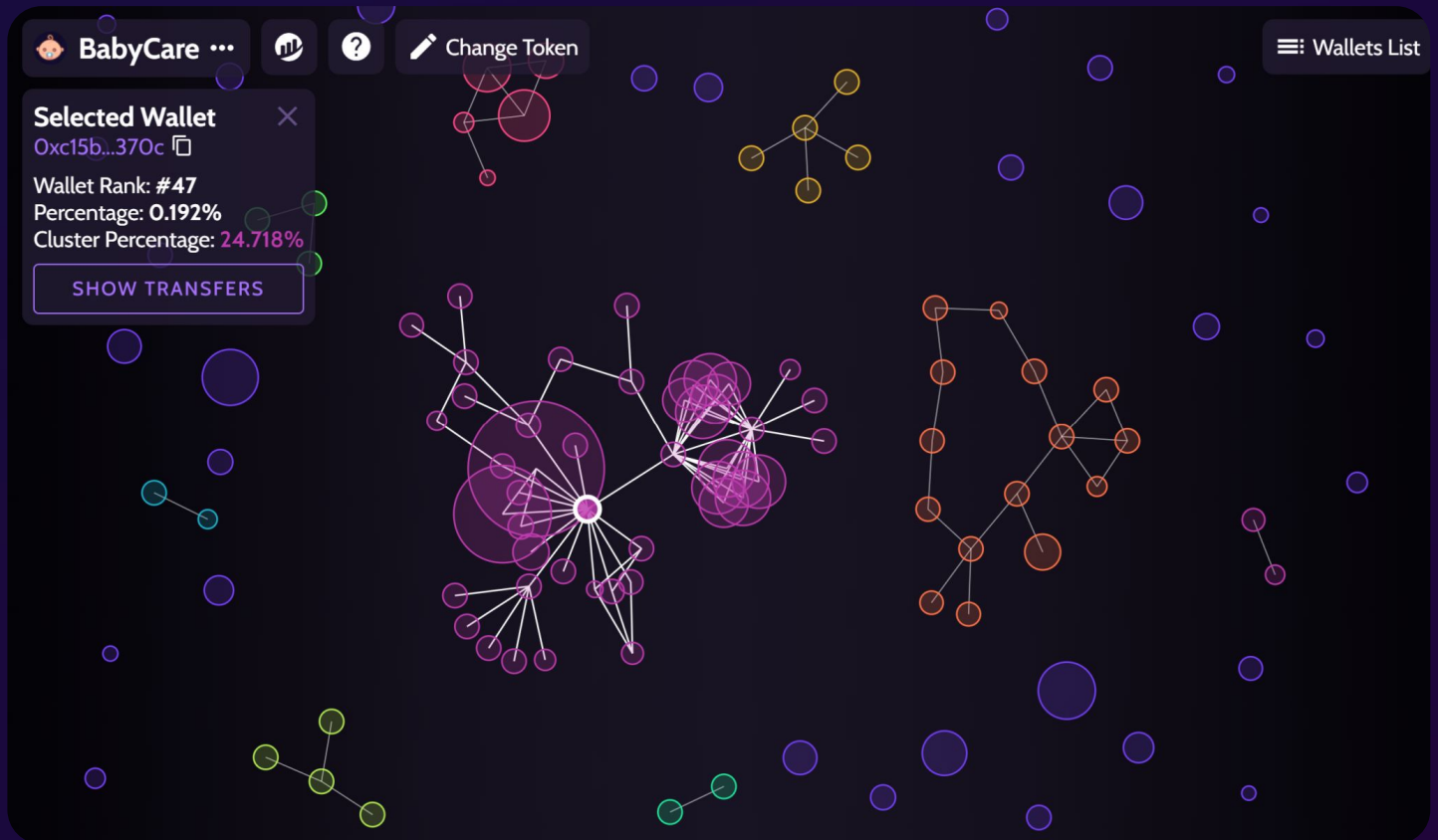
In October 21st, we noticed that BabyCare was showing alarming connections between their top holders.

The number of clusters was unusually high, with each cluster holding a significant part of the supply. For instance, the pink cluster was holding a combined 25% of the supply. Furthermore, BNB was being transferred sporadically between the wallets, without following any standard pattern. All those signs combined gave us no other conclusions than being extremely alarming.

In October 24th, $300k worth of BabyCare tokens were sold using those connections of wallets, and the team deleted all their socials.

Poocoin Promoted Alerts (PPA)

Poocoin Promoted Alerts (PPA) is our first product, released on April 25th. Poocoin's promoted section was made to give exposure to tokens through two lists: vetted and unvetted.

- Unvetted: all tokens are eligible by paying 20 BNB.
- Vetted: a due-diligence is performed by Poocoin before being listed

We noticed a significant spike in price when a token was listed on Poocoin promoted section. Investing right away proved to be an efficient way to make profits. However, only the first ones will get high returns. This is why we created PPA: premium Moonlight holders will get notified on Twitter within seconds when a new coin gets promoted on Poocoin.

BSC Listings

Twitter Alert

BSC Listings is an alert system released on May 16th.

Coinmarketcap and CoinGecko are the two largest data aggregator for cryptocurrency: 15,000+ listed assets across 500 exchanges. Being listed on those platforms is an important milestone for a token, as it proves a certain level of legitimacy.

We noticed a spike in price when a token was listed on those platforms. BSC Listings was created with the same idea in mind: keeping our community ahead of the game, and provide early investment opportunities. This tool can be completed with Bubble Maps, to make sure there's no alarming connections between holders.

BSC Listings is completely free and accessible to all crypto-enthusiasts.

Link: https://twitter.com/BscListings
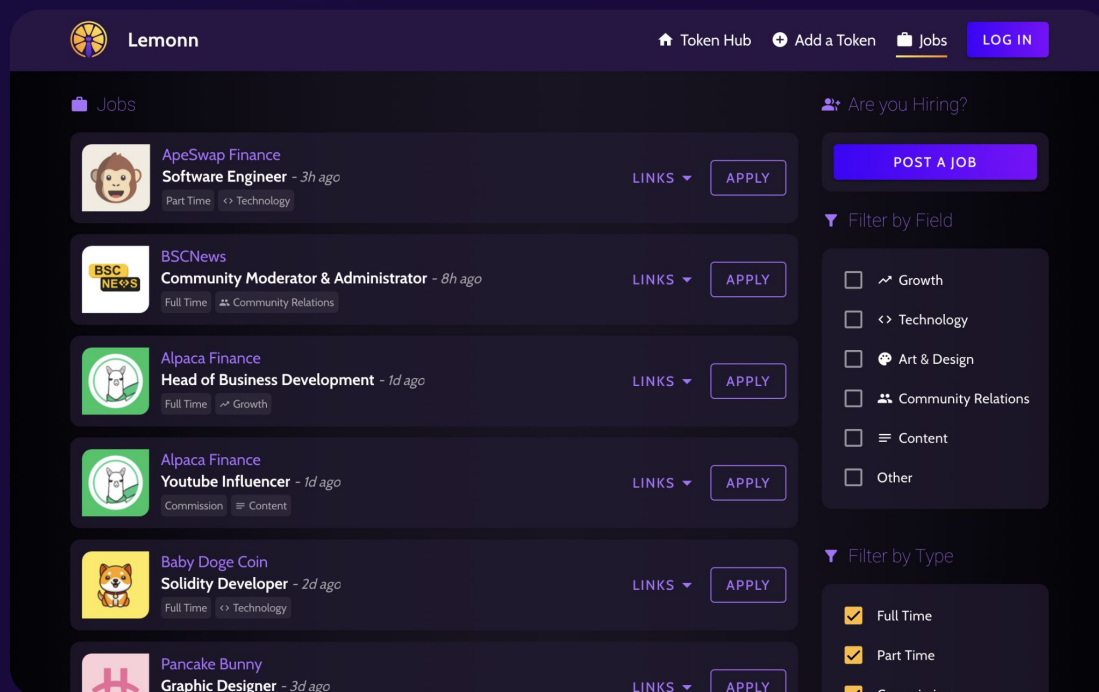
Moonlight Incubator

Intro

MoonLight Incubator is an organization that helps projects launch on BSC by providing a full-scale range of services: technical support, marketing, networking, contract development & token launch. A buy-back fee of Moonlight Token is included in the tokenomics of the incubated token, supporting the growth and expansion of Moonlight.

This Incubation Program will have Moonlight at the center of an ever-growing ecosystem of tokens, connected by their tokenomics. This innovative architecture is set to change the way BSC projects expand and interact with each other.
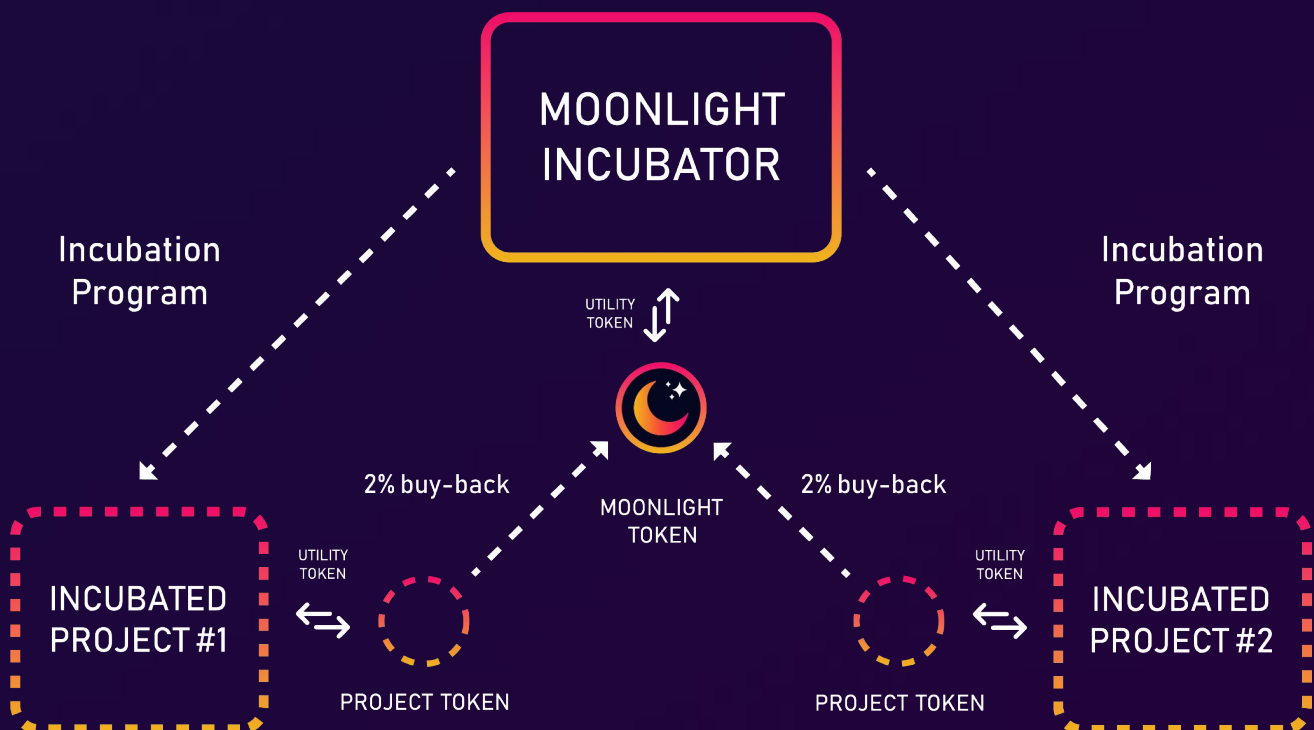
Moonlight Incubator

Lemonn

Lemonn is the first project incubated by Moonlight, a job searching platform on BSC.

Lemonn offers a comprehensive and constantly updated catalog of job opening's across the industry. Job opportunities include, but are not limited to: marketing, community engagement, design, business development, engineering, and security. Lemonn job section aims to cover the BSC ecosystem as a whole: from newer tokens to major players, online communities, YouTube channels, and much more.

Lemonn launched in November 1st 2021 through a presale on Astronaut launchpad.

Website: lemonn.io

Token Utility

Moonlight's account page

Account Page

Holding 250 billion $MOONLIGHT gives premium access to our products and services. We built an in-house account page to monitor the holdings of every user. This account page can be connected with multiple BSC wallets, and linked with Twitter to access Moonlight premium from any device.

Current products

Listed tokens on Bubble Maps are publicly accessible. Holding 250 billion $MOONLIGHT enables users to **get the bubble map of every BSC token**. Premium access also makes users eligible to other Moonlight products, such as Poocoin Promoted Alerts (PPA) and BSC Listings.

Tokenomics

- Total Supply: 1,000,000,000,000,000 (1 quadrillion)
- Fair launch
- 7% transaction fee:
  - 2% reflection
  - 5% Liquidity Generation

Growth Strategy

Bubble Maps partnership announcements

Building partnerships with key BSC players is crucial to establish Moonlight on the ecosystem. More than 50 tokens announced their listings on Bubble Maps last month, including Venus, Coin98, ApeSwap, Alpaca & Reef Finance. Each partnership contributed to a significant increase in traffic

Bubble Maps is expanding to Ethereum in the incoming weeks. Not only will this increase our notoriety, but open up a completely new revenue source for future developments We are also exploring Bubble Maps for NFT, helping to track transfers between holders, detect manipulations and wash trading.

After Lemonn is launched, we want Moonlight Incubator to facilitate the growth of other projects. This will assist Moonlight Token by attracting more investors in our ever-growing ecosystem.

Conclusion

Within its one year of existence, Binance Smart Chain (BSC) has shaken the whole blockchain industry, and become a serious competitor to Ethereum network. Low transaction costs and high transaction speed has provided a fertile space for decentralized applications, and attracted many investors. With its $1B Growth Fund, the largest funding initiative in the history of cryptocurrency, Binance's ambitions are clear: becoming the leader of Decentralized Finance, and push blockchain adoption to its limits.

In this exciting turning point, Moonlight has a crucial role to play. By introducing a new way of exploring on-chain transfers, Bubble Maps can change DeFi for the better.