

FORMULA INU

A (mostly) Decentralized Brand



The Blueprint V1

WHO

Project Founders & Core Team

The Formula Inu (FINU) founding team has experience in brand building, finance, management, consulting, investing, fintech, consumer products, entertainment, outdoors, and the action sports industry.

Everyone involved in the core team of the project is here because they're qualified, hungry for success, and want to have some fun.

Community & Holders

We consider this group part of our team. They will be included in decision-making and have the right to be heard and give input throughout our journey. As Formula Inu grows and needs to add to the core team, we will look to our holders first. Without them, we wouldn't exist.

Advisory Board

We are building an advisory board filled with experts in various industries and subjects that are critical to our success; in areas we may have shortcomings or to support us by using their network to increase our reach.

WHAT

Formula Inu is a (mostly) decentralized "*brandcoin*"; a memecoin built on solid business fundamentals, transparency, perfection, and fun. We are building a global motorsport and racing brand.

What is a brand?

A brand is a company with a unique name and mark that produces or services under that name.

The Formula Inu brand philosophy

Brands exist as a means of (1) creating trust and (2) that they are no different than a person.

Trust

How much and/or positive those two elements are in the mind of a consumer is dependent upon the continual and repetitive outcome of a company's interaction with their consumer. If you buy a high-priced, high-quality product from company A and that same product from that same company one year later is high-priced and low-quality, then the brand has developed a reputation with you that they can't be trusted to meet your expectations.

Personality

A brand is like a person. They have a rhythm and pattern of life. They wake up every day, dress in a particular style, they may be sad or happy, young or old, and talk a certain way. Think of all the qualities a person has and all of the things they do - brands are the same.

Trust, Personality, and the Brand We Are Building

We are building a brand you can trust to deliver only the highest quality products and services that are innovative, creative, fun, energetic, clean, modern, well-spoken, and bold. We know what we want and will not stop until we get it.

(mostly) Decentralized

We intend to create fiat and crypto revenue streams, and we require a corporation because we need to operate in real life to generate fiat. Additionally, we are centrally controlled, and thus, we are (mostly) decentralized.

WHERE

We will operate anywhere and everywhere, across all mediums and countries. Currently, we are most represented on Twitter, Telegram, and our website. Please refer to our website for the most up-to-date information.

WHEN

We launched on November 21st, 2022.

WHY

Find a comfy chair and relax because it's story time...

Once upon a time, there was a dev who had loved racing ever since he was a tiny little guy in the early 1990s. He would stay up late into the night or early into the morning just to watch a Formula One race. He wanted to be an F1 driver more than anything. Fast forward to 2022, and after being in crypto for over ten years dev is staring at the Dextools new launch live feed, and what does he see? an F1 memecoin, and he apes in with a whopping 0.1eth as one of the first ten holders. He joins the Telegram, and it's active. He thinks to himself, "dude, this is awesome... wen Lambo?" but then reality hits, the scammers rug, and they even brag about clearing \$50K USD as they abscond with their ill-gotten booty. Dev is furious and declares in the chat that he will launch his own F1 memecoin. A month later, he does... in the worst market conditions the industry has ever seen.

What Problems Will We Solve?

There is a veritable cornucopia of problems in crypto, but we are only focused on solving the following ones:

- (1) trust and transparency are gone
- (2) projects are not built with business fundamentals
- (3) crypto isn't fun; it's lame

HOW

How will we solve the stated problems?

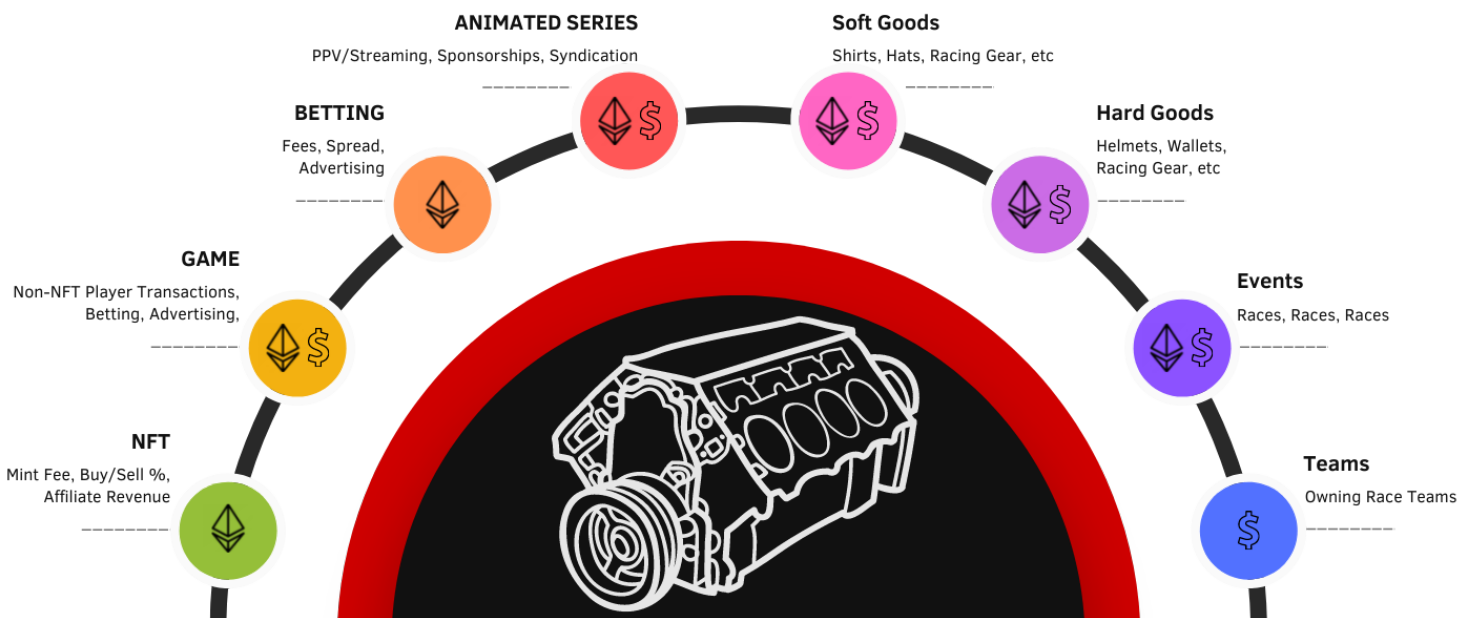
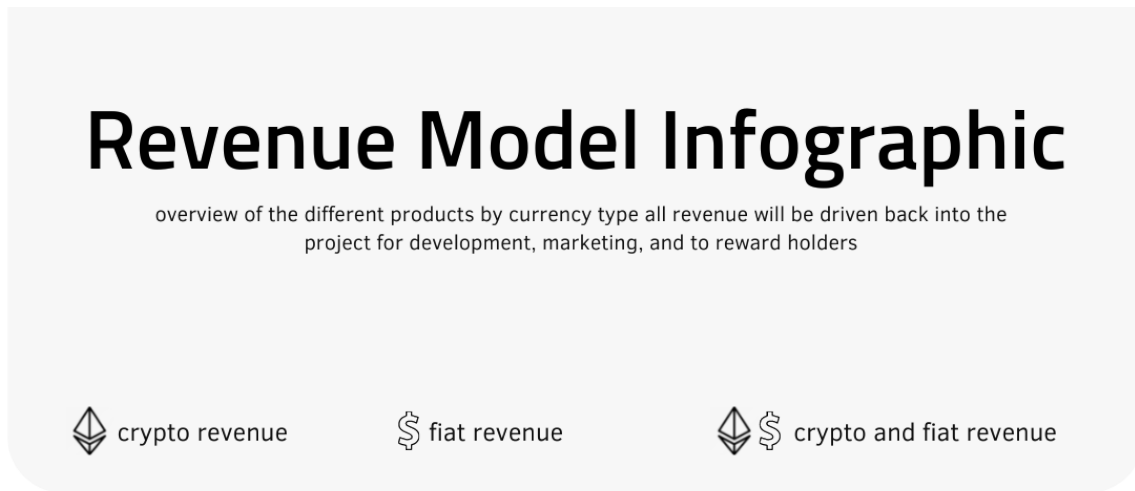
- (1) We will plan, manage, and execute to the best of our ability.
- (2) We will seek constant improvement as individuals and as a team.
- (3) We will maintain constant lines of communication with our holders and include them in meaningful ways.
- (4) We will go above and beyond to acquire industry-leading certifications to show that we are who we say we are, our code is what we say it is, and we will always be working to earn the trust of our holders and customers.

- (5) We will run the project the same way we would run a company in real life that was trying to achieve the same level of success.
- (6) It is possible to have fun and make money at the same time. Did you know that? We will make sure this happens.

How will we create value?

We will create profitable revenue streams that generate fiat and crypto revenue through unique products and services that make sense and that propel us to achieve our objectives.

How does the revenue model work?



TOKEN SPECS

Token Name	Formula Inu
Token Symbol	FINU
Contract	0x2c022e58C5E3Ee213F06f975fd8a0d3a6fE9Ca1C
Buy Tax 2% LP, 2% marketing, 2% development	6%
Sell Tax 2% LP, 3% marketing, 4% development	9%
Max Tax anti-honeypot	10%
Max Wallet PnD defense	2%
Max Transaction PnD defense	1%
Buy/Sell Block Delay bot defense	2 Blocks
Liquidity Lock Unicrypt	10 years

ROADMAP STRATEGY

Phase 1 - Lay The Track

This is where we lay the foundation of the project. It mainly focuses on building a solid infrastructure to scale the project quickly without breaking it. No growth kills projects; hyper growth does too, if you're not prepared.

Phase 2 - Build The Car

We are creating valuable products and services on top of the foundation we poured in Phase 1; by building major elements laid out in the vision of Formula Inu.

Phase 3 - Race And Win

This is where we achieve hypergrowth as we scale our brand through organic growth, marketing, and user adoption of the products and services we started developing in Phase 2.

For a detailed list of things that have been accomplished, are currently underway, or will be accomplished, please refer to the "Roadmap" section of our website, which is constantly being updated, improved, and adjusted as we grow.

LFR

MISCELLANEOUS

Most cryptocurrencies, at their core, are electronic trade mechanisms acting as trusted third parties. An exchange can be made confidently, even when the other party is not trusted. It inherently resists censorship and provides a system where the global community can safely exchange without fear their funds will be locked or frozen. Ethereum is one of the most distributed and censor-resistant cryptocurrencies in existence. The Formula Inu token is called a token because we are not a cryptocurrency in the strict sense of the word. Cryptocurrencies are units of exchange native to a blockchain. Bitcoin and Ethereum are cryptocurrencies inseparable from the blockchains where they live. Tokens, on the other hand, are built on top of host blockchains and utilize their network. Formula Inu Token is built on the Ethereum platform and receives all the benefits Ethereum provides.

FINU Token's official contract hash is 0x2c022e58c5e3ee213f06f975fd8a0d3a6fe9ca1c. Formula Inu's contract code has proven secure and safe to use and has one or more code certifications which can be found on our website.

The Formula Inu Token is available on Uniswap and other exchanges. See our website for details. If you wish to obtain Formula Inu tokens, please keep the following in mind:

Token Symbol - Our token symbol is FINU, and our token name is Formula Inu, but there are no Ethereum token name police. If you want to buy FINU Token or any other tokens from an exchange, make sure you are using the correct contract hash.

Secret Keys - The FINU Token Team will never ask you for your secret key or secret recovery phrase. Don't trust anyone or any website with this information. Protect your secrets with a hardware wallet.

Price Expectation - Cryptocurrency prices can be volatile and swing wildly. Formula Inu is not a stablecoin and will never be. Although many believe FINU will go to the moon in a lambo, we do not guarantee this token will rise in value over time. You buy at your own risk. If the token goes down in value, we will not reimburse any losses incurred. DYOR.

Rug Pulls - We will not rug-pull; this is not a pump-and-dump. We are in it for the long haul.

While we promise never to do these things, you should never trust anyone that says this without a "trustless" solution in place. The FINU Token team has permanently burned its Uniswap NFT, and the dev wallet containing 19% of the supply was also recently burned.

Uniswap - 90% of the FINU Token supply was placed in a Uniswap V2 Pool paired with 1.5 ETH. 10% of the tokens have been locked in a token locker that expires in January, and they will be relocked. Both are locked with Unicrypt. The FINU Token team cannot touch it or steal funds from it. It is forever locked away. FINU tokens can be purchased from this pool, and Uniswap's algorithm determines the price.

This document is living and will be updated with the latest information. Please check periodically for the latest roadmap, updates, and other changes.

Disclaimers

This document does not contain any investment, trading, or financial advice. Please do your research and consult your financial and legal advisors before purchasing this token or participating in any way with Formula Inu. By purchasing the Formula Inu Token, you agree that the Formula Inu team is not legally or financially responsible for any losses or taxes incurred. You also agree to hold the team harmless for any losses or taxes incurred. By purchasing the Formula Inu Token, you agree that all products from the Formula Inu team, such as its token or its NFTs, are not securities and are not investments. The Formula Inu team communicates no expectations of gains and no expectations of anything else. The Formula Inu team does not recommend that you buy, sell, stake, or hold any cryptocurrency, including Formula Inu. Placing your FINU or ETH, or any other asset into an application created by the FINU Team could and may result in the permanent loss of all your funds. The FINU Token team is not liable for any losses incurred for any reason, including misuse or bugs in our code. We provide no guarantee that the application will work. We provide no way to recover funds if they are lost for any reason, including a bug or error in our code. You use these applications at your own risk. We provide no guarantee of returns in any application created by our team. By using any of these applications built by our team, you acknowledge that you are using them at your own risk.

The Formula Inu team accepts no responsibility for any missing or incorrect information in its communications. All information is provided "as is." You acknowledge that you are using all information available from our team at your own risk. All dates provided by the Formula Inu team are "as is" and are not guarantees or promises.

Our team cannot in any way enforce region-specific participation with our product since it is part of the Ethereum blockchain. It cannot be censored. If the region where you live has laws that prohibit purchasing or participating with Formula Inu, please obey those laws.