

Mog Coin (\$MOG) is the internet's first Culture Coin, launched in July 2023 as a community-bootstrapped ERC-20 with an initial supply of 420,690,000,000,000 \$MOG—of which 30,122,473,566,783.2942 have been burned, leaving a circulating supply of 390,567,526,433,216.71 tokens. The token is bridgeable and compatible with multiple chains; currently live on Ethereum Mainnet, Base L2, Solana, and BNB Chain.

“Mog” is a piece of internet slang which means essentially “to best” or “to outdo.” The culture of mog is to inspire victory, to promote a winners mentality. Our culture inspires self-improvement, discipline, dedication, courage, and patience. The mission of spreading this philosophy, and the appeal that this idea has for so many, are why Mog has survived through several years while most memecoins struggle to maintain for even a few months. The collective mission and social organization which is facilitated by the token is what has enabled the community to consistently go viral, consistently spread the message, and consistently empower more people to become the best version of themselves. It is a positive message, one that resonates deeply with people, and importantly it is one that people are willing to align with long-term. This philosophy is why Mog Coin and its philosophical ideals have been adopted by world-class technologists and leaders in the technology industry, including Elon Musk & Garry Tan. **[Story for Context: <https://www.odaily.news/ko/post/5203682>].**

Aside from the philosophical premise behind mog; the project has made a name for itself by pioneering participatory, composable memetics. This represents an innovation in the memecoin sector; and one which has not been replicated despite many attempts by competitors to do so. Rather than relying on static mascots or images, Mog Coin invites participation and constant iteration. This is achieved in part by a collective emphasis on creativity, and by incentivizing world-class creatives to participate in creating Mog content; and also in part by the technology developed by our team and by the community which facilitates the spread of Mog content. Mog Coin was the first project to develop and popularize meme tooling, and remains today the only project to have highly-used meme tools. These are tools which enable the community to create and proliferate mog-coin content. This includes both (1) mog.me and (2) the AI-powered @mogpfp bot on X. As highlighted in the prior paragraph, the @mogpfp bot was adopted by Elon Musk (CEO of Tesla, X, and SpaceX), Reid Hoffman (Founder of LinkedIn), Garry Tan (CEO of YCombinator), among several other influential leaders in the Technology industry, highlighting the effectiveness of Mog Coin's memetic strategy.

It is this participatory approach to memetics that has enabled and continues to enable the success of Mog Coin and its unprecedented viral growth. By constantly introducing fresh memetics and inspiring creativity, the narrative for the token is constantly re-ignited. This stands in stark contrast to most memecoins which are static and rely essentially on a single image or character.

Another example of \$MOG's cultural impact is deep integration with various DeFi protocols, and its increasingly active participation in the broader on-chain economy. As mentioned elsewhere in our application, the token is bridgeable and compatible with Ethereum, Solana, Base, and BNB Chain; and has thousands of users active on each.

Additionally, the Mog Coin community has driven over \$40 Million in TVL, and billions in volume to protocols such as Morpho, Aerodrome, Uniswap, and Wasabi. As a result, \$MOG holders who participate in these on-chain ecosystems have earned millions in emissions and airdrops. Partnerships with top-tier ecosystem projects on every chain have made Mog Coin a staple in every relevant ecosystem.

Ultimately, Mog Coin offers traders and builders a token that not only captures the vast speculative upside of a dynamic memecoin; but also converts social creativity directly into on-chain value. It is a worldwide project that is fast, fun, and which always continues to evolve.