

# Average Dad (\$POPS) 'Litepaper'



## Overview

The Average Dad CTO project is a meme coin on the Solana blockchain embracing the very relatable meta, of the average dad.

The project was first launched in March of 2024 and experienced a rapid growth surge before the project dev dumped supply, killing momentum. Many community members continued to use the Telegram chat routinely to chat about everyday dad-centric topics. At the end of April, 2024, a group of dads decided to officially mount a revival and rebrand for the POPS community.

The Average Dad CTO team felt it would be essential to 'slow roll' the rebrand and relaunch, with a focus on getting socials and systems in place that allow for the project to be scalable. This included early strategic partnership discussions with prospective small market influencers, all new social channels, and a whole lot of memes.

## Average Dad Thesis and Solved Problems

Meme coins are here to stay and retail investors have gravitated to the Solana blockchain. Unfortunately, the vast majority of meme coin projects rug or turn out to be scams. This recycling of scam projects poses a real threat to the mass adoption cycle defi has longed for.

Looking past scam projects, the next tier of meme coin projects we see do not have an active team to support the community. Even projects with an active Telegram, typically, provide very little to no transparency into the projects' health, future goals, micro successes, or failures.

Projects that establish 'staying power' on the Solana blockchain excel because they provide a level of transparency and support, show consistency in engagement and marketability, and in the case of top-tier projects; provide community value.

The Average Dad aims to do all of these things. Yes, \$POPS is a meme coin. But this meme coin is run by dads with intention. In order for our community to establish itself as a mainstay brand, we are prioritizing consistent improvement, transparency and accessibility, and community value.

## Average Dad Values

### **Continuous Improvement:**

We are dads, not devs, but that means we know how to tinker. The POPS team will continue to lean in to trusted community experts to continuously improve the POPS web interface, community content accessibility and engagement, and down the road; tokenomics.

### **Transparency and Accessibility:**

One of the main reasons the Average Dad team choose to 'slow role' the rebrand-launch, was to ensure that we had team support available in the Telegram around the clock. We are proud to say that we have already established around-the-clock admin support. Additionally, POPS will hold a weekly VC call in the

CTO Telegram every Wednesday at 5pm PST. Ahead of each meeting, community members will have access to the team's meeting minutes - which includes visibility to action item progress, successes, and failures. Those who join are encouraged to listen to the team for the first portion of the call and ask questions or simply chat after updates and action items have been addressed. Consistent transparency.

## Community Value

At POPS, we have a clear goal in mind. Provide value to everyone else. Why would anyone want to partner with the Average Dad? We are not aiming to pay mega-influencers to shill our coin to Valhalla, only to come crashing down. We are targeting partnerships with mid-tier influencers who create valuable content that aligns with the POPS brand. Partner influencers immediately increase their accessibility and consumer pool.

## POPS Partnerships

### **Influencer Value:**

Are you an influencer with 7.5k followers and you create awesome fishing content. It can be difficult to get over the hump to 20k followers. Enter POPS. When we partner, you keep your existing business, but additionally bridge your content to the featured section of the Dad Garage. Here, you will benefit from exposure to a community of people that are interested in all things dad. You won't only gain exposure to POPS community members that are interested in fishing, you will also be seen by community members interested in hunting, auto, men's health, gardening, streaming, ect. The Average Dad community will be encouraged to engage with all of our partnership content. In return, we simply ask that you be proud of our partnership and provide your existing community with easy-button access to the POPS platform.

### **Project and Dapp Value:**

Are you dev or team member on a project that eyes set on long term value for the defi community? At POPS, we want to make sure our dads and everyone else knows you. POPS strives to be a trusted source for helpful information, just like the Average Dad. At POPS, we will promote your project, no strings attached. Someone from the team will reach out to ask questions and set up a recorded podcast session, circulated and promoted on our social accounts.

### **Community Member Value:**

As a dad, you have limited bandwidth. Use the POPS website and Telegram as an easy button to fast track your fishing or hunting trip research, receive suggestions and reminders for seasonal maintenance around the home, and help or advice about specific issues you just can't quite finish tinkering with. Don't have time to keep up with all the new defi protocols and projects? Someone in the community will. Don't want to post your question on Reddit or DIY forums because you need an answer today - why not post your question to the POPS DIY page to kickstart your weekend?

## Long Term Vision Summary

POPS is a meme coin and we don't want to change that, just evolve it. We want to establish POPS as a legitimate brand, geared promoting projects, people, and things that provide larger community value. As our community grows, we will too. Get used to hearing the terms consistency and continuous improvement. There will come a time when the Average Dad requires the big gun experts and we are not too proud to ask for that help. The POPS co-op brand will have our arms in media content, culture, and outreach. Let's show the world what the reliable Average Dad meme coin can do!