



TupacCoin (\$TUPAC) Whitepaper

June 2021

Our Goal

TupacCoin (\$TUPAC) is a BEP20 token issued on the Binance Smart Chain with a mission to further Tupac Shakur's vision for the world and for his music.

Our ultimate goal is to raise money to purchase the remaining Tupac music catalog and to release it and the original versions of posthumous albums to the fans in the way Tupac intended them to be heard when he recorded them.

At the same time, we continue Tupac's philanthropic efforts by supporting inner-city youth programs and charities through automatic charity donations attached to every transaction, as well as rewards for **TupacCoin** holders.

TupacCoin is a fan community driven token that keeps Tupac's legacy, vision, and fans at the core of its objectives.

"I'm not saying I'm gonna change the world, but I guarantee that I will spark the brain that will change the world."



Our Story

TupacCoin has been created by the founders of the largest and most popular Tupac Shakur website ever, HitEmUp.com.

During its run from 1995 to 2004, HitEmUp.com was the primary source of Tupac information in the world. Our message forum, 2PacBoard.com, had 40,000 members. The team was involved in projects such as Frank Alexander's *Tupac: Assassination*, the *Before I Wake* and *Thug Angel* DVDs, the *Outlawz' Worldwide* DVD, helped fund Hussein Fatal's Thugertainment record label and release his mixtape series, built websites for Napoleon and QD3, distributed Big Syke's mixtape series, and conducted ground-breaking interviews with those closest to Tupac, and much more.

The founders then went on to have successful careers in media, tech, and music, and now bring this industry experience, along with their history with the Tupac legacy, to **TupacCoin** and its mission.

"I want to grow. I want to be better. You grow. We all grow. We're made to grow. You either evolve, or you disappear."



Coin Founders



Michael Chmielewski

After working on HitEmUp.com, Mike went on to work with various international media organizations including Nine Entertainment, and The Guardian, before concentrating on tech startups, working with such clients as Formula 1, The Goodwood Estate, Robb Report, and more.



Jonathan Peters

Since founding HitEmUp.com, Jon has established various web and e-commerce focused businesses, working with thousands of companies ranging from non-profits to billion dollar enterprises. Clients have included Telus Communications, Chaparral Motorsports and Asset Marketing Services.



AJ Joshi

After founding Tupac-Chat, used by sites including HitEmUp.com and Tupac.com, AJ launched one of the UK's first internet radio stations, Major FM, and established UK's largest independent record store. A serial entrepreneur and investor in tech, AJ's the founder & CEO of Ikaroa and has been listed in the Top 100 Most Influential British entrepreneurs since 2016.

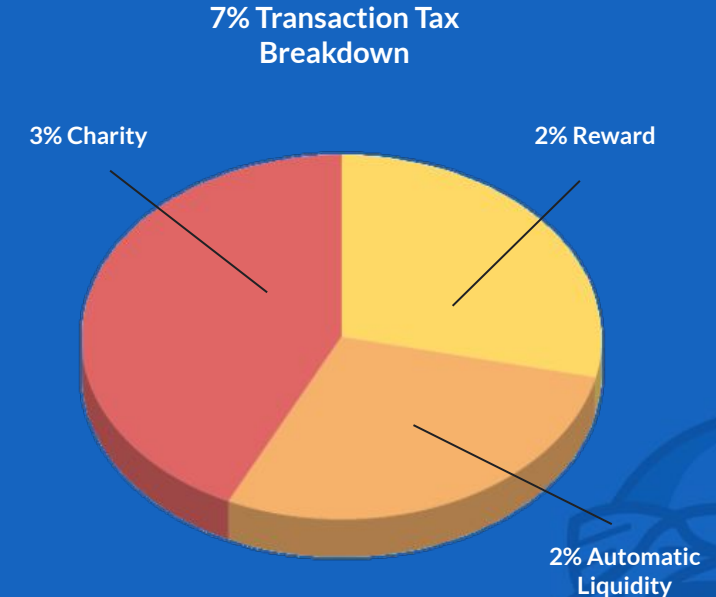
Tokenomics

\$Tupac is based on a system that rewards charities and holders alike. Every \$Tupac transaction, purchase or sale, has a **7% transaction tax**.

TupacCoin creates three simple functions with this tax:

1. **3% Charity** donation to our charity wallet, which is then donated once a month to inner-city youth programs and charities*.
2. **2% Reward** through automatic redistribution/reflection to existing \$Tupac holders.
3. **2% Liquidity** acquisition to ensure a fair and consistent supply and trading floor for investors.

Note: An equal amount to the donation amount shall also be burned out of the contract wallet to ensure a value balance.



TupacCoin launched May 28th, 2021 with a total supply of 19,711,996,000,000 tokens. 25% was automatically locked in liquidity.

Purpose & Utility

TupacCoin's driving goal is to purchase the remaining unreleased 2Pac music catalog and release it to fans.

It is important that fans and coming generations can experience Tupac's music in the way that he intended to have it heard, however the need to monetize the Estate in the past has meant commercial objectives outweighed artistic visions. We intend to use **TupacCoin** to meet these commercial requirements for the acquisition and release of the music catalog without needing to commercialize the content further. This way, both the current rights holders and the fans can both win and Tupac's legacy can live on.

Once the goal of acquisition has been reached, we will set up a governing board including Tupac's friends and family, many of whom we have previously worked with, to explore directions.

However, as this is a fan driven initiative, we will give **TupacCoin** holders an equal vote and say in how the music is released, and how 2Pac's legacy should be handled moving forward.

“You see, the old way
wasn't working so it's
on us to do what we
gotta do,
to survive.”



PURPOSE

Bring integrity to Tupac's legacy and support the change he desired.

VISION

Tupac's legacy is remembered as the change he inspired to make through the community. Casual fans have heard his music the way he intended.

VALUES

2Pac's Legacy

Our decision making supports 2Pac's legacy of change.

People / Community

We value and respect people, working to uplift and embetter them.

Trust / Integrity

We build trust by doing what we say we will and by acting from our values.


Kindness

Kindness builds warmth, compassion and optimism.

Ambition

We see a vision for a better future and pursue it relentlessly.

“My change is going to make a change through the community. And through that, they gonna see what type of person I truly was.”



Roadmap

JULY 2021

Launch of major marketing campaign. Team expansion. CoinGecko and CoinMarketCap listings.

MAY 2021

Launch of token, social media, and website. PancakeSwap listing.

Q4 2021

Relaunch of HitEmUp.com news archives. Listing on major coin exchanges. Team AMAs. Begin negotiations for acquisition of music catalog.

JUNE 2021

Liquidity Locked. First charity donation, June 16th to mark what would have been Tupac's 50 birthday. Launch of social media marketing. Detailed BSCscan listing approval.

2022

Purchase of Tupac music catalog. Creation of governing board. Release of music to fans. Continued charity support. Establishment of Tupac Charity. TBC Tupac global events.

Get Involved

As **TupacCoin** is a fan driven initiative, we welcome all fan involvement. Please reach out through our various social channels:

<https://hitemup.com>

<https://2PacBoard.com>

<https://twitter.com/2paccoin>

<https://instagram.com/tupaccoin>

<https://discord.com/invite/QTRuXS7bKc>

<https://reddit.com/r/tupaccoin>

<https://t.me/tupaccoin>

