



## Background and Team

SWAG started its adult community back in 2016. Over the last 4+ years of building, SWAG has amassed a community made up of tens of millions of users and millions of hours of adult content, entertained by tens of thousands of adult entertainers. The community today is highly profitable, and generates over \$12m in EBITDA (Earnings Before Tax Interest Depreciation and Amortization) a year as of 2020 Q3, and is fast growing, over 50% year on year.

## Industry Status Quo

A business run based on a community structure requires 3 or more parties with different roles involved, all interconnected by various rules of engagement set out from the start. These rules evolve as the business grows and parameters of the game change. In SWAG's case, the 3 parties are: Users, content creators, and platform.

In this traditional structure, maximum of only 1 of 3 parties are involved in the decision making process that affects the community as a whole, driven by profit of 1 party. Any decision made, any greater good created, is the by-product of the decision driven by profit of that one party. This however restricts the true growth potential of the community.

## Community Governance

**Giving the community access to a historically exclusive industry, one that is extremely lucrative and highly profitable.**

A total of 625m SWAG tokens will be minted, fully issued. Each of these tokens represent 1 vote, 1 right, to speak on behalf of the community, to address all decisions taken to vote, as small as who should be the promoted content creator on Halloween, to as large as whether SWAG should invest into expanding into a new market — How involved the DAO will be, can be decided by the community. As part of governance, the community is compensated for their time and effort through regular SQUIRTS.

## \$SWAG Governance Token Details

- 60m tokens are issued to community movers
- 25m tokens are issued for various incentives including DAO incentives, and to DAO team
- Remainder 540m of tokens are distributed through First Swap Event (FSE), Subsequent Swap Events (SSE), SQUIRTS, etc.
- All subject to planned lock schedules