

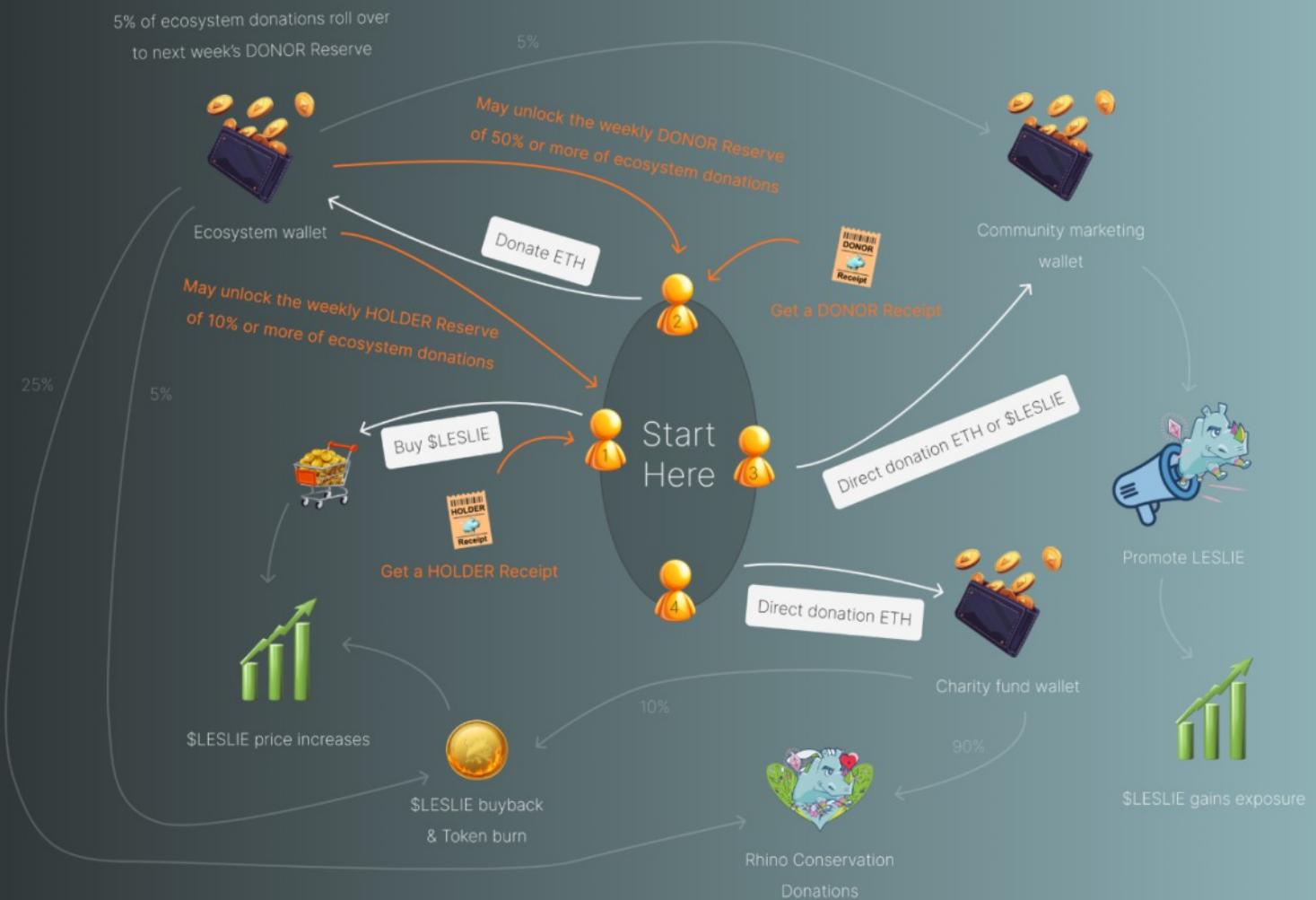
# The \$LESLIE Memecase Ecosystem

A Sustainable Paradigm For Users To Engage In 4 Ways for Real-World Change

The \$LESLIE Memecase Ecosystem was specifically designed to not only be sustainable, but to also snowball its efficacy as a synergistic system of producing continual donations toward rhino-conservation efforts. This multifaceted ecosystem provides 4 different ways for users to interact, with each way serving its own purpose to help the entire system grow. The carousel-like graphic below shows how each engagement has a way of coming back around to help boost other parts of the system.

The results of the \$LESLIE Memecase Ecosystem will ensure long-term project success, which is a prerequisite to making substantial progress in real-world rhino conservation.

Please refer to page #2 for a description of the path each kind of engagement will take.



# The 4 Paths Of User Engagement

(users will be numbered as in the “Start Here” oval from the graphic on page #1)

## User #1 - Buy \$LESLIE

When any amount of \$LESLIE is purchased on a DEX, the \$LESLIE token will of course gain value, and will also produce a complimentary HOLDER Receipt for that buyer.



The holder is now engaged and active within the ecosystem by having an opportunity to unlock the HOLDER Reserve.

The total reserve will then be sent to the purchaser’s wallet address whose HOLDER Receipt unlocked the reserve. All \$LESLIE buys help to promote the ecosystem by raising token value, which draws in more buyers to engage as users.

## User #2 - Be an Ecosystem DONOR

When a user donates ETH to the Ecosystem Wallet, they will receive a DONOR Receipt which may unlock the DONOR Reserve.



Aside from accruing in two separate reserves which may be unlocked, the total ETH deposited into the Ecosystem Wallet each week from donations will go toward different purposes within the ecosystem. One portion will go into the Community Marketing Wallet to help promote the project. This will help Leslie gain exposure and cycle in new buyers to engage in the system. Another portion of these ETH funds will go directly toward rhino conservation, with accrued amounts being donated to charitable organizations. Yet another portion will be used for token burn.

The percentage set aside for this will be used for token buyback, and then those \$LESLIE tokens will be burned. Each time a burn is made, the price of \$LESLIE will increase. Last, but not least, a portion of the ETH will be carried directly over into next week’s DONOR Reserve, in order to stimulate ecosystem donations for the following week.

## User #3 - Donate to the Marketing Wallet

When a user makes a direct donation of either ETH or \$LESLIE into the Community Marketing Wallet, 100% of that donation will be used for marketing and/or promotion of the Leslie project. This will gain exposure for Leslie and bring in new buyers to the project, which means more engagement within the ecosystem.

## User #4 - Donate to the Charity Wallet

When a user makes a direct donation of ETH into the Leslie Charity Fund Wallet, 90% of that donation will go to a rhino conservation organization. The other 10% will go toward a \$LESLIE buyback, in which all those tokens purchased will be subsequently burned. This burn essentially increases the value of \$LESLIE, as well as being an attractive event that draws in more buyers to the project & ecosystem.

For more information on how to unlock the DONOR & HOLDER Reserves, please visit [www.leslietoken.com](http://www.leslietoken.com)