7-Colored Whitepaper

BROCCOLI （F2B)

Era Background

(1)

H1 2021: $DOGE reached a peak market cap of USD 88.8 billion; in H2 the highest was USD 37 billion.
H2 2021: SHIB peaked at about USD 52 billion, hitting its "DOGEKILLER" goal.
2024: PUMP-style PVP peaked; the largest MEME coins topped out at only a few billions.
2025: TRUMP quick pumped to approximately USD 15 billion in circulating value; I classify it as a celebrity coin, not a MEME.

If we treat SHIB as Mount Qomolangma (Everest) that has a volume of 14.5 billion m³ of earth, then 2024's flood of meme coins from the Solana chain had split that mountain into countless hills where even the tallest of them holds only 1.5 billion m³ or so.

Anyone who believed in BUILDing had lost. As the peak heights of mountains fall, holders are massacred. Everyone is being trained to become traders and are only concerned with liquidity flow of money and quick pumps in PVPs.

The holder's odds of survival hinges on the mix of investment vs. speculation within an asset.
100 % speculation = gambling.
Endless PVP is gambling—whether it's a VC coin or a meme coin, the casino façade is the same.

PVP: A term borrowed from gaming. In the context of crypto, it refers to situations, projects or cross-project competitions, where short-term gains is the main focus. Participants often prioritize their own profits, aiming to attract new investors only to sell off their holdings at a profit. The last person to exit bears the loss, making PVP finite and ultimately unsustainable.

Era Background

(2)

Some "industry gurus" preach that everything is a zero-sum game and ultimately a Ponzi, using the Law of Conservation of Mass as a basis.
But mass ≠ human wealth.
They go so far as to say that this kind of mentality is a choice of what those who are born after 1995 and after 2000, in order to establish a rhetorical generalization.

Definition of human wealth: every man-made object – anything produced or provided through human labor (production, transport, exchange), whether material or spiritual.
The deeper the chain of labor attribution, the higher the value.

Two main categories of human wealth
① Material: man-made objects such as carts, phones, cars, planes, spacecraft, etc.
     Technological: distilled rules & applications for the material world — mathematics, physics, web2, web3, crypto, brain–machine interfaces, artificial intelligence.
☑The more mankind understands nature's laws and principles of this world, the better are we able to apply these to build products that are of greater technological value.

② Spiritual/ cultural: expressions of human will (including rules and regulations), Tao Te Jing,
     The Odyssey of Homer, Les Misérables and other Nobel-winning literature, etc.
     Regulatory: Common consensus arising out of the will of mankind (including but not limited to legal knowledge. For examples, constitution, law, contracts and letter of intent.
☑If we merely see ourselves as complicated robots, then there wouldn't be crime as there's will always be a next higher line of causation for our actions. Only by acknowledging that the human will is the first cause do we need to be responsible. The human will can be a first cause; likewise, the universe can also be a result of a first cause, whether that be the Tao "道", God, or an expression of ultimate free will.
Definition of crime： Actions that go against the will of others or the public, in which prohibition is written into legislation.

Era Background

(3)

In year 2025, the mix of celebrity coins and quick-pump and dump trading renders value analysis obsolete. Liquidity is actually drained from the crypto space when 80% of the supply is concentrated in the hands of the selected few – I call this contractionary.

While opportunistic gambles can draw people in, but turning everything into casinos will drive people away.

Crypto casinos have become more numerous, smaller and have lower peaks in their market caps in general. This is especially so after the monumental dump and scandal revolving the Libra token (promoted by the Argentinian President Javier Milei), "Rug pull" has become one of the most common term.

In conclusion,
Investment is a positive-sum game; attracting capital raises regional productivity and enriches global prosperity.
Creation of markets is a positive-sum game; The creation of markets forms the basis of demand.
The theory of Zero-sum game is valid only for gambling; such a view from "industry-guru" is only valid in PVP environments.

Era Background

(4)

Launchpads such as pump.fun and four.meme has sped up the influx of new projects by lowering the barrier of issuance.
The fundamentals of cultural value thins which then lead to hypes that fade quickly. Without the backing of cultural cultivation, projects rely on brainwashing from a narrative perspective instead.
When bonding curves are completed and these projects get listed on Dex, the rug pull comes soon and the casino stops operating for good.

A MEME coin driven purely by capital inevitably flips from FOMO to FUD rapidly. With no shared cultural consensus, 93% of meme coins gets reduced to zero quickly, and 99% gets reduced to zero in the long run. Source: Deepseek search

☑ People have lost their reverence and belief in community

When capital dumps, it will also suppress all efforts to build, using whatever means at its disposal.
For example, Builders who called for a "withdraw-your-coins from exchanges" campaigns in PNUT and ACT Telegram groups were kicked without exception.

☑ It is hard to find a cause that you truly wish to pursue in life, but finding a casino is exceedingly easy.

55296个钱包

获得10000美元利润

根据链上分析平台Dune的最新数据，几乎所有Pump.fun上（基于Solana的meme币发行平台）的交易者都尚未实现超过10000美元的总利润。

然而，一位链上分析师认为，这些数据并不能清楚地表明该平台上到底有多少加密货币交易者真正获利。

另一位分析师Adam表示："如果你通过交易Pump.fun的代币获利10000美元，那么你就是排名前0.412%的钱包。"

In a study conducted by Dune, out of 55,296 wallets, only 0.412% of wallets on pump.fun has made more than $10,000 USD in profits.

Era Background

(5)

What is "community"?
It basically represents the market side - the crowd that buys, sells, trades, and provides liquidity.
But the community can also participate in building and get involved in decision making through the establishment of DAO (decentralized autonomous organizations).

What is meme?
Meme is a product that seeks to represent and/or embody the spiritual, cultural and moral values/ achievements of human civilization.

What is a meme coin community?
It starts off with the liquidity pool and an initial group of people who are focused on attention economy. After which, it evolves into a group of people who gets involved in building and spreading the spiritual/ cultural value of the meme to others.

What can a meme coin do?
Near-term: satirize entrenched problems, ride the attention economy and act as a liquidity gateway for the chain it resides on.
Mid-term: serve as an expression of public opinion – often to challenge or revolutionize against undesirable traditions and conventions.
Long-term: become DAOs that encapsulate spiritual-cultural values, possibly full-fledged ones with different departments for different operations.

Era Background

(Prologue)

There was no whitepaper to begin with.
However, the CTO's angels of this community were already operating from 28 different countries.

I didn't see a whitepaper from day one.
There were no ripe fruits that are ready to be picked. We had to build from scratch.
Everything was experimental and ideas collided.
We have embarked upon this journey with guidance from CZ (founder of Binance).

If it was meant to be an adaptation to the market then there would be no need for guidance. When in a casino, adapt to the casino. When at a factory, adapt to the factory. But if we are looking to convert a casino into a factory, then there would be a need to go against existing practices.

Ask yourselves the following question:
How much contribution have meme launch pads contributed to the crypto space and humanity so far?

I am not here purely for BNB chain, but for a super meme as well.
This is an exceptional meta-level challenge and I start writing this whitepaper from my own vantage point.

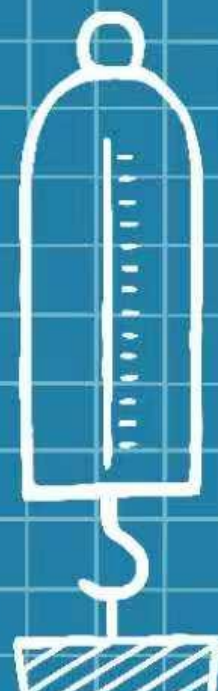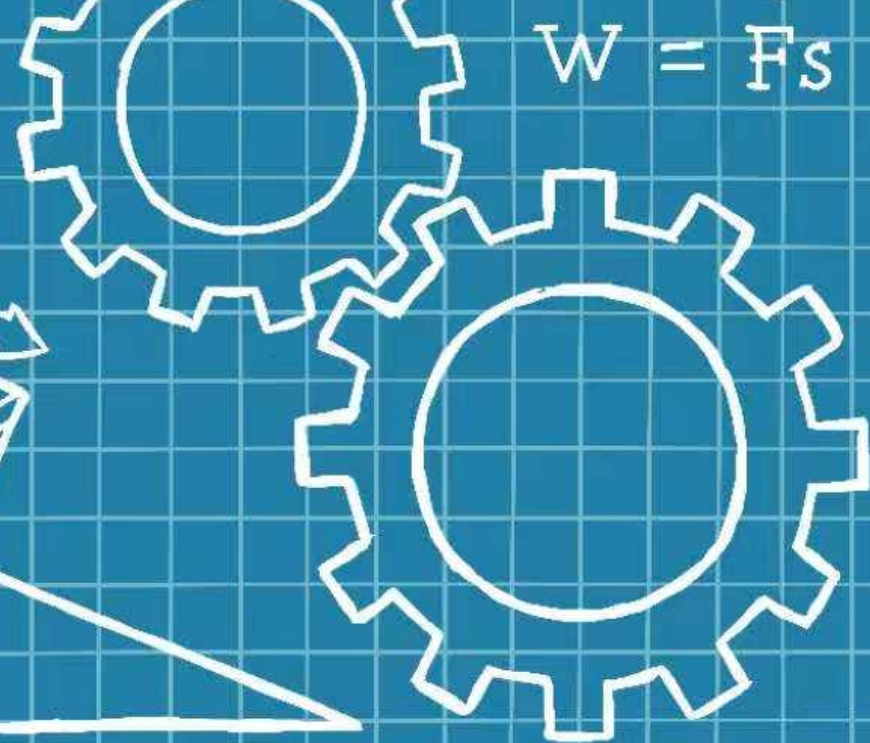$P_1V_1 = P_2V_2$

9.8 newtons

W = Fs
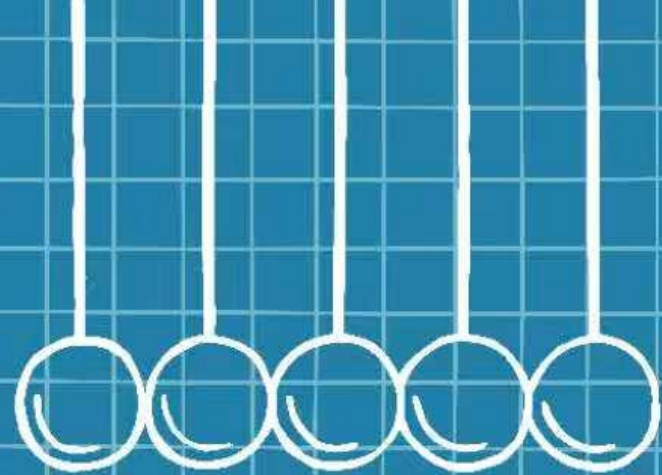
15,000 Hz (15 kHz)

$E = mc^2$

F = ma
500 x 3 = 1,500 joules

$m = \dfrac{Weight}{g}$

120,000 J (120 kJ)

Seven-Colored Whitepaper

(Lessons from the Past)

The CTO's angels "breathe life" into the community in their own ways.

How do we continue the revolution brought about by the success of DOGE and SHIB, and aim to surpass them eventually?

A grand proposition that requires a great deal of brainstorming, and we shouldn't be in a rush to say that it is impossible.

DOGE's hype has its roots over at Reddit, when people started tipping each other with it, as a display of grass root spirit and defiance, against authority and those who are in positions of power. It started off in a state of chaos and happened by chance.

SHIB was Ryoshi's conscious experiment in decentralized community building using a bottom-up approach.

Both have endured situations when their prices was reduced to almost zero, accompanied by lots of fuds and rumors that could have killed off their projects.

So, what's our position and what do we represent? What can we bring to the table?

We look at capital in the short-term, but culture takes precedence in the long-term.

From "Meme Study Notes": The act of tipping DOGE to people by Jiang En (江恩) spread globally and brought about an entirely new approach: **Industry evangelism begins with the act of tipping.**

The project with a lower price will have a competitive advantage in this approach, thereby dominating it.

Seven-Colored Whitepaper

(Endless Questions)

There was no whitepaper even as time goes by (2 months in).
The angels of the CTO had grown to approximately 70 countries based on geographical distribution.

The journey started when CZ posted pictures of himself and his dog – Broccoli on X platform. After the initial frenzy, there were three remaining Broccoli projects. The PVP was difficult to bear – there were fuds, rumors, insults and even interference from centralized exchanges and parties.

It also caused the merger proposal for all 3 projects initiated by us (F2B) to fail.

While the sharing of pictures of himself and his dog by CZ can still be considered as reasonable buck-passing (plausible deniability), the intense PVP situation involving the various Broccoli-themed projects is however, a negative sum game.

❓ How do you kick-start a positive-sum game that is already caught within a PVP zero-sum game environment?

Competition and co-operation is something common occurrence in financial activities, but what has happened to and transpired for us had been especially intense.
Outsiders may ask questions such as: "Who are these people?" "Is liquidity flowing back to BNB Chain?" "liquidity is flowing out of BNB Chain due to doubt or a lack of confidence from the market?".

This is only the tip of the iceberg.

Hence, I will write based on my own understanding.
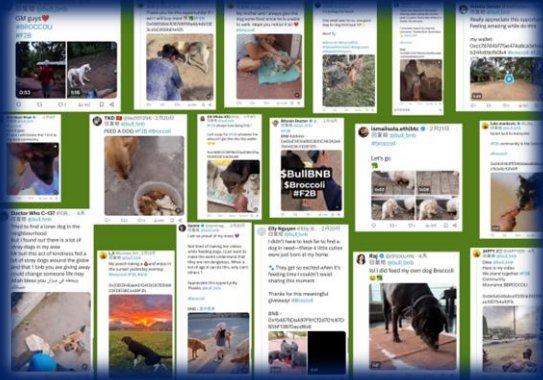
甚至我在帮助我的链，做一个有趣儿的社会实验。我很敬业，我很前卫。

但是他选择性地淡化了他的身份对于社区影响巨大的事实。他完全有能力
演出今晚会发生的一切。

让万狗竞发，这甚至不是零和游戏，而是负和游戏，无数的貔貅、夹子、
幕者和小阴谋集团获利颇丰，而大多数人收益为负。

虽然，发一张爱犬图片对于发布朋友圈的普通人来说，没有任何问题。但
是，对于一个加密货币交易所 CEO 来说，这绝对不能认为自己"毫无过
错"。

Translated from Chinese by Google

There is an interesting term in psychology called "plausible deniability", which describes CZ's state tonight.

I tried to bring in CZ's thoughts:

He might be thinking:

I just posted some pictures of my pet dog. Like hundreds of millions of dog lovers around the world, I have done nothing wrong.

I am even helping my chain to do an interesting social experiment. I am very dedicated and avant-garde.

But he selectively downplayed the fact that his identity had a huge impact on the community. He was fully capable of deducing what would happen tonight.

Let all the dogs compete, this is not even a zero-sum game, but a negative-sum game, countless Pixiu, clamps, insiders and small conspiracy groups profit greatly, while most people have negative returns.

Although there is nothing wrong with posting a picture of a pet dog to a normal person, for a CEO of a cryptocurrency exchange, this is definitely not something he can consider himself to be "without fault."

Was this translation accurate? Give us feedback so we can improve: 👍 👎

Seven-Colored Whitepaper

(Memes Should Drive Adoption)

The pressing needs of crypto users.

For a start, it might only appear to be an on-chain fight over traffic merely to direct the flow of liquidity from Solana to BNB Chain. But if this is the only reason and stops at that, it would have been pretty meaningless. Thus, there is certainly more to this.

The core concerns of the crypto space are security, compliance and mass adoption.
Adoption： To form partnerships with crypto-related organizations from various countries. (see pic below)

Binance Founder Changpeng Zhao Joins Pakistan Cry... Strategic Advisor

By Tech Desk | 2 weeks ago | 2 min read

TECHJUICE

In a groundbreaking move poised to reshape the global crypto landscape, Changpeng Zhao (CZ)—visionary founder of Binance and one of the most influential figures in Web3 — has officially been appointed as a

BISHKEK, KYRGYZSTAN – April 2025 – The National Investment Agency under the President of the Kyrgyz Republic has signed a strategic Memorandum of Understanding (MoU) with Binance founder Changpeng Zhao (CZ), appointing him as an official advisor on national blockchain development, crypto regulation, and Web3 innovation.

Under the agreement, CZ will provide guidance to the Kyrgyz government on shaping a forward-looking framework for digital assets, including technical support for blockchain infrastructure and policy formulation. The collaboration also focuses on accelerating talent development and creating a favorable environment for innovation in decentralized finance (DeFi) and Web3 technologies.

The initiative aligns with Kyrgyzstan's broader push to modernize its financial system and become a regional center for digital innovation. According to the Office of the President official statement, the development of blockchain and digital finance is a national priority.

"We welcome global leaders who bring deep expertise and can help shape a forward-looking, secure ecosystem," said President Sadyr Japarov. "Blockchain and digital finance are national priorities, and this partnership marks a meaningful step forward."
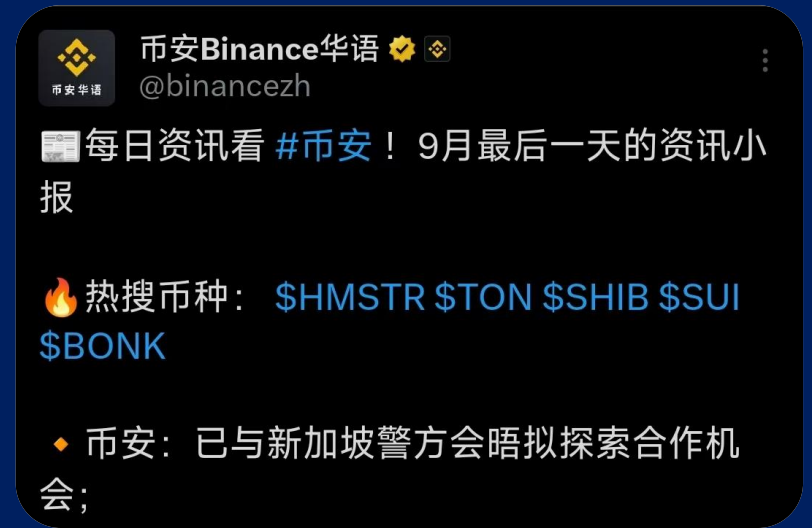
Seven-Colored Whitepaper

(Memes Should Drive Adoption)

BROCCOLI isn't a choice to be made by Binance.
It is a matter of people's choice instead.

User safety: ongoing work with law-enforcement agencies worldwide (see images below).

Crypto adoption and user protection are Binance's primary operational goals.
It would be a grave mistake if BROCCOLI remains fixated on Binance only.
Yes, it's "a Chinese man's dog," and it might even become the mascot for Binance's "Efficiency Department" at some point (like DOGE for Elon's Department of Government Efficiency).

However, the bottom line is, if BROCCOLI is looking to serve as Binance's main gateway to bring in traffic and liquidity, **it needs to convince all 300 million crypto users**. They don't have to hold it, but they have to acknowledge it.

守護荷包
慎防詐騙

STAY
#SAFU

BINANCE
United Against Crypto Crimes

币安Binance华语
@binancezh

📰每日资讯看 #币安！9月最后一天的资讯小报

🔥热搜币种：$HMSTR $TON $SHIB $SUI $BONK

🔶 币安：已与新加坡警方会晤拟探索合作机会；

Seven-Colored Whitepaper

(What is Meme)

As I clearly recall, no other meme coin has shone as brightly as DOGE and SHIB since 2021.

To answer why, we have to ask again: what is a meme coin?

💎In a recent interview, Elon Musk said "Meme coins are gambles." He's not wrong in the sense that, over the last four years, meme coins have indeed become just that.

💎And it's not only limited to meme coins. VC tokens, tech tokens, "value" tokens - most have become gambles too。

💎Gambling is a zero-sum game. Everything can be wagered on and it isn't unique to meme coins, yet meme coins are indeed overrun by gambling these days.

👾People have lost their sense of direction due to the extreme PVP environment.

Seven-Colored Whitepaper

(What is Meme)

A meme was never meant to be a gamble.
It isn't a result of technology but a product the embodies the spiritual and cultural components of human civilization.
In the beginning, memes were used as a voice outlet for sub-cultures.

The satirism brought to us by DOGE was only the beginning; the total revolution with BROCCOLI is the true end game.
Revelation 22.13: **I am the Alpha and the Omega.**

Human civilization has made achievements and created value in both tangible and intangible things. Tangibles refer to material goods and hard knowledge (such as technological breakthroughs), while intangibles refer to things like religions, cultures, morals and art etc. **For ease of discussion from here on, I will refer to achievements made and value created in tangibles as "material civilization", and intangibles as "spiritual civilization".**

🌈 **Meme is the Ministry of Spiritual Civilization.**

There's this Chinese saying: "We need to grasp both Material Civilization and Spiritual Civilization with our hands, and both hands need be strong." (物质文明建设和精神文明建设，两手抓，两手都要硬)

Article: A meme coin needs to be backed by both capital and culture. The cultural element will determine whether the meme coin is able to form a long-lasting consensus.
🔗 https://x.com/BTCWuYan/status/1907559197329469619?t=4Xc4nIO26grtMBtjNkk8Vg&s=19

Seven-Colored Whitepaper

Everything man-made will eventually perish, yet we can always build anew—and build even more!

💎 Skyscrapers, bridges and railways, ships and aircraft, tanks and radar, rockets and spacecraft - these are all part of material civilization.

💎 Commodities that are traded in bulk, precious metal trading, forex trading, securities trading – these are the transactional vehicles for material goods and the engines for price discovery. These too, form part of material civilization.

☑️All of the above hinges on productivity and production efficiency.

Seven-Colored Whitepaper

The laws of the universe and the will of humanity never perish (unless mankind goes extinct) - they endure from ages past to the present, across all time and space.

Beyond achievements in material civilization, we also have:

💎 Philosophers:
Aristotle, Confucius, Dostoevsky, Kafka, Laozi, Tolstoy, Cao Xueqin, Shakespeare, Pushkin, Sun Tzu;

💎 Religious revelations:
Jesus, Muhammad, Shakyamuni (Buddha), Brahma & Shiva, the Tao

💎 Literary classics:
Hamlet, Master Lü's Spring and Autumn Annals, War and Peace, Romance of the Three Kingdoms, The Divine Comedy, Faust, The Injustice to Dou E (Snow in Midsummer), Ode to Liberty, Don Quixote, Les Misérables, The Metamorphosis, The Tale of Genji, The Iliad, Journey to the West, Shakuntala...

Seven-Colored Whitepaper

The ancient sages and the Hundred Schools of Thought came first.
Then the scientific explosion arrived - Newton pursued physics as a way to understand God's creation and the divine mind.

If we agree that spiritual civilization is a form of wealth, then:

💎 Movies, paintings, music, anime, performance art, garden design, flower arranging and paper-cutting, architecture – all these can be regarded as wealth as well.

💎 By that logic, meme stickers / emoji packs are cultural wealth as well. The longer they last, the richer their meaning grows. Everything else can be regarded as fleeting clouds.

☑️ At its core, it is a quick and convenient way for subcultures to express themselves.

😌 Do note that ballet was once considered vulgar and crude, a subculture that only became a form of "high art" later.

Seven-Colored Whitepaper

If the technological explosion had happened before faith and philosophy, humanity might already have wiped itself out.

If we do not regard spiritual civilization as an integral part of on-chain developments, then Web 3.0 would be very boring.

A blockchain driven purely by capital and tech and has no spiritual, cultural and moral groundings, is bound for ruin. It could even drag humanity down with it eventually.

Seven-Colored Whitepaper

(The Evolution Path of Meme Coins)

Vishnu has many avatars.
When the world was about to be swallowed by a great flood, Vishnu transformed into a tiny fish to test Manu—the sun-god's son and the mythical ancestor of humankind.

As early as 2021, I said in an interview that political MEMEs would eventually appear.
Now we have TRUMP and Libra.
Like it or not, they aren't true memes, mainly because most of the supply is often held in the hands of a single entity. to the extent that these celebrity coins can even be seen as private assets. However, we'll just leave them in the meme coin category for now.
(Note: we need to differentiate between political meme coins from celebrity coins that are based on famous political figures)

☑ They really belong in a separate "celebrity-coin" category and should be removed from the meme coin list altogether.

Seven-Colored Whitepaper

(The Evolution Path of Meme Coins)

Vishnu accomplished many of his great deeds through different avatars. Among the famous ones are the Man-Lion, the Dwarf, and the Fish. The Buddha is regarded as his ninth incarnation/ avatar.

Hence an inevitable boom with a wide range of meme categories will also happen.
This can include but not limited to - art memes, sports memes, literary memes,
music memes, dance memes, painting memes, film-and-theatrical memes, news MEMEs,
as well as broadcast-and-TV memes etc.

The process of decentralized culture taking over centralized culture.

Seven-Colored Whitepaper

(The Evolution Path of Meme Coins)

In folklores, there are countless demigods and spirits that are neither mortals nor gods. Though they lack the full splendor and power of the deities, they are wondrous and full of feelings, and their tales are just as captivating.

Meme coins will evolve from pure hype into integrated creative hubs spanning cultural fields, eventually forming "cultural ministries" that rely not on a central authority, but built together by like-minded people worldwide through DAOs.

☑ A meme coin that matures into a full-fledged cultural ministry will be akin to being a demigod in its own category/ domain.

Seven-Colored Whitepaper
(Re-embracing First Principle)

The core proposition is that the crypto space grows through continuous building,
To adopt a start-from-scratch mindset, and re-examine the self that is ignorant

Elon Musk plans to fly DOGE to Mars, and is operating the Department of Government Efficiency that is based on the acronym of DOGE. These are some of the best examples showing that perhaps we should be creating tail-wind effects for our meme coins instead of trying to find it elsewhere.

☑ What kind of a person are you? What kind of person do you aspire to become? What can you do as a group?
☑ We can find the answers through the first Principle. (In philosophy and science, a first principle is a basic proposition or assumption that cannot be deduced from any other proposition or assumption)

Every system contains one **fundamental** proposition. It cannot be ignored, deleted, or violated.

原创：思维有了模型

Identify the first principle and expand on it. You'll uncover countless insights.

原创：思维有了模型

More crucial than finding the first principle is thinking from the perspective of the first principle.

原创：思维有了模型

Seven-Colored Whitepaper

(Meme's Chef)

"I'm the chef."

Elon Musk wanted to send people to Mars, but rockets were absurdly expensive.

Therefore, he asked: "What is a rocket actually made of?" - Aerospace-grade aluminum, some titanium, copper, and carbon fiber.

He then priced those raw materials and discovered that they were only about 2 % of a rocket's retail cost.
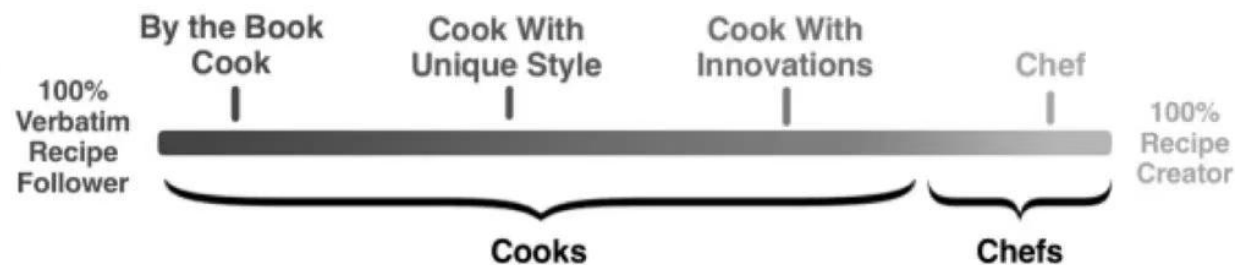
Then comes the next question: "Then why is launching a rocket so pricey?"

Answer: simply because no one had ever done it differently—a failure to think from the first principle perspective. Musk taught himself rocket science and founded SpaceX.

☑ Let's break free from the 2024 mindset of simply hunting for PVP projects and start building our own communities instead. When everyone does that, success isn't so hard.
☑ Become a chef, not a cook.

The Culinary Spectrum

By the Book Cook · Cook With Unique Style · Cook With Innovations · Chef

100% Verbatim Recipe Follower — 100% Recipe Creator

Cooks · Chefs

Seven-Colored Whitepaper

(A Re-look at Decentralization)

Decentralization must not become a stumbling block when we seek to pool our strengths together. Advocates of decentralized should think and decide before joining a collective-governance model. Make a choice first before taking part.
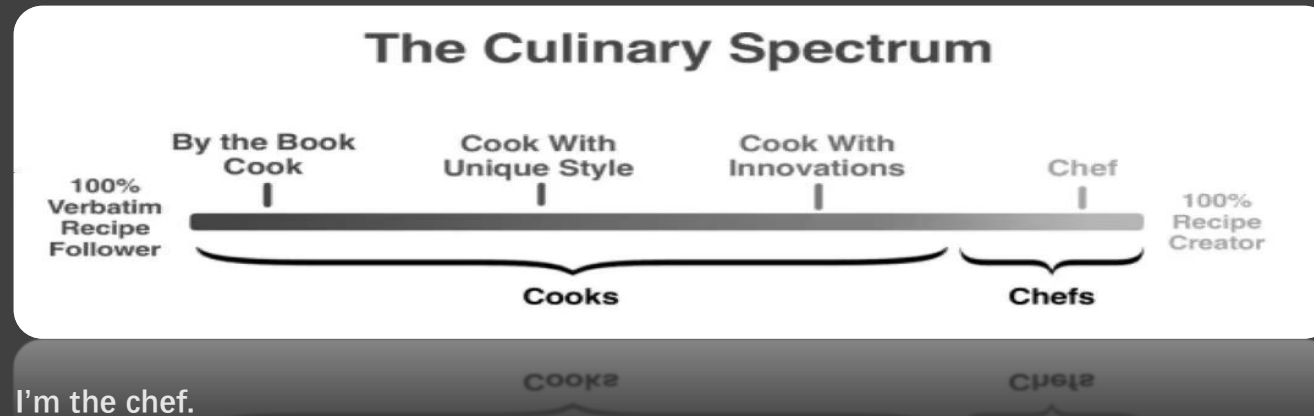
I'm the chef.

☑️ We're calling for a revolution in order to put decentralization back on the table.

☑️ We are an organization that seeks to expand the reach of decentralization, to achieve true collective decentralization, and to fight against centralized organizations that hide behind the mask of decentralization.

Collective decentralization works like a magnet, in which the wise ones, the creative ones and those with warrior mindsets get attracted to join forces with each other. It is where Practitioners of the Truth gets attracted each other.

Ps. Practitioners of the Truth – in the context of the crypto space, this refers to those who hold fast to positive and right values.

🔗 https://x.com/BTCWuYan/status/1912735146333138976?t=ssY9sDKulVJGlCjM8KWYSg&s=19

Seven-Colored Whitepaper

(A Re-look at Decentralization)

What kind of a person are you? What kind of person do you aspire to become? What can you do as a group?

↓

Be the first to break away from old habits and redefine the investment paradigm.

↓

Refuse conspiratorial cabals that only pretend to be "decentralized."

Seven-Colored Whitepaper

(A Re-look at Decentralization)

This is a historical inflection point for a reversal of the existing state and rebuild of decentralization. With a single click you can issue a token; with another, you can deploy a thousand wallets. Due to a lack of laws, rules and regulatory enforcement on-chain, unethical cabals are now calling the shots these days when it comes to the category of meme coins.

Decentralization had rewarded humanity for resisting central authority in the past. However, it has become a soy sauce vat these days.

Soy-sauce-vat culture – a term coined by Bo Yang in 1980s to describe a society that, like a sealed vat of fermenting soy sauce, becomes increasingly putrid and self-destructive when cut off from fresh air and new ideas. Inside this "vat," people turn on one another, preserve only the status quo, and lose any sense of public morality or innovation.
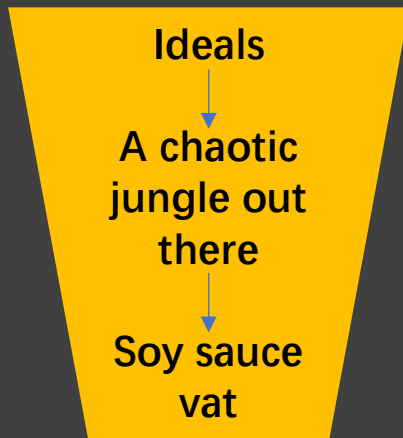
Project developers and snipers, power infiltrations, information gaps, and bots have removed the sense of equality from market participants.

KOLs have become spokespeople for vested interests, herding people from one new project (casino) to the next. If you don't follow them, you hardly know whom to seek guidance from. This is especially so after KOLs launched their "mutual-follow" movement. The information bottlenecks grew even tighter, yet the echo-chamber influence of KOLs grew enormous. Amidst all these, controversial posts on pornographic, violent, hate and other NSFW content, tend to attract the most traffic. It's a real soy sauce vat.

☑ When newcomers join the crypto space, the information they can access has already been predetermined.

☑ ELON meme coin has a large community. But KOLs don't shill it and most investors don't know about it.

🔗 https://x.com/BTCWuYan/status/1912304314628075590?t=tfLrZKZi5Z4lDtQX7KWOaA&s=19

Ideals

↓

A chaotic jungle out there

↓

Soy sauce vat

Seven-Colored Whitepaper

(A Re-look at Decentralization)

**I was just an independent trader in the secondary market, and
I joined here entirely because of the ideals of "building," "community," and "MBGA (Make BNB Great Again)."
In order to participate in a 100% community-driven experiment that seeks to build faith and belief through cultural development.**

Tokens that pumped hard in 2024 but lacked a community, dumped even harder in 2025.
We can basically set our floors by looking at the community size.
Both reached similar all-time highs in 2024, but BONK experienced a dip that is much smaller than WIF.
ELON, with its active community, actually rose when $TRUMP coin sucked liquidity away.
If retail investors don't unite as a community, it's easy to get "farmed" by the current financial system on blockchain. Rapid pump and dump creates absolute information asymmetry. Not even Chandler Guo, an established investor who became a billionaire through bitcoin, could escape being farmed and suffered losses through trading of $TRUMP coin.
However, after CZ's release from prison, the idea of deviating away from the existing PVP models began to take root slowly.

☑️ Meme coins shouldn't be about chasing after narratives. Doing so would only turn them into packaged products. We should instead focus on building culture and faith, grow the user base as much as possible, generate revenue, and ultimately realize net profit.

Seven-Colored Whitepaper

(Work to Expand the Crypto Space)

In the fight over traffic between BNB Chain and Solana, only crypto projects that are friendly to new users can survive. We have little choice but face a 99.99 % chance of losing, unless you have already won so much that you decide to never return to the crypto casino, ie. you are contributing to the contraction of the crypto space.

Launchpads like PUMP, FLAP and FOURMEME, which enabled coin launches with a few clicks, have completely upended traditional currency issuance and distribution. Developers and snipers who exploit these mechanics contribute to the contraction of the crypto space.

Expansion of the crypto space: Market cap of the crypto space grows, with cryptocurrencies attaining a certain extent of fiat-like status (sustained growth while surviving bull and bear cycles), and thus taking up more of the space that was once firmly occupied conventional fiat and traditional assets.
On this note: Do consider allocating 20% of your portfolio into cryptocurrencies that are of moderate volatility.

Contraction of the crypto space: The moment when developers (who launched PVP coins), snipers and speculators take profits and convert their gains back into fiat, quick dumps (rug pulls) or a slow sell-offs to zero (slow rugs) take place.

It was mentioned by Ryoshi that benefits gained through mutual support between centralized and decentralized entities have been increasing. We can also observe that employees and associates of centralized exchanges and entities, are coming forward to front (and interfere) more often for their own advantages and benefits.
.

☑ The mind-set of a contractionary extremist: only cooperates when USDT/ USDC is on the cards. Only USD backed stablecoins delivers value and other forms of cryptocurrencies are merely part of the process.

Replacing fiat to some extent
VS
Always regarded as a crypto token

Seven-Colored Whitepaper

We are Meme Redeemers!

The great war between the devas (gods) and the asuras raged for a hundred years. To overcome the Asura chieftain Mahishasura, Shiva, Brahma, and the other gods together created the goddess Durga. They bestowed all their celestial weapons upon her, and she set forth to vanquish Mahishasura.

Durga, riding a lion, confronted the Asura king Mahishasura alone. Wielding many divine weapons in concert, she tore his body apart. At last, she hurled his head into the sky, and his soul ascended to heaven.

The epic war between the devas and the asuras raged for a hundred years. Brahma, Vishnu, and Shiva joined forces to create the warrior goddess Durga. Durga saved the celestial realm. BROCCOLI can likewise become the redeemer that banishes extreme PVP.
I refer to it as the Meme Redeemer!

If we view the progression from Layer 1 & Layer 2 networks, oracles, DeFi through to RWAs to be the embodiments of material civilization on-chain in the form of technological advancements, then Meme coins would represent the cultural evolution that encompasses a wellspring of ideas, blooming across chains.

You may ask: "What does this have to do with BROCCOLI (F2B)?"
Here are a couple of bold directions:

☑ DOGE aims to become the currency of Mars.
BROCCOLI should aim to become the top payment currency, the universal currency.

☑ DOGE is being used as the name for the department of government efficiency.
BROCCOLI can also become a name synonymous to governance efficiency within the crypto space.

Seven-Colored Whitepaper

Meme Redeemer!

BROCCOLI will first become the face of BNB Chain.
BROCCOLI can also become the traffic gateway that induces liquidity flow into Binance.
BROCCOLI is the name of CZ's dog.
As CZ said, "I want community". As CZ said "Build".

Therefore, we can derive a simple formula:
Mineable layer-1 coins → Mineable top meme (POW)
          BTC → DOGE
Layer-1 network → top meme (PoS)
          ETH → SHIB
Layer-1 network → top meme (PoS + PoH)
          SOL → BONK
Layer-1 network → top meme (PoSA)
          BNB → BROCCOLI
CEX Binance → top meme (Binance has 43.66 % of transaction volume among CEX)
          Binance → BROCCOLI

☑ It is wrong to think that more you build on a meme coin, the more likely that it'll get reduced to zero. That indicates an eternal death spiral for crypto and it wouldn't happen.
☑ If humanity only ever plays zero-sum games, we would have perished the moment we left the Garden of Eden.

Seven-Colored Whitepaper

Meme Redeemer!

Year 2024 – There's hardly any community consensus remaining after all the extreme PVP experienced by the market. Is all the capital just here to be farmed and harvested?
April 2021 - the SHIB whitepaper was written to fight FUD and rumors.History keeps repeating itself.
Believe when belief is hardest!

SHIB's all-time high was $52.2 billion. ETH's all-time high was $571.67 billion.
At their peaks, the ratio of SHIB/ ETH was 9.1%. Using SHIB as a benchmark:

BNB's market cap is approximately $83.4 billion. Binance's market cap is approximately $200 billion
BNB × 9.1 % = $7.6 billion (as of 2025-04-18 01:50 UTC+8)
Binance × 9.1 % = $18.2 billion
Combined = $25.8 billion
This is computed based on today's figures. At the peak of the bull-market for this cycle, I project that this figure is likely going to double to approximately $51.6 billion.

Previous "top memes" have been the main traffic gateways for the chains in which they reside on.

☑ BROCCOLI has good reasons to support why it can become the dual traffic gateway for both BNB Chain and Binance.
☑ By that logic, one can project BROCCOLI's future market cap. Do note that this however, remains as pure speculation.
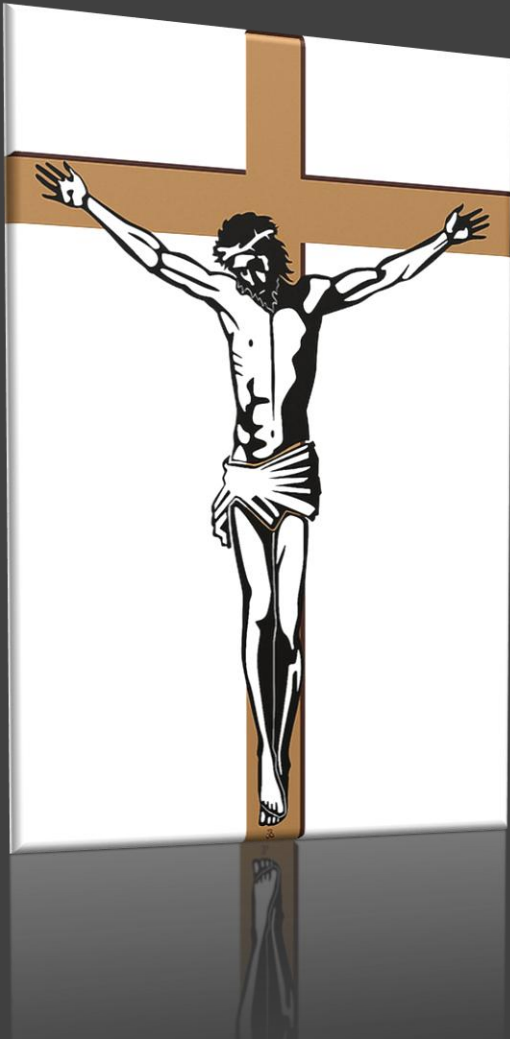
Seven-Colored Whitepaper

Meme Redeemer!

BNB, whether as a public-chain token or an exchange-governance token, doesn't inherently carry any cultural meaning. That gap needs to be filled by BROCCOLI that genuinely stands on cultural grounds.

Think about it, would you normally follow BSC news on X platform if there weren't any events? You might do so occasionally for functional updates but not for any cultural connection.
BROCCOLI needs to become phenomenal, to the extent that both BNB Chain and Binance would choose to feature it on their main traffic interfaces. That'll be very cool.

This is why the department of government efficiency has chosen to use the acronym of DOGE, because it carries with it a halo effect. There is an astonishing 7.6 million wallet addresses that hold DOGE and these holders would naturally pay attention to DOGE. Elon Musk has had a stabilization effect on DOGE, while he had gained a huge following and core support in return. This is a win-win situation.

☑ Right now, only F2B's version of BROCCOLI truly aligns with CZ's values.
☑ Despite being unfairly robbed of it's daily winner position during a BNB Chain event, F2B chose to keep fighting. When the deviation from the original announcement of picking only 2 out of 9 coins to get listed occurred, F2B chose to keep fighting. When the ROOMCON incident happened and CZ got accused and insulted, F2B chose to voice out against those who tried to push all the blame on CZ.
☑ F2B's market cap had been extremely suppressed, but we do not give up. Since we had chosen to build on the narrative that's based off the name of CZ's dog, how could we turn around to ridicule and insult the original source of inspiration? Will DOGE hurl insults at Elon Musk?
☑ We are not rioters—we are the **Meme Redeemers!** We keep building, always building, conceptually building, and we are unfazed even if the price goes to zero.

Seven-Colored Whitepaper

CA：0x23d3f4eaaa515403c6765bb623f287a8cca28f2b
Because the contract address ends with F2B，many people have gotten used to calling it F2B.
It is the only BROCCOLI that is written in full capital letters.
Please differentiate F2B from the pretender called Brownie and the other one that is not community-driven.

At a time when community-building is being doubted upon, the F2B project is 100% run by its community.
On this note, I, Ying Wuyan, would like to put forward the concept of **Dememe (decentralized meme).**

The word Dememe includes "decentralize" as part of its derivation.
Building on the principles of decentralization, it seeks to re-introduce the concept of "collective decentralization" that was first proposed by Ryoshi. It talks about a flat division of labor. While roles may vary in importance and contributions may differ in size, but everyone's status is equal.

I hereby declare that we are another experiment on decentralized community-driven building.

☑ A tribute to Ryoshi。
While DOGE has Musk and BROCCOLI has CZ.
Since SHIB's spiritual leader Ryoshi has departed from the project, BROCCOLI is fully capable of surpassing SHIB.
Looking solely at SHIB's all-time high of $52 billion in October 2021, the earlier $51.6 billion target for BROCCOLI seems reasonable, or even conservative.

Seven-Colored Whitepaper

When Ryoshi quietly left the SHIB team,
I likened the SHIB revolution to the Storming of the Bastille (the French Revolution).
In the same spirit, the BROCCOLI revolution should also be compared to the
American Revolutionary War and the Declaration of Independence.

The core reasons to why Declaration of Independence still succeeds today are: morality,
shared beliefs, and mutual compromise.
They invited the defeated Southern states into Congress and honored the leaders' charisma.
They showed benevolence, compromise, and mutual tolerance by respecting the minority and
the spirit of the opposition.

The crypto space still centers around humanity and people.
The new on-chain elites and legacy finance powers have effectively achieved "market manipulation."

Projects built on real community engagement are uncharted frontiers once more. If we break free of rigid financial structures and mindsets, we can rediscover fresh ways to solve problems and connect with each other.

Many visionaries have called for "reverence for the community" and "Build and build". ☑️ A tribute to CZ, Vitalik and Justin Sun etc.
Amid today's extreme PVP-frenzy environment, where rapid pump-and-dump and rug pulls run rampant, community building serves to reshape our values. It also serves as the frontier for cultural exploration that is able to achieve mutual compromises (common grounds) and create more possibilities.

☑️ **BROCCOLI (F2B) has the following core characteristics:**
1) **8 ~ 12 times more mentions on X platform when compared to a PVP token**
2) **Market cap of only 1.36 million (as at time of writing this whitepaper)**
3) **Proportionately large liquidity pool.**
4) **Liquidity locked for a long period.**
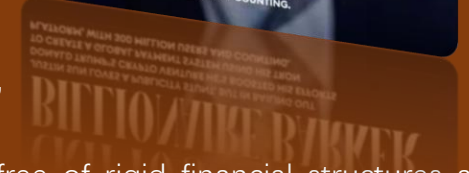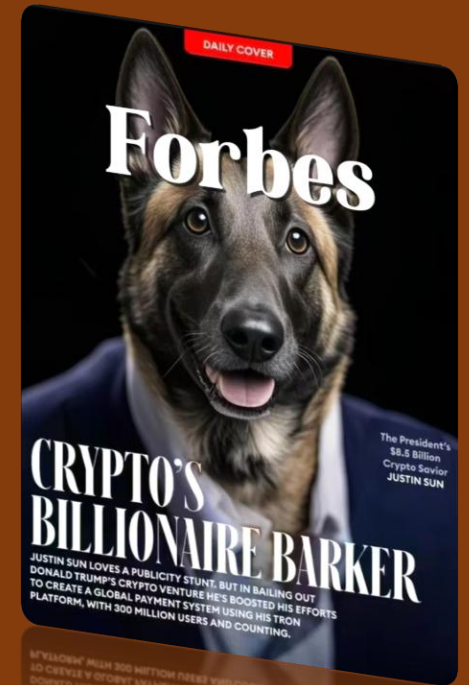
Seven-Colored Whitepaper

Our success hinges on the collective governance of the CTO, as well as the innovation and creativity of every community member.
Let's bring about fresh and exciting displays of culture!.

We espect the strengths and skill sets of every individual.
We align ourselves with the community as well as thought leaders who are in support of the community concept.

For a start, BROCCOLI will not emphasize on building a "technologically-driven ecosystem," but will proactively experiment-before-using the best available technologies.

We will continue to create engaging content that seeks authentic human participation, until we establish a dedicated cultural output unit, turn our slogans into reality, dismantling outdated paradigms, and solidifying the foundations for long-term sustainability.

Our members are distributed across 70 countries. When Ben Todar was leading it before the CTO, there was already a geographical distribution of 28 countries.

☑ A tribute to the BROCCOLI F2B Team.

Seven-Colored Whitepaper

While balancing on my regular job, I've been experimenting with a schedule of 24 hours of work followed by 12 hours of sleep and in order to engage with a global group within F2B. Sometimes I work even longer.

When I engage with people from around the world, I must adapt to different cultural, religious, and political preferences, and I hold every faith group in reverence. I've found they can always rise above their cultural divides and come together in remarkable unity.

When we let go of the sole focus on market sentiments and price swings, the truth reveals itself.

@anndylian says： Community, be confident.

With confidence, we began and continued to earnestly build the BROCCOLI cultural ecosystem.

☑ A tribute to Anndy Lian who is always in support of the community。

Seven-Colored Whitepaper

BROCCOLI's IP (F2B)

I have more than a hundred photos of me and my dog. I don't believe that CZ would only have 3.
That's why we have paid attention to information on its personality and the values behind it.
Note: This is a work dog that has both the genes of hunting dogs and herding dogs.

(图一)

看淡人生"Flow with life, free from attachment"。看淡人生≠take life lightly。
这是一个翻译错误。This is a translation error.

1.f2b复刻了完整的轮廓；2.金色增强了其"看淡人生"和"非社会化"的特点；3.整体金色附着，无损其原始特点。
1. f2b reproduces the complete outline; 2. The gold color enhances its characteristics of "Take life lightly" and "non-socialization"; 3. The whole image is attached with gold without damaging its original characteristics.

(图二)

F3B的头像弱化了胸口和肩背部毛尖常带有黑色"烟熏"效果，以及面部"黑面具"的塑造。
F3B's token portrait weakens the black "smoky" effect that is common on the chest and back of the shoulders, as well as the "black mask" shape of the face.

(图三)

Brownie的头像同时也是714的头像，①没有眼睛周围的黑面具，②双耳完全垂直向上，③笑容狡黠的弧度。
Brownie's profile picture is also 714's profile picture, ① without the black mask around the eyes, ② both ears are completely vertically pointing upwards, ③ the smile has a sly arc.

BROCCOLI实际的真实的耳朵角度。
BROCCOLI Actual Real ear angle.

The frontal photo of the Malinois on the Internet has both ears pointing completely vertically upwards and a large area of yellow on the face. 714's profile picture is closer to the image of this type of Malinois, rather than specifically referring to CZ's dog BROCCOLI.

网络上的马犬正面照片，双耳完全垂直向上，面部以大面积黄色为主，714的头像更贴近这一类马犬形象，而不是具体指向CZ的狗BROCCOLI。

(图四)

Seven-Colored Whitepaper

BROCCOLI's IP (F2B)

From a dog that hasn't been socially trained to being close to selected individuals, and finally to being confident enough to adopt an indifferent attitude towards life in general.
Core values: Patience, resilience, unyielding perseverance, loyalty, courage, confidence, boundless energy. A humorous yet humble guardian.

What the community has shared in a Space meeting conducted by Anndy：
Hello Mr. anndy, hello everyone. I am from the Broccoli f2b global community, and I would like to introduce BROCCOLI f2b to you.BROCCOLI f2b's IP comes from Mr. CZ's post about his beloved dog. The logo was inspired by the photo of CZ and BROCCOLI on the sofa. BROCCOLI#f2b reproduces the complete head and facial outline of Broccoli; The gold color enhances its characteristics of "non-socialization", "Forming intimate bonds with designated individuals" and "Flow with life, free from attachment"; The whole image is attached with gold without damaging its original characteristics.Like the logo of #DOGE, the logo of #BROCCOLI (F2B) comes from the original photo, not the ordinary online photo of the dog breed; #BROCCOLI (F2B) does not use a standing full-body photo of BROCCOLI, and is the only token that uses its head as its logo. Just like DOGE and SHIB, they only use the head image as the logo.IP is the basis of value, and it cannot be changed, but can only be extended. The wrong foundation cannot bear the most prosperous fruits, which is determined by innate conditions.From "non-socialization" to "close to specific people" to "indifferent to life", these are the core characteristics of CZ's dog.Or to put it another way, CZ's dog is obviously CZ's dog, not anyone else's dog.broccolif2b accurately expresses the forbearing and resolute character that BROCCOLI learned from its owner CZ, and guarantees the real IP value of #BROCCOLI (F2B).At present, we have built communities in 70 countries and regions around the world, and have a high level of activity on Twitter. We have organized many activities, such as hand-painted posters, real-life appearances, broccoli procurement, etc. We have 20 original songs, 2 series of micro-films and multiple videos, and have carried out several charity activities.I have failed English since I was a child. I translated this manuscript with software and mustered up all my courage to read it. If you have any questions about Broccoli f2b, I cannot answer them in English in time. So welcome everyone to visit the Broccoli F2B community and see a group of people who are as courageous as me. Let us build and prosper bnbchain together.

☑️A discussion on BROCCOLI's IP：See also the replies section
https://x.com/BTCWuYan/status/1907496074094481576?t=bMqLMf6BLQ7Ourn4lFAEug&s=19
☑️A meme-ish play on BROCCOLI：Role-playing as CZ
https://x.com/liulangxin_F2B/status/1907638693625737587?t=voG8W9x5bCGxfZRNMt5XkA&s=19

Seven-Colored Whitepaper

Both BROCCOLI and DOGE are based on their original photos (with filters), which faithfully captures the highlight moments of the real thing.
Only F2B has chosen gold in its color scheme (amongst those that it is in a PVP with).
Also worth mentioning would be the color of the flower when Broccoli blossoms. It is also golden in color, similar to the color scheme of Binance.
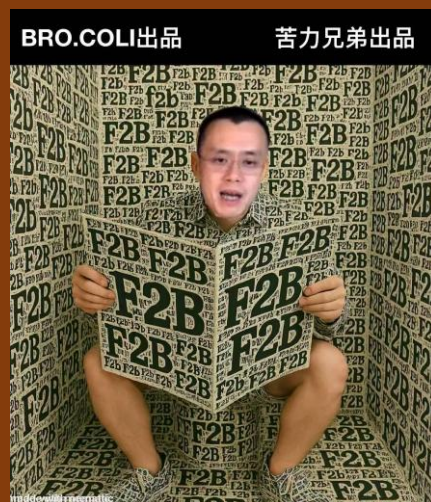
Seven-Colored Whitepaper

BROCCOLI's IP (F2B)

From squatting in the toilet to Ghibli style art, from Forbes to degen youths.

☑️ A collection of short videos made by the community:
https://x.com/liulangxin_F2B/status/1911656042536353941?t=M-wYlyji3F9p-h4K5yfohg&s=19
☑️ A collection of 24 songs made by the community:
https://x.com/BTCWuYan/status/1904183451135439085?t=gDOJo3KIbykM6AqlWOVgLQ&s=19

Seven-Colored Whitepaper

BROCCOLI's IP (F2B)

Globally distributed：F2B's community has an abundance of events involving real people worldwide, which includes themes like body expression, painting and charity etc. Even the act of buying Broccoli became an event that was participated on a global scale.
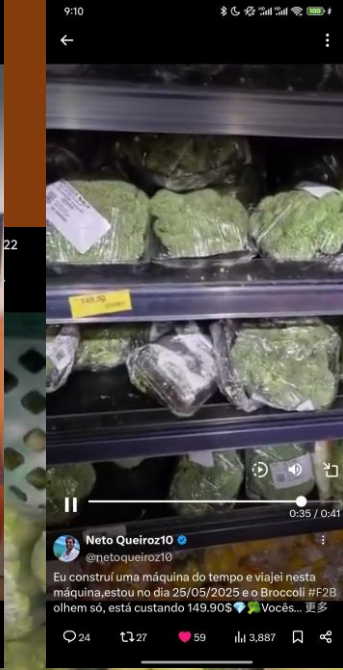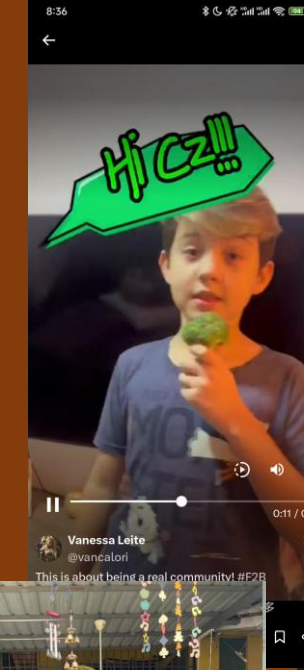
Seven-Colored Whitepaper
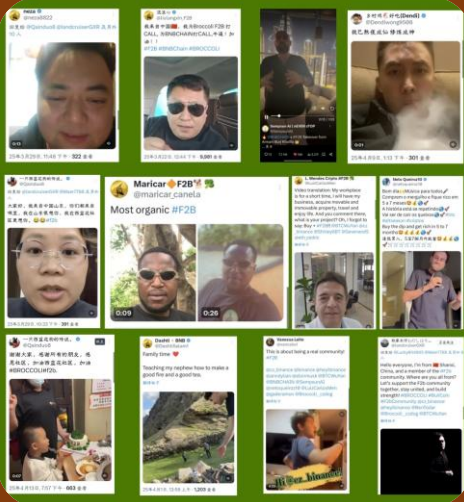
There had been too many events and only 1% is shown here.
Special mentions go to the "Saving Doggies" event and "I am not a robot" event from the earlier days.

We also have a F2B Academy, in which the account on X is managed Mr Luka, a member of our's from Croatia:
☑ https://x.com/f2bacademyhub?t=NWDf3YiQYIkxaMPOzl4XPw&s=09

We have a solitaire post on the history of China that is managed by Neza, our member from China:
☑ https://x.com/neza8822/status/1907805222145241339?t=QnHhwuqvqn1SnPZm52cOCA&s=19

We also have a series of longer videos made by our brother from Brazil, Gade. He didn't put these videos in a collective post, so will have to search for it over at X:
☑ https://x.com/gaderamon/status/1910005197360759274?t=aEOhEnD8bdCglFXRgaim_w&s=19

We face a few major challenges:
1. Different time zones across the globe has made it difficult to conduct collective meetings, yet such collective meetings are integral to the building and strengthening of community consensus.
2. There is a language barrier issue as many people do not speak English. We have relied on the Turrit app to translate on Telegram and 通义千问 (pronounced as "tong yi qian wen) for real time interpretation.

At current, we have strong supporters from Africa, Brazil, China, Middle East, South-east Asia and UK. The Chinese speaking group is approximately 20% of overall.

1. High-frequency, essential use cases.
2. Close-loop payment ecosystem
3. Data driven
4. Brand trust

To view BROCCOLI as a product or service.
To ensure daily usage and reliance on the user side.

Establish more BROCCOLI cultural or educational sites to generate revenue from page views, IP-based advertising, and paid knowledge services.

1. High-frequency, essential use cases：
☑ To add more functions to the official website.
①Check-in rewards: users who check in regularly receive small token allocations.
②Staking feature: enable token staking to broaden real-world use cases.
③Establish BROCCOLI newsletter: publish weekly and daily reports of community sentiment, distribute externally, and monetize via advertising. （see picture on left）
④Promotion links hub that feature key BROCCOLI ambassadors' channels on X, Reddit, YouTube, Instagram, TikTok, so that the website becomes flagship of the BROCCOLI matrix.
⑤ Affiliate links: directing to dedicated educational and charity accounts on X platform.

☑YouTube （recommend producing in-depth explaination series that can be rewatched）
Launch an official channel with deep-dive series. Offer member-only viewing to generate subscription revenue.
IP-related support can be provided, as well as backing from community members.

☑TikTok (suggested styles: satire, quirky skits, performance art, makeup, food)
Priority can be given to the following content: roleplaying as CZ, 100 ways to eat broccoli and heartwarming stories of me and my dog.

Seven-Colored Whitepaper
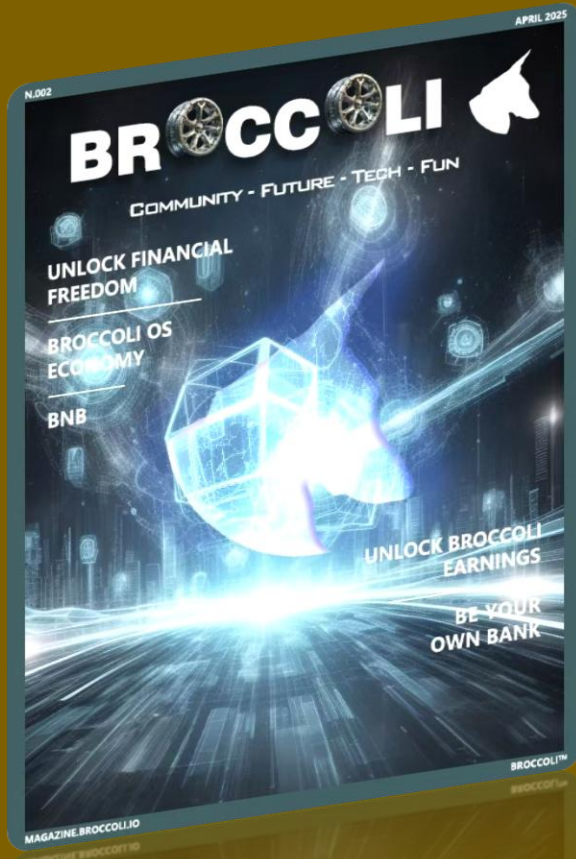## Building and Sustaining Operations (F2B)

Payment facilitation is a critical arena that a super meme cannot afford to neglect. We should experiment with a diverse range of usage scenarios and aim to become a one-stop solution for users. By doing so, we can increase user retention rate as the cost (inertia)of switching (to other coins or forms of payment) becomes higher.

Frequent engagements and negotiations become necessary when token holders and potential partners have access to financial resources (such as banking), consumer groups or production units. For example, if I own a shop selling gold and related products, I may allow purchases to be made using BROCCOLI tokens from time to time.
Note: DOGE payments for TESLA were once enabled, then discontinued. The key lies in experimenting and sending a signal to the market!

2. Close-loop payment ecosystem:
☑ BROCCOLI can partner with the financial payment tool (such as Chains Card) to subsidize token holders. The optimal plan would be free usage that comes along with a points rewarding system. The next-best alternative plan is simply free usage. The goal is mass adoption and cultivating a usage habit among token holders.

☑ Partnering with the consumer side. For example, collaborate with restaurants to enable direct payment in tokens..

☑ Partnering with the supply side. For example, co-subsidize and launch limited-edition designs with select apparel brands.

☑ Once there are enough partners, we can look to establish a brand alliance.

Seven-Colored Whitepaper

Building and Sustaining Operations (F2B)
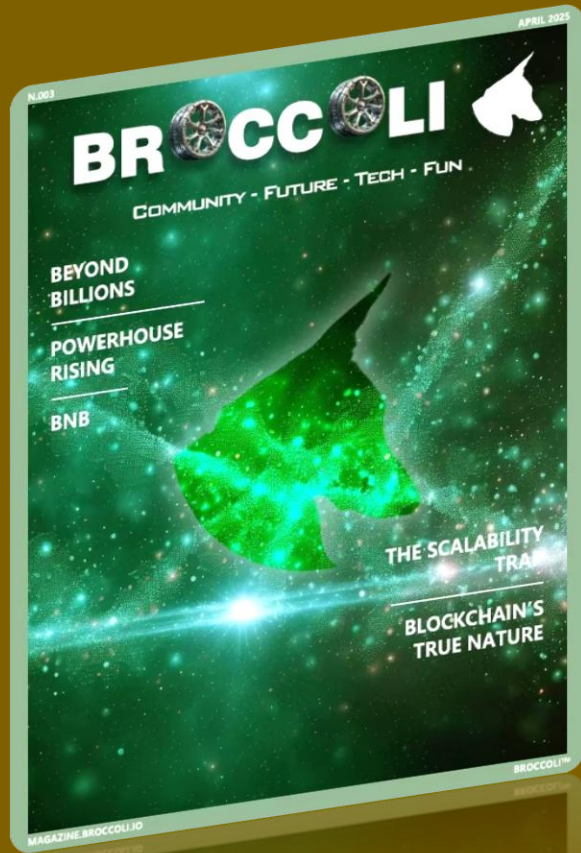
Data is the key to integrity and performance.
Iterate and optimize rapidly to enhance market sensitivity and responsiveness.

Usage a matrix of AI agents across multiple media platforms could be pivotal.
We can also take reference from SHIB, in which scripts were made into videos and disseminated as news headlines, TikTok content and others, via an array of accounts under its management.

3. Data-Driven:
☑ By channeling traffic across platforms and alliances, a matrix of media accounts operating on high-traffic platforms can be formed. This will allow for data to be collected, analyzed and validated.
☑ Gather user feedback to refine the direction of content-production and platform restructuring when necessary.
☑ Use data to validate and use AI-generated ad placements or AI-generated content partnerships for additional traffic.

N.003

APRIL 2025

BROCCOLI

COMMUNITY - FUTURE - TECH - FUN

BEYOND BILLIONS

POWERHOUSE RISING

BNB

THE SCALABILITY TRAP

BLOCKCHAIN'S TRUE NATURE

BROCCOLI™

MAGAZINE.BROCCOLI.IO

Seven-Colored Whitepaper
Building and Sustaining Operations (F2B)

**Long-term reputation building to withstand competitive pressures.
Defend against emergencies and crisis to prevent breachs.**

The core for holder is trust, while opacity of information is the core characteristic of a pump and dump (speculative in nature). We reject pump and dump.

4. Brand Trust:
☑ Build sustainable public-welfare projects to create a warm and cozy brand image.
As an example, we can even designate the 22nd of each month as BROCCOLI Charity Day (22 Charity Day).
This is inspired by 2B, in which "B" happens to be the 2nd alphabet in the English Alphabetic System.

☑ Produce real-life performance art weekly and feature it in the BROCCOLI weekly report as an ongoing attention-grabber.
Launching impromptu "Global Performance Art Flash Challenge" revolving different themes on a monthly basis in which winners stand to receive a certain amount of BROCCOLI tokens.

☑ Crisis PR.
The existing CTO team is already equipped with capability to debunk rumors and manage public opinions in a timely manner.
Requirements for future recruits into CTO team: strong logical thinking and availability of being contacted.
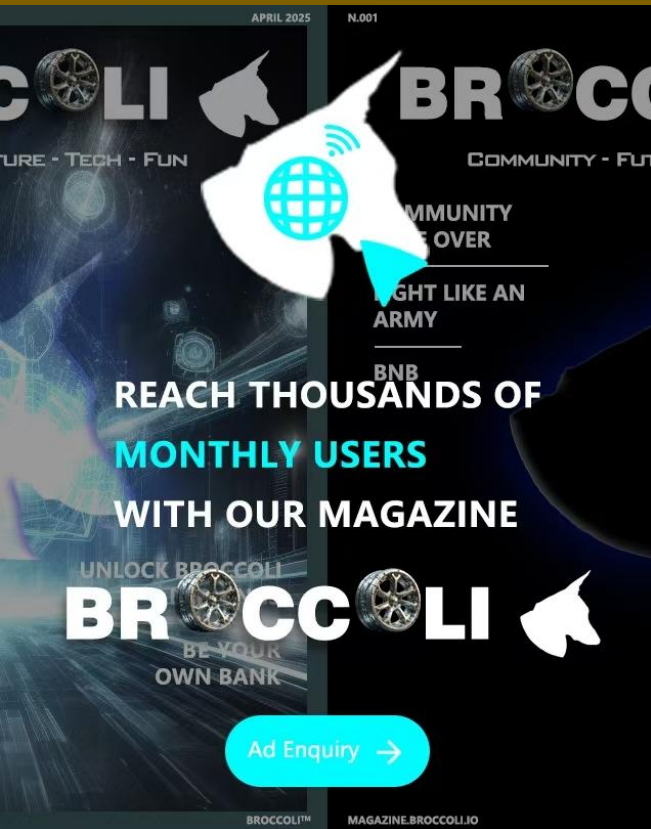
Seven-Colored Whitepaper

A Tribute to DOGE's and SHIBARMY

I don't like coins and tokens that are full of complicated rules and mechanisms, but I am suggesting for it now in order to establish a "tipping system" (DOGE) that seeks to reward the team (SHIB). The token is meant to be symbolic, purely as a form of spiritual and morale support. It has zero intrinsic value.

The following content on a proposed token for tipping, seeks to pays tribute to both DOGE and SHIB:

Token name: WuYan (proposed). Number of tokens: 100 billion (for tipping purpose). POL (Proof of Labor mechanism).
1% will be used for launch while the remaining 99% will be bundled and purchased by the developer @BTCWuYan after his announcement on X. The purchased amount will all be transferred to the BROCCOLI CTO's multi-sig wallet for tipping purpose.

33% of the supply will be used to reward content creators. 1 million tokens will be awarded each time and locked for a month.
Eligibility: Posts must reach more than 10K views, have more than 30 replies and retweets, and have more than 60 likes.
Other media criteria TBD.

33% will be used to reward F2B's Army. 1 million tokens will be awarded each time and locked for a month.
Eligibility: Veterans that had fought for BROCCOLI, banned and removed 100 accounts that tried to fud in our telegram groups or had raided 200 posts. To keep records yourselves and submitted to the CTO team for accounting purpose.

33% to be used to reward people who have raised proposals in the CTO or had helped to perform accounting works. 1 million tokens will be awarded each time and locked for a month.
Eligibility: If a proposal passes and is executed successfully, and the CTO votes it effective, proposer and executor will receive 1 million tokens each (can be same person). For accounting works, there should be a team of 3 people. For every 200 reward events processed, each member receives 1 million tokens. Any proposer whose suggestions fail three times to be executed or self-driven will be removed from the CTO organization.

This reward token enables the CTO to strengthen the build-out, promotion, and "battle" divisions, forming an effective Army; safeguard a healthy public-opinion space; and allow BROCCOLI enthusiasts to build a sustainable community free from fud, scams, and abuse.

Seven-Colored Whitepaper

A Tribute to DOGE's and SHIBARMY

After defeating the rakshasas and rescuing Sita, Rama and Sita gave gifts to every companion who had helped them. When it came to Hanuman—the Wind-God's son—he said he wanted nothing and needed nothing. To serve as Rama's loyal friend was reward enough; he was already deeply satisfied.

Is this a celebrity coin? No! It is saying no to celebrity coins.
There will be no pre-allocation before, at or after launch.
Like everyone else, the developer can only get awarded through his labor for BROCCOLI.

It is meant to be a mockery of celebrity coins。
I, Wu Yan @BTCWuYan, relinquishes the opportunity to release a celebrity coin of his own in future.
As a display of disdain against any private entities that hold on to 80% of their initial supply, Wu Yan will hold own none of it at launch. All of the tokens will be contributed to the community and liquidity pool.

Transactional tax：
1% will be contributed to the liquidity pool of BROCCOLI.
1% will be used to burn BROCCOLI。

The way in which labor is recognized can be discussed and changed through community meetings on a quarterly basis.
The CTO team is able to adjust the amount by ±10% every month, in order to better respond to the market situations.

When BROCCOLI's market cap reaches 51.6 billion, the transactional tax on $WuYan will be removed.

Seven-Colored Whitepaper

Paying Tribute to Bitcoin

POL – Proof of Labor.
It is meant as a joke with zero intrinsic value to begin with.
The subsequent value is then determined by everyone else – like every celebrity coin
out there.
Since I am the one who conceptualized it, I suppose there won't be strong objections
if I use my own name for it right? 😂

Once $WuYan has tipped people for their labor 24,750 times, the amount tipped will be halved to 500,000 tokens.
After tipping another 12,375 times, the amount will once again be halved to become 250,000 tokens, and so on.
This continues and the act of tipping people for labor can continue for many years to come.
Note: The above halving mechanism is inspired by BTC.

To reiterate, for a start, there is no intrinsic value to the tips awarded.
Whether it has any value subsequently will depend on everyone else.

☑ $ WuYan will firstly trace back to those who had contributed in the past and be awarded to them accordingly. It does not matter if they are still holding BROCCOLI.

Seven-Colored Whitepaper

Operational Cost and Budgeting

"Before the troops move, provisions must march first."
—Yang Wenruo, Ming Dynasty, "Memorial on Naval Affairs"

In the past, we often see the following lines in tokenomics:

"x% of the tokens will be allocated to provide financial support for our developers, administrators, and marketing team, enabling them to focus on the ecosystem full-time."

"We hope that talented individuals will continue to build a strong foundation for our ecosystem with their own time, money, and effort."

These days however, we don't really need developers due to launch pads. The reliance on ads have reduced as users are now part of the media and content creators. Similarly, by holding BROCCOLI and tipping of $WuYan through it's POL mechanism, there is no longer a need to pay for administrators and moderators.

The only things that'll still require monetary expenditure would be:

Charity projects and funds required for holding Global BROCCOLI Annual Conferences.
There are 2 ways of funding these:
1. Decided through BROCCOLI's DAO.
2. It can be funded using $WuYan through a poll within the CTO if option 1 is deemed to be too slow.

In all cases, the charity projects and annual conferences must generate enough attention and value-add to justify the investment.

Seven-Colored Whitepaper

Brother：＄BRO。

Pros：
①Easier to associate with BROCCOLI due to the alphabets used.
②Easier to promote/ publicize.

Cons：
①Lose the narrative of mocking celebrity tokens.
②A common name/ ticker, which makes it harder to be differentiated, especially when others launch it before we do. It'll be easier for me to declare legitimacy when the token has the same name as myself (WuYan) in real life.

Seven-Colored Whitepaper

Attention Economy

As a matter of fact, a CTO relies on its holders to work even when there isn't any rewards.
However, I am an exception as the amount I hold isn't a lot.
Are there any rewards for the work that I have done?
Yes, because I get to be involved in building.

In the future, it is going to be an attention economy that focuses on traffic generation.
I have come to know about DOGE, SHIB, and PEPE through their faces in their logos.
I know that BROCCOLI (in full capital letters) is the only version that uses the original "face" of CZ's dog right from the beginning. I strive to understand the values of CZ, He Yi, Vitalik, Justin Sun, various exchanges, holders, and traders. I avoid PvP just like I would avoid gambling. Holding a smaller amount has made it easier for me to hold longer and with a peace of mind while doing so.

I hope that narratives aren't used for scams, but for cultural development and output.
Not merely used to find an angle, but to build a comprehensive, multidimensional value system.

In the SHIB's ecosystem, the token truly known by people remains to be SHIB, while auxiliary tokens such as Leash and Bone, has deviated from its cultural core. orientation. Both Shibaswap and SHIB's mainnet upgrade have seen lacklustre adoption from users. Nevertheless, due to SHIB's robust publication channels, the token continues to see an increase in holders count. It's a pity that they had lost their spiritual leader Ryoshi, a pioneer who shall and will always be respected.

Therefore，we can surpass SHIB.

Seven-Colored Whitepaper

Meme Redeemer!

Can we surpass DOGE?
Elon Musk has a huge influence but that doesn't mean we don't have a fighting chance.

A more peaceful self-positioning：
A redeemer in the meme space.

We are not DOGE-Killer， we are **Meme Redeemer**。
We have experienced extreme PVP， and we are on a mission to rescue and pull the crypto community from the mire.

We too have an influential figure in CZ. Do not underestimate this "retiree".
The future is one of broad crypto adoption, and his influence will only continue to grow.

Most importantly, he is now independent of any political or religious interests, focusing his efforts solely on crypto adoption and education.

Seven-Colored Whitepaper

Ironclad rule: as technology advances, encryption becomes easier and decryption becomes harder.

The output of China's cultural enterprises accounts for 10.38% of China's GDP.
The output of America's cultural enterprises accounts for 25% of America's GDP. (median across multiple data sources)

We will transcend the borders of hundreds of countries. We are a human organization that is borderless.

Spiritual Leadership Tier: Visionaries, proverbial writers, people in positions of power, efficient organizers.

Core Governance Tier： Holders with same belief.

Content Creators Tier： Artists, writers, philosophers.

Hype Initiator Tier: Meme hobbyists and other trend starters that brings in short-term spurts of followers.

These four tiers work in a coordinated manner to ensure vitality within the community, generate focal nodes of interest, and sustain long-term belief.

Emerge from the bottom up, with most people voluntarily trusting and following.
Reference for part of the content: Perry.佩里 @PerryMemefi
☑️ https://x.com/PerryMemefi/status/1913710363176210666?t=VcxYk8xZf2zf3v5DxVlfcg&s=19

Seven-Colored Whitepaper

Review:
You only need to invest 1 USD,
To become a millionaire.

The global market cap of gold has reached 20 trillion USD.
The inflation rate in year 2025 ranges between 3.4% to 4.3%, with an average of 3.85%。
Applying the average inflation rate to gold, it will approach a total market cap of 50 trillion in 24 years (without catering for unexpected or black swan events)

BTC – The existing market cap of BTC is approximately 1.66 trillion USD.
There is a strong consensus for BTC to reach 1 million USD each. At that price, the market cap of BTC would be approximately 20 trillion USD.

Going forward, BTC is expected to reach a market cap of 50 trillion USD first. Assuming a BTC-dominance of 50%, the total crypto market cap would be approximately 100 trillion USD. By comparison, when SHIB hit a 52 billion USD market cap in October 2021, the global crypto market was 2.75 trillion USD. This meant that SHIB had a 1.84% share of the entire crypto market.

When the time comes and BROCCOLI has a 1% share of the entire crypto market, the target of having a market cap with four thousand separators will be achieved. It'll be $1,000,000,000,000. It can also be described as having added 6 zeroes to it's market cap.
In the event that our cultural output becomes fully "enterprise-grade" with real-world utility, BROCCOLI's share could even reach 10–25% of the global crypto market. An astonishing 7 zeroes will be added to the existing market cap if that happens.
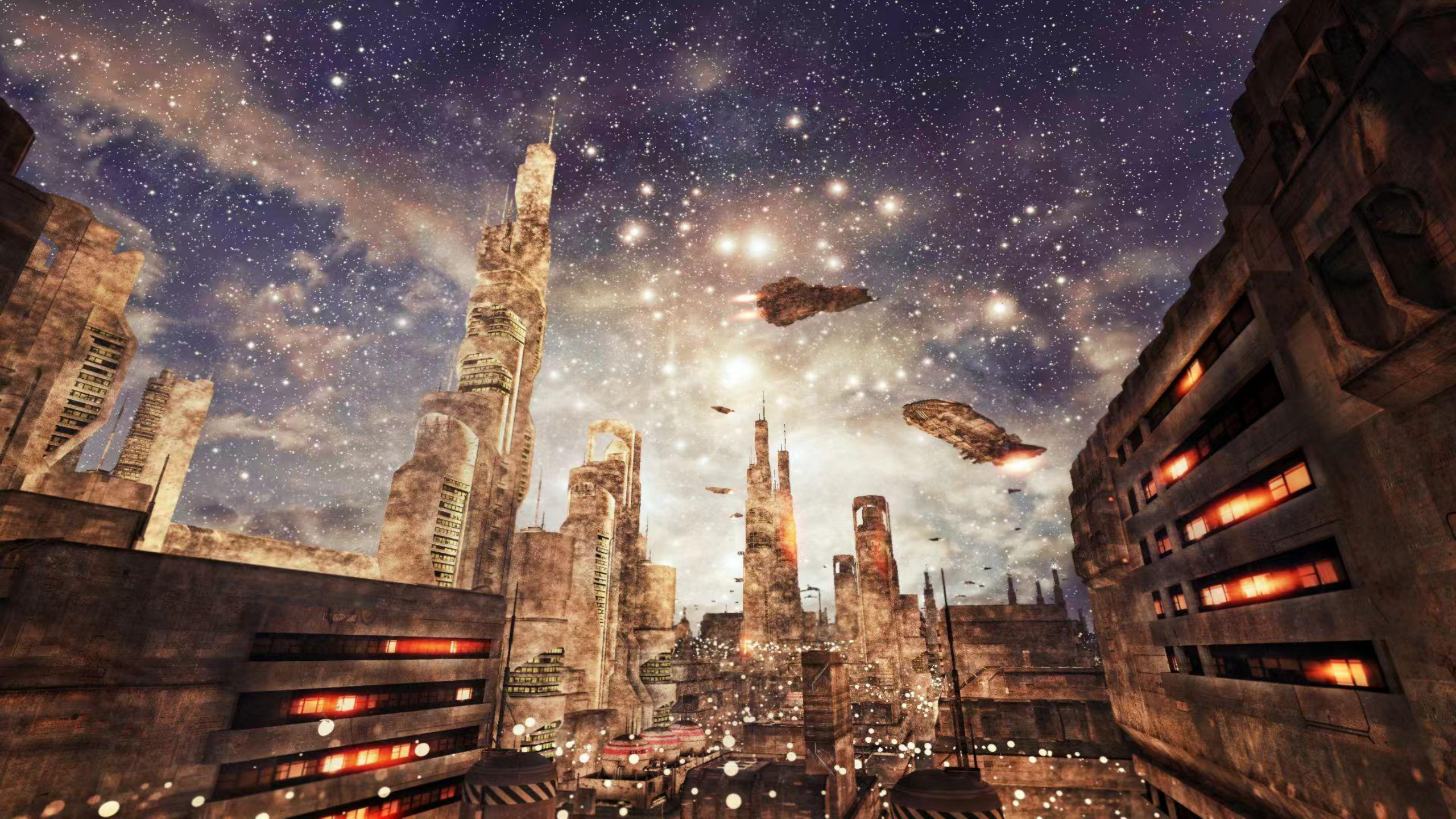
Seven-Colored Whitepaper

Meme Redeemer! Road Map

BROCCOLI bears the important mission of MBGA and creating our own metaverse.
We are committed to driving the BNBCHAIN community, NFTs, DeFi, GameFi, social networking, content distribution and other blockchain-related aspects forward.

☑ Doxxed developer @BenTodar bought 81% of the supply at launch, burnt all of it when the market cap was high (tens of millions) and creating an amazing bubble map distribution.
☑ Support from Flap (platform in which BROCCOLI was launched from).
☑ Listed on Binance Alpha, KuCoin and MexC.
☑ Maintained a high level of activeness which is shown by the dominating presence of members on X platform.
☑ Chains Card (debit card) which supports BROCCOLI is made available.
☑ Formation of the CTO team which includes the developer.
☑ DAO structure was built by @eth_cedric.
☑ Seven-colored Whitepaper by @BTCWuYan.
☑ Cultural-ecosystem innovation: POW (BROCCOLI) + POL (WuYan – auxiliary token with zero intrinsic value which aims to mock celebrity tokens)
☑ NFT: Reserved for metaverse, GameFi and social networking gateway.
When the concept (raised by CTO member @SempsunAI) to establish departments serving different functions is fulfilled, the official website can mint NFTs for core members of the F2B Army for free.
☑ BROCCOLI DAO will look to burn more tokens in its future proposals.
☑ Seek integration into more decentralized applications, DeFi protocols, and GameFi.
☑ Solidifying a high level of activeness with the strength of the F2B Army and achieving leadership roles on X and BNB Chain.
☑ Strive for deep integration with BNB Chain.
☑ Strife to achieve results on Binance.

There are hidden components of the road map that are not publicly disclosed. 😳

Seven-Colored Whitepaper

Meme Redeemer! Goals

Dememe - decentralized meme.
Industry evangelism, which begins from the act of tipping!
BROCCOLI bears the mission of MBGA.
Committed to driving the prosperity of the BNBCHAIN community, NFTs, DeFi, GameFi, social networking and content distribution forward.

Targets for market cap：
☑ Short-term target is 1 billion. (Half a year's time)
☑ Mid-term target is 51.6 billions. (An entire bull cycle)
☑ Long-term target is 1 trillion. (10 to 15 years)

Marketing slogan：
☑ To achieve a market cap with four thousands separators.
Alternatively, to add another 6 zeroes to the market cap.
(to induce small purchase amounts)

Target audience：
☑ Small retail buyers. (For those who are new to the crypto space, we can simply send some to them as gifts if they hesitant about buying).
☑ Large, long-term holders. Examples include long-term BTC holders, wealthy people with busy schedules, celebrities, entrepreneurs and politicians.

Seven-Colored Whitepaper

End Notes

Important Risk Warning: Having no money is absolutely unacceptable, but money isn't everything.

This is a dynamic document, and the information herein was current at the time of publication.

Please note that nothing in this document constitutes investment advice, financial advice, trading advice, or any other form of advice. Therefore, you should not treat it as such.

The BROCCOLI CTO team recommends that you conduct your own due diligence and consult your financial advisor before making any investment decisions.

By purchasing any BROCCOLI product, you agree that you are not buying a security or making an investment, and you release the CTO team from any liability for any losses or expenses you may incur. You also agree that the product provided by the team is on an "as-is" basis, without any support or services. You should not expect any assistance from the BROCCOLI cultural system or its CTO team, unless they voluntarily offer it on a personal basis

Although BROCCOLI is a community-driven DAO cultural system rather than a registered digital currency, the team strongly advises citizens of jurisdictions where cryptocurrencies are prohibited not to purchase it, as the team cannot guarantee compliance with your local laws. Before making any purchase, be sure you are in full compliance with your local regulations.

Author：
X：赢无烟 @BTCWuYan
QQ：112758（same as WeChat）
Translation：@Hamsuplo81
Aesthetics：BTCTDL (WeChat)
Date：3 April 2025

Not Part of Whitepaper

	Total wallet addresses			Accounts for one millionth of the total			Invalid address Less than one billionth of the total		
Date \ Project	F2B	714	F3B	F2B (>=184.6)	714 (>=1000)	F3B (>=1000)	F2B (<0.18)	714 (<1)	F3B (<1)
15-Mar	13818	39053	13811	4312	7021	4395	7029	17607	6160
23-Apr	13904	43793	18001	3350	4683	2458	7670	24093	11262
Increment	86	4740	4190	-962	-2338	-1937	641	6486	5102

I have already split my holdings over 10 wallets. We can achieve 10k wallets if every does the same. I'll split another 10 later and another 20 tomorrow. Let's all take action

Our whales have it all planned to prevent losing. If you have noticed, their top 10 holdings have already exceeded 10% of their (F2B) supply. These holdings actually belong to our whales and we will start dumping 30mins before the tally. They won't be able to withstand it.

Two methods to manipulate holders distribution:
☑ Sending very small amounts to multiple addresses (aka fake addresses).
☑ Asking holders to split their holdings over a few wallets.

Wallet distribution analysis over two time frames:
☑ 14 Feb to 15 March 2025 (Spans across BNB Chain's $4.4M Liquidity Pool Support Program for Top Memecoins)
☑ 15 March to 23 Apriol 2025 (Spans across the vote-to-list program by Binance)

Distribution of wallets holding more than one millionth of total supply (defined as "real wallets" in this scenario) over time:

☑ On 15 March 2025, 714 ranks 1st, F3B ranks 2nd and F2B ranks 3rd.

To the far right of this page, are two screenshots where 714 called for their holders to split their holdings over 10 wallets. Here in F2B, we have rejected suggestions that call for creation of fake addresses or splitting our holdings, in order to avoid unreal representation.

☑ Total Address count between 15 March to 23 April 2025:
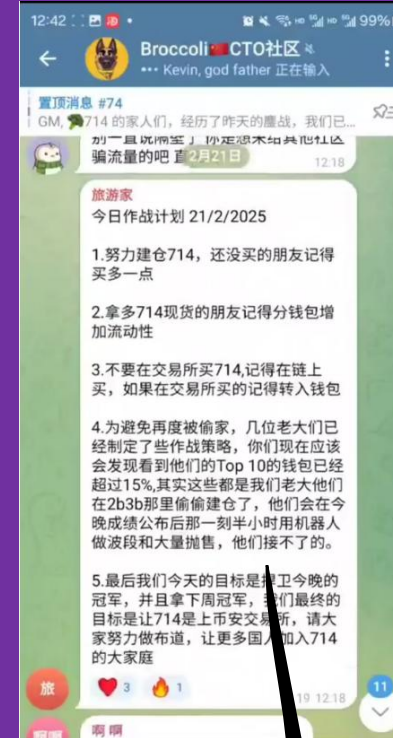F2B is stable, 714 increased a lot by 4740, F3B increased a lot by 4190.

Real address count:
All decreased, with 714 decreasing by 2,338 and F3B decreasing by 1,937.

Fake address count:
714 has 6,486 while F3B has 5,102.

In conclusion: Through our analyses, we found out that addresses which hold more than one millionth of total supply has decreased for most projects, since 23 April 2025. Among the projects analyzed, those which are community driven suffer smaller decrease in their market caps while those which are primarily capital-driven has fallen by much more.
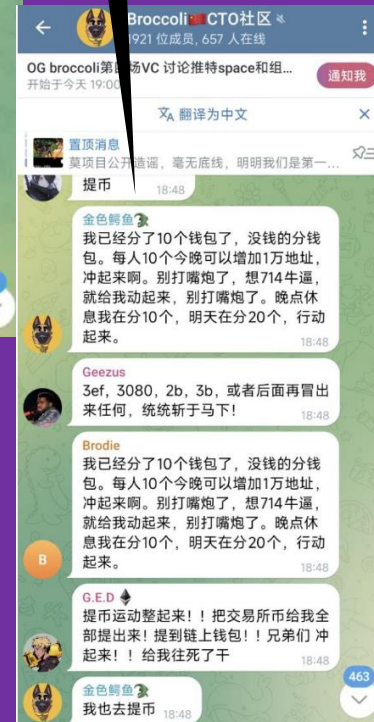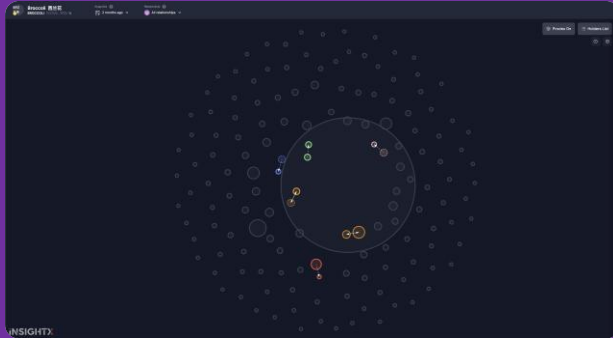
Announcing event rewards turns into a freebie farming exercise for capital

☑ F2B ranking for real addresses has climbed to 2nd, and this happened when it has the worst alpha.

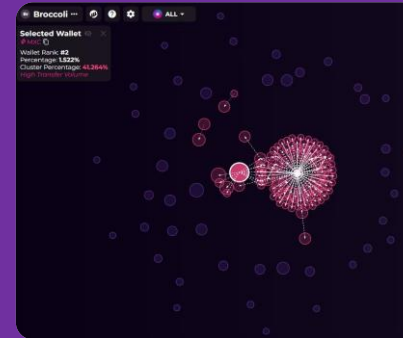# Not Part of Whitepaper

Bubble Maps and Complaint Reports

F2B bubble map.

F3B bubble map.

714 bubble map.

☑F2B's creator bundled purchase 81% of the supply (to prevent snipers) and burnt all of it at a relatively high market cap, resulting in a fairly distributed bubble map.

☑Ever since we got robbed of the winning position on the 2nd day of BNB Chain's $4.4M Liquidity Pool Support Program, F2B's price had been on a downward trend. Regardless, F2B's community remains the most active on X platform out of all 3 Broccolis.

☑The liquidity pool of F2B remains stable. As of current, it remains bigger than most other tokens out there by approximately 3 to 5 times on a proportionate (to market cap) basis.

☑In the latter half of April 2025, 714 has targeted and attacked F3B's manipulation of its charts on X. F2B didn't participate but instead focused on strengthening its inner core.

The disputes between 714 and F3B: 👇
☑https://x.com/Yes_X_/status/1914605114708676632?t=lQqfccH4t5chhxl2JTJNIA&s=19
☑https://x.com/rain_nevermore/status/1914594351038288377?s=19

Not Part of Whitepaper

Bubble Maps and Complaint Reports

On the 2ⁿᵈ day of BNB Chain's $4.4M Liquidity Pool Support Program for Top Memecoins, F2B's winner spot was renounced unfairly.
F2B members have indisputable evidence and logic-chain regarding this matter.

All three complaint reports were submitted to audit@binance.com on March 28, the day it was announced that 714 will enter Binance's Spot Listing despite being ranked 5ᵗʰ on Binance' vote-to-list event.
Worse, 4 projects were chosen for spot listing from the event when the official announcement mentioned that only two.

There are four logical contradictions in the explanation given:
① The theory of a possible 5-minute delay and the claim that updates must occur every 5 minutes are used interchangeably, which creates a conflict.
② Even the last 24hr percentage change (computed every second based on running data 24 hours ago) must align with the ini_price_change (computed based on time data captured at the start of the competition) at the point of snapshot (end of event for the day), yet a mismatched data delayed by 1 minute and 20 seconds was used for explanation.
③ Even if we accept the fallacy of alternating between delay theory and periodic update theory, both the data at 00:00:00, and the data 1 minute and 20 seconds after the end, fall within the "last 5 minutes" range. That's because, based on the delay theory, the 00:00 data could only be generated at 4mins 59s before the end—since 5mins before the end would correspond to a different data point. Under the logic of "updates every 5 minutes", there should not be two different data points within the last 5 minutes. According to @BNBCHAINZH's (Chinese) explanation, the data from 7min 55s before the end actually belongs to the "10 minutes before the end" slot and therefore, the logic of 10–5–0 time points is valid. There should not be two data points during the final countdown from 4:59 to 00:00—but this fallacy somehow produces two.
④ Tick marks would always be equivalent to intervals + 1. Regardless of delay, there should be a tick mark which indicates the result as at match point, instead of having to refer to interval that's in-between.

Below are the links for both Chinese and English versions of the 3 reports lodged, as well as information on manipulation by rival projects. There are a total of 8 links:
☑ Official website (All links and info can be found here) : https://broccolibnb.org/2025/04/29/report-the-bnbchain-related-operations-for-misleading-values-and-language-logic/
☑ Reserved links are as below (effective only for approximately 1 to 2 months as of time of writing)

☑ Report BNBCHAIN's Personnel (who's in charge of score-keeping and reporting) for misrepresentation (Chinese): https://qr1.be/SVGK
☑ Report BNBChain-related operations for using misleading values and language logic (Chinese): https://qr1.be/PNO4
☑ Whistleblower Report (Chinese): https://qr1.be/NPAR
☑ Report BNBCHAIN's Personnel (who's in charge of score-keeping and reporting) for misrepresentation (English): https://qr1.be/RTW0
☑ Report BNBChain-related operations for using misleading values and language logic (English): https://qr1.be/VJS1
☑ Whistleblower Report (English): https://qr1.be/HUTR

From the beginning of BNB Chain's $4.4M Liquidity Pool Support Program and all the way till March, we have gathered a lot of information on wallets that have been used to actively dump on F2B. Their purpose for doing so is to suppress any form of price increase due to good news, and to hasten and amplify the price decrease, even at the expense of buy-high-sell-low and incurring losses in the process.
☑ Suspected wallets that have used by 714 to conduct malicious sell-off (dumping): https://qr1.be/0391
☑ Video recording of Telegram chat showing their plan to conduct malicious sell-off (dumping) on F2B and F3B: https://qr1.be/9GJH

Not Part of Whitepaper

25 April 2025
Retrieved a screenshot of a complain letter that was sent at 3:59am on 28
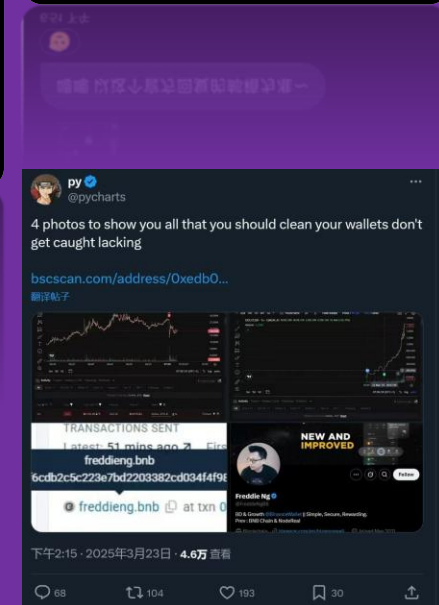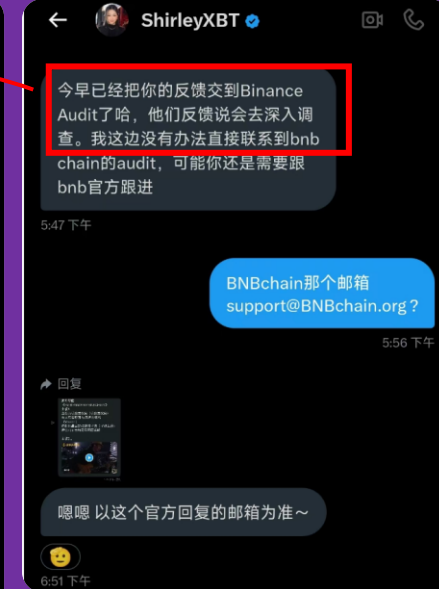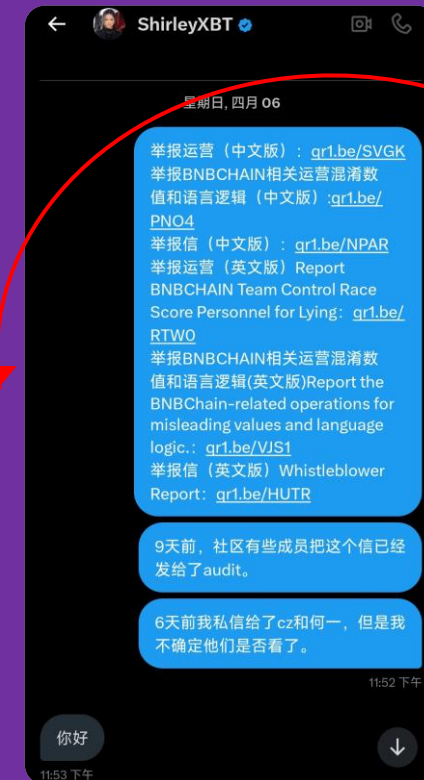
The same letter was sent to CZ and He Yi via direct messages on X platform 6 days later. It wasn't read, which is understandable as they are probably flooded with private messages.

6 April 2025
Sent to staff of Binance.

7 April 2025
Received a reply saying that **Binance Audit would investigate it thoroughly.**

F2B's attitude has always been to lodge complaints through proper channels provided by Binance's top management.
☑ Link to lodging complaint reports by He Yi:
audit@binance.com
https://x.com/heyibinance/status/1754579225967726810?t=NKRtS3LGqUhCTx_PhejpDw&s=19

☑ A case study involving UUU incident. The reported staff works on Binance Wallet and was working for BNB chain previously.
https://x.com/binancezh/status/1904356887765917700?t=aVOH2cl4_qyB6qLng3gHzw&s=19
Part of the content 👇

We have also noticed that some of the reported information was publicly released through the X platform. We are deeply grateful for this, but in order to protect the rights of the whistleblower, this reward is only for valid reports submitted through the official channel (audit@binance.com). We also recommend that if you have any clues in the future, please be sure to submit them through the official channel.

Making complaints through posting and spreading online is not encouraged.
https://x.com/pycharts/status/1903692054716416011?t=wVJnhYvzLDHSZe6gJevSeQ&s=19

Not Part of Whitepaper

Handled Matters with Moderation

28 March 2025
A chain of events caused me to raise my guard. Just conjectures at this point:

10:58am
Received an open reply from 九九cain @cain_bnb, requesting for evidence.

11:25am
I replied by asking "to whom should I send evidences to?", but I didn't get a reply (openly) in response.

12:17pm
BNBCHAIN华语 (Chinese) @BNBCHAINZH sent me a direct message (privately), which I didn't manage to read immediately.

Later on in the afternoon, I found out that audit@binance.com has already received the complaint report earlier.

It was only then that I saw the direct message (reply) from BNB Chain. Therefore, I didn't respond to it.

I had my doubts on what was communicated to me because:
If He Yi@ heyibinance could share the proper channel (mailbox) for lodging complaints openly, then why did BNBCHAIN have to send me a message in private.

Not Part of Whitepaper

Forget about PVP and Stay Healthy

It shouldn't be that people only participate during arguments and disputes, but become inactive when it comes to building.

F2B's switch to focusing on ourselves and on building signifies the start of something remarkable.

It is a pleasure to see that we are now able to resist getting into disputes and other temptations, and continue walking on the right path.
☑ https://x.com/BTCWuYan/status/1914908700822921295?t=cbuAdgbBKaf2veaayWXzcw&s=19