

ZADA

WWW.ZADAUNIVERSE.COM



© 2021 ZADA. ALL RIGHTS RESERVED

TABLE OF CONTENTS

1	2	3	4	5
Introduction	Problem	Solution	The Hybrid Portfolio Builder (HPB)	ZADA Token
p. 03	p. 05	p. 06	p. 07	p. 08

6	7	8	9	10
The Last Man Standing Wallet (LMS)	An Airdrop	The Chain	Roadmap	Wave of the Future
p. 09	p. 11	p. 12	p. 13	p. 16

11	12	13
Support Program	The Team	Join Us
p. 17	p. 18	p. 19

HISTORY OF ZADA

ZADA EMBODIES THE MENTALITY OF PROTECTING YOUR OWN, LEADING BY EXAMPLE AND LOYALTY TO THOSE WITHIN THE PACK. THE TEAM IS EVER EVOLVING, EVER IMPROVING, AND FOREVER ACHIEVING.

A chance meeting of experienced crypto investors from different backgrounds discussing another project that never came to pass, provided an opportunity for Marketing Execs, Illustrators, Influencers, Developers, UI / UX Designers to form something special.

The odds of a random telegram voice chat bringing together such a dynamic group is slim, but when we realized our goals and ethical stances were aligned, we took it upon fate to begin.

AFTER MUCH DISCUSSION AND COFFEE FUELLING US INTO THE EARLY HOURS OF SEVERAL DIFFERENT TIME ZONES...

THE ZADA UNIVERSE WAS BORN.

Not content with a token simply offering generous rewards, we decided to push the structure of crypto to the point where the impetus was on the investor.

Making sure that the investor has a safe space to achieve record breaking gains within a community that supports that growth became our number one focus.

ZADA is the brainchild to a group of likeminded people who came together to build a product that expands and evolves with time. The team's illustrator saw the vision and created the imagery for "Series 1", mindful of both "Series 2" and 3. With this long-term trajectory in focus the 3D illustrations were designed to make a smooth foray into the NFT market and beyond.

THE ZADA UNIVERSE IS UPON US.

This token births a new ecosystem giving our investors the chance to build an entire portfolio of new coins and tokens from one buy.

Researching projects, developers and tokenomics is a time-consuming task which holds no guarantee with your investment in cryptocurrency.

AS SEASONED CRYPTO INVESTORS OURSELVES WE DECIDED TO RESOLVE THIS IN THE MOST EFFICIENT MANNER BY GIVING A TOKEN AND ECO SYSTEM THAT AUTOMATICALLY DOES THIS ON YOUR BEHALF.



ZADA is a fully doxed USA/UK based team of developers that have one intention -

**GIVING THE
POWER BACK TO
THE INVESTOR.**

Coupled with our relentless and consistent multi-faceted reward systems, we provided a reason for our holders to remain through many new incentives and a constant marketing campaign. ZADA is a chance to change things.

PROBLEM

FINDING AN ESTABLISHED CRYPTOCURRENCY THAT PROVIDES INVESTORS WITH A HANDSOME ROI IN THE SHORT AND LONG TERM, SOUNDS LIKE AN EASY TASK BUT THE REALITY IS MANY HAVE GROWN WEARY OF CRYPTO AND BLOCKCHAIN IN GENERAL.

Recently the space has become saturated with developers lacking either the knowledge, the experience and in some more severe cases the morality to grow a project and let it reach its full potential.

This space has some of the most forward thinking minds but without structure, intent and the technical nous, we will continue down a path of "taking risk" with very little guarantee.

**AT ZADA
BUILDING FOR
THE FUTURE
REQUIRES
MORE.**



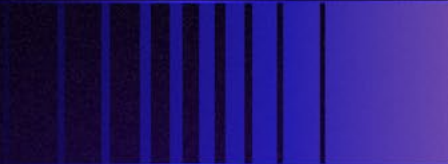
SOLUTION

WITH DIRECT KNOWLEDGE AND EXPERIENCE WE CAN TRULY GRASP AND ADDRESS THE ISSUES THAT THE EVERYDAY INVESTOR IS FACED WITH.



ZADA is a culmination of just that, experienced developers, project managers, illustrators, branding experts and even marketing gurus. This team is well equipped to solve the problem. With a common love for blockchain and its potential we strive to break barriers and push beyond limitations.

IT'S WITH THIS MINDSET THAT ZADA WAS CREATED.



We aim to cover all the gaps that are commonly exposed and exploited in crypto.

BUT HOW?

In the short-term assuring our investors a very healthy ROI while rewarding holders with tokens and coins that are outperforming all the others in the blockchain. Using the ZADA universe is an opportunity to build a portfolio of merit : in a secure place with structure and the constant intention to scale and evolve.

Longevity is the real aspiration here and our investors are invited to grow with us - the incentives, transparency, and communication we intend to provide is a culmination of years in blockchain, finance and development.

THE HYBRID PORTFOLIO BUILDER (HPB)

AN ECOSYSTEM IS BORN

The hybrid portfolio builder is an ecosystem for the investor by the investor.

It's a trilogy of tokens that has no incentive to stop and no inclination to end with just tokens.

The depth of its potential can only be realized with a culture of stability, transparency, and growth.



THIS ETHOS IS WHAT FUELS THE SYSTEM
AND ITS CONTINUATION...

ZADA TOKEN

A NEW TOKEN IN THE MARKET FROM A REPUTABLE US/UK TEAM KNOWN FOR PROACTIVE AND MEASURED THINKING IN ALL THEIR IDEAS. THE ATTRIBUTES OF THE TOKEN ARE TESTAMENT TO THIS

As the first release in the ecosystem we decided to align it with one of the strongest and most promising blue chip crypto currencies on the market in Cardano.

This is within a hyper reflection structure.

Every buy and sell of ZADA incurs a 10 percent tax which converts into Cardano and is redistributed to ZADA holders who hold a minimum of 2 million ZADA tokens, the more volume we receive, the faster you obtain your rewards... but one eventuality remains - once you buy ZADA you will be rewarded in Cardano.

THE MORE
ZADA
YOU OWN

THE MORE
CARDANO
YOU OWN

BUT THIS MODEL IS NOT NEW TO THE SPACE – EVEN AS WE OFFER MUCH HIGHER THAN THE STANDARD, WE DECIDED TO PUSH THINGS FURTHER...

THE LAST MAN STANDING WALLET (LMS)



Holding in a token nowadays is a novel thought for many. We've all heard the famous quotes, "When Lambo, Gonna Moon, Chasing The Bag, and 100x Gem". All quotes we love but what's next?

**'THE LMS IS THE
COUNTER CULTURE
TO THE CONSTANT
MOVING AROUND
IN CRYPTO'**

**An unstable method in a space
calling out for stability.**

The LMS is the counter culture for the constant moving around in crypto.

While all ZADA holders receive their hourly rewards this is a chance to receive a lot more on top.

THE LAST MAN STANDING WALLET (LMS)

For 7 days 2% of every buy and sell of ZADA will continue to build and convert into Cardano, at the end of the 7 day period

that entire week of culminated tax will be released jackpot style to holders who remained for that period.

**WHETHER IT'S 100 PEOPLE
SHARING \$500,000 WORTH OF
CARDANO OR 1 PERSON HAVING
THE ENTIRE POT TO THEMSELVES**

— THE POSSIBILITY OF A REAL WINDFALL ON TOP OF YOUR HOURLY REWARDS IS WHERE WE REALLY SEE A CHANCE FOR EXPANSION.

AN AIRDROP

Our eco system is an evolving cube of opportunity that gives our investors multiple ways to maximize the HPB, but it also encourages a long term plan of growth for the community.

THERE WILL BE AN OPPORTUNITY FOR LOYAL HOLDERS WHO QUALIFY AND REMAIN IN THE LAST MAN STANDING WALLET TO RECEIVE AN AIRDROP INTO OUR SERIES 2 COIN.

Series 2 will offer reflections in another blue-chip cryptocurrency, but with series 2 your hourly reflection and LMS will be in Solana.

By buying into ZADA you can receive 4 different coins and tokens – 2 of which are Stalwarts in the future of blockchain: Cardano and TBA, the other two being ZADA and our series 2 token yet to be announced.

THE REFLECTIONS IN ALL OUR SERIES WILL HOLD THE SAME TRAITS – HOURLY REWARDS, THE LMS AND BEYOND

THE CHAIN

A trilogy of coins is a great way to keep a continuation of familiarity in crypto, buying coins from the same developers, same team of people you've grown to know and trust, in such a relentless space is a premium.

But as humans what's new in crypto always brings a certain level of intrigue to the investor, ZADA was cool but series 2?! Series 3?! What's new will always sway attention.

THE TEAM AIRED THIS CONCERN WITH THE ECOSYSTEM AND DECIDED IT NEEDED A SUPPORT STRUCTURE THAT WOULD MEAN NO HOLDER IN THE SERIES IS LEFT BEHIND.

WE FOUND A WAY TO BE CURRENT AND LONG LASTING.

WITH THIS THOUGHT PROCESS WE BRING YOU THE CHAIN

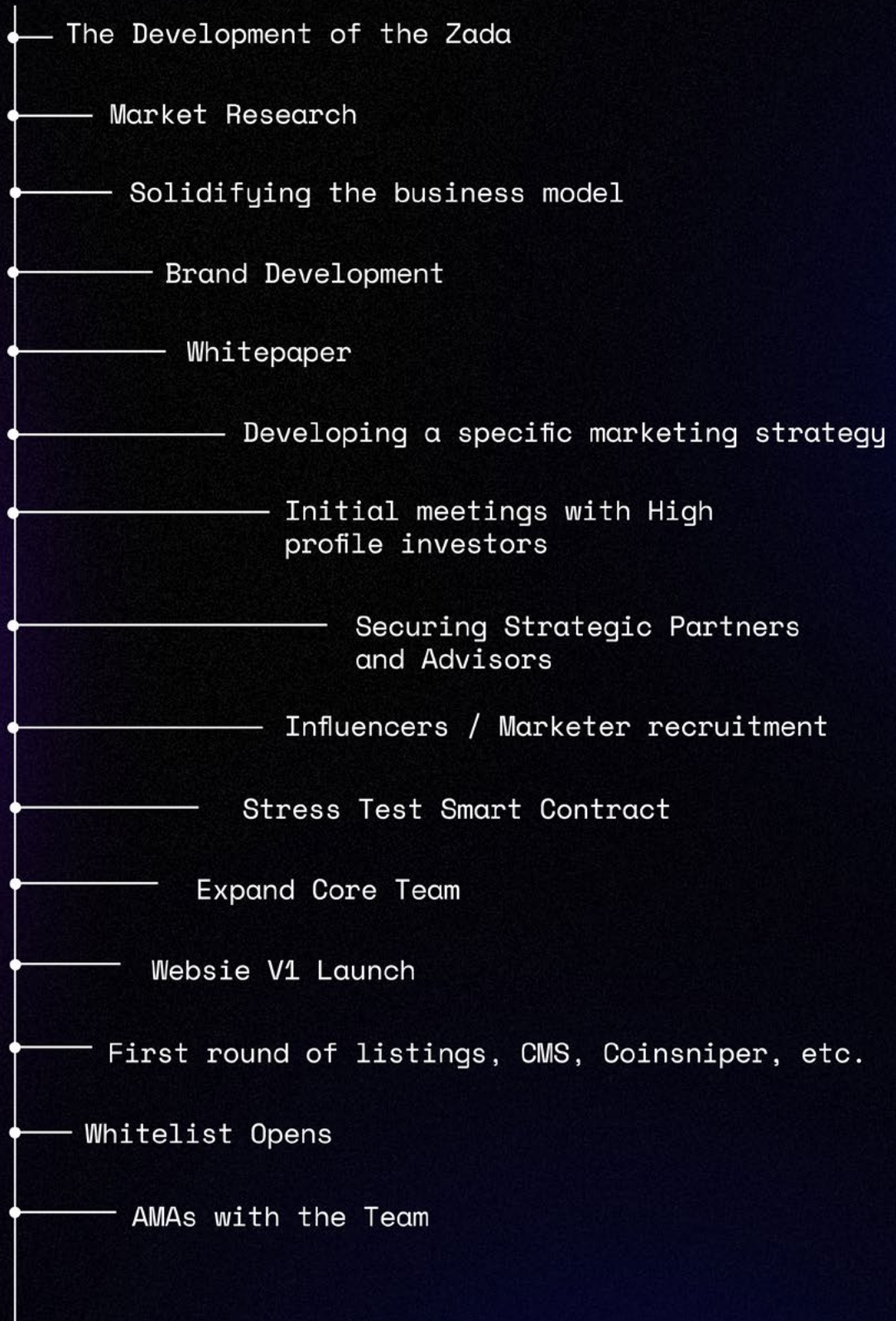
Once series 2 launches this will activate the chain protocol, every buy of the series 2 token will initiate a buyback and burn of series 1 ZADA thus constantly supporting the chart and making the token itself more valuable.

This ensures that even with the initial and continuing buzz of the 'new' token in the series, series 1 is not forgotten and will continue to thrive.

ROADMAP

An ecosystem that supports, sustains, and builds

PHASE 1: INCEPTION



ROADMAP

An ecosystem that supports, sustains, and builds

PHASE 2: PROGRESSION

- Pre-launch marketing campaign
- Visual promotions release
- Multi lingual video presentation
- Multi platform visual marketing
- Presale
- Public launch on Pancakeswap
- Second round of listing - CMC, Coingecko, Etc.
- Certik Audit
- Core Team AMA
- Full Influencer Strategy Fulfillment
- Second wave of across platform marketing
- Investors of ZADA "E-meet-up"
- Financial press releases
- Commencement of Youtube / Google ads marketing
- Expansion of influencer and content creator base

ROADMAP

An ecosystem that supports, sustains, and builds

PHASE 3: ELEVATION

- Transition to series 2 in the HPB™
- Negotiations with tier 1 CEX'S
- Core team expansion
- The Chain commences - Buy Back and Burn
- Twitch / Discord expansion
- Website v2
- First live investors event in vegas 'ZADA Con'
- Implement new marketing and influencer strategies scaled to global market
- AMA with NFT Developers and core team regarding pending NFT release
- Youtube interview with core team
- Live Twitch/ Discord reveal of NFT Launch

WAVE OF THE FUTURE 'NFT'S'

The one of a kind asset that has taken the industry by storm is only growing. The hype is here to stay and it isn't going anywhere. From all the media reports, podcasts and mainstream support it's only going to continue. When we created ZADA's

eco system we made a conscious decision to not only provide our investors with an opportunity to earn in new and exciting ways but to give our investors a chance to enter markets they wouldn't usually be aware of if not through ZADA.

THE OPPORTUNITIES FOR OUR INVESTORS ARE ENDLESS AND THAT INCLUDES THE NFT MARKET.

Our discussions with some of the most heralded artist and illustrators in the NFT space was not only regarding the design and narrative but how we can assure our investors are prioritized and given the best opportunity to access what will be some of the most exclusive and collectable pieces of art in the NFT space.

ZADA IS LIMITLESS REGARDING OPPORTUNITIES BOTH WITHIN CRYPTO AND THE NFT MARKET.

The approach we will take is the same meticulous approach we took with the zada universe and the pending well thought out ecosystem.

**THE MOTTO IS STILL THE SAME
'THE RIGHT PEOPLE, AT THE
RIGHT TIME, WITH THE
RIGHT INTENTIONS!'**

TEAM EXPANSION

Blockchain has a wonderful way of bringing some of the world's most talented and innovative people together.

THE ZADA TEAM ITSELF MET UNDER UNUSUAL CIRCUMSTANCES AND WERE ABLE TO SCALE AND BUILD WITH THE ECLECTIC MIX OF SKILL SETS FOUND AMONGST THE TEAM.

Our plan for the ecosystem encourages self-reliance and an opportunity for investors to grow, both economically and professionally. We now have a Human Resources manager who has a keen eye for talent and is always looking for the next person to join the team and develop themselves in a space and environment that encourages creativity. Whether a budding artist, 3d illustrator, marketing whizz or front end developer, ZADA would love to hear from you and see where this journey takes us.



THE TEAM

As the team grows, we will continue to carry the same work ethic and ethos we have throughout this campaign, but the core team will always be where it began...

“AN IDEA IS ONLY AS STRONG AS THE PEOPLE BEHIND IT”



KYLE
PROJECT
MANAGER

With years of experience scaling innovative projects, he has mobilized teams towards a clear and concise vision. His attention to detail has given projects the boost needed to create recognizable brands that stand out amongst the crowd, while combining cutting-edge marketing strategies.



CHASE
PROJECT
DEVELOPMENT &
SOCIAL MEDIA

A prodigy of the content creation and social media space, Chase has forged strong ties to large scale operations through his foresight and ability to scale small ideas into projects with longevity - this has seen him gain a notable position in this space.



ALLEN
STRATEGY
DIRECTOR

A seasoned director of branding campaigns spanning various industries, his ability to send a strong message with or without words has provided a visual strategy which has not only turned heads but provided a foundation to further push the possibilities of blockchain.



BUDDY
MARKETING
DIRECTOR

A renowned and well-respected strategist in the crypto space, Buddy has through years of experience and knowledge aligned himself with some of the biggest projects of the past few years. A strong detail for marketing strategy directly within blockchain has seen his reputation go from strong to stronger.



MARK
LISTINGS AND
PARTNERSHIPS
DIRECTOR

More than 15 years in start ups and blockchain has seen Mark bring with him a network of crypto media, marketing agencies, private investors, and experts of the field. Bridging the gap between ideas and fully cohesive projects is where he thrives.

SOCIALS

TELEGRAM



TWITTER



INSTAGRAM



REDDIT



ZADAUNIVERSE.COM

DISCLAIMER

The content of this whitepaper is provided for information purposes only and shall not in any way constitute investment advice or investment recommendation in any product discussed.

Buy at your own risk.

It is strongly recommended that you seek professional investment advice before making any investment decision.

Any investment decision that you make should be based on an assessment of your risks in consultation with your investment adviser