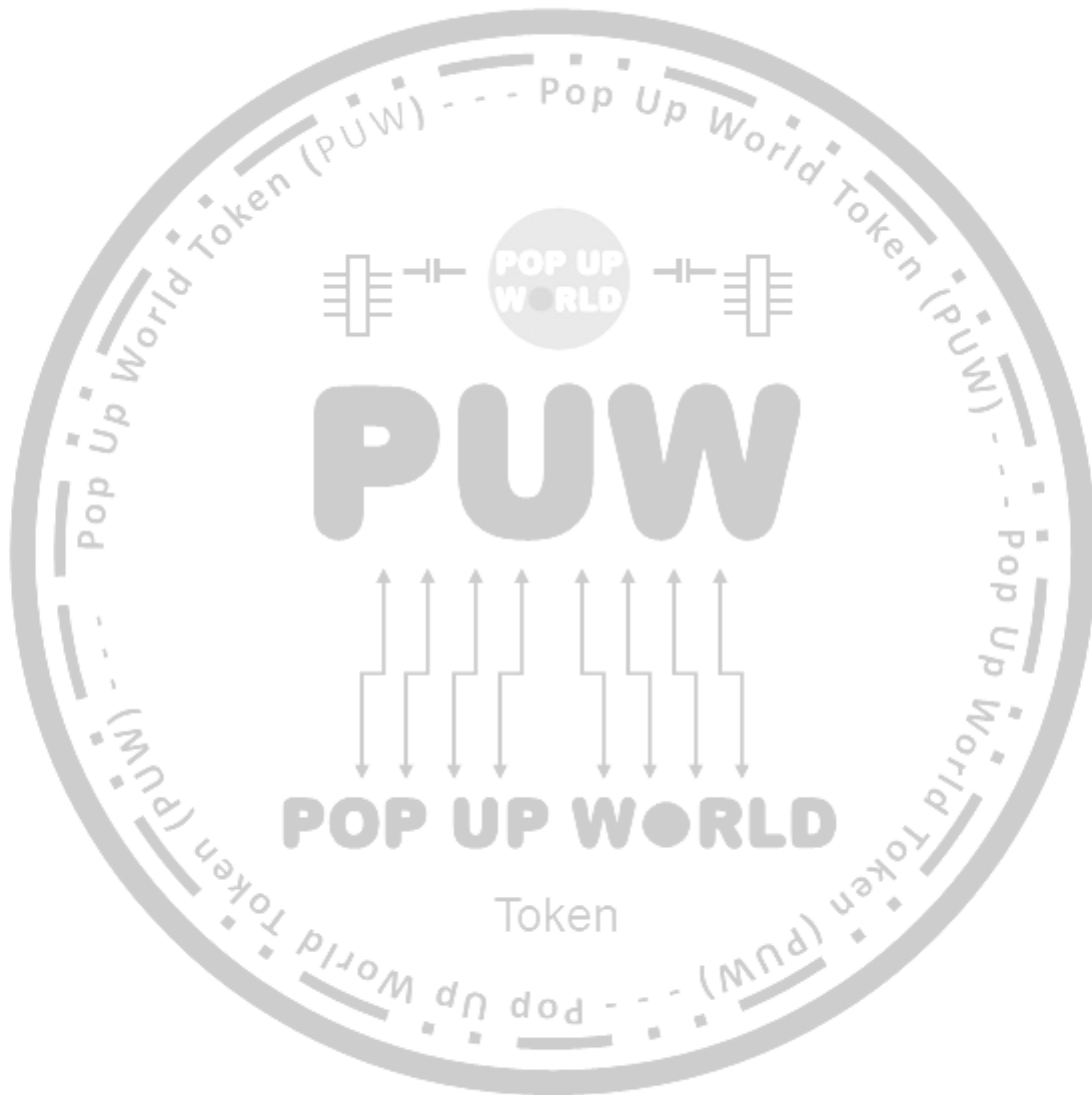


# POP UP WORLD TOKEN

2021

(PUW) Asset Name PopUpWorld (506f705570576f726c64)

AUTHOR: G.JULES





## POP UP WORLD TOKEN – (PUW) – WHITEPAPER



### THE PROBLEM - WHY POP UP WORLD?

Pop Up World has an existing worldwide eco-system of start-ups and small businesses that are looking for funding or are looking to expand. ([www.popupworld.co.uk](http://www.popupworld.co.uk)). At the time of writing (Q4 2021), there are over 13,000 start-ups on our list. It is estimated that each year 305 million start-ups come into existence (GettoGrowth).

The problem is, out of all start-ups launched, less than 1% ever receive external funding to realise their dreams. For ethnic minority founders, the figures are even lower, with less than 1%, of those 1% of founders finding success. We launched Pop Up World and (PUW) to address these important issues. Services like our Investor Connector aims to connect start-ups with VCs and Angel Investors but we need to do more.

### THE MISSION

The revolution in blockchain and cryptocurrency technology could be a game-changer for entrepreneurs looking to launch a start-up. Can you imagine a world where the barriers to entry were removed and any viable start-up could access information, services and funds to build their project? That world is 'Pop Up World'.

Our mission is to make that vision a reality!

### BACKGROUND

The **PopUpWorld** token is built on the Cardano cryptocurrency blockchain. Pop Up World is a digital platform launched in 2020 that helps start-ups and small businesses “reach for the stars”. The platform intends to make the whole start-up process easier and more efficient both for newbie entrepreneurs and seasoned ones alike. The **PopUpWorld Token (PUW)** is given as a reward for activity on the platform.

Users can swap their tokens in exchange for services or to help fund their start-up.

## **WHY BUILD ON CARDANO?**

Cardano is a cryptocurrency project that was launched in 2015 in a bid to redraft the process through which cryptocurrencies are produced and developed.

The project was founded by ex-Ethereum co-founder Charles Hoskinson. The idea was to create a better, more conducive ecosystem in the cryptocurrency world. Cardano offers a comprehensive roadmap, a collection of thorough design principles, engineering best practices and avenues for exploration that better accounts for the needs of its users. With governance and scalability at its core, plus lower gas fees for its users we decided that Cardano offered the best opportunity moving forward.

Of course, this does come with some risk. At the time of writing, Cardano offers no decentralised exchanges to allow users to trade native tokens. However, since the launch of smart contracts earlier this year (Sep 2021) we would expect that issue to be resolved soon.

With Cardano currently resting as the third biggest cryptocurrency in the world aside from Bitcoin and Ethereum, we are confident the future is very bright on Cardano.

## **WHO ARE WE?**

Pop Up World and the PopUpWorld Token were founded by entrepreneur, author and Business Law graduate, Graham Jules. Jules has over 15 years of experience in business development and legal. He famously won a trade mark dispute against the multi-billion-dollar media company, Marvel & DC Entertainments over the title of his start-up book, Business Zero to Superhero. <http://www.thetimes.co.uk/article/5260273c-21bd-11e6-840f-4c4661f34181>

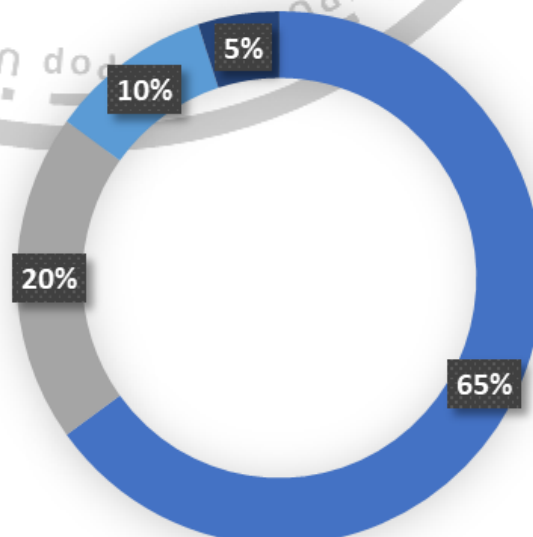
Pop Up World is based in London, United Kingdom.

## **THE TOKEN SUPPLY**

There are a total of **77.7 billion PopUpWorld (PUW)** tokens minted.

## **TOKENOMICS**

- 65% - Users and Community**
- 20% - Founders and Team**
- 10% - Investors and Supporters**
- 5% - Marketing and Promotion**



## **PUW TOKEN AND POP UP WORLD INFORMATION**

### **Cardano Scan:**

<https://cardanoscan.io/token/87a59599f8f47db431de642329a275cd4b297f21f1517af9db442cee506f705570576f726c64>

**Website:** <https://www.popupworld.co.uk/popupworldtoken>

**Website:** <https://www.popupworld.co.uk>

**Pop Up World Blog:** <http://popupworld.org/2021/06/14/how-to-create-your-own-crypto-token-using-cardano-step-by-step/>

**Facebook:** <https://www.facebook.com/popupworlduk/>

## **COMPANY INFORMATION**

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