SIP-20 Strategic Launchpad & Liquidity Assurance for Slingshot

Summary

We propose leveraging top tier launchpads to amplify visibility and liquidity ahead of CEX listings, while ensuring robust decentralized liquidity (DEX) and rigorous market maker vetting. This initiative aims to drive ecosystem growth, attract committed community members, and establish sustainable tokenomics

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Proposal Type

Initiative Proposal

Community Incentive & Rationale

Problem

Without pre CEX launchpads, Slingshot risks missing out on:

- Access to launchpads' active, high conviction crypto communities.
- Early capital infusion for marketing and game development.
- Brand credibility via third party vetting from trusted platforms.

Opportunity

- Launchpad users (often early adopters) will bring momentum to CEX listings.
- Launchpads lend their brand capital to acquire users for Slingshot, users with skin in the game are highly valuable community members.

- Protocol-owned liquidity (POL) on DEXs ensures decentralization alignment and counters CEX dependency.
- Rigorous market maker selection and realtime KPI reporting mitigate volatility risks.

Risks

If Proposal Fails

- CEX listings may under perform due to lack of pre-launch momentum.
- Community fragmentation between CEX and DEX liquidity pools.
- Missed opportunity to convert launchpad users into long term stakeholders.

If Proposal Passes

- Poorly structured vesting schedules could lead to post listing sell pressure.
- Market maker under performance (e.g., wide spreads, low uptime) harms trader confidence.

Key Terms

Launchpad

A platform for crypto projects to raise funds and distribute tokens (e.g., DAO Maker, Polkastarter).

Protocol-Owned Liquidity (POL)

Liquidity pools owned and managed by the protocol, reducing reliance on third party providers.

Vesting Schedule

A timeline restricting early investors from selling tokens immediately post listing.

Specifications

Actions

- Select 2-3 tier1 launchpads with proven track records (e.g., >50k active users, >$100M raise).
- Finalize tokenomics with 6-12 month linear vesting for launchpad allocations to prevent dump risk.

- Partner with 2 market makers meeting criteria: >97% uptime, <0.5% spreads, realtime reporting.
- Deploy $500k in POL on Uniswap, ensuring 24/7 DEX liquidity.
- Coordinate cross-platform marketing (launchpad, CEX, and Slingshot channels).

Measurements of Success

- Launchpad rounds oversubscribed.
- CEX Day 1 volume >$5M; DEX volume >$1M.
- Spreads maintained at <1% during peak volatility.
- 80%+ of launchpad participants hold tokens post vesting.
- 20%+ growth in Discord communities post listing.

Impact on Working Groups

Marketing

Coordinate joint campaigns with launchpads and CEXs.

Finance

Design tokenomics, manage POL, and audit market maker performance.

BD

Negotiate launchpad/CEX terms and partnerships.

Legal

Ensure compliance with jurisdiction specific regulations.

Impact on Economics

Raise

$500k+ raised via launchpads (funding ecosystem growth).

Costs

$500k estimated for POL deployment (community confidence).

Tokenomics

In line with Launchpads and CEX requirements, long term holder incentives.

Value Capture

Increased demand for $SLING from dual CEX/DEX liquidity.

Further Considerations

Community Alignment

Allocate 10% of launchpad slots to Slingshot’s existing community.

Contingency Planning

Prepare emergency liquidity reserves for DEX to counter CEX outages.

Post Listing Governance

DAO vote on staking rewards for long term holders.

Final Note

This proposal balances aggressive growth with risk mitigation, ensuring Slingshot becomes a benchmark for community centric launches. By prioritizing transparency and equitable access, positioning $SLING as a sustainable asset in volatile markets.