



UtilityPlug Token (UPG)

WHITEPAPER





UtilityPlug Token (UPG)

UtilityPlug is a **startup launched by Utility Warehouse Ltd**, designed to simplify your daily utility transactions and provide a user-friendly experience for managing utility payments and purchases. Whether you're topping up your phone, paying bills, buying gift cards, eSims, or shopping for digital products, Utility Plug offers everything you need in one powerful platform.

UtilityPlug, a blockchain-focused utility and electronic bills management company based in Nigeria, has been operating in the market for the past year. The company has now taken a bold step by developing a new **ERC-20 token**, known as the **UtilityPlug Token (UPG)**, which runs on the **Ethereum blockchain**. This token is designed to support and scale consumer loyalty adoption across Africa.

In addition to the new ERC-20 token, UtilityPlug already operates its own **hybrid UPG blockchain**, which combines **Proof of Stake (POS)** and **Master Nodes** algorithms to power its **UPG coins**. This hybrid system provides security, scalability, and energy efficiency, ensuring robust support for the platform's growing user base while offering incentives for staking and network participation.

UPG is designed to streamline transactions within the platform, allowing users to:

- **Pay utility bills** such as Electricity, Cable TV, Tax Payment
- **Buy airtime and data bundles** at competitive prices.
- **Purchase Gift cards, Vouchers and eSims** for digital convenience.
- **Shop for gadgets and utility products** at discounted rates within the Utility Plug Store.

With UPG, users can enjoy a **seamless payment experience**, exclusive discounts, and rewards that make every transaction more valuable!


TOKEN DETAILS



UtilityPlug Token

SYMBOL: UPG

Fiat Exchange Rate

 **1 UPG** = **₹1450**

TOTAL SUPPLY

2,000,000 UPG

INITIAL TOKEN SUPPLY BREAKDOWN

The total supply of UPG tokens is fixed at 20,000,000 UPG to maintain stability and long-term value. Here's how the tokens will be allocated:

20% (8,000,000 UPG) - Public Sale: Available for purchase during the ICO and for retail buyers after launch.

50% (3,000,000 UPG) - Ecosystem Incentives: Distributed as cashback rewards, referral bonuses, and daily airdrops for users.

10% (4,000,000 UPG) - Team & Development: Allocated for project development, core team rewards, and ensuring continuous innovation in the platform.

10% (2,000,000 UPG) - Marketing & Partnerships: For promotional efforts, strategic partnerships, and platform expansion.

5% (2,000,000 UPG) - Reserve: Held in reserve for future contingencies and platform growth.

5% (1,000,000 UPG) - Advisors & Consultants: Allocated to external advisors and experts to guide the platform's development.



UPG Use Case



UtilityPlug Token (UPG) Use Case

The **UtilityPlug Token (UPG)** is the native cryptocurrency Token built on ERC-20 Ethereum Blockchain for the UtilityPlug ecosystem, designed to enhance transactions, incentivize users, and fuel the platform's decentralized services. Below are key use cases for UPG:

1. Payment for Products and Services

- **Utility Payments:** UPG tokens can be used to pay for utilities such as electricity bills, airtime, data, and other services directly through the UtilityPlug platform.
- **Purchases on Freedom Market:** Users can use UPG tokens to purchase products or services in the **Freedom Market**, creating a seamless, decentralized marketplace.

Discounted Payments: Users may receive discounts or special offers when paying with UPG tokens compared to fiat currency.

2. Cashback Rewards

- On every transaction, a percentage of UPG tokens (**0.0000688%**) is **rewarded as cashback** to users. This incentivizes frequent use of the platform, encouraging customer retention.

Once the initial token pool is depleted, the reward rate will adjust, ensuring sustainable token circulation.

3 Token Trading and Liquidity

- **Exchange Listings:** UPG tokens will be listed on major cryptocurrency exchanges, allowing users to trade UPG for other cryptocurrencies or fiat.

Liquidity Incentives: Users providing liquidity on decentralized exchanges (DEXs) will be incentivized with additional rewards, further increasing token utility and engagement.

4. Tokenized Referral System

- Users can earn UPG tokens as a **bonus** for referring new users to the platform.

Referrals drive organic growth, and users who refer others will be rewarded once per successful referral, contributing to a dynamic and engaged community.

6. ICO and Investment Opportunities

- **Initial Coin Offering (ICO):** UPG tokens will be pre-sold to investors during the ICO phase, allowing users and investors to purchase UPG at a discounted rate before public release.

Token Appreciation: Investors and early adopters benefit from potential token appreciation as UtilityPlug grows and more use cases are added.



UPG Use Case Contd.



8. Withdrawal and Conversion

- **Convert UPG to Naira (local currency)**, Users can **withdraw their UPG tokens** and convert them into **Ethereum (ETH)** for use in the wider crypto ecosystem.

Transaction Fees: A **small fee** will be applied during token withdrawal, providing another revenue stream for the platform and ensuring system sustainability.

9. Airdrop Program

- Daily **airdrop rewards** are given to active users who claim free tokens on their dashboard every 24 hours. This encourages consistent platform engagement and boosts token circulation.

Conclusion

The **UPG Token** is central to the UtilityPlug ecosystem, providing utility across various aspects of the platform such as payments, staking, governance, and token trading. With a solid structure of rewards and cashback, UPG creates a user-centric environment, where tokens can be actively earned, spent, and traded, driving long-term engagement and platform growth.



UPG Tokenomics

UtilityPlug Token (UPG) Tokenomics

UtilityPlug Token (UPG) is designed to power the UtilityPlug ecosystem, driving transactions, rewards, and governance within the platform. The tokenomics of UPG ensures sustainable growth, incentives for users, and long-term value appreciation. Below is the tokenomics breakdown for UPG:

1. Total Supply

- **Total Token Supply:** 20,000,000 UPG Tokens

The maximum supply of UPG is capped at 20 million tokens, ensuring a finite and scarce resource that increases in value as demand grows.

2. Token Allocation

- **Initial Coin Offering (ICO): 50% (10,000,000 UPG Tokens)**

Half of the total supply will be allocated for the ICO. These tokens will be sold to early investors and buyers at a discounted rate.

- **Staking and Rewards: 20% (4,000,000 UPG Tokens)**

A portion of the total supply is reserved for staking rewards, providing incentives to users who stake their UPG tokens in the platform, as well as cashback rewards and airdrop bonuses.

- **Team and Development: 15% (3,000,000 UPG Tokens)**

This allocation will fund ongoing development, operational costs, team salaries, and future improvements to the platform.

Liquidity and Exchange Listings: 10% (2,000,000 UPG Tokens)

To ensure liquidity and smooth trading, these tokens will be used for exchange listings and providing liquidity on decentralized exchanges (DEXs) and centralized exchanges (CEXs).

- **Partnerships and Marketing: 5% (1,000,000 UPG Tokens)**

This allocation is set aside for marketing efforts, partnerships, and strategic collaborations to grow the platform and increase awareness of UPG.

3. Token Utility

- **Transaction Payments:**

UPG can be used for payments on the UtilityPlug platform, including purchasing airtime, data, utility bills, and goods or services from the Freedom Market.

Staking and Earning:



UPG Tokenomics

- Users can stake UPG tokens to earn rewards over time. Staking helps stabilize the network and incentivizes long-term holding of the token.
- **Governance:** growth opportunities for both users and investors.
UPG will play a key role in platform governance, allowing token holders to vote on important decisions, future developments, and proposals in a decentralized manner.
UPG tokens can be withdrawn and converted to Ethereum (ETH) through a linked wallet, giving users the flexibility to exchange tokens for cryptocurrency with real-world value.

4. Burn Mechanism

- **Burn Rate:** 0.000688% per transaction
For every transaction on the platform, 0.000688% of the UPG tokens will be deducted as part of the burn rate and rewarded as cashback to users.
Cashback tokens will be subtracted from the total token pool of 20,000,000. Once the token pool is depleted, the reward rate will be reduced to 0.000400% per transaction until new tokens are released.

5. ICO Token Distribution

- **Private Sale:** 10% (2,000,000 UPG Tokens)
A portion of the ICO tokens will be sold in a private sale to institutional investors, offering early-stage discounts and benefits.
- **Public Sale:** 40% (8,000,000 UPG Tokens)
The remaining ICO tokens will be sold during the public sale to retail investors and platform users, with a structured pricing model to incentivize early participation.

6. Vesting and Lock-Up Periods

- **Team and Development Vesting:**
To ensure commitment to the project, team tokens will have a vesting period of 12-24 months, with a 6-month cliff. Tokens will be gradually released over this period to prevent immediate market impact.
- **Staking and Rewards Release:**
The staking rewards pool will be released in tranches to prevent oversaturation of the market. This will ensure a steady stream of rewards for users over time.



UPG Tokenomics

7. Revenue Model

- **Transaction Fees:**

A small fee will be applied to every UPG transaction, including token transfers, purchases, and withdrawals. This fee will contribute to the sustainability of the platform.

8. Sustainability and Future Growth

- **Token Burn:**

The burn mechanism reduces the total circulating supply over time, creating deflationary pressure that increases the token's value as demand rises.

- **Future Token Releases:**

Additional tokens may be released over time for platform expansion, ecosystem growth, or in the event of strategic partnerships. However, new tokens will only be introduced if necessary to ensure sustainability.

Conclusion

The UPG tokenomics model is designed to promote long-term growth, stability, and adoption. With a capped supply, reward mechanisms, and governance features, UtilityPlug tokens will serve as the backbone of the ecosystem, incentivizing user engagement, providing utility in transactions, and offering





UPG Road Map

Phase 1: Initial Launch

- **Deployment of UtilityPlug App:** Finalize and deploy the app with core features.
- **Launching Test Net:** Test the app functionalities in a secure test environment.
- **Launching Mobile App on Google Play & App Store:** Make the app available for download on major mobile platforms.
- **Pre-Market Function Launch:** Enable limited marketplace functions for early testing and user engagement.

Deployment of UPG Token on UtilityPlug App: Integrate and deploy the UtilityPlug (UPG) Token for transactions and rewards.

Phase 2: Expansion & New Features

- **Launching Freedom Market:** Introduce a decentralized marketplace where users can buy, sell, and exchange goods and services using UPG tokens.
- **Launching Staking Features:** Allow users to stake UPG tokens and earn rewards, enhancing token utility and engagement.
- **Listing UPG on Coin Exchange:** Get UPG tokens listed on cryptocurrency exchanges to enable trading and liquidity.

Phase 3: Advanced Integrations

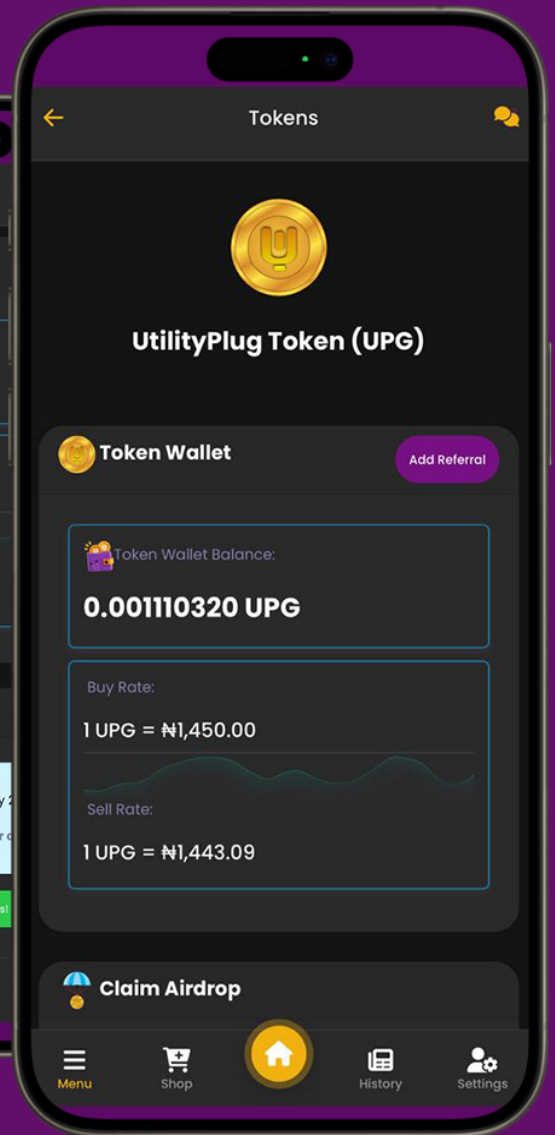
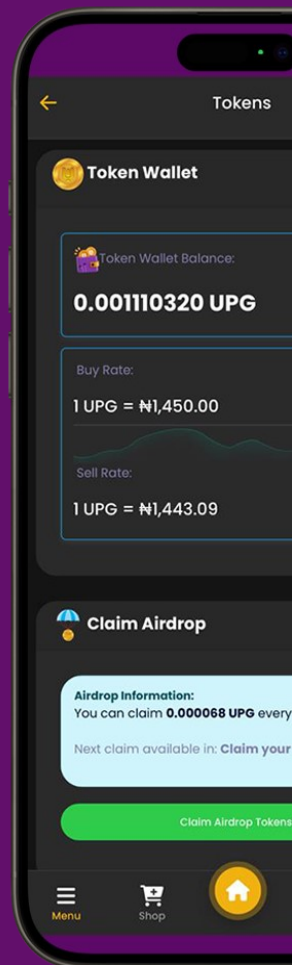
- **Launching Revenue Sharing:** Implement a revenue-sharing model where users can earn a portion of platform revenues based on their participation or stake.
- **Launching Advanced Staking Features:** Introduce more staking options with higher rewards and flexible durations to incentivize token holding.
- **Integrating Account Abstraction:** Enhance the user experience by simplifying wallet interactions, enabling easier onboarding and more secure transactions.



How To Start



1. Download App
2. Create Account
3. Verify Account
4. Fund wallet
5. Transact & Earn Token



www.utilityplug.com