The Social Experiment – Project Report (April 2025) *The Setup*

Overview

The Social Experiment (TSE) officially launched on March 31, 2025, aligning with the close of Q1 on the roadmap. The project centers around a fixed-supply SPL token on the Solana blockchain with a unique twist—planned and surprise token burns across the span of one year. These burns are designed not as engagement tools but as experimental triggers, observing public reaction, price movement, and sentiment.

Initial Setup and Early Launch

The team created the TSE X (Twitter) page in February, followed by the launch of the Telegram channel on March 27th with just a handful of early members. By the time of the token launch on April 1st, the Telegram community had grown to around 50 to 60 members. Within 3 days—by April 4th—it had jumped to 174. The X page, while slower in growth, reached 53 followers around the same time.

Before the official token went live, the team conducted a short, 4-day test with a token called TSET in early March. Though brief, it helped identify technical and community dynamics while increasing the Telegram followers from 10 to 20.

Marketing and Community Growth

The team invested just over $5,000 into marketing efforts, focusing on both general social visibility and targeted crypto communities. X promotions helped build a presence, but engagement and meaningful traction were more noticeable when ads were placed on crypto-native platforms like Dex Screener and Birdeye. These channels brought in more curious and invested users to the Telegram chat, rather than passive views.

Exchange Listings and Visibility

Efforts were made to list TSE on CoinGecko and CoinMarketCap early, but the initial application was denied due to low volume. It became clear that beyond strong branding and community, platforms prioritize metrics like transaction activity and engagement. As a result, the team decided to ramp up paid ads throughout the weekend leading up to April 7th, aiming to build visibility ahead of the first official token burn announcement.

Next Steps and Leadership Transition

On Monday, the team will announce the date of the first token burn. Leading up to that, increased ad spend is being used to drive interest and awareness. Starting the same week, core developers will shift into a less visible role—focused mainly on burns, website updates, and posting on X. In their place, a community member from the Telegram chat will step up to lead day-to-day interaction and moderation. This move ensures TSE remains a grassroots, community-forward experiment, while still being guided by its original vision.