



# BrandSensed

Rewarding brand discovery and loyalty

**Blockchain:** Cardano

**Asset Name:** BRND

**Total Supply:** 21,000,000,000

**Policy ID:** 437d6682fd33e6d26ff6437ef5fc2f9655d3c3b33637fb69dbd767be

**Fingerprint:** asset1y65n8w0q4uwymvqnw93lsgn8y253j78096u975



## Introduction

BrandSensed rewards brand discovery and loyalty. The BrandSensed token (BRND) is a native token on the *Cardano* blockchain. BRND provides value by influencing brand loyalty and enables entities to represent, share and engage with brands.

BrandSensed utilizes the Cardano platform to unlock hidden value between individuals, retailers and brands, by rewarding brand discovery and loyalty.

*Cardano is a blockchain platform for changemakers, innovators, and visionaries, with the tools and technologies required to create possibilities for the many, as well as the few, and bring about positive global change. Cardano is a proof-of-stake blockchain platform: the first to be founded on peer-reviewed research and developed through evidence-based methods. It combines pioneering technologies to provide unparalleled security and sustainability to decentralized applications, systems, and societies. Read more about [Cardano](#).*

## Tokenomics

**Total supply:** 21,000,000,000 BRND (hardcapped & locked policy)

**Circulating Supply:** 30,450,000 BRND

Percent	Tokens	Item
1%	210,000,000	1% Random Giveaways
3%	630,000,000	3% Liquidity / Dex



5%	1,050,000,000	5% Community Voting
7%	1,470,000,000	7% Miscellaneous i.e. Drip Drops & Stake Pools
10%	2,100,000,000	10% Events / Giveaways / Community
13%	2,730,000,000	13% Marketing
17%	3,570,000,000	17% Dev / Support
20%	4,200,000,000	20% Admin Team
24%	5,040,000,000	24% TBD

**Random Giveaways:** Since the BrandSensed token mint on October 31, 2021, BRND tokens have been randomly gifted to members of the Cardano community, sometimes just to say thanks.

**Community Voting:** BrandSensed will need to ask the community what they want to do, so are allocating these tokens for voting.

**Liquidity / DEXs:** Early BrandSensed adopters need a place to trade BRND, so we're listing BRND on DEXs and making markets with this allocation.

**Miscellaneous i.e. Drip Drops & Stake Pools:** Tokens have been allocated to getting both token distribution efforts as well as staking underway and on an ongoing basis.

**Events / Giveaways / Community:** We're 100% sure there will be fun ways to get involved with BrandSensed in the future, so these tokens are set aside to encourage engagement.

**Marketing:** Everyone except Tesla needs marketing.

**Dev / Support:** These tokens ensure development stays at the forefront as we build new apps and the blockchain landscape continues to evolve.



**Founders / Admin Team:** These tokens reward the Founders and Admin team for the risk they're taking and all their hard work. *These tokens are vested, eligible for release at a maximum of 1% annually beginning June 2023.*

**TBD:** These tokens are not currently allocated but remain as "dry powder" should an acquisition, partnership, or other unforeseen market opportunity arise.

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