



Executive Summary

SwapZilla is a Swapping Rewards Engine™ a meme-fueled, fee-sharing experiment built for speed, not permanence. Powered by the 0x Aggregator API, it rewards users with \$SWAPZILLA tokens on every swap and aims to become the most fun and community-powered frontend in DeFi.

SwapZilla is not an AMM, nor does it pretend to be. Instead, it offers a familiar swapping experience wrapped in a reward layer designed to experiment with behavioral economics, gamified loyalty, and dynamic emissions control.

This is not a forever protocol. It's a fast-moving, honest experiment in incentivized usage, built solo by a founder who believes speed, transparency, and community matter more than governance theater.

Positioning: Not a DEX, a Rewards Engine

- **Not an AMM:** We route trades via 0x API; we do not host liquidity or run a native exchange.
- **Not a protocol:** This is a marketing and rewards layer—a behavioral UX experiment.
- **Not fully decentralized (yet):** Admin functions exist, but all changes are transparently logged.
- **Yes, it's meme-powered:** But rewards and tokenomics are structured with safeguards.

SwapZilla = UI + Rewards + Brand Layer over a proven aggregator foundation.

Fees & Rewards

- **Fees:**
 - 0.05% standard swap fee
 - 0.025% discounted fee for stakers

- **Rewards:**
 - Default: 0.25% of swap volume paid in \$SWAPZILLA
 - Dynamic: Admin lever to raise/lower reward % based on economics

The goal: Users feel like they're swapping for "free" thanks to token rewards, while SwapZilla builds brand awareness and volume.

Tokenomics: \$SWAPZILLA

► **Total Supply: 1,000,000,000 (1 Billion)**

Allocation	%	Notes
Community Rewards	40%	Minted dynamically for swap incentives
Team & Founders	20%	4-year linear vesting, 1-year cliff
Ecosystem Growth	15%	Airdrops, quests, gamified engagement
Strategic Partnerships	5%	Exchange incentives, integrations
Staking Rewards	10%	Weekly emissions (tunable)
Treasury	10%	Marketing, liquidity, reserves

Staking & Sustainability

- **Rewards:** \$SWAPZILLA from a separate pool (10%)
- **Future Utility:**
 - Potential ETH/stablecoin yield from protocol revenue (if viable)
- **Throttling:** Dynamic APR decreases as % of supply staked increases ("staking efficiency curve")
- **Goal:** Encourage long-term alignment, not pump-and-dump farming

Emissions Controls & Circuit Breakers

- **Admin-Controlled Reward Lever:** Default 0.25%, adjustable from 0.01% to 0.5%
- **Emergency Circuit Breakers:**
 - Triggered if token price drops >50% in 24h
 - Triggered if daily emissions >2x fee revenue
 - Triggered if abuse or wash trading detected
- **Public Change Log:**
 - All admin actions logged publicly within 24h

Tech Stack

- **Swaps:** 0x Aggregator API
- **Backend:** Supabase (auth, reward tracking, event logging)
- **Listener Script:** Monitors swaps, calculates rewards
- **Smart Contracts:** Written in Solidity, externally audited before launch
- **Admin Controls:** Hosted frontend dashboard with gated access to:
 - Reward % lever
 - Circuit breaker toggles
 - Emissions logs

Wallet Structure

Purpose	Wallet	Notes
Affiliate Wallet	Safe multisig	Receives fees from 0x swaps
Community Rewards	Cold wallet	Minted on-demand, reward pool
Staking Rewards	Cold wallet	Weekly reward allocation
Treasury	Safe multisig	ETH/stables/liquidity ops

Team & Founders	Vesting contract	Time-locked distribution
Airdrops / Partnerships	Hot wallet	For marketing or integrations

Launch & Go-to-Market Strategy

Phase 1 (Week 1)

- Launch on Base
- Twitter meme storm
- Leaderboards, NFT badges, "Swapper of the Day"

Phase 2 (Month 1)

- Push to CoinGecko, CoinMarketCap
- Apply for exchange listings
- Partner with Moola and other brands for cross-referrals

Phase 3+

- "DAO-lite" community proposals
- Potential influencer portals / white-labeled swaps
- Quest campaigns to boost TVL / retention

Success Metrics

Metric	Target
Daily Volume	\$50k - \$250k
Staking Participation	>40% of supply staked
Return Users (30d)	>25%
Memos/Content (Organic)	50+ posts/week

Why SwapZilla Might Work

- **It's Fun:** Leaderboards, memes, NFT drops, rewards
- **It's Honest:** Clear disclosures, transparent emissions, adaptive controls
- **It's Familiar:** Swap UI powered by 0x—not trying to reinvent DeFi plumbing
- **It's Fast:** Built by a solo founder obsessed with speed, UX, and data

What It's NOT

- Not an AMM
- Not a fully decentralized protocol (yet)
- Not a forever project
- Not an investment scheme

Closing

SwapZilla is an iterative DeFi rewards engine — an experiment in swapping, sustainability, and silliness. It might succeed wildly, evolve into something else, or fail publicly and teach us something. That's the point.

Built in the open. Backed by memes. Tuned for real feedback.

Let's swap. Let's learn. Let's Zilla.