Project Litepaper

SALAH TOKEN - PROJECT LITEPAPER

SALAH Token

Like in the centuries past, the Middle East needs bold leaders and visionaries. Our leaders and visionaries from the past inspire us as we work on creating a better future - with technology.

Salah ad-Din token is a cryptocurrency designed to help the people in the Middle East achieve a better and more stable future.

It is an ERC-20 token on the polygon blockchain - combining the trusted Ethereum standard with Polygon's low fees.

It is also a mission of peace and prosperity for the entire region and the world.

Who Is Salah-ad Din?

The token comes from Al-Nasir Salah al-Din Yusuf ibn Ayyub, better known as Salah ad-Din, a legendary Muslim commander and a respected ruler.

Starting his military career in Damascus, he made a name for himself as a competent commander, fighting against Crusader forces.

He eventually moved to Alexandria, where he rapidly rose through military ranks, becoming the Vizier of Egypt. His power grew thanks to his reputation as a devoted Muslim and a legendary commander. He would become the first Sultan of Egypt and Syria and founded the Ayyubid dynasty.

His name would become a legend during the Third Crusade. Salah ad-Din (or Saladin, as he is called in the West) led a campaign against the Crusader state in Lepant and defended against the invading Cristian armies from Europe.

His cunning tactics allowed him to take back Jerusalem from the Crusaders. However, he was also generous to the conquered. He allowed Eastern Christians to stay and let Jews resettle in Jerusalem.

He also helped broker peace between Christians and Muslims by allowing Christian pilgrims to visit Jerusalem safely. He preserved Christian and Jewish places of worship, ordering churches to be open on Sundays.

For Salah ad-Din, "Victory is changing the hearts of your opponents with gentleness and kindness."

He is respected for his bravery, military skill and nobility and revered by Muslims and Christians.

Salah ad-Din was of Kurdish origin, led Armies of Arabs and Turks and ruled fairly over Muslims, Christians and Jews. His name is a symbol of peace, unity and prosperity. That is what we want the SALAH token to be.

Message of Hope

The Middle East is facing geopolitical instability, not unlike that of Salah ad-Din's times. The region is scarred by war and plagued by ethnoreligious division, authoritarianism and misguided policies.

Syria is divided and in ruins. Libya is experiencing a power vacuum due to an ousted strongman. Iraq is recovering from the devastating war with the Islamic State, while Yemen is still at war.

Even the more geopolitically stable countries with no war are in a precarious position. Recently, Lebanon has suffered a financial crisis, bankrupting many of its citizens and creating hyperinflation. Turkey has seen a rapid devaluation of its currency due to misguided economic policies. Throughout the region, prices of necessities are rising rapidly, eroding the living standards.

Even the wealthy Gulf States struggle to find opportunities to grow and diversify away from their over-reliance on oil. The entire region needs a drastic change to succeed.

This is why blockchain enthusiasts from the MENA region have developed the Salah ad-Din token, a crypto token to bring hope to the region.

Store of Value

Salah ad-Din (SALAH) token will address all the issues mentioned above. By working as a stable store of value, the token will shield the people from economic risks in their countries.

Crypto tokens can't be printed on demand by governments, a quality that makes some people call the token "digital gold." That is why the SALAH token will protect its holders from inflation. They will be able to protect their savings and have a hedge against rising prices.

Minimizing Geopolitical Risk

When any country experiences geopolitical risk, its currency rapidly drops. This will not be so if people use the SALAH token. As a "hard" digital asset, the token could increase in value in times of uncertainty.

When populations feel safer in their assets and their futures, they are more likely to build a positive future for everyone. Radical actors can't win when the people believe that the future can be bright.

Promoting Peace and Cooperation

A common currency is likely to contribute to peace and prosperity between the nations. This goes beyond just symbolism and identity.

When multiple countries use the same currency, there is no risk of currency wars and competitive devaluations. That means it is easier to build trust and cooperation among their industries.

Reducing Corruption

Moreover, a hard, decentralized currency means that the control over money is not in the hands of politicians and strongmen. Cronies and politicians can control central banks - but not crypto.

Cryptocurrencies provide a transparent, fully decentralized system that can't be tampered with. No one can change, hide, or cancel any transaction on the blockchain.

Advancing Technology

Cryptocurrencies are not just an investment. They are also a crucial vehicle for tech innovation. Blockchain technology powering crypto is so innovative that it drives advancements in other industries.

We want the MENA region to be at the forefront of blockchain tech. This technology will help in creating economic opportunities, as well as drive growth. The industry could be a valuable source of high-paying jobs for the region that is either falling back or becoming too reliant on oil.

Learning Hub

The best investment is an investment in yourself. Learning more about trading will enable you to make better investments and increase your returns exponentially over the long run.

We will provide our traders with an interactive and fun way to learn about crypto trading and the SALAH ecosystem.

Our Learning Hub will feature courses that are made to give traders all the tools they need to succeed.

Access to courses will be exclusive to holders with a certain minimum amount of SALAH tokens.

Charity

Giving to those in need is one of the pillars of Islam and is also crucial for this project. We want to give back to the community directly by benefiting those who don't know about crypto.

We believe that giving back helps us make a difference in people's lives and spread awareness about our project. By giving charity, we all win.

That is why SALAH will support charity organizations in every Arab country. 220,000,000,000 SALAH has been put aside in a charity wallet. Each Arab country will get 10,000,000,000 SALAH distributed to 5 charities out of that sum.

The distribution will be up to vote once we hit 50,000 holders. Each wallet holding SALAH will get one vote.

SALAH Foundation

Behind the SALAH token will be an organization governed by its users, which will direct its development.

The Foundation will further the values of the SALAH project and participate in technological development.

The Foundation will be legally registered in a crypto-friendly jurisdiction in either Dubai or Bahrain.

For the time being, it will be responsible for all matters related to the SALAH ecosystem. That includes but is not limited to Burns, marketing, utilities, governance, growing the ecosystem, etc.

We will aim to transform it into a DAO - a decentralized autonomous organization that the community will govern.

Tokenomics

SALAH Token will be the underlying utility token that will power our ecosystem. SALAH holders will have exclusive benefits based on how many tokens they hold.

SALAH holders will also have exclusive access to our future educational resources and exclusive NFT drops, and more. Moreover, users will be able to stake SALAH tokens for staking rewards.

Users will be able to participate in the drop through a randomized lottery whitelist system. This will ensure that all traders have fair and equal access to the drop. Moreover, presale participants will be vetted to prevent any damaging bot activity. Bots are notorious for driving up prices, only later dumping the tokens.

The team behind SALAH are here for the long haul. That is why the founder wallet will be locked for a vesting period before a timed release. We will not be able to use our share of the SALAH drop before a specific period. Giving you peace of mind as to our intentions long term with this project.

The total supply of SALAH will be 1,000,000,000,000. (One Trillion SALAH)

The token will comply with the ERC-20 standard, and it will be live on the Polygon blockchain network. We will employ a series of security and risk-mitigation features to ensure a successful launch.

Polygon is a layer-2 blockchain based on the Ethereum network. Due to high Ethereum gas fees, it is compatible with Ethereum.

Unlike Ethereum, gas fees on Polygon are minuscule. That means that transaction fees on the network will be minimal, which will help onboard new users.

Ethereum is the largest and the most trusted blockchain network. However, its high gas fees mean that its tokens are not the best option for a means of payment. On the other hand, Polygon does not have that problem, and it still supports the safe and reliable ERC-20 token standard.

To support the project and the SALAH token, 1% of all token sales will go to the SALAH Foundation, which will further the values of our community, manage charities and develop the technology behind the project. (The 1% Tax will be implemented once we hit 10K holders)

Initial Distribution:

Founder: 100,000,000,000

Charity wallet: 220,000,000,000

Foundation: 100,000,000,000

Airdrop Lottery: 80,000,000,000 (800 winners)

Liquidity: 500,000,000,000 (272,070,000,000 to be offered in a presale with 90% of raised funds to be allocated to liquidity)

The founding team will get 100,000,000,000 to compensate them for their investment and risk. 90,000,000,000 of these tokens will be locked and released at a rate of 1,000,000,000 a month when holders hit 10,000

Charity wallet will get 220,000,000,000 to be distributed among 5 charities in each Arab country. These tokens will be locked until we hit 50K holders. Once we do, they will be released at 10,000,000,000 per every 10K holders.

The Foundation will get 100,000,000,000 to help kick start its operations and further its mission. 75,000,000,000 will be locked until we hit 40K holders.

To reward the community and keep it engaged, 80,000,000,000 tokens will go to airdrops, with 800 lucky winners getting 100,000,000 tokens each.

To support the token price, 500,000,000,000 will go towards liquidity, which will be locked for 180 days. At which time liquidity will be moved to a locker accessed with a weighted community vote. 272,070,000,000 of the liquidity will go on presale with 90% of funds going to liquidity.

SALAH Wallet

As the SALAH ecosystem grows, we will develop new tools and features. One of them will be the SALAH wallet.

SALAH wallet will be a Web 3, a non-custodial wallet that will offer safe storage of our native assets. The wallet will also be equipped with the best tools of the DeFi landscape.

Some additional features will be accessible to everyone as part of a marketing strategy. However, the most powerful features will be reserved for traders that hold a certain quantity of SALAH.

Certified Audits

All assets on the platform will go through rigorous audit checks and certifications. If they pass, assets will be featured with their audit score visibly displayed on the platform.

The token audit will include intelligent contract security and risk factors. Some of the factors will be the amount of locked liquidity, the security of the mint function, the share of the tokens in owner wallets, etc.

These metrics will give traders a simple overview of the critical risk factors they need to look at when investing. Moreover, the audits will provide them with a base level of security when investing through the platform.

Security is our number one priority, so that the platform will feature a blacklist of all wallets involved in theft and hacks.

Marketing Strategy

Branding

We realize that we need to stand out in today's world of consistent noise. Our brand identity will be the core of all our marketing campaigns.

We intend to develop a world-class brand identity that visually conveys our vision spectacularly, creates maximum recall in our users "minds and stands out as a recognizable brand with a unique identity.

This will include our fonts, colours, tonality, visual look & feel and will be the guiding star for a great Website UI when it comes to it.

Community Building

With significant projects come great communities! This used to be the case until last year when project launches were far, and few, and the community was hungry to be part of interesting Web3 products, services, NFTs and exchanges.

Now they are bombarded with whitelisting offers and giveaways, and contests to the point where it's nearly impossible to get proper attention.

We intend to involve partnerships and influencers that allow us to pull attention and get creative with our giveaways and contests.

Our Channels

Website   https://Salah.finance

Twitter   https://twitter.com/SalahFinance

Discord   https://discord.com/channels/969163972878147594/969163973377286186

Telegram   https://t.me/salah_finance

TikTok   Coming Soon

Instagram   Coming Soon

Choosing the proper channels can be vital for an up-and-coming project. We have to hang out where our customers are to attract them.

Twitter

This will be our primary tool for written communication outside the website.

Twitter will also be instrumental in engaging the community, announcing giveaways, contests and their winners, and getting earned media by using hashtags and shout-outs.

Discord

This is where we engage and retain the community during and after the launch date. Discord is significant for the gamer + trading community and has a mass audience hungry for genuine projects.

We will have qualified and experienced Discord moderators for on-boarding, troubleshooting and helping the community 24/7

TikTok

The new breed of NFT and Crypto Influencers are all found on TikTok. This platform is no longer restricted to young audiences and now has various ages and demographics with engagement rates that are hard to believe. We'll incentivize our community to engage via TikTok and have our partner TikToker's create unique and creative content.

Partner Recruitment

A proper affiliate/partners/influencers recruitment campaign is part of our process, where we'll have win-win-win scenarios for our community, our partners, and our brand.

Partnerships

Partnerships are critical to the marketing plan, as they not only spread the word far and wide, they lend added

credibility to the project by getting the 'right' people involved. Man is a social animal, and we see what others are

buying, flaunting or promoting. When big-name celebs, popular social media icons, public content creators and more than anything, the right influencers promote something, the public follows!

ROADMAP

Q2 - 2022

📅 **- Recruiting & Outreach - Launch social media channels - Twitter, Instagram, and Discord to begin building initial support and hype for the project, first attracting crypto enthusiasts.**

📅 **- Create our website to show off a Premium membership brand. Notable inclusions; how to section for new buyers, video clips including future of the project showcased for investors.**

🎯 **- We launch our token on the Blockchain as ERC20 standard -price to be determined depending on market conditions.**

📅 **- Exclusive Hodlers-Only community events focused on helping you understand the space more and bring recognition to the space we represent**

Q3-2022

💎 **- We love nothing more than rewards! Our project's diamond hand holders will get tremendous perks and the most rewards moving forward.**

💰 **- Our project believes in giving back and wants to donate to favourite charities identified by our community - with 10% going to these: TBD.**

NO INVESTMENT ADVICE

The Content is for informational purposes only, you should not construe any such information or other material as legal, tax, investment, financial, or other advice. Nothing contained on our Site constitutes a solicitation, recommendation, endorsement, or offer by SALAH Token or any third party service provider to buy or sell any securities or other financial instruments in this or in in any other jurisdiction in which such solicitation or offer would be unlawful under the securities laws of such jurisdiction.

All Content on this site is information of a general nature and does not address the circumstances of any particular individual or entity. Nothing in the Site constitutes professional and/or financial advice, nor does any information on the Site constitute a comprehensive or complete statement of the matters discussed or the law relating thereto. HII is not a fiduciary by virtue of any person's use of or access to the Site or Content. You alone assume the sole responsibility of evaluating the merits and risks associated with the use of any information or other Content on the Site before making any decisions based on such information or other Content. In exchange for using the Site, you agree not to hold HII, its affiliates or any third party service provider liable for any possible claim for damages arising from any decision you make based on information or other Content made available to you through the Site.

INVESTMENT RISKS

There are risks associated with investing in securities. Investing in stocks, bonds, exchange traded funds, mutual funds, and money market funds involve risk of loss. Loss of principal is possible. Some high risk investments may use leverage, which will accentuate gains & losses. Foreign investing involves special risks, including a greater volatility and political, economic and currency risks and differences in accounting methods. A security's or a firm's past investment performance is not a guarantee or predictor of future investment performance.