



White Paper

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CHEDDAR

CHDR

Changing The World For The Better

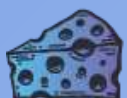
01. What Is Cheddar?

Cheddar (\$CHDR) is the worlds first environmentally, socially and economically responsible crypto-currency designed exclusively to empower college students and the ambitious youth. Through rewards, awards, airdrops and scholarships Cheddar can be earned doing the things we normally do everyday.

Exclusive discounts, brand ambassadorships, philanthropic events, acts of kindness, activities both on and off campus are just a handful of the ways Cheddar can be earned. Although geared to lighten the financial burden on college students, anyone can benefit from buying, holding, exchanging and earning \$CHDR token.



The upcoming launch of the Cheddar App is an exciting, innovative way to transact crypto-currency and empower people to monetize their daily activities. Cheddar aims to disrupt the current online environment of 'Surveillance Capitalism" and allow Cheddar users to interact in a safe, private and secure environment without advertisements or the collection of private data.



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Cheddar transactions can be completed at a fraction of the cost, time and by design a minuscule impact on the environment, as compared to the worlds top crypto currencies. Through the Stellar Network Cheddar can be held, exchanged between friends, used to make purchases and can be converted into any crypto or fiat currency in over 170 countries around the world.



02. Rewards, Awards, Airdrops, Scholarships

In addition to mass adoption, at the core of the ultimate success of the project, Cheddar will set aside a percentage of every token purchased to award scholarships to students who would not otherwise be able to further their collegiate enlightenment period due to a compromised financial condition.

Cheddar can be earned various different ways. By making purchases on and off campus, sharing the Cheddar message on social or other media outlets, brand ambassadorships, holding philanthropic events through your sorority or fraternity and winning the "Cheddar Challenge". Just to name a few! The largest Cheddar awards and rewards will go to those in the Cheddar community that post random acts of kindness either of themselves or anyone else. Videos and pics can be uploaded to the site or app and the Cheddar community will vote on who is "The Big Cheese".



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03. Environmentally, Socially, Economically Conscience

The substrate, known as blockchain, that Crypto is built on is an emerging technology with unlimited potential to benefit humanity in a multitude of ways. The majority of which are yet to be discovered. However the amount of computing power needed to validate transactions is moving in the polar opposite direction of the global effort to limit our fossil imprint and limit our negative impact on the environment.



The Digiconomist's Bitcoin Energy Consumption Index estimated that one Bitcoin transaction takes 1,544 kWh to complete, or the equivalent of approximately 53 days of power for the average US household. In comparison a transaction in Cheddar requires only 1 kWh using far less energy. To transact using Cheddar requires 1/1500th the energy consumption as it does to transact one Bitcoin.

In May 2021 Elon Musk said "Cryptocurrency is a good idea... but this cannot come at great cost to the environment." This is a major challenge for the space as a whole and makes one question the long term mass adoption of the worlds largest crypto currencies. Transactions with Cheddar Crypto are fast, inexpensive and have the smallest possible impact on the environment. Cheddar intends to leverage this emerging technology to improve our daily lives with the lowest energy consumption in the industry.





04. Cheddar is on Stellar

After careful review of the top networks and validation protocols the Cheddar team chose Stellar as the only network that could facilitate Cheddar's vision and ultimate use case as the worlds only fast and free, environmentally friendly crypto-currency with a cause.

Stellar is a border-less, limitless, decentralized network where Cheddar transactions can be completed safely, inexpensively and at a small fraction of the energy consumption of most crypto-currencies. On the Stellar's Network Cheddar transactions can be effected quickly from anywhere in the world and exchanged into almost any crypto or fiat currency.

Protocol Comparison

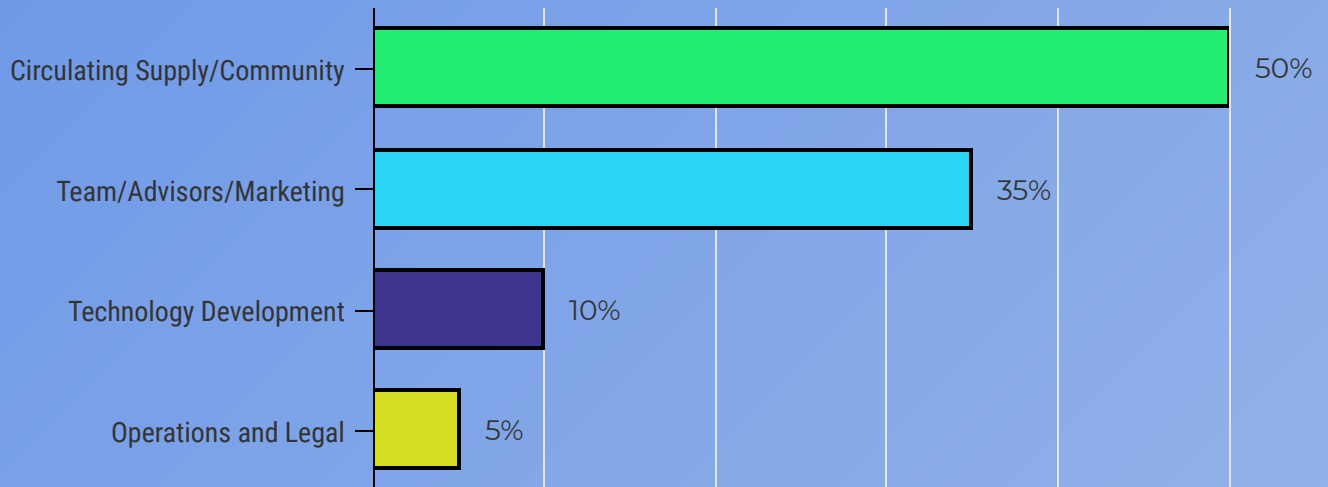
| | Blockchain | Ethereum | Stellar |
|-------------------------------|---------------------------|---------------------------|--|
| Transaction Confirmation Time | Up to 1 hour | Up to 15 minutes | 3 to 5 seconds |
| Average Transaction Fees | \$5.45 per transaction | \$0.30 per transaction | \$0.01 will pay for 300,000 transactions |
| Transaction Per Second | 3 transactions per second | 7 transactions per second | 3000+ transactions per second |
| Consensus Mechanism | Proof of Work | Proof of Work | Stellar Consensus Protocol (SCP) |





05. \$CHDR Tokenomics

Token Allocation - Distribution



The Cheddar ecosystem and App is empowered by the decentralized \$CHDR crypto token which users can obtain by purchase, rewards, awards, exchanged or distributed by the Cheddar team.

The \$CHDR token is finite and follows a deflationary token model, ensuring a community governed token and rewarding long term holders. Cheddar has a Max Supply of \$900,000,000,000 \$CHDR. Utilizing the Stellar Consensus Protocol, transactions are safer and do not require mining to validate.

Many of the largest crypto currencies, such as Ethereum (\$ETH) are inflationary by design to reward validators on the network. Similar to the US Dollar an inflationary token does not have a max supply and an infinite amount of coins can be mined or minted.

\$CHDR tokens are easily transferable between users and can be supported by wallets and exchanges that already support Stellar Lumens \$XLM. Just Download a Stellar wallet then you can purchase or exchange \$CHDR in more that 170 countries with ease.

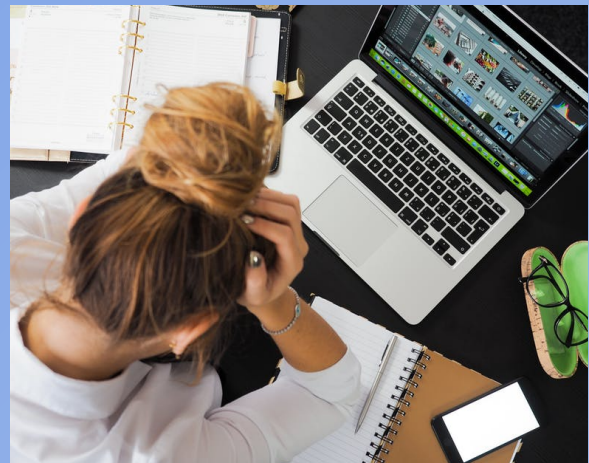
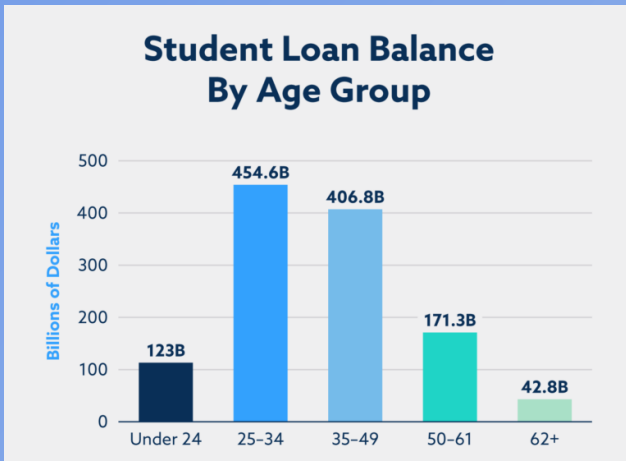




06. Empowering The Ambitious Youth

According to the most recent data from the US Department of Education student loan debt in the U.S. totals 1.75 trillion and is growing 6 times faster than the U.S. economy. Furthermore due to the COVID-19 pandemic the job market isn't as welcoming as it once was. The current economic environment is forcing young people into one of the most difficult and competitive employment landscapes in decades.

The current inflationary environment is only making matters worse. With increased expenses and decreasing purchasing power 4 out of 10 of students polled had difficulty focusing on academics due to concern over finances.



The Cheddar App intends to help subsidize the costs associated with obtaining an education by enabling users to monetize their daily activities. Users will be offered exclusive discounts, rewards and awards doing the things they normally do everyday.

Cheddar users can focus on whats important and can earn while they learn. Focusing on whats important: academics, becoming cultured, having fun and maximizing the enlightenment period from adolescence into adulthood.





07. Redefining College Finance and Entrepreneurship

At the core of the Cheddar mission is to leverage technology to improve the quality of life of its users and increase their financial independence. As the result of technological advancement many tools now exist that break down the barriers of entry to excel as an entrepreneur. From YouTube and social media influencers to Fiverr freelancing there are a multitude of new ways to earn money on our own terms.



The Cheddar development team has designed a complete financial ecosystem where app users will be able to leverage and monetize daily activities by doing the things they normally do everyday. In the current environment "Big Tech" and corporate America are monetizing its user's data and activity.

Cheddar plans to disrupt this model by empowering its users to monetize their activity and data, as opposed to being monetized. As \$CHDR token is accumulated it then can be used to make purchases, swap for other crypto-currency and converted into just about any form of global currency on the Stellar network.





08. The App Launch - Whats Ahead for Cheddar

- The Cheddar team is in development designing the most fun, innovative and disrupted app ever released. The Cheddar app will be an exciting new way for people to interact socially and with crypto-currency. Ease of use and simplicity is paramount in the overall development of the user interface and app design.
- Cheddar is committed to an ongoing global marketing campaign. Employing a hybrid model of high quality digital content and a physical presence with brand ambassadorship programs.
- Cheddar \$CHDR token can be exchanged on the Stellar Network's Decentralized Exchanges (DEX) and ultimately the development team is targeting dozens of exchanges as thresholds are met.
- The new Cheddar website at cheddarcrypto.com is under developmet and will have many of the same unique feature as the Cheddar App.





09. Disclaimer

This white paper is intended to present relevant information to potential \$CHDR purchasers (purchaser) in connection with the proposed generation and sale of Cheddar token (\$CHDR), including information about the underlying software application and blockchain protocol used to create and distribute \$CHDR (smart contract) and the Cheddar ecosystem (together with the Cheddar smart contract, the Cheddar platform).

The information contained in this white paper is not intended to be exhaustive and the statements included in this white paper are not intended to create a contractual relationship. Nothing in this white paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction.

This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction which are designed to protect investors. Certain statements, estimates and financial information contained in this white paper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such.

Cryptocurrency can be risky and extremely volatile at times. It is recommended to conduct your own due diligence and consort with a financial professional before engaging or participating in the CryptoCurrency market.

