



# ADA Overview Deck

January 2024

## ADA ORIGINS AND THE \$ADA TOKEN



### *Who is Ada?*

- Ada is the companion of Anatoly Yakovenko (“Toly”), the CEO of Solana
- Toly initially adopted Ada from a shelter 10 years ago; She was a mix between a Jack Russell Terrier and Pit Bull
- She was super smart, loyal and high energy; Her #1 priority in life was to protect Toly and his wife from all threats, both real and perceived
- Ada sadly passed in 2022 after a battle with cancer

### *Brief Token Overview and Vision*

- Our project pays homage to Ada, Toly and the Solana community as a whole
- Ada aims to be one of the top communities and brands in the space with the primary goal of growing the SOL ecosystem <sup>(1)</sup>

### *Token FAQs*

- \$ADA coin is on the Solana blockchain
- There are a total of 1,000,000,000 \$ADA tokens
- Liquidity and mint authority have been revoked
- There are 0% taxes on transactions

(1) See page 3 for additional community and brand detail.

# ADA OVERVIEW

*ADA aims to become a top coin in the Solana ecosystem by properly leveraging Ada Yakovenko's one-of-a-kind narrative*

## ADA At-a-Glance



ADA is more than a typical cryptocurrency; As a tribute to CEO Anatoly Yakovenko's fallen companion, Ada has a narrative that will catch the ecosystem by storm



ADA coin will be the centerpiece of the brand, which will be wholly focused on enhancing Solana and serving as a gateway to attract more users to the network



The brand will teach new users how to properly utilize the blockchain and prepare them to guard themselves while they interact, build and develop on the network

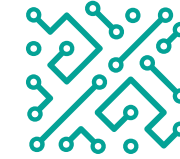


The brand will promote a positive mindset throughout the Solana community, emphasizing that the ecosystem can achieve anything when users work together

## Characteristics for Exponential Growth



Premium  
Community  
Experience



Advanced User  
Engagement  
Planning



Innovative  
Cryptocurrency  
Experience



Niche and  
Growing Target  
Audience



Thought  
Provoking  
Marketing



Highly Scalable  
Branding  
Opportunity

***ADA has the ability to outpace legacy coins by leveraging the niche brand and community-building power of the Solana ecosystem***

# ADA BRAND OVERVIEW AND VALUE PROPOSITION

Multiple highly important and impactful pillars will guide brand direction throughout the project's lifecycle

## Brand Overview and Value Proposition



### **Mixed Breed – A Diverse Community**

Ada was a mix between a Jack Russell Terrier and Pit Bull. Similar to her, our community aims to be a diverse and inclusive group that represents the best of crypto



### **Rescue Dog – Battle Hardened**

Because of her diverse life experiences, Ada became very tough and strong. Our community aims to be as tough and strong as her; we have solid experience so far having been through the worst of the bear market



### **Smart & Loyal – Diamond Hands**

Ada was as the most loyal and smart dog that Toly knew, so smart that he taught her how to skate. Similarly, our community will be made up of some of the brightest and loyal minds in the space



### **Guardian – Defending Toly & SOL**

Guarding Toly was Ada's #1 priority. In her honor, our community will do the same by protecting both Solana, it's newcomers and Toly at all costs



### **Founder's Dog – The Better One**

Ada was not known as a very friendly dog, in fact, she was very territorial. We will always defend the blockchain and go down as the #1 dog on Solana in memory of her



### **High Energy – Community Devotion**

Starting on the day Toly adopted her, Ada was always full of energy and compassion. In memory of her, our community will work tirelessly to grow the entire Solana ecosystem and become the #1 coin on the chain

**Ada aims to bring out the best of the Solana ecosystem by instilling strong values within the broader community**

# ADA HIGHLIGHTS



**Market Leading Narrative That Resonates with Individuals Worldwide**

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**Confident and Entrenched Community, Bolstered by Relationships with Leading Crypto Influencers**

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**Highly Scalable Brand Leveraging the Blockchain to Increase Reach**

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**Massive, Fragmented Cryptocurrency Market with Significant Opportunity for Expansion**

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**Diverse and Inclusive Community Instilling Strong Values and Positivity in the Solana Ecosystem**

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**Highly Experienced Leadership Team with Deep Blockchain / Cryptocurrency Expertise**

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**Attractive Opportunity with Significant Growth Prospects Supported by Market Demand**

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