

TurboUSD Unstablecoin

A hybrid onchain+IRL brand
and cult movement

TurboPaper
www.turbousd.com

Abstract. TurboUSD Unstablecoin is not just another digital token, but the seed of an integrated digital-physical brand and cult movement. As the creators of the Unstablecoin narrative, we embrace instability as a feature, not a flaw. While traditional stablecoins seek to mimic the old financial order, our mission has been to expose the fragility of fiat and its endless printing, transforming volatility into narrative, conviction, and culture, while educating people and bringing mainstream attention to the anti-establishment movement against the fiat scam: infinite inflation and the dilution of purchasing power. We began with TurboUSD, but the movement is now expanding far beyond. It is evolving into a broader ecosystem of brands, tangible products, and real-world rituals that bind holders together. From our first physical creations, like our own drink, to upcoming product lines and merchandise, we are building a long-term movement where the unstable becomes the foundation of value. TurboUSD stands apart from the 99% of crypto projects that fade into nothing, by creating a true community where holders take part and can benefit from their contribution and the project's success.

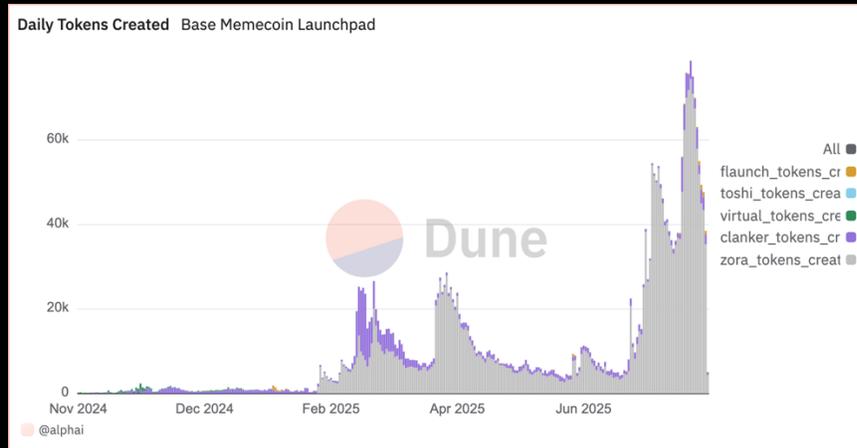
1. Introduction

1.1. The problem

The crypto market today is flooded. Every single day, thousands of tokens are launched. Anyone can create one, and this endless supply has diluted the attention, trust, and value once given to projects that truly built something meaningful. What was once an ecosystem driven by conviction and community has devolved into a casino of rugs, scams, and hype cycles that barely last a few hours.

Tokens usually appear overinflated, priced for insiders, and leave little room for newcomers to join “at the right time” with real upside ahead. Early supporters, who in the first crypto cycles believed in their projects and stood by them as true community members, are now left behind in an environment where attention spans have collapsed, and genuine loyalty is rarely rewarded.

This cycle has created a market where speculation outweighs substance. Builders with real ideas struggle to cut through the noise, while short-lived projects absorb attention and capital before quickly vanishing. The result is a landscape where trust erodes further each day, and the gap between hype and genuine innovation continues to grow.



1.2. Community Always Left Behind

In today's crypto, early supporters rarely win. They ape into tokens at inflated prices, help spread the word and often end up holding bags while insiders and influencers exit. Attention is so short-lived that projects are forgotten within hours, leaving behind nothing but charts of collapsed promises.

Over time, this dynamic erodes communities. What begins with genuine believers who join for the story or the narrative quickly transforms into a battlefield dominated by traders who care little about the project itself. Early holders lose interest as they realize their support is not recognized or rewarded, while short-term speculators move in to farm volume and exit at the first opportunity. Adding to this, many so-called influencers or KOLs are handed free tokens only to sell them almost instantly, generating sell pressure without creating any meaningful or lasting impact on the project's growth.

The community ends up playing a passive and unfair role. They spread the word, create content, and generate attention, often acting as unpaid marketers, yet their contribution is not valued. Worse still, they become the exit liquidity that sustains insiders and short-term actors, instead of being acknowledged as the foundation of the project. Conviction is replaced by noise, participation turns into speculation, and the original members who built the base are left behind, forgotten in the very projects they helped bring to life.

2. Hybrid onchain+IRL brand and cult movement

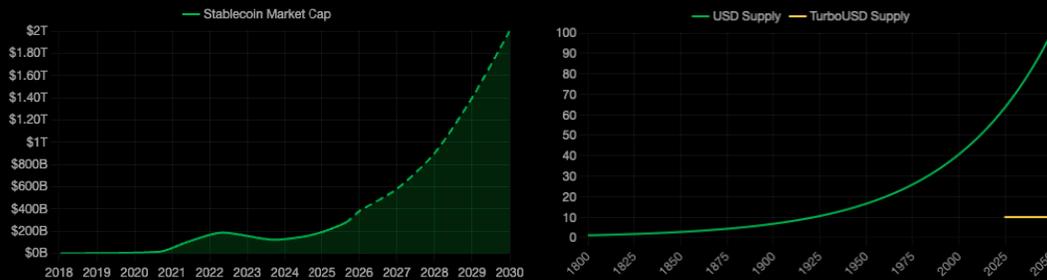
2.1. From Memecoins to Unstablecoins

Memecoins are defined as tokens with no inherent utility, driven mostly by speculation and viral energy. They can skyrocket with hype and vanish once attention fades. But in today's market, where thousands of tokens are launched every day, attention spans have collapsed to hours, and most projects are forgotten before they begin.

TurboUSD is the OG of Unstablecoin, created in a sector where stablecoins are predicted to grow massively in the coming years, pushed by both governments and private companies. This context makes the Unstablecoin narrative even more powerful: it takes what seems impossible to parody, a token whose value is always capped and static, and turns it into a meme, a joke, and ultimately a movement. By

doing so, TurboUSD not only captures attention in a saturated market but also educates people about critical financial and societal issues such as inflation, money printing, and the fragility of fiat.

Unlike typical memecoins or overinflated launches, TurboUSD is designed not just as a token but as the foundation of a long-term movement. The token's value is not only tied to speculation, but also to conviction, cultural relevance, and the growth of a broader ecosystem that merges the digital and the physical.



2.2. Creating an Entire Brand Around Turbo and Unstable

After launching TurboUSD Unstablecoin, we realized there was strong resonance with our narrative and the sectors it touches: fiat, government institutions, social control, hidden powers, false stability, and more. All these elements connected perfectly with the ideas of Turbo and Unstable, giving shape to something larger than a token.

On one hand, the “Turbo” identity represents speed, energy, and forward momentum. Everything is better with Turbo. Do you want a better US Dollar? Here is TurboUSD. Turbo enhances whatever it is applied to. On the other hand, the “Unstable” identity embraces volatility instead of denying it. What others see as a weakness becomes the source of creativity, narrative, and movement. Together, these elements create a brand language that is provocative, memorable, and expandable across multiple domains. This combination can be applied to many ideas and unified into a single cult-like movement that people feel part of, giving rise to a brand family that extends across different expressions.

This brand-first approach enables the creation of a hybrid ecosystem where digital tokens coexist with physical products, real-world experiences, and cultural symbols. From beverages to merchandise, from registered IP to community rituals, the Turbo and Unstable narrative fuels a portfolio of ventures that reinforce one another. Each new product or touchpoint strengthens the meta, anchors it in reality, and provides the community with tangible proof of growth and expansion.

By building an entire brand around these identities, TurboUSD becomes more than a coin. It evolves into a movement and a trademarked brand family, where value comes not only from speculation but also from cultural relevance, product adoption, and collective belief. The alignment between token, brand, and community lays the foundation for long-term growth that goes far beyond the lifespan of a typical crypto cycle.

2.3. Liquid Belief and Real-World Anchors

Traditional tokens fade because they lack anchors in the real world. TurboUSD, by contrast, fuses on-chain culture with off-chain presence: physical products, registered IP, and expanding brands that give the community something tangible to rally around.

This hybrid model turns belief into something measurable and participatory. Holding and supporting TurboUSD is not just buying into a chart; It is aligning with a movement that educates, builds, and expands into culture, products, and rituals. It's liquid belief, backed by the unstable energy that fuels both narrative and action.



2.4. Community as the Core Engine

Most projects treat holders as exit liquidity, but TurboUSD rewards conviction. Holders who stake, lock, and actively participate are not just helping the brand grow; they are positioned to benefit directly from that growth. Unlike loyalty points in closed systems, TurboUSD offers loyalty upside: the chance for the community to share in the journey and its success.

This alignment creates a self-reinforcing cycle: belief drives attention, attention fuels culture, culture expands the brand, and brand growth strengthens belief. In this way, TurboUSD is not simply a coin or a meme; it is a hybrid digital-physical cult movement where the unstable becomes the foundation of value.

2.5. The Unstable TurboFlywheel

This model has already been verified in other projects with excellent results, most notably REKT, which has served as a key inspiration for us. TurboUSD follows this proven path, adapting it to the Unstablecoin narrative and expanding it with its own ecosystem. We call this the Unstable TurboFlywheel. Here's how it works:

a) Narrative expands

Everything starts with the Unstablecoin narrative. In a world where stablecoins are expected to dominate crypto in the coming years, pushed by governments and corporations, the idea of an “unstablecoin” flips the script. What looks impossible to parody — a token designed never to move — becomes the core of a meme, a joke, and ultimately a movement. This narrative draws attention on its own and sets the foundation for growth.

b) Attention increases

As the narrative spreads and gains traction, more people engage with the project. Discussions about fiat, inflation, control, and false stability create curiosity and cultural energy around TurboUSD. The more the unstable narrative reaches both crypto and mainstream audiences, the stronger the cultural positioning becomes. Attention is the currency that drives everything forward.

c) ₪USD price rises and the treasury grows

Every time ₪USD is traded, a small fee is collected and directed into the treasury. As trading volume and attention increase, so does the treasury, compounding over time. Unlike projects that depend solely on speculation, TurboUSD has a mechanism that directly converts community activity into resources that can be reinvested. This creates a positive loop where both price and treasury expand in line with attention.

d) The reward pool strengthens

Around 5% of the ₪USD supply is already allocated in the treasury to support growth and community rewards. As the treasury grows from trading fees and price appreciation, the potential to reward loyal holders and fund expansion increases. This pool functions not only as an incentive but as a source of long-term firepower to keep the ecosystem alive and evolving.

e) Products fuel the cycle

The ecosystem does not stop at tokens. Physical products, starting with our drink and followed by future launches, provide tangible anchors in the real world. Each new drop generates more visibility, more touchpoints, and more opportunities for the community to engage beyond speculation. These products expand the cult movement, strengthen the brand, and reinforce the unstable narrative.

f) The cycle continues

The stronger the narrative and the louder the attention, the more trading and community activity increase. This drives the treasury higher, grows the reward pool, and fuels new product launches. Each cycle reinforces the last, ensuring that TurboUSD is not just another short-lived token but a brand and movement with a flywheel of belief, culture, treasury growth, and real-world expansion.



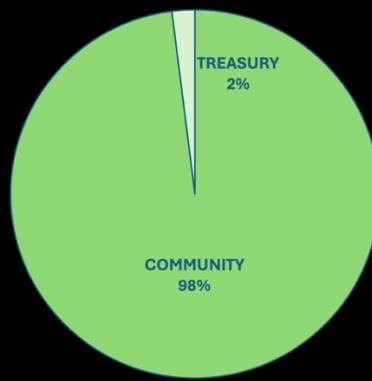
3. Token Overview

3.1. Tokenomics and Distribution

\$TUSD has a total supply of 100,000,000,000 tokens. The token was deployed using the popular and safe Base launchpad Clanker, making it a fair launch. The supply is fixed forever, with no inflation and no possible new token mint, ever.

Initial distribution was as follows:

- 98% Community: every holder acquired tokens directly from the open market like everyone else
- 2% Treasury: reserved to support future ecosystem growth (initially locked for 1 month)



3.2. Trading and Infrastructure

\$TUSD was launched as an ERC20 token on Base and is tradable from main dexes such as Uniswap.

Contract address: `0x3d5e487B21E0569048c4D1A60E98C36e1B09DB07`

Main pool: `0xd013725b904e76394A3aB0334Da306C505D778F8`

3.3. Legal Disclosure

\$TUSD is a decentralized digital token created as a memetic and cultural asset. It is not a security, does not represent equity or ownership, and does not entitle holders to revenue, dividends, or governance rights. It is not designed as a financial product, investment instrument, or utility token.

The token's price is determined by market sentiment, cultural attention, and community activity, not by the operations of any one entity. \$TUSD is not e-money, not asset-referenced, and not intended to be used as a means of payment.

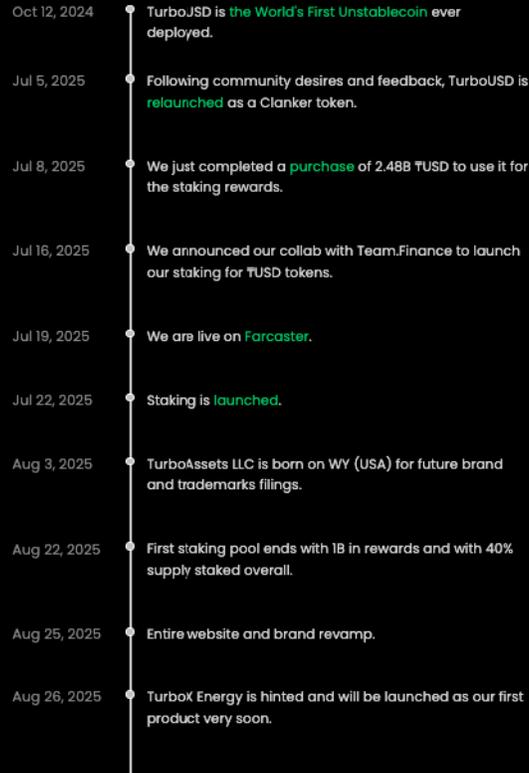
Holding or trading \$TUSD involves risk, including loss of value and high volatility. Nothing in this paper should be taken as financial, legal, or investment advice. This document is for informational purposes only.

The regulatory landscape around crypto assets is evolving. Holders are encouraged to seek independent legal or tax advice in their jurisdiction.

4. Background

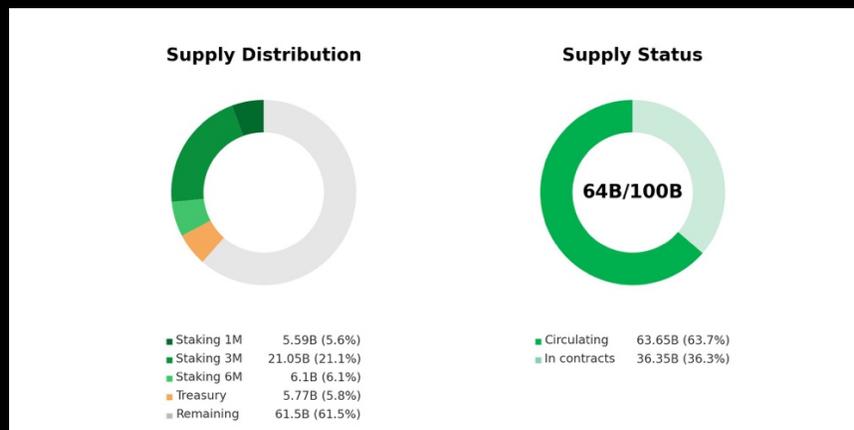
4.1. Timeline

A brief summary of TurboUSD's history:



4.2. Key Facts

These stats reflect our community's conviction, willing to stake (and lock) their \$TUSD for months to support our long-term plan, and show how our treasury has strengthened since launch. Few memecoins can match these numbers today.



5. Conclusion

TurboUSD Unstablecoin demonstrates how narrative, culture, and real-world anchors can combine into a sustainable crypto movement. By merging digital tokens with physical products, brand identity, and community conviction, it creates value that goes beyond speculation. The Unstablecoin narrative flips stability into culture, parody into education, and belief into measurable growth. In this way, TurboUSD lays the foundation for a hybrid digital-physical ecosystem where holders are not forgotten, but empowered to share in the journey and its success.