

**MARSHALL
ROGAN INU**
Litepaper



#FightingForFighters



INTRODUCTION

Marshall Rogan Inu is a meme token-based cryptocurrency project designed to support professional MMA fighters either directly or through alternative means such as: sponsoring the gyms they train at, funding medical treatment and helping to fund training camps. After paying for a multitude of expenses such as fighting camps, nutrition, coaches, transportation and recovery, a great number of fighters are left with barely enough to cover living expenses. It is almost impractical for these fighters to be able to live comfortably and support their families. We find this to be very important because as it currently stands, these fighters are not earning a liveable wage and often must choose between pursuing their dreams or getting a job just to live. With our completely decentralized and fully community driven platform, our aim is to partner with as many professional MMA athletes as possible to help support them in their training, recovery, and overall well-being. We have accomplished this by creating a fund that is solely for sponsoring and supporting MMA fighters. To date, as of February 15th, 2022, we have supported over 30 professional MMA fighters, distributing over \$400,000 to them to support their livelihood- provide for them, their recovery, training, and their families. Our hope is to bring attention to the fighting community and become viral to remain true to our meme token nature whilst supporting the fighters that are struggling. We are a project that is #FightingForFighters and giving back to the athletes that inspire and perform for us, the fans and community



PROBLEM

The problem that we aim to solve is that professional athletes, namely MMA fighters require help in order to focus on becoming the best and not having to worry about expenses or medical costs. In addition to this, some fighters jeopardize their health because they cannot afford to skip a fight and receiving a paycheque due to injury. Fighters are willing to enter the ring with broken body parts, concussions, and many other ailments simply because they will not be compensated unless they fight. Marshall Rogan Inu finds this inconceivable and are working towards supporting fighters so that these fighters do not have to put themselves in a position that would endanger their lives. In addition, we want to support these fighters and their lives so that they can provide for themselves and their loved ones in a way that doesn't take away their dream.



SOLUTION

OUR SOLUTION TO THIS PROBLEM
REQUIRES A MULTI-PRONGED APPROACH.





DIRECT SPONSORSHIPS

Marshall Rogan Inu directly sponsors fighters in Ethereum and Native Token (MRI). This form of sponsorship directly supports and supplements an athlete's income and allows them to spend it on various expenses that they incur. In exchange for bringing recognition to the project via social media posts and live during fighting events, athletes receive direct deposits of Ethereum and Native Token. This model allows them to liquidate Ethereum to cover their expenses as well as hold MRI tokens to incentivize the success of the project, thus incorporating them further into the community. The recognition brought about by the sponsorships in turn brings in new investors which will cycle more funds into our sponsorship fund. Additionally, our organization is committed to providing bonuses to performing fighters in the UFC- which currently match the bonuses paid by the UFC. At UFC271, a Fight of the Night bonus of \$50,000 split between the winners, Bobby Green and Nasrat Haqparast was provided.

SPONSORED EVENTS & TRAINING CAMPS

Marshall Rogan Inu also sponsors fighting events and training camps to help support all the participating fighters as well as bring recognition to the project as a whole. Training camps and travel expenses can be expensive for professional fighters; thus, we are committed to alleviating these costs for fighters wherever we can. We have testimonials from UFC fighters that express gratitude towards our sponsorships as our contributions made the burden of camps and transportation lighter for them. This is especially true in the wake of previous fights being rescheduled and being stuck with the expenses despite not having the opportunity to earn a paycheck. In addition to this, our team is working to sponsor fighting events globally at all professional level stages. To this effect, we have reached an agreement to sponsor a BJJ tournament where fighters will be subsequently paid an additional sum by our organization.



SPONSORED MEDICAL TREATMENTS AND FACILITIES

Marshall Rogan Inu is committed to supporting fighters at all points in their career and we recognize one of the most crucial times when an athlete requires support is their treatment following an injury and overall bodily recovery. To solve this problem, our organization has committed to sponsoring the treatments of fighters to get them back into shape and to prevent them from entering their respective arena with untreated injuries. To this effect, we have paid for in the full the stem cell concussion treatment of UFC fighter Ian Heinisch to get him back into fighting shape. In addition to this, we are working to setup donation portals that will directly go towards medical facilities that attend to professional fighters. We are working on a sponsorship with the Cleveland Clinic's Brain Trauma Department that specializes on treating head injuries, that are most commonly present in MMA fighters, and fund their research.

INTERVIEWS AND DISCUSSIONS

Marshall Rogan Inu is actively seeking out and in talks with MMA and other professional sport reporters that share stories regarding the ongoings of the professional fighting world. This is to bring to light the issues surrounding fighters outside of the ring and give them an opportunity to share their experiences and highlight what this supplemental income can do for them.



TESTIMONIALS



Former UFC champion Brandon Moreno - "Huge shoutout to Marshall Rogan Inu @RoganInu. They are supporting us UFC fighters around the world" via Instagram.

Bobby Green - "Thank you Marshall for supporting me"- Live at UFC271 immediately after winning his fight



Roxanne Modaferrri - "I'm excited to work with Marshall Rogan Inu a new crypto company that is working on supporting fighters so thank you to all of them".



MARKET FIGURES

MARSHALL ROGAN INU

ATH- \$52,000,000 Market Cap (\$0.052)

MMA

UFC- \$4,000,000,000 industry

Average UFC Fighter- \$146,000. However, this number is skewed because the top earners make millions whereas 36% earn \$46,000

To put into perspective a below average fighter's compensation. If they were to earn \$50,000 a year, averaging 2 fights year at \$25,000 a fight.

Training Camp (per fight): \$10,000

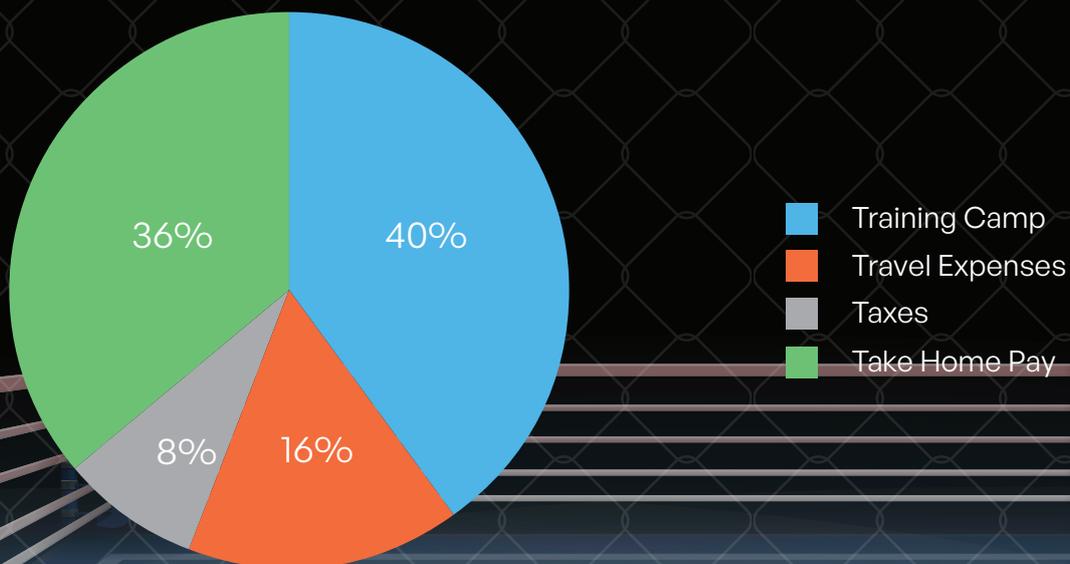
Travel Expenses for foreign fighters: \$4,000

Taxes: \$2,000

Total: \$16,000 / \$25,000

This nets a fighter only \$9,000 per fight

Fighter Pay Distribution on \$25,000





DETAILS ON THE TOKEN

Ticker Symbol- \$MRI

Circulating supply- 1,000,000,000 MRI tokens

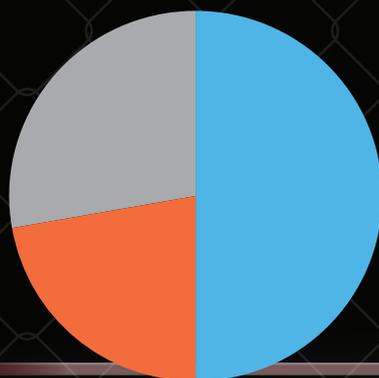
Taxes- Buy/Sell

Buy 10%- (5% marketing, 3% liquidity pool, 2% development) Sell 15%- (10% marketing, 3% liquidity pool, 2% development)

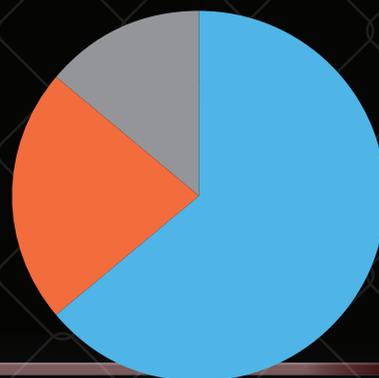
Max Wallet- 2% of circulating supply

Max Transaction- 1% of circulating supply

Buy Tax Distribution



Sell Tax Distribution



- Marketing (Inc. Fighter Fund)
- Liquidity Pool
- Development

- Marketing (Inc. Fighter Fund)
- Liquidity Pool
- Development



WEBSITE AND CONTACT DETAILS

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