

Everyone is lying to you for

\$MONEY



Whitepaper & Thesis

A permanent narrative for the most manipulated era in human history

🌐 Lying.money

✂️ @MoneySOL

📍 t.me/EveryoneIsLying

CA: CotmxNNE85WeyFr5xvzJksEZhLctqhD9uzFFbkHCpump

Introduction

The coin behind every incentive

\$MONEY is built around a simple realization: people change when money enters the room. Politics changes. Media changes. Influencers change. Corporations change. Every system eventually bends toward incentives.

The internet exposed this globally. Headlines shift after money appears. Influencers promote products they secretly dislike. Media manufactures outrage because outrage generates revenue. Modern life feels increasingly artificial because nearly every message is attached to monetized attention.

That is the foundation of \$MONEY. The project does not fight the system. It turns the system itself into the meme.

The Incentive Machine

Why modern systems reward manipulation

\$MONEY is a Solana-native memecoin built around one idea: incentives shape behavior more than ideals do. “Everyone is lying to you for money” is not really a slogan. It is a framework people increasingly use to understand reality itself.

The thesis requires almost no explanation because people already feel it intuitively. Platforms optimize for engagement. Media optimizes for outrage. Influencers optimize for sponsorships. Even authenticity eventually becomes monetized. The more connected society becomes, the more visible the incentive structure becomes.

The token is the symbol. The internet is the evidence. The community is the amplifier. Everyone is lying to you for money.

The age of manufactured reality

How money colonized truth

Most narratives disappear when trends change. Distrust does not. Human civilization has repeated the same warning forever: people manipulate systems when incentives reward them for doing so. The internet simply made this impossible to ignore.

Every day people watch influencers fake authenticity, corporations fake morality, and media ecosystems manipulate emotion for attention. The timeline itself trains people to distrust appearances. “Everyone is lying to you for money” compresses the emotional atmosphere of the modern internet into a single sentence.

Authenticity becomes branding. Morality becomes marketing. Attention becomes currency. Once people recognize the pattern, they begin seeing it everywhere.

The emotional economy

Bull markets, fear cycles, and monetized attention

\$MONEY works in every market condition because distrust intensifies during volatility. In bull markets, greed becomes visible everywhere. Everyone becomes an expert overnight. Influencers post screenshots. Celebrities launch tokens. Media celebrates endless innovation while monetizing the attention surrounding it.

Bear markets expose the opposite side of the same system. Projects disappear. Influencers delete tweets. Conviction evaporates when liquidity dries up. Every collapse reinforces the same realization: incentives drive behavior more than public messaging suggests.

Even sideways markets feed the meme because reality continuously generates new examples of manipulation, outrage, and manufactured narratives.

Memetic self-replication

How the internet keeps feeding the narrative

A memecoin survives only if it can continuously generate culture. \$MONEY does this automatically because reality constantly refreshes the narrative. Every day produces new examples of fake authenticity, manipulated headlines, political contradictions, and monetized perception.

The community does not need to invent content. The world generates it for them. Once holders adopt the lens, they begin seeing examples everywhere. Advertising changes meaning. Media changes meaning. Political messaging changes meaning.

\$MONEY stops functioning purely as a token. It becomes cultural commentary attached to a ticker.

The asymmetric meme

Why \$MONEY compounds harder than trends

The strongest memes are compressed truths. \$MONEY spreads because people immediately recognize something they already believed subconsciously. Every culture understands that money changes behavior, and every demographic has experienced manipulation motivated by incentives.

The content supply is effectively infinite because the modern world continuously generates new examples automatically. Distrust spreads faster online than optimism. Exposure spreads faster than branding. Ironically, the systems criticized by the thesis help accelerate the thesis itself.

\$MONEY is not attached to a temporary trend. It is attached to the permanent relationship between incentives and human behavior.

On-chain reality

The structure beneath, for the record

\$MONEY operates on Solana with a fixed supply structure and zero tax. The project is built less like a traditional startup and more like an internet-native cultural movement centered around the thesis that incentives shape perception.

A portion of the supply is allocated toward long-term cultural expansion through vested distributions to key opinion leaders, designers, content creators, and strategic contributors helping grow the narrative and ecosystem around the project.

Ticker: **\$MONEY**

Chain: **Solana**

Supply: **1 Billion**

Tax: **0%**

Contract: **CotmxNNE85WeyFr5xvzJksEZhLctqhD9uzFFbkHCpump**

The project operates less like a traditional startup and more like a decentralized cultural movement built for the internet age.

Disclosures

Read everything. Trust nothing.

\$MONEY is a memecoin. It is not financial advice or a promise of returns. The project does not claim every person is malicious. It claims that incentives shape systems more than people admit.

Participation is voluntary. Conviction is personal.

Buy at your own risk. Question everything at full conviction.

Final transmission

Follow the incentive

Every civilization eventually monetizes belief. Every platform monetizes attention. Every institution protects itself first. The modern world is held together by incentives more than truth.

\$MONEY is the memecoin attached to that realization. A reminder that behind nearly every message, somebody is trying to extract value from your trust, attention, fear, identity, or wallet.

Everyone is lying to you for \$MONEY

The only question is who profits.



Andy Blazchyk,

Developer and co-founder