



\$TMLB

# TUMBLER

## White Paper

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## INTRODUCTION TO TUMBLER

**Tumbler (\$TMBL)** is a satirical meme coin designed to turn the chaos and unpredictability of traditional finance into a source of humor, community engagement, and gamified fun. Tumbler embraces humor and satire as its core purpose.

With the tagline, “**Corporate chaos, our community currency!**” Tumbler takes aim at the inefficiencies and missteps of traditional corporations and the financial systems they inhabit. It provides a platform where retail investors and meme enthusiasts can laugh at the chaos of failing companies while engaging in a light-hearted crypto ecosystem.

### **Our Purpose:**

- To create a humorous and engaging community united by laughter and memes.
- To celebrate the market downturns of inefficient corporations with rewards, games, and NFTs.
- To gamify financial chaos in a way that brings people together for fun.

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## WHAT IS TUMBLER?

For decades, people have placed their trust in large corporations and financial institutions, believing in their stability and reliability. However, this trust often results in disappointment:

- **Corporate Mismanagement:** Big companies repeatedly fail due to inefficiencies, scandals, or outdated business models.
- **Overvalued Stocks:** Many companies' stock prices are driven by reputation rather than innovation or performance, leading to bubbles and inevitable crashes.
- **Losses for Retail Investors:** Retail investors often lose their savings when these companies tumble.

*Tumbler flips the narrative. Instead of lamenting market tumbles, we turn them into an opportunity for humor and community engagement.*

Tumbler (\$TMBL) is a community-driven meme coin that gamifies the chaos of traditional finance. Rather than offering complex solutions or lofty promises, Tumbler embraces simplicity and fun as its core mission.

### What Makes Tumbler Unique?

- A satirical take on traditional financial systems and corporate failures.
- A gamified ecosystem where participants can predict tumbles, play games, and earn rewards.
- A vibrant community of humor enthusiasts who share a love for memes and creativity.

### Our Core Philosophy

- **Play, Not Pressure:** Tumbler is built for enjoyment, not stress.
- **Community First:** \$TMBL is designed to bring people together for shared fun and creativity.
- **Celebrating the Chaos:** We thrive on the unpredictable nature of financial markets, turning downturns into playful moments.

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## CORE FEATURES

### The Tumbler Index

- Tracks a curated list of underperforming companies prone to tumbles.
- Rewards the community for celebrating market dips and corporate chaos.
- Allows participants to engage with humor and creativity around real-world events.

### Gamification

- **Downfall Predictor** is a game where participants predict which Tumbler Index stock will tumble the most over a set period. **Winners receive \$TMBL rewards.**
- **Chart Racer** is a fast-paced mini-game where players “**ride the mountains of the stock market**” for points and prizes.

### Dynamic NFTs

- Featuring mascots and NFTs evolve based on market performance or community achievements.
- Exclusive collections tied to significant tumbles or milestones.

### Community Engagement

- Weekly meme contests with \$TMBL prizes for the most creative submissions.
- Referral programs and activity leaderboards to incentivize participation.

### Governance

- \$TMBL holders voting on new features or initiatives, companies to add or remove from the Tumbler Index and allocation of rewards for games and events.

## TUMBLER INDEX

The **Tumbler Index** is a curated list of underperforming or struggling companies, selected to highlight corporate inefficiencies, scandals, or market downturns. Companies added to the Tumbler Index should meet one or more of the following:



### Significant Market Downturns

Companies with falling stock prices or notable financial losses.



### Corporate Scandals

Entities involved in leadership scandals, fraud, or PR crises.



### Inefficiencies

Outdated business models or poor operational performance.



### Missed Earnings

Companies consistently missing revenue or profit targets.



### Declining Market Position

Losing market share to competitors due to mismanagement or lack of innovation.

The **Tumbler Index** will be represented by a single dynamic numerical value that reflects the inefficiencies, losses, and overall problems of the companies included. The **Tumbler Index Value (TIV)** will be calculated using a weighted formula based on the following metrics for each company in the index:

Key Metrics	Weight	Meaning	Description
<b>Stock Price Decline</b>	40%	Higher declines = greater inefficiency	Percentage decline in stock price over a defined period (e.g., 30 days, 6 months)
<b>Earnings Misses</b>	25%	Larger misses = greater inefficiency	The magnitude of difference between expected earnings (analyst estimates) and actual reported earnings
<b>Debt-to-Equity Ratio</b>	20%	Higher ratios = more problems	Measures the company's leverage and financial instability
<b>Scandal Index</b>	15%	Scaled from 0 (no scandal) to 10 (severe scandal)	A qualitative metric assigned based on significant corporate scandals, legal issues, or leadership problems

### Tumbler Index Formula

$$TIV = \sum_{i=0}^N (0.4 \times Stock\ Decline_i + 0.25 \times Earning\ Miss_i + 0.2 \times Debt\ to\ Equity_i + 0.15 \times Scandal\ Index_i)$$

*Where N = number of companies in the Tumbler Index.*

## SCANDAL INDEX

The **Scandal Index** is a subjective, yet quantifiable metric designed to evaluate the impact of corporate scandals, controversies, or mismanagement on a company's inefficiency. The correct way to calculate it for the **Tumbler Index Value (TIV)** involves defining clear, weighted criteria to ensure consistency and objectivity across companies.

- **Purpose:** Quantify the severity and impact of scandals on a scale (e.g., 0–10).
- **Impact on TIV:** Scandals are a key contributor to corporate inefficiency, directly influencing their position on the Tumbler Index.

The **Scandal Index** score for a company can be derived by evaluating specific criteria, each contributing a portion of the overall score. Here's a structured approach:

Criteria	Weight	Scoring	Description
<b>Financial Impact</b>	30%	<b>0:</b> No financial impact. <b>5:</b> Moderate impact (e.g., stock drops by 10–20%). <b>10:</b> Severe impact (e.g., massive fines, >30% stock price drop).	Measures how the scandal directly affected the company's financials (e.g., stock price, fines, lost revenue)
<b>Public Perception and Media Coverage</b>	20%	<b>0:</b> Minimal media attention, no public backlash. <b>5:</b> Moderate coverage (e.g., industry-specific press). <b>10:</b> Global headlines, memes, and public outrage.	Gauges the extent of negative publicity and the company's loss of trust
<b>Regulatory and Legal Issues</b>	20%	<b>0:</b> No legal issues. <b>5:</b> Ongoing investigations or minor penalties. <b>10:</b> Major lawsuits, regulatory sanctions, or criminal charges.	Evaluates the legal or regulatory consequences faced by the company
<b>Leadership and Organizational Fallout</b>	15%	<b>0:</b> No impact on leadership or operations. <b>5:</b> Some turnover or reorganization. <b>10:</b> CEO fired, board resignations, or massive internal disruption.	Considers executive resignations, internal conflicts, or structural breakdowns resulting from the scandal
<b>Long-Term Repercussions</b>	15%	<b>0:</b> Scandal forgotten or resolved quickly. <b>5:</b> Persistent reputation damage. <b>10:</b> Irreparable harm to business model or market position.	Assesses the long-term impact on the company's reputation and operations

### Scandal Index Formula

The **Scandal Index (SI)** is calculated as the weighted sum of the above criteria:

$$SI = (0.3 \times \text{Financial Impact}) + (0.2 \times \text{Public Perception}) + (0.2 \times \text{Regulatory Issues}) + (0.15 \times \text{Leadership Fallout}) + (0.15 \times \text{Long Term Repercussions})$$

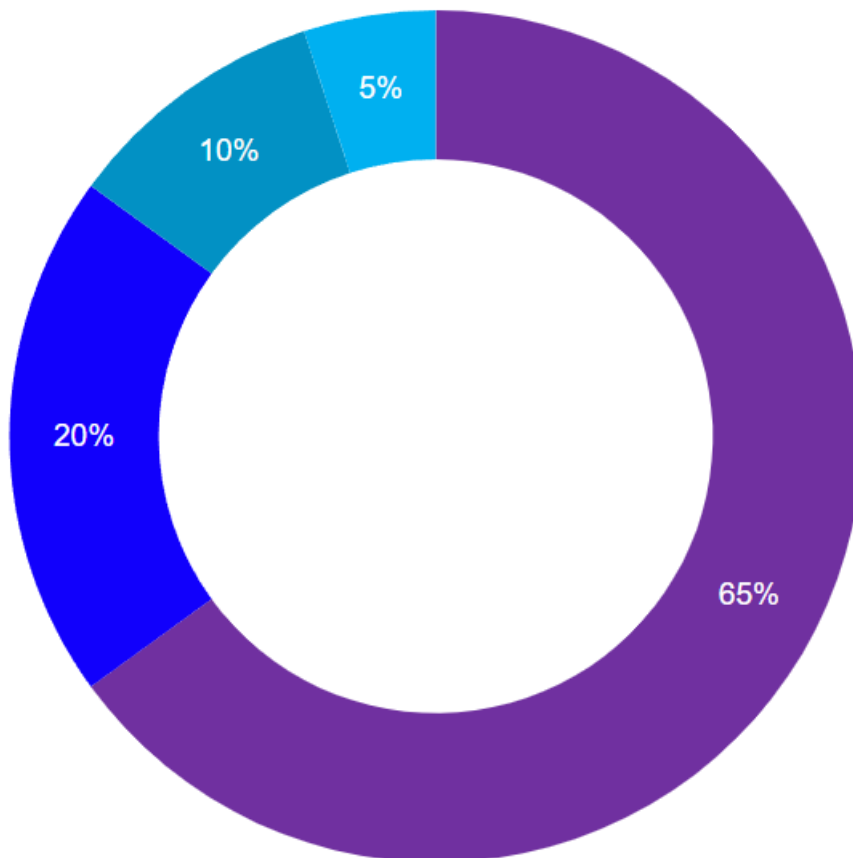
*The Scandal Index result is a score between 0 (no scandal) and 10 (maximum scandal).*

# TOKENOMICS

Token Name	Ticker	Total Supply
Tumbler	\$TMBL	6,250,000,000

## Token Distribution

- 65%
Liquidity
DEX liquidity pools (\$TMBL/SOL)
- 20%
Community Rewards
Meme contests, and games
- 10%
Development and Marketing
Project development and promotions
- 5%
Reserve for Future Use
Scaling and partnerships





# ROADMAP

## 01 FOUNDATION

- Deploy \$TMBL on Solana blockchain.
- Launch website, whitepaper, and social channels.

## 02 GROWTH

- List \$TMBL on Solana DEXs.
- Launch meme contests and influencer campaigns.

## 03 GAMIFICATION

- Release the Tumbler Index tracker.
- Launch Tumbler games: Downfall Predictor and Chart Racer.
- Release dynamic NFT collections featuring Tumbler mascots.

## 04 EXPANSION

- Expand the Tumbler Index to include global companies.
- Introduce staking and governance features.
- Bridge \$TMBL to Ethereum and Binance Smart Chain.

## 05 LONG-TERM VISION

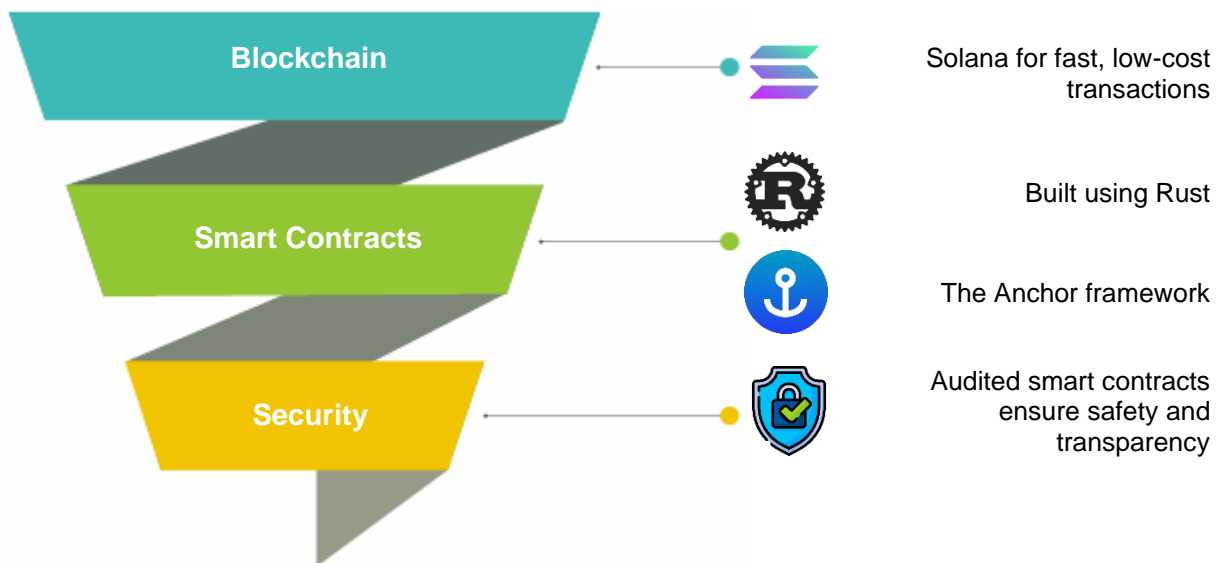
- Develop a fully gamified ecosystem with leaderboards and achievements.
- Launch Tumbler-themed merchandise and NFT-based utilities.
- Build strategic partnerships to expand globally.

## COMMUNITY GOVERNANCE

**Tumbler** thrives on community input. **\$TMBL** holders influence project decisions through governance voting. Key voting areas include:

- Selecting new companies for the Tumbler Index.
- Approving budget allocations for events and campaigns.
- Suggesting new games, features, or initiatives.

## TECHNICAL DETAILS



## TEAM AND VISION

**The Tumbler team** comprises developers, artists, and enthusiasts who believe in the power of play and community. Our vision is to create a global platform where financial chaos becomes a source of joy, creativity, and connection.

## DISCLAIMER

**Tumbler** is a satirical and community-driven project intended for entertainment purposes only. Cryptocurrencies, including **Tumbler**, are highly volatile, speculative, and subject to market fluctuations, regulatory changes, and technological uncertainties.

**Tumbler** does not provide any guarantees of financial returns, price appreciation, or real-world value. Participants should conduct thorough research, understand the risks. Compliance with local laws and regulations is the sole responsibility of the participant.

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