WHITEPAPER

WHAT IF? BY SCHALLERN.IO — $FLIPIF CONCEPT WHITEPAPER

Version 0.2 · Working draft · 31 October 2026 · Culturetek Pte. Ltd., Singapore

> **WHAT IF ONE QUESTION LED A COMMUNITY FROM A COIN STORY TO A REAL GAME WORLD?**

1. ABSTRACT

WHAT IF? by Schallern.io ($FLIPIF) is a community coin on Solana, planned to start on Pump.fun on **11 November 2026, 11:11 Berlin (10:11 UTC)**. Its job is attention: it tells a story that leads people from the Solana meme-coin space to a real, playable project, the Schallern coin-throw game (https://schallern.io), and to its Founder Collection. Founder NFTs are minted only on schallern.io; they are not connected to Pump.fun and are not sold there.

As of this version the coin **has not been created** and no official coin address exists. Everything around $FLIPIF is a what-if scenario: no smart contract, real-money game, fee share or free NFT exists or is promised.

2. WHY A COIN STORY

Most meme coins are a chart with a joke. $FLIPIF is a chart with a destination. The Schallern demo exists, is free, runs on desktop and phone, and has a Founder Collection in preparation. The story gives a coin holder something to do beyond watching a price: play, give feedback, join the Discord, and, if they want, become part of the Founder Collection. For Schallern the coin is a reach engine; for holders it is a story they can retell.

3. THE STORY IN NINE CHAPTERS

1. **Start** — what if the question goes viral on Pump.fun and people share the symbol?

2. **$1M** — what if the first milestone lands and coin, community and playable world appear in one clip?
3. **$4M** — what if the story keeps going and brings buyers, conversations and players to the demo?
4. **Founder NFT** — What if holding $FLIPIF came with a free Founder NFT? What if the mint went well and everyone who bought at least 1 SOL of $FLIPIF and sold nothing until 31 Jan 2027 received a Founder NFT for free? What if 500 Founder NFTs were set aside for that, and a live draw among those wallet addresses decided, should more than 500 qualify? A scenario: no campaign, no claim.
5. **Only currency** — What if $FLIPIF became the only currency of the game? What if anyone who wanted to play with real money connected a wallet and swapped USDT or other coins into $FLIPIF? Stakes, wins and fees would all run in $FLIPIF, with the US-dollar value always shown below and tables converted dynamically. Wins would go back to the player's own wallet in $FLIPIF, freely swappable there.
6. **Fees 50 / 50** — What if the house fees were split 50 / 50? What if 50% went to a Founder pool for the 10,000 NFTs and 50% to the company wallet, all in $FLIPIF? A smart contract, not built yet, could check the pool every 24 hours and pay out only from $50,000 of value in the pool, which is $5 per NFT. This would happen every time the pool reached $50,000, not just once. Below that it would keep collecting, because small payouts would cost too much in transaction fees. The recipient would bear the transaction fee, deducted from the payout.
7. **Burn** — What if every payout burned $FLIPIF? What if 5% of the company share were burned automatically? That would be 2.5% of all fees, and the supply would keep shrinking: deflationary.
8. **Exchange moment** — what if community, usage and trading grew enough to pursue a reviewed spot listing?
9. **Looking back** — what if, a year later, people say the story was there from day one?

All chapters are scenarios: no free NFT, game utility, fee share, smart contract or exchange application is active or promised. Real is only the Founder Mint on schallern.io. The $1M and $4M figures are story milestones, not promised outcomes.

WHAT IF is a story, not a promise. No smart contract, real-money game, fee share or free NFT exists or is promised, and none may ever exist. Founder NFTs are minted only on schallern.io and are not connected to Pump.fun. $FLIPIF is a community coin with no intrinsic value. Crypto can go to zero.

4. TOKEN FACTS (AS PLANNED)

Item	Plan
Name / ticker	WHAT IF? by Schallern.io / **FLIPIF**
Chain / venue	Solana / Pump.fun bonding curve, then PumpSwap after graduation
Supply	1,000,000,000 (fixed by the launchpad)
Pre-sale, team allocation	none; the coin is created on the public curve. Disclosed project wallets are planned to hold **no more than 2 % of supply**, bought on the open market like everyone else
Trading fee on the curve	1.25 % total, split between creator and protocol (Pump.fun documentation)
Graduation	automatic and irreversible when the curve fills; liquidity migrates to PumpSwap; Pump.fun does not seed or remove liquidity afterwards
Creator fee	Pump.fun pays the creator a share of trading fees; Schallern will publish how that share is used (operating the story, community and rewards) before launch
Official information	the coin address will be published only on https://schallern.io/what-if/

5. RELATIONSHIP TO SCHALLERN AND THE FOUNDER COLLECTION

- **Not a payment token today.** $FLIPIF has no function in the game. Schallern's currently planned real-money mode uses a stablecoin for stakes; $FLIPIF as the only game currency is a what-if scenario (section 3), not a plan.
- **Not a Founder Collectible.** The Founder Collection is a separate series of 10,000 collectibles with its own whitepaper, minted only on schallern.io and not connected to Pump.fun. Its terms stay unchanged: cosmetic in the game, no yield, no company shares, no distributions.
- **Possible future bridges** (scenarios only): a free Founder NFT for holders, a fee split, a burn (section 3). None exists today, and none may ever exist.

6. REACH MODEL

The reach model behind the story is simple and openly assumption-based: holder addresses → share who see the story → share who visit schallern.io → share who mint a Founder Collectible. Example assumptions used on the concept page: 100,000 holder addresses × 50 % story contact × 35 % site visit × 20 % mint × 1.25 collectibles per buyer ≈ 4,375 collectibles. These rates are hypotheses, not measurements; the real campaign will be judged on source-tagged clicks, visits, wallet connections and on-chain mints.

7. HISTORICAL COMPARISON METHOD

The concept page compares three Pump.fun-origin coins that reached a major spot exchange (FARTCOIN, PNUT, ACT). Method: the earliest tracked rate from CoinLore, the first daily close on the listing exchange (Kraken or Binance) and the highest print in the first 30 days; multiple = later price ÷ early rate. Example: FARTCOIN $1.4645 ÷ $0.0101 = 145×. These are historical observations of other coins, not expectations for $FLIPIF.

8. LAUNCH PLAN

1. **Preparation:** planned start 11 November 2026, 11:11 Berlin (10:11 UTC); a dedicated creator wallet (hardware-secured, separate from the Founder Mint treasury); Pump.fun account; Schallern's X account (https://x.com/schallern_io) linked.
2. **Token package:** name, ticker, description without promises, 1000 × 1000 px logo, links (what-if page, X, Discord, Telegram), Metaplex-standard metadata.
3. **Launch:** creation on Pump.fun; the coin address is published only on https://schallern.io/what-if/.
4. **After graduation:** Jupiter verification (verified.jup.ag), CoinGecko and CoinMarketCap listings, DEX Screener token profile; token searchable in Solana Explorer via the verifiers.
5. **Measurement:** visitors from the coin to the demo are tracked with the `?ref=FLIPIF` link; the story milestones are reported with data, not adjectives.

9. COMMUNITY AND SAFETY

Official channels: https://schallern.io/what-if/, X https://x.com/schallern_io, Telegram https://t.me/schallern, Discord https://discord.gg/FpZ5zDjV4. The team never messages first, never asks for seed phrases or payments, and never posts the coin address in DMs. Any “official” coin address before 11 November 2026 is a scam. Price talk in the community follows the Schallern rules: no promises, no financial advice.

10. TEAM AND OPERATOR

Operator: **Culturetek Pte. Ltd., 6 Raffles Quay, #14-02, Singapore 048580, UEN 202411392W**. Director: Kai Zimmer. Contact: mint@schallern.io.

11. STATUS, LEGAL NOTICE AND VERSIONS

Status: concept, coin not started yet (planned start 11 November 2026). Meme coins are highly volatile and can lose their entire value. The legal framework, terms and disclaimers are maintained by Culturetek Pte. Ltd. and published at https://schallern.io/legal.html. This document is informational, not an offer, not a solicitation and not financial advice. Versions are published with their date at schallern.io/whitepaper/ and in the linked public repository.

WHAT IF is a story, not a promise. No smart contract, real-money game, fee share or free NFT exists or is promised, and none may ever exist. Founder NFTs are minted only on schallern.io and are not connected to Pump.fun. $FLIPIF is a community coin with no intrinsic value. Crypto can go to zero.

- v0.1 · 16 October 2026 · first working draft
- v0.2 · 31 October 2026 · what-if scenario updated (only game currency, fee split, burn, free NFT), planned start date, official address only on the what-if page