

PLAN BLUI

The Grand Reboot





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AUGUST 2023

INTRODUCTION

Memes are a fascinating phenomenon; A single idea transmitted through social networks, carrying a symbolic meaning and encapsulated intent, which can possess the power to shape cultural change.

Memes have existed for probably as long as humans have communed in societal structures. More recently, the rise of the decentralized web (Web3) has enabled communities to define their values and aspirations onto easily available digital assets and to deploy them to achieve the aims of a community, as witnessed with the ongoing success of Dogecoin, Shib and many other meme tokens, and notably with the "diamond hands" meme created by the r/wallstreetbets subreddit, that drove GameStop's stock from a market cap of \$750M to \$15B in 2021.

Meme tokens, due to their simplicity and engaging form, enable mass adoption (it is widely believed that bitcoin's surge to \$1,000 in 2013 was fuelled by its "magical internet money" meme) and so have a role to play in achieving the broadening of the accessibility of crypto to newcomers, and in enabling blockchain for good projects, to reach their as yet non-included audiences.

Blui has taken the form on Earth, of a popular meme character from his home, Planet Babazadeh, combined with an AI generated amalgam of Earth's most loved cats, from Top Cat, Tom, Fritz, and Garfield to the Blue Cat, Doraemon, Sylvester and the Cat in the Hat.

Blui has arrived and he is on a mission.





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THE PLAN

The US Government says that it is possible that aliens are amongst us. We can advise you now that one of them has made his presence known publicly. Others will be coming soon.

But fear not, Blui is here to do as his people have done over the millennia; to catalyse positive societal change at times when humankind is taking a wrong turn. Whether the pyramids, the printing press or bitcoin, Babazadeans impact has been rapid and profound.

After studying human society using its online networks, Blui's strategy is to work through influencers and businesses that have the best interests of human society at the forefront of their plans and business models. And, by stimulating the deployment of technologies that can achieve beneficial advances for all social strata of humanity and by supporting policies and projects that are geared to the greater common good, Blui aims to nurture Earth's communities up to the advent of the Singularity.

In summary, the key elements of Plan Blui are:

THE ETHOS

1. Greater public awareness of and access to crypto projects that can support a reduction of the wealth gap (Data ownership).
2. Self-ownership and management of data and online actions.
3. A society that better uses the power of community self-management and sharing. (Community empowerment/nodes, DAO).
4. The establishment of decentralisation as a means to ensure personal rights and privacy.
5. The deployment of Web3 tools to enable global connectivity, and better wealth distribution, at all levels of society.





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REME LIFE

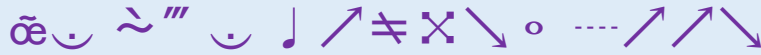
Whilst Blui has, he says, had involvement in numerous projects to date, these must be kept confidential. However, his first foray into addressing social change through supporting social impact businesses, commences with the launch of his meme token.

Launching in August 2023, the BLUI is a meme token that is raising funds to support businesses that are focused on positive social impact. The first of these is ReMeLife.

OBJECTIVES

1. Generate support and awareness for the needs of the care community.
2. Raise funds to enable ReMeLife to progress to Phase 2 of its Web3 development project, and to complete the build and launch of its POA blockchain, NFT marketplace and metaverse portal.
3. Enable easy access for newcomers into crypto adoption, through the user-friendly meme charm, aesthetic, and methodology.
4. Establish a community, through primary participation in the BLUI VIP Members Club that can grow and migrate into the ReMeLife community, which is self-supporting and self-sustaining regarding the needs of its DAO based community.

Full information regarding the ReMeLife project can be found on the consumer and token websites, [here](#) and [here](#).



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TOKENOMICS

Let there be no misunderstanding. The BLUI is a meme token and will exist in the manner of a meme token, and so will have a life of its own, as does the typical meme token.

TOKEN NATURE

1. It's a meme token. The tokenomics and investor expectations should be in line with all meme tokens.
2. Its price will be the result of market and investor engagement.

But there are key defining elements to the BLUI token, as follows.

3. Funds will be withdrawn at appropriate times to support the Team, that to date has been largely unpaid, and to also enable the start of Phase 2 of the ReMeLife project.
4. All BLUI purchasers will become members of the Blui VIP Members club. This will provide benefits, which are as yet not fully defined, but which fall into the following categories.
 - a. First choice and discounted purchase at the pre- launch of the Blui & Friends NFT Collection.
 - b. Access to the pre-launch of the REME token, and at the same price as provided to ReMeLife team members.
 - c. Merch purchase discounts.
5. The Technicals
 - a. The BLUI is an ERC20 token that is minted on the Ethereum blockchain.
 - b. It is being sold on Uniswap but will migrate to other exchanges over time.
 - d. It has no relationship with the price of REMEs once they are launched other than that membership of the Blui VIP membership club brings certain benefits such as discounted offers regarding purchasing REMEs in the Pre-Sale.



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TRANSACTION TAX

WHAT IS TRANSACTION TAX

A transaction tax in crypto projects is a fee that is charged on every transaction involving a certain token or protocol. The fee is usually deducted from the amount transferred or received by the users, and it may be distributed to various parties, such as the developers, the holders, the liquidity providers, or the burn address. The purpose of a transaction tax in crypto projects is to create incentives for holding or staking the token, to reward the participants who contribute to the network, to reduce the supply and increase the scarcity of the token, or to prevent bots and whales from manipulating the price.

WHY WE ARE NOT USING IT

Transactions tax can reduce the liquidity and accessibility of the token by making it more expensive to buy or sell on exchanges. It can also create confusion and frustration among users who are not aware of the fee or how it works.

It can cause compatibility issues with some exchanges, wallets, or protocols that do not support custom fees or smart contracts. It can also attract regulatory scrutiny or legal challenges if the fee is considered a security or an unfair practice.





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WHAT, HOW & WHEN

ROADMAP FOR THE BLUI

The BLUI will be launched in early August. The following are the key events.

1. AUGUST 2023: The launch of the BLUI on Uniswap will be supported by a broad marketing campaign.
2. SEPTEMBER 2023: The Blui VIP Club will be launched in September.

ROADMAP FOR ASSOCIATED ENTITIES

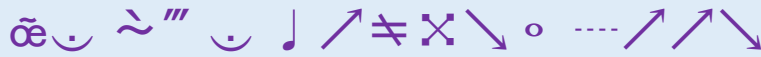
The following are the key events of the associated projects.

1. AUGUST 2023: ReMeLife will be launched across the UK, to provide a multi-function platform for those involved in care.
2. AUGUST 2023: RemindMecare, the care homes person centred care app is also being launched in August, via its partners.
3. SEPTEMBER 2023: Key features on the ReMeLife platform and in the apps will launch to enable users to earn REME tokens passively by providing Care Actions to those they care for.

CURRENT STATUS

Blui will work with our development teams across the multiple projects, all of which are designed, costed and ready for build. These include the following provisional start dates.

1. SEPTEMBER 2023: ReMeChain, POA blockchain, Blui VIP club.
2. SEPTEMBER 2023: BluiVerse NFT marketplace to be hosted in ReMeLife.
3. NOVEMBER: Healthcare focused DeFi stack.
4. JANUARY: BluiVerse portal and metaverse connectivity.



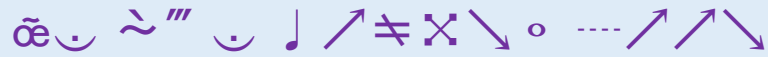
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HOW YOU CAN HELP

Plan Blui is intended to offer all the fun and craziness of a meme. But is intended also to be serious, for we live in serious times. Blui will engage with the memes, themes and mysteries of the social and political landscape that defines these volatile times. Blui has no interest in disruption ('Disruption - what a silly word to proudly promote. For whom truly wants disruption in their lives? Surely transition is the mission?': Blui, talking to Satoshi in 2018). But he does intend to become widely known. There are therefore many ways that you can help increase public awareness of Plan Blui, as follows.

1. Like any token launch, and Web3 project, we need to build a community. So please help us by joining our socials and telling the world that Blui has arrived. It's time for a change. #Crypto Cares.
2. Even if you do not have a family member that needs care, please do register with ReMeLife as a Member, and use the ReMeLife Community Builder tool (inside the ReMeLife Wallet) to invite friends, family, anyone involved in care your network. You will passively earn REME tokens, which can be redeemed when ReMeLife launches on an exchange post the completion of the build of the ReMeChain.
3. We are recruiting now as we grow. If you think you would like to collaborate, work, partner or simply support us, then please contact us at team@blui.io. It does not matter who you are, what you do, where you live. We have something for everyone. We're a DAO based community, that's growing fast, so there will be rewards for those that join us early and that help us through the crazy coming years.





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THE END GAME

Blui has not told us that yet. But clearly there's a convergence happening in front of our very eyes; of AI transformation, climate risk and political instability, of social unrest and financial injustice. He has said that he will be with us until the Singularity has happened and has happened positively.

And it's clear that he will take a role in various decentralisation, DeFi, healthcare and social impact projects.

Blui will be meeting with the movers and shakers across all walks of life, and so whether you are an influencer or an ambassador, a crypto newcomer or Elon Musk, if you would like Blui to write in your blog or talk at an event, please contact us at team@blui.io.





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DISCLAIMER

Purchasing BLUI tokens involves a degree of risk that may lead to the loss of a significant sum, or the entirety of any monies used in purchasing BLUIS. Before purchasing BLUI tokens, thoroughly evaluate and take into account the risks represented in all BLUI related documentation and consider also other risks not included or anticipated in this document and the associated websites.

You should only purchase BLUI tokens if you fully understand the tokenomics as defined and the nature and intent of the BLUI meme token. Crypto assets can be subject to expropriation and theft. Computer hackers or other malicious groups or organisations may seek to interfere with the BLUI issuance in a number of different ways. These may include malware, tax, distributed denial of service attacks and consensus-based exploits, such as a 51% attack that could result in the loss of BLUI tokens or the loss of the ability to access BLUI tokens.

Because of the immutable nature of the blockchain transactions there may be no remedy if a successful attack by malicious actors was to take place against the ethereum chain that the BLUI smart contract is built on.

Crypto assets are not regulated as financial instruments and there is no refund or compensation available from regulatory bodies such as the UK's financial services compensation scheme and similar bodies in other jurisdictions. The regulatory status of crypto assets remains uncertain and varies from jurisdiction to jurisdiction, presenting owners of crypto assets with legal uncertainty. It is possible that in the future certain laws, regulations, policies, or rules relating to crypto assets, blockchain technology or decentralised applications may be implemented that affect or restrict token holders' acquisition, ownership rights, and their ability to buy, sell, convert, or use crypto assets such as the BLUI token.

Uncertainties regarding tax legislation relating to crypto assets could leave token holders exposed to unforeseen consequences such as taxable events retrospectively applied or to be applied in the future.

Each perspective BLUI purchaser should weigh up their own individual appetite for risk and consider consulting an independent financial adviser before making any decisions. Readers of this whitepaper may also need to consult a tax professional, accountant, lawyer, or other professionals in order to satisfy themselves regarding any outstanding matters related to how BLUIs are designed before deciding whether a purchase of BLUI tokens will be in line with their risk profile.

Crypto currencies may be unregulated in your jurisdiction. The value of cryptocurrencies may go down as well as up. Profits may be subject to capital gains or other taxes applicable in your jurisdiction.