

Common Surge Inu Questions

1. Surge burn plan

- 55 % of the supply was burned at launch
- Devs already burned 85 % of their wallets
- Deployer burn - during NFT sales, more than 40 trillion tokens were burned, which amounted to more than 2 million worth of surge burned (in USD). This concludes the promised burn and greatly diminishes the deployer size.
- We might do more burns for marketing purposes if we feel it's appropriate, but these are not currently scheduled.
- Why we don't burn more of the deployer? Deployer needs to keep some surge in order to:
 - make it possible for us to add liquidity to new exchanges,
 - Make staking possible at some point
 - Make game rewards in SURGE possible

2. Shiba burn plan

- Surge Inu NFTs were promised to help burn Shiba Inu. This means that when Surgers sell out, we will purchase Shiba Inu (a certain percentage of surgers sold in bnb) and send it to the burn wallet.
- The exact Shiba Inu burn amount is still being discussed. Funds that go towards Shib burn are taken out of Surge, and a lot of holders don't like that. Shib burn can help with attracting new investors, but the amount needs to be decided carefully by considering both sides, as well as market conditions.

3. What happened to Surge Inu price?

Surge Inu exploded way too fast after presale due to a bullrun, Shib explosion and Lan's Youtube marketing. It experienced 2 huge spikes, one going to 25x and the second one going to over 45x. We didn't like these spikes at all when they were happening – the team knew that such fast growth will result in a painful correction and we wanted to see slow growth instead.

When the price goes up, that means that people are buying in hopes to sell at a higher price later. There always comes a point when people then say "ok, I now have 20x my profit, I'll sell and cash out 20x what I put in". If the growth is slow and organic, these sells distribute among buys of people who expect the price to raise more. But when you have a straight spike, then after only a single person sells, it can cause a panic sell, as people believe that "this is the point where everyone sells out, it will go to 0 now". This logic follows the volatility of change – it goes up fast, it goes down fast. Between the two big spikes, we had many smaller drops as well, and we recovered after each one. However, after the last gigantic spike, which was completely expected, several unexpected things happened:

1. We had more than one CMC and Poocoin bug, that displayed a straight red line, resembling a rugpull, which scared a lot of people despite our best efforts to explain what's happening and sending people to Dextools instead and discussing it with the CMC/Poocoin support. This bug happened more than once and each instance caused a huge panic sell (keep in mind that a lot of other coins were also affected). At one point people had their trust wallet display 0 surge, and people thought it was a rugpull. There was nothing we could do about these bugs except keep informing people and annoy CMC, TW and Poocoin about it.
2. After the second crash we also experienced several of our presale and private sale whales selling, causing people to be even more scared.
3. On top of all that, the general market downtrend begun and BNB decline lowered our price even more. Because Surge is on BNB blockchain, any BNB price change reflects on our chart as well. If BNB goes down, Surge goes down.
4. Next to the BNB, people generally started to leave crypto and sold their coins in most crypto projects, transforming them to stablecoins or fiat. People didn't just start selling their Surge, but also their Bitcoin, BNB, ETH and Shiba Inu. Almost all crypto seemed to go down and a lot of new coins simply died. There are several reasons for this huge and problematic crypto crash – from energy prices going up, causing some to need more rent money, to Ukraine crisis and US Federal reserve interest rate updates. Altogether, a huge crypto crash is here, hurting coins in general, hitting memecoins especially hard. All these factors combined contributed to the price falling to where it is now.

4. Marketing strategy (or why don't we fix the price with marketing already)

- Surge Inu had constant marketing on Lan's Youtube channels so far. This is huge, as his channels are among the largest crypto channels. We went to 14000 holders, 6000 Twitter followers, 7000 TG members, 25x, then 45x in price, all just with Lan's Youtube marketing. Surge Inu had more marketing than almost any other project and became the top 0.5 % of crypto projects.
- Outside marketing for the coin, if it's effective at all, usually brings people who are looking for a quick pump, which causes a spike. A spike means that new people buy and old people sell, and the price and holder numbers end up where they were initially. Pumping the price up repeatedly doesn't help the project, but hurts it, because the funds and effort are thrown away just for the purpose of money being transferred from newer holders to older ones. It also leads to an unhappy community of people who bought at the peak and are now stuck with losses, since the old people who bought in earlier sell out and leave. We saw a lot of projects that kept doing this and they all died.
- It's impossible to keep the price up with hype just by using marketing. The only way to keep the price up long term is with utility. Outside marketing doesn't make long-term holders, development does. This means that holders and price would drop sooner or later regardless of the market crash, when hype dies down, as hype can't be sustained.
- It's quite normal for the price to be going down and for holders to drop in such a general market crash. Even SHIB community is asking why price is going down and they are a #13 CMC project, have tens of youtubers who promote them full time and hundred of millions of dollars in revenue (if not more by now).
- The way forward with Surge price is utility. Our idea is to develop an NFT game / launchpad and connect it with surge. This should, if successful, keep the price up long-term and also increase holders.
- Current marketing thus focuses mainly on selling Surger NFTs, as this is needed in order to gain funding and player following for the NFT game, which is supposed to support the price long-term.
- It would be immoral and unfair to hype the coin up with promises of going to the moon in such market conditions. We can't guarantee that it will really go up. When Lan marketed the coin during private sale and presale, we were quite confident we can return the investment, but now we can't promise that. It would also not benefit the project long term (see points above).
- If memecoins like Surge Inu are to succeed long term, marketing and support from the community is crucial.
- It's not up to developers to force the coin price up. We already made more than promised returns to all those who bought directly from us (presale, private sale) by going 45x. Everyone else bought on the free crypto market with known risks. They all got surge, when they believed this is a good investment. It's not up to developers to "return" their investment to them. Complaining about the price going down is like buying coca-cola shares and then yelling at the company board why your price went down. Doesn't make any sense. Everyone knows investing in crypto has risks and with coins, not everyone can be the one selling on top and the price can't just keep going up. Keeping Surge coin price up indefinitely wasn't promised at any point, since it's impossible to do. We were always transparent that we can't control the price.
- Most people who keep asking for marketing are people who are looking to sell their coins.
- In short, we are not going to pump up the price with marketing, but will only use marketing to promote Surge utility going forward. Lan's marketing is focused on our NFT utility, and so will be our paid marketing when the market stabilizes.

5. Why are some projects going up and we're not?

General crypto market conditions matter a lot for smaller crypto projects that depend 100% on retail investors. When the market crashes, retail investors will take money out of their most risky assets first and put it into safer ones like Bitcoin. They will only move their money back into riskier projects after their confidence in the market is fully restored and they got some significant profit from their Bitcoin investment. If the market crashes by a lot, retail investors take money out of Bitcoin as well and leave crypto completely for a while. These people will most likely come back only after BTC reaches a new ATH and since they are not looking at crypto news, no amount of marketing can reach them.

This is what's happening since start of November. BTC had 4-5 drops and fell down about 50%. At every drop some people sold their BTC and left the market. In February, most retail investors are out of the market, this can be verified with social engagement statistics and on-chain data. Since we depend on small retail investors and are riskier than Bitcoin this affects us a lot in the short term and there is no way to fix it other than waiting.

"I see ____ project going up, so it's possible. Why aren't we?" This depends a lot on specifics. It could be that they released some utility, could be that they had a short term marketing push (in that case, look at what their price will be in 1 month and ask yourself if that's healthy) or they could just be a new project with hype. Overall, the fact is that there are 10000s of crypto projects, so there will always be some project that's climbing, we did it as well, it's just statistics. However, there is no project that only goes up forever.

6. Game development

- 3 months ago when we made NFT game plans, there were almost no NFT games on the market. We planned to make a simple game, release it in 2022 and were sure it will be successful due to high demand. Now in just a couple months the market is saturated with NFT game promises from many projects and it seems a more complex game will be needed for game success.
- We didn't sell out even a third of Surgers yet. Surger selling is crucial for getting game development funds and a player base. Due to a market crash, BNB value of the surgers sold also decreased by a lot, further decreasing the funds we have available. A lot more time than planned is also spent on managing the community and other aspects of the project. For these reasons, we have to adjust our game development plans.
- Note that Surge project started in October, and 10000 Surger NFTs were launched 2 months later, in December. The project is early, and game development takes a lot of time.
- Game video trailer will follow completed game design. Game demo is far away, as it demands a basically completed game in beta mode. Game development is not trivial, it's a huge project and takes a lot of time and effort.
- We are considering offering other means of utility for those who bought Surgers, while we're working on game development.
- If we share anything more than extremely vague ideas, people instantly latch onto them as facts and then accuse us of breaking promises if they don't happen. That's why we don't want to give any concrete information on the game or most other things at this time.

7. NFTs and their utility

- We are very happy to see that Surgers are actively selling on TOFU. Based on the numbers, about fifth of the Surgers listed get traded, mostly for prices above the minting price of 0.2 BNB. One Surger sold for 10x the initial minting price (Or Gur Tar went for 2 BNB). This means that many people who bought our Surgers already profited from them, which means they have some utility and collectible value.
- The team put a lot of effort into making the NFTs cute and incredibly varied, with more than 2500 layers, 130 accessories and more than 100 body traits, as well as 6 unique body types. They are by far the most variable NFTs on the market, as per our knowledge.
- The plan is to use Surger NFTs as characters to battle with in a play to earn NFT game.
- Game existence depends on Surgers selling in large amount to gain enough funding and players for a game that has a chance of success. It makes no sense to develop a whole game for only a couple players, as the game will not succeed.
- There are cat and dog NFTs, creating two factions at war, each with a unique gameplay style.
- Surgers will be evaluated based on an algorithm, that will take into account rarities and item combinations based on several game related classes (warrior, wizard, worker, etc), giving each one stats (e.g. mana, hp, luck, etc.). This will determine how strong they are in specific situations and the player will have to use them well to win. This also means that not all Surgers will be equally useful.
- Squads of 5 cats or 5 dogs will give a boost to the player, or even unlock an additional gameplay mode.
- First edition Surger NFTs that were sold on Rarible will open additional game content – each one will contain a special edition Surger, and possibly even more content. They will hold a special value in the game by unlocking cool stuff, as they were the first edition.
- The points above depend heavily on the detailed game design, which is still in development, so no additional details can be given.

8. Additional listings on DEXs and CEXs

People keep asking about exchanges because they think it will make the price go up, but it's not that simple. These are the reasons explaining why we don't think listings are a good idea right now:

- Exchange listings do tend to drive the price up, but only by a little and only for a very small amount of time (like a day). That benefits people who are looking to sell against new people coming in, not long term holders.
- Exchanges usually want some of your token when you list. When this initial price hike happens they dump as well, so price could even end lower than it started after you list.
- If you pay 50-80k dollars for a mid sized exchange, they will run a marketing event for you, that might bring in some more investors (or not, it depends on a lot of factors, markets are currently very uncertain) but there is no advantage to doing that right now, over doing it later since it's a one time marketing event.
- After we list on an exchange we open ourselves to arbitrage traders which can further hurt the price and needs to be managed very carefully.

Overall, exchanges are not something we want to just do because people are asking and pressuring about it. We know a lot of projects that did that and failed because of it, we did a lot of research on exchanges in general an exchange listing is going to have a clear plan behind it, it shouldn't happen only because people are asking.

9. Why is there still no TrustWallet logo?

- Trust wallet demands the project to have a full audit completed, as well as to pay a fee. Trust wallet logo was delayed because audit wasn't yet completed.
- Audit wasn't yet completed because we wanted to have some utility (the NFTs), smaller dev wallets and less unlocked tokens in the deployer wallet before applying to it, to get a good quality audit. We just very recently completed most of the burns in question.
- Quality audit takes time, effort and money.
- Note that we do have contract audit already completed.