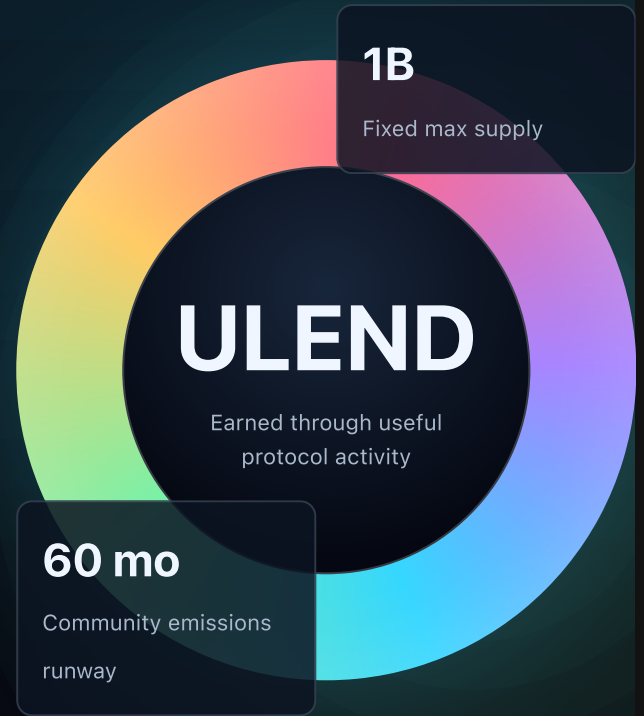




ULEND REWARDS LAYER

# ULEND Token Economics Whitepaper

ULEND is the incentive and participation layer for uLend: a fixed supply ERC-20 rewards token designed to drive high-quality liquidity, sustainable borrowing, staking participation, referral growth, and long-term community engagement.



**Token**  
ULEND, an ERC-20 participation and rewards token.

**Maximum supply**  
1,000,000,000 ULEND fixed supply.

**Network path**  
Direct BlockDAG mainnet production deployment.

**Control model**  
Safe multisig administration, treasury-controlled funding, pausable token controls.

This whitepaper describes a token economics model and technical implementation path. It is not an investment offer, price forecast, or guarantee of token value. [uend.blockdag.engineering](https://uend.blockdag.engineering)

# 1. Executive Summary

uLend is a unified DeFi platform where users can lend assets, borrow against collateral, swap tokens, and manage risk from one interface. ULEND supports that model by rewarding behaviors that make the protocol more useful: supplied liquidity, healthy borrowing, active referrals, staking participation, and ecosystem contribution.

## Core principle

ULEND emissions should reward productive market behavior, not vanity metrics or raw wallet activity. The system should make farming expensive, slow, and visible while keeping legitimate participation simple.

**40%**

Community incentives.

**45,000**

Example five-year user reward.

**BDAG**

BlockDAG mainnet deployment path.

# 2. Business Model Fit

## Interest spreads

ULEND emissions prioritize supplied assets and healthy borrowing in markets where uLend can build durable spread revenue and dependable liquidity.

## Swap fees

Campaigns can reward users who move between lending and swap actions, turning the swap layer into part of the liquidity loop.

## Liquidation infrastructure

Keeper, monitoring, and liquidation-partner incentives can be funded from a dedicated treasury bucket once the automated risk engine is live.

## Premium tiers







xULEND status can unlock fee credits, higher analytics limits, advanced strategy tools, and partner access while keeping the base lending experience open.

# 3. Utility Stack

Utility	User behavior	Protocol purpose
<b>Earn</b>	Supply eligible collateral, borrow supported assets, maintain safe account health.	Grow productive liquidity and sustainable borrowing demand.
<b>Stake</b>	Stake ULEND into a single-sided pool and receive xULEND.	Create long-term alignment and reward loyalty without forced liquidity pairs.
<b>Spend</b>	Use ULEND for fee credits, campaign access, launch participation, and partner perks.	Turn ULEND into practical ecosystem access rather than passive inventory.
<b>Signal</b>	Use staked ULEND to signal markets, campaigns, and future incentive weights.	Build toward parameter signaling once distribution and usage are broad enough.

## 4. Supply and Allocation

The maximum supply is fixed at 1,000,000,000 ULEND. The allocation favors usage, liquidity, and treasury flexibility while avoiding excessive investor-style concentration.

Community incentives		400M ULEND
Treasury reserve		200M ULEND
Liquidity bootstrap		150M ULEND
Core contributors		120M ULEND
Ecosystem partners		80M ULEND
Community launch		50M ULEND

Allocation	Percent	Token count	Purpose
Community incentives	<b>40%</b>	<b>400,000,000</b>	Lending, borrowing, referral, staking, and community participation rewards.
Treasury reserve	<b>20%</b>	<b>200,000,000</b>	Risk response, grants, future campaigns, and strategic reserves.
Liquidity bootstrapping	<b>15%</b>	<b>150,000,000</b>	DEX and exchange liquidity programs with staged market depth targets.
Core contributors	<b>12%</b>	<b>120,000,000</b>	Team, advisors, and long-term builders under cliff and vesting controls.
Ecosystem partners	<b>8%</b>	<b>80,000,000</b>	Integrations, launch-pad campaigns, partners, and strategic ecosystem growth.
Community launch	<b>5%</b>	<b>50,000,000</b>	Early users, retroactive rewards, and launch participation.

## 5. Reward Engine

ULEND incentives are calculated from productive market behavior. Users should earn more when they supply useful liquidity, borrow responsibly, keep healthy collateral ratios, remain active over time, and participate in staking.

```
Weekly ULEND = epoch emissions x market weight x activity hours x quality multiplier x xULEND loyalty boost
```

Factor	Description
<b>Market weight</b>	Admin-set or governed weight by asset, utilization target, and strategic need.
<b>Activity hours</b>	Supply and borrow positions accrue rewards only while they remain active.
<b>Quality multiplier</b>	Higher for stable health factors, longer holding periods, and useful liquidity.
<b>xULEND boost</b>	Staked participation can increase eligible rewards within capped boost limits.

## 6. Five-Year User Reward Example

The following example models a user who refers active customers, supplies liquidity, borrows responsibly, and stakes earned ULEND for five years. ULEND value depends on exchange listing liquidity and market price. The token values are illustrative and not a price guarantee.

Reward source	Example activity	Five-year ULEND
Referral rewards	20 referred users qualify by signing up and supplying or borrowing on uLend.	<b>20,000</b>
Supply usage	User supplies an average \$5,000 of eligible liquidity across weighted markets.	<b>12,500</b>
Borrow usage	User borrows responsibly, keeps healthy collateral ratios, and avoids looped farming.	<b>7,500</b>
Staking boost	User stakes earned ULEND for xULEND status and receives a conservative loyalty boost.	<b>5,000</b>
<b>Total example</b>	Five years of referrals, lending, borrowing, and staking participation.	<b>45,000</b>

Illustrative listed ULEND price	Illustrative value of 45,000 ULEND
\$0.01	<b>\$450</b>

Illustrative listed ULEND price	Illustrative value of 45,000 ULEND
\$0.05	<b>\$2,250</b>
\$0.10	<b>\$4,500</b>

## 7. Referral Rewards

Referral rewards turn customer growth into measurable protocol activity. Referrers connect a wallet, share a referral link, and earn ULEND when referred users sign up and complete qualifying supply or borrow activity.

- Users register referral codes connected to their wallet address.
- Qualified referrals require signup plus supply or borrow activity.
- Rewards are paid from a funded community incentive pool.
- Self-referrals and duplicate claims are blocked at the contract level.

## 8. xULEND Staking

Single-sided staking gives ULEND holders a clear product loop: stake ULEND, receive xULEND, and participate in the reward layer without providing a two-sided liquidity pair. xULEND can support loyalty tiers, capped boosts, partner campaign access, and future parameter signaling.

## 9. Vesting and Controls

Bucket	Release design	Risk control
Community incentives	Linear 60-month emissions with monthly governance or admin budgets.	Unused emissions roll back to treasury reserve.
Liquidity bootstrapping	Unlock over 18 months with staged liquidity targets.	No single venue receives uncapped inventory.
Team and advisors	12-month cliff, then 36-month monthly vesting.	Transfer restrictions until public market depth matures.
Treasury reserve	Unlocked to treasury but subject to published spending policy.	Quarterly reporting for campaigns and grants.

## 10. Smart Contract Architecture

Contract	Role
<b>ULENDToken</b>	Fixed-supply ERC-20 with burn, permit, pause, and role-based admin controls.
<b>ReferralRegistry</b>	Stores referral code ownership and referred-wallet links.
<b>ReferralRewardDistributor</b>	Funded reward pool that pays ULEND after a referred wallet qualifies.
<b>ULENDVestingFactory</b>	Creates funded OpenZeppelin vesting wallets for contributor and partner allocations.

## 11. BlockDAG Deployment Path

- Deploy directly to BlockDAG mainnet.
- Set admin and treasury control to a Safe multisig.
- Use OpenZeppelin Contracts, Hardhat, and BDAGScan verification.
- Use a reviewed Hardhat release flow with dedicated deployer, admin, treasury, reward, vesting, staking, bridge, growth, and monitoring wallets.

## 12. Safeguards

### Sybil resistance

Cap boosts per wallet, require minimum position age, and use optional identity or quest attestation.

### Loop protection

Penalize circular supply-borrow patterns and highly correlated collateral loops.

### Market health

Reduce rewards when utilization, oracle, liquidity, or liquidation conditions become stressed.

### Operational control

Pause token transfers in emergencies and control reward funding through treasury approvals.

## 13. Launch Roadmap

Phase	Focus
<b>Phase 1</b>	Deploy ERC-20 contracts, publish addresses, verify source, and prepare reward funding.
<b>Phase 2</b>	Add claimable ULEND, market weights, campaign pages, and staking entry points.

Phase	Focus
<b>Phase 3</b>	Launch ULEND staking, loyalty tiers, capped boosts, and partner campaign access.
<b>Phase 4</b>	Introduce parameter signaling after sufficient distribution and liquidity depth.

## 14. Risk Notice

ULEND token rewards, referral claims, market-facing language, contract permissions, and listings should be reviewed by legal, risk, security, and smart-contract teams before mainnet launch. Token listing can add liquidity and price discovery for the community, but it can also introduce volatility, speculation, and regulatory complexity.