

Airdrops

Airdrops are a type of incentive program for users of a new project.

Developers may allocate a portion of capital to reward early and active users in hopes to create hype and a community around their venture. Such activities include, but not limited to are; bridging tokens on native bridges, minting NFTs, interacting with social media, connecting to dApps.

Developers only like to reward genuine users and will audit all addresses associated with the project by taking a 'snapshot' and inspecting prior on-chain activity.

Qualifying users may be given a percentage of tokens according to the amount of funds used and tasks completed.

Building a cult-like following is important as it increases the value of the project's worth and will lead to a substantial financial return when the team chooses to sell their allocated shares after a specific date.