Umia

The platform to fund and govern ventures.

Token Sale Overview

THE PROBLEM

The token launch flywheel is broken

WHY A TOKEN

Flywheel effect

Token adoption can help drive product usage and community growth, and vice versa

Borderless capital

Tokens allow anyone, anywhere, to fund their product. No geographic barriers

Programmable

Adjust vesting, governance incentives and revenue with real code as opposed to paper contracts.

Continuous funding

Grow your capital along with your venture as opposed to discrete rounds.

BUT EVERY EXISTING ROUTE IS BROKEN

Today tokens have no framework to accrue value

There's no standard for tokens to capture revenue, earnings or growth; so price floats free of fundamentals and tokens never reach their full potential to become real financial primitives.

What Umia Unlocks

Liquid ventures

Tokens launched via Umia exist as **liquid ventures**. In this model, all value accrues to the token from day one. The token itself owns the revenue, IP, and potential future upside in the project. The token represents liquid exposure to the underlying venture.

OLD MODEL · TGE AS THE PEAK

The token launch is the exit

Value is built in private, then dumped at listing. Price peaks at TGE and the venture's story is mostly over.

UMIA · TGE AS THE STARTING LINE

The token is where the venture begins

The sale seeds a live price, funds an on-chain treasury, and the venture forms in public; capitalised by the community that believes in it.

Fund

Raise into a non-custodial treasury through Tailored Auctions; customisable chain, caps, gating and refund logic.

Govern

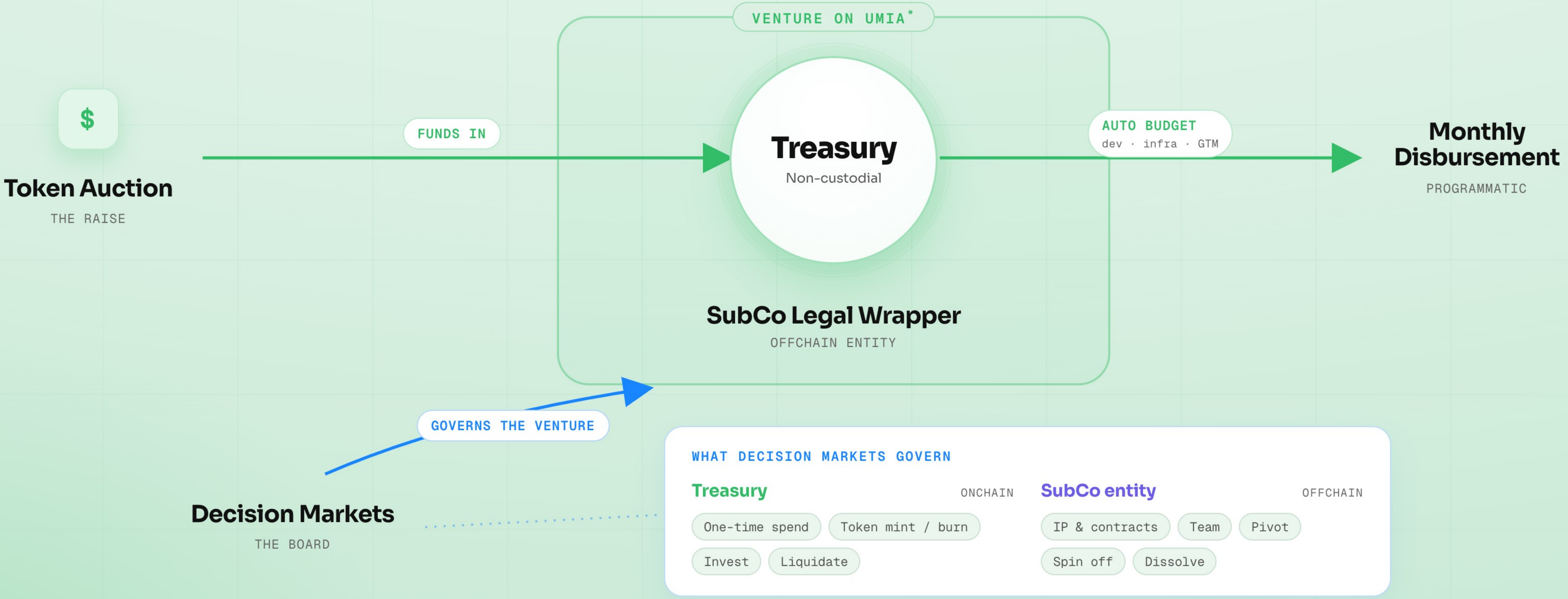
Board-level decisions priced and settled by decision markets.

Own

A legal wrapper anchors the token to the venture's IP, treasury, revenue and direction.

The Framework

The treasury sits at the center, funded by the auction, it auto-pays a monthly budget, and decision markets govern the whole venture.



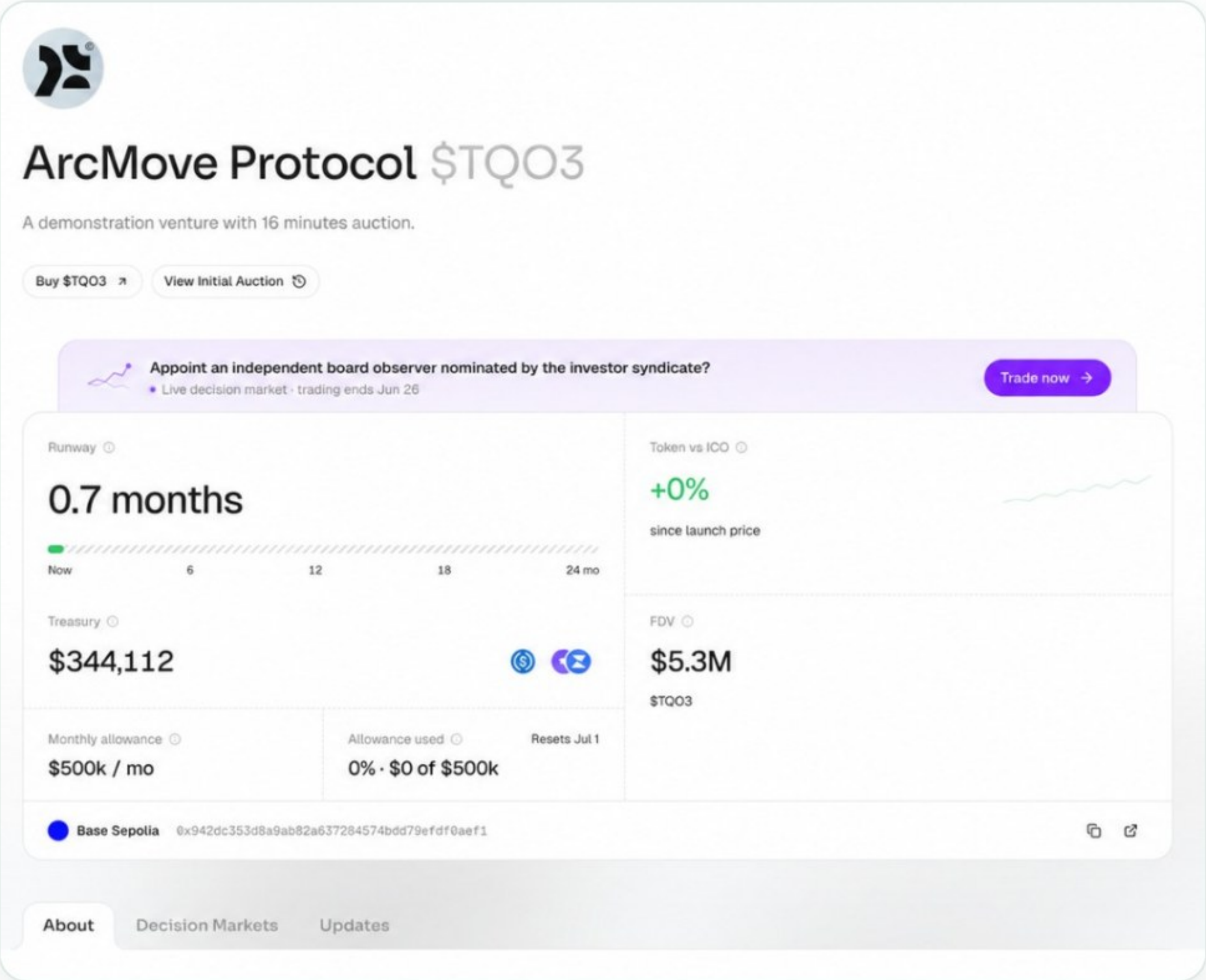
* Revenue generated by the venture accrues back to the venture block; flowing into the treasury, where it is governed by the same decision markets.

Three primitives

Three primitives that only work together. Combined, they turn tokens into real financial assets investors can reliably invest in, and projects can use to fund their ideas.

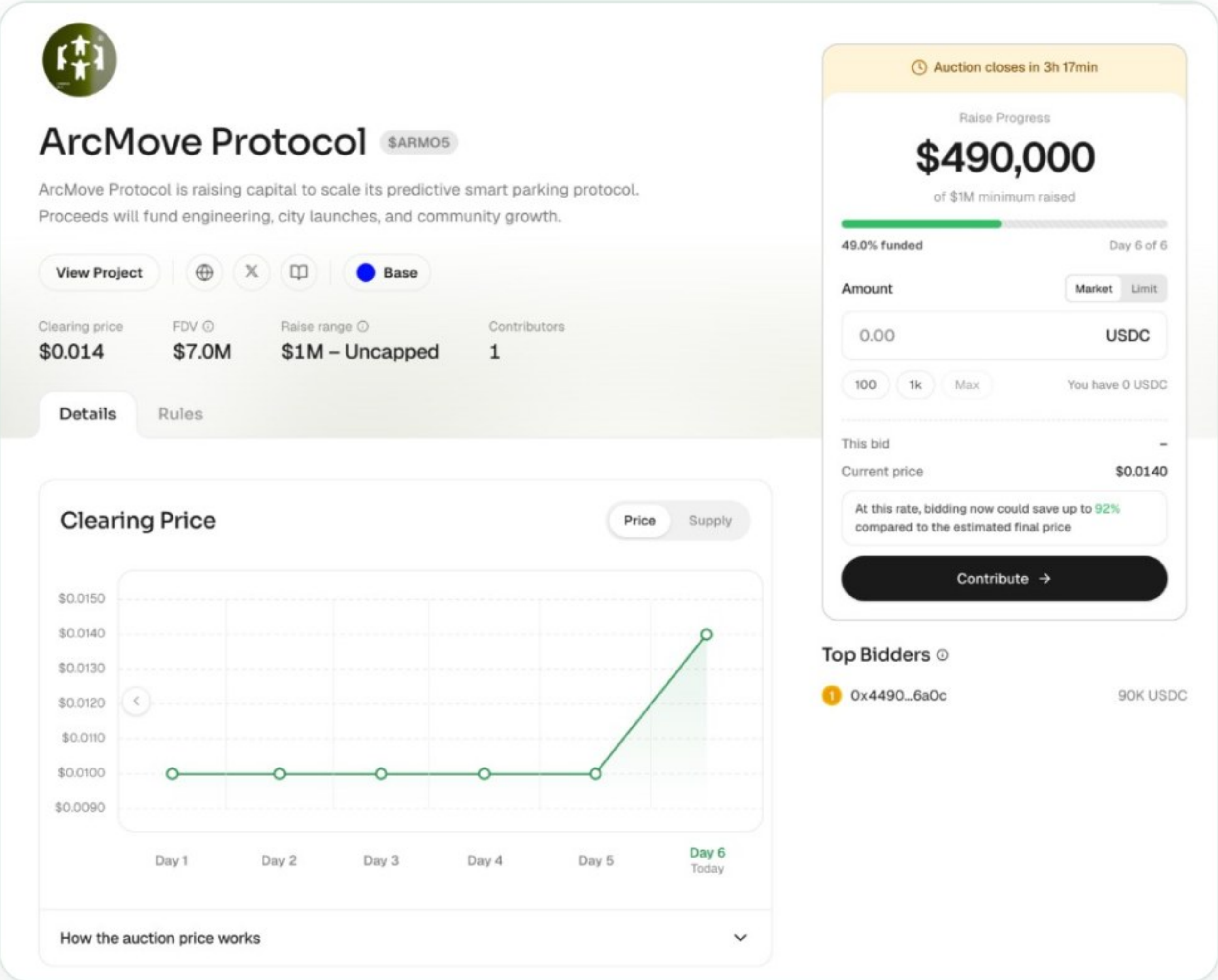
Legal Wrapper

A legal framework, built with MetaLex, specifically to maximize token welfare where board-level decisions are delegated to decision markets and venture assets are anchored to the token.



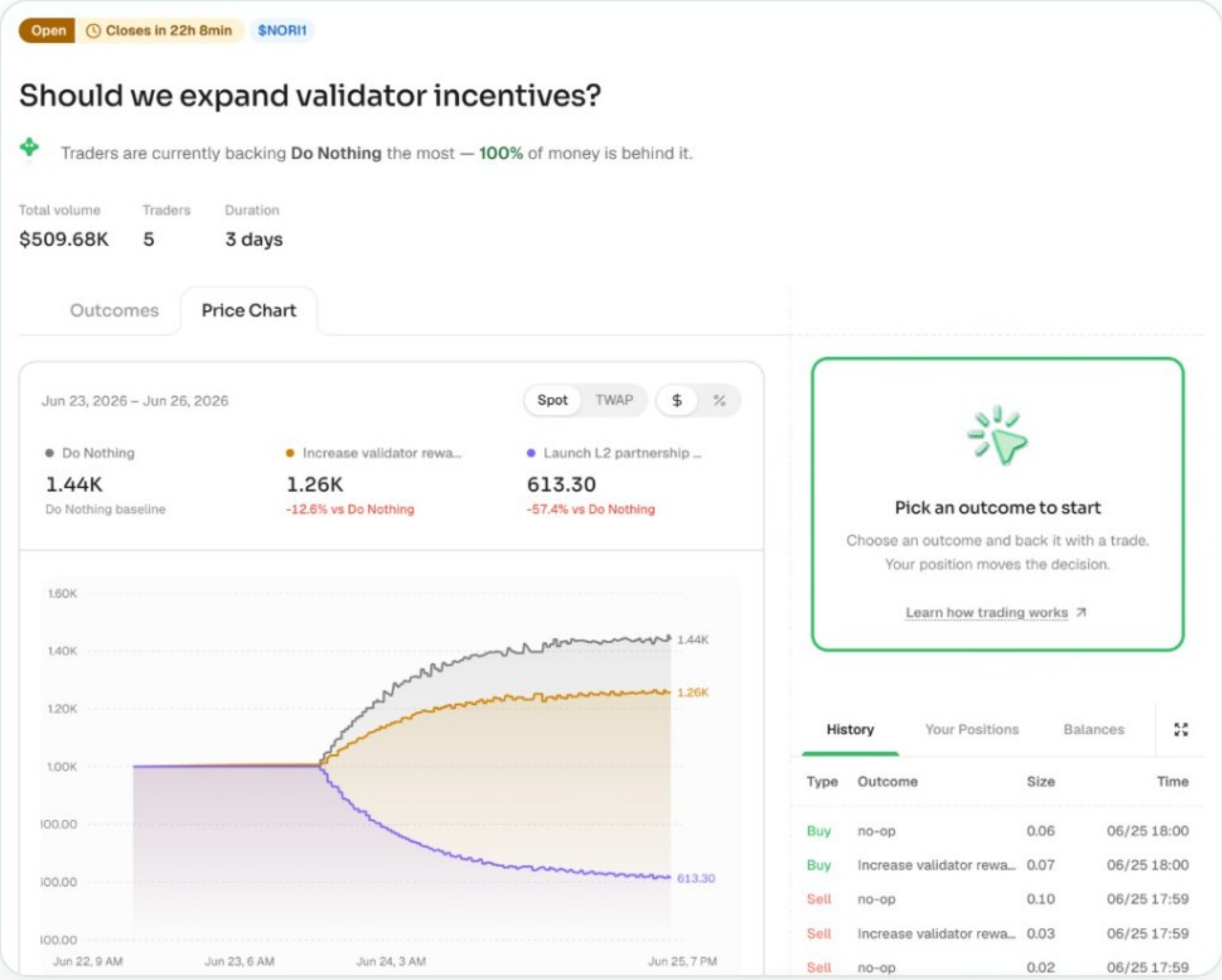
Tailored Auctions

Built on Uniswap's Continuous Clearing Auction for fair price discovery. zkTLS gating via the Umia browser extension lets projects privately verify the exact bidders they want.



Decision Markets

Market-based governance over a non-custodial treasury. Traders price the conditional impact of each decision token issuance, treasury, comp, liquidation turning governance into an economically meaningful process.



Why Umia

FULL PARTIAL NONE

	Memecoin LAUNCHPADS	ICO PLATFORMS	Curated LAUNCHPADS	Equity / VC	Umia PLATFORM
Non-custodial, rule-based treasury	×	×	×	×	✓
Legally enforceable framework	×	×	~	✓	✓
Market-driven governance	×	×	×	~	✓
Continuous, ongoing funding	×	×	×	~	✓
Token ⇔ venture value alignment	×	×	×	~	✓

Team

Francesco Mosterts

CEO

Ex-Point72; founded Chainbound (Ethereum R&D lab). Now leading Umia with deep trading, infrastructure, and decentralized governance expertise with the vision of solving the most pressing problem in crypto: **making tokens real financial primitives**.

X @fra_mosterts · GitHub fmosterts · LinkedIn

Nicolas Racchi

CTO

CTO of Umia. Oversees the complete platform buildout, from the **decision-market engine** to the onchain systems powering treasury enforcement and launch execution.

X @merklefruit · GitHub merklefruit

nftboi

GROWTH

Umia's **ecosystem voice and launch narrative** with 100k+ followers on X, translating **futarchy and ownership-token launches** to builders and communities.

X @nftboi_

Oxytocin

ECOSYSTEM

Leads **ecosystem growth and GTM** for Umia, onboarding early-stage builders. Top-60 delegate in **Optimism's Token House**; contributions across Velora/ParaSwap and Arbitrum.

X @0x_Ytocin

Ki Ageng Satria Pamungkas

ENGINEER

Protocol engineer on Umia's core stack. Builds the **main logic** that underpins **capital formation and enforceable decisions**.

X @iampamungkaski · GitHub pamungkaski

Alessandro Villani

OPERATIONS

Runs **operations** for Umia: the **coordination across its areas**, from legal and finance to growth and product.

X @alezvill0

Roadmap

NOW

UMIA TGE

Umia launches its own token. Proving the model on itself.

SET

Curated launches

First 3 to 5 projects to launch via Umia. Curated and selected by the Curation Committee, setting the quality benchmark.

EXPAND

Launch of community track

Projects self-apply via `umia apply` and are selected by decision markets on UMIA.

SCALE

Ecosystem flywheel

Expansion into crypto-adjacent sectors, growing TAM exponentially.

Tokenomics

Token sale	34.6% · 17.3M
Backers	20.3% · 10.15M
Uniswap LP pool	7.0% · 3.5M
Protocol treasury	6.1% · 3.05M
Service providers	6.0% · 3.0M
Team	5.0% · 2.5M
Incentives	1.0% · 0.5M

Performance reserve CONDITIONAL · PRICE-GATED 20.0% · 10M

Only accrues if TWAP price triggers are achieved.

- **Token sale, LP & Incentives:** No cliff, no vesting, fully liquid at TGE
- **Backers, Team & Service providers:** 12-month cliff · 36-month vest
- **Performance Reserve:** Unlocks only via TWAP price triggers
- **Percentages:** of the 50M total supply. The performance reserve is conditional, so supply at launch is 40M

48.7%

% SUPPLY CIRCULATING AT TGE

60.9%

% SUPPLY CIRCULATING AT TGE EXCLUDING PERFORMANCE RESERVE

Umia

UMIA.FINANCE

TOKEN SALE TERMS

$UMIA Token Sale

$0.12
MIN · FLOOR PRICE

$0.36
MAX · PRICE CAP

PARAMETER	VALUE
Platform	Continuous Clearing Auction (CCA) with zkTLS gating on Umia
Tokens at auction	17.3M · 43.3% of launch supply
Duration	~7 days · 3d early bid + 4d auction
Vesting / Cliff	None · fully liquid at TGE
Base currency	USDC
Minimum raise to graduate	$2M

The clearing price starts at the $0.12 floor and only rises; it cannot pass the $0.36 cap. At the cap, bids are trimmed pro rata and unspent money is returned. 20% of proceeds seed the liquidity pool; the rest deposits into a non-custodial treasury governed by decision markets. The token starts trading immediately with protocol-owned liquidity on Uniswap v4.

How the auction works

The Continuous Clearing Auction (CCA) releases the 17.3M tokens on a fixed schedule via **a set amount per block**. From the $0.12 early-bid floor through to open trading. Each block, incoming demand bids against that block's release: when buyers want **more than is emitted, the clearing price ticks up**; when they don't, it holds steady creating a monotonic price discovery process.

1 AUG 26 TO 28 EARLY BID

Early bid

Emission is reserved for wallets verified through **zkTLS**. A bid placed here spreads across every remaining block, so it pays the average clearing price while it is live, within a per-wallet limit.

2 AUG 29 PUBLIC ROUND OPENS

Open to everyone

The public round opens to **anyone with USDC on Base**, no proof needed, and a large share of the 17.3M clears in this window.

3 AUG 29 TO SEP 2 AUCTION IN PROGRESS

Open Auction

As demand accumulates for the fixed 17.3M tokens, **the clearing price increases** whenever demand exceeds the scheduled token release per block.

4 THROUGHOUT THE SALE

Final Clearing Price

The final auction clearing price is **found by demand** for the sale rather than set artificially at the end of the auction. It cannot pass the $0.36 cap.

5 SEP 2 AT CLOSE

Trading enabled

Unspent budget is refunded, proceeds flow to the treasury, and **UMIA trades immediately** with protocol-owned liquidity on Uniswap v4.

Early Bid

Not a separate presale with its own price. It is **the first three days of one seven-day auction**. In that window, emission is reserved for the people already doing the work in the EVM ecosystem. Eligibility is proved privately with **zkTLS**, generated on your own device: nothing from your accounts is shared or linked to your wallet.

Aug 26

Early Bid opens. Three days, verified wallets only.

Aug 29

Public round opens, 8am ET. Anyone with USDC on Base.

Sep 2

Auction closes. Bidders claim $UMIA and any unspent balance.

SIX WAYS IN

MetaDAO
TRADED A DECISION MARKET

Echo
BACKED PROJECTS EARLY

Ownership Summit
ATTENDED IN PERSON

ETHGlobal or Devfolio
HACKED AT ANY EVENT

Kleros
ACTIVELY STAKED JUROR

Angels & funds
BACKING THE ECOSYSTEM EARLY

Each category carries its own per-wallet bid limit, and verifying in more than one raises it. Proofs run client-side through the Umia Extension. From 29 August the round is open to anyone with USDC on Base. Bids cannot be withdrawn once placed, unspent budget is refunded at the close, and if the auction ends below its $2M minimum every bid is refunded in full.

Liquid from the first block

20% of auction proceeds

Committed to the UMIA liquidity pool. At auction close, 20% of the proceeds are paired with the 3.5M UMIA reserved for liquidity (7% of supply) to seed a UMIA/USDC pool on Uniswap v4. For example, at a $5M raise, that is $1M paired with $UMIA.

Trade immediately

The pool is live the moment the auction closes and the token trades from day one. No waiting period, no lockups on sale tokens.

Protocol-owned liquidity

The treasury owns the pool position, so the liquidity stays in place; any change to it requires decision-market approval.

The rest is governed

The remaining proceeds deposit into a non-custodial treasury governed by decision markets, deployed under a programmatic monthly cap.

Sale tokens and LP are fully liquid at TGE. No cliff, no vesting.

How the auction proceeds are deployed

$120K / month

Initial monthly disbursement. Disbursement is programmatic and enforced by contract; any change to the monthly cap is governed by decision markets.

QUARTERLY USE OF PROCEEDS	Q1 BASE / QTR
Staff	$170,000
Events & ecosystem	$50,000
Subsidies & support to projects	$65,000
Infrastructure, software & tooling	$25,000
Contingency · unexpected	$50,000
Total / quarter	**$360,000** ≈ $120,000 / month

Join the auction

Bids are placed at **umia.finance**, on **Base**, in **USDC**. One auction, seven days, one clearing price that only moves with demand.

Aug 26	Aug 29	Sep 2
Early Bid opens	Public round opens, 8am ET	Auction closes, claims open

Read how it works

The auction, the noncustodial treasury and decision markets, documented end to end.

umia.finance/docs

Install the extension

Proves Early Bid eligibility on your own device. Proofs can only be generated once the round is live.

Umia on the Chrome Web Store

Follow along

Launch updates on X, and the community group for questions before the open.

x.com/umia_finance

Telegram community

Bids cannot be withdrawn once placed. Unspent budget is refunded at the close, and if the auction ends below its $2M minimum every bid is refunded in full.