

\$STER Whitepaper

Sterling Design Coin

Utility Token for Discounts, Access, and Community Engagement

1. Introduction

Sterling Design Ventures LLC has created **\$STER**, a utility token designed to reward readers, clients, and collaborators with meaningful discounts, access, and community perks. Unlike speculative assets, \$STER is rooted in utility, transparency, and stewardship. It reflects the ethos of Sterling Design: legacy, creativity, and spiritual attunement.

2. Purpose

The purpose of \$STER is to:

- Provide **discounts** on books, consultations, and web design services
 - Offer **exclusive access** to members-only content, early drafts, and workshops
 - Reward **loyalty and referrals** through token distribution
 - Build a **community economy** around Sterling Design's creative and spiritual offerings
-

3. Token Utility

Hold-to-Discount

Users unlock discounts by holding \$STER in their wallet:

- Tier 1: Hold 1,000 STER → 10% discount
- Tier 2: Hold 5,000 STER → 20% discount
- Tier 3: Hold 10,000 STER → 30% discount + bonus content

Pay with \$STER

Users can pay for up to 25% of their order in \$STER, with the remainder in USD or SOL.

Referral Rewards

Earn \$STER by inviting new readers and clients.

- 500 STER per confirmed referral
- Bonus tiers for 5+, 10+, and 25+ referrals

4. Tokenomics

- **Total Supply:** 100,000,000 STER
 - **Distribution:**
 - Community rewards: 40%
 - Discount treasury: 25%
 - Founders allocation (time-locked): 15%
 - Liquidity and operations: 20%
 - **Network:** Solana (fast, low fees, eco-friendly)
 - **Wallets Supported:** Phantom, Solflare, and other Solana-compatible wallets
-

5. Transparency and Trust

- Fixed supply, no hidden mint functions
 - Founder tokens vested over 12 months
 - Clear redemption terms published on sterlingdesign.us
 - Utility-first messaging: \$STER is not an investment or security
-

6. Roadmap

Phase 1: Launch (Q4 2025)

- Token creation and distribution
- Website integration with wallet connect
- Founding circle airdrop

Phase 2: Growth (Q1–Q2 2026)

- Referral rewards program
- Members-only content and seasonal bundles
- AMA sessions and community feedback loops

Phase 3: Expansion (Q3–Q4 2026)

- Partnerships with allied creators and local businesses
 - Enhanced checkout integration
 - Exploration of cross-platform utility
-

7. Disclaimer

\$STER is a utility token designed for discounts, access, and community engagement. It is not a financial instrument, investment, or speculative asset. Redemption limits and terms may evolve with usage and community feedback.

8. Closing Invitation

“Let your support become rhythm.
Let your rhythm become flame.
Let us continue.”
