$BRB

(BeRightBack)
Whitepaper — v1.0
“brb, going to the moon.”

1. Abstract

Everyone knows the feeling. Someone types “brb,” the conversation goes quiet, and there's no timeline for when — or if — they come back. $BRB takes that universal moment of disappearance and turns it into a token: a fair-launched, fully-liquid meme asset built around momentum, timing, and the simple promise that absence is temporary and the destination is up.

$BRB is not a utility protocol, a governance system, or a productivity tool. It is a meme coin, launched transparently, with liquidity that speaks for itself.

2. Overview

Name	BeRightBack
Ticker	$BRB
Chain	Robinhood
DEX	Uniswap v3
Contract	0xCe9cCfe45A2476523DAa9F05908F27DDa85D97aC
Pair Address	0x94DecB817d51E790F4825f559171cf0897D6aEcd
Total Supply	1,000,000,000 BRB

$BRB launched as a fair, permissionless pair on Uniswap v3, with liquidity added directly to the pool at launch. There was no presale.

3. Tokenomics

- **Buy/Sell Tax:** 0%
- **Team Allocation:** None
- **Marketing Wallet:** None
- **Liquidity:** Fully seeded into the Uniswap v3 pool at launch (640,734,509 BRB / 0.4764 WETH at time of writing)

There is no separate team or treasury wallet holding a pre-mined share of supply. What's in the pool is the pool — no hidden unlocks, no vesting schedule, no insider allocation waiting to dump. Every token in circulation entered the market the same way: through the open pair.

This structure reflects the on-chain state at time of writing. As with any token on a public DEX, always verify current liquidity, holder distribution, and contract state directly before trading.

4. The Concept

Meme coins succeed when they compress a feeling everyone already recognizes into three or four letters. $MEOW didn't need a use case — it had a mascot and a moment. $BRB works the same way, built on a phrase used millions of times a day across every chat app on Earth: **“brb.”**

The joke is simple, but the mechanics of why it works are not accidental:

- **Universal recognition** — nobody has to be taught what “brb” means. The ticker explains itself before anyone reads a single line of copy.
- **Built-in narrative arc** — “brb” implies departure and return. That's a story, not just a slogan: leave, go quiet, come back bigger — mirroring exactly the chart pattern every holder hopes for.
- **Low cognitive load, high shareability** — the entire pitch fits in one sentence: “brb, going to the moon.” Already formatted for virality before it's even posted.

$BRB isn't claiming to solve a problem. It's claiming a feeling, at a moment when the market rewards recognition speed over roadmap depth.

5. Why Now

Attention in this market moves faster than infrastructure. The coins that break out fastest are consistently the ones that need the least explanation — a name you get in under two seconds, from a chart you check twice a day out of habit. $BRB is timed to that reality: no lengthy onboarding, no “read the docs before you understand the joke.” Just a ticker, a chart, and a phrase everyone already has muscle memory for.

6. Risk Disclosure

$BRB is an early-stage, low-liquidity token. Meme coins carry significant volatility and risk of total loss. This document is not financial advice and does not constitute an offer or solicitation to buy any asset. Anyone considering trading $BRB should independently verify contract details, liquidity depth, and holder distribution, and should only risk what they can afford to lose.

7. Closing

$BRB isn't trying to be the next big protocol. It's trying to be the next big *moment* — the coin that says the thing everyone already says, right before doing the thing everyone's hoping for.

brb. going to the moon.