

# CHLG

Challenge Culture — where real-life action becomes the currency  
Public Investor Overview • 2026-01-08

Facebook created social networking.  
Instagram created visual identity and culture.  
TikTok created viral short-form behavior.  
CHLG creates Challenge Culture — a new lifestyle where real-life action becomes the currency.

Public overview only. No fundraising terms, pricing, cap table, or detailed allocations are included. Confidential deck and data room are available on request.

Disclaimer: This document is for information purposes only and does not constitute an offer to sell or a solicitation to buy any securities or tokens. Nothing herein is investment, legal, or tax advice.

## What is CHLG?

CHLG is Challenge Token + Challenge App — a platform that turns real-world challenges into a verified, rewardable economy.

### What is a “challenge”?

A challenge is everything people already do to improve: training, discipline, learning, work goals, sports, gaming, wellness habits, and creator consistency. Challenge culture already exists — but there is no unified system for verification, rewards, and reputation.

### The core idea

Build the first universal challenge currency. This is a Proof-of-Action system: rewards are earned for real action and outcomes, not hype.

In one line: challenge → AI proof → reward → reputation → community.

## Why this wasn't possible before

It needed two layers that only recently became scalable:

### 1) AI verification (proof in the real world)

Previously, verifying real-life challenges at scale required manual review — slow, expensive, inconsistent. AI now enables scalable verification workflows (with human review where needed).

### 2) Web3 (a global rewards layer)

Traditional apps use closed points. Web3 enables portable rewards and transparent rules — including instant withdrawals to a wallet.

## Why it's different

CHLG is not a fitness token or a gaming token. It's a universal reward layer across sports, gaming, learning, wellness, creators, and any measurable goal.

## How we launch (practical rollout)

- Phase 1: Influencers, gyms, community challenges — templates, leaderboards, proof flows, rewards.
- Phase 2: Brand campaigns — measurable participation and completion; proof-of-action marketing.
- Phase 3: Global challenge economy — standardized rewards across industries.

## Product, token utility & trust

### How it works

- Users earn points off-chain for verified challenges (fast, low friction).
- When ready, users withdraw via an instant claim transaction.
- Sponsored campaigns fund rewards and grow distribution through creators and communities.

### Token utility (public)

- Boosts and tiers: pay or stake to unlock higher-level challenges and multipliers.
- Entry fees for leagues/tournaments: structured competitions with transparent reward rules.
- Creator seasons: creators run campaigns; brands fund rewards and distribution.
- Marketplace/perks: redeem tokens for perks and partner rewards (roadmap).

### Security snapshot (public)

- Capped token core (no single-key minting).
- Controller caps emissions (daily + per-tx) and supports emergency pause.
- Voucher-based withdrawals (EIP-712) with signer rotation under multisig governance.

### Tokenomics & vesting

This public overview excludes fundraising terms, pricing, detailed allocations, and full vesting schedules. A confidential deck with tokenomics tables and vesting breakdowns is available on request.

### Anti-scam

Do not trust token addresses shared in DMs or replies. Official mainnet contract addresses will be published only on the Security page at launch.

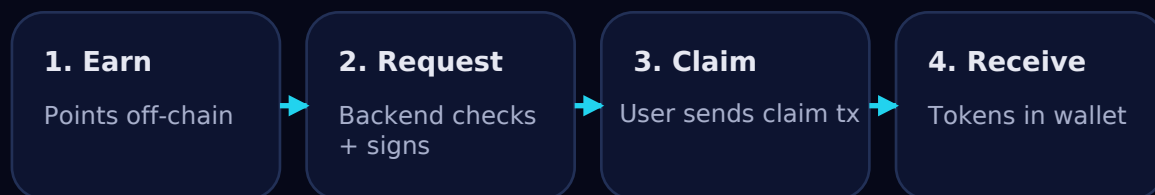
## Architecture diagrams

### Architecture (public)

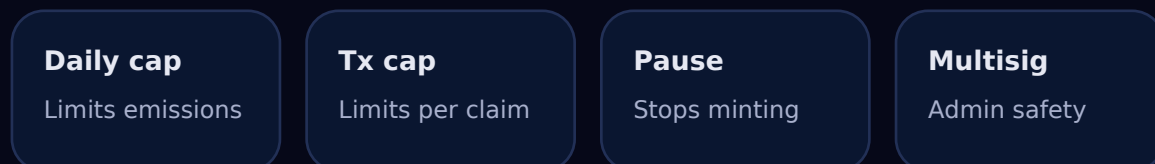


Figure 1: System architecture (public).

### How withdrawals work (public)



### Controls:



Request the confidential deck:  
founder@challengetoken.io