

# FLOKI LAUNCHES A TOKEN TO CAPITALIZE ON THE \$16 TRILLION TOKENIZATION INDUSTRY

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*Popular cryptocurrency and memecoin giant Floki just unveiled its plan to launch TokenFi (with the ticker "TOKEN") to capitalize on the tokenization trend.*

The tokenization industry is projected to be a \$16 trillion industry by the year 2030 – which is just seven years from now. The industry's potential is so great that BlackRock, the world's biggest institutional investor that manages \$10 trillion worth of assets, calls it "the next evolution in markets".

Every major crypto exchange, institutional investor, and crypto thought leader is predicting tokenization to be the most significant and hottest trend that will finally bring about mainstream crypto adoption – especially leading into 2024. Binance, KuCoin, and other top crypto exchanges have written research reports about its MASSIVE potential.

There aren't many cryptocurrencies that focus on the tokenization industry. However, a new cryptocurrency is being launched by the highly experienced Floki team that launched and ran the popular Floki cryptocurrency that went to a \$3.5 billion ATH valuation in 2021. They just revealed this in their Play-to-earn Gaming metaverse some moments ago - which is a world first, just like when they had a world-first major burn event to happen in a metaverse where they burned over \$100 million worth of tokens earlier this year. the first time a new token is being revealed or announced in a metaverse. The Floki team took over Floki in 2021, and through their efforts, it did over 875x and hit an ATH market cap of \$3.5 billion.

The launch of TokenFi is Floki's first attempt to launch a new cryptocurrency in its over two years of existence, and with the Floki team's strong industry connections and track record of success, there is no doubt that their new cryptocurrency will succeed.

Floki's new token will launch on the 27th of October, 2023.

Here are a few things that make Floki's new token very interesting and worth paying attention to:

- It is a crypto and asset tokenization platform capitalizing on an industry projected to be worth \$16 trillion by 2030.
- The token will have real world usage, linking real world assets with the blockchain.
- The token is launching at a measly circulating market cap of \$50,000 and a fully diluted market cap of \$500,000. Yes, you read that right!
- The Floki team is launching the token. This is a very experienced and highly connected team with a proven track record in crypto: they took over the Floki cryptocurrency when the original dev rugged it and relaunched it at a \$4 million market cap. Months later, it hit an ATH market cap of \$3.5 billion. That's 875x.
- Several institutional investors have partnered with Floki for this launch and will be working together with them. This includes DWF Labs, the hottest crypto market maker and institutional investor. This is a big deal as it further legitimizes the token and helps with adoption.
- Several top exchanges have committed to listing the token after it goes live.
- With over 460,000 holders, Floki has one of the strongest and most active communities in all of crypto, and that community will be pushing their new token.
- This is the first time the Floki team will launch another cryptocurrency after Floki – and they are launching it because they want to reward existing FLOKI holders.
- While crypto projects generally allocate as much as 25% of their token supply to their team, with little to no vesting schedule, the Floki team allocated only 2% and vested it for four years. This means they are confident that the project will be sustainable and thrive for at least four years.

Floki's new token is that perfect cryptocurrency that tends to appear out of nowhere every once in a while: a focus on a great industry with long-term sustainability, highly capable and connected team with a proven track record, solid concept, a strong community, and an aggressive will and plan to push the cryptocurrency to make it a success.

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The Floki team has also partnered with World Table Tennis, a major sports brand, for TokenFi. This partnership is expected to introduce TokenFi to 120 million people across the globe, and it is just one of the many partnerships they have planned for their new project.

To give you a better idea of how aggressive Floki can be when it comes to marketing, here are some of the partnerships they established for their main token, Floki, which ran to \$3.5 billion in the last bull market:

- They partnered with 9 of the world's biggest football clubs. Combined, these clubs had an audience of over 3 billion people.
- They partnered with the popular Alfa Romeo Formula 1 team. Formula 1 has an audience of 1.55 billion people.
- They partnered with a top Indian cricket team, India Maharajas, that introduced their brand to over 700 million people.
- They partnered with WTT Table Tennis, introducing them to over 700 million people.
- Floki ad placements on over 300 London buses and all across the London Underground, essentially locking down London for Floki.
- Floki ad placements on billboards, airports, TV stations, buses, and trams in over a dozen countries worldwide.

Combined, the above partnerships introduced Floki to over 3 billion people, even when an audience overlap is accounted for. This is why Floki is one of the most popular cryptocurrencies in the world. It had an ATH of \$3.5 billion in the last bull run!

All indications show Floki is attempting to repeat this feat with TokenFi, and potentially more due to how big the tokenization industry is poised to be!

## ABOUT FLOKI

Floki is the people's cryptocurrency and one of the world's most recognized cryptocurrencies, with over 460,000 holders and a brand recognized by 3.5 billion people.

Floki has a strong track record of partnerships with some of the world's biggest sports clubs, and their latest product is the tokenization platform TokenFi.

## ABOUT TOKENFI

TokenFi is a crypto and asset tokenization platform that targets the tokenization industry. The tokenization industry is projected to be worth \$16 trillion by 2030, and TokenFi aims to be one of the industry's leading platforms.

TokenFi (TOKEN) is built by the Floki team, one of the industry's most respected and most connected teams, and they are bringing their vast experience and resources to the table to make TokenFi a success.

**Website:** <https://tokenfi.com>

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