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layoffhedge.com

# \$LAYOFF

Investor Overview

*The memecoin that doesn't need influencers. The Fortune 500 does our marketing for us.*

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Solana · CA: 9voQTTdfbqfXwc9rZAdJEeXXjUWjHnB4wkShMT8pump

layoffhedge.com · @LayoffAI · March 2026

# Executive Summary

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\$LAYOFF is a Solana memecoin built around the most persistent narrative in the global economy: **mass layoffs**.

Unlike tokens that depend on viral moments or influencer campaigns, \$LAYOFF is powered by a self-perpetuating news cycle. Every earnings call, every restructuring announcement, every CEO who says the word **"AI"** on CNBC is an organic catalyst. The narrative doesn't expire because the layoffs don't stop.

The project combines a real-time layoff tracking platform (layoffhedge.com), a growing social media presence, and community-driven engagement into a unified operation that converts non-crypto audiences into token holders through utility -- not hype.

**-92K**

Feb 2026 jobs lost

**108K**

Jan cuts (highest since '09)

**58%**

Companies planning cuts

**320K+**

People impacted YTD

# Traction

In the first 3 weeks. Zero ad spend. Zero paid promotion.  
Pure organic growth driven by the news cycle.

**2M+**

impressions

**2.8M**

views

Elon Musk replied

**782K**

impressions



Dell Layoff Alert

**2M+** impressions

8.28K likes · 1.87K RTs · 66K engagements



Elon Musk Replied

**2.8M** views

9K likes · 2K RTs · 203 replies



Andrew Yang Reposted

**782K** impressions

4.4K likes · 733 RTs · 3,572 link clicks

**10,000** organic followers · **86K+** total engagements · **\$0** ad spend

*"The audience exists. They're looking for someone tracking this. We found them in 3 weeks."*

# The Thesis

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## The Playbook Has Been Proven

Block cut 40% of its workforce. The stock surged 24%. **Jack Dorsey told shareholders that "intelligence tools have changed what it means to build and run a company."** Every CEO in America watched it happen in real time.

Within weeks, Oracle announced up to 30,000 cuts to fund AI data centers. Volkswagen announced 50,000 cuts after profit dropped 44%. Atlassian cut 1,600 citing "the AI era." In every case, the stock went up. The market is rewarding headcount reduction. AI is the excuse. The layoffs are the product.

## The Narrative Is Self-Perpetuating

Most tokens need influencers to manufacture attention. \$LAYOFF doesn't. The Fortune 500 does our marketing for us. Every earnings call is a countdown. Every restructuring announcement is a catalyst. Every LinkedIn post that starts with "After 8 incredible years..." is organic fuel.

***The news cycle IS the catalyst. And it's accelerating.***

## The Data Is Undeniable

- **320,000+ people impacted across 68 companies in 2026 alone**
- **4,100+ people per day losing their jobs**
- US economy lost 92,000 jobs in February -- expected to GAIN 50,000
- January 2026: highest announced layoffs since 2009 recession
- 58% of companies plan more layoffs in 2026
- 716 WARN Act notices filed across 36 states -- 85,552 employees
- Federal government lost 330,000 jobs since October 2024 (-11%)

# The Platform: [layoffhedge.com](https://layoffhedge.com)

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[layoffhedge.com](https://layoffhedge.com) is a real-time layoff intelligence platform that serves as both the public-facing product and the primary traffic driver for \$LAYOFF awareness. The site is designed to draw non-crypto audiences through genuine utility, then convert through narrative.

## Core Features

1. **Real-Time Layoff Tracker** -- 68 companies with headcount, workforce %, stated reason, attribution tags (AI-DRIVEN, COST CUT, RESTRUCTURE, MERGER, WEAK DEMAND), and source links
2. **Interactive Filters** -- Search by company name, filter by headcount range (slider), filter by attribution category (checkboxes). Instant client-side filtering, zero backend
3. **Live News Feed** -- 10-query Google News RSS integration pulling from multiple CORS proxies. Auto-refreshes every 5 minutes with relevance filtering. Up to 60 deduplicated articles with real timestamps
4. **"Am I Next?" Tool** -- Interactive layoff risk assessment where visitors input their industry, role, company size, and market conditions to receive a real-time risk analysis
5. **The Thesis** -- Editorial narrative section with data-backed arguments, CEO quotes, and macro statistics that converts visitors from information-seekers to believers
6. **Evidence Gallery** -- 30 scrolling infographic images documenting the pattern -- stock price vs. headcount charts, CEO compensation comparisons, layoff timelines

## Why [layoffhedge.com](https://layoffhedge.com) Matters

**The site is the moat.** Competitors like TrueUp (tech-only, no narrative), Layoffs.fyi (spreadsheet, no editorial), and jobloss.ai (AI-only, 25 companies) lack the combination of cross-industry data, editorial voice, and token integration. [layoffhedge.com](https://layoffhedge.com) is the only layoff tracker that tells a story -- and the story sells itself.

## Architecture

Static HTML/CSS/JS hosted on Netlify. Zero backend. Zero server costs. Zero downtime. The news feed runs entirely in the visitor's browser with live RSS integration refreshing every 5 minutes. Total operating cost: one domain registration.

# Team & Content Strategy

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## The Developer: @Broom0x

**Background in private equity and real estate.** Uses Claude AI daily to help small businesses automate operations — and sees firsthand how AI is eliminating roles across industries. That lived experience at the intersection of AI automation and workforce displacement is what drives the \$LAYOFF thesis. Commentary on AI, workforce trends, and the macro forces driving the layoff cycle.

Previously built The Official 89 Coin (@89official) to a \$2.5M market cap from a fair launch on Pump.fun — demonstrating the ability to grow a community, build narrative, and execute on content strategy in the Solana memecoin ecosystem.

## @LayoffAI (X / Primary Account)

The real-time layoff news engine. Every major cut documented, sourced, and timestamped. Combines breaking news coverage with data-driven commentary. Posts include links to source articles and layoffhedge.com. Designed to be the first account people see when a layoff announcement drops.

## Short-Form Video (Planned)

*Note: The following is a planned initiative, not yet in production.*

The @89official TikTok account (established audience) will be repurposed as a \$LAYOFF content channel. The format: short-form video covering every major layoff announcement — CEO quotes side by side with stock reactions, the human cost next to the corporate spin. Content that feels like news commentary, not token promotion, reaching audiences who would never follow a crypto account but are living this reality every day.

Planned content cadence: 5-10 videos per week covering breaking layoff announcements, data breakdowns, and worker perspectives. Each video drives traffic to layoffhedge.com.

# Token Details

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<b>Token</b>	<b>\$LAYOFF</b>
<b>Blockchain</b>	Solana
<b>Contract Address</b>	9voQQTdfbqfXwc9rZAdJEeXXjUWjHnB4wkShMT8pump
<b>Total Supply</b>	1,000,000,000 (1 Billion)
<b>Burned</b>	3.3% of supply burned
<b>Tax</b>	0%
<b>LP Status</b>	Burned
<b>Launch Platform</b>	Pump.fun (fair launch)
<b>DexScreener</b>	dexscreener.com/solana/ hdtxiwhqptffrigdndoafaapngserxsfudirxj1m8n42
<b>Website</b>	<a href="https://layoffhedge.com">layoffhedge.com</a>
<b>Primary X</b>	@LayoffAI
<b>Founder X</b>	@Broom0x

# Why \$LAYOFF Wins

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## 1. The Narrative Doesn't Expire

Most memecoins are built around a moment — a viral tweet, a meme format that lasts a weekend. \$LAYOFF is built around a condition. The layoffs don't stop. The earnings calls don't stop. The fear doesn't go away. Every single week there is another headline, another round of cuts, another CEO proving that Wall Street rewards companies for replacing humans. The catalyst isn't one event. It's the entire economic cycle.

## 2. Non-Crypto Audience Funnel via [layoffhedge.com](https://layoffhedge.com)

[layoffhedge.com](https://layoffhedge.com) draws traffic from people searching for layoff news — job seekers, worried employees, journalists, HR professionals. These visitors discover \$LAYOFF through a utility product, not a shill post. The conversion path is: **search for layoff info** → **find the tracker** → **read the thesis** → **discover the token**. This is fundamentally different from every other memecoin acquisition strategy.

## 3. Self-Funding Content Cycle

Every CEO who announces layoffs generates free content. Every earnings call that beats estimates while cutting headcount validates the thesis. Every WARN Act filing is a data point. The content writes itself because the news never stops. There is no content budget — there is only a team that captures what's already happening.

## 4. Provable, Verifiable Data

Every company on [layoffhedge.com](https://layoffhedge.com) links to a source article. Every number is cross-referenced against WARN filings, SEC disclosures, and major publications. This isn't speculation — it's documentation. The tracker is a receipts machine, and the receipts keep piling up.

# Roadmap

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## Phase 1 -- Foundation (Complete)

- layoffhedge.com live with 68 companies, live RSS feed, interactive filters, attribution tags, workforce % data
- @LayoffAI established as real-time layoff news engine on X
- @Broom0x established as founder commentary channel on X
- Token launched on Pump.fun, 3.3% supply burned, LP burned, 0% tax
- Editorial redesign: warm cream palette, DM Serif + DM Sans typography, attribution system

## Phase 2 -- Scale (In Progress)

- Repurpose @89official TikTok for short-form layoff video content
- Dedicated content team: writers, video editors, social strategist
- Automated market making and liquidity infrastructure
- Email newsletter capture for layoff alert subscribers
- Holder rewards and community engagement programs

## Phase 3 -- Dominance

- Expand tracker to 200+ companies with historical data and cumulative trend charts
- API access for researchers, journalists, and labor advocacy organizations
- Establish **layoffhedge.com** as the de facto source for layoff intelligence -- the Bloomberg Terminal of workforce cuts
- Strategic partnerships with media outlets and worker advocacy groups
- Cross-platform content distribution reaching 1M+ monthly impressions

# The Bottom Line

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## **This is an avalanche, not a snowball.**

Every layoff gives the next CEO permission to do the same thing. Block proved you get rewarded. Oracle proved it works at scale. Volkswagen proved it works in automotive. Amazon proved it works in tech. Atlassian proved it works in enterprise software. The playbook is spreading across every industry on earth and it is not slowing down.

\$LAYOFF doesn't need a moment. It needs what's already happening: an economy where firing people is the most reliable way to make a stock go up. That's not a prediction. That's the current state of corporate America.

**The narrative doesn't expire. The news doesn't stop. The avalanche has started.**

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layoffhedge.com

\$LAYOFF · Solana · 1B Supply · 3.3% Burned · 0% Tax · LP Burned

CA: 9voQQTTdfbqfXwc9rZAdJEeXXjUWjHnB4wkShMT8pump

@LayoffAI · @Broom0x · DexScreener · Pump.fun

*\$LAYOFF is a memecoin. This document is for informational purposes only and does not constitute financial advice, an offer to sell, or a solicitation of an offer to buy any securities or tokens. Cryptocurrency investments carry significant risk including the potential loss of all invested capital.*