
layoffhedge.com

\$LAYOFF

Investor Overview

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

This is not a crypto movement. It is a people movement that happens to have a token.

Solana · CA: `9voQQTdfbqfXwc9rZAdJEeXXjUWjHnB4wkShMT8pump`

layoffhedge.com · @LayoffAI · April 2026

Executive Summary

\$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.

This isn't happening to crypto people. It's happening to teachers, bankers, factory workers, nurses, truck drivers. Normal people. **We didn't manufacture this story. We just gave it a ticker.**

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

338K+

People impacted YTD

Traction

In 14 weeks. Zero ad spend. Zero paid promotion.

Pure organic growth driven by the news cycle.

28.5K

followers
5.6K verified

21.4M

impressions
all-time organic

852.7K

engagements
likes + RTs + replies

189.8K

total likes

54.3K

total reposts

3.9%

engagement rate

52.8K

profile visits

30.2K

bookmarks

88.1%

U.S. audience

11 posts crossed 500K impressions · **28.5K** followers · **14 weeks**

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

Notable followers include **Andrew Yang**, the **US Director of Federal Housing**, the **CEO of Cronos**, the **Founder of Kaito**, and **Rand Group**. **Ability to buy directly on Coinbase.**

PRESS COVERAGE

USA News: "LayoffHedge.com Emerges As A Real-Time Layoff Intelligence Platform In A Shifting Labor Market"

April 16, 2026

[Read →](#)

Viral Posts

11 posts at 500K+ impressions · zero ads

MAR 17, 2026 · TOP POST

3.9M
IMPRESSIONS

LAYOFF ALERT: DELL. Dell just confirmed 11,000 jobs cut in their annual filing. They spent \$569M on severance and called it "disciplined cost management." The list keeps growing.

10K likes 2K reposts 234 replies 12K profile visits 3.5K new follows

ENDORSEMENT

"Wow"

Elon Musk
@elonmusk

Replied to our Dell Layoff Alert on Mar 19, 2026. Elon's reply: 76K views. The engagement drove our Dell post to 3.9M views and surfaced @LayoffAI to an audience of 200M+ Elon followers.

APR 2, 2026

1.3M
IMPRESSIONS

This Reddit post from r/employeesOfOracle is the most important thing you'll read today.

19K likes 2.8K RTs 12.0% eng rate

MAR 31, 2026

1.3M
IMPRESSIONS

There is a lot more to the Oracle layoffs than what meets the eye. (100K ~ 30K Stargate Trade-Off)

1.6K likes 417 RTs 60 replies

MAR 23, 2026

969K
IMPRESSIONS

Amazon: 30,000 Americans laid off. 12,000 H-1B visas approved. Same window.

5.9K likes 2.1K RTs 213 replies

MAR 17, 2026

935K
IMPRESSIONS

Andrew Yang is calling it "The Fuckening." That's his actual word for it. And honestly, it fits.

5K likes 778 RTs 910 new follows

MAR 30, 2026

778K
IMPRESSIONS

Meta just showed every CEO in America exactly how to replace their workforce.

1.5K likes 313 RTs 604 shares

APR 18, 2026

765K
IMPRESSIONS

9 of every 10 new American jobs since pre-COVID went to someone born outside the country.

13K likes 4.7K RTs 4.1% eng rate

MAR 22, 2026

751K
IMPRESSIONS

Snowflake just replaced its entire technical writing team with AI.

2.4K likes 385 RTs 509 new follows

MAR 27, 2026 · BREAKOUT

721K
IMPRESSIONS

To hire an H-1B worker, companies must sign a federal form saying they can't find qualified Americans.

36K likes 12K RTs 9.3% eng rate

APR 1, 2026

691K
IMPRESSIONS

Dell's 11K cut went viral two weeks ago. (follow-up thread)

5.5K likes 2.2K RTs 5.5% eng rate

APR 3, 2026

598K
IMPRESSIONS

This is the most alarming stat you will read today. (+806K vs -194K March Jobs Report)

3.7K likes 1.3K RTs 124 replies

The Thesis

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 market rewards companies that cut headcount. Stock goes up, people go home. \$LAYOFF is the only asset that moves with the story everyone is already living.

The Data Is Undeniable

- **338,000+ people impacted across 112+ companies in 2026 alone**
- **3,600+ 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

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** -- 112+ companies with headcount, workforce %, stated reason, attribution tags (AI-DRIVEN, COST CUT, RESTRUCTURE, MERGER, WEAK DEMAND), and verified source links
2. **112+ Individual Company Pages** -- SEO-optimized editorial pages with structured data, cross-links, and schema markup for every tracked company
3. **Interactive Filters** -- Search by company name, filter by headcount range, filter by attribution category. Instant client-side filtering, zero backend
4. **Live News Feed** -- Dedicated API serving curated layoff coverage with localStorage caching and fallback articles
5. **"Am I Next?" Tool** -- Interactive layoff risk assessment based on industry, role, company size, and tenure
6. **Company Directory** -- Alphabetical index of all tracked companies with direct links

Why 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 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. News powered by a dedicated Render API with client-side caching. Full SEO buildout with 112+ individual company pages, structured data, sitemap, and clean URLs. Total operating cost: one domain registration and one free-tier API.

Team & Content Strategy

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

Token	\$LAYOFF
Blockchain	Solana
Contract Address	9voQQTdfbqfXwc9rZAdJEeXXjUWjHnB4wkShMT8pump
Total Supply	1,000,000,000 (1 Billion)
Burned	3.3% of supply burned
Tax	0%
LP Status	Burned
Launch Platform	Pump.fun (fair launch)
DexScreener	dexscreener.com/solana/hdtxiwhqptffrigdndoafaapngserxsfudirxjlm8n42
Website	layoffhedge.com
Primary X	@LayoffAI
Founder X	@Broom0x

Why \$LAYOFF Wins

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

This is not a crypto movement. It is a people movement that happens to have a token. 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 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

Phase 1 -- Foundation (Complete)

- layoffhedge.com live with 112+ companies, dedicated news API, interactive filters, attribution tags, workforce % data
- 112+ individual company pages with editorial content, structured data, and SEO optimization
- Full SEO buildout: sitemap, company directory, clean URLs, schema markup
- @LayoffAI established as real-time layoff news engine on X (28,500 followers, 21.4M impressions, 11 posts at 500K+)
- @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
- Buy page with two-path purchase guide, custom 404, favicon suite

Phase 2 -- Scale (In Progress)

- **Cross-platform expansion to LinkedIn and Instagram:** port the @LayoffAI playbook. LinkedIn targets professionals living the layoff story; Instagram extends the alert card format to a visual-first feed. Same content, three platforms
- 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

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. We didn't manufacture this story. We just gave it a ticker.

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

layoffhedge.com

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

CA: 9voQQTdfbqfXwc9rZAdJEeXXjUWjHnB4wkShMT8pump

@LayoffAI · @Broom0x · DexScreener · Pump.fun

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