



Happy Merchant

THE PROOF OF NOTICING PROTOCOL™

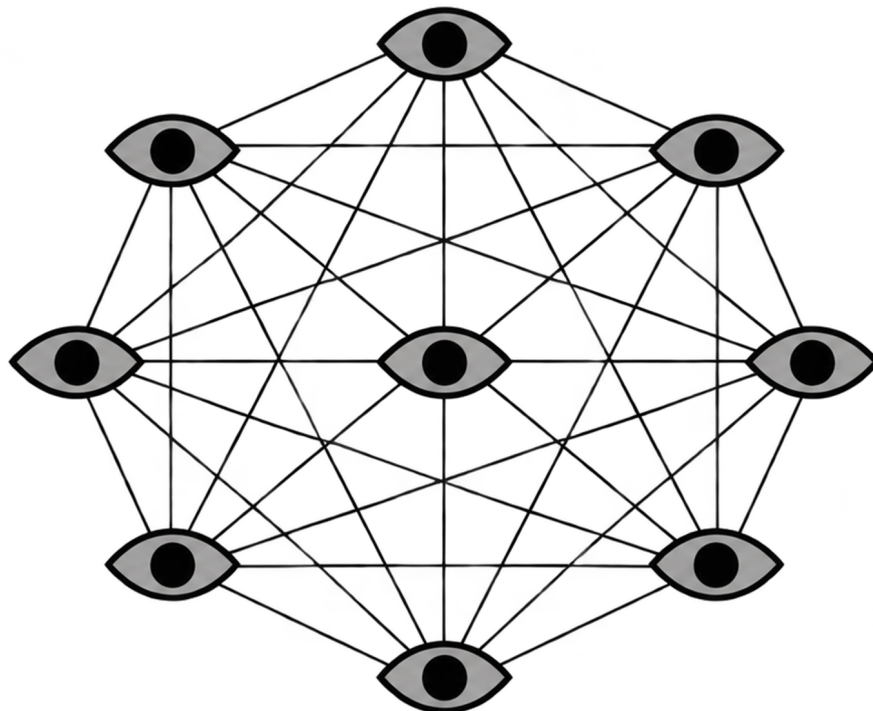
“You noticed. We noticed that you noticed.”

WHITE PAPER

A completely serious, institution-grade, definitely-not-made-up decentralized monetary protocol.

Consensus Mechanism: **Proof of Noticing™ (PoN)**

Utility: Noticing



Abstract

\$HAPPY is a completely serious, institution-grade, definitely-not-made-up decentralized monetary protocol powered by the revolutionary **Proof of Noticing™ (PoN)** consensus mechanism.

While Bitcoin wastes electricity on Proof of Work and Ethereum asks validators to stake capital, \$HAPPY requires something far scarcer:

The ability to notice things.

No mining rigs.

No validator farms.

No 47-page explanation of restaking.

Just notice.

1. The Meme

The Happy Merchant is one of the internet's most infamous and controversial memes.

It has achieved a milestone most memecoins could only dream of before even launching:

It has an ADL article.

That means the meme somehow obtained institutional documentation before \$HAPPY obtained institutional liquidity.

Bullish.

For clarity: the original caricature has been widely characterized as antisemitic. \$HAPPY does not endorse hostility toward Jewish people—or anyone else. The project instead embraces the internet phenomenon surrounding an image becoming controversial, endlessly reposted, documented, condemned, remixed, banned, rediscovered, and inevitably posted again.

In other words: **The controversy is part of the lore.**

2. Proof of Noticing™

Traditional blockchains have a fundamental problem.

They verify transactions.

They do not verify whether **you noticed what just happened.**

\$HAPPY fixes this.

Proof of Noticing is a next-generation consensus mechanism based upon three fundamental principles:

1. Something happens.
2. Somebody notices.
3. Somebody else gets extremely angry that they noticed.

Consensus achieved.

The Noticing Equation

Event → Observation → Outrage → Screenshot → Viral Distribution → \$HAPPY

Unlike Proof of Work, computational power provides no advantage. Unlike Proof of Stake, owning more tokens does not necessarily make you correct.

Under Proof of Noticing: **You simply have to notice first.**

3. The Geopolitical Noticing Layer

\$HAPPY launches during a period in which Israel has faced substantial deterioration in international public opinion in numerous countries amid the Gaza war and wider regional conflict.

Governments issue statements.

Pollsters publish numbers.

Politicians argue.

Protesters protest.

Counter-protesters counter-protest.

Twitter becomes completely unusable.

And \$HAPPY performs its core protocol function: **Noticing.**

\$HAPPY does not pretend that complicated geopolitical conflicts can be compressed into memecoin slogans.

Instead, the protocol observes the one thing the internet can reliably agree upon: **Everyone is arguing.**

This creates an effectively renewable source of Proof of Noticing.

4. Tokenomics

Token: HAPPY

Ticker: \$HAPPY

Consensus: Proof of Noticing™

Maximum Supply: Enough

Intrinsic Value: Please don't ask questions like that

Utility: Noticing

Roadmap: Observe carefully

Allocation

100% — People Who Noticed

0% — People Who Didn't Notice

Eligibility disputes will be settled through the decentralized arbitration mechanism known as: **"Bro, look at this."**

5. The Noticing Difficulty Adjustment

Proof of Noticing includes an automatic difficulty adjustment.

When something is obvious: **Noticing Difficulty: EASY**

When something requires three hours of research, fourteen browser tabs, archived webpages and a 97-post Twitter thread: **Noticing Difficulty: HARD**

When someone posts a screenshot without a source: **Noticing Difficulty: LEGENDARY**

When the Community Note appears: **FINALITY ACHIEVED.**

6. Network Participants

Noticers identify things.

Posters post the thing that was noticed.

Reposters post the noticed thing again without credit.

Reply Guys explain why everyone misunderstood the noticed thing.

Fact Checkers add seventeen paragraphs of context.

Community Noters arrive six hours later.

Bagholders ask why none of this is making the chart go up.

Together they form the most sophisticated decentralized intelligence network ever assembled.

Or a group chat.

We're still determining which.

7. Security

\$HAPPY employs state-of-the-art cryptographic security:

SHA-256? No.

Zero-Knowledge Proofs? No.

Multi-party computation? Absolutely not.

Screenshot Before Delete™

Once something has been noticed, it can never truly be unnoticed.

This provides \$HAPPY with unprecedented Byzantine fault tolerance and approximately **47 terabytes of screenshots sitting in somebody's camera roll.**

8. Governance

\$HAPPY governance follows a simple decentralized process.

Proposal submitted.

Community notices proposal.

Community argues about proposal.

Nobody reads proposal.

Influencer posts incorrect summary of proposal.

Community votes based on incorrect summary.

Whales win.

Decentralization achieved.

9. Roadmap

Phase I — Notice

Something seems strange.

Phase II — Look Closer

It gets stranger.

Phase III — Screenshot

Immutable archival layer activated.

Phase IV — Post

Global consensus begins.

Phase V — Get Fact Checked

Institutional adoption.

Phase VI — ADL Article

Already unlocked.

Phase VII — CoinMarketCap

Pending.

Phase VIII — Major Exchange Listing

They noticed us.

Phase IX — Worldwide Adoption

Everyone notices.

Phase X — Transcendence

Nothing gets past us anymore.

10. Risk Disclosure

\$HAPPY has no guaranteed value, yield, return, utility, appreciation, divine protection, geopolitical expertise, institutional backing, or ability to make you happy.

Purchasing \$HAPPY may result in:

- Financial losses
- Excessive noticing
- Screenshot accumulation
- Arguments with strangers
- Being ratioed
- Community Notes
- Asking “how is this possible?” several times per day

Do not invest money you cannot afford to lose.

And remember: **Past noticing does not guarantee future noticing.**

Conclusion

Bitcoin gave us **Proof of Work.**

Ethereum gave us **Proof of Stake.**

\$HAPPY gives humanity what it actually needed:

PROOF OF NOTICING™

Something is happening.

You noticed.

We noticed that you noticed.

\$HAPPY

The first decentralized noticing protocol.

Don't trust. Don't verify.

Just notice.

Additional Protocol Doctrine

The chosen coin for chosen frens.

The current technical gap in all of crypto lies between the desire to win, and the inability of people to notice that they are being fleeced. Crypto is not a zero-sum game, there is new liquidity pouring into the market daily. The problem is that this liquidity is being siphoned off systematically in the form digital coin-clippings by many highly visible and prominent voices. \$HAPPY is the reflection of the increase in people that are noticing this. Essentially, the tokenomics are a positive feedback loop that tracks this by our proprietary "Proof of Noticing" mechanism.

The Final \$HAPPY Solution

When a campaign is spun up and a noticing has occurred, the \$HAPPY token and other tools such as the Happy Merchant meme generator are deployed in response to these events. As critical mass-noticing is achieved, the token attention is increased, thereby decreasing the attack vector of the noticed event. With a monumental (emphasis on mental) daily influx of socially engineered scenarios, the opportunity for the Proof of Noticing mechanism to increase in value approaches infinity.

Happy Merchant will be the revenge play of this cycle. Revenge against the whole system and politics, against crypto, against Murad, and all else who choose to wage war against frens.