



REELRUSH • WHITEPAPER v1.0

Reelrush

Reelrush turns short-form video virality into per-launch on-chain tokens. This whitepaper covers how reels are ingested across TikTok, Instagram Reels, YouTube Shorts and X, scored in near-real time, and launched on Meteora's Dynamic Bonding Curve (DBC) — with auto-migration at just \$7K market cap.

KEY MECHANIC

Migration at \$7K market cap

Every Reelrush token launches on its own Meteora DBC and auto-migrates to a full AMM pool at a market cap of just **\$7,000**. This threshold is deliberately low: projects without a marketing budget no longer have to wait days — or forever — for a curve to bond. A viral reel can bond and migrate within minutes, unlocking real liquidity, price discovery and tradability immediately.

- Bond threshold: \$7K MC
- Per-launch DBC config — no shared / admin curve
- Auto-migration to AMM on bond, no manual step
- Same path for every reel, regardless of creator budget

1 — PROBLEM

The problem

Most launch platforms force tokens through shared bonding curves with high migration thresholds. Without an existing budget or follower base, the curve never bonds — capital sits trapped, the token never reaches an AMM, and traders cannot meaningfully participate. Cultural moments from short-form video move in hours; bonding infrastructure measured in weeks is structurally mismatched.

2 — SYSTEM

System overview

Reelrush has three layers: (a) an ingestion pipeline that continuously pulls short-form video metadata across multiple networks; (b) a trend scoring engine that ranks reels in near-real time by velocity, engagement and recency; (c) an on-chain factory that, on demand, deploys a dedicated DBC config plus fresh creator and fee keypairs for each launch.

3 — INGESTION

Ingestion layer

Reels are normalized into a common schema (author, caption, plays, likes, comments, posted_at, media_url). Sources include TikTok, Instagram Reels, YouTube Shorts and X video. Media is rehosted on demand into a public bucket so playback never depends on an expiring CDN URL.

4 – SCORING

Trend scoring

Scoring combines absolute reach with first-derivative velocity (plays per minute since posting) and engagement ratios. Recency is weighted heavily; long-tail content decays out of the discovery surface quickly so the feed always reflects what is currently breaking.

5 – FACTORY

Per-launch on-chain factory

Each launch provisions a unique Meteora DBC configuration, a fresh creator keypair, and a fresh system fee wallet keypair. Secrets are stored server-side so creator fees and system fees can be swept and claimed at any time. There is no shared admin curve and no shared treasury wallet — every Reelrush coin is isolated.

6 – FEES

Fee architecture

Trading fees on the DBC accrue to two destinations: the creator wallet (claimable by the launcher) and the system fee wallet (operational). Because each launch has its own keypairs, fee accounting is per-coin and fully auditable on-chain.

7 – SECURITY

Security model

Server-side signing only; no private keys leave the Reelrush backend. Per-launch isolation eliminates blast radius if a single launch is compromised. Database access is gated through row-level security and server functions; the client never holds elevated credentials.

8 – ROADMAP

Roadmap

Near-term: deeper scoring signals, creator dashboards for fee claims, and additional discovery surfaces. Mid-term: cross-network deduplication of the same viral clip across TikTok / Reels / Shorts, and richer post-migration analytics.

This document is a technical overview of Reelrush. It is not financial advice. Token launches are speculative and may result in total loss of capital.