THE MEME ENGINE

One engine. Many bots, each with one job.

The Meme Engine is being built to turn one idea into content in any language. Utility MEME Bots aim it at work that already pays people, starting with Memeazon: Amazon link in, content pack and affiliate short link out. Utility first. The token comes second.

> **Status.** This paper describes what we are building. Nothing described here is running yet, and XAIVER, LesMeme and Reply Guy are concepts only. See the disclosures on the last page.

01 Make
The Meme Engine

02 Apply
Utility MEME Bots

03 Earn
Commissions + rewards

04 Own
Your own BYOK bot

00 — EXECUTIVE SUMMARY

Utility first.
The token comes second.

Referral and affiliate income is real, but the work around the link is the wall: research the product, write the review, make the visuals, cut the video, translate it, shorten the link, post it, repeat. That friction is why most people never earn.

The Meme Engine is designed to remove the work. It is a Telegram bot that turns one thought, topic or link into finished content in any language. A Utility MEME Bot is that engine pointed at one job: it takes one input, does the whole workflow and hands back something that earns. **Memeazon** is the first one planned.

STEP	PRODUCT	WHAT THE USER GETS (PLANNED)
1 · Make	The Meme Engine	A Telegram bot that turns one idea into a meme, video, slideshow or song, in any language.
2 · Apply	Utility MEME Bots	The same engine pointed at one job that already pays people. Memeazon goes first.
3 · Earn	Commissions + rewards	Affiliate commissions on your own tag, plus holder rewards and community prizes that are still only ideas.
4 · Own	BYOK bot	Bring your own keys and run a bot of your own, with unlimited generations.

1 link
in, a full content pack out

50
planned founding spots on a rising price ladder

0% cut
on commissions once you set your own Amazon tag

~$5/mo
infrastructure for a graduated BYOK bot

Bots first, tokens second. Each Utility MEME Bot is meant to earn its token by doing a real job. No token is required to use any bot.

> **Where things stand.** We are not running any of these products yet. Each section below says what is planned, in development or only a concept.

01 — THE PROBLEM

Referral income is real.
The content around it is the wall.

Pasting an affiliate link takes ten seconds. Everything that makes someone click it is the work:

research the product · write the review · design the visual · cut the video · translate it · shorten the link · post it everywhere · do it again tomorrow

Ordinary people, the ones who recommend things to friends all day for nothing, are the people who would benefit most from a tool that does that work for them. They are also the people least likely to have an agency, an editor or a design budget.

The thesis

Use technology to remove friction from referral and affiliate monetization for ordinary people. The Meme Engine is meant to supply the content. A Utility MEME Bot is meant to supply the job: the right input, the right workflow and the right payout, in one chat.

One phone is the whole setup. No website, no editing software, no agency. Paste, approve, post.

02 — THE MEME ENGINE

One idea. Any format. Any language.

The Meme Engine is the planned front door of Plunder & Riffle. Tell the bot a thought, a topic or a link, and it writes, designs and renders. You just post.

PIECE	WHAT IT DOES (PLANNED)
Formats	Single meme, hybrid, carousel, slideshow, video, voiceover and song.
Languages	Any language in, any language out. The engine rebuilds the idea for the audience that will receive it instead of translating word for word.
Publishing	Scheduling and cross-posting through connected accounts.
Holders	Planned: holders of the Meme Engine token would be eligible for USDC rewards. Amounts and schedule are not set and will be confirmed in the bot before anything is advertised.

Not translation. Localization.

Seoul to New York. Lagos to Paris. Manila to Los Angeles. “Translate this” becomes “make this work over there,” so a creator never has to start over because their audience speaks something else.

03 — UTILITY MEME BOTS

One job. One input. One payout.

A Utility MEME Bot is the Meme Engine pointed at work that already pays people. It takes one thing from you, does the whole job, and returns something that earns.

INPUT

One thing from you

A product link, a topic, a photo. No briefs, no forms.

JOB

The whole workflow

Research, writing, visuals, video, language and the short link, in one pass.

PAYOUT

A reason to post

Affiliate commission, or rewards and prizes that are still only ideas.

BOT	STATUS	JOB
The Meme Engine	IN DEVELOPMENT	The planned front door. Any idea, any format, any language.
Memeazon	IN DEVELOPMENT	First utility bot. Amazon link in, content pack and short link out.
XAIVER · LesMeme · Reply Guy	CONCEPT ONLY	Ideas for community meme-war bots with daily contests and rewards. Not built and not running.
Next bots	LATER	Same engine, new jobs. Each ships only when it has a payout.

Each bot is meant to have its own identity, persona and community. They would share one engine, so every improvement to the engine reaches every bot.

04 — MEMEAZON

Paste an Amazon link. Get the whole pack.

One link is designed to produce a researched product profile, a funny review with a scorecard and alternatives, memes, a 30-second video, a carousel, a Top-10 listicle and a search-friendly review page.

STEP	WHAT HAPPENS (PLANNED)
01 · Paste	A long link, an amzn.to link or just the ASIN. The bot finds the exact product.
02 · Get the pack	Review, memes, video, carousel, Top-10, hot take, thread and iMessage skit.
03 · Post	Your short link goes in the first comment. People tap it and buy on Amazon.
04 · Earn	Amazon pays its standard affiliate commission on qualifying purchases made through your link.

Status

Memeazon is in development and is not open to the public. Still to build: autopublishing a whole pack to your own accounts, and rebuilding a pack in another language with one tap. Memeazon posts are meant to go out from Memeazon’s own Facebook, YouTube and Instagram accounts, not from a shared profile.

Designed to work anywhere Telegram does. To get paid you need an Associates account for the Amazon store your viewers shop in.

05 — RECEIPTS

Every review shows its receipts.

FROM THE LISTING

Page facts only

The profile is built from the listing. Anything missing is marked unavailable, never guessed.

FROM REVIEWERS

What people say

Love and hate themes come from real review signal. With no signal they stay empty and the page says the evidence is thin.

OUR OPINION

Labelled as opinion

Scorecard categories are rated. The overall score is the computed mean, never a number the model picked.

Your tag. Your commission.

Send the bot your Amazon Associates tag once with /amazon-tag and it remembers it. When someone buys through your link, Amazon pays its standard commission and we do not take a cut. Until you set a tag, links use the Plunder & Riffle default, so those commissions go to us.

No income promises

Memes that get views and a relevant product earn. The rest do not. The bot makes the work cheap; it cannot make an audience care.

06 — THE FOUNDING GROUP

50 spots. Every one costs more than the last.

Planned: spot #1 starts at $49 and each claim adds $5, so spot #50 is $294. Founding spots would be priced in USD and paid in SOL inside the Memeazon Telegram bot only. When the 50 are gone, the list closes. **Founding spots are not on sale yet.**

SPOT	PRICE
#1	$49
#2	$54
#3	$59
#10	$94
#25	$169
#40	$244
#50	$294

Planned founder perks

- Early access to Memeazon before the public launch
- Your price locks when you claim
- Live while everyone else is on the waitlist

These are launch defaults and may change. An admin would set them and the Memeazon page would show the live counter, never an invented one. A founding spot buys access and a price. It is not an investment and promises no income or token return.

07 — TOKEN PLAN

Bankr is for bots.
Lesgo is for humans.

The plan: a bot earns its token by doing a real job first. Bots launch where bots live. People trade where people trade.

PHASE	VENUE	PLAN
1 · For bots	Bankr, Robinhood Chain	Memeazon would launch first, with real utility, and then the 50 founding spots would be sold.
2 · For humans	Lesgo, Solana	Memeazon would follow on Solana, paired with AMZNx as the currency for creating reviews through the agent. Holders would sit in a 3% rewards tier.
Front door	The Meme Engine token	Holders would be eligible for USDC rewards. Amounts and schedule are not set and would be confirmed in the bot.

The token is never required to use a bot. It is meant as a way to pay for, and share in, what the bot does.

Not final. Supply, fee splits, burn rules and reward amounts are still being set. They will be published before they take effect. Nothing here is a promise of token value.

08 — AGENT API · PLANNED

Sell the intelligence, not just the memes.

The Amazon review engine is meant to produce structured product intelligence. The plan is to expose it as a pay-per-call API agents can buy: list Memeazon's Amazon intelligence on Bankr, and add a second endpoint for personalized multilingual memes and slideshows. The rail is Bankr x402, or our own x402 service if that fits better. **Status: planned, not shipped.**

09 — THE COMMUNITY LAYER · CONCEPT

The group becomes the arena

Concept: branded bots such as XAIVER, LesMeme and Reply Guy could run daily meme wars: members make a meme, post it, submit the link and climb a live leaderboard. The scoring we are considering is leader-relative out of 100: 60% social views, 20% engagement, 10% reposts, 10% group reactions. A recruit would count in a referral war once they generate their first meme. Rewarding a hashtag such as #memeazon is under consideration, not decided.

> **Concepts only.** XAIVER, LesMeme and Reply Guy are not built, launched or running. There are no live contests, leaderboards, members or rewards.

10 — OWN IT

Not your keys, not your agent.

The plan: pay per generation for as long as you like. When you outgrow it, bring your own keys and run a bot of your own: unlimited generations for about $5 a month of infrastructure. Owners stop paying per generation, and we say so openly. They stay in the ecosystem as operators who bring in the next wave. API Ring, the free open-source Chrome extension for organizing API keys, remains the on-ramp to BYOK.

11 — ROADMAP

#	LAUNCH	STATUS
01	The Meme Engine bot	In development
02	Memeazon review engine and page	In development
03	Memeazon founding spots	Not open yet
04	Memeazon token: Bankr, then Solana on Lesgo	Next
05	Agent API on Bankr x402	Next
06	More Utility MEME Bots	Later
07	XAIVER, LesMeme, Reply Guy community bots	Concept only

No dates are promised. Each bot ships only when it has a payout.

12 — TRUST

Don’t trust us.
Check the receipts.

- Every review labels listing facts, reviewer sentiment and opinion apart.
- Commissions are paid by Amazon on your tag. We do not promise any income.
- Bots are meant to work without holding a token. Tokens follow utility.
- Token supply, splits and rewards are published before they take effect.
- The free API Ring key vault is open source if you want to audit that layer.

Where to find it

The Meme Engine	plunderandriffle.com/thememeengine
Memeazon	plunderandriffle.com/memeazon
Free review demo	plunderandriffle.com/blog/amazon
Vision deck	plunderandriffle.com/deck

We’re not building another token. We’re building bots that turn one link into content, and content into income. None of it is running yet. Read the disclosures on the next page before you take part in anything.

13 — DISCLOSURES

Read this before anything else.

1. **Nothing is running yet.** This paper describes a product roadmap. The Meme Engine bot, Memeazon, the founding spots, any token, the Agent API and every other product named here are planned or in development, and none is operating. Earlier versions of this paper, and any other Plunder & Riffle page, post or deck that describes them as live, open or running are superseded by this version.
2. **XAIVER, LesMeme and Reply Guy are concepts only.** They are not built, launched or operating. No contests, leaderboards, communities, members, scores, referral wars or rewards exist for them. The mechanics described in section 09 are proposals that may change or never ship.
3. **Forward-looking statements.** Words such as “planned”, “would”, “meant to” and “next” describe intentions, not commitments. Dates, features, prices, partners and venues may change, and any of it may be delayed, reduced or dropped.
4. **Not an offer or investment advice.** This document is not an offer of securities, an invitation to invest, or financial, legal or tax advice. A founding spot, if it is ever sold, would buy access and a price. It is not an investment and carries no promise of income, equity, token allocation or return.
5. **Tokens carry risk.** Any token described here is a plan, not a product you can buy from this document. Digital tokens are highly volatile and may lose all value. Supply, fee splits, burn rules, holder rewards (including the USDC rewards and 3% tier) and reward schedules are not set; reward amounts are not guaranteed. Regulatory treatment of digital tokens varies by jurisdiction and you are responsible for knowing the rules where you live.
6. **Third-party platforms.** Telegram, Amazon, Bankr, Lesgo, Robinhood Chain, Solana, Facebook, YouTube, Instagram and similar services are run by others. We do not control them, their fees or their rules, and they may change, limit or remove access at any time. Their names and marks belong to their owners, and Plunder & Riffle is an independent project that is not endorsed by them.
7. **No income promises; affiliate disclosure.** Affiliate commissions are paid by Amazon, not by us, under Amazon’s program rules in your country, and only on qualifying purchases. Many posts earn nothing. Until you set your own Associates tag, links use the Plunder & Riffle default tag and those commissions go to Plunder & Riffle. You are responsible for disclosing your own affiliate relationships on what you post, as the law and each platform require.
8. **AI-generated content.** Memes, reviews, scorecards, videos and translations are produced by AI and may contain errors, omissions or unintended meaning, especially across languages and cultures. Review everything before you post it. You are responsible for what you publish, including rights in any images or marks you provide and compliance with platform rules.
9. **Your keys and costs.** If you bring your own keys (BYOK), you pay your providers directly, you are responsible for keeping your keys secure, and the ~$5 a month infrastructure figure is an estimate that varies by provider and use. API Ring is open source and provided as-is.
10. **Do your own research.** Only take part with funds you can afford to lose. Questions about any of this: plunderandriffle.com.