PANEL 01 · MARKET SIGNAL

Attention ate the launch. Robinhood Chain proves the thesis.

OPERATOR EDITION · 15 JULY 2026

Robinhood launched tokenized stocks, RWAs, lending, perps, and agentic finance. The market routed straight to memecoins, social catalysts, and launch velocity.

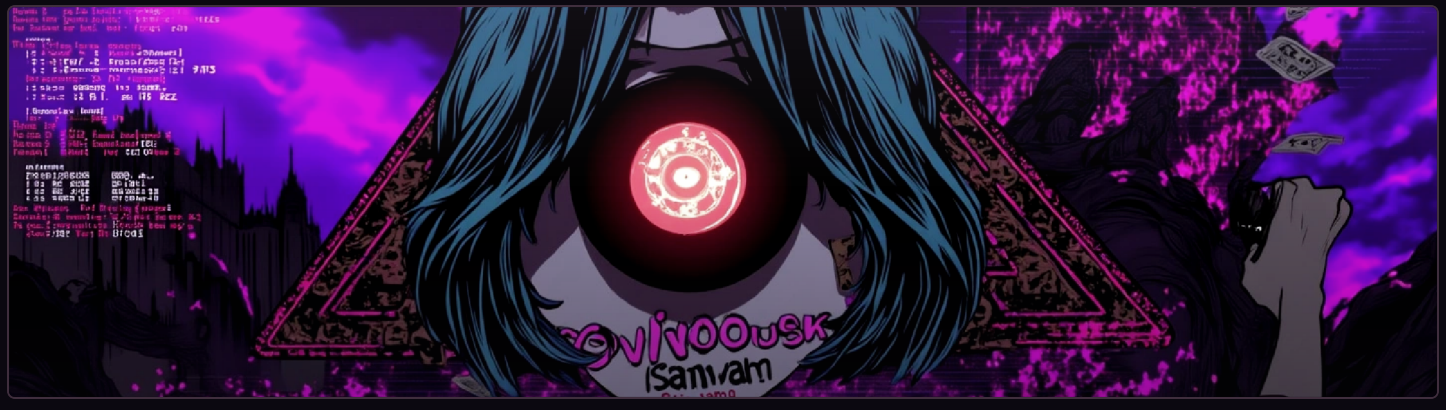
Built for tokenization. Captured by attention → liquidity.

$817.3M	$4.69B	$185.6M
24H DEX VOLUME	7D DEX VOLUME	DEFI TVL

SOURCES ROBINHOOD MAINNET DEFILLAMA SNAPSHOT

FIG. 01 · THE ATTENTION SURFACE

ATTN ARCHIVE



PANEL 02 · EXECUTIVE VERDICT

The verdict. Robinhood validates the timing—not the roadmap.

DECISION · CHAMPI / LILY + ANGELA

This is not a bet on Robinhood Chain dominance. It is a bet that capital keeps rotating toward attention—and traders still lack a credible place to discover, qualify, and act on it.

STRATEGIC POSITION

Robinhood and Coinbase consolidate assets.
ATTN consolidates attention.

PUBLIC PROMISE

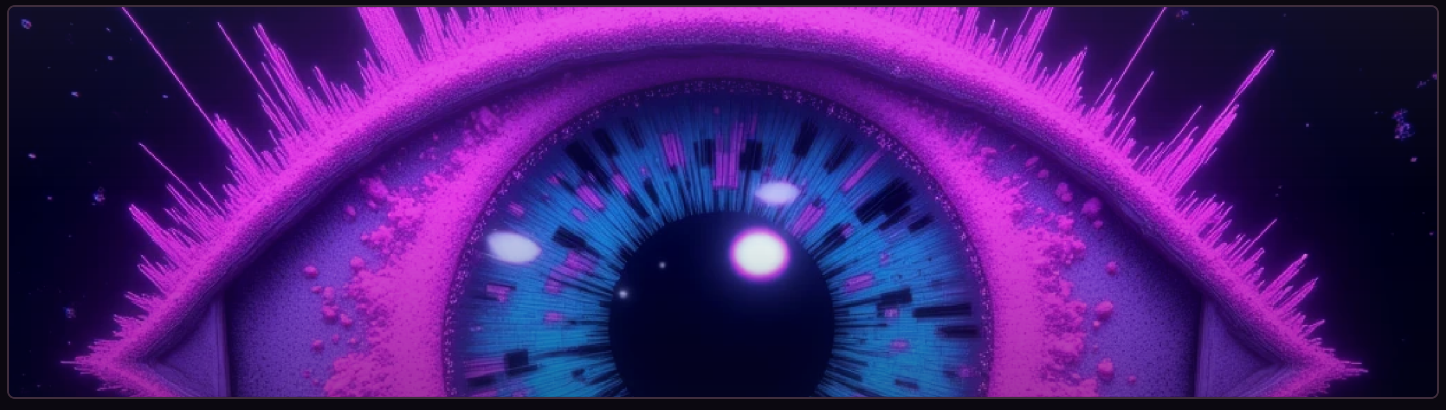
See attention become liquidity.

DO NOT BECOME

Another chain-bound launchpad.

SOURCES ROBINHOOD Q1 2026 AGENTIC TRADING

FIG. 02 · THE CONTROL PLANE ATTN ARCHIVE



PANEL 03 · LIVE EVIDENCE

What actually happened. Narrative became order flow.

EVIDENCE · ENOCH / WON

JUL 01	MAINNET	Stock Tokens, Uniswap, Morpho, perps, wallet, and agent infrastructure launch together.
JUL 08	IGNITION	CASHCAT pushes daily DEX volume from ~$35—70M past $560M.
JUL 15	SCALE	$817.3M in 24-hour DEX volume; $4.69B across seven days.
JUL 15	DECAY	Noxa reportedly halts launches after ~$12M in fees; CASHCAT drops sharply.

Metric warning: DEX volume is swap notional—not revenue, deposits, TVL, or durable users. Snapshot: 2026-07-15 17:02 UTC.

SOURCES GALAXY CHAIN TVL NOXA

FIG. 03 · LAUNCH VELOCITY ATTN ARCHIVE



PANEL 04 · ATTENTION LIFECYCLE

HYPE → ATTN → decay.
The product is the lifecycle.

MODEL · CHAMPI / LILY + ENOCH

HYPE · FLOW ATTENTION

Fast attention: viral spikes, FOMO waves, and reflexive buying.

ATTN · CALCIFIED ATTENTION

Time-weighted attention that survives decay and stays economically relevant.

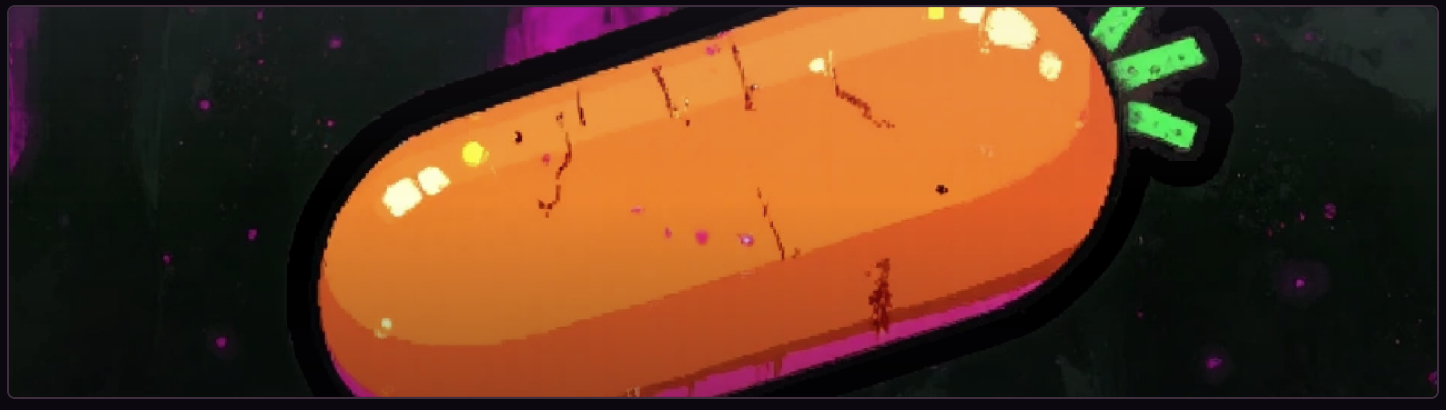
01	02	03	04	05
EMERGING	ACCELERATING	CROWDED	DISTRIBUTION	DECAYING

- Show catalyst, timestamp, source count, and attention half-life.
- Compare persistence with liquidity, holder growth, and sellable depth.
- Expose every input. Never disguise a score as a buy signal.

CASHCAT is not the thesis. Its rise and decay are the case study.

SOURCES ATTN PAPER CONTEXT CASHCAT LIQUIDITY

FIG. 04 · ATTENTION CONSERVATION ATTN ARCHIVE



PANEL 05 · CATEGORY OPENING

The missing surface.
Seven questions before one action.

ACTION GATE · ANGELA + DIEGO

01	Where is attention moving?	02	What triggered it?
03	Emerging, crowded, or decaying?	04	Can it absorb a realistic exit?
05	Who launched it—and what came before?	06	Which rights and regions apply?
07	What safe action exists now?		

PUMP.FUN BASELINE

Pump.fun lists a 1.25% bonding-curve fee. Creation and liquidity are already commoditized.

INTELLIGENCE
IS THE WEDGE

Cross-chain. Lifecycle-aware. Provenance-first. Risk-qualified.

SOURCES PUMP.FUN FEES ADAM TEHC DUNE CHECKED

FIG. 05 · THE ROTATION DESK

ATTN ARCHIVE



PANEL 06 · OWNERSHIP

Make the org legible. Three owners unblock the launch. Three support lanes move it.

DRAFT ASSIGNMENTS · OWNER ACCEPTANCE REQUIRED

PRODUCT DECISION — DRAFT OWNER

Champi / Lily

Choose the V1 customer, one paid promise, qualification rules, budget, and go / no-go.

Output · Signed Pro-pilot offer + qualification rule.

BUILD + RELEASE — DRAFT OWNER

Diego / Mau5

Coordinate the implementation handoff, payment canary, receipts, incident response, and rollback.

Output · Named implementer + green readiness digest.

Specialist · Fractional Solana / Next engineer owns implementation before the payment canary.

COMMERCIAL + LEGAL — DRAFT OWNER

Angela Steffens

Approve pricing, regions, and public claims; brief and retain licensed counsel.

Output · Approved offer language + recorded go / no-go.

Specialist · Licensed crypto / RWA counsel clears public paid or execution claims.

SUPPORT · MARKET INTELLIGENCE

Enoch / Won

Publish a 10-case sourced radar and score catalyst, liquidity, risk, and decay.

SUPPORT · PROOF + REWARDS

M Fairy

Define accepted evidence, review, rejection, payout conditions, and funnel drop-off proof.

SUPPORT · DISTRIBUTION

Lil Sketchy + R3LL

Reach 30 named prospects and track replies, brief starts, and booked calls.

Product decides. Engineering implements. Counsel clears. Operations coordinates.

FIG. 06 · THE LAUNCH CREW — ATTN ARCHIVE



PANEL 07 · PROPOSED COMMERCIAL MODEL

Sell one outcome first. Prove Pro. Earn the right to sell Enterprise.

DEFILLAMA SNAPSHOT · 15 JUL 2026 · 15:49 ET

PUMP.FUN 30D · **$24.53M FEES** · **$1.419B DEX VOLUME**

Category activity proves capital is moving. ATTN still has to prove report → brief → entitlement.

FREE DISCOVERY — PUBLIC

0 SOL

Public report + base platform access.

What follows · Reply and start a wallet-signed launch brief.

PRO PILOT — DRAFT · OPENS AFTER READINESS

0.5 SOL / 30D

A decision-ready launch-intel review built from the signed brief, plus a wallet-bound 30-day entitlement.

What follows · Configured benefits include advanced charts, unlimited alerts, 10 strategies, and priority support. No API access.

ENTERPRISE DESIGN PARTNER — SALES-ASSISTED

5 SOL / 30D · by approval

API beta, white-label capability, and an expanded 100-receipt history.

What follows · API beta and white-label scope activate only after technical review and entitlement enforcement.

CUSTOMER · REPORT → REAL REPLY → QUALIFIED FOUNDER → SIGNED BRIEF → PRO PILOT → PROOF

READINESS · CONFIGURE PAYMENT → HEALTHY CHECK → PRO CANARY → VERIFIED ENTITLEMENT → PROMOTION OPEN

EXECUTION · SEPARATE SIGNED SCOPE → COUNSEL → ENGINEER → CANARY → RELEASE OR STOP

CURRENT STATUS · PAID PROMOTION REMAINS CLOSED UNTIL HEALTH, READINESS, AND A PRO CANARY PASS.

SOURCES SIGNED BRIEF SOL PRICING PUMP 30D FEES PUMP 30D DEX VOLUME

FIG. 07 · THE CONVERSION GATE — ATTN ARCHIVE



PANEL 08 · 7-DAY CAPITALIZATION SPRINT

Turn attention into proof. Run one clean test. Seven days from report to Pro proof.

30	6	3	1
NAMED PROSPECTS	REAL REPLIES	SIGNED BRIEFS	EXTERNAL PRO ACTIVATION · CONDITIONAL

Conditional · Charge SOL only after readiness is green. If blocked, secure written Pro-pilot intent linked to a wallet-signed brief.

TODAY · PHASE 01

Lock offer + staff gaps

OWNERS · CHAMPI · ANGELA · DIEGO

Sign the Pro-pilot sheet; approve and send the counsel and engineer scopes.

Exit · Signed owner memo + two specialist scopes in market.

0–48H · PHASE 02

Prove payment + entitlement

OWNERS · DIEGO · FRACTIONAL ENGINEER

Configure authorization and tier payments, pass health/readiness, then run one Pro canary.

Exit · One approved internal entitlement canary—or stop. Internal canaries do not count toward the customer target.

DAYS 2–7 · PHASE 03

Run the demand test

OWNERS · CHAMPI / LILY · ENOCH · M FAIRY · SKETCHY · R3LL · ANGELA

Publish the radar, contact 30 named prospects, qualify replies, and audit every drop-off.

Exit · 30-contact ledger + 6 real replies + 3 signed briefs + one Pro-pilot commitment.

Success is one external Pro activation—or written Pro-pilot intent tied to a wallet-signed brief if readiness stays red. No green readiness, no SOL collection.

SOURCES SIGNED BRIEF SOL PRICING

FIG. 08 · THE LAUNCH CAPTAIN ATTN ARCHIVE

