Shelly

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Shelly Whitepaper

Shelly ($SHELLY) is a community meme token on Solana with one pledge: 10% of every dev sell goes to ocean cleanup, from a public wallet, with proof. This paper explains how that works and what it does not guarantee.

Market cap	Holders	Status	Sent to charity
$25.8K	**94**	**Graduated**	**0.00 SOL**

Live figures. Everything below is from 16 November 2026 unless it says otherwise.

1. Summary

Shelly is a sea turtle character and a token launched on pump.fun on 1 November 2026. It graduated to PumpSwap on 16 November 2026 and can be bought through Jupiter, Phantom and Coinbase Wallet. It has no product, app or protocol behind it. People hold it because they like the character and the cause.

What makes Shelly different is a public promise. Whenever the dev wallet sells, 10% of the SOL from that sale goes to a public donation wallet, and that wallet only sends to ocean cleanup. The wallets are public, so anyone can check this on the blockchain.

> **Where things stand on 16 November:** the dev wallet has not sold, so the pledge has not produced any money yet. The donation wallet holds 0.31 SOL from voluntary gifts, and **no donation has been sent to a charity so far**.

2. Token facts

Name and ticker	Shelly ($SHELLY)
Network	Solana (Token-2022 program)
Contract address	`7dnVH3aC95d55BMr1pH29bAz4Qi4FYu3Nc6pQsEqpump`
Total supply	1,000,000,000, with 6 decimals
Mint authority	Revoked: no more tokens can ever be created
Freeze authority	Revoked: no one can freeze a holder's tokens
Metadata	Update authority revoked: name, ticker and logo link are fixed
Launch	1 November 2026, 15:27 UTC, on pump.fun
Graduation	16 November 2026, 00:52 UTC, to PumpSwap
Trading pool	PumpSwap SHELLY/SOL: `Ej6uSeYZ6FT49CUYREjTT2cKJ2TopxQqps5pHCupCAdP`
Buy or sell tax	None set by the project. PumpSwap, Jupiter and wallet apps charge their own trading fees.

3. Launch and supply

Shelly launched through the standard pump.fun bonding curve. There was no presale and no allocation for a team, investors or advisers in the token itself. All 1 billion tokens started on the curve.

- **About 793.1 million tokens** (79.3%) can be bought on the curve. The price rises as tokens are bought and falls as they are sold.
- **About 206.9 million tokens** (20.7%) stayed in reserve for the PumpSwap pool.
- **Graduation** happens when the curve has collected about 85 SOL and the buyable tokens are gone. Shelly graduated on **16 November 2026 at 00:52 UTC**: about 205.9 million tokens and about 67.8 SOL moved into a new PumpSwap pool (migration transaction). Since then all trading runs through that pool.

The dev bought 3 SOL worth at launch, which came to 96,188,448 tokens (9.62%). There is no vesting or lock on these tokens, and no smart contract stops them being sold. On 16 November the dev wallet still held all of them: it has not sold.

4. Where to buy

Since graduation, every buy goes through the PumpSwap pool. These apps route your swap there:



- **Jupiter** (jup.ag): open the SHELLY token page, connect a Solana wallet and swap SOL for SHELLY.
- **Phantom** or **Coinbase Wallet**: tap **Swap**, search **Shelly** or paste the contract address, choose an amount of SOL and confirm.
- **On shellytoken.com**: the Buy SHELLY box runs a Jupiter swap on the page. The site never holds your funds or keys.

> **Check the contract address every time.** More than 15 other Solana tokens use the name or ticker "Shelly". The real one ends in **...pump**: `7dnVH3aC95d55BMr1pH29bAz4Qi4FYu3Nc6pQsEqpump`. Jupiter currently marks SHELLY as **not verified** and **low organic activity**. Jupiter shows these notices on most new tokens. Verification is a separate Jupiter review, and Shelly has not passed it yet.

5. Who holds what

These are the wallets the team has identified as its own, with balances from 6 November 2026.

Wallet	$SHELLY	% of supply
Dev wallet	96,188,448	9.62%
Prize wallet	1,008,445	0.10%
Three giveaway fund wallets, bought on the curve	22,142,329	2.21%
Total identified	**119,339,222**	**11.93%**

None of these tokens are locked. Separately, on 6 November the bonding curve held 31.49% of the supply, and three other wallets held 7.44% to 8.72% each. On 16 November the PumpSwap pool held 21.46% of the supply, the dev wallet 9.62%, and the three largest other wallets 6.75% to 8.66% each.

> **What this table can't prove:** anyone can create a new Solana wallet, so no list can show that a team has no other wallets. Check the live holder list on Solscan and judge for yourself.

6. The ocean pledge

How it works

1. The dev wallet sells some $SHELLY.
2. 10% of the SOL from that sale goes to the donation wallet.
3. The team sends the money to ocean cleanup. Our chosen charity is The Ocean Cleanup. If a charity doesn't accept SOL directly, the team converts it and donates in dollars.
4. Each donation is posted on the website, on X and in Telegram, with its Solscan link and, where possible, the charity's receipt.

Anyone can give directly

Anyone can send SOL to the donation wallet. Each 1 SOL given counts as one "Shelly saved", and a turtle is added to the dive on the homepage. Every transfer in or out appears on the site automatically.

Donation wallet: `HQ3sEzJY4tRLVLZmtvnNHA39JD269p4bfMezq3kj64KP`

What the pledge does not do

- **It is a promise, not code.** The team holds the wallet keys, and no smart contract forces the 10% or restricts where the wallet sends. The public record lets you hold the team to it.
- **It only covers dev wallet sells.** Buying or selling by anyone else, ordinary trading volume, and the other team wallets in section 5 send nothing to the donation wallet. If the dev never sells, the pledge produces nothing.
- **The charity is not a partner.** Shelly is not affiliated with or endorsed by The Ocean Cleanup or any other charity it donates to.

7. Other money flows

- **Creator fees.** pump.fun lets the dev wallet collect a creator fee from trading. These fees are separate from the 10% pledge. The wallet has received one pump.fun payout so far, of about 0.168 SOL, on 1 November.
- **Prizes.** Giveaway prizes are paid in $SHELLY from team wallets, by hand, with each transaction posted publicly.
- **Paid promotion.** The team may pay for listings or boosts such as DEX Screener. Paid influencer posts should carry #ad.
- **Salaries.** The project pays no team salary.

8. Community and giveaways

Shelly lives on X, the Telegram channel and the community chat. A bot posts buys and donation wallet activity to the channel, and it removes spam and scam messages from the chat.

Giveaways always include a free entry, with no purchase necessary. Winners are drawn from a public Solana blockhash, using a method anyone can re-run. Team members and team wallets can't win.

The first giveaway closed with two entries. Both won and were each paid 1,000,000 $SHELLY: payment 1 and payment 2.

9. Milestones

These are things the team plans to do if Shelly reaches each level. They are not price targets or predictions, and reaching them is not assured. The later goals also depend on there being enough money in the donation wallet.

When	What happens	Status
$25K market cap	First donation and proof post	Reached; donation not sent yet
Graduation	Move to PumpSwap, donation update	Reached 16 November
$250K market cap	Community vote on a second ocean charity	Not reached
$1M market cap	Sponsored beach cleanup, filmed for the community	Not reached

10. Risks

Shelly is a meme token, not an investment. Only spend what you can afford to lose completely.

- **No value behind it.** $SHELLY has no revenue, assets or backing. Its price depends only on what the next buyer will pay, and it can fall to zero.
- **Large holders.** A few wallets hold a big share of the supply. If they sell, the price can drop sharply. Trading is still thin, with few holders, so even small sales can move it a lot.
- **Team tokens aren't locked.** The wallets in section 5 can sell at any time.
- **Liquidity.** All trading runs through one PumpSwap pool, which held only a few thousand dollars of liquidity on 16 November. Even small trades move the price a lot, and selling a large amount may be hard.
- **Promises depend on people.** Donations and milestones rely on the team following through, and the team could stop.
- **Technical and platform risk.** Solana, PumpSwap, Jupiter and wallet apps such as Phantom and Coinbase Wallet can all have outages, bugs or rule changes.
- **Scams and copies.** Fake tokens can use the same name and logo. Always check the full contract address in section 2, especially when you search "Shelly" in a wallet app. The team never DMs you first and will never ask for your secret words or private key.

- **Legal and tax.** Crypto rules vary by country and can change. You are responsible for following the rules where you live.

11. Check it yourself

You don't need to trust this paper. Each of these is public:

- The token on Solscan: supply, authorities and holders
- The dev wallet: every buy and sell
- The donation wallet: every transfer in and out
- The PumpSwap pool: liquidity and every trade
- DEX Screener and Jupiter: price, chart and trades

12. Legal notice

This paper is for information only. It is not financial, legal or tax advice, and it is not an offer or a solicitation to buy anything. $SHELLY gives holders no ownership, profit share, voting right or claim on the team or on any donated money. Community votes are informal. Nothing here promises a profit or a future price.

Figures are from the date shown and will change, so the blockchain record is always the final word. If this paper is updated, the version and date at the top will change.

Back to shellytoken.com · Buy on Jupiter · Giveaway · X · Telegram

Crypto tokens are highly risky and can lose all their value. Only spend what you can afford to lose.