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THE FLOP OF THE HAWK MEMECOIN

Who is Hailey Welch?

Hailey Welch is a prominent internet influencer who gained widespread recognition over the summer. Her rise to fame began when a man-on-the-street interview featuring her as the interviewee was posted and quickly went viral on TikTok.

The 22-year-old used her quickly growing fame to promote her social media accounts, start a podcast by the name of “Talk Tuah”, and as of late, release her infamous Hawk Tuah memecoin.



What is The HAWK memecoin?

For several weeks, Hailey has been actively promoting and generating anticipation for her Solana-based meme coin, HAWK. In retrospect, Hailey's association with an internet meme made her an ideal candidate to launch such a coin, resulting in significant community interest.

However, it appears that the HAWK meme coin may be another example of a celebrity-endorsed pump-and-dump scheme. This report details how the Hawk Tuah Girl allegedly misappropriated nearly \$50 million from her supporters.



The downfall of the HAWK memecoin

The Hawk Tuah (HAWK) memecoin was launched on December 4th at 10:00 pm UTC. It rapidly soared to a peak market cap of \$490 million.

The price of the token then crashed and was trading at a valuation of \$41.7 million on December 5th, marking a 91% downturn in less than three hours.

It appears in data gathered by Dexscreener and Bubblemaps shows that a mix of insider wallets and snipers, entities that rapidly buy up huge amounts of a token's supply at launch, controlled between 80%-90% of HAWK's supply at launch.



“Hawkanomics”

In response to the rapid downfall of the HAWK memecoin, A post came from Welch’s official account on X to comment and breakdown the makeup of her memecoin.

“Team hasn’t sold one token and not 1 KOL was given 1 free token,” she said. “We tried to stop snipers as best we could through high fee’s in the start of launch on Meteora.”

With this comment she posted the breakdown of her coined term “Hawkanomics.”

- **30%** - Reserve
- **21%** - Community Fund
- **20%** - Free claim for Haliey’s Fans. Web2 Fully unlocked on TGE
- **17%** - Strategic Allocation, fully unlocked on TGE
- **10%** - Haliey, locked 12 months lock, 3 year linear vest
- **2%** - Free Public allocation, fully unlocked on TGE (wl’d for meme communities)

Legal retributions of the HAWK memecoin

Numerous users on X reported filing complaints with the SEC regarding the memecoin, prompting law firms to start advertising their services to those who incurred losses. On December 5th, Burwick Law posted on X, urging anyone who lost money on the memecoin to contact their firm to understand their legal rights.

Welch made this statement on her official X account the morning of December 20th, a little over two weeks from the launch and crash.

“I take this situation extremely seriously and want to address my fans, the investors who have been affected, and the broader community. I am fully cooperating with and am committed to assisting the legal team representing the individuals impacted, as well as to help uncover the truth, hold the responsible parties accountable, and resolve this matter. If you have experienced losses related to this, please contact Burwick Law...”

