


Danya Neon 

Total Volume  
629.21 ETH

Minted  
12,207

A profile card for Danya Neon featuring a blue monkey character with a wide, toothy grin. The card includes a circular profile picture of a person with glasses and a verified badge.

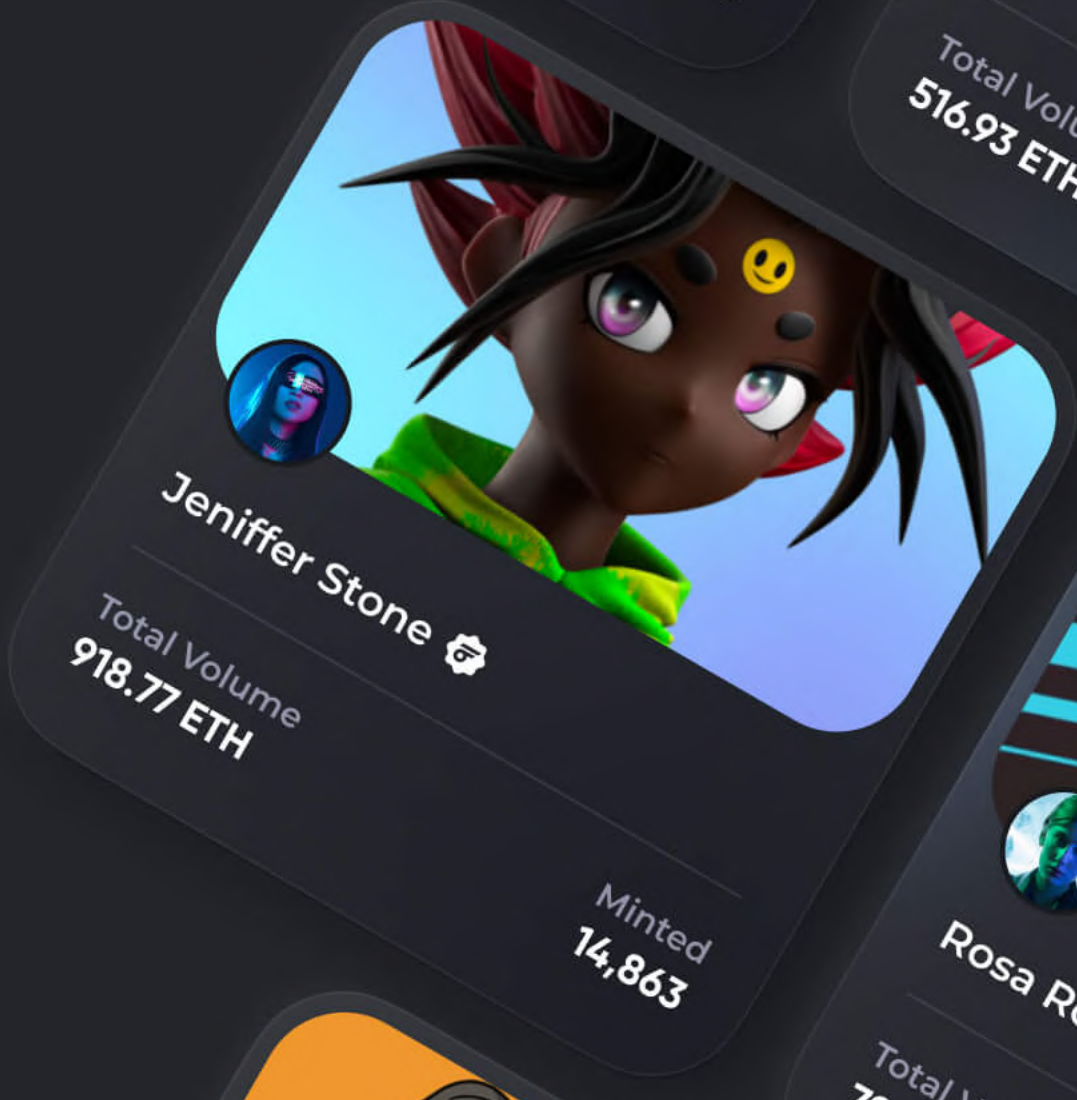



Vino Costa 

Total Volume  
516.93 ETH

Minted  
9,260

A profile card for Vino Costa featuring a blonde character with sunglasses. The card includes a circular profile picture of a person with glasses and a verified badge.



Jeniffer Stone 

Total Volume  
918.77 ETH

Minted  
14,863

A profile card for Jeniffer Stone featuring a brown character with a yellow smiley face on its forehead. The card includes a circular profile picture of a person with glasses and a verified badge.

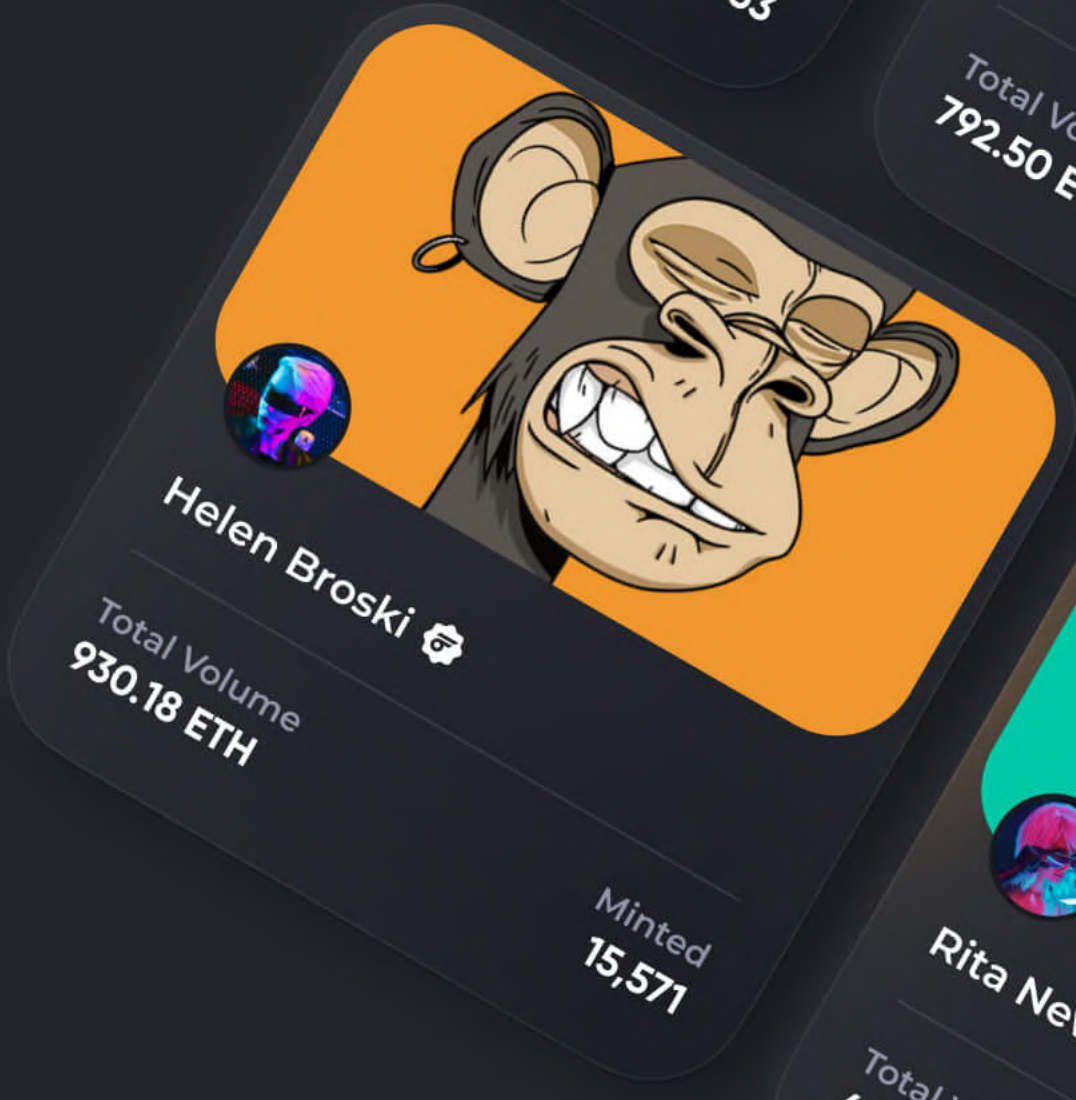



Rosa Rosalia 

Total Volume  
792.50 ETH

Minted  
12,752

A profile card for Rosa Rosalia featuring a stylized orange and blue character. The card includes a circular profile picture of a person with glasses and a verified badge.

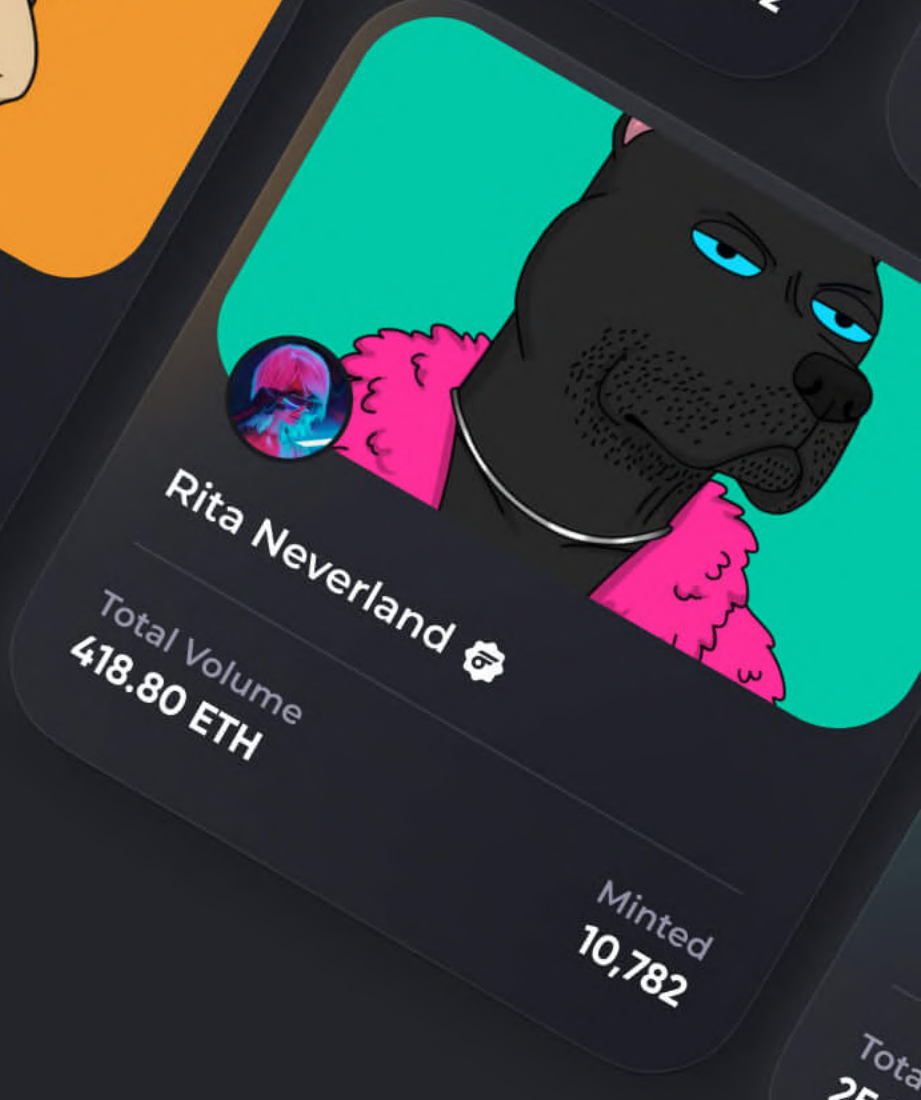



Helen Broski 

Total Volume  
930.18 ETH

Minted  
15,571

A profile card for Helen Broski featuring a brown monkey character with a wide, toothy grin. The card includes a circular profile picture of a person with glasses and a verified badge.



Rita Neverland 

Total Volume  
418.80 ETH

Minted  
10,782

A profile card for Rita Neverland featuring a black dog character with a pink collar. The card includes a circular profile picture of a person with glasses and a verified badge.



Satisfying Fans. Empowering Creators.



# Introduction

FanVerse is the first ever NFT social media marketplace using the Ethereum network. The platform promotes a thriving ecosystem of buyers, sellers, and artists where users can easily discuss NFTs and do business under one roof.

Instead of relying on Twitter and Facebook, FanVerse's social media platform boosts NFT visibility more efficiently and effectively. Much like how Bored Ape Yacht Club depended on Twitter to grow, users of FanVerse are already on a social media platform ready to promote, share, and discuss digital artwork at a much grander scale.

FanVerse distinguishes itself from other marketplaces regarding its propositions to its users. Some of its benefits are also tools to sustain a thriving NFT community. They include some of the following:



One of the largest selections of NFTs in the world



Lower transaction fees compared to major marketplaces



Increased visibility within FanVerse's social media platform



Decentralized platform



Multiple revenue streams



24/7 support



Detailed scarcity analytics (coming soon)

Apart from its community platform, FanVerse has a native token, FANV. The token drives the FanVerse ecosystem as rewards and transactions are conducted with FANV



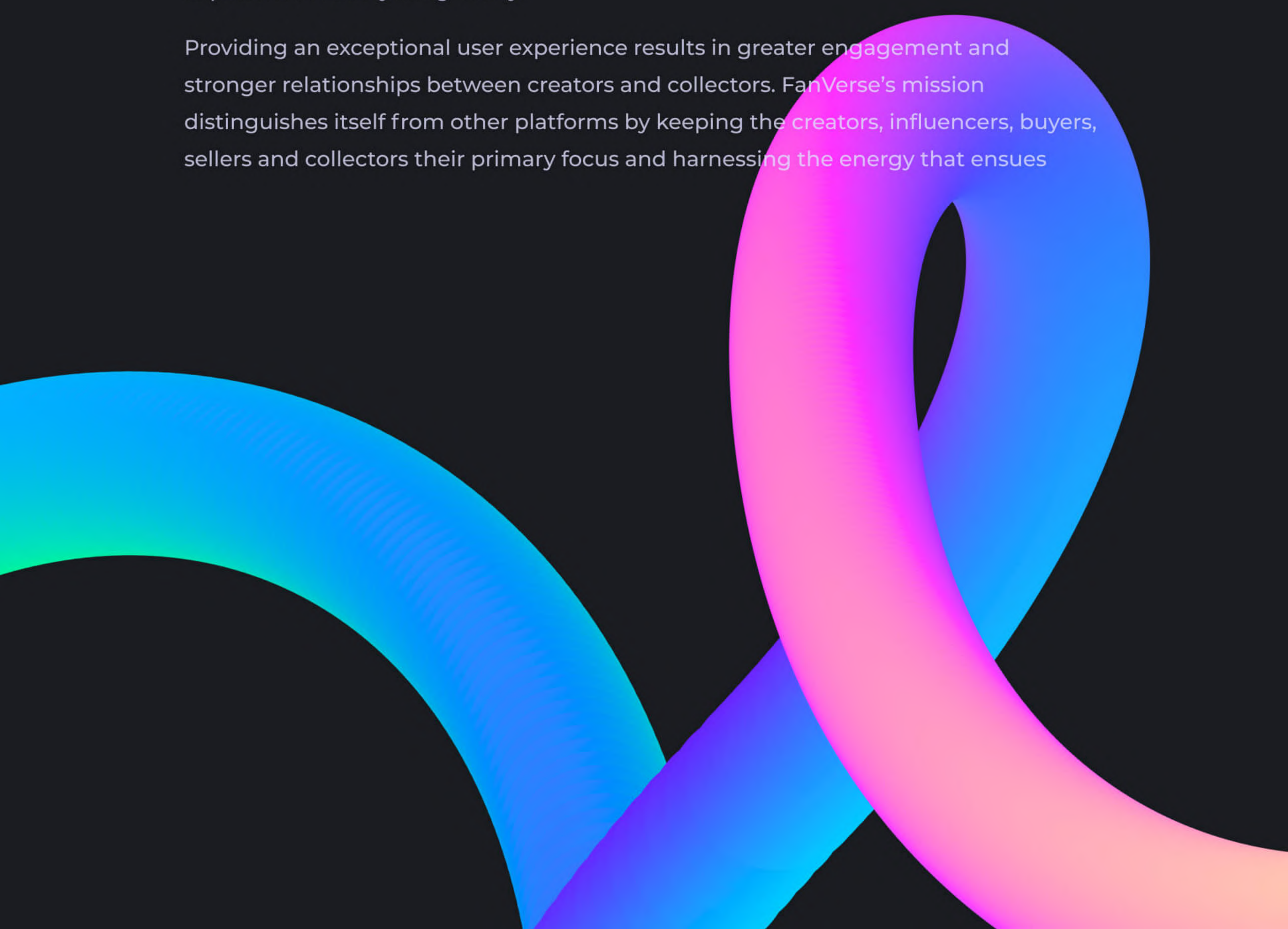
# Mission

The FanVerse mission centers on providing an exceptional user and customer experience unlike any NFT marketplace. Instead of just providing a traditional NFT marketplace, users of FanVerse have more control over their content and more ways to connect with their audience.

FanVerse has developed the first ever NFT social media platform aiming to be a market distributor in the NFT space. The user experience on the platform is more user-friendly and more engaging. By providing such a platform, users will have more meaningful interactions encouraging exploration, discussion, trades, creation, and consistently evolving into the web3 era.

The customer experience is a critical piece of success at FanVerse. By creating frictionless transactions and quick responses from customer support, FanVerse prioritizes the value of business and NFTs in its platform. Customer experience is a key driver for community growth. In fact, 73% of consumers say a good customer experience is key in influencing their brand loyalties, according to PWC's 'Customer Experience is Everything' study.

Providing an exceptional user experience results in greater engagement and stronger relationships between creators and collectors. FanVerse's mission distinguishes itself from other platforms by keeping the creators, influencers, buyers, sellers and collectors their primary focus and harnessing the energy that ensues





## PROBLEM



# Today's NFT Marketplaces Don't Care About the User

Other marketplace platforms focus solely on NFTs. They neglect to focus on criteria to promote an interactive community, such as customer and user experience. Whether there have been hacks or wrongful transactions in a marketplace, addressing users' needs must be a priority. Without responding to users' questions and concerns, the risk of users leaving the platform increases substantially.

Besides not addressing the users' needs, most marketplaces deny interactivity among their users. It cannot be stressed enough that understanding the themes and trends of user sentiment and behavior enables sound data-driven decisions for the betterment of the community.

User engagement encourages brand loyalty which is a major factor in creating a thriving NFT community

## PROBLEM



# User Engagement Is Broken

In the current NFT landscape, an NFT creators' most valuable asset is their audience. However, most NFT marketplaces and social media sites like OpenSea and Instagram do not promote meaningful communication among members.

Apart from comment sections and confusing messaging requirements, there is no streamlined way for creators and collectors to connect. This results in potential miscommunication or misunderstanding, prompting users to be frustrated or completely vacate the marketplace



## PROBLEM



# Inefficient Creator Economy

Many NFT platforms are riddled with fees while creator earnings are slashed.

In traditional NFT marketplaces, creators do not have passive income streams apart from subscription models. A creator should not depend only on one source of income as the NFT markets can be unpredictable. Denying multiple income streams also decreases the probability of brand loyalty for platform members.

Additionally, creators should not resort to using additional platforms to create multiple revenue streams. Converting users to one platform is critical, yet most social media and marketplaces expect a single revenue stream enough for member loyalty, which is not true



## PROBLEM



# Marketplace Inefficiencies

Most social networks are centralized, controlling what users can see, read, and post. Even if a user deletes personal information, the social media database can still store the data indefinitely. Moreover, the terms and conditions of social media sites do not entitle a user to complete privacy and data ownership. The users' data is then monetized by social media giants leaving little to nothing for the user.

Since there is a lack of transparency with traditional NFT marketplaces, there is a higher risk for both creator and collector. For instance, a centralized NFT platform may suspend user accounts with NFTs without explanation.

Marketplaces that strive for greater transparency within their operating model attract the confidence and trust of their user base.

Another marketplace inefficiency is an NFT platform without tokenomics or incentives. Most major marketplaces have yet to offer crypto rewards to their user base, whether they are airdrops or provide interest for staking tokens



## FANVERSE ADVANTAGES

# Seamless Platform Experience

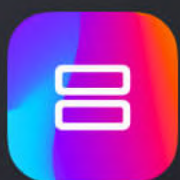
The user experience is integral in creating a platform that promotes continued interaction and engagement. The core features of the platform's design are based on the principles of user-friendliness, easy communication, simplicity, and innovation.

As simplicity and user-friendliness contribute to the user and customer experience, one of the primary marketplace audiences will be geared toward those new to NFTs and cryptocurrencies. With FanVerse, navigating the platform to trade, purchase, sell, and communicate will be straightforward. Exploring creators' profiles, finding the up-and-coming NFTs, and accessing multiple revenue streams make the user experience more engaging.

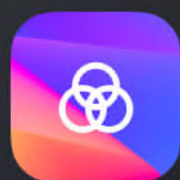
Signing up for an account will utilize Google, Twitter, Facebook, and other social media logins. Users who do not have a DeFi wallet will have one automatically created the first time they sign in using their social login. The default wallet is Torus (a best in class crypto wallet provider).

The first-time user will then be able to utilize a straightforward payment process, easily accessing Ethereum or FANV. At this point, they will then be able to transact and interact on the marketplace with their favorite creator that they are already following on other social media platforms.

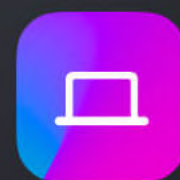
Beyond a simple user sign-up process, the user will be met with a user-friendly interface with simple user customizations, including some of the following features:



Interactive sliding tiles to sort, add, and follow people



Color palette to design the look and feel of your user profile



Seamless interface to buy crypto and connect your wallet



## FANVERSE ADVANTAGES

# FANV Token - A Vehicle for Creator and Collector Passive Income

The FANV token is the native currency of FanVerse that provides rewards and incentives to creators. It also reduces transaction costs in the NFT marketplace, including NFT mint costs, secondary marketplace fees, etc.

The FANV token also allows the holder to earn passive income via staking with two cryptocurrency pairs:



### FANV to FANV

allows users to generate more FANV that can be exchanged for NFTs or staked for ETH



### FANV to ETH

allows users to passively generate ETH from the NFT Marketplace transaction fees with all transactions and calculations done on the blockchain. Since the staking of FANV for ETH is being implemented on-chain, it provides an immense amount of efficiency, reduced overhead costs, and security that a user can benefit from and trust in



## FANVERSE ADVANTAGES

# Preliminary FanVerse Tokenomics

Providing rewards and incentives to members of the FanVerse community is also a strategy for growth and maintaining an interactive community. If you look at the table below, the community gets a majority of the FANV tokens allocated to them. This also shows that FanVerse is truly a decentralized business model giving financial control back to the community members

### Preliminary

Allocation	Description	%
Circulating	Token holders	33.84%
Reserves	To be used for marketing, budget for CEX listings, etc	17.06%
Presale		15.00%
Staked Tokens	Tokens staked for 3, 6, 12 or 24 months	13.70%
Rewards Pool	Staking Rewards	10.00%
DEX liquidity	Uniswap	6.00%
Strategic Investors	Industry partners (vested over 12 months)	4.40%



# FANVERSE ADVANTAGES

## FanVerse Pass NFT Staking

A collector will be able to stake their digital member pass, known as the FanVerse Pass, on FanVersecoin.io providing perks depending on the tier purchased. All tiers can be staked to earn more FANV, but only the highest tier will have access to the highest FANV APY percentage.

The table below shows all the rewards and incentives of the FanVerse pass for each tier:

	 Tier 3	 Tier 3	 Tier 3
VIP Telegram Access	✓	✓	✓
Access to FanVerse events, parties, Meet & Greets, etc.	✓	✓	✓
Earn FANV at a daily rate	✓	✓	✓
Free Merch (hoodie, sweatshirt, etc.)	✗	✓	✓
Higher Earning of FANV at a daily rate	✗	✓	✓
Auto-Whitelist for NFT Collections	✗	✓	✓
Access to Invitation Only events and parties	✗	✗	✓
FanVerse Next-Level Swag	✗	✗	✓
Highest Earning of FANV at a daily rate	✗	✗	✓



## FANVERSE ADVANTAGES

# Expansive Influencer and Artist Network

The Founders are well-known in both the entertainment and music industry. Their relationships and network within the two industries will onboard industry leaders, influencers, and celebrities to use the FanVerse platform. This will be one of the key marketing strategies to build a massive user base for FanVerse.

Much like how a few notable metaverse and NFT projects skyrocketed to success with viral campaigns and celebrity endorsements, The Founders have a lineup of such endorsers for FanVerse





# ROADMAP

Pre-NFT Marketplace

**47.74%**

Token Release

**April 2022**

Claim Portal

**April 2022**

Staking Platform

Phase #1

**2022**

- ✓ NFT Marketplace Preview Go-Live
- ✓ User Sign-ups Begin
- ✓ Creator Applications Open
- ✓ Wallet Integration with Social Sign In Releases
- ✓ Primary Marketplace Opens
- ✓ Social Media Profiles Go-Live

Phase #2

**Early Q1 2023**

- ✓ Launch of upgraded token contract goes live
- ✓ Founders NFT Mint
- ✓ First NFT Collections Launched
- ✓ FanVerse Pass NFT Mint
- ✓ Secondary Marketplace Opens
- ✓ Social Media Posts and Feed Go-Live
- ✓ iOS & Android Apps Released

Phase #3

**Mid Q1 2023**

- ✓ FanVerse Pass NFT Staking Go-Live
- ✓ Staking of FANV for ETH Go-Live