Fans Token Whitepaper

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1) INTRODUCTION

a. FANS Token Overview

FANS is an official encrypted digital currency within the FANS Ecosystem, which includes a few key elements, including but not limited to token distribution system, digital wallet, trading platform, digital asset creation platform, NFT marketplace, community platform, as well as reward redemption mechanism.

FANS should be regarded as the central token for any transactions carried out in the aforementioned community's sphere. It is the backbone economic system of the community and the primary unit from which other specialized token units can be created.

FANS build on the achievements of multiple technologies: blockchain, smart contract, the Ethereum network and protocols. FANS, therefore, merits from the principles that are cores to these technologies such as transparency, traceability, and security.

In terms of value, this virtual asset's worth is dependent on the market's demand, the values that the tokens can be exchanged into as offered by the influencers, what rewards the tokens can be redeemed into, which of course varies directly to partnered influencers' popularity, network size, and, to some degrees, commercial worth of their influences.

FANS should be viewed as a type of utility token: it can be used to exchange for benefits, services, or other digital NFT collectibles that are native to the Fans ecosystem. Though these NFTs are restricted within the realm of a virtual system, they are deemed to have very concrete values: what is special about acquiring these community-exclusive NFTs or digital assets in the eyes of truly fervent followers is that such marks, badges, cards, and status levels signify fans' level of devotion to and "standing" in the community. Just like possessions of arts in most cases, with or without tangible benefits or practical applications in the real world, these users have earned bragging rights by means of the possession of rare assets sought after by other members of the community.

FANS should not be confused as a token that holds any value equivalent to an investment in the net worth of the influencers, a stock or a share of any business. FANS Token holders are by no means profiting from the income of influencers or affiliated parties. At the same time, token holders are not taking any risk from those influencers' business operation outcome. Holding FANS Tokens also does not give the right of ownership to affiliate entities, influencers' assets, or channels. It also does not provide holders the stake in influencers' financial gains nor the ultimate right to dictate influencers' choices in any way.

This paper itself also should not be seen as a call for offering of stocks because in fact FANS is not to be soliciting any investment or opening for an ICO at all. Essentially, FANS is to be offered in exchange for participation and engagement directly to and from FANS partnered influencers themselves.

It is also to be reminded that the value and the worth of FANS Tokens cannot be guaranteed. There is no mechanism that could solidly determine how much a token should be worth at any point in time in the future as it should be dictated by the demand and supply of the currency itself. There is, however, a mechanism in place to regulate how many tokens are to be released into the circulation and seasonably predict subsequent trends.

b. Rationale

Online broadcasting platforms are here to stay and so are the communities that have been born and bred with them from the inception. YouTube is now more than 15 years old, and ever since its official release in early 2005, the platform has gone through transformations after transformations. Not only did the business itself evolve, the people whose careers and livelihood depend on it have also been directly impacted: some thrive, and others fall out of the fast-moving stream. When looking back, the list of YouTubers during the dawn of YouTube's glory is a completely different list from that of today. Influencers who are "influential" enough to stir up talks of the town or steer crowds toward a certain cause or into any particular direction have come and gone. Though titles of "high-profile artists" or "top-tier YouTubers" have proven to be transient ones, the returns of being at the top of this very game have proven to be quite worthy. During the few years that certain personalities or channels rise to YouTube stardom, their media impacts can be comparable to that of mainstream celebrities in the entertainment industry. Now more than ever, anyone can be a star.

For most who have tasted fame via these platforms, it is rather a curious question of how the influencers can better sustain their acceptance and career standing in the long run. Plus, this is not to mention countless other reputable platforms like those for game streamers and other types of mobile content creators where key opinion leaders may in large numbers spring from to eventually flood the markets as the tech world itself constantly evolves to welcome newer, more exciting developments.

Factors causing most social media influencers' fame to be so fragile definitely include the fact that media options and media personalities increase dramatically. New platforms spring up daily and the way people consume media perhaps changes even more frequently. Furthermore, influencers are restricted to the many algorithms and regulations pre-decided by the hosting platforms. If an influencer fails to keep up with all these industry threats, they definitely risk losing touch with their current audiences and supporters. This means that without a tool to help pull back the audience to the channel, a break in their content consumption could extend into a long-term loss of viewership.

What more is, with the ever-increasing number of media outlets and entertainment personalities, everyone is constantly competing for attention and media consumption that is indeed limited. As hard as it may be to try to nourish whatever viewing time that still remains, the problem is again the quality of that attention that will slowly perish — the level of engagement that a media creator may maintain in this day and age may largely be reduced by the fact that audiences do not pay sole uninterrupted attention to a single source of content over digital media anymore. That is where a lot of the messages and relationships get lost between communicators and viewers in the long run.

When it is considerably harder to earn active engagement, it is perhaps harder to forge a meaningful relationship that will eventually turn into a loyal fanbase. There, it is where a sustainability problem starts to take a toll on the life cycles of influencers and online artists: sadly, once one is out of sight, one shall soon be out of mind.

A tool to strengthen the ties between influencers and audiences are, therefore, of great importance. Just like in any other industry, a thoughtful relationship management strategy could be the winning key for the business. For influencers and online artists, hardly do we have a way to reach out to our supporters in such a way that would reciprocate their support. This tool would keep both ends more connected and relevant to one another.

The following paper will introduce a solution that will first and foremost help to create more active online communities led by their favorite online influencers. Based on mutual interests of the members within the ecosystem, the tool will aim to build a platform that is versatile in functionality and inclusive in its engagement. It should make following artists and consuming online content more engaging and more purposeful.

In other words, this will be the introduction of the most innovative technology-driven Audience Relationship Management tool ever for online influencers.

c. Background

FANS Token is an invention that comes as a result of 21st century's tight-knit and powerful fandom culture observed around the world. It's been unarguable that the fans and followers of celebrities nowadays have monumental impact on how celebrities' and influencers' works are sold in the entertainment business. How much a sponsored content might cost on an influencer's channel depends heavily on the number of eyeballs that content can promise to reach. The price that a celebrity can ask for appearing in a sponsored event directly varies to how much 'social awareness' that celebrity can bring to the sponsoring brand. While the quantities of fans and followings are very important factors in deciding an influencer's impact, the quality of the fans –in terms of how well they engage and respond to projected messages—has increasingly become a point of consideration. To be more specific, some fans tend to be passive media consumers while others are more willing to advocate loudly, purchase more liberally, or engage more actively in response to the influencers' messages. Unarguably, active fans have become valuable assets that anyone working in the entertainment business surely wishes to accrue. Audiences have become more than just passive listeners or viewers of media; they are the fuels to these public figures' career and success. In short, it is quite fair to say that active participation and support from fans and followers are lucrative assets: it's in the influencers' best interest to nourish this relationship.

On the other hand, as community members, fans have increasingly become strong components in building influencer's community culture, persona, branding, and ecosystem. Fans' participation creates a sense of ownership and inclusion that in turn becomes what keep the community strong and driven. Acknowledging this fact, FANS Token responds to this need for fans' participation by introducing a tech-driven ecosystem of product and service—materializing the concept of 'Proof-of-Fan'—that allows fans and followers to show themselves, be recognized, and be rewarded for their participation in the community they love.

i. Value

Relationship management is everything. It is important for influencers to be able to recognize and reward their supporters. At the same time, it is just as important for fans to feel a sense of reward and recognition for the support they offer to influencers. Rewarding true fans goes a long way because true fans are the basis of long-lasting influencers' career lifespan.

ii. Mission

Fans community is committed to creating a medium platform with an underlying technology-driven infrastructure that will enhance the values of media creation for partnered influencers as well as the experiences of media consumption for their fans, allowing the two ends to interact more effectively than ever.

iii. Vision

Fans networks are created to become a platform and a community that empowers influencers, content creators, and independent artists so that their livelihood and artistic directions are not necessarily dependent on the erratic nature of any platforms' business directions. Fans networks allow influencers to be able to build their own sustainable loyalty program, which helps influencers to reinforce both personal relationships and two-way communications with their fans, while also being able to derive reasonable monetary values from the products and services they offer in sustainable ways.

d. Technical Infrastructures

i. Bitkub Chain

Bitkub Blockchain Technology—as a technology provider of Fans network from its cradle —has developed a cornerstone infrastructure called Bitkub Chain that works to power all extended parts of the project developments. It is the very mechanism that allows countless many creativities, original functions, and endlessly possible use cases to spring out of Fans Networks' growth and ambitious undertakings.

Ethereum is well known as one of the biggest protocols in the industry. By using Go-Ethereum, also known as Geth, which is one of the three original implementations of the Ethereum protocol along with C++ and Python, Bitkub Chain is able to take advantage of a world-class reliable distributed ledger software.

Bitkub Chain is to be used as an infrastructural device to the entire extensive Fans networks. Although Fans Token is minted on Ethereum blockchain, it will be bridged for transactions to be executed on Bitkub Chain. This will ensure minimal gas fees, while facilitating mass users' transactions.

Bitkub Chain will provide an affordable and scalable infrastructure solution for the network' ambitions while also offering a balance between transparency and security in all its use cases. On that account, users at large are guaranteed of both an affordable service and a high-quality performance when engaging in FANS token transactions, NFT distribution procedures, and all of its extended functions.

Bitkub has deliberately selected Bitkub Chain as the foundational infrastructure of choice in creating the entirety of Fans networks for three main reasons.

Firstly, it is undeniable that the gas price within the Ethereum network has been sharply rising recently, causing a lot of the developments to be more stagnant than previously forecast. Whether it be because of the economies among miners or the surges in DeFi, the tide is unlikely to go back to where it has risen from any time soon. With this notion in mind, developers of Fans Networks and Bitkub Chain, have one goal in mind, and that is to seek for a way to accommodate the development with network fees that will continue to be cost-effective in order to sustainably support massive transaction volumes when FANS Token usage is finally fully in effect.

Secondly, the platform and its software allow the networks to run without compromising transparency and transactional security: all transaction records can be kept and displayed accordingly to every action that takes place in all corners of the expansive network.

Thirdly, the fact that Ethereum currently has a large numbers of existing projects on its network means that it promotes interoperability between projects running on the Ethereum network itself. With cross-chain and cross application communication being the main concern in today's industry, such an ability for systems to seamlessly exchange and make use of information sets is a big deal. In fact, this also ensures a standardized approach to future developments that could potentially be in collaborations with either ones from the existing Ethereum network itself, DAPP Network, or even other NFT marketplaces.

When NFTs are at the heart of FANS networks, Bitkub Chain will prove to be just the perfect tool on which a secure and scalable community should be built. Starting from FANS, the infrastructure can virtually be customized to accommodate just about any kinds of needs in all kinds of industries. True to the vision of Bitkub Blockchain Technology as the main technology enabler, Bitkub Chain will allow for any interested parties to build a metaverse to suit their own business purposes, connect target audiences, intertwine lifestyle, entertainment, and digital economy in ways the world has yet witnessed.

As part of the development, Bitkub Chain will also include a Verifiable Random Function mechanism that allows for a generation of random combination of numbers and/or alphabets to be used for any designated purposes and use cases. Such may appear in the networks' gamified features, namely lucky draws, mini games, gashapons, and so on.

Bitkub Chain is envisioned to offer a comprehensive blockchain infrastructure for Thailand. By partnering with various enterprises, Bitkub Chain may be able to help spur real business use-cases and innovation on the blockchain for users at a larger scale.

e. Founding Members

i. Bie The Ska

Mr. Krit Boonyarung (Bie The Ska)
Mr. Krit Boonyarung is often known by his online-persona alias: Bie The Ska. He is Thailand's leading YouTuber with more than 12.4 million subscribers from over 1100 videos, and, to date, almost 4 billion views. He is the founder and CEO of The Ska Film Company Limited, a versatile production company specialized in video creations and creatives. As a digital media house, Bie and his team are committed to make videos to put smiles on their audience's faces. Since 2006, Bie The Ska has picked up a YouTuber career targeting Thai viewers seeking for easy-to-digest entertainment. His audiences and following span across an extensive geographic area of Thailand, especially among the young. Intended for casual entertainment among friends, the initial content that got him famous was a short clip of himself lip-syncing to a song by, at the time, a hugely famous Thai singer Sukrit Wisetkaew, whose nickname is also Bie. The singer is dubbed "Bie the Star" for he has won the famous Thai television talent show "The Star." From that point on, Krit humorously takes after a similar sounding alias pattern—Bie the Ska—for this now famous YouTube channel.

Today, The Ska Film Company Limited reflects Bie's own charming and upbeat personality; it is still his authentic humor that skyrockets his Youtube channel's views. Breaking the norm of what conventional Thailand pop stars may look and seem like, Bie represents the "new way of being a local yet relatable celebrity".

Recently, Bie The Ska has extended his social media influence onto the newly popularized app TikTok with more than 4.2 million followers, following his less active channel on Instagram with whopping 1.3 million followers to date. His mission is to empower the new generations to utilize social media and technology in a way to express their creativity and personality best, while creating inspiration for those who are afraid to leave the conventional box. In many ways, Bie the Ska is the spearhead of this initiative, bringing all parties together in this project and turning mere visions into reality.

ii. Kyutae Oppa

Mr. Sim Kyutae (Kyutae Oppa)
Being 100% of Korean descent, Mr. Sim Kyutae, was born and raised in Thailand. For the past few years, he is well-known among young netizens by the name of "Kyutae Oppa." Only 21 years old, Kyutae Oppa has more than 6.5 million subscribers on his YouTube channel with a viewership towering over 1 billion views.

With Thailand's ever-increasing obsession over Korean pop culture, Sim Kyutae has gained fame and massive liking that can be attributed to his approachable personality blended with a trendy touch of Korean-accented content. His personal charm, fun active lifestyle, and outward humor all lead him to amass a strong fanbase, which does not just stay on YouTube, but also extends to other platforms: updated statistics show over 1.1 million followers on his Instagram account, 2 million followers on his Facebook page, and the numbers are growing daily.

Recently he has also turned a professional actor, starring in the up-coming movie "Game Changer" by Five Star Movies (Thailand). Kyutae Oppa dreams to continue his career in acting and hopes to continue to feature in major films in the near future. Kyutae Oppa's unique background as a Korean by birth who was raised in Thailand for most part makes him an exceptional cultural ambassador between South Korea and Thailand. In his interview, he states that he hopes to further develop the entertainment relationship between the two nations.

iii. Pleum VRZO

A Bangkok-based video production and media development house, VRZO is a playful abbreviation of "We Are So." Frequently used in videos created by the team, the phrase and the brand name have become quite well-known among young Thai YouTube fans in the early 2010's for fresh and trendy contents presented by fun and full-of-laughter crews. Their most popular style of videos evolves around field surveys on controversial topics, which are made into fun easy-to-digest episodes, each exploring interesting social issues. Their videos spark discussion within the society at large and were often picked up by the news and other media outlets. VRZO was recognized as Thailand's biggest Thai YouTube entertainment channel for more than 6 consecutive years.

At its inception, VRZO was founded in 2010 by a small group of young entrepreneurs in media and entertainment industry, one of which is Mr. Suraboth Leekpai—a figure who is no stranger to the eyes of the public due to his frequent appearances from very young age as the only son of the country's former prime minister and current president of the Royal Thai Parliament - H.E. Chuan Leekpai.

With very loyal fans, VRZO has been able to extend their offerings to include membership subscription programs for their exclusive content as well as a dashing fashion-wear product line to match their young fans' appetite. Surely, the channel's characters have matured over the years and have continuously adapted to grow along their fans' tastes. Currently, VRZO's YouTube channel has more than 6.7 million followers with over 2.2 billion views. VRZO Facebook page also attracts more than 3 million followers.

iv. Kaykai Salaider

Nutticha Namwong (Kaykai Salaider)
Nutticha Namwong, or better known by her Youtube alias "Kaykai Salaider," is nicknamed the young princess of Thai YouTube. With more than 14.8 million subscribers today, she is currently-among the top Thai YouTubers with the highest overall following. Before that, she became Thailand's first ever local Youtuber to hit the 10-million-subscribers marks with a total views of over 3.6 billion. Besides, Kaykai Salaider has attracted more than 3.3 million followers on Facebook.

Leading up to her current success, Kaykai Salaider began her journey in 2016 when she made a video clip of her family traveling together which ended up drawing an unexpectedly massive number of viewers. She draws a lot of fans from her girl-next-door friendliness and her down-to-earth style that makes it very easy for her audiences to relate to in a lot of circumstances and storylines presented in her videos. She uses minimal scripting when creating her videos, revealing her natural reactions and honesty. Her product review contents – which frequently features sponsored and non-sponsored brands —are almost always attention grabbing and to a large degree trusted by her widespread fans. This makes her an obvious YouTuber superstar choice when it comes to advertisers' decision for endorsement.

v. SpriteDer SPD

Netijen Netirattanapaiboon (SpriteDer SPD)
Netijen Netirattanapaiboon, well known as SpiteDer SPD. Although he joined Kaykai Salaider's channel on both production and content, he has currently fully run his own Youtube channel with over 5 million subscribers, who are very active to watch every of his video contents. The average number of views for his videos is over 4 million. SpriteDer SPD also has more than 2.4 million followers on Instagram. His unique personality, combined with his creativity, sincerity and good sense of humor, has helped him build his loyal fan base at the incredibly fast pace. He is now well known as the Giver No.1 Forever.

f. Technology Enabler

i. About Bitkub

Following the founding members' initiative to create an industry-specific community- enhancing tool, Bitkub—as a technology enabler—then comes into play. The team of industry experts work to customize Thailand's first ever blockchain-based community token system that incorporates a new currency system, enables digital platforms, and most importantly runs complementary infrastructures to accommodate all other aspects of the community's functioning in the most seamless ways.

Bitkub's creation of FANS ecosystem is only the first of its ventures to trailblaze a world of tokenization and reignite crypto-economy sparks in Thailand. The efforts put into the development and completion of this project is massive, but it is only the first step toward a more advanced version of such community. It is another big testament to Thai markets moving online with blockchain technology and for blockchain technology to penetrate into industries outside of its confined bubbles: finances and a few other eccentric minuscule circles of early adopters. The concept of digital assets—trade and ownership—will, with Bitkub's development, be brought to the attention of general users, most of whom do not necessarily have extensive technical background knowledge in IT or crypto-economy.

The most monumental part of this trailblazing work by Bitkub is that it sets a prototype for future projects seeking to merit from the versatile functionalities of blockchain-based tool, digital-currency ecosystem as well as tokenization technology. For any businesses looking for innovative marketing or CRM apparatuses, a data-heavy secure system or crowd governance management tool, this infrastructure can be adjusted to their unique audiences' nature and business setups. Additionally, businesses may explore other applications that can be delivered by such technology, for example tasks that involve, but may not be limited to authentication, verification, online transaction, complete transparency protocols, and data collection and management.

As a key technology enabler, Bitkub can be regarded as a passionate external task force called in to provide particular businesses with highly specialized white-label technology solutions that help enhance business operations and customer satisfaction. Bitkub first takes in the business's requirements and tailor-makes a blockchain-based solution that responds most effectively to the specific needs and goals.

Aside from the main goal to enhance viewership and audience relationship, like in the case of the FANS ecosystem, another enticing feature of such technology includes financial transactions in the field of donation and crowdfunding. Bitkub's blockchain technology and flexible-UI platform allow for such sensitive activities to be carried out with transparency, traceability, and efficiency — for both giving and receiving ends. Plus, endless gimmicks and gamification techniques can be added to enhance all steps of user experience through this otherwise mundane process.

2) FANS APPEALS AND APPLICATIONS

a. Proof of Fan

Bitcoin and some other blockchain-based currencies employ an algorithm referred to as "Proof of Work" (PoW) to provide a basis for its network's functioning. Proof of Work functions to validate a set of information using computational protocols in a process to validate a series of public data of transaction. The so-called procedure is generally referred to as "mining", and to do so, independent "miners" (or high-performance computers) are constantly solving complex computational problems, running cryptographic calculations in order to check if necessary procedures and calculations have indeed taken place to validate given mathematical puzzles, thereby verifying data correctness that is necessary for the generation of new blocks of transactions to be added into the blockchain.

For miners—computers performing these complicated arduous algorithms—not only are highly technical hardware required, the task consumes a great deal of time and energy (mostly electricity), and hence, it is naturally expensive to carry out. In return for the effort, miners are rewarded with newly minted coins of that cryptocurrency it has provided computational work for. Once miners acquire their coins, they are at liberty to do anything with it: keep, trade, exchange for services, or even pass down to other holders.

In other words, computers programmed with consensus algorithms to do the 'work' act as part of a worldwide decentralized auditing accountant network that keeps track of transactions within that cryptocurrency system. Indeed, this is one way to harvest for coins. Alternatively, one can pay the market price for coins that have already been mined right off trading platforms, using either other cryptocurrency coins in one's possession or just simply conventional money.

By drawing parallel to this established concept of PoW as a means to obtain Bitcoin and the likes, Proof of Fan can be defined as a concept protocol introduced as a means to obtain FANS token within its own sizable ecosystem. To be rewarded FANS token, users—human users—must satisfy certain commands of activities—be it content viewing, physical attendance, virtual attendance, participation or social engagement of some sort—set out by token distributors (influencers). Unlike in the case of PoW, where the electricity must be kept switched on at all time to keep the algorithms running, efforts required by Proof of Fan have more to do with human-to-media interactions (rather than software computations) and are likely to be characterized by common interests and inclinations among the influencers' pools of followers to begin with.

While content fans may already voluntarily fulfill tasks of engagement without any external motivations as they may do for their own entertainment, FANS token acts as extra incentives to solicit more complex protocol of engagements beyond passive single-time viewing. This can be very useful for content creators who are hoping to encourage time-specific viewership like that of live shows, boost content viewing frequency, or implement a call for action from the audience. For viewers, not satisfying any set of requirements causes no negative consequence. In many cases, satisfying minimum requirements eligible for a reward token is nothing extra from— or perhaps a click beyond—what the fans are already doing in regular viewing. In other cases, reward token is available to benefit voluntary actions, not to punish the lack thereof. Hence, above all, FANS token should be viewed as an innovative free-of-charge reward system for frequent viewers and enthusiastic fans.

b. Utility Token

Well-known cryptocurrencies like Bitcoin have their values determined mostly by the highly-fluctuated curves of demand and supply within the market. Oftentimes, it is prone to sudden market trends or beliefs that may cause sharp spikes and vice versa. Because it is neither pegged to any particular yardstick nor is it governed by any one center of authority, the volatility of such coins' intrinsic value can be near impossible to predict. Users of Bitcoin must rely on daily real-time exchange rates set by real-time market's demand and supply of the coin to conduct commercial transactions.
Its main functionality is clear: to serve as a means of payment, serve as a unit of account to store and transfer value.

FANS token is created with a different intention; its intended functionality lies in rewarding token holders with the rights, or privileges, to exclusive products, services, or content, especially valued in a tight-knit community of shared interests like this one.

To be specific, FANS tokens, as a currency within its own ecosystem, can be used to purchase digital collectibles (NFTs) available throughout the networks. In many cases, these NFTs can also fulfill a certain requirement to redeem for rewards. Otherwise, the communities also offer plenty of opportunities to enter into Mini-Games that allow users to win even more tokens or NFT collectibles.

Therefore, FANS token, categorized as a utility token as such, has much more diverse, yet specific, functions within its ecosystem. On the one hand, it benefits fans in multiple ways such as an access to exclusive content, a voting right to influence the decisions of the influencers, a seat in an event, an exchange for merchandise, and most excitingly an ownership right to community-exclusive digital assets. On the other hand, utility tokens can be of value to investors who see prospects of the token's appreciation in value as a result of in-community active usage and a solid range of utilities that are deemed in demand.

As FANS token's use is restricted to the community's products and services, token holders can use the token as a means of payment via the community's own NFT marketplace platform—also developed by Bitkub.

3) FANS ECOSYSTEM

a. Influencers

["Influencers" mentioned in the following section will refer exclusively to "FANS network's influencers," which in addition to the five founding members, the term will also include an infinite number of new incoming online content creators — whether as individuals, entities, or channels— to be admitted into the pool in the subsequent phases of the network's development. The admission of any new partnered influencers is a result of either a community invitation or a successful application to join on part of the candidate him/herself. For the first 6-12 months, founding members and Bitkub together form an acting committee that supervises new entries and decide on the matter with sole discretion. Following the point of community governance establishment in the later phase of development, the decision will then be subjected to Fans network's decentralized governance and voting.]

Influencers are, first and foremost, ones that bring the many parts of this ecosystem together. In terms of their roles regarding the token economy, however, influencers act mainly as distributors of FANS token to holders in the public at large. To start, influencers are given a quota of FANS tokens to be given away to their fans. They may use their own consideration, assisted by the community guideline, to set up unique sets of conditions or requirements that fans must fulfill in order to attain the FANS token rewards. As distributors, influencers are not themselves in possession of these campaign tokens to be distributed; however, as they successfully distribute the tokens to the end users, they are themselves rewarded a fraction of that distributed amount. (Details regarding the breakdown of reward percentage can be found further elaborated with details in the "Distribution Mechanism" section of this paper.) Except for the vested number of tokens reserved under the five founding members' ownership, new tokens can only be earned through participation of activities set out by influencers on their respective platforms. Any numbers of remaining tokens unrewarded to fans in any activity campaign will be moved to a separated pool where they will no longer be in circulation, pending for community to vote whether they will be burned permanently or re-distributed.

Influencers may adopt FANS token as their main device of fan loyalty programs. By doing so, they provide their audiences with extra incentives to return to their channels more frequently, or be more engaged in certain activities or campaigns that influencers wish to promote. The total liberty that influencers have in designing conditions for rewards allows influencers to architect exactly how the content should be consumed: live view, view frequency, watch time, engagement level, engagement action et cetera. Better than any other strengths out of the toolbox of customer relation management devices, Fans ecosystem cleverly incorporates all the boons of gamifications into most if not all features of the system in order to make sure that user experience is enjoyable and always leaves something to be desired.

The use of item collection, reward cliff hanging, and success milestones draw continuous participation from users and build into a stable fan base. With Non-Fungible Tokens (NFTs) and digital assets emerging into the online worlds as increasingly sought-after forms of possessions, virtual titles, digital appearances, or any displays of possession over scarce "resources" can effectively entertain the user journey and ensure revisits, not to mention if these virtual properties can fluidly transfer into real-world usage or possession too. Regardless, it is noteworthy for influencers joining the networks that building up the momentum for NFT collectibles and digital assets is part of the work toward making the ecosystem more enriched, engaged, and sustainable. These virtual assets and their competitive markets allow influencers to leverage their own popularity and brand values to create a scalable virtual merchandise-centric community of one's own. Needless to say, this in turn enhances influencers' own rating as well as commercial appeals for their potential advertisers.

While the Fans network may benefit from influencers' and fans' token adoption, influencers themselves may simultaneously benefit from the network's growth and activeness on more than one front. To name a few, their audience engagement is, with the FANS token's mechanism, systematically incentivized. Secondly, their content exposure is expanded beyond their own currently existing fanbase to a larger and more diversified target audience brought to the network by other influencer members, resulting in inevitable cross-platform referrals and spill-over traffic that would mutually benefit everyone within the ecosystem.

Influencers can also encourage an economy that builds around the influencers' legacy and fame such as ones that involve influencers' own branded merchandise and fan-art pieces. Influencers may also benefit from a profit-sharing model that incurs from endorsing fan-generated digital assets built on the FANS token platform and traded in the FANS Network's marketplace.

In short, FAN token allows limitless possibilities for influencers to reward and engage with their fans. The funnel can be multi-directional: Online-to-Online (collect tokens online to redeem benefits online), Online-to-Offline (collect tokens online to redeem physical products or services offline), or vice versa — Offline-to-Online (attend a physical event offline to receive online tokens). It provides an opportunity for influencers to stay connected with their fans and reciprocate fans' support in the most trackable, systematic, and sustainable way.

b. Fans

["Fans" mentioned in the following section refer broadly to individuals within the body of our influencers' audiences. Notwithstanding their levels of community involvement or degree of adoration towards the influencers they follow, in this context, "Fans" encompasses all who make up the influencers' following/fanbases or contribute to the community in some way shape or form.]

Fans may benefit from FANS token in the same ways that customers traditionally benefit from membership programs anywhere. Tokens collected are testaments of support (views, comments, campaign participation and so on) that fans have for their influencers and their works. These tokens can then be redeemed for return rewards as set by terms and conditions of each influencer or the network itself. Rewards include, but are not limited to, conventional benefits (such as physical merchandise, access privileges to certain events or exclusive content) and digital benefits (fan status, digital avatars, digital assets) which start to become increasingly relevant to many users. For audiences, passive consumption of content can be one way to reach a minimum requirement for collecting tokens. This process should be made seamless with only a necessary step (a QR scan or a log in) to verify connections with the user's digital wallet, where the tokens will be stored.

Other perks to roll out for the benefits of fans include exclusive member rights to enjoy occasional mini-games to further win more items, perks, and community privileges. As the community progresses and matures, users with ownership of FANS tokens are also entitled to community voting, which may end up determining the direction of developments for the influencers involved: or in other minor cases, voting may influence your favorite influencer's content production in some way shape or form.

As token holders, fans can keep collecting and storing tokens in their "wallets" in order to reach a total that can be eligible for certain rewards or benefits that may or may not be given out by influencers from whom the tokens have originally been distributed. In other words, fans can collect FANS tokens from multiple influencers that they follow and later choose to redeem rewards from a single or multiple influencers who may offer the fans' most desirable redeemable benefits in their own subjective views. Tokens can be directly exchanged for those rewards. Alternatively, they can be exchanged for other digital collectibles (NFTs), which may be strategically assembled into a complete collection that in turn makes redeemable rewards multiply in value. As FANS token is a common currency throughout the network, it expands ways that this so-called "loyalty point" can be utilized within the vast ecosystem.

Alternatively, fans can also choose to keep the tokens, with the hope of its appreciation in value, to profit from the rising popularity of influencers as there is a rise in demand for certain redeemable rewards. For example, when there is an offering of very much sought-after rewards from certain influencers (like limited collectibles, concert tickets, or backstage access), the demand for FANS tokens itself will also surge across the network. In other cases, NFT holders may trade their non-fungibles as if they are auctioning out unique pieces of valuables on a parallel platform for the digital assets marketplace: Bitkub NFT marketplace – also operated under the umbrella of Bitkub's leading technologies and surveillance systems.

Fans may also produce fan-art works or create digital assets that respond to the appeals and demands of the population of the ecosystem to be circulated for profit. Another mechanism within the FANS toolbox allows for users to tokenize their creations into Non-Fungible Tokens available for trading in the network's marketplace. With the endorsement of the influencers whose digital assets are made in association with, the works can be auctioned or sold to profit both the influencers and asset-creating fans.

c. Advertisers

["Advertisers" mentioned in the following section refer to entities that seek to sponsor influencers in exchange for influencers' services in endorsing or promoting the entities' brand, product, service, or cause whether on the influencers' online platform or to the public at large.]

As part of influencers' marketing technologies, FANS Token can help influencers become more effective promoters for advertisers' offering. Acknowledging that most influencers nowadays run by the metrics of views that influencers or KOLs can guarantee when being sponsored by an advertiser and not much more in terms of Key Performance Indicators (KPI), FANS token uses blockchain technology to help translate views into more solid actions desired by paying advertisers (for example, link clicks, coupon redemption, application downloads) and measure ad effectiveness, making influencers' channels even more appealing for brands that seek for real results from their marketing budgets.

Ways that FANS Token can be used to boost brands' ad effectiveness are limited only by imagination. The simplest effectiveness measurement is to look at numbers of views for the content that the influencer specifically creates for the brand. For the portion of audiences that interact with FANS Network's activities, the blockchain technology can also help advertisers analyze deeper into their target audiences, for example, viewers' level of willingness to engage and participate in campaigns or natures of campaigns that do well for certain types of audiences.

With the discretion of the influencers who are sponsored by brands to make media, FANS Token can also be used as rewards for campaign participation which will further help translate marketing efforts into business results. Links for token collection can also be placed on advertisers' platforms to guarantee that there is cross-platform traffic and brand engagement.

As advertisers seek to build marketing campaigns that involve influencers with the help of incentive mechanisms provided by FANS Network, they may register themselves into FANS network with advertiser accounts, allowing them to take advantage of the token distribution system that can be used as an incentive scheme for whatever campaign engagement desired. Advertisers are also able to offer redeemable rewards via this channel.

In the same ways that influencers may benefit from using FANS Token as an incentive to encourage viewership and actions, advertisers can also request the nature of actions that their ads should solicit from viewers. For instance, for a new movie launching into theater, advertisers may want to boost ticket sales during the first few days to hit the box office chart; in such case, solicited actions communicated by the ads should be closest to a ticket purchase during that indicated window of time. For a TV drama of which success is measured by rating points, ad message should solicit audiences to tune in at an extremely specific time slot that the show airs. In other cases like a music video online launch, the success could be enhanced by view frequency, in which case the mechanism of FANS rewards can be adjusted accordingly.

4) FANS PLATFORMS

a. Distribution & Collection Channels

In the early phase of FANS token launch, the system primarily resorts to QR codes as main devices for distributing tokens. Such device is well known to the majority of current mobile users in all demographic and geographic segments. It is the most optimal channel for the time being as it is easily embedded into any channel (online and offline) and the technology itself comes fully equipped with the ability to be digitally plugged into the rest of the ecosystem as well as the backend systems: analytics and whatnot.

Normally, when partnered influencers set up a campaign to distribute tokens, they can easily generate a QR code to be displayed on whatever media they are releasing to the public. Online: it can be included in a photo album on Facebook, on the footage (or a partial duration) of a YouTube clip, an in-app display, an image attached to a Twitter tweet, or any landing page the influencer wishes to lead their audiences to. Offline: a QR code can be placed strategically at whichever physical check-point influencers desire to designate: out-of-home media, a store sign, a flyer, a product label, a receipt, or even a billboard. All of these touchpoints can help influencers to set clear objectives, for example a store visit, a product view, a purchase, or merely just a view via different channels.

Fans and audiences wishing to collect tokens can simply scan the QR codes with their mobile phone cameras, which will promptly direct them to Token Collection on supporting digital asset wallets, where tokens are digitally stored and displayed in real time.

b. Wallet

Digital assets wallet is a personal compartment for each user within the ecosystem. It is a private and personalized display of the user's own account of activities, transactions, possessions, and other customized features. As a part of Fans ecosystem, it is directly linked to certain features that take place within the system and also securely connected to the Fans marketplace platform provided by its sole technology enabler, Bitkub, to ensure seamless activities to trade digital collectibles.

Main features of the wallet include QR Code scanning, balance management, transaction record, tokens collection log, NFTs inventory. Just like a personal social media account, contents within a user's wallet are curated to the user's own interest and liking. For instance, for a fan who is following influencer A, collecting a special collection of influencer A's digital collectible cards, his/her personal wallet settings and algorithms would be geared towards the relevant trends and contents.

While our fungible token, FANS, is to be the first currency to circulate within the ecosystem and in and out of the user's personal account, the circulation and exchanges of other more diverse assets will soon be incorporated into this wallet system.

As all assets and tokens are stored conveniently within one secure platform that is flawlessly linked to the marketplace of all of such assets, it is not only possible but also convenient to make a transaction — scan, receive, send and more.

c. Marketplace

Another unique platform for the FANS system is Fans NFT Marketplace, which is a digital venue equipped with the technology and infrastructure needed to create, list, and trade digital assets. Influencers can turn their original works into unique non-fungible tokens. The artwork can then be digitally signed and officially endorsed by a partnered influencer before being listed into the market.

This marketplace is a favorable venue for the exchange of such assets for multiple reasons. First, the marketplace is a community platform, where ownership can be displayed and appreciated by all. Secondly, the marketplace is an active space packed with participants of similar interests looking for very particular types of purchases, making the market quite competitive. Thirdly, the platform is run using blockchain-based technology that allows for smart contracts to efficiently verify assets' provenance, activities and transactions. Transparency is maximized with open public logs of all buys and sells. With the distributed ledger software provided by Bitkub chain, information pertaining to all movements within the ecosystem – including raw information, transactional records, asset creations and transfers – is collectively maintained and synchronized by a network of nodes that help information to be secured and untampered with. Through consensus algorithms, data validation is possible, enabling data provenance even in the largest scale imaginable. This feature is particularly essential in a trustless virtual environment where transactions constantly take place; the infrastructure ensures digital assets' provenance, enables tracking of its originality, and changes being/having been made to data, where and how the data has originated and has been over time without a single discontinued discrepancy. Such complete records are used in the validation of assets, authenticity of copyrights, valuation tracking and more. Furthermore, cost-effectiveness can be achieved with low network fee with facilities provided on Bitkub Chain. Finally, security is guaranteed as all transactions are verified with blockchain technologies.

This all-encompassing marketplace will revolutionize the ways collectibles are collected and how digital asset ownership is viewed and received. Digital collectibles with reliable proof of authentication, displayable online presence, and proof of rarity will prove to be a quick-to-take-off asset class.

d. NFT Life Cycle

Creators, Collectors, and Traders
Enabled by Bitkub Chain, the NFT ecosystem is brought to life around the communities of all our partnered influencers, allowing creations to be made freely by independent creators, bought and owned by those who find their likings in the creations, and traders to partake in the economies around these precious works.

So, particularly for the NFT segment of the Fans network, it is very much a decentralized, community-driven marketplace platform, on which creators can create, upload, share, exchange, and monetize their unique work pieces with like-minded members of the community in a secure blockchain system that is enabled by smart contracts and, most importantly, with concrete returns.

To successfully build a comprehensive platform to accommodate Fans network's user-generated content and allow it to function properly, Fans network must prepare for a publicly accessible space for creators to showcase, gain following, conveniently close sales for their creations, and gain some monetary returns for every appreciated piece. Here, Fans network prepares not only a comprehensive NFT creation infrastructure that plugs right into the ecosystem, but also 1) central spaces to show off virtual assets and 2) common facilities to ensure fair and secure exchanges. This is where non-fungible tokens (whether it be avatar skins, artworks, virtual items to be bought) are interchangeable with fungible tokens—the system's common currency, FANS Token.

The marketplace is run by the use of smart contracts that oversee item origination, publishing, item auctions, and their eventual transactions. Such openness allows for artists, creators, developers, and fans to conduct free trade within the sphere of those who are most likely to possess appreciation for their works. First and foremost, the whole arena of buys and sells is automatically regulated under the natural principle of supply and demand. Naturally, the pricing mechanism is made fair and square as it is consistently determined by the market's own offerings. What's more exciting is that this transparent system allows everyone to track asset provenance to verify its authenticity.

As non-fungible asset creators, the process is also made simple. Once a piece of digital work has been created, it can be uploaded onto the blockchain. Collectors who come across the pieces may take digital possession of the work if the price offering has been matched. From there on, the transaction is made, and the ownership changed hands, allowing all parties involved to enjoy their stakes in the exchange.

5) FANS ECONOMY

a. Distribution Model

Most cryptocurrencies are introduced into the public with a step called ICO—Initial Coin Offering—of which aim is to raise fund for that particular venture of innovation that the currency backs or even for the value of that currency itself to take off.

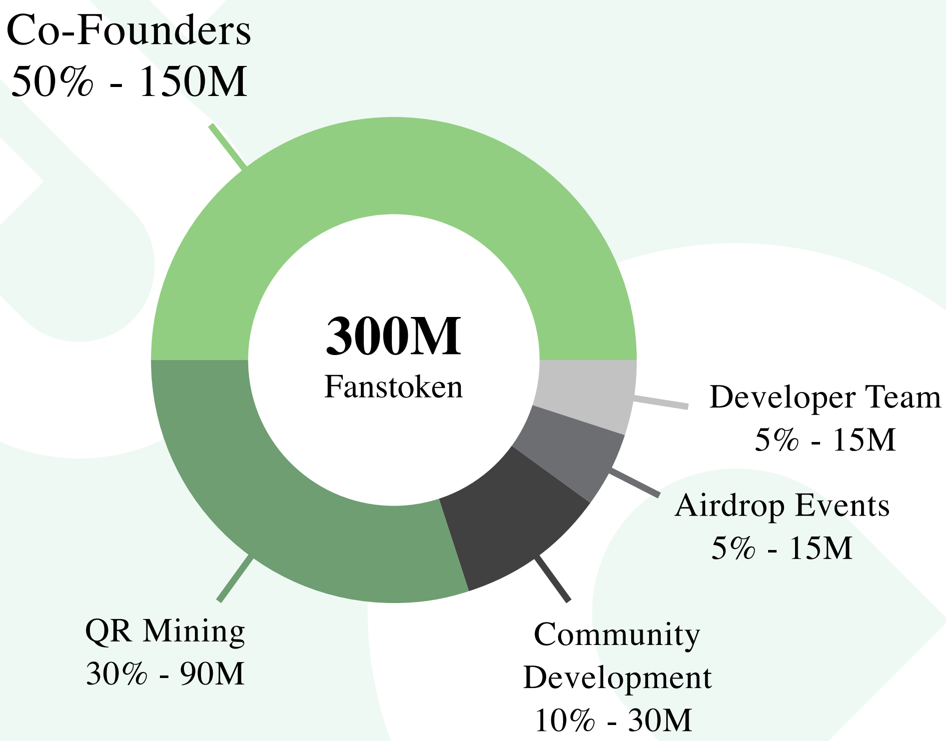
Without an ICO, FANS token is not to be auctioned commercially for the issuers' commercial gain. It is to be organically distributed by, first and foremost, the five founding influencers, who implement the FANS token system with the ultimate goal of enriching the community, encouraging active and fulfilling participation, enlarging media reach, and rewarding fans for their support. Terms and conditions regarding how and how much FANS token is to be released can be further observed in the later part of this paper (Economy of FANS token), but to paint a clearer picture of how regular content consumers can acquire FANS token, it is useful to mention some activities that can be conditions for a token redemption: such includes QR scans from a designated digital location, comments and engagement on influencers' social media platform, meeting a set viewing frequency of a particular content, and signed-in online presence during a designated period of time. With the fulfillment of activities as such, users can collect an amount of FANS token to be stored in a supporting wallet, such as Bitkub NEXT, on which copious types of transactions may take place to eventually deliver the users desirable utilities.

As the FANS token ecosystem grows, FANS token's extended platform also allows users to acquire more FANS tokens in various ways, including direct transfers from other token holders, not to mention profits that could be gained via digital asset creations and exchanges.

It's noteworthy to point out that unlike Bitcoin, FANS token cannot be independently mined using computer algorithms; the amount and the manner by which it is going to be distributed is delineated clearly and publicly by the founders as referenced in details in later sections of this paper. In other words, FANS token issuance and initial distribution are to be carried out in an orderly manner, unfathomed by any individual party. This allows for systematic and predictable regulations of the token volume to become available in the market, which is necessarily made consistent with the load of works, products and services that influencers themselves can offer token holders for redemption.

Although differing in the mechanics of issuance and distribution, what FANS token shares with respectable crypto-tokens out there is the reliable system that runs the whole network of transactions. That is, maintained with securely decentralized blockchain nodes, data and transaction details are governed, validated, independently verified by a blockchain system of multiple finite number of nodes, guaranteeing sufficient prevention against system attacks.

Fans Proportion



	Amount	% of Total	Release Schedule
Co-Founders	150M	50%	Lock up for 1 year after launch (Q2 2021); vesting everymonth equally for 24 months or 6.25 each month
QR Mining	90M	30%	Distribute over 3 years; 54M in 1st year; 27M in 2nd year; 9M in 3rd year
Community Development	30M	10%	Distribute over 3 years; to create awareness and sustain engagement
Airdrop Events	15M	5%	Airdrop Fans Token for special events - decided by Co-Founders and Developer Team
Developer Team	15M	5%	Lock up for 1 year after launch (Q2 2021); vesting everymonth equally for 24 months or 0.625 each month

i. Supply Management

FANS economics is modeled in such a way that the supply distribution procedures of the token are predetermined from the get-go and strictly finite in quantity: that is to say only up to 300,000,000 tokens can be circulating within the system by the end of a three-year distribution period—consisting of 36 cycles. When distributed or exchanged across mediums and platforms, the currency should be referred to as FANS (as opposed "Fans" as a network, community, or the ecosystem as a whole) and formally symbolized as "$FANS" for unit measurement.

Fifty percent of the token's total (150,000,000 out of 300,000,000 $FANS) is pre-allocated to founding influencers. Such is referred to as the "Co-Founders" pool, which is divided among five founding members, Bie The Ska, Kaykai Salaider, Pleum VRZO, Kyutae Oppa and Sprite Der SPD, all of whom are pioneers in tokenizing their social influence and popularity in such manners.

The second thirty percent (another 90,000,000 out of 300,000,000 $FANS) is set aside for the public distribution, through QR Code mining, – or to put it simply, QR code scanning – of which timing, locations, and collecting conditions are determined by influencers themselves. Once a user has successfully collected the token through this method, the amount is kept in each user's individualized digital wallet—also powered by Bitkub—from which point on the user can take sole discretion in deciding the course of usage hereafter.

The next ten percent (30,000,000 out of 300,000,000 $FAN) will be allocated for Community Development usage which will in turn act to enhance fans' overall experience. This may include Bonus programs and mini-games for you to have more fun while earning Fans Token for free.

A portion of five percent (15,000,000 out of 300,000,000 $FAN) will be reserved for Airdrop events to create awareness at the launch with both privilege events or Easter Egg Hunting.

Lastly, the final five percent (15,000,000 out of 300,000,000 $FAN) will be rewarded to the dedicated team that has worked relentlessly behind the scene to implement and continuously improve the project.

ii. Vesting Period

Co-Founders pool: This pool will be locked for one year after launch and vesting every month equally for 24 months or 6,250,000 each month.

Developer team pool: This pool will also be locked up for a year after launch and vesting every month equally for 24 months, or 625,000 per month.

Distribution methods are various in nature of instructions and return results. In the most basic ways, tokens can be collected through participation such as QR Code Mining, Airdrop events, Bonus Program, and other mini-games. Of course, as the network of partnered influencers expands, distribution channels also expand. It is within the discretion and capacity of each channel to decide the specifics of when and how they would like to let their followers gain an access to token collection channels, but the bottom line is that whatever number of tokens is allocated for each partnered influencer to distribute is never the influencer's him/herself to keep: all tokens remained undistributed will be moved to the separated pool, waiting for users to vote at the end of distribution period whether it will be re-distributed or finally burned.

b. Influencer Pool Expansion

In addition to the first five founding entities that kick-started the Fans networks since day one, the ecosystem is always looking to expand the reach of the communities by welcoming more interested influencers into joining the circles. These influencers, once verified and KYC-approved, will join the Fans networks as partnered influencers, who will also be allocated a certain number of tokens for public distribution purposes as well.

There are two main ways by which interested influencers of any channels or platforms can become partners of the Fans Networks: first by invitations from the networks' existing members and second by direct applications to the Fans platform.

Starting with five Main Pools (that of Bie the Ska, Kaykai Salaider, VRZO, Kyutae Oppa, and SpriteDer SPD), once the system is publicly launched into full effects, invitations are likely to be extended promptly to their immediate circuits of influencer friends. This is the case because founding members have the natural incentive to promote the adoption of such a venture as well as to create a wider social awareness for the new community. For those who have responded to the personal invitations, they will be verified and categorized by subscribers size into one of the three ranks: Main Pool, Side Pool, and Distribution Pool. In turn, once newly added influencers have officially partnered with the networks, they themselves can also further extend invitations to other influencer friends with the same sets of incentives in mind: to enrich the networks that they must, at this point, more or less, believe in.

In other cases, some independent influencers may not themselves be connected to any of the existing influencer members or that they have not been directly referred to the partnership at first. Later, some may grow to be interested in joining the networks as partnered influencers, in which case they may also directly apply via Fans Platform in the future.

With organic growth that will follow, it is believed that influencer circuits can and will become diverse and that the country's influencer landscape can be thoroughly represented on the platform.

In later stages of the networks' development, it must be speculated again how new influencer members may be admitted into the ecosystems as partners. Given that the compositions of fans and users that onboard the Fans networks constantly change, the governance mechanism tends to morph alongside as well. Either way, for the Fans community to be able to include more quality partnered influencers into the networks means that the community as a whole has become a more solid platform for the concept that is yet to be proven empirically.

c. Governance Mechanism

The Fans networks have a system of governance that is constituted from the very fabric of community members itself. Direction controls and regulations within the community are self-imposed and reflect the active constituents made up of fans, followers, and end users.

In the second phase of Fans networks' development, FANS token holders have the right to cast votes in the community's decision-making forums. Given that one unit voting right is to come attached to certain units of FANS token, active fans who have acquired and possessed a large number of tokens would naturally have stronger deciding power when it comes to community decision making, though it is nearly impossible for any single user to entirely dictate outcomes of any playing fields.

In addition to vote for influencers' originated polls for various surveys on their content decisions, other privileges to holding voting rights may include, but not limited to,
1) approvals of new influencer members to join the network, 2) removal of and penalty implementation on influencer members who may misuse FANS tokens or misrepresent the community in such a way that would jeopardize its collective standing, 3) a voice in direction setting for a channel or platform, for example when prioritizing feature roll-outs or deciding on future upgrades, and 4) warranting of FANS token to be used as collaterals in the creation of influencers' own branded tokens in the future.

As the tokens have become more and more widely distributed, the governance of the network will likewise become more decentralized, ultimately representing the makeup of its users as well as their wishes and viewpoints moving forward.

d. Distribution Mechanism

In terms of the token's process of distribution, it will be modeled to incentivize certain behaviors for both influencers and fans to create sustainable ecosystem as followed:
For Influencers to distribute FANS tokens as many as possible, given their quota each cycle. This means that they will be expected to distribute the tokens on a regular basis for on-going engagement, while minimizing the remaining undistributed numbers of tokens to ensure sufficient liquidity and circulating supply.

For fans to support their admired influencers by watching their contents or joining the required activities early and regularly. This suggests that fans will be rewarded with more tokens if they are earlier in the mining process: to start scanning QR codes faster than others.

FANS token will be primarily acquired by fans, followers, and interested end users by means of QR code mining — scanning of specific QR codes published by influencers who have been authorized as token distributors by the network. How much FANS token is attached to a certain QR code can be dictated by the distributing influencers who have in mind two main consideration points: 1) how much token they are authorized to distribute in the given span of time and 2) how much the commanded participation for certain content should be worth in terms of token reward.

Firstly, any influencers wishing to join the Fans network as token distributors must be KYC verified through the system to prevent fraud and double registration. Verified and qualified influencers are grouped into 3 tiers based on each entity size of following:

1) Main Pool: 1 million subscribers or more
2) Side Pool: 100,000 subscribers or more
3) Distributor Pool: 10,000 subscribers or more

*The social platform with the highest number of subscribers will be used.

Each of these pools, regardless of its tier, must be a part of an extended Farming Chain of pools built off from any Pool. One must choose to attach itself as an immediate member down the line, creating a natural hierarchical network of parent node and children node, as long as the limit has not been reached.

Such formation of a chain will play a role in the distribution of rewards and incentives along the Farming Chain.

Now, how much exactly are the fans pocketing into their wallet each time they scan a QR code? Many factors play roles in determining how many tokens at stake in a single scan. Of course, the distributors have the power to decide how much is to be given away in return for a certain pursuit. For example, a simple "check-in" may be worth a certain number of tokens, while a more complicated "quiz" may be worth a much bigger sum. However, how much each distributor has to give away in total should more or less vary directly with how generously that distributor distributes. As numbers may illustrate more systematically in the appendage of this paper, the influencer's tier matters; the round, the cycle, and the stage during the three-year distribution period that the scan takes place also matters.

Then the next question is "If tokens are for distributors/influencers to give away only with no remaining amount to be kept as their own, how is this entire process supporting the influencers joining the network?" The answer lies in the following mechanism where each scan benefits mutually for both the former and the latter parties.

The main objective of FANS influencer network is to incentivize influencers to expand the network and collaborate with other influencers via profit sharing scheme of FANS token. Each influencers may also strategize by selecting a prospective influencer node to join.

The profit-sharing scheme can be described as follow:

When the user scans the QR Code from the influencer and receives $FANS,
- 70% of the token received will go to user
- 27% of the token received will go to influencer (owner of the QR code)
- 3% of the token received will go into fueling Bitkub's infrastructure

25% of the token that influencers received will be passed on to their parent nodes

The influencer network is a tree with expanding influencers as branches.
- Influencer nodes can choose other influencer nodes to be their parent nodes
- The parent nodes may receive profit sharing of FANS token from the amount that their children nodes receive (up to three levels)
- The parent nodes have an incentive to help the children nodes promotes

The distribution schedule for 90,000,000 $FANS in QR Code mining pools will be as follow:

	Cycle 1	Cycle 2	Cycle 3	Cycle 4	Cycle 5	Cycle 6	Cycle 7	Cycle 8	Cycle 9	Cycle 10	Cycle 11	Cycle 12	Total
Year 1	4.5M	4.5M	4.5M	4.5M	4.5M	4.5M	4.5M	4.5M	4.5M	4.5M	4.5M	4.5M	54M
Year 2	2.25M	2.25M	2.25M	2.25M	2.25M	2.25M	2.25M	2.25M	2.25M	2.25M	2.25M	2.25M	27M
Year 3	0.75M	0.75M	0.75M	0.75M	0.75M	0.75M	0.75M	0.75M	0.75M	0.75M	0.75M	0.75M	9M

To prevent fleeting participation, the distribution is designed with a mechanism to promote active engagement in the long term.

The token that is scheduled to be distributed in each cycle will first be allocated to each pool: Main, Side, and Distributor Pools. The allocation will depend on the numbers of joining influencers in each pool type, which may increase or decrease during each cycle.
The numbers of FANS tokens allocated to each pool will be equal to the pool's weighted ratio multiplied by the total number of FANS tokens distributed during each cycle.
The formula can be expressed as follow:

$$M_n = \frac{N_M W_M}{[N_M W_M + N_S W_S + N_D W_D]} \times F_n^y$$

$$S_n = \frac{N_S W_S}{[N_M W_M + N_S W_S + N_D W_D]} \times F_n^y$$

$$D_n = \frac{N_D W_D}{[N_M W_M + N_S W_S + N_D W_D]} \times F_n^y$$

Where M_n = Numbers of Fans Token allocated to “Main” pool in cycle “n”

S_n = Numbers of Fans Token allocated to “Side” pool in cycle “n”

D_n = Numbers of Fans Token allocated to “Distributor” pool in cycle “n”

N_M = Numbers of current influencers in “Main” Pool

N_S = Numbers of current influencers in “Side” Pool

N_D = Numbers of current influencers in “Distributor” Pool

W_M = Weighting factor for “Main” pool, or set as a constant of 1,000,000
(The minimum numbers of subscribers for each influencer to be eligible to join the Main Pool)

W_S = Weighting factor for “Side” pool, or set as a constant of 100,000
(The minimum numbers of subscribers for each influencer to be eligible to join the Side Pool)

W_D = Weighting factor for “Distribution” pool, or set as a constant of 10,000
(The minimum numbers of subscribers for each influencer to be eligible to join the Distribution Pool)

F_n^y = Total numbers of FANS token to be distributed in year “y” and cycle “n” can be determined from the schedule above, or 4,500,000 FANS token each cycle in year 1; 2,250,000 FANS token each cycle in year 2; 750,000 FANS token each cycle in year 3.

Next, the numbers of Fans Token in each pool will be assigned to each influencer in the pool. In other words, individual influencers in each pool (Main, Side and Distributor Pools) must share from the total of FANS tokens within that pool. Each individual influencer will be assigned a quota of FANS token that they will be eligible to distribute through his or her own channel during each cycle. With an exception of the first cycle during which all influencers are handed equal quotas, the portion size of tokens that each influencer will get out of each pool during each subsequent cycle will be dependent on the influencer’s relative distribution performances and capacities during the previous rounds, cumulatively.

With performance-based quota, it means that the better the influencers perform in distributing a given quota (the least number of FANS token left at the end of the cycle), the more they will be eligible for a more sizable quota during the next cycle. On the other hand, this will also penalize poor performers: if an influencer is unable to efficiently distribute his or her given quota and a large number of FANS token is left undistributed at the end of the cycle, the person is deemed to be given a smaller quota in the subsequent cycles.

The performance is continuously cumulative from the very first day any influencers join the network. The logic behind this structure is to incentivize influencers to distribute as many FANS tokens as possible across each and every cycle, ensuring the network as a whole with a sufficient circulation to supply and fuel a sustainably growing economy. In turn, users are ensured that there are plenty of FANS tokens available and accessible for them to obtain in order to join activities, redeem rewards, or purchase any desired digital collectibles.

The natural exponential function will be used for exponential impact. This means that if their performances have been consistently decent, they will be consistently rewarded a decent quota. However, if their performance has been poor, then they will get penalized exponentially.

The manner of such reward-and-penalty quota scheme can be expressed as formula below:

$$P_n^k = \frac{A_n^k}{\sum_{k=1}^{i} A_n^k}$$

where P_n^k is the Proportion of the pool that influencer *"k"* will get for the cycle *"n"*

$$\textit{where} \quad A_n^k = e^{1+\frac{\sum_{t=1}^{n-1} Actual_t^k}{\sum_{t=1}^{n-1} Assigned_t^k}}$$,or the natural exponential function

$Actual_t^k$ is the actual numbers of Fans Tokens distributed by Influencer *"k"* for the cycle *"t"*
$Assigned_t^k$ is the assigned numbers of Fans Tokens for Influencer *"k"* for the cycle *"t"*

This is akin to game theory: thanks to one of blockchain technology's most renowned boon—system transparency—the community is protected against collusion to single-handedly manipulate token supply or value. Should any influencers choose to intentionally hold back token distribution in order to drive down its circulating supply in the hope to drive up the price, such behavior will be evident on the FANS token Explorer page. With such misconducts, these accounts of influencers are indeed at risk of not only losing their own following's attention and traffic, but also an irreversible effect to their diminishing cut of the FANS token distribution quota and so on.

Influencers can manage one's own quota and decide how much FANS token to distribute in each video, post or event. For example, influencers may want to boost a certain highlighted content, so they want to distribute a relatively larger amount of FANS tokens during that particular footage as a means to provide incentives. For each time, the distribution to users will be divided into three main tiers and each tier will give away different numbers of FANS tokens. The first group of fans who come to scan QR code early will get more FANS tokens than the later ones. This will reward true fans who arrive to watch the content early.

i. QR Code Mining

QR Code Mining – better known as QR Code Scanning – is at the basis of FANS token distribution. This is the very quintessential action that defines the concept of Proof of Fan: it shows fan loyalty, engagement, commitment as well as support for the influencers. As QR codes appear on channels and platforms designated by each influencer/distributor, a fan can scan to collect whatever amount of tokens that particular QR code may be offering via his or her own phone. The limitation here is a person can only verify one official account on the Fans network. Each account has to be attached to one mobile phone number, which can receive rewards only once per any unique QR code. With such simple action, a consensus protocol is met and thereby prompting the system to generate returns for fans/scanners in the form of tokens. As this action emulates benefit-reaping in the same way that farmers do from their crops, the journey can also be understood with the term “QR Farming” or “Harvesting” in some contexts.

With regards to the efficiency of farming, farmers tend to naturally farm from influencers (also known as “pools” or “farms”) that they follow and would already frequently visit without any extra incentives—in which case, token collection should be seen as a positive reinforcement. Though, for the efficiency of farming alone, farmers should be aware of the different tiers into which particular distributions have been systematically categorized.

ii. Community Development

The Community Development pool will include various distributions to make fans community fun and engaging. Such features include mini-games and Bonus programs, which is a beneficial scheme for FANS token holders to earn more FANS tokens. Participating in the Bonus Program also makes users eligible for extra privileges and benefits down the road. In other cases, it may be a way to earn occasion-specific digital collectibles on the platforms.

To think of this process most simplistically, it is akin to putting your money in an investment fund in the hope of earning back additional surpluses—in other words, letting the tokens do the work. This process requires that users lay down a sum of token in the bonus pool in the hope for a certain amount of return.

There will be three main Bonus Pools with different time-lock periods; seven, fifteen, and thirty days. Each pool will have a pool size limit for each cycle. This means that users who enter later during a certain cycle may not be able to join the bonus pool to earn the bonus as the pool size has reached its limit. These users will need to wait until the next cycle begins.

Participants should be noted on the Bonus Program’s key characteristics. First, the user is to trade in the token liquidity for a reward to be given after a certain period has completed. Second, it is also useful to note that planning for the long game is a wise strategy in this particular situation: the longer the period you commit, the higher the percentage of bonus returns will be rewarded.

iii. Airdrop Events

Early Airdrop events will help create a social awareness at large as well as boost a usage hype during the initial launch period. They are aimed to kickstart the product education process for early adopters and promote the tokens among the initial circles before QR Code mining is fully launched into the market. The events may include QR code scanning and Easter eggs giveaways. To ensure sustainable engagement, pop-up airdrop events will take place only occasionally on a case-by-case basis alongside QR mining and other community developments activities as main emphases.

e. Token Burning Rules

Token burning is a premeditated strategy that will be undertaken by the system of Fans network in order to regulate the total supply of the token, which in turn directly affects its valuation, in the market. To draw a close analogy, “burning” is comparable to the notion of share buybacks by publicly owned corporations to reduce the amount of available stock. The process is executed by taking active actions to permanently remove a certain number of tokens from the circulation.

A FANS token’s guide outlines straightforwardly that such a practice would take place when tokens strictly specified to be publicly distributed have not been completely distributed in that specified timeframe by whichever distributor to whom the quota has been assigned. The leftover tokens will be moved to the separated pool. At the end of the three-year distribution period, the token holders can use FANS tokens to vote whether the remaining tokens in that pool will be burned and removed from the system permanently, or they will be re-distributed by influencers to fans.

f. Future Roadmap

By the end of 36 cycles, 144 rounds, or a three-year span to freely distribute FANS tokens to the public, the farming process will come to a complete stop with whatever amount undistributed being removed to the separated central pool. In this instance, FANS token holders can exercise their will through a governance mechanism to vote on whether the tokens sitting in that pool should be burned permanently or used to be re-distributed again.

An ambitious goal for FANS token is to evolve into a native currency to give rise to private coins for influencers for their own liberties of usage. FANS token can be used as collateral to create an individual branded token of each influencer, while each influencer’s coin can be swapped to each other at the market rate. Such an end goal can be achieved by means of currency pairing and automated market makers in the future.

6) FUTURE OF TOKEN ECONOMY BACKED BY BITKUB

a. Fans

In the most straightforward ways, existing fans of partnered influencers of FANS token can only gain from the launch of this token as the system to be implemented does nothing but to help keep track and put into record each individual fan’s continuous support for the influencers and reward him or her accordingly. Thanks to this trackable record of activities voluntarily recorded by the users themselves, fans and audiences are now able to receive back influencers’ token of reciprocal gratitude through the various ways that FANS token and digital collectibles are offered to be redeemed. Other privileges that may come from redemption may include opportunities to participate in community’s events, lucky draws, giveaways, votes, or a voice in the community’s very own town-hall meetings. Imagine having a say in how the next video content of your favorite influencer will be conducted or what the influencers themselves will do. FANS token is truly the future of fan services.

b. Independent Content Creators

Extended from the integral functioning mechanics of the token, distribution devices and the digital wallet, another facet to enrich the ecosystem is a market platform for digital collectibles to be created, stored, and exchanged for values by means of FANS token.

Interested content creators or even fans themselves can create fan arts to be purchased or even auctioned out in the community. Without mentioning the technicality of the system, whitelisted individuals logged in to the system can create a digital asset on the platform, turning anything from an artwork, a jingle, a digital avatar into what is known as a Non-Fungible Tokens or NFTs for short. Once an NFT has been created on the platform, the blockchain records that such creation is, to start, an original possession of the work creator. Then, it can be traded off for value on the platform in exchange for FANS tokens or other currencies in the future. The records of ownerships and transactions are thoroughly recorded on the blockchain with public showing, making it possible to track all actions transparently that have ever been involved with the digital assets.

Through this process, independent content creators can help to enrich the community that largely shares common interest and gain monetary values initially in the form of FANS token, but that can be exchanged, if desired, on the promptly available marketplace platform.

c. Influencers

Although FANS token is an initiative shared by a group of Thailand's industry-leading online influencers, the ecosystem itself surely does not limit the growth and admission of onboarding influencers to become part of the community as well as other FANS Token distributors. In fact, the community, especially founders, very much encourages and enthusiastically welcomes interested influencers to join FANS token's upcoming influencers' pool expansion recruitment, which aims to enrich and diversify interest groups that contribute to the livelihood of the original FANS token community.

Obviously, the most valuable benefits of joining the FANS token community as an influencer is to tap into the active audience pool of FANS token users, who are, first and foremost, fervent consumers of online creative content. After being admitted as FANS token network's influencers, individuals or channels get a number of tokens as quota to be distributed through their platforms, and in turn, the tokens act as incentives for both engagements from existing and new audiences alike.

d. Advertisers

The FANS token ecosystem allows for incentive campaigns to be carried more easily, creatively, with a means to track campaign efficiency. With the distribution of FANS token, clients or advertisers who incentive to draw audience from the influencers' platform to any landing pages that advertisers have in mind. While it is normally difficult to solicit digital content viewers to be interested in a third-party content or message, FANS token helps to build that bridge that makes marketing campaigns more engaging and mostimportantly capturing the attention of the target audiences. In these ways, resorting to being a part of the FANS token ecosystem is an innovative way to market brands with measurable return on marketing dollars.

CONCLUSION

Hopefully, the FANS token ecosystem will thrive to empower influencers, creators and their fans to forge meaningful and sustainable relationships. Fans Token is aimed to help influencers to be able to recognize and reward their true supporters, while giving their fans a sense of belonging in the tight-knit community that they have long been supported and involved with. Fans Token can be a starting point for other future innovative projects that empower like-minded individuals and communities, while democratizing opportunities for anyone to create impactful contents and help contribute to the community they have a faithful connection with.