fairbet

FairBet

A Social Entertainment Platform

Contents

Overview

Overview

FairBet is a blockchain-based betting platform that aims to provide users with a fair, transparent, entertaining, and social betting experience. The platform's goal is to become a global leader in blockchain betting by redefining the industry through innovative blockchain technology and tokenomics.

The platform's core values revolve around fairness and transparency, leveraging the immutability and decentralization of blockchain technology to ensure the fairness and verifiability of betting outcomes. FairBet adopts a dual-token mechanism, with the FBET token as the primary token used for user participation in betting activities, fee payments, and rewards. The NFT licensing mechanism ensures the credibility and legality of betting projects, as initiators are required to purchase FairBet Pass NFTs as proof of entry. NFT license can be sold, leased and pledged to issue products.

Through social interactions and close collaborations with partners, FairBet provides users with a diverse range of betting themes and customized products, and even jointly issues NFT licenses with other

brands.

Background

FairBet is built upon the rapid development and widespread adoption of blockchain technology. Blockchain technology has brought many new opportunities and possibilities to the betting industry, such as providing fair, transparent, and verifiable betting outcomes, eliminating intermediaries' intervention, and introducing innovative gameplay and mechanisms. FairBet leverages the decentralized nature and immutable ledger of blockchain to ensure the fairness and credibility of betting results.

Goals and Vision

The goal of FairBet is to become a leading global blockchain betting platform, providing users with a fair, transparent, entertaining, and social betting experience. The platform's vision is to redefine the betting industry through innovative blockchain technology and tokenomics, transitioning from traditional centralized models to decentralized forms, ensuring fairness and transparency in betting outcomes. FairBet is committed to creating an open, inclusive, fun, and socially interactive

betting community where everyone has the opportunity to participate, share their opinions and ideas, and contribute to the platform's development and success.

Market Analysis

SocialFi and GameFi

SocialFi, a combination of social networking and finance, is based on blockchain technology. It's goal is to improve privacy, data security, and user rights protection issues in traditional social networks through the decentralized nature of blockchain. SocialFi platforms provide a more transparent, secure, and user-controlled social experience. Leveraging trust and interaction on social networks, SocialFi introduces financial services such as lending, investing, and incentive mechanisms, allowing users to directly participate in financial activities.

GameFi, on the other hand, is an emerging field that combines blockchain technology with gaming. It utilizes the decentralized and verifiable nature of blockchain to provide more economic incentives and possibilities for asset ownership transfer in games. The core concept of GameFi is to convert virtual assets in games into real, tradable digital

assets, providing players with true ownership and value circulation. Through the GameFi platform, players can collect, trade, and invest in virtual assets within games and earn economic returns.

Both SocialFi and GameFi aim to create more open, fair, transparent, and participatory social and gaming experiences through blockchain technology. They bring forth innovative business models and opportunities while also facing challenges such as scalability, user experience, and mainstream adoption. However, with the development of blockchain technology and the increasing demand for decentralized solutions from users, both SocialFi and GameFi have tremendous potential and will continue to attract more innovation and development.

Prediction Market Overview

The prediction market track refers to the market where various event outcomes are predicted and bet upon. Currently, prediction markets exist on traditional centralized platforms and have garnered a certain degree of attention and participation. However, with the development of blockchain technology and the emergence of smart contracts, the blockchain prediction market has gradually gained prominence and demonstrated significant potential.

The primary advantages of the blockchain prediction market lie in its

decentralized, transparent, fair, and secure characteristics. Blockchain technology ensures the traceability and immutability of transactions, guaranteeing the fairness of prediction outcomes. The application of smart contracts also enables more automated and efficient operations in the prediction market.

The future prospects of the prediction market are extensive. With the widespread adoption of blockchain technology and the increasing demand for decentralized solutions from users, the prediction market has the potential to become a significant application scenario. It can cover predictions in various domains such as financial markets, sports events, political elections, and provide users with a platform to participate in predictions and betting.

At the same time, the prediction market faces some challenges, including market liquidity, data reliability, and user engagement. However, with technological advancements and market developments, these challenges are expected to be gradually overcome.

Trends and Prospects

As a comprehensive social entertainment platform, FairBet intersects multiple tracks such as SocialFi, GameFi, and the prediction market, providing vast development prospects.

In the SocialFi track, FairBet focuses on integrating blockchain technology with social interactions to offer users diverse and entertaining prediction experiences. By introducing social features, users can share prediction activities, compare results with friends and community members, and earn rewards through a referral mechanism, enhancing interaction and social connections among users.

In the GameFi track, FairBet attracts user participation through gamified elements and engaging prediction projects. Users can engage in various exciting prediction games, such as forecasting match results and cryptocurrency prices, and earn rewards for accurate predictions. This gamified experience allows participants to enjoy entertainment and excitement while interacting and competing with other players.

In the prediction market track, FairBet provides a fair, transparent, and secure platform for users to predict the outcomes of various events. Users can participate in the prediction market based on their judgments and insights and earn rewards for accurate predictions. Through the application of blockchain technology, FairBet ensures the fairness of prediction outcomes, providing users with an enjoyable and challenging prediction experience.

Overall, the tracks where FairBet operates, including SocialFi, GameFi, and the prediction market, hold tremendous development potential. With advancements in blockchain technology and the increasing demand

for entertainment, social interaction, and prediction experiences from users, these tracks will witness further innovation and growth. As a comprehensive platform that integrates these elements, FairBet will continue to strive to deliver innovative prediction experiences, meet users' entertainment and social needs, and collaborate with partners to drive the development of these tracks.

Competition Analysis

As a social entertainment platform, FairBet faces competition from various competitors that offer similar functionalities and services in different aspects. Here is an analysis of FairBet's competitors:

Polymarket: Polymarket is a well-known prediction market platform and poses a certain level of competition in the blockchain prediction market track. They offer a wide range of prediction topics such as political events and cryptocurrency prices, enabling users to engage in trading and predictions through market mechanisms. Polymarket's strengths lie in their brand recognition, user base, and their focus on market mechanisms and liquidity.

Augur: Augur is another competitor of FairBet as a decentralized prediction market platform. Augur allows users to participate in various prediction activities through smart contracts and decentralized

prediction markets. Their advantages include their decentralized nature and open market mechanisms, allowing users to freely create and participate in prediction markets.

GameFi platforms: In the GameFi track, FairBet faces competition from various entertainment and prediction game platforms. These platforms offer a variety of engaging games and prediction projects, allowing users to earn rewards through accurate predictions. In comparison, FairBet's competitive advantage lies in its integration of social interaction and entertainment elements, enabling users to enjoy prediction activities while engaging with friends and community members.

Despite the presence of competitors, FairBet has unique advantages and value propositions in the following areas:

Fairness and transparency: FairBet ensures the fairness and transparency of prediction outcomes through blockchain technology, providing users with a reliable prediction experience.

Social interaction: FairBet incorporates social features into prediction activities, allowing users to share and compare predictions with friends and community members, enhancing interaction and social connections.

User-friendliness: FairBet prioritizes user experience by offering a user-friendly interface and streamlined processes, reducing the learning curve and operational difficulties for users.

Customization and modularity: FairBet is committed to creating a customizable and modular platform to meet the diverse needs of users and partners, becoming an underlying infrastructure product.

Through continuous innovation and the delivery of unique value, FairBet competes with its competitors and strives to provide users with an outstanding entertainment and social experience.

Product and Features

Characteristics and Features

Fairness and Transparency: FairBet is committed to establishing a fair prediction platform, leveraging blockchain technology to ensure fairness and transparency in prediction outcomes. Through the immutability and decentralized nature of the blockchain, FairBet guarantees the credibility of prediction results, enabling users to participate with confidence.

Social Interaction: FairBet integrates social elements into prediction activities, providing users with interactive and social experiences. Users can share their prediction results with friends and community members, compare their performance, and engage in social interactions, enhancing entertainment and engagement.

Diverse Prediction Topics: FairBet offers a wide range of prediction topics, covering areas such as cryptocurrency prices, sports match results, political elections, and more. Users can choose prediction markets based on their interests, making the platform suitable for various applications and user groups.

Streamlined User Experience: FairBet emphasizes a user-friendly experience, offering a simple and intuitive interface and user journey. Whether users are newcomers or experienced participants, they can easily navigate the platform and enjoy the prediction process.

Ecosystem Development and Partnerships: FairBet actively engages in ecosystem development and collaborates with project teams, media outlets, influencers, and key opinion leaders. Through these partnerships, FairBet provides exciting prediction scenarios and introduces customized products to meet user demands.

Community Governance and Participation: FairBet adopts a community governance model, allowing users to participate in platform decision-making and development. Users can vote and engage in discussions to contribute to the platform's rules and direction, collectively building a better prediction platform.

With these characteristics and features, FairBet aims to provide users with a fair, enjoyable, and socially engaging prediction experience, positioning itself as the preferred social entertainment platform in the

blockchain world.

User Interface and Interaction Design

FairBet platform focuses on user interface and interaction design to provide a clean, intuitive, and enjoyable user experience. Here are the key features of the user interface and interaction design:

Intuitive and user-friendly interface: FairBet adopts an intuitive interface design that allows users to quickly familiarize themselves with the platform's features and navigation. Clear layouts, explicit labeling, and intuitive navigation help users easily find the prediction markets they are interested in and participate in them.

Simplified workflow: The platform is dedicated to streamlining the user workflow, reducing cumbersome steps and redundant information input. Users can complete their prediction bets through a few simple steps, saving time and effort.

Personalization and customization: FairBet allows users to personalize the interface based on their preferences. Users can adjust interface colors, font sizes, layouts, and more to create a personalized interface that suits their preferences.

Real-time updates and notifications: The platform provides real-time prediction result updates and notification features, allowing users to stay

informed about the latest developments in the prediction markets they are involved in. Through timely notifications, users can stay updated on their prediction performance and rewards.

Social interaction features: FairBet emphasizes social interaction by providing communication and interaction features with other users. Users can comment, like, and share within prediction markets, engaging with friends and community members to enhance entertainment and engagement.

Responsive design: The platform utilizes responsive design, ensuring seamless access and usage across different devices, including desktop computers, tablets, and mobile devices. Users can access the platform anytime, anywhere to participate in prediction activities.

Through optimized user interface and interaction design, FairBet aims to provide a user-friendly experience that allows users to easily and enjoyably engage in prediction activities and enjoy the entertainment and social aspects of the platform.

Betting Functionality and Types of Bets
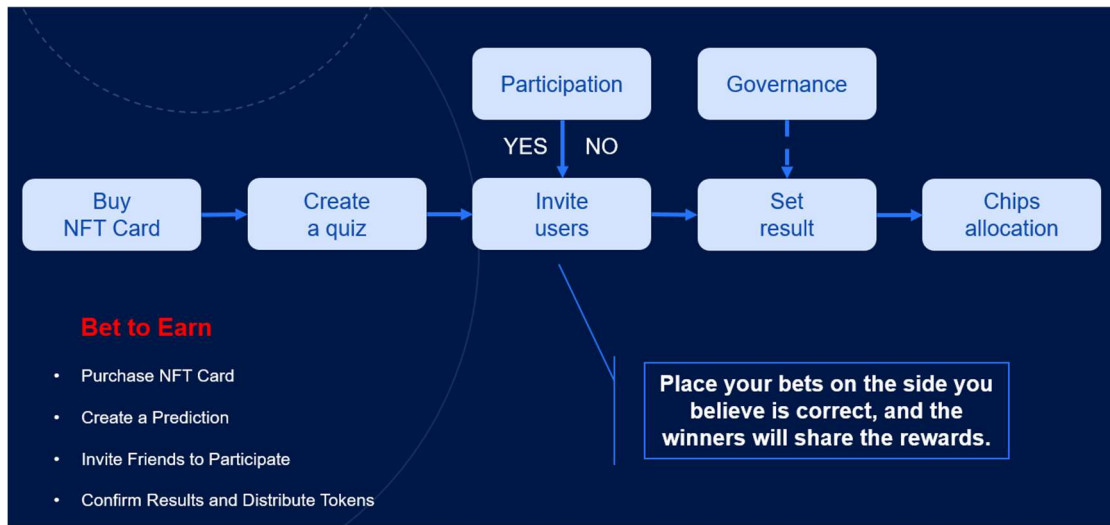
Product Use Process

Betting functionality is one of the core features of the FairBet platform, aiming to provide users with a diverse and engaging betting experience. Here is a brief description of the betting functionality and types of bets in the product:

Betting Creation: Users can create their own betting projects on the FairBet platform. They can choose a topic of interest and set relevant parameters such as the betting content, participation conditions, reward mechanisms, and more. This allows users to become creators of bets, providing interesting betting projects for other users.

Participation in Bets: Users can browse various betting projects on the platform and choose to participate in the ones they find interesting. They can view betting details, participation conditions, and reward information,

and then place bets. Participating in bets allows users to showcase their betting skills and join in the excitement of betting activities alongside other users.

Types of Bets: FairBet offers a variety of bet types to cater to the diverse needs and interests of users. These bet types can cover various domains such as cryptocurrency prices, sports event outcomes, political election results, and more. Users can choose the bet types they are interested in and participate by placing their bets based on their judgment.

Real-Time Betting Results: The platform provides real-time display of betting results, allowing users to stay updated on the latest progress and outcomes of betting projects. After a bet is concluded, users can view their betting performance and reward status, deriving enjoyment and satisfaction from the experience.

Through the betting functionality and diverse range of bet types, the FairBet platform aims to provide users with an entertaining, thrilling, and fair betting experience. Whether participating in bets or creating their own, users can utilize this functionality to showcase their skills, betting abilities, and engage in social interactions.

Social and Entertainment Features

Social and entertainment features are integral components of the FairBet platform, aiming to provide users with a diverse and engaging social interaction and entertainment experience. Here is a brief description of the social and entertainment features in the product:

Social Interaction: FairBet encourages social interaction among users, allowing them to engage and interact with other users during betting activities. Users can comment, like, and share betting projects, and discuss and share their opinions, strategies, and predictions with other users. This social interaction enhances user engagement and social interaction experience.

Friend Invitations: FairBet platform offers a friend invitation feature, allowing users to invite their friends to join the platform and participate in betting activities together. This social feature enables users to enjoy the betting experience with their social circle, fostering interaction and competition among users.

Entertainment Activities: In addition to the betting functionality, FairBet platform provides various entertainment activities such as raffles, games, etc., to enrich the user's entertainment experience. These entertainment activities offer additional fun and excitement outside of betting, increasing user engagement and enjoyment.

Through social and entertainment features, FairBet platform creates

a fun, dynamic, and interactive social entertainment environment for users. Users can engage, share, and compete with other betting enthusiasts on the platform while enjoying a diverse range of entertainment activities, enhancing their level of participation and satisfaction.

Technology Architecture

Blockchain Selection and Deployment

In the technical architecture of FairBet, the choice of blockchain is an important consideration. FairBet has chosen Ethereum as its underlying blockchain platform, with the future goal of conducting a full EVM chain deployment and considering cross-chain mechanisms for tokens.

Ethereum is one of the most renowned and widely used smart contract platforms, with mature development tools and a rich ecosystem. One of the reasons for choosing Ethereum as the initial platform is its maturity and wide user base. Additionally, the issuance of FERC currently takes place on the Ethereum chain, which is crucial for FairBet's tokenomics and transaction functionality.

The smart contract capabilities of Ethereum also provide FairBet with

flexibility and scalability to implement various prediction and betting features.

Scalability

FairBet's technical architecture is designed to be scalable and accommodate the growth of users and transaction volume. It can easily scale up as needed based on the launch requirements of the public chain.

Tokenomics

Tokenomics and Reward Mechanism

FairBet utilizes a dual-token economic model consisting of two main tokens: FBET License, an ERC1155 extended NFT token with usage rights, and FBET, an ERC20 token. Here is an introduction to both tokens and their roles within the platform:

FBET License (NFT):

FairBet issues an innovative ERC1155 NFT known as "License," which allows decentralized community creators to mint betting products. Users need to purchase or lease a License in advance, similar to traditional

financial licenses. As an extension of standard NFTs, FBET License is also tradable on general NFT platforms like Opensea and Blur.

FairBet License has a total supply of 3000 tokens, with a mint price of 100 FERC or 0.015 ETH.

FBET Token:

FBET is the primary token on the FairBet platform, used for betting, payments, and rewards. It is issued via the FERC V3 platform, enabling users to pay for betting activities and participate in various exciting prediction markets. FBET tokens are rewarded to users as incentives for engaging in predictions, contributing value, and promoting the platform. With liquidity and tradability, users can trade and exchange FBET tokens to meet their individual preferences and interests.

The total supply of FBET is 10 million, with 70% of mint funds and 41.18% of tokens automatically added to the Uniswap liquidity pool.

Additionally, the platform utilizes FERC tokens:

FERC tokens serve as the payment method for users to purchase NFTs, ensuring the sustainability and stability of the buying process. Users need to use FERC tokens to acquire NFT licenses, which can be obtained through DEX exchanges or other means. In the token economics and reward mechanism, FERC tokens are mainly used for buying NFT licenses, ensuring platform sustainability and stability. On the other hand, FBET tokens are the primary tokens for users to participate in betting activities,

make payments, and receive rewards. By introducing both tokens, FairBet aims to incentivize user engagement, value contribution, and foster an active and sustainable betting ecosystem.

By employing tokenomics, FairBet aims to incentivize user engagement, encourage value creation, and foster an active and sustainable betting ecosystem. The strategic utilization of FBET and FERC tokens within the platform's tokenomics framework facilitates seamless user interactions, transactions, and rewards.

Token Utility and Functions

Payment for Betting Activities: FBET tokens are used for paying the fees associated with various betting activities, granting users access to participate in different prediction markets and enjoy entertainment and rewards offered by the platform.

Reward Mechanism: By engaging in betting activities and achieving successful predictions, users have the opportunity to receive token rewards. The platform has established a reward mechanism that distributes tokens as incentives, encouraging users to participate in predictions, contribute value, and promote the platform, providing them with opportunities for returns and a sense of accomplishment.

Trading and Exchange: FBET tokens are highly liquid, allowing users to trade and exchange them within the platform. Users can interact with

others to exchange tokens, providing them with flexibility and choice.

Community Governance: FBET tokens can be utilized for community governance, enabling token holders to participate in platform decision-making and development. Token holders can vote, propose suggestions, and influence the platform's future, empowering users to actively shape the platform's direction.

Through these utility and functions, FBET token plays a crucial role in FairBet's ecosystem, encouraging user participation in predictions, value contribution, and fostering an active and sustainable betting community.

Token Allocation and Issuance Mechanism

FairBet has developed minting and trading functionalities for NFT tokens, allowing users to conveniently mint and trade them. The issuance of FBET tokens will be conducted through the FERC platform to ensure a fair launch of decentralized tokens. During the token issuance process, both minters and regular users participate on an equal basis, following the principles of a fair launch of decentralized tokens.

Users can withdraw their invested funds at any time before token issuance. However, once the token issuance reaches 100%, withdrawals are no longer possible.

With this token allocation and issuance mechanism, FairBet ensures fairness and sustainability while providing incentives for user engagement in predictions and platform promotion.

Token Allocation and Distribution

FairBet has developed minting, trading, and leasing functionalities for NFT tokens, allowing users to easily mint and trade them.

The minting of FairBet tokens will be conducted through the FERC platform to ensure a fair launch of ownerless tokens. During the token minting process, both the minter and regular users have equal participation rights, adhering to the mechanism of launching ownerless tokens.

Users can withdraw their funds at any time before the token issuance. Once the token reaches 100% of the target fundraising, withdrawals will no longer be possible.

Through this token allocation and distribution mechanism, FairBet ensures fairness and sustainability while providing incentives for user engagement in betting and platform promotion.

Incentive and Reward Mechanisms

User Participation Incentives: Users earn rewards by making accurate predictions and actively participating in betting activities. When users participate in betting activities, the correct side will share the funds pool

of that particular product, rewarding users for their accurate predictions and contributions. Rewards are distributed to users in the form of FBET tokens.

Platform Promotion Incentives: FairBet encourages users to attract more participants by promoting the platform. When a user successfully refers someone to purchase NFTs, the referrer will receive a referral reward. This incentive mechanism aims to expand the user base of the platform through word-of-mouth referrals among users.

NFT License Rewards: FairBet has introduced an NFT license mechanism where users need to purchase a FairBet Pass NFT as proof of admission before launching a betting project. As NFT holders, users may enjoy priority rights when new features are launched in the future.

Community Contribution Rewards: FairBet values community contributions and engagement. By organizing community events and recognizing outstanding contributors, additional rewards and incentives are provided to users actively participating in community development.

Through these incentive and reward mechanisms, FairBet encourages users to actively participate in betting activities, promote the platform, and contribute to the community, fostering an active, engaging, and rewarding betting ecosystem.

Governance and Voting Rights

Community Governance: FairBet implements a community governance model that allows community members to participate in platform decision-making and development. Community members can make suggestions, vote, and engage in discussions to collectively determine the platform's development direction, feature enhancements, and important decisions.

Voting Rights: Every user holding FBET tokens has voting rights. The number of FBET tokens held determines the weight of a user's vote, meaning the influence of token holders is proportional to the number of tokens they hold. Users can vote on important matters based on their interests and opinions, participating in the decision-making process of platform governance.

Proposal and Voting: Any community member can propose governance proposals, such as suggestions for new features, parameter adjustments, or ecosystem collaborations. Proposals go through a voting phase, where the voting results determine whether the proposal is accepted. The platform ensures transparency in the proposal process, allowing community members to fully understand the proposal and make informed voting decisions.

Governance Rewards: To incentivize active participation in governance and voting, FairBet establishes a governance rewards

mechanism. Users participating in voting and governance activities receive a certain proportion of rewards as recognition and compensation for their contributions.

FairBet is dedicated to building a strong community, actively interacting with users, and providing a positive user experience. Through regular community events, the release and promotion of betting projects, FairBet encourages user participation and value contribution. Additionally, partnerships with well-known influencers, KOLs, and project teams attract more user attention and engagement. FairBet listens to user feedback and continuously improves its products and services to meet user needs and expectations. By introducing governance tokens and voting mechanisms, users can propose, vote, and participate in decision-making processes and community governance on important matters. FairBet will incentivize user engagement in governance through incentive mechanisms and reward measures, stimulating user motivation and a spirit of contribution. At the same time, FairBet ensures transparency and fairness in the governance process, safeguarding user rights and participation. Through community building and governance development, FairBet aims to establish a healthy, vibrant, and autonomous community ecosystem. Community members will participate in decision-making, drive platform development, and share in the growth and success of the platform. Through the power and wisdom

of the community, continuous platform development and mutual value creation among users can be achieved.

Team and Partnerships

FairBet is co-founded by a community of blockchain enthusiasts who are passionate about blockchain technology. The diversity of team members and their extensive experience lays a solid foundation for the development of FairBet. Here are brief introductions of some team members:

System Architecture and Development: They have years of experience in blockchain technology and product development, familiar with blockchain architecture and smart contract development. They have served as core developers in well-known blockchain projects and successfully launched multiple blockchain applications.

Social Entertainment: They have a rich background in the entertainment industry and experience in market promotion. They have held executive positions in well-known entertainment companies, responsible for product planning and marketing. They have in-depth insights and unique innovative thinking in the field of social

entertainment.

Technical Research and Development Team: Composed of a group of technical experts covering areas such as blockchain development, front-end and back-end development, and smart contract design. The team members have extensive technical experience and innovative capabilities, committed to building a secure and efficient FairBet platform.

Marketing Team: Composed of professional marketing personnel, they excel in brand promotion, social media marketing, and user growth strategies. The team members have a deep understanding of the entertainment market and user needs, dedicated to promoting FairBet to a wide range of users.

With their professional technical abilities, industry experience, and innovative spirit, the FairBet team is committed to creating a secure, fair, and entertaining betting platform that provides users with exceptional entertainment and social experiences. The team will continuously strive to launch innovative features and products, meet the needs of users, and achieve long-term development goals for FairBet.

Roadmap

Milestones and Stage Goals

2023 Q3:

Website design

Token issuance

Official launch of the product on the Ethereum mainnet

Deployment and operation on a second EVM chain

2023 Q4:

Enhance SDK and API to build a platform foundation

Deploy on more EVM chains

Implement cross-chain functionality for tokens across EVM chains

Customizable product interface

2024 Q1:

Introduce more payment currencies

Establish connections between the product and centralized exchanges (CEX)

2024 Q2:

Platformization and development of underlying infrastructure

Support the development of more ecosystem projects

The roadmap outlines the key milestones and goals for FairBet's development.

In the third quarter of 2023, the focus is on establishing the platform, launching the product, and expanding to additional EVM chains. In the fourth quarter of 2023, the aim is to enhance the platform's foundation, enable cross-chain functionality, and provide customizable options for users. In 2024, the goals include adding more payment options, establishing connections with centralized exchanges, and further developing the platform's infrastructure to support the growth of the ecosystem.

Risk Analysis

Market Risk: The blockchain prediction market is highly competitive, with other competitors offering similar products and services. Market demand and user acceptance may not meet expectations, affecting user growth and profitability of the platform.

Legal and Compliance Risk: The legal framework and regulatory environment for blockchain technology and digital assets are constantly evolving. Regulatory restrictions, legal disputes, or compliance issues may have a negative impact on FairBet's operations and development.

Security Risk: There are potential security risks in blockchain platforms, including smart contract vulnerabilities, network attacks, and user data breaches. FairBet needs to implement effective security measures to protect user assets and personal information.

Technical Risk: FairBet's success relies on a reliable technical architecture and stable operation. Technical failures, network congestion, or other technical issues may result in platform instability and service interruptions.

User Adoption Risk: User acceptance and usage habits of blockchain technology and digital assets may be limited. It takes time and education for users to understand and accept a new platform.

Market Price Volatility Risk: The volatility of token market prices may impact FairBet's economic model and token incentive mechanism. Significant fluctuations in token prices may weaken users' willingness to participate in prediction activities.

Operational Risk: Effective team management, strategic planning, and operational capabilities are also important risks. Strong operational management and execution by the team are crucial for the long-term success of the platform.

FairBet acknowledges these risks and will take appropriate measures to mitigate and manage risks. By continuously improving the product, enhancing security measures, and collaborating with regulatory authorities, FairBet is committed to building a robust, secure, and sustainable prediction platform.

Future Outlook and Development Plans

The development of blockchain technology has brought new opportunities and innovations to the prediction market. Traditional prediction markets suffer from issues of information asymmetry, unfairness, and centralization, while blockchain technology can provide a transparent, fair, and verifiable prediction environment. With the increasing popularity of cryptocurrencies and blockchain technology, more users are starting to pay attention to and participate in blockchain prediction projects. As a social entertainment platform, FairBet combines prediction with social and entertainment elements to meet users' needs for fairness, fun, and interactivity.

As FairBet continues to grow and promote, it is expected to attract more users to join the platform:

Community Users: By building an active community and partnerships, FairBet aims to attract community users to participate in prediction activities and attract more users through social sharing and word-of-mouth.

Conversion of Existing Users: By providing a high-quality user experience, diverse prediction topics, and rewarding mechanisms, FairBet encourages existing users to actively participate and invite more friends

to join the platform.

New User Acquisition: Through marketing efforts, social media promotion, and partnerships, FairBet aims to attract new users to learn about and join the platform.

FairBet will achieve user growth and increase its market share through continuous improvement of product features, providing a superior user experience, active promotion, and expanding its user base. Furthermore, with the widespread adoption of blockchain technology and digital assets, FairBet has the potential to become a leading player in the blockchain prediction market and be one of the preferred social entertainment platforms for users.