



fetish coin project

Your beauty and inferiority complex can be the power to help someone else.

Crypt currency & ecosystem
to maximize the fascination of fetishism

White paper v1.2

June 24, 2018

Official Twitter account:

<https://twitter.com/fetishcoin>

Official Discord

<https://discord.gg/b676RZm>

Official Web site:

<http://fetishcoin.fetiquette.io>

fetiquette private limited company

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1. Introduction

Dear person who has fetishism.

Thank you for your interest in fetish coin (FET). What fetishism do you have? Are you satisfied with your fetishism? Fetish is your natural tendency or hobbies as personal love to certain parts of human body or stuff. It is said that Japan is a country where originated in “Moe” culture, so people are relatively tolerant toward fetishism. However, in actually, there are people who recognize “Fetishism = embarrassing” and hide it in daily lives. I also have a special fetishism called “Heart fetish” and live the frustrated daily lives with the unfulfilled feelings (Hiding fetishism is the same as cloaking true myself in live).

Fetishism is the root for the person; we cannot stop loving it. Even though it seems to be “little preference” from other people, but for the person, the fetishism is all value of their life. Some people surely think that, “there is no value in my life if I cannot satisfy my fetishism”. In this viewpoint, the people who have fetishism would agree with it. We develop FET to fulfill your fetishism.

Dear person who has no fetishism.

fetish coin (FET) and related services (hereinafter collectively called “fetish coin project”) require cooperation by people who has no fetishism. For this reason, fetish coin project designs all our products considering rewards for the people.

Many fetishisms are essentially borne from communication between people and people, and unfortunately, most of the communication is insufficient. In my fetishism – “Heart fetish” needs people who provide their heart-sound, however, how many people who provide their own heart-sound do you think there are? Of course, volunteers of the heart fetish will provide their heart sound, but it is limited to only a small part. Furthermore, because the absolute number of contents-providers is small, it is not always we can be satisfied to its quality. I love arrhythmia (irregular heart beats) so much, but I guess everyone can easily imagine that there is no chance to hear someone’s arrhythmia recorded with clear sound (high quality) throughout my life.

However, please imagine. If person who has arrhythmia can easily sell their heart sound to make profit by fetish coin project, what happen? **In general, arrhythmia is a disease that only causes disadvantages in conventional way of thinking, but it can be an individual’s strength that can make profits.**

In this way, fetish coin project makes your body (beauty, and even disadvantages points) valuable resource from viewpoint of fetishism to support your live. This is one of our goals.

To summarize the points mentioned so far, we have the following two points.

1. We support your fetishism fulfillment.
2. We makes your body valuable resource from viewpoint of fetishism to support your live.

fetish coin project is a small project just started up in late January 2018. However, our enthusiasm for fetishism is genuine. If you have problems/worries/hopes about fetishism, please contact us anytime. "If I live normally, I may not be able to satisfy my fetishism throughout of my life..." There are not only you who have such a problem. Let's find a way to solve it together with fetish coin project.

Representative: Himmeli

(Heart fetish, Stomach sound fetish, Blood vein fetish, Eye fetish, and many other fetishes)

[Must read] Disclaimer

Handling of FET is entrusted to each individual, and it does not promise profit, rewards etc. Therefore, we are not responsible for any investment results or other losses. Regarding laws and investments, conduct surveys and evaluations under the advice of yourself or experts, please understand that certain risk exists for transactions at your own risk.

In addition, fetish coin project may introduce specific fetishes in order to make everyone who is not familiar with fetishes understand more concretely. Although there is no intention to criticize or defeat specific persons or fetishes in this introduction, there is a possibility that the description makes you feel uncomfortable.

2. Overview

We summarize points of fetish coin project as the following Q&A.

Q. FET is what kind of coin?

A. FET can use feel free to purchase fetish-contents and to tip for fetish-contents providers. By setting the number of coins sufficiently, we make the price per coin relatively inexpensive so you can tip pleasantly. Note: “fetish-contents” is a media related with fetishism but it is not refer sexual media such as pornography.

Q. Who will get benefits in fetish coin project? And what is the significance?

A. We designed FET to provide benefits both fetish-contents providers and fetish-contents consumers. We will also provide social significance.

Benefit to fetish-contents providers :

FET will prevent intermediaries from cutting out profits and the contents-providers can be able to obtain appropriate return according to the quality of the contents. Also, opportunities to receive incentives (tip) from contents-consumers will increase, and the providers will likely to provide higher quality contents more frequently.

Benefit to fetish-contents consumers :

Since prevent the intermediaries' extract, you will be able to purchase your favorite contents at affordable price. In addition, you will be able to get “your own fetish-contents” by using our Web service to issue your requests. Furthermore, since the absolute number of contents-providers will increase, you will be able to get contents easier about minor fetishes.

Social significance :

We will exclude prejudice in terms of fetishism and we will support activities to realize an open and equal society for fetish. As an example, we introduce a fetish called “Physical disability fetish / Artificial arms (legs) fetish”. This fetish holders love persons who lost their limbs. Many people cannot believe there is such fetishism, but in actually, it exists and in 2015, the café (BAR) that cater to the fetish holder was held in Japan. Of course, the waitresses of the café's are person who with artificial arms/legs. Please imagine here, if they can get profits by providing their advantage of “disability”, which

only they have, to purchase new high-spec (useful) artificial arm or leg. This will play a role of social significance as financial support. Furthermore, warm and kind comments from contents-consumers will also support them. We think that is one of social significance. fetish coin project aims to realize such a society and we are ready to return some of the profits to society.

By the way, some people may think that these fetishes are unscrupulous. It may true, but there is an article that talked by the waitresses about the thinking. They also think their own body is one of "advantage". The article (Japanese) -> <https://goo.gl/5mONWe>

Q. Is it only persons who have special fetish can get profit?

A. No, we design the ecosystem for all individuals to get benefits. As we mentioned above, any person may have fetish factors including beauty points and disadvantage points. fetish coin project makes it fetish-contents to get profits. The followings are a few examples of fetish-contents. These are relatively easy to understand and it has great demand. More minority fetish-contents will be described later.

Fetish contents related to hands and arms: :

- Women's white and beautiful hands.
- Male's arms that can be seen blood vessels.
- Catching a glimpse of armpit.

Fetish contents related to voice and sound: :

- Video by a girl student like "I will call your name and confess -> 'I love you!!!" "
- Sadistic serif collections by your favorite voice.
- Arrhythmia heart sound video, stomach sound video

Q. What develop plan do you have?

A. In the fetish coin project, as a first goal, we will provide a Web service that can posts as fetish requests to get your favorite (originality) contents and to make matching between contents-providers and contents-consumers. In addition, we support for making community of fetishes in the Web service. As a second goal, we will expand the Web service to offer you video-streaming and to sell fetish contents for providers. In the future, we would like to expand the functions cater to coterie writers, cosplayers, voice actors and idols etc. As a third goal, we will provide a place where fetish activities can be carried out securely and safely such as fetish exhibitions. Many fetishes will

ultimately result in human-to-human contact. However, the contact is unfortunately unsafe because some peoples there are in the fetish-world who are going to exploit fetishism. We will implement the mechanism to eliminate such the dangers.

Q. What is the basic specification of FET?

A. FET is a crypt currency issued as Ethereum (ETH) token. By using ETH platform, we can issue flexible and extendable tokens according to ERC223: technical specification of ETH. This will lead us to the smooth development and popularization of FET. FET is a crypt currency characterized by relatively large volume of coins because FET aims for the huge fetish market of the whole world. We have confident that the market requires FET. Generally, the large volume of coins provides the following benefits to actual FET users. First, it is easy to purchase and sell because of the large volume of distribution. Second, it is hard to price operation by PUMP groups. These are necessary elements for FET to develop over the long term.

[FET basic specification]

Token name: fetish coin

Symbol: FET

Maximum issue volume: 100,000,000,000 FET (100 billion coins)

Format: ERC223

Functions: Burn, Token collection, Token freezing, Token deposit, etc.

3. Markets and Missions

Estimating of fetish distribution is difficult because there are few useful materials and literatures on fetishes. For reference, American publisher "Deviant Desire" has published "Fetish Roadmap" which shows the correlation of various fetishes in the figure. "Fetish Roadmap" -> <http://www.visualcomplexity.com/vc/project.cfm?id=319>

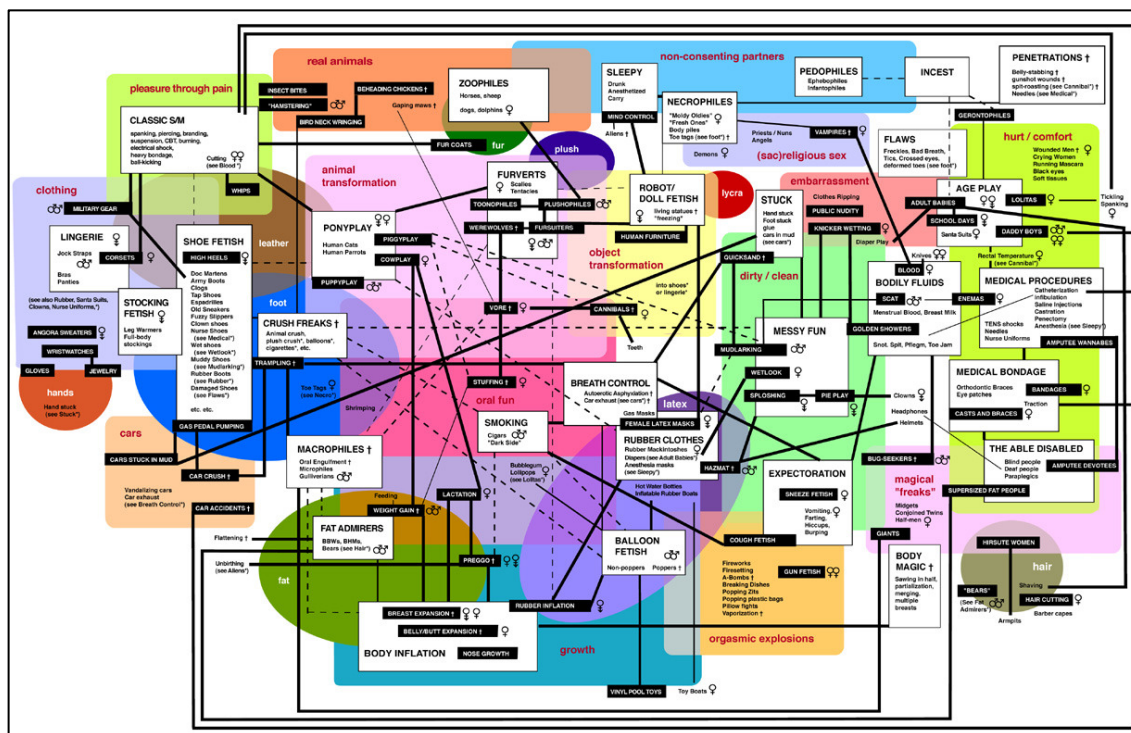


Figure 1. Fetish Roadmap

Fetishisms have differences depend on the culture, so we cannot define the market. However, considering that many people have some kind of fetishes, you will be able to understand that as the all of markets is a significantly large, even through the one of it has small domain. Although this is a fraction of it, we introduce the examples we know.

Fetishes about head :

Hair texture/smell/style/color fetish, forehead fetish, eyebrows/eyelash/eyelid fetish, eye ball/eye shape fetish, nose fetish, boogers fetish, lips fetish, ear fetish, neck fetish, Adam's apple fetish, clavicle fetish, nape fetish, smiling fetish, sleeping face fetish, chin fetish, beard fetish, mole/acne fetish, tongue fetish, orthodontic fetish, teeth Fetish, breath fetish, saliva fetish, mastication sound fetish, voice fetish, dialectic fetish, etc.

Fetishes about body :

Chest fetish, nipple fetish, navel fetish, armpit fetish, underarm/unwanted/chest hair fetish, scar fetish, rib fetish, scapular fetish, spine fetish, tattoo fetish, hip fetish, body odor fetish, skin fetish, fat fetish, slender fetish, muscle fetish, stomach/breath sound fetish, internal organ fetish, etc.

Fetishes about limbs :

Arm/hands/fingers fetish, nail fetish, palm lines fetish, vein fetish, thighs fetish, kneel fetish, leg fetish, Achilles tendon fetish, ankle fetish, feet odor fetish, heel fetish, etc.

Fetishes about clothes :

Glasses/mask fetish, pantyhose fetish, absolute territory fetish, boots fetish, glove fetish, dress/tuxedo/swimsuit/military uniform/kimono/bondage fetish, body tights fetish, bandage fetish, Gothic and Lolita fetish, rubber/leather/enamel/silk fetish, etc.

Fetishes about situations :

Wet fetish, words blame fetish, crying face fetish, sneeze fetish, peeing fetish, fart fetish, cosplay fetish, high school/small/giant girl fetish, mature fetish, balloon fetish, Wet & Messy, crash fetish, smoking fetish, ventilator fetish, intravenous drip fetish, blood donation fetish, cardiopulmonary resuscitation fetish, medical fetish, acupuncture fetish, vomiting fetish, water fetish, hot spring fetish, choking fetish, pressure fetish, disability fetish, sound fetish, swallow/vore fetish, petrified fetish, etc.

Like this, a lot of fetishes exist. These fetish contents are sold at high price because of their niche: minor demand. Even now, there are people who earn money by using this characteristic. That is called “fetish videos”. Some people may hear that Wet & Messy videos are sold at high price. However, most of the profits float into the photographers and the dealers at present. For example, in stomach sound fetish and mask fetish, the videos are sold for \$30 or more, sometimes \$100 or more. On the other hand, the female models who provide fetish contents herself gets only 10% or less of the profits. This is because their rewards are paid as fixed price like “\$100 per hour in a video”, or, the rewards are paid by the unclear commission system to extract profits for in intermediaries. There is no doubt that almost contents-providers has been exploited and has been got less profits. fetish coin project regards that current situation is problem. By solving this problem, we aim to develop the whole of fetish industry. We need the system that everyone can sell their fetish contents easily and obtain appropriate profits according the quality.

Note: The person who made fetishes business are, in other wards, a pioneer of the fetish industry. We never condemn their groundbreaking efforts.

4. Services

As we mentioned above, fetish coin project provide Web service that can do matching, streaming and trading for fetish contents. We will also provide fetish exhibition to support fetish activities in safely and securely. Of course, you can use FET both of it. We describe each of the details here.

Web service details :

Currently mock is being created. Please imagine a general video streaming + tip site, but our Web service has special mechanisms to circulate FET: fetish matching, official fetish channel and fetish portfolio. Furthermore, the Web service intake crime-prevent functions by block chain structure.

Fetish matching :

It is a mechanism to allow contents-consumers to acquire "their own fetish content". Contents-consumers can post requests like "I want this content" on the Web service. Contents-providers can get rewards by respond to the requests that they can offer it. In order to certain safety for all users, we are considering introducing mechanisms such as mutual evaluation between providers and consumers, monitoring within the community, telephone number authentication and identity verification as necessary.

Official fetish channel :

The fetish coin project recruit models and provide their fetish contents. This solves the problem that there are few contents-providers in minority fetishes. Moreover, it handles special fetishes which are hard to shoot videos by general equipment. We can provide high quality and various fetish contents with the models and our equipment. The official fetish channel will invite prominent coterie writers, cosplayers, voice actors, idols, etc. when the fetish coin project developed.

Fetish portfolio :

It is the FET-usage-graph by fetish genre. The graph is automatically generated depends on the fetish genre of your purchased contents and paid tip. In addition, we back fetish benefits according to the FET-usage within a certain period in each genre from the official fetish channel etc. This aims at encouraging purchase or tip for fetish contents, which prompts circulation of FET. Fetish portfolio also visualizes your

fetishes which was difficult to visualize it until now. It makes you easy to create fetish communities by recommending users who have similar fetish portfolios.

Crime-prevent functions by block chain structure :

We are considering bellow functions to prevent crime.

- Identification for illegal transcribers of media by digital watermarking.
This is a measure to protect your contents. We embed "invisible codes" into the contents posted on our Web service and record the information on the block chain. With this technology, when the contents are illegally copied & uploaded into external sites, you can identify the transcriber by tool provided by us and you can conduct criminal prosecution etc. This is really effective to deterrent of the illegal actions. In addition, although this is just concept stage now, we are also prototyping a mechanism that prevents illegal reprint and upload of contents itself. The outline is published in the bellow URL.
<https://fetishcoin.github.io/hackathon/presentation.pdf>
- Token freeze function
This is a function to temporarily disable tokens of violators. This also effective for crime-prevention.
- No require pay-information by FET
This means you just don't need to write your payment information such as credit cards. By adopting FET in this Web service that handling all fetish contents, you don't need input your payment and personal information to other suspicious Web services. It also reduces frauds and spams.

As above, we provide crime-prevent functions to offer safer Web service.

Fetish exhibition details :

We are considering providing a place where fetish activities can be done safely and anonymity, including events such as exhibitions specialized for fetish. It is close to existing events such as "the disability fetish BAR" and "the tights cafe" we mentioned above. However, in the fetish exhibition at the fetish coin project, we will set up fetish-related equipment and goods that are used in the official fetish channel and you can use it in the safety space. We also support some of fetishes like smell fetish which is hard to provide online Web service.

5. Token distribution

FET distribution is the following.

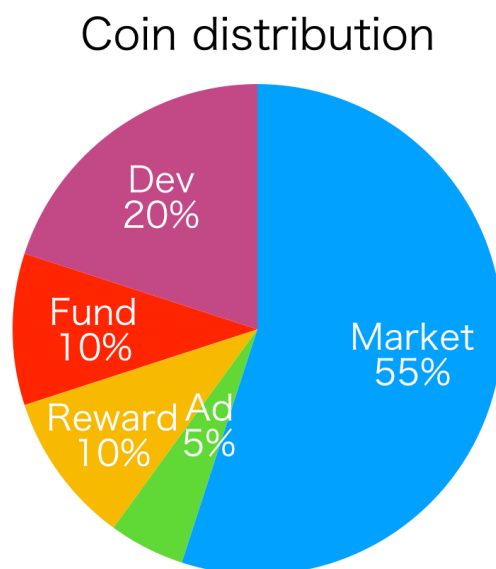


Figure 2. Distribution

【Coin distribution details】

We mainly distribute and use FET for the following purposes.

Market : Coin amount to be possessed at yours and exchanges.

Ad : For distribution at AirDrop, fetish questionnaire, Web service etc.

Reward : Prize for collaborators such as develop, design, community management, document translation, legal affairs, advertisement etc.

Fund : For donation to social, assistance for events and development costs etc.

Dev : Developer holds (1 year lockup after listing on the exchange)

6. Roadmap

Period	Items
2018. Q1	<ul style="list-style-type: none">● Launch fetish coin project.● Publish official Web site and white paper.● 1st Airdrop
2018. Q2	<ul style="list-style-type: none">● 2nd Airdrop● Publish mock of Web service.● Prepare for listing to exchange.
2018. Q3	<ul style="list-style-type: none">● Listing to exchange.● Open Web service (version β).● Hold FET event.
2018. Q4	<ul style="list-style-type: none">● Open Web service.
2019. Q1	<ul style="list-style-type: none">● Improve Web service.● Plan for fetish exhibition.

7. Developers and Corporate information

Developer and corporate information are disclosed below.

This information is scheduled to be migrated our corporate official website.

<https://fetishcoin.hatenablog.jp/entry/2018/06/24/210000#English-announce>

8. Conclusion

The basic philosophy of the fetish coin project is following.

- Support everyone's fetish fulfillment.
- Visualize the fetish and exclude the think of "fetish = embarrassment". It eliminates a need to hide fetishism and realizes a society that makes you easy to get fetish friends. Of course, we take care to minimize the impact for exists communities.
- Make your advantages and disadvantages valuable resources from the viewpoint of fetishism and we will support fulfillment of your life by rewards of the resources.
- Ensure that people providing high-quality fetish content will get appropriate returns.
- Provide safe, secure and anonymity is supported services. Exclude unwanted people like to feed fetish.
- Support minority fetishes as much as possible.
- Contribute to society through fetishism.

We would be pleased if you favor the above basic philosophes.

Because it is a project of a special field called fetish, so we think that we often get criticized voices. While accepting the voices, we would like to advance our project for people who are suffering in fetish. We would appreciate your favor in the future.

fetish coin project.