

Fishcake

Project Whitepaper

PRESENTED BY

Fishcake Labs



Fishcake

JANUARY 2025

Executive Summary:

Fishcake project is a Web3 initiative building an inclusive ecosystem that enables everyday individuals to seamlessly participate in the decentralized economy through their daily activities.

Fishcake introduces a revolutionary Web3 app/dApp dedicated to tokenizing real-life engagements. By tokenizing real-world assets in everyday commerce, Fishcake facilitates meaningful interactions between businesses and customers, while offering rewarding experiences that encourage participation and foster loyalty. Harnessing the power of blockchain and AI, Fishcake delivers a user-friendly, secure, and boundary-free experience, making it effortless to explore and engage with the economy of the future.

Introduction:

Fishcake is an innovative Web3 platform designed to revolutionize tokenized marketing by leveraging the power of blockchain and AI technology. Fishcake bridges the gap between the decentralized economy and everyday life by tokenizing interactions in daily commerce. It empowers businesses, organizations, events, and individuals to seamlessly launch tokenized, incentive-based campaigns (events) on the blockchain, while rewarding customers for their participation and loyalty. Fishcake leverages blockchain for trust and security, while AI powers an intuitive onboarding experience, removing barriers to Web3 adoption.

As a fully open-sourced and audited Web3 project deployed on the Polygon blockchain, Fishcake eliminates the need for intermediaries, ensuring transparency, fostering community engagement, and building a sustainable economic ecosystem.

At the heart of this ecosystem lies Fishcake Coin (FCC), serving as a unified Web3 marketing and loyalty token, designed to drive engagement, incentivize participation, and share platform success. FCC's innovative Tokenomics ensures stability, reward contributors, and provides a fair and transparent mechanism for ecosystem growth. With a capped supply, redemption pool for value security, and mining rewards for active engagement, FCC is the lifeblood of the Fishcake ecosystem.

For more details about the Fishcake Tokenomics, please refer to the **[Fishcake Tokenomics Whitepaper](#)**.

Vison and Misson

Fishcake is your gateway to the Web3 economy, where blockchain technology meets everyday life. Through Fishcake, users engage with blockchain technology in a tangible and rewarding manner, earning and managing real-world rewards while contributing to a future of decentralized, meaningful interactions.

Vision:

Our vision is to become the beating heart of Web3 marketing and gateway Web3 app for daily people, empowering businesses to flourish in the decentralized economy. Gone are the days of middlemen and opaque campaigns. With Fishcake, value flows directly, enriching both businesses and customers, making them collaborate transparently, benefiting equally in a thriving ecosystem.

Misson:

Bring the benefits of Web3 to the masses, one tokenized engagement at a time, and to build a holistic, long-lasting, mutually beneficial, rewarding, and engaging Fishcake ecosystem in the Web3 space for businesses and everyday people. Empower communities through blockchain and AI, creating seamless, rewarding, and meaningful interactions in everyday commerce.

Core Features:

1. Incentive-Driven:

At its core, Fishcake helps businesses operate various incentive-based campaigns, providing the most direct motivation for everyday people to engage with these businesses and explore Web3 in a practical, accessible, and easily comprehensible way. By hunting token rewards in real-life commerce, users overcome skepticism, making token values tangible and real.

2. All-in-One web3 gateway:

From wallet creation to earning first crypto rewards, the Fishcake app simplifies onboarding and empowers users to start their Web3 journey with fun and rewards.

3. Trustless and Reliable:

All events, campaigns and transactions on Fishcake are operated by smart contracts, ensuring their authenticity and building trust between businesses and users. Blockchain technology guarantees transparency and reliability for all participants.

4. Cost-Effective Marketing:

Fishcake eliminates intermediaries in incentive-based marketing. With smart contracts managing all operations, businesses can allocate 100% of their marketing budget to user acquisition, removing inefficiencies, hassles, and third-party commissions.

5. Fostering Direct and Lifetime Engagements:

Fishcake enables direct value exchange between campaign/event organizers and their audiences, fostering trust, deeper connections, and lasting loyalty.

6. Advanced Tracking and Analytics:

Immutable, instant on-chain data ensures accurate tracking of real customer engagement. Businesses can seamlessly tailor marketing strategies based on actionable insights.

7. Seamless User Experience:

Fishcake provides a simple, innovative, and user-friendly process to launch and run tokenized campaigns on Web3. Users can claim rewards with a single click. With AI under development, Fishcake will offer tools to help event runners to craft effective tokenized campaigns and guide individuals in starting their Web3 rewarding journey.

8. Holistic Ecosystem:

Fishcake invites businesses and individuals to join a coalition of like-minded participants, sharing success in a vibrant community. This collective vision makes the Web3 economy mutually beneficial for businesses and customers alike.

9. A Powerful Token – FCC:

Fishcake Coin (FCC) empowers users to become real stakeholders in the ecosystem, benefiting from a prosperous and sustainable economic model in the long term. (For more details about FCC, explore the [Fishcake Tokenomics Whitepaper](#))

10. Visionary Roadmap:

Fishcake's roadmap includes expanding use-case formats such as crafted campaigns, ticketing, NFTs, and digital twins, while paving the way for a metaverse business ecosystem. The platform is also working toward completing a comprehensive SocialFi ecosystem to redefine Web3 engagement and build a flourishing future for businesses and users in the decentralized economy.

Fishcake Coin (FCC)

Total supply:

Total supply of FCC capped at 1 billion FCC, with no additional issuance.

The distribution of Fishcake Coin (FCC) is meticulously designed to support community engagement, bolster investor confidence, and foster ecosystem growth. This framework is built upon principles of fairness, transparency, sustainability, and vitality to ensure the long-term success of the Fishcake ecosystem.

Fair and Transparent Allocation:

A cornerstone of Fishcake's Tokenomics is its commitment to fairness and transparency. To this end, 80% of the FCC supply is allocated to smart-contract-managed pools, ensuring automated and unbiased distribution mechanisms that eliminate human intervention and minimize risks of manipulation. The remaining 20% rewards early adopters, drives project promotion, and supports the development of a holistic and sustainable ecosystem for long-term growth and vitality. It is governed Fishcake DAO, empowering stakeholders to participate in decision-making processes, reinforcing trust, and promoting decentralized governance.

Key features include:

- **Redemption Pool:**

Provides a floor price for FCC by allowing users to burn tokens in exchange for a proportional share of a USDT- stablecoin reserve, ensuring stability and aligning rewards with platform growth.

- **Mining Pool:**

Incentivizes ecosystem participation by rewarding businesses and users for running and engaging with campaigns, fostering vitality and long-term activity.

Above balanced approach guarantees a transparent, fair, and thriving ecosystem, enabling community engagement and investor confidence.

For a comprehensive understanding of FCC and its integral role within the Fishcake ecosystem, please refer to the [Fishcake Tokenomics Whitepaper](#).

NFT Pass System

Fishcake introduces an innovative NFT Pass System, featuring Pro and Basic tiers, designed to enhance trust, engagement, and participation within the ecosystem. This system empowers both businesses and individuals with unique tools and benefits that promote meaningful interactions and reward contributions.

Functions and Purpose of The NFT Passes:

- **Create Verified NFT Profiles:**

Showcase your identity, whether as a business or an individual, with a verified NFT profile. It builds trust, encouraging users and customers to engage with your Fishcake campaigns confidently.

- **Stand Out with Premium Pass Ownership:**

Pro Pass owners receive premium labels, gaining priority visibility on the Fishcake platform, event lists, and ecosystem features. This ensures your campaigns attract more attention and engagement.

- **Mining Privileges for Real Contributors:**

The NFT Pass System integrates Fishcake Coin's robust mining mechanism, designed to reward valid NFT holders for their meaningful contributions. These verified users, particularly as event organizers, drive significant engagement within the ecosystem. By recognizing and appreciating their efforts, the system ensures that real contributors are incentivized and valued for fostering active participation and growth in the Fishcake community.

- **AI-Assisted Campaign Creation:**

NFT Pass holders will enjoy AI-powered assistance to design appealing events, craft engaging descriptions, and seamlessly launch campaigns. This feature simplifies the process for Web3 newcomers, enabling them to leverage non-middleman marketing benefits with ease.

- **Enhanced Loyalty Management:**

With blockchain integration, Fishcake will empower users to better manage loyalty programs. Upcoming SocialFi features will provide additional tools to connect, engage, and grow community relationships effectively.

Privileges:

- **Instant FCC Rewards:**

Upon minting, NFT holders receive instant minting rewards from the dedicated FCC Reward Pool (200 million FCC):

- Pro Pass: 1,000 FCC.
- Basic Pass: 100 FCC.
- Rewards will continue until the pool is fully distributed.

- **Premium Visibility:**

NFT Pass holders receive premium labels and gain priority visibility in Fishcake's event listings and platform features, boosting campaign engagement and exposure.

- **Mining Eligibility:**

Both tiers provide mining privileges for campaigns:

- Pro Pass: Double the mining rewards compared to Basic Pass holders.
- Mining rates and details are outlined in the Fishcake Tokenomics Whitepaper.

- **Collection Opportunities:**

As part of the Fishcake NFT ecosystem, pass holders can collect badges and other exclusive items in the future, further enhancing their profile and participation rewards.

- **Potential Benefits:**

- NFT Pass holders may access liquidity pool (LP) mining and staking benefits in future updates.
- Receive FCC token airdrops tied to event participation and ecosystem milestones.
- DAO voting right, and early access to features.

Active Period:

NFT Passes are active for 30 days in Fishcake ecosystem, during which holders are eligible for mining rewards and receive premium showcase placement on the Fishcake platform. After the active period ends, the NFT Passes are not burned and remain as collectible items, representing the holder's participation and contribution to the Fishcake ecosystem.

The Fishcake NFT Pass System is more than just a tool—it's your gateway to deeper community engagement, enhanced visibility, and a host of future-forward benefits that reward active participation and trust within the Fishcake ecosystem.

Operations and Architecture

Fishcake's ecosystem operates on a robust blockchain infrastructure, leveraging smart contracts to manage tokenized campaigns, ensure secure reward distribution, and maintain transparency throughout. Its user-friendly Web3 app streamlines onboarding, providing businesses (token distributors) and customers (token hunters) with a seamless and accessible gateway into the decentralized economy.

1. Fishcake Event Creation

- Define event goals and rewards: Event initiators specify campaign objectives, participant criteria, and tokenized reward structures.
- Detail event information: Provide key details such as event description, location (online/offline), and duration.
- Deposit reward pool: Securely deposit tokens into a dedicated, tokenized reward pool for distribution.

2. On-chain Integration

All event-related token and information is securely uploaded to the FishcakeEventManager Smart Contract, establishing an On-Chain Reward Pool for the event. This ensures transparency, trust, and immutability in reward distribution.

3. Event Broadcasting:

- Backend Monitoring: Fishcake's backend continuously tracks Fishcake Smart Contracts for new or updated events.
- Event Listing: Verified events are retrieved from the blockchain and displayed on the Fishcake App/dApp, making them discoverable by users.

4. User Engagement

- Campaign Discovery: Users browse active campaigns listed on the Fishcake app or dApp. Events initiated by NFT Pass holders are highlighted for enhanced credibility and trust.
- QR Code Generation: Upon selecting an event, the system generates a unique Claim QR Code tied to the user's wallet address.
- Participation: Users fulfill campaign conditions to qualify for reward claiming.

5. Reward Redemption

- Verification and Claim: At the event location (online or offline), users present their QR Code to the event initiator.
- Smart Contract Interaction: Event initiators verify participation, scan the code, and sign the transaction to release rewards.
- Direct Reward Distribution: Rewards are automatically transferred from the event token pool to the user's wallet.

6. Event Closure and Extra Rewards

Once the event concludes, additional functionalities ensure flexibility and incentivization for event runners:

- Event Closure: Event initiators can close the event and reclaim undistributed tokens from the reward pool.
- Mining Rewards: Events meeting specific mining criteria unlock extra FCC tokens for initiators.
- Pro NFT Pass Holders: Enjoy double mining rewards compared to Basic Pass holders, further incentivizing active campaign participation.

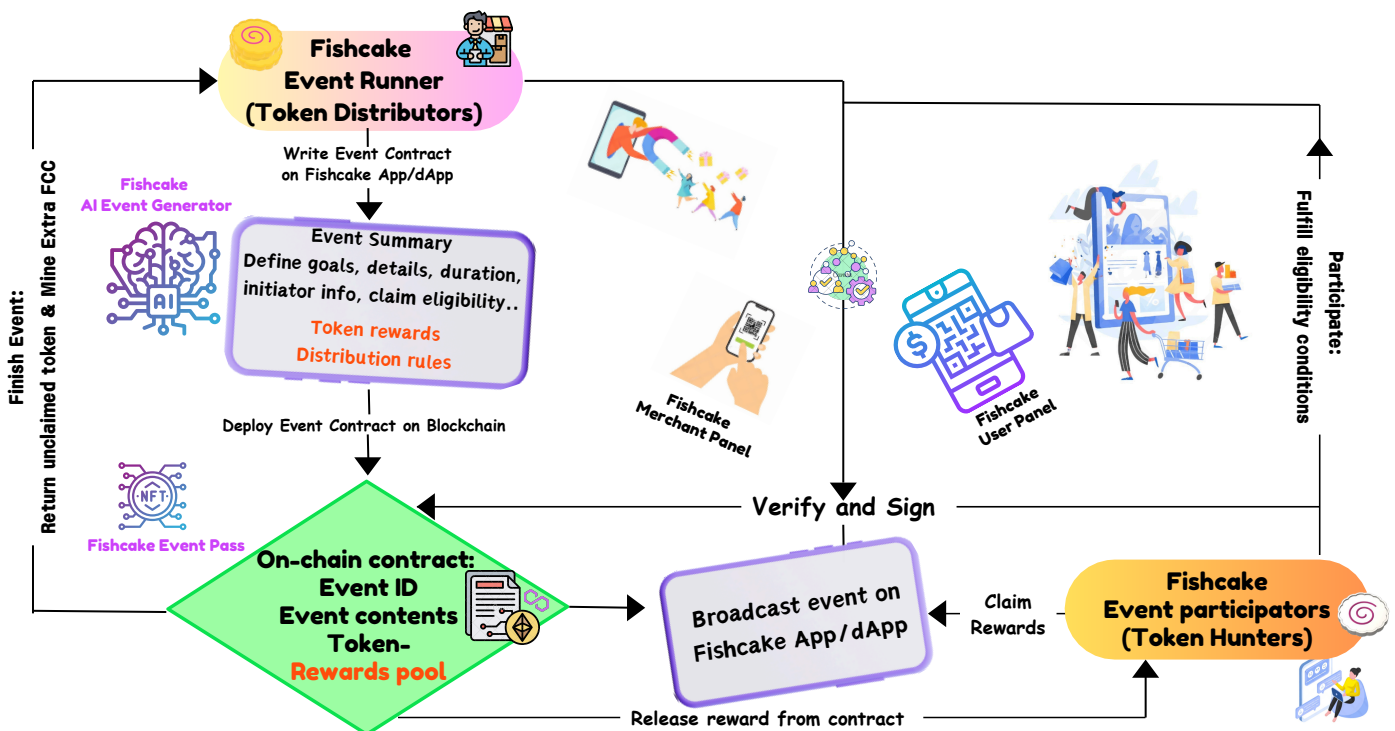


Figure 1: Fishcake Event Execution Architecture

Use Cases

For Businesses:

Unleash Web3 Marketing- Made easy for campaign organizers. Launch tokenized, incentive-based marketing campaigns with transparent and promising results, build loyalty in Fishcake coalition through tokenized rewards.

1. **Connect Web3:** Ditch the middlemen and unlock the power of non-intermediary Web3 marketing. Designed with newcomers in mind, Fishcake is your gateway to the blockchain. Set up your first crypto wallet on the Fishcake app in just seconds!
2. **Craft Your Campaign:** “Create Event” on Fishcake, add a unique campaign event, complete with engaging goals, rewarding incentives, and strategic engagement tactics. NFT holders have the privilege of accessing our AI-powered event generator.
3. **Take it On-Chain:** Your fully tokenized campaign will be securely uploaded to our robust FishcakeEventManager smart-contract, the on-chain event controller that guarantees rewarding transparency and credits for all.
4. **Cast Your Net Wide:** Seamlessly broadcast your campaign on the Fishcake "Treasure Map & list," effortlessly reaching your target audience. Share it directly or leverage Fishcake's community for even wider reach.
5. **Manage and track:** Operate and monitor the progress of your campaign, track reward distribution, and engage directly with your audience, all within the intuitive Fishcake dashboard. Track reward distribution in real-time, analyze engagement metrics, and maintain a direct connection with your audience—all with 100% transparency.
6. **Gain and Retain Customers Through Real Interactions:** Fishcake fosters genuine customer relationships through interactive campaigns, creating lifetime connections via instant on-chain engagement.
7. **Advanced Marketing and Loyalty Management:** Powered by blockchain and AI technologies, Fishcake delivers a cutting-edge ecosystem for marketing and loyalty management, designed to grow with your business.

For Customers/End-users:

Gateway web3 app for everyday people, discover local deals, participate in tokenized campaigns, earn crypto rewards through engaging daily commerce. Hunt and earn with Fishcake—designed for all Web3 users, offering seamless loyalty token management on a single platform.

1. Explore the Bounty: Dive into a diverse sea of tokenized rewards within the Fishcake app or dApp. Discover hidden treasures across businesses, events, and communities, offering exciting deals, unique rewards, and unforgettable experiences.
2. Set up your first crypto wallet on the Fishcake app to kickstart your rewarding Web3 journey.
3. Nail Your Rewards: Pick your perfect campaign and carefully review the campaign goals. Ensure the eligibility to claim your coveted rewards!
4. Set Sail for Rewards: Embark on your adventure! Participate in the chosen event and fulfill the specified campaign goals. Each action brings you closer to your reward.
5. Claim Your Bounty with a Scan: Share or present your event reward claiming QR code to the campaign runner. Let them verify your completion and unlock your treasure.
6. Transparent & Secure Rewards: Rest assured, your reward distribution is managed by a meticulously audited smart contract, acting as the on-chain event controller. Transparency and security go hand-in-hand on Fishcake.
7. Track Your Treasure: Your earned rewards seamlessly synchronize with your wallet and integrate with Fishcake's blockchain scanner, giving users real-time access to their rewards.
8. Redefining Rewards Management

Fishcake revolutionizes loyalty programs by offering an innovative, blockchain-based reward management system and a unified Web3 loyalty token, Fishcake Coin (FCC). This system is underpinned by immutable and transparent tracking mechanisms. Say goodbye to outdated plastic point cards, reducing waste while fostering an eco-conscious ecosystem.

Roadmap

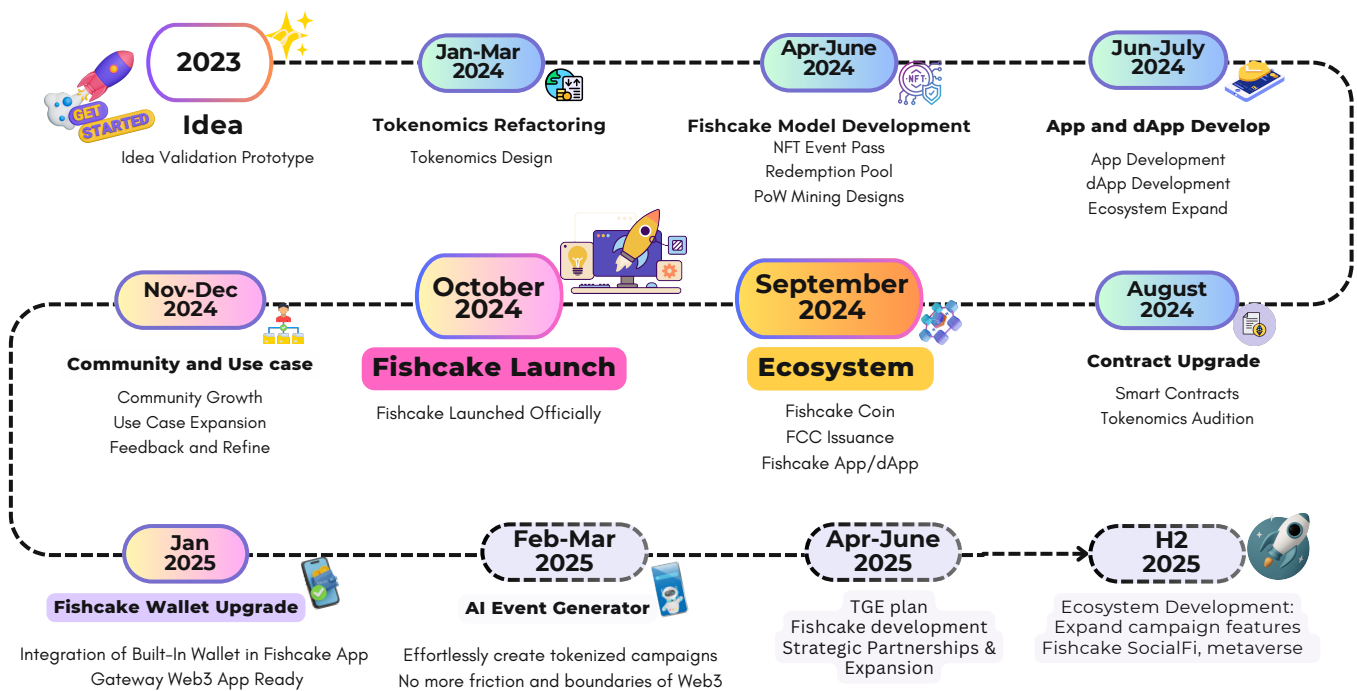


Figure 2: Fishcake Roadmap and Milestones

Dive Deeper

- Official:
 - Fishcake Official-site: www.fishcake.org
 - Fishcake dApp: www.fishcake.io
 - Fishcake App:
 - [Fishcake Android](#)
 - [Fishcake Apple](#)
- Community:
 - Discord- <https://discord.gg/hbHBW5Jq2s>
 - X- https://x.com/fishcake_labs
 - Telegram- https://t.me/fishcake_labs
 - TG Announcement: https://t.me/fishcake_official
 - Youtube- https://www.youtube.com/@Fishcake_labs
- Fishcake Whitepapers and sources:
 - <https://github.com/FishcakeLab/Fishcake-Tokenomics.git>
- Get Fishcake Coin:

(Official contracts, with no guarantee of the best market price):

<https://www.fishcake.io/buy-token>

Conclusion

Fishcake is on a mission to break down barriers and make Web3 accessible, seamless, and truly rewarding for businesses and individuals alike. By providing a tangible, real-world use case for blockchain technology in daily commerce, we aim to dissolve skepticism and make Web3 a practical tool rather than a distant concept. Our user-friendly platform empowers businesses and everyday users to navigate Web3 effortlessly, bringing fresh energy and new participants into the blockchain ecosystem. At its core, Fishcake solves the friction that often arises between businesses and customers when exchanging value beyond traditional transactions. Whether through innovative engagement strategies, tip/payment solutions, or incentive-based marketing, Fishcake ensures that businesses can connect with their audience directly—without the need for costly middlemen.

Through Fishcake's AI-driven automation and tokenized marketing protocols on the blockchain, Fishcake provides a frictionless experience for launching and managing campaigns. Businesses of all sizes can now transparently and efficiently scale their reach, attract customers, and foster lifelong loyalty—all while maintaining trust and security in every interaction. Our unique model strengthens community engagement by turning customer participation into a meaningful and rewarding experience.

Fishcake stands apart from most blockchain projects due to its real-world applications in commerce. Beyond this, we have designed a holistic, innovative ecosystem to support our long-term vision:

- FCC (Fishcake Coin) serves as the lifeblood of the ecosystem, designed with robust Tokenomics that ensure sustainability and prosperity.
- NFT Pass & Redemption Pool work together to provide stability, engagement incentives, and fair opportunities for all participants.
- PoW-inspired mining encourage adoption, making every campaign interaction meaningful while allowing all stakeholders to share in the ecosystem's growth.

From its inception, Fishcake has been driven by a clear objective: to help businesses and individuals prosper in the decentralized economy. Looking ahead, we plan to expand our ecosystem with enhanced event and loyalty campaign features, diverse reward formats (customized tokens/NFTs), and on-chain ticket sales. Additionally, we envision integrating SocialFi, GameFi, and a Fishcake Digital Twin Metaverse, elevating engagement and community interaction to unprecedented levels.

Join the Fishcake Movement

Fishcake is more than just a platform—it is a movement shaping the future of decentralized commerce. We invite you to spread our vision, philosophy, and values as we redefine how businesses and individuals tokenize engagement in a fair, direct, and transparent economy.

Stay updated on our latest developments, innovations, and community growth. Join the Fishcake family today and be a part of the future of Web3 marketing!

Fishcake-Making Token Values Real!