

Fishcake

Tokenomics Whitepaper

PRESENTED BY

Fishcake Labs



Fishcake

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Fishcake Introduction:

Fishcake is a revolutionary Web3 app/dApp dedicated to tokenizing real-life engagements.

Fishcake platform empowers businesses, organizations, events, and individuals to seamlessly launch tokenized, incentive-based campaigns (events) on the blockchain. By eliminating intermediaries and leveraging blockchain and AI technologies, Fishcake fosters direct, transparent connections between event organizers and their audiences, providing an intuitive, engaging platform and ecosystem for all.

Vision: Fishcake aims to be the gateway for everyday people to engage with web3 economy. 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.

Mission: 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.

For more details about the project, please refer to the *Fishcake Project Whitepaper*.

Fishcake Coin (FCC)

At the core of the Fishcake ecosystem lies the ***Fishcake Coin (FCC)***, a unified Web3 marketing and loyalty token that bridges Real-World Assets (RWA) such as marketing budgets, coupons, loyalty points, tickets, goods, services, and even tips from daily business interactions.

FCC powers the Fishcake ecosystem, enabling seamless on-chain interactions and fostering scalable engagement to build a thriving community rooted in loyalty and trust. As the cornerstone of the Fishcake affiliate network, FCC transforms traditional marketing and reward systems into a transparent, efficient, and interoperable blockchain-based ecosystem, revolutionizing how businesses incentivize participation and how customers manage loyalty rewards. This empowers businesses to tokenize real-world value while providing consumers with a versatile, tangible rewards experience that redefines engagement in everyday commerce.

In addition to FCC's tangible utilities, its pioneering Tokenomics design—featuring burn-to-redeem and PoW mining mechanisms—empowers every FCC holder to share in the platform's financial success. This turns holders into true Fishcake DAO stakeholders, ensuring a transparent, sustainable, and prosperous future for the ecosystem.

What This Whitepaper Covers

This whitepaper delves into the foundational principles of the Fishcake Coin (FCC) economic model, offering a comprehensive guide for the Fishcake community, users, investors, and Tokenomics researchers.

FCC Allocation

Total Supply:

The total supply of Fishcake Coin (FCC), the ecosystem native token of Fishcake, is capped at **1 billion**, with no additional issuance.

Fishcake Coin (FCC) Polygon contract address-

[0x84eBc138F4Ab844A3050a6059763D269dC9951c6](#)

Allocation:

A remarkable 80% of the total FCC supply is directly allocated to contract-managed pools upon deployment, ensuring a transparent and fair token management process while promoting sustainable value creation. This allocation further supports native Proof-of-Work (PoW) mining mechanisms, designed to incentivize active contributions from ecosystem participants, thereby fostering meaningful engagement and bolstering the Fishcake ecosystem's growth and vitality.

The remaining 20% is governed by the Fishcake DAO—with 10% allocated to the ecosystem and 10% to the foundation. This DAO-driven management ensures long-term success by empowering the community to shape the platform's future, fostering innovation, and maintaining the ecosystem's stability.

Allocation breakdown:

1. Mining Pool: 30% -- 300million FCC

Managed by FishcakeEventManager smart contract.

Deployed on Polygon-

[0x2CAF752814f244b3778e30c27051cc6B45CB1fc9](#)

This allocation dedicated to incentivizing event/campaign runners on Fishcake, fostering growth and participation within the ecosystem. For a detailed explanation of the mining mechanism, refer to the FCC mining section on page 10.

2. DirectSale Pool: 20% -- 200million FCC

DirectSale smart contract deployed on Polygon-

[0xF71C97C9C6B2133A0Cb5c3ED4CC6eFe5e1BC534C](#)

1FCC=0.1 USDT

100% of the USDT funded through Directsale proceeds directly allocated to the Fishcake Redemption Pool.

(*No group or individual directly benefits from this allocation)

The FCC-Stablecoin pairs in Redemption Pool provides a burn-to-redeem mechanism for FCC holders, underpins the inherent value of FCC and offers a sustainable token economy. For more details, refer to the Redemption Pool section on page 8.

3. Investor Sale Pool: 10% -- 100 million FCC

Tier 1 Investor Sale:

Minimum purchase of 100,000 and up USDT

1 FCC = 0.06 USDT

Tier 2 Investor Sale:

Minimum purchase of 10,000--99,999 USDT

1 FCC = 0.07 USDT

Tier 3 Investor Sale:

Minimum purchase of 5,000--9,999 USDT

1 FCC = 0.08 USDT

Tier 4 Investor Sale:

Minimum purchase of 1,000--4,999 USDT

1 FCC = 0.09 USDT

50% of the USDT funded from investor pool are allocated directly to the Fishcake Redemption Pool through the InvestorSalePool smart contract:

Deployed on Polygon-

[0x9dA9d48c3b1CB9B8c4AE3c195a6Bee5BAaa5314A](#)

The investor pool designed to inspire early adopters, encouraging their participation in Fishcake's vision. It also provides crucial funding to support Fishcake's growth, laying the groundwork for long-term prosperity. By empowering the community of initial supporters, this pool not only ensures financial stability during the early stages but also fosters a committed network of contributors dedicated to the platform's ongoing success.

4. NFT-Minter Mining Pool: 20% -- 200million FCC

Supports early NFT Pass minters in the Fishcake ecosystem.

1 Fishcake Pro NFT mint—1000 FCC instant reward (until rewarding pool drain)

1 Fishcake Basic NFT mint—100 FCC instant reward (until rewarding pool drain)

75% of all-time NFT sales earnings in USDT will be allocated directly to the Redemption Pool through the NFTManager smart contract, enabling FCC holders to share in lifetime dividends derived from every Fishcake revenue stream.

Deployed on Polygon-

[0x2F2Cb24BaB1b6E2353EF6246a2Ea4ce50487008B](#)

5. Ecosystem Pool: 10% -- 100million FCC

Early adopters, community members, ecosystem contributors, liquidity...

Deployed on Polygon-

[0x5dF1FF21Fb4078F64d6Ae8B515C674FD127CE6FC](#)

6. Fishcake Foundation: 10% -- 300million FCC

Dedicated to ecosystem development and sustainability.

Deployed on Polygon-

[0x6e8f7817388053ed90825baa6C244E1264921cf5](#)

Redemption Pool (FCC to USDT)

A key feature of the Fishcake Economic Model is the Redemption Pool design, dedicated to sustaining value and sharing Prosperity.

Redemption Pool Polygon Address-

[0x036423643CEB603B7aff40A05627F09C04b9897E](#)

The redemption pool establishes benchmarks for the value of FCC by pegging it to a more liquid and stable cryptocurrency asset, the stablecoin-USDT. FCC token holders can burn their FCCs, in return, obtain USDT directly from the redemption pool. As aforementioned, the stablecoins in the redemption pool replenishing from various sources, including 100% of the proceeds from the DirectSale, 50% of the proceeds from the InvestorSale, 75% of the proceeds from the all-time sales of NFT passes, and portion of all future fishcake's revenue streams.

The redemption pool is subject to a 1095-day lock period since contract deployment, unlocks time will be September 8, 2027, 10:37:15 AM GMT (Unlock timestamp 1820399835 uint256), Once the USDT tokens are unlocked, FCC holders can burn their FCC tokens in exchange for the stablecoins.

The exchange rate, i.e., USDT per FCC (v_t for transactions $t= 0, 1, 2, \dots, T$), depends on the current total quantity of FCC in circulation (x_t^F), the total number of FCC tokens previously burnt ($x_t^{F_b}$) and the volume of current USDT (x_t^U) in the Redemption pool.

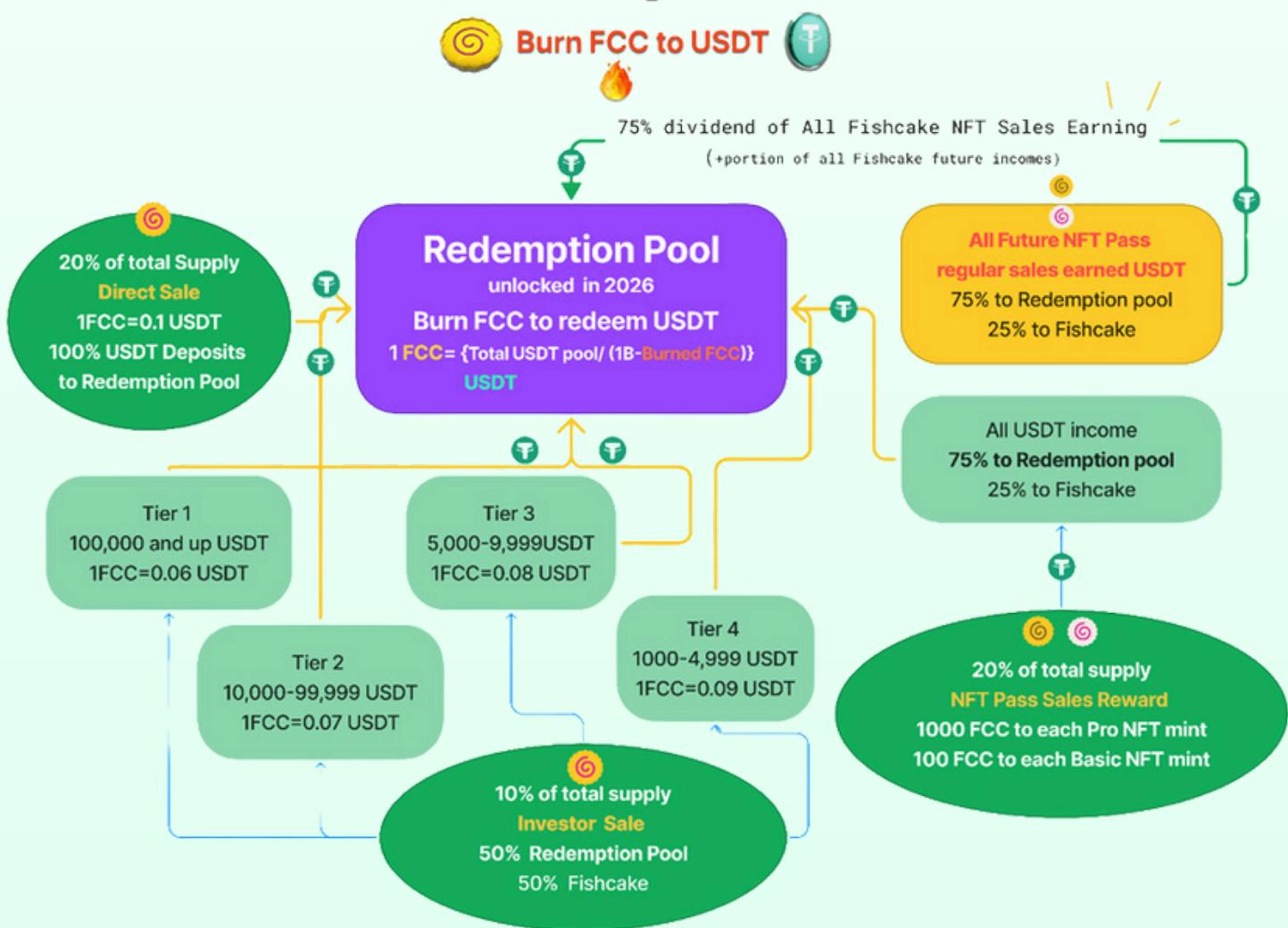
Specifically, the conversion rule is designed as follows:

$$v_t = \frac{x_t^U}{x_t^F} = \frac{x_t^U}{10^9 - x_t^{F_b}}$$

Annotation:

The redemption mechanism for FCC requires tokens to be burnt, reducing the total supply in circulation. This deflationary approach helps maintain token value stability over time and rewards long-term holders. By decreasing the total supply of FCC through burning, the system creates upward pressure on value, ensuring both short-term utility and long-term growth potential for token holders. This mechanism also aligns with the platform's commitment to fostering a sustainable and thriving economic ecosystem.

FCC Redemption Pool:



PoW Mining Pool (FCC Mining):

The Proof-of-Work (PoW) mining mechanism of the Bitcoin blockchain is a critical design element that has played an essential role in its success. By incentivizing real ecosystem contributors (validators), PoW ensures fairness, decentralization, and alignment of interests.

Fishcake Coin (FCC) leverages the advantages of PoW mining while innovatively redefining “**work**” within the Fishcake ecosystem. This approach is a foundational element of the Fishcake tokenomics design, serving as a critical driver of early-stage adoption and growth.

Fishcake's Proof-of-Work (PoW) mechanism reimagines the traditional role of contributors in blockchain ecosystems. Instead of focusing on validators securing the network, Fishcake transitions contributors into “**distributors**”—individuals who complete successful *Fishcake events*. This innovative approach aligns with Fishcake's core functionality: distributing token rewards to incentivize real-life engagements.

Unlike conventional PoW systems, where computational power validates transactions, Fishcake defines “**work**” as successfully creating and executing FCC-based events that engage participants meaningfully. By doing so, the platform rewards users who drive real-world interactions, ensuring tokens are distributed to those who contribute directly to ecosystem growth and community activity.

This shift from validator to **distributor** is a pivotal design that underpins Fishcake's mission of merging blockchain technology with real-world engagement. It ensures that token rewards are earned through tangible contributions, fostering trust, collaboration, and a vibrant ecosystem.

*The Fishcake PoW mining pool is managed directly through FishcakeEventManager smart contract. Polygon contract address:
[0x2CAF752814f244b3778e30c27051cc6B45CB1fc9](https://polygonscan.com/address/0x2CAF752814f244b3778e30c27051cc6B45CB1fc9)*

Mining role:

To successfully mine FCC from the pool, “distributors” must meet the following requirements:

- Successfully Run an FCC-Based Event: The event must be conducted on the Fishcake platform and demonstrate valid, actual interactions with participants.
- Hold a Valid NFT Event Pass: The user must possess an active NFT-Fishcake Event Pass (Pro or Basic) at the time of completing/finishing the event.

Mining Structure:

Holders of FCC tokens have the capability to initiate Fishcake events by establishing a pre-specified FCC reward pool. These events enable the distribution of FCC tokens to participants based on predefined engagement criteria encoded within the event's smart contract. This ensures transparency, fairness, and alignment with the campaign's objectives.

Upon the successful conclusion of an event, the event runner becomes eligible to mine additional FCC tokens from the mining pool. The quantity of mined tokens, denoted as (m_k) , following the k -th event, for $k = 1, 2, \dots, K$, is determined by the Fishcake's dynamic mining mechanism, which factors in key variables such as:

- The NFT pass tier held by the organizer: ($u \in \{Basic, Pro\}$)
- The size of the event's effective FCC pool refers to the actual total amount of FCC distributed upon the event's completion: (s_k)
- The attendee count refers to the total number of distributions made: (a_k)
- The cumulative number of FCC tokens mined up to the previous event: ($m_{k-1} \in [0, 3 \times 10^6]$)



Mining Equation:

The quantity of FCC tokens mined for each event (m_k) is calculated using a predefined formula that ensures fair and proportional rewards based on the event's outcomes and engagement levels. The formula is as follows:

$$m_k = r_{u,m_{k-1}} \times \min\{a_k, 20 \times s_k\}$$

where $(r_{u,m_{k-1}})$ is the mining rate depending on the tier of NFT pass (u) and total previously mined FCC quantity (m_{k-1}). The specific value of $(r_{u,m_{k-1}})$ is given by the grid as following:

NFT Pass (u)	$0 \leq m_{k-1} \leq 30$			
$u = Pro$	0.5	0.4	0.2	0.1
$u = Basic$	0.25	0.2	0.1	0.05

Total mined FCC Quantity (m_{k-1} million)

Annotation:

The Fishcake mining mechanism incorporates a 24-hour cooldown period, allowing NFT pass holders to mine FCC once per day, with caps of 240 FCC for Pro NFT holders and 24 FCC for Basic NFT holders. This design serves multiple purposes critical to the ecosystem's integrity and sustainability, ensuring transparency, equity, and fostering the prosperous growth of the Fishcake Web3 ecosystem.



Key innovation and benefits of FCC

- **Guaranteed Value:**

01 The Redemption Pool ensures a floor price for FCC, mitigating market volatility and providing holders with stability.

- **Dividends from Platform Success:**

02 FCC holders share in a portion of Fishcake's all-time sales revenue through the Redemption Pool, directly benefiting from the platform's growth.

- **PoW Mining:**

03 Eligible Fishcake event runners can actively earn FCC through campaign operations, providing rewards for their contributions to the ecosystem.

- **Governance Rights:**

04 Fishcake is committed to establishing a true DAO (Decentralized Autonomous Organization) over the long term, ensuring all FCC holders have a voice in the ecosystem's development and direction.

Conclusion:

Fishcake's Tokenomics are designed to create a sustainable and thriving ecosystem that benefits all stakeholders. By ensuring token value, incentivizing participation, and fostering shared success, FCC becomes the lifeblood of Fishcake, powering a future of decentralized commerce built on trust and engagement. This whitepaper serves as a high-level overview. We encourage the community to stay tuned for further details regarding specific implementation timelines, governance mechanisms, and future developments. Let's build a brighter web3 future for marketing and communities with Fishcake!

Together, we **make token values real!**