Fishcake

Tokenomics Whitepaper

PRESENTED BY

Fishcake Labs

Fishcake

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Fishcake Introduction:

Fishcake is a revolutionary Web3 application (App/dApp) dedicated to tokenizing real-life engagements.
Fishcake platform empowers businesses, organizations, events, and individuals to seamlessly launch tokenized, incentive-based campaigns (Fishcake events) on the blockchain. By eliminating intermediaries and leveraging blockchain and AI technologies, Fishcake fosters direct, transparent connections between between campaign runners and participants, 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 interact with blockchain technology in a tangible and rewarding way—earning and managing real-world rewards while contributing to a future of decentralized, meaningful engagement.

Mission: To bring the benefits of Web3 to the masses—one tokenized engagement at a time—and to build a holistic, enduring, and mutually rewarding Fishcake ecosystem that empowers both businesses and everyday people.

For more details about the project, please refer to the [*Fishcake Project Introdution].*

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 coalition 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 token contract - 0x84eBc138F4Ab844A3050a6059763D269dC9951c6

Allocation:

A substantial 70% of the total Fishcake Coin (FCC) supply is allocated directly to contract-managed pools upon deployment, ensuring transparent, automated, and fair token distribution while fostering long-term value creation within the ecosystem.

This allocation supports early NFT Pass minters with additional FCC rewards and grants access to Fishcake's native Proof-of-Work (PoW) mining mechanism, which incentivizes verified event creation and successful campaign completion. A dedicated Proof-of-Stake (PoS) reward pool provides passive returns to FCC holders, promoting long-term commitment and ecosystem stability. Meanwhile, the investment pool enables strategic capital inflow and reinforces FCC's deflationary model through scarcity and utility-driven mechanics.

The remaining 30% of FCC supply is governed by the Fishcake DAO, with balanced allocations to the ecosystem, foundation, and reserve. These allocations support liquidity provisioning, ecosystem growth, platform development, and long-term stability—while empowering the community to participate in governance and shape the platform's future.

Allocation breakdown:

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

Managed by Fishcake_controller smart contract.

Deployed on Polygon-0x2CAf752814f244b3778e30c27051cc6B45CB1fc9

This allocation dedicated to incentivizing verified 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.NFT-Minter Rewards Pool: 20% -- 200million FCC

Managed by Fishcake NFT_manager smart contract.

Deployed on Polygon- *0x2F2Cb24BaB1b6E2353EF6246a2Ea4ce50487008B*

Supports early NFT Pass minters, who are granted mining privileges within the Fishcake ecosystem.

Pass Tier	NFT	Price	FCC Reward
Pro		**80 USDT**	**1000 FCC**
Basic		**8 USDT**	**100 FCC**

50% of all-time NFT sales earnings in USDT will be allocated directly to the ***Redemption Pool*** *(page 10)* through the NFT_Manager smart contract, enabling FCC holders to share in lifetime dividends derived from every Fishcake revenue stream.

3. PoS Staking Pool: 10% -- 100million FCC

Managed by Fishcake_staking smart contract.

Deployed on Polygon-Developing

This allocation is dedicated to incentivizing long-term holders and active participants within the Fishcake ecosystem. By staking FCC, users not only earn sustainable returns but also demonstrate confidence in the platform's growth. This mechanism enhances token stability, reduces market circulation, and aligns user incentives with the long-term success of Fishcake. Through flexible lock-up terms and **FCC staking-booster NFTs** , staking empowers the community to participate in a decentralized, value-sharing economy.

(Reference: See *[Fishcake Enseentials – Staking Section]* for full staking booster NFT acquisition and APR enhancing details.)

- Staking Options and APR:

Users can lock their FCC for fixed terms and earn Annual Percentage Rewards (APR), with halving scheduled in 2026 to ensure long-term sustainability:

Lock period	**APR (Halving after 2025)**
30 days	3%
60 days	6%
90 days	9%
180 days	15%

- Auto-Renewal with Compounding:

Users can manually renew their lock-up period during the staking term. When renewed, both principal and interest (FCC earned) will be compounded and automatically staked under the same term.

4. Investor Pool: 10% -- 100million FCC

Tier	Price	Criteria
1	0.06 USDT/FCC	Minimum purchase of 100,000 and up
2	0.07 USDT/FCC	Minimum purchase of 10,000–99,999 USDT
3	0.08 USDT/FCC	Minimum purchase of 5,000--9,999 USDT
4	0.09 USDT/FCC	Minimum purchase of 1,000--4,999 USDT

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.

50% of the USDT funded from investor pool are allocated directly to the Fishcake *Redemption Pool* through the Fishcake Investor_sales smart contract:
Deployed on Polygon- 0x9dA9d48c3b1CB9B8c4AE3c195a6Bee5BAaa5314A

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

Deployed on Polygon-0x5dF1FF21Fb4078F64d6Ae8B515C674FD127CE6FC

To support the sustainable growth and early-stage expansion of the Fishcake ecosystem.

This pool is reserved for strategic initiatives aimed at fostering community growth, ecosystem engagement, and network effects. Allocation areas include:

- Early Adopter Incentives: Rewards for the first wave of users who engage with the platform and provide foundational support.
- Ecosystem Contributor Rewards: Tokens granted to developers, marketers, and active community members who add value to Fishcake.
- Initial DEX Liquidity Provision: Ensures sufficient liquidity for trading FCC on decentralized exchanges during the early phase.
- New User Onboarding: Incentives for wallet registration, contract interactions, and user education campaigns.
- Event Collaboration & Grants: Funding for strategic partnerships, hackathons, and promotional events that grow the Fishcake brand and user base.
- Partnership Programs: FCC rewards for integrations and alliances that expand utility and adoption of Fishcake across Web3.

This pool is a flexible mechanism to ensure the healthy expansion and decentralized development of the Fishcake ecosystem in its formative stages.

6. Fishcake Foundation — 10% (100 Million FCC)

The Fishcake Foundation allocation is dedicated to ecosystem development, sustainability, and revenue model completion.

Wallet Address: 0x6e8f7817388053ed90825baa6C244E1264921cf5

Key areas of focus include:

- R&D and continuous platform upgrades to enhance user experience and system security.
- Development of AI tools, Social-Fi & GameFi, completing Fishcake's multi-layered ecosystem.
- Revenue model innovation, ensuring long-term platform profitability and value capture.
- Governance tooling, infrastructure optimization, and community engagement support.

This allocation enables Fishcake to remain innovative, sustainable, and community-driven as it scales.

7. Fishcake Reserve — 10% (100 Million FCC)

The Reserve is a strategic fund to support ecosystem stability, growth, and adaptability over time.

Wallet Address: 0x6e8f7817388053ed90825baa6C244E1264921cf5

Use cases include:

- Future mining/staking or other incentives as needed
- Marketing & user acquisition
- Exchange listings & liquidity
- Security, audits, and risk management
- Cross-chain expansion & DAO bootstrapping

This reserve ensures Fishcake has the flexibility and resilience to scale securely in a dynamic Web3 landscape.

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 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, 50% of the proceeds from the all-time sales of NFT passes minting, 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.

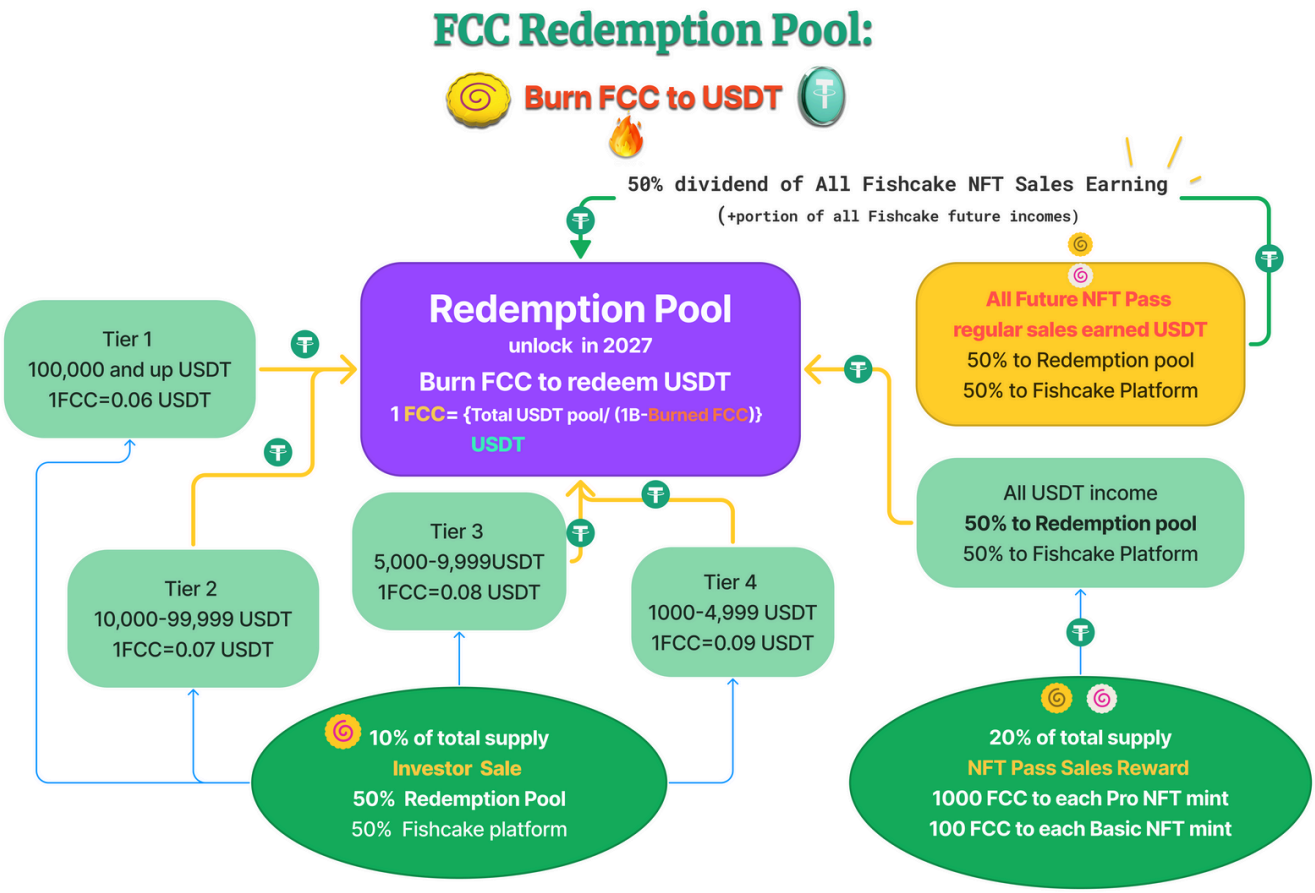
The exchange rate, i.e., USDT per FCC-- (v_t^F for transactions $t = 0, 1, 2, \ldots, T$), depends on the current total quantity of FCC in circulation (x_t^F), the total number of FCC tokens previously burnt ($x_t^{F_b}$) and the volume of current USDT (x_t^U) in the Redemption pool.

Specifically, the conversion rule is designed as follows:

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

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.



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 Fishcake Event_controller smart contract.
Polygon contract 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 $k = 1, 2, \ldots, K$, 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: (F_k)
- The attendee count refers to the total number of distributions made: (C_k)
- The cumulative number of FCC tokens mined up to the previous event: $(m_{k-1} \in [0, 3 \times 10^6])$, with $m_0 = 0$

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:

$$m_k = R \times min\{C_k, 20 \times F_k\}$$

Where $R = (r_{u,m_{k-1}})$ is the mining rate depending on the tier of NFT pass (u) and total previously mined FCC quantity (m_{k-1}) .

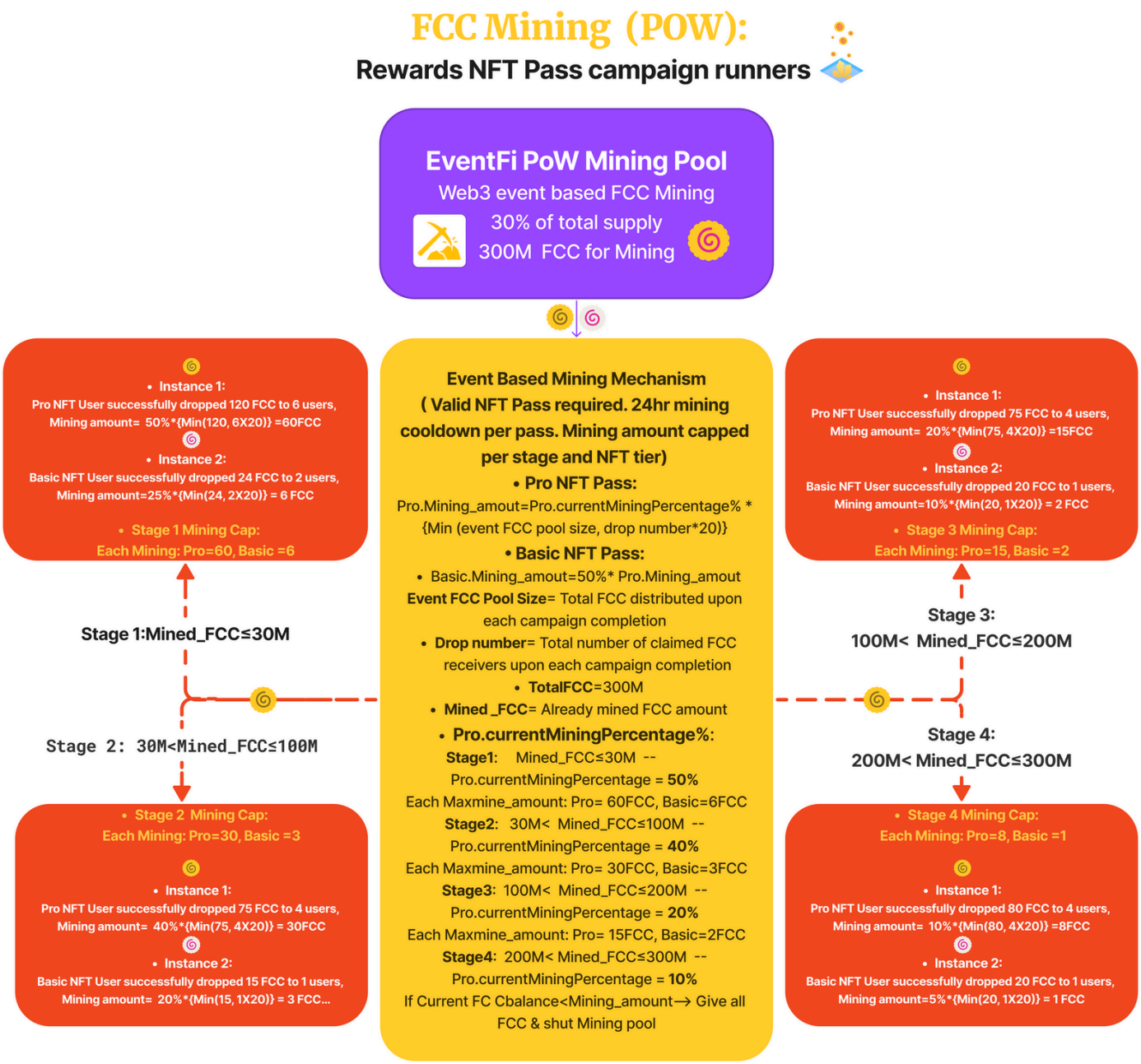
Annotation: The Fishcake mining mechanism incorporates a **24-hour cooldown period**, allowing NFT pass holders to mine FCC once per day, with each **mining amount caped** as $M = (m_{u,m_{k-1}})$ per stage and NFT tier.

The specific value of R and M is given by the grid as following:

NFT pass (u)	R/M	$0 < m_{k-1} \leqslant 30$	$30 < m_{k-1} \leqslant 100$	$100 < m_{k-1} \leqslant 200$	$200 < m_{k-1} \leqslant 300$
$u = Pro$	R	0.5	0.4	0.2	0.1
	M	60	30	15	8
$u = Basic$	R	0.25	0.2	0.1	0.05
	M	6	3	2	1
Total mined FCC Quantity $(m_{k-1} million)$					

This Mining 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.

FCC Mining: Breakdown & Scenarios



Key innovations and benefits of **FCC**

Intuitive Utility & Real-World Use:
FCC fuels campaigns, incentivizes engagement, and enables tokenized value transfer in daily commerce – making it accessible and practical for both businesses and users in everyday, rewards-driven scenarios.

Holistic Ecosystem Design:
The FCC token model promotes fair allocation and broad ecosystem participation through:

- Transparent token distribution and contracted release
- Inherent incentive mechanisms embedded in usage
- Real-world, scenario-based utility
- AI-powered and gamified reward experiences

Guaranteed Value: Redemption Pool
A defining feature of FCC is the Redemption Pool, which backs each token with USDT to ensure a floor price, mitigating market volatility and offering holders financial security.
Additionally, FCC holders are entitled to a share of Fishcake's all-time revenue via this pool – transforming users into real stakeholders of the platform's success.

PoW + PoS Hybrid Incentives

- Proof-of-Work (PoW): Verified event runners earn FCC through campaign execution and community engagement.
- Proof-of-Stake (PoS): FCC holders can stake their tokens for passive returns, supporting ecosystem security and encouraging long-term commitment.

Governance Rights
Fishcake is committed to evolving into a fully decentralized DAO. FCC holders will be empowered to participate in platform governance – shaping protocol upgrades, treasury allocations, and the future direction of the ecosystem.

Conclusion:

Fishcake's Tokenomics is 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 by tokenizing everyday moments with Fishcake — together, we **make token values real!**