

Fishcake Labs



June 2025

Executive Summary:

Fishcake is a Web3 initiative focused on building an inclusive ecosystem where everyday individuals can effortlessly engage in the decentralized economy through daily activities. It introduces a groundbreaking Web3 app/dApp dedicated to tokenizing real-life engagement in everyday commerce. By transforming routine interactions between businesses and customers into tokenized experiences, Fishcake fosters meaningful connections, drives participation, and builds lasting 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 a Web3 incentive-based marketing platform, building an on-chain reward and loyalty ecosystem that transforms how real-world engagement syncs with digital assets. By combining the transparency of blockchain with AI-enhanced usability, Fishcake empowers users to effortlessly launch tokenized, reward-driven campaigns that incentivize participation and build meaningful on-chain relationships.

At its core functionality, Fishcake removes intermediaries, enabling users to directly create and manage smart contract-powered campaigns through an intuitive interface. Whether the goal is to boost visibility, promote products and events, grow an on-chain community, drive local engagement, or onboard users to Web3 with enhanced loyalty programs—Fishcake provides the tools for merchants and organizers to design interactive reward mechanisms that distribute Stablecoins or Fishcake Coin (FCC) to participants with ease.

At the heart of the ecosystem is Fishcake Coin (FCC)—a unified Web3 marketing and loyalty token designed to drive engagement, reward participation, and share in the platform's success. FCC's innovative Tokenomics model ensures long-term stability and fairness, incentivizing contributors while supporting sustainable ecosystem growth. With a capped supply, a USDT-backed redemption pool to anchor its value, and hybrid PoW/PoS reward mechanisms for active participants, FCC functions as the lifeblood of the Fishcake economy.

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 evolving AI tools embedded into the platform, Fishcake is empowering event organizers to design more effective tokenized campaigns and seamlessly guide users through 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 & GameFi 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, 70% 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 30% 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:**

The Fishcake redemption pool guarantees a minimum floor price for FCC, independent of any DEX or CEX, it's fully backed by USDT on-chain and reflects the reliability of the Fishcake ecosystem. 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 “Fishcake Events”, 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-Event 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:**

NFT 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 "Fishcake event runner", 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 tokenization 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.





NFT Badge System

The **FCC Staking Booster NFT** is a newly introduced mechanism within the Fishcake NFT Badge System. It enhances user rewards by linking NFT badge ownership to *FCC staking* performance. This new NFT system is more than collectibles - it adds gamification, reward-tiering, and user recognition into the staking experience by leveraging NFT badge ownership to boost APRs.

Staking Booster NFTs are automatically minted and distributed monthly to qualified users based on their mining contributions as recorded on the Fishcake Leaderboard. In the Fishcake ecosystem, active NFT Pass holders are recognized as ecosystem miners, earning FCC by initiating and running FCC-based campaigns that engage real users.

- Note: For more details on Booster NFT minting and distribution logic, please refer to the [*Fishcake Essentials - Leaderboard section*](#).

The boosters NFTs are categorized into four tiers, each with distinct mining thresholds and corresponding APR enhancements. This encourages consistent contribution and adds a layer of prestige and strategic planning to staking.

Tier	NFT Name	APR Boost	Distribute criteria (Minimum monthly FCC mining)
Tier 1	Legendary Tuna 	+20%	1600 FCC +
Tier 2	Epic Salmon 	+15%	1000 FCC +
Tier 3	Rare Shrimp 	9%	160 FCC +
Tier 4	Uncommon Fishcake 	5%	100 FCC +

Mechanics and Features:

- **Automatic Monthly Distribution:** Booster NFTs are automatically minted and distributed to users who meet defined mining thresholds based on their campaign performance and ranking on the monthly leaderboard.
- **Performance-Based Tier System:** Booster NFTs are categorized into four tiers, each corresponding to a different level of mining activity. Each tier provides a specific APR boost when applied to staking.
- **APR Enhancement Utility:** Users can apply their Booster NFT to a locked FCC staking session to receive a temporary increase in APR, rewarding their ecosystem contribution.
- **Single-Use Per Lock Period:** Each Booster NFT can only be applied once per staking lock-in. After the lock period ends, the NFT is permanently marked as used.
- **Evolving Parameters:** Both the distribution thresholds and APR boost percentages are subject to adjustment over time to maintain ecosystem balance and encourage ongoing engagement. (The APR boost rate for each tier will be halved after 2025.)

This system not only rewards active contributors but also deepens the integration between Fishcake's mining, staking, and NFT identity layers—further reinforcing our commitment to making token utility meaningful and engaging.

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 future distribution.

2. On-chain Integration

All event-related token and information is securely deployed to the Fishcake_controller 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 event runner.
- Pro NFT Pass Holders: Enjoy double mining rewards compared to Basic Pass holders, further incentivizing active campaign participation.

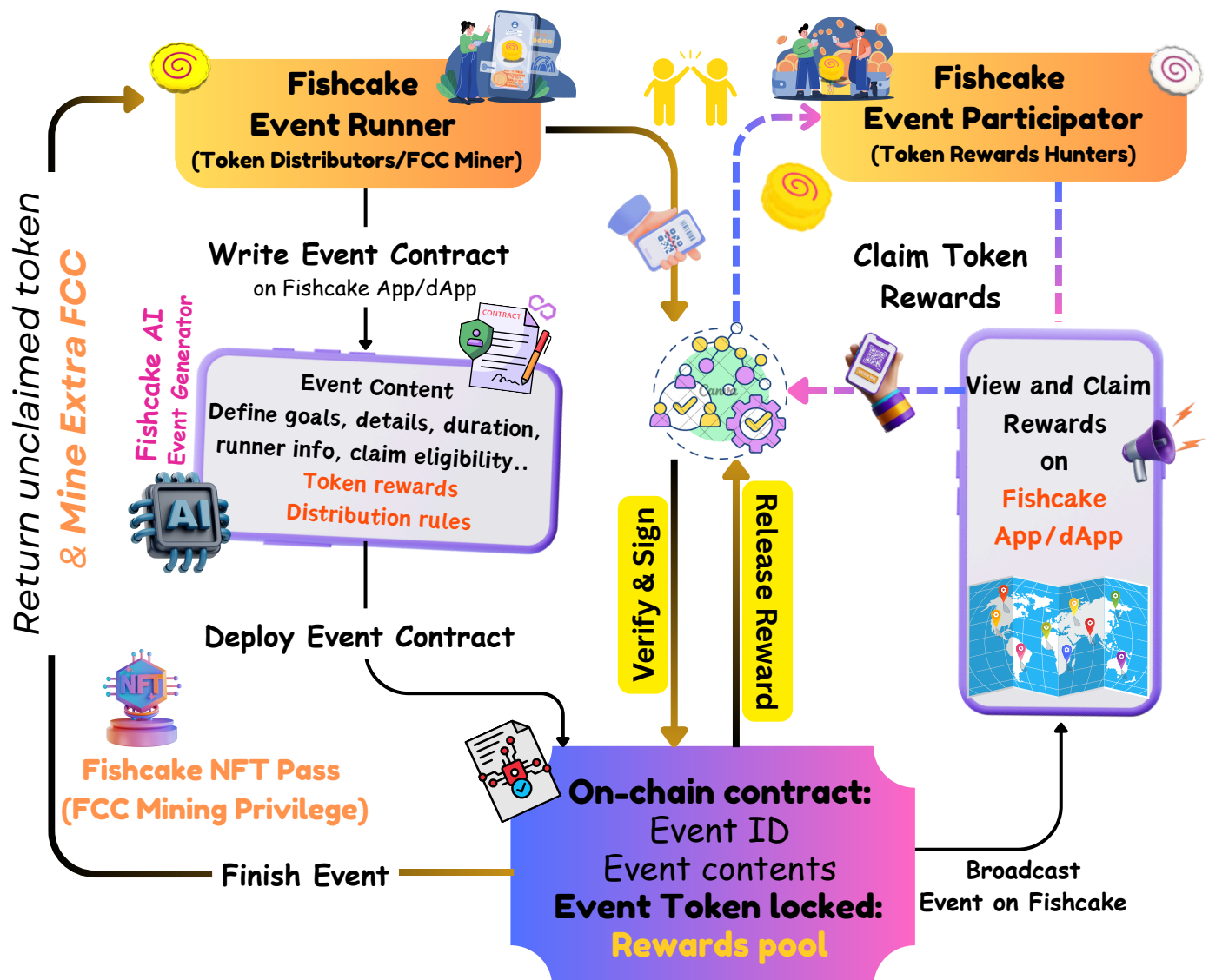


Figure: Fishcake Event Execution Architecture

Use Cases

For Businesses/ FCC Miners:

Launch tokenized, incentive-based marketing campaigns with transparent and measurable results. Strengthen loyalty within the Fishcake coalition by rewarding participants through on-chain, verifiable incentives.

1. **Connect to Web3:** Connect your existing wallet—or set up your first crypto wallet in seconds using the Fishcake app. Designed with newcomers in mind, onboarding has never been easier.
2. **Craft Your Campaign:** Click “Create Event” on Fishcake to design a unique, goal-driven campaign. Define incentives, set participation rules, and boost engagement. Want to save time? Try the Fishcake AI Event Generator to auto-create compelling campaign structures.
3. **Take it On-Chain:** Your tokenized campaign is deployed to Fishcake’s smart contract-based event controller, ensuring transparent execution and verifiable reward distribution for all participants.
4. **Cast Your Net Wide:** Seamlessly broadcast your campaign on the Fishcake App/dApp’s “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, Fishcake offers a future-proof ecosystem for real-world marketing and loyalty programs—designed to scale as your business grows.
8. **Go further with Fishcake Event Pass** — build on-chain credibility, elevate your campaign visibility, and mine extra FCC as a verified contributor to the real-world Web3 economy. *(Mining details available in the [Fishcake Tokenomics Whitepaper](#).)*

For Customers/ Token Hunters:

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. **rack 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

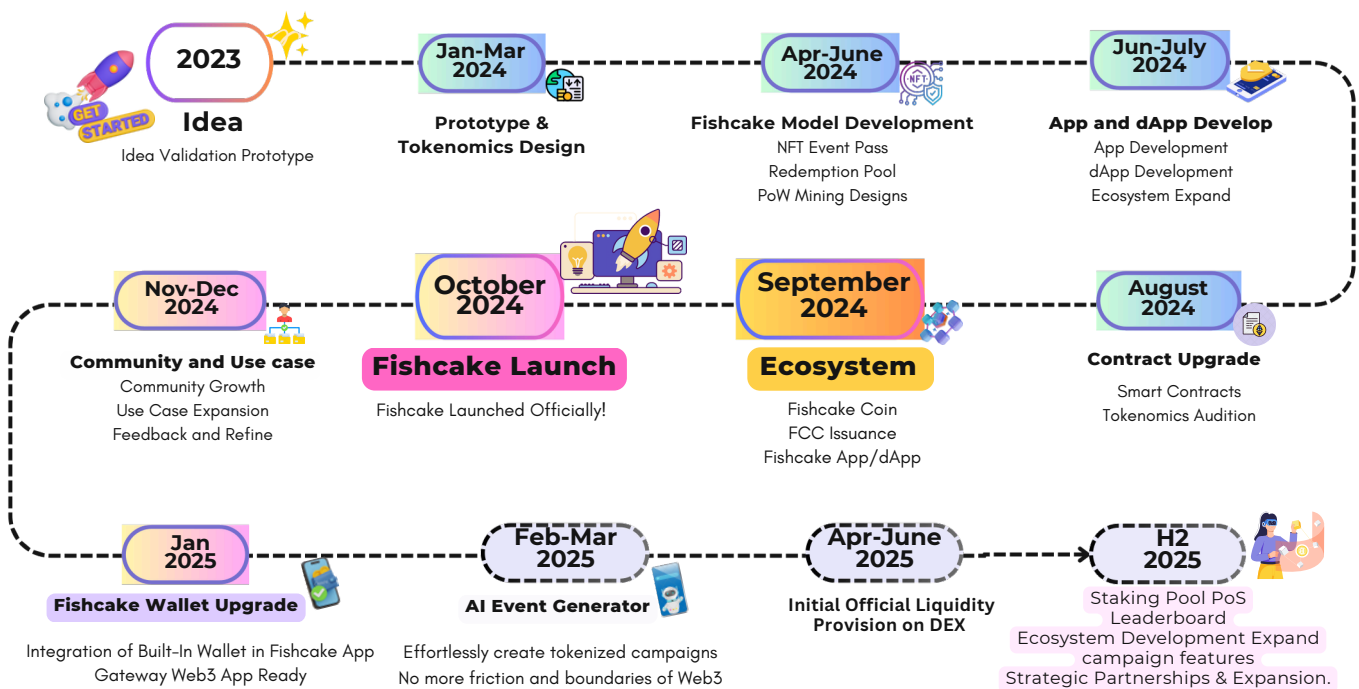


Figure 2: Fishcake Roadmap and Milestones

Dive Deeper



Fishcake Official-site: www.fishcake.org



Fishcake dApp: www.fishcake.io



[Fishcake Tokenomics Whitepaper](#)



X: [@Fishcake_labs](#)



[Fishcake Android](#)



[Fishcake Apple](#)



[Fishcake Resources: @FishcakeLab](#)



Telegram: [@Fischake Labs](#)



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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.

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 users participation into a meaningful and rewarding experience. Fishcake stands apart from most blockchain projects through its tangible utility in everyday commerce. Beyond this, we have designed a holistic, innovative ecosystem to support our long-term vision:

- **Fishcake Coin(FCC)** serves as the lifeblood of the ecosystem, designed with robust Tokenomics that ensure sustainability and prosperity.
- The **FCC-to-USDT Redemption Pool**, powered by a burn-to-redeem mechanism, guarantees a minimum floor value for FCC and shares platform revenue with holders, ensuring long-term trust and utility.
- **PoW-mining** encourages adoption, making every campaign interaction meaningful and incentivized on both sides.
- **PoS-staking** allows users to lock FCC for passive rewards, while the NFT badge and booster system, combined with the leaderboard campaign, enhances rewards and gamifies participation.

From its inception, Fishcake has been driven by a clear objective: to help small businesses and everyday individuals prosper in the decentralized economy. Looking ahead, we plan to expand our ecosystem with enhanced event and loyalty campaign features, diverse reward formats (custom tokens/NFTs), and on-chain ticketing. 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 economy. We invite you to share in our vision and values. Join the Fishcake family today and stay updated on our latest developments, innovations, and community growth.

Fishcake-Making Token Values Real!