

White Paper for *fonetones* (FON) Brand Tokens

Background

The word fonetones formed around 2009. At the time the Google search engine did not return any results for the word. The website <https://www.fonetones.co.za> was registered soon after the word formed in my (Marquard Dirk Pienaar) mind. The fonetones logo formed shortly after the word fonetones formed. I wrote all the current ringtones. Since the website was registered, it had different forms and used different payment gateways, all coded by me, making use of outside services, e.g. Paypal. Currently the website publishes ringtones in one zipfile, for sale for around 5 USD value. It also publishes basic educational information about Western music. My knowledge about website development and music is however not enough to make the fonetones brand what it should become. The website's functionality in publishing tones for mobile telephones, must expand and for that, capital is needed.

Objective for fonetones

The fonetones brand must expand, building on the current business, happening at: <https://www.fonetones.co.za> and <https://fonetones.co.za>. The capital raised will be used as follows:

1. Finding a good musician and recording his/her album and distributing it only from the website.
2. Finding a good website developer who can make the necessary coding changes to make the selling of the music possible.

Valuation of the fonetones brand

The following was considered in valuing the brand for the first issue of tokens.

1. The copyrights on the word fonetones, the logo and the ringtones to date, were ceded to Africahead, which must develop it for the fonetones brand value.
2. Only 1.06 Africahead Ipparts (AFA) brand tokens have been sold to date, for a total of 24.74 USD value. If there is uncertainty whether the value of AFA brand tokens, include value of the fonetones brand, the issue of fonetones brand tokens resolves it. It is for the maximisation of the Africahead brand value and the fonetones brand value FON tokens are issued. AFA brand

tokens carry 48% of the Africahead brand value. The fonetones (FON) brand tokens, carry 48% of the value of the fonetones brand value. Africahead equity holders own 52% of the Africahead brand and 52% of the fonetones brand.

3. The brand is valued at 100'000 USD, as that is the amount regarded, necessary to develop the brand further. The brand will be developed further, by finding a good musician, doing recordings, and selling it, solely on the newly developed fonetones website.

Logo



Token Attributes

Ethereum type:	ERC20
Token Name:	fonetones
Ticker Symbol:	FON
Contract Address:	0x5666bdc5c4F54f6ef65956e315E1A674932B68d5
Number of Tokens:	999'000'000'000'000 (nine hundred and ninety nine trillion)
Decimals:	6 (six)
Number of Ipparts (number of tokens multiplied by 10 to the power of six):	999'000'000'000'000'000'000 (nine hundred and ninety nine quintillion)
First Issue of FON	96'969'696 FON will be issued to raise capital for further development of the fonetones brand.
KAE tokens set aside for developers	50 %

Terms and Issue of FON Tokens

1. FON tokens will be issued continuously until 100'000 USD value has been raised or 96'969'696 tokens have been issued, whichever happens first (the event).
2. 48'484'848 FON tokens of the tokens at 1. could be issued to developers, if need be.
3. The FON tokens issued, when "the event" happens, will represent 48% of the fonetones brand. Africahead equity owners effectively own the other 52% of the brand.
4. The FON token holders shall have first option to buy FON tokens in the future, similar to the rights, shareholders have, when rights offers take place on a stock exchange.
5. The issue price will, as far as possible, increase monthly by 6%, calculated roughly as 1.06 X previous month's price. If no tokens are sold during a month, the price will also increase. The purpose of the increasing issue prices is in line with Intequinism, the foundational philosophy of Africahead. According to Intequinism, those who first see the logic of fonetones and fund it, whilst buying tokens, must benefit the most. Those who buy FON tokens first, will get more tokens per ETH value than those buying later, because the issue prices increase every month. Application of this policy will also depend on how long buyers hold their FON tokens. Obviously if buyers sell for less than the price they paid it could hinder the issue of tokens at increased prices. Therefore, buying FON should be regarded as a long-term investment.

If management opine; the number of the issued tokens, multiplied by an average of the last traded prices (in order to calculate a reasonable market capitalisation of the brand value), is more than 48% of the brand value, and fonetones can afford it, token sales will be stopped.

Cession of Copyright

When the first FON token is sold, 48% of the copyright of Marquard Dirk Pienaar, relating to the fonetones brand, which was ceded to Africahead according to the Africahead Ipparts (AFA) issue, shall be ceded to the current and future fonetones (FON) token holders.

FON tokens, held in Trust

Tokens not issued, will be held in Trust at IPPAEX, for future issues, to raise funds, to maximise the fonetones brand value, allowing for capital appreciation of FON token prices.

Issue prices:

Month	ETH/1FON issue price	Month	ETH/1FON issue price
Feb-20	0,000'014	May-21	0,000'034
Mar-20	0,000'015	Jun-21	0,000'036
Apr-20	0,000'016	Jul-21	0,000'038
May-20	0,000'017	Aug-21	0,000'040
Jun-20	0,000'018	Sep-21	0,000'042
Jul-20	0,000'019	Oct-21	0,000'044
Aug-20	0,000'020	Nov-21	0,000'047
Sep-20	0,000'021	Dec-21	0,000'050
Oct-20	0,000'022	Jan-22	0,000'053
Nov-20	0,000'023	Feb-22	0,000'056
Dec-20	0,000'025	Mar-22	0,000'060
Jan-21	0,000'027	Apr-22	0,000'064
Feb-21	0,000'028	May-22	0.000'068
Mar-21	0,000'030	Jun-22	0.000'072
Apr-21	0,000'032	Jul-22	0.000'076

Considerations

To determine a fair value for the fonetones brand, the following can be considered.

Intequity (capital of ideas) is a new concept, for the new-capitalist economic theory of Intequinism. Intequity is used to raise capital for brand development. It should be considered with the Labour Theory of Capital, because it is not only Labour, adding value to brands. How will the fonetones logo and name be received, for example, in an advertisement? Will the image and the name be well remembered? Would there be advertising savings, using the name and image? Do the image and name induce trust? What will the future of the brand be? Copyright law protects that value, until 30 to 50 years after my death.

It is a kind of gamble, to put a value on fonetones, the word, combined with the image and the idea in the name, which basically is, selling tones on phones.

Relevant URLs

Africahead will post information about FON tokens and financial and administrative information on the fonetones websites:

<https://www.fonetones.co.za> and <https://fonetones.co.za>.



Marquard Dirk Pienaar

On behalf of Africahead and IPPAEX

February 3, 2020