



WHITEPAPER

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# Introduction

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Fairface launched in February 2018 brings the fair face of businesses with genuine feedbacks in front of other consumers. We help collect and publish reviews for business and give the business an opportunity to showcase what their loyal customers have to say about them online.

We help in reputation management of a business by giving them right to collect and publish the reviews onto their website. Business can also send invites to their customers for feedback using our sophisticated integrated invitation dashboard.

Fairface has helped thousands of businesses gain more customers using our platform and gain better reputation online. Our platform can also be used to give businesses an extra edge with the star rating to stand out of the rest competitors in the online world.



# Problem

Our analysis shows that after multiple reminders less than 10% of customers respond to invitation and write reviews on the businesses.

Review platforms are centralized. Customers search for reviews on different websites before taking a decision.

Building trust between Business and customer.



# Solution

To increase user engagement Fairface introduces FAF tokens as a reward to the customers when they write the review. [Our survey shows that customer engagement to write reviews would be more than 90% if we reward customers for sharing their experiences. ]

Fairface powered by FAF tokens will be soon implementing the first of its kind decentralized data-driven review network.

Fairface decentralized network integrates reviews from other websites which can be referred as single source point for customers.

Building the trust by using validators.

Fairface AI engine to cover a broad range of products and services by various businesses around the world.

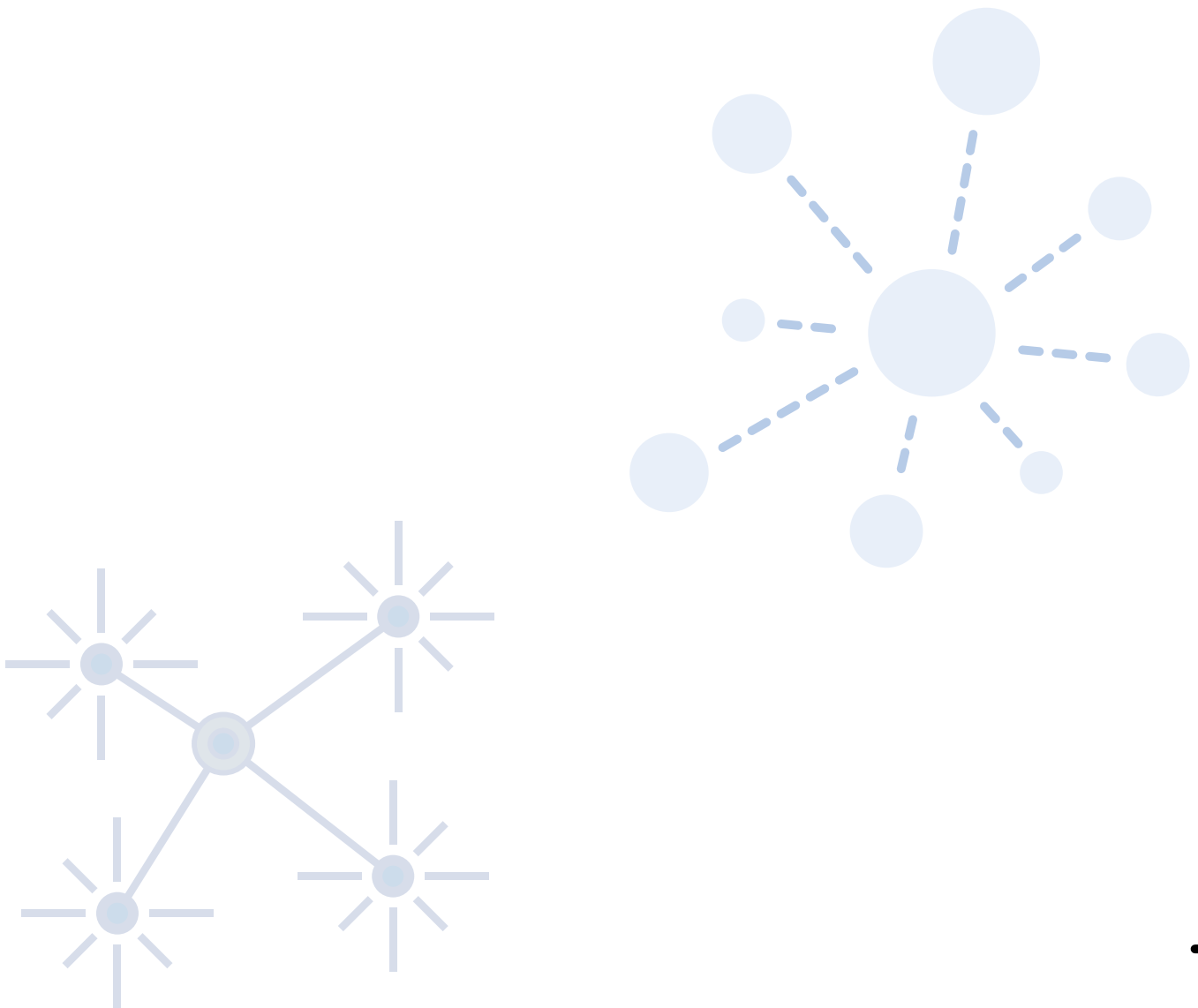


# Fairface powered by Decentralized Network

Fairface powered by FAF tokens will be soon implementing the first of its kind decentralized data-driven review network on the blockchain using AI to cover a broad range of products and services by various businesses around the world.

The goal of our review network is to provide a verified, trustable, single source point to the customers by integrating all reviews available on different websites. This will enable customers to take more informed decisions.

Businesses can configure their own criteria while requesting customer reviews. Powered by AI capabilities our analytical tools will generate reports to the businesses about their customer satisfaction levels measured in different areas helping them to improve and retain customers.



# How it works

## Introducing FAF tokens (Phase-I)

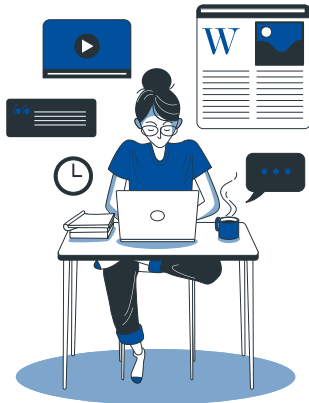


# Introducing FAF tokens (Phase-I)



## **Send An Invitation**

Business sends invitation to the customers to write a review on their latest experience on service or product delivery.



## **Write Review**

Customers clicks the invitation link, creates account and writes a review on that business.



## **Claim FAF Tokens**

Customer will be credited with FAF tokens once the review is been verified



## **Redeem FAF tokens**

Customer can redeem FAF tokens with the participating businesses or can transfer to their personal wallet and also can convert to other digital currencies.



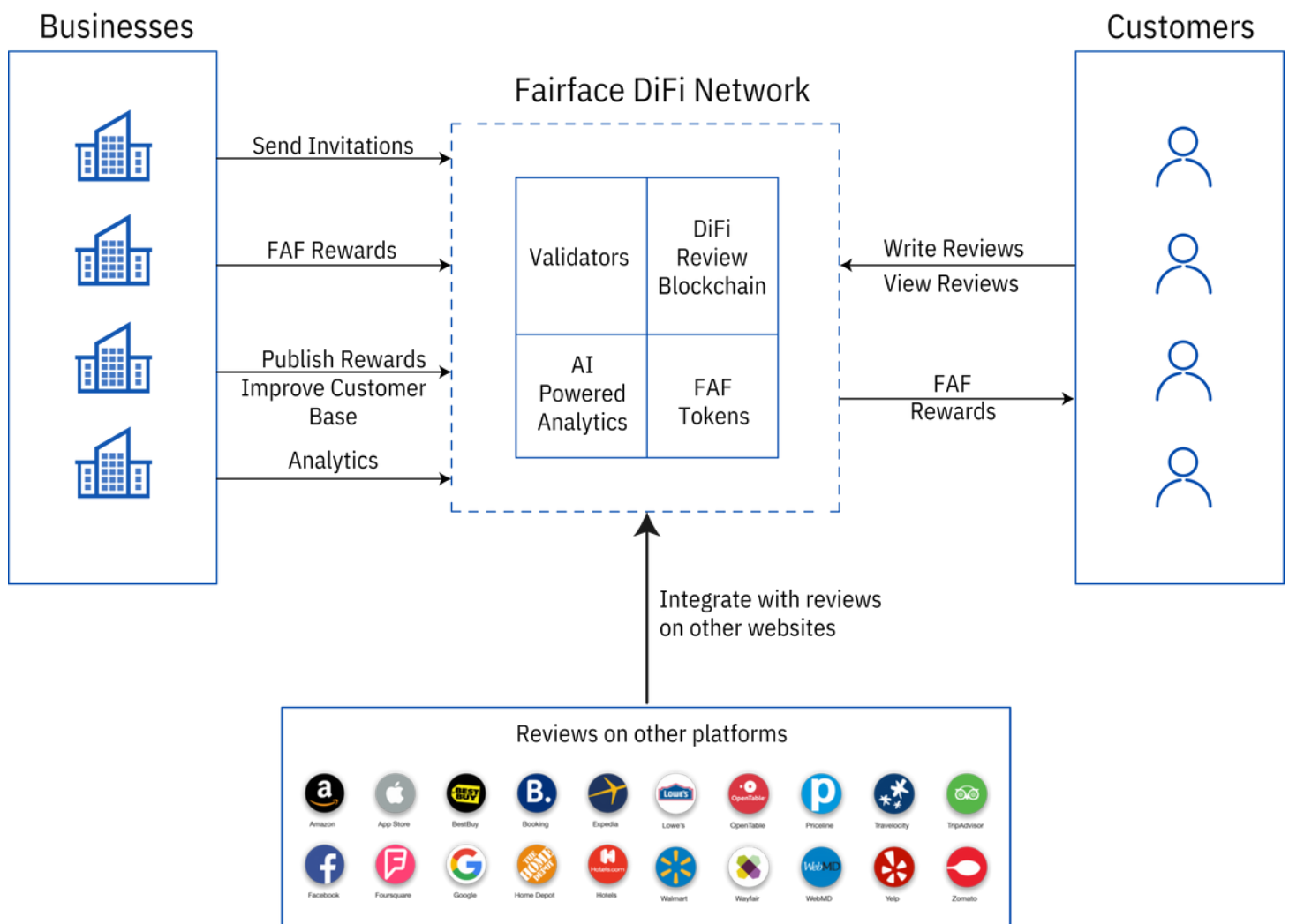
# Fairface powered by Decentralized Network (Phase-II)

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# Fairface powered by Decentralized Network ((Phase-II)

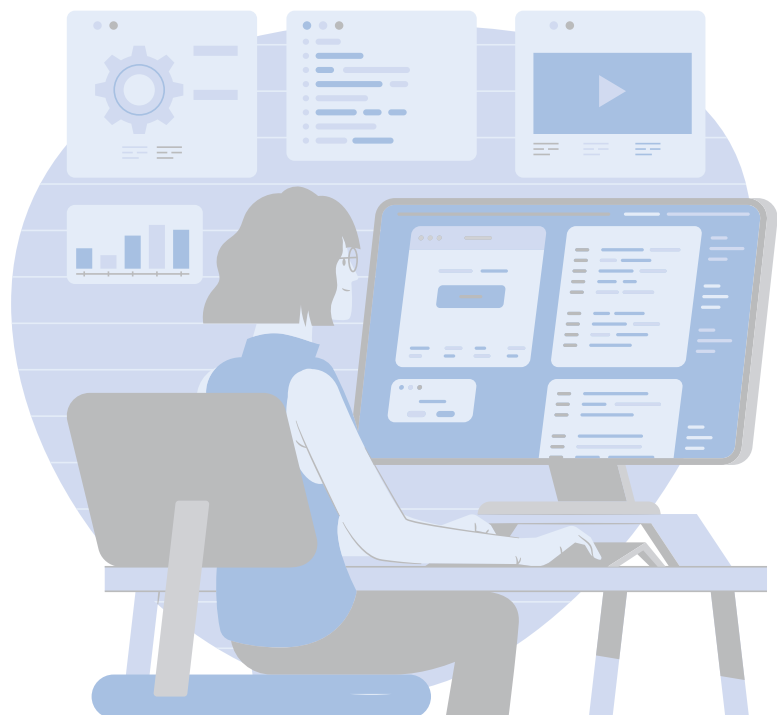
## Fairface Powered By FAF Tokens On DiFi Network



# Fairface powered by Decentralized Network ((Phase-II)

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- Covers all capabilities in Phase-I
- Reviews stored on Fairface Decentralized network
- Reviews are verified and validated with time stamps.
- Analytical reports powered by AI engine for Businesses.
- Integrating reviews from other websites for single source view.
- Introduction of NFT's to cover various products.



# Value Addition

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- Reviews stored on decentralized, fast and secure network.
- Provide verified, trustable and single source point for reviews to the customers.
- Customers rewarded with FAF tokens for writing reviews.
- White label configuration for businesses to integrate with our decentralized network.
- Building trust with authentication by review validators.
- Global reach, cross platform integration.



# Fairface ecosystem

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## Existing customers

- Existing customers FAF tokens will be introduced to more than 100,000 existing Businesses and to their thousands of customers.
- Potential transactional volume of FAF token 10+ million/month per month.



# Token Metrics and Distribution



**Name:** FAIRFACE (FAF) token, BSC20 utility

**Platform:** FAIRFACE (FAF) token, BSC20 utility

**Supply:** 2,000,000,000 closed collections

## **Phase I – project price evaluation**

Pre-Sales starting stage (6% - FAF Token)

Stage A - Pre-Sale average price: 1 FAF = 0.015 USDT

Stage B - Pre-Sale, average price: 1 FAF = 0.03 USDT

The process is implemented by a Smart Contract connected with the wallet of the company.

The goal of this phase is to gain community supporting the project.

## **Phase II**

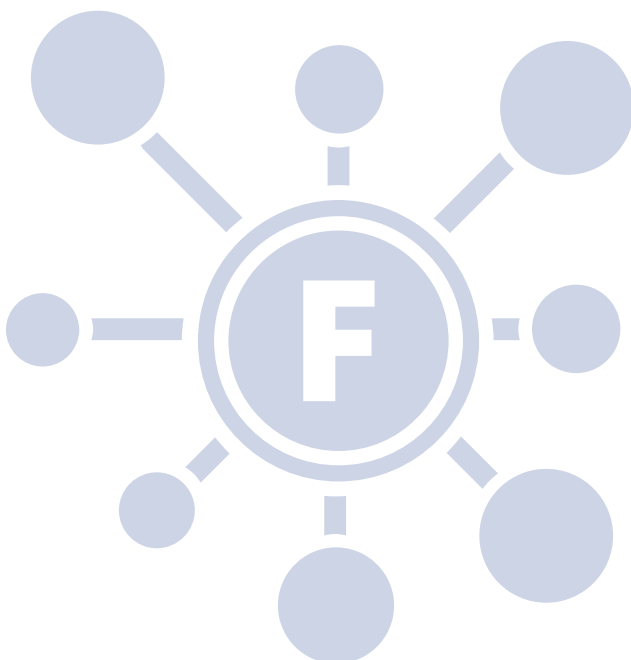
Listing on IEO or Launchpads of centralized exchanges.

Stage C - IEO Sale 4%, average price: 1 FAF = 0.05 USDT

The goal of this phase is to gain community supporting the project.

Entry to centralized exchanges.

Stock exchange – liquidity 5%.



# Allocation, number of tokens

Justification for the allocation of FAF tokens.

## **Sales restrictions:**

- No possibility to purchase tokens by VAT payers. If you have purchased units or are going to, please contact us.
- Transactions over EUR 15,000 must be notified prior to their execution

## **Crowdfunding**

The process of obtaining financing for the project is carried out in the following phases

### **Phase I**

is gaining a community supporting the Fairface project and its solutions.

### **Phase II**

is listing and maintaining liquidity for FAF units for the purposes of covering a number of risks associated with investing and securing individuals with FAF units.

## **FAF Global**

The owner of the Fairface project, the operator of funds obtained from the sale of FAF tokens. The funds guarantee the project development, administration (license, legal services, security, and economic audit of the company in accordance with the reporting standard of the organization in Estonia), maintenance of personnel, foreign representative offices, and project development. The company will undertake a number of activities to build partnerships, implementations, and analyze risks that affect project development.

## **Marketing**

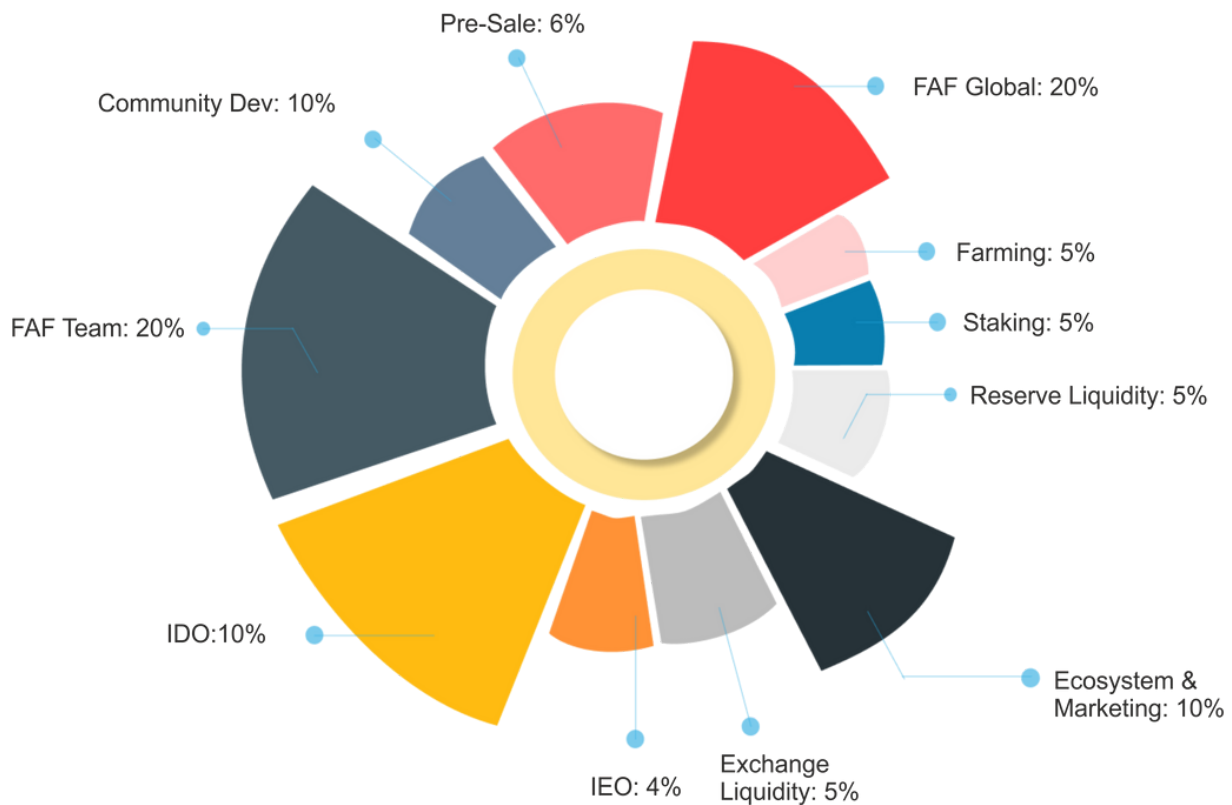
A set of marketing activities presenting the value of the project, its usefulness and its possible implementations.

In the first period of marketing and promotional activities, target markets will be covered for the purposes of creating a recognizable brand with function identification and value for FAF token. The opening of offices - representative offices in different countries that will market and obtain partnerships, which is a key for community expansion.

## **Team**

Securing the team in the company. Allocation for the team will allow us to keep a team that is attractive in the labor market. The basic team is 40 people and the expected team size in the first year would be around 100 people.

# FAF Token Allocation



Here's a pie chart showing exact token distribution

- Pre-Sale : 6%
- IEO : 4%
- FAF Global : 20%
- Reserve Liquidity: 5%
- Exchange Liquidity : 5%
- Ecosystem & Marketing : 10%
- FAF Team : 20%
- Community Dev : 10%
- Staking: 5%
- IDO: 10%
- Farming: 5%

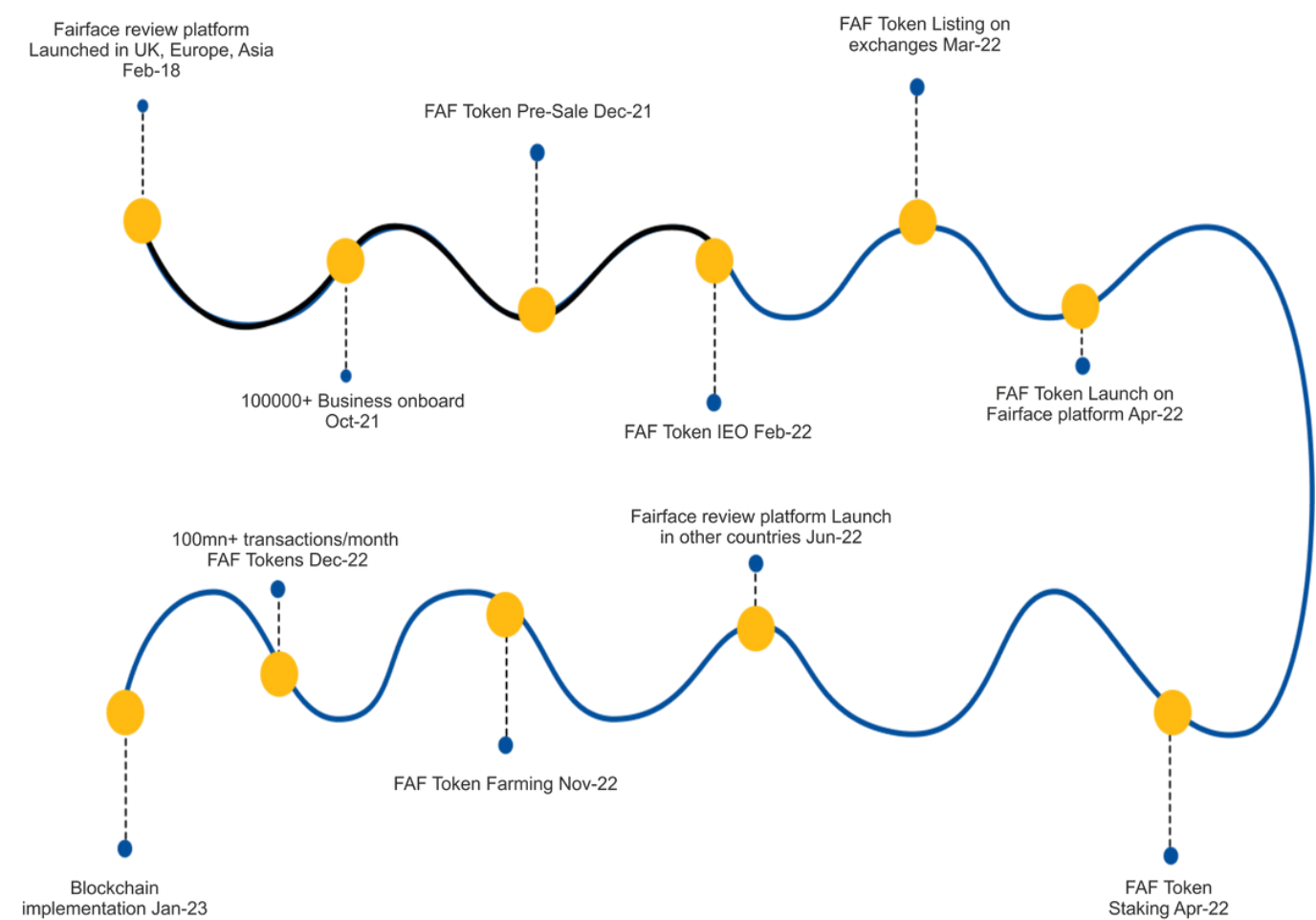




# FAF Token Release Schedule

Token Owner	Number of FAF tokens	Percentage of Supply	Lock-up Schedule
Stage A,B - Pre Sale	120,000,000	6%	-
Stage C - IEO Sale	80,000,000	4%	-
Exchange Liquidity	100,000,000	5%	-
IDO	200,000,000	10%	-
FAF Global	400,000,000	20%	(0% /25% /25% /25% /25%) at the end of (Yr1, Yr2, Yr3, Yr4, Yr5) after listing date
Ecosystem & Marketing	200,000,000	10%	(1/60th) every 1 month over 5 years following listing
FAF Team	400,000,000	20%	(0% /20% /20% /30% /30%) at the end of (Yr1, Yr2, Yr3, Yr4, Yr5) after listing date
Community Development	200,000,000	10%	(1/60th) every 1 month over 5 years following listing
Reserve Liquidity	100,000,000	5%	Perpetual
Staking	100,000,000	5%	-
Farming	100,000,000	5%	-

# ROADMAP



# Legal Disclaimer

You should carefully consider the risks involved in purchasing and holding digital currencies and also the risks described below, as well as the other information included in this FAF token White Paper (the “White Paper”) and in website (the “Website”), before you decide to use any of the information herein and/or purchasing the Fairface FAF tokens (FAF), and/or attempting to use them Fairface platform. For further information, please carefully read the Legal Considerations, Risks, and Disclaimers in the Website which constitutes an integral part of the White Paper.

This White Paper is meant to provide the reader with general information regarding the FAF token and its usage on Fairface platform (the “Platform”). It is meant to inform the current design and/or planned design of the Tokens and its implementation on the Platform. This White Paper is informational only and does not represent any commitment to you, the reader, of any of the current or future designs or functionality of the Tokens or the Platform. Moreover, this White Paper is not a solicitation to purchase the Tokens or any other instrument.

Purchasing the Tokens and/or NFTs involves considerable risk. The Tokens may become worthless and the Platform may not meet your needs. No purchases can be refunded or exchanged. Do not purchase the Tokens with money you cannot afford to lose. There is no guarantee that the utility of the Tokens will meet your needs or expectations.

If you purchase the Tokens you are inherently assuming the risk of its loss of value from the time of the purchase, and you are agreeing that the Tokens’ future functionality might be all they are ever capable of doing. If you purchase any of the Tokens you agree that you have no recourse and you will not assert any claim, action, judgement or remedy against Fairface (its offices, owners, employees, agents, advisors, affiliates, distributes, group companies, and subsidiaries) if the Tokens loses value, the Fairface Platform ceases to function, or if the Platform does not ultimately meet expectations.

If you are uncertain whether to purchase the Tokens in light of these disclaimers or legal notices contained herein, or if you are concerned about the loss of any money you use to purchase the Tokens we strongly urge you not to purchase any Tokens.

We recommend you consult legal, financial, tax, technology and other professional advisors or experts for further guidance before purchasing the Tokens. We cannot provide you any of the foregoing advice. Accordingly, you are strongly advised to take independent legal advice in respect of the legality in your jurisdiction of your purchase of the Tokens.

The Tokens are not shares or securities of any type. The Tokens exist to facilitate your use of the Platform. They are not investments; there is no promise or expectation that they will increase in value; they are valuable only insofar as they are designed to work within the Platform, if at all.