FOCIAL NETWORK

ABSTRACT

A groundbreaking era is beginning in social media applications. **Focial Network!** The power of social media combines with finance in WEB3 to offer unique and profitable experiences to its users! This Whitepaper includes the definition of Focial Network and usage of official cryptocurrecy of Focial Network, "FOCIAL".

INTRODUCTION

With the Web3 approach, the new state of the Internet, the applications we use to join the network have begun to become decentralized. While the construction process of Web3 continues, another sector that is affected, such as finance and gaming, is the social media sector. The work and actions of giant social media companies using their users' content and data are constantly on the agenda. At this point, SocialFi brings a new breath to social networks.

SocialFi is a WEB3-based solution that solves WEB2 social media problems by giving users control over their content and earning money directly. SocialFi, short for Social Finance, is the combination of social media networks and DeFi. Web3 is an approach to social media in which users have control over their content because no central authority manages the networks.

SocialFi gives value back to creators. They are free to create what they want and have more control over their data, unlike what Web2 currently offers. Additionally, users on SocialFi platforms can earn multiple income from their interactions and following as there are no limits on how they can earn money.

CONTENT

1. FOCIAL NETWORK OVERVIEW

1.1. What is FOCIAL NETWORK?

FOCIAL NETWORK is an organization that provides a WEB3-based, decentralized social media platform service and will continue to develop many projects in the field of SocialFi in the future.

The Focial Network ecosystem allows users to protect their personal data and earn money through interaction while interacting on social networks. In addition, solving the copyright problem and supporting freedom of expression will cause users to turn to well-functioning platforms when they are established.

1.2.   What is FOCIAL?

FOCIAL is a cryptocurrency produced to be used in projects developed by the Focial Network Organization. FOCIAL is a token. It is a token produced according to BEP20 standards on the Binance Smart Chain network. It will be used in various projects of Focial Network and its usage areas will be further expanded.

1.3.   FOCIAL NETWORK VALUES

a. Vision

It is the vision of protecting people's data while users interact on social media platforms produced in the Focial Network ecosystem and enabling them to earn money through interaction. Our most important rule is to use decentralized platforms in a transparent, secure and unrestricted manner.

b. Mission

Focial Network has examined in detail the problems created by centralized WEB2 structures and aims to bring a new breath by examining the solutions provided by decentralized, WEB3 structures. Focial Network's mission is to provide and continuously improve unique decentralized structure solutions to its users. It continues to develop its projects with new and unique solution proposals by producing projects in the field of SocialFi. Various projects are being developed without slowing down, acting as a bridge between users and SocialFi.

c. Problem

There are many problems with today's WEB2-based social media networks. The first of these is that the content produced by users and the data they provide are converted into money only by the

company. In addition, users are constantly disturbed by personalized advertisements and negative user experience scenarios are created. This is one of the problems that SocialFi has solved. Users own their own data and content. If they accept its use by the platform, they receive a certain income in return.

Another problem that SocialFi solves is censorship. There are many examples of social media platforms restricting their users for certain content and posts. SocilFi, a decentralized social media network, allows users to share freely without being under any pressure.

One of the most important problems that SocialFi solves is content theft. There are various examples where pages that share content belonging to others receive much more interaction and generate income from this in various ways. In addition, the real owner of the content cannot make any profit. It is often very difficult to prove that the content is your own. Because SocialFi

uses blockchain technology, it has the ability to track ownership of digital content.

d. Solutions

- **Decentralization**

Web2 platforms are heavily centralized as all data is stored on a single server. Large tech companies have monopolized platforms and are ultimately able to control their users' data, privacy, engagement, interactions, and monetization. SocialFi eliminates these middlemen and gives users full compensation through their network. SocialFi's decentralized structure means users have better control over what they monetize and their data. Additionally, spreading data across several nodes reduces privacy breaches by eliminating a single point of failure as in centralized servers.

- **Censor**

SocialFi balances the irritation of censorship and the circulation of harmful content on the network. SocialFi platforms decentralize on-chain data, parsing rule engines to regulate publicly viewable posts. Nodes can then choose who to interact with, who to block, and give users the responsibility of approving harmful content. In this way, SocialFi offers creators greater freedom of speech, allowing them to express themselves without fear of being banned.

- **Income Source**

SocialFi networks offer a variety of earning models for content creators and their audiences. It's up to users to determine what to make money from. For example, content creators can use their social tokens to control who interacts with their content. Since

users need a creator's token to interact with them, the likelihood of spam is reduced and encourages high-quality content. Creators can also monetize their social followers and engagement through the sale of exclusive products and NFTs.

2. PRODUCTS

In order for business processes to work safely and efficiently, it is very important to transfer information as quickly and accurately as possible. Another feature that makes Blockchain superior is that it has a structure that provides shareable and transparent information. This is a reliable element for the user. Focial Network, which produces its projects based on Blockchain, offers security, transparency, freedom, speed and entertainment to its users!

Social media and finance offer users a unique experience with WEB3 privileges. No more censorship and restrictions! It's all your social media, you are the manager! Our users who have freedom

of expression will also have peace of mind regarding the security

of their data! Because everything is under control with Blockchain!

At the same time, it is completely in your hands to turn your

thoughts into profit!

2.1. ChitChat

ChitChat is Focial Network's WEB3 and Blockchain based SocialFi

project. ChitChat is a social media platform where users can

share their thoughts freely and safely. Users can also turn the

interactions they get from the posts they share into profit.

Thus, you will experience the privilege of making money while having fun!

With ChitChat, users' personal information is not shared with third parties, but the user can share it at his own request. Not only individual users, but also many influencers, organizations, brands and companies, especially cryptocurrency projects, can create their profiles, verify their profiles, reach more audiences and grow their communities. By advertising, they can increase their visibility and earn many more profits. The only thing you need to have to multiply your earnings in the application is: FOCIAL token!

Do you want to have a verified account?

There are two types of verified accounts now!

First one is **Blue Account!** (Recomended for user) - 250.000 FOCIAL

Second one is **Golden Account!** (Recomended for Assests) - 750.000 FOCIAL

Other Projects

Focial Network continues to produce and develop projects in the field of SocialFi. After our first project ChitChat is completed and published, after it reaches the target user and updates are made, other projects will be developed and published.

Our future projects will be developed decentralized, Blockchain-based and in the field of SocialFi. Detailed information about the projects will be provided to our users in the future.

3. FOCIAL NETWORK TOKENOMICS

Tokenomics was originally created by combining the English words "token" and "economics". Tokenomics refers to data containing basic information such as the total supply, token distribution and functions of any cryptocurrency. In this category, the official information of FOCIAL token, the official cryptocurrency of FOCIAL NETWORK, is given and explained in detail.

Token Name: FOCIAL NETWORK

Symbol: FOCIAL

CONTRACT ADDRESS (BSC):

https://bscscan.com/token/0x23fc11FA7f0A47308785b071a6a1 FAA20DAbaef1

Total Supply: 500.000.000 FOCIAL

Decimal: 18

Our total supply is 500,000,000 FOCIAL. It is planned that 20% of the token will be added to liquidity. According to this rate,

100,000,000 FOCIAL will be used for liquidity on the exchanges. 10% of the total supply has been allocated for marketing strategies in order to make our token usable on more platforms, reach more people and increase its usage areas.

Focial Network Team faces huge costs to develop and produce projects. In order to cover these costs, 8% of our total supply is reserved for Development. At the same time, 15% of the total supply is allocated to our team, which spends all its time on project development, marketing, finance, social media and various collaborations.

12% of the total supply has been reserved under the name Backers & Investors for our investors who want to sponsor our projects. 60,000,000 FOCIAL will be sold to investors who want to become sponsors at a special price according to the conditions of the period.

Airdrops and Bounties will be organized as ecosystem rewards, and we will have special gifts and campaigns for our users and followers. Details and dates of these campaigns will be shared through our official channels.

25,000,000 FOCIAL has been allocated for the reward campaigns to be organized. This corresponds to 5% of the total supply. 20% of the total supply, that is, 100,000,000 FOCIAL, has been allocated for project reserves. It is planned to use tokens for many costs such as producing, publishing and keeping the project up to date and covering various transaction fees.

Focial Network will organize various campaigns and develop marketing strategies in order to expand its network and reach more communities. 10% of the total supply is reserved for one of these, "Partnerships". Collaborations and partnerships will be made with various platforms, individuals or coins and tokens.

3.1.   Token Distribution

Liquidity: 20%   100.000.000 FOCIAL

Marketing: 10% - 50.000.000 FOCIAL

Development: 8% - 40.000.000 FOCIAL
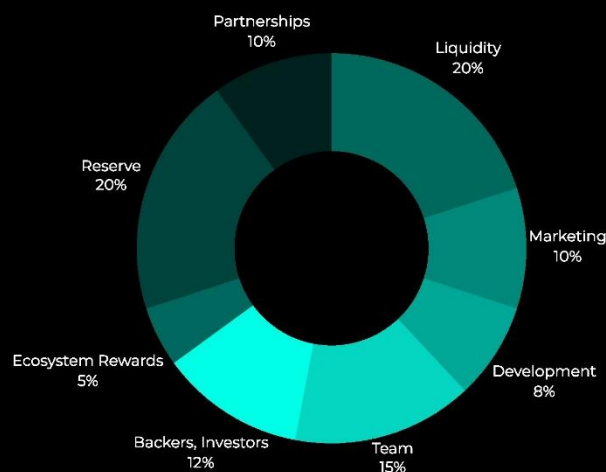
Team: 15% - 75.000.000 FOCIAL

Backers, Investors: 12% - 60.000.000 FOCIAL

Ecosystem Rewards: 5% - 25.000.000 FOCIAL

Reserve: 20% - 100.000.000 FOCIAL

Partnerships: 10% - 50.000.000 FOCIAL

4. FOCIAL NETWORK ROADMAP

In this section, Focial Network's road map, the steps it wants to take, its goals and objectives will be explained. Focial Network team examined Blockchain, WEB3, SocialFi and cryptocurrency projects during the 3rd and 4th quarter of 2023. As a result, Focial Network has planned the ways it will advance in the sector and which areas it will focus on.

Website designs and social media establishment were planned. In the first quarter of 2024, Focial Network began to be officially established.
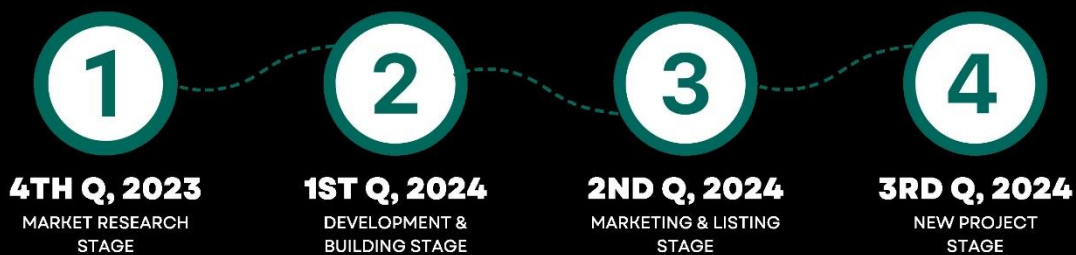
In the first quarter of 2024, our token FOCIAL, our first Blockchain-based, decentralized project "ChitChat", our audit report, website, Whitepaper and Pitch Deck will be fully ready and published.

FOCIAL will be listed on the most appropriate exchange for our project. Details and all dates will be announced through our official channels.

In the first quarter of 2024, we will continue to have good marketing campaigns and collaborations. We are working non-stop with all our strength to see Focial Network in the top-quality places.

We will continue to develop our first projects in the second quarter of 2024, always support its use by integrating it with technologies, and implement our other projects.

1	**2**	**3**	**4**
4TH Q, 2023	**1ST Q, 2024**	**2ND Q, 2024**	**3RD Q, 2024**
MARKET RESEARCH STAGE	DEVELOPMENT & BUILDING STAGE	MARKETING & LISTING STAGE	NEW PROJECT STAGE

4.1. Future of FOCIAL NETWORK

Although Focial Network has realized its first project in the field of SocialFi, and will continue to develop other projects on SocialFi field. Focial Network is an organization in constant development. Thanks to its innovative and constantly changing structure, it tends to continue to grow by adapting and designing its projects to the latest technologies.

Since it is our priority to make the brand value more valuable day by day, we will become one of the biggest in the market by taking into account the opinions of our investors and customers.

We will deliver FOCIAL, the currency of Focial Network, to our investors through the most preferred and reliable exchanges. With our first project, ChitChat, we will try to protect the values and rights of users by supporting and providing a safe and reliable environment for social media.

5. CONCLUSION

This Whitepaper is the first version of the Focial Network Organization and the FOCIAL cryptocurrency. Focial Network, which examines the market and directs its work in line with SocialFi, developed its first project as ChitChat. Focial Network has declared its 4-quarter road map. Acting in this direction, it will continue its efforts to expand the usage areas of its projects and its currency, FOCIAL.

Focial Network team, which always works integrated with current technologies, develops its projects as innovative, easy to use and easy to understand. Focial Network, which develops its projects on a Blockchain-based and decentralized basis, constantly renews and improves itself by paying attention to the wishes of its users.

6. CONTACT

Official Website: https://www.focialnetwork.com

Official Docs: https://docs.focialnetwork.com

Official Project Website: https://dapp.focialnetwork.com

Official Telegram Chat: https://t.me/focialnetworkchat

Official Announcement Chat: https://t.me/focialnetworkchannel

Official X (Twitter): https://twitter.com/focialnetwork

Official Github: https://github.com/focialnetwork

Official E-mail: contact@focialnetwork.com