

White Paper for *fonetones* (FON) Brand Tokens

Logo



Background

Fonetones is a brand of Africahead, implying, the business philosophy of Africahead applies. That is maximum output and minimum profit, to realize the best value-for-money products and services. Fonetones publishes tone related products and gives related services.

The word fonetones formed around 2009. At the time the Google search engine did not return any search results for the word. The website <https://www.fonetones.co.za> was registered soon after the word formed in my mind. The [.co.za](https://www.fonetones.co.za) website however was cancelled due to financial limitations. A github.io website was formed to continue the fonetones brand development. The fonetones logo formed shortly after the word fonetones formed. I wrote all the current ringtones, sold on the fonetones website. Since the websites were registered, it had different forms and used different payment gateways, e.g. Paypal. At present the website publishes ringtones in zip files, for sale. 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.

Objective for fonetones

The fonetones brand must expand, building on the current business, happening at: <https://fonetones.github.io>. The capital raised with the issue at present, will be used as follows:

1. Finding a good website developer or two who can make the necessary coding changes, to make the selling of music possible.

Valuation of the fonetones brand

The following can be considered in valuing the brand for the purchase of FON tokens.

1. The copyrights on the word fonetones, the logo and the

ringtones to date, were ceded to Africahead, which must develop it, to enhance the fonetones brand value.

2.If there is uncertainty whether the value of Africahead Ipparts (AFA) brand tokens, include value of the fonetones brand, the issue of fonetones brand tokens resolves it. AFA brand tokens carry 48% of the Africahead brand value. Fonetones (FON) brand tokens, carry 48% of the value of the fonetones brand value. Africahead equity holders own 52% of the Africahead brand value and 52% of the fonetones brand value. "Brand value" is the same as accounting goodwill, thus an abstract (non-tangible), real world asset, valued according to Intequinism. Refer to the Moyom (MYM) venture capital angel money whitepaper, for a more detailed explanation.

3.100'000 USD value must be raised with the issue at present. After that happens, a web developer or two, will be appointed to take the fonetones brand further.

Token Attributes

Token Name:	fonetones
Ticker Symbol:	FON
Authorised ipparts (number of tokens multiplied by decimals):	999'000'000'000'000'000'000 (nine hundred and ninety nine quintillion)

Ethereum type:	ERC20
Contract Address:	0x5666bdc5c4F54f6ef65956e315E1A674932B68d5

Solana type	SPL
Contract address:	AoVUysh2eSqKaW3gKKTWLiaZ8wkMhRiW7M2KLy34pump

Terms and Issue of FON Tokens

1.FON tokens will be issued continuously until 100'000 USD value has been raised, under control of Africahead, during the issue at present.



- 2.FON may be issued on different chains. Each FON token has the same value, irrespective of the chain it is on. The ipparts, at present, are not considered for value, except on the chain it is. Different chains could have different numbers of decimals, giving an ippart, different monetary values on different chains. That means, when the tokens are ported to the developed Ipparts Exchange (IPPAEX), the value of ipparts will be accounted for, irrespective of the chain. Each FON token will have the same value, even if the tokens on different chains have different monetary values.
- 3.The issue at pump.fun will raise no capital because all capital raised ends in a liquidity pool, controlled by pump.fun. The issue on pump.fun is mainly for exposure.
- 4.The plan at present is to sell FON tokens into a liquidity pool (ETH and FON) on Ethereum, to raise the 100'000 USD value.
- 5.Due to the planned use, of the Solana and Ethereum chains and two liquidity pools, one with SOL/FON and the other with ETH/FON, and due to the same monetary value of one token on both chains, opportunities will exist for arbitrage trading between the two liquidity pools. The envisaged arbitrage should help with market making.
- 6.The liquidity pool (LP) on the Ethereum chain, will probably be formed, after FON graduates at PumpFun to Pumpswap.
- 7.The issue terms may change from time to time, depending on circumstances, whilst considering, the objective is maximizing the monetary value of each FON token, according to the economic theory of Intequinism.

Cession of Copyright

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

FON tokens, held in Trust

Tokens not issued, will be held in Trust at Ipparts Exchange (IPPAEX), for future issues, to raise funds, to maximise the fonetones brand value, allowing for capital appreciation of FON token prices. More than 999'000'000'000'000'000'000 (Nine hundred and ninety nine quintillion) ipparts may not be issued.

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. More about the new-capitalist economic and monetary theory, can be read in the Moyom (MYM) venture capital, angel money, whitepaper. 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.

Trading Platform

SolanaPumpfun:

<https://pump.fun/coin/AoVUysh2eSqKaW3gKKTWLiaZ8wkMhRiW7M2KLy34pump>

Social Media

Telegram: <https://t.me/ippaex>

Youtube: <https://youtube.com/@fonetones6725>

X: <https://x.com/fonetones>

Facebook: <https://web.facebook.com/fonetones/>

Website: <https://fonetones.github.io>

Sincerely



Marquard Dirk Pienaar

On behalf of Africahead, fonetones and IPPAEX

July 30, 2025