

White Paper for *fonetones* (FON) Brand Tokens

Logo



Background

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. Currently 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. 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://fonetones.github.io>. 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 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 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. 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.

3.48% of the fonetones brand is valued at 100'000 USD, as that is the amount regarded, necessary to develop the brand further.

Token Attributes

Solana SPL	An issue on the Solana Chain on pump.fun is planned. When the contract address is available, it will be added in the next whitepaper.
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	FON will be issued to raise capital for further development of the fonetones brand.

Terms and Issue of FON Tokens

- 1.FON tokens will be issued continuously until 100'000 USD value has been raised.
- 2.FON may be issued on different chains. At present an issue is planned on the Solana Chain at pump.fun, because the issue according to the previous whitepaper on the Ethereum



blockchain raised zero capital. The planned 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.

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 Moiom Close Corporation transacting as 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 Ipparts Exchange (IPPAEX), for future issues, to raise funds, to maximise the fonetones brand value, allowing for capital appreciation of FON token prices.

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.

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.

Social Media

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

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

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

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



A handwritten signature in black ink, appearing to read "Pienaar". The signature is stylized with a large, looped initial "P" and a trailing flourish.

Marquard Dirk Pienaar

On behalf of Africahead and IPPAEX

July 8, 2025