

FanLab - Decentralized Fan & Community Management with reward system and transferrable rights.

FanLab currently offers its customers personalized video services from celebrities to fans. These can be bought as gifts for people who love this celebrity.

This conventional video gifting business has rapidly grown into successful businesses in many countries, including U.S.A, U.K, France, etc.)

We aim to transform this one-sided communication to a manageable interaction system, using NFT technology for transferring the rights or the benefits given with the NFT. The celebrities will be able to create their own Fan club NFTs with benefits that are clearly stated on the metadata of the product.

Decentralized FanLab will include the following:

1. **FanLab Privilege Club:** This Club will be the main driver of the ecosystem and the fundamental fund raiser of the platform. Before launch, 1000 unit limited Privilege Club membership NFTs will be sold to an exclusive group of NFT enthusiasts and investors who will own privileged rights on the platform. These privileges include:
 - a. Whitelist access to all new NFT collection launches.
 - b. Discounted NFT prices for all new projects.
 - c. Voting rights on the governance of the platform and future investments / partnerships.

Privilege club NFTs will naturally grow in value as new community owners come to the platform and launch their projects. The royalties generated from secondary sales of the membership NFTs will be an alternative source of income (%5-10 per sale).

2. **NFT Admin Platform:** With this platform, celebrities, influencers and all types of community owners will be able to create their own NFT collections with a few user friendly steps. The features will include the following:
 - a. They will be able to assign preset utilities and benefits to their collections with a few clicks.
 - b. They will be able to upload their photos, videos or voice recordings to the NFTs
 - c. Fan Club NFT Generation – This feature will allow the community owners to set up time or benefit based NFTs which will work as a subscription OR like a Fan Club Card
 - i. Each collection will have its own smart contract – Contract Owner will be FanLab, but administration will be on the community owner.
 - ii. Community owner will receive 70% of the NFT sales, while FanLab will have the 30%.
 - iii. All Fan Club NFTs will be bought with the native currency of the L1 chain that the project will be deployed, or with a stablecoin of choice. Privilege Club NFT owners will purchase these NFTs with discounted prices.
 - iv. Fan Club NFT sales will also be able to purchased via credit card. This will allow non-crypto oriented fans to be able to adapt to the system.
 - v. NFT sales revenue will be vested through the duration of the contract (Eg: 12 months subscription) During the period, the tokens will be released to the celebrity and FanLab every month, making sure none of the parties back down from commitment.

- vi. Subscription NFT minters will be able to buy the NFT for themselves or for another wallet (as a gift). For gift purposes, there will be an invite feature to invite the giftee to the platform (Like referrals to an exchange)
- vii. There will be a feature to set different levels of Fan Club membership (Bronze/Silver/Gold etc.) The features of all segments will be determined by the community owner.
- viii. Membership NFTs are fundamentally collectibles – they do not have utility in themselves. The features included in membership NFTs will be given to the buyer as single use NFTs, which they will be able to claim against a specific event. – **Needs further analysis**
- ix. KYC requirement – All fans or subscribers are subject to go through a KYC process, to make sure that the community owner is protected by knowing the community through transparency. This feature will also enable non crypto fans to keep their NFTs in custody of the platform.
- x. Automated NFT Landing Page design – This feature will create a landing page and social media posts automatically for the community owner to share with the public easily.
- xi. Twitter, Instagram & Discord Integration (Tiktok later) ???
- d. Random NFT Collections
 - i. This feature will enable the celebrity to create a random generated NFT project from the platform.
 - ii. The celebrity will be able to define properties, attach images to it, and assign predefined benefits (Eg: Live, chat, backstage pass). The rarer properties will have higher benefits, thus creating a lottery mechanism and gain popularity.
 - iii. This feature will also enable the NFTs to be traded on secondary markets and expose the project to a broader audience.
- e. Single use (Semi Fungible) NFT
 - i. This feature will contain everything that a subscription has, but it will be specific to an event or a date. This will be used as a ticket, a backstage pass, a group dinner, a video call , etc.
 - ii. After the event happens, the single use NFT will be burned, and the payment allocated to this NFT will be released to the celebrity.
 - iii. This feature will also be able to link to a subscription or be created independently. A subscription can generate the single use NFTS
 - iv. Single Use NFTs will be transferable and tradeable. There will be 7% royalty on the secondary market trades to the celebrity and 3% to Fideo.
- f. Setting up Event Calendars – Community owners will be able to set up different event types (concert, recording, video call, dinner, party, games, etc.) and assign them to their minted NFTs, or they will be able to create a single use NFT collection for the purpose of the event.
- g. Later, they will be able to prepare a schedule and reservation table for the event, where NFT owners will be able to sign up to hours(for a call or a live recording) or simply redeem their tickets for the event.
- h. **Once an event is assigned to a Fan club NFT, these single use NFTs will be airdropped to the holders's wallets**

3. User (Fan) Platform

- a. NFT minting platform – From homepage, wallet connected users will be able to see active NFT sales and make a purchase for themselves or as a gift.

- b. Credit card buyers will be able to buy NFTs against an email address (the giftee).
- c. Reservation – Holders of single use NFTs will be able to reserve their seats/space or sessions from the event calendar

Roadmap

Q3 '22 – Token Contract Development & Seed Round

- Whitepaper Publication
- Seed sale of \$FIDEO utility tokens
- Team hirings
- Supporters Community Creation – (Discord, Telegram, Twitter)

Q4 '22 – Private Sale

- Private sale of \$FIDEO utility tokens
- Development of the FanLab Platform (Dapp) begins
- Influencers & Advisors Partnerships
- Activating Sales Funnel
- o Partners for distribution
- o Community owners for Dapp

Q1 '23 - Public Sale

- Public sale of \$FIDEO token
- FanLab Dapp private network launch
- Demonstration off Dapp to potential Influencers

Q2 '23 – MVP Launch

- MVP first public testings of Admin & Fan platforms
- Audit

Q3 '23 – Main Launch

- FanLab Dapp mainnet launch