

(EN) VAYLA WHITEPAPER v3.4

Global Fandom Web3 Platform

Disclaimer & Risk Notice

Executive Summary

CHAPTER 1. Industry Background & Market Evolution

CHAPTER 2. Role & Positioning of VAYLA Arena

CHAPTER 3. VAYLA Arena Beta – Core Features

CHAPTER 4. VAYLA Token

CHAPTER 5. Token Allocation

CHAPTER 6. Governance & Operations

CHAPTER 7. Roadmap (2026)

CHAPTER 8. Team & Advisor

Glossary

Conclusion

Global Fandom Web3 Platform

- **Platform Name:** VAYLA Arena (Beta)
- **Token Ticker:** VAYLA
- **Blockchain:** BNB Smart Chain (BEP-20)
- **Total Supply:** 3,000,000,000 VAYLA
- **Document Version:** v3.4
- **Last Updated:** 2026.01

Disclaimer & Risk Notice

This whitepaper is provided for informational purposes only and does not constitute investment advice, an offer to sell, or a solicitation to purchase securities, financial products, or investments in any jurisdiction.

The VAYLA token is designed as a **utility token** to be used within the VAYLA Arena platform.

Holding the VAYLA token does not represent or guarantee profits, dividends, interest, appreciation in value, or principal protection.

All information contained in this whitepaper is based on the circumstances at the time of writing.

Platform features, token utilities, service structures, operational policies, roadmaps, and schedules may be changed, modified, delayed, or discontinued without prior notice due to market conditions, technical limitations, operational decisions, or applicable legal and regulatory requirements in different jurisdictions.

VAYLA Arena may not comply with legal or regulatory requirements in certain jurisdictions.

Each participant is solely responsible for reviewing and complying with the laws and regulations applicable in their country of residence or jurisdiction.

VAYLA Arena is not the direct creator, publisher, or distributor of content.

Music, video, and image content displayed on the platform is provided by participants or external platforms (e.g., YouTube Embed).

Accordingly, all copyrights, usage rights, and legal responsibilities related to such content belong to the respective content providers.

Funding, voting, rewards, NFTs, and membership benefits provided on the platform are intended as **participation-based rewards or usage rights within the platform**.

They do not represent investment returns, equity interests, dividend rights, or any form of financial claim.

Cryptographic assets and blockchain technologies inherently involve significant volatility and technical, operational, and regulatory risks.

Smart contract vulnerabilities, network failures, security breaches, hacking incidents, or regulatory changes may restrict or disrupt platform usage or token functionality.

Any forward-looking statements, plans, goals, roadmaps, or projections included in this whitepaper are based on assumptions as of the current date and may differ materially from actual outcomes.

All decisions related to participation in VAYLA Arena or the use of VAYLA tokens must be made at the participant's own discretion and risk.

The platform operators shall not be liable for any legal, financial, or other consequences arising from such decisions.

Executive Summary

VAYLA is a Web3 fandom platform where global music fans **participate, fund, vote,** and **earn rewards** based on their contributions.

VAYLA Arena is the official platform that implements this structure, and the **VAYLA token serves as the core utility asset** connecting participation, fees, rewards, NFTs, and membership benefits within the ecosystem.

VAYLA Arena will be released as a **Beta version** in alignment with listings on major global exchanges.

The Beta phase is not a simple test or demo, but an **initial live operation stage** where real users participate and on-chain records are accumulated.

During the initial Beta phase, VAYLA Arena validates three core fandom participation loops:

1. **Funding** – Fan-driven funding for content and events
2. **On-chain V Chart** – Chart-based prediction voting with NFT rewards
3. **Create & Earn** – User and artist-driven creation and reward mechanisms

Based on this structure, VAYLA Arena aims to evolve into a **Web3 fandom economy infrastructure** where global music fandom data is accumulated and utilized over the long term.

CHAPTER 1. Industry Background & Market Evolution

1-1. Structural Changes in the Global Content Industry

The entertainment and content industry is no longer confined to specific countries or regions.

Driven by Gen Z and Alpha generations, global digital natives consume and share music and content in real time, and fandoms are evolving into borderless communities.

Music, performances, creator content, and fan communities are breaking platform and regional boundaries, forming a unified global ecosystem.

This represents not merely a change in consumption patterns, but a **fundamental restructuring of the content industry**.

1-2. Limitations of Existing Fandom Models

Modern fandoms actively contribute through streaming, voting, community engagement, and event participation.

However, these activities are fragmented across platforms, preventing fan contributions from being accumulated into a unified value or data layer.

- Participation is consumed as one-off events
 - Fandom influence is not quantitatively verifiable
 - Long-term benefits and membership structures are difficult to establish
-

1-3. Opportunities Enabled by Web3

Web3 technologies enable fandom activities to be recorded **on-chain**.

Participation, voting, funding, and creative contributions can be transparently recorded on blockchain infrastructure, allowing new reward and membership models to emerge.

VAYLA applies Web3 technology to the music fandom space with the goal of creating a system where

fan participation is recorded, accumulated, and rewarded.

CHAPTER 2. Role & Positioning of VAYLA Arena

2-1. Definition of VAYLA Arena

VAYLA Arena is a **Web3 fandom platform** where global music fans participate in funding, voting, and creation, and are rewarded for their contributions.

VAYLA Arena does not aim to replace or compete with the existing music industry.

Instead, it functions as a **participation infrastructure** that structures fandom engagement and enables more efficient connections between fans and industry participants.

2-2. A Cooperative, Not Competitive, Model

VAYLA Arena pursues collaboration rather than competition with labels, artists, promoters, and distribution platforms.

- Early validation of fandom preferences
- Participation-based demand verification
- Scalable expansion through global fan engagement

CHAPTER 3. VAYLA Arena Beta – Core Features

3-1. Meaning of the Beta Version

VAYLA Arena Beta represents the initial operational phase prior to full commercialization.

It is not a test environment, but a **live platform** where real users, real assets, and real on-chain records are generated.

3-2. Core Feature ① Funding

Users can participate in content and event funding using **USDT**.

Platform fees generated during funding are paid in **VAYLA tokens**.

Funding Fee Structure

- Base fee: **1.5%**
- Fee payment method: **VAYLA**

Fee Allocation Policy

- **75%**: USDT-based platform operating funds
- **25%**: VAYLA reward pool

The reward pool is used to **buy back VAYLA tokens from the market**, which are then distributed to users.

This creates a structure where increased platform usage leads to real utility-driven demand for VAYLA.

※ Rewards represent participation incentives and do not constitute investment returns.

3-3. Core Feature ② On-chain V Chart

On-chain V Chart is a **participatory prediction voting system** based on major global music charts.

Structure

- Monthly Top 10 rankings scraped from Billboard, Oricon, and Melon
- Users participate in **1st–3rd place prediction voting**
- Correct predictions receive **NFT rewards**

Chart data is provided for informational purposes only.

Music and video playback is delivered via **YouTube Embed**, minimizing copyright and legal risks.

NFT Collection Benefits

NFTs function as **accumulative membership assets**, not collectibles.

Upon collecting 20 NFTs, users receive:

- USDT and VAYLA rewards
 - **Black Membership** status
 - Priority access to events and campaigns
-

3-4. Core Feature ③ Create & Earn (Extended)

Create & Earn enables users and artists to directly participate in content creation.

Campaign-Based Structure

- All submissions operate within **campaigns**
- Example: 30-second short-form music creation campaign

Submission System

- One work = **one Submission ID**
- Supported formats:
 - Audio only
 - Audio + Video
 - Audio + Image
 - Video only

Voting & Selection

- Community voting determines **Top 1-3**
- Prizes and rewards distributed
- **1st place artists are offered contracts with VAYLA**, including distribution and marketing support

CHAPTER 4. VAYLA Token

4-1. Token Overview

- Token Name: VAYLA
- Network: BNB Smart Chain (BEP-20)
- Total Supply: 3,000,000,000
- Token Type: Utility Token

4-2. Token Utility

- Funding fee payments
- Platform reward distribution
- NFT minting and upgrades
- Membership benefit integration
- Community participation incentives

VAYLA is designed for **active platform usage**, not passive holding.

CHAPTER 5. Token Allocation

| Category | Amount | Percentage |
|----------------------|----------------------|-------------|
| Ecosystem / Exchange | 1,350,000,000 | 45% |
| Marketing / Airdrop | 450,000,000 | 15% |
| Investors / Private | 450,000,000 | 15% |
| Team / Advisors | 450,000,000 | 15% |
| Treasury / Reserve | 300,000,000 | 10% |
| Total | 3,000,000,000 | 100% |

※ Detailed vesting schedules are managed privately to ensure market stability and operational flexibility.

Additional Notice on Token Lock-up & Exchange Listing (Revised)

The token allocation structure has been designed with a focus on long-term platform stability and sustainable ecosystem growth.

However, **during the exchange listing process**, and in accordance with requirements related to **initial trading liquidity, exchange operational requirements, and listing policies**,

a limited portion of tokens subject to lock-up may be partially unlocked.

Such token unlocks may occur **solely for operational purposes**, including but not limited to:

- Fulfilling exchange listing requirements
- Providing initial trading liquidity
- Supporting orderly market operations at the time of listing

Any release of locked tokens will be conducted in a **restricted and controlled manner**,

with the highest priority placed on ecosystem stability and participant protection.

In the event of any changes to token circulation or lock-up policies,

relevant updates will be **transparently disclosed through official communication channels.**

CHAPTER 6. Governance & Operations

VAYLA Arena operates under a foundation-led governance structure.

Over time, community-participatory governance mechanisms may be gradually introduced.

- Token buyback
- Token burn
- Liquidity reinforcement

All policies are determined based on operational conditions and regulatory environments and will be announced through official channels.

CHAPTER 7. Roadmap (2026)

Q1 – Global Foundation & Arena Infrastructure

Marketing

- Optimization of global user targeting and marketing strategies
- Initial user acquisition focused on music fandoms, indie musicians, and creators
- Pre-onboarding campaigns for VAYLA Arena Beta

Development

- **VAYLA Arena Beta infrastructure development**
 - Core platform architecture design and deployment
 - Implementation of base flows for Funding, Voting, and Create & Earn
 - **Launch of Global Traffic Analytics Dashboard**
 - User activity analysis by country, region, and time zone
 - Collection of participation data (voting, funding, content engagement)
 - **Wallet & Account Infrastructure**
 - Privy-based login with integrated wallet connection
 - Integration of VAYLA token on BNB Smart Chain
-

Q2 – Arena Beta Launch & Funding Expansion

Marketing

- **Official launch of VAYLA Arena Beta**
- Expansion of global influencer and community partnerships
- **Launch of global concert and content crowdfunding projects**
- Promotion of successful fan-driven funding case studies

Development

- **Funding system enhancement**
 - USDT-based funding mechanism
 - Stabilization of VAYLA token-based fee payments
 - Automated reward distribution for funding participants
 - **Create & Earn Campaign System**
 - Operation of 30-second short-form music creation campaigns
 - Support for Audio / Video / Image combined submissions
 - Submission ID-based content management
 - **AI Marketing Assistant (Beta)**
 - Campaign-specific trend keyword analysis
 - Automated generation of campaign descriptions and promotional copy
-

Q3 – Community Engagement & Token Utility Scaling

Marketing

- **Online music festivals and Arena-based global events**
- Expansion of global user participation campaigns
- Promotion of NFT-based membership collections

Development

- **Full operation of On-chain V Chart**
 - Scraping of ranking data from major global music charts
 - Stabilization of prediction-based voting systems
 - Automated issuance of NFT rewards
- **NFT Membership System Expansion**
 - Accumulative participation-based NFT collections
 - Tiered membership benefits upon reaching defined NFT thresholds
- **Enhanced Token Utility**
 - Use of VAYLA tokens for NFT minting and upgrades

- Continuous application of market buyback mechanisms for rewards
 - **Completion of Community Voting & Reward System**
 - On-chain recording of voting, funding, and content participation data
-

Q4 – Performance Analytics & Ecosystem Expansion

Marketing

- **Year-end Music Battle Championship**
 - Large-scale global events based on VAYLA Arena
- Launch of Arena-based B2B marketing solution packages
- Expansion of partnerships with labels, agencies, and content providers

Development

- **Advanced Performance Analytics**
 - Analysis of user participation and fandom influence data
 - Provision of campaign performance reports
- **Release of Scalable Enterprise API**
 - Fan engagement and data APIs for external partners
- **Preparation for 2027 Expansion**
 - Design of global music fandom data utilization models
 - Planning of next-generation Web3 fandom infrastructure

CHAPTER 8. Team & Advisor

CEO – Hassan Ibrahim

- EFG Private Bank (Head of Financial Risk)
- CoinBene Global (Deputy CEO)
- Tapbit (BD)
- Supreme Finance (CSO)

CMO – Steve Cox

- Seven Point Marketing (Director / Co-Founder)
- Stuff for Chaps Ltd (Managing Director)
- Totally Video (Managing Director)

CTO – Pham Thanh Binh

- AI / Machine Learning Engineer
- Embedded Software Engineer

Glossary

Arena

VAYLA Arena refers to the core platform of the VAYLA ecosystem, where user participation—including voting, funding, and creation—is transformed into verifiable data and rewards within a Web3 fandom environment.

Beta Version

An early operational stage prior to full commercialization, where real users, real assets, and real on-chain records are generated and validated in a live environment.

BNB Smart Chain (BEP-20)

A public blockchain network operated by Binance, chosen for the issuance and operation of the VAYLA token due to its fast transaction speed and low fees.

Buyback

A mechanism in which a portion of platform-generated revenue is used to repurchase tokens from the open market.
Within VAYLA Arena, buyback is applied for reward distribution purposes.

Campaign

A time-limited participation event designed for a specific purpose, such as music creation contests, voting events, or fan engagement challenges.

Create & Earn

A participation model in which users or artists create content (music, video, or images) and receive rewards based on community engagement and performance.

Crowdfunding (Funding)

A structure where multiple users participate using USDT to fund content, events, or projects.

In VAYLA Arena, this refers specifically to fan-driven crowdfunding.

Embedded Content (YouTube Embed)

A content delivery method that minimizes copyright and legal risks by displaying music and video through embedded external platforms such as YouTube.

Governance

The decision-making and operational framework of the platform.

VAYLA Arena initially operates under a foundation-led model, with a phased introduction of community participation in governance over time.

Membership

A tier-based benefit structure granted according to NFT ownership and accumulated participation history, designed as a **participation-based membership**, not a holding-based one.

NFT (Non-Fungible Token)

A non-fungible digital asset used within VAYLA Arena to represent participation records, rewards, and membership benefits.

On-chain

Refers to data or actions that are recorded and verified directly on a blockchain network.

Voting, funding, and participation data are managed transparently through on-chain records.

On-chain V Chart

A core feature of VAYLA Arena that combines global music chart data with user-driven prediction voting and NFT rewards.

Privy

A Web3 authentication and wallet integration solution designed to allow both general users and crypto-native users to access the platform easily.

Reward

Tokens, NFTs, or membership benefits distributed in return for platform participation.

Rewards do not represent financial profit, investment returns, or dividend rights.

Submission ID

A unique identifier assigned to a single content entry within a Create & Earn campaign, used to manage music, video, and image combinations as one submission unit.

Token Utility

The functional use of a token within a platform ecosystem.

VAYLA is utilized for fees, rewards, NFT minting, and membership-related activities.

Utility Token

A token issued solely for platform usage purposes, and does not represent investment, securities, equity, or dividend rights.

Voting

An action through which users express preferences on content, chart rankings, or campaign outcomes.

Within VAYLA Arena, voting is recorded on-chain and linked to rewards.

Web3

A decentralized internet paradigm built on blockchain technology, where user data, participation, and engagement can be owned, recorded, and utilized transparently.

Conclusion

VAYLA Arena is not a platform designed for short-term traffic generation or one-time events.

What VAYLA ultimately aims to build is a structure in which

global music fandom participation is recorded, accumulated, and transformed into real, lasting value.

Until now, music fandom activities have taken many forms—streaming, voting, community engagement, event participation—yet these contributions were rarely preserved as **quantifiable data**, nor were they returned to fans as **sustained benefits**.

VAYLA Arena begins precisely at this point.

VAYLA Arena redefines fans not as passive consumers, but as **active participants**

who directly engage in the growth process of content and artists.

Each act of participation is recorded **on-chain**,

and this accumulated history is connected to rewards, NFTs, and membership benefits.

Within this ecosystem, the VAYLA token does not function as an investment instrument.

Instead, it serves as a **practical utility asset** that connects all participation flows across the platform.

- Funding participation
- Voting records
- Content creation
- NFT minting and upgrades
- Membership benefits

Through these interactions, VAYLA tokens are designed to be used naturally within the platform,

with increasing usage generating **organic, real demand** over time.

VAYLA Arena does not seek to replace or compete with the existing music industry.

Rather, it functions as a **participation infrastructure** that enables labels, artists, agencies, and distributors

to better understand fan preferences, validate demand in advance, and connect with global fandoms more efficiently.

Fans gain an experience in which their preferences and contributions are recognized and rewarded,

while artists and industry participants gain access to clearer demand signals and meaningful, data-driven insights.

The Beta phase of VAYLA Arena represents the starting point of this journey.

It is not a finished product, but a **living environment**

where real user behavior and participation data continuously shape the evolution of the platform.

Instead of prioritizing short-term outcomes,

VAYLA focuses on building a long-term ecosystem grounded in accumulated fandom data and participation history.

The future vision of VAYLA Arena is clear:

- A structure where fan participation does not disappear, but **accumulates like an asset**
- A system where fans and artists remain connected through **verifiable data**
- An environment where Web3 technology functions not as speculation, but as a tool for **participation and trust**

VAYLA Arena aims to become the **global Web3 infrastructure for music fandom**,

where participation is preserved, value is shared, and communities grow together.

This journey is only beginning,

and VAYLA will continue to build this ecosystem step by step,

together with fans, creators, and partners around the world.