Whitepaper - ObeseFans

19-02-2022

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OF ObeseFans

Introduction
Name: ObeseFans
Domain: www.obesefans.com

It is well-known that obesity has become a detrimental problem, affecting millions of people worldwide. Not only can obesity cause numerous health problems, but can also lead to depression, loss of self-esteem, and social stigmas. We want to change this, and we need your help. So we created ObeseFans.

ObeseFans is a brand new initiative, built on the blockchain, that is striving to make a change and influence people's lives by helping them change their lifestyle, improve their health, and achieve their goals.

ObeseFans consists of a social media platform to allow people to tell their story, to help others in similar situations, and to motivate each other to become healthier individuals. You will have access to numerous professionals, including but not limited to, dieticians, athletic trainers, nurses, psychologists, and lifestyle coaches. You will be able to earn real money through crowdfunding, completing exercise and weight-loss challenges, and contributing to the community. We hope you can use this money to eat healthier, buy that gym membership you have been putting on the backburner, and even purchase new clothes once you shed some pounds. We will be releasing a new token that you can invest, stake, or cash out at your convenience. The more challenges you complete and the healthier you become, the more tokens you can earn.

Our Vision
Here at ObeseFans we have a vision of making the world a healthier place. We are a community of peers helping and motivating each other to exercise, lose weight, eat healthier, and live more vibrant, confident lives. We literally want to change the world. We are partnering with obesity organizations and charities from across the globe to help fight obesity and slow the occurrence of this pandemic. We are here to build an all-inclusive community that supports and encourages each other to better their lives, achieve their goals, and make their dreams a reality.

Our Mission
ObeseFans is an online service built on the blockchain and funded by cryptocurrency. We offer a social-media platform where anyone can become a content creator. Post videos to inspire others on your weight-loss journey. Build your following. Take on user-created challenges and earn tokens for completing the challenge. Invest in our NFTs and build passive income while receiving a unique piece of art. Play our healthy-living RPG game, create a character that tells your story, and add NFTs to customize your digital life. Even find the love of your life in our new dating app. All built on the blockchain. All customizable. All charitable.
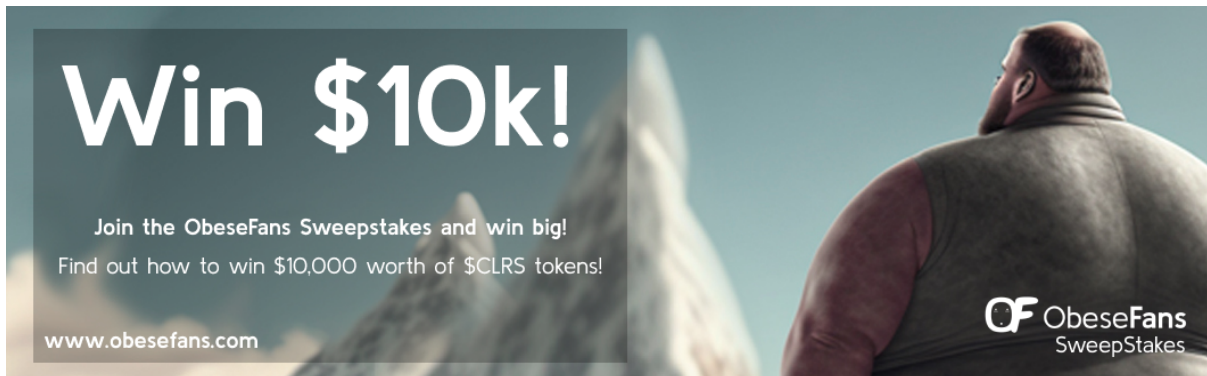
Win $100k worth of $CLRS tokens!

As a part of our commitment to promoting healthy living, ObeseFans is excited to announce a campaign to give away a total of **$100,000 worth of $CLRS** tokens over the coming year, starting with a **$10,000 worth of $CLRS tokens giveaway** to **five lucky individuals**. This campaign is aimed at encouraging and motivating people to improve their health and well-being by participating in our platform and ecosystem.

To participate and gain multiple entries, go to: [Sweepstakes Page](#)

Through our campaign, Obese Fans is giving away $100,000 worth of $CLRS tokens to five lucky individuals. This prize money can be a life-changing opportunity for people to start making a positive change, get out of a difficult situation, or simply be lucky. Our ecosystem provides a social media platform where individuals can share their stories, inspire each other, and earn real money by participating in weight-loss and exercise challenges. Our NFT marketplace also enables users to invest, stake, or cash out tokens at their convenience. We are building an inclusive community that supports and motivates each other to lead a healthier lifestyle, accomplish their goals, and achieve their dreams.

We believe that by providing incentives and opportunities for individuals to improve their health and well-being, we can make a positive impact on people's lives. So join us today and participate in our campaign for a chance to win big!

Disclaimer:
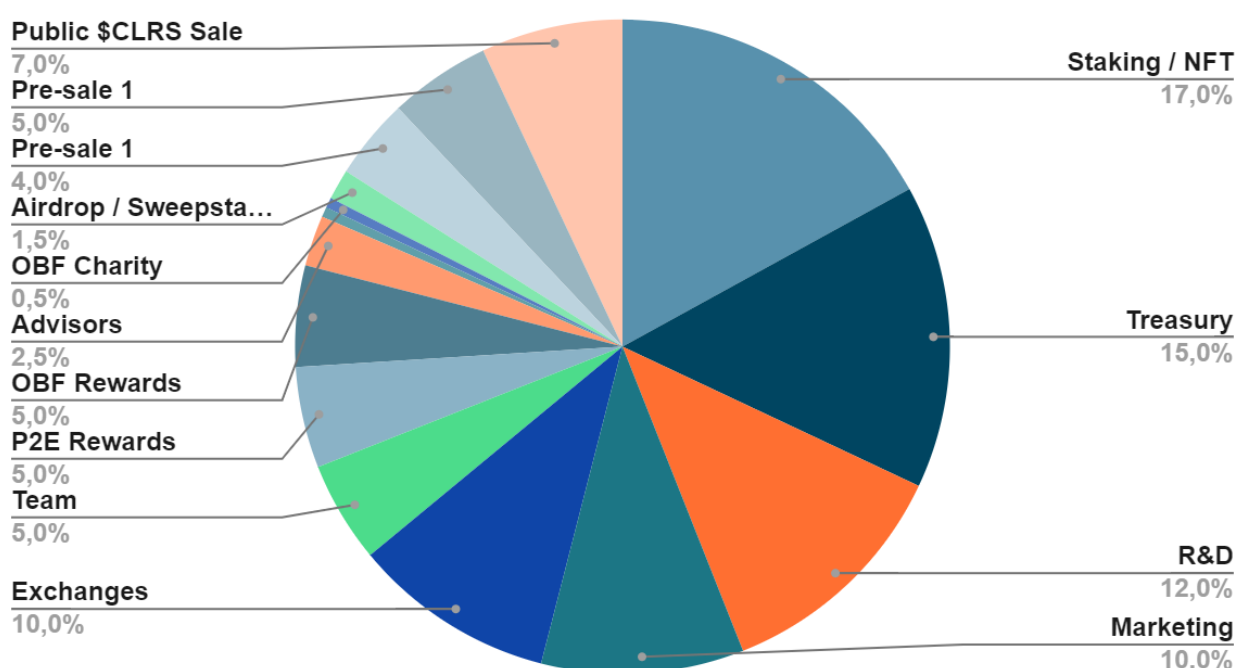Sweepstakes amounts are contingent on the success of our presale, we need all of your efforts to make this project a success. Multiple 10k sweepstakes are guaranteed if we raise over $250.000. If we reach $1.500.000 the entire $100K will be used for these sweepstakes. Anything below $500.000 we will take the responsibility as a team to decide whether we need to delay or pay-out the first 10.000$.

Token Details

Symbol:	$CLRS - Calories Token
Standard:	BEP-20
Network:	BSC
Total Supply:	10,000,000,000

Tokenomics

Public $CLRS Sale 7,0%
Pre-sale 1 5,0%
Pre-sale 1 4,0%
Airdrop / Sweepsta… 1,5%
OBF Charity 0,5%
Advisors 2,5%
OBF Rewards 5,0%
P2E Rewards 5,0%
Team 5,0%
Exchanges 10,0%

Staking / NFT 17,0%
Treasury 15,0%
R&D 12,0%
Marketing 10,0%

Description of allocation: (TGE = Token Generation Event)

Allocation:	Supply	Tokens	Price	Release Schedule
Staking / NFT	17%	1.7B		Based on pool / Un-staking before completing the entirety of the 6 month minimum staking period results in an 18%-30% penalty (percentage dependent upon total length of stake)
Treasury	15%	1.5B		6 Month lock + 2 Years vesting
R&D	12%	1.2B		6 Month lock + 2 Years vesting
Marketing	10%	1.0B		1 Month lock + 1 Year vesting
Exchanges	10%	1.0B		25% available for early exchange listings, 25% 6 Month lock, 50% 1 Year lock
Team	5%	500M		6 month lock + 2 Years vesting
P2E Rewards	5%	500M		Based on activity in our Play 2 Earn environment / metaverse

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OBF Rewards	5%	500M		Based on activity on our ObeseFans platform
Advisors	2.5%	250M		1 Month lock + 2 Years vesting
Creators	0.5%	50M		Unlocked at TGE
OBF Charity	0.5%	50M		Unlocked at TGE
Airdrop / Sweepstakes	1.5%	50M		6 Month lock
Pre-sale 1	4%	400M	0.0010	Value Locked in NFT / Exercise to vest: 6 Months (min) to 1.5 Years (max)
Pre-sale 2	5%	500M	0.0016	Value Locked in NFT / Exercise to vest: 6 Months (min) to 1.5 Years (max)
Public Sale	7%	700M	0.0024	Unlocked at TGE
Total:	**100%**	**10B**		**Listing price: 0.0030$**

Allocation of leftover tokens after sales have been completed:

Allocation	Total
Team	3%
Staking / NFT	5%
P2E Rewards	5%
OBF Rewards	5%
Advisors / Experts / Analysts	2%
Creators & Community	2%
ObeseFans Charity	3%

Soft/Hard cap raise details:

Raise / details	Total
Soft cap	1,470,000$
Hard cap	2,880,000$
Min raise pre-sale 1	350,000$
Min raise pre-sale 2	520,000$
Min raise public token sale	600,000$

Presales will run until we hit our min raises, then the count down timer will start according to the following schedule:
- **Pre-sale 1: Max** 45 days, no overflow.
- **Pre-sale 2: Max** 90 days, no overflow.
- **Public $CLRS Token Sale: Max:** 180 days, no overflow.
- **The team will have access to the BNB that's raised from the first 50M $CLRS being sold to fuel marketing, development and fuel other needs during the presale.**

There will be no overflow, this means that once the tokens are sold out the sale is over and the next phase starts.

Allocation of raised funds:(Based on Soft cap):

Sale allocation:	1,470,000$		(based on soft cap, 2 year runway)
Liquidity	30%	441,000$	Liquidity, locked for 2 years
Research & Development	21%	308,700$	Platform, App, ObeseO'Clock, Innovation
Marketing	13%	191,100$	Influencer/ Marketing, Partnerships, Community activities, Online-Events
Treasury (Unlocked)	8%	117,600$	Investment fund, algorithmic trading, DCA
O-BCITY Brand	8%	117,600$	Products, Merch, Documentary
Legal Advisors	6%	88,200$	Buffer for legal issues
Certik Audits/KYC	4%	58,800$	Buffer for Audits and KYC
Hosting / Subscriptions / Online office	4%	58,800$	Buffer for subscription needs, such as hosting and licenses
Reserve / Wages early developments	3%	44,100$	Buffer for wages
Team support & encouragement fund	2%	29,400$	Emergency fall-back wallet to support our team financially until we are able to pay wages
Setting up Ltd / Business expenses	1%	14,700$	Company registration, licenses, other advisors, insurances, other misc. business expenses

Allocation of raised funds:(Based on Hard cap):

Sale allocation:	2.880.000$	(based on hard cap, 2 year runway)
Liquidity	30%	864,000$
Research & Development	21%	604,800$
Marketing	13%	374,400$
Treasury (Unlocked)	8%	230,400$
O-BCITY Brand	8%	230,400$
Legal Advisors	6%	172,800$
Certik Audits/KYC	4%	115,200$
Hosting / Subscriptions / Online office	4%	115,200$
Reserve / Wages early developments	3%	86,400$
Team support & encouragement fund	2%	57,600$
Setting up Ltd / Business expenses	1%	28,800$

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Extended details on tokenomics:

Total Supply:	10.000.000.000							
Allocation:	**Supply %**	**Total $CLRS**	**Total $**	**Price**	**Type**	**Release at TGE**	**Monthly vesting**	**Release Schedule**
Staking / NFT	17	1.700.000.000					pool	Based on designated pool / Un-staking before completing the entirety of the 6 month minimum staking period results in an 18%-30% penalty (percentage dependent upon total length of stake)
Treasury	15	1.500.000.000					4.16%	6 Month lock + 2 Years vesting
Research & Development	12	1.200.000.000					4.16%	6 Month lock + 2 Years vesting
Marketing & Content creation	10	1.000.000.000					8.3%	1 Month lock + 1 Year vesting
Exchanges / Future investors	10	1.000.000.000				250.000.000		25% available for early listings on exchanges, 25% 6 Month lock, 50% 1 Year lock.
Team	5	500.000.000					4.16%	6 Month lock + 2 Years vesting
P2E Rewards	5	500.000.000					pool	Based on activity
OBF Rewards	5	500.000.000					pool	Based on activity
Advisors / Experts / Analysts	2.5	250.000.000				50.000.000	2.77%	1 Month lock + 2 Years vesting
Creators & Community	0.5	50.000.000				4.150.000	8.3%	Unlocked at TGE
ObeseFans Charity	0.5	50.000.000				4.150.000	8.3%	Unlocked at TGE
Airdrop / Sweepstakes	1.5	150.000.000				150.000.000		6 Month lock
Pre-sale 1	4	400.000.000	400.000	0,0010	NFT			Value Locked in NFT / Exercise to vest: 6 Months (min) to 1.5 Years(max)
Pre-sale 2	5	500.000.000	800.000	0,0016	NFT			Value Locked in NFT / Excercise to vest: 6 Months (min) to 1.5 Years(max)
Public $CLRS token sale	7	700.000.000	1.680.000	0,0024	Token			Unlocked at TGE
Totals:	**16% (Sales)**	**1.600.000.000**	**2.880.000**					pancakeswap.finance: 0,0030$

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NFT Usage

During our presales, you will have the opportunity to purchase limited edition ObeseFans NFTs. In return, you will receive the following benefits:

Discounts:
Purchasing NFTs allows you to buy tokens at a discounted price (below the listing price).

***This table shows the token purchase price after purchasing a specific NFT during the sale.

Sale	% of Supply	Amount	$ Value	Price	Type
Pre-sale 1	4	400,000,000	400,000	0.0010	NFT
Pre-sale 2	5	500,000,000	800,000	0.0016	NFT
Public $CLRS Token Sale	7	600,000,000	1,380,000	0.0024	Token

Benefits of Holding/Exercising Your NFT:

There are several benefits to staking(exercising) your NFTs or Calories tokens:

- Exercising your NFT gives you max 1.5 times your initial tokens (for example, spending $50 will get you 5,000 Calories, and exercising them will allow you to vest 7,500 Calories).
- Generating passive income from other revenue streams connected to ObeseFans, even if your NFT is depleted from its $CLRS (more details will be provided in the coming months).
- Gaining privileges for certain activities, such as being the first to mint future NFTs, buy merch or other products/collectibles, test our products and services, and vote for the charities or individuals we support.
- Selling your NFT in the ObeseFans Marketplace, either with all the Calories or minus the already vested amount.
- Eligibility to airdrops in exclusive NFT holder Sweepstakes

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Rewarding Exercise with Calories Tokens:

The number of Calories tokens you receive for exercising depends on the number of Calories you are staking and the length of time you want to stake them.

For example, let's say that Person A exercises NFTs worth 100,000 Calories and decides to lock them up in the gym for a year. By doing so, they will earn a reward of 1.2 times their initial number of Calories, bringing their total to 120,000 Calories. These Calories can then be used to participate in various activities or redeemed for other rewards within the ObeseFans platform.

Exercising Rewards:

Length of Time	Reward
3 months	1.05x
6 months	1.1x
9 months	1.15x
1 year	1.2x
1.5 years	1.5x

Marketplace:

The ObeseFans Marketplace is a platform where users can buy and sell NFTs, such as digital art, collectibles, and other unique digital assets. Users can browse and purchase NFTs using various payment methods, including cryptocurrencies. The marketplace may also offer additional features and activities, including auctions and sales. The marketplace is a place for users to discover, trade, and interact with NFTs and other digital assets.

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Use Cases

Use case 1: ObeseFans social media platform

As an obese individual, I can use the ObeseFans social media platform to connect with others who are also working to improve their health and lose weight.
I can share my own weight loss journey and progress, as well as motivate and support others in their own journeys.
I can access a wide range of professionals, including dieticians, athletic trainers, nurses, psychologists, and lifestyle coaches for guidance and support.

Use case 2: ObeseFans crowdfunding and challenges

As a member of ObeseFans, I can participate in crowdfunding campaigns and weight loss challenges to earn tokens.
These tokens can be used to purchase healthy meals, gym memberships, and other wellness-related products and services.
The more challenges I complete and the healthier I become, the more tokens I can earn.

Use case 3: ObeseFans NFTs

As a fan of ObeseFans, I can invest in NFTs (non-fungible tokens) to support the initiative and potentially earn passive income.
I can also use NFTs to customize my experience on the ObeseFans platform, such as creating a unique avatar in the healthy living RPG game.

Use case 4: ObeseFans charity

As a member of ObeseFans, I can contribute to the fight against obesity by supporting the ObeseFans charity. The charity works with obesity organizations and charitable foundations from around the world to raise awareness and provide support for those affected by obesity.

Use case 5: ObeseFans dating app

As a member of ObeseFans, I can use the platform's dating app to connect with others who are also working to improve their health and live more vibrant, confident lives.
The app is built on the blockchain, providing a secure and private environment for users to connect and build meaningful relationships.

Use case 6: ObeseFans Marketplace

In our marketplace, users can buy and sell NFTs that are backed by our $CLRS token. These NFTs can be sold with a balance of $CLRS or without. Users can also use the marketplace to buy and sell other items, such as merchandise and supplements, that support their health and wellness goals. The marketplace is a key component of the ObeseFans ecosystem and provides a platform for users to engage with one another and exchange value.

ObeseFans Ecosystem & O-BCITY Brand

Below you can find a visual representation of how our ecosystem functions as a whole:
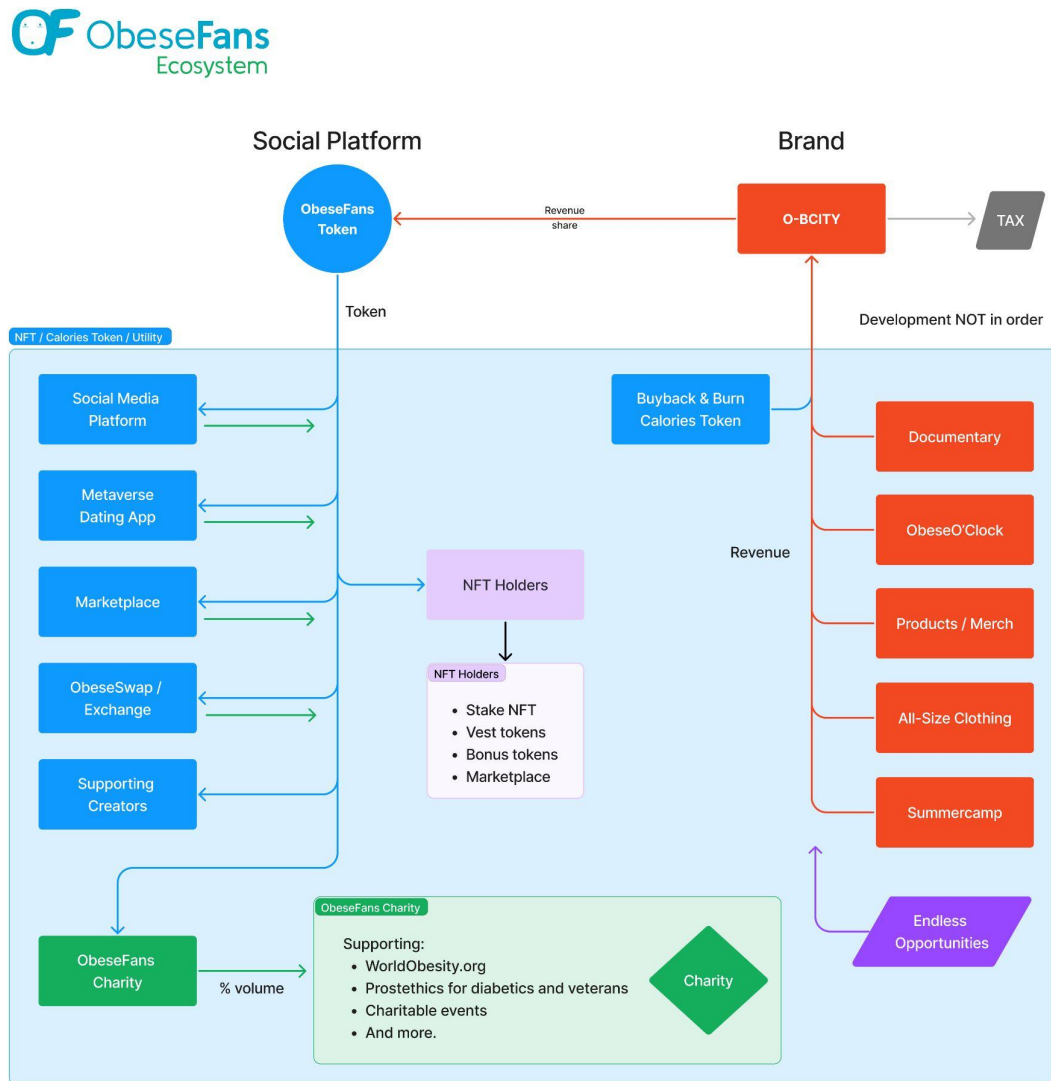
The ObeseFans ecosystem is a comprehensive platform that aims to support individuals in their journey towards better health and well-being. The ecosystem includes the following elements:

- ObeseFans platform: This includes a social media platform, a metaverse dating app, and a marketplace for buying and selling NFTs. It also includes ObeseSwap, a platform for exchanging the Calories token ($CLRS) with other cryptocurrencies. The platform supports creators through a reward system and includes a charity component that supports health organizations and provides assistance to those in need.

- NFTs: Holders of NFTs can "exercise" their NFTs by staking them, which allows them to vest more tokens over time. These bonus tokens can be bought or sold with a full or empty bag of $CLRS.
- O-BCITY: This side of the business includes several initiatives designed to promote health and wellness. These include a documentary featuring people's stories, an ObeseO'Clock smartwatch that tracks heart rate and other data, products and merchandise for living a healthy lifestyle, all-size comfortable clothing, and a summer camp for weight loss, confidence-building, and learning healthy lifestyle habits. The O-BCITY side of the business also includes a program for buying back the Calories token and using the funds for charitable causes, as well as covering necessary tax expenses.

The ObeseFans ecosystem offers a wide range of resources and support to help individuals improve their health and well-being. Whether through the social media platform, the metaverse dating app, the marketplace, or the O-BCITY initiatives, the ecosystem provides a variety of opportunities for individuals to connect, learn, and grow.

ObeseFans Charity

Obesefans is dedicated to giving back to the community and helping those in need. Our charity initiatives are a central part of our mission, and we are committed to partnering with reputable organizations and charities that work towards improving the lives of those affected by obesity.

As an organization, we believe it is important to be transparent in our charitable efforts. That is why we publicly disclose which organizations we are supporting and how much we are donating. We also welcome suggestions from our community about charities that are close to their hearts and worthy of our support.

In addition to supporting obesity-related charities, we also have a special focus on helping those in need of prosthetics. Many individuals, including veterans and those affected by diabetes, may not have the resources to afford these essential devices. Through our charitable efforts, we aim to make a difference in the lives of these individuals by providing them with the support they need to live full and healthy lives.

To fund our charitable initiatives, we have implemented a system where a portion of the tax on every token exchanged goes directly into a charity wallet. This ensures that a consistent stream of funds is available to support those in need and make a positive impact on the world.

Product USP and Product Description

USP: ObeseFans is a unique social media platform that combines healthy living, charitable giving, and cryptocurrency to provide users with a sense of purpose and engagement.

Product Description: ObeseFans is more than just a social media platform – it is a community dedicated to fighting obesity and improving public health. With ObeseFans, users can earn tokens for completing challenges, invest in NFTs, and play a healthy-living RPG game. A portion of all profits goes towards charitable organizations dedicated to fighting obesity. And with the Obese O'clock smart watch, users can easily track their health and connect with the ObeseFans app for even more support on their journey towards a healthier lifestyle. Join ObeseFans today and make a difference in your own life and the lives of others.

Marketing strategy

The marketing strategy for ObeseFans should focus on highlighting the unique value proposition of the platform. The main USP of ObeseFans is that it combines a social media platform with a focus on healthy living, charitable giving, and cryptocurrency. This sets ObeseFans apart from other social media platforms and provides a clear value proposition for users.
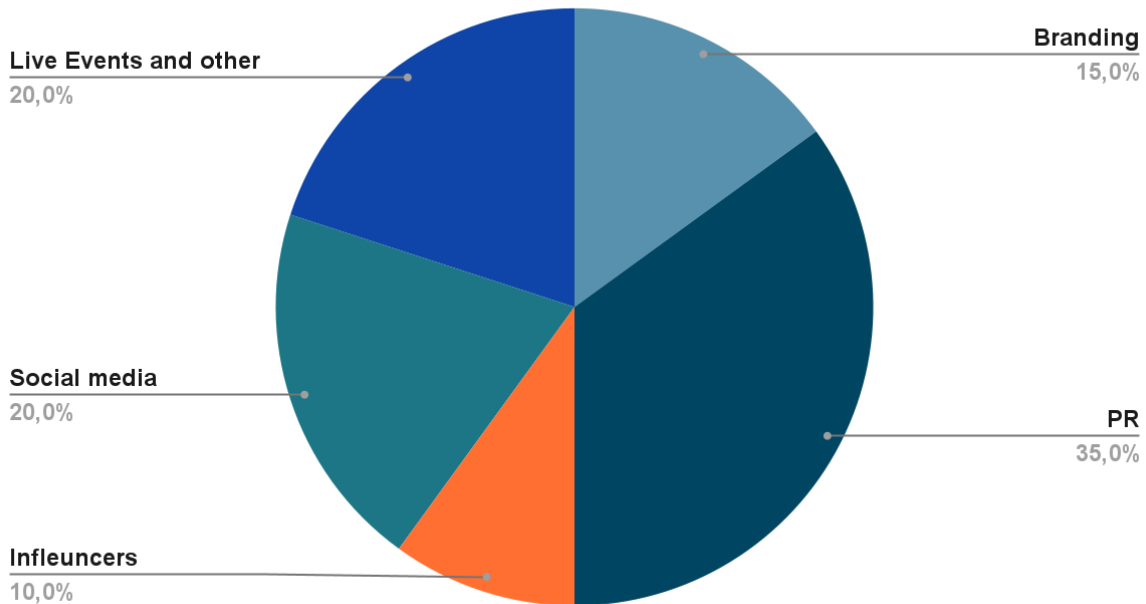
To market ObeseFans effectively, the following steps could be taken:

1. Leverage the charitable aspect of ObeseFans to attract users who are passionate about fighting obesity and improving public health. This could be done through partnerships with obesity organizations and charities, as well as through targeted social media campaigns and content marketing efforts.
2. Highlight the unique features of ObeseFans, such as the ability to earn tokens for completing challenges, invest in NFTs, and play the healthy-living RPG game. These features differentiate ObeseFans from other social media platforms and provide users with a sense of purpose and engagement.
3. Utilize influencer marketing to showcase the success stories of ObeseFans users and how the platform has helped them achieve their weight loss and healthy living goals. This could be done through sponsored posts, testimonials, and social media takeovers by ObeseFans users.
4. Leverage the cryptocurrency aspect of ObeseFans to attract users who are interested in investing in cryptocurrency and using it as a means of earning passive income. This could be done through targeted marketing efforts and partnerships with cryptocurrency exchanges and other industry players.
5. Consider offering incentives to users for referring their friends and family to ObeseFans, as this can be an effective way to grow the user base and increase engagement on the platform.

The marketing strategy for ObeseFans should focus on highlighting the unique value proposition of the platform and its charitable mission, as well as leveraging the cryptocurrency and healthy living features to attract a diverse user base.

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The marketing wallet will hold 10% of the total supply. Underneath will be explained in which manner we are going to allocate those funds for our marketing strategy.

Marketing

Description of allocation:

Part	Allocation (10% of total supply)	Description
Branding	15%	Establishing a unique world-wide brand. Creating products, content, image, values and a message to the world.
PR	35%	Communication of our products to the mass market and targeted media as well as press.
Influencers	10%	Collaborations with influencers with a strong following in a lot of different spaces, fitness, blockchain etc. These influencers will help the project reach a larger and new audience which will solidify our brand.
Social Media and community management	20%	Mainly creating of: Story's, content, news, insights, features , collaborations, releases, through social media platforms such as Twitter, Telegram, Facebook, LinkedIn, Youtube, Medium etc.
Live Events and other media	20%	Hosting events to showcase the project to establish awareness, charity events, sales, collaborations, AMA's, challenges and much more.

ObeseFans

Our Team & Advisors

Our team at Obesefans is dedicated to building a supportive and empowering community for individuals looking to improve their health and wellness. Our team consists of experienced professionals from a variety of fields, including community management, business development, finance, and law.

In addition to our core team, we also have a number of advisors and experts who provide valuable insights and guidance on various aspects of our business. These advisors have a wealth of knowledge and experience in their respective fields, and we are grateful for their support and contributions to our mission.

Our team and advisors are committed to helping our community achieve their health and wellness goals, and we strive to create a welcoming and inclusive environment for all.

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Roadmap

The roadmap outlines the planned milestones and goals for the ObeseFans platform in the upcoming year. It includes the launch of new features and services, partnerships and collaborations, marketing campaigns, and events to drive user engagement and growth. The roadmap also includes a focus on supporting charitable causes and initiatives, as well as ongoing development and improvement of the platform based on user feedback.

Q1 2023:

- Launch ObeseFans social media platform and marketplace
- Begin building a strong and active community by hosting events and activities
- Running Sweepstakes for 10.000$ in $CLRS
- Implement a referral program to encourage growth and engagement on the platform
- Early stage marketing, aimed at organic growth

Q2 2023:

- Release mobile app for easy access on the go
- Expand partnerships with obesity organizations and charities
- Introduce new reward program for users to encourage healthy habits and activity
- Continue development and improvement of the platform based on user feedback
- Increased marketing efforts

Q3 2023:

- Host online event for users to connect and participate in games and activities together
- Launch new feature or service within the ObeseFans ecosystem, such as a healthy living game or wellness program
- Promote user engagement and growth on the platform through events and promotions

Q4 2023:

- Launch marketing campaign to increase brand awareness and bring in new users
- Implement new reward program for user referrals and engagement
- Continue supporting charitable causes and initiatives through partnerships and donations
- Achieve a user base of 10,000 active members on the social media platform and metaverse dating app.

Recruitment

We are seeking qualified individuals to join our team in the following roles:

- Strategic Partners: These individuals will work with our team to establish partnerships and collaborations with organizations and businesses that align with our mission and values. They should have excellent communication and negotiation skills, as well as a strong understanding of the industry and market.
- Finance/Legal professionals: We are looking for individuals with expertise in finance and legal matters to help us manage our financial operations and ensure compliance with relevant laws and regulations. Responsibilities may include budgeting, forecasting, contract negotiation, and risk management.
- Moderators: Our moderators will play a crucial role in maintaining a safe and respectful community on our platform. They should be able to effectively moderate online discussions, resolve conflicts, and enforce our community guidelines.
- Developers: As a developer on our team, you will be responsible for building and maintaining various aspects of our platform, including the front-end, back-end, and mobile applications. You should have strong programming skills and experience with relevant technologies.
- Web designers: Our web designers will be responsible for creating visually appealing and user-friendly web interfaces for our platform. They should have a strong eye for design and experience with relevant software and technologies.
- Influencers (who believe in and support our mission): We are seeking individuals who are passionate about health and wellness and have a strong presence on social media or other platforms. As an influencer on our team, you will help raise awareness of our brand and mission and engage with our community.
- Other talented individuals: We are always open to hearing from talented individuals who believe they can contribute to our team and mission. If you have skills or expertise that you think would be valuable to us, please don't hesitate to get in touch.

If you are interested in applying for any of these positions, please email your resume and a short statement outlining your motivation to **info@obesefans.com**. You can also reach out to us through our Discord channel for more information.

KYC Requirements:

As part of our commitment to compliance, all members of our core team will be required to complete a Know Your Customer (KYC) process. In the future, we may also require some users of our products and services to undergo KYC in order to access certain features. This is in line with industry standards and helps us ensure the security and integrity of our platform.

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