



# **NFT community for brands and fans**

**WHITEPAPER**  
VERSION 1.8B



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# Abstract

In Q3 2021, NFTs hit \$10 billion in trading volumes, up 700% from the previous quarter. NFTs get extensive media coverage and major brands and celebrities rush to launch their own non-fungible tokens.

# The challenge:

## The next 10 million NFT holders

The audience for NFTs is only a fraction of what it will be.

While an estimated 220 million people use crypto worldwide, only about 10 million use MetaMask, the leading wallet for interacting with NFTs and Web3 apps.

Furthermore, reports indicate that only 280,000 wallets bought or sold non-fungible tokens in August 2021.

This is nowhere near mass adoption. As a result, all NFT marketplaces and projects are now competing and trying to grow their own share of a relatively small pie.

# The solution:

## Grow the NFT pie with brands

Fayre changes the game and instead seeks to grow the whole NFT pie by serving new audiences together with brands — all while starting with Latin America, a currently underserved market.

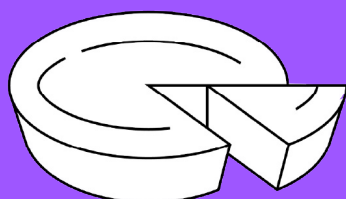
### For brands, Fayre provides a unique Dashboard that allows to:

- Easily create and manage NFT memberships even without tech skills
- Communicate and engage directly with NFT audiences

### For new NFT buyers, Fayre offers:

- A user-friendly multi-chain NFT marketplace with low fees
- NFT Memberships Club with 0% fees and exclusive benefits

At the core of this ecosystem is the \$FAYRE utility and governance token that loops together on all sides of the NFT market.



**Brands & IP owners**



**New NFT owners (fans)**

# Background

In 2021, NFTs are seemingly everywhere. Christie's, the 255-year old auction house, sells NFTs. EA, the multi-billion game company, states that NFTs are “an important part of the future” of gaming<sup>[1]</sup>. Quentin Tarantino auctions unseen “Pulp Fiction” scenes as NFTs<sup>[2]</sup>. Brands and celebrities of all sizes are thinking hard about launching their own tokens.

This is not just hype: for the first time in history, NFTs have enabled digital scarcity of anything. Unlike cryptocurrencies, NFTs can represent anything non fungible — and most things in the world are non fungible.

The enormous potential of NFTs is already being reflected in sales volumes. In the third quarter of 2021, NFT trading volumes have exceeded \$10 billion, up more than 700% from the previous quarter<sup>[3]</sup>.

Yet despite impressive volumes and global media coverage, NFTs are still far from

reaching a wide adoption. The total number of crypto users in the world is estimated at 220 million people worldwide<sup>[4]</sup>. Yet among them, only 10 million use Metamask<sup>[5]</sup>, the most popular wallet for reaching the NFT world across Ethereum, BSC, and other EVM-compatible blockchains. While there are other blockchains and wallets, the number of their active users are lower.

Despite the breakout success of major NFTs, the number of active NFT users appears to be relatively small. Only about 280,000 crypto wallets bought or sold NFTs in August 2021<sup>[6]</sup>.

Overall, NFTs are yet to cross the so-called “chasm” — the moment when adoption of a new product or technology bridges from innovators and early adopters to the early majority of users.

**We believe that in order to gain a critical mass of market participants and liquidity, the number of NFT owners must reach at least 10 million.**

1 NFTs are “an important part of the future” of gaming, EA says.

2 Quentin Tarantino to Auction Seven Unseen ‘Pulp Fiction’ Scenes as NFTs

3 Dapp Industry Report: Q3 2021 Overview

4 Crypto User Numbers Double in 6 Months

5 MetaMask Reaches 10 Million Monthly User Milestone

6 Number of unique wallets that either bought or sold an NFT asset worldwide from June 2017 to August 2021

# Challenge: The Next 10 Million NFT Owners

For NFTs to go mainstream, the industry must evolve beyond its current limits imposed by use cases that do not provide enough utility, high transaction fees and complicated technology.

## Not enough utility

Despite the flurry of on-chain NFT activity, it is mostly price speculation. The most sophisticated users mint rare NFTs or buy 1:1 pieces from artists primarily in hopes of quickly flipping them to new buyers.

At the same time, simply holding NFTs rarely gives any utility. While some NFTs like CryptoKitties and MutantApes have built-in interactivity, it ultimately also ties into chasing the elusive rarity and the subsequent higher valuations.

## High transaction fees

One of the main reasons for limited utility are high gas fees on Ethereum, the leading network for NFTs.

The relatively simple process of minting NFTs can rake up costs in hundreds of dollars. More complex interactions with smart contracts can require more gas (i.e. computational resources to execute the code) and hence are even more expensive.

## Complicated technology

While alternative blockchains offer lower gas fees, the existing infrastructure is usually too complicated for many users and most brands. Even understanding Ethereum is too much for creators outside of the crypto echo chamber. Evaluating several alternative blockchains let alone integrating them in a single offering is beyond the capabilities of most non-tech brands.

As a result of these limitations, all existing NFT marketplaces, artists, and projects compete for the same limited number of early adopters.



# Solution: Growing the NFT Pie With Brands

NFTs are the key to Web3. In order to onboard the next 10 million NFT holders, Fayre starts with utility. While most NFT marketplaces aim at grabbing a bigger share of the existing pie, Fayre strives to grow the pie. Instead of chasing after the limited group of early adopters, Fayre creates a way to provide value to new audiences.

We believe that the overall formula to achieve that is simple: unite brands, fans, and built-in engagement mechanisms to provide tangible benefits to owning NFTs.

## **Brands + Fans + Engagement = The Next 10 Million**

With Fayre, brands can offer perks for members as an incentive to hold their NFTs:

### **Exclusive Drops**

Unique NFT collections available exclusively to loyal holders of previous tokens issued by the brand

### **Exclusive Content**

Videos, GIFs, written narratives, and even experiences that only NFT holders can unlock

### **Exclusive Rewards**

Brands can provide unique features, items (both virtual and physical), and other rewards to holders of NFTs

### **Physical to Metaverse Integrations**

We help brands connect IRL retail and engagement experiences into multiple virtual worlds, making NFTs work harder by adding layers of utility. The brand opportunities are endless.

This combination of unique benefits can provide value for fans, followers, and customers of strong established non-crypto brands. Fayre doesn't just help brands sell NFTs but instead gives a way to include tokens into the overall customer experience.

# Target Market: Latin America

Besides serving new audiences with interests outside of the crypto industry, Fayre also aims to increase adoption of NFTs in Latin America, a fast-growing yet underserved market.

## Market Size

With a younger population, high urbanization, growing incomes, and volatile domestic fiat currencies, Latin America is a natural fit for cryptocurrencies.

Several key figures can illustrate the size of the opportunity:

- **Latin America represents 8% of crypto wallets,**
- **Play2Earn projects already experience a high level of penetration in LATAM. For example, 10% of Axie users are from Brasil and Venezuela.**

Yet culturally and linguistically, Latin America is different from the US, Europe, and Asia. And it's not just about the language. The Latin world has its own distinct brands, personalities, memes, and aesthetic preferences.

Fayre's content and marketing will specifically cater to LATAM. The team already has negotiations with a list of premier brands that are known across both North and South

America. This would be a unique selling point for new users who are not plugged into relatively niche interests of the current NFT and crypto scene.

Meanwhile, user acquisition costs in Latin America are significantly lower than in Western markets. At the same time, more lenient advertising regulations in many LATAM countries mean that there are more potential advertising channels that could be used to quickly grow Fayre's user base.

## Fayre's Goal: \$1 Billion Transactions per Year

By targeting people who are new to crypto and focusing specifically on Latin America, Fayre can quickly gain a significant market share.

This focus should help Fayre achieve the following targets by 2022:

- **5-10% of LATAM NFT transactions,**
- **0.5% of overall NFT transactions worldwide.**

Hitting these targets would enable Fayre to reach \$1 billion in transactions per year. While it's an ambitious target, Fayre's built-in membership features should result in higher engagement than on other NFT markets.



# How Fayre Works

Fayre provides a comprehensive suite of tools for brands to participate and engage with their current and future audiences in real life and across the Metaverse.

## A Gateway into Web3



**A multi-chain marketplace**

**An NFT membership club**

**Zero transaction fees**



**A dashboard for brands**

**A companion app**

**Metaverse commerce**

All these modules are wrapped in a friendly UX that hides the underlying complexity of smart contracts.

# Multi-chain Marketplace

The Fayre marketplace will provide a venue for buyers and sellers (both primary and secondary), regardless of the blockchain on which the NFTs were originally minted. This is achieved through seamless bridges across Ethereum, BSC, and Polygon networks, allowing NFTs to be sent across networks.

The marketplace includes all the features for a great buying experience:

## Brand/Celebrity Collections

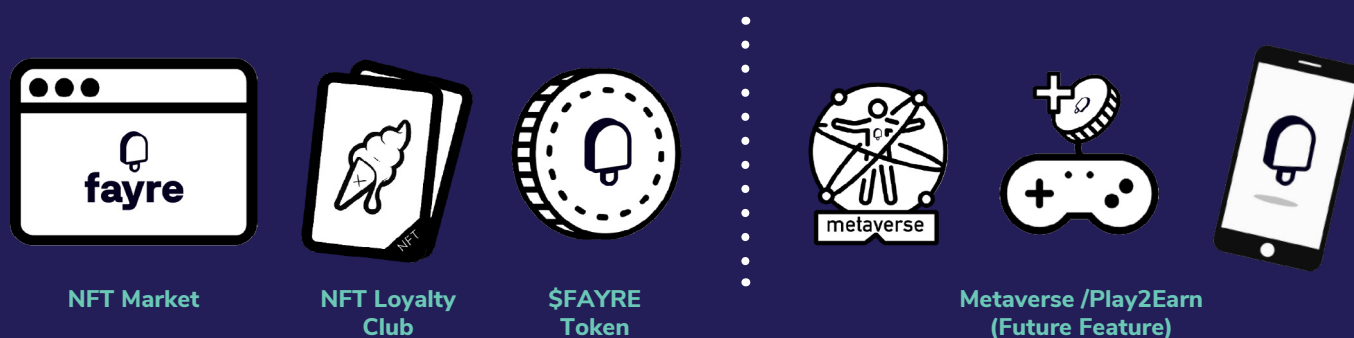
Brands and celebrities can mint collections of NFTs with a predetermined number of copies and specified rarity properties;

## Exclusive Fan Drops

Reward your most loyal fans by offering exclusive NFTs available only to your existing NFT holders. Manage membership like a community or a decentralised loyalty programme.

## Multi-asset Swap Support

Trade NFTs from different collections for other NFTs/Crypto combinations. This helps the Web3 barter economy that is essential for the Metaverse.



# NFT Membership Club

Fayre introduces a pioneering membership-based ecosystem. Users can become members either by holding the \$FAYRE token or by buying an NFT membership card.

There are two types of memberships: Standard and Premium.



## FayreCards

In addition to reduced fees, FayreCards will also offer a number of benefits, including early access to new features, partner promotions, and more.

FayreCards are NFTs, which means they may be freely traded. Only a limited amount will be issued each year ensuring the supply is never too high.

# Dashboard for Brands

A major part of Fayre's value proposition is the dashboard for brands, which makes it easy to create and manage NFTs without any tech skills. The main feature of the dashboard is the ability to sell or drop, free or low-cost NFTs to existing fans and customers.

Additionally, the Dashboard allows brands to:

- **Define user benefits for holding NFTs**
- **Communicate with users**
- **Track NFT activity**
- **Reward user actions**
- **Connect to physical retail**
- **Enable secure access to content and/or services**

Opportunities in Web3 for brands are only limited by imagination. Brands can launch metaverse properties, grant VR access, enable Play2Earn incentives, merge with physical retail or ecommerce experiences.

As a result, the Dashboard provides a number of specific benefits to brands:

1. Connect with existing fans by offering additional utility via NFTs,
2. Monetize their brands by selling additional products, services, and content as NFTs,
3. Foster and grow Web3 communities as every drop of 1,000 NFTs has the potential to grow into something bigger.

While any brand can benefit from an NFT strategy, Fayre has identified several sectors with immediate benefits and sizeable existing audiences:

## Sports

While of course football is numero uno, basketball, baseball, and motorsports also have sizeable audiences.

## Celebrities

Latin America has a number of regional stars who are extremely popular across Spanish-speaking countries yet are not widely known to global audiences.

## Brands

Global brands and their Latin American counterparts can benefit from tapping into Web3 as an alternative or an addition to traditional marketing integrations.



# Token Platform

1. Phase one of the Fayre platform has a cross-chain design that allows minting, buying & selling NFTs on Ethereum, BSC, Polygon and other innovative scaling solutions.
2. FayreCards are NFTs which enable reduced fees, loyalty & club membership benefits.
3. The \$FAYRE token enables staking and governance for interacting with the platform.



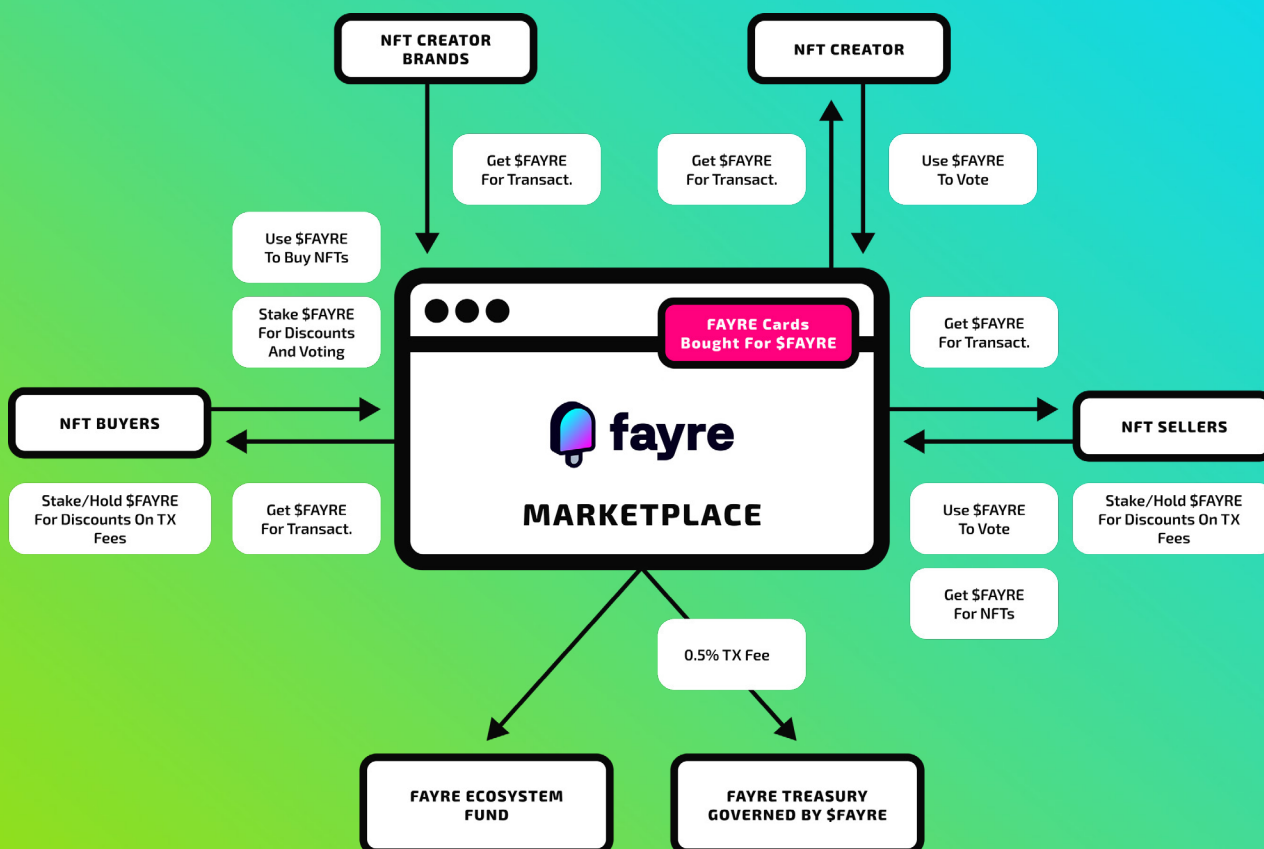


# Token utility architecture

## \$FAYRE Token - List of Functionalities

1. Discounts on transaction fees
2. Staking
3. Voting rights
4. Payment token for Fayre Marketplace (non-inclusive), incentivize people to transact in \$FAYRE

## \$FAYRE - Membership / Social Token



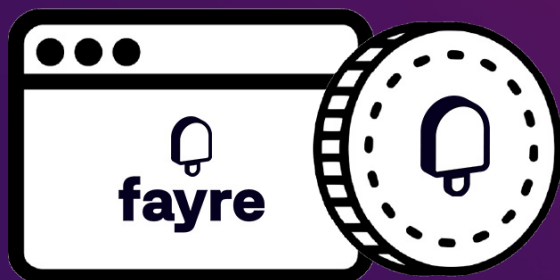
# FAYRE Token Economics

\$FAYRE is a utility and governance token that powers the Fayre Marketplace. It has rich functionality for every side of the market: buyers, sellers, and creators.

## More specifically, the token is used for:

- Sending rewards
- Payments on the marketplace
- Discounts on transaction fees
- Governance voting
- Staking.

Together, this combination of functionalities should simultaneously provide ample velocity (through the use as rewards and payments) and remove excessive supply from the circulation (via staking).



Let's review each use case in more detail.

## Sending as Rewards

Brands can set up rewards programs that payout \$FAYRE for specific actions that users do with the token.

This could be a cost-effective way to drive activity and engagement for brands that seek to increase their recognition among new audiences or build a community.

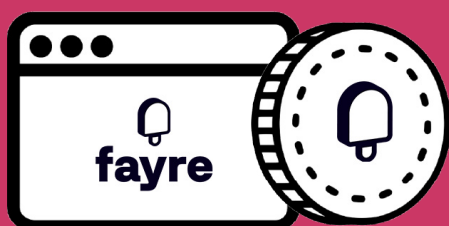
Additionally, in specific cases, buyers, sellers, and independent NFT creators (e.g. artists) can get \$FAYRE tokens as rewards for some transactions.

## Payments on the Marketplace

Users can use \$FAYRE tokens for payments when buying NFTs on the Fayre Marketplace.

It is not the exclusive form of payment. Users can also pay in ETH, BNB, MATIC, stablecoins, any other ERC-20 token, or by banking card via fiat payment gateways.

Yet payments in \$FAYRE waive transaction fees, might offer discounts when buying FayreCards, and unlock additional benefits on the platform.



## Discounts

Users can also hold and stake their \$FAYRE tokens to obtain memberships and pay zero fees instead of the regular 1.5%.

## Voting

Fees from Fayre Marketplace transactions are accumulated in the Fayre Treasury. \$FAYRE holders can stake their tokens to get voting rights and make collective decisions about how the fees could be used.

Staking \$FAYRE is the only way to vote on basic token governance and have a chance to win extra \$FAYRE.

## Staking for Rewards

Reduced fees on transactions and other exclusive privileges can be enjoyed by staking \$FAYRE. Plus, be the first to know about upcoming products and services as a \$FAYRE holder.

Holders also have the chance to enjoy NFT Whitelist opportunities, and earn rewards for their market activity.

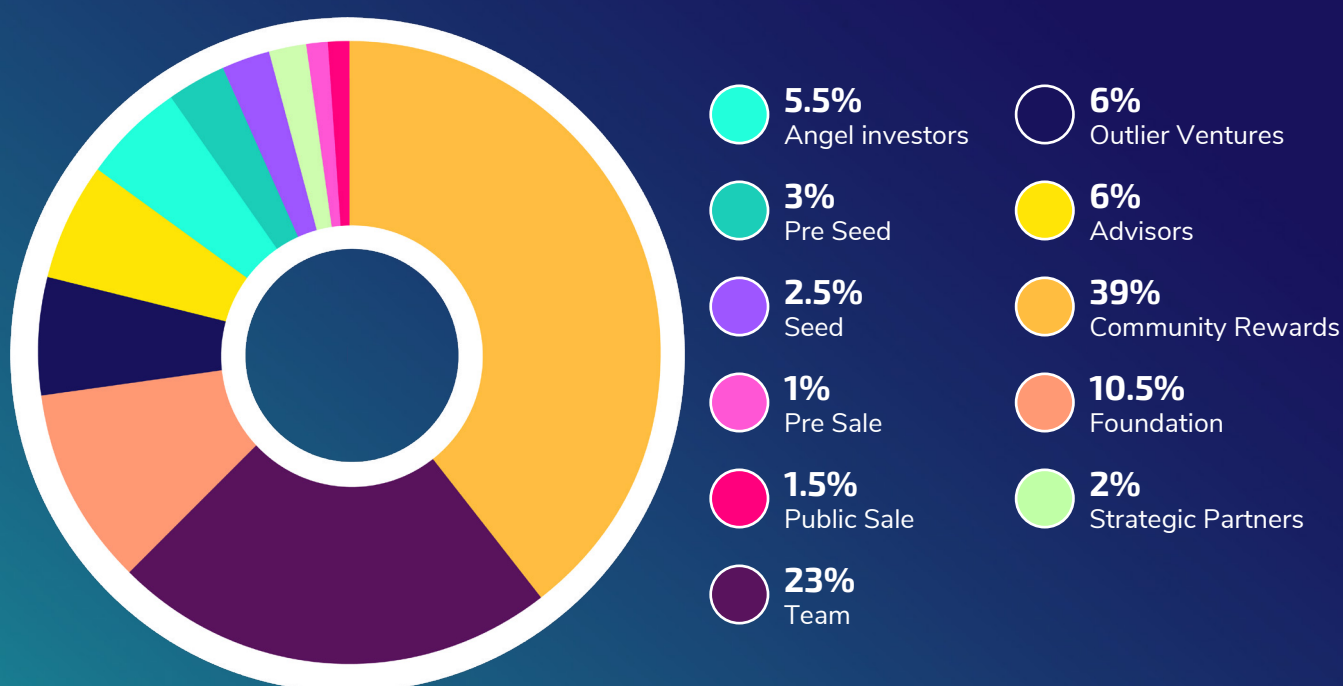
# Token Sale

Fayre's smart contract will create a total of 1,000,000,000 \$FAYRE tokens on the Ethereum network. No further tokens will be created. The first three rounds have been successfully completed and we are on the final Public Pre Sale round before the Public Sale.

**\$FAYRE tokens will be offered for sale in several rounds:**

<b>Rounds</b>	<b>Number of Tokens</b>	<b>% of Total Supply</b>	<b>Minimum Price</b>
Angels	55,000,000	5.5%	\$0.01
Pre Seed	30,000,000	3.0%	\$0.035
Seed	25,000,000	2.5%	\$0.07
Public Pre Sale	10,000,000	1%	\$0.11
<b>Public Sale</b>	<b>15,000,000</b>	<b>1.5%</b>	<b>\$0.16</b>

# \$FAYRE Distribution



## Vesting

All \$FAYRE tokens will be subject to the following vesting schedule.

Category	% of Supply	Vesting	Cliff	Number of Tokens
Angels*	5.5%	24	1	55,000,000
Pre Seed*	3%	18	1	30,000,000
Seed*	2.5%	12	1	25,000,000
Public Pre Sale*	1%	6	1	10,000,000
Public Sale	1.5%	1	0	15,000,000
Founder/Team	23%	36	6	230,000,000
Outlier Ventures (VC)	6%	24	6	60,000,000
Advisors	6%	24	1	60,000,000
Community Rewards and Ecosystem	39%	84	1	390,000,000
The \$FAYRE Foundation**	10.5%	84	1	105,000,000
Strategic Partners	2%	6	1	20,000,000
<b>Total</b>	<b>100%</b>	<b>-</b>	<b>-</b>	<b>1,000,000,000</b>

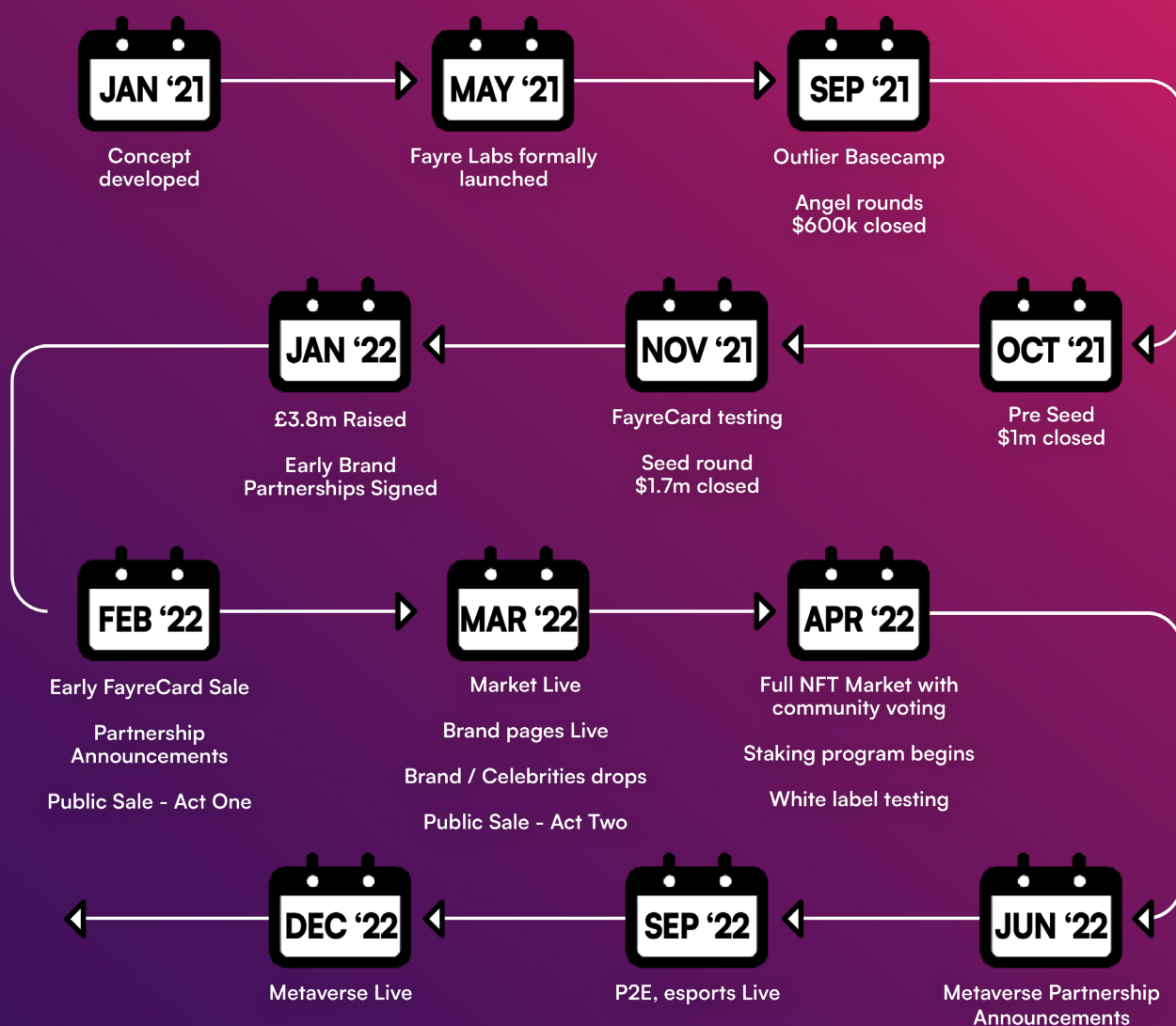
\*Angel through Pre Sale receive half of the first month vesting at TGE

\*\*2.5% of the Foundation allocation will be used for Market Making and will be released at TGE



# Roadmap

Fayre's aim is to build a long term ecosystem. Short term an NFT Marketplace with 0% transaction fees. Medium term providing utility and governance via the \$FAYRE token. And long term building of Web3 modular components and P2E functionality on the Metaverse.



# Team



**Luis Carranza**  
Founder



**Fernando Torres**  
CTO



**Ben Austin**  
Business Development



**Rob McCardle**  
Product



**Boris Spremo**  
Operations/Partnerships



**Michail Ballis**  
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**Paab Pruchniewski**  
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**Gideon Okorie**  
3d Design



**Silvia Mogas**  
Marketing Strategy



**Carlos Gutierrez**  
Metaverse Product



**Marco Negroni**  
Technology



**Luis Castillo**  
Technology

# Advisors



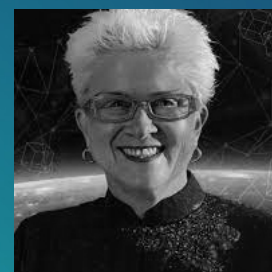
**Dr. Anish Mohammed**  
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Ripple, Ocean, Boson  
Protocol



**Linda Teare**  
Media Law, Legal &  
Film Industry Expert



**Joe Quattrone**  
SVP at The Sasha  
Group, a Vayner  
Media co



**Dr. Jane Thomason**  
Journal of Metaverse  
- Frontiers in  
Blockchain - Global  
Health Journal

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The Company makes no representation about the underlying value of the tokens on offer. Prospective participants must make their own assessment about whether the price of the tokens being offered represents fair value.

## Participant Warning

Participation in a token sale carries high risks. It is highly speculative and before participating in any project about which information is given, prospective participants are strongly advised to seek appropriate professional advice;

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## Value Risks

Tokens issued by Fayre may drop substantially in value, or may remain illiquid for long periods of time or indefinitely. Fayre cannot guarantee an active secondary market for the exchange of tokens purchased in the token sale. Not all disclosures or statements are being made in this disclaimer section. Participants should review the token sale agreement in its entirety and seek the professional advice of legal counsel and investment professionals.

Fayre tokens may change in value based on a number of factors that are outside our control. There is no guarantee or expectation that Fayre tokens will increase in value,

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