



**PowerFan.io**

# White Paper

Empowering Authors, Creators & Fans



<https://powerfan.io>

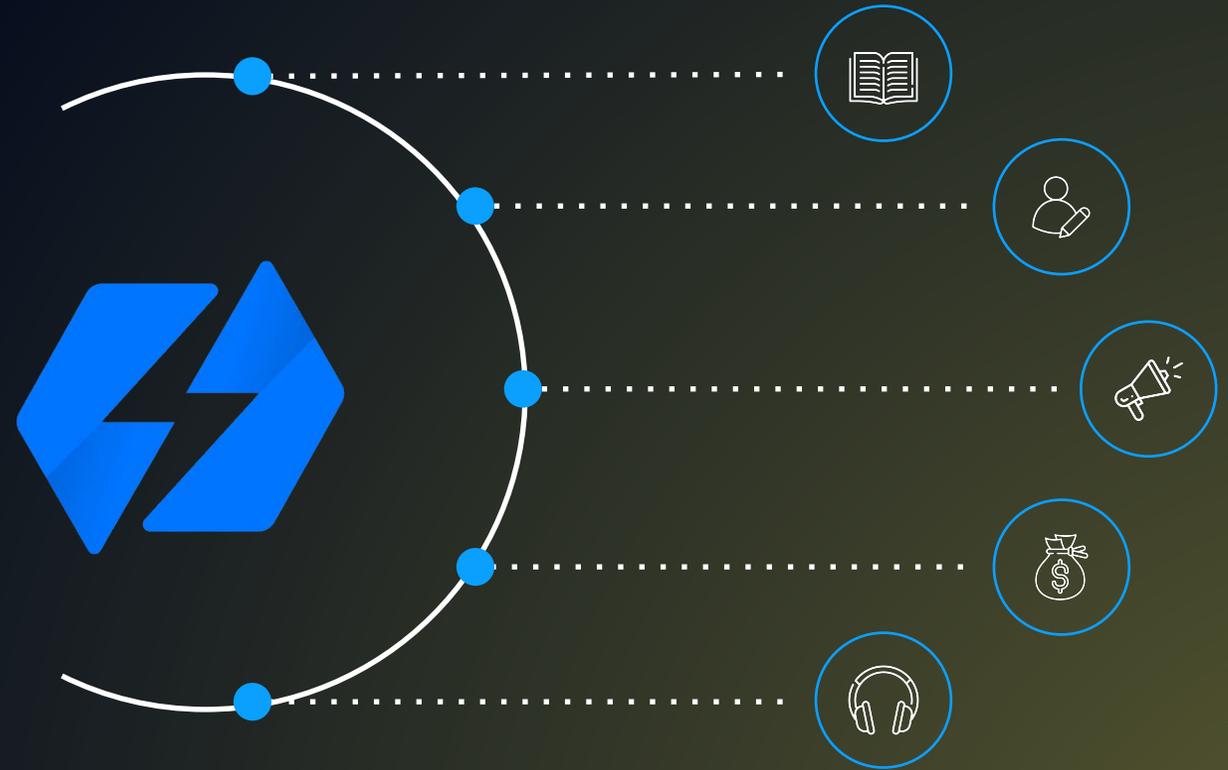
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# Our Vision

Empowering authors, content creators and fans to conduct commerce in valuable new ways using NFTs and blockchain technology.



# What is PowerFan.io

01



## A NFT Minting Platform

for authors and content creators to create and sell exclusive content directly to their audience and fans

02



## A De-Fi Staking Platform

where you can stake PFAN tokens to “earn while you learn” and generate passive yields

03



## A Royalty Routing System

that recaptures the 30-70% of revenue given to platforms like Amazon, increasing the earning potential for authors and content creators of all stripes.

# Current Challenges for Authors & Content Creators



Content Creators need a simple means to mint and market their NFTs and leverage blockchain technologies



Content Creators need a transparent means to keep track of royalties and subsequent sales of their NFTs, earning them royalties on each transaction of their NFTs.



Content Creators give away up to 70% of the retail price to distributors and online marketplaces, and don't even receive the customer information in those transactions



Fans of their favorite creators are not empowered and rewarded for supporting their favorite content

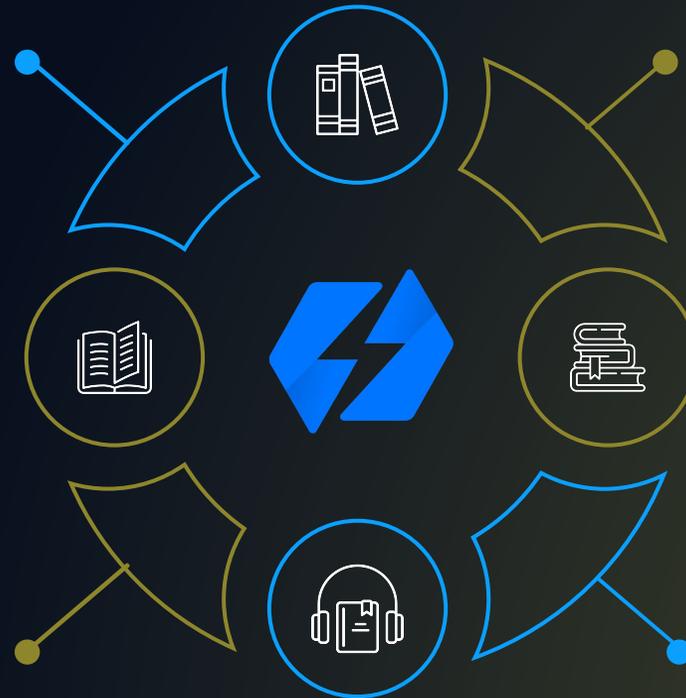


# The PowerFan Solution

PowerFan is a platform for content creators of all stripes to mint their works on the blockchain as NFTs. Creators earn royalties for their works in a transparent manner, as well as provide value-added exclusive offers that generate new passive income streams

The PowerFan.io platform houses creator profiles where users can browse and purchase NFTs, follow/engage with creators and share their content to earn rewards

Initial NFT Sales take place on PowerFan.io and then NFTs can be listed and sold on marketplaces like OpenSea and Rarible



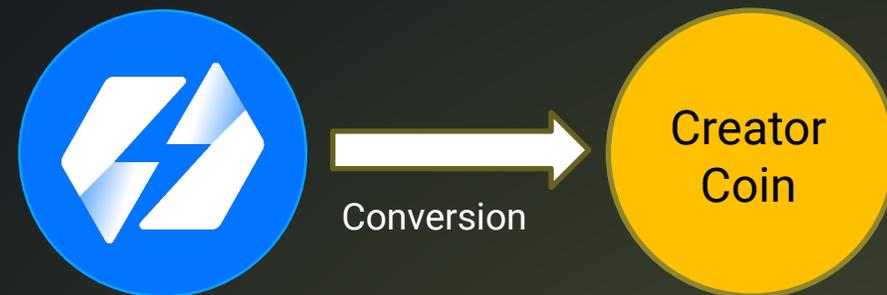
Creators and Rights Holders mint NFTs on PowerFan and determine what royalty % they will receive while setting up their NFT for sale

Fans and Promotional Partners can earn rewards by referring people to PowerFan and driving sales of NFTs

# Creator Coins

- PowerFan offers content creators the ability to create their own cryptocurrency; their own Creator Coin.
- Creator Coins are generated through a conversion with PFAN Tokens, such that at the time of creation each Creator Coin has an intrinsic value of a certain amount of PFAN Token.
- Once created, Creator Coins are ERC-20 standard tokens that can be listed, bought and sold on Uniswap and other decentralized exchanges.
- Creators can offer their products, services and experiences priced in their Creator Coin as well as offer discounts, incentives and exclusives to their audience priced in Creator Coins as well.
- PowerFan offers PFAN Token at volume-based discounts to businesses and brands, and includes Creator Coins + Consulting Services in the Agreement

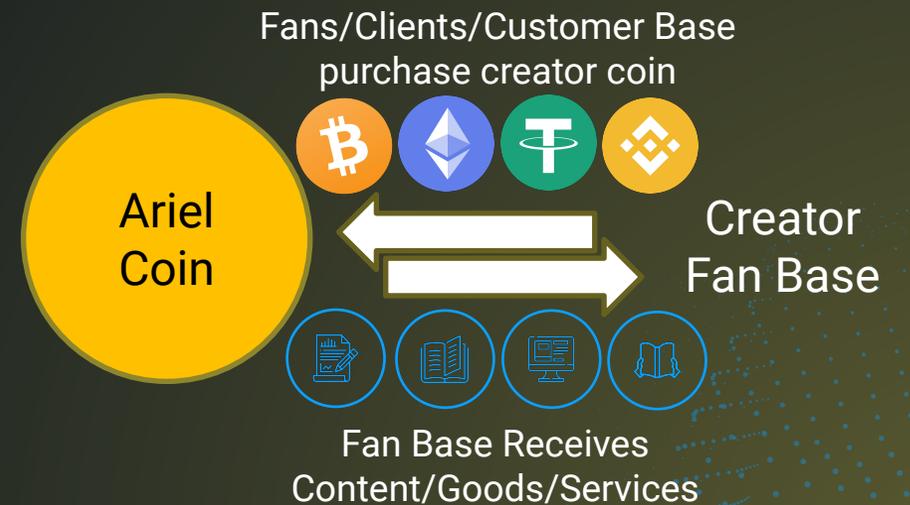
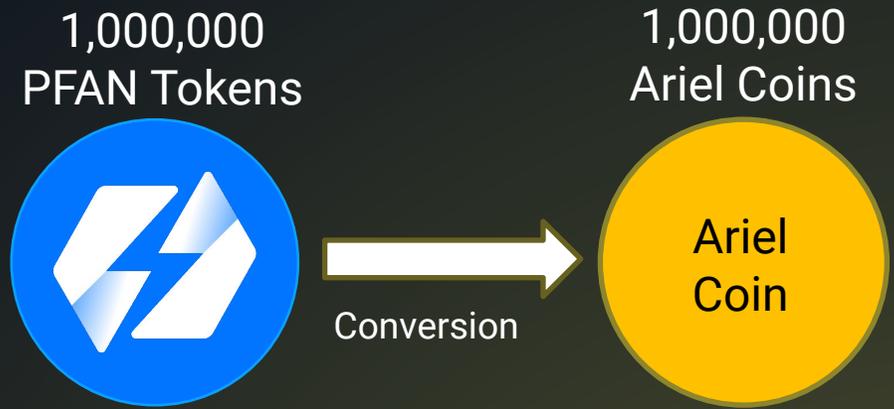
PFAN Token



# Creator Coins Example

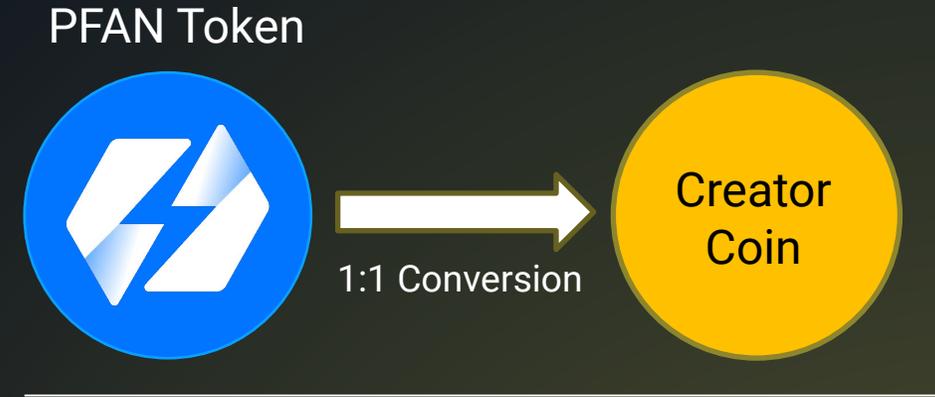
**Ariel the Author wants to make Ariel Coins to offer special editions of his books, his services and live events priced in Ariel Coins.**

-  Ariel and PowerFan reach an agreement whereby PowerFan sells Ariel 1,000,000 PFAN Tokens at a 20% discount, then uses those PFAN Tokens to create 1,000,000 Ariel Coins
-  PowerFan manages all the blockchain programming aspects of creating 1,000,000 ERC-20 compatible Ariel Coins, consults with Ariel on how to launch his products and services priced in Ariel Coins, and integrates a way for his fans to purchase Ariel Coins into his website
-  The net effect is PowerFan realized revenue from selling PFAN Tokens directly at a discount and Ariel Coins now exist on the blockchain as their own Token with a market-set price and the ability to be bought and sold on all decentralized exchanges (DEXs) like Uniswap
-  PowerFan offers PFAN Token at volume-based discounts to businesses and brands, and includes Creator Coins + Consulting Services in the Agreement



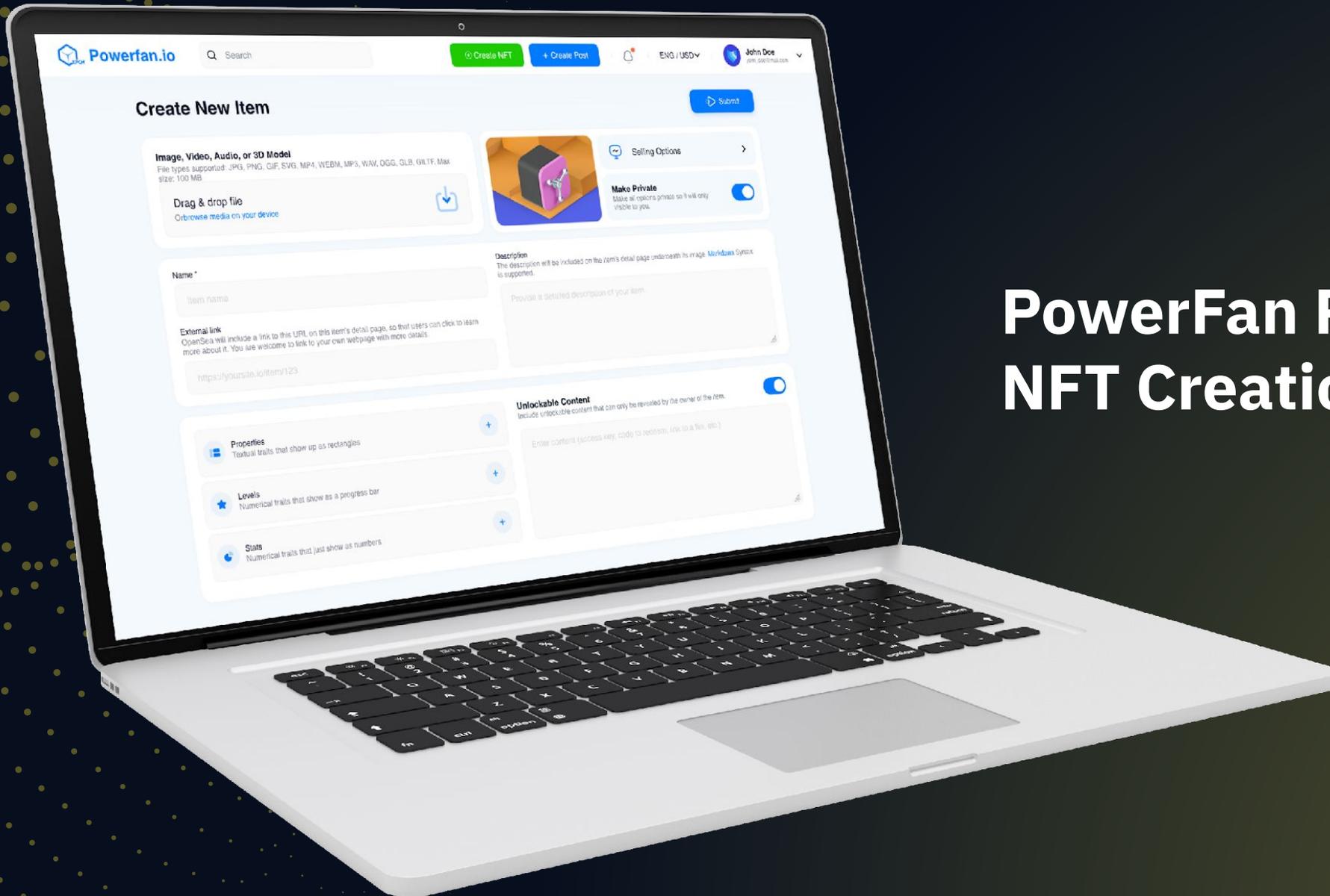
# Creator Coins Summary

- ⚡ PowerFan sells Creator PFAN Tokens at a volume discount
- ⚡ Creator Coin minted 1-to-1 for PFAN Tokens
- ⚡ Creator Coins used for commerce and trade on DEXs



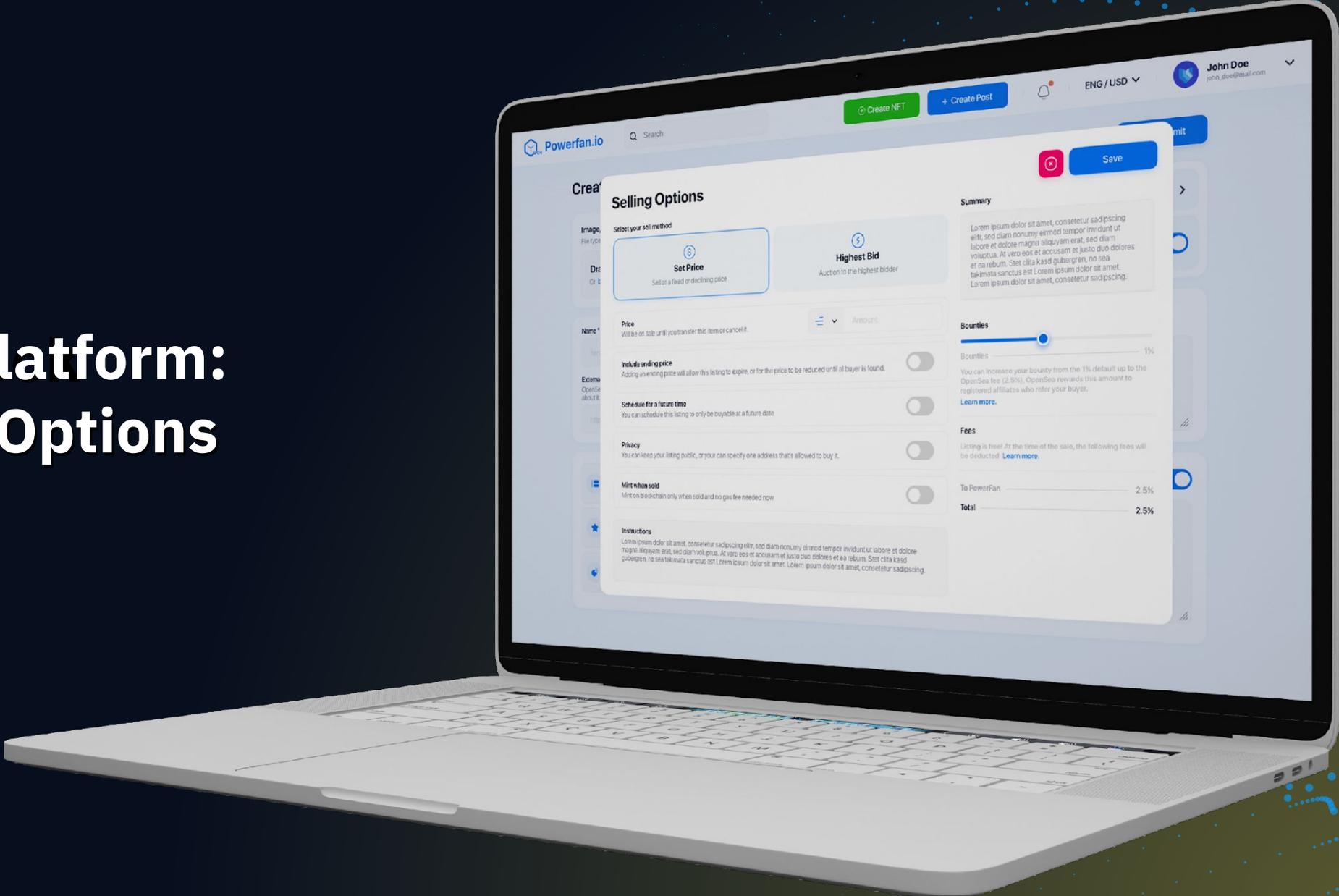
## Result

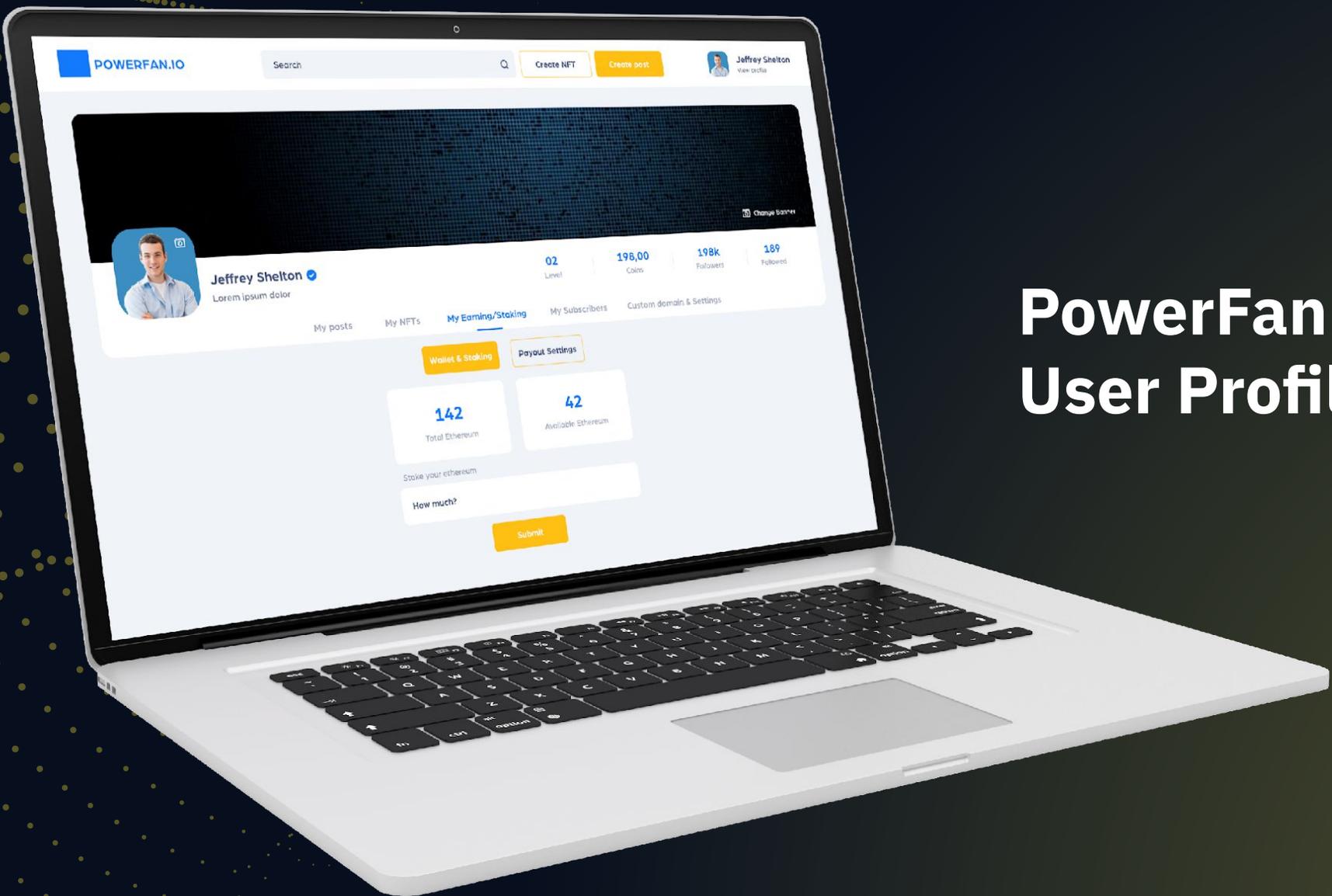
*“Creators & Fans: You Have the Power Now!”*



# PowerFan Platform: NFT Creation Page UI

# PowerFan Platform: NFT Selling Options





# PowerFan Platform: User Profile Page



# Why Are We Better?



Author and Content Creator NFTs are stored securely on the blockchain forever



Content Creators of all stripes can offer fans exclusive NFTs that unlock bonus content and personalized experiences



Creators receive revenue and secondary sales royalties in real-time, with no intermediary



Fans can interact with their favorite creators and earn money by consuming and sharing content





# NFT Market Growth

## Trade in NFTs has taken off this year

Value of completed sales of non-fungible tokens (monthly totals, \$m)



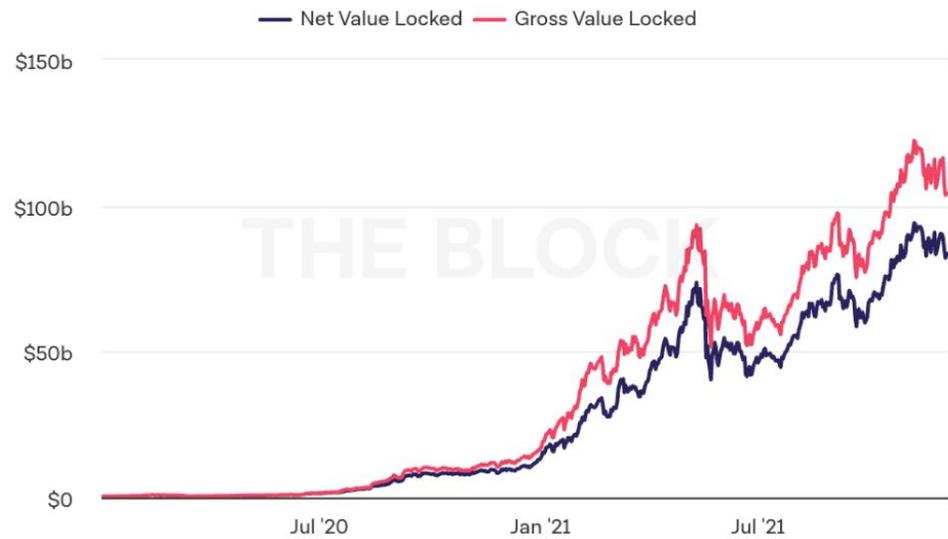
Source: Nonfungible.com  
© FT

\* To June 3

# De-Fi Market Growth



## Gross Value Locked and Net Value Locked (Ethereum DeFi)

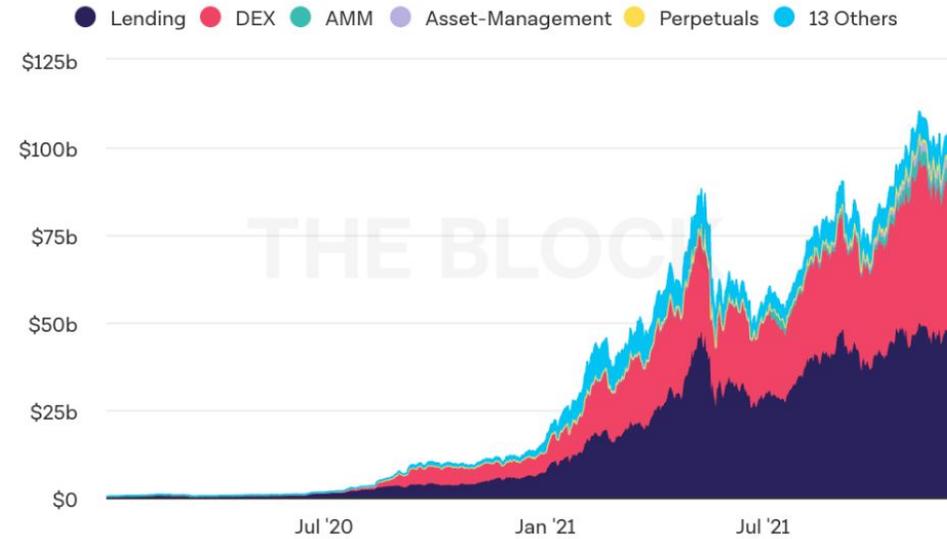


SOURCE: DEBANK  
UPDATED: DEC 7, 2021

ZOOM **ALL** YTD 3M 1M



## Value Locked by Category (Net)



SOURCE: DEBANK  
UPDATED: DEC 6, 2021

ZOOM **ALL** YTD 3M 1M

# PowerFan.io Revenue Sources



NFT Sales Revenue &  
PFAN Token sales



Staking yield and fees generated  
on NFT sales



White Glove Service where we  
receive 30% of NFT collection  
sales with select creators



Decentralized Finance (DeFi)  
transaction fee revenues for  
staking operations



Social Tokens for Creators  
to have their own branded  
token to sell offers priced in  
their own cryptocurrency

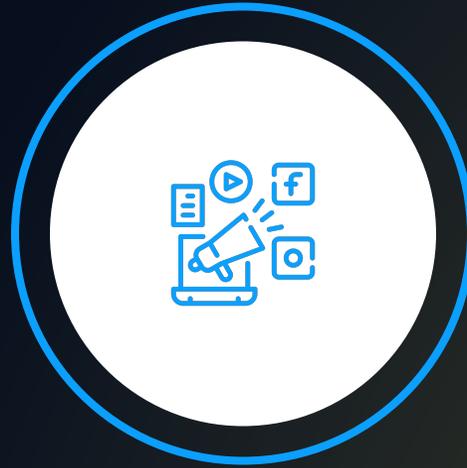


Turnkey NFT & Digital  
Asset Strategy Consulting  
selected high-paying client  
engagements

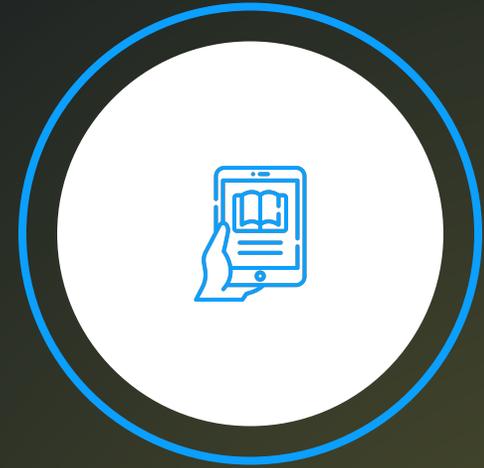
# Market Strategy



**Content Creators**  
(Authors & Artists)



**Training Courses**  
(Online Content  
Sold as NFTs)

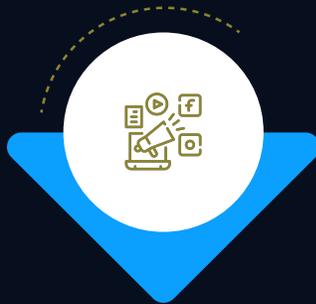


**Exclusive Access**  
(Masterminds,  
Events, Parties)

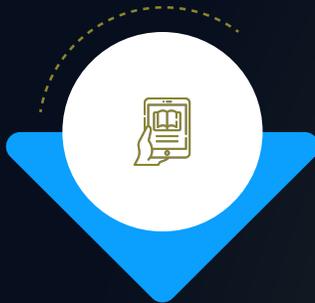
# Building Our Audience & Community



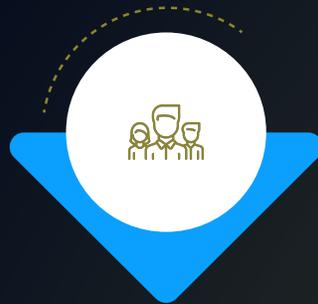
**NFT Universe**  
(1,300+  
active NFT  
creators and  
investors)



**Power Letter**  
(Email list to  
1,000+ NFT  
lovers)



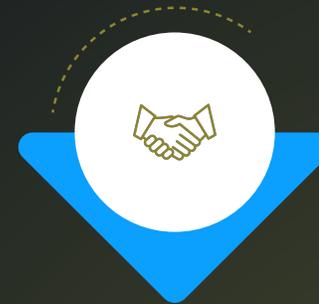
**Podcasts**  
(PowerFan Team  
on 10+ crypto  
podcasts)



**Power  
Partners**  
(15+ referral  
partnerships  
signed)



**Presence on All  
Major Social  
Medias**



**Strategic  
Partners**  
(5+ MOUs  
signed with  
blockchain  
businesses)



**Training &  
Education**  
(Created  
content for  
those new to  
NFTs)

# The PowerFan Team



**Albert Ahn**  
CEO

Award Winning Software  
Engineer & Blockchain Developer

- Amazon
- Samsung
- Visa Card
- Purse.io

325 blockchain and products on Github and 7+ years of blockchain & crypto experience



**Jesse Krieger**  
Chief  
Content Officer

Founder & Publisher  
Lifestyle Entrepreneurs Press

[www.LifestyleEntrepreneursPress.com](http://www.LifestyleEntrepreneursPress.com)

- International bestselling author of Lifestyle Entrepreneur
- Published 150+ books on business, health & wellness and self-help since 2014
- \$1,000,000+ in Book Sales & Author Services Revenue in last 12 months
- International distribution partnership with Ingram Content Group



**Matthew David**  
Chief Data Officer

Creator  
What's Your Translation

[www.whatsyourtranslation.com](http://www.whatsyourtranslation.com)

- Building and organizing value-added marketing lists to execute successful campaigns
- 5+ Years of managing and deriving meaning and value from millions of records for data sampling & testing.
- Expert in Ancient Hebrew Cryptography

# The PowerFan Team



**Avyatar Alfassi**  
**Director of  
Investor Relations**

**CEO of AALFA Capital**

- Experienced in options and crypto trader and a blockchain evangelist.
- Expert on investor relations and market strategy.

*"Trading isn't a job, it's a Passion."*

Timing your trades is EVERYTHING!  
Faith is a Must! Persistency is a Key!  
Look forward & NEVER-GIVE-UP!



**Ahsan Elahi**  
**Senior Staff  
Software Engineer**

50+ Projects Expert  
in Large Scale Infrastructure

Experienced in Large Scale Software  
Architect and Senior Software Engineer  
with a focus on backend optimization for  
large scale applications.

Full stack developer  
with over 5 years of experience.



**Naomi Tanami**  
**Director of  
Marketing**

5+ years experience in marketing, content  
creation, social media management, project  
management, HR and payroll

- Speaks 5 languages

*"Give 110% - think outside of the box -  
never give up- Mistakes make you learn - be  
kind to others"*

# Current Advisors (As of January 22, 2022)



**Daven Michaels**  
CEO Of 123Employee,  
Mastery Retreats,  
Beyond Results Mastery



**Dalton Otsuka**  
Entrepreneur  
and Investor



**Billy Yuen**  
CEO of  
Stacktrek.com

# PFAN Token Economics & Distribution



50,000,000,000  
Total PFAN Tokens  
Authorized



\$0.05 Minimum PFAN  
Price Offering OTC

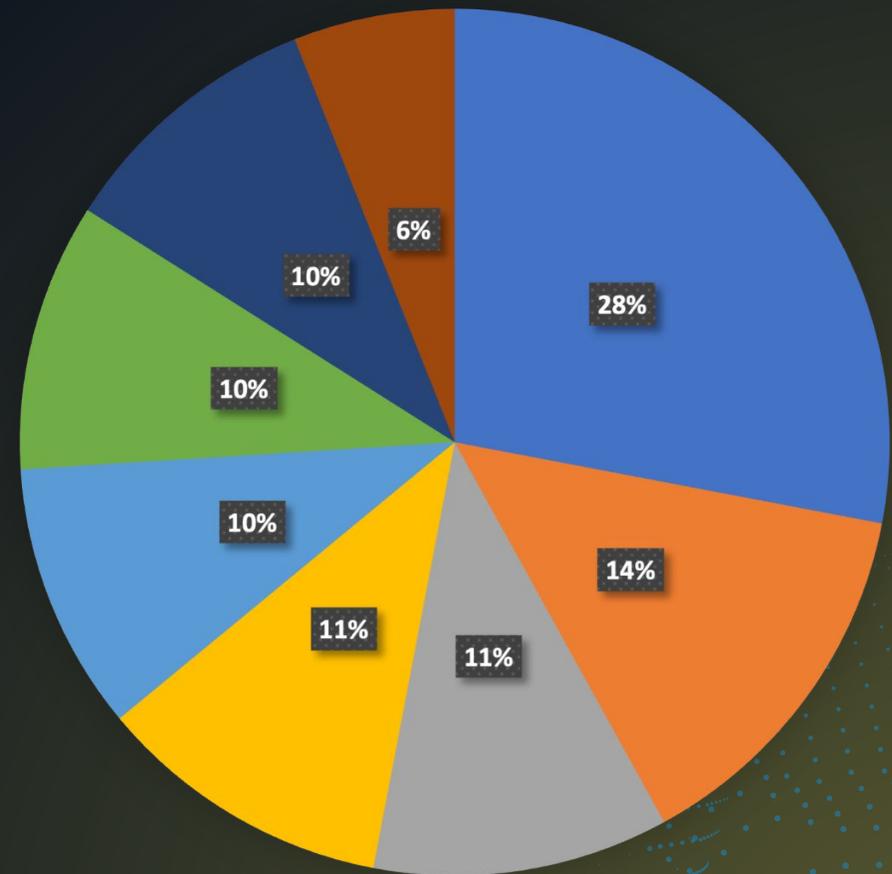


Team Token  
Lockup to Maintain  
Price Integrity

# PowerFan Utility Token Distribution

Total number of tokens : 50,000,000,000 (50 Billion)

- › Initial Investment Negotiated through SAFT & other events (6%)
- › Defi Pool Token Yield Farm (10%)
- › IDO (10%) Listing on Exchanges
- › Developer Bounty (10%) Allocated for incentive for developers, programmers and engineers to point out and fix bugs in the system and propose innovative solutions.
- › Founding Team (11%)
- › Future Team & Advisors (11%)
- › NFT AirDrop + Marketing (14%)
- › Community & Reserve (28%)



# Finances And Accomplishments



Completed a successful NFT sale campaign involving the artwork of Jun Aquino, the “Painter of Champions”



PowerFan has successfully raised over \$500,000 in a seed round of early token purchases and has enough funding to finance developing the core product.



DeFi Staking Platform going live Q1 2022 where users can stake PFAN Tokens to earn up to 100% APY



Signed over 18 Power Partners who send us business and feature PowerFan to their audience



Signed 10+ White Glove Service\* clients for NFT launches with Olympic athletes, bestselling authors and successful entrepreneurs

- » White Glove Service is a service where PowerFan covers the end-to-end service for clients who already have an audience but do not have the tech knowledge to execute NFT sales on their own. PowerFan collects 30% of the total NFT sales





PowerFan.io

**THANK YOU!**

<https://powerfan.io>