



WHITEPAPER V1
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ABSTRACT

FrontFanz is bringing content creators and their fans into Web3, while leaving banks, and payment merchants in the rearview. Built on the Polygon (MATIC) network, FrontFanz is a content sharing platform designed for any kind of content. As a Web3 application, we are proud to create a video sharing experience that prioritizes the creativity, while guaranteeing zero censorship, chargebacks or risk of demonetization.

FrontFanz is a female-founded venture, led by content creating veterans Rosey Sin and Stacey Carlaa. The team has an intimate understanding of the pain points Web2 content streaming has failed to address, and is proud to unveil a platform that was built by creators, for creators.

FRONTFANZ MISSION

The FrontFanz mission is to create the first video sharing platform that allows all creators to produce their content, monetize their brand, and stay protected from deplatforming and demonetization. FrontFanz values the ability for creators to authentically engage with their audience and we do not remove, restrict, or change, the way creators and fans interact.

WHAT IS FRONTFANZ?

FrontFanz is a Web3 video sharing service that uses the latest video sharing features, and token utilities to bring creators closer to their audience. FrontFanz is a female-led venture started by Rosey Sin and Stacey Carlaa, both are content creators with over 20 years experience and have a strong understanding of the limitations current content sharing platforms have in terms of censorship, payment, and deplatforming. Built as a Web3 application on Polygon (MATIC), using FrontFanz's native token \$FANZ ensures zero chargebacks, late-payments, or demonetization occurs.

The \$FANZ utility token provides borderless payment to creators, and access to several platform features for fans including subscription based content, live streaming, NFT's and digital collectibles. The platform will go live with over 400 creators that have generated over \$48 million in collective earnings, with a social reach of over 32 million followers. Furthermore, many of these creators have joined as ambassadors and promoters of the platform.



400+

Creators



\$48M

In Subscriptions



32M

Social Media
Followers

FRONTFANZ IS BUILT FOR ALL FORMS OF CONTENT



Beauty



Health and Fitness



Gaming



Lifestyle



Travel



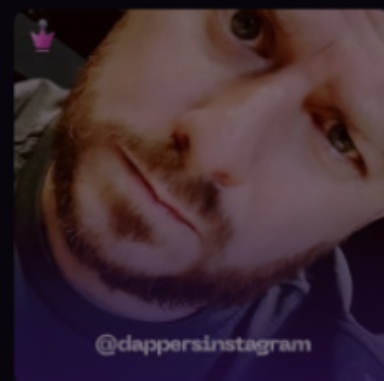
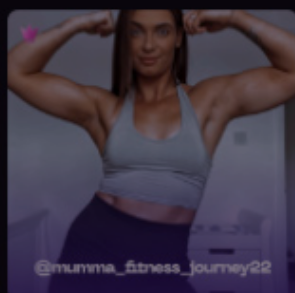
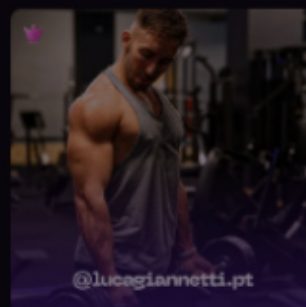
Do-It-Yourself

Our flagship ambassador is 'DapperLaughs' AKA Daniel O'Reilly, a UK-based comedian with over 1 million followers across social media. Dapper has amassed a strong fan base from his skit-style comedy across social media, as well as from starring on several reality tv shows including the UK's big brother. As an advisor DapperLaughs will help bring on new creators and advise on how to continually update the platform to optimize fan-engagement and bring innovative user experiences into Web3.



FRONTFANZ CREATORS & AMBASSADORS

With 400+ creators already signed up, the platform will reach 32 million followers on day one. We have signed on some of the most passionate creators across all content categories to bring the most loyal and engaged fans into our ecosystem



PROBLEMS & SOLUTIONS

Bias

Over 60% of all online traffic is from video. Because most of this video content is consumed through third-party websites like Youtube, Patreon and other sharing platforms, this content becomes heavily censored and the creator's creativity is limited because of the content guidelines set in place by these platforms.

FrontFanz is a technology not a business. Our platform is simply bringing fans and creators together. We do not enforce content guidelines, limit creativity, or handle the payments to and from creators. This is all automated at the smart contract level, allowing creators to be themselves and connect with fans authentically.

Privacy

Since most content is shared through third party sites, users are constantly giving out personally identifiable information like name, email, address, and even banking info. Platforms that require your personal information put you at risk of having this information compromised or stolen.

FrontFanz runs on the Polygon blockchain, a decentralized network that does not require an account, email, or credit card to set up. To use FrontFanz you simply need a wallet address. This decentralized infrastructure means both our creators and fans can use the platform without having to give up any personal information, ensuring everyone stays discrete and safe.

Traditional Banking

One of the biggest pain points in the creator space is payments and banking solutions. Whether it is having to wait 10 days to receive payment, trying to send funds across borders, or dealing with payment delays or chargebacks, the creators have very little recourse with the banks that provide this service.

As a ERC20 token, the \$FANZ utility token and other digital assets like ETH and MATIC can be seamlessly sent across borders, instantly received, and are sent peer-to-peer directly from their fans, meaning no banks or intermediary services are involved.

FrontFanz helps creators **get paid instantly** with no intermediary services taking a fee, delaying settlement or issuing payment chargebacks.

Collection of Personally Identifiable User Information

Privacy should not be a privilege, but a right. This is the goal of Web3. To use platforms like Patreon today, a user must disclose personal information like their name, email, date of birth, and credit card information. This poses a lot of risk to the user, what if the platform is hacked and their information is stolen? Or what if this platform sells your data?

As a Web3 powered platform, FrontFanz users pay for subscriptions, NFTs and other features through peer-to-peer and funds are sent directly from their wallet to the creators wallet. They never have to give up any personal information and they can stay completely anonymous while on the platform.

How Does It Work?

FrontFanz lets users create a traditional account that requires an email and password, or a Web3 account where the user just needs to connect their crypto wallet.



Funding the FrontFanz platform:

- 1.** FrontFanz runs on Polygon, so users are able to pay, send, and receive both \$ETH and \$FANZ.
- 2.** Once \$ETH or \$FANZ has been deposited into the platform, users are free to access all features and services. Initially the main platform currency will be \$ETH and will pay for standard platform features including:
 - 1.** Subscriptions
 - 2.** Premium content
 - 3.** Access to 1-1 private live streaming
 - 4.** Tipping

The platform also has several premium features, to access the premium section of the platform users must use \$FANZ. Premium features include:

1. Staking and earning platform points which can be used to get premium access to the FrontFanz platform.
2. Purchasing NFT's.
3. Purchasing live event tickets.
4. Purchasing physical or digital goods from the FrontFanz marketplace.
5. Purchasing creator coins.
6. Allowing creators to mint their own NFT's and creator coins.

Once the platform has a critical mass of users, and multiple tier-1 exchanges to provide necessary liquidity, we will make \$FANZ the default platform currency.

\$FANZ TOKEN UTILIZATION

1. Staking & Platform Points

Holders can stake \$FANZ to accumulate platform points, these points give premium access to the platform including VIP content, as well as discounts on video, NFT, and creator coin purchases.

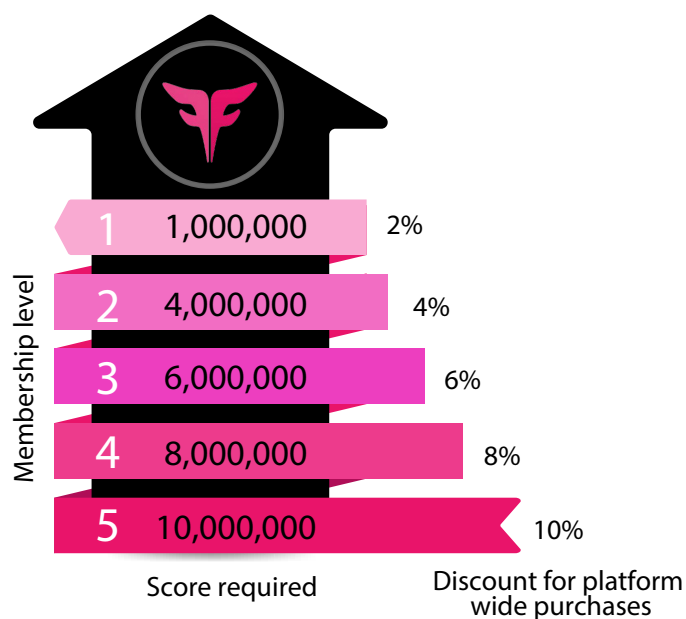
One point is earned for staking one \$FANZ per day. Points are lost when the user unstacks his \$FANZ, unless the users locks his points and pays a 5% fee which is broken down below:

1. 2.5% goes to the company wallet
2. 1.25% are burned
3. 1.25% are allocated for reward

Users are allowed to add more tokens to staking to earn more points at any time.

Points will give the following benefits to users:

1. Discount on purchases made using \$ETH, there will be 5 discount levels for users as listed below.



2. In addition to earning discounts on in-platform features, users will earn raffle tickets for FrontFanz live events based on how many points they hold. Live events will include:

- The FrontFanz official launch party.
- FrontFanz official photoshoots.
- Community gatherings and meet-ups.
- Themed parties (halloween, christmas, and other holidays and special celebrations).

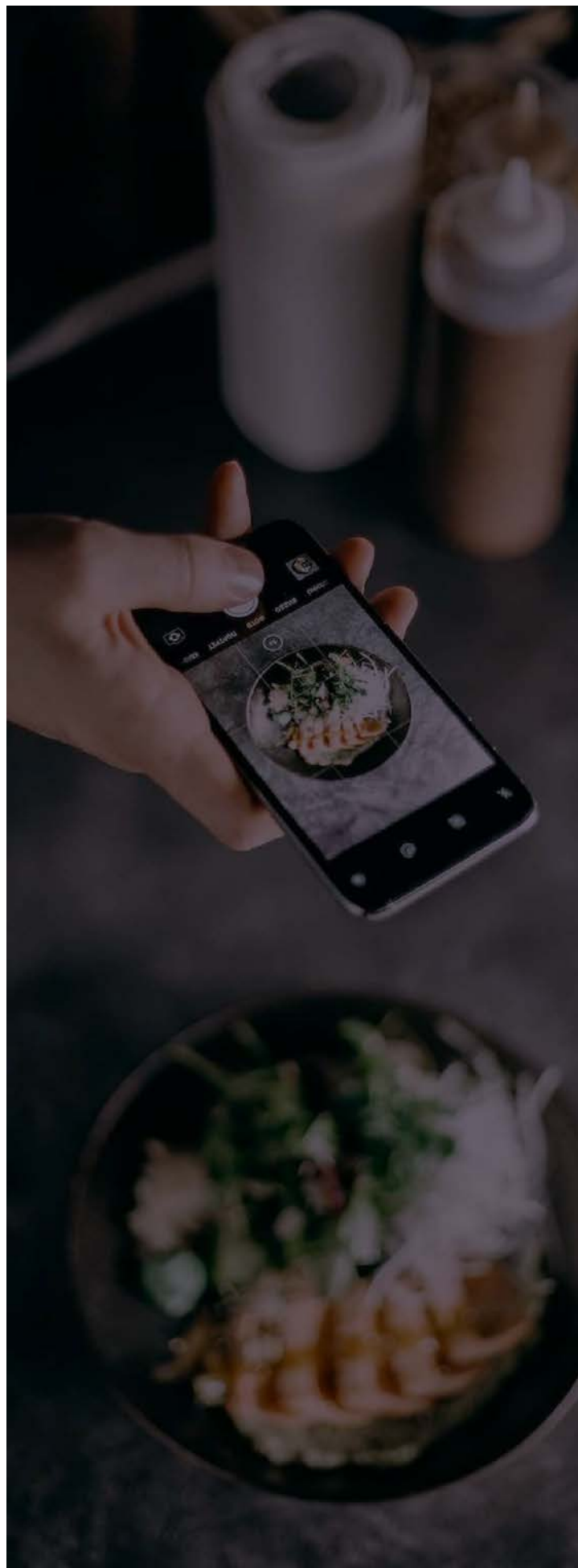
Tickets to each event will be randomly given to the community via a raffle. Raffle entries can be purchased with \$FANZ or redeemed with your platform points.

3. To access premium creator content.

Creators will allow people with a certain amount of points to access their exclusive content catalog.

4. According to point amount users will be airdropped platform giveaways including platform and creator NFT's

These NFT's will be exclusive 1-on-1 photos that the creator made just for the points holder, bringing the fan and creator experience to a new level.



2. FrontFanz NFT's and Utility

There are two kinds of NFT's that \$FANZ holders can access; creator NFT's and platform NFT's

Creator NFT's give the holder premium access to their favorite creators.

- 1.** Discount to creator content
- 2.** Private messaging
- 3.** Access to 'tagged' content.

a. Creators will be able to tag their content with a topic that corresponds to the tag on a creator NFT. Only users who hold an NFT with the corresponding tag can access this content. For example, our lifestyle creators can use the hashtag 'Christmas' when sharing Christmas content. This content would only be available to the NFT holders with a NFT that includes the Christmas tag.

Platform NFT's unlock extra features on the FrontFanz platform including:

- 1.** Discount on platform and/or creator content (including NFT, merchandise, subscriptions, live events).
- 2.** Profile skin (adds background / different fonts / colors to your page)
- 3.** Chat skin (styles your chat messages different font, icons)
- 4.** Other options that will be introduced in future as platform will evolve.

NFT MECHANICS

NFT's can only be purchased with \$FANZ tokens

- 1.** 70% goes to creator
- 2.** 25% goes to company
- 3.** 2.5% burned
- 4.** 2.5% goes to rewards

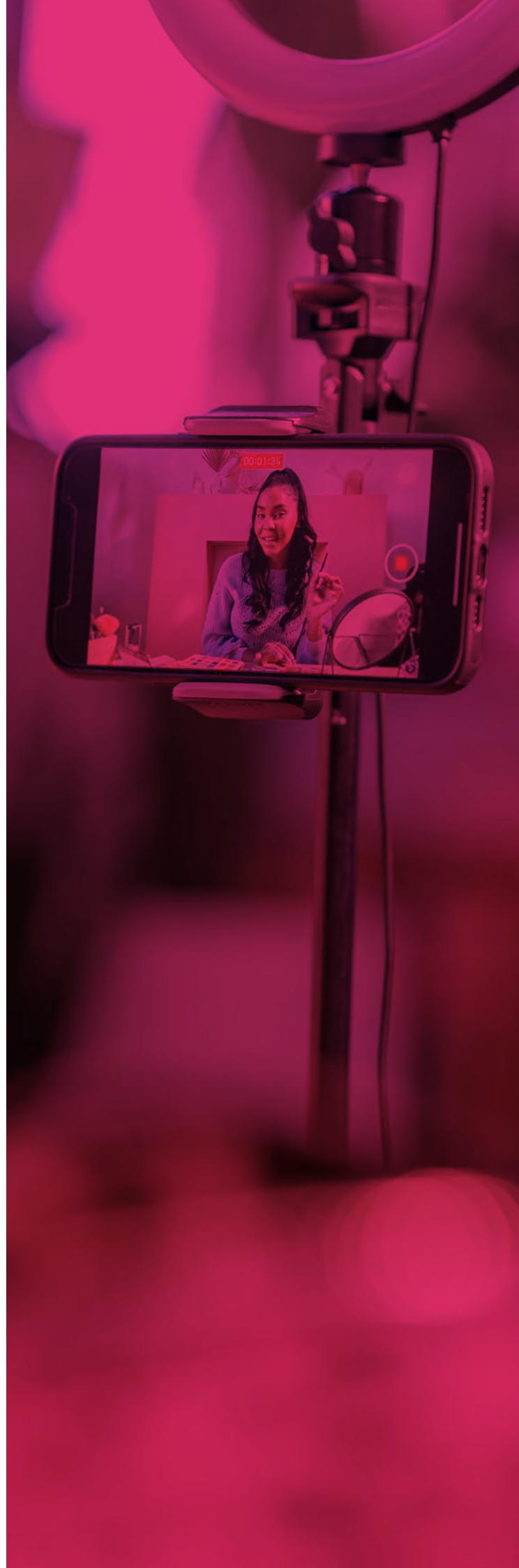
3. Access to Live Events

Users can spend their platform on raffle tickets for the chance to win entry into live FrontFanz events, meet-ups, and parties. In addition to using your points, you can lock your \$FANZ tokens to get raffle entries. If you win the raffle your tokens will be burnt, however if you do not win the raffle then the tokens will go back to you. All raffle entries and subsequent event tickets will be NFT's. This lets users easily claim and sell their tickets on any NFT marketplace if they are unable to attend the event.

4. FANZ Marketplace & Digital Goods

\$FANZ can be used in the marketplace to purchase physical and digital goods. The marketplace will feature creator merchandise, as well as the creators digital collectibles and NFT's. \$FANZ spent on the marketplace is broken down as follows:

- 1.** 70% goes to seller
- 2.** 25% goes to company
- 3.** 2.5% burned
- 4.** 2.5% goes to rewards



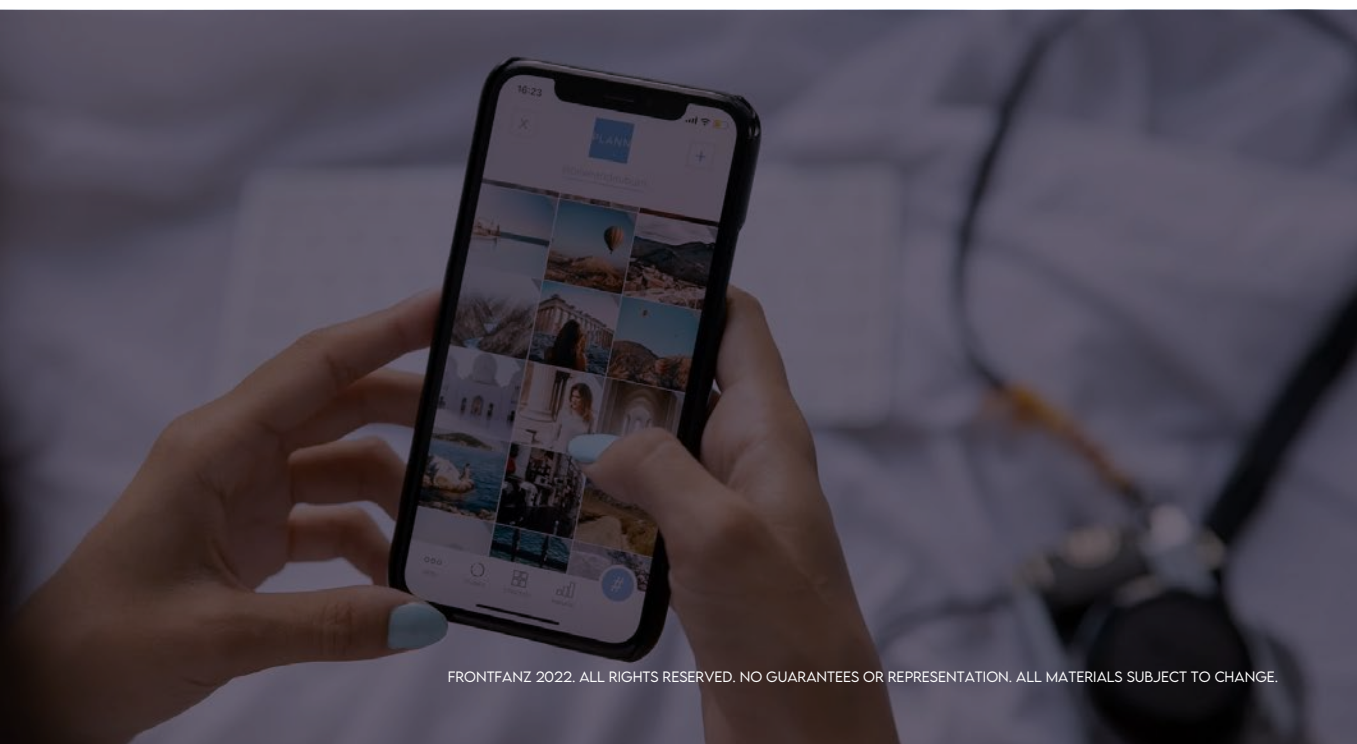
5. To purchase creator coins

Each creator will have the ability to mint their own coin. This asset is based on their popularity on and off the FrontFanz platform. With this, people can trade the social status of each entertainer and go long on emerging content creators. Creator popularity can go up and down based on how active they are both within the FrontFanz platform and across the social media landscape.

Creator Coin Utility:

Creator coins give users the ability to back emerging creators and buy their coins as they reach mainstream popularity; thus raising the coin price of that creator. When fans hold creator coins, they get access to several exclusive perks including:

1. Allow to send premium direct messages; unlike regular direct messages these go in a separate inbox that the creator can more easily track and respond to.
2. Reading and writing comments on the private chatboard.
3. Creators can create their own creator tiers to give different levels of access to each tier. Creators can include whatever premium features they want in these tiers including exclusive content, 1-of-1 NFTs, free merchandise, and more.



6. For creators to mint they NFT's / coins

I. To mint NFT's the user must hold 10,000 FANZ (as an application fee) and apply for NFT minting.

a. IF

I. The application is rejected 9,000 FANZ are returned back to creator.

II. The application is accepted then the creator is invited to the whitelist to participate in the mint.

III. The 10,000 FANZ application fee is used to cover NFT minting, photoshoots, marketing & promotion and other related expenses. tier

To mint your own creator coins there is a 5,000 \$FANZ fee. The full breakdown is below:

a. 70% goes to company

b. 15% burned

c. 15% goes to rewards

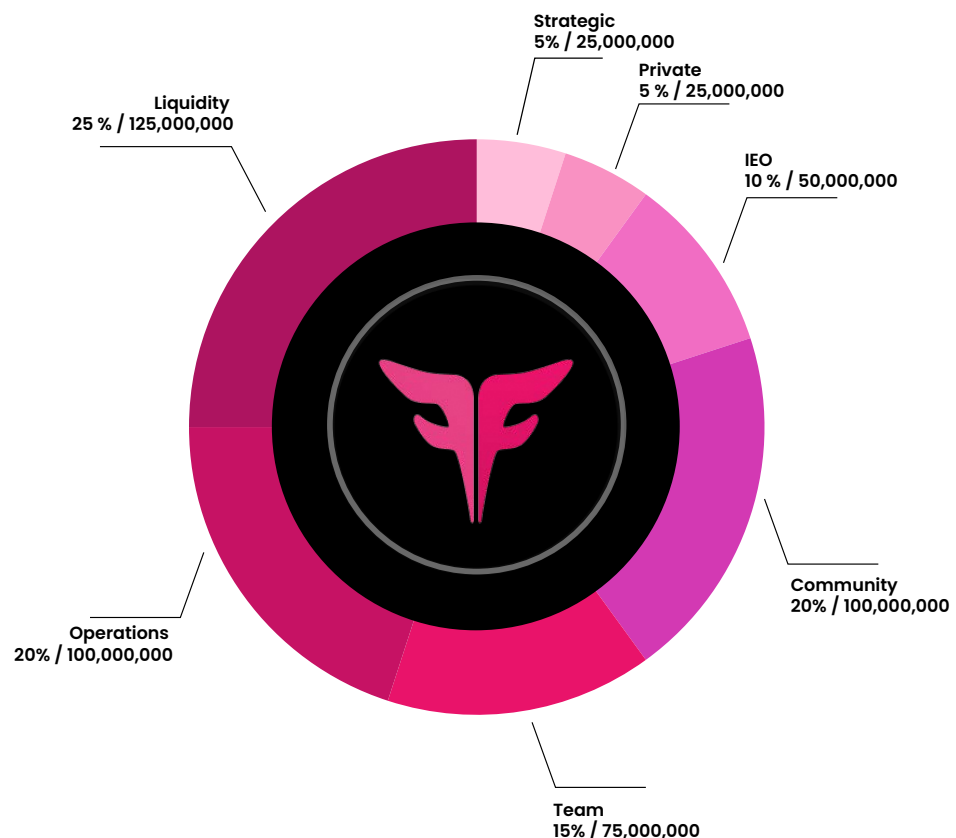
d. Creator gets 10,000,000 coins which can be traded on the FrontFanz marketplace or users can lock them to access creator tiers.

For creators that are willing to have different tier members but looking for easier process than NFT, FrontFanz are offering creators coins. For 5,000 FANZ fee (70% goes to company 15% burned 15% goes to rewards) creator gets 10,000,000 coins where he/she are able to trade those coins with on marketplace for \$FANZ

TOKENECONOMICS

The circulating supply for FANZ will be 500,000,000. 25,000,000 tokens will be allocated to a strategic round, another 25,000,000 FANZ will be allocated to a private token sale, and another 50,000,000 tokens will be used for the public IEO round.

Strategic	5%	25,000,000	1 Month, 15 Month Distribution (6.66667% per month)
Private	5%	25,000,000	1 Month, 15 Month Distribution (6.66667% per month)
IEO	10%	50,000,000	Instant
Community	20%	100,000,000	10% @ TGE, Quarterly 10% Distribution
Team	15%	75,000,000	12 Month Cliff, 36 Month Distribution (2.7778% per month)
Operations	20%	100,000,000	1 Month Cliff, 50 Month Distribution (2% per month)
Liquidity	25%	125,000,000	20% @ TGE, 40 Month Distribution (2% per month)
Total	100%	500,000,000	



TEAM

FrontFanz is a female led venture, backed by content creators with over a decade of experience. They have a comprehensive understanding of the pain points and a clear roadmap to address these problems via the FrontFanz platform.



ROSEY SIN

FOUNDER & CEO

Playboy Bunny, cover model and established international photographer all whilst building a social media following of over a million. She is a proven entrepreneur with an innate understanding of the content creation space. Years of networking and exclusive access has given her an unstoppable edge to make this project a reality.



STACEY CARLAA

FOUNDER & CMO

Internationally published model who has grown a sizeable online presence as well as being a Playboy Playmate. Stacey has been a content creator for over 10 years and has a deep understanding of the pain points not being addressed by Web2 providers.



DAPPERLAUGHS

FOUNDER

Daniel O'Reilly is one of the UK's Largest Influencers, a comedian, actor, musician, viral video star and social influencer. With a portfolio of businesses and a newfound interest in Golf, Daniel enjoys a busy lifestyle mixed with business and pleasure. Daniel is a father to two beautiful girls and husband to Shelley. Daniel has had his big O2 stand-up show this year and is preparing for the upcoming releases of his new films. Daniel is a creative through and through, and enjoy his various successful ventures

AMBASSADORS



ANA ESPINOLA



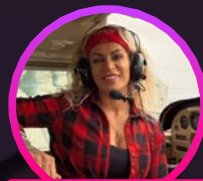
1.8M



DAPPERLAUGHS



759K



EVELIEN VAN PELT



267K



SONIA AMAT



144K



R-TIZT



30.5K



LEMON.DROPSSSS



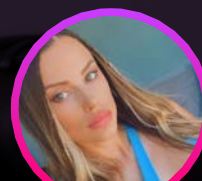
19K



CLAY TAURUS



3400



LETYCIA BIALLE



1770



ISABELLA VILLALBA



1500



ALLAN MARTELLI



890



LAURENBFITNESS



777



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For more information please reach out to
info@frontfanz.com