

# Empowering Event Experiences Through Web3

A Decentralized Event Ecosystem  
Powered by Community and Innovation

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## LITEPAPER

[WWW.FAVOURSE.COM](http://WWW.FAVOURSE.COM)

# Abstract

The global event management industry, valued at over **\$1 trillion**, currently sees less than **15%** of revenue directly benefiting event creators and organisers. Favourite aims to disrupt this imbalance utilizing blockchain's power, Favourite introduces a transparent, equitable system that revolutionizes event management, from NFT ticketing for secure, personalized experiences to enabling creators to reap the benefits of digital collectibles. At its core, Favourite's innovative model is built on four pillars: Crowdvoting, Event Stakeholder Matchmaking, Crowdfunding, and Referral Marketing. These foundations actively engage the community, empowering users to shape events, drive fair profit distribution, and foster a collaborative event ecosystem. Favourite is the vanguard of an inclusive, profitable, and engaging event industry transformation.

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# Introduction

## **Brief Description of Favourite**

Favourite is a blockchain-powered event management platform that revolutionizes the way events are organized, promoted, and experienced. Our inclusive ecosystem connects event organizers, partners, and attendees, fostering collaboration, enhanced engagement, and a strong sense of community.

## **The Vision and Mission of the Project**

Our vision is to become the world's leading decentralized event management platform, driven by community and powered by cutting-edge technologies. Our mission is to simplify event organization, enhance attendee experiences, and cultivate a thriving Web3 event landscape.

## **Importance of Favourite in the Current Market**

Favourite addresses the rising demand for transparent, secure, and collaborative event solutions. The global event industry, valued at over \$1 trillion, holds immense potential for transformation through Web3 innovations in ticketing, engagement, and funding. We offer a compelling solution tailored to this evolution.

# The Favourite App

## App Overview

The Favourite app is a user-centric platform seamlessly integrating event discovery, planning, management, and attendance. Its intuitive interface blends powerful Web3 tools with AI-driven enhancements for streamlined experiences.

## Hero Feature: NFT Ticketing Revolution

Favourite transforms ticketing with NFT technology, providing ownership proof, combating fraud, fostering secondary markets, and unlocking ongoing benefits for organizers.

## Key Features and User Benefits

- **Organizers:** Event creation tools, NFT ticketing, audience analytics, sponsorship management, fundraising options, and rewards for driving engagement.
- **Creators/Speakers:** Fan engagement features, monetization of expertise, direct interaction with audiences, and reputation building.
- **Brands/Sponsors:** Audience targeting, data-driven insights, sponsorship activation tools, and measurable campaign tracking.
- **Participants/Fans:** Personalized event recommendations, opportunities to shape events, exclusive content access, gamified experiences, and rewards for participation.
- **Venues:** Smart-booking systems, streamlined communication, event analytics, and reduced risk of cancellations.

# \$FAV Token

## What is \$FAV?

\$FAV, the native token of the Favourse ecosystem, is essential for transactions, governance, rewards, and unlocking exclusive content and benefits within our platform.

## Token Utilities and Benefits for Holders

- **Gas:** \$FAV tokens are essential for covering transaction fees within the Favourse platform. This payment mechanism ensures smooth operations for all event-related activities and platform interactions.
- **Staking:** Stake your \$FAV tokens to actively support the Favourse platform. Earn rewards for your contributions while helping to strengthen the network's security and overall success.
- **Treasury:** Holding \$FAV tokens grants you the right to propose and vote on initiatives related to the Favourse treasury.

## The Role of the \$FAV Token

The \$FAV token plays a pivotal role in the Favourse ecosystem, incentivizing participation, rewarding contributions, and enabling community governance. Token holders benefit from:

- **Exclusive Access:** Unlock premium features, event discounts, and participation in platform development decisions.
- **Community Engagement:** Earn rewards for event attendance, content creation, referrals, and other interactions.
- **Treasury:** Participate in key decisions that shape the future of Favourse. Holding \$FAV tokens grants you the right to propose and vote on initiatives related to the Favourse treasury.

# Tokenomics

## Token Supply Details

- **Max Supply:** The total number of \$FAV tokens is fixed at 250 million. This means no more \$FAV will be created after this, securing its value over time.
- **Initial Token Supply:** The initial token supply at TGE will be 7,458,333 \$FAV.

## Token Allocation Breakdown

- **Funding Rounds:** Our initial funding rounds (**Seed Round** 6.00% 15,000,000, **Strategic Round** 2.67% 6,666,667, **Public Round** 10.00% 25,000,000) collectively account for 18.66% of the total supply, with progressive token pricing from \$0.020 to \$0.040, raising a total of \$1.5 million.
- **Ecosystem, Rewards & Marketing:** The largest allocation of 38.33% fuels the ongoing engagement and growth of our platform.
- **Team and Development:** 9% is reserved for the team, supporting their hard work behind the scenes.
- **Advisors & Partnerships:** Another 9% goes towards advisors and partners who help us expand and improve Favourse.
- **Treasury:** 5% is held in treasury, earmarked for strategic decisions and future initiatives.
- **Liquidity:** Lastly, 20% is allocated to ensure ample liquidity, facilitating smooth transactions for users.

## Token Transparent Allocation and Distribution

Fair Distribution: We have an equitable allocation strategy that is transparent and fair:

Seed Investors

Public Sales

Team and Advisors

Ecosystem and Platform Development

# Token Vesting and Release

At Favourite, we've tailored a vesting schedule that ensures a responsible and strategic release of \$FAV tokens. This approach is designed to protect the market and align with our platform's development phases. Here's a snapshot based on the data provided:

## Early Stages

Initial Rounds (Seed, Strategic to Public Round): Tokens from our early investment phases, representing 18.67% of the total supply, are priced from \$0.020 to \$0.040. We release these gradually to maintain a healthy market with the following schedule: Seed Round: Cliff period: 3 months after the Token Generation Event (TGE), Linear vesting period: 6 months. Strategic Round: TGE Unlock: 20.00%, Cliff period: 4 months after the TGE, Linear vesting period: 4 months. Public Round: TGE Unlock: 20.00%, Cliff period: 5 months after the TGE, Linear vesting period: 5 months. This methodically introduces \$FAV into circulation while supporting initial platform growth and avoiding market shock.

## Ecosystem Incentives

Rewards & Marketing: The bulk of our tokens, 38.33%, is allocated for ecosystem incentives. After a 3 weeks cliff after TGE, these tokens are vested over 36 months. This long-term plan supports sustained engagement and the rolling out of new features, ensuring that rewards are distributed as our community grows.

## Foundational Support

Team & Development have 9% of the total tokens set aside, with no initial unlock at TGE. For the team, there's a 1-year cliff followed by a 24-month linear vesting. For Advisors and Partnerships: There is 5% unlock at TGE, followed by a 20-month vesting schedule. This guarantees that our core contributors are committed to Favourite's long-term success.



## Strategic Reserves

Treasury: 5% of tokens reserved for our treasury are vested after a 6-month cliff, with a 2 years linear vesting period thereafter. These tokens are used to steer Favourite's financial and strategic direction wisely.

## Liquidity Assurance

Liquidity Pool: 20% of our tokens are dedicated to liquidity. This ensures that users can easily trade \$FAV tokens, providing the necessary liquidity for a thriving token economy from the outset.

## Token Release Schedule

The timeline for the token release is as follows:

- **At Launch:** Up to 22.98% (2.98% TGE Unlock + 20% Liquidity) of tokens will be available, ensuring sufficient supply to meet the initial demand and provide liquidity.
- **End of Year One:** Up to 57% of the tokens will be in circulation, accommodating the platform's growth and the community's expanding participation.
- **End of Year Two:** The circulating supply is expected to reach 80%, in line with the sustained release of tokens and the platform's developmental milestones.
- **End of Year Three:** The token release schedule culminates with the full 100% of tokens being in circulation, completing the planned distribution cycle.

# Funding and Future Outlook

## Fueling the Growth of Favourite

Favourite is on a mission to decentralize and elevate the event management landscape. Securing early-stage funding is crucial to achieving this vision. Here's a breakdown of our funding status and roadmap:

#	Allocation	Distribution (%)	Number of Tokens	TGE Unlock	Token Price (\$)	Total Raise (USD)	Valuation	Unlock Schedule
1	Seed Round	6.00%	15,000,000	0%	\$0.020	\$300,000	\$5,000,000	After TGE: Cliff 3 months, 6 months linear vesting
2	Strategic Round	2.67%	6,666,667	20%	\$0.030	\$200,000	\$7,500,000	After TGE: 4 months linear vesting
5	Public Round	10.00%	25,000,000	20%	\$0.040	\$1,000,000	\$10,000,000	After TGE: 5 months linear vesting
6	Ecosystem, Rewards & Marketing	38.33%	95,833,333	0%				After TGE: Cliff 3 weeks, 36 months linear vesting
7	Team & Development	9.00%	22,500,000	0%				After TGE: 1 year cliff, 24 months linear vesting
8	Advisors & Partnerships	9.00%	22,500,000	5.00%				After TGE: 20 months linear vesting
9	Treasury	5.00%	12,500,000	0%				After TGE: 6 months cliff, 24 months linear vesting
10	Liquidity	20.00%	50,000,000					

Ticker: **\$FAV**

Total Supply : **250,000,000**

Fully Diluted Market Cap : **\$10,000,000**

Initial Token Supply: **7,458,333**

Initial Market Cap: **\$298,333**

## Pre-Seed Success and Investor Confidence

Favourite has successfully secured a significant portion of its pre-seed funding round, backed by established industry leaders, including:



**Meinhard Benn**

Chairman SatoshiPay &  
Co-founder Pendulum



**William Sutanto**

CTO & Co-Founder of Indodax



**Adrian Zakhary**

Founder of Majalabs

This strong support showcases confidence in Favourite's model and market potential.

## Strategic Use of Funds

Pre-seed funds will be strategically deployed to power Favourite's development and expansion:

### Accelerated Platform Development

Prioritizing the implementation and refinement of essential features to ensure a robust user experience.

### Market Penetration and Partnerships

Establishing collaborations with high-profile event organizers, industry players, and communities to increase adoption and visibility.

### Global Expansion

Fostering international community growth through targeted marketing initiatives and localized outreach.

## Conclusion

### The Favourite Advantage

We are pioneering a decentralized event industry infrastructure empowering stakeholders at every level. Our technology-driven model fosters innovation and delivers tangible benefits for organizers, creators, businesses, and attendees.

### Join the Growth

Contributing to \$FAV aligns you with the future of event management. Visit our website for contribution guides and details.

# Additional Resources

For Roadmap, Updates, App Prototype, etc. please refer to:

<https://www.favourse.com>

Litepaper, Whitepaper, Deck, and more

<https://links.favourse.com>

Contact:

[info@favourse.com](mailto:info@favourse.com)

# Stay Connected

**Website**

<https://www.favourse.com>

**Instagram**

<https://instagram.com/myfavourse>

**Twitter**

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**TikTok**

<https://tiktok.com/favoursee>

**Youtube**

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