FAVOURSE

FAVourse

Empowering Decentralised Web3 Community by Event Management, Crowdvoting, Crowdfunding, Partner Matchmaking and Referral Rewards Marketing

Whitepaper

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Abstract

The global event management industry, valued at over $1 trillion, currently sees less than 15% of revenue directly benefiting event creators and organisers. Favourse aims to disrupt this imbalance utilizing blockchain's power, Favourse 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, Favourse'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. Favourse is the vanguard of an inclusive, profitable, and engaging event industry transformation.

1. Introduction

1.1. Preamble

This paper explores the main use case of inviting a speaker to one's hometown. For ease of reading and understanding the major use of Favourse, we have used coherent terminology and focused on a single use case being inviting a speaker to one's hometown. We refer to the person being invited as the speaker and to the people inviting that person as fans or simply audience.

The application of Favourse is not limited to the domain of public speaking or public events. Creators, teachers, coaches, artists, musicians, and anyone else could potentially benefit from the Favourse technology and platform.

Favourse is a new business model designed to make events with top-notch creators as well as lesser-known creators possible and affordable for everyone.

1.2. Challenge

In the event management industry, a recurring challenge is the cancellation of events due to insufficient early sign-ups. This often results in significant losses for organizers and disappointment for potential attendees, with creators facing missed opportunities to connect with their audience.

1.3. Vision

The core vision of Favourse is to facilitate a seamless connection between creators and participants. The platform is designed to support various types of events such as lectures, workshops, conferences, and speaking engagements. By leveraging technology and community-driven approaches, Favourse aims to bridge the gap between audience demand and event realization.

1.4. Users Advantages

Favourse addresses this issue by empowering users to attract creators collectively, reducing the financial burden associated with event planning. This model helps save on costs like travel and accommodation for the users.

Speakers & Creators Advantages

1. **Crowdfunding Risk Intermediation**

   Favourse offers a solution to the financial risks associated with event planning through crowdfunding. Events are only fully executed when they are fully funded, ensuring that speakers and creators don't face financial risks.

2. **Market Access and Testing**

The platform enables creators to explore and test new markets, offers, and locations. This feature is particularly beneficial for expanding their reach and experimenting with different audience demographics.

3. **Secure Planning**

Favourse's model allows creators to plan their tours and events based on interest levels in different cities. This predictive approach provides more security in planning, optimizing their schedules and efforts.

1.5. Lean Canvas Overview

Top Problems	Solution	Uniques Value Proposition	Unfair Advantage	Customer Segments
"Financial risk for speakers": Speakers need to assure a minimum participation and meeting the financial break even point before offering an event. "The learners dilemma". Learners are individuals who have an interest in speakers who don't have an effective mechanism to request event speakers.	We are offering the trusted party who pools money in escrow for payments for an event and can assure the release of funds to the speaker if the events takes place and can assure the return of funds if the event doesn't take.	"Crowdfunding risk intermediation": For the speaker: Fully funded events - no financial risk For the creators: Ability to access and test new markets, new offers and new locations For the users: Ability to attract creators on a crowd basis	We are trusted intermediary and payment gateway Users display demand for creators in their cities on our platform. These demand-or-like maps will be shown indefinitely on our platform, therefore creating dependency	Users: People who want to learn or experience from creators, trainers, and educations Public speakers, trainers, and educators that offer lectures, events, workshops and trainings
Existing Alternatives	**Key Metrics**	**High-Level**	**Channels**	**Early Adopters**
Crowd funding platforms like Kickstarter and Indiegogo Eventful (assessing demand for concerts) Liveondemand (crowd funding large concerts)	Number of successfully crowd funded events Number of sold tickets for an event Number of users sign-up	Crowd Funding for Events	Online platform that integrate our crowd-sourcing technologies into their services Agencies that want to promote creators Venues/locations that want to test demand for certain creators	Creators that are influencers that use and therefore promote our platform Bloggers that want to invite specific creators
Cost Structue		**Revenue Structure**		
People, hosting, payment gateways		Commissions for successful crowd funding campaigns Affiliate commissions for referring venues to creators Affiliate commissions for third-party services that creators and users need		

1.6. Model

By creating market transparency, Favourse enables speakers and creators and organizers to identify demand in specific areas and simultaneously identify the best supplier to fulfill the target groups' needs.

1. For **speakers and creators**, it can be risky to host events and seminars in uncharted waters. Booking venues and traveling are expensive and every speaker has to earn a profit. As many speakers are freelancers, their income often fluctuates. Favourse provides a solution for all these problems at once. In fact, it helps speakers to plan entire

educational tours, ensuring that their travel is worthwhile and that they will get paid before the event. They can sell seminar participation, workshop, and consulting time months upfront.

2. For **audiences**, it allows them to have first-hand interaction with their mentor, trainer, or speaker without having to travel far away from home. It is far more cost-effective for the speaker to come to them, rather than the other way around.

Favourse is also an ideal market research tool for event organizers; it's possible for organizers to see whether their event will be a success before having to commit to any of the details.

Also, people at remote venues who wouldn't normally have access to big speakers now have the ability to create a business case for a speaker to come to a less known location because it is already a pre-funded event with people who have already committed financially to have the speaker there.

This concept has proven itself with platforms like kickstarter.com and indiegogo.com. If minimum funding has been reached, the project will go forward. We apply this proven business methodology to a specific business and social need in the area of training and teaching.

1.7. Crowdvoting and Crowdfunding

The Favourse platform enables creators and users to initiate "geographical like maps" that display the number of interested people in one specific topic or speaker. Based on this information crowdfunding campaigns can be initiated for events in locations where the minimum threshold of paying attendees is reached.

	Crowdvoting				Crowdfunding			
User Actions	Login with social account	Creates Creator and/or Topic	Invite friends to like the Creators	Share on Social Media	is Informed about crowdfunding	Participates in crowdfunding	Shares crowdfunding initiative with friends	Special Perks (e.g. signed book) for ambassadors
Creator actions	Login with social account	Confirms or completes his profile page	Sees likes map & like per region	If "likes" per region exceed 30	Creates event crowdfunding (sets min. fee)	Shares with the fans	If min. fee is reached	Event happens

Figure 1: Initial Crowdsourcing Process

Favourse is designed in 2 phases. The first phase, crowdvoting, aims at spreading the word and collecting "likes" for a creator or event. The second phase encompasses crowdfunding to make the event happen.

For ensuring long-term partnerships with creators, we will test and adapt the business and commission model according to the needs and circumstances of creators and users. The threshold for entering a business partnership with Favourse is low since we provide great market accessibility at no risk by utilizing crowdsourcing as well as crowdfunding principles.

To ensure that creators continue to use Favourse, we experiment with different bonus commission models that reward loyalty. Different payment methods including fiat as well as

cryptocurrencies are tested to ensure fast and easy access to Favourse services and long-term customer loyalty.

1.8. Current problems

Traditional event planning methods are often cumbersome and inefficient. Creators struggle to monetize their content effectively, and fans are faced with scattered platforms and lack of engagement. Navigating these challenges requires innovative solutions that Favourse is uniquely positioned to provide. We see several specific challenges faced by event organizers, partners, and attendees today:

1. **Uncertainty of Demand**: Traditional event planning typically limits creators to a narrow range of revenue models, predominantly through ticket sales. Favourse broadens these horizons by enabling a variety of revenue streams, including merchandise sales, access to exclusive content, and crowdfunding opportunities.

2. **High Cost and Effort for Finding Event Partners**: The traditional process of finding event partners often involves high costs and significant effort, posing a challenge for event organizers in locating suitable venues, speakers, creators, and sponsors; Favourse addresses this issue by streamlining the matchmaking process through its efficient platform, thereby reducing the typically required time and resources for securing event partnerships.

3. **Limited Audience Reach and Engagement**: Creators and organizers frequently face challenges in engaging a broader audience due to limitations inherent in traditional marketing channels. Favourse overcomes this by utilizing digital marketing tools and implementing community-driven strategies, effectively enhancing audience reach and engagement.

4. **Risk of Fraud and Access Control**: Conventional ticketing systems are often susceptible to problems such as fake tickets, counterfeiting and ticket scalping. Favourse introduces a solution with NFT ticketing, providing a secure, verifiable, and innovative method for ticket issuance and event access management.

5. **Centralization and Lack of Transparency**: Traditional event platforms often operate in isolated systems, leading to a lack of transparency in ticket sales and revenue distribution. Favourse addresses this issue with its blockchain-based system, ensuring both transparency and equitable revenue sharing.

1.9. The Favourse Project

The Favourse platform unites event organizers, partners, and attendees in a mutually beneficial ecosystem, enabling these stakeholders to collaboratively deliver outstanding event experiences. This unity is driven by the core beliefs:

1. **Inclusive Collaboration**: Favourse strongly believes in the power of collaboration, bringing together event organizers, partners, and attendees to co-create memorable experiences. This inclusive approach ensures that each stakeholder has a voice in the event planning process, leading to more diverse and successful events.

2. **Technology as an Enabler**: At the heart of Favourse is the conviction that technology, especially blockchain and NFTs, can revolutionize event management. By leveraging these technologies, the platform provides secure, transparent, and efficient solutions for ticketing, event marketing, and revenue distribution, enhancing the overall efficiency and profitability of events.

3. **Community Engagement and Empowerment**: Favourse is built on the principle that active community engagement is crucial for successful events. The platform encourages attendee participation in various stages of event planning and execution, from feedback and reviews to crowdfunding initiatives. This engagement model fosters a stronger connection between attendees and event creators.

4. **Sustainable and Diverse Revenue Streams**: Favourse understands the importance of financial sustainability for event creators. The platform opens up multiple revenue channels beyond ticket sales, such as merchandise, exclusive content access, and sponsorship opportunities. This diversification not only supports financial stability but also encourages creativity and innovation in event offerings.

Favourse allows organizers, attendees, and partners to collectively provide a high-quality end-user event experience without reliance on centralized systems. The platform is comprised of the following 5 components working in conjunction:

1. **Favourse Tokens and Partnerships**: A shared token economy and collaborative partnerships that align the incentives of all parties involved. This system is designed to provide access, enhance security, and enable effective governance across the platform.

2. **Event Management System**: A network operated by users that supports event hosting and manages access permissions on behalf of organizers.

3. **Event Data Repository**: A centralized source for all event-related information within Favourse, providing a dependable reference point for details managed by the event management system.

4. **Discovery and Engagement Portal**: This portal enables easy access to event metadata and facilitates networking opportunities, enhancing the discovery and connection aspects of the event experience.

5. **Community-Driven Governance**: A participatory approach to platform evolution, offering decision-making power to those actively contributing value, such as organizers, attendees, and partners.

Favourse is designed to cater directly to end-users — event organizers, attendees, and partners. It enables them to seamlessly create and manage events, connect with others, and explore a wide range of events within the network. Although the core platform is not yet open-source for external development, we have established a foundational system, accessible through app.favourse.com, that embodies our vision of an integrated event management ecosystem. Furthermore, we encourage our community to innovate within this ecosystem, by suggesting enhancements, providing feedback, and even developing

complementary tools and applications that align with Favourse's objectives. These community-led initiatives, while not directly modifying the platform itself, contribute significantly to the richness and diversity of the Favourse experience.
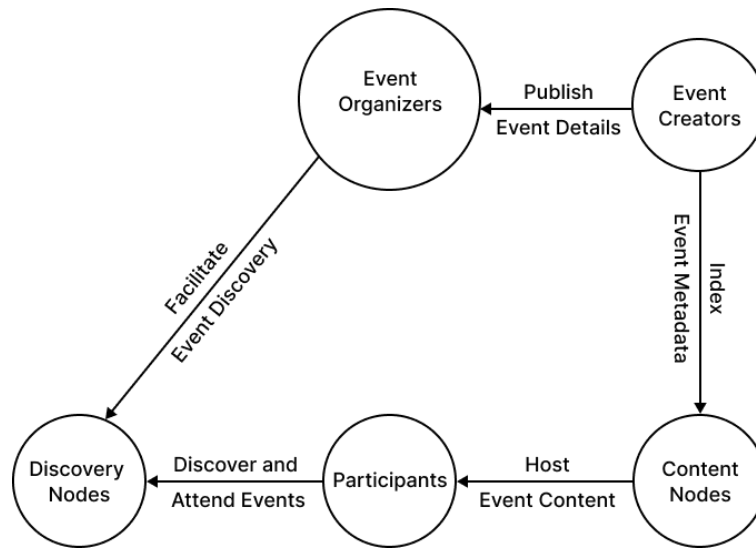
Figure 2: Favourse content lifecycle

1.10. Favourse's Unique Offers to Stakeholders

1. **Event Organizers:**
   - Streamlined connectivity with creators, sponsors, and participants.
   - Tools for comprehensive event management and promotion.
   - Reward systems for successful event outcomes.

2. **Creators/Speakers:**
   - Enhanced visibility to event organizers and brands.
   - Opportunities for monetization and brand partnerships.
   - Platforms for direct fan engagement and feedback.

3. **Brands/Sponsors:**
   - Data-driven insights for targeting suitable events and audiences.
   - End-to-end solutions for sponsorship activation and tracking.

4. **Participants/Fans:**
   - A voice in shaping the events they attend through voting and feedback.
   - Rewards for contributions, such as event promotion and content suggestions.
   - Exclusive access to events and content through Favourse.

5. **Venues:**
   - A marketplace to showcase their spaces to a wider audience.
   - Tools for managing bookings and collaborating with event organizers.

1.11. Value Proposition

We use the proven and clear crowdfunding business model that provides no risk for speakers. Our future beta testers have agreed to a 15% commission fee upon the success of their crowd-funded events. We will adjust this percentage based on feedback, to reach the

largest possible market while ensuring revenue for us. We offer reduced or no commissions for events that foster social change or have a positive impact on our environment.

1.12.   Competitive Advantage

We have assessed the current market and have identified competitors and proven concepts: **Crowdsourcing** (demand assessment) and **Crowdfunding**.

Features	FAVOURSE	eventbrite	Unlock	Mintplex	Jublia	luma
NFT Ticketing	✓	✗	✓	✓	✗	✗
API & Whitelabel Integrations	✓	✗	✓	✗	✗	✓
Finding Event Partners	✓	✗	✗	✗	✓	✗
Pre-Selling Tickets	✓	✗	✗	✗	✗	✗
In-Event Purchases	✓	✓	✗	✓	✗	✗
Referral Rewards	✓	✗	✗	✗	✗	✓
Event Sponsorship Hub	✓	✗	✗	✗	✓	✗
Loyalty Membership Program	✓	✗	✓	✗	✗	✗
Allows creation of smaller learning groups (long tail)	✓	✗	✗	✗	✗	✗

Figure 3: Favourse Competitive Landscape

As the above table depicts, existing solutions are narrow and as such focus on a relatively small number of hits (mainstream products and markets). For example, liveondemand.com is mainly specialized in large musical concerts and therefore limited to the "head" (mainstream). Favourse, on the other hand, serves the "long tail" by allowing smaller events to be crowd-sourced and funded as well. Thus serving a broader market and reaching more speakers and more potential audience members (please refer to visual below).

The Long Tail

- Company training
- Large crowds
- Fans of renowned creators

- Persons with restricted mobility
- Study groups
- Fans or less renowned creators
- Consulting clients
- Special interest groups
- Small communities, workshops participants
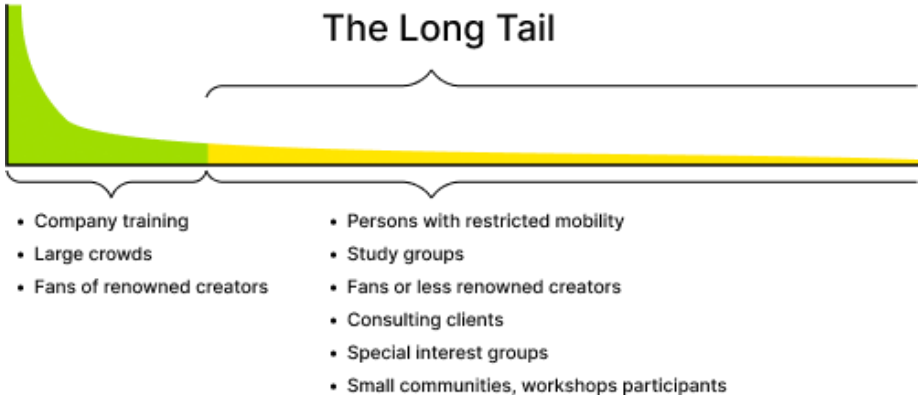
Figure 4: The Long Tail Target Market

Favourse solves the problem of high costs for education and makes education and training affordable for everyone. We make education easier and affordable for everyone while providing market transparency and benefiting from crowdsourcing effects. Favourse offers advantages for all stakeholders: The audience/learner/participant (person who is interested

in learning), the speaker (an expert who offers educational events, workshops, and seminars), and the event organizer (venue owners or promoters).

1.13. Impact

Favourse goes beyond meeting advanced educational and personal development needs. It also addresses more common and essential needs within specific parts of a city or neighborhood. For instance, Favourse can facilitate connections among citizens who are part of a "transition town" initiative, or enable a group of engineers and entrepreneurs to invite notable figures like Steve Wozniak to their local community. Favourse empowers citizens to actively pursue their learning aspirations, democratizing decision-making as a form of e-participation and fostering a sense of collective responsibility in addressing common challenges and needs.

1.14. Market Scope

As outlined in our section 1.6 on 'Competitive Advantage,' current alternatives primarily cater to large-scale crowdfunding events. Favourse differentiates itself by also enabling lesser-known speakers to discover and connect with their audience. This approach opens us to a wider market. To achieve our goals efficiently, we utilize well-tested and established technologies.

1.15. Potential Customers

Our target group consists of:

1. Users: Individuals eager to learn from public speakers, trainers, and educators. This includes those who admire certain idols or experts but are unable to afford or physically travel to meet these personalities.
2. Creators (Public Speakers, Trainers, and Educators): Professionals seeking to penetrate new markets or locations, and desiring a stable, predictable income through more efficient time management and planning.
3. Event Organizers: Organizations that host and organize various events.

Additional Stakeholders

1. **Venues**: Venues benefit from increased bookings and reduced risk of event cancellations. Favourse's model ensures that venues are utilized effectively, catering to events that have already garnered sufficient interest.

2. **Brands/Sponsors:** Brands and sponsors find Favourse an invaluable platform for enhancing visibility and aligning with events that resonate with their target audience. Through strategic sponsorships, these stakeholders leverage Favourse to connect with specific demographics, launch products, and support corporate social responsibility initiatives. By partnering with events on Favourse, they gain unique opportunities for

direct consumer engagement and brand promotion within their desired market segments.

Other Target Groups

- Companies: Businesses focused on providing top-notch training for their employees.
- People with Mobility Impairments: Individuals who face physical barriers in attending events.
- Academic Institutions: Universities, educational centers, and MOOC (Massive Open Online Course) organizers.
- Event Venues and Management Agencies: Facilities and firms specializing in event coordination.
- Training and Educational Institutions and Associations: Entities involved in professional and educational development.
- Special Interest Groups: Groups united by common interests or objectives.
- Intentional Communities/Ecovillages: Communities engaged in alternative lifestyles and economies, potentially adopting FavourseCoin or Favourse Creator Coins as community currencies.
- Venues and Corporations: Locations seeking specific topics for workshops and organizations looking for in-house trainers, including retreat centers.
- Agencies Representing Creators or Event Organizers: These agencies can leverage Favourse to identify lucrative opportunities, manage their clients' schedules more efficiently, and minimize the risks associated with event cancellations.

1.16. Collective Intelligence

Favourse's technology is adept at accommodating the dynamic and sometimes unforeseen growth of urban needs, whether they pertain to learning, health, or overall well-being of individual citizens and groups.

1.17. Social Impact

A significant aspect of Favourse's social impact is its support for individuals with mobility challenges. Our platform simplifies the process of inviting speakers and trainers to local venues, obviating the need for long-distance travel. This accessibility benefits not only those with physical mobility constraints but also individuals facing cultural or linguistic barriers.

Favourse offers opportunities for these individuals to participate in online training at reduced costs or even for free, enhancing social integration. Participants can engage in or live-stream crowd-funded events and training sessions from the comfort of their homes. Additionally, this online model contributes to reduced traffic and lower CO_2 emissions, aligning with environmental sustainability goals.

2. Benefits for Stakeholders

A Collaborative Ecosystem for Profitable Event Management

1. **For Creators**:
○ Engagements & Sponsorships: Secure speaking engagements and sponsorships, elevating both visibility and income.
2. **For Businesses**:
○ Event Organizers: Raise capital upfront through pre-sold tickets, ensuring financial stability for your events.
○ Venues: Attract a steady stream of events, enhancing occupancy and revenue.
○ Brands: Discover new clients by aligning with relevant events and audiences.
3. **For Users**:
○ Backers: Share in the profits of events by contributing to crowdfunding initiatives.
○ Users & Affiliates: Earn rewards by referring new clients and growing the Favourse community.
○ FavCoin Holders: Invest $FAV tokens to gain a stake in platform profits, linking community growth to personal gain.

2.1. Creator Benefits

Favourse offers creators a comprehensive, one-stop solution for both in-person and online events, greatly expanding their event management and engagement capabilities. As a creator on Favourse, you can enjoy a multitude of benefits and opportunities:

1. **Versatile Event Solutions**: Whether your events are in-person or online, Favourse provides the tools and platform to manage and promote them effectively, ensuring a seamless experience for both you and your audience.

2. **Demand Assessment and Pre-Selling**: Armed with a larger, more engaged audience, creators can better assess demand for their events, products, or services. They can take advantage of this by pre-selling access to events or products, ensuring that they have a market before fully committing to the development or logistics.

3. **Fan-Driven Promotions**: Empower your fans to promote your events and products. In return, you can offer them exclusive rewards, creating a mutually beneficial relationship that enhances your visibility and their engagement.

4. **Sponsorship Opportunities**: Gain the opportunity to collaborate with event organizers and brands. These partnerships allow you to earn by promoting their events, providing a lucrative avenue for additional income.

5. **Direct Compensation for Appearances**: With Favourse, you get paid for your presence at events, both virtual and physical. This direct earning model ensures that your time and efforts are appropriately valued.

6. **Targeted Engagements**: Favourse enables you to identify and travel to locations where you're most in demand. By understanding where your fans are eager to pay for your appearance, you can strategically plan your events and tours.

7. **Monetizing Live Streams**: Leverage live streaming as a profitable channel on Favourse. You can earn through donations and by selling both your own and affiliated brands' products during these streams, opening up diverse revenue streams.

8. **Creator Referral and Promotion**: As you bring more users to Favourse, the platform reciprocates by increasing your visibility. This could include higher placement, featured listings, and other promotional perks that spotlight your events and content.

9. **Expanding Monetization Avenues**: A growing user base on Favourse translates into more extensive monetization opportunities. You can capitalize on increased event attendance, product sales, and additional bookings, scaling your revenue potential.
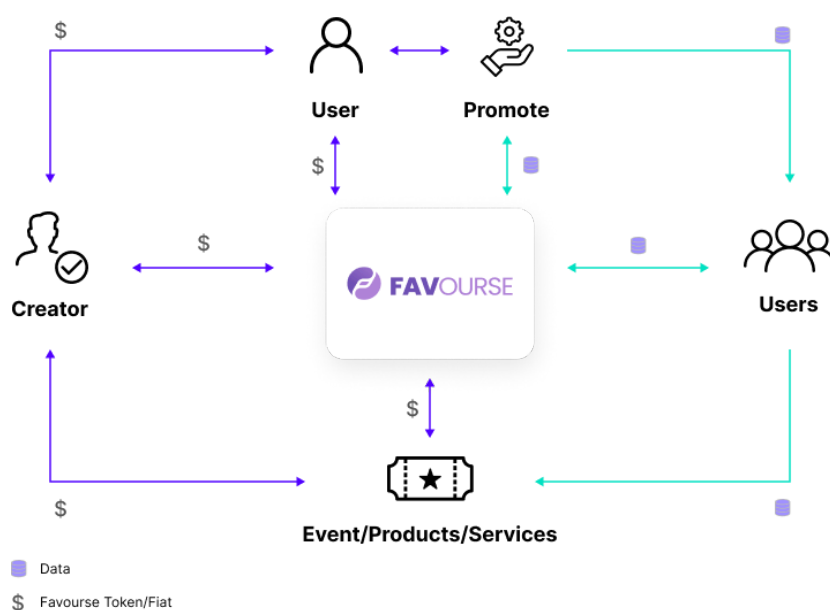
Figure 5: Favourse Cycle of Promotion, User Engagement and Monetization

2.2.   **User Benefits**

1. **User Suggestions and Voting**: Users can suggest and vote for what they want from a creator. This could include content types, merchandise, specific topics for the creator to address, or new projects they would like the creator to undertake. It's a feedback loop that empowers users to have a say in the creative output.

2. **Location-Based Engagement aka** *"Invite your favorite Creator to your hometown"*: Users can vote for creators to visit their hometown. This is likely a feature that allows fans to request personal appearances, events, workshops, or meet-and-greets in their local area.

3. **Rewards for Promotion**: Users receive discounts and perks for promoting the creator's events, products, or services. This step incentivizes users to share and endorse a

creator's work, which can increase the creator's reach and sales, and in return, users gain benefits like discounts, creating a win-win situation.

4. **Exclusive Interactions**: Users gain direct access to creators through various premium features such as paid answers, chats, appointments, and personalized videos. This allows dedicated fans to have a more intimate and direct connection with the creators, enhancing the fan experience and providing creators with a monetization channel.

5. **Competitions and Creator Awards**: Users have the chance to vote for their favorite creators in various competitions across specific categories, contributing to award decisions. This not only engages users but also adds an element of recognition and celebration for the creators' efforts and talents.

2.3. Event Organizer Benefits

1. **Comprehensive Event Solution**: Experience the convenience of an all-in-one platform for both in-person and online events. Favourse simplifies event management, offering tools and features that cater to all aspects of event organization.

2. **Brand Ambassador Engagement**: Effortlessly connect with and recruit brand ambassadors to promote your event. Favourse helps you identify individuals who can effectively amplify your event's reach and attract a larger audience.

3. **Access to Top Creators and Speakers**: Discover and engage with the best-matching creators and speakers to elevate your event. Favourse's network allows you to find personalities who align with your event's theme and audience, enhancing the overall experience.

4. **Venue and Service Provider Networking**: Easily find and book ideal venues and service providers essential for your event's success. Favourse connects you with a wide range of options, ensuring that every aspect of your event is well-managed and executed.

5. **Free Advertising Opportunities**: Leverage the unique rewards offered by creators and speakers to incentivize participants to promote your event. This not only enhances visibility but also encourages organic growth through word-of-mouth marketing.

6. **Built-in Referral Program and Leaderboard**: Engage participants with Favourse's intuitive referral program and leaderboard. This feature makes sharing your event fun and rewarding, encouraging participants to spread the word among their friends and networks.

7. **Monetization Through Sponsorships**: Maximize your revenue potential by attracting the right brands to sponsor your event. Favourse provides the platform to connect with suitable sponsors, offering a lucrative opportunity to monetize your event effectively.

2.4. Brand/Sponsor Benefits

1. **Strategic Event and Creator Partnerships**: Discover a wide array of events and creators that align with your brand's values and marketing goals. Favourse offers an extensive network, enabling brands to connect with ideal promotional opportunities, enhancing visibility and reach.

2. **Targeted Marketing Opportunities**: Utilize Favourse's advanced matchmaking capabilities to identify events and creators that cater to your target demographic. This targeted approach ensures that your brand engages with the right audience, maximizing the impact of your marketing efforts.

3. **Brand Visibility Enhancement**: Increase your brand's visibility by associating with popular events and influential creators. Favourse provides a platform for your brand to be showcased in front of engaged and relevant audiences, boosting brand recognition and reputation.

4. **Customized Promotion Strategies**: Leverage the unique promotional strategies offered by events and creators on Favourse. From branded content to exclusive event sponsorships, tailor your marketing approach to best suit your brand's needs and objectives.

5. **Direct Audience Engagement**: Engage directly with potential customers through interactive event experiences. Favourse enables brands to create memorable moments for attendees, fostering positive associations and long-lasting customer relationships.

6. **Data-Driven Insights**: Gain valuable insights into consumer behavior and preferences based on event performance and creator audience engagement. Favourse's data analytics tools help in making informed marketing decisions, optimizing campaign strategies for better ROI.

7. **Cost-Effective Marketing Solutions**: Benefit from Favourse's cost-effective marketing solutions, reducing the need for extensive advertising budgets. By partnering with the right events and creators, achieve significant promotional impact in a budget-friendly manner.

8. **Long-Term Brand Partnerships**: Build long-term partnerships with event organizers and creators, establishing ongoing promotional channels. These relationships foster continuous brand presence and can evolve into more significant collaborations over time.

9. **Diverse Promotional Channels**: Access a variety of promotional channels on Favourse, from digital advertising and social media campaigns to physical event presence. This diversity allows for a holistic marketing approach, covering multiple touchpoints with potential customers.

10. **Community Building and Loyalty**: Participate in community-driven events and collaborate with creators to build a loyal community around your brand. Favourse's platform facilitates the development of a dedicated fanbase, enhancing customer loyalty and advocacy.

3.   USP: 4 Pillars of Favourse

3.1.   Part 1: Crowdvoting (Demand Validation): Invite creator to hometown

Core Concept: Favourse utilizes crowdvoting to gauge and validate public interest in inviting creators to specific locations. Users can vote to show their demand for particular creators in their hometown, enabling a community-driven approach to event planning.

3.2.   Part 2: Finding Event Partners (Marketplace): Creators, Sponsors, and Venues

Functionality: This pillar serves as a marketplace where event organizers can efficiently connect with creators, sponsors, and venues. It streamlines the process of finding suitable partners for events, facilitating smoother organization and collaboration.

3.3.   Part 3: Crowdfunding Events (Risk Mitigation): Invest in Events and Early Bird Rewards

Strategy: Favourse implements crowdfunding as a risk mitigation tool. Users can invest in events, and in return, they may receive early bird rewards. This system ensures that events are financially supported before they occur, reducing the risk for organizers and creators.

3.4.   Part 4: Referral Rewards (Free Marketing): Rewards by Creators & Event Organizers & Brands

Incentive Program: This component of Favourse focuses on marketing through referral rewards. Creators, event organizers, and brands can offer incentives for users who promote events or the platform itself, harnessing the power of word-of-mouth for organic growth and enhanced visibility.
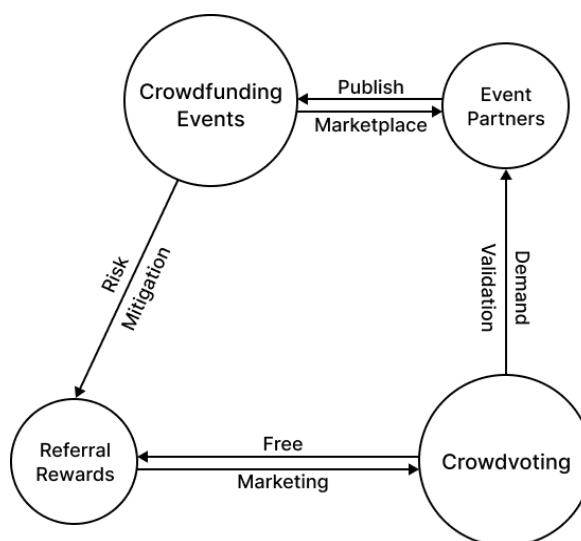
Figure 6: Favourse crowdsourcing mechanism.

4. Part 1: Crowdvoting Model: Engaging Users and Creators

4.1. User-Driven 'Hometown' Invitations

In this unique feature, users can invite creators to their specific locations or hometowns. This process leads to the creation of a dynamic "Like Heat Map."

4.2. Like Heat Map

Our innovative Like-Map feature enables users to express their interest in having speakers visit their town. Users can like or follow a speaker's profile and share it with friends, increasing visibility for the speakers. This interactive map displays where speakers are most in-demand, helping them understand where their presence is sought after.

The Like/Demand Heat Map feature on Favourse represents an innovative system that translates user preferences into valuable geographical insights. When a user follows a creator, their action automatically contributes to the Like Heat Map. This map is a visual representation of the interest towards specific creators, such as speakers and artists, across different locations worldwide.

Brighter or denser areas on the map indicate a higher concentration of followers or 'likes', signifying a high demand for the creator in those specific regions. This real-time, location-based data can be accessed by anyone, providing a snapshot of popular trends and interests in different areas.

For creators, the Heat Map serves as an essential tool for strategic planning, particularly for planning tours or events. By identifying areas of high demand, creators can optimize their schedules to visit locations where their fanbase is the most concentrated. This not only maximizes their audience reach but also enhances the possibility of successful events. This unique feature, thus, not only cultivates a global community of fans and creators on Favourse but also empowers creators with data-driven insights for effective decision-making.

4.3. Creator's 'Invite-me' Campaign

Creators can initiate 'Invite-Me' campaigns, sharing links on their channels that direct users to Favourse to vote for their preferred event locations. This campaign not only empowers fans to bring their favorite creators to their city but also potentially includes rewards for users who successfully invite the most friends to participate. An accompanying leaderboard tracks and rewards top contributors, adding a competitive and fun element to the process.

4.4. User Participation in Event Planning

Users have the opportunity to suggest and vote on event topics or podcast themes. They can even recommend one or more speakers for a specific event or collaborative podcast.

This feature fosters a sense of community and ensures that event content aligns with audience interests.

4.5. Conference Content Crowdsourcing

Users can contribute to the content of conferences by suggesting topics or questions. This active participation ensures that conferences remain relevant and engaging for the audience, and speakers address topics of genuine interest.

5. Part 2: Marketplace & Business Tender

This feature would not only streamline the event planning process but also open up new opportunities for service providers within the Favourse ecosystem. It promotes a competitive yet fair environment where quality and community fit are key determinants of success.

1. **Integration in Crowdvoting & Crowdfunding Stages**: During these initial stages, when an event is being conceptualized and funded, Favourse can introduce a business tender process. This would allow various service providers to participate actively in the planning and execution of events.

2. **Scope of Tender Process**: The tender process would encompass the entire event or specific aspects of it, depending on the requirements. Service providers, ranging from event organizers, venue managers to technical (sound and light) teams, security services, and other essential event contributors, can bid for these opportunities.

3. **Transparent Bidding Mechanism**: Favourse would provide a transparent and user-friendly bidding platform where service providers can submit their proposals. The details of each tender, including the scope of work, budget, and event specifics, would be clearly outlined to ensure that all bids are made with a full understanding of the requirements.

4. **Selection through Community Engagement**: The selection of bids can be influenced by the community's input, possibly through a continuation of the crowdvoting process. This would ensure that the selected service providers align with the community's expectations and the event's vision.

5. **Quality and Reputation Metrics**: Service providers on Favourse's platform would have profiles with ratings and reviews from previous work. This system allows event creators to make informed decisions based on the reputation and quality of services offered by the bidders.

6. **Expanding the Ecosystem**: Initially, the tender process can focus on major aspects like venue and overall event management. Over time, Favourse can expand this to include more specialized services like catering, entertainment, technical support, etc., making it a comprehensive marketplace for event services.

6.   Part 3: Crowdfunding Model

Favourse introduces an innovative crowdfunding model, designed to empower event creators and the community to collaboratively bring events to life. This approach is deeply ingrained in Favourse's commitment to community-driven event planning and execution. Event creators can present their ideas on the platform and seek financial support directly from the community, ensuring a diverse range of events, from educational events, workshops, seminars, retreats, conferences, music festival, local art exhibitions, or community events. This crowdfunding mechanism model enables creators to directly connect with their audience, gauge interest, and secure essential early-stage funding, ensuring a diverse and vibrant event portfolio.

A crowdfunding campaign has central contributors, consisting of attendees and fans who play a crucial role in bringing event visions to life. Their support extends beyond financial contributions, as they are rewarded with exclusive access and benefits, fostering a reciprocal relationship between creators and the community. Favourse is committed to ensuring a transparent crowdfunding process, allowing contributors to see the impact of their support in real-time, while implementing secure fund management practices. Funds are released to creators only after achieving specific milestones, protecting the interests of all parties involved. This innovative approach surpasses traditional fundraising methods by actively involving the community in shaping the events they wish to experience. Favourse, through this model, not only stimulates the event economy but also strengthens the bond between creators and their audience, setting the stage for a dynamic, collaborative, and flourishing event culture.
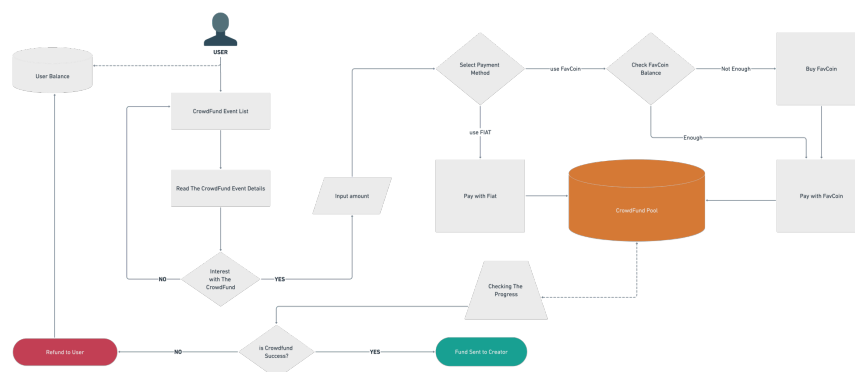
Figure 7: Favourse crowdfund user flow

6.1.   Proposal Submission and Crowd Voting

Event creators begin by submitting their event proposals on Favourse. These proposals detail the event concept, the funding required ("soft cap"), and the unique aspects of the event. Before launching a crowdfunding campaign, these proposals are subject to a crowdvoting process. This initial step allows the wider community of Favourse users to vote on the proposed events, ensuring that only those with substantial community backing

proceed to the crowdfunding stage. This democratic approach ensures that the events that go forward for crowdfunding are those that resonate most with the community.
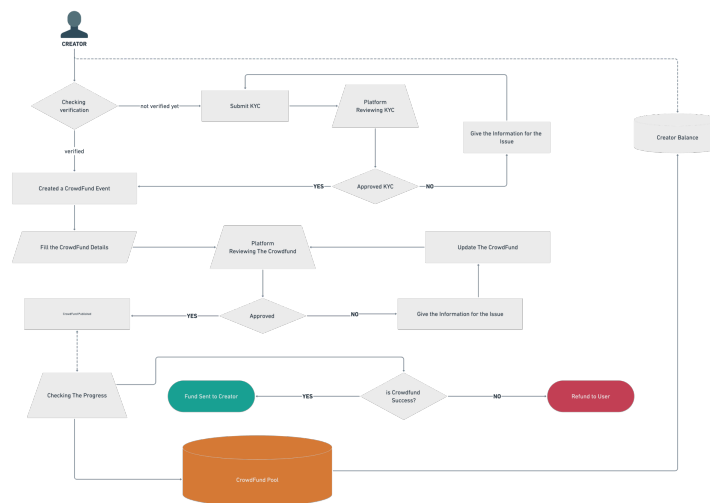
Figure 8: Favourse crowdfund creator flow

6.2. Crowdfunding Campaign Launch

Once an event proposal successfully clears the crowdvoting phase, it moves into the crowdfunding stage. Here, creators set up their crowdfunding campaigns, outlining specific goals, rewards for contributors, and milestones. The community, now familiar with the event concept from the crowdvoting phase, can contribute financially to the campaigns they support. This continuity from voting to funding fosters a strong sense of community involvement and commitment to the event's success.

6.3. Transparent Tracking and Milestone-Based Funding

Throughout the crowdfunding campaign, progress is transparently tracked on Favourse. Contributors can monitor how close the event is to reaching its financial goals and how their contributions are making a difference. Funds are managed securely by Favourse and are released to creators in stages, based on predefined milestones being met. This method ensures accountability and continuous engagement from both the creators and the contributors.

6.4. Event Realization

Once the campaign is successfully funded, creators can execute their events. This phase is where the community's vision and support materialize into a real-life event, showcasing the power of collective backing.

6.5. Feedback Mechanism

A feedback mechanism is implemented where creators, attendees, and investors can share their expectations and concerns. This proactive approach allows for adjustments and

enhancements, ensuring the event meets the collective vision and standards of all stakeholders.

6.6. Review Period

After the event and the distribution of funds, a review period of 14-28 days is initiated. During this period, all stakeholders are encouraged to provide detailed feedback on the event's outcome. This includes attendees sharing their experiences, investors assessing the return on investment, and creators reflecting on the event's success.

6.7. Crowdfunding Risks & Mitigation

In the Favourse platform, while the crowdfunding model offers a dynamic way to bring events to life, it inherently comes with certain risks. Understanding and addressing these risks is key to maintaining trust and efficacy within the platform. Here's an overview of the risks associated with crowdfunding on Favourse and the mechanisms in place to mitigate them:

6.7.1. Project Non-Delivery Risk

One of the primary risks in any crowdfunding initiative is the possibility that the event might not materialize even after successful funding. This could be due to various factors such as poor planning, unforeseen circumstances, or mismanagement of funds.

*Mitigation:

To counter this risk, Favourse implements strict vetting procedures for event proposals and requires detailed planning and budgeting from creators before launching a campaign. Additionally, funds are released in stages tied to specific milestones, ensuring that the money is used appropriately and progress is being made.

6.7.2. Misrepresentation of Event Proposals

There's always a risk that event creators might misrepresent their proposals, exaggerating the potential or viability of their events to attract funding.

*Mitigation:

Favourse addresses this through a robust community-driven review and crowdvoting system. Before any crowdfunding campaign is launched, the community gets to vote on the feasibility and appeal of the event proposals. This collective scrutiny helps in identifying and filtering out unrealistic or exaggerated proposals.

6.7.3. Financial Risks for Contributors

Contributors face the risk of losing their investment if the event fails to deliver as promised or if the event is canceled.

*Mitigation:

Favourse encourages transparent communication between event creators and contributors. In case of cancellations or major changes, there are policies in place for refunds or

reallocation of funds to other events, depending on the contributors' preferences. Additionally, Favourse's milestone-based fund release system ensures that contributors' funds are not wholly at risk from the outset.

6.7.4. Legal and Compliance Risks

Crowdfunding for events can sometimes run into legal and regulatory challenges, especially when it involves large sums of money or cross-border transactions.

Mitigation:

Favourse complies with relevant financial regulations and offers guidance to event creators on legal matters. The platform also implements robust KYC (Know Your Customer) and AML (Anti-Money Laundering) procedures to ensure legal compliance in all crowdfunding activities.

6.7.5. Market Risk

In some cases, the interest and market demand for a proposed event might be overestimated by the creators, leading to insufficient backing or low attendance, despite reaching funding goals. This discrepancy can impact the event's success and the overall experience for both creators and contributors.

Mitigation:

Favourse addresses this risk by providing event creators with access to market analysis tools and community feedback mechanisms. Before launching a crowdfunding campaign, creators can use these tools to gauge real interest and demand, ensuring their event aligns with the community's preferences and current market trends. This proactive approach helps in fine-tuning event concepts to better meet market expectations.

6.7.6. Technical and Security Risks

With the digital nature of crowdfunding platforms, there are inherent technical and security risks such as data breaches, transaction errors, or system failures, which can compromise user data and funds.

Mitigation:

To mitigate these risks, Favourse implements state-of-the-art cybersecurity measures, including regular security audits, encryption of sensitive data, and secure transaction protocols. The platform also has contingency plans and backup systems to handle technical failures, ensuring minimal disruption to crowdfunding activities and safeguarding user information and funds.

6.7.7. Insurance Fund

The Insurance Fund is established to provide a safety net against risks or failures associated with crowdfunding activities on the Favourse platform. This includes scenarios where an event fails to materialize, is cancelled, or does not meet the promised standards.

1. **Funding Mechanism**

   The fund will be financed through a transaction fee of 0.75% on all crowdfunding activities within the platform. This fee is strategically set to build a substantial reserve without placing undue burden on event organizers or contributors.

2. **Additional Coverage**

   In addition to the transaction fee, an extra insurance coverage charge of 5% of the total fund amount raised in each crowdfunding campaign will be levied. This additional layer ensures that the Insurance Fund has adequate resources to cover potential claims.

6.7.8. Insurance fund operation

1. **Claim Process**: In the event of a claim, Favourse will have a streamlined and transparent process for users to report issues and file for compensation. This process will be governed by clear guidelines and criteria to determine the validity of claims.

2. **Risk Assessment**: Favourse will employ a thorough risk assessment mechanism for each crowdfunding campaign. This assessment will help in determining the likelihood of success and potential risks, thereby informing the insurance coverage requirements.

3. **User Protection**: The primary aim of the Insurance Fund is to protect users who invest in events through crowdfunding. By offering this layer of security, Favourse enhances user confidence in participating in and contributing to various events.

7. Part 4: Referral Marketing: Rewards and Commissions

Favourse introduces a dynamic Referral and Affiliate Marketing program, designed to incentivize and reward its community members, including creators, users, and brands. This program plays a pivotal role in expanding Favourse's reach and engagement by encouraging active participation and promotion of the platform.

7.1. How it works

● **Creator Engagement**: Creators share and promote their events on Favourse to increase their chances of being invited to these events. This engagement drives visibility and audience growth, directly benefiting their personal brand and event success.

● **User Participation**: Users participate in the referral program with the dual aim of enjoying the platform's offerings and winning exclusive rewards. By sharing events and bringing new users to Favourse, they earn rewards, enhancing their event experience and personal gains.

● **Earn Commissions**: Favourse's affiliate marketing aspect allows any individual to earn commissions. This is achieved by referring new users to the platform. Once these referred users engage in transactions such as ticket purchases or event enrollments, the referrer earns a commission, creating a lucrative opportunity for consistent income generation.

- **Rewards by Creators & Event Organizers**: Creators and event organizers can offer special rewards to users who help promote their events. This could include exclusive access, discounts, or special recognition at events, creating a symbiotic relationship between the event creators and the audience.
- **Brand Involvement**: Brands partnering with Favourse can also participate in this program. They can offer rewards or incentives for users who engage with their sponsored events or products, thereby increasing brand exposure and customer engagement.

7.2. Benefits

- **Community Growth**: This program fosters a sense of community as users and creators actively contribute to the platform's growth.
- **Increased Engagement**: With tangible rewards and financial incentives, there is a higher likelihood of sustained user engagement.
- **Event Visibility**: Events gain more exposure as users are motivated to share and invite their network, boosting attendance and popularity.
- **Creator Visibility**: Creators benefit from enhanced exposure, leading to more invitations and opportunities
- **New Revenue Streams**: The affiliate model opens up new revenue channels for users, adding an entrepreneurial aspect to their engagement with Favourse.

7.3. Implementation

To maximize the effectiveness of this program, Favourse will implement an intuitive interface for users to easily share events and track their referrals and rewards. Regular updates and notifications will keep users informed about new opportunities and rewards available, ensuring constant engagement and participation in the program.

In summary, Favourse's Referral and Affiliate Marketing program is a comprehensive strategy aimed at enhancing platform engagement, expanding its user base, and creating mutually beneficial opportunities for creators, users, and brands alike.

8. Ecosystem Management

Favourse's platform integrates a robust Feedback Mechanism designed to foster transparency and accountability among all participants within its event management ecosystem. This feature is essential for cultivating trust and ensuring high standards across the platform.

Here's how Feedback Mechanism operates:

1. **Stakeholder Profiles**: Each stakeholder, whether an event organizer, vendor, sponsor, or attendee, has a unique profile on the Favourse platform. These profiles serve as a professional portfolio, showcasing past events, contributions, and roles within the community.

2. **Ratings and Reviews**: After each event, stakeholders are encouraged to provide ratings and reviews for one another. Organizers rate vendors and sponsors, attendees rate organizers, and so on. This feedback is publicly visible on each stakeholder's profile, providing a transparent track record of their performance and reliability.

3. **Feedback Transparency**: Favourse's Feedback Mechanism is designed to be open and honest. All feedback, positive or negative, is displayed on profiles, offering a comprehensive view of a stakeholder's history on the platform. This transparency ensures that all users can make informed decisions about whom to collaborate with for future events.

4. **Reputation Score**: The cumulative ratings contribute to a dynamic Reputation Score, which is a quantifiable measure of a stakeholder's ability to plan and execute successful events. This score is a crucial factor that other users consider when deciding on partnerships and collaborations within Favourse.

5. **Feedback Analysis**: Favourse also employs data analytics tools to interpret feedback trends and patterns. This analysis provides insights into the overall performance of stakeholders and helps identify areas for improvement or recognition of excellence.

The primary purpose of Favourse's Feedback Mechanism is to identify and promote stakeholders who consistently contribute to successful events. It incentivizes high-quality work, as a strong reputation within the platform can lead to more opportunities and better visibility in the event management community.

1. **Event Ticketing & Management**: Favourse offers a multifaceted event management system that caters to various formats, ensuring organizers can seamlessly create, promote, and manage events.

2. **In-Person Events**: The platform provides robust tools for organizing traditional events, including venue booking, attendee management, and on-site engagement features.

3. **Online Events (Live Streams)**: Favourse embraces the digital age with features designed for live streaming, enabling real-time interaction and broad reach for virtual events.

4. **Hybrid Events**: With the flexibility to combine in-person and online elements, Favourse supports hybrid events that offer both physical presence and digital participation, maximizing accessibility and engagement.

5. **Events Platform**: At the heart of Favourse lies a dynamic search and discovery engine where users can:

6. **Discover Events**: Users can effortlessly search, filter, and find events of interest, ensuring a tailored experience that aligns with their preferences.

7. **Participate in Event Creation**: The platform empowers users to engage with event creation, providing tools to vote for favorite creators or support crowdfunding campaigns for upcoming events.

8. **Crowdfunding & Community Engagement**: A core feature where the community is invited to directly influence the event landscape by financially backing events they believe in, fostering a sense of ownership and community-driven event curation.

8.1.   Social Features and Community Feed

Favourse's platform includes a comprehensive ledger that acts as the primary source for tracking and managing community interactions and engagements. This ledger plays a crucial role in enhancing the social features of the platform, fostering a vibrant and interactive event community. Users on Favourse can engage in various activities, including:

1. **Attending Events**: Users can mark their attendance at events, which gets added to their profiles.
2. **Liking and Saving Events**: Users can like and save their favorite events, building a personalized event library.
3. **Like "Heat" Map**: Our Like-Map feature empowers users to express interest in speakers within their town, creating a visual representation of demand. This enables speakers to gauge where they are most wanted. Users can easily like or follow a speaker's profile and share their preferences with friends, enhancing the speaker's visibility and reach. (see details under Section 6 "CrowdVoting")
4. **Following Community Members**: Users can follow other attendees, event creators, and influential community members to stay updated on their activities, including new event announcements, reviews, and recommendations.
5. **Creating Shared or Private Event Lists**: Users have the flexibility to create public event lists shared with followers or private ones for personal use.
6. **Saved Search**: Users can save filters and sorting for searches they have done as "Saved Search".
7. **Alerts**: These "Saved Searches" can be made into "Alerts" where users can set the frequency of being informed when their "Saved Search" has updated results. The frequency can be immediate, hourly, daily, weekly, monthly
8. **Sharing Event Experiences**: Users can repost their event experiences, photos, reviews, and more to their followers.
9. **Cashback or $FAV-Rewards**: This could also act as marketing material for the event, event organizer, venues, sponsors, and and creators. And there could even be incentives for users to share their event experiences on Favourse as well as on social media. These incentives could be cashback, $FAV or other forms of rewards.

Future enhancements to these social features will be added through community governance, such as the addition of user comments on events or specific experiences. The actions taken by users are compiled into personalized community feeds, showcasing a time-sorted log of activities from the users they follow, facilitated by Favourse's advanced indexing functionality.

All social actions within Favourse are logged in the ledger, ensuring that users have a consistent and unified experience across different clients. This setup allows attendees to

see what events others are interested in and enables developers to create alternative client experiences. The ledger opens up numerous possibilities for content recommendation systems and unique user experiences, all developed by members of the Favourse community.

8.2. Strategy for Industry Standards Development

8.2.1. Research & Benchmarking

Favourse's research and benchmarking phase involves analyzing current market trends, conducting interviews with key stakeholders, comparing competitor strategies, and consulting with industry experts to identify best practices and standardization needs in event management and crowdsourcing.

8.2.2. Standard Development

In the standard development phase, Favourse is focused on creating fair and inclusive standards to enhance the quality of event management and crowdsourcing, involving the formation of diverse working groups for drafting, testing these standards through pilot programs, and refining them iteratively based on feedback and results.

8.2.3. Implementation & Advocacy

Favourse is rolling out industry-wide standards and advocating for their adoption, by developing training programs, introducing a certification system for compliant platforms and organizers, engaging with regulators to integrate these standards into industry norms, and forming partnerships with industry bodies to foster widespread acceptance.

8.2.4. Monitoring & Enforcement

Favourse ensures adherence to its standards through regular compliance audits, a reporting mechanism for stakeholders to flag non-compliance or suggest improvements, and clear sanction policies for addressing non-compliance, including educational measures and potential penalties.

8.2.5. Review & Adaptation

Favourse maintains the relevance and currency of its standards by conducting annual reviews, integrating new technologies and methodologies, and keeping open channels for continuous community and stakeholder feedback.

8.2.6. Expansion & Growth

Favourse aims to expand the global and cross-industry impact of its standards by presenting at international forums, exploring their applicability in sectors like sports, music, and

corporate events, and offering educational content on the importance of standards in event management and crowdsourcing.

8.3. Impact Metrics and KPIs

- **Adoption Rate**: Number of external platforms and organizers adopting the standards.
- **Compliance Rate**: Percentage of audited events and campaigns that are in compliance with the standards.
- **User Satisfaction**: Feedback scores from users and stakeholders on events managed under Favourse standards.
- **Event Success Metrics**: Data on attendance, engagement, and revenue from events adhering to the standards.

8.4. Infrastructure for Integrated Event Solutions

Favourse stands out as a key infrastructure and central hub for event management, adeptly integrating with various external platforms and services. Here's an in-depth look at Favourse's role as a foundational infrastructure for integration:

1. **Comprehensive Event Ecosystem Database**: Favourse consolidates all event-related information into a central database and platform, making it an invaluable resource for event organizers, attendees, and collaborators. It provides a unified repository for diverse event data.

2. **Specialization in Event Management and NFT Ticketing**: Favourse's strengths lie in sophisticated event management and innovative NFT ticketing. These key functionalities are complemented by unique capabilities in crowdsourcing, crowdvoting, crowdfunding, and referral reward marketing.

3. **Open API for Extensive Integration**: Favourse is equipped with open APIs and versatile interfaces, enabling seamless integration into existing platforms and services. This allows external platforms to incorporate Favourse's advanced features, thereby enhancing their functionality.

4. **Modular Design for Tailored Integration**: The architecture of Favourse is modular, facilitating the integration of its features or modules into other websites, apps, and services. This flexibility allows external platforms to use specific aspects of Favourse according to their operational requirements.

5. **Integration Example and Their Benefits**:
   - General Platforms (e.g., Yoga Teacher Platform, Business Coach Platform, etc.): These platforms can benefit from integrating with Favourse, gaining access to a wider audience and enhancing their visibility. Sharing their databases with Favourse allows them to connect with a larger user base, potentially increasing engagement.
   - Event Organizers: They can make the most of Favourse's crowdsourcing and crowdvoting capabilities for planning events that truly resonate with community preferences and interests.

- ○ Content Creators: Favourse offers content creators new ways to promote their work and generate revenue, including through referral marketing and NFT ticketing, providing fresh avenues for promotion and income.
  - ○ Affiliate/Referral Marketing and Creator Rewards: By utilizing Favourse's affiliate and referral marketing tools, platforms can encourage active user participation. Additionally, creators can reward their audience for referrals and promotions, fostering audience growth and deepening brand loyalty.
6. **Base for Custom Solution Development**: Favourse's robust infrastructure serves as a foundational platform for developing unique solutions. Its comprehensive event management and data tools provide the groundwork for creating specialized applications that cater to specific market segments.

As an infrastructure for integrated event solutions, Favourse not only streamlines the event management process but also enriches the broader ecosystem of event services and collaborations. This positions Favourse as an essential and innovative platform in the event management industry, offering versatile and comprehensive solutions to a wide array of users and collaborators.

9. Blockchain & Technologies

Favourse, designed as a versatile platform for event management, has chosen Polygon as its underlying blockchain technology. This decision is based on several key attributes that align perfectly with Favourse's needs and goals:

1. **Event-Centric Design Compatibility**: Favourse requires a blockchain platform that can adeptly handle the complexities of event management data. Polygon's architecture is well-suited for managing intricate event-related information, including detailed schedules, attendee data, and engagement metrics. Its ability to efficiently handle sophisticated data schemas and indexing makes it an ideal match for Favourse's event-centric design.
2. **High Data Handling Capacity**: Events generate large volumes of data, from attendee information to real-time updates. Polygon's robust data read-write capabilities make it an excellent choice for Favourse, which demands high data throughput to manage extensive event-related information and comprehensive analytics seamlessly.
3. **Rapid Data Processing and Display**: The dynamic nature of events requires a blockchain that can process and display information quickly. Polygon's fast data query and update capabilities ensure that Favourse can offer an interactive and responsive experience to users, a critical aspect for live event updates and attendee engagement.
4. **Scalability and Efficiency**: Favourse benefits from Polygon's scalability, which ensures efficient processing even as the platform grows. This scalability is vital for accommodating a growing number of events, attendees, and transactions without compromising on performance.

5. **Reduced Transaction Costs and Speed**: Polygon's framework offers reduced transaction costs compared to other blockchains like Ethereum. This cost-efficiency is crucial for Favourse to provide affordable services to its users. Additionally, the speed of transactions on Polygon enhances the overall user experience, making event interactions seamless and efficient.

6. **Flexible Resource Utilization**: Favourse's diverse revenue models, including ticket sales, sponsorships, and merchandise sales, require a flexible blockchain solution. Polygon's adaptability makes it suitable for various business models, providing Favourse with the versatility it needs to innovate and grow within the event management sector.

7. **Integration with Existing Ethereum Infrastructure**: Favourse benefits from Polygon's compatibility with the Ethereum blockchain, allowing for seamless integration with the vast Ethereum ecosystem. This compatibility enables Favourse to leverage existing decentralized applications and services within the Ethereum space, expanding its functionalities and offerings.

9.1. The Role of Blockchain in Event Management

Favourse is designed to revolutionize the event management industry by leveraging blockchain technology. It aims to be a comprehensive platform that combines a user-friendly interface with the robust capabilities of decentralized applications (dApps). Here's how Favourse facilitates key features of event management:

9.2. Decentralization Quality

While Favourse is a neutral technical platform, it emphasizes the importance of decentralization in event management. The platform plans to develop guidelines and criteria for application quality, allowing independent assessments of events and creator projects. Users are also encouraged to demand transparency and auditability in applications they use.

9.3. Data Hosting and Management

Favourse's data, crucial for event organization and management, is stored in a secure and decentralized manner. This includes:

1. A primary network of data hubs managing core functions like transaction processing, token conversions, and overall platform maintenance.

2. Each event or creator within Favourse can choose a specific set of data hubs to handle their data, ensuring flexibility and security.

3. This dual-tier system ensures that the platform and its applications are not controlled by any single entity. Users, including event organizers and attendees, contribute to the platform's upkeep through transaction fees or other mechanisms.

Discovery Data Hub and Decentralized Architecture: Favourse's Discovery Data Hub is at the forefront of event discovery and user interaction, designed to be decentralized, efficient, user-friendly, and transparent. This structure ensures no single point of control or failure,

aligning with Favourse's commitment to a distributed network. It also promotes a seamless user experience and allows for community-driven innovation in event ranking and search methodologies.

Hybrid Data Storage Strategy: Favourse initially adopts a hybrid approach for data storage, combining Polygon's efficiency for managing metadata with the robustness of IPFS (and potentially ICP) for larger datasets. This mix enables decentralized storage of comprehensive data, encompassing everything from event details to multimedia content.

Gradual Shift to Data Hub Registry System: With an eye on the future, Favourse is set to gradually transition to a more decentralized infrastructure. This involves moving towards a Data Hub Registry system with registries and nodes, thereby enhancing user control and platform decentralization.

Key Functions of Data Hub Registry: The Data Hub Registry is crucial for the platform's integrity and smooth operation, especially for features like NFT ticketing and comprehensive event management. It maintains a list of all approved versions of data hub software and details of all active discovery and management data hubs within the Favourse ecosystem. This registry is pivotal in ensuring platform stability, security, and ease of access for users, with each hub's connectivity information readily available.

9.4. Community-Governed

Initially Favourse is operated by the Favourse Team, over time Favourse integrates governance mechanisms that empower its community of users to influence various aspects of the platform, including updates and modifications. This approach ensures that the platform evolves in response to the needs and preferences of its user base.

Favourse introduces a unique crowdvoting model, harnessing the collective wisdom and preferences of its user community to drive key decisions within the platform. This model exemplifies the democratic ethos at the core of Favourse, empowering users to actively shape the event landscape. Here's how the crowdvoting model operates:

9.5. Decision-Making

Favourse plans a gradual transition to a community governance model. This shift will introduce a decentralized decision-making process within its crowdvoting model, empowering users like event organizers, attendees, and creators to propose platform enhancements. These suggestions could span new features, event concepts, strategic partnerships, and community initiatives, actively involving users in the platform's evolution.

9.6. Voting Mechanics

Each user within the Favourse ecosystem has the opportunity to vote on these proposals. The voting power is typically tied to the user's engagement level or stake in the platform,

often represented by the amount of $FAV Tokens they hold. This ensures that those who are actively invested in Favourse have a significant say in its evolution.

9.7. Implementation of Decisions

Once voting concludes, the results are assessed, and decisions with majority support are slated for implementation. This process ensures that the platform evolves in a direction that resonates with the majority of its users, maintaining alignment with the community's needs and aspirations.

9.8. Transparency and Inclusivity

The entire crowdvoting process is transparent and inclusive, allowing all users to track voting progress and outcomes. Favourse is committed to ensuring that every voice is heard, making the platform a true reflection of its diverse and vibrant community.

9.9. Voting for Response Accuracy

In Favourse, ensuring the accuracy and reliability of responses from the platform, particularly those generated by users and community-operated features, is a paramount priority. To this end, Favourse has integrated a crowdvoting mechanism. Under this system, each piece of content or response is tagged with essential metadata, such as timestamps and user IDs, to maintain the integrity of information within the event-focused community. When discrepancies or disputes arise over the accuracy of content, the community is empowered to utilize crowdvoting for assessment and resolution. This transparent process, supported by verifiable data, enables community members to make informed decisions during the voting process.

When content is flagged as inaccurate or inappropriate through this crowdvoting process, it initiates a review mechanism. Decisions are made based on community consensus and can lead to a range of actions, from the removal of content to imposing sanctions against the content creator, under the platform's governance policies. This method not only maintains the platform's reliability but also actively involves the community in content governance. As a result, Favourse reinforces its status as a trusted, user-centric event management platform, with content standards and expectations that are directly influenced by its engaged user base.

9.10. Resilience and Censorship Resistance

The decentralized nature of Favourse means that it cannot be arbitrarily shut down by a single entity. While legal compliance is necessary, the platform's fundamental structure belongs to its users. If necessary, users can migrate their data and operations to different jurisdictions, showcasing the platform's resilience.

9.11.   Transparency and Privacy

Event data on Favourse is hosted across multiple data hubs, ensuring transparency and immutability. The platform also recognizes the importance of privacy, and future updates may include advanced privacy-preserving features like zero-knowledge proofs, enhancing data security for users.

9.12.   NFT Ticketing Ledger

The NFT Ticketing Ledger for Favourse is an advanced amalgamation of smart contracts across various blockchain networks, including Ethereum and other Layer 1 (L1) or Layer 2 (L2) solutions. This ledger is designed to host and manage the diverse components of Favourse's NFT ticketing ecosystem. It is built to accommodate various aspects of the event ticketing process while addressing scalability and efficiency concerns specific to each module and sub-protocol.

Key components of the Favourse NFT Ticketing Ledger include:

1. Standardized Ticket and Metadata Format: Similar to the OMI metadata specification, this ensures uniformity and accessibility across all event tickets issued on the platform.
2. Decentralized Control for Event Organizers: Event organizers have autonomy over
3. Ticketing content, including tier-based access, VIP perks, and other unique features.
4. Revenue distribution among stakeholders.
5. Ownership structures of the event and associated tickets.
6. Registry of All Participating data hubs: A comprehensive list of all data hubs in the Favourse network that facilitate ticketing operations.
7. User Interaction Graph: Records the interactions of users within Favourse, including ticket purchases, transfers, and event attendance history.
8. Implementation of Token and Governance Systems: As detailed in Section 12 *Treasuries and Treasury Governance*, these systems are integrated to support the NFT ticketing process.

When an event organizer wants to issue tickets, they do so by creating a new transaction in the ledger, structured as follows:

Ticket {

** event_address,**

** map(attendeeId ⇒ ticketOwnership),**

** metadataIPLD,**

** ...other relevant metadata...**

}

The linked metadata could be a JSON file structured to include details like event title, seat assignments, special access permissions, and more. Organizers can modify ticket content or metadata by updating the metadata IPLD (InterPlanetary Linked Data https://ipld.io/) link in the ledger.

Once tickets are listed in the NFT Ticketing Ledger, they are indexed by data hubs within Favourse, making them easily queryable and discoverable by users. This ensures a seamless ticket buying and management experience, contributing to an efficient, transparent, and user-friendly event ecosystem in Favourse.

9.13.   Stablecoin Payment Integration

In the future, Favourse may integrate third-party stablecoins to facilitate smooth transactions on the platform. Stablecoins provide a consistent and stable unit of account, allowing participants, including event organizers, attendees, and partners, to engage in the Favourse marketplace without worries about the price volatility typical of other cryptocurrencies. Their stability and divisibility make stablecoins suitable for all transaction sizes, from bulk ticket purchases to small payments for exclusive event content.

To foster the platform's development and ensure its sustainability, Favourse might implement a small fee for stablecoin transactions, which could apply to services like ticket sales or access to premium content. Fees collected would contribute to a community-governed pool, with $FAV Token holders overseeing its management. This approach would help cover operational costs and underscore the $FAV Token's role in empowering the community to guide Favourse's financial strategy.

9.14.   Operational Aspects and Future Vision

Favourse's operational strategy, particularly for its Discovery Data Hub, involves an efficient launch and robust data management. Initially, the platform relies on the Polygon blockchain for its scalability in handling on-chain data like ticketing information and user profiles. For more extensive data such as event details and multimedia content, IPFS (and potentially ICP) is used. Looking ahead, Favourse envisions a shift towards an infrastructure that champions increased decentralization, employing data hub registries and nodes to foster a more distributed, resilient, and user-empowering platform.

10.   Token Model

Favourse operates within a dynamic ecosystem, catering to a diverse range of stakeholders such as event organizers, attendees, and sponsors, each with their unique goals and contributions. To effectively align these varied interests toward the platform's shared objectives, Favourse employs a cohesive incentive structure centered around its platform token, ($FAV). This token is fundamental in engaging and rewarding the platform's participants, fostering a sense of community and loyalty. It functions both as a medium of

exchange within the platform and as a tool for encouraging active participation and collaboration among all users.

Looking to the future, Favourse plans to further enrich its financial ecosystem in response to community feedback and evolving needs. This expansion includes the potential integration of third-party stablecoins and the introduction of event-specific tokens, aimed at unlocking additional features and enhancing the overall user experience within the Favourse platform. These financial elements are crucial in establishing a thriving environment where everyone involved, from planners and hosts to attendees and supporters, is incentivized to contribute to the growth and success of Favourse. Thus, the ($FAV) token is more than just a currency; it is the foundation of a vibrant and interactive event management community.

10.1.   The need for Favourse Token

The decision to introduce the $FAV Token in the Favourse ecosystem was driven by the need for a specialized value transfer mechanism that goes beyond what third-party stablecoins offer. While stablecoins, pegged 1:1 to stable currencies like the US Dollar, are excellent for micropayments and provide a trusted unit of account with smart contract composability, they lack certain functionalities crucial for a comprehensive event management platform.

The $FAV Token is created to align governance with financial incentives, enhancing protocol usage, and building long-term value for Favourse. Its purpose extends beyond mere transactions; it is integral to the governance process, allowing stakeholders — whether they are event organizers, attendees, or content creators — to actively participate in decision-making. This participation is incentivized, as stakeholders can earn a share of future issuance, encouraging those who add value to increase their engagement with the platform, thus driving demand back to the $FAV Token.

Furthermore, the introduction of unique digital assets, like Creator and Event Tokens, within Favourse, enables the platform to actively engage in the broader Ethereum and DeFi ecosystem. This integration is done without the need to recreate the underlying tokens or infrastructure. The $FAV Token thus serves as a foundational element that not only facilitates transactions and governance but also enriches the user experience by bridging the gap between traditional event management and the innovative possibilities offered by blockchain technology.

10.2.   Tokens

- **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
- **Total Supply & Circulating Supply Information**: Detailed metrics available on Favourse's official dashboard: www.favourse.com/fav

- **Token Usage**:
  - **Gas**: $FAV is used to pay for transaction fees on the Favourse platform, ensuring the smooth operation of events and other platform activities.
  - **Staking**: Users can stake $FAV to participate in the platforms success and earn rewards.
  - **Treasury**: Holding $FAV grants users the right to participate in the governance of the Favourse Treasury Ecosystem, allowing them to propose and vote on the treasuries.

In Favourse, tokens play a crucial role in enabling and streamlining various aspects of event management and participation.

1. **Rapid Processing**: Token transactions in Favourse are processed quickly, aligning with the needs of real-time event management and on-site transactions. This speed is vital for facilitating seamless in-person payments and instant booking confirmations.
2. **Programmable Flexibility**: The token system in Favourse is highly customizable . This means that any feature or functionality needed for event management and user engagement can be programmed into the tokens, offering unparalleled flexibility by using Polygon smart contract.
3. **Proportional Fees**: For more dynamic pricing, events can implement fees that are proportional to the transaction amount, offering a more tailored approach based on the scale of the transaction.
4. **Multi-Token Support and Easy Exchange**: Favourse supports multiple tokens in the future, allowing for easy and trustless exchange between different types of tokens used within the platform. This feature is essential for a diverse event ecosystem where different events might have their own specialized tokens.
5. **Cross-Platform Token Utility**: While Favourse currently operates independently of blockchain technology, its design allows for the potential integration of inter-platform token transfers, providing flexibility for future expansions and integrations.
6. **Efficient Wallet Integration**: Favourse is compatible with lightweight wallets, such as mobile or browser-based wallets. These wallets can swiftly validate transfers, ensuring user convenience without the need for syncing with a more extensive blockchain network.

10.3.   Token Utilization

Favourse introduces an exclusive token, $FAV, designed to enrich user experience and engagement within its event management platform. The $FAV token brings a suite of utilities and benefits for its holders, ensuring a more interactive and rewarding ecosystem.

1. **SuperVoting**: With $FAV, users gain access to SuperVoting rights, allowing them to influence the platform by voting on their preferred creators and events. This feature empowers users to have a say in shaping the event landscape on Favourse.

2. **Recognition Awards**: Exceptional participation doesn't go unnoticed on Favourse. Outstanding users are recognized and rewarded with $FAV tokens, encouraging a vibrant and active community.

3. **$FAV Memberships**: Holding $FAV tokens unlocks an array of membership perks including early access to NFT drops, VIP tickets to events, and other exclusive rewards. These memberships are tailored to enhance the user experience and offer premium benefits.

4. **Cashback**: Favourse values every transaction. Users who pay with $FAV receive a 5% cashback, making it not just a token of participation, but also a token that gives back to its users.

5. **Profit Sharing**: Users can lock in their $FAV tokens to partake in the platform's success through a profit-sharing system. This aligns user interests with the platform's growth, creating a community that benefits together.

10.4. Event and Creator Tokens

Favourse is crafting a future where the event experience is reimagined through the innovative use of Event and Creator Tokens. These digital assets stand as the cornerstone of a new, interconnected economic model within the platform. Event Tokens is merchandise to unique performances, these tokens facilitate a customizable layer of interaction between organizers and event-goers.

In parallel, Favourse introduces Creator Tokens, adding a further layer of personalization to the event landscape. These tokens forge a direct connection between creators and their communities, facilitating an exchange of value that goes beyond traditional interactions. Fans can earn these tokens as a reward for their loyalty and engagement, unlocking exclusive content and experiences handpicked by the creators.

Both Event and Creator Tokens are integrated through the $FAV Token, serving as a gateway to Favourse's suite of distribution tools. Creators and organizers will receive comprehensive support from the platform, maximizing the potential of their tokens within the Favourse ecosystem. As these tokens are distributed and circulated, stakeholders maintain a stake in $FAV, underscoring their active involvement and ongoing commitment to their community.

The governance model of Favourse, directed by $FAV Token holders, plays a crucial role in shaping the distribution and application of both Event and Creator Tokens. This governance framework ensures that these tokens are not just gateways to exclusive access but also

powerful tools for empowerment, granting fans a stake in the journeys of creators and organizers.

Ultimately, Favourse's token-based economy fosters a dynamic environment where every transaction and interaction strengthens the connection between creators and admirers. It's an ecosystem where collective success fuels individual success, laying the groundwork for a cooperative and flourishing event culture.1

10.5.   Favourse Token Distribution

The Favourse platform is propelled by the $FAV Token, with its distribution guided by a fixed genesis allocation and the potential for ongoing issuance, as determined by developers or later if and once community governance is integrated, by community consensus. This approach is meticulously crafted to mirror the diverse contributions of all users, ensuring an equitable distribution of influence throughout the platform. Favourse aspires to a decentralized model of authority, aimed at preventing early adopters from wielding disproportionate control, thereby empowering the entire user community to drive the platform's growth.

In anticipation of the $FAV Token's build on the Polygon mainnet ERC-20 blockchain, a detailed specification can be found in this document below in Section 14.1 "Token Release" that outlines the initial supply, issuance plan, and distribution methodology. This significant step forward highlights Favourse's commitment to forging a decentralized, community-focused event management platform that acknowledges and incentivizes the active involvement and contributions of its participants.

10.6.   Token Release

Upon the inception of Favourse, a finite supply of one 250,000,000 (five hundred million) tokens will be minted, establishing the cap for the platform's native token, $FAV. This limited supply underpins the platform's economy, with no further tokens to be created, ensuring scarcity and value retention.

1. **Early Investment Phases**: Favourse will allocate tokens for early investment phases, including private seed, seed, and pre-sales, with progressive pricing to reward early investors and to facilitate the platform's growth.
2. **Public Launch and Adoption**: With the public launch, Favourse will make tokens available to a wider audience, establishing its presence in the market and setting the stage for its ecosystem to flourish.
3. **Strategic Reserve and Operations**: A dedicated portion of the token supply is reserved for the platform's operations, development, and strategic partnerships, ensuring that the platform has the resources to scale and innovate.

#	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**

Figure 9: Favourse token release schedule
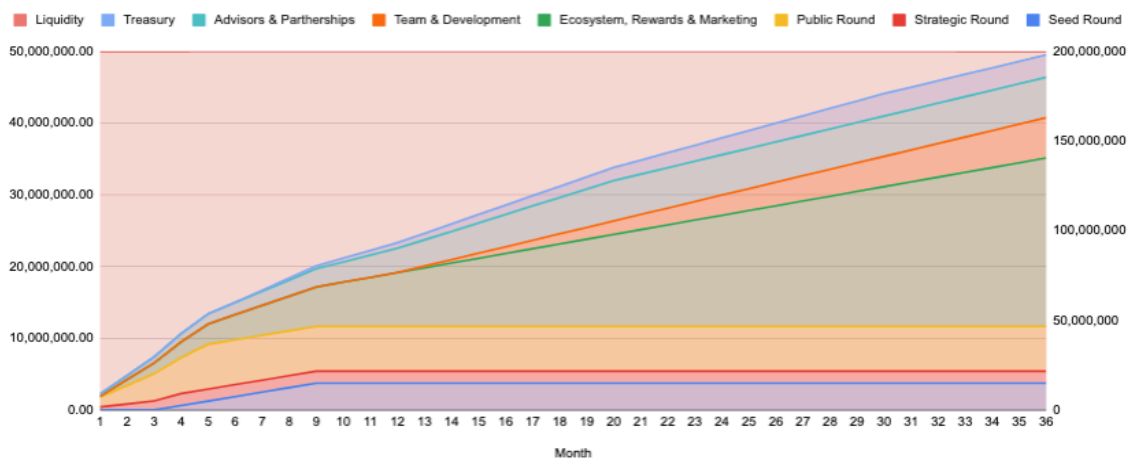
`Figure 10: Favourse token distribution

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.

10.7.   Promotional Token Fund

Favourse establishes a Promotional Token Fund at its inception, with a clear mission to bolster platform engagement and foster widespread adoption of its event management services. The fund, which is a portion of the overall token supply, is specifically designated for distribution to the platform's end-users. This strategic move aims to eliminate barriers to entry for potential users who may find the process of acquiring tokens through exchanges daunting or cumbersome.

Favourse will utilize this fund in the following ways:

1. **Direct Incentivization**: Tokens from this fund are intended exclusively for the end-users of Favourse. They are not meant to finance project development or other operational costs. The primary goal is to incentivize users to explore and utilize the diverse features of Favourse, enhancing their event experiences without any initial financial commitment.

2. **Ease of Access**: Recognizing that the average internet user may face challenges when attempting to acquire cryptocurrencies, Favourse's approach is to simplify this process. By providing tokens at no cost, the platform aims to attract a mainstream user base and encourage the trial of new features and services.

3. **Controlled Distribution**: Favourse is aware of the potential for abuse in such giveaway programs. To prevent this, the platform will implement robust Sybil control measures. One method could include integrating social media verification, such as a Facebook and/or other social media accounts, to ensure that tokens are distributed to genuine users.

4. **Targeted Allocation**: The tokens from the Promotional Token Fund can be earmarked for use within specific applications or events hosted on Favourse. This ensures that the tokens directly contribute to the platform's vibrancy and user engagement.

5. **Gradual Release Strategy**: The distribution of promotional tokens is carefully paced, with a maximum rate of 1.8% per month. This measured approach allows Favourse to steadily onboard new users, evaluate the effectiveness of the distribution strategies, and maintain the token's market value.

6. **Adaptive Management**: The distribution of promotional tokens is subject to ongoing evaluation. Should the initial strategies prove less effective, Favourse reserves the right to hold back the release of tokens, reallocate them, or even direct them towards public good initiatives.

10.8.   Platform Profit Sharing

Favourse is committed to creating a sustainable and profitable platform that shares its success with its community. Here's a breakdown of how Favourse generates revenue and rewards its $FAV token holders through its innovative profit-sharing model:

10.8.1.   Platform Revenue Generation

Favourse has established multiple streams of revenue to maintain and grow the platform:

1. **Ticketing Fees**: For every ticket sold, Favourse charges a modest 4% fee, balancing affordability for event organizers with platform revenue needs.

2. **Sales Commissions**: The platform earns an 8% commission on all sales transactions, incentivizing a thriving marketplace for goods and services related to events.

3. **Crowdfunding Fees**: Favourse takes a 15% fee from successful crowdfunding campaigns hosted on its platform, ensuring that it can continue to provide a robust infrastructure for these fundraising activities.

4. **Advertising Revenue**: The platform leverages ad space through banners, push notifications, and email blasts, creating value for advertisers while keeping the platform free for users.

5. **Paid Memberships**: Event organizers, sponsors, and venues can opt for premium memberships, which offer enhanced features and visibility on the platform.

10.9. Profit Sharing with $FAV Holders

$FAV token holders are integral to the Favourse ecosystem, and the platform acknowledges this through a profit-sharing scheme:

1. **Transparent Allocation**: A clear and transparent system allows $FAV holders to view the amount of profit shared and claim their rewards directly within the platform.

2. **Easy Claim Process**: The process to claim profit shares is streamlined and user-friendly, ensuring that $FAV holders can easily access their earned profits.

3. **Direct Rewards**: By holding $FAV tokens, users can receive a direct share of the platform's profits, creating a tangible connection between the success of Favourse and the individual benefit to its token holders.

11. Treasuries & Treasury Governance

Favourse's governance model, centered around the concept of the "Treasury," is designed to reflect its core mission of revolutionizing event management through a decentralized yet structured approach. This model entrusts key stakeholders—including event organizers, creators, attendees, dApp developers, and investors—with the collective responsibility of steering the Treasury's evolution within a consent or Holacracy governed framework.

At the foundation of this model is a one-token, one-vote system, which democratizes the decision-making process, ensuring every participant, regardless of their stake or technical prowess, can impact the platform's trajectory. This egalitarian system extends beyond just technical decisions, inviting widespread participation across all facets of the platform's development.

Favourse's governance model is not just about decision-making; it's about cultivating a community-driven ecosystem where the voices of all stakeholders contribute to a resonant direction for the platform. By involving stakeholders in pivotal discussions regarding token issuance, platform features, and financial pathways, Favourse is dedicated to fostering an interactive and cooperative event management environment.

11.1. Strategic Outreach and Visibility

Under the Treasury, marketing plays a pivotal role in expanding Favourse's reach and visibility. This includes two main facets:

11.1.1. Favourse Platform

Marketing initiatives here are focused on highlighting the platform's features, upcoming events, and the overall value proposition of Favourse. By investing in marketing for the platform, the Treasury aims to attract a broader audience of event organizers, attendees, and partners to join and enrich the Favourse community.

11.1.2. Favourse Tokens

The promotion of Favourse tokens involves creating awareness about their utility, benefits, and the role they play within the Favourse economy. Marketing strategies may include educational campaigns, incentives for adoption, and highlighting the tokens' role in facilitating a seamless event management and participation experience.

11.2. Social Impact

11.2.1. Kindness Events

These events are specifically curated to promote goodwill and community building within the Favourse platform. They are designed to be inclusive, offering unique experiences that resonate with Favourse's ethos of creating meaningful connections and shared experiences. The Treasury allocates funds to these events to ensure they can be executed without financial barriers, thus reinforcing the platform's commitment to fostering a kind and engaged community.

11.2.2. Scholarship Fund

Favourse is dedicated to providing opportunities for learning and growth within the event management and blockchain spaces. The Scholarship Fund is an initiative aimed at supporting individuals who demonstrate potential and a keen interest in contributing to the Favourse ecosystem. This may cover educational programs, mentorship opportunities, and grants that empower recipients to become active and valuable members of the Favourse community.

12. Revenue Streams & Fees

Favourse operates on a multifaceted fee model, thoughtfully designed to cater to its comprehensive event management platform. This model not only supports the platform's sustainability but also aligns with the needs and preferences of its users.

12.1. User Transaction Fees

Favourse implements transaction fees for various user activities on the platform, such as ticket purchases or registrations for events. These fees are clearly communicated to the users, ensuring transparency in every transaction they make within Favourse.

12.2. Versatile Commission Fees

A key revenue stream for Favourse comes from its commission fees, which are not limited to crowdfunding alone. The platform charges a commission on a variety of services, including but not limited to crowdfunding campaigns, ticket sales, and vendor transactions in the marketplace. This approach allows Favourse to tap into multiple aspects of event management, from the initial funding stages to the final execution, thereby creating a consistent source of revenue.

12.3. Fixed Platform Fees

In addition to the variable commission fees, Favourse also charges fixed fees for specific services. This includes premium features available to event organizers, such as advanced promotional capabilities, in-depth analytics tools, and customized event planning options. These fixed fees contribute to Favourse's steady income, facilitating ongoing platform development and enhancement.

Favourse's fee structure is carefully balanced to ensure the platform's operational efficiency and continuous growth, while also providing valuable services to its users. By diversifying its revenue streams through transaction fees, varied commission fees, and fixed platform fees, Favourse establishes itself as a robust, user-centric event management platform, catering to the diverse needs of event organizers, attendees, and vendors.

12.4. Ad Revenue Through Targeted Advertising

Favourse leverages several advertising channels to generate revenue, which plays a significant role in supporting the platform's growth and sustainability. Here's how Favourse capitalizes on these channels:

1. **Banners**: Favourse strategically places banner ads across the platform, offering prime visibility for brands and advertisers. These banners are designed to be non-intrusive yet effective, ensuring a balance between user experience and advertising effectiveness.

2. **Push Notifications**: Utilizing push notifications, Favourse delivers timely and relevant promotions directly to users' devices. This method provides advertisers with a direct line of communication to an engaged audience, potentially driving high conversion rates.

3. **E-Mail Blasts**: Through carefully curated email campaigns, Favourse reaches out to its user base with tailored advertisements, announcements, and updates. E-mail blasts are a classic yet powerful tool to capture the attention of users, driving awareness and action for advertised products and services.

13. Marketing & Growth Strategy

How we will reach creators, businesses, and users:

- Top-down: Creators endorse Favourse by using it.
- Bottom-up: Fans demand creators in their cities.
- Directly addressing creators who want to test out new markets without risks.
- Having users initiate events through social media and the Favourse platform.
- Through agencies that want to promote creators.
- Venues that want to test demand for certain creators in their locations.

13.1. User Acquisition, Engagement, Growth, and Retention

User Acquisition	Engagement	Growth	Retention
Own Events EO-Partners Partnerships Creator-Agencies, Niche-Platforms like Yoga-Platform "Invite me to your hometown"	Inviting favorite creator to your hometown Creator - Competition - Campaigns Voting for best Creator Sourcing from LinkedIn, instagram, spotifiy	Creators offer Rewards Users share + get rewards Creators offer unique giveaways and rewards to Fans that vote for them and sheir their campaign to their friends Referral Marketing: Receive % on all transactions: Ticket Sales and Sales Commissions (other users, event organizers, sponsors)	Cashback & Loyalty Programs

13.1.1. User Acquisition Program through Leverage & Catalysts

1. **Referral Programs:** Rewards for users who invite friends to join, with bonuses for both the new and existing member.
2. **Content & Email Marketing:** Sharing engaging articles, videos, and sending targeted emails that provide value and keep users informed.
3. **Partnerships:** Teaming up with well-known influencers and companies to reach more people and add credibility to the app.
4. **Engaging Giveaway Contests:** Expert-creators offering enticing giveaways to new users who invite friends to Favourse. Users register to vote for their favorite expert-creators. Increase chances of winning the more friends you invite (e.g., "Win Meet & Greet, 15 Min Consultation, Signed Book, Unique NFT, and more from your favorite expert-creator!")
5. **Buzz Creation through Influencer Media Outlets:** Leveraging partnerships with influential media outlets to generate buzz and awareness for Favourse in Indonesia, Asia, and worldwide.

6. **Seamless Data Population and User Sign-Up:** Facilitating fast data-population and user sign-up by integrating social sign-up options (LinkedIn, Facebook, Instagram, etc.). Additionally, enabling users to directly add their favorite expert-creators to their profiles for personalized experiences.

13.1.2. Customer Acquisition Journey Assumption

Attract → Interest → Good Experience & coming back → Loyalty/Retention → Customers as Marketing Multipliers

Plan for Customer Acquisition Cost Budget:

1. Attract: Marketing Campaign & Funnelling.
2. Discount for first transaction with minimum spending.
3. Loyalty/Retention: For next transaction, repeat customer gets discount.
4. Cross-Promotion with Event Organizer with giveaways: free tickets and rewards by speakers/creators.

13.1.3. Organic Marketing & Growth Strategies

Partnering with Catalysts and Getting Leverage.

1. **Leveraging Existing Database**

   A Strategic Advantage: Favourse leverages a robust database of C-level contacts and potential members within the web3/blockchain/crypto ecosystem. This pre-existing network serves as a launchpad for targeted marketing and community building efforts.

2. **Creating Engaging Event Experiences**

   Through meticulously planned events, Favourse captivates audiences and attracts new members. Engaging experiences showcase the value of community membership, fostering a sense of belonging and enthusiasm among attendees.

3. **Strategic Alliances and Partnerships**

   Strategic partnerships with established communities, platforms, and influencers amplify Favourse's reach. Collaborative efforts ensure cross-promotion, knowledge exchange, and a broader user base.

13.1.4. Ambassadors, Influencers, and Community Building

Influential KOL and community ambassadors act as Favourse's emissaries, promoting events, activities, and updates.

Leveraging influencers' reach and popularity, Favourse will collaborate with renowned personalities across various niches. This inclusive approach will not only increase brand exposure but also facilitate trust-building with potential users.

Influential KOL as strategic partners in the field that promote all Favourse events, activities and provide company updates, do interviews with startups, investors, etc. on Favourse' behalf.

13.1.5.   Referral Marketing

Affiliate marketing and referral programs incentivize users to invite new members, further expanding the community.

The affiliate can benefit in the following ways:

1.   Friend signs up to App: Referrer gets 1 point (to win raffle).

2.   Friend pays for ticket, referrer gets a commission (if EO activated the affiliate program for that event).

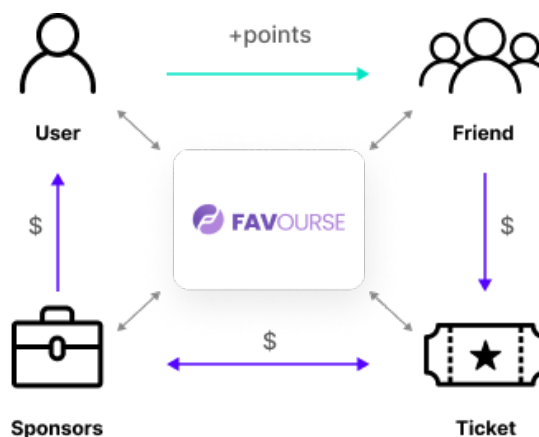3.   Sponsor signs up, affiliate receives a commission.

Figure 11: Favourse User Interaction & Engagement

Why is everyone sharing the event?
●   Creators are sharing because they want to be invited to the event
●   Users are sharing because they want to win the Rewards by Creators and Event Organizers
●   Anyone can earn commissions from referring users that sign up to Favourse

13.1.6.   Retention Program

To retain the existing user base and encourage their continuous engagement, Favourse will introduce a retention program. This program will offer benefits like exclusive access to events, rewarding interactions, and opportunities to connect with top creators and partners. Such incentives aim to cultivate a sense of community and foster loyalty among users.

13.1.7.   How do we acquire our first 1,000,000 users?

Figure 12: Favourse User Acquisition Strategy

13.2.   User Acquisition: Big Event Collaborations

We partner up with event organizers and creators that do big events exclusively through Favourse App. How it works:

1. **Event Signup**: Participants begin their journey by signing up for an event exclusively through the Favourse App. This creates a dedicated user base for each event and ensures that all participant data is centralized within the app.
2. **Community-driven Content**: After signing up, participants can suggest and vote for potential speakers and topics for the event, or express what experiences they'd like to see. This step actively involves participants in the event creation process, making it more likely that the event caters to the audience's interests, thereby increasing satisfaction and engagement.
3. **Social Amplification**: Participants are encouraged to invite friends to the event through the app, which may increase their chances of winning giveaways. This step uses gamification to incentivize participants to promote the event to their personal networks, effectively leveraging word-of-mouth for wider event promotion.
4. **Event Participation & Engagement**: At the event itself, participants are encouraged to use the Favourse App to check in. This step likely allows them to access specific event features, engage with the content more deeply, and possibly unlock event-specific rewards or experiences.
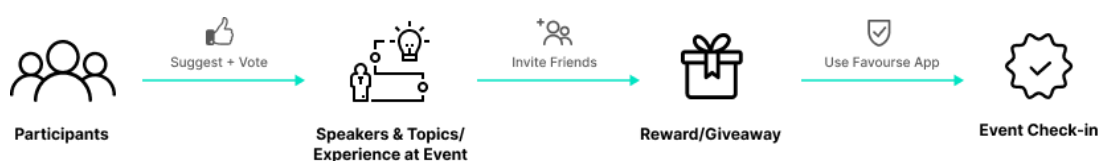

Figure 13: Favourse User Interaction & Engagement

13.3.   User Acquisition: Platform & Community Partnerships

1. We do partnerships with platforms & communities to onboard big numbers of users.

2. Campaigns that reward users to user and promote Favourse on already established platforms like YouTube comments, Twitter, Reddit, and Telegrams groups.

13.4.   Brand Awareness: Media

1. **Promoting Campaigns**: Through our media partners, we promote the events & creator giveaway campaigns, and announce our community and platform partnerships.

2. **Promoting Success**: We multiply our success by publishing success stories about all the events, influencer campaigns, and partnerships on media platforms.

13.5.   Partnerships and Alliances

We are experienced and well-connected in Web3, AI, and Fintech, with support from our partners, expert speakers, and event organizers in these fields, making them our primary focus.

13.6.   Strategic Collaborations for Mutual Growth

We recognize the power of community and the importance of collaboration with established platforms to create a robust and engaging event experience. Through strategic partnerships, Favourse aims to harness the collective energy of communities and the innovative capabilities of various platforms to revolutionize how events are created, experienced, and shared.

13.6.1.   Strategic Benefits of Favourse Collaborations

1. **Enriched User Base**
   By partnering with platforms that host vibrant communities, Favourse can integrate with a rich tapestry of users who are primed for engagement. This allows for a seamless transition from community participation to active event involvement within the Favourse ecosystem.

2. **Customized Event Experiences**
   Communities often gravitate around niche interests or industries. Favourse can leverage these insights to offer highly customized event experiences, catering to the unique preferences of each community segment.

3. **Brand Expansion and Loyalty**
   Favourse's alignment with well-established communities can translate into enhanced brand loyalty. Users from these communities can become champions of the Favourse brand, advocating for its use as the go-to event platform within their networks.

4. **Direct and Actionable Feedback**
   Communities are a sounding board for new ideas and features. Favourse can tap into this resource to refine its offerings, ensuring the platform remains at the forefront of event technology and user satisfaction.

5. **Trust Building Through Associations**

   Collaboration with esteemed communities and platforms can boost Favourse's credibility. Trust earned in these spaces can lead to greater adoption rates and a more diverse user portfolio.

6. **Amplified Network Effects**

   Each new user that a community brings to Favourse contributes to the overall value of the platform's network, enhancing the experience for all and drawing in a larger crowd.

7. **New Revenue Streams**

   Community-specific events present new monetization avenues for Favourse, from sponsored events to premium, community-centric features.

8. **Service Diversification**

   Through collaborations, Favourse can expand its service offerings to include features tailored to different community needs, from exclusive content streams to community-led event planning tools.

9. **Organic Growth via Word-of-Mouth**

   Positive community experiences on Favourse can lead to organic growth as users share their experiences. Each event becomes a potential showcase for the platform's capabilities.

10. **Social Contribution**

    Favourse's collaboration with communities can contribute positively to the social landscape, supporting cultural, educational, and charitable events, thereby enhancing its corporate social responsibility.

13.6.2.   Measure to Maximize Impact

Once the platform is developed and widgets are in place, the business model is easily scalable worldwide. The widget allows online platforms that promote educational and personal development courses to integrate events from our platform into theirs.

13.6.3.   Potential Collaboration with Other Start-ups

1. **Agency and Venue Partnerships**

   Agencies and venues can offer their spaces for workshops or events with no financial risk during crowdfunding campaigns (lasting 30 or 60 days). This approach provides venues with exposure to new speakers and expands their client base.

2. **Curated Venues and Workshops**

   We plan to curate a list of venues and workshop rooms and potentially partner with existing platforms. This collaboration could generate additional revenue through affiliate commissions.

3. **Educational Center Collaborations**

   By collaborating with educational centers, we can leverage emerging trends to initiate demand and subsequently launch crowdfunding campaigns for local events. This

the scope of potential events.

4. **Crowdsourcing and Crowd Voting**

A novel concept we are exploring is crowdsourcing and crowd voting to determine the most popular speakers for specific events. This idea, inspired by feedback from organizers and agencies, enhances user engagement and fosters interaction among participants, speakers, and organizers.

5. **Business Opportunities with Speaker Lists**

Another business opportunity involves creating a list of in-demand speakers for conferences and featuring these profiles on our main site. This list would be a valuable resource for conference organizers and corporations seeking speakers for in-house training, thereby expanding our business potential and reach.

An additional business potential lies in creating a list of speakers that are demanded at conferences and creating or including these speaker profiles on our main site as well. These speakers can then be approached by other conference organizers or companies for in-house corporate training.

Figure 14: Favourse Suggestions for Topics

14. Traction

Favourse's history is marked by past successes that provide a strong foundation for the platform's potential. The invaluable experience gathered from these events has been crucial in shaping Favourse, granting us the insights and knowledge necessary to develop a platform that meets the specific needs of event organizers, attendees, and partners. As Favourse progresses, we are confident that our rich background in event management will foster significant growth and boost user engagement in the near future.

14.1. History & Roadmap

From its inception, Favourse has been on an impressive trajectory, establishing itself as an innovative force in the event management industry, with a particular emphasis on blockchain and web3 community events. Below is an overview of our history and a preview of the strategic roadmap that will guide Favourse's continued evolution:

14.1.1. Foundation and Initial Events (2022)

Favourse was established with a clear vision to blend event management with cutting-edge technology. In its founding year, the platform focused on organizing events for the web3 and blockchain community, laying the groundwork for its future endeavors. These early events were instrumental in positioning Favourse as a connector and facilitator within the tech community.

14.1.2. Expansion and Partnerships (2022)

Building on its initial success, Favourse expanded its reach in 2021 by successfully hosting a major blockchain conference. This event marked a significant milestone, leading to partnerships with various web3 communities and projects. These collaborations broadened Favourse's network, enhancing its credibility and influence in the blockchain event space.

14.1.3. Application Development and Whitepaper Release (2022)

2022 was a year of technological advancement for Favourse, with the launch of its application's prototype version and its detailed whitepaper's release. While this initial version of the app was not yet integrated with blockchain technology, it laid the foundation for future development, offering insights into the platform's potential and roadmap.

14.1.4. Establishing the Framework (2023)

In 2023, Favourse focused on establishing a robust framework for its platform. This involved enhancing the application, refining its features, and forming partnerships with a broader range of audiences and stakeholders. This year was pivotal in strengthening Favourse's position and preparing it for the integration of blockchain technology.

14.1.5. Future Innovations (2024 and Beyond)

Looking forward, Favourse aims to innovate further in the realm of event management. The platform will introduce new functionalities for event organization, ticketing, and community engagement, leveraging blockchain technology to ensure security, transparency, and efficiency. Favourse is committed to bridging the gap between traditional event management and modern, decentralized solutions, focusing on user-friendliness to attract a mainstream audience.

For a comprehensive overview and detailed insights into Favourse's strategic journey and future plans, please refer to our complete roadmap at www.favourse.com/fav.

15. Conclusion: Community-Driven Event Management

Favourse is leading the way in transforming the vision of a community-driven event management platform. The community that has rallied around Favourse extends well beyond the original project team, demonstrating the power and potential of a platform built with and for its users. Historically, Favourse has flourished through community referrals and word-of-mouth promotion. The platform empowers anyone to act as an event organizer, curator, or promoter, capturing value from their contributions. This growth is directly linked to passionate users who leverage the platform's extensive control and flexibility, contributing to a robust, user-operated event management ecosystem.

Drawing inspiration from pioneers at the intersection of technology and event management, Favourse incorporates best practices in event coordination, governance, and token mechanics. It's a platform that is not just used by its community but also owned and shaped by its most active and valuable members. For event organizers and creators, Favourse represents an opportunity to be at the forefront of innovation in event management. The platform offers a vast spectrum of value creation, enabling users of all sizes and scopes – from independent creators to large-scale event curators – to benefit from a shared, unstoppable event management ecosystem.

Favourse is a call to action for those who have faced challenges with traditional event management systems. It's an invitation to forge a new path where every aspect of event planning, execution, and participation is rooted in autonomy and decentralization. We are excited to see how each member of our growing community will contribute to and benefit from Favourse, shaping the future of event management. Welcome to a world where event management is democratized, decentralized, and community-driven.