Token Events

Data sovereignty, horizontal networks, and tooling for the new frontier of fan commerce.

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Mission Statement

Token Events ("Token") was created to revolutionize the fan experience, using digital technology to maximize the exchange of value among all parties in the events ecosystem.

The Token platform leverages the security, transparency, speed, and privacy of Distributed Ledger Technology (DLT) to reward fans for engaging with the brands they love, at each digital touchpoint within fandom.

Each stakeholder on the Token network has access to real-time data and analytics that can be used to further personalize, enhance, and enrich the fan experience.

For the first time—and spanning all commerce and industries—fans can be rewarded relative to their interactions with brands and personalities, their passion, and attention.
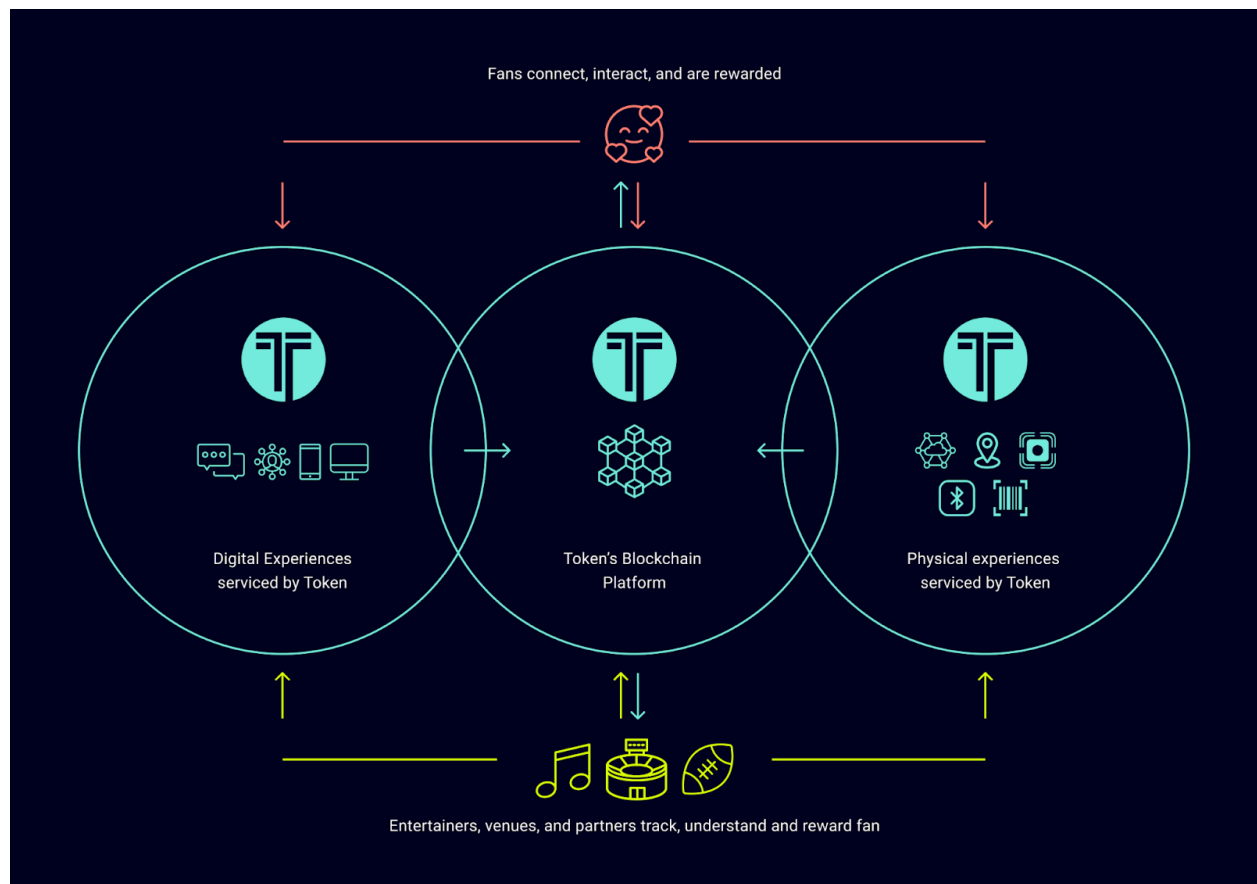
Executive Summary

The Purpose Of Token

Token is a blockchain-based software and data science business with a cryptocurrency designed to enable a complete digital transformation of the live event space.

The idea for Token originated as a possible solution to third-party profiteering, but soon developed into an innovative, data-driven platform that securely optimizes the interplay between the critical personas within the events economy: fans, brands (including entertainers), venue operators/promoters, and sponsors/advertisers.

While the scope of the project has evolved, the early objectives and mandate of Token persist: strengthening the bond between fans and entertainers, and making fandom more immersive, equitable, enjoyable, and personal in the digital era.

For fans, Token facilitates large-scale, fair ticketing events with a fraction of the service fees and safeguards to preempt bot activity, ticket pulling, secondary markets and predatory pricing. Tickets are immutable and unique, and with blockchain technology, their circulation and transfer can be tracked to mitigate fraud.

Beyond service fees, fans can reclaim ownership of their data with Token D.I.D. (digital identification). This allows users to monetize their data, create new forms of liquidity, and be compensated for existing behaviors and contribution to the culture.

Among venue operators and event producers, Token offers a "plug-n-play" suite of microservices to brick and mortar businesses within the ever-more crowded and competitive entertainment space.

The cost-neutral Token platform slashes predatory ticketing fees, streamlines operations, drives revenue, and equips businesses with instant Web3 and NFT minting capabilities.

Events may be created within seconds and data visualized through intuitive mobile interfaces.

Real-time analytics allow producers to anticipate their audiences, cater to their needs, and better understand and dialogue with their consumers.

Entertainers struggle to compete for market share in the digital media age and wrestle with the promise or applicability of Web3 technology. Their fans are exploited in current ticket paradigms and their take rates have ballooned as a result of a lack of viable competition and innovation.

Token drives down the price of tickets for fans and improves take rates for artists, making public sales more profitable and reducing overreliance on secondary markets. Affordable events are more inclusive, incidentally leaving fans with higher disposable income to spend at their discretion.

Artists and their managers may thank fans directly (or vice versa, fans may tip artists!) through the Token Events platform with digital collectibles or the $FAN utility. Perhaps more importantly, a touring artist and management team can access valuable information about their audiences and dialogue with fans beyond strict parameters of the event itself.

All of this drives tribal connection, builds guest satisfaction, and promotes artist and brand loyalty.

Advertising is a critical revenue stream for leagues and sports organizations especially. Billions of dollars are pumped through arenas and venues, and fans are inundated with irrelevant content.

Rather than rely on antiquated "spray-and-pray" methods, malicious user tracking, and retargeting, or buying messy, outdated data sets from resellers, Token presents a modern and compelling alternative.

Fans volunteer to participate in advertising campaigns in the interest of collecting rewards. As such, advertisers can both hyper-target particular demographics and ensure their audiences are exponentially more receptive (and likely to convert). With Token's robust KYC methods, brands can be confident that platform-derived data is clean and data spends are maximally efficient.

Implications for venues are also profound: armed with Token analytics, they can command better in-event and in-venue placement and ad pricing, and even establish dynamic pricing models based on audience composition, interests, geolocation, and volume of ticket sales.

Token interconnects and enhances the complete live events journey, creating a symbiotic model where all parties benefit. The $FAN utility creates a continual flow of value exchange (usable rewards in exchange for usable data), embedded in an ecosystem that prioritizes the fan experience with fair ticketing, relevant messaging, digital collectibles, and more—**bringing Web3 adoption to the masses.**

As Token integrates with the live events space and its network effect multiplies, it will become more than an end-to-end digital platform. It will become the global conduit for connecting passionate fans to unique, lifelong experiences, and will allow event producers to identify, amplify, and reward fandom in new and transformative ways.

Token is the future of fandom.

Opportunity

Token offers brands, venues, and vendors the opportunity to tokenize **the entire value ecosystem of the experiences they create** and solve a critical issue within the events industry:

Modern fan commerce is dominated by monopolies and toxic opportunists and is dependent on antiquated technology and paradigms of commerce.

Live event venues are now at a disadvantage when negotiating with sponsors due to the disparate communication systems across each department. This leads to inefficiencies in areas like merchandising and concessions; as a corollary, event spaces rely on a litany of hidden fees and pass rising costs onto weary consumers.

Loyal fans continue to receive increasingly poor service at live shows. Omnipresent complaints about fees are rivaled by disappointment in venue fundamentals: high incidences of ticket fraud, congestion on dancefloors and in restrooms due to overselling and crowd management, wait times at concession stands due to understaffing, poor accessibility and event wayfinding, and an inability to escalate critical issues or dialogue with event personnel when needed.

This manufactures frustration and loss on all sides. Event venues lose essential revenue and experience dwindling margins; fans are manipulated and extorted, their event experience is left feeling transactional and impersonal.

Token breaks the cycle as a digital fan commerce platform designed to transform the live event experience through the insights of real-time data.

Simple, Powerful, Encrypted Marketing Solutions

Real-time marketing analytics illuminate opportunities to enrich the fan experience and create stronger connections during live events. Token defines new fan communities online, bringing patrons closer to the entertainers and events they love by removing unnecessary third-party vendors.

Token collates live fan behavior into an organized constellation of usable data points, updating venue directors and entertainers with powerful business intelligence via the event manager interfaces of the application. This is where the physical and digital world harmonize through Token.

At the discretion of the user, attendee experiences are logged at the "micro" level but analyzed for behavioral trends at the "macro" level. Every fan encounter that makes the event unique–their likes, dislikes, preferred teams, or favorite snacks–can be captured by Token.

These datasets hold the unique tastes of each live event's attendees, informing venues how to best incentivize fans in preparation for and during a show, and how best to harvest feedback and communicate with participants beyond the event itself.

For entertainers, Token offers a deeper layer of engagement than any fan platform today; it is directly linked to an ecosystem that empowers "tribes" to form around each performer, and it generates insights that span entertainment verticals, brands, and industries that traditionally can be isolated and fiercely territorial.

An alternative to flailing (and failing) old-school loyalty programs, and certainly preferable to pursuing a costly, custom build on their own accord, Token lends artists and management teams an immediate competitive advantage and a white-labeled, customizable suite of microservices that facilitate a Web3 presence from day one.

As SaaS platform fees are offset by reductions in ticketing and service fees, improved profitability, fan satisfaction, and average check/spend, Token is a cost-neutral differentiator and lifeline for an industry drowning in homogeny. It is pioneering middleware for what will rapidly become table stakes on the new frontier of the attention economy: users empowered with data rights and expectant of compensation for their IP.

Abstract

How Distributed Ledger Technology (DLT) Will Transform the Live Event Ecosystem

DLT is a clear signal of the Fourth Industrial Revolution.

Token harnesses the power of DLT technology to unify disparate interactions between the physical and digital world through IoT, IoB, and 5G, mutually enhancing the experience for venues, brands, advertisers, and fans.

Fans now have a level playing field for public ticket sales, eliminating gimmicks like ticket lotteries and circumventing markup associated with secondary markets. Immutable ticket

ownership via Token's proprietary Non-Fungible Experiences (NFEs)[1] mitigates fraud and duplication, and ticket transfers to other NFE wallets are built into face costs. On-chain metrics provide transparency into ticket distribution, and events are more egalitarian with proprietary Token platform safeguards.

Entertainers, vendors, and event producers can maintain visibility into ticket chain-of-custody and ensure unique Token NFEs are going directly to consumers, while cycling QR codes, ticket hard caps and other scripts preempt ticket pulling, bot attacks, and diversion of supply to broker-dominated marketplaces. With controls on supply, better accountability, improved take rates, and reduced fan friction, venues and artists can better focus on their craft: delivering rich human interactions.

The following unpacks the transformative power and profound implications of **The Token Events Platform** for the live event milieu and venues of all sizes.

The Value of Token's Live Data Feed

Token's live data feed represents a fundamental shift in the relationship between technology and behavioral utility.

Many event spaces and organizers still communicate between departments using monolithic IT structures endemic to Web2 organizations and thinking. Traditional Web2 infrastructure is rife with technical debt, consolidates risk in bottlenecked points of failure, and creates codependency with and on expensive software.

Empowered by the decentralized web, Token offers tooling, transparency, and cryptographic security far superior to Web2.

As an intuitive portal, Token will debut Web3 experiences for people of all walks of life and technical aptitudes. Removing barriers to entry and adapting technology to current user behavior remains instrumental to widespread adoption. Once consumers seize ownership of their data and realize the manifold ways it may be commoditized, the data-union economy and

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[1]**Definition: Non-Fungible Experience (NFE)**
The evolution of ticketing and Token's proprietary data capsule representing a fan's experience at an event. NFEs begin as a blockchain-based event ticket and are activated by scan upon admission. Once activated, the NFE collects data on in-app actions during an event, such as purchases, notification interactions, and geo-location. If consensually shared by the user, NFEs may be queried for data, resulting in passive $FAN rewards for the user. As tokenized assets living on the blockchain, NFEs are timestamped, immutable, and linked to a user or entity D.I.D.

model will become the standard for businesses and advertisers competing for eyeballs, engagement, and stickiness.

Token is anticipating this brave new world and the implications for a $1T industry prime for disruption. By finding compelling use cases, adapting familiar Web2 experiences, and subtly introducing Web3 benefits in parallel, Token will be the upstart, free-market alternative to current event ticketing monopolies while, incidentally, building one of the most advanced Web3 communities and network effect.

Redesigning the Live Event Experience

By unifying these disparate moments and connections, Token will resolve critical issues within the live event experience:

- Currently, **only very rudimentary data** on fans is held by venues or known by sponsors conducting massive spends in campaigns among these unknown audiences.

- Those who are collecting fan data are doing so in **crude and exploitative ways** and maintain this data in strict silos; ticketing agents aren't incentivized to share fan data with venues, vice versa, and so on.

- **Exorbitant and unsubstantiated fees** are quietly charged to even the most loyal fans, in the interest of maximizing short-term revenue and setting artificial standards for what is perceived to be the "cost of doing business".

- Origins of these service and payment processing fees are often misattributed to the artist or the venue, and collateral **brand and reputational damage** are experienced by unwitting parties and participants.

- Service, processing, and administrative **fees leave fans disgruntled**, consolidating event spending to less frequent outings, curtailing their brand or venue loyalty, or seeking low-cost or in-home entertainment alternatives.

Third-party service fees consume precious disposable income and undoubtedly factor into calculus surrounding average spend per check and per person.

Token supplies venues and promoters with superior P&L controls by eliminating noise and superfluous services:

- Department responsibilities are organized on a central platform.

- Real-time data allows for operational adjustments as the event unfolds.

- Staff can ascertain and heat-map everything from attendance by section to concessions inventory, allowing them to recalibrate and redirect talent and resources accordingly.

- Venues convert sales at a consistently higher and more sustainable rate.

Token is designed to work in parallel with existing venue "point of sale" (POS) systems, human resource, CRM, and security software. It is an immediate, cost-neutral solution with minimal integration, training, or customization required–it can even be run from personal devices of staff with varying levels of assigned permissions.

While the platform has measurable impacts on business bottom lines, it also delivers something priceless to fans: **a live event experience that feels worthy of the cost of admission.**

Opportunity

With such imminent and immense opportunity, it's fair to ask: why have crypto social experiments not thrived within sports and music to-date? Interests of powerful lobbies and collusion with artists aside, the reasons are several:

- Models fail to align interests of all actors within the economy (e.g. a platform over-indexes on marketers, or prioritizes viability of the native currency over clients in general).

- The scope of services is too narrow (e.g. only provisioning NFT ticketing) and solves for one symptom, not the disease endemic to the industry.

- Incentives are gimmicky and insufficient to inspire behaviors (e.g. holding platform cryptocurrency permits only limited governance functions, rewards are too illiquid).

- Projects are too conceptually dense to be embraced by common users or the crypto apathetic.

- Wallet technology is too complicated for easy redemption of rewards and transacting.

- Forced fiat conversions are mandated for participation in the economy, rather than permitting passive collection of rewards or working in parallel to traditional payment rails.

Token marries the power of its blockchain-powered platform with **$FAN** token incentives to connect brands, fans, and the venues they visit—with each party's involvement complementing the other through a unique data union and participation economy. The "data flywheel" allows unprecedented levels of cooperation by establishing a multi-sided marketplace, and realizes benefits on all sides.

Adapting available technology to existing user behavior, Token ensures adoption through a familiar, Web2-style experience. Token wallets are automatically provisioned users upon account creation, are embedded within the application and are non-custodial. Accordingly, this preempts complex API integrations, connectivity issues, any requirement to maintain reserves for on-chain gas fees, to manually throttle sends or account for network congestion. Assets may be minted and sent with a few clicks of a button.

Already appealing to venue and promoter P&L sheets, Token furnishes businesses with instant Web3 capability, but also the microservices and tooling to maximize their data read-outs. Given institutional hesitancy, and skeptical postures in the infancy of the blockchain boom, Token allows platform clients to create advanced promotions, events and campaigns without performing $FAN buys or custodying cryptocurrency themselves.

The below details how expansive—and unique—the Token platform is, and what some implications might be for an industry beset on all sides and ripe for disruption.

Introducing Token: Multi-Directional Event Commerce

Token is defined by its intuitive and hassle-free user experience, enabled via **Single Sign-On (SSO)** and the **Micro Moment Engine (MME)**.

This tooling, combined with the universal appeal of **$FAN** incentives and rebates, has implications for every facet of the live event economy, allowing for effortless participation, more intimate connection, real-time rewards, and more enriching, personalized experiences.

Unique customer data, from "point of sale" transaction timestamps, to geolocation at concession stands or within subsections of an event space, is consensually captured and rolled into Token's proprietary data capsule for each fan: the **Non-Fungible Experience (NFE)**.

Using **FANalytics** with Token's live data stream (sampling from dynamic NFEs), marketers and promoters can then evolve customer experience, isolating inefficiencies, reimagining user journeys, and even redesigning physical spaces based on previously elusive insights.

This delights and surprises consumers, as otherwise mundane and cumbersome activities like ordering snacks and merchandise are easier and minimally disruptive to the live event experience.

Teeming with people and in a constant state of flux and evolution, events are living organisms. To maximize their potential, we must view them through this lens and equip businesses with analytics, diagnostics, and tooling to make proactive decision making with minimal resources and without contributing additional overhead.

Creating a more symbiotic ecosystem, **Token takes events from live to living**.

Rewarding Fans for Their Loyalty

Loyalty memberships are fast becoming analogous to generic, street-side flyers that are begrudgingly accepted and instantly forgotten.

Modern loyalty memberships offer little in the way of palpable rewards, employ overly-optimistic strategies of delayed consumer gratification, and are often tantamount to fodder factories for automated email databases.

Consumers are increasingly aware that their loyalty is underappreciated, with studies indicating a desperate need to reimagine and reform loyalty frameworks:

- There are an estimated **3.8 billion customer loyalty memberships worldwide.**[2]

- The average adult has more than **14 loyalty memberships**; **over half (54%) are inactive.**[3]

- **Yet, 75% of respondents** to a 2017 Loyalty 360 survey said they **want to be rewarded in some distinct way** for fan engagement beyond the simple purchase.

Despite sometimes fierce brand loyalty, insufficient direct value and/or impersonal, irrelevant perks and crowded markets contribute to massive abandonment rates within loyalty and other membership-based programs.

This presents a serious issue for venues and front offices carrying demanding year-over-year revenue goals (and rapidly inflationary costs): **how do brands demonstrate value to–much less, build rapport with–an audience they can't connect with?**

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[2]https://www.marketingcharts.com/industries/travel-and-hospitality-78402
[3]https://www.ebbo.com/insights/blog/17-staggering-customer-loyalty-stats-that-will-change-your-perspective/

Token administers a utility with nearly universal appeal, and one whose value supersedes any one team, artist, vertical, or physical space: **$FAN**. Token is the only marketing platform that aligns the incentives of these seemingly disparate parties, harnesses their kinetic energy and efforts in an economic flywheel, and allows for rapid and bespoke creation of dynamic, customizable, and transcendent reward programs.

True Rewards for True Fans

$FAN is a decentralized utility for fans to harvest and redeem within the Token platform and among its participating vendors. $FAN-powered transactions may be recorded and associated with user wallets, while maintaining individual anonymity. Through Token's platform, fans can link or transact via their fiat payment method of choice, while non-crypto fans can engage and earn $FAN rewards in exchange for their collaboration. This not only stabilizes the cost and budget of the fan experience, but wide accessibility and broad utility ensure practical appeal to global audiences.

Upon return to a venue or store, fans should be rewarded commensurately for their incremental participation and engagement. Unfortunately, brands, venues, and vendors are currently unable to distinguish between diehard fans and one-time, casual attendees.

Token allows venues and entertainers to thank their most dedicated fans with more than just generic loyalty points, using promotional $FAN to authentically improve brand affiliation over time:

- Token creates a mutually beneficial loyalty program, enabling the use of $FAN in stadiums, venues, and virtual forums.

- Fans control the data they provide: what can be shared for marketing analysis, and what they would like to keep private. Settings can be updated periodically or tailored to individual brands or events.

- With KYC and other mechanisms, Token ensures data is both clean and aggregated in useful ways, so interested parties can make valuable inferences regarding consumer behavior and desires.

- Real-time, encrypted customer data enables venues to offer discounts, experience upgrades, and rebates to the most loyal or specific cross-sections of the fanbase.

- $FAN emissions can be customized with flexible business logic, while platform promotions stimulate certain behaviors and catalyze conversions with sponsored products.

- Aside from improved disposition of fans and general affectation for brands, optics surrounding the sales funnel, efficacy of promotional spends, and customer acquisition costs are dramatically improved.

Over time, the voluntary data provided by users can be leveraged by performers and venues to develop timely, specific strategies based on Token's concurrent data feedback.

A portion of Token profits (may be derived from NFE revenue, platform subscription fees, data buys and advertiser dollars) are converted to $FAN, which is then rebated to users whenever their data set is queried, when fans participate in the desired surveys or promotions, upon certain purchases or the execution of subsidized behaviors.

Client platform spends—to support campaigns and $FAN emissions—are offset by massive savings in ticketing fees, boosted revenues, and operational efficiencies resulting from leveraging Token analytics and services. This more holistic exchange of value is fundamental to the Token value proposition and mandate.

Built-in Demand and Revenue Within the Live Events Industry

- The global entertainment and media industry brought in over $2 trillion in 2020. With a heady 5% forecasted CAGR, revenues under this umbrella are expected to exceed $2.6 trillion by 2025.

- 2022 marked an explosive return for live concerts, with revenue of the top 200 tours alone generating more than $6.8 billion and total gross growing 28.4% over 2019.

- Global live concert sales posted an all-time record in 2022 with an estimated $11.7 billion in ticket sales.

- The top 100 tours alone sold more than 59 million tickets, with average per-ticket costs for those premier shows exceeding $100 for the first time.[4]

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[4]https://news.pollstar.com/2022/12/12/2022-year-end-biz-analysis-record-setting-year-marked-by-bad-bunny-ed-sheeran-stadiums/

- At 5.7% CAGR, eSports and gaming segments are estimated to generate more than $200 billion by 2025.[5]

- The global sports market is expected to surpass $623 billion by 2027, led by the US and encouraged by increasing traction in developing nations.[6]

- Brands invested nearly $68 billion in experiential marketing in 2021, with live sports consuming the lion's share of consumer event sponsorships at nearly $36 billion.[7]

- The global licensed sports merchandise market is estimated to reach a mammoth $33.99 billion in revenue by 2023.[8]

With trillions of dollars at stake, and billions wasted on exploitative third parties, "dumb" advertising, failing sponsorships, and event mismanagement, consider the profound impact seemingly marginal improvements would have on profitability within this industry.

It's evident fans want and require something much more substantial than vanilla loyalty programs, simple NFT drops, or governance rights that allow voting on superficial issues like home team jersey colors or setlists. These are gimmicks; Token is real value, right now.

Fan Commerce: Merchandise

A typical problem for event organizers involves blind, uniform ordering of inventory and merchandise. One flavor, size, or piece sells out, while the others are (for whatever reason) less intriguing, with large reserves of unsold stock, diminished profits, and inaccessible liquidity.

Anticipating attendees' t-shirt sizes, for example, in advance of an event (this can be solicited at Token profile creation and from participating fans) and then cross-referencing with prior event historicals can allow for much more intelligent ordering and mitigate unsold, timestamped, or expiring product on vendor shelves.

Alternatively, knowing which fans were most interested in vinyl records within a concert, one could push notifications or promotions directing them to the corresponding merch booth, or indicate when stock of a particular pressing was available, discounted or running low.

[5] https://www.benzinga.com/news/21/07/21937648/global-entertainment-industry-to-generate-2-6-trillion-in-revenues-by-2025-report
[6] https://www.thebusinessresearchcompany.com/report/sports-global-market-report
[7] https://www.insideradio.com/free/experiential-marketing-returns-strongly-after-the-pandemic/article_cbcc8dd4-4931-11ed-a1f8-6b3399857f30.html
[8] https://www.kennethresearch.com/report-details/global-licensed-sports-merchandise-market-20182023/10074090?utm_source=Market-Watch&utm_medium=Avi

Improving supply chain and inventory management practices via Token insights could, at scale, convert billions in additional revenue.

Token can facilitate this more evolved commerce while ensuring attendee privacy is protected and their data remains secure.

Effects of the Global Pandemic and Entertainment Trends

The global entertainment and media industry lost $100 billion from 2019 to 2020 due to Covid-19 pandemic-related complications and protocols. The music industry specifically lost $30 billion globally, including $9.7 billion at the box office.[9] In addition, U.S. professional sports organizations experienced a $13 billion, pandemic-related hit to revenues.[10]

In the midst of these unprecedented challenges, streaming media revenues exploded, and fans doubled-down on home entertainment: home theater hardware, gaming consoles, media subscriptions and internet and wifi infrastructure.

Underscored here are a few important inferences:

- The live events economy has more in-home entertainment to compete with than ever before, with a dizzying array of streaming platforms and cable channels, popularizing previously inaccessible content among new market segments (witness the recent boom in F1 racing viewership among American women, for example[11]). In order to differentiate–and more importantly, substantiate–event cost, venues and promoters need every possible competitive advantage to remain viable and maintain target margins.

- As yet, there are no cross-platform products that allow users to maintain a unified identity between, say, Xbox Live and Twitch, and collect rewards that are practically interchangeable within either ecosystem.

- There is no standard and viable "digital passport" that certifies users are who they represent to be, are good actors, and allows them to collate POAPs and collectibles across channels, but also **between online, metaverse, and real-life experiences**.

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[9]https://variety.com/2020/music/news/concert-industry-lost-30-billion-2020-1234851679/
[10]https://www.bloomberg.com/news/articles/2020-11-05/u-s-sports-leagues-facing-nearly-13-billion-in-covid-losses
[11]https://theathletic.com/3924843/2022/11/23/formula-1-viewership-2022/

Token provides this conduit between dimensions. It's digital identification (D.I.D.) technology, integrated Web3 wallet and chain agnosticism allow Token to operate from a superposition and accommodate our diverse interests, fractured existence, and rapidly evolving tastes.

Token facilitates secure connection no matter where, how, or when fans interact with the products they love.

Use Cases: 3 Problems Token Solves in Live Events

The following sections analyze and address three recurring themes and symptoms of broken event commerce:

1. **Ticketing: corrupt practices, manipulated supply and event accessibility**

2. **Inefficient venue commerce**

3. **The heretofore failure to implement fair, useful or compelling digital fandom models**

Below, we define each problem, frame it within the context of a live function, and highlight opportunities to enhance the fan experience, while simultaneously boosting revenue for event producers.

Problem 1: Ticketing Practices & Paradigms

The ticketing industry has been monopolized by conglomerates like Ticketmaster, StubHub, and SeatGeek, who manipulate margins for venues and artists and preempt fair sale events, resulting in more homogenous audiences, typically skewing older and more affluent.[12] Ticketmaster's 2014 $400 million class-action lawsuit for charging fees that went "straight to profit"[13] are a clear illustration of this problem. However, unethical fees are not the only issue facing the modern ticketing industry.

As much as 85% of available ticket supply can be pre-sold and routed to ticket brokers.[14]

Automated bots and brokers distort ticket pricing (and dynamic pricing models) with artificially high resale markets, severely limiting public sale availability, and consuming guest disposable income disproportionately, leaving fans with less budget for in-venue and corollary spends.

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[12]https://www.theguardian.com/music/2022/feb/07/how-live-music-joined-cost-of-living-crisis
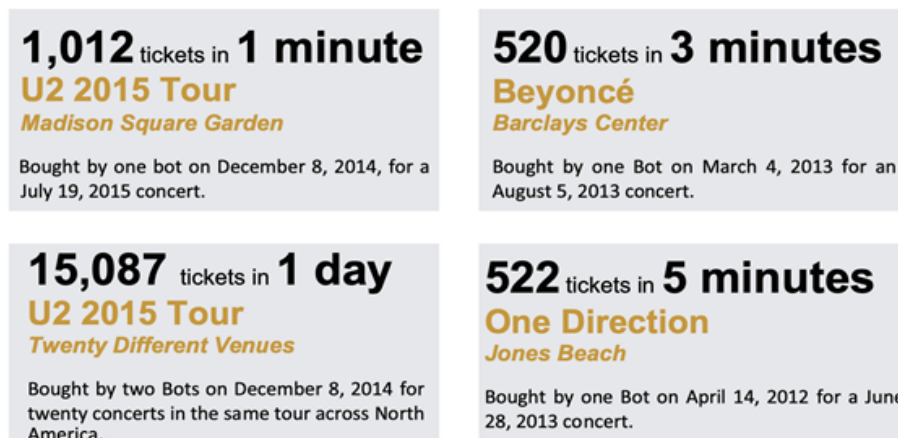[13]https://www.huffpost.com/entry/concert-ticket-hidden-fees_l_5dfd1021e4b05b08bab527ef
[14]https://www.vice.com/en/article/m7g45a/why-ticket-brokers-can-get-taylor-swift-tickets-ticketmaster-live-nation-monopoly

The interests of the general public (and true fans) are superseded by industry insiders and ticket pullers, who have optimized systems to amass thousands of tickets in an instant, essentially "stealing the show" from those who would often most enjoy it.[15]

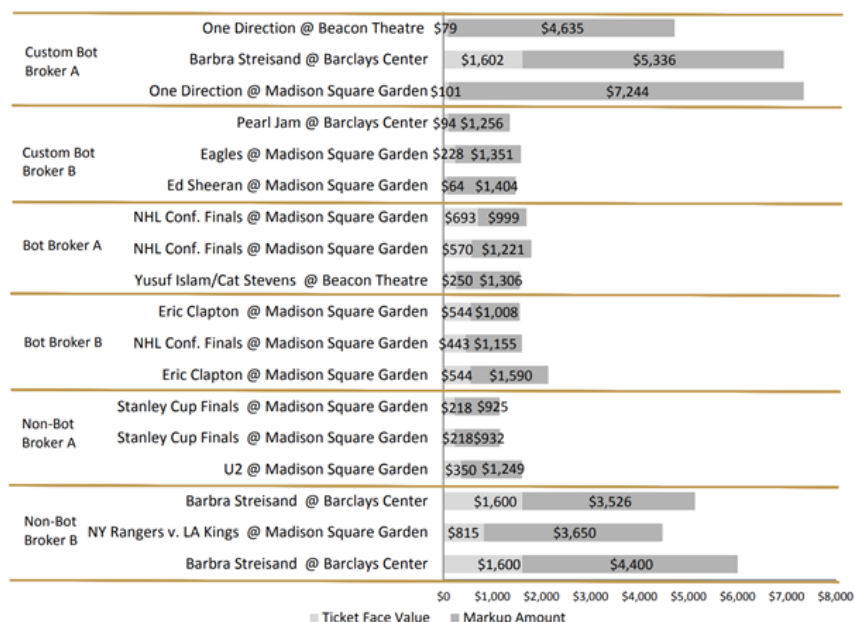**Figure 6. Bots Buy Huge Numbers of Tickets Moments After Release.**
Source: NYAG Investigative Materials

1,012 tickets in **1 minute**
U2 2015 Tour
Madison Square Garden

Bought by one bot on December 8, 2014, for a July 19, 2015 concert.

520 tickets in **3 minutes**
Beyoncé
Barclays Center

Bought by one Bot on March 4, 2013 for an August 5, 2013 concert.

15,087 tickets in **1 day**
U2 2015 Tour
Twenty Different Venues

Bought by two Bots on December 8, 2014 for twenty concerts in the same tour across North America.

522 tickets in **5 minutes**
One Direction
Jones Beach

Bought by one Bot on April 14, 2012 for a June 28, 2013 concert.

Without safeguards in place to limit bot activity or tickets purchased per unique user, and with unfettered transfer and resale, fans are relegated to gamified lottery systems and narrow windows of public sale through which ticket procurement can be nearly impossible.

Figure 8. Examples of Six Brokers' Markups Show Large Profits.
Source: Transactional sales data for select brokers (2011-2014)[30]

Broker	Event	Ticket Face Value	Markup Amount
Custom Bot Broker A	One Direction @ Beacon Theatre	$79	$4,635
	Barbra Streisand @ Barclays Center	$1,602	$5,336
	One Direction @ Madison Square Garden	$101	$7,244
Custom Bot Broker B	Pearl Jam @ Barclays Center	$94	$1,256
	Eagles @ Madison Square Garden	$228	$1,351
	Ed Sheeran @ Madison Square Garden	$64	$1,404
Bot Broker A	NHL Conf. Finals @ Madison Square Garden	$693	$999
	NHL Conf. Finals @ Madison Square Garden	$570	$1,221
	Yusuf Islam/Cat Stevens @ Beacon Theatre	$250	$1,306
Bot Broker B	Eric Clapton @ Madison Square Garden	$544	$1,008
	NHL Conf. Finals @ Madison Square Garden	$443	$1,155
	Eric Clapton @ Madison Square Garden	$544	$1,590
Non-Bot Broker A	Stanley Cup Finals @ Madison Square Garden	$218	$925
	Stanley Cup Finals @ Madison Square Garden	$218	$932
	U2 @ Madison Square Garden	$350	$1,249
Non-Bot Broker B	Barbra Streisand @ Barclays Center	$1,600	$3,526
	NY Rangers v. LA Kings @ Madison Square Garden	$815	$3,650
	Barbra Streisand @ Barclays Center	$1,600	$4,400

$0 $1,000 $2,000 $3,000 $4,000 $5,000 $6,000 $7,000 $8,000
■ Ticket Face Value   ■ Markup Amount

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[15]https://ag.ny.gov/pdfs/Ticket_Sales_Report.pdf

Figure 9. Brokers Charge Large Markups.[31]
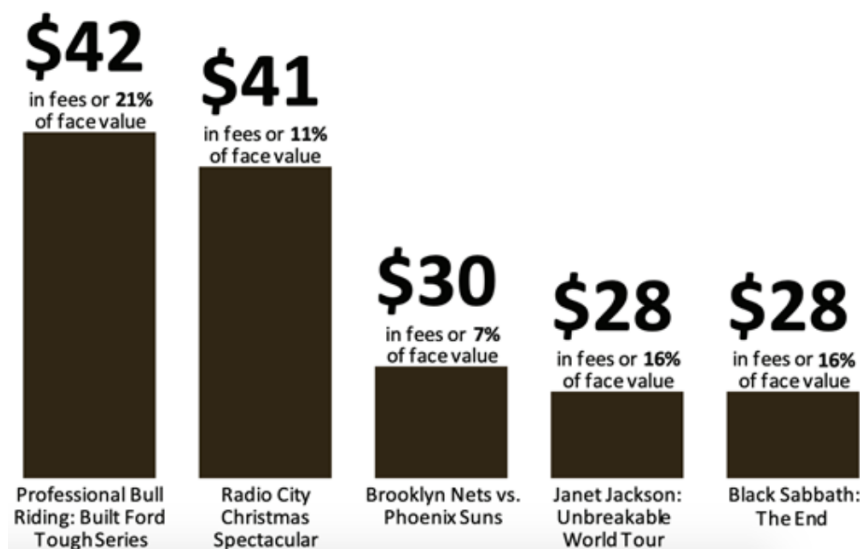### Source: Source: Transactional sales data for select brokers (2011-2014)

Broker	Avg. Cost	Avg. Resale Price	Markup		Highest Markup
			Amount	Percent	
Custom Bot A	$145	$317	$172	118%	7,154%
Custom Bot B	$104	$188	$84	81%	2,190%
Bot A	$100	$137	$37	36%	637%
Bot B	$105	$137	$32	30%	456%
Non-Bot Broker A	$78	$101	$23	29%	1,537%
Non-Bot Broker B	$111	$128	$17	15%	1,601%

Brokers consolidate and constrain supply, with intermediary markup waterlines sometimes exceeding four-figure percentages over general sale.

Fees may not be legislated by artists themselves, although they may profit from ticket resale and transfer through third-party marketplaces. Fee composition is often convoluted, deliberately obscured and largely unsubstantiated. **Fan experiences on average are taxed an extortionary 27% markup.[16]**

Figure 10. Examples of Large Fees for Select Events and Venues.
Source: Fees collected from Ticketmaster, Tickets.com & TicketWeb (2015)

$42 in fees or **21%** of face value — Professional Bull Riding: Built Ford Tough Series

$41 in fees or **11%** of face value — Radio City Christmas Spectacular

$30 in fees or **7%** of face value — Brooklyn Nets vs. Phoenix Suns

$28 in fees or **16%** of face value — Janet Jackson: Unbreakable World Tour

$28 in fees or **16%** of face value — Black Sabbath: The End

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[16] https://www.gao.gov/products/gao-18-347
Figures: https://ag.ny.gov/pdfs/Ticket_Sales_Report.pdf

Solution 1: DLT Encryption

Token's platform preempts scalpers and bots from corrupting the market. Each account is verified through multi-factor authentication and fraud detection algorithms. This ensures users are real, human, and who they represent to be.

Token transaction fees are a fraction of the industry average, with a portion of NFE costs converted to $FAN and rebated to the customer.

This stabilizes the demand side and levels the playing field for those competing for highly desirable tours and events.

Supply-side, cycling QR codes and scanning/activation mechanisms within the Token back-end ensure that tickets are unique, valid, and timelocked. This mitigates large-scale fraud experienced through inferior marketplaces, with bar-coded tickets brokered through email or counterfeit paper tickets.[17]

By smoothing supply and demand curves and regulating bad actors, tickets are more widely available at accessible prices. Not only does this reduce friction in the sales cycle, it improves guest disposition, engenders stronger brand affiliation, unlocks liquidity and supercharges in-venue spending.

Tickets themselves become multidimensional, and microcosms of individual incentives and special fan experiences. With Token's blockchain serving as a permanent ledger of their loyalty and live event experience, venues and performers can offer bespoke deals to fans who have collected a certain quantity of NFEs (or specific NFTs!).

The creative marketing that can be done with access to fan data, through Token, will facilitate targeted user rewards. Timely-placed and user-specific, rewards will add an interesting dimension of unlocks and upgrades to the average function: any event could become gamified and a treasure hunt of sorts.

Providing a more secure and engaging platform, Token protects the fan and enhances organizers' ability to build a loyal fan base over time, brick by brick.

Token's impact on the ticket and live event reservation sector will decentralize the monopolistic hold giant conglomerates exert on the ecosystem, with their outsized influence, monoculture and prohibitive long-term contracts.

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[17]https://pitchfork.com/news/ticketmaster-issues-apology-after-unprecedented-ticket-fraud-at-bad-bunny-concert-in-mexico-city/

With the transparency fostered by Token, tolerance for unethical business practices will recede. Once these cancers have been eradicated from the events economy, venues, artists and fans themselves stand to reclaim a windfall of cash normally siphoned off by third parties.

Problem 2: Transforming Venue Commerce

Backlash to hyperinflationary concessions costs has intensified, with the average price of a (domestic) beer now exceeding $11 in some NFL stadiums.[18]

Not including tickets, an outing at an NBA game (two beers, two sodas, and four hotdogs) can now set a family of four back more than $67.[19]

Nearly 55% of "avid fans" report that cost of food and beverage deter their purchases.

Pricing aside, industry giant Eventbrite unironically emphasizes ways in which long lines and guest wait times are demolishing venue profitability.

In fact, 45% of fans said they had abandoned event concessions purchases[20] because the lines were simply too long and slow-moving. The opportunity cost (e.g. missing critical moments of a game or concert) simply did not substantiate the desire for overpriced refreshments.

Research from the same study found that optimizing these wait times can result in a 42% increase in typical expenditure for attending parties. Staggeringly, venues can be hemorrhaging *nearly half* the gate's potential revenue due to suboptimal commerce flows, understaffing, poor tooling and incompetence.

In simulations, given the hypothetical scenario of assigning a "budget" to enhance the live experience, virtually every single fan involved in studies allocated imaginary money to improving concession experiences.[21]

Solution 2: Token as the Engagement Omnichannel

It is quite the undertaking to connect platforms across each commercial channel a fan interacts with during their live event experience, but this is one purpose of Token's services.

DLT platforms like Token are going to transform venue commerce by implementing simple yet novel concepts in the live event ecosystem, like preordering concessions and "in-seat" delivery.

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[18]https://blog.cheapism.com/nfl-beer-price-17508/#slide=30
[19]https://www.yahoo.com/lifestyle/stadiums-most-expensive-food-090000868.html
[20]https://www.eventbrite.com/blog/how-to-reduce-long-event-lines-ds00/
[21]https://www.oracle.com/a/ocom/docs/dc/em/fan-experience-report-fb.pdf

In doing so, the live event experience may proceed uninterrupted, and venues access an untapped pool of fans who, witnessing expedient line movement, spend more (and more frequently) among concession booths. Flush, hidden reserves of revenue are right at the fingertips of venues willing to innovate.

Token will optimize the fan experience by using predictive analytics to anticipate pinch-points and eliminate bottlenecks at critical junctures of the event lifecycle.

Token can be thought of as the connective tissue between all the complex channels that fans interact with during their live event experience. With their uniquely encrypted Token NFE ticket, fans can be easily identified at each step of the journey.

Data is earmarked any time fans perform an action of interest, enabling marketers to make responsive decisions and adjustments predicated on a fluidity of recent data and suggestions from Token's predictive analytics engine.

Venue organizers can also collate all these sets of data after each "micro moment", adjusting the venue's promotional strategy based on consumer buying patterns and other external variables.

The unification of disparate systems in venue commerce will make these businesses far more skilled in planning for events, adapting to sudden changes and needs, and successful in proactively catering to attendees.

Harmony with Existing Infrastructure

Perhaps one of Token's most versatile features is the ability to work in parallel to and complement *"point of sale"* machines already in the venue.

By doing so, the trail of fan data tells more of a story than a disembodied financial analysis. It's possible to illustrate when fans decide to purchase a jersey, which hat pairings are most popular with said jersey, and at which point in the game (or how competitive the match might be when) the customer is likely to become disenchanted and shop.

Assembling these previously pixelated data points fosters a more compelling and organic narrative and a mosaic of rich, human experiences.

Additionally, brands can anticipate fans at their POS stations, creating customized greetings or even making intelligent cross-selling recommendations. All of this allows an unprecedented degree of personalization in the events world. The implications of these nuances for conversions are profound.

This level of comprehensive fan information will be shared across brands and through Token, giving platform clients access to a kaleidoscope of extraordinary data, both in variety and depth. Reports can then analyze how successful promotional events are within different environments, and better understand and control for outcomes.

With dynamic A/B testing at their disposal, venues and sponsors can pilot multiple campaigns in parallel, then refactor their marketing based on consumer feedback.

This new data-sharing model transcends verticals that are commonly protective of their data, and uncommunicative with one another. As a result, brands can identify exciting new opportunities for partnerships among overlapping segments of their shared user bases. Ultimately, Token behavioral science will not only power incremental and sustained growth, but a better grasp by marketers of what makes their products unique, how their brand is most compelling, and under which circumstances.

Problem 3: Obstacles to Digital Fandom

With the advent of professional streamers, mainstreaming of gaming platforms like Twitch, and digital collectibles such as Non-Fungible Tokens (NFTs), modalities of fan engagement have evolved.

Cliches like "content is king" became tropes for good reason: serving the most dedicated fanbase with consistent, enriching, and valuable information is extremely lucrative.

To establish a comprehensively integrated network, brands normally must provision an entire data warehouse to track, understand, and reward their consumer base.

Entertainers and venues don't maintain unfettered or unfiltered access to user data through traditional channels like TV, social media, and variously gated digital streaming platforms. Data remains siloed from parties who could most benefit from it, and is hoarded by private entities motivated to rinse, repackage and resell it as much as possible (regardless of its quality).

As the interests of tech conglomerates clash with privacy concerns of the public, as skepticism and scrutiny over harvesting and retargeting methods increases, and as regulation and oversight of bluechip companies is imminently forthcoming, it is clear: the current data economy is broken.

Ownership of data should be restored to the people. As a commodity, its owners should retain rights to tax its use and transaction.

A two-way data marketplace is needed. Token is the middleware that brokers this new data union.

Solution 3: Technological Advances Facilitating Digital Fandom

Token is poised to seize on these new modalities of digital fandom within the entertainment ecosystem, capitalizing on key innovations within its DLT-based services:

Single Sign-on (SSO): Advanced Customer Identification Management

It is remarkable how quickly SSO has been adopted in the pursuit of frictionless online customer journeys. However, traditional SSO technology typically suffers from major security risks. If hackers extract user login info, all correlated accounts and applications are immediately compromised.

Security risks with traditional SSO services are why innovations in the DLT space are so vital to the future of secure SSO infrastructure. "Know your Customer" (KYC) tactics are going to be completely transformed; customer identification will be more comprehensive and securely encrypted through Token's software.

If fans want to safeguard data from a company with which they are skeptical or apathetic, but in other instances are comfortable sharing all data points, Token requires brands to "earn" their loyalty through superior reward offerings.

No fan data is sold to unauthorized third parties. Token's encrypted DLT network prevents malicious hacks while simultaneously reinforcing the fan-brand relationship. Storing information on a distributed ledger is far more secure than traditional methods.

For a consistently safe and secure fandom experience —one that spans physical and digital— Token is the ultimate DLT solution. Not only is fan data encrypted within Token, it is also emitted (fully anonymized) at fan discretion. Adding this level of privacy to traditional SSO features protects fans from being abused by their own data.

This level of empowerment and control assumes digital sovereignty, lays the foundation for a multi-sided data marketplace, and is the future of digital identity.

Fan to Entertainer Transaction (F2E): Instant and Individual Community Management

Performers and entertainers should also take note of Token's F2E services.

The security of transactions done through Token's DLT blockchain allows for an environment of greater trust between participating parties.

Brands, venues, and fans are not the only beneficiaries of Token's DLT network; individual entertainers can set up their own "subscription-style" service on Token, *à la* OnlyFans, Patreon, and Twitch user models.

From there, special fan collectibles and experiences can be given away to the most loyal fans. This could include "one of a kind" NFTs conferring the status of "ultimate fan," or a fan could purchase the chance to interact with entertainers during a live performance. Providing an original experience through a "shoutout" or special superfan perks can foment lifelong affinity and affection.

Entertainers can leverage Token's brand-building features. As they partner with sponsors and promoters of forthcoming events, Token allows performers to dialogue with fans, creating new communities and establishing feedback loops that transcend any one show or geolocation.

Rather than rely on dated Instagram or Twitter-style promotions, where prizes are issued to early respondents, or those that repost or tag users and content (especially susceptible to bots and farms), Token allows creators and brands to ascertain who has actually been physically present for a recent tour event, who their greatest supporters are among the crowd, and to thank them individually and commensurately.

With new flavors of interactive engagement and seamless blockchain capability, Token is wildly distinct from traditional methods of "social media marketing." There is no need to link to a third party for the commerce shop; everything a performer needs to reach their fans can eventually be found on the Token network and within the Token Marketplace.

Micro Moment Engine (MME): Powered by Token's Edge Artificial Intelligence and Marketing Science

Among Token's innovations is the Micro Moment Engine (MME)—a DLT network that assesses and anticipates the most intentional moments of fans. Every transaction, decision, behavior, and reaction might be considered a "micro moment;" together they comprise a subjective event experience.

For example, ticket reservation, parking and transportation preferences, time entering the venue (NFE activation), duration at concessions, average check spend, vendor purchases, and reactions to various promotions are all vital micro moments of an event. When collated through Token's MME interface, smart automation will modernize the live experience for fans by utilizing marketing analytics in newly conceived ways.

Potential to optimize each micro moment is vast, revealing to live venues entirely new levels of operational oversight and efficiency.

Token's system is so dynamic that it tailors the digital fan experience to the individual level. Based on how they respond to and engage with the portal, any one fan's games, deals, and activities can be personally customized for fans through Token's SaaS tools.

Superfans love the nuance of a carefully-considered VIP experience. Token could allow venues to contrive promotional shirts in preferred attendee colors and sizes, then coordinate delivery to preordained seats in a surprise gesture of appreciation.

Micro-moments are stored in Token's network like sequential moments on a storyboard, relaying exactly how fans respond to various stimuli.

Accomplishing this level of granular detail at such a broad scale is the kind of high-level marketing science that can be done with Token's MME.

Token embraces events as dynamic organisms, enhances deeply personal experiences, and allows for new forms of expression, with the entire ecosystem galvanized by the MME – micro moment by micro moment.

Finally, the MME makes possible real-time marketing science and experimentation. Token's ambitions include provisioning venues with the capability to perform live A/B testing by, for example, parallel-tracking different versions of promotional materials to predetermined seats in the crowd.

Then, through Token's interface, the venue may solicit fan opinions on each iteration of the promotional product. Based on these results (and real user testing!), the venue will know which version of their products will best reprise in future campaigns.

5G connectivity allows the fan data to instantaneously populate answers to questions within Token's marketing science software; decisions surrounding event programming can be made more quickly, automated as desired, and more informed than ever before with Token's MME software.

This roll-up of data collected by MME forms the holistic data capsule for an event, and per fan is known as the **Non-Fungible Experience (NFE)**.

Token's Non-Fungible Duo: NFEs & NFTs

Non-Fungible Experience (NFE): The Evolution of Ticketing

Fungibility is a term representing how alike one thing is to another. The human experience is non-fungible, infinitely different at every moment. While an event brings people together for a shared experience, individual perspectives are comprised of unique moments, interactions, and touchpoints—the sum of which create a memory that may be cherished for a lifetime.

Fans are sentimental and nostalgic; they save ticket stubs, hang signed posters, capture and share content on social media, and relive the original experience through photos and recordings. The NFE encapsulates a fan's experience by timestamping each in-app action, such as event check-in, purchases made, content captured, messages received, even geo-location movement throughout the venue—fueling the MME.

This data, collected transparently and consensually, feeds the data union that makes the Token platform so powerful. Fans have their experience memorialized like never before, and their loyalty is rewarded proportionately to their engagement.

The sum of data from an individual's NFEs contribute to the overall constitution of one's digital identity and fandom across experiences. Control over one's data underlies the data sovereignty movement, which, when coupled with an ecosystem to facilitate value exchange, represent emergent principles and the evolution of the internet into what is referred to as "Web3." The sum of active user NFEs depicts an event as a living organism, with its minutiae and neural networks of fan interactions.

Non-Fungible Tokens (NFTs): Expanded Avenues for Fan Incentives

While $FAN creates a usable form of value exchange within the Token ecosystem, and NFEs serve as an incremental data capture of one's experience, NFTs offer even more opportunities to reward and incentive fans directly.

NFTs are flexible in nature and can be deployed in versatile ways, to both accommodate business strategies and convey value to fans. Examples include:

- **Desirable art** can promote brand equity while providing fans with a collectible item that can be kept for personal use or traded to another fan.

- **Membership passes** may supply fans with access to the brand's ecosystem, token-gated communities, and future events.

- **Promotional giveaways** via a "golden ticket" model where special NFTs can be redeemed for rewards, like merch, upgrades, or private events.

- **Personalized drops** that hold special meaning to the fan, such as exclusive images from the event or a personal message from the entertainer.

- **Proof-of-attendance** to validate one's participation in an event, perhaps a national championship, final tour, etc.

- **Interactive experiences** may be unlocked that retain fan interest beyond events, as with a game or quest, that requires involvement and deepens engagement.

- **Programmable and composable NFTs** that evolve over time to reflect the fan journey, perhaps becoming more desirable (exclusive traits that create rarity or unlock added utility) as fan engagement increases.

In Q3 2021, NFT sales surged to $10.7 billion.[22] That figure will catapult as the masses embrace broad use cases for NFTs and as barriers to entry diminish. The Token app furnishes everyday consumers with simple tooling required to enjoy, display, and transact these collectibles.

NFEs & NFTs: Distinct but Integral to the Incentives and Data Economy

While both tokenized assets within Token's blockchain ecosystem, NFEs and NFTs play different roles. NFEs, activated by scan upon event entry, become a living data capsule that tells the story of one's fandom. Minting fees to immortalize this story are pre-built into the NFE cost. Due to the sensitivity of personal data, NFEs are unique to their holder and non-transferable; they are also immutable, meaning the tale of one's journey, once captured, cannot be altered. This data capsule sentimentally serves the fan as memory preservation, but its true value comes from the prospect of rewards—from $FAN tokens for queried data to incentives targeted by action (e.g. fan buys a Diet Coke and receives a discount on the second).

NFTs may also confer value to fans in a multitude of ways, whether unlocking incentives or intrinsically as a desirable collectible—but the mechanics differ from NFEs. Token offers flexible

[22]https://www.reuters.com/technology/nft-sales-surge-107-bln-q3-crypto-asset-frenzy-hits-new-highs-2021-10-04/

formats for issuing mintable NFTs to fans; most commonly, NFTs can be minted at the conclusion of an event within a few clicks of the app. These digital collectibles can then be used at the discretion of the fan: kept as memorabilia, printed for a physical takeaway, or traded on a secondary marketplace. NFTs, whether minted or airdropped, may also contain varying levels of rarity which adds intrigue and tradeability to collections. With these flexible formats and their corollary incentives, NFTs are so much more multidimensional than paper ticket stubs.

Á la carte NFT campaigns can also be run through the Token platform, in conjunction with featured artists or to proffer special collections. While still nascent, NFTs launched in partnership with recognizable brands have already sold out their mints and demonstrated they can retain value independent of market conditions. However, the promise of attached utility (special access, ecosystem perks, gamification, etc.) has become increasingly necessary to maintain floor prices and attract new buyers on secondary marketplaces. The Token application provides plug-n-play tooling to deliver such campaigns, meeting fans where they already are and with accessible, mobile-first interfaces. Void of cumbersome pre-mint lotteries, custodial wallet integrations, and manual gas workflows, Token supports Web3 for everyone, allowing anyone to receive or mint an NFT with one click.

Web3 and Implications for Next-Generation Fandom

A Divergence

It is indeed a wonder why live event formats and paradigms have remained virtually unchanged since the mid-20th century, despite leap-change advancements in smart technology and the arrival of increasingly efficient IoT networks.

Emergent technologies within 5G connectivity, smart-contract DLT networks, and the Internet of Behaviors (IoB) are coalescing to **make data more accessible, digestible and actionable** than ever previously conceived in arenas, stadiums and metaverses.

In fact, the **recombination of FANanalytics is limitless** and scalable across all connected IoT devices on Token and within live events.

While any brand, venue, performer, or fan must be authorized before accessing personally identifying data, queries are instantaneous once parameters within the algorithms are met.

To be clear, **Token is a divergent evolution from traditional IoT systems.**

Never before have brands, performers, or venues had the capacity to simultaneously process, validate, and encrypt fan data.

Cleaned, Encrypted, and Authorized Fan Data in Real-Time

Most actions pursuant to the live event (IoT), and fan behavior (IoB), can be captured for storage as individualized data on Token.

This data contains personally identifiable information (PII) that is transmittable across systems while simultaneously remaining securely encrypted – prioritizing security throughout the network.

Token accommodates the formation of entire fan ecosystems on the live event promotional platform, while ensuring the safety of all parties' data.

Brands, venues, and performers can consider data on Token cleaner from defects, glitches, or corrupt records that would otherwise render the stored data unhelpful or inefficiently accessed.

Organic Growth of Subcultures and Influence Within Non-Fungible Events (NFE)

Token's DLT leverages blockchain as a game-changing medium to collect community sentiment among different fan bases within the live event ecosystem.

For example, fans could engage in a contest where they live stream from their seats – crowdsourcing an entirely original look into the stadium for online viewers.

Viewing parties with a celebrity or superfan can then, in turn, evolve that celebrity or superfan into a new market vertical. In-event live broadcasting will be supported, while remote fans can participate in new, novel and concurrent media streams. New dimensions of events are captured and shared within larger and more complex social networks than ever before.

An interface that allows for multiple streams of activity, along with other fan engagement mechanisms, will foster far greater event "stickiness" within social media and major streaming platforms. Influencers at live events could command significantly more attention when their presence and mode of fan engagement are leveraged correctly.

Otherwise passive attendees could potentially earn $FAN by contributing a "streaming camera" feed that viewers at home tap into, accessing unique new event vantage points. If entertaining enough, broadcasters can offer their own narration and "color commentary" for fans at home.

Sports and entertainment stars can "go live" during their performances, opening the door to incredibly exciting fan rewards – like winning a chance to hop on stage that night, or receiving a signed jersey with an accompanying NFT.

These new modalities of engaging fans through bonus offerings and fan engagement rewards can **generate entirely new revenue streams for venues, brand sponsors, and performers.**

5G connectivity allows for real-time events and rewards to heighten the excitement at the live events. Genuine and vibrant spontaneity can be generated based on the crowd responses. Through this lens, events become an expanding universe, with a constellation of inputs and evolving outputs.

Deployed at its full potential, venues and performers could use this to make all fans feel essential and belonging rather than mere receptors, **building stronger fan communities** and finding more **lucrative bottom lines for both venues and performers**.

Superior, Accessible, Interoperable

The efficiency and extensibility of modern protocols enables venues, performers, and brand sponsors to inject and digitize their product offerings into the Token blockchain.

From there, every interaction with a product is timestamped, signed, and recorded. Tracking transactions and exchanges on the blockchain, and with superior command of chain-of-custody and supply chain, **venues can find the best ways to optimize their ticketing and sales**.

Normally, centralized regulating systems that operate massive data warehouses are incredibly expensive and inefficient. Their functional inefficiency puts these systems out of reach for virtually all small and midsize venues.

Token encrypts personal data from fans, securing it far better than traditional data silos. At the same time, Token allows this user data to be leveraged and utilized for transactions across multiple blockchain networks.

Interoperability is absolutely vital for transactions across different blockchains. The capability of Token to **connect to existing infrastructure, unify legacy systems and expand their reach** is one of its greatest strengths.

A Generative Live Event Economy

Token acts as the global accounting, notarization, and audit layer of all activity occurring within a live event ecosystem and the Internet of Things (IoT).

As a result, Token moves beyond simply connecting to smart devices across virtual networks; it gives deeper insight into human behaviors that contextualize their decision-making and transactions at live events (IoB).

The nexus between IoT and IoB opens up novel ways for users to accrue $FAN by engaging in more substantial, value-driven activities at live events. With Token's MME, data is finally actionable and infinitely scalable at the micro-level.

To effectively organize fan data, the fan experience is literally "tokenized", establishing proper metrics for how goods, services, and fan engagement may be assessed and valued within the Token network.

Token's data science services craft a detailed narrative of all the different parties that tokenized goods, services, engagement activities, or NFT collectibles transact with.

Thus, by simply participating and engaging in the Token ecosystem (and by commoditizing their existing, typical event behaviors) fans can gradually accrue $FAN rewards. Tangible $FAN accrual establishes positive feedback loops with users, and encourages further participation as the utility can be redeemed with participating vendors and among the marketplace.

$FAN rewards are the mechanism to both enhance the experience for those attending and the capability of venues to make pinpoint accurate, lightning-quick promotional decisions.

The Token Digital Ecosystem
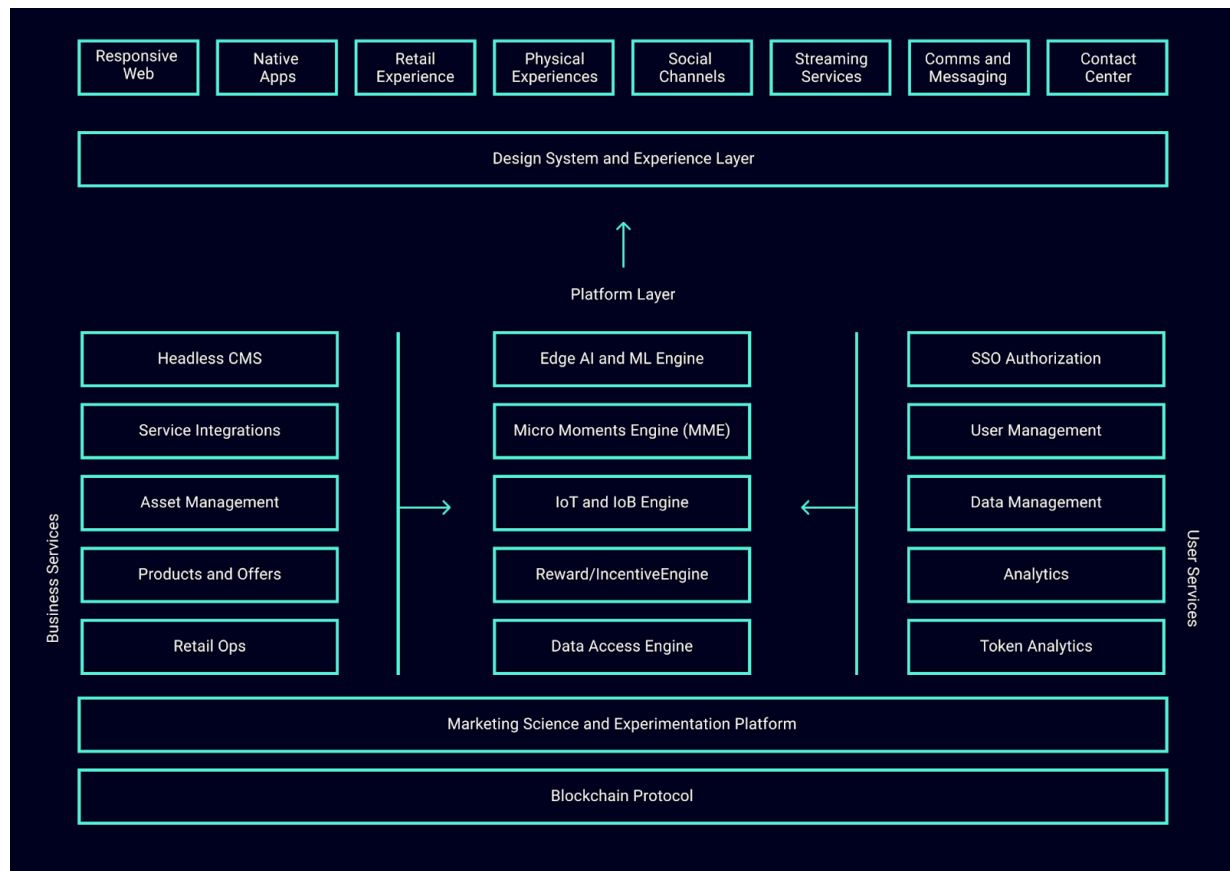
MME is the next evolution of event-driven systems, seamlessly recording all interactions that correspond to real-world fan activity. It allows legacy systems to build upon their solution, gaining blockchain and serverless features.

Constructing synapses between IoT and IoB allows for both experiential automation and hyper-automation, bridging the gap between fans and brands. Coupled with Edge Artificial Intelligence and Machine Learning, smarter, more organic outcomes manifest in the live event space.

Through MME, Token harnesses the power of modern Marketing Science, generating actionable and iterable outcomes. The tools for these actions interface with users in a low code/no-code environment, empowering even the most non-technical users to onboard into the Token network and benefit from its tooling.

Roadmap

Phase	Fan Experience Features	Brand Experience Features
Phase 1	Website	Atomic Design System
	Progressive Web Application Atomic design system	OTP Login
	User account creation & KYC	NFE and event creation Ticket scanning
	OTP Login	Proof of Attendance
	NFE and event purchase	Event analytics
	Web3 wallet integration	Event comms
	NFT minting	Fanalytics
	Proof of attendance	Staff management
	Personal settings	Station management
	Invite a friend	Get in touch
	Get in touch	FAQs
	FAQs	
Phase 2	Responsive site iOS & Android application parity	Responsive site
	Native payments Transfer tickets	iOS & Android application parity Fan marketing science
	Ticket resale	$FAN emissions Transfer tickets $FAN vendor redemption

	$FAN emissions $FAN staking Token Generation Event (TGE) Reward Engine	Polls and promotions
Beyond	In-app merchandise marketplace Data timeline Enhanced Fanalytics BLE and NFC "Order Ahead" & fulfillment Content streaming App-wide asset bidding Subscriptions	Enhanced Fanalytics Advanced fan marketing science Fan data marketplace In-app vendor marketplace Merchandise processing Micro Moment Engine Subscription services

Token Economics

$FAN Utility

$FAN facilitates homogenization of data across fans and events not possible prior to distributed ledger technology.

Anonymity is preserved where fans desire, as user behavior is associated only with a string of alphanumeric characters, and not with personally identifiable information (entertainers, venues, vendors and brands only see a wallet address).

Third parties are incentivized to purchase scrubbed fan data in order to personalize their offerings, enrich the consumer experience and seed strong brand affiliation and affection. In turn, deeper insight into fan behavior boosts sales while dramatically improving marketing ROI and streamlining operations.

Data gathering, rewarding fan purchases, incentivizing fan behaviors and interoperability across events relies on fans interacting within the $FAN ecosystem. Interactions take place through a combination of fans creating profiles, purchasing and activating NFEs, responding to surveys and notifications, moving about the venue, using the mobile app (e.g. scanning their unique QR code at point of purchase) or redeeming $FAN as a means of payment within events and virtual marketplaces.

Why do Businesses Need $FAN?

Artists, advertisers, venues and sponsors may opt to emit platform $FAN within their engagement strategies. This unlocks the reciprocal Token economy and $FAN's utility.

Utility for brands will include the ability to:

- List, track, and analyze their products, NFE tickets, and NFTs in real-time.

- Leverage $FAN for marketing science insights, access to the fan marketplace, targeted advertising, and configurations of base-level loyalty programs.

- Access and utilize the MME.

- Target and thank audience segments.

Injecting Enterprise Revenue into the $FAN Ecosystem

Revenue from sponsorship and ticketing will be channeled into the $FAN ecosystem and converted into $FAN token.

## Token's Primary Revenue Sources

Ticket Sales (NFEs)

Token embodies a fully functioning blockchain-backed ticketing system, availing substantial discounts on commissions when compared with traditional ticketing service providers like Ticketmaster. In addition to the initial NFE purchase or general sale, the system offers the

possibility of further revenue capture via premiums on NFE resales. In return, the vendor has full auditability of the ticket supply, from points of sale through event arrival and activation. As the first point of interaction with the ecosystem Token considers this an important target area for growth and will leverage ease of use, lower ticket prices and further rebates to grow the network and develop paid client partnerships.

Advertising & Sponsorship

Advertisers, fast-moving consumer goods companies, teams and others may wish to sponsor events. Sponsor motivations for Token subscription or spot campaigns include: gaining insights into real time and historic fan data and behavior, promoting product ranges, rewarding fan loyalty, brand building, product testing and activation. Entities will pay a lump sum in US dollars, a portion of which is converted to $FAN and distributed per their objectives and on their behalf.
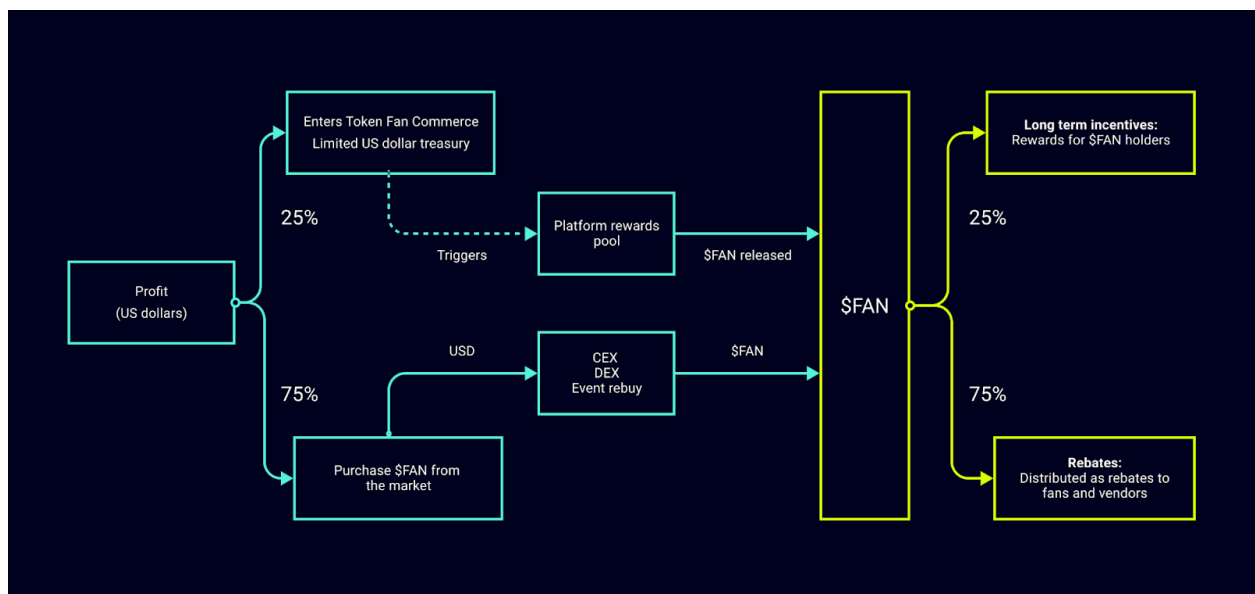
Reminder: Event revenue from advertising, sponsorship, and ticketing will be channeled into the $FAN ecosystem and $FAN itself. See flow chart above.

Strategic Growth of the $FAN Ecosystem

Revenue will be converted into $FAN and used to grow the ecosystem in 2 main ways.

Rebates on Purchases:

When a fan purchases an NFE via Token or uses the mobile app while buying merchandise, food or drink at an event they may receive a rebate in $FAN token. 75% of eligible client $FAN will be used for such purposes.

Long-Term Holder Incentives:

$FAN holders will be incentivized to retain their $FAN. Those committing to hold their tokens for 3 months or longer will be rewarded with more tokens. A minimum of 25% of the converted client $FAN will be used for this purpose, plus any surplus $FAN which isn't distributed as rebates.

Growth and Reward Strategy Further Detailed

Engagement and user acquisition will be driven through $FAN rewards and may leverage the following methodologies:

Rewards for Joining the Ecosystem:

- Ticketing: beyond Phase 2, fans activating their NFE (via QR code) through the application may receive a $FAN token rebate.

- Beyond Phase 2, fans downloading the application and successfully registering an account may also be eligible to receive $FAN as a signup bonus.

Rewards for Participating in the Ecosystem:

- Sharing de-identified personal data about preferences, previous experiences, geolocation, and demographics.

- Engaging in experiences configured through the Token MME.

- Completing surveys or sharing content: providing brand sponsors, venues, and performers with non-essential marketing data either surrounding events or at convenience.

- Rebates on select conversions: purchases of tickets, food, beverages, merchandise or combinations of sponsored products.

Rewards for Token Lock-Ups:

$FAN token holders will be offered the ability to hold their tokens in a pool. Those agreeing to enter the pool will not be able to redeem or convert their tokens for a minimum of 3 months. In return, they will be rewarded with more $FAN tokens as outlined above (long-term incentives) and in addition they may be entered into lotteries for free tickets, experience upgrades, or swag.

Token Fan Commerce Limited Treasury

As detailed above, and with eligible campaigns requiring $FAN emission, 25% of platform client/fiat revenue will enter the treasury in return for the release of an equivalent amount of platform reward tokens.

The treasury will be used for the following purposes:

- Continuing innovation, engineering and development

- Marketing and ecosystem growth

- Transaction fees on the Polygon network and infrastructure costs

Platform Rewards Pool:

As the ecosystem grows it is possible that tokens leaving this pool will outnumber those re-entering, eventually leading to an empty pool. Should this happen this will signal full ecosystem maturity and the 25% of US dollar revenue will be retained by Token and without the corresponding release of $FAN tokens.

Discussion: $FAN vs. $Stablecoin

There are several considerations around introducing $FAN to the ecosystem to facilitate and incentivize fan behaviors, compared with a possible alternative of using a stablecoin.

Benefits of $FAN

Primarily, $FAN promotes ecosystem stickiness similar to the airmile and other reward models.

Individuals and businesses all benefit in terms of increased spending power, higher sales and targeted marketing when the predominant medium of loyalty transaction at each event is $FAN.

Using $FAN also allows each event to run on a consistent basis without being beholden to a dollar value / fiat equivalent. For instance, in low-yield events a fixed rebate in stablecoin of two cents on the US dollar would be less likely to incentivize fan behavior than a reward of several $FAN tokens, which might preserve considerably more buying power within the ecosystem.

Difficulties of Introducing $FAN

Notwithstanding the benefits to incentivize its use, $FAN will still need to maintain some form of event-specific value relative to the US dollar so that fans and vendors understand frameworks for transactions and redemptions.

To satisfy this requirement, while not wishing to peg its value, in early phases Token will undertake the following strategies and functionality:

1. Ability to convert $FAN by spending it at specific events on merchandise, perks or future tickets

2. Event-specific exchange rates, set by Token, where vendors and fans will be able to liquidate a portion of their earned $FAN rebates. The rebates will have an event-specific monetary value. Such models may be used to determine $FAN redemption rates, on a per-event basis:

$$\$FAN\ price \ = \frac{fiat\ received\ for\ event}{Circulating\ supply} \ \times \ \Sigma events$$

$$\text{Example: } \frac{\$100,000}{20,000,000\ circulating} \ \times \ 4(th\ event) \ = \ 0.02$$

In this example, vendors and fans would be able to redeem a combined total of 1.25 million $FAN tokens at a cost to Token of $25,000. The 1.25 million tokens would then be returned to the platform rewards pool.

How does $FAN Enter the Ecosystem?

Token Generation Event

A fixed supply of 200 million $FAN tokens will be minted at the token generation event (TGE). As many as 72 million will enter the ecosystem via sale participants, founders, and advisors over a 2-year vesting period.

Platforms Rewards Pool

The Platform Rewards pool (66 million $FAN) will be released only as the FIAT paid by sponsors and events enters the ecosystem. It will enter:

- In exchange for USD

- As a reward for app registration and NFE procurement

- As a reward for MME interaction

For eligible promotions, every $100USD of fiat paid by sponsors will move through the ecosystem as follows:

- $25USD of fiat would be retained in exchange for releasing $25USD worth of $FAN from the Platform Rewards pool.This $FAN will be distributed as long term holder incentives.

- $75USD will be used to purchase $FAN from the open market via one of the following routes:

    - Centralized exchange

    - Decentralized exchange

    - Event-specific liquidation as outlined above

Phased Rollouts

EARLY

There are 4 objectives within the initial rollout aimed at increasing the user base (I & II) and removing a potentially significant barrier to entry for businesses (III) and operating on the Polygon network (IV):

I. Incentivize fans to use $FAN or interact with vendors via the application

II. Incentivize vendors, event locations, and other 3rd parties to accept $FAN or interact with fans via the application

III. Allow data purchasers or event sponsors to participate within the ecosystem without directly holding $FAN

IV. Token will use its US dollar treasury to purchase and maintain a wallet with a MATIC balance. This balance will be used to gas some transactions on the Polygon network, on behalf of users, and to reduce friction during the early phases of $FAN deployment.

EARLY Phase: Detailed Breakdown

I. Incentivize fans to use $FAN or interact with vendors via the application

The fan journey begins with purchasing a ticket (NFE). At the point of sale a fan will be incentivized to buy their NFE via the Token application, then scan their NFE's unique and cycling QR code for event admission. This is the gateway to the $FAN ecosystem and, as a primary point of adoption, incentives will be high relative to other touchpoints in the user journey. In addition to an NFE discount in the form of a $FAN rebate, admission rewards may be customized to include seat upgrades, free merchandise lotteries and/or discounted food, drink and merchandise.

Within the event fans will be encouraged to scan a QR code within their Token application each time they make a purchase with eligible vendors. This will be incentivized by a rebate in $FAN token.

II. Incentivize vendors to accept $FAN in parallel to traditional payment

Vendors and required third parties will be trained and credentialed within a vendor-specific workflow of the Token application. Each time a sale is made, even if completely external to the Token marketplace, they will be encouraged to ask the consumer (the fan) to scan their Token QR code. In this way, the vendor application will interface with the buyer's Token profile and NFE. Incentives for the vendor will include a rebate in $FAN for every eligible sale.

III. Allow data purchasers or event sponsors to participate within the ecosystem without directly holding $FAN token

Event sponsors and data purchasers are likely to be cryptocurrency naive during initial phases. As such, $FAN purchased will be held in escrow by an insured, third-party wallet custodian and distributed programmatically on their behalf. Distributions, behavioral incentives and rebates will

be carried out without a need for their business to directly handle $FAN or maintain any special liquidity strategies.

In simple terms, during Phase 1, a business will pay $USD and in return receive fan data and the ability to reward or incentivize certain fan behaviors.

IV. Batching of rewards to reduce the number of transactions

Any $FAN spend will be deducted from $FAN rewards earned and any remaining net balance amount will be reflected as available in users' wallets during or at the conclusion of each event.

Similarly, users may be entitled to one free withdrawal of $FAN tokens to another ERC-20 compatible wallet each month. The payment for this will also be taken from the Token MATIC wallet. Additional withdrawals may be accommodated at user expense and as roadmap allows.

LATE Phase: Platform Maturity

As the ecosystem matures and develops the following objectives will supersede those rolled out in the EARLY phase. MATURE will elevate transacting within the ecosystem as follows:

I.   Encourage fans to use the mobile app and where available spend $FAN rather than US dollars for interactions from ticket purchases to beverages and merchandise at events

II.   Encourage vendors to accept $FAN for all participating interactions (and in parallel to fiat)

III. Encourage data purchasers and event sponsors to leverage $FAN in more advanced behavioral science campaigns

IV.   Roll-out real time rebates, rewards and movement of tokens across the ecosystem

Token Sale

Distribution Model		Tokens
Seed	5.00%	10,000,000
Private Sale I	9.00%	18,000,000
Private Sale II	5.00%	10,000,000
Launchpads	1.00%	2,000,000
Advisors	4.00%	8,000,000
Team	12.00%	24,000,000
Marketing	11.50%	23,000,000
Development Bounty	1.50%	3,000,000
Treasury	10.00%	20,000,000
Exchange Liquidity	8.00%	16,000,000
Platform Rewards	33.00%	66,000,000
TOTAL:	**100.00%**	**200,000,000**

Private Sale Tiers

Seed $0.05 = 10,000,000 $FAN - Raise $500K USD

Private sale I $0.10 = 18,000,000 $FAN - Raise $1.8M USD

Private sale II $0.15 = 10,000,000 $FAN - Raise $1.5M USD

Launchpads $0.20 =   2,000,000 $FAN - Raise $400K USD
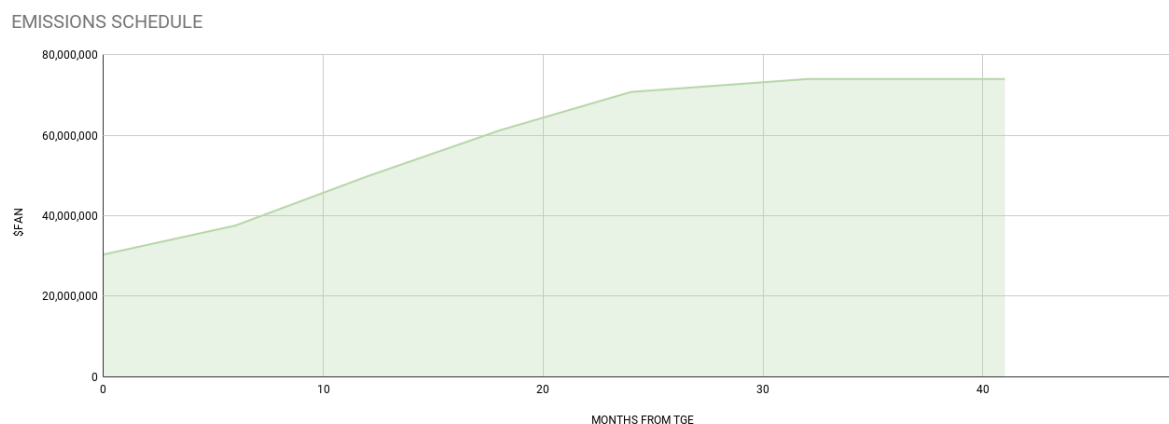
Total Integrated Equity Raise: $4.2M in token participation rights.

Vesting Schedule

TIER	TGE	PER MONTH THEREAFTER	100% DISTRIBUTED
SEED	46%	3%	18MOS
PRIVATE SALE I	64%	3%	12MOS
PRIVATE SALE II	82%	3%	6MOS
LAUNCHPAD	100%		
ADVISORS	0%	5% STARTING MONTH 13	32MOS
TEAM	10%	5% STARTING MONTH 7	24MOS

Distribution

EMISSIONS SCHEDULE

Marketing

Capturing Share in a Competitive Market

To capture share within a $1 trillion events market fragmented across industries, Token must take a thoughtful "crawl-walk-run" approach to identify flexible, high-growth segments and low-hanging fruit. At 70% of ticketing market share, Ticketmaster dominates the industry,[23] locking touring artists, leagues, and promoters into lengthy, inflexible contracts. Yet, there remains ample "white space" opportunity—specifically within college athletics, mid-sized music venues, eSports and Web3 events—for Token to secure contracts, demonstrate ROI enhancement, prove scalability, and build network effect.

Modernizing College Athletics for Tech-Forward Fans

In 2021, the NCAA alone generated revenue of $1.15B with roughly $33m coming from event sales and services and $61m derived from championships alone.[24] College athletics are more flexible with a shorter anticipated sales cycle and implementation timeframe than their professional counterparts, and student fans are generally more tech savvy and open-minded toward cryptocurrency and digital assets (though still require safeguards and protections). Token has already found greater eagerness for innovation and student receptivity among the college segment and with its early partners, the Louisville Cardinals Rugby team and the University Blockchain Alliance.

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[23]https://www.cbsnews.com/news/ticketmaster-live-nation-senate-hearing-taylor-swift-tickets-watch-live/
[24]https://www.statista.com/statistics/219605/ncaa-revenue-breakdown/

Improving Profitability for Mid-Sized Venues with Flexible Contracts

Mid-sized music venues (1,000-5,000 capacity) and their associated event promoters in major metropolitan areas present a large market opportunity with frequent events, loyal patronage, and lower resistance to operational experimentation. With greater competition at the mid-size event level, venues and promoters also seek to differentiate their offerings. Token integrates with existing systems to maintain the same fluid event entry venues know today—but Token delivers a competitive edge by delivering usable insights and targeting to enhance event operations and promotional marketing. Stress-testing the Token platform with mid-sized events will move Token from crawl-to-walk: starting with ticketing and basic digital collectibles (crawl) and progressing to Web3 experimentation with $FAN promotions and utility (walk).

Leveraging the Receptive Web3 Community to Build Network Effect

While still largely considered an underground movement, Web3 industry growth is projected to continue at an impressive CAGR of 40% for an expected market size of $80 billion by 2030.[25] Web3 culture brings together tens of thousands of fans from all over the world to celebrate an industry that is largely virtual and often isolating; events like NFT NYC, Veecon, and Bitcoin Miami see anywhere from 5-30k attendees. Attendance at CoinDesk's first Consensus conference in 2017 counted 500 people; in 2022 that number grew to 17k.[26] These large-scale events also bring an influx of smaller, accompanying events, with schedules packed back-to-back for often days at a time. These events present perfect opportunities for platform scaling, with producers seeking blockchain alternatives for their Web3-savvy audiences, keen for tokenized rewards and digital collectibles. These attendees are also more likely to spread word-of-mouth about utility-delivering tech and participate in ecosystems in which they see promise.

The Token Difference

Ticketing remains one of the most promising and immediate industries for blockchain technology to overhaul and impact,[27] with many startups vying for market share. Yet, many of them lack a scalable model for long-term growth and true industry disruption. Rife with pain points on all sides, ticketing is the entry point (crawl)—but solutions must address the totality of the event experience (walk) and eventually deliver a new model for the future of fandom that is multi-directional and inclusive of marketplaces, virtual venues, and holistic fan identity management (run). Token's roadmap establishes the vision for how its proprietary tech, accessible experience, and utility will progress the platform at each stage of market share

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[25]https://www.prnewswire.com/news-releases/global-web-3-0-market-size-expected-to-reach-81-billion-by-2030-as-branding--marketing-needs-increase-301642057.html
[26]https://www.yahoo.com/lifestyle/no-one-saying-crypto-winter-233733303.html
[27]https://vayner3.com/wp-content/uploads/2022/11/What-to-Watch-in-Web3-V3-November-2022.pdf

growth. No other model presents the same data-union opportunity, level of fan empowerment and sovereignty, and sound tokenomics structure to ensure ecosystem stability and persistence.

Token's Multi-Audience Approach

While Token will focus on the market segments outlined above, each segment contains its own set of roles, or personas, which require tailored communication: fans, venue managers, brands (artists, teams, leagues, consumer goods), promoters, advertisers, and sponsors. To simplify efforts in early stages of outreach, Token's marketing will categorize these personas into two intrinsically linked but distinct groups—**fans** and **those who serve them**. For optimal network effect, Token must convert customers on both sides, and appreciate their divergent needs.

Fans

REVOLUTION FAN: Capturing the Energy of Fandom

Fans remain at the heart of Token's mission, and they are reaching their breaking point with traditional platforms. They scoff at ridiculous fees upwards of 30% and are becoming increasingly aware of the exploitation of their data. They hunger for REVOLUTION FAN: a movement supported by the latest in tech innovation, rejecting the hegemony of exploitative middlemen and reprioritizing fans at center-stage.

The spirit of REVOLUTION FAN shines through Token's brand strategy. In the spirit of live event energy and enthusiasm of being a fan, Token adopts the archetype of "The Champion" (also called "The Campaigner" in the *Myers-Briggs* ENFP personality type). Champions communicate with passion, playfulness, and confidence. Socially aware and empathetic, they maintain a level of charisma and relatability—making them approachable yet inspiring. They see the potential in others and situations, and they advocate with gusto for that in which they believe. The Token persona adds a rebellious spin while maintaining a level of sophistication and savviness—Token is taking down Ticketmaster, after all. The result is a voice that is charming, yet relatable; non-conforming, yet humanitarian; witty, yet kind; bold, yet approachable.

The same brand essence is reflected in Token's fan-first design principles and visual aesthetic, representing a departure from the widespread conformity that has characterized the digital space over the past decade. Beginning in the late 2000's, brands have increasingly adopted a homogenous and cautious approach to design, with larger corporations exerting a significant influence over what is considered "good design." In contrast, Token embraces a bold and dynamic aesthetic of bright neon and fluorescent colors, drawing inspiration from the vibrant and energizing color palettes that have recently reemerged in the fashion industry and are now surfacing in the digital realm.

In addition to being visually striking, Token's design is also inclusive, accommodating for all fans regardless of ability level. Token believes everyone should have the opportunity to fully experience live entertainment without fear of prejudice or discrimination. Overall, Token's design represents a bold and unapologetic rejection of conformity and a commitment to creating an immersive and inclusive experience for fans everywhere.

Meeting then Delighting Fans via B2C and B2B2C Strategies

Fans will be introduced to Token via events, where marketing will focus on onboarding them to the platform and introducing them to the mechanics of $FAN. Cooperative marketing with brands and venues will build equity for Token as a trusted new alternative in ticketing and beyond, and following-through with intuitive UI is key to adoption. Fans will be met where they are—social media, email, and search—and then given opportunities to safely explore Web3. They are motivated by promotions, better experiences, and saving money—all of which will be delivered to them as they engage with Token and the $FAN economy.

Fans are also influenced by their peers and people they trust. Token will build a network of influencers and Key Opinion Leaders (KOLs), with an emphasis on blockchain's growing impact. Removal of middlemen and more direct relationships are promises of Web3, so it behooves Token to engage in direct relationship and community building via platforms embraced by Web3 enthusiasts: Twitter, Telegram, Reddit, and Discord. Though more niche than a mass audience, focusing Token's early fan relationships on Web3 enthusiasts will form a base of ambassadors who understand the promise of the Token ecosystem and who can be early supporters, helping to recruit and onboard others.

Businesses

FROM LIVE EVENTS TO LIVING: Token as the Competitive Edge

Token bridges the gap between tech innovation and traditional business, metaverse and reality, opening the potential of 5G, IoT/IoB, edge computing, and blockchain, and harnessing the data of fandom like never before. As the connective tissue among all individuals and entities within an event ecosystem, Token takes events "from live to living" in a model of symbiotic participation and value exchange—a catalyst for improvement in an outdated industry. Furthermore, Token's plug-n-play middleware buffers the pain of change with seamless integration, fast onboarding, and immediate access to unprecedented customer insights—all while providing patrons additive value through $FAN rewards, digital collectibles, and special offers. The low-risk, high-reward model offers an attractive alternative to the lackluster and disparate platforms of today.

Building Trust and Demonstrating Value with B2B Strategies

Despite frustrations with current options, businesses are hesitant to alter the status quo by implementing new systems that may disrupt the delicate flow of a live event or introducing new processes that may introduce customer confusion. Most likely, they are not proactively seeking alternatives to their current model; converting them will require emphasis on "push" marketing tactics that are more direct and oriented toward product switching and building lasting relationships. Token will focus on a **sales growth strategy** for businesses.

Especially with early partners, customer relationship management and tailored approaches to onboarding businesses and their customers are necessary to create the foundations for scalability. Businesses may require:

- Co-marketing activities and materials to help onboard their customers to the Token platform and ecosystem.

- Customer support throughout the event journey.

- Training for managers and staff surrounding event creation and logistics.

- Review of analytics tools and custom reporting.

- Strategic collaboration on digital collectibles, standards and use-cases.

These tailored activities can introduce B2B dependence on sales and marketing services teams. However, as Token becomes more turnkey over its lifecycle, reliance on customized contracts, dedicated account support, and bespoke marketing materials will decrease, and new partners will be onboarded more quickly and efficiently. Furthermore, sales will be supplemented with surround education activities that build broad awareness for the Token brand and establish context for the transformative power of its suite of microservices: paid advertising with dynamic messaging, SEO, PR, and content marketing (developed in collaboration with influencers, KOLs, and partners).

Securing a Defensible Position with Network Effect

Network effect occurs when the value of a product or service increases relative to usage, and it accounts for 70% of value in tech companies today.[28] Token must establish network effect to not only seize market share from the titans of ticketing, but to also acclimate users with new Web3 behaviors and models. Fortunately, the Token ecosystem lends itself to building concentric network effects, primarily two-sided marketplace and data network effects.

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[28]https://www.nfx.com/post/70-percent-value-network-effects

Token creates a two-sided marketplace that connects entertainment-seeking fans and event producers. More fans means more patronage for business; more events translates to more options for fans. The power of the network grows as users on both sides of the equation enter the platform; a surge in adoption on either side functions as a selling point to the counterparty. This highlights the importance of Token's multi-audience approach to target fans and businesses, as outlined above. Fans must be recruited and onboarded, demonstrating their eagerness for a more equitable solution. Businesses must be open to platform switching to improve their ROI and better serve their fans.

To fuel this model, fans and businesses must be convinced of the power of data. Fans will become increasingly familiar and savvy with concepts like data self-sovereignty, self-custody, the attention economy, and decentralization. Token offers avenues to safely explore these new pathways as we migrate to Web3 ecosystems. The proposition to users is clear: if you own and control your data, you can reap its inherent value. Oppositely, businesses in the data union model understand the benefits of knowing their customers more intimately, especially across relevant verticals. This sets the stage for organic affiliations and networks of partner businesses, working together to disrupt the current live events model. Central to the Token platform, data becomes the hub of the flywheel that powers network effect.

As network effect radiates, Token also becomes well-positioned to secure protocol-level network effect, where the platform and $FAN economy serve as the new standard in live events and fan management. Token's proprietary technology extends decentralized identity (D.I.D.) beyond the Token platform itself, supporting users in certifying their digital identities and fandom across the internet.

Conclusions & Ruminations

Why Token? Why now?

Product-Led Growth

Team Token has already deployed a working version of its platform and application as of Q32022 and is performing ticketing in sports arenas and nightclubs. In building nimbly and deploying to the wild, invaluable user testing and feedback is fueling a highly iterative development process. The Token product backlog evolves with each cycle, scaling to meet diverse needs of a wide array of businesses. While load testing is essential to platform hardening, and new functionality A/B testing informs the roadmap, the network effect grows with each passing day.

Token's innovative technology stack is patent protected and defensible, in the US and

internationally.

A Team of Proven Business Leaders

With thousands of deployments between them, the Token founding team has more than 50 years' combined experience in custom software development, largely with Fortune 50 companies and spanning complex team integrations, enterprise roadmapping, Web3 strategy consulting, user experience, and agile delivery leadership. Each unique initiative has brought discipline and foresight to our core when it comes to user-centered design, future-proofing and defending our product, risk mitigation, and conflict management. With exposure to such a wide array of clients, industries, initiatives and technologies, all have informed a careful approach to the formation of a startup, stewardship of the business, and planning for sustainable growth.

Web3 Tooling for Businesses

To adequately address the needs of businesses in the entertainment space, and to trailblaze a path for enterprises to experiment with blockchain, it's evident that merely performing ticketing services on their behalf is short-sighted and narrowly ambitious. Risk-averse brick and mortars need sensible tooling, low-friction onboarding, customization, and a safe sandbox to test new strategies. While savings in ticketing are substantial, Token's proposition includes a vast and flexible suite of microservices, advanced and additive business intelligence, "day-1" event creation and NFT minting capabilities, and options to pursue advanced promotional campaigns with $FAN as much as is desired or once comfortable.

Integrated Wallet Technology

In annual report *The Year Ahead*, Pantera Capital cites a dearth of viable onramps and intuitive wallet technology as two major pain points and inhibitors to more widespread adoption of blockchain technology, at both consumer and institutional levels.[29]

While incredibly bullish on principles of data sovereignty and the emergent attention economy, the Token team is acutely aware of user proclivities, sensitive to "pain of change" in legacy industries, and crypto inhibitions generally. As such, the platform provides the best of both worlds: instant wallet creation upon user registration and a safe environment to collect and redeem $FAN, with offramps for those who choose to self-custody their assets according to preferred conventions. This hybrid approach will facilitate traction through hands-on education.

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[29]https://panteracapital.com/blockchain-letter/the-year-ahead/

Interoperability

In its infancy, Token performed thorough assessments of leading chains with criteria of transaction costs, network speeds, latency and uptime, ecosystem maturity, and available developer support. According to this matrix, Token has elected to launch on-chain with Polygon; $FAN and NFTs will adhere to ERC-20 and ERC-721 conventions, respectively.

For operability, the Token engine itself is chain-agnostic and has been architected to be easily portable, with services widely available to users from any protocol. Token has deliberately reserved the right to reassess emerging technology, respond nimbly, and leverage as appropriate and sensible.

This approach ensures the Token community, business and vision are not subservient to any one externality, and the core team may continue building in a true spirit of *combinatorial innovation.*[30] Pre-empting chain codependence allows Token to compete for broad swaths of market whitespace, and to leverage free-market competition to continually drive costs down through evolving partnerships.

Superior Tokenomics

To maintain wide appeal, $FAN is a utility that transcends any one brand or team. To encourage early adoption with users, then vendors, rewards need to be real, interchangeable and substantive.

To achieve this, Token has devised brilliant methods of issuance and redemption, which address challenges like slippage, double-spend and other potential fraud, and assuage the liquidity demands of businesses which prefer to operate in fiat and need to pay their bills in the same.

Perhaps more importantly, platform business revenues (NFE ticketing, advertising, data package buys and eventually, subscription fees) are converted in part to $FAN—introducing and sustaining constant demand-side pressure, sustaining utility and positioning the ecosystem for stable and achievable growth.

With gradual vesting schedules and careful, linear emissions, a maximum of 40 million coins will be allocated pre-TGE, representing only 20% of total supply (200 million).

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[30] https://www.rga.com/futurevision/perspectives/what-creative-technologists-can-learn-from-henry-rollins

A Brave New World

Brave Browser embraced principles of "Open Web" and prioritized user privacy and data, and, in concert with superior technology, has realized 5000% year-over-year growth.[31]

Entrenched as category champion Google may have seemed, it was simultaneously incredibly vulnerable to upstarts who reimagined—still highly profitable—paradigms in which to deliver services without wanton sacrifice of user protections. As a result, not only has the status quo for web browsing and privacy monumentally shifted, but the science of advertising is being remade in front of our eyes.

At a tipping point (and even more fallible) are the Ticketmasters of the world. But more broadly, why has nobody reimagined a user-centered crypto-social program for physically "browsing" our everyday realities?

No longer far-fetched or *Ready Player One* fantasy, both the demand and the tools exist to commoditize our waking experiences and to marry them with our virtual personas. Token establishes a marketplace in which data establishes visceral, tangible value. But really, our information has always held inherent value—it's just been so long exploited that, accustomed to hegemonic data harvesting, we've lost sight of its unique character and intrinsic value.

Louis Brandeis once said, "sunlight is said to be the best of disinfectants." Token casts open the drapes on a dark and corrupted industry, restores power to the consumer, the artist, and the small business and allows them to transact with full information and with integrity.

Let the sunshine in.[32]

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[31]https://www.bleepingcomputer.com/news/software/privacy-focused-brave-search-grew-by-5-000-percent-in-a-year
[32]Aquarius