

1. **FanLab Entrepreneur Club:** This Club will be the main driver of the ecosystem and the fundamental fund raiser of the platform. Before launch, 500 unit limited Entrepreneur Club membership NFTs will be sold to an exclusive group of NFT enthusiasts and investors who will own privileged rights on the platform. These privileges include:
  - a. Whitelist access to all new NFT collection launches.
  - b. Discounted NFT prices for all new projects.
  - c. Voting rights on the governance of the platform and future investments / partnerships.

Entrepreneur club NFTs will naturally grow in value as new community owners come to the platform and launch their projects. The royalties generated from secondary sales of the membership NFTs will be an alternative source of income (%5-10 per sale).

2. **NFT Admin Platform:** With this platform, celebrities, influencers and all types of community owners will be able to create their own NFT collections with a few user-friendly steps. The features will include the following:
  - a. They will be able to assign preset utilities and benefits to their collections with a few clicks.
  - b. They will be able to upload their photos, videos or voice recordings to the NFTs
  - c. Fan Club NFT Generation – This feature will allow the community owners to set up time or benefit based NFTs which will work as a subscription OR like a Fan Club Card
    - i. Each collection will have its own smart contract – Contract Owner will be FanLab, but administration will be on the community owner.
    - ii. Community owner will receive a modifiable percentage of the NFT sales revenues (ie: 70% to community owner and 30% to FanLab)
    - iii. All Fan Club NFTs will be bought with Matic (Native currency of Polygon chain) or with a stablecoin of choice. Entrepreneur Club NFT owners will purchase these NFTs with discounted prices.
    - iv. Fan Club NFT sales will also be able to be purchased via credit card. This will allow non-crypto oriented fans to be able to adapt to the system.
    - v. NFT sales revenue will be vested through the duration of the contract (Eg: 12 months subscription) During the period, the tokens will be released to the celebrity based on the claimed NFT benefits by the fans.
    - vi. Subscription NFT minter will be able to buy the NFT for themselves or for another wallet (as a gift). For gift purposes, there will be an invite feature to invite the giftee to the platform (Like referrals to an exchange)
    - vii. There will be a feature to set different levels of Fan Club membership (Bronze/Silver/Gold etc.) The features of all segments will be determined by the community owner.
    - viii. Membership NFTs are fundamentally collectibles – they do not have utility in themselves. The features included in membership NFTs will be given to the buyer as single use NFT, which they will be able to claim against a specific event or task. Membership NFTs are therefore inherently non-tradable and single use benefit NFTs are tradable assets.
    - ix. KYC requirement – All fans or subscribers are subject to go through a KYC process, to make sure that the community owner is protected by knowing the community through transparency. This feature will also enable non crypto fans to keep their NFTs in custody of the platform. The KYC

requirement is limited to IRL (In real life) events and will be required when signing up to such an event.

- d. Random NFT Collections
  - i. This feature will enable the celebrity to create a random generated NFT project from the platform.
  - ii. The celebrity will be able to define properties, attach images to it, and assign predefined benefits (Eg: Live, chat, backstage pass). The rarer properties will have higher benefits, thus creating a lottery mechanism and gain popularity.
- e. Single use (Semi Fungible) NFT
  - i. This feature will contain everything that a subscription has, but it will be specific to an event or a date. This will be used as a ticket, a backstage pass, a group dinner, a video call, etc.
  - ii. After the event happens, the single use NFT will be burned, and the payment allocated to this NFT will be released to the celebrity.
  - iii. This feature will also be able to link to a subscription or be created independently. A subscription can generate the single use NFTS
  - iv. Single Use NFTs will be transferable and tradeable. There will be royalties on the secondary market trades to the celebrity and FanLab.
- f. Setting up Event Calendars – Community owners will be able to set up different event types (concert, recording, video call, dinner, party, games, etc.) and assign them to their minted NFTs, or they will be able to create a single use NFT collection for the purpose of the event.
- g. Later, they will be able to prepare a schedule and reservation table for the event, where NFT owners will be able to sign up to hours (for a call or a live recording) or simply redeem their tickets for the event.
- h. Task Management – Community owners will be able to follow assigned tasks from fans and complete them over the platform
- i. Marketplace Management Tool – Community owner will be able to set up and manage their own marketplace on FanLab platform. They will be able to change avatars, add photos and graphics, manage background and add their socials on the page
- j. Claim earnings- Community owners will be able to claim their earned shares of NFT revenues through FanLab dashboard.
- k. Gift/Airdrop – Community owner will be able to airdrop from their own NFT collections to a wallet address or a FanLab registered email account.

### **3. User (Fan) Platform**

- a. NFT minting platform – From homepage, wallet connected users will be able to see active NFT sales and redirect to the community owner's marketplace page.
- b. Credit card buyers will be able to buy NFTs against an email address (the giftee).
- c. Sign up to events – Holders of single use NFTs will be able to reserve their seats/space or sessions from the event calendar
- d. Task assignment - Fans will be able to assign certain types of tasks to community owner (Eg: Retweet a certain tweet or follow fan on Instagram)
- e. Profile Settings – User will be able to change profile information and photo
- f. NFT Listing – Users will be able to list all the purchased FanLab NFTs along with their benefits on the platform
- g. Notification Manager – Fans and community owners will be able to choose to be notified upon:

- i. NFT sales
- ii. Preferred NFT Listings
- iii. Price changes on preferred NFTs
- iv. New events posted on calendars