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FAVOR
WHITE PAPER

VER 2.0

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Summary

This document depicts that NFT projects are naturally integrated into the established economic system and the metaverse economic system. It describes FAVOR and FAVOR Alliance designed to exchange the value of projects and cooperation.

Various NFT projects have been launched, and the NFT market is remarkably evolving every day. Numerous tokens have been produced as rewards for NFT holders and the flow is expected to continue in the future. However, it is difficult to create a strong economic system with only the holders of one project. As a result, the tokens issued by each project face a clear limit as a means of trading, in which demand versus supply is unbalanced.

The FAVOR and FAVOR Alliance we devised are the top projects based on the Klaytn Chain. You can have an ecosystem on-offline and create an ecosystem together. We plan to select teams that can devise and grow the ecosystem together, and we simulated that sufficient transaction volume and ecosystem design would be possible due to the demand from holders of multiple projects.

To achieve this mission, we communicate with offline companies in all industries that incorporate blockchain technology and focus on leading the NFT market through connections with projects that have joined the FAVOR Alliance. FAVOR aims to create an NFT industry where various offline operators from large companies to start-ups and people who use blockchain in their daily lives by providing differentiated services from various platforms focused on NFT.

Introduction

It has been a long time since the blockchain technology was introduced and more than 1.6 trillion USD of funds have entered it. Yet, the blockchain remains a 'future technology'. Although grafting and attempts of various industries are being carried out in various ways, the speed of direct connection with the offline ecosystem is slow in preparation for the potential capability and speed of evolution of the technology. This includes the interests of various companies constituting the existing offline ecosystem, as well as technical, institutional, and legal limitations.

Among them, the biggest hindrance factors are the large volatility of tokens, a centralized system, the contradiction in the fundamental direction of the two decentralized technology bases, and the limitation of linkage with the legacy system.

On the other hand, if you look at the blockchain from the point of view, you can see cases where many projects meet the limitations of the offline ecosystem and fail to succeed because sufficient offline use, incineration, and self-money are not created. This phenomenon is expected to occur repeatedly until the point where the metaverse industry has sufficiently evolved and demand exceeds supply.

The growth of the NFT market, which is rapidly growing from the end of 2021, is another possibility to break through this limitation. NFT's new economic system, monetization through IP, etc. presents us with another hypothesis that can act as a catalyst connecting the metaverse and the offline world. We put this hypothesis into reality, and NFT projects based on blockchain technology are connected to the ocean of offline, and we start an innovation that creates a blockchain-offline organic ecosystem.

Problem Recognition

1.1 Blockchain Tokenomics

Many blockchain projects were born and thousands of tokens were issued. But the supply was excessive compared to the demand and the demand for the production rate did not occur, leading the value gradually decreasing over time.

This is because sufficient utilization was not secured in the online economy centered on the metaverse. Although many attempts have been made to introduce technology and new virtual worlds are being born, it cannot be divided from the offline world Where people live by solving the issues of food, clothing, and shelter, and eventually, it must exist as a means that people need in life, integrating the metaverse and offline. Then, its value as a commodity is recognized.

1.2 NFT & Tokenomics

It has become normal format for PFP project to build a community through large issuance, leading to the creation of various value-added business with the fame and influence of the community.

This trend suggests that blockchain projects can influence offline and have sufficient value and influence as a practical collaboration and marketing tool.
In this way, the community produces a separate added value, and tokenomics is applied in various projects as a means to properly share this added value with community members. However, there is not enough supply and demand to compose the ecosystem with 2-3 thousand members of the typical project community. Therefore, there is a limit to the volume of value-added industries that can be generated.

1.3 Conventional industries & Tokenomics

Offline companies have grown and developed through the economic system of international standard currency. Companies need to prepare for the future industry 5 or 10 years from now, and crypto assets have grown to a market of more than 1.6 trillion USD

The market is another huge source of demand. Therefore, it is at a time when review and entry into the blockchain is required. However, as discussed earlier, blockchain technology based on centralized system and decentralization has difficulties in direct connection, and requires long investment, trial and error from understanding the ecosystem to easily access it.

Our Vision

We plan to make it easier for offline companies to enter the blockchain industry, so that they can understand the market and participate in the footsteps of experience, leading to accelerated industry participation. To achieve this purpose, our tokenomics system has designed a tokenomics system that each company can reduce its risk.

In addition, the NFT Alliance is formed so that they can experience sufficient market experience and effects, so that individual NFT communities are not enough to compensate for the quantitative limitations of the target audience. We plan to issue FAVOR, a common token to this NFT coalition, exchange development directions with each project and maximize synergy. Inflation of tokens is sufficiently ensured by balancing the actual demand of various projects as much as the supply and the offline system and connection.

Web 3.0 Builder → **FAVOR Alliance** → **FAVOR Utility, FAVOR Platforms** → **FAVOR Station**
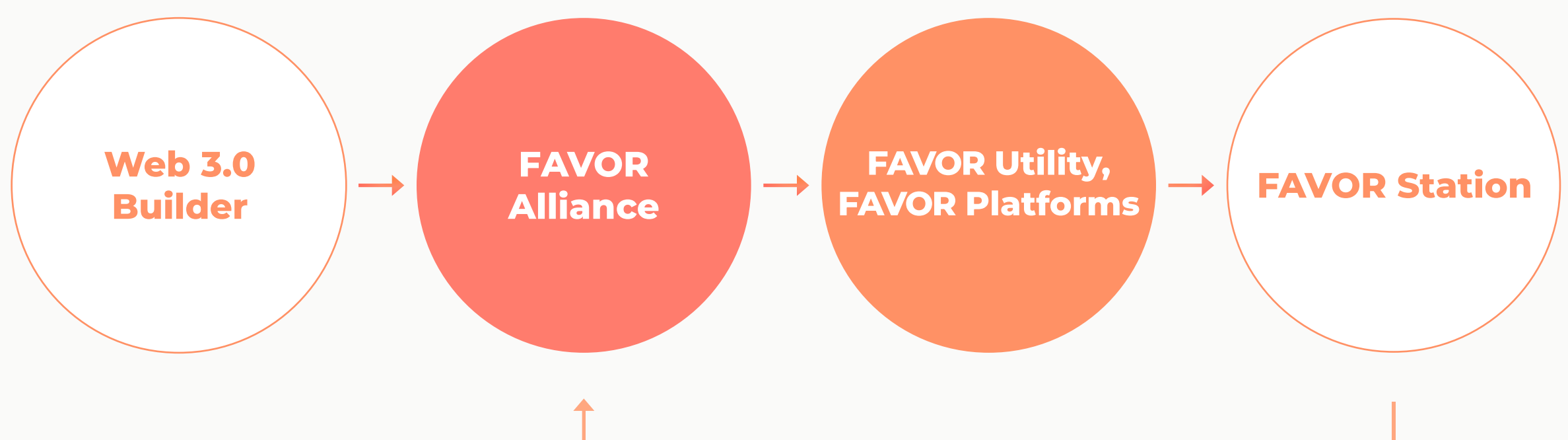
FAVOR Introduction

Contract

0x37e35406c8d87ae243932bf4c9a2138c2b93c8fa

Token Ticker **FAVR**

Total issuance **300,000,000 FAVOR**

*Favor was issued as KIP-7, Klaytn's token standard.

What is FAVOR?

FAVOR was first issued on April 26, 2022 and is an NFT alliance utility token designed to cycle and connect the on-offline ecosystem of NFT projects. We continue to expand the use of FAVOR by forming an alliance with conventional offline companies that want to participate in the metaverse ecosystem, and form FAVOR Alliance with other NFT projects that have clear offline and online tokens to grow and contribute to develop within the same tokenomics system. As it is a virtual asset with a clear vision of online and offline, it is designed in consideration of the growth of the service, from local companies to partnerships with global companies, and to be gradually listed on global exchanges and expanded.

FAVOR Vision

FAVOR is the key token of multiple NFT projects that connect on-off industries, creating an ecosystem that crosses the real industry and metaverse, and discovering a variety of business models. It has the greatest vision of combining innovative business models from existing industries with the Web3 ecosystem to connect NFT and the offline world, including new economic systems, monetization of the IP industry, social network business, and so forth. Projects that share FAVOR's vision can build the FAVOR ecosystem together as members of the FAVOR Alliance.

FAVOR's range of DApps also creates new challenges and changes to deliver more differentiated services and lead the NFT industry. As a hub of NFT projects based on blockchain technology, we will actualize innovation in creating an organic ecosystem offline through FAVOR's powerful platform.

FAVOR Ecosystem

A. FAVOR Alliance
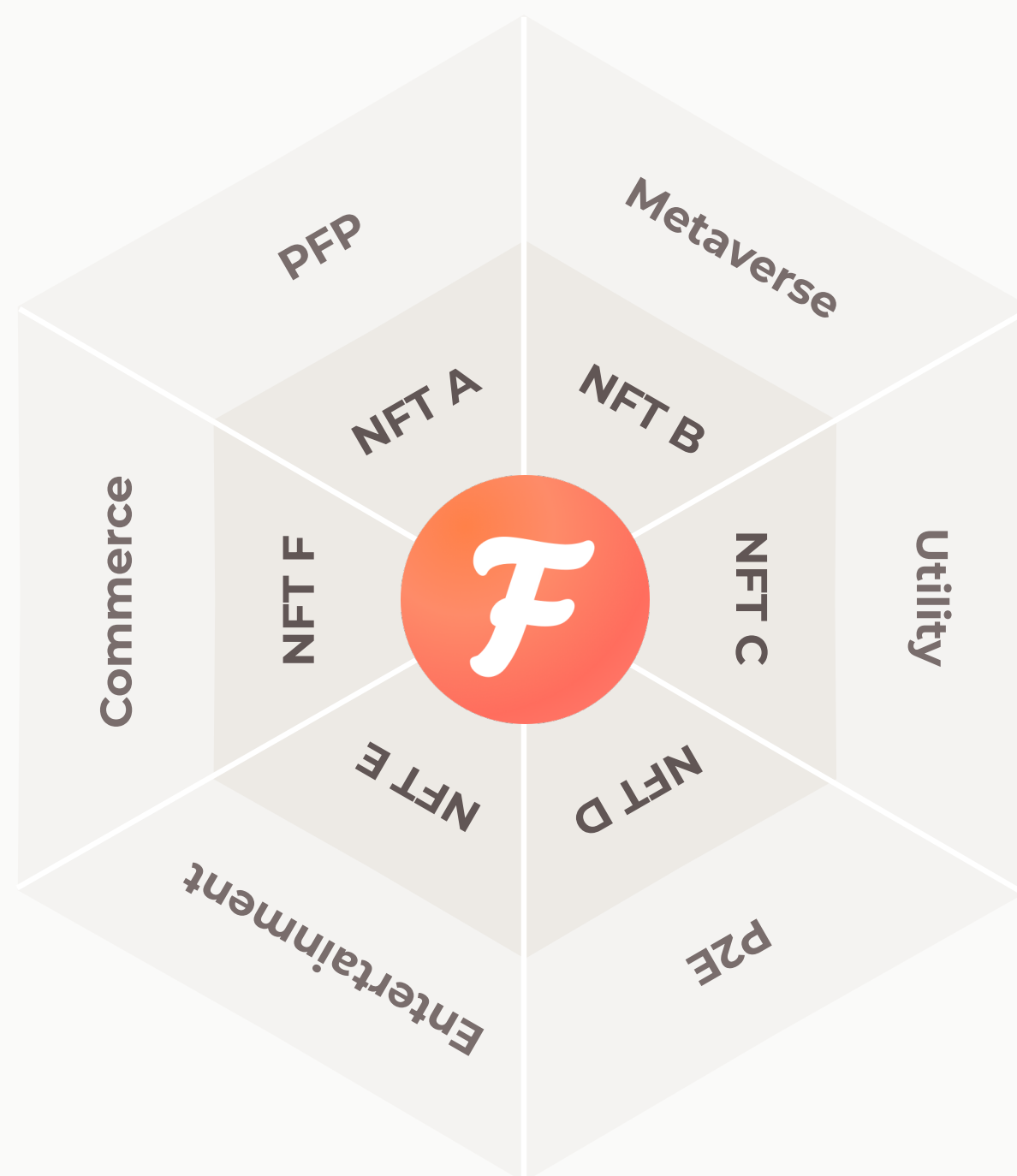
FAVOR Alliance is an association of NFT projects.

NFT's projects have a limit in forming a mass community due to the limited number of NFT issuance, so it is difficult to have sufficient demand and liquidity for token utilization. FAVOR Alliance aims to make each ecosystem work in one ecosystem by using FAVOR as a key token by combining multiple projects with a clear vision of the metaverse and offline using a single token system.
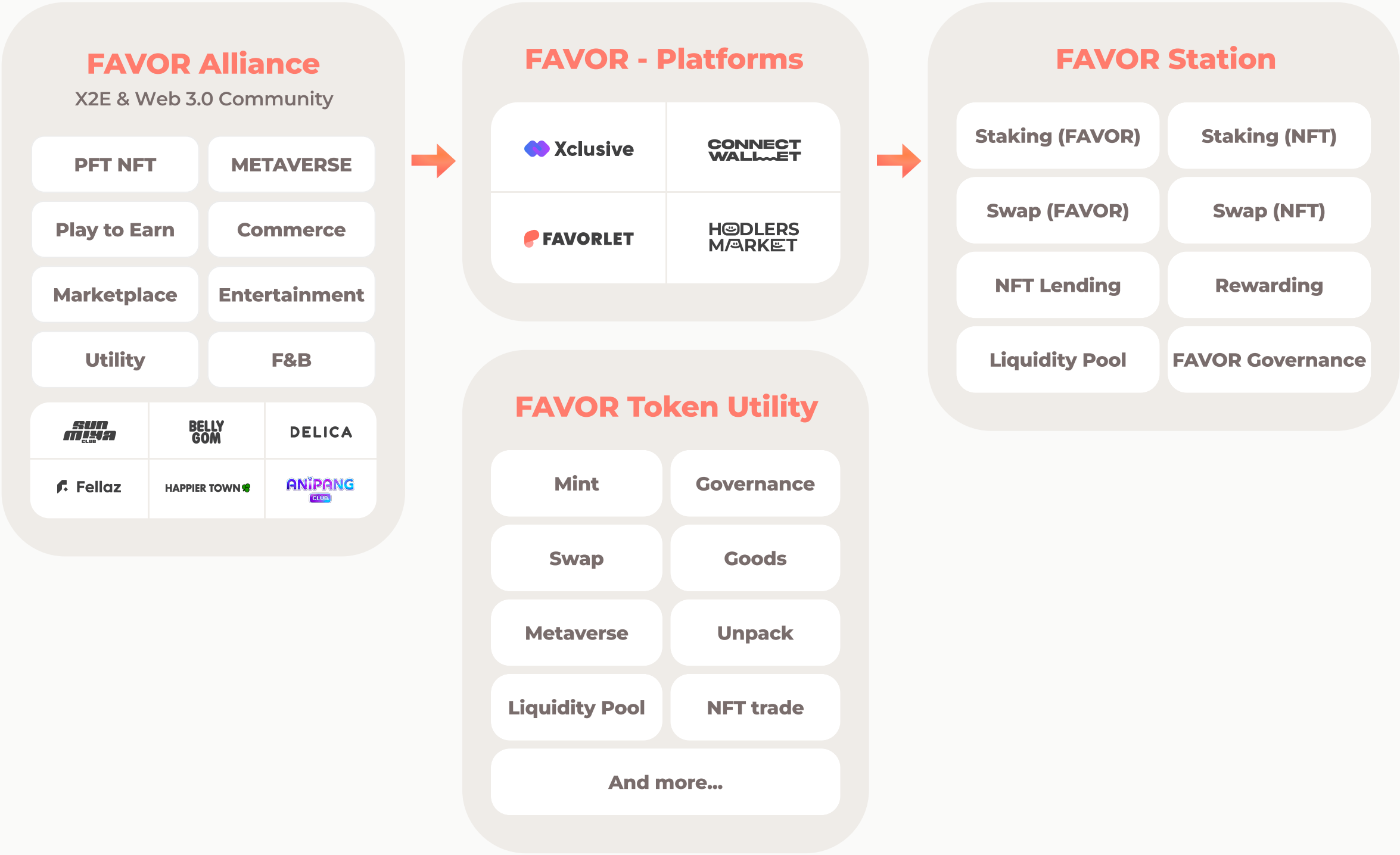
The Alliance is based on the active participation of each allied project and the contribution of the ecosystem, and if they do not have a positive impact on the ecosystem, they may be excluded from Alliance after evaluation through an adjustment period.

B. FAVOR Usage

FAVOR has a variety of sources of demand in the process of the expansion of NFTs and the process of divergence to the metaverse. FAVOR's DApps Xclusive: NFT Marketplace and FAVORLET: NFT Verification Wallet, aim to create a use of FAVOR tokens and expand the on-offline NFT ecosystem.

1 Usage on service fees of issuers, such as NFT Marketplace and NFT certified wallet.

2 Sale of the limited edition NFT of another project with FAVOR token.

3 Usage on publishing new NFTs such as story participation/evolution/synthesis as the project universe expands.

4 Usage of goods related to NFT project through purchase.

5 Usage for purchase using FAVOR tokens on offline art platforms.

6 In metaverse, usage on ticket purchase and admission ticket, voxel item purchase, etc.

7 In-metaverse, usage on private land purchase and decoration purposes.

**8** Participate in the governance of FAVOR Alliance

FAVOR Vision

FAVOR Alliance
X2E & Web 3.0 Community

PFT NFT	METAVERSE
Play to Earn	Commerce
Marketplace	Entertainment
Utility	F&B

sun miya CLUB	BELLY GOM	DELICA
Fellaz	HAPPIER TOWN	ANiPANG CLUB

FAVOR - Platforms

Xclusive	CONNECT WALLET
FAVORLET	HODLERS MARKET

FAVOR Token Utility

Mint	Governance
Swap	Goods
Metaverse	Unpack
Liquidity Pool	NFT trade

And more...

FAVOR Station

Staking (FAVOR)	Staking (NFT)
Swap (FAVOR)	Swap (NFT)
NFT Lending	Rewarding
Liquidity Pool	FAVOR Governance

C. FAVOR Services

PLATFORM

Xclusive

Multi-Chain NFT Marketplace that helps to enter the NFT & Metaverse market of enterprises and NFT projects

corporate/brand from real life

▼

Convert Web 3.0
Xclusive

▼

Solution like Launchpad, link secondary transaction, unpack etc.

Launch B2B NFT

Support B2B NFT

User-friendly function

FAVORLET

NFT-FIRST Wallet that maximizes the utilization of NFT

PFP/membership in blockchain

▼

Off-line connect
FAVORLET

▼

Verify holder, NFT transaction, Voucher market

Verify holder

Transaction and Voucher

User - friendly function

FAVOR
FAVOR Platform Service Fee

C1. FAVORLET (Wallet Service) – https://favorlet.io/

FAVORLET is a proof of retention service provided for users who own NFTs for several projects, including FAVOR Alliance. Benefits from multiple industries affiliated

with FAVOR can be used online and offline with NFT proof technology.

It currently offers services based on Android and iOS, and the network supports Ethereum, Polygon, BSC, and Klaytn. Networks will be added sequentially so that more diverse NFT projects can be linked to reality.
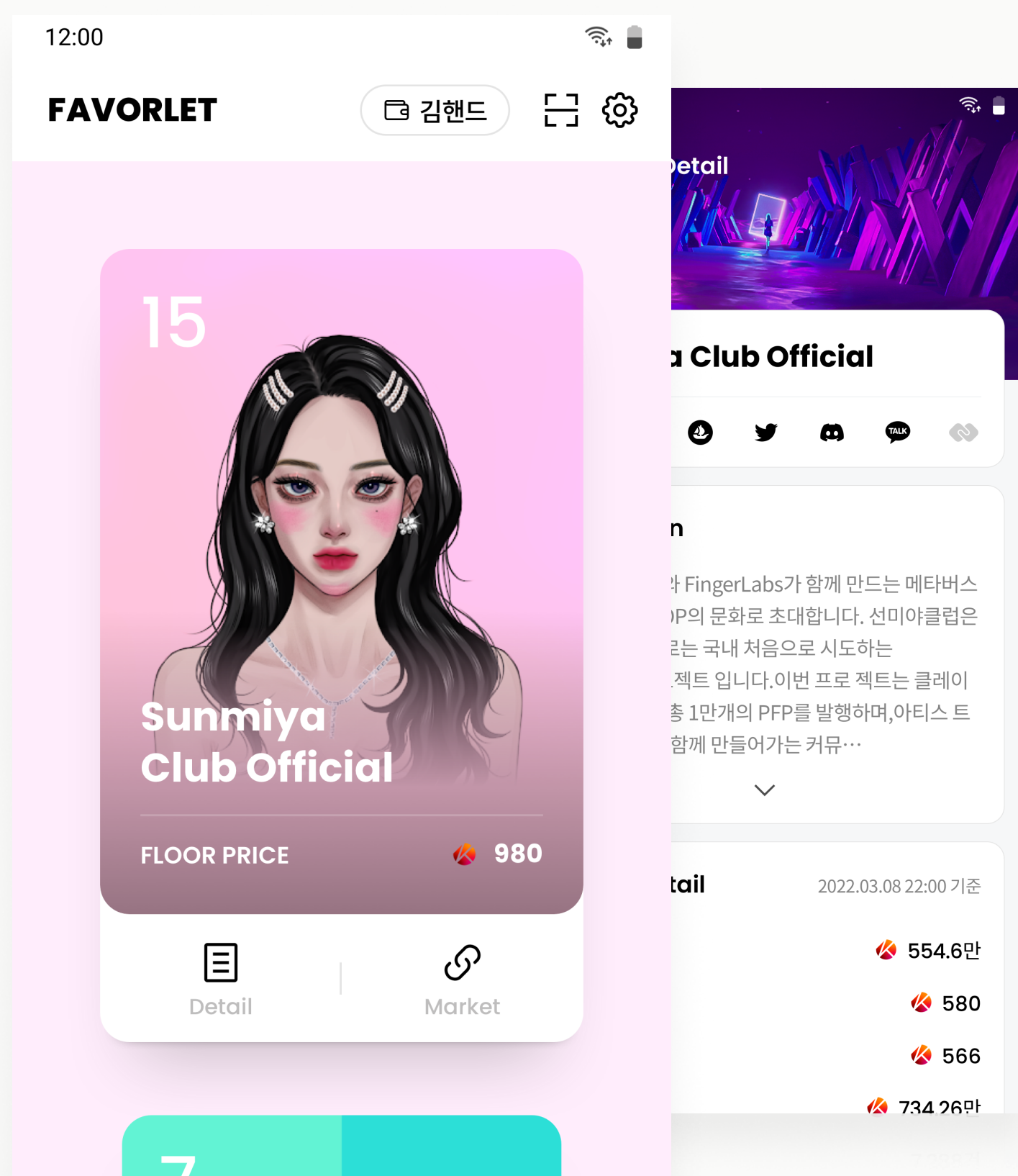
FAVORLET has made various cases by supporting various offline community parties and events, enabling real-time airdrops, NFT ownership certification, and history verification through wallet authentication on the spot. In order to expand the NFT ecosystem in the future, we aim to turn existing web2 industries such as performances and conferences into web3. Based on FAVORLET's certification system and Dynamic NFT Technology , we will maximize the utilization of NFT. At the same time, we will expand the FAVOR ecosystem by building a solution that allows anyone to use FAVORLET's offline authentication system.

*Crypto asset business report manual distributed by the Korea Financial Intelligence Unit and the Financial Supervisory Service (2021.2) 1-③ We only provide programs that store personal encryption keys according to the requirements of crypto asset wallet service providers, and FAVORLET wallet does not possess independent control and can be distributed without obtaining a crypto asset business report.

C2. Xclusive (NFT Marketplace) - https://xclusive.market/
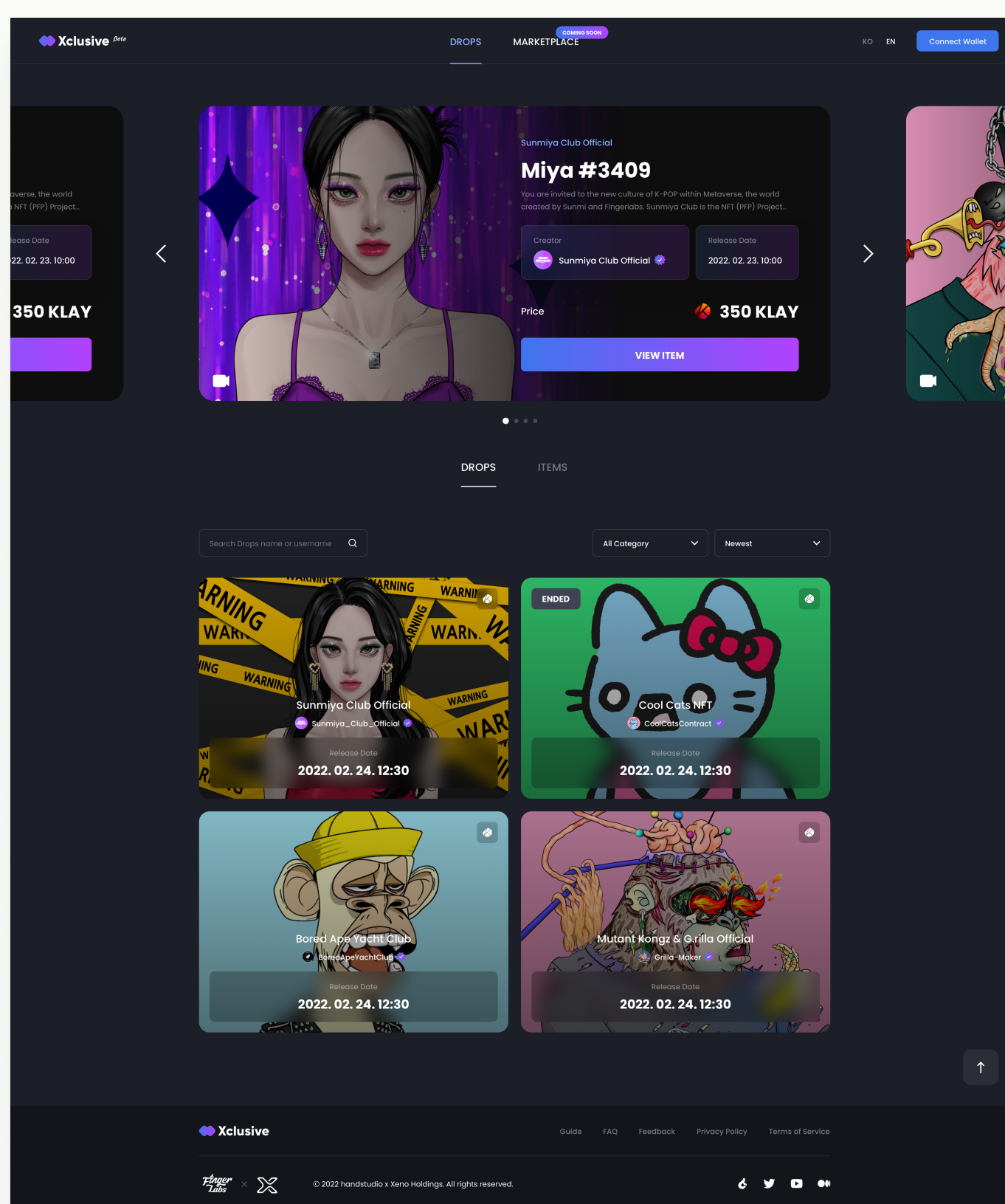
Xclusive is a multi-chain NFT platform that operates Launchpad which enables launching of NFT projects with individual smart contracts, and Marketplace which supports secondary transactions.

Xclusive aims to provide NFT supporting solutions where any corporate, team, individual users who wish to contribute to NFT ecosystem can easily and comfortably create NFTs and NFT projects.

By advancing Launchpad and Exclusive NFT, the platform aims to provide an admin service where individuals can easily launch and issue their own NFT projects. It uses Unpack system and technology to effectively connect Web3 and the real world to expand the NFT ecosystem.

FAVOR tokens can be used in all processes (such as mining, purchasing, and selling NFT), and the used FAVOR will periodically be accumulated as a buyback & burn fund to contribute to the ecosystem.

Through direct linkage with FAVORLET, the service of the Xclusive platform can be used anytime, anywhere through mobile, and it aims to expand the NFT ecosystem and establish itself as a market-leading service through Web3 and Web2, blockchain and the real world.

C3. Connect Wallet(Online Goods and Activity Service) – https://www.connectwallet.shop/
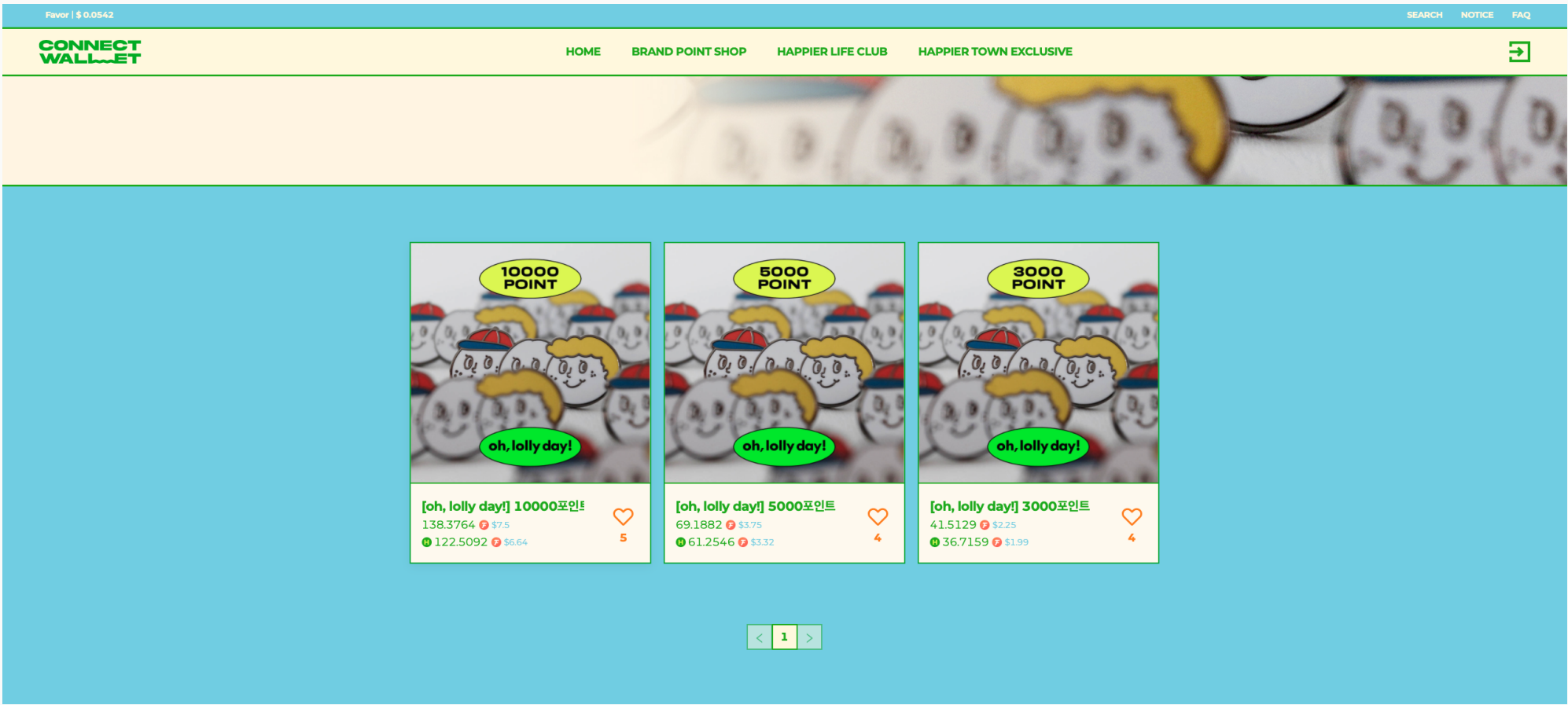
Happier Town NFT project of FAVOR Alliance has launched a blockchain-based platform called 'CONNECT WALLET'. With its core value as 'Lifestyle Selection Platform', CONNECT WALLET provides various products and services in NFT to give offline product experience to users and create their own NFT culture. The platform allows users to purchase a diversity of products and services such as oh! lolly day, frip, meet me with FAVOR, and continues to collaborate with different lifestyle brands, including subscription/accommodation services.

C4. HODLERS MARKET (2023 2Q)

HODLERS MARKET is a shopping platform where NFT project holders offer partner products at a lower price than the sales price, centering on FAVOR alliance members. Through NFT holder certification through FAVORLET, discount will be provided with holder grade, and reserve benefit will be provided with FAVOR coupon. The holders who can use HODLERS MARKET aim to grow into an integrated NFT membership shopping mall platform available with partner project holders, starting with the Sunmiya Club, and will share FAVOR's sustainable use and ecosystem expansion.

D. FAVOR Alliance Members & Partners

D1. Alliance 1 : Sunmiya Club - https://sunmiya.club

Sunmiya Club is the project of FAVOR Alliance. It is the PFP NFT project based on the universe about the journey of 10K MIYAs.

With technical and operational ability, wide corporate network, and strong community, Sunmiya Club performs as a bridge to connect offline and metaverse. 'MIYA' becomes the representative Web3.0 IP through the universe expansion with 'MIYAs in Planets' project and corporate collaborations.

The total trading volume of Sunmiya Club is $11M(2022.11), ranking 4th in all-time chart of Klaytn chain on OpenSea. Sunmiya Club is acting as a first mover of the NFT scene in Korea centering a diversity of on-offline integration.

D2. Alliance 2 : Happier Town, a global NFT (PFP) project with MON-NAN-EE
   – https://happier.town
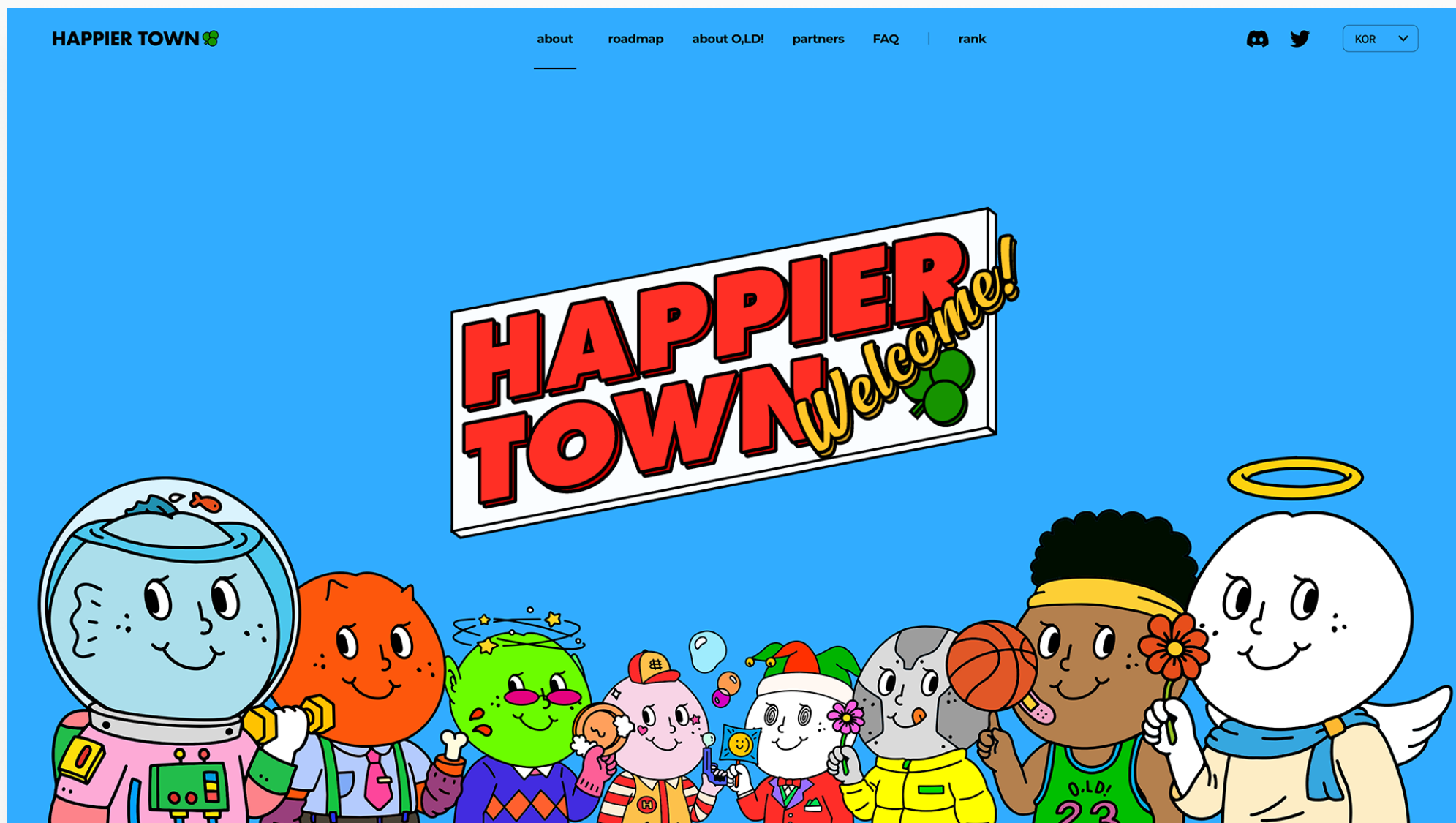
Oh-Lolly-Day, which runs Happier Town, was founded in 2014, and it has become a brand with 26 team members for ninth year this year. Starting as a stationery manufacturing business under the mission " Oh-Lolly-Day makes your life happier," it is a company that produces and distributes a total of 800 kinds of lifestyle products. Oh-Lolly-Day has become a solid brand that grow every year despite the pandemic crisis as it continues to challenge one's happiness, such as creating content beyond product manufacturing and expanding to offline shops. Now, Happier Town NFT Project is trying to find a 'form of happiness' in the virtual reality world. Enjoy new experiences and special holder benefits at Happier Town, a powerful PFP project that spans the real and virtual worlds!

D3. Alliance Partner1: Bellygom – https://www.bellygom.world/

Bellygom project is the Web 3.0 membership NFT project of Lotte Group. The project is about the surprising journey of Bellygom, the popular IP of Lotte Home Shopping, now rising as the hottest corporate NFT scene maker in Korea with 10k mysterious abilities and benefits unlike its cute appearance. Bellygom has issued 10k Klaytn-based PFPs, with a membership community format where Lotte Group and their holders build together. The community is rapidly growing after their opening with 25k member influx in a week., now becoming the hottest project in the current crypto scene.

D4. Alliance Partner 2: Dingo & Vivestudios

Dingo is the best 21st century entertainment content platform, operating YouTube channels such as Killing Voice and Killing Live, and now aims for the No.1 contents & media mobile broadcast in Asia. The number of subscribers is more than 10 millions, and the platform has recorded the first place for the most viewed YouTube content by Koreans in 2021. Through the participation in FAVOR Alliance Universe, various future entertainment contents will be produced and grown.

Vive Studios is one of the most prospective corporations in the future industry, invested by Vident, the single largest shareholder of Bithumb, and possesses various technology required for the future entertainment industry centered on VR technology and virtual humans. Vive Studios will participate in FAVOR Alliance Universe, diversify our ecosystem, and contribute together.

D5. Alliance Partner 3: Fellaz - https://fellaz.io/
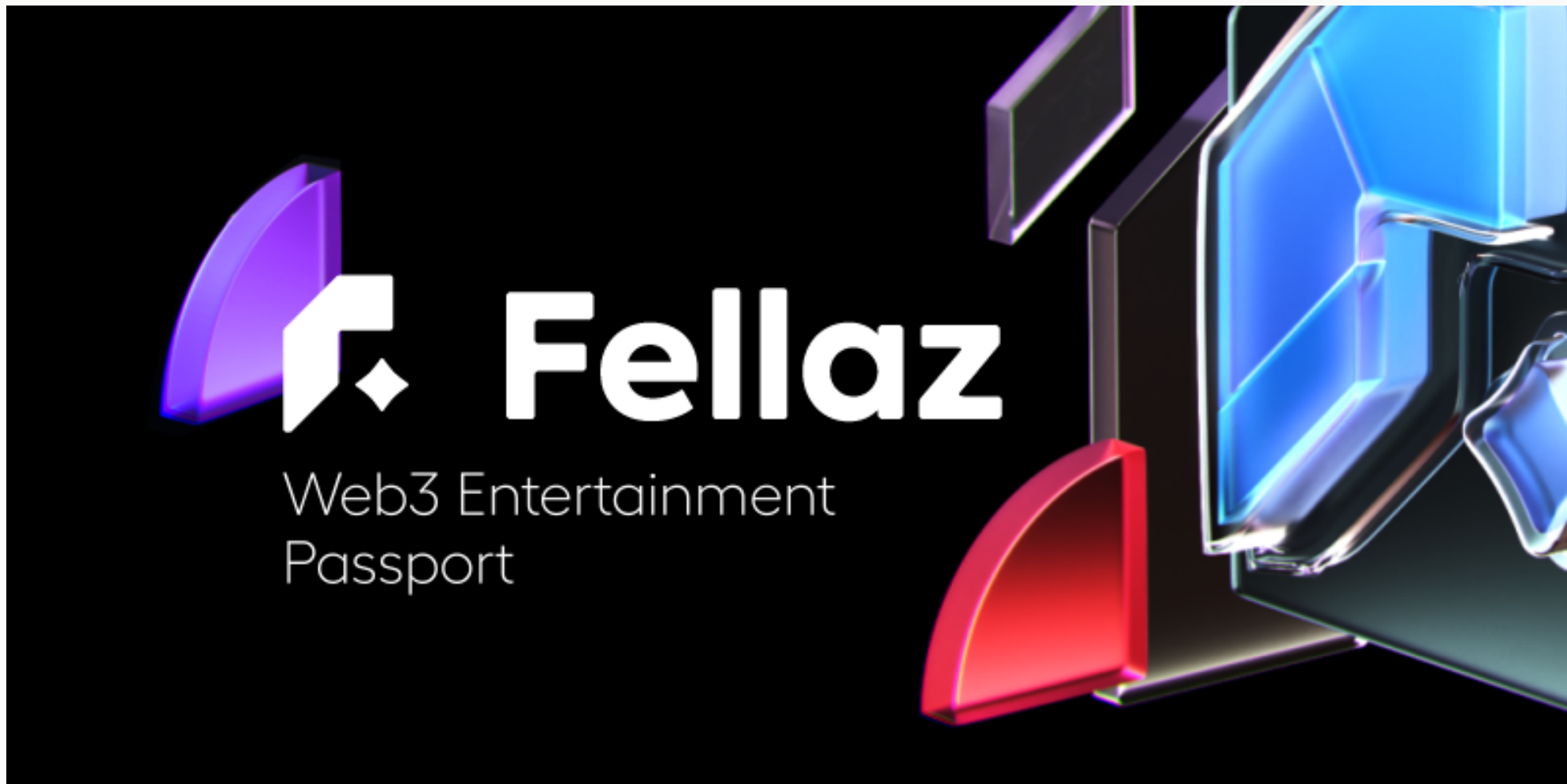
Fellaz is a Web 3.0 entertainment brand that is building a new ecosystem with blockchain and NFT technologies and decentralized values. It realizes ownership in the form of Web3 through NFT membership and provides NFT ticketing services and token reward systems in connection with actual events such as performances, festivals, and parties. Fellaz works with a range of global entertainment IPs and brands to help traditional entertainment and lifestyle businesses transition to a longer-term Web3 business model.

D6. Alliance Partner 4:Delica - https://delica.io

Delica is a NFT project to gather anyone interested in the gourmet culture, which was often inaccessible because it is limited to a certain group of people, and to expand the ecosystem by creating new and colorful gourmet trends.With the slogan "All together, more delicious!" we would like to lead the gourmet culture with each leader group representing the Delica community.On December 9, 2022, Delica's Christmas Gift was minted for a limited amount of 1,000 NFTs, and based on the utility provided through Poing, it offered restaurant reservations that are difficult to book during Christmas and year-end seasons as a Delica membership benefit.

FAVOR Tokenomics

A. Overview

LP & Airdrop
0.33%

Incentive Vault
12%

Team
15%

Ecosystem
16.17%

FAVOR Alliance Vault
56.5%
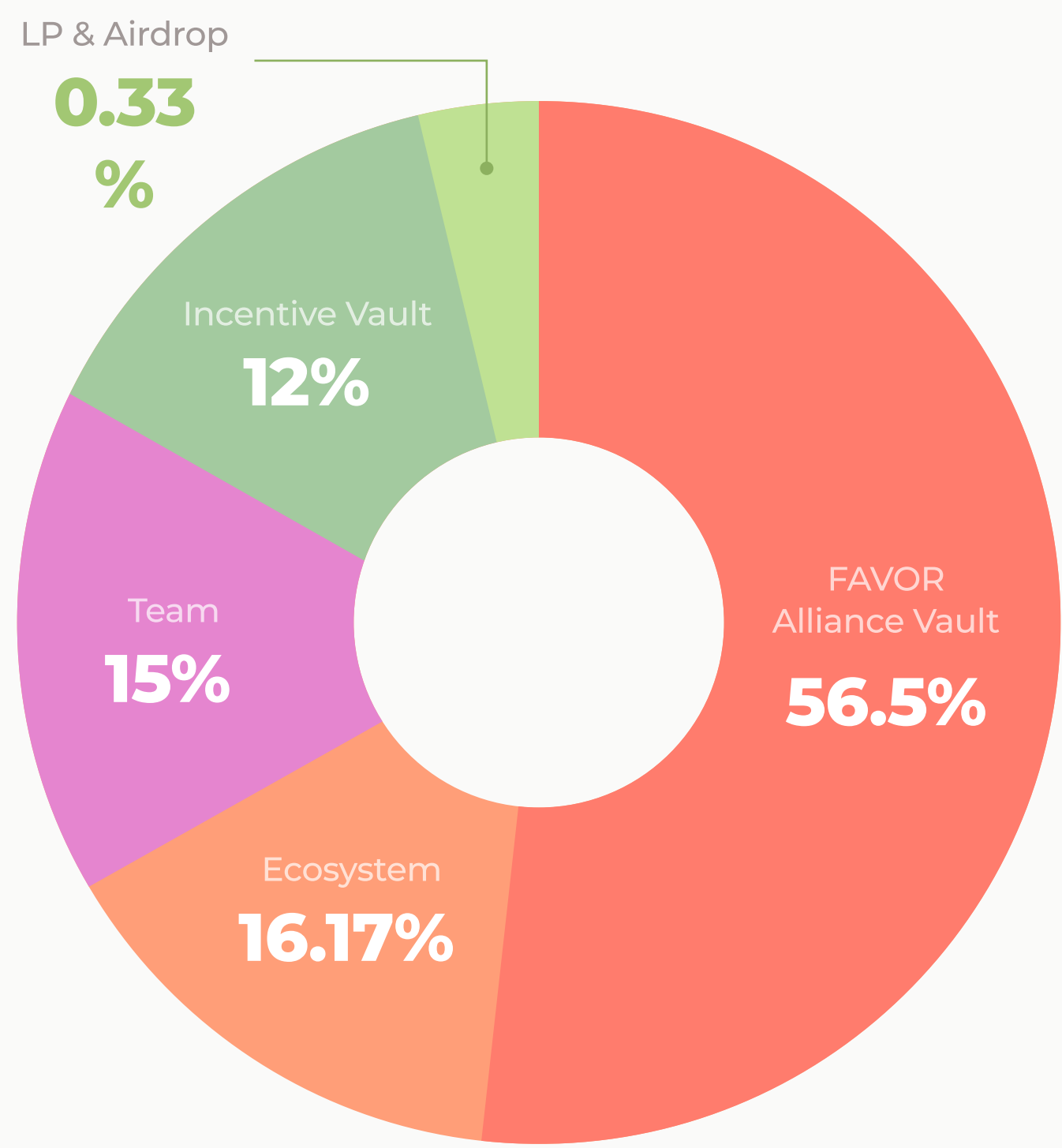
FAVOR has a total 300,000,000 amount of issuance. A detailed distribution and criteria of lock-up is just the same as below.

B. Token Distribution

FAVOR Alliance Vault (56.5%)

Alliance Vault occupies the largest portion of FAVOR Tokenomics. It has been allocated to support projects and activities for participants in the FAVOR ecosystem, as well as for the operation of the FAVOR Alliance itself. Assigned to increase the number of participating projects and participants engaged in continuous activities or acting as contributors.

Ecosystem (16.17%)

Ecosystem quantity will be used for creating FAVOR Alliance ecosystem. It will be used for new project onboarding to expand FAVOR ecosystem and marketing to secure users of FAVOR ecosystem. The distribution will take place for 6 years from TGE.

Team (15%)

Allocated and used for FAVOR team incentives. Distributions are made over a 9-year period from the TGE.

Incentive Vault (12%)

Incentive Vault is assigned to support DApp creation and operation within the FAVOR Alliance, as well as to operate directly on ecosystem boosting. The distribution will take place for 9 years from TGE.

LP & Airdrop (0.33%)

Will be used for the initial liquidity supply and airdrop.

– **LP (80%)**

   Part of $FAVOR will be provided to initial liquidity suppy to prevent the large slippage of initial DEX swap. The initial liquidity is provided through Definix's FAVOR-oUSDT LP, FAVOR-SIX LP, FAVOR-FINIX, FAVOR-KLAY pairs. Due to FAVOR->FAVR rebranding eliminated the liquidity previously supplied, and the quantity is in use for CEX liquidity supply.

– **Airdrop (20%)**

   FAVOR's initial liquidity supply was through DEX Definix. In commemorate this, the following airdrop was given to FINIX long-term staking holders, the governance token of Definix.

C. Buyback and fund accumulation management of FAVOR

Resources of FAVOR burning are used not only for simple burn of FAVOR owned by Foundation, but also for fund accumulation and operation of additional FAVOR generated through the FAVOR Alliance's projects.

1 Fund generated from the NFT project

   - Activities suitable for each project (advertising IP, etc.)

2 Part of the secondary transaction fee

3 Collaborated minting with FAVOR Alliance

4 Use in Metaverse journey for each project and usage in Metaverse

5 Offline affiliation through advertising products in Metaverse

Roadmap

2022 04. Issue FAVOR Token & list on DEX

2022 05. List FAVOR on CEX

Launch Xclusive Drops, the NFT marketplace with FAVOR utility

Initiate Metaverse Universe of FAVOR Alliance
- Sunmiya Club NFT Project joins FAVOR Alliance
- HAPPIER TOWN NFT Project joins FAVOR Alliance

2022 06. Launch Xclusive secondary NFT marketplace with FAVOR utility

Launch FAVORLET, the wallet service with FAVOR exchange/utility feature

2022 3Q. Expand FAVOR Alliance (on-offline)

Deploy FAVORLET IOS ver.

Launch Xclusive NFT Marketplace Launchpad : FAVOR utility expansion

Launching Xclusive NFT Marketplace Launchpad: Expanding Favorite Usage

2022 4Q.

FAVORLET Wallet Enhancement (with FAVOR utility)

- Add the launchpad minting feature on Xclusive Marketplace
  via FAVORLET NFT Wallet
- Integrate FAVORLET NFT Wallet into Xclusive NFT Marketplace
- Add the NFT trade feature on Xclusive via FAVORLET NFT Wallet
- Add Multi-Chain (Ethereum, Polygon) on FAVORLET NFT Wallet
- Add Multi-Chain (Polygon) on Xclusive NFT Marketplace

2023 1Q.

FAVOR 2.0 White Paper Open

FAVORLET
- Expand use cases for offline festivals and events
- Develop NFT verification Scanners for corporations

Xclusive
- Expand Launchpad for FAVOR Alliance NFT projects
- Apply the Dynamic Metadata of Gen2 solution

HODLERS MARKET
- Develop an exclusive marketplace for NFT merchandise

2023 2Q.

FAVORLET
- Expand NFT Unpack feature and chain
- Launch NFT verification Scanners for corporations

Xclusive
- Expand NFT Unpack feature and chain

HODLERS MARKET
- Launch an exclusive marketplace for NFT merchandise

2023 3Q.

FAVOR Alliance Expansion & Supports

FAVORLET
- Develop Wallet Connect feature
- Apply the Dynamic Metadata of Gen2 solution

Xclusive
- Develop NFT Publishing Solution

2023 4Q.

FAVORLET
- Launch Wallet Connect feature

Xclusive
- Launch NFT Publishing Solution

Team

FAVOR is a token issued by Fingerlabs Global Pte. Ltd. Fingerlabs Global is composed of experts with more than 4 years of know-how in the blockchain industry.

FAVOR is designed based on the experience of the blockchain industry, and will form a FAVOR Alliance with NFT projects to make business connections.

Partner

CRYPTO

SiX network	THE SANDBOX	X Star X Ventures Blockchain Accelerator
Fellaz	Krust	GALAXIA
HAVAH	Swapscanner	DOSI
Chainlink	GROUND X	D'CENT

OFF BUSINESS

FSN	ABYSS COMPANY	Gmarket
Wavebridge	THE HYUNDAI SEOUL	dingo
VIVE STUDIOS	BOOSTERZ	LOTTE Homeshopping
POINO	emart24	WEMADE PLAY

Disclaimers and Risk Factors for Investment

The purpose of this whitepaper is to provide information on the business model, technology, etc. of FAVOR to those interested in the FAVOR token. The whitepaper is based on the status at the time of preparation, and the Foundation does not guarantee that any content is accurate or appropriate, including the conclusions, schedules and achievements of the project on the roadmap for the future. The contents of this whitepaper may be changed depending on the policy and decision-making of the FAVOR(FAVOR), and the latest version takes precedence over the changes. In addition, the information or analysis contained in this whitepaper does not include encouragement to you to participate in this project.

This whitepaper has not been reviewed or approved by regulatory authorities and the publication, distribution or dissemination of this whitepaper does not imply that it has complied with all applicable laws or regulations. In some cases, the publication, distribution, and dissemination of this whitepaper may be prohibited or restricted by applicable laws and regulations. In addition, regulators may restrict the ownership, use, and retention of FAVOR tokens, and their actions may affect the sale and use of FAVOR tokens.

The information contained in this whitepaper can be translated into other languages from time to time, or used in communicating with multiple participants. We inform you that there may be changes or misinterpretations in this translation or communication process, and since the Korean whitepaper posted on the website has the highest priority, the investor is responsible for confirming the whitepaper with the highest priority.

This whitepaper contains a description of future planning and implementation at this point in time. These future plans are expressed using words or phrases such as "could," "will," "aim," "expected," "goals," "forecast," "intention," "plan," "found," "believe," "potential," and "continued," and based on assumptions and analyses of the foundation's experience, current situation, future development, and other factors that we believe as reasonable. However, there are risks and uncertainties in the content, and the results and performance of the actual FAVOR may differ from future plans.

You may lose your FAVOR token, etc. due to private key loss to your digital wallet. If access to a private key is not possible due to loss, destruction, or damage, holders such as FAVOR tokens may not be able to access blockchain-based digital assets, and FAVOR cannot restore them. Defects, vulnerabilities, or other problems inherent in the smart contract can cause technical problems or loss of tokens.