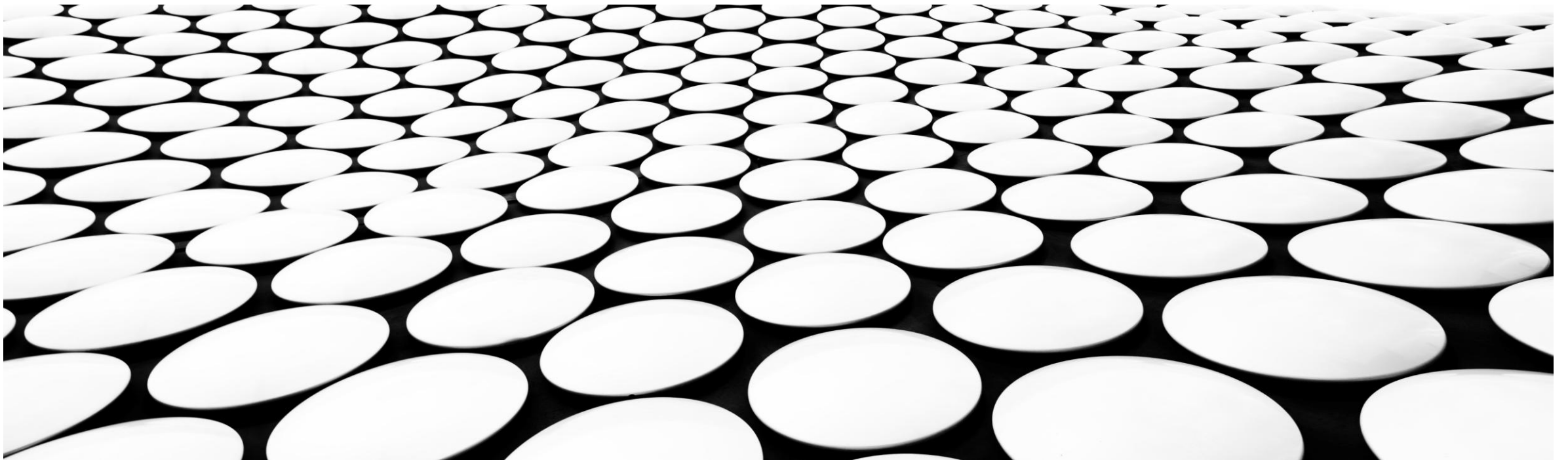




MAKE CUSTOMERS FALL IN  WITH YOUR BUSINESS

PROJECT NAME : FAIRFACE
TOKEN NAME : FAF TOKEN

WHITE PAPER – V2.2



OVERVIEW

- Fairface is a popular business review platform **launched in February 2018** to collect genuine customer reviews of businesses.
- Fairface helps **collect and publish reviews** for business and give the business an opportunity to showcase what their loyal customers have to say about them online. Fairface platform provides businesses the rights to collect and publish reviews on their websites. Businesses can also send invites to their customers for feedback using our sophisticated integrated invitation dashboard.
- To **increase user engagement** Fairface **introduces FAF tokens** as a **reward to the customers** when they write the review. Fairface powered by FAF tokens will soon implement the first of its kind **decentralized data-driven review network**.
- This Decentralized network will also integrate reviews from other websites which can be referred as a **single source point** for customers.
- Fairface **Decentralized B2C network** platform powered with FAF tokens will provide **Verified, Validated, Trustable** customer reviews to the world.



PAIN-POINTS THAT THE PROJECT IS TRYING TO SOLVE?

- Our goal is to resolve Fake reviews. Fairface Decentralized B2C network platform powered with FAF tokens will provide Verified, Validated, Trustable customer reviews to the world.
- Our experience shows, after multiple reminders, less than 5% of customers write reviews on Businesses. Although their service is high quality, Businesses try very hard to collect reviews from all customers. So, Fairface **introduced FAF tokens** to reward customers who write reviews up on invitations. We **expect 90%** of customers will write reviews if they have been rewarded.



COMPETITORS

- We will be the **first in this space** who will be implementing review platform on **DiFi network** and **reward customers who write reviews** on invitations.

Current competitors **with out DiFi** are:

- google reviews
- Trust Pilot
- Just Dial
- Trip advisor
- Reviews.co.uk
- Other review platform

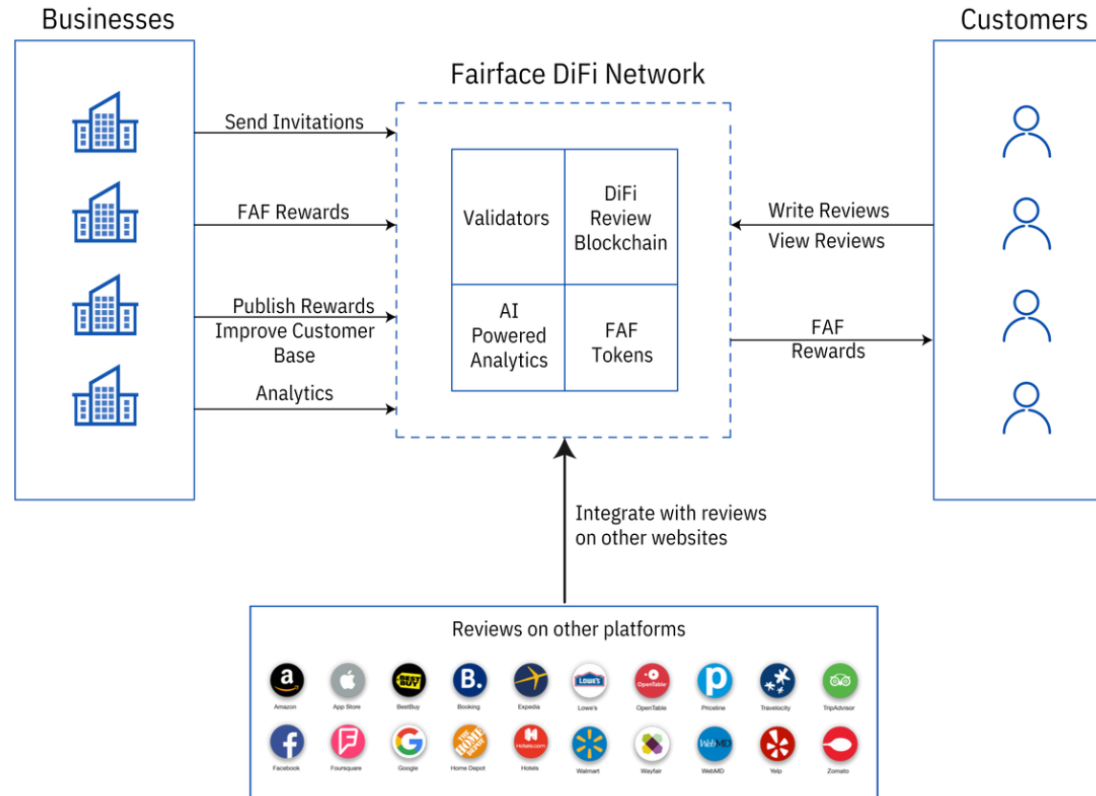


TECHNICAL CHARACTERISTICS AND ITS BUSINESS MODEL FEATURES

- In **Phase-1**, to increase customer engagement Fairface (with 100000+ business customers) will **reward FAF tokens** when customers write the review on business **invitations**. This phase will **add new customers to the Crypto echo-system** to redeem their tokens.
- **FAF tokens** will be accepted as a **payment method** along with existing Fiat currency option on **Fairface paid plans**, Businesses will get better **discounts if paid in FAF tokens**. This phase will **create demand for FAF tokens** from the business customers.
- In **Phase-2**, Fairface **Decentralized** network platform will provide **Verified, Validated, Trustable reviews** to the world. This Decentralized network will also integrate reviews from other websites which can be referred as **single source** point for customer reviews.
- Rewarding **experts participating** in product reviews with FAF tokens.



Fairface Powered By FAF Tokens On DiFi Network



DETAILED PROJECT ROADMAP

■ April 2022 - March 2023

- **Implementation of FAF token** on Fairface platform after listing on Exchange.
- FAF token **Announcements, marketing** to existing customers on Fairface platform.
- Start **rewarding FAF tokens** to the customers who write reviews by invitations.
- Start of **Blockchain development**.

■ April 2023 – June 2023

- Start accepting **FAF token as payment** method alongside with Fiat currency.
- **Increasing team** in Technical, Sales and Marketing departments in UK, Europe and India.
- **Staking to raise more funds** for operations.

■ July 2023 – December 2023

- **Migration and implementation** of Fairface on the new DeFi review network on 4-nodes.



DETAILED PROJECT ROADMAP

- New AI analytical tools.
 - NFT Development to cover products.
 - Technical development and support for new features.
 - Expand presence to other regions by opening new offices. (Priority would be to enter into USA, Singapore, Hongkong countries)
 - Farming to raise more funds for operations.
 - Business Partnerships for FAF adoption.
- **January 2024 to December 2025**
 - Technical development and support for new features.
 - Expand presence to other regions by opening new offices. (Africa, South America)
 - Farming to raise more funds for operations.
 - Business Partnerships for FAF adoption.



TOKEN INFORMATION



CERTIK

AUDITED

FAIRFACE - CERTIK SECURITY LEADERBOARD

PROJECT NAME: **FAIRFACE**

TOKEN NAME : **FAF**

TOKEN SYMBOL: 

TOKEN TYPE : **BEP20**

TOTAL SUPPLY : **2,000,000,000**

CURRENT CIRCULATING SUPPLY: **TBA**

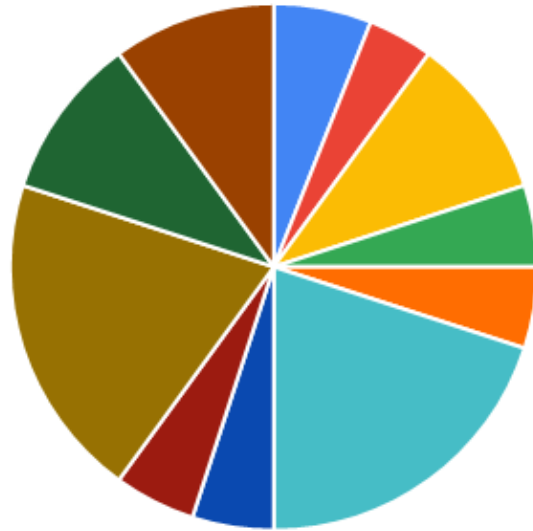
CURRENT MARKET CAP: **TBA** (IEO Price 1 FAF = 0.055 USDT)

TOKEN SMART CONTRACT ADDRESS: <https://bscscan.com/token/0xe65313B085258a671d044F7Ad9D9fcd514c5d9e9>

PROJECT CODE (GITHUB) : <https://github.com/dakshifintech/Fairface/blob/main/Vesting.sol>



TOKENOMICS (60% TOKENS VESTED)



- Pre-Sale
- Staking
- Reserve Liquidity
- Community dev
- IEO
- Farming
- Exchange Liquidity
- Ecosystem & Marketing
- IDO
- FAF Global
- FAF Team

FAF Token Release Schedule

Token Owner	Number of FAF tokens	Percentage of Supply	Lock-up Schedule
Stage A,B - Pre Sale	120,000,000	6%	-
Stage C - IEO Sale	80,000,000	4%	-
Exchange Liquidity	100,000,000	5%	-
IDO	200,000,000	10%	-
FAF Global	400,000,000	20%	(0% /25% /25% /25% /25%) at the end of (Yr1, Yr2, Yr3, Yr4, Yr5) after listing date
Ecosystem & Marketing	200,000,000	10%	(1/60th) every 1 month over 5 years following listing
FAF Team	400,000,000	20%	(0% /20% /20% /30% /30%) at the end of (Yr1, Yr2, Yr3, Yr4, Yr5) after listing date
Community Development	200,000,000	10%	(1/60th) every 1 month over 5 years following listing
Reserve Liquidity	100,000,000	5%	Perpetual
Staking	100,000,000	5%	-
Farming	100,000,000	5%	-

TOKEN ALLOCATION

FAF Global

The owner of the Fairface project, the operator of funds obtained from the sale of FAF tokens. The funds guarantee the project development, administration (license, legal services, security, and economic audit of the company in accordance with the reporting standard of the organization in Estonia), maintenance of personnel, foreign representative offices, and project development. The company will undertake a number of activities to build partnerships, implementations, and analyze risks that affect project development.

Marketing

A set of marketing activities presenting the value of the project, its usefulness and its possible implementations. In the first period of marketing and promotional activities, target markets will be covered for the purposes of creating a recognizable brand with function identification and value for FAF token. The opening of offices - representative offices in different countries that will market and obtain partnerships, which is a key for community expansion.

Team

Securing the team in the company. Allocation for the team will allow us to keep a team that is attractive in the labor market. The basic team is 40 people and the expected team size in the first year would be around 100 people.



KEY ANNOUNCEMENTS

Event

Introduction of FAF token on Fairface platform.

Weekly news on customers receiving FAF token for writing reviews.

Introduction of FAF token as payment option.

Weekly news on number of businesses using FAF token for payment.

Listing on Top exchanges.

Implementation of Fairface on Blockchain Defi network.

Partnerships with other review platform to integrate FAF token.

Expansion in new countries

New Technical releases on blockchain



LEADERSHIP



Anand Venkataiah, CEO & Founder <https://www.linkedin.com/in/anand-kumar-v-95629a9/>

Over 20 years of experience with a demonstrated history of working in emerging technologies, services industry, educational and Finance industry. Delivered various projects on blockchain to clients. Experience in building and successfully running Saas (Software as a service) businesses globally.



Tim Brolly, COO <https://www.linkedin.com/in/tim-brolly-223003ab/>

More than 25 years of experience in the field of blockchain projects and emerging technologies, Media, Education industry. Tim worked in the roles of Operations Director, Business development, Sales, Marketing and Public relations.



James Mburu, CFO

Professionally qualified expert in finance and accountancy auditing and corporate finance. Former CEO of an international organisation affiliated to USAID and finance team leader in Washington DC government. Having over 30 years of experience in banking and finance in the roles of internal Auditor, Financial Analyst and Chief Financial Analyst and Chief Financial Officer. James also gives guest lectures in international business, finance, and economics in various UK universities.

WHERE FUNDS WILL BE USED ?

- Increase team capacity in marketing, sales and technical department
- Blockchain development
- Opening new offices in different regions
- Events & Promotions
- Media publications
- Partnerships



FINANCIAL PROJECTION

Year	FAF Transactions/month	Number of Business Paying with FAF	Revenue in USDT
2022	1,000,000+	10,000+	20,000,000+
2023	2,000,000+	25,000+	40,000,000+
2024	5,000,000+	50,000+	75,000,000+
2025	10,000,000+	100,000+	100,000,000+

** Note: These are projections subject to change not actual figures.



SOCIAL MEDIA COMMUNITY

- Twitter : <https://twitter.com/Fairfacereviews>
- Twitter : <https://twitter.com/FAFToken>
- Facebook : <https://www.facebook.com/faftoken/>
- Instagram : <https://www.instagram.com/faftoken/>
- Telegram : <https://t.me/fairfacereviews>
- Telegram Announcements : <https://t.me/+tz20lqPz4EMzMGnk>
- Discord : <https://discord.gg/vFfxmuzpMQ>
- YouTube : https://www.youtube.com/channel/UCubqWup1weIEGlvq-wt3_yA
- CMC : <https://coinmarketcap.com/currencies/fairface/>
- CoinGecko : <https://www.coingecko.com/en/coins/fairface>

MEDIA PARTNERS



Congrats on making it to the end!

Thank You !

Email: info@fairface.io



TOKEN INFORMATION: WWW.FAIRFACE.IO

UTILITY INFORMATION: WWW.FAIRFACE.COM



LEGAL DISCLAIMER

You should carefully consider the risks involved in purchasing and holding digital currencies and also the risks described below, as well as the other information included in this FAF token White Paper (the “White Paper”) and in website (the “Website”), before you decide to use any of the information herein and/or purchasing the Fairface FAF tokens (FAF), and/or attempting to use them Fairface platform. For further information, please carefully read the Legal Considerations, Risks, and Disclaimers in the Website which constitutes an integral part of the White Paper.

This White Paper is meant to provide the reader with general information regarding the FAF token and its usage on Fairface platform (the “Platform”). It is meant to inform the current design and/or planned design of the Tokens and its implementation on the Platform. This White Paper is informational only and does not represent any commitment to you, the reader, of any of the current or future designs or functionality of the Tokens or the Platform. Moreover, this White Paper is not a solicitation to purchase the Tokens or any other instrument.

Purchasing the Tokens and/or NFTs involves considerable risk. The Tokens may become worthless and the Platform may not meet your needs. No purchases can be refunded or exchanged. Do not purchase the Tokens with money you cannot afford to lose. There is no guarantee that the utility of the Tokens will meet your needs or expectations.

If you purchase the Tokens you are inherently assuming the risk of its loss of value from the time of the purchase, and you are agreeing that the Tokens’ future functionality might be all they are ever capable of doing. If you purchase any of the Tokens you agree that you have no recourse and you will not assert any claim, action, judgement or remedy against Fairface (its offices, owners, employees, agents, advisors, affiliates, distributes, group companies, and subsidiaries) if the Tokens loses value, the Fairface Platform ceases to function, or if the Platform does not ultimately meet expectations.

If you are uncertain whether to purchase the Tokens in light of these disclaimers or legal notices contained herein, or if you are concerned about the loss of any money you use to purchase the Tokens we strongly urge you not to purchase any Tokens.

We recommend you consult legal, financial, tax, technology and other professional advisors or experts for further guidance before purchasing the Tokens. We cannot provide you any of the foregoing advice. Accordingly, you are strongly advised to take independent legal advice in respect of the legality in your jurisdiction of your purchase of the Tokens.

The Tokens are not shares or securities of any type. The Tokens exist to facilitate your use of the Platform. They are not investments; there is no promise or expectation that they will increase in value; they are valuable only insofar as they are designed to work within the Platform, if at all.

