FortunX - Web3 loyalty & cashback
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CONTENTS

ABSTRACT **2**
DISCLAIMER **3**
1. EXECUTIVE SUMMARY **4**
Our objectives: 4
2. INTRODUCTION **4**
2.1. Background 6
2.2. The problem we are solving 6
2.3. Our solution 7
2.4. Reward tiers 8
2.5. Why is our solution suitable for users and brands? 9
3. PRODUCT & TECHNOLOGY **9**
4. TOKENOMICS **11**
4.1. Total Token Distribution 12
4.2. Project earnings 12
On-Chain 1% Utility Fee 12
Off-Chain Revenue 12
5. TOKEN UTILITY **13**
6. ROADMAP **14**
7. TEAM **15**
8. VALUE CREATION **16**
8.1. Global access 16
8.2. Private growth 16
7. SUMMARY **17**

ABSTRACT

We're at the dawn of a new financial era and on the brink of a revolution. In the 21st century, the most argued innovation so far is cryptocurrency - the new digital money.

As the internet completely changed the world, cryptocurrencies are changing the way we use and think about money. Crypto makes money usage easier, transactions faster, more secure and cheaper. A parallel can be seen between crypto and the internet bum. In both cases we saw a new, extreme technology that was not understandable by plenty of people but some saw big potential in it. The internet revolution made a clear point: nothing can stop innovations.

In our globalised world the financial system cannot comply with the only purpose for which it was created; to satisfy the needs of the economy. Too much power was given into the hands of few people and the financial system has become a self-centered financial casino not being an effective intermediator for the real economy as much as it did in the past (until the end of the 1970s). It moved towards profitability – instead of improving the payment systems – and started to take more risks using people's money, causing the financial crisis in 2008 that spread through the world. The loss of faith in financial institutions led to or at least accelerated the birth of cryptocurrencies.

FortunX believes cryptocurrencies will be part of everybody's lives and we are on a mission to accelerate this transition by offering an easy, free and automated solution for collecting crypto so no one gets left behind.

Our goal is to give a comprehensive picture of a new or alternative rewards system that can be a solution for companies and individuals to adopt and use a tokenized loyalty program.

DISCLAIMER

Please note, that FortunX is a work-in-progress project and new versions of the whitepaper might appear at https://fortunx.com/ as this might not be the final version. While we strive to ensure the accuracy of our Whitepaper, we do not take any responsibility for any missing information. For any suggestions please contact us at hello@fortunx.com

We intend to operate in full compliance with applicable laws and regulations so our initiatives described in this Whitepaper might not be available in all jurisdictions and might be subject to change.

This Whitepaper does not constitute any investment advice, financial advice, trading advice, or any other sort of advice from FortunX and its employees. Taking part and using our services are solely the users' responsibility. The expressed views, opinions are just ours but do not represent any official view. Please conduct your own due diligence and consult with your lawyer, tax advisor or seek help from any professional to fully understand the associated risks before making any investment decisions.

FNX token is solely a utility token and it's not being sold as a security. This Whitepaper isn't an offer, nor an investment advice to buy or use any financial service, product, or token in any jurisdiction.

Purchasing FNX tokens involves substantial risk and may lead to a loss of a substantial or entire amount of the money involved. Prior to purchasing, please carefully assess and take into account the risks involved, including those listed in any other documentation. Purchasers should only purchase FNX tokens if they fully understand the nature of our tokens and accept the risks inherent to it.

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1. EXECUTIVE SUMMARY

FortunX is a platform that tokenizes reward and loyalty programs, allowing crypto enthusiasts to collect and use crypto at global retailers with web3 technology.

We understand the challenges that come with trying to understand, buy, store and use crypto, and we are here to change that. Our platform removes the obstacles that have been preventing people from fully engaging with web3 technology and crypto.

We are also revolutionizing traditional loyalty programs. No more hundreds of point balances, expiration dates and redemption options. With FortunX, people will enjoy the freedom of collecting valuable, tradable crypto that can be spent anywhere, giving them the power to make their rewards truly their own.

Our objectives:

- Make it easy for anyone to earn and spend cryptocurrency in their everyday life
- Remove barriers and make it easy for everyone to join the crypto world without prior knowledge or risking their money
- Provide more utility to the entire crypto community by allowing users to collect rewards in various crypto tokens, not just our own
- Foster a new era of loyalty programs that are fair, transparent, and rewarding for everyone involved
- Contribute to the wider adoption of crypto and blockchain technology by providing a user-friendly, accessible, and exciting experience.

Our mission is to empower financial freedom by making crypto a part of people's daily lives.

We believe that by making it easy for anyone to collect crypto through loyalty programs, we can help remove the barriers that have been preventing many people from getting involved with the crypto space.

Fortune rewards the brave!

2. INTRODUCTION

Since Satoshi Nakamoto created Bitcoin, the first decentralized, peer-to-peer digital currency, cryptocurrency adoption has been growing rapidly, similarly to the Internet's adoption rate. Moreover, institutions and brands are starting to realize the potential of blockchain technology and started to invest human and financial resources to leverage the opportunity. Metaverse, GameFi, and Play-to-Earn are also getting a lot of attention from brands and people which is helping crypto awareness too. We believe brands will try to distinguish themselves from others by using crypto solutions and Shop-to-Earn models will gain more traction in the future.

Crypto is becoming mainstream and last year the global crypto population increased by +31%, rising from 425 million in January to 557 million in December. By the end of 2025, it is expected to reach almost 1 billion.

However, if the crypto industry wants to keep up this growth and live up to the above expectation then more projects need to focus on real-world solutions. The focus should not be just on gaining new crypto users but also on keeping them long-term and during bear markets.

Currently, crypto is mainly used to trade, stake, and transfer money but FortunX will bring this to a new level. Crypto natives can finally take advantage of their holdings in their everyday life by spending them on e.g. gift cards to save real money, while non-tech savvy newcomers can simply start collecting crypto and explore the power of blockchain over time at their own pace while we slowly pull them into crypto.

We are here to unite the power of blockchain and well-proven rewarding solutions into one ecosystem that will serve as a bridge between crypto and real life.

2.1. Background

FortunX was born out of a simple yet powerful idea: to bring cryptocurrencies into people's everyday lives and to provide more utility for the entire crypto community. Our vision is based on two key beliefs.

First, we strongly believe that cryptocurrencies are the future. They offer unparalleled security, transparency, and flexibility, and have the potential to transform the way we think about money and finance. We want to give everybody the opportunity to be part of this revolution, regardless of their technical knowledge, financial means, or geographic location.

Second, we are deeply frustrated by the state of customer loyalty programs in the digital age. Despite the booming growth of retail sales, most companies still rely on outdated and ineffective strategies to retain customers. Shoppers are missing out on valuable discounts, promotions, and cashback opportunities, while businesses are struggling to build lasting relationships with their clients.

At FortunX, we knew that there had to be a better way. We set out to revolutionize the loyalty program industry by leveraging the power of blockchain technology and cryptocurrency. Our platform connects customers with partners and brands, enabling them to earn, spend, and exchange rewards seamlessly and effortlessly.

Whether you are a seller or a buyer, we have your back. Our automated, free platform ensures that everyone benefits from each transaction, while we accelerate the adoption of cryptocurrency and build a more inclusive, transparent, and rewarding future for all.

2.2. The problem we are solving

The first problem that we are about to solve is the lack of accessibility and understanding of cryptocurrencies for the general public. Despite the growing popularity of cryptocurrencies and blockchain technology, many people still find it challenging to fully participate in this space. The barriers include a lack of knowledge, a confusing process of buying and storing crypto, limited use cases, and a steep learning curve that also requires risking funds.

The second problem is traditional loyalty programs. Customers often have to manage multiple loyalty cards or apps, each with its own separate point balances, expiration dates, and limited redemption options. This makes it difficult for customers to keep track of their rewards, and they often end up with point balances that are difficult to use and have little value. This makes the process of loyalty program participation complicated and also fails to drive customer loyalty, causing harm to retailers.

The majority of people take part in 15 loyalty programs but are only active in 7 of them. Furthermore, speaking of the Y and Z generation, they are not really taking part in point-based loyalty programs and if they are, a study shows that the Y generation would rather give their accumulated points to charities.

What do Millennials think about loyalty programs? According to a KPMG survey:

- 96% say companies should find new ways to reward loyal customers
- 69% agree that most schemes are too hard to join and/or earn rewards
- 81% say being a member encourages them to spend more with the company
- 61% prefer to donate their rewards to a good cause rather than redeem them personally
- 78% would switch to a company that offered a better program
- 55% feel they belong to too many loyalty programs

The already existing crypto cashback solutions are not user-friendly, they lack user engagement, and the process of receiving rewards is very slow. It should not take weeks to receive rewards, but minutes.

2.3. Our solution

Our goal is to make a safe, simple, and fun reward- and loyalty program using decentralized blockchain technology. Just by registering at FortunX, users will automatically take part in a multi-brand crypto loyalty program.

Through online shopping, users can earn rewards in FNX tokens which can be easily redeemed for discounts and gift cards. It can be staked to earn yield and enjoy higher benefits or converted to any cryptocurrencies or stablecoins.

For higher user engagement, gamification will be a key on the platform. This will encourage customers to interact regularly and form new habits.

2.4. Reward tiers

In order to motivate the users to collect or buy FNX, we will implement reward tiers. This will help to decrease customer churn, and the locked/staked tokens will enhance FNX growth. Each tier level will be defined by the $ worth of FNX tokens that are being locked by a user. The higher the tier, the higher benefits the user gets.

Bronze	**Silver**	**Gold**	**Platinum**
0$	500$	3500$	10000$
Up to 20% crypto cashback Earn crypto for watching ads	Up to 20% crypto cashback Earn 1,5x more crypto for watching ads 4% staking rewards*	Up to 20% crypto cashback Earn 2x more crypto for watching ads 7% staking rewards* Special discounts & deals Early access to new products Birthday gifts	Up to 20% crypto cashback Earn 3x more crypto for watching ads 10% staking rewards* Special discounts & deals Early access to new products Birthday gifts Exclusive Merchandise Welcome Pack (after 3 months)

*30 days lock period for staking, and 3 days to unstake.

2.5. Why is our solution suitable for users and brands?

In order to increase crypto awareness and adoption, we need products people can easily use without prior knowledge. Therefore, we are not just developing our solution for the crypto natives but for mainstream, non-tech savvy persons too.

Some user benefits include:

- Automatically earn free crypto when shopping and save money when redeeming crypto for gift cards and discounts.
- All-in-one platform to earn, redeem and convert FNX tokens.
- Gamified elements like leaderboard, tiers and price wheels.
- Wide range of rewarding activities e.g. shopping, video watching and surveys.
- Social impact by supporting good causes with donations.
- The first go-to solution for people who want to get into crypto. No prior knowledge is needed.

We will actively engage with our community on how we can improve the FortunX exosystem and implement the requested features.

Brands joining our platform will take advantage of the trending crypto space and its growing community. No need to hire professionals and spend millions of dollars to build a crypto strategy and its technical background. Just partner with us and share a commission if FortunX brings customers.

Some benefits for brands worth considering:

- Generate additional revenue by targeting crypto communities
- Gain new high-value customers through our platform and marketing activities
- Personalized and targeted campaigns and customer incentives to drive transactions
- Easily take part in the crypto world without any hassle and upfront cost.

With our solution, we aim to build a win-win platform both for our users and partners. The users can easily participate in a crypto-cashback loyalty program by earning FNX tokens, which can be used for getting discounts and trading on one platform. Partners can attract new and loyal customers and encourage them to shop more with personalized promotions.

3. PRODUCT & TECHNOLOGY

The FortunX platform consists of a unified crypto rewards system spanning multiple client interfaces - browser extension, web application and mobile app.

The solution is built on the Arbitrum layer-2 blockchain, benefiting from fast throughput and negligible gas fees while retaining Ethereum-level security.
Within FortunX experiences, users manage an integrated multi-currency crypto wallet enabled through partnerships with leading custodians. This grants simple access for collecting rewards, trading, and spending without needing an existing crypto wallet. Experienced crypto users can also use their own wallets when creating an account.

When users purchase at our partner brands we receive a commission that we distribute to users as cashback. Rewards are received in FNX or popular cryptocurrencies. The collected tokens can be swapped, staked for yield, or redeemed for discounts at participating retailers through exclusive FortunX offers.

When launching our mobile app, we will expand beyond e-commerce to also support brick-and-mortar purchases across Europe. This groundbreaking integration leverages open banking APIs to connect user bank activity with in-store crypto rewards.

The system is designed for simplicity - no crypto expertise is needed. This meets users where they are at, transforming raw interest into practical rewards-driven value with education and assistance available every step of the way.

4. TOKENOMICS

We are designing a community-owned and deflationary token with a buyback & burn mechanism which will be the backbone of our ever-growing ecosystem.

- Name: FortunX
- Token ticker: FNX
- Total supply: 300.000.000 FNX
- Network: Arbitrum (later multichain)
- Distribution mechanism: public sale through a custom fair launch model

4.1. Total Token Distribution

Unlike other crypto projects, we create real revenue through various channels which we share with our growing community.

Category	Supply	Details
Public Token Sale	10%	Allocated for the token sale to provide a transparent and fair opportunity for the community, investors, and partners to purchase FNX.
Community Incentives	40%	Reserved for cashback reward emission, beta test rewards, staking, and other incentives in the FortunX Ecosystem.
Growth Fund	10%	Allocated for market liquidity, DEX & CEX listings and other expansion efforts.
Marketing	5%	Reserved for marketing purposes, airdrops, KOL partnerships and co-marketing efforts with partners & projects.

Ecosystem	8%	Allocated for Partnerships, Research & Development, Legal and Audits. 6 months cliff with linear vesting over 3 years.
Founders & Team	15%	Tokens vested over 3 years with a 6-month cliff, ensuring the commitment and dedication of the core team.
Investors & Advisors	7%	Reserved for potential future investors and advisors, with tokens vested over 18 months with a 6-month cliff starting from the onboarding date.
Reserve	5%	Allocated for reserve.

4.2. Project earnings

Our goal is to create a thriving ecosystem that benefits both our users and token holders. Our mission is to reward our users while generating sustainable value for our token holders. To achieve this, we have implemented several mechanisms in our tokenomics that ensure the long-term success of our platform.

To help maintain the value of the FNX token, we have designed the following distribution plan for our protocol revenues.

On-Chain 1% Utility Fee

On-chain revenue will be generated through a 1% utility fee on all on-chain transactions within our ecosystem. This includes transactions such as cashback withdrawals, swapping, redeeming, and staking. The generated utility fee will be shared 100% with FNX stakers, helping to incentivize staking and support the value of the token.

Off-Chain Revenue

In addition to the on-chain utility fee, we generate revenue from our off-chain activities. We receive a percentage of the purchase value from our brand partners when users shop with them and receive FNX tokens as cashback.

We are committed to returning the full amount of cashback rewards we receive from our partners back into the ecosystem.

The off-chain revenue will be used as follows:

- Quarterly, 30% of the revenue will be used for buying back FNX tokens on the secondary market to burn them.
- Quarterly, 70% will be used to offer incentives like APY boosts and perks like gift cards, discounts, coupons, and vouchers that are redeemable for FNX tokens.

We're going to implement additional revenue streams in the future, such as premium memberships and advertising, which will further grow the ecosystem. We will also build and enhance partnerships among crypto projects by incentivizing our users to use their solutions or services like buying NFTs or trading on specific DEXs. These additional revenue streams will ensure our platform's continued growth and sustainability.

5. TOKEN UTILITY

The FNX token serves as the backbone of FortunX's ecosystem, powering several functions and offering a wide range of utilities on our reward platform.

FNX token benefits include:

- cashback and staking rewards
- means of payment for gift cards & discounts
- unlock memberships to enjoy extra benefits
- token rewards for engagement such as watching ads and browsing content
- brands seeking to promote their products or services on our platform can enjoy discounted rates by making payments in FNX tokens

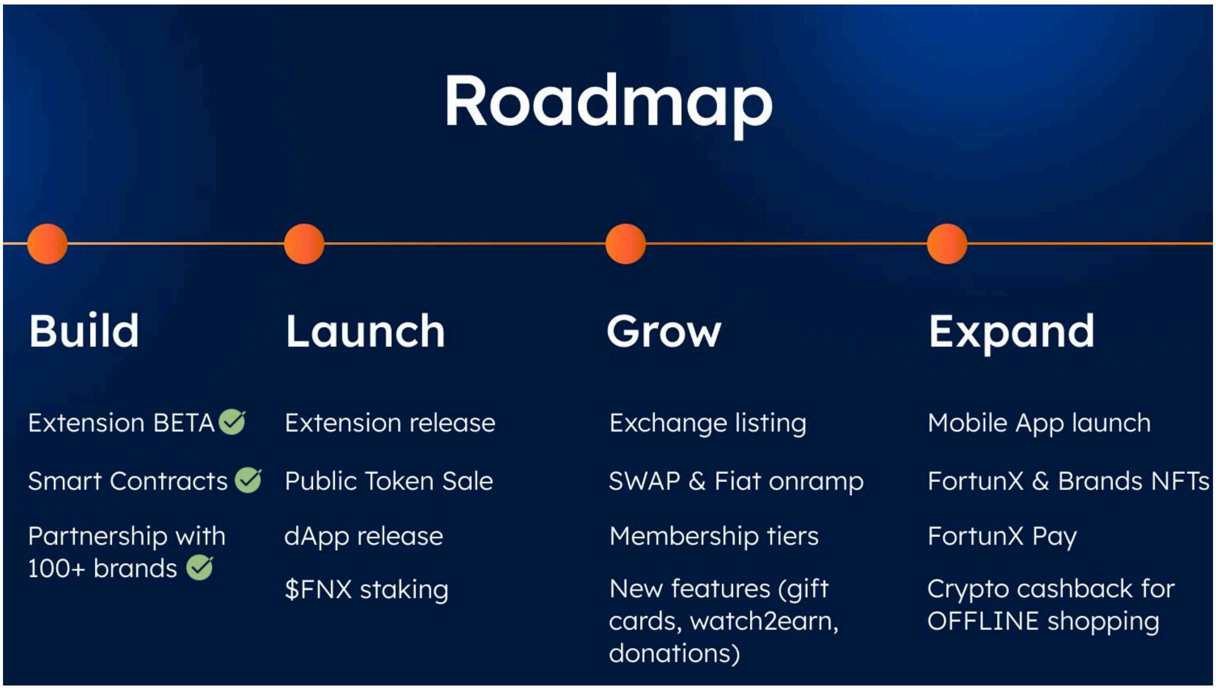
By onboarding more users and partners, the utility will always grow. We will implement real-life use cases in our rewarding economy, introduce OFFLINE shopping support with open banking technology and FortunX Pay in the future.

6. ROADMAP

With our long-term plan, we aim to make FortunX the №1 reward & loyalty platform in Europe and in the Web3 space.

In 2023 as a team, we've been focused on setting a solid base for FortunX without seeking funding. This has included the following:

- Business Plan & Whitepaper
- Website launch & Waitlist & Social Media
- Partnerships
- Prototyping & Product MVP
- Startup Accelerator program
- Team & Mentors
- Company creation: ThanX Digital Solutions Ltd.



7. TEAM

Roland Lesku - CEO & Co-founder
4 years of experience in information technology sales at companies like Canon and Flex. Early FinTech adaptor and crypto enthusiast.

Krisztián Lesku - COO & Co-founder
Experience in the Financial Services industry at Wise (formerly TransferWise). Wrote his thesis about crypto (Cryptocurrencies - The dawn of a new financial era) in 2018 and took part in various crypto projects since then.

Krisztián Barta - Full-Stack Blockchain Developer
Multiple ETHGlobal hackathon participant and experience working with web3 companies like Moralis, QuickNode and Lens Protocol.

Satyam Modanwal - Community Manager
IT professional, crypto enthusiast, and social media manager for crypto projects with 3 years+ of experience.

External developers
A group of veteran full-stack developers with 10+ years of experience in developing web apps and databases.

Maurice Deuss - Advisor
10+ years at Flex as a Business Development Director and CEO of crypto project Turu Global.

Miklós Kovács - Mentor
CFO & COO at Antavo Loyalty Management Platform with clients like KFC and BMW.

Margó Kohanecz - Mentor
Strategic Management and Digital Marketing Consultant.

8. VALUE CREATION

We, at FortunX, are creating value for both the merchants and our users. Both can tap into the world of cryptocurrencies at no cost and without barriers by using or partnering up with us. Getting into crypto has never been easier!

8.1. Global access

Our service and token are available for everybody, anytime and from any part of the world so it can serve as a new global reward system for individuals and SMEs as well. Our users can bypass barriers, challenges and costs of investing in crypto as the usage of FortunX can be a potential solution for collecting free crypto.

8.2. Private growth

The usage of cash is declining in several countries while the rise of cryptocurrencies is challenging the banking system and disrupting the way we use money. Now, finally, there is pressure on the banks to innovate their outdated infrastructure and develop a more efficient and faster payment system. This is happening in the EU via the introduction of open banking which benefits we will harness.

At FortunX we intend to simplify and cheapen loyalty programs with the power of blockchain technology and cryptocurrencies. If more money would be in the individuals' pockets, it could open the way for private growth.

7. SUMMARY

Building customer loyalty has always been a central issue for companies and a crucial factor for users as well. Loyalty programs were evolving through the centuries and the most important thing was to serve the needs of retailers and customers via efficiency, acceptability, simplicity and usability. The difficulties of participating in loyalty programs need to be abolished, and we think cryptocurrencies and blockchain technology can have an important role in it.

In spite of the warnings and attempts to scare people away from cryptocurrencies, the market is continuously reacting differently. It goes contrary to the predictions and assumptions as more people tend to use them. We believe cryptocurrencies will be the mainstream currencies after the world sees the potential behind this relatively new technology.

Our goal is to boost adoption by providing a low-threshold, simple and free way of collecting crypto for the users, while also keeping in mind the needs of retailers by providing a new way to address the crypto generation via a revolutionised loyalty program built for the consumer society.

There is a saying that *"Bitcoin will do to banks what email did to the postal industry."* We are on the exact same mission, but FortunX is revolutionising loyalty programs with the power of blockchain technology and cryptocurrencies. Join our mission and make history with us!