

A subscription-based social network based on blockchain technology. Only cryptopayments, anonymous profiles and NFTs. Buy \$HAPPY, our deflationary token.

Litepaper 2021

Token: HAPPY

Reshaping **creators** and **fans** relationships

BRIEF

With the spread of broadband and social networks on a global scale, the market that has emerged has polarized its interest in developing new business models that could respond to the new demands of the players involved.

These business models provide **commissions for content creator users, financially supported by their followers who are encouraged to make donations.**

These types of models have been implemented and adopted by industry giants, such as YouTube or Twitch, in which content creators generate their profits through their notoriety on the platform, the economic support of their community, or through ads.

This category of content creator, defined as "influencer," manages to capture and focus the attention of their followers - through their content - and to monetize it, by moving a market that grows exponentially, year after year.

The strength of this type of system is the symbiotic relationship between the content creator and the platform: as one grows, the other grows and vice versa. The interest of the content creator, therefore, also becomes that of **promoting the platform in order to increase their business**, guaranteeing a two-way view of interests. Also, the platform does not preclude the content creator from being able to work with other similar systems at the same time (e.g., Live on xxxxx and on Twitch), by creating an interchange of users between the involved platforms (e.g., "follow me here and here").

Even in the adult market, **content creators are now seen as real celebrities to follow and who create trends**, so much so that we are witnessing almost daily the birth of cam girl platforms and sharing of adult content, paid by the platforms themselves.

One of the main problems of these business models is certainly related to payments. Recently, for example, we have witnessed the decision of two of the largest giants - in terms of online payments (Visa and MasterCard) - to **no longer support some of the largest adult channels and sites in the world, creating an irremediable rift in terms of trust in the world of content creators in the sector.** This phenomenon has triggered a domino effect, developing a series of problems that have emerged in the short term - typical of any phenomenon that blows up in a short time - such as, for example:

- Entering credit card information
- Problematic commissions with payment systems
- Problems for content creators with point commissions
- Donations from fans delayed over time with obvious problems of cash flow

PROPOSED SOLUTION

- Instant compensation for content creators (eliminating cash flow issues)
- Possibility to create NFTs for exclusive videos and photos and to implement auction systems for their sale
- Possibility of login via NFT, completely anonymous
- Immediate donations from fans
- Unlockable content with certain donations
- Season tickets and VIP areas
- Quick and easy access to content monetization

WHAT IS HAPPY FANS?

HappyFans is the first decentralized social platform based on blockchain, with **fast transactions and very low fees that allows unlockable content, donations and NFT marketplaces for the content creator market, revolutionizing the market.**

Privacy is very important for HappyFans, so much so that the beta version will allow innovative **login via NFT**, without having to leave your data on the platform (Mail, Password).

HappyFans provides a **rewards system for token holders**, with constant redistribution of the platform fees.

The use of cryptocurrency and blockchain allows for greater privacy and eliminates already-existing payment problems in the portals for both content creators and users.

The platform, through an intuitive and user-friendly layout, primarily identifies two figures:

- **CONTENT CREATOR:** those who want to monetize through the platform via (for example) auction or direct sell of unique NFTs, through the creation of exclusive subscription content for their followers and through direct donations from them.

There is also the possibility of creating private paid channels and unlocking exclusive content only when certain objectives are achieved. Finally, there is the possibility of putting one's own content up for auction.

- **USERS:** those who want to have the opportunity to buy unique collectible NFTs from their favorite artist or influencer and be able to forge a closer relationship with them, thanks to VIP channels and exclusive content.

Unlock paid content



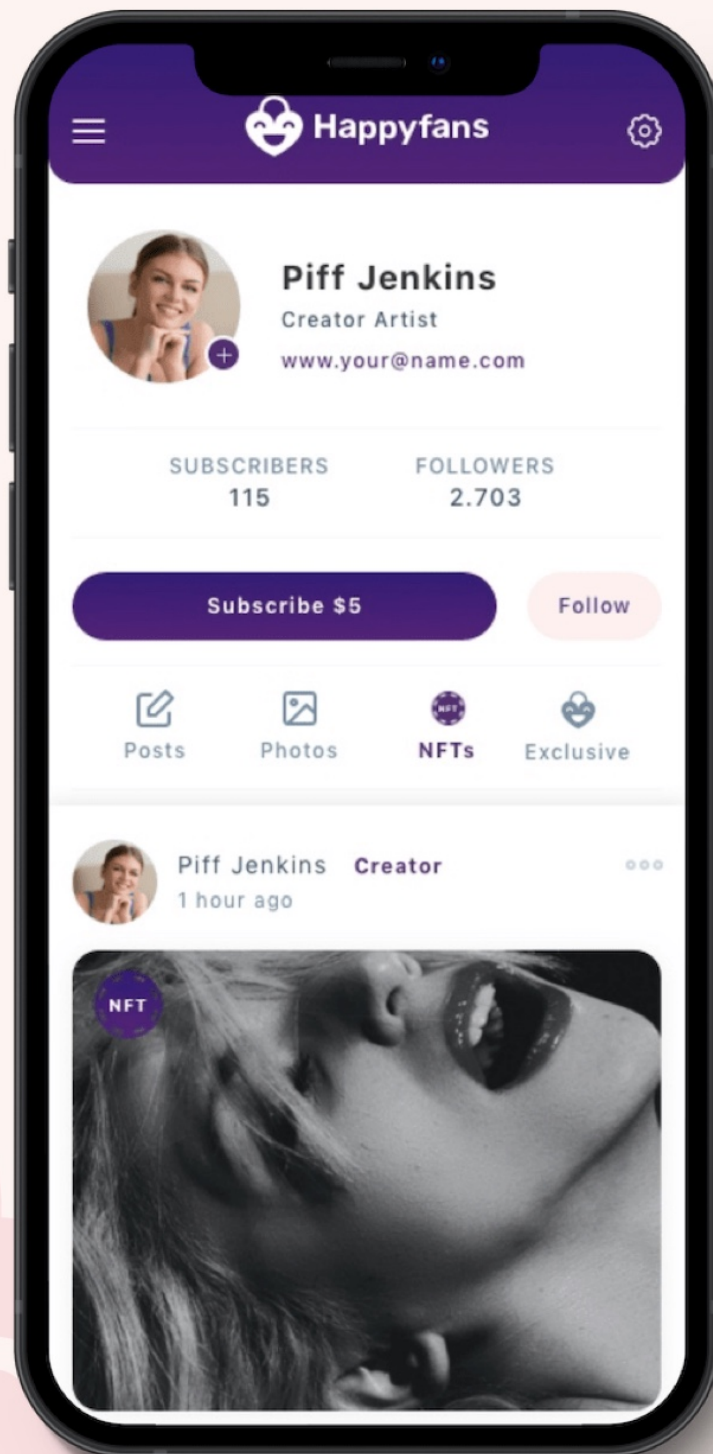
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Referral feature

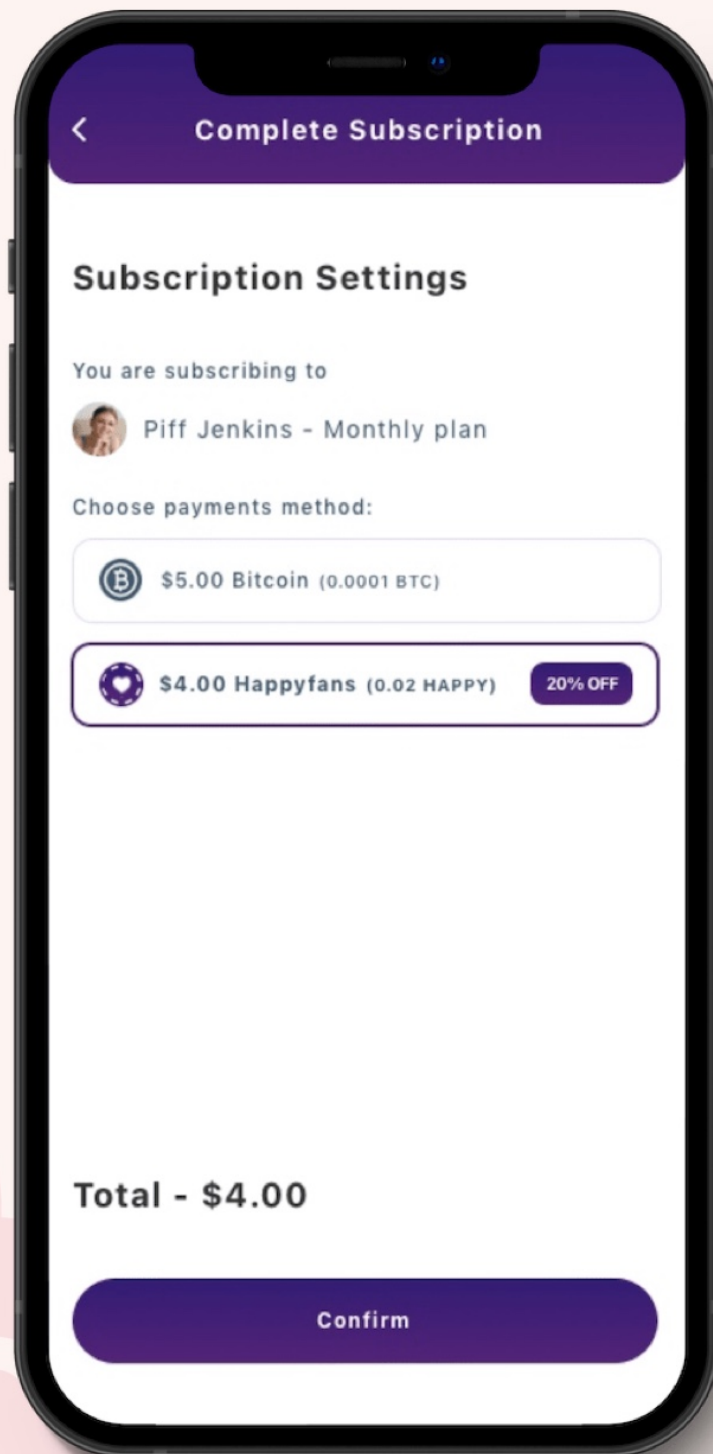
Happyfans support a very competitive and exclusive referral system. Content Creators and users can recommend other content creators to enroll in the app and earn a lucrative cut in on-site earning over a lifetime.

Premium messages

Fans can connect with creators using premium messages. Messages works with the pay-per-view method.



Decentralized payments with discounts using native tokens



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ROADMAP

Q4-2021 - Building Cryptofan Token Smart Contract \$HAPPY
Q4-2021 - HappyFans Platform Alpha Development

Q1-2022 - Native Integration of Token Wallets into Platform Payments Layer
Q2-2022 - Integration between Platform and Smart Contract Functions
Q2-2022 - HappyFans Platform Beta Development
Q3-2022 - NFT Features (marketplace, login, etc.)
Q3-2022 - Implement additional use cases and sales program for content creator
Q3-2022 - Increase platform economy with specific and personalized campaigns

TEAM

This young and dynamic project was born out of the ambition of a team that has already carved its name in the history of digital professions in Italy. In our team, there are 2 companies as a partner which includes in total 25 people. Some of the relevant profiles are:

Enrico Sardelletti: Computer Engineer and Full Stack Developer, 3 years of experience as an analyst and IT Forensic consultant and 5 years in software development on national and international projects. He has dedicated the last 3 years to obsessively studying blockchain, making him one of the best in this type of programming and today, is the head of the group of programmers who develop Happy Fans.

We've also partnered with two companies, with more than 20 employees, which supports us with development, product design and marketing.

Davide Battaglia: Engineering degree, he's a specialist in affiliate marketing, brand creations and high ticket consultant for agencies and professionals. With over 10 years experience, he's owning a seven figures marketing company.

Luca Longo: Designer Lead of the project. He will take care about the Design and the Product. He has 10 years of experience in product design, web technologies, design, and marketing. Helping the companies to reduce costs and increase revenue by solving complex system-level design and marketing issues/problems, understanding a variety of user types and developing creative solutions that increase customer conversions, loyalty and satisfaction.

TOKENOMICS

The official token name is **HAPPY, a deflationary token.**

To avoid fluctuations in token values at the time of launch, capping will be pinpointed in the various channels, in order to prevent big players from speculating on the launch.

The team's liquidity will be blocked and announced at the time of launch.

At the time the tokens' release, a total of **100 billion tokens will be created** distributed as per description.

HappyFans pays out **85% to the creator**, 15% remains on the platform in the form of a fee, about this 15%:

- 2.5% redistributed to holders, according to how much they hold
- 2.5% burned to reduce the total supply to 100 million
- 10% to the company

Category	%	Tokens	Price/Token	Total Raise USD	Lock	Vestingmonths
Private	24	24.000.000.000	0,000050	1.200.000,00	-	9 months
Public BSCPAD	10	10.000.000.000	0,000065	650.000,00	-	4 months
Founders	20	20.000.000.000			6 months	24 months
Advisors	10	10.000.000.000			2 months	10 months
Strategic reserve	20	20.000.000.000			12 months	24 months
Ecosystem growth	10	10.000.000.000			2 months	10 months
Liquidity provision	6	6.000.000.000			-	-
TOTAL	100	100.000.000.000		1.850.000,00		

TGE Circulation Token *	Tokens
Private	2.400.000.000
Public BSCPAD	2.000.000.000
	4.400.000.000

* Excluding Liquidity provision

Marketcap at TGE*	
USD	286.000,00


Hardcap at TGE	
USD	1.850.000,00

TOKENOMICS NOTE

Category	Tokens
Private	10% unlock at TGE and 10% onwards monthly
Public sale	20% unlock at TGE and 20% onwards monthly
Founders	Unlock after 6 months and 4,16% onwards monthly
Advisors	10% unlock after 2 months and 10% onwards monthly
Strategic reserve	Unlock after 12 months and 4,16% onwards monthly
Ecosystem growth	10% unlock after 2 months and 10% onwards monthly
Liquidity provision	100% Starting from TGE

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COMPETITOR ANALYSIS









Feature	Classic centralised model with Fiat currency	Competitors with crypto currency	 Happyfans
Channel subscriptions	✓	✗	✓
Marketplace	✓	✗	✓
Payment in cryptocurrency	✗	✓	✓
NFT tech support	✗	✗	✓
Tokenize rewards	✗	✗	✓
Instant payment for creators	✗	✗	✓
Rewards for users	✗	✗	✓
Login anonymous with NFT	✗	✗	✓

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The Happy Ending

Official channels

-  Official Website <https://happyfans.club>
-  Official Email business@happyfans.club
-  Telegram Announcements: <https://t.me/HappyFansAnn>
-  Telegram Discussion: t.me/happyfanstoken
-  <https://twitter.com/HappyFansToken>
-  Facebook: <https://www.facebook.com/HappyFansToken/>
-  Instagram: <https://www.instagram.com/happyfanstoken/>
-  Medium: <https://medium.com/@happyfans>

