



TFOX PROJECT

Music Blockchain and the Future

WHITEPAPER V1

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Overview

TFOX is a brand-new live music booking platform that incorporates BNB blockchain technology to provide instantly deployable smart contracts and the network's tokenized payment system.

For too many years, the act of coordinating live music events has followed the same old rutted pathways. Consequently, the industry is stymied by a lack of an easily accessible database of venues or artists, and a small number of booking agents have monopolized the industry.

TFOX seeks to provide an all-in-one tokenized mobile application which tailors a seamless experience for artists, venues, and music fans alike.

TFOX Token



What is TFOX?

The TFOX ethos empowers artists and venues to connect directly. TFOX does this by:

- Establishing a new trustworthy booking protocol
- A healthy utility token
- Integrating user fanbase inputs.

Music fans worldwide want to feel more connected to their favorite artists and venues. TFOX will enable this connection allowing fans to benefit together in the success of their favorite artists through a combination of NFTs and cleverly designed staking programs.

TFOX app is designed to solve inherent problems with the entire process of live music bookings, ticket sales, music management, and a dozen more music-related functions through the implementation of smart contracts. By introducing a tokenized payment system, TFOX ensures that the transaction of value within the app is fast and seamless. In addition, structuring the token distribution to focus on rewarding early adopters of the platform aligns directly with the ethos of the TFOX model.

Issues with the Current Systems

Issues limiting the current income generation systems for music producers and live performers are due to a small minority of agents, intermediaries, and distribution platforms that have increased their stranglehold on the industry over recent decades. This stealthy grip held by such a small number of people and corporations has left millions of exceptionally talented musicians worldwide unable to grind out enough income from their life passion.

As an example of this vice-like grip: to earn a UK minimum yearly wage of £18,137 a year on Spotify, you would need to have fans stream your music 6,477,120 times if you own 100% of the rights. Many who sign to major labels only receive 20% as the artist and a further 8-15% if they wrote 100% of the material themselves, so at best 35%, meaning the reality is around 20 million streams per year to earn minimum wage. Platforms like Amazon and Apple offer artists slightly better rates per stream, but others like YouTube even less.



The Vision

The TFOX vision is a decentralized booking protocol where artists and venues can operate independently of agents or intermediaries, providing working opportunities for millions of talented musicians no matter how big or small the venue they play. The rise of Blockchain technology since the creation of Bitcoin, the innovation of smart contract development, and a move from Proof-of-Work to Proof-of-Stake consensus mechanisms birthed considerable increases in network speed and ability over the last decade, making the TFOX vision possible.

The TFOX app will leverage BNB technology to allow instantly deployable

smart contracts for arranging TFOX, selling event tickets, purchasing merchandise, facilitating platform staking protocols, and further into the future, providing equipment hire, production/stage crews, and much more.

The token native to TFOX, TFOX, has already been minted on the BNB blockchain. User wallets, created with BNB technology, will allow for thousands of transactions per second with maximum security. An incentivized token economy model will be built, focusing on rewarding active community members who engage in programs to drive initial growth, user adoption, and general brand awareness. Utilizing the TFOX token & NFTs to promote network ecosystem growth and allow fans to support their favorite artists or venues, sharing in their success both emotionally and financially.

NFTs can be minted on BNB, allowing TFOX to provide a marketplace for artists who wish to sell their work. By creating music NFTs, TFOX will offer NFS 'Non -Fungible Song ' functionality, allowing streaming of music on a pay-per-play basis. In addition to this, TFOX will mint unique NFT Ticket Stubs & Promotional Posters.

TFOX will ensure secure data governance while supporting procedures that progress further decentralization over time.



What is TFOX?

TFOX is the identification ticker for the token native to the TFOX platform. Like all tokens, TFOX is a digital voucher that can be exchanged for goods or services. It can also be given as a gift or as part of a promotional offer. Through intuitively designed reward-based listing and referral programs, TFOX will feature heavily during the onboarding of users to the platform. One hundred and ninety million TFOX tokens have been minted on the BNB blockchain as it offers fast, secure, and highly scalable transactions of value across the platform.

The creation of the TFOX token allows users to transfer value throughout the network much more fluidly than with fiat transfers and with lower fees.

With so many exciting and scalable use cases for TFOX, tokens acquired through the TFOX buyback policy will be reintroduced into the economy through community rewards and giveaways. Currently, there is no plan to hold any token-burning events.

The value of TFOX will be managed through the frequency of release of tokens from the liquidity reserve. TFOX reserves the right to review and alter this policy once the ecosystem has gone past the launch/start-up phase.

TFOX will look at multiple ways to own as many TFOX tokens as possible over time. The product is strong, with much room for developing new features and expanding into alternative marketplaces; therefore, TFOX token will increase in scarcity and value.

● TFOX Original NFT Profits

A series of original collectibles will be released over time, the profits from sales will be used to buy back TFOX tokens. The bought-back TFOX tokens will be reintroduced to the community and liquidity reserves, generating more volume and trust.

● TFOX Monthly Profits

A total of 20% of the monthly net profit from TFOX will be used to buy back TFOX tokens from the market to be added to community and liquidity reserves and other future community engagement.

● TFOX Quarterly Buybacks

Larger targeted quarterly buybacks will also make more tokens available to the community and the liquidity reserves.

● TFOX Purchase Swap

A swapping process will occur whenever a transaction is made on the platform where the purchaser does not already hold the TFOX token required to settle the balance. The balance of a transaction will always be displayed in TFOX with other options available to settle. If, for example, the purchaser requires to settle in USD, algorithms will display the checkout balance in USD, the transaction is settled, and at this moment, an API call is made to all exchanges where TFOX is available. When the best price for TFOX is located, a swap for the exact purchase price is activated, and the USD is changed for TFOX token. This process helps drive exchange volume while ensuring that TFOX always holds as much TFOX as possible.

User Acquisition and Database Building Onboarding Programs



User acquisition, combined with retention, is critical. Intuitive listing and signup programs have been designed to bolster the onboarding of artists and venues while supporting the referral program. The TFOX token will feature heavily in rewarding participants of these schemes.

TFOX - Listing Edition

TFOX Listing Edition will launch before TFOX version 1.0. Its primary purpose is to fill the venue database. An inventive sign-up reward system has been designed to bolster the app's adoption by venues. While new venues are being brought online, the platform rewards early, active community involvement.

Early adopters will have the opportunity to earn TFOXtoken rewards by enlisting venues in their area that do not already have a TFOX profile. The venue owner or management can then claim the listing as their own for additional listing options & rewards.

This process will make them fully verified users, which results in a more stable and trustworthy foundation for the platform. Only verified users will be able to receive bonus payments for listing venues. The verification process can be completed at any point. New users can start listing right away.

TFOX -Ticket Edition

TFOX Ticket Edition will be an upgrade of the Listing Edition app and will support several promotional events hosted by TFOX during the run-up to the V1.0 launch. It will primarily introduce users to purchasing tickets through the platform while familiarising them with the TFOXtoken and extra benefits available when solely using TFOX to settle transactions in the app.

TFOX plans to build hype around the launch of version 1.0 by organizing targeted live music TFOX throughout the Newcastle area in venues large and small. The events will showcase some of the finest talents from across the North of England.

Users who have already signed up to the app will have access to promotional competitions with the chance to win tickets for each TFOX Competitions and

TFOX 300



TFOX is selecting 200 artists and 100 venues to join the TFOX 300 program. This limited early-bird position will come with many perks and benefits. A unique lifetime TFOX300 status will be displayed in badge form on their profiles.

In addition to gaining unique 300 status, lucky entrants will also receive an extra £100 in TFOX tokens; this is on top of their initial £5 sign-up bonus. Along with £105 worth of tokens in their account wallet, they will be given a 5% discount over the entire platform for the first year after launch.

To qualify for the £100 TFOX bonus the artist or venue needs to arrange three TFOX through the TFOX app to boost their TFOX activity on the platform. The first and second TFOX will release £50, and the third TFOX the last £50 worth of tokens.

Members will also be entered into a special TFOX 300 prize draw with one lucky winner scooping a massive £1000 of TFOX tokens.

If you are an artist or have a suitable venue and you would like the chance to be part of this limited edition group of early adopters, please do not hesitate. Remember there are only 300 places available. Interested artists or venues should apply by contacting us via TFOX1023@gmail.com. For now, TFOX 300 is only for UK-based artists and venues.

The TFOX Ecosystem



The TFOX app is the core of the ecosystem. The app lists venues, artists

venue can source artists, organize TFOX and sell tickets through the app. An artist can organize TFOX as well; they can also sell merchandise and music NFTs through their profile. Everyone can use TFOX to pay for goods or services, including tickets to live shows or booking an artist on the platform. Settling a transaction with TFOX will always result in the best discounts being applied and micro-transaction fees. The ecosystem includes complete payment flexibility. It will be possible to pay using fiat currencies (through Stripe online payment integration) and other crypto payment methods, but to encourage continued use of TFOX settling the transaction solely with TFOX will always be the cheapest possible option.

TFOX Finder

Arrange live music TFOX in seconds using specific search filters to narrow down potential artists or venues, select the desired profile, and commit to the TFOX (smart) contract. This process confirms both parties are insured and covered for possible no-shows or defaulters. Professional or beginner, everyone can find the right fit and cultivate their career with TFOX.

Insta-TFOX

As a venue owner, TFOX (live shows) can be arranged instantly using our swipe function to seamlessly browse the artist video database and select who you like. Then, a smart contract is created, and the TFOX is arranged.



Ticket Sales

Event tickets are created automatically via smart contracts within the app. When a TFOX is arranged, the venue owner will choose various ticketing options available from a drop-down menu. Options could include: VIP, Premium, Standard, Basic, Seated, Standing, and different payment methods available TFOX, other Crypto, or Fiat.

years have sought out “rookie” trading cards from famous sports players. TFOX envisions NFT Ticket Stubs & Promo Posters from up & coming new artists to hold similar appeal to music fans. The same applies for concert posters or ticket stubs from famous shows - having the NFT Ticket Stub & Promo Poster for The Rolling Stones final concert could prove to be quite

Investment Opportunities

The ecosystem features two opportunities to actively generate revenues from TFOX tokens: Staking programs and NFTs (Non-Fungible Songs NFS & Collectible Ticket Stubs)



Staking Programs

Users who choose to hold TFOX tokens can benefit from a series of staking opportunities within the platform. TFOX will offer direct 'in -wallet' staking where rewards are accrued from any positive TFOX balance. This process allows them to receive daily payments from their staked amount based on approximated APYs. Furthermore, artist, venue, and TFOX staking options will gamify the platform; TFOX can be staked on profiles that offer different rates depending on the profile's popularity or the number of interactions. Top fans can seek out the best staking returns by studying which profiles create the most platform interaction and thus the best returns. Functionally these staking programs will assist in governing certain aspects of the network.

NFS Non-Fungible Song

Another interesting use case to be included is 'Non- Fungible Songs.' Here artists who choose to digitize their work as an NFT can trade ownership or part ownership with fans who like to invest in their work, consequently enhancing the connection between musicians and their followers. Royalties from the NFS are then shared equally between the artist and their investors via TFOX tokens. The artist will pay for initial minting fees, TFOX algorithms will work to distribute revenues dependant on the ownership split of the NFS.

NFT Collectible Ticket Stub & Promotional Posters

TFOX will also mint collectible NFT Ticket Stubs & Promotional Posters with unique artwork from guest artists, which contain optional embedded rewards & perks for fans who hold the NFT in their TFOX wallet. Offers will include such things as:

- Lifetime discount to future shows by bands or at that venue
- Discount on band or venue merchandise
- Access to members-only fan content.

These perks can be set by the Artist, the Venue, or in conjunction with an endless range of possible benefits attached. Physical ticket stubs & concert posters have been a significant part of music memorabilia & fandom. Still, with the emergence of digital marketing and ticketing, these have become an aspect of music collecting that has seemingly been overlooked by the music industry in a rush to modernize ticketing and event promotion. Sports fans for collectible! These NFTs will hold both emotional and financial value for fans who were at the shows and fans who later trade, buy, sell, & collect the NFTs of their favorite bands & venues.



The Stakeholders

The clear stakeholders for the TFOX ecosystem are Venues, Artists, and Ticket Buyers. However, three other stakeholders are investors interested in the opportunities discussed above, reviewers, and 'Venue Listers.'

Write a Review; Earn a Reward

Reviewers actively operating on the network can earn TFOX in return for articles written and published on the platform. Users who consistently provide good reviews will also receive 'Top Reviewer' badges to display on their profiles.

List Venues; Earn Rewards

Rewards paid out to users actively enlisting venues to the platform will be in the form of TFOX tokens. There will be three potential reward earning layers:

1. The original listing, once verified, will earn the user initially £5 worth of tokens at the time of writing (this value is just an example, the actual rate will be on a sliding scale).

2. Claiming the venue. Once the venue is officially claimed, the original listing user will receive an additional £5 in tokens at the time of writing

(this value is just an example, the actual rate will be on a sliding scale).

3. When the venue has been claimed and is utilizing the app the original

lister will accrue tokens at a rate of 1% of the profits TFOX makes from future events at the venue. This reward layer does not draw funds from our reserves. Here, the 1% of profits is paid to the lister in TFOX according to the token's market value at the time.

You can now publish the venue profile. The app will display it as an unclaimed venue with instructions to claim. Your TFOX tokens, approximately £5 (at the time of writing) will be held in escrow until the venue is claimed, at which point the tokens will be released to your TFOX wallet.



5. Here is the cool part, you can now drastically increase the chances of your venue being claimed by sharing TFOX with all your social media contacts, and especially the venue's owners or management on their social profiles. You will receive an additional £1 per share.
 6. You'll be notified when the venue is claimed and will receive approximately £5 (at the time of writing) in tokens in your account wallet.
 7. You can now look forward to earning 1% on all TFOX profits from that venue. Even better still, you can again increase the chances of earning greater rewards by actively sharing and promoting their shows throughout your social communities.
- You can repeat this process all over again with other venues and earn even more rewards! For further information, see also TFOX -Listing Edition section.

TFOX Cash Back

Venues and artists who arrange events solely using TFOX token as the only form of payment can receive bonus tokens. Also, users who settle all transactions with TFOX can expect to receive up to 3% cashback, plus further discounts and special offers across the platform. Users earning cashback rewards will receive the sum paid directly into their TFOX wallet.

Merchandise Shop

Artists can offer any merchandise for sale through their unique profile store Referral

Program

The TFOX token will be used to boost the user referral program. Direct referrals will receive tokens and a smaller amount from referrals of their referrals.



Support & Ambassador program

The TFOX token will facilitate both the TFOXambassador and support programs through reserves dedicated to the Community. TFOX will look to

build relationships with established artists who share our vision and select a number of upcoming artists to receive support in equipment and promotional assistance. Details of how to apply to become a member of these programs will be available soon.

Smart Membership

Early adopters of TFOX can enjoy lots of great benefits, including a lower bar to entry to our 5-tiered Smart Member Program. Smart Members receive extra discounts and cash backs on all purchases, increased staking rewards, priority access to tickets for popular TFOX or NFT drops, plus future opportunities such as meet and greets with their favorite TFOX artists.

Tipping Function

Users attending events can use the TFOX tipping function to send TFOX if they are particularly impressed with the artist or the venue hosting the show.

Social Profile

Each user will have a personal Social Profile; here, they can compile all of their preferences regarding genres, artists, labels, and venue or TFOX types so that TFOX algorithms can create easy access shortcuts. This information helps TFOX recommend new artists and venues that may interest the user.

Included in the user's social profile will be their TFOX wallet showing current balance, investment, and purchase data. From here, they can easily see ticket or merchandise purchase history, including details of cashbacks, discounts, and any current investments they have made through artist profile staking or NFS investments.

Users can access their personal NFT Gallery from within their Social Profile, showing the artwork of held Ticket Stubs, Promotional Posters, or other Band Merchandise NFT Artwork.

In the TFOX wallet, users can also keep track of any rewards being paid to them from venues they have listed in Listing Edition and from any referrals they have made. This will also display any benefits they may be receiving from NFTs held within their TFOX wallet.

TFOX Tokenomics



Symbol	TFOX
Blockchain	BEP20
Issuance	3 billion

Distribution Area	
Reserve Stock	1.5 billion
Team Volume	0.5 billion
Partnership	0.5 billion
Marketing and Events	0.5 billion



TFOX RoadMap

Q4 2022

- Listed on the TFOX 1st Global Exchange
- TFOX - Listing Edition Completion

Q1 2023

- TFOX App - Version ONE
- Referral Program
- TFOX - Ticket Edition Development
- Listed on the TFOX 2nd Global Exchange

Q2 2023

- TFOX 300 Program
- TFOX - Ticket Edition Launch
- Artist & Venue investments

Q3 2023

- TFOX NFS - Non-Fungible Song
- TFOX App - Version Two
- Listed on FTOX 3rd Global Exchange

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- 4) Business Trust Unit
- 5) Derivatives in units of a business trust
- 6) Other security or securities ratings



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