



Affyn

Affyn Whitepaper 1.4

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Version 1.4 – September 2021

This whitepaper is a working document that is subject to review and changes

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EXECUTIVE SUMMARY

OUR VISION

Affyn was created with the purpose of bringing people together and build deeper meaningful connections.

OUR GOAL

To create a mobile play-to-earn Metaverse where everything our users earn in the virtual world can also be utilized in the real world, thus creating a closed-loop economy within the ecosystem.



In our journey to achieve this, we aim to provide:

- **Deeper Meaningful Connection**

In a world of endless distraction, we want to remind people what truly matters in life; the moments with their friends and family. We aspire to become the bridge to facilitate bringing people together, helping them to build meaningful connection on a deeper level.

- **Real World Utilization**

We intend to make our token usable in everyday life such as travel, lifestyle, shopping, and entertainment. Our priority is to focus on providing exclusivity and value on our products such that people will buy our token for the purpose of using it instead of speculative purposes.

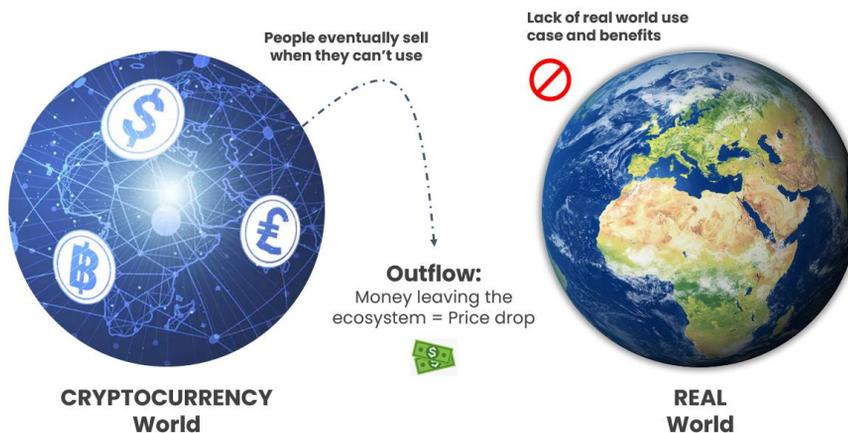


PROBLEM STATEMENT

Cryptocurrencies lack of real world use case and it's inability to achieve mainstream adoption

Cryptocurrencies continue to be speculative instruments because they lack real world use cases. Even with big companies such as Visa, Mastercard, and PayPal entering the market of cryptocurrencies, there are still no strong reasons to justify the value of using cryptocurrencies for payment on products and services as compared to using cash. Even after more than a decade of its existence, the majority of people who buy cryptocurrencies invest in it mainly for speculative purposes – hoping that the value will rise to sell it at a profit.

The use cases of cryptocurrencies are mostly limited in the cryptocurrency world such as DeFi benefits, NFTs, store of value, etc. The rising trend of Play-to-Earn metaverse games has helped to enhance the use case of cryptocurrencies where investors buy tokens and use it to purchase products and services within the metaverse. However, no matter how strong the use case of the token is in the metaverse, it is still only usable within the world of cryptocurrency. Whether through DeFi or Play-to-Earn games, users who earn the tokens through these platforms are still required to pay for food, rent, daily expenses, etc. Therefore, these tokens will eventually be sold into fiat since it cannot be used in the real world.



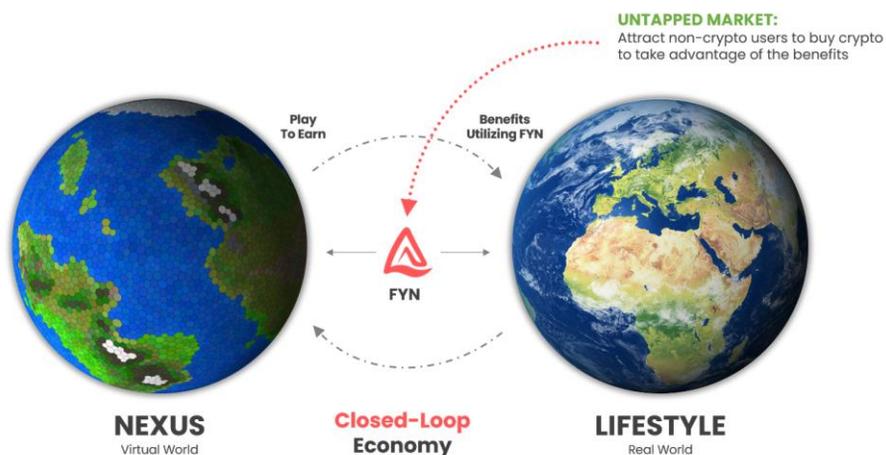
SOLUTION

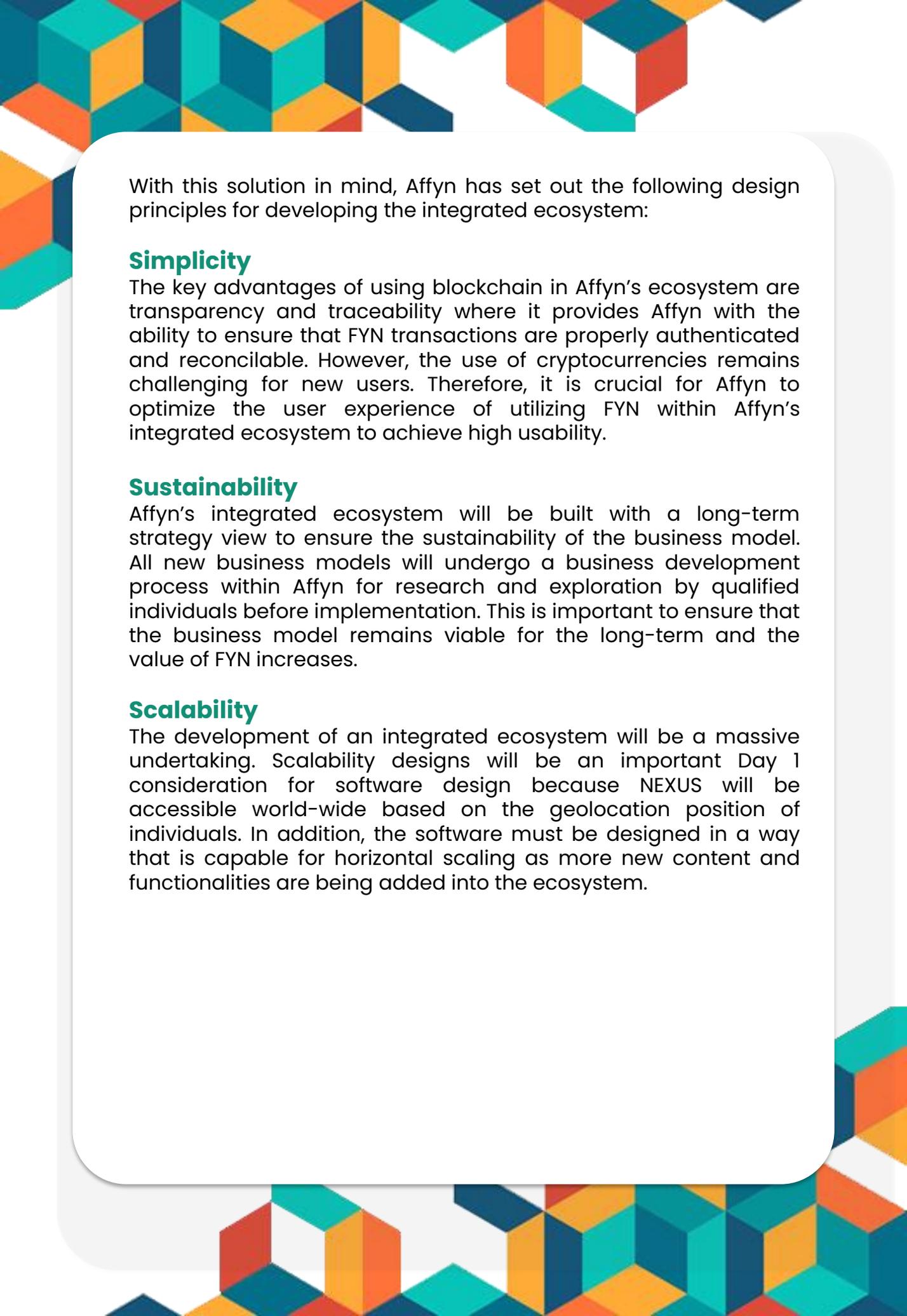
Cryptocurrencies lack of real world use case and it's inability to achieve mainstream adoption

Affyn believes that an integrated ecosystem that links the virtual world with real world can drive cryptocurrency towards mainstream adoption.

From the virtual world aspect, Affyn will develop a utopian metaverse called "NEXUS" for users to explore, play, earn and participate in activities. NEXUS will be built based on a digital map parallel to real world geographical regions. The purpose of NEXUS is to create an immersive virtual world where users are able to explore the limitless possibilities of activities and grandiose architecture. Within NEXUS, FYN will serve as the dominant exchange unit for all key transactions.

Outside of NEXUS, FYN can be utilised in the real world to purchase goods and services from merchants. Affyn will provide the necessary technology and e-commerce platform for merchants to list their products or services on the application where users are able to make purchases using FYN. Merchant that accepts FYN will also be incentivised to re-invest FYN into NEXUS for marketing or investing purposes (e.g. purchase of non-fungible token such as land). This creates a closed-loop economy where all parties within the integrated ecosystem have beneficial use cases of FYN.





With this solution in mind, Affyn has set out the following design principles for developing the integrated ecosystem:

Simplicity

The key advantages of using blockchain in Affyn's ecosystem are transparency and traceability where it provides Affyn with the ability to ensure that FYN transactions are properly authenticated and reconcilable. However, the use of cryptocurrencies remains challenging for new users. Therefore, it is crucial for Affyn to optimize the user experience of utilizing FYN within Affyn's integrated ecosystem to achieve high usability.

Sustainability

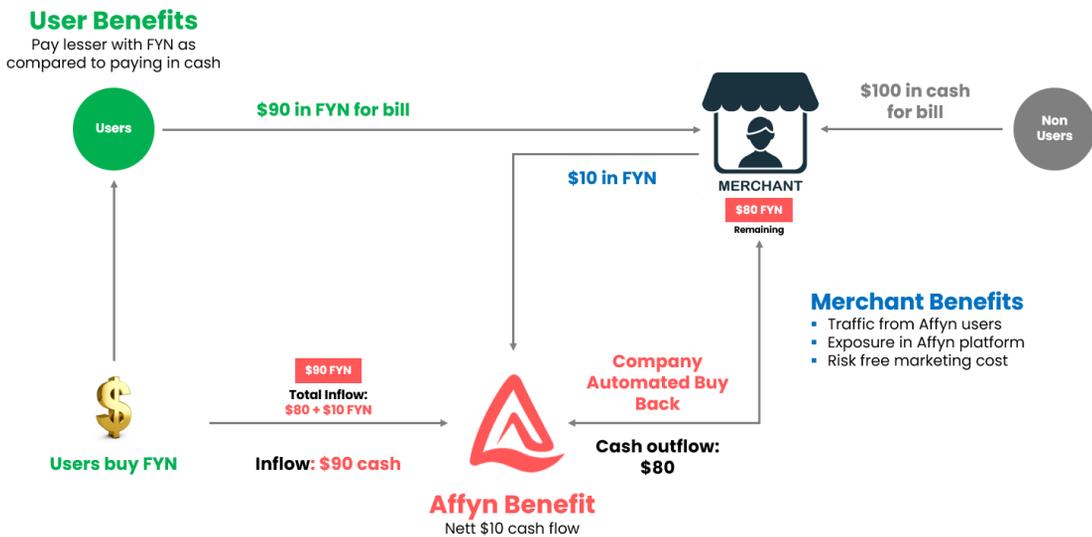
Affyn's integrated ecosystem will be built with a long-term strategy view to ensure the sustainability of the business model. All new business models will undergo a business development process within Affyn for research and exploration by qualified individuals before implementation. This is important to ensure that the business model remains viable for the long-term and the value of FYN increases.

Scalability

The development of an integrated ecosystem will be a massive undertaking. Scalability designs will be an important Day 1 consideration for software design because NEXUS will be accessible world-wide based on the geolocation position of individuals. In addition, the software must be designed in a way that is capable for horizontal scaling as more new content and functionalities are being added into the ecosystem.

LIFESTYLE ECONOMIC FLOW

Lifestyle economic flow describes the economic model that shows the flow of FYN through the lifestyle platform. Below is an illustrative example of how Affyn will incentivize various parties to generate a positive return:

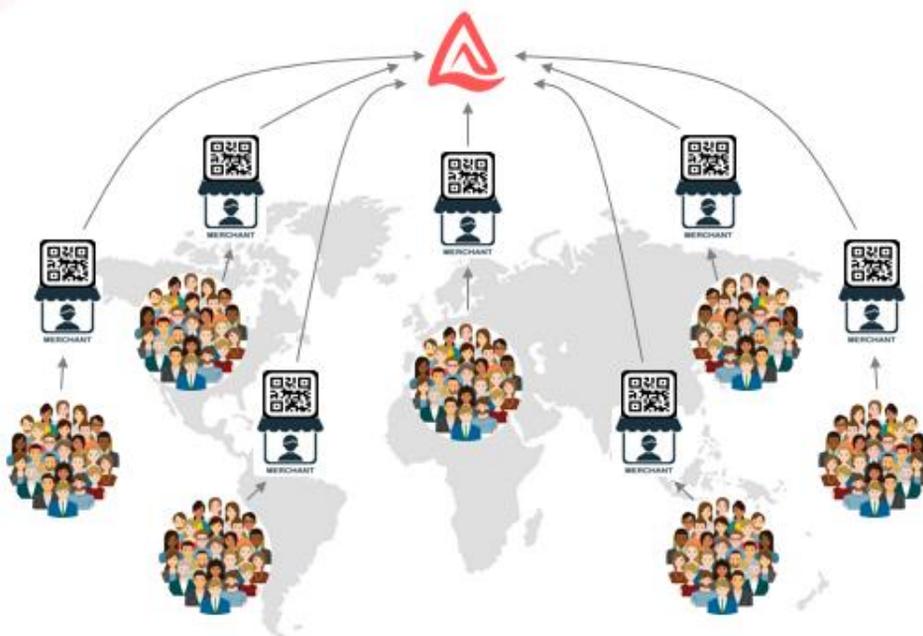


In this economic flow, the key objective is to convince user that the economic benefits of purchasing FYN outweigh fiat. Therefore, either Affyn or merchant has to offer some form of benefits (e.g. rewards or discounts) to user to incentivize the purchase of FYN.

LIFESTYLE MERCHANT NETWORK

In other e-commerce platforms, merchants are often required to offer discounts on its goods or services without any monetary returns. This creates an inequality for merchants since e-commerce platforms derive most benefits from such discounts by receiving commission without incurring any cost of inventories. Affyn will balance the scale by allowing merchant that offers discount on its goods or services to co-share revenue from transactions made by users in the ecosystem. Apart from monetary incentives, merchant will receive some form of marketing benefits from the customer base and promotional activities in NEXUS.

By creating an inclusive environment for the merchant, it incentivizes merchant to offer discount on its goods or services and promote Affyn's brand. User will also be incentivized to buy FYN to get discounted goods or services. At the same time, Affyn will receive a commission from the merchant for each transaction as a payment for the use of platform to market the merchant's goods or services.



WHY BLOCKCHAIN?

SECURITY

Security resonates as a top concern among consumers in this age where personal data is easily compromised. Blockchain allows consumers to exchange tokens for rewards without compromising their private data. In addition to keeping customers' data safe, it can also help minimize errors and fraud through smart contracts.

REDUCING COST

Smart contracts remove the need for middlemen in many processes, thus decreasing both administrative and personnel costs.

SPEED

In comparison to traditional financial services, blockchain also facilitates faster transactions by allowing P2P cross-border transfers with our tokens.

TRANSPARENCY

Blockchain safeguards transparency by creating an unalterable record of transactions with end-to-end encryption. Each time a transaction is recorded on a Blockchain, an audit trail is present. A blockchain token cannot be revoked and its transaction ledger for public addresses is open to viewing. The issuing company cannot modify or add new tokens into the system, which means that consumers don't have to worry about their tokens being devalued before they can use them.

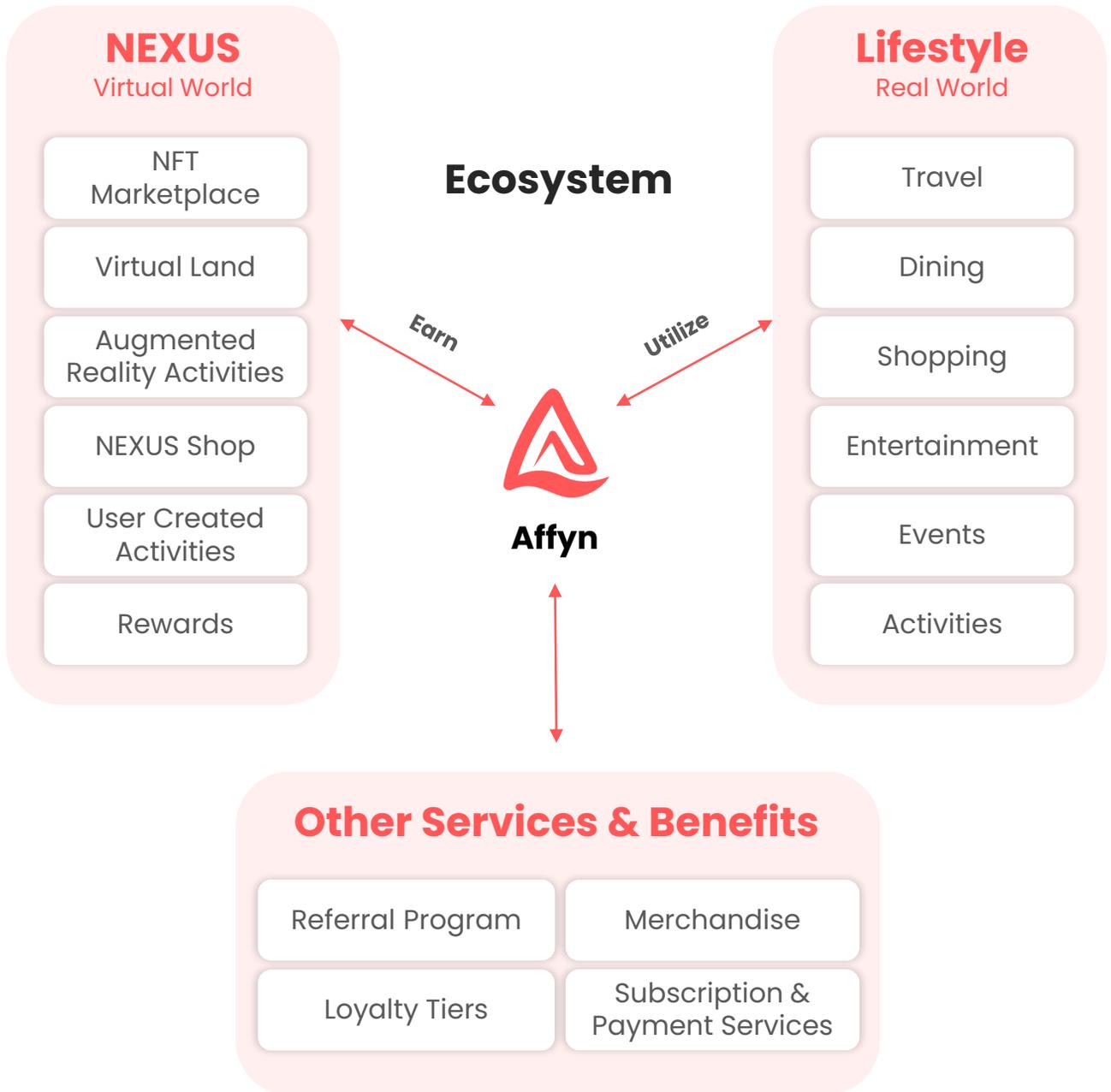
NON FUNGIBLE TOKEN (NFT)

NFTs are digital assets that represents real world objects like art, music, in-game items and videos. Each has a digital signature that can only have one official owner at a time, where no one can modify the record of ownership or copy/paste a new NFT into existence. NFT allows proven authenticity and verifiable digital scarcity for our users in our virtual world.

SCARCITY

Scarcity has been incredibly difficult online as it can be easily copied and distributed. This makes it very hard for digital artists to establish a monetized creative business, and collectors to value digital art. Blockchain allow digital assets to have verifiable scarcity and ownership that cannot be manipulated. With this in place, attaching value to digital assets becomes significantly easier, which open up doors to creating opportunities for digital artists.

ECOSYSTEM

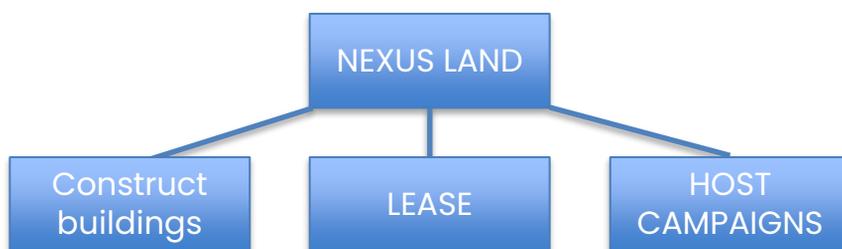


VIRTUAL WORLD (NEXUS)

NEXUS is a virtual world where users are able to explore the world based on their geolocation. The key elements in NEXUS are as follows: -

NEXUS land

NEXUS land is a digital representation of real estate in the virtual world. The smallest unit of land is represented by a hexagon. Each piece of land is a non-fungible token on the Binance Smart Chain. Users are able to purchase and own NEXUS land with FYN. With NEXUS land, user will be able to use it for the following purposes:



Construct NEXUS building

Users are able to construct buildings on top of the land. Refer to NEXUS building for more information

Lease

Users are able to lease the NEXUS land to marketers or game creators to generate passive income. In addition, users can negotiate with lessees on any revenue sharing arrangements.

Host campaigns

Users are able to host real life campaigns by putting event banners on the NEXUS land. Ticket sales for the campaigns can also be transacted in FYN within NEXUS.

NEXUS Building

NEXUS building is a digital representation of property in the virtual world. NEXUS building is a pre-defined structure that can be purchased from the NEXUS shop. Each NEXUS building is a non-fungible token on the Binance Smart Chain. Each NEXUS building has a land area requirement, and user is required to own or lease the required land area to construct the NEXUS building. There are three primary structure types for NEXUS building:

Facility

Facility is an utility structure such as a shop, arcade or rest stop. These utility structures enable users to provide services to other users to generate FYN. For example, a shop allows users to sell items and an arcade allows users to host games for other users.

Nature

Nature is a structure where NEXlife and raid enemies will spawn. Occasionally, treasures will randomly appear on such structure.

Decoration

Decoration is a structure where users can improve the aesthetic of the surrounding area. In addition, NEXUS buddies can be assigned to work in such structure.

NEXUS Buddy

NEXUS buddy is a digital representation of character in the virtual world. NEXUS buddy can be purchased from the NEXUS shop. Each NEXUS buddy is a non-fungible token on the Binance Smart Chain. NEXUS buddy is a collectible unit with attributes and properties. Attributes of the NEXUS buddy can improve over time while properties are pre-defined at the onset which gives certain advantages or disadvantages to the NEXUS buddy over others.

NFT Marketplace

Users may create, list, buy and sell NFT character skins, wearables, collectibles and structures in NEXUS NFT marketplace. The NFTs from the marketplace can be integrated into the Virtual World. Creators & artists will be able to earn perpetual royalty from all sales of the NFT assets.

Augmented Reality Activities

There will be campaigns and activities in NEXUS where for example yellow balloons will be planted at a shopping mall which users may hunt through the augmented reality lens. The quantity and quality of rewards from these items will be determined through an algorithm based on specific criteria such as completion with a friend or family member. These rewards can be as attractive as winning a trip to Paris or earning FYN tokens that can be utilized in the virtual and the real world within our ecosystem. This will encourage users to initiate get-togethers with their friends and family, drive traffic to a specific location, and generate a lot of buzz.

NEXUS Shop

Users may purchase item boosters from NEXUS shop to enhance their advantages such as increasing item drop rates, their earning ability for FYN or loyalty points.

User Created Games & Activities

Users may craft, create, and monetize their own genre of games, events and activities in NEXUS.

Rewards

Through NEXUS, users can earn rewards ranging from FYN, NFTs, to attractive real world prizes such as vacation trips.

REAL WORLD (LIFESTYLE)

We want our users to have fun with their friends and family in the real world. Thus, we created an ecosystem revolving around lifestyle where users can utilize their FYNs as follows:

Travel

Users may book our curated trips which are filled with unique itineraries at exquisite hotels. Celebrities and influencers may sometimes also be engaged to join in some of these trips. These trips will be designed to provide memorable experiences at affordable prices purchasable only with FYN.

Dining

Users may dine at one of our merchant partners where they can enjoy special benefits or discounts with FYN.

Shopping

Users can enjoy special benefits or discounts when they shop at one of our merchant partners with FYN.

Entertainment

Users can enjoy special benefits or discounts when they participate in entertainment activities at one of our merchant partners with FYN.

Events

Official events organized by Affyn are exclusively for our users where tickets are purchasable only with FYN. These events can range from parties, concerts, retreats, or “amazing run” kind of events. Celebrities and influencers may sometimes be engaged to join in some of these events.

Activities

Activities are exclusive activities organized by our merchant partners such as bowling, laser tag, art & craft, etc. These activities are designed to be fun, interactive, and participable only with FYN.

OTHER SERVICES & BENEFITS

Referral Program

When a user refers a friend through their unique referral link, both will be rewarded with FYNs. The FYNs are distributed to both parties when the new user qualifies for ruby tier.

Loyalty Tiers

Affyn will introduce a loyalty programme to encourage users to spend FYN in the ecosystem or refer new users. This programme can also help to mitigate the risk of users holding on to FYN without performing any transactions. The loyalty programme consists of four loyalty tiers: Ruby, Gold, Platinum and Royalty. Users across each tier will receive more benefits and exclusive access including:

NEXUS special

Exclusive seasonal character, pet or item to be used in NEXUS.

Curated trips

Dedicated travel design team to create personalized holiday itineraries full with fun and unique experiences.

The full list of benefits and access will be refreshed and updated from time to time. Points are awarded to users for every FYN spent in the NEXUS or lifestyle platform. Users will also receive bonus earnings at higher loyalty tiers to level up faster. Users will be able to retain their Ruby and Gold loyalty tiers permanently once sufficiently points are accumulated. However, users must continue to accumulate points for a specific period of time in order to maintain their Platinum and Royalty tiers.

Subscription and Payment Services (Buy FYN Token)

Users can seamlessly subscribe monthly or purchase FYN using credit/debit card that will be stored in their own digital wallet inside the app

Merchandise

Users may purchase in-house merchandise items using FYN

CONSUMER BENEFITS

BENEFITS OUR USERS GAIN FROM USING AFFYN

Fun & Entertainment

With limitless possibilities in NEXUS, access to unique vacations to exotic places, entertaining programmes to participate in Lifestyle, together with the thousands of unique and interesting activities, we hope our users are able to create memorable moments together with their friends and family.

Token Rewards

Users can collect FYN through the limitless ways in NEXUS and our referral program. There is no limit to how much they can collect and it is all based on their effort.

Special Treatment

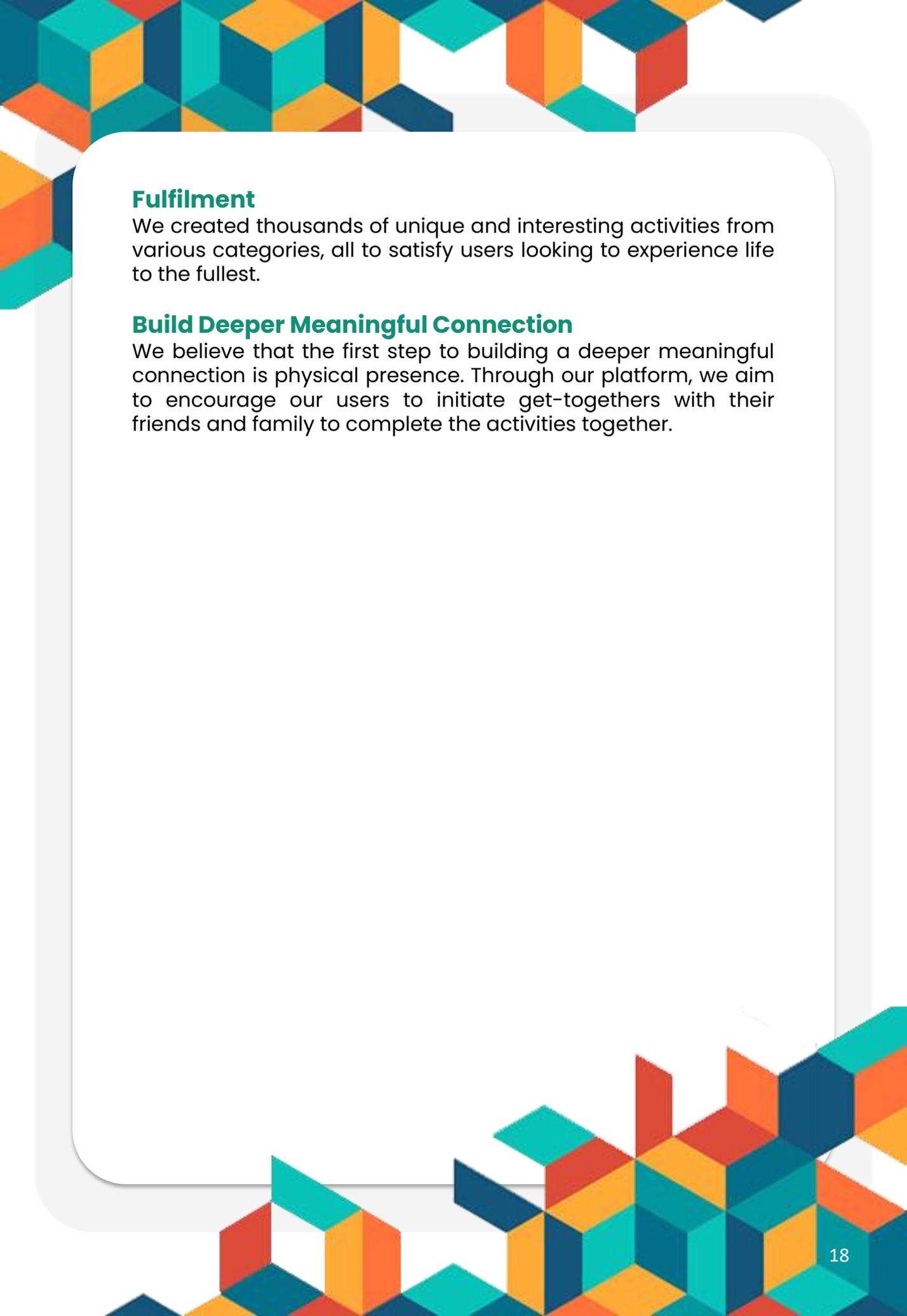
Users can enjoy special treatment, discounts, and sometimes exclusivity when they visit our merchant partners. Users with more FYN tokens will receive additional benefits and access to our special events and activities.

Discover Your Community

Users will get to meet new people of similar interests and hobbies. Through all the events and activities in Affyn, users can create and join communities with shared interest, and identity.

Create Interaction Opportunities

Through our platform, users have a common topic to discuss about. As many of our events and activities require users to be physically present at specific locations, they may encounter other users at the same location and build unexpected friendships.



Fulfilment

We created thousands of unique and interesting activities from various categories, all to satisfy users looking to experience life to the fullest.

Build Deeper Meaningful Connection

We believe that the first step to building a deeper meaningful connection is physical presence. Through our platform, we aim to encourage our users to initiate get-togethers with their friends and family to complete the activities together.

USER ACQUISITION STRATEGY

Developing a defined user acquisition strategy is important for Affyn to be able to systematically attract and convert new users to the platform. Affyn will leverage on the following user acquisition channels to acquire new users:

Content Marketing

Affyn will proactively create new and exciting content on its social media to capture user's attention. Technical articles on the mechanics of the ecosystem will also be published from time-to-time to display Affyn's capability and knowledge in this field.

Video Marketing

High quality trailers on NEXUS will be released to public as and when new content is being added. Affyn will also hold "Ask Me Anything" video sessions to engage with the community. In addition, Affyn will also identify and reward community influencers to play and promote Affyn on their live streaming platforms.

Users & Merchants Network

Users and merchants are entitled to referral rewards for referring new users to the ecosystem. In addition, merchants are incentivized to bring in users as they co-share revenue from transactions made by users in the ecosystem.

Marketing campaigns

Marketing campaigns in the NEXUS and lifestyle platform will be introduced from time-to-time. An example would be augmented reality campaigns where users are required to complete the campaign with their friends and family. This will encourage users to enroll new users to the ecosystem. In addition, special privileges, discounts, and exclusive products offered only on the lifestyle platform will attract new users.

Paid advertising

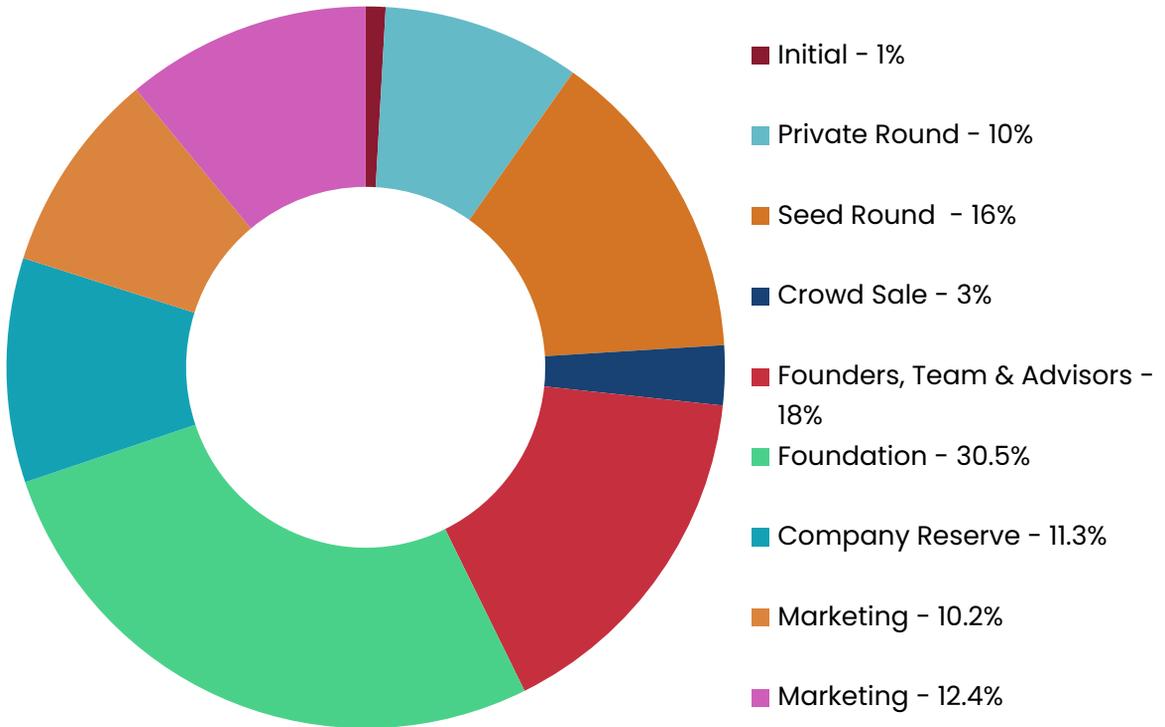
Affyn will buy advertising space in popular social media sites to promote the NEXUS and lifestyle platform. Official articles of Affyn will also be published on international news sites.

TOKENOMICS

FYN TOKEN BASIC INFORMATION

Token Name::	Affyn
Token Ticker:	FYN
Token Total Supply:	1,000,000,000

FYN TOKEN DISTRIBUTION



Initial Round: 1% of total supply, 10m FYN will be allocated for our private round at \$0.02 per FYN where 10% will be unlocked upon launched. The rest will be locked for 10 days and will be released 1% daily after for the next 90 days.

Private Round: 10% of total supply, 100m FYN will be allocated for our private round for companies, business and venture capitalist at \$0.03 per FYN which will be locked for 18 months with 6 months cliff

Seed Round: 16% of total supply, 160m FYN will be allocated for our seed round at \$0.05 per FYN where 10% will be unlocked upon launched. The rest will be locked for 10 days and will be released 1% daily after for the next 90 days.

Crowd sale: 3% of total supply, 30m FYN will be allocated for our seed round at \$0.05 per FYN where 10% will be unlocked upon launched. The rest will be locked for 10 days and will be released 1% daily after for the next 90 days.

Founders, Team & Advisors: 18% of total supply, 180m FYN will be allocated to the founders, team, and advisors which will be locked for 4 years with 12 months cliff

Foundation: 30.5% of total supply, 305m FYN will be allocated to the foundation which will be used for the growth and development of the community and ecosystem.

Company Reserve: 11.3% of total supply, 113m FYN will be allocated to the company reserve where it is only activated for extraordinary occurrences

Marketing: 10.2% of total supply, 102m FYN will be allocated for marketing.

FYN TOKEN USE CASE & ECONOMIC FLOW



AUGMENTED REALITY ACTIVITIES

Finding treasure chests through the augmented reality lens

NEXUS CAMPAIGN EVENTS

Completing special activities

USER CREATED GAMES & ACTIVITIES

Create and host games, activities, and events

REFERRAL

Referring new users into Affyn

NFT SALES & ROYALTIES

Royalties & rental of NFTs

VIRTUAL LAND

Earnings from virtual land

NFT VIRTUAL LAND

To purchase virtual lands

NFT MARKET PLACE

To buy and list NFTs in the marketplace

NEXUS SHOP

To purchase items in NEXUS shop

USER CREATED ACTIVITIES

To participate in user created games & activities in NEXUS

NEXUS ADVERTISEMENTS

To list advertisements

OFFICIAL NEXUS EVENTS

To participate in official NEXUS events & activities

CURATED TRIPS

To purchase curated trips

MERCHANT PARTNERS

To enjoy discounts and benefits from merchant partners

LIFESTYLE ACTIVITIES

To participate in activities

OFFICIAL EVENTS

To purchase official event tickets

AFFYN MERCHANDISE

To purchase official merchandises

LOYALTY TIERING

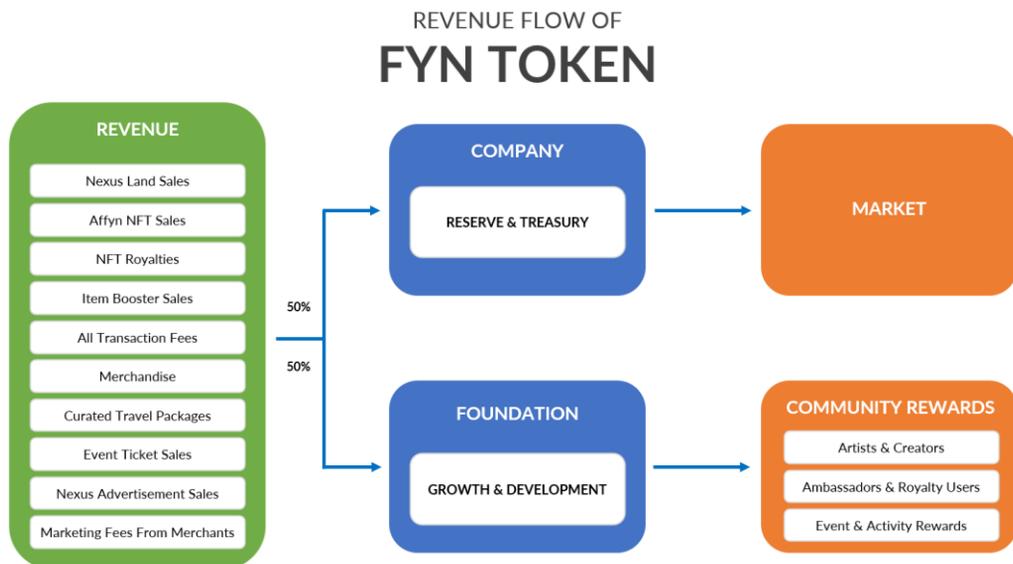
To calculate a user's loyalty tier and their benefits



BUSINESS & REVENUE MODEL

FYN TOKEN REVENUE MODEL

All revenue in the form of FYN will be 50-50 where half will be allocated to the company's treasury for reserve and funding of operations, while the other half will be allocated to the company's foundation for the purpose of further growth and development of the ecosystem. The ratio will be kept flexible where allocation toward the company's reserve & treasury will go up to a maximum of 90% in order to ensure sustainability of the ecosystem.



NEXUS Land Sales

NFT Land in NEXUS which users can purchase from the company.

Affyn NFT Sales

NFTs owned by Affyn which users purchase from the company.

NFT Royalties

Profit share of royalty payments between creators and the company every time a copy of their work is purchased.

Item Booster Sales

Item boosters such as FYN and loyalty points earning multiplier which users purchase in the NEXUS Shop.

All Transaction Fees

Fees charged for all transactions within the Affyn ecosystem such as listing, transferring, buying, and selling etc.

Merchandise

Merchandises such as t-shirts, mugs, and caps etc which users purchase from the company.

Curated Travel Packages

Curated travel packages which users purchased from the company.

Event Ticket Sales

Official event tickets which users purchased from the company.

NEXUS Advertisement

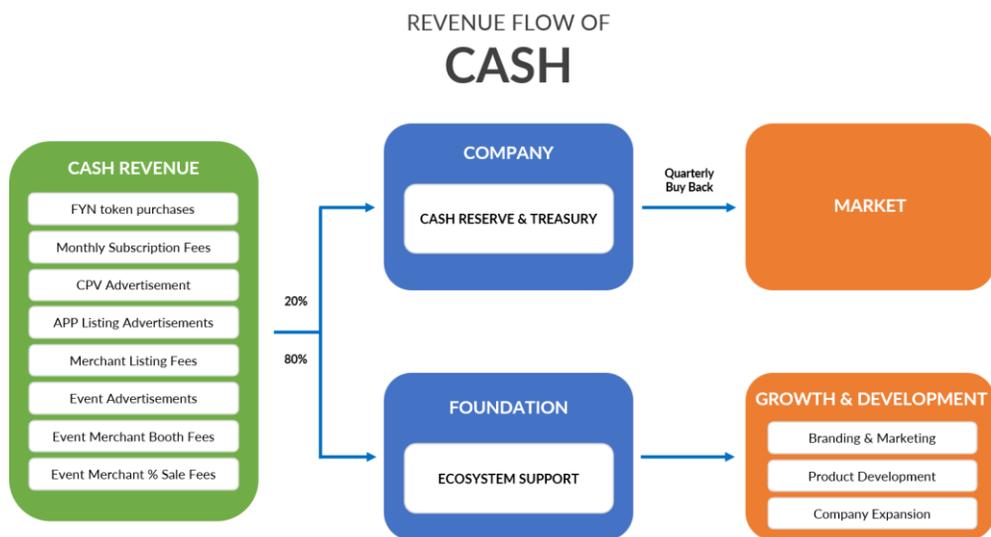
Fees charged for advertising in NEXUS by our users.

Marketing Fees From Merchants

Fees charged for marketing boosts by Affyn partner merchants.

CASH REVENUE MODEL

All revenue in the form of cash will be 20-80 where 20% will be allocated to the company's treasury where the company will use the money to buy back FYN from the market and merchants, while 80% will be allocated to the company's foundation for the purpose of further growth and development of the ecosystem.



FYN Token Purchases

FYN which users purchase directly from the app using credit/debit card.

Monthly Subscriptions Fees

Subscription package which users purchase to enjoy extra benefits in Affyn.

CPV (Cost Per Visit) Advertisements

Campaigns and events requested by advertisers to be organized in NEXUS to attract users to visit a specific physical location.

Paid Advertisements

Advertisement videos, banners, and pictures requested by advertisers to be placed in Affyn.

Merchant Partnerships

Fees charged to merchants when they sign up to be a partner merchant in Affyn.

Event Advertisements

Fees charged to advertisers when they do sponsorships or advertisements in Affyn's official events.

Event Merchant Booth Fees

Fees charged to merchants who setup booths during Affyn's official events.

Event Merchant Sales Fees

A portion of all merchant sales made during Affyn's official events will go to the company.

16 FACTORS THAT DRIVE THE DEMAND AND VALUE OF FYN

NFT VIRTUAL LAND

FYN required to purchase virtual lands in NEXUS

LIFESTYLE ACTIVITIES

FYN required to participate in Lifestyle activities

NFT MARKET PLACE

FYN required to list or purchase NFTs in the marketplace

OFFICIAL EVENTS

FYN required to purchase tickets to official events

NEXUS SHOP

FYN required to purchase items in NEXUS shop

LOYALTY TIER

FYN required to calculate a user's loyalty tier and their benefits

NEXUS ADVERTISEMENTS

FYN required to list advertisements in NEXUS

MAINTAINING ROYALTY

Encourage largest holders to accumulate and utilize FYN

OFFICIAL NEXUS EVENTS

FYN required to participate in official NEXUS events & activities

REFERRAL SYSTEM

Will attract new users and new money inflow into FYN

USER CREATED ACTIVITIES

FYN required to participate in user created games & activities in NEXUS

LIMITED SUPPLY

With only 1 billion FYN, there will be consistent demand

CURATED TRAVEL

FYN required to book curated trips

COMPANY BUY BACKS

20% of cash revenue will be used to buy back FYN every quarter

MERCHANT PARTNERS

FYN required in order to enjoy benefits from merchants, users must buy FYN

SUBSCRIPTION

Subscription provides a stable, recurring fiat inflow into FYN

ROADMAP

Q4 2020

- Team formation
- Idea analysis & initiation
- Market fit research

Q1 2021

- Development of project plan
- Capital structure and strategy planning
- Design and technical specifications initiation

Q2 2021

- Development of project concept
- Creation of whitepaper
- Design of website

Q3 2021

- Launch of website
- Token creation
- Smart contract creation
- Marketing agency engagement

Q4 2021

- Design and technical specifications initiation – Alpha Phase 1.0
 - **Metaverse (Virtual world) services**
 - Storyboard development, design and architecture documentation
 - **Lifestyle (Real world) services**
 - Design and architecture documentation
- Whitelist registration
- Fund raising process
- Security audit checks
- Mass marketing campaign (e.g. engaging influencers)

Q1 – Q2 2022

- Development of mobile application – Alpha Phase
 - **Metaverse (Virtual world) services**
 - Development of NEXUS world with primary layout
 - Development of NFT marketplace
 - Development of 3D animation (e.g. pets, characters)
 - **Lifestyle (Real world) services**
 - Development of products & services feature
- Pre-sale of virtual land accepting FYN
- Security audit checks
- Brand awareness marketing
- Fund grants for artists and creators to produce NFTs on Affyn
- Target to list on exchanges

ROADMAP

Q3 – Q4 2022

- Development of mobile application – Beta Phase 1.0
 - **Metaverse (Virtual world) services**
 - Development of NEXUS world with enhanced features
 - Development of 3D animation – expanded
 - Development of augmented reality
 - Functional NFT marketplace with Affyn/user NFT listing enabled
 - **Lifestyle (Real world) services**
 - Functional products & services feature
 - Collaboration and partnerships with B2B merchants
- Security audit checks
- Brand awareness marketing
- Host campaigns and contests for NFT designs
- Target to list on reputable exchanges in 2022

Q1 – Q2 2023

- Development of mobile application – Beta Phase 2.0
 - **Metaverse (Virtual world) services**
 - Development of NEXUS world with enhanced features
 - Development of 3D animation – expanded
 - Functional earn and reward features
 - Functional NEXUS shop for reward booster, in-game items and etc.
 - **Lifestyle (Real world) services**
 - Special events, parties and activities
 - Partnership with B2B merchants and partners
 - Subscription model implementation
- Security audit checks
- Brand awareness marketing

Q3 2023 onwards

- Development of mobile application
 - **Metaverse (Virtual world) services**
 - Functional NEXUS world with 3D animation
 - B2B advertisement services enabled
 - **Lifestyle (Real world) services**
 - Expanded use cases for FYN tokens
 - Collaboration with B2B merchants and partners for merchant listing and advertising
- Security audit checks
- Brand awareness marketing
- Target to list on more reputable exchanges in 2023

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TEAM



Lucaz Lee | Chief Executive Officer

In the core leadership team (Asia) that helped a travel & lifestyle company launched and penetrated the Asia market where it went from US\$91m a year to US\$926.6m in annual revenue within 5 years. Left the company in early 2018 during it's prime to help launch and lead a predictive genomics startup by bringing personal genetics to consumers worldwide. The company went from zero to USD\$20m revenue in under 2 years before a successful acquisition by a NASDAQ listed company.



Janice Shan Koh | Chief Operating Officer

29 years experience as a chief operating officer. Developed, led and executed strategic imperatives such as planned rapid expansion, operational infrastructure and market penetration strategy. Successfully launched many campaigns for brands like Yakult, Yeo Hiap Seng, to brands and sub brands under Unilever – Lipton, Lux, Dove, Organics, Walls and Pond's.



Franklin Chuah | Chief Technology Officer

Awarded top 10 in the prestigious Microsoft Imagine Cup for two consecutive years, and graduated as one of the top in his entire information technology cohort. He went on to take up a leadership role in the military engineering field where he managed more than 50 personnel under his command. His exposure to blockchain in early 2017 inspired him to believe that it is the next wave of technology innovation. He decided to pursue a path in entrepreneurship, adopting blockchain technology to create a world that enriches people's lives.



To Be Announced | Chief Financial Officer

Associate Director in one of the Big 4 accounting firm. Led cross-functional teams to advise transactional accounting for blockchain and risk advisory. Worked on complex transactions relating to IPO readiness, capital fundraising and acquisition transactions for technology companies headquartered in Singapore and Indonesia.

TEAM



Calvin Tee | Game Director

16 years experience in game development where he was awarded 1st place out of 800 game submissions for the RPG category in the Indie Game Maker Contest 2014. With a team of game developers under his guidance and leadership, he aspires to become the top game director in the world.



Alvin Chia | Growth Analyst

Serving as the deputy commander in the ammunition depot under the Singapore Armed Forces, he provided strategic structure and vision that safeguard the integrity of Singapore's airspace. After his 5 year tour, he decided to pursue a path in entrepreneurship where he helped design the strategic growth for his team of more than 40 before the company's acquisition by a listed company.



Lim Zi Sheng | Blockchain / Game Developer

12 years experience in software and server development where he participated in AR/VR/XR application development, full stack application development and was the sole programmer in Infinito Games. Won the gold award at Jilin International Game Jam, China 2017.



Carlton Tee | 3D Animator

6 years experience in 3D animation where he and 2 other animators curated their own cut of Godzilla vs Kong that generated more than 1 million views on YouTube.

FURTHER INFORMATION

Website:

<https://www.affyn.com>

Telegram:

<https://t.me/affynofficial>

Twitter:

<https://twitter.com/affynofficial>

Facebook:

<https://www.facebook.com/Affyn-108490554867983>

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