

MORE FUN TOGETHER

Affyn was created with the purpose of bringing people together. We want to remind people of what's truly important in their lives: the bonds with their friends and family.



FEATURED IN:

MarketWatch



Daily Herald



CBS



OUR GOAL

To create a utopian virtual world where people can have fun with their friends and family. Everything they earn inside can be used in the virtual and real world integrated within our ecosystem.

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.



More Fun Together

We plan to create thousands of unique, fun, and exciting activities to provide people with more ideas to initiate get-togethers and connect people from all walks of life through common interest. Through these activities, people can have fun earning rewards toward their dreams such as bringing their family on a trip to places they never imagined possible.



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

Thomas Wolfe once said that "Loneliness is and always has been the central and inevitable experience of every man". But it's impact has been increasing at an alarming rate. According to Statista¹, about 1 in 3 adults experienced feelings of loneliness worldwide. Studies² have also found that loneliness and social isolation has become a serious public health issue globally, where it negatively affects a person's physical, emotional and mental health.



Technology

There was a time where people were less distracted, less stressed, often get together to have fun, and lived fulfilling lives. Those were the times during the absence of technology. At its core, technology holds the promise of connection. People nowadays have hundreds and even thousands of friends on social media platforms, yet in reality they are lonely and lack of meaningful connection.



Financial Stress

We live in a world where relying on a single source of income is never enough. Nearly 1 in 3 American workers with a side hustle still struggle to make ends meet. This becomes a huge concern especially to young parents who have no time for their kids and family as they are constantly working. The stress that people are experiencing will also negatively impact relationships. As this continues, we will be moving into a depressing future generation.



Generation Gap Issue

Our grandparents, parents and ourselves grew up in different living conditions and working environments. These creates a unique mindset and priorities that differ for each generation for them to thrive in their time. However this also creates clash in opinions when these different generations are together. Gradually their bond weakens as they reduce the time spent together to avoid conflicts.



Shrinking Social Circle

As we grow older, it gets harder to make new friends outside our workplace due to time commitment. Friends around us also start to have different priorities and interest, and over time we drift apart. Since we spend most of our time at work, the people we hang out with the most are our colleagues. However we might not have the same goals, beliefs, interests nor common topics outside of work.

¹<https://www.statista.com/statistics/1222815/loneliness-among-adults-by-country>

²<https://www.cdc.gov/aging/publications/features/lonely-older-adults.html>

OUR STRATEGY

To tackle the problems, our mobile virtual world will be filled with unique and fun activities. Completion of these activities will award users with attractive rewards that can be used in our ecosystem, both in the virtual and real world. The attractiveness of these rewards will be determined through an algorithm based on the size and composition of the group completing the activities. As certain activities will have specific constraints like completion with a friend or family member, this will encourage our users to initiate get-togethers with their friends and family.



Technology

Technology has always been ingrained in our everyday lives. Rather than changing the behaviour of people, we want to utilize technology to create opportunities for people to initiate get-togethers with their friends and family.



Lifestyle

Our users are rewarded for having fun in the virtual world which can also be utilized in the real world. Users will be able to enjoy benefits such as discounts and special treatment at our merchant partners.



Bridging Generations

Our platform offers high rewards when the younger and older generation get together to accomplish the augmented reality activities. This provides them with a common goal to work towards to and get together.



Community

One of the features in our platform connects people of common interest through recommended activities where our users can participate. This offers our user the opportunity to expand their social circle and make new friends with common interest.

WHY BLOCKCHAIN?



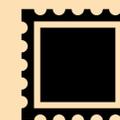
Transparency

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.



Speed

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



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.



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.



NEXUS

VIRTUAL WORLD



LIFESTYLE

REAL WORLD



NFT Marketplace



NFT Virtual Land



Augmented Reality Activities

NEXUS

VIRTUAL WORLD



LIFESTYLE

REAL WORLD



NEXUS Shop



Rewards



NEXUS Draw



NEXUS WORLD

NEXUS is a utopian virtual world with a digital layer that's mapped to the real world where users can explore, play, and participate in activities with their friends and family. Inside NEXUS, all transactions will be facilitated in FYN, a BEP20 token of fixed supply that can be used in the virtual and real world integrated within our ecosystem.



AUGMENTED REALITY

There will be campaigns and activities in NEXUS where for example treasure chests 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 that can be utilized in the virtual and 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.



NFT VIRTUAL LAND

The lands in NEXUS is a digital layer of hexagon grids covering the entire earth's surface. Each hexagon is a non-fungible digital asset identified by a set of cartesian coordinates called "NEXUS Land" where users may buy, own, develop, and monetize these lands in NEXUS where they have full control over their land development. They may build structures, buildings, showcase their NFT collectibles, list advertisements, create activities, events, and even monetize by selling the land, charging fee for their activities, advertisements, or even becoming landlords renting out their land. A percentage of all rewards earned within the land by other users will also go to the owner of the land.



Search



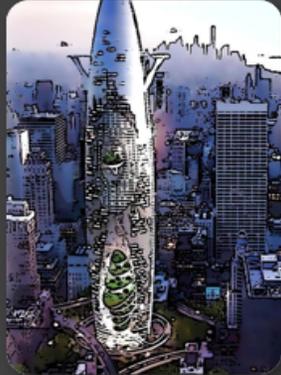
Buy

Sell

Auction

Rankings

Structures



Digital Art



NFT MARKETPLACE

Users may create, list, buy and sell NFT digital art, 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.



NFT Marketplace



NFT Virtual Land



Augmented Reality Activities



Food & Beverages



Shopping



Entertainment

NEXUS

VIRTUAL WORLD



LIFESTYLE

REAL WORLD



NEXUS Shop



Rewards



NEXUS Draw



Travel



Official Events



Activities

LIFESTYLE



TRAVEL

Users may book our curated trips which are filled with unique itineraries at exquisite hotels, designed to provide memorable experiences 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.



ACTIVITIES

Organized by our merchant partners such as bowling, laser tag, etc. These activities are designed to be fun, interactive, and participable only with FYN.



CURATED TRIPS

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.



OFFICIAL 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.



TEAMBUILDING
EVENT

UNIQUE ACTIVITIES

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.

FYN

Token use case & economic flow

EARN

Walk & Earn
Augmented Reality Activities
NEXUS Campaign Events
Hosting NEXUS Activities
Referral
NFT Sales & Royalties
Earnings From Virtual Land

NEXUS NFT Virtual Land
NEXUS NFT Market Place
NEXUS Shop
NEXUS Draw
NEXUS Advertisements
NEXUS Activities
Curated Trips
Selected Merchant Partners
Lifestyle Activities
Official Events
Affyn Merchandise
Loyalty Tiering

USE CASE

LOYALTY TIERS

Users will earn loyalty points when they hold FYN, spend FYN, or refer new users

| | RUBY | GOLD | PLATINUM | ROYALTY |
|---|------|------|----------|---------|
| Additional 20% Earnings | ✓ | ✓ | ✓ | ✓ |
| Additional 30% Earnings | | ✓ | ✓ | ✓ |
| Access to Platinum & Above Events | | | ✓ | ✓ |
| 1% Profit Share of all FYN Revenue | | | ✓ | ✓ |
| Personalised Benefits | | | | ✓ |
| Additional 1% Profit Share of all FYN Revenue | | | | ✓ |

Platinum must maintain top 10% most loyalty points on the leader board, while Royalty must maintain in the top 1%



NFT MARKET PLACE

To list or purchase NFTs in the marketplace

NEXUS SHOP

To purchase item boosters in NEXUS shop

NEXUS ADVERTISEMENTS

To list advertisements in NEXUS

NEXUS ACTIVITIES

To participate in NEXUS activities

NEXUS DRAW

To participate in NEXUS Draw

CURATED TRAVEL

To book purchase curated trips

MERCHANT PARTNERS

To enjoy discounts from merchant partners

LIFESTYLE ACTIVITIES

To participate in lifestyle activities

NFT VIRTUAL LAND

To purchase virtual lands in NEXUS

LOYALTY TIER

To calculate a user's loyalty tier and their benefits

MAINTAINING ROYALTY

Encourage largest holders to accumulate and utilize FYN

REFERRAL SYSTEM

Will attract new users and new money inflow into FYN

LIMITED SUPPLY

With only 1 billion FYN, there will be consistent demand

SUBSCRIPTION

A stable, recurring cash inflow into FYN

COMPANY BUY BACKS

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

OFFICIAL EVENTS

To purchase tickets to official events

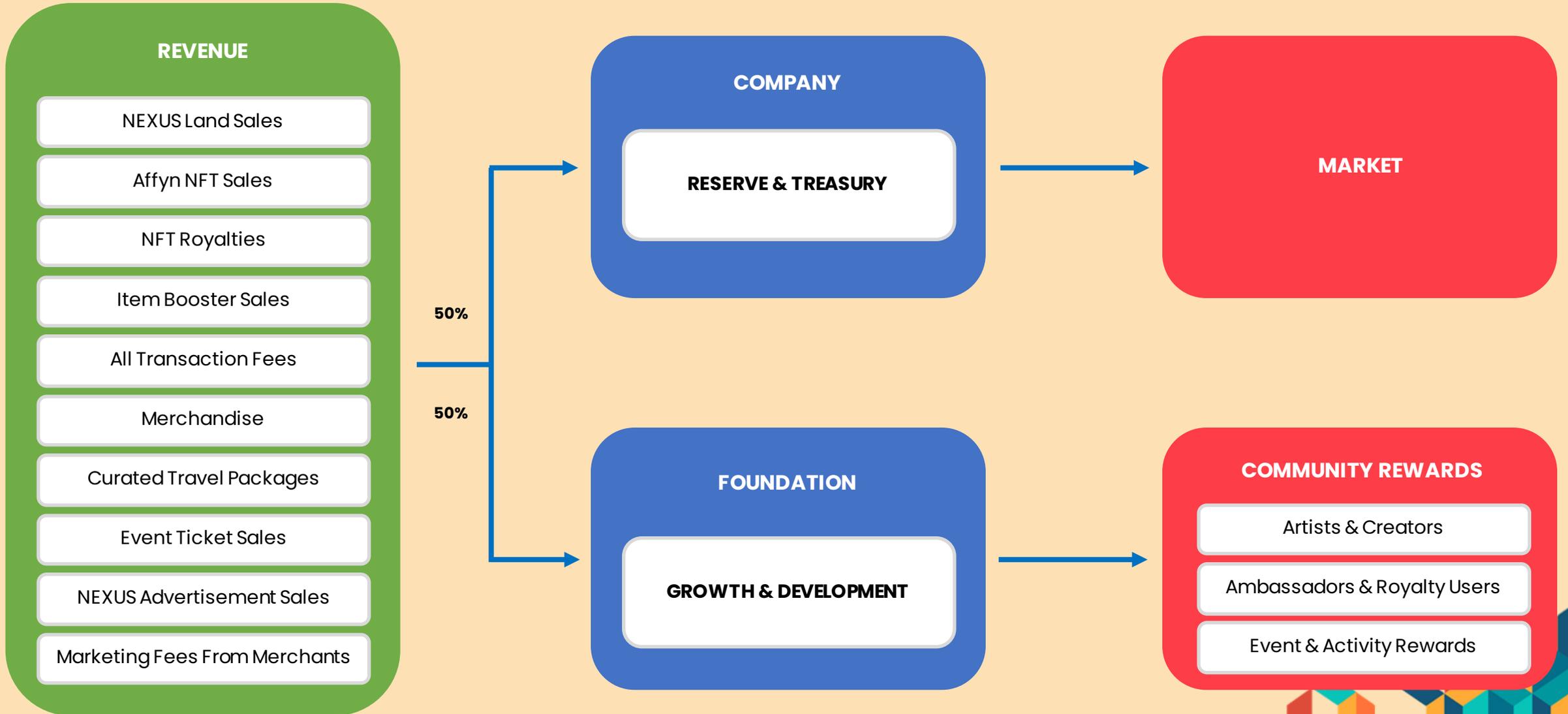


16 FACTORS

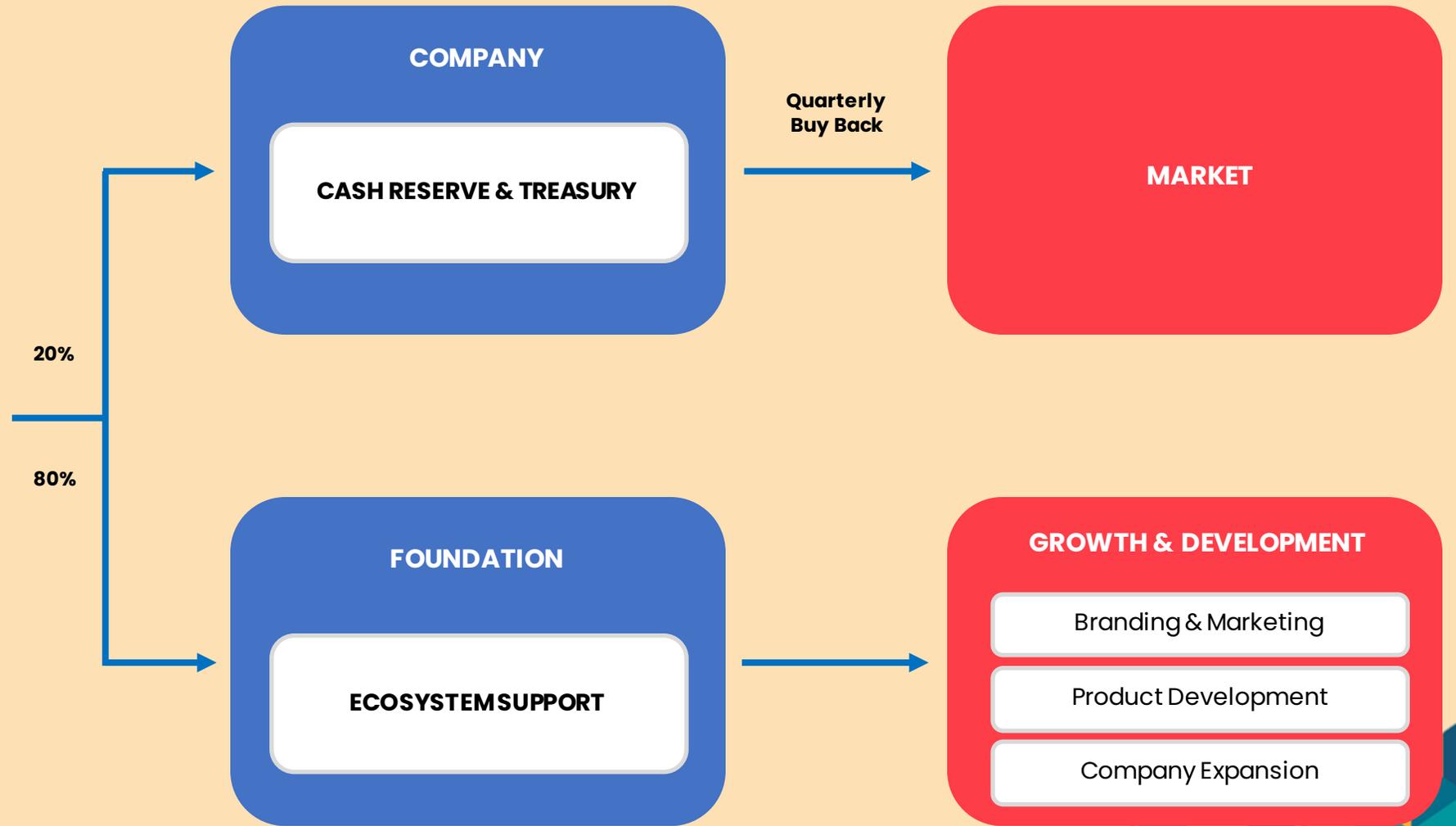
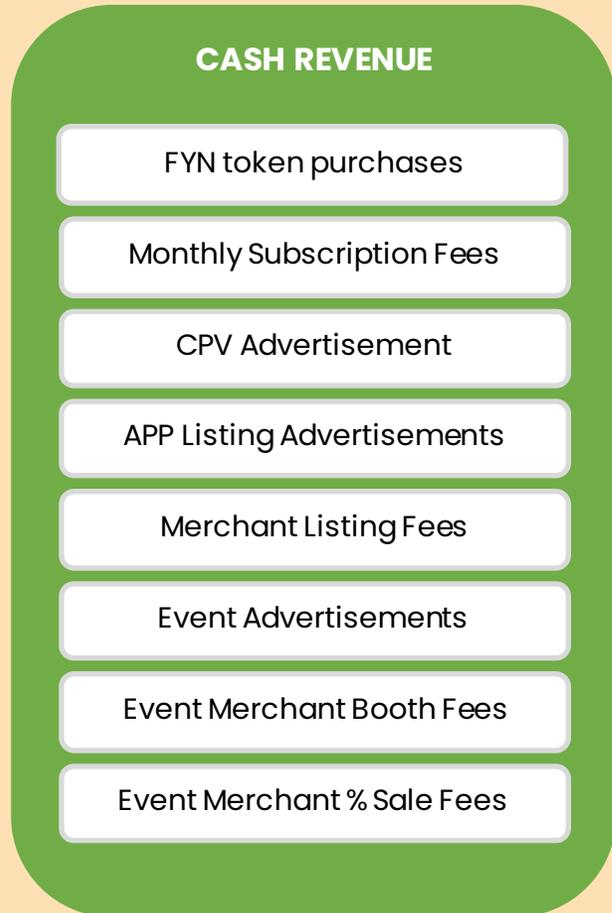
THAT DRIVE THE VALUE OF FYN



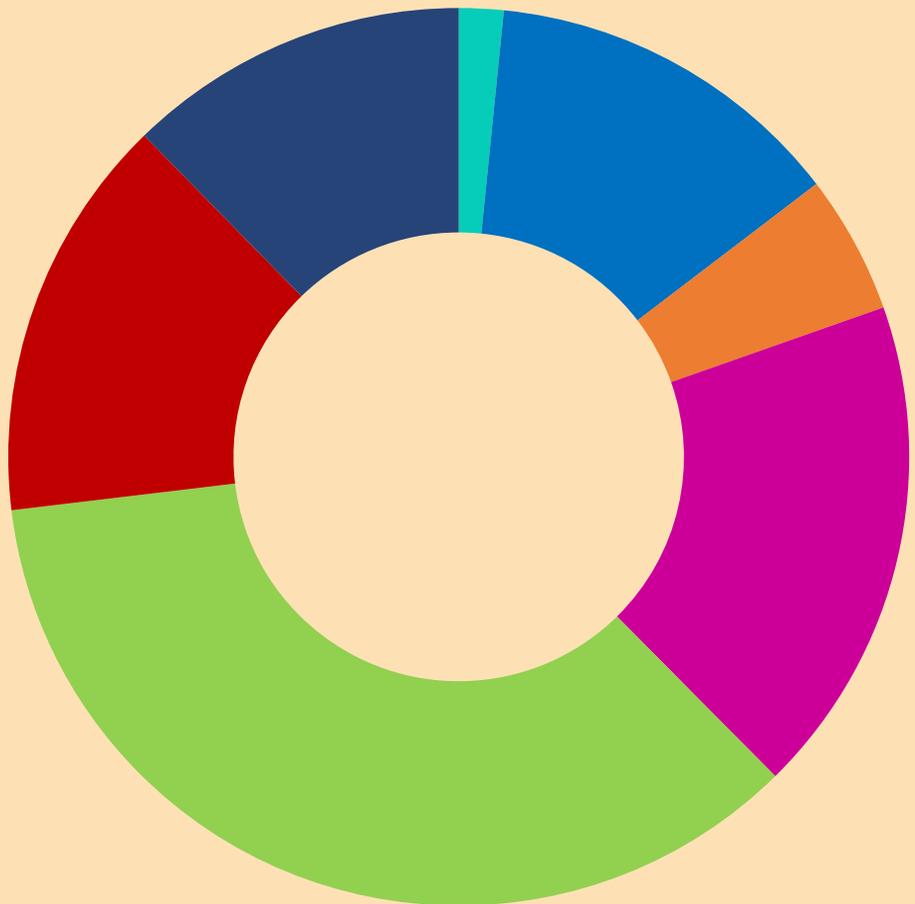
FYN REVENUE FLOW



CASH REVENUE FLOW



FYN ALLOCATION



- Private Round - 1.6%
- Seed Round - 13%
- Presale - 5%
- Founders, Team & Advisors - 18%
- Foundation - 35.5%
- Company Reserve - 14.6%
- Marketing - 12.3%

FYN ALLOCATION

| TOTAL FYN SUPPLY | 100% | 1,000,000,000 |
|---------------------------|-------------|----------------------|
| Private Round | 1.6% | 16,000,000 |
| Seed Round | 13% | 130,000,000 |
| Presale | 5% | 50,000,000 |
| Founders, Team & Advisors | 18% | 180,000,000 |
| Company Reserve | 14.6% | 146,000,000 |
| Foundation | 35.5% | 355,000,000 |
| Marketing | 12.3% | 123,000,000 |

FYN allocated to Founders, Team & Advisors are locked for 4 years vesting with 12 months cliff

SALE OF FYN TOKEN

| SALE TIER | PRICE PER FYN | HARDCAP | TOTAL TOKEN |
|---------------------|---------------|-------------|-------------|
| Seed Round (Tier 1) | \$0.01 | \$650,000 | 65,000,000 |
| Seed Round (Tier 2) | \$0.03 | \$1,200,000 | 40,000,000 |
| Seed Round (Tier 3) | \$0.06 | \$1,500,000 | 25,000,000 |
| Presale | \$0.07 | \$3,500,000 | 50,000,000 |

PROOF OF CARE

Affyn was created with the purpose of bringing people together, and therefore we want to bring our community together closer to us. We want to know more about you, and why and how you care about us. We believe that our community should be rewarded for caring. Thus, your qualification, tier level and token allocation for the seed round will be based on the score of your Proof of Care.

Factors that will influence your score:

- Providing the Affyn team with suggestions on how to improve the project.
- Spreading awareness for Affyn such as sharing and promoting Affyn related content on social media, writing articles and making YouTube videos.
- Helping the Affyn team such as telegram admin, translation, design of promotional material e.g. posters, videos etc.
- Go out of your way to be creative to share how you care about Affyn.

The score is additive, there is no limit to your score.

| Sales Tier | Hard Cap | Price |
|--------------------------|-------------|--------|
| Seed Round | | |
| Tier 1 | \$650,000 | \$0.01 |
| Tier 2 | \$1,200,000 | \$0.03 |
| Tier 3 | \$1,500,000 | \$0.06 |
| Presale | \$3,500,000 | \$0.07 |
| IDO Public Launch | - | \$0.10 |

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
- Whitelisting and proof of care process
- Brand awareness marketing
- Token creation

Q4 2021

- Design and technical specifications initiation – Alpha Phase 1.0
 - **Virtual world services**
 - Storyboard development, design and architecture documentation
 - **Real world services**
 - Design and architecture documentation
- Whitelisting and proof of care process
- Fund raising process
- Security audit checks
- Mass marketing campaign (e.g. engaging influencers)
- Partnerships announcement

Q1 – Q2 2022

- Development of mobile application – Alpha Phase
 - **Virtual world services**
 - Development of NEXUS world with primary layout
 - Development of NFT virtual land
 - Development of NFT marketplace
 - Development of 3D animation (e.g. pets, characters)
 - **Real world services**
 - Functional event organizing and participating services
 - Functional peer-to-peer messaging services
 - Development of trips feature
- Security audit checks
- Brand awareness marketing
- Fund grants for artists and creators to produce NFTs on Affyn
- Target to list on exchanges

Q3 – Q4 2022

- Development of mobile application – Beta Phase 1.0
 - **Virtual world services**
 - Development of NEXUS world with enhanced features
 - Development of 3D animation – expanded
 - Functional NFT marketplace with Affyn/ user NFT listing enabled
 - **Real world services**
 - Functional trips feature
 - Collaboration and partnerships with B2B merchants
- Security audit checks
- Brand awareness marketing
- Pre-sale of virtual land
- Host campaigns and contests for NFT designs
- Target to list on at least 2 reputable exchanges in 2022

Q1 – Q2 2023

- Development of mobile application – Beta Phase 2.0
 - **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.
 - **Real world services**
 - Curated trips, special 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
 - **Virtual world services**
 - Functional NEXUS world with 3D animation
 - B2B advertisement services enabled
 - Development of augmented reality
 - **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 at least 3 - 5 reputable exchanges in 2023

Completed

In-progress

CORE TEAM



Lucaz Lee

Chief Executive Officer

Part of the core leadership team in Asia that helped a travel technology US company launched and penetrated the Asia market in 2012 where it went from a US\$91m a year company to US\$926.6m in annual revenue within 5 years. Left the company in early 2018 during its prime to help lead and start a genomics company to bring personal genetics to consumers worldwide. Under his leadership and experience, the company went from zero to USD\$20m revenue in under 2 years before a successful acquisition by a NASDAQ listed company.



Franklin Chuah

Chief Technology Officer

Awarded top 10 in the 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.



Alvin Chia

Chief Operating Officer

Serving as the deputy commander in the ammunition depot under the Singapore Armed Forces, he provided operational control, reporting structures, and strategic 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 lead and designed the operational flow and standards for his team of more than 40 before the company's successful acquisition by a public listed company.



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.



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THANK YOU

