

# FanCup

The Ownership Economy for Creators on Solana.

# Creators Are Losing Value

- **High Fees & Censorship:** Existing platforms (Patreon, YouTube) take huge cuts (up to 30%) and have opaque content policies.
- **Fragmented Monetization:** Creators use 5+ different tools for community, payments, and content, leading to a broken fan experience.
- **No True Ownership:** Creators don't own their audience or their digital economy. They are building on rented land.

# FanCup: A Unified SocialFi Ecosystem

*We provide creators with the tools to build, own, and monetize their digital nation in one place.*

- **Three Pillars:**
- **True Ownership:** On-chain assets.
- **Direct Monetization:** Instant SOL/USDT payouts.
- **Fan Engagement:** Token-gated communities.

# Your Community, Your Economy

- **User Journey:**
- **Creator:** Onboards to FanCup, creates their "SubCup" (e.g., `artist.fancup.pro`).
- **Fan:** Discovers the creator, purchases their "Creator Key" with SOL.
- **Result:** Fan gets exclusive access; Creator instantly receives 90% of the payment.

# The Creator Key & Bonding Curve

- **Visual Concept:** Simple graphic showing a bonding curve where price increases as more keys are bought.
- **Explanation:**

*The bonding curve algorithmically prices each Creator Key. Early fans are rewarded with lower prices, creating a powerful incentive for community growth.*

- **Revenue Streams:**
  - Paid DMs / Voice
  - Content Staking (fans bet on posts)
  - Multi-level Referrals

# Tapping into the \$100B+ Creator Economy

- **TAM (Total Addressable Market):** The global Creator Economy market size.
- **SAM (Serviceable Addressable Market):** The Web3 creator & SocialFi market.
- **SOM (Serviceable Obtainable Market):** Our 2-year goal is to capture X% of the Solana SocialFi market, representing \$Y in platform revenue.

# Onboarding the Next 1,000 Creators

- **Phase 1 (Launch):** Strategic partnership with Lermess Studio to onboard their portfolio of creators and influencers.
- **Phase 2 (Growth):** Target mid-tier creators from Web2 platforms (Patreon, Twitch) with a "0-to-1" onboarding program and migration support.
- **Phase 3 (Scale):** Leverage the built-in referral program to drive organic, community-led growth.

# Token Allocation

- **Chart Data (Pie Chart):**
- **Community & Ecosystem:** 40%
- **Team & Advisors:** 20% (with 4-year vesting)
- **Seed Investors (Lermess Studio):** 15%
- **Treasury & Operations:** 15%
- **Public Sale:** 10%

# Built by Experts in Web3 and Social

- **James Carter - CEO:** Ex-product lead at a major social media company, early Solana ecosystem contributor.
- **Jane D. - CTO:** Lead smart contract engineer from a well-known DeFi protocol, security audit expert.
- **Sam R. - Head of Growth:** Former creator partnerships manager at Twitch/Patreon.

# Our Path Forward

- **Q1 2026 (Done):** Testnet Launch, Security Audits Completed.
- **Q2 2026 (Post-Funding):** Mainnet Launch, First Creator Cohort Onboarded.
- **Q3 2026:** Mobile App Launch, NFT Minting Feature.
- **Q4 2026:** DAO Governance for Treasury, Expansion to other chains.

# Seed Round: \$1.5 Million

- Fund Allocation (Chart):
- Product & Engineering: 40%
- Marketing & Creator Onboarding: 35%
- Legal & Operations: 15%
- Liquidity & Treasury: 10%

# Join Us in Building the Future of Fandom

- **Logo:** FanCup
- **Contact Info:**
- **James Carter, CEO**
- **Email:** JamesCarterFC@gmail.com
- **Website:** fancup.pro