

FUSYONA WHITEPAPER

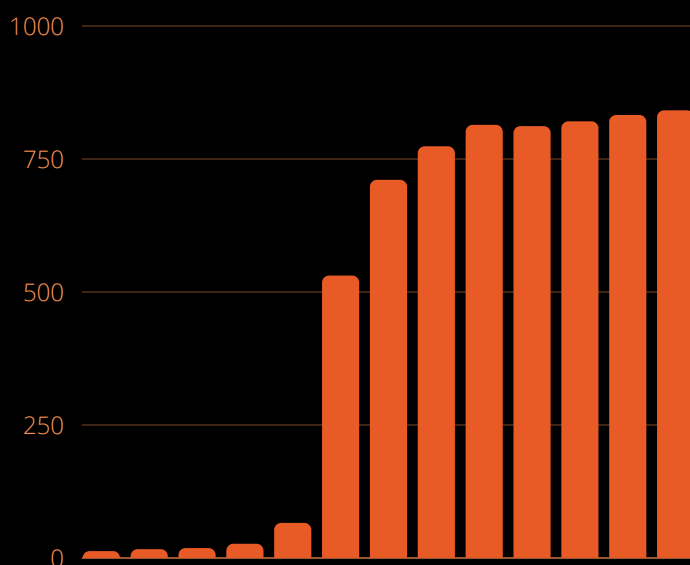
2022



INTRODUCTION	01
SOLUTION	02
FUSYONA PLATFORM	03
OPEN ARCHITECTURE	04
MARKET SIZE	06
MAIN AUDIENCE	08
UNIQUE ADVANTAGES	09
COMPETITIVE LANDSCAPE	10
FUSYONA COIN (FUSY)	11
BUSINESS MODEL	13
ROADMAP	14
THE TEAM	15
DISCLAIMER	17

INTRODUCTION

In the future, everything will be tokenized and represented in the digital world, using blockchain. This technology stands out for its transparency, security, and immutability, facilitating the transfer and registration of token ownership, at a lower cost and more efficiently. Therefore, the tokenization of assets has skyrocketed in recent years with multi-million dollar profits:



Market capitalization of NFT projects worldwide from March, 2021 to March, 2022 (in million U.S. dollars)
(Statista, 2022)

Tokenization also enables taking advantage of the entire decentralized finance (DeFi) ecosystem, allowing access to markets that were previously restricted to high-volume or illiquid trades.

Therefore, more and more projects are including blockchain technology in their operating and business models, and new startups in this area are emerging.

As Harvard Business Review notes, when one project moves an existing product line into the metaverse, they expand the way consumers interact with and experience brands. NFTs are more than just a digital asset, they are a whole series of real-world purchase and consumption experiences. In their own words: *"the possibilities for new and creative loyalty and post-sale engagement are endless."*

PROBLEMS

However, despite the countless benefits of crypto-tokenization, this trend is still struggling to get off the ground and attract the masses.

For many people and even businesses, tokenization still represents a technological challenge, starting with the deployment of smart contracts on the chosen blockchains. To create tokens and implement blockchain technology, projects must create or hire a specialized technical team of developers, using multiple platforms and different technologies. This adds 4 to 12 months of programming, increases costs, and decreases the security of the project.

On the other hand, in a world of more and more crypto projects, and new ones emerging every day, there is no efficient, safe and scam-free way for traders and investors to choose tokens and crypto services to invest in.

SOLUTION

That's why we create Fusyona:

"An expanding online token-directory that connects developers, projects, traders, and investors."

We hope to tackle these problems, helping to launch more blockchain-related projects, and help the public reach them in a transparent way.

WHAT IS FUSYONA?

Fusyona is an online platform that allows to create, store, exchange and share tokens. Our collaborative multi-chain system covers the entire life cycle of tokens, with a set of online tools that facilitate the incorporation of blockchain technology in any project, easy and fast.

Currently, Fusyona has the following services: 1) automated token creation; 2) NFT mining; 3) crypto wallet, 4) an NFT Marketplace; 5) a decentralized and a Peer-to-Peer Exchange, and 6) a payment system. Fusyona also provide users with analytical tools to have a better view of their crypto assets, and has social features that allow projects and traders to interact with their community.

We provide the opportunity for third parties to create and launch their own tokens and exchange them with other users. The process is automated and easy to use, and users can choose among several options available, including meme tokens, NFTs, utility tokens, fan tokens, and more.

A wallet will be also available to all users to receive the tokens created or imported on the platform. Users will be able to list, buy and sell tokens on Fusyona Exchanges, both centralized and P2P. This will increase the liquidity of crypto assets and facilitate forex trading on the platform and between users.

An online Marketplace will also be available using cryptocurrencies as payment, including those generated on the platform. This will build value for the tokens created and give users the tools to use their tokens within the same platform.

Finally, social features will create a network of trust around each token and protocols, allowing users to interact with their communities by sharing information through posts, text, images, and videos.

FUSYONA PLATFORM

AUTOMATED TOKEN CREATION



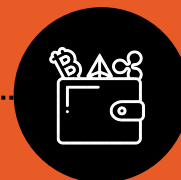
Third-party users can create and/or release their own crypto tokens.

NFT MINTING



NFTs can be minted on Fusyona using the Ethereum or BSC network.

CRYPTO WALLET



Each Fusyona user automatically has a multi-currency wallet.

NFT MARKETPLACE



To trade products using the tokens created in our platform.

CENTRALIZED EXCHANGE



Traders can buy and sell tokens and cryptos on our centralized Exchange.

EXCHANGE P2P



Our users will be able to trade tokens and cryptos directly with each other.

PAYMENT SYSTEM



Cryptos, including those created on our platform, can be used as a payment method using our payment gateway.

SOCIAL CHARACTERISTICS



Creators and customers can posts, text, images, and videos in the community.

ANALYTIC

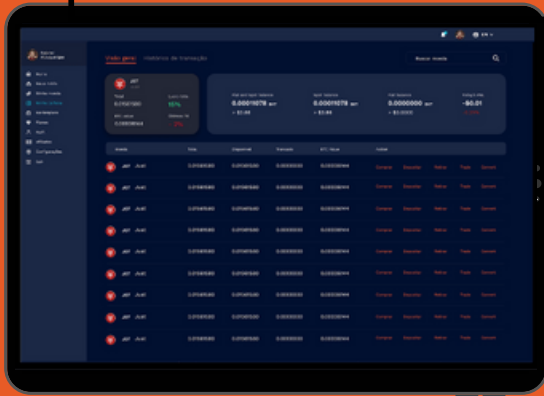


Each profile will display analytics data from projects and tokens.

FUSYONA PLATFORM



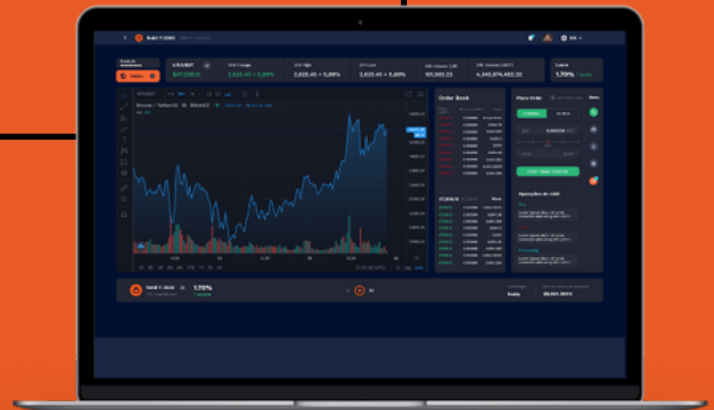
**NFT
MARKETPLACE**



**CRYPTO
WALLET**



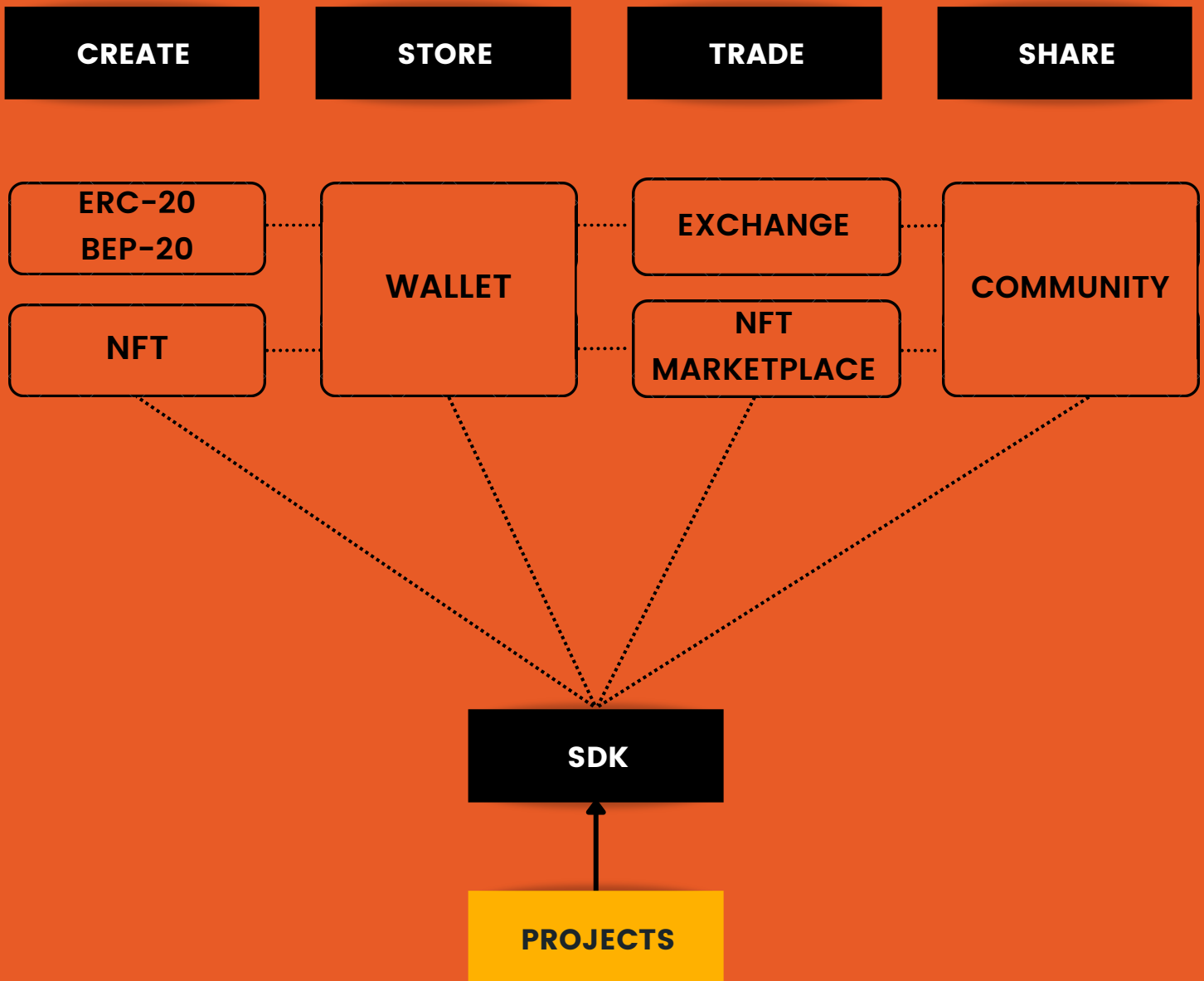
**CENTRALIZED
EXCHANGE**



**SOCIAL
CHARACTERISTICS**



OPEN ARCHITECTURE



MARKET SIZE

With the emergence of new applications and monetization methods for cryptos, the popularity of blockchain technology continues to rise, reaching already a market cap of 1.86 trillion in 2022. Only the NFT market, for example, little known a couple of years ago, was valued at \$ 40 billion this year and is expected to reach 147.24 billion by 2026. The blockchain gaming industry shows even greater potential, with a 2,000% increase since last year, according to a report by DappRadar and the Blockchain Game Alliance. The market cap of Play-to-Earn Coins is \$7.24 billion and should increase as more video games incorporate blockchain technology into their projects. Thus, Play2Earn games are expected to have a significant share of the global video game market, valued at \$138 billion.

1,86T



Cryptocurrency
Market Cap (US \$)
2022

42B



NFT Market
Cap (US \$)
2022

138B



Global
Videogames (US \$)
2021

More and more brands are also using NFTs to attract public and followers. From Nike-licensed Ethereum NFT sneaker models, to McDonald's first-ever NFT promotion (called MCNFT), or Coca-Cola's one-to-one NFT digital animated artworks that provide multi-sensory experiences. Once again, the big brands have taken over technology and are using it to their advantage. These are just some of the companies that have included NFTs in their marketing campaigns and strategies, whether to promote new products, promotions, or even donations:



MARKET SIZE

WHY NOW?

The crypto market has shown continuous growth, which will continue in the following decades. However, this year will be essential for the expansion of its use, and the emergence of new applications. According to Forbes, by 2022 more governments and countries will legally adopt blockchain technology. Additionally, the NFT market is expected to continue to grow, but it will be less about art and more about utility, gaming, social sharing, and access to exclusive communities. With the creation of new metaverses, blockchain will be the most in-demand skill this year, which means that more projects and developers will use this technology. However, there are still some challenges to overcome, mainly technological. At Fusyona, we want to help projects and entrepreneurs to easily adopt blockchain technology without the need for technical knowledge.



WE FACILITATE THE INTEGRATION OF BLOCKCHAIN AND NFT FUNCTIONALITIES IN ANY PROJECT, APPLICATION OR GAME, TO TURN IT INTO A DAPP OR PLAY2EARN GAME.

MAIN AUDIENCE

Our main goal is to help companies and entrepreneurs to create blockchain projects, or tokenize existing ones, also saving them time and money. Therefore, the main audience of Fusyona are those developers or startups focused on blockchain and NFT.

One of the fastest-growing markets in the NFT world is play-to-earn games. With multiple projects and games being tokenized, we also believe that crypto-games and gamers will be a significant audience in Fusyona.

Likewise, investors, traders and payment systems can benefit by buying the crypto listed in Fusyona.

Finally, creators and buyers of tokens , collectible NFT, and e-commerces will be an important part of our ecosystem.



**BLOCKCHAIN
& NFT
PROJECTS
AND
DEVELOPERS**



**PLAY2EARN
GAMES &
GAMERS**



**INVESTORS,
TRADERS &
PAYMENT
SYSTEMS**



**TOKENS &
COLLECTIBLE
NFT,
E-COMMERCE**

UNIQUE ADVANTAGES

POWERFUL TECHNOLOGY

Set of powerful and easy-to-use operation tools to quickly turn any app into a dApp, saving money and time.

TRUST AND TRANSPARENCY

Our network-based reputation system ensures trust and transparency of tokens, projects and investors

MORE NUMBER OF CRYPTOS LISTED

Any token will have a chance to be listed.

ALL FEATURES IN ONE INTEGRATED ECOSYSTEM

Safer, faster, preventing users from using multiple technologies and platforms.

LARGEST AUDIENCE

We envelope multiple audiences, both tokens creators and consumers.

COMPETITIVE LANDSCAPE

	FUSYONA	OPENSEA, RARIBLE	UNISWAP, PANCAKESWAP	BINANCE
ERC-20 & BEP-20 CREATION	✓			
NFT CREATION	✓	✓		
WALLET	✓			✓
NFT MARKETPLACE	✓	✓		✓
EXCHANGE	✓		✓	✓
SOCIAL FEATURES	✓			

FUSYONA COIN (FUSY)

We believe that the best way to inspire is to lead by example, so we created our own token: Fusyona coin (FUSY).

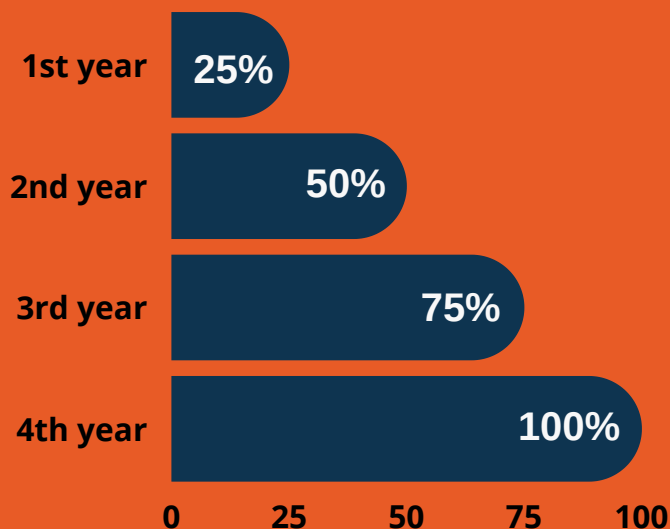
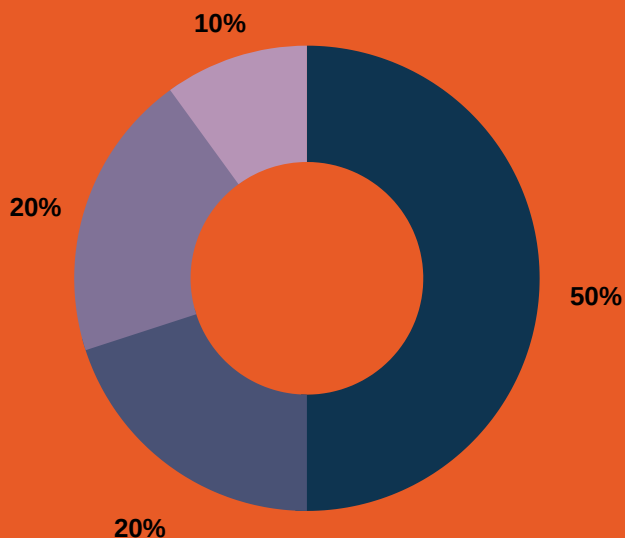
We issued 10 trillions (TT)* of FUSYs, BEP-20 compliant that runs natively on the Binance Smartchain blockchain.

Our goal is for FUSY token to become an essential pillar of the platform, promoting its use and trading among the various services, and consolidating the project in the cryptocurrency industry.

ALLOCATION

- Tokens allocated for public sales
- Founding team
- Reserve Funds **
- Developers

****for Training & Marketing**

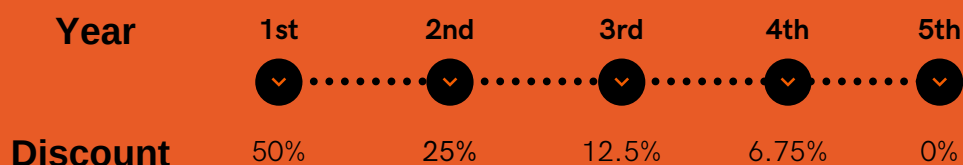


The acquisition of tokens belonging to the Founders and the Team will be carried out with a lockup of 12 months and vesting of 4 years.

FUSYONA COIN (FUSY)

USERS CAN USE FUSY TOKENS:

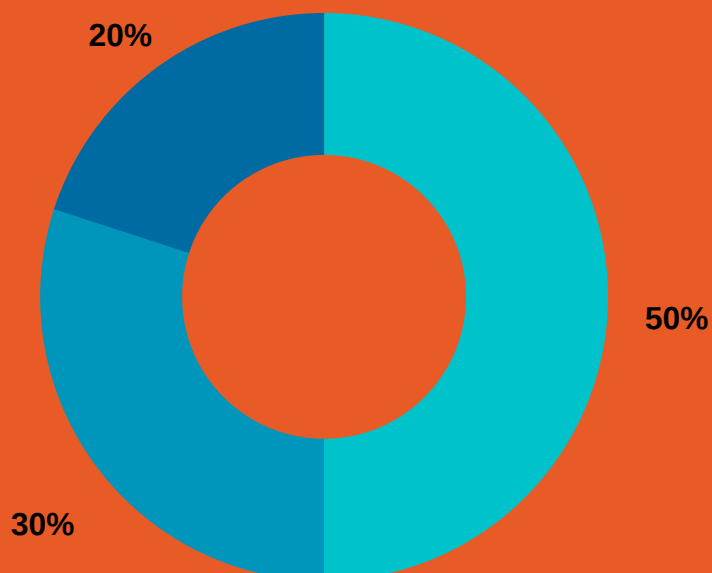
- To buy products and merchandise on the Fusyona NFT Marketplace.
- To earn discounts on the transaction fee during the purchase and sale of tokens.
- To pay for services on the Fusyona platform, including the creation of other tokens.
- To earn discounts on the purchase of Fusyona products & merchandise. When users use FUSY to pay, they will receive a significant discount.



HOW FUNDS WILL BE USED

The funds raised from the sale of the FUSY tokens will be used as follows:

- 50% of the funds will be used for the development of the Fusyona platform and subsequent updating of the system, also including the recruitment and training of the team responsible, as well as the development budget.
- 30% will be used to promote and publicize the platform and the brand, as well as train Fusyona users, with the aim of consolidating the platform in the cryptocurrency industry, positioning it as a leader in the current ecosystem, and attracting investors and active users to the platform.
- 20% will be kept in reserve to deal with any emergency or unexpected situation that may arise.



FUSYONA COIN (FUSY)

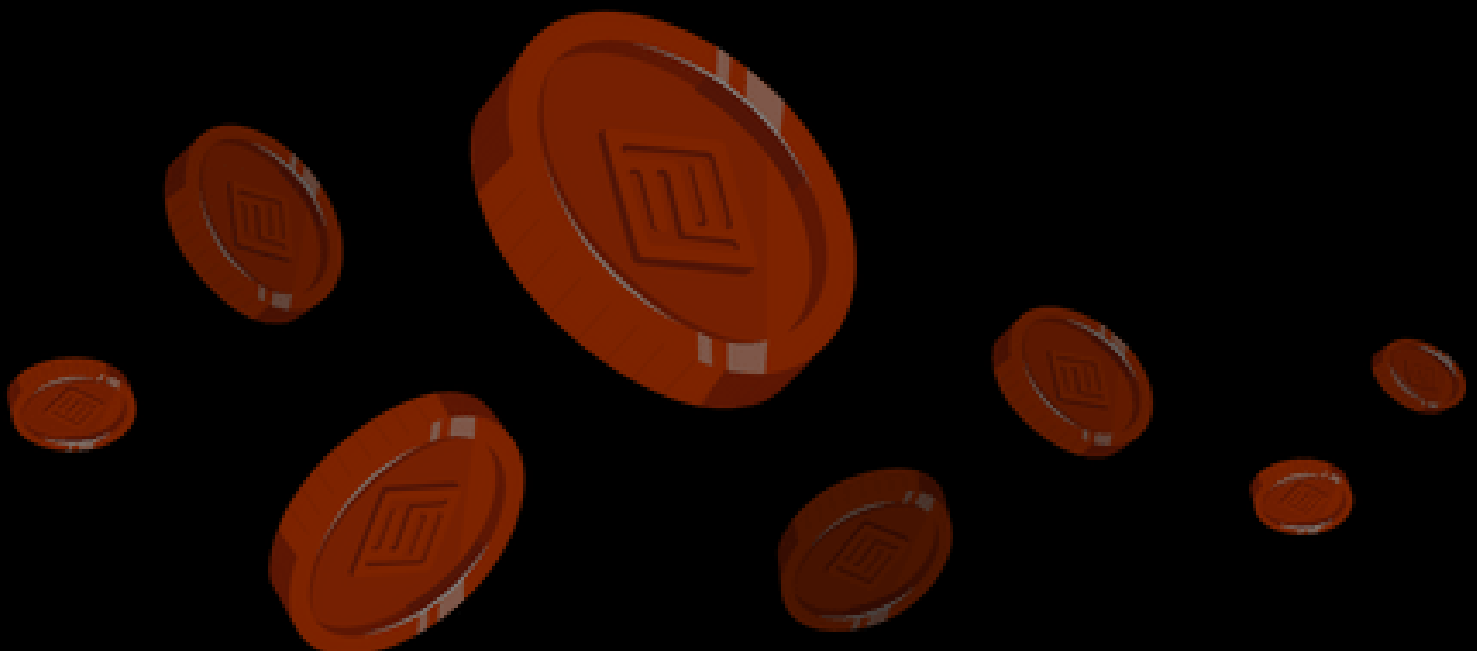
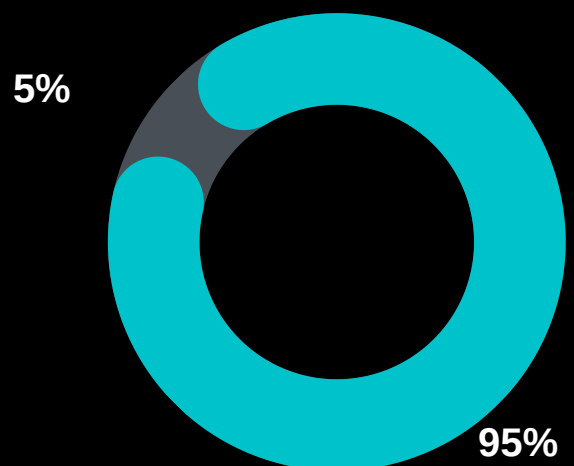
FUSYONA GIVEAWAY:

Fusyona charges a 5% commission on each token created on the platform.

This 5% will be distributed for free to all users who stake \$FUSY (the more \$FUSY, the more new tokens they will receive).

By simply staking FUSY, users will passively gain a portfolio of multiple tokens and cryptocurrencies.

With this, each Fusyona user will become an investor and part of the token community of our ecosystem.



BUSINESS MODEL

**TOKEN
CREATION**

**CREATION FEE
(5% ON THE GAS RATE)**

WALLET

WITHDRAWAL FEE

**NFT
MARKETPLACE**

**COMMISSION (2.25%
PER TRANSACTION)**

EXCHANGE

**COMMISSION (0.1%
PER TRANSACTION)**

ADVERTISING

PAY-PER-LEAD MODEL

**API
ACCESS**

SUBSCRIPTION

ROADMAP



THE TEAM



ADRIAN C. LEON

CEO



Founder of Fusyona and CEO, graduated with a Master in Computer Science from the Pontifical Catholic University of Rio de Janeiro (Brazil). During the past 5 years he has focused on distributed ledgers and Machine Learning, researching new uses of blockchain technology and the integration with the Internet of Things (IoT). Adrian also has extensive experience as a professional researcher and a proven track record of work in the software industry, with competence in Distributed Computing, Data Science, Blockchain, Cryptocurrencies and NET. Adrian had the idea and was the initial creator of the project, developing himself an MVP to test the market and seek investors. As the project grew, he assumed more administrative responsibilities, leading a multidisciplinary team of more than 25 professionals, for the development of the platform.



LUIZ PAULO MEIRA DE VASCONCELLOS

Corporate Finance | Financial Executive



CFO of Fusyona, Luiz Paulo has more than 10 years of experience as a financial executive. He graduated in Production Engineering from PUC, then had an Executive MBA from COPPEAD and an MBA in Finance from IBMEC. He also founded 4HTech, an investment holding company/project that develops technology in the healthcare sector. In the last decade, Luiz Paulo participated in the financial structuring of some of the main sporting events that took place in Brazil, such as: FIFA Confederations Cup 2013, FIFA World Cup 2014, Copa América CONMEBOL 2019, FIFA U-17 World Cup. He has proven professional experience as Executive Finance and Corporate Finance, acting in the generation and execution of several businesses.

THE TEAM



CLAUDIA R. NOVAL

COO



Co-founder of Fusyona and COO, Claudia graduated with a Master of Science degree from the Federal University of Rio de Janeiro (Brazil, 2019). Later, she became interested in the area of Science and Innovation Diplomacy, where she collaborated in the creation of the “São Paulo Framework of Innovation Diplomacy”. Claudia has experience as editor of a magazine focused on tourism, and as CCO of a cryptocurrency exchange. She currently works actively on several projects related to cryptocurrencies and trading. Claudia has used her experience in research and writing to create the necessary documentation to consolidate the project, as well as lead the marketing team.



FABIO BERLIN

Full stack dev.

Graduated in computer science from the Fluminense Federal University. Full Stack Programmer with 4 years of experience. He have solid knowledge in Java and OOP, and actively studies technologies like AngularJS, React and Spring Boot. Fabio Berlin has extensive experience in the computer industry, working mainly at the Tecgraf Institute, belonging to the Pontifical Catholic University of Rio de Janeiro (Brazil), and the Brazilian multinational corporation Petrobras.

DISCLAIMER

This Whitepaper has been prepared mainly on the basis of information obtained from public sources as of the specific date and is intended for general guidance and information purposes only. Fusyona does not assume any obligation to update or correct the information included in this Whitepaper, and does not warrant or guarantee, whether express or implied, that the information contained in this report or otherwise supplied to the recipient, at any time by or on behalf of Fusyona whether in writing or not, is complete or accurate or that it has been or will be audited or independently verified. The information contained herein may be subject to changes without prior notice.

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