FRNDZ Protocol

Official Whitepaper

1. Introduction

FRNDZ is a Web3 advertising protocol built on artificial intelligence and blockchain technology, designed to create a fair, privacy-first advertising ecosystem.

Unlike traditional advertising platforms that collect, exploit, and monetize personal user data without compensation, FRNDZ introduces a new paradigm where users are rewarded transparently **without collecting any personal or sensitive information (Zero PII)**.

FRNDZ combines:

- Zero personal data collection
- AI-powered intent-based targeting
- Fair and transparent user incentives
- A sustainable token economy
- Revenue-based staking derived from real platform income
- Buyback & Burn deflationary mechanics
- A fully operational MVP prior to IDO

2. The Problem

Modern digital advertising suffers from structural flaws:

1. User data is harvested and monetized without transparency.
2. Ads target identity instead of intent, reducing relevance.
3. Users receive no value despite generating behavioral signals.
4. PII collection creates privacy violations and regulatory risks.
5. Existing Web3 solutions often replicate Web2 tracking models.

3. The FRNDZ Solution

FRNDZ addresses these issues by introducing:

- Pure behavioral analysis derived from **in-app interactions and voluntary user signals**, without identity tracking
- Zero collection of personal or sensitive data
- Anonymous intent profiling powered by AI
- Fair user incentives funded by a predefined reward pool
- Automated and transparent execution through smart contracts

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4. How the Platform Works

4.0 User Interaction Layer

FRNDZ introduces a privacy-preserving interaction layer that allows users to actively use the application while generating anonymous behavioral signals.

User interactions are strictly limited to **in-app activity only** and include:

- In-app web browsing through an integrated browser interface
- Voluntary daily intent input through a reward-based daily interaction card
- Wallet and reward engagement

No background tracking, cross-application monitoring, device-level surveillance, or external browsing data is ever collected.

4.1 User Incentives

Users may receive incentives from a dedicated reward pool by performing actions such as:

- Watching ads or promotional content
- Likes, comments, and shares
- Completing surveys
- Campaign-related engagement tasks

Additional incentives may be granted for **voluntary daily intent contributions**, where users explicitly declare interests or advertising preferences in exchange for higher rewards.

All incentives:

- Are distributed only from a fixed, pre-allocated reward pool
- Are variable and subject to availability
- Do not depend on user identity

4.2 Advertiser Experience

Advertisers interact with FRNDZ using natural language prompts, such as:

"I want 2,000 users with high intent to buy a car."

The AI Intent Engine translates this request into actionable intent-based criteria and matches it with anonymous user intent profiles — **without collecting or storing any personal data**.

4.3 Smart Contract Automation

All core operations are executed via smart contracts, including:

- Reward distribution
- Revenue allocation
- Revenue-based staking
- Buyback & Burn
- Campaign execution

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5. AI Intent Engine

The FRNDZ AI Intent Engine processes two complementary signal types:

- **Passive behavioral signals** derived from in-app browsing and interaction patterns
- **Active, user-declared intent signals** submitted voluntarily via daily interaction cards

All signals are anonymized, aggregated, and converted directly into intent scores without storing raw content.

FRNDZ maps intent across **15 intent axes**:

Intent Axes

1. Purchase intent
2. Career & work intent
3. Family & marriage intent
4. Education intent
5. Health & wellness intent
6. Financial & investment intent

Interest Axes

7. Technology
8. Entertainment
9. Travel
10. Family & parenting

Behavioral Axes

11. Viewing behavior
12. Engagement behavior
13. Purchasing behavior trends

Demographic Estimation (Non-Identifiable)

14. Approximate age range
15. Approximate location (non-GPS, non-precise)

6. Zero PII Privacy Model

FRNDZ does **not** collect:

- Names
- Phone numbers
- Emails
- GPS data
- Photos
- Contacts
- External browsing history

Free-text user inputs, when provided voluntarily, are processed in real time for intent classification and **are not permanently stored as raw text**.
Only aggregated intent scores are retained.

Each participant is represented solely by an anonymous internal identifier, ensuring privacy by design.

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7. Intent Profile Creation

- Behavioral signals collected from in-app browsing and interaction activity
- Voluntary daily intent declarations enhance profile accuracy
- Points distributed dynamically across the 15 intent axes
- Automatic anonymous intent profile generation
- No possibility of personal identification

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8. Ad Matching Engine

1. Advertiser defines campaign objectives
2. AI converts objectives into intent-based filters
3. Users are matched by intent strength
4. Notifications are delivered to eligible users
5. Incentives are issued from the reward pool

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9. Advertiser Interface

Advertisers access a simple dashboard that allows:

- Campaign goal definition
- Content upload
- Intent-based audience selection
- Campaign launch

All optimization is handled automatically by AI and smart contracts.

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10. Tokenomics

10.1 Token Details

- Token Name: FRNDZ
- Total Supply: 10,000,000,000 FRNDZ
- Network: BNB Chain

10.2 Token Allocation

Category	Allocation
User Reward Pool	40%
IDO (Launchpads)	30%
Team & Advisors	15% (1-year lock + 24-month vesting)
Operations & Reserve	15%

10.3 Liquidity Lock

Liquidity will be locked for 12 months.

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11. Incentives & Bonuses

- Welcome incentive for early users
- First campaign engagement incentive
- Ongoing activity incentives

All incentives:

- Are sourced only from the reward pool
- Are variable and non-guaranteed

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12. Two-Phase Economic Model

Phase One – Growth Phase

Active until the reward pool approaches depletion.

Revenue Distribution:

- Revenue-Based Staking Pool: 50%
- Buyback & Burn: 25%
- Operations & Development: 25%

Objectives:

- Accelerated user growth
- Early deflationary pressure
- Clear separation of rewards and revenue

Phase Two – Sustainability Phase

Activated automatically as reward thresholds are reached.

Revenue Distribution:

- Revenue-Based Staking Pool: 40%
- User Rewards Refill: 30%
- Buyback & Burn: 15%
- Operations & Development: 15%

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13. Revenue-Based Staking (No Fixed Interest)

FRNDZ includes a staking mechanism that does **not** provide any fixed interest, fixed APR, or guaranteed returns.

Key principles:

- ✘ No fixed yield
- ✘ No guaranteed profit
- ✓ Variable distributions only
- ✓ Rewards derived exclusively from real advertising revenue
- ✓ Distributions occur only when revenue is generated
- ✓ Fully transparent smart-contract execution

Staking represents participation in platform performance — not lending and not interest-based finance.

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14. Buyback & Burn

A portion of platform revenue is used to:

1. Buy FRNDZ from the open market
2. Permanently burn tokens

This mechanism:

- Reduces circulating supply
- Supports long-term token value
- Introduces deflationary pressure

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15. MVP (Live Before IDO)

FRNDZ is fully built and operational prior to IDO, including:

- Android & iOS applications
- Integrated in-app web browser
- Daily Intent Interaction System
- AI Intent Engine
- Ad Matching Engine
- Reward Manager
- Revenue Distributor
- Revenue-Based Staking Pool

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16. Roadmap

Phase 1 (0–6 Months)

- IDO on multiple launchpads
- Reward system activation
- 100,000 users

Phase 2 (7–18 Months)

- CEX listings
- Influencer expansion
- 500,000 users

Phase 3 (19–36 Months)

- Global expansion
- 1M+ users
- Advanced AI optimization

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17. IDO Use of Funds

Use	Allocation
Liquidity	40%
Marketing & Growth	30%
Development	20%
Operational Reserve	10%

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18. Disclaimer

- FRNDZ does not offer fixed interest, fixed APR, or guaranteed financial returns.
- Staking rewards are variable and depend entirely on actual platform revenue.
- Participation is voluntary and subject to platform performance and conditions.

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19. Conclusion

FRNDZ delivers a next-generation Web3 advertising protocol defined by:

- Zero PII
- Intent-based AI targeting
- Fair user incentives
- Revenue-based staking with no fixed returns
- Sustainable tokenomics
- Buyback & Burn mechanisms
- A fully built MVP

FRNDZ aims to redefine digital advertising through **privacy, transparency, and real economic value**.