



(EN) VAYLA WHITEPAPER v3.7 — Consolidated

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Global Music Fandom Web3 Platform

- **Platform Name:** VAYLA Arena (Beta)
 - **Token Ticker:** VAYLA
 - **Blockchain:** BNB Smart Chain (BEP-20)
 - **Total Supply:** 3,000,000,000 VAYLA
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The VAYLA token is designed as a **utility token** to be used within the VAYLA Arena platform. Holding the VAYLA token does not represent or guarantee profits, dividends, interest, appreciation in value, or principal protection.

All information contained in this whitepaper is based on the circumstances at the time of writing. Platform features, token utilities, service structures, operational policies, roadmaps, and schedules may be changed, modified, delayed, or discontinued without prior notice due to market conditions, technical limitations, operational decisions, or applicable legal and regulatory requirements in different jurisdictions.

VAYLA Arena may not comply with legal or regulatory requirements in certain jurisdictions. Each participant is solely responsible for reviewing and complying with the laws and regulations applicable in their country of residence or jurisdiction.

VAYLA Arena is not the direct creator, publisher, or distributor of content. Music, video, and image content displayed on the platform is provided by participants or external platforms (e.g., YouTube Embed). Accordingly, all copyrights, usage rights, and legal responsibilities related to such content belong to the respective content providers.

Funding, voting, rewards, NFTs, and membership benefits provided on the platform are intended as **participation-based rewards or usage rights within the platform**. They do not represent investment returns, equity interests, dividend rights, or any form of financial claim.

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Executive Summary

VAYLA is a Web3 fandom platform where global music fans participate, fund, vote, and earn rewards based on their contributions. At its core, VAYLA exists to give AI creators, independent musicians, and artists from underserved markets their first fair stage on a global platform.

VAYLA Arena is the official platform that implements this structure, and the **VAYLA token serves as the core utility asset** connecting participation, fees, rewards, NFTs, and membership benefits within the ecosystem.

VAYLA Arena will be released as a **Beta version** in alignment with listings on major global exchanges.

The Beta phase is not a simple test or demo, but an **initial live operation stage** where real users participate and on-chain records are accumulated.

During the initial Beta phase, VAYLA Arena validates three core fandom participation loops:

1. **Funding** – Fan-driven funding for content and events
2. **On-chain V Chart** – Chart-based prediction voting with NFT rewards
3. **Create & Earn** – User and artist-driven creation and reward mechanisms

Based on this structure, VAYLA Arena aims to evolve into a **Web3 fandom economy infrastructure** where global music fandom data is accumulated and utilized over the long term.

CHAPTER 1. Industry Background & Market Evolution

Someone spends the night building a track with AI — refining the melody, rewriting the lyrics, adjusting the mix until it feels right. But when it's done, there's nowhere to put it. Existing platforms don't recognize them as a "real artist." Across the world, a talented musician in Southeast Asia faces a different wall: the music is good, but there's no distribution infrastructure to reach a global audience. The talent exists. The fans exist. What's been missing is the stage.

VAYLA Discovery was built to be that stage.

1-1. Structural Changes in the Global Content Industry

The entertainment and content industry is no longer confined to specific countries or regions. Driven by Gen Z and Alpha generations, global digital natives consume and share music and content in real time, and fandoms are evolving into borderless communities. Music, performances, creator content, and fan communities are breaking platform and regional boundaries, forming a unified global ecosystem. This represents not merely a change in consumption patterns, but a **fundamental restructuring of the content industry**.

1-2. Limitations of Existing Fandom Models

Modern fandoms actively contribute through streaming, voting, community engagement, and event participation. However, these activities are fragmented across platforms, preventing fan contributions from being accumulated into a unified value or data layer.

- Participation is consumed as one-off events.
- Fandom influence is not quantitatively verifiable.
- Long-term benefits and membership structures are difficult to establish.

1-2-1. The Reality of AI Creators and Underserved Musicians

Why has no platform addressed this until now? Existing music platforms are built around verified artists and established labels. AI-generated content has been pushed into a legal gray zone, and creators from infrastructure-poor regions have never had a real path to market. Meanwhile, fans have always been treated as passive consumers.

These three problems have gone unsolved not because no one tried — they've gone unsolved because the existing industry structure made solving them impossible. VAYLA was designed from the ground up with a different structure.

1-3. Opportunities Enabled by Web3

Web3 technologies enable fandom activities to be recorded **on-chain**. Participation, voting, funding, and creative contributions can be transparently recorded on blockchain infrastructure, allowing new reward and membership models to emerge.

VAYLA applies Web3 technology to the music fandom space with the goal of creating a system where fan participation is recorded, accumulated, and rewarded. At the same time, VAYLA stands on the side of creators — giving AI-powered artists and musicians from underserved markets their first access to a fair, transparent, and global platform.

CHAPTER 2. Role & Positioning of VAYLA Arena

2-1. Definition of VAYLA Arena

VAYLA Arena is a **Web3 fandom platform** where global music fans participate in funding, voting, and creation, and are rewarded for their contributions. VAYLA Arena does not aim to replace or compete with the existing music industry. Instead, it serves as the entry point for creators the industry has overlooked — AI-powered artists, independent musicians, and creators from markets without distribution infrastructure. VAYLA Arena functions as a participation infrastructure that structures fandom engagement, while standing firmly on the side of creators.

2-2. A Cooperative, Not Competitive, Model

VAYLA Arena pursues collaboration rather than competition with labels, artists, promoters, and distribution platforms.

- Early validation of fandom preferences
- Participation-based demand verification
- Scalable expansion through global fan engagement
- A new talent pipeline for the existing industry — discovering AI creators and emerging musicians before they break through
- Neutral participation infrastructure that takes the side of creators, not platforms or labels

2-3. Positioning of VAYLA Arena in the AI & AGI Era

As artificial intelligence continues to evolve, the entertainment industry is entering a new phase where AI systems increasingly participate not only in content production, but also in analysis, recommendation, and early-stage decision-making.

In the near future, with the emergence of Artificial General Intelligence (AGI), AI entities are expected to take a more active role in evaluating cultural trends, predicting audience demand, and initiating funding or promotional actions based on data-driven judgments.

However, existing entertainment infrastructures are not designed to accommodate non-human decision participants. Most current systems rely on centralized metrics, opaque algorithms, or platform-specific data that lack transparency, interoperability, and verifiable outcomes.

VAYLA Arena is positioned to address this structural gap. By recording fandom participation — such as voting, funding, and engagement — on-chain, VAYLA Arena transforms subjective interest into verifiable decision data. These records are not merely indicators of popularity, but immutable proofs of collective choice and executed outcomes.

In this context, VAYLA Arena functions as a **decision and settlement layer** that can be utilized not only by human participants, but also by AI and future AGI systems operating under the same transparent and rule-based framework. Importantly, VAYLA Arena does not grant special privileges to AI or AGI participants. All participants — human or non-human — operate under identical rules, contribution requirements, and settlement mechanisms.

Rather than positioning itself as an AI platform, VAYLA Arena establishes itself as a **shared participation infrastructure** — capable of supporting evolving forms of decision-making without disrupting existing industry structures.

CHAPTER 3. VAYLA Arena Beta – Core Features

3-1. Meaning of the Beta Version

VAYLA Arena Beta represents the initial operational phase prior to full commercialization. It is not a test environment, but a **live platform** where real users, real assets, and real on-chain records are generated.

3-2. Core Feature ① Funding

Users can participate in content and event funding using **USDT**. Platform fees generated during funding are paid in **VAYLA tokens**.

Funding Fee Structure

- Base fee: **1.5%**
- Fee payment method: **VAYLA**

Fee Allocation Policy

- 75%: USDT-based platform operating funds
- 25%: VAYLA reward pool

The reward pool is used to **buy back VAYLA tokens from the market**, which are then distributed to users. This creates a structure where increased platform usage leads to real utility-driven demand for VAYLA.

※ Rewards represent participation incentives and do not constitute investment returns.

3-3. Core Feature ② On-chain V Chart

On-chain V Chart is a **participatory prediction voting system** based on major global music charts.

Structure

- Monthly Top 10 rankings scraped from Billboard, Oricon, and Melon
- Users participate in **1st–3rd place prediction voting**
- Correct predictions receive **NFT rewards**

Chart data is provided for informational purposes only. Music and video playback is delivered via **YouTube Embed**, minimizing copyright and legal risks.

NFT Collection Benefits

- NFTs function as **accumulative membership assets**, not collectibles.
- Upon collecting 20 NFTs: USDT and VAYLA rewards, **Black Membership** status, Priority access to events and campaigns

3-4. Core Feature ③ Create & Earn

Create & Earn enables users and artists to directly participate in content creation.

Campaign-Based Structure

- All submissions operate within **campaigns**
- Example: 30-second short-form music creation campaign

Submission System

- One work = **one Submission ID**
- Supported formats: Audio only / Audio + Video / Audio + Image / Video only

Voting & Selection

- Community voting determines **Top 1–3**

- Prizes and rewards distributed
- Top 3 musicians proceed to contract and distribution partnership with VAYLA

Create & Earn is not just a content competition. Whether you built your track with AI tools, recorded it yourself, or produced it from a city with no music industry infrastructure — if the work is good, you have an equal shot. VAYLA Create & Earn is designed to be the first platform where music that would never have found an audience can finally connect with one.

CHAPTER 4. VAYLA Token

4-1. Token Overview

- Token Name: VAYLA
- Network: BNB Smart Chain (BEP-20)
- Total Supply: 3,000,000,000
- Token Type: Utility Token

4-2. Token Utility

- Funding fee payments
- Platform reward distribution
- NFT minting and upgrades
- Membership benefit integration
- Community participation incentives

VAYLA is designed for **active platform usage**, not passive holding.

CHAPTER 5. Token Allocation

Category	Amount	Percentage
Ecosystem / Exchange	1,350,000,000	45%
Marketing / Airdrop	450,000,000	15%

Category	Amount	Percentage
Investors / Private	450,000,000	15%
Team / Advisors	450,000,000	15%
Treasury / Reserve	300,000,000	10%
Total	3,000,000,000	100%

※ Detailed vesting schedules are managed privately to ensure market stability and operational flexibility.

Additional Notice on Token Lock-up & Exchange Listing

The token allocation structure has been designed with a focus on long-term platform stability and sustainable ecosystem growth. However, during the exchange listing process, and in accordance with requirements related to initial trading liquidity, exchange operational requirements, and listing policies, a **limited portion of tokens subject to lock-up may be partially unlocked**.

Such token unlocks may occur solely for operational purposes, including:

- Fulfilling exchange listing requirements
- Providing initial trading liquidity
- Supporting orderly market operations at the time of listing

Any release of locked tokens will be conducted in a **restricted and controlled manner**, with the highest priority placed on ecosystem stability and participant protection. In the event of any changes to token circulation or lock-up policies, relevant updates will be **transparently disclosed through official communication channels**.

CHAPTER 6. Governance & Operations

VAYLA Arena operates under a foundation-led governance structure. Over time, community-participatory governance mechanisms may be gradually introduced.

- Token buyback
- Token burn
- Liquidity reinforcement

All policies are determined based on operational conditions and regulatory environments and will be announced through official channels.

CHAPTER 7. Roadmap (2026)

Q1 – Global Foundation & Arena Infrastructure

Marketing

- Optimization of global user targeting and marketing strategies
- Initial user acquisition focused on music fandoms, indie musicians, and creators
- Pre-onboarding campaigns for VAYLA Arena Beta

Development

- VAYLA Arena Beta infrastructure development (Core platform architecture, Funding / Voting / Create & Earn base flows)
- Launch of Global Traffic Analytics Dashboard
- Privy-based login with integrated wallet connection

Q2 – Arena Beta Launch & Funding Expansion

Marketing

- Official launch of VAYLA Arena Beta
- Expansion of global influencer and community partnerships
- Launch of global concert and content crowdfunding projects

Development

- Funding system enhancement
- Create & Earn Campaign System
- AI Marketing Assistant (Beta)

Q3 – Community Engagement & Token Utility Scaling

Marketing

- Online music festivals and Arena-based global events

- Promotion of NFT-based membership collections

Development

- Full operation of On-chain V Chart
- NFT Membership System Expansion
- Enhanced Token Utility
- Completion of Community Voting & Reward System

Q4 – Performance Analytics & Ecosystem Expansion

Marketing

- Year-end Music Battle Championship
- Launch of Arena-based B2B marketing solution packages

Development

- Advanced Performance Analytics
 - Release of Scalable Enterprise API
 - Preparation for 2027 Expansion
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CHAPTER 8. Team & Advisor

CEO – Hassan Ibrahim

- EFG Private Bank (Head of Financial Risk)
- CoinBene Global (Deputy CEO)
- Tapbit (BD)
- Supreme Finance (CSO)

CMO – Steve Cox

- Seven Point Marketing (Director / Co-Founder)
- Stuff for Chaps Ltd (Managing Director)
- Totally Video (Managing Director)

CTO – Pham Thanh Binh

- AI / Machine Learning Engineer

- Embedded Software Engineer
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Glossary

Arena: VAYLA Arena refers to the core platform of the VAYLA ecosystem, where user participation—including voting, funding, and creation—is transformed into verifiable data and rewards within a Web3 fandom environment.

Beta Version: An early operational stage prior to full commercialization, where real users, real assets, and real on-chain records are generated and validated in a live environment.

BNB Smart Chain (BEP-20): A public blockchain network operated by Binance, chosen for the issuance and operation of the VAYLA token due to its fast transaction speed and low fees.

Buyback: A mechanism in which a portion of platform-generated revenue is used to repurchase tokens from the open market. Within VAYLA Arena, buyback is applied for reward distribution purposes.

Campaign: A time-limited participation event designed for a specific purpose, such as music creation contests, voting events, or fan engagement challenges.

Create & Earn: A participation model in which users or artists create content (music, video, or images) and receive rewards based on community engagement and performance.

Embedded Content (YouTube Embed): A content delivery method that minimizes copyright and legal risks by displaying music and video through embedded external platforms such as YouTube.

NFT (Non-Fungible Token): A non-fungible digital asset used within VAYLA Arena to represent participation records, rewards, and membership benefits.

On-chain V Chart: A core feature of VAYLA Arena that combines global music chart data with user-driven prediction voting and NFT rewards.

Privy: A Web3 authentication and wallet integration solution designed to allow both general users and crypto-native users to access the platform easily.

Utility Token: A token issued solely for platform usage purposes, and does not represent investment, securities, equity, or dividend rights.

Web3: A decentralized internet paradigm built on blockchain technology, where user data, participation, and engagement can be owned, recorded, and utilized transparently.

Conclusion

VAYLA Arena is not a platform designed for short-term traffic generation or one-time events. What VAYLA ultimately aims to build is a structure in which **global music fandom participation is recorded, accumulated, and transformed into real, lasting value.**

VAYLA Arena redefines fans not as passive consumers, but as **active participants** who directly engage in the growth process of content and artists. Each act of participation is recorded **on-chain**, and this accumulated history is connected to rewards, NFTs, and membership benefits.

Within this ecosystem, the VAYLA token does not function as an investment instrument. Instead, it serves as a **practical utility asset** that connects all participation flows across the platform.

VAYLA Arena does not seek to replace or compete with the existing music industry. Rather, it functions as a **participation infrastructure** that enables labels, artists, agencies, and distributors to better understand fan preferences, validate demand in advance, and connect with global fandoms more efficiently.

The Beta phase of VAYLA Arena represents the starting point of this journey. It is not a finished product, but a **living environment** where real user behavior and participation data continuously shape the evolution of the platform.

The future of entertainment will not be shaped by a handful of verified artists. It will be built by millions of creators and fans across the world, connected by technology that removes the old gatekeepers.

AI is lowering the barriers to creation. Blockchain is making participation transparent and verifiable. Global communities are forming across borders without asking for permission.

VAYLA stands at the center of this shift — on the side of creators and fans alike.

A stage where anyone can be discovered. Where anyone can participate. Where anyone can find their possibility. That is the future VAYLA is building.