

(EN) VAYLA WHITEPAPER v3.8

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
- **Document Version:** v3.8
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Executive Summary

VAYLA is a Web3 fandom platform where global music fans can participate, support creators, vote, and receive rewards based on their contributions. At its core, VAYLA is designed to give AI creators, independent musicians, and artists from underserved markets a fair opportunity to be discovered on a global stage.

VAYLA Arena is the official platform through which this structure is implemented, and the **VAYLA token serves as the core utility asset** connecting participation, platform fees, rewards, NFTs, and membership benefits across the ecosystem.

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

The Beta phase is not a simple test or demo environment. It is an **initial live operational stage** in which real users participate and real on-chain records are accumulated.

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

1. **VAYLA Boost** – fan-powered support participation for content and events
2. **On-chain V Chart** – chart-based prediction voting with NFT rewards
3. **Create & Earn** – creator- and user-driven content creation and reward mechanisms

VAYLA is also designed as a participation-driven ecosystem in which fan activity, creator engagement, token utility, rewards, and platform growth reinforce one another over time. Through this circular structure, VAYLA Arena aims to build a sustainable fandom economy rather than a one-time campaign platform.

Through this structure, VAYLA Arena aims to evolve into a **Web3 fandom economy infrastructure** where global music fandom data can be continuously accumulated, verified, 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 is finished, there is nowhere to put it. Existing platforms do not recognize them as a “real artist.” Elsewhere, a talented musician in Southeast Asia faces a different barrier: the music is good, but there is no distribution infrastructure to connect it to a global audience. The talent exists. The fans exist. What has been missing is the stage.

VAYLA Discovery was built to become 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, while fandoms continue to evolve into borderless communities. Music, performances, creator content, and fan communities are increasingly crossing both platform and

regional boundaries, forming a unified global ecosystem. This is not merely a shift in consumption patterns, but a **fundamental restructuring of the content industry itself**.

1-2. Limitations of Existing Fandom Models

Modern fandoms actively contribute through streaming, voting, community engagement, and event participation. However, these activities remain fragmented across different platforms, making it difficult for fan contributions to be accumulated as a unified value or data layer.

- Participation is consumed as isolated, one-off activity.
- Fandom influence is not transparently measurable.
- Long-term benefits and sustainable membership structures are difficult to establish.

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

Why has no platform solved this until now? Existing music platforms are built around verified artists and established labels. AI-generated content has often been pushed into a legal and structural gray area, while creators from infrastructure-poor regions have had no meaningful route to global market access. Meanwhile, fans have largely been treated as passive consumers rather than active participants.

These three problems have remained unresolved not because no one recognized them, but because the traditional industry structure itself was never built to solve them. VAYLA was designed from the ground up with a fundamentally different structure.

1-3. Opportunities Enabled by Web3

Web3 technologies make it possible for fandom activities to be recorded **on-chain**. Participation, voting, support actions, and creative contributions can be recorded transparently on blockchain infrastructure, allowing new reward, membership, and engagement models to emerge.

VAYLA applies Web3 technology to the music fandom space with the goal of creating a system in which fan participation can be recorded, accumulated, and rewarded in a transparent way. 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 globally visible 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 creator support, voting, and creation, and receive rewards based on their contributions. VAYLA Arena does not seek to replace or compete with the existing music industry. Rather, it serves as a new entry point for creators the traditional industry has often overlooked — including AI-powered artists, independent musicians, and creators from markets without adequate distribution infrastructure. In this sense, 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 is designed to complement, not compete 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 — identifying AI creators and emerging musicians before they break through at scale
- Neutral participation infrastructure aligned with creators rather than platform gatekeepers

As the platform matures, VAYLA Arena may gradually expand into global sponsorship, brand partnership activation, and campaign collaboration models for artists, events, and entertainment IPs. This expansion is not intended as a conventional advertising agency model, but as a **B2B collaboration layer** that connects fandom data, community participation, and creator visibility, while strengthening the overall utility and scalability of the ecosystem.

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 in which AI systems increasingly contribute not only to content production, but also to analysis, recommendation, and early-stage decision-making.

In the future, with the emergence of Artificial General Intelligence (AGI), AI entities may take a more active role in identifying cultural trends, interpreting audience demand, and initiating support 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, support actions, and engagement — on-chain, VAYLA Arena transforms subjective interest into verifiable decision data. These records are not merely indicators of popularity, but immutable records of collective choice and executed outcomes.

In this context, VAYLA Arena functions as a **decision and settlement layer** that may 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 provide any special privileges to AI or AGI participants. All participants — human or non-human — operate under the same 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 closed test environment, but a **live platform** where

real users, real assets, and real on-chain records are generated.

3-2. Core Feature ① VAYLA Boost

VAYLA Boost is a fan participation feature through which users support content, creators, and events using **USDT**. Platform fees generated through VAYLA Boost activity are paid in **VAYLA tokens**.

VAYLA Boost Fee Structure

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

Fee Allocation Policy

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

The reward pool is used to **buy back VAYLA tokens from the market**, and the acquired tokens are then distributed to users through platform reward mechanisms. This creates a structure in which increased platform activity can generate utility-driven demand for VAYLA.

※ Rewards are designed as participation incentives within the platform 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 as speculative collectibles.

- Upon collecting 20 NFTs: users may receive USDT and VAYLA rewards, **Black Membership** status, and priority access to events and campaigns.

3-4. Core Feature ③ Create & Earn

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

Campaign-Based Structure

- All submissions operate within **campaigns**
- Example: a 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 are distributed accordingly
- Top 3 musicians proceed to contract and distribution partnership discussions with VAYLA

Create & Earn is not simply a content competition. Whether a track is built with AI tools, recorded independently, or produced in a market with limited music infrastructure, every creator has the opportunity to be evaluated on the quality of the work itself. VAYLA Create & Earn is designed to become a platform where music that may 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

- **VAYLA Boost** 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. As the ecosystem evolves, VAYLA may gradually expand token-based membership features, including selected access benefits, community participation experiences, and priority engagement opportunities within the platform.

4-3. Circular Ecosystem Structure

The VAYLA ecosystem is structured as a utility-driven circular model. User participation across VAYLA Boost, voting, and Create & Earn generates platform activity, which strengthens token utility, reward distribution, NFT membership value, and long-term engagement.

As participation grows, the ecosystem is designed to reinforce itself through continued creator activity, fan retention, campaign expansion, and broader platform adoption. Over time, VAYLA aims to build a self-reinforcing ecosystem in which participation, utility, rewards, creator support, and ecosystem expansion continuously strengthen one another.

CHAPTER 5. Token Allocation

Category	Amount	Percentage
Ecosystem / Exchange	1,350,000,000	45%
Marketing / Airdrop	450,000,000	15%
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 support 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 relating 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 ecosystem stability and participant protection treated as top priorities. 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 in light of 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, **VAYLA Boost** / Voting / Create & Earn base flows)
- Launch of Global Traffic Analytics Dashboard
- Privy-based login with integrated wallet connection

Q2 – Arena Beta Launch & VAYLA Boost Expansion

Marketing

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

Development

- **VAYLA Boost** 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 sponsorship and brand partnership solutions

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, **VAYLA Boost**, and creation — is

transformed into verifiable data and rewards within a Web3 fandom environment.

Beta Version: An early operational stage prior to full commercialization, during which 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 selected for the issuance and operation of the VAYLA token due to its fast transaction speed and relatively 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 used as part of the platform reward structure.

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

Create & Earn: A participation model in which users or artists create content — such as 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 more easily.

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

VAYLA Boost: A fan participation feature within VAYLA Arena through which users support creators, content, or events. It is designed as a platform participation mechanism and does not represent investment, securities, or financial returns.

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 built for short-term traffic generation or one-time events. What VAYLA ultimately seeks to build is a structure in which **global music fandom participation is recorded, accumulated, and transformed into real and lasting value.**

VAYLA Arena redefines fans not as passive consumers, but as **active participants** who engage directly 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 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 allows labels, artists, agencies, and distributors to better understand fan preferences, validate demand earlier, and connect with global fandoms more efficiently.

In the long term, VAYLA Arena may also evolve into an expanded participation infrastructure capable of connecting fandom participation data and community activity with global sponsorship and brand collaboration opportunities. Through this, creator visibility, fandom engagement, and platform utility may be further strengthened, while the ecosystem itself can continue to expand naturally.

The Beta phase of VAYLA Arena marks the beginning of this journey. It is not a finished product, but a **living environment** in which real user behavior and participation data continuously shape the platform's evolution.

Over time, VAYLA Arena may also introduce light membership-based access features connected to selected campaigns, community programs, and ecosystem engagement experiences, while maintaining flexibility for brand and sponsorship partners.

The future of entertainment will not be shaped only by a small number of verified artists. It will be built by millions of creators and fans around the world, connected through technology that lowers barriers and reduces dependence on traditional 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.

A platform where anyone can participate.

A future where anyone can find their possibility.

That is the future VAYLA is building.
