



# FEHU

Whitepaper

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Life is Events



# Welcome

The Entertainment industry represents one of the biggest global markets in history. Entertainment touches every part of our lives, from the music we listen to in traffic to the movies we watch at home. Nothing inspires emotions, feelings or memories like the power of creative entertainment. The artists that work within it are household names, often admired by millions of people.

Within the entertainment industry, one of the largest forms of lifeblood for these artists is events. The events industry represents a huge "touch point" for artists to truly engage with their fanbase. It allows those within the entertainment world to interact, connect and showcase their talent. All while doing what they do best: entertain.

Events span the entire entertainment industry. They form an agnostic part of the entertainment field as they are used by everyone in every area of entertainment - from podcasts to movies and rockstars to authors. Entertainment events happen every single day, all around us.

Like every industry, the landscape of the event market is prone to multiple challenges. In the events space we see problems that plague event goers, such as a lack of transparency, fraud and black marketing of tickets.



# The aim of Fehu, is to revolutionise the processes of ticketing and managing events!

Rather than reinventing the wheel, Fehu is going to deploy new technology that is enjoyable and trustworthy for both users and organisers.

To ensure increased security and transparency, the Fehu will be developed using non-fungible tokens (NFTs) and blockchain technology. Blockchain helps provide a trusted source for both event organisers and attendees. The transfer of NFTs from initial ticket sale to resale will be stored on the blockchain immutably, meaning that all parties can prove the authenticity of their tickets.

In addition, the Fehu platform will go beyond standard ticketing services by helping event organisers efficiently address such challenges as budgeting, financial management, compliance with industry regulations, distribution of revenues, marketing initiatives, and much more. As a result, event organisers will have an all-in-one solution for effectively planning their events and delivering an enjoyable experience to event attendees.





01

# Mission & Goals







# The Mission

With the Fehu platform, our mission is to help prevent fake tickets and fraud, thus providing event organisers, partners and attendees with a secure ticket-buying experience and simplified event management. Event organisers will also be able to take control of the secondary ticket market by setting price rules, the maximum number of tickets to buy, and other restrictions.

The overall aim is to encourage event goers and fans to re-engage with their favourite artists, or to discover new ways to enjoy entertainers. Our mission is also to improve and simplify the event management, allowing for more sales and less hassle at a lower cost for the organisers.

## The core elements

By deploying blockchain technology, Fehu will change three core elements of the entertainment industry.

**01**

Converting the way that tickets are issued. Rather than paper files or out-of-date QR codes, Fehu will digitise the whole ticket experience.

**02**

Improving the secondary market for ticket sales. Removing the ability for "scalpers" to deliberately purchase multiple tickets they won't use, with the aim of making a profit, and in so doing driving up the price of ticket sales making it impossible for the originally planned attendees to come.

**03**

Adding new features to the industry, improving the whole event experience for both attendees and organisers. Fehu plans to allow for chat between all parties involved before, during and after the event, share memories of different formats, as well as include a marketplace for tradeable memorabilia.

All of which will improve the experience for organisers and attendees.



# Our Goals

The Fehu mission is simple to explain, but difficult to deploy - much like a rocket launch. Fehu has designed a proprietary system to use blockchain technology within the events industry. The overall aim is to simplify, improve and restore faith in the events industry. This results in happy fans, artists and promoters.

The plan is to fully make use of the opportunities the blockchain technology provides, allowing events and fans to fully engage with each other in an immersive environment. Tickets are only the tip of the iceberg. Engagement and deployment of a whole blockchain model platform enables multi-layer engagement between everyone involved.

Regardless of event type and size, we aim to make event planning and organising as simple as possible, while ensuring increased security and transparency. To go beyond standard ticketing services by offering speed pass integration (zero-wait venue access). Our plan is to also provide collectibles from each event, thus helping event attendees create lifelong memories.

## The benefits of Blockchain as a service

Our mission is that Fehu will develop a platform deploying secure, transparent and efficient event planning and ticketing software - stream-lining the whole experience for everyone involved. With initial market research, it is also believed that Fehu could help event planners save significant sums of money, along with helping keep ticket costs down for attendees!

Fake ticketing is still a massive issue within the entertainment industry. As technology has grown smarter, so too have the con artists. There is nothing more heart-breaking than planning on attending an event, showing up, and discovering that the tickets you have are fakes. Or having to wait until a week before the event, and never receiving the tickets (as most platforms make you do on secondary sales). Fehu gets rid of all of that. No more fake tickets, no more waiting until the week before to get your ticket.



02

# The Team







# Meet the Team

Meet our accomplished team of industry leaders and professionals, leading the charge in innovation.



## **Bjorn Ruistuen**

CEO

Bjorn has been an entrepreneur all his professional life, founding and co-founding international IT-related businesses for 30 years. He was one of the co-founders of the StepStone Group, and the Vice President of Operations. StepStone was listed on exchanges in Oslo and London in 2000, and is still one of the largest recruitment services in the world, owned by Axel Springer SE in Germany.



## **Arne Kristian Helgestad**

COO

Arne Kristian, AK for short, has a Civil Degree in Marketing and Administration from the Norwegian School of Business. He was one of the founders of the first successful dotcom business in Norway 25 years ago, the StepStone Group, still one of the largest recruitment services in the world with more than 3500 employees. He was also the CEO of a SAAS survey company and has been a part of different start-up projects. He has 35 years of experience in sales, marketing and business development.



# Meet the Advisors

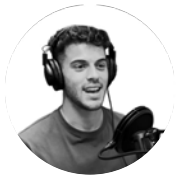
Introducing our expert advisors behind our tailored strategies for business growth, helping to guide us to new heights.



## Cal Evans

Legal Advisor

Gresham International is the market leading digital asset legal and compliance firm. With offices all over the world and a team lead by the award-winning Crypto Lawyer, Cal Evans, Gresham is working with Fehu to ensure compliance, sustainability, and ethics are at the core of everything Fehu does to achieve its goals.



## André Costa

Crypto Advisor

André has spent his entire professional career in the Web3 / Crypto space. Whether working on DAOs, NFT Collections, ICOs, Crypto + SaaS, Staking or DeFi Protocols, he has a passion for creating Web3 movements and successful blockchain brands. André is working with Fehu to help us create best in class technology.



03

# Fehu Features







# Fehu Features

## Event Setup

The easy-to-use setup wizard makes event administration a breeze and makes sure everything stays under control.

- ✔ Low start fees.
- ✔ The possibility to define any ticket type: custom or premade.
- ✔ No limits on venue size or event lengths.

## Add-ons

We plan to include a number of add-ons, which can further bring value to the event organiser.

- ✔ Auto-report to the artist rights organisation if needed. Simply upload the playlist and send it.
- ✔ Stay in full financial control with the built-in budget module: insert all event costs and Fehu will calculate the revenues and the result.
- ✔ Assign and co-ordinate internal and external forces within the Fehu app and share the complete event timeline with everybody involved in the event.
- ✔ Attract bigger crowds at your events by utilising different forms of marketing opportunities inside and outside the Fehu app.
- ✔ Moving QR codes makes it impossible to reuse a ticket. Each ticket is tamper-proof.
- ✔ Scan the QR code with any mobile device at entry and deliveries. No cash handling gives zero-wait venue access.



## Safe and Secure

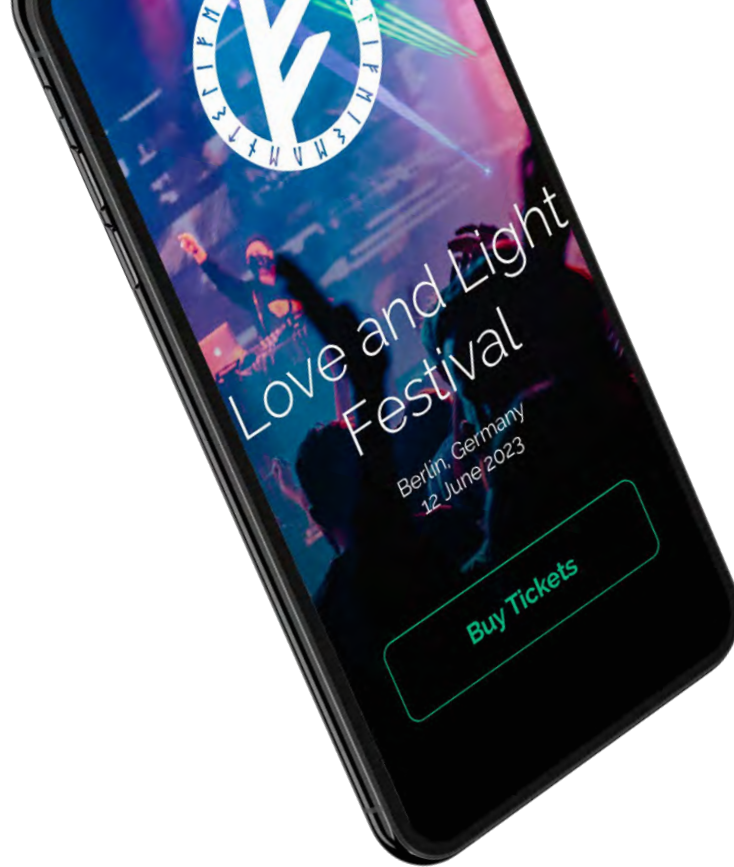
Fehu aims to offer a tamper-proof NFT ticketing system, making sure everything runs smoothly.

- ✔ No internet is required for managing ticket entrance for live events anywhere in the world.
- ✔ Using your wallet for all transactions eliminates cash handling.
- ✔ All ticket transactions are transparent.
- ✔ Take control of the secondary ticket market by setting price rules, the maximum amount of tickets to buy, and/or other restrictions.
- ✔ Option to make events "private" or "friends only", which is perfect for weddings or anniversaries.

## Financial Control

Staying in full financial control is crucial when arranging events. Fehu aims to help you simplify financial management.

- ✔ Automatic and immediate revenue sharing ensures all parties receive payment as soon as a ticket is purchased, which may reduce capital strains.
- ✔ You can configure and set financial rules between organisers and vendors.
- ✔ Event cancellation: if an event is cancelled, ticket buyers are automatically refunded.
- ✔ Better planning reduces costs: by accepting prepayments for your onsite products/services, organisers can better estimate the demand.
- ✔ Add-on sales opportunities: create special offers after a ticket is scanned.
- ✔ Include beverages, food, merchandise and much more in the ticket. Get paid in advance.
- ✔ The built-in Ticket Price Calculator helps you set the right ticket price.



# Why use Fehu

The Fehu platform can be used for all kinds of events, be it festivals, sports events, concerts or private events. The platform will be easy to navigate for all event organisers regardless of their experience.

With Fehu, organisers, artists, event makers, speakers and so on can easily set up their events and manage the attendees. They will be able to create a unique event with many options, including merchandise, drinks or food in the tickets.

The Fehu platform will help event organisers easily manage all administrative tasks. From the quick share of income to calculating ticket prices, the platform will help you take care of all important activities.

Fehu has all the necessary functionality to easily set up any specific event. It offers a tamper-proof NFT ticketing system, which helps ensure transparent transactions and takes control of the secondary ticket market. Fehu also helps manage all financial and administrative activities, thus being a reliable partner for event organisers.





# Modern blockchain technology allows it all to happen

Fehu has chosen the Polygon platform due to its flexibility, scalability and sustainability around making fast transactions.

Polygon is a scaling solution that helps boost the speed of transactions on blockchain networks and provides for reduced costs while ensuring increased security and transparency.

Polygon is a PoS-based blockchain and it has its own infrastructure, token, and validator nodes. Yet all its transactions are ultimately settled on the secure Ethereum mainchain.

With a leading team of engineers, Polygon combines the best of Ethereum and sovereign blockchains into a fully-fledged multi-chain system. It helps build scalable and user-friendly Apps that offer low transaction fees without sacrificing security.

## Proof-of-stake and Proof-of-work

There are two main blockchain protocols: Proof-of-stake (PoS) and Proof-of-work (PoW). These protocols are consensus algorithms for distributed networks: rule sets that dictate how networks – made up of thousands of nodes – agree on new additions (blocks) in a permissionless setting.

Proof-of-work is the blockchain protocol used by Bitcoin. Proof-of-work began a revolution: It enabled the creation of secure, permissionless, distributed networks. But to achieve consensus for each new block, proof-of-work requires an enormous amount of energy: an amount so large that the supported blockchains struggle to sustain and scale to the performance requirements of global networks.

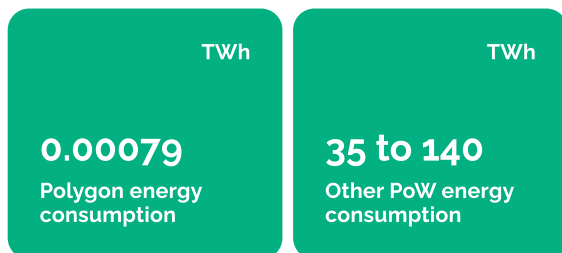
Proof-of-stake answers the performance and energy-use challenges of proof-of-work and arrives at a more sustainable solution. Instead of relying on “miners” to solve computationally complex equations to create new blocks – and rewarding the first to do so – proof-of-stake selects participants to create new blocks based on the stake they control in the network. This enables networks to scale horizontally, increasing performance by incorporating additional nodes, rather than vertically, through the addition of more powerful hardware. The resulting difference in energy use can be analogous to that between a household and a small country.



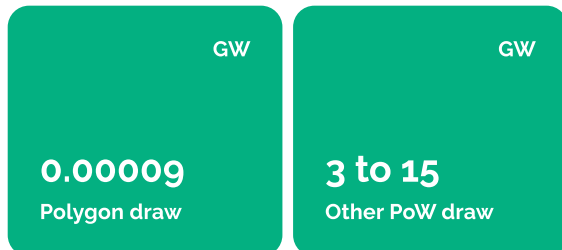
## Polygon is an eco-friendly blockchain

Polygon's validators consume around 0.00079 TWh of electricity a year with an approximate continuous draw of 0.00009 GW, orders of magnitude below the energy consumption by proof-of-work (PoW) blockchain networks.

### Energy consumption



### Hourly Electricity Draw comparison



In addition, according to Polygon's Green Manifesto, Polygon is eliminating all of the platform's carbon debt going back to inception. The platform works on becoming the first blockchain to be climate positive.

## Ultrafast, secure, and scalable

Polygon relies on a range of tools and technologies that help ensure high scalability. Polygon utilises a Layer 2 scaling solution called Plasma, which relies on bridges to enable the flow of assets between the root and child chains. Polygon Plasma chains help reduce transaction load on the main chain, thus ensuring faster transactions.

As per March, 2024, Polygon reports 2,4 billion transactions, 1,1 millions deployed smart contracts, and 1,8 billion in NFT sales volume.

In addition, Polygon leverages ZK-rollups and optimistic rollups scaling solutions. It allows the network to validate transactions almost instantly.

## Reliable & cost-effective

Polygon benefits from Ethereum's security and decentralisation. At the same time, it boasts high transaction speed and low costs. Polygon's average transaction service fees are approximately \$0,015.

## Strong community

Polygon is actively building its community. The network has a comprehensive library with documentation, tutorials, SDKs, etc. Polygon also incentivises regular web3 hackathons to contribute to the development of its community. As per March, 2024, Polygon reports 28k developers and 219 million unique addresses.

There are more than 37,000 d'Apps that have used Polygon to scale their performance and many others are yet to come.



## Third-generation blockchain

Polygon is a third-generation blockchain that utilises a more efficient and environmentally friendly consensus mechanism. It also tackles all the major issues of second-generation blockchains, such as poor scalability, low speed of transactions, and high energy consumption.

## Green network with maximum security

Polygon can process massive transactions using only a fraction of the energy. At the same time, it takes the best of Ethereum's mainnet and can guarantee increased security.

## Liquidity

In cryptocurrency markets essentially refers to the ease with which tokens can be swapped to other tokens, and NFTs can be bought or sold for cash inside that network. Fehu will be listed on major exchanges and will easily be bought or sold.

## More about the Polygon network

Due to its ETH compatibility, security, and scalability, Polygon is widely used by developers for creating sophisticated blockchain-based solutions.

Polygon has now reached a level of maturity that makes it possible to build a complex blockchain application like Fehu. Polygon provides all the necessary tools and technologies, such as Polygon Studios, Polygon ID, and Polygon Edge to build scalable solutions.







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# Tokenomics

Also known as Token Economics.

The study of parameters that determine the characteristics of cryptocurrencies or cryptographic tokens to create economic value. Both cryptocurrency and tokens are the subclasses of digital assets that use the technology of cryptography.

Source: [Wikipedia](#)



# Tokenomics

The total number of Fehu tokens is capped to **1 billion tokens**. There will be an initial lockup of tokens for a period of six months to ensure that Fehu tokens are only used in conjunction with the Fehu platform. There are other elements contained in the Token Economics below:

Allocation	Percent	Tokens	Lock up	Vesting
Tokens Sale	23.5%	<b>235,000,000</b>	<b>6</b>	
• Tokens Sale, Group 1		135,000,000	6	5
• Tokens Sale, Group 2		100,000,000	6	0
New releases from the company	8.5%	<b>85,000,000</b>	<b>12</b>	<b>24</b>
Other / Investment Fund	11.3%	<b>113,000,000</b>	<b>24</b>	<b>24</b>
Liquidity pool	18%	<b>180,000,000</b>	<b>6</b>	<b>36</b>
Referral bonus	4.7%	<b>47,000,000</b>	<b>6</b>	<b>24</b>
Team allocation	14%	<b>140,000,000</b>	<b>24</b>	<b>24</b>
Marketing & partners I	3.7%	<b>37,000,000</b>	<b>6</b>	<b>12</b>
Marketing & partners II ***	1.3%	<b>13,000,000</b>	<b>12</b>	<b>24</b>
Exchange Liquidity	15%	<b>150,000,000</b>	<b>6</b>	<b>36</b>
<b>Total supply</b>	<b>100%</b>	<b>1,000,000,000</b>		

\* The token price started at €0.01 in the presale and will gradually be increased and adjusted to market demand.

\*\* See the Token Sale Vesting Table on page 19.



Tokens Sale, Group 1, vesting schedule



Month	Group 1
September	10%
October	15%
November	20%
December	25%
January	30%

Tokens Sale, Group 2

These tokens will not have any FEHU initiated vesting schedule attached, only a 6 months lock-up. This is partly due to that some exchanges will handle the vesting schedule themselves according to the rules for Group 1, and some tokens will be offered in the market for a higher price later.







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# Roadmap





# Fehu Roadmap

## Q3 2022

- ✓ Product idea
- ✓ Market analysis
- ✓ Tokenomics
- ✓ Team recruitment

## Q4 2022

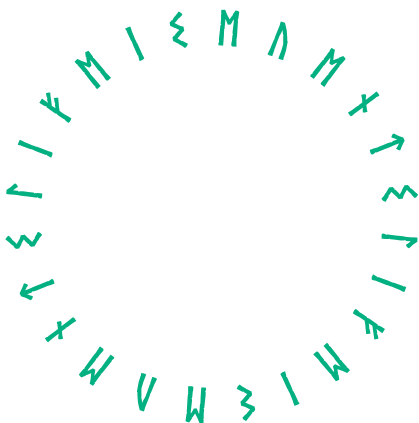
- ✓ Brand strategy
- ✓ Product roadmap
- ✓ Partnerships

## Q1 2023

- ✓ Whitepaper
- ✓ Social media
- ✓ Community building

## Q2 2023

- ✓ Team recruitment
- ✓ ICO presale start
- ✓ ICO presale marketing campaign
- ✓ Product development
- ✓ Partnerships





# Fehu Roadmap

Continued ...

## Q3 2023

- ✓ Team recruitment
- ✓ Partnerships

## Q4 2023

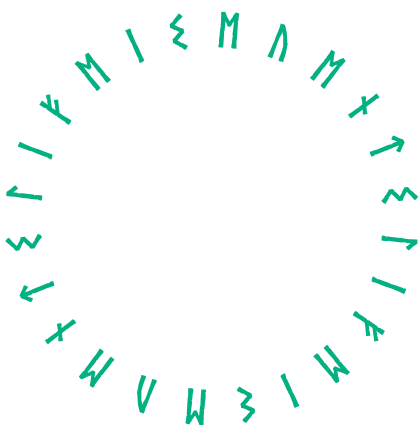
- ✓ Team recruitment
- ✓ Partnerships

## Q1 2024

- ✓ Closed application alpha test registration
- ✓ Product alpha testing
- ✓ Team recruitment
- ✓ Expand Social Media presence
- ✓ Sales start
- ✓ Minting of tokens
- ✓ Smart contract audit
- ✓ Listing on exchange

## Q2 2024

- ✓ API integration with third-parties
- ✓ Product beta testing
- ✓ Team recruitment
- ✓ Partnerships
- ✓ Listing on additional exchanges





# Fehu Roadmap

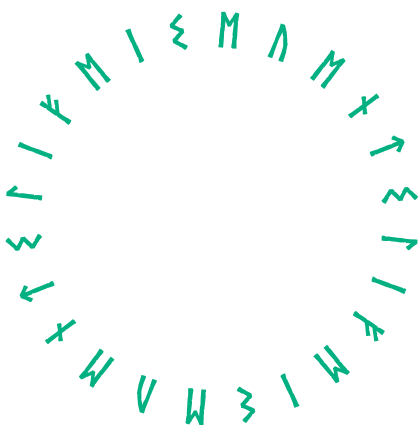
Continued ...

## Q3 2024

- ✓ Full commercial launch
- ✓ MVP release
- ✓ Marketing campaign
- ✓ Team recruitment
- ✓ ICO ends
- ✓ Partnerships

## Q4 2024

- ✓ First community event
- ✓ Multi-lingual implementations
- ✓ Marketing campaign
- ✓ Team recruitment
- ✓ Partnerships





# Getting Involved

To find out more information about Fehu and to obtain your early access Fehu tokens, make sure you visit the Fehu website at [vikingfehu.io](https://vikingfehu.io).

You should always watch out for scams, and make sure you are dealing with an official Fehu information stream. Use only the domain above to get involved.





# Legal Considerations

The laws of various jurisdictions may apply to Fehu and the Fehu platform. The application of these laws and regulations to Fehu tokens and the Fehu platform is, in many cases, largely untested, and is subject to change without notice. In particular, any current governmental or regulatory tolerance of cryptographic tokens or cryptocurrency can change rapidly, and Fehu tokens may at any time be deemed to be a security, investment, asset or money by governmental authorities or regulators.

Changes in participants' place of domicile and/or the applicable laws may cause a violation by the participant of any legal or regulatory requirements of its applicable jurisdiction. The participant remains responsible for ensuring that the delivery, holding, use or exchange of Fehu tokens, remains lawful despite changes to applicable laws of its residency.

A participant must take note of and be aware of jurisdiction related risks concerning, tax residency or persons having a relevant connection with certain jurisdictions which exclude and restrict from the Fehu tokens purchase and/or sale.

## Limitation of Liability

To the fullest extent permitted by applicable law, in no event will Fehu or its affiliates including but not limited to its; officers, directors, representatives, agents, servants, counsel, employees, consultants, lawyers, and other personnel authorised to act on our behalf, be liable for any indirect, special, incidental, consequential or other losses of any kind (including but not limited to, any lost profits, data loss, cost of procurement of substitute goods or any direct damages) arising out of or in connection with any acceptance of or reliance on this whitepaper.

## Force Majeure

We shall not be held liable for any delays, failure in performance, or interruptions of service which result directly or indirectly from any cause or condition beyond our reasonable control, including but not limited to: Any delay or failure due to any act of God, act of civil or military authorities, act of terrorism, force majeure circumstances including pandemic, civil disturbance, war, strike or other labour dispute, fire, interruption in telecommunications or Internet services or network provider services, failure of equipment and/or software, other catastrophe, or any other occurrence which is beyond our reasonable control and shall not affect the validity and enforceability of any remaining provisions.

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