



2023



FALCON

White Paper

Prepared By
Falcon Group of Companies

info@falconbenefit.com

www.falcoin.io

www.falcoin.eu

V1.0/2023

Our Vision

Crypto. Simplified.

Simplifying Crypto for the Future

A Comprehensive Overview of the Falcon Ecosystem and its Impact on the Blockchain Landscape

Our Mission

1

The crypto world, while promising, is riddled with complexities. The steep learning curve is a deterrent for many, hindering mass adoption. Falcon steps in here, addressing key challenges in the crypto space.

2

The lack of user-friendly platforms can deter even the most enthusiastic crypto explorers. With our NFT marketplace and upcoming offerings, we aim to provide intuitive interfaces, streamlining interactions and transactions.

3

The crypto world can sometimes feel exclusive, reserved for the tech-savvy elite. Falcon challenges this notion, fostering an inclusive community where members feel valued and empowered regardless of their crypto proficiency.



Crypto. Simplified.

Our Value

Welcome to Falcon, the forefront of the crypto revolution and the future of cryptocurrency. Our mission is to make the intricate world of cryptocurrency simple and accessible.

As we gear up to be listed on a centralized exchange (CEX), our commitment remains unwavering: "Crypto. Simplified." This isn't just a slogan; we promise to provide seamless crypto solutions for everyone, regardless of their expertise.

With a staggering US \$122.8 million turnover in 2022/2023 and a robust community of over 8,000 members, we're not just talking the talk but walking the walk. Our thriving NFT marketplace stands as a testament to our vision.

While we're currently initiating our listing with an ERC20 token on the Ethereum blockchain, come 2024, we'll launch our very own blockchain Falcon Network. This token isn't just another crypto asset; it offers staking options, rewards our dedicated holders, and empowers them with voting rights scaled by their holdings.



Crypto. Simplified.

Crypto. Simplified.

Project Vision

“Let’s discover the simplicity and power of Falcon.”

In the vast and often complex cryptocurrency world, Falcon emerges with a clear directive: "Crypto. Simplified." This slogan isn't just words; it's our core philosophy. We recognize the barriers many face when navigating the crypto landscape. We aim to break down these walls, making Crypto not just accessible but intuitive for all.

From potential investors to blockchain developers, from Falcon community members to journalists covering the crypto space, our vision resonates. We're not just simplifying jargon or processes but reshaping the crypto experience. With Falcon, Crypto becomes less about hurdles and more about possibilities.



Achievements

Falcon's journey in the crypto space has been marked by significant milestones that underscore our commitment and capability. One of our crowning achievements is the astounding success of the "Falcoin" Private- and Pre-SALE. While we set an initial target of 1 Million, the overwhelming response from our community saw us raise a staggering US \$33,565,400.00. This accomplishment exceeded our expectations and solidified our position as a formidable player in the crypto arena. Such achievements are a testament to Falcon's vision and the trust our community places in us. As we continue to innovate and simplify, we remain grateful for the unwavering support that propels us forward.



"Let's discover the simplicity and power of Falcon."

Snapshot

Diving into Falcon's metrics clearly shows our robust standing in the crypto landscape.

US \$122,800,455.00

In the fiscal years 2022/2023, we reported an impressive turnover of US \$122,800,455.00, reflecting our strong market presence and growth trajectory.

8,247 CUSTOMER

Our customer base, boasting 8,247 members, predominantly hails from the European Union, making up 98% of our clientele. This demographic showcases our appeal to a diverse and significant segment of the European market.

2,150 DEDICATED BETA TESTERS & 4,677 EAGER CUSTOMERS

The Falcon Wallet, a cornerstone of our offerings, has garnered significant interest. With 2,150 dedicated beta testers providing invaluable feedback and a waitlist of 4,677 eager customers, the anticipation is palpable.

SURPASS GOAL BY 33x

The "Falcoin" private pre-sale is a testament to our community's trust and our project's potential. We didn't just meet our target; we soared, raising over 33 times our initial goal.

Short Overview

Falcon's offering is our ERC20 token, Falcon Hu (FLCHU). Designed with precision and purpose, FLCHU embodies our commitment to simplifying the crypto experience while ensuring robust technical foundations.

- Max supply: 21.000.000
- Decimals: 5

Listing price set at 750 EUR /in USDT/. This price point reflects our project's value and the confidence we have in its potential growth and impact in the crypto space.

Following the conclusion of our IEO, we are set to allocate all the tokens in the first week of November. This distribution will be spread across 6,916 wallets, ensuring a broad and diverse token holder base. Additionally, every participant in the IEO process will receive their respective allocations. Our commitment to transparency and fairness is paramount, and this allocation strategy underscores our dedication to our community and stakeholders.

What Next?

While the numbers provide a snapshot, the vision behind FLCHU truly sets it apart. As we gear up for allocations post-IEO, we invite our community and potential investors to be part of this exciting journey where technical prowess meets simplicity.

Utility & Functionality

The Falcon Hu (FLCHU) token isn't just another digital asset; it's the lifeblood of the Falcon ecosystem, designed to empower, reward, and connect our community.

Staking & Rewards

FLCHU holders can stake their tokens, earning rewards and strengthening the network's security. This not only incentivizes long-term holding but also fosters community engagement. It's worth noting that staking pools will be available on Latoken. Additionally, unique staking pools through NFTs can be accessed at falcoin.eu, and a variety of staking pools will be integrated within the Falcon wallet, offering holders diverse avenues to maximize their returns.

NFT Marketplace

As the Falcon NFT marketplace evolves, FLCHU will play a pivotal role as a primary payment method. This integration ensures seamless transactions and enhances user experience.

Voting & Governance

Token holders aren't just passive participants. With FLCHU, they have a voice. Users can vote on key decisions depending on their holdings, ensuring a decentralized and community-driven approach.

Future Integrations

As Falcon continues to innovate, FLCHU will be at the forefront, integrating new platforms, partnerships, and services, amplifying its utility and value.

Staking & Rewards

Staking is a cornerstone of the Falcon ecosystem, offering our community a chance to support the network and reap tangible benefits.

Bonus Structure

Holding Falcon Hu (FLCHU) isn't a passive endeavor. The longer you hold, the more you benefit. Holders are rewarded with bonuses based on their holdings, ensuring loyalty and commitment are always recognized.

Staking Pools

Diversity is key to our staking strategy. We offer a variety of staking pools, catering to different preferences and strategies. And this is just the beginning. Post our initial listing, we're committed to launching new staking pools every month. This continuous expansion ensures our community always has fresh opportunities to maximize their rewards.

In the Falcon ecosystem, staking isn't just about securing the network; it's about creating a symbiotic relationship where the network and its supporters thrive.



Voting Mechanism

Democracy and decentralization are at the heart of Falcon's ethos. Our voting mechanism ensures that every voice in our community is heard and shapes the project's future.

VOTING MECHANISM

Democracy and decentralization are at the heart of Falcon's ethos. Our voting mechanism ensures that every voice in our community is heard and shapes the project's future.

However, it's essential to note that this voting privilege is intrinsically tied to token holdings. The more Falcon Hu (FLCHU) tokens you hold, the more significant your influence is in voting. But our advanced voting system will come into full swing with the launch of our blockchain in 2024.



Falcon Network

We're not just launching a blockchain; we're unveiling a platform that embodies our "Crypto. Simplified." mantra. This blockchain will support our advanced voting mechanism and introduce many features to enhance user experience, security, and scalability.

Technical Falcon Network WhitePaper 2.0: Coming Soon

Team

We are a dedicated and diverse team of professionals, each with unique expertise and passion. Our team, comprising 41 individuals, isn't just the driving force behind a single project; they are the pillars supporting the Falcon Group of Companies.

Our collective strength lies in our unity and shared vision. Every member is pivotal in shaping Falcon's trajectory from developers to strategists, marketers to advisors. Their combined efforts ensure that we meet our goals and consistently exceed expectations. As the Falcon Group of Companies, we are committed to simplifying the crypto landscape and delivering unparalleled value to our community.

Crypto. Simplified.

NFT

In the ever-evolving world of digital assets, Falcon's NFT Marketplace stands out as a beacon of innovation and accessibility. Our platform offers diverse digital products, from unique collectibles to realty tokens.



Wallet Management

Recognizing the challenges some individuals face in navigating the crypto landscape, we've introduced a specialized wallet management service. For those unfamiliar with the intricacies of cryptocurrency, our team steps in to facilitate the entire process. We open wallets on behalf of clients, convert their fiat currency to Falcoin, and purchase the desired NFT or service on their behalf. These assets are securely held in our wallet management system under the client's name. Should they wish to sell, transfer, or make any other transaction, a simple call to their dedicated Falcon agent is all it takes. This agent, known as a regional director, is not only their point of contact but also their guide in the crypto realm. These regional directors operate across Hungary and have expanded their reach to Romania, Croatia, England, and the Slovak Republic. Functioning much like brokers, they earn through success fees and are committed to assisting clients in every possible manner. And our network of regional directors is continually growing, ensuring that our clients always have expert assistance at their fingertips.

NFT Highlights

Diverse Offerings

Our marketplace boasts a range of products, from the "Opening Celebration" edition to the exclusive "Falcon Coin - Early Bird 50" and the sought-after "Falcon Tenerife" edition. Each product is meticulously curated, ensuring quality and uniqueness.

User-Friendly Experience

True to our "Crypto. Simplified." mantra, the platform offers an intuitive user experience, making it easy for seasoned collectors and newcomers to navigate and make transactions.

Community Engagement

Beyond just buying and selling, our platform fosters a sense of community. With regular updates, exclusive offers, and a dedicated support system, we ensure our users are always in the loop and well-assisted.



Functionalities

The Falcon NFT Marketplace, accessible at <https://falcoin.eu>, has evolved from its predecessor, <https://phoenixnft.online>, which is currently closed. Our new platform is not just an upgrade; it's a revolution in how NFTs are perceived and utilized. At present, we collaborate with external providers for certain technological aspects. However, our ultimate goal is to bring all functionalities in-house, ensuring a seamless and integrated experience for our users.

- **Integration of "Falcoin":** Come 2023 Q4, post our listing on LATOKEN, "Falcoin" will be integrated as a primary payment option on the marketplace two weeks after the listing. This seamless integration will further enhance the user experience and expand the utility of "Falcoin".
- **Disruptive Products:** Beyond traditional NFTs, we're pioneering backing NFTs with disruptive financial products. From crowdfunding projects using NFTs to many other innovative applications, "Falcoin" will be at the forefront of these transactions.
- **Partnerships:** Our reach is expansive, with over 200 business partnerships and 100+ partnership agreements to accept "Falcoin" as payment. But the real magic lies in our ability to convert any service or item into an NFT, be it a house, car, online item, or phone. Our ambitious goal? To have a minimum of 1 million NFTs within the next six months.
- **Features:** Our feature-rich marketplace offers functionalities like instant sales, auctions, make-an-offer options, mystery boxes, airdrops, burn and redeeming features, whitelists, discounts, partner collections, unlockable content, and much more.

One standout feature is the physical product backing the NFTs, ensuring tangible value. With the support of Wert and Moonpay, users can purchase NFTs using credit and debit cards. Moreover, our platform supports many wallets, including Metamask, Coinbase, and over 49 others via WalletConnect.

ETH Overview

Ethereum, often hailed as the world's leading programmable blockchain, is the foundation for countless decentralized applications and projects, including Falcon's ERC20 token. **Nodes/Network:** Ethereum operates on a global network of computers known as nodes. Each node retains a complete copy of the Ethereum blockchain. This distributed nature ensures no single point of failure, enhancing the system's resilience against attacks and failures. **Dapps:** Ethereum allows developers to build decentralized applications on its platform. These DApps run on the blockchain, inheriting its decentralized, tamper-proof, and transparent properties. This means that once a DApp is deployed, no single entity, including its creators, can alter its code without consensus. **Daos:** Ethereum also facilitates the creation of DAOs, essentially organizations run by pre-defined rules encoded as smart contracts. DAOs operate transparently and autonomously, without centralized control, making decision-making more democratic. At its core, Ethereum's architecture is built on a decentralized framework, fundamentally differentiating it from traditional centralized systems.

Here's a deeper dive into its decentralized nature: <https://ethereum.org/en/>

Smart contracts: Ethereum's introduction of smart contracts revolutionized the way digital agreements are made. At their essence, smart contracts are self-executing contracts where the terms of agreement or conditions are written into lines of code. They are autonomous and will execute predefined operations when certain conditions are met. Once a smart contract is deployed on the Ethereum blockchain, it becomes immutable, meaning its code cannot be altered. This ensures that the contract will always execute as originally intended, without the risk of interference or modification. For a smart contract to execute its functions, it requires a certain amount of computational power. This is quantified in "gas," which users pay to ensure the network processes their contract functions. The gas ensures that contracts are efficiently executed and prevents spam or infinitely looping code on the network. Smart contracts can interact with other contracts, make decisions, store data, and send Ether (the native cryptocurrency) to others. They can be chained together to create complex automated processes and operations ecosystems. Since smart contracts run on the decentralized Ethereum network, there's no need for intermediaries or centralized authorities. The contract's code is the ultimate authority, ensuring trustless transactions where parties can confidently transact without relying on third-party trust.

Primarily used to compensate participants who perform computations and validate transactions on the Ethereum network. It acts as the "fuel" for the Ethereum ecosystem, facilitating the execution of smart contracts and DApps. Every transaction or smart contract execution on Ethereum requires computational work. Ether is used to pay for this work, quantified as "gas." The amount of gas depends on the complexity of the computation, and users can set gas prices based on how quickly they want their transactions processed. Ethereum is transitioning to a Proof of Stake (PoS) consensus mechanism, where ETH holders can "stake" their Ether to become validators. Validators are chosen to create new blocks based on the amount of Ether they hold and are willing to "lock up" as a stake. In return, they earn rewards in Ether. Defi: Ether plays a crucial role in the burgeoning DeFi sector on Ethereum. It's often used as collateral for loans, a medium of exchange, and a store of value within various DeFi protocols. Beyond its utility in the Ethereum ecosystem, many investors view Ether as a store of value, similar to other cryptocurrencies like Bitcoin. Its decentralized nature and limited supply make it an attractive option for long-term investment and hedging against traditional financial market volatility.

Ethereum is continuously evolving. With upgrades like Ethereum 2.0 on the horizon, the platform aims to address scalability issues and enhance its proof-of-stake consensus mechanism.

For Falcon, choosing this blockchain was strategic. Its robustness, flexibility, and wide adoption make it an ideal choice for projects aiming for technical depth and user accessibility.

Falcon Network: Coming Soon.



Listing

Strategic steps and ambitious goals mark Falcon's journey in the centralized exchange (CEX) landscape.

As of now, our listing on Latoken is actively in progress. We anticipate completing the full Initial Exchange Offering (IEO) by the first week of November, after which Falcoin will be tradeable for our community. But our vision doesn't stop there. While negotiating actively with multiple other CEX platforms, our primary targets are the industry giants Coinbase, Kraken, and Binance.

We are optimistic about achieving these listings by 2024, further expanding our reach and providing our users with more avenues to engage with Falcoin. Our commitment to these listings underscores our dedication to ensuring accessibility and liquidity for Falcoin, reinforcing our mission of "**Crypto. Simplified.**"

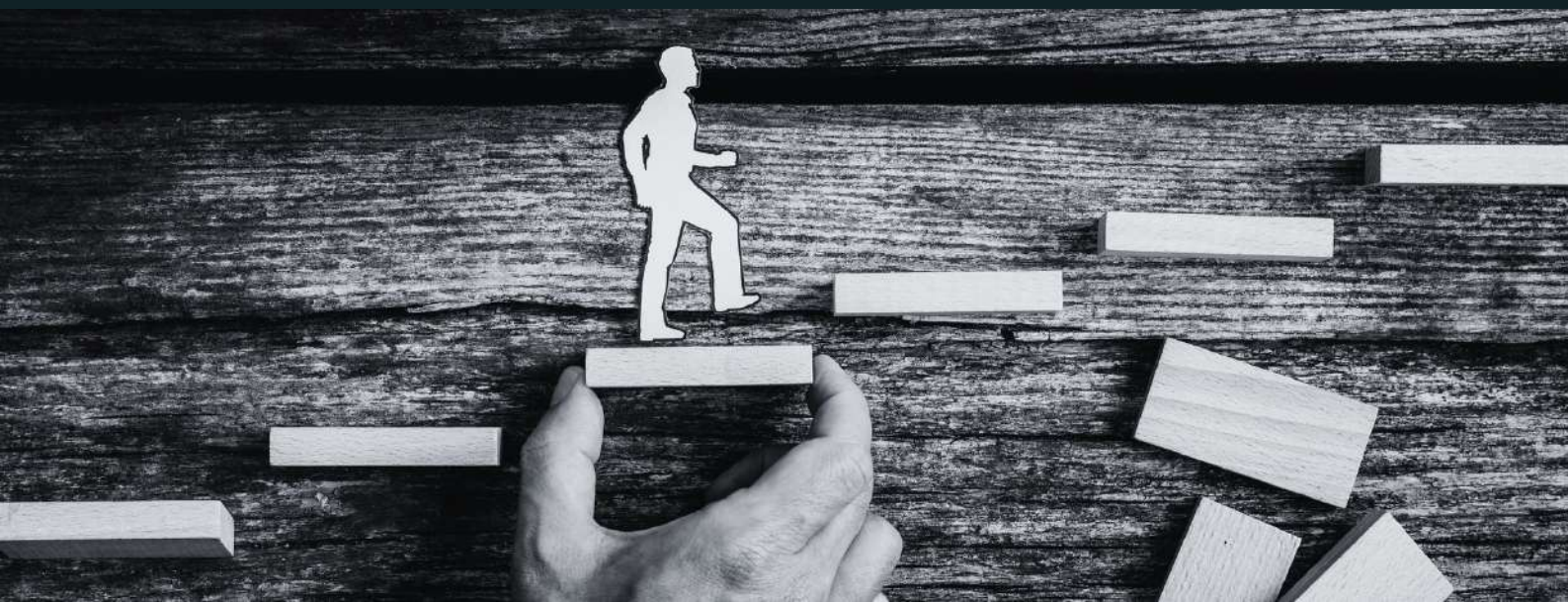


Crypto. Simplified.

Marketing

At Falcon, our marketing approach mirrors our core ethos: Crypto. Simplified. We don't chase the latest fads or overcomplicate our strategies. Instead, we focus on bridging the gap between everyday individuals and the intricate world of cryptocurrency. Our aim isn't to reinvent the wheel but to leverage tried-and-true technologies to deliver the best crypto solutions.

- We've partnered with one of Hungary's premier football clubs. But our vision extends beyond mere collaboration; we aim to acquire this football club within the next year, further solidifying our presence in the mainstream arena.
- Our connections span many influencers, including renowned singers and rappers from Hungary. These aren't just any influencers; they're industry leaders with hundreds of thousands of followers, ensuring our message reaches a wide and engaged audience.
- Beyond the digital world, we've established a robust agent network comprising over 200+ free brokers. These agents play a crucial role in our outreach, selling our "online" solutions in an "offline" setting. This unique approach ensures we tap into diverse demographics, bringing the world of Crypto to those who might not have ventured into it independently.
- Our community is the lifeblood of Falcon. We've fostered a vibrant ecosystem through various engagement activities where ideas flourish, and achievements are celebrated. Every initiative is geared towards enriching our community experience, from strategic partnerships to influencer collaborations.



Roadmap

Significant milestones have marked our journey at Falcon, propelling us closer to our vision of simplifying Crypto for everyone. Here's a snapshot of our journey so far and the exciting path ahead:

2021 Q1

The inception of Falcon companies and the overarching project. A vision was set in motion. - **Achieved**

2022 Q2

Our community grew rapidly, surpassing 5,000 customers. Development kicked off, focusing on delivering value-driven solutions. - **Achieved**

2022 Q3

The first wave of 100 beta testers got their hands on the Falcon Wallet, providing invaluable feedback. - **Achieved**

2022 Q4

Beta testing expanded, reaching a community of 1,000 testers, each contributing to refining our product. - **Achieved**

2023 Q1

A monumental turnover exceeding 100 million US dollars marked our first business year. Concurrently, the beta version of our NFT marketplace was launched. - **Achieved**

2023 Q2

Our community of beta testers for the Falcon Wallet doubled to 2,000. Our customer base had also expanded to over 8,000 members by this time. - **Achieved**

2023 Q3

The launch of our new NFT marketplace, initially with external providers. However, plans for a self-reliant platform were set in motion. Beta testers for the Falcon Wallet surged to 5,000, and alpha testing for the Falcon Network commenced. - **Achieved**

2023 Q4

The Falcon project is set to be listed on LATOKEN, marking a significant step in our journey. Additionally, negotiations with Coinbase are underway, promising even greater visibility and accessibility for our community. - **In Progress**

2024 Q2

The Falcon Test Network will be unveiled, with a minimum of 1,000 testers ensuring its robustness and efficiency.

2024 Q3

The Falcon Network, our very own blockchain solution, will see its grand launch.

2024 Q4

The year will culminate with the introduction of Falcon Fintech, complete with the Falcon Card. This integration promises immediate liquidity, fiat exchange within the wallet, and the convenience of spending via a fiat bank card.



Upcoming

The Falcon Network Technocal Whitepaper

For those who crave a deeper dive into the technical intricacies of our platform, we're excited to announce that a comprehensive, tech-focused whitepaper on the Falcon Network is in the works. This upcoming document will explore our underlying technology, architectural choices, and advanced features in depth. While our current whitepaper, aligned with our "Crypto. Simplified." mantra, offers a balanced blend of accessibility and technical insight, the forthcoming technical whitepaper will cater specifically to tech enthusiasts, blockchain developers, and analysts seeking granular details about the Falcon Network.



Potential Impact

The crypto landscape is vast, dynamic, and sometimes intimidating. Falcon's emergence in this space isn't just another addition; it's a transformative force. The potential ripple effect of our endeavors is profound. By making Crypto more accessible, we're not just expanding our user base but fostering a more inclusive crypto community. A community where the barriers of technical jargon and complex processes are replaced with intuitive tools and clear information. This shift can usher in a new wave of crypto enthusiasts, further solidifying digital currency's place in the mainstream financial world.

This isn't just a whitepaper to our potential investors and users; it's an invitation. An invitation to be part of a movement that champions simplicity without compromising technical prowess. As Falcon soars to new heights, we want you by our side, sharing in our vision, growth, and successes.



Conclusion

The Falcon Network Technocal Whitepaper

In the ever-evolving world of Crypto, Falcon stands out with a clear mission: to simplify the complexities of the crypto world. Our journey, as detailed in this whitepaper, showcases our unwavering commitment to this mission. From the inception of our companies to the upcoming launch of the Falcon Network, every step has been taken with the end user in mind.

Our value proposition is straightforward. We aim to bridge the gap between the crypto- curious and the crypto-savvy. With tools like the Falcon Wallet, our NFT marketplace, and the forthcoming Falcon Network, we're not just offering products but crafting solutions. Solutions that cater to both the novice looking to dip their toes in the crypto waters and the seasoned expert seeking advanced functionalities.

Our roadmap promises continued innovation as we look to the future, always keeping our community at the heart of our endeavors. To our potential investors, partners, and community members, we invite you to join us on this exciting journey.

Together, we'll redefine the crypto experience, making it accessible, intuitive, and simplified.



Additional Researches

Thank you for your interest in Falcon. We look forward to connecting with you and continuing our journey to simplify the world of Crypto.

For a deeper dive into our project, its offerings, and the latest updates, we encourage you to visit our official website: <https://falcoin.io> or <https://falcoin.eu>

Our dedicated team is always here to assist if you have further inquiries, questions, or feedback. info@falconbenefit.com

