



FADO GO

SHOP-SHIP-EARN

From [Fado.vn](https://fado.vn), the #1 Cross-border E-commerce Platform in Vietnam & Cambodia



+1.82M
Web Traffic



+5.55M
Page Views



+1.5M
Users

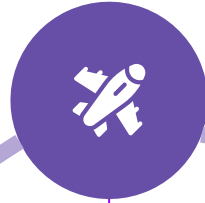
A blockchain-based platform that facilitates cross-border shopping by connecting consumers, brands, KOLs, and logistics providers on a decentralized network. Shoppers can **enjoy a global online shopping experience and earn rewards in cryptocurrency (FADO token).**

Next Move Toward SocialFi Shopping & Crypto Revolution



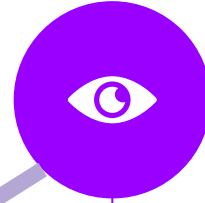
Stage I: Shopping To Earn

FADO Go is the Shopping-To-Earn platform where consumers can shop online from G7 markets and get loyalty points in **FADO token**.



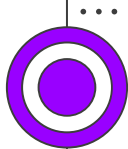
Stage II: Dropping To Earn

The next phase of FADO Go enables consumers to shop at any website and drop purchased items at international shipping services provided by Fado and our logistics partners. Users will get **FADO token** rewards from both FADO Go and brands which they purchase from.



Stage III: SocialFi Live Shopping

Finally, FADO Go creates a livestream platform connecting KOLs, fans, and brands to make live shopping a form of entertainment. Global shoppers & KOLs will be rewarded **FADO token** during livestream events. With livestream feature and **FADO token**, FADO Go will empower and join millions of shoppers, KOLs, brands, and e-commerce partners in a unified network.



MARKET	PROBLEMS	SOLUTIONS
<p>E-commerce + Live Shopping The Disruptive Frontier</p> <ul style="list-style-type: none">● Global blockchain market worth: \$39.7 billion (2025)● Global e-commerce sales: \$4.89 trillion (2021)● Live commerce market worth: \$423 billion (2022)	<ul style="list-style-type: none">● Limited social engagement on Web 2.0 e-commerce sites for overseas products● Difficult to make cross-border payments● Limited real-life adoption of cryptocurrency● Limited access to overseas products online and in real-time, as well as logistics challenges● Difficult to monetize as micro-influencers or followers in e-commerce	<ul style="list-style-type: none">● A cross-border e-commerce platform, Fadogo.io, fully integrated with live shopping features● Reward loyal shoppers & content creators (KOLs) with FADO token● Crypto payment adoption in cross-border e-commerce● Real-time online shopping empowered by a network of micro-influencers, live selling solutions for brands, and international shipping services● Fan token issuance with exclusive benefits



Mission

We want to create the world's first Shopping-To-Earn platform on blockchain with first-of-a-kind revenue-sharing smart contract and build a global network of shoppers, micro-influencers, brands, and logistics providers.

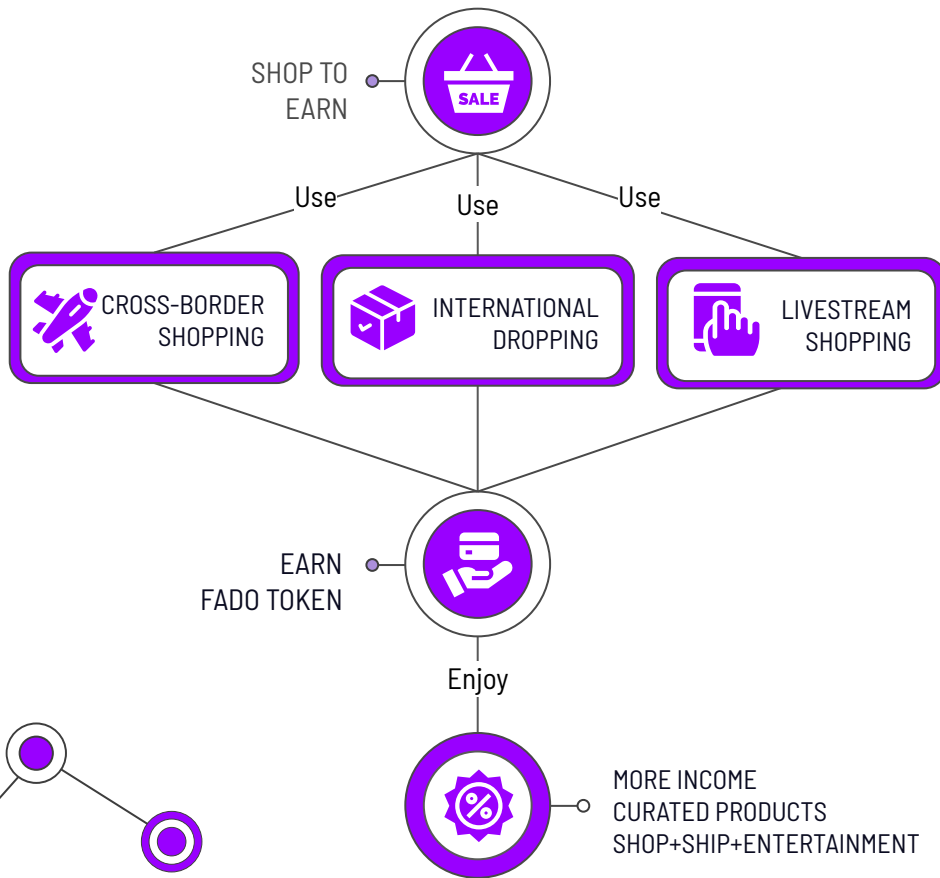
Vision

We empower users to make money based on their social engagements and strive to become the first SocialFi DAO in e-commerce.

FADO GO



FADO Go Business Model Overview



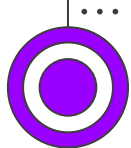
How to Shop-To-Earn?

- Shop on **FadoGo.io**
- Get rewards in **FADO token**
- Join **FADO Go** Member's Club
- Use **FADO Go**'s shipping service
- Livestream to sell products
- Refer new users to **FADO Go**
- Review products & customer services
- Play games during livestream



Product Features

- Cross-border e-commerce platform
- Crypto redemption & payment
- Blockchain-based loyalty system with **FADO token**
- Live selling on **FADO Go**, Youtube, and/or Facebook
- KOL's rewards to fans in **FADO token**
- Live marketplace



Shopping-To-Earn Business Model

How It Works



Shopping

Customers purchase products on FADO Go then get rewarded in FADO token



Membership

Multi-tiered membership (Bronze, Silver, Gold, Diamond, and Platinum) allows users to get more exclusive benefits



Earn FADO Token

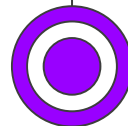
Customers earn rewards in FADO token for any successful order

Incentives

- Shop to earn loyalty points and cashback in FADO token

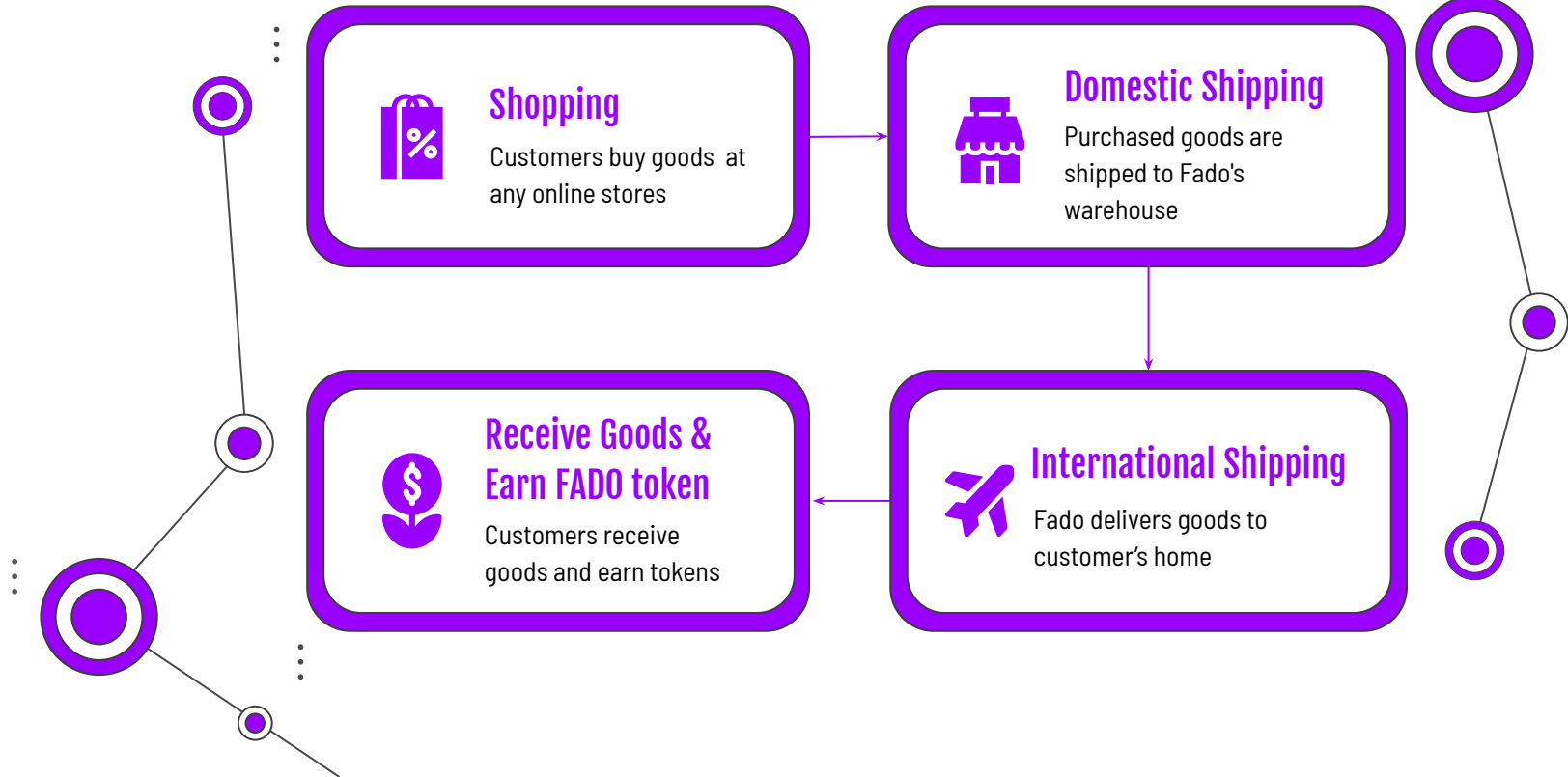
FADO token minting mechanism:

- **Minting via loyalty points**
Daily reward (loyalty reward) is calculated based on each successful order value (1-3%), then shared to shoppers and KOLs
- **Minting via token buying volume surplus**
FADO token is also minted if there is a buying surplus based on daily Buy & Sell volume of FADO token, then shared to stakers



Dropping-To-Earn Business Model

How It Works



Live Shopping Business Model

How It Works



KOLs/Influencers

Live sell products on
FADO Go



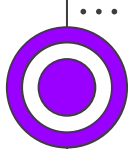
Live Shopping

Customers watch
livestreams and
shop, or play games
during livestreams



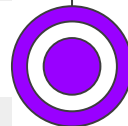
Earn FADO token

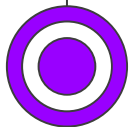
Users earn tokens
for placing any
orders or completing
livestream games



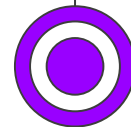
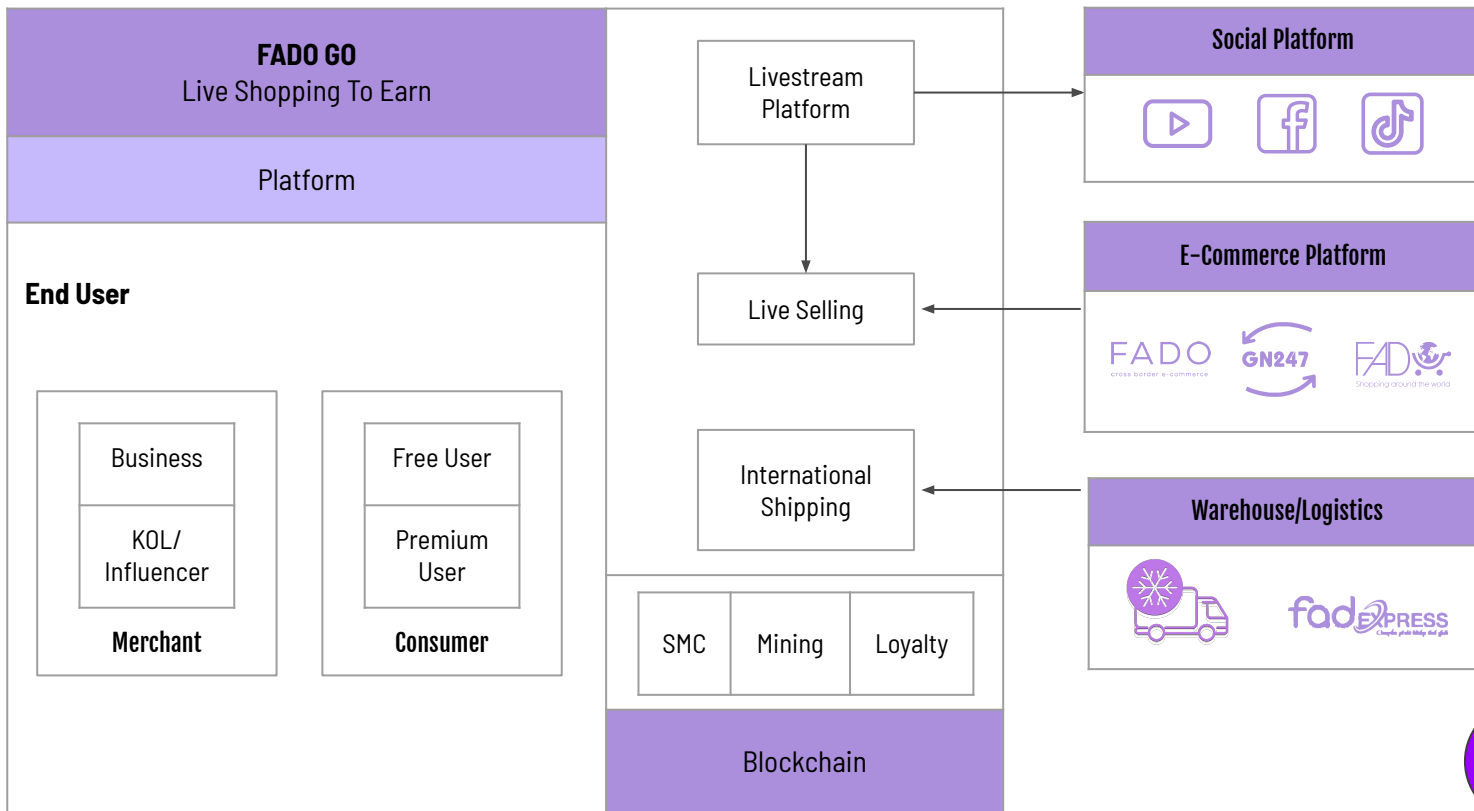
Use Cases & Benefits

Platform Participants	Use & Earn
Buyers	<ul style="list-style-type: none">Shop to receive up to 10% cashback in FADO tokenMember rewards: Earn up to 2XPay for goods & services in FADO tokenFADO token rewards for engagement on social media, user-generated content, account sign-up, birthdays/anniversaries, and exclusive event invitations
Brands/Suppliers	<ul style="list-style-type: none">Hold FADO token to book KOLs & influencers for marketingPay platform services & KOLs for hosting campaigns/live showsSelling products in livestreams and boost salesEstablish brand community
Merchants: Small business, KOLs & Influencers	<ul style="list-style-type: none">Small businesses register to livestream products in FADO tokenSelect products they like from brands and livestream to sellAirdrop FADO token to fans during promotions and gamesLivestream to earn and get paid in FADO token by livestream hours, view counts, and sales volumesLeverage fan subscriptions which allow dedicated fans to support them by paying for special benefits
Fans	<ul style="list-style-type: none">Watch livestreams to earn FADO tokenReceive tips in FADO token from KOLs
Investors	<ul style="list-style-type: none">Stake FADO token and LPs to earn rewardsYield farm with FADO Go's DeFi services
Logistics	<ul style="list-style-type: none">Hold FADO token to become logistics service providersCashback for customers using their shipping service
Affiliates	<ul style="list-style-type: none">Share referral link to earn FADO token

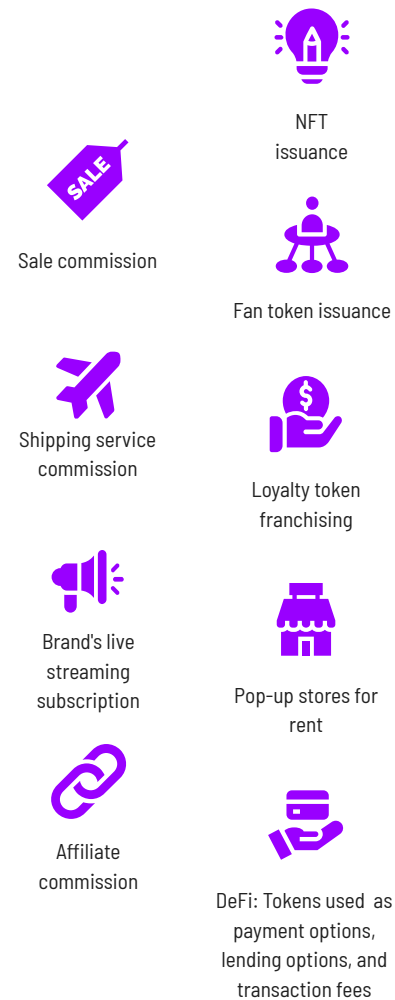
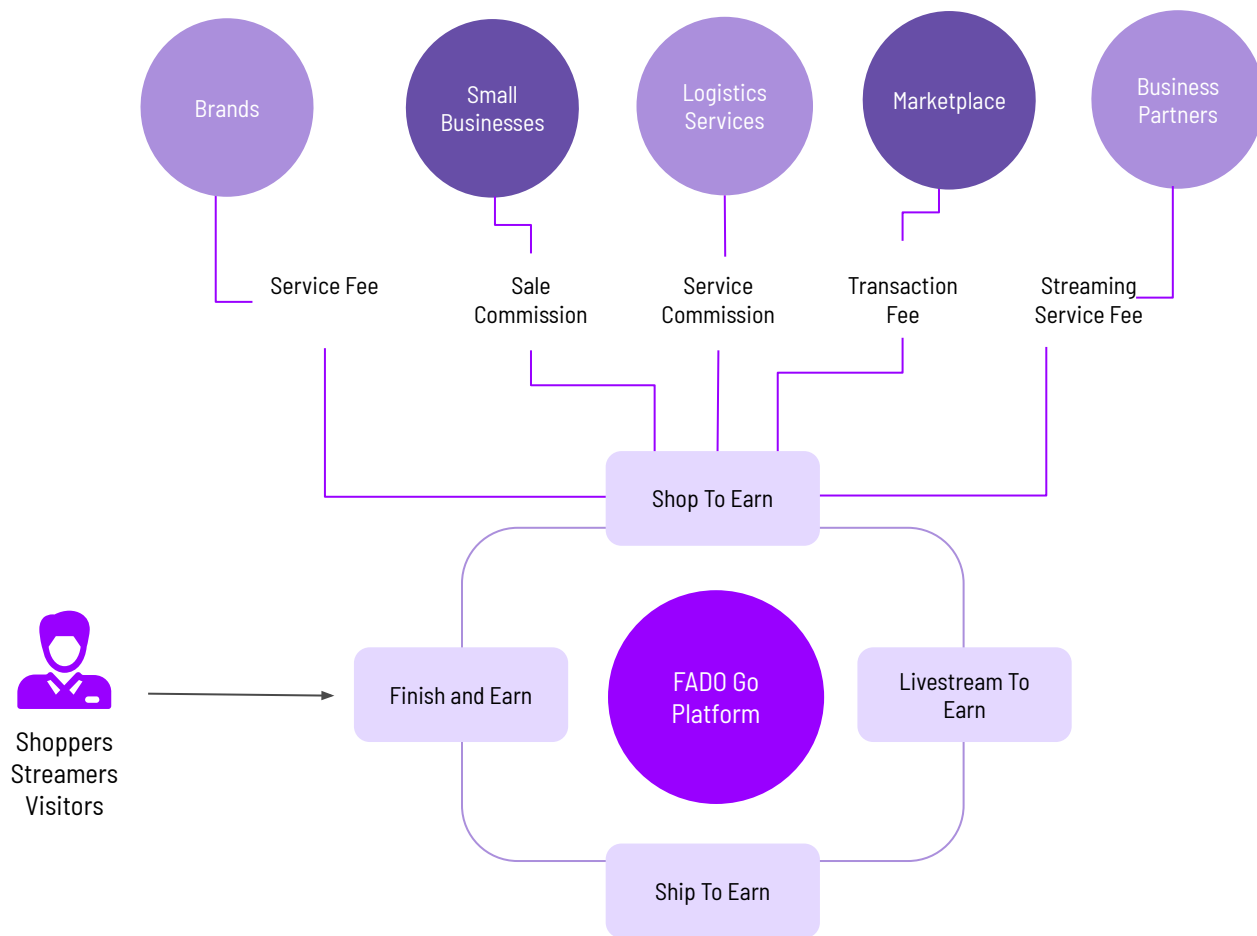




FADO Go Platform



Revenue Stream



Tokenomics

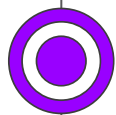
FADO Go creates a dual-token ecosystem with **FADO (Utility Token)** and **FGT (Governance Token)** to establish sustainable and long-term business growth.

- FADO will be fair-launched to the community via IDO Launchpads. We aim to raise funds for the governance token FGT and do an IEO in the next 6 months after the FADO token release.
- FADO holders will be prioritized in the FGT token sale with special discounts & benefits.
- Both tokens will be issued on multi-chain and firstly built on the Binance Smart Chain (BSC) and will be listed on both centralized and decentralized crypto exchanges (CEXs and DEXs).
- FGT governance tokens represent voting powers in the ecosystem and have the deflation mechanism through Buy Back & Burn based on FADO Go's revenue. Holders will shape the future of FADO Go by showing their support/disapproval for upgrades in the ecosystem and deciding the usage of the community treasury.
- Shoppers will be able to earn extra income with FADO Go if they stake either or both tokens, participate in key governance votes, and pay for goods & services on our shopping platform.

FADO
Token

FADO Go

FGT
Token



Utility Token (FADO)

FADO token aims to raise funds to develop all features in Shopping-To-Earn & Dropping-To-Earn for FADO Go

Ticker: **FADO**

Token price: \$0.0016/FADO

Total supply: 10,000,000,000 FADO

Market Cap: **\$ 16,000,000**



	Allocation	Price	Quantity	TGE	Quantity at TGE	Vesting
Private	4.5%	\$ 0.0016	450,000,000	5%	22,500,000	5% release at TGE, linear vesting in 12 months
Launchpads	8.0%	\$ 0.0016	800,000,000	5%	40,000,000	5% release at TGE, linear vesting in 12 months
Transaction Mining	60.0%		6,000,000,000			Generated per transaction after TGE. FADO token is minted based on loyalty points and token buying surplus. Minted token will be paid out: 70% for Buyers/Members/KOLs, and 30% for Team
Marketing	14.0%		1,400,000,000	5%	70,000,000	5% release at TGE, linear vesting in 24 months
Ecosystem	8.0%		800,000,000	5%	40,000,000	5% release at TGE, linear vesting in 24 months
Liquidity	5.5%		550,000,000	20%	110,000,000	100% release at TGE



Token Sales

Round	Quantity	Price	Fund raised	Status
Private	22,500,000	\$ 0.0016	\$ 720,000	Planned
Launchpads	40,000,000	\$ 0.0016	\$ 1,280,000	Planned
Initial Circulating Supply		282,500,000 FADO	Initial Market cap	\$452,000

Governance Token (FGT)

FGT tokenomics will be finalized with more details based on FADO token valuation. FGT token sale will raise funds to develop the SocialFi Live Shopping platform on FADO Go.

Ticker: **FGT**

Total supply: 100,000,000 FGT

Token price: N/A

	Allocation	FGT Token	Vesting
Seed	10%	10,000,000	Unlock 10% before listing, 2 months cliff, vesting in 3 years.
Private	15%	15,000,000	Unlock 10% before listing, 2 months cliff, vesting in 2 years.
Team	20%	20,000,000	Vesting in 4 years. 12 months cliff. Linear unlock starting from the 2nd year.
Advisors & Partners	6%	6,000,000	Vesting in 2 years. 12 months cliff. Linear unlock starting from the 2nd year.
IEO	5%	5,000,000	100% release at TGE.
Marketing	17%	17,000,000	Vesting in 4 years.
Liquidity & Exchange	5%	5,000,000	20% release at TGE, vesting in 1 year.
Ecosystem Growth	22%	22,000,000	Vesting in 4 years.



FADO GO IS NOW LIVE

Adopting AI, Big Data, Machine Learning, and Blockchain to create a superior shopping experience

- Try our world-class e-commerce services at Fadogo.io
- Shop your favorite items by pasting product links on the site to get service quotes

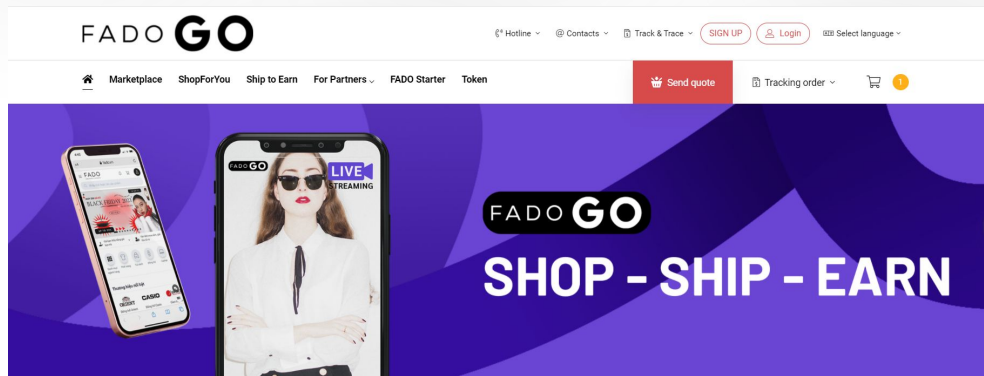
Cryptopayment adoption

Simple estimation tool

Real-time order tracking

Multilingual customer support

Fast delivery, low shipping costs



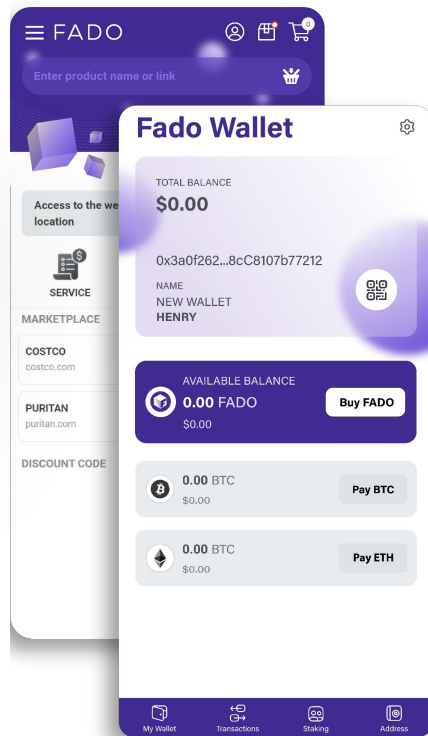
Seamless Cross Border Shopping

- Shop from US, Germany, Japan, Canada, France, Italy & UK

SHOPFORYOU SERVICE QUOTE

Search products you want to order/ Paste Product Link (UR

Get quote



The ECOSYSTEM of FADO Go

FADO Go is a subsidiary of **Miczone Group (400+ Employees, 15 active business entities)**, a holding group of companies that connect Vietnam and the world on a global platform.

Our business has shown a continued growth tractions since the inception.

PEARLA

PEARLA

Pearla - Overseas personal shopper customized for High Earner Not Rich Yet (HENRY)

40K ++

Followers on Instagram



Since 2017

FADO
cross border e-commerce

FADO VIETNAM

Fado.vn - Top 1 cross-border e-commerce platform in Vietnam

25M++
Products sold



1.5M++
Website visits per year

50K
Daily active users



1.18M
Monthly active users



6m 27s
Average engagement time

FADO
Shopping around the world

FADO CAMBODIA

Fado.com.kh - Top 1 cross-border e-commerce platform in Cambodia

500K+ USD
In 2020



700K ++
Website visits per year

3K
Daily active users



48K
Monthly active users



2m 44s
Average engagement time

GN247

GIAO NHAN 247

Giaonhan247.com - Top 1 purchasing service in Vietnam

3M++ USD
In 2020



1.1M++
Website visits per year

5K
Daily active users



125K
Monthly active users



2m 18s
Average engagement time

FADO Go's Loyalty Points System

FADO Go's loyalty points system will provide loyalty rewards, smart discounts, incentive programs, and unique marketing promotions using **FADO tokens** with real value.

This is **Fado.vn's** flow chart of loyalty points system on the **ecosystem**.



How to obtain

- Shopping on **our ecosystem**
- Write a feedback
- Complete your profile information
- Bonus points for first order

Exchange



FADO
cross border e-commerce

FADO VIP Club

- "FADO Silver" tier
- "FADO Gold" tier
- "FADO Platinum" tier
- "FADO Super VIP" tier

Discount **up to 6%** with free shipping and many more!!!

Vouchers to make purchase in Fado.vn

Vouchers to make purchase in **our Ecosystem**

PEARLA



FADO
cross border e-commerce



Achievements since 1st month of IDO

Top 1 Hot Pair on DEXTools

More than 5k holders

Top Gainer on CoinMarketCap

9 IDO Launchpads

Total Supply:

1,183,750,000 **FADO** ⓘ

Holders:

5,328 addresses

BSC HOT PAIRS

These pairs reflect how popular and trending they are among the community. [Read more](#) ✓

#1

FADO



\$0.0191211



2869



FADO Go FADO

\$0.01061



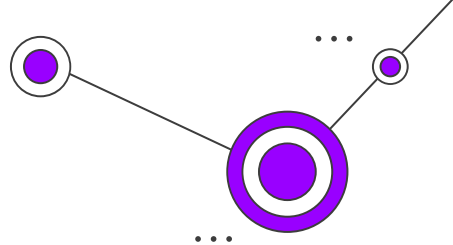
134.60%

\$10,390,029



Network of KOLs/Influencers

Real-time online shopping powered by livestream influencers creates a deeper connection with audiences and a unique shared shopping excitement as well as helps them and brands to foster their community.



INTERNATIONAL KOLs



Kelbin Lei
Stylist, Model
Followers: 311K



Alice Wang
Creative Consultant, Stylist
Followers: 102K



Caitlin Minogue
Model
Followers: 46.8K



Lee Sang Won
Fashion Designer
Followers: 116K



Snoh Aalegra
Singer, Songwriter
Followers: 1.2M



Binz
Rapper, Songwriter,
TV Show Judge
Followers: 1.4M



Phí Phương Anh
Model, Singer
Followers: 641K



Lâm Thủy Nhân
Stylist, Fashion Designer
Followers: 160K



Thịnh Suy
Singer, Songwriter
Followers: 73.9k



Tú Hào
Model, Actress
Followers: 821K



Martin Nguyễn
MMA Athlete
Followers: 977K



Cung Lê
MMA Athlete
Followers: 1.1M



Dương Tú Bình
Model
Followers: 14.6K



Trương Đình Hoàng
Boxing Athlete
Followers: 233K



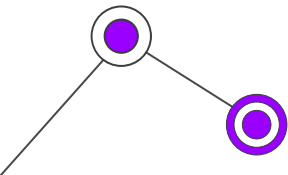
Bùi Bích Phương
Singer, TV Show Judge
Followers: 2.8M



Louis Hà
Fashionista
Followers: 99.5K



Thảo Nhi Lê
Model, Social media
Influencer, Fashion Designer
Followers: 538K



May-Aug
2021

- Launch Fadogo.io
- Shopping Extension for Chrome Browser
- Logistics service
- FADO token landing page

Sep-Dec
2021

- Project planning
- Fundraising plan for FADO Utility token
- Blockchain integration for fadogo.io

Jan
2022

- IDOs for FADO Utility token
- DEXs/CEXs listing

Jan-Mar
2022

- Launch "Dropping To Earn"
- Crypto Payment Integration
- Fado mobile wallet
- DeFi Staking for FADO token

Apr-Jun
2022

- Raise fund for FGT Governance token
- Launch LiveStreaming platform
- Onboard KOLs/Influencers
- Prepare FGT Governance token

Jul-Sep
2022

- IEO for FGT Governance token
- DeFi Staking for FGT token

Oct-Dec
2022

- Buy Now, Pay Later
- DeFi Lending for FADO token
- FADO Starter
- Launch full service in Canada & UK (G7 Market)

Jan-Mar
2023

- Community Group Buying
- Daily Play-to-earn games
- Shopping Metaverse
- Launch full service in France & Italy (G7 Market)

Apr-Jun
2023

- Complete all main features ready for market expansion
- Develop Physical goods NFTs Marketplace
- E-commerce franchising
- Rebranding & Market expansion planning

Jul-Sep
2023

- Market expansion to SEA
- Market expansion to South Asia

Oct-Dec
2023

- More market expansion
- More operational

Upcoming business models

- **Crypto Payment Gateway**
Check out with Crypto and Buy Now, Pay Later options.
- **Gamifying e-commerce**
Daily play-to-earn mini-games.
- **Shopping Metaverse**
Virtual/Meta Mall with AR/VR, Store-Building
- **NFTs Metaverse**
NFT marketplace for physical goods and physical delivery of NFT redemption.
- **FADO Starter**
Crypto financing for creators & small businesses.
- **Community Group Buying**
Shop together, save together at wholesale price.
- **Ecommerce Franchising**
Turnkey solution for franchisees.

Our Team

Founded by a group of experienced entrepreneurs, blockchain experts, e-commerce builders, financial analysts, bankers and innovative marketers, we aspire to offer a truly decentralized social cross-border shopping.



Thuy Pham
Chief Executive Officer

Co-Founder of FADO Go
Fintech Executive at TomoChain,
Binkabi
Senior Manager at ANZ, HSBC



Dat Pham
Founder & COO

Founder of FADO Go
Founder and CEO of Miczone Group
Founder and CEO of Fado, Giaonhan247



Dung Chung
Chief Product Officer

CIO of Fado.vn
Technical Lead at VNG
Corporation, FPT, Gianty



Hoa Pham
Chief Technology Officer

Co-Founder of Heratap, BioTuring
Technical Manager at GNTvn
Manager at FPT Industrial



Mic Nguyen
Chief Business Officer

CEO and Co-Founder of Huuk Inc.
Former CEO and Co-Founder of
AINOVATION, Inc and Med2Lab, Inc
Excited 1 startup & Raised \$5.5M+ Funding



Han Nguyen
Strategic Director

Founder and CEO of Thudo Multimedia
CEO of Bemil.io
The first Chief Software Engineer of HANEL
Lead Sigma DRM



Anh Nguyen
Marketing & Creative Director

Founder of Content Anomaly
Creative Director of CURA

Our Advisor



Jeanette Seng
Partnership Managing
Director of FIS



Lam Ho
CEO and
Chairman of GNT



May Liu
Managing Partner
of SparkDC



Dung Nguyen
President of VECOM
BOD Member at Yeah1 Group



Thorsten Reblin
Chairman of
Agotrans Air Cargo GmbH



Loc Dinh
Co-founder & CMO of
LaunchZone

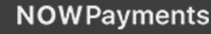


Thanh Dao
Co-Founder & CTO of
LaunchZone



David Tran
Associate Blockchain Professor at
University of Massachusetts (USA)

PARTNERS



BACKED BY



Disclaimer and Notes

FADO Go, including but not limited to the overall project, website, smart contracts and software platform (“Fado”) as presented in this conceptual paper is not currently an active licensed or exempted financial or payment service of any kind and in any jurisdiction. Any financial or payment services terminology used in this Pitch Deck, on the Fado website or within the platform is intended only as a basic reference, without any effective or legal meaning of the same terms in a regulated and/or traditional financial environment. The FADO Token is a strictly utility token in any jurisdiction and is not and can not be considered as a security or otherwise a regulated token of any kind, is not in any way e-money and/or a fiat or asset backed stablecoin, whether global or limited in scope. This Pitch Deck is not a contract or a contractual agreement of any kind, is not an invitation or offer to invest in Fado or acquire or use its tokens in any way with any expectation of profit. Any user of Fado declares to have received appropriate technical, administrative and legal advice before and after reading this Pitch Deck, the Fado Website and using any part of the platform (including its token) and accepts that there is an inherent high risk in acquiring or using any kind of blockchain and/or crypto token, platform, software, interface and acknowledges with full disclaimer for any of the persons or entities mentioned within this Pitch Deck, that there can be any kind of damage suffered, including total loss.

CONTACT US

Website

<https://fadogo.io/>

Fado Token Website

<https://token.fadogo.io/>

Twitter

https://twitter.com/fado_go

Telegram Global Community

https://t.me/fado_go

Telegram Announcement Channel

https://t.me/fado_go_broadcast

Telegram Vietnamese Community

https://t.me/fado_go_vietnam