

Token Model Breakdown for Fleek

Overview:

Token Name: Fleek

Token Symbol: FLK

Token Type: ERC20 (Base)

Max Token Supply: 100M FLK

Initial Utility:

Fleek's FLK token is a utility token with several different functions:

1) Staking

Users, creators, and token holders can stake FLK to earn an FLK yield.

Staking FLK will also unlock platform features in the future, such as featuring your character higher up on the explore page, among other benefits.

2) Incentivization

Users will earn FLK based on different activities, such as interacting and engaging on the platform, money spent on the platform, etc. Creators will earn FLK based on their earnings, trading volume of their tokens, winning contents, etc.

3) Creator Tokenization, Tipping & Trading

FLK will be paired with all creator tokens on the platform, and all creator tokens will be bought with FLK. FLK can also be used to tip creators on posts you like.

Token Allocation:

- Team: 20% (20M FLK) – 3-year vesting, 1-year cliff
- Backers: 20% (20M FLK) – 3-year vesting, 1-year cliff
- Community: 60% (60M FLK)

- Ecosystem Treasury & Staking Rewards: 20% (20M FLK) – 20% unlocked at TGE, 80% vests linearly over 2 years.
- CoinList and Liquidity: 20% (20M FLK) – 100% unlocked at TGE
- Foundation: 10% (10M FLK) – 20% unlocked at TGE, 80% vests linearly over 1 year
- Incentives and Airdrop: 10% (10M FLK) - 20% unlocked at TGE, 80% vests linearly over 1 year

Use of Tokens in Community Buckets:

Ecosystem Treasury & Staking Rewards

- Used for staking rewards, grants, and other community initiatives and user incentives

Coinlist & Liquidity

- This bucket includes the tokens going to Coinlist sale participants
- Also used for market makers, and exchange listing fees, and dex liquidity

Foundation

- Used primarily to fund ongoing operations in the future.

Incentives & Airdrop

- Used primarily for user incentives, future airdrops, and other initiatives centered around user acquisition and retention.