



Freedom Whitepaper:

Borderless Adoption
Through FDM and the
Freedom Ecosystem

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Introduction

Introduction

Freedom first began in 2019 with Bitazza, a digital asset exchange meeting the initial demands for token trading. Our original vision was to make it possible for digital assets, investment banking, and blockchain-based cashless payments to function seamlessly together. Through this journey, we have learned and recognized the potential of blockchain technology and its impact on society. At this next stage in our growth, we have built, and will now expand our offerings into an ecosystem with its own economy based on the fundamentals of decentralization and mutual growth.

These fundamentals include functions like community monetization, which offers innovative avenues for rewarding contributions and fostering proof of commitment, such as staking FDM tokens for rewards, or engaging in governance processes. Additionally, users can find a wide range of powerful tools, including gamification features and social media elements, all designed to empower businesses and individuals to build, develop, and promote their presence in the Web3 space. In the long term, this approach will drive the growth and sustainability of the ecosystem.

Welcome to Freedom

With a broader, ever-evolving ecosystem that we have nurtured over the years in the Web3 space, we decided to build a new economy based on decentralization with use cases in the real world. Indeed, we are providing community members the tools they need to succeed both online and in the real world, whether as business owners, key opinion leaders, or investors. We also define our gradual path towards full decentralization so that community members are able to fully leverage the tools and ecosystem to meet their needs and get established in the new Web3 economy. By working with our community, we will be able to scale this new economy to become a Web3 'super app'.

In this paper, we lay out our vision and roadmap for the Freedom Ecosystem and the FDM token, which will fuel all the components of our ecosystem. We will work continuously to develop innovative concepts and tangible real-world solutions that can evolve over time.

We want this paper to also function as a call to action for existing and new community members across all industries, regions, and interest groups to get involved. Let's collaborate and co-create more use cases by taking advantage of all the tools in the Freedom ecosystem and the sound money principles of the FDM token.

We are focused on building a strong and sustainable ecosystem. What that evolves into will eventually be democratized for the community to decide. We have put a lot of thought into establishing a decentralised autonomous organisation (DAO) called Freedom DAO to realize this vision.

Eventually, the community will have assumed complete control of the Freedom Ecosystem.





Core Principles



Core Principles

INNOVATION beyond Crypto Norms:

Freedom World goes beyond traditional Web3 projects, aiming to bridge the gap between the virtual and real worlds. The native token FDM plays a pivotal role, supporting a range of services from institutional-grade investments to fiat-crypto conversions through FreedomPay.

TRANSFORMATION Through Incremental Change:

By focusing on innovation, inclusivity, and ethical practices, Freedom World is set to redefine the function of digital assets and blockchain technology by paving the way to a more equitable and empowering future.

TRUE Democratized Governance:

Freedom DAO is aligned with decentralization and community empowerment by fostering an environment of innovation and collaboration. FDM's infrastructure and governance mechanisms support an incorruptible and user-driven ecosystem.

INCLUSIVITY:

Freedom World prioritizes inclusivity, welcoming diverse participants, including small businesses, communities, and nonprofits of all scales, to participate in and benefit from the digital revolution.

CLEAR & SOUND Tokenomics:

FDM's strategic development follows transparent tokenomics, emphasizing accountability and long-term sustainability. As the ecosystem grows, so do the value and utility of FDM, ensuring benefits for all participants within Freedom World.





Freedom Ecosystem

Freedom Ecosystem

At its core, Web3 embodies a shift towards decentralized principles that prioritize transparency, autonomy, and inclusivity, heralding a new era of individual freedom and collective empowerment. For these reasons, Bitazza has decided to expand its core offerings to bridge the real world with the digital world and optimize the full potential of Web3.

Introducing the Freedom Ecosystem

The Freedom Ecosystem imagines what a progressive and egalitarian economy can look like. In the Freedom Ecosystem, users will be able to experience new levels of engagement and collaboration with user-friendly tools for execution that will open up new realms of possibilities. For example, individuals get to own their data while also accumulating rewards from their activities within the ecosystem, whilst increasing reputation within the ecosystem.

Similarly, business owners across various industries could build their own communities, reach a wider audience, and fulfil the needs of their customers while rewarding their loyalty in a sustainable way. Individuals will be able to coalesce into communities organized around common interests, whether that's a hobby, business, humanitarian cause, or even a sports team. Unlike existing interest groups and pages on social media platforms, these communities are decentralized, users own their data, and loyalty is rewarded.

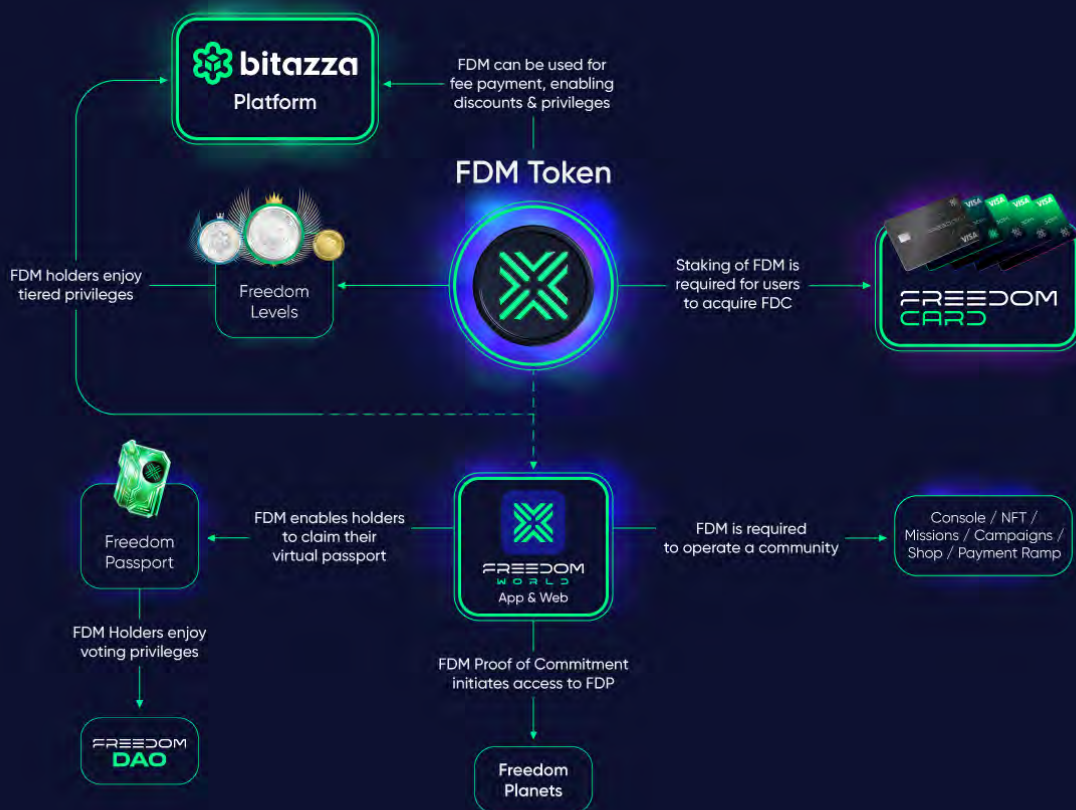
In this new economy, we are able to showcase our value to all community members, partners, and stakeholders that are participating and collaborating with us. Freedom World offers an alternative to the current economic model by introducing a new economy built on the following fundamentals:

- **Full Transparency:** This is one of blockchain's superpowers. All major decisions and operations happening in this ecosystem, including treasury management, will be recorded on chain for the public to see.
- **True Value:** Freedom World has a minting & burning mechanism that is designed to deliver sound tokenomics and keep the value of the ecosystem tied to its real value rather than monetary manipulation.

- **Inclusive Accessibility:** All products and services are open to everyone, and there is no barrier to entry; it's designed to empower individuals from all backgrounds to fulfil their potential without restrictions.
- **Decentralized Governance:** Power and responsibility will be gradually and eventually handed over to the decentralized autonomous organization, Freedom DAO, which will ensure true ownership of the community and limit any kind of centralization of power through a voting system.

Having these core fundamentals guide the Freedom Ecosystem is very important to delivering on our vision. Building a new economy is going to take time, and we recognize that there are a lot of positive aspects of the current economy that we can be compatible with and integrate even further. The Freedom Ecosystem is here to extend the frontiers of the Web3 world and enable new possibilities beyond what current platforms offer.

As part of this commitment, we are introducing AI-powered assistance to further support the smaller players and enhance their ability to thrive within the ecosystem. Through constant collaboration, co-creation, and cross-community engagement, we are fostering an environment where all participants enjoy opportunities to succeed and innovate together.



Tokenomics

In 2020, Bitazza launched BTZ, the native platform token that symbolized the beginning of a revolutionary journey in the digital asset trading arena. Since then, the BTZ token has grown to become the heartbeat of an ecosystem thriving on freedom, inclusivity, transparency, and mutual benefits. From facilitating fee payments with significant discounts to providing a means for rewards, staking, and governance, BTZ has been the cornerstone of Bitazza's vision for a seamless integration of digital assets, investment banking, and blockchain-based cashless payments.

In 2024, the Bitazza ecosystem will experience transformational growth, with innovative products and services meeting the evolving needs of our community and reflecting our expanded vision of freedom. In this new era, we proudly announce the evolution of BTZ into FDM (Freedom), marking a significant milestone in our journey.

The foundation of the FDM token is based on strategic planning and transparent tokenomics. This transition to FDM symbolizes our commitment to:

- **Strategic Market Penetration:** Expanding our reach while maintaining the integrity of our platform and community.
- **Empowered Decision-Making:** Fostering a decentralized environment where stakeholders influence key decisions.
- **Credibility and Accountability:** Implementing strategic and transparent FDM Tokenomics consistently



» Decentralized Governance «

Freedom World is committed to decentralization in the pursuit of collective empowerment. Freedom DAO is the primary vehicle used to achieve a decentralized, yet practical form of governance that will underpin this new economy and ensure the transparency, hard money principles, and inclusivity that Freedom World promises.

In this paper, we lay out our plan for phasing in the decentralized governance model that will eventually be responsible for the Freedom Ecosystem. We want to reemphasize the importance of community involvement in establishing Freedom DAO. It is only through active participation from the community that we can achieve full decentralization.

Governance Structure:

The Freedom DAO is not an entity per se; it is the community of FDM holders participating in governing the Freedom Ecosystem through voting on various proposals. In the real world, however, we will still need some recognized entities to operate and implement the decisions of the DAO. These entities will have no decision-making power but will be instrumental in its execution. These entities include the Freedom Foundation and the Bitazza Team.

Preliminary DAO Structure:

If we learn from history, the most successful forms of governance are those that blend the direct democracy of the people with a leadership structure that works on behalf of the people. Freedom DAO will hold regular elections for a leadership team with the expertise and industry knowledge to facilitate the smooth functioning of the DAO and curate proposals for the rest of the DAO members to vote on. Everything this leadership team does will be transparent.

Voting on proposals is the primary mechanism that allows DAO members to voice their opinions and influence the development of the ecosystem. For example, we currently hold votes on preferences for new token listings on Bitazza. Anyone within the Freedom Ecosystem is able to submit a proposal, which will go through general vetting, voting, and potential implementation. Below is our proposal for this framework that can be updated by the DAO:

- **Ideation:** The submission of any idea, no matter how outlandish it may be.
- **Review & Revision:** Working with the leadership team to refine the idea and prepare it for consideration.
- **Provisional Approval:** Leadership team votes on the proposal.
- **Advancement:** After leadership has voted, prepare it for community vote.
- **Voting:** FDM holders vote on the proposal.
- **Implementation:** If it gets the required votes, then it's time to execute.



Building Blocks of the Freedom Ecosystem

Building Blocks of the Freedom Ecosystem

The Freedom Ecosystem aims to bridge the virtual with the real world and the existing economy with the new economy to achieve mass adoption. *It's not just about financial freedom; it encompasses all aspects of life, emphasizing the pursuit of freedom in every endeavor.* The goal is to lead people to understand that freedom is connected to everything we do.

Freedom, as our company's transformative purpose, aims to empower those with limited resources. The mission is to build a sustainable ecosystem, and therefore this requires participation, contribution, and commitment to ensure everyone evolves and wins together using these products and services. The Freedom Ecosystem is composed of a few core building blocks that provide the community with the tools they need for self-governance.

The Freedom Token (FDM)

At the heart of the Freedom Ecosystem stands FDM, the token emblematic of our vision for a decentralized future. The FDM token is an evolution of the BTZ token, where utilities were limited to the Bitazza exchange. FDM now represents a commitment to a comprehensive and inclusive digital economy, as well as serving as the governance token for the Freedom Ecosystem. FDM's utility and use cases reach far beyond trading, with an array of products and services that allow users to transcend the Web3 world into the real world. These include:

- **Freedom World:** FDM is the sole commodity that fuels the Freedom World decentralized app and console. Every product, feature and action taken in Freedom World will require FDM as gas. As such, FDM holders will be the sole benefactor of the growth of the Freedom World ecosystem.
- **Freedom Card:** FDM holders can now stake FDM based on various tiers to earn rewards from Freedom Visa Card spending
- **Staking for Yield:** Providing opportunities for token holders to contribute to market stability while earning rewards. The current staking system will eventually be superseded by a new proof of commitment staking mechanism. FDM holders will commit FDM to mint Freedom Planets which will be the sole source of Freedom Shards mining.

- **NFT Minting:** Embracing the world of digital art and collectibles, allowing for creative expression and investment. NFTs minted will cost FDM gas.
- **Freedom DAO Voting:** Empowering our community with a voice in the platform's governance and future direction.
- **Institutional-grade licensed investment platform:** Offering sophisticated and secure investment solutions.
- **Web3 Community and Customer Loyalty:** Bridging traditional finance with decentralized applications for real-world benefits to both businesses and customers.
- **VISA Card Integration:** Seamlessly connecting digital assets for everyday transactions.
- **Universal Reward System through Freedom Shards:** Incentivizing engagement within the ecosystem by rewarding participation and engagement.
- **FreedomPay Services:** FDM will offer access to versatile Fiat-Crypto-Fiat solutions, facilitating cross-border payments with digital assets.

FDM serves as the backbone of our decentralized governance model, providing stakeholders with governance rights and utility across various services, including trading on the platform. Additionally, we introduce Shards, a rewards currency exclusive to Freedom World, designed to incentivize engagement and participation within the platform.

FREEDOM SHARDS (FDS)

Within the Freedom ecosystem, users can also earn Freedom Shards (FDS), which act as the ecosystem's reward currency and can be exchanged for real-world items, promoting active engagement and participation within Freedom World.



Token Dashboard



FDM Contract Address: 0x60d91f6D394c5004A782E0D175E2b839e078FB83

Unlike FDM, which serves as the primary token for the entire ecosystem, FDS operates exclusively within Freedom World, offering rewards and incentives to users for their engagement and contributions to the platform through the Freedom Shards Shop, which functions like a rewards redemption platform in Freedom World.

VALUE-DRIVEN NON-FUNGIBLE TOKENS (NFTS)

The Freedom Ecosystem also runs on NFTs, and we deploy them in many different ways. However, we always aim to achieve the same underlying result for our users, which is to enhance efficiency and save costs. NFTs allow users to transact unique value directly with each other, whether that is a tokenized real-world asset, an event ticket, or a badge of completion. There is value and utility embedded in each NFT within the Freedom Ecosystem. Therefore, members will be able to find multiple ways to leverage their NFTs for future rewards and perks.

In order to increase participation and elevate the user experience, we have gamified participation, such as space-themed NFTs called 'Freedom Planets' that grow and evolve as users commit more FDM and participate in governance. This, in turn, produces more rewards and perks for users throughout the ecosystem.

We will focus on building the infrastructure that will empower the community to explore and use these tools to create their own value and trade it freely without any middlemen.

SOULBOUND TOKENS: FREEDOM PASSPORT

As NFTs are unique, participation in the Freedom Ecosystem, such as governance, requires each user to have their own unique ID known as a Freedom Passport. These are soulbound tokens that cannot be transferred or exchanged. Therefore, their function is to confirm the authenticity and identity of the user, especially for voting and verification purposes.

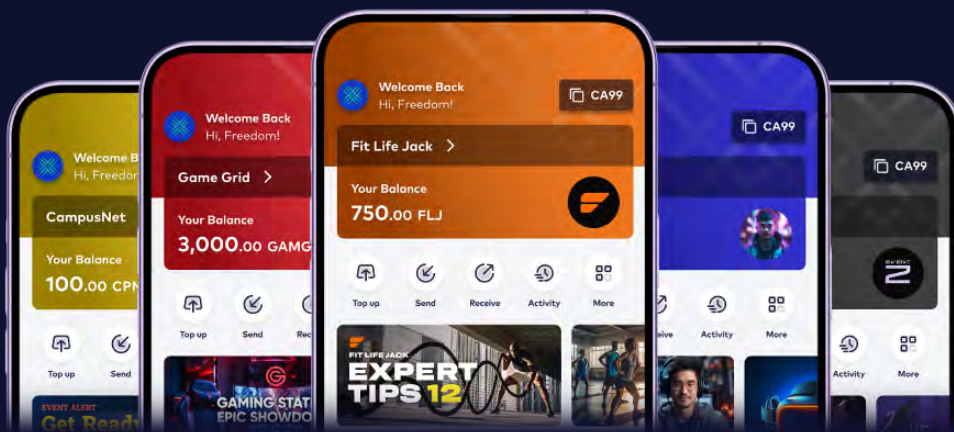
The DAO is ultimately responsible for maintaining the token supply within the ecosystem and is a de facto decentralized treasury run through a voting system. These NFTs are deployed on the Fuse blockchain and provide the backbone for the ecosystem's tokenomics and governance.

Freedom World

Freedom World is a Web3 mobile app designed to allow direct engagement between community organizers and their members to achieve a level of trust that is not yet practiced in the current world. As a Web3 platform, the app provides real-time interactions and transactions, all the while allowing users to own and manage their own data and assets. Here are its functions:

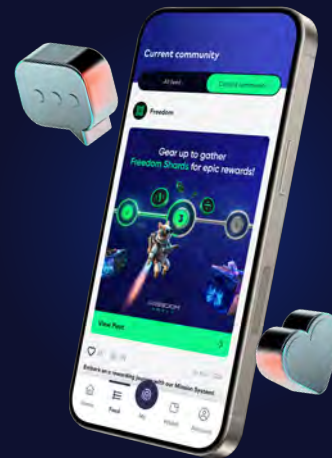
COMMUNITIES

Freedom World is made up of different communities of businesses, shared interest groups, and individuals. Anyone is free to join the communities that resonate the most with them or that they want to support. Within these communities, there is a two-way relationship between the Individuals and the community managers where they are able to communicate, engage, and coordinate activities together. Freedom World is designed with these communities in mind and streamlines all the essential functions for a community to flourish.



SOCIAL MARKETING

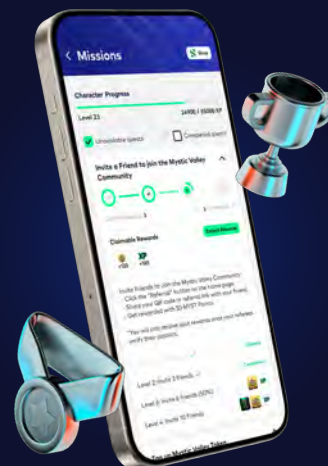
Community managers will be able to directly engage their community members through direct broadcasts, banners, blog posts, and interactive experiences, all designed to generate authentic, two-way communication. Allowing followers to participate is the best way to increase customer lifetime value and cultivate mutual loyalty with the community. These marketing tools will also include many of the features from the social media era, where community rankings and voting help filter out the best content from annoying bots.



MISSIONS

Missions are unique to Freedom World, where organizations can engage with their customers by rewarding their participation and commitment, as well as allowing communities to curate experiences for their users. Participants earn community tokens, reputation tokens or NFTs as rewards for completing these missions.

We are bridging the real-world payment infrastructure into these missions through the over 40,000 vendors that Freedom Card holders have access to. By using the Freedom Card at Freedom World partner merchants that participate in these missions, customers can create value through their normal spending patterns with rewards that they can accumulate over time.



E-COMMERCE

The built-in e-commerce features help communities monetize their products and services and reach a target audience that Freedom World has already curated through the establishment of communities. The availability of a full suite of e-commerce management tools means communities and their members don't need to spend exorbitant transaction and platform fees.



ACCOUNTING

Accounting can be a major burden for any organization when they lack a dedicated accountant or have to outsource to an expensive accountant. Freedom World provides an accounting tool that helps manage the books, including the messy accounting of cryptos.

DIRECT ACCESS TO DATA

There is always direct access to real-time data and privacy protection in Freedom World. The default setting for users is to not share any personal data unless the individual opts in to sharing it. Communities can ask for their members' data and offer to share revenue generated from the data with them. Aggregated data also becomes more useful in Freedom World because there are no data silos. Real-time data collection of autonomous and aggregated data from the blockchain is turned into useful insights in real time, which can help communities plan and execute their activities more efficiently.



» Payments «

Within Freedom World, communities will have the infrastructure to accept and manage crypto payments in a compliant and safe way. Freedom Pay facilitates fiat and crypto payments in collaboration with licensed electronic money institutions (EMIs) and digital asset exchanges (DAX). Communities will be able to conduct business without the need for a bank account. This is made possible through our partnership with VISA, bringing Web3 and traditional finance together in one app.



FREEDOM CARD

The Freedom Card is a prepaid card that can be topped up with bank transfers or cryptocurrencies via our partnership with VISA. Qualifying for a card requires staking a minimum amount of FDM. Membership is tiered, with larger stakes corresponding to higher membership levels and improved rebate rates and benefit pools. Through our VISA partnership, Freedom Card holders have access to the largest card payment network in the world. VISA-issued cards are accepted by 800 million merchants in more than 200 countries and territories worldwide. This partnership with VISA ensures that the Freedom Card will offer cashback rewards in addition to FDM staking rewards.

» Digital Asset Exchange «

Bitazza Thailand is a regulated digital asset exchange that has been operating since 2020, and is licensed and regulated by the Thailand SEC.

For compliance purposes, global activities will be regulated through licensed partners in various countries, including Thailand, Sri Lanka, Poland, and Mauritius.

The Freedom Ecosystem is composed of all our partners, products, and services that have come together to bring you this groundbreaking new economy.





Challenges to Achieving this Vision

Challenges to Achieving this Vision

The most exciting part about Web3 is its potential to overhaul the way we function as a society, bringing about a more conscious and equitable way of life that empowers the individual. However, there are various challenges that still need to be overcome before the full impact of this life-changing technology is felt. Recognizing these multifaceted barriers hindering widespread adoption is the first step in our journey to addressing and innovating around them. We have identified 4 key barriers that need to be addressed to achieve the levels of adoption we need to bring about this new economy and have laid out how we intend to overcome these challenges:

Lack of Trust

Trust is a fundamental pillar in the adoption of any technology, especially in the case of Web3, which is challenging the way economies and societies function altogether. With Web3, this trust has a very paradoxical role. Because the whole reason for this technology to exist is to build a trustless system where one can exchange and engage with complete strangers without the need to trust them or an intermediary. Ironically, it is a lack of trust from the mass population that is still a major barrier to its adoption.

In Casper Lab's report, ["The State of Enterprise Blockchain Adoption in 2023"](#), the most popular response to why companies have not yet adopted blockchain was because 'there is too much cynicism & skepticism in the company'. We do not find this surprising given the litany of fraud and mismanagement in crypto projects in the past few years that has made mainstream news. Trust is something that we believe will eventually be earned as awareness of world-class projects & companies grows, and proper regulation will certainly help reduce the amount of fraud and mismanagement committed by the small number of bad actors in the Web3 space.

Bridging the traditional world of finance with a new decentralized economy requires deep knowledge of both worlds. Our core strength lies in executing such connections with the traditional finance world in a secure and compliant manner. We have established a track record of working with regulators and license holders across the globe. The high integrity of the team and our steadfast commitment to compliance in every jurisdiction is how we intend to tackle the issue of trust from regulatory bodies and consumers alike.

Unfriendly User Experience

Usability remains a significant barrier to Web3 adoption, hindering mainstream users from embracing decentralized platforms and applications. The persistent congestion and high transaction fees on some networks, even after L2 scaling solutions, exemplify the scalability challenges that still hinder blockchain ecosystems.

Another high barrier to adoption is that the average person does not want to self-custody or manage a digital wallet. We have made significant strides in reducing this barrier by abstracting away the need for full self custody digital wallets by using ERC-4337 account abstraction based smart contract wallets which allow a much more seamless experience for users. However, the typical Web3 user experience has still not reached the usability that the public is accustomed to.

In the same Casper Lab's report, "[The State of Enterprise Blockchain Adoption in 2023](#)," the second most popular response to reasons that companies have not yet adopted blockchain is that they don't have viable use cases to justify the adoption. In other words, Web3 technology has not yet achieved product-market fit.

Lack of Utility & Tools

The lack of compelling and tangible utility impedes the mainstream adoption of Web3 technologies, relegating decentralized platforms to niche applications and speculative investments. Many decentralized applications struggle to demonstrate tangible value propositions beyond cryptocurrency speculation and trading, limiting their appeal to mainstream users and businesses. We believe this is largely because many projects have not yet effectively bridged blockchain to real-world use cases.

This is the reason for our focus on building tools that empower businesses and communities towards creating real use cases of fungible tokens and non-fungible tokens in real world economies. They can now create digital representations of real world benefits and assets on the blockchain and allow participants to trade and recognize each other within a trustless and decentralized ecosystem. The problem wasn't finding a use case. It was about not having the tools to create such use cases. Freedom World has an enterprise level solution console to aid community builders in creating such an experience.

➤ Limited Web3 Awareness ➤

Education and awareness play pivotal roles in driving adoption and understanding of Web3 technologies. Yet there remains a significant lack of practical knowledge required for someone to be comfortable using new Web3 platforms. The complexity of blockchain technology and the absence of standardized educational curricula contribute to the knowledge gap and hinder broader participation in Web3 ecosystems.

Recent efforts to bridge the educational divide, such as online courses, developer bootcamps, and community-driven initiatives, aim to democratize access to blockchain education and empower users to explore the potential of this technology.

However, it is our belief that this gap will never be closed. In the same manner that the internet is fully adopted in today's society, yet a majority of the world's population is still unaware of how it really works. Similarly, Web3 and blockchain will be another technological advancement that is adopted without the majority of the population being aware they are using it.

As such, Freedom World's console (<https://console.freedom.world>) is a no-code, user-friendly console to enable and empower businesses and communities in co-creating this new decentralized digital economy.





Go-to-Market Strategy

Go-to-Market Strategy

The Freedom Ecosystem is a long-term strategy that is designed to bring about a paradigm shift in the way we organize communities and social economic activity. Our strategy is broken down into two phases: leveling the playing field and achieving adoption.

To level the playing field, we must provide the tools and services to the community to enhance their competitiveness in the current economy. This strategy is anchored around the product roadmap and feedback loops to make sure we are meeting the needs of our users

In the second phase, we will tackle all the challenges mentioned above and achieve adoption through a creative and collaborative process that brings value to the ecosystem immediately. The most difficult part here is taking the first step and building momentum before the network effects take over and scaling begins on its own.



Product Road Map

We are not starting from scratch with Freedom. We have already achieved three key building blocks, which are Bitazza, the regulated crypto exchange, payments through Freedom Card, and now the FDM token. These products will continue to operate as we build out the final pieces: Freedom World App and Freedom DAO.



How to Bootstrap Value in this New Economy

Early-stage ecosystems typically have a difficult time attracting users. On any given platform, there are usually service providers (shops, drivers, etc.) and customers (shoppers, riders, etc.), and to attract one side, you need the other side to be there. So how does a new platform attract attention? It usually involves some kind of unsustainable incentive that ends up not working in the long run. So the question that we have been asking ourselves is: how do we sustainably attract the early adopters and then, from there, scale the ecosystem?

Onboard users from Bitazza:

Freedom World will execute three different airdrops to existing customers on our Bitazza exchange and e-commerce platforms. The FDM tokens will be their invitation to explore this new world.

Partner with SMEs and Communities:

Small and medium-sized businesses, non-profit organizations, as well as shared-interest communities need the right environment to maximize their reach while minimizing costs. Through early adoption and lowered barriers to entry, these users will be able to gain a headstart in the ecosystem.

Partner with Events:

By onboarding high-profile events like music festivals, F&B events, and others, we are able to attract a large number of users with a common interest that is ideal to leverage the Freedom World community.

TradFi Partnerships:

We view ourselves as a bridge for existing market leaders to join us in the new economy, and our strategic partnership with VISA is the anchor for this strategy. Through our partnership, we will be able to onboard over 130+ million merchants in over 200+ countries globally into our new economy and integrate them into our gamification and consumer data services for our communities.

Global Impact Initiatives: Freedom World's mission is to create an ecosystem where all stakeholders of impact initiatives can seamlessly coordinate efforts to drive their chosen path of impact for the world. We strive to connect communities that are passionate about global impact initiatives such as climate change, hunger eradication, access to education and more together. We believe this will raise awareness of stakeholders, enabling them to understand true inclusion and the value of Freedom World.

If we are able to achieve scale using our existing user base & partnerships, then we believe we have a chance to become a regional Web3 'super app'. This is the ambitious goal that drives our decision-making process today, and it's why we've been building all these multi-functional components for the Freedom Ecosystem. In order to create a sticky user base, we need to have the functionality and usability that allow them to achieve success, and the ecosystem will take on a life of its own.





Use Cases

Use Cases: Transforming Industries with Freedom World

Through strategic partnerships and cutting-edge solutions over the last 2 years, Freedom World has been revolutionizing transportation, education, online communities, and the F&B sector in Thailand, driving growth, engagement, and efficiency.

Visa Integration with Missions

The Freedom Card with Visa ups the user experience with its innovative mission-based rewards. Everyday purchases turn into engaging missions, encouraging frequent card use. This Visa partnership lets users earn Freedom Shards (FDS) on every swipe, redeemable for exciting rewards like cutting-edge tech gadgets, premium vouchers, and lifestyle products. It's a system that not only offers tangible benefits but injects a fun, engaging element into everyday finances, making the Freedom Card journey rewarding and enriching for both new and seasoned users.



TAT

The "Discover Thailand by Amazing Thailand x Freedom World" project unites tourism and technology to revitalize Thailand's economy. It leverages the Freedom World platform to attract both domestic and international travelers to local businesses, boosting local economies and distributing income to communities. The project also positions the app as a valuable tool for digital nomads and all travelers, offering incentives and maximizing their experience in Thailand's major and lesser-known tourist destinations.



Maximizing
experience in Thailand

Music Festival/Entertainment

A festival where music and technology converge in nature endorsed by Tourism Authority of Thailand. By adopting Freedom World App, they've been able to replace the traditional ticketing and voucher system at festival and issue their own MYST Points, not only enabling cashless payments for customers but also ensure convenient and reliable verification process by using validator mode. Participate in exciting missions through the Quest System, gamifying people experience by completing tasks and claiming rewards within the application.

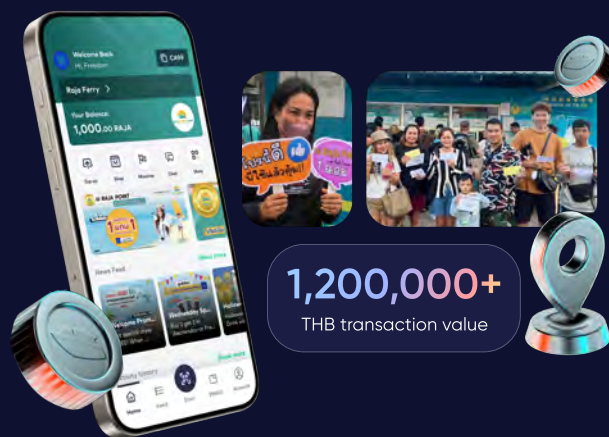
Also introduced the Merchant System that enables the food vendors to generate QR codes to receive MYST Point. By embracing technology in innovative ways, Mystic Valley creates a more seamless and immersive festival experience for attendees.



Seamless and Immersive
festival experience

Transportation (Raja Ferry)

In collaboration with one of Thailand's premier ferry service providers, Rajah Ferry, Freedom World introduced RAJA Points to enhance customer engagement and streamline services. By leveraging our marketing tools and interactive features, such as the points system, Rajah Ferry witnessed a remarkable increase in transactions, with a growth rate exceeding 107.5%. Additionally, the total transaction value surpassed THB 300,000, demonstrating the tangible impact of our partnership in optimizing customer experiences and driving business growth.



Education (Satit Prasarnmit International Programme)

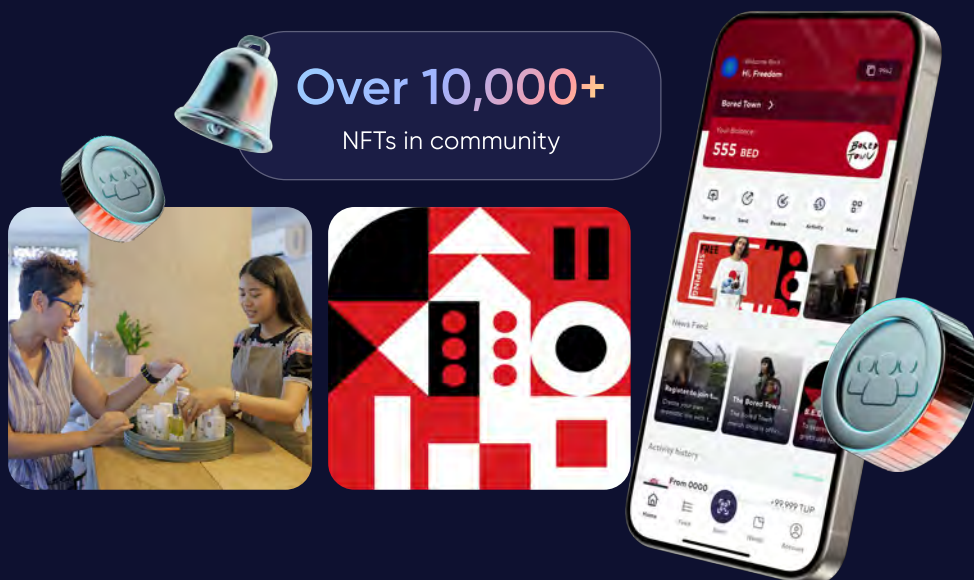
Satit Prasarnmit International Programme (SPIP) emerged as the first school in Thailand to adopt the use of Web3 Wallets through a partnership with Freedom World. By implementing blockchain-powered digital certificates and diplomas (NFTs), SPIP ensured secure and tamper-proof credentials for its students. Moreover, SPIP introduced a blockchain-based reward system using SPIP Points, providing students with practical experience in blockchain technology. With over 400 students actively engaged in the community, SPIP exemplifies the transformative potential of Web3 technology in the education sector.



Artists/Creative Space/Shared Interest Group (Bored Town)

Owned by Bored Town Community, the BED Point serves a multi-faceted purpose within the Bored Town NFTs ecosystem, which was created by sorryvrror, a Thai NFT artist. The BED Point acts as a reward for its users, providing discounts on physical products and services from Bored Town including SRANN skin care, Bored Town Villa and Bored Town Creative Space in Prae, Northern Thailand. Additionally, BED Point enables direct NFT minting for Bored Town Collections, providing an innovative way for users to engage with and support the project.

Bored Town utilizes Freedom World app to build community and its ecosystem. Its creative space gathers local artists, creators, and digital nomads to connect, collaborate, and ignite the spark of tradition blended with technology.





Conclusion

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The journey of Bitazza from its inception as a digital asset exchange to our transformation into the exciting new world of Freedom, highlights our dedication to innovation and promoting the Web3 ethos. We embarked on this journey with the goal of mass adoption for both individuals and businesses by empowering all participants with the tools they need. We provided an efficient environment with sound money principles to promote abundance for all those who contribute. Freedom is not for Web3 natives only. We view ourselves as a bridge that welcomes traditional players to explore the advantages and possibilities of Web3. This is how we will achieve mass adoption—by working together.

The introduction of the FDM token and Freedom DAO will act as the backbone for utility and governance within the Freedom Ecosystem. By using FDM and participating in the DAO, members will be rewarded while also contributing to the development and ultimate success of the platform. While the path towards full decentralization will take time, eventually the ecosystem will succeed only with community involvement and ownership. We will only succeed when there is a fully functioning decentralized governance structure in control of a sound economy.

While challenges and unforeseen roadblocks lay ahead, we continue to iterate, innovate, and grow as we walk down this road. Our team is accessible, and we truly hope that you join us in this journey and define the path we take towards a brighter, more inclusive, and abundant future with Freedom.



