



FoodieBits
— PLAY TO EAT —

WHITE PAPER

MERCHANT PARTNER DOCUMENTATION

FOODIEBITS

Merchant Partner Guide

Your Complete Guide to Joining the Gamified Dining Rewards Ecosystem

Play. Earn. Eat.	Bits for Bites.	Accept. Batch. Settle. Swap. Transfer.
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FOODIEBITS.COM

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01 Welcome to FoodieBits

FoodieBits is a gamified dining rewards ecosystem designed to bring more diners through your doors, increase repeat visits, generate social engagement around your restaurant, and create a measurable customer acquisition channel that costs you nothing to join.

This guide explains how FoodieBits works, what participating as a merchant partner involves, how the redemption and settlement system operates, what marketing and media tools are available to you, and how joining the FoodieBits network positions your restaurant inside a growing dining rewards platform.

FoodieBits is not a delivery service. It is not a reservation system. It is not a payment processor. It does not take a percentage of your sales. FoodieBits is a gamified dining engagement platform that sends verified, reward-motivated diners directly to your restaurant, and the only thing it asks in return is that you honor the rewards those diners have earned through gameplay.

FoodieBits sends diners to you for just being part of the system, without taking any of your profit.

02 What Is FoodieBits?

FoodieBits is a mobile-first gamified dining rewards platform where diners play quick games, earn digital reward credits called Bits, win food rewards called Bites, and redeem those Bites at participating restaurants. The ecosystem is powered by the \$FBITZ utility token on the Solana blockchain, but the diner-facing experience is designed to feel like a fun food rewards app, not a crypto product.

The Diner Experience

Diners download the FoodieBits app, create an account using Apple, Google, email, or phone login, and immediately begin playing games. Gameplay earns Bits. Bits accumulate and convert into Bites, which represent redeemable food rewards at participating restaurants. Diners can also earn rewards through check-ins at participating locations, sharing dining experiences on social media, and entering Lunch Drops, Dinner Giveaways, and Big Bites campaigns.

The Merchant Experience

Restaurants join FoodieBits as merchant partners. Participating restaurants appear in the FoodieBits app, receive diner traffic driven by rewards and discovery, confirm reward redemptions through a simple QR-based system, and receive settlement through the FoodieBits merchant dashboard. Merchants can choose to remain on the free tier or subscribe to paid marketing packages for additional visibility and promotional reach.

Core Reward Types

The FoodieBits platform offers a range of reward formats designed to drive real dining traffic, not generic discount coupons. These include instant discounts, free appetizers, free desserts, free drinks, BOGO offers, gift cards, Lunch Drops (free lunch combos, free taco meals, free sandwich meals, and similar midday rewards), Dinner Giveaways (free dinner entrees, dinners for two, date night packages, and family dinner rewards), and Big Bites (restaurant gift cards, dinners for four, VIP tasting events, local food tours, and chef's table experiences).

03 ■■■ How the FoodieBits Diner Experience Works

Understanding how diners interact with FoodieBits is essential for merchants, because it explains where your restaurant fits in the engagement loop and why diners are motivated to visit your location.

The Diner Loop

The FoodieBits diner experience follows a simple, repeatable cycle: Play, Earn, Eat.

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| STEP 1 | Diners download the FoodieBits app and sign up. No wallet setup, no crypto knowledge, and no payment required. |
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| STEP 2 | Diners play quick in-app games (spin-to-win, scratch cards, trivia, and similar casual gameplay). Each game session earns Bits. |
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| STEP 3 | Bits accumulate in the diner's account and convert into redeemable Bites when thresholds are reached, or diners win Bites directly through Lunch Drops, Dinner Giveaways, and promotional campaigns. |
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| STEP 4 | Diners browse participating restaurants in the app, discover your location, and choose to redeem their Bites at your restaurant. |
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| STEP 5 | At your restaurant, the diner presents a one-time QR redemption code from the app. Your staff scans or enters the code, confirms the reward, and the diner receives the food reward. |
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| STEP 6 | The diner can check in, share the experience on social media, and continue earning Bits for future rewards. |
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Play games. Earn Bits. Win Bites. Redeem at restaurants. The loop is simple, repeatable, and rewarding at every step.

04 ■■■ Merchant Value Proposition

FoodieBits is built to solve a specific problem for restaurants: acquiring and retaining diners through a channel that does not charge commissions, does not take a cut of your sales, and does not require you to discount your menu. The platform drives foot traffic to your restaurant by creating a reward-motivated reason for diners to visit, check in, share their experience, and return.

Why FoodieBits Works for Restaurants

ENGAGEMENT	MEASURABLE TRAFFIC
Gamified engagement creates longer and more frequent interactions with your brand. Unlike a static coupon or a one-time discount, FoodieBits keeps diners engaged daily through gameplay, reward accumulation, and social features. Every session in the app is an opportunity for your restaurant to appear in front of a motivated diner.	The platform drives measurable foot traffic. Every redemption at your restaurant is tracked, timestamped, and reported in your merchant dashboard. You can see exactly how many diners FoodieBits is sending to your location and what rewards they are redeeming.
NO CONFLICT	NO REVENUE SHARE
FoodieBits does not compete with your existing tools. It is not a POS system, not a delivery platform, not a reservation service. It occupies a completely different product layer: gamified diner acquisition and engagement. You can use FoodieBits alongside Toast, Square, DoorDash, OpenTable, or any other tool you already rely on.	There is no revenue share. FoodieBits does not take a percentage of your ticket, your delivery fees, or your sales. The only cost of joining the free tier is honoring the rewards diners have earned, and the recommended starting contribution is a single gift certificate for one entree.

05 The Redemption System

The FoodieBits redemption system is designed to be simple for both diners and restaurant staff. It uses a QR-based voucher model that requires no special hardware, no POS integration, and no crypto knowledge from your front-of-house team.

Diner Redemption Flow

When a diner is ready to redeem a reward at your restaurant, the following steps occur:

1. The diner opens the FoodieBits app and selects the reward they wish to redeem.
2. The app generates a one-time QR redemption code tied to that specific reward.
3. The diner presents the QR code to your staff at the counter, table, or register.
4. Your staff scans the QR code using the FoodieBits merchant app or enters the code manually in the merchant dashboard.
5. The system displays the reward details (for example, 'Free Lunch Entree' or 'BOGO Appetizer').
6. Your staff confirms the redemption.
7. The diner receives the food reward, and the redemption is recorded in your merchant batch.

Key Design Principles

Each QR code is single-use and expires after redemption or after a defined time window. This prevents duplication, screenshot sharing, and fraudulent reuse. Redemption rate limits, device fingerprinting, and anomaly detection provide additional fraud prevention. The system is designed so that a server, cashier, or host can process a redemption in under 30 seconds without training beyond a brief walkthrough.

Redeeming Against a Mixed Tab

A FoodieBits reward is a discount line, not a form of payment. It is applied inside your own point of sale exactly like a coupon or manager comp, and it never touches the check total, the payment method, or the tip. If a diner has a free entree but the table also ordered drinks,

appetizers, and dessert, nothing about the rest of the check changes: your staff apply the reward as a discount, the point of sale recalculates the balance, and the diner pays the remainder however they choose.

If the rewarded item costs more than the reward's stated cap, the diner pays the difference and it stays on the check. If the reward value is not fully used, the unused portion is forfeited — FoodieBits rewards never produce cash back, a refund, or a credit to a payment card.

When Rewards Are Presented

Free-item rewards (free entrees, appetizers, desserts, drinks, BOGO offers) are shown by the diner at the time of ordering, so the item can be rung in at zero and the kitchen ticket prints correctly. Dollar-value rewards are shown when the diner asks for the check, since they apply against a subtotal that does not exist until the order is complete. The app tells the diner which applies on every reward card, so your staff should not have to explain it.

Tips and Voids

Diners are prompted to tip on the pre-discount total, and the merchant dashboard shows the pre-discount value of every rewarded check, so a rewards program never quietly reduces a server's tip. If staff scan the wrong reward, it can be voided from the merchant app — the reward returns to the diner's account and nothing settles.

06 Merchant Settlement Cycle

FoodieBits uses a batch-based settlement model. Reward redemptions accumulate throughout your operating day and are settled in \$FBITZ, the FoodieBits utility token on the Solana blockchain, when you close your daily batch.

Accept.	Batch.	Settle.	Swap.	Transfer.
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How Settlement Works

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| STEP 1
ACCEPT | Throughout the day, your staff confirms reward redemptions as diners present QR codes. Each confirmed redemption is logged in your merchant batch. |
| STEP 2
BATCH | At the end of the day or at a time you choose, you close the batch in your merchant dashboard. This finalizes all confirmed redemptions for the period. |
| STEP 3
SETTLE | Approved redemptions settle as \$FBITZ to your designated Solana wallet. You must have a Solana-compatible wallet connected to your merchant account to receive settlement. FoodieBits will provide detailed instructions during onboarding for obtaining and connecting a wallet. |
| STEP 4
SWAP | Once \$FBITZ is in your wallet, the merchant dashboard provides a direct link to Jupiter (a Solana liquidity aggregator) where you can swap \$FBITZ to USDC at current market rates. The swap is merchant-initiated and merchant-confirmed. |
| STEP 5
TRANSFER | After swapping to USDC, you may transfer USDC to any external wallet or off-ramp platform of your choice. FoodieBits will provide detailed tutorials within the merchant dashboard for common off-ramp options. |
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Merchant Responsibility

FoodieBits does not provide ACH payouts, bank transfers, fiat conversion services, or custodial off-ramp services. Merchants are solely responsible for their own off-ramp provider selection, tax obligations, accounting treatment, and regulatory compliance related to digital asset holdings and conversions.

Paying for Services with \$FBITZ

Merchants who subscribe to paid marketing tiers may use redeemed \$FBITZ tokens to pay for subscription services. This means that \$FBITZ earned through the settlement process can be applied directly toward your marketing package costs, creating a closed-loop value cycle within the ecosystem.

07 Merchant Dashboard

The FoodieBits merchant dashboard is your central hub for managing redemptions, viewing settlement history, monitoring reward activity, and accessing platform tools.

Dashboard Capabilities

The merchant dashboard provides the following core functions:

View real-time redemptions as diners present and redeem rewards at your location.

Close daily batches to finalize redemptions for settlement.

View and manage your \$FBITZ balance, including settlement history and transaction records.

Access the Jupiter swap link to initiate merchant-controlled \$FBITZ to USDC conversions.

Transfer \$FBITZ or USDC to external wallets.

Review complete settlement history across all periods.

View your current subscription tier, associated costs, and marketing package details.

Access wallet setup tutorials and off-ramp guidance.

Future Portal Expansion

A separate merchant marketing portal is planned for a future phase. This portal will provide expanded campaign management, creative tools, and advanced marketing analytics for merchants on paid subscription tiers. The current merchant dashboard focuses on redemption management, settlement, and basic reporting.



Merchant Subscription Tiers

Every restaurant with good service and quality food can join FoodieBits for free. There is no application fee, no setup cost, and no revenue share. The only recommendation for free-tier merchants is to provide one gift certificate for a free entree to seed the reward pool for diners visiting your location.

Free Tier

All merchant partners begin on the free tier. Free-tier merchants are listed in the FoodieBits app, receive diner traffic through the reward and discovery system, can confirm redemptions and receive \$FBITZ settlement, and appear in standard app rotation. The free tier is designed so that any restaurant can participate and benefit from the FoodieBits network without financial risk.

Paid Marketing Tiers

For restaurants that want increased visibility and promotional reach, FoodieBits offers three paid subscription tiers:

TIER	PRICE	INCLUDED FEATURES
Local Featured	\$50/month	Local featured ad rotation within the FoodieBits app, increasing your restaurant's visibility to diners in your area.
Featured + SMS	\$100/month	Everything in Local Featured, plus compliant SMS marketing to diners on the FoodieBits platform.
Premium	\$150/month	Everything in Local Featured and Featured + SMS, plus sponsored gameplay placement or featured FoodieBits Spotlight content showcasing your restaurant.

Merchants can pay for any subscription tier using redeemed \$FBITZ tokens.

09 FoodieBits Merchant Media Network

The FoodieBits Merchant Media Network is the ecosystem's integrated marketing and media distribution layer. It extends the reach of merchant campaigns beyond the app itself and into social media, streaming platforms, influencer networks, and public relations channels. The Merchant Media Network is designed to evolve FoodieBits from a gamified rewards product into a restaurant-focused consumer media and demand-generation network.

Social Media Networks

FoodieBits maintains active brand presence across major social media platforms. Merchant partners benefit from restaurant features, spotlight content, campaign amplification, and user-generated content sharing across the FoodieBits social footprint. Affiliate network partnerships extend this reach through food-focused content creators and community pages.

FoodieBits Streaming TV and FoodXplorer Network

FoodieBits will feature designated advertising display slots and promotional placements within the FoodXplorer network, a streaming TV platform in development by Massive Media Marketing. FoodXplorer is planned for distribution on Fire TV, Roku, and Smart TV networks (subject to platform approval). This gives merchant partners access to streaming TV visibility, connecting restaurant brands with audiences consuming food and lifestyle content on connected television. FoodXplorer is confirmed as a component of the Merchant Media Network and will be activated once the platform is operational.

FoodieBits Restaurant Directory

A dedicated restaurant directory is planned for future release. This directory will function as a restaurant-only discovery platform within the FoodieBits ecosystem, similar in concept to Yelp but exclusively focused on restaurants. Merchant partners who opt into the directory during onboarding will be featured when the directory launches, with Founding Merchants receiving priority placement.

Influencer and Creator Partnerships

FoodieBits partners with food-related influencers and content creators to amplify merchant visibility. These partnerships include sponsored restaurant visits, social media features, short-form video content, and collaborative campaigns that drive diner awareness and foot traffic to participating locations.

Public Relations and Media Coverage

FoodieBits maintains an ongoing monthly PR release cadence to generate media coverage for the platform and its merchant partners. Restaurant partners benefit from inclusion in press coverage, launch announcements, market expansion stories, and feature spotlights.

Media Network Product Summary

MEDIA PRODUCT	PURPOSE
Social Media Amplification	Restaurant features and campaign sharing across FoodieBits social channels and affiliate networks
FoodXplorer Streaming TV	Designated ad displays and promotional slots on Fire TV, Roku, and Smart TV platforms (in development)
Restaurant Directory	Restaurant-only discovery platform within the FoodieBits ecosystem (planned)
Influencer Partnerships	Food creator amplification, sponsored visits, and short-form video promotion
Monthly PR Releases	Ongoing media coverage, launch announcements, and merchant spotlight stories
Featured Restaurant Placement	Premium visibility within app discovery and city pages (paid tier)
Sponsored Lunch Drops / Dinner Giveaways	Campaign sponsorship tied directly to food rewards (paid tier)
Geo-Targeted Promotions	Reach diners by city, proximity, or market segment (paid tier)
SMS Campaigns	Compliant direct-response messaging to platform diners (paid tier)
Sponsored Gameplay	Restaurant brand presence inside eligible game and reward surfaces (paid tier)
Campaign Analytics	Impressions, engagement, claims, redemptions, and conversion metrics

10 Merchant Onboarding

Joining FoodieBits as a merchant partner is a straightforward process. There is a dedicated merchant signup portal where restaurant operators can register and provide the information needed to activate their account.

Signup Process

The merchant signup portal collects the following information:

Legal business name

Restaurant website

Business phone number

Primary contact person and contact phone number

Whether the restaurant would like to be included in the FoodieBits in-app directory system

Whether the restaurant would like FoodieBits to refer diners for rewards

Acknowledgment that the FoodieBits redemption voucher system involves blockchain-based settlement (detailed compliance terms will be provided during intake and are available for preview before submission)

Whether the restaurant is willing to provide a gift certificate for a free lunch or entree to seed the reward pool

Wallet Setup

To receive \$FBITZ settlement, merchants must have a Solana-compatible wallet. FoodieBits does not require merchants to have a wallet at the time of signup. During onboarding, FoodieBits will provide complete instructions and tutorials for obtaining a

Solana wallet (such as Phantom, Solflare, or Backpack) and connecting it to the merchant dashboard. No prior crypto experience is required.

Activation

Once the signup form is submitted and reviewed, FoodieBits activates the merchant account, and the restaurant begins appearing in the app for diner discovery and reward redemption. Merchants receive access to the merchant dashboard, redemption tools, and settlement features immediately upon activation.

11 Founding Merchant Program

The Founding Merchant Program is designed for restaurants that join the FoodieBits ecosystem before public app launch. Founding Merchants receive early-access benefits, bonus token allocation, and priority positioning that will not be available to merchants who join after launch.



THE MERCHANT BADGE

Every merchant partner receives the official FoodieBits Merchant Partner badge for their website, and a door sticker on request.

Founding Merchant Benefits

Early access to be featured at app launch, giving your restaurant maximum visibility during the highest-traffic period of the platform's lifecycle.

A Founding Merchant token bonus of 10,000 \$FBITZ deposited directly to your designated Solana wallet. At the targeted TGE launch price of \$0.03, this represents approximately \$300 in value, delivered as a thank-you for being among the first restaurant partners in the network.

An official FoodieBits Founding Merchant Badge for use on your storefront, website, social media, and marketing materials. This badge signals to diners that your restaurant is an original partner in the FoodieBits ecosystem.

Priority listing in the FoodieBits Restaurant Directory when it launches, ensuring Founding Merchants receive the most prominent placement in the discovery experience.

Eligibility for future merchant incentive programs, early access to new features, and participation in FoodieBits launch campaigns.

The Traffic Opportunity

Every diner on the FoodieBits platform is playing games, earning rewards, and looking for a place to redeem them. As a Founding Merchant, your restaurant is positioned in front of this audience from day one. The FoodieBits gamification model is designed to create daily active engagement, meaning diners are not visiting the app once and forgetting about it. They are returning daily to play, earn, and discover where to eat. That recurring engagement creates a continuous pipeline of reward-motivated diners directed to your restaurant.

Become a Founding Merchant. Be featured at launch. Receive 10,000 \$FBITZ. Get your Merchant Badge. Start receiving diners from day one.

12 Competitive Positioning

FoodieBits does not compete with the tools restaurants already use. It occupies a product category that does not currently exist in the restaurant technology landscape: gamified diner engagement and reward-driven customer acquisition.

What FoodieBits Is Not

FoodieBits is not a point-of-sale system. Toast, Square, Clover, and similar platforms handle transactions at the register. FoodieBits does not process payments, manage tabs, or replace your POS.

FoodieBits is not a delivery platform. DoorDash, Uber Eats, Grubhub, and similar services charge commissions of 15% to 30% per order to bring food to a customer's door. FoodieBits does not facilitate delivery and does not take any percentage of your sales.

FoodieBits is not a reservation system. OpenTable, Resy, and similar platforms manage seating and bookings. FoodieBits does not handle reservations.

FoodieBits is not a loyalty card or punch-card replacement. Traditional loyalty programs reward repeat purchases at a single location. FoodieBits creates network-wide engagement across all participating restaurants, driving new diners to your location who may never have discovered you otherwise.

What Makes FoodieBits Different

Gamified engagement means longer and more frequent facetime with every diner. Unlike a static listing, a coupon, or a delivery order, FoodieBits keeps diners interacting with the platform daily through gameplay. Every session is an opportunity for your restaurant to appear in front of a motivated, reward-holding diner.

Zero revenue share. FoodieBits does not take a percentage of your ticket, your delivery margin, your reservation fees, or your sales. You keep 100% of what the diner spends at your restaurant beyond the honored reward.

FoodieBits sends diners to you. The platform is designed so that diners accumulate rewards and then seek out restaurants to redeem them. Your restaurant is a destination, not a listing. Diners arrive motivated, ready to eat, and often willing to spend beyond the reward

value because they are already at your table.

PLATFORM	FOODIEBITS DIFFERENTIATION
Toast / Square / Clover	POS systems that process payments. FoodieBits is not a POS and does not process transactions.
DoorDash / Uber Eats / Grubhub	Delivery platforms charging 15%-30% commissions. FoodieBits takes zero commission and drives in-restaurant traffic.
OpenTable / Resy	Reservation platforms. FoodieBits does not manage reservations or seating.
Yelp	Review and discovery platform. FoodieBits adds gamified engagement, rewards, and active diner acquisition on top of discovery.
Traditional Loyalty Programs	Single-location punch cards. FoodieBits creates network-wide engagement driving new diners across all participating restaurants.

13 Analytics and Reporting

The FoodieBits merchant dashboard provides reporting focused on redemption activity, reward reconciliation, and diner engagement signals.

Redemption Reporting

The primary analytics view in the merchant dashboard centers on redemption data: how many rewards have been redeemed at your location, what types of rewards were claimed, timestamps for each redemption, and the settlement status of each batch. This gives you a clear picture of how much diner traffic FoodieBits is delivering and what rewards are being consumed.

Diner Engagement Signals

The dashboard will display engagement metrics including check-in activity at your location and social mentions tied to FoodieBits activity. These signals help you understand how diners are interacting with your restaurant within the platform beyond direct redemptions.

Subscription and Billing Visibility

Merchants on paid marketing tiers can view their current subscription package, associated monthly cost, billing history, and any \$FBITZ credits applied toward subscription payments.

Future Analytics Expansion

Advanced campaign analytics, including impression counts, engagement rates, conversion metrics, and ROI reporting for paid marketing placements, will be available through a separate merchant marketing portal planned for a future development phase.

14 Compliance and Onboarding Disclosures

FoodieBits is committed to transparency with its merchant partners regarding the operational and technical foundations of the platform.

The FoodieBits redemption and settlement system involves blockchain-based infrastructure. Specifically, merchant settlement is denominated in \$FBITZ, a Solana SPL utility token, and merchants who wish to convert settlement to stablecoin or fiat equivalent will use third-party swap and off-ramp services.

Complete compliance terms, operational disclosures, and acknowledgment requirements will be provided as part of the merchant intake and onboarding process. Prospective merchants will be able to preview all compliance documentation before submitting their signup application. No merchant will be required to agree to terms they have not had the opportunity to review in advance.

FoodieBits does not provide legal, tax, or financial advice to merchants. Merchants are responsible for consulting their own advisors regarding digital asset holdings, tax treatment, and applicable regulatory obligations.

15 Getting Started

Joining FoodieBits is free, fast, and designed so that any restaurant can participate without technical expertise or upfront cost.

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- STEP 1** Visit the FoodieBits merchant signup portal at FoodieBits.com.
 - STEP 2** Complete the merchant registration form with your business information.
 - STEP 3** Review and acknowledge the onboarding compliance terms.
 - STEP 4** Optionally provide a gift certificate for a free entree to seed your reward pool.
 - STEP 5** Follow the wallet setup instructions provided during onboarding to connect a Solana wallet for settlement.
 - STEP 6** Begin appearing in the FoodieBits app and start receiving reward-motivated diners.
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Questions? Contact the FoodieBits merchant team at FoodieBits.com.



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