



THE GAMIFIED DINING REWARDS ECOSYSTEM

PLAY. EARN. EAT.

Play FoodieBits games. Earn Bits. Win Bites. Discover restaurants. Redeem real dining rewards. The gamified dining rewards ecosystem powered by \$FBITZ.

TICKER
\$FBITZ

BLOCKCHAIN
Solana

TOTAL SUPPLY
10,000,000,000

ENTITY
FoodieBits LLC

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CURRENT STATUS — AUGUST 2026

FoodieBits is currently in Stage 1 and Stage 2, establishing the brand foundation, producing core documents, building the main website, and preparing preseed and prototype materials.

Dining rewards just got more fun.

FoodieBits is a gamified dining rewards ecosystem designed to connect diners and restaurants through play, real food rewards, and a merchant platform that takes zero commission.

Diners play quick game formats, earn Bits through gameplay and eligible engagement, and unlock Bites — real dining rewards such as an entree, a round of appetizers, or a chef's table seat. Redemption happens with a one-time QR code at the table. Staff confirms in under thirty seconds. No special hardware.

For restaurants, FoodieBits is a diner acquisition and engagement channel rather than another cut of the ticket. Merchants join free and can upgrade to paid premium tiers for featured placements, sponsored campaigns, and SMS marketing. FoodieBits takes zero commission at every tier.

\$FBITZ is the planned utility layer connecting diner rewards, merchant campaigns, and merchant settlement across the ecosystem. Approved redemptions settle as \$FBITZ to a merchant's designated Solana wallet, and merchants control their own swap to USDC through Jupiter at market rates.

The platform is designed to launch market by market, building real merchant density before expanding. FoodieBits pairs a gamified consumer product with a merchant subscription model, designed so platform revenue and token utility reinforce each other.

0%

Commission on the check, at every merchant tier

39%

Of total supply allocated to the Diner Rewards & Redemption Pool

<30s

Staff confirmation time at the table, no new hardware

FoodieBits is not currently live in any market. All product features, timelines, and token mechanics described in this document are planned and subject to final design and legal review. See Section 25.

Restaurants pay too much to reach their own customers.

Every major platform that connects diners and restaurants today takes a cut. Delivery apps charge per-order commissions that can reach 30 percent of the ticket. Reservation systems charge per-seated-diner fees. Review platforms sell advertising against the restaurants they list. The result is an industry where restaurants pay repeatedly to acquire the same customers through channels that erode their margins and own the relationship.

FoodieBits was founded on one conviction: restaurants should not have to give away their revenue to bring diners through the door. There is a way to build a dining rewards and discovery platform that drives real foot traffic, creates genuine diner engagement, and charges restaurants a flat subscription instead of a percentage of their sales. That platform is FoodieBits.

HOW WE ARE DIFFERENT ---

Games, not gimmicks. Rewards, not discounts.

FoodieBits replaces the tired points-and-punch-card model with something diners actually want to open. Quick, satisfying game formats like Spin and Win, Scratch and Win, and timed Lunch Drops create a reason to engage with the app every day. When diners play, they earn Bits. Bits unlock Bites, which are real dining rewards: a free entree, a dinner for two, a chef's table experience. Diners redeem by showing a one-time QR code at the restaurant. Staff confirms in under thirty seconds. No special hardware. No POS integration. No friction.

For restaurants, FoodieBits is a customer acquisition and engagement channel with a subscription model, not a commission model. Restaurants join free and can upgrade to paid premium tiers for featured placements, sponsored campaigns, and SMS marketing. Settlement happens in \$FBITZ on Solana, and merchants control their own swap to USDC through Jupiter at market rates. FoodieBits never touches the restaurant's revenue.

WHERE THIS IS GOING ---

From app to protocol.

The near-term goal is straightforward: launch in the first target market with real merchants, real diners, and real redemptions. Prove the loop works. Prove that gamified rewards drive measurable foot traffic. Prove that a zero-commission subscription model generates sustainable platform revenue.

The long-term vision is larger. FoodieBits is designed to evolve from a consumer app into a restaurant rewards infrastructure, a protocol layer

that other platforms, restaurant groups, and brand partners can build on. The Merchant Media Network, campaign analytics, city-level sponsorships, and eventual API access are all steps toward that destination. The \$FBITZ token is the utility layer connecting every participant in the network: diners, restaurants, campaigns, and settlement.

FOUR BROKEN SYSTEMS

01

Restaurant Loyalty is Broken

Billions spent on marketing annually, yet punch cards and static discount apps drive little repeat engagement or brand affinity.

02

Diners Are Disengaged

Consumers expect interactive, variable-reward experiences from mobile gaming. A static 10% discount offers no excitement, urgency, or community dimension.

03

Restaurants Lack Affordable Tools

Independent operators can't access sophisticated acquisition tools. Paid ads are expensive; delivery platforms capture margin without building the restaurant's own customer base.

04

Web3 Lacks Real-World Utility

Most consumer Web3 products fail mainstream adoption due to high onboarding friction, abstract utility, and token-first positioning that alienates non-crypto users.

Three participants. One token loop.

FoodieBits solves these problems with a food-first experience that hides complexity and delivers real-world dining rewards.

For Diners

Play quick casual games to earn Bits. Apply Bits toward Lunch Drops, Dinner Giveaways, scratch rewards, spin-to-win campaigns, and food experiences. No crypto knowledge or wallet setup required at onboarding.

SECTION 04

For Restaurants

A merchant marketing and rewards dashboard to attract diners, run verified reward campaigns, track redemptions, and receive \$FBITZ settlement — without ACH complexity.

For the Ecosystem

\$FBITZ serves as the settlement, incentive, and utility layer connecting diners, restaurants, and the platform — creating a token utility loop anchored in actual food transactions.

CORE PRODUCT ARCHITECTURE

What gets built.

01 Consumer App

Mobile-first iOS and Android app. Sign up with Apple, Google, email, or phone — no crypto wallet required. Navigate Home, Play, Bites, Restaurants, and Rewards tabs.

02 Merchant Dashboard

Clean interface for restaurant operators to manage campaigns, view redemptions, scan diner QR codes, close daily batches, and manage \$FBITZ balance.

03 QR Redemption System

One-time QR codes generated in-app. Merchant scans, verifies, and confirms the reward. Confirmed redemptions aggregate into the merchant's daily settlement batch.

04 Wallet & Advanced Features

Optional: connect Phantom, Solflare, Backpack, or other Solana wallets for USDC cash-out and \$FBITZ transfer. Wallet connection is never required for core app use.

Core loop: Play games → Earn Bits → Win Bites → Redeem at restaurants.

SECTION 05

HOW FOODIEBITS WORKS

Five steps, one loop.

Play, Earn Bits, Win Bites, Discover, Redeem. Every stage feeds the next, and the loop repeats.

01 Play

Play quick FoodieBits games.

Short, high-energy game formats built for a lunch break, a commute, or the ten minutes before a table is ready.

02 Earn Bits

Earn Bits through gameplay and eligible engagement.

Bits are the FoodieBits reward currency. They accumulate through gameplay and eligible in-app engagement.

03 Win Bites

Unlock dining rewards and food experiences.

Bites are real dining rewards — an entree, a round of appetizers, a chef's table seat.

04 Discover

Find restaurants and new places to eat.

Discovery FoodieBits participating merchants and new places worth trying in your city and earn rewards before you go.

05 Redeem

Use eligible Bites and rewards at participating FoodieBits merchants.

One-time QR code at the table. Staff confirms in under thirty seconds. No special hardware.

SECTION 06

THE REWARD ECOSYSTEM

Win something delicious.

LUNCH DROP

Lunch Drops

Midday reward windows that open across the city for random launch drops from sponsor restaurants.

BIG BITE

Big Bites

The headline reward tier for premium food experiences.

UNLOCKED

Scratch Rewards

Instant-reveal playing Scratch-N-Win games inside the app.

DINNER WON

Dinner Giveaways

Weekly dinner giveaways for frequent app users to your favorite restaurants.

SPIN

Spin & Win

Earn Bits and save to redeem at participating restaurants.

CLAIM

Check-In Rewards

Rewards for showing up at participating restaurants and checking in.

All rewards, drops, and giveaways shown are previews and are governed by the Official Promotion Rules. No purchase necessary where prohibited.

Built on Solana.

01 Solana Blockchain

Selected for high throughput, low transaction fees, and a growing consumer app ecosystem — ideal for micro-transactions, reward issuances, and merchant settlements at scale.

02 SPL Token Standard

\$FBITZ issued as a Solana SPL token, widely supported by Phantom, Solflare, Backpack, major Solana DEXs, and liquidity aggregators.

03 Smart Contracts

Merchant settlement, batch processing, and reward issuance governed by audited smart contracts. Contract architecture and audit partners confirmed during development.

04 Swap Infrastructure

\$FBITZ-to-USDC swap integrates with Jupiter Aggregator or comparable Solana liquidity routing. Swaps are merchant-initiated and executed on-chain. FoodieBits takes no spread.

Security: One-time QR codes, rate limiting, device fingerprinting, redemption anomaly detection, and independent smart contract audit before TGE.

The future of dining rewards is bigger than points.

Diners

A more entertaining reason to discover, visit, and revisit restaurants.

SECTION 09

Restaurants

A measurable customer acquisition and engagement channel.

Rewards

Food experiences people actually want.

\$FBITZ

The utility layer connecting rewards, campaigns, and merchant settlement.

THE ECOSYSTEM LOOP

One loop. Everybody eats.

1 Diners

2 Play & Engage

3 Bits

4 Bites

5 FoodieBits

6 Restaurants

7 Redemptions

8 Merchant Campaigns

9 More diners, and the loop repeats.

Built city by city. Designed to scale everywhere.

FoodieBits is designed to launch market by market, building real merchant density before expanding.

FoodieBits is not currently live in any market. All cities shown are target markets or planned expansion.

TARGET MARKETS

Chicago TARGET MARKET	New York TARGET MARKET	Dallas TARGET MARKET	Los Angeles TARGET MARKET
San Francisco TARGET MARKET	Miami TARGET MARKET	Atlanta TARGET MARKET	St. Louis TARGET MARKET

PLANNED EXPANSION

Denver	Austin	Nashville	Seattle	Phoenix
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SECTION 11

WHAT FOODIEBITS IS NOT

Zero commission. Real diners.

FoodieBits is a diner acquisition and engagement channel — not another cut of your ticket. No POS replacement, no delivery commission, no hardware.

FoodieBits sends new and returning diners into your dining room through gameplay and rewards — with zero commission on the check.

Not a POS system. Toast, Square, and Clover process payments. FoodieBits does not. There is nothing to rip out and nothing to integrate.

Not a delivery platform. Delivery services charge per-order commissions that can reach 30 percent. FoodieBits takes zero commission and is designed to drive in-restaurant traffic.

Not a reservation system. OpenTable and Resy manage bookings. FoodieBits does not manage your book.

Not a review site. Yelp lists and reviews. FoodieBits adds gamified engagement and active diner acquisition.

Not a single-location punch card. FoodieBits is designed to create network-wide engagement that sends new diners across all participating restaurants.

How FoodieBits generates revenue.

Join free. Upgrade when it pays. All tiers planned. Zero commission at every tier. Merchants may pay using redeemed \$FBITZ.

MERCHANT PLATFORM TIERS — PLANNED

TIER 01 Free Tier \$0 /mo	TIER 02 Local Featured \$50 /mo	TIER 03 Featured + SMS \$100 /mo	TIER 04 Premium \$150 /mo
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All merchant tiers are planned and not yet available. Pricing and features are subject to change.

Merchant Media Network

A restaurant marketing and demand-generation layer built on the FoodieBits audience. Featured placements, sponsored drops, geo-targeted promotions, SMS and push campaigns, restaurant spotlight content, city sponsorships, and campaign analytics.

Merchant Settlement

Approved redemptions settle as \$FBITZ to the merchant's Solana wallet. Merchants swap to USDC through Jupiter at market rates, merchant-initiated and merchant-confirmed. FoodieBits does not provide ACH, fiat conversion, or off-ramp services.

Merchant-controlled, end to end.

01 Accept

Staff confirms redemptions through the day.

02 Batch

The merchant closes the batch.

03 Settle

Approved redemptions settle as \$FBITZ to the merchant's designated Solana wallet.

04 Swap

The dashboard links directly to Jupiter where the merchant can swap \$FBITZ to USDC at market rates. Merchant-initiated and merchant-confirmed.

05 Transfer

The merchant may transfer \$FBITZ or USDC to any external wallet or off-ramp provider of their choice.

Swaps are merchant-initiated and merchant-confirmed through Jupiter. FoodieBits does not provide ACH payouts, bank transfers, fiat conversion, or custodial off-ramp services. Merchants are responsible for their own off-ramp selection, taxes, accounting, and regulatory obligations.

Be first in your city.

Founding Merchants help shape the FoodieBits launch and receive priority placement in their market.

10,000 \$FBITZ

Founding Merchant bonus, subject to program terms.

No dollar value, price, or future value is stated or implied.

PROGRAM BENEFITS

Founding Merchant designation and exclusive badge

Enhanced restaurant profile

Priority launch-market placement

Featured campaign opportunities

Early merchant dashboard access as available

Campaign analytics

Sponsored Lunch Drop opportunities

Enhanced discovery placement

Social and content opportunities

FoodieBits Merchant Media access

Potential merchant incentive eligibility where applicable

MERCHANT MEDIA NETWORK

A marketing and demand-generation layer for restaurants.

The FoodieBits Merchant Media Network turns participating restaurants into discoverable, shareable destinations — combining production, in-app placement, and campaign support to drive real diners through the door.

GETTING STARTED

Six steps to going live.

- 01** Register at the merchant signup portal.
- 02** Complete the business form.
- 03** Review and acknowledge compliance terms.
- 04** Optionally provide the seed gift certificate.
- 05** Follow wallet setup tutorials during onboarding.
- 06** Begin appearing in the app.

The token behind the bites.

\$FBITZ is the planned utility layer connecting diner rewards, merchant campaigns, and merchant settlement across the FoodieBits ecosystem.

A planned utility token designed to power dining rewards, merchant campaigns, and merchant settlement across the FoodieBits ecosystem.

TICKER	\$FBITZ
TYPE	FoodieBits Utility Token
BLOCKCHAIN	Solana
TOTAL SUPPLY	10,000,000,000 \$FBITZ

PRESEED PRICE	PUBLIC PRESALE	TARGET TGE / DEX	PRESEED TARGET
\$0.0025	\$0.005 – \$0.015	\$0.03	\$500,000

Target launch reference price only. Not a guarantee of any outcome. See Section 18.

What \$FBITZ is designed to do.

Diner reward capacity

Backs the issuance and redemption of Bits and Bites across the network.

Merchant settlement

Approved redemptions settle as \$FBITZ to a merchant's designated Solana wallet.

Merchant campaign funding

Merchants acquire \$FBITZ to self-fund sponsored campaigns inside the ecosystem.

Platform incentive campaigns

Funds platform-run reward events, drops, and launch-market activation.

Ecosystem incentives

Supports partner, creator, and city-level growth programs.

Optional wallet functionality

Diners who want a wallet can hold and manage \$FBITZ directly.

Future protocol utility

Potential future protocol utility, subject to final product design and legal review.

Designed to be used, not just held.

01 Merchant Platform Revenue & Treasury Buyback

FoodieBits plans a tiered merchant access model. Restaurants join free and can upgrade to paid premium tiers. Subscription revenue is designed to generate working capital independent of token price. A defined allocation of that revenue is planned to fund treasury-managed \$FBITZ buybacks executed on-chain through Jupiter or comparable Solana liquidity routing.

02 Merchant Campaign Funding

Merchants who self-fund sponsored campaigns inside the FoodieBits ecosystem acquire \$FBITZ to power those promotions, creating direct utility-driven token demand intended to scale with platform activity.

03 Closed-Loop Subscription Payment

Merchants may pay their subscription tiers using redeemed \$FBITZ, routing settlement tokens back into platform services instead of immediately exiting the ecosystem, and reinforcing utility-driven circulation.

04 Ecosystem Activity

Reward issuance, redemption, and merchant settlement are designed to keep \$FBITZ circulating through real dining activity.

Buybacks described above are planned and funded by merchant subscription revenue. No buyback amount, percentage, schedule, or price outcome is stated or implied.

How the supply is allocated.

Total supply: 10,000,000,000 \$FBITZ. Allocations total 100 percent.

CATEGORY	%	TOKENS	VESTING / EMISSION SCHEDULE
Diner Rewards & Redemption Pool	39%	3,900,000,000	5% at TGE; controlled multi-year emissions
Public Presale	15%	1,500,000,000	25% at TGE + 25% every 90 days
Development & Product	12%	1,200,000,000	10% at TGE + monthly vesting over 36 months
Marketing & User Acquisition	12%	1,200,000,000	10% at TGE + monthly vesting over 36 months
Treasury & Reserves	10%	1,000,000,000	Staged unlock by treasury policy
Founders & Team	8%	800,000,000	25% at TGE; 25% at 6 mo; 25% at 12 mo; 25% at 18 mo
Preseed Investors	2%	200,000,000	25% at TGE + 25% every 90 days
Merchant Growth & Partnerships	2%	200,000,000	10% at TGE + monthly vesting over 36 months
Total	100%	10,000,000,000	—

FoodieBits is structured as a reward-first ecosystem. The largest allocation is assigned to the Diner Rewards & Redemption Pool because the core utility of \$FBITZ is tied to ongoing food reward activity. This pool is designed to support Bits-to-Bites conversion, Lunch Drops, Dinner Giveaways, Big Bites, spin-to-win rewards, scratch rewards, check-in rewards, and other gamified food redemption mechanics over a controlled multi-year emission schedule.

Informational only. Nothing in this document constitutes an offer to sell or a solicitation of an offer to buy securities or tokens. \$FBITZ is a planned utility token subject to final design and legal review. Token counts shown are calculated from the stated percentages of the 10,000,000,000 total supply.

Phased access ahead of launch.

The preseed round is priced at \$0.0025 per token with a \$500,000 target raise. Preseed participants receive 2% of total supply, representing 200,000,000 \$FBITZ. Proceeds fund initial brand development, legal and compliance infrastructure, app prototype development, marketing, operations, paid personnel, partner incentives, and launch preparation.

The public presale consists of five sequential rounds with pricing increasing by \$0.0025 per round. Each public round offers 300,000,000 \$FBITZ. The public presale target is \$15,000,000. Including the \$500,000 preseed target, the total pre-launch raise target is \$15,500,000.

ROUND	PRICE	TOKENS	TARGET RAISE
Preseed	\$0.0025	200,000,000	\$500,000
Round 1	\$0.005	300,000,000	\$1,500,000
Round 2	\$0.0075	300,000,000	\$2,250,000
Round 3	\$0.010	300,000,000	\$3,000,000
Round 4	\$0.0125	300,000,000	\$3,750,000
Round 5	\$0.015	300,000,000	\$4,500,000
TGE / DEX	\$0.030	—	Target launch reference
Total pre-launch target		1,700,000,000	\$15,500,000

\$500K Preseed target — 200M \$FBITZ at \$0.0025	\$15M Public presale target — 1.5B \$FBITZ across five rounds	\$15.5M Combined pre-launch target
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All presale rounds are priced below the target launch reference price of \$0.030. Pricing increments \$0.0025 per round. The TGE / DEX price is a target launch reference only and does not constitute a guarantee of any outcome. Presale participation is conducted through FoodieBits.com. KYC requirements, jurisdictional restrictions, and presale terms will be published in advance of each round. Consult independent advisors before contributing.

Where the capital goes.

PRESEED ROUND — \$500K TARGET

CATEGORY	%	AMOUNT
Marketing & User Acquisition	30%	\$150,000
Product Development & App Prototype	20%	\$100,000
Operations & Launch Infrastructure	15%	\$75,000
Founding Team & Paid Personnel	15%	\$75,000
Partner & Merchant Incentives	10%	\$50,000
Legal, Compliance & Entity Structure	5%	\$25,000
PR, Media & Community Launch	5%	\$25,000
Total	100%	\$500,000

PUBLIC PRESALE PROCEEDS

Liquidity Provision	25%
Marketing & Sponsorships	25%
Development & Merchant Dashboard	20%
Operations & Founding Team	15%
Merchant & Diner Incentive Pool	10%
Advisors & Partnerships	5%

VESTING NOTES

- Public Presale and Preseed participant allocations: 25% at TGE followed by three additional tranches of 25% every 90 days, resulting in full release at approximately 9 months post-TGE.
- Diner Rewards & Redemption Pool: designed for controlled multi-year emissions, not near-term release.
- Founders & Team: released in four tranches — 25% at TGE, 25% after 6 months, 25% after 12 months, and 25% after 18 months.
- Merchant Growth & Partnerships: released primarily over 36 months based on onboarding, verified redemptions, regional expansion, and campaign milestones.

Marketing & User Acquisition funds early diner acquisition campaigns, restaurant-facing outreach, creative production, paid media testing, and launch-market awareness.

Product Development & App Prototype funds the initial consumer app, merchant dashboard, QR redemption flow, reward logic, and Solana integration planning.

Operations & Launch Infrastructure supports software subscriptions, administrative infrastructure, launch tools, and business operations.

Founding Team & Paid Personnel supports compensated execution by the founding team and early contributors during the pre-revenue stage.

Partner & Merchant Incentives fund early restaurant partner onboarding, launch-city promotions, and pilot campaign support.

Legal, Compliance & Entity Structure funds legal review, compliance planning, and entity-related work. **PR, Media & Community Launch** funds press outreach, launch announcements, community growth, and credibility-building media campaigns.

FoodieBits does not provide ACH payouts, bank transfers, fiat conversion services, or custodial off-ramp services. Merchant settlement remains denominated in \$FBITZ. Merchant USDC swaps are merchant-initiated, merchant-confirmed, and routed through third-party Solana liquidity infrastructure.

SECTION 20

ROADMAP

Five eras. Ten stages. Gated on proof.

CURRENT STATUS — AUGUST 2026

FoodieBits is currently in Stage 1 and Stage 2, establishing the brand foundation, producing core documents, building the main website, and preparing preseed and prototype materials. Active work includes website production, whitepaper finalization, merchant acquisition materials, legal document completion, and early investor outreach.

01 FOUNDATION**IN PROGRESS**

Brand & Ecosystem Foundation

FoodieBits begins with the identity layer that everything else builds on. This stage establishes the brand system, visual language, official logo suite, token identity, core messaging, and the governing document set that ensures consistency across every future deliverable. The outcome is a brand that looks and reads like a funded consumer company from day one, not a project still figuring itself out.

- Brand identity system and logo suite finalized.
- Master website direction and design style file completed.
- FoodieBits Whitepaper Version 4.0 published.
- Project instructions and source-of-truth hierarchy established.
- Merchant Partner Guide completed.
- Legal agreements drafted and executed (development services, joint venture, early contributor purchase, release of liability).
- Official color system, typography, and design tokens defined.

02 FOUNDATION**IN PROGRESS**

Preseed & Prototype Development

With the foundation locked, this stage produces the materials and prototypes needed to recruit the first investors and merchants. The website becomes the public-facing proof that the project is real and professionally built. Preseed investor materials translate the whitepaper into a concise capital-raising narrative. App prototyping begins validating the core Play, Earn, Eat loop before full development.

- FoodieBits.com main website launched.
- Early Contributor Token Purchase Agreement finalized.
- Early Adopter Investor Summary and preseed pitch produced.
- Founding Merchant recruitment program activated.
- App prototype and UX wireframes initiated.
- Preseed capital raise opened to qualified early contributors.
- Merchant outreach and city-level recruitment planning begun.

03 BUILD

UPCOMING

App MVP & Merchant Beta

The consumer app and merchant dashboard move from prototype to minimum viable product. The first playable game formats, the Bits and Bites reward system, QR redemption, and the merchant batch and settlement flow are built and tested with a controlled group of beta merchants in the first target market. This stage proves the core loop works end to end before any public token event.

- Consumer app MVP with at least two playable game formats (spin, scratch).
- Bits earning, Bites unlocking, and reward redemption functional.
- QR code generation and merchant scan confirmation working.
- Merchant dashboard with batch close, settlement view, and swap link.
- Beta merchant cohort onboarded in first target market.
- Internal testing of the full Play to Earn to Redeem loop completed.
- Fraud prevention and redemption limits operational.

04 BUILD

UPCOMING

\$FBITZ Presale

The \$FBITZ public presale opens through the official presale site with full KYC, jurisdiction gating, and compliance infrastructure in place. Presale proceeds fund product development, marketing, and launch operations. The presale structure, pricing, and terms will be published when authorized. This stage runs concurrently with continued app and merchant development.

- Official presale site launched at FoodieBits.site with KYC and compliance.
- Presale smart contract architecture finalized and audited.
- Presale rounds executed per the approved token allocation schedule.
- Community building and token buyer acquisition campaigns activated.
- Continued app development and merchant beta expansion.

05 LAUNCH

FUTURE

Token Generation Event & DEX Launch

\$FBITZ is minted on Solana and listed on a decentralized exchange. Liquidity is locked per the approved schedule. Token claim is activated for presale participants. The reward pool begins its controlled multi-year emission schedule. This stage transitions \$FBITZ from a presale instrument to a live utility token powering real reward activity.

- \$FBITZ token minted on Solana.
- DEX liquidity pool established and liquidity locked.
- Token claim system activated for presale and preseed participants.
- Diner Rewards and Redemption Pool emissions initiated.
- Vesting schedules activated per the whitepaper allocation.
- Exchange listings pursued as opportunities arise.

06 LAUNCH

FUTURE

Beta City Launch

FoodieBits goes live in the first target market with real restaurants, real diners, real rewards, and real redemptions. This is the stage where the product thesis meets the real world. Merchant density, diner acquisition, redemption volume, and retention become the metrics that matter. The beta city is the proof point for every subsequent market.

- Public app launch in the first target market.
- Live merchant network with active redemption locations.
- First real diner reward redemptions completed.
- Merchant settlement cycle operating end to end.
- Diner acquisition campaigns running in the launch market.
- Retention and re-engagement loops activated (Lunch Drops, Dinner Giveaways).
- Performance data collected for investor reporting and market expansion planning.

07 EXPAND

FUTURE

Gift Card & Voucher Redemption

The reward system expands beyond direct in-restaurant redemption to include gift cards, voucher-based rewards, and broader reward fulfillment options. This increases the surface area of what diners can win and where they can use it, making the platform more compelling for both diners and merchants.

- Gift card reward type integrated into the Bites system.
- Voucher-based redemption flow for participating merchants.
- Expanded reward catalog including multi-merchant and category rewards.
- Partner integrations for gift card fulfillment where applicable.

08 EXPAND

FUTURE

Merchant Growth Platform

The merchant side of FoodieBits evolves from a basic dashboard into a full growth platform. Paid premium tiers go live with the subscription billing system. The Merchant Media Network activates as a revenue-generating marketing layer. Campaign analytics, featured placements, and promotional tools give merchants measurable ROI on their FoodieBits investment.

- Merchant subscription billing system live (Free, Local Featured, Featured plus SMS, Premium tiers).
- Merchant Media Network products activated.
- Campaign analytics dashboard with impressions, engagement, claims, and redemption metrics.
- Featured placement and sponsored campaign tools operational.
- Merchant self-service campaign creation and management.
- Closed-loop \$FBITZ subscription payment option enabled.

09 SCALE

FUTURE

Regional Expansion

FoodieBits expands city by city, building real merchant density in each new market before moving to the next. Local restaurant groups, food influencers, city-specific campaigns, and market-by-market recruitment drive growth. Each new city follows the playbook proven in the beta market.

- Second and third target markets launched.
- City-level merchant recruitment and diner acquisition playbook established.
- Local influencer and food creator partnerships activated.
- Market-specific campaigns and city sponsorships operational.
- Multi-market operational infrastructure scaled.

10 SCALE

FUTURE

FoodieBits Rewards Protocol

The long-term vision: FoodieBits evolves from a consumer app into a broader rewards infrastructure. APIs, enterprise restaurant tools, sponsored campaign frameworks, and potential third-party integrations extend the FoodieBits reward system beyond the core app into a protocol that other platforms and partners can build on.

- Public API for reward issuance and redemption by approved partners.
- Enterprise merchant tools for multi-location restaurant groups.
- Sponsored campaign framework for brand and CPG partners.
- Protocol-level integrations subject to final product design and legal review.

Built by operators, not observers.

The FoodieBits team combines decades of restaurant operations, blockchain architecture, mass-market digital marketing, and venture execution.

James Woodruff

FOUNDER & CEO, FOODIEBITS LLC · ARLINGTON, TEXAS

A native Texan with 35 years building and operating businesses across oil and gas, solar energy, industrial hemp, cryptocurrency ventures, and restaurant operations, and a former multi-sport collegiate and professional athlete. He founded FoodieBits after seeing firsthand as a restaurateur how much margin restaurants surrender to platforms meant to help them, and leads company strategy, investor relations, merchant partnerships, and the long-term product roadmap.

DAM Agency

HEAD OF DEVELOPMENT & TECHNICAL ARCHITECTURE

Leads technical architecture, blockchain development, and security infrastructure, with deep experience in advanced blockchain framework design, complex smart contract architecture, and production-grade cryptocurrency development across multiple chains and token standards. Within FoodieBits, DAM Agency is responsible for the Solana token infrastructure, app and platform development, security engineering, the merchant settlement architecture, and the platform's fraud prevention framework.

Massive Media Marketing

HEAD OF MARKETING & USER ACQUISITION

Leads consumer acquisition, brand strategy, and growth marketing, bringing more than 15 years of digital marketing experience, a portfolio of more than 5,000 websites, and a track record of driving hundreds of millions of traffic sessions. Responsible for diner acquisition strategy, merchant recruitment marketing, content production, social and influencer campaigns, city-launch playbooks, and the Merchant Media Network product line.

Vy Chantharasy

ADVISOR, STRATEGY & EXECUTION

An entrepreneur and business consultant, founder of multiple companies spanning payments processing, cryptocurrency ventures, digital marketing, and management consulting. He advises FoodieBits on strategy and operational execution, focusing on translating the project's strategic vision into executable plans and keeping the whitepaper commitments, legal framework, tokenomics architecture, and day-to-day build.

THE COMPANY

Structure and governance.

FoodieBits LLC is the owner and operating entity behind the FoodieBits platform, incorporated in Texas. Development and technical architecture are executed under a signed Blockchain Development Services Agreement and Limited Joint Venture Agreement with the development partner.

The project is governed by a formal document hierarchy: the FoodieBits Whitepaper Version 4.0, executed legal agreements, approved financial and tokenomics schedules, and current technical specifications. All public-facing materials, including this document, are produced from those source documents to ensure consistency across every touchpoint.

How the structure is intended to work.

Token Classification

\$FBITZ is a utility token — not a security, investment contract, or financial instrument. Prospective buyers should consult qualified legal counsel regarding regulatory treatment in their jurisdiction.

Money Transmission

FoodieBits does not conduct money transmission, accept fiat deposits, or operate as a payment intermediary. Merchant USDC conversion is initiated and confirmed by merchants on-chain through third-party liquidity routing.

Consumer Promotion Compliance

Lunch Drops, Dinner Giveaways, spin-to-win, and scratch rewards are earned exclusively through in-app gameplay. No purchase or external entry required. The platform does not operate lotteries for consideration.

KYC / AML & Tax

KYC and AML procedures will be implemented commensurate with applicable requirements for presale participation and wallet-linked conversion. FoodieBits does not provide tax advice — all participants are solely responsible for their own tax obligations.

No ACH payouts. No bank transfers. No fiat conversion services. Merchant settlement remains denominated in \$FBITZ.

Measures in place before public launch.

FoodieBits will implement comprehensive technical and operational fraud prevention measures prior to public launch.

One-Time QR Codes

Short expiration windows on all diner redemption codes.

Rate Limiting

Redemption rate limits to prevent abuse at the account level.

2FA Authentication

Device-level identification to detect and block fraudulent accounts.

Anomaly Detection

Redemption anomaly detection and smart contract-level safeguards.

Suspected fraudulent activity may result in account suspension and forfeiture of pending rewards or settlement amounts.

Principles, not slogans.

Zero Commission, Always

We will never take a percentage of a restaurant's sales. The subscription model is the business model. Period.

Rewards That Are Worth Winning

If a reward is not something a diner would actually get excited about, it does not belong in the ecosystem. Free entrees, not five-percent-off coupons.

Crypto Behind the Scenes

Diners should never need to understand blockchain to play a game and eat a free lunch. The technology serves the experience, not the other way around.

Built to Earn, Not to Burn

Platform revenue comes from merchant subscriptions and media, not from token sales. The business model works whether the token price goes up or down.

CONCLUSION

FoodieBits represents a convergence of mobile gaming, dining loyalty, restaurant marketing, and Solana-based utility token infrastructure. The platform is built on the insight that dining rewards should be as engaging as the apps people already spend hours on — and that restaurants deserve a marketing platform that drives verified, measurable foot traffic.

\$FBITZ is the connective tissue of the ecosystem. It funds rewards, settles merchant redemptions, powers campaigns, and creates a token utility loop anchored in the real-world economics of food transactions. The presale structure provides early ecosystem participants with phased access prior to the target launch reference price, while vesting schedules support healthier supply management.

Legal notices and token disclaimer.

Informational only

Nothing in this document constitutes an offer to sell or a solicitation of an offer to buy securities or tokens. \$FBITZ is a planned utility token subject to final design and legal review. No valuation, use of funds, round terms, or return expectations are presented.

Forward-looking statements

All stages, milestones, and timelines shown are targets based on current development plans. They are subject to change based on development progress, regulatory review, market conditions, and other factors. Nothing in this document constitutes a commitment to deliver any feature, product, or token event by a specific date.

Rewards and promotions

All rewards, drops, and giveaways shown are previews and are governed by the Official Promotion Rules. No purchase necessary where prohibited. App and reward screens reproduced in this document are static previews, not interactive games.

Settlement and off-ramp

Swaps are merchant-initiated and merchant-confirmed through Jupiter. FoodieBits does not provide ACH payouts, bank transfers, fiat conversion, or custodial off-ramp services. Merchants are responsible for their own off-ramp selection, taxes, accounting, and regulatory obligations.

Markets and merchant programs

FoodieBits is not currently live in any market. All cities shown are target markets or planned expansion. All merchant tiers are planned and not yet available; pricing and features are subject to change and to final program terms. No restaurant listings, names, or third-party data are shown in this document.

Buybacks

Buybacks described in Section 16 are planned and funded by merchant subscription revenue. No buyback amount, percentage, schedule, or price outcome is stated or implied.

Biographies and entity

Biographies reflect information provided by team members and partners. FoodieBits LLC is the owner and operating entity behind the FoodieBits platform, incorporated in Texas. All product features, timelines, and token mechanics described in this document are subject to final design and legal review.

FOODIEBITS ECOSYSTEM

A dining network with revenue that does not depend on token price.

FoodieBits pairs a gamified consumer product with a merchant subscription model, designed so platform revenue and token utility reinforce each other.



PLAY. EARN. EAT.

A gamified dining rewards ecosystem connecting diners, restaurants, and real food experiences.

FoodieBits Whitepaper

Version 4.0 · September 2026

FoodieBits LLC · Texas

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