

Store.fun & The DotFun Economy

Building the Commerce Layer of Web3

Abstract

The **DotFun economy** represents the next evolution of the internet (Web3), leveraging blockchain to establish transparent, decentralized revenue models that empower creators, intellectual property owners, and participants alike. Unlike the traditional **DotCom economy** (Web2), driven by centralized ownership and opaque monetization mechanisms, the DotFun economy introduces a participatory framework where users act as stakeholders, and creators and collaborators are rewarded directly for the value they drive.

DotFun Enterprises is dedicated to accelerating the growth of this ecosystem. Through strategic investments in the rising creator economy, our mission is to empower creators, developers, and innovators who are building within this new paradigm.

1. Introduction

1.1 The Transition: DotCom → DotFun

The internet has undergone multiple evolutionary phases. The **DotCom era** (Web2) shaped the web into a global commerce hub, dominated by **centralized** tech giants that monetized user data and engagement for corporate profit. However, this model has reached saturation, limiting innovation and user autonomy. Its greatest flaw lies in the imbalance of value — tech and data owners capture the profits, while creators are left with crumbs.

The **DotFun era** (Web3) is an emerging paradigm where decentralization, smart contracts, gamification, and tokenomics redefine the web. The goal is to create a **creator-first economy** where participation is incentivized, digital assets are owned by users, and value flows transparently among stakeholders through automated mechanisms rather than corporate intermediaries.

1.2 Key Differences: DotCom vs. DotFun Economy

Feature	DotCom Economy	DotFun Economy
Market Maturity	Mature stage, saturated	Early stage, rapid growth, scalable
Ownership Model	Centralized corporate ownership	Decentralized, creator and user-driven
Revenue Model	Advertising, subscriptions, and data monetization	Tokenomics, gamification, community incentives
User Role	Consumers	Participants & stakeholders
Community Building	Secondary to corporate monetization	Core principle for growth
Innovation Potential	Constrained by centralized systems	Open, permissionless, highly experimental, attention driven

2. The DotFun Economy: Core Principles

The DotFun economy is driven by three foundational pillars that define how value is created, distributed, and owned:

2.1. Trustless Peer-to-Peer Infrastructure

- **Blockchain and smart contracts** enable direct, verifiable interactions between creators, merchants, buyers, and service providers.
- **Peer-to-peer architecture** replaces intermediaries with automated trust, forming the foundation of a transparent and decentralized digital economy.
- **Automated execution** ensures efficiency, fairness, and security while reducing costs and dependency on centralized systems.

2.2. Incentivized Participation & Digital Economy

- **Gamification and token-based incentives** reward users for active engagement, content creation, and contribution to the ecosystem.
- **Create-to-earn models** introduce new forms of **value generation** beyond traditional advertising and subscription revenue models.
- **Ownership of digital assets** enables new monetization models through tokens and NFTs.

2.3. Creator Ownership & Autonomous Collaboration

- **Creators and IP owners maintain full control** over their digital assets, licensing and distribution.
- **Automated royalties, profit-sharing, and attribution**, enabling transparent collaboration among artists, developers, and affiliates.
- **Programmable payouts** ensure creators can collaborate globally without intermediaries.

3. Commerce As The Foundation to Any Economy

Since the beginning of time, commerce has been the foundation of every economy: the exchange of goods, services, and value that drives economic activity and growth. From physical marketplaces to digital platforms, every major shift in human progress has been powered by more efficient systems of trade.

3.1 Commerce's Role In The DotFun Economy

Onchain commerce tools will drive **mass adoption** of decentralized finance by empowering creators and merchants to capture more of the value they generate.

3.2 The Problem

Today, Onchain Commerce remains fragmented and impractical. Until recently, high gas fees made it unfeasible. Even with faster chains and lower costs, buying or selling with crypto still requires multiple layers: gateways, bridges, and centralized processors, each taking fees for providing what should already be native to Web3. This complexity makes retail adoption nearly impossible.

Merchants understand the benefits: **instant payments, lower fees, and better cash flow**, but lack the tools to make a full transition. What's missing are the essentials: **storefronts, payments, inventory, fulfillment, and analytic tools**. The basic infrastructure every merchant needs, built natively for Web3.

This is where **Store.fun** comes in.

4. Store.fun: The Commerce Layer of Web3, Built on Solana

Store.fun is the missing commerce infrastructure for Web3: an **end-to-end commerce protocol** that brings real world **peer-to-peer trade onchain**, enabling creators, merchants, and communities to **buy, sell, and earn globally** without intermediaries.

Powered by **Solana's** speed and scalability, it combines **payments, fulfillment, storefronts, tokenized loyalty systems, and revenue automation** into one integrated platform.

Built for both creators and retail adoption, Store.fun makes shopping onchain feel as effortless as any modern checkout experience, while giving creators complete control over their **brand, audience, IP, and payment structures** to build sustainable, independent businesses.

4.1. Key Principles

- **Onchain Commerce for the Real World**
Store.fun brings real commerce on chain by enabling instant, secure, and borderless trade without banks or intermediaries.
 - **Merchant-First Architecture**
Every tool, from store creation to royalties, is built to empower merchants and collaborators to launch, scale, and earn directly from their audiences.
 - **Seamless Web3 Experience**
Wallets replace accounts, but the interface feels familiar. The goal is not to teach users Web3, it's to make them use it and enjoy all the benefits without realizing they already are.
-

4.2. Core Platform Features

4.2.1. Wallet-Centric Commerce

- Uses **wallets** for authentication, no account signup required.
- A **userless shopping experience**: wallets act as both identity and payment system.
- Orders are linked directly to wallet addresses, with blockchain signatures as proof of payment.
- When users reconnect their wallet, their purchase history auto-loads. No passwords, no emails, no tracking cookies.

4.2.2. Multi-Rail Payment Infrastructure

Onchain Payments

- **Native Solana (SOL)**: Ultra-fast, low-cost payments powered by Solana's high-speed architecture.
- **Stablecoins**: Full native support for USDC, USDT, and other major stablecoins on Solana.
- **SPL Tokens & Memecoins**: Accept any Solana-based SPL token, from creator assets to community-driven coins.

- **Cross-Chain Stablecoins:** Built-in bridge support for stablecoins from other major chains (Ethereum, Polygon, BSC), expanding interoperability.

Fiat Payments

- **Credit & Debit Cards:** Seamless Web2-style checkout through integrated Stripe payment rails.
- **Apple Pay & Google Pay:** Instant fiat on-ramps for global retail users, ensuring a smooth experience for non-crypto customers.

4.2.3. Onchain Smart Commerce

Token-Gated Access

- **Built-in NFT and token verification** enables exclusive drops, community stores, and holder-only collections.
- Verification runs automatically at checkout.
- Products or collections can require specific NFT ownership or token balance, ideal for gated communities, fanbases, or loyalty programs.

Dynamic Pricing Engine (Bonding Curves)

- **Bonding curve-based pricing** adjusts automatically based on demand and available inventory.
- Encourages community participation through crowdfunding thresholds and scarcity pricing.
- Prices start low, normalize at minimum order quantity, and rise as demand increases, maximizing value capture and engagement.
- Fully transparent: users can see how their purchase affects price movement in real time.

Smart Coupons & Gift Cards

- Tokenized discount and coupon systems with onchain verification.
- Enables programmable incentives tied to NFT ownership, token balances, or purchase history.

4.2.4. Automated Payouts & Settlement

- **Instant settlements**, low-fee payments through Solana-based crypto and stablecoins, paid directly to merchants, collaborators, and service providers.
- **Automated royalty splits, affiliate payouts, and escrow handling** are built in with programmable rules for full transparency and control.
- **Enhanced security** through blockchain verification protects both buyers and sellers. All transactions are blockchain-verified, transparent, and irreversible, eliminating chargebacks and settlement delays.

4.2.5. Merchant Platform & Data Layer

- Merchants create, customize, and manage collections, orders, discounts, analytics, and shipment tracking from a single powerful dashboard.
- Real-time updates for live inventory, sales tracking, and order status.
- Role-based access control allows owners, collaborators, and admins to operate with granular permissions.
- Integration with logistics APIs enables direct shipment tracking and fulfillment updates.

Data Separation & Access Control for Privacy and Security

- Role-based access ensures merchants, customers, and admins can only view authorized data.
 - Merchant access is limited to financial and operational data: sales, orders, and analytics.
 - Personal and shipping data is safe and visible only to authorized logistics partners, and they never get access to your onchain data.
 - This separation guarantees transparency for merchants and privacy for users.
-

4.3 Revenue Model

Store.fun's economic framework is designed for **creator empowerment and mass adoption**, combining a free-to-start model with a sustainable, performance-based revenue structure.

The platform ensures zero barriers to entry: creators and merchants can launch, sell, and scale **without any upfront costs or fixed fees**.

4.3.1. Platform Fees

Store.fun is **completely free to use**. Merchants can create a store and start selling instantly with **no setup, subscription, or listing fees**. The platform only earns from **successful transactions**, ensuring full alignment with merchant success.

- **0% fees at launch**, supporting mass adoption and ecosystem growth.
- A future **1–2% transaction fee** may be introduced as the ecosystem scales, still far below traditional Web2 commerce platforms that charge 10–20%.
- No hidden charges. Merchants only pay when they earn.

This approach makes Store.fun the most accessible and creator-aligned commerce platform.

4.3.2. On-Demand Services (Revenue Share Model)

Store.fun offers a suite of on-demand services that help merchants scale globally without upfront investment. Services operate on a revenue-share model, meaning merchants pay only for the services they actually use when a sale is made.

This system enables creators and brands to grow their operations with **zero risk**. Store.fun handles fulfillment, logistics, and support, while merchants focus on creativity and growth.

4.3.3. Platform Discoverability & Promotion Engine

To drive visibility and sales, Store.fun integrates a discoverability engine that monetizes audience reach while helping merchants grow. These tools make marketing and exposure accessible onchain and power a self-sustaining economy of visibility.

4.3.4. Expansion Beyond Commerce

Store.fun's long-term vision extends beyond retail to create a **fully onchain commercial ecosystem** that integrates production, logistics, and creative markets.

Future verticals include:

- **Media, content and digital assets** powered by an inhouse studio of creators.
- **Decentralized supply chain** bridging the entire global fulfillment network onchain.
- **Other supportive tools and monetization layers for creators.**
- **Creator collaboration marketplace**, connecting designers, artists, manufacturers, and store managers in a job-based network fueling an entire onchain creative economy.

This “**Amazon Playbook for Web3**” reimagines every layer of global commerce: transparent, decentralized, and fully programmable.

5. FUN Token

5.1 About the FUN Token

The **FUN Token** is the official utility asset of the **Store.fun** commerce platform and all future **DotFun Enterprises protocols**. The FUN crypto-asset will not be required in order to utilize the Store.fun platform, which remains open to all. Holders of the FUN crypto-asset may opt to participate in promotional offers from the DotFun Enterprises Protocols. The FUN crypto-asset is a utility coin that will be used alongside the store.fun brand behind the DotFun Enterprises app(s).

Utility & Incentives: FUN holders gain access to ongoing promotional programs, reduced platform fees, premium features, and early participation in ecosystem initiatives. These benefits will evolve over time as the platform expands.

Cross-Protocol Integration: The FUN Token functions as a **utility layer** across all DotFun products powering onchain actions, access tiers, and community incentives within Store.fun and beyond.

Open Access: The Store.fun platform remains **fully functional without the token**, ensuring accessibility for all users. FUN ownership is optional but designed to enhance participation and reward engagement across the network.

5.2 Tokenomics

Allocation	Amount	Status
Public Sale	200M (20%)	Available
Team	180M (18%)	Vesting
Community & Ecosystem Initiatives	200M (20%)	Reserved
Fun Creators	150M (15%)	Vesting
Treasury	45M (4.5%)	Reserved
Liquidity & CEX	25M (2.5%)	Temporarily Locked
PumpSwap (Locked Liquidity)	200M (20%)	Permanently Locked

Total Supply: 1 Billion FUN Tokens

5.3 Token Purpose & Vision

The FUN Token is designed to:

- Serve as a **cross-platform utility asset** within the DotFun ecosystem.
- Incentivize participation, loyalty, and ownership in decentralized commerce.
- Create economic alignment between creators, merchants, and users.

6. Roadmap & Future Developments

The roadmap below outlines our path from product-market fit to a full-scale, global retail ecosystem.

Phase	Milestone	Target Completion
I	Initiate Development	Q1 2025
I	MVP Launch + Private Pilot	Q2 2025
I	Self-Served Platform Launch	Q4 2025
II	FUN Token TGE	Q4 2025
II	Affiliate Program Launch	Q4 2025
II	Fun Studios & Fun Labs Launch	Q4 2025
III	Decentralized Commerce Network	Q1 2026
III	SDK & Integrations	Q1 2026
III	Platform Discoverability & Promotion Engine	Q2 2026
III	Expansion Beyond Commerce	Q2 2026
IV	Global Fulfillment Network	2027

Phase I — Foundation (Q1–Q3 2025)

Goal: Build the core infrastructure and validate PMF and Web3 commerce mechanics.

- **Initiate Development:** Design the Solana-based architecture, wallet authentication, and payment systems.
- **MVP Launch:** Release a private-label merch platform under Store.fun to validate PMF.
- **Private Pilot:** Onboard early creators and merchants to refine checkout flow, UX, and fulfillment mechanics.

Phase II — Ecosystem Growth (Q3–Q4 2025)

Goal: Expand platform capabilities, token utility, and creator reach.

- **FUN Token Launch (Q4):** Introduce the utility token of the DotFun ecosystem, enabling rewards and loyalty programs.
- **Store.fun V2 (Q4):** Launch fully self-served merchant accounts with complete trustless infrastructure, automated royalties, and global payments.

- **Affiliate Program Launch (Q4):** Introduce a multi-tier affiliate system that rewards driving sales, using automated payouts.
 - **Fun Studios & Fun Labs (Q4):** Launch creator incubation hubs to foster innovation within the DotFun ecosystem.
-

Phase III — Decentralized Commerce Network (2026)

Goal: Evolve Store.fun from platform to open, discoverable, and creator-driven commerce protocol.

- **SDK & Integrations (2026):** Enable third-party storefronts and custom integrations to be built directly on the Store.fun protocol, expanding the ecosystem beyond the native platform.
- **Platform Discoverability & Promotion Engine (2026):** Launch a native onchain discoverability layer to drive visibility and sales.
This includes monetized exposure tools, in-platform search and ranking systems, affiliate-driven promotion, and integrated cross-platform marketing through streaming platforms, and other media channels.
- **Expansion Beyond Commerce (2026):** Extend Store.fun's infrastructure into a fully onchain commercial ecosystem that integrates production, logistics, media, and creative markets.
 - **Media, Content & Digital Assets:** Develop in-house creator studios (Fun Studios, Fun Labs) to power IP brands and media assets.
 - **Creator Collaboration Marketplace:** Connect designers, artists, manufacturers, and store operators through a peer-to-peer job network fueled by smart contracts and royalty-sharing models.
 - **Ecosystem Growth Tools:** Launch additional creator utilities and monetization layers that expand Store.fun's reach across the DotFun economy.
- **Enterprise Integration (2026):** Open the Store.fun infrastructure to global brands seeking transparent, programmable commerce solutions.

Phase IV — Global Fulfillment Network (2027+)

- **Global Fulfillment Network (2027+):** Invest in onchain logistics to enable end-to-end onchain tracking, global shipping, and automated inventory management protocols.

7. Conclusion

Store.fun is redefining digital commerce by bringing real peer-to-peer trade onchain. Built on Solana and powering the DotFun ecosystem, it transforms decentralized finance into a functional retail economy: fast, transparent, and creator-first. Store.fun lays the foundation for a global, trustless marketplace where creators, merchants, and users share in the value they generate.

Join us in building the future of onchain commerce: open, borderless, and built for everyone. Accelerate the DotFun economy.

Contact:

DotFun Enterprises - Store.fun

admin@store.fun

t.me/storedotfun

x.com/storedotfun