COMMUNITY-BACKED NFT LAUNCHES

FWAIR LAUNCH

A community-backed way to launch NFTs through FWA

The creator brings the collection. Supporters put the mint-price ETH behind each NFT. FWA introduces the work to buyers from its wider pool and pays the creator from pool fees.

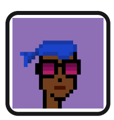
CREATOR
Brings the complete collection

FWAIR
Activates a fully backed launch

SUPPORTERS
Back positions at the mint price

ETH

CREATOR RECEIVES
ETH from FWA pool fees



NFTS GO TO
FWA purchasers or supporters

FWA

SUPPORTERS RECEIVE
FWA reward shares

THE KEY DISTINCTION

Supporter ETH backs the NFTs. It is not an upfront payment to the creator. The creator earns from fees generated inside the FWA pool over time.

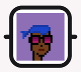
NFT FLOW + HOLDER DISTRIBUTION

Where the NFTs go

A successful launch gives each NFT two paths to an interested holder.

CREATOR

Deposits the full series



FWAIR

Holds every NFT during support

FWA POOL

Adds every backed position

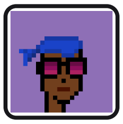
IF SUPPORT DOES NOT FILL

NFTs return to the creator; 100% of support ETH becomes claimable.

RANDOM POSITION

FWA purchaser gets the first choice

PURCHASER KEEPS THE ART



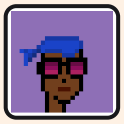
NFT

Goes to a new FWA holder who may never have seen the creator before.

99%

Supporter gets 99% of their initial backing returned + FWA rewards.

PURCHASER CHOOSES ETH



NFT

Goes to the supporter who already wanted it at the mint price.

FWA

The supporter also keeps their FWA reward share.

WHY HOLDER DISTRIBUTION CAN IMPROVE

TWO AUDIENCES

The creator's community and FWA purchasers both have a path to ownership.

LESS MINT-RUSH CONCENTRATION

A wallet cap, sequential support, and random selection reduce fast-wallet advantages.

ONGOING DISCOVERY

Positions can reach new holders over time instead of only during one mint window.

Designed to encourage broader distribution; unique-holder counts cannot be guaranteed.

ETH FLOW + CREATOR INCOME

Two separate ETH lanes

Supporter ETH backs the art. Creator ETH comes from fees generated in the FWA pool.

SUPPORTER ETH - BACKS ONE NFT

ETH → Held behind one NFT →

PURCHASER KEEPS NFT

Supporter gets 99% of their initial backing returned

PURCHASER CHOOSES ETH

Supporter gets the backed NFT

CREATOR ETH - COMES FROM FWA POOL FEES

FEE → Active FWA positions share fees → ETH

Purchaser fee

Creator receives this launch's share

PLANNING BENCHMARK FROM SIMULATIONS

Series Size x Backing Amount

The creator should get paid close to this over the collection's lifetime - similar to a sold-out traditional mint.

EXAMPLE

100 x 0.05 ETH

about 5 ETH reference

VARIABLE, NOT UPFRONT

Backing Amount is the creator-selected mint price per NFT. Timing and final ETH depend on continued FWA activity, live fee settings, pool changes, and rounding.

SHARED DISCOVERY + PRICING

More creators can create more discovery for everyone

A collector can enter FWA for one collection and discover another they had never seen before.

1 CREATORS
Bring art, supporters, and communities

2 FWA POOL
Gains more variety and reasons to explore

3 MORE ACTIVITY
Supporters and purchasers use the shared pool

4 NEW DISCOVERY
Collectors meet creators they did not follow

WHAT THIS CAN DO FOR THE CREATOR

NEW AUDIENCE

Reach collectors outside the existing follower base.

NEW HOLDERS

Purchasers who keep the art broaden distribution.

SHARED FEES

Activity anywhere in the pool can support creator income.

THE CREATOR CONTROLS THE MINT PRICE

Pricing is up to the creator. Choose a price at which real collectors would genuinely want the art.

LOWER MINT PRICE

More accessible - usually more participation, faster backing, and faster expected distribution.

HIGHER MINT PRICE

More ETH and conviction per supporter - usually slower backing and longer expected time in the pool.

Technical note: selection weight is approximately 1 / mint price. Timing still depends on FWA activity.

WHY SUPPORTERS PARTICIPATE

A better path to the NFT

Backing gives a supporter a conditional primary path to the position they backed.

THE SUPPORTER RULE

Only support if you would be happy to buy the art at the mint price.

SUPPORTER

Backs one NFT position

FWA purchaser gets the first choice

Then one of two supporter outcomes

PURCHASER KEEPS NFT

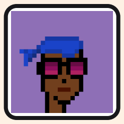
99%

FWA

Supporter gets 99% of their initial backing returned + FWA rewards

The NFT reaches a new FWA holder, improving distribution.

PURCHASER CHOOSES ETH



FWA

Supporter gets

the NFT + FWA

This is the conditional primary path created by backing.

ETH

CREATOR EARNS

ETH from fees generated inside the FWA pool.

FWA

SUPPORTERS RECEIVE

Either the NFT or 99% of their initial backing returned, plus FWA reward shares.

KNOW BEFORE YOU SUPPORT

Settlement time is unknown. NFT value can fall. FWA rewards can be zero. Claims require gas. Live fee settings can change.

FEE NOTE The remaining 1% is a fee on the FWA pool. It is built into the FWA protocol, not FWAIR. Mainnet currently routes it into the buyback reserve, where it goes back to buying FWA.