



The Universal Dining Rewards, Restaurant Payment,
and Gamified Loyalty Ecosystem

Earn While You Eat.™

\$TASTEE	Solana	1 Billion	1% / Tx
TICKER	BLOCKCHAIN	TOTAL SUPPLY	BURN RATE

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SECTION 01

Executive Summary

TASTEE is a next-generation crypto payment and rewards ecosystem built for the global restaurant industry. The project modernizes restaurant loyalty by transforming ordinary dining behavior into real digital value. Rather than closed-loop points that expire or carry no transferable worth, TASTEE delivers a universal tokenized rewards experience where every meal, check-in, review, and referral generates real, personally owned digital assets.

Customers earn TASTEE by dining, checking in, leaving verified reviews, sharing restaurants on social media, referring friends, participating in gamified dining challenges, and paying through the TASTEE ecosystem. Restaurants receive a payment, loyalty, marketing, and customer engagement platform that reduces transaction friction, builds stronger retention, and connects them to a crypto-native and rewards-motivated diner base.

Built on Solana for low fees, fast settlement, and mobile-friendly wallet support, TASTEE is designed to make crypto invisible for everyday diners while giving restaurants a modern payment and loyalty rail that works alongside traditional systems.

\$TASTEE	Solana	1 Billion	\$0.05	\$50M
TOKEN TICKER	BLOCKCHAIN	TOTAL FIXED SUPPLY	DEX LISTING TARGET	TARGET FDV AT LISTING

"Earn While You Eat.™"

TASTEE turns everyday dining into real digital rewards, lower merchant fees, and a universal restaurant loyalty network with permanent on-chain value.

SECTION 02

The Problem

Restaurant loyalty is broken. Most reward programs are fragmented, closed, and controlled by individual brands. A customer earns points at one restaurant that cannot be used anywhere else, cannot be sold, transferred, traded, staked, or redeemed outside that company's system. Most points expire before redemption. The result is a loyalty system that serves the brand's marketing budget rather than the customer's real interests.

Restaurants face equally serious operational pain points. Traditional card payment processors charge fees averaging 2.5% to 3.5% per transaction, compressing already thin margins in a highly competitive industry. Smaller and independent operators lack the budget to build advanced loyalty systems, mobile apps, or meaningful customer analytics.

01 Locked Rewards	Points and cashback are trapped inside individual brand ecosystems with no portability, trade value, or true ownership.
02 No True Ownership	Customers do not own their loyalty points. The issuer controls, adjusts, and can eliminate them at will.
03 High Processing Fees	Traditional card processing extracts 2.5% to 3.5% per transaction, eroding restaurant margins on every sale.
04 Weak Engagement	Modern diners expect gamified, personalized, and shareable reward experiences. Static punch cards do not deliver.
05 No Universal Network	No cross-restaurant, tokenized reward layer exists to connect diners and operators across the industry.
06 MarTech Gap	Independent operators cannot afford the loyalty, analytics, and marketing technology available to large chains.

SECTION 03

The TASTEE Vision

TASTEE is built on one foundational premise: every meal should create value for the diner, the restaurant, and the network. The ecosystem allows customers to earn tokenized rewards for real-world restaurant behavior while restaurants gain a flexible payment, loyalty, and marketing platform that works with their existing operations.

TASTEE hides crypto complexity. Prices display in USD. Rewards show in USD equivalents. Restaurants choose their settlement preferences. The crypto infrastructure works behind the scenes, making TASTEE feel like cashback to the diner, loyalty software to the restaurant, and a real-utility token to the broader ecosystem.

Core Platform Features

- Dining rewards earned through real-world restaurant behavior
- QR code payment rails with seamless Solana settlement
- Restaurant loyalty tools integrated into an open network
- Gamified discounts, challenges, and customer engagement mechanics
- Merchant staking, directory visibility, and campaign funding

Ecosystem Capabilities

- POS integration pathway for mainstream restaurant adoption
- Stablecoin and fiat conversion options for merchant flexibility
- DAO-controlled ecosystem incentives and governance
- Social media and verified review reward mechanics
- Universal rewards usable across all partner restaurants

SECTION 04

Market Opportunity

The restaurant industry is one of the largest consumer markets globally, generating over \$900 billion in annual U.S. revenue alone and several trillion dollars internationally. Dining is repetitive, social, emotional, and habit-driven — characteristics that make it one of the strongest categories for loyalty innovation. Traditional restaurant loyalty programs demonstrate that consumers respond to points, discounts, cashback, and exclusive perks. TASTEE transforms that model into an open, tokenized, universally portable network.

Market Segment	Opportunity
Restaurant Loyalty Programs	Global restaurant rewards market exceeds \$8B annually, fragmented and ripe for disruption
Digital Payment Processing	High-volume restaurant transactions dominated by high-fee incumbents averaging 2.5% to 3.5% per swipe
Crypto Utility Tokens	Second-wave crypto adoption focused on real-world, everyday utility rather than speculation
Restaurant MarTech	Marketing, analytics, and customer engagement tools historically unavailable to independent operators
QR Payment Infrastructure	Post-pandemic QR adoption creates immediate infrastructure alignment for TASTEE Pay rollout

SECTION 05

Ecosystem Overview

The TASTEE ecosystem connects five core participant groups, each deriving distinct value from network growth and adoption. Network effects strengthen every participant's position as the ecosystem scales.

Customers / Diners	Earn, spend, hold, trade, and stake TASTEE. Participate in loyalty tiers, cashback programs, dining challenges, verified reviews, check-ins, and referral campaigns.
Restaurants Merchants	/ Accept payments, run promotional campaigns, reward diners, stake tokens for benefits, and use dashboard tools to track activity and manage settlement preferences.
Token Holders & Supporters	Support network adoption, participate in governance when activated, stake tokens, and benefit from ecosystem growth as utility and adoption increase.
DAO Treasury	Funds rewards, merchant incentives, campaign budgets, and long-term development. Governance progressively activates community control over key parameters.
Ecosystem Partners	Future integrations including POS platforms, restaurant groups, delivery services, food influencers, stablecoin providers, and loyalty technology companies.

SECTION 06

Why Solana

TASTEE requires infrastructure capable of handling small-value rewards, frequent customer transactions, cashback payouts, review rewards, and merchant settlement actions at scale. Earning a small reward for a check-in must make economic sense for all participants. Solana delivers sub-second finality at near-zero cost, making it the ideal foundation for a consumer-facing dining rewards ecosystem.

Capability	Specification	Relevance to TASTEE
Transaction Speed	Sub-second finality (~400ms)	Real-time payment and reward confirmation at checkout
Transaction Cost	Less than \$0.001 per transaction	Microtransaction rewards economically viable at any scale
Throughput	65,000+ TPS theoretical capacity	Supports global restaurant network without congestion
Mobile SDKs	Phantom, Solflare, Backpack support	Wallet-native mobile apps with broad consumer reach
DeFi Ecosystem	Mature DEX and stablecoin infrastructure	Merchant auto-swap and settlement options natively available
Developer Tooling	Anchor framework, SPL token standard	Complex reward logic and smart contract composability
Oracle Support	Pyth Network price feeds	Accurate SOL/USD pricing for TASTEE Pay conversions
Security	Battle-tested L1 with \$50B+ TVL history	Proven production infrastructure for financial applications

SECTION 07

Core Utility

TASTEE token utility operates across two primary participant groups, creating demand from both sides of the ecosystem. This bilateral utility model is a core component of the network effect strategy.

Customer Utility

- Earn cashback when dining at partner restaurants
- Receive rewards for check-ins and verified reviews
- Earn tokens for social media shout-outs and shares
- Participate in gamified dining challenges and missions
- Unlock tiered discounts and VIP restaurant access
- Redeem tokens at any partner restaurant
- Trade tokens on supported decentralized exchanges
- Stake tokens for enhanced reward multipliers
- Track complete earnings history in the TASTEE wallet

Restaurant Utility

- Accept tokenized payments via QR code checkout
- Offer cashback campaigns and launch promotions
- Access customer engagement and analytics tools
- Stake tokens for directory visibility and verification
- Participate in DAO-funded marketing campaigns
- Auto-convert tokens to preferred settlement format
- Build customer loyalty without custom app investment
- Export accounting-ready reports for tax reconciliation
- Access the Founding Restaurant Partner benefits program

SECTION 08

TASTEE Pay

TASTEE Pay is the payment layer of the ecosystem. The goal is to make paying with TASTEE as simple as scanning a QR code, tapping a mobile wallet, or selecting TASTEE inside a restaurant's checkout flow. The initial strategy prioritizes simplicity and zero-hardware deployment. Restaurants can display a QR code at the table, counter, on receipts, or inside online ordering pages without any hardware investment.

- 01 Customer opens the TASTEE wallet or payment page on their mobile device.
- 02 Customer scans the restaurant's QR code displayed at checkout, table, or receipt.
- 03 Payment amount displays in USD with the real-time TASTEE equivalent shown clearly.
- 04 Customer confirms the payment inside the TASTEE wallet with a single tap.
- 05 Smart contract processes the transaction on Solana with sub-second finality.
- 06 Merchant receives TASTEE, USDC, SOL, or their selected settlement format instantly.
- 07 Customer earns their cashback or campaign reward and sees confirmation immediately.

Future POS integrations will target platforms including Toast, Square, Clover, and Lightspeed. The strategy is to begin with QR code payment rails and expand into deeper software partnerships as network adoption scales, requiring no hardware investment from merchants at any stage.

SECTION 09

Merchant Settlement & Auto-Conversion

Restaurants should not be required to manage token volatility. The TASTEE merchant backend supports flexible settlement options so operators can participate entirely on their own terms. Cash flow predictability and operational simplicity are treated as first-class platform requirements, not afterthoughts.

Settlement Option	Description	Best For
Hold TASTEE	Retain tokens for staking, promotional campaigns, or ecosystem participation	Long-term network participants
Auto-Swap to USDC	Convert to USDC or equivalent stablecoin on receipt	Cash-flow focused operators
Auto-Swap to SOL	Convert to native Solana asset on receipt	Crypto-native restaurant operators
USD Off-Ramp	Third-party conversion to USD (processed at merchant expense)	Traditional restaurant operators
Hybrid Split	Hold a defined percentage while converting the remainder	Flexible and diversified operators

SECTION 10

Gamified Dining Rewards

TASTEE is not simply a cashback token. It is a gamified restaurant engagement ecosystem designed to keep diners active, encourage repeat visits, increase social sharing, and give restaurants compelling tools to run customer campaigns. Gamification is the bridge between everyday dining behavior and sustained token utility that drives long-term network growth.

Check-In Rewards	Customers earn TASTEE for verified check-ins at partner restaurants on the platform.
Verified Rewards	Review Token rewards issued after a confirmed purchase and verified review submission through the app.
Social Rewards	Shout-Out Earnings for sharing approved posts, tagging restaurant partners, or posting dining experiences to social media.
Dining Streaks	Bonus rewards for visiting partner restaurants multiple times within a defined time window.
Restaurant Challenges	Structured campaign activities such as "Visit 3 new local restaurants this month" with bonus reward pools.
Spin-to-Win Discounts	After a qualifying purchase, customers unlock a gamified discount wheel or bonus reward opportunity.
Tier-Based Multipliers	Higher loyalty tiers unlock stronger cashback rates, better discounts, and exclusive access.
Featured Restaurant Campaigns	Restaurants sponsor traffic-driving campaigns with bonus cashback, leaderboard rewards, or limited-time offers.
Referral Rewards	Customers earn TASTEE when referred friends sign up and complete a qualifying dining activity.
Milestone Bonuses	Bonus rewards for hitting spend, visit, or engagement thresholds across the platform.

SECTION 11

Tokenomics

TASTEE	\$TASTEE	Solana	1 Billion	1% / Tx	1% / Tx
TOKEN NAME	TICKER	BLOCKCHAIN	TOTAL SUPPLY	BURN	DAO FEE

The allocation model balances public distribution, customer adoption, restaurant network development, marketing reach, and long-term team commitment. The total fixed supply of one billion \$TASTEE tokens will never be increased. Mint authority is revoked at genesis, making the supply permanently fixed and verifiable on-chain.

Category	Allocation	Tokens	Primary Use
Customer Rewards Pool	25%	250M	Cashback, check-ins, reviews, referrals, gamified discounts
Public Sale & Liquidity	25%	250M	Presale rounds, DEX liquidity, community distribution
Development & Operations	15%	150M	Platform, wallet, smart contracts, security, infrastructure
Marketing & Partnerships	15%	150M	Campaigns, influencers, PR, regional launches, sponsorships
Restaurant Incentive Pool	10%	100M	Onboarding bonuses, staking rewards, promotional support
Team & Advisors	10%	100M	Core team, advisors, contributors (subject to vesting)

The 10% Team and Advisors allocation is subject to vesting schedules designed to align long-term incentives with ecosystem growth. 20% of the team allocation unlocks at TGE, with the remaining 80% vesting linearly over 24 months. The 250M token Public Sale and Liquidity allocation encompasses all four presale rounds plus a dedicated DEX liquidity reserve.

SECTION 12

Presale Structure

The TASTEE presale is structured across four rounds with progressively increasing price points, reflecting growing network maturity and reduced early-stage risk. All four rounds draw from the 250M token Public Sale and Liquidity allocation, which also includes a dedicated liquidity reserve for DEX deployment at TGE.

Round	Tokens	Price	Gross Raise	TGE Unlock	Vesting
Pre-Seed	25M	\$0.0075	\$187.5K	10%	90% linear / 9 months
Presale 1	50M	\$0.0100	\$500K	15%	85% linear / 8 months
Presale 2	75M	\$0.0150	\$1.125M	20%	80% linear / 6 months
Presale 3	78.125M	\$0.0200	\$1.5625M	25%	75% linear / 4 months
Liquidity Reserve	21.875M	—	—	—	DEX liquidity pool at TGE
TOTAL	250M	—	\$3.375M	—	—

Buyer Participation Limits

Minimum per transaction: \$100 USDC equivalent. Maximum cumulative per wallet across all presale stages: \$50,000 USDC equivalent. Accepted payment: USDC (primary). SOL accepted subject to oracle and quote validation passing production verification. All purchases are subject to applicable jurisdictional requirements and terms of sale.

DEX Listing Target

Target DEX listing price: \$0.05 per \$TASTEE. Fully diluted valuation (FDV) at target listing price: \$50M. The listing price and FDV figures are targets and projections subject to market conditions, liquidity, and execution. They do not constitute a guarantee of any specific price or outcome.

SECTION 13

Vesting Schedule

All presale participants are subject to a structured vesting schedule. Partial token release occurs at TGE (Token Generation Event), with the remaining balance unlocking linearly over a defined vesting period. Shorter vesting periods at later rounds reflect the lower discount and reduced risk relative to earlier stages.

Round	TGE Unlock	Vesting Period	Monthly Release	Lockup Rationale
Pre-Seed	10% at TGE	9 months linear	~10% of remainder / month	Maximum discount; longest alignment period
Presale 1	15% at TGE	8 months linear	~10.6% of remainder / month	Early support with meaningful lockup
Presale 2	20% at TGE	6 months linear	~13.3% of remainder / month	Mid-stage entry, balanced vesting
Presale 3	25% at TGE	4 months linear	~18.75% of remainder / month	Near-market pricing, shorter obligation
Team & Advisors	20% at TGE	80% linear over 24 months	Pro-rata monthly post-TGE	Partial unlock with 24-month long-term alignment

TGE circulating supply at launch is approximately 182.5M \$TASTEE, representing roughly 18.25% of total supply. This figure includes presale TGE unlocks across all four rounds plus the 20M team token TGE release (20% of the 100M Team and Advisors allocation). The controlled initial float is designed to support price stability and liquidity depth at the time of DEX listing.

SECTION 14

Transaction Fee Model

TASTEE operates with a simple, transparent, deflationary fee model on every network transaction. The model supports two concurrent objectives: reducing circulating supply over time through a permanent burn mechanism, and continuously funding the DAO treasury for rewards, campaigns, and ecosystem growth.

Component	Rate	Destination	Purpose
Burn	1%	Permanent Removal	Reduces circulating supply — permanent deflationary pressure
DAO Treasury	1%	Treasury Multi-Sig	Funds rewards, campaigns, development, and liquidity support
Merchant Settlement	98%	Merchant Wallet	Delivered to merchant or selected auto-conversion option

The burn mechanism creates permanent, irreversible supply reduction with every transaction. As network usage grows, the rate of burn accelerates, creating a deflationary pressure that compounds with ecosystem adoption. The DAO treasury fee ensures a self-sustaining reward and incentive budget that grows in proportion to network volume.

SECTION 15

Rewards Model

The TASTEE rewards model is designed to sustain high engagement across both consumer and merchant participant groups. Rewards are drawn from the 250M token Customer Rewards Pool and the 100M token Restaurant Incentive Pool, supplemented by DAO treasury inflows from transaction fees.

Customer Reward Categories

- Dining Cashback: a percentage returned in TASTEE for every payment made through TASTEE Pay or partner programs
- Check-In Rewards: small token rewards for verified restaurant check-ins on the platform
- Review Rewards: rewards for verified post-purchase reviews submitted through the platform
- Referral Rewards: customers earn when referred users sign up and complete qualifying activity
- Social Engagement: rewards for approved social media content promoting partner restaurants
- Gamified Challenges: bonus rewards for completing campaign-specific dining activities and missions
- Milestone Rewards: bonus rewards for hitting spend, visit, or engagement thresholds

Restaurant Reward Categories

- Onboarding Bonuses: early partner restaurants may receive TASTEE upon joining and completing network verification
- Campaign Matching: DAO and marketing pools may co-fund restaurant promotional campaigns with matching contributions
- Staking Benefits: restaurants staking TASTEE receive directory visibility, reduced fees, and verified partner status
- Featured Boosts: restaurants use TASTEE for premium placement in app-based discovery and local promotions
- Loyalty Tool Access: dashboard, analytics, and customer management tools funded by the restaurant incentive allocation

SECTION 16

Loyalty Tiers

TASTEE includes a structured tier system for diners that creates natural incentives for deeper engagement and higher platform activity. Tier advancement may be based on total verified spend, token holdings, staking participation, check-ins, referrals, or a blended loyalty score. Higher tiers unlock compounding reward multipliers and exclusive access to VIP dining experiences.

Tier	Requirements	Benefits
Guest	Default — no minimum	Standard cashback rate, basic partner network access
Silver	Blended activity threshold	Increased cashback, campaign bonus access, priority support
Gold	Sustained engagement	Enhanced cashback, exclusive merchant discounts, milestone bonuses
Platinum	High spend / staking volume	Higher cashback multipliers, priority offers, early campaign access
Black	Top-tier verified activity	Premium rewards, VIP dining perks, exclusive events, partner experiences

SECTION 17

Merchant Dashboard

The merchant dashboard is a core differentiator in the TASTEE value proposition. It gives restaurants a centralized, real-time view of TASTEE activity without requiring any crypto expertise from the operator. All values display in USD equivalent alongside token balances, preserving operational simplicity.

Dashboard Core Features

- View TASTEE payments in real time with USD equivalent display
- Manage settlement preferences: hold, stablecoin, SOL, or fiat options
- Launch cashback campaigns and define reward percentages by campaign
- Track customer engagement, check-ins, reviews, and redemptions
- Stake TASTEE for directory visibility and network benefits

Advanced Merchant Tools

- Access promotional campaign tools and sponsored challenge creation
- Export accounting-ready reports for tax and reconciliation purposes
- Monitor loyalty tier distribution across the active customer base
- View campaign performance analytics and ROI reporting
- Manage Founding Restaurant Partner status and benefits tracking

SECTION 18

Customer App & TASTEE Wallet

The TASTEE customer application is designed for mainstream diners, not only crypto users. Every feature is built around simplicity. The customer always understands what their rewards are worth in USD. Crypto infrastructure operates entirely behind the scenes, creating a native loyalty experience that happens to be powered by blockchain.

Wallet Core Features

- TASTEE wallet with USD equivalent balance display at all times
- QR code scanner for restaurant payments and check-ins
- Restaurant discovery directory with verified partner listings
- Cashback history and rewards balance tracking in real time
- Gamified dining challenges, streaks, and active missions

Engagement Features

- Loyalty tier status and progress visualization toward next tier
- Referral dashboard with earnings tracking and share tools
- Staking features and future governance participation
- Complete transaction history with merchant and reward details
- Push notifications for rewards, challenges, and exclusive promotions

Supported wallets include Phantom, Solflare, and Backpack, ensuring broad compatibility with the existing Solana ecosystem. The native TASTEE wallet experience is designed to abstract wallet management entirely for mainstream users who prefer a simpler interface.

SECTION 19

DAO & Governance

TASTEE governance is designed to activate progressively, preventing premature decentralization while establishing a credible path toward community control. In the early stage, governance is managed by a multi-signature treasury structure using Squads Protocol on Solana.

Treasury Authority	3-of-5 Squads multi-sig controls treasury, liquidity, program upgrades, and major configuration changes.
Emergency Controls	2-of-3 limited multi-sig enables emergency pause of critical contract functions.
Phase 4+ DAO	Reward emission schedules and cashback rates subject to governance vote.
Phase 4+ DAO	Restaurant campaign budgets, DAO match ratios, and burn rate adjustments.
Phase 4+ DAO	Staking reward rates, tier thresholds, and partner grant approvals.
Phase 4+ DAO	Liquidity support parameters and regional expansion incentive programs.
Transparency	Public treasury wallet addresses and periodic financial reporting.

SECTION 20

Revenue Model

TASTEE is designed with multiple revenue streams that reinforce the ecosystem without relying exclusively on token appreciation. This positions TASTEE as an operating fintech ecosystem with a durable commercial foundation. Revenue diversification provides a more stable long-term trajectory than token transaction volume alone.

Revenue Stream	Description	Stage
Transaction Fees	Network fee distributed on every TASTEE payment processed	Phase 3+
Merchant SaaS	Dashboard, analytics, loyalty tool, and reporting subscriptions	Phase 3+
Featured Placements	Restaurant directory and in-app promotion boosts paid in TASTEE	Phase 3+
Campaign Tools	Sponsored challenges, shout-out bonuses, and limited-time offers	Phase 4+
Partner Sponsorships	Co-branded campaigns with food brands, suppliers, and distributors	Phase 4+
Dining Pass NFTs	Premium NFT passes granting VIP dining access and exclusive perks	Phase 4+
Settlement Revenue	Partner revenue share from off-ramp and stablecoin integrations	Phase 4+
B2B Integrations	Future supplier, procurement, and hospitality sector payment fees	Phase 5

SECTION 21

Compliance Framework

TASTEE is positioned as a utility token used for restaurant payments, rewards, staking benefits, and ecosystem participation. All public-facing language emphasizes utility, ecosystem access, payment functionality, and network participation rather than investment return expectations. The project is committed to a compliance-first approach at every stage.

Token Classification

Legal review of token classification and sale structure is required prior to any presale launch. Counsel review of applicable securities, commodity, and money transmission regulations by jurisdiction.

Disclosure Standards

Clear token purchase terms and risk disclosures in all buyer-facing materials. No guaranteed return language in any public-facing or investor-facing communications.

KYC / AML

Know Your Customer and Anti-Money Laundering procedures implemented where required by applicable jurisdiction. Jurisdictional restrictions applied as necessary and reviewed with legal counsel.

Smart Contract Security

Third-party security audits by qualified firms required before mainnet deployment. No production wallets or multisigs established without audit clearance.

Treasury Transparency

Public treasury wallet addresses and periodic reporting on fund allocation and deployment status.

Merchant Compliance

Tax reporting tools provided to support operator compliance obligations. Settlement options designed to support standard accounting and reconciliation workflows.

Risk Disclosure

Digital assets involve risk, including possible total loss. This document is for informational purposes only and does not constitute financial, investment, legal, or tax advice. Token value may be affected by market, regulatory, technical, and execution risks. Nothing in this document constitutes a guarantee of profit, a risk-free opportunity, or a promise of any exchange listing or price appreciation. Participation in any presale or token purchase is subject to applicable laws and the terms of sale governing each round.

SECTION 22

Development Roadmap

TASTEE launches in five structured phases, each building on the infrastructure and adoption established by the prior stage. The roadmap is designed to achieve production-ready payment and reward functionality before pursuing scale. Milestones within each phase may be pursued in parallel where resources and team capacity allow.

PHASE 1 | FOUNDATION

Months 1 through 5

- Token creation, SPL deployment, and mint authority revocation on Solana mainnet
- Main website (tastee.tech) and presale website build and launch
- Whitepaper publication, legal and compliance framework establishment
- Presale infrastructure build: smart contracts, wallet integrations, round management
- Brand development, visual identity system, and marketing asset library
- Community building: Twitter/X, Telegram, Discord, and early supporter program
- Founding Restaurant Partner outreach and pre-onboarding campaign
- 3-of-5 Squads multi-sig treasury establishment and production wallet setup

PHASE 2 | EARLY ADOPTION

Months 4 through 8

- Founding restaurant partner onboarding and verification
- Early supporter and ambassador program activation
- QR code payment prototype deployment with Founding Restaurant Partners
- Influencer and food content creator campaign launch
- Presale rounds execution: Pre-Seed through Presale 3
- Merchant dashboard beta release for Founding Restaurant Partners
- Community growth milestones: social followers, wallet holders, and partner count
- Third-party smart contract security audit and public report publication

PHASE 3 | MVP LAUNCH

Months 6 through 12 (TGE at Month 5)

- Token Generation Event (TGE) and initial DEX listing at target price
- Customer wallet and TASTEE app beta release for iOS and Android
- QR payment system live at all Founding Restaurant Partner locations
- Core rewards program activation: cashback, check-ins, and review rewards
- Merchant dashboard full release with settlement preference management
- Initial DEX liquidity pool deployment and exchange listing management
- Gamified challenge system launch: streaks, missions, and social rewards
- Referral program activation and tier system enforcement

PHASE 4 | ECOSYSTEM GROWTH

Months 10 through 18

- Mobile app full release with complete rewards and gamification feature set
- Restaurant staking program activation with directory visibility rewards
- DAO governance activation with initial community voting on key parameters
- Advanced merchant tools: sponsored campaigns, featured placements, and analytics
- Expanded restaurant partner network: city-by-city and regional rollout strategy
- B2B partnership discussions with POS providers (Toast, Square, Clover, Lightspeed)
- Dining Pass NFT program launch for premium loyalty tier participants
- Second and third exchange listing applications and expanded liquidity management

PHASE 5 | SCALE

Month 18 and Beyond

- POS platform integrations delivering native checkout experience at scale
- National restaurant rollout strategy execution with regional team expansion
- B2B payment integrations for supplier and procurement use cases
- International market entry beginning with highest-opportunity dining markets
- Enterprise restaurant group and hospitality chain partnership development
- Food delivery service integration and off-premise dining rewards extension
- Advanced DeFi features: lending, yield strategies, and institutional staking
- Full DAO governance transition with elected community council

SECTION 23

Why TASTEE Can Win

TASTEE has a strong structural opportunity because it is aligned with real consumer behavior and real merchant needs. People already dine out. Restaurants already need loyalty tools. Customers already expect rewards. Merchants already want lower fees and better marketing reach. TASTEE layers tokenized incentives on top of existing behavior rather than asking participants to change what they do.

✓ No Behavior Change Required	Diners eat at restaurants as a matter of daily life. TASTEE rewards behavior they are already doing, creating adoption with zero friction.
✓ Dual-Side Value Creation	Both diners and restaurants gain measurable, independent benefits. Adoption pressure comes from two directions simultaneously, accelerating network growth.
✓ Open Network Effects	Every new restaurant and diner strengthens the network value for all existing participants. The more the network grows, the more valuable it becomes.
✓ Utility Before Speculation	Real payment and loyalty mechanics create organic demand for the token independent of speculative interest, establishing a commercial use floor.
✓ Deflationary Architecture	The 1% burn per transaction creates permanent supply reduction as network activity grows, creating a compounding deflationary effect over time.
✓ Multi-Revenue Commercial Model	Transaction fees, SaaS subscriptions, campaign tools, and featured placements create revenue diversification independent of token price.
✓ Mainstream-Friendly User Experience	TASTEE hides crypto complexity. Diners see cashback in USD. Restaurants choose settlement formats they understand. Crypto is invisible.
✓ First-Mover Positioning	No other utility token has established a dominant position in the restaurant loyalty and payment category at scale. The market is open.

SECTION 24

Conclusion

TASTEE is building a new payment and rewards layer for the global restaurant industry. By combining Solana-based payments, QR code checkout, tokenized loyalty, gamified dining engagement, social reward mechanics, flexible merchant settlement, dashboard analytics, and DAO-controlled incentives, TASTEE has the potential to become the universal dining rewards ecosystem connecting restaurants and diners around the world.

For diners, TASTEE makes loyalty real, tradeable, and personally owned. For restaurants, TASTEE creates a lower-friction payment and marketing platform requiring minimal technical investment while providing measurable customer retention and campaign ROI. For the broader crypto market, TASTEE creates practical, everyday utility connected to one of the most universal human behaviors: dining.

TASTEE is not just a token. It is the future of dining rewards.

Earn While You Eat.™

Join the future of restaurant payments and dining rewards.

tastee.tech • \$TASTEE • Solana Network

This whitepaper is a living document and may be updated as the TASTEE project evolves. The most current version will always be available at tastee.tech. All forward-looking statements are subject to market conditions, regulatory environment, technical feasibility, and execution risk. Nothing in this document constitutes financial advice or a guarantee of any specific outcome.