

CALLIT

Predict. Bet. Flex.

WHITEPAPER v1.0 · \$CALL Token · Built on Base

The Social Prediction Market

Where your predictions earn status, rewards, and a reputation that follows you on-chain.

 **DISCLAIMER**

This document is for informational purposes only. It does not constitute financial or investment advice. Participation in blockchain-based protocols carries inherent risk. Please do your own research.

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1. EXECUTIVE SUMMARY

Callit is the social prediction market built for the on-chain generation. It combines the addictive scroll mechanics of TikTok with the financial engagement of platforms like Polymarket — creating the first prediction market where your friends, your reputation, and your track record all live in one place.

Prediction markets — platforms where people bet real money on the outcome of real-world events — have proven their product-market fit. Polymarket processed over \$8 billion in trading volume in 2024. Kalshi received federal regulatory approval in the United States. The infrastructure is mature. The demand is clearly there.

But every existing platform has the same blind spot: they are financial tools dressed up as apps. They have no social layer. No friend groups. No feed. No way to see what the people you trust think will happen next. You use them alone, in silence.

Callit fixes this. We are building the social graph on top of proven prediction market infrastructure. You scroll a personalised feed of live markets. You see your friends' positions in real time. You chat on every post. You create your own pools with your group. And your prediction record — every call you have ever made — lives permanently on-chain for everyone to see.

\$CALL is the native token that makes this economy work. It rewards accuracy, reduces fees for active participants, powers pool creation, and gives early believers a direct stake in the growth of the protocol.

The Callit Thesis in One Paragraph

Prediction markets have found their audience but lost their retention. The reason is simple: there is nothing social about them.

Callit adds the social layer — a TikTok-style feed, friend groups, live chat, and a reputation system — on top of Polymarket's deep market infrastructure.

\$CALL is the token that aligns incentives across every participant and turns accuracy into social capital.

We are launching \$CALL before the app ships, following the proven points-to-token playbook used by Blur, Friend.tech, and Pump.fun.

2. THE PROBLEM WE ARE SOLVING

Prediction markets work. The social experience around them does not.

Prediction Markets Lack Social Infrastructure

Today's prediction market platforms — Polymarket, Kalshi, Manifold — are built like financial terminals. They show you a list of markets, some odds, and a place to put money. That is the entire experience. There is no feed algorithm surfacing what is trending. There is no way to see what your friends think. There is no community around individual markets. There is no reputation system for people who are consistently right.

The result is that prediction markets feel transactional, not engaging. Users come for a major event — an election, a crypto price call, a sports final — and leave when it resolves. There is no reason to stay. No community has formed. No habit has been built.

Social Media Has Engagement But No Stakes

On the other side, social media platforms are the most engaging products ever built. TikTok's feed algorithm is genuinely addictive. Twitter's real-time debate is compelling. But all the opinions being shared — all the hot takes, all the predictions, all the confident statements about what will happen next — carry no financial accountability. Anyone can say anything. There is no skin in the game.

Callit bridges these two worlds. It takes the financial accountability of prediction markets and wraps it in the social mechanics that actually drive retention: a personalised feed, friend groups, live comments, and a public track record.

The Gap in Plain English

Polymarket: great markets, no social layer, users churn after each event resolves.

Twitter / X: great engagement, no financial accountability, hot takes have no consequences.

Callit: market-grade prediction infrastructure + TikTok-style social experience + on-chain reputation.

Nobody else is building this. That is the opportunity.

3. MARKET OPPORTUNITY

Three converging trends make now the right moment to build Callit.

3.1 Prediction Markets Are Exploding

Polymarket facilitated over \$8 billion in trading volume during the 2024 election cycle alone. Kalshi became the first CFTC-licensed prediction exchange in the United States, opening the door to institutional legitimacy and mass-market credibility. The total addressable market for prediction markets is estimated to reach \$75 billion by 2028 as regulatory clarity improves globally.

This growth is happening without any meaningful social product. The platforms driving billions in volume offer essentially the same experience as a stock trading terminal. The ceiling for social-first prediction markets has not even been approached.

3.2 Crypto Consumer Apps Are Arriving

Base — Coinbase's L2 network — has emerged as the leading destination for consumer crypto applications. Transactions cost fractions of a cent. Coinbase's 100 million registered users have a direct onramp. The ecosystem is growing faster than any other L2. Callit is built natively on Base, positioned at the centre of this wave.

Friend.tech demonstrated that social + crypto creates powerful viral loops. Pump.fun proved that points-to-token mechanics drive explosive early growth and deep community ownership. Blur showed that token-based fee rewards build loyal, high-volume user bases. Callit combines all three of these playbooks into a single coherent product.

3.3 Competitive Landscape

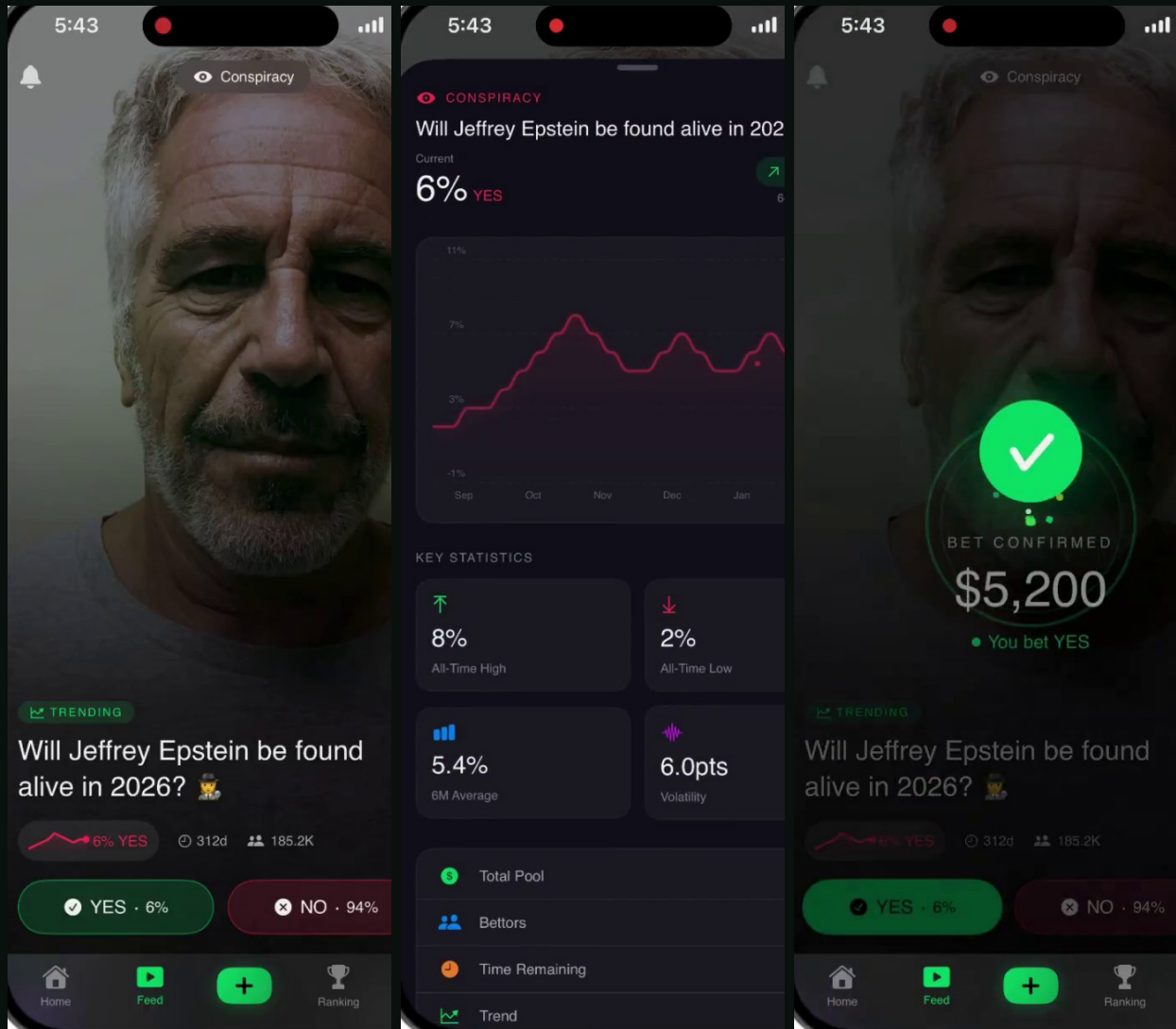
Platform	Prediction Markets	Social Feed	Friend Pools	On-Chain Reputation	Token
Polymarket	✓ Deep & liquid	✗ None	✗ None	✗ None	✗ None
Kalshi	✓ CFTC Regulated	✗ None	✗ None	✗ None	✗ None
Manifold	~ Play money only	~ Minimal	~ Basic	~ Basic	✗ None
Callit	✓ Polymarket-	✓	✓ On-chain	✓ On-chain	✓ \$CALL

	powered	Algorithmic			
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No platform today combines all five of these capabilities. That is Callit's defensible position.

4. THE CALLIT PRODUCT

Callit is a mobile-first application where prediction markets meet social media. Here is what it looks like — and why each piece matters.



The Feed — scroll live markets with social signals

Market Detail — odds history, stats & community data

Bet Confirmed — one-tap placement, instant feedback

4.1 The Feed — Your Personalised Prediction Timeline

The core of Callit is a vertically scrollable feed of live prediction markets. Every card shows the market question, current odds, time remaining, friend activity, comment count, and engagement metrics. It feels familiar — because it was designed to. The scroll mechanic, the social signals on every post, and the

algorithm that surfaces what is relevant to you are all borrowed from the playbook that made TikTok the most engaging app ever built.

What makes Callit's feed different from a standard social media feed is the stakes. Every piece of content in the feed is a live market. Every opinion can be backed with real money in a single tap. The psychological tension of seeing that 142,000 people have commented on a market — and that your friend is already positioned — is unlike anything in social media today.

How the Feed Algorithm Works

Every market in the feed receives a score every few minutes, calculated from three weighted signals:

Signal	Weight	What It Measures
Social Score	40%	Friends with active positions, recent comments, token boosts by people you follow
Market Score	35%	Hourly volume momentum, odds movement, urgency as close date approaches
Relevance Score	25%	Your category history, engagement patterns, interest graph built over time

New users are not left with an empty feed. At onboarding you pick five interest categories — Sports, Crypto, Politics, Pop Culture, Finance — and the app immediately surfaces trending markets in those areas. The feed personalises itself over your first ten interactions, exactly as TikTok's For You page does.

4.2 Three Feed Tabs for Different Moods

Tab	How It Works	Why It Exists
For You	Full algorithmic score — personalised to your history and social graph	Your main feed. The experience that keeps you coming back.
Friends	Only markets your friends are active on, shown chronologically	See what your circle is betting on right now, in real time.
Trending	Pure market score — highest volume and fastest-moving odds globally	Discover what the whole network is focused on today.

The Friends tab is not a nice-to-have. It is the reason the social graph matters. When you can see that someone whose opinion you respect has taken a significant

position on a market, it changes how you engage with that market. This is the social proof mechanic that prediction markets have never had.

4.3 Friend Groups & Live Chat

Users create private friend groups — invite-only circles where all betting activity, positions, and results are shared. Every market post has a live comment thread. You can react, reply, and debate in real time while the market is live. This is the group chat you are already having about the game, the election, or the crypto move — but now it is structured around a live market that you all have skin in.

Friend group activity is one of the strongest signals in the feed algorithm. If five people in your group are active on a market, it will surface prominently in your For You tab, regardless of whether you would have found it otherwise.

4.4 Friend Pools — Create Your Own Markets

Beyond the professional markets sourced from Polymarket, any Callit user can create a custom prediction pool and share it with their friend group. Friend pools are the feature that transforms Callit from a social wrapper on an existing product into a genuinely new category.

Creating a pool requires staking \$CALL tokens. This is the accountability mechanism — not voting, not reputation points, but real financial skin in the game. If you create a pool and resolve it honestly, your stake is returned with a small reward. If the group disputes your resolution and the dispute is upheld, your stake is slashed. Honesty is incentivised. Cheating is expensive.

Friend Pool Flow — Step by Step

- A user proposes a pool: a question, two or more outcome options, a closing date, and a \$CALL stake from their own wallet.
- Friends in the group see the pool in their Friends tab and choose to participate, betting USDC or \$CALL.
- When the event resolves, the pool creator submits the outcome.
- The group has a 24-hour dispute window. If no dispute is raised, funds are distributed automatically.
- If a dispute is raised, protocol arbitration reviews the evidence. A successful dispute slashes the creator's stake and distributes it to participants.
- Honest resolution returns the creator's stake plus a small \$CALL reward from the protocol treasury.

4.5 On-Chain Reputation — Your Prediction Record

Every bet you place on Callit — whether on a Polymarket oracle market or a friend pool — contributes to your on-chain prediction record. Your win rate, total volume, category performance, longest streak, and biggest correct call are all permanently visible on your public profile.

This is social capital made financial. A user with a 74% win rate on crypto markets over 200 predictions is a genuinely valuable signal. Their activity is weighted more heavily in the feed algorithm. Other users follow their positions. Their commentary in market threads carries more credibility. Accuracy becomes a form of status — and status drives engagement.

5. HOW \$CALL WORKS — TOKEN ECONOMICS

\$CALL is the native token of the Callit protocol, deployed on Base. This section explains what it does, why you would want to hold it, and how its supply is designed to remain scarce as the platform grows.

5.1 What Is \$CALL? (For Everyone)

Think of \$CALL as a membership token for the Callit ecosystem. Holding it gives you access to reduced fees when you bet. Staking it to your profile gives you even lower fees and the ability to create your own prediction pools. Spending it boosts your pools to the top of other people's feeds. And winning bets earns you more of it.

It is also a social signal. Your \$CALL balance, staking history, and win record are all visible on your public profile. Early participants who build large positions and strong prediction records will be the most visible, most followed accounts on the platform.

5.2 The Fee Discount — Why Bettors Need \$CALL

Every bet placed on Callit carries a small protocol fee. This fee is how the protocol generates revenue. But \$CALL holders pay significantly less — and the more committed they are, the bigger the discount.

Tier	How You Qualify	Fee Rate	What This Means in Practice
Standard	No \$CALL required	3.0%	Pay \$3 on a \$100 bet
Discounted	Pay your fee in \$CALL at current price	1.5%	Pay \$1.50 on a \$100 bet — you save 50%
Staked	Lock \$CALL to your profile long-term	0.75%	Pay \$0.75 on a \$100 bet — you save 75%

Fees are always quoted in US dollar value. When you pay with \$CALL, the protocol calculates how many \$CALL tokens equal the fee amount at the current market price. This means your discount is always predictable regardless of token price — the same mechanism that powers Binance's BNB fee discount, one of the most successful utility token models in crypto history.

The more you bet, the more fees you save by holding \$CALL. For a frequent user placing \$10,000 of bets per month, the difference between standard fees and staked fees is \$225 per month — real money, not theoretical value.

5.3 Full \$CALL Utility Map

Utility	How It Works	Token Flow
Fee Discount	Pay fees in \$CALL instead of USDC — 50% cheaper	50% burned, 50% to treasury
Staked Discount	Lock \$CALL to profile permanently — 75% cheaper fees	Tokens leave circulation while staked
Pool Creation	Stake \$CALL to create a friend pool — stake returned on honest resolve	Locked, slashable on dispute
Feed Boosting	Spend \$CALL to promote your pool higher in the feed	100% burned — permanent sink
Win Rewards	Protocol distributes \$CALL to winning bettors from treasury	Emitted from treasury reserve
Social Status	Balance, wins, and staking history visible on public profile	Non-financial — drives demand through status

5.4 Token Supply & Distribution

Total supply is fixed at one billion \$CALL. No additional tokens can ever be minted. The distribution is designed to reward the community most heavily, with team tokens locked on-chain for two years.

Allocation	%	Tokens	Vesting Schedule	Purpose
Community & Airdrop	30 %	300,000,000	Points convert at TGE — 6-month linear vest	Early users, waitlist, referrals
Protocol Treasury	25 %	250,000,000	Emitted over 4 years — DAO controlled	Win rewards, ecosystem grants
Team	20 %	200,000,000	6-month cliff — 2-year linear vest, on-chain	Founding team allocation
Liquidity	15 %	150,000,000	Locked at TGE via Unicrypt — 1 year	DEX trading pairs at launch
Investors & Advisors	10 %	100,000,000	6-month cliff — 1-year linear vest	Strategic partners

Every single allocation except liquidity is subject to a vesting schedule enforced on-chain. There is no mechanism for any party — including the founding team — to access tokens before their vesting schedule completes. This is publicly verifiable on Base from day one.

5.5 How Token Value Grows With the Platform

Token economics only work if there is a clear, logical connection between platform usage and token demand. Callit's model creates this connection through three mechanisms working simultaneously:

1. Growing Demand From Usage

Every active bettor on the platform has a direct financial incentive to hold \$CALL — they save money on every single bet. As the user base grows, fee-paying activity grows, and demand for \$CALL grows with it. This is not speculative demand. It is demand created by the product working as intended.

2. Shrinking Supply Through Burns

Every time a fee is paid in \$CALL, 50% of those tokens are sent to a burn address — permanently destroyed. Every time a user boosts a pool in the feed, 100% of those tokens are burned. Over time, regular platform usage continuously reduces the total supply of \$CALL, creating deflationary pressure that grows alongside the platform.

3. Buyback and Burn From Protocol Revenue

The protocol collects fees in USDC from standard-tier users. Each month, 20% of this USDC revenue is used to purchase \$CALL tokens on the open market and burn them. This creates a direct link between the protocol generating real revenue and the token becoming more scarce. The more the platform earns, the more tokens are removed from supply.

The Flywheel — How It All Connects

Morebettors → more fee revenue → more \$CALL demand from discount seekers

More \$CALL usage → more burns → decreasing supply

More revenue → more buyback & burn → additional supply reduction

Token appreciation → early holders rewarded → more word-of-mouth growth

More users → more friend pools → more pool creation stakes → more \$CALL locked

5.6 Points System — Earning Before the Token Launches

\$CALL will be launched before the app is fully built, following the proven playbook used by multiple successful crypto projects. During the pre-launch period, the app

will run a points system that mirrors all token mechanics exactly — but as points rather than on-chain tokens.

Points are earned by winning bets, creating and honestly resolving pools, and referring new users. At the Token Generation Event (TGE), every user's points balance converts to \$CALL at a fixed rate, with a six-month linear vesting schedule. This vesting is critical — it prevents early participants from immediately selling their entire allocation and creating downward price pressure on launch day.

Anti-Farming Measures — Protecting Early Participant Fairness

Phone number verification required before any points can be earned.

Points are weighted by prediction quality, not just volume — betting small amounts repeatedly is not rewarded.

Per-wallet conversion cap at TGE prevents any single address from holding disproportionate supply.

Bitcoin Passport integration available for enhanced Sybil resistance.

6. TECHNICAL ARCHITECTURE

Callit is built to be fast, cheap, and accessible. Every technical choice is made with user experience as the primary constraint — crypto-grade security and transparency, with Web2-grade onboarding friction.

6.1 Why Base?

Base is Coinbase's Layer 2 network, built on the OP Stack and secured by Ethereum. It processes transactions for fractions of a cent — essential for a social app where users may interact dozens of times per session. It also has direct integration with Coinbase's 100 million registered users, providing a massive potential distribution advantage. Callit is built natively on Base from day one.

6.2 System Architecture Overview

Layer	Technology	What It Does
Mobile Application	React Native (iOS + Android)	Single codebase for both mobile platforms — reduces development time and keeps feature parity
Social Backend	Supabase	Handles authentication, friend groups, real-time chat, feed metadata, and notification infrastructure
Smart Contracts	Solidity on Base	Manages friend pool escrow, \$CALL staking, fee routing, vesting, and token mechanics
Market Data	Polymarket API	Sources all main-feed prediction markets, live odds, resolution data, and historical statistics
Wallet & Auth	Privy	Enables email and social login while invisibly creating a Base wallet in the background
Token Launch	Bonding curve on Base	Progressive price discovery at TGE — earlier buyers get better prices, rewards community
Liquidity Lock	Unicrypt	Publicly verifiable locked liquidity — removes ability to drain trading pairs after launch

6.3 Smart Contract Architecture

Callit's on-chain logic is divided into four discrete contracts, each with a single responsibility. This separation reduces attack surface and makes each contract easier to audit independently.

Friend Pool Contract

Accepts bets, holds funds in escrow, enforces the staking requirement for pool creation, executes slash logic on upheld disputes, and distributes winnings minus protocol fees on resolution. The contract records the creator's stake at the moment of pool creation — this snapshot prevents last-minute stake inflation to avoid slashing.

Fee Router Contract

Every bet on Callit flows through the Fee Router before reaching the Friend Pool Contract. The router reads the bettor's staking tier, applies the correct fee rate, converts \$CALL fee payments to USD value using a price oracle, and routes funds appropriately — 50% of \$CALL fees to burn, 50% to treasury, all USDC fees to treasury multisig.

Staking Contract

Manages all \$CALL stakes linked to user profiles. Maintains historical snapshots used for fee tier determination and dispute resolution. Enforces all vesting schedules — team, investor, and points-converted allocations — with no admin override capability.

\$CALL Token Contract

Standard ERC-20 with an additional burn function. Minting authority is held exclusively by the treasury multisig and can only be exercised within the bounds of the published emission schedule, which is hardcoded into the contract and cannot be modified.

6.4 Security Model

All Callit smart contracts will be professionally audited before any mainnet deployment. The project will conduct a public audit contest through Code4rena or Sherlock — open to hundreds of independent security researchers — in addition to a private audit. Both full reports will be published before TGE.

The protocol treasury and all admin functions are protected by a 3-of-5 multisig wallet. No single individual can move protocol funds, upgrade contracts, or change

protocol parameters. Multisig wallet addresses will be published and monitored publicly.

6.5 Onboarding — Invisible Crypto

The single biggest barrier to crypto adoption is the onboarding experience. Callit eliminates it. Users sign up with their email address or social account via Privy. A Base wallet is created silently in the background. The user never sees a seed phrase, a gas fee warning, or a network selector unless they actively choose to access their wallet directly.

This means a user with no crypto experience can download Callit, create an account in under two minutes, and start interacting with on-chain prediction markets without knowing they are doing anything on-chain. The crypto infrastructure is real and transparent for those who want to inspect it — but invisible for those who do not.

7. ROADMAP

Callit launches token-first, following the community-building playbook that has proven most effective in crypto. The app ships within eight weeks of TGE — fast enough to retain the community built during the launch.

Phase 1 — Pre-Launch & Community (Weeks 1–8)

Build the Audience Before the Product Ships

- Waitlist launches with points airdrop promise — early signups earn \$CALL at TGE
- Points system goes live — users can start earning by engaging with the community
- X/Twitter and Discord presence established — prediction content, community engagement
- Smart contract development begins with security-first approach
- Whitepaper, tokenomics, and legal review completed
- Private audit engagement initiated

Phase 2 — Token Generation Event (Week 8–12)

\$CALL Launches on Base

- \$CALL token deployed on Base via bonding curve — progressive price discovery
- Points convert to \$CALL with 6-month linear vesting schedule
- Liquidity locked via Unicrypt — publicly verifiable and time-locked
- Team and investor vesting contracts deployed on-chain — fully transparent
- Smart contract audit reports published in full
- Staking goes live — users can immediately stake for fee tier benefits

Phase 3 — App Launch (Weeks 12–20)

The Social Layer Ships

- Mobile app launches on iOS and Android (React Native)
- Polymarket feed live — scrollable markets with social metadata
- Friend groups and real-time chat on all market posts
- Fee discount tiers active on-chain — \$CALL holders immediately save money
- Friend pools live with on-chain staking and dispute logic
- Privy wallet integration — email login with invisible wallet creation
- On-chain reputation and public prediction profiles

Phase 4 — Growth & Scale (Months 6–12)

Building the Network Effect

- Feed algorithm v2 with machine learning personalisation
- Feed boosting with \$CALL — creators promote pools, tokens are burned
- Monthly buyback and burn begins — protocol revenue flows to token scarcity
- Referral programme powered by \$CALL rewards from treasury
- Leaderboards, achievement badges, and prediction streaks
- CEX listing conversations begin
- Community pool categories — Sports, Crypto, Culture sub-feeds

Phase 5 — Decentralisation (Year 2)

Handing the Protocol to Its Community

- DAO governance live — \$CALL holders vote on featured markets and protocol parameters
- Decentralised dispute resolution via UMA Protocol integration
- Kalshi API integration for regulated US market access

→ SDK for third-party pool creation and integration

→ Legal entity formation if triggered by exchange listing requirements or institutional inbound

→ Secondary market for open friend pool positions

not do so before it is necessary — both for the protection of the project and in line with our values as a decentralised protocol.

Make your call.

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