



A marketplace *for advertisers* to harness AI prompts.

The Honeycomb Chair by Thomas
...the hexagonal shape of honey
...a natural solution to the challenge
...lightweight **chair**. The chair
...shape provides both structure and

KRYLBO

Chair, Tonerud blue

Chairs

Interior

Home

\$90
\$120

-20%

See More

+20 AGT

Ad by IKEA



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Introduction

As AI — particularly large language models (LLMs) embedded in chatbots — increasingly become the primary source for answers, recommendations, and discovery, traditional search engines and their ad-driven models are poised to face major disruption.

Users, especially those paying for premium LLM services, expect ad-free experiences, while free users are increasingly concerned about privacy, leaving little room for the advertising market.

Prompting an AI assistant is poised to become the new way to do research on a multitude of topics. Therefore AI Engines will become the new ‘Google’ – tapping into the gigantic search market valued at USD 185392.20 million.¹

This projected behaviour change puts more emphasis on the importance building a network for advertisers to harness the traffic on AI chatbots.

Furthermore as, with Apple's partnership with OpenAI, AI agents are poised be integrated at the core level of every technical device sold, making them a new core piece of technology.

Missing integration of prompt specific advertisement leaves the advertisement industry missing out on highly motivated buyers and cuts deep into their business model and current market.

Additionally to the limitation in basic implementation of an ad market, current large language models (LLMs) themselves struggle to provide accurate, real-time information on product pricing and availability as well as a market for advertisers to compete on.

Flamingo aims to address these issues by offering a unique open platform that integrates seamlessly with chatbot conversations, providing exclusive, real-time deals that help users save money and discover new opportunities. By shaping a competitive advertisement market as a layer two plugin for AI services, Flamingo positions itself as a key player to transition the enormous search market to AI interactions in a playful non-intruding way.

1. <https://uk.pcmag.com/the-why-axis-serie/146384/when-will-chatgpt-replace-search-engines-maybe-sooner-than-you-think>

2. <https://www.technologyreview.com/2025/01/06/1108679/ai-generative-search-internet-breakthroughs/>

Introducing Flamingo

To solve this problem Flamingo introduces a competitive advertisement market for advertisers to be seamlessly integrated in today's most used AI platforms. For users, Tantile delivers valuable deals, seamlessly integrated and highly targeted to not disrupt the users workflow with the AI tooling.

Our Platform, 'Flamingo', offers Advertisers the ability to target users' interaction on certain topics on specific LLMs and compete for advertising slots. Advertisements on prompts and responses are highly targeted and custom for the user, while keeping them sleek and hidden within the context of the LLM's output.

Example:

A User searching for
guidelines on how to replace
iPhone screens

Q How to | ...



Flamingo will provide 'on-hover' ads in the LLMs response to our deal-partners placing exclusive deals to allure the user to check out new phones.

Instead of providing only general information on where to buy for example an iPhone, Flamingo can provide actual deals that are available immediately and make them blend with the content.



Tab into the billion dollar *AI-chatbot Market* with AI driven contextualized AI Offers,.

These deals are hidden, making them appealing to users in a non-intrusive way. Curious users expect something helpful before steering towards the highlighted section, then to be met with a unique deal tailored to their prompting.

Offers on Flamingo are not only the normal prices or rates, they are exclusive deals put in Flamingo by third parties using our advertising network. Using Flamingo not only shows the normal deals therefore, it gives the user the opportunity to discover a better deal and 'save money on the go'.

Deals are hidden and exclusive, - *precisely tailored* to their search



This is crucial as the user might not want to be spammed with regular uninteresting products and rates. However, by showing the user only targeted deals where he is able to save money and discover something which he didn't know already, makes Flamingo attractive to use.

Deals on Flamingo will furthermore use the company's ad-budgets to redistribute some value back to the users, making our hidden ads even more attractive to users.

Earn *rewards* by interacting and exploring.



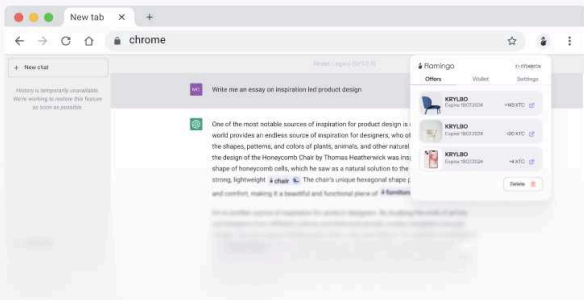
Flamingos products include our advertiser platform with natural language input, the user-facing- plugin and its interaction with AI products both engineered for web and mobile as well as our own deal focused LLM, that searches the web and our deal databases in real time for accurate and up to date pricing info and deals. The latter is aimed at users more heavily interested in uncovering deals, while the first product is to be used as a dormant add on to simplify life.

AI Advertiser Platform (Natural Language Input)

The screenshot shows a dashboard titled "Manage Your Deals & Ads" with a search bar and a "Last 7 days" filter. Below this, there are two sections: "Deals" and "Ads". The "Deals" section contains a table with columns: Deal Name, Status, Revenue, Impressions, Clicks, Page Views, Conversions, and CR. The "Ads" section shows a list of ad campaigns with columns: Ad Name, Status, Revenue, Impressions, Clicks, Page Views, Conversions, and CR.

Deal Name	Status	Revenue	Impressions	Clicks	Page Views	Conversions	CR
2% Cashback on Apple Devices...	Running	\$4500.00	15,000	523	63,363	5,335	1.24%
2% Cashback on Furniture...	Stopped	\$302.20	23,000	12	1,363	235	0.02%

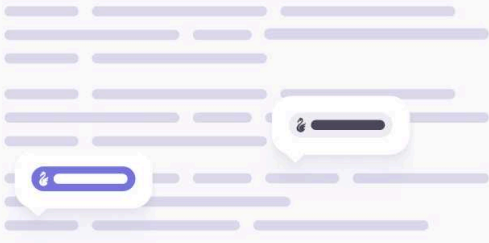
Web Plugin



Operating System Plugin

The screenshot shows a chat interface with a "You" bubble and a "ChatGPT" bubble. The "You" bubble contains the text "Tell me about Thomas Heatherwick". The "ChatGPT" bubble contains the text "The design of the Honeycomb Chair by Thomas Heatherwick was inspired by the hexagonal shape of honeycomb cells, which he saw as a natural solution to the challenge of creating a strong, lightweight chair. The chair's unique hexagonal shape provides both structure and comfort, making it a beautiful and functional piece of furniture."

Flamingo LLM



A closer look - Flamingo Workflow

Flamingo works in different ways, depending on the device of the user. Users are incentivized to use the add-on in addition to their LLM to discover custom deals and get caught up on products while on-the-go being involved with topics they like.

Desktop Browser Plugin

On desktop, a browser plugin can be installed that is monitoring the conversation between the user and the chatbot, supporting multiple common AI chatbots.

Based on the conversation, the Flamingo AI will underline the respective word or phrase where a deal was found or referenced with our advertising network. The user can hover with the mouse over the word and a popup with the deal appears, just like we have seen it with a multitude of successful extensions.

The popup shows all information about the deal at a glance with the option to directly redeem the deal or to view more information which will open a new browser tab.

It is also possible to turn on/off the plugin to stop monitoring the conversation if users want to have a private discussion with the AI.

Deepdive: Plugin at Operating System

Flamingo AI is seeking to collaborate with device manufacturers to integrate on deeper OS level, enabling a more seamless experience - especially for mobile operating systems.

Mobile App & Keyboard Plugin

Flamingo is revolutionizing the way you discover relevant deals with its innovative keyboard integration on iPhone and Android Phones. By leveraging cutting-edge technology, Flamingo seamlessly integrates with your favorite apps to scan your interactions and provide personalized deal recommendations in real-time.

01 **Smart Keyboard Integration:**

Flamingo offers a custom keyboard plug-in that you can install on your iPhone, adding to the default keyboard. As you type, Flamingo captures your text input and analyzes it to identify opportunities for relevant deals.

02 **AI-Powered Analysis:**

Utilizing advanced natural language processing (NLP) and machine learning algorithms, Flamingo processes your text through secure cloud-based servers. These algorithms understand the context and nuances of your interactions, ensuring that the recommendations are highly relevant and timely.

03 **Real-Time Recommendations:**

Flamingo's servers send back personalized deal suggestions directly to your keyboard interface (on phones). When interacting with AI platforms like ChatGPT, Flamingo highlights and underlines relevant deals without interrupting your workflow.

04 **Seamless App Integration:**

Flamingo can read responses from apps like ChatGPT by capturing the text displayed on your screen. When you receive a response from ChatGPT, Flamingo's integration scans the text, identifies keywords and phrases related to potential deals, and provides instant recommendations right within the app.

05 **Privacy and Security:**

Flamingo is committed to protecting your privacy. All text data is encrypted and processed with strict data privacy measures, ensuring your information is secure and used solely for enhancing your experience with relevant deal recommendations.

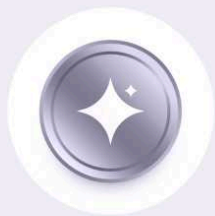
Users have full control over what apps to enable to capture the data and show deals. If an app is disabled, there will be strictly no data being shared with Flamingo servers.

With Flamingo's smart keyboard integration, discovering the best deals has never been easier. Enjoy personalized, real-time recommendations across your favorite apps, making every interaction an opportunity to save.

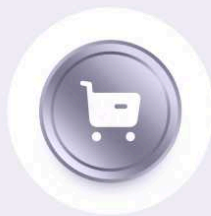
Deal LLM

Search our Deal database as well as other deals from the web by chatting to our purpose built AI.

The primary objective of this LLM is to enhance the shopping experience by providing users with personalized, context-aware suggestions that go beyond traditional search engines and e-commerce platforms. The model aims to present hidden deals, discounts, and exclusive offers by analyzing a vast array of online data sources, including e-commerce websites, social media, blogs, forums, and newsletters.



Highly *specific*
recommendations



Real-time *Deal*
Discovery



Natural *Language*
Queries



Cross-platform
Integration

For consumers, the LLM offers a more efficient and enjoyable shopping experience, while for retailers, it provides a powerful tool to reach highly targeted audiences and boost sales.

Flamingo Deal Types

We use the term ‘deals’ over ‘advertisements’ as it is our philosophy that users have to recognize these deals and offers as a net-benefit to their experience, not a hindrance. Furthermore it is to be noted that Flamingo is reliant on the satisfaction of its users in order to support the growth and usage of the network.

The Flamingo platform offers different types of deals. Deal types and their appearance are limited in order to not confuse users and keep the tool sleek and lightweight to use.

Cashback deals: By connecting to affiliate and referral platforms, as well as native advertisers Flamingo is able to offer cashback on earned commissions back to the user. This deal type is integrated as core deals into the platform without the need for third parties to create dedicated deals. Similar to cashback apps like ‘Rakuten’ or ‘.

Reduced rates: Many platforms offer their affiliates special rates for their products and services with the benefit that the end user saves money and the affiliate receives a commission as well. For example a website hosting service might charge \$9.99 per month regularly while users can get it for only \$6.99 for 12 months if they are being referred by a partner. Flamingo will be able to offer such reduced rates to its users and directly integrate it into the chatbot responses.

Dedicated deals: Companies can set up dedicated deals where they offer a product or service at a cheaper price compared to the regular price. Similar to deal apps like Groupon.

Attention Deals: Attention Deals reward the user for simple actions which can range from viewing certain content to completing certain tasks.

Relevancy of Flamingo deals

Users that are prompting the AI with phrases like “What is the best and cheapest hosting for my website?” are very likely to convert on a website hosting deal as they are actively searching for a hosting provider. Normal LLM answers are only comparing the user with the features of each provider.

The Flamingo plugin on purpose doesn't offer a search functionality to actively search for available deals on the Flamingo platform. This approach makes Flamingo to appear more secret and exclusive to the users as they only reveal deals by chatting with AI about topics they are interested in. It also prevents users from having a one time look about the deals and then moving on. It incentivizes people to keep the Flamingo plugins running to continue exploring deals.

Finding hidden deals becomes a 'hunt' and a user is curious what's behind the highlighted phrase while they interact with the AI model to solve their problems. Affiliated Ads can even go beyond a nice addition and complete the users search for a solution with actionable advice.

More Technical - Let's dive deeper on technology and features

Flamingo Large Language Model

In order to show the user the best deals based on their prompts, Flamingo is using a combination of regular keywords, AI and our custom LLM. Traditional ad networks usually show ads or deals based on user search queries and their keywords.

Flamingo follows another approach to use the full context of each chat and user.

Each advertiser can describe their deal in natural language to tailor it towards their audience. Our custom Flamingo LLM collects all meta data of the deal such as title, description, location, price, availability, user reviews, etc.

Flamingo also keeps learning based on user's individual behavior to be able to show deals that fit best to each user and their conversations.

Flamingo Ad Network

With the expansion of the Flamingo deal platform, there might be hundreds or thousands of similar deals available. While the Flamingo LLM checks each detail of the deal to show it to the best converting user, deal creators also have the ability to bid on the slots for their deals.

Similar to ad networks like Apple Search Ads where there is only space for one app when users search for a term, Flamingo can also only show a very limited number of deals per keyword or for the natural language input.

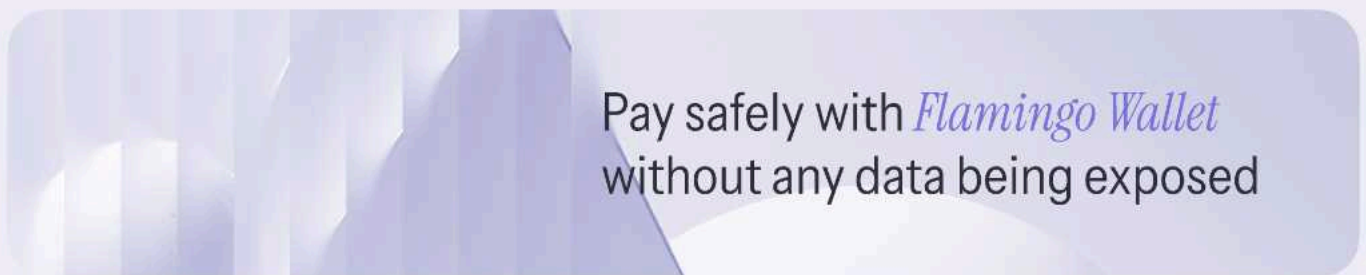
Deal providers can promote their deals with the Flamingo ad network for the chance to have their deal get delivered to more users. They can choose between different modes of delivery, including a more targeted and a less targeted approach as well as play with style and deal options.

The model is based on billing per interaction. Advertisers only pay for interaction on their deals making Flamingo a plannable and trusted source to acquire high value, non user intrusive, traffic.

Flamingo Pay

Flamingo provides its users with the easiest way possible to buy a deal or receive discounts and cashback.

Users can set up a wallet inside our plugin or their Flamingo accounts and use it to be able to purchase deals in one click both through fiat, crypto or their acquired rewards.



Web2

It is possible to connect existing credit cards, bank accounts or services like Paypal to their account. Flamingo will act as an intermediary in this case to handle the payment and provide the users with customer support. A fee that is standard to the industry is collected for payment processing from the deal provider.

Users can receive cashback in the form of Flamingo Points directly on their account and use it to spend on purchases of other deals or redeem it for gift cards or even receive it via bank transfer. A Flamingo point is always worth 1 Point = 1 USD (or EUR) depending on the territory of the user. Flamingo points are not able to be transferred to other accounts.

Web3

Flamingo also offers the opportunity to utilize Web3 technology and wallets. Users can set up an Ethereum based crypto wallet and connect it to their Flamingo account. This enables users to directly purchase deals while spending their cryptocurrency available on the wallet.

When a user purchases a deal, the respective amount of cryptocurrency gets deducted from the wallet. Industry standard money conversion fees apply to the user. For the merchant, the same fees apply as a payment using web2 technology.

The merchant also has the option to opt in to receive cryptocurrency. In this case transaction fees will be significantly lower. For example if users have BTC in their wallet and a merchant accepts BTC as a source of payment, there will be no fees to convert the BTC into Fiat currencies. The merchant and the user have a benefit from this, allowing the merchant to offer his product at a cheaper cost overall. Web3 is used to reduce transaction fees paid by the market participants.

Users have the option to opt in to receive their cashback in FLAM tokens instead of Flamingo points. In this case, users receive an additional 10% on their cashback in FLAM tokens.

Data confidentiality and security



We believe in creating *highly specific ads*, not highly specific user profiles.

Our ad network and integration is made to thrive on highly specific, useful, ads. This is at the core of our business, also cemented in the fact that most users will have to actively choose to use Flamingo.

We do not create extensive user profiles but rather focus on supplying highly valuable offers to highly targeted queries.

Flamingo aims to create a *WIN-WIN Environment* for both advertisers and users.



The Flamingo Token

The Flamingo network is powered by the utility token FLAM. It provides its holders access to different benefits on the Flamingo platform, can be used for optimized ad-budgets and gets distributed as rewards back to users.

Flamingo Users

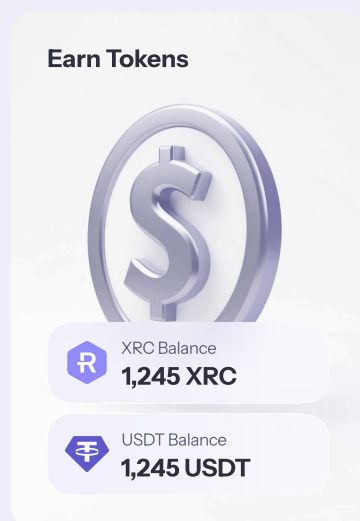
Flamingo users can interact and use FLAM tokens in multiple ways.

Flamingo users receive their **cashback** on deals and interactions in **FLAM tokens**.



**Up to 60%
cashback**

Tailored just for you.



Paying for deals and offers

with the Flamingo wallet enables users to have extended instant savings rewarded in FLAM compared to paying in other currencies.

FLAM tokens are the native asset of the ad-platform creating a **sustainable economy** between advertisers and users.

Flamingo provides both users and advertisers small but powerful benefits over time using FLAM tokens to interact on the platform to encourage our WEB3 integration.

At the same time, as of today only a fraction of the people use cryptocurrencies for their daily spendings. To accommodate this Flamingo is tailored to both crypto and non-crypto users. Using FLAM tokens or other crypto currencies provides benefits but users are not forced to hold any tokens in order to make perfect use of the platform. FLAM tokens can be exchanged in the 'wallet' just like regular cashback coupons could, enabling a comfortable experience for every user.

Earning by using the Plugin

Users can earn FLAM tokens by actively using the Flamingo plugin without actually converting on deals.

Simply keep the browser plugin or mobile keyboard plugin installed and earn rewards in FLAM based on impressions and clicks served. This is an attractive incentive for people to not only try out the plugin for a short period of time but to keep it installed to earn passive income.

Flamingo will be able to collect more data to suggest even better deals over time and users might find attractive deals and convert down the line.

Flamingo Merchants

Flamingo merchants are companies that advertise and offer their deals on our platform.

Merchants can create deals, referencing them to subjects using tags or our natural language options. These deals will be shown to users through our unique interface.

At the beginning it is free to create a deal, however with the expansion of the platform, there might be service charges to create a deal. This fee can be drastically reduced or even waived by holding FLAM tokens by the merchants.

Similar to Google and facebook advertising platforms, Merchants can explore options to pay for exposure and more specific targeting for ads in order to scale their campaign.

Staking FLAM tokens enables merchants to further boost targeting and reach as well as to add premium features to their deals and receive special insights about their audience.

One of FLAMs core utilities is to provide merchants with discounts and premium features on our network. This ties the FLAM token deep into the economics of the platform.

Furthermore, merchants can receive a discount of up to 10% if they decide to not just stake, but pay for their ad spent using FLAM tokens.

FLAM token is not mintable with a fixed supply. With the expansion of the platform and more and more merchants offering deals, it is possible that not all merchants will be able to benefit from reduced fees as there are more merchants than tokens in existence.

Our goal is to provide early believers with FLAM tokens to profit from holding the FLAM token to receive discounts long term.

In the event that the company has less FLAM income from merchants than FLAM is required to be paid to users in the form of cashback, the company has the right to pay out cashback in regular cryptocurrencies such as USDT.

Token Vesting Schedule

	Allocation	Vesting
Ecosystem Fund	10.00%	Linear vesting over 2 years after launch
Liquidity	10.00%	-
VC Allocation	10.00%	Locked, Vesting Terms by Deal
Seed 1	8.00%	Unvesting at token launch
Seed 2	18.00%	Unvesting at token launch
Presale	24.00%	Unvesting at token launch
AI Fund	6.00%	Linear vesting over 2 years after launch
Team	4.00%	Linear vesting over 4 years after launch
Staking & Incentives	10.00%	Linear vesting over 1 year after launch

FLAM Token Utility

User Interaction and Rewards:

Cashback and Rewards: Users earn FLAM tokens as cashback ('reward token') on deals and through interactions with the Flamingo platform, such as using the browser plugin or mobile keyboard plugin. Users can also earn FLAM tokens passively by keeping the plugins installed.

Extended Savings: Paying for deals with FLAM tokens through the Flamingo wallet allows users to receive additional instant savings compared to using other currencies. FLAM can also be used to access special Deals.

Conversion and Exchange: FLAM tokens can be exchanged in the Flamingo wallet, similar to regular cashback coupons, enabling users to redeem their earned tokens for other deals, gift cards, or even bank transfers.

Advertiser Benefits:

Ad Platform Integration: FLAM tokens serve as the native asset for the Flamingo ad-platform, creating a sustainable economy between advertisers and users. Merchants can use FLAM tokens to pay for exposure, targeting, and premium features on their deals.

Fee Reduction and Discounts: Merchants can reduce or waive service charges for creating deals by holding FLAM tokens. Additionally, they can receive discounts (up to 10%) on their ad spend if they stake or pay using FLAM tokens.

Staking for Enhanced Features: Staking FLAM tokens allows merchants to boost targeting, reach, and access premium features on the platform.

Ecosystem Growth and Sustainability:

Deflationary Supply: FLAM tokens have a fixed supply, which ensures that the value of the tokens is tied to the growth of the Flamingo platform. As more merchants and users join the platform, the demand for FLAM tokens is expected to increase while the supply decreases.

Non-Mintable: The token supply is non-mintable, meaning no additional FLAM tokens will be created beyond the initial supply, enhancing the scarcity and potential value of the token.

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