

Thrivyx Launches FractionalFair: Turning Minutes Into the World's Fairest Currency



Lagos, Nigeria Aug 11, 2025 ([Issuewire.com](https://www.issuewire.com)) - In an era where economic inequality continues to widen, **Thrivyx**, a deep-tech innovator led by **CEO Dr. Oluwatobi Adeogun**, has announced the launch of **FractionalFair**, a groundbreaking **web-based time-currency trading platform**. The platform aims to disrupt traditional money-based transactions by placing **time — not money — at the heart of value exchange**.

“Money can be printed. Time cannot,” Dr. Adeogun explains. “With FractionalFair, everyone begins on equal footing — because everyone has time to give, share, and exchange. It’s not just technology, it’s a philosophy for a fairer future.”

A New Era of Peer-to-Peer Value Exchange

FractionalFair operates entirely in the browser, with no software downloads required. This **frictionless accessibility** allows users anywhere in the world to instantly participate in a **global, skill-sharing ecosystem**.

The model is simple but powerful: users trade skills and services in blocks of time — measured in **15, 30, or 60 minutes** — with every transaction recorded on a **secure blockchain ledger**. Need 30 minutes of French conversation practice? Offer 30 minutes of copywriting assistance in return. The unit of fairness is minutes, not money.

Key Features Driving the Movement

● Time-Based Exchange

Every service is priced purely in time. The focus is on **equity and reciprocity**, eliminating the biases that come with currency-based pricing.

● Offer or Request Services

Users can quickly post what they can offer or what they need, instantly matching with others to start exchanging value.

● Blockchain Transparency

Every transaction is recorded on a decentralized ledger, ensuring accountability, security, and trust without relying on intermediaries.

● Optional Monetary Layers

For exchanges requiring additional nuance, users can attach **optional financial value** to time-based trades. This feature is entirely opt-in and preserves the platform’s core fairness principle.

● Smart Contract Security

Automated blockchain smart contracts ensure that all agreements are enforced. No service is exchanged unless terms are met, reducing disputes and eliminating the need for middlemen.

Why Time as Currency?

In traditional economies, wealth can be concentrated, manipulated, and even inflated. Time, on the other hand, is **finite, universally owned, and deeply personal**. By building an economy around it, Thrivyx is creating a **level playing field where value is shared, not extracted**.

“FractionalFair is more than a product — it’s a societal shift,” Dr. Adeogun notes. “We believe in the power of human collaboration. By letting people trade minutes instead of money, we’re unlocking opportunities that cash alone can’t buy.”

A Global Vision, Born in Africa

Though launched from Nigeria, FractionalFair is designed for **global scalability**. Its web-based design,

blockchain infrastructure, and multilingual interface make it accessible to communities worldwide, from metropolitan hubs to remote rural areas.

About Thrivyx

Thrivyx is a forward-thinking deep tech company specializing in platforms that foster fairness, transparency, and inclusivity in the digital economy. With a focus on blockchain, automation, and peer-to-peer empowerment, Thrivyx aims to challenge conventional models and create systems where technology serves people first.

Media Contact

Thrivyx

*****@thrivyxsuite.com.ng

+2349132261901

Plot G185 Cooperative Villas, Ajah, Lekki, Lagos, Nigeria

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