# Web2 Social Giant Wocute Enters Web3: FAWA's Innovative Path for Muslim Women

SAUDI ARABIA, UNITED ARAB EMIRATES, October 9, 2025 /EINPresswire.com/ -- [Dubai, October 9, 2025] Global Web2 social giant Wocute recently announced the official launch of its Web3 digital social ecosystem project, FAWA. This marks the Web2 giant's formal entry into the decentralized space. FAWA aims to deeply integrate Wocute's strong user base with Web3 technology, providing a safe, trustworthy, and sustainable digital environment for Muslim women worldwide, empowering them with an independent digital identity and a voice.

According to the latest demographic data, the global Muslim population exceeds 1.9 billion, with women accounting for more than half, constituting "a large and highly potential group". With the continuous rise in education levels and the popularization of the internet, Muslim women are gradually emerging as a new force in the global digital economy. The launch of FAWA is not only a major technological upgrade for the Wocute platform but is also regarded as an innovative attempt to "have a voice and governance power" for Muslim women in the global digital civilization, overcoming geographical and institutional barriers.
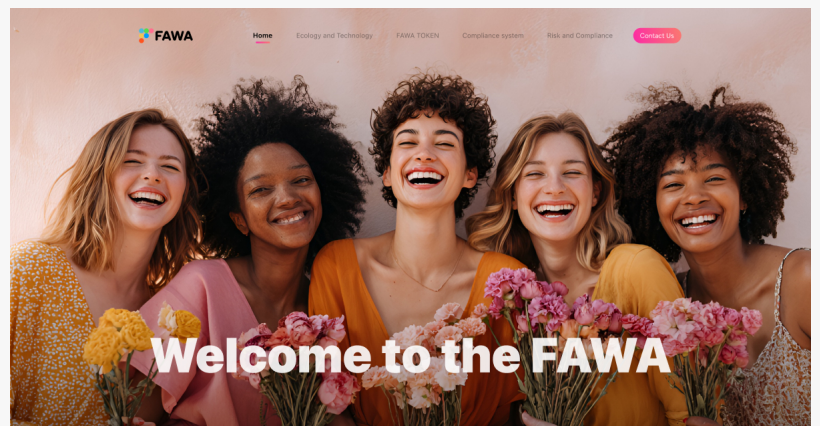
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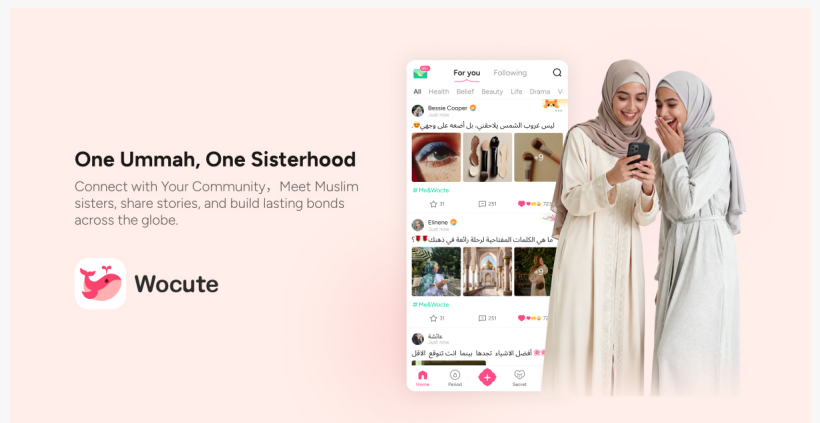
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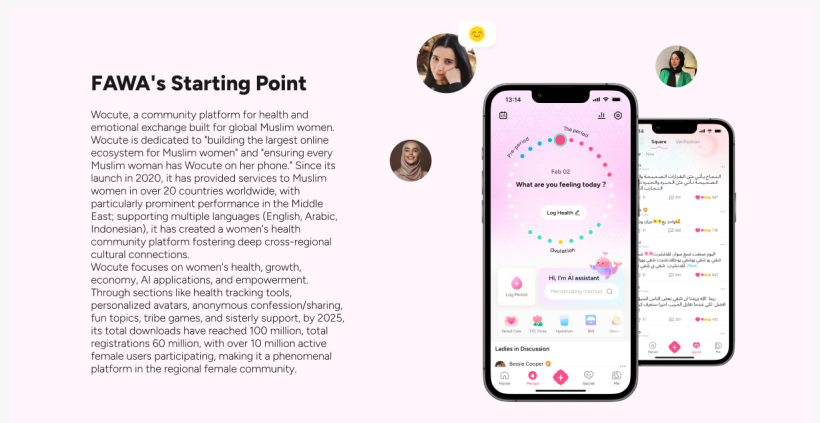
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Wocute Uses FAWA as an Entry Point to Leverage the Global $7 Trillion Halal Market

The launch of FAWA is not starting from scratch; it relies on the strong user base and regional operational experience accumulated by the Wocute platform over many years. Since its launch in 2020, Wocute has provided services to Muslim women in over 20 countries globally, with a particularly outstanding performance in the Middle East. As of 2025, the platform's total downloads have reached 60 million, total registrations are 28 million, and it boasts over 3 million active women users. This vast user base and its status as a "phenomenal platform" in the region provide a solid ecological foundation for FAWA's Web3 transformation.

Driven by the waves of globalization and digitalization, the social role of Muslim women is undergoing a rapid transformation. In regions like the Middle East and Southeast Asia, the female education rate continues to climb. The high penetration of mobile internet allows them to participate in social, learning, and business activities without geographical constraints. FAWA is precisely targeting this historic opportunity, planning to utilize Web3 technology to upgrade Wocute into a global digital ecosystem platform capable of integrating Web2 and Web3. This strategic deployment aims to capture the continuously growing consumer potential of Muslim women in the Halal economy—in areas like fashion, beauty, education, healthcare, and Halal food—an economy projected to exceed $7 trillion by 2030.

The Path to Economic Independence for Women, Empowered by Web3 Technology

The core innovation of FAWA lies in its integrated application of Web3 technology, aiming to go beyond simple social connection and achieve economic empowerment for Muslim women. The project plans to offer secure Decentralized Digital Identity (DID) and privacy protection to respect religious and cultural specificities, allowing users to participate in the global digital ecosystem while protecting their privacy. Furthermore, through DAO community governance (Decentralized Autonomous Organization), FAWA seeks to provide Muslim women with a platform to build self-identity and belonging, avoiding potential marginalization that might occur in traditional social environments. This means they will possess governance rights within FAWA's cross-border community network.

On the economic front, FAWA's goal is to promote female entrepreneurship and asset on-chaining, converting Muslim women's creativity, labor, and consumption power into on-chain value. Tokenomics plays a crucial role in this. The FAWA Token serves as the core platform token, with functions for payment, incentive, and governance. In addition, the project is committed to supporting the on-chaining of real assets and capital matching through RWA (Real World Assets) digitalization and blockchain asset management. This mechanism can help Muslim women overcome geographical and institutional barriers, enabling the circulation and appreciation of wealth, offering them diversified ways to realize value.

FAWA will land its applications in digital economic scenarios compliant with Halal culture,

including the fashion, beauty, education, and healthcare industries. This direction aligns with the growing entrepreneurial potential of Muslim women—more Muslim women are starting businesses through e-commerce platforms, digital services, and creative industries, thereby boosting digital employment and independent income growth. By integrating technologies such as DID, DAO governance, and Decentralized Infrastructure (Depin), FAWA is building a multifunctional digital ecosystem. Its ultimate vision is to "foster a female-led global digital economy and cultural consensus," and it plans to use the Muslim women's market as a pilot to form a "replicable Web3 culture and digital ecosystem blueprint" for global deployment.

A New Cultural Asset Blueprint for the International Digital Economy

The model proposed by FAWA is not merely a simple technological migration from Web2 to Web3, it is also an exploration of how to integrate cultural assets and cultural rights confirmation into the decentralized economy. By building a digital economic scenario that aligns with Halal culture, FAWA intends to stimulate creation and help Muslim women establish a digital identity with a greater sense of self-identity and belonging in the digital space.

This initiative holds landmark significance in the international digital economy. It provides an innovative path for other Web2 platforms focused on specific cultural or social groups to utilize Web3 to enhance community connection, achieve economic independence, and ensure cultural adaptation. Through its strong ecological foundation and comprehensive integration of Web3 technology, FAWA is striving to "build the largest online ecosystem for Muslim women," committed to making the platform an essential application "on every Muslim woman's phone".

The official launch of FAWA is not only a significant step for Wocute toward the global Web3 market but also demonstrates the immense potential and unique value of the global Muslim women's digital ecosystem to the world. As a project that integrates cultural adaptation, tokenomics and asset on-chaining, as well as the integration of Web2 social and Web3 technologies, FAWA is attempting to redefine the meaning of digital empowerment and to build a shared future on the world stage.

About Wocute:

Wocute is a social platform dedicated to serving Muslim women globally. With over 28 million registered users, it provides a community space for women focused on health, well-being, and personal growth.

FAWA: https://www.fawa.com

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