

Web2 Social Giant Wocute Enters Web3: FAWA Officially Launched, Focusing on the Digital Future of Muslim Women

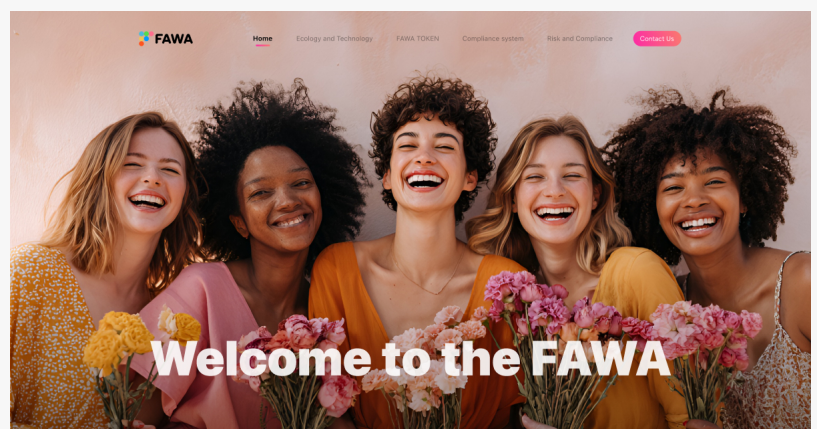
SAUDI ARABIA, UNITED ARAB EMIRATES, October 9, 2025

/EINPresswire.com/ -- Global social platform [Wocute](#), leveraging its large base of Muslim women users, has officially launched its Web3 ecosystem project, [FAWA](#). This move aims to tap into the growing digital economic potential of approximately 1 billion Muslim women globally, signaling a rising trend among [technology](#) companies to focus on building vertically integrated digital economies for specific cultural groups.

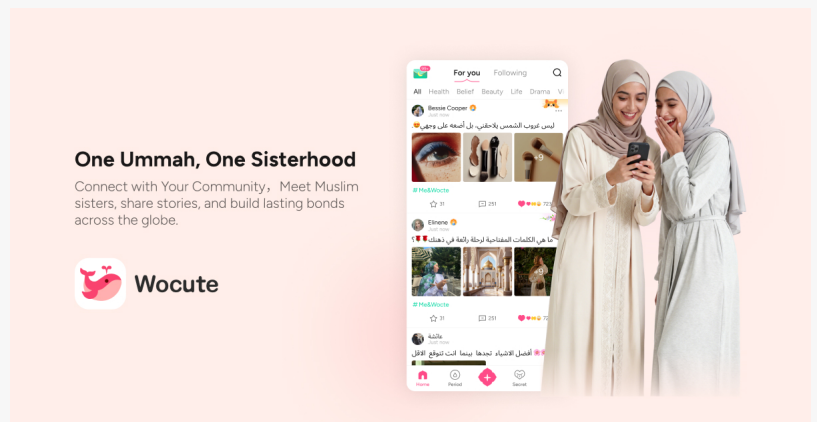
This strategic initiative utilizes blockchain technology, committing to meet the unique needs of this specific user group in terms of identity, finance, and community governance. It highlights the technology sector's in-depth focus on niche markets. This is also the world's first instance of a social platform integrating Real World Assets (RWA) into its product, a move that is more than a simple business strategy. It allows us to witness an industry breakthrough where RWA enables the fusion and coexistence of Web2 and Web3.

Muslim Women: An Emerging Digital Economic Force

The potential of Muslim women in the global digital economy is increasingly evident. The global Muslim population exceeds 1.9 billion, with women accounting for more than half. The continuous rise in education levels and the increasing penetration of the internet in Southeast



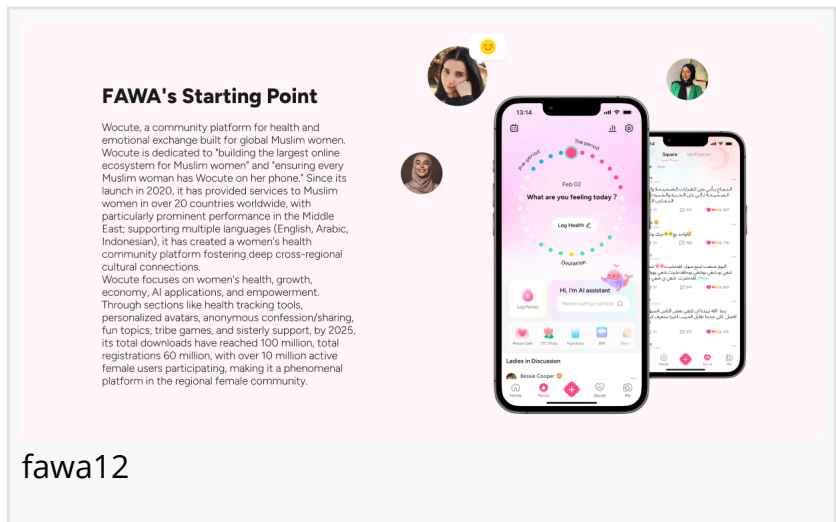
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Asia and the Middle East is transforming this group into a significant force of digital consumers and creators.

The size of the Halal economy, which covers sectors from fashion and education to food, is projected to exceed \$7 trillion by 2030. Muslim women are at the core of this consumption growth, but their participation in the digital value chain remains insufficient due to factors such as traditional social structures and a lack of targeted services.



A Wocute spokesperson stated: "We have witnessed firsthand the market demand for a digital space that both respects cultural and religious norms and provides modern tools for connection and economic participation. The transition to a user-owned ecosystem is the inevitable next step."

From Web2 Community to Web3 Ecosystem

FAWA is not starting from scratch. It is built upon the solid foundation Wocute has already established—a platform that focuses on women's health, growth, and community building, securing its niche market position. Since its launch in 2020, Wocute has accumulated over 28 million registered users across more than 20 countries, with a particularly strong presence in the Middle East. The platform boasts 3 million active users who engage in various features such as health tracking, anonymous counseling, and community forums.

FAWA aims to integrate Web3 infrastructure into this mature community. The platform will integrate Decentralized Digital Identity (DID), allowing users to control their personal data—a critical feature for women in conservative societies. It will also launch the native token FAWA, to be used for payments, incentives, and community governance through a Decentralized Autonomous Organization (DAO).

A key component of its strategy is the tokenization of Real World Assets (RWA), designed to facilitate capital flow and allow users to convert creative works and services into tradable digital assets. In the past, the integration of Web3 and Web2 had lacked an optimal method or channel. This bold attempt by the Wocute social platform is a pivotal step toward a new business model, contributing significantly to the future exploration of the RWA industry.

A Blueprint for Culturally Adapted Web3 Models

The launch of FAWA positions it at the intersection of several key trends: the rise of culturally specific digital services, the empowerment of women tech users, and the search for practical Web3 applications beyond speculation.

Analysts believe this targeted approach has potential. "General, one-size-fits-all social platforms are hitting a growth ceiling," said an analyst from a research firm. "The next wave of growth will come from vertical ecosystems that deeply understand users' cultural backgrounds and unmet needs. Wocute's existing user base provides FAWA with a significant first-mover advantage in validating this model."

If successful, FAWA could become a blueprint for deploying Web3 technology in other unique cultural or regional markets, demonstrating how decentralized tools can be used to build community-specific digital economies.

FAWA's success will be closely watched as an important test case—to examine whether Web3's promise of user ownership and economic autonomy can achieve mass adoption within a specific, high-potential user group.

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.

About FAWA:

FAWA is the Web3 digital ecosystem platform launched by Wocute. It focuses on empowering Muslim women globally to participate in the next generation of the internet through cultural adaptation, DID identity, DAO governance, and RWA tokenization.

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