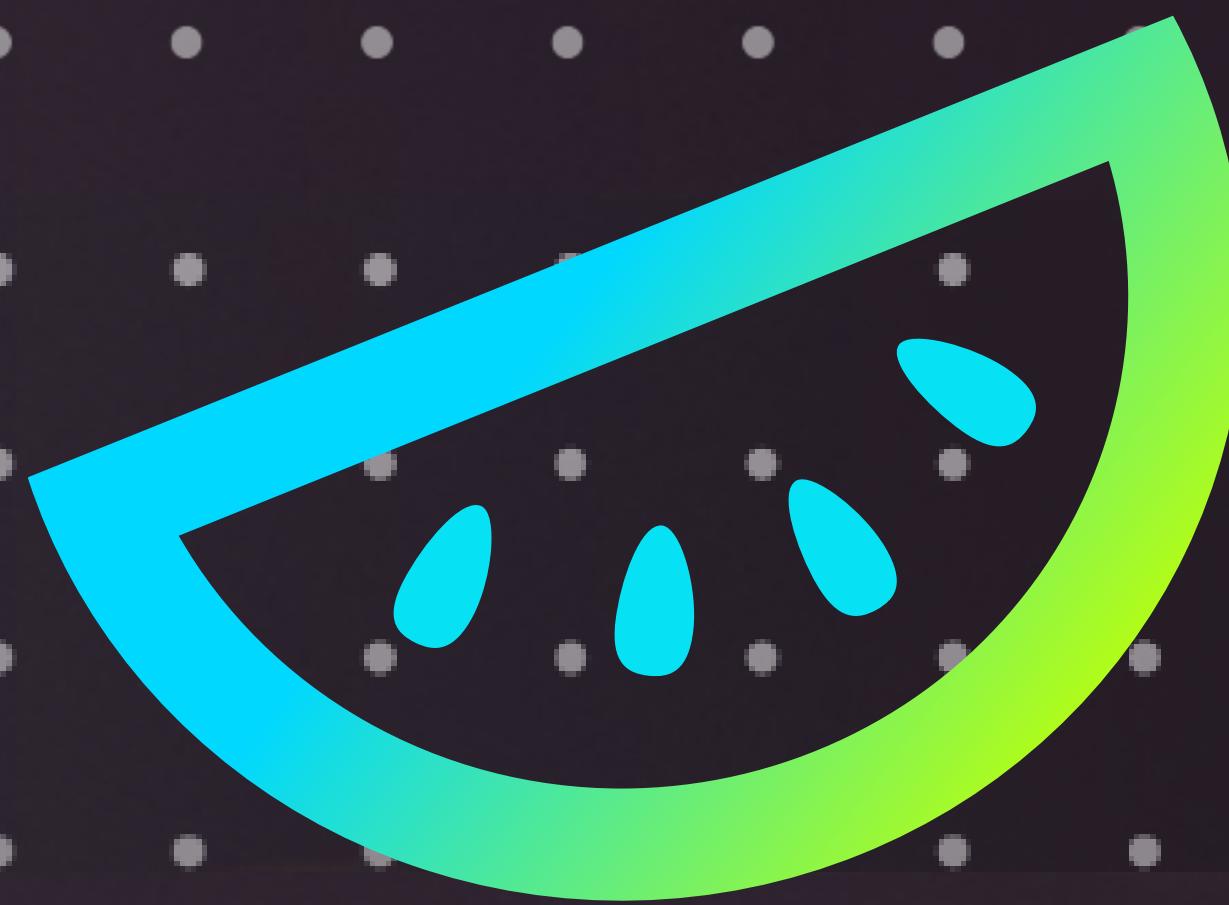


# Pitch Deck

July 2023



# melon

An One-Of-A-Kind Social Platform To Spill The Tea

The image shows a mobile application interface for "melon".

**Top Bar:** Includes the "melon" logo, a search bar with placeholder text "Search topics, news, mill", a notification bell icon, and a user profile picture.

**Left Sidebar:** Features a navigation menu with icons and labels: "Trending" (flame icon), "Mill" (key icon), "Wallet" (wallet icon), and "Post" (camera icon).

**For You Tab:** Shows three identical feed items from a user named "Amelia" posted 2 hours ago. Each item has a heart icon followed by "50k+" and the caption "Missing Titanic Sub: Cardi B Slams Billionaire's Stepson for Attending...". Below the caption is a snippet of placeholder text: "Lorem ipsum dolor sit amet consectetur. Massa aliquet volutpat libero nunc facilisi laoreet veli...". Each post includes three small colored tags: "#breaking", "#romance", and "#celarbrity". Below the feed items is a photo of two people, a man and a woman, standing together at an event.

**Filter Buttons:** Located above the "For You" tab, these buttons allow users to switch between "For You", "Following", and various category filters: "Politics", "Celebrity" (repeated four times), and "»".

**Hot Topics:** A section listing trending hashtags: #celebrity, #politics, #tech, #love, #bayareascandals, #finance, #forbesU30, #breaking, #romance, #marriage, #exchangestudent, #nyc, and #crypto.

**Popular Authors:** A section showing multiple entries for a user named "Amelia", each with a "Follow" button.

## Keys For The Successful Social-Content Platform

- **Consistency in generating quality content**
- **Attracting new users and remaining user velocity.**

## Flare's Solution

- **“Gossip” are consistent demands and provided by users themselves.**
- **Guarantee users' rights and benefits.**
- **Use sustainable token system to stimulate content creation and to optimize governance.**

## Learn From The Failure

# Value Proposition

### Imbalances



A Single Type Of Content Dominates Excessively



Imbalanced User Ratio And Lost In Quality Content



User Attrition



Unqualified Content Creation Seeking Rewards

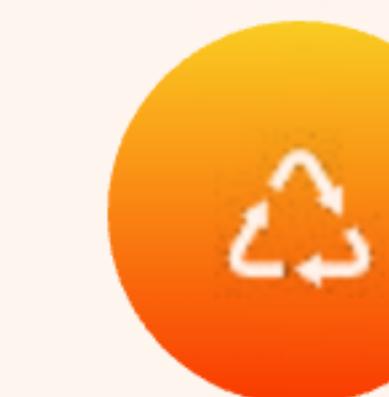


Unattractive Experience And Drop Down On Stats



Decline Of Production

### Key Factors



Facilitate Sustainable Content Creation



Understand Users For High User Retention



Incentives For Governance & Monetization Combined

## Statistics

# Market Overview

### Global User Value

**7.88B**

World Population In 2022

**4.72B**

59.9%

Social Media Users In 2022

**5.03B**

63.8%

Global Internet Users In 2022

### Global Social Media Market Cap



**15.1%**

Expected CAGR (Compound Annual Growth Rate)

Prediction

**\$300.4B**

Data collected from  
Frost & Sullivan

**\$171.9B**

**2020**

**2021**

**2022**

**2023**

**2024**

According to market research, over **60%** of traditional social media users have shown interest in web3 social media products. Based on statistics from Bankless Times, approximately **41%** of respondents believe that web3 products can bring about better information regulation. In 2022, the global user base for cryptocurrencies and Web3 exceeded **320 million**, with a projected growth to reach **1 billion** around 2030.

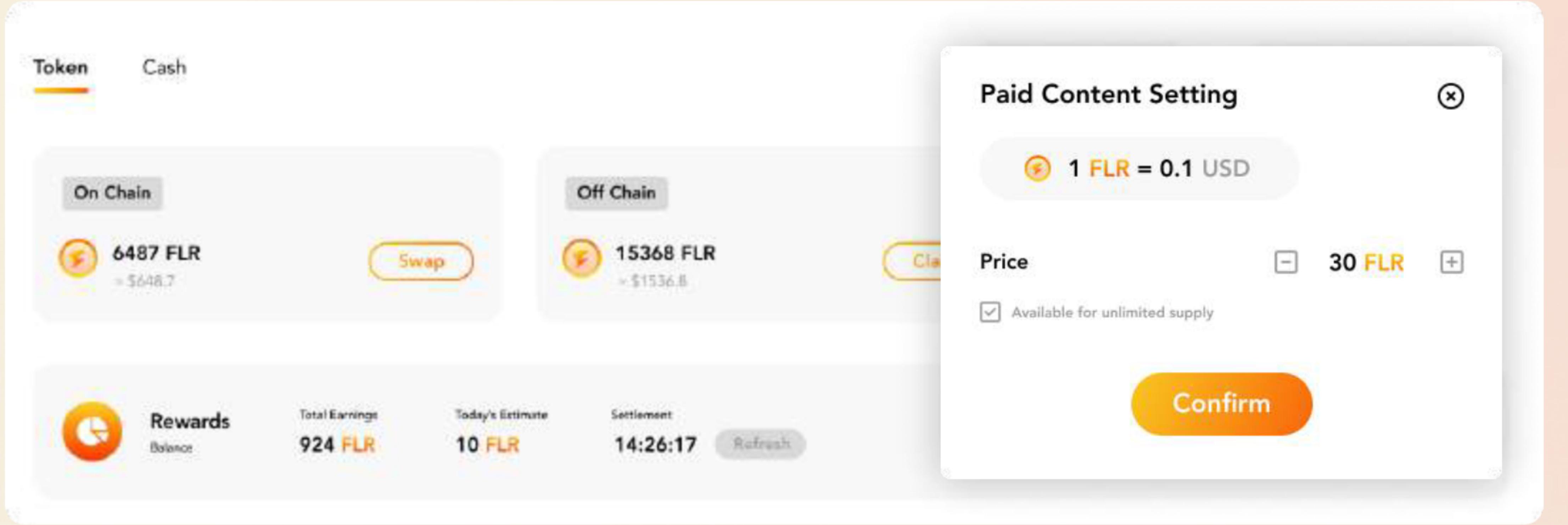
## Ecological Chain

# Onboarding Features



### Web2-Friendly Token System

- Semi-decentralized experience with no learning curve to transition from web2
- Incentivizing content creation via governance



Token Cash

On Chain Off Chain

6487 FLR 15368 FLR

Swap

Rewards Balance Total Earnings 924 FLR Today's Estimate 10 FLR Settlement 14:26:17 Refresh

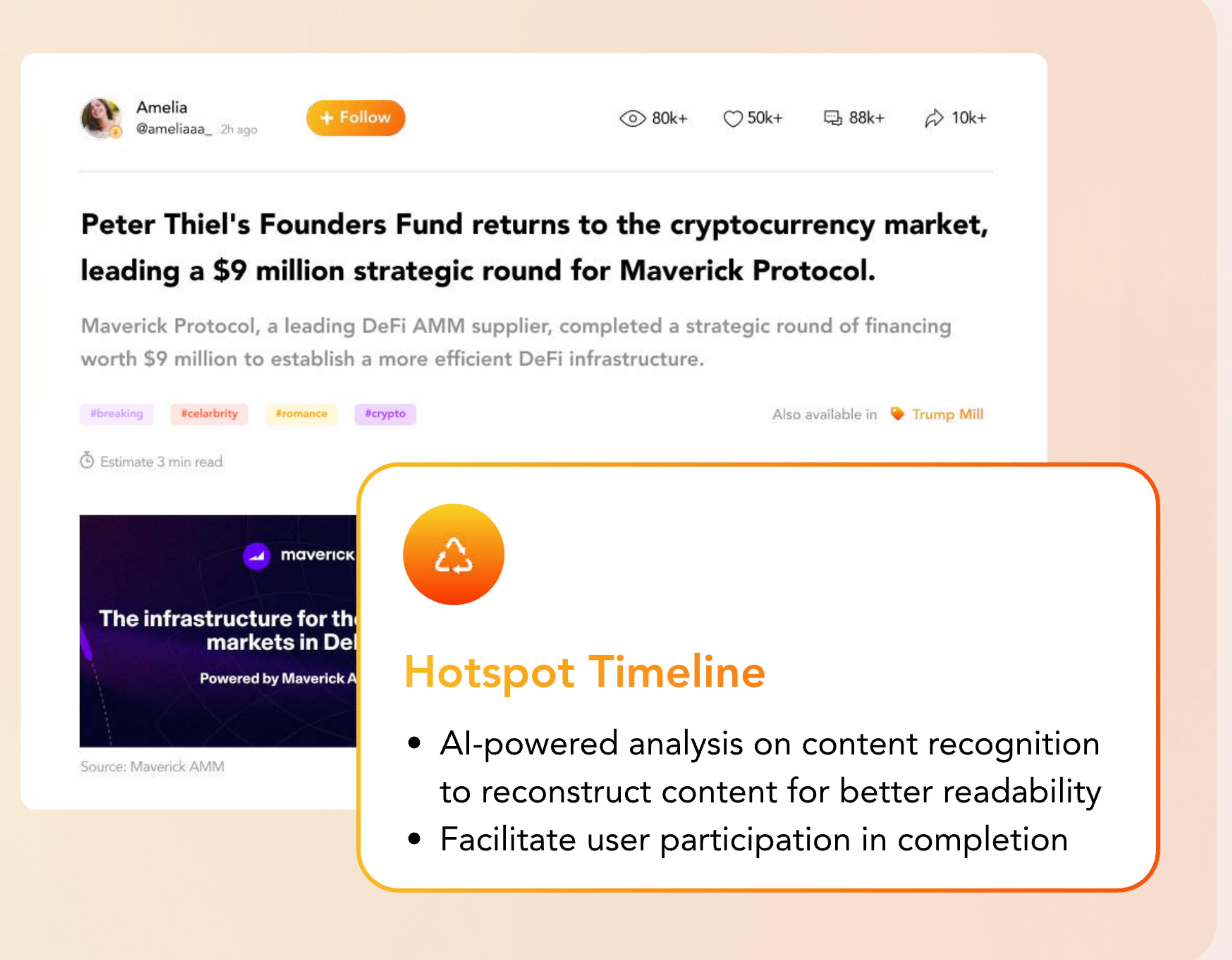
Paid Content Setting

1 FLR = 0.1 USD

Price 30 FLR

Available for unlimited supply

Confirm



Amelia @ameliaaaa 2h ago + Follow

80k+ 50k+ 88k+ 10k+

**Peter Thiel's Founders Fund returns to the cryptocurrency market, leading a \$9 million strategic round for Maverick Protocol.**

Maverick Protocol, a leading DeFi AMM supplier, completed a strategic round of financing worth \$9 million to establish a more efficient DeFi infrastructure.

#breaking #celarbrity #romance #crypto

Also available in Trump Mill

Estimate 3 min read



The infrastructure for the markets in DeFi  
Powered by Maverick AMM

Source: Maverick AMM



### Hotspot Timeline

- AI-powered analysis on content recognition to reconstruct content for better readability
- Facilitate user participation in completion

## Ecological Chain

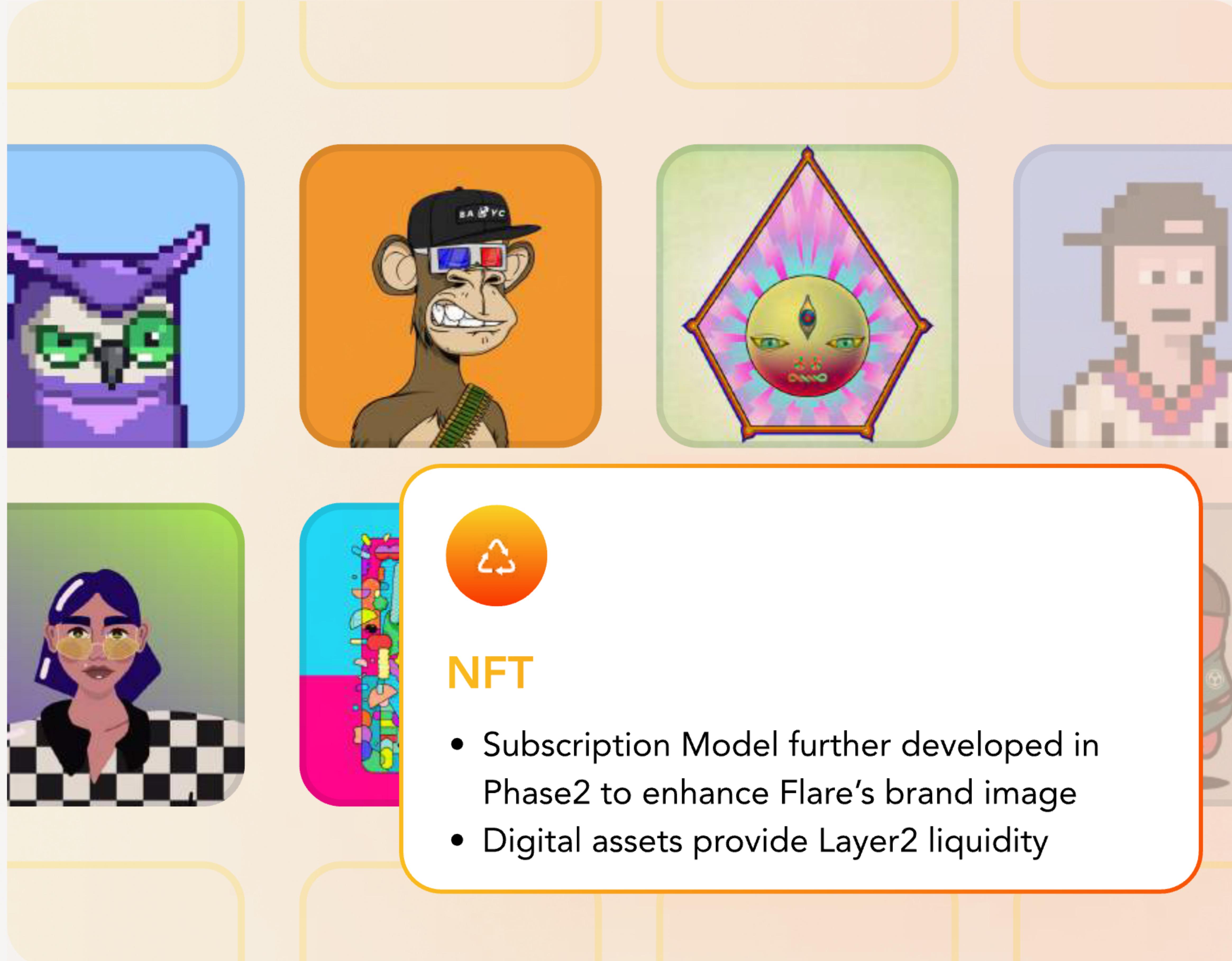
# Excitemen~~t~~ Features

The screenshot shows a user interface for a blockchain application. At the top left, there's a circular icon with a recycling symbol. Below it, the title "Staking For Exposure & Rewards" is displayed in orange. A bulleted list follows: "Increasing exposure to earn rewards", "True asset as proof of validation", and "Promote accountability for words and actions". To the right of the text is a purple abstract graphic. At the bottom, there are several buttons: "Upload Videos (.mp4, .mov)" (disabled), "Staking" (highlighted with a white circle), and "Add Betting". To the right of these are two toggle switches: "Set as Paid Content" (disabled) and "Set available for comments" (disabled). On the far left, there's some partially visible text about Maverick Protocol.

The screenshot shows a news article about Maverick Protocol. The title is "What is Maverick Protocol?". The text describes the protocol as a decentralized finance infrastructure and its success since launch. A yellow box highlights the sentence "In March 2023, Maverick Protocol launched its DEX product on the Ethereum mainnet, with its pioneering dynamic distribution AMM as the core technology, achieving up to 374% active capital utilization over 10 days." Overlaid on the article is a "Betting Prediction Portal" for a specific bet. The bet details are: Title - "The data would show a 15% ( $\pm 3\%$ ) drop down active capital in the next quarter" (checked); Options - "over 18% drop down" (unchecked), "less than 12% drop down (including increase)" (unchecked); Stake - "The minimum stake required is 10 FLR" (with a minus sign and plus sign button). At the bottom are "Confirm" and "Join Flare Premium for analysis" buttons.

## Ecological Chain

# Performance Features



### NFT

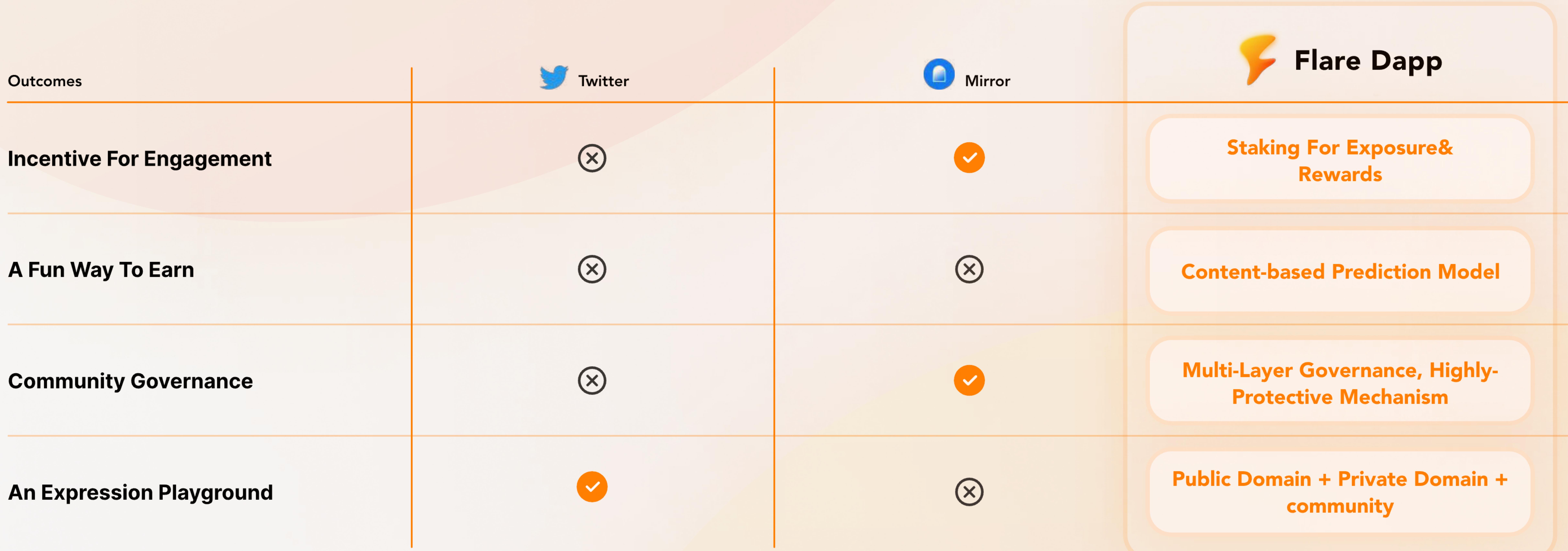
- Subscription Model further developed in Phase2 to enhance Flare's brand image
- Digital assets provide Layer2 liquidity

A screenshot of a social media feed. A post from @oliviaaaaoh\_ 2 days ago reads: "Coinbase has filed a for the court to compel the clear rules for all digital". Hashtags #coinbase and #crypto are visible. Below the post are follow buttons for Coinbase and Economist, both with 1k participation and 329 users. To the right, there are two columns of profiles under the headings Crypto and Finance. Each column lists four entities with their logos, participation counts, and user counts.

Category	Entity	Participation	Users
Crypto	Coinbase	1k participation	329
	Binance	1k participation	329
	Blur	1k participation	329
	OpenSea	1k participation	329
Finance	Bloomberg	1k participation	329
	Fast Company	1k participation	329
	Hurun	1k participation	329
	Economist	1k participation	329


# Market Landscape

## Comparison



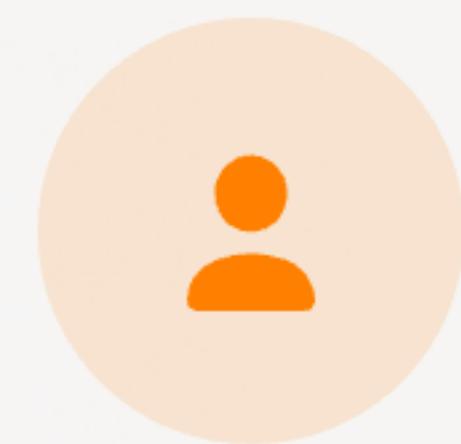
## Working Mechanism

# Token Flowchart



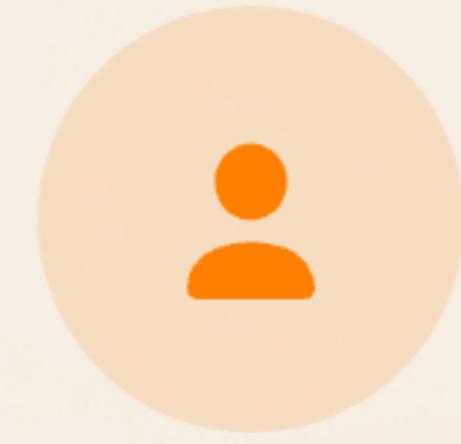
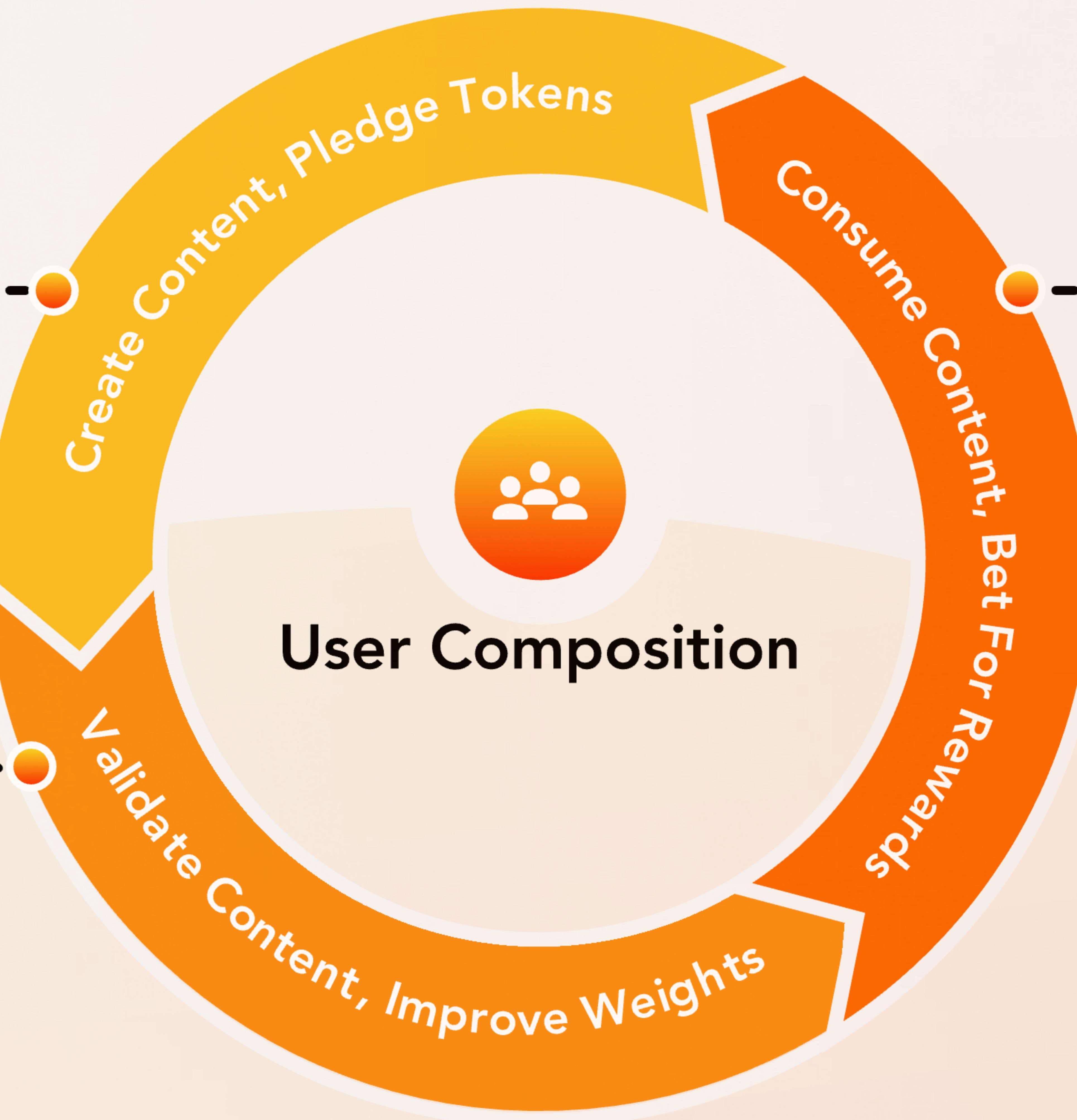
## User Composition

# Governance



### Content Creator

- Pledge tokens for more exposure
- Take responsibility for sources
- Follow creation guide
- Unlock rewards linearly as tokens or credits once content is verified; otherwise, rewards are returned



### Validator

- Platform recognition using automatic AI algorithm check
- Highly-weighted users challenge perspectives through reports
- Certain amount of users fill in reports for supervision

### Consumer

- Participate in community events, e.g. betting predictions
- Build DAO consensus awareness and follow community guide
- Win tokens or lose tokens in betting activities.
- Pay tokens in exchange for special contents or subscribe Flare Premium for more community benefits.
- Report users for governance violation and provide feedbacks to gain rewards.

## Personas

# Go-To-Market Strategy



**Generation Z**

### Younger Generations

**“** We aggregate based on our interests and locations.”



**Millennial/GenX**

### Industry Professionals

**“** We are seeking the intersections of our work and paths to wealth.

## 3-Phase Execution

- Bottom-Up Approach:** High demand hot topics will be the starting point to capture users and bond our community.
- Top-Down Approach:** By helping users seamlessly mitigate to Flare, they are motivated to onboard more users for us.
- Partnership:** Collaboration can enrich our diversity and content lenses, while expanding scenarios and user types.

Pitch Deck

July 2023

# Thank You

[www.happymelon.club](http://www.happymelon.club)