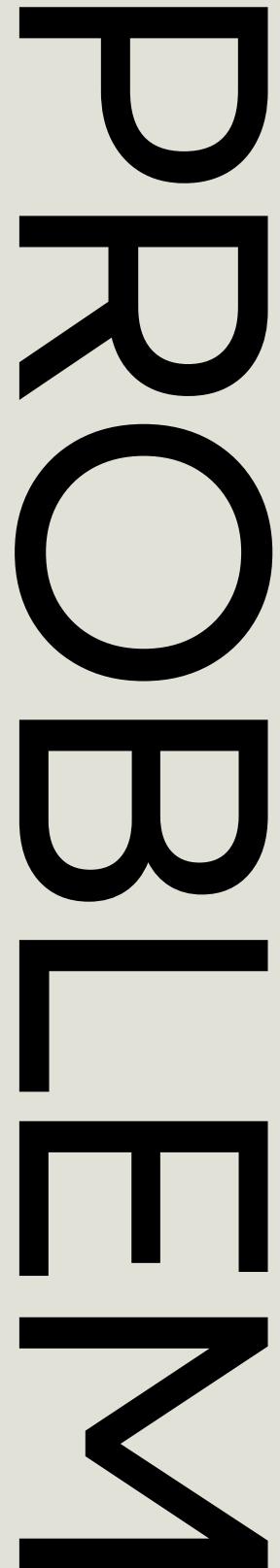


TEAM NAME

Sublinks



HARSHIT RAI VERMA
DIVIJ MAHAJAN



Content Creators

Struggles with fragmented content and monetization methods across multiple platforms like Patreon, OnlyFans, or Ko-fi.

Content Consumers

Must navigate to multiple platforms, create different accounts, and manage subscriptions across various sites to access the content.

Resulting in...

- Lower engagement
- Clunky user experiences
- Reduced revenue potential
- Friction in Subscribing
- Trust Issues on external sites

A NEW WAY

So What is Sublinks?

- Sublinks is a decentralised solution built on Solana Blockchain which utilises the power of BlockChain Links (Blinks) to help creators post premium content right within Twitter.
- It allows creators to post premium content that is accessible only after subscribing or purchasing a particular post.



l.to

to Reveal Young Harry

how this famous character looked in his childhood

Already Subscribed?

Subscribe for \$12

LET'S START

But, Why is Sublinks?

LOW-COST PAYMENTS

ALL IN ONE SOLUTION

SUBSCRIPTION AND PER VIEW OPTIONS

INSTANT PAYMENTS

DECENTRALIZED SOLUTION

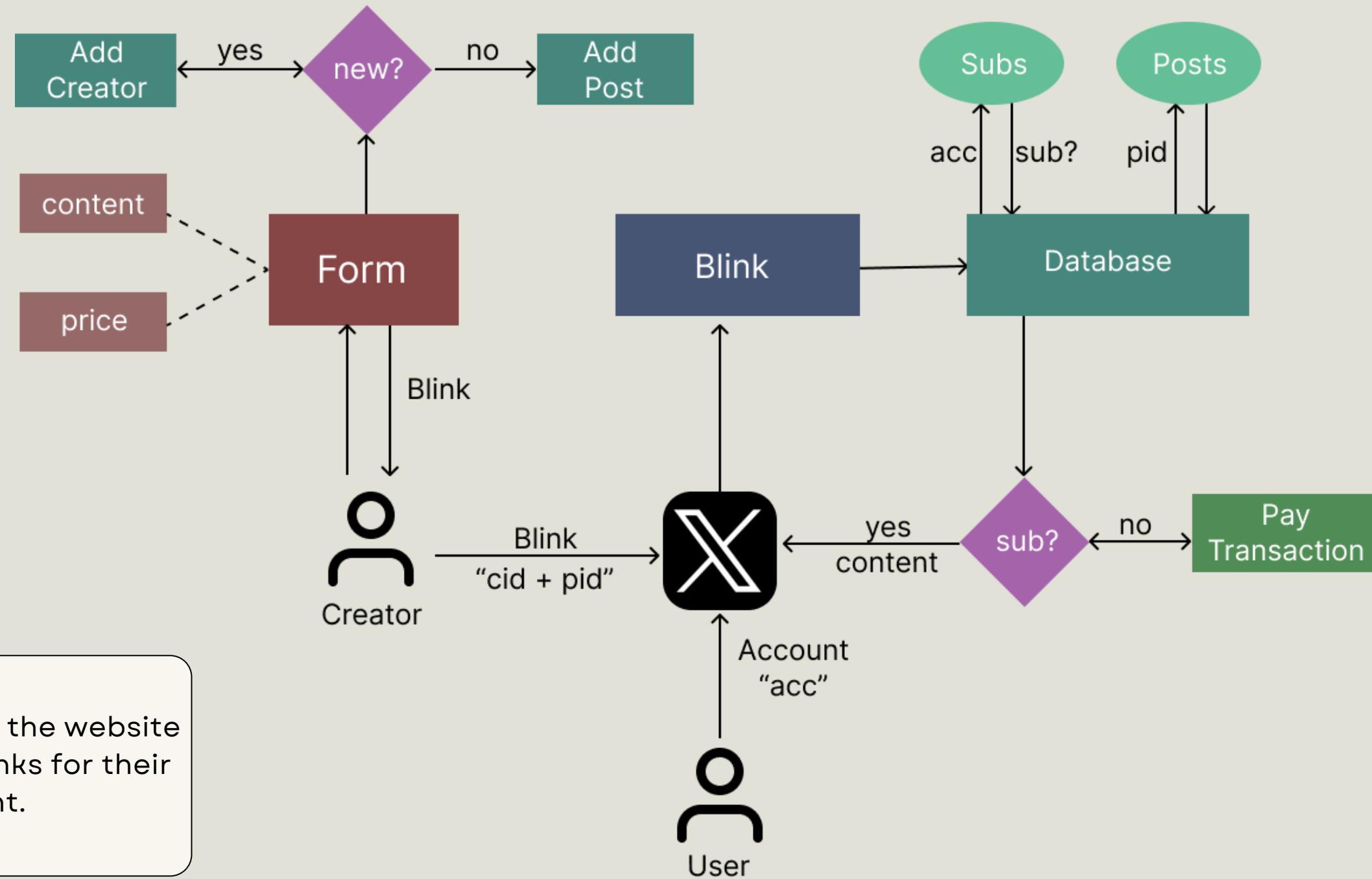
NO EXTERNAL WEBSITE

04

SUBLINKING

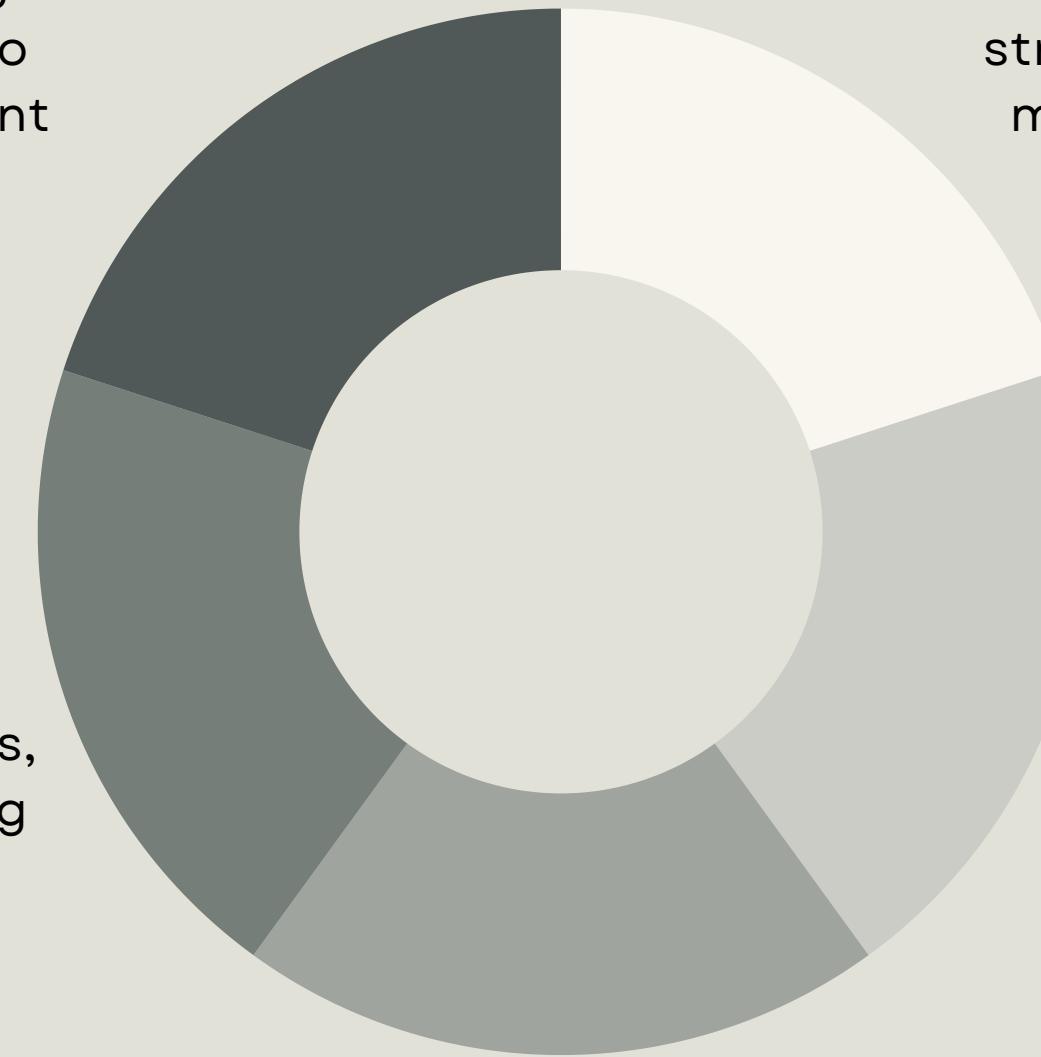
Architecture

Creators can use the website to create the blinks for their content.



Who doesn't suspect a random link? Sublinks let users stay in Twitter from start till the end.

CREATOR SEGMENTATION



Micro-Influencers:

Creators with niche, engaged communities who want to monetize exclusive content without leaving Twitter.

Entertainers & Streamers:

Celebrities, entertainers, and live-streamers who want a fast way to monetize behind-the-scenes or bonus content

Artists & Creatives:

Photographers, designers, writers, and musicians who prefer sharing premium content directly with their audience.

NSFW Creators:

Individuals producing adult content who want to move away from restrictive platforms like OnlyFans.

Educators & Coaches:

Experts providing valuable courses, guides, or one-on-one mentorship content.

Revenue Model

Transaction Charges

For each payment made in SOL to access premium content, Sublinks takes a percentage cut (e.g., 10%) while the rest is automatically transferred to the content creator via smart contracts.

Premium Features for Creators

We offer an optional subscription tier for creators who want additional features, such as enhanced analytics, priority support, and custom branding for their premium content.

Market Size

TAM

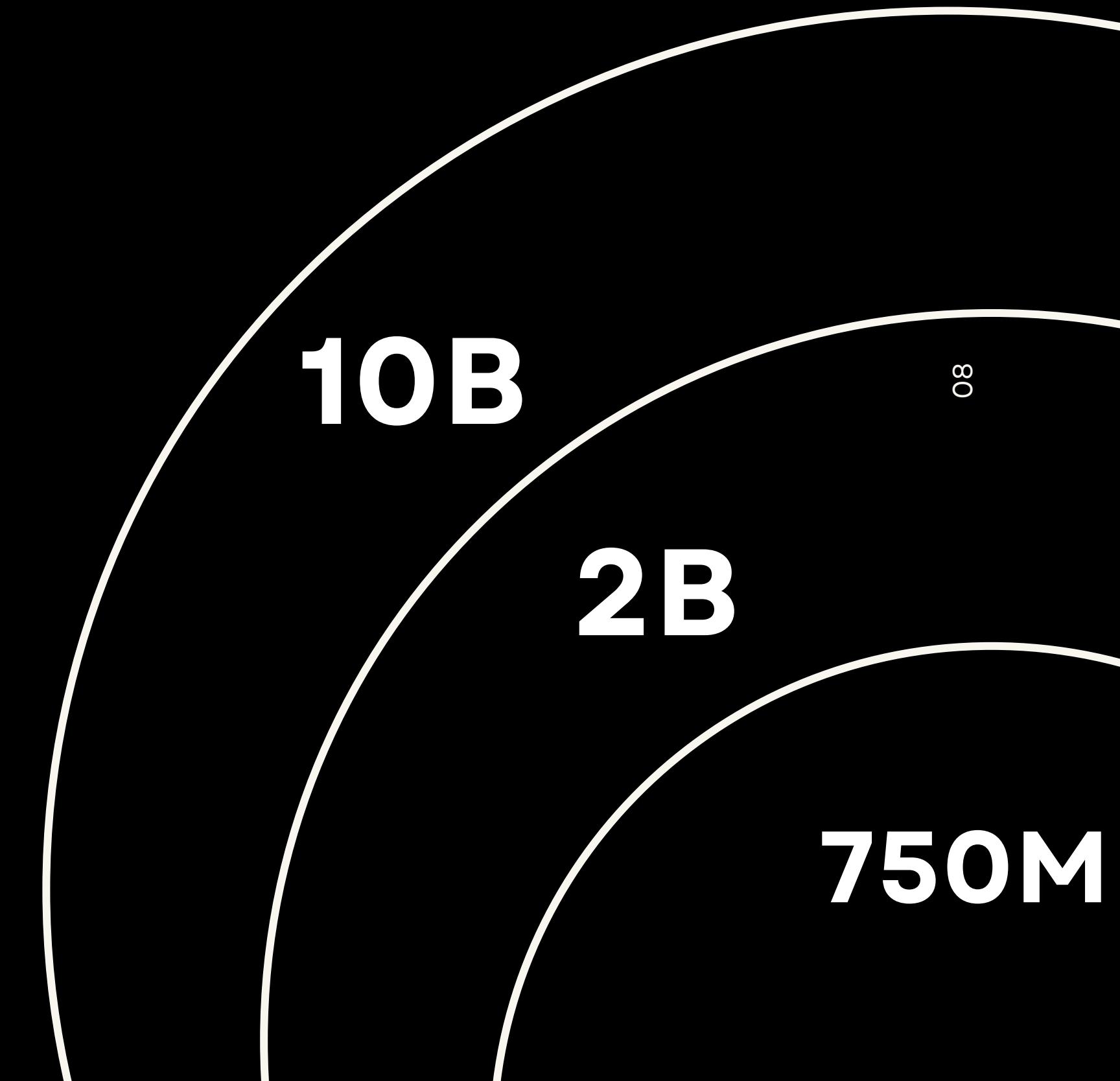
The global creator economy, valued at over \$104 billion in 2023, continues to grow rapidly, driven by increasing demand for monetization tools and platforms. With over 450 million monthly active Twitter users, the potential to capture a portion of this market is enormous.

SAM

Subset of the market that is actively seeking better monetization methods and could benefit from Sublinks' easy, direct monetization on Twitter. This includes creators using platforms like Patreon, OnlyFans, Ko-fi, etc., but are looking for a streamlined, Twitter-native solution with lower fees and faster transactions.

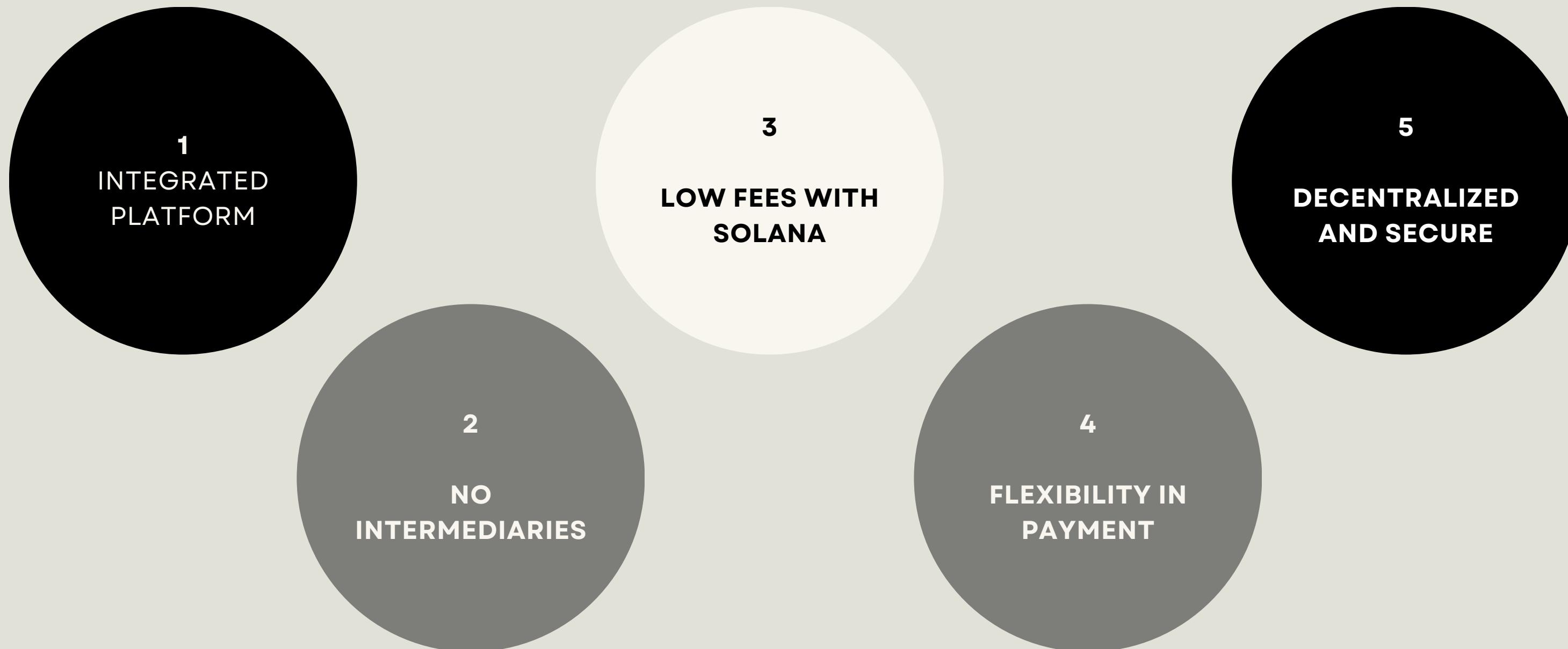
SOM

The market share that Sublinks can realistically capture in the first few years based on product adoption, marketing, and expansion efforts. It is a fraction of the SAM, considering competition, user onboarding rates, and market penetration. Initial efforts would focus on creators already familiar with premium content monetization but within a subset of Twitter's audience.



Competitor Advantage

For a solution to stand out it must have factors which distinguish it from it's competitors. Sublinks having some well established competitors mange to stand out through it's unique way.



Thank you