

SolSnap

The Future of Digital Photography

01

Instantly Create Your Own Photo NFTs
With our app, you can create personalized NFTs using your smartphone with just one click!

02

Create your personal account!
Grazie alla possibilità di creare un proprio account le tue foto/NFT saranno sempre a portata di mano

03

Harness the Power of Solana's Infrastructure!
By leveraging Solana blockchain, you can always ensure the authenticity and originality of your photos!

02

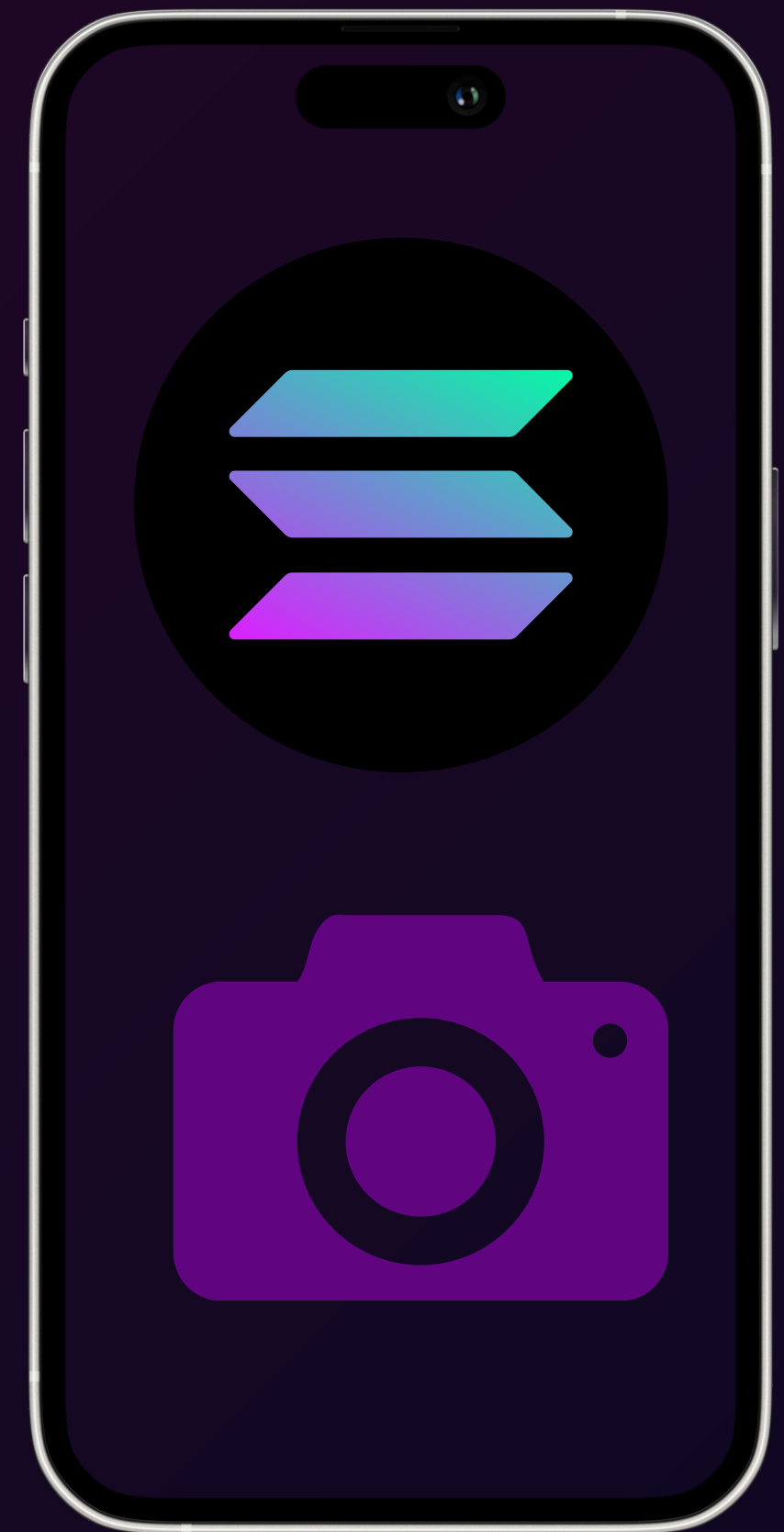
Buy, Sell, Trade, and Collect!
Within the Marketplace section, you can enjoy your NFTs, trade them, collect them, buy more, or sell them.

04

If you are a professional instead...
You can guarantee your clients the purchase of an original and unique artwork and create your own personal showcase to share at any time!

06

Exciting developments for the future!
Branded machines, dedicated software, and much more are in the Solana Dream Team's forecasts.



Create your
Photo NFT
in a Snap!

INTRODUCTION TO SOLSNAP

BY SOLANA DREAM TEAM

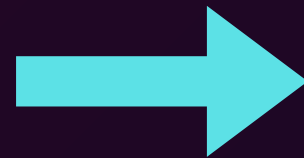
What is SolSnap?

Mobile Application to instantly turn your photos into NFTs to:

- Guarantee** the **originality** of the content
- Share** your **NFT** pictures with the community.
- Create** your photographic **portfolio**
- Buy and sell NFT** photos within the app.
- Leveraging **blockchain** technology for **authenticity**
- Without the **complexity** of WEB3

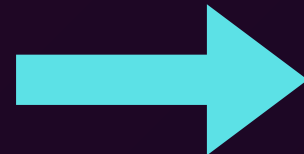
Why SolSnap?

Photo editors
(photoshop, etc...)



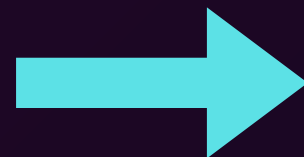
Content falsification, but for
skilled professionals and time
consuming

Generative AI



Dilagation of **fake content**

Bereal & Snapchat



Promotion of **natural content**
and **instant pictures**

SolSnap aims to create a **WEB3 social network** where **users can create, own, publish and sell** pictures easily and instantly

SolSnap MVP Overview

Platform: Web app

Take a Picture

Core Functionalities: Keep or discard

Instant NFT Creation

01

Access the App

02

Take a picture

03

Convert the picture
into a NFT or discard it

04

Publish the NFT in your
personal gallery

SolSnap MVP – Future Developments

Expanded Platform:
Transition to a fully functional iOS/Android app

Social Network:

Users can:

- Post their content
- Interact with others
- DM other users

NFT Marketplace:

Users can buy and sell NFTs

Additional features:

Users to create NFTs intended as tickets.

Part of the platform will become a **NFT generator and market** place for events like:

- Concerts
- sport matches
- Conferences and social gatherings

Featured sales:

User can access sponsored content provided by partners and top creators

SolSnap MVP – Market Analysis

Total Addressable Market (TAM): \$160B

- Market **size** of **WEB2** Social Networks
- Users engaged with visual content and tech trends

Serviceable Available Market (SAM): \$2B

- **WEB3 social network users** interested in **NFTs** and **photography**
- Based on **active Web3 user base** and **spending habits**, considering Solana's market share (10%)

Serviceable Obtainable Market (SOM): \$100M

- Realistically **attainable portion** of **WEB3 users** interested in NFTs and photography
- Targeting **5% of the SAM**

Target Market (SOM): 1M users

- **Size:** 1M users
- **Age:** Gen Z and Millennials (18–35)
- **Psychographics:** Tech creators, crypto enthusiasts, visual content lovers and photographers

B\$	2023	2028	CAGR
WEB2 Social Networks	150	223	9,7%
NFT Market	23	122	86,1%
WEB 3 Social Networks	3	20	113,3%
Digital Photography	85,4	150	15,1%

SolSnap MVP – Competitive lanscape

WEB3:

Lens Protocol: 40k daily active users

- Decentralized User Control
- High ARPU*: 252\$ per year
- High revenue for the users
- Limited user base
- High technical barrier for non-technical users

Warpcast: 40k daily active users

- User-Owned Identities
- Permissionless Network
- Niche but engaged community
- Limited user base stages.
- Monetization relies mainly on incentives

Drip: 100k daily active users

- Exclusive Content Sharing
- Direct Monetization of the users
- Niche focus
- Technical barriers for non crypto users

Web3 Socials are better for **monetization**, thanks to **data ownership**, but have a limited (but growing)user base

Drip represents the only **real competitor** of SolSnap in WEB3, however it is focused in the collection of **digital NFTs not** linked to **real photography**.

WEB2:

Snapchat: 397 mm daily active users

- High engagement
- AR Innovation (filter technology)
- Strong appeal for Gen Z
- Slow revenue growth
- Privacy concerns
- Low ARPU: 12\$ per year

Bereal: 21,5mm daily active users

- Authenticity and gamification
- Unique value proposition
- Limited functionality
- Limited business scalability
- Monetization issues

WEB2 socials are much **bigger** in terms of **user base** and have **less barriers** for **client onboarding**

The **development** of a **user friendly WEB3 social network** similar to Snapchat and Bereal could fill a **market gap** being **highly profitable**

Unique selling points

- **Instant NFT Creation:** Seamless conversion of photos to NFTs at the moment of capture.
- **Data ownership & Authenticity:** The instant NFT conversion guarantees ownership and authenticity.
- **Specific Target:** Focus on photography differently from Drip and the niche constituted by Snapchat and BeReal among WEB2 social networks.
- **Monetization of creators:** Creators can earn using the platform similarly to Drip and Lens

Key partners

Blockchain Providers:

- **Solana:** Primary blockchain partner for secure and efficient transactions.

Payment Gateways:

- **Crypto Payment Processors:** Integration with services like Coinbase Commerce or MoonPay for the subscription fee.

Digital Art Platforms and Marketplaces:

- **Cross-Platform Integration:** Integration with NFT platforms to allow for cross-listing and trading of NFTs.

SolSnap MVP – Revenue streams other socials

Farcaster:

No monetization strategy apart the of 5\$ yearly subscription

Lens Protocol:

- Transaction Fees
- Social Tokens earned and traded by users for platform activities
- Content Monetization by users
- Partnerships and Integrations: with other dApps

Drip:

- Content Sales: Direct sales of exclusive NFTs by creators.
- NFT Royalties: on every sale
- Subscription Fees to gain additional benefits or exclusive content from creators

BeReal:

No monetization strategy

Snapchat:

- Snap Ads: video ads between Stories.
- Sponsored Lenses and Filters: Interactive augmented reality (AR) experiences
- Discover Content: Ads within the Discover section where users view publisher content.
- Geofilters: Customizable filters based on user location.

SOLSNAP:

- **Subscription**: to cover for the transaction fees that occur in the app without the need to connect your wallet
- **Royalties**: For the content generated within the app, not bigger than 2-3% to discourage creators
- **Content Sales & Partnerships**: To generate a creator driven economy

Future Scenarios for SolSnap

1. Enhanced AI Integration

- **AI-Powered Editing:** Automated enhancements and artistic filters.
- **Smart Tagging:** AI-driven categorization and tagging of photos for easier discovery.

2. Augmented Reality (AR) Features

- **Interactive Photos:** Create immersive experiences with AR elements.
- **Virtual Galleries:** Showcase NFT photos in virtual reality spaces.

3. Expanded Marketplace

- **Global Reach:** Attracting a broader international audience.
- **Diverse Assets:** Inclusion of multimedia NFTs beyond photography.

4. Community Growth and Engagement

- **Collaborative Projects:** Facilitating group collaborations and community-driven events.
- **Educational Resources:** Offering tutorials and workshops on NFT creation and blockchain technology.

Other services: Creation of tickets for private events in the form of NFTs, creating a unique market for the platform

5. Sustainability Initiatives

- **Eco-Friendly Blockchain:** Continued use of energy-efficient blockchain solutions.
- **Green NFTs:** Promoting environmentally sustainable practices within the digital art community.

6. Strategic Partnerships

- **Brand Collaborations:** Partnering with well-known brands for exclusive NFT collections.
- **Influencer Integration:** Engaging with influencers to broaden user base and visibility.

7. Advanced Security Measures

- **Enhanced Verification:** Strengthening ownership verification and fraud prevention.
- **Privacy Protections:** Ensuring user data and assets are securely protected.

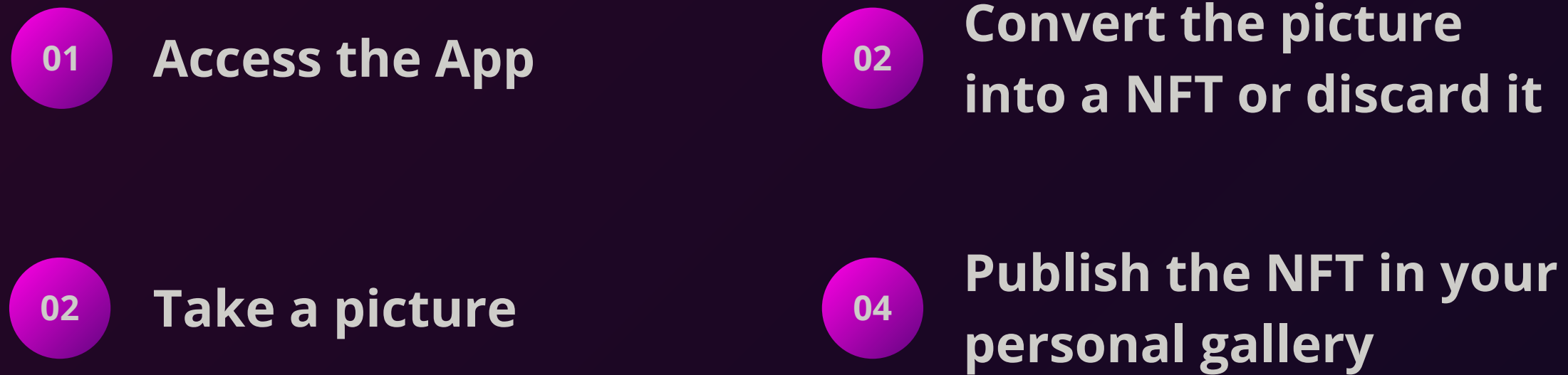
Join Us on This Journey!

Explore how SolSnap is set to evolve, offering new tools and opportunities for digital photographers and NFT enthusiasts alike.

SolSnap MVP Overview

- **Platform:** Web app; future versions on iOS and Android.
- **Core Functionalities:**
 - **Take a Picture:** A single button on the webpage to capture a photo using the device's internal camera.
 - **Instant NFT Creation:** Converts the photo into an NFT natively at the moment of capture.
 - **Options:** Users can discard the photo or save it to their gallery.
- **Future Enhancements:**
 - **Social network:** Users can see other galleries, interact and send messages
 - **NFT Marketplace:** Users can sell photos through a direct connection with other marketplaces

SolSnap MVP – How It Works



SolSnap MVP – Future Developments

Future Capabilities

Trading:

Facilitate peer-to-peer trading of NFT photos within the app.

Selling:

Enable users to sell their NFT photos, earning cryptocurrency.

Buying:

Allow users to purchase unique NFT photos from others, enhancing their digital collections.

Expanded Platform:

Transition from a web app to fully functional iOS and Android applications, providing a seamless experience across all devices.

Solana Dream Team

01

**Claudio Ferrari in
the role of Project
Manager**

03

**Marco Amato in the
role of Backend
Developer**

02

**Gianmarco Garrisi in
the role of Frontend
Developer**

04

**Edoardo De Angelis in
the role of Business
Analyst**