



Quaere

QUAERE

*Blending AI companions
with Astrology-based
Web3 socializing*



Current Pain Points Of Web3 AI Projects:

They are all working on platform-type, comprehensive projects, pursuing narratives, lacking in vertical track products, failing to penetrate real needs, and thus have very low user stickiness;

01 02



Unclear revenue models;

03 04

AI products are mostly tool-based or game character-based, with rough models and a strong NPC feel, unable to establish emotional connections with users;

Unclear positioning of user needs between Web2 and Web3, leading to ineffective conversions.

Quaere - Leading Web3 AI Vertical Domain Incubation Platform:

Combines astrology and tarot with psychological companionship, deeply breaking through in a single-track domain, with extremely high user stickiness

01 02



Diversified sources of income, directly opening Apple Pay channels;

03 04

AI model customizes communication content 1-on-1 based on the user's astrological chart and environmental data, establishing a strong emotional connection;

Clear positioning for Web2 and Web3 users, with a clear conversion path.

"There is no better boat than a horoscope to help a man cross over the sea of life."

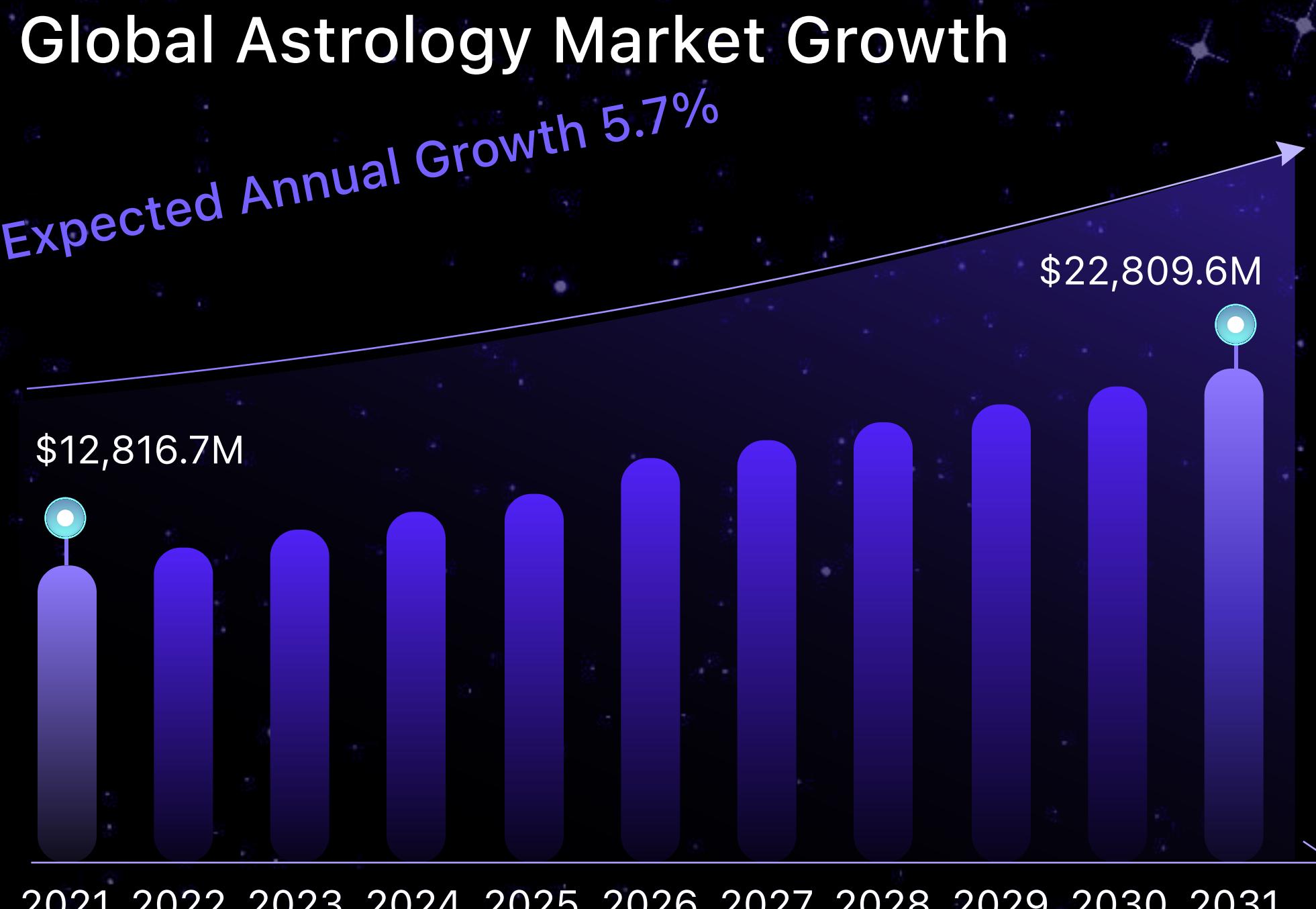
- Varaha Mihira

Market of Astrology

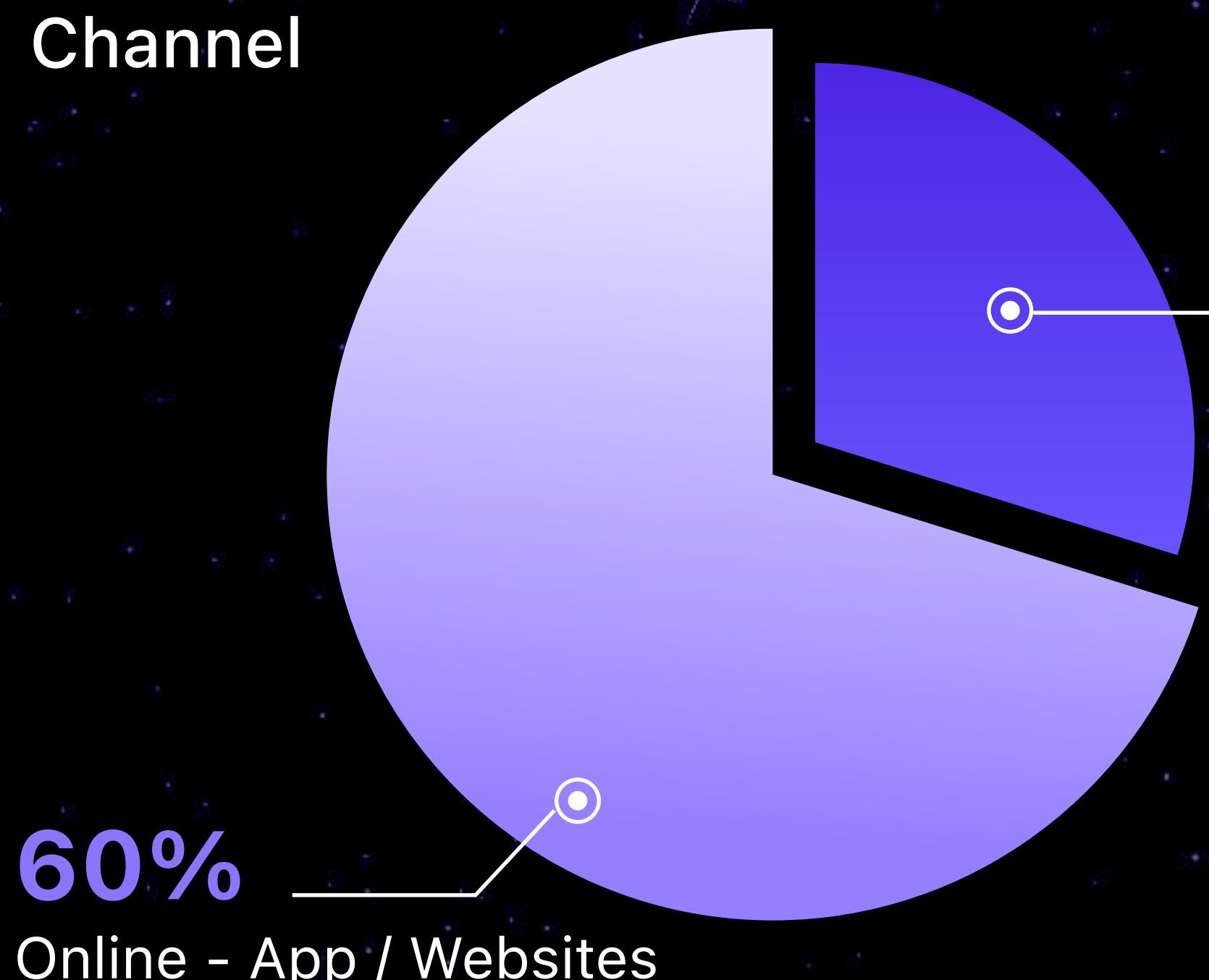
Blending AI companions with Astrology-based Web3 socializing



Global Astrology Market expected to Reach \$22.8 billion next decade



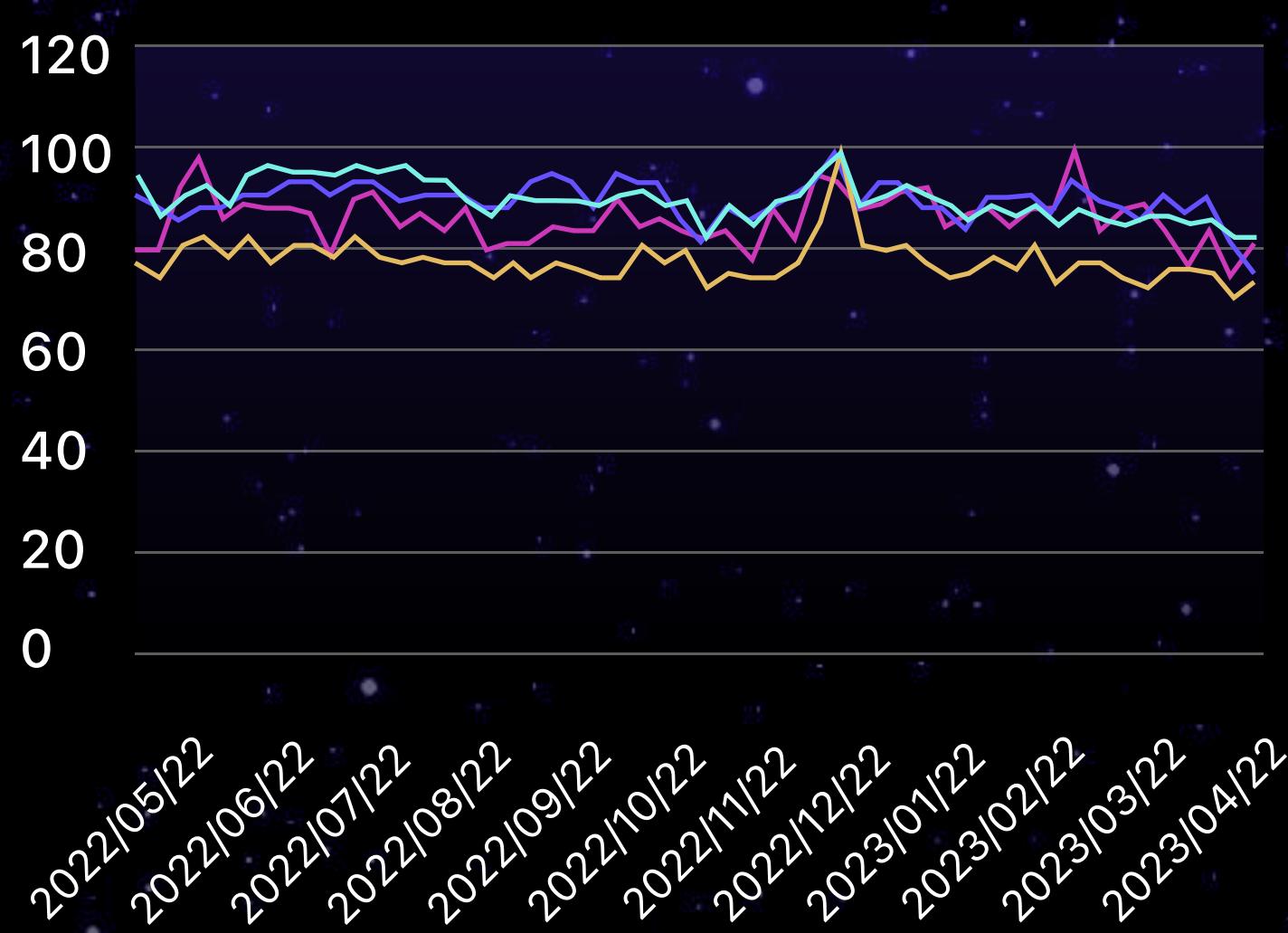
(Data source: Allied Market Research)



(Data source: Allied Market Research)

Astrology Online Market Grows Rapidly with Huge Potential

Daily search frequency:
over 10 million



Global Astrology App Market

Expected Annual
Growth 24.76%



(Data source: google trend)

(Data source: NewMeidaWire)

User spending on top
earning astrology apps



(Data source: Statista)

The millennials segment dominated the global market

People who believe in astrology



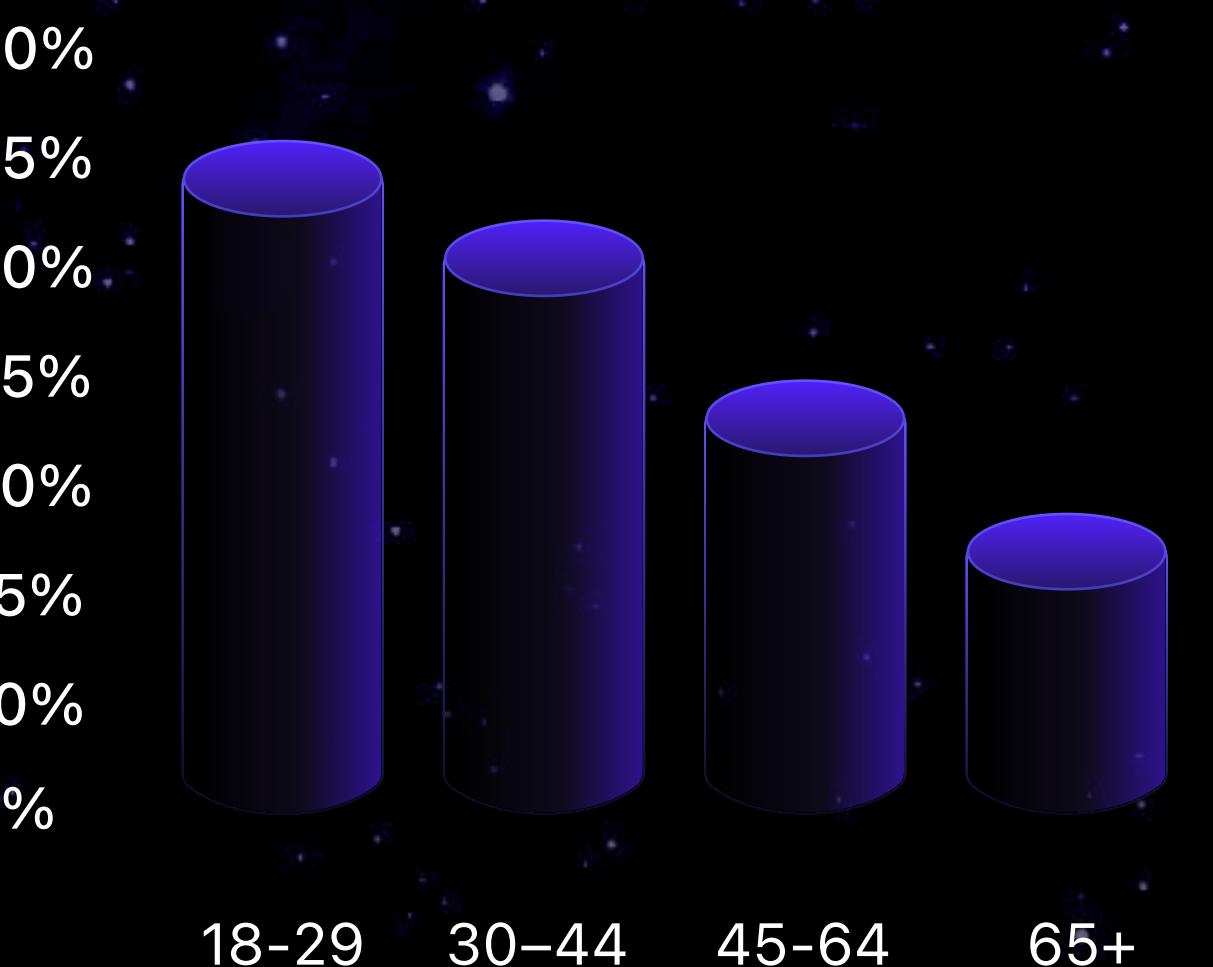
Web3 traders seeking for financial advice

Young & Vibrant

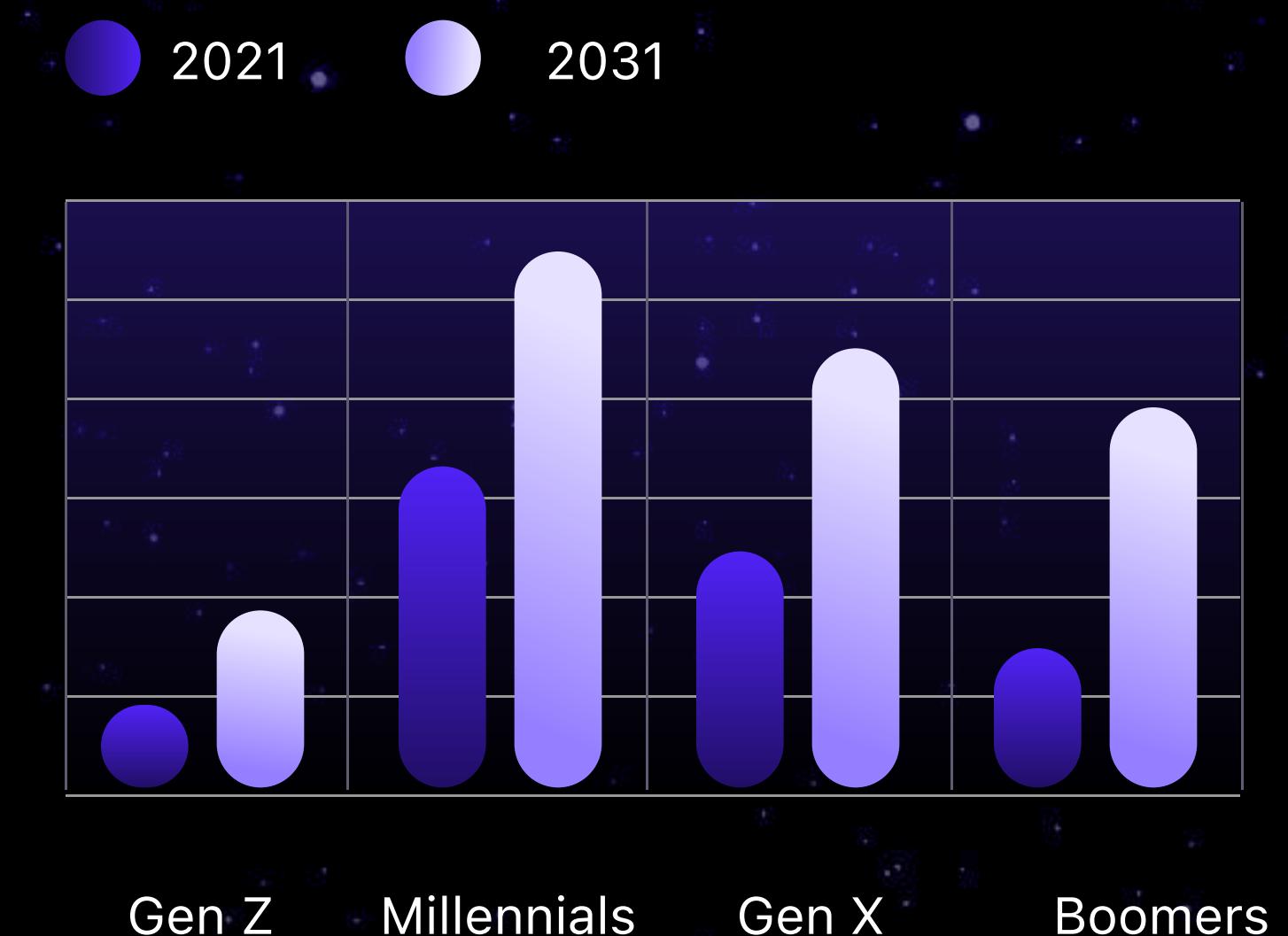
"caught up" on social media trends

Use astrology as a means of self-identification.

Adults are most likely to believe in astrology age group



Astrology market by end user generation



(Data source: Allied Market Research & YouGov)

Product Highlights

Blending AI companions with Astrology-based Web3 socializing



Nora AI Highlights



★ Emotionally Supportive AI Utilizing Astrology for Psychological Healing

The Decentralized Platform For AI-Native Apps

The image displays three mobile phone screens against a dark background with a starry pattern, illustrating the Quaere AI platform's user interface.

- Screenshot 1: Home Screen**

9:41

Meet Your AI Advisor

We creating a personal AI for everyone. for personal intelligence, a supportive and empathetic conversational AI.

CHOOSE AN AI ADVISOR

This screen shows a grid of nine circular icons, each representing a different AI advisor with a unique appearance and theme.
- Screenshot 2: Advisor Profile**

9:41

AI Mystic Nellie

★ 4.96 | 436 reviews

Life Tarot reading Spirituality Love

Numerology Western astrology Rituals

Hello Taylor, my name is Nellie👋, I am a certified astrologer and psychologist. To me, astrology is an efective tool that can be used to provide psychological assistance to those who are faci... [Read more](#)

Chat For 29 Coins/Min

This screen shows the profile of AI Mystic Nellie, featuring her name, rating, services offered, and a brief introductory message.
- Screenshot 3: Chat Interface**

9:41

Nellie

Good morning Taylor👋 What can I do for you?

I have had some issues with my boyfriend's relationship recently. He said he hopes to have more space for himself, but I hope is to often get tired of being sweet together. Isn't that how couples should be?

Your Saturn is in your 5th house and has many challenges in areas such as love, romantic experiences, and inner happiness. Your Saturn is returning this year, and March and November of this year should have more experiences with the hardships of love, as well as the possibility of receiving gifts after the hardships. Remember, you deserve the best love, only by loving yourself more can you reap the love of others.

08:35

08:35

00:48

08:38

This screen shows a conversation with Nellie, displaying a message from the user and a detailed response from the AI, along with a play button icon and a timestamp.

Spiritual Identity

An SoulBound NFT that depicts your personality

A spiritual identity permanently and entirely stored on-chain.

A series of attributes which are relative to yourself.

Used in Quaere for chart reading.

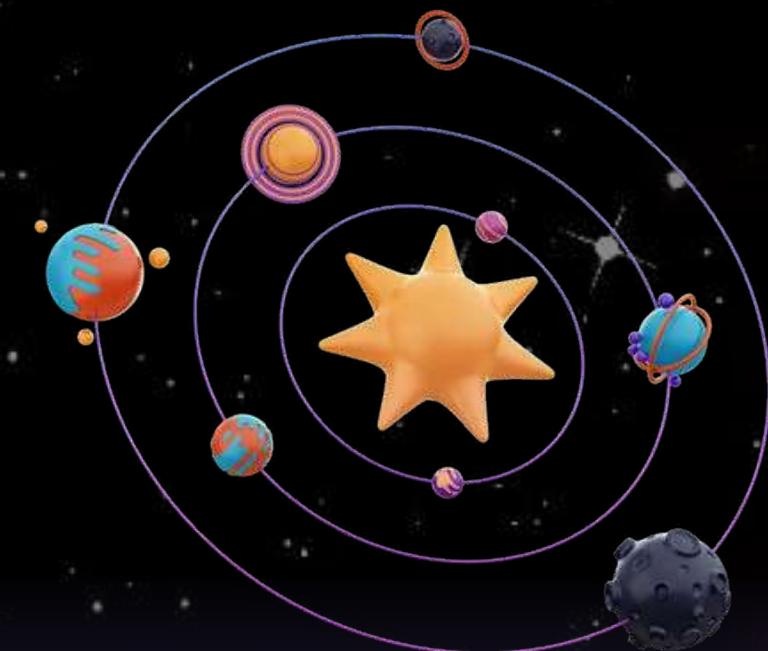
To be advised on spiritual retreats.



Astrology Social Network



Unique user ID attributes such as date, time, and place of birth, along with personality descriptions



Astrological chart matching for friend recommendations



Zodiac groups



Cross-community, multi-dimensional Web3 social platform

All High-Frequency Activities On The Platform Are Monetized Through The Use Of Platform Tokens

SPIRITUALITY METAVERSE

Visualize your spirituality world in metaverse



1v1 Companion

Immersive 1v1 Astrology
and Tarot Consultation by
AI.



Chakra Body Chart

A room in the Spirituality
Area to show your chakra
status.



Chakra Room

Room for chakra where
you can use NFTs to do
some rituals.



Spirituality Community

For example: temples,
astrologer area..

Quaere Spirituality Metaverse in VisionOS



An illustration of a person wearing a VR headset, with a glowing purple energy field or aura around their head, set against a dark, star-filled background.

Immersive
Experience In
Crystal Healing

Immersive Playable
Spirituality NFTs

Immersive
Spirituality Area



Furniture NFT

Wealth Effect



Spirituality Pet

AI powered



Furniture NFT

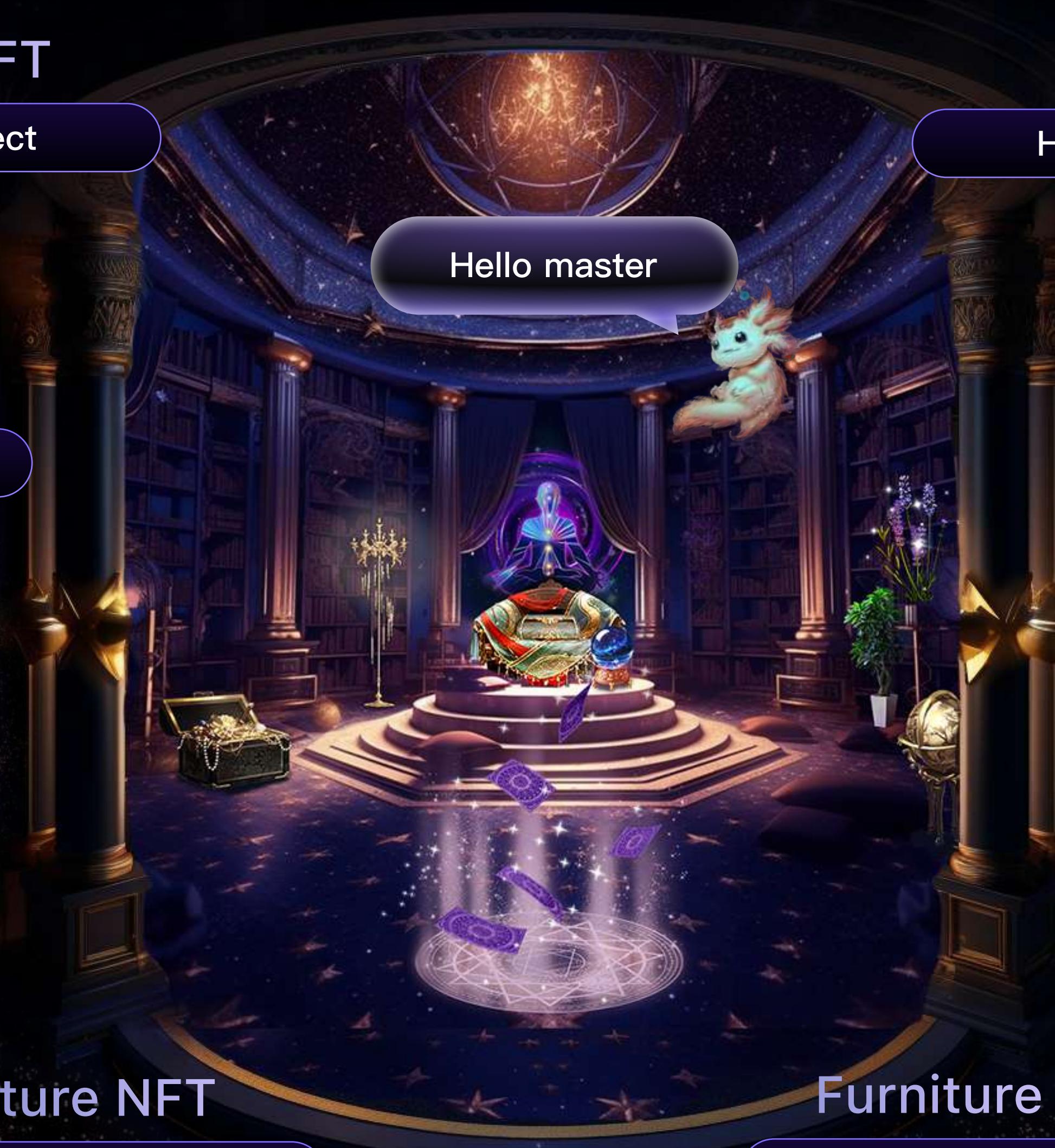
Wealth Effect



Furniture NFT

Wealth Effect

Hello master



Plants NFT

Health Effect



Astrology NFT

Fortune Telling



Plants NFT

Relationship Effect



Furniture NFT

Wealth Effect

"We are stardust, we are golden, we are billion-year-old carbon."

- Joni Mitchell

Ecosystems & Growth

Blending AI companions with Astrology-based Web3 socializing



Starting From 10/2023, By End Of 2023 We Achieved

App Download: 54K+

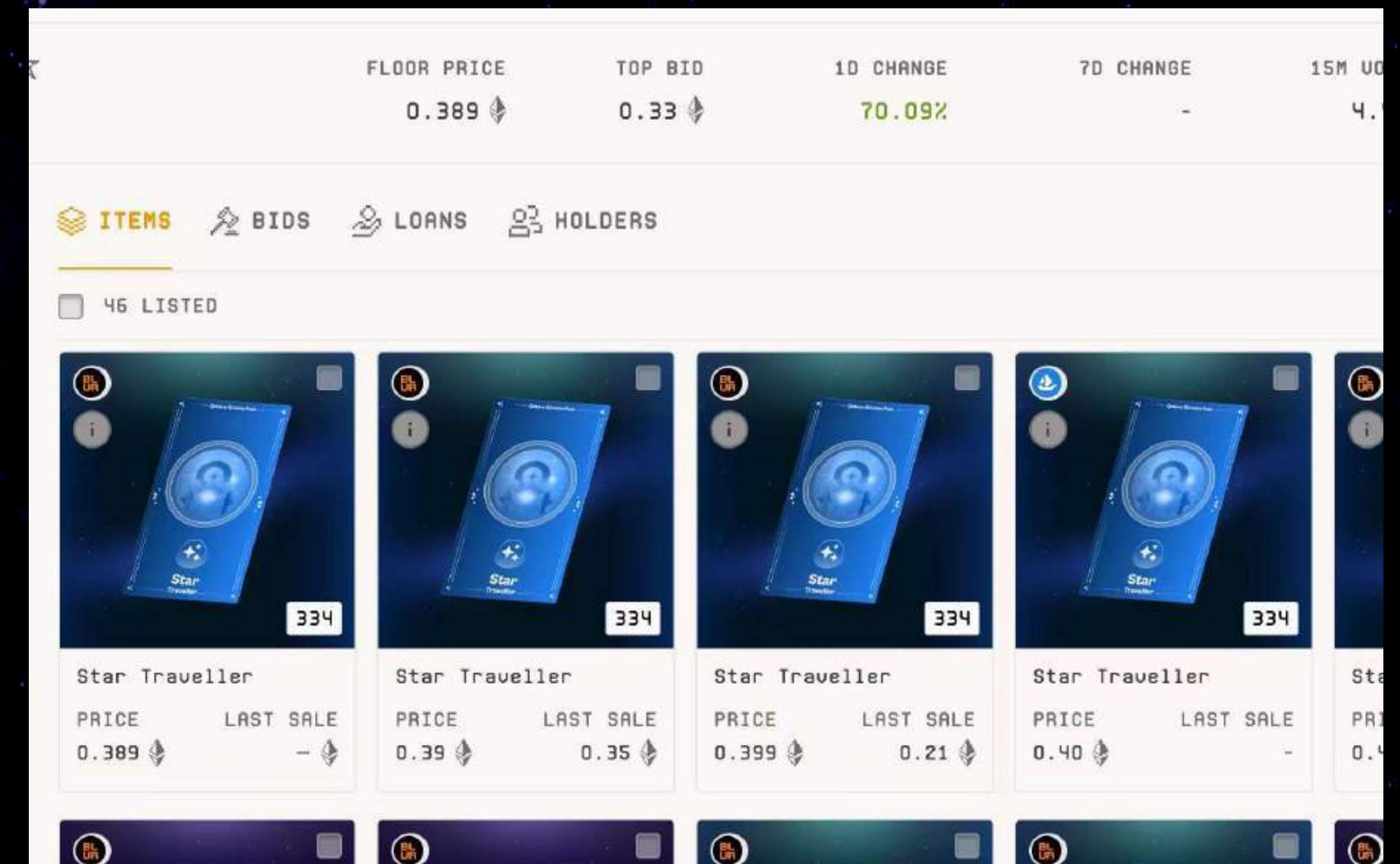
Community Growth:

- Twitter: 35K Followers
- Discord: 10K+ Active Members
- Collaborations: Partnerships with 100+ Communities



Genesis Pass NFT:

- launched in 12.2023, ranking the top3 on OpenSea and Blur
- The highest floor price 0.4e



GTM STRATEGY

01

Community Engagement

Through highly interactive social media activities and themed events with high participation within the Discord community (such as sharing mysterious stories, interpreting constellations, sharing dreams, etc.), use tools like NFT whitelists and limited test codes to boost community engagement.

02

Educational Content

Developing comprehensive educational material about Quaere App, Staking system, and the project.

03

Partnerships & Collaborations

Collaborating with the leading Web3 communities, projects, influencers. The partnerships that we have announced include ***Matr1x, L3E7, Searchfi, Hunters of Web3, Space Nation, NFTboi, Unemeta, Vip3, Xbank.*** etc.

04

Potential Token Incentives

We designed a reward system for early adopters, contributors, and community members. Incentives include  ***Staking Rewards, ★ Star Points, 🎀 Treasure Boxes*** and  ***Exclusive Access.***

05

User-Friendly Interfaces

Quaere has no barrier for the onboarding process for users who may not be familiar with blockchain technology, as well as extra rewards for Web3 users.

GTM STRATEGY AND MILESTONES



GROWTH

Advertising Creatives

Horoscope/ Relationship
Compatibility/ Tarot/
Chakra

Main target country



Advertising platform

TikTok Google
facebook Apple Search Ads

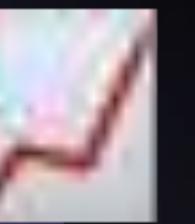
To reach more
target users
through Paid
Media



To boosting brand refer
by adding in-app
astrology social
community.



To boost brand
awareness



Technology website



Astrology community



Owned media and KOL

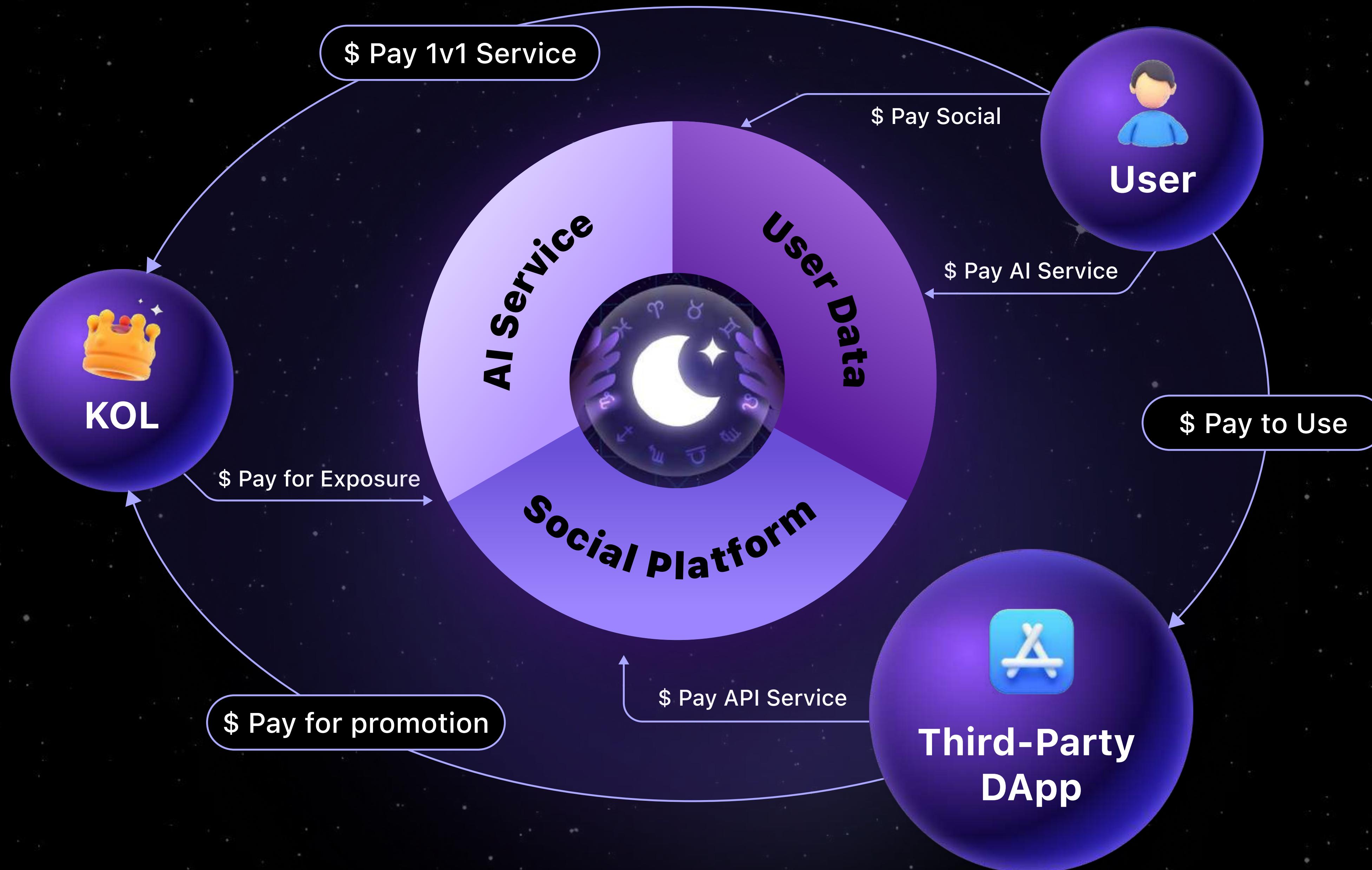


"The universe is not only queerer than we suppose, but queerer than we can suppose."
- Stephen Hawking

Tokenomics

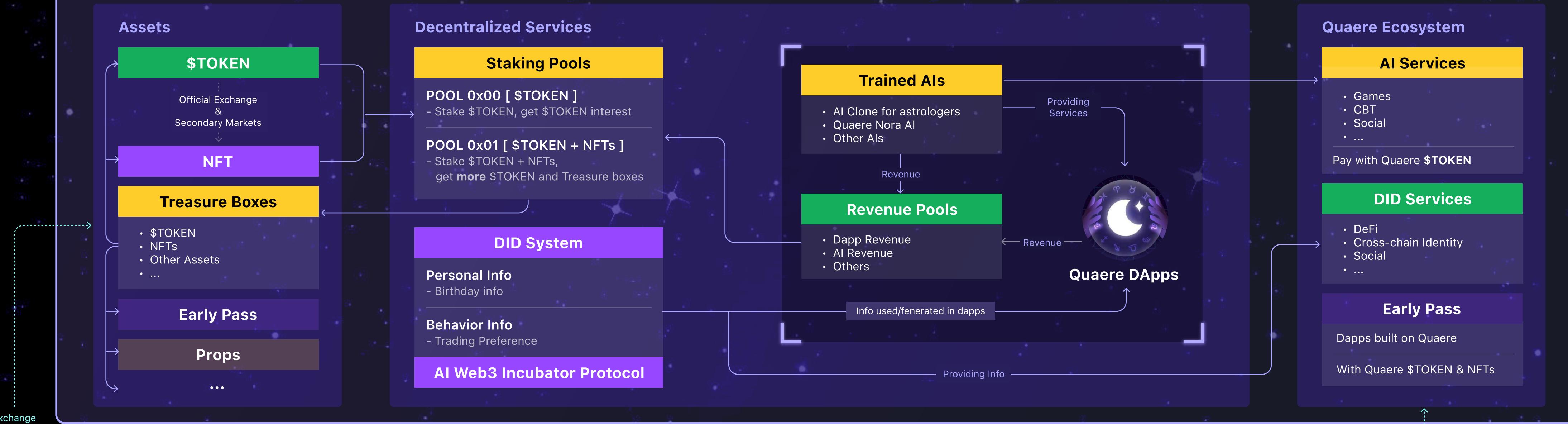
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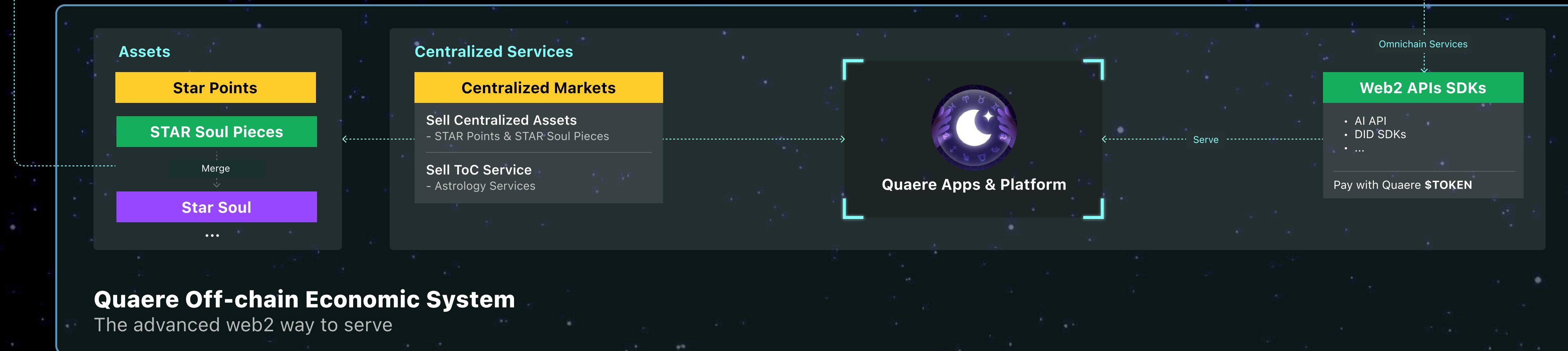
Quaere On-chain Economic System

The web3 way to build a positive ecosystem



Quaere Off-chain Economic System

The advanced web2 way to serve



"The cosmos is within us. We are made of star-stuff. We are a way for the universe to know itself."
- Carl Sagan

Roadmap and Team



ROADMAP



The roadmap includes plans from 2023 Q3 to 2024 Q3 with a checkmark indicating that the plan has been completed



2023 Q3

- ✓ Team Preparation and Marketing Research



2023 Q4

- ✓ Genesis Pass NFT launch
- ✓ AI Astrology & Tarot launch
- ✓ Community building



2024 Q1

- ✓ Invitation code user growth
- ✓ AI Service launched in GPTs Store
- Membership NFT Sale



2024 Q2

- IDO/IEO & Listing
- Customized training platform for professional tarot reader/astrologer
- Social and community features between users



2024 Q3

- Professional service recommendation for users
- Spiritual crystal fusion room

TEAM MEMBERS

DongGu

Co-Founder & CEO

Serial Entrepreneur

2019 to the present, founder of MeowPie Tech Co., Limited, focusing on utility-type mobile applications. By utilizing overseas channels for advertising, such as Facebook Ads, Google Ads, TikTok Ads, and ASO, over **10M**. Annual revenue has exceeded **\$10M** with team of 4.

2017 to 2019, FanGao Tech Co., Ltd., developed two utility-type mobile applications for international markets. With a team of fewer than 10 individuals, annual revenue of **\$10M**.

2014 to 2017, worked at Teambition (later acquired by Alibaba). Lead ios development.

Vilanelle

Co-Founder & Chief Astrologer

Astrologer & Serial Entrepreneur

Studied Western modern astrology since 2019, part of London Astrology Academy community; aided 400+ clients in discovering life's purpose.

2021-2023 Co-Founder and CMO of Parami Foundation, a company valued at \$38M

2019-2021 Community & Marketing Lead of several crypto projects, leading communities of 300K+ members

2018-2019 Ruder Finn Media Group PR Specialist

Hiker

Co-Founder & CTO

Serial Entrepreneur

2 years as Director of R&D at rct AI, alumni of YC Winter 19 batch, specializes in game AINPCs. Managed development team of 30+ members and delivered conversational AI platform. Generated **\$10M revenue in 5 months**.

4 years of industry experience at Silicon Valley tech company Cisco

Graduated from University of Michigan

JT Song

Co-Founder & CMO

Senior expert in financial investment and marketing

Former International Business Director of a public listed company

Former head of the NFT division at a blockchain investment institution

Strategic advisor for multiple Web3 projects

Former market leader of the NFT division at a leading CEX

Early-stage venture partner in the NFT industry, responsible for overall market and strategic operations of various medium to large Web3 projects from scratch

TEAM MEMBERS

Pierce

Senior Algorithm Engineer

5 years of experience in chatbot algorithms and system engineering. From 2019 to 2023, the chatbot's conversation quality and innovation led the industry.

From July 2021 to August 2023, served as a Senior Algorithm Engineer at rctAI. Responsible for the development of virtual human conversation systems, game character personality editor, and conversational web3 operation platform; innovative projects included multi-agent interactive debate and comic script auto-generation.

In 2019, the "ReBo: Virtual Human Li Bai Project" won the "Mopass Cup" Hackathon championship.

Bachelor's degree from Tsinghua University.

Joey Yuan

COO

Senior User Growth Operator & Serial Entrepreneur

Since 2019, COO at MeowPie Tech Co., Limited, led international user growth for utility apps from scratch. Accumulated **10M+ downloads, \$10M+ annual revenue** with a 4-member team.

2020-2021: Employed at TestBird, managed growth ops & ad campaigns for **20+ products**. Generated profits over **\$800M**, amassed hundreds of millions of active users.

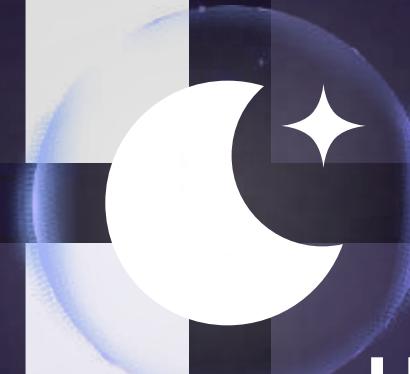
2018-2020: Worked at FanGao Tech Co., Limited, directed ad campaigns for 2 utility products with annual revenue of over **\$10M**.

Felix

Chief Designer

Design Lead at Yahaha Studio. Extensive design experience in productivity tools, game creation tools, and social platforms, complemented by entrepreneurial ventures.

Early product designer at Teambition, responsible for establishing the Clarity Design product design system and brand framework.



Harries

R&D Engineer

Serial Entrepreneur

Founder of Stash Networks Limited since 2019, specializing in Stash, a leading iOS app for Clash rules.

Co-founder and CTO of Mercafly Limited from 2017 to 2019, responsible for the development and operation of the Meilejia Marketplace, the largest Chinese e-commerce platform in Europe at the time.

“Quaere: The sky speaks to you”