



REFFILIATE

On-Chain Multi-Level Marketing Protocol
Airdrop Aggregator

Unlocking Potential – Empowering Growth

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Current Problems



dApps Builders

1

Inefficient Marketing Strategies

Time-consuming and cost-inefficient promotion/airdrop campaigns

2

Challenging Progress Tracker

Elaborate on how this negatively impacts people and their experiences.

3

Resource-Intensive Infrastructure

Frame the problems effectively as it will set the stage of your entire pitch.

Current Problems



Web3.0 Users

4

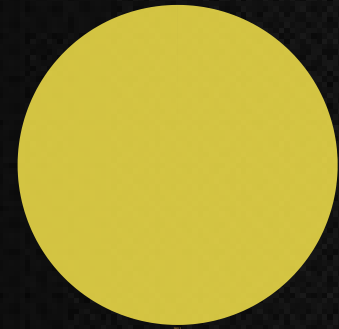
Lack of Information Accessibility

Difficulties accessing comprehensive data about ongoing campaigns, hindering decision-making.

5

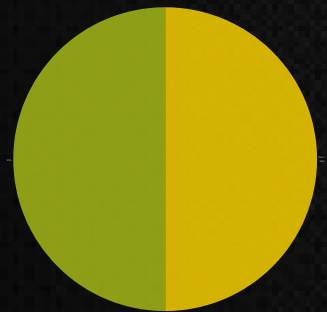
Transparency Concern

Lack of transparency in campaign participating progress, estimated incentives received, etc.



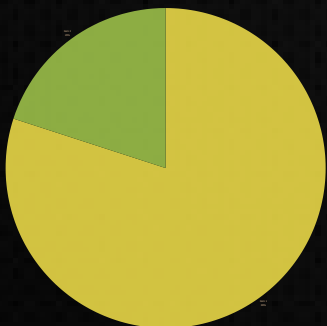
1.9 Billion

Total Available Market (TAM)



53 Million

Serviceable Available Market (SAM)



10.6 Million

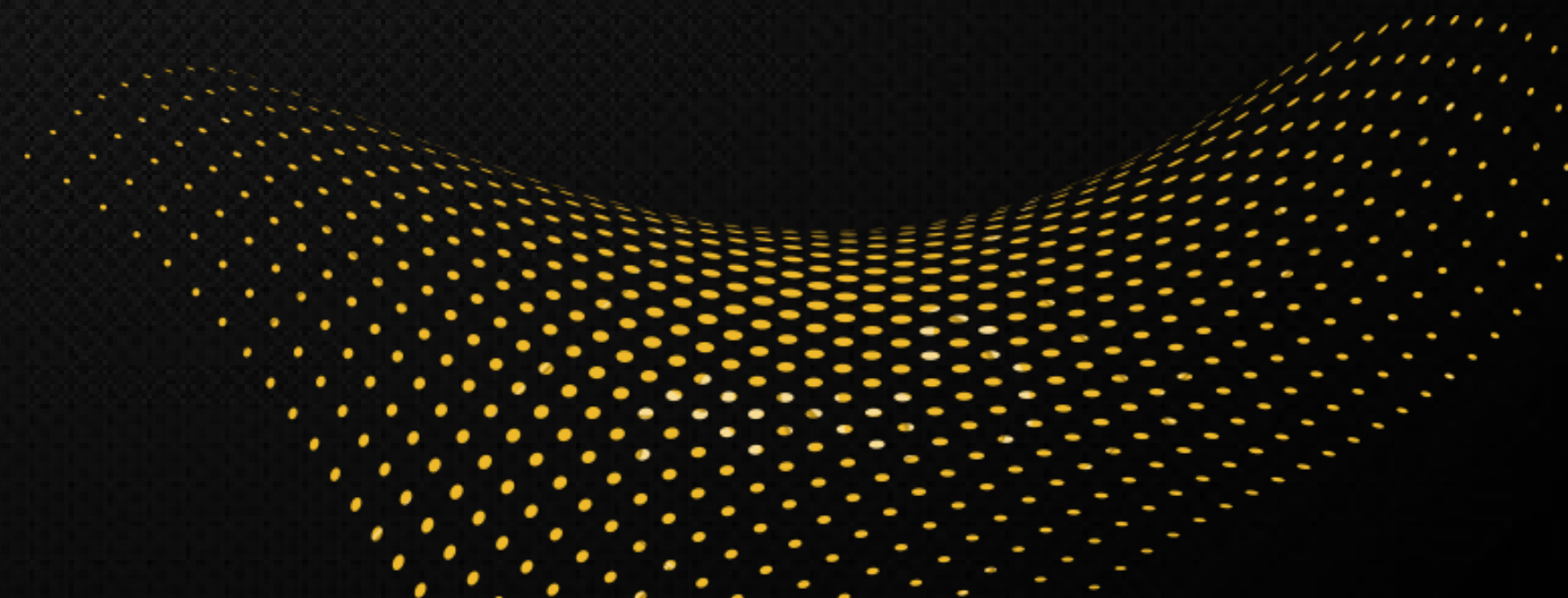
Serviceable Obtainable Market (SOM)

Market Overview

TAM: Number of dApps * Expense for Marketing campaigns

SAM: Number of dApps/year doing airdrop campaigns * Token Price

SOM: 30% of SAM





Solutions

dApps Builders



Efficient Promotion Tool

Easily reach target audience through hub of marketing/airdrop campaigns



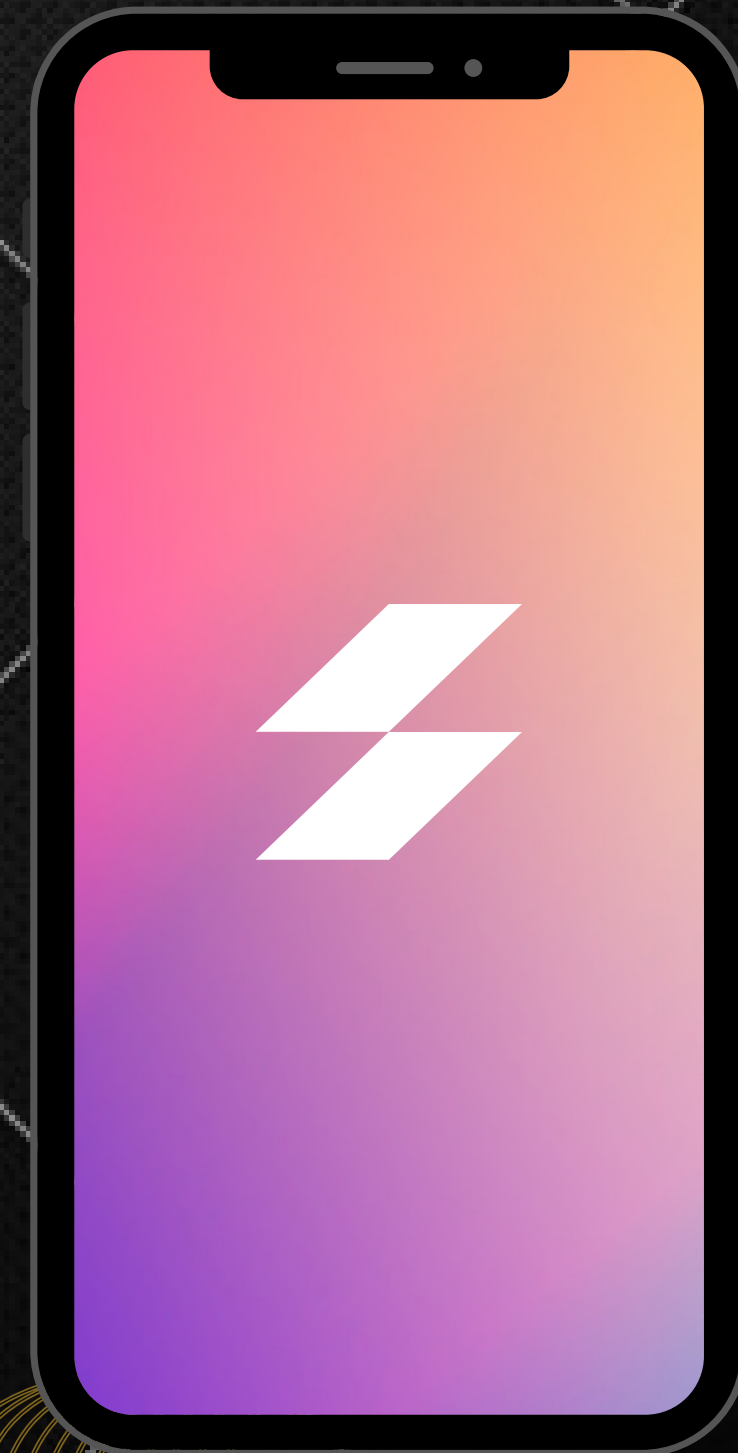
Comprehensive Tracking

Monitor statistics on campaign's progress for informed decision-making



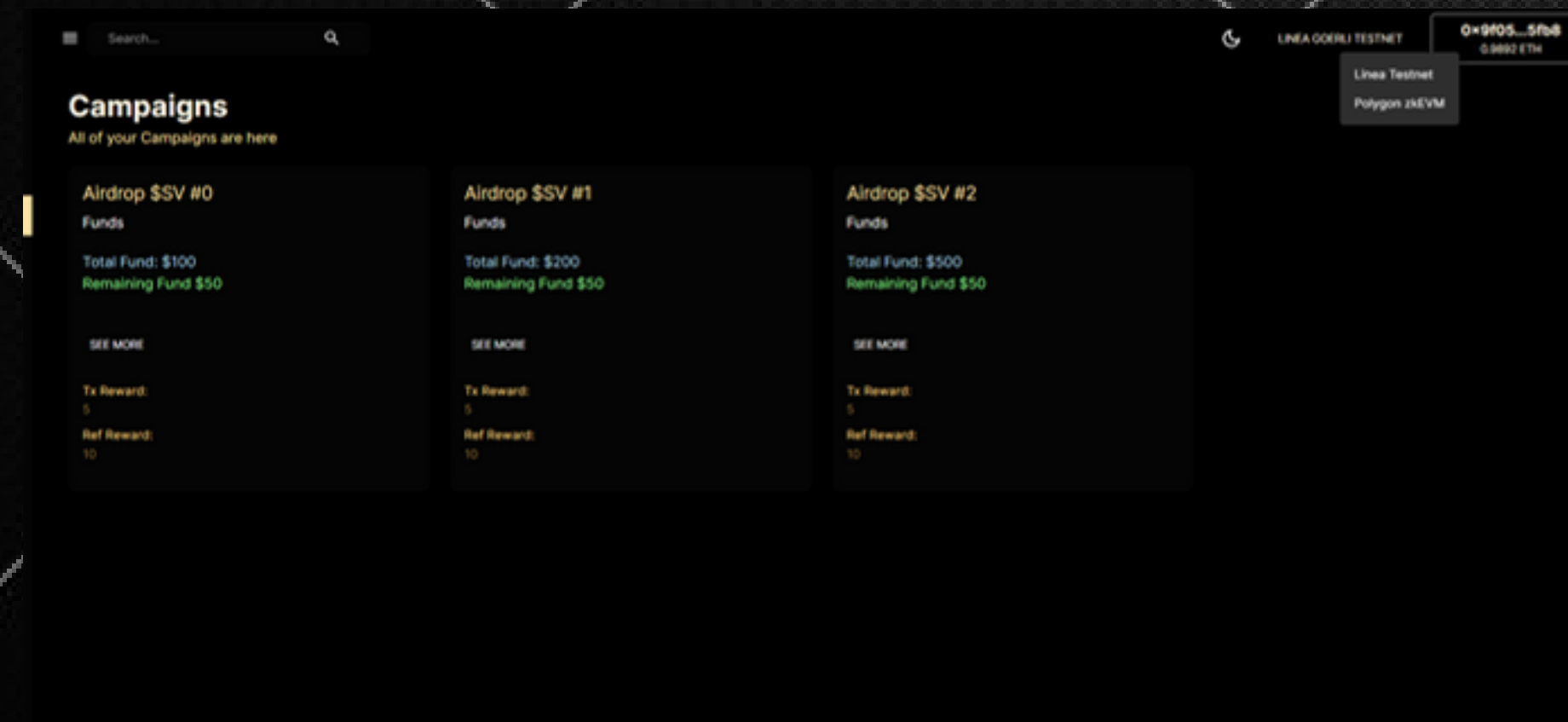
Effective Infrastructure

SDK & Smart Contract Integration for dApp allowing dApps to focus resources on core development and growth



Solutions

Web3.0 Users



Accessible Dashboard

List of past, present, and future campaigns allowing users to keep track of their estimated results, eliminating fraction, creating higher yield.



Transparent Progress Tracking

Visibility into progress, token received, creating trustful and care-free experience.

Customer Persona



dApps Builder

- **Bio:**
 - Software developer
 - Specializes in blockchain technology and dApps
- **Personality:**
 - Analytical, detail-oriented, Creative
- **Motivation:**
 - Make positive impact in the blockchain space
 - Looking for users to experience on dApp



Web3.0 User

- **Bio:**
 - Work in Finance
 - Actively involved in crypto
- **Personality:**
 - Sociable, crypto-enthusiast
 - Looking for dApps, earning from using them
- **Motivation:**
 - Financial gain, decentralized revolution
 - Discovering potential projects



Revenue Streams

Business Model



Usage-based Fee

based on volume usage/API calls made through the DSK



Effective Infrastructure

revenue-sharing agreements with partners



Transaction Fee

based on number of successful referral/outcome of the campaign



Advertisement

token owners promote, help their campaign achieve best exposure

Canva

Cost Structure

Business Model



Marketing & Promotion

digital marketing campaigns,
industry events, etc.



Platform Development

development cost, oracles fee,
API cost, etc.



Operational Expenses

office, utilities, administrative
expenses, etc.

Go-to-market Strategy



Target Market

Asia & South-East Asia

Channels for Exposure

How is the landscape differentiated and what makes you different.

Entry Plan

- Run content & SM marketing, partners with influencers, KOLS, media institutions.
- Attends networking events, offline meetups, webinars, etc.
- Partners with DeFi protocols, platforms, LPs, magnify the ecosystem and integration
- Engage deeply with the community through popular channels (Telegram, Discord, Zealy, Galxe, hackathons)



Future Roadmap

**Finish, ready for
deployment on
Mainnet**

Step 1

Q1 2024

**Support multiple
Dapps, build SDKs**

Step 2

Q2 2024 - Q4
2024

**Added more
methods for users to
contribute (off-
chain to on-chain)**

Step 3

Q1 2025 - Q2
2025

**Upgrade, build
cross-chain
integrations**

Step 4

Q3 2025 -



Thank You



Canva

Smurfs Villages



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