REFFILIATE

On-Chain Multi-Level Marketing Protocol

Airdrop Aggregator

Unlocking Potential – Empowering Growth

Table of Content

Current Problems 01

Market Overview 02

Introducing Reffiliate 03

Customer Persona 04

Business Model 05

Go-to-market Strategy 06

Technical Overview 07

Meet the Team 08

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

Diffculties accessing comprehensive data about ongoing campaigns, hindering decisioin-making.

5

Transparency Concern

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

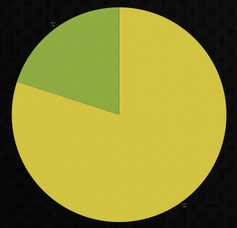
Market Overview

1.9 Billion

Total Available Market (TAM)

53 Million

Serviceable Available Market (SAM)



10.6 Million

Serviceable Obtainable Market (SOM)

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

1 Efficient Promotion Tool

Easily reach target audience
through hub of marketing/airdrop campaigns with **Muliti Level Marketing** strategy

2 Comprehensive Tracking

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

3 Effective Infrastructure

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

Solutions

Web3.0 Users

Accessible Dashboard

4

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

Transparent Progress Tracking

5

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

Customer Persona

Jake – 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

Brian – 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

Business Model

Revenue Streams

1 Usage-based Fee

based on volume usage/API calls made through the SDK

2 Transaction Fee

based on number of successful referral/outcome of the campaign

3 Effective Infrastructure

revenue-sharing agreements with partners

4 Advertisement

token owners promote, help their campaign achieve best exposure

Business Model

Cost Structure

1 Platform Development

development cost, oracles fee, API cost, etc.

2 Marketing & Promotion

digital marketing campaigns, industry events, etc.

3 Operational Expenses

office, utilities, administrative expenses, etc.

Go-to-market Strategy

Target Market

Asia & South-East Asia

Market 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)

Channels for Exposure

- **Online Marketing**: social media (Twitter, LinkedIn), KOL/influencers, content marketing, PR, etc.
- **Community Engagement**: hackathons, giveaways, Discord, Telegram, etc.
- **Strategic Partnerships**: blockchain foundations, other DeFi projects, service providers, etc.

Canva

Technical Overview

SDK

- **Interface**: Support plug-n-play interface for dApps
- **Library**: Support easy to integrate packages, dApps does not have to change the code base. Provide a wrapper of RPC Provider or Redirection of Transactions
- **Contracts**: Simple and flexible to connect with many d

Smart Contracts

- **Campaign Factory**: manage, tracking campaigns states.
- **Campaign**: including Funds, Reward state of each user, reward strategy when user contribute to DApps,...

Future Development

Finish, ready for deployment on Mainnet

Step 1

Q1 2024

Support multiple Dapps, build SDKs

Step 2

Q2 2024-Q4 2024

Automate the process to integrate our protocol

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

Step 3

Q1 2025-Q2 2025

Standardize the process to apply ZK to submit proofs

Upgrade, build cross-chain integrations

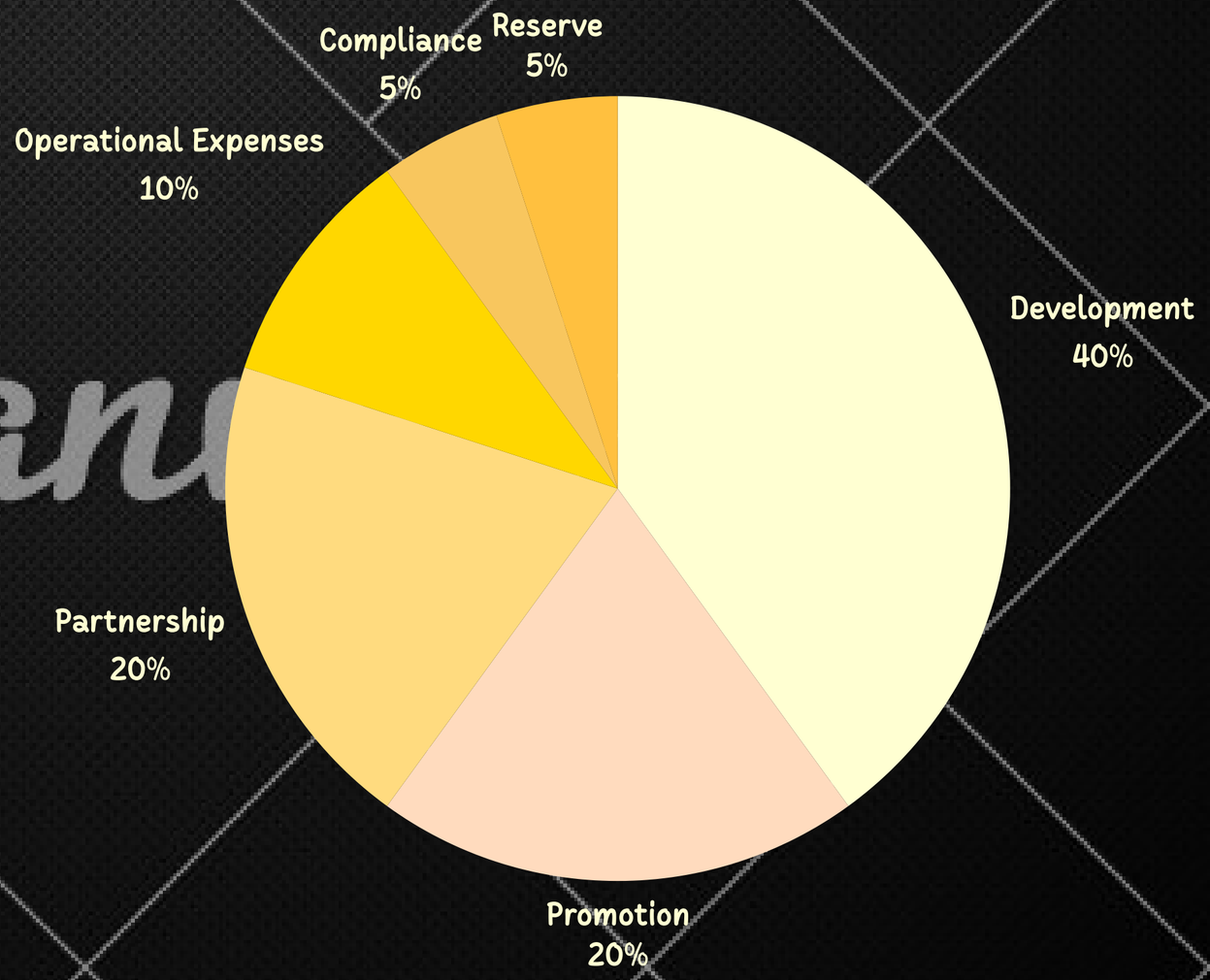
Step 4

Q3 2025 -

L1-L2 and Non-EVM Compatible

Fund Allocation

- **Protocol Development**:
  - Enhance platform, SDK, UI/UX.
  - Research new features, integrations.
- **Marketing and Promotion**:
  - Digital marketing campaigns.
  - Social media advertising.
  - Content creation.
  - Industry event participation.
- **Partnerships and Collaborations**:
  - Forge strategic partnerships.
  - Joint marketing efforts.
- **Operational Expenses**:
  - Salaries, office rent, utilities.
  - Legal fees, administrative costs.
- **Research and Compliance**:
  - Market research, competitor analysis.
  - Compliance measures, legal services.
- **Contingency and Reserve**:
  - Unforeseen expenses.
  - Financial buffer for challenges.



Meet the Team

Quang Nguyen

Tech Lead

- Sophomore @ UET
- Top 02 UHack 2024
- 3rd Prize in VOI
- Top 15 Kawai Startup
- Top 08 Oraichain Hackathon
- Top 06 BusiTech Bootcamp

Trung Pham

Smart Contract/BE Dev

- Sophomore @ UET
- 1st prize in VOI
- Top 02 UHack 2024
- Top 05 VNOI Cup
- Silver Cup in Vietnam Student Olympiad in Informatics 2023 – Super Cup Category
- ICPC Asia Pacific Organizer

Nam Nguyen

Business & Marketing Lead

- Sophomore @ FTU
- Partnership @ DINOS Web3.0 Agency
- Top 01 Sustainability Track @ HackYouth
- Top 01 Cloud Track @ JunctionX Hanoi
- Top 02 UHack 2024
- Top 02 Swin Hackathon 2023

Vinh Nguyen

Developer

- Fullstack Developer @ Derivable
- Bussiness Development @ Simpia
- Fullstack Developer @ YITEC
- DevOps: @ IART
- Software Engineer @ ScamAdviser
- Software Engineer @ Edcosy
- UET – VNU Student
- Second Prize in the National youth informatics contest 2022

Thank You

Smurfs Villages

Contact us:

nguyenmaihainam@gmail.com

Canva