



[www.webump.io](http://www.webump.io)

# WeBump

The mass adoption of the Book Ecosystem.

Pitch Deck Presentation.

# Agenda

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WeBump

# Introducing WeBump

The WeBump platform brings software distribution to the Web3 Infrastructure. Our original infrastructure facilitates implementing blockchain technology resources for books creators and lets the readers enjoy their books experience to the fullest.

All the ecosystem of WeBump works with the WeBump PC Launcher, which is connected to Metamask and contains books in the form of ERC20 Tokens.





# Problem Statements

Digital Publishing presents an exciting opportunity due to the abundance of problems that exist in different areas.

By bringing the single platform, WeBump solves a number of problems that book distribution faces today. At the same time, it brings book distribution into the new world of WEB3.

## 1. Authors

- Digital books have zero quantity control.
- Book advances and author royalties have gone down steadily.
- Authors have no easy way of communicating with their audiences.
- The Author never receives a royalty on a second-hand sale of their book.

## 2. Publishers

- Digital Rights Management (DRM) technology is currently extremely weak.
- Sales splits are dictated and forced upon by centralized retailers.

## 3. Readers & Collectors

- Only physical books have a resale value.
- eBooks do not belong to us

# Solutions

## 1. Authors

The creator will earn royalties for each trade of the book. Thanks to smart contracts it is possible to transfer payment for the book immediately to the creator. Higher splits as well as residuals on the resale of authors books in perpetuity.

## 2. Publishers

More amicable sale split by harnessing the power of smart contracts.

After the official sale and unlock the book on the marketplace - the price of the book is set by the AMM - Automated Market Making mechanism and does not require any external party, only people providing liquidity.

## 3. Readers & Collectors

The ebook can be resold, swapped or picked up in physical form.

Decentralizing the license holder base.



# Liquidity Mining

An additional incentive to provide liquidity is so-called process of **liquidity mining**.

During regular liquidity provision, providers earn a total of around 0.3% of the value of each trade (Uniswap V2), where profits are split proportionally to the share in the pool. After liquidity provision, LP tokens are received as proof of the process. By staking LP tokens we earn double, both from providing liquidity and in new tokens in circulation.





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# More than a Token

WeBump solutions allow to make profits on the secondary market. Mechanics of books trading commissions means that the function of transfer automatically passes the commission to the creator, while at the same time the cost of the transaction is on the receiver's side.

The name WeBump is a direct allusion to the underlying mechanism behind the token - once a book is purchased on the primary market, the price of \$BUMP increases thanks to a 12,5% buyback&burn + 2,5% liquidity mechanism every time a book is purchased.

Liquidity token - a token that is being distributed in the course of providing liquidity to other tokens.

Platform token - a token associated with a specific platform.

Buyback - repurchase of tokens from a liquidity pool.

Burn - burning tokens to prevent their further trading and sale.

Liquidity - the depth and ease of exchange between value carriers.

Liquidity Mining - an additional incentive to provide liquidity is so-called process of liquidity mining.

# SWOT Analysis

## Strength

Customer recognition, own ecosystem, unique & transparency technology, experienced staff, advanced IT solutions, speedy data access, network decentralization, cost reduction, trust, safety, security, real time.

## Weakness

Storage capacity (for huge amounts of data in future), collaborations, non-acceptance of the technology, immaturity of the technology.

## Opportunity

Crowdfunding, global possibilities, international markets, business model, smart contracts, efficiency improvements, technological trend.

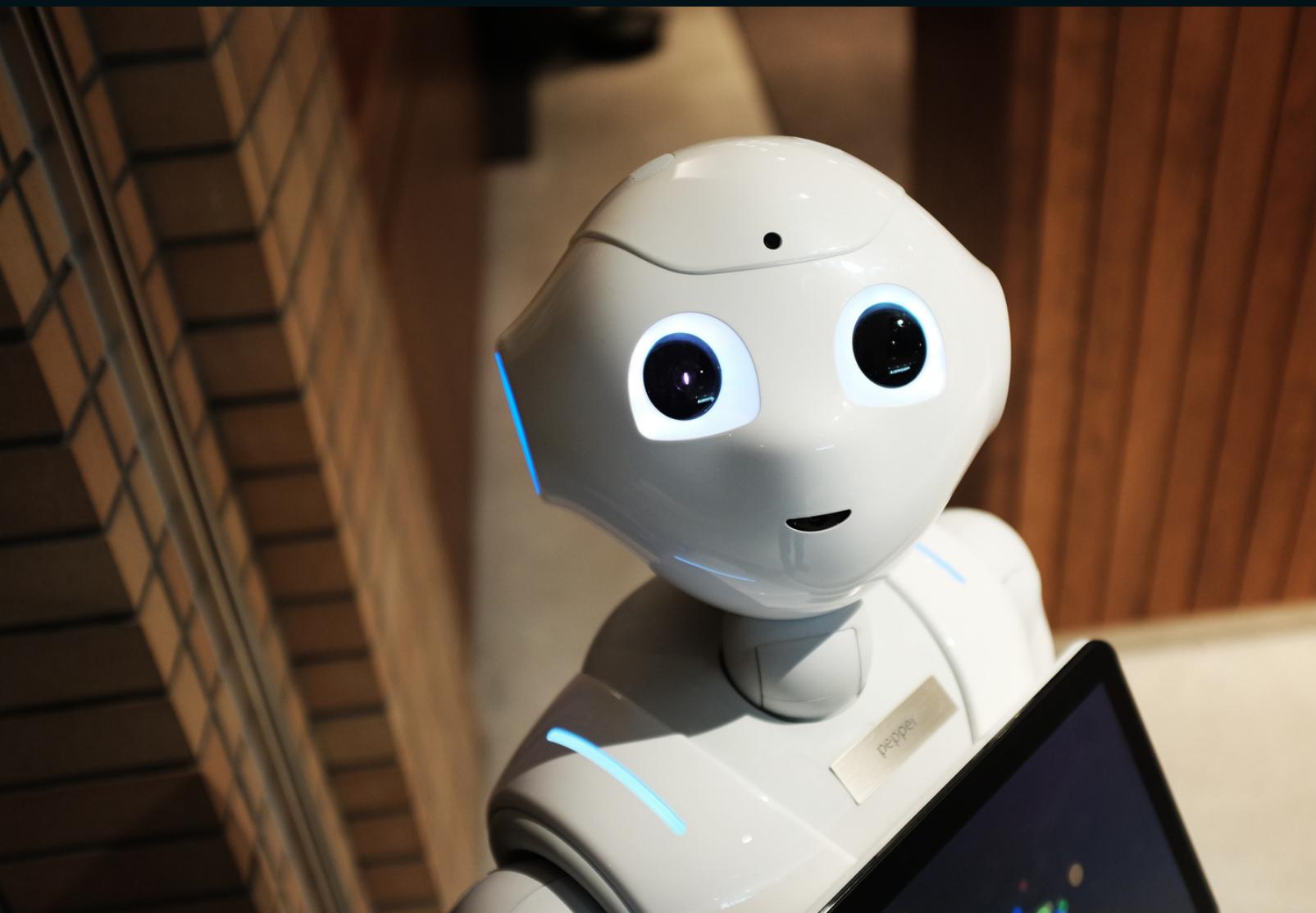
## Treat

Entrance of a new competitors, bad future, regulatory uncertainty, environmental security.

# Business Model



WeBump



WeBump's business model is very transparent.



## Business model for 2022

We allocate the collected funds primarily to the marketing and development of platform. The platform will be ready minimum 3 months before the day of listing. Listing is scheduled for IIQ 2023. The main source of income for WeBump will be the platform.

# Our Go-To-Market Strategy

The transparency of the blockchain makes it possible to openly connect to the store and sell books outside of the WeBump platforms. This solves the problem of not being able to sell digital books outside of the platform they are distributed on, while also providing a collection of titles. To encourage the sale of books outside the WeBump platforms, we offer a 5% commission to the provider of the store where the transaction took place.

In this case, the strategy that allows you to conquer the market will be mainly a combination of two aspects:



## The first

The first is the start of the platform minimum 3 months before the listing period. This is the best moment because it will be the time to build strong utility and confirm the success of the platform before the listing. Thank to that the community of a given project will be the most active.



## The second

The second aspect will be well-planned and conducted marketing, many interesting partnerships that will allow to promote the platform.

# Our Vision

**We intend to change the market and introduce concrete improvements as well as refined solutions which will bring real value.**



## Simple interface

Thanks to clear and very simple interface, everyone will quickly find his or her way in the world created by WeBump. We will target our proprietary solution to smart individuals, who are willing to learn and discover new possibilities. In this case, the entry threshold for new people is very low. We hope that the number of people who are active in the cryptocurrency world will increase due to the promotion of our unique solution. We will be very pleased if we attract new people to the crypto community. The key to the success is a network effect.



## The benefits

The benefits of combining the world of books with blockchain technology are numerous. In this case, the most important advantage is the ability to present a solution for Authors, Publishers, Readers and Collectors.

This will definitely translate into the fact that people will be more willing to support their favorite creators. The task that WeBump has undertaken is to prepare a platform with a specially adapted proprietary solution, which will make it possible to support your favorite creators by using cryptocurrencies. Our platform will be easy to use thanks to a very simple interface. We also guarantee that it will be a very transparent solution.

# Roadmap

Below you can see our detailed step-by-step development plan. With this roadmap, you are able to learn what the next steps in our development are.

Q3 2022 - Q4 2022

## Q3 2022

- **Formation of the WeBump idea**
- **Development of the launch and longevity strategy for the project**
- **Formation of the team**
- **Marketing plan**
- **Creation of social media accounts**
- **Website launch**
- **Whitepaper publication**
- **Token collection platform**
- **Seed sale round**

## Q4 2022

- **Private sale round**
- **Completion and testing of token contract**
- **Security audit**
- **Execution of the first phase of the marketing plan**
- **Strategic partnerships**
- **Team expansion**



**WeBump**

# Roadmap

Below you can see our detailed step-by-step development plan. With this roadmap, you are able to learn what the next steps in our development are.

Q1 2023 - Q2 2023

## Q1 2023

- **Launch of the WEB platform - beta-version**
- **Launch of the mobile app release - beta-version**
- **Brand building**
- **Execution of the second phase of the marketing plan**
- **Public sale round**
- **International expansion**
- **Launch of the WEB platform - mainnet-version**
- **Launch of the mobile app release - mainnet-version**
- **ERC20 Book Releases**
- **Royalties program**

## Q2 2023

- **DEX Listing**
- **Integration with cryptocurrency exchanges**
- **Execution of the third phase of the marketing plan**
- **Strategic partnerships**
- **Team expansion**
- **More ERC20 Book Releases**
- **Marketplace Launch**

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Q3 2023 - Q4 2023

**Q3 2023 - Q4 2023**

- Multi-language Support
- Execution of the fourth phase of the marketing plan
- Team expansion
- Audiobook Integration
- Development Voting platform
- WeBump Tools as a service
- TBA

# Team



**DAMIAN GONTARZ**  
CEO



**TOMASZ KOWALCZYK**  
CTO



**MATEUSZ BOGALECKI**  
MARKETING  
EXECUTIVE

# Team



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