



A mobile platform for earning real rewards — backed by

Proof

The image displays several screenshots of the Canvassing mobile application interface:

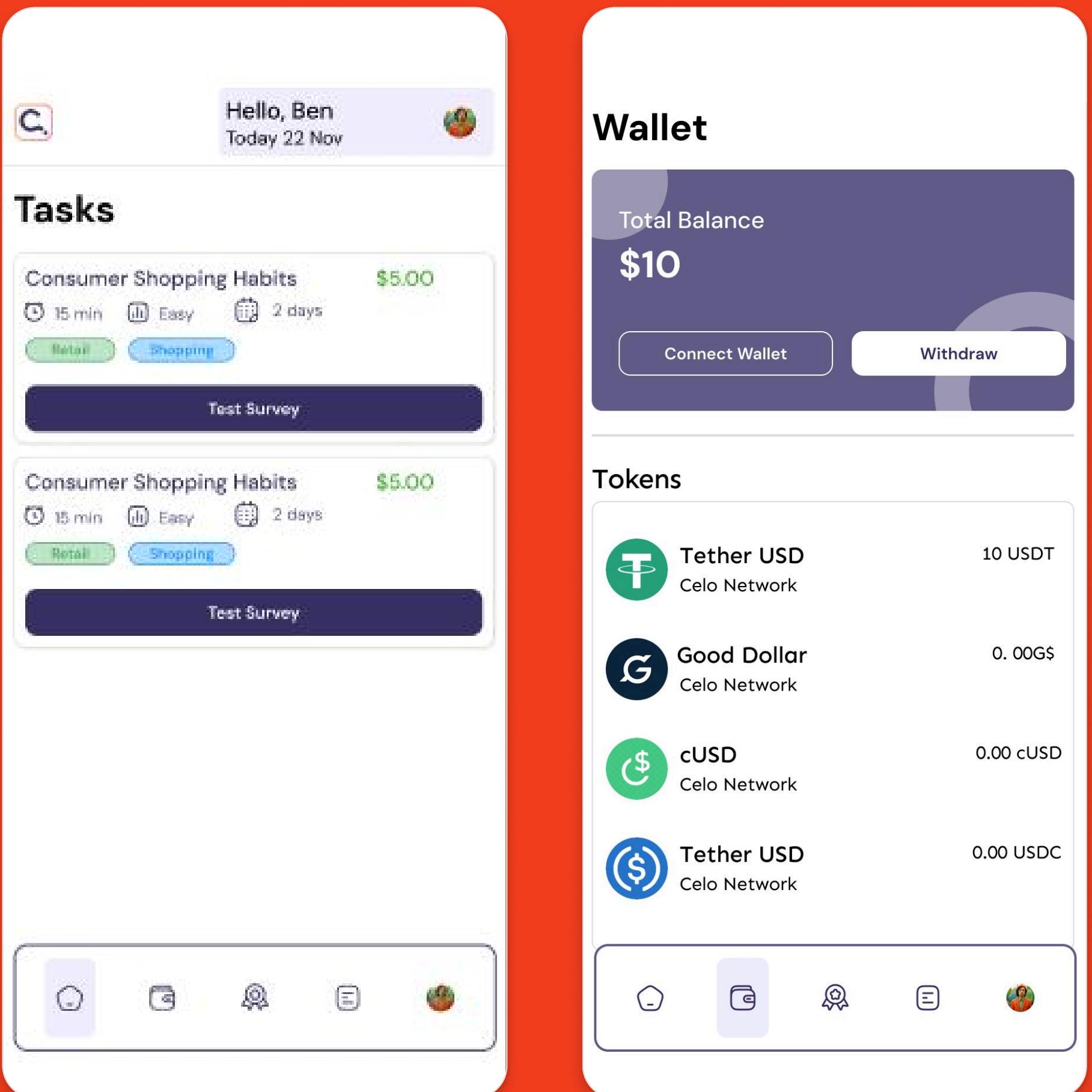
- Profile Screen:** Shows a user profile for "Andrew Kim" with the email "andrewk@thecanvassing.xyz". It highlights a "100% Trust Score" and a "100% Statistics". A "View Profile" button is present.
- Tasks Screen:** Displays two task listings under the heading "Tasks". Both tasks are titled "Consumer Shopping Habits" and offer "\$5.00".
 - The first task has a duration of "15 min", difficulty level "Easy", and completion status "2 days". It includes buttons for "Retail" and "Shopping".
 - The second task has a duration of "15 min", difficulty level "Easy", and completion status "2 days". It includes buttons for "Retail" and "Shopping".
- Referral Program:** A purple callout box details the program: "Earn \$0.01 cUSD for every friend who joins Canvassing, completes their profile, and connects a MiniPay wallet." It shows "Friends Referred: 3" and "Total Earned: \$0.03".
- Wallet Screen:** Shows a summary of the user's digital assets:
 - Tether USD (Celo Network): 10 USDT
 - Good Dollar (Celo Network): 0.00GS
 - cUSD (Celo Network): 0.00 cUSD
 - Tether USD (Celo Network): 0.00 USDC
- Bottom Navigation:** A shared navigation bar with icons for Home, Tasks, Profile, Wallet, and Notifications.

WHAT IS CANVASSING?...

Canvassing is a mobile-first survey and micro-task platform that connects researchers and web3 projects with African users.

Built to address the high cost and low engagement of traditional survey tools, Canvassing enables verifiable participation through zkTLS, stores trustable proof on-chain via the XION SDK, and pays out instantly in stablecoins like cUSD and GoodDollar.

Through our Pax app, users discover tasks, complete them securely, and earn rewards while building a verifiable reputation. We aim to create the most trusted survey ecosystem on the continent — simple for users, valuable for researchers.



HOW DID WE GET HERE



01

Broken trust in survey data

- Survey responses can be faked, submitted by bots, or completed multiple times by the same user.
- This leads to unreliable data that cannot inform meaningful decisions.
- Researchers often waste money on responses that aren't real, creating inefficiency and doubt.



02

No proof, no transparency

- Most platforms do not have a secure way to verify if a task was truly completed.
- Users may submit fake screenshots, while researchers have no way to verify activity.
- Without cryptographic proof, trust breaks down between both sides.
- Users may go unpaid and researchers receive bad data — leading to a broken system.



03

Lack of access in Africa

- Many platforms are not mobile-first and fail to work well on low-end devices with limited connectivity.
- The onboarding process is often complex, requiring tools unfamiliar to local users.
- Without localized wallets or stablecoin payout options, users are unable to redeem their earnings.
- This results in a large segment of potential users being excluded from web3 earning opportunities.

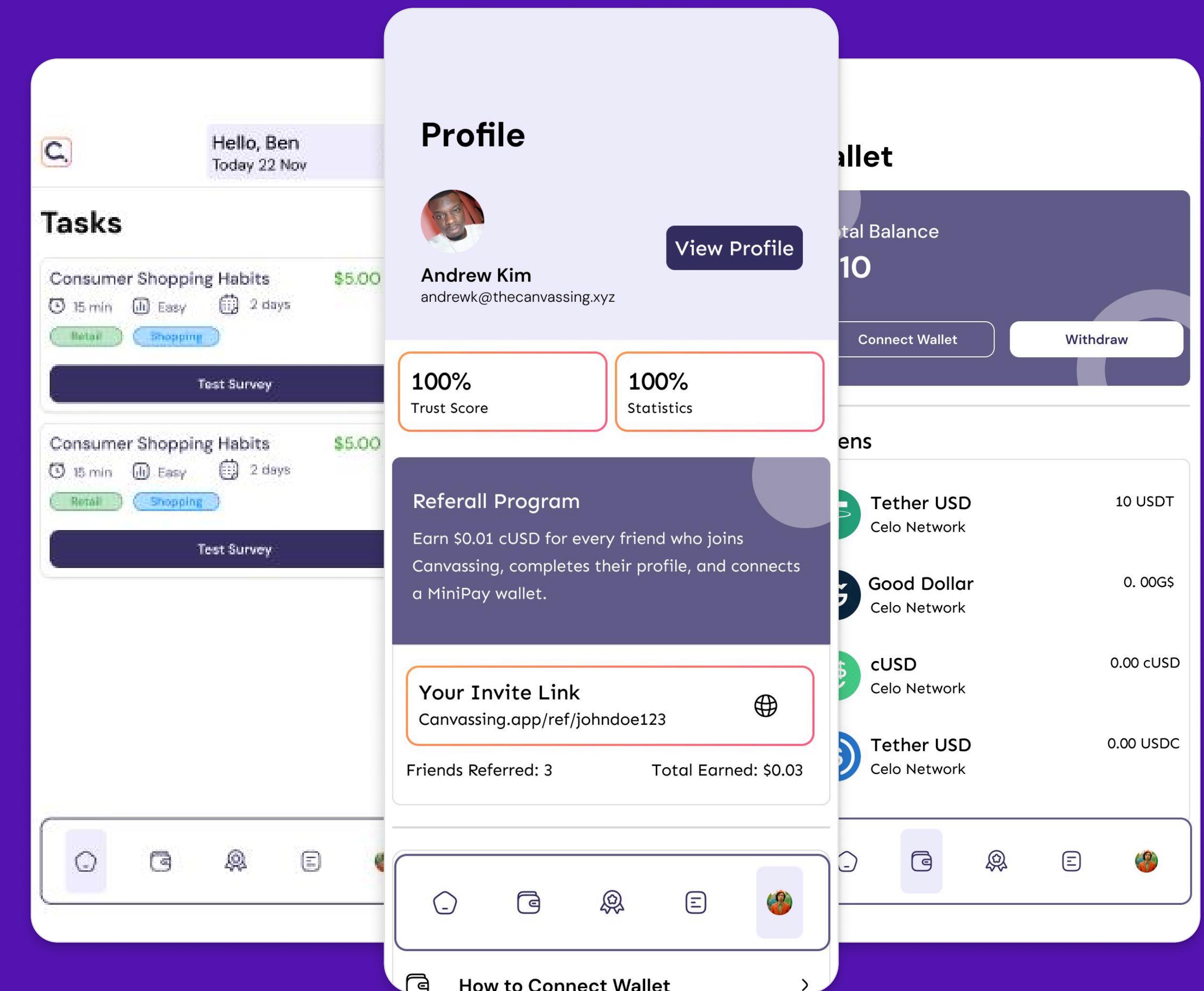
THE SOLUTION

Canvassing introduces verifiable surveys and tasks powered by zkTLS, XION SDK, and on-chain proofs. Every task is tracked cryptographically, verified without exposing user data, and stored publicly for transparency.

This means:

- Researchers know their data is real
- Users get paid fairly
- Fraud is nearly impossible

On top of this, the app adds gamified experiences — achievements, leaderboards, streaks — to build long-term engagement, not just one-time responses.



HOW IT WORKS IN 3 POWERFUL WAYS

Discover & Book Tasks:

Users browse available tasks on the “Earn” page — surveys, verifiable activities, or social actions. Each task has a reward and instructions.

Complete & Verify:

Tasks are completed in-app, using zkTLS to cryptographically confirm the submission. XION SDK packages this proof and stores it on-chain.

Get Paid & Grow:

Users earn rewards instantly in stablecoins, track achievements on the “Milestones” page, and see their verified history. Top users appear on the leaderboard.

Main Features:

- Verified Task Workflow (zkTLS)
- On-chain Proof Log
- MiniPay Wallet Integration
- Referral Rewards
- Daily Streak & Gamified Milestones

GO-TO-MARKET STRATEGY

Phase 1:

Community Validation

We will continue working with grassroots web3 communities across East Africa to validate the product and improve task reliability through zkTLS.

Goal: The focus will be on recruiting the first 5,000 verified users and 10 paying research clients using Canvassing.

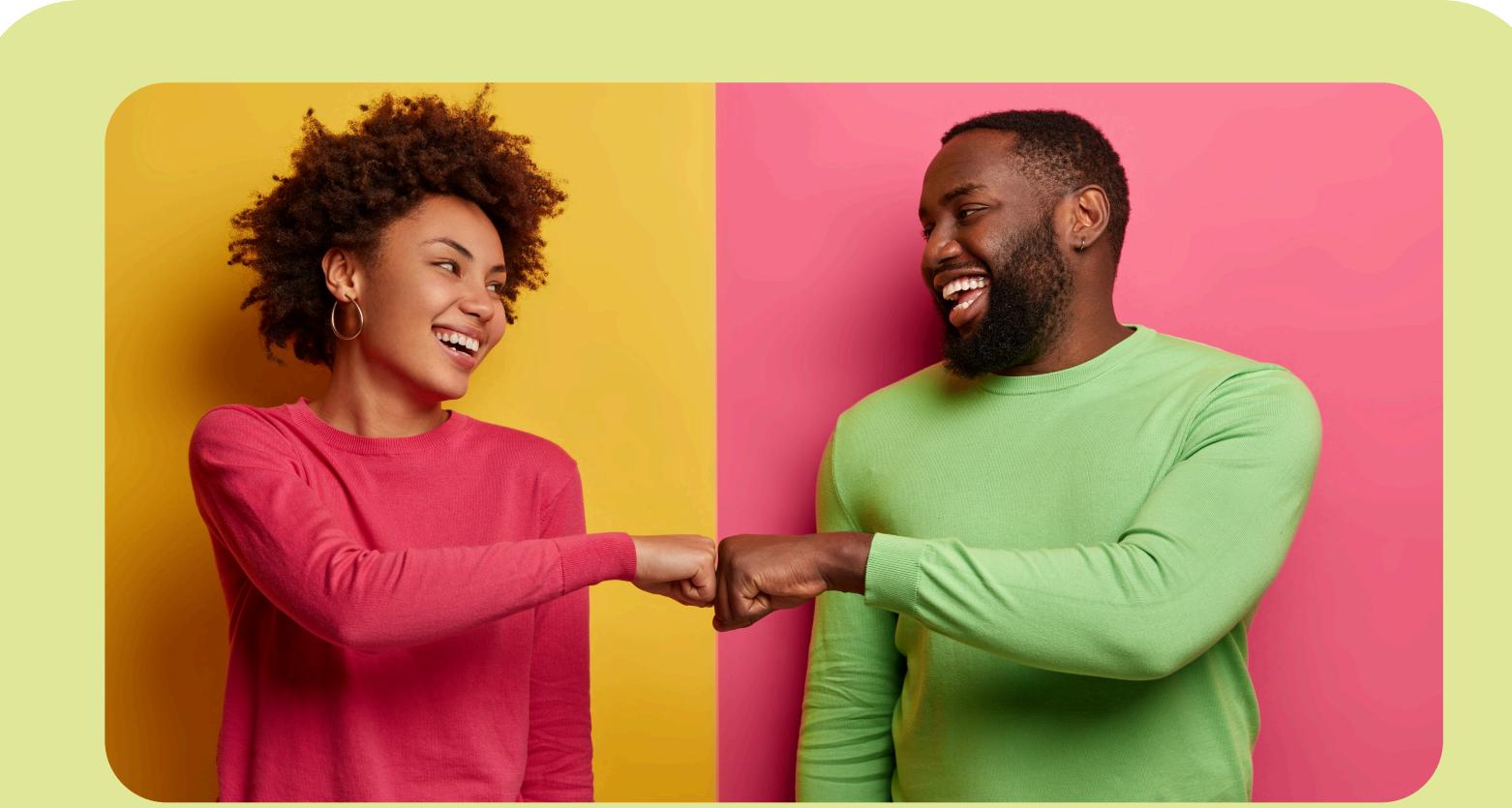


Phase 2

Scalable Onboarding

Scale user acquisition through stablecoin wallet integrations like MiniPay and GoodDollar. Launch regional ambassador campaigns to reach mobile-first stablecoin users.

Goal: Reach 3,000+ users through embedded discovery, thought leadership, and aligned partner trust.



Phase 3:

Institutional Partnerships & Growth

Partner with research firms, DePIN initiatives, and government orgs to power decentralized insights. Provide enterprise access to on-chain research data and launch premium tools via our Rez platform.

TAM: 50M+ crypto-enabled mobile users in Africa

SAM: 5M+ stablecoin earners in East & West Africa

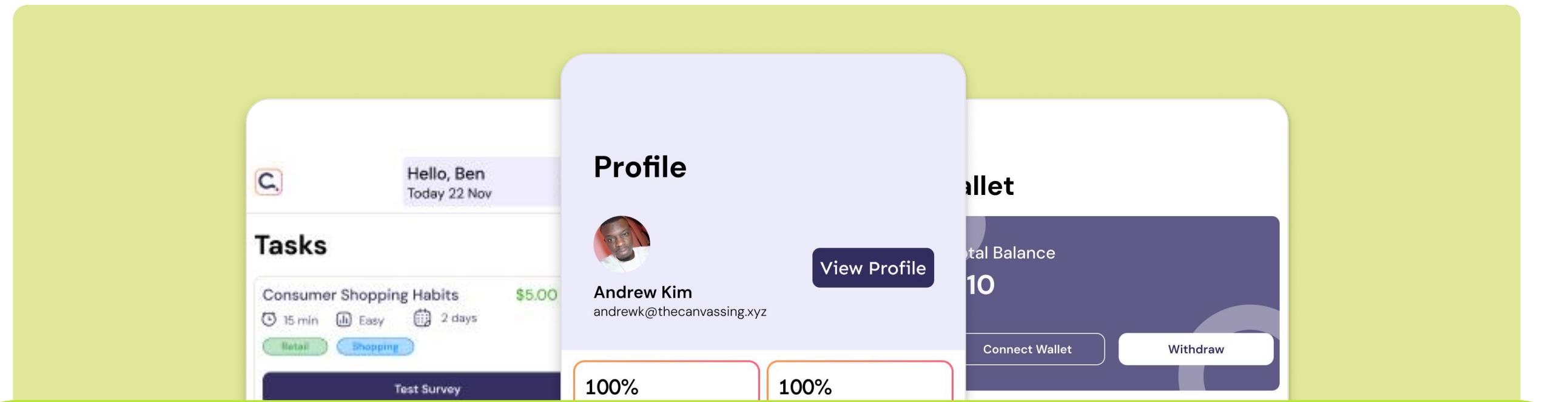
SOM: 50,000 engaged task earners in 2025

THE VISION



The Vision

To become Africa's most trusted survey infrastructure — making verified micro-earning possible for anyone with a smartphone. We envision Canvassing as the default gateway for researchers, NGOs, DAOs, and web3 projects to reach real people, get real feedback, and reward them fairly using blockchain.



The Impact We're Building:

- Reduces survey fraud by ensuring every submission is verified and traceable.
- Provides consistent micro-earning opportunities to underserved users across Africa.
- Empowers communities to engage in research, civic, and product-building conversations.
- Builds trust between researchers and real users through on-chain, provable actions.
- Supports economic inclusion by enabling access to stablecoin-based rewards using familiar mobile wallets like MiniPay.

The Future We Believe In

A future where people earn value from their participation, not just their attention. We believe in a continent-wide network of trust agents — users completing useful tasks, earning instantly, and storing verified contributions on-chain. From consumer surveys to civic data, Africa becomes the home of bottom-up, proof-driven digital participation.