Castcle

Decentralized Social Media

Unfair Social Media Problem

Content (Asset)

Personal Data (Asset)

Content Creator

SOCIAL MEDIA

Users

Reach (Depletion)

Feed (Depletion)

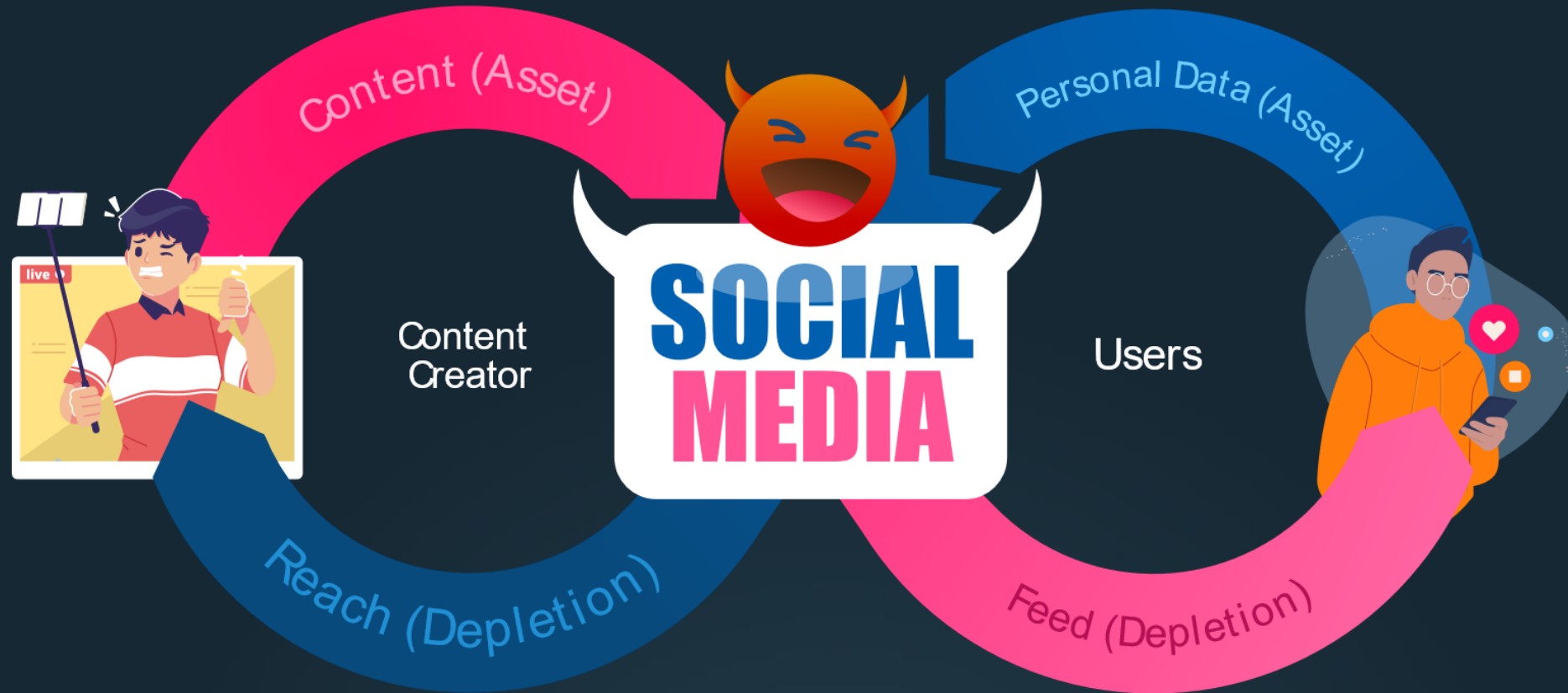**Castde**
Decentralized Social Media

Ad Revenue sharing with every user

Advertiser

$100 USD to $100 Cast Token

Castcle

Get $30 Token

Social Reward

Content Reach

Get $35 Token
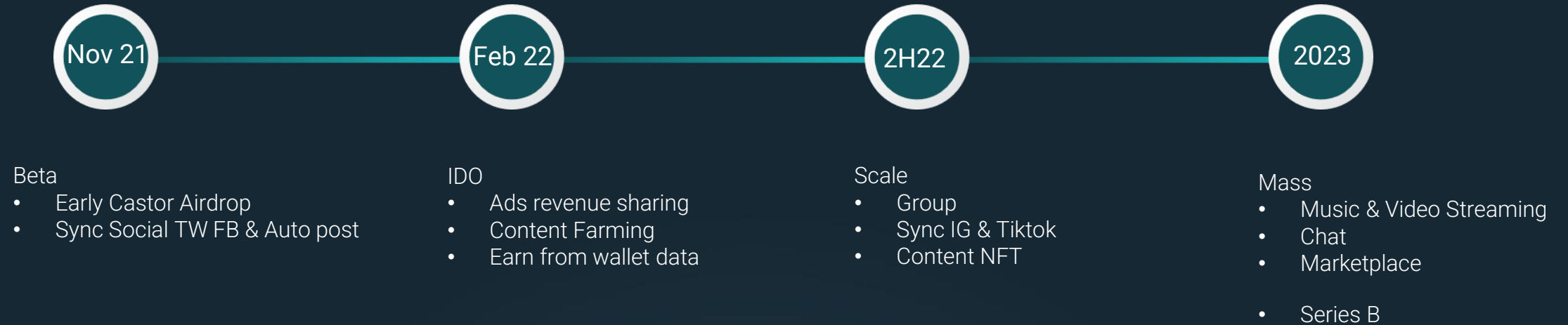
Content Farming

Get $21 Token

See Ads

Get $14 Token

Benefit from growing users together

All advertising revenue will be a demand of CAST token

More advertising, more value of CAST token

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Decentralized Social Media

Roadmap to Mass Adoption

Nov 21

Beta
- Early Castor Airdrop
- Sync Social TW FB & Auto post

Feb 22

IDO
- Ads revenue sharing
- Content Farming
- Earn from wallet data

2H22

Scale
- Group
- Sync IG & Tiktok
- Content NFT

2023

Mass
- Music & Video Streaming
- Chat
- Marketplace

- Series B

Check our sprint and progress

https://www.github.com/castcle

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Content Creator Solutions

Find new followers

- Cryptocurrency Users
  - Defi, NFT, GameFi
- High adoption behavior

Monetize on contents

- Get reward on each content reach

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Early Castor Airdrop

- Early Castor Airdrop 200,000 CAST Token for beta users.

- Sync social and auto post to Castcle Platform

- 100,000 airdrop for registered users and refer

- 100,000 airdrop prorate for each content view

Acquire early followers, higher rewards later

- Airdrop is claimable one week after IDO
- IDO is expected in Feb 2022 and 1$ per CAST token
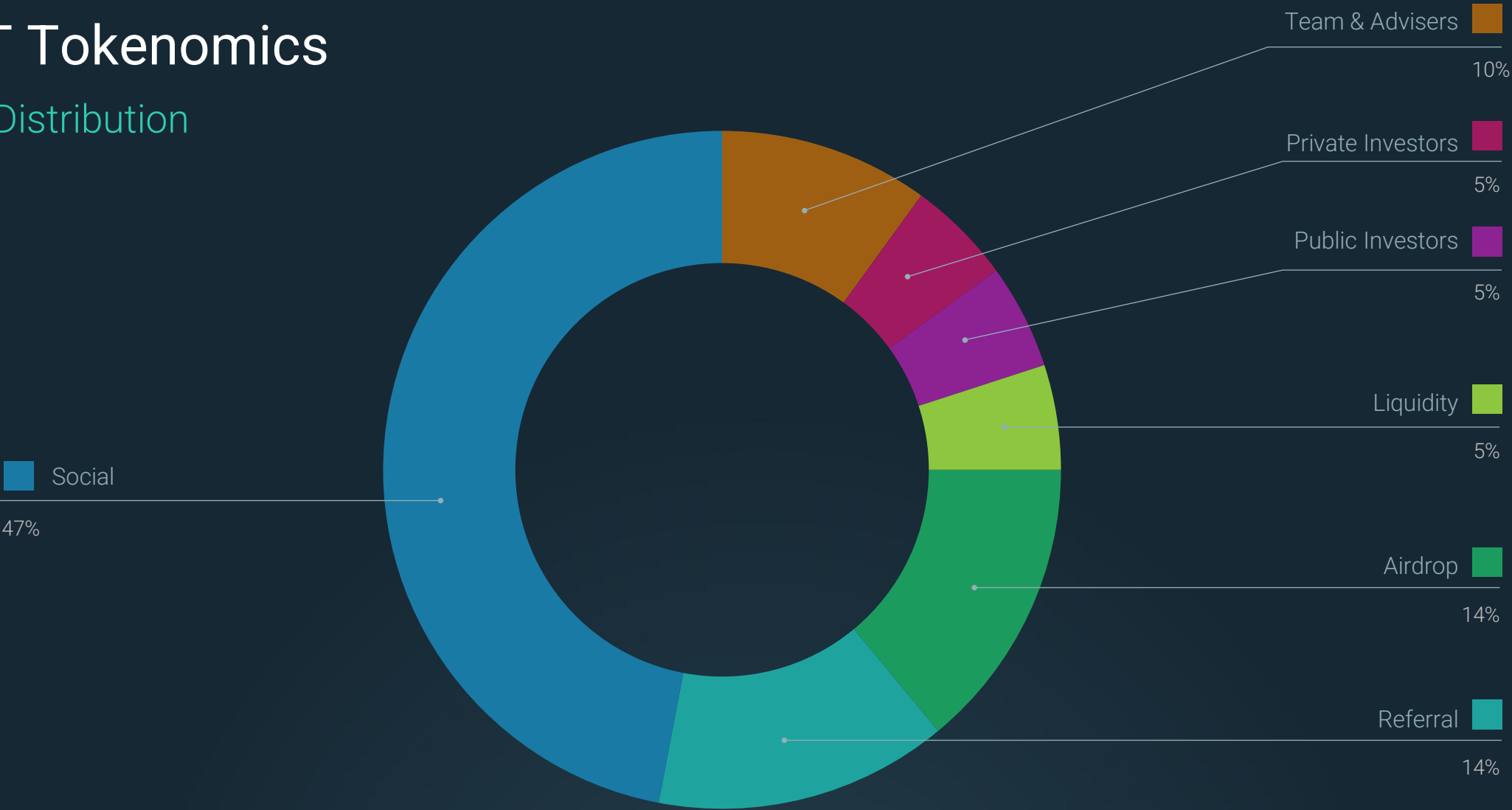
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Tokenomics & Strategies

CAST Tokenomics

Token distribution at the end of period

In Millions	TGE	3M	6M	9M	12M	18M	24M	30M	36M
Team	0.50	1.00	1.50	2.00	2.50	4.00	6.00	8.00	10.00
Private Investors	1.00	2.00	3.00	4.00	5.00	5.00	5.00	5.00	5.00
Public Investors	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
Liquidity	0.50	0.88	1.25	1.63	2.00	2.75	3.50	4.25	5.00
Airdrop	0.50	1.63	2.75	3.88	5.00	7.25	9.50	11.75	14.00
Referral	0.00	1.17	2.33	3.50	4.67	7.00	9.33	11.67	14.00
Social	0.50	4.38	8.25	12.13	16.00	23.75	31.50	39.25	47.00
Total	8.00	16.04	24.08	32.13	40.17	54.75	69.83	84.92	100.00

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CAST Tokenomics

Token Distribution

Team & Advisers 10%

Private Investors 5%

Public Investors 5%

Liquidity 5%

Airdrop 14%

Referral 14%

Social 47%

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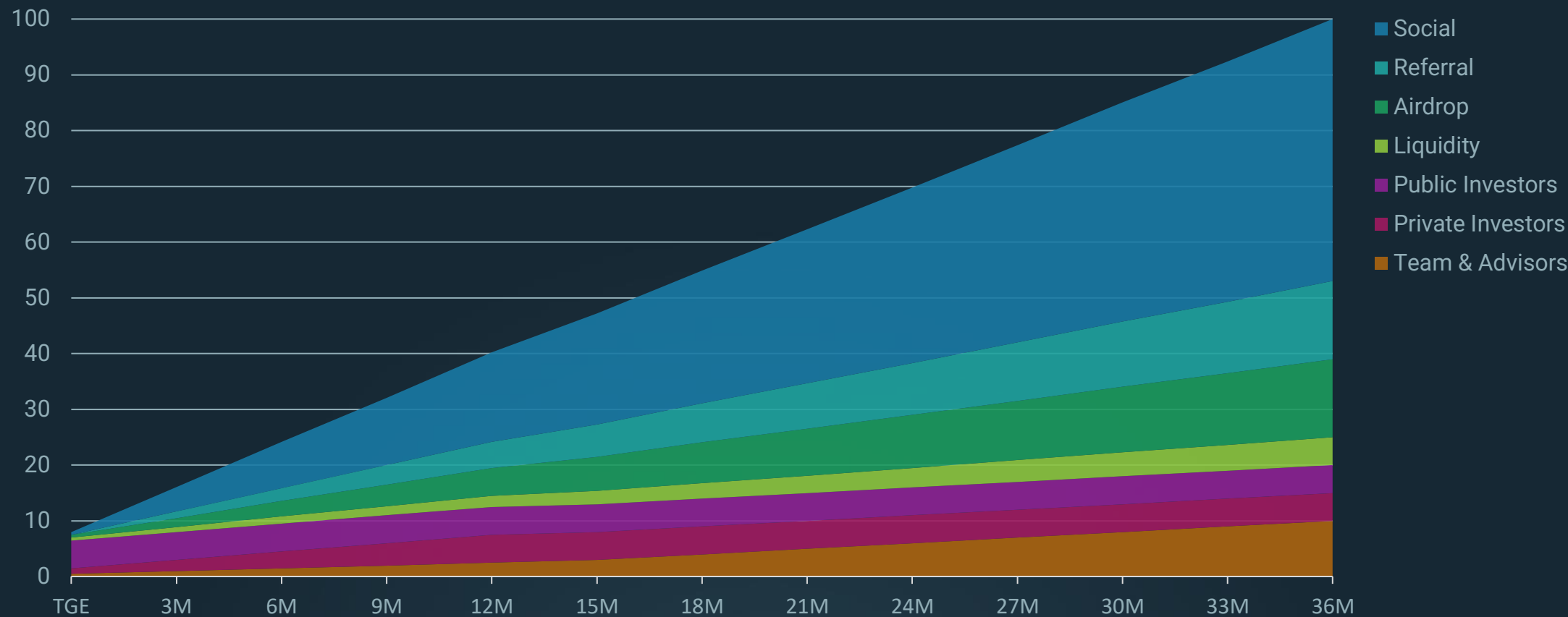
How is The Ads Revenue Sharing Calculated?

FEED

Content Farmer **21%**

Content Creator **35%**

CONTENT A

CONTENT B

CONTENT C

AD
Cost $1 CAST

Ads Viewer **14%**

Castcle **30%**

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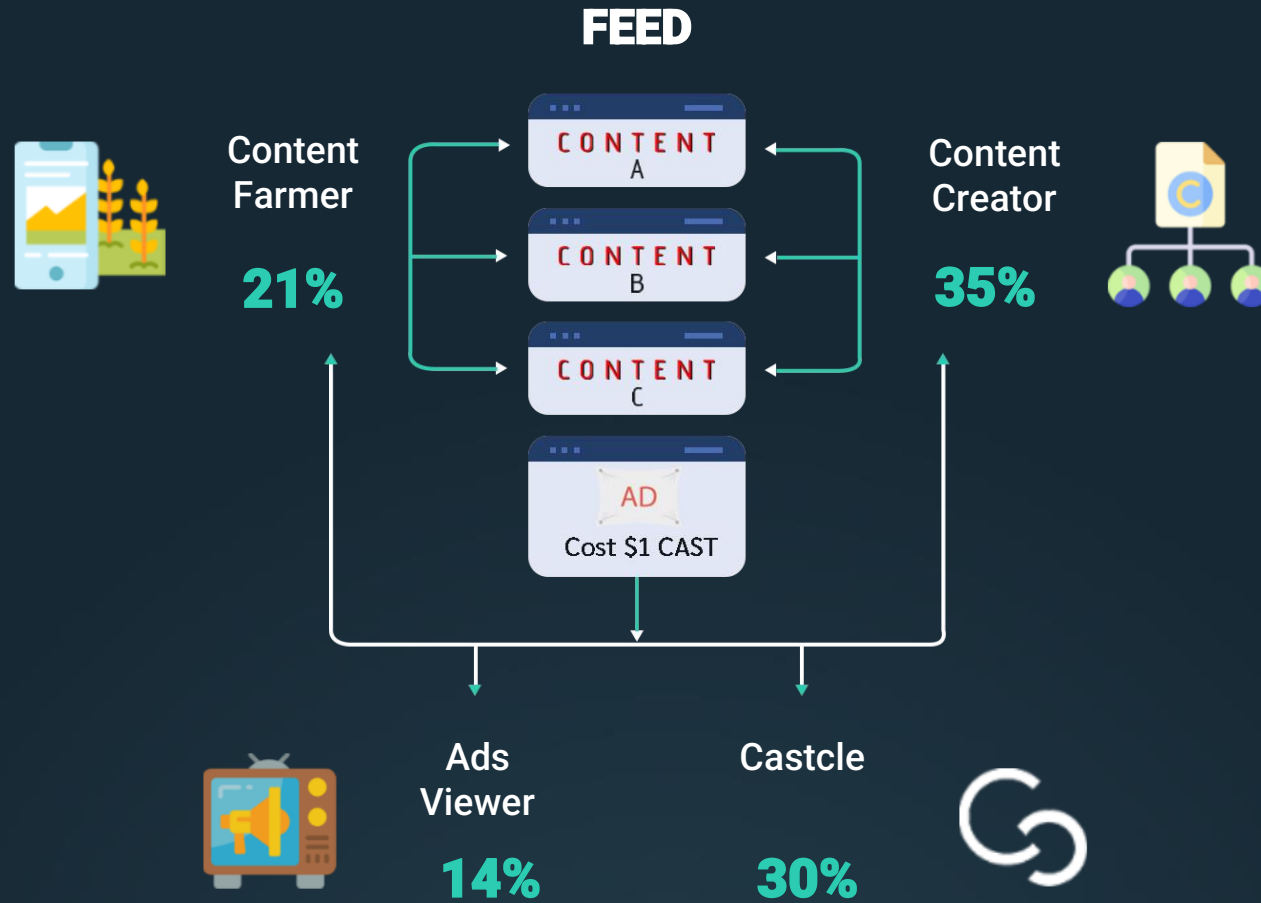
Social Reward Proportion

See Ad
When users see ads on your feed

20 %

Content Reach
When your content reach on other's feed

50 %
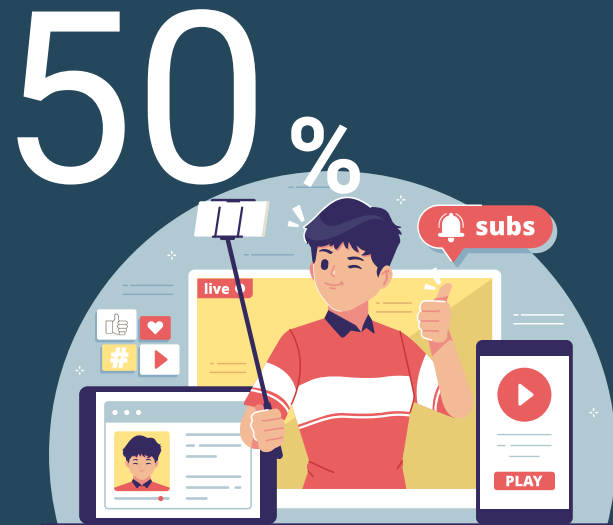
Content Farming
Farmed content on other's feed

30 %

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Content Farming

User farm & stake CAST tokens in quality contents for 24 hours and get a share of content farming reward

- Higher farmed content
- Higher feed algorithm
- Higher reward earn

- Upvote quality content
- Keep user engage
- More token utility

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Tokenomics & Strategies

Airdrop

Campaign with Dapp partners to reward users for connecting wallet to claim airdrop.

Blockchain Wallet Data will increase advertisement value and user reward value.

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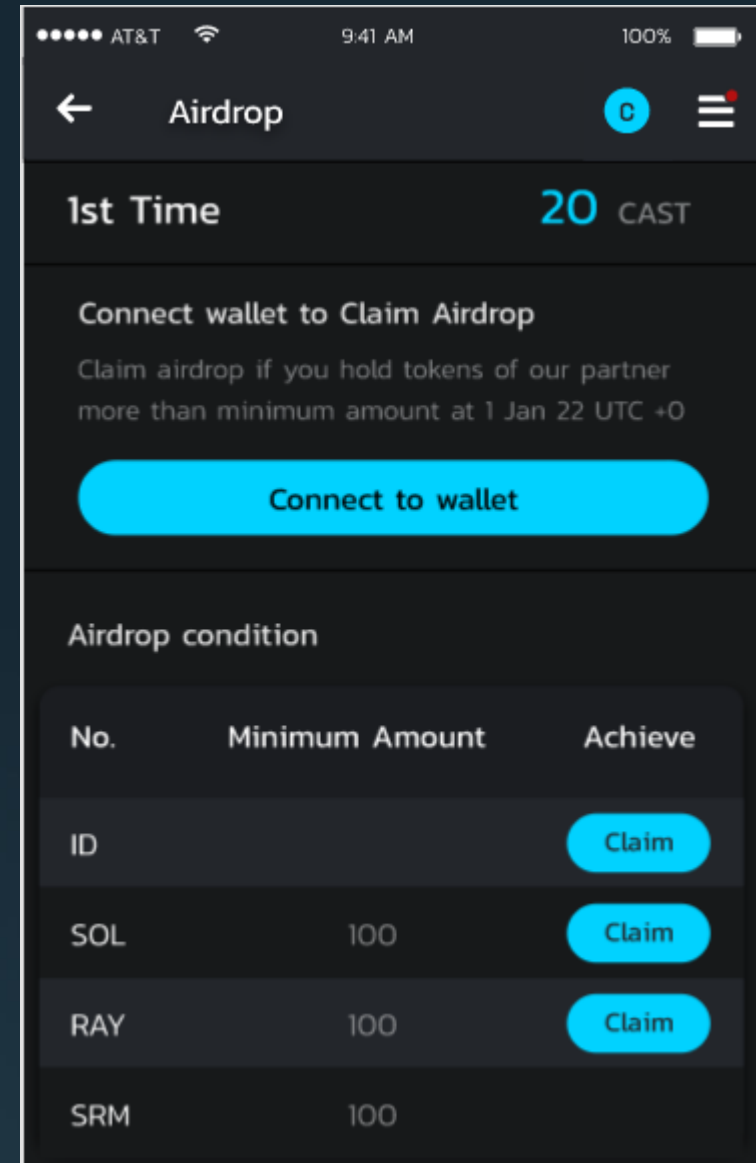
Tokenomics & Strategies

Referral

Bonus 10% of referee's social reward over 6 months

Tokenomics & Strategies

Social

Content & Advertiser Partners

Campaign with Dapp partners to boost content in Castcle and
reward back to users

Huge Opportunity of Social Media

Users	Revenue	Market Cap.
4,200 million users	150 billion $	1.5 trillion $

Facebook
Users : 2.7 Billion
Revenue : $85 Billion

YouTube
Users : 2.3 Billion
Revenue : $20 Billion

TikTok
Users : 2.9 Billion
Revenue : $34 Billion

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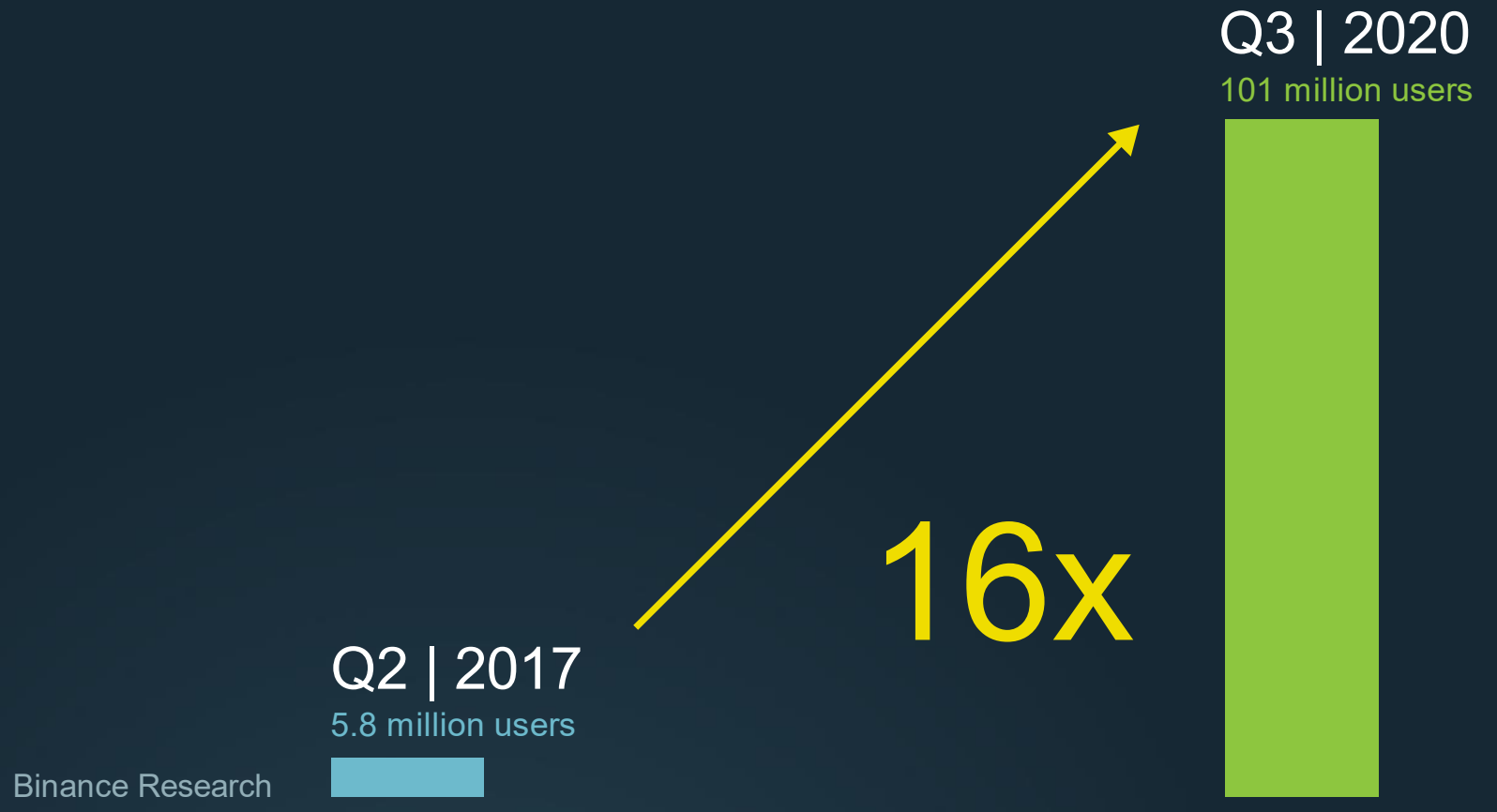
Castcle: The Next
Global Super App

- Daily | Social | Data
- Global | Income | Wallet

From
Advertising currency
To
Global digital currency

Fasten mass adoption of blockchain

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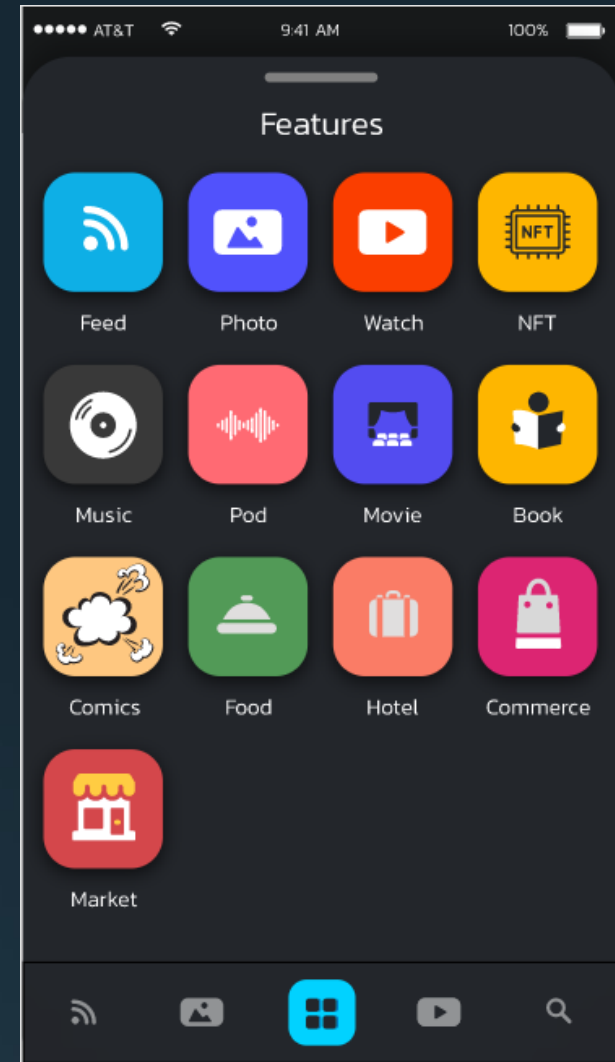
Unique Preposition Value of Decentralized Social Media

	Castcle	Facebook	Twitter	Instagram	Youtube	Minds	Steemit
Content Creator Ads Sharing	✓	*	*		✓	*	
Seeing Ads Sharing	✓						
Content Farming Reward	✓						*
Crypto	✓		*			✓	✓
Content Engagement Reward						✓	✓

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Passionate & Unique Founder Team

Woraphop Viriyaroj

CEO

Member of Parliament, Thailand
Move Forward Party

Entrepreneur

https://www.linkedin.com/in/woraphop/

Natthaphong Ruengpanyawut

CTO

Member of Parliament, Thailand
Move Forward Party

Software ERP Entrepreneur

https://www.linkedin.com/in/tee4cute/
https://github.com/kaogeek

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Experienced Core Team
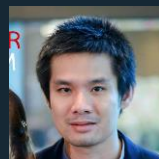
Julapong Techapakornrat

Core Team Leader – 15 yrs

https://www.linkedin.com/in/julapong-tec/

Sompop Kulaplanont

Core Team Developer – 12 yrs

https://www.linkedin.com/in/sompop-kulaplanont-7978891a/

Watit Thammarat

Core Team Developer – 15 yrs

https://www.linkedin.com/in/watit-thammarat-34014721/

Navavat Pipatsart

Core Team Data Scientist – 8 yrs

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Pachara Pairoch

Core Team Marketing – 3 yrs

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Tanakorn Phoochaliaw

Core Team iOS – 8 yrs

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Surasak Piriya-arroonrot

Core Team Android – 7 yrs

https://www.linkedin.com/in/surasak-piriya-arroonrot-a29508b7/

Kittipong Maopetkad

Core Team Developer – 2 yrs

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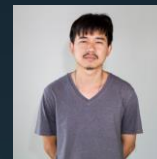
Warayut Boonchai

Core Team Designer – 9 yrs

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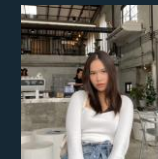
Sudarat Yongkiatkarn

Core Team Designer – 1 yrs

https://www.linkedin.com/in/izesudarat/

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It's time to disrupt social media

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