Castcle

Decentralized Social Media

Unfair Social Media Problem

Content (Asset)

Personal Data (Asset)

SOCIAL MEDIA

Content Creator

Users

Reach (Depletion)

Feed (Depletion)
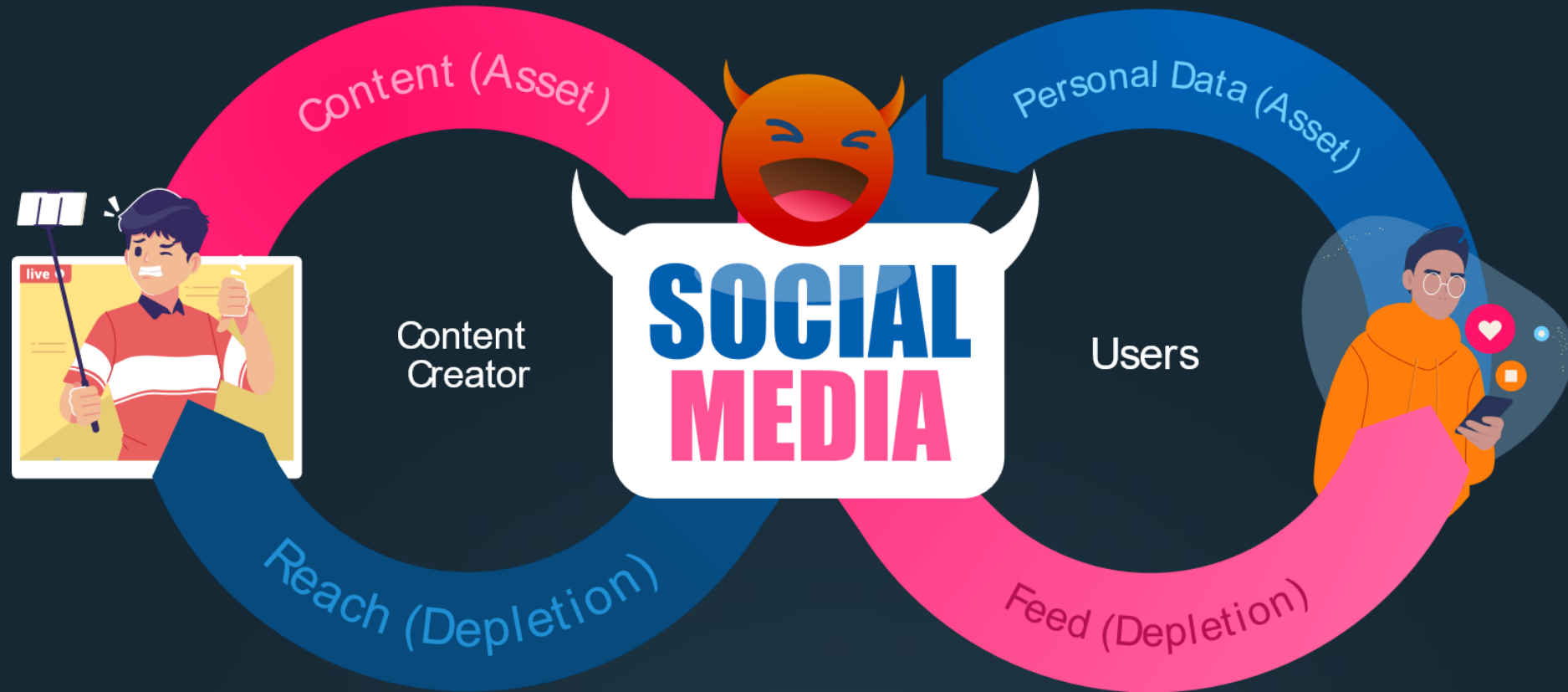
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Ad Revenue sharing with every user

Advertiser

$100 USD to $100 Cast Token

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Get $30 Token

Social Reward

Content Reach

Get $35 Token

Content Farming

Get $21 Token

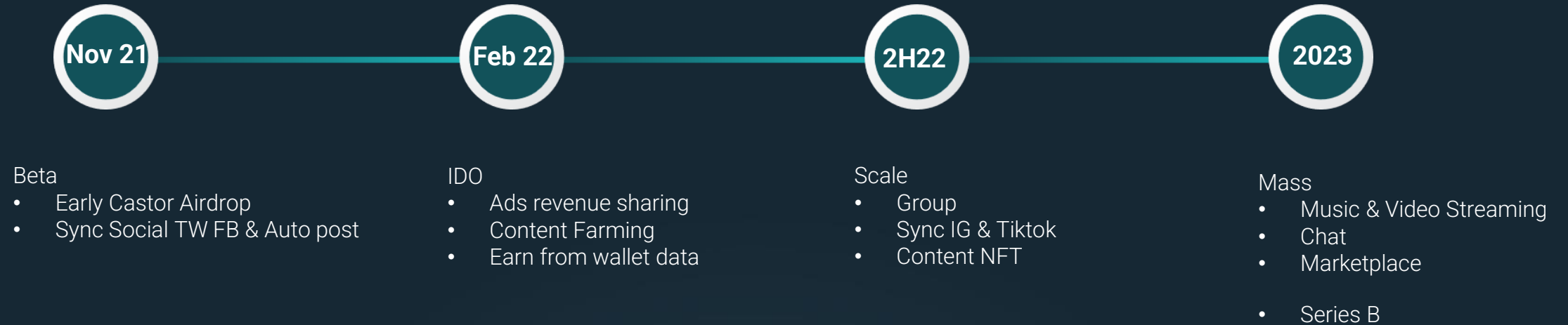**See Ads**

Get $14 Token

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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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Roadmap to Mass Adoption

Nov 21

Feb 22

2H22

2023

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

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

Scale
- Group
- Sync IG & Tiktok
- Content NFT

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
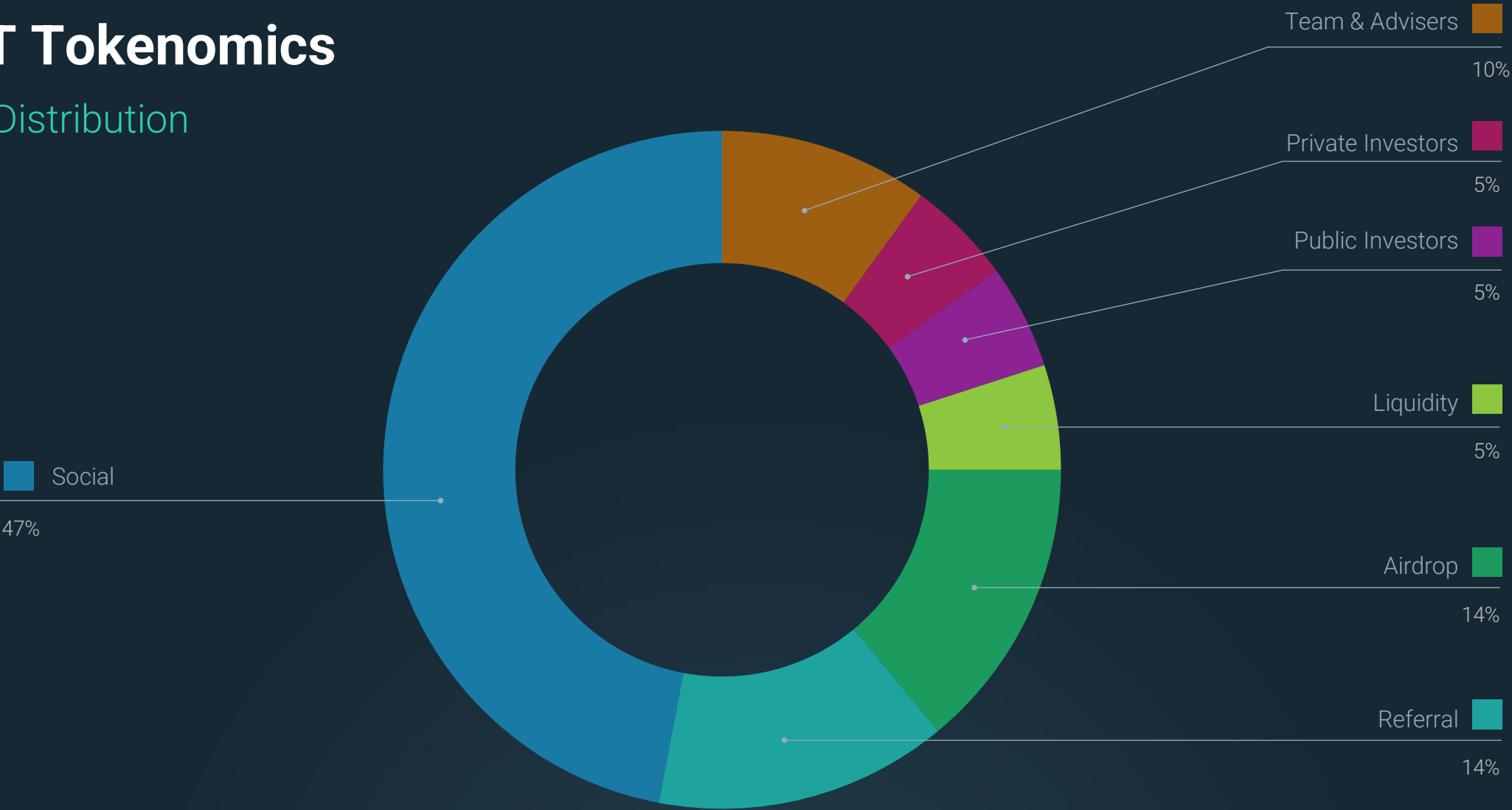
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CAST Tokenomics

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

CAST Tokenomics

Token Distribution

Team & Advisers 10%

Private Investors 5%

Public Investors 5%

5%

5%

Liquidity 5%

Social 47%

Airdrop 14%

Referral 14%

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CAST Tokenomics

Token Release Schedule

Legend:
- Social
- Referral
- Airdrop
- Liquidity
- Public Investors
- Private Investors
- Team & Advisors

Y-axis: 0, 10, 20, 30, 40, 50, 60, 70, 80, 90, 100

X-axis: TGE, 3M, 6M, 9M, 12M, 15M, 18M, 21M, 24M, 27M, 30M, 33M, 36M

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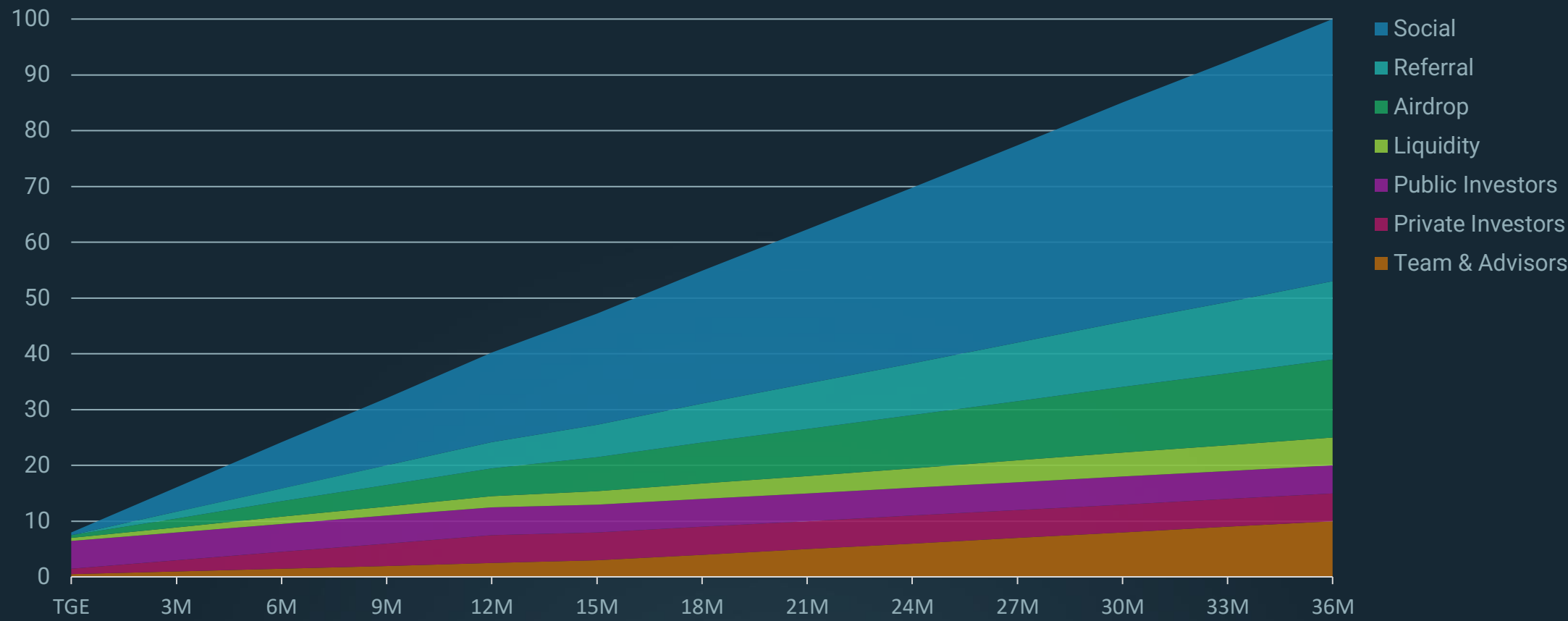
How is The Ads Revenue Sharing Calculated?

FEED

Content Farmer

21%

CONTENT A

CONTENT B

CONTENT C

AD

Cost $1 CAST

Content Creator

35%

Ads Viewer

14%

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30%

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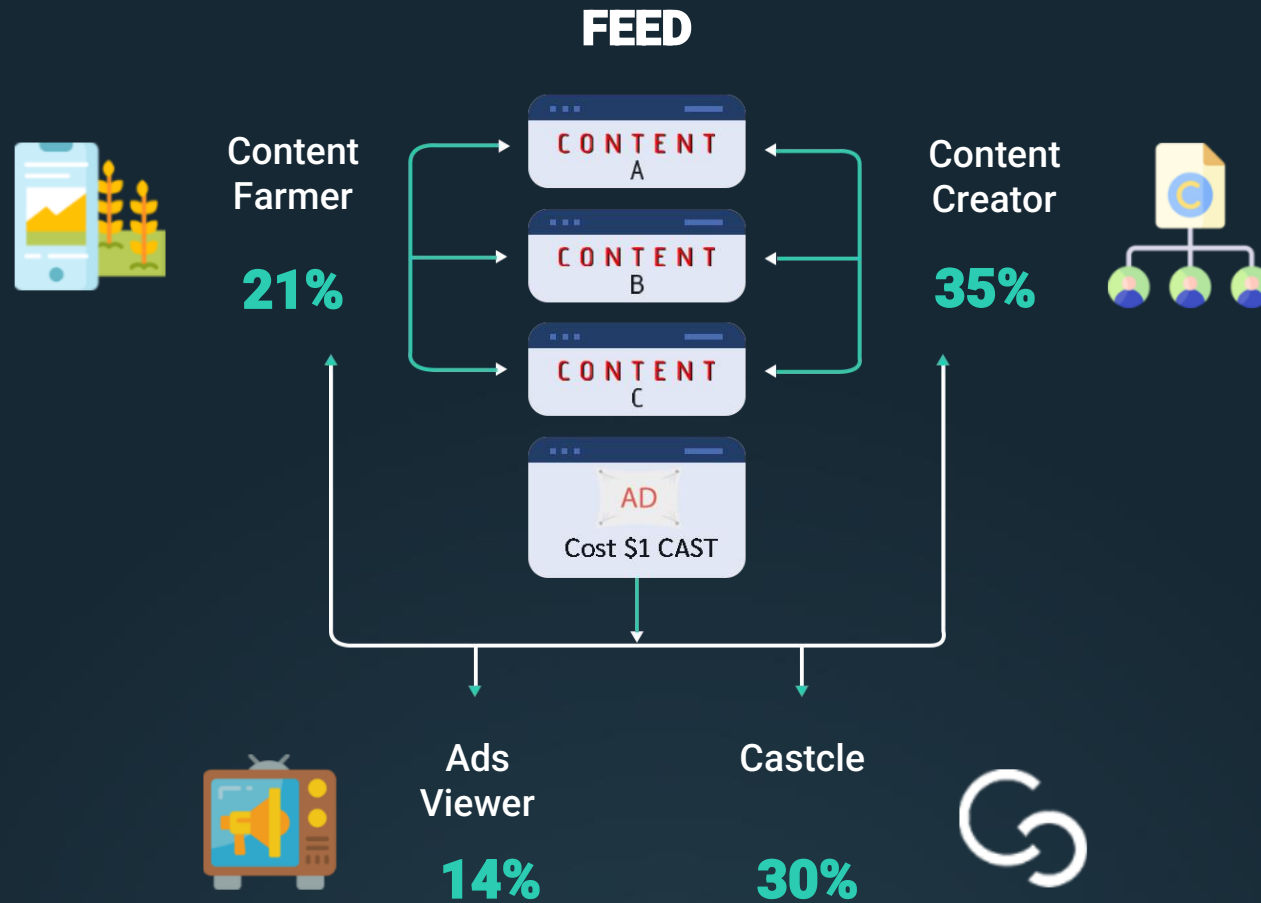
Social Reward Proportion

See Ad
When users see ads on your feed

20%

Content Reach
When your content reach on other's feed
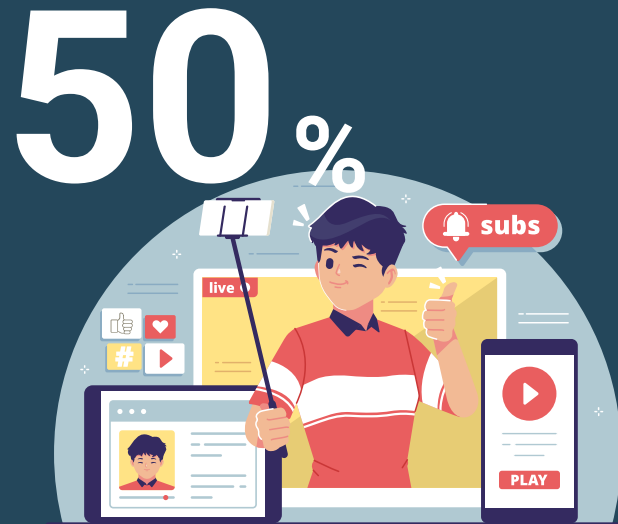
50%

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
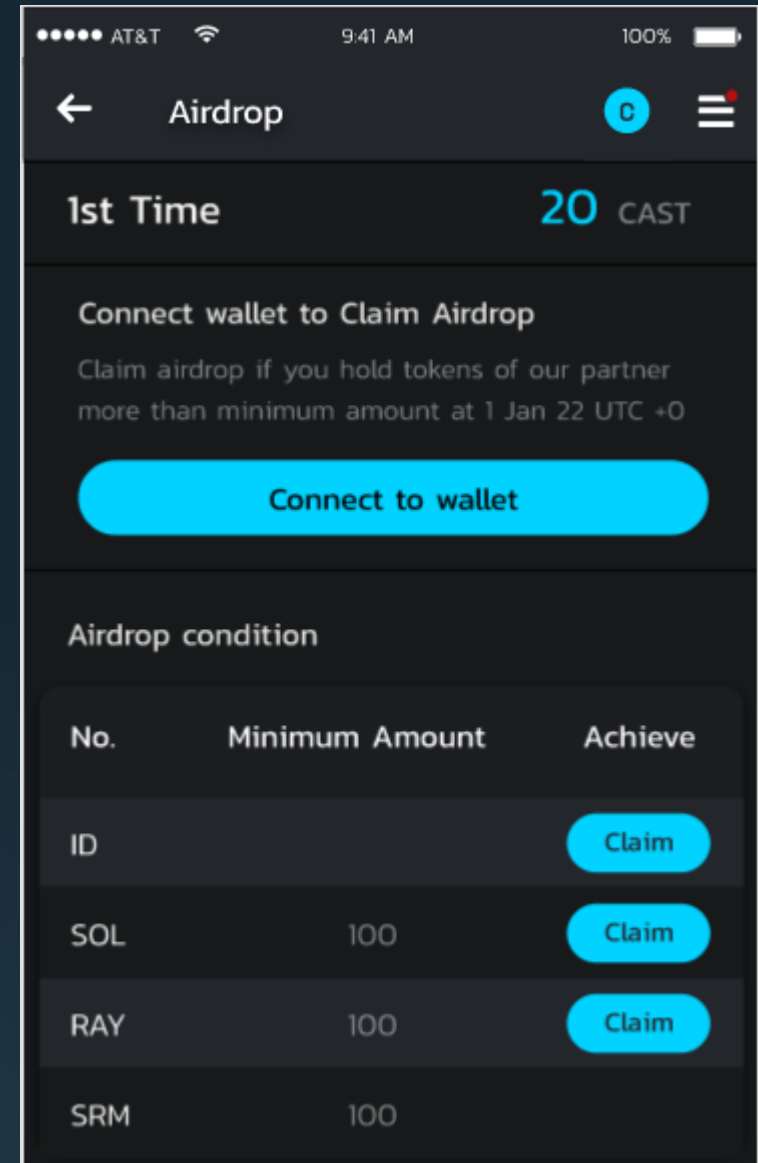- Higher reward earn

- 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

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Tokenomics & Strategies

Social

Content & Advertiser Partners

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

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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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First Segment – 100 million Cryptocurrency Users

Social Media for cryptocurrency users

Q3 | 2020
101 million users

Brave Browser
34 million MAU
in 2 years

16x

Q2 | 2017
5.8 million users

Binance Research

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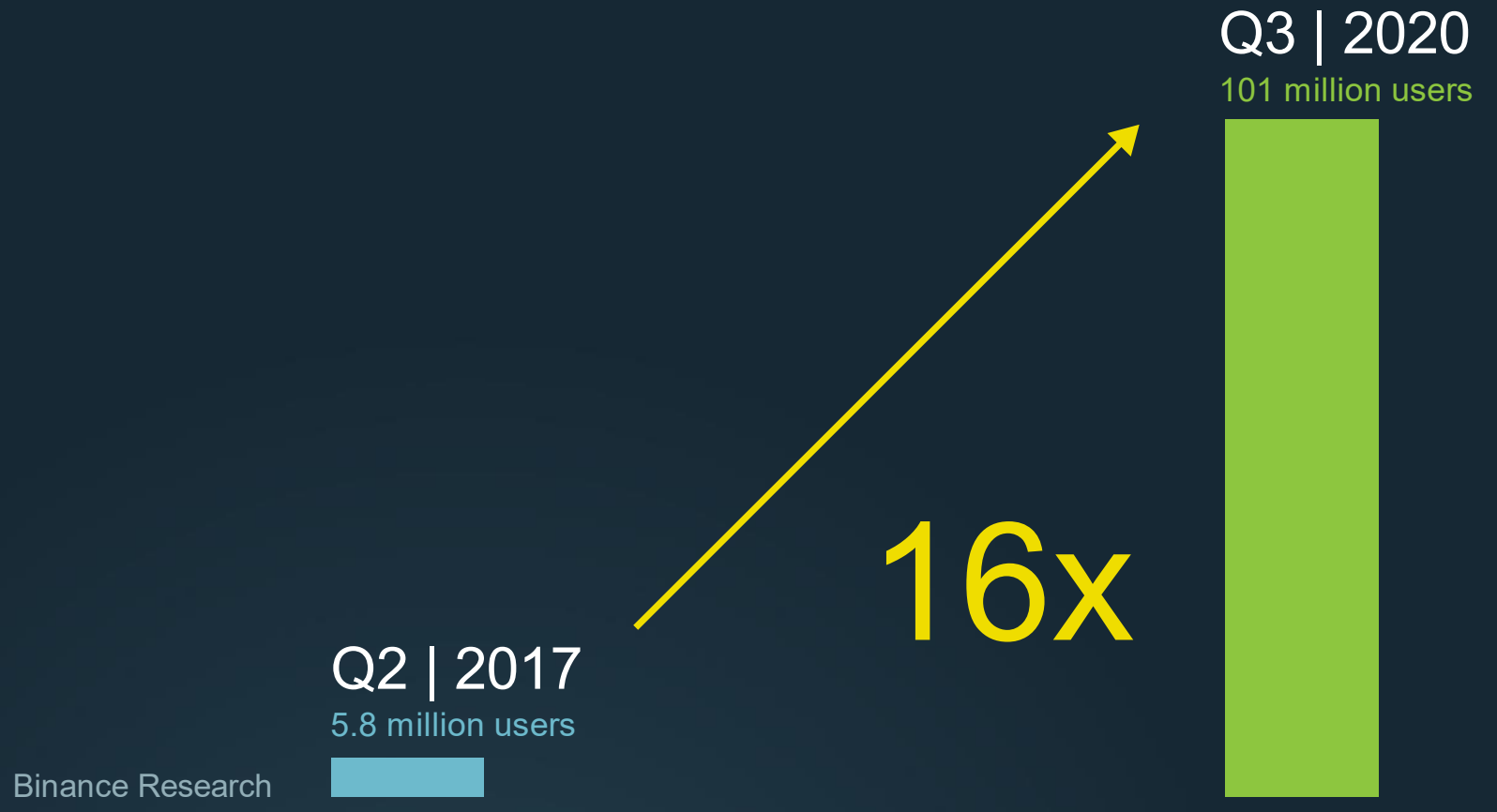
Castcle: The Next
Global Super App

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

From
Advertising currency
To
Global digital currency

Fasten mass adoption of blockchain

Features

Feed Photo Watch NFT

Music Pod Movie Book

Comics Food Hotel Commerce

Market
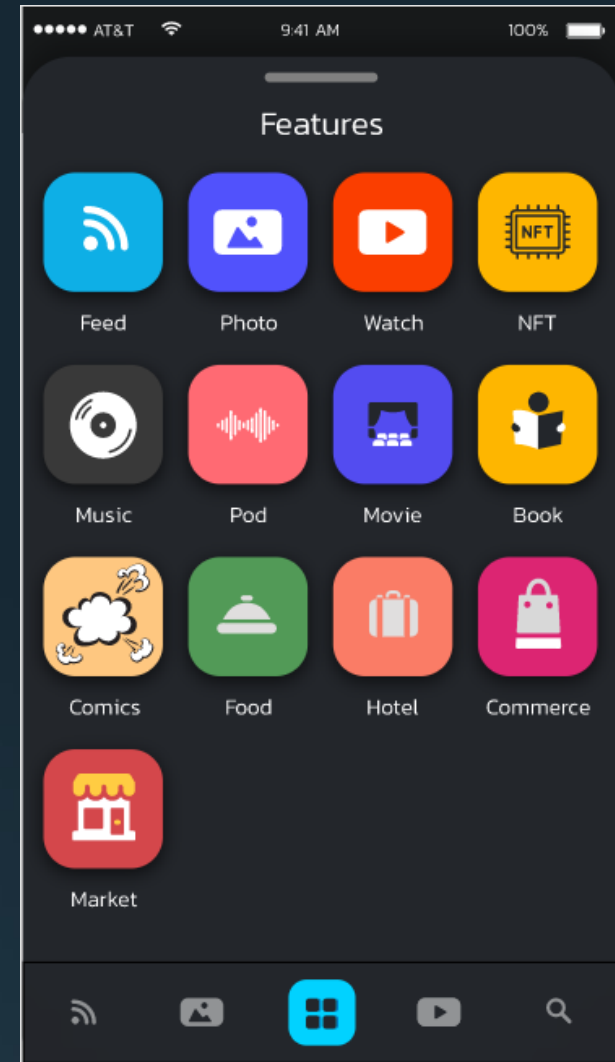
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Unique Preposition Value of Decentralized Social Media

	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/
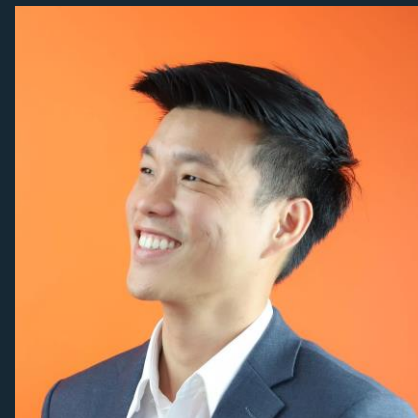
Natthaphong Ruengpanyawut

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
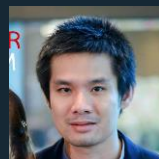
Julapong Techapakornrat

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

https://www.linkedin.com/in/navavat-pipatsart-6479b6185/

Navavat Pipatsart

Core Team Marketing – 3 yrs

https://www.linkedin.com/in/pachara-pairoch-40b3401a7/

Tanakorn Phoochaliaw

Core Team iOS – 8 yrs

https://www.linkedin.com/in/tanakorn-phoochaliaw/

Surasak Piriya-arroonrot

Core Team Android – 7 yrs

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

Kittipong Maopetkad

Core Team Developer – 2 yrs

https://www.linkedin.com/in/kittipong-m/
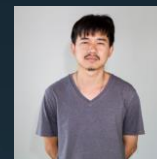
Warayut Boonchai

Core Team Designer – 9 yrs

https://www.linkedin.com/in/warayut-boonchai/
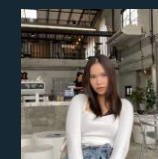
Sudarat Yongkiatkarn

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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