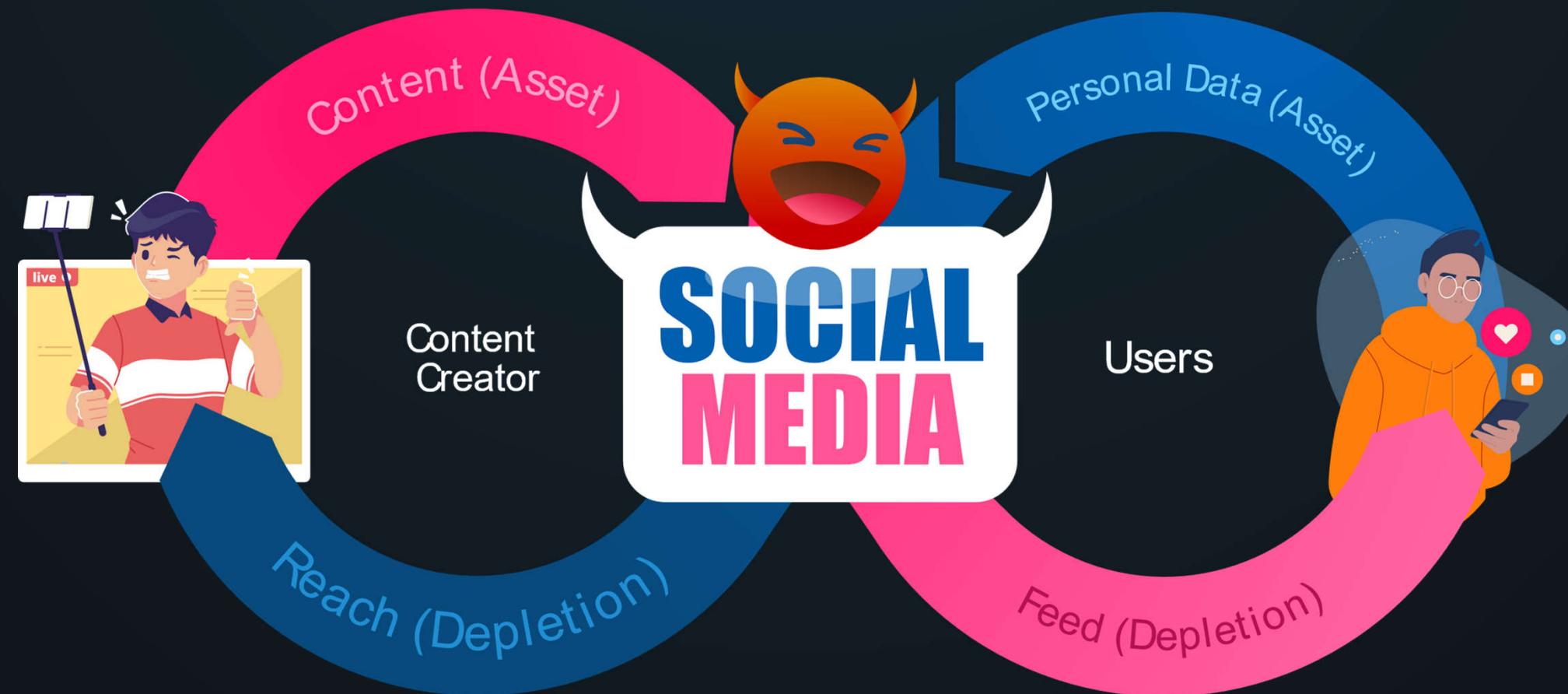




CASTCLE
Decentralized Social Media

Unfair Social Media Problem



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



Seeing Ads

Get
\$14 Token

Benefit from growing users together

All advertising revenue will create demand for CAST token

More advertising, higher value of CAST token





Fair Share of
Ads Revenue Sharing



Monetization
of Contents

Explore News
& Community

Track Daily Portfolio



Fair Share of Ads Revenue Sharing

Earn from ads since day 1 for every seen ad and contents





Monetization of Contents

Synced TW, FB Page for auto-posing to Castcle

600 + content partners
1,200 + daily contents





Explore News & Community

46,000 + Users

34,000 + verified mobile number

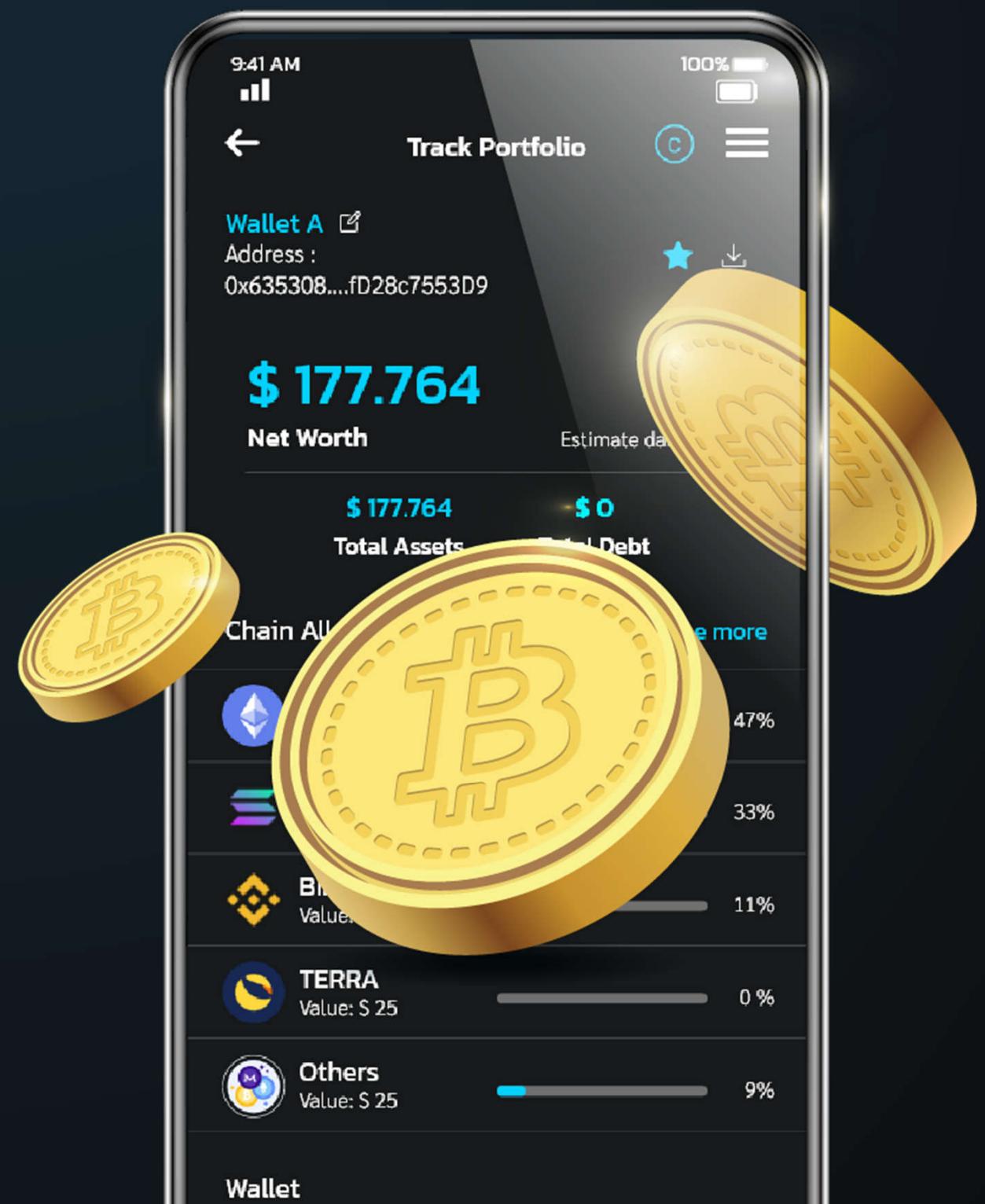




Track Daily Portfolio

Update daily news and track your portfolio

Tentative – 4Q22



How to retain users on Castcle

Content Farming

User invest in quality contents for 24 hours and get 21% of ads revenue on farmed contents

- Higher farmed content
- Higher feed algorithm
- Higher rewards earned
- Upvote quality content
- Encourage user engagement
- More token utility



Roadmap to Mass Adoption

Foundation – 2Q22

- ✓ 14 Core Team members
- ✓ iOS & Android Application
- ✓ Synced TW, FB Page for auto-posing to Castcle
- ✓ Beta Campaign

Current as of 10 Jun 22

- ✓ 46,000 Install
- ✓ 600 content partners

Fully Launch – 3Q22

- IDO
- Ads Revenue Sharing
- Content Farming
- Airdrop x Partners – 4Q22
 - Earn from wallet data
- Referral Campaign – 4Q22
- Track Portfolio – 4Q22

Target

- 200,000 + Install
- 2,000 + content partners

Scale - 2023

- Group
- Short Video
 - Synced IG, TikTok
- Content NFT

Target

- 500,000 + daily active users
- 20,000 USD daily ads revenue

Mass - 2024

- Music & Video Streaming
- Chat
- Marketplace

Target

- 5,000,000 + daily active users
- 200,000 USD daily ads revenue
- Series B fund raising

Unique Preposition Value of Decentralized Social Media

	 Castcle	 Facebook	 Twitter	 Instagram	 Youtube	 Minds	 Steemit	 DESO
Content Creator Ads Sharing	✓	*			✓	*		
Seeing Ads Sharing	✓							
Content Farming Reward	✓					*		
Auto-posting features	✓							
Free to Earn	✓	✓	✓		✓	✓	✓	✓
Content NFT	✓*						*	

*2023

Passionate & Unique Founder Team



Woraphop Viriyaroj

CEO

Member of Parliament, Thailand
Move Forward Party

\$10 million USD Entrepreneur

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



Natthaphong Ruengpanyawut

CTO

Member of Parliament, Thailand
Move Forward Party

Software ERP founders - 19 Members, 10
Engineers

<https://www.linkedin.com/in/tee4cute/>

<https://github.com/kaogEEK>

It's time to disrupt social media



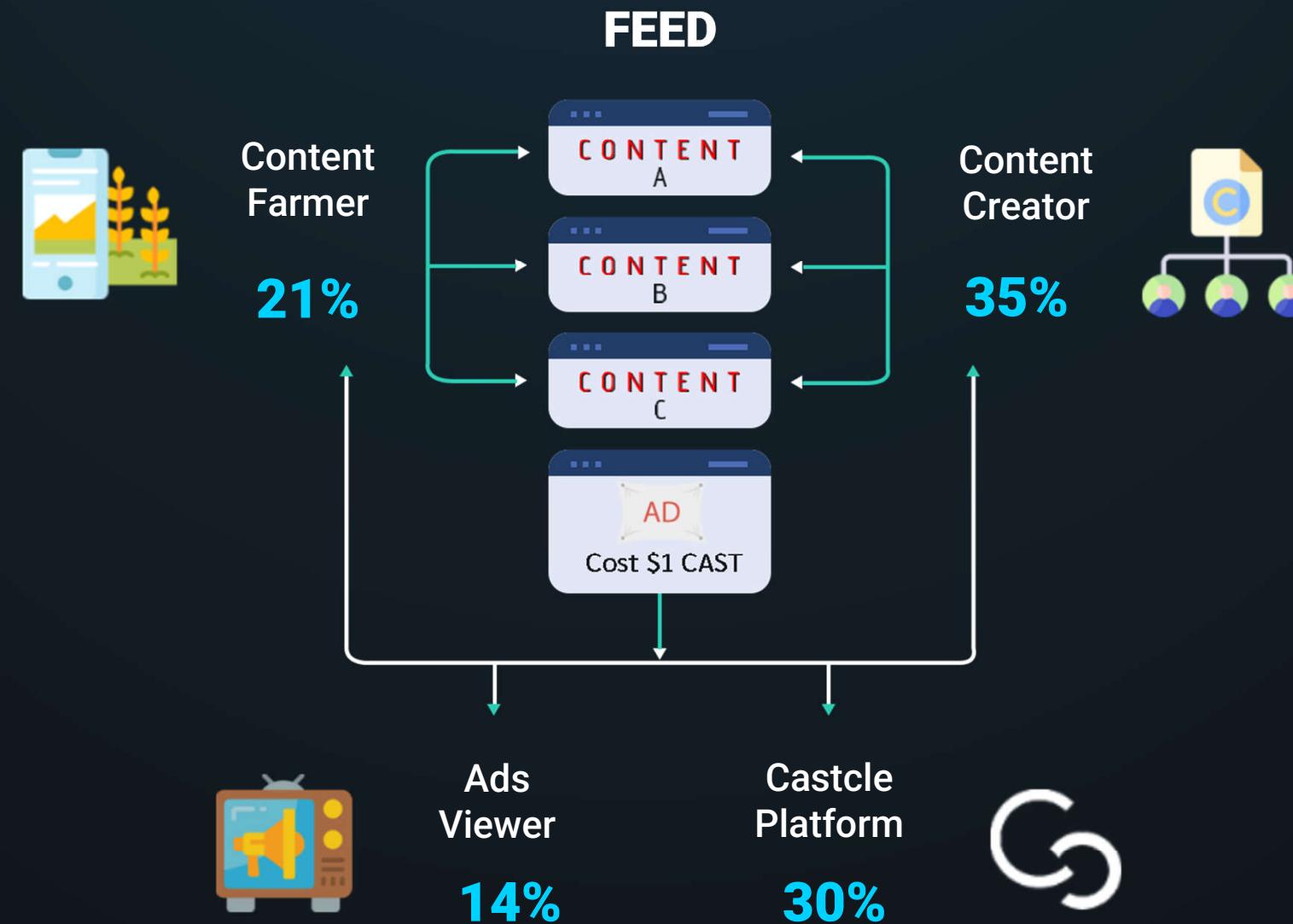
Available on the
App Store



GET IT ON
Google Play

Tokenomics & Strategies

How is The Ad Revenue Sharing Calculated?



Early Caster Airdrop



- Early Caster Airdrop pool of 2,000,000 CAST Token for beta users.
 - Sync social and auto post to Castcle Platform
 - f
 - T
 - 1,000,000 CAST airdrop pool, pro-rated for all content reaches
 - 1,000,000 CAST airdrop pool for registered users and referrals
- Acquire early followers, higher rewards later
- Airdrop is claimable one week after IDO
 - IDO is expected in 2Q22 and \$ 0.1 per CAST token

Content Creator Solutions

Find new followers

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

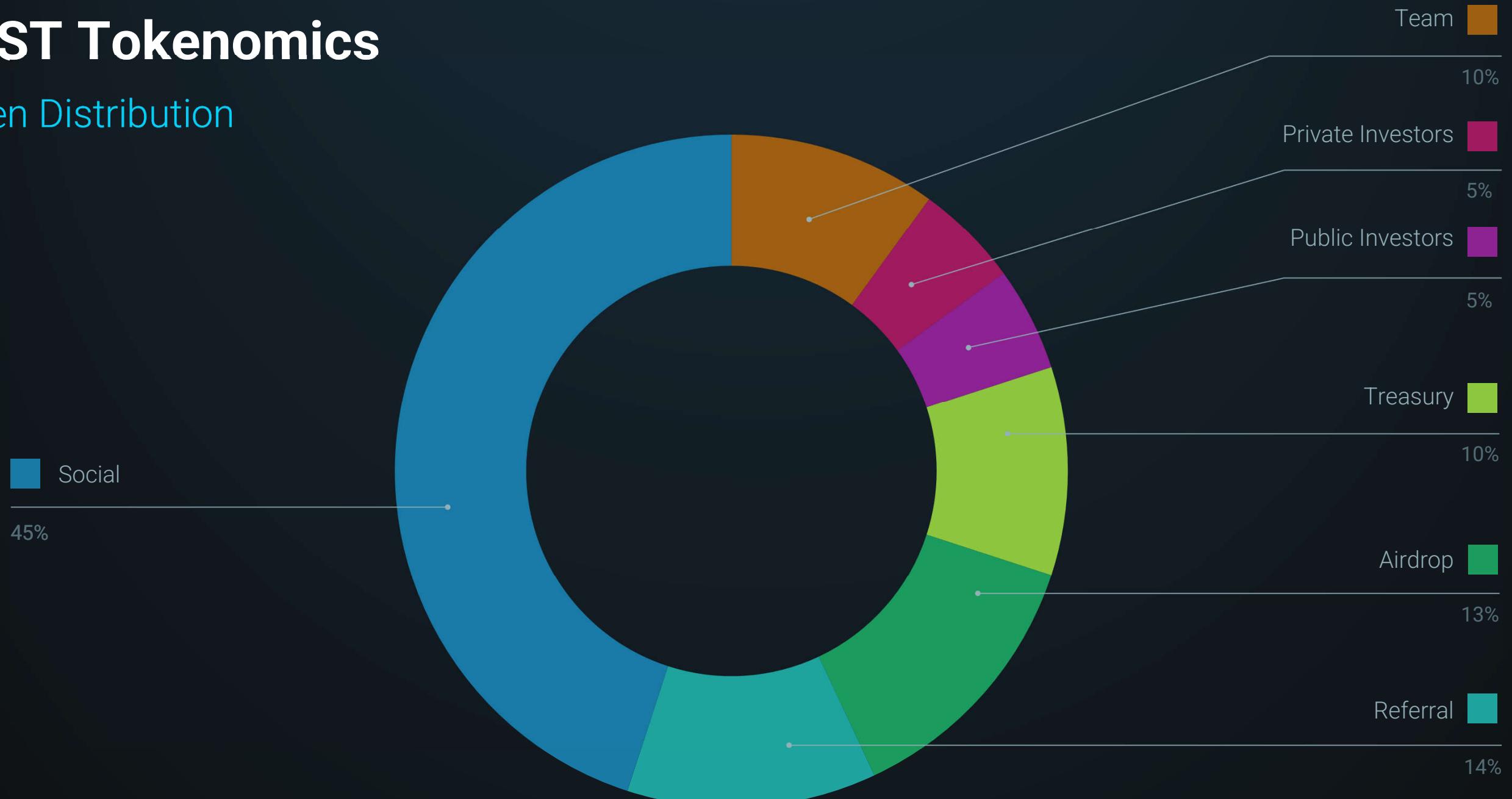


Monetize on contents

- Get rewards for total content reach
- More followers

CAST Tokenomics

Token Distribution



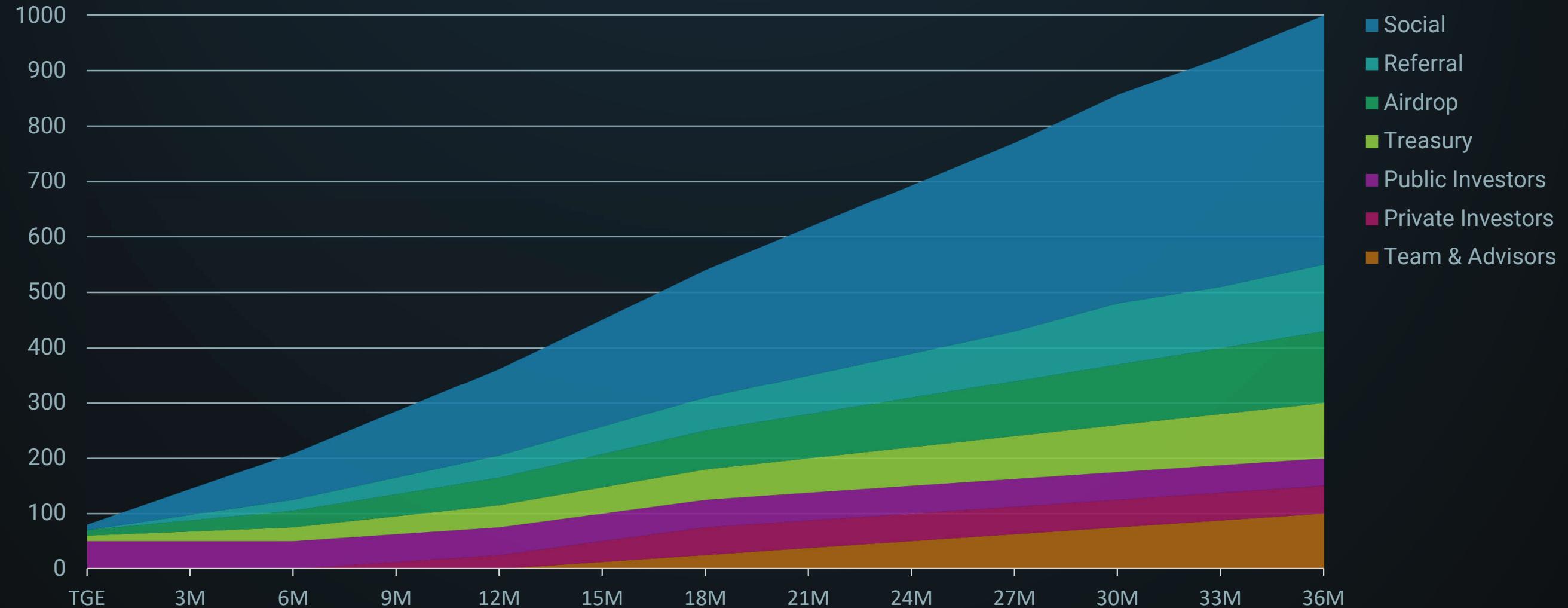
CAST Tokenomics

Token Distribution

In Millions	TGE	3M	6M	9M	12M	18M	24M	30M	36M
Team	0.00	0.00	0.00	0.00	0.00	25.00	50.00	75.00	100.00
Private Investors	0.00	0.00	0.00	12.50	25.00	50.00	50.00	50.00	50.00
Public Investors	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00
Treasury	10.00	17.50	25.00	32.50	40.00	55.00	70.00	85.00	100.00
Airdrop	10.00	20.00	30.00	40.00	50.00	70.00	90.00	110.00	130.00
Referral	0.00	10.00	20.00	30.00	40.00	60.00	80.00	100.00	120.00
Social	10.00	46.67	83.33	120.00	156.70	230.00	303.34	376.67	450.00
Total	80.00	144.17	208.33	285.00	361.67	540.00	693.34	846.67	1000.00

CAST Tokenomics

Token Release Schedule



Social Reward Proportion

Seeing Ad

When users see ads on their own feed



20 %

Content Reach

When your content reaches other's feed

An illustration of a person with dark hair, wearing a red and white striped shirt, holding a selfie stick and giving a thumbs up. They are surrounded by various digital devices: a laptop showing a video player, a smartphone with a play button, and a tablet with a live video icon. A speech bubble next to the person says "subs". The background is light blue with a globe-like shape.

50 %

Content Farming

Farmed content on other's feed

An illustration of a person sleeping peacefully in a green hammock, which is suspended from a large tree. The tree's canopy is composed of blue circular icons. The background is dark blue with white clouds.

30 %

Content Farming

User invest in quality contents for 24 hours
and get a share of content farming reward

- Higher farmed content
- Higher feed algorithm
- Higher rewards earned
- Upvote quality content
- Encourage user engagement
- More token utility

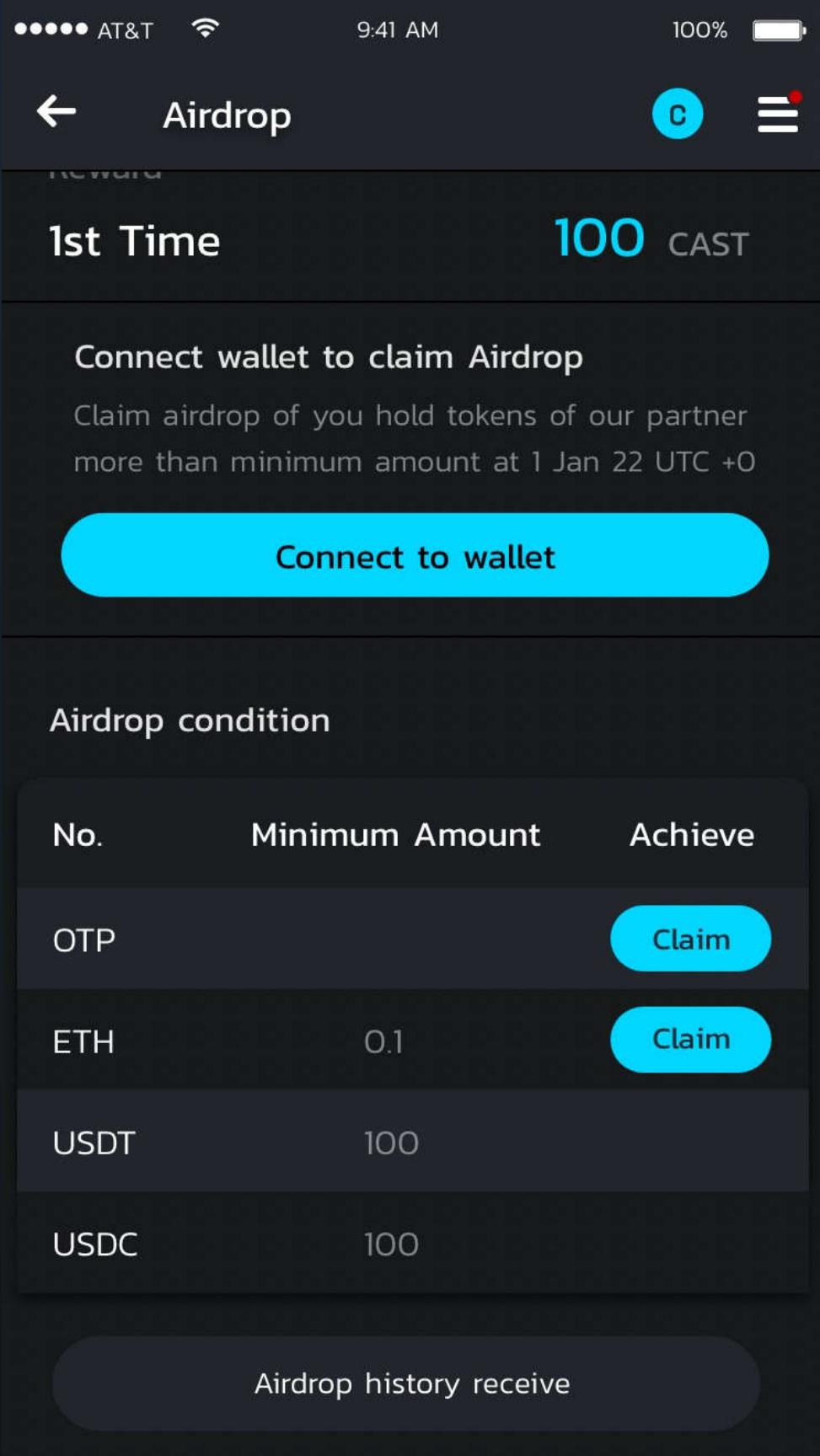


Tokenomics & Strategies

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.



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
4.2 billion users

Revenue
150 billion \$

Market Cap.
1.5 trillion \$



Facebook

Users : 2.7 Billion
Revenue : \$85 Billion

YouTube

Users : 2.3 Billion
Revenue : \$20 Billion

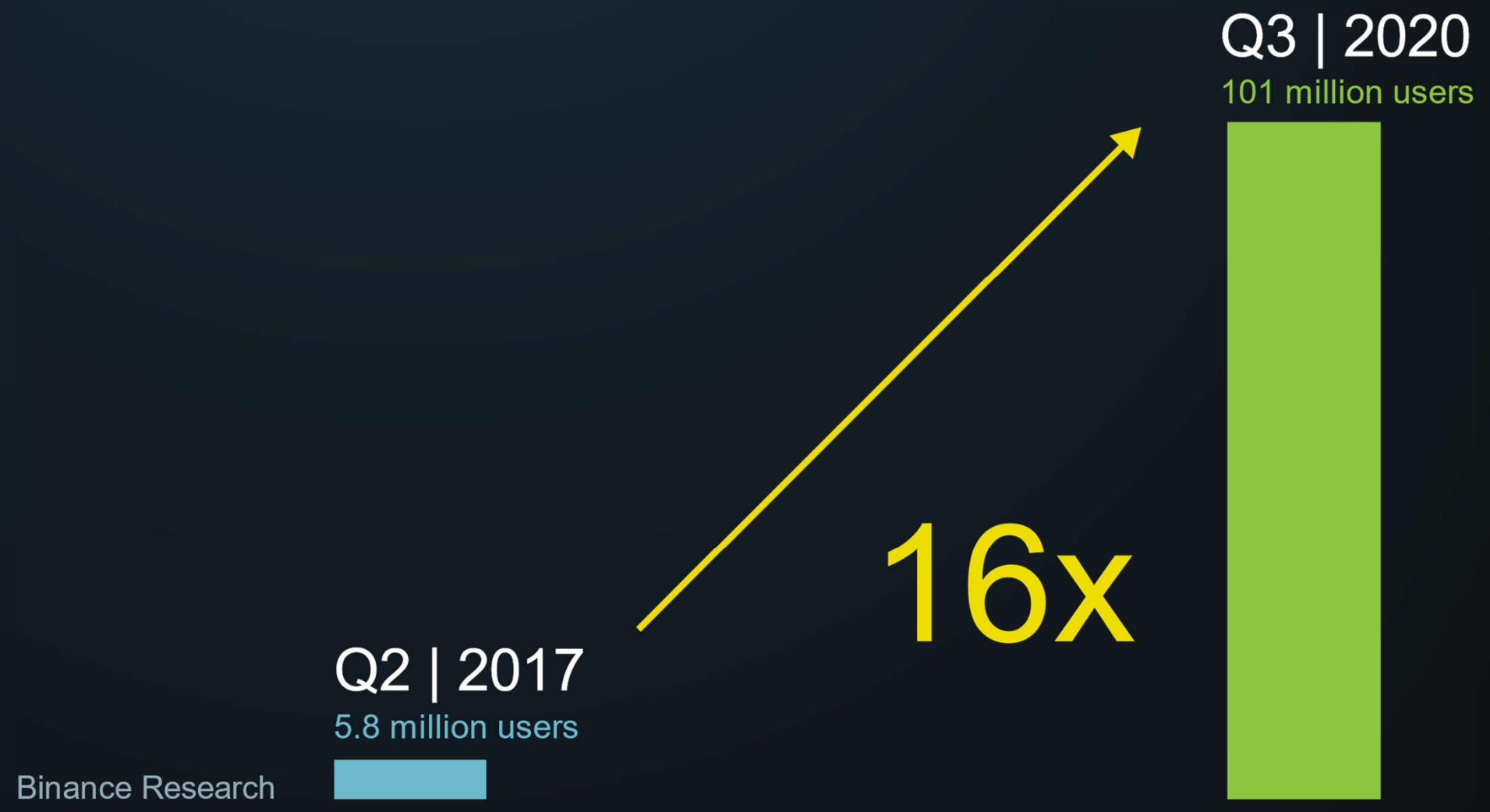
TikTok

Users : 2.9 Billion
Revenue : \$34 Billion

First Segment – 100 million Cryptocurrency Users

Social Media for cryptocurrency users

Brave Browser
34 million MAU
in 2 years

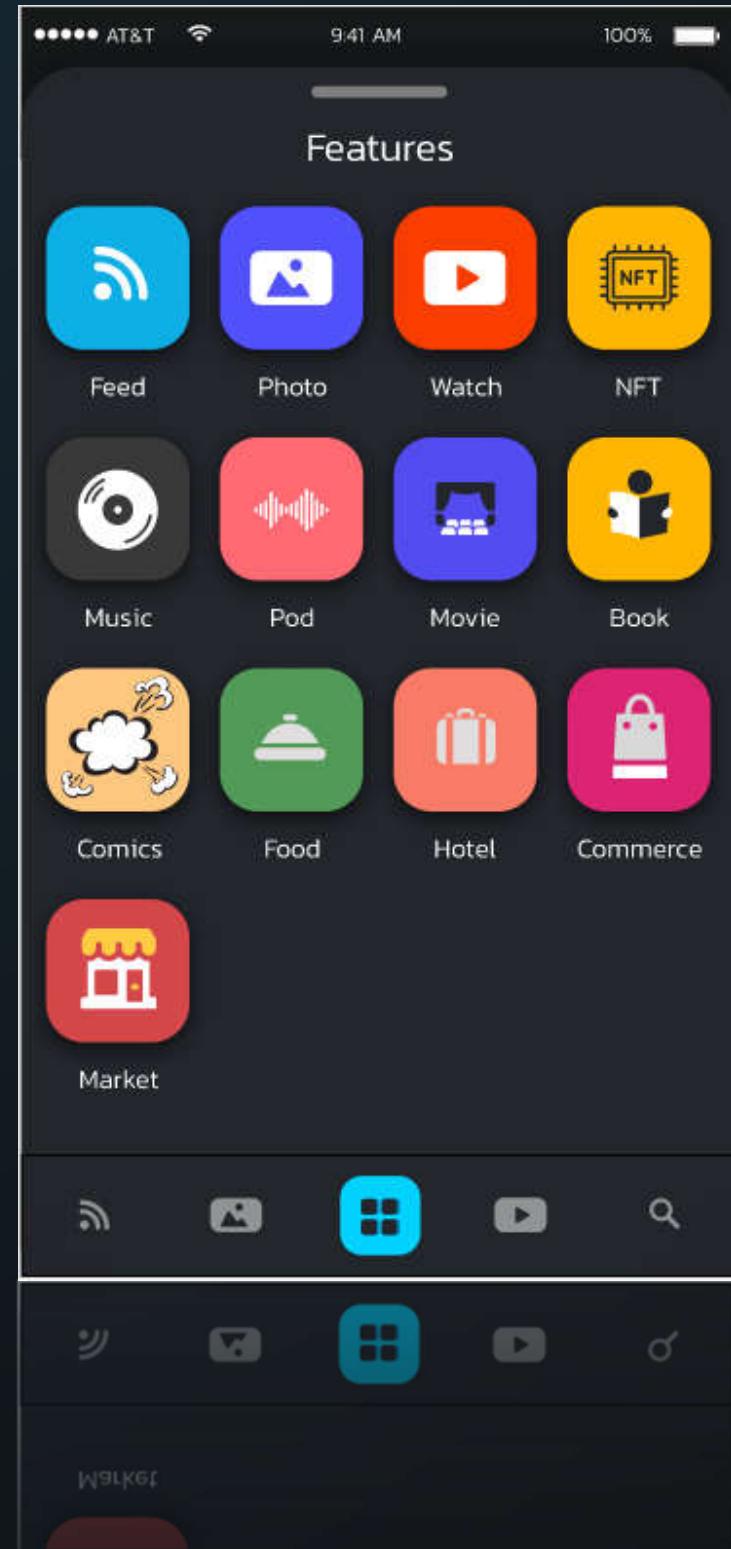


Castcle: The Next **Global Super App**

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

From
Advertising currency
To
Global digital currency

Hasten mass adoption of blockchain



Passionate & Unique Founder Team



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<https://www.linkedin.com/in/tee4cute/>

<https://github.com/kaogEEK>

Experienced Core Team (1/2)



**Julapong
Techapakornrat**

Core Team Leader – 16 yrs

[https://www.linkedin.com/in/julapon_g-tec/](https://www.linkedin.com/in/julapon-g-tec/)



Sompob Kulaplanont

Core Team Developer – 13 yrs

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Tharadol Boonma

Core Team Developer – 2 yrs

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Tanakorn Phoochaliaw

Core Team iOS – 9 yrs

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Surasak Piriya-aroonrot

Core Team Android – 8 yrs

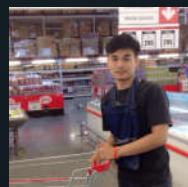
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Prakan Sornbootmark

Core Team Android – 7 yrs

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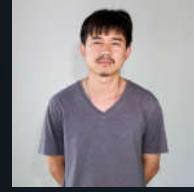


Panuwat Chaiwongthon

Core Team Developer – 3 yrs

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Experienced Core Team (2/2)



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Atitawat Pol-in

Core Team Data Scientist – 3 yrs

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Sudarat Yongkiatkarn

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Evan Vinet

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It's time to disrupt social media



Available on the
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