CASTCLE

Decentralized Social Media

Unfair Social Media Problem

Content (Asset)

Personal Data (Asset)

Content Creator

SOCIAL MEDIA

Users

Reach (Depletion)

Feed (Depletion)

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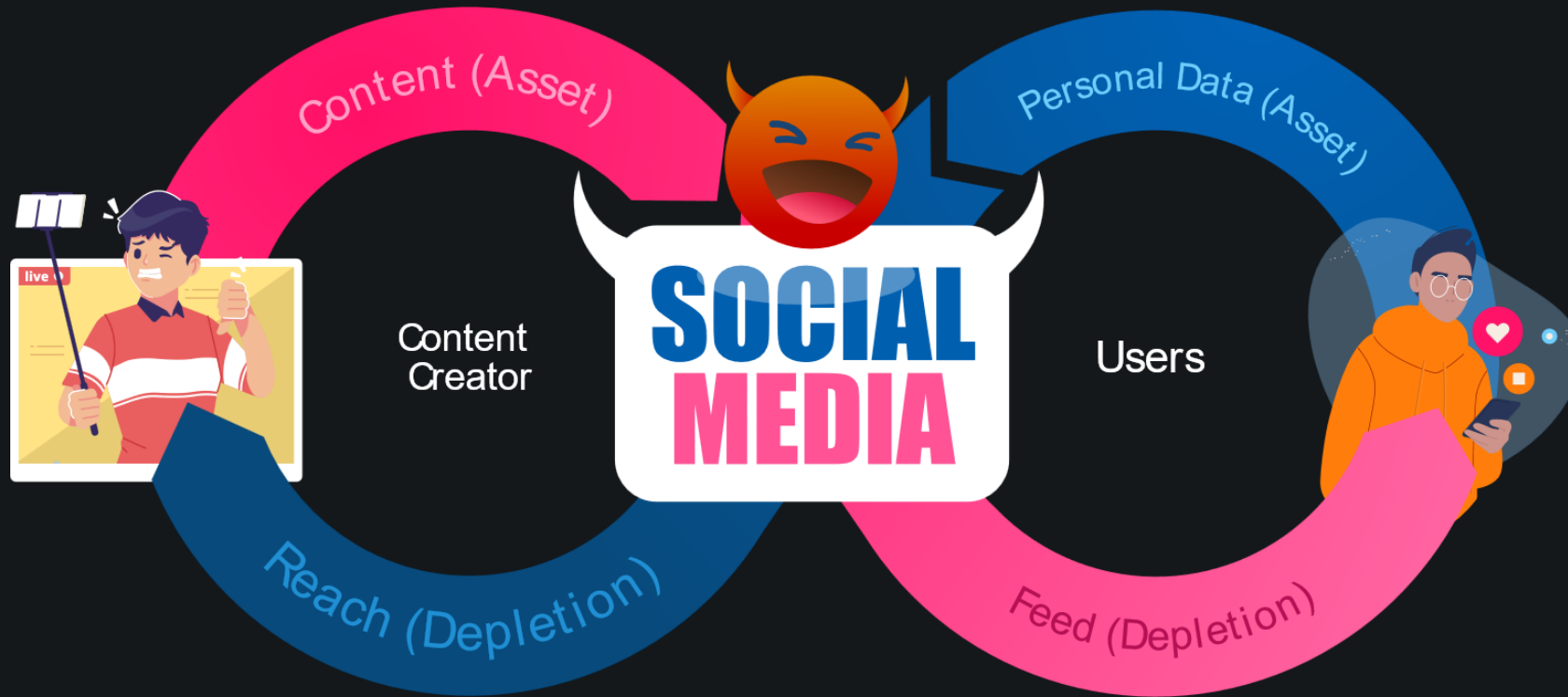
Ad Revenue sharing with every user

Advertiser → $100 USD to $100 Cast Token → **Castcle** Get $30 Token → Social Reward →

- **Content Reach** — Get $35 Token
- **Content Farming** — Get $21 Token
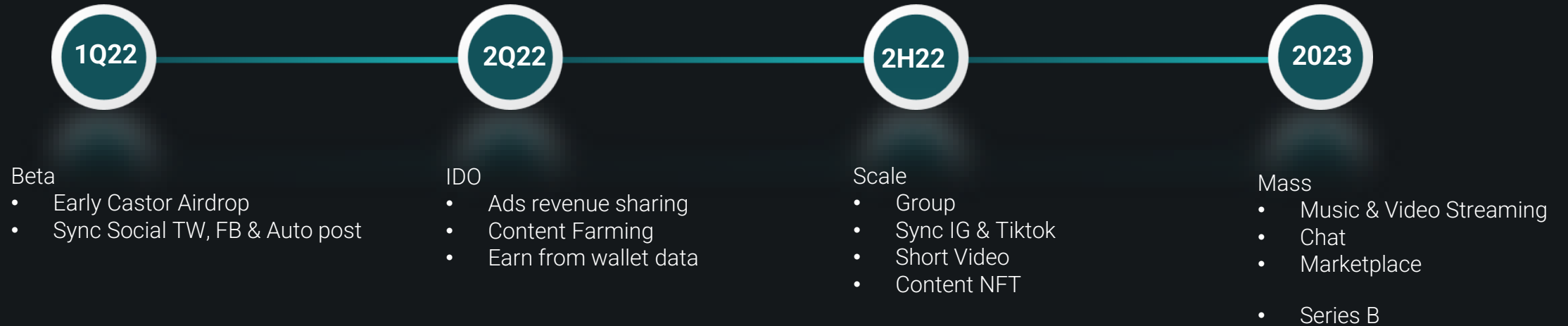- **See Ads** — Get $14 Token

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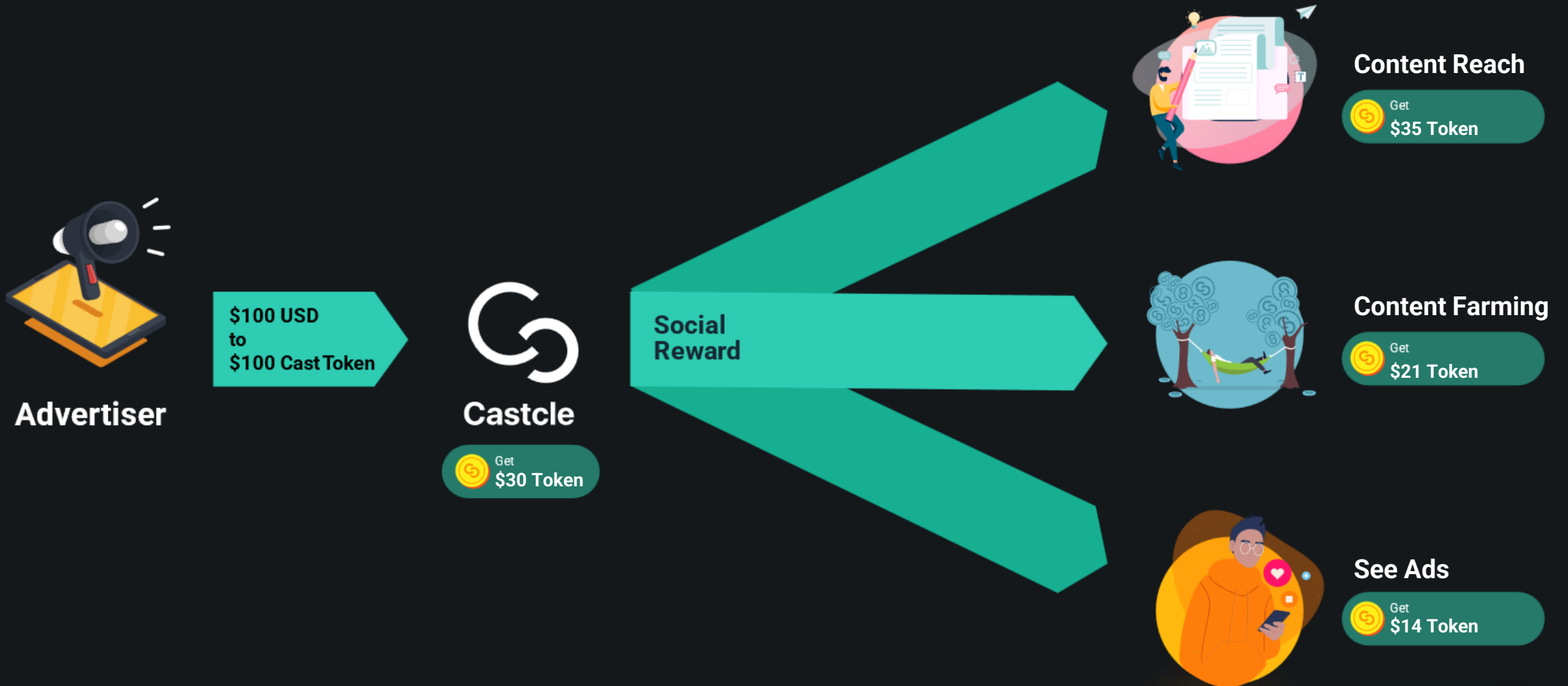
Benefit from growing users together

All advertising revenue will create demand for CAST token

More advertising, higher value of CAST token

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Decentralized Social Media

Roadmap to Mass Adoption

1Q22 — **2Q22** — **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
- Short Video
- Content NFT

Mass
- Music & Video Streaming
- Chat
- Marketplace

- Series B

Check our sprint and progress

https://www.github.com/castcle
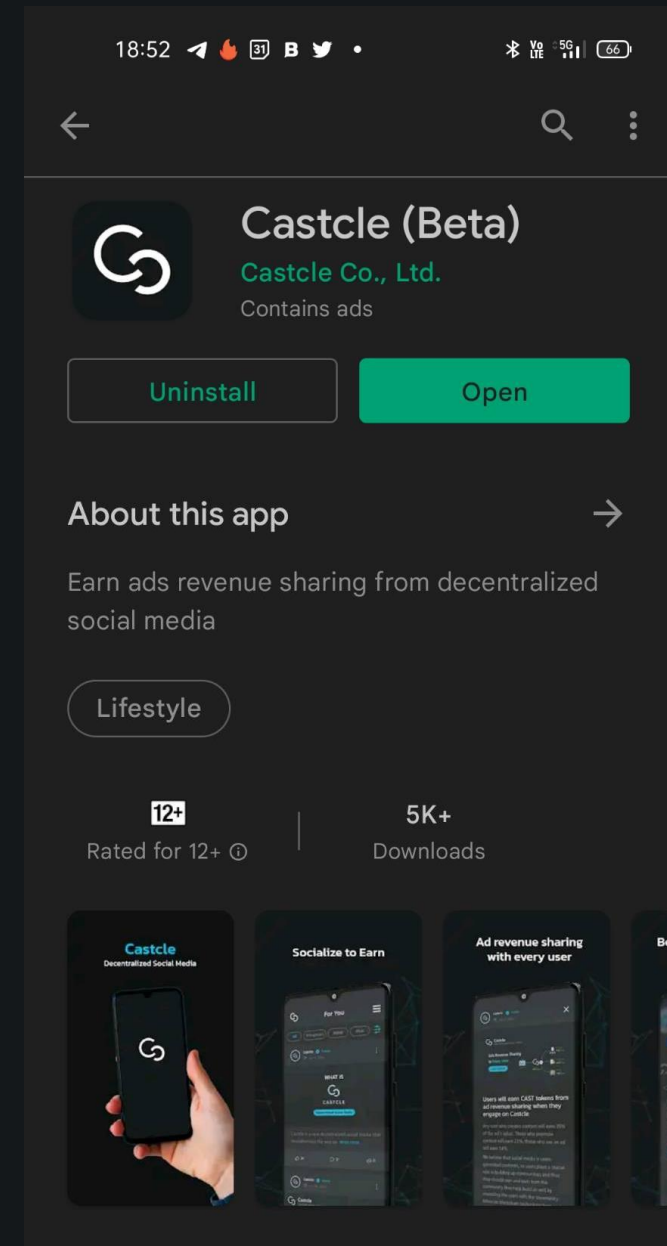
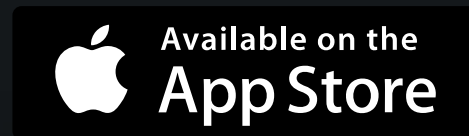**CASTCLE**
Decentralized Social Media

First Solid Traction

Beta Release

200+ Content Partners
Sync Social media & auto
post to Castcle

**11,000+** Users
In 5 days

Data as 11 Mar 2022
Stats : https://bit.ly/3pVJHqZ

18:52

Castcle (Beta)
Castcle Co., Ltd.
Contains ads

Uninstall   Open

About this app →

Earn ads revenue sharing from decentralized
social media

Lifestyle

12+
Rated for 12+ ⓘ   5K+
Downloads

CASTCLE
Decentralized Social Media

It's time to disrupt social media

Tokenomics & Strategies

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Decentralized Social Media
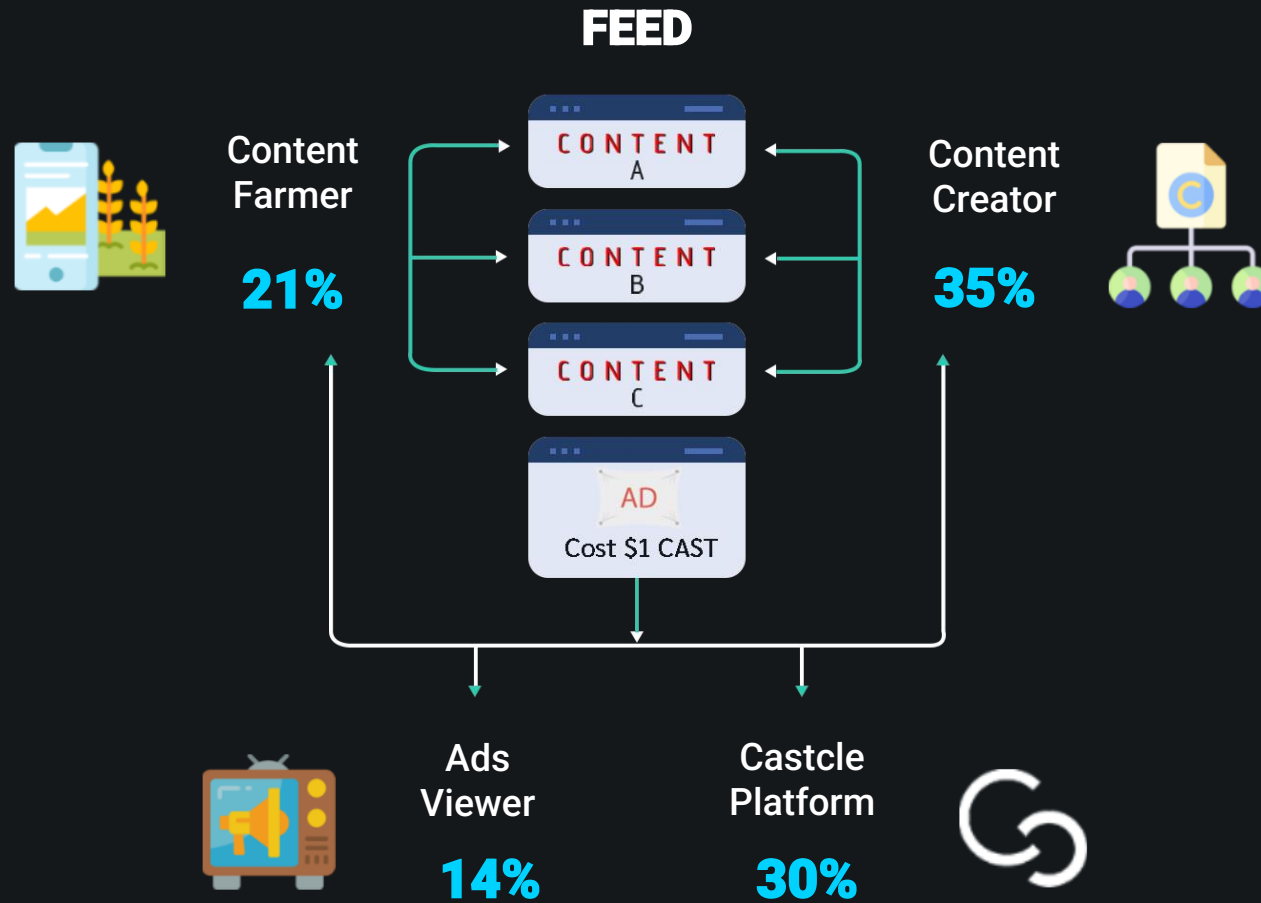
Early Caster Airdrop

- Early Caster Airdrop pool of 2,000,000 CAST Token for beta users.

- Sync social and auto post to Castcle Platform

- 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

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Decentralized Social Media

Content Creator Solutions

Find new followers

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

Monetize on contents

- Get rewards for total content reach
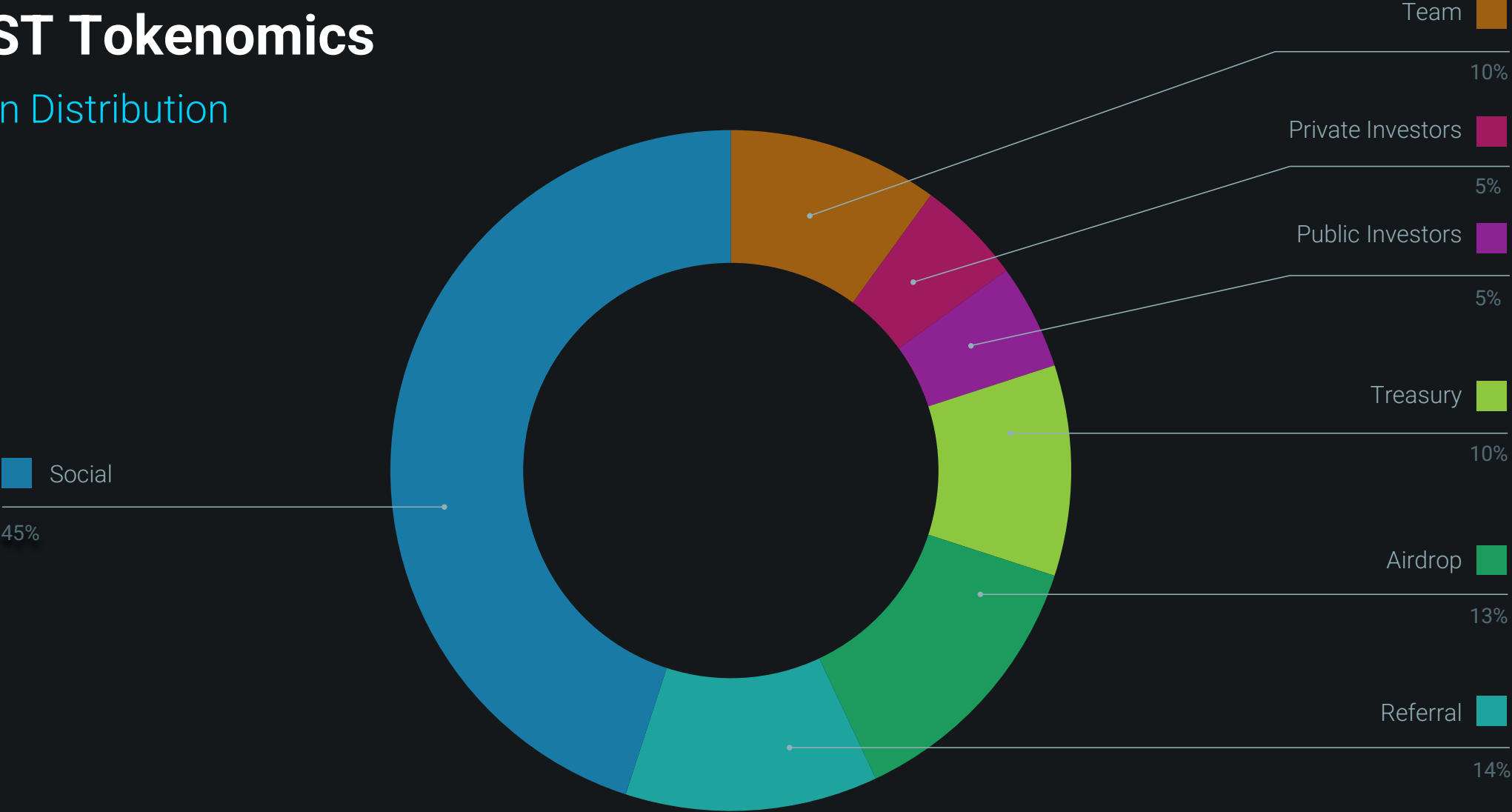- More followers

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Decentralized Social Media

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**

CASTCLE
Decentralized Social Media

CAST Tokenomics

Token Distribution

Team 10%

Private Investors 5%

Public Investors 5%

Treasury 10%

Airdrop 13%

Referral 14%

Social 45%

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Decentralized Social Media

CAST Tokenomics

Token Release Schedule

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

Y-axis: 0, 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000

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

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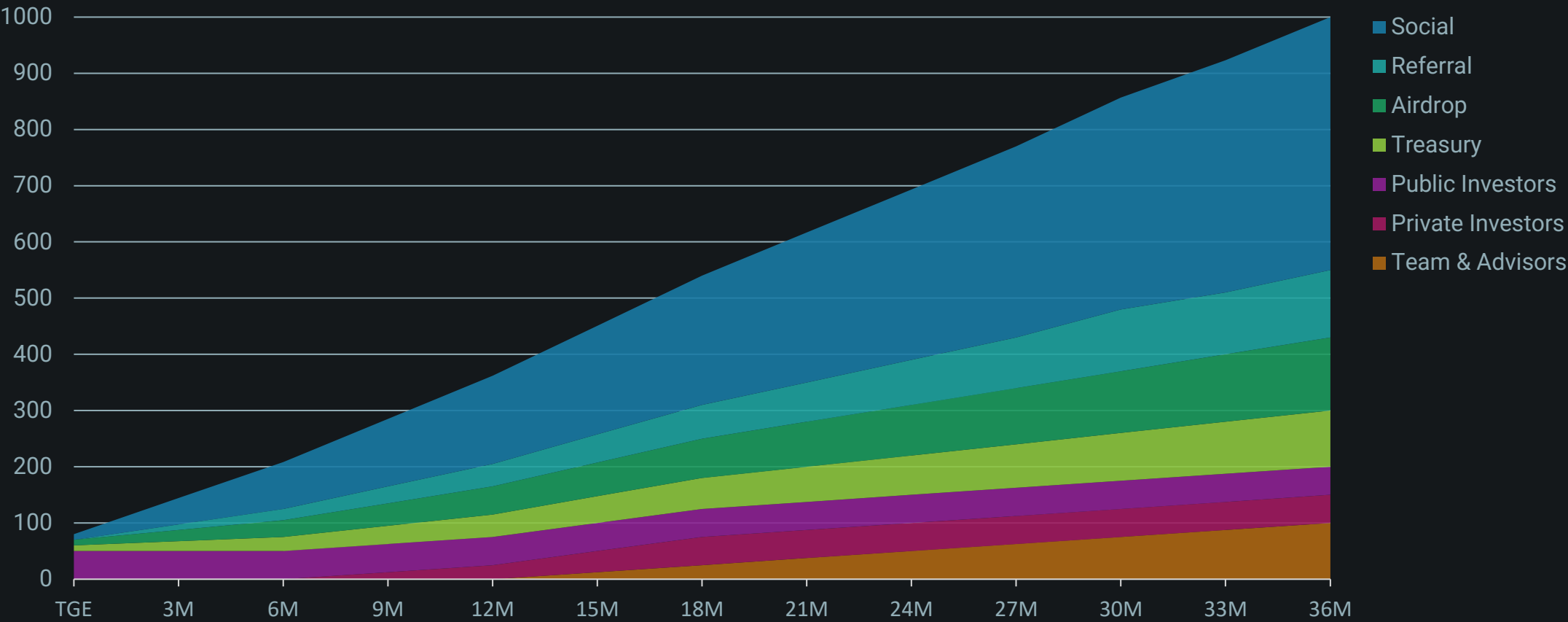
Social Reward Proportion

Seeing Ad
When users see ads on their own feed

20%

Content Reach
When your content reaches other's feed

50%

Content Farming
Farmed content on other's feed

30%

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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
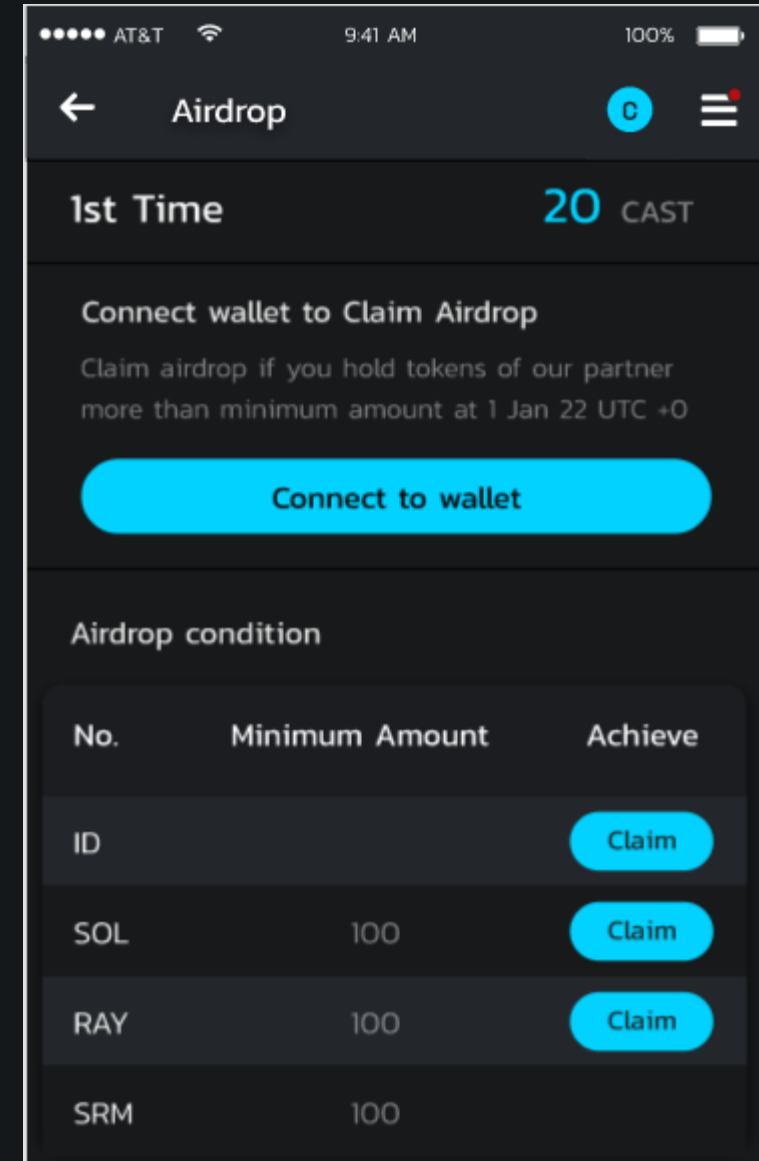
- Upvote quality content
- Encourage user engagement
- More token utility

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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.

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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Decentralized Social Media

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

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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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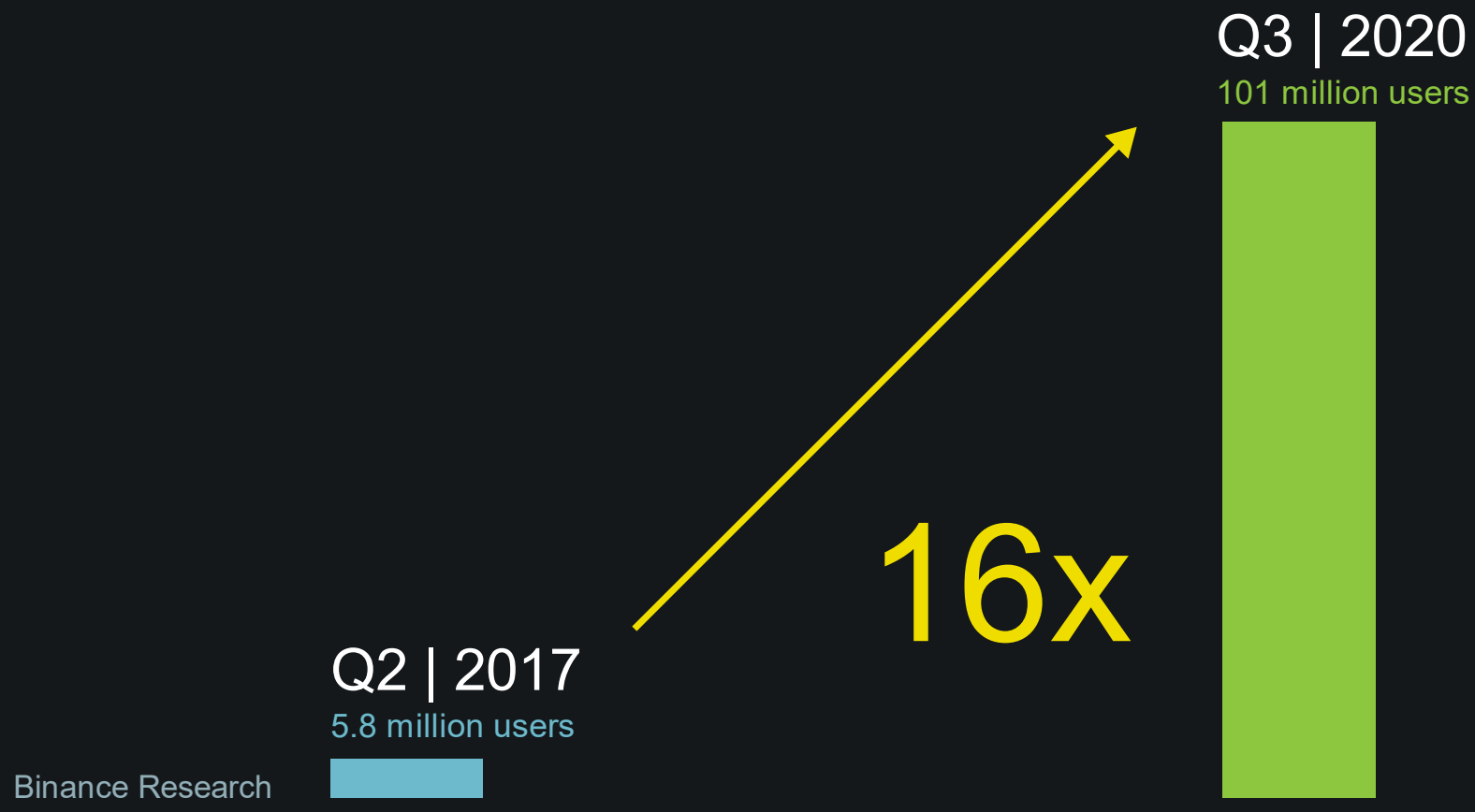
Castcle: The Next
Global Super App

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

From
Advertising currency
To
Global digital currency

Hasten mass adoption of blockchain

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Decentralized Social Media
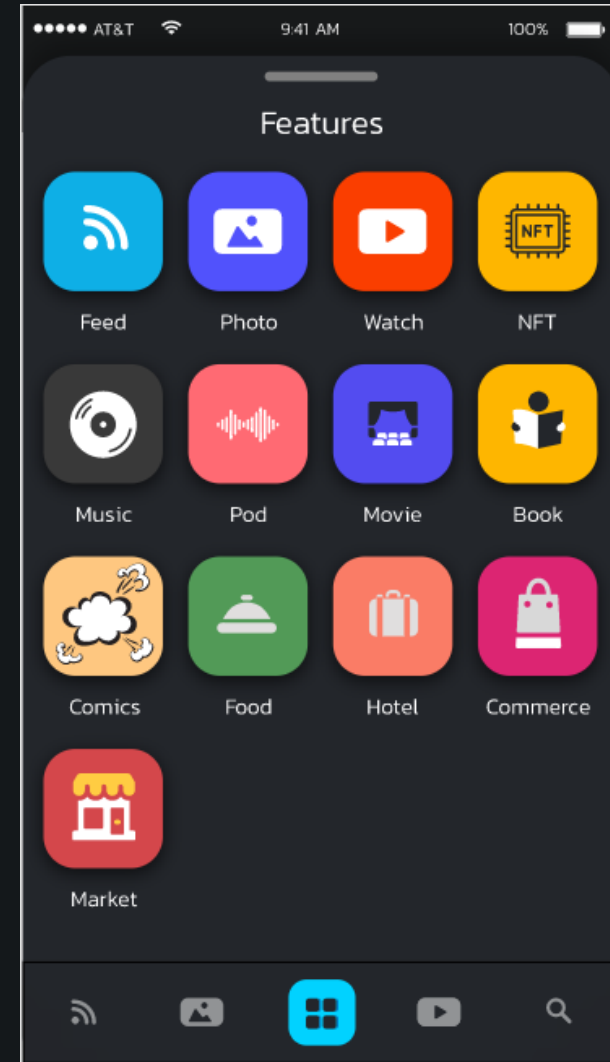
Unique Preposition Value of Decentralized Social Media

	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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Decentralized Social Media

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 (1/2)

Julapong Techapakornrat

Core Team Leader – 16 yrs

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

Sompop Kulaplanont

Core Team Developer – 13 yrs

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

Pongsakorn Panassitanon

Core Team Developer – 5 yrs

https://www.linkedin.com/in/pongsakorn-panassitanon-62798a201/

Kittipong Maopetkad

Core Team Developer – 3 yrs

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

Tharadol Boonma

Core Team Developer – 2 yrs

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

Tanakorn Phoochaliaw

Core Team iOS – 9 yrs

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

Surasak Piriya-arroonrot

Core Team Android – 8 yrs

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

Prakan Sornbootnark

Core Team Android – 7 yrs

/https://www.linkedin.com/in/earth-prakan//
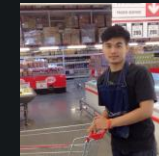
Panuwat Chaiwongthon

Core Team Developer – 3 yrs

https://www.linkedin.com/in/panuwat-chaiwongthon-210749170/

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Decentralized Social Media

Experienced Core Team (2/2)

Warayut Boonchai

Core Team Designer – 9 yrs

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

Pachara Pairoch

Core Team Marketing – 3 yrs

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

Atitawat Pol-in

Core Team Data Scientist – 3 yrs

https://www.linkedin.com/in/at-p/

Sudarat Yongkiatkarn

Core Team Designer – 1 yrs

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

Evan Vinet

Core Team Marketing – 3 yrs

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

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