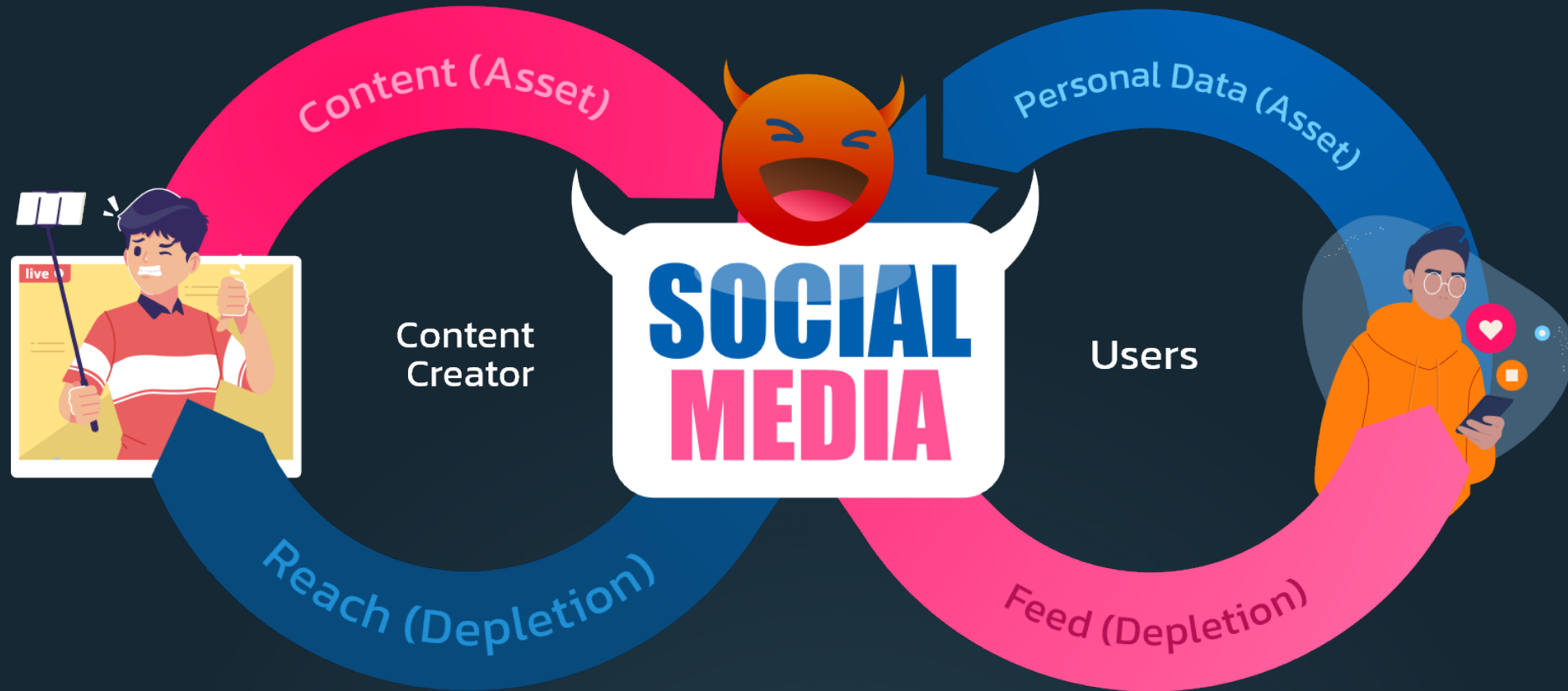




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# Unfair Social Media Problem



# Ad Revenue sharing with every user



Advertiser

\$100 USD  
to  
\$100 Cast Token



Castle

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



# Roadmap to Mass Adoption



**Check our sprint and progress**

<https://www.github.com/castle>



# Content Creator Solutions

## Find new followers

- Cryptocurrency Users
- High purchasing power
- High adoption behavior





## Monetize on contents

- Get reward on each content reach
- More follower



# Early Castor Airdrop



- Early Castor Airdrop 200,000 CAST Token for beta users.
- Sync social and auto post to Castle Platform  
   
- 100,000 airdrop for registered users and refer
- 100,000 airdrop prorated 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



# Tokenomics & Strategies



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# CAST Tokenomics

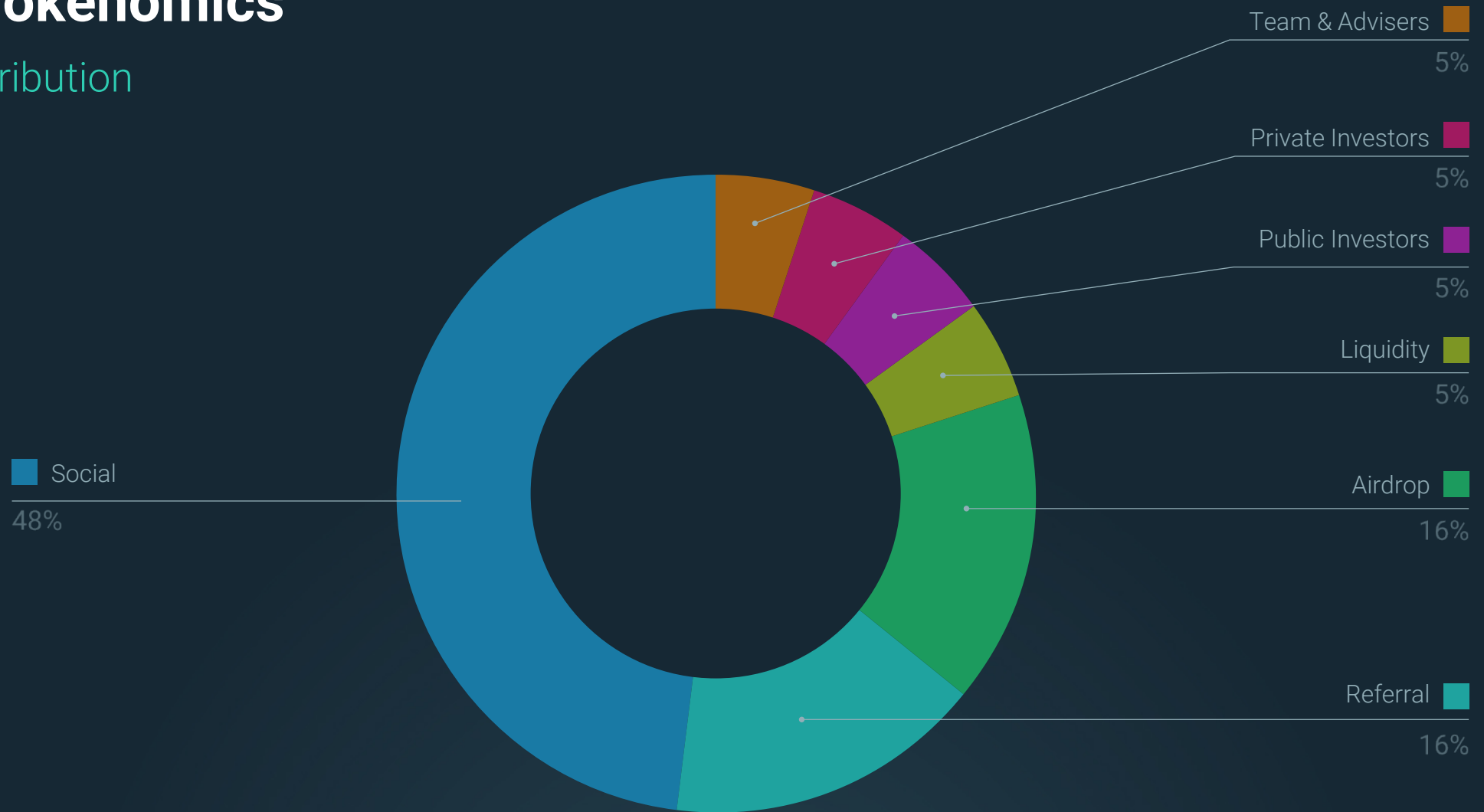
## Token Distribution

In Millions	TGE	Year 1	Year 2	Year 3
Team	0.50	2.50	4.50	5.00
Private Investors	1.00	5.00	5.00	5.00
Public Investors	5.00	5.00	5.00	5.00
Liquidity	0.50	2.00	3.50	5.00
Airdrop	0.50	5.67	10.83	16.00
Referral	0.00	5.33	10.67	16.00
Social	0.50	16.33	32.17	48.00
Total	8.00	41.83	71.67	100



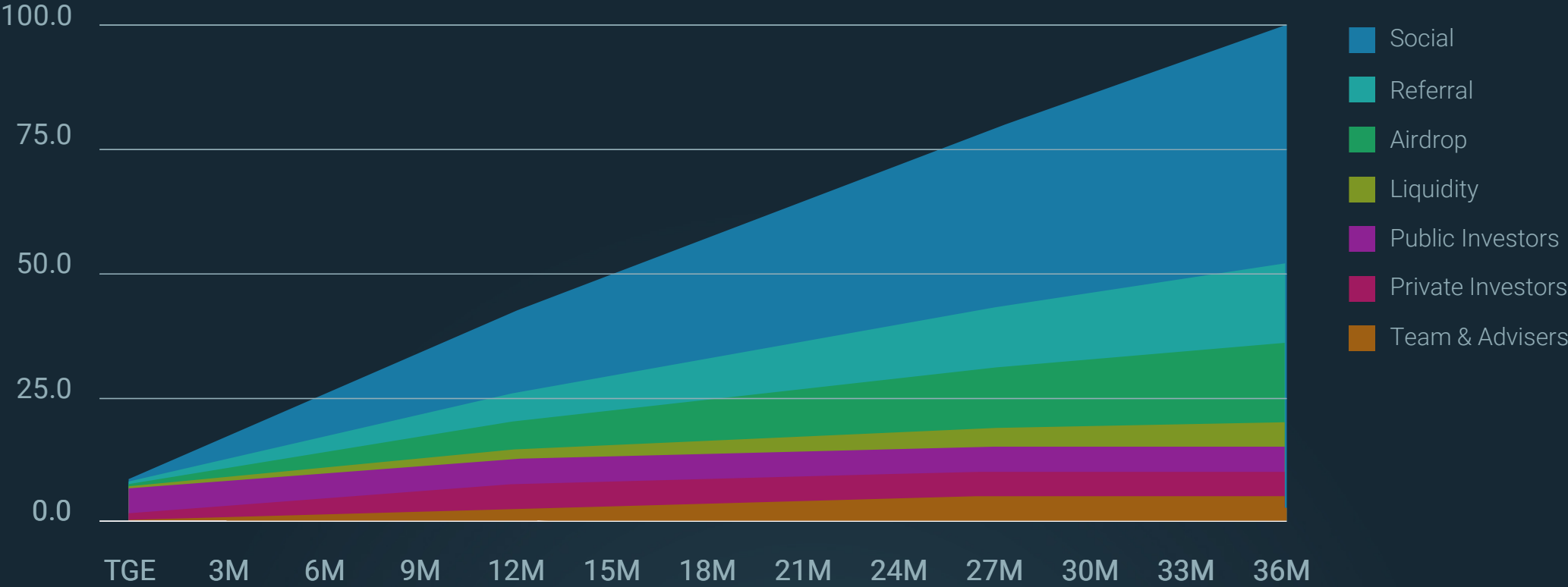
# CAST Tokenomics

## Token Distribution



# CAST Tokenomics

## Token Release Schedule



# 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%



# Content Farming

User invest in quality contents for 21 days 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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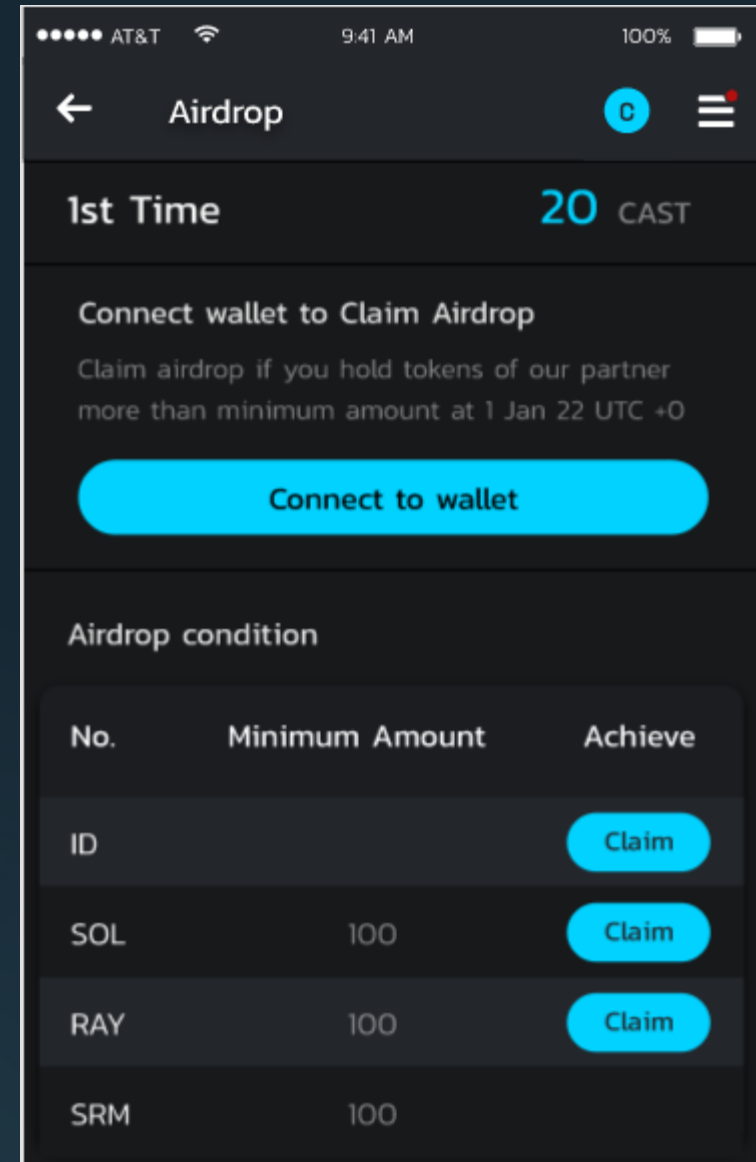
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# Tokenomics & Strategies

## 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**  
**4,200 million 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

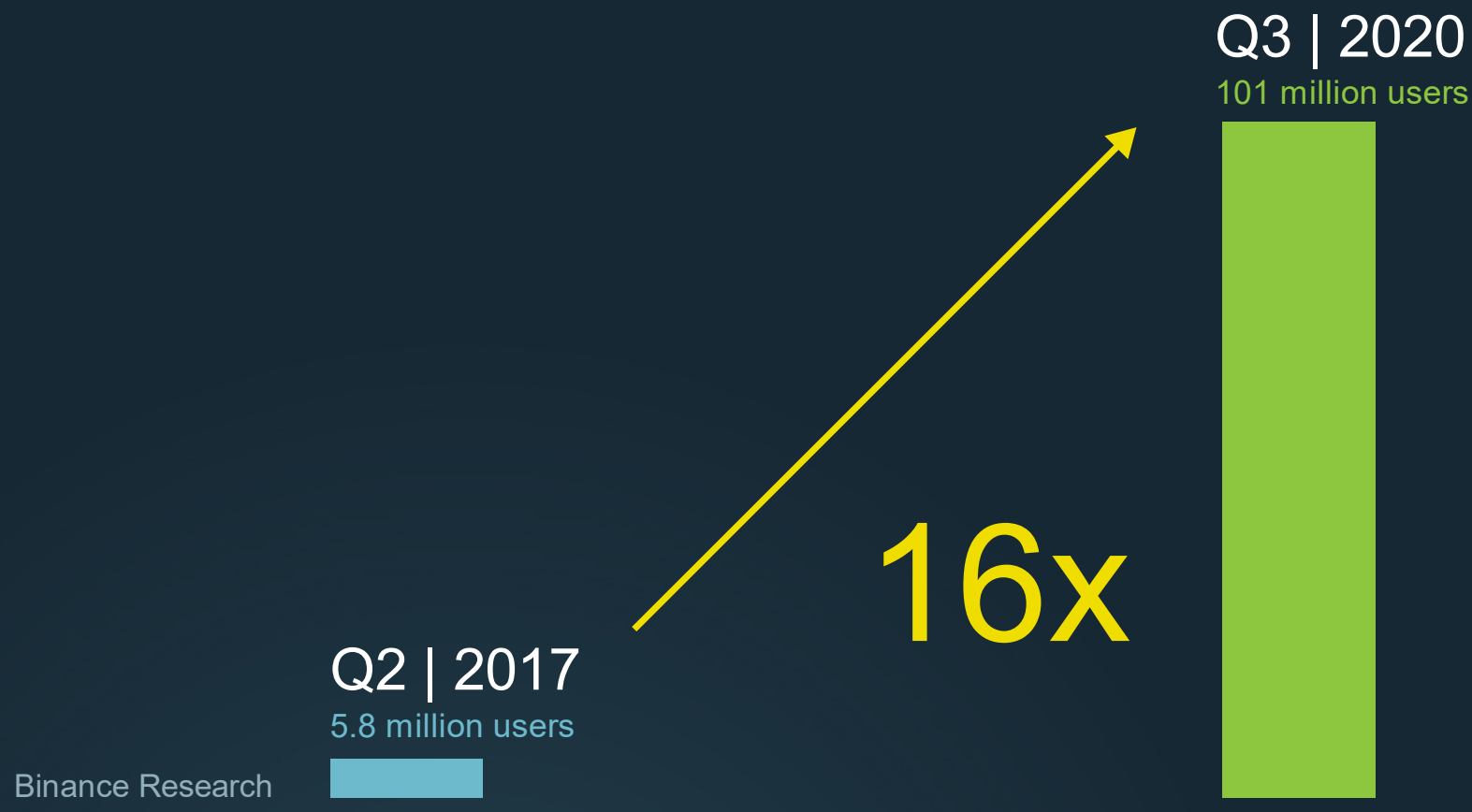


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# First Segment – 100 million Cryptocurrency Users

Social Media for cryptocurrency users

Brave Browser  
34 million MAU  
in 2 years



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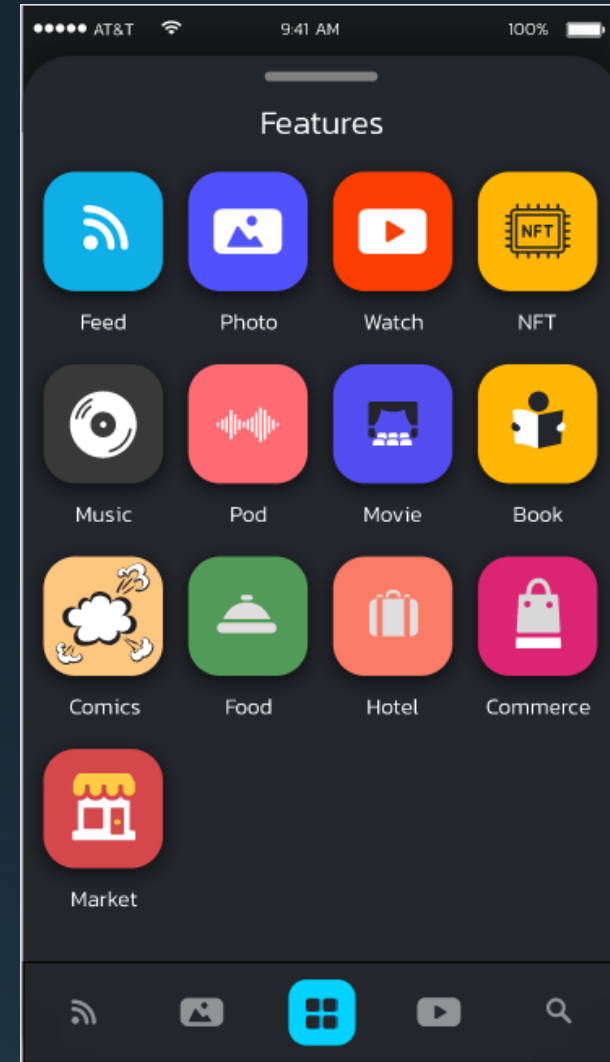
Decentralized Social Media

# Castle: The Next Global Super App








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

From  
Advertising currency  
To  
Global digital currency

Fasten mass adoption of blockchain



# Unique Proposition Value of Decentralized Social Media

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

# Passionate & Unique Founder Team



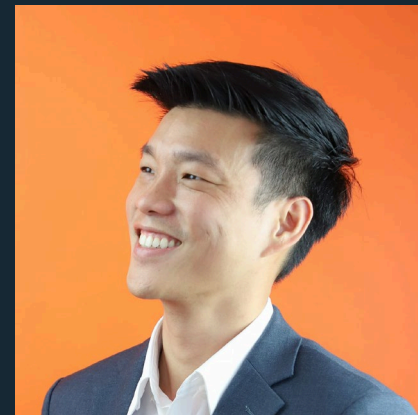
**Woraphop Viriyaroj**

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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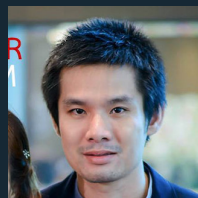
# Experienced Core Team



**Julapong Techapakornrat**

Core Team Leader – 15 yrs exp.

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



**Watit Thammarat**

Core Team Developer – 15 yrs exp.

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**Sompop Kulaplanont**

Core Team Developer – 12 yrs exp

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**Navavat Pipatsart**

Core Team Data Scientist – 8 yrs exp.

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**Tanakorn Phoochaliaw**

Core Team iOS – 8 yrs exp.

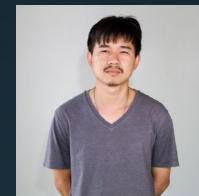
<https://www.linkedin.com/in/tanakorn-phoochaliaw/>



**Surasak Piriya-arroonrot**

Core Team Android – 7 yrs exp.

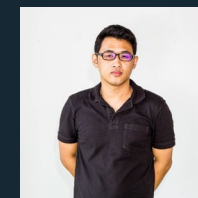
<https://www.linkedin.com/in/surasak-piriya-arroonrot-a29508b7/>



**Warayut Boonchai**

Core Team Designer – 9 yrs exp.

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



**Chisnuchar Pitaksiinakorn**

Core Team Designer – 9 yrs exp.

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



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**It's time to disrupt social media**



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