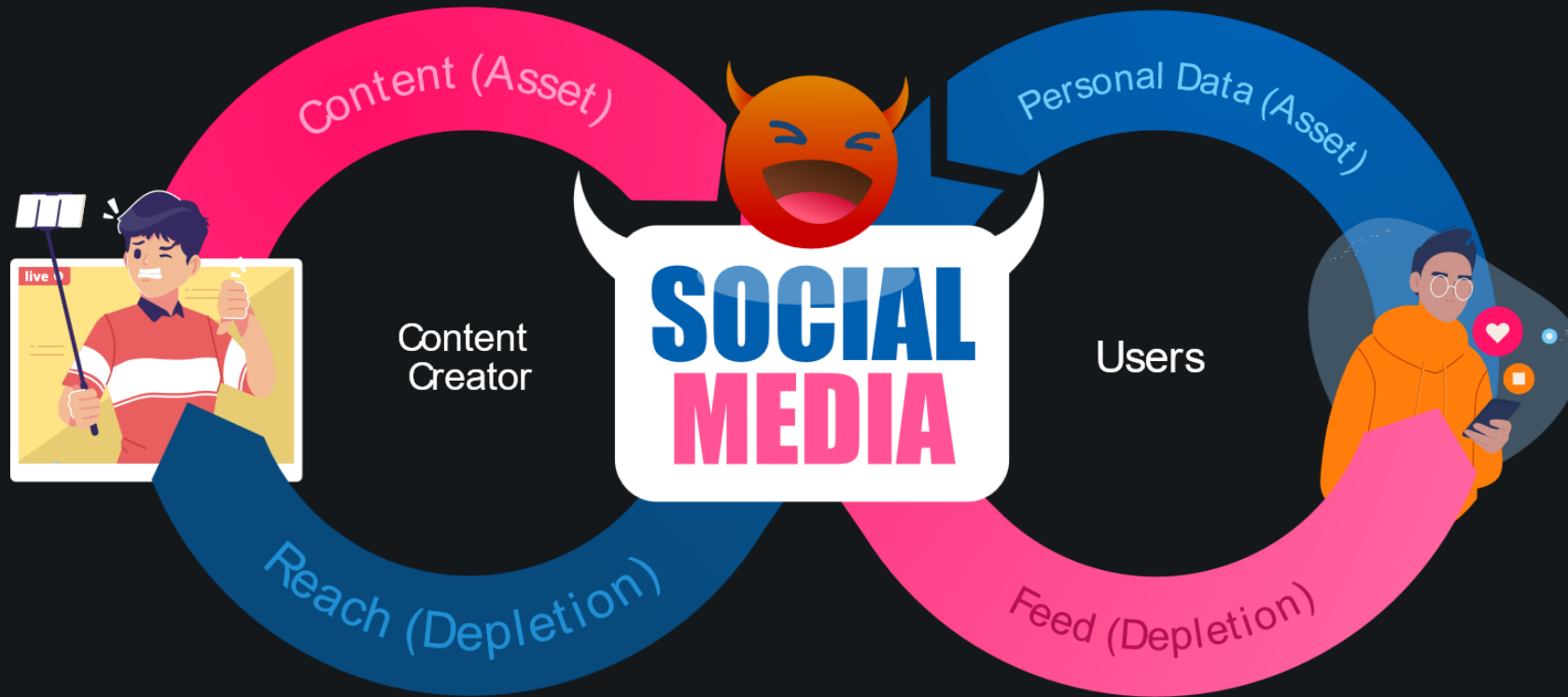


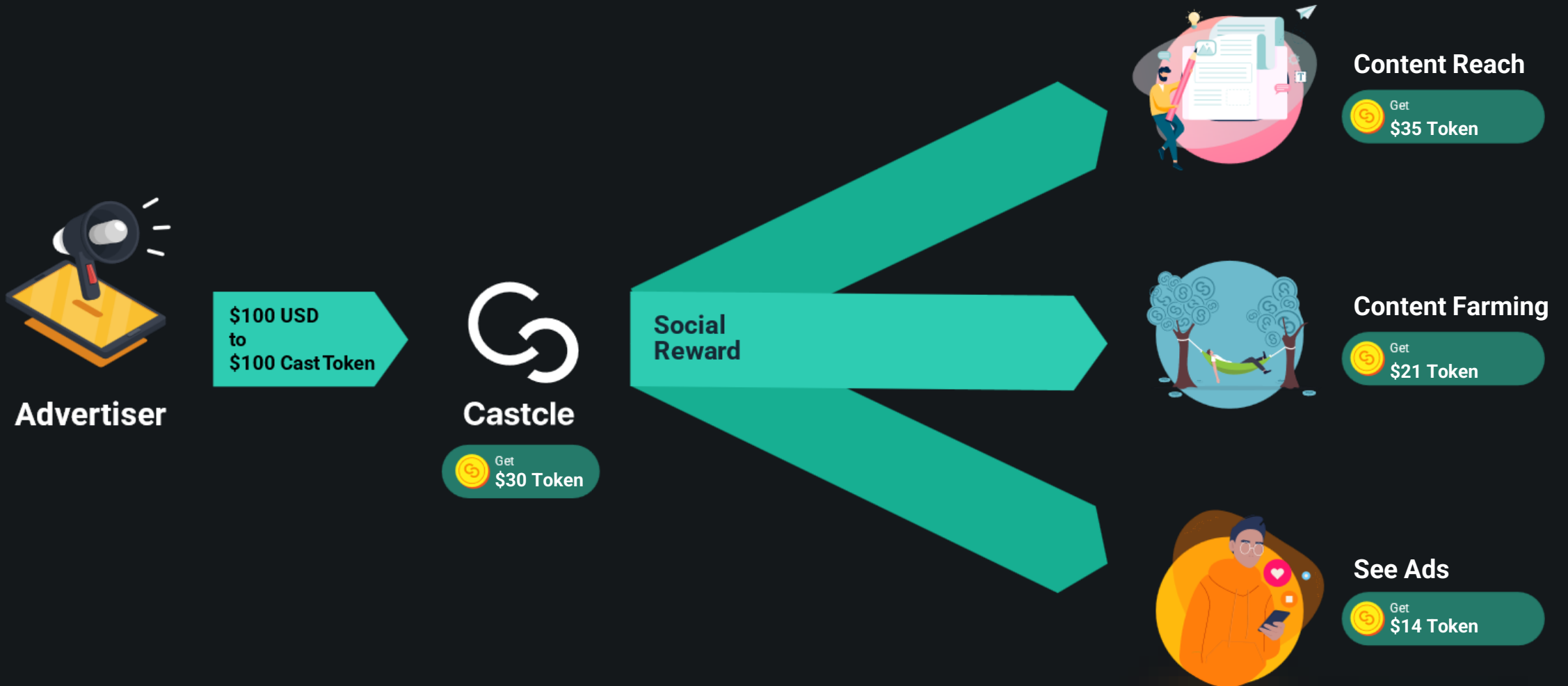


CASTLE
Decentralized Social Media

Unfair Social Media Problem



Ad Revenue sharing with every user



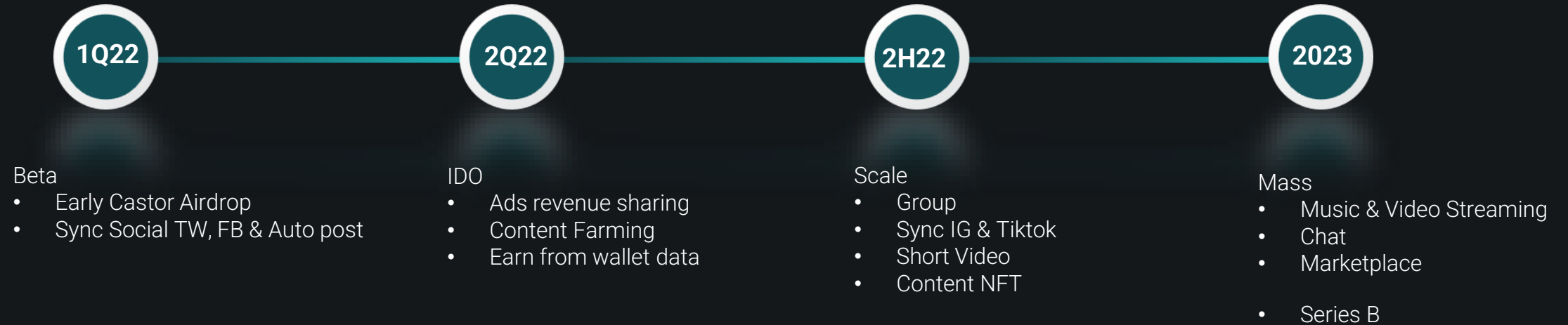
Benefit from growing users together

All advertising revenue will create demand for CAST token

More advertising, higher value of CAST token



Roadmap to Mass Adoption



Check our sprint and progress

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

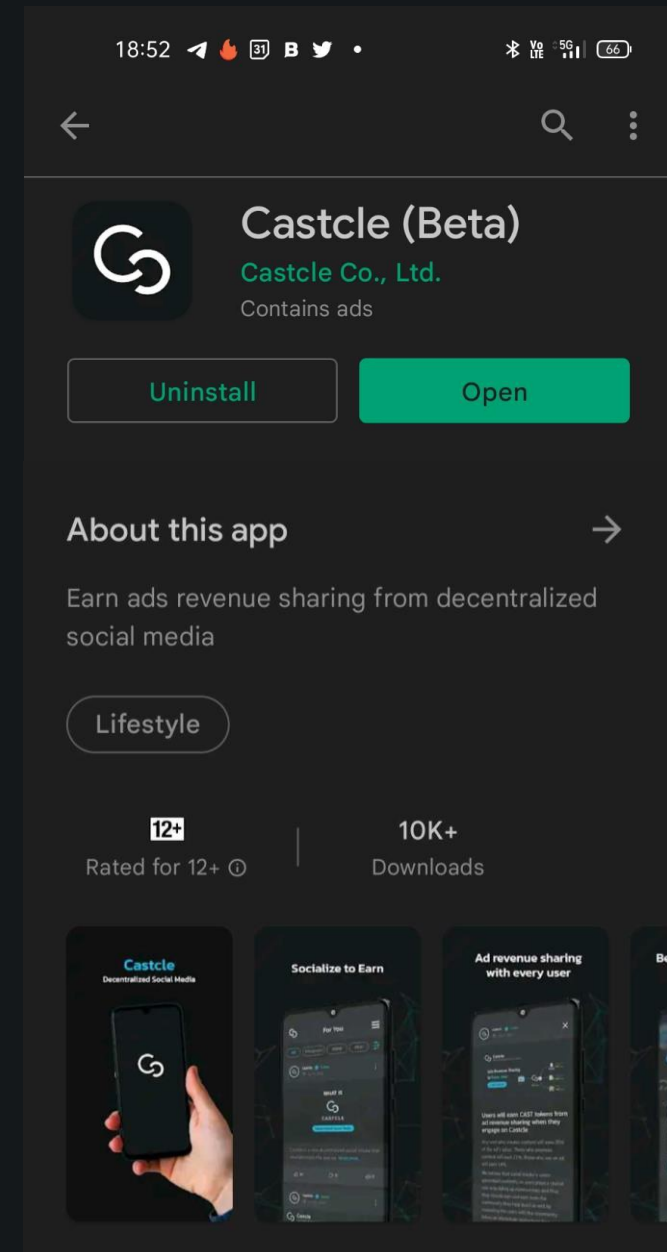
First Solid Traction

Beta Release

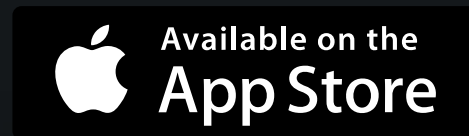
300+ Content Partners
Sync Social media & auto
post to Castcle

20,000+ Users
In 3 weeks

Data as 4 Apr 2022
Stats : <https://bit.ly/3pVJHqZ>

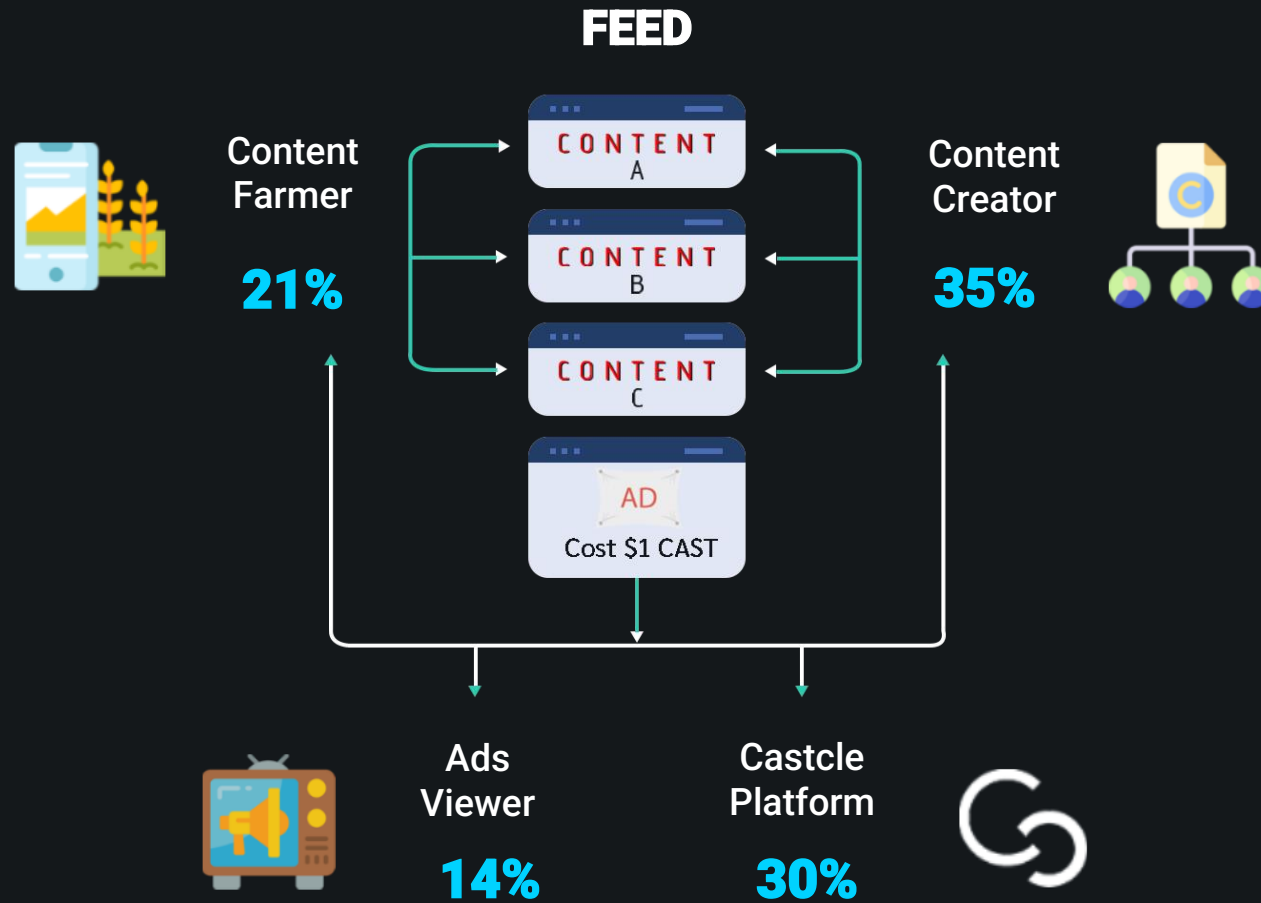


It's time to disrupt social media





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 Castle 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

Content Creator Solutions

Find new followers

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

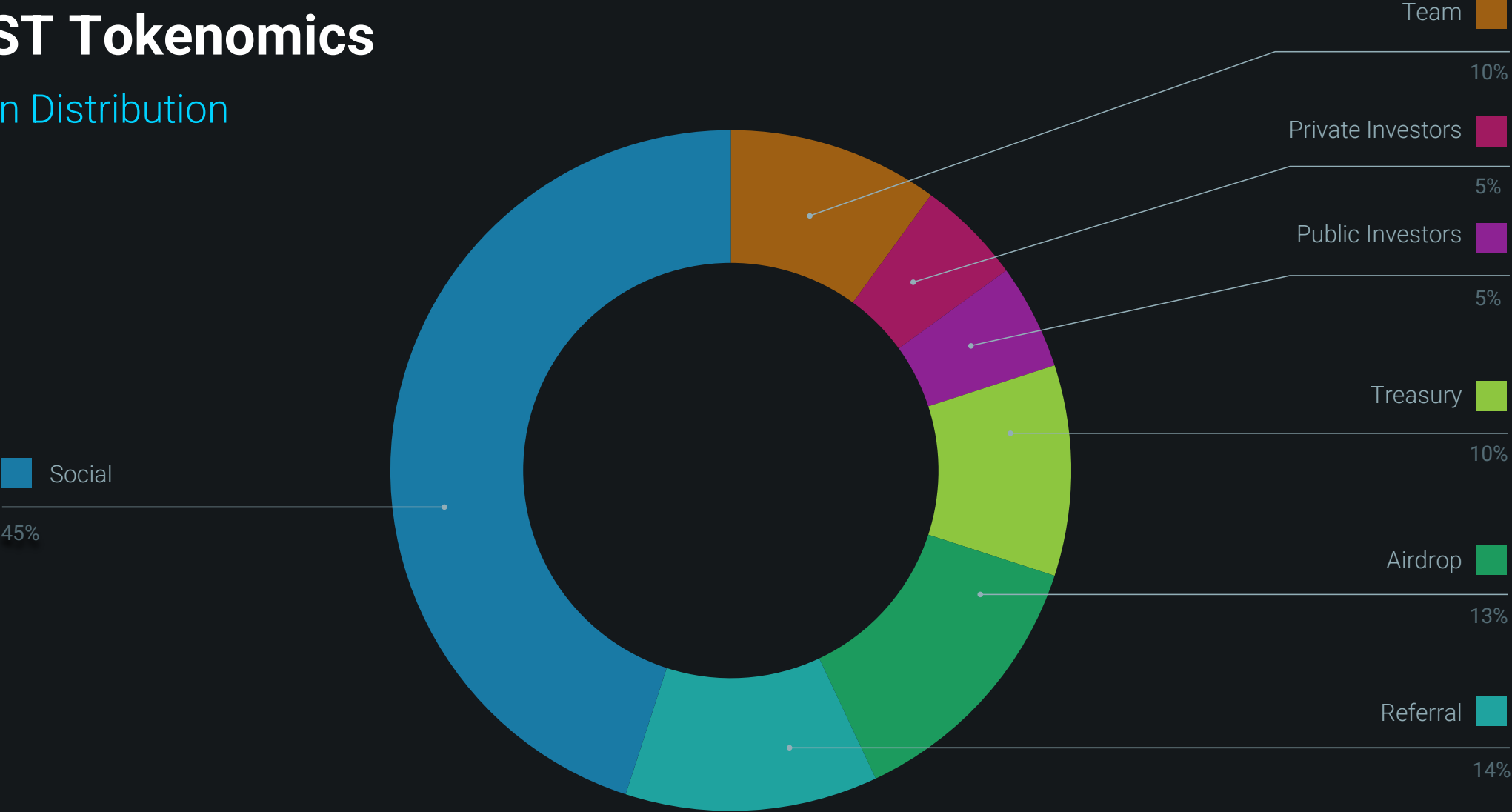


Monetize on contents

- Get rewards for total content reach
- More followers

CAST Tokenomics

Token Distribution



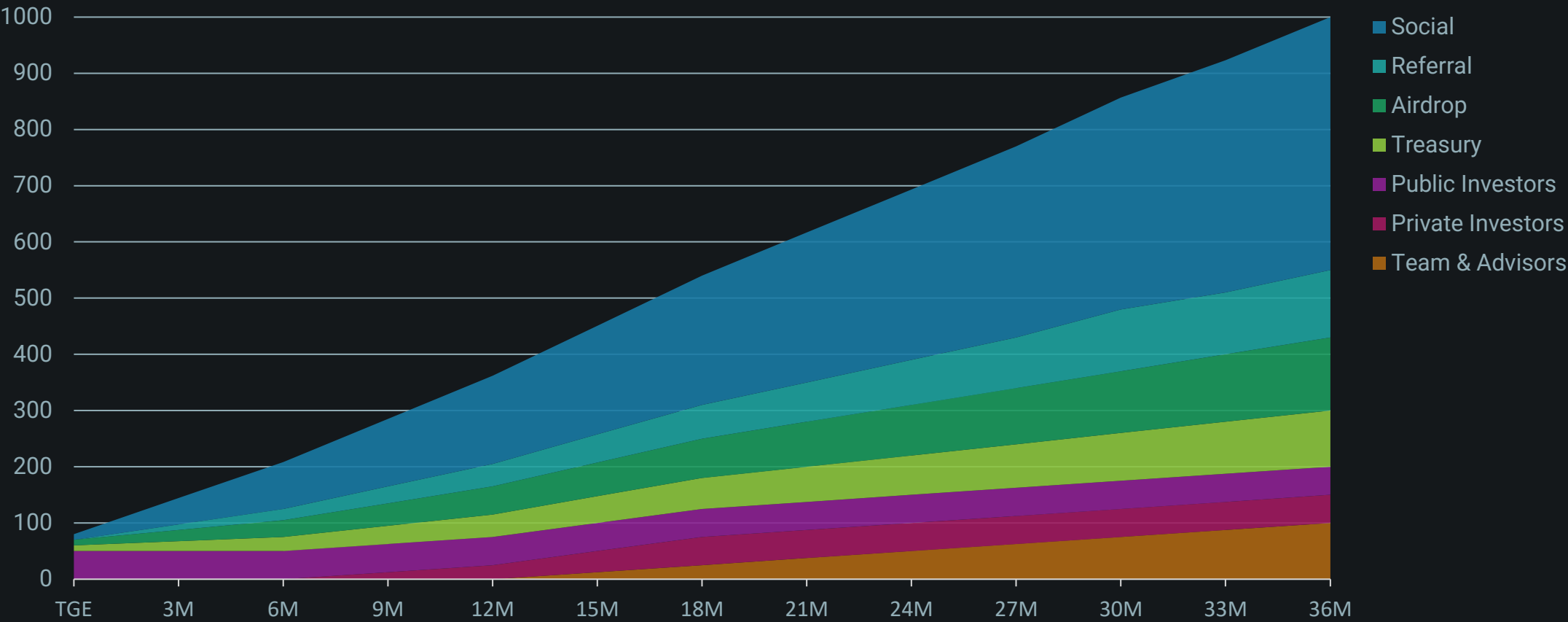
CAST Tokenomics

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

50%



Content Farming

Farmed content on other's feed

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

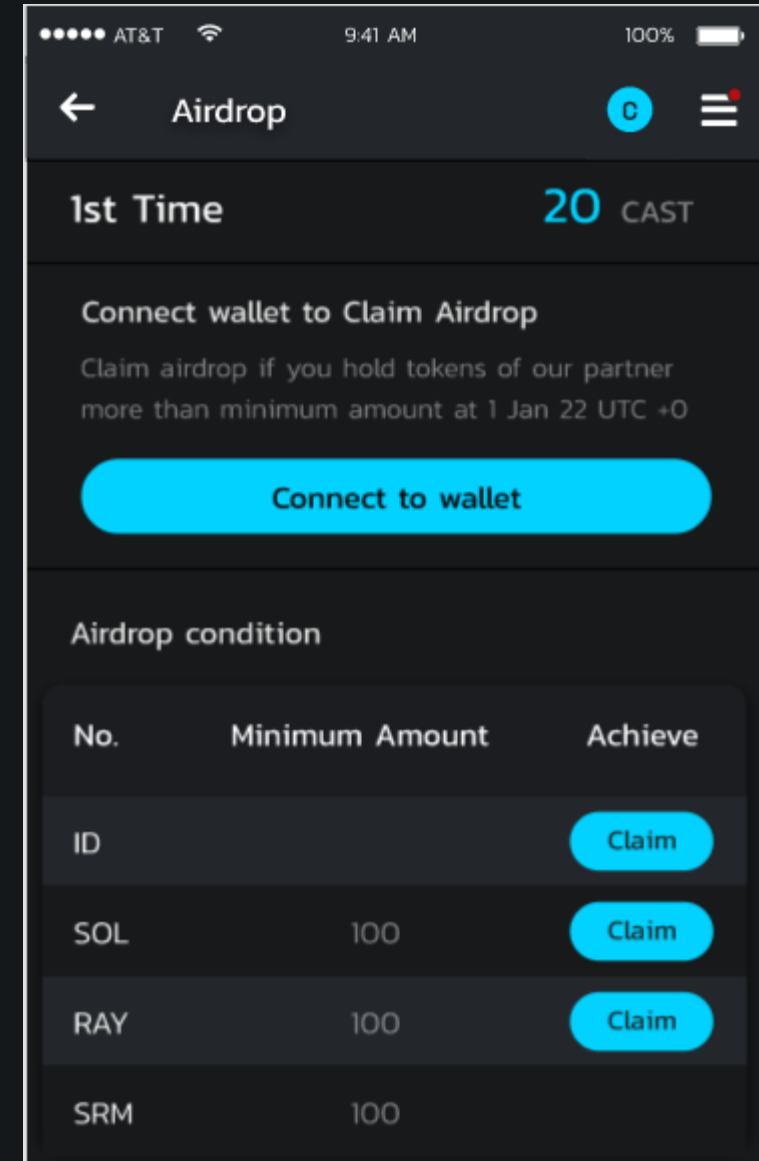


Tokenomics & Strategies

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

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
4.2 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

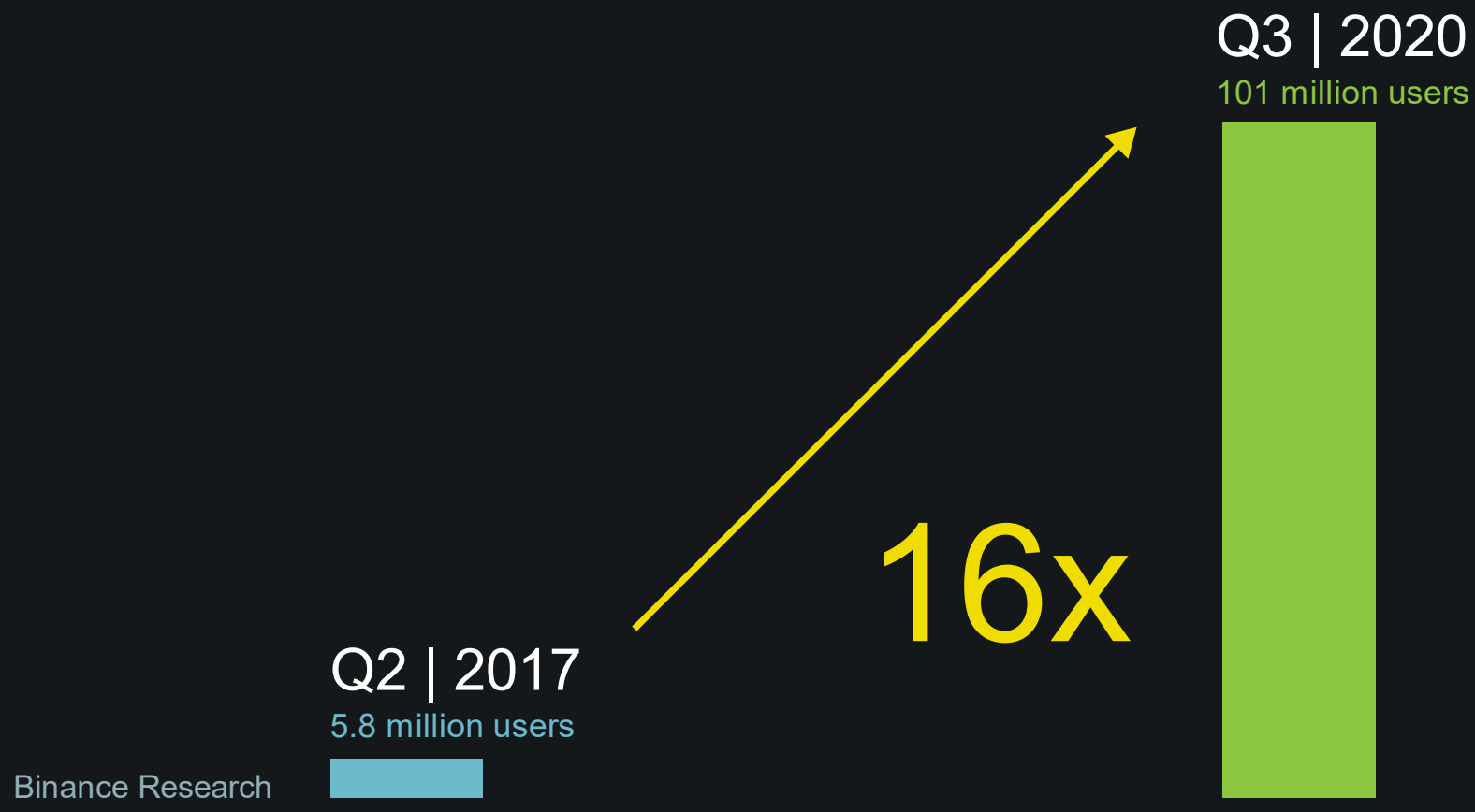
TikTok

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

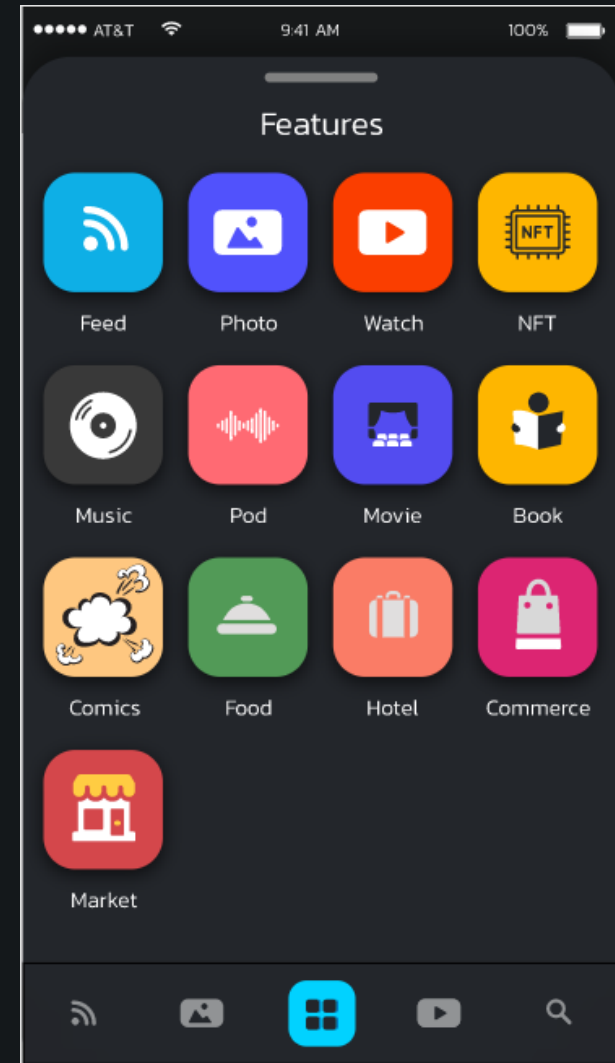


Castle: The Next Global Super App








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

From
Advertising currency
To
Global digital currency

Hasten mass adoption of blockchain



Unique Proposition Value of Decentralized Social Media

	 Castle	 Facebook	 Twitter	 Instagram	 Youtube	 Minds	 Steemit
Content Creator Ads Sharing	✓	*	*		✓	*	
Seeing 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>

Experienced Core Team (1/2)



**Julapong
Techapakornrat**

Core Team Leader – 16 yrs

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



Sompop Kulaplanont

Core Team Developer – 13 yrs

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Pongsakorn Panassitanon

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Kittipong Maopetkad

Core Team Developer – 3 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

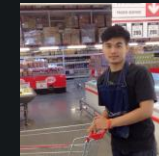
<https://www.linkedin.com/in/surasak-piriya-aroonrot-a29508b7/>



Prakan Sornbootnark

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)



Warayut Boonchai

Core Team Designer – 9 yrs

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Pachara Pairoch

Core Team Marketing – 3 yrs

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Atitawat Pol-in

Core Team Data Scientist – 3 yrs

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Sudarat Yongkiatkarn

Core Team Designer – 1 yrs

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Evan Vinet

Core Team Marketing – 3 yrs

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It's time to disrupt social media

