

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the left and right sides of the slide, framing the central text area.

Assetization of Trust: SBT-Powered Revenue for Scale

1. Core Value & Competitive Edge (The Differentiator)

- ▶ Our model replaces high-fee middlemen by selling verified trust (SBT) and risk reduction (AI), making us the lowest-cost, highest-assurance platform.
- ▶ Competitive Edge
- ▶ Value Delivered
- ▶ Result (Why users switch)
- ▶ Lowest Fees
- ▶ Competitive Transaction Fees (3%-5%) vs. Industry Average (15%-20%).
- ▶ Mass Migration Driver (Attracts high-volume users). Immutable Trust
- ▶ SoulBound Token (SBT) for permanent reputation; NFT for verifiable proof of work.
- ▶ Reduced Risk (Eliminates financial and reputational disputes).
- ▶ AI Risk Mitigation
- ▶ Automated fraud detection and contract optimization (Phase 4)
- ▶ Time & Cost Savings (Prevents financial loss and legal overhead).

2. Adoption Strategy (Practical Roadmap)

We target B2B and high-value niches first, where the need for verified trust is critical.

Segment

Rationale

Acquisition Tactics

High-Value B2B/Agencies

Need bulk verified talent and automated contract assurance.

Client-Side AI Demo (Free trial of the AI Contract Auditor).

Top Tier Freelancers

Motivated by lower fees and gaining a portable career asset (SBT). The SBT Bounty (0% fees for 3 months to 1,000 top-rated users).

3. Revenue Streams (Tiered Profitability)

Our revenue is strategically tiered, moving from high-volume fees to high-margin intelligence.

A. Core Revenue: Transaction Fees (Volume Driver)

Source: Small fee on successful payment completions.

Structure: Freelancer Fee: 3%-5%. Client Fee: 0%-1% (Minimal processing cost coverage).

Sustainability: Profitability achieved through high transaction volume (50,000 transactions/month target).

B. High-Margin Revenue: AI Intelligence Subscriptions (Margin Driver)

Model: Tiered Monthly Subscription (High Gross Margin).

Services: Pro Subscription: Unlimited deep-scan Fraud Forensics, Predictive Trend Analysis (Essential for B2B).

SBT Portfolio Management: Premium tools for freelancers to integrate their verified SBT portfolio across external sites.

C. Governance & Asset Fees

Dispute Fee: Small, refundable security deposit for initiating a dispute (Risk Mitigation Revenue).

NFT Minting Fee (Future): A minimal fee to cover Aptos network costs and provide a platform margin on the Invoice NFT.

4. Scalability & Competitive Defense

Advantage

Why It Works

SBT Lock-in

Freelancers are structurally locked in; abandoning the platform means losing their irreplaceable career reputation asset.

Scalability (Aptos)

Building on Aptos ensures high transaction throughput at low cost, making the 3-5% fee profitable globally.

AI Differentiator

We provide a security guarantee that competitors cannot match without massive operational overhead.

Executive Summary Pitch

"Our model focuses on Value over Commission. We achieve profitability by driving massive transaction volume through our low 3-5% fee, and securing high-margin recurring revenue through essential AI-powered security and audit subscriptions."