

CryptoMapp

Potential Revenue Share
Calculations

Introduction

CryptoMapp is a mobile-first, permissionless mapping, and payment aggregator aiming to bridge traditional commerce with the digital assets space.

The objective is to expand into key metropolises in **Mexico, Argentina, Colombia, and Peru**, fostering a thriving crypto-commerce ecosystem.



Target Demographics

Focusing on **individuals aged 15-40 years in urban areas** aligns with the demographic most likely to adopt crypto-based transactions.

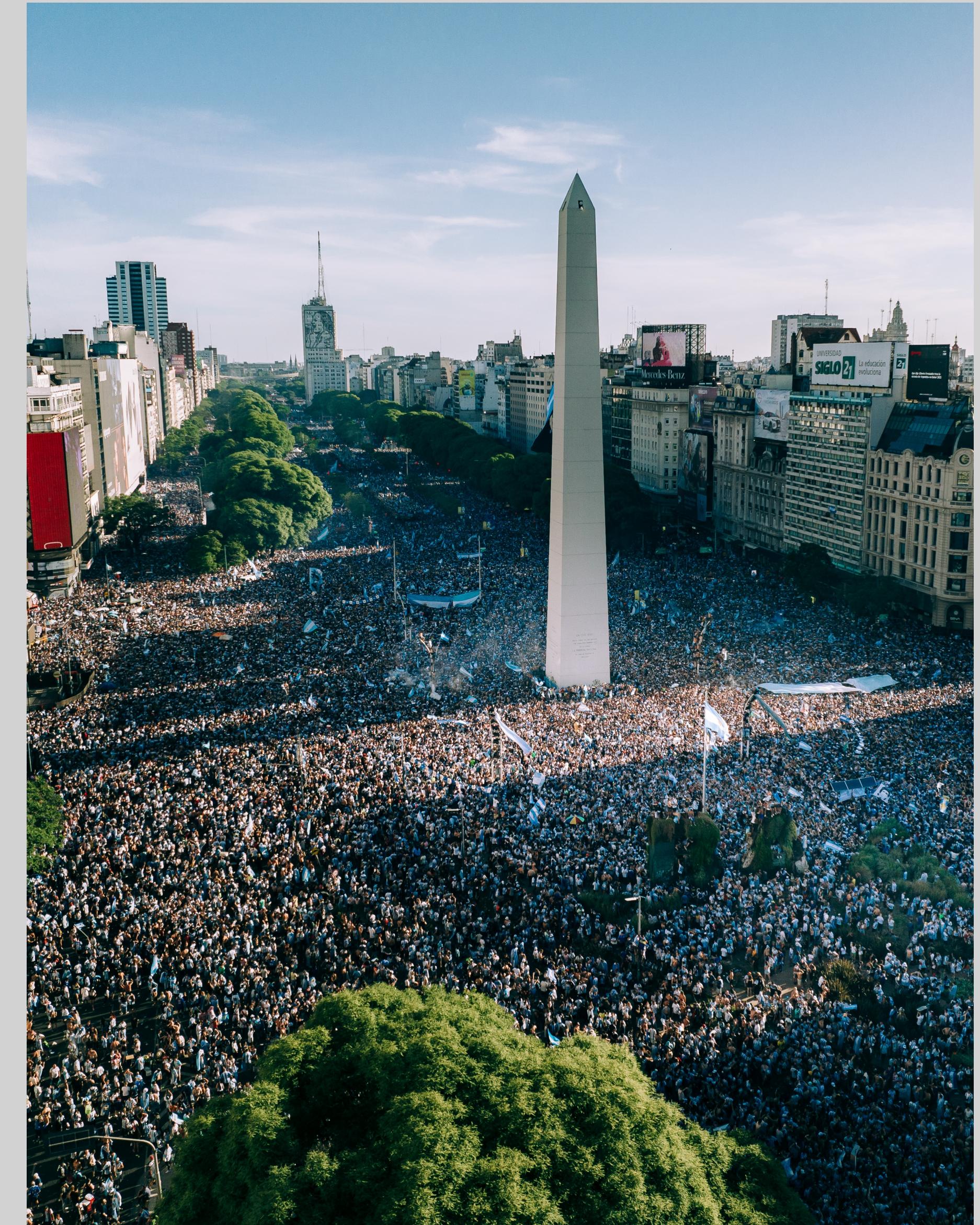
The targeted cities are chosen based on their population size and potential to foster a crypto-friendly ecosystem.

Mexico: Mexico City, Monterrey, Guadalajara, Puebla-Tlaxcala, Tijuana, Querétaro, Cancun.

Colombia: Bogotá, Medellin, Cali, Barranquilla

Argentina: Buenos Aires, Cordoba, Rosario

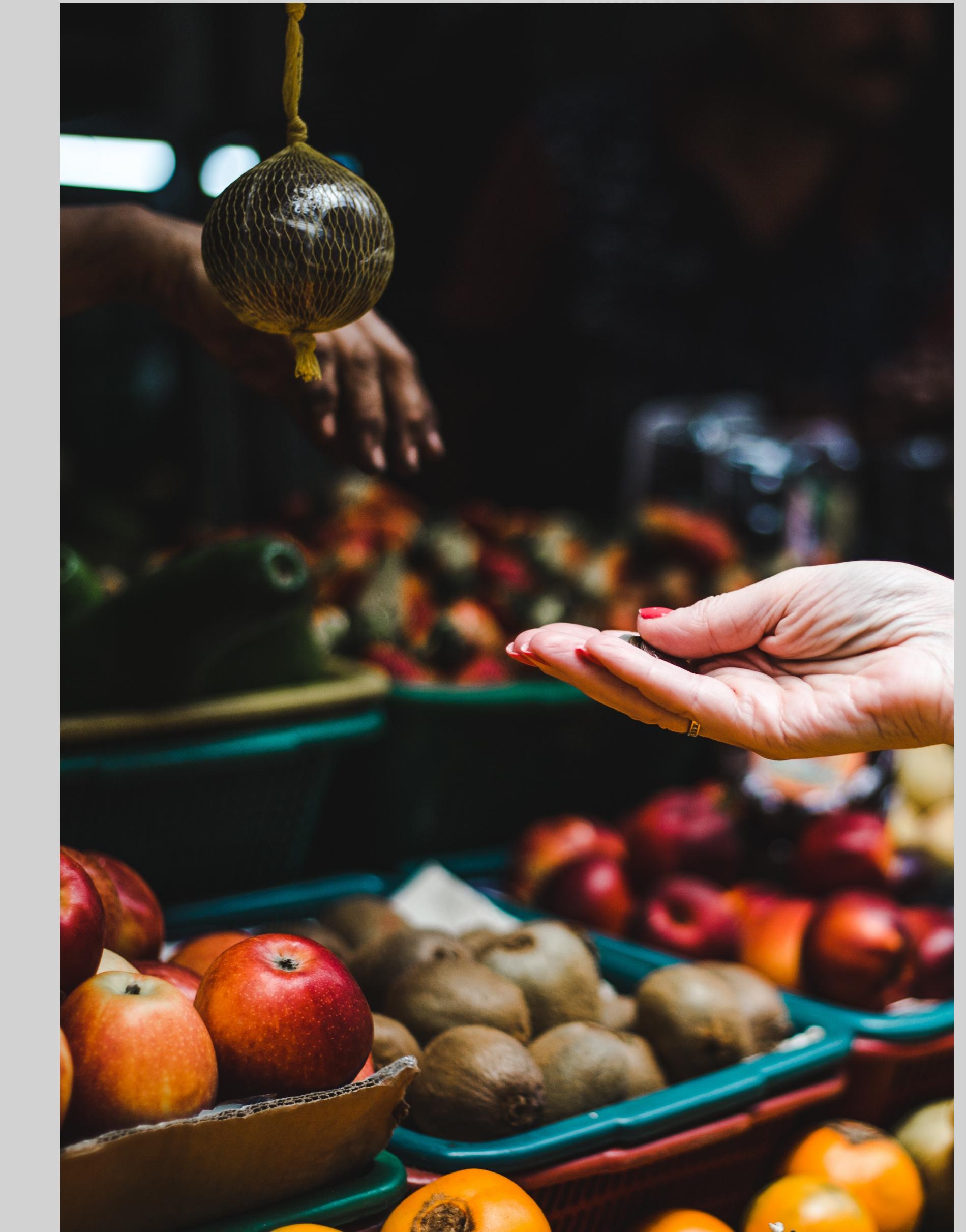
Peru: Lima



Key Assumptions

- Average Transaction Value: **USD 12.**
- Target Demographic: **45% of the total population** in selected cities.
- Transaction Adoption Rate Goal: Reach a daily **transaction rate of 5% of the target demographic within 5 years.**
- Ambassador/Super Fan Strategy: Cultivate app and protocol usage through local ambassadors and super fans in each city.

Transaction value based on: <https://www.sciencedirect.com/science/article/pii/S2666143822000308>



Population and Demographic Breakdown

Selected Metropolises



Total

40.1m

Mexico City, Monterrey,
Guadalajara, Puebla-
Tlaxcala, Tijuana,
Querétaro, Cancun

Target

18m



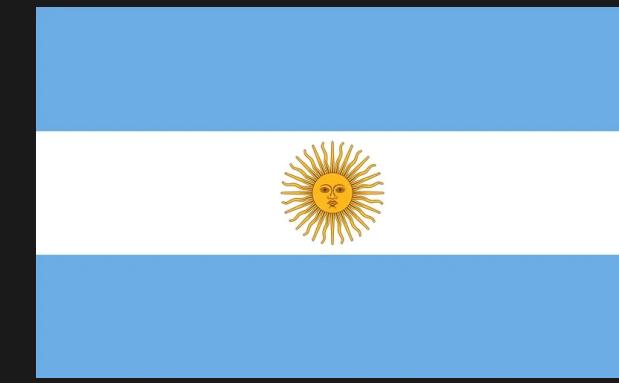
Total

18m

Bogotá, Medellin, Cali,
Barranquilla

Target

8.1m



Total

17.5m

Buenos Aires, Cordoba,
Rosario

Target

7.9m



Total

9m

Lima

Target

4m

Potential Target Group: 38m

Revenue Share Projections

The chart displayed on this page illustrates the revenue share projections for CryptoMapp over a span of five years, derived from a small fraction (**0.024%**) of the total transaction volume.

This revenue share is a result of the 0.3% transaction fee levied on each transaction, of which 80% is redistributed, contributing to the revenue share.

Transaction Assumptions:

The assumptions underpinning these projections are based on a scenario where a certain percentage of our target demographic engages in an average of 1 transaction per day, each valued at \$12.

