

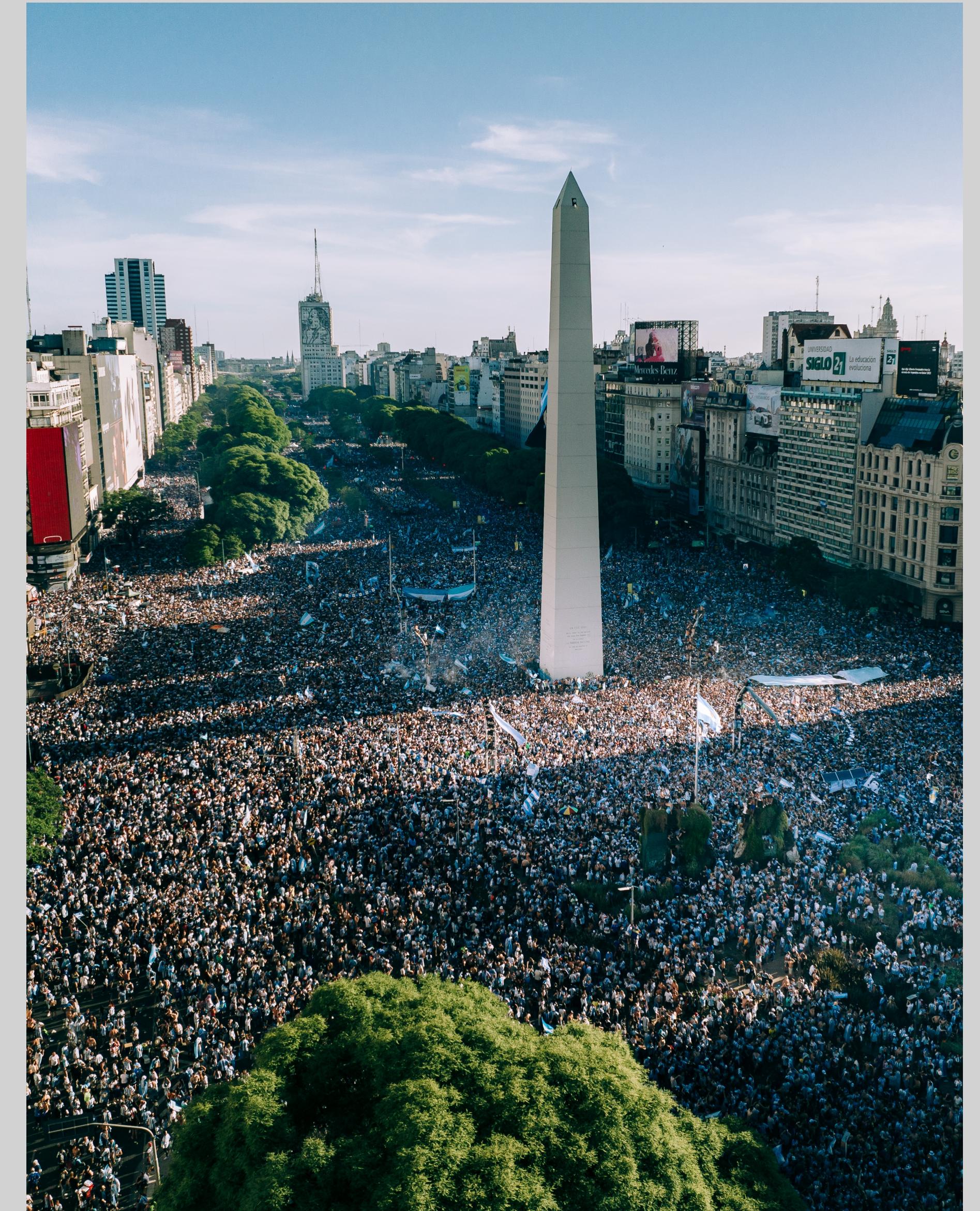
# CryptoMapp

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.

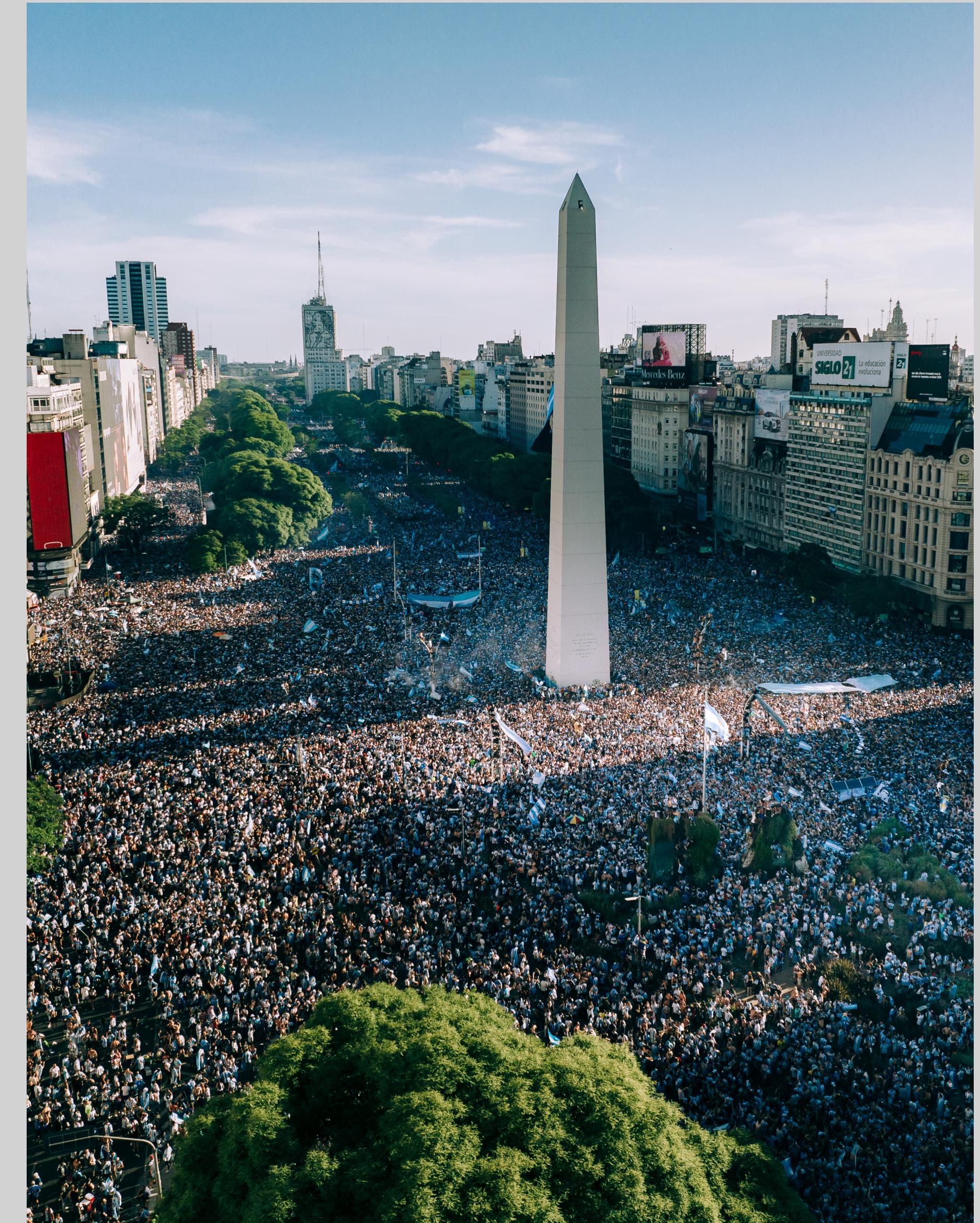
The targeted cities are chosen based on their population size and potential to foster a crypto-friendly ecosystem.

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

**Colombia:** Bogotá, Medellin, Cali, Barranquilla

**Argentina:** Buenos Aires, Cordoba, Rosario

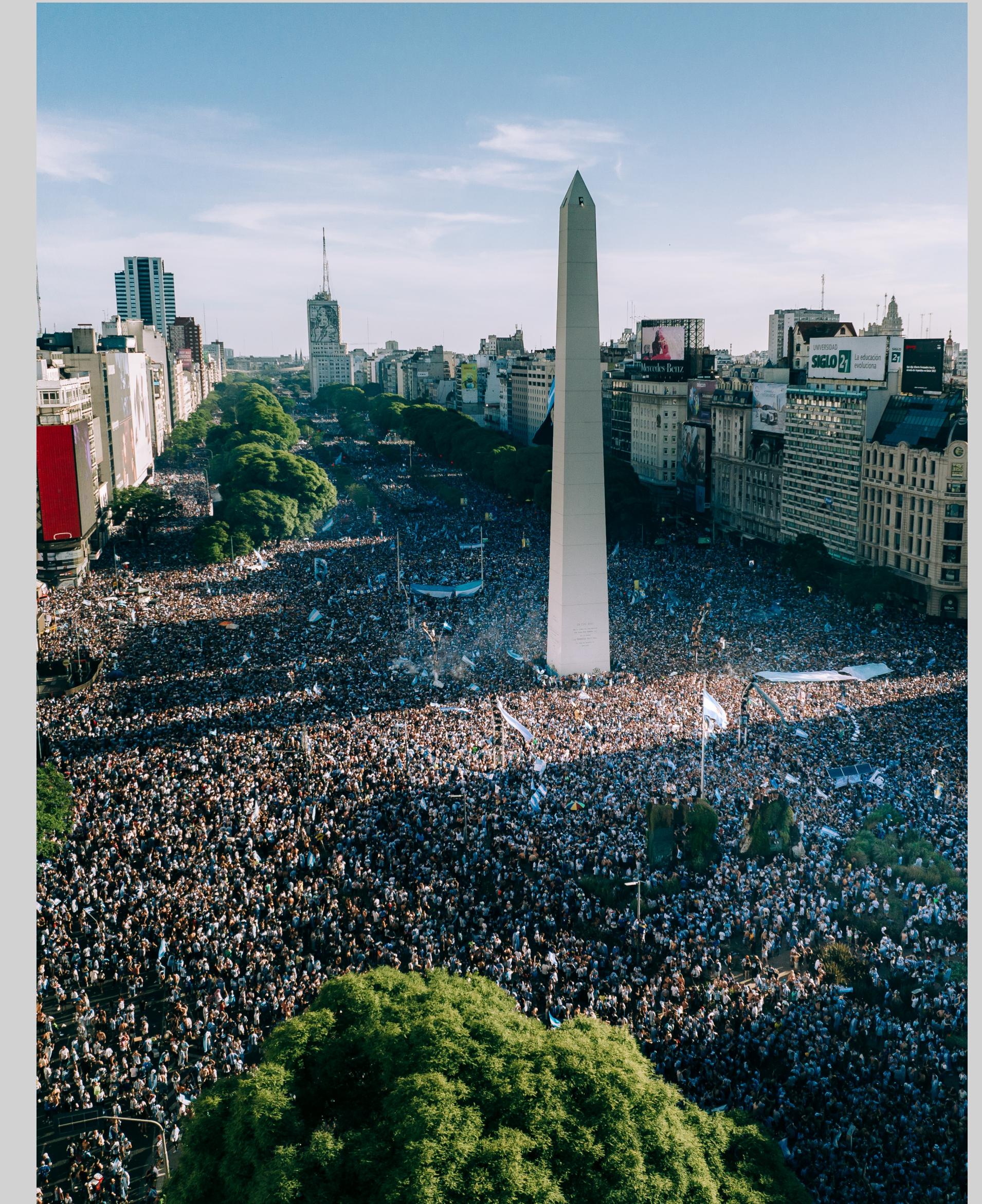
**Peru:** Lima



# 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**



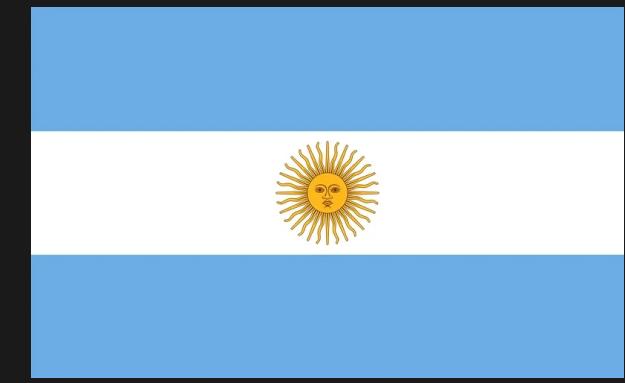
Total

**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.

