

# The Fashion **Discovery Platform**

Discover Styles. Earn Crypto

### **Our Objective**

Reward users who curate, discover and shop fashion on the curate platform

#### The Solution

The first social discovery fashion aggregator that connects retailers & shoppers

#### **Retail Meets Blockchain**

Curate uses blockchain technology to ensure retailers are verified, user reviews are genuine & merchandise sold is authentic

We've partnered with a number of leading brands who have shown interest in onboarding as retail applicants allowing our 100k users to curate, discover & shop fashion



amazon

# ZARA GUCCI

# **HOW IT WORKS**



Retailer uploads content



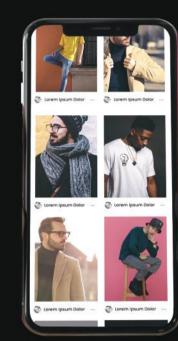
Community engages and upvotes content



Content gains popularity and is made "DISCOVERABLE"



**Curators &** shoppers rewarded



### **REVENUE MODELS**

#### **Pro Membership**

\$149/year offering content users (retailers, brands, influencers) pro features i.e highlighted listings, verified badge status if KYC approved, DMs open, rewarding users in custom tokens plus more

### **Browser Extension**

Curate+, our native browser extension, allows users to earn BTC and other cryptocurrencies as cashback when they shop online via a commission model and will extend to all niches i.e goods and services, retail, advertising & food

### **Native Advertising**

CurateAds, our in-built native advertising area offered to advertisers and agencies, allowing custom targeting of ads to our 100k opt-in users yielding a higher ROI/RPM than traditional competitors i.e. AdWords

#### **More Niches**

Curate will extend to more niches allowing retailers outside of fashion retail to offer their services for sale as part of our discovery/rewards experience

#### **CUR8 TOKEN**

Increased demand & spending usage on the platform with our participating retailers and extension to other niches outside of fashion retail via Curate+

### Staking Programm

Curate will rewards accounts with CUR8 tokens via a staking model for holding certain tokens and remaining active on the platform in which a % will be allocated back to the Curate rewards pool

# RETAIL MEETS BLOCKCHAIN

# **Benefits Include:**

- 1. Raised brand awareness
- 2. Increased traffic to merchant sites and goal conversions
- 3. Clothing ranges and seasonal wears listed on the largest open/transparent platform leveraging blockchain technology.
- 4. Access to 100,000 users upon launch for curated feedback on their fashion range.
- 5. On-site analytics and tracking pixel leading to increased sales through optimization.
- verified via KYC to ensure authenticity 7. Zero commission will be taken from Curate for all successful

6. Prevent fraud transactions and chargebacks as users will be

leads giving retailers bigger profits and customers better prices 8. QR barcodes supplied to all partnered clothing brands to

verify authenticity throughout the supply chain preventing

9. Curate Pro membership for our retailers, charging \$149/year giving retailers more features such as featured listings, verified badge, ability to offer CUR8 tokens to users

### **CUR8 TOKEN**

## **Token distribution**

- IEO Phase 1
- IEO Phase 2 IEO Phase 3
- Team
- **Partnerships Bounties**

Community events

## **Funds allocation**

- Development
- Marketing
- Legal
- General & Admin

Banking & Reserve

## ROADMAP

 White paper first draft created

fake merchandise.

- Business plan first draft complete
- Concept reaches market validation with test groups carried out of over 100 participants
- PRE-IEO seed round complete
- members active

• 10,000+ Telegram

- Approved for 1st IEO and listing on P2PB2B.io
- IEO phase 1 starts on P2PB2B.io
- Development officially starts on Curate platform
- 100,000 registered users and followers cross all channels
- IEO phase 2 starts on ShortEx.net
- 50+ retailers partner with Curate
- Private-alpha launch of Curate platform open to telegram members
- CUR8 token approved to list on ShortEx.net & TraderOne.Exchange with market maker in place to ensure liquidity and price stabilization
- IEO phase 3 starts on KuCoin.com
- · Public-beta version launched available alobally
- Curate surpases 250,000 active users across the platform and app
- partnered with Curate

250+ retailers

# **DEVELOPERS**



James Hakim Founder/CEO/Developer



**Bret Faller** CTO/Blockchain Engineer



**Alexey Ivanov** Head of Design/UX



Full Stack Developer