



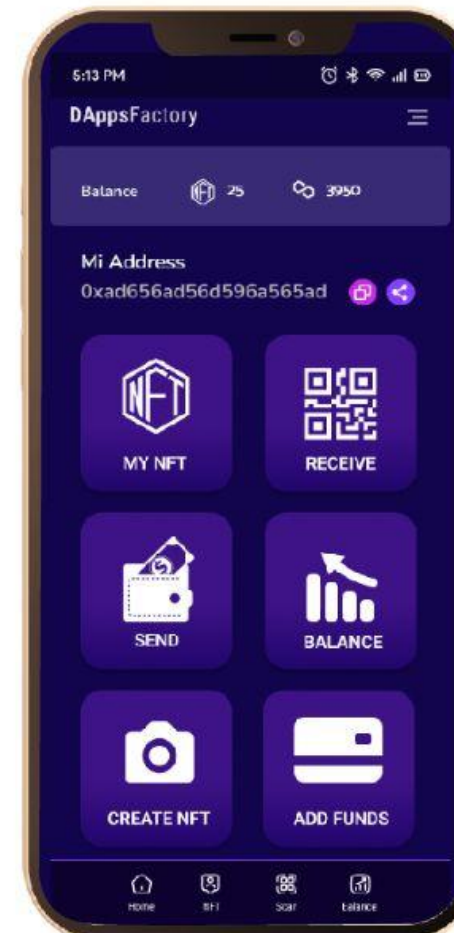
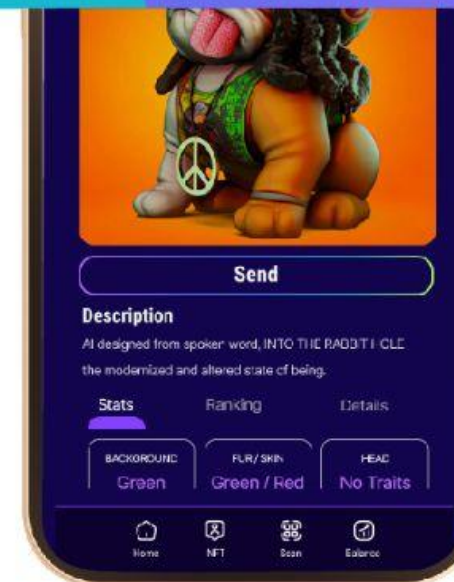
DAppsFactory

by innovAction

PIECE OF CAKE
WALLET



<https://www.pieceofcakewallet.com/>



PIECE OF CAKE - WALLET: THE BRIDGE THAT FILLS THE VOID WITH ZERO FRICTION



→ Bridge Between The **Nft World** And The Real World With **Zero Friction**



→ Bridge Between The Art World And The Real World



→ Bridge Between Brands Promoting With **Nfts** And The Real World

→ **Metaverse** And Real World

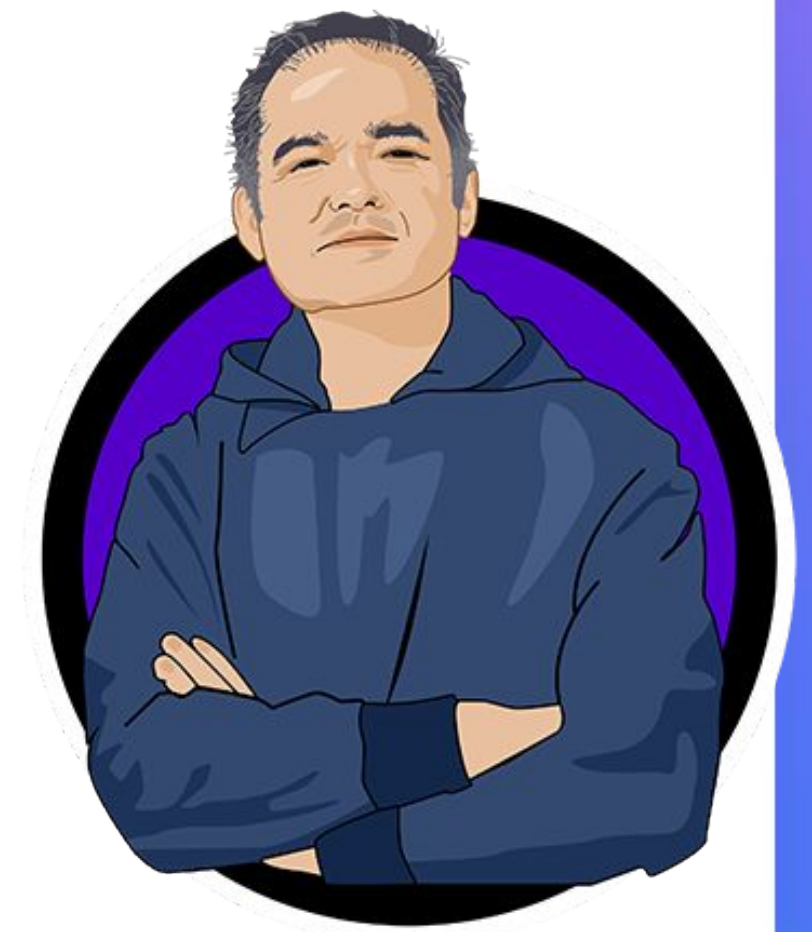


→ **Web2 Web3** Bridge



THE BRIDGE THAT FILLS THE VOID WITH ZERO FRICTION

- Father of a family 40 years married, 2 children and a granddaughter.
- 1985 Electronic Engineer UBA with two MBA
- 1992 Head of Design at Siemens of the first ASIC developed in Argentina.
- 2001 I left 20 years of corporate life (Siemens, Telefónica, Movicom, Avaya).
- 2001 I founded my first Startup InnovAction Group (21 years operational and counting).
- 2016 Created my second Startup Action Fintech (6 years and counting).
- 2021 With 62 years old I created my third Startup DApps Factory .
- Record obtained: keeping an SME running in Argentina for more than 7 years (21 years and counting).



Horacio Lampe
CEO

I SAW A HUGE POTENTIAL FOR GROWTH DRIVEN BY:

- Very low adoption (less than 6%)
- High technological potential
- High FOMO
- Growth of Crypto markets
- Growth of NFTs

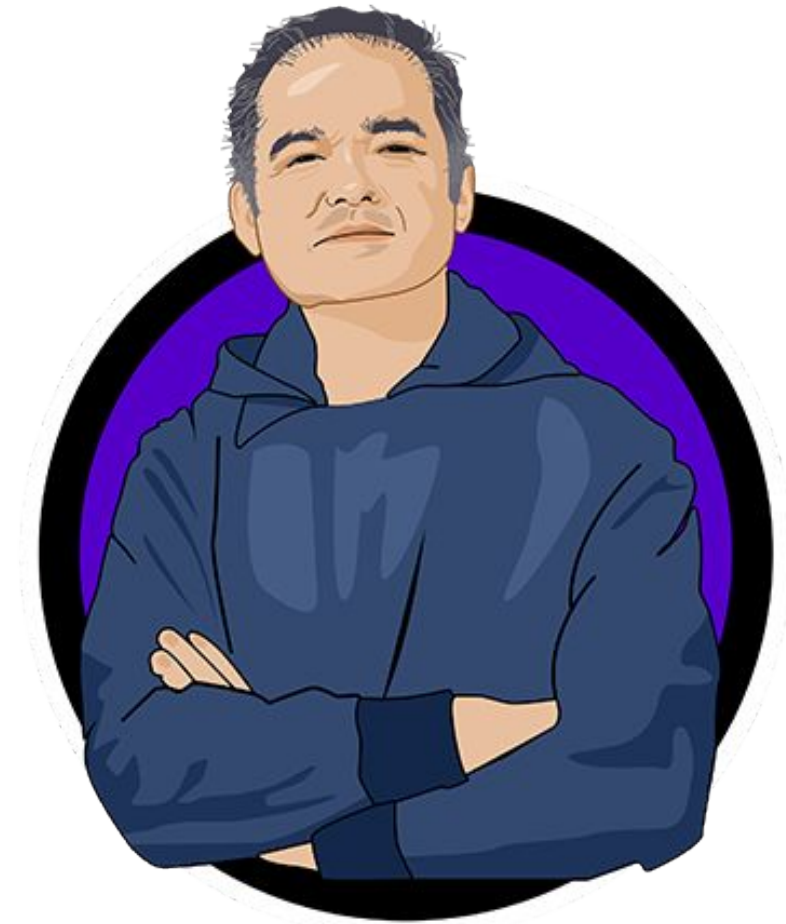


GENESIS OF PIECE OF CAKE WALLET

2020 During the pandemic I got into the Blockchain ecosystem a lot.
I studied a lot of Blockchain, IDOs, ICOS, Prog. etc.

2021 Create DApps Factory

- I hired 14 developers
- I trained them with the best developers
- Started Blockchain developments



Horacio Lampe
CEO

**MY ILLUSION MADE ME
WANT TO SHARE
WITH EVERYONE THE USE OF
WEB3 TECHNOLOGY**





**MY FIRST MAJOR
FRUSTRATION FOR
WEB3 SHARING,
IT'S COMPLICATED
ADOPTION FOR THE
AVERAGE PERSON.**

HISTORY AND PAINS - THE GREAT FRUSTRATION OF NFTS MANAGEMENT

- Not being able to see **my collection of NFTs** in my Wallets
- Not being able to share **NFTS** with people who don't have wallets
- My wife and aunt do **not** understand and do **not have wallets**.
- Wallets tend to be **complex** and confusing (they are not friendly)
- Lots of friction from web 2
- I could not generate **NFTS** from my cell phone.
- I could not share information massively through NFTS
- I saw the limitation for common people to access the metaverse and wearables.
- I could not register unique places and moments in the Blockchain.
- Difficulty for Fiat on Ramp for **NFTS** purchase.



McDonald's lanza un NFT por el 40º aniversario del McRib

10 ene 2022 — McDonald's se tercera vez sobre el ... vez



McDonald's sorteará diez NFT en Twitter - CriptoNoticias

... solo es necesario hacer un ... en el qu...



McDonald's lanza colección de NFT por su aniversario en China

10 oct 2021 — McDonald's sortea una serie de NFT, inspirados en un cubo Rubik y una nueva sede de la cadena de comida. Composición por ...



Nike Lanza Sus Primeros Zapatos NFT Que Evolucionan en el Metaverso: Los CryptoKicks

Los primeros wearables metaversos de Nike ya están en marcha, complementados con NFTs de Ethereum Sign Vial que cambian de estilo.

Por: Esteban Delgado

13 Apr 2022
9 5 min lectura



Starbucks Lanza Programa de NFT en Polygon Para Recompensas a Usuarios

El gigante del café tiene previsto regular y vender sellos digitales que puedan desbloquear ventajas como productos exclusivos, eventos privados y viajes.

Por: Andrew Howard

17 Sep 2021
3 min lectura



MAJOR BRANDS, ARTISTS AND AIRLINES LAUNCH NFTS CAMPAIGNS



Web3
BLOCKCHAIN
NFTS

Real World



PIECE OF CAKE WALLET - BRIDGE BETWEEN THE WORLD NFT AND THE REAL WORLD WITH ZERO FRICTION



with just a
QR



**A BRIDGE BETWEEN A WEB2
WITH WEB3,
WITHOUT THE NEED FOR
PEOPLE TO REALIZE THAT
THEY ARE CROSSING IT.**



PREMISES FOR THE DEVELOPMENT OF A WALLET THAT:

- No need to remember new passwords
- Log in with Google, Facebook, Instagram, Metamask, etc.
- Self-custodial or not custodial
- It can be viralized simply by sending emails or NFTS
- Can be generated as a SaaS SERVICE
- Can be white label to serve large Corporate Brands
- Corporate
- It should be an APP that works on WEB and Cellular and without the need to download it from the Google Play Store or Apple Store.
- NFTS Market Place and secondary markets



- No need to **remember** new **passwords**
- Log in with Google, Facebook, Instagram, Metamask, etc.
- Self-custodial or not custodial
- It can be **viralized simply** by sending emails or **NFTS**
- Can be generated as a **SaaS SERVICE**
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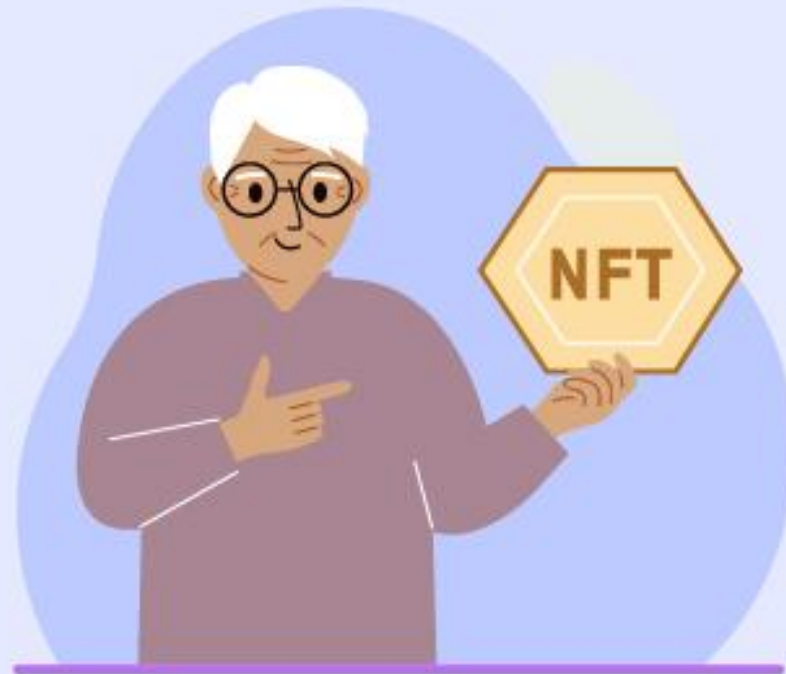
DEVELOPED

PIECE OF CAKE
WALLET



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THE WALLET SOLUTION FOR



BUSINESS MODEL:

GENERATE AN EASILY CUSTOMIZABLE WHITE-LABELED SAAS WALLET

- For big brands that need to **share NFTS**.
- For **brands** that need to **viralize** advertising based on value delivery.
- For multimedia companies that share content
- For metaverse companies (**NFT revenue enabler**)
- For **companies** that generate user experiences, such as events and event participation
- To easily generate entry to **real events** and **Metaverse**
- For **tourist experiences**, memories of moments and places and sharing them.
"I WAS HERE " (I was here)
- For proof of presence of Utility Companies services (Certifying Localition, Timestamping and Photography)
- Gift Lists, you can **buy NFTS**

Three main sources of Monetization:

1. Creation and personalization for **wallet branding**
2. **Revenue sharing** for each transfer operation
3. Transfer, mining, sale
4. Fee porcentual de la venta en el **Market Place**

MONETIZATION

OUR TEAM

It is made up of a group of professionals with experience in IT business areas.



HORACIO LAMPE
CEO



NATALIA MATEU
Graphic Designer



JUAN MANUEL PACHECO
Project Manager & Marketing



TOMÁS MOURA
UX Specialist



MANUEL PAWLOW
Backend Programmer



DANIELA MASCHIO
HR Specialist & General Assistant



SEBASTIÁN MEDINA
React.js Ether.js Programmer



TOMÁS CEIT
React.js Ether.js Programmer



FACUNDO BOZZI
React.js Ether.js Programmer



TOMÁS CÓRSICO
Solidity & Backend Programmer



FRANCO BELLAZZI
Solidity & Backend Programmer



GABRIEL RE
Solidity & Backend Programmer



MATEO BALDASSARRE
Solidity & Backend Programmer



BRUNO NERPITI
Solidity & Backend Programmer



WE ARE HIRING...

THANK YOU !