



AdDrop

**An engage-2-earn web3 platform for
advertisement creators & consumers
(using a novel epNFT standard)**

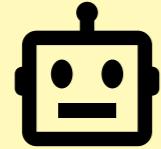
Problem

Ad tech is largely non-existent within web3



AD ENGAGEMENT IS LOW

Ad creators have a hard time engaging with ad consumers; only 1.2% global click-through-rate



NO TAILORED EXPERIENCE

Ad consumers have limited control of what ads they consume



ABUNDANCE OF SCAMS

Ad creators are unable to distribute ads as NFTs due to prevalent scams within web3

Solution

A mobile app for creators to airdrop NFTs as ads, and for consumers to view, earn & use ads



ENGAGE-2-EARN

Incentivise ad consumers using engage-2-earn reward mechanisms, e.g. survey completion



PLATFORM FOR CONSUMERS

A TikTok-like platform that allows consumers to specify & customise NFT ad drop preferences



TRUSTED CURATION

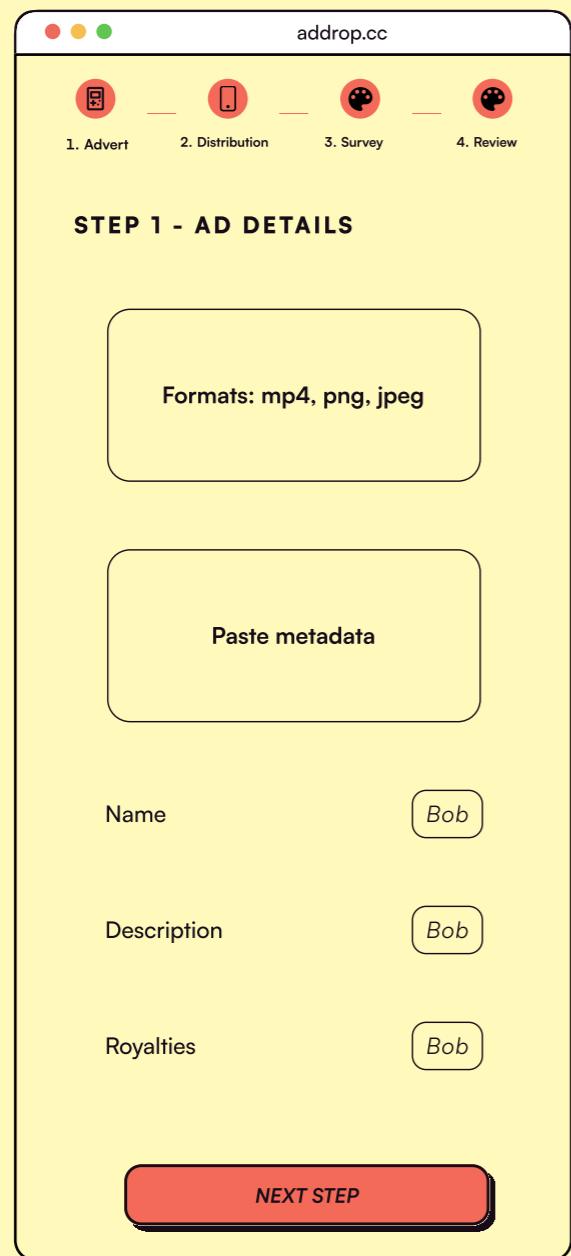
AdDrop's approval process prevents malicious actors and scams

Demo: Product Flow

Link to AdDrop video demo: XXX

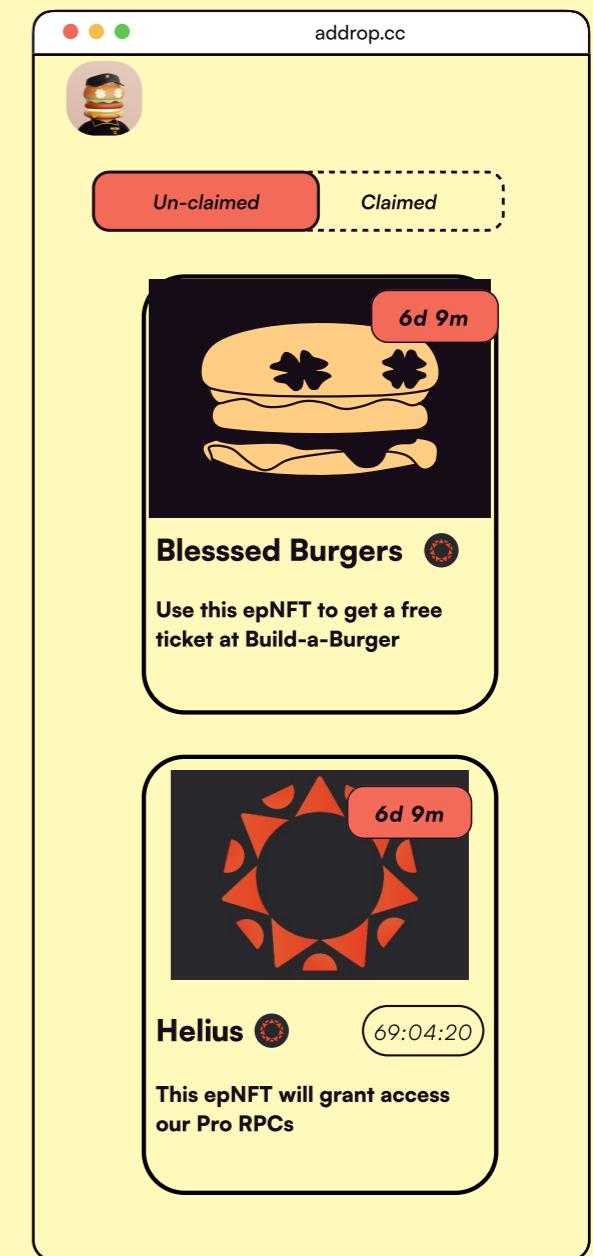
Ad Creator Flow

Create ad to get exposure and potential customers



Ad Consumer Flow

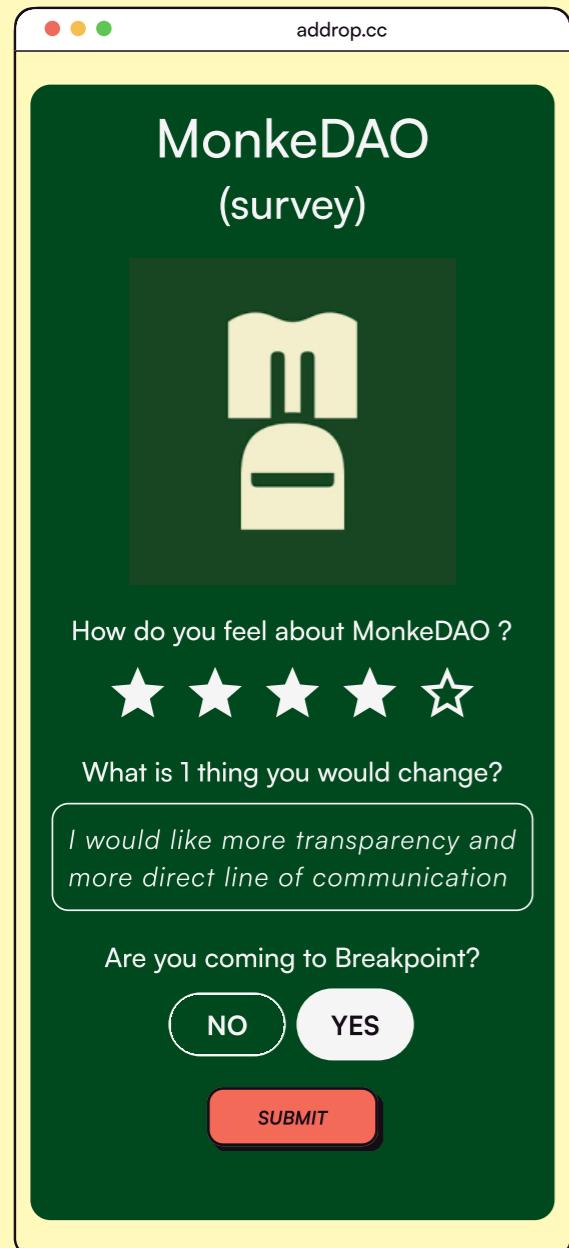
Earn rewards, claim discount & access service



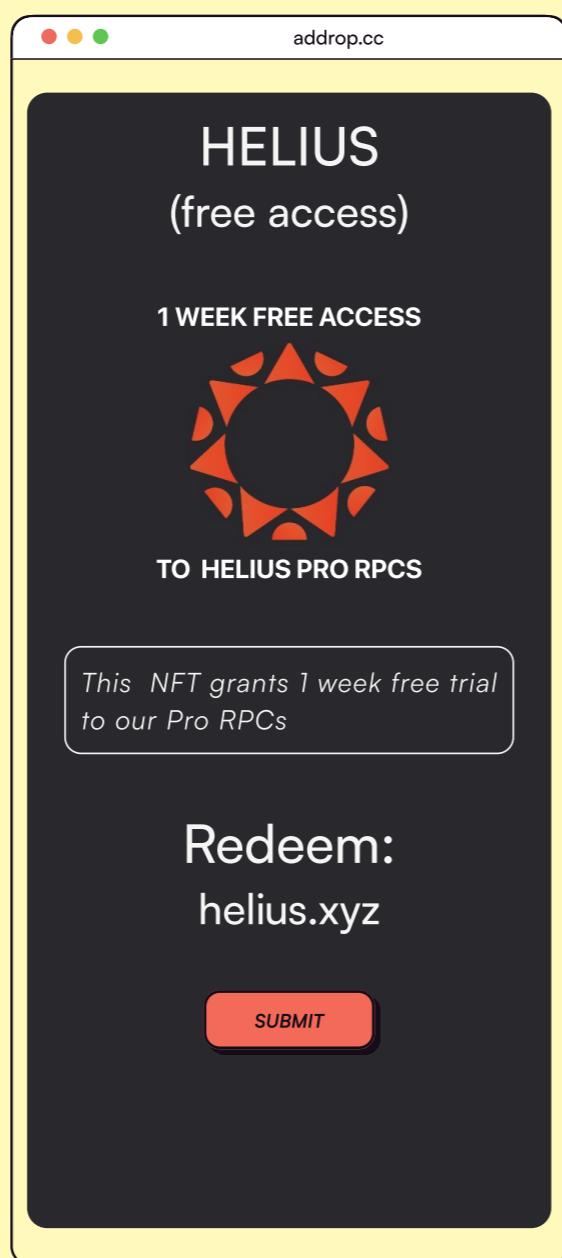
Demo: Ad types

4 different ways for **creators** to get attention
and for **consumers** to earn rewards

Survey for quick feedback



Access-tokens for limited free access



Technical Overview



EPPLEX

(ephemeral epNFTs)

An open-source Infrastructure Primitive & Public Good
using [Token2022](#) & [METAPLEX](#)

epNFTs value-adds

epNFTs self-destruct based on a creator-set **Destroy Timestamp**



Urgency

Limited-time in
engaging with ad



Utility

Limited-time discounts
or access to services



Permissionless

Sol. Program has
ultimate burn-authority



Referrals

Ownership transfers to
earn referral bonus

Market Opportunity

Online advertising market in XXXX

\$X

Online Advertising

Total Available Market

\$X

X agency

(Known) Serviceable Available
Market

\$X

AdDrop

Serviceable Obtainable Market
(15%)

Business Model

AdDrop generates revenue in 3 different ways from ad creators

One-time Fee for individual creators

- Base costs for ea. ad type
 - 0.1\$ per survey
 - 0.005\$ per 3 sec. ad
 - 0.02\$ per access-token
 - 0.02\$ per voucher
- +10% fee to AdDrop
- Limited consumer-reach

Subscriptions for power users

- Premium features
 - Analytics dashboard
 - Extra options
- Pricing discounts
- Unlimited user-reach

Enterprise for established brands

- API integration
- Customised plans & features
- Premium support

Go-To-Market

Here is our 3 target vectors



Engage-2-Earn

Novel method to earn
money in web3



Partnerships

Leverage communities
from partners



Influencers

Exposure through
social media

Competitive Advantages

3 primary reasons you should choose AdDrop

1

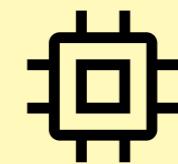
First-to-market

First entry into the web3
ad tech scene



Curation

Custom & curated
consumer experience



epNFT tech

Using constrained,
time-limited tech

Competitive Analysis

Compare features (put AdDrop first)

Compare with 2-4 other brands

- Survey Monkey
- TikTok
- Google Opinion Rewards

What are the main value-props for other companies?

Metrics

- Pre-existing audience
- consumer gamification
- Analytics dashboard
- Bot prevention
- User-rewards
- Access-tokens
- Blockchain-integration
- pre-established audience

Team



Burger Bob

[twitter](#) | [youtube](#)

Founder & Dev

Member SuperteamDE

MSc Comp Sci

Roadmap

AdDrop

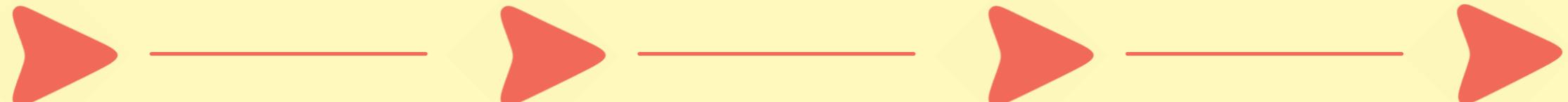


- epPlex MVP
- AdDrop MVP
- AdDrop Beta-launch

- Gamification
- Sybil resistance
- ZK data privacy

- Team Expansion
- Web2 onboarding

EPPLEX



- Integrate with METAPLEX for wider-adoption

- Integrate state-compression for cheaper minting fees

- Event-based/trigger-based ephemerality



An engage-2-earn web3 advertising solution

🌐 www.addrop.cc

🐦 [@addrop_cc](https://twitter.com/@addrop_cc)