



Your Voice, Our Chain, Their Accountability

The background is a light purple color with a repeating pattern of various icons related to technology, security, and user experience. These icons include padlocks, keys, lightbulbs, computer monitors, shields, and hands interacting with devices. The icons are rendered in a simple, line-art style.

61%

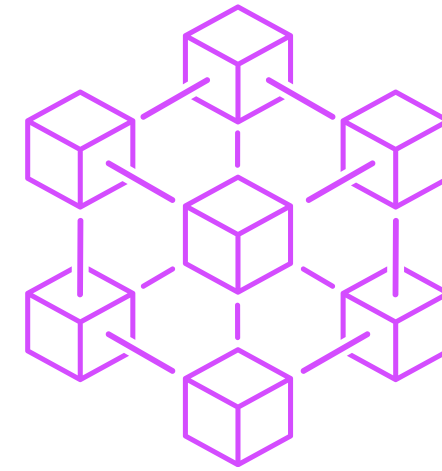
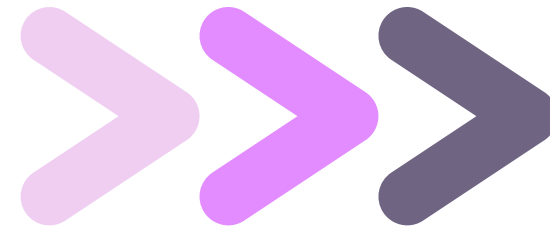
of consumers say they **experience unreliable apps/websites** at least **once a week**

Gone in a Glitch – Online Reliability Report 2023

Problem & Opportunity



Anybody can launch an online business with AI, but this also means **dealing with fragile code and fraud risks**



Blockchain allows us to create a **decentralized network** that brings **security, trust, and anti-fraud measures** to these businesses



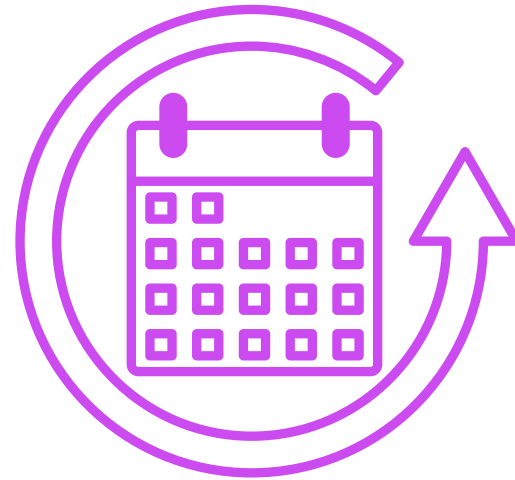
Your Voice, Our Chain, Their Accountability

Decentralized platform that connects **companies to the blockchain ecosystem**, enabling **business registration and community evaluation through customer feedback** that **regulates satisfaction** and **strengthens transparency and trust**.

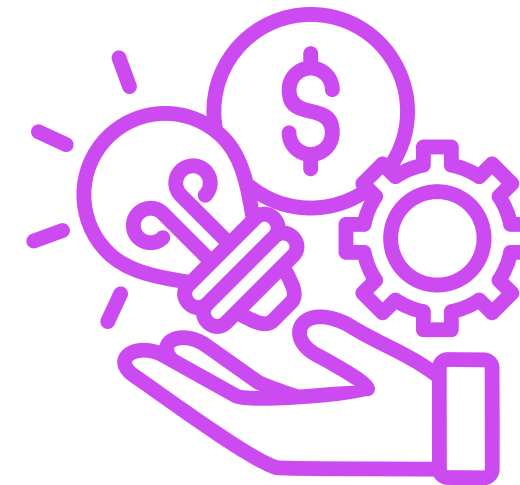
PRECISO DE ALGUMAS TELAS PARA EXPLICAR SOLUÇÃO

- Tela de empresas que estão na plataforma
- Tela do Tracking de Feedbacks
- Tela de pagamento usando Token
- Tela do Selo Vex

Solution Monetization



Monthly fee model for **access to community customer feedback tracking** and **Vex trust seal**



Holding-based model where **increased user adoption drives higher token value** and holder returns

Freemium

Free access for companies to **register their businesses on the platform and receive customer feedback from the community**, without detailed tracking and with only the final result available

5% conversion rate expected for users switching to the paid subscription model

(FREE)

BASIC

Register business
on platform

Receive customers
feedback

\$288

STANDARD

Register business
on platform

Receive customers
feedback with
tracking

\$380

ENTERPRISE

Register business
on platform

Receive customers
feedback with
tracking and CS data
insights

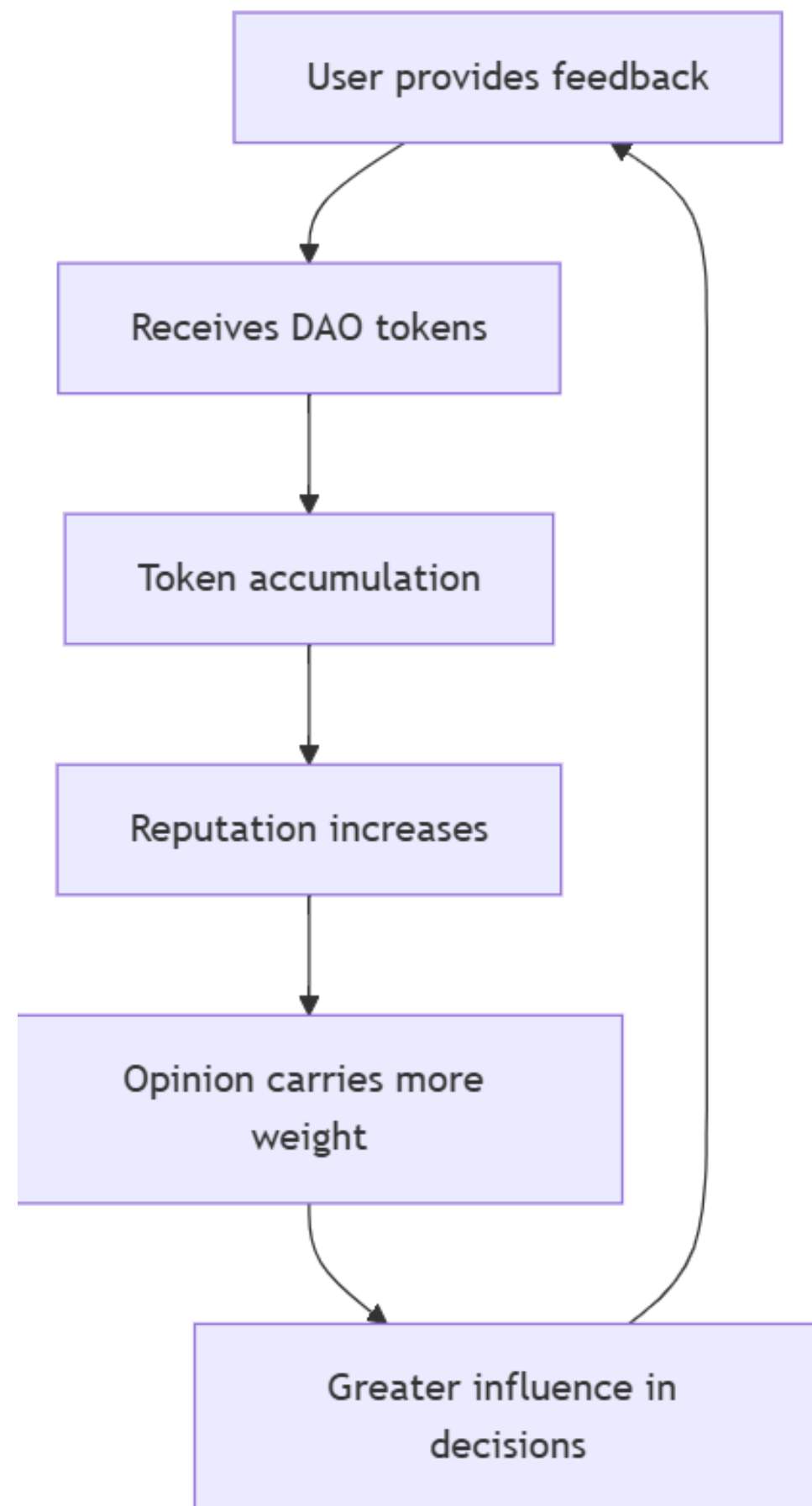
Provide dedicated
support



Holding

Holding-based model where **revenue is generated as token adoption increases**, driving **higher token value** and providing returns to holders, **while the platform benefits from network growth**. Also, our currency sees **increased usage as holders actively use it**.





In the User Rewards system, each time a user provides valid customer feedback, **they receive a certain amount of DAO tokens.** The more customer feedback users provide, the higher their **reputation will be**, which increases the influence of their opinion within the platform, making **Vex more reliable, transparent, and valued.**

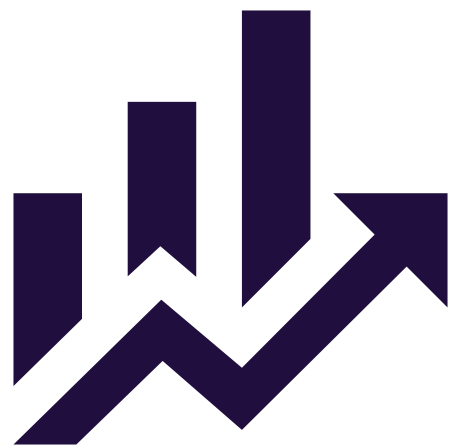
Costs

Market



US\$2.53 billion

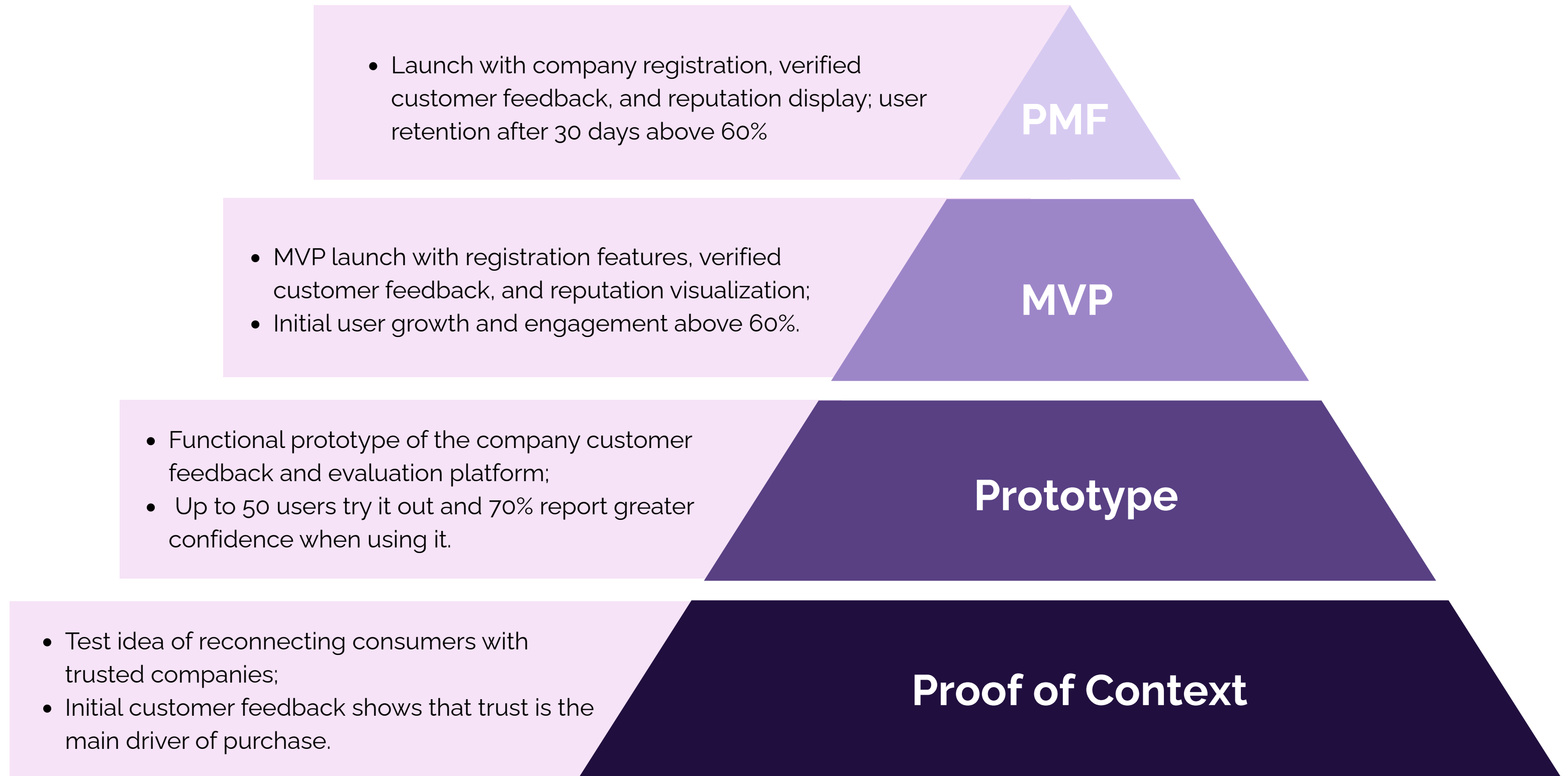
in market capitalization for Internet Computer,
with a current price of US\$4.71 (ICP/USD)



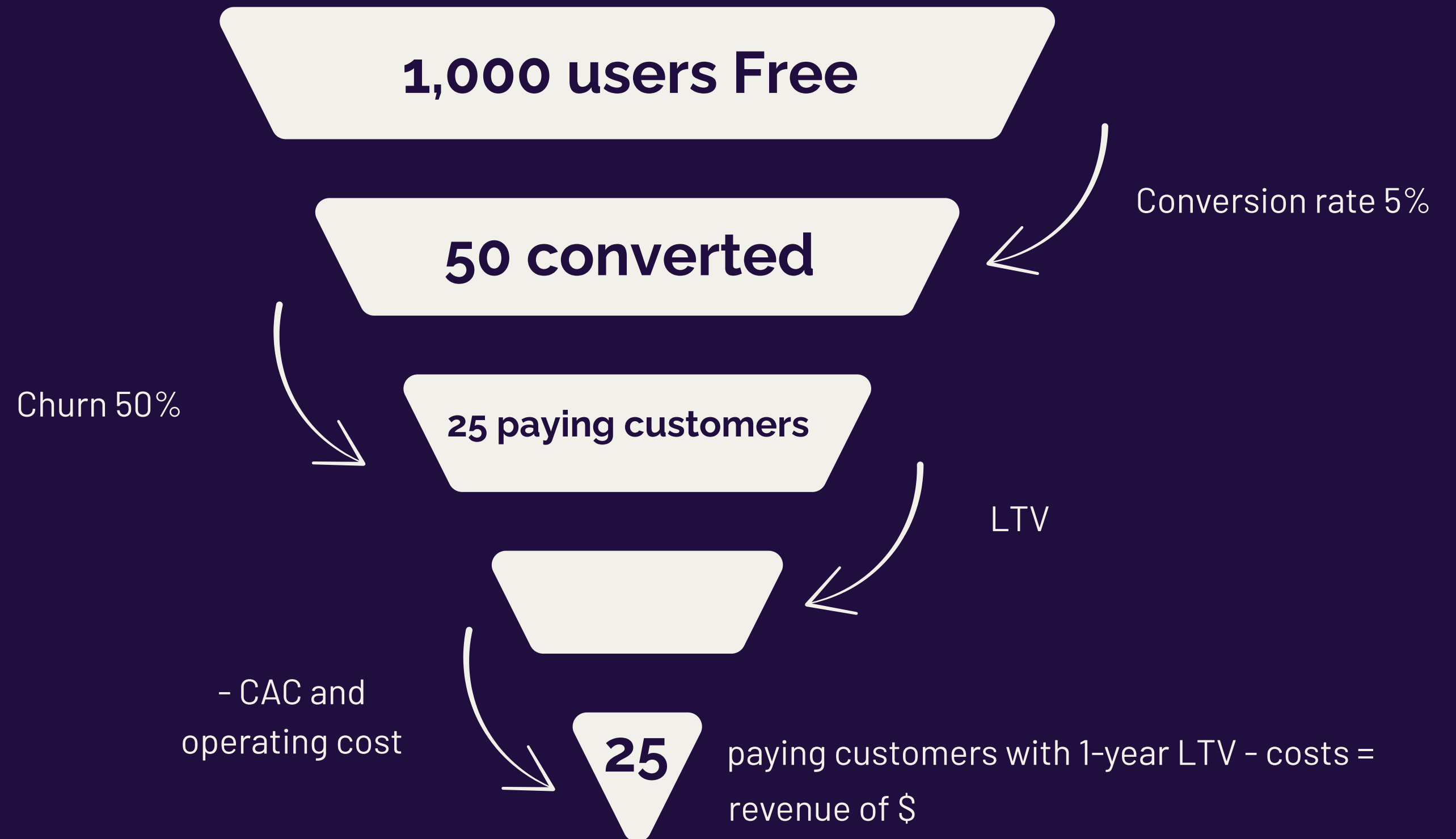
44% of consumers

stopped buying from a company due to lack of
trust — our solution tackles exactly that

Product-Market Fit



Projection



Ideal Customer Profile



Companies

Startups and digital SMEs that are growing and facing difficulties in structuring the collection, analysis, and monitoring of customer feedback to increase trust and retention in the market.

Feedback Holders

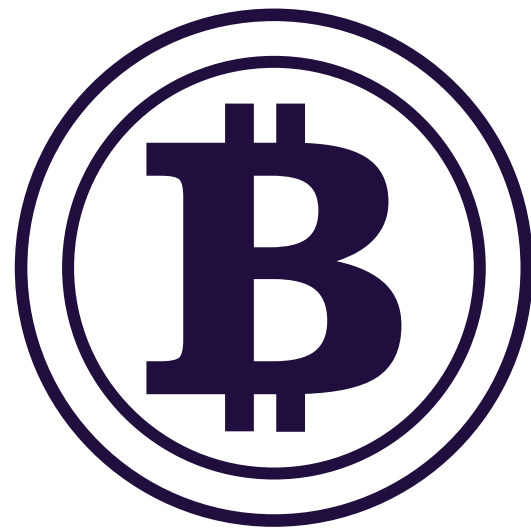
Digital professionals and consumers, aged 18 to 40, frequent users of online services (fintechs, e-commerce, mobility, games), familiar with decentralized internet

Feedback de Dubai

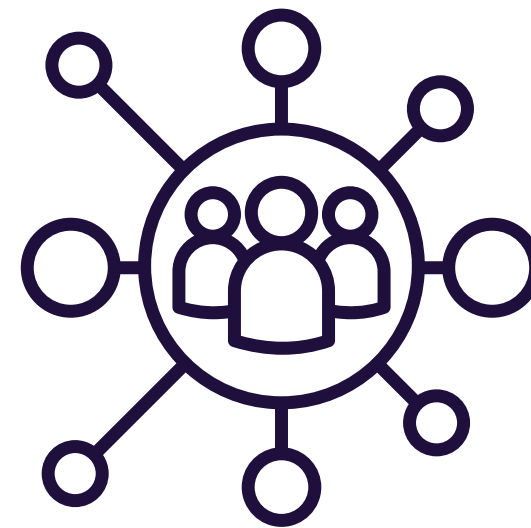


Trust Model	Decentralized (Web3, immutable data on blockchain)	Centralized (reviews hosted by the platform)	Centralized, focused on reputation in Brazil	Centralized, curated verified reviews
Transparency	High – data cannot be manipulated	Moderate – there have been complaints about paid moderation	Moderate – focus on company exhibition	High – only real customers can review
User Rewards	Yes (tokens and gamification)	No	No	No
Scope of Operations	Global, digital-native	Global (Strong in US/Europe)	Brazil (strong in B2C consumers)	UK/US, focus on e-commerce
Business Integration	APIs + web3 dashboards + customer feedback tracking	APIs, plugins for e-commerce	Limited APIs, focus on public showcase	APIs and strong e-commerce integration
Average Cost	~\$288/month (scalable SaaS)	200–600 USD/month (depending on plan)	Free for users, paid model for premium companies	200–800 USD/mês
Competitive Advantage	Transparency via blockchain, rewarded engagement, focus on digital trust	Established global brand	Strong awareness in Brazil, local benchmark	Curation of 100% verified reviews
Main Audience	Digital SMEs and scale-ups, web3 users	Large global companies, e-commerce businesses	Brazilian consumers and local companies	Medium and large e-commerce businesses

Differentials



Users are **rewarded for each customer feedback** provided



Community itself **validates and guarantees trust**



Simple, **fast transactions at a lower cost** than competitors

MVP Features

01

API

- WEB2
- CANISTER-TO-CANISTER

02

ICP

- HTTP-OUTCALLS
- OTHER PROTOCOLS CONNECTION AS DAPPS RUNNING ON ICP AND OTHERS BLOCKCHAIN VIA CHAIN-FUSION

03

WEB

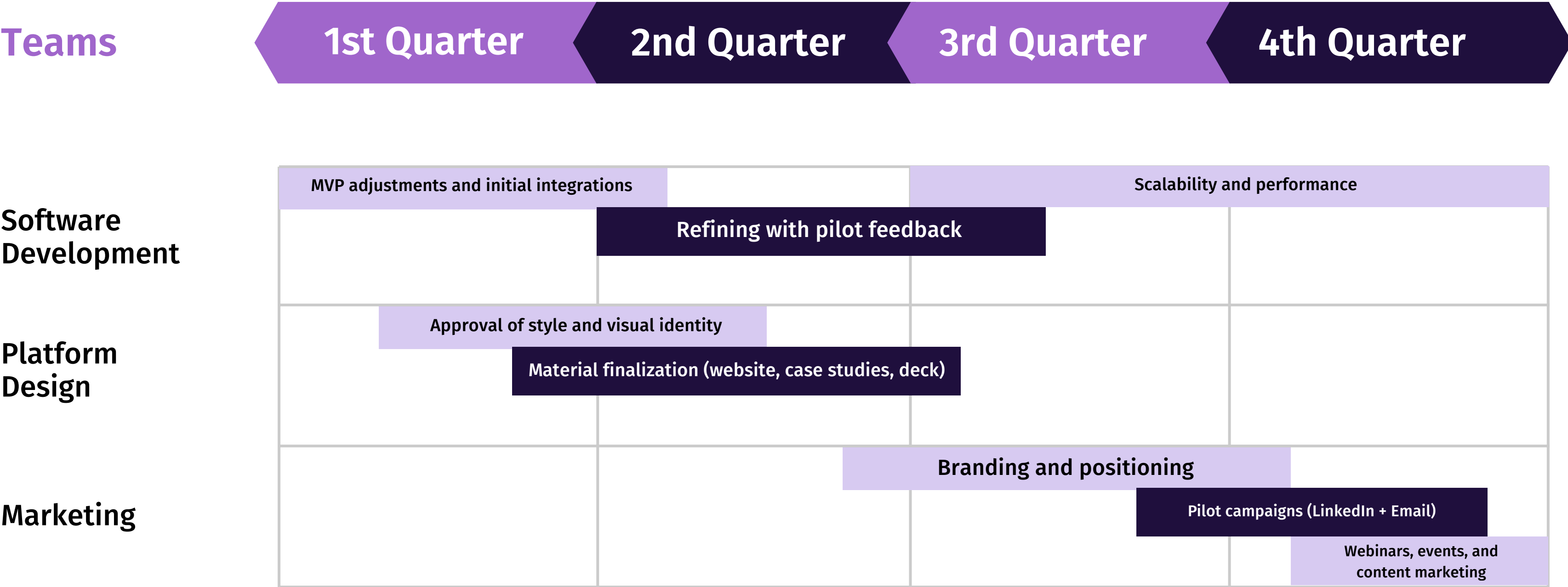
- PLUG WALLET INTEGRATION
- OPEN-CHAT INTEGRATION
- DECENTRALIZED VOTING
- DAO TOKENOMICS

04

Data analytics

- REAL DATA (ON-CHAIN)
- AI
- DASHBOARD
- PREDICTIONS
- BOTS

Roadmap



Potential Partners






plug



iapp

AI
GOVERNANCE
CENTER

BL  **CKCHAIN**
FOR **G**   **D** **ALLIANCE**

Team



Rafael Coutinho (Founder & Engineer)



Davi Arantes (Business & Engineer)



Sarah SOBRENOME (UI/UX)



Anna Aragão (Business & Sales)

Startup Mentor in Ideation and Validation by ABStartups Brazil, TOP 50 Global Student Prize "Student Nobel Prize," Fellow ProLíder 2022, and 1st Place COMEX Challenge by the Brazilian Ministry of Economy. Graduated from the McKinsey Forward Program 2025 and Software Engineering student at Inteli. Currently works with Business Strategy in HR, Expenses, and Benefits Management.



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