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New Generation
Crypto Super App

“Connecting people with today's finance”

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Introduction

📌 What is Finnecter?

Finnecter is a next-generation Web3 Super App that seamlessly integrates DeFi, SocialFi, NFT Marketplace, Launchpad, and Web3 Jobs into a single, hybrid decentralized ecosystem. By offering a multi-functional, user-centric platform, Finnecter empowers crypto traders, investors, influencers, and blockchain projects to connect, trade, earn, and engage in a frictionless environment.

Unlike traditional crypto platforms that focus on a single use case, Finnecter unifies the entire Web3 experience—from trading and staking to content creation, project fundraising, and community-driven engagement.

There are 5 billion social media users in the world,
but none offer seamless Web3 integration.
Finnecter is changing that.

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Vision & Mission

🚀 VISION

To redefine the Web3 experience by creating the most inclusive, interconnected, and rewarding crypto ecosystem, where finance, social networking, and decentralized commerce merge into one unified platform.

🎯 MISSION

✅ Empower Crypto Users – Provide a seamless and accessible Web3 experience for all.
✅ Revolutionize SocialFi – Create the first true decentralized social media ecosystem integrated with crypto incentives.
✅ Bridge TradFi & DeFi – Enable smooth cross-chain, cross-platform, and cross-sector integration.
✅ Foster Global Crypto Adoption – Eliminate barriers to entry and onboard millions into Web3.
✅ Enable Sustainable Web3 Monetization – Help users earn through staking, SocialFi engagement, and DeFi trading.

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Problems Identified & Solutions Offered

Complex & Fragmented Web3 Experience

✅ Solution: Finnecter unifies DeFi, SocialFi, NFTs, Airdrops, Web3 Jobs, and AI-driven analytics into one seamless ecosystem.

Lack of Smart Trading & Research Tools

✅ Solution: AI-powered trading assistant for personalized investment insights, trade recommendations & automated research.

Limited Monetization for Content Creators

✅ Solution: SocialFi + NFT integration – Users can mint & sell their social media posts as NFTs, creating new earning opportunities.

Security Risks & Wallet Vulnerabilities

✅ Solution: AI-driven wallet protection – Detects anomalies, prevents unauthorized access & secures user assets.

No Smart Investment Guidance in Launchpad & Trading

✅ Solution: AI-powered investment recommendations for Swap, DEX, and Futures Trading, tailoring strategies based on user behavior.

NFT Plagiarism & Copyright Issues

✅ Solution: AI-driven plagiarism detection ensures original content & prevents unauthorized duplication in the NFT Marketplace.

Inefficient Advertising & Engagement Strategies

✅ Solution: AI-powered ad recommendations & targeting, helping businesses and influencers optimize campaign reach & impact.

Scattered & Unverified Airdrop/Bounty Campaigns

✅ Solution: Decentralized, verified, and AI-secured bounty system preventing scams & improving transparency.

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Finnecter: You are where your social life meets the financial world

SocialFi and DeFi combine to offer you a unique experience. Have fun on social media, earn in DeFi, attend events, multiply your earnings!

Airdrop, Bounty and bounty events, staking, NFT Marketplace, launchpad and many sales models, Futures and Spot sales, Swap and DEX, everything you are looking for in Finnecter Super App is on a single platform.

Comprehensive Ecosystem Integration

Finnecter seamlessly combines launchpad, DEX and swap functions in a single, user-friendly platform. By eliminating the need for multiple tools, we provide a seamless experience for both investors and project teams.

NFT and Token Integration

Finnecter is not just about DeFi; it is about empowering creators. Our NFT token sales provide unique and limited asset trading, providing creative revenue opportunities for projects and valuable collectibles for users. At the same time, Finnecter helps NFT designers expand the boundaries of their collections beyond the social world, show your art to a wide audience on social media!

Finnecter is enough for everything.

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Unique Key Differentiators – What Sets Finnecter Apart?

- **The First AI-Integrated Web3 SuperApp** – AI-driven smart trading, content curation, ad optimization & security.
- **AI-Powered Trading & Investment Insights** – Users get real-time AI-backed market analysis, trade signals & investment strategies.
- **SocialFi + NFT Monetization** – Convert social media posts into NFTs & create new revenue streams for content creators
- **AI-Protected Wallets** – Ensuring maximum security with automated fraud detection & asset protection.
- **AI-Powered Smart Ads & Content Strategy** – Brands & projects get automated ad recommendations & content strategies for better audience targeting.
- **AI-Powered NFT Marketplace** – Prevents plagiarism & protects intellectual property rights with AI-based authenticity verification.
- **AI-Driven Blog & Smart Content Curation** – Personalized Web3 insights & industry news tailored to users' interests.
- **Finnecter is not just another Web3 platform**—it's the future of decentralized finance, social networking, and AI-powered monetization.

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Product & Services of Finnecter

All-in-One Web3 Ecosystem – DeFi, SocialFi, NFTs, Rankings & Events in one place.

Hybrid Decentralization Model – Combining efficiency with transparency.

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DeFi Products

Revolutionizing finance with AI Powered DeFi tools

- **Futures Trading** – Trade with leverage and decentralized order execution.
- **Swap** – Instant cross-chain token swaps with low fees.
- **DEX (Decentralized Exchange)** – Fully decentralized trading without intermediaries.
- **Airdrop Mechanism** – Projects can launch and distribute tokens seamlessly.
- **Staking** – Passive income opportunities with staking rewards.
- **Bounty & Rewards** – Earn tokens through campaigns and engagement.

📌 **AI-powered investment recommendations for Swap, DEX, and Futures Trading, tailoring strategies based on user behavior.**

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SocialFi Product

The Next-Gen Decentralized Social Network

- **Post & Share –** Users, influencers, and projects can post updates.
- **Engagement –** Like, comment, follow, and interact with content.
- **Advertising & Promotions –** Projects, exchanges, and influencers can promote content.
- **Hashtags & Trending Tags –** Create viral discussions with tag-based search.

📌 **AI-powered ad recommendations & targeting, helping businesses and influencers optimize campaign reach & impact.**

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NFT Marketplace

A fully integrated NFT marketplace for individuals, projects, and exchanges.

- **NFT Collections & Single Listings –** Users and brands can launch collections or sell single NFTs
- **Influencer NFTs –** Content creators can tokenize their unique assets.
- **Cross-Chain Support –** Trade NFTs across different blockchain networks.
- **Project & Exchange NFT Integration –** Custom NFT utilities for Web3 platforms.
- **NFT Auctions & Fixed Price Sales –** Multiple listing options for sellers.

📌 **AI-driven plagiarism detection ensures original content & prevents unauthorized duplication in the NFT Marketplace.**

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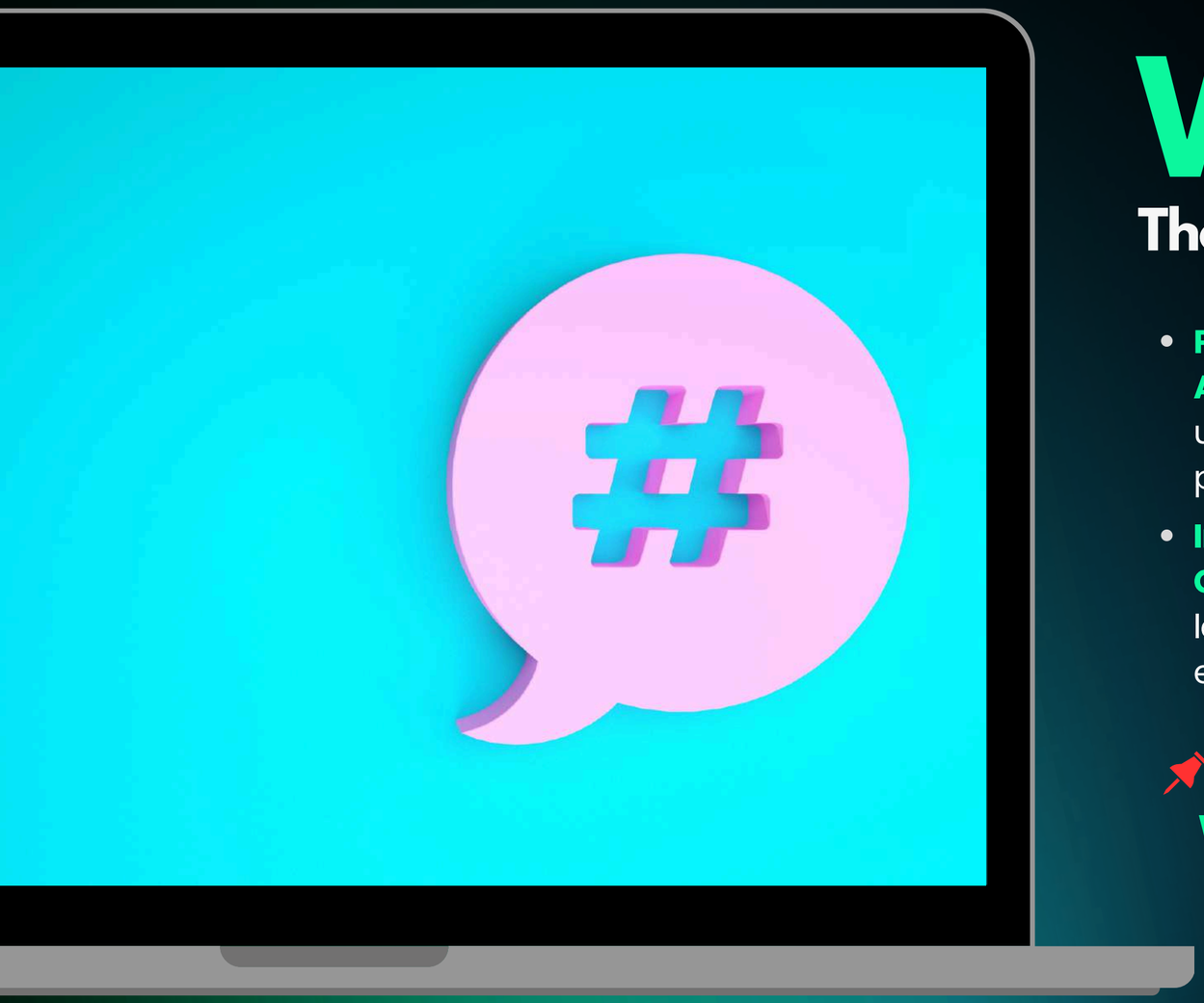

WEB3 Blog

The Knowledge Hub for Crypto & Web3

- **Project & Exchange Announcements –** Direct updates from key Web3 players.
- **Influencer & Pro Member Contributions –** Thought leadership from industry experts.
- **Guides & Educational Content –** Tutorials and deep dives into crypto trends.
- **Community-Driven Content –** Users can contribute insights and analysis.

📌 **AI-Driven Blog & Smart Content Curation – Personalized Web3 insights & industry news tailored to users' interests.**

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Ranking – Transparency & Market Insights

A real-time ranking system for projects, exchanges, influencers & more.

- **Project Rankings –** Discover trending and top-performing crypto projects.
- **Exchange Rankings –** Compare centralized and decentralized exchanges.
- **Influencer & KOL Rankings –** Track the most influential voices in crypto.
- **Data-Driven Analytics –** Real-time updates and performance metrics.

📌 **AI-Powered Trading & Investment Insights – Users get real-time AI-backed market analysis, trade signals & investment strategies.**

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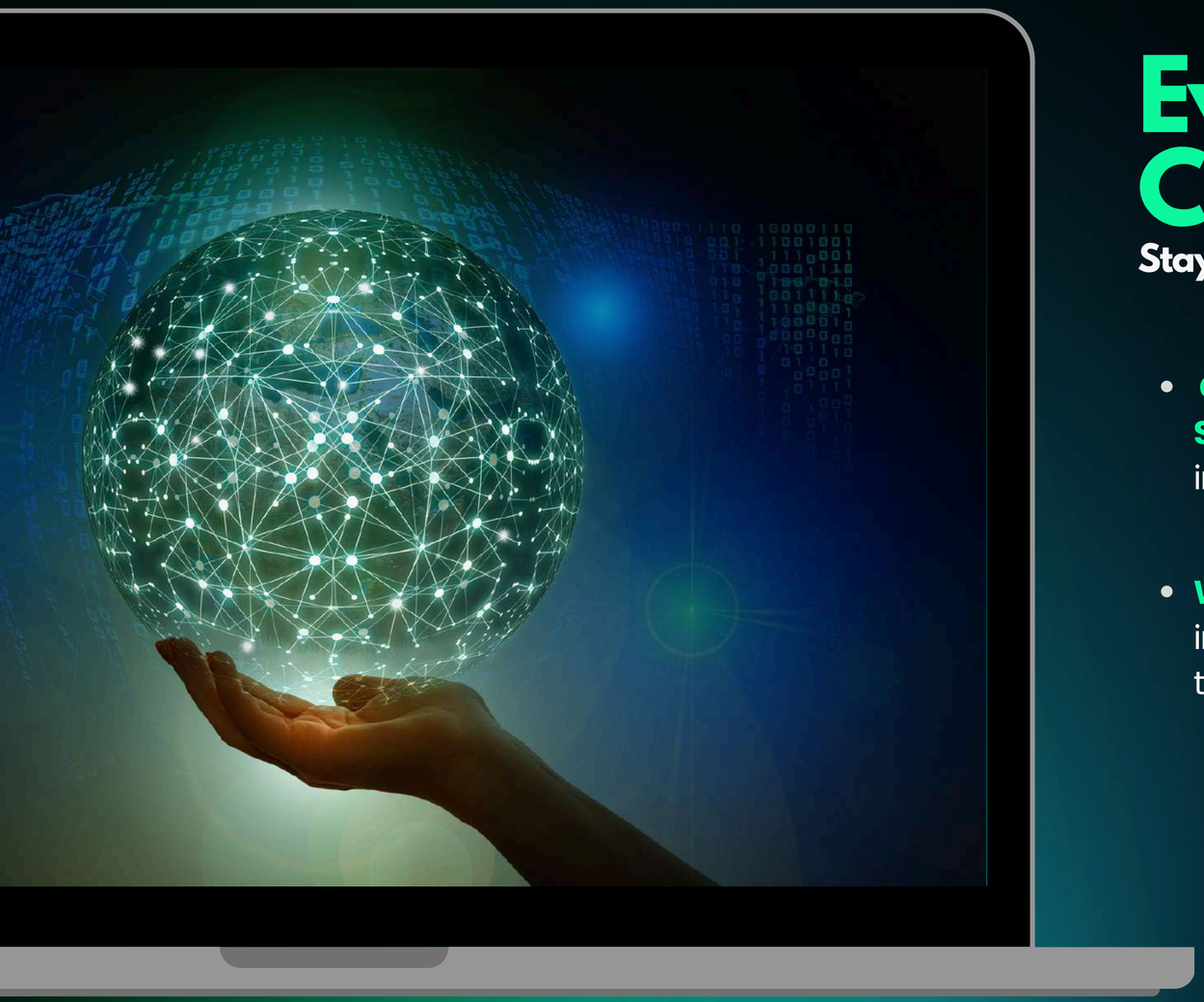

Events – The Global Crypto Calendar

Stay updated with the most important events in the blockchain industry.

- **Crypto Conferences & Summits –** Discover key industry gatherings.
- **Web3 VC Meetings –** Get insights into investment trends and opportunities.
- **Community Meetups & AMAs –** Engage with blockchain projects and developers.
- **Launch Events & Token Sales –** Stay ahead of upcoming token launches.

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WEB 3 Jobs

The Future of Decentralized Employment

- **Decentralized Job Listings –** Find remote and Web3-native job opportunities.
- **Blockchain & Crypto Startups –** Projects can post job openings for developers, marketers, and strategists.
- **Freelancer & Gig Economy Integration –** Work on smart contracts, DeFi projects, and NFT development.
- **Direct Employer & Employee Interaction –** No middlemen, full transparency.

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One Platform, Entire Crypto World:
Offering a single ecosystem for crypto projects, exchanges, influencers, traders and investors.

VERSATILITY

PRIORITY IS
“OUR COMMUNITY”

CONTINUOUS
DEVELOPMENT &
IMPROVEMENT

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Why FINNECTER?

All-in-One Web3 SuperApp – DeFi + SocialFi + NFTs + Launchpad + Web3 Jobs in a single ecosystem.

Cross-Chain Compatibility – Seamless multi-chain trading, NFT minting, and asset transfers.

Hybrid Decentralization Model – Combining the efficiency of centralization with the transparency of decentralization.

Ultimate Web3 Community Hub – A space where projects, investors, traders, and influencers connect.

Monetization for Everyone – Earn from staking, trading, SocialFi engagement, bounties, and airdrops.

Crypto Market Insights & Rankings – DeFi & SocialFi analytics, project credibility scores, and trend analysis.

Finnecter is the future of Web3.

The most complete, hybrid, and rewarding Crypto SuperApp.

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Highlights

✓ **Single platform, unlimited opportunities:** DeFi, SocialFi, Wallet, NFT Marketplace and many more features in one place.

✓ **A rapidly growing market:** DeFi and SocialFi ecosystems will reach a size of $500+ billion by 2030. We aim to get a big share of this pie!

✓ **A social ecosystem that connects users with DeFi:** With the SocialFi model, users can integrate with DeFi.

✓ **Multi-Chain Support:** Web3 wallet integration compatible with the most used networks such as Ethereum, BSC, Tron, Solana.

✓ **NFT Integration:** Meme & content-based NFT Marketplace and Share-to-Earn model.

✓ **Revenue model is robust, versatile and scalable:** DeFi transaction fees, premium memberships, NFT sales commissions and advertising revenues and many more.

✓ **Strong & experienced team:** A founding team and advisory team specialized in Blockchain, DeFi and Web3.

✓ **DAO governance model:** Transparent and sustainable growth with a community-centric structure.

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Target Users & Customers

DeFi Users & Crypto Traders

🔹 Why will they use Finnecter?
✓ One platform for trading, staking, and swapping across multiple chains.
✓ Advanced DeFi tools, including cross-chain interoperability and yield optimization.

Crypto Influencers & Social Media Users

🔹 Why will they use Finnecter?
✓ Crypto influencers, traders, and thought leaders looking for a Web3-native social media platform.
✓ Content creators looking for monetization opportunities in a decentralized ecosystem.
✓ No content censorship or platform bans—100% decentralized social media.
✓ Direct interactions between influencers, traders, and project teams.

Crypto Investors & VCs

🔹 Why will they use Finnecter?
✓ Access to early-stage investments via Launchpad (Pre-seed, Seed, Public Sales).
✓ Real-time rankings and market insights for informed investment decisions.
✓ Engagement with project teams and founders in a decentralized setting.

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Target Users & Customers

Web3 Job Seekers & Blockchain Professionals

🔹 Why will they use Finnecter?
✓ A dedicated Web3 job marketplace connecting talent with blockchain startups.
✓ No middlemen—direct applications to projects and bounties.

NFT Collectors & Creators

🔹 Why will they use Finnecter?
✓ Artists, designers, and brands wanting to launch NFT collections.
✓ Investors and collectors looking for high-value NFT projects.
✓ A fully integrated NFT marketplace with project & community involvement.

Crypto Projects, DAOs & Exchanges

🔹 Why will they use Finnecter?
✓ Launchpad to raise funds across multiple investment rounds.
✓ Airdrop, bounty & rewards mechanisms to build engaged communities.
✓ SocialFi platform for influencer-driven marketing & growth.

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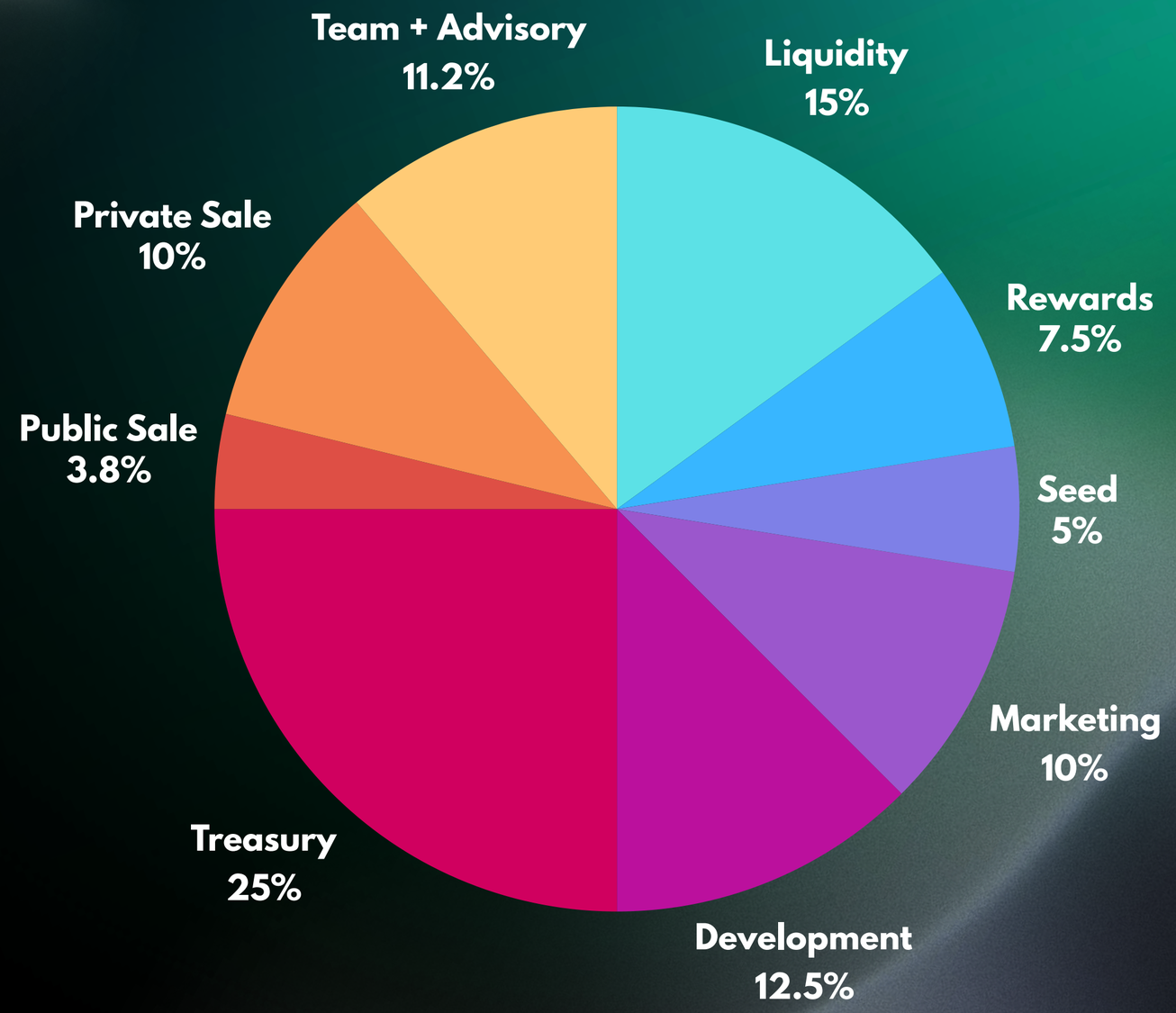
Tokenomics



Total Supply:
1,000,000,000
FINNECT

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Tokenomics

Total Supply	Initial Price	TGE (%)	Initial Amounts of Tokens	Initial Market Cap	FDV
1,000,000,000	0.03	2.825%	28,250,000	847,500 USDT	30,000,000 USDT

Investor Rounds	Price	Tokens Amount	% of Total Supply	Round Size	FDV
Seed	0.015	50,000,000	5%	750,000 USDT	15,000,000 USDT
Private Sale	0.0225	100,000,000	10%	2,250,000 USDT	22,500,000 USDT
Public Sale	0.027	38,000,000	3.8%	1,026,000 USDT	27,000,000 USDT

IMC LIQUIDITY	POTENTIAL DIRECT SELLING PRESSURE
847,500 USDT	622,500 USDT

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Tokenomics

finnecter	Total Allocation	% of total supply	TGE (%)	1	2	3	4	5	6	9	12	15	18	24	27	30	36	40	42	48	51
Seed	50,000,000	5	5%	cliff						Linear Vesting 18 Months											
Private Sale	100,000,000	10	5%																		
Public Sale	38,000,000	3.8	25%		Daily 2,5%																
Treasury	250,000,000	25																			
Marketing	100,000,000	10		Linear Vesting 48 Months																	
Project Development	125,000,000	12.5																			
Rewards	75,000,000	7.5	5%	Linear Vesting 51 Months																	
Liquidity	150,000,000	15	5%																		
Team & Advisory	112,000,000	11.2		cliff						Linear Vesting 45 Months											
Total Supply	1,000,000,000	100	2.825%																		

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Roadmap

2025 Q1

FOUNDATION

- 🔹 Key Focus: Market research, community building, and MVP launch.
- ✅ Conduct market & needs analysis.
- ✅ Secure Seed funding & attract early investors.
- ✅ Develop and launch MVP with core features.
- ✅ Expand initial community & brand awareness.
- 📌 Goal: Establish strong foundations and attract first users.

2025 Q2

EARLY GROWTH

- 🔹 Key Focus: Legal structuring, platform development, and growth.
- ✅ Legal compliance & company incorporation.
- ✅ Improve & expand MVP features based on feedback.
- ✅ Increase community engagement through marketing & campaigns.
- ✅ Launch private sale for strategic investors.
- 📌 Goal: Reach 50,000 users by the end of Q2.

2025 Q3

SCALING UP

🔹 Key Focus: Token launch, team expansion, and scaling.
✅ Execute public sale & token distribution.
✅ Expand team & infrastructure for global adoption.
✅ Implement globalization & localization strategies.
✅ Strengthen security & conduct smart contract audits.
📌 Goal: Reach 100,000 users by the end of Q3.

2025 Q4

IMPROVING SERVICES: & PRODUCTS

🔹 Key Focus: Completing all platform features & enhancing user experience.
✅ Finalize DeFi, SocialFi, NFT marketplace & Web3 job portal.
✅ Optimize based on user feedback & analytics.
✅ Integrate AI-driven insights & automation.
✅ Boost global marketing & strategic partnerships.
📌 Goal: Reach 250,000 users by the end of Q4.

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Quarter	Key Milestones	User Target
Q1 2025	Market Research, Seed Funding, MVP Launch, Community Growth	First user base
Q2 2025	Private Round, Legal Setup, Platform Expansion.	50,000 users
Q3 2025	Public Sale, Global Expansion, Security Enhancements	100,000 users
Q4 2025	Full Platform Launch, AI Integration, Mass Adoption	250,000 users
Q1 2026	Aggressive Growth, Institutional Partnerships, DAO Implementation	500,000 users

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Revenue Models

Subscriptions	Pro, Premium memberships, influencer & project, exchange accounts
Advertising	Sponsored content, banner ads, event sponsorships
Listing Fees	Airdrop, bounty, launchpad, staking, and trading pair listings
Transaction Fees	Trading fees (DEX, Swap, Futures), staking commissions, NFT marketplace fees
Web3 Jobs Revenue	Job listings, premium recruiter access, transaction fees
DAO Fees	Proposal fees, enhanced governance voting rights

Go-To-Market Strategy – How Will We Attract Users?

01. Airdrop & Reward Campaigns – Early user incentives, referral bonuses, and bounty programs.

02. Influencer & KOL Marketing – Partnerships with top crypto influencers, YouTubers & Twitter KOLs.

03. Paid Ads – Google, social media ads.

04. PR - Press releases, and crypto news features.

05. Strategic Partnerships – Collaborations with blockchain projects, DeFi protocols, and exchanges.

06. Community - Driven Growth – Referral programs, ambassador initiatives,.

Finnecter's multi-channel user acquisition strategy focuses on Airdrop & Rewards, Influencer Collaborations, Paid Ads, PR, and Strategic Partnerships to drive mass adoption and long-term engagement.

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FINNECTER vs Other Crypto Super Apps

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OTHERS

◆ **LogX (Decentralized Everything)**
Focus: Fully decentralized modular DeFi trading platform.
Strengths: Cross-chain trading, high liquidity, DEX & Launchpad support.
Weaknesses: Lacks SocialFi or NFT Marketplace, no user-based social engagement.

◆ **Plena (AI-Driven Crypto Super App)**
Focus: AI-powered crypto wallet & DeFi hub.
Strengths: Seamless CEX & DEX integrations, AI-based portfolio recommendations.
Weaknesses: No decentralized SocialFi platform, only third-party dApp integrations.

◆ **Nostra Finance (Web3 Social Finance)**
Focus: SocialFi & DeFi integration.
Strengths: Web3 payments, finance-driven social engagement.
Weaknesses: No DEX or NFT Marketplace, semi-centralized structure.

◆ **Legion Network (Web3 Gaming & DeFi Hub)**
Focus: Gaming, NFT Marketplace, and DeFi tools.
Strengths: GameFi economy, NFT Marketplace & Launchpad services.
Weaknesses: No SocialFi, partially centralized token economy.

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FINNECTER

1 Finnecter Offers a More Comprehensive Platform Than Competitors

- While other Super Apps specialize in only one or two areas, Finnecter combines DeFi, SocialFi, NFT Marketplace, Launchpad, and Web3 Jobs in one platform.
- Finnecter is the only platform that provides all core Web3 services under one roof.

2 Finnecter's SocialFi & Web3 Jobs are Unique Features

- Unlike competitors, Finnecter introduces a decentralized social media network with monetization features.
- The Web3 job marketplace allows freelancers and DAOs to connect directly with blockchain projects—a feature not available in other Super Apps.

3 More Diverse & Scalable Revenue Model

- Subscription-based revenue (Pro Memberships, Influencer & Exchange Premium Accounts).
- Ad-based revenue from SocialFi, influencer promotions & ranking placements.
- Transaction fees from trading, NFT sales, staking, and airdrop listings.
- No other competitor has such a multi-layered and sustainable business model.

4 User Growth & Community Focused Strategy

- 2026 goal: 500,000+ users, 100+ project partnerships, 10M+ transactions.
- A stronger marketing & community-building plan compared to competitors.

Feature	finnecter	LogX	Plena	Nostra Finance	Legion Network
Decentralization Model	🟢 Hybrid	🟢 Fully Decentralized	🔵 Semi-Centralized	🔵 Semi-Centralized	🔵 Semi-Centralized
Cross-Chain Support	🟢 Yes	🟢 Yes	🟢 Yes	🟡 Limited	🟡 Limited
Swap & DEX	🟢 Yes	🟢 Yes	🟢 Yes	🔴 No	🟡 Limited
Futures Trading	🟢 Yes	🟢 Yes	🔴 No	🔴 No	🔴 No
Airdrop & Bounty	🟢 Yes (For Users & Projects)	🟡 Limited	🔴 No	🟡 Limited	🟡 Limited
Staking & Farming	🟢 Yes	🟢 Yes	🟢 Yes	🔴 No	🟡 Limited
SocialFi & Social Network	🟢 Yes (Decentralized)	🔴 No	🔴 No	🟢 Yes	🔴 No
NFT Marketplace	🟢 Yes	🔴 No	🔴 No	🔴 No	🟢 Yes
Web3 Job Listings	🟢 Yes	🔴 No	🔴 No	🔴 No	🔴 No
Blog & Content Hub	🟢 Yes	🔴 No	🔴 No	🔴 No	🔴 No
DAO Governance & Community	🟢 Yes	🟢 Yes	🟡 Limited	🟡 Limited	🟡 Limited
Launchpad	🟢 Yes	🟢 Yes	🔴 No	🔴 No	🟢 Yes
User Base	🎯 Target 500K+	200K+	150K+	100K+	150K+
Funding & Investment	🚀 Seed & Private Sale	$10M+	$7M+	$2M+	$5M+

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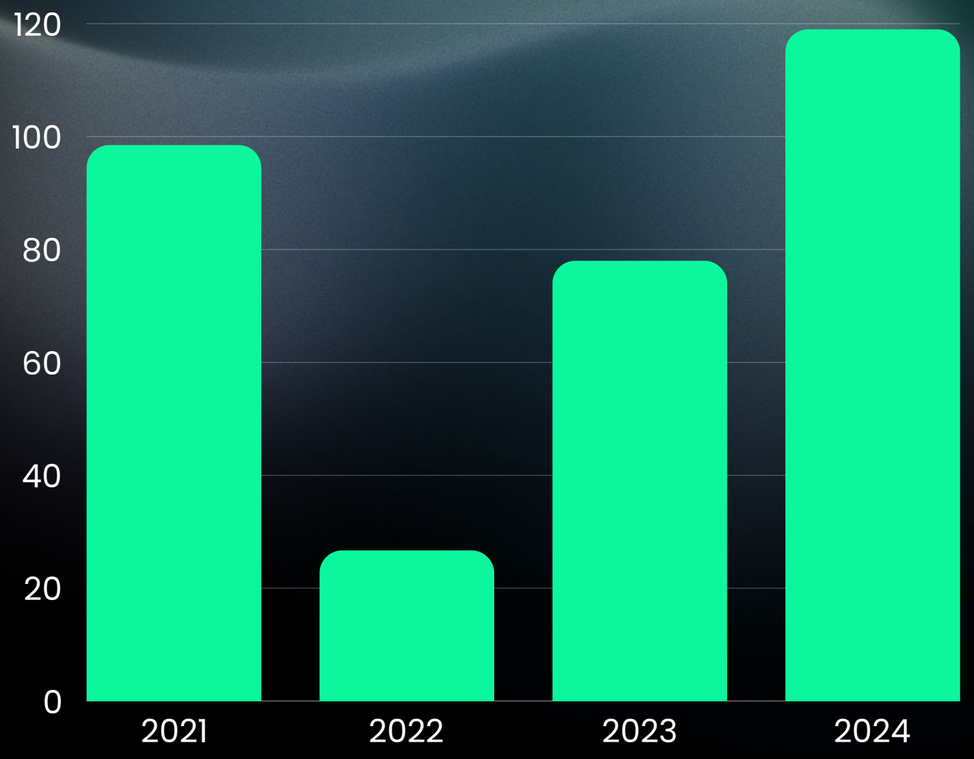
DeFi Market Analysis



The DeFi market reached a market value of $98.5 billion in 2021. In 2022, the DeFi market experienced a 72.9% decrease to $26.7 billion. In 2023, the market value increased by 192.1% to $78.0 billion. In 2024, the DeFi market grew by 52.6% to reach a market value of $119.0 billion.

- The growing and evolving DeFi world dominates the vast majority of the crypto industry. For this reason, we have to meet the needs and provide maximum service to our users. Each service we develop in line with our goals is carefully planned and implemented.

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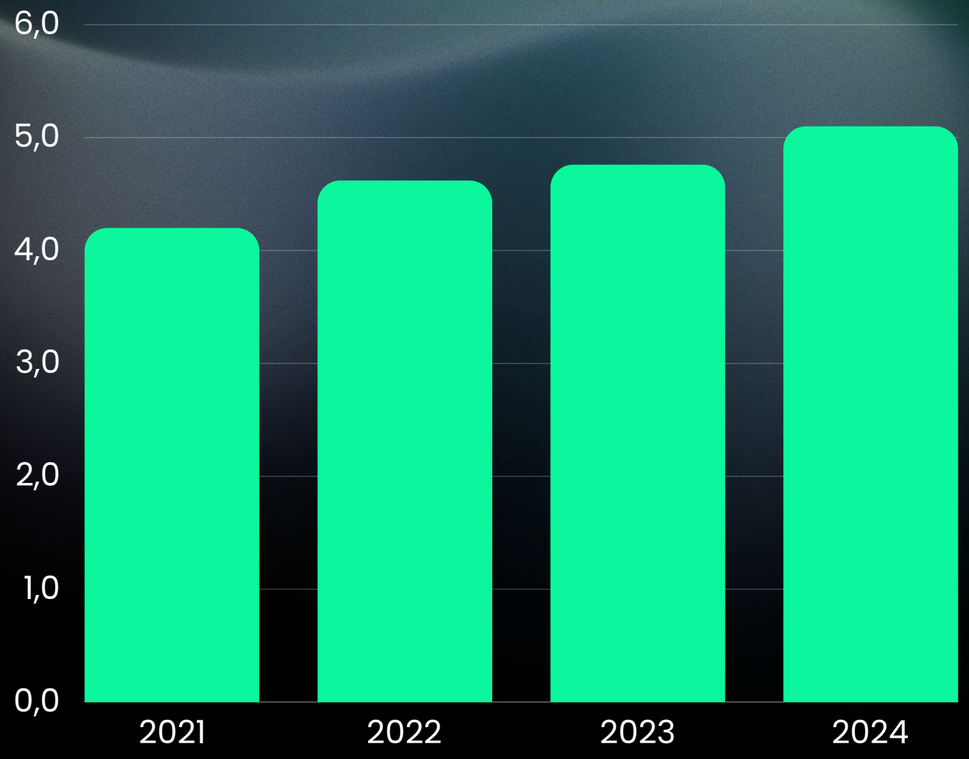
SocialFi Market Analysis



Number of SocialFi Users: The number of users, which was 4.20 billion in 2021, reached 5.04 billion in 2024.

- The undeniable growth of SocialFi and the increasing number of its users day by day also reveal the shortcomings and needs of the sector. With Finnecter, where SocialFi and DeFi are designed together, we aim to provide our SocialFi users with a unique experience by combining the wide range of advantages offered by DeFi, and promise maximum efficiency and transactions in a single application.

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Finnecter Founders

Finnecter is led by experienced professionals in blockchain, artificial intelligence, finance, and marketing, combining technical expertise with strategic vision to redefine the Web3 ecosystem.

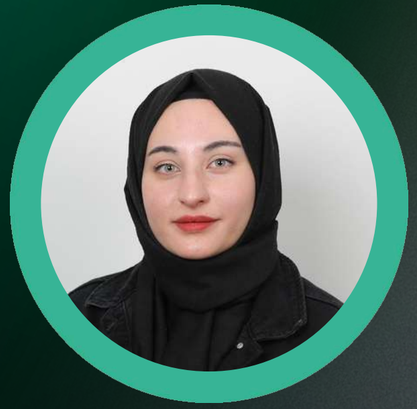
OĞUZHAN SİVRİ
Co-Founder
@oguzhan-sivri

👨‍💻 Oguzhan Sivri – Co-Founder

- 🔹 Software & MSc in AI Engineering | Blockchain Consultant
- 🔹 14+ years in software development | 8+ years in blockchain industry
- 🔹 Expertise in blockchain consulting, AI-driven solutions, and software architecture
- 🔹 Actively involved in both academic research and industry-leading projects

👩‍💼 Elif Sivri – Co-Founder

- 🔹 Finance & Blockchain Strategist | Community & Marketing Expert
- 🔹 MSc in Finance | 8+ years in blockchain marketing & consultancy
- 🔹 Experienced in community management, tokenomics, and investor relations
- 🔹 Combining academic knowledge & real-world expertise in the blockchain sector.



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MEDIAS

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