

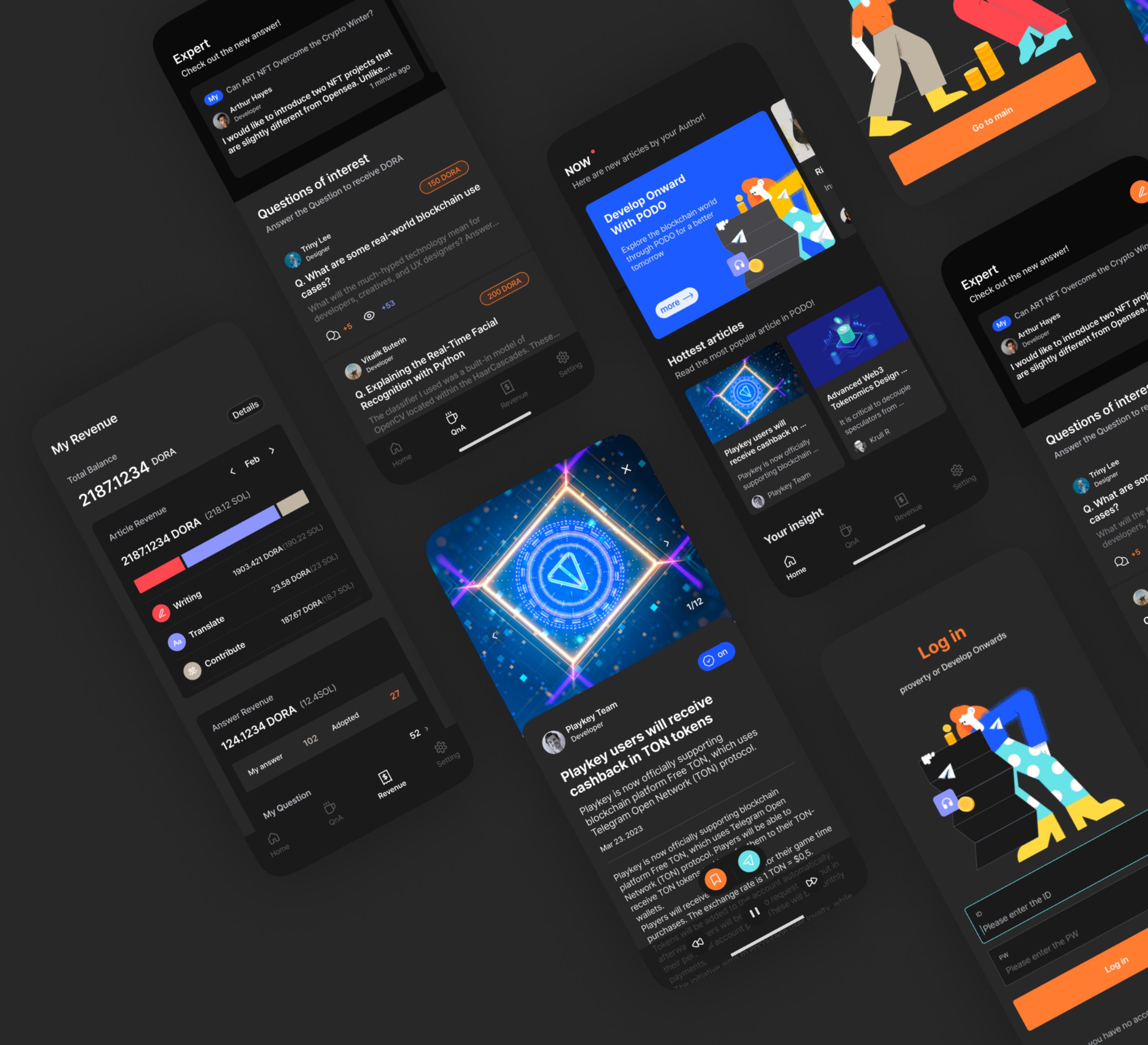


Brand-New

# Newsletter Service



Team : howl-castle



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# Problem Definition



Email newsletter open rate is under 30% !

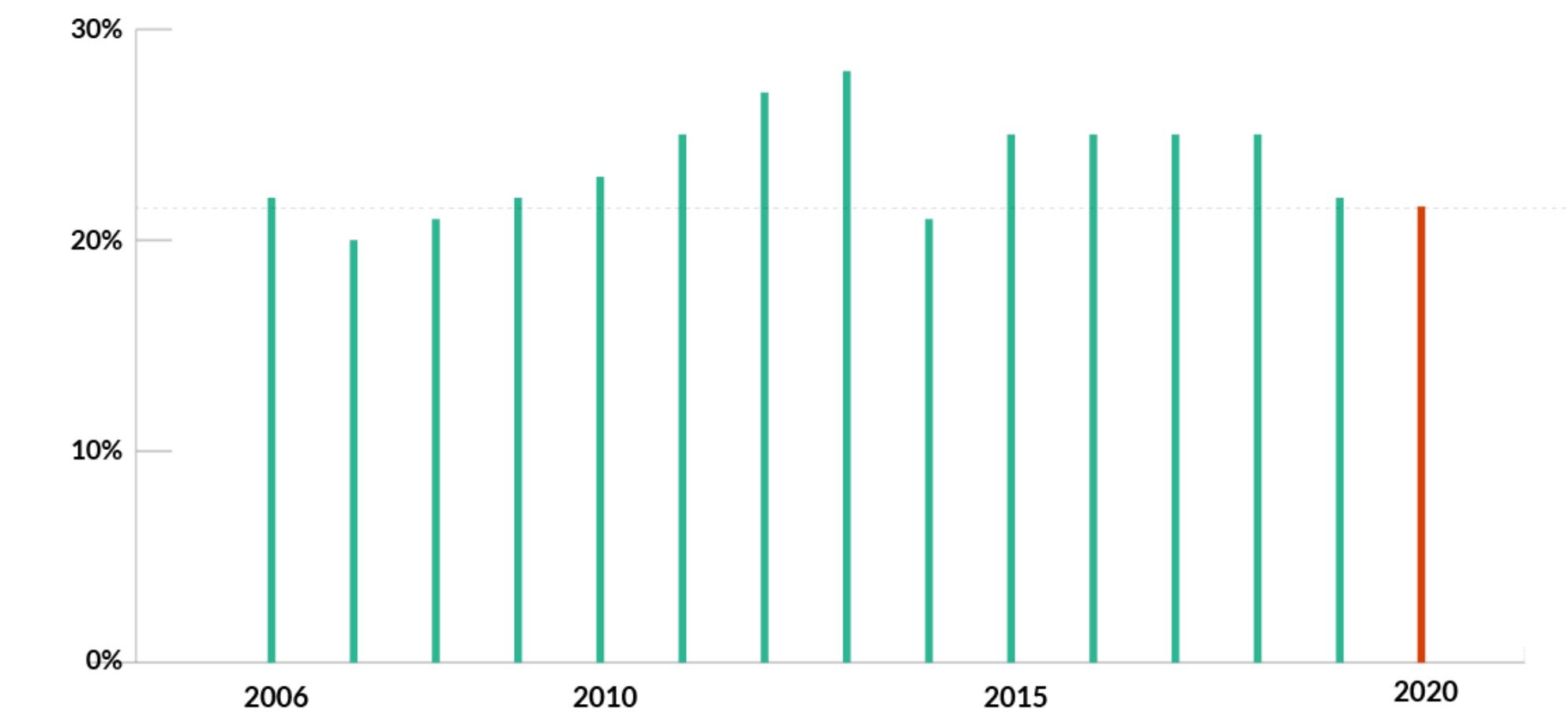
In the most of Europe countries (2006 - 2020)

When statistics from all countries are gathered and counted, this tendency is more pronounced.

**It shows existing e-mail-based newsletter services are ineffective.**

COUNTRY	OPEN RATE	CLICK - THROUGH RATE
Benelux	16%	20%
Denmark	31%	23%
Germany	25%	24%
Norway	18%	10%
Sweden	17%	12%
Switzerland	29%	18%
United Kingdom	13%	13%
Rest of the world	35%	10%

**OPEN RATE BENCHMARK BY YEAR  
(2006 - 2020)**



## Problem Definition

### Why did these things happen?

Many people cited the following reasons for subscribing to newsletters but not watching them.



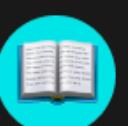
**It's annoying to access**



**There's no time to invest my time to reading !**

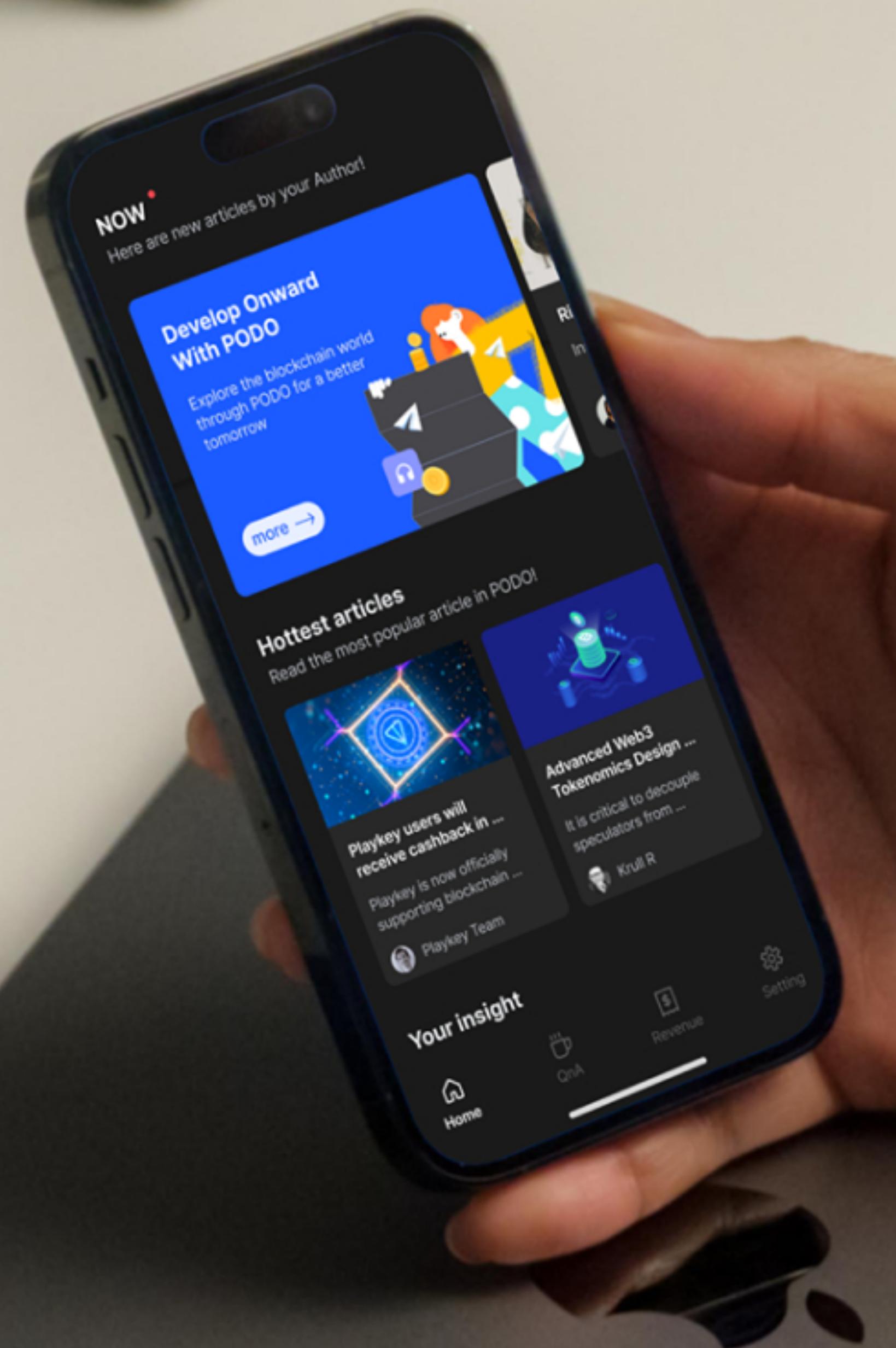


**The reading process is boring**



**Most of articles are based on foreign languages  
(especially English)**

# Solution



# Solution

## Article with Visual Aids and Audio Synthesis

Playkey users will receive cashback in TON tokens

Playkey is now officially supporting blockchain platform Free TON, which uses Telegram Open Network (TON) protocol.

Playkey is now officially supporting blockchain platform Free TON, which uses Telegram Open Network (TON) protocol. Players will be able to receive TON tokens and add them to their TON-wallets.

Players will receive cashback or their game time purchases. The exchange rate is 1 TON = \$0.5.

Tokens will be added to the account automatically, after a request is put in their personal account. These will be monthly payments.

The initiative aims to encourage user loyalty while

Total Balance  
2187.1234 DORA

Article Revenue  
2187.1234 DORA (218.12 TON)

Writing 1903.421 DORA (190.22 TON)  
Translate 23.58 DORA (23 TON)  
Contribute 187.67 DORA (18.7 TON)

Answer Revenue  
124.1234 DORA (12.4 TON)

My answer 102 Adopted 27

My Question 52 >

Home QnA Revenue Setting

## Revenue system using Solana Token

## Q&A Board

A bridge for connecting ordinary people to experts

Expert Check out the new answer!

My Can ART NFT Overcome the Crypto Winter?  
Arthur Hayes Developer  
I would like to introduce two NFT projects that are slightly different from Opensea. Unlike... 1 minute ago

Questions of interest Answer the Question to receive DORA

Triny Lee Designer 150 DORA  
Q. What are some real-world blockchain use cases?  
What will the much-hyped technology mean for developers, creatives, and UX designers? Answer...  
Q +5 @ +53

Vitalik Buterin Developer 200 DORA  
Q. Explaining the Real-Time Facial Recognition with Python  
The classifier I used was a built-in model of OpenCV located within the HaarCascades. These...

Home QnA Revenue Setting

3 Main Function of 'podo' app



## Solution

### 2 Main Technologies inside 'podo' app



## DALL-E 2

- DALL-E 2 model creates original, realistic images and art from a text description. Inside 'podo' app articles, the DALL-E 2 algorithm creates representative images for each paragraph.
- By adding [Visual-aid](#) on a [paragraph-by-paragraph](#) basis, it gives the user a natural flow as if watching a YouTube video.
- Additional support for [voice synthesis](#) helps users to enjoy the articles based on audio.

## INPUT TEXT PROMPT

An astronaut riding a horse in photorealistic style.

## OUTPUT IMAGE



## SOLANA

- With its the highest TPS performance among Layer-2 chains (up to 50,000 TPS), Solana enables podo's social network features and on-time transactions.
- Solana's mobile SDK and Saga device enables podo app perform at best in our end users' hands.



# Terminology - Users Hierarchy

**Original Writers** are a group that creates contents articles in 'podo' platforms. These people are expert or influencer in each industry such as Web3, AI, Design etc.

**Translators** are groups that translate contents articles created by the **Original Writers** group into national languages. In return for the translation, they earned 30% of the proceeds **from the sale of the article**.

**Contributors** are a group that contributes to services created by **Original Writers**. These people can feel free to contribute to the contents of the article that they think are insufficient or want to add. In order to reflect the article's own contribution, the permission of the original writer is required.

**Content Readers** are an end-user group that consumes contents articles created by groups above.

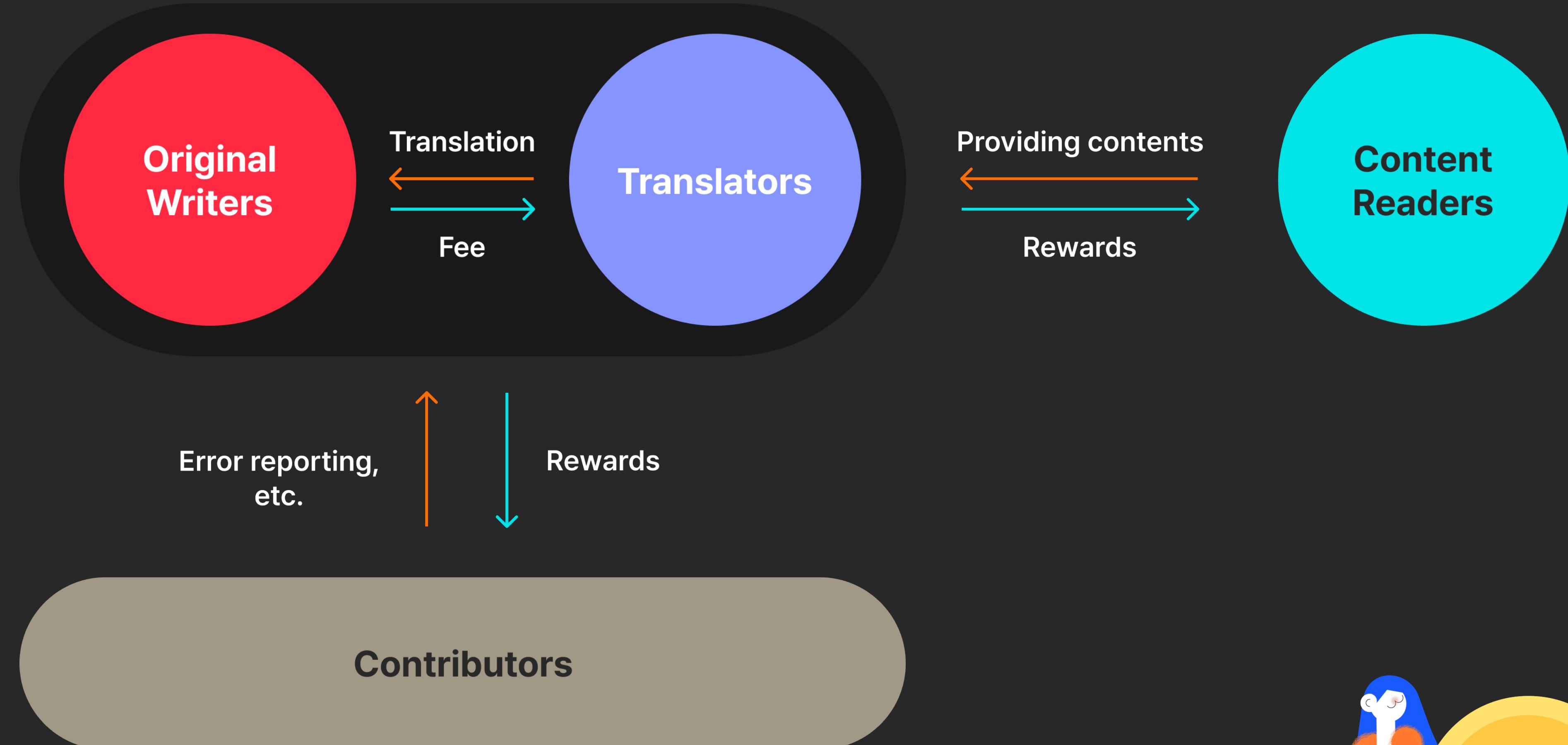


People who **consume** the **podo** article contents

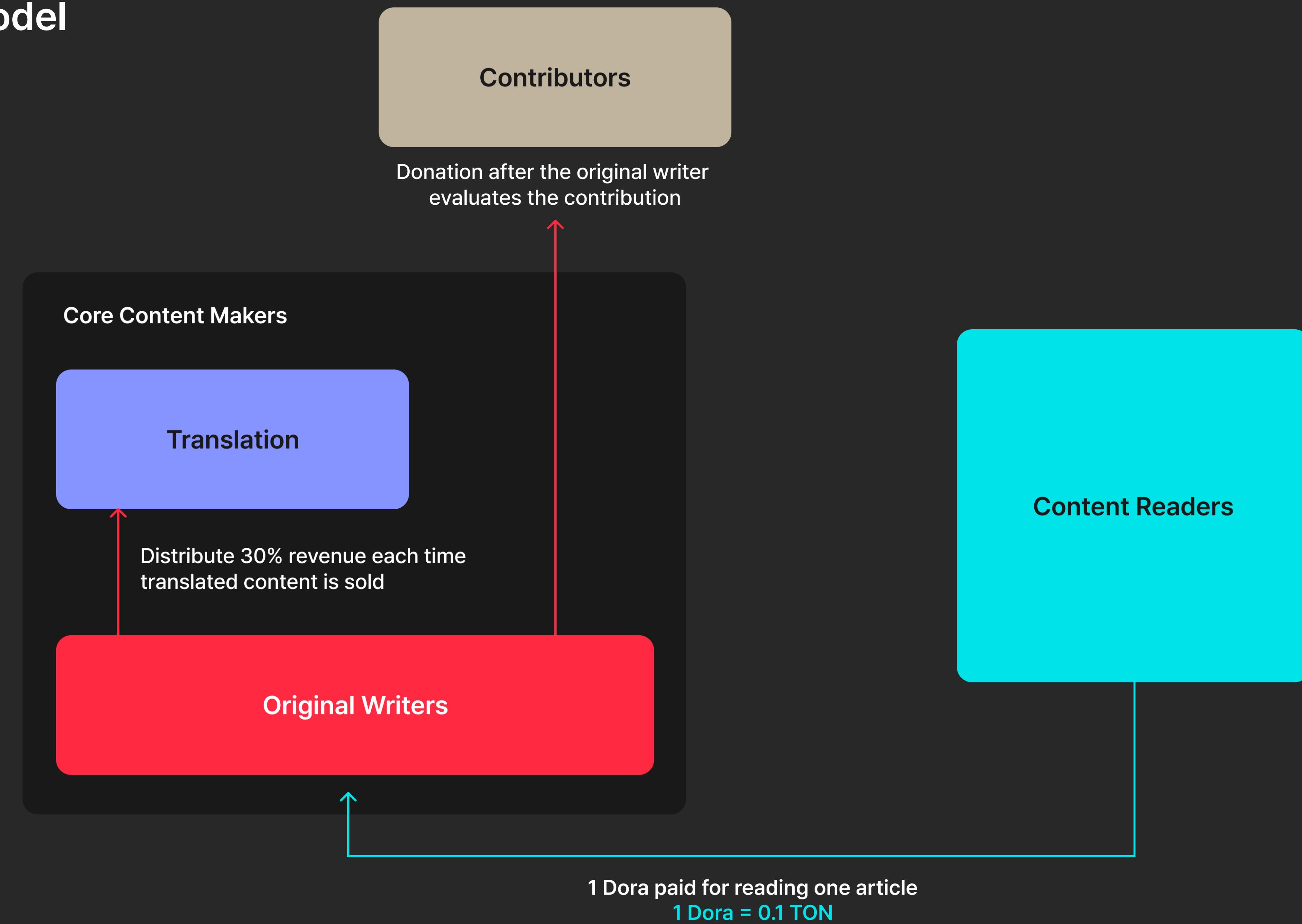
People who **create, contribute** and **spread** to 'podo' article contents

# Podo Ecosystem Topology

← Action  
← Return



# Business Model

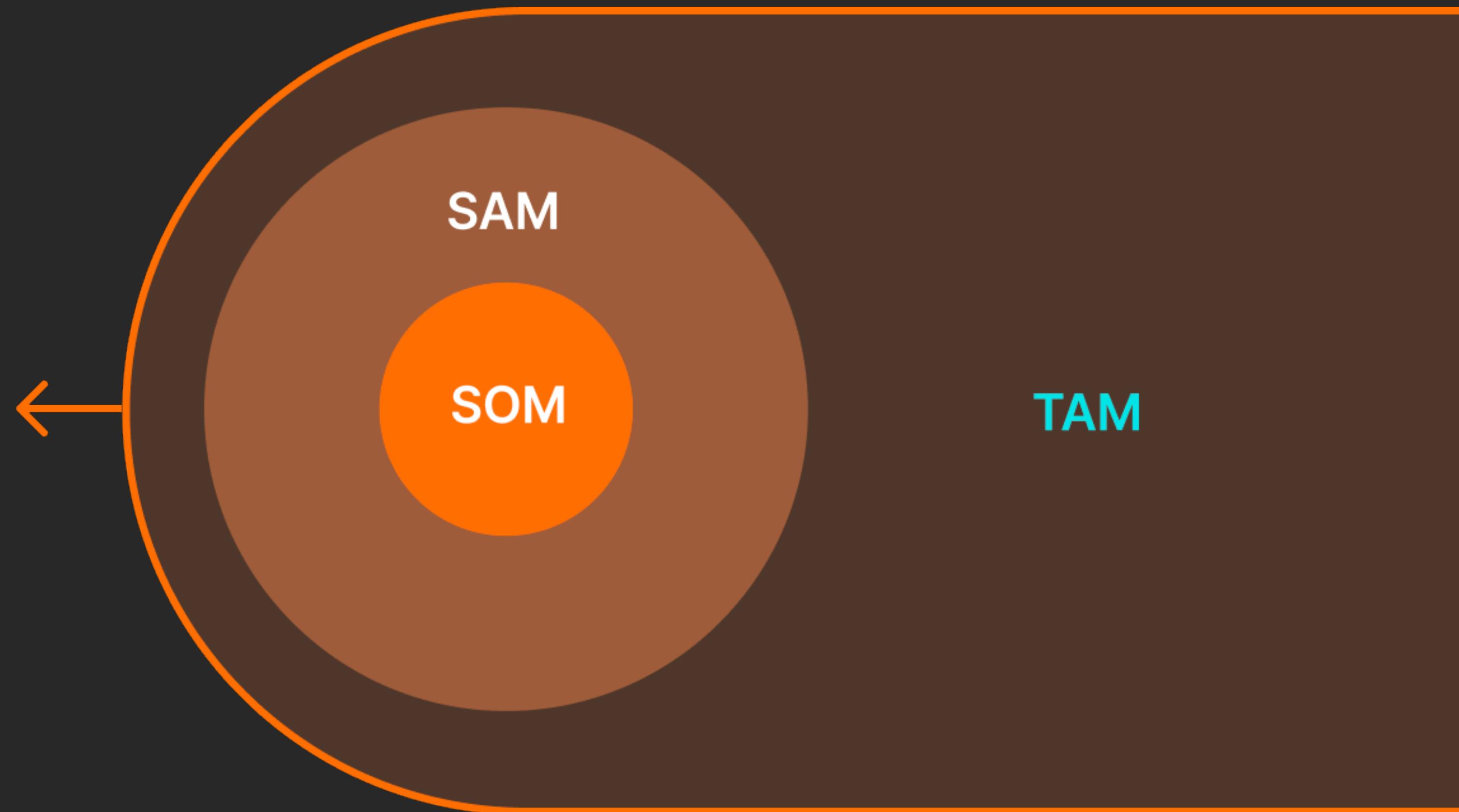


# Market Size

Total Addressable Market

**Total Addressable Market**

Market Estimated Num of User  
Formula would be 850M ~ 1000M.



# Market Size

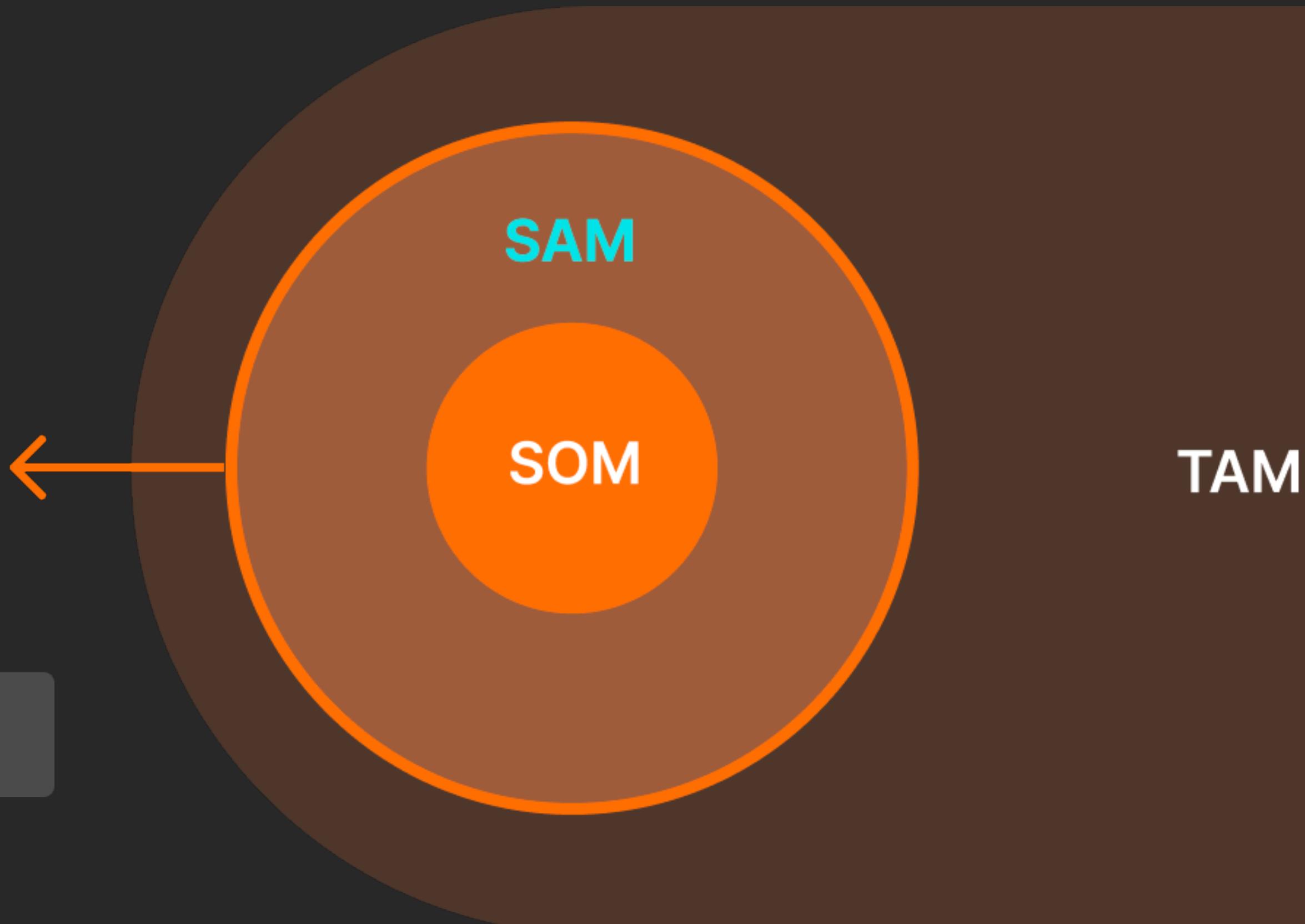
Serviceable Available Market

## Service Available Market

1. B2C Service General End-users
2. B2B Approach by re-branding enterprise newsletter contents

### Estimated Market Size for B2B

\$ 1.03B (for now) ➔ \$ 2.28B (2027, for future)



(Based on VERIFIED MARKET RESEARCH statistics)

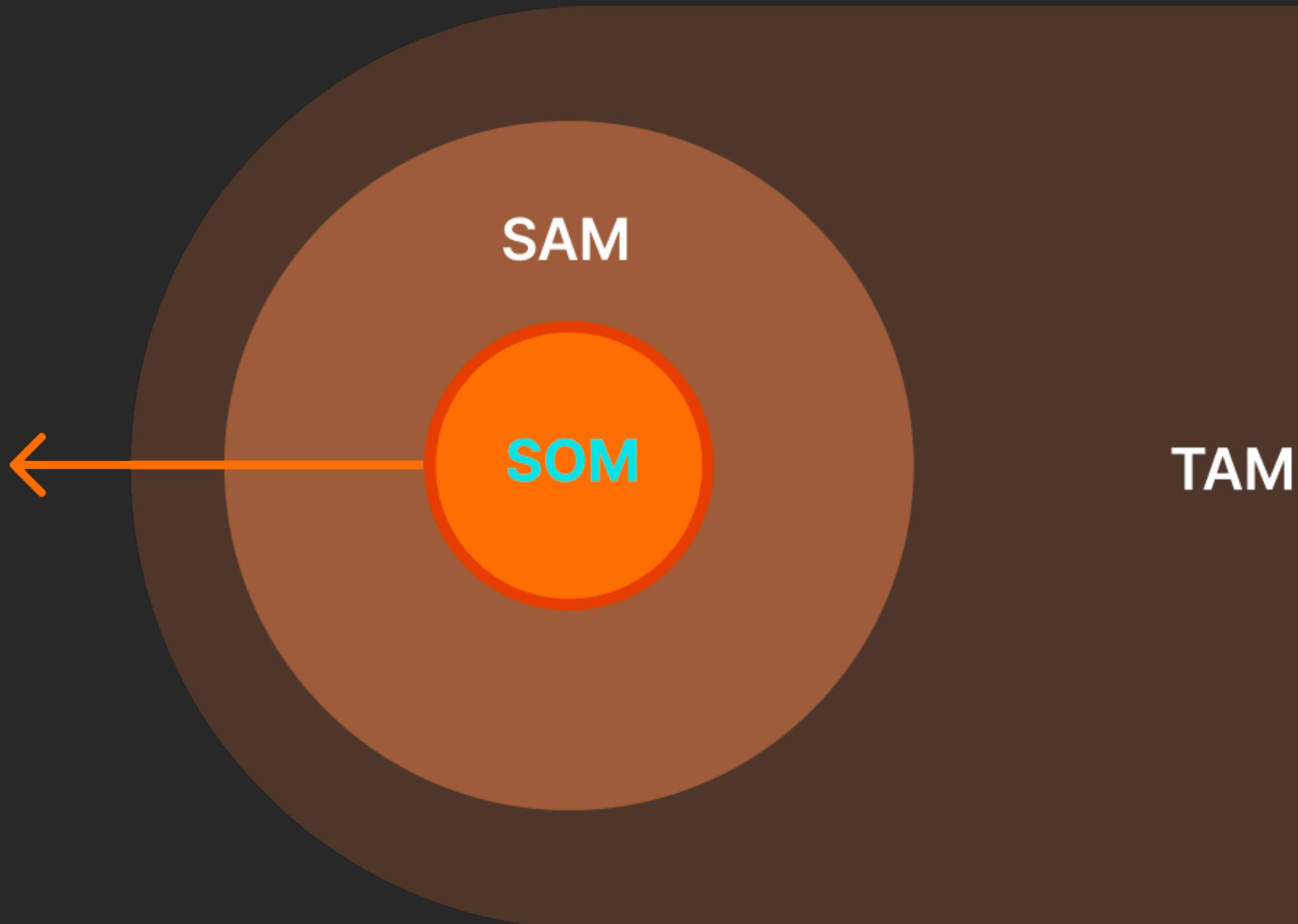
# Market Size

Obtainable

## Service Obtainable Market

Expected sales would be \$1M~\$2M

Based on [medium.com](#) paid subscribers



# Additional Links



👉 About our service

<https://github.com/howl-castle>

👉 PODO Mobile App (iOS)

<https://github.com/howl-castle/PODO-iOS>

👉 PODO Server

<https://github.com/howl-castle/PODO-API>

👉 dApp for PODO service platform

<https://github.com/howl-castle/podo-dapp>

