

Pitch Deck Team Incognito





Team Incognito



Jishantu Kripal
Team Lead & Ideator



Nischal Naik
Team Member



Aniket Raikar Team Member

Problem Statements

Pain Points #1

- ☐ Data Privacy & Security
- ☐ Content Ownership
- ☐ Censorship & Freedom of Speech
- **☐** Monetization and Rewards

Real Pain Points

- ☐ UI/UX Issues
- **☐** Onboarding Technical Options
- ☐ Gas Fee & Blockchain Choice
- ☐ Technical Concepts like frame, metadata
- **□** Developers! = Mass User

Market Research Insights



□ Global Reach: 5.4 billion social media users, accounting for 62.3% of the global population. □ Daily Engagement: Average of 2 hours and 28 minutes spent on social media daily. ☐ Platform Popularity: Platform X boasts 525 million monthly active users. ☐ Influence on Consumer Behavior: 44% of consumers are more likely to purchase products advertised with emojis on social media (Adobe Research).



Empowering Social Connections in Web3

Mission

Empower 1 billion people by creating a secure, scalable, and community-driven decentralized social media platform that prioritizes privacy, ownership, and user sovereignty.

Vision

- 1. To be the world's leading decentralized social media platform, connecting individuals globally with trust, privacy, and freedom.
- 2. To set new standards in social media by leveraging cutting-edge blockchain technology, ensuring transparency, security, and user empowerment.
- 3. To drive the widespread adoption of web3 by creating an accessible, user-centric, and eco-friendly social media ecosystem.

Framework



- Secure
- Seamless
- Sovereign

Solutions #1

Fren Hub

- ☐ A blockchain-agnostic decentralized social media platform that ensures all the aspects of social media.
- ☐ A web2.5 platform where users can seamlessly connect & share with friends purely in a decentralized manner.

Tl;dr: A decentralized form of X where storage is powered by web2.0 tech secured by Hash.

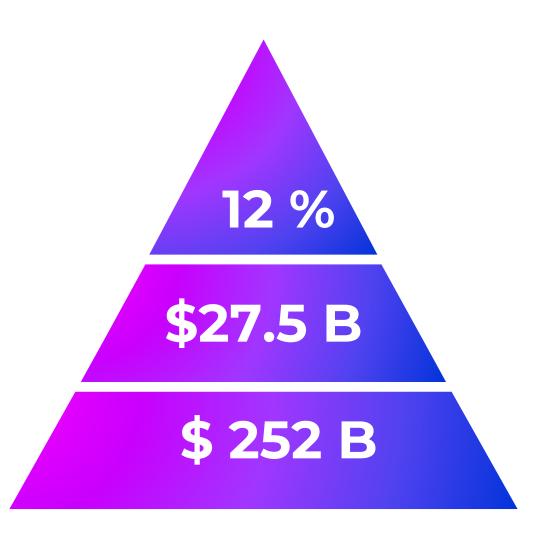
Target Market

Target Market

Asia's web3 user Share

Web3 market capitalization

Social Media Market



Competition Analysis







Competition Weakness

- ☐ Rug pull
- ☐ User Onboarding Issues
- ☐ Lack of Marketing
- ☐ Regulation Issues

Our Strength

- ☐ Addresses mapped by Web2 Credentials Onboarding
- ☐ Unique Marketing Strategies
- ☐ Non-tradeable token-gated communities

Swot Analysis:

STRENGTHS

Security
Ownership and control Simplified
Verification Privacy Focus

S M

WEAKNESSES

Lack of awareness scalability concerns Technical Expertise Potential user resistance

OPPORTUNITIES

Market expansion
Partnership
Research and development
Regulation Compliances

THREATS

Competition
Privacy Concerns
Legal and Regulatory challenges

BMC

Business Model Canvas

Key Partners Who will you work with to run the business? Name your partners and the roles they will take on. 1. Push Protocol 2. Blockchain platforms

storage solutions 4. Security and audit firms

3. Decentralized

5.

Key Activities What are the tasks and activities to keep the business running every day? 1. Platform development and maintenance 2. Community building and engagement 3. Security audits 4. Marketing and user acquisition 5. Partnership and collaboration management **Key Resources** What are the tangible and intangible things you will use to make the product? 1. Development team 2. Community managers 3. Security experts 4. Blockchain infrastructure

day? wh wh targ

Value Proposition What need are you trying to address? What value will your product bring to the target audience? 1. Decentralized, community-owned social media platform 2. High privacy and security 3. True ownership of content and data 4. Scalable and blockchain-agnostic 5. Rewarding active community participation

Customer Relationships What relationships will you establish with each customer segment? 1. Community-driven support 2. User feedback loops 3. Premium customer support 4. Incentives for participation **Channels** Where will your product be available? List the ways you plan to reach your target audience. 1. Decentralized application (DApp) 2. Mobile and web apps 3. Social media and

influencer partnerships

Customer Segments

Who is your target market?
What are the characteristics of your early adopters? List the groups that you expect to use your product.

1. Privacy-conscious individuals
2. Web3 enthusiasts
3. Content creators and influencers
4. General social media users

```
Cost Structure

What are the fixed and variable costs of launching your product?
Consider the cost at each stage - from setting up and hiring all the way to marketing and distribution.

1. Development and maintenance costs
2. Security and auditing expenses
3. Marketing and community building costs
4. Infrastructure costs
```

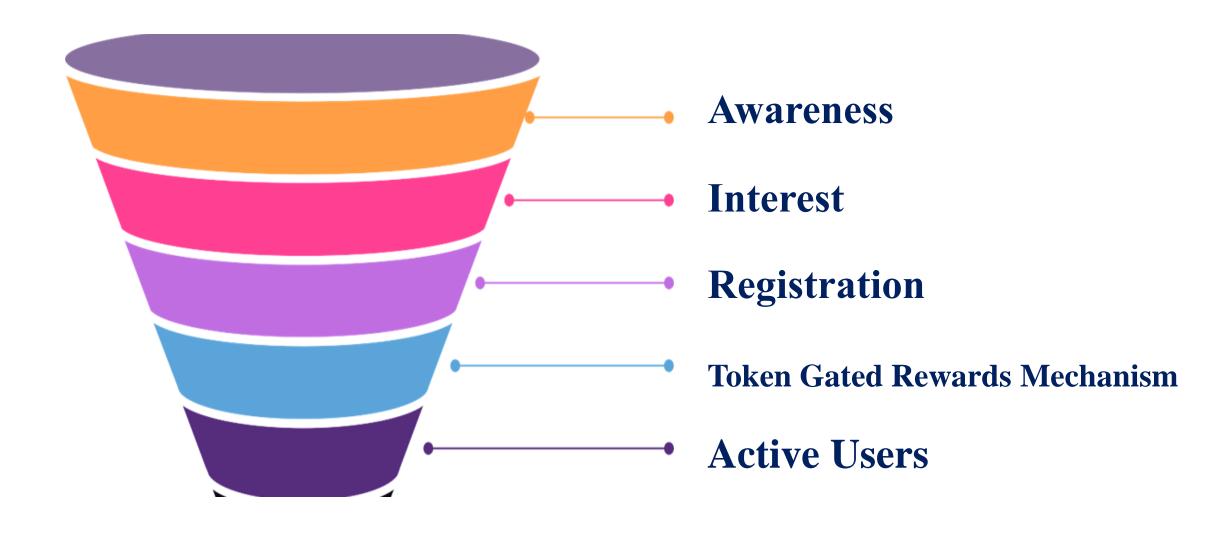
Revenue Streams How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees. 1. Premium subscriptions 2. In-app purchases (NFTs, digital goods) 3. Advertising revenue 4. Transaction fees

Marketing Strategy



Visit this Notion

Funnel



Want to Know More?

Thank you

Contact Us

Team Incognito

Contact.frenhub@gmail.com

x.com/0xfrenhub