



BRB Demo Day

Pitch Deck

Team Incognito



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Team Incognito



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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

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).



Fren Hub

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

3S

- 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

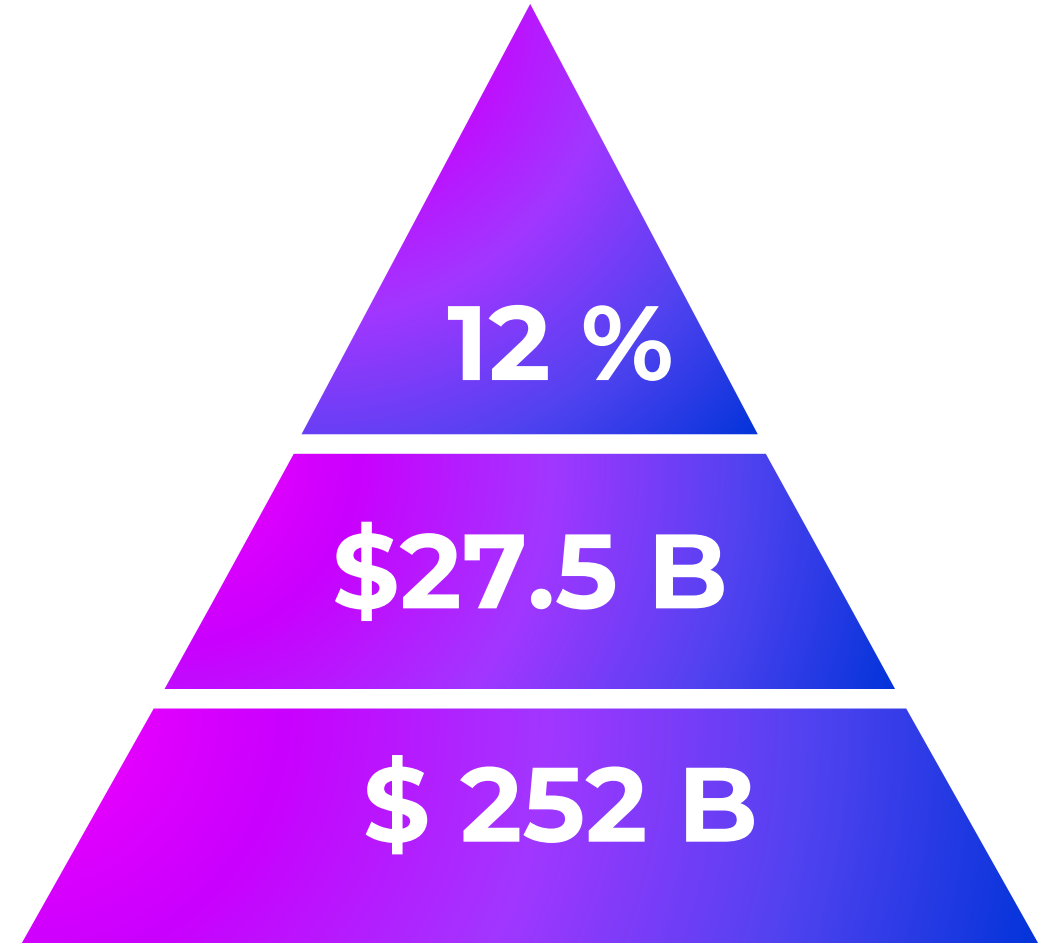
12 %

Web3 market capitalization

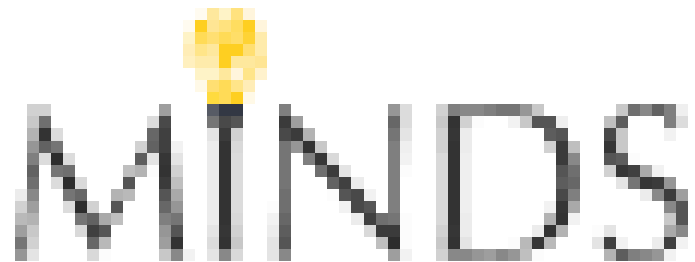
\$27.5 B

Social Media Market

\$ 252 B



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

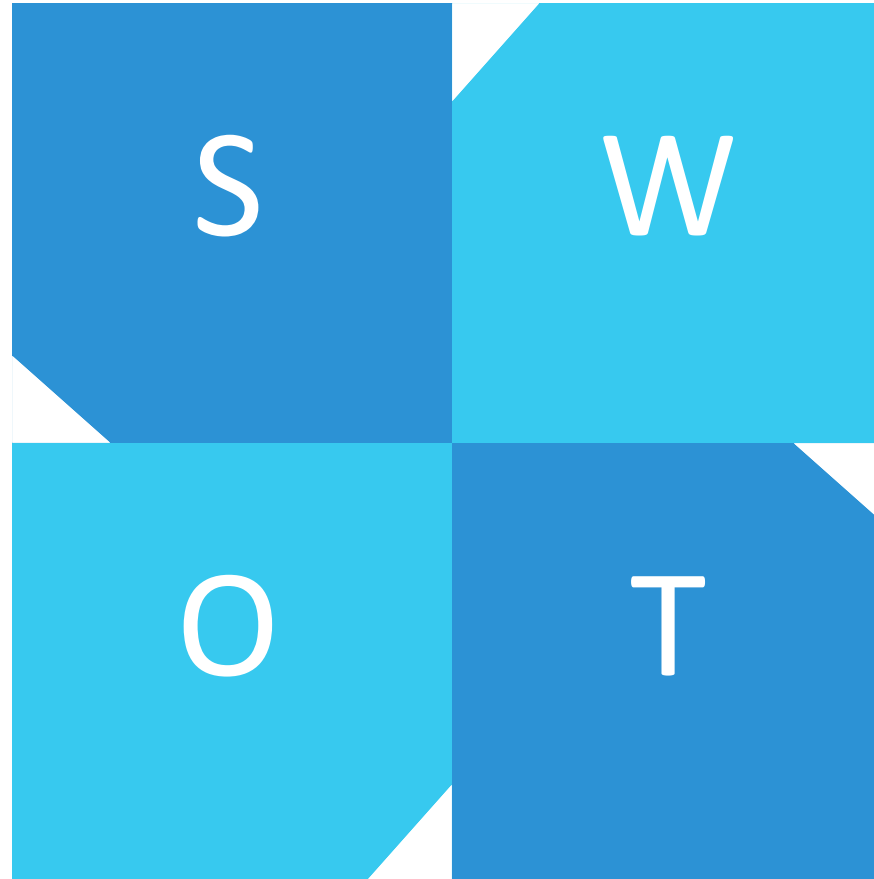
Swot Analysis:

STRENGTHS

Security
Ownership and control Simplified
Verification Privacy Focus

OPPORTUNITIES

Market expansion
Partnership
Research and development
Regulation Compliances



WEAKNESSES

Lack of awareness
scalability concerns
Technical Expertise
Potential user resistance

THREATS

Competition
Privacy Concerns
Legal and Regulatory challenges



BMC

Business Model Canvas



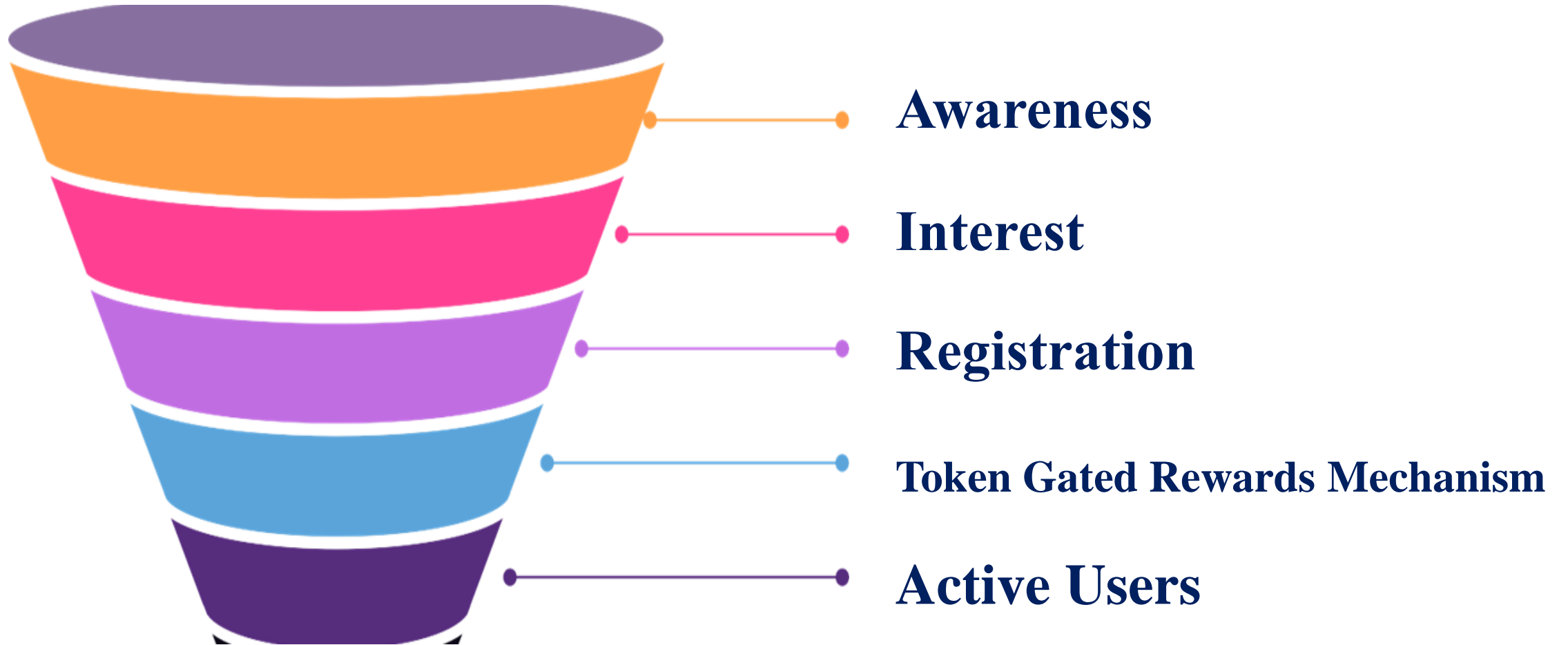


Marketing Strategy



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Want to Know More?




Thank you

Contact Us

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