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The Web3 Social Engagement Gap

between **KOLs** and fans creates a commercial opportunity

KOL: Key Opinion Leader

01 Over 90% of KOL/brand mentions on socials go unanswered. Why is that?

02 Because while attention is in high demand, there's no tangible incentive to respond.

03 Dansr commodotizes KOL engagement and monetizes their attention.

How it works?

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Powered by Blinks, fans place bids to win the attention of KOLs or Industry Experts
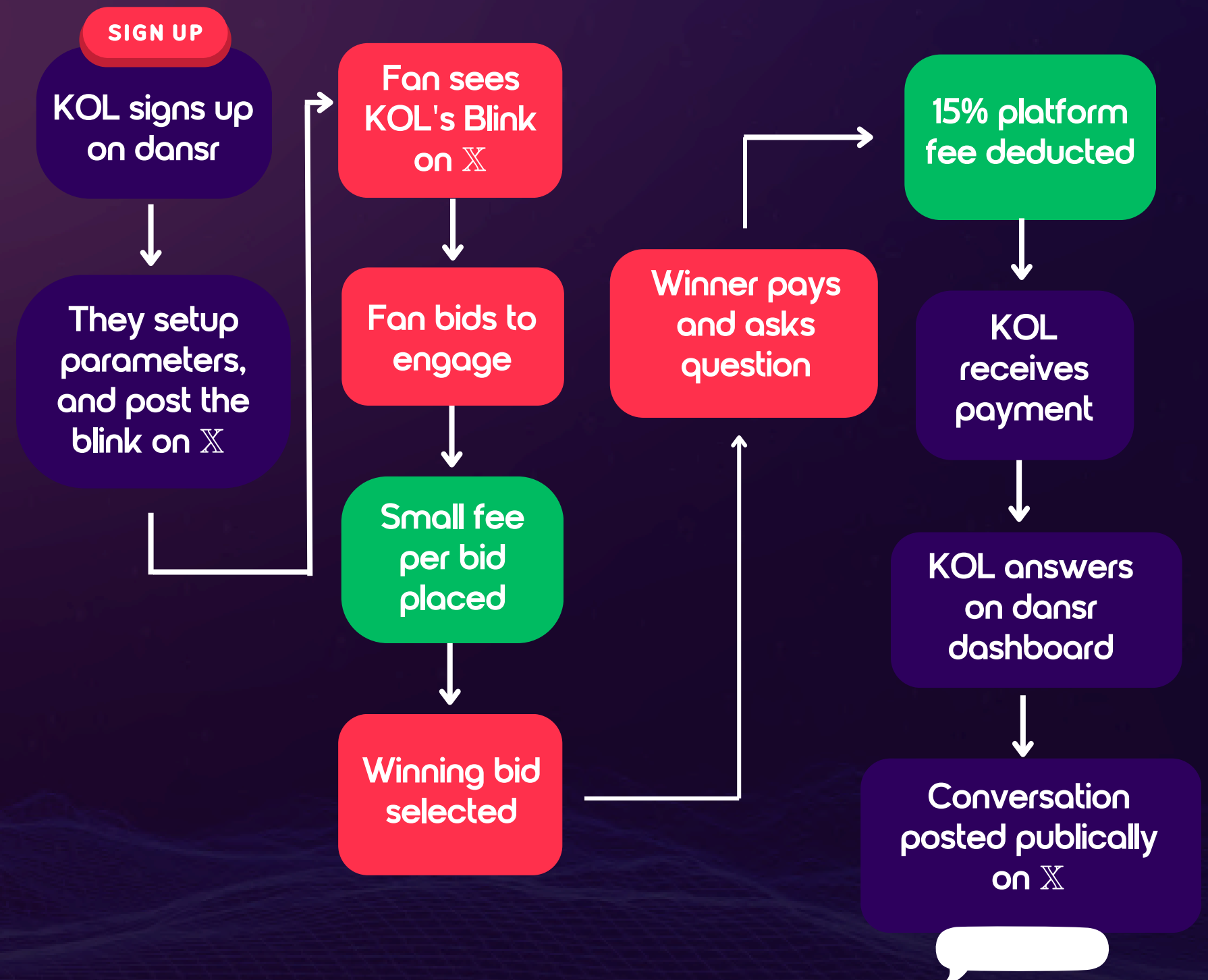
The Supply

KOLs set parameters that include things like minimum bid price and weekly response limit.

They receive a custom dansr link.

The demand

Fans place bids, and winners are determined via a transparent auction model.

Winning bids are guaranteed direct answers from their KOL of choice that appear on their respective X feeds.

SIGN UP
KOL signs up on dansr

They setup parameters, and post the blink on 𝕏

Fan sees KOL's Blink on 𝕏

Fan bids to engage

Small fee per bid placed

Winning bid selected

Winner pays and asks question

15% platform fee deducted

KOL receives payment

KOL answers on dansr dashboard
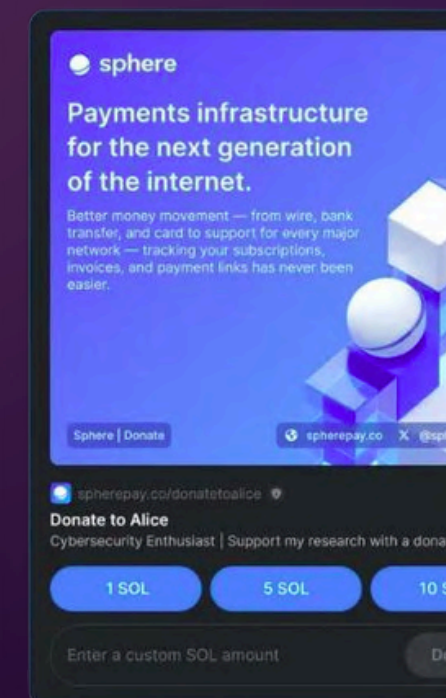
Conversation posted publically on 𝕏

Why Solana?

Blink. Blink. Wink.

Blinks on Solana has not just supercharged user growth, but has also provided the right infrastructure to build engagement-centric products.
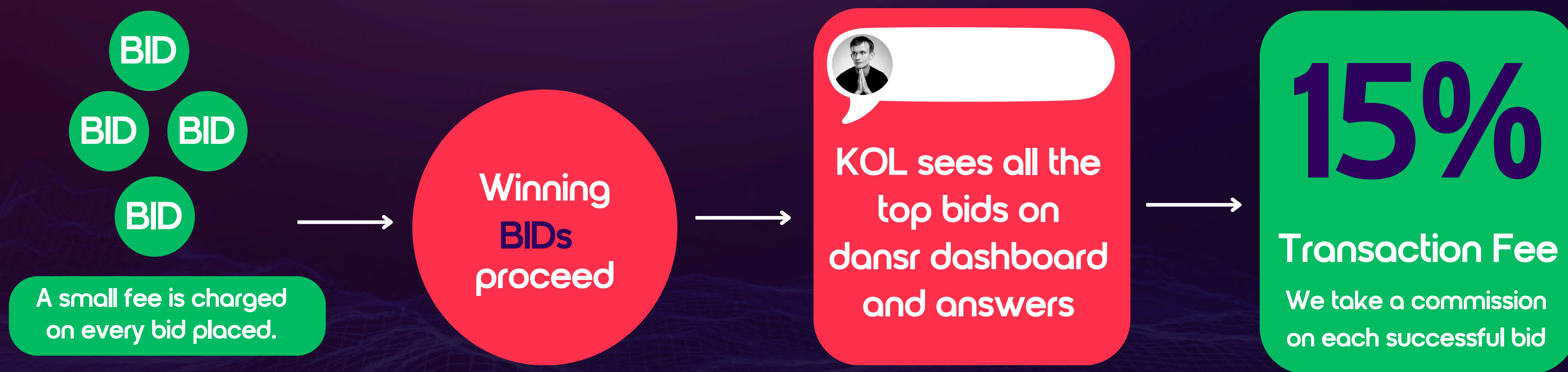
We think dansr fits right in.

Fans can interact with KOL Blinks directly on their 𝕏 feed to bid

3.14M
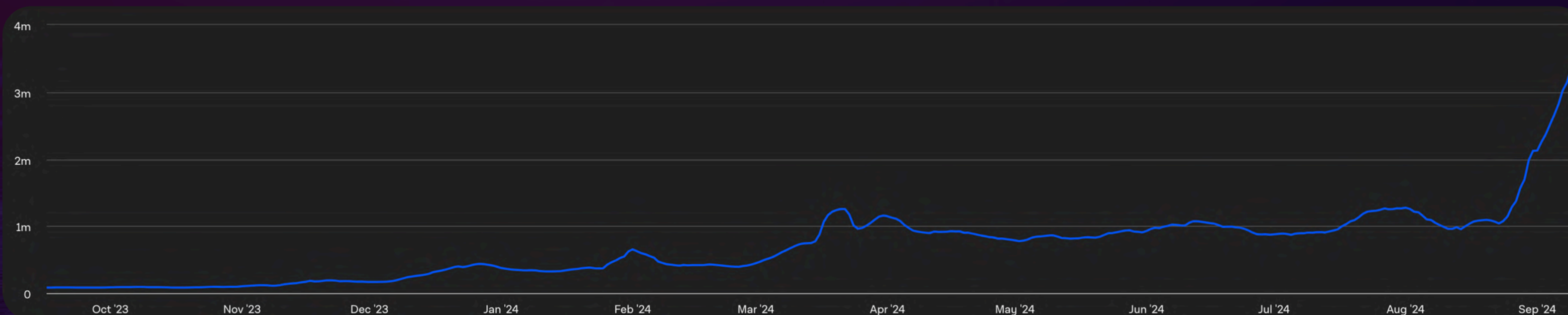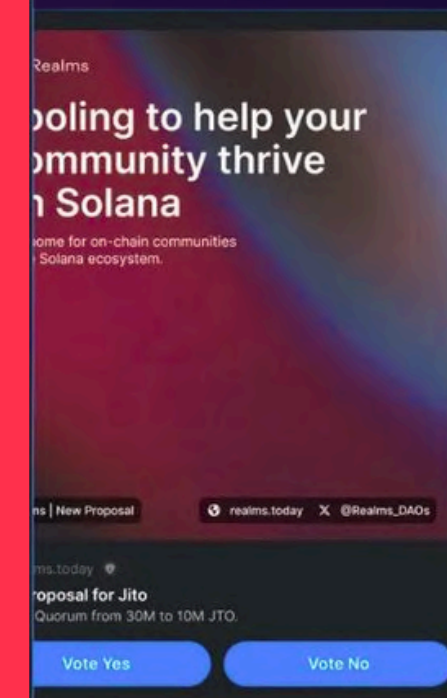
Total number of active wallets on SOLANA

A Simple, Sustainable Revenue Model

It's like Quora & Cameo had a web3 baby that made Insta kinda money.

BID
BID BID
BID

A small fee is charged on every bid placed.

→

Winning BIDs proceed

→

KOL sees all the top bids on dansr dashboard and answers

→

15%
Transaction Fee
We take a commission on each successful bid

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One for the road...map

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Phase 0

- Web & socials setup
- Deploy Questions Campaign landing page
- Breakpoint 2024 participation
- Concept validation via Questions Campaign

Phase 1

- Build MVP on X with Solana Blinks integration
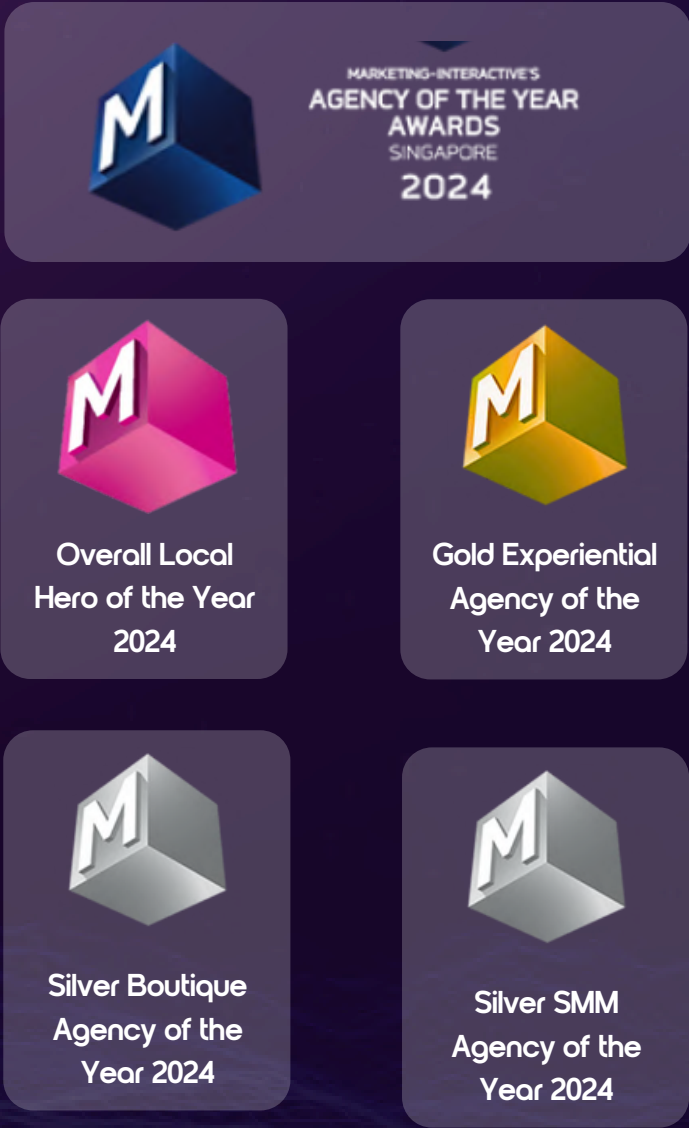- Users & KOL acquisition campaigns
- Onboard first 1,000 users & 100 KOLs

Phase 2

- Expansion to other platforms (eg. farcaster)
- Enterprise service and Dansr API launch

Our Team

dansr was conceptualised and is being built by the same team behind the award-winning KOL agency: <u>Gloo</u>

Award Winning KOL Agency Founder

The Network School Attendee

Superteam India Member and IslandDAO buidler

MARKETING-INTERACTIVE'S AGENCY OF THE YEAR AWARDS SINGAPORE 2024

Overall Local Hero of the Year 2024

Gold Experiential Agency of the Year 2024

Silver Boutique Agency of the Year 2024

Silver SMM Agency of the Year 2024