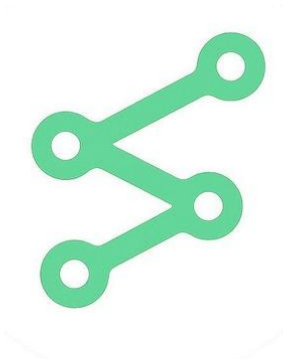


FABRICBOT ECOSYSTEM

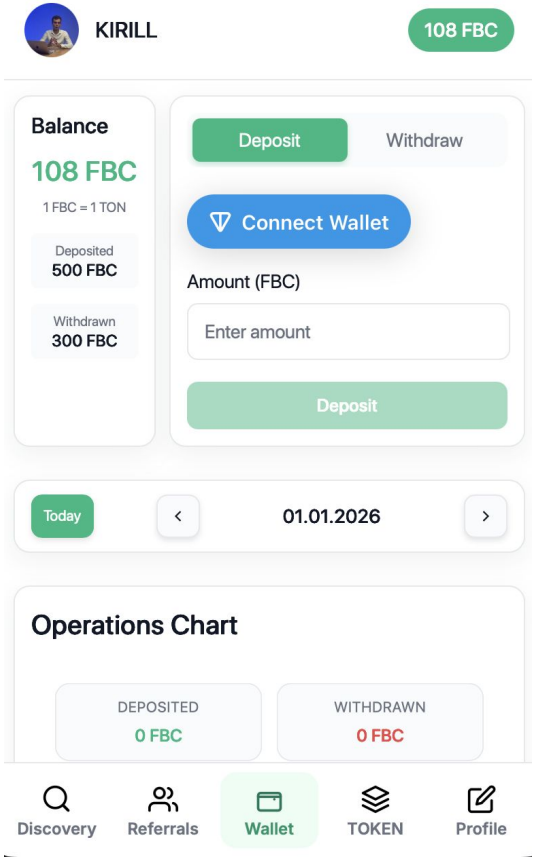
TON-powered commerce infrastructure: Telegram Wallet checkout + CPA/referrals + instant shops with standardized merchant ops

Product summary

We are building the **telegram-native commerce** stack for the open web: a 1-click **“pay with telegram wallet”** button for any website or app, plus **built-in referrals,** an instant store builder, and a **scalable p2p payments l**ayer on ton.

The product **turns TON payments into a daily business habit, not a “crypto feature”**.In one stack we standardize checkout, merchant tooling, distribution mechanics, and future p2p rails.

MVP is already launched



Market research: PAM (global crypto payment gateways & processing)

Our potential available market (pam) is the global category of merchant infrastructure that enables online crypto/stablecoin acceptance: checkout ux, payment processing, settlement, and merchant tooling. This is exactly the budget line we compete in, because we build a payment gateway + processing layer, but with a telegram-native wedge tools like CPA model.

Market estimates show this category is meaningful and fast-growing,

with 2024 market size around $1.5–$1.7b, growth to around $2.0b

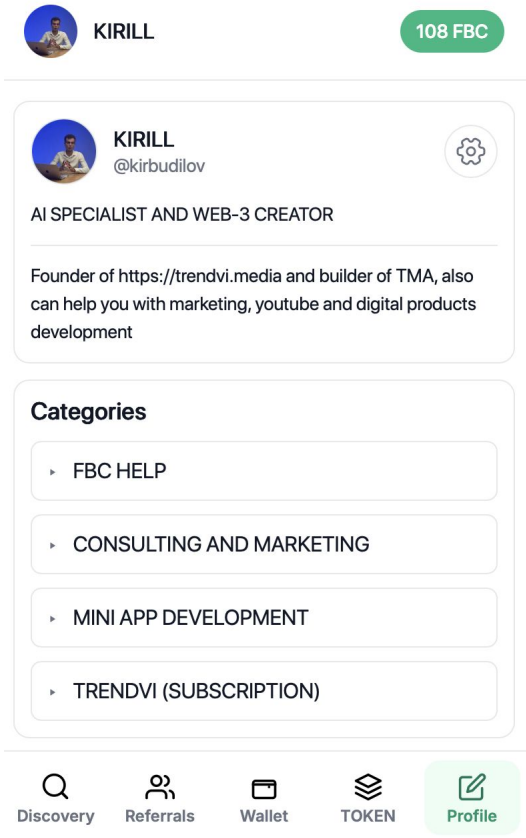
in 2025e, and a long-term cagr typically cited in the ~15–19% range across research estimates.

Market research: SAM (telegram × ton wallet checkout)

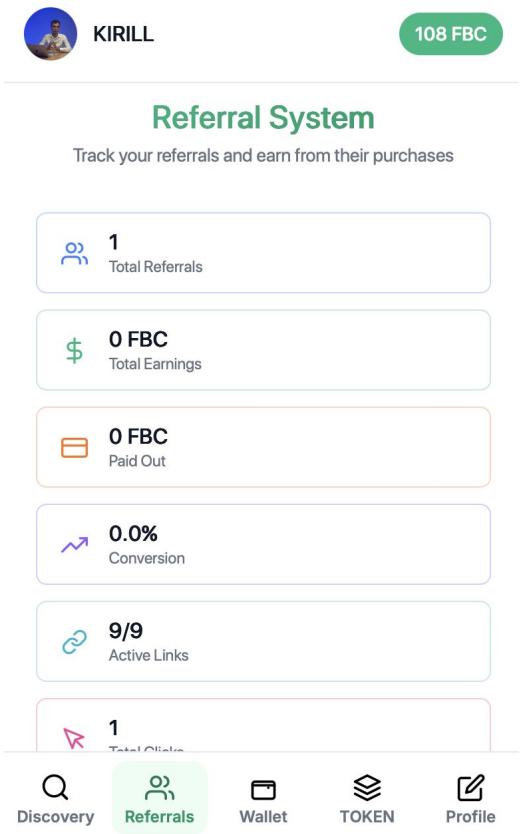
Our serviceable available market (sam) is not “all crypto users”. We are intentionally constrained to a specific environment: telegram distribution + telegram wallet user base + ton on-chain capability. The product does not work without telegram today, so we define sam as the market of buyers who can realistically complete a payment via telegram wallet / ton.

We anchor this funnel with publicly reported numbers: telegram has ~1b active users, which sets the distribution ceiling for telegram-native commerce. Within that ecosystem, wallet on telegram reported 100m+ sign-ups, indicating massive wallet reach inside the app.

Finally, ton’s on-chain metrics show the current wallet base and activity level; tonstat reports 49,826,460 activated wallets and 1,641,704 monthly active wallets (30-day rolling).



Market research: effective SAM model (sam → $ methodology)



To translate sam into dollars, we use an effective sam model. This is critical because not every wallet user sees a checkout button everywhere. The "real" market is demand (buyers who can pay) multiplied by supply coverage (how many merchants actually installed the button).

Effective sam (annual gmv) = monthly active wallets × paying share × transactions/year × aov × merchant coverage.

For a conservative, reality-anchored baseline, we anchor "paying wallets" to tonstat monthly active wallets (maw) instead of total created wallets. To communicate button value, we first model potential gmv if coverage becomes widespread, using the initial wedge we care about most: online products & services (digital goods, subscriptions, communities, saas, creator monetization). This wedge has the fastest integration path and the highest conversion impact.

Market research: “pay with telegram wallet” button value and lost gmv

Button value = potential annual GMV if “Pay with Telegram Wallet” is broadly available across online checkout points **(anchored to TonStat MAW = 1,641,704; focus: online products & services).**

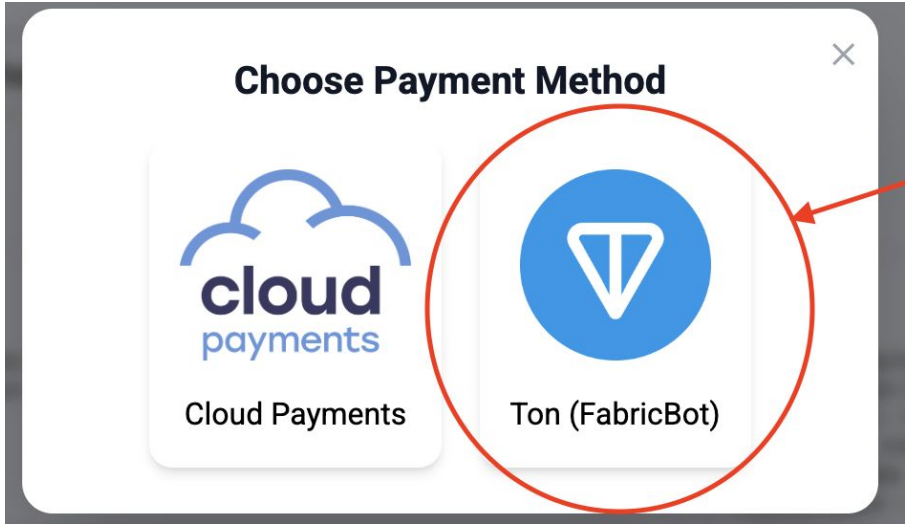
Conservative: 10% × 6 tx/yr × $50 AOV → ~**$49M GMV/yr**

Base: 25% × 18 tx/yr × $100 AOV → ~**$739M GMV/yr**

Aggressive: 30% × 24 tx/yr × $120 AOV → ~**$1.42B GMV/yr**

Lost GMV ≈ potential GMV × (1 – merchant coverage).

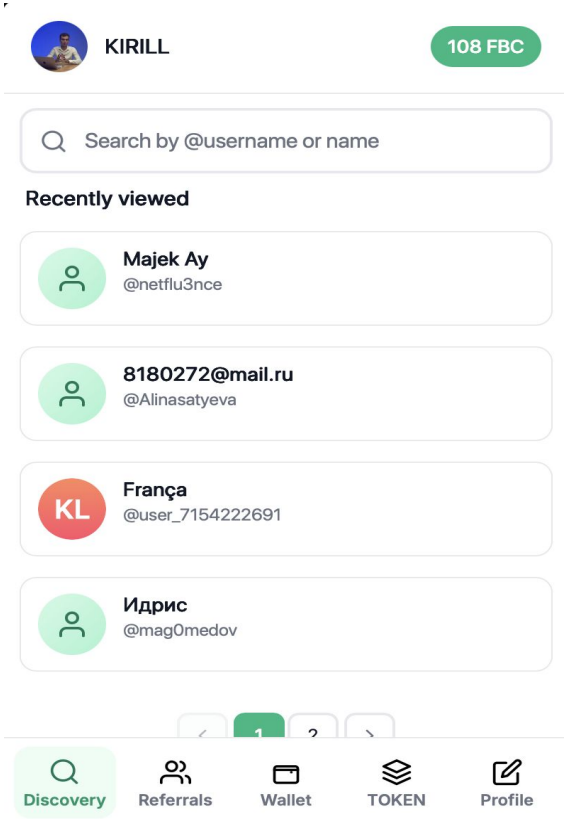
Assumption: coverage today ~**5–15% → 85–95% of potential GMV is still missed** (no frictionless TG wallet checkout on web/apps).



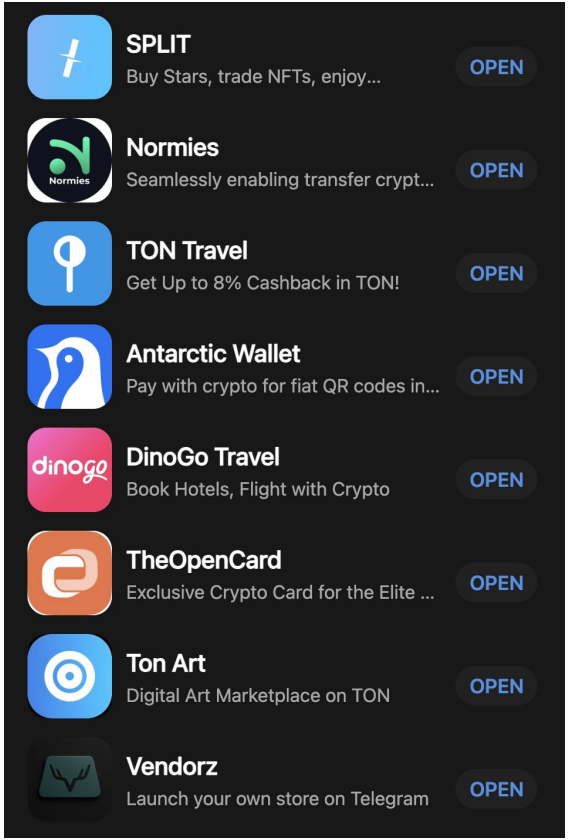
This button represents potential $739M GMV/yr

Market research: risks and objections

1. **Do people actually use Telegram Wallet?** Yes. Wallet reach is large (100M+ sign-ups), but our sizing is anchored to TonStat MAW (~1.64M) as the monetizable base. Demand exists today and scales with Telegram distribution.
2. **Why would merchants install this — isn't it niche?** Merchants don't need to be crypto-native; their customers do. Without frictionless checkout, merchants lose conversions from wallet-ready buyers. We start with online products & services where ROI is immediate.
3. **Will regulation kill adoption?** Regulatory risk is real, so we design around non-custodial, merchant-controlled on-chain settlement. We don't hold user funds and can add optional KYB/compliance layers where required.
4. **Isn't the space already crowded?** "Accept crypto" is crowded, but Telegram-native commerce is the white space. Most gateways don't combine 1-click TG wallet UX, referral attribution/payouts, and instant store deployment in one stack.



Competitor landscape (who already plays here)



The market is crowded, but mostly around “accept crypto”, not telegram-native commerce. Competitors fall into three buckets.

Global crypto payment gateways are strong at merchant crypto acceptance: invoices, settlement, plugins, and broad coin support. However, they are not built around telegram-native distribution or referral mechanics.

Telegram-native crypto payments exist inside telegram via wallet merchant rails, but they do not solve the broader “external surfaces” problem by themselves, meaning websites/apps, merchant coverage, and growth tooling.

Diy/custom integrations are possible, but they create fragmentation: inconsistent ux, no shared referral standard, and no network effects. The conclusion is simple: competition exists, but it is concentrated around generic crypto checkout, not a unified telegram-native commerce stack.

Telegram-native alternatives

Why not just use Telegram payments or build it in-house?

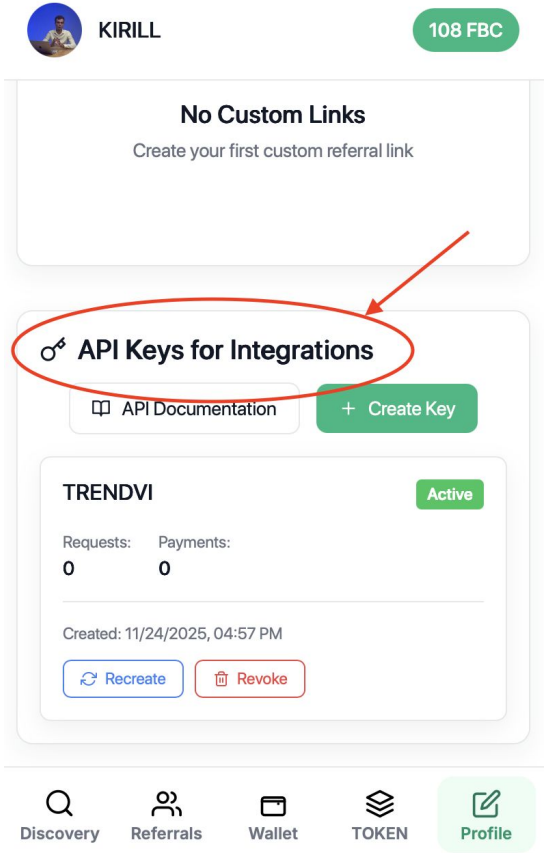
Merchants can, but it adds friction and doesn't solve external-web checkout as a scalable standard.

Telegram in-app payments are optimized for bots/mini apps inside Telegram, not for turning any website checkout into a Telegram Wallet flow.

Direct Wallet Pay integration requires onboarding and contractual/AML obligations, and the platform can change or revoke access under its terms.

Custom TON checkout creates hidden costs: ongoing maintenance, fragmented UX, reconciliation/analytics, and no shared referral/attribution standard.

Our answer is consistent: one standardized button + one merchant stack + a coverage engine (store builder, referrals, integrations) so merchants capture wallet-ready demand without rebuilding payments every time.



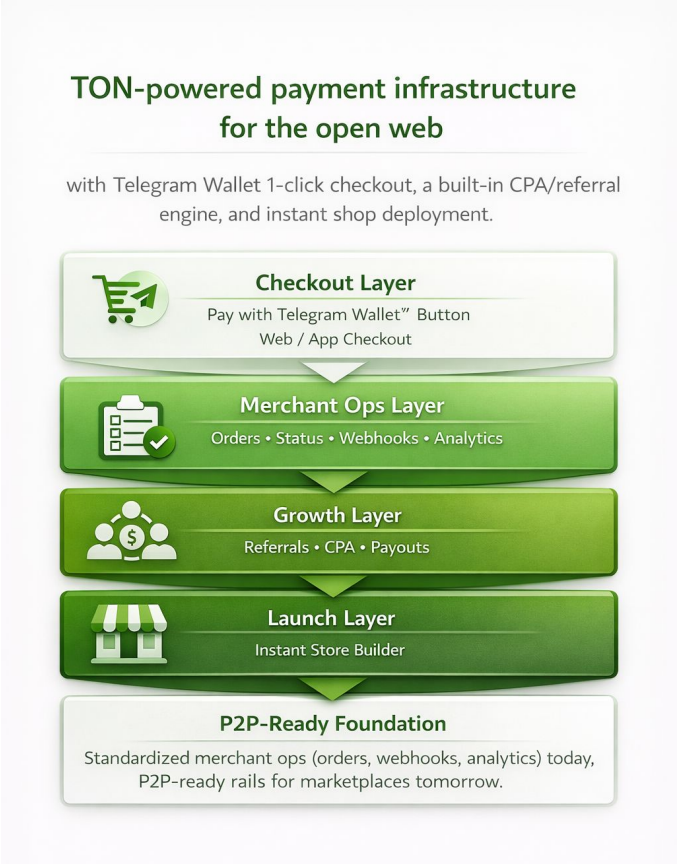
Product meaning (infrastructure layer, not just a payment method)

FABRICBOT is not another crypto gateway. It's an infrastructure layer that makes Telegram Wallet checkout scalable on the open web.

One stack: 1-click checkout button + merchant ops (orders, statuses, webhooks, analytics) + built-in referrals/CPA payouts.

Instant store builder accelerates merchant coverage, and the foundation is P2P-ready for marketplaces and network effects.

The moat is coverage + distribution + a standardized merchant stack.



User flow scenarios

Scenario 1 — Web checkout (1-click)

Customer selects “Pay with Telegram Wallet” on a website/app, confirms in Telegram, payment settles on TON. Merchant gets instant status via API/webhooks, order is marked paid (with full metadata).

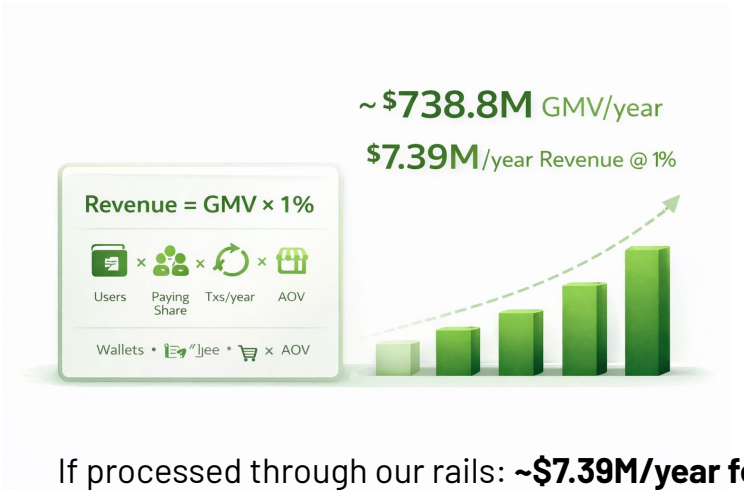
Scenario 2 — Referral checkout (CPA-native)

Partner shares a tagged link. Attribution locks at payment, rewards are calculated automatically, and payouts/balances update without manual reconciliation.

Scenario 3 — Instant shop launch

Merchant creates a store in minutes (no website). They start accepting Telegram Wallet payments immediately with built-in orders, status tracking, and analytics.

Financial and business models



Our model is intentionally simple: we ship a free merchant infrastructure layer to maximize adoption, and monetize objectively measured value — payment volume.

Core model: **Revenue = GMV × 1%**. GMV drivers: **MAW × paying share × tx/year × AOV × merchant coverage** (TonStat MAW = **1,641,704**).

Base potential (online products & services, broad availability): **~$738.8M GMV/year**.

If processed through our rails: **~$7.39M/year fee revenue (1%)**, before any SaaS/enterprise/payout tooling monetization.

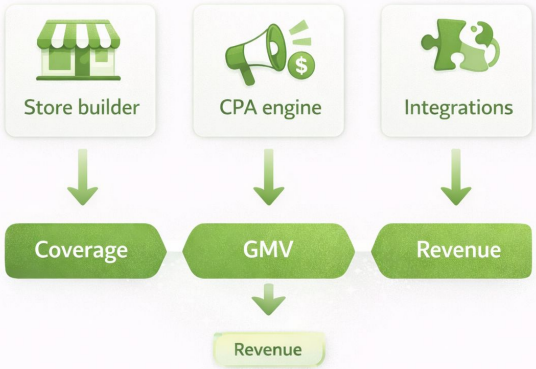
Merchants adopt ROI, not “payment methods”. We remove friction with one stack: checkout button + store builder + orders/status + webhooks/analytics + built-in referrals.

Revenue is execution-driven. We model SOM via merchant adoption: **Annual GMV = connected merchants × avg GMV/merchant/month × 12. Revenue = GMV × 1%**

Once coverage becomes the moat, a 1% fee scales into $10M–$100M+ annual revenue.

Merchants	Avg GMV / month	GMV	Revenue @ 1%
2,000	$5,000	$120M	$1.2M
5,000	$10,000	$600M	$6.0M
10,000	**$20,000**	**$2.4B**	**$24.0M**
100,000	$10,000	$12.0B	$120.0M

Project strategy and development steps



We win by making “Pay with Telegram Wallet” ubiquitous across online checkout points. We start with online products & services (digital goods, subscriptions, communities, SaaS, creators) where integration is fastest and ROI is immediate.

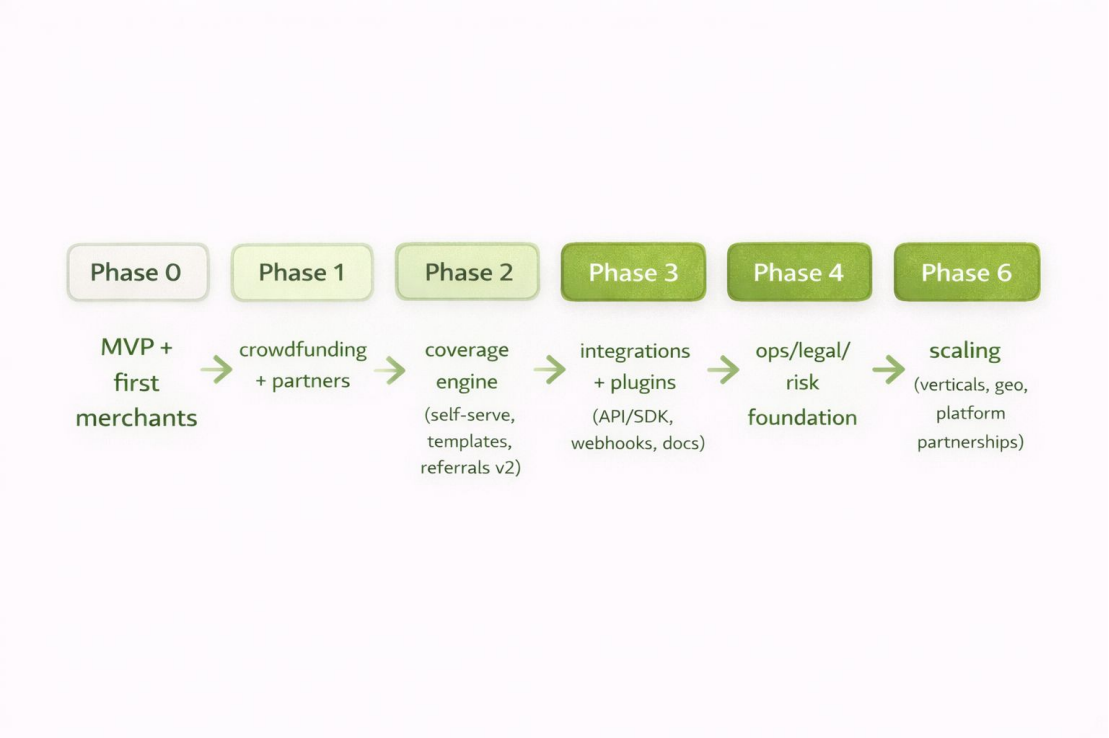
3 growth channels (run in parallel):

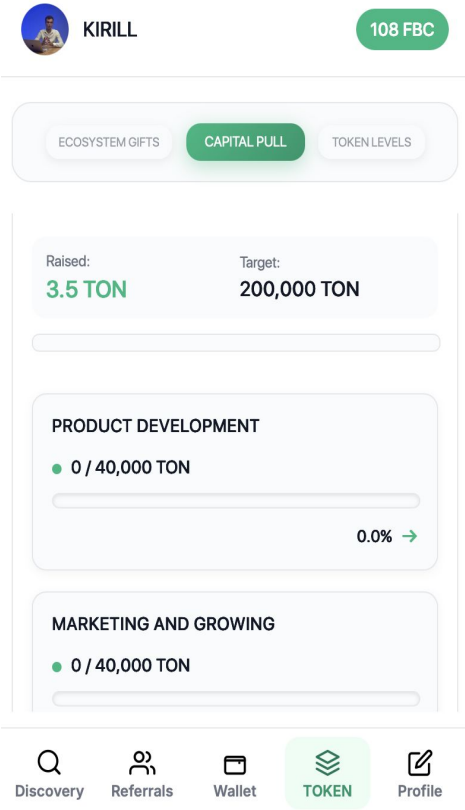
- Self-serve store builder → fastest onboarding
- CPA → distribution loop baked into payments
- Integrations/plugins → multiplies checkout area

KPIs: activation < 7 days, monthly active merchants, GMV/merchant, % GMV via partners, CAC payback.

Roadmap phases (parallel execution, sequential logic)

MVP → coverage engine → infrastructure maturity → scale.





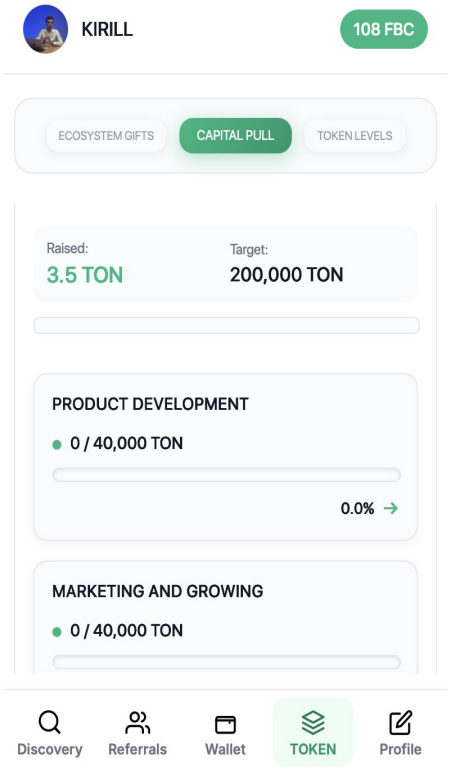
Current stage of the project is PHASE 1

We are already in execution: MVP is live, merchants are onboarding, and crowdfunding is active to fund velocity and distribution.

Right now we focus on: online products & services (fastest wedge, clearest ROI).

What we prove: frictionless setup + measurable conversion uplift + repeatable merchant activation.

Output of this phase: onboarding playbook, first meaningful GMV, and benchmarks for integrations + payouts scaling.



Token launch is a new layer for ecosystem

FABRICBOT is a **TON-powered payment** infrastructure with a CPA engine and instant shop building.

We monetize fees on GMV**, but we also prepare a utility token issuance as an additional scaling layer.**

Why token issuance is logical in our model:

the business already produces measurable throughput (GMV → fees), and a token allows us to coordinate incentives and distribution at ecosystem scale.

We already have technical readiness: the TON smart contract is implemented.

The token is not “instead of revenue”. **It is built on top of the infrastructure to accelerate adoption across merchants, partners, and buyers.**

Token utility and new financial layer

The token is designed as a utility instrument tied to real platform activity (not speculation). Incentives: rewards for merchants/partners for onboarding, activation, and volume milestones. Access: staking unlocks better fees, higher referral multipliers, premium tooling, and SLA.

Utility links token demand to real payment throughput. We don’t guess token price. We model token value from real throughput.

Fee revenue = GMV × 1% / Annual token sinks = fee revenue × α (policy variable, e.g., **α = 30%**) / **Implied market cap ≈ annual sinks × M** (illustrative multiple: **10× / 20× / 40×**)

Connected merchants	Annual GMV	Fees (1%)	Sinks (α=30%)	MCap @ 10×	@ 20×	@ 40×
2000	$120M	$1.2M	$0.36M	$3.6M	$7.2M	$14.4M
5000	$600M	$6.0M	$1.8M	$18M	$36M	$72M
10000	$2.4B	$24M	$7.2M	$72M	$144M	$288M
100000	$12B	$120M	$36M	$360M	$720M	$1.44B

Crowdfunding now, ICO later (ecosystem-first launch)

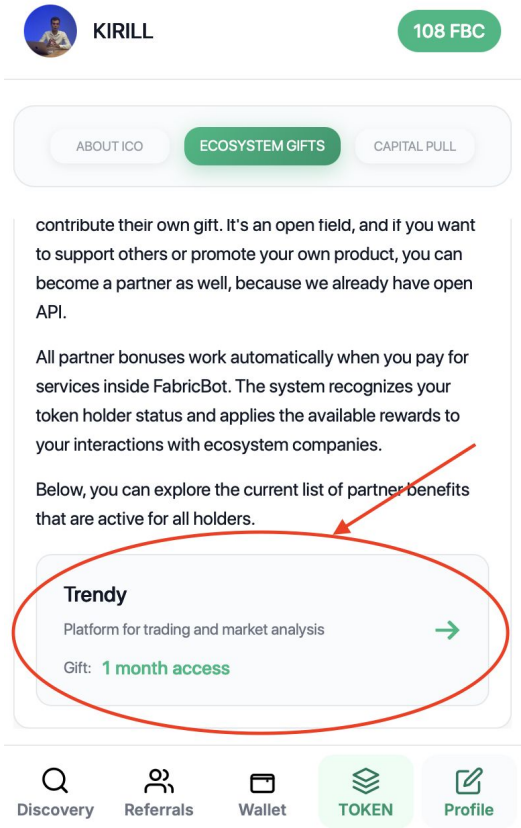
We plan a future ICO as a scaling layer, but we are not starting with it. Right now we are launching through a crowdfunding model that builds the ecosystem first.

Mechanics: a supporter makes a **100 TON donation** and receives an **ecosystem benefit pass** — discounts and perks from participating merchants.

For supporters, it's real utility from day one (not speculation).

For merchants, it's pre-launch distribution: visibility inside the supporter network, early demand, and conversion-ready buyers — effectively paid marketing through perks.

This launch model accelerates merchant coverage and early GMV, and sets the foundation for a future ICO when traction is proven.



Who stands behind the project and why people will trust us

This project is founder-led and publicly accountable. We don’t hide behind anonymous brands — we combine personal distribution, hands-on Telegram/TON execution, and public accountability — we ship fast and we stand behind the product with our names.

Kirill Budilov — founder and public face

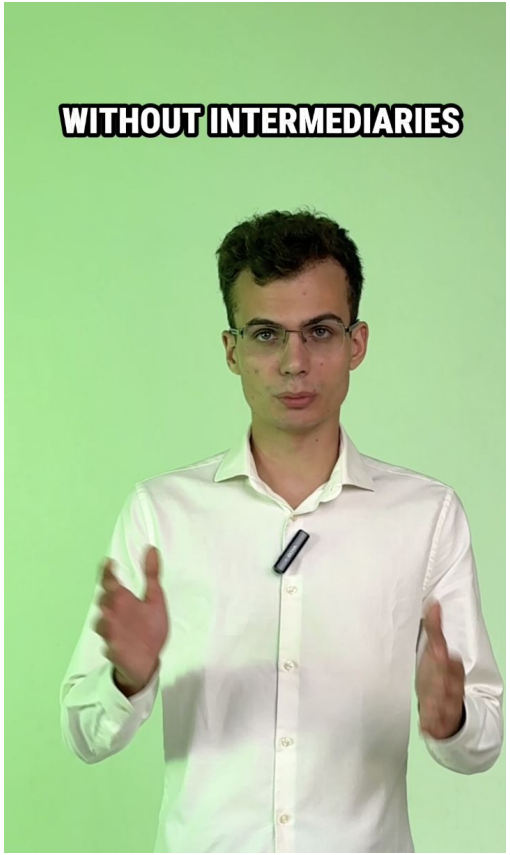
Kirill is a creator of Trendvi.media (saas). He drives product positioning and distribution. The growth strategy is built around a personal brand and transparent execution, which is why Kirill actively develops his social channels.

Michael Kosarev — co-founder and operations lead

Michael runs execution: product delivery, partnerships, and the merchant onboarding machine. We have developers working “in the shadow” — building TON smart contracts, payment flows, and merchant infrastructure.

Our X

Our YT



Investments proposal and offer

We finance the project in stages, aligned with the milestones that unlock the next order of magnitude in coverage and GMV.

Stage 1 (now, live): $300k crowdfunding and strategic investor conversations

MVP hardening + faster merchant onboarding + referral v2 + store builder v2 + distribution pilots.

Stage 2 (next): $1–2M investor round

Coverage engine: integrations/plugins, partner network at scale, ops/legal, and first crypto↔fiat readiness.

Stage 3 (growth): up to ~$10M total plan

Platform distribution, vertical expansion, reliability, and operating capacity for the 10k → 100k merchant path.

How you can help beyond capital: **media reach, social capital, intros, and referrals** (merchants, platforms, partners, funds). Distribution accelerates coverage faster than paid spend.

Capital plan + how you can help (not only money)

We are building in stages.

The full scale plan requires up to **~$10M** over time, but we are not raising it all at once.

We are engaging strategic investors in parallel because distribution and coverage scale faster with the right partners. What we offer:

We are open to investment structures including equity, token allocation, or a hybrid deal.

Terms are discussed case-by-case, especially for partners who bring media reach, intros, merchant/platform distribution, or ecosystem leverage. If this thesis resonates, let's discuss the right structure and the right stage to enter.

Contact us (telegram):

@kirbudilovfbc

Appendix — Glossary & Sources

- **PAM** — total category market we compete in (crypto payment gateways & processing).
- **SAM** — serviceable market inside our constraints (Telegram distribution × Telegram Wallet / TON ability).
- **SOM** — the share we can capture through execution (merchant coverage × distribution).
- **GMV** — total payment volume processed via our rails.
- **MAW** — monthly active wallets (monetizable base; used as anchor).
- **AOV** — average order value.
- **Tx/year** — transactions per wallet per year (assumption range by scenario).
- **Take rate** — processing fee (we model **1%** for core fee scenarios).
- **Merchant coverage** — % of relevant checkout points where “Pay with Telegram Wallet” is available.
- **CPA engine** — referral attribution + payout logic embedded into the payment flow.
- **Non-custodial** — we don’t hold user funds; settlement is merchant-controlled on-chain.
- **Token sinks (α)** — % of fee revenue routed to buybacks/rewards/grants (illustrative parameter).
- **Sink multiple (m)** — valuation multiple applied to annual sinks (illustrative; not price prediction).

Primary sources referenced in the deck

- **Market sizing (PAM):** The Business Research Company; ResearchAndMarkets / BusinessWire.
- **Telegram distribution + wallet reach:** TechCrunch (Telegram 1B users; Wallet sign-ups).
- **TON on-chain activity (MAW, activated wallets):** TONStat.
- **Gateway pricing benchmarks (take rate):** CoinGate pricing; NOWPayments pricing; BitPay pricing/support.

Note: scenario numbers are modeling assumptions for early-stage planning, anchored where possible to TONStat MAW.