



# Customer Deep Dive

# Customer Segment Deep Dive 2026



## 1. NATIVE FUNDRAISING CLIENTS

- Profile: High-quality Web3 projects and Web2 startups raising \$5-15M seed/Series A rounds
- Pain Point: Want token utility AND equity upside without securities violations or choosing between tradfi VC (equity only) and crypto launchpads (tokens only)
- Minted Solution: End-to-end dual-state token infrastructure with SPV-backed equity access through the ELE

### ECONOMICS

- Upfront: 5-10% success fee + 10% equity stake + 5% token allocation
- Recurring: 2.5% ELE entry fee + 2.5% ELE exit fee (ongoing trading revenue)
- Average LTV per client: \$2M+ (upfront fees + 3-year ELE trading volume projections)

### MARKET SIZING:

- TAM: 500+ high-quality projects launching annually across Web3/Web2
- 2026 Target: 25 clients (5% capture rate) raising \$250M total (\$10M avg)
- 2026 Revenue Contribution: \$50.0M

## 3. PROTOCOL INTEGRATION PARTNERS

- Profile: Established DeFi protocols, DEXs, and Web3 infrastructure providers with live tokens (Uniswap, Aave, Compound, 1inch-style projects)
- Pain Point: Token utility exists but no equity anchor or compliant path to share revenue/governance upside with holders
- Minted Solution: Retrofit ELE smart contract integration for existing tokens—unlock equity layer without new token issuance.

### ECONOMICS

- Upfront: Revenue share rights on protocol fees (5-15% of treasury/revenue streams)
- Recurring: 2.5% ELE entry fee + 2.5% ELE exit fee on all token↔equity conversions
- Average LTV per protocol: \$500K-\$2M+ (depends on protocol treasury size and token holder engagement)

## 2. WHITE-LABEL PLATFORM PARTNERS

- Profile: Existing launchpads, DAOs, and ICO platforms (Polkastarter, DAO Maker, TrustSwap, Seedify, GameFi)
- Pain Point: Limited infrastructure to offer equity-backed tokens—communities demand more than pure speculation
- Minted Solution: White-label ELE integration plugin for existing platforms to differentiate offerings

### ECONOMICS

- Upfront: \$20K integration fee + \$3K/month platform subscription
- Recurring: Shared success fees on launches + 50/50 split of ELE trading fees
- Average LTV per platform: \$1.5M+ (5 ICOs/year × 3-year partnership)

### MARKET SIZING:

- TAM: 50+ active launchpad/platform providers seeking differentiated infrastructure
- 2026 Target: 5 platforms (10% capture rate) hosting 25 ICOs (\$75M raised total)
- 2026 Revenue Contribution: \$3.3M
- Why 10% capture is achievable: Partnerships with Tier 2 launchpads struggling to compete with Binance Launchpad/Coinlist—ELE becomes their competitive moat
- Key Dependencies: Partner platform deal flow and community adoption (mitigated through co-marketing and rev share alignment)

### MARKET SIZING:

- TAM: 200+ established protocols with \$10M+ TVL seeking equity integration to reward loyal communities
- 2026 Target: 25 protocol partners (12.5% capture rate)
- 2026 Revenue Contribution: \$3.5M
- Why 12.5% capture is achievable: Strongest product-market fit—protocols are actively seeking ways to distribute value beyond inflationary token emissions. Targets include DAOs with treasuries looking to formalize equity relationships post-decentralization.