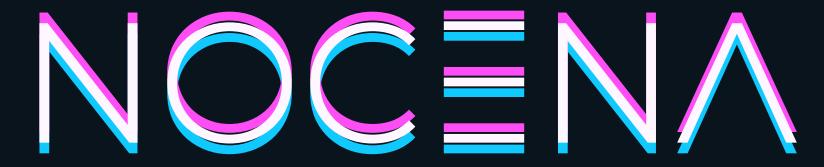




Your content
Your profit

Input the code to enter

P T C D C K



Overview of the whole project

Social network built for influencers

Encouraging users to build new good habits

Combining Web2 app with blockchain

Game-changing B2B model with no ads

Hey! I have an idea...

1M AGO



Built around the concept of challenges



PROBLEMS

Why do we need a new social network?

Influencers

1

If they want to **monetize their content** their only options are unreliable YouTube monetization, hard to find deals with companies or TikTok streams where they get less than 1/2 of what the user spends.

Users

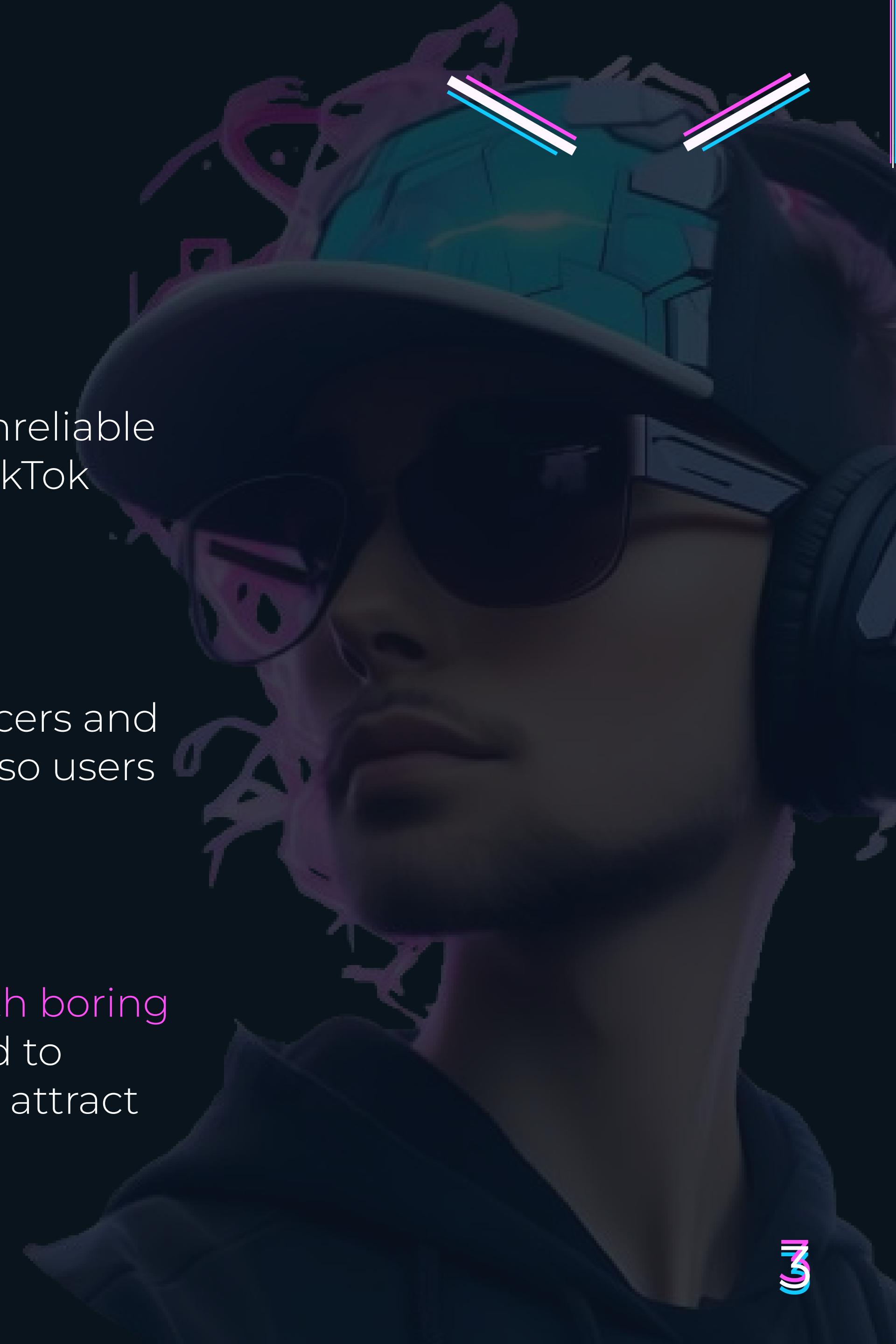
2

Nowadays it is impossible to get close to your favourite influencers and there is really no way to **request specific content** from them. Also users are always looking for a new fresh way to have fun online.

Companies

3

It is hard to use other platforms well, since they are **flooded with boring ads** that users are more and more accustomed to skip. It's hard to execute and measure influence marketing in case you want to attract customers to physical stores or to try your new product.



3

SOLUTIONS

How we solve these issues

Influencers

1

They are going to get paid for their content in this token. They can either be challenged to create a specific video for some money, or they can set up a bigger challenge and let users fund raise for it.

Users

2

This app allows for a much closer connection to favourite creators. They can compete in **leaderboards for the biggest fan** and even get specific content to suit their needs (i.e. exercise plan from fitness influencer).

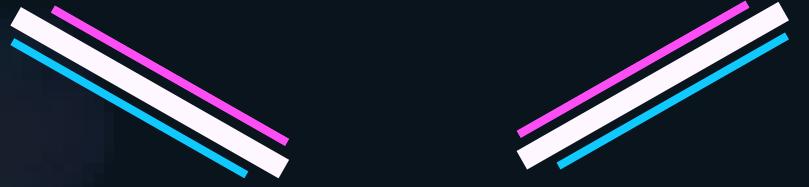
Companies

3

Instead of spending money on ineffective ads, companies can buy our token for **public challenges** and motivate users to visit a selected place. For influencer marketing they have an exact tool to count how many real people will be exposed to their content.

4

BUSINESS MODELS



Concrete use cases

1

Influencers

Users have challenged their favourite influencer to show off his new Mustang by taking it out and drifting in a scenic spot. Normally, the influencer would be hesitant to accept a challenge like this as he would have to spend significant money on completing it (he would ruin his new tires and need to hire a specialized team to produce a high-quality video along with modern drone shots). However, thanks to Nocena, he will be able to calculate the cost and raise the necessary funds from his followers.

2

Users

The user challenges the influencer to do more pushups than them and offers a reward. **Both of them are winning.** The influencer receives the reward and the user increases their presence on social media and interacts directly with their favorite influencer. This way they can even be seen in all time leaderboards as the #1 fan.

3

Companies

An electric scooter rental company in Prague challenges users to see if an electric scooter can go through traffic faster than a car. They pay for each completed challenge while it **brings them real business.** Another example is a clothing brand challenging users to take a picture of the craziest outfit they can find in their store.

5

DAILY CHALLENGES

Map of challenges for users to earn token

The daily challenge is created inside the app using our unique AI solution. Users must upload a photo of themselves in a situation defined by the challenge. For example, take a picture of yourself with a bottle of Coca-Cola.

If the user doesn't fulfill the challenge, they won't be able to see pictures of their friends' daily challenges. Daily challenges will be seen only among friends. To motivate users further, there will also be rewards in Nocenix tokens at the beginning. This daily activity helps to build a habit of using the app every day.

Example: Take a picture with a yellow car



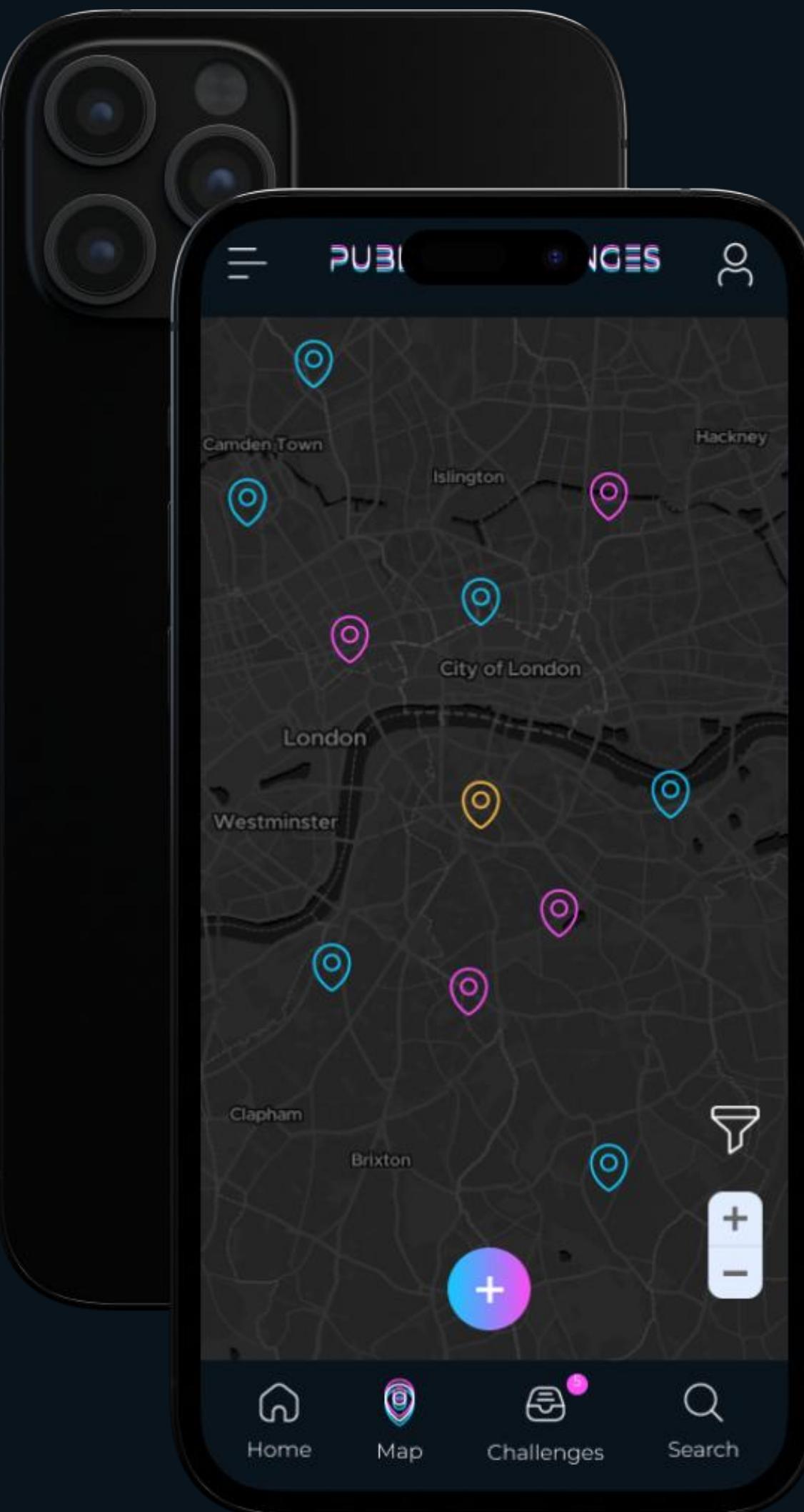
PUBLIC CHALLENGES

Map of challenges for users to earn token

Another way users will be able to complete challenges is through a map of public challenges. On this map users can set up cool spots in their neighborhood for other users to compete in.

This feature is mostly important for the B2B business model, because this way businesses can set up challenges in **their own stores** for users to compete

Example: Eat the super spicy wings menu in under 15 minutes



PRIVATE CHALLENGES

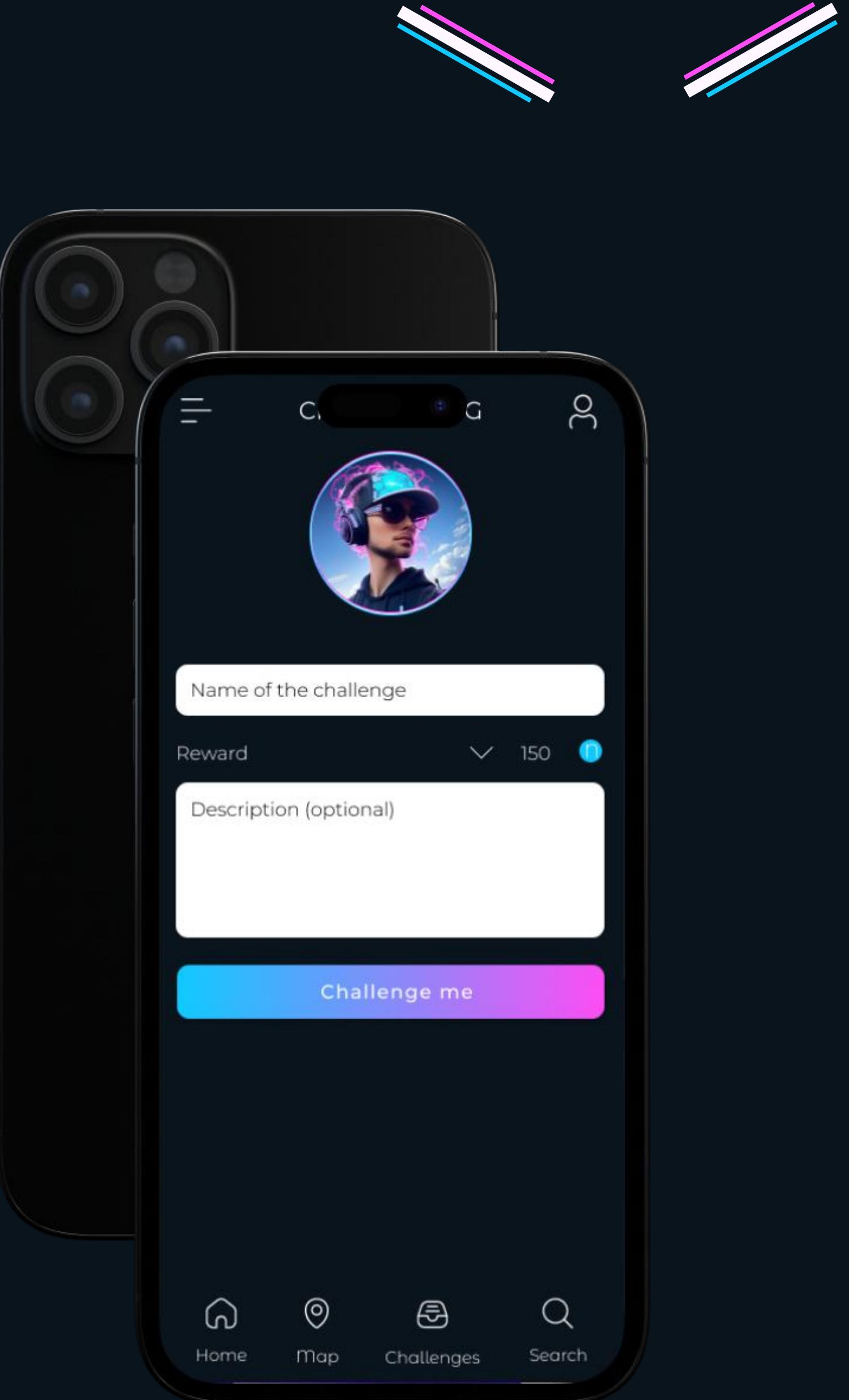
Users send challenges to one another

Users give each other challenges on the app and they send each other our token. The challenges can also be long term - like a fitness challenge to do 100 pushups each day for a month.

This is the **main feature of the app** and the main usage of our token.

Challenges don't have to be just fun and fitness, food influencers can be challenged to cook a specific meal and give the recipe to their users. Or a travel influencer can show how to travel cheaply around the world like this.

Example: Try walking on highline



INTERACTIVE LIVESTREAM

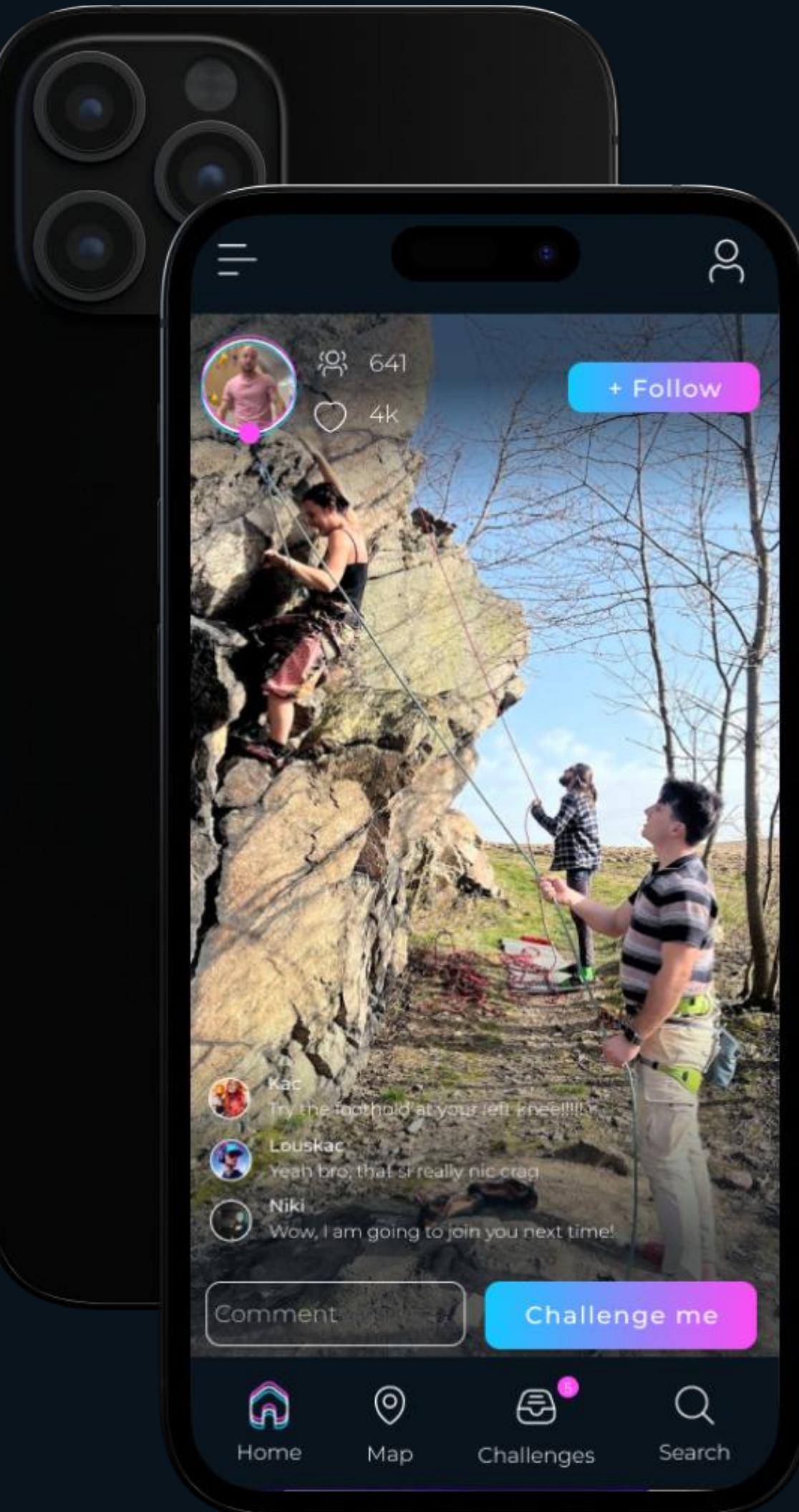
Raising funds for the stunts

This is our truly innovative feature that has been developed based on the specific needs of real influencers that were unhappy with the TikTok live streaming feature. Firstly, TikTok is cutting the reward by 50% on each transaction. Secondly, the livestream is not interactive at all so basically the only incentive is that users will get their name read by the influencer and will be publicly thanked.

On our platform the viewers can challenge the streamer to do a specific challenge. Then they vote together if the challenge was completed or not. Also we bring many innovative features like “stream battle” where two streamers can connect their livestreams and compete in challenges together, or make their viewers compete in activity with the other group

Here even shopping will be possible!.

Example: Hop on that bus you see and ride in to the last station



INFLUENCER SECURE INCOME

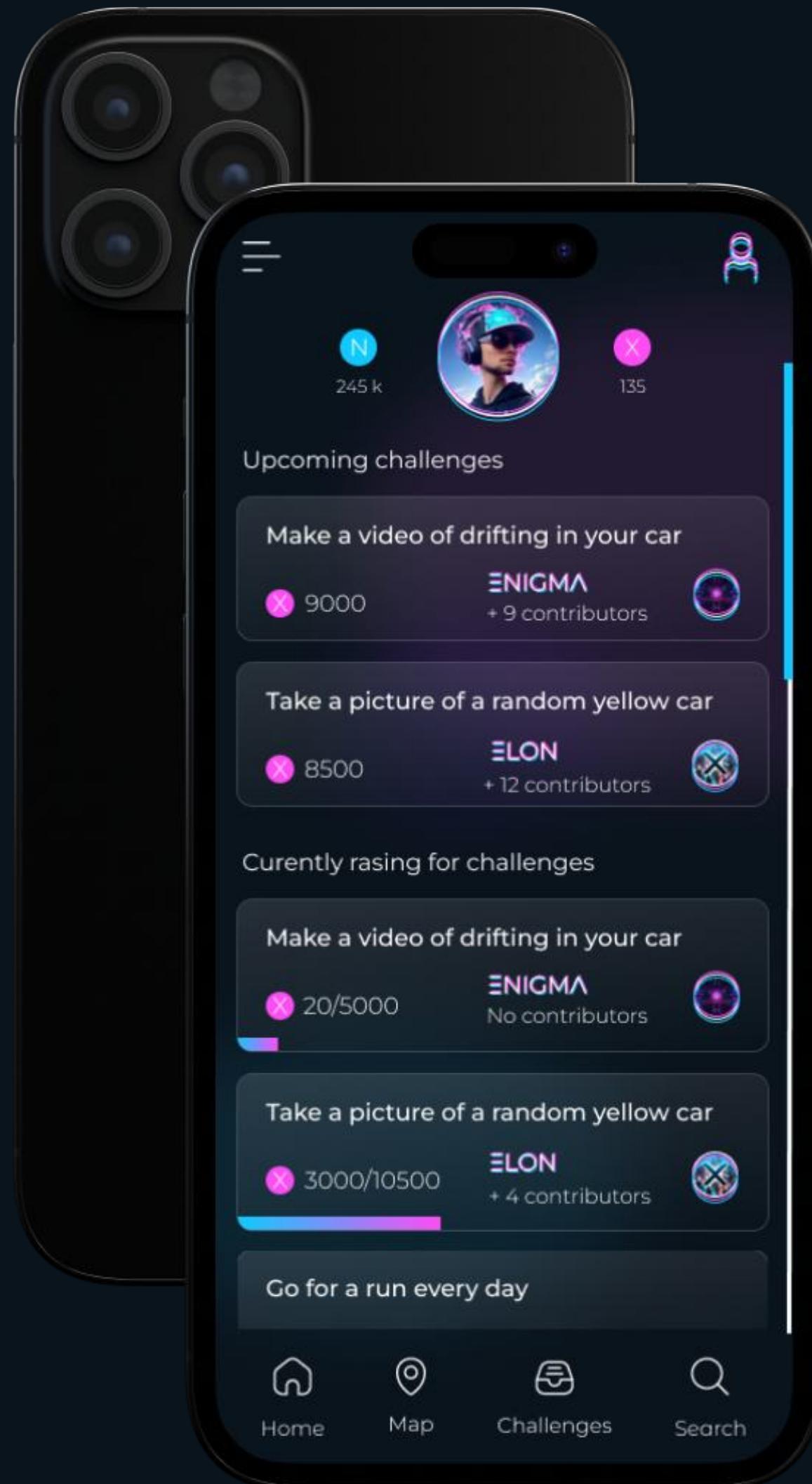
Raising funds for the stunts

Thanks to this feature everybody can become a famous influencer. All it takes is just one good idea. It also allows influencers to test their ideas before they invest in their stunts and find out they didn't bring them enough attention and income as they hoped for.

Verified users are allowed to create challenges and ask users to fund them via the Nocenix token. This is the first crowd funding for influencers.

Case study: Adam loves drifting, and his followers love watching it! But Adam doesn't want to destroy his tires without knowing that the video will attract enough attention and revenue to cover his costs. With this feature, he can ask his followers to fund his stunt. Once he hits the fundraising target, the tokens will be locked until he performs. Then, after the challenge is completed, the tokens will be released to Adams's wallet.

Example: Drifting challenge - because it is expensive for influencer to complete it, they will want to raise funds for it





Our platform native-token

In app money

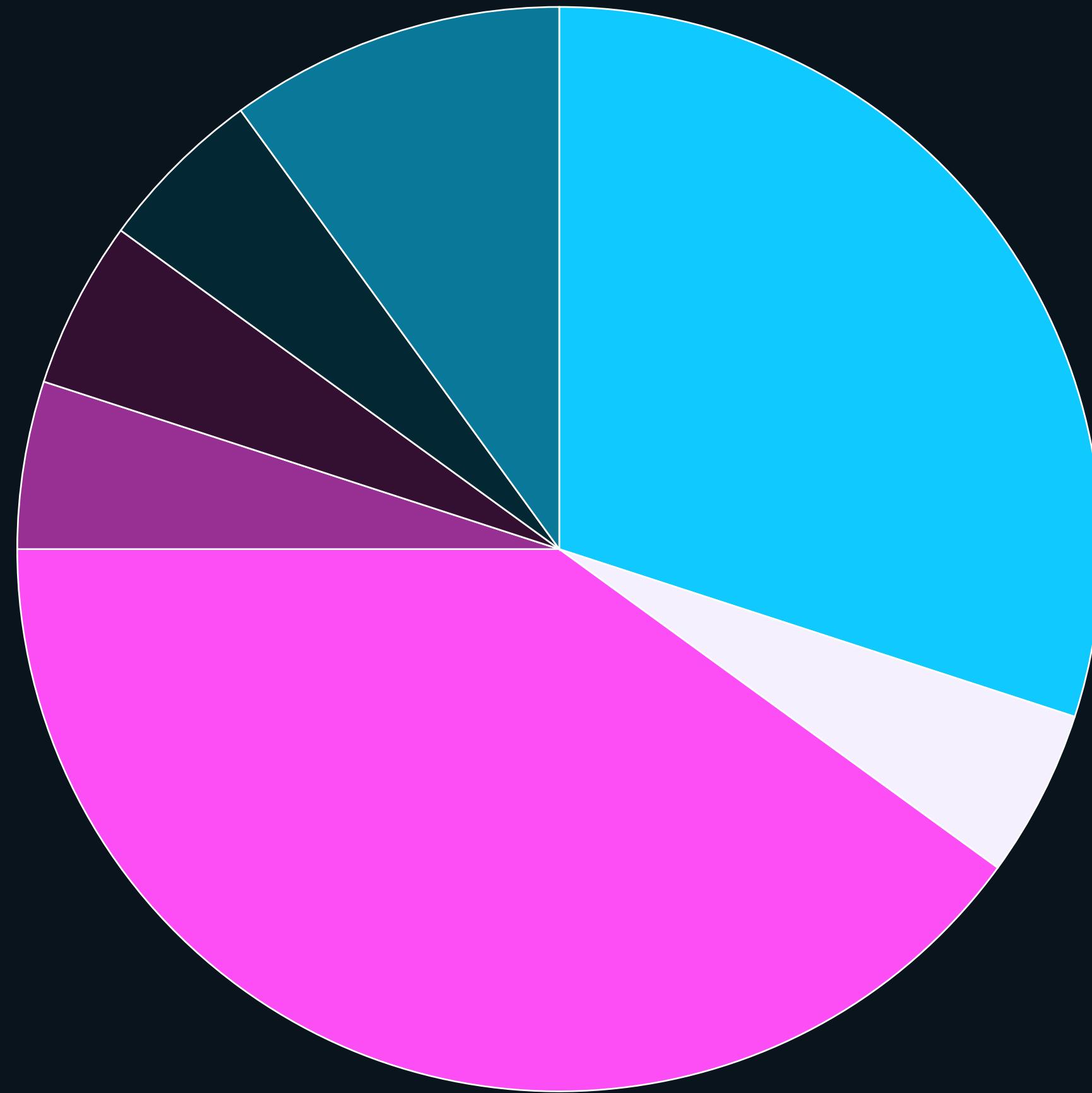
Deflationary mechanism

Quality tokenomics

Token growth with platform

Solana based

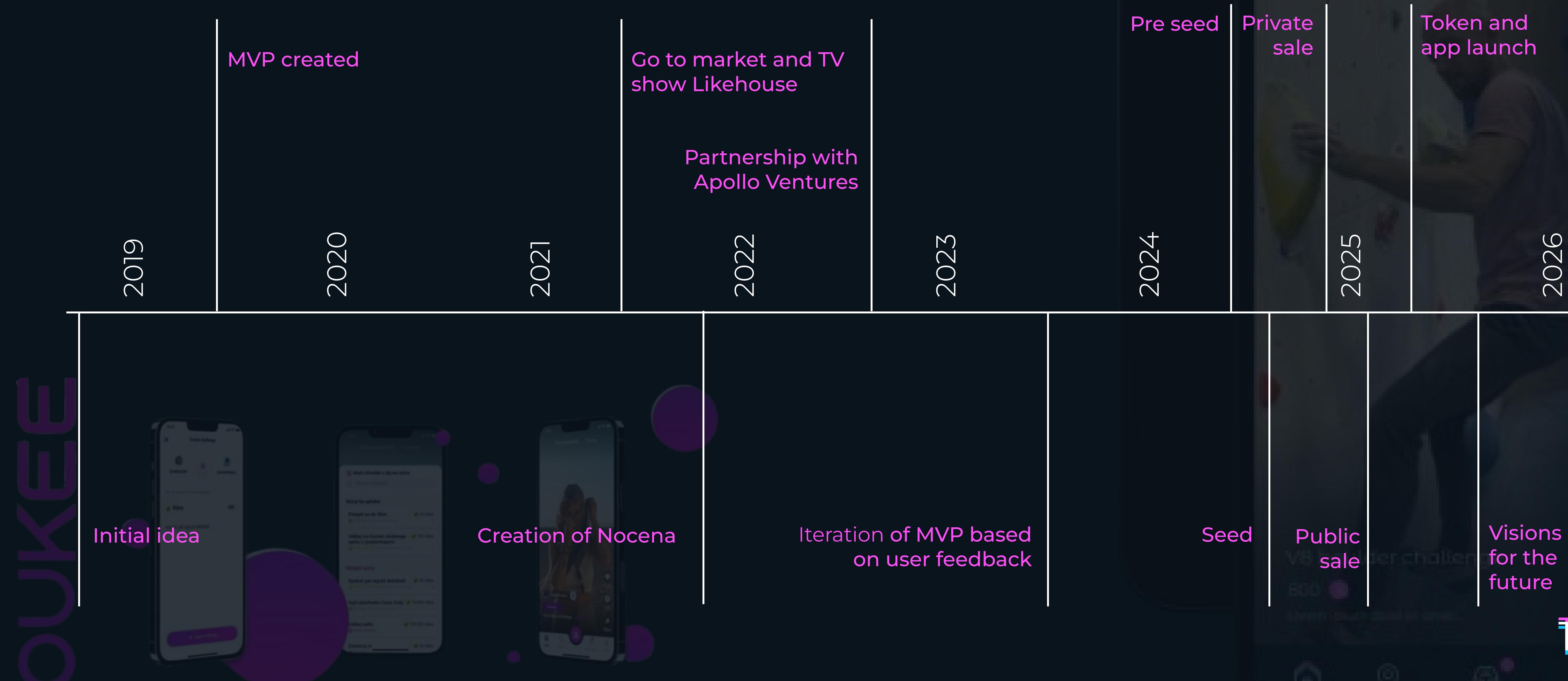
In app token with high utility



- Public sale (5%)
- Private sales (30%)
- Team (10%)
- Integration grants (5%)
- In-app incentives (5%)
- Liquidity (5%)
- Ecosystem (40%)

ROADMAP

From funds raising to main KPI





Our tested MVP

100k

Downloads in 4 days

1M

People reached with first
marketing campaign

300k

MAU in 3 months
(TikTok had 900k
simultaneously)

OUUKE



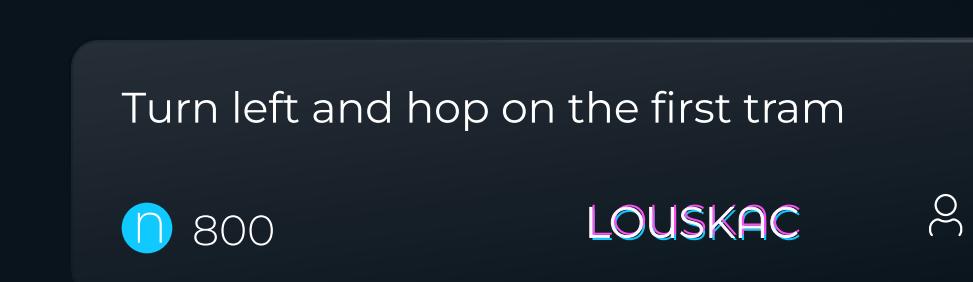
VISION FOR THE FUTURE

How this app could be used in a couple of years

Gaming

Augmented reality

Wearables



Climb up that tree

n 800

LOUSKAC



Give that cute girl some flowers

x 800

LOUSKAC



What is the potential of the app

INFLUENCER ECONOMY

\$ 280 B \$ 480 B

Current market
size Projected growth
(2027)

Source: Goldman Sachs

GLOBAL LIVE-STREAMING

\$ 90 B \$ 559 B

Current market
size Projected growth
(2032)

Source: Market Research Future

ASIA PACIFIC LIVE-STREAMING

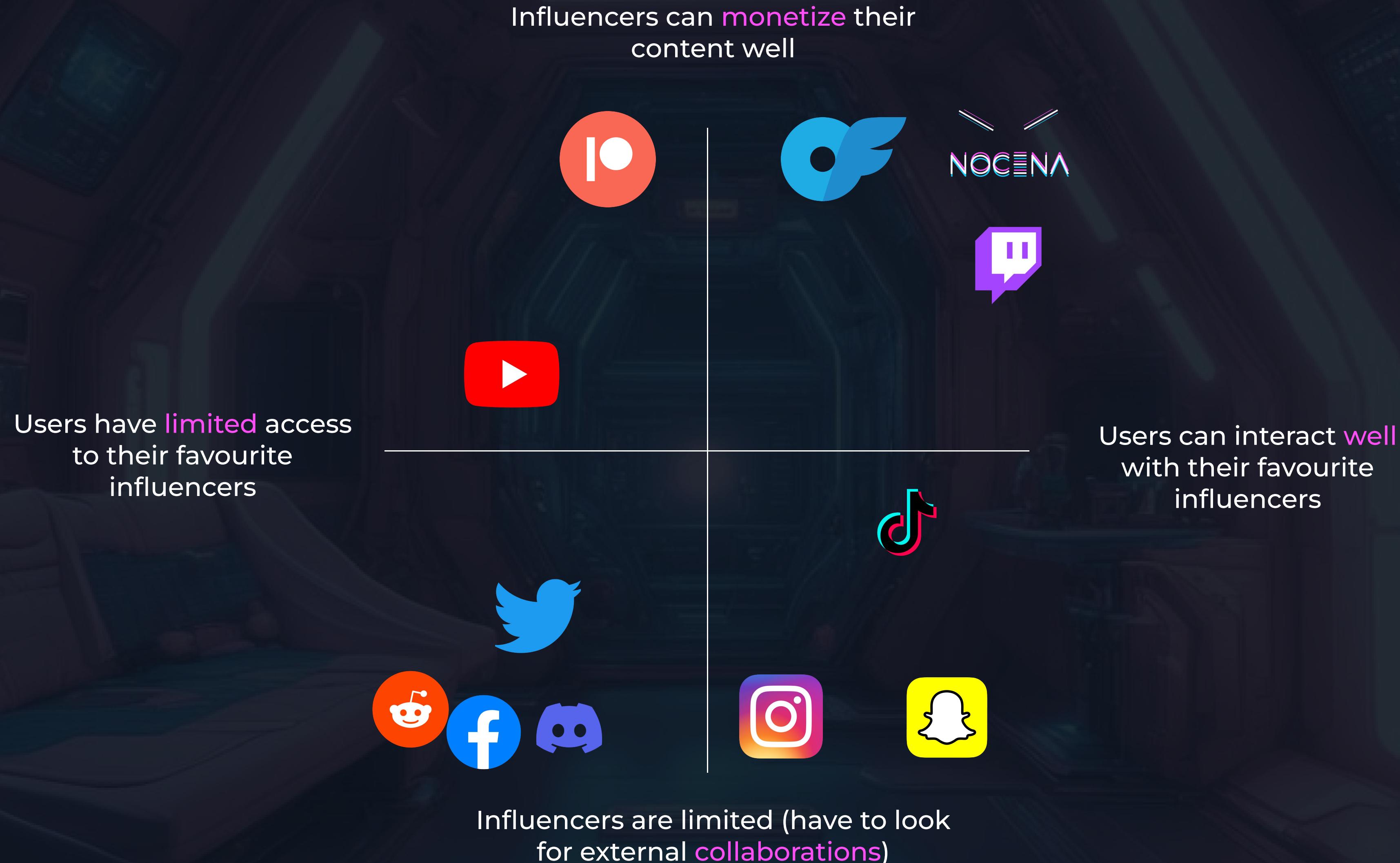
\$ 15 B \$ 113 B

Current market
size Projected growth
(2032)

Source: Market Research Future

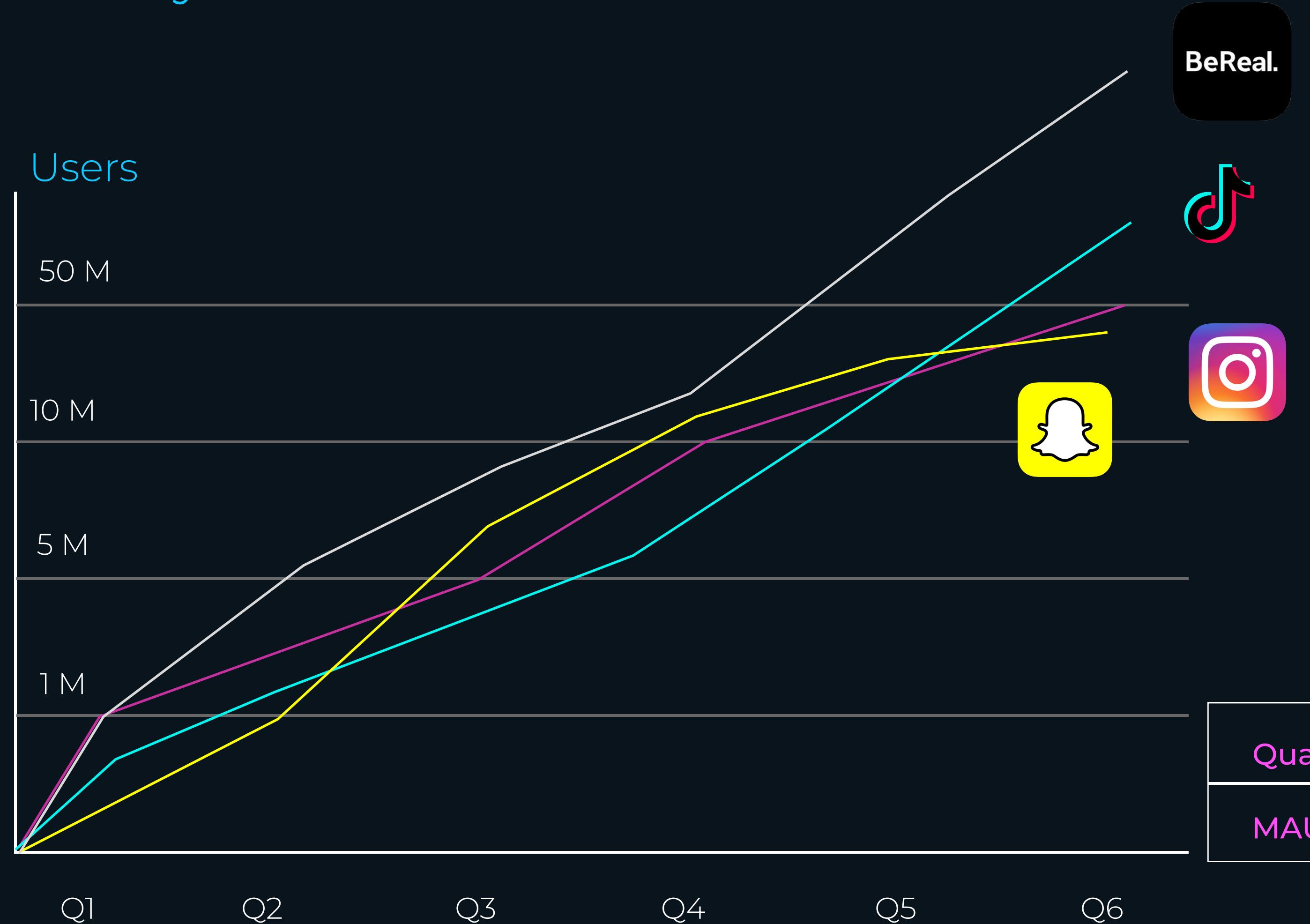
OUR NICHE

Comparison to established social apps



GROWTH COMPARISON

To stay on track we aim for 50M users in 18 months



GO TO MARKET STRATEGY

How to reach 50M users in 18 months

Daily challenges

Weekly challenges

Monthly challenges

Support untraditional creators

Nocena TV

INSPIRATION

Similar token comparison

GARI

Indian alternative to TikTok (50M users)

Market cap: 15M



DESO

Network where each of 130k creators has their token

Market cap: 379M



\$AUDIO

Social network for 7.5M musicians

Market cap: 405M



Takeaways to success

Despite a relatively small user base, DESO reached a very high market cap. The reason might be that the blockchain has actual usage.

GARI capitalised well on the opportunity and filled an empty space left by TikTok, but their unprecedented growth didn't have much impact on the token market cap. To avoid that, Nocenix has direct implications in the app.

AUDIO shows that good product market fit and the right token utility are key to success.

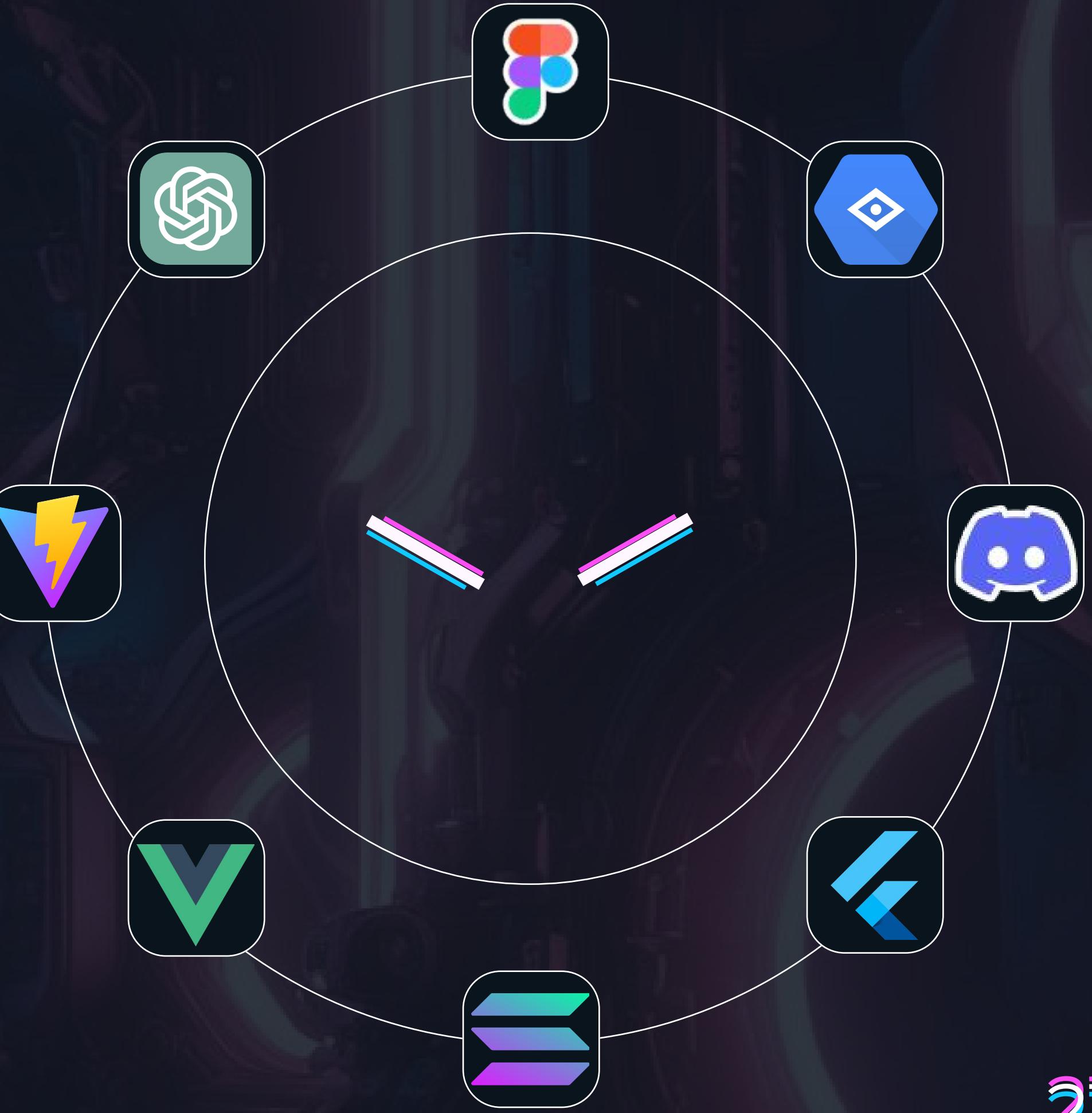
TECHNOLOGIES

This is the next generation of social media

 Vertical database

 AI powered generation

 Solana blockchain



THE TIMING IS RIGHT

Timing is the most important factor of startup success

Influencer trust issues

Incoming US TikTok ban

Rise of direct support
creators

POV trend

Advertising dilemma

TEAM

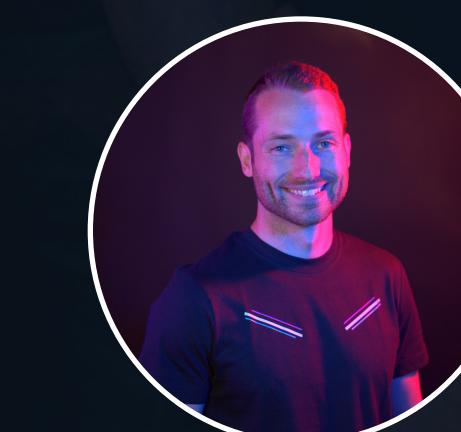
And strong team the second most important



Jakub Lustyk

CEO

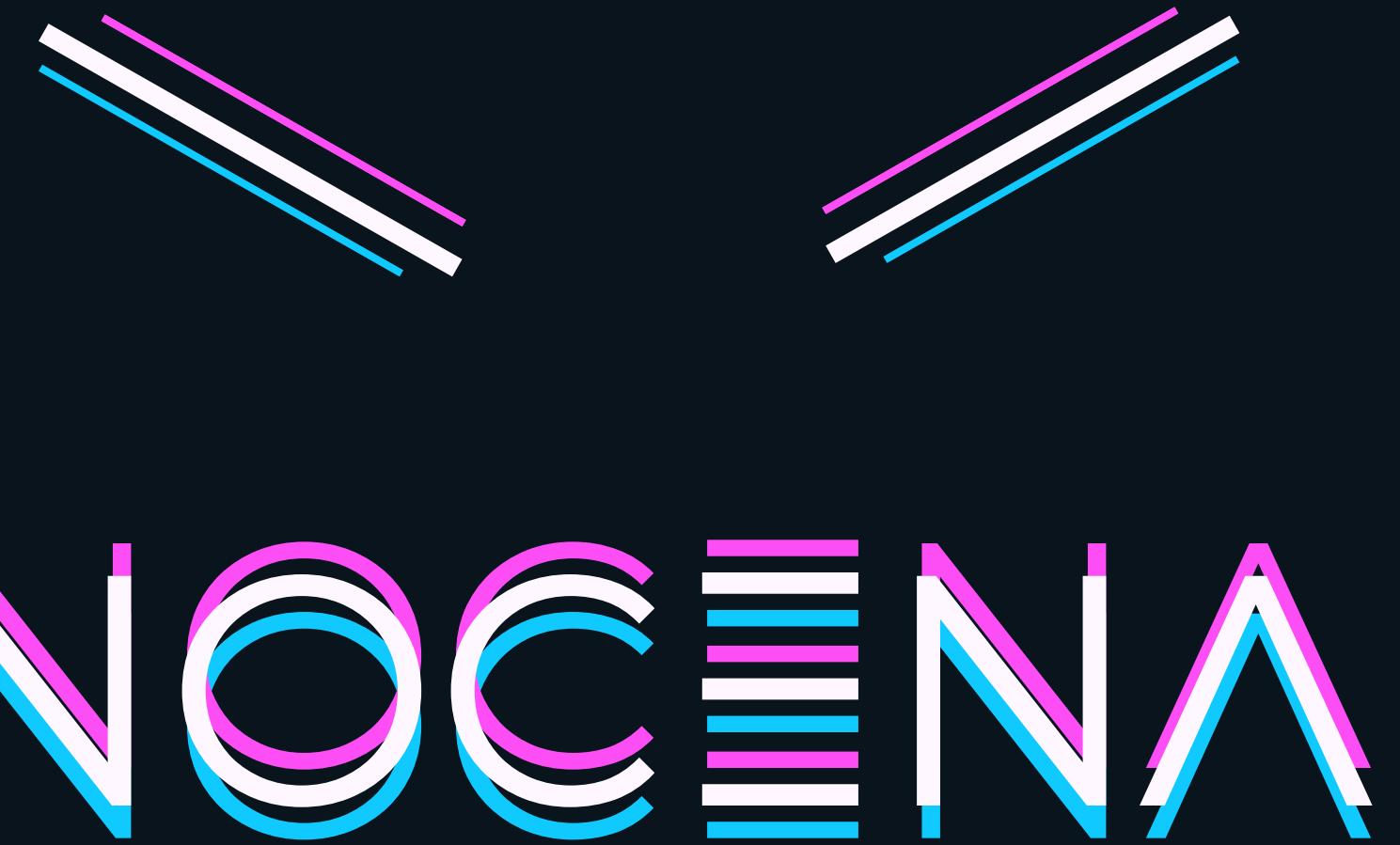
Jakub is the founder with deep knowledge of social media. At the age of 19 he founded a social media marketing agency, then raised capital for project OuKee which was a combination of social media app and TV show. Based on that experience he came up with NOCENA and now is responsible for the project.



Roman Panuška

CTO

Roman is an experienced crypto investor with deep fundamental knowledge of the market. He is cofounder of Apollo Ventures and has built one of the **biggest crypto communities** in the Czech Republic. As an advisor he has lead token launch many times before and he is responsible for the Nocenix token launch.



Your content
Your profit

Ask for our full whitepaper with detailed information