

Bringing Community Driven User Testing and Research to Web3



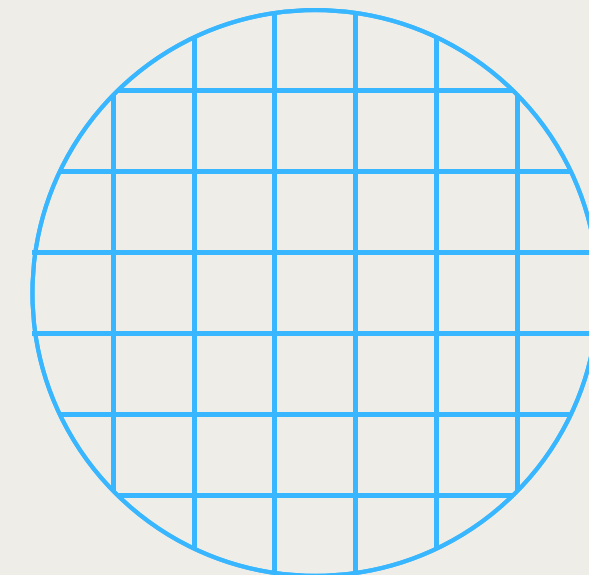
Tropiguna Investor Deck

Q2 2024





WEB3 COMPANIES ARE MISSING TWO MAJOR COMPONENTS



User Testing

User Testing in Web3 faces obstacles due to inadequate infrastructure, which complicates assessing user experience and interaction. This deficiency significantly affects the creation of user-friendly platforms as developers need help to refine products based on genuine feedback and usage trends.

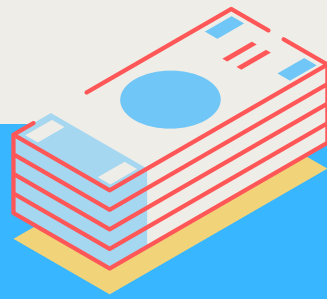
User Research

User Research in Web3 presents challenges due to the technology's early stage and the privacy-focused mindset of its user base. These factors hinder valuable data collection and comprehension of user requirements, making the design and enhancement of user-friendly products more complex.

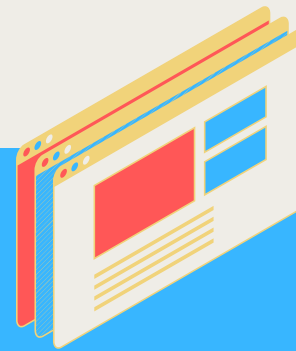


How teams are currently attempting Research

The current state of Web3 Projects lacks a platform to directly test and validate Web3 projects while also collecting valuable Web3 User Research. Leading to missed opportunities for sustainable development and engagement.



Inefficient testing processes lead to wasted time and resources



Lacking community management results in disorganized testing and feedback

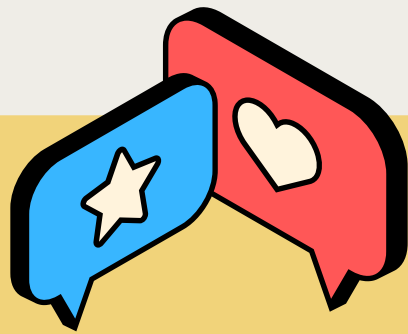


Inadequate decision-making analytics hinder project success and scalability



Here is how we can fix it

By utilizing Community Acceptance Testing and involving users in research, we close the divide between technology and user-focused integration, promoting a more interconnected and resilient Web3 ecosystem.



**Simplify Feedback
Processes**



**Manage Testing
Communities Efficiently**



**Collect Valuable User
Insights and Research**



Accelerate Web3 Innovation

Product research drives superior business outcomes, namely reduced time-to-market **(4.3x)**, increased revenue **(4.2x)**, and improved brand perception **(3x)**.



How we do it: Multi-Layered Approach

We aim to initiate User Testing via our Testing Layer to collect immediate product feedback. As we progress, we can enhance our User Research efforts to generate more comprehensive Market Research. Subsequently, this will expand our ZK Knowledge Layer for in-depth data analysis and predictions.

TESTING LAYER

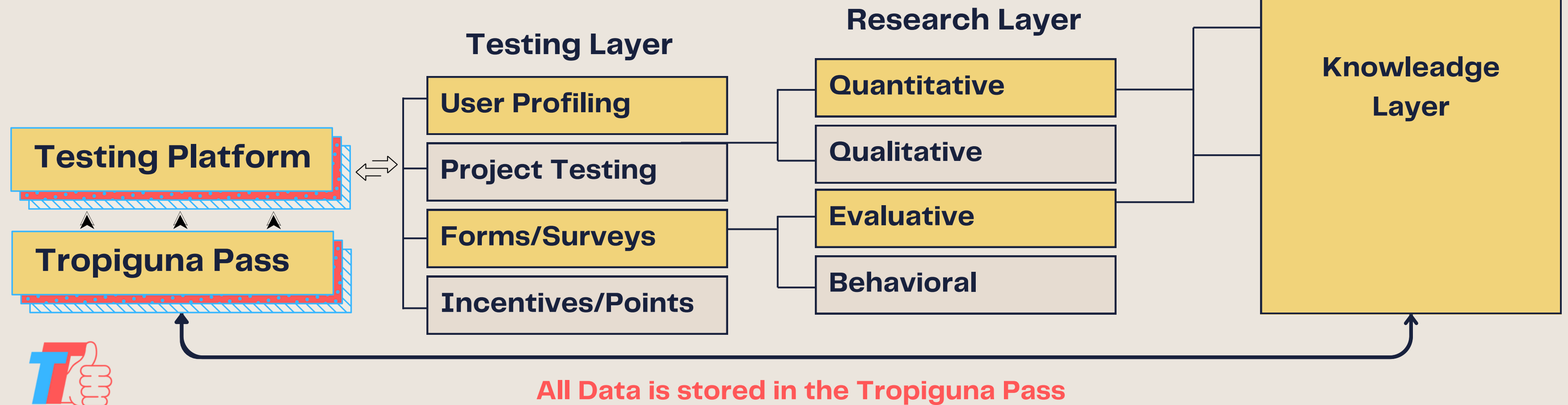
RESEARCH LAYER

KNOWLEDGE LAYER



The Process

Unlock the power of emotional appeal in your social media content by considering your followers' emotional states and strategically planning to evoke specific emotions through a range of engaging content ideas.



Tropiguna Pass: Unlocking a New Dimension of Community Research

The **Tropiguna Pass** utilizes a token front-end system that introduces a decentralized approach to community engagement and testing in the Web3 ecosystem. By leveraging this token-centric architecture, it offers a gamified and rewarding experience for testers, fostering deeper involvement and collaboration between developers and the community. This enhances the development process, ensures quality improvement, and builds a more engaged and loyal community.

Key Features and Benefits:

- Access everything with your pass
- ZK Pass with Zero-Knowledge Protocols
- Gamified Contribution System
- Earn points to unlock rewards
- Track all your Tests and Tasks
- Enhanced Community Involvement
- Transparent and Trustworthy Security
- All Research Data stored within Pass



TOKEN-CENTRIC WEB3 TESTING PLATFORM

Our platform offers a unified dashboard for task tracking and rewards for participation and ensures a collaborative, transparent environment for developers and testers.



Menu

Dashboard

Portfolio

Your Pass

Notification

Preference

My Profile

Settings

Support

Help & Support

Dashboard

Projects, LaunchPad, etc..

▼ Dan Tropiguna

Total Test Earnings

\$ 5.122,50

Portfolio Change %

+ 2.25%

Portfolio Change \$

+ \$ 122,50

Projects

Test

Discover

My Tests

▼ Sort by Time

ChainNest

Bug Bounty

4 Tasks

See Details

NiftyNode

Beta Testing

8 Tasks

See Details

San Ram3n

Survey Participation

7 Tasks

See Details

QuanLedger

Security Audit

24 Tasks

See Details

TokenTrove

Field Test

4 Products

See Details

DappDen

User Acceptance

4 Products

See Details

Testing Rewards

...

1.2 \$ETH

NiftyNode

Successful

May 4th, 2020

330 \$SOL

ChainNest

Successful

May 4th, 2020

100 \$USDC

QuanLedger

Successful

May 4th, 2020

25 \$SLN

TokenTrove

Successful

May 4th, 2020

120 \$ARB

DappDen

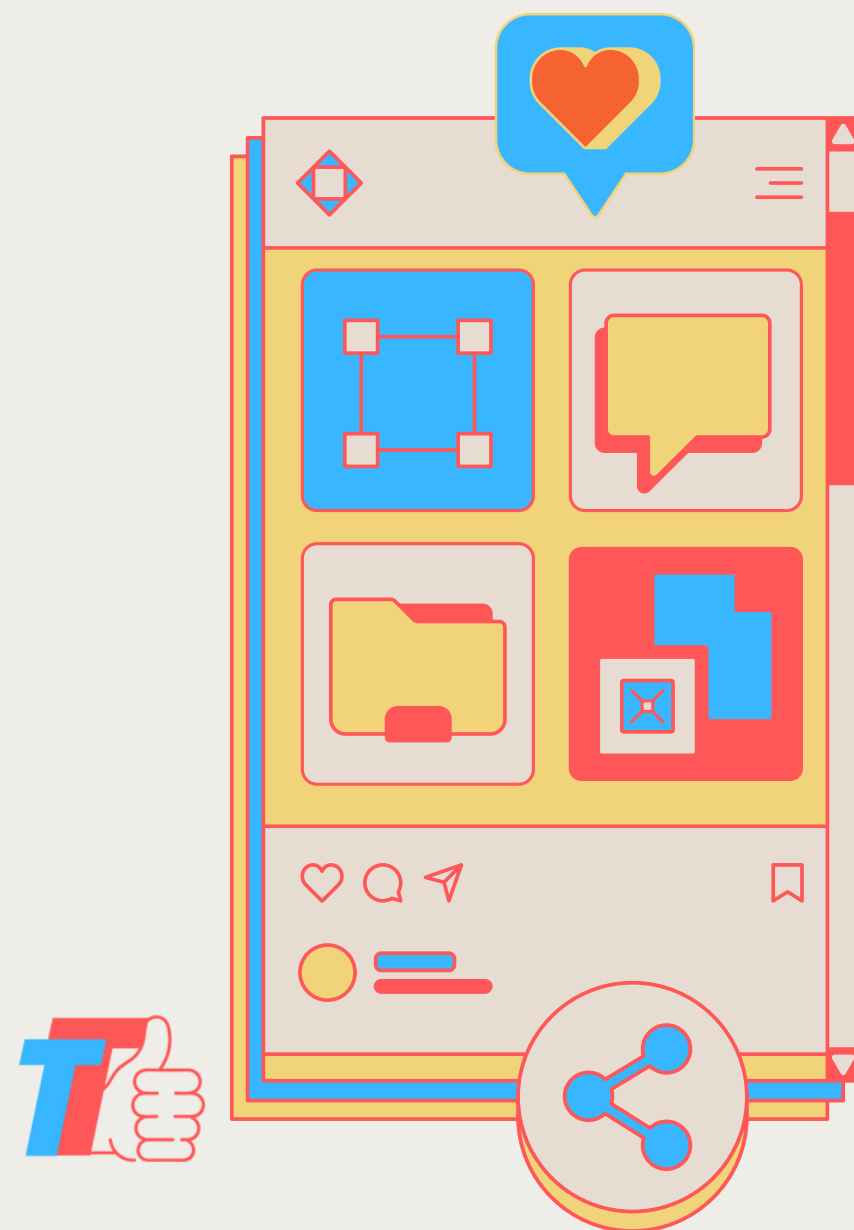
Successful

May 4th, 2020

85 \$LINK

Successful

Benefits of Tropiguna



Streamlines Web3 Testing

Simplify testing for Web3 projects by utilizing a platform that enables community involvement. This ensures that your project is tested in real-world scenarios, making it more trustworthy.

Reduces Development Risks

Involving the community helps identify potential issues early on, reducing the risk of costly mistakes. This proactive approach ensures a smoother, more reliable product development lifecycle.

Builds brand loyalty

This shared journey cultivates a loyal community of supporters who are more likely to advocate for and adopt the project upon launch.

Accelerates Innovation

A collaborative testing environment enables rapid feedback and iteration, allowing developers to innovate faster. By tapping into community insights, projects can quickly pivot and adapt.

Boosts User Participation

Encourage active participation from the community and turn users into co-creators of the project. Strengthen the connection between the project and its users, fostering a sense of investment.

Fosters authentic connections

Stories allows you to create genuine connections by sharing relatable narratives, personal experiences, and behind-the-scenes glimpses, building trust and loyalty.

MARKET OPPORTUNITY

The **User Research** industry has experienced significant growth, driven by the increasing demand for user-centered design and development across technology sectors.

As of early 2023, it is valued in the billions of dollars, reflecting its critical role in shaping products and services that meet the evolving needs and expectations of users worldwide.

\$1B+

WEB2 RESEARCH MARKET

\$800M+

WEB2 TESTING MARKET

\$3.4B+

AVAILABLE WEB3 MARKET



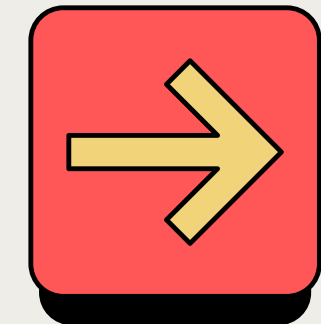
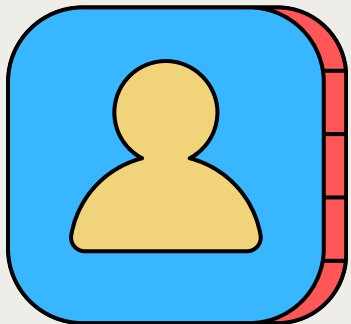
OUR COMPETITORS STEER CLEAR OF WEB3.

Traditional Web2 testing and research companies have often avoided working with Web3 and crypto companies due to the regulatory uncertainties and the volatile nature of the crypto market.

Additionally, the technical complexities and security concerns inherent in blockchain technology present unique challenges that differ significantly from the Web2 environment.



Project timeline



Q1

Phase 1: Conceptualization and Planning

- Market research
- Business Model
- Key Partnerships
- Hiring Dev Team

Q2

Phase 2: Product Development and MVP

- Design of the MVP
- Development of the MVP
- Internal testing and refinement of the MVP

Q3

Phase 3: Community Building

- Grow Tester Base
- Community Engagement
- Reward System

Q4

Phase 4: Launch and Scale

- Platform Launch
- Monitoring Use
- Expansion
- Strategic partnerships

Meet The Team

Tropiguna is growing and is bringing on more Technical Members at this moment.



Daniel Moorlach has a background in Enterprise Software, User Testing, and UX research. He also has a strong Web3 background as a former Salesforce Web3, The Block, and SmartLayer.

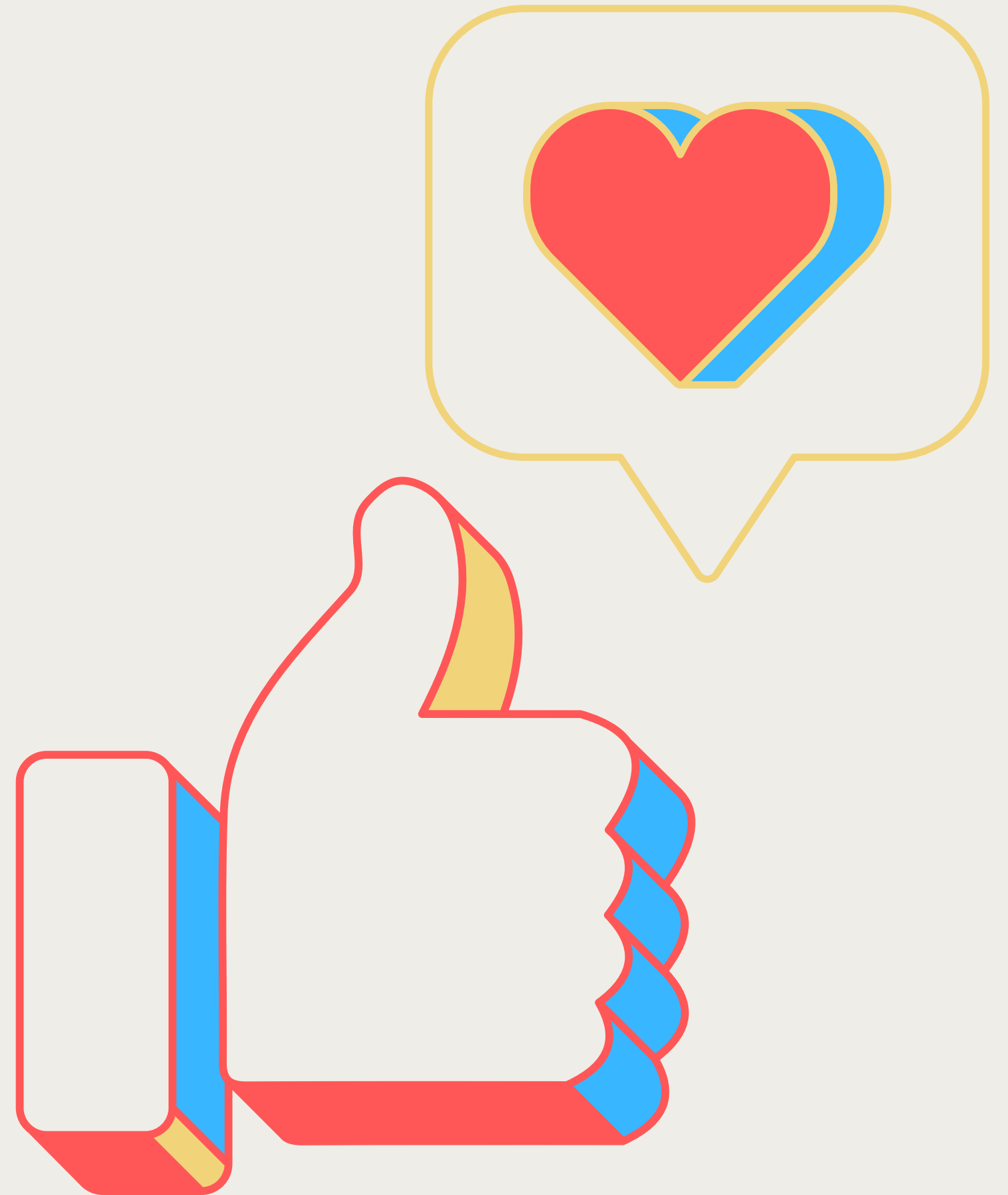


Thank you!

**For any further inquiries, please
contact Daniel Moorlach.**

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