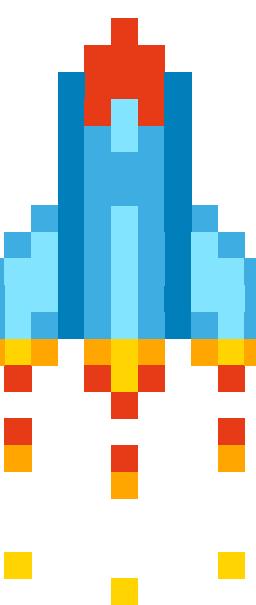




# Promote-To-Earn Platform

Pitch Deck



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# WHO WE ARE



**10 years** in the affiliate marketing space.



**4 years** managing an affiliate network for financial offers.  
**\$140m** in revenues.

# WHY NFTIZ? *It Comes From Two Sides!*



## 1. As an affiliate network, we faced these challenges:

- Trust & payment issues between advertisers and publishers.

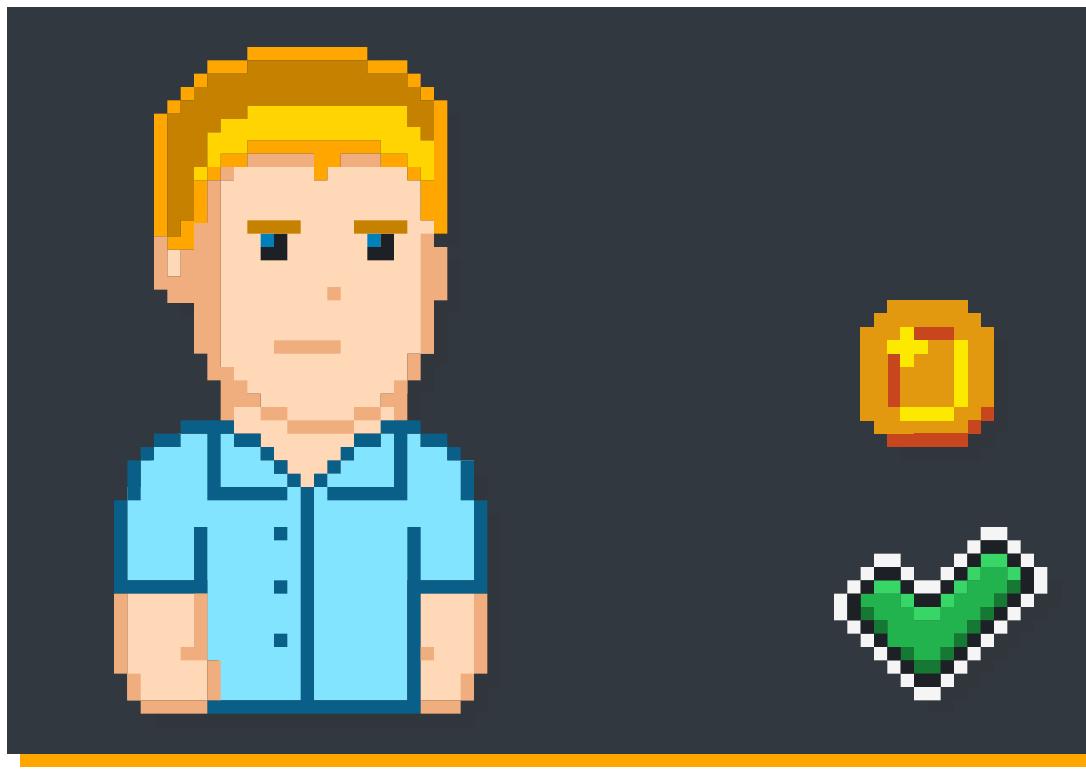
## 2. Starting Web3 Projects, we had issues with marketing:

- Low ROI when working with influencers.
- No tools to track performance. We couldn't do performance marketing.

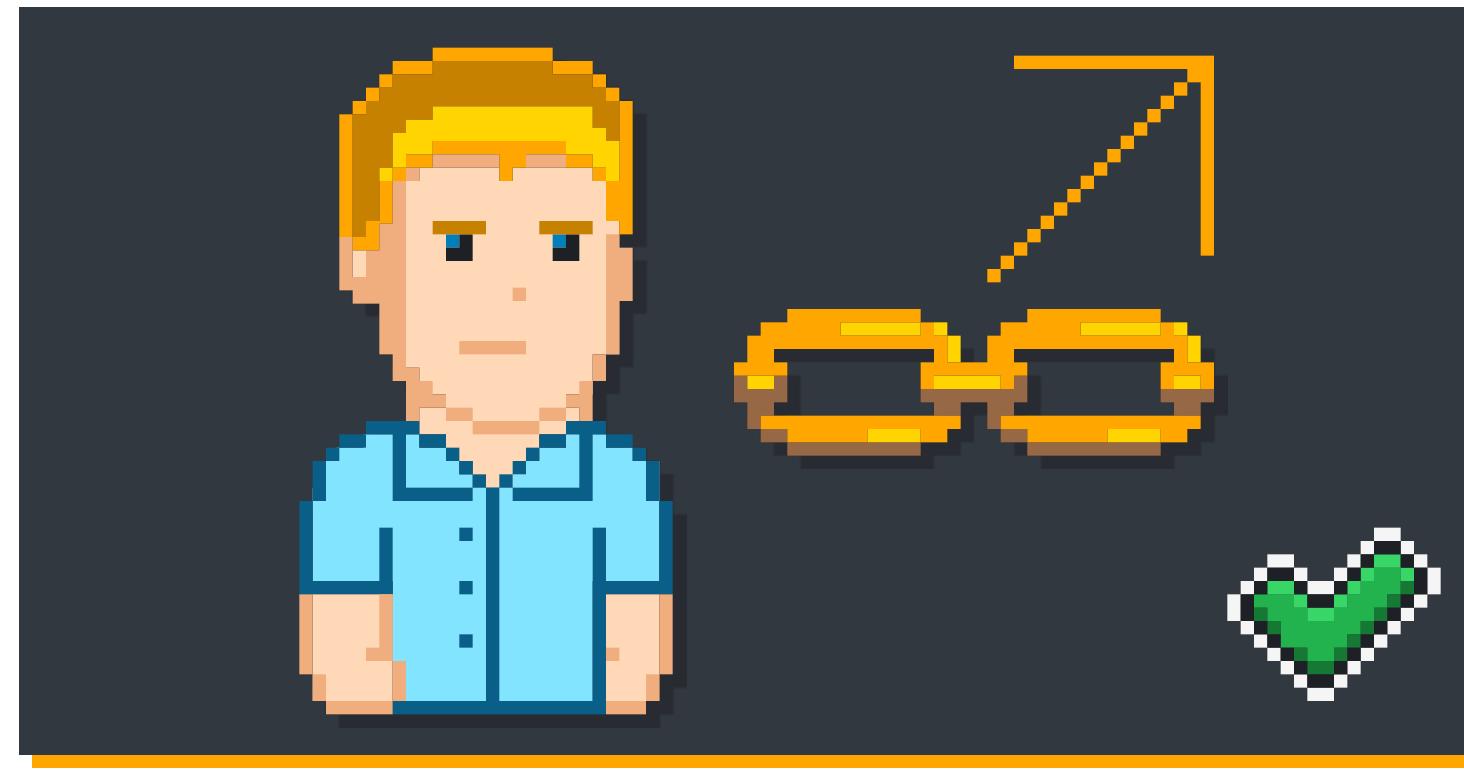
## That leads us to establish NFTIZ:

- A next-generation affiliate network that leverages blockchain for trust, transparency & payments.
- An Affiliate network for web3, a growing and yet unserved industry.

# WHAT IS AFFILIATE MARKETING?



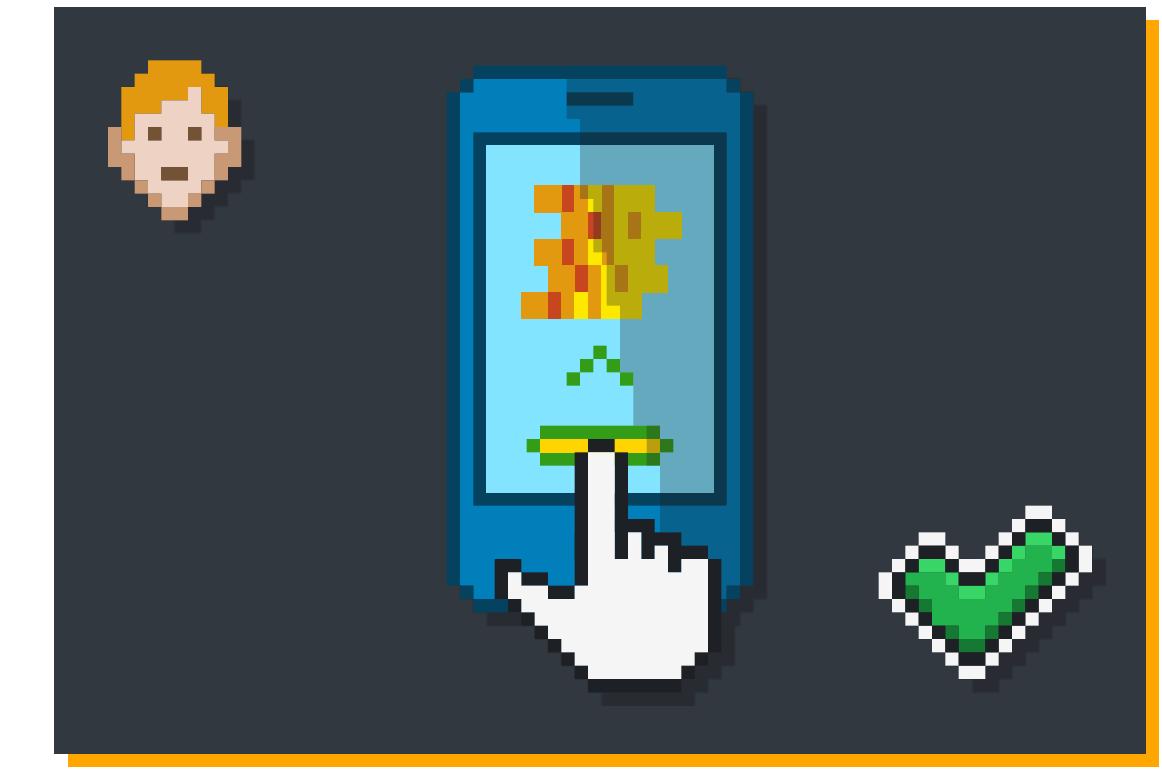
The publisher earns a commission.



The publisher shares his affiliate link.



The conversion is tracked.

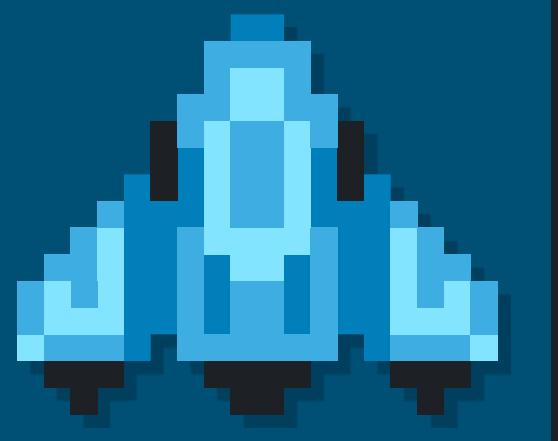
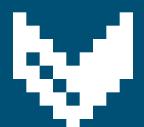


Users click & complete the desired action ( conversion ).



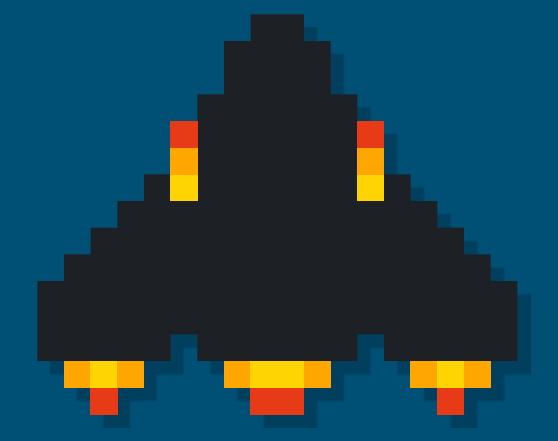
# TARGET USERS

## ADVERTISERS



# NFTIZ

## PUBLISHERS



## Web3 Projects

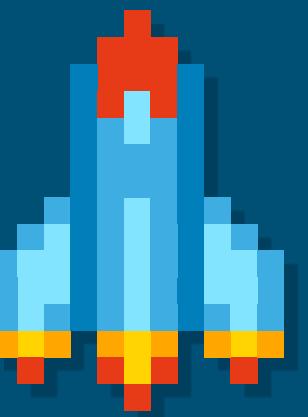
Any business that leverages blockchain or provides the infrastructure.

### Sell:

- NFTs
- Tokens

### Get:

- More online presence
- More Leads & Users
- More Purchases



## Who

- Influencers ( Youtube, Instagram ... )
- Communities ( telegram group, discord )
- Media buyers & Affiliates
- Marketing agency ( websites, mail lists)
- Launchpads

# ADVERTISER

## PAIN POINTS

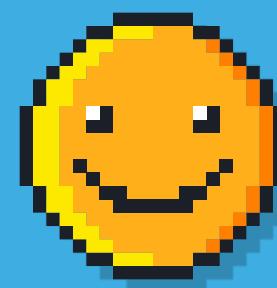


- Advertisers usually pay upfront without a guarantee of results. Incentives are misaligned, which makes transactions risky.

- Because results are not measurable, projects have difficulties growing and scaling.

**ISSUES:** • Incentive • Measurability

## SOLUTIONS

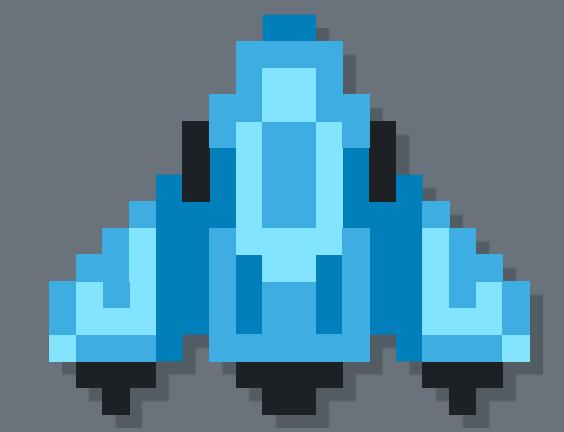


- We build tracking solutions to measure results.
- Affiliate marketing is a performance model: publishers only get paid on results. They have skin in the game.

- Control acquisition cost.
- Get volume and scale.

## WHAT WE DO

- Track & Measure
- Control Cost
- Allow Scale
- Without Upfront Costs



# PUBLISHER

## PAIN POINTS



- Bookkeeping is opaque. Publishers aren't paid fairly (as advertisers can remove commissions).
- Payment risk. Advertisers either don't pay or are late in paying.

**ISSUES:** • Trust • Transparency • Payments

## SOLUTIONS



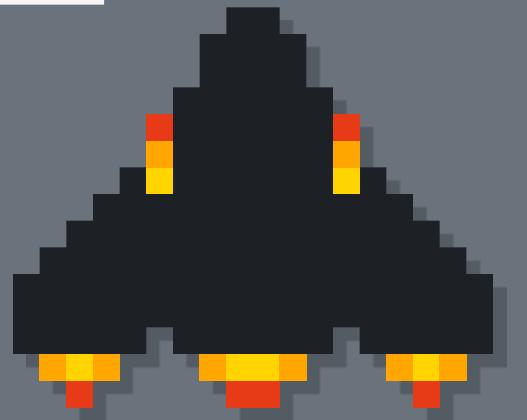
- Decentralized and transparent bookkeeping.
- User's journey is published on-chain in real-time and is verifiable.

We use a smart contract that de-risks transactions and handles funds and payments :

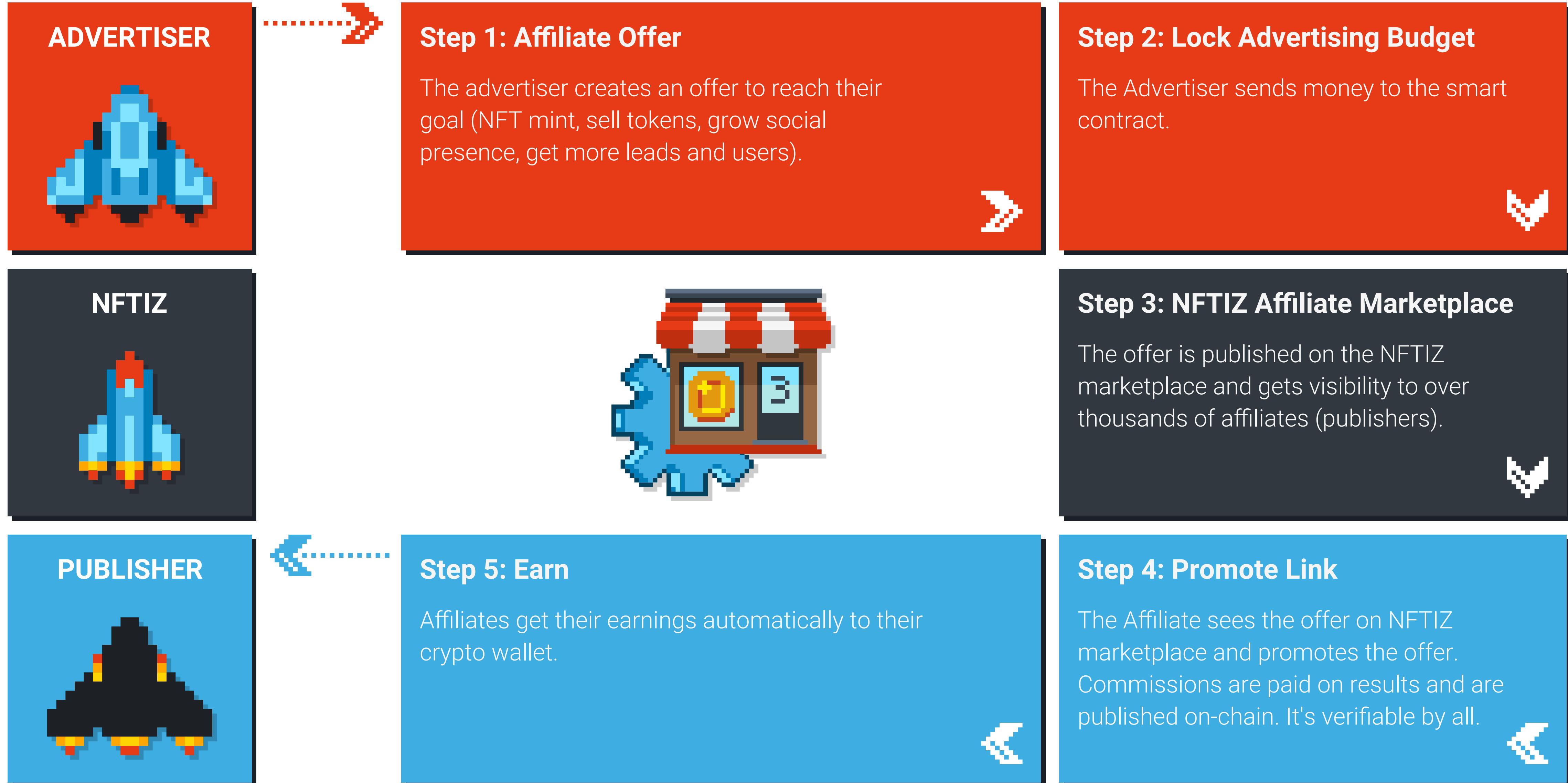
- The advertising budget is locked on a smart contract.
- Publishers are paid automatically from the smart contract to their crypto wallet.

## WHAT WE DO

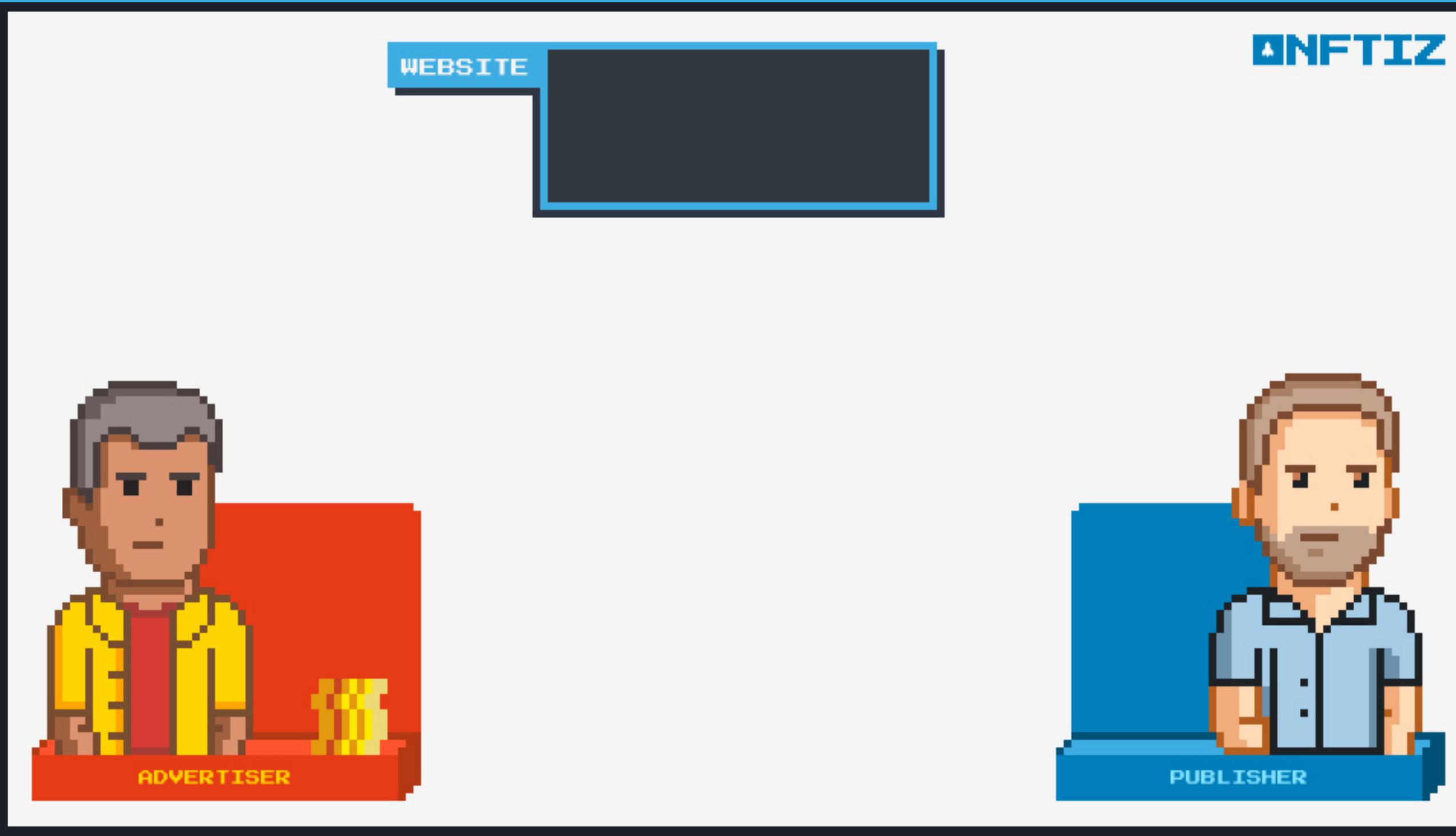
- We leverage blockchain to de-risk transactions and eliminate the need for bookkeeping.  
**Transparent.**
- We use smart contracts, so publishers get secure and instant payment.  
**Trustless Payment.**
- We provide a web3 affiliate marketplace and enable publishers to promote new projects.  
**New Industry and opportunities.**



# MECHANICS



# HOW IT WORKS



# HOW IT WORKS

The screenshot displays the NFTIZ platform interface, designed for publishers to manage and promote various offers.

**Left Panel (Dashboard):**

- NFTIZ FOR PUBLISHERS** logo
- Quick Search** input field
- SORT RESULT BY** dropdown with options: Rank (selected), New, and Filter
- Offer Cards:**
  - Goons of Balatroon** (New, ↑ RANK 3): Get 25\$ on each Mint that your refer. Payout: 5 USDT, Contract blockchain: Polygon. Balance/Budget: 48000/50000 USDT. **Promote** button.
  - Dwiss Watch** (New, ↑ RANK 4): Get user to Mint one of the dwiss watch NFT. Payout: 25 USDT, Contract blockchain: Polygon. Balance/Budget: 120000/125000 USDT. **Promote** button.
  - BitGet** (Lead, New, ↑ RANK 5): Get users to DEPOSIT 50\$. Payout: 50 USDT, Contract blockchain: Ethereum. Balance/Budget: 4600/10000 USDT. **Promote** button.
- User profile: Paul Melone (Oxdeded....)
- Settings gear icon

**Middle Panel (Offer Details):**

- Offer info**, **Revenue**, and **Link** buttons
- Offer details** for LUCKY DEGENS - Casino Lead:
  - Balance: 4,500\$
  - Commission distributed: 15,500\$
  - Total budget: 20,000\$
  - Active since: 15 days
  - Payout: 30%
  - Blockchain: ETH
- Category: Game**, **Type: Leads**
- Offer description**: GET USERS TO DEPOSIT 50\$ and PLAY 50\$ and get commission. Best web3 casino offer on the market. Try it now...  
GEO ACCEPTED : ALL EXCEPT
  - USA
  - FRANCE
  - UKContact info: contact@luckydegens.com

**Right Panel (Affiliate Link and Stats):**

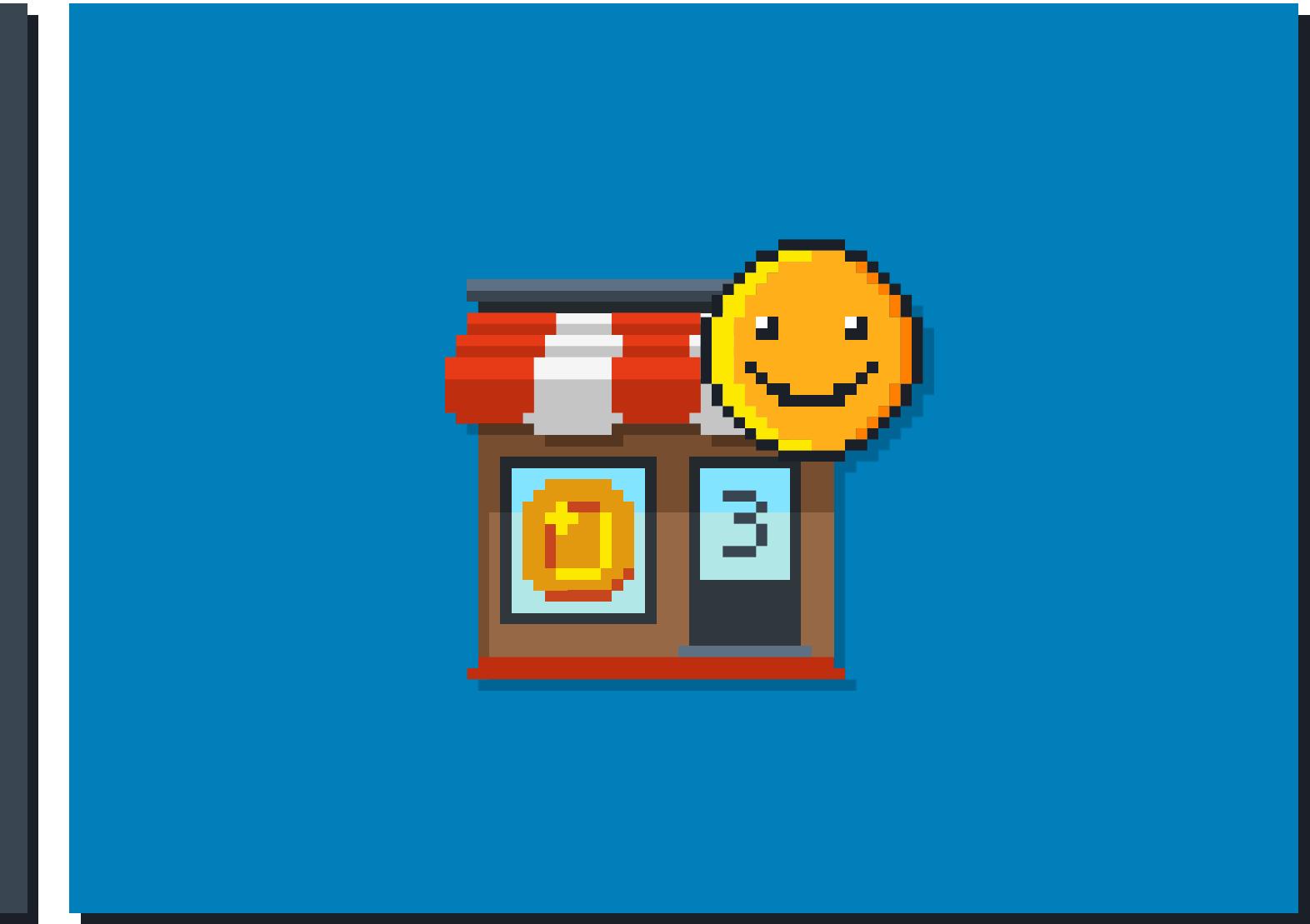
- Your affiliate link**: https://
- Use affiliate ID instead of wallet** toggle switch
- Add tracking parameter** toggle switch
- source**, **campaign**, **sub1**, **sub2**, **sub3**, **sub4** input fields
- My stats** section:
  - History** chart showing Sales and Revenues over time.
  - Sales: 20**, **Revenues: \$600**
  - Current Balance: 300**, **Total: 600**
  - Withdraw profit** button

# COMPETITION

NFTIZ	Other Affiliate Networks
Web3 Offers	Yes. Tokens & NFTs sales
Commissions	10% - Full Transparency.
Bookkeeping	On-chain data. Transparent & Verifiable.
Payments	Instant payment
Payment Threshold	0\$
Security	Funds are secured on a smart contract
Funds Custody	Blockchain Smart Contract.
	No
	10% - 30% - No Transparency
	Not transparent. Data can not be trusted. Advertisers can remove commissions.
	7-30 Days
	>100\$ + Terms & condition
	Funds are not secured. Advertiser Can Elect Not To Pay. Publishers Can Collect Payment & Dissapear
	Company Or Third Party Payment Processing (PayPal) MED-HIGH risk

# COMPETITIVE ADVANTAGE

*Strategic advantages if others competitors come to market*



**Four years in, we are already in a very competitive landscape & we are thriving.**

- We are a strong & experienced team.
- With existing relationships & resources to leverage.

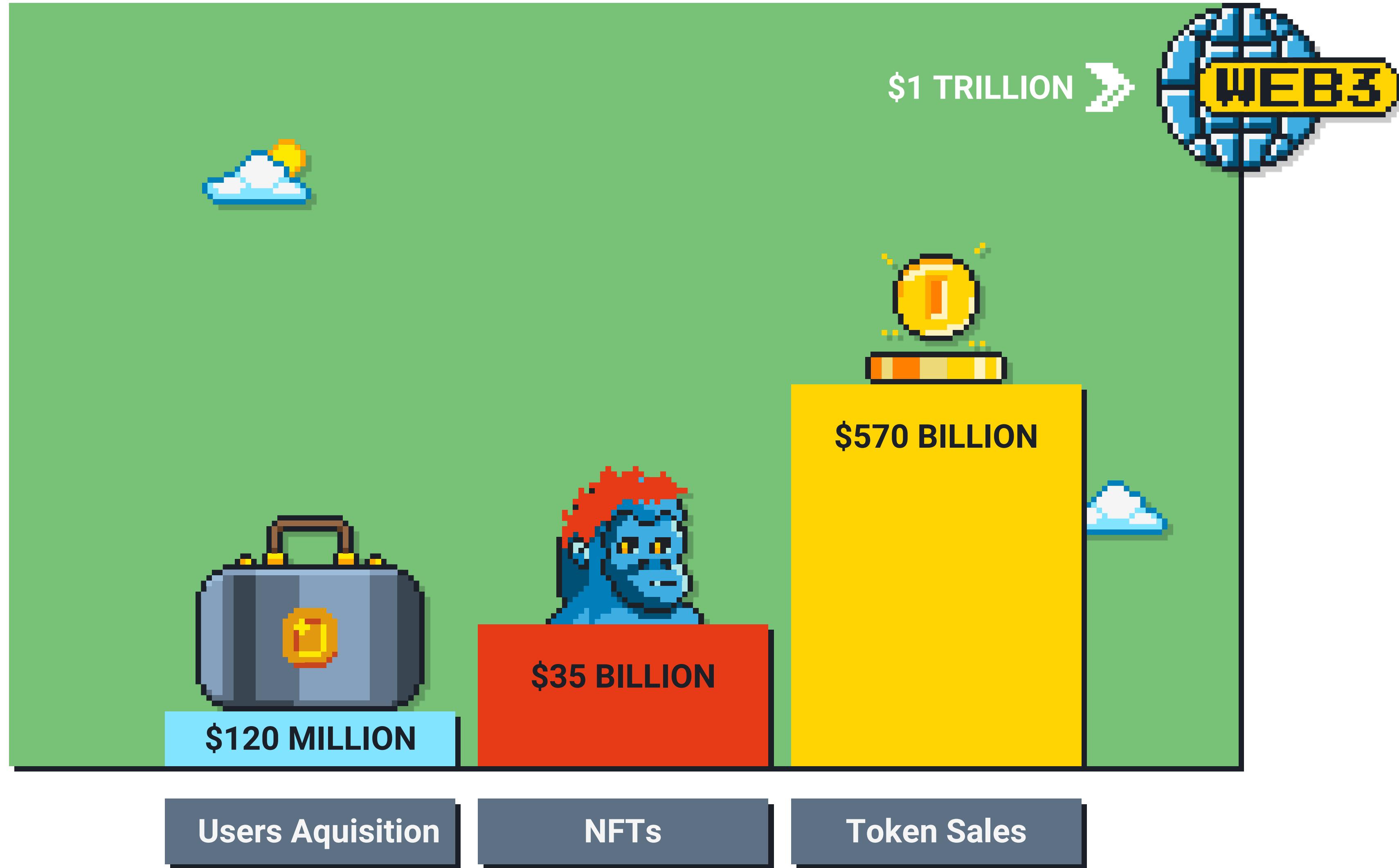
**NFTIZ is a pioneer in blockchain technology & we are the first affiliate network to cross into the Web3 Industry.**

- Experience with both Advertisers and Publishers.

**We are leading. We already have traction :**

We launched our beta app in mid-October & already onboarded over 25 projects. **Santa Browser, BitGet, and Capx**, to name a few.

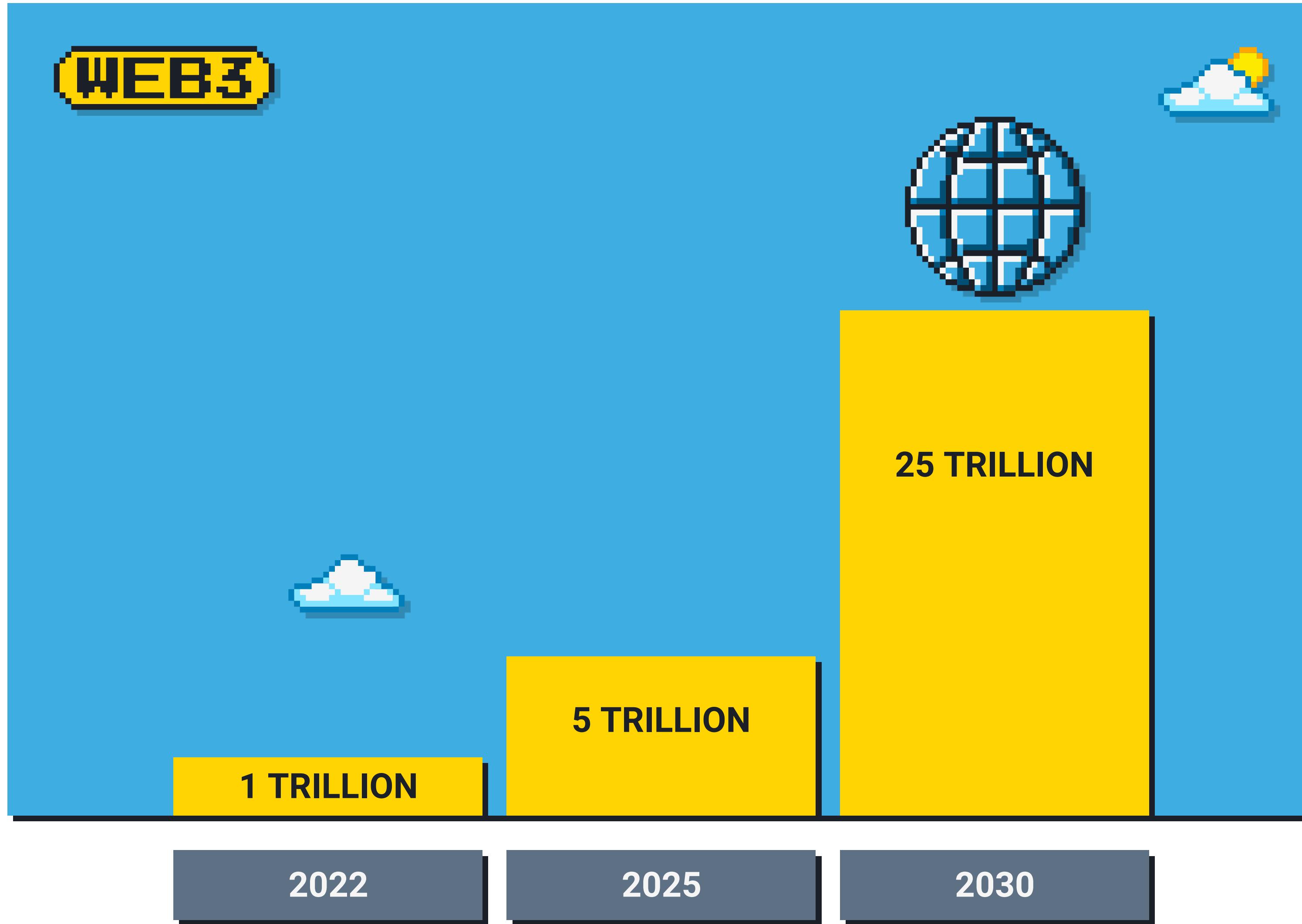
# TOTAL ADDRESSABLE MARKET (TAM) - 2022



<https://coinmarketcap.com/charts/>

<https://martech.org/ad-spend-for-cryptocurrencies-increases-as-advertisers-educate-consumers/>

# CURRENT & PROJECTED MARKET

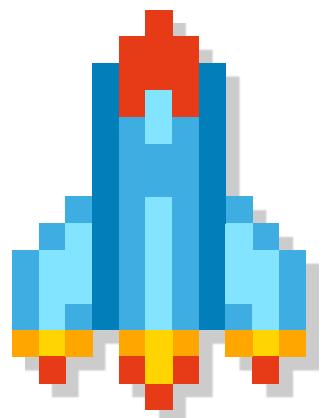
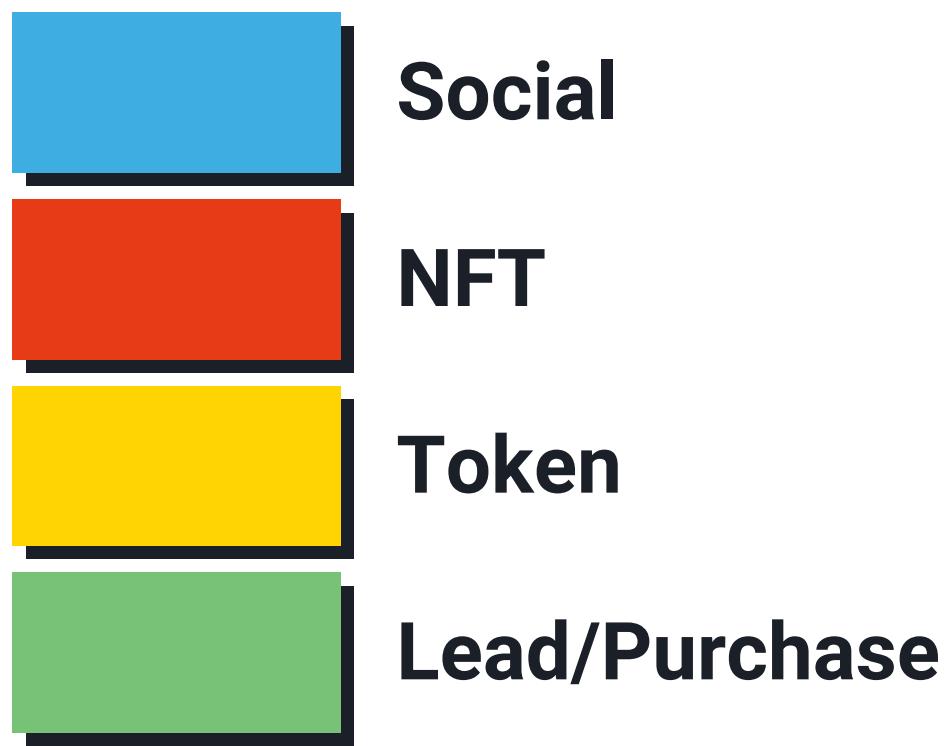


<https://coinmarketcap.com/charts/>

<https://www.newsbtc.com/sponsored/lat-research-exponential-growth-crypto-markets-5-trillion/>

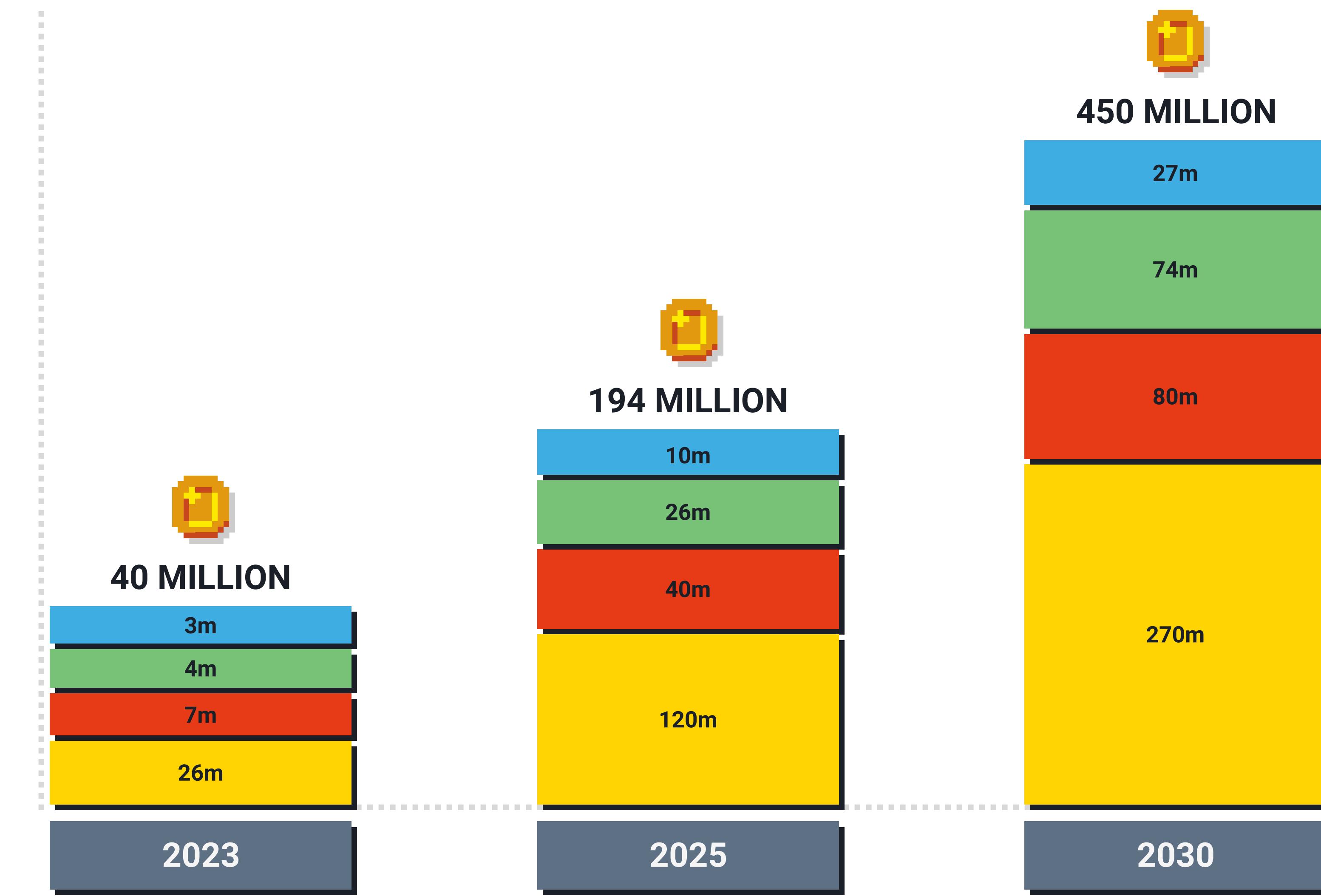
<https://www.nasdaq.com/articles/cathie-wood%3A-ethereum-will-reach-%2420-trillion-market-cap-by-2030>

# SERVICEABLE OBTAINABLE MARKET - SOM



Projected Commission Volume,  
per year, per product.

Based on existing client bases &  
current growth.



# BUSINESS MODEL - PRICING

*NFTIZ is a middleman. We take 10% off every commission earned by the affiliate.*



# TOKENOMIC - 1.1

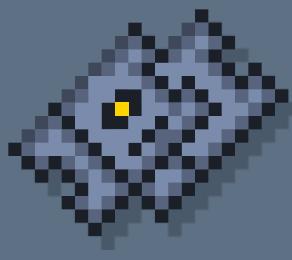
**Blockchain - ETH**



**Ticket \$NFTIZ**



**Tokenomic**



**Total Supply - 1,000,000,000**

**Initial Circulating Supply (%) - 11.55%**

**Seed Round**



**Allocation: 10.00%**

**Price: \$0.015**

**Amount: \$1,500,00**

**Valuation: \$15,000,000**

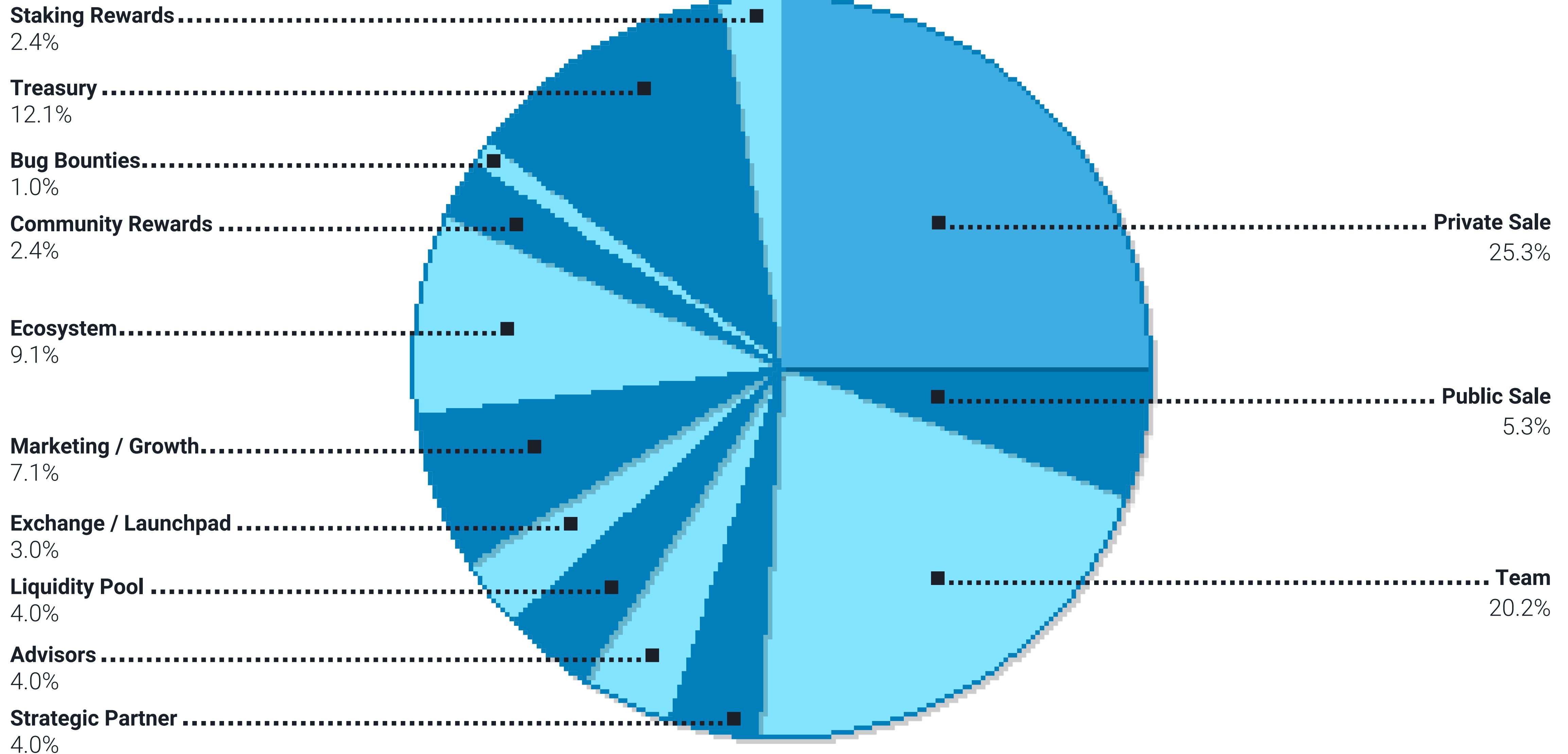
**Vesting: 6 months cliff - 24 months vesting**



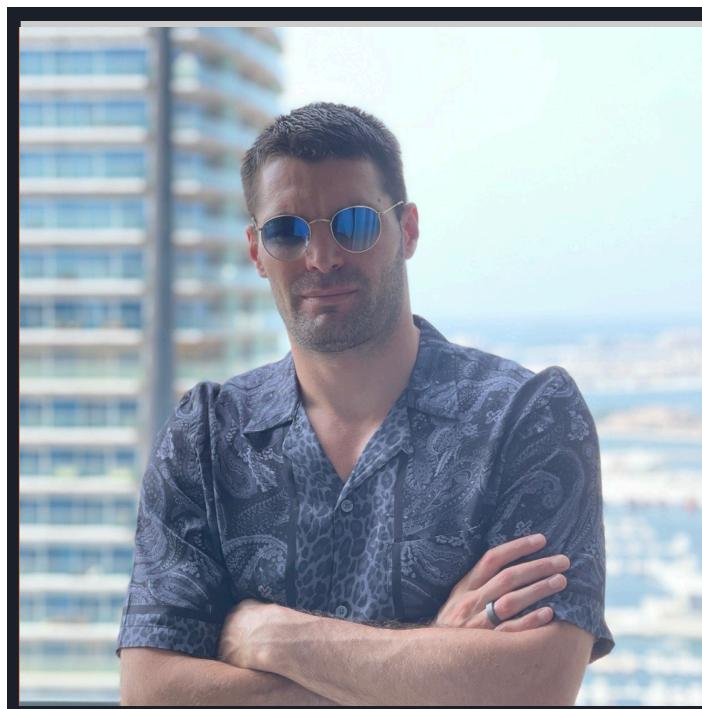
See Full Tokenomic

<https://nftiz.com/docs/tokenomic.pdf>

# TOKENOMIC - 1.2



# TEAM



**Guillaume Meex**  
Co-Founder  
**CEO**

Founder of a leading affiliate network for multiple industry verticles. With a turn-over of \$140m in revenue for the last 4 years. Well connected in the affiliate space.



**Yoann Defay**  
Co-Founder  
**CTO**

Experienced (6y) marketer. Built 4 SAAS about tracking affiliate solutions & fraud protection. Expert in blockchain technology.



**Niran Khanijou**  
Co-Founder  
**COO**

Experienced leader including scaling teams. Has led web3 projects from inception and go to market (GuildFi) Drive people.



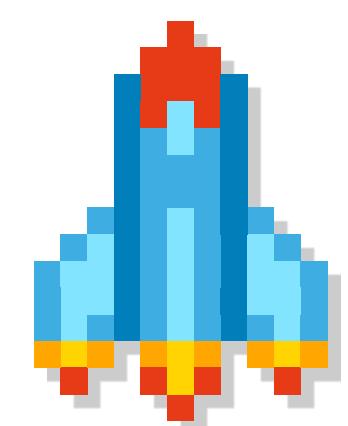
**Devesh Sreenivasan**  
Equity Partner  
**Advisor**

Experienced (10y) marketer. Co-founder of Santa with polygon, Bitfinex & Tether. Massively connected in the web3 industry.



**Philipp Schoeffmann**  
Equity Partner  
**Chief Evangelist**

A 20 year Digital Marketing Veteran building brands and impact, Philipp has extensive experience in the affiliate marketing industry and currently is the host of Ad World and Affiliate World.



# PARTNERS

## Partners



HATCH3

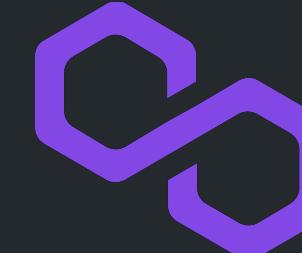


SANTA BROWSER

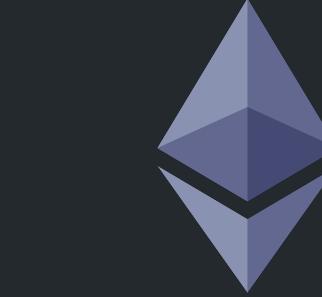


CHAINLINK

## Blockchain



POLYGON



ETHEREUM

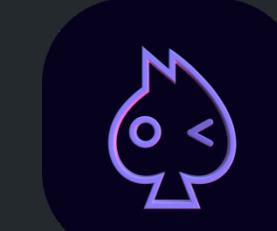


BINANCE SMART CHAIN

## Clients We Work With



LUCKY DEGENS



METACHANCE



DWISS WATCH



CAPX

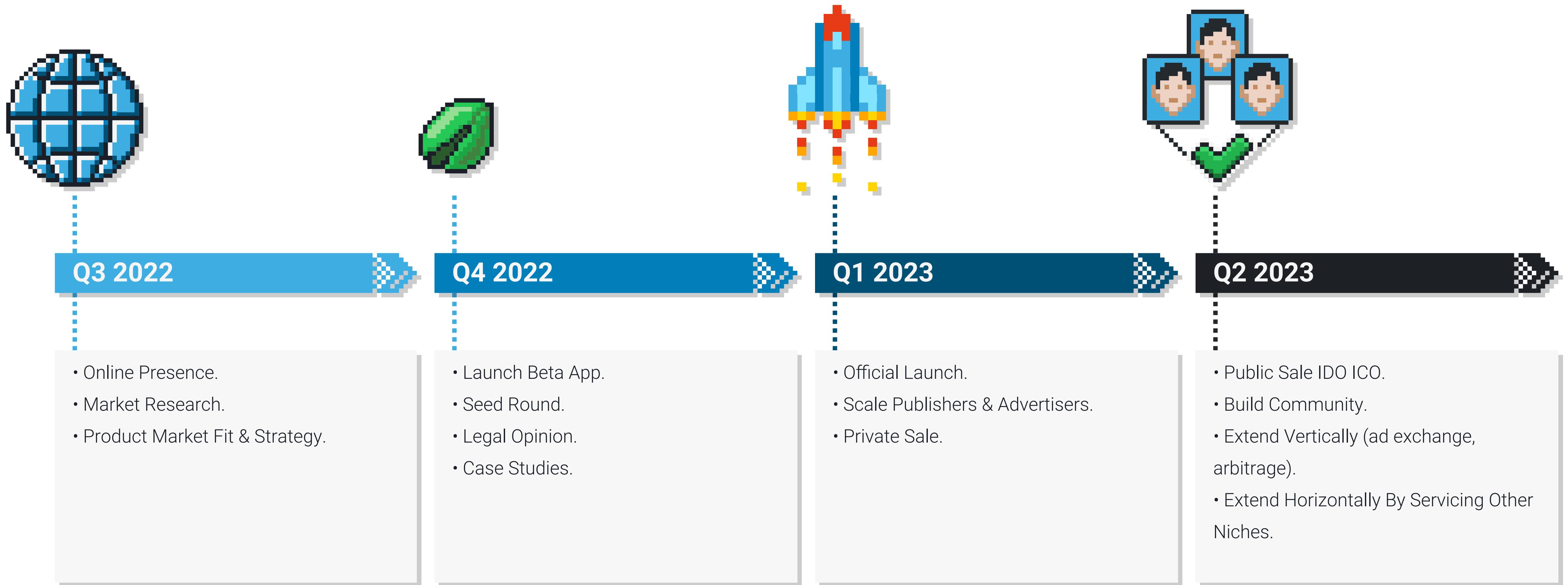


SANTA BROWSER



NFTULOAN

# ROADMAP



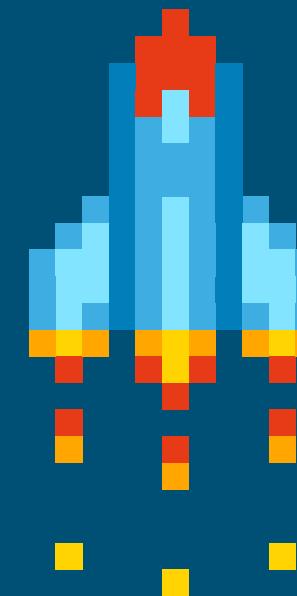
NFTULOAN



## Thank You

We look forward to hearing from you!

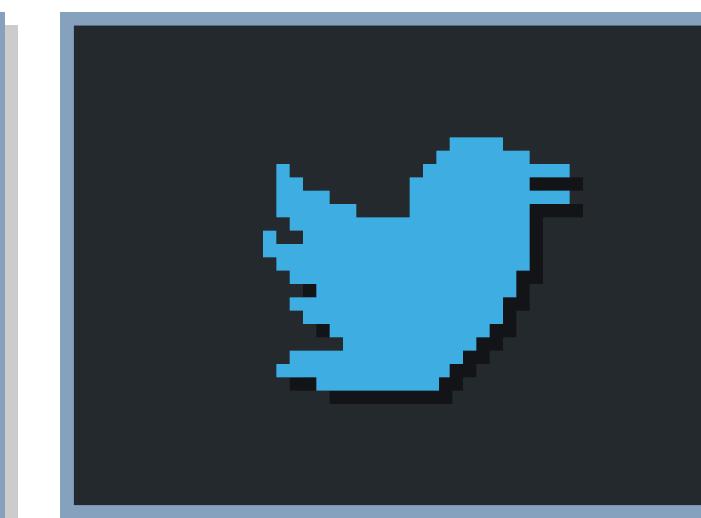
Want to be part of our success? **Reach us at [partners@nftiz.com](mailto:partners@nftiz.com)**



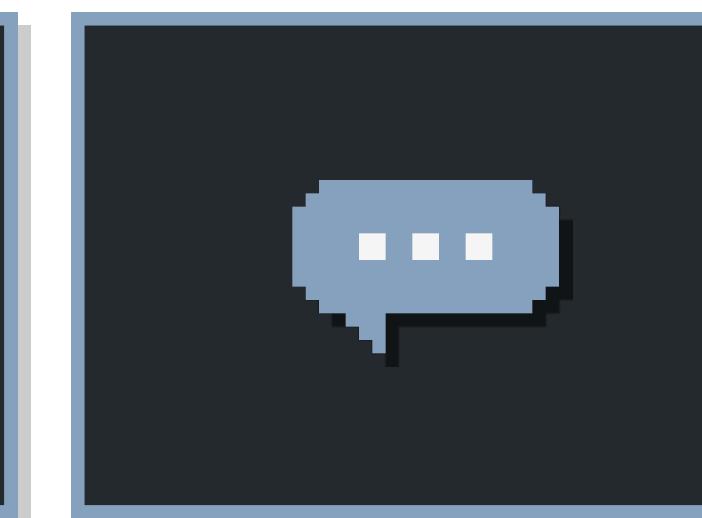
WEBSITE



WHITEPAPER



TWITTER



BLOG



LINKEDIN