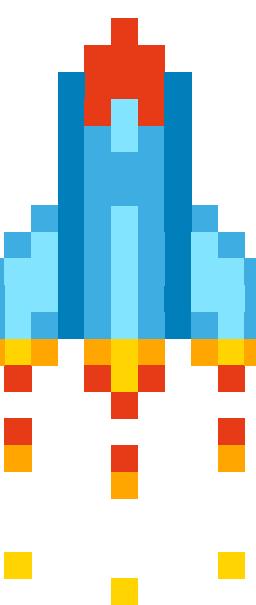




Promote-To-Earn Platform

Pitch Deck



INDEX

Who We Are	03
Why NFTIZ?	04
What Is Affiliate Marketing?	05
Target Users	06
Advertiser	07
Publisher	08
Mechanics	09
How It Works	10
Competition	12
Competitive Advantage	13
Total Addressable Market - TAM	14
Current & Projected Market	15
Serviceable Obtainable Market - SOM	16
Business Model - Pricing	17
Tokenomic	18
Team	20
Partners	21
Roadmap	22
Contact Details	23

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.

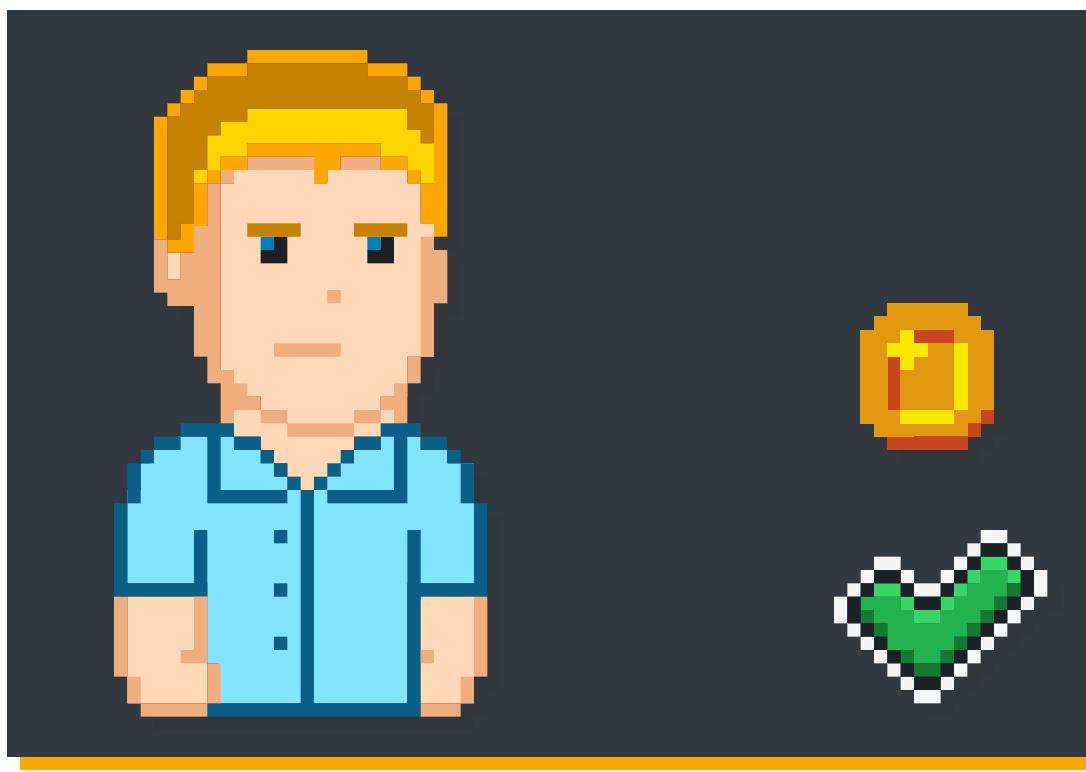
2. Starting Web3 Projects, we had issues with marketing:

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

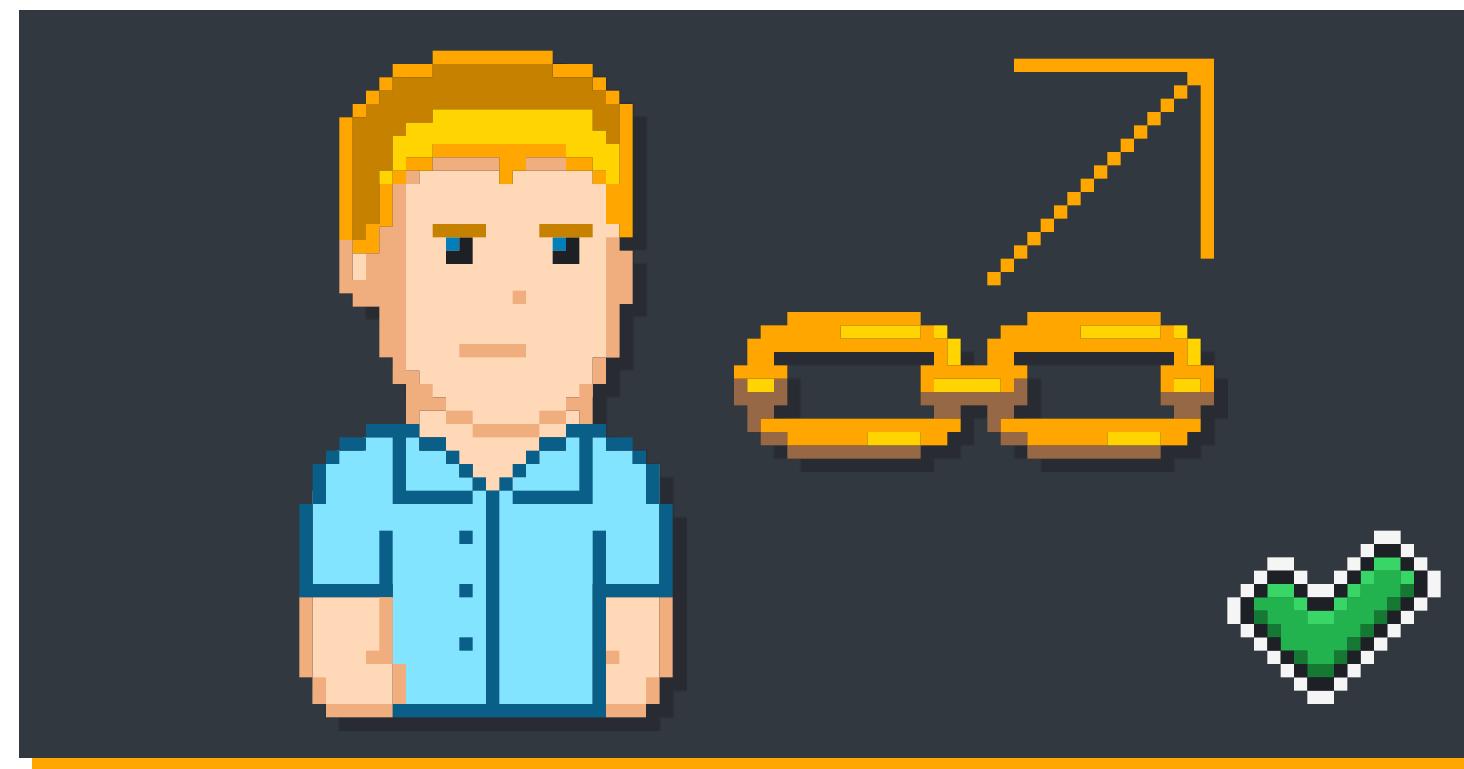
That leads us to establish NFTIZ:

- 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?



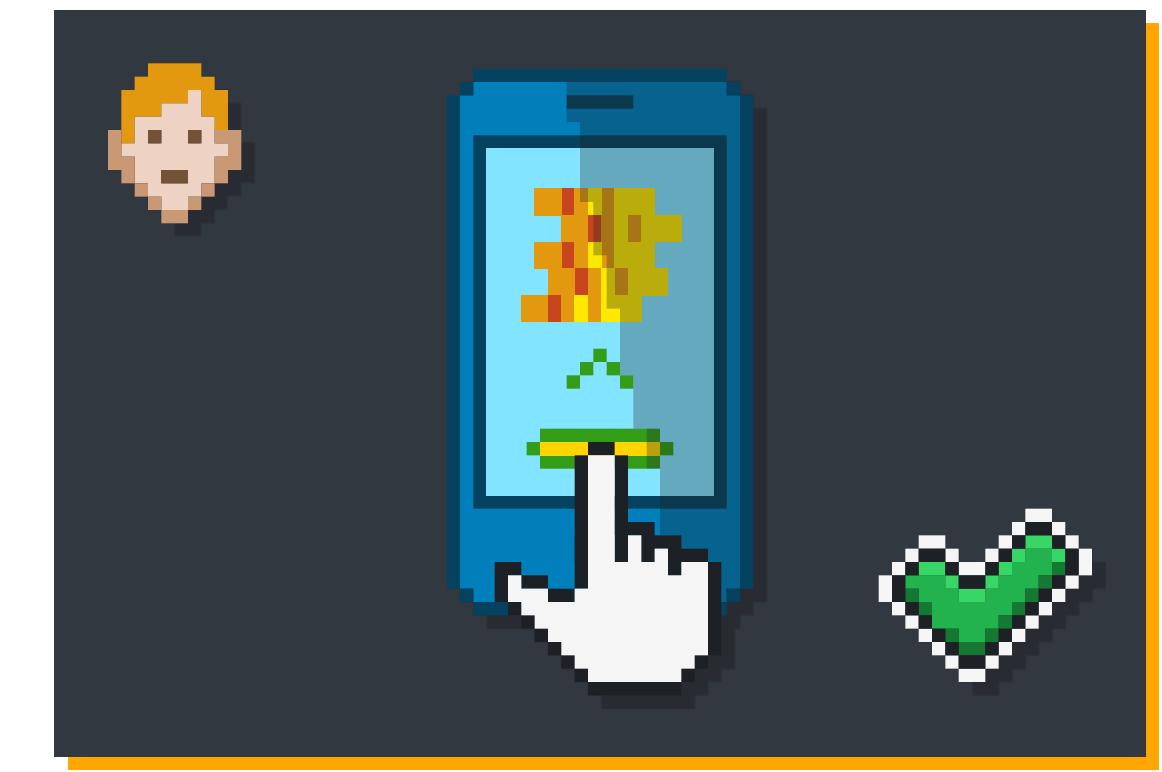
The publisher earns a commission.



The publisher shares his affiliate link.



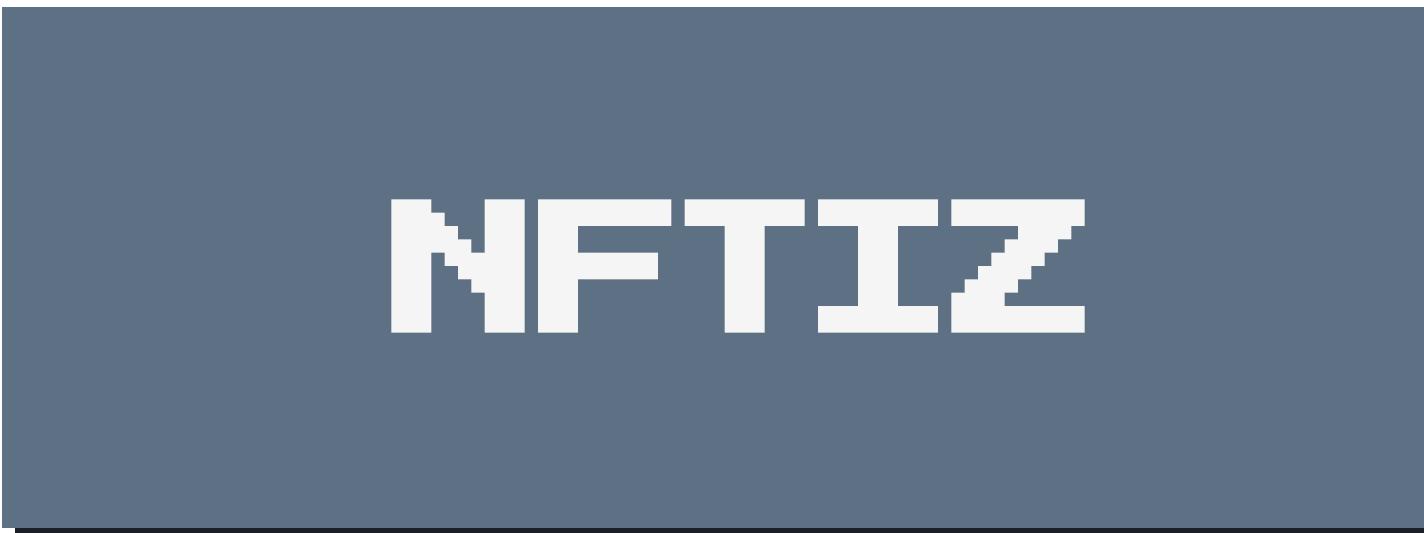
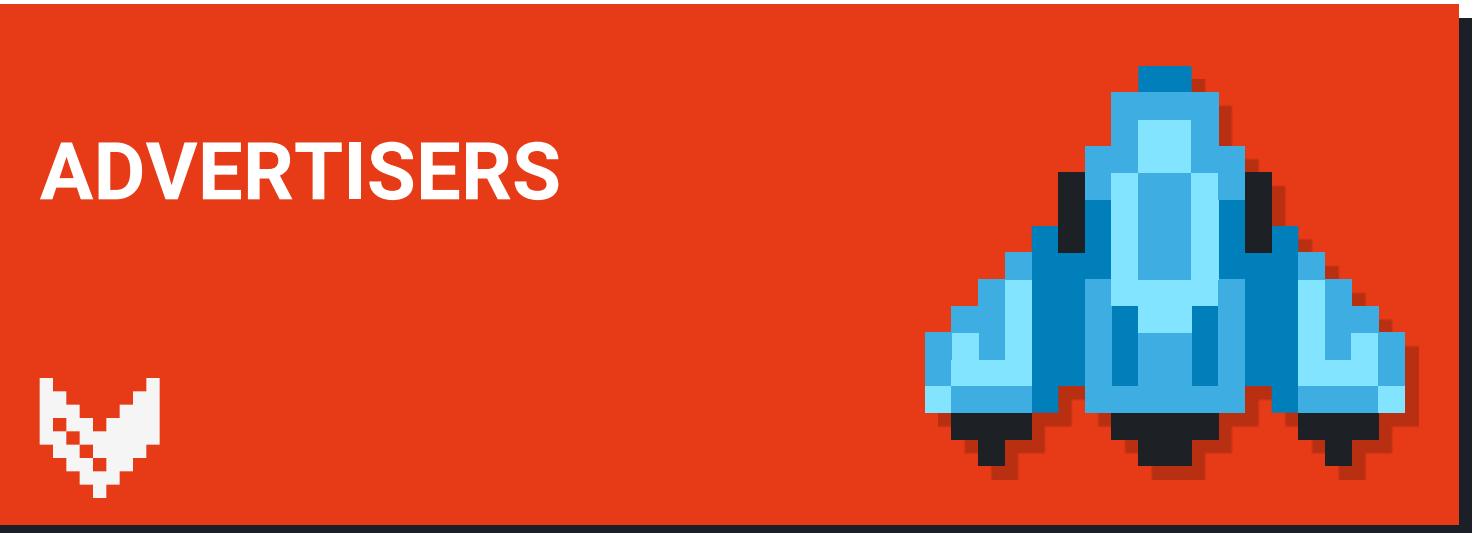
The conversion is tracked.



Users click & complete the desired action (conversion).



TARGET USERS



Web3 Projects

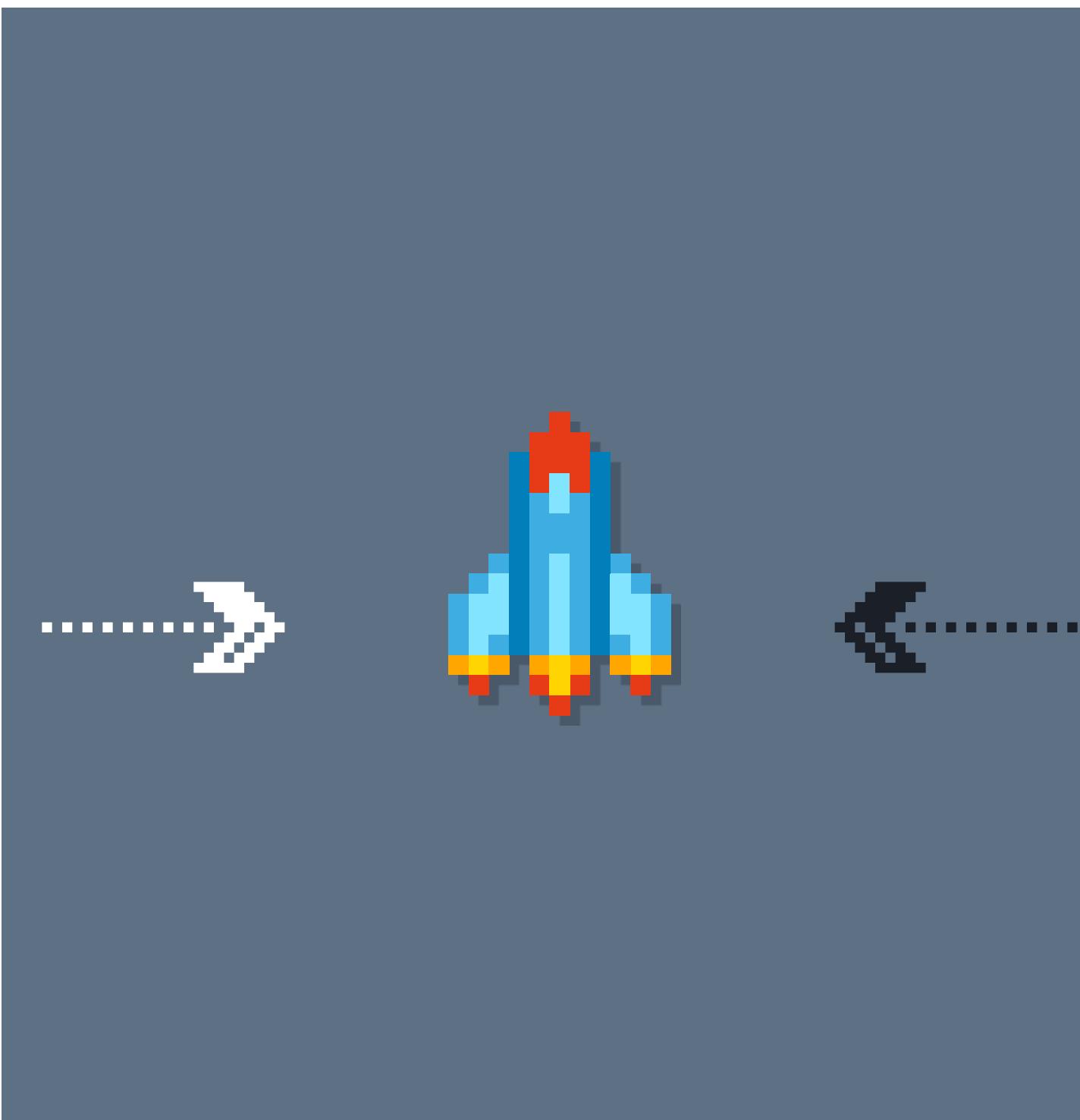
Any business that leverages blockchain or provides the infrastructure.

Sell:

- NFTs
- Tokens

Get:

- More online presence
- More Users
- More Purchases



Who

- Influencers
- Communities
- Media buyers & Affiliates
- Marketing agency (assets: website - mailist)
- Launchpads

ADVERTISER

PAIN POINTS



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

- Because it's not measurable it cannot scale or grow.
- Issues: **Incentive • Measurability**

SOLUTION

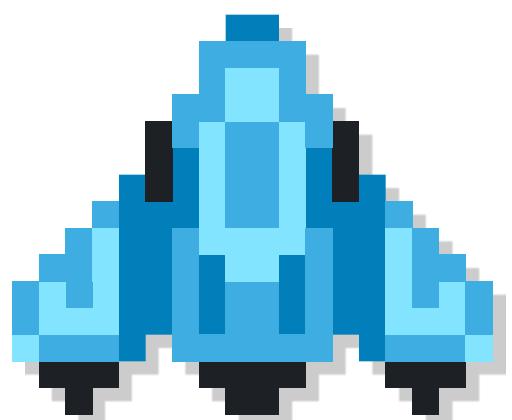


- We build tracking solutions to make it measurable.
- We apply an affiliate marketing model: The publisher is only paid on results. We have skin in the game.

- Control acquisition cost.
- Get volume and scale fast massively.

WHAT WE DO

- Issues: **Incentive • Measurability**
- **Solutions:**
 - Measure
 - Control
 - Scale
 - No Upfront Costs



PUBLISHER

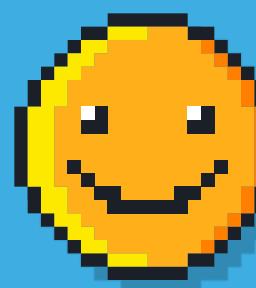
PAIN POINTS



- Book keeping is opaque. Publishers don't get paid fairly (an advertiser can hide the commissions).

- Payment risk. Advertisers either don't pay or are late to pay.

SOLUTION



Decentralized book keeping for transparency.

- A user's journey data is published on-chain in real-time and is verifiable.

Using a smart contract that derisks transactions and handles the payments.

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

WHAT WE DO

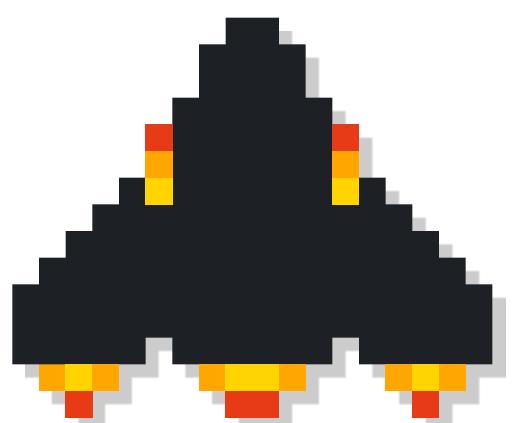
- Issues: **Trust • Transparency**

- **Solutions:**

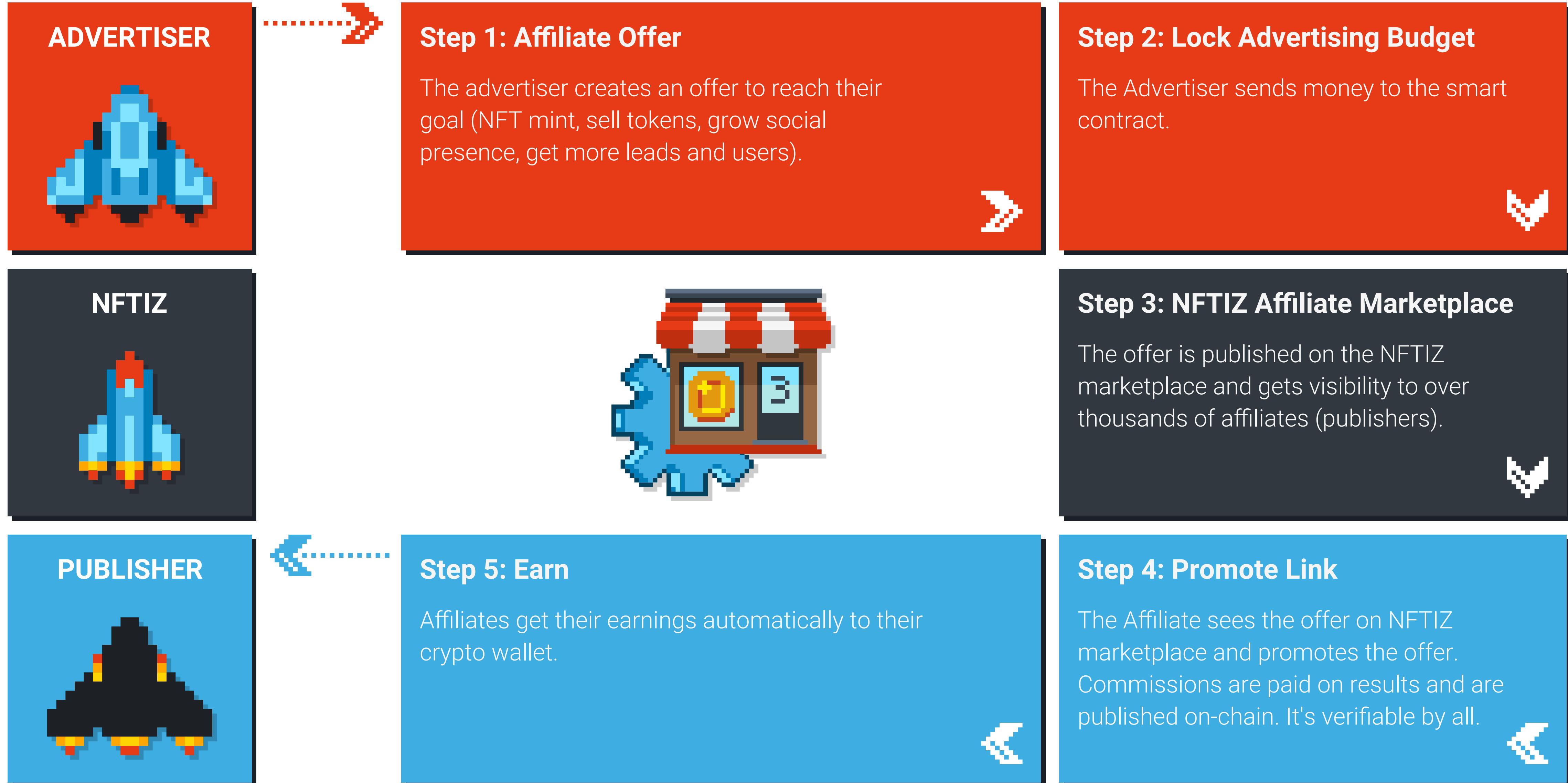
- We leverage blockchain to de-risk transactions and eliminate the need for bookkeeping. Transparent

- We use smart contracts so publishers get secure and instant payment. Trustless Payment

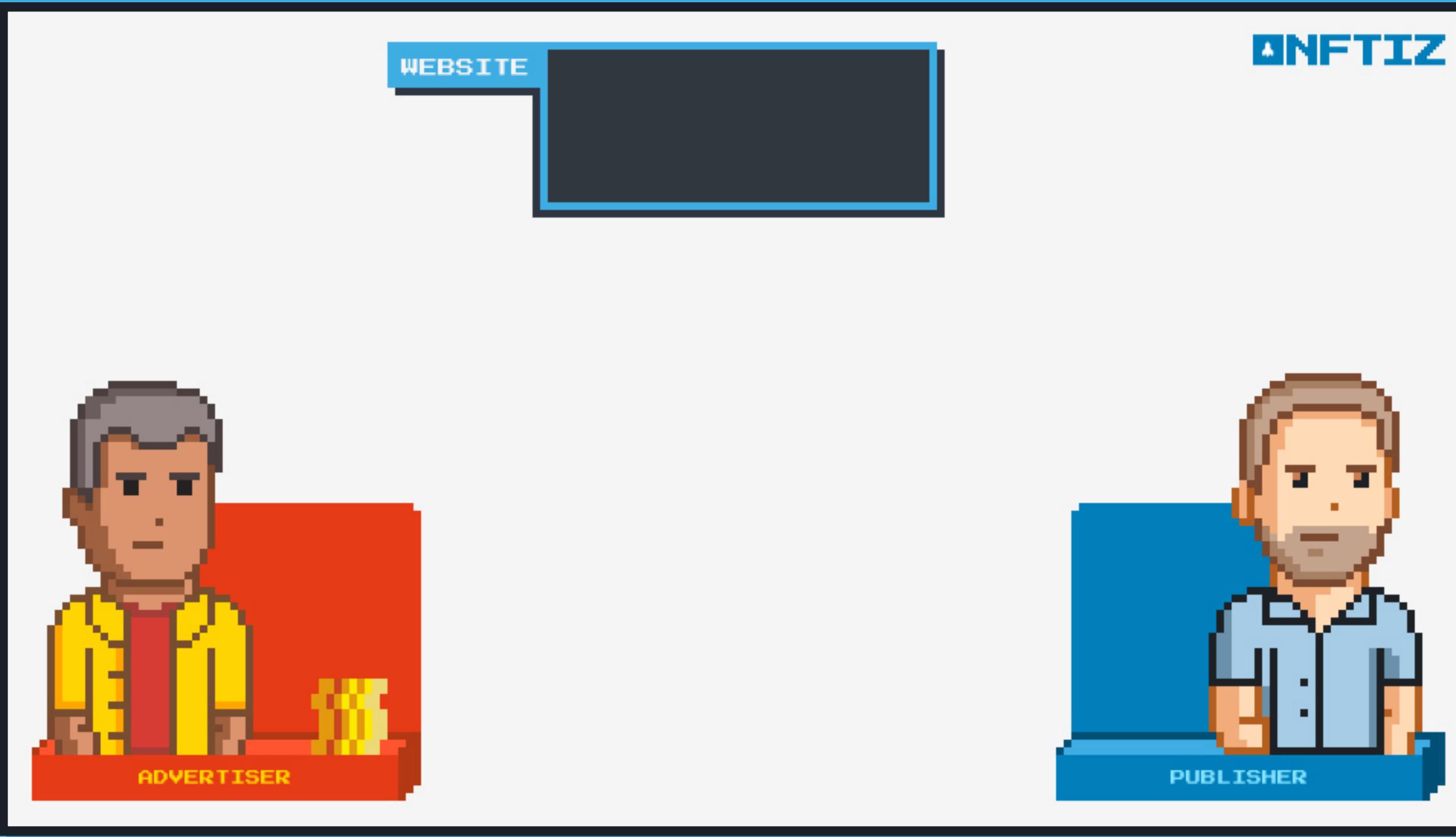
- We provide a web3 affiliate marketplace and enable publishers to promote new projects. New Industry



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** bar
- SORT RESULT BY**: Rank, New, 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, Odeded....
- Navigation: Dashboard, Report, Marketplace.

Middle Panel (Offer Details):

- Offer info**, **Revenue**, **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):

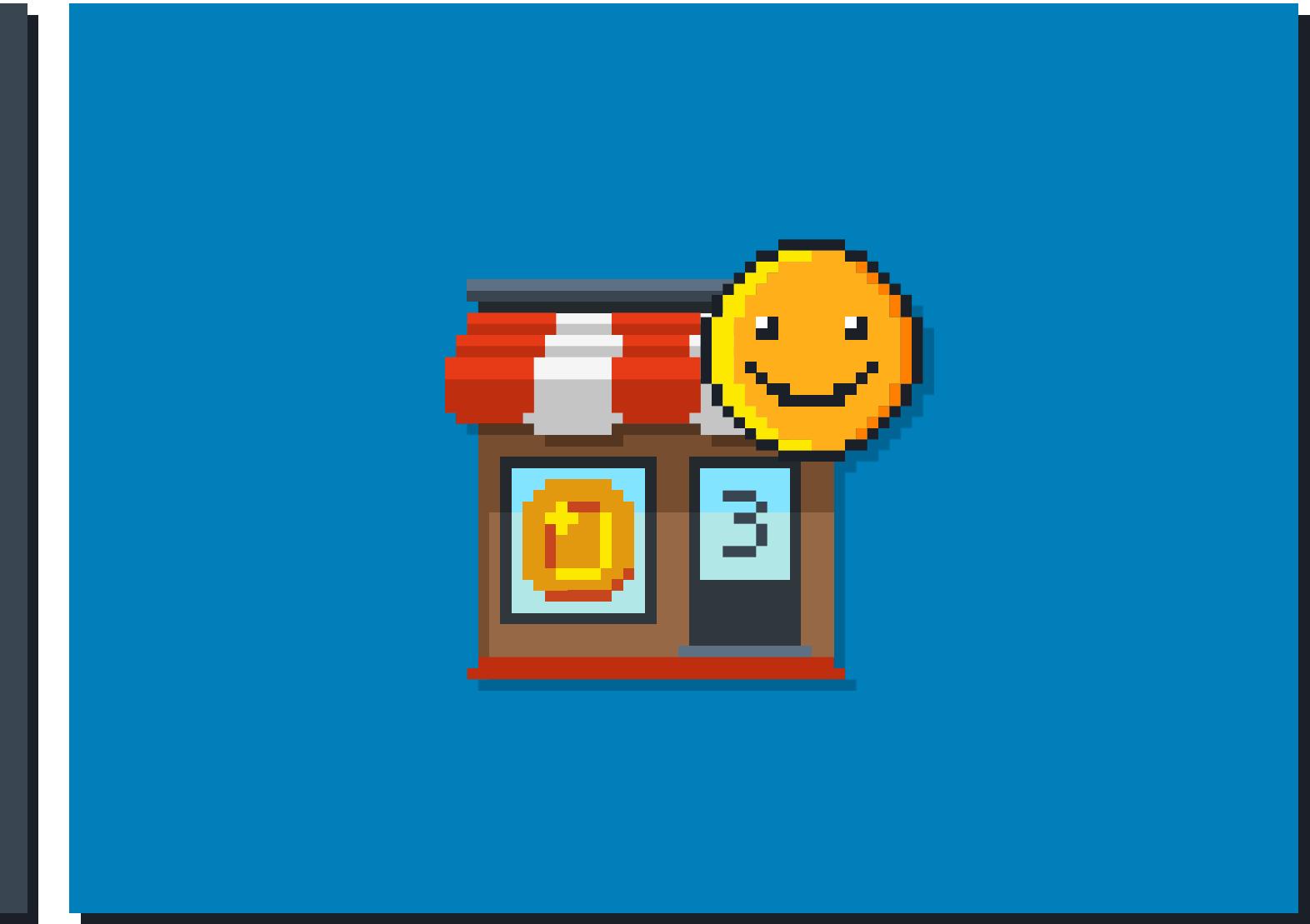
- Your affiliate link**: https://
- Use affiliate ID instead of wallet**:
- Add tracking parameter**:
- source**, **campaign**, **sub1**, **sub2**, **sub3**, **sub4** fields
- My stats** section:
 - History**: Line chart showing Sales and Revenues over time.
 - Sales**: 20, **Revenues**: \$600.
 - Current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

COMPETITION

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

COMPETITIVE ADVANTAGE

Strategic advantages if other 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.

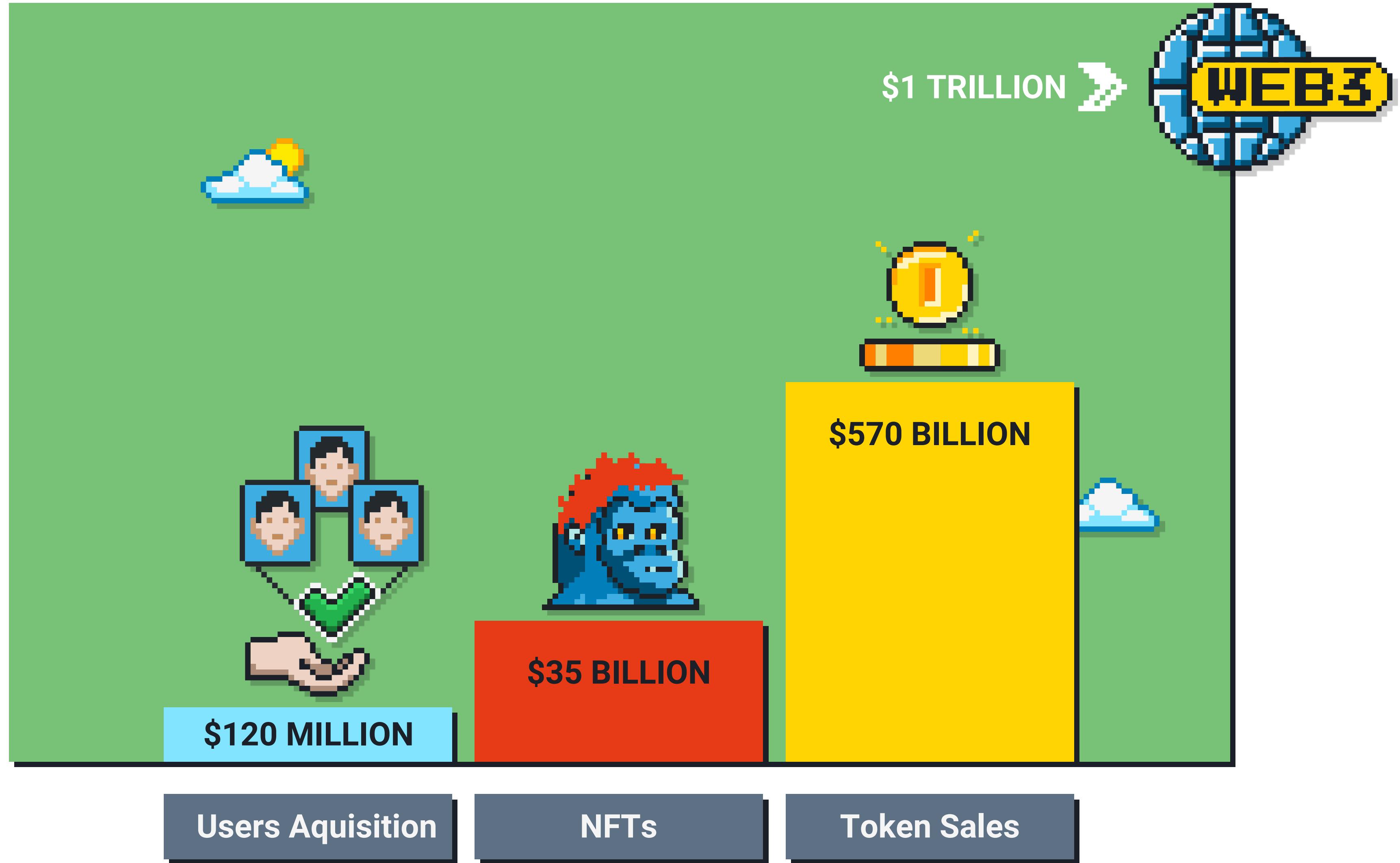
NFTIZ is a pioneer in blockchain technology & we are the first affiliate network to cross into the Web3 Industry.

- Smart contract
- Launchpad & Tracking system

We are leading. We already have traction :

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

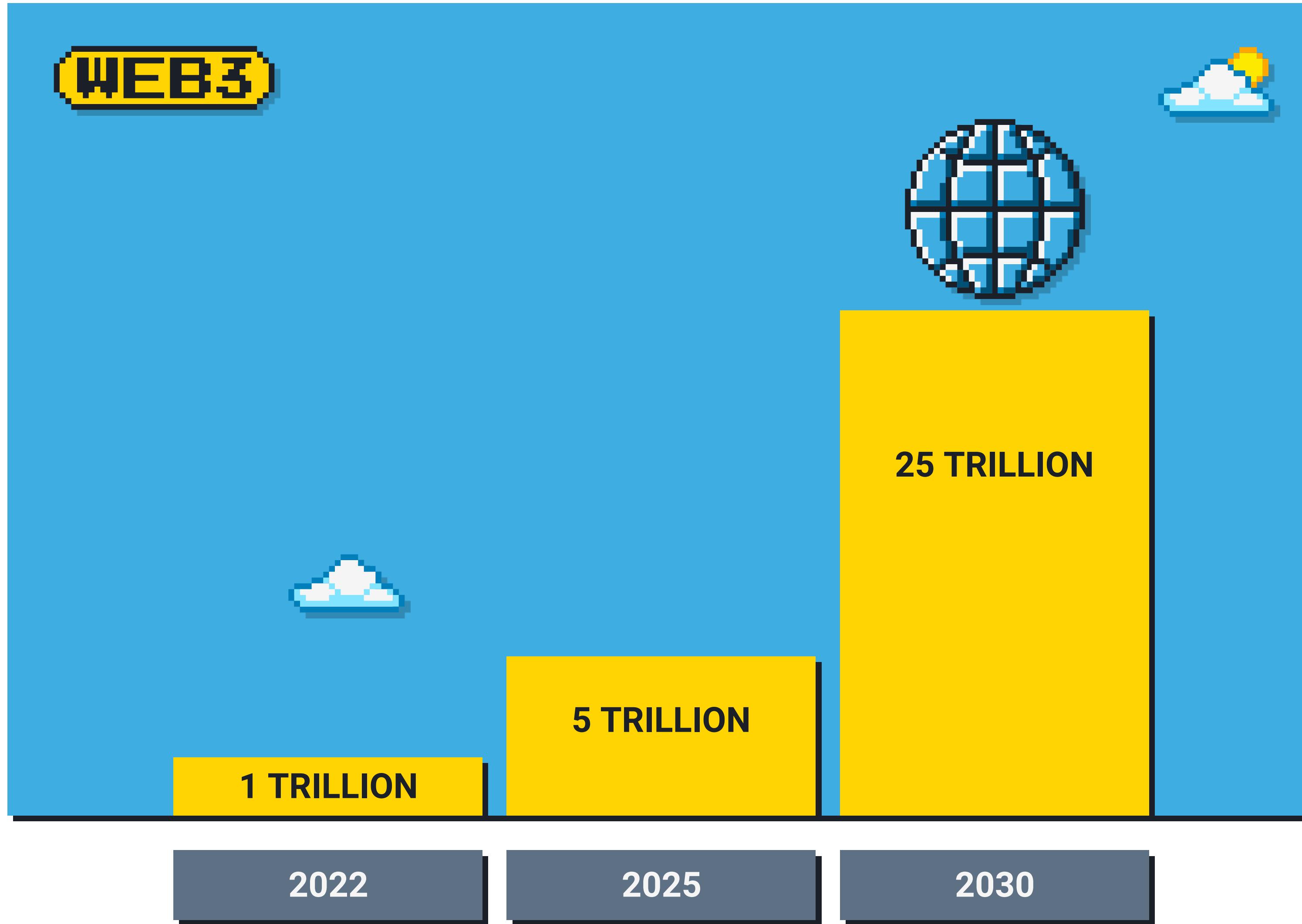
TOTAL ADDRESSABLE MARKET (TAM) - 2022



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

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

CURRENT & PROJECTED MARKET

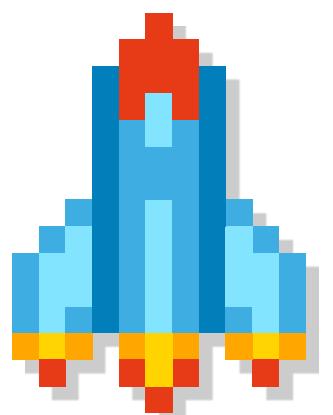
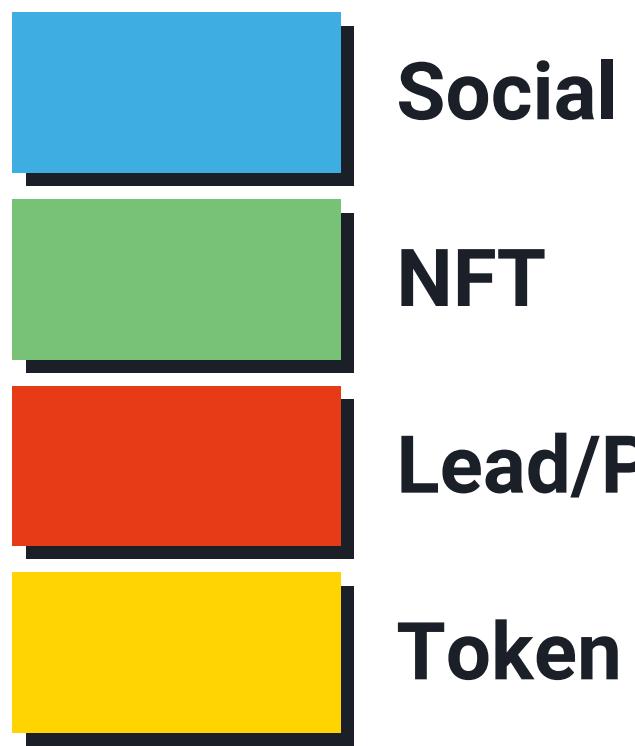


<https://coinmarketcap.com/charts/>

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

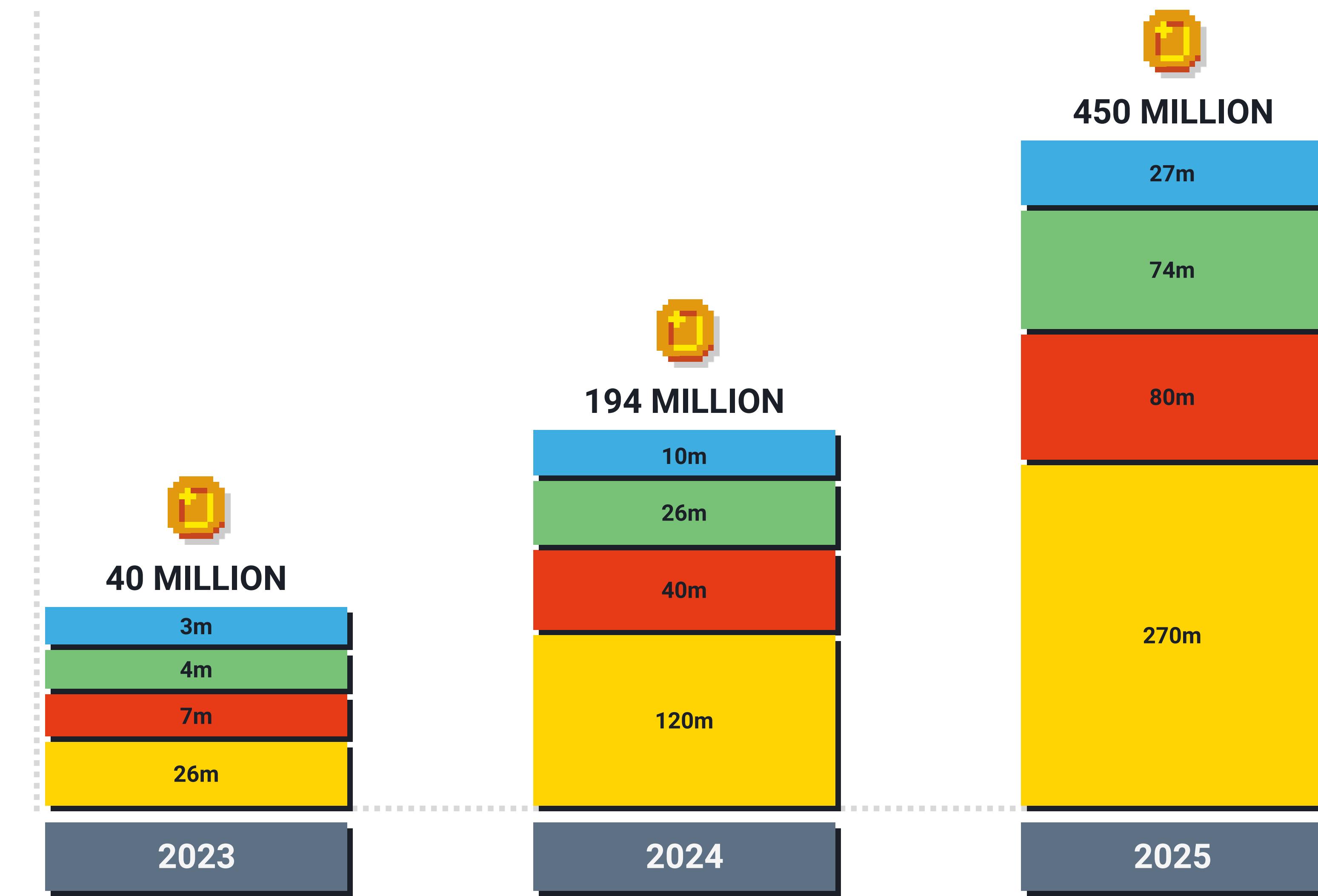
<https://www.nasdaq.com/articles/cathie-wood%3A-ethereum-will-reach-%2420-trillion-market-cap-by-2030>

SERVICEABLE OBTAINABLE MARKET - SOM



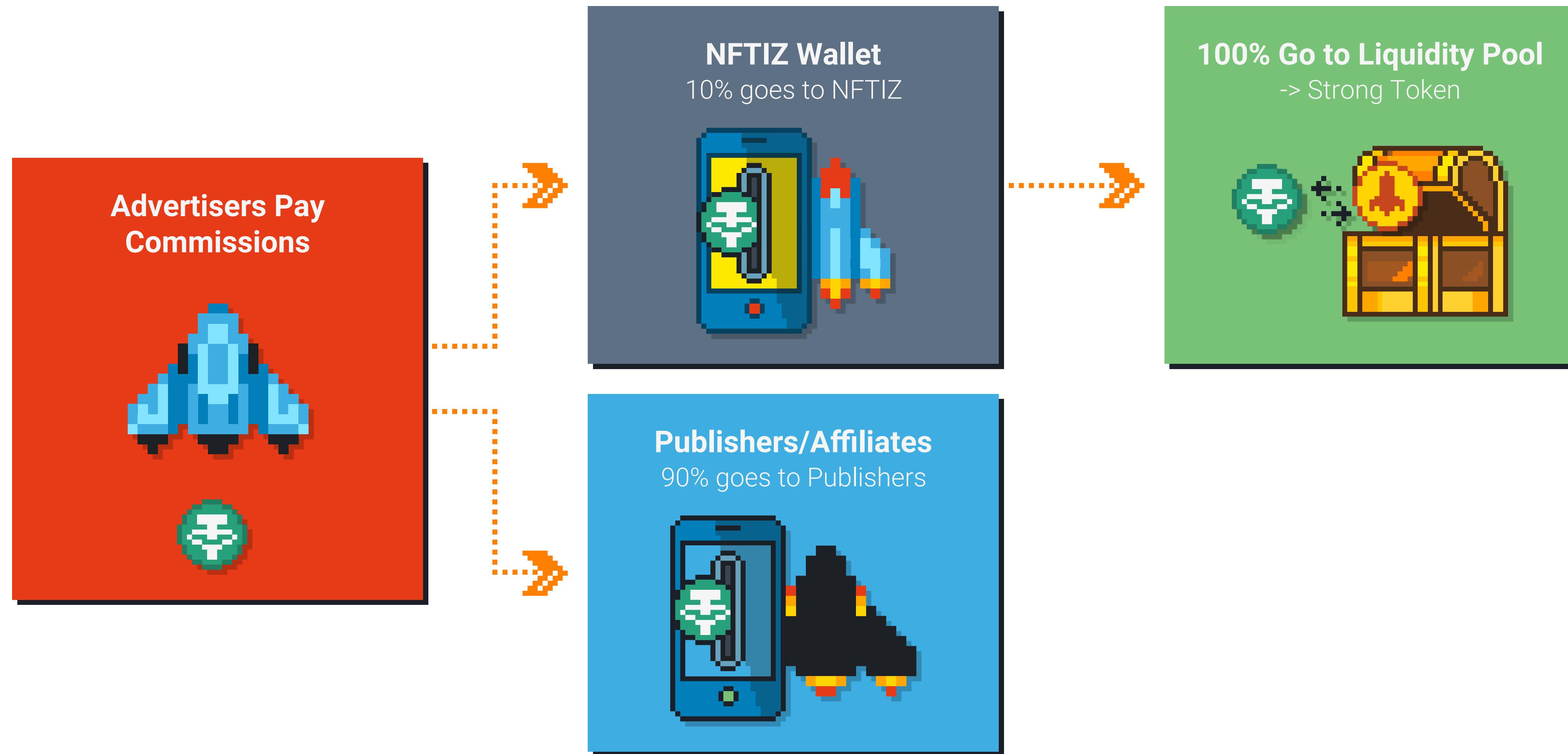
Projected Commission Volume,
per year, per product.

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

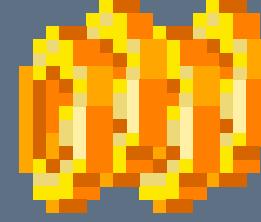
Blockchain - ETH



Ticket \$NFTIZ



Tokenomic



Total Supply - 1,000,000,000

Initial Circulating Supply (%) - 9.53%

Seed Round



Allocation: 10.00%

Price: \$0.015

Amount: \$1,500,00

Valuation: \$15,000,000

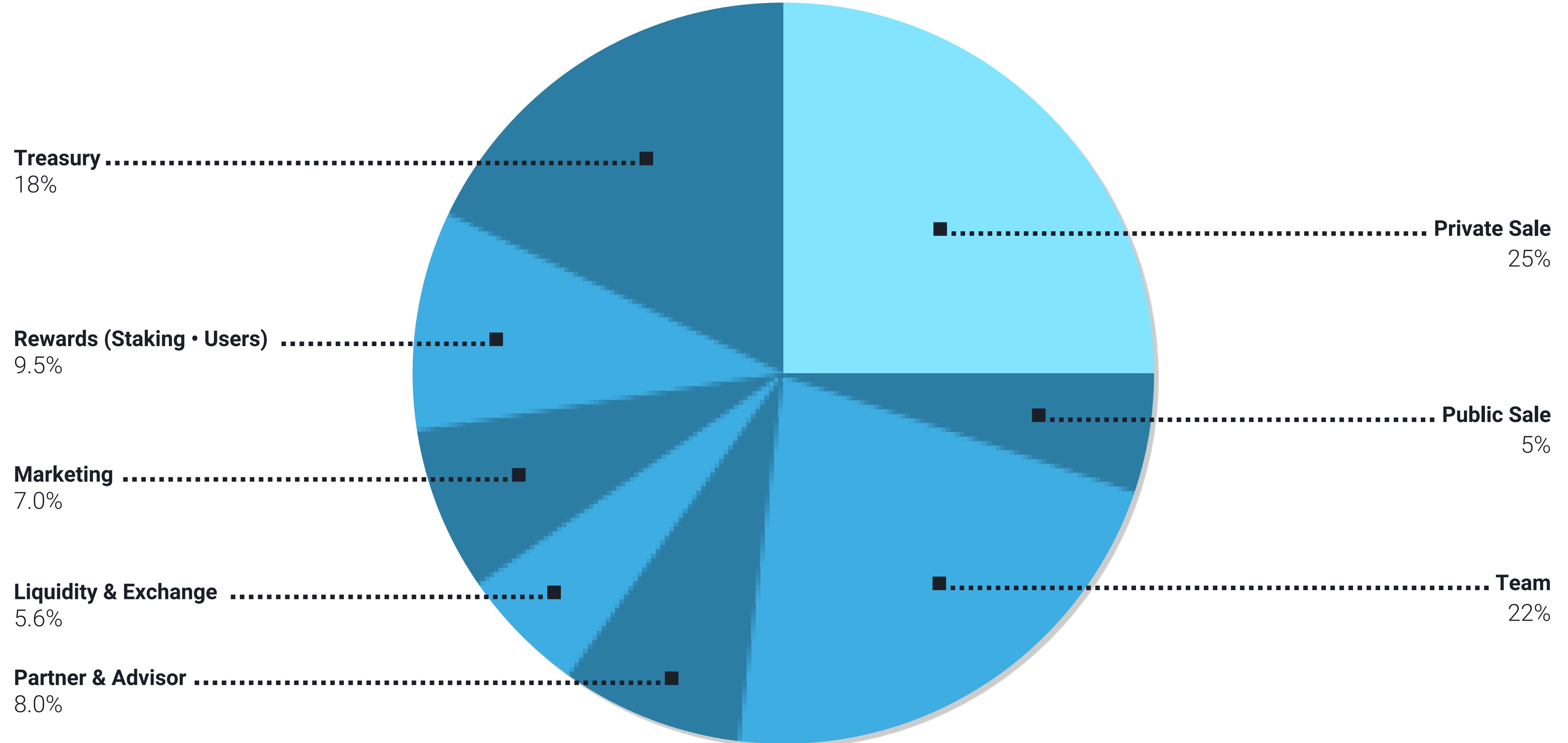
Vesting: 6 months cliff - 24 months vesting

See Full Tokenomic

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



TOKENOMIC - 1.2

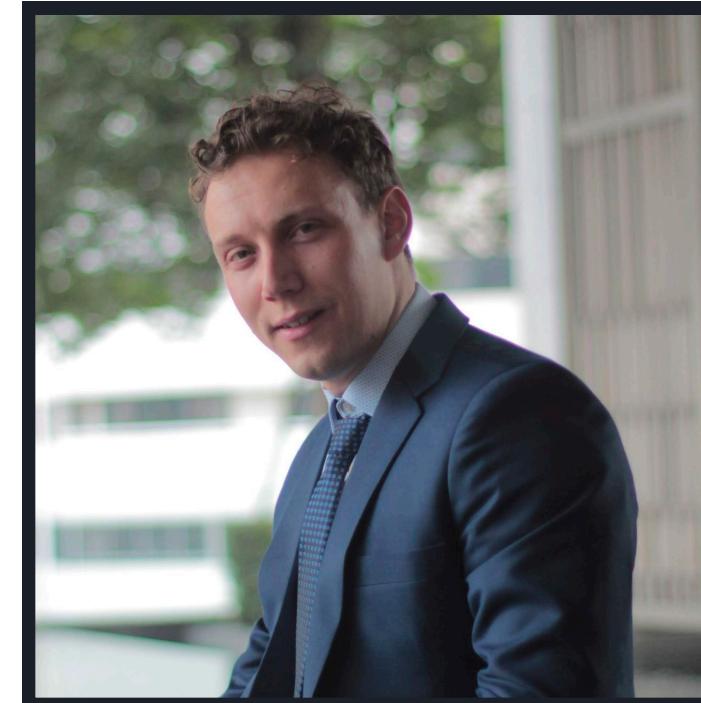


TEAM



Guillaume Meex
Co-Founder
CEO

Founder of a leading affiliate network for multiple industry verticals. 9 figures revenues for the last 4 years. Well connected in the affiliate marketing industry.



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).



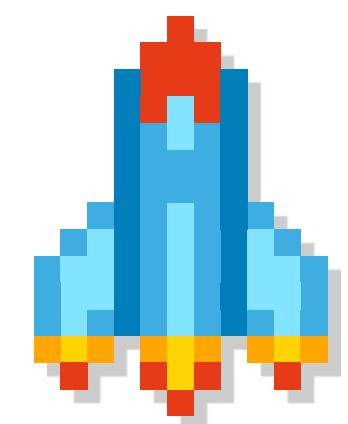
Devesh Sreenivasan
Equity Partner
Advisor

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

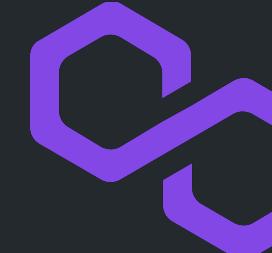


SANTA BROWSER



CHAINLINK

Blockchain



POLYGON



ETHEREUM

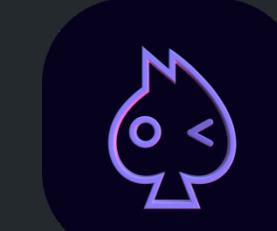


BINANCE SMART CHAIN

Clients We Work With



LUCKY DEGENS



METACHANCE



DWISS WATCH



CAPX

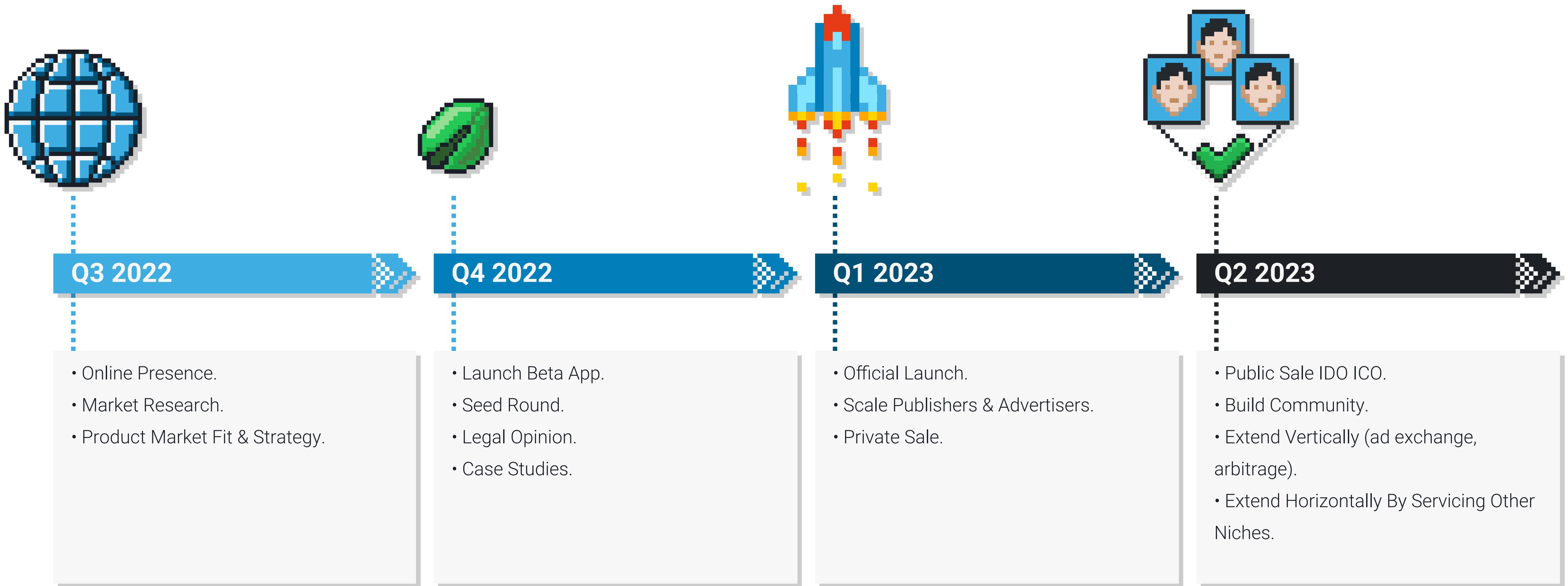


SANTA BROWSER



NFTULOAN

ROADMAP



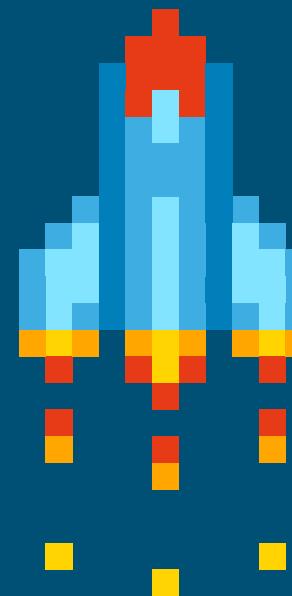
NFTULOAN



Thank You

We look forward to hearing from you!

Want to be part of our success? **Reach us at partners@nftiz.com**



WEBSITE

WHITEPAPER

TWITTER

BLOG

LINKEDIN

YOUTUBE

DISCORD