

# NFTIZ

## Web3 Performance Launchpad

NFTIZ is a performance marketing platform that leverages blockchain for transparency and trustless payment. We aim to enable new opportunities for publishers and advertisers worldwide.

# MARKET OVERVIEW

## Affiliate marketing X web3

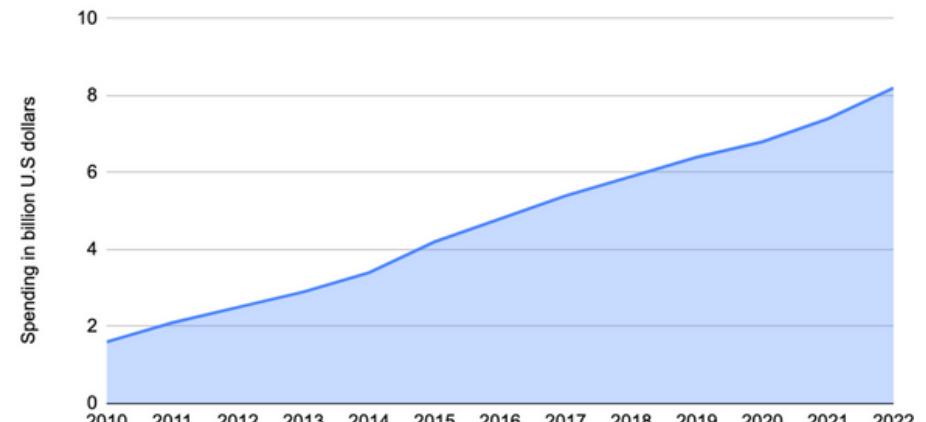
**What is Performance Marketing ?** It's digital marketing where brands only pay marketing service providers ( publishers ) after their business objectives have been met or when specific actions have been taken.

- It's one of the most popular strategies to drive partner sales and generate online revenue. The industry is **growing 10% every year.**

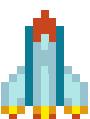
- Advertisers prefer a **performance model** to a pay-per-click or pay-per-view. It's risk-free. They **pay on results** ( leads, sales, etc... ).

**What is web3?** Web3 is leveraging blockchain technologies for ownership, transparency and trustless payment.

Affiliate marketing spending forecast in the U.S.



source : <https://supermetrics.com/blog/affiliate-marketing-statistics>



# THE PROBLEM

## FOR ADVERTISER



### Issues when working with Publishers

- Issue with **incentives**: Paying publishers a flat fee upfront or using a CPC or CPV model does not guarantee results.
- Brand prefers a performance-driven model. It's risk-free.
- No existing tools for web3 projects to measure discord leads and track NFT mint
- No dedicated Affiliate platform that lists NFT offers and connects with relevant influencers

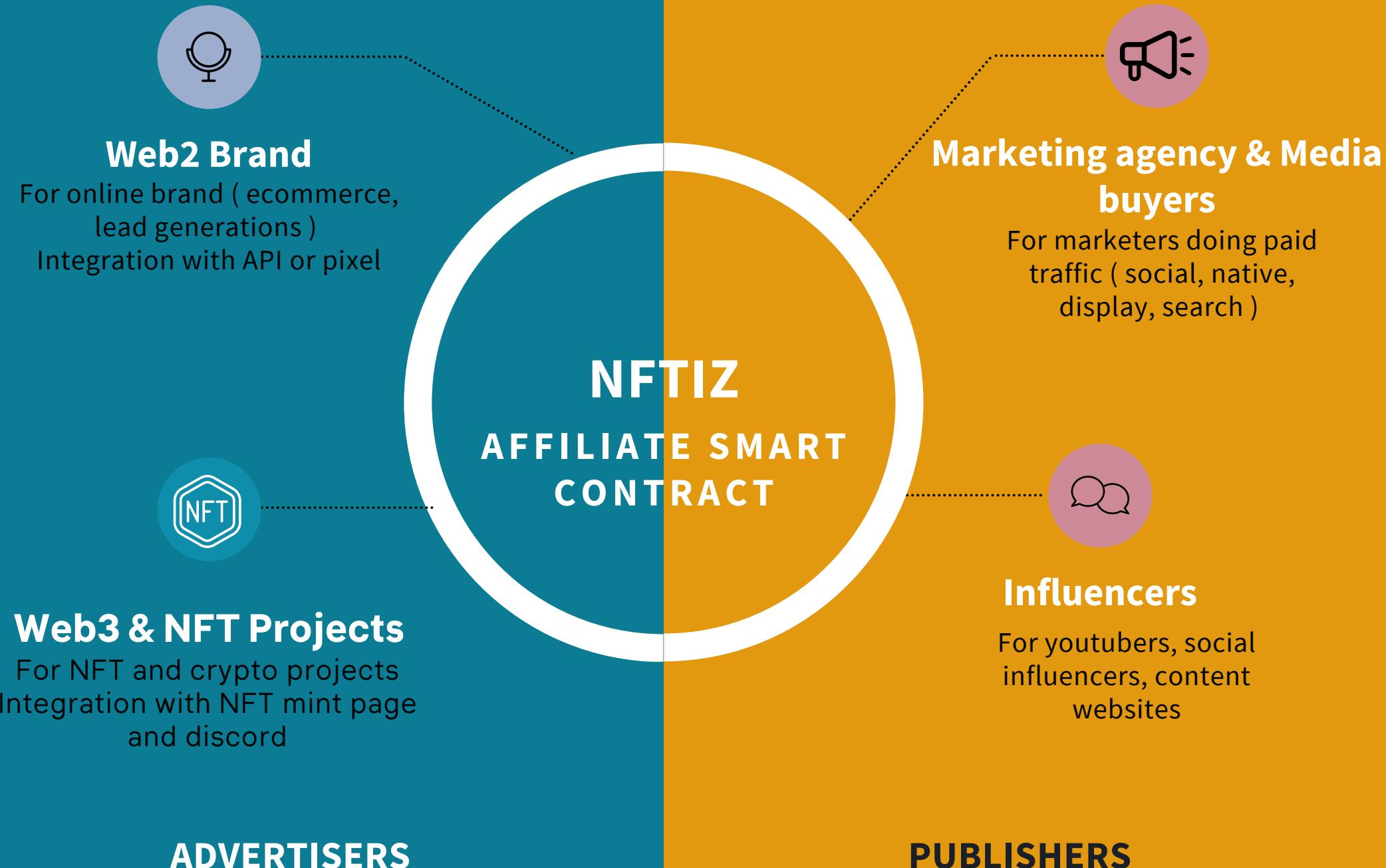
## FOR PUBLISHER



### Issues when working with advertisers

- Hard to find affiliate programs for web3 projects and to make data-driven decisions.
- Too much time spent negotiating rates and payment terms with prospects.
- Hard to prove conversion results and show viable evidence. No technology to track sales or other performance metrics Advertisers and middlemen are stealing conversions and charging high transaction fees.
- Payment issue. Publishers don't get paid what they are due or suffer delays in payment that disrupt their cash flow disrupt their cashflow

# TARGET AUDIENCE



# SOLUTION

## What is NFTIZ



**POINT**

**1**

### PERFORMANCE DRIVEN

Advertisers pay for results (e.g., lead, conversion, sale, NFT mint, etc.)



**POINT**

**2**

### REAL-TIME

Commission are published on the blockchain in real-time



**POINT**

**3**

### TRANSPARENT

Proof of commissions and payments are publicly verifiable on-chain



**POINT**

**3**

### TRUSTLESS

Publishers withdraw profits anytime.

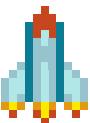


**POINT**

**3**

### MULTICHAIN

NFTIZ is multi-chain and supports any ERC-20 token on Ethereum, BSC, and polygon



# MISSION, VISION, AND VALUES

## + Mission

NFTIZ mission is to build seamless collaboration between advertisers and publishers. Our technology brings transparency and trustless payment.

## + Vision

Our vision is to be the reference for performance marketing in web3, enabling opportunities for publishers and advertisers worldwide. We aim to build a strong and active community that shares actionable advice.

## + Values

Community driven.  
Simplicity & Performance.  
Transparency & Trust



# SWOT

## + **Strengths**

- The Team owns one of the biggest affiliate network in the forex industry and has a strong background in online advertising.
- Have an existing relationship with over 2000 affiliates.
- Leveraging blockchain for transparency and trustless payment.

## + **Weaknesses**

- Rely on network effects. Need advertiser offers to get publishers and vice versa

## + **Opportunities**

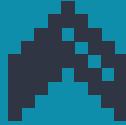
- Social media and online publishing platforms make publishers independent and decentralized.
- Crypto adoption is growing.
- First mover, and we have strong cards to be #1 and leverage network effect.

## + **Threats**

- Regulation. Crypto regulation is still unclear in some countries.
- Taxation. ( i.e., India set high tax for crypto ) could make crypto payments less attractive in the short term



# COMPETITIVE ADVANTAGES



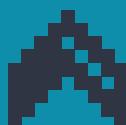
## CONTROL YOUR CUSTOMER ACQUISITION COST

Businesses spend a lot on acquiring customers online (i.e., eCommerce: \$45, Financial: \$175). They often have difficulty controlling their customer acquisition costs (CAC). NFTIZ Launchpad allows advertisers to decide exactly how much they want to pay per conversion



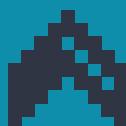
## PAY ON RESULT, NOT CLICK

Most marketing solutions will charge per click or impression. NFTIZ is all about performance marketing. Because publishers also have skin in the game ( they don't get paid if they don't bring results. )



## TRANSPARENCY

Web3 advertisers and publishers can view proof of conversions generated on-chain on a distributed public ledger. It brings 100% transparency and accuracy to all campaigns.



## TRUSTLESS PAYMENT

All payments are released based on performance in real-time. Advertisers no longer need to spend time negotiating fees or handling payments with publishers.

Publishers no longer need to wait for their payments. Profits are available instantly without conditions.



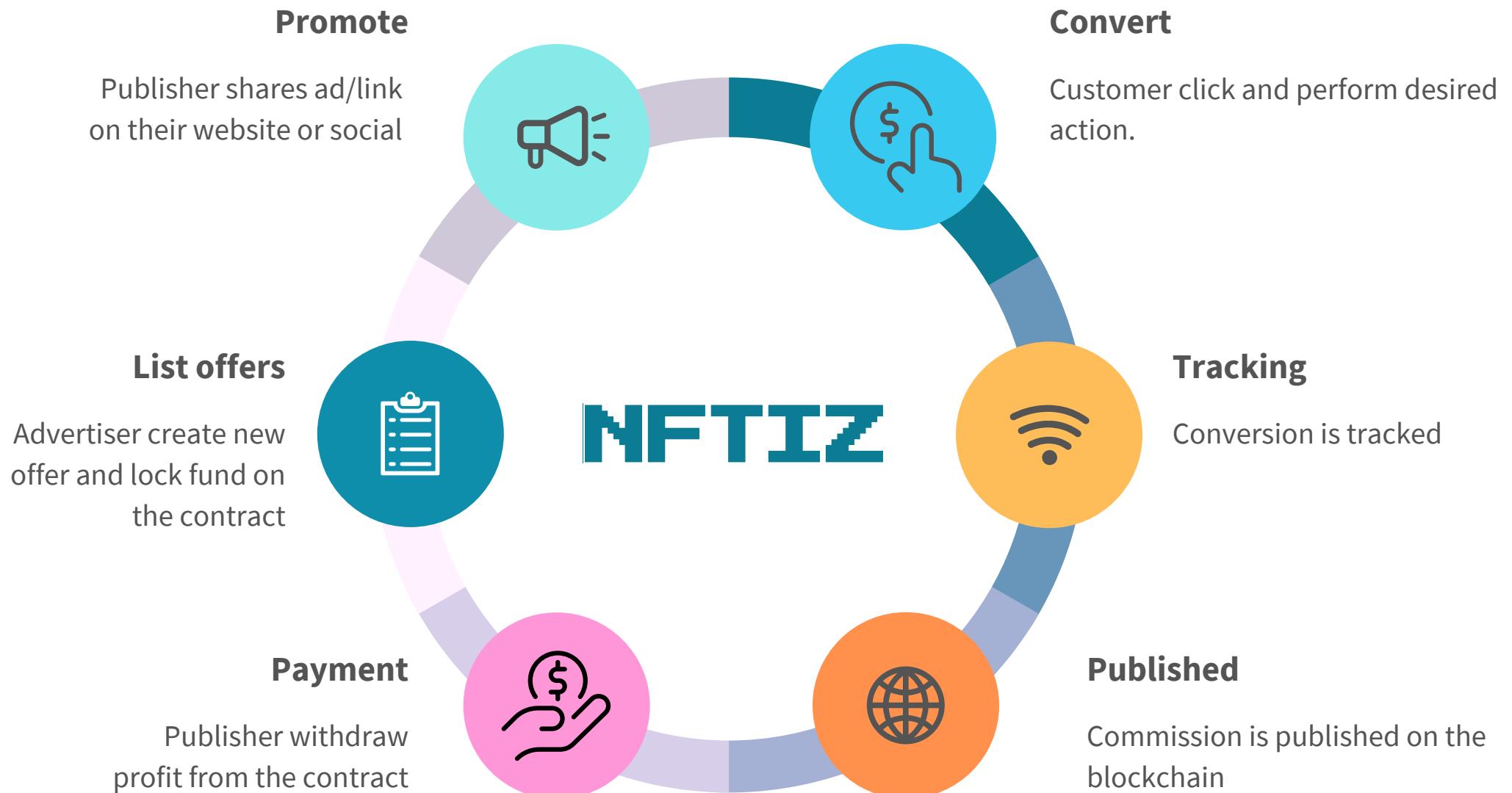
# COMPARISON

## How NFTIZ is better than traditional affiliate network

	<b>WEB3 Launchpad</b>	<b>WEB2 Affiliate Network</b>
<b>Brand</b>	NFTIZ	e.g. clickbank
<b>Commission</b>	10.00%	10% - 30%
<b>Payment Threshold</b>	none	~ 100\$
<b>Payment Schedule</b>	INSTANT	2 - 4 weeks
<b>Security</b>	100% Secure on blockchain	Subject of terms and conditions.
<b>Fund Custody</b>	Yours - Blockchain	The company
<b>Transparency</b>	Public Ledger	Company book



# TECH FLOW



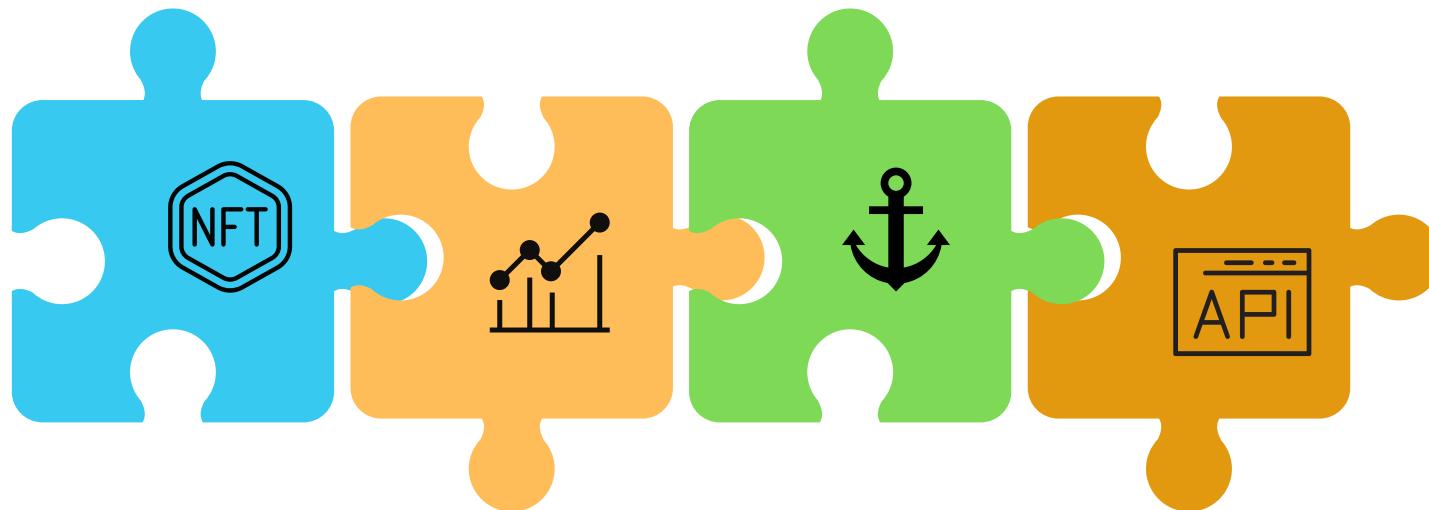
# TECH INTEGRATION

## NFT Launchpad

NFT launchpad to pay commission on mint

## Pixel

For web2 brand, fire NFTIZ pixel on conversion



## Discord Tracking

Discord tracking and analytics to pay commission on leads

## API

For business with CRM backend, send commission event to our API

# ECOSYSTEM



**POINT 1**

## NFTIZ TOKEN

The token for NFTIZ is \$NFTIZ and is used for rewards and incentives.

- Staking rewards
- Community Rewards
- Publishers Competition



**POINT 2**

## COMMUNITY

NFTIZ is community driven and is a core value of web3.

NFTIZ aims to develop a society organized on a discord server, where publishers and advertisers can connect altogether to discover new opportunities.

The \$NFTIZ token is used to reward core members for publishing content ( case studies ) and fund competition.



**POINT 3**

## WEB2 & WEB3 INTEGRATION

- For web2 businesses that already have a backend or CRM, integration with NFTIZ API and pixel

- For web3 projects ( NFT, tokens, discord community ), NFTIZ offers solutions out of the box :

- NFT launchpad. Mint page with a referral system integrated.
- Discord Analytics. Projects can track user origin and activities (e.g., messages quantity, wallet assets, how long they are active, from which traffic source )

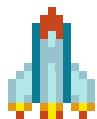


**POINT 1**

## LEADERBOARD

As blockchain allows for total transparency in the volume of transactions. NFTIZ publish a leaderboard with:

- the best offers so that publishers can data-driven decisions.
- the best publishers so that advertisers can discover and develop new partnership

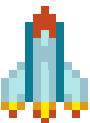
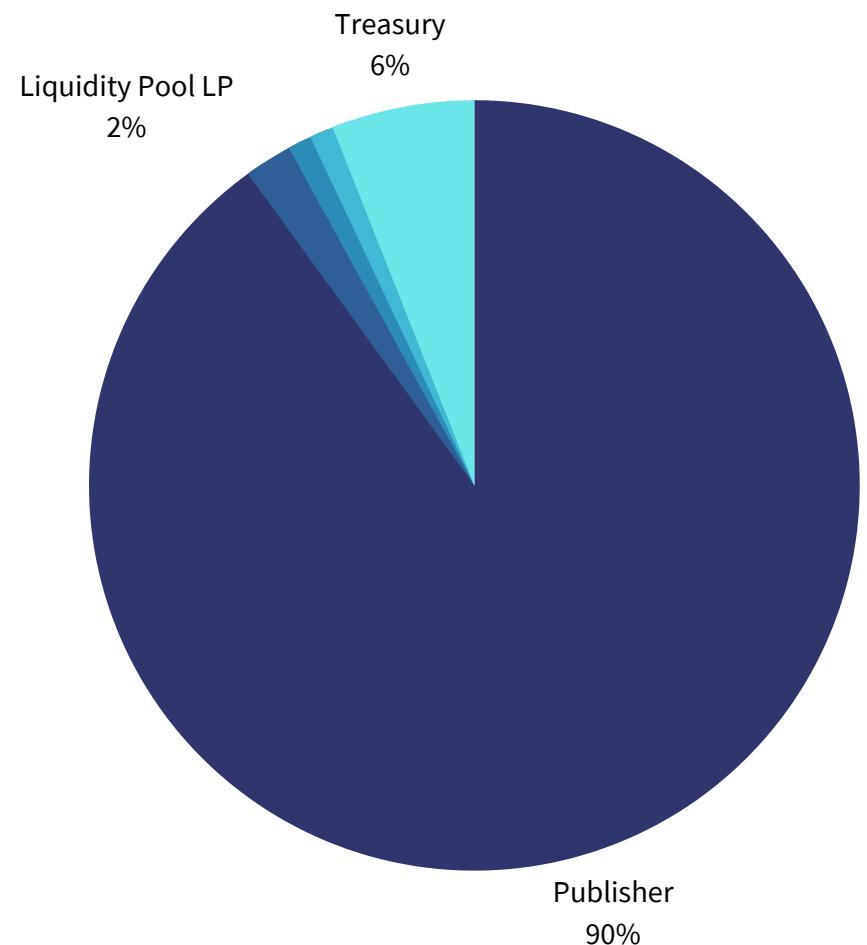


# TOKENOMIC

## Revenue model

The platform allows advertisers to define affiliate commissions based on desired results. ( a lead, a sale, an NFT mint, etc. )

- 90% of the commission goes to the **publisher**
- 6% to **NFTIZ Treasury**
- 2% to **Liquidity Pool** to sustain token price.
- 1% to the **staking pool** to reward token holders
- 1% to the **prize pool** to reward the best publishers daily/weekly/monthly

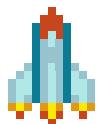


# TOKENOMIC

## Funding & vesting schedule

NFTIZ will issue 10,000,000 NFTIZ tokens. We aim to raise \$2.65m

Wallet	Allocation %	Token Price	Target	Vesting Period
<b>TEAM &amp; ADVISORS</b>	20%			0% on TGE, 6 months cliff, 24 months vesting
<b>TREASURY</b>	50%			10% on TGE, 14 days cliff, 24 months vesting
<b>SEED ROUND</b>	20%	\$0.5000	\$1,000,000	2.5% on TGE, 3 months cliff, 18 months vesting
<b>PRIVATE SALE</b>	8%	\$1.5000	\$1,200,000	5% on TGE, 30 days cliff, 12 months vesting
<b>PUBLIC SALE</b>	2%	\$2.2500	\$450,000	25% on TGE, 14 days cliff, 12 months vesting



# TEAM & ADVISORS

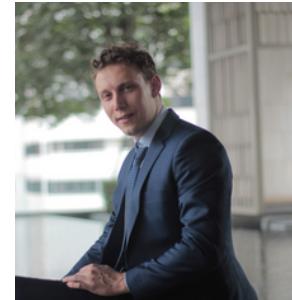
- **NFTIZ Founders** have a decade of experience in advertising, affiliate marketing, and blockchain technology. For the last five years, they successfully managed an affiliate network at scale ( 9 figures revenues ).

- **NFTIZ Advisors & Ambassadors** are highly successful entrepreneurs with deep expertise in the affiliate marketing and web3 space and backup NFTIZ with their strong network.

- Backed by some of the best in space, our **strategic partners** are here to help us realize our vision and mission.



Guillaume Meex  
Co-founder



Yoann Defay  
Co-founder



Devesh Sreenivasan  
Advisor



# ROADMAP





# NFTIZ

**Thank you.** We look forward to hearing from you!  
Want to be part of our success? [partners@nftiz.com](mailto:partners@nftiz.com)

