

# Consumer Experience Network

Built for Everyone. Web3 made it simple.

Unlocking Business Potentials

2025



tipbox

Share. Connect. Get Rewarded.

“Enrich Lives With Your **Tips & Tips.**”



# Real People, Real Problems

Built on Real  
Stories

We started by listening  
120+ voices and more  
countless conversations.  
  
Our journey began with  
extensive **focus groups**.

Inspired by  
Daily Life

We analyzed familiar digital  
habits and interactions—then  
built a fresh, innovative  
approach with Web3 that  
people can **naturally embrace**.

Clarity in  
Complexity

We simplify the  
complicated with a  
human-centric design.  
  
Clear, structured, and  
ready **for daily use**.



Driven by Reality

# Focus Problems



## Chaotic Experiences and Trust Gap

Shared experiences lack context, clarity, relevance and specificity.



## Unreliable and Fake Reviews

Users struggle to find genuine, trustworthy and information they need.



## Rewardless Contributions

Existing platforms fail to motivate valuable user engagement.



## Value Without Returns

Users receive no economic benefit from their valuable content.



## Invisible Expertise

Real user expertise remains hidden and undiscoverable.



## Poor Data, Poor AI

Unstructured data diminishes AI accuracy and effectiveness.



Combined Strengths, One Perfect Blend

# Compact Solutions

## Structured & Contextual Experience Sharing

Clearly structured **consumer experience segments**—purchase, pricing, usage, consumption, disposal—allow users to share context-driven insights effortlessly.

## NFT Badges & AI Content Validation

NFT badges earned through **achievement ladders** verify expertise, while AI ensures content quality and interactions.

## Economic Rewards & Social Recognition

Experiences based NFT badges provide **social prestige** and visible recognition— badge owners directly receive token-based incentives.



# How it works?

Turn **Experiences** into NFT Badges for Incentives & Social Visibility.

## STEP - 1

### **Experience Sharing & Contribution**

Users share structured experiences, create collections of owned or tested products and services, offer personalized tips and recommendations, and provide 1:1 expert support.

## STEP - 2

### **Community Engagement**

Shared content drives meaningful interactions, discussions, ratings and feedbacks.

## STEP - 3

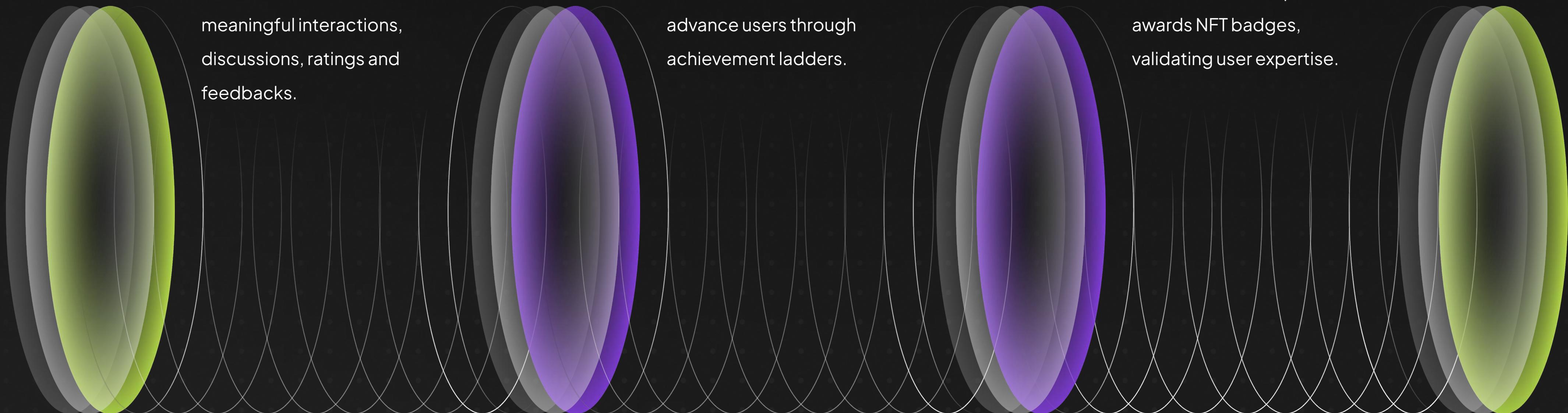
### **Achievement Progression**

Valuable contributions advance users through achievement ladders.

## STEP - 4

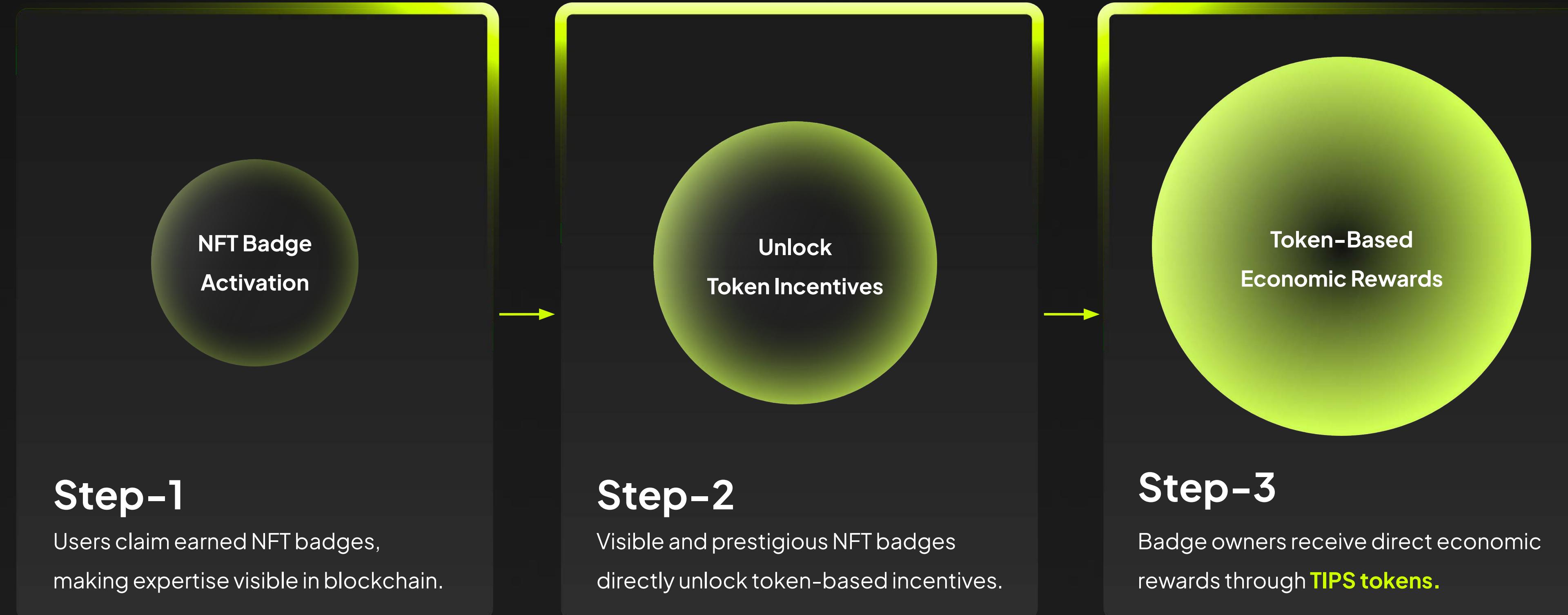
### **Expertise Recognized with NFT Badges**

Achievement completion awards NFT badges, validating user expertise.



Turn NFT Badges into Token for Rewards and Benefits.

# How it works?





# Product

Easy-to-use, Powerful, Modular, User-Centric

## 1. Socialized Experience Features

- Directory-based Flow
- Experience-based Social Flow
- Search, Discover and Trending Topics
- Personal Product Showcase

## 2. Rewards & Assets Features

- Achievement & Reward Ladders
- Experience-based NFT Collections
- Cosmetic Bundles and NFT Collections
- Asset Wallet

## 3. Community & Interactions Modules



### Wishbox

Community events based on provided scenarios for exploring contexts and lifestyle-driven ideas.



### Thanks

Direct support and rewards for valuable content and trusted creators with donations and tipping.



### Bridge

Users share secondary experience segments brand-specifically via surveys and other activities.



### ExpertNow

Personalized guidance and tailored advice through 1:1 sessions with verified experts.



# Product

“**Inspired by** social media, forums, e-commerce and user profiling platforms  
– designed to *simplify Web3 for mass adoption*.”



# Use Cases & Benefits

Redefined and Reshaped  
for Real-Life Moments

**No More Irrelevant Reviews** - Stop wasting time

- ⌚ with irrelevant seller feedback—quickly access clear and authentic product usage experiences.

**Popularity & Reputation** - Exhibit your proudly

- 🌐 unique shelf and gain expert status in the community.

**Making Reviews Meaningful** - Earn real rewards

- ⚙️ and social visibility, making their contributions truly valuable.

No	Use Cases	Specific In Action Points
1	Verified Expertise & Real Evidence	Instantly confirm reviewers' expertise and see genuine evidence of their real product usage.
2	Frustrated by Review Incentives	Avoid misleading reviews caused by incentive-driven coupons and promotions.
3	Stuck Between Two Products	Make confident decisions by quickly accessing structured user insights and instant 1:1 expert support.
4	Confirming User Similarity & Authenticity	Quickly verify if an user's expertise, preferences and routines; usage, budgets, tastes and lifestyle genuinely align with your own.
5	No One to Ask Around	Easily find and connect with experienced users to consult when there's no one around to ask.



### On-Chain Transactions

Covers blockchain fees for NFT badges and platform transactions.



### Rewards & Incentives

Earned from achievements, driving ongoing user participation.



### Prime Pass Features

Unlocks special NFTs, highlighted content, tipping and expert sessions.



### Donations & Tipping

Used for supporting and appreciating valuable user content.



### Exclusive Participation

Enables users to access exclusive platform events and campaigns.



### Revenue Sharing

Direct payments to creators, aligning earnings with platform growth and token economics.

# TIPS Token Utilities





# Market Gaps & Opportunities

Large, growing markets lacking socially engaging review platforms with Web3-powered incentives.

E-commerce Market  
(Only Retail)

8% YoY  
**\$6.5T**

Review & Feedback  
Market

18% YoY  
**\$8B**



**tipbox**

*Review platforms are typically static and one-way, lacking interactive user-to-user communication and interaction.*

*E-commerce platforms offer experience sharing, but lack meaningful social interaction and community engagement.*

*Social media platforms enable interaction and social engagement, but content is not structured or experience-focused.*

Social Media  
Market

15% YoY  
**\$251B**

Web3 - SocialFi  
Market

518% YoY  
**\$6B**

*Web3 & SocialFi platforms lack sustainable incentives and meaningful community, limiting mass adoption.*



# AI-Powered Advanced Technology

Making Blockchain Accessible for Everyone

# 3X

**Account Abstraction** and Layer2 technologies accelerate user adoption by simplifying complex blockchain operations, lowering transaction costs, and enhancing user experience.

**Easy onboarding** offers frictionless signup and wallet-free access, accelerating user adoption by eliminating technical barriers and enhancing initial user experience.





# Roadmap

## Progress to Date

**24/Q1** - Market Validation  
(Binance BW & Ecosystem)

**24/Q1** - Market Validation  
(Focus Group with Prototype)

**24/Q3** - Product Strategy &  
Concept Optimization

**23/Q4** - Idea Validation  
(Focus Group Interviews)

**23/Q4** - Product Strategy and  
Concept Design

**24/Q3** - Private (Angel) Phase  
Investment Call

**24/Q4** - Brand Design & Market  
Positioning Development

**25/Q1** - MMP Product  
Development

**25/Q2** - Pre-Seed Phase  
Investment Call

**25/Q2** - Completion of  
Company Establishment

**25/Q4** - Seed & Seed Extension  
Phases Investment Call

**26/Q1** - Mobile App (MVP)  
Market Launch

- Mobile App Version Launch
- Socialized Experience Features
- Rewards & Assets Features

**26/Q2** - Mobile App (Closed  
Beta) Market Launch

- Community & Interactions Modules
- Prime Pass & Premium Plans
- Creator Program

**26/Q2** - TIPS Token TGE and  
Exchange Listing

**27/Q2** - Series A Phase  
Investment Call

**27/Q2** - Mobile App (RC  
Version) Market Launch

**26/Q3** - Mobile App (Open  
Beta) Market Launch

- TIPS Token Incentive Rewards Start
- Cosmetic NFT Sales
- AI Content Summarizer & Validation

- Web Version
- AI Hub Chatbot & Benchmark Assistant
- AI Market Agent & FG Interview

2023

2024

2025

2026

2027

# Looking Forward

Clear Vision, Defined Milestones, Measurable Success  
for Potential Outcomes

From a powerful niche community to a transformative global platform—Tipbox is positioned to redefine user experiences and set new standards for Web3 mass adoption, **whatever the scenario.**

## Best-Case Scenario

Becomes a **leading** Web3 experience platform with **5 million+ active users** globally, generating over \$25M+ annual revenue through NFTs, tokens, and premium features.



## Realistic Success Scenario

Establishes a highly engaged community with **500K+ active users** across selected markets, generating steady annual revenue of **\$2.5M+** from strategic partnerships, NFTs, and premium plans.



## Worst-Case Scenario

Remains a profitable niche community with **100,000 highly engaged members** (e.g., *female users in cosmetics*), providing reliable, blockchain-verified product insights and exclusive community experience.





# tipbox

**Serra Saygılı**

*Ex-Red Bull, National Consumer Experience Manager*

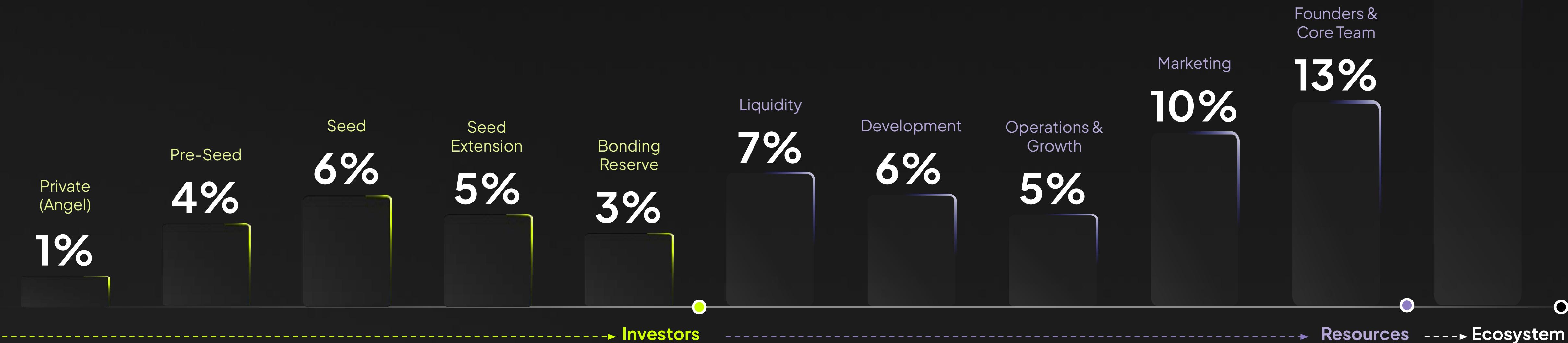
*“Tipbox deeply understands **consumer pain points** and addresses **real market gaps**. When I first saw the concept walkthrough, it was **impressive** to see **Web3** made **so clear and accessible** –even for someone like me— and especially enjoyable since it directly related to my own consumer experiences. Their only challenge should be to provide users with the best experience with the Tipbox.”*

**”I'm excited to see the revolution and impact they'll bring to the social side of experience.”**

# Tokenomics

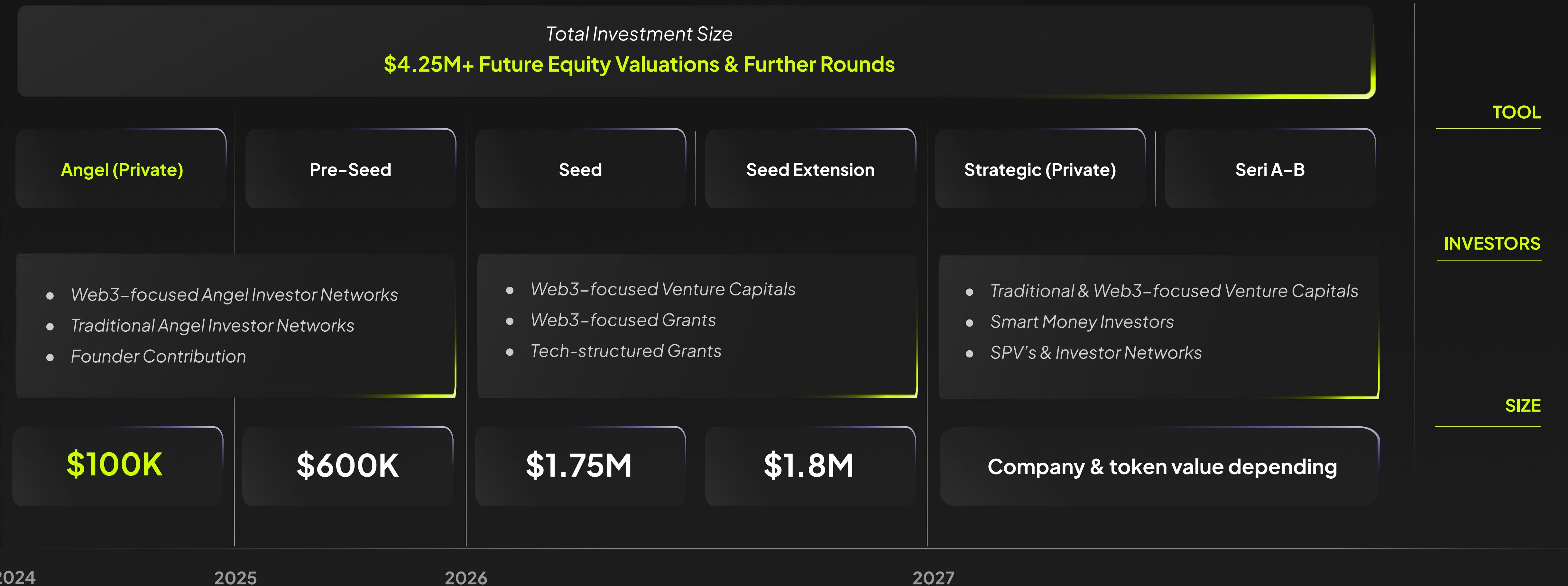
Transparent Allocation, Sustainable Growth

\*The majority of tokens are allocated to the **Incentives & Rewards** fund, directly supporting user engagement, product adoption and ecosystem growth.



# Traction

Investment Plan Backed by Clear Milestones



# Fund Utilization and Milestones

Smart Capital for  
Strategic Milestones

Funding will specifically target product foundations, liquidity strategies, user acquisition milestones, and international expansion.

**—each phase focused for impactful outcomes.**

## Seed Extension Round

1. International Expansion & Localization
2. Growth & Viral Marketing Campaigns
3. Ecosystem Partnerships & Integrations
4. Horizontal Market Scaling
5. Vertical Market Scaling

18-24 Months

## Seed Round

1. Token Launch & Liquidity
2. Market-making & Exchange Listings
3. Accelerated User Acquisition
4. Strategic Content & Event Marketing
5. Community Engagement & Retention

8-18 Months

## Pre-Seed Round

1. MVP Development & Launch
2. Smart Contracts & Blockchain
3. Initial Community Creating
4. Early Marketing Activities
5. Legal Foundations

0-12 Months



Phase-by-Phase,  
From Foundation to Scale



# Thank You! Ready for Collaboration?

Become part of the journey **Pre-Seed investment round** in Tipbox's next phase of growth, innovation, and community-driven success.

**We're ready to move fast, build strong, and shape the future of consumer experiences.**

✉ collab@tipbox.co

📍 Tallinn, Estonia



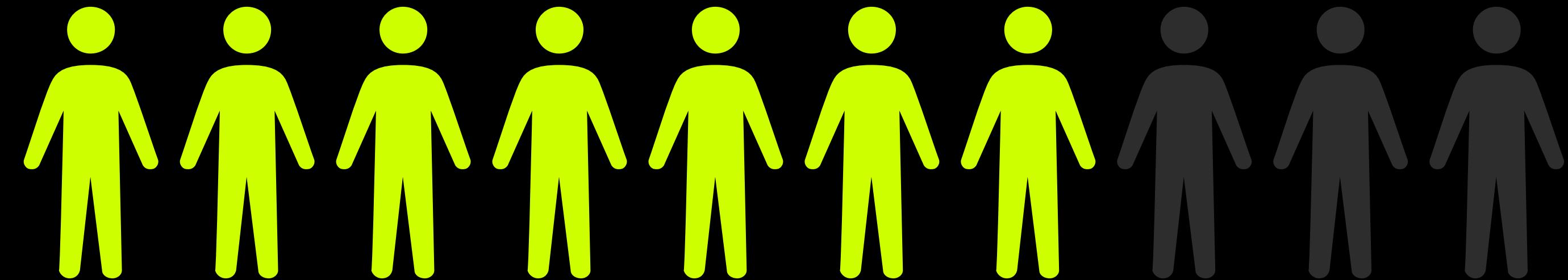
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“Enrich Lives With Your **Tips & Tips.**”

# FAQ's

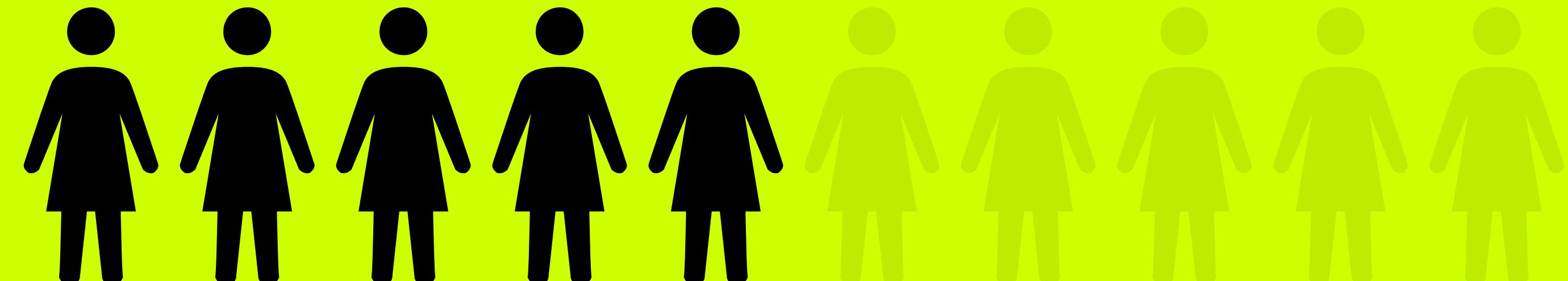
# NFTs & User Motivations

Unlocking Social Status and Proof of Expertise through Unique NFTs



**Achievement-Based  
Experience NFTs**

*Proof of Expertise &  
Social Recognition*

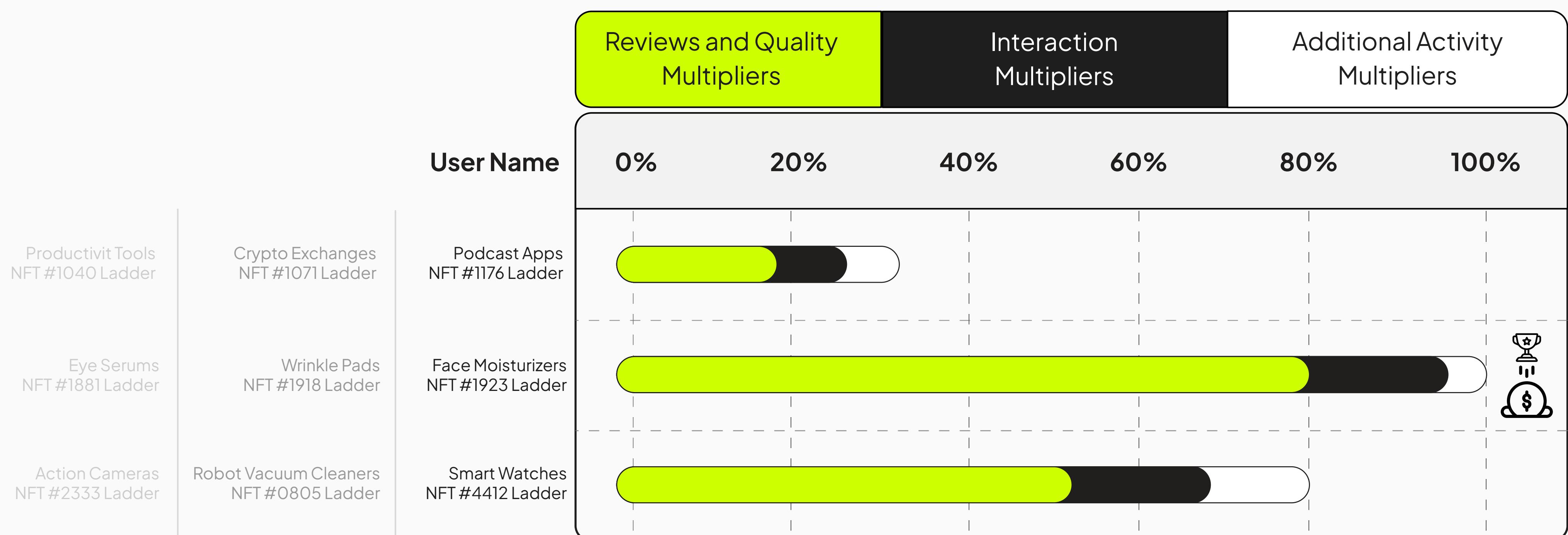


**Exclusive  
Cosmetics NFTs**

*Self-Expression &  
Profile Customization*

# Achievement-Based NFTs

Users progress through achievement ladders by sharing valuable experiences and engaging interactions, earning NFTs that **unlock financial rewards via TIPS tokens.**



# Exclusive Cosmetics NFTs

Exclusive Cosmetic NFTs are uniquely crafted collectibles, **artistically designed** and **inspired by product and service experiences**, creating compelling stories and enhancing user identity within the community.

## Main Asset

### Tradable NFT Bundles

NFTs bundled with exclusive avatars, titles, frames, and profile themes for app.

## Key Benefits-1

### Exclusive Avatars & Titles

*Unique avatars and titles inspired by real product and showcase stories.*

## Key Benefits-2

### Profile Themes & Skins

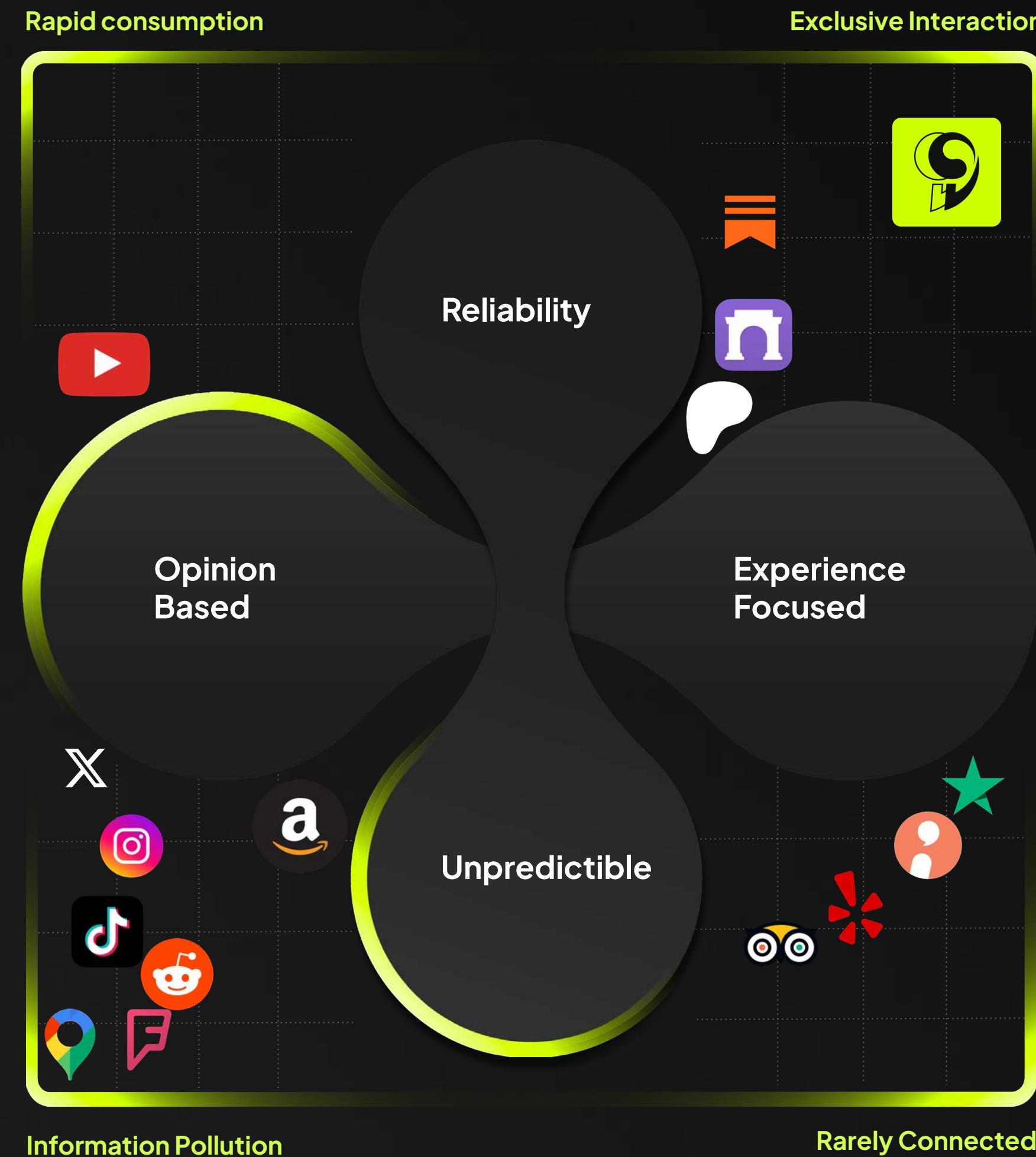
*Artistically designed themes reflecting community interests and lifestyle.*

## Key Benefits-3

### Distinctive Frames & Borders

*Visually appealing profile frames representing users' experiences.*

# Competition Analysis





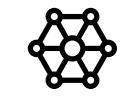
# Competitive Advantages

## What Makes Tipbox Different?

Tipbox **combines the best features** of social platforms, review sites, and gamification into one innovative ecosystem—enhancing experiences through Web3-powered incentives, trusted interactions, and exclusive user communities.



Socializing Consumer Experiences



Segmented and Clear Experiences



Rewarding Valuable Experiences



Verified Expertise Personal Showcase



Dedicated Exclusive Community



Web3 Simplified and Built for Mass Adoption





# In-App Economy

Recurring Revenue with Premium Plans, Enhanced Token Utility with Prime Pass.

## PREMIUM PLANS OVERVIEW\*

Feature Groups	Lite Plan	Elite Plan
Basic Platform & Incentive Features	✓	✓
Social Interaction & Community Privileges	✓	✓
Premium Cosmetics & Profile Customization	✓	✓
AI Content Tools & Insights	✗	✓
Profile Showcases & Other Priority Features	✗	✓

**Premium Plans** provide regular revenue and offer seamless payments via App Store and Google Play, providing effortless fiat-based transactions perfectly suited for mass adoption and ease of use.

**Prime Pass** provides lifetime activation with a one-time store purchase, including **bonus TIPS**. After the initial TIPS run out, users can **add TIPS** to their balance in a flexible pay-as-you-go model to continue enjoying benefits.

## PRIME PASS FEATURES

	Reviews & Posts Promotion Boost		Comment Promotion Boost		Community Notifications & Questions Boost
	Bonus TIPS Rewards		1:1 Expert Sessions & Tipping		Cosmetic NFTs & Special Collections

\*\*\*For a detailed table covering more than **25 unique premium features**, please visit the Tipbox Blueprints.



# Revenue Streams

Multiple Pathways to Financial Stability

Token-based and fiat-based revenue streams ensure diversified income, creating a balanced financial foundation and driving sustainable growth for Tipbox.

Regular token **buybacks** provide healthy circulation and market trust.

Fiat-based revenues support **anti-dilution** for stable token value.

## Token-based

### Fiat-based

Premium Plan

Tipping & Expert Sessions

Profile Cosmetics  
Bundles NFT Sales

Prime Pass

Paid Boosts  
and Highlights

Market Research &  
Insight Reports

Transaction Fees &  
Commissions

Professional  
Consulting

Event  
Participation Fees

Partnerships &  
Collaborations

# Go To Market

Go-to-market strategy leveraging **mass adoption** through community incentives, viral referrals, and active engagement of **women in blockchain**.

-  **Referral**
-  **Virality**
-  **Creator-First**
-  **Incentivization**

TAM

**200%**  
5.1 Billion

Large User Audience of Social Network, Review Platform and Retail E-commerce

SAM

**91%**  
2.3 Billion

Broader User Audience Already Engaged with Online Product and Service Reviews

SOM

**26%**  
653 Million

Targeted User Audience Sharing Experiences Specifically within Defined Focus Markets

LAM

**0.2%**  
5 Million

Limited CEE Audience Interested in Blockchain & NFTs, Actively Sharing Experiences in **Initial Focus Markets\***

Initial focus markets at launch are **Cosmetics, Consumer Electronics, and Digital Services**, aligning with policies and offering strong growth potential driven by high user engagement and frequent experience sharing.

# Revenue Sharing

Empowering Users, Sharing Success.

The Creator Program enables content creators reaching specific performance metrics to benefit from an exclusive incentive pool, directly rewarding their contributions and impact on the community.

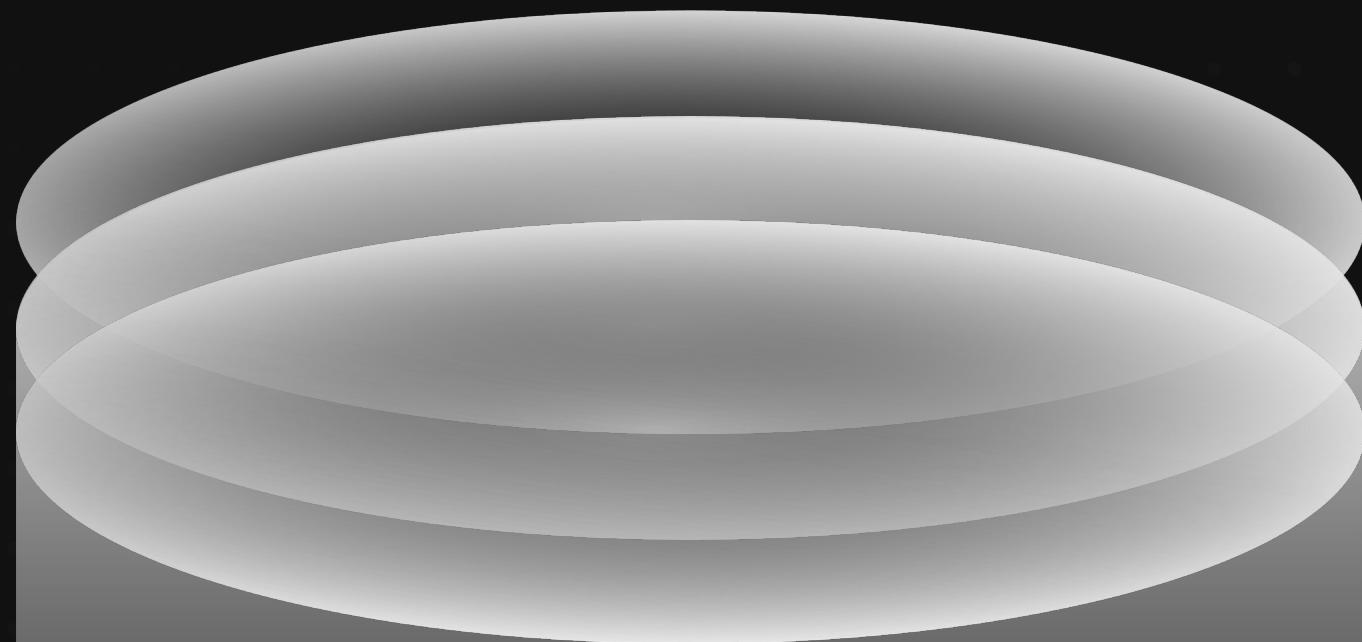
Tipbox provides users with Economic Incentives & Rewards, including Starter Incentives for new users, NFT Badges & Achievement Rewards linked to milestone completions, Affiliate Program rewards for inviting active members, and Verified Catalog Development & Content Contribution incentives to enhance platform content quality.

**17-23%**

Increases user platform adoption rate

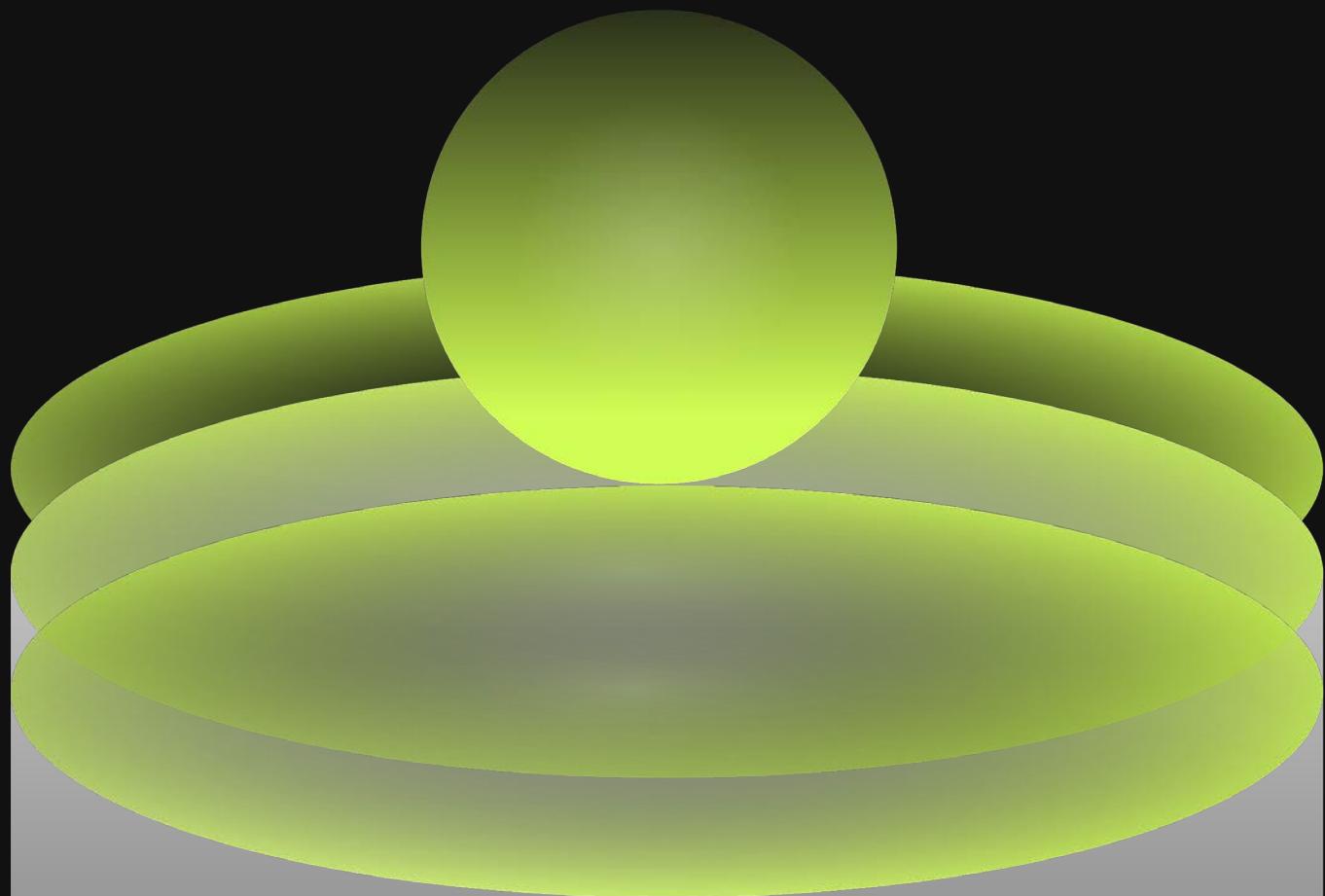


Initial Focus  
**Users**



Upcoming Opportunities

# Brands



## Future Expansion: B2B Potential

User-First Today, Brands Tomorrow

Recognizing that successful brand engagement requires an established, active user community, Tipbox strategically prioritizes user growth first, breaking the typical user-brand deadlock.

**Verified User Insights** - Reliable user insights create valuable, targeted market data for brands.

**Segmented Experience:** Clear user segments enable precise brand targeting and **marketing**.

**AI-Powered Brand Interactions:** AI-driven tools to optimize future brand-user communication.



# Financial Projections & Insights

Visit the [Tipbox Blueprints](#) for detailed financial documents and tables.

**Tokenomics and Vesting Table**

**One-Year Projection**

**Income Statement Forecast**

# Exit Scenarios and Forecasts

Clear Exit Pathways, Strategic Returns

**IPO (Initial Public Offering)** Tipbox lists publicly, delivering prestige, liquidity, and value growth.

**Strategic Acquisition (M&A)** Acquisition or merger with a larger company, providing strategic synergy.

**Management Buyout** Company management buys investor tokens/shares, offering secure exit.

**Token Secondary Market Sale** Investors sell tokens/shares directly to private investors or funds.

**Token Swap** Flexible exit by swapping Tipbox tokens with partner projects or assets.

**Token Buyback** Regular company buyback providing investors liquidity at market price.

~2 years

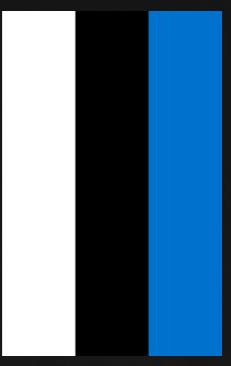
~4 Years

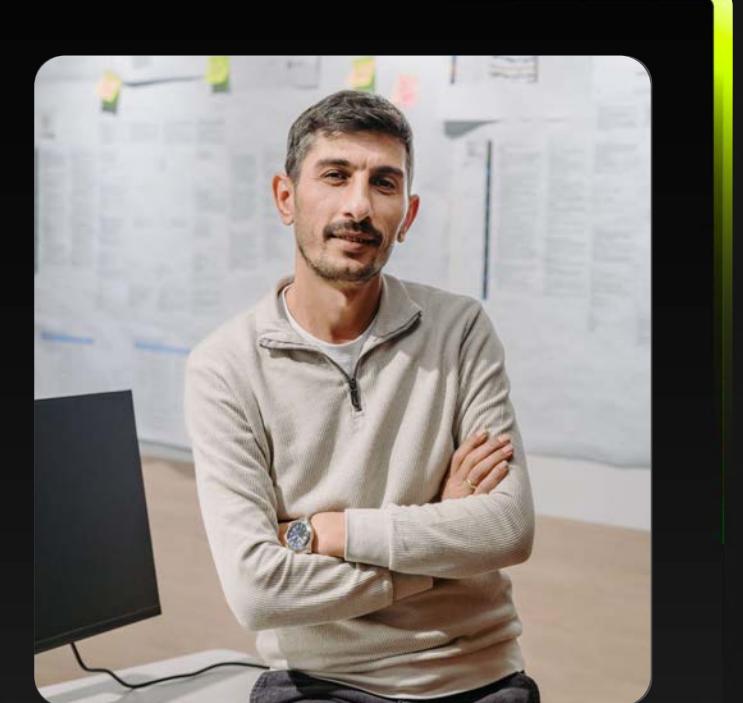
~6 Years

~8 Years

# Company and Founding Team

Experienced Team, Global Vision

 Tipbox is strategically establishing its headquarters in Estonia following alignment with key investors and advisors, positioning itself ideally to lead global Web3 consumer innovation.



**Mihrac CERRAHOGLU**  
Co-Founder & CEO



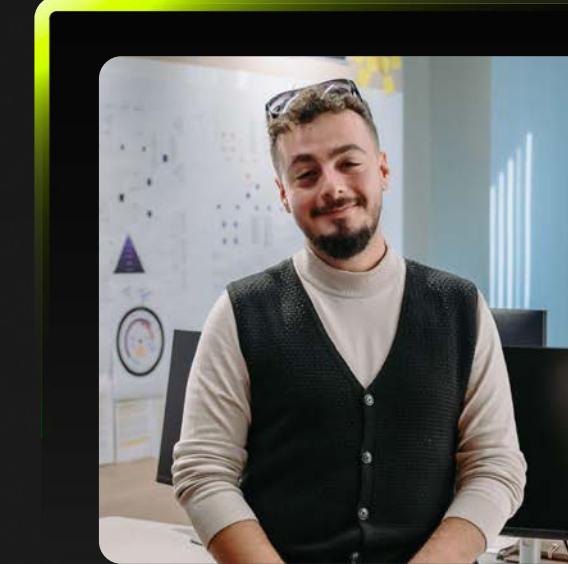
**Burakcan KARAMAN**  
Co-Founder & CGO



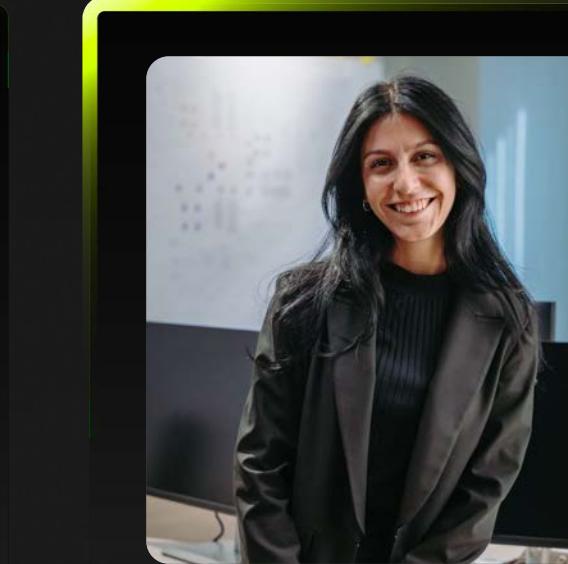
**Faruk DEMIRAL**  
Development Team



**Mehmet KOC**  
Development Team



**Furkan KARABULUT**  
Marketing Team



**Aycan KARAMAN**  
Marketing Team



**Ozan MUTLUOGLU**  
Design & Art Team



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“Enrich Lives With Your **Tips & Tips.**”

**THANK YOU**