

orbs

# Orbs, purpose

A world without SPAM

# Problem 1

**4.6 billion people** affected by spam in their emails

**144 trillion emails** sent per year,  
**Upto 80% are spam**  
[7 million mails per second]



# Problem 2

**54%** of digital vulnerabilities come from phishing,  
a subcategory of spam

**Sectors targeted: Finance, DEFI, crypto,**  
payment, social media, mail,  
logistics, shipping, ecommerce, telecomm



# Problem 3

## Spam's Large Carbon Footprint

**39.5 million metric tons of CO<sub>2</sub>e per year**

More than the CO<sub>2</sub>e emissions of  
Mexico in one Month,  
or the CO<sub>2</sub>e of Ireland in one year



# Problem 4

Users are not empowered in their email

companies monetize their emails, and  
users don't receive money for their emails.



# The Eureka moment

**Monetize your inbox + the sender pays.**  
**Those actions stops the SPAM worldwide.**

**There are no spammers willing to spend \$144 Trillion USD for sending spam.**

**..and if there were,  
They are sending the money to the email recipients.**

**Monetize your inbox**  
**Set your price by sender, and**  
**Receive money from any email sent to you!**

**MONEY is the terminator of the SPAM.**



# The Eureka moment

Rootstock, for inbox DEFI. Use your same email address. Compatible with any email system. Mail content from any source, blockchain or not. Spam, trash filling blockchains. Delete data, The legal "Right to be forgotten". Empower, Set the prices of emails sent to you. Email's Speed is Real time, less than a second. Email's Volume is 8-10 million emails per second... Faster blockchain?

1950's. The sender paid, they had less spam, but users didn't monetize their inbox.

**Monetize your inbox + the sender pays.  
That is the key to...**



# Solution

re-evolutionize the email





# Revolutionize the email.

no spam,  
less digital vulnerabilities  
empowers 4.6 billion users  
reduces 39 million metrics tons CO<sub>2</sub>e



# A world without spam

Why now?

“There is no other time  
more real than the  
present”  
-Alberto Curiel



# Why now?

45 years since the first spam sent in may 3, 1978

The traditional methods failed to stop spam.  
It is time to do a new path



# Market potential, 2024

4.6 billion email users

140 trillion emails/year

+

other communication systems



# Email is durable business

Emails are used in the planet and space

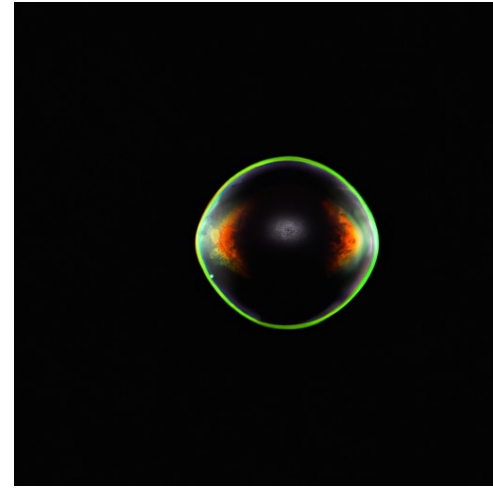
Emails have more click-through rates than any other social media

140 Trillions emails/year, and growing



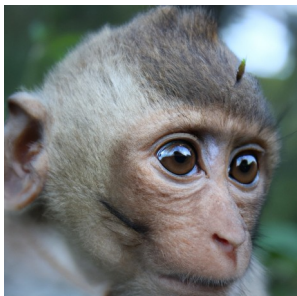
# Competition / Alternatives

Service	Apple	Google, Microsoft, Yahoo	Protonmail	Amazon Hosting	Cloud providers: Google Cloud Platform, Microsoft Azure, IBM Cloud,
price	Free	Free, and Paid	Free, and Paid	Free, and Paid (per volume+ per app+ storage+ bandwidth+cpu)	Yes
Use/share your content	Yes	Yes	No	Yes	Yes
Users Monetize Inbox	No	No	No	No	No



# Team

Alberto Curiel.  
Founder



# Business Model

## 1) Revenue: fee per email

		MARKET SHARE	100%	10%	1%
Suggested fee	Price per mail				
for spams	> \$1		\$ 140 Trillion	\$ 14 Trillion	\$1.4 Trillion
For Marketing campaign	\$0.1		\$ 14 Trillion	\$1.4 Trillion	\$140 Billion
Normal mail	> \$0.01		\$1.4 Trillion	\$140 Billion	\$14 Billion
Ex-free options	\$0.001		\$140 Billion	\$ 14 Billion	\$ 1.4 Billion





# Business Model

## 2) Revenue: C02e Carbon reduction

		C02e Reduced	39 Million Metrics Tons	3.9 Million Metric Tons	390,000 Metric Tons
C02	Price per Ton				
Sustainable	150		\$ 5.85 Billion	\$ 585 Million	\$58.5 Million
Minimal Estimated	100		\$ 3.9 Billion	\$ 390 Million	\$ 39 Million
Past Average Market	50		\$1.95 Billion	\$195 Million	\$ 19.5 Million
Lower	10		\$ 390 Million	\$ 39 Million	\$ 3.9 Million



# Orbs, vision

In 5 years:

Global

4.6 billion email users free of spam

