

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

1950's. The sender paid, they had less spam,  
Their spam arrived to their inbox,  
**The spam was not stopped before being sent**

**And users didn't monetize their inbox.**

**Monetize inbox stops the spam BEFORE BEING SENT  
+ the sender pays.**

**That is the key to...**



# Solution

## re-evolutionize the email

Stopping the spam BEFORE it is sent



# ChatGPT says

Spam emails are usually sent in large volumes by spammers who aim to reach as many people as possible.

By imposing a cost on each email sent, **it would become economically unfeasible for spammers to continue sending massive amounts of spam.**





# The Eureka moment

**Monetize your inbox**  
**(stops the spam before being sent)**  
**+ the sender pays.**

**Those actions stops the SPAM worldwide.**

**Money stops the spam before it is sent.**  
**It is Economically unfeasible for spammers.**

**Set your price to emails sent to you by sender**  
**Receive money from any email sent to you!**

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



# Revolutionize the email.

no spam,  
less digital vulnerabilities  
empowers 4.6 billion users

Security of blockchain and DEFI wallets  
reduces upto 39 million metrics tons CO2e  
Users can profit from marketing campaigns



# 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

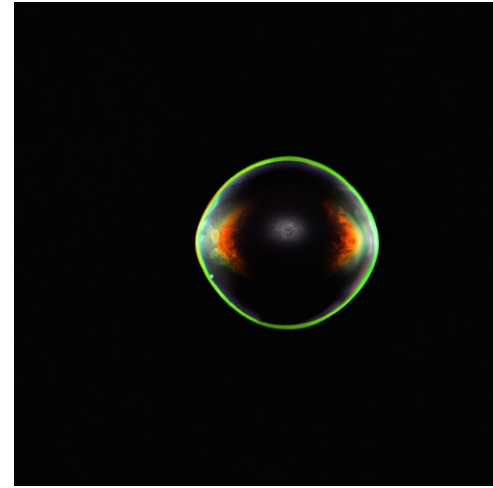
140 Trillions emails/year, and growing

Email together with DEFI, proven payments, with defi wallets & blockchain security levels. fast transactions, empowering users , free and paid modalities, for long term



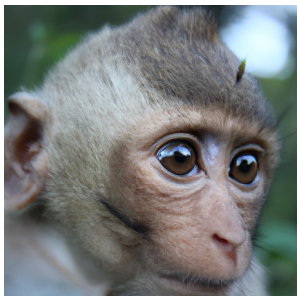
# Competition / Alternatives

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

