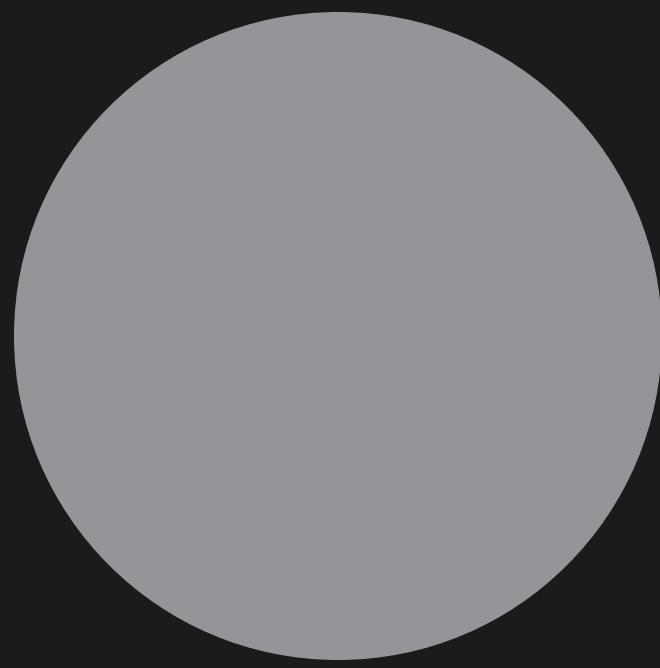




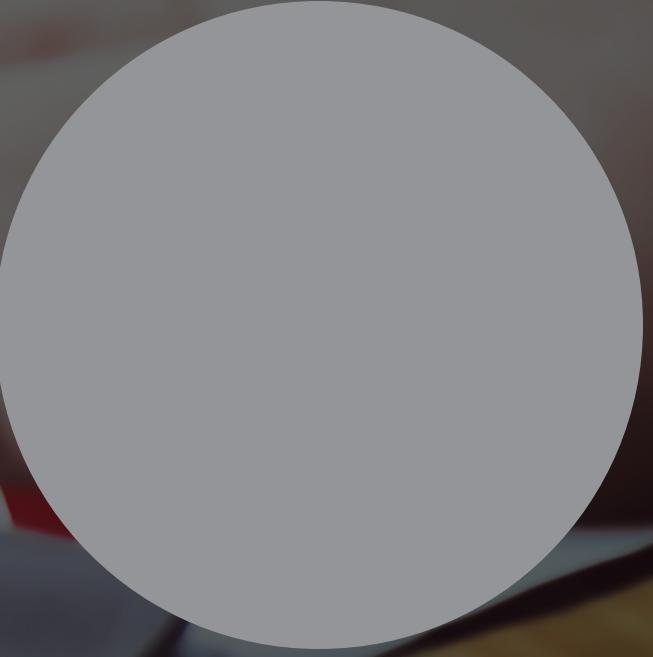
Starknet MAC

The Marketplace for Advertisers and Creators to meet
interests and reach their goals



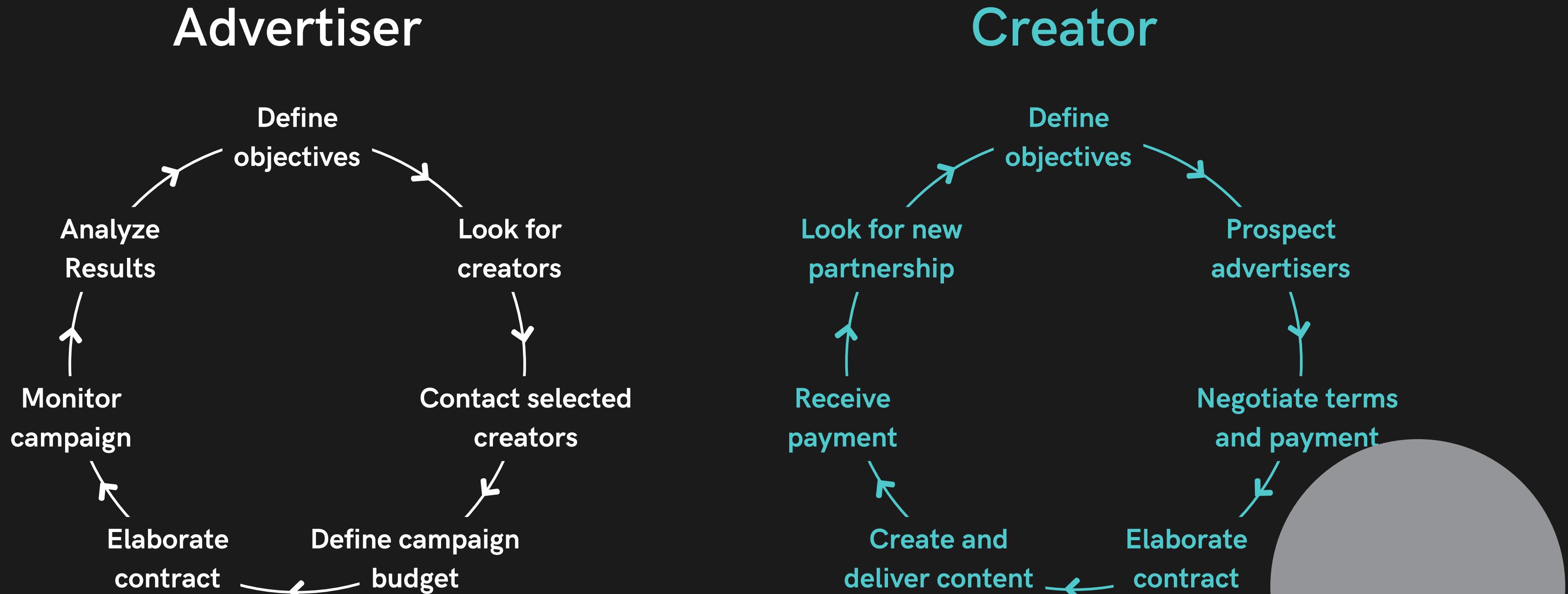
A close-up photograph of a person's hands. One hand holds a pen and is writing in a lined notebook. The other hand rests on the table next to the notebook. The background is slightly blurred, showing what appears to be a laptop screen.

How difficult is it for
advertisers and content
creators to close great deals?



The partnership cycle

involves many steps and time for both advertiser and creator



However, it is one of the best ways for **advertisers to sell online**

Word of mouth generates amazing results

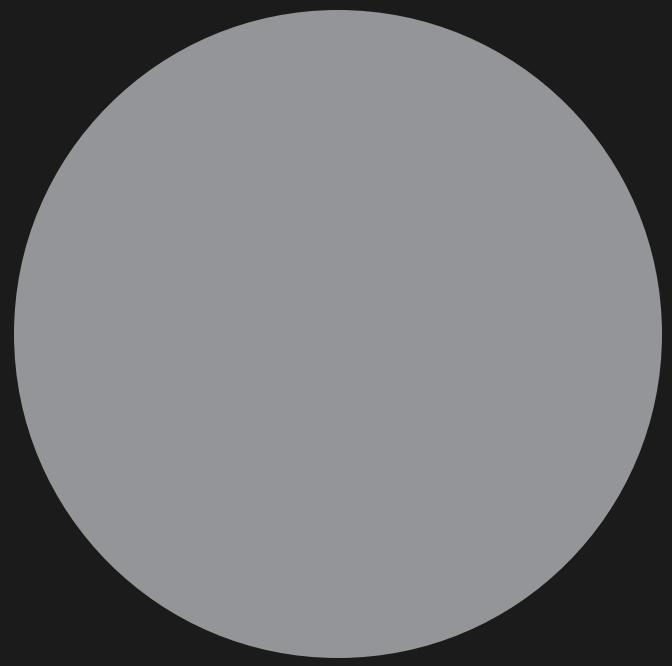
- 01 83% of Americans say that word of mouth from family and friends makes them more likely to purchase a product or service (*source: Convince&Convert*)

Higher assertiveness in public

- 02 Businesses earn average \$5.78 for each dollar spent on influencers (*source: Digital Marketing Institute*). In addition, smaller creators tend to have smaller audience, yet higher influence capacity (*source: Forbes*)

Ads tailored to fit the content

- 03 Advertisement campaigns made to fit the organic content are less likely to be "banner blinded" (ignored by audience) and can therefore generate more impact



However, it is
one of the best
ways for
advertisers to
sell online
and **creators to**
monetize their
work

01

Long term partnerships

Success campaigns can become partnerships for new ones in the future, giving creators a more predictable revenue

02

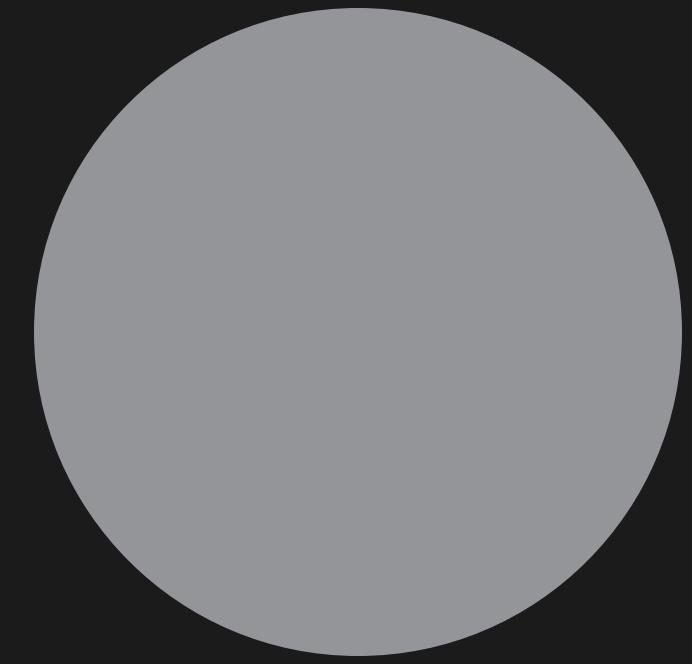
Credibility gained

Associating yourself with brands customers love can make you well known by new audiences and newbies to your channel

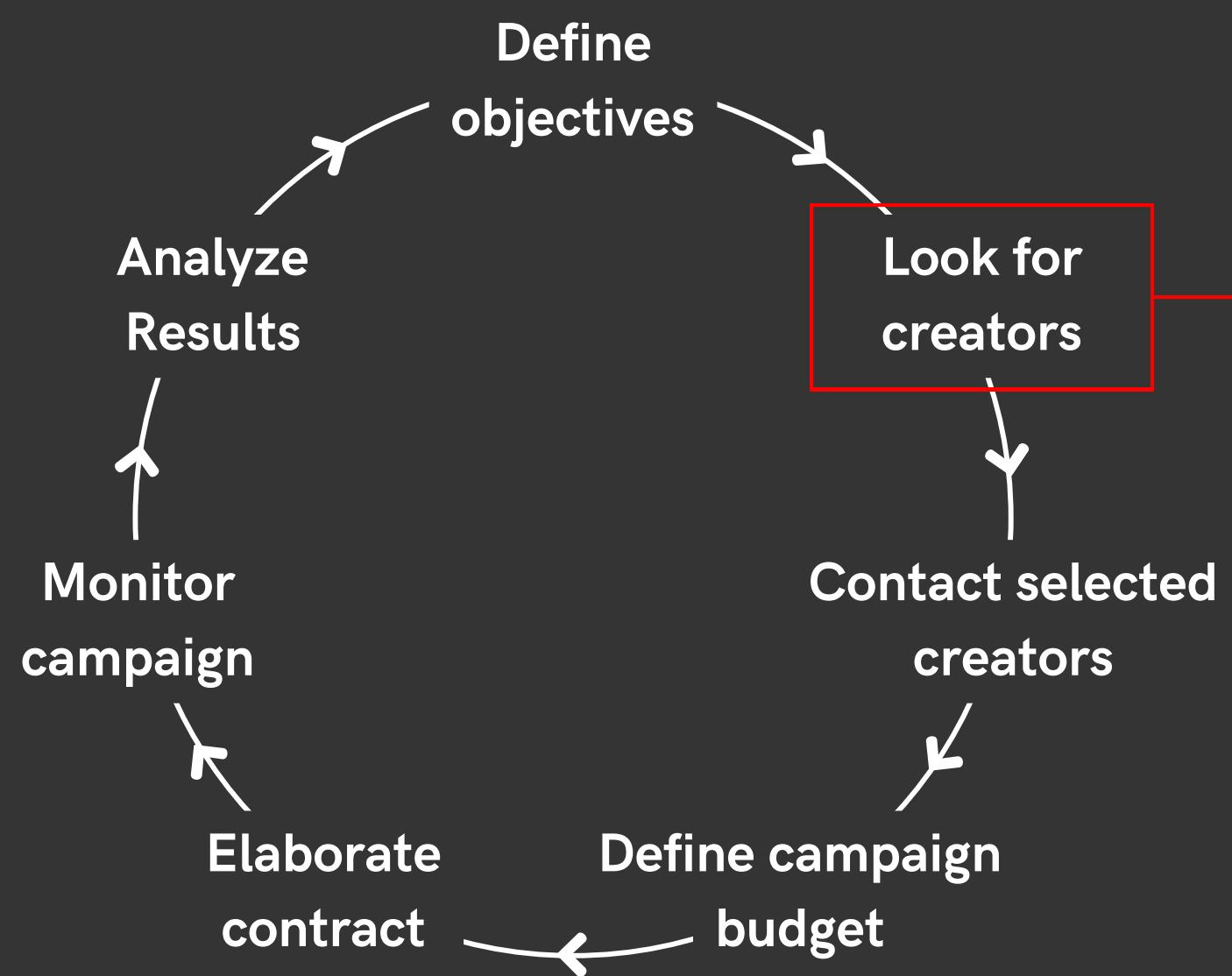
03

More revenue streams

Instead of just monetizing by content views or by selling own products, partnerships with advertisers let creators earn revenue from lead generation or exhibiting content



Advertiser's Problems



Difficulty to find creators who match

Advertisers face a significant challenge in finding the right creators for their campaigns. Creators are numerous and diverse, making it difficult to identify those who can deliver the desired results. Several sources indicate that this issue is one of the most pressing for companies when establishing paid partnerships.



Creator's Problems

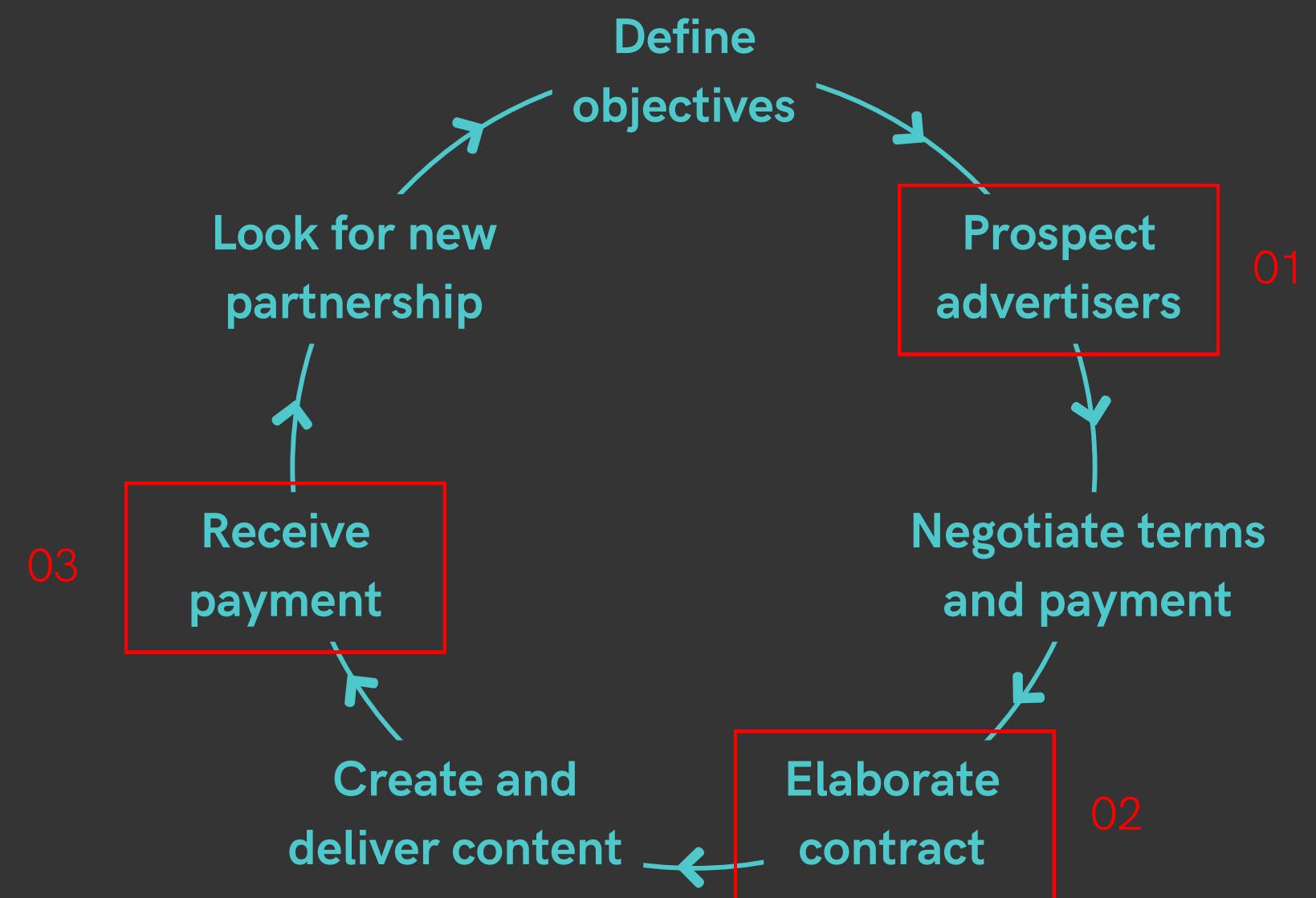
01 Difficulty to find advertisers

Not only it's difficult to choose brands that match your profile, but it's also really time consuming to get their contact. This impedes many people whose side jobs is content creator to try paid partnerships that will be fundamental for financial sustainability

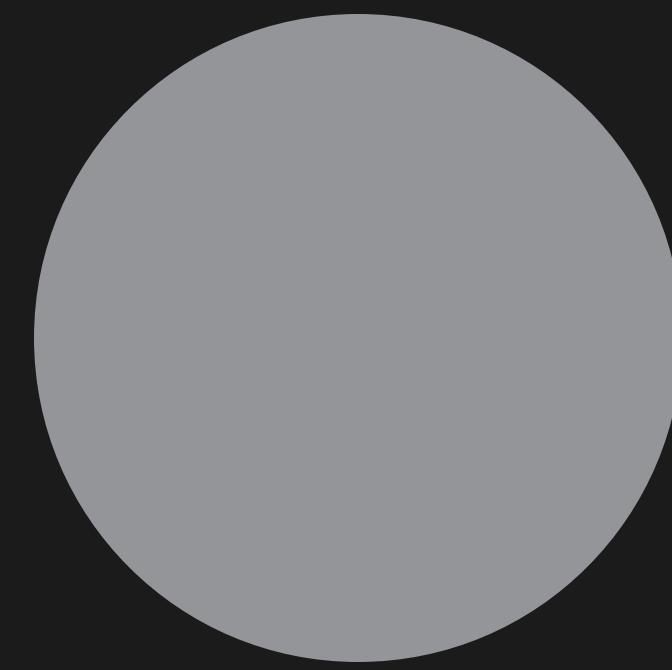
02 Contract elaboration requires legal knowledge

03 Default risks are high in this market

From unespecific contracts and contracts with issues to deals sealed with no contract, this aspect is one of the top tier causes of creators not getting payed or scammed



What if advertisers could 10x their digital marketing results?



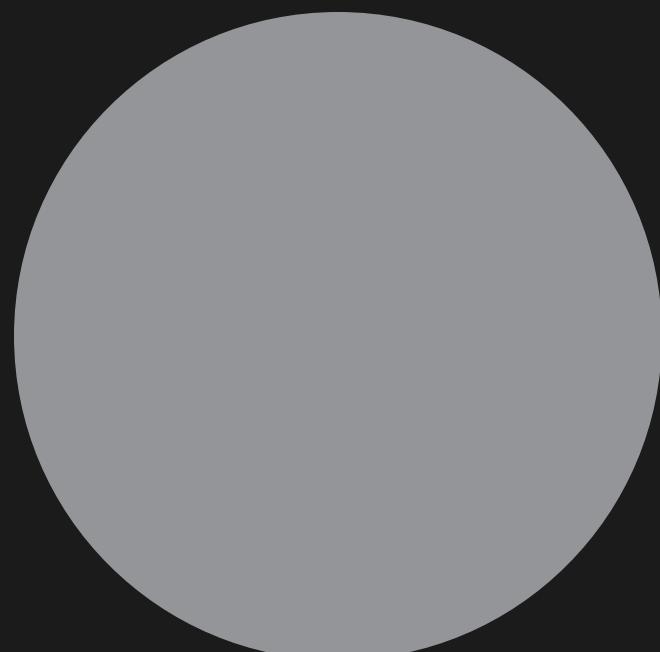
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What if advertisers and creators could match easily?



What if advertisers could 10x their digital marketing results?

What if creators could make a living of their content?

What if advertisers and creators could match easily?

What if all of it was made cheap and safe?

The solution

We present you a revolutionary platform for the digital marketing partnerships, powered by Starknet's low transaction costs and Smart Contracts' security

Watch our Demo

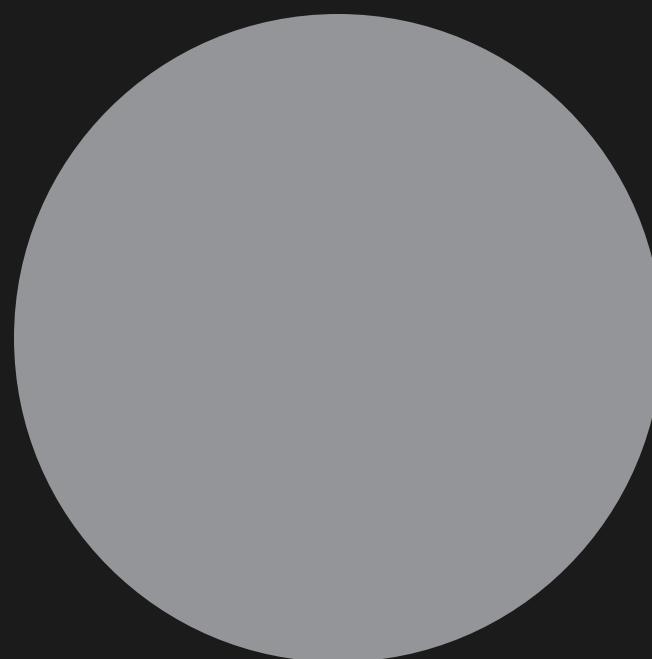


Our Product

is a working MVP that unites innovation and completeness

Seamless User Experience

- Easy and fast journey to find partner and close deal
- No Web3 knowledge needed
- Simple to monitor campaign results



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- Cutting high taxes
- Fraud protection
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Working and Deployed MVP

Robust Technology

MAC-R Application

Working and Deployed Smart Contracts

Working and Deployed Backend

Integration with Pragma, Madara, Argent and Braavos

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Technologies Used

Blockchain & Smart Contracts



Backend, APIs & Database



Frontend



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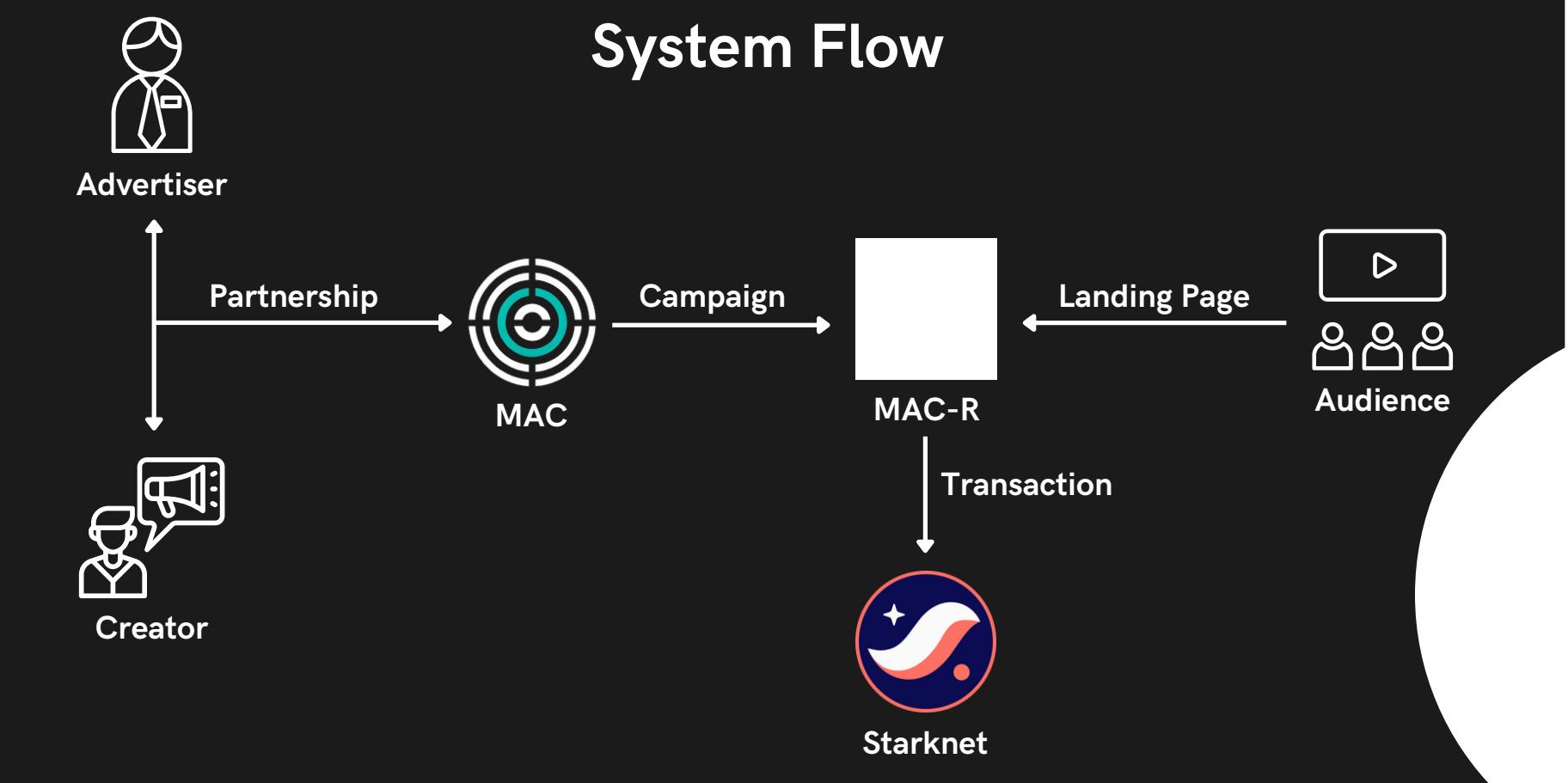
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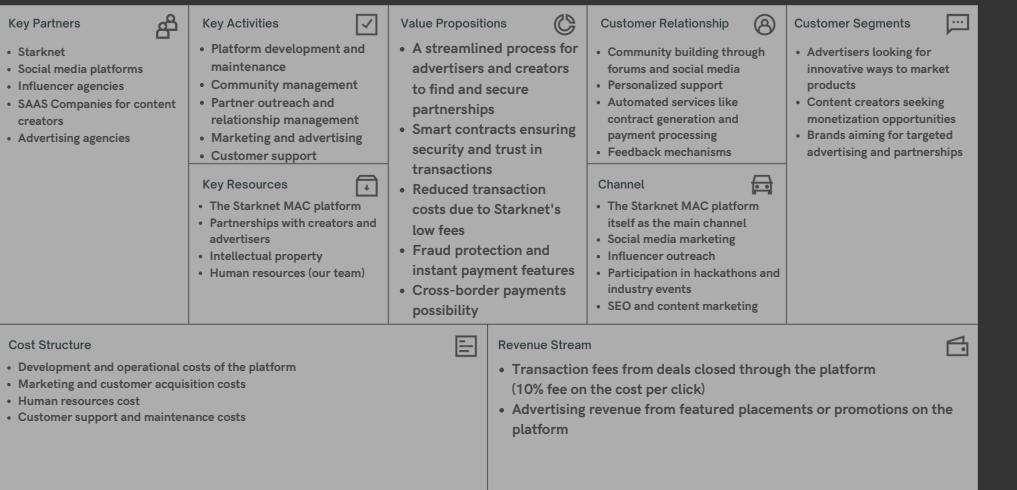
System Flow



Business Model

<p>Key Partners</p> <ul style="list-style-type: none">• Starknet• Social media platforms• Influencer agencies• SAAS Companies for content creators• Advertising agencies	<p>Key Activities</p> <ul style="list-style-type: none">• Platform development and maintenance• Community management• Partner outreach and relationship management• Marketing and advertising• Customer support	<p>Value Propositions</p> <ul style="list-style-type: none">• A streamlined process for advertisers and creators to find and secure partnerships• Smart contracts ensuring security and trust in transactions• Reduced transaction costs due to Starknet's low fees• Fraud protection and instant payment features• Cross-border payments possibility	<p>Customer Relationship</p> <ul style="list-style-type: none">• Community building through forums and social media• Personalized support• Automated services like contract generation and payment processing• Feedback mechanisms	<p>Customer Segments</p> <ul style="list-style-type: none">• Advertisers looking for innovative ways to market products• Content creators seeking monetization opportunities• Brands aiming for targeted advertising and partnerships
<p>Cost Structure</p> <ul style="list-style-type: none">• Development and operational costs of the platform• Marketing and customer acquisition costs• Human resources cost• Customer support and maintenance costs	<p>Key Resources</p> <ul style="list-style-type: none">• The Starknet MAC platform• Partnerships with creators and advertisers• Intellectual property• Human resources (our team)	<p>Channel</p> <ul style="list-style-type: none">• The Starknet MAC platform itself as the main channel• Social media marketing• Influencer outreach• Participation in hackathons and industry events• SEO and content marketing	<p>Revenue Stream</p> <ul style="list-style-type: none">• Transaction fees from deals closed through the platform (10% fee on the cost per click)• Advertising revenue from featured placements or pro platform	

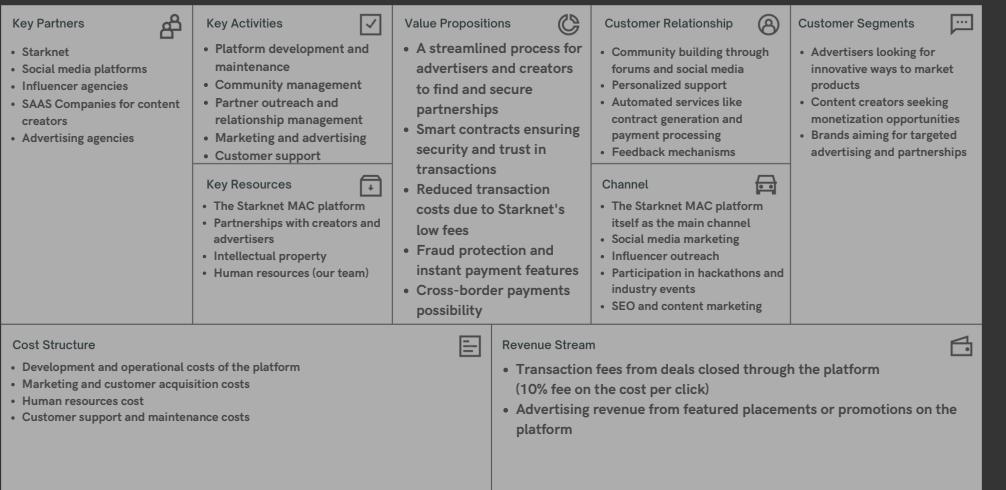
Business Model



Value Propositions

- A streamlined process for advertisers and creators to find and secure partnerships**
- Smart contracts ensuring security and trust in transactions**
- Reduced transaction costs due to Starknet's low fees**
- Fraud protection and instant payment features**
- Cross-border payments possibility**

Business Model



Revenue Stream



- Transaction fees from deals closed through the platform
(10% fee on the cost per click)**
- Advertising revenue from featured placements or promotions on the platform**

Future Roadmap

What are we looking forward to achieve with Starknet MAC



Technical Development: finish the Beta version of app so that it can go to production (what features exactly)

Acquire early adopters in Web3 niche: start prospecting first advertisers and creators, niching to be more effective

Short-term

Feature expansion: introduce analytics and reporting tools for users to track campaign performance and ROI

User feedback led development: improve dev based on users' feedback and data acquired

Mid-term

Be the world's largest paid partnership platform;
Democratize access to advertisers for any creator;
Guarantee integrity in partnership contracts execution.

Vision

Our Team



GUSTAVO SANCHEZ

Business Specialist
Full Stack Developer
Computer Engineering @ USP



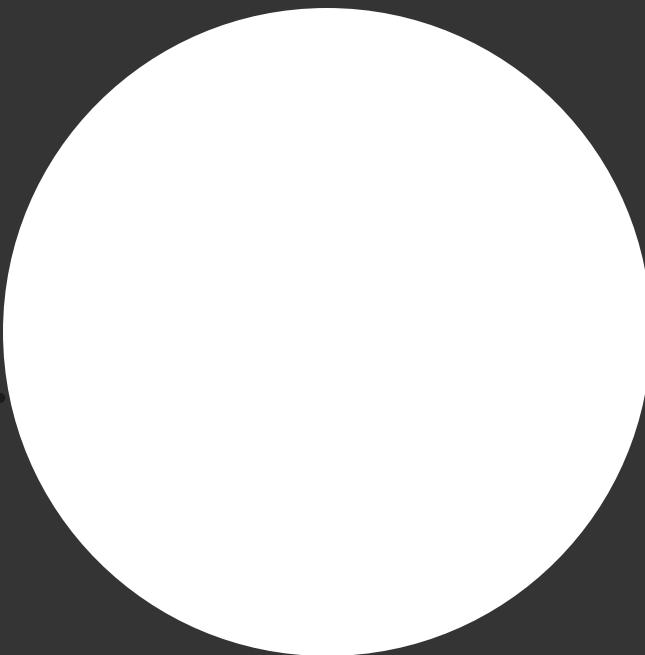
PEDRO PERES

Blockchain Developer
Full Stack Developer
Aeronautical Engineering @ USP



RYAN VIANA

Blockchain Developer
Full Stack Developer
Computer Engineering @ USP



Thank you!

Let's unlock the value of the new world of advertisements together.



GITHUB.COM/GUGASANCHEZ/STARKNET-MAC



HTTPS://INSERIR

