CallData.
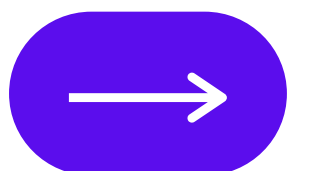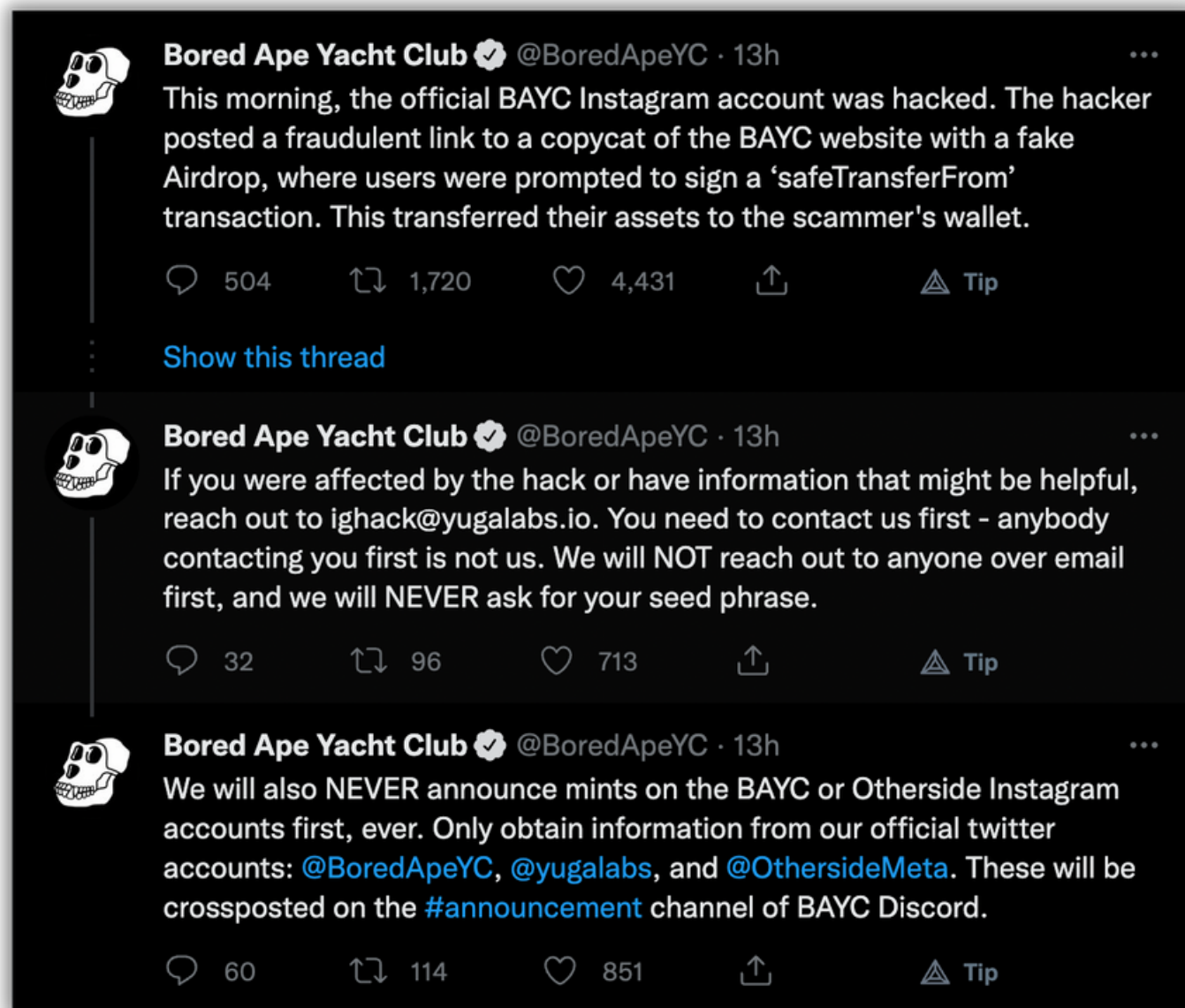
Decentralized Announcement Network

Taking Company Sensitive Updates Web 3.0

Explore more about us →

Bored Ape Yacht Club ✔ @BoredApeYC · 13h

This morning, the official BAYC Instagram account was hacked. The hacker posted a fraudulent link to a copycat of the BAYC website with a fake Airdrop, where users were prompted to sign a 'safeTransferFrom' transaction. This transferred their assets to the scammer's wallet.

💬 504   🔁 1,720   ♡ 4,431   ⬆   ⚠ Tip

Show this thread

Bored Ape Yacht Club ✔ @BoredApeYC · 13h

If you were affected by the hack or have information that might be helpful, reach out to ighack@yugalabs.io. You need to contact us first - anybody contacting you first is not us. We will NOT reach out to anyone over email first, and we will NEVER ask for your seed phrase.

💬 32   🔁 96   ♡ 713   ⬆   ⚠ Tip

Bored Ape Yacht Club ✔ @BoredApeYC · 13h

We will also NEVER announce mints on the BAYC or Otherside Instagram accounts first, ever. Only obtain information from our official twitter accounts: @BoredApeYC, @yugalabs, and @OthersideMeta. These will be crossposted on the #announcement channel of BAYC Discord.

💬 60   🔁 114   ♡ 851   ⬆   ⚠ Tip

Quick Take

- Bored Ape Yacht Club's official Instagram account was hacked.
- A hacker stole 91 NFTs from users who connected their wallet to receive the fake airdrop.

A hacker has stolen 91 NFTs worth at least $2.8 million through a phishing attack targeting Bored Ape Yacht Club owners today. It was carried out through the official Bored Ape Instagram account.

Non-fungible token (NFT) scammers took control of the University of the Philippines' official Twitter account on Monday evening, posting several tweets promoting a fake airdrop.

Why it started ?

Most of the current announcements are made via Twitter (or) Instagram

1

Twitter Handles of Crypto-related accounts are hacked commonly

2

Almost $100M worth of NFTs is lost due to the hacking of ANN networks.

3

The Instagram handle of BAYC was hacked recently and users lost $2.8M in NFTs

Decentralized ANN

- Introducing a decentralized ANN network can help companies prevent this kind of misinformation.

- Mapping the contract owner to the announcement owner can help us achieve verifiable proofs on the blockchain.

- Introducing trust votes help people know about the network.
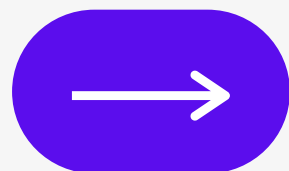
1 The announcements can be made by the owner's wallet that can be multi-sigs.

2 Community members can vote on the Announcements & engage on-chain.

3 Helps creators/project owners secure their communication channels.

Our Roadmap

1

Q2 2022

Launching CallData MVP with specified communities on Ethereum

2

Q3 2022

Expanding to Avalanche, Polygon, BSC and Fantom

3

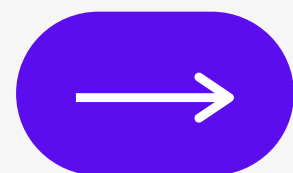### Q4 2022

Launching of CallData Mobile App

4

Q1 2023

Airdropping CallData Governance Tokens

Unique Selling Point

How we sell to our users ?

1 CallData is hosted on decentralized servers, even if the front-end of calldata is hacked, user can verify info on the **calldata of transactions** on block explorers.
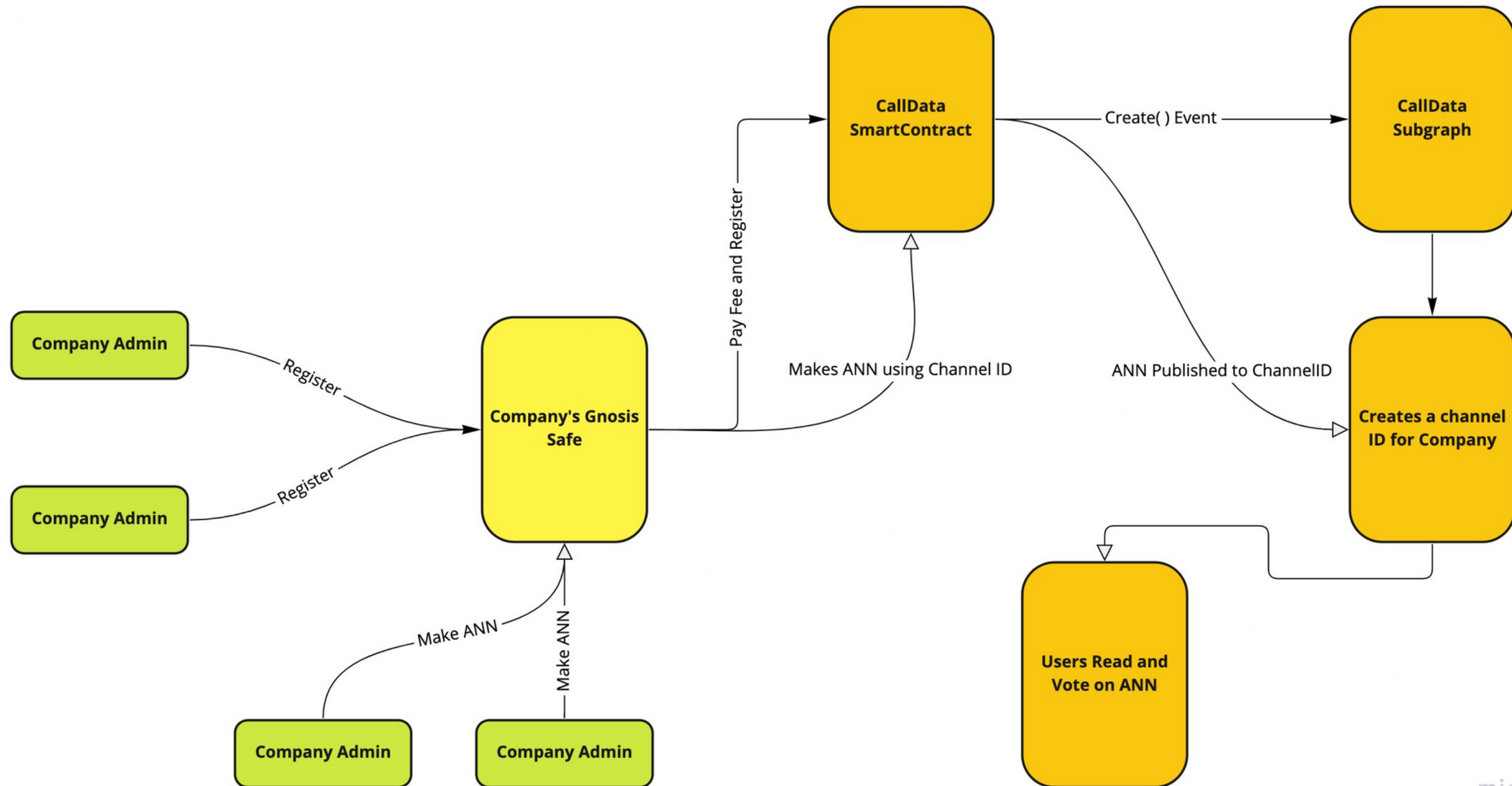
2 Companies can only make sensitive information like minting (or) financially sensitive content using calldata.

3 Getting narrowed community responses helps companies understand the nature of user acceptance to their announcements.

Our Architecture

Revenue Model

Pay as you go

Companies pay a fixed fee for every annoucements

Opening Charges

Companies would be charged a fixed fee on account opening

Analytics Cost

To understand audience behavior a premium plan has to be purchased.

Revenue Simulation

10 user simulation making 1 ANN per month

ANNUAL REVENUE	IN USD
Account Opening ($500 one time)	$5000.00
Announcement Charges ($5 per ANN)	$600
Analytics charges ($199 per month)	$23880.00

With approx 10 users, we can make around $30000 an year which can scale to 3M for 1000 users annually.

Safe Announcements Made Easier