



WEB3SENSE

The Sixth Sense of Web3

JULY 2024

We measure influence at the intersection of Web2 and Web3.

Money

(we know who has it)

Credibility

(we know who people listen to)

Networks

(we know who's connected)

Interests

(we know who likes what)

Authority

(we know who can move the market)



The Problems in Digital Marketing Today:

- **Web2: Agencies and Brands need more data to adjust for the changing landscape:**
 - **Digital marketing is increasingly niche and creator-driven**
 - **Cookies are going away**
 - **Growing disenchantment with Google Ads and opacity regarding efficacy**
 - **Everlasting need for more attribution and measurement of marketing ROI**
- **Web3: The Creator/Key Opinion Leader (KOL) Marketing model is broken:**
 - **Many KOLs and agencies misrepresent the size and quality of followings**
 - **Reputable KOLs need data beyond follower counts to better represent themselves**
 - **KOLs inadvertently market projects that end up being disreputable**
 - **Expensive agencies demand big fees and very often fail to deliver**

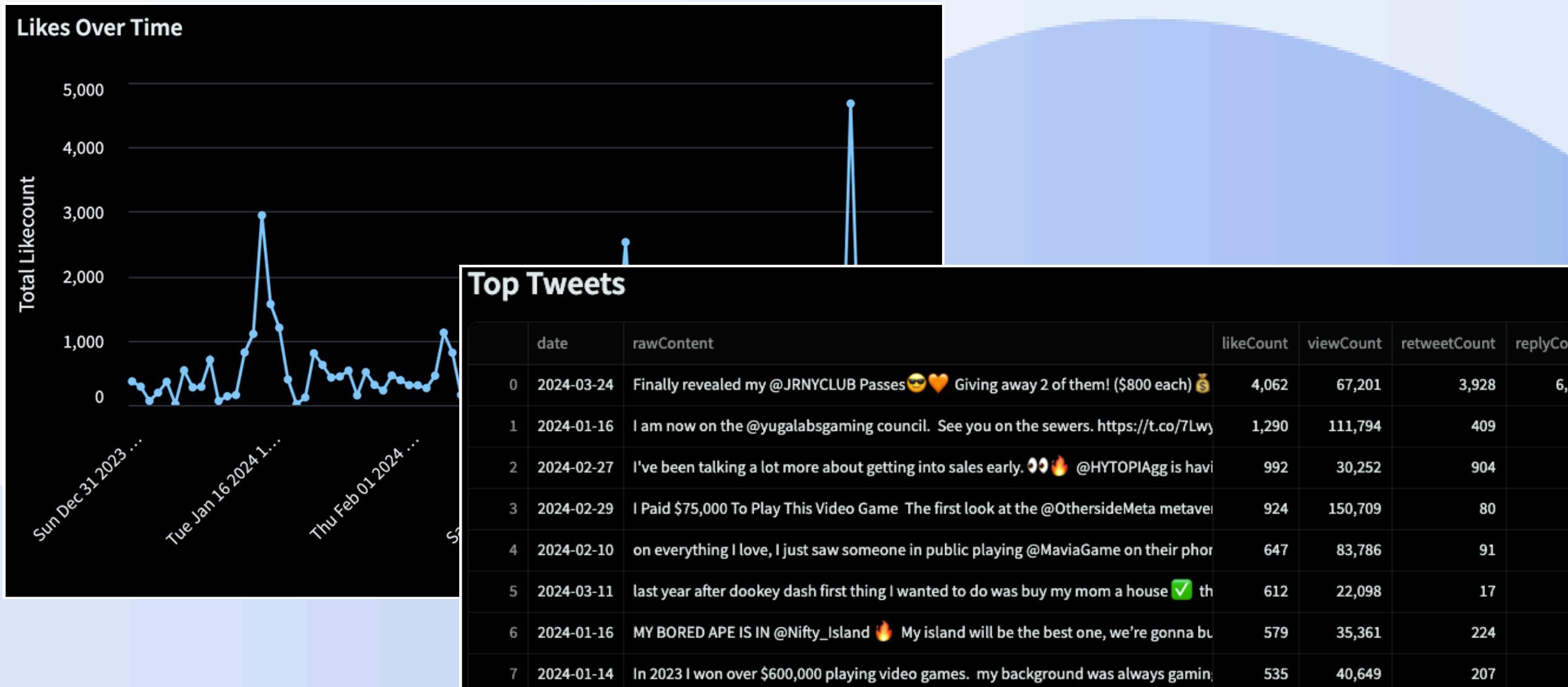
SOLUTION: MEASURING WEALTH AND ENGAGEMENT OF A FOLLOWING ON X

Our SuperNode App measures the wealth following and engagement for any KOL or creator.

We have mapped 110k wallets/X accounts so far. Crypto exchanges, media outlets, gaming companies, Layer-1s and 2s, and token projects have turned to Web3Sense for insights about which KOLs to hire.

We optimize their KOL market coverage and minimize the audience overlap.

Account Handle	X Followers	Liquid ETH	NFT Wealth in ETH	ERC20 Wealth in ETH	Total Wealth in ETH	Total Wealth in USD	Avg. Wealth per Mapped Follower	Mapped Followers	Whales Following
RealJonahBlake	50,852	1,747	21,391	1,532	24,669	\$ 76,367,383	\$ 25,940	2,944	103
0xjesusmartinez	153,578	546	3,085	429	4,060	\$ 12,567,951	\$ 27,501	457	15
orange	132,352	2,640	36,111	2,160	40,911	\$ 126,645,123	\$ 36,288	3,490	117

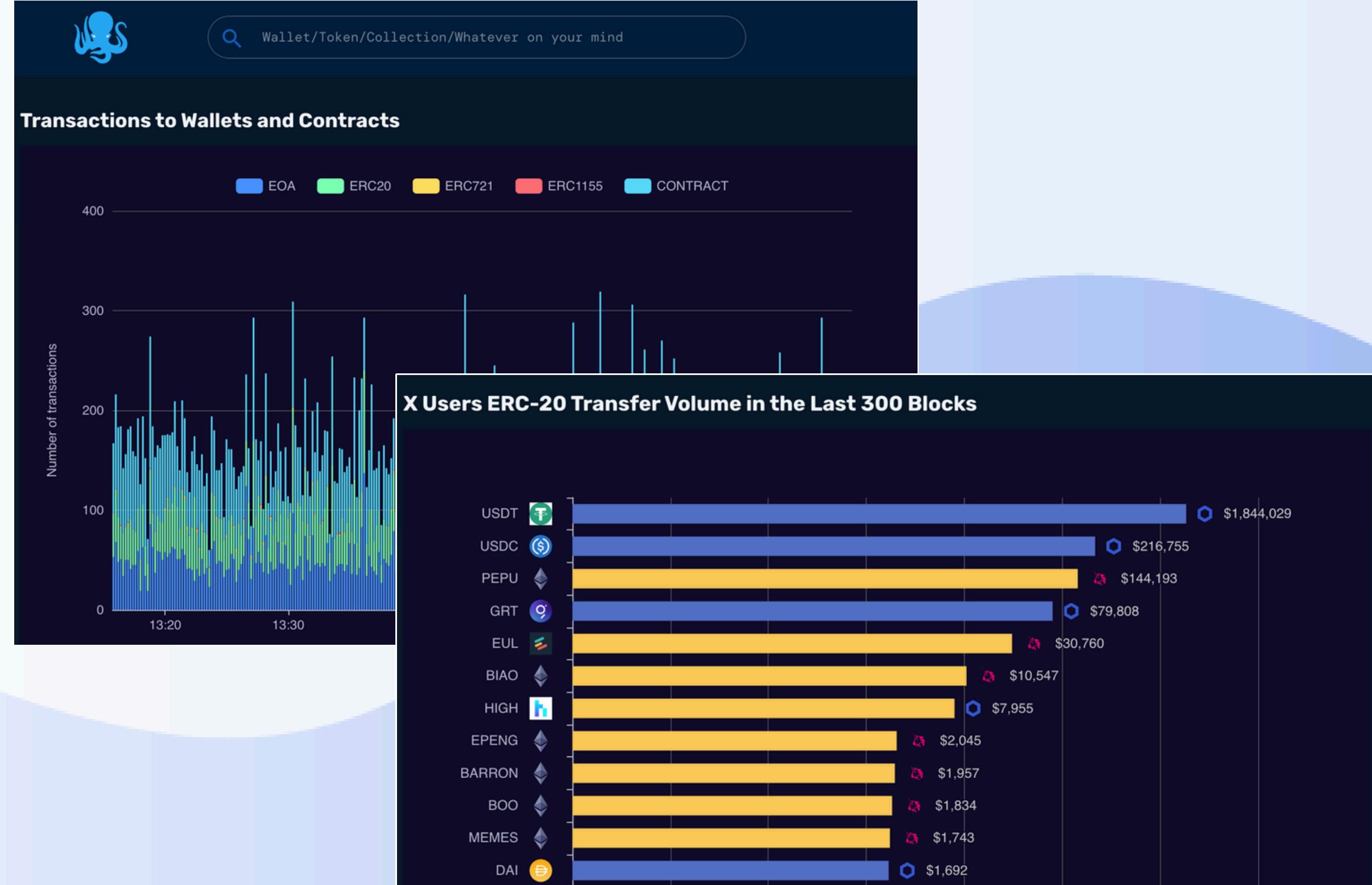


SOLUTION: REAL-TIME TRACKING OF ALL ETHEREUM TRANSACTIONS, INCLUDING MAPPED X USERS

Our Token Transfer App tracks all transactions on the Ethereum chain in real time.

This allows for ongoing monitoring of onchain assets during a token launch or a marketing campaign.

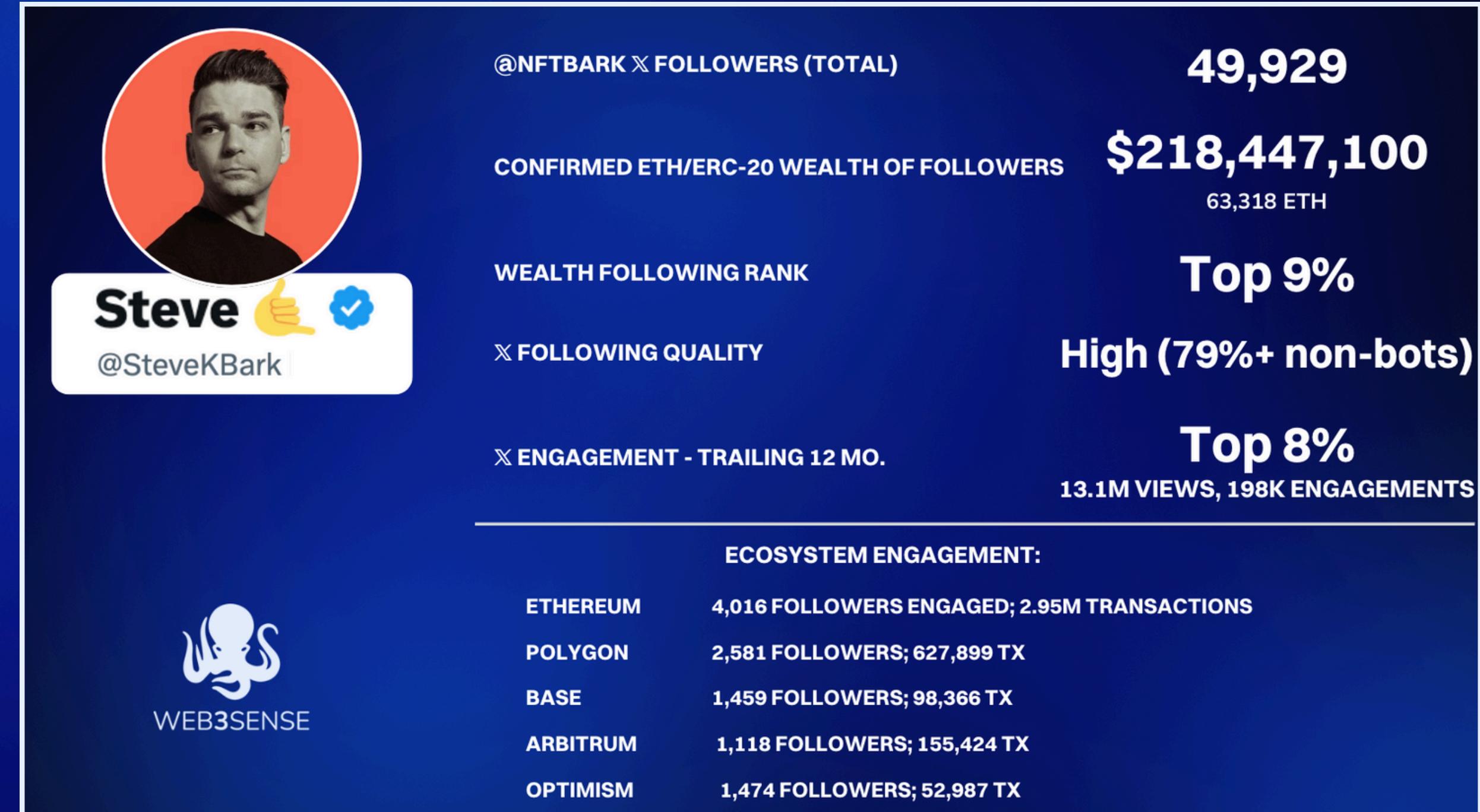
Since we can see which KOLs influenced mapped followers to engage with projects, we can provide unprecedented speed and transparency in measuring the ROI of a marketing campaign.



Web3Sense's Creator Scorecards Add Value to both KOLs and Brands

"This is brilliant...to this point, we've really just had follower counts to use in business development, and now we have hard data about our reach. You're now the credibility layer helping people like us better represent ourselves to sponsors. This also means my sales cycles will be shorter."

Steve Kaczinski - Co-Author "The Everything Token", Co-Author: First [@HarvardBiz](#) article about NFTs, consulted w/[@Starbucks](#), [@doodles](#)



Web3Sense's unprecedented insights will transform a massive industry.



These large, growing industries are increasing their creator-driven marketing while expanding their engagement in Web3:

Luxury: \$1.6 Trillion

Gaming: \$195 Billion

Sports Fan Engagement: \$179 Bn

Ticketing: \$143 Bn

Art: \$65 Bn

Music: \$25 Bn



TRACTION AND PIPELINE

Here are some of the incredible clients and partners since we launched (and some prospects we're pitching)

SIGNED



PRIVATE JET
PYJAMA PARTY

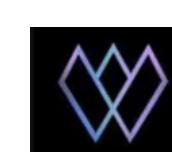
 NiftyKit



PIPELINE



Red Bull
RACING



We've booked \$65k over the past eight months in several categories:

CLIENT

DECENTRALIZED EXCHANGE

MARKETING AGENCY

TOKEN LAUNCHPAD

GAME COMPANIES

BITCOIN ORDINAL ARTIST

NEED

- Attract traders using other platforms as well as actively-trading followings on X.
- Validate decisions to work with Key Opinion Leaders (KOLs) and show prospective clients the hard data behind their suggested collabs.
- Ensure that the right KOLs are retained to attract users of platform while maintaining a high level of trust in brand.
- Assess the KOLs and game players currently in car racing, fantasy sports, and web3 gaming to have a great launch.
- Use X to market a forthcoming Bitcoin Ordinal project to existing holders of his prior (successful) Ethereum NFT art collection.

WEB3SENSE SOLUTION IMPACT

- We have identified active traders with large balances following "SuperNodes" on X for intelligent marketing.
- Our Wealth Following and Following Quality data has helped this agency land deals at a higher rate than before.
- We have helped this client avoid engaging KOLs that would undermine trust in their platform.
- Our profiles of hundreds of KOLs and enthusiasts have saved weeks of time and thousands of dollars gearing up for the forthcoming launch for two clients.
- We provided data on several hundred of his existing token holders/followers, which was a huge help towards minting out the \$2 million collection.

Revenue Roadmap: Scaling Through Two Huge Opportunities

Value Proposition:

Creator/KOL Marketplace

- Data-driven matchmaking of Projects and Creators
- Campaign ROI measurement

Business Model:

- Subscriptions sold to Brands and KOLs
- 20% Commissions on campaigns

Progress to-date:

- 12 Top-tier KOLs onboarded with over \$1 billion in reach
- 5 projects seeking KOLs

Projected Revenue:

- 2025: \$1.1 million via 2-3 projects onboarded/week

Selling Web3 Data into Web2

- Agencies/brands are empowered by new and unique data on buying power, interests, influence

- Agencies/brands subscribe for access to KOL data
- Fees paid on campaign measurement

- Two engagements - luxury car brand, high-end bourbon distillery

- \$40k in 2024, \$350k in 2025

TESTIMONIALS



“Web3Sense is filling a gap that has been an important but missing piece of the web3 puzzle since its inception: data and insights.”

QUINN BUTTON, DR. QUINN THE WEB3 WOMAN, FORMER COO RUG RADIO

Web3Sense has become an integral part of our clients' strategy and marketing plans



“We have seen a lot of growth analytics platforms emerge over the years, but Web3Sense is the one that is truly showing us the micro-influencers who drive sustainable growth. In a sea of sameness, Web3Sense data outputs are truly actionable allowing us to hyper-focus on reaching target consumers and voices related to various verticals and project needs.”

GMONEY, FOUNDER OF 9DCC, ADMIT ONE



“Web3Sense has been a lifesaver in identifying the KOLs for us to engage with. They've streamlined the selection process, saving us considerable time and ensuring we collaborate with KOLs who truly have a genuine, real following.”

LORENZO GEORGE, FOUNDER, RACINO GAMING



BRAND AWARENESS

We have been cited in numerous articles and podcasts, most recently in this piece from Vogue Business

TECHNOLOGY

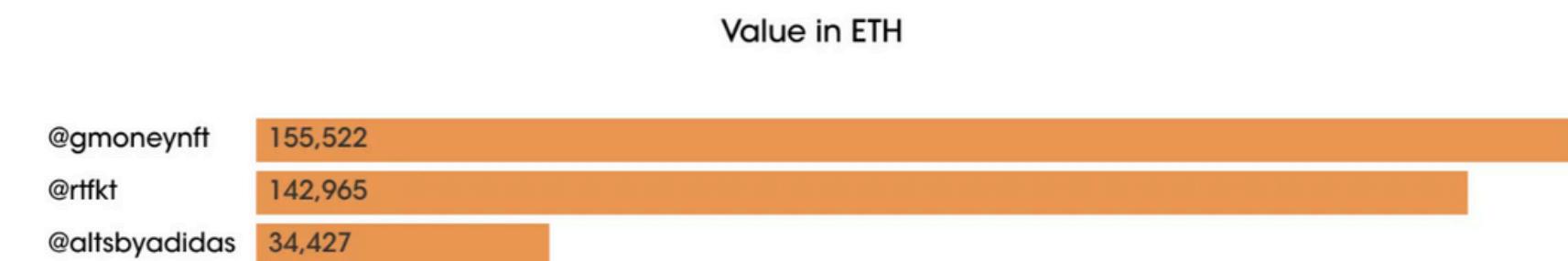
Beyond the hoodie: Why tech bros have money but nothing to wear

Web3 fashion founder and crypto investor Gmoney is hoping the new collection for his label, 9dcc, will give tech guys the confidence to shop for luxury.

BY MAGHAN McDOWELL

February 19, 2024

Gmoney's "wealth following" compared to other leading Web3 fashion communities



Wealth following is based on a calculation of the value held in the crypto wallets of the X, previously Twitter, handles that follow certain X accounts.

DATA SOURCE: WEB3SENSE AS OF 22 JANUARY 2024

© VOGUE BUSINESS

He has an internal dashboard on the 9dcc community via visibility on what's in his collectors' crypto wallets, including how much money they have and the NFTs they have collected from other brands and NFT communities. This helps guide the sentiment of his own community, as well as who to target next. (He declines to share specifics for fear of giving away the game plan.) He says that the buying power and activity are above average compared to other communities in the space. According to data provided by 9dcc and compiled by blockchain analytics company Web3sense, the "wealth following" of Gmoney was 155,522 ETH as of 22 January; by comparison, Rtfkt's is 142,965. (The wealth following is based on a calculation of the value held in the crypto wallets of the X, previously Twitter, handles that follow certain X accounts.)



COMPETITION

Web3Sense provides far deeper insights than current providers, particularly on GTM strategy

	 WEB3SENSE	 Dune	 cookie3	 Bello	 absolute labs	 Addressable
Wallet balances across communities	✓	✓	✓	✓	✓	✓
Individual wallet personas based on patterns of behavior	✓	✗	✓	✓	✓	✓
Key opinion leader (KOL) identification and analysis	✓	✗	✓	✗	✗	✗
ETH and ERC-20 Wealth Metrics for Followers of Specific KOLs	✓	✗	✗	✗	✗	✗
X (Twitter) Engagement	✓	✗	✗	✗	✗	✗



The Web3Sense Leadership Team



Jarek Nabrzyski
President

- Founder of six successful start-ups, second blockchain startup
- Founding Director of the Center for Research Computing at University of Notre Dame
- PhD in Computer Science (Distributed Systems)



Jim Borger
CEO

- 25 years' experience advising investment banks' trading teams and FinTech firms
- Led the Coalition Greenwich Global Markets Intelligence team, an 80+ person group delivering data-driven insights to 100+ banks and investors



Valya Kuskova
Sr. Data Scientist

- Develops Web3Sense's deep analytics and thought leadership
- Expertise in time-series data analysis, network analytics, non-parametric methods, and multi-method modeling
- PhD from Indiana University in Decision Sciences



Joe Quiros
Head of Partnerships

- 12+ years of entrepreneurial experience, running a multi-million dollar real estate business in NYC
- Transacted \$150+ million in deals and ranked in top 1% of US RE agents 2020-22 per US Real Trends
- Founder of four start-ups



Lukasz Lacinski
CTO

- Expert in developing web apps (both front end and back end) as well as managing massive blockchain data sets
- Worked on U. Chicago Globus project for 12+ years
- PhD from Technical University of Czestochowa



THE RAISE

Planned use of proceeds:

- Finish building the Web3Sense Marketplace: bringing creators/KOLs together with projects (2-3 per week) with a 20% commission will generate \$1-1.2M in annual revenue in 2025.
- Scale the data offering to Web2 Digital Marketing agencies and brands.
- Coverage: Additional blockchain nodes, social media APIs, data sources, social-to-wallet mappings.
- Talent: Full-Time: Head of Partnerships (BD/Sales) & Data Scientist; both of whom are already working in limited capacity. Additionally: Product Manager & Developer.

SEED FUNDRAISING

\$2m

TERMS

\$10m

Post-Money Cap/20%
Discount SAFE

Thank you!



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X WEB3JIMMYB



W3JEB