



Business Plan

tindefi.net



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Executive Report



1.

General information on the project

Name of the project or company: Tindefi SA

Year of incorporation: 2022

Project location: El Salvador

Sector of activity: Technology

Number of employees: 40

One-line project description: The first decentralised social network to unify the crypto world.

Project manager: Alejandro Miralles Rodríguez

Headquarters: Calle Cuscatlán y 83 Avenida Sur, Colonia Escalón, Casa 375, San Salvador, San Salvador, El Salvador

Email: hello@tindefi.net

Website Tindefi.net

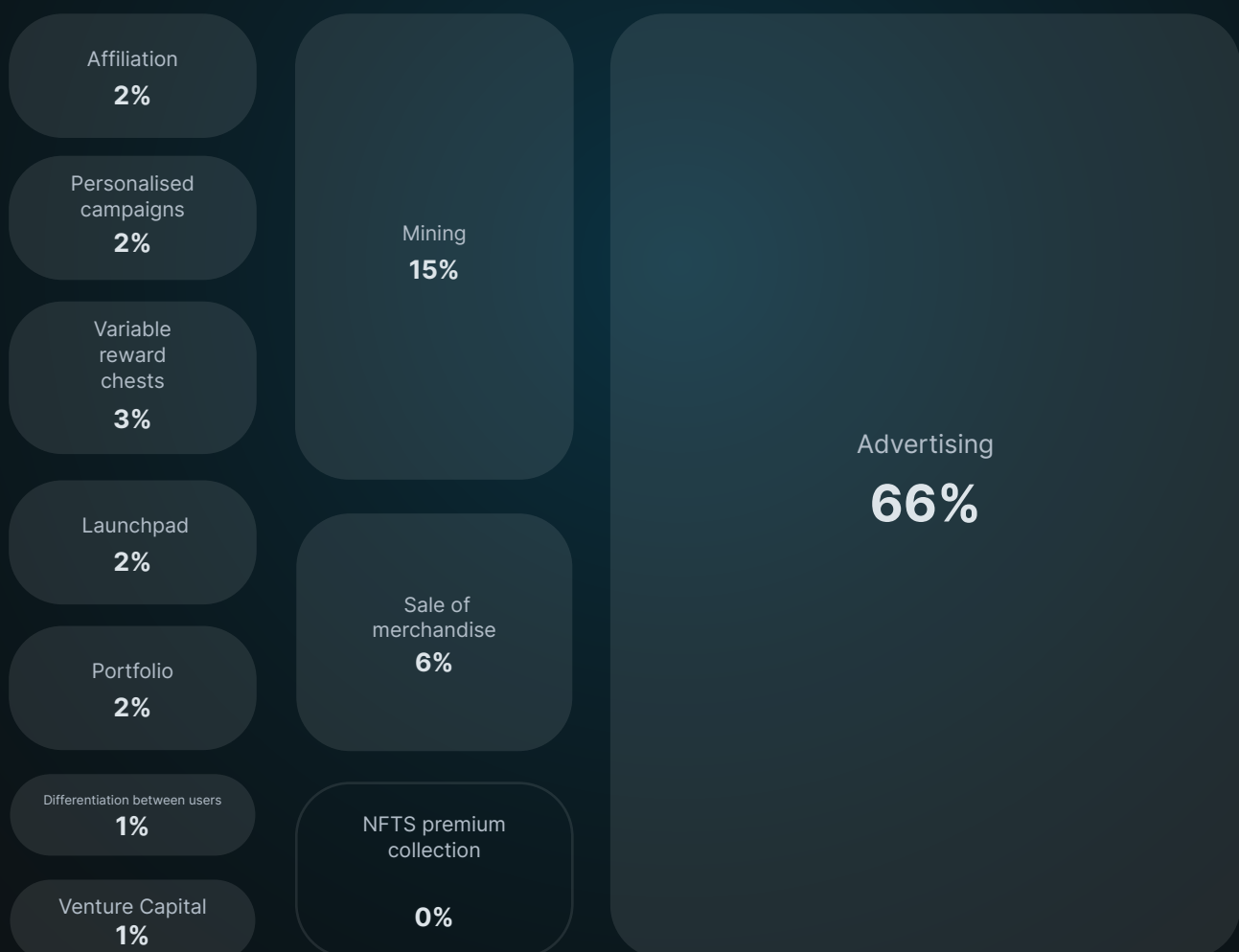
2. Description of the project

Tindefi's vital mission is to inform and connect millions of users spread across investors, influencers, venture capitalists and projects inside the crypto world. About the abundance of the sector in each of its areas. Through an intuitive platform that allows them to optimise their time and improve their results every day.

3. Business model and value chain

In reference to the business model, Tindefi has several revenue streams. These will be implemented progressively over time, in order to provide the maximum possible value to the user, and in no case put pressure on him. The following sources are highlighted:

% = Percentage of total income



4. Target market and potential

The main market of users will be primarily crypto investors, i.e. users with above average purchasing power. The expected age ranges are as follows :

Age : 18-35 years old 80% / 36-55 years old 15% / >55 5%.

Gender : 90% male 10% female

Language : English

Audience reach : 820,000,000 people

Countries : United Kingdom, United States, India

Language : Spanish

Audience reach : 160,000,000 people

Countries : Spain, Mexico

Potential countries for expansion : Spain, United Kingdom, United States, India, Mexico

Potential countries in terms of fundraising :

Luxembourg, Singapore, United Arab Emirates, Switzerland, United States.

5. Current status of the project

As of November 2021, the Tindefi team has worked on and developed 85% of the product. The last pending task is the launch of the financing rounds, together with the start of the beta APP.

The launch of the APP is estimated for 4 months after the start of the ICO.

6. Team that is part of the project



Álex Miralles Rodríguez
CEO & Founder



Isaac Eustaquio Julca
CDO



Manuel Sánchez Ramón
CFO



Altair Ramirez Bello
Marketing Project Manager



Gonzalo Álvarez Ricote
COO



Juan Cervantes Matheus
CPO



Jose Manuel Arroyo
CMO



Juan Gasca Aristeguieta
Public Relationships



Nicolás Vanni Tejera
CCO



Javier Rodríguez Juan
Information & Efficiency



David Osuna Mondaca
CTO



David Fuentes Pita
Education and Management of Talents



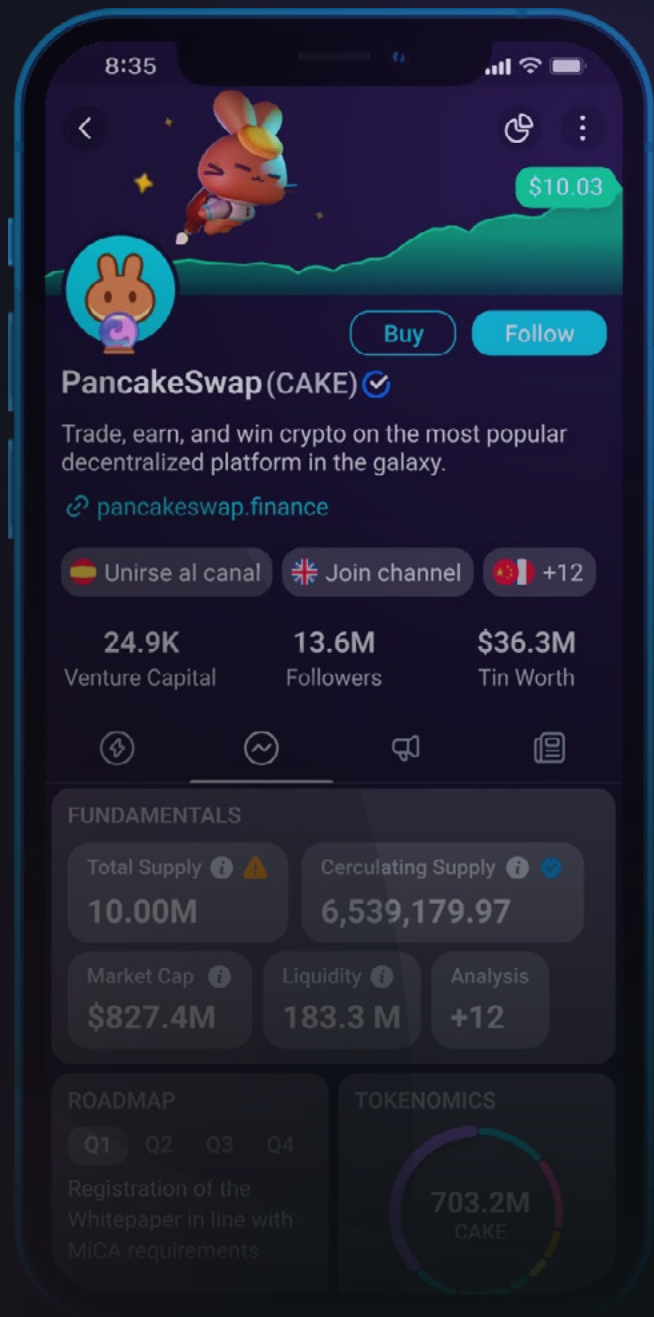
Robert Albornoz
CSO



Tello Hernández Martín
Design Project Manager



Report of the product



About Us

Vision

One day at the end of the year 2021, our founder Álex Miralles, was browsing through several of the social networks that exist today.

After several minutes of connecting and searching for information about the crypto sector, he felt the uncomfortable sensation of not finding what he wanted in an optimal way. He realised that he had to constantly switch between social networks depending on the type of content he wanted to see. In his job, speed and efficiency are factors that determine the outcome, and for that he has to be in contact with a wide variety of cryptocurrency content: interviews, news, live, analysis, charts, chats, events, entertainment, trading areas...

Alex spends most of his time at work and meetings, which makes him very busy on a daily basis, that fact led him to think that like him, there would be millions of busy people on a daily basis with minimal time to find fused, valuable information about cryptocurrencies.

It was then that he looked around him and understood the need to link the best information from different fields in a single global platform, which would connect each and every one of the users, investors, influencers and projects in the crypto sector.

The Mission

TIN DeFi's vital mission is to inform and connect all crypto stakeholders about the abundance of the sector. Through a platform that allows them to optimise their time and improve their results every day.

The Process

At the beginning of the app development, Alex and his team were working around the clock to bring the initial idea to life. However, it would be on a rest afternoon in the following months, when after meditating for several minutes, he was able to visualize the future success of the application. After that reflection, he decided to add sections of vital importance and planned a series of triggering objectives, which would allow Tindefi to be the place of welcome for millions of investors throughout the world.

Once he knew the value that the tool could mean for the entire community. He set out to raise funding of \$100,000,000, in order to share with as many people as possible what he had spent so much time investing in. He then established the plan for his goal, and surrounded himself with people more capable than he was to obtain the financing.



Sections

Tins

The TINS area gives the application its name. It is one of the main sections, aiming at effectiveness and efficiency. It allows the use of filters that adjust to the needs of each user. And it is built under an algorithm specifically designed to achieve the immediacy of the content at all times.

Among the different types of TINS we find :

Tokens And Nfts

In this section, investors will be provided with all the necessary information to support their investment in tokens and NFTS from different blockchain networks.

Each blockchain project with its own token will be able to make itself known to users from all over the world, showing its analytics, tokenomics, roadmap, team, partners, markets in which it is listed, social networks and other documents of interest to the user.



Profile

Each user and project within the application will have its own profile, which will contain the most relevant information for each wallet. A biography, publications, badges, and other aspects of interest.

However, it is worth mentioning the statistics section of the projects. Since it will offer highly valuable information about the different cryptocurrency companies. Allowing access to onchain data never seen before.

Influencers And Vc

The aim of this section is to facilitate and guarantee a fair collaboration between projects and influencers or investors.

Until now, there had always been unease and mistrust when collaborating between parties. Because when it came to making the payment, there was always the possibility that one of the parties would be dissatisfied, or be cheated.

With TIN DeFi, this conflict is resolved, as the application serves as an arbitrator and intermediary to ensure that the contract between the two parties is carried out.

Thousands of projects will have at their disposal the opportunity to establish agreements with crypto influencers, which will allow them greater exposure in the market. As well as with investors, who will provide them with fundraising and resource support.



Vibes

Within the application, collaboration and constant circulation of crypto content is encouraged. VIBES is the section that allows only material related to cryptocurrencies to be consumed.

Users will be able to follow projects and users, being able to interact through likes, comments and donations at all times.

It will also incorporate the tool to generate income based on the reach of the content creator.

Lives

Another of the most attractive sections of the application are the LIVES. This section is intended for the consumption of live stream events by projects, public figures and other users.

Within the LIVES it is worth highlighting the differentiation between sport live events, aimed at a more informal environment. And the pro live, aimed at more professional moments. The differences between the two lie in the device and the preparation with which both live events are carried out.



Chats

Moreover, Tindefi has its own messaging system. Choosing its system by merging different existing models. And adding the connection with the blockchain, oriented to cryptocurrency users.

Within the CHATS section, an endless number of possibilities can be realised. And above all, a number of differential features compared to other existing services. For example:

1.

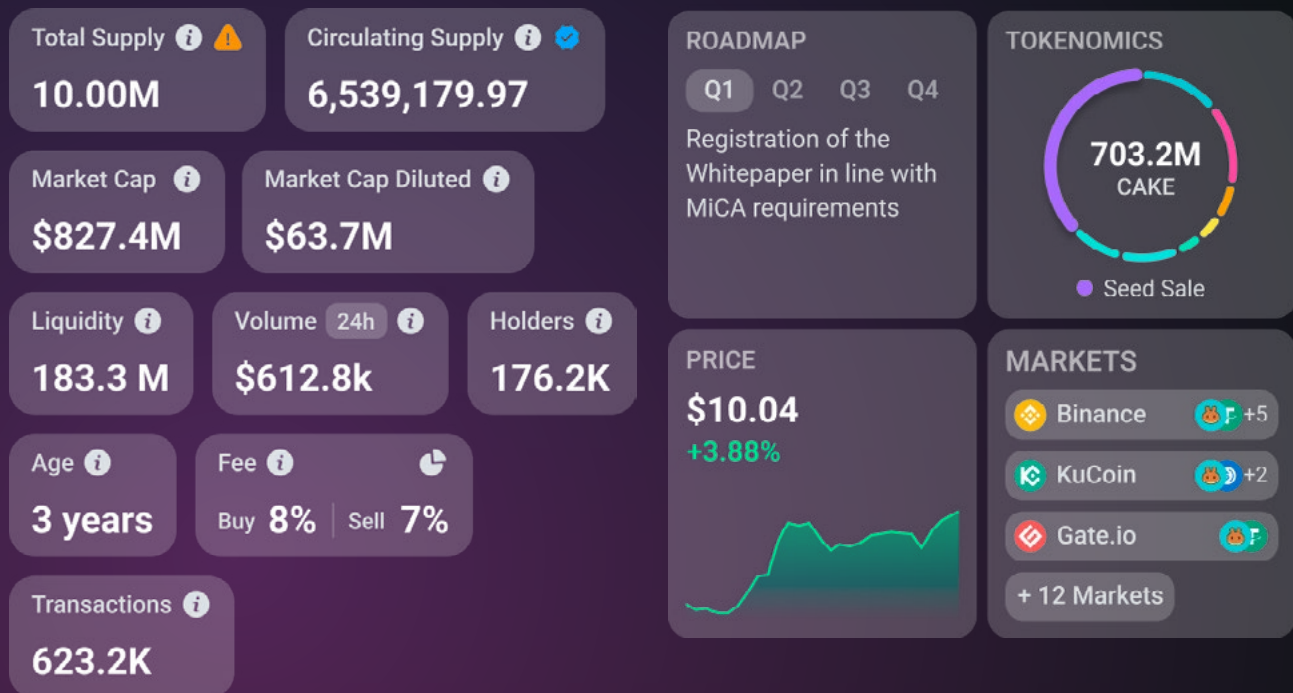
Security for users, we link the thousands of existing projects with their own group. In order to provide your community with a true place of union, and thus avoid the spread of scams through unofficial channels and media.

2.

Direct advantages, the holders will be able to know the price and tokenomics of their project at the same time as they are sending messages. Another factor to highlight is the fusion of SCANSWAP with the messaging system. In order to allow the marketing of the token from the chat itself, being advantageous against the opportunities that arise at the media level, and more efficient in terms of time.

3.

Anonymity as a rule. With Tindefi we manage to give a voice to the investors of the projects in a totally decentralised way.



Trends

This section was created for users who are looking for the most valuable information in the shortest possible time. Within TRENDS, users will be able to have daily summaries of the projects they are following in an automated way. Number of purchases, sales, transfers, volume, liquidity, increase of holders, followers in social networks...etc. All this information and much more, will appear every day updated in this section.

In addition, other super valuable information is set aside, through rankings, news and events:

In the rankings will appear from most to least important projects and investors by different categories such as: TOP HOT, TOP TINS, TOP WORTH, TOP DONATIONS...etc.

On the news side, informative content shared by independent journalists, and projects that try to share value with the community will be shown.

Finally, a section dedicated to the events of cryptocurrency projects will be created. In order to give them greater exposure to investors.



Security

With the aim of showing the traditional world the advantages of blockchain technology. Tindefi relies on SCAN DeFi as a PARTNER.

A decentralised project aimed at detecting and preventing blockchain scams. It will participate

with the application, offering a series of tools, oriented to blockchain cybersecurity and to keep the community free of scams.

Watchlist

The watchlist allows investors to receive instant information on events of their choice. For example, if I know that in a project called SCAN, there are 2 wallets that have insider information:

If I know that in a project called SCAN, there are 2 wallets that have privileged information, great market exposure, are owners...etc. I want to be notified the moment they carry out a transaction, whether it is a purchase, sale or transfer.

Anti honey pot tool

This tool detects if the owners of the contract can restrict at any time the sale or purchase, otherwise... It will be an indication of reliability for the investor.

Reliability percentage

Once the maximum number of possible variables on each of the tokens has been studied, a reliability percentage is provided, which orients the user about the risks involved in investing in each specific asset.

Superficial analysis of the tokenomics of the contract

Commissions, liquidity, ownership waiver, supply distribution, wallets at risk of receiving unique or sustainable rewards over time... these are some of the points covered in this section.

Analysis of sinister functions

To finish with the examples, comes the analysis of the sinister functions within each token. Increasing or reducing the supply of holders, burning or undermining the total supply, increasing or reducing such, transferring tokens from holders at any time, accessing wallets in some way... are some of the examples of sinister functions offered to investors.

Correlation analysis with social networks

Within this tool, it will be possible to analyse the correlations in the price when making public announcements by the project. This will bring us closer to knowing which wallets have privileged information and, therefore, a greater probability of winning against the rest of the investors.

Contract efficiency analysis

Thanks to the knowledge of the blockchain professionalism standards, within the efficiency analysis, a study is carried out that allows us to know the degree of profession behind the creators of the token contract. In order to find out about replications, failures and imperfections strange to a professional in the development area. This implies having a list of aspects for and against.

Internal analysis of the holders

In addition, SCAN DeFi offers an internal breakdown of the investors that belong to each token. This allows to know if there is any correlation with wallets that have already been denounced for different factors in particular, which allows to have a broader view on each asset.

BLACKLIST

Tokens

In this section the community has a section where they can share through reports, experiences, opinions or criticisms about the projects. In this way, a supportive community that works in a uniform way for a common goal is encouraged. To keep the cryptocurrency sector safe and facilitate its adoption, preventing other users from falling into scams and unreliable projects.

We also provide alternatives so that the projects that have been reported without deserving it, can leave this list, and show in a transparent way with our community that they are valuable projects.

Wallets

On the other hand, the wallet reports. Once you have found a user who has participated in fraud, you have the opportunity to report them and prevent other users from carrying out any kind of direct link with them. In this way, we ensure that the authorities can intervene in the wallets of people who have committed an illegal act.

Within this section we differentiate between reports of different wallets: scammers, traders and whales.

A project with many wallets reported as traders, we will know that it has many investors who tend to buy and sell in the technical areas.

On the other hand, a project with many wallets reported for being a whale, we will know that it has investors who at the time of abandoning a project, do not care about what may happen on the chart, and will sell all their assets instantly creating panic in the market, in case of owning many tokens.

Finally, this section is of great importance to create databases of harmful wallets, and to constantly track them, in order to chase all the wallets that may pose a danger to investors.



Scan Dex

A decentralised exchange that connects the smart contracts of each project to the scanner, and in that way. It allows the trading of only those assets that are safe for the community.

It will also offer the possibility of establishing order books, farming services, staking, and visualisation of graphs and transactions, among other functionalities.

Scan Check

SCAN DeFi, strives for the adoption of cryptocurrencies, and aims to create an ideal ecosystem for it. Therefore, being aware of the difficulty for novice investors to use tools like BSC Scan. Where the user is often overwhelmed with contracts and methods of functions, which bring more problems than solutions to the novice investor. A blockchain information tool is created, aimed at a public less adapted to cryptocurrencies, with the aim of enabling them to make the leap in the most efficient and simple way possible.

Within SCAN CHECK, there will be a simple interface with information of high value for the investor. It allows you to know at all times the market situation, reviewing a couple of simple transactions.

Analytics

We know that market performance will be directly linked to the value and needs that are met. That's why SCAN DeFi offers a wealth of statistics to its investors on all other tokens. And allows them to

maximise their individual results. These are some of the statistics that the investor gets:

Transactions

Firstly, the investor will be able to know the number of purchases, sales and transfers within each token. He can also filter by wallet to see this information separately.

Secondly, the number of daily purchases and sales can be seen in parallel, separately, together with their volume.

In addition, a time graph will be displayed in which we can observe the hours of most interaction with the market for each token over time.

Finally, the investor will know the number of tokens entering and exiting exchanges on a time chart.

Audits

One of the most valuable implementations for TindeFi is the possibility of showing users those projects that have passed SCAN DeFi's audits, and therefore guarantee security for its users in terms of smart contracts.

With this differentiation, the aim is to reduce the rate of fraud in the blockchain and thus make the sector as secure as possible in the long term. The aim is for more and more users to adopt cryptocurrencies as a payment system in their daily lives.

Value

In the first graph we will show the average number of holders that are in profit versus those that are in loss. It will also be possible to filter, in order to know the current result of a specific wallet within a token.

On the other hand, a ranking of the wallets with the highest % profit and loss is displayed, in which the amount of their result is also provided. With the possibility to follow the wallet, to be informed about each transaction it could make.

In aggregate, the operations of the holders appear, and a ranking of successes and failures is made. Counting as a success, those occasions in which an investor bought and sold the same amount with a profit. In this way, investors will be offered the possibility of following a wallet that has a long history of successes within a token.

Finally, a ranking of wallets with the highest investment in usdt within the currency, along with their profit margin and number of purchases.

Tokenomics

During this section, information is stored for the history of burns, mints, commissions ups and downs, and number of tokens in contracts, along with their equivalent in terms of project liquidity.

Solutions That Tindefi Brings

From the first day of work on the application. The team put all its skills into improving existing block-chain-focused systems and providing solutions to various problems that had arisen over time within the industry.

1 Abundance

TINDEFI collects in a single application, all the valuable tools that the blockchain user needs, and saves time every day.

2 Anonymity

The application allows users' personal data to be protected, maintaining an anonymous and secure environment at all times.

3 Transparency

The dissemination of cryptographic content is allowed in a free and unrestricted manner. It is a social network with no strings attached.

4 Advancement

On-Chain tools of the highest value are provided, which fight for and support innovation at all times.

5 Security

Tindefi is supported by SCAN DeFi, in charge of ensuring the security of each and every user within the blockchain.

6 Scalability

Tindefi's goal is to become the only crypto social network capable of bringing together all existing parties within the application.

7 Interoperability

The trading systems are developed by experts, with the aim of enabling interoperability between networks.

8 Trust

Influencers and projects have a system of smart contracts that allows them to make agreements in confidence, thanks to the support of Tindefi as an intermediary.

9 Simplicity

The design and development experts have the motto "Make it easy" and offer an optimal user interface.

10 Closeness

Supporting blockchain and proximity is possible, the Tindefi team will be available 24h for the user.

11 Adoption

The application will be accessible to any user, allowing access to all users, whether or not they have a digital wallet.

12 Peace Of Mind

Legalized company supporting the application at all times.

Marketing Plan

1. Situation analysis

1.1. Company, brand and position.

The TINDEFI company is backed by a group of promoters with years of experience in various business areas such as finance, marketing, cryptocurrencies, technology and development, making the founding team a strength for their previous experience and expertise that they bring to the TINDEFI project.

As a brand, TINDEFI has several components aligned with the cryptocurrency world that make it a reference project of its kind. It is framed in the technology sector completely related to cryptocurrencies. It focuses on consumers in the cryptocurrency sector and investors interested in new technologies and tokenisation projects.

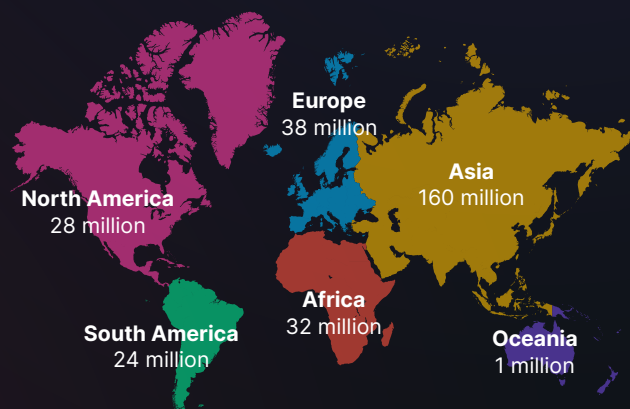
TINDEFI has the opportunity to frame itself in two market positions, either within the world of investors or within the world of cryptocurrency enthusiasts, thus doubling the market for potential adapters of this new technology, and the whole plan is focused on unifying these two universes of users into a single one, which will later become the buyer persona.

At the moment, it is in its earliest stage, the creation. The core of the company structure has been in place for months and all the people needed for the near future have been identified, the number of future employees will be around 100 people in total. There is currently no other app on the market in the cryptocurrency niche similar to the one being developed, so it is certain to be an innovative and unique idea in the sector. For this reason, the analysis of the competition is scarce at this early stage.

1.2. The market

The market will initially focus on countries where cryptocurrency adoption is at the highest rate reported in the last 5 years as well as countries where investment in tokenisation projects and cryptocurrency projects represent the highest growth rate both in the past and for the future 5 and 10 years according to the sources referenced.

Over 300+ Million Crypto Users Worldwide



Based on this premise, just by doing enough to reach a market share of 5-10% we have enough users to have a viable and well-founded project over time. Therefore the initial focus will be on advertising and going to market strategies in countries where adoption is the highest on the list of countries with the highest uptake, thus ensuring that we will have an easy introduction into the market.

1.2.1. Characteristics

We are talking about an atomised market in which the number of users who make use of crypto-economic or investment tools is relatively low compared to other services that may exist within a market of options such as Instagram or, for example, LinkedIn, or the novelty of Discord. However, the high growth in users in the world of cryptocurrencies and especially the world of investment seeking decentralisation of the

current banking system means that the project has a high projected growth rate in the short and medium term, as people are more willing to invest in tools that offer, facilitate or are a bridge to obtain a higher return than what is offered by the current banking system.

1.2.2. Needs

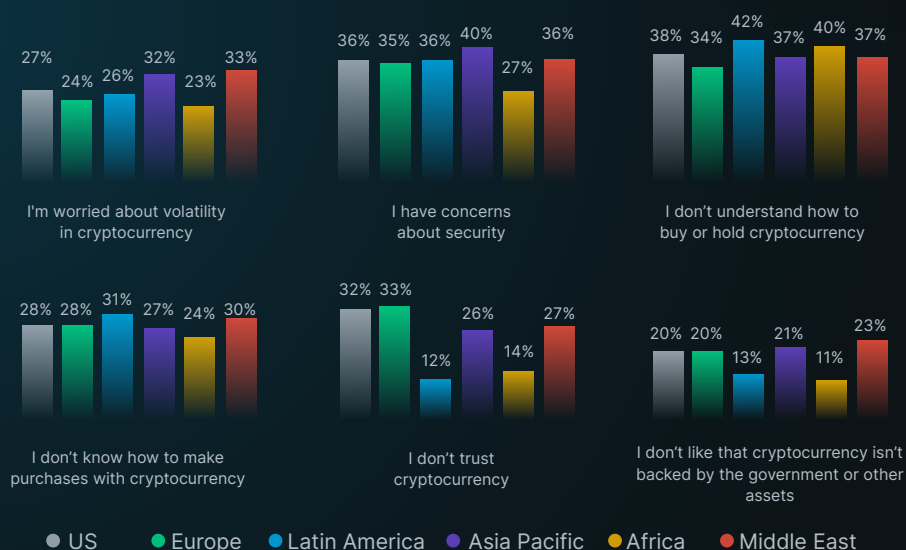
Different needs may arise among potential users of the application. Some of the needs arise from the need to be informed about reliable crypto-economy projects that are backed by a platform that performs a prior verification. Secondly, as previously explained, the need for a marketplace where you can have information to invest in projects and where all the information is located in one place. Currently, there are few tools in the field, such as coinbase, coinmarket-cap, among others.

However, as there are tools such as those mentioned above that may represent competition in one of the TINDEFI business segments, the adoption of cryptocurrencies and the crypto economy is increasing, so the captive market will be even larger over time, thus creating a greater amount

of market share that we could assume in the short and medium term. This is confirmed by the following graph.

However these tools do not have the component of community and gamification strategies within the application through what TINDEFI has defined as TINs. This component of gamification and interconnection with other users through the different features that will be included within the application represents a high usage of the application and a much faster adoption by the market in users, more so through a special system that has been designed to create a much faster adoption and usage of the tool than any other existing market application. This will allow the project to have a much higher representative market share than any other application in this sector.

Why haven't you ever bought cryptocurrency

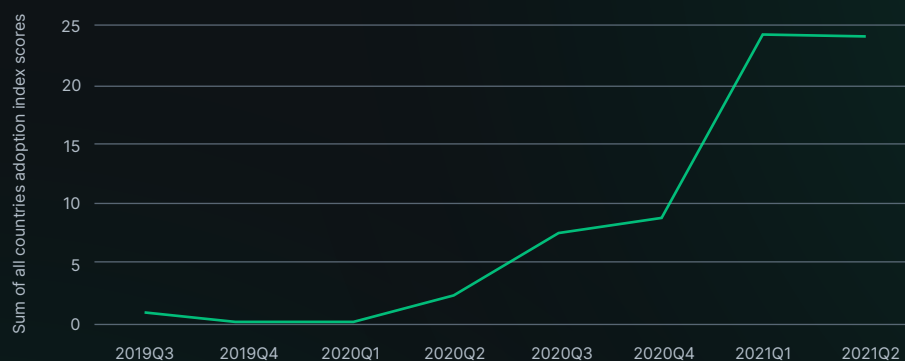


1.2.3.Trends

The adoption of such a tool is expected to have a percentage increase in users of around 25 to 40 % year-on-year based on an initial user quota of 100,000, this would represent a three-year growth plan of approximately five million users which would allow for a fairly representative user

base and which through advertising sales plans makes it possible for the market to sell information to projects that are interested in putting their service in front of the user.

**Chainalysis Global Crypto adoption index:
sum of all countries index scores by quarter**



1.2.4. Evolution forecast

As mentioned in previous points, thanks to the fact that the current economy is shifting towards a greater adoption of the crypto economy and cryptocurrency projects, stable growth is expected in international markets in terms of the adoption of projects or cryptocurrencies as local

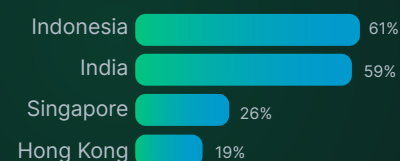
currencies. This allows us, in addition to the marketing mix, to assume that the market share will be higher in proportion to the growth of the market and in proportion to the growth of users of the application.

Cryptocurrency is the future of money

Latin America



Asia Pacific



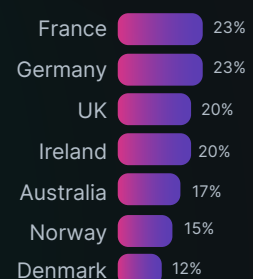
Middle East



Africa



Europe



North America



1.3. The Competition

1.3.1. Main competitors

There are tools that unify a lot of information regarding tokenisation projects or cryptocurrency projects, but none of these projects include the social and gamification component that TINDEFI wants to implement. There will be the option to choose which type of projects you are interested in and make a “match”, a TIN in our jargon, with these types of projects, which allows the user to

be more engaged with the application as they are presented with unique opportunities in a much more user friendly environment. This will create community and internal gamification techniques in the application that will generate more user interaction.

1.3.2. Positioning and situation

The application will be focused on a Spanish and English speaking market, however, this is only for the initial phase as it will adopt a type of user that is more prone to this type of applications and/or technologies. Later it is planned to extend to other languages, to position in regions with high purchasing power (middle East) but the

main objective in the initial phase is to cover the Anglo-Saxon market and the Spanish-speaking market so as to obtain the largest market share in order to have a base and to be able to jump to new markets.

1.4. SWOT analysis

Strengths:

- App with original and innovative content.
- Attractive and simple service.
- Pioneering company in the sector.
- Strong technology component.

Weaknesses:

- Mobile app product on the market with no direct prior reference.
- Content dependent on external entities

Opportunities:

- Uncertainty, high demand in search of tokens to invest in.
- There is no similar app on the market.
- Increased use of mobile phones when investing and exploring.
- Capacity for global expansion.

Threats:

- Ambiguous economic situation in the crypto market.
- Competitors within the same sector will increase.
- Cancellation of service in some countries.
- Highly demanding and volatile market.

1.5. Current positioning

1.5.1. The product

An application with a very high technological component offers the user a very high level of security and trust, which represents a high degree of use of the application. Additionally, an internal gamification component of the application will allow users to engage with the use of the application, which will generate a large database (big data) at different points which in turn will allow the expansion of the business model to possible advertising sales to companies in the sector and any other service that can be referred to the type of users that will be had.

1.5.2. Brand

A very social brand has been developed, easy to understand and with a reference to a motif related to other applications in the market, which will allow a simple adoption of a name, which for users will be easy to understand and easy to share: TINDEFI making a reference to dating applications, which allow to make a connection between two types of users who have a certain affinity. This represents the basic principle of TINDEFI, where users with a tendency to search for projects that match their investment interests can find each other within the application and make a TIN. Neuromarketing components will make the adoption of the application much easier within the market and can produce a snowball effect through which within a few months the application will go viral.

1.5.3. Critical points

The critical point that most affects the application is that possible competitors may want to create a similar one when everything comes to light. That is why the main component of TINDEFI is to be able to have a community committed to the application and additional content of value that will be generated within it that will make the user feel at ease and comfortable within the application.

1.5.4. External factors.

Factors that may not be within our control, such as movements in the cryptocurrency market as could not have happened in the last bitcoin reception or for example governmental barriers which create major problems for certain countries and their inhabitants investing in cryptocurrencies, are beyond our ability to assume a response.

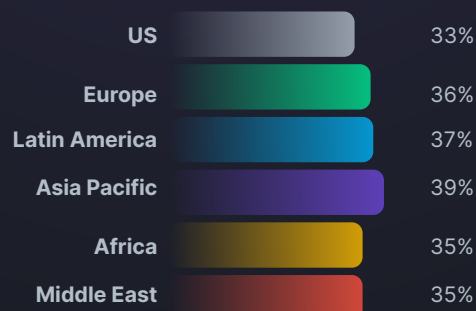
However, the initial plan is focused on going to countries in which cryptocurrencies already have a legal framework or have an approval at an early stage by the states, which allows for a minimum of legislative certainty in the next five years.

Regulation

- Regulation is a concern globally. Among non-owners, 39% in Asia Pacific, 37% in Latin America, and 36% in Europe say there is legal uncertainty around cryptocurrency.

- In addition, for 30% of respondents in the Middle East 24% in Asia Pacific, and 23% in Latin America, the tax complexities of owning cryptocurrency have kept them from investing in crypto.

There is legal uncertainty around using cryptocurrency (non owners)



What if anything would make you more comfortable purchasing cryptocurrency?

| | Global | US | Europe | Latin America | Asia Pacific | Africa | Middle East |
|--|--------|-----|--------|---------------|--------------|--------|-------------|
| Recommendations from friends | 22% | 17% | 20% | 23% | 24% | 28% | 28% |
| Recommendations from my parents | 9% | 6% | 7% | 6% | 9% | 12% | 15% |
| Recommendations from siblings or cousins | 12% | 9% | 10% | 10% | 13% | 18% | 17% |
| Recommendations from my children | 6% | 3% | 5% | 6% | 5% | 8% | 9% |
| Blogs and podcasts | 10% | 6% | 6% | 15% | 10% | 18% | 14% |
| More educational resources on cryptocurrency | 40% | 42% | 31% | 51% | 44% | 56% | 36% |

1.6. Keys to success

The keys to success for the project will be based on how to get the application on the minds of the main influencers in the world of cryptocurrencies in the countries where it will be present and the second key is that the application will evolve as information is obtained from the early adopters, such as their behaviour, their tastes, their actions and will make the application evolve to much more specific UX factors, since at an initial point there will be no real basis of what the user's behaviour in the application is. However, in the following months of having launched the application, we will constantly monitor all the actions performed by users and we will be able to evolve the features of the application, as necessary so that the entire user interface and internal UX of the application meets its fundamental objective, which is to have an engaged user, hooked on the content and willing to access the application at least with a constant regularity in order to have relevant information for future partners.

“Our data shows that growing transaction volume for centralized services and the explosive growth of DeFi are driving cryptocurrency usage in the developed world and in countries that already had substantial adoption, while P2P platforms are driving new adoption in emerging markets.”

2. Mission and Objectives

2.1. Mission

Tindefi's vital mission is to inform and connect all crypto parties about the abundance of the sector. Through a platform that allows them to optimise their time and improve their results every day.

2.2. Marketing Objectives

Within the marketing strategy we have several primary objectives, firstly to generate awareness of the app and the project wide enough to create a top of the mind effect on the users who will be part of the app. This will be achieved through an extensive digital marketing and affiliate marketing campaign which in an initial phase will give a very high level of brand recognition for the initial users.

Second is to generate a high level of trust among the users of the application so that all projects that are part of TINDEFI are projects that are validated and recognised by our joint brand SCANDEFI. In this way, users will recommend the application for different reasons, but mainly for the security and reliability generated by having an application that verifies, validates and certifies that a project is not a fraud.

Thirdly, a marketing objective is to generate the largest possible Big Data database so that when a token or an external project wishes to carry out an advertising action within the application, it can obtain all the definition, filtering and targeting options possible. The aim is to have a targeting system, quite similar to what Facebook Ads currently offers, which allows to define the audience to which a specific type of advertising is going to be sent. This is thanks to the technological approach that has been given to the tool, which will allow to have a large database of each of the behaviours and actions, investment behaviours and behaviours in the type of projects in which they invest, which will allow to have a profile of each of the users, a differentiating element that very few tools in the current market have this information, at least in a crypto-economy topic.

2.3. Economic Objectives

There will be two main sources of revenue for the application. The first will be through the tokenisation projects themselves, which will seek to advertise within the application. The second, all the internal actions that the user will be able to perform within the application, since a gamification system has been developed that will make the user more likely to personalise their profile, access more features, have more options to generate TINs, among other options that will be a source of income.

The first objective is easily achievable through the critical mass of user information that we will have (profiling). Given the information that will be obtained from the users, the tokens will be very interested in being able to place their projects in front of the users in a reliable way and even more importantly, to the user that exactly that token project wants to reach with their project.

Thanks to the system that has been developed within the application through the different features in gamification, interactions with projects, action tracking, and other functions, it will allow us to have very relevant information regarding each of the users, which will generate a profiling very desired by the token projects, when making niche advertising.

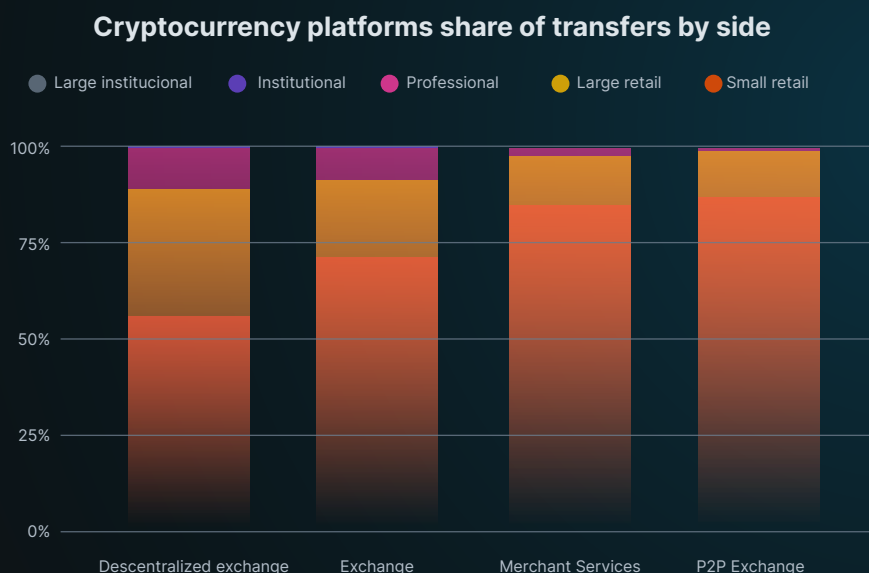
3. Marketing Strategy

3.1. Major strategic guidelines

3.1.1. Differential value

We will have three main differentials, one is the reliability and technological strength generated by the tool. The technological strength is due to the fact that we have had a large development component that will allow us to have a robust and scalable technological platform. Secondly, thanks to the alliance with a strategic partner such as

SCANDEFI, users can be assured that all projects within TINDEFI have a verification or a minimum of relevant information to be a project related to SCANDEFI. And thirdly, the social component that has been implemented in the application, which will allow a social and viral effect, essential for the success of TINDEFI.



3.1.2. Benefits for the client

A tool to find out about tokenisation projects relevant to your type of user profile. A very user-friendly tool in which the process of making investments becomes an enjoyable and sociable process.

As you can see in the graph, small investments end up being a large part of the investments in the cryptocurrency world. This means that small investors in large amounts end up taking up a large part of the cryptocurrency market. This closes the focus of TINDEFI, to be able to reach this entire market of micro investors who get in TINDEFI a unique solution for their investments.

Additionally, a social component through chats and being able to talk to other users or directly with a token, which will allow the user to feel more confident in performing actions within the application.

You have all the necessary tools to make an investment in cryptocurrencies in a single application as you will be able to know the token, verify its veracity, swap between different cryptocurrencies to get the right cryptocurrency, to finally make the investment, all in one place.

3.1.3. Branding

The branding has been a creative process in which we have sought to generate trust within the users and at the same time have a fun component without bordering on mistrust. That is why the colours of TINDEFI and the development of the logo are focused on dark colours that represent strengths, seriousness and commitment with a halo of colour that represents the innovative spirit of the application. Making part with this multicoloured halo to all those who feel the need to get involved in innovative projects that in turn represent confidence in the user.

3.1.4. Client Strategy

It is vital to gather information about the ideal buyer persona for TIN DEFI.

This would be a man as this is the predominant gender in this type of investment with around 95%, although more and more women are joining the cryptocurrency fever. Located between the ages of 18-24 who are either studying or working, but always have the same goal in mind, financial freedom. The demographic doesn't really follow a standard per se, TIN DEFI seeks to unify the cryptocurrency world within itself, creating communities with people from all over the globe. This buyer persona has very ambitious goals and challenges and is always looking to research and improve.

The audience is another very important value to define when developing a strategy. The age of the TIN DEFI audience is based on the following

percentages, between 18-35 years 80% / 36-55 years 15% / +56 years 5%. The demographic factor varies depending on the stage of the project, at the time of the launch of the ICO, the efforts will be focused on European countries and the United States. Other countries such as Dubai, Indonesia, Canada, the United Arab Emirates and Singapore will be addressed shortly thereafter. The needs and motivations of the target audience are very similar to those of the buyer persona. It is a part of society that is always looking for something different, with great curiosity, ambition and striving for a change in their lives.

3.1.7. Launch Strategy

In the pre-launch/landing page stage:

- Within this phase the objective is to create a solid base in the creation of content to publicise the project through the different social networks.
- A strong brand awareness component is included in this phase, in order to reach a critical mass of users who will later become investors in the launch phase of the ICO.
- A campaign of influencers who are going to generate excitement about a new project that is going to be a milestone in the world of cryptocurrencies.

During the ICO:

- The main goal is to raise \$100 million for the financing of the project.
- Attracting investors through various channels (social, referral, affiliate, organic), to reach the largest possible community through different channels, and thus have a strong presence in the market without relying on a single source of investors.
- Promote word-of-mouth among initial investors to achieve the goals of each phase of the ICO.

From the moment the long-awaited launch of the app takes place, the focus will be on becoming the reference app in the sector and reaching millions of people to help.

These goals will be updated over time, always looking for improvement and looking to the future of the project.

3.1.8. Development strategy

Pre-launch/landing page stage.

This stage will involve a teaser campaign supported by a display campaign through the telegram group Crypto Evolution, the creation of an organic social media strategy and the preparation of the campaign for the ICO. At this point we will also connect with the entire network of contacts to prepare the next steps.

This group empowerment campaign will be about the following:

Looking to grow the Crypto Evolution group, a paid advertising campaign is going to be set up through Google ads, twitter ads, telegram ads and Facebook ads to generate leads to the group. Focusing on the exclusive access through this for PHASE O of the TINDEFI ICO. Access to this phase will only be possible through an access code that will be given only by the group, thus promoting the entry of people related to the future intentions of the group, such as generating a suitable space for investors who can access buying opportunities.

In addition to the paid advertising, other tips will be given such as a specific copy aimed at the engagement of new users or the realisation of airdrops by the group. This campaign will end with the full sale of PHASE O of the ICO.

ICO stage.

At this stage, the project is already located and the investor has a lot of information at hand to generate his own opinion. The strategy to be followed at this stage is distributed in a percentage basis in different conversion, display, inbound and outbound marketing campaigns.

Newspaper articles

Writing several press articles about the project to be distributed through the different PR launching platforms.

All of this is obviously accompanied by an analysis of keywords for proper positioning, information necessary for the publication of the articles, backlinks, competition, etc.

Subsequently, when we have more value and information about the project, it will be published in more recognised digital newspapers such as Forbes, TechCrunch, Business Insider, among others.

Referral system and affiliate marketing

The referral system to be used in the ICO will be as follows:

You will receive 10% of the purchase made by the guest of the wallet in question. This percentage has been established after observing different ICOs which offer this service, percentages ranging from 5% to 25% are observed, with most ICOs remaining around 10%-15%.

The 10% has been decided because several points have been considered such as being a round percentage which makes it easy to calculate any operation and the value of the TINDEFI project.

Airdrops.

Airdrops attract many people from outside the crypto space as they are easy to use and you can receive an economic benefit with just one click for free.

These types of promotions will help the project to be known by thousands of people, given the actions that must be carried out in social networks to participate in them.

Pre-ICO access opportunity

Closely related to the airdrops described above, however in this case the tool will be used in the following way:

With the exit of the ICO the phases will be passed without being able to return to the purchase price of a previous phase. This gives the possibility to offer in future rounds the possibility to buy at a lower price which investors will see as a real bargain.

B2B sales strategy

Dedicated sales team which will maintain contact with tokens, communities and influencers. This is coordinated with the PR team.

Here there will be a combination of different B2Bs, some specialising in attracting tokens for the app and others specialising in attracting investors.

Influencer Marketing

Through the different social networks the project will be promoted by a large number of influencers from the sector and external influencers with a large number of followers. This will take place after the ICO launch on 10 May.

Investment in paid and programmatic advertising - SEM

SEM is central to any digital marketing strategy. It will rapidly increase qualified traffic to the website and the company's products and services will get more visibility.

Different campaigns will be carried out in different digital media such as Google Ads, Facebook Ads, Cointraffic, telegram, etc. These are specified later in this document.

4. Economic forecasts

4.1. User forecast

Referencia Anexo Excel

4.2 Blockchain Projects forecasts

Referencia Anexo Excel

5. Action Plan

The marketing plan will be focused on various stages and channels for the correct distribution of all the information about the project and how it can reach different users with different marketing techniques. On a digital level, a social strategy will be developed in which through the main networks it will be possible to reach the largest number of users or potential users that the tool may have.

Additionally, as the digital world has to be ac-

companied by a physical world component, press presentations will be made to generate brand recognition both physically and digitally, only in the countries where we have defined a presence.

Likewise, mentions will be made in relevant digital media to give greater support to the project, such as Business Insider, TechCrunch, Gizmodo, Play-Ground, among others.

| Fase 11 | | | | | | | |
|----------------|-----------|----------|----------|---------|---------|-----------------|--------|
| 1 | | | | | | | |
| Budget | CPM | Reach | % de CTR | Clicks | CPC | Conversion rate | Users |
| 66% | | | | | | | 103311 |
| 43.560,00 € | 17,00 € | 2562353 | 1% | 25624 | 1,70 € | 1% | 256 |
| 304.920,00 € | 15,00 € | 20328000 | 4% | 813120 | 0,38 € | 2% | 16262 |
| 108.900,00 € | 33,00 € | 3300000 | 2% | 66000 | 1,65 € | 1% | 660 |
| 217.800,00 € | 7,00 € | 31114286 | 4% | 1244571 | 0,18 € | 2% | 24891 |
| 326.700,00 € | 25,00 € | 13068000 | 4% | 522720 | 0,63 € | 1% | 5227 |
| 304.920,00 € | 10,00 € | 30492000 | 4% | 1219680 | 0,25 € | 1% | 12197 |
| 435.600,00 € | 7,50 € | 58080000 | 1% | 580800 | 0,75 € | 2% | 11616 |
| 87.120,00 € | 8,00 € | 10890000 | 1% | 54450 | 1,60 € | 1% | 545 |
| 108.900,00 € | 1,60 € | 68062500 | 2% | 1361250 | 0,08 € | 2% | 27225 |
| 108.900,00 € | 5,50 € | 19800000 | 2% | 396000 | 0,28 € | 1% | 3960 |
| 108.900,00 € | 300, 00 € | 363000 | 1% | 3630 | 30,00 € | 1% | 36 |
| 21.780,00 € | 10,00 € | 2178000 | 1% | 21780 | 1,00 € | 2% | 436 |
| 2.178.000,00 € | | | | | | | |

Various strategies will be used to be able to attract customers, starting with a teaser campaign, followed by a campaign to attract and generate brand recall, and then on to the most important campaigns, which are those for conversion to end users.

The last stage, which is the most important as through different advertising campaigns, recruitment campaigns and influencer campaigns, we will seek the rapid adoption of the market share previously mentioned towards the application of TINDEFI. The most important thing with regard to this point is how the marketing strategy will be approached. The marketing mix will be focused on achieving those users who have a real interest in being able to invest and have greater knowledge in the world of the crypto economy and we will move away from those users who are simply there out of curiosity or ignorance.

In both digital and offline investment, it will be important to attract users who really have a palpable interest in the use of the application and its benefits. In addition, tokenisation projects that want to be part of the TINDEFI ecosystem

will have to have a legal and formal basis so that the ecosystem of users is globally recognised as trustworthy and of added value, both for tokenisation projects and their users.

The strategy for both the start of the ICO and the subsequent progress of the project will be unified for continuity. Initially all those people who represent a natural interest in tokenisation projects will be reached through our outreach advertising and niche audiences, therefore the budget is invested in people who are closely related to investment in cryptocurrency projects or profitable investment projects.

Thus defining the campaigns for both the adoption of the initial project and for the subsequent launch, with a unified audience that will complement each other both at the beginning and at the end, so that all advertising efforts made in the ICO will be equally focused on these users being the subsequent investors in the application.

| 2022 | | | | | | | |
|-----------------|-----------|-----------|----------|----------|---------|-----------------|---------|
| 1 | | | | | | | |
| Budget | CPM | Reach | % de CTR | Clicks | CPC | Conversion rate | Users |
| 75% | | | | | | | 1173994 |
| 495.000,00 € | 17,00 € | 29117647 | 1% | 291176 | 1,70 € | 1% | 2912 |
| 3.465.000,00 € | 15,00 € | 231000000 | 4% | 9240000 | 0,38 € | 2% | 184800 |
| 1.237.500,00 € | 33,00 € | 37500000 | 2% | 750000 | 1,65 € | 1% | 7500 |
| 2.475.000,00 € | 7,00 € | 353571429 | 4% | 14142857 | 0,18 € | 2% | 282857 |
| 3.712.500,00 € | 25,00 € | 148500000 | 4% | 5940000 | 0,63 € | 1% | 59400 |
| 3.465.000,00 € | 10,00 € | 346500000 | 4% | 13860000 | 0,25 € | 1% | 138600 |
| 4.9050.000,00 € | 7,50 € | 660000000 | 1% | 6600000 | 0,75 € | 2% | 132000 |
| 990.000,00 € | 8,00 € | 129750000 | 1% | 618750 | 1,60 € | 1% | 6188 |
| 1.237.500,00 € | 1,60 € | 773437500 | 2% | 15468750 | 0,08 € | 2% | 309375 |
| 1.237.500,00 € | 5,50 € | 225000000 | 2% | 4500000 | 0,28 € | 1% | 45000 |
| 1.237.500,00 € | 300, 00 € | 4125000 | 1% | 41250 | 30,00 € | 1% | 413 |
| 247.500,00 € | 10,00 € | 24750000 | 1% | 247500 | 1,00 € | 2% | 4950 |
| 24.750.000,00 € | | | | | | | |

Subsequently, special campaigns will be carried out in order to attract users on a massive scale.

For example: a campaign with an influencer who makes reference to the use of the application, a campaign with people from the entertainment world who can make reference to their use of the application or people from the investment world who can also make reference to the use of the application. This will give a brand strength and represent to the world as a solid and robust tool that has the support of important people in the world, thus generating a brand reputation.

Throughout all the campaigns, retargeting or display marketing campaigns will be carried out in parallel for those users who at some point have visited the project and in this way generate similar audiences to whom segmented advertisements can be made, which will be carefully monitored to understand the behaviour of the buyer persona and how to reach them more efficiently.

In order to achieve an initial critical mass of users, the strategy of referral marketing and affiliate marketing will be used to achieve a snowball effect that will speed up the growth of both users and potential investors.

The main sources from which users can be obtained are Twitter, Google, Facebook including Instagram, Reddit and Telegram.

5.1. Team

The team will be led by the CMO who will be responsible for overseeing the planning, development and execution of these tasks, with the main responsibility to generate revenue by increasing sales through marketing strategies. The Strategic Advisor will provide professional support to improve performance and advise the CMO with the execution of actions given his experience and knowledge.

The Project Manager of the marketing department is a key player who must ensure that the assigned project is delivered within the set objectives, including scope, time and cost requirements.

The last marketing management position before moving on to the specialists is the international marketing development consultant and manager. This will lead the strategy for developing and opening up new international markets. He or she is in charge of team management and the analysis of the potential of unexplored markets and their prospects.

The next positions are those of Play and IOS store Ads specialist and Social Ads and SEO specialist. They are responsible for connecting users who have a need or a desire to consume a product or service with the company offering it, making use of paid advertising tools.

The positions of community manager and copywriter are the voice of the project in digital media, so they must cover several key characteristics. The copywriter is in charge of creating creative concepts and writing persuasive texts. While the Community Manager is responsible for building and managing the online community and managing the brand identity and image, creating and maintaining stable and lasting relationships with the people who follow the project.

These positions are the main ones, but this does not mean that they will be the only ones, as for some functions such as data collection or establishing the first step to connect with certain people, it is necessary to have staff. These positions will be freelancers hired for a specific period of time.

Financial Plan

In addition to unifying the crypto world, Tindefi merges two completely different and complementary business models. On the one hand, it allows us to take advantage of the facilities offered by tokenisation to raise funding. And at the same time, to implement traditional business

channels that enable an abundance of resources for the development of the company.

The various characteristics involved in each model are set out below.

Crypto Model

Utilities

As the main collateral for investors. The Tindefi token is backed by a large number of utilities within the application. Being indispensable for most operations and payment methods. In addition to having an incredible variety of options that will be added in the medium and long term. Some of the utilities to highlight are shown below:

Access to pre-sales

The platform acts as a launch pad for valuable and secure projects, thanks to the backing of SCAN DEFI. Investors wishing to participate in this type of launch must be holders of TIN.

Staking

TIN holders who wish to block their tokens will generate passive income through a variety of income streams available in the APP.

V.I.P. offers

Exclusive reward chests will be available for TIN holders.

Passive income

Content creators will generate income in TIN, through their content. Being rewarded for attracting capital to the application.

Message currency

Users will be able to send TIN as a reward, to interact with influencers, Venture capitals and projects with a higher probability of success.

Cryptum Cashbacks

When the user makes payments through our system, they will be exempt from network commissions (as the APP will take care of them) as long as the shipment is made in TIN (token ticker).

Premium

Users who hold a specific amount of TIN will enjoy the advantages and facilities of being premium, without having to pay.

Merchandise

The merchandise shop, which will appear within the APP, will offer great benefits and discounts to customers who transact with TINs.

Tips and donations

Users will be able to interact in a preferential way (featured messages, public differentiation, greater visibility...) with influencers and projects. By making donations on TIN.

Launch Of The Token

Day : 1 Million Downloads between Android and IOS

Starting Price : 50\$

Maximum Supply : 21.000.000

Exchanges : To be disclosed

Networks : BSC and others to be disclosed

Tokenomics

Max Supply : 21.000.000

SYMBOL : TIN












Name : Tindefi

Digits : 18

Commissions

Commissions are set with the aim of reducing the supply for each transaction made on the token. Being :

Supply Distribution

| Percentage | Reason | Lock | Lock | | | | | Total |
|--------------------------|--------|---|---------------|-----|-----|-----|-----|-------|
| | | | TGE | 12 | 18 | 24 | 30 | |
| Future Invesments | 0,9 % |  | 0% | 10% | 15% | 30% | 45% | 100% |
| Advisors | 0.7% |  | 0% | 10% | 15% | 30% | 45% | 100% |
| R&D | 1.25% |  | 0% | 10% | 15% | 30% | 45% | 100% |
| Rewards | 1% |  | 1% | 9% | 15% | 30% | 45% | 100% |
| Private Sale | 3% |  | Vesting ICO + | | | | | 100% |
| Listing | 9% |  | 3% | 7% | 15% | 30% | 45% | 100% |
| Finance | 5% |  | 3% | 7% | 15% | 30% | 45% | 100% |
| Operations | 2% |  | 3% | 7% | 15% | 30% | 45% | 100% |
| Marketing | 3.15% |  | 0% | 10% | 15% | 30% | 45% | 100% |
| ICO | 24% |  | Vesting ICO+ | | | | | 100% |
| Lock to burn | 50% |  | 10% | 15% | 20% | 25% | 30% | 100% |

ICO Phases

| Round | Financed | Aggregate | Price | ROI | Tokens | % Total | % Total Aggregate | Market price | Timing | % | % Aggregate |
|-------|---------------|----------------|----------|---------|------------|---------|-------------------|--------------|--------|--------|-------------|
| 0 | \$ 1.000.000 | \$ 1.000.000 | \$ 5,00 | 1000,0% | \$ 200.000 | 0,9524% | 0,952% | 50 | 1.205 | 0,083% | 100,02% |
| 1 | \$ 1.810.000 | \$ 2.810.000 | \$ 7,00 | 714,3% | \$ 258.571 | 1,2313% | 2,184% | 50 | 1.205 | 0,083% | 100,00% |
| 2 | \$ 2.620.000 | \$ 5.430.000 | \$ 9,00 | 555,6% | \$ 291.111 | 1,3862% | 3,570% | 50 | 1.205 | 0,083% | 100,00% |
| 3 | \$ 3.430.000 | \$ 8.860.000 | \$ 11,00 | 454,5% | \$ 311.818 | 1,4848% | 5,055% | 50 | 1.205 | 0,083% | 100,00% |
| 4 | \$ 4.240.000 | \$ 13.100.000 | \$ 13,00 | 384,6% | \$ 326.154 | 1,5531% | 6,608% | 50 | 1.205 | 0,083% | 100,00% |
| 5 | \$ 5.050.000 | \$ 18.150.000 | \$ 15,00 | 333,3% | \$ 336.667 | 1,6032% | 8,211% | 50 | 1.205 | 0,083% | 100,00% |
| 6 | \$ 5.860.000 | \$ 24.010.000 | \$ 17,00 | 294,1% | \$ 344.706 | 1,6415% | 9,853% | 50 | 1.205 | 0,083% | 100,00% |
| 7 | \$ 6.670.000 | \$ 30.680.000 | \$ 19,00 | 263,2% | \$ 351.053 | 1,6717% | 11,524% | 50 | 1.205 | 0,083% | 100,00% |
| 8 | \$ 7.480.000 | \$ 38.160.000 | \$ 21,00 | 238,1% | \$ 356.190 | 1,6961% | 13,220% | 50 | 1.205 | 0,083% | 100,00% |
| 9 | \$ 8.290.000 | \$ 46.450.000 | \$ 23,00 | 217,4% | \$ 360.435 | 1,7164% | 14,937% | 50 | 1.205 | 0,083% | 100,00% |
| 10 | \$ 9.100.000 | \$ 55.550.000 | \$ 25,00 | 200,0% | \$ 364.000 | 1,7333% | 16,670% | 50 | 1.205 | 0,083% | 100,00% |
| 11 | \$ 9.910.000 | \$ 65.460.000 | \$ 27,00 | 185,2% | \$ 367.037 | 1,7478% | 18,418% | 50 | 1.205 | 0,083% | 100,00% |
| 12 | \$ 10.720.000 | \$ 76.180.000 | \$ 29,00 | 172,4% | \$ 369.655 | 1,7603% | 20,178% | 50 | 1.205 | 0,083% | 100,00% |
| 13 | \$ 11.530.000 | \$ 87.710.000 | \$ 31,00 | 161,3% | \$ 371.935 | 1,7711% | 21,949% | 50 | 1.205 | 0,083% | 100,00% |
| 14 | \$ 12.340.000 | \$ 100.050.000 | \$ 33,00 | 151,5% | \$ 373.939 | 1,7807% | 23,730% | 50 | 1.205 | 0,083% | 100,00% |

Liquidity Aggregation And Burns

Adding liquidity - quarterly company profit purchases earmarked for burns

Each quarter, Tindefi will allocate a percentage of the profits generated to the purchase and burn of TINs.

ICO burns - in case the target is not reached

If the ICO ends before reaching Round 15. The supply allocated to each round that has not been covered will be allocated to the burn.

Progressive supply burns during progressive token release

As the token comes to market, there will be periodic burns of 50% of the earmarked supply.

Investor commission burns

Many of the application's revenue streams

Timing

Investors who participate in the ICO will start receiving tokens from day one of its launch for public sale. In 1205 days they will receive the total of their tokens on a proportional basis.

With this distribution system, it is possible to offer higher returns for ICO investors. As well as affiliating the investor, and protecting their impact on the market. Always looking for the most suitable alternative for the initial and subsequent investors and the project.

In addition, each of the days that pass, the supply will be reduced, through progressive burns of the supply. To incentivise investor support.

Traditional Model

Goals

| | 1 Year | 2 Years | 3 Years | 4 Years |
|-------------------------|-------------|-------------|-------------|---------------|
| Downloads | 1.000.000 | 5.000.000 | 20.000.000 | 50.000.000 |
| Finance | 100.000.000 | 200.000.000 | 500.000.000 | 1.000.000.000 |
| Donations | 1.000.000 | 2.000.000 | 5.000.000 | 10.000.000 |
| Team | 100 | 250 | 1.000 | 2.500 |
| Exchanges | 5 | 15 | 30 | 50 |
| Countries | 6 | 10 | 10 | 10 |
| Venture Capitals | 100 | 230 | 500 | 1000 |
| Influencers | 300 | 2000 | 5000 | 10000 |
| Proyects | 350 | 1500 | 3500 | 5000 |

Financial Plan

For the sake of greater accuracy for the investor, information on the profit and loss account is postponed. Together with the treasury plan. These data will be published in the course of 2022. And will be publicly audited on an annual basis along with the rest of the company's data.

2022 financing plan

Throughout 2022, the project's objective is to be financed to \$100,000,000. The first year's proceeds will be raised through a single class:

ICO

Funding is raised through the pre-sale of the official token of the company Tindefi. The maximum amount to be financed is \$100,000,000 over a maximum of 15 rounds of financing.

Below is the distribution established for the funds raised from the ICO

| Percentage | Quantity | % Distribution |
|-------------------------------|-------------|----------------|
| Marketing | 33.000.000 | 33% |
| R&D | 33.000.000 | 33% |
| Team | 1.200.000 | 1,2% |
| Others | 3.800.000 | 3,8% |
| Market Maker | 15.000.000 | 15% |
| Liquidity | 4.000.000 | 4% |
| Investment in Financial Tools | 10.000.000 | 10,0% |
| Total | 100.000.000 | 100% |

Financing plan from 2023 onwards

The ICO is replaced by strategic and progressive equity financing until 2025, with the aim of raising funds and allocating all resources to reinvestment and growth in all aspects of the company.

Equity

Funding is raised through the sale of shares in the company. Strategically analysing the situation at all times for the good of the project.

below. Luxembourg, Singapore, USA, United Arab Emirates and Switzerland are the selected powers given the current circumstances.

The countries selected for the exploitation of financial resources for the coming years are shown



Sources of income

In reference to the business model, Tindefi has several revenue streams. These will be implemented progressively over time, in order to provide the maximum possible value to the user, and in no case put pressure on him. The following sources are highlighted:

Income plan:

| | 0 | 1 Year | 2 Years | 3 Years | Income | Entry Aggregate | % Total |
|------------------------|-------------|-------------|-------------|---------------|---------------|-----------------|---------|
| Mining | | 9.595.688 | 16.041.094 | 26.815.867 | 52.452.648 | 52.452.648 | 15% |
| Membership | | 250.000 | 1.250.000 | 5.000.000 | 6.500.000 | 58.952.648 | 2% |
| Publicity | | 7.910.104 | 43.358.972 | 176.944.319 | 228.213.395 | 287.166.043 | 66% |
| Merchandise | | 766.500 | 3.832.500 | 15.330.000 | 19.929.000 | 307.095.043 | 6% |
| Nfts | | | | | 0 | 307.095.043 | 0% |
| Campagnes | | 960.000 | 1.920.000 | 3.840.000 | 6.720.000 | 313.815.043 | 2% |
| Skins | | 182.500 | 912.500 | 3.650.000 | 4.745.000 | 318.560.043 | 1% |
| Chests | | 364.635 | 1.823.175 | 7.292.700 | 9.480.510 | 328.040.553 | 3% |
| Portfolio | | 1.500.000 | 2.250.000 | 3.375.000 | 7.125.000 | 335.165.553 | 2% |
| Launchpad | | 1.200.000 | 1.800.000 | 2.400.000 | 5.400.000 | 340.565.553 | 2% |
| Venture Capital | | 480.000 | 960.000 | 1.920.000 | 3.360.000 | 343.925.553 | 1% |
| Total | 0 | 23.209.426 | 74.148.241 | 246.567.886 | 343.925.553 | 687.851.106 | 100% |
| Spending Goals | 100.000.000 | 200.000.000 | 500.000.000 | 1.000.000.000 | 1.800.000.000 | 2.487.851.106 | 523% |
| Financing | 100.000.000 | 176.790.574 | 425.851.759 | 753.432.114 | 1.456.074.447 | 3.943.925.553 | 423% |

Costs plan:

| | 0 | 1 Year | 2 Years | 3 Years | Income | Entry Aggregate | % Total |
|----------------|------------|-------------|-------------|-------------|---------------|--------------------|------------|
| Team | 1.111.111 | 1.666.667 | 3.333.333 | 8.333.333 | 14.444.444 | 14.444.444 | 1% |
| Material | 28.800 | 57.600 | 144.000 | 1.500.000 | 1.730.400 | 16.174.844 | 0% |
| Marketing | 33.000.000 | 66.000.000 | 171.600.000 | 330.000.000 | 600.600.000 | 616.774.844 | 34% |
| Travels | 318.000 | 462.000 | 924.000 | 3.000.000 | 4.704.000 | 621.478.844 | 0% |
| Donations | 1.000.000 | 2.000.000 | 5.000.000 | 8.000.000 | 16.000.000 | 637.478.844 | 1% |
| Mining | 12.878.706 | 4.812.328 | 8.044.760 | 26.815.867 | 52.551.661 | 690.030.505 | 3% |
| Bonus | 1.080.000 | 3.600.000 | 27.000.000 | 60.480.000 | 92.160.000 | 782.190.505 | 5% |
| R&D | 33.000.000 | 66.000.000 | 126.923.077 | 264.000.000 | 489.923.077 | 1.272.113.582 | 27% |
| Market Maker | 15.000.000 | 7.414.824 | 24.656.789 | 34.392.555 | 81.464.168 | 1.353.577.750 | 5% |
| Other expenses | 2.100.000 | 46.000.000 | 120.000.000 | 260.000.000 | 428.100.000 | 1.781.677.750 | 24% |
| Total | 99.516.617 | 198.013.419 | 487.625.959 | 996.521.755 | 1.781.677.750 | | |

Disclaimer

“We have come to fulfill our mission, and we will not cease until we achieve it.”

The entire document shows goals, forecasts and analyses carried out by Tindefi SA. It is intended to provide an insider's view of the scope and ambition of the project. In no case is the success of possible investments guaranteed, and we are not responsible for any losses or profits made by the investor.

On the other hand, we remain at the absolute disposal of any person or entity that requires pro-

fessional treatment in the social networks mentioned in the executive report or on our official website tindefi.net .

Ultimately, what is guaranteed is the total work and performance of the team that makes up the project.

Tin Defi



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