



# FatCow IO

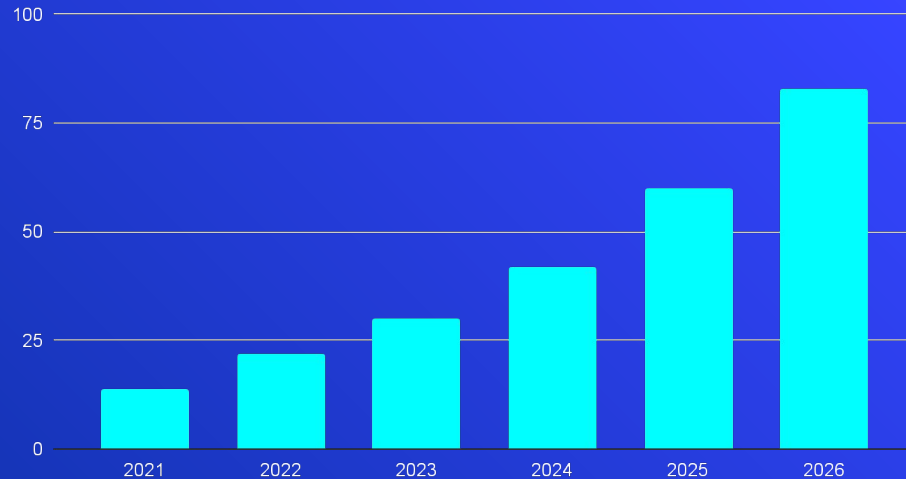
**Next Generation Social Trading Protocol**

# The Future of NFTs

- ⬡ New Methods and Media
- ⬡ More Popular and Social
- ⬡ More Independence and Utility

# Market Analysis - NFT Growth

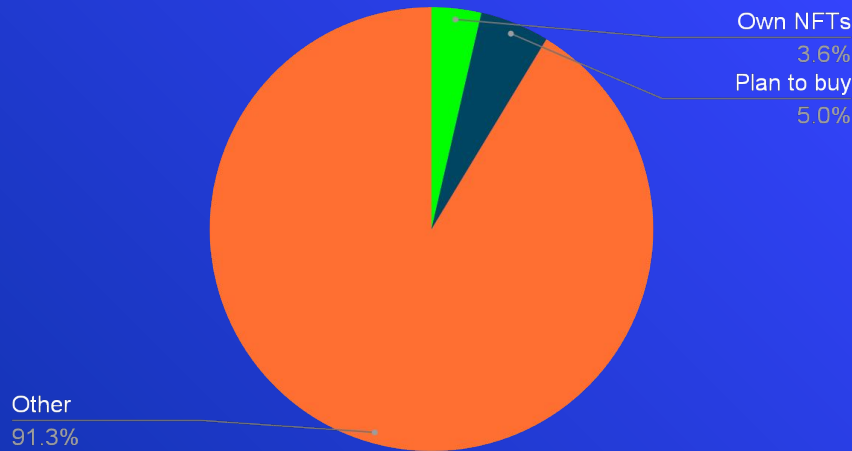
Non-Fungible Token(NFT) Market Growth and Size (2021-2026)



The global non-fungible token market is expected to grow from \$14.02 billion in 2021 to \$21.33 billion in 2022 at a compound annual growth rate (CAGR) of 52.1%. The market is expected to reach \$82.43 billion in 2026 at a CAGR of 40.2%

# Market Analysis - NFT Adoption

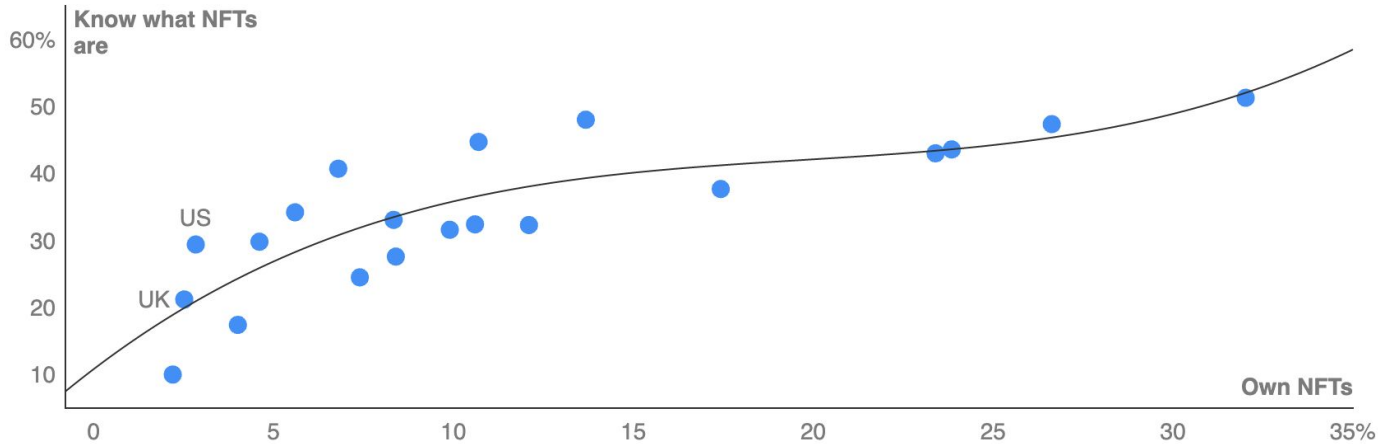
NFT adoption in the United States



However, while just 2.8% of the US internet users surveyed said they currently own NFTs, an additional 3.9% said they plan to acquire some. This means NFT adoption in the United States could soon hit 6.7%.

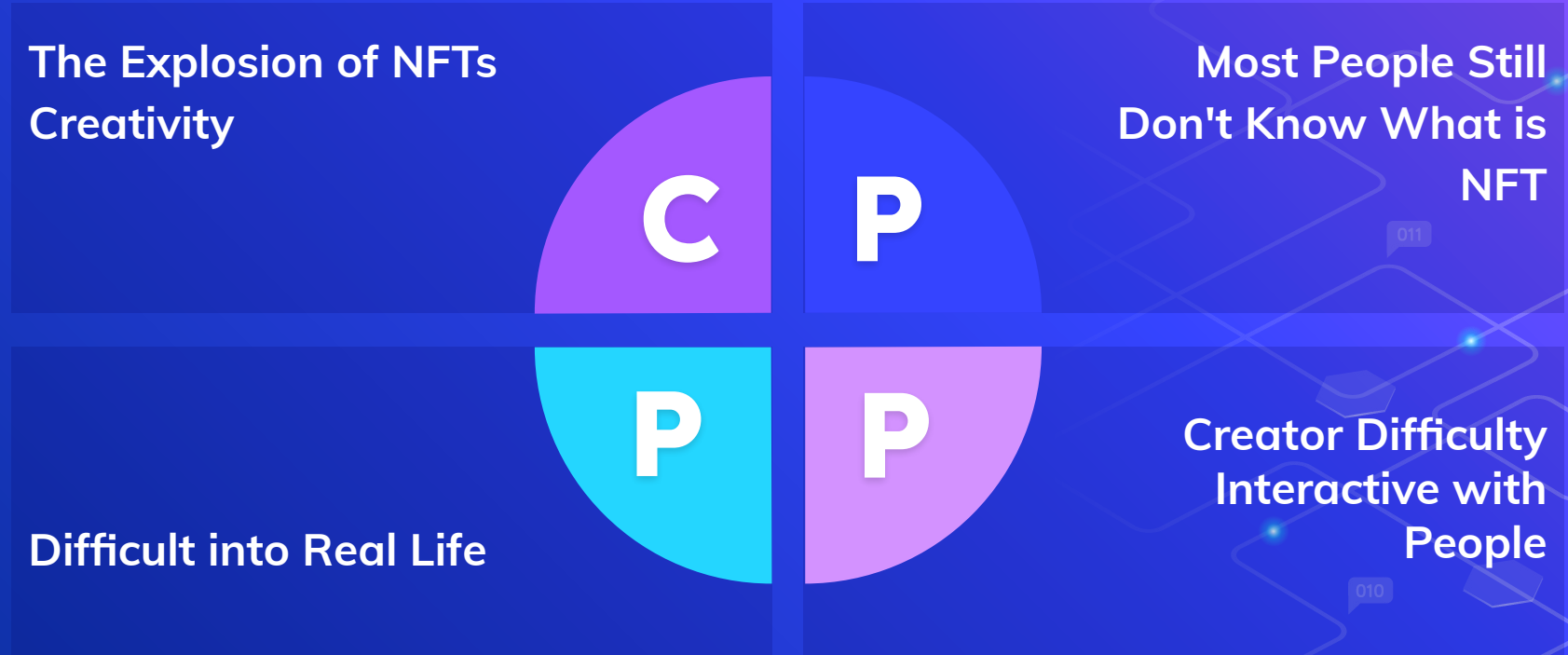
# Market Analysis - Correlation & Source

The correlation between awareness and ownership of NFTs around the world



NFT adoption is forecast to increase around the world in future. There is a strong correlation between those who know what NFTs are and those who own NFTs. Most users know nft from social networks, and most of nft trade are also promoted through social networks

# Chance and Problems NFTs

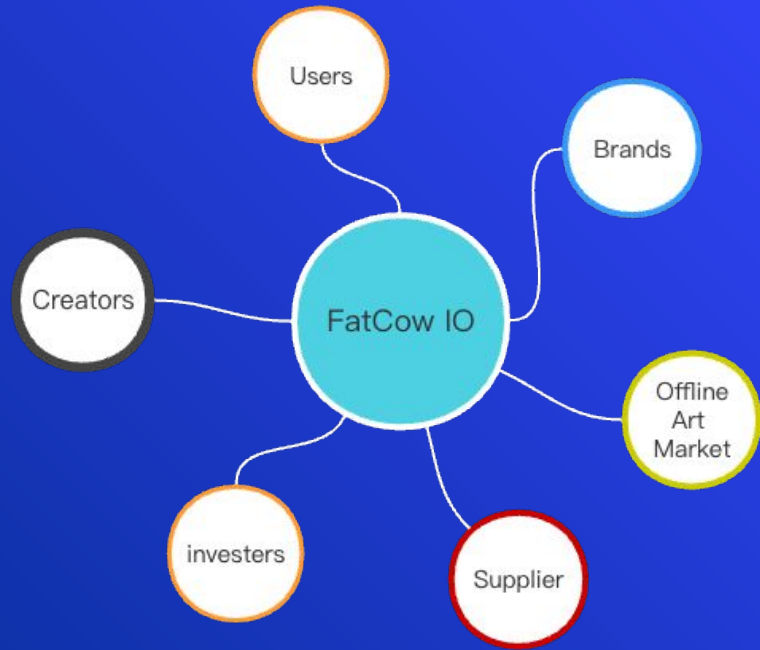


# Who We Are

FatCow IO is a social trading protocol based on Web 3.0 and NFT utility contracts.



# What We Want to



# Help People Create Social Trading Network



# What We Can Do

The social trading network is powered by FatCow IO social trading protocol that enables anyone to create an on-chain social trading network using Extending ERC721 .



# How to Do

## A Social Event Module

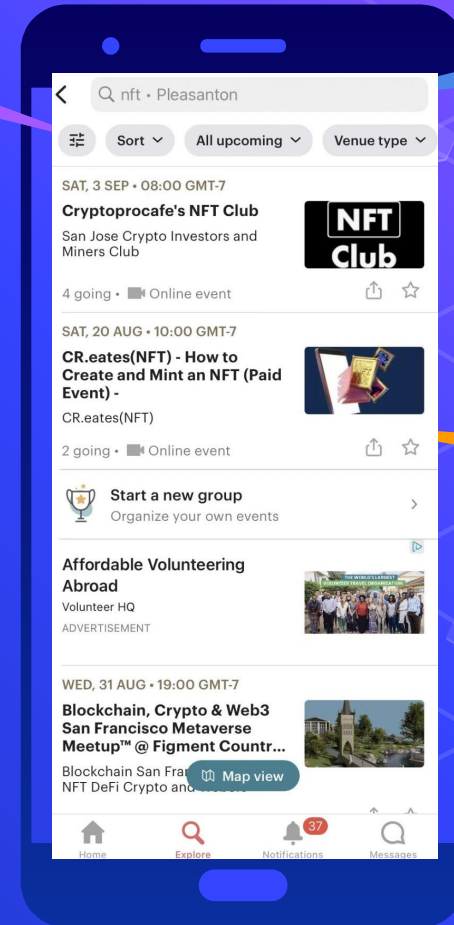
- Anyone can create an event and invite people join the event also can setting social event conditions (Fee, Threshold, Royalty, Revenue Share, Time Range )
- The people will get a special NFT(like a ticket) when join a event.
- Anyone can become contributor by sharing the invite link. Contributors can automatically allocate revenue share and get system rewards based on their contribution value.

**Share to Earn;**

Rewards

Comment

Share



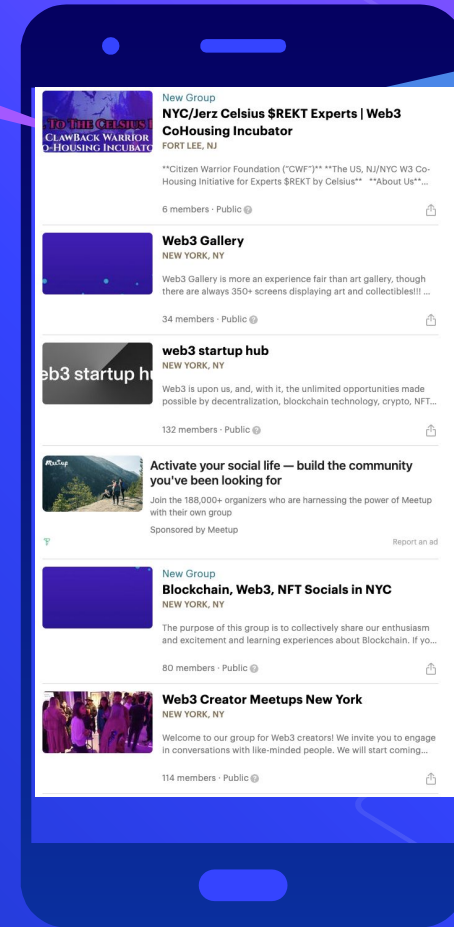
# How to Do A Social Group Module

- ⬡ Anyone can create a group and invite people join social group.
- ⬡ The member can create trade activity (event, sell, lease...).
- ⬡ Group members can share royalties pool from trade activities.
- ⬡ The member can become contributor by sharing the invite link. Contributors can automatically allocate revenue share from group and get system rewards based on their contribution value.

Rewards

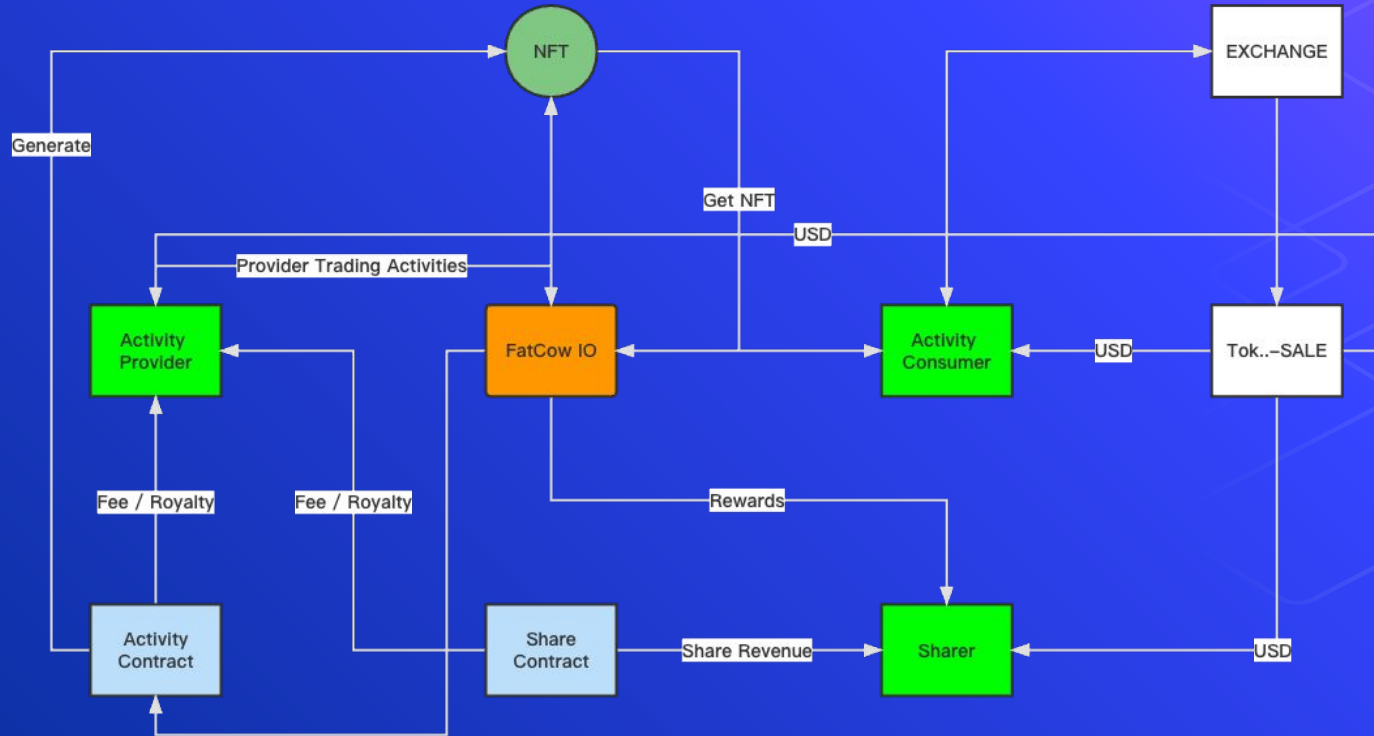
Trade Activity

Share



Social to Earn;

# TOK\*\*\*NOMICS FLOW

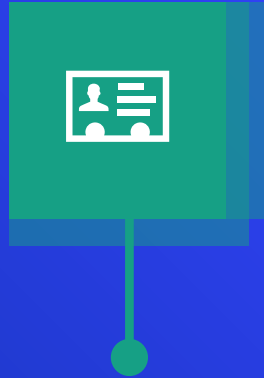


# BUSINESS USE CASE



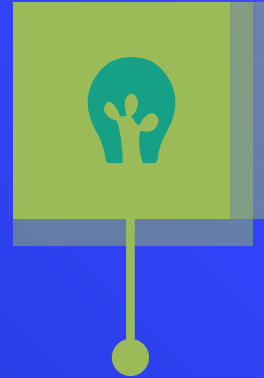
## Brand

To help operate the fan economy for the production and distribution of high-quality brand digital assets



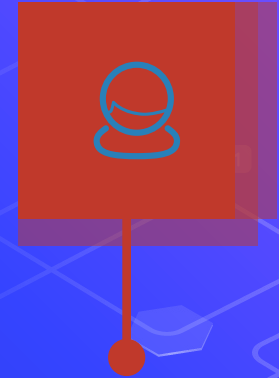
## Ticket

Sold to customers as NFTs, customers store the NFTs in a secure wallet that can be accessed and verified on any device.



## Creator/Artist

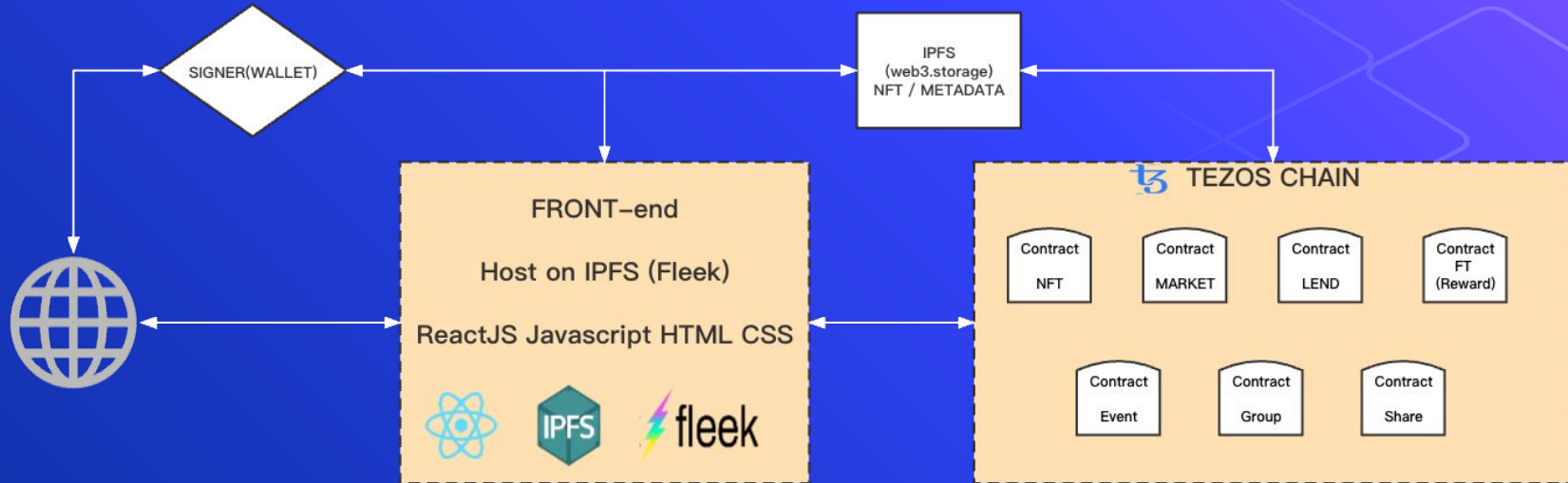
Help creators and artists host events, manage and maintain fan networks and identify potential clients



## KOL

Help KOLs manage a fans network enhance KOL conversion rate

# TECHNICAL ARCHITECTURE

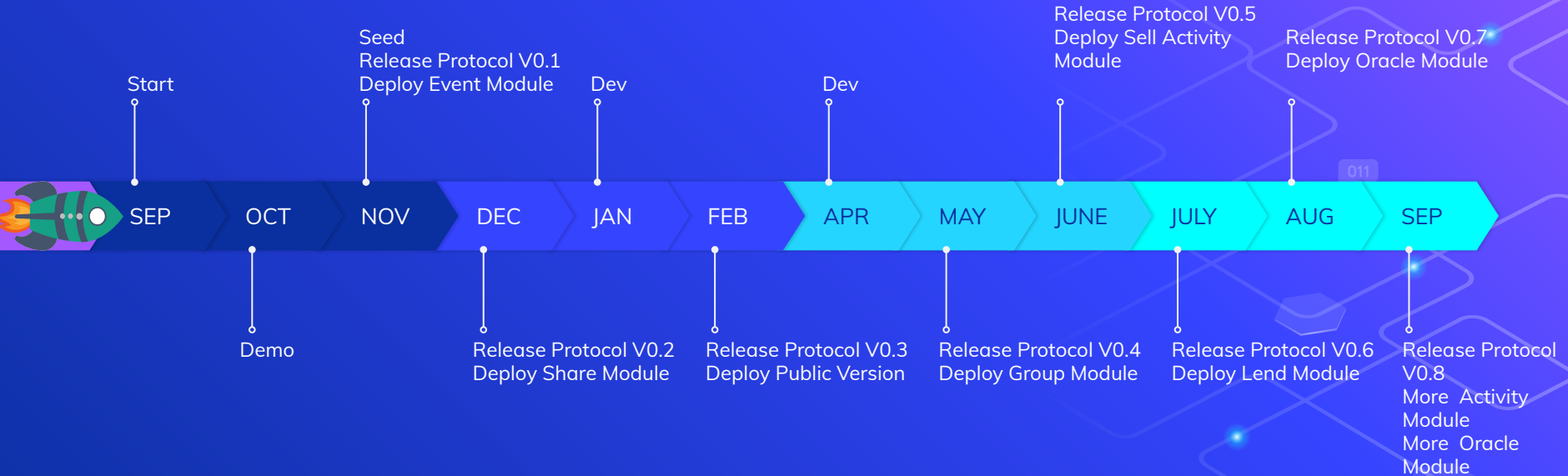


# Competitor

PLATFORM	TYPE	SOCIAL	WEB3	NETWORK	COMMISSION	TAX	GAS FEE
FatCow	Digital Art	Y	Y	Tezos	0~0.5%	0%	Y
OpenSea	Complex	N	N	ETH,Polygon	2.5%	10%	Y <sup>11</sup>
Nifty Gateway	Limited	N	N	ETH	5%	N/A	Y
SuperRare	ART	N	N	ETH	15%	3%	Y
Zora	Digital Art	N	N	ETH,Polygon	0%	N/A	Y
Rarible	Complex	N	N	ETH,Polygon	2.5%	N/A	Y
Magic Eden	Digital Art	N	N	Solana	0%	0%	Y <sup>10</sup>



# Timeline Plan





# Team Presentation



**James**

(Development)

Blockchain & Tech.  
Development. 6 years  
blockchain.



**Barakat**

(Development)

10+ years dev. and 4 years  
at CEX  
  
MBA at Fordham  
University(Gabeli) USA.



**Steven**

(Marketing & Operations)

Worked as operation  
director at OKX and  
APENFT.  
  
Graduated from Peking  
University.



**Michael**

(Product)

Blockchain & Marketing.  
5 years blockchain

# Thanks



**Any questions or get Deck?**

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