



CLUSTER 3

Connecting true fans through community-owned networks

Team Members



Eric
Founder & CEO

5+ years in blockchain product design. Created a variety of pioneer NFT products with Dapper labs, WhaleShark and Nervos. Leading product and development team with rich experience in NFT and DeFi.



Claire
CMO

10+ years in global brand storytelling, worked with Huawei, Tencent, Xiaomi and Transsion. Heading a dynamic team telling brand and product stories to a global audience with a master in journalism and communication.



Aria
COO

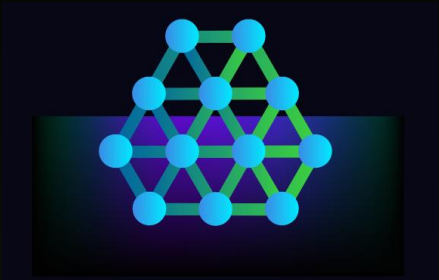
10+ years in product global growth from startups to blue-chip companies. Track record in scaling top 10 most downloaded apps. Worked with Google, Facebook, Twitter, Coinbase, Robinhood Tiktok and Bybit.



Adam
CTO

10+ years in distributed system development, worked with Huawei, NetEase, and Alibaba. Rich experience in blockchain projects with a master in computer science.

KEY POINTS



01

Cluster3 is a platform for creators and their true fans to build NFT-based community network.



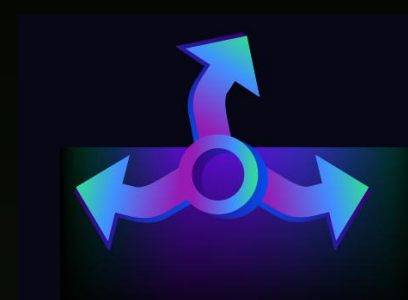
02

Cluster3 = Social Token Issuance+Token-gating Content



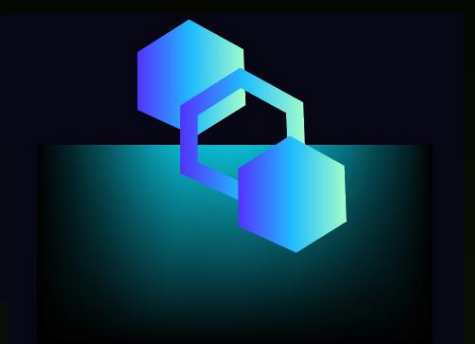
03

Cluster3 help creators to gain: user growth + content monetization



04

Start in Southeast Asia: Vietnam, Thailand and Malaysia



05

Community token incentivizing

Creator Economy problems

01. Lack of content ownership

Centralized platforms capitalize off the free content generated by creators and unilateral control of the content, service and profit.

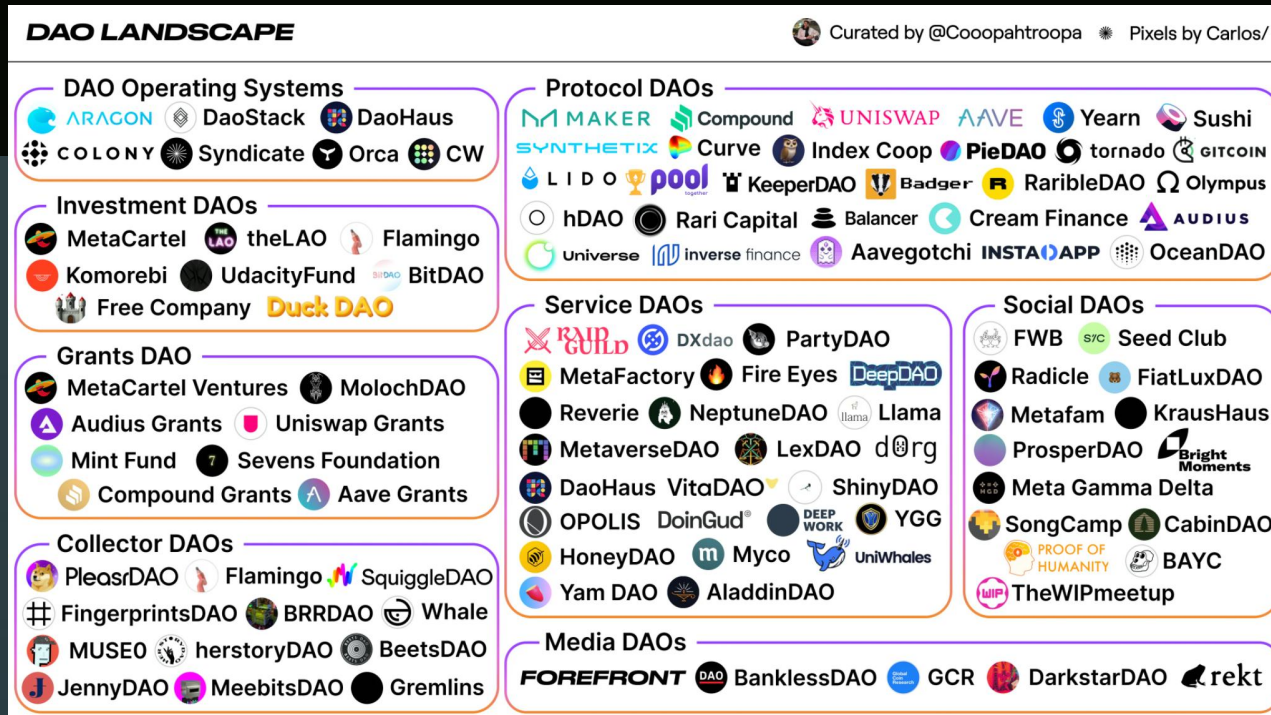
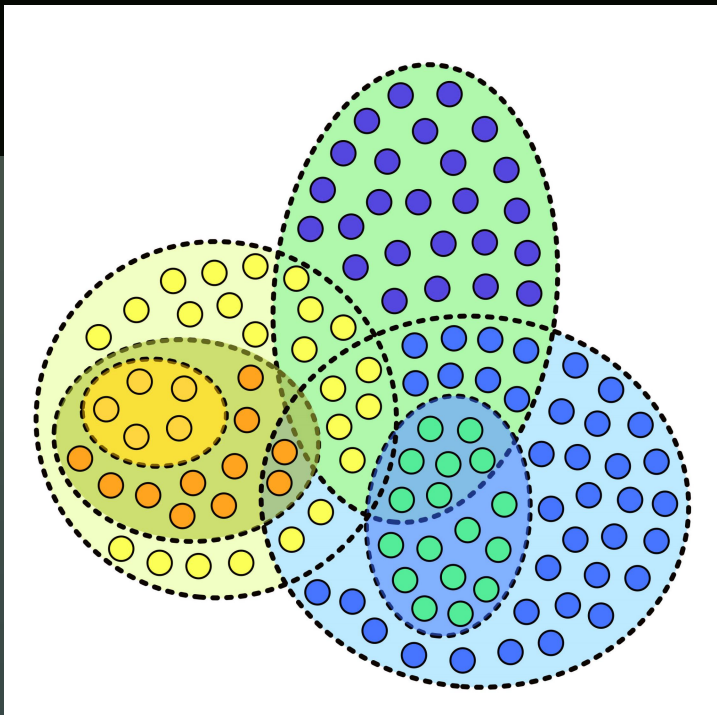
02. Rely on advertising to monetize

Creators need to amass a sizable following before they're noticed. The advertising model is blocking the mass market of smaller creators from earning a living.

03. Matthew effect intensifies

Only the top influencers and creators are reaping the benefits, while a vast majority is making pittance out of it.

We Have the Network, but Not the Tools

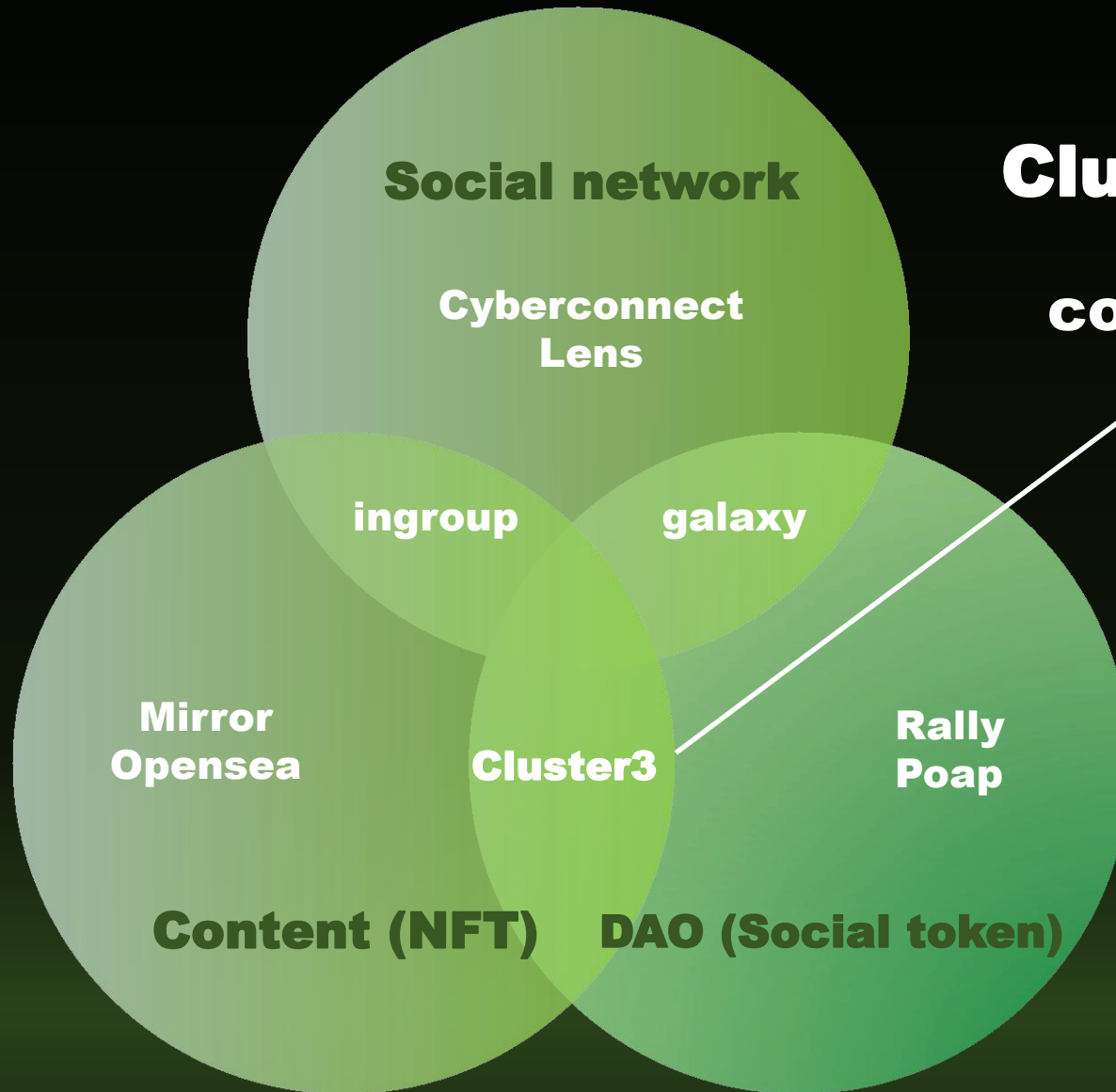


DAOs can't combine social and financial capital on top of Discord and Twitter.

Solution: Community-owned Network

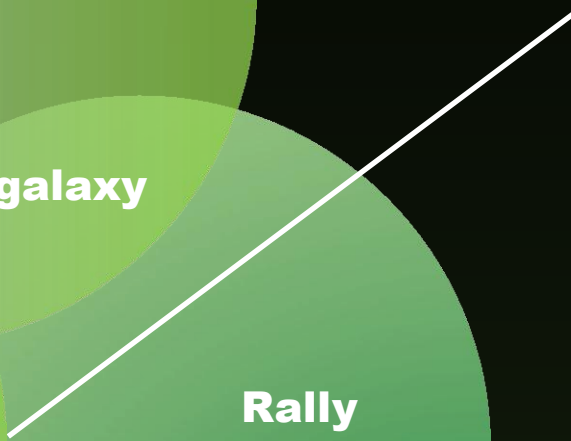
Cluster3 help creators build NFT-based community networks to gain user growth and content monetization.

Positioning in Web3 Projects



Cluster3, Community Tool:

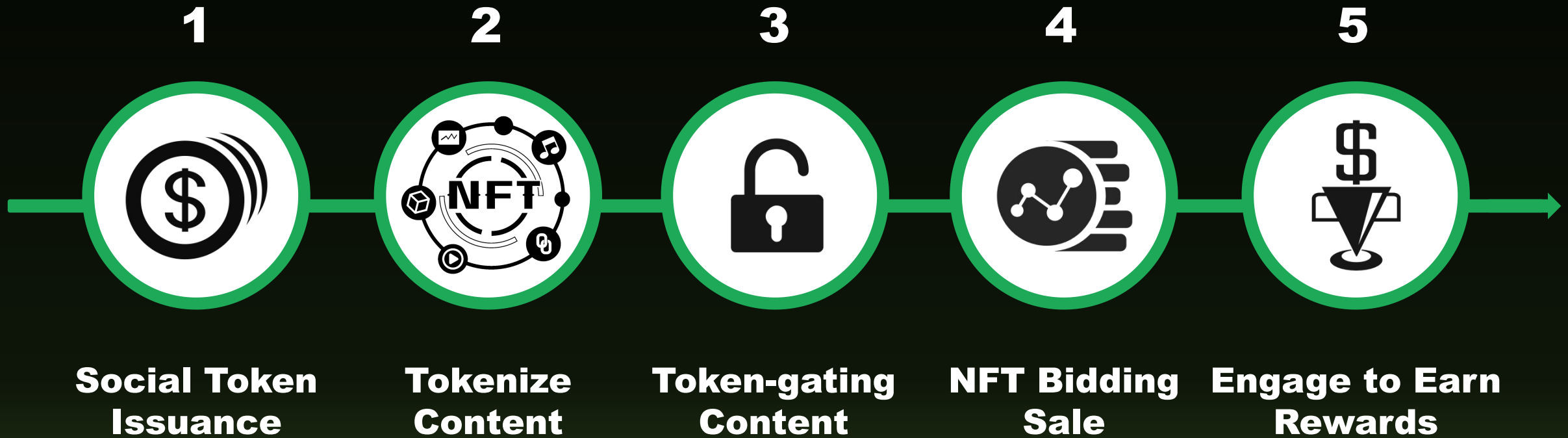
connect people and content



From platform economy to ownership economy

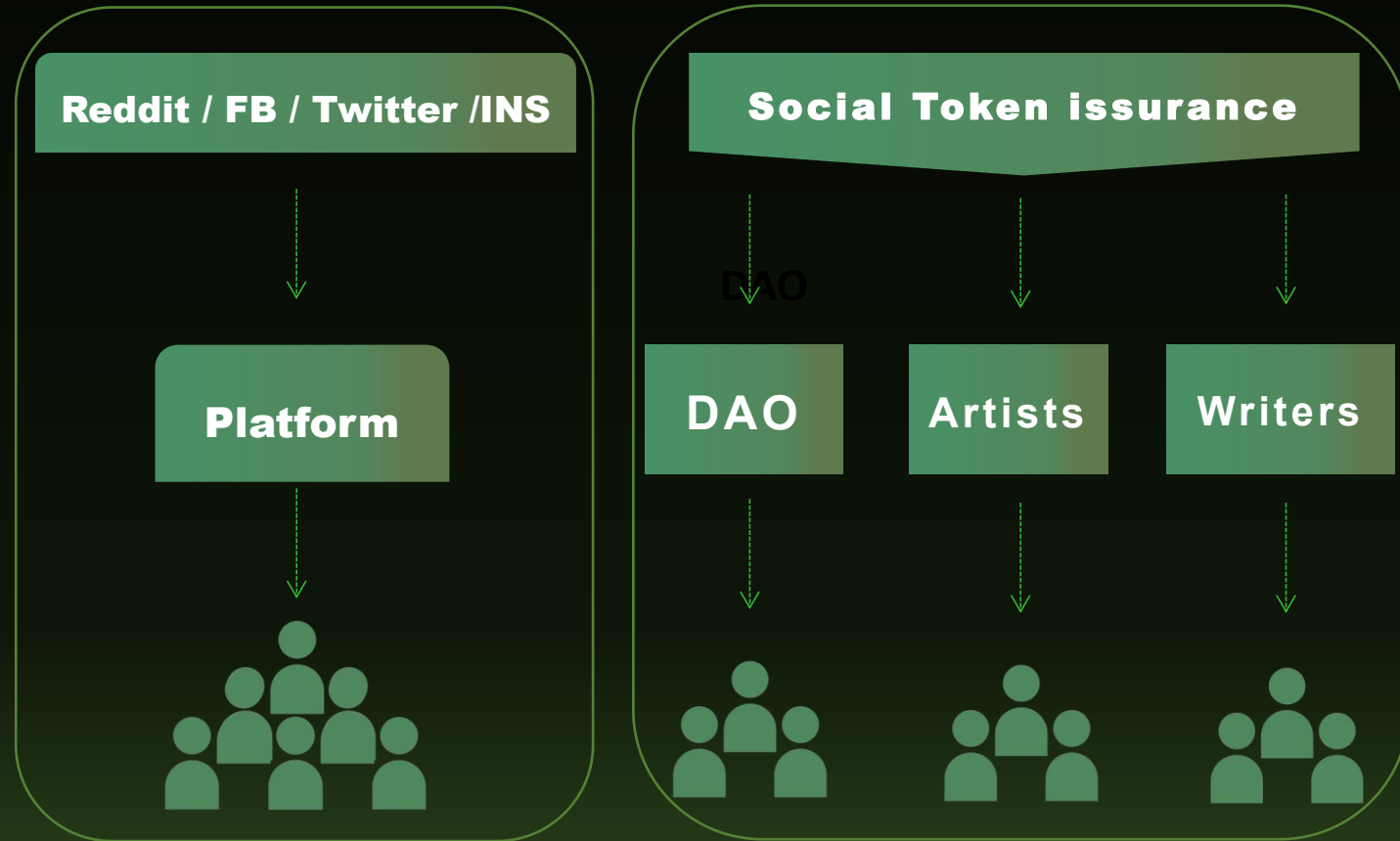
Web2	web3
Social Media	Social Tokens
Digital Content	Social Capital
Relationship Graph	Ownership Graph
Amazon	Opensea
Medium	Mirror
Substack/Patreon	Cluster3

Core Features



Core Features: Social Token Issuance

- **Create community memberships and set a variety of entry thresholds and utility**
- **Create sustainable income by connecting 1000 true fans instead of seeking to find the biggest audience**



Core Features: Tokenize & Token-gating

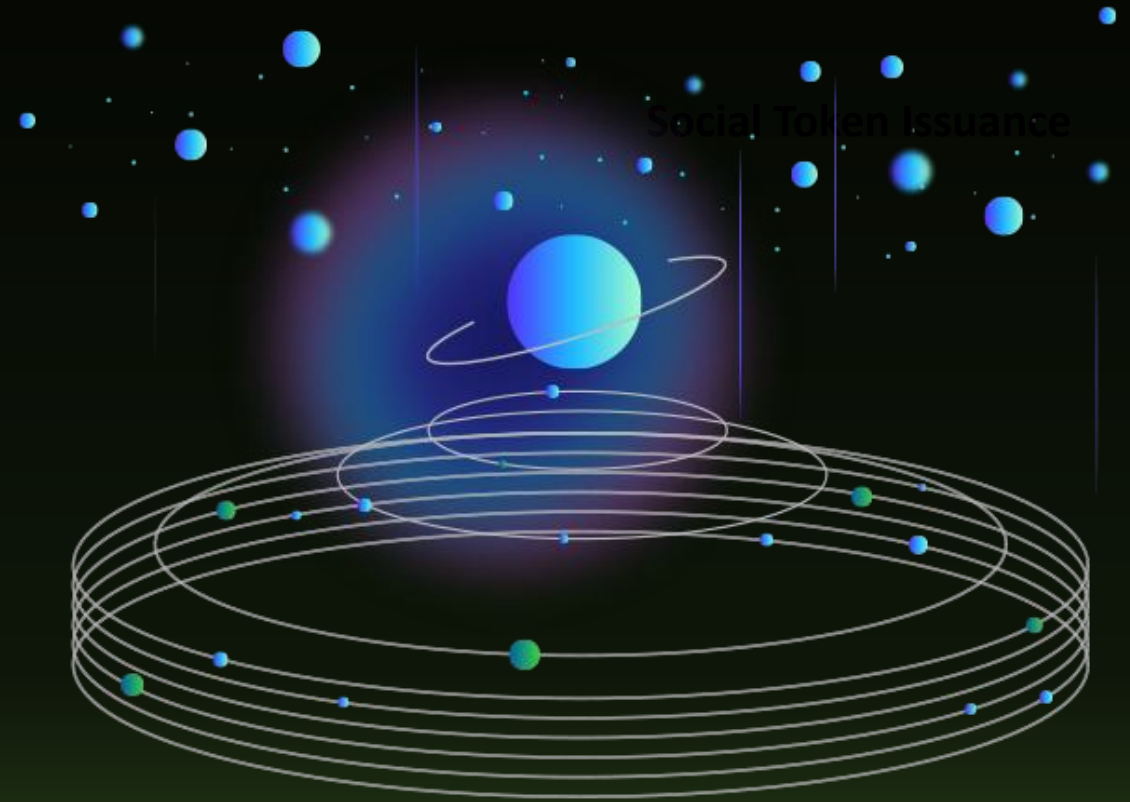
- **Content+:** Turn pictures, videos, web links, pdfs or 3D types into NFT, and make content exclusive to community.
- **Publishing+:** The content publishing process in web2 turns into content monetization and token-gating.



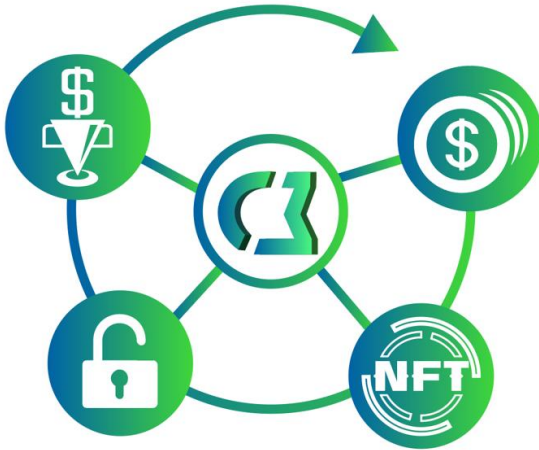
Core Features: Community token incentivizing

Engage to earn

Patronage+: For community members, supporting creators becomes an investment, not just an act of altruism, hold the memberships to engage and earn.



Usecase

Who are they	What do they produce	How do they monetize
DAOs	Curated Communities	 <p>4. Token rewards</p> <p>1. Social Token</p> <p>3. Token-gating</p> <p>2. Tokenize content</p>
(NFT) Artists	Collectibles/NFTs	
Crypto investment research institutions	Research Report	
Writers	Newsletters/Blogs	
Podcasters	Audio/Podcasts	
YouTubers	Video streams	

Demo <https://home.cluster3.me/>

Cluster 3

My Space

Oxf****Fgfg

Disconnect

Serving Creative Communities

290K+ Users

110K+ Circles

120K+ Medals

Found Community

Create Community

Communities

See More ↗

Coindesk

19284 Users

98% Hot

Bloomberg

11594 Users

92% Hot

Flyfish Club

15273 Users

96% Hot

Shibasocialclub

19284 Users

98% Hot

Medals

See More ↗

Name: Web 3 Creator

Communities: Cluster

Hold/Total: 25/99

Conditions: Join The Community

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Hold/Total: 25/99

Conditions: Join The Community

Create a community

The first step, you need to fill in some information to supplement your community information

Community Logo community cover



Select File

Png, JPEG and JPG are supported. The recommended size is 2000 x 2000px, and the size is less than 10M.

Select File

community name

community name

community subdomain

community subdomain

Community introduction

Community introduction

Community tag

+ New Tag

Number of Community Members

Number of Community Members

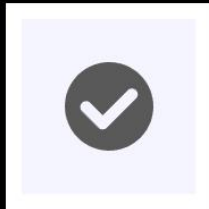
Next step →

Demo create community membership

Create a community

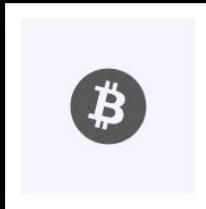
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The second step is to select the requirements for entering the community. The user needs to meet the requirements you set before entering the community



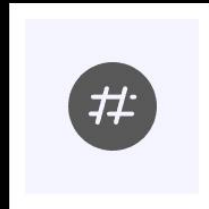
free to join

Choose



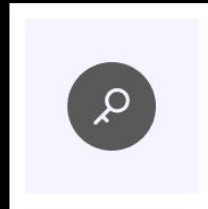
hold NFT

Choose



answer questions

Choose



passwords

Choose

Next step →



testdao
@testdao



seedao
@seedao



wanxiang
@wanxiang

My Community



Garden
@Garden



fndkndfjs
@123457



fndkndfjs
@ndknfsdnfisd



fndkndfjs
@asd-asdf-123



dasfasfd
@fsdfdsfd



圆子密码是1234
@hjkdsnk



123
@hnjndnjw122



123
@123



12312
@423



Boring
@Boring

Demo create token gating

Create Token Gating

Step 1: enter the Token Gating content you want to encrypt

Select the type of Token Gating

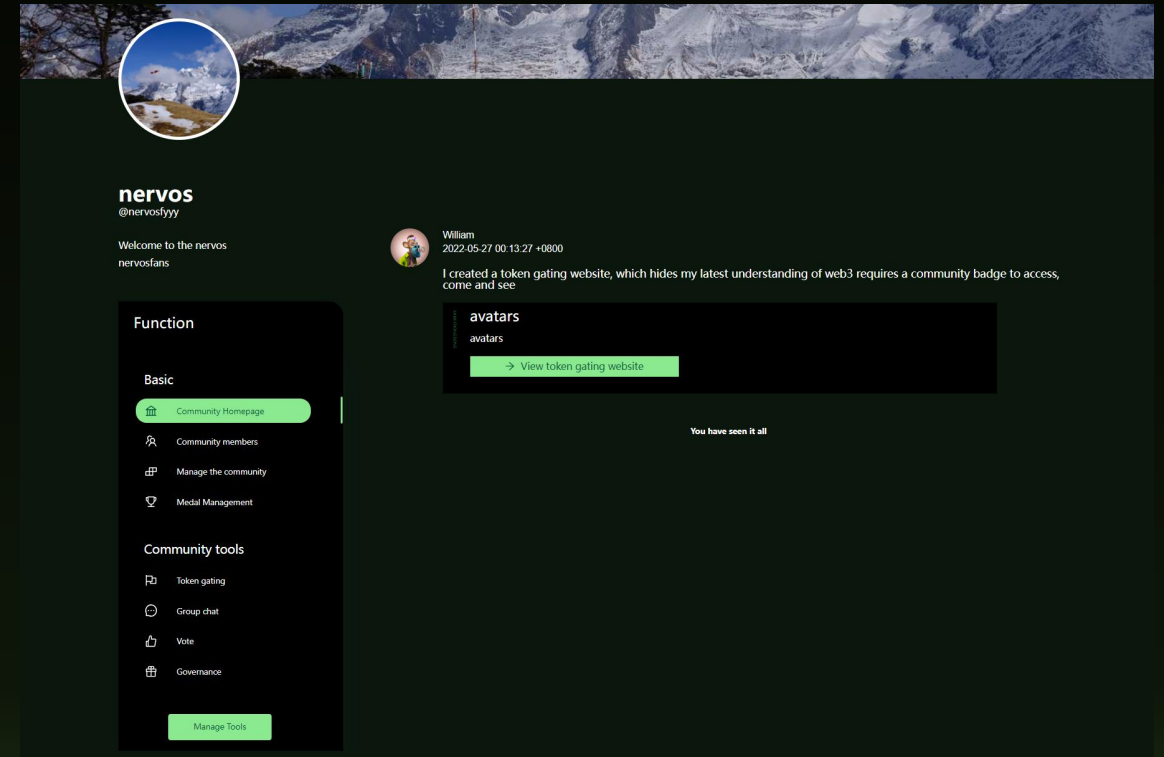


Set the Token Gating address

Token Gating name

Introduction to Token Gating (within 200 words)

Next step →



Contact



Mail

cluster3vip@gmail.com



Twitter

[@cluster3me](https://twitter.com/cluster3me)



Discord

<https://discord.gg/amw6K7Mzx8>