



BOLD

LITE PAPER V1

Q2 2024

Social gaming on blockchain. Create, share and participate in viral challenges.



Disclaimer

BOLD is a media platform that allows users to create, share and participate in viral challenges. We redefine engagement, blending media, entertainment, and gaming into a unique digital arena. This innovative approach invites participants to craft and engage with trending content, sparking collective experiences like never before. By harnessing this power, BOLD fosters unparalleled community interaction, standing as a pivotal hub for viral phenomena and enabling experience-based marketing at scale.

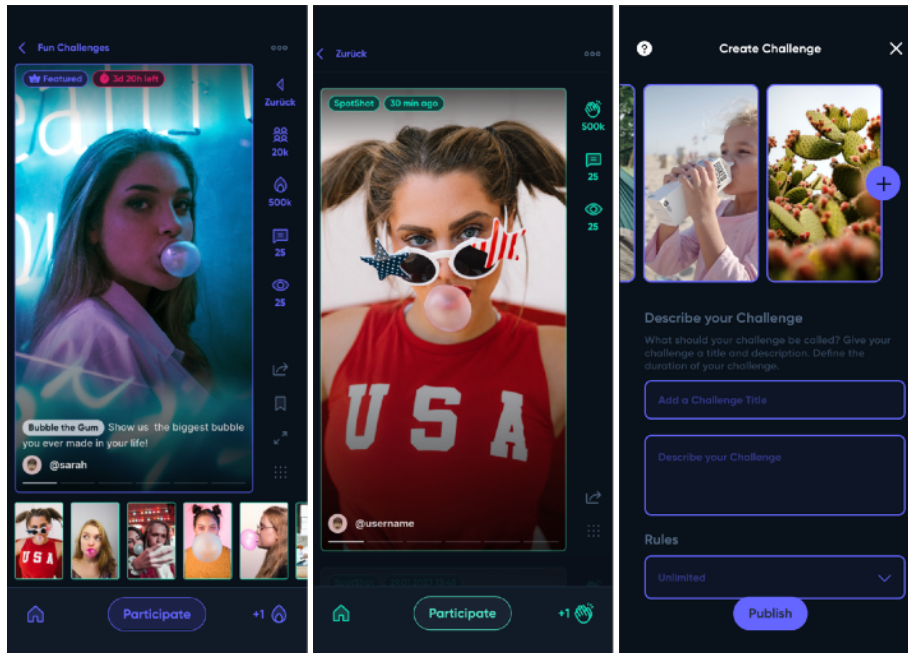
The social media advertising industry has grown into a colossal market, with businesses around the globe allocating billions of dollars annually to tap into the vast networks of engaged users. However, as the industry struggles with the issues of ad saturation and declining user engagement, there's a hopeful pivot towards experience-based marketing as a potential solution. The huge amount of advertisements not only overwhelms users but also dilutes the impact of individual campaigns, making it increasingly hard for advertisers to capture attention and generate meaningful engagement. Experience-based marketing focuses on creating memorable and engaging interactions with the brand that go beyond traditional advertisements.

Investing in BOLD presents a unique opportunity for investors keen on capitalizing on the intersection of technology, media, and entertainment and tapping into several high-growth economic trends:

1. Digital Media Consumption Growth
2. Interactive and Immersive Technologies
3. Gaming and Entertainment Convergence
4. Experiential Advertising
5. Social Commerce
6. User-Generated Content and Community Building
7. Data Analytics and Personalization

Ecosystem

What makes BOLD stand out is its groundbreaking approach to content creation and audience engagement but also its proven value proposition and growing ecosystem.



At the core of BOLD's allure is its one of a kind platform, meticulously crafted to foster virality. Unlike other social networks that rely on passive consumption, BOLD encourages active participation by design. This is achieved through a platform architecture that simplifies and amplifies the creation of viral content. Challenges as a form of content have proven their supremacy in creating robust engagement metrics. They transform users from mere viewers into active participants, creating a sense of community and belonging.

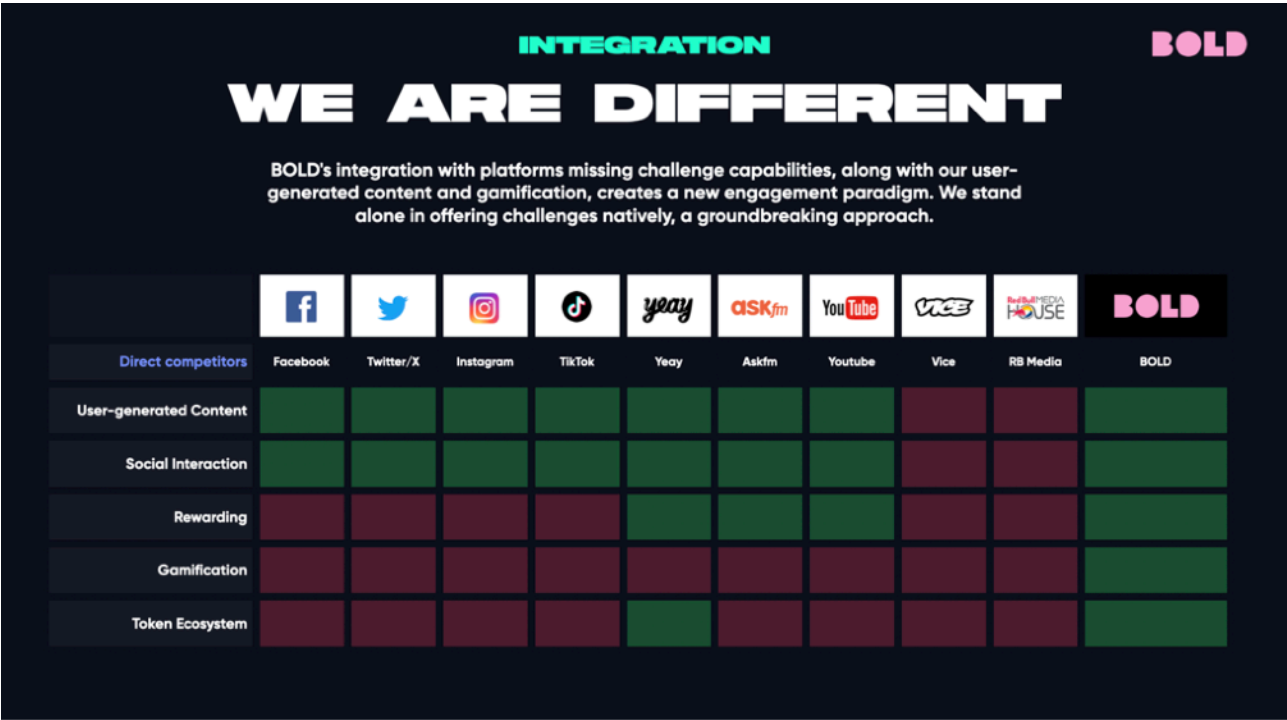
This interactive nature leads to higher retention rates, more prolonged engagement, and, crucially, a greater likelihood of content going viral. Generation Z and younger audiences exhibit unique social media usage patterns that distinguish them from previous generations. Growing up in a digital-first world, they value authenticity, creativity, and interactivity in their online experiences. This demographic is not just passive consumers of content; they are active participants, creators, and curators, seeking new platforms that offer them a voice and an opportunity to express their individuality and connect with like-minded peers. BOLD is leading that trend.

BOLD was developed through a collaborative effort involving influencers with hundreds of millions of views like Jay and Arya and its target demographic, ensuring the platform resonates deeply with its user base by aligning with their preferences and interests.



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Market

Marketing and Advertisement have seen a couple of disruptive changes that were mainly driven by technology. Marketing managers gained a better understanding of their customers, advertisement became customized and analytics more accurate. Now the next big evolution in Marketing is happening: The transmission of information concerning a product or service is replaced by an experience based marketing designed to emotionally bind potential customers to a brand. BOLD is here to be a game changer that enables brands to craft experiences like the big players in the industry. The global digital marketing sector, particularly in social media marketing, has experienced significant growth. As of a recent year, businesses are spending an estimated \$305 billion on digital marketing. Our primary market includes small to medium businesses and large corporations actively looking for innovative marketing solutions in the field of experience based marketing. This market alone accounts for over \$4.5 billion. We are active with a well composed set of products to be booked.

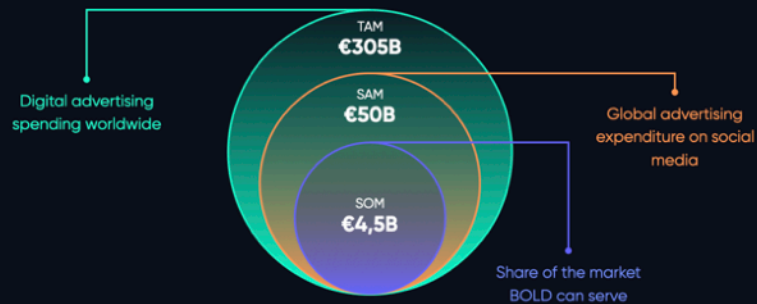


MARKET GROWTH IS 35% YOY

BOLD

MARKET SIZE

BOLD potential is immense, with a serviceable obtainable market of €4.5B. We're not just another platform; we're a game-changer in the world of digital engagement and experiential marketing.



We estimate our SOM based on our market access and growth strategy. We assume that behind each population there is a revenue potential of approx. 750M€. This is based on the industry specific business activities and leads to 4.5B€ with 6 initial populations.

Source 1: Laura Wood, Business Wire: Global Digital Advertising Market Report, 2022
Source 2: Yahoo! Finance, Biggest Industries in the World in 2021, 2021

Single Products	CPM	8€	Promo Bundle	PB1	6 Single Products incl.
Premium Feed Position	PFP	~100k/day 800€/day	Premium Feed Position	PFP	2 x 1 day per month
Explorer Hero P1	XP1	~30k/day 240€/day	Explorer Hero P1	XP1	2x 1 day per month
Explorer Hero P2	XP2	~20k/day 200€/day	Profile to watch	P2W	permanently incl.
Explorer Hero P3	XP3	~10k/day 120€/day	PDF Report	REP	1 report per month
Profile to watch	P2W	~15k/day 140€/day	Pro Creation Tools	PRO	permanently incl.
PDF Report	REP	PDF report on the performance of the campaign at the end of the period	Billed monthly		3.600€ / month
			Billed yearly		3.100€ / month



Token

BOLD's token ecosystem is proposed to consist of two tokens:

The \$BOLD token is a fungible token that is smart contract-enabled. It serves as the primary token within the BOLD ecosystem, offering various utility functions and serving as a payment token. There will be a total supply of 100,000,000 \$BOLD.

The Energy token is a fungible token that operates independently of smart contract architecture. Its purpose is to provide a gamified BOLD experience for non-Web3 users, while also offering additional earning capabilities for users who are more inclined to utilize Web3 features. The value of BOLD's \$BOLD token is poised for growth, driven by the platform's rising appeal as a premier advertising space.

A single brand activation in form of a holistic branded Challenge like the Pizza Blast activation for Volkswagen is priced at \$55,000. With BOLD already attracting brands from multiple sectors, demand for advertising, and thus for \$BOLD tokens, is expected to surge.

The \$BOLD token, essential for transactions within the BOLD ecosystem, becomes more sought after as advertisers seek to engage with the platform's targeted audience. BOLD is revolutionizing the advertising world by dedicating 65% of revenue from branded challenges and in-app exposure to purchase \$BOLD tokens from public markets. This strategic move not only fuels the ecosystem but significantly boosts the demand for \$BOLD, creating a ripple effect of value appreciation.

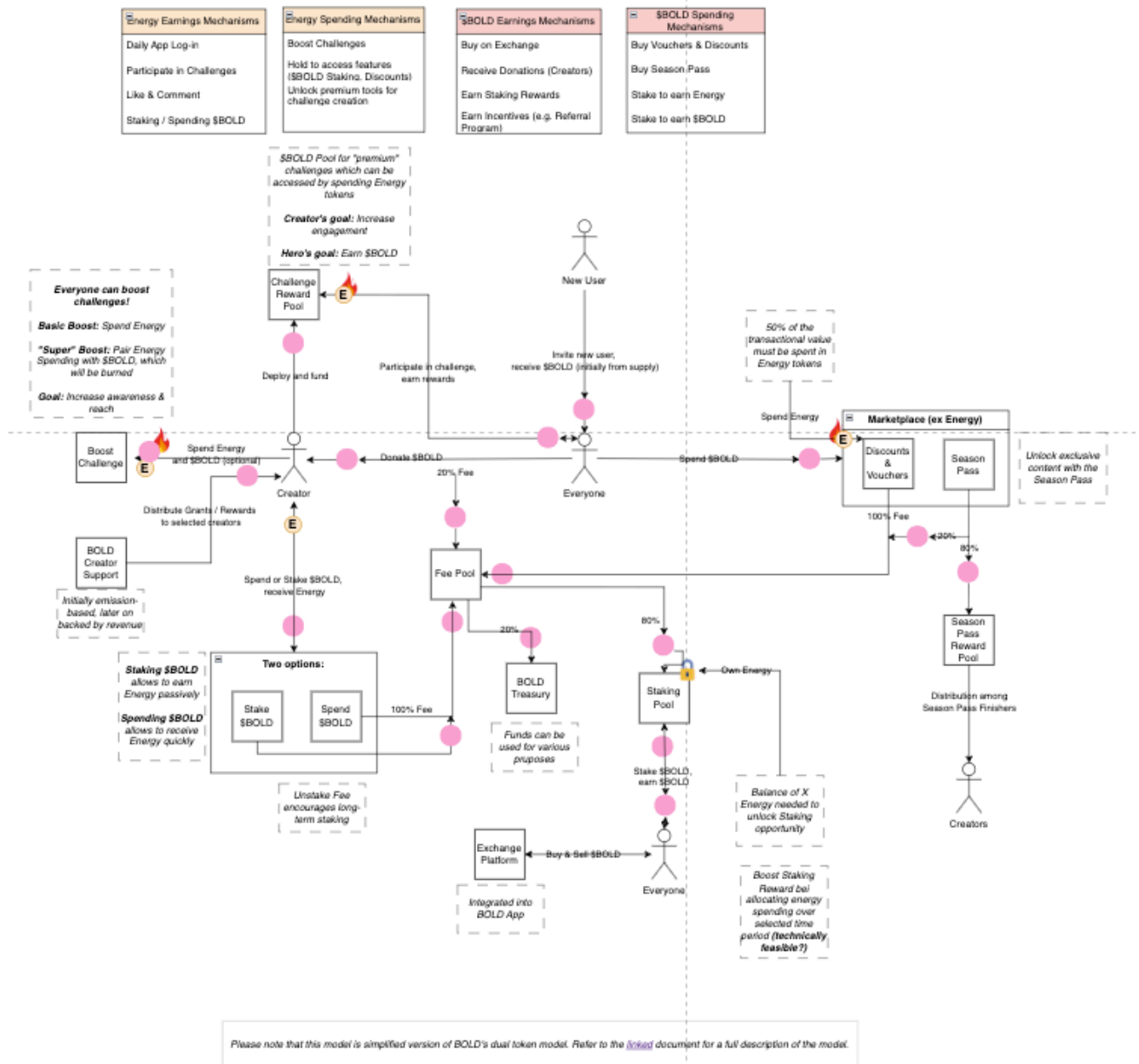
For users, BOLD is not just a platform but a goldmine of opportunities. Engage in challenges, invite friends, or simply enjoy the content and be rewarded with \$BOLD tokens. These tokens are your gateway to an array of exclusive perks on the BOLD Marketplace, from brand partner benefits to creator donations, making your digital footprint truly rewarding.

Creators are at the heart of BOLD's vibrant community, receiving \$BOLD from supporters or grants for producing exceptional content. Imagine using your \$BOLD to amplify your reach or to incentivize participation in your challenges, turning your creative visions into reality. Stake your \$BOLD and unlock a world of recurring rewards, ensuring that your investment continues to grow. A average early stage investor with a moderate in app activity can thus accumulate \$BOLD worth \$500,000 within 18 month. This isn't just about participating in a platform; it's about being part of a movement that rewards every interaction.



Overview: BOLD Dual Token Model

Energy: Non-blockchain-based Token
\$BOLD: Blockchain-based Utility Token



Team



Salim Kraatz, the CEO, brings strategic expertise to the table, drawing from his experience as a strategy and management consultant. He founded Clang Music, a music streaming and discovery service within Axel Springer, and co-founded Bonnie Hospitality, a digital-enabled hospitality brand for Gen Z. Additionally, he serves as a strategic advisor to companies such as Hypoport SE, where he oversaw the implementation of various digital products in the real estate sector. He also teaches "Digital Business Models & Entrepreneurship" at BBW University and TU Berlin.
<https://www.linkedin.com/in/salimkraatz/>

Marcel Claus-Ahrens, CTO (aka Geckse), unifies a passion for technology that started at a young age with expertise collected across several industries. During his tenure at q23 Media, he created LocationHero, a location scouting platform. As a full-stack software engineer, Marcel specialized in financial technology, automation, and AI while working in Hypoport's finance division. He is the founder of the SaaS startup Bankflux.io and acts as a consultant for the "let the work flow" initiative, focusing on process automation.

<https://www.linkedin.com/in/geckse/>

Jakob Jordan, CPO, co-founded the ventures q23 Media, arcRider, arcBot and served as Creative Director and Head of Design at Overkillshop. He scaled the Overkill Online Shop to Germany's most successful online sneaker putting a strong focus on the importance of user experience while building transactional platforms. With arcRider he brought together data and design to create outstanding digital data driven software products. With arcBot he taps into the world of AI generated databases.

<https://www.linkedin.com/in/jakob-jordan-10404bb4/>

Our community and growth strategy is lead by, Arya Lee (Part of Jay and Arya), They are media creators with an astonishing track record. With over 575,000,000 YouTube views and up to 11,000,000 views per video, their influence is undeniable. Collaborations with A-listers like Kevin Hart, Mark Hamill, and Ice Cube speak to their reach and potential to drive BOLD's growth.

<https://www.youtube.com/@jayandarya/about>

Web3Factory, Consulting, As an experienced consultancy in the web 3 sector, web3 Factory supports BOLD in an advisory capacity on various strategic and operational issues.

<https://web3-factory.com/>



Contact

Join BOLD! There are many ways in which you can become part of the mission:

1. Join Our Team: Passionate about shaping digital culture? Reach out to us and become part of the BOLD family: contact@wearebold.io
2. Invest in Token: Dive into the future of digital engagement. Explore investment opportunities in BOLD's innovative token system. Visit our „Invest“ section on the website and reach out to crypto@wearebold.io
3. Corporate Investment: Elevate your portfolio by investing in BOLD. Contact our investment team for detailed insights and opportunities: contact@wearebold.io
4. Advertise with Us: Maximize your brand's reach by advertising on BOLD. Connect with our marketing team to discover dynamic advertising solutions: contact@wearebold.io
5. Become a Partner: Forge a partnership with BOLD and collaborate on groundbreaking digital experiences. Reach out to our partnership team to explore synergies: contact@wearebold.io