



**B U S**

**B**lockchain **U**nbounded **S**ocial

Data, Opinion and Time in Customers' Hands

Pitch Deck by

**Dfiniteam**

# Value Proposition

## Customers



Want

To be rewarded for their  
time and attention



Fear

To not have the ownership on  
their own data



Need

More transparency on what  
the platforms do with their  
data



## Product



Benefits

Users can finally decide what to  
share, when to share, feeling  
part of a community



Experience

Fully transparent experience,  
without any sort of tradeoff

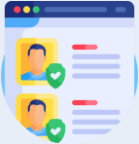


Features

Ownership and transparency are the  
main driver of a blockchain-based  
social network

# Problem

Social networks made their success on customers, but is this still working?



## Customers as product

Social network platforms make money with data generated by customers, without any transparency on the use



## Information Manipulation

Targetized campaign with fake news and censorship are damaging trust in platforms



## Unfair Rewarding

Content creators don't get fully recognized for their activities

# Our solution

## BUS Features

### BUS

The first blockchain based on social network that empowers both customers and creators

#### 5 Pillars

User rewarding

Data Lending

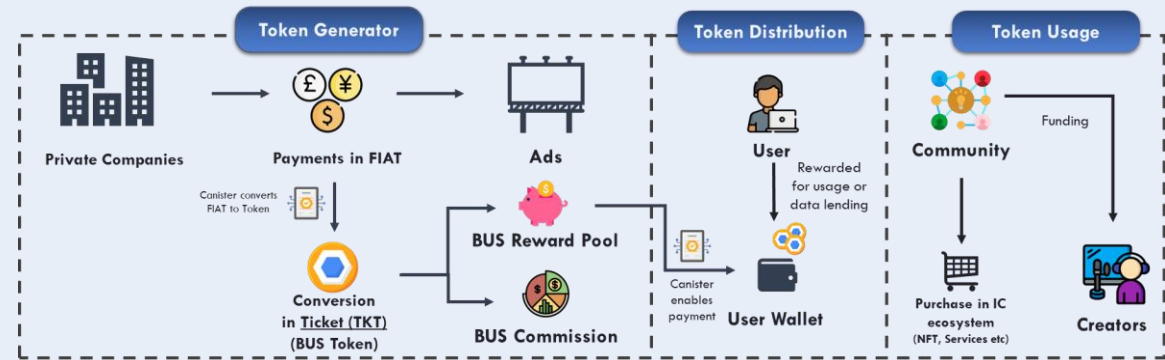
Creators Funding

Community exclusivity

Censorshipless  
& Fact Check

 Internet Computer

## Tokenomics



## Why ICP?



Decentralized  
back-front-end  
approach



Internet's  
identity



Cross-chain  
integration

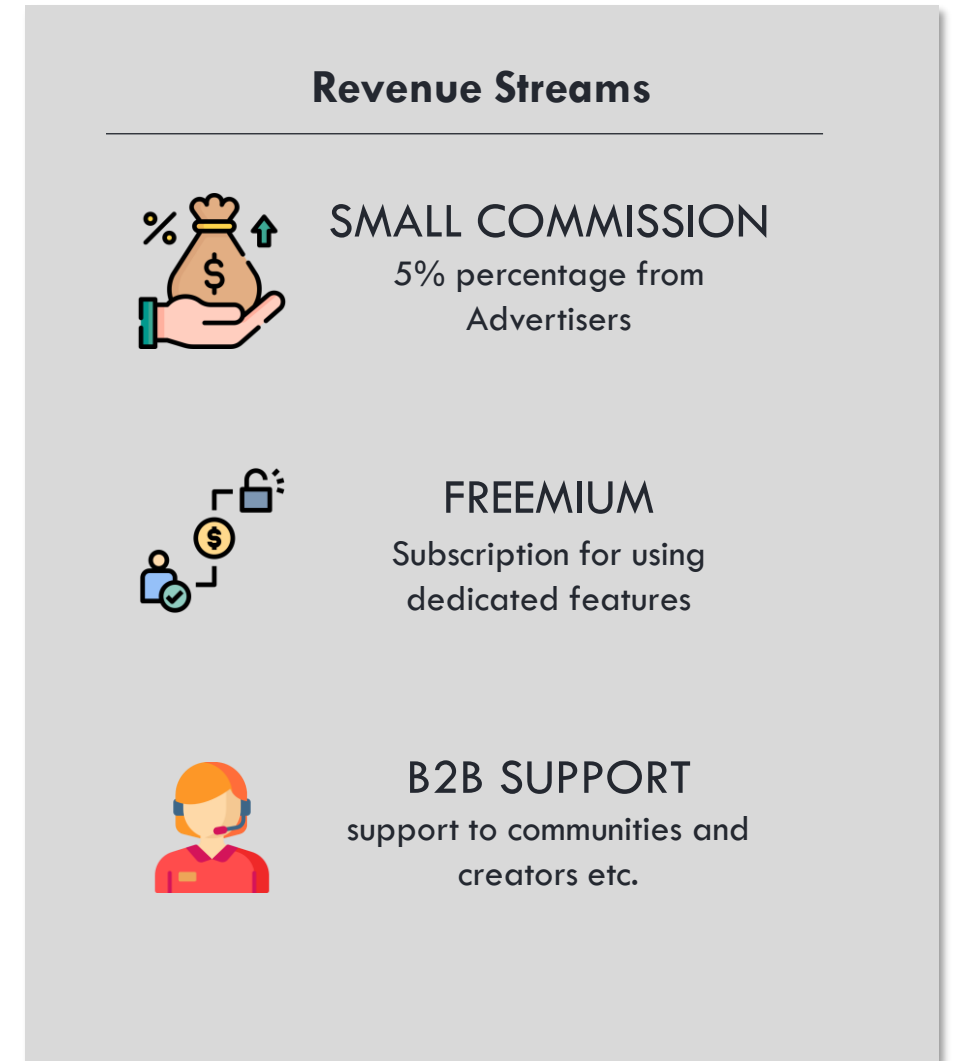
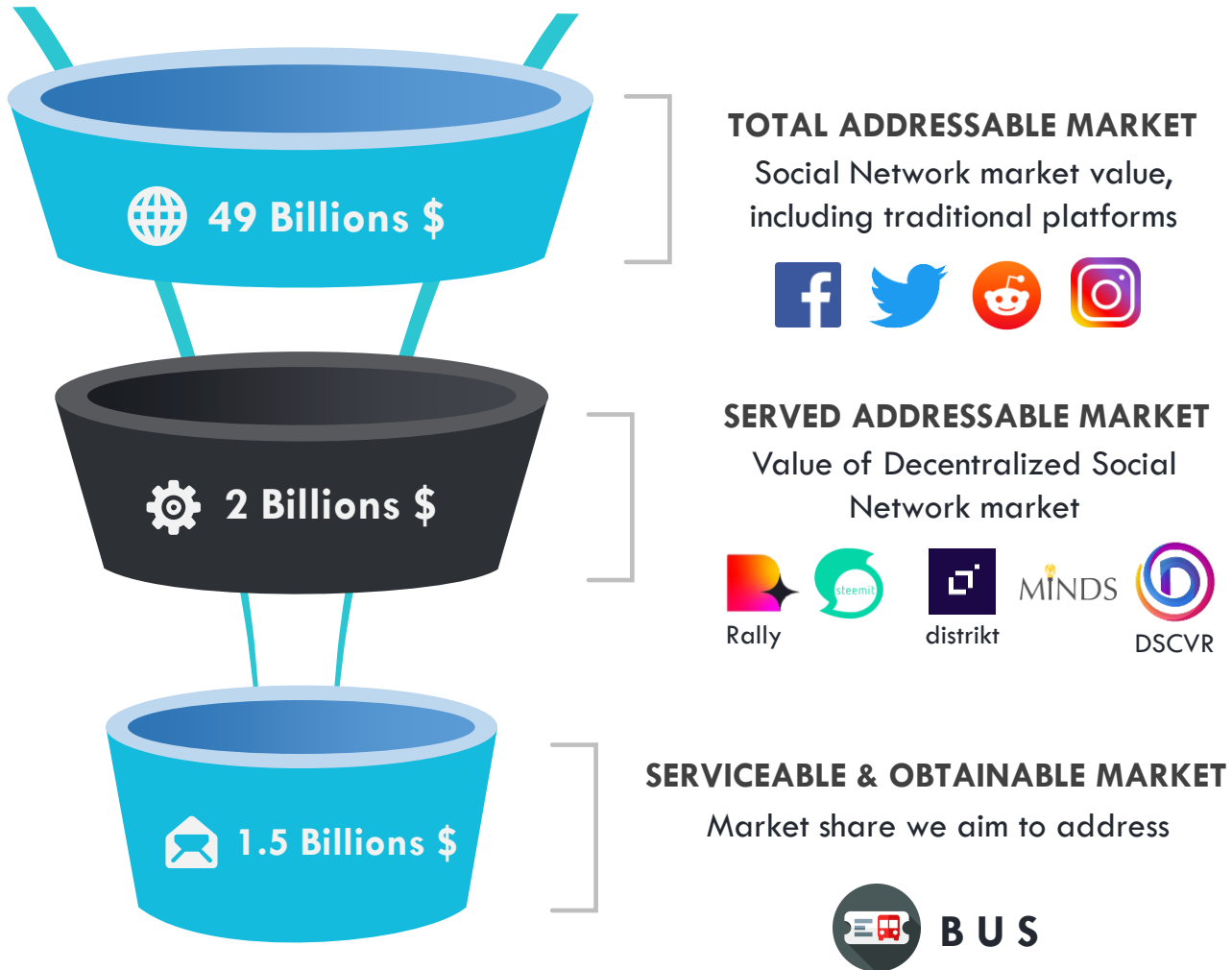


Reverse Gas  
Model



BUS

# Market Size and Revenue Streams



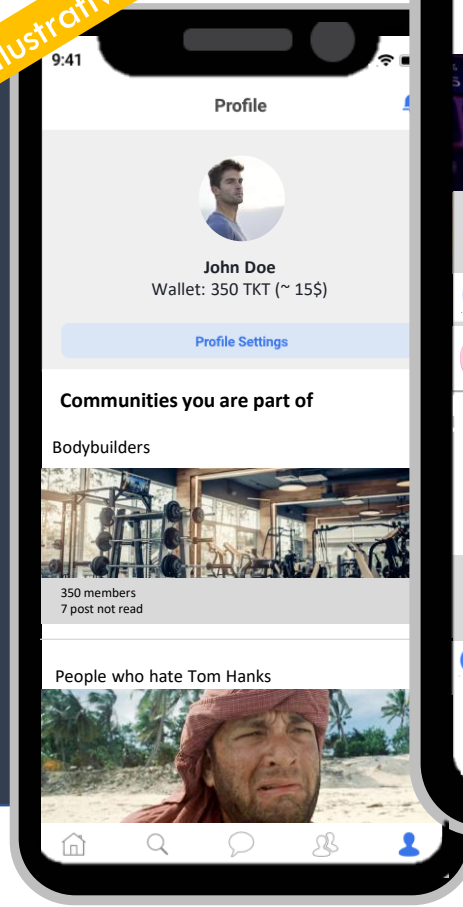
# Our product: BUS overview

## Like Facebook, but better

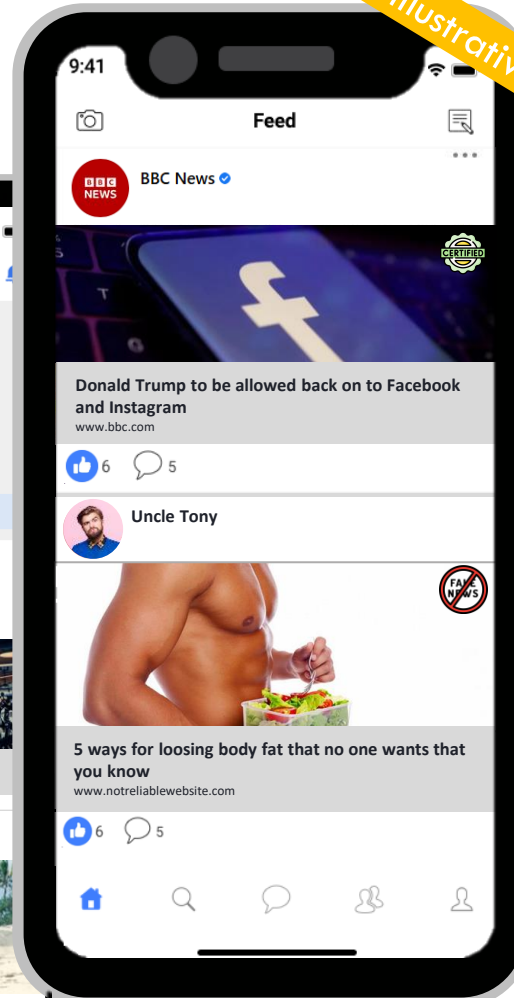
Due to well established positioning of Facebook, being inspired by the platform itself is a good starting point.

What makes BUS better is an integration with IC wallet, the fact-checking of every news posted, in order to make users aware of what they read, and the possibility to stop data sharing or advertisements.

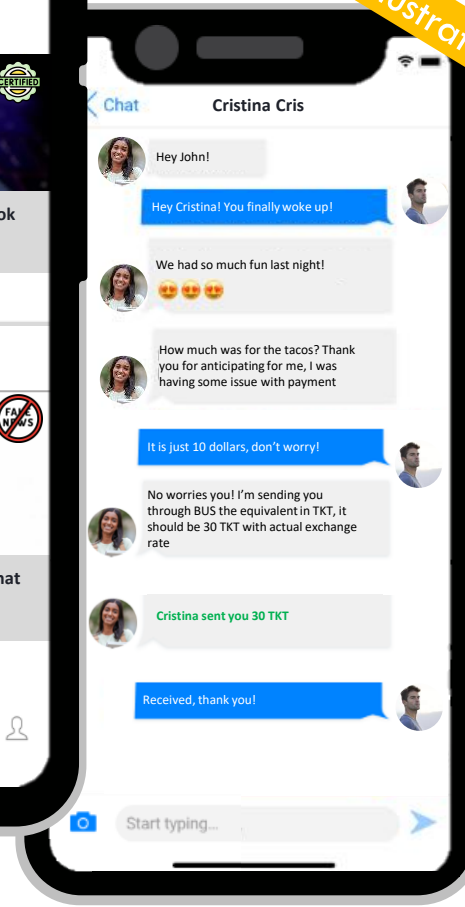
Illustrative



Illustrative



Illustrative



## Use what you earn in your private life

In addition to being used on IC, TKT tokens can be sent to your contacts or favorite content creators.

We want to break down payments' barriers. Cross-chain integration on IC will allow you to exchange most known cryptocurrencies like BTC and ETH!

# Team



**ANDREA CHERUBINI**

**Legal Analyst**

Graduated in law, working as legal counselor in commercial sector and supply-chain operations. Passionate about legaltech and innovative technologies.



**GLORIA TOMA**

**Project Manager**

Young Legal student, passionate about European Institutions and Innovation. Skills in Project Management and Communication thanks to different working experiences at the European Parliament.

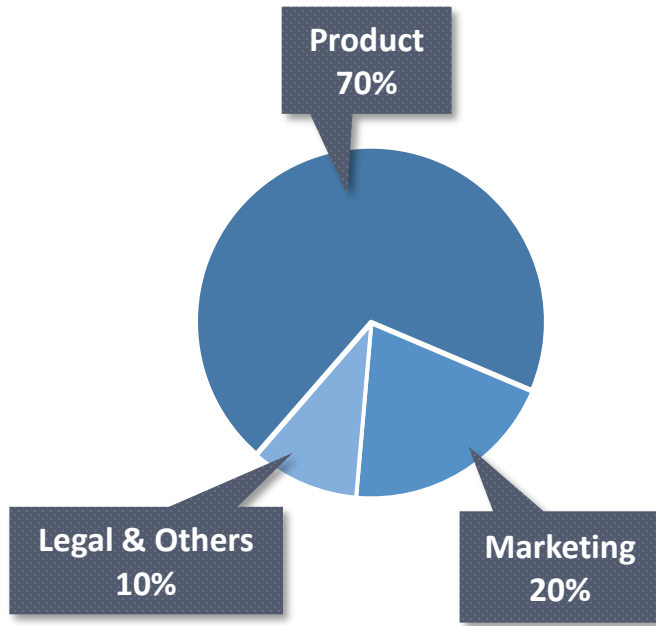


**LUCA RICCARDI**

**Data Scientist**

Mathematician as studies background and specialized in data analytics with 4+ years of experience in various fields (automotive, martech, retail). Skills in both IT and Business sides. Beer lover.

# Round MVP



**Seeding need**  
40.000 \$

## PRODUCT (Web App)

- Back-end Development
- Front-end Development
- UI/UX

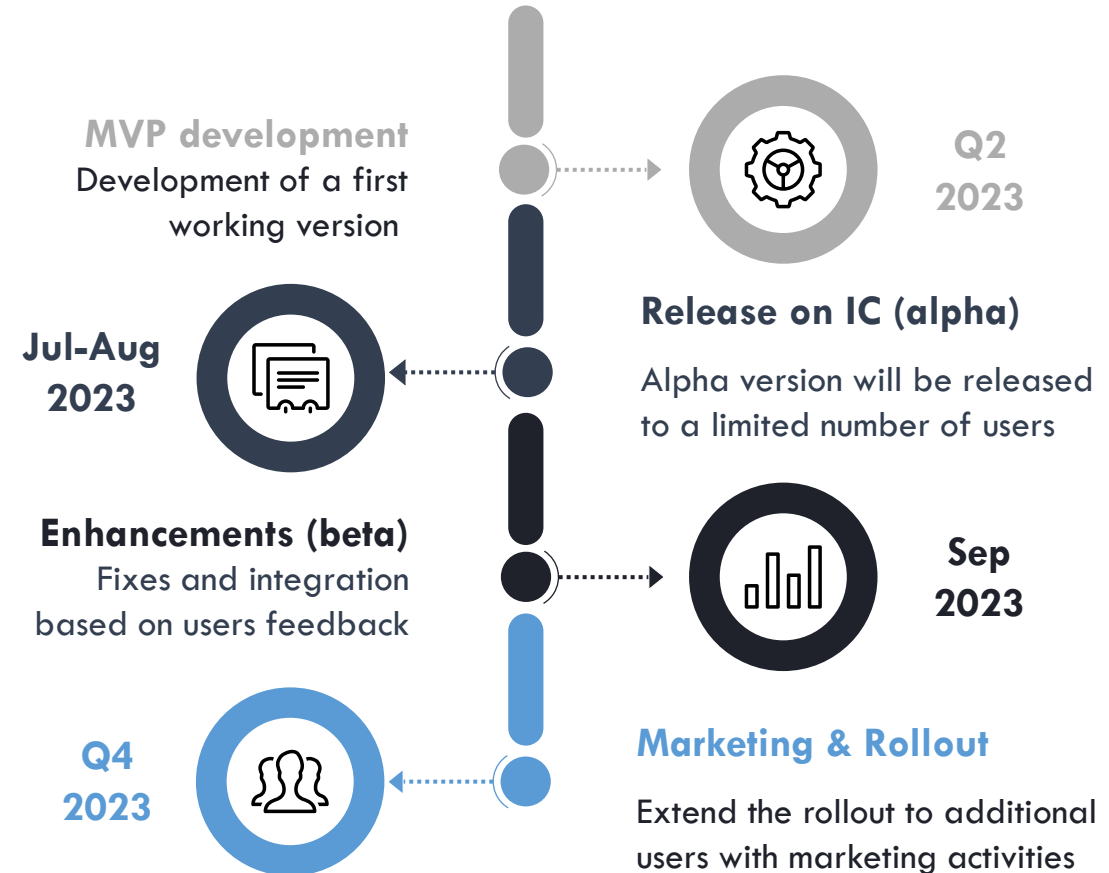
## MARKETING

- Advertisement
- MGM incentives

## LEGAL & OTHERS

- Legal analysis for future impact on rollout
- Others analysis for smooth GTM

## TIMELINE





*Don't miss the ride and get on BUS!*

**THANK YOU!**



**B U S**