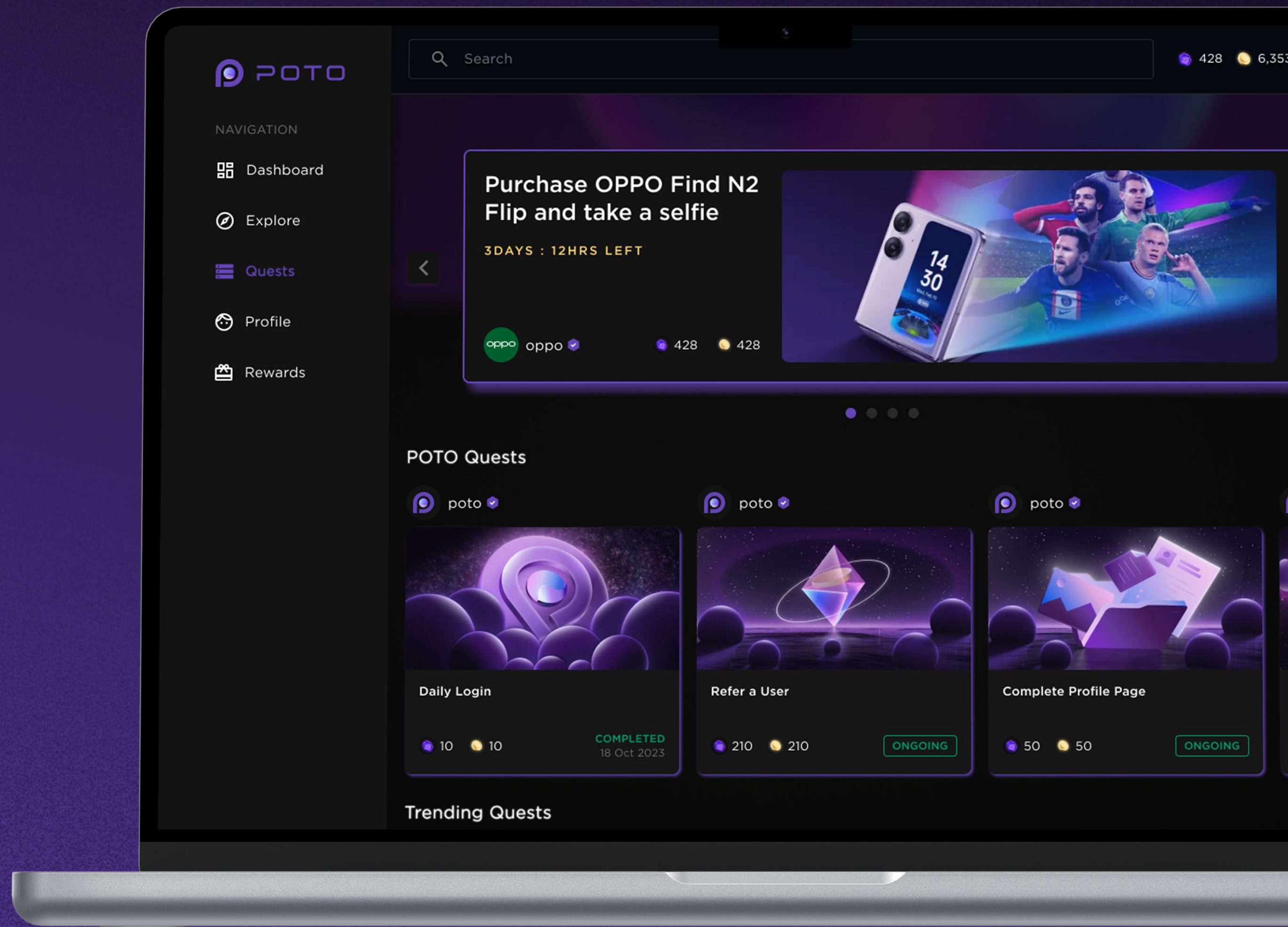




Web3 Socialfi - Contribute To Earn

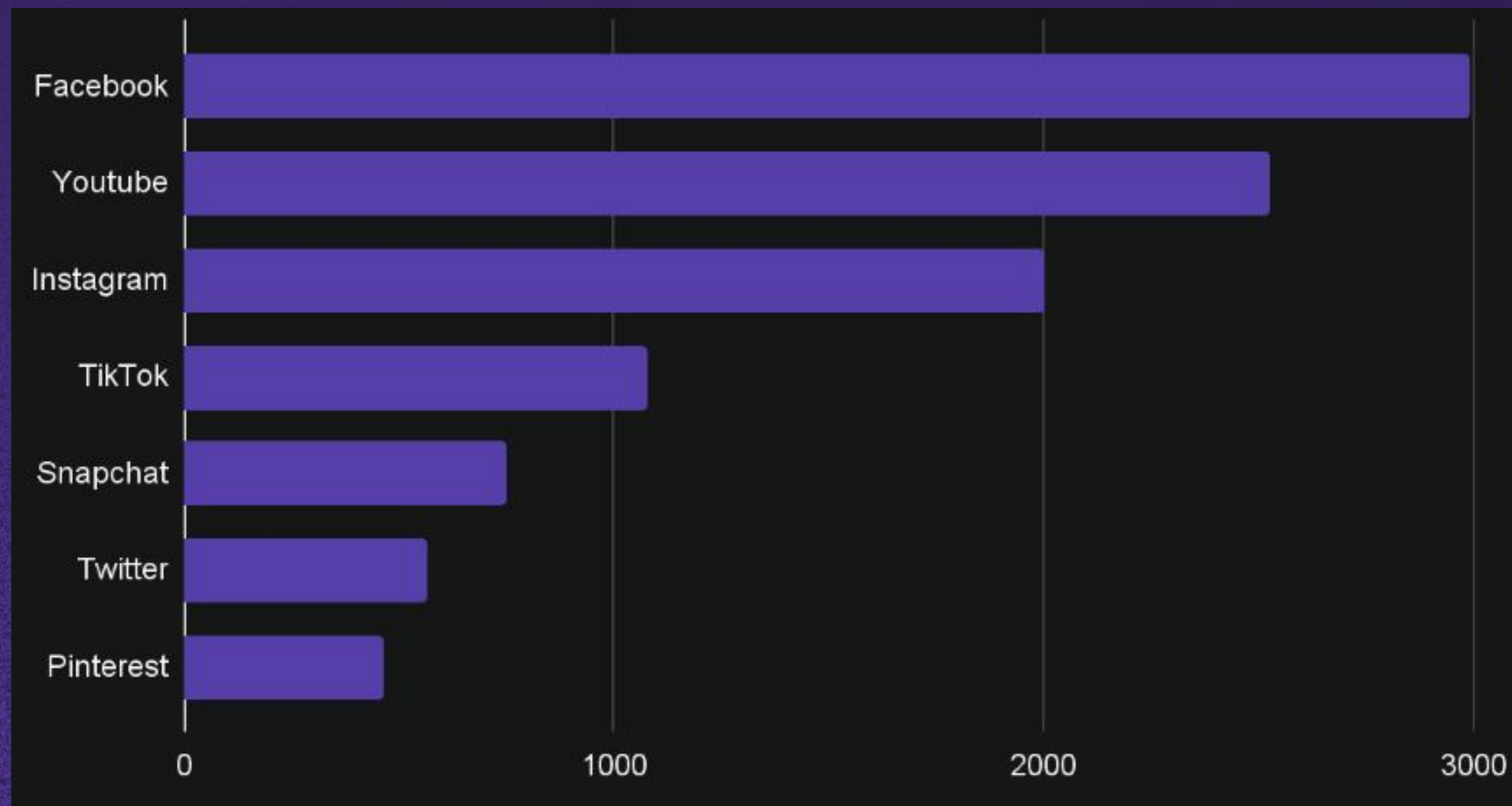


Objectives

To be the go-to **quest-to-earn platform** for project, brands to directly interact and connect with their potential end users (contributors).

Help to **maintain a sustainable relationships** of both web2 and web3 users with the projects.

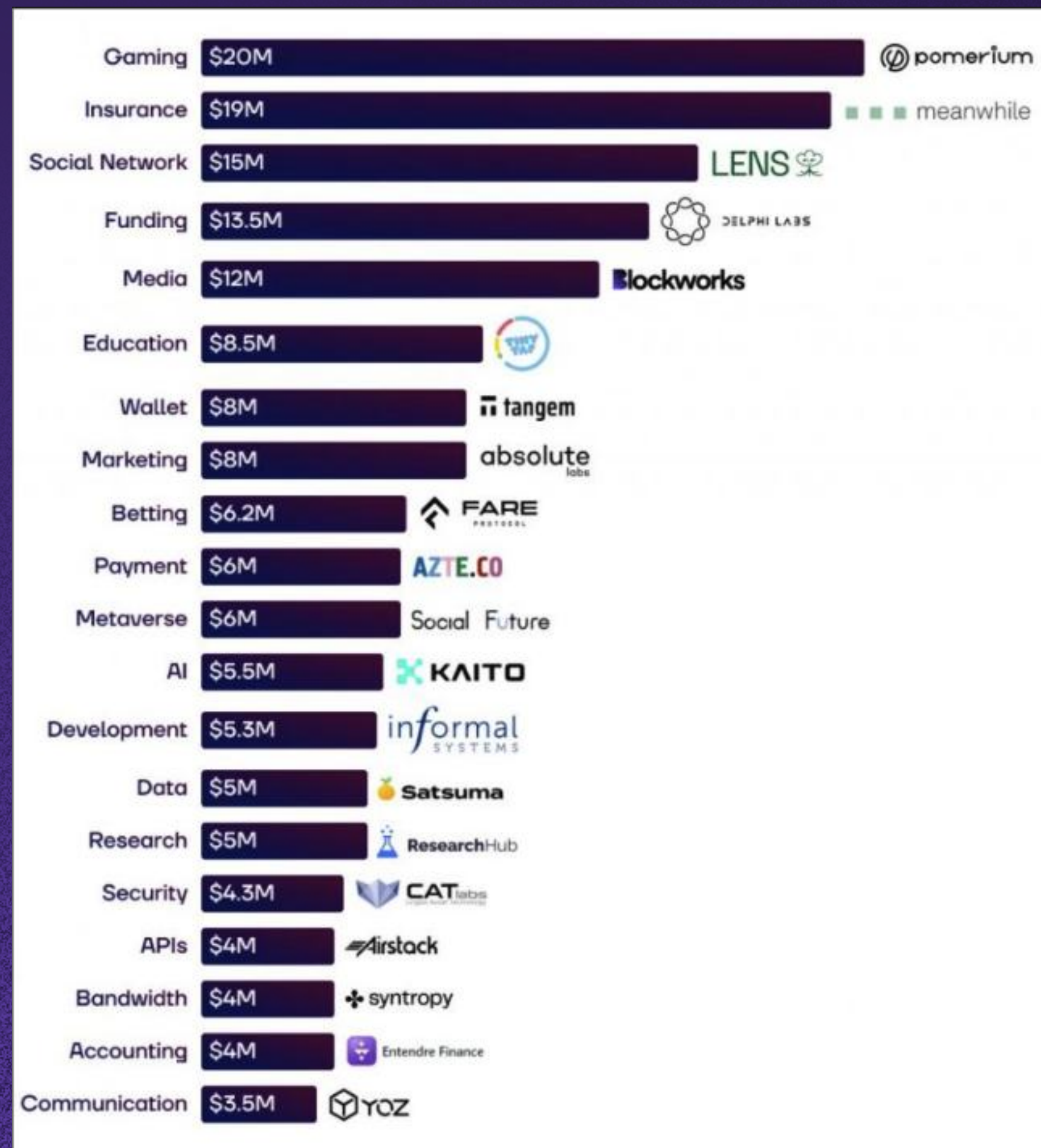
Market Trend – Social



World's Most Used Social Platforms (in Millions)

- Social Media keep lots of users stay in their platform with long term motivation
- Out of the active users of Facebook, 70% use it to get in touch /message their friends and family
- Twitter garnering only 500 million users

Web3 Fund Raising Trends



- Social Fi / Social Network will be a next narrative or topic to go through in bull market
- Gaming, Insurance, Social Network get the most fund raising in Q2 2023

Competitor analysis

Web2 Social Platforms

- Tiktok
- Youtube
- Instagram
- Facebook
- X (Twitter)
- Discord
- OnlyFans



Web3 Social Platforms

- Mastodon
- Friend.tech
- DiamondApp
- Audius
- Steem
- Minds

Quest platforms (Task-based)

- QuestN
- Galxe
- Zealy
- SoQuest
- TaskOn
- DappBack



Emily Thompson

Age: 35

Occupation: Brand Manager at a medium-sized enterprise

Background: Experienced in brand development and digital marketing, Emily is actively seeking innovative platforms to enhance brand visibility and consumer engagement.

Aim

1. Leverage new digital platforms to increase brand visibility and consumer engagement.
2. Identify cost-effective marketing solutions to maximize ROI.
3. Expand brand reach to new and untapped markets using digital innovations.

User Pain Point

1. Difficulty in Engaging Web3 Markets

- Lack of understanding of how to **effectively utilize Web3 features for marketing.**
- **Difficulty in finding reliable partners** who can facilitate seamless integration into Web3.

2. High Marketing Costs

- More **cost-effective marketing channels.**
- Marketing solutions that provide **clear and measurable ROI**



David Lee

Age: 32

Occupation: Founder and CEO of a Web3 Startup

Background: With a deep background in technology and finance, David has been involved in blockchain development for the past five years. He is passionate about leveraging blockchain technology to create innovative solutions that offer real value to users.

Aim

1. Establish a strong presence in the competitive Web3 marketplace.
2. Develop and implement blockchain solutions that are secure, scalable, and user-friendly.
3. Attract and retain a community of engaged users who contribute to and benefit from the platform.

User Pain Point

1. Challenges in User Adoption

- **Hard to educating users** about the benefits and security features of blockchain technology.
- Overcoming skepticism and **resistance from users accustomed to traditional platforms.**

2. Technical Complexity and Scalability Issues

- Need a solutions that **simplify the onboarding process for new users.**
- **Showcasing the updated features to the public** and ensure the platform can handle large volumes of transactions without compromising speed or security.



Alex Johnson

Age: 28

Occupation: Freelance Content Creator

Background: Engaged in several gig economy platforms, Alex participates in various digital campaigns and quests to earn rewards and build his finance portfolio.

Aim

1. Participate in rewarding quests and marketing campaigns that offer fair compensation.
2. Find platforms that allow easy and transparent redemption of rewards.
3. Showcase with their friends and have daily sharing.

User Pain Point

1. Lack of Rewarding Opportunities

- Finding quests that truly compensate well for the effort involved.
- Want a simpler systems for tracking earnings and redemptions.

2. Limited Social Interaction and Recognition

- A lack of features on platforms that allow him to showcase his contributions and share his achievements with a wider network.
- need for a more integrated social experience that enables him to connect with friends and other contributors, enhancing both his visibility and engagement.



Sarah Nguyen

Age: 22

Occupation: University Student

Background: Sarah is a curious and tech–interested student who has heard about the potential of Web3 technologies. She has no background in marketing or blockchain but is eager to explore new digital opportunities.

Aim

1. Learn about Web3 technologies from the ground up as a complete beginner.
2. Discover platforms within Web3 that offer engaging and rewarding experiences beyond the capabilities of Web2.
3. Navigate the transition from traditional internet usage to engaging with blockchain–based applications confidently.

User Pain Point

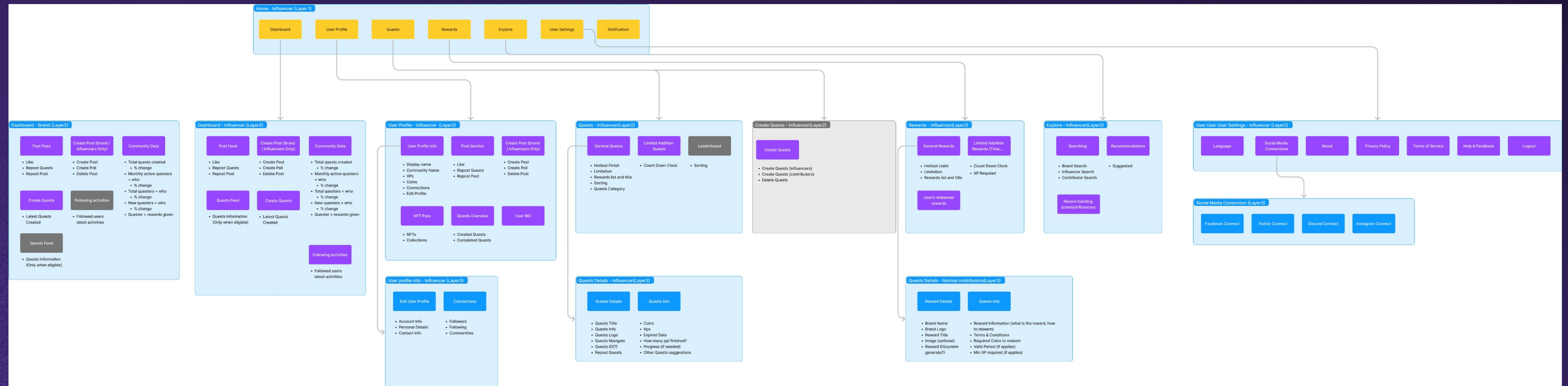
1. Feeling Overwhelmed by Web3 Complexity

- Want a **beginner–friendly educational resources** that simplify Web3 technologies.
- Need community support or mentorship programs designed to **help newbies understand and get involved in Web3**.

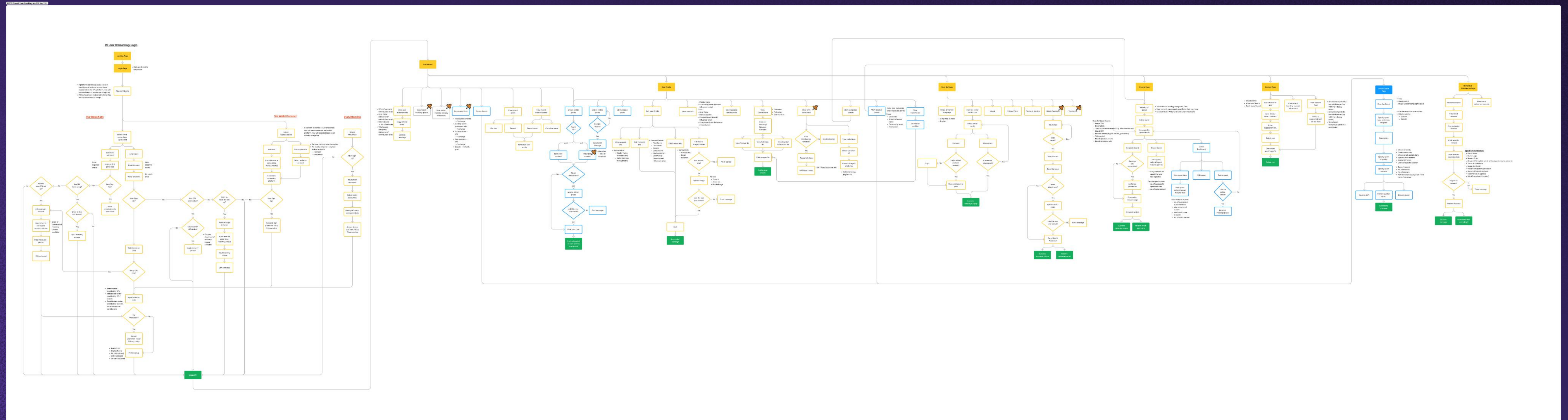
2. Uncertainty About How to Participate and Earn Rewards

- Want a **clear guidance on how to begin participating in Web3 projects** and what steps are involved
- **Transparent information** about the types of rewards and how they can be beneficial **compared to traditional systems**.

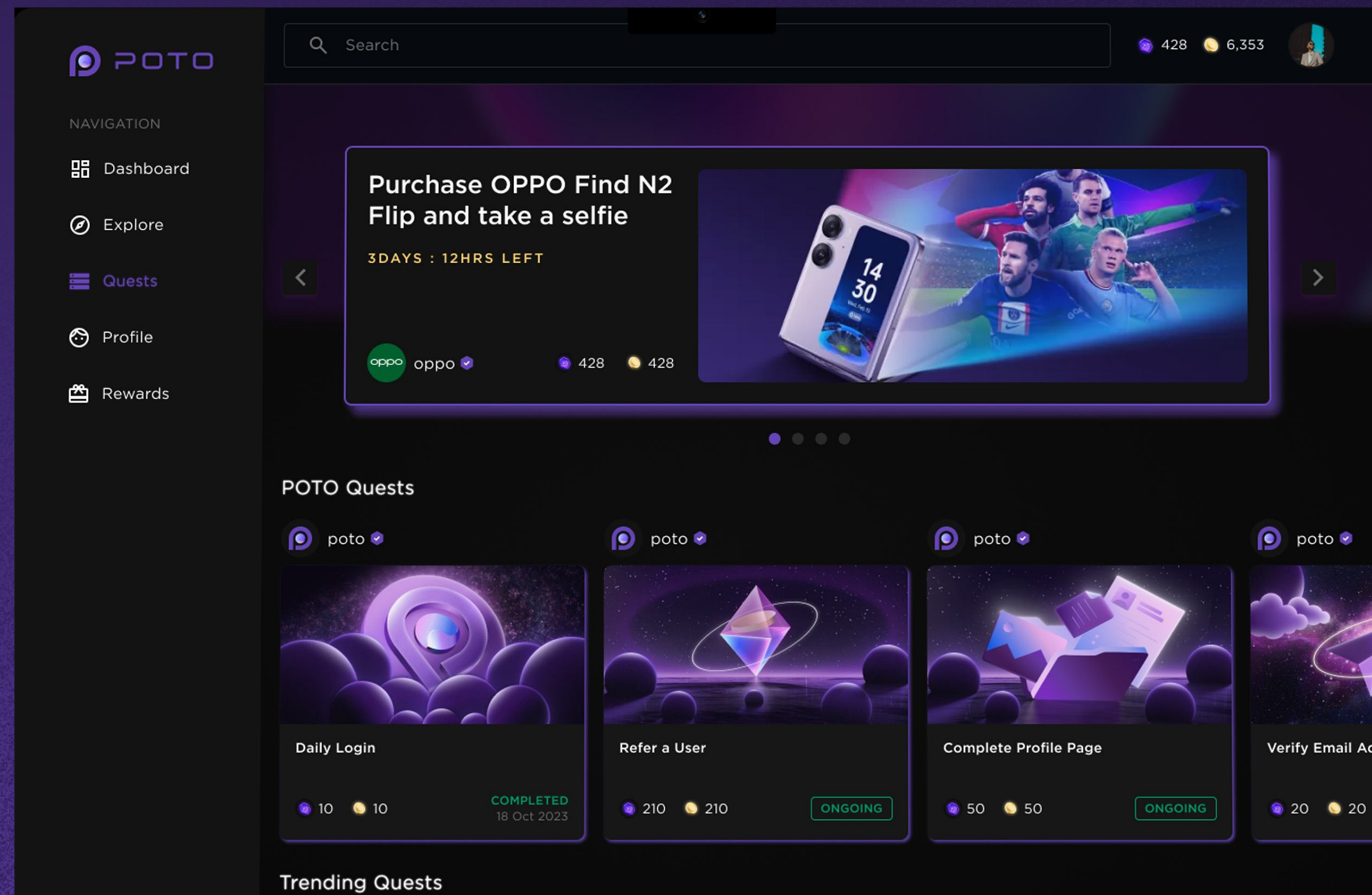
Web IA



User Flow

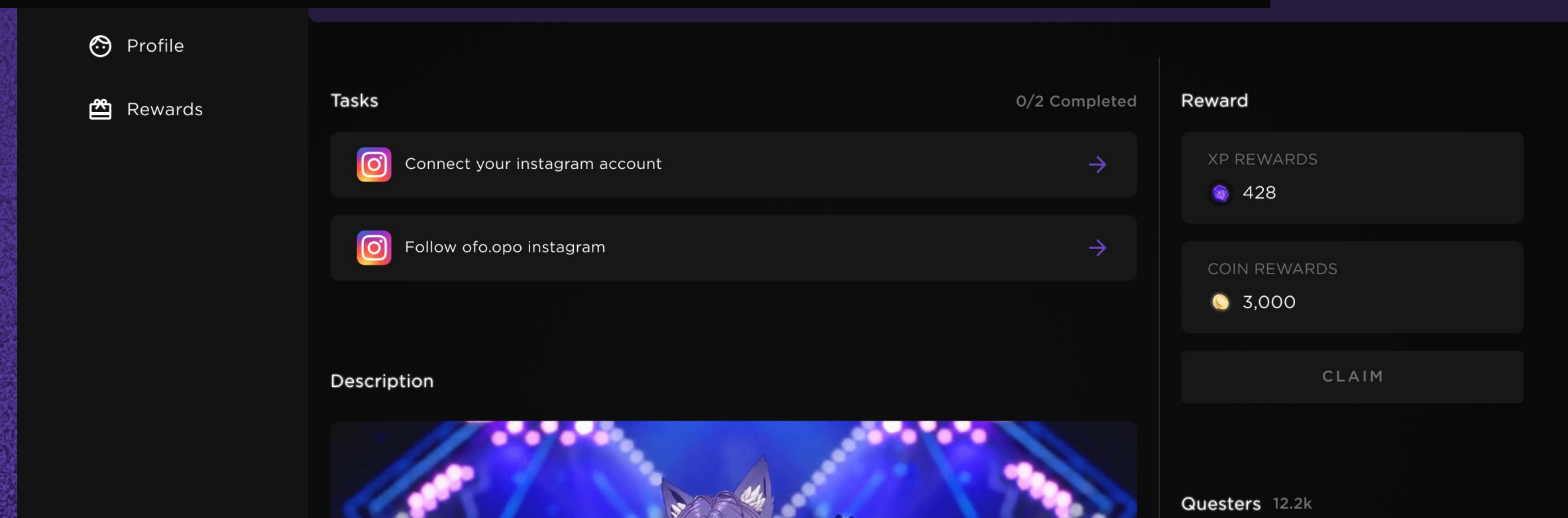


Solutions



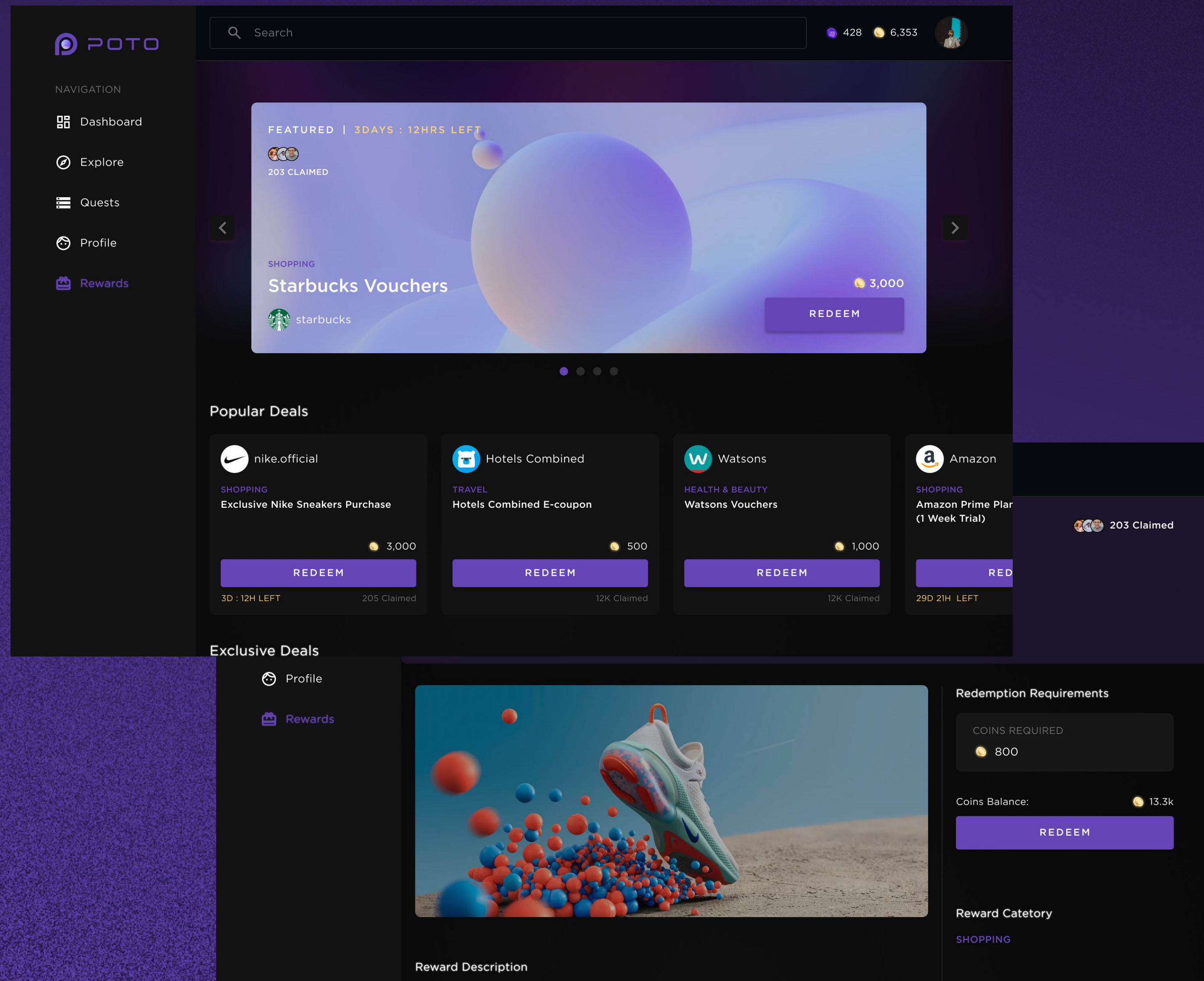
Build strong bonds between contributors, Web2 brands, and Web3 projects can be enhanced by allowing brands to develop tailored quests based on their project campaigns, enabling them to evaluate the ROI of these quests effectively.

Customized workflows can be implemented to engage users and accommodate the unique needs of various brands, fostering a more interactive and rewarding experience for all parties involved.



Quests

Solutions



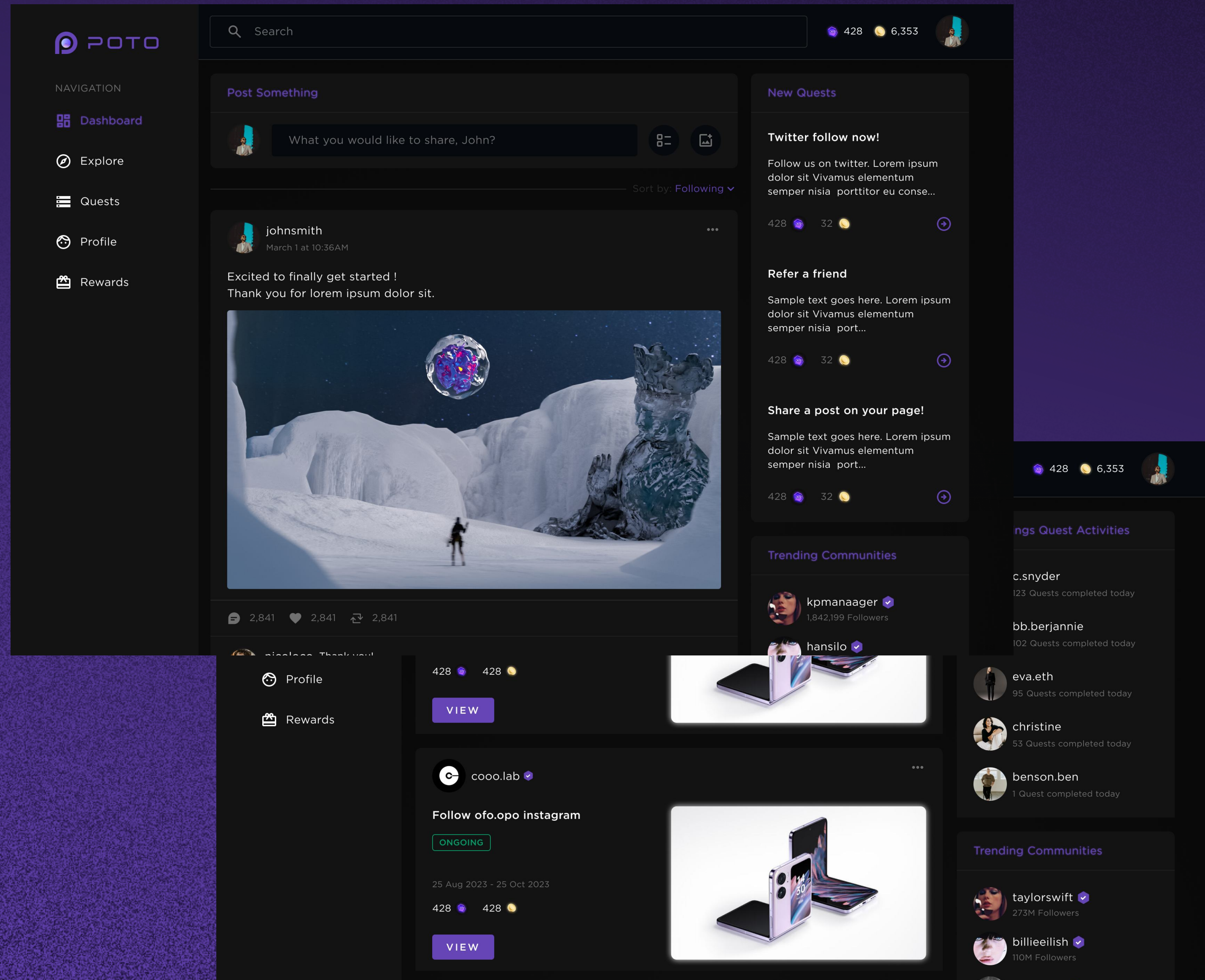
Users can earn rewards through participation in quests, contributions to the community, and more.

Addresses users' needs for clear and meaningful compensation by providing a straightforward redemption process.

Rewards vary from digital tokens to exclusive access gift and to new features, catering to the diverse preferences of our user base.

Rewards

Solutions



The Dashboard is personal command center within the platform.

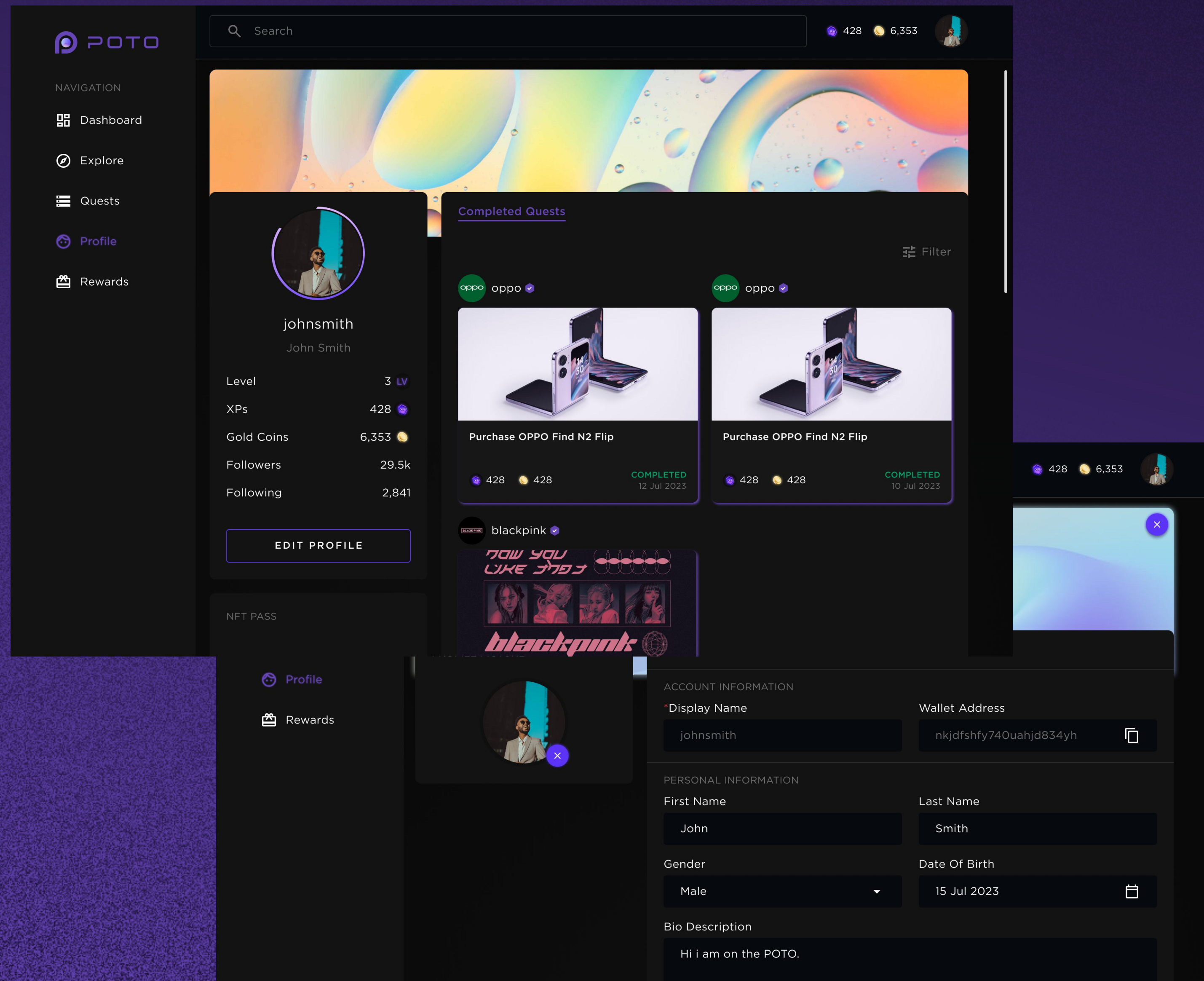
It not only allows user to **track and manage your quest participation and rewards** but also enables user to share their journey with the community.

Users can **post updates about the quests they've completed, share insights, and write about their experiences** and feelings regarding different Web3 projects.

Enhancing **community engagement** by allowing users like Alex and Sarah to connect more deeply with others, fostering a sense of belonging and mutual growth in the Web3 space.

Dashboard

Solutions



Customize user experience and manage their public persona within the community.

Users can show levels, manage their digital identities, and share their completed quests with peers, addressing Alex's need for greater social interaction and visibility.

This feature also supports networking within the community, enabling users to connect and collaborate on various projects and quests.

Profile

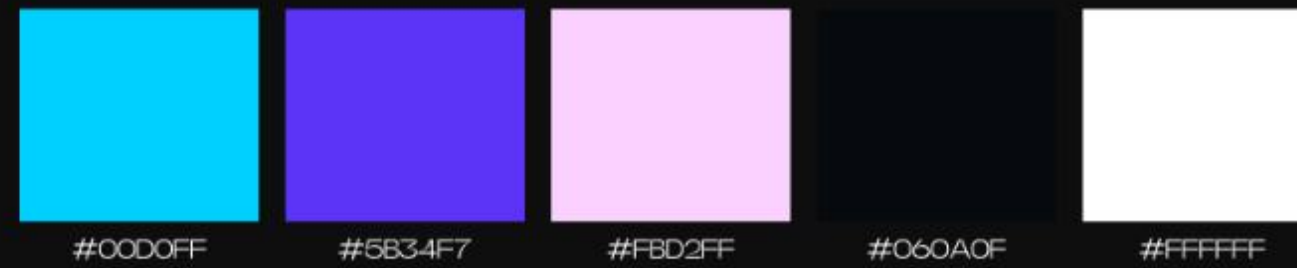
Design Elements (Design system)



Design Style Criteria:

- Miracle
- Mystery
- Engaging

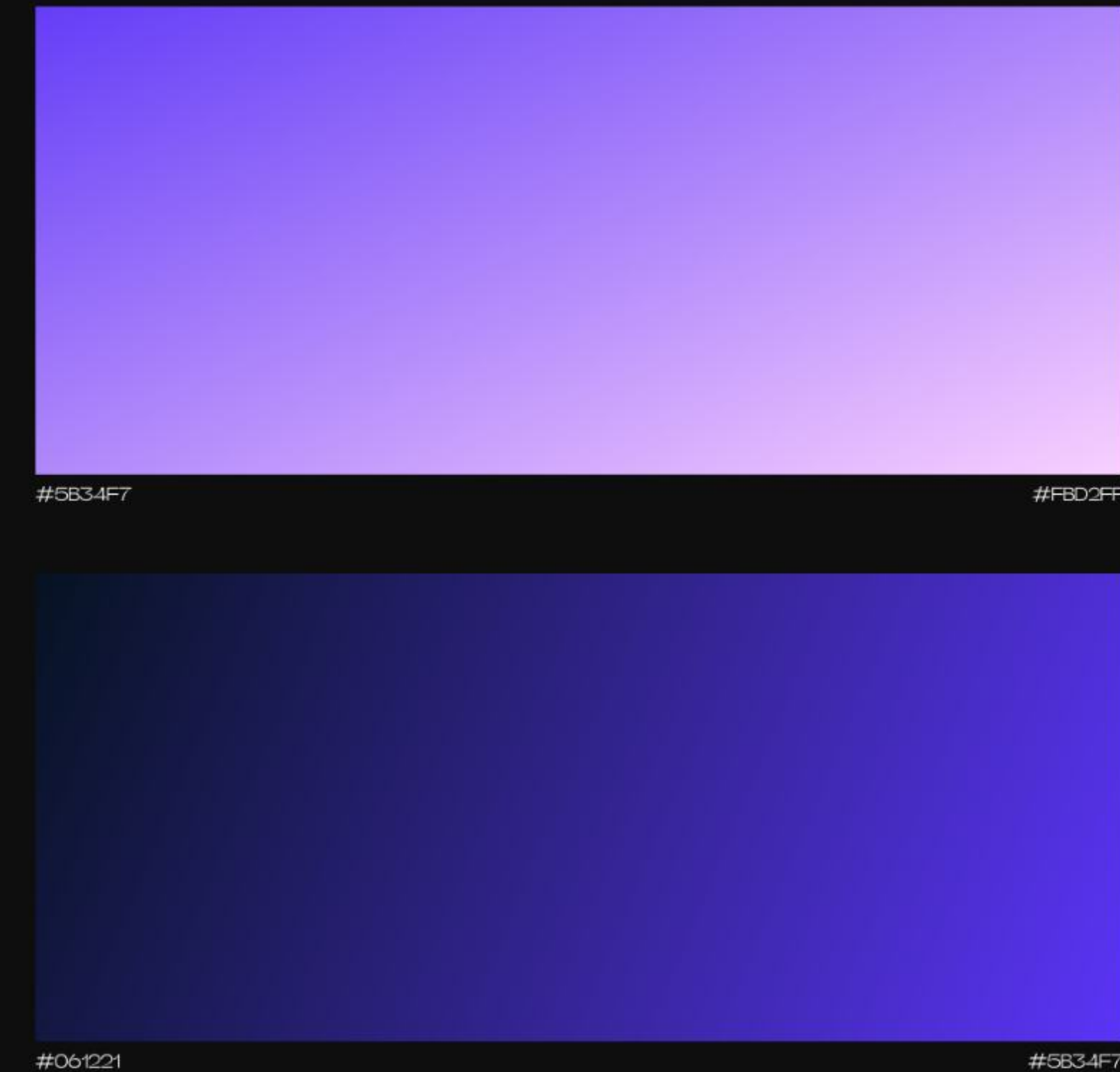
Colours



Accents



Gradient



Typography

Hierarchy	Weight	Size	Line Height	Font
H1 headline	Medium / 500	56	68	Gotham
H2 headline	Medium / 500	40	44	Gotham
H3 headline	Medium / 500	28	34	Gotham