# avatar

The all-in-one
Social Media Platform
Built on Blockchain

Pitch Deck

# The Mission
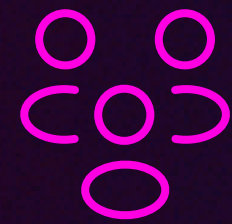
To be the social network of the future.
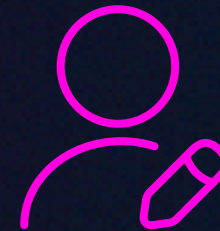
# The Vision

To be the universal portal that drives adoption from Web 2.0 to Web 3.0 through innovation and new technologies.
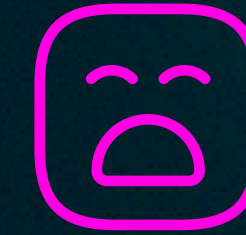
# The Problem

Social Media users have to use multiple social media networks to meet their needs.
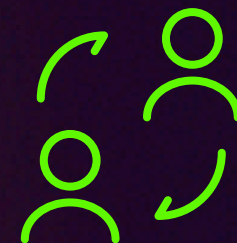
They have to provide their personal data.

Currently, There is no powerful social network that includes Web 3.0.
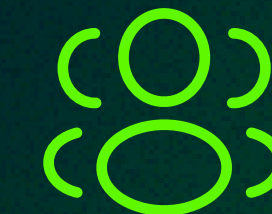
# The Solution

avatar covers all the user's social media needs on a single platform.

Users have the option to make public or keep private their data.

Web 3.0 users finally have a social media space that includes them.

# Avatar Exposition - 'More than 4.5 million impressions and views on our publications'

| Social Media | Tik Tok | Instagram | Twitter | Telegram | WhatsApp Testers Closed Groups | YouTube Colabs with influencers |
|---|---|---|---|---|---|---|
| Members/Followers | 54,705 | 11,014 | 8,991 | 7,400 | 7,030 | - |
| Messages | 400 | 602 | 940 | 44,844 | - | - |
| Views | 4,300,000 | 150,700 | 30,430 | - | - | 59,900 |
| Likes | 178,000 | 6,662 | 1,252 | - | - | 2,230 |
| Coments | 4,370 | 144 | 90 | - | - | 695 |

**Numbers of Emails**

| | |
|---|---|
| Emails of Registered Users | 3,750 |

*It should be noted that these numbers are current as of 02/28/23. Numbers are subject to daily increases due to new releases.
*Instagram, Twitter and Telegram numbers equal the sum of English and Spanish channels.
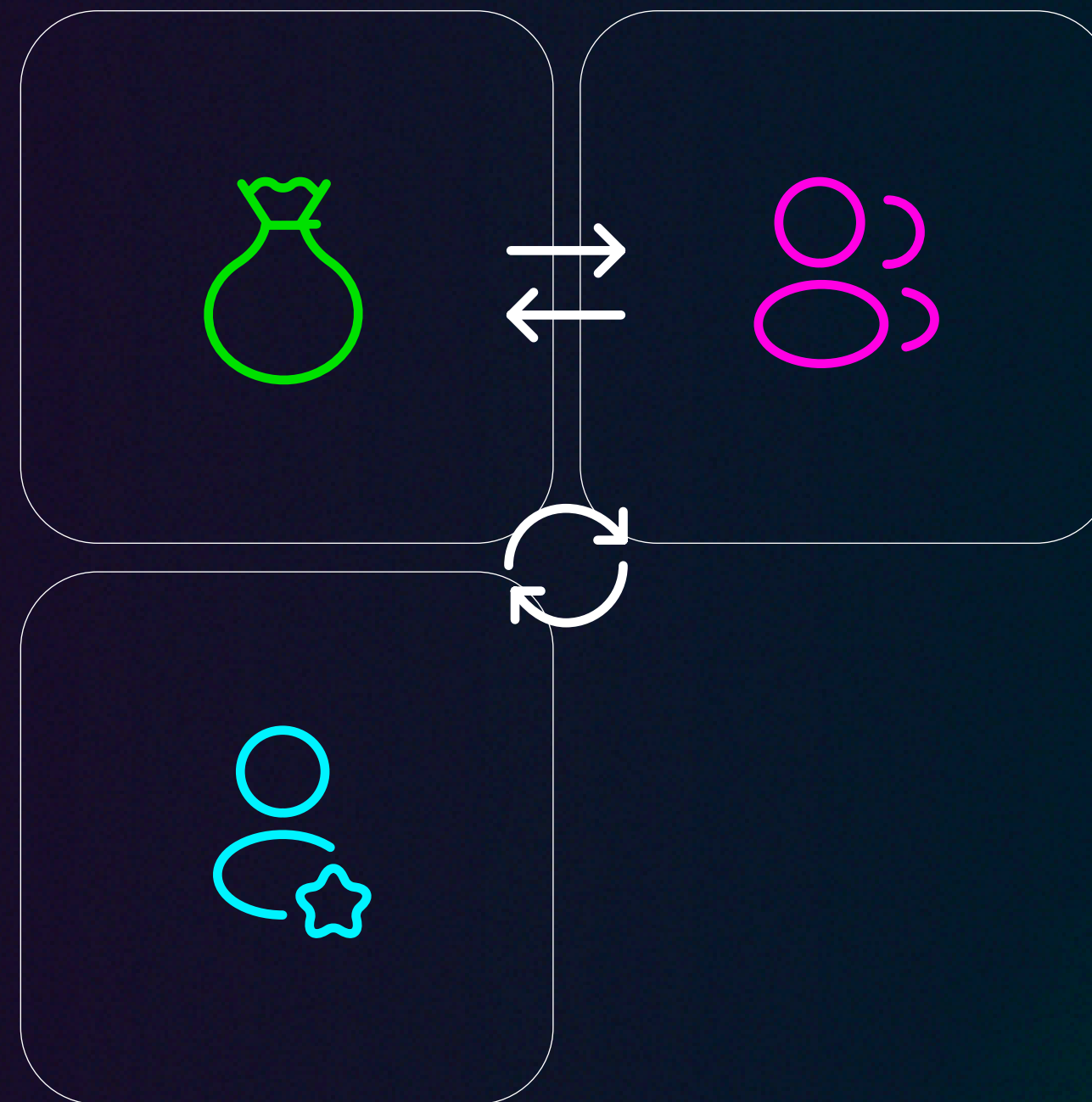
# WEB 2.0

## Companies:

- Companies offer services to potential customers within the platform.

- They get free daily exposure.

- They get to improve the experience in dealing with their customers.

## Users:

- Create and consume social content of all kinds amd receive income via different systems tools of each platform.

- They can offer services as individuals.

- They can interact via innovative methods that enhance their experience and they can also receive and send job offers.
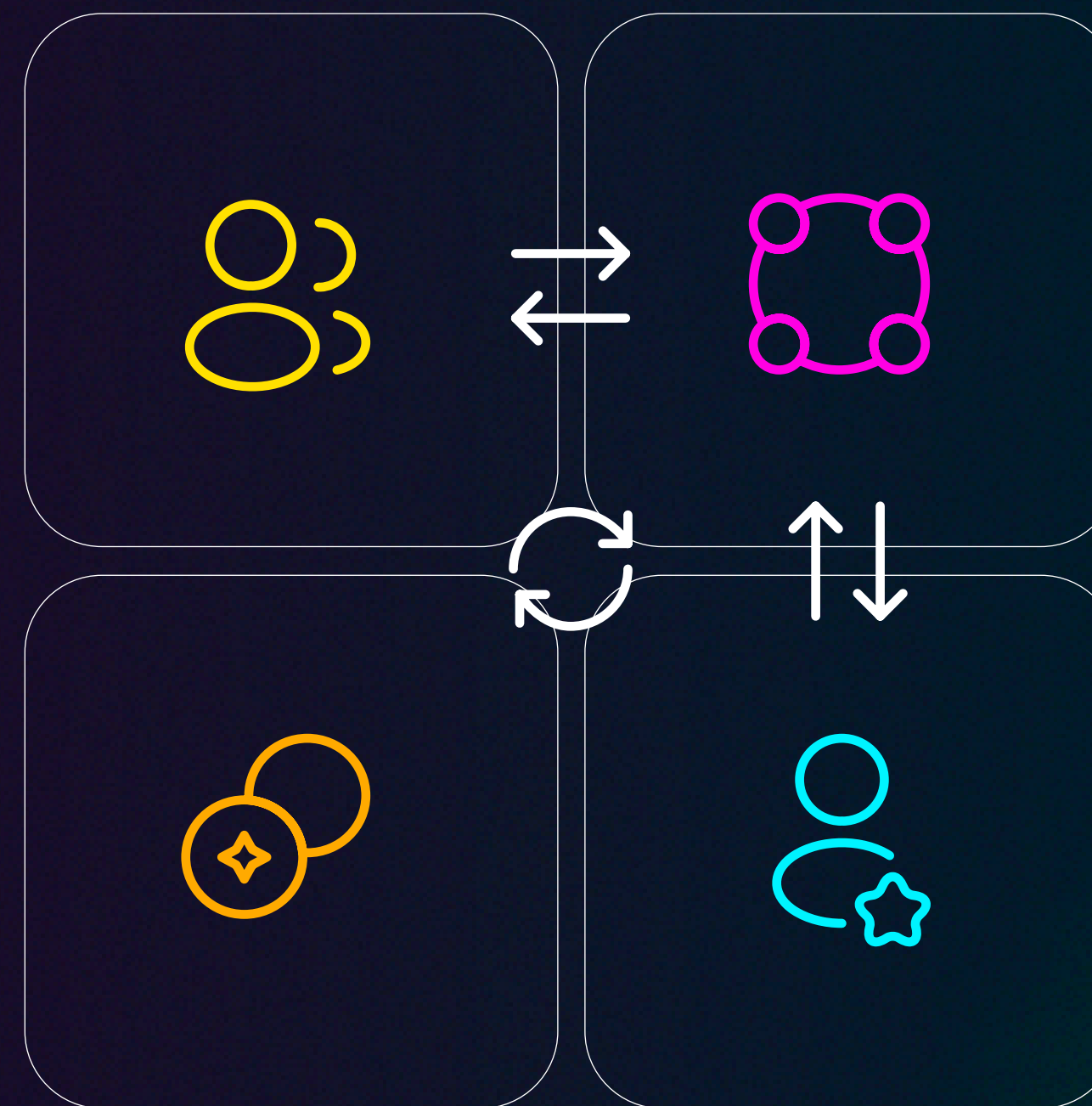
## Influencers:

- Can build a community from 0.

- Generate revenue from companies.

- They receive donations and rewards when creating content from users.

# WEB 3.0

**Users:**

- Can find information on various projects.
- Send and receive money with their web3 contacts.
- Connect, share and converse with other users.
- Receive and send job offers.
- Generate income through the different platform tools.
- They must show their ratings on the platform to access exclusive sections based on the capital they have.

**Blockchain projects:**

- Projects can be promoted directly to their target audience.
- They can raise funding from within the avatar community for their projects.
- They can forge alliances with people and companies of value.
- They can offer their services within the platform.

**Investors:**

- They can receive and send investment opportunities.
- Increase their exposure and brand to the avatar community.
- They can connect with people of value related to their sectors.

**Influencers:**

- Can develop their own communities with shared values.
- Generate revenue.
- Contact blockchain projects to share their content in other networks.

# Market Size Web 2.0 & Web 3.0

**WEB 2**

5.000 M people using the internet.

**+300M**
Crypto Users Worldwide

**+130M**
App Users

**+60M**
Blockchain Wallet Users

# Key Features
## of the avatar APP
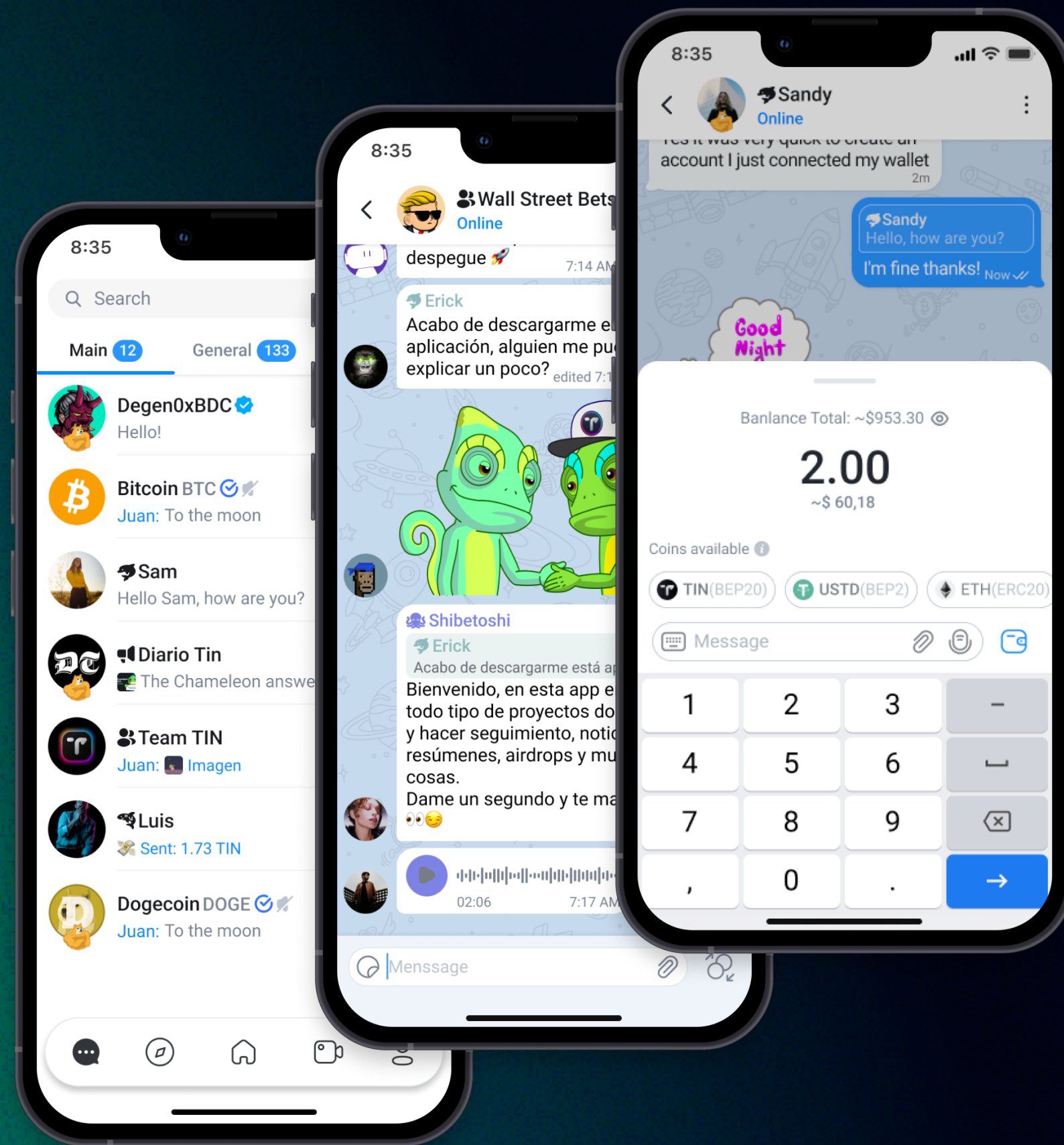
# In avatar Chats, users can:

- Send and receive cryptocurrencies from their contacts quickly, securely, and easily.

- Create groups and channels using smart contracts.

- Join various groups thanks to blockchain technology.

- Chat with your friends and contacts whilst maintaining 100% privacy at all times.

- Businesses can create spaces for their customers securely thanks to smart contracts.

- Exchange cryptocurrencies from chat rooms.

- Access groups of blockchain projects with the latest technology adapted to them.

- Access official certified communities without risk of impersonation.

# Tins

- Connect with people instantly and keep your personal details safe.

- Find the professionals you need.

- Receive job offers.

- Discover new people you are interested in.

# avatar Vibes

- Generate daily content and reach the entire avatar community.

- Access advanced financial statistics of your followers thanks to the builtin blockchain technology.

- Increase the exposure of your brand and promote your content to the public that you want to reach.

- Follow interesting profiles and keep up to date on their content.

- Provide your opinion on different news stories published on avatar.
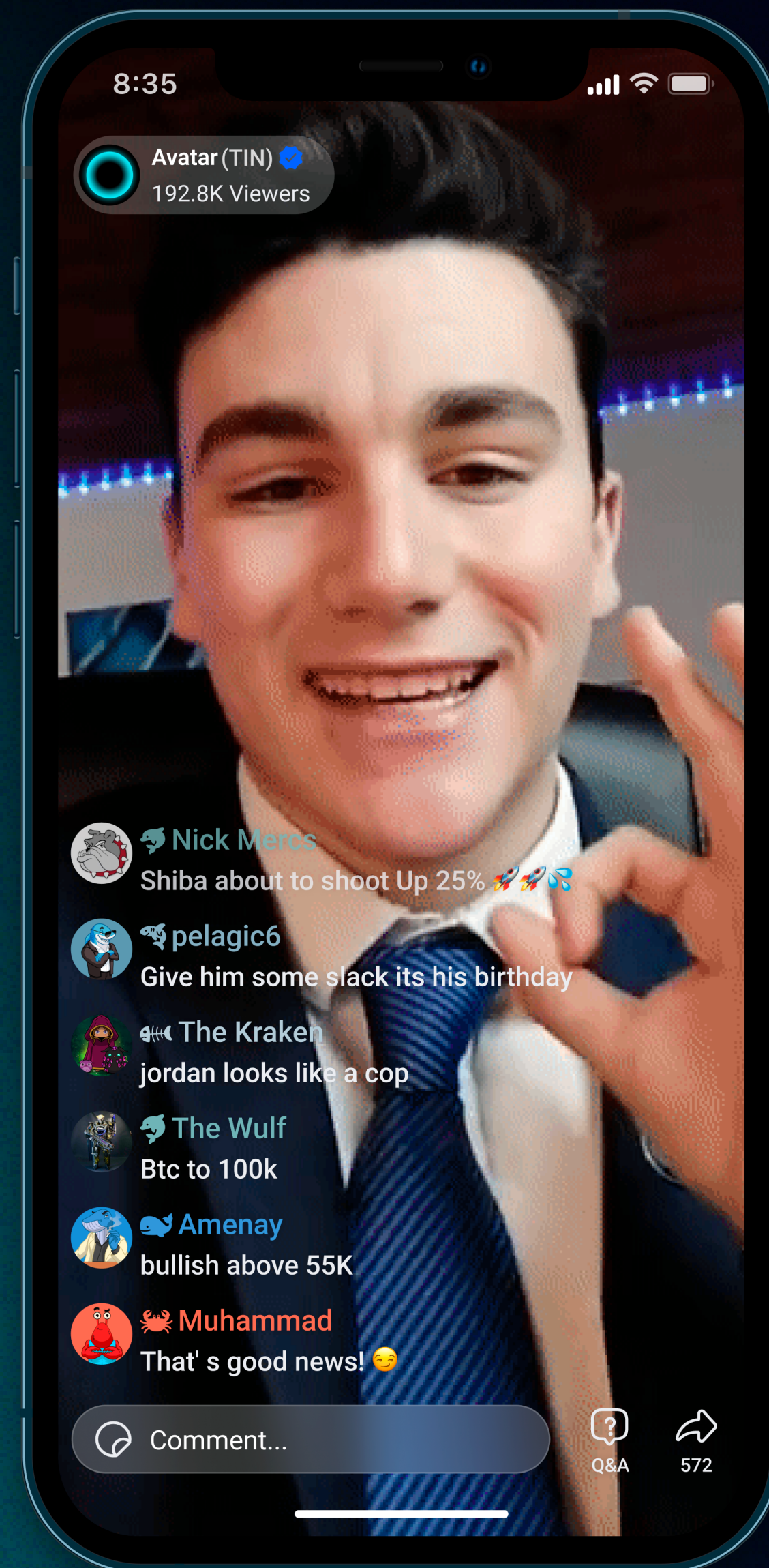
# avatar Lives

- Create content and make yourself known to new audiences.

- Generate revenue from donations and Premium Membership subscriptions from your users.

- Build trust and credibility by connecting with other avatar users.

# User Profile

- Users will be able know the total value of their portfolios on avatar.

- Users will be able to show off their collections of NFTs to their community.

- Users will be able to offer content publicly or privately.

- Users will know how other users' rank according to the capital with which they connect their wallet.

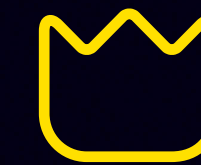- Users will be able to manage multiple accounts from the same device.
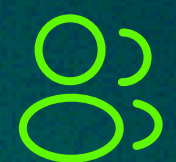
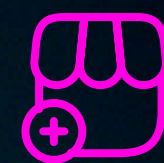# Business Model
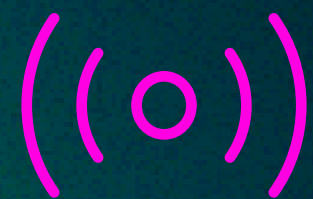
Marketing
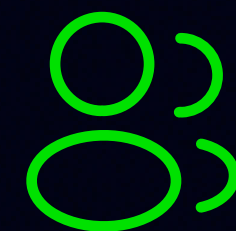
Partnerships

Premium
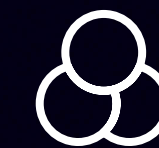accounts

# Adoption strategies

**Big Data** will define what the audience will be shown and wants to see.

**Neuromarketing** will make the adoption of the application much easier within the market.

**Ambassador plan** to help us expand in different countries.

**Strategic alliances** with high-level companies to enhance the product experience. Crowd-sourced.
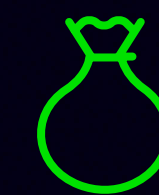
**Social component** will allow a social and viral effect through the relationship between users, essential for the success of avatar.
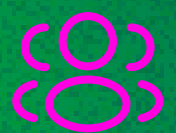
**Security Alliance** with strategic partners to provide security to users.

**Referrals plan** to reward the collaboration of users for the expansion of the app.

**Users Rewards** Qualify for airdrops for referrals, surveys, and bonuses.

**Crowd-sourced** events, for both web 2.0 and web 3.0.

**Craig's List**, We will develop collaborative relationships with other companies.

**Content creators** Will be able to generate revenue from their avatar audience