



A New Way to Build, Collaborate & Earn in Web 3.0

Platform & Protocols for Businesses to enter Web 3.0

www.stamsel.com

2022 AUGUST



Our Vision for Web 3.0

- ❖ Inevitable transition
- ❖ Equitable economy
- ❖ Blockchain technology for pari passu participation
- ❖ Universal basic income (UBI) & universal basic ownership (UBO)
- ❖ Next Industrial Revolution



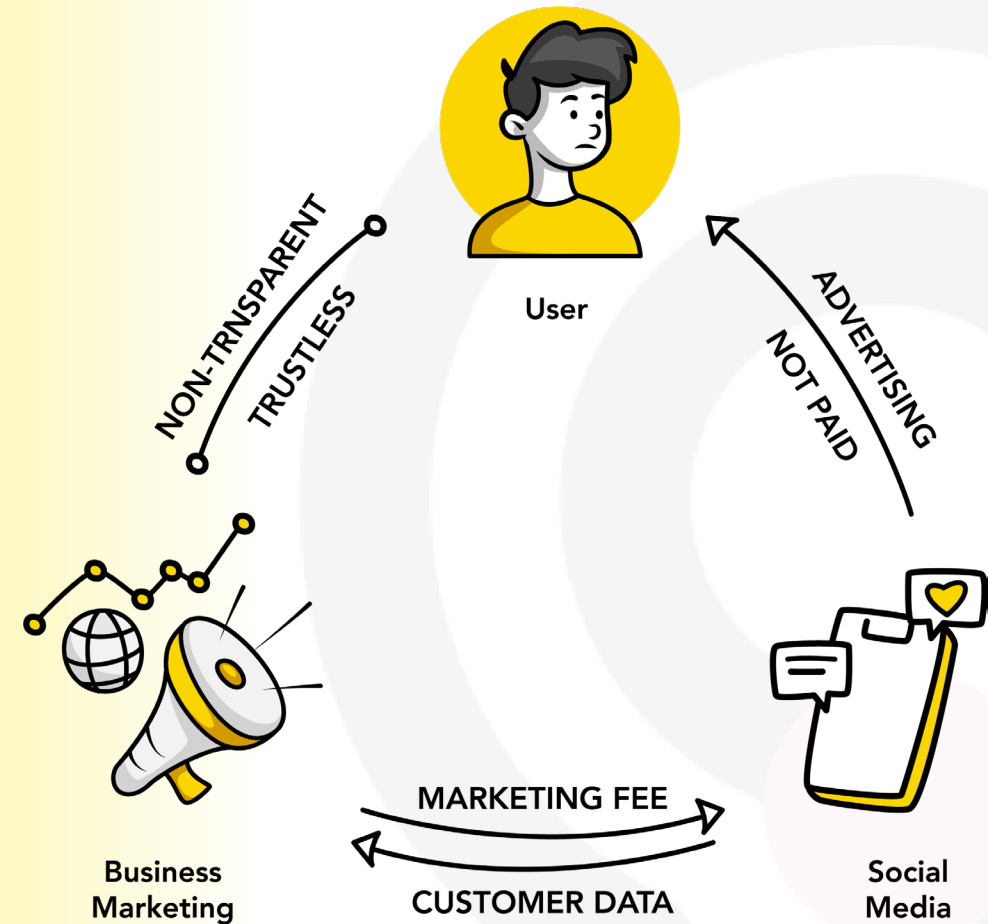
Who we are and what we do

- ❖ **Stamsel** is a WEB3 Platform & Protocols for businesses
 - **Platform** provide utilities and tools for businesses to build and collaborate in Web 3.0
 - **Protocols** to monetize users' value and prove their identity
 - **Tokenomics** for prolonged runway and governance
- ❖ Having a **sustainable** business model
- ❖ Help businesses **transition** from Web 2.0 to Web 3.0

Problems in Web 2.0

- ❖ No rewards for participants
- ❖ No ownership to digital assets
- ❖ Obsolete coordination for gig workers
- ❖ Centralized networks for big players

In Web 2.0 → Demand for **X to Earn**



- TRADITIONAL CENTRALIZED MARKETING -

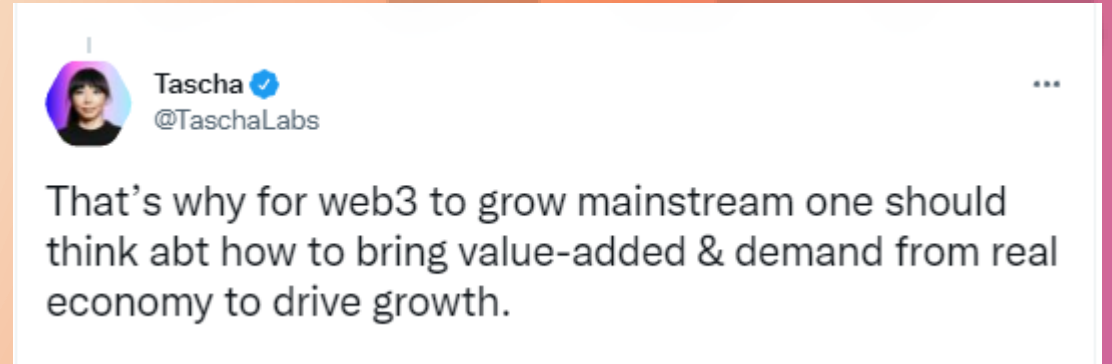


Problems in Web 3.0

- ❖ Unsustainable ('Ponzi' ▲ model)
- ❖ Mostly Decentralized finance (DEFI) ONLY
- ❖ Lack of real-world utilities & applications
- ❖ Difficult for businesses to enter Web 3.0
- ❖ High gas fee on micro-transaction
- ❖ User unfriendly UI

In Web 3.0 → Demand for **SaaS for Web 3.0**

→ Demand for **Real Economy & Sustainable Tokenomic to drive growth**





Why Now

- ❖ The rise of Web 3.0 (blockchain) and its 'X to Earn'
- ❖ The idea of DAO for autonomous coordination
- ❖ Businesses still not heavily engaged in Web 3.0
- ❖ **No enough tools and infrastructure** to support these ideas



Ben Schecter
@benschecter

DAOs should theoretically be a vehicle for amplifying collective intelligence. But the tools and infrastructure just are not there yet.

You can't amplify collective intelligence on top of Discord and forums.



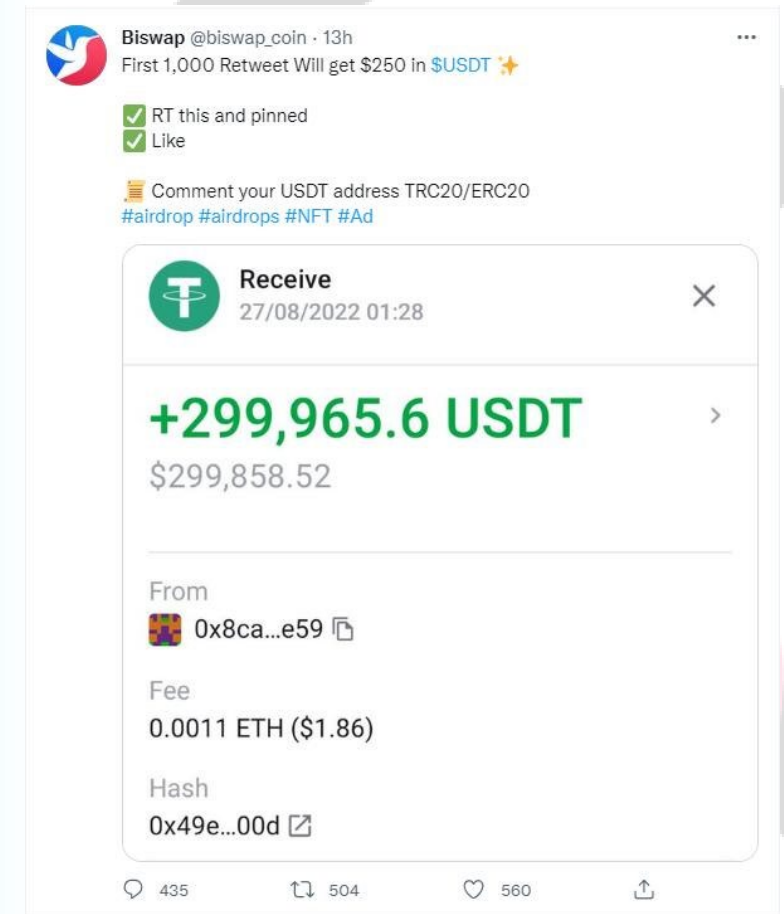
Solutions

- ❖ **Integrable protocols** to monetize the value of participants
- ❖ Lowering the gas fees for high-frequency micro-transaction
- ❖ Essential tools and utilities for non-technology builders
- ❖ **All-in-one platform** for businesses to build in Web 3.0
- ❖ User-friendly Ui for reducing the learning curve
- ❖ **Sustainable tokenomic** for both short and long run

Web 3.0 builder for revolution, trust and reputation

Market opportunities

- ❖ Disrupt social marketing to monetize users' value
 - ❖ **'Participation Marketing'** for better user engagement
 - ❖ Users can earn during participation
 - ❖ Marketers get better sale conversion
- ❖ Empower the **gig economy** to monetize creators' value
 - ❖ Serve DAO and businesses better with Crypto payments
 - ❖ Remove middleman between business and gigs worker
- ❖ **SaaS for Web 3.0** to provide essential utilities for business
 - ❖ Business needs new SaaS for Web 3.0 to enter the space
 - ❖ Save time and redundant efforts for business





Market Opportunity for 'X to Earn' in Social Marketing

4.6 Billion

Global social media users

3.5 Billion

Use social media for brand search

2.37 hrs

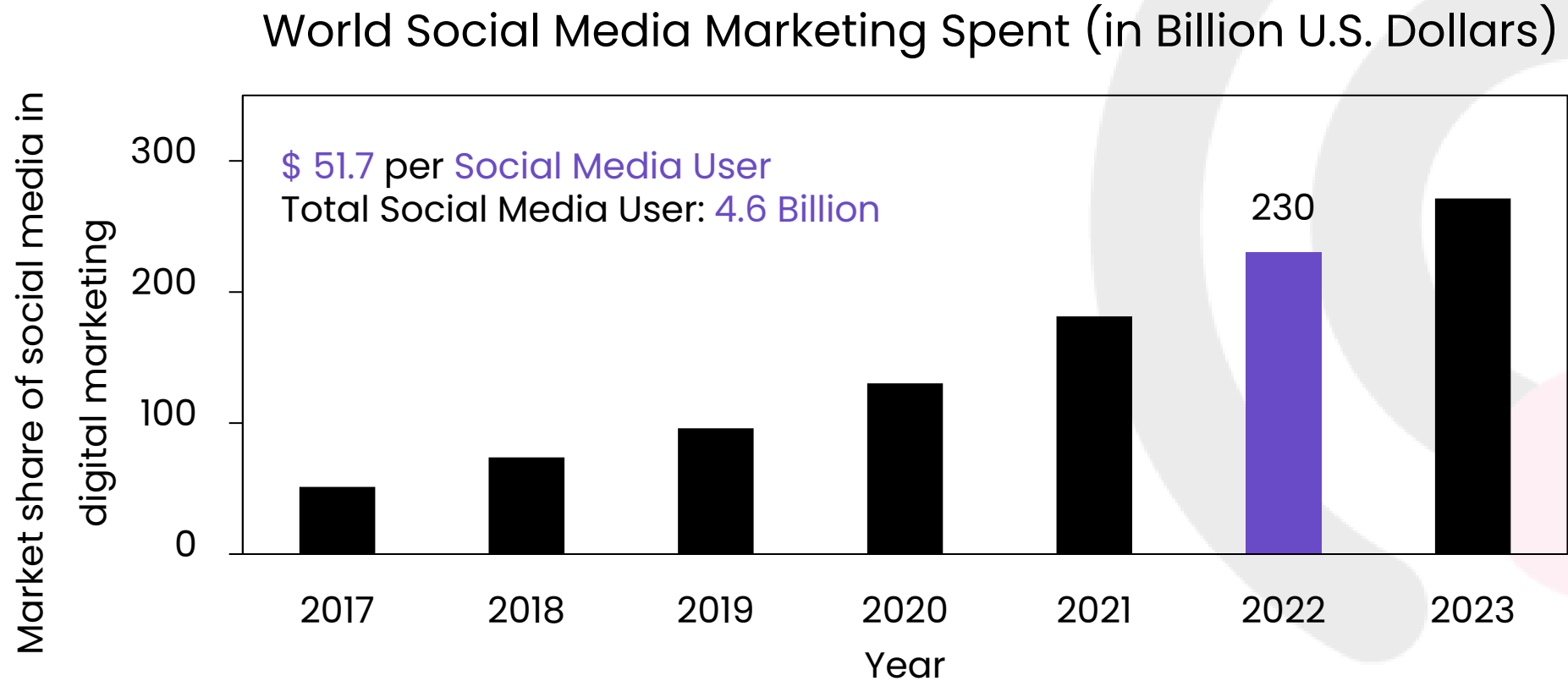
Time spent on social media
per day

??? Billion

Use social media to earn
from their beloved brands

Source: statista.com

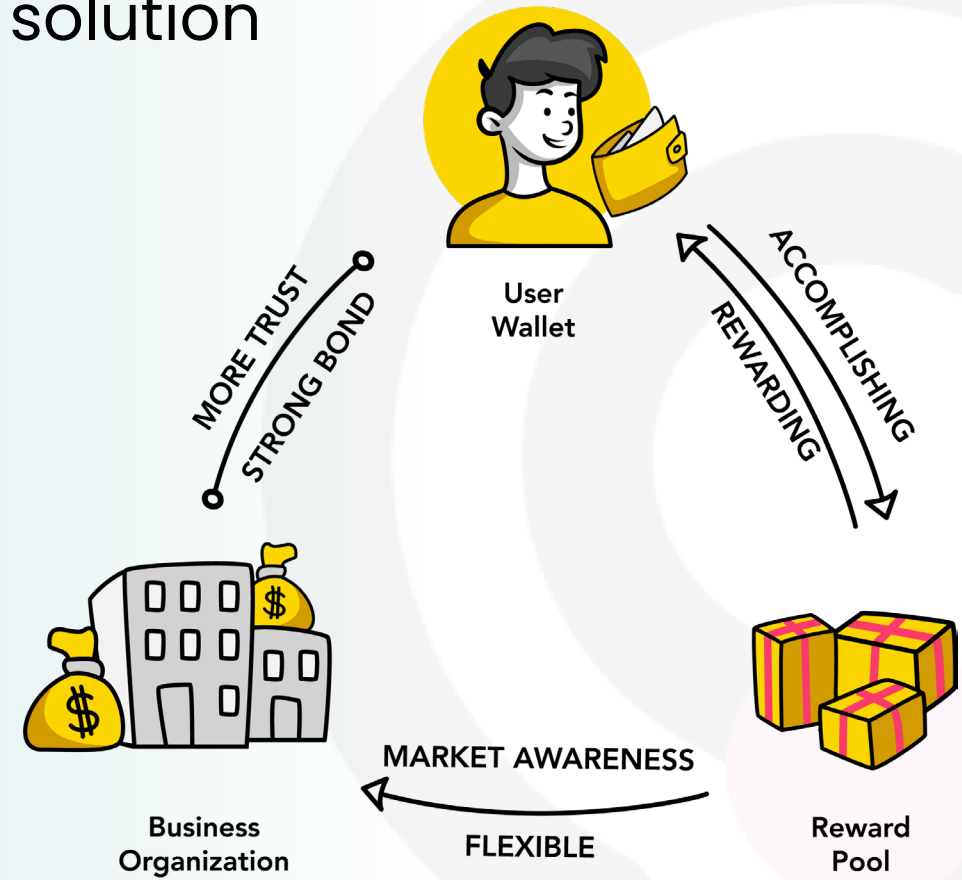
Gigantic Market for 'X to Earn' to transform



Source: statista.com

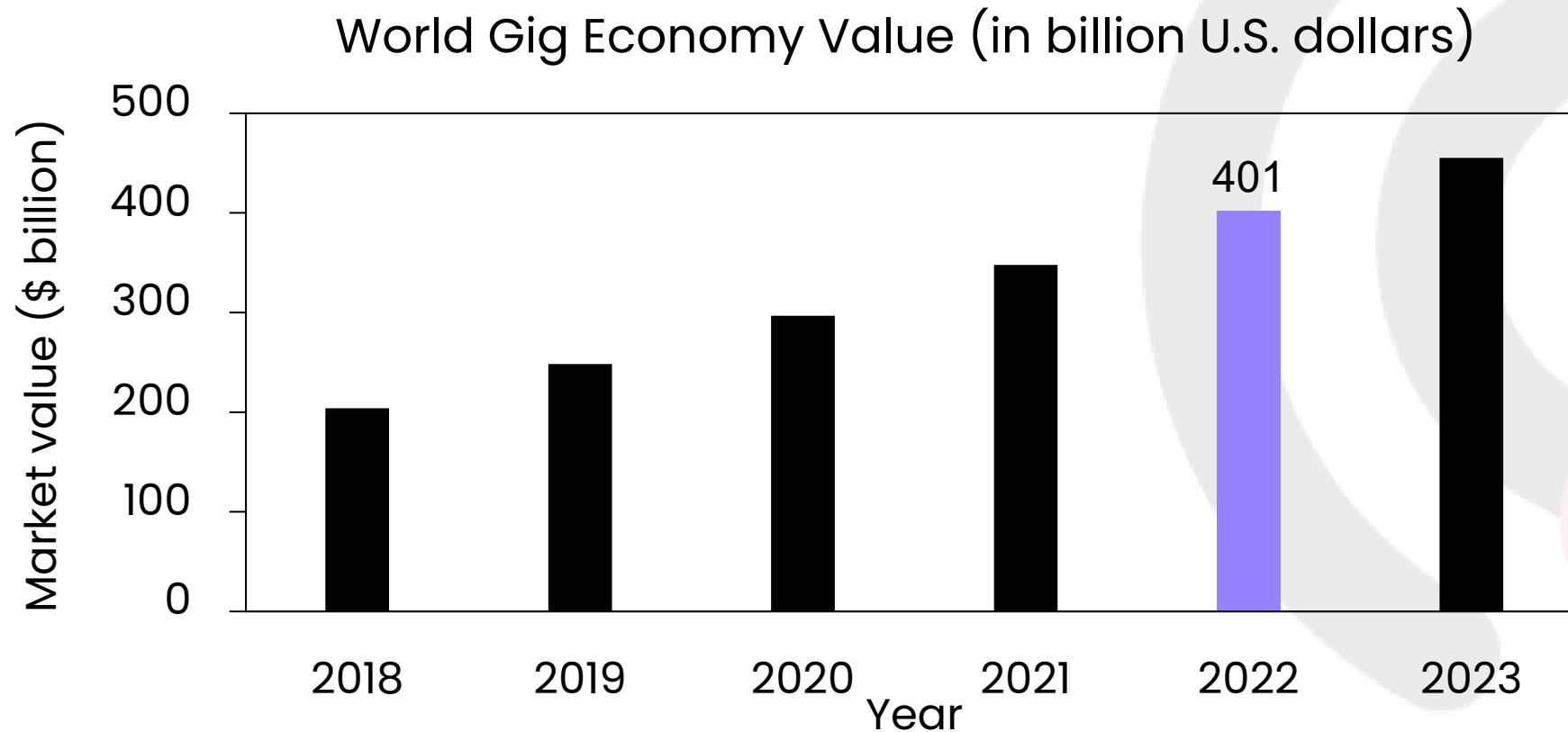
Participation Marketing is a **Win-Win** solution

- ❖ Users can earn rewards through participation (**Proof of Participation**)
- ❖ No middleman and transparent
- ❖ Bottom-up marketing forms X community
- ❖ Stronger bond and more trust via value sharing
- ❖ Businesses get market awareness, boost engagement and sales conversion
- ❖ 4.6 billion potential new wallets
- ❖ 200 billion potential reward pools



- NEW DECENTRALIZED WIN-WIN CAMPAIGN -

Market Opportunity for 'X to Earn' in Gig Economy

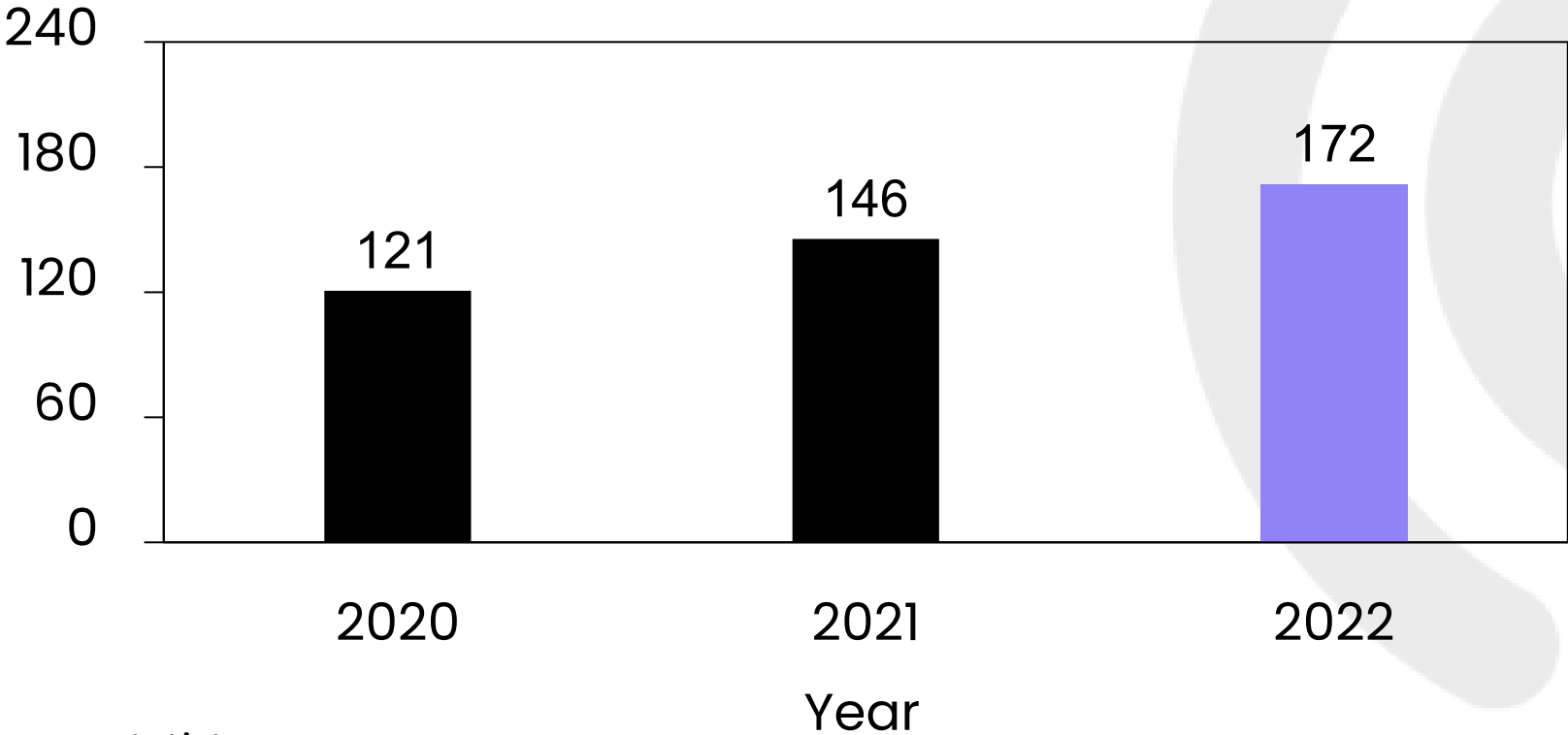


Source: statista.com



Market Opportunity of Business Application (SaaS) in Web 3.0

Cloud Software as a Service (SaaS) End-User Spent
(in billion U.S. dollars)



Source: statista.com



Convert Market Opportunity into Revenue

Web 2.0

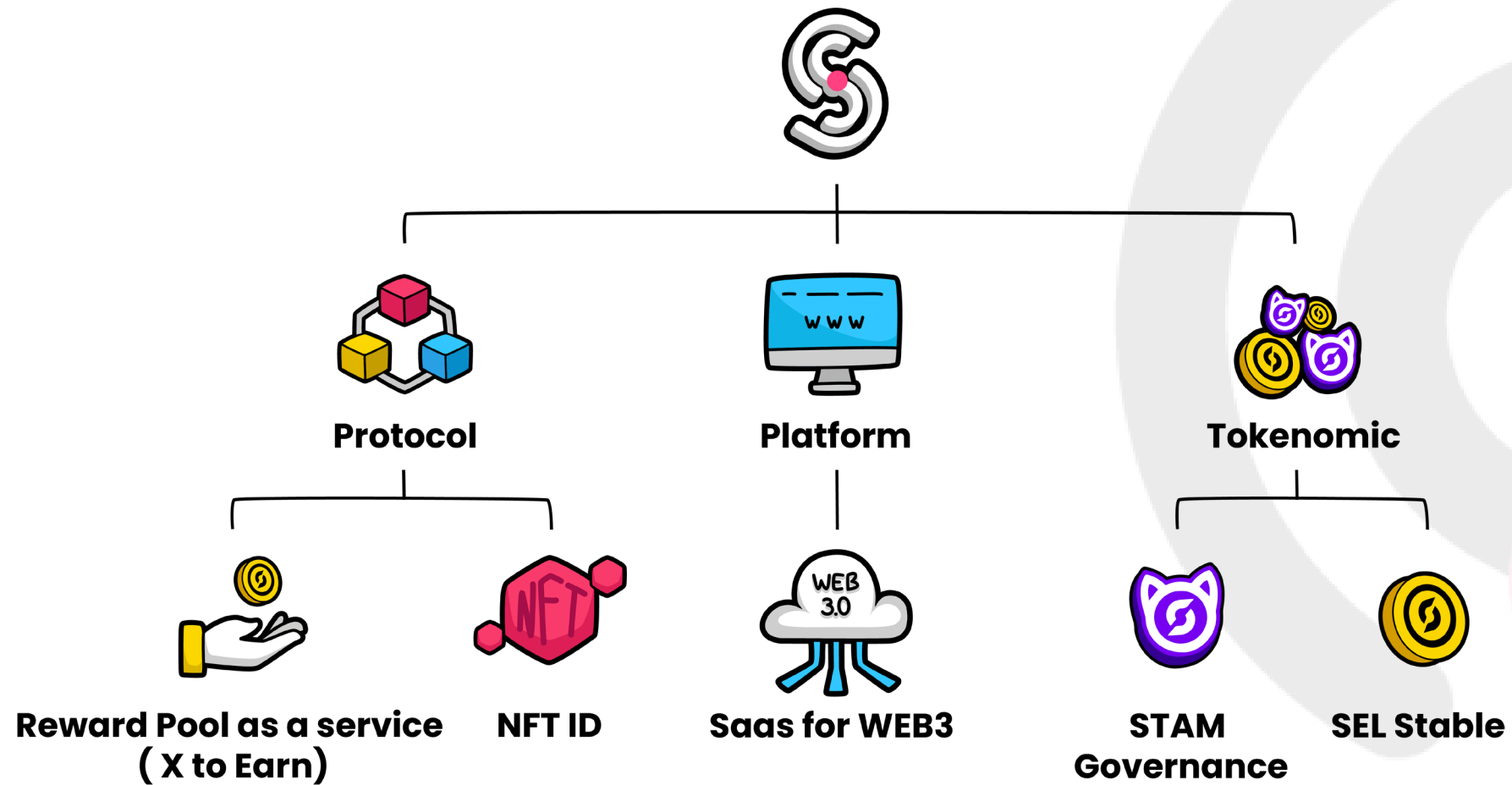
Social Media Marketing
Gig Economy
SaaS

Total Market Size
> 800 Billion

Web 3.0

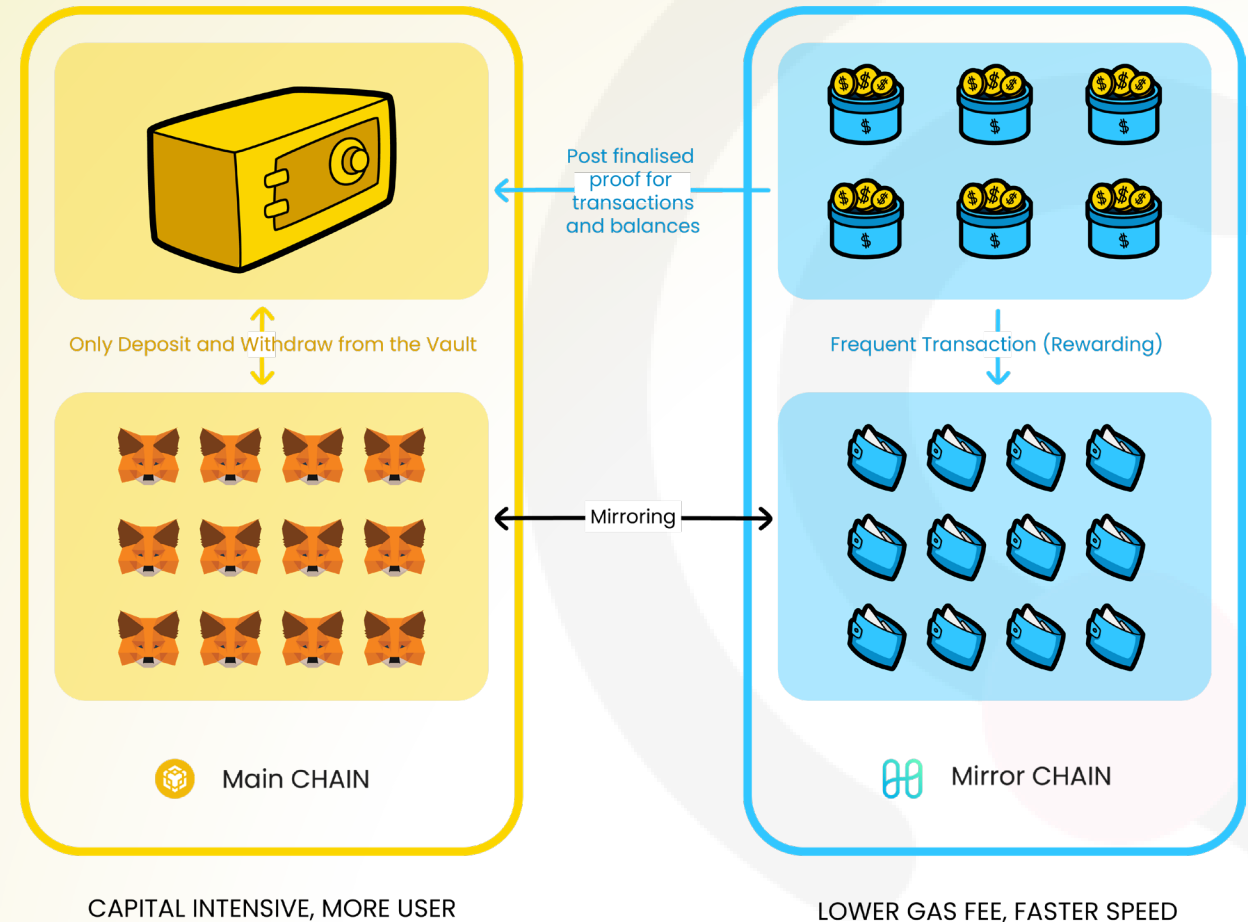
X to Earn
DAO
SaaS for Web 3.0

Product Structure



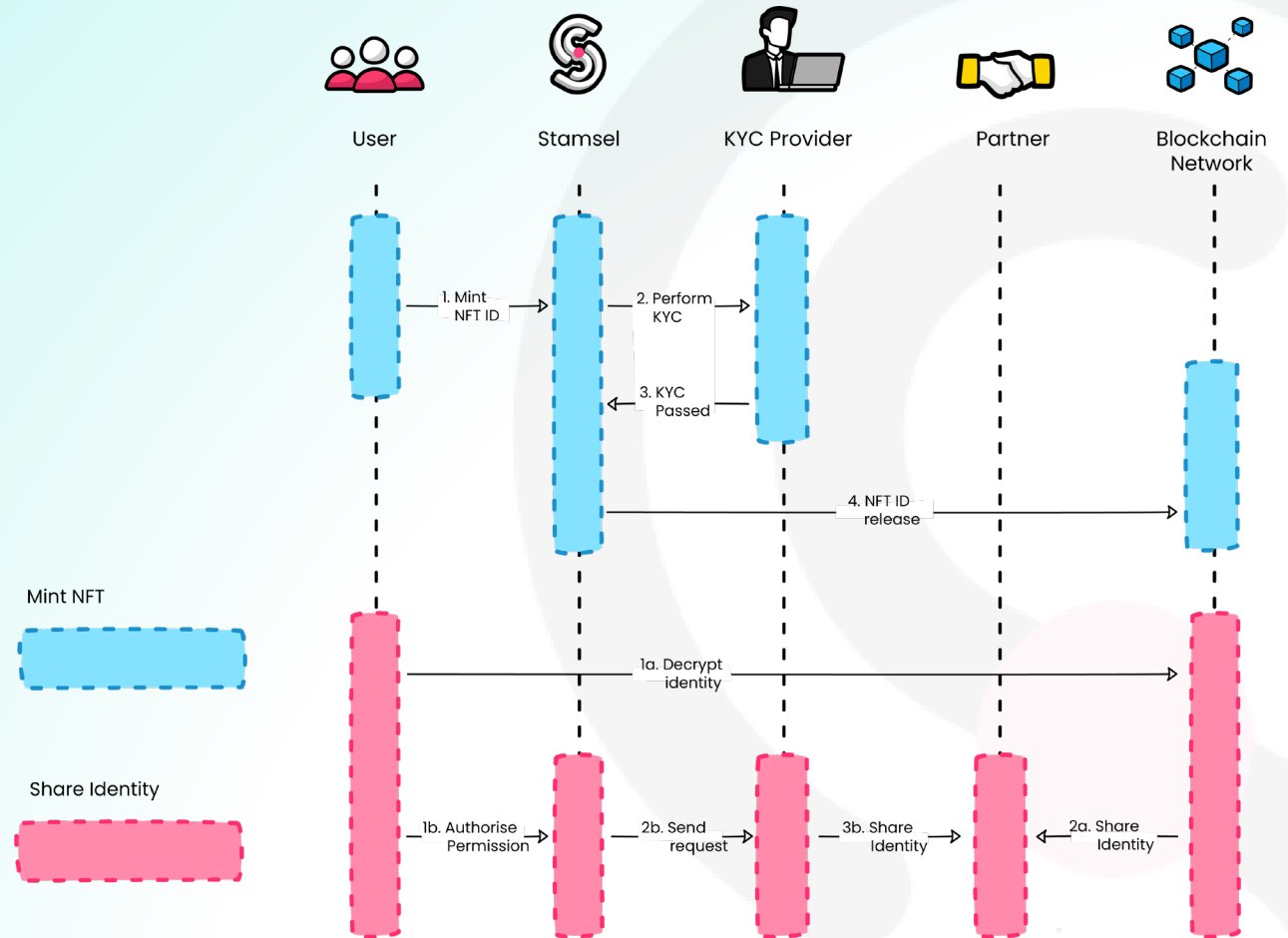
Reward Protocol

- ❖ Reward Pool as a service
- ❖ Integrable through API or create directly on Platform
- ❖ 'Mirror chain' approach for a low gas fee and faster speed
- ❖ A mirror of data processing like layer 2 for all
- ❖ Infrastructure for 'X to earn'

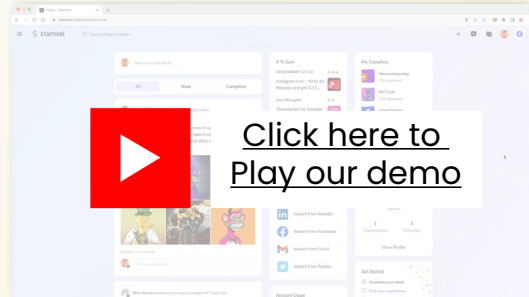


ID Protocol

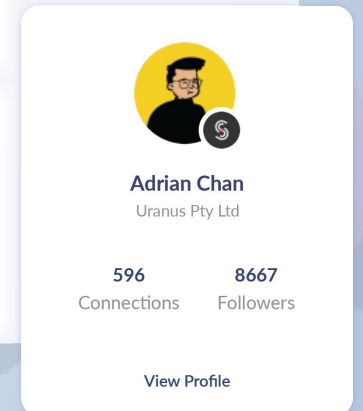
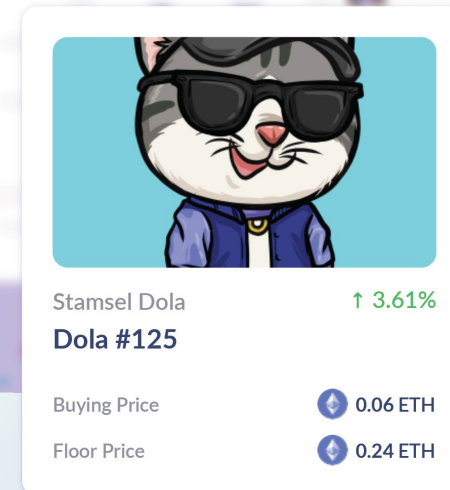
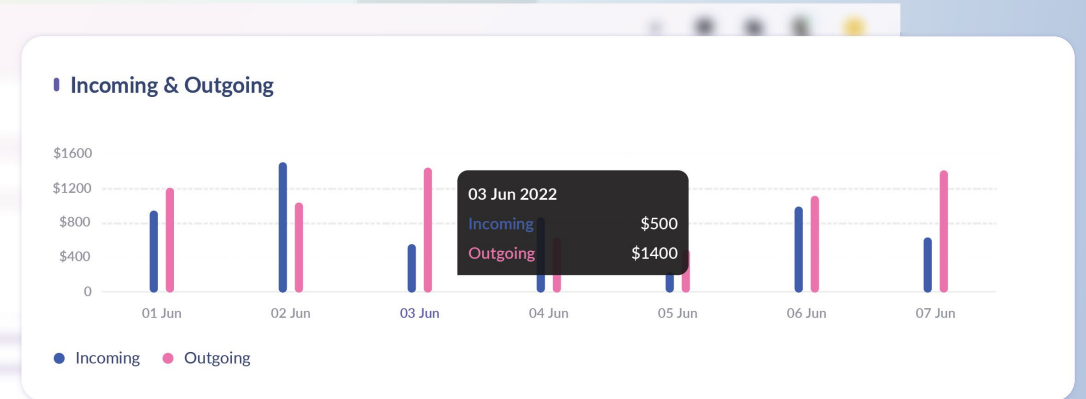
- ❖ Identity as a service (Utility NFT)
- ❖ KYC for once to All
- ❖ AML compliance prepare for future regulations
- ❖ Identity data encrypted and stored as metadata in NFT ID
- ❖ Data can be shared through KYC provider or NFT holder
- ❖ Remain Anonymous (ZK proof)



Platform

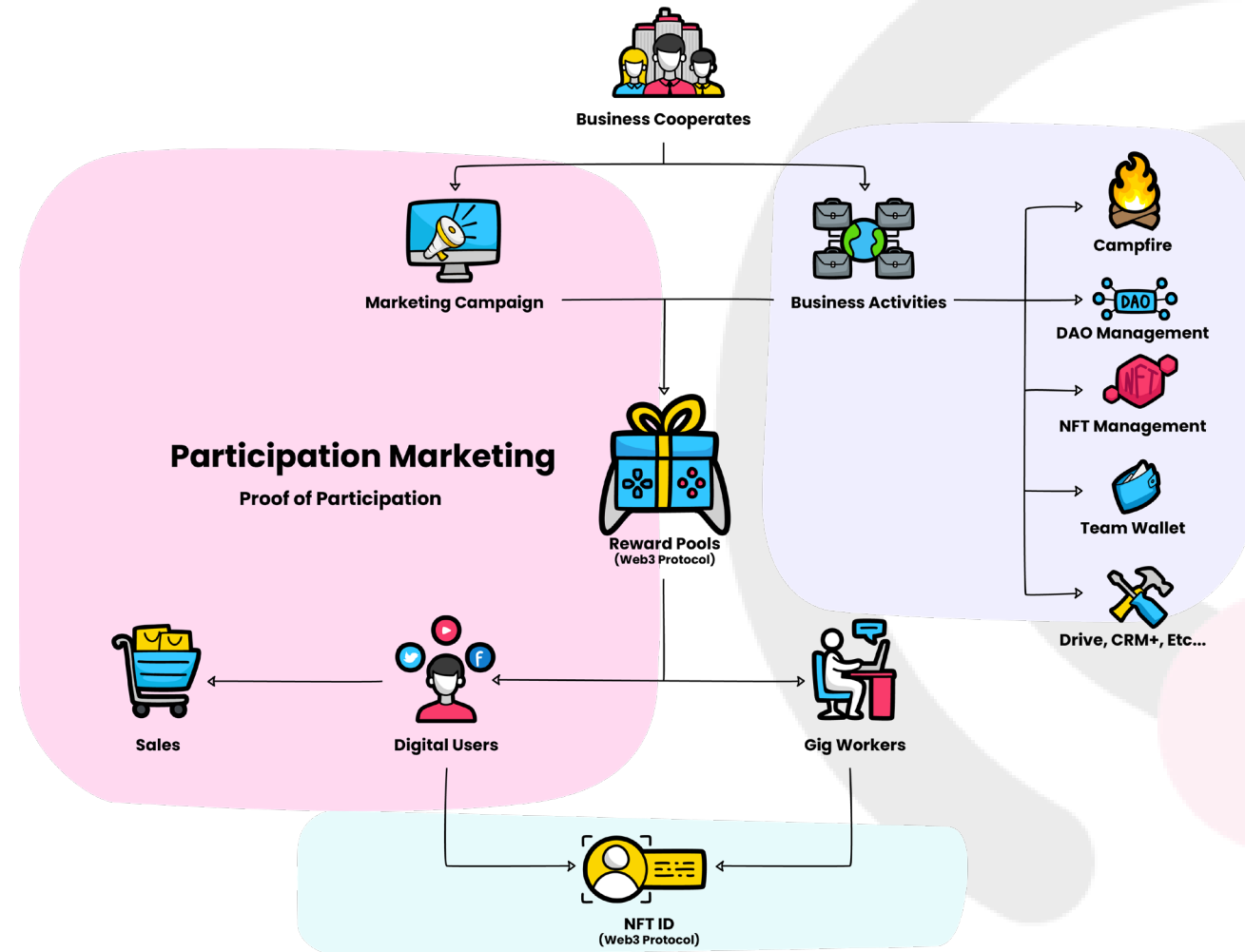


- ❖ SaaS for Web 3.0
- ❖ Featured with familiar UI
- ❖ Multiple useful utilities and services
- ❖ A good showcase for using our protocol



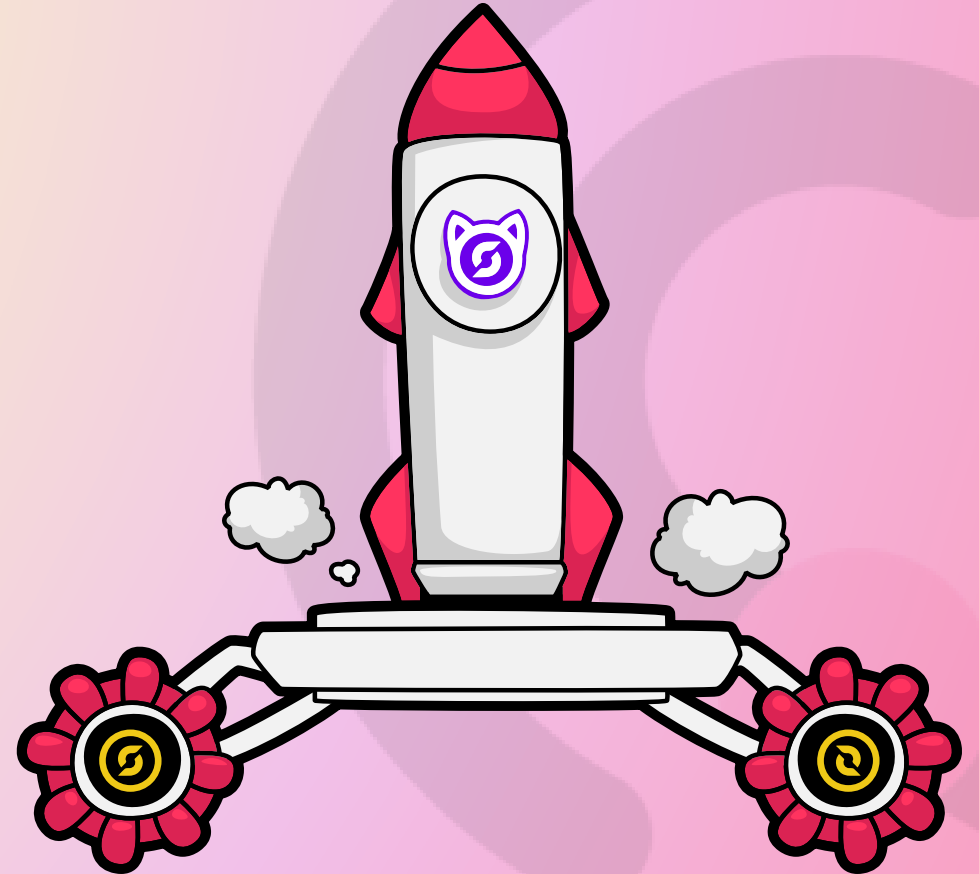
Product Map

-  Participation Marketing
-  SaaS for Web3
-  Gigs Economy
-  Web3 Identity



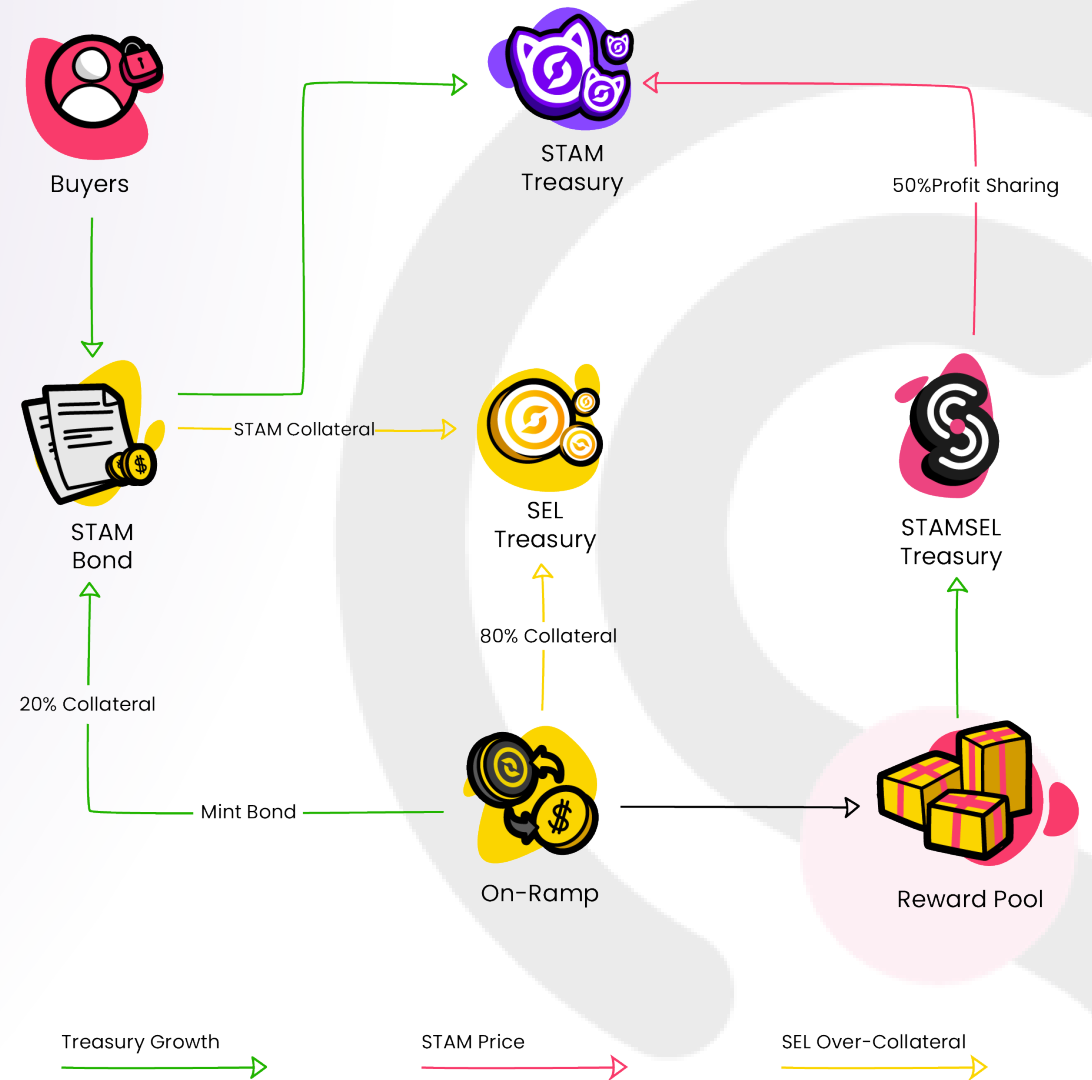
Tokenomic

- ❖ Dual Token Economy
- ❖ STAM as the governance token
 - Governance & profit sharing
 - Protocol-owned liquidity
- ❖ SEL as the stable utility token
 - Economic utility
 - Over collateral ($\$1 < 1 \text{ SEL}$)



Tokenomic Objectives

- ❖ Three tokenomic objectives
 - Treasury growth
 - Supporting STAM Price
 - SEL over-collateral
- ❖ Stamsel revenue provides the basic driving force for treasury growth
- ❖ SEL treasury has STAM and USDC as its collateral
- ❖ STAM floor price provides additional value to SEL collateral which is over-collateral in nature





STAM distribution

- ❖ Initial public issuing: 1,000,000 STAM at \$1.
- ❖ 10% of STAM for strategic investors
- ❖ 20% of STAM for early investors & team
- ❖ 20% of STAM minted by SEL protocol
- ❖ 50% of STAM distributed via bond sale
- ❖ 6.5 years to mint 95% of STAM
- ❖ Initial business value fully realized in 7 years
- ❖ STAM staking to support growth

	Percentage (%)	Amount
Strategic Investors	10%	8,000,000
Early Investors	12%	9,600,000
Team	8%	6,400,000
SEL protocol	20%	16,000,000
Bond Sale	50%	40,000,000



Business Model

- Charge taxes on reward protocol
- Subscription fee on the platform
- Liquidity yield farming on Curve
- Commission fees on Cooperate DEFI



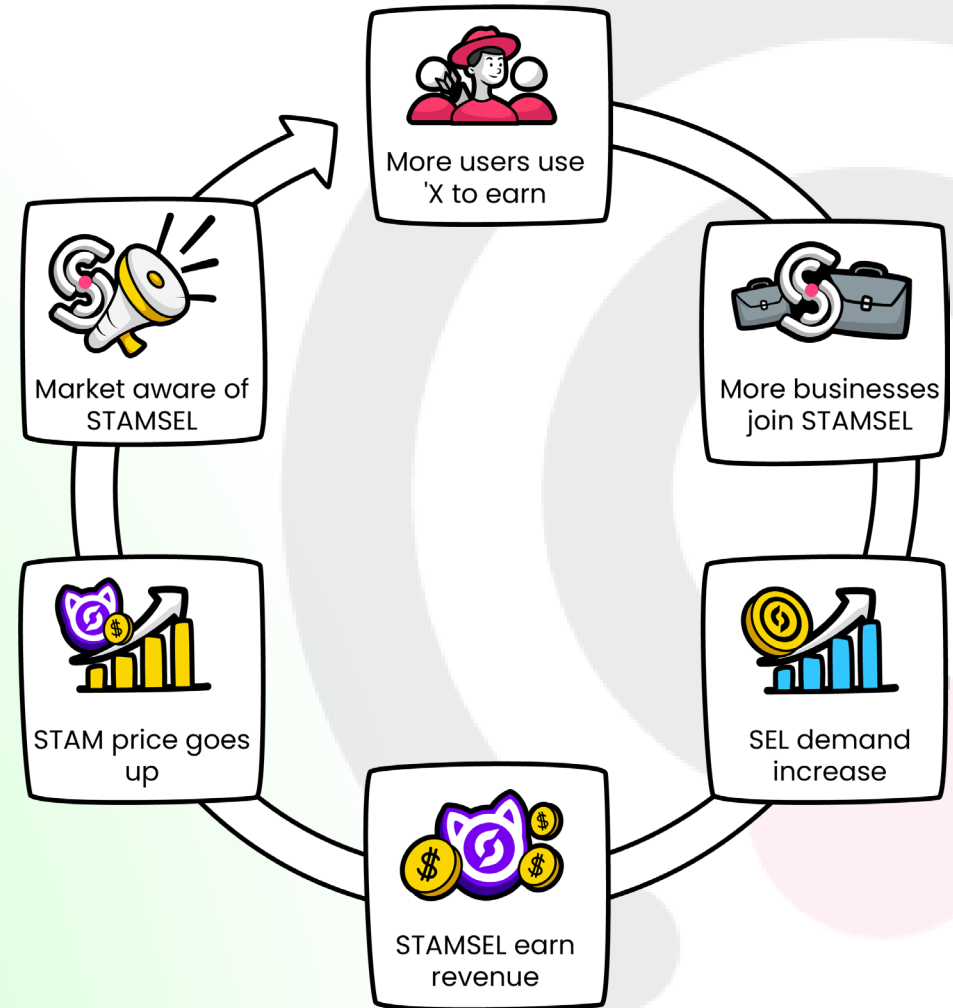
Annual Revenue per thousand business customers

- ❖ Assumption based on small and medium business customers who have 500 thousand to 5 million revenue per year
- ❖ Each has an average revenue of 1 million
- ❖ Each invests 5 % of revenue in crypto
- ❖ Each spending 1 % of revenue on participation marketing and gig works
- ❖ Each has 5 subscription users

	Margin	Revenue (\$)
Cooperate DEFI	0.2%	100,000
Subscription fees	\$10 per user	600,000
Yield Farming	2%	1,000,000
Taxes on protocol	10%	1,000,000
Total		2,700,000

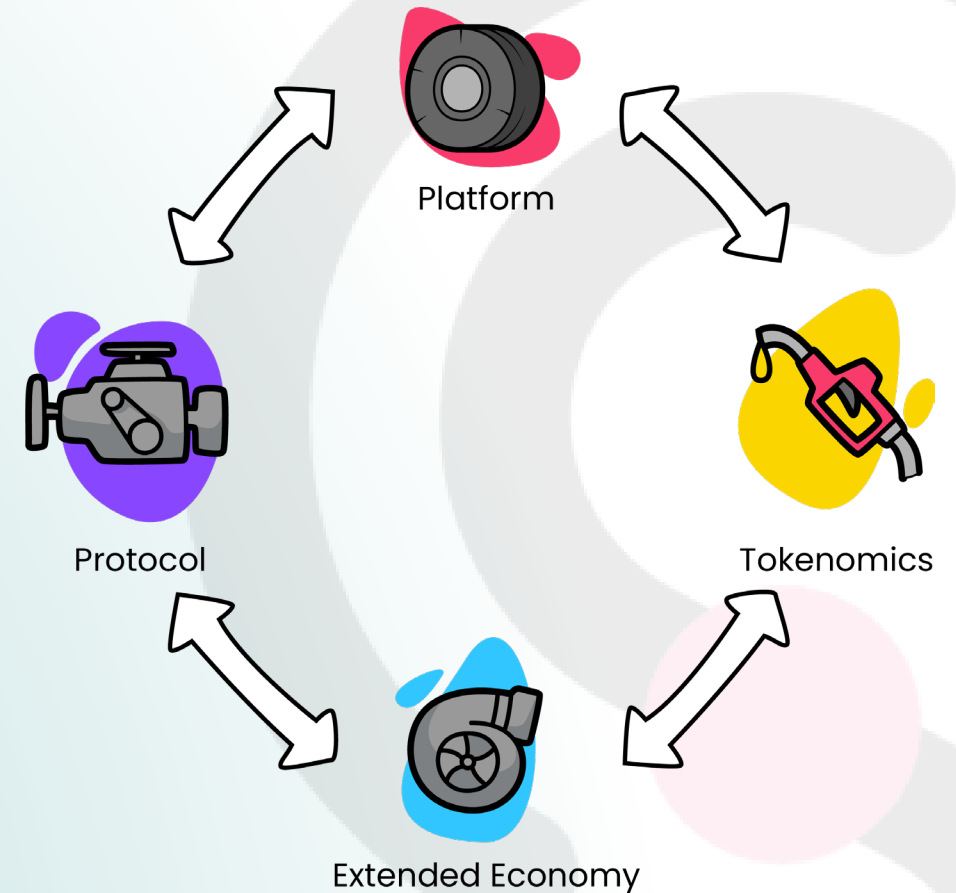
Growth Flywheel

- ❖ Positive feedback loop
- ❖ Most parts play organically
- ❖ Scalable
- ❖ Sustainable
- ❖ Tokenomic play a vital role to bring market awareness



Product Ecosystem

- ❖ Platform (wheels) for business workflow process
- ❖ Protocol (engine) for network running
- ❖ Tokenomics (fuel) to power the system
- ❖ Extended economy (turbocharger) to bring more values





Comparison of digital marketing



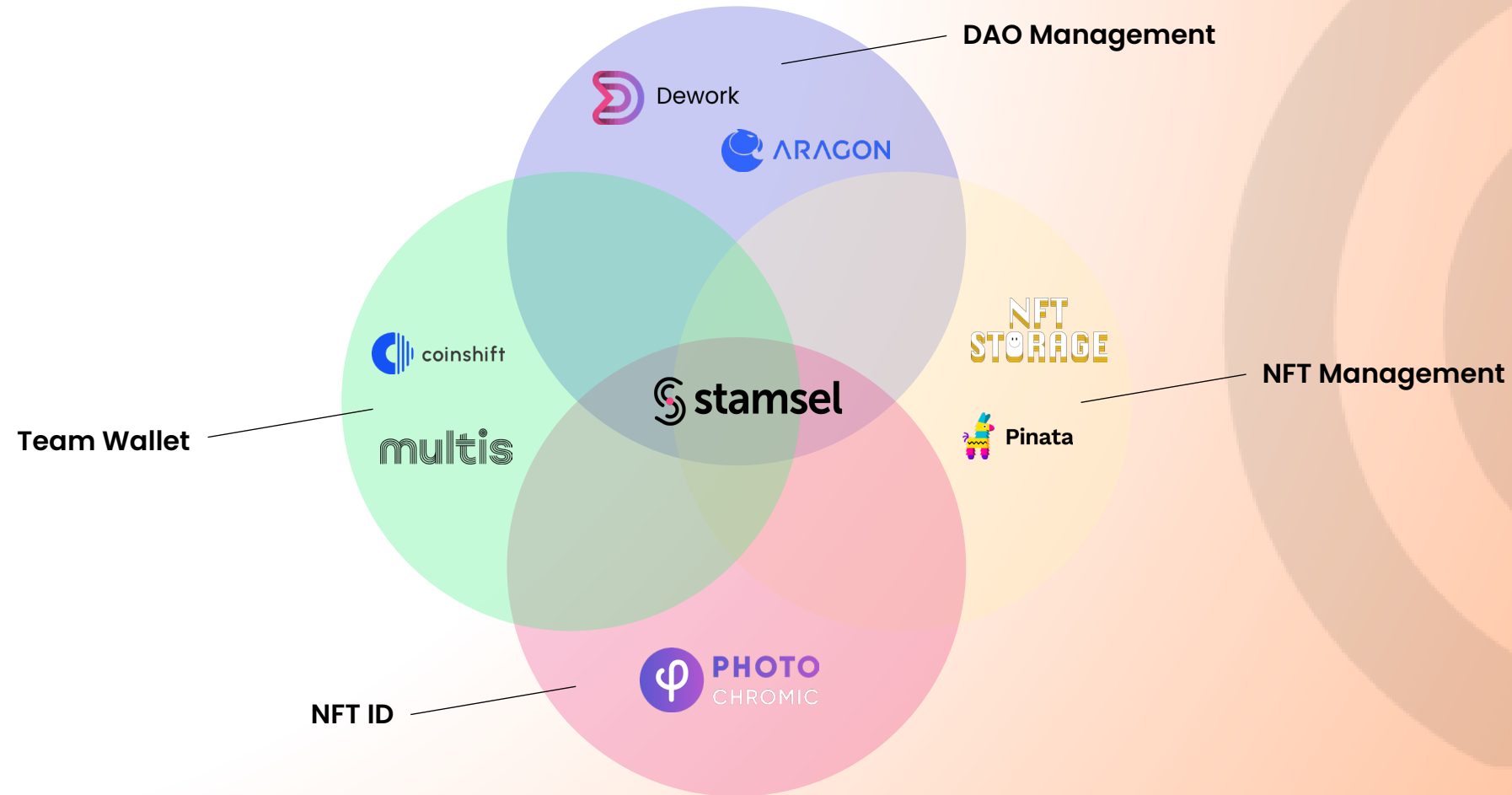


Comparison of digital marketing

	Stamsel (SEL)	Brave Browser (BAT)	Steemit (STEEM)	WEB2 (Google, etc.)
User Earn	Yes, A lot	Yes, A little	Yes, A little	No
User Engagement	Yes	No	No	No
Method	Proof of Participation	Proof of Attention	Proof of Brain	CPM /Click based
Publisher Revenues	No Publisher	Low	Low	Large
Strategy Planning	Easy	Hard	Hard	Hard
Cost	Lowest	Low	Expensive	Expensive
Deliverability	Confirm Deliver	Uncertain	Uncertain	Uncertain
Accountability	Public Blockchain	Internal Metric	Internal Metric	Internal Metric
Ecosystem	Open Protocol	Free software	Social Media	Walled Gardens



Comparison SaaS for business in WEB3





Comparison SaaS for Web 3.0 vs WEB 2.0

	SaaS for Web 3.0 – Stamsel	Existing SaaS for Web 2.0
User Identity	Wallet as an identity NFT as an identity	Username & Password
User Onboard	Instant	Sign up form
Data Storage	IPFS and Decentralized Chain	Centralized Storage
Subscribe By	Staking token Crypto and Fiat	Fiat only
Ready for DAO	Yes	No
Ready for NFT	Yes	No



Burn rate & Growth Projection

- ❖ Burning rate
 - 8 team members + founder
 - Founder: one-man show for everything (e.g., product development, admin, financing etc.)
 - 20K USD per month (super low burning rate)
- ❖ Growth projection
 - 'X to Earn' is proven to be popular in Web 3.0, the key is sustainable
 - Based on STAM minting rate & projection market price
 - Expected revenue between 2 million to 10 million in a year



Financials

- ❖ Based on the estimated revenue of 2 million to 10 million
 - With the bearish estimation of 2 million in revenue, we expect 16 team members onboard and our profit margin is 60%.
 - With the bullish estimation of 10 million in revenue, we expect 40 team members onboard and our profit margin is 80%
- ❖ Capital allocation is our top priority, we focus on execution
- ❖ Creating real revenue is the only way to win from this Web 3.0 revolution
- ❖ No big office, No million CEO salary, No bullshit.



Funding

How much we need

- ❖ Angel Round
 - 1 million US dollars
 - 10% equity or
 - 5% equity and 1.6 million STAM
- ❖ Seed Round
 - 8 million US dollars
 - 20% equity or
 - 10% equity and 8 million STAM

Runway Available

- ❖ Angel Round
 - 6 months bridging to Seed Round
 - Theoretically a year for maximum survival
- ❖ Seed Round
 - 1 year to break-even
 - Theoretically 2 years for maximum survival



Spending

How we allocate capital

❖ Angel Round

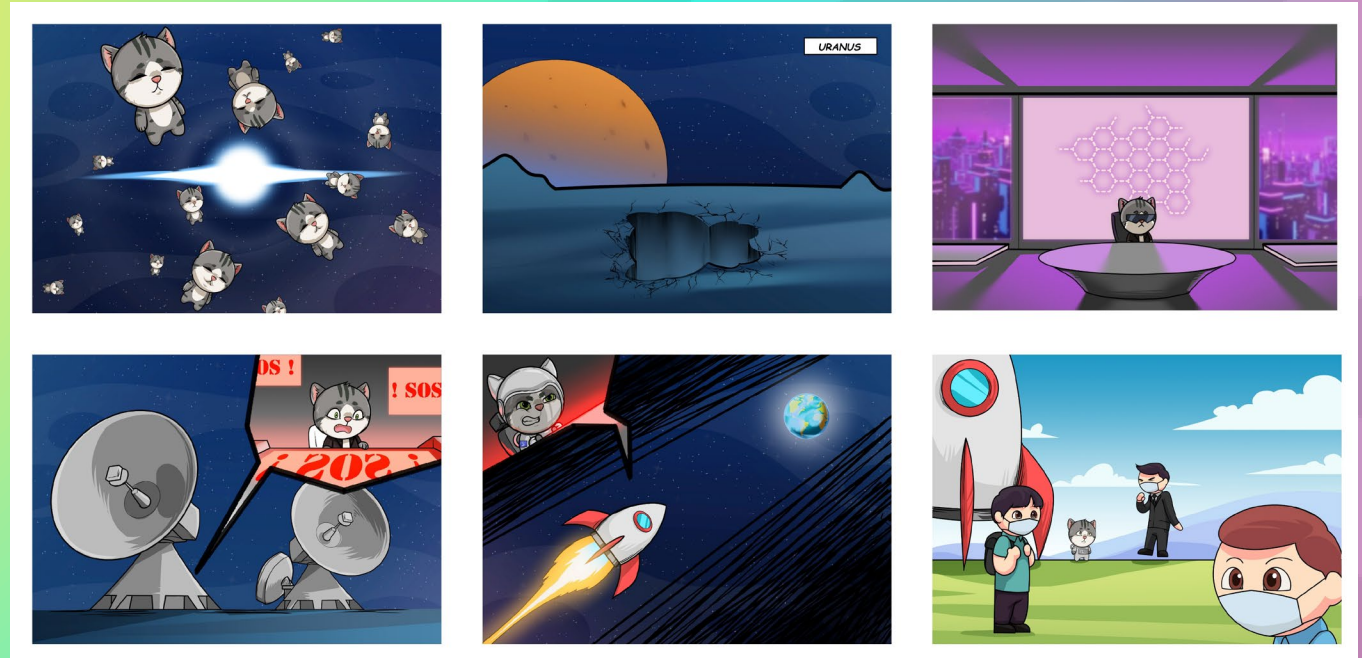
- 8 additional developers/designers and 1 HR/admin staff
- Allocating 400k to marketing and 50k to contract audit
- 150k to seed funding expenses

❖ Seed Round

- 32 additional developers/designers, 4 HR/admin staff, and 2 executive officers (CFO and CMO)
- Allocating 2 million USD to liquidity pools, 2 million USD to marketing
- 1 million to series A funding expenses.

Go to Market idea: Beta Stage

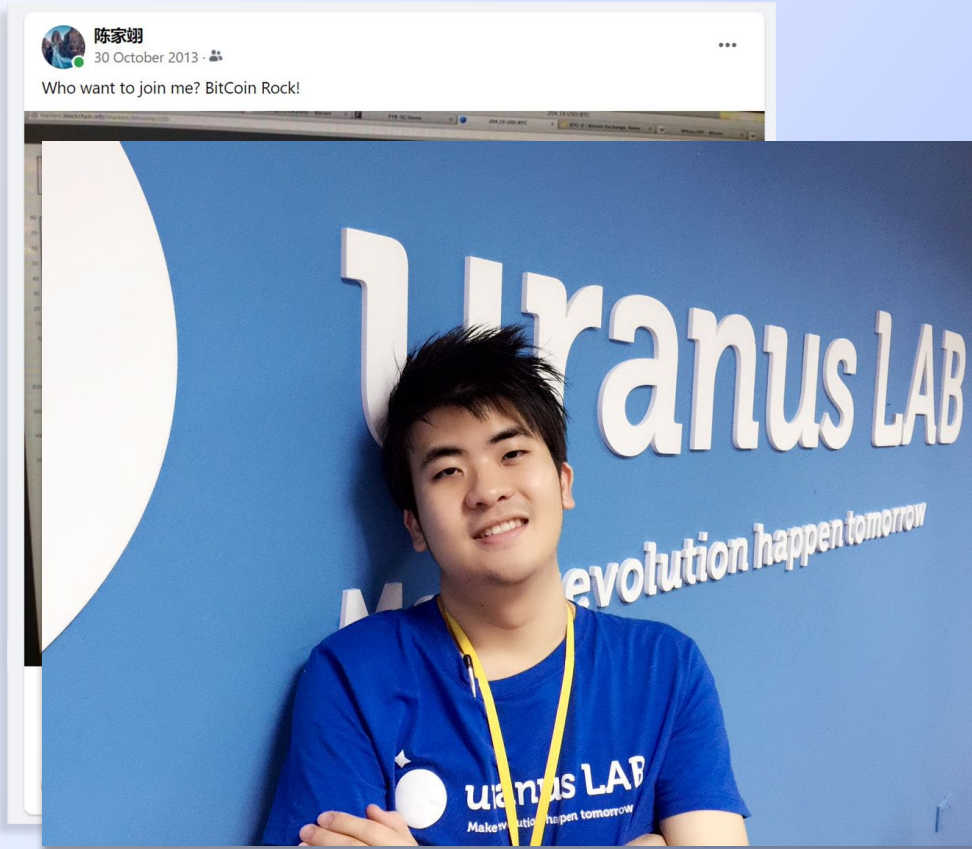
- ❖ 'KYC to Earn' for 10 SEL = \$10
 - Spend \$ 100k to acquire
 - 10,000 KYC users
 - Market validation
- ❖ 10,000 Dola NFT launch
 - Storyboard for advertising
 - Educate market
- ❖ Co-marketing with other DAO
- ❖ Acquire key business customer





Roadmap	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Financial	Angel Round	NFT sale	Seed Round	Break even	First profit quarter	Ready for Series A
Team	16	20	24	32	40	48
Platform Release	▪ Beta release ▪ Smart contract audit	▪ Stable release ▪ Mobile app (Beta)	▪ Mobile app (Stable) ▪ Protocol API	▪ In-app mobile wallet ▪ In house on-ramp ▪ Yield aggregator	▪ Complete basic Baas ▪ Connect and list 90% protocol	Join collaboration with metaverse vendor
NFT Strategy	Dola NFT pre-heat	Dola NFT release	NFT launchpad	NFT marketplace launch	Dola NFT collaboration with famous IP	First physical asset backed NFT Release
STAM DAO		DAO pre-heat	DAO launch	Treasury: 10 million	Treasury: 20 million	Treasury: 30 million
SEL Circulation		First SEL minted	1 Million	5 Million	10 Million	30 Million
NFT ID		10k NFT IDs	15k NFT IDs	20k NFT IDs	First on ramp provider recognizes our NFT ID	First CEX recognizes our NFT ID
Wallets Connected		10k	25k	50k	100k	150k
Reward Pool		500k	1 Million	5 Million	10 Million	30 Million

Team Leadership



- ❖ **Single Founder** & CXO (X=E, O, F, M, etc.)
- ❖ Graduated University of Western Australia
- ❖ Technology Enthusiast and Ambitious
- ❖ Self-Funded since 2015
- ❖ Remote working with the team during Covid Travel lockdown for years
- ❖ Blockchain Believer since 2013
- ❖ Web Development & Hosting Experience since 2008

Our Strong Team

- ❖ **7 Years** working together
- ❖ Experience team with **8 members**
- ❖ 3 Backend/Smart contract
- ❖ 4 Frontend JS
- ❖ 1 UI Designer
- ❖ Passionate and trustworthy
- ❖ Low Burn Rate





Summary

- ❖ **Stamsel** is a WEB3 **Protocols** & **Platform** empowered by dual Tokenomic (SEL & STAM) for businesses to enter Web 3.0
 - Protocols: Reward Pool for 'X to Earn' & NFT ID as services
 - Platform: All-in-One SaaS for Web 3.0 for streamlined business operation & collaboration
 - Tokenomic: Revenue driven for ultimate sustainability
- ❖ **Stamsel** provides a new way to **work, collaborate** and **earn** in Web 3.0
 - **Participation Marketing** (proof of participation): Strong force to attract both users and businesses to enter Web 3.0
 - **Gig Economy**: Extend the value of the 'reward pool' for gig workers
 - **SaaS for Web 3.0**: Basic utilities and tools to support business activities



Thanks

Never miss the next big things

Let's talk

invest@stamsel.com

Visit us some time at

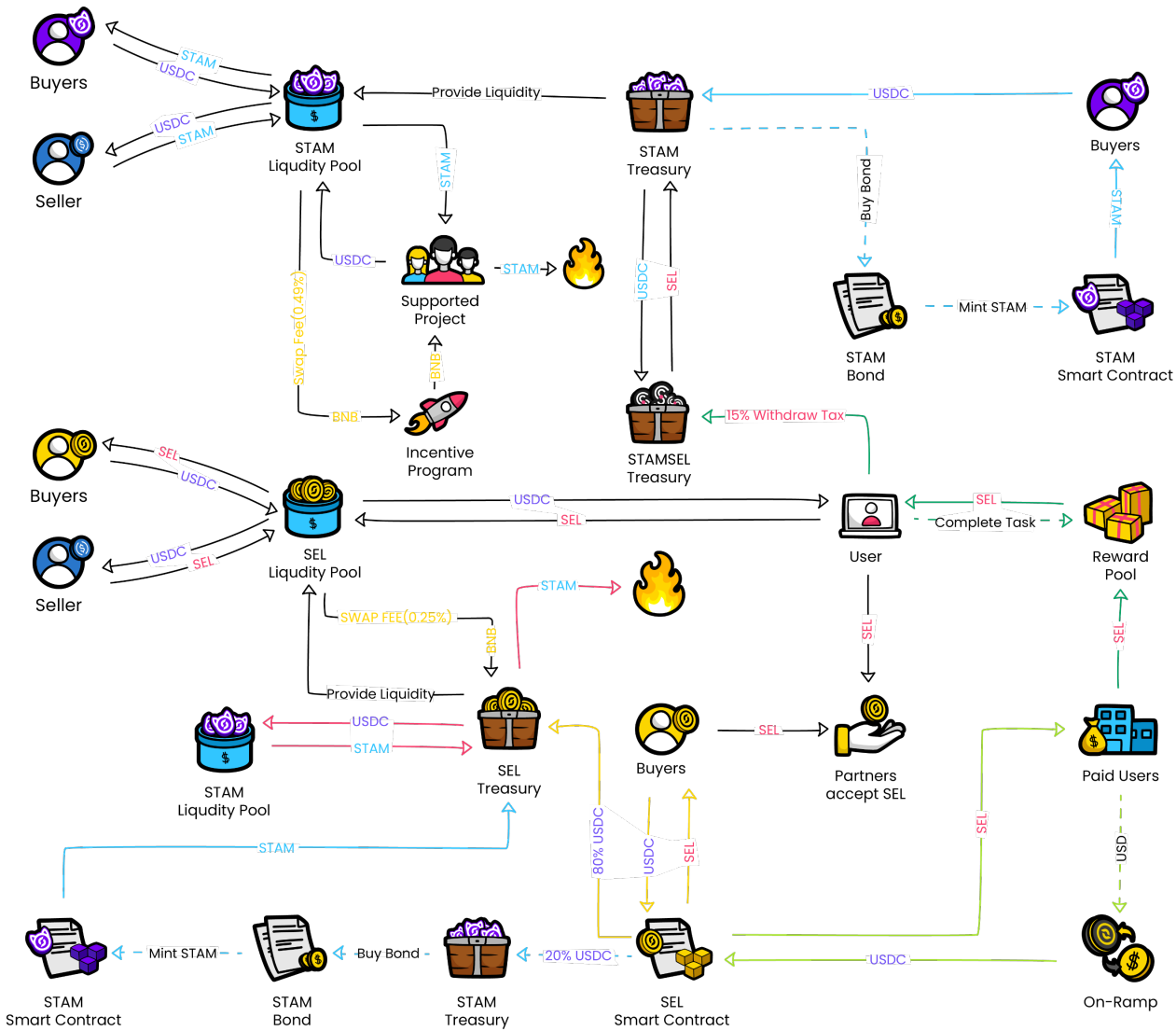
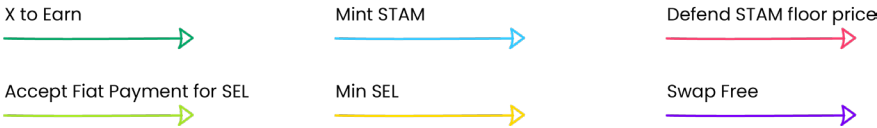
Sydney, Australia

Chongqing, China



Tokenomic map

Reference slide





Tokenomic Distribution Chart

Reference slide

