



THE FIRST WEB3 SOCIAL MARKETPLACE

snyp̣er

HELLO WE ARE SNYP̣ER
INFLUENCE TO EARN
DECK



— THE PROBLEM

S

A RAPIDLY GROWING SOCIAL E-COMMERCE INDUSTRY FAILS TO FACILITATE THE INTERCONNECTION USERS CRAVE:



MOST USERS ON SOCIAL MEDIA PASSIVELY PROMOTE BRANDS WITHOUT GETTING REWARDED



HIGH FOLLOWER COUNTS DON'T NECESSARILY GENERATE ENGAGEMENT AND INCREASED SALES FOR BRANDS



SMALL CONTENT CREATORS DON'T HAVE ACCESS TO DEALS WITH MAJOR BRANDS



SHOPPERS HAVE NO WAY TO SHARE THEIR EXPERIENCES WITHIN THEIR SOCIAL CIRCLE



— THE SOLUTION

**A SEAMLESS EXPERIENCE
BLURRING THE LINES BETWEEN
SHOPPING, LIFESTYLE AND
SOCIAL CIRCLE**

INTRODUCING

snypers



**USERS OF ALL SIZES ARE REWARDED
FOR THEIR BRAND AWARENESS**



**BRANDS ARE AUTOMATICALLY
MATCHED WITH CORRESPONDING
INFLUENCERS**



**COMMUNITIES GIVE BIRTH TO
INFLUENCERS INSTEAD OF THE
OTHER WAY AROUND**



**YOU CAN SEE WHAT PEOPLE IN YOUR
CIRCLE ARE BUYING AND INTERACT
WITH THEM**

— VALUE PROPOSITION

DISCOVER

snyper

**MONETIZE YOUR
LIFESTYLE.
INFLUENCE TO
EARN!**



THE SOCIAL MARKETPLACE

WHERE YOU CAN MONETIZE THE
BRAND AWARENESS YOU CREATE.
BUY OR SHARE PRODUCTS AND
SERVICES, EARN REWARDS FOR
GENUINE CONTRIBUTIONS TO SALES.
TURN YOUR LIFESTYLE INTO INCOME
EFFORTLESSLY.

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— OUR PRODUCT



→ FEED

EXPLORE A BOTTOMLESS
SHOPPING EXPERIENCE THAT
KEEPS YOU SCROLLING
THROUGH SOCIAL UPDATES,
PERSONALIZED DEALS AND
MINI-GAMES

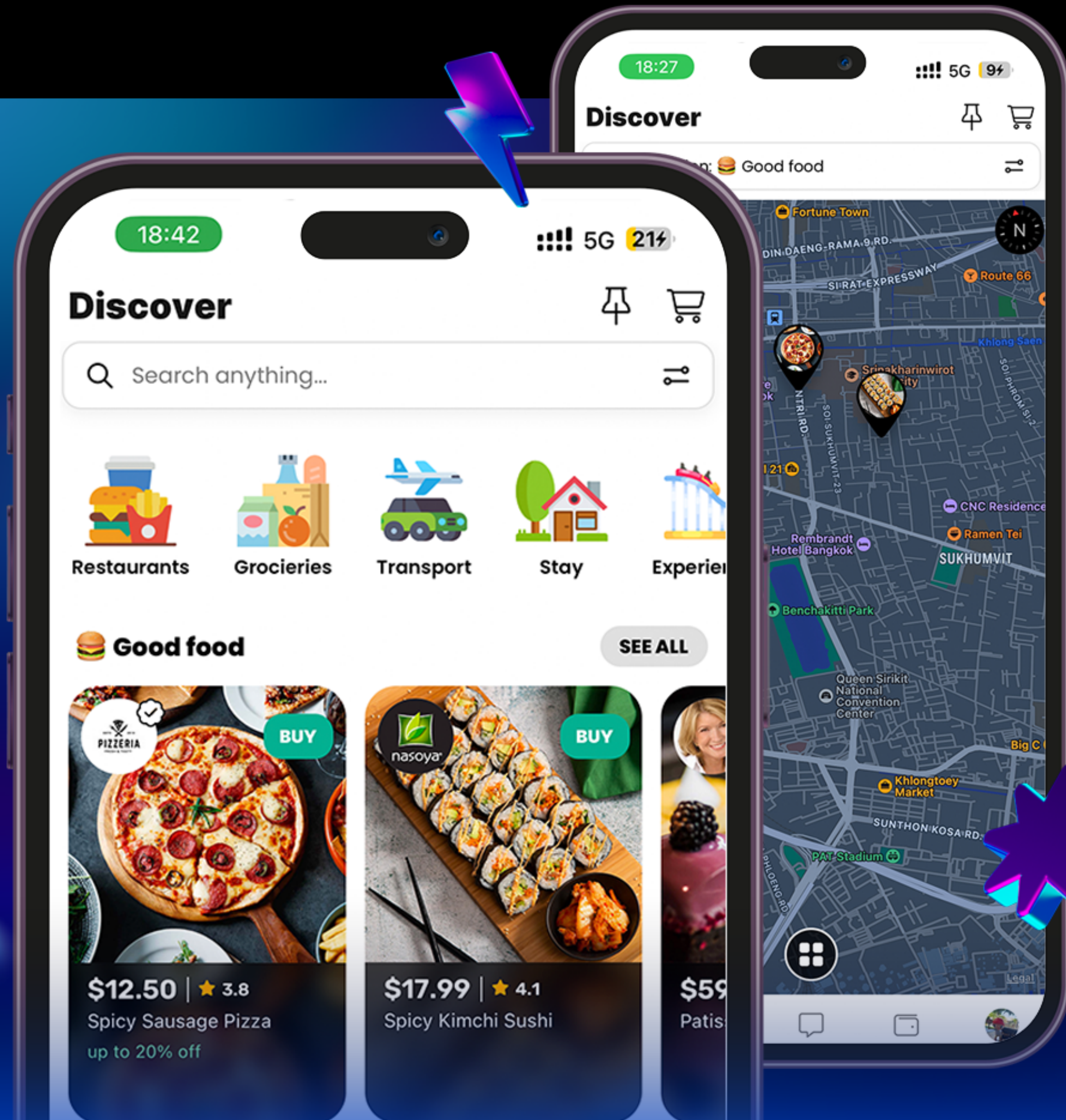
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→ DISCOVER

DISCOVER A TAILORED,
IMMERSIVE CONTENT
SHOWCASE AND SMART
SEARCH ENGINE THAT
GUIDES YOU TO WHAT
YOU'RE LOOKING FOR IN
JUST A FEW TAPS



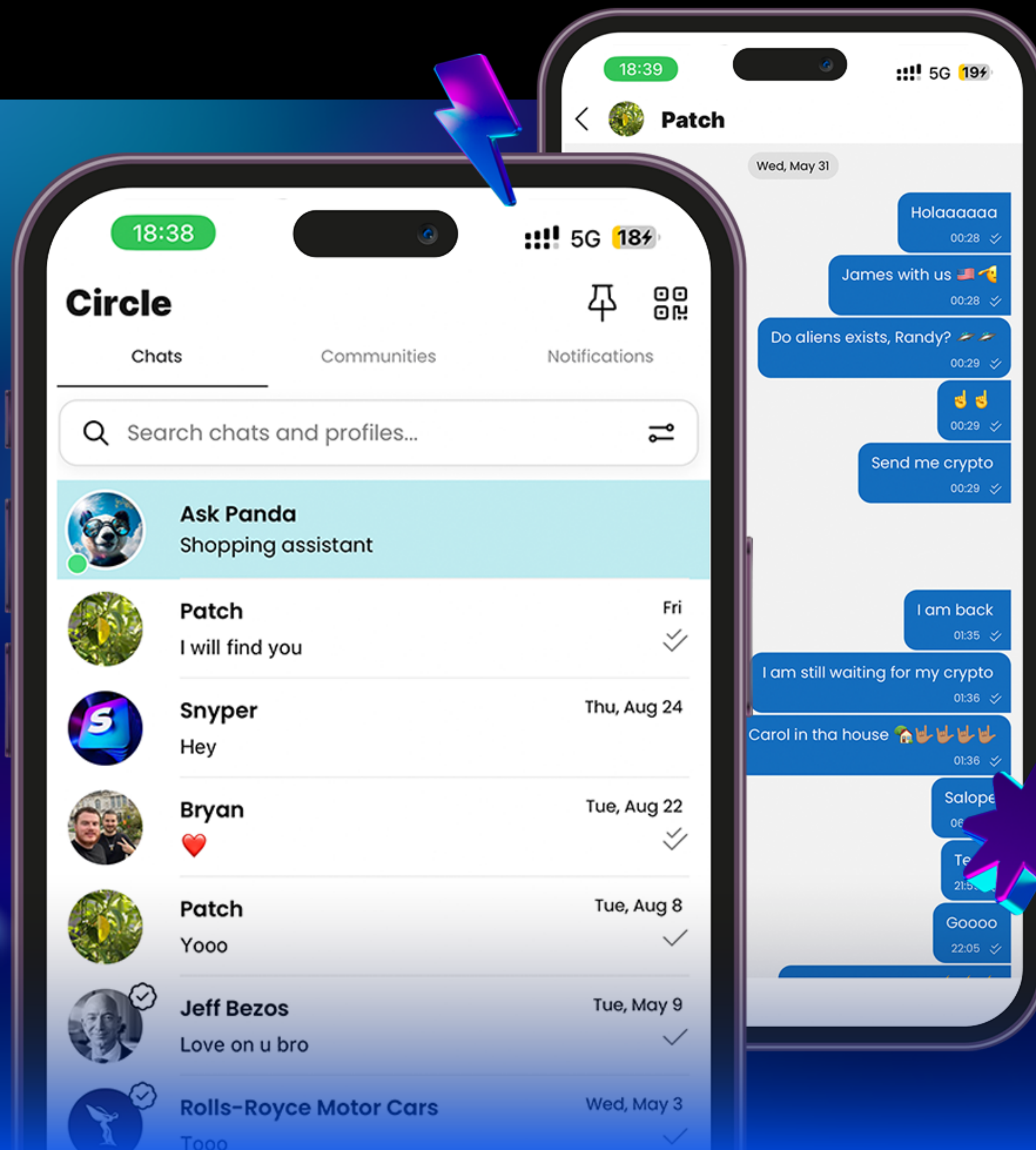
OUR PRODUCT



→ CIRCLE

CHAT WITH MERCHANTS,
INFLUENCERS AND FRIENDS.
JOIN COMMUNITIES IN AN
END-TO-END ENCRYPTED
COMMUNICATION ENGINE,
OPTIMIZED FOR SHARING

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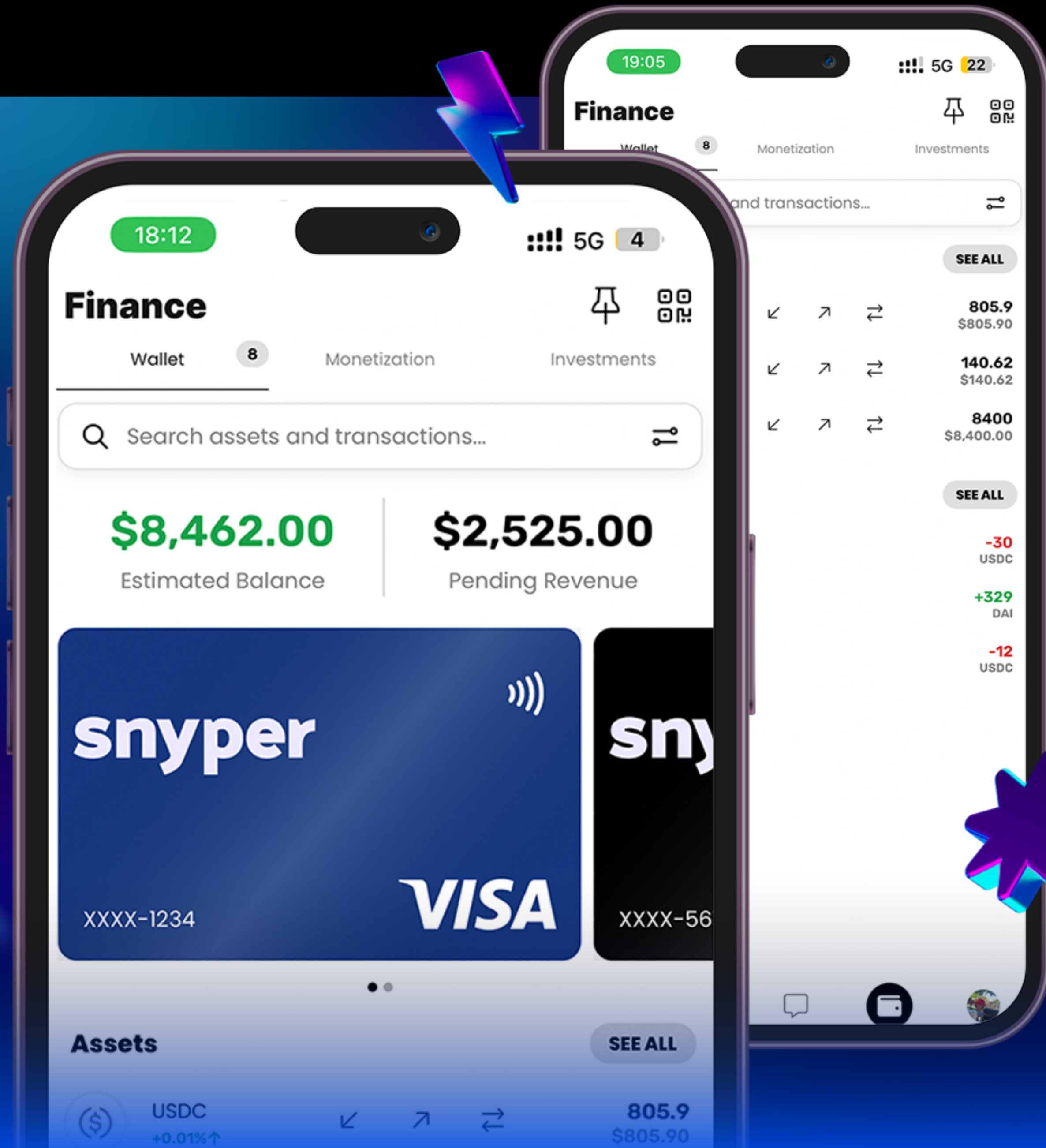
OUR PRODUCT



→ FINANCE

AN ALL IN ONE INTUITIVE, EASY TO USE WALLET. MANAGE YOUR ASSETS, REVIEW YOUR TRANSACTIONS, AND SEND OR RECEIVE BOTH FIAT AND CRYPTO

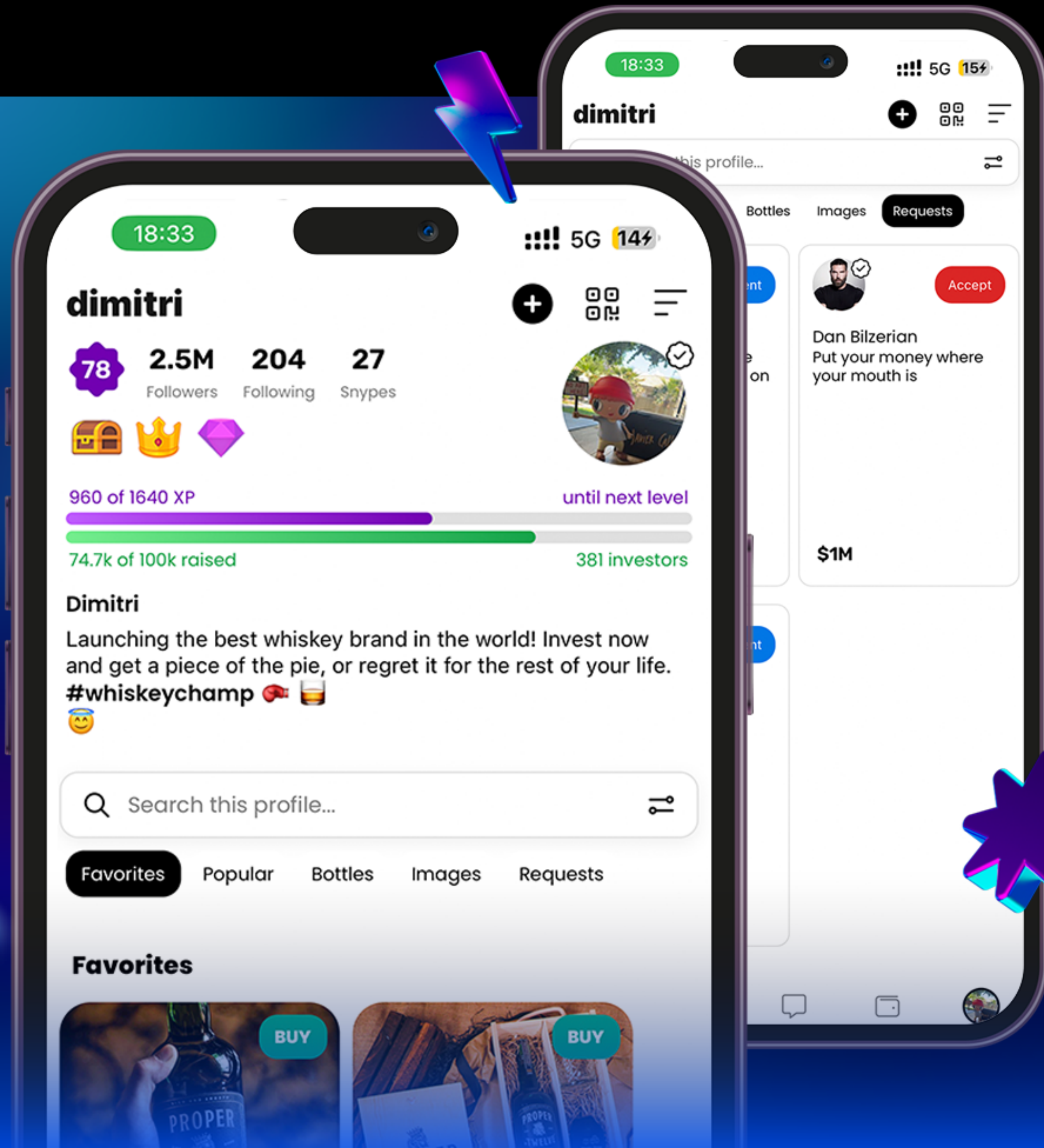
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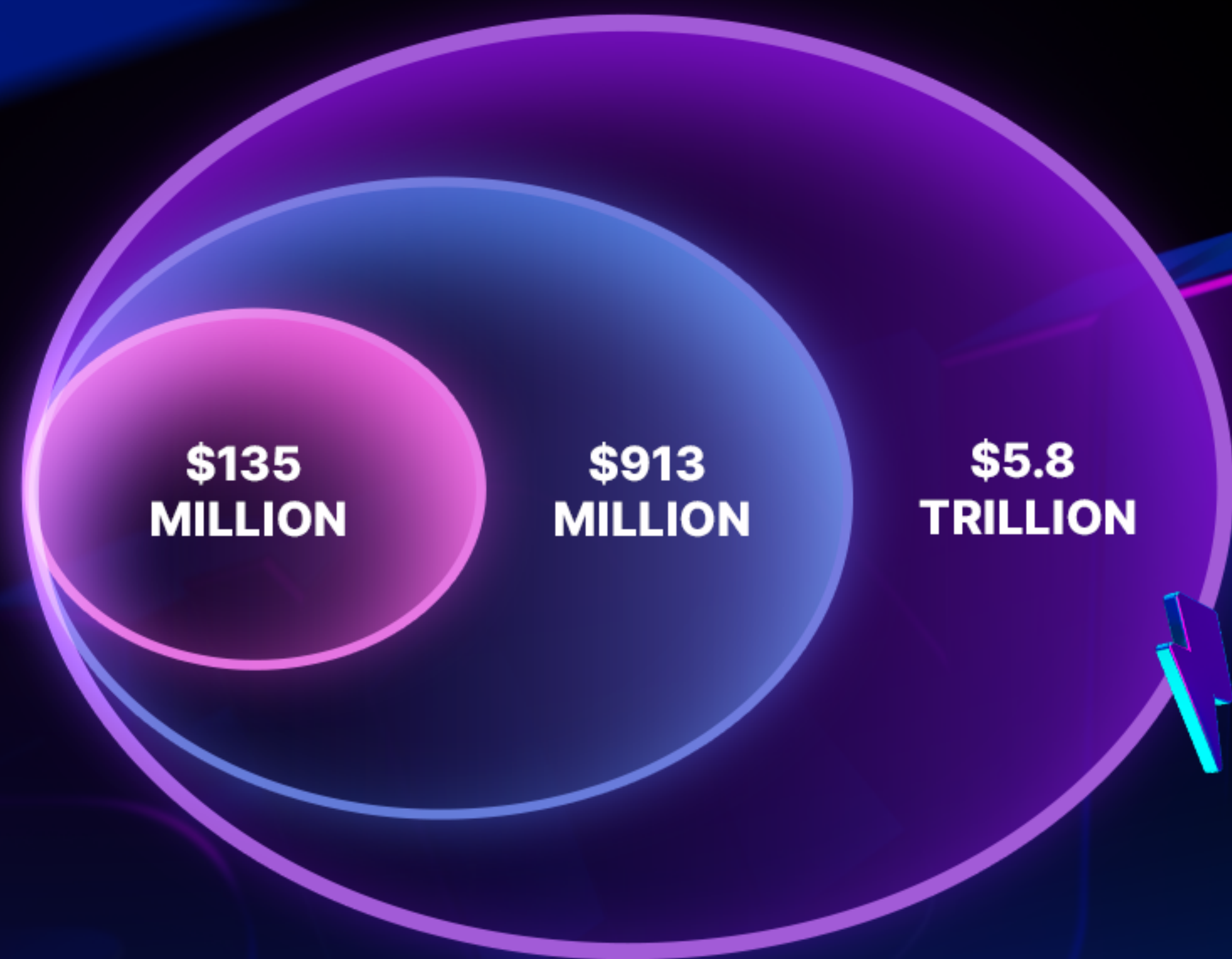


→ PROFILE

CUSTOMIZE AND MANAGE
YOUR STOREFRONT TO
PERFECTION, CONFIGURE YOUR
BADGES AND UPGRADES, OR
CROWDFUND YOUR PROJECT



MARKET SIZE

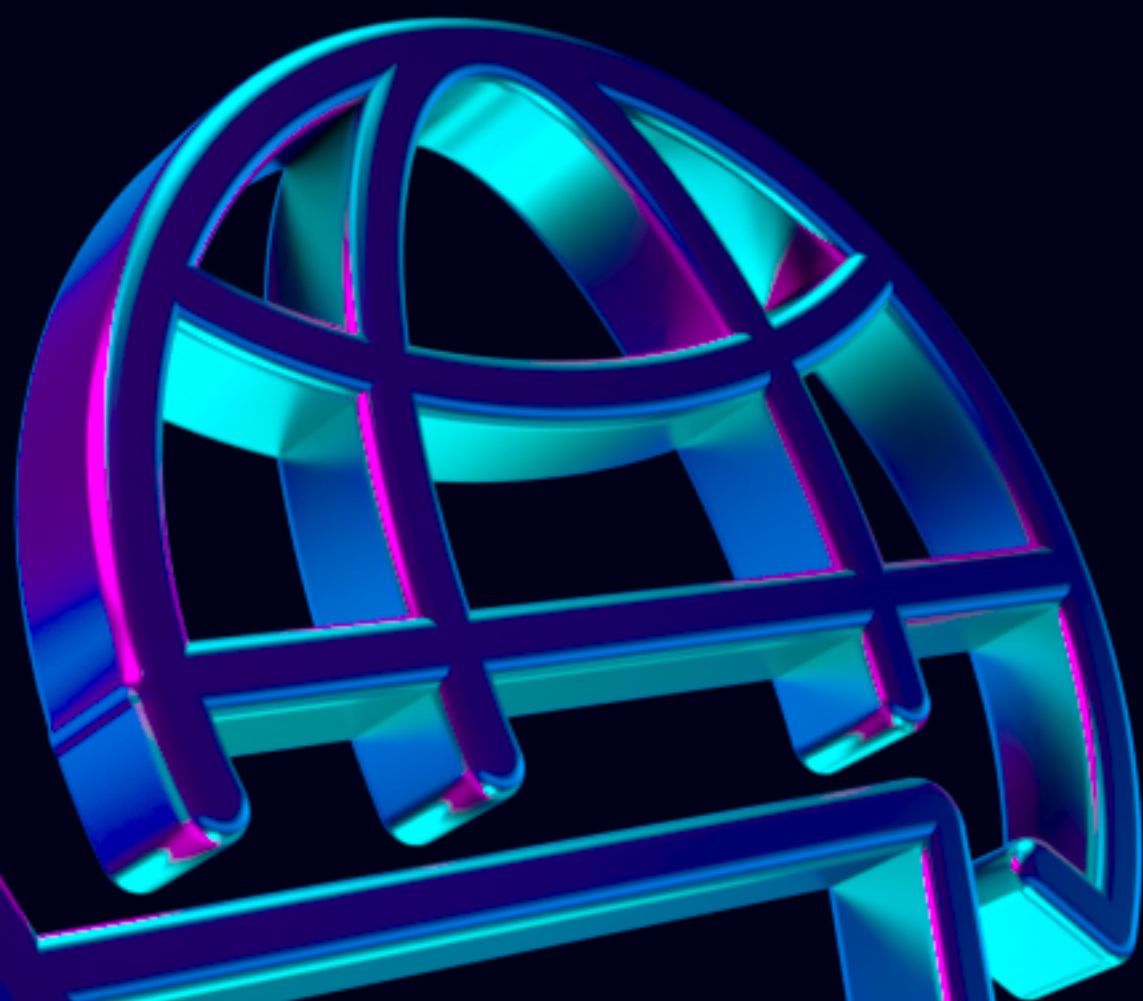


TAM
GLOBAL E-COMMERCE MARKET SIZE IN 2023 (USD)

SAM
SOCIAL E-COMMERCE MARKET SIZE IN 2023 (USD)

SOM
FIRST YEAR OF OPERATIONS OF SNYPER IN ARGENTINA (USD)

E-COMMERCE WORLDWIDE



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**USER PENETRATION WILL BE 40.5% IN 2024
AND IS EXPECTED TO HIT 49.1% BY 2029**



**BY 2029, THE NUMBER OF USERS IS
EXPECTED TO AMOUNT TO 3.6BN USERS**



**REVENUE IS PROJECTED TO GROW AT A 9.49% CAGR
FROM 2024 TO 2029, REACHING US\$6,478BN BY 2029**

SOCIAL E-COMMERCE WORLDWIDE



IN 2024, THE PENETRATION RATE OF SOCIAL SHOPPING IS EXPECTED TO REACH NEARLY 25 PERCENT, WITH FURTHER GROWTH ANTICIPATED IN SUBSEQUENT YEARS



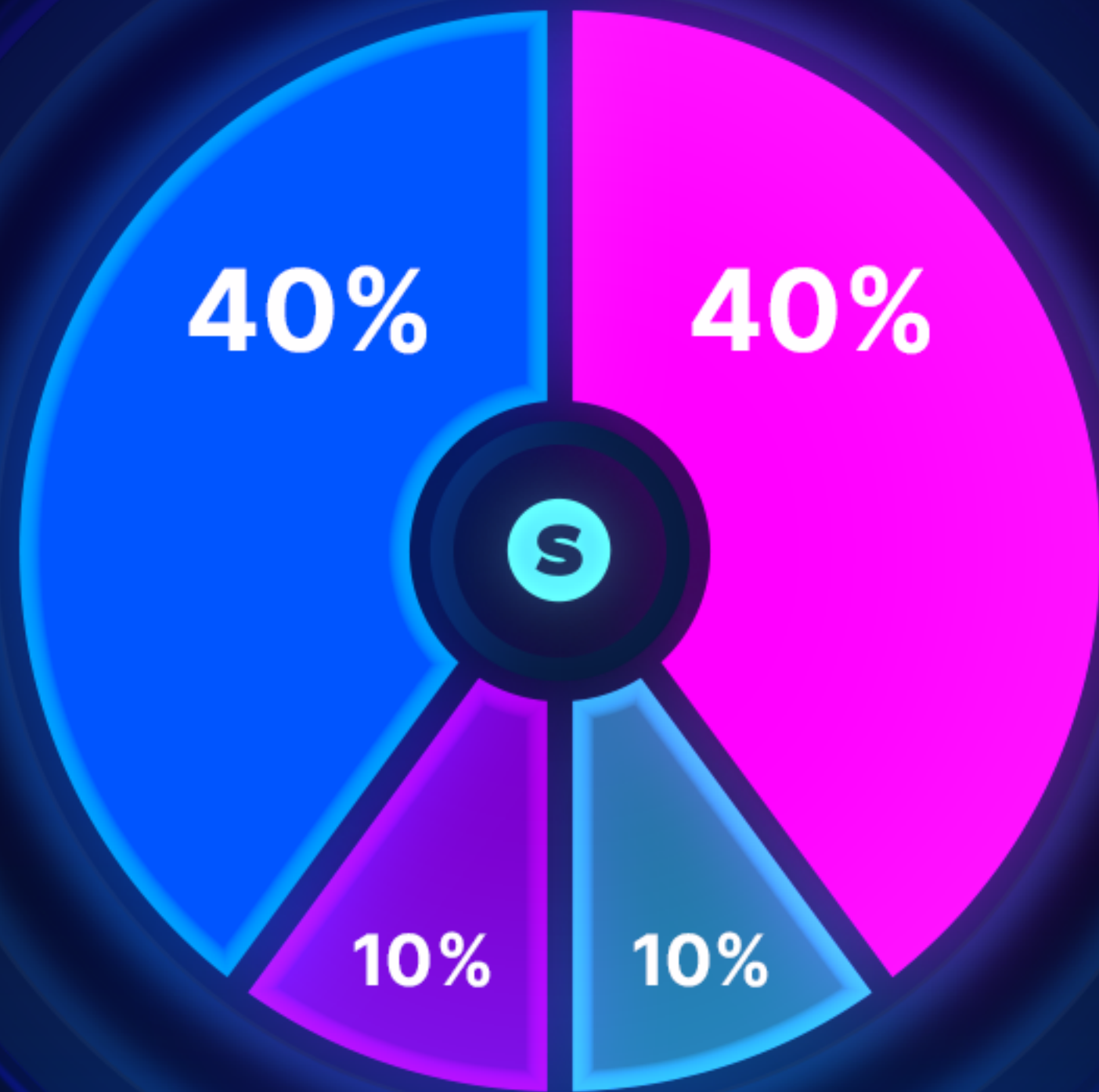
49% OF SOCIAL COMMERCE SHOPPERS HAVE HAD AN INFLUENCER'S RECOMMENDATION IMPACT THEIR PURCHASE



REVENUES IN THIS SEGMENT ARE PROJECTED TO EXCEED ONE TRILLION DOLLARS BY 2028, WITH A 13.7% CAGR FROM 2023 TO 2028

REVENUE MODEL

S



DISTRIBUTION OF THE TRANSACTION FEES:

EACH COMMERCIAL TRANSACTION IS SUBJECT TO A SELLER'S FEE, WHICH AVERAGES 5%



- **COMMUNITY**
- **PLATFORM OPERATIONS**
- **TOKEN BUY-BACK AND BURN**
- **OPERATIONS FEES**

— OTHER POTENTIAL REVENUE SOURCES



snyper
HAS ENDLESS
OPPORTUNITIES...



-  SPONSORED POSTS
-  TIERED ACCOUNTS
-  YIELD ON STABLECOINS
-  CRYPTO CONVERSIONS
-  CROWDFUNDING SERVICE FEES

WHO WILL OUR USERS BE?



AGE: +16 / GEN Z - MILLENNIALS - GEN X



WEB3 ENTHUSIASTS



UP AND COMING BRANDS / SIDE HUSTLERS
OPPORTUNITY SEEKERS



CONTENT CREATORS / PEOPLE
THAT LIVE THROUGH SOCIAL MEDIA



FASHIONABLE PEOPLE WHO WANT
TO KEEP UP WITH THE JONESES

ORDINARY PEOPLE



TREND-SETTERS

NANO INFLUENCERS

SMALL FOLLOWER COUNT



CONTENT CREATORS

SNYPER'S STAR USERS



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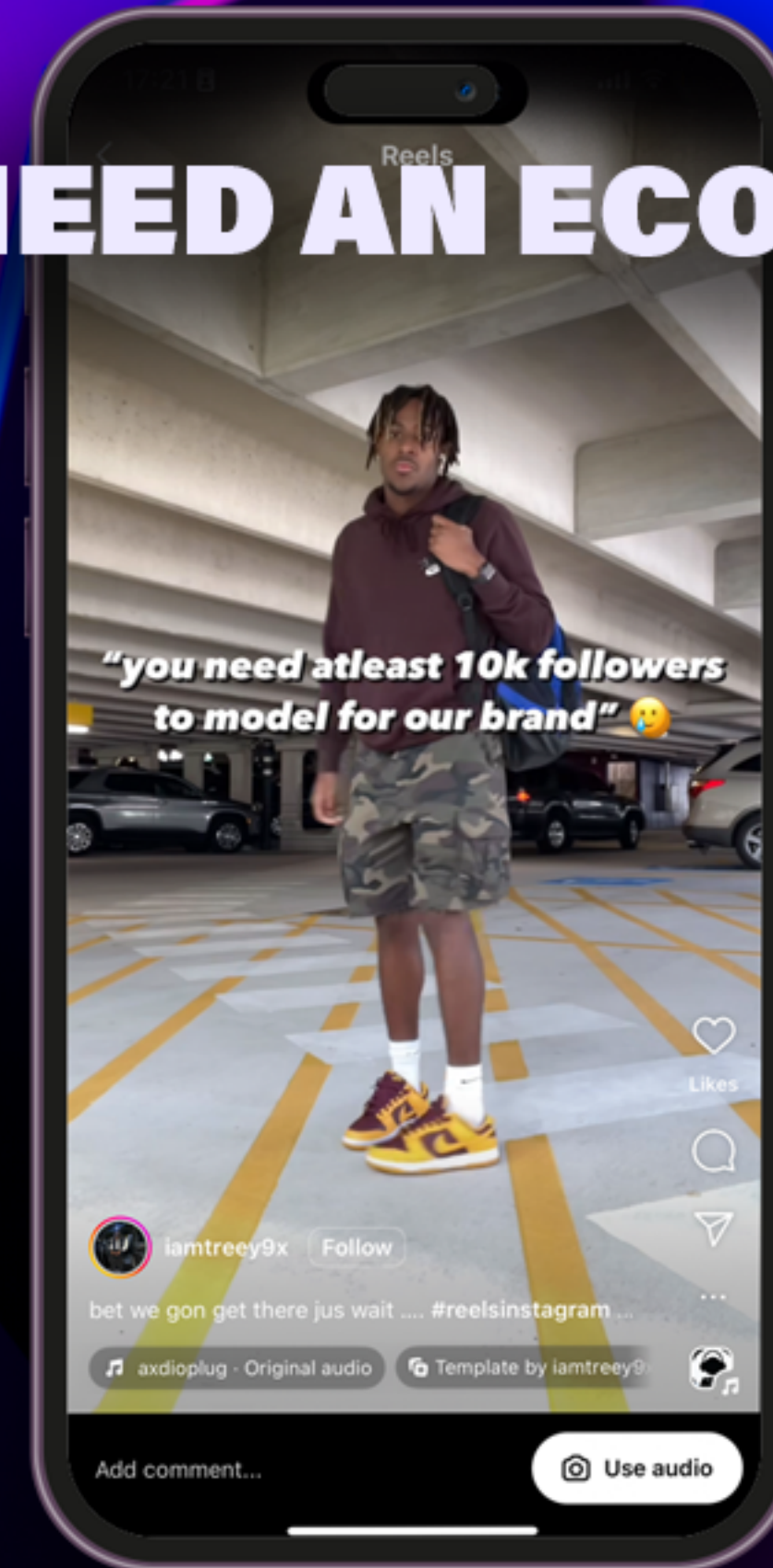
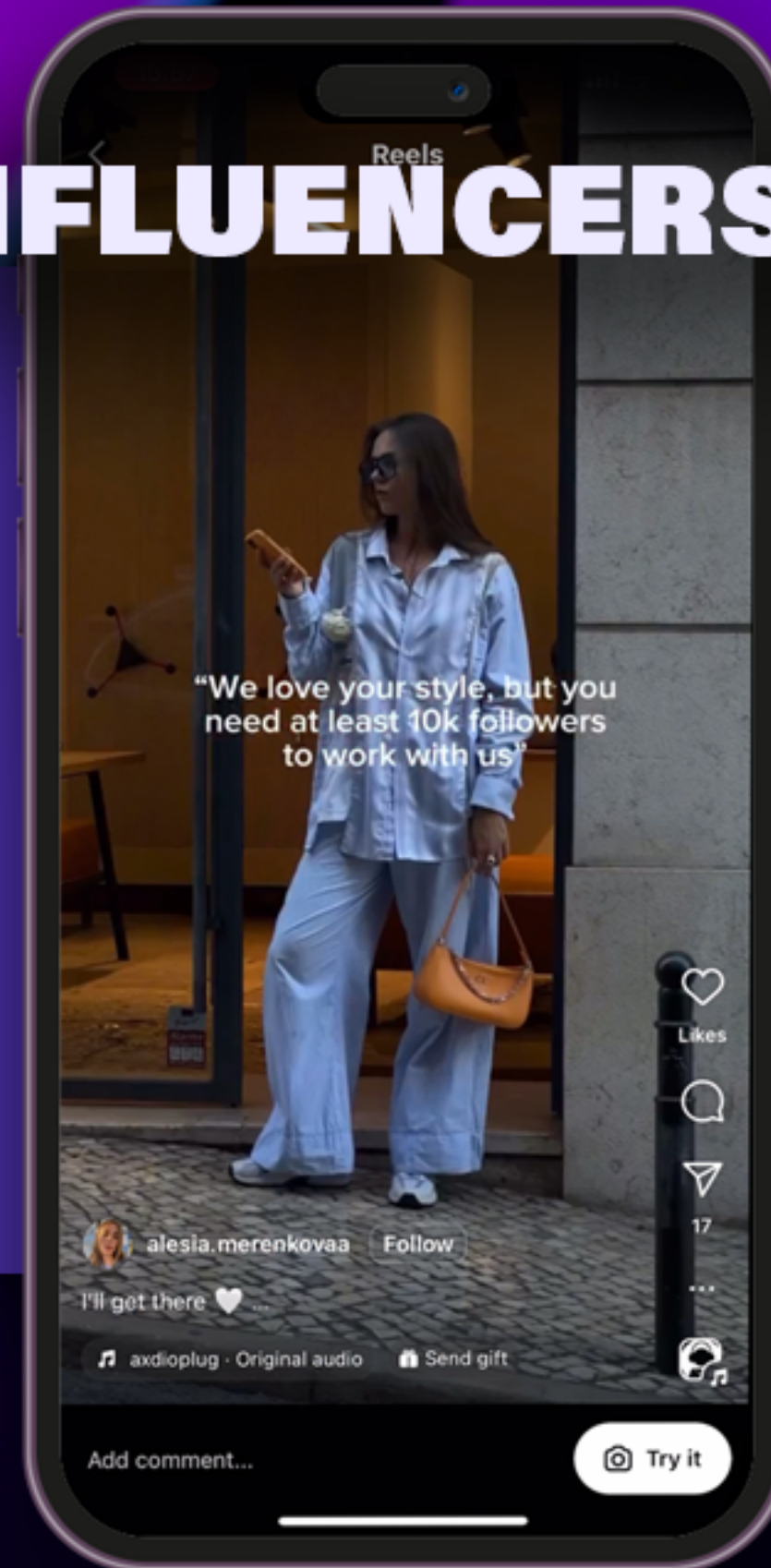




HIGH ENGAGEMENT RATES

NANO INFLUENCERS NEED AN ECOSYSTEM

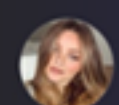


-  **its_rooj31**
I'm seeing this trend so much these days. This is kinda sad especially when you work hard to create content but you're stuck with a low number of followers! Going through the same but MORE POWER TO YOU GIRL! We can do this! 🙌🏻🙌🏻
👍
Reply
-  **alesia.merenkovaa**
@its_rooj31 I wish you a very good luck 🙏🏻💖💖💖 everything is possible 💖
Reply



-  **innerspirits**
Honestly brands are often not aware that too many people have fake followers & bots. It's annoying af.
Reply
-  **alesia.merenkovaa**
Trueeeee 🤔
Reply

SELLERS NEED TO FIND THE RIGHT INFLUENCER ⚡



innerspirits

Honestly brands are often not aware that too many people have fake followers & bots. It's annoying af.

Reply

288

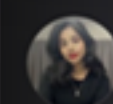
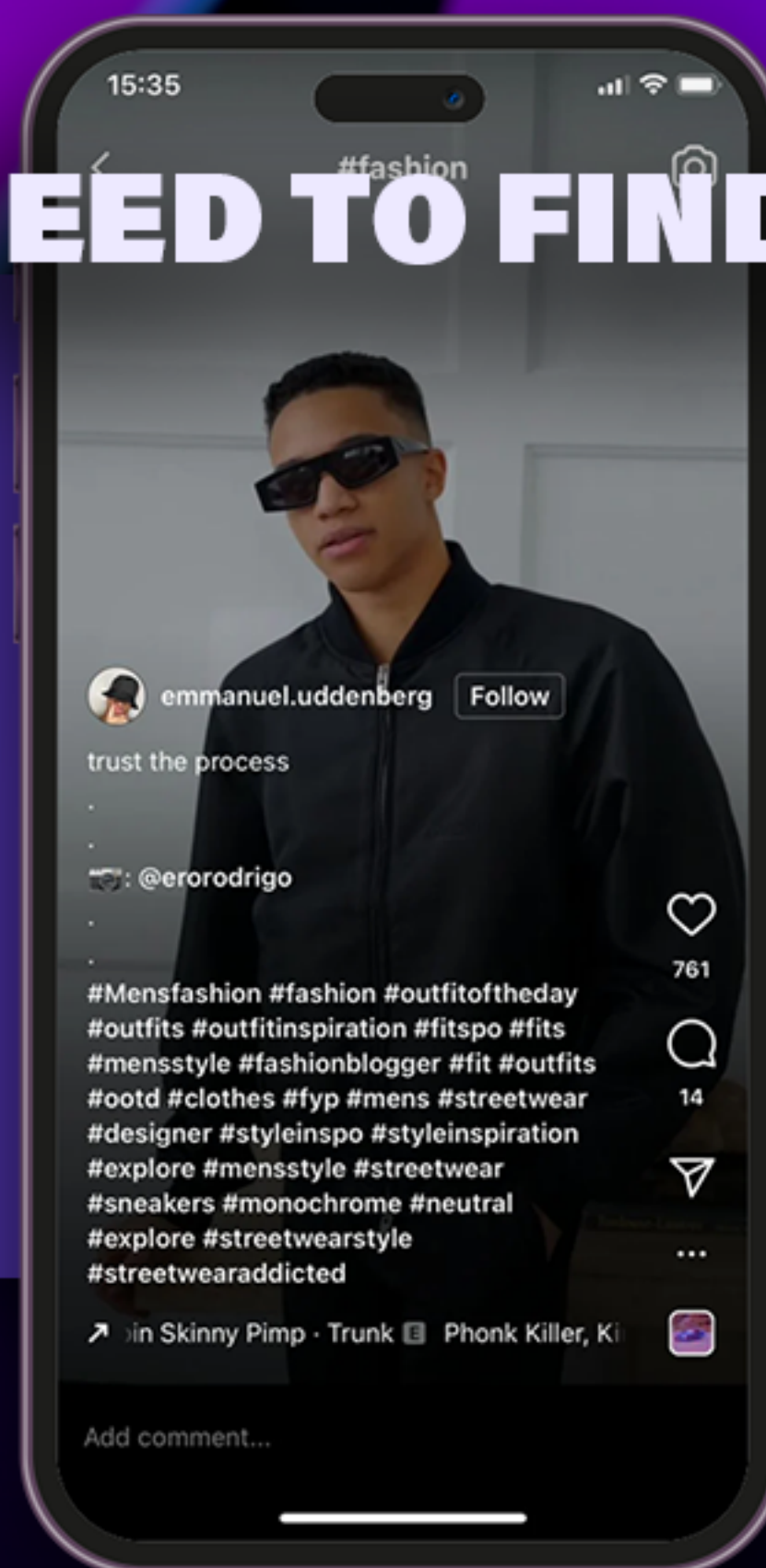


alesia.merenkovaa

Trueeee 🤔

Reply

24

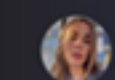


its_rooj31

I'm seeing this trend so much these days. This is kinda sad especially when you work hard to create content but you're stuck with a low number of followers! Going through the same but MORE POWER TO YOU GIRL! We can do this! 🙌

Reply

2



alesia.merenkovaa

@its_rooj31 I wish you a very good luck 🙏❤️❤️ everything is possible ❤️

Reply

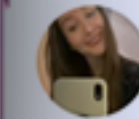
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BUYERS WANT TO BELIEVE IN THE PEOPLE THEY FOLLOW



Emily LUISE skin

Thank you for being so honest, I can't stand the marketing bs that happens in the industry.



Jess

Thank you for speaking up about this and being open & honest, the industry needs more people like you! Im so dam tired of seeing fake reviews lol





snyper REWARD SYSTEM 😊



*SNYPER INFLUENCERS ARE ALL THE USERS ON THE PLATFORM WHO CONTRIBUTE TO A SALE.

COMPETITORS

S



TOKEN UTILITIES

S

SNY

THE TOKEN
OF SNYPER'S
ECOSYSTEM

USE **\$SNY** TOKENS AS THE PAYMENT CURRENCY FOR PRODUCTS AND SERVICES ON SNYPER. CHOOSING TO PAY WITH SNY REDUCES FEES.

STAKE YOUR **\$SNY** TTO LEVEL UP YOUR ACCOUNT. GAIN ACCESS TO PREMIUM FEATURES, ENGAGE IN UNIQUE GAMEPLAY, GET EXCLUSIVE REWARDS AND UNLOCK NEW OPPORTUNITIES.

SPEND OR BURN YOUR **\$SNY** TO GENERATE MORE SALES. PAY-TO-REACH, HIGHLIGHT YOUR PRODUCTS OR SERVICES ACROSS THE SNYPER ECOSYSTEM TO CAPTURE A WIDER AUDIENCE.

PARTICIPATE IN THE GOVERNANCE OF THE **SNYPER** DAO USING SNY. VOTE ON **SNYPER** IMPROVEMENT PROPOSALS (SIPS) AND RESOLVE DISPUTES TO EARN REWARDS.

SNY

BURNING MECHANISMS

EACH COMMERCIAL TRANSACTION IS SUBJECT TO A 1% \$SNY
BUY-BACK AND BURN

INCREASING THE LEVEL OF YOUR SNYPER PROFILE WILL CONTRIBUTE
TO THE BURN

UNLEASH NEW FEATURES AND EARN BADGES WHILE
FUELING THE BURN

EXCEPTIONAL GOVERNANCE DECISION FROM THE SNYPER DAO

snyper TRACTION TODAY

- WE HAD OVER 30,000 REGISTRATIONS ON OUR BETA WAITLIST. THIS DIVERSE GROUP INCLUDES EARLY ADOPTERS, INFLUENCERS, UGC CREATORS, AND ENTREPRENEURS—ALL EAGER TO JOIN SNYPER.
- +1,800 USERS HAVE JOINED OUR ALPHA BETA ON IOS.
- WE WERE CHOSEN BY THE POLYGON COMMUNITY TREASURY BOARD AS ONE OF THE 25 RECIPIENTS OF THE INAUGURAL CONSUMER CRYPTO GRANT BY THRIVE POLYGON. WE COMPLETED ALL 3 TECHNICAL MILESTONES AND RECEIVED \$44,000 FROM POLYGON.
- SNYPER PARTICIPATED TO THE MOVEMENTUM ACCELERATOR, A 5-WEEK PROGRAM CO-HOSTED BY APTOS AND AMNIS FINANCE.
- WE SHOWCASED OUR APP AT OUR BOOTH DURING CES 2024 IN LAS VEGAS. FORBES RECOGNIZED SNYPER AS ONE OF THE MOST EXCEPTIONAL STARTUPS AT WEB SUMMIT 2023.
- SNYPER IS BACKED BY +10 TOP TIER ADVISORS FROM TIKTOK, YAHOO, DIDI, TWITCH, NETFLIX, DAPPER LABS, AND MANY MORE.

MEET THE TEAM



Dimitri Zuzek Boch
PRODUCT



Rand Ralph van Rheenen
ENGINEERING



Noelia Hulman
OPERATIONS



Luis Miguel Torres
CREATIVE

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 **SNYPERAPP**