WUW Pitch Deck

SocialFi aggregators and community tool.

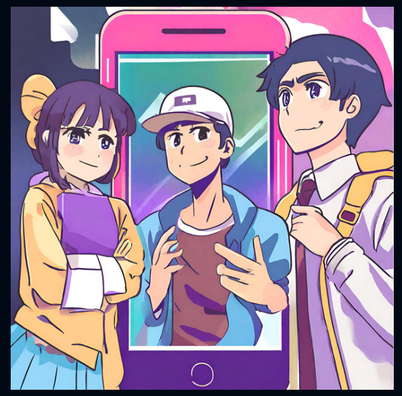
Join the SocialFi

Introduction

A Social network (aggregators) platform that improves community engagement and management, in a fun and fair manner.

Link your socials, manage your community, interact with them, and reward them for their loyalty.

Get rewards as customers and brands.
Win/Win



Let me know more

Engage your audience with Web3 tools.
Community, stream, gift, quest...

Web2 and Web3 bridge social layer.
Because in WUW is easy now with a simple email (Google, Discord, Farcaster account, Wallet too).

Create your project, with quests, challenges, and a leaderboard to incentive your users with daily tasks and tournaments.

Multi-platform to post on a different Social network like Lens, Farcaster, X, Meta and more.

Problems

1

Too many social networks are encapsulated because centralize, no interaction between them.

2

Difficult to engage for company and content creators.

3

Not too interactive, engaging and incentivize way to do it

Solutions

1

Enter a community. Multi social network aggregator.
Lens, Farcaster, X, Meta, and more.

Create content, stream, meeting as a Content creator.
Create ads for a specific project

2

Engage your community in multi-platform.

Manage your content and interactions.

Build your community network.
Reward, and get rewarded!

3

Craft a campaign, quests, and challenges for your community.

Have fun and increase your brand awareness
Gift rewards with questing.

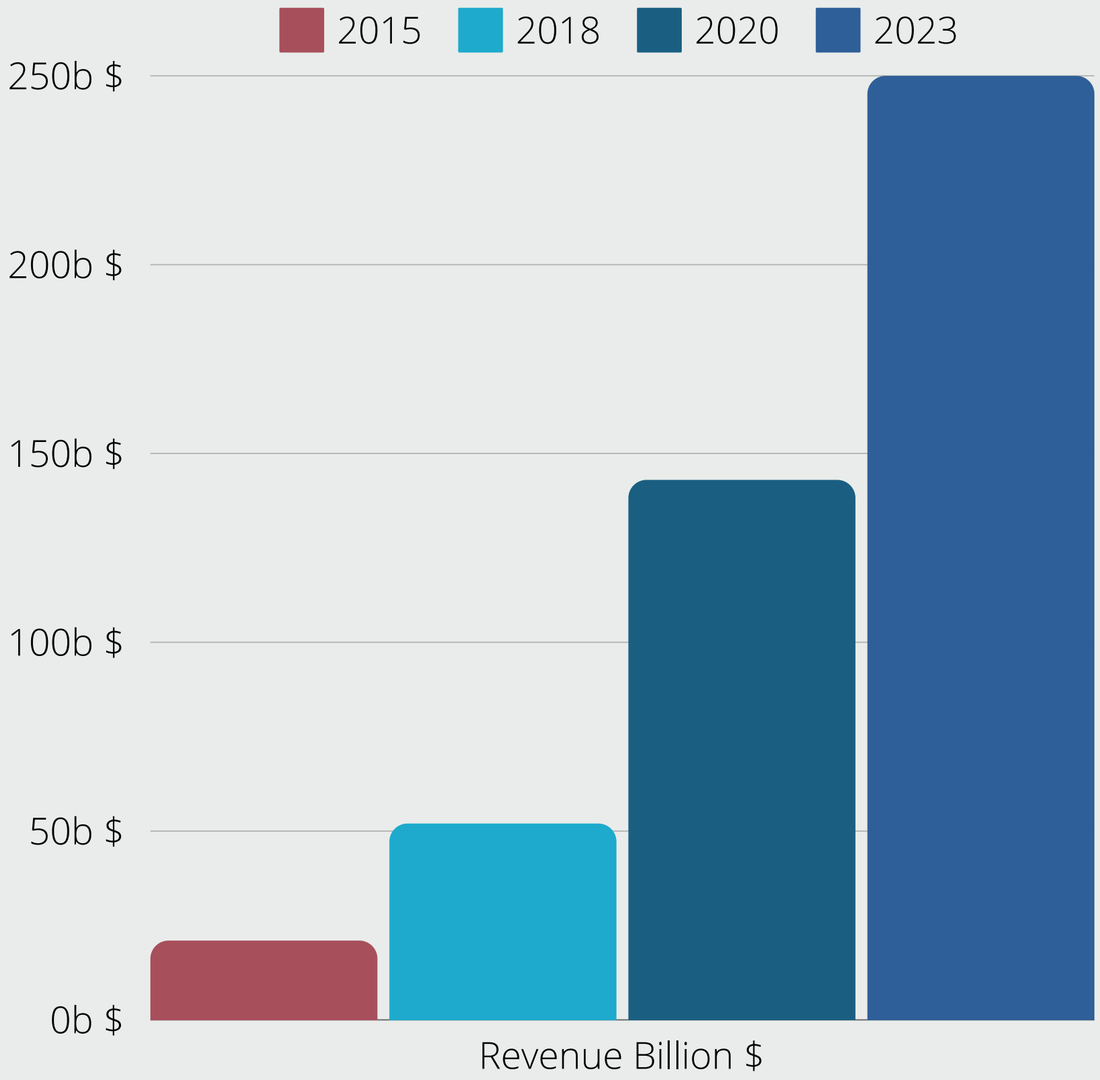
Market

The creator economy has seen dazzling growth

2015: 21 Billion$
2018: 52 Billion$
2020: 143 Billion $
2023: 250 Billion$

Around 4.9 billion humans use it in the world, half the population. Source

WUW is a B2B2C platform for every user and customer that uses Social Networks.



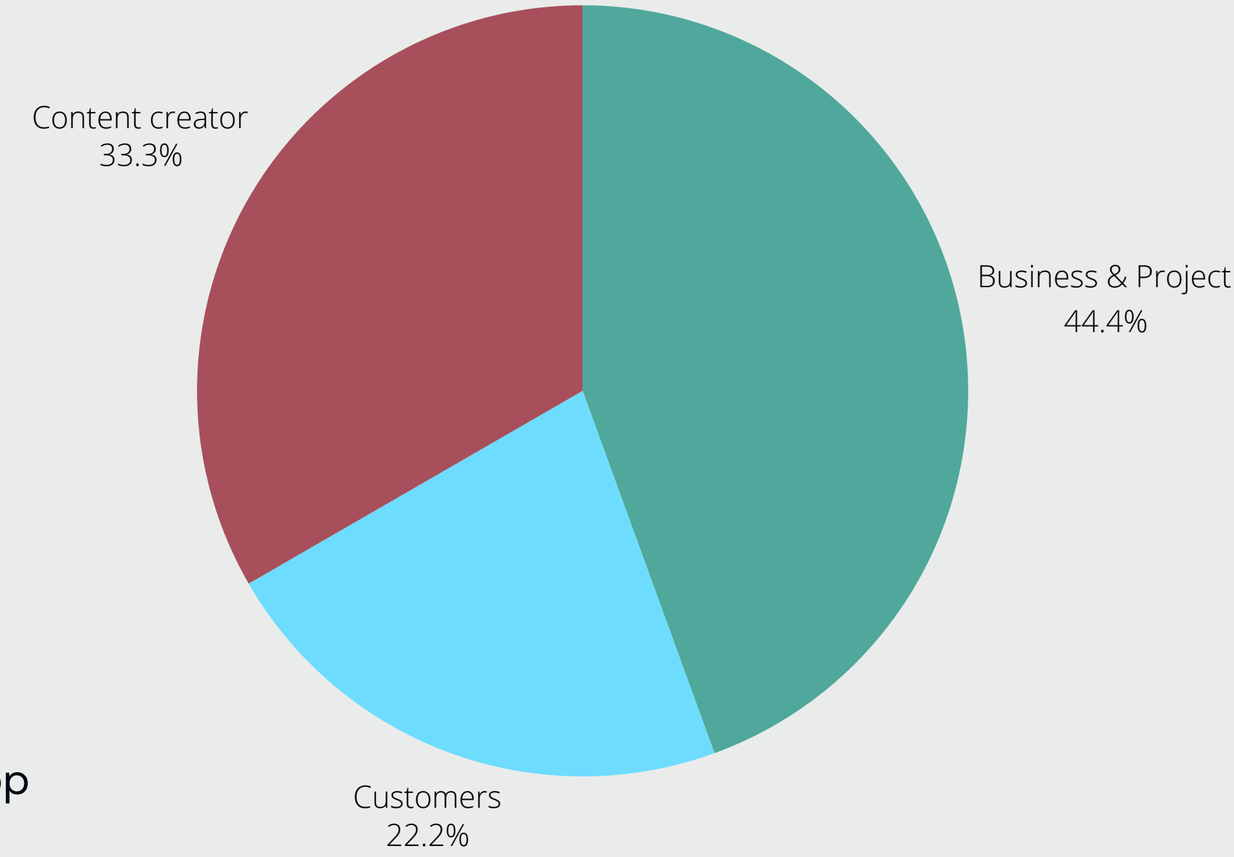
Target Personas

WUW is a B2B2C platform with brands, content creators, and consumers of content.

We want to prioritize the Business target with brands and influencers, so we can get the visibility of the brand and bring their customers into the app.

We are reaching also our base customers for users of the community and WUW brand.

We want to be a SocialFi (aggregators) platform with a Quest app for web2 and web3 users.



Zealy	**YUP + Friends tech**
Twitch	**Product hunt**

Competition

to the best in their sectors.

- Quest app
- SocialFi
- Stream app
- BtoB app like Product hunt

Visions B2B

Engage your community, Manage and Build your community network, reward our community and customers, and receive tips!

- Questing app tools
- Craft a campaign, quests, and challenges for your community. Have fun and increase your brand awareness
- Gift and rewards with questing.
- Multichain and Social aggregator SocialFi:

Join us, whether you're into X, Meta, Twitch, or Discord, or use blockchain Ethereum, Binance Smart Chain, Arbitrum, Base, Polygon, or Optimism.

Project/Brand & Organization

- Create your project page, add links external to other Socials and Websites, link your posts, and visible tips address for donations.
- Merge other's content and socials:

X, Instagram, Facebook, Mastodonte, Reddit, Lens, Farcaster...

- Engage your audience with challenges and quests and reward them:
  - Twitter
  - Lens & Farcaster
  - Discord
  - Reddit
  - Instagram/Facebook
  - Quiz
  - Vote & Proposals
  - Data like Text, Images and Audio
- Create a leaderboard of the best engaging users
- Token gated content
- Launchpad to create and manage ERC20 & ERC721

Visions B2C

Social network aggregators.

- Social network and Community tool Web 3.0
- Aggregators: Lens, Farcaster, X, Meta.
- Ease of Access for Web2 or Web3 users
- Enter a community, chat, stream, contribute!
- Engage with content creators, and create content, you can tip or receive tips from your community!

- Community tool easy to use
- Vote on Proposals or propose something for your favorite project
- Engage your community, Manage it, Build your community network, Reward, and get rewarded!

Content creator

- Multi social network aggregators: Lens, Farcaster, X, Meta.
- Create posts, and chat groups with your audience
- Stream or meet with Video, Audio, and Share screen.
- Token-gated content for posting, chatting, and streaming.

- Receive tips and donations
- Get a mission for affiliation and partnership between brands.

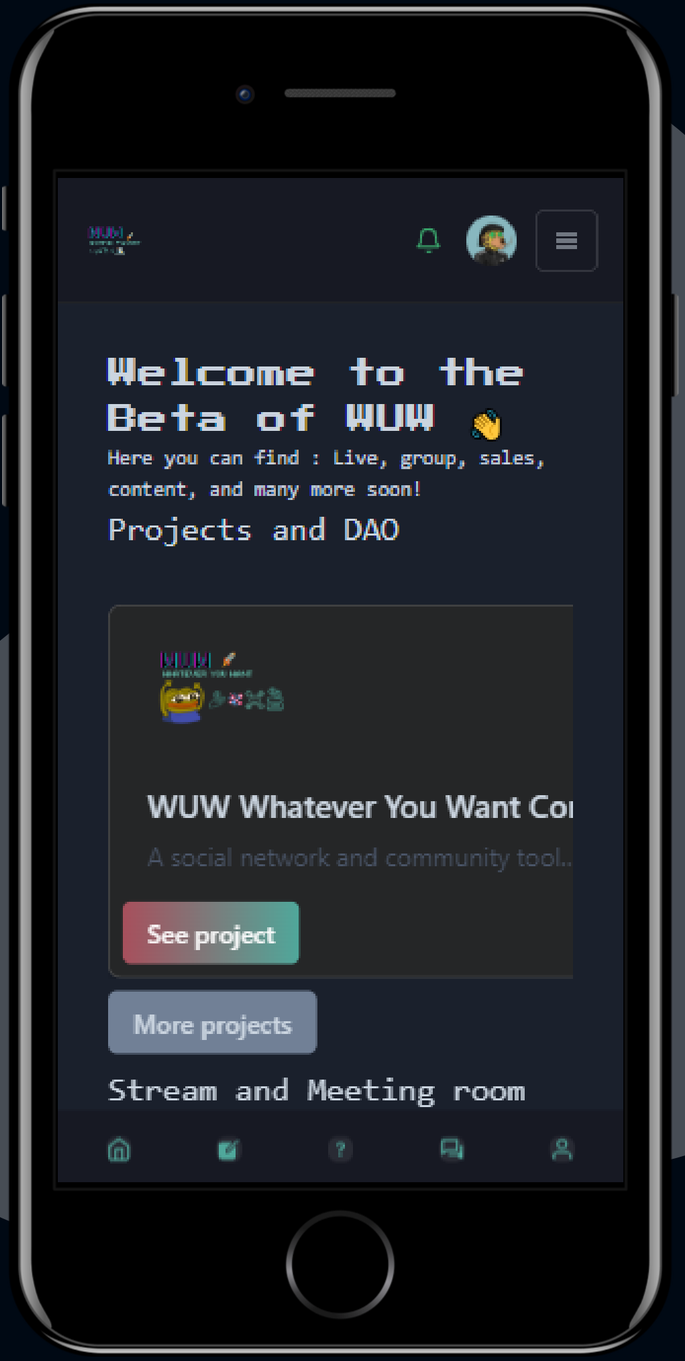
- Quest your audience to engage your community
- The Leaderboard of the more engaging users can receive perks and rewards.
- Launchpad to create and manage ERC20 & ERC721 for Token gated content.

Customers

- Join our favorite communities
- Chat and talk about similar hobbies and community.
- Stay updated on your favorite interests.

- View recent or new brands, projects, tokens, and NFT collections.
- Consume content in one-app aggregator.

- Do quest to up on the leaderboard.
- Tips for your favorite brand, content creator, or community



WUW Product

Work in Progress MVP:
WUW website has already a way to create for Brand and Content creators:

A brand page with links, a leaderboard, and quests like X, Discord, and more coming soon like Facebook, Instagram, and more.

Also, everyone can create posts, meetings, and live streams for the content creator.

Check the demo here:

https://wuw-whateveryouwant.xyz

ROADMAP

Q1 2024

- SocialFi features V2
- Account abstraction
- Launchpad & Public Good Funding
- DAO & DeSci

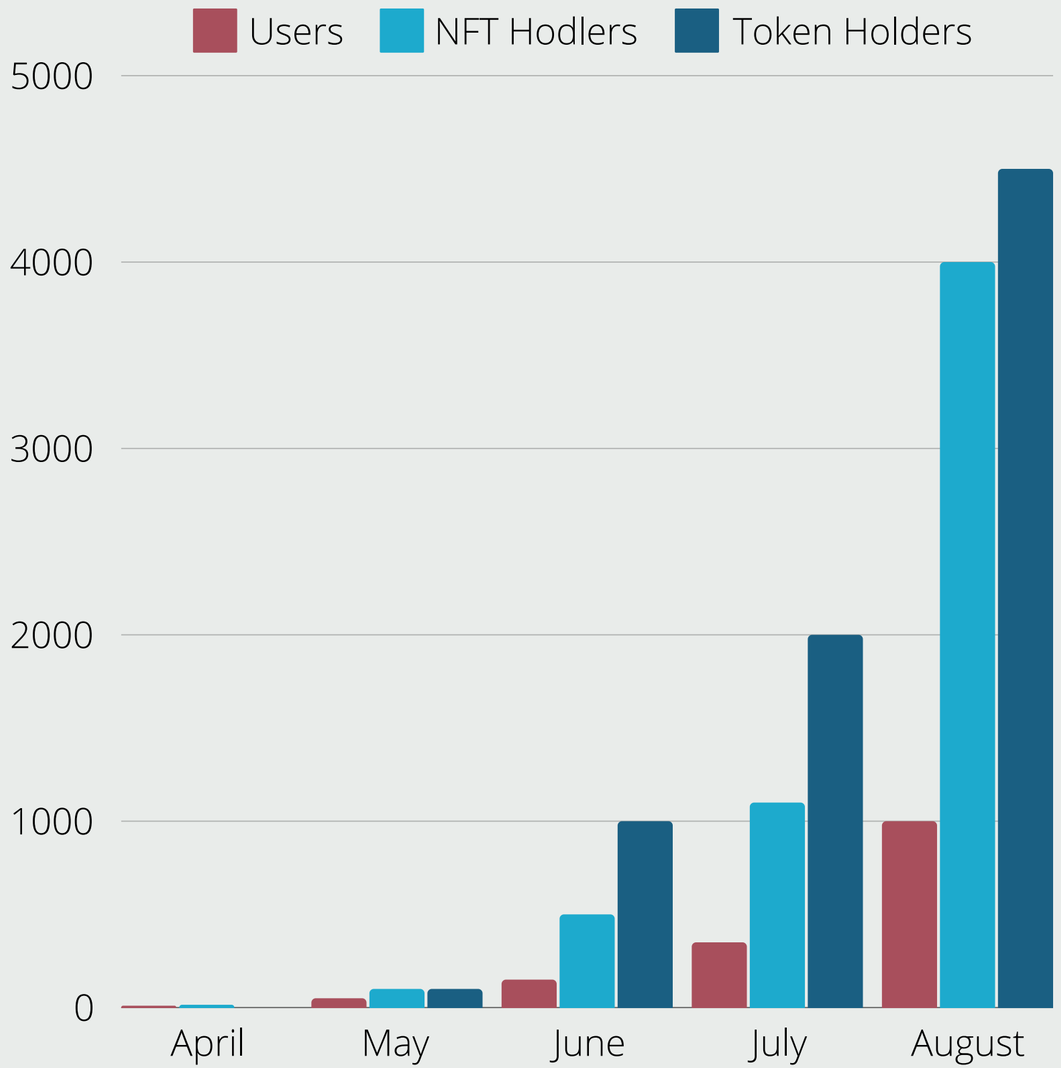
Q2-Q3 2024

- Dashboard analytics
- Ads & and marketing tools
- Events ticketing
- More community tools
- Gaming PVP
- Defi features

Traction

Forecast of the traction with the marketing below.
Go to market starting in April.

- Multiple NFT collections (Badge, OG, Limited 3k, Unlimited)
- Every NFT can give perks and be used in the app, useful for airdrop engagement.
- Increased market engagement and active questing in web3.
- Utilized web2 and web3 engagement techniques.
- Engaged in content creation, increasing users of the app.
- Airdrop based on engagement, Quest, contribution, Giveaway of NFT Badge, Items, and more perks associated with ERC 6551.
- Ambassador program



Marketing Strategy

Keep building in public with community-led focus

Use Quest app for Brands

Create a quest app engagement system with WUW MVP.
Airdrop farming with Social quest. Badge NFT

Engagement & Content creator

Boost with first airdrop.
Giveaways and quests.

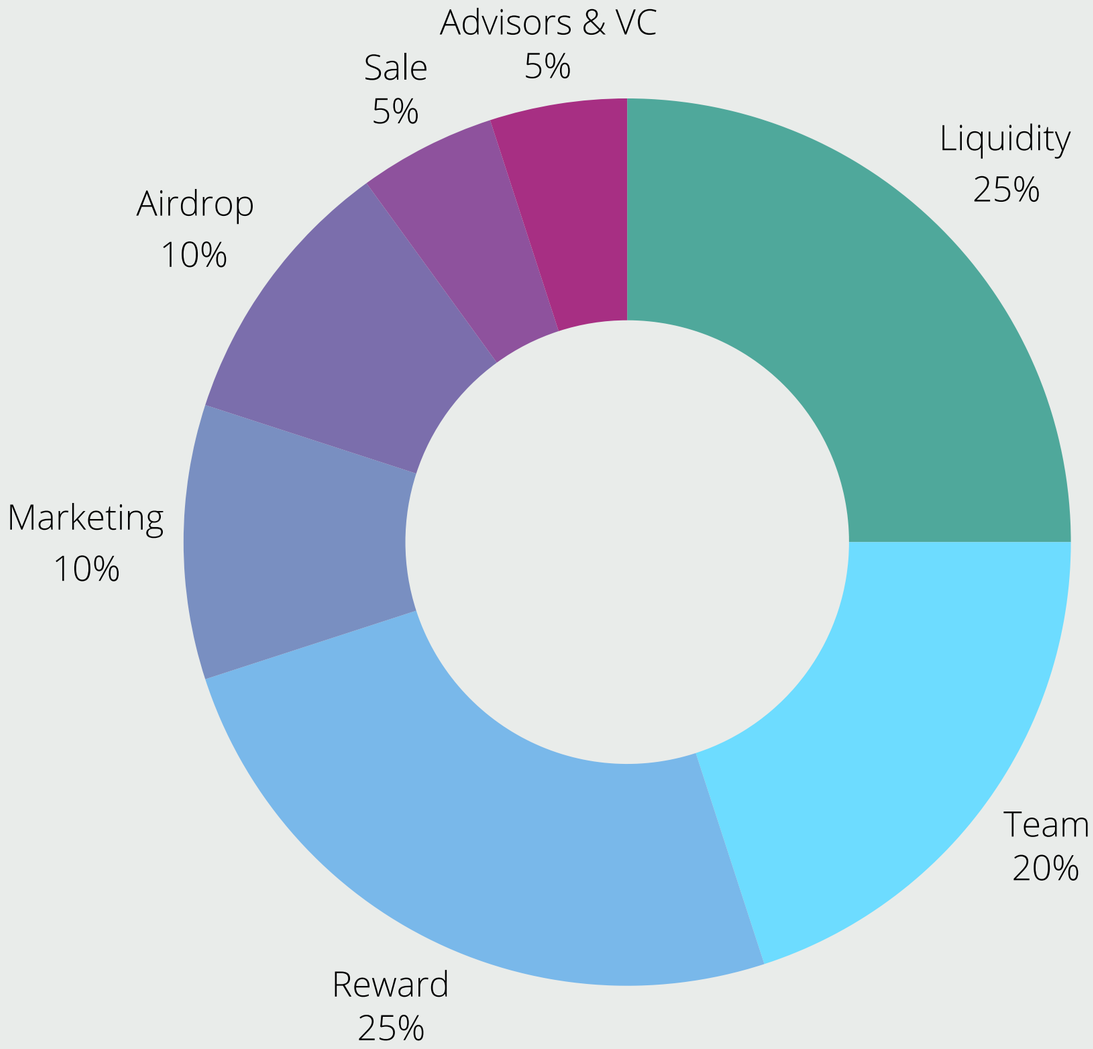
Referal and affiliation program

Partnership B2B
Collaborations
Affiliation program and Ads feature on the app to test.

Tokenomics

Work in progress for the Tokenomics and the distribution.

We are aware of the feedback from the community, advisors, foundations, and VC before an announcement of the final Tokenomics.



MSG alias Ghais MOKHTAR-SLIMANE

Founder & Dev

The builder

4 years in Software engineering in web2 and web3 startups.
3 years in Software management.
2 years as a Freelance and indie hacker.

Founder in X: https://twitter.com/MSG_Encrypted

LinkedIn: https://www.linkedin.com/in/ghais-mokhtar-slimane-184498181

Github: https://github.com/MSghais

Links

Landing page: https://portal.wuw-whateveryouwant.xyz

Demo app: https://wuw-whateveryouwant.xyz

Github: https://github.com/WUW-WhateverYouWant

Socials

X: https://twitter.com/WUW_WhateverFi

Facebook: https://www.facebook.com/WUW4WhateverYouWant

LinkedIn: https://www.linkedin.com/company/wuw-whatever-you-want/

Instagram: https://www.instagram.com/wuw_whateveryouwant/

Reddit: https://www.reddit.com/r/WUW_WhateverYouWant/

Youtube: https://www.youtube.com/@WUW_WhateverYouW

Giveth: https://giveth.io/project/wuwfi-whatever-you-want

Thank You

For your attention

WUW

WHATEVER YOU WANT

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