Paysenger

Whitepaper

v. 0.1

"The ego (according to the theory of psychoanalysis) is that part of the human personality which is realized as the "I" and is in contact with the surrounding world through perception. EGO is a crypto-token used for contact with the outside world. It facilitates communication between people who do not know each other, prioritizes messages, and creates a filter for incoming information."

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Table of Contents

Summary 2

1. Product 5

2. Problem and Solution 6

3. Business Model 10

4. The EGO Token 12

    4.1. What is the EGO token and its integration into the product ecosystem 12

    4.2. Tokenomics 12

        4.2.1. Token circulation 13

        4.2.2. Distribution 14

5. Uses of the token 16

    5.1. Domestic payments 16

    5.2. NFT releases 16

    5.3. Staking 16

    5.4. Burning tokens 17

6. Market 18

    6.1. Preconditions for the emergence of the direction of development 18

        6.1.1. Struggle for attention 18

        6.1.2. Development of the Internet 20

    6.2. Existing services 21

    6.3. Monetizing NFT 25

7. Marketing Plan 27

8. Team 28

9. Investments 32

10. Roadmap 34

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Summary

The growing number of social connections to which people pay constant attention leads to a need for new ways of communication. Netizens want to be closer to the content producer, gain their favor, and feel that the attention they receive is unique.

The existing Internet audience has a need for unique content; they are willing to watch it, like it, and admire it. The world's major social networks have developed their algorithms so that unique content ranks higher and is noticed more often by users. However, until now, audiences have not formed the opinion that they can monetize their own content as well as the content created by others. A person needs to realize that they are both a creator and a consumer of other creators' content and that everyone else is the same. He needs to understand that with the help of certain tools, you can buy someone else's attention and then sell it to make money.

There is a need for the emergence of next generation online social services. These services make it easier to get influencers' attention by breaking the traditional chain of "mediator-manager-star" type of communication.

Paysenger creates a new communication ethic and monetizes communication. With Paysenger, it becomes very easy to contact a media representative or take expert advice. You can request communication with an interesting person in a convenient format (request for a chat, a conference, a video greeting).

Thanks to this service, you can draw attention to a message or a call by paying for it with fiat or EGO tokens. The media content received in reply messages can be converted into NFTs by saving it in your collection or selling them on the internal marketplace for EGO.

Paysenger will provide a way for direct, trustworthy, and mutually beneficial communication between influencers and the community.

For this, the project solves the following tasks:

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- providing a reliable channel for contacting the right person and receiving services;
- communication with an interesting person in a convenient format: request a chat, a conference, or a simple video greeting;
- the functionality to monetize and prioritize your attention for an influencer;
- make NFTs widely known among a large number of people.

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1. The product

Paysenger is a service that monetizes communication. In a world where the number of connections between people is growing but the volume of attention remains the same, Paysenger creates a new communication ethic.

With Paysenger, it becomes easier to connect with a media personality or seek the advice of an expert. All it takes is to pay for the recipient's attention with fiat or EGO tokens. Media content received in response messages can be converted into NFTs and stored as part of your collection or sold on the internal marketplace for EGO.

The goal of Paysenger is to enable direct, trustworthy, and mutually beneficial communication between influencers and the community and provide the community with a reliable channel to reach the right person and receive a service, and the ability to monetize and prioritize their attention to an influencer. The user can communicate with a person of interest in a convenient format: request a chat, a conference, or a simple video greeting. All of this is available on Paysenger.

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2. The problem and its solution

Netizens want to be closer to the content producer, receive their favor, and feel that the attention they receive is unique.

Hence, there is a need to develop second-generation online social services. Such services would facilitate access to the influencer's attention by breaking the traditional chain of "middleman-manager-star" communication.

In almost every social network, there is either direct messaging or commenting. But the battle for an influencer's attention is more serious than the battle for an ordinary person's attention, and the influencer's ability to accept a request and respond personally is limited by time, among other factors. Since only a narrow group of people have access to the "body of the opinion leader," the audience moves away from him because the request for personal communication is not fully met.

As the audience grows, this "distance" increases due to human resources and the impossibility of paying attention to all or at least a significant portion of followers. It is more difficult for the audience to receive feedback and "breathe in sync" with the subject of their interest. For influencers, on the other hand, it is harder to get relevant feedback on their content and lucrative business offers.

Therefore, both users and influencers face the following problems.

Influencer problems:

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- Lack of attention.
- Inability to prioritize among a million requests.
- Distrust of the audience.
- Inability to monetize requests.
- The presence of middlemen.

User problems:

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- Inability to contact the right person, as there are no working channels. Those that exist do not work (TikTok, Instagram, Twitter, etc.)
- Unscrupulous intermediaries who provide services for interaction with influencers who may turn out to be scammers. Lack of guarantees in receiving the required service with the required quality, even when paying a significant amount.

Paysenger solves these problems. The service provides clear and simple access to the right person, the "menu" of his services with prices, and is also a guarantor of their quality.

The value of Paysenger for influencers is that they will receive an additional channel for content monetization. In addition, Paysenger will solve one of the main problems of an influencer at the moment - the problem of audience distrust. The more often an influencer advertises a particular product, the less his followers perform useful targeted actions (clicks on a link to a product, website, etc.), and the lower the price for which advertisers are willing to purchase standard ad placement (post, video, tweet) because advertisers don't see an acceptable ROI at the standard high cost.

Paysenger provides an opportunity for additional monetization of content, allows you to maintain the same level of income, and at the same time not lose the trust of the audience. Paysenger will allow an influencer to choose a healthy balance between income and face-saving, ensure growth, and new followers without negative comments (“they’re for sale”, “advertises a scam,” etc.).

Paysenger is needed not only by bloggers and celebrities. The product will save time for those people for whom time is really expensive:

- Venture investors who deal with a huge number of different startups for consideration.
- People with ideas and opportunities who receive a lot of commercial proposals (but it is extremely difficult to choose truly valuable and worthwhile implementations).

Delegating such processes is often difficult. The assistant may miss the idea that will work out and become the next "unicorn" because his business intuition or abilities

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are not identical to someone who has built many companies from scratch and makes responsible decisions every day.

Paysenger aims to solve this problem. The project will become a kind of "sieve" through which substanceless proposals will not reach someone with a limit of the time they have. Getting a short consultation or making a commercial offer that won't get lost among hundreds of spam emails is now easy. If a person is truly interested in having his project appreciated, then he will pay not one and not two thousand dollars for the attention of a future investor.

Twenty years ago, everyone had a pager. Now instant messengers are popular. In the next decade, Paysenger will be a hit.

The team is working on the social functioning of the product. In addition to private requests, users will be able to send public requests (by mutual agreement with the addressee). The request and the answer to it can be published in your profile. Subscribers will see this content in the feed, and they will be able to rate and comment on it. You can do the same with the NFTs you created.

The aim of Paysenger is to make NFTs widely known among a large number of people. By attracting netocrats and opinion leaders with huge audiences to the product, Paysenger will make NFTs a part of the daily life of these influencers' fans. This is how NFTs become causal.

Further, thanks to the initial purchase by the user of unique content in the form of an NFT token, the community will get an "NFT influencer" who will demonstrate his acquisition to a narrower circle of people - his followers on the social network, friends or acquaintances. Information is perceived with great confidence in a narrow circle. The experience of people in close social circles often influences decisions - for example, which movie to watch or which phone model to buy. This marks the emergence of a new layer of the crypto audience - people who will become NFT ambassadors on the Internet, in the real world - and wherever they can speak up and be heard.

Paysenger will expand the scope of NFT usage. Users will be able to tokenize digital autographs, voice messages of their favorite performers, blockchain-verified text responses, etc.

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Every minute people see something unique and are ready to share it. The volume of unique content on the web is huge - and it hardly gets monetized. Oftentimes, people share uniqueness that they see or hear in first-generation services without getting a reward for it. The demand forms the offer, however, in the case of the second generation services to which Paysenger belongs; the connection is reciprocal. Once people understand that their unique footage, tweets, jokes, words, memes can have value, they will go to the NFT market. The abundance of unique content will cause the tastes of the audience to develop. Gradually, an understanding of what is valuable and what is less valuable will begin to form. If you are willing to pay for an NFT, it is valuable. The user decides for himself what to provide in the form of an NFT and how to sell it to other people. Paysenger will become an ideal guide to the NFT consumer-content producer field.

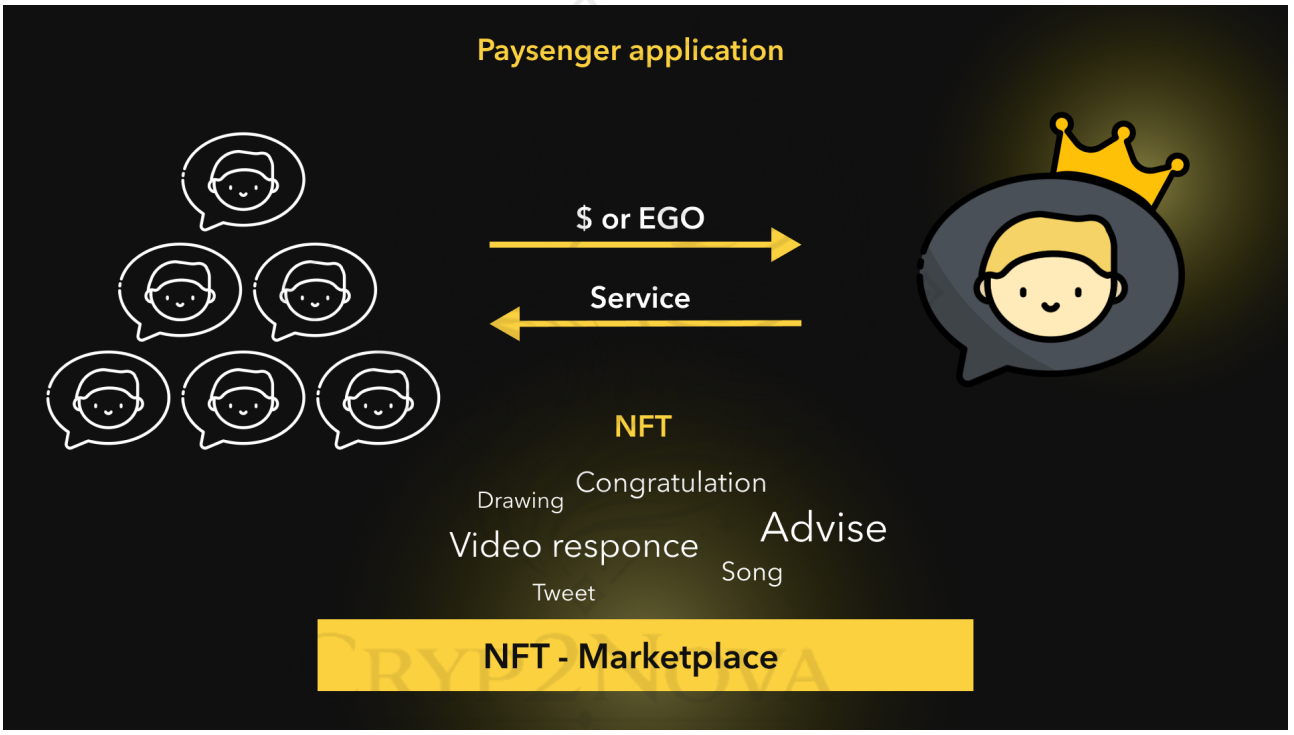


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3. The business model

The service working model is as follows:

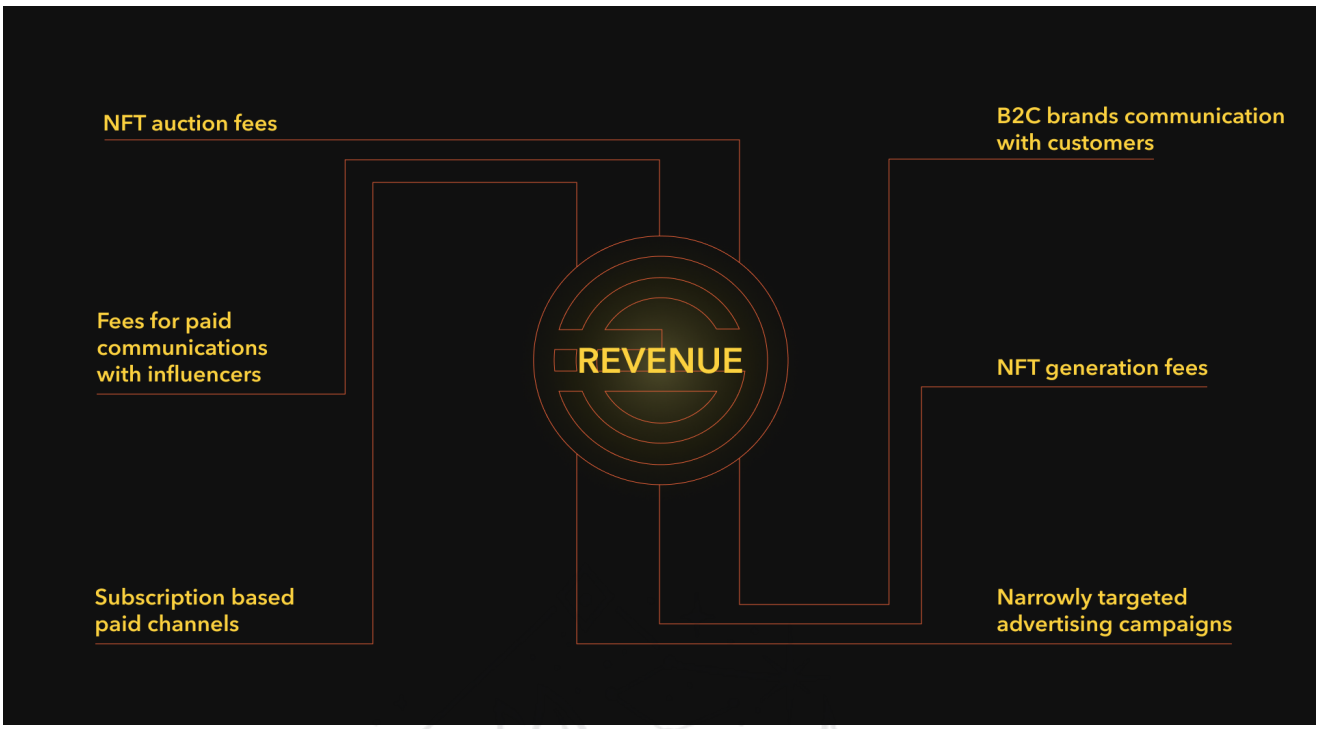
- Influencers offer their services and collect requests.
- Users turn to influencers with a specific request (consultation, congratulation, tweet, drawing, etc.) and offer a specific reward.
- The user reserves the payment for the service.
- The service is performed by the influencer, after confirming the completion, he receives payment.



Monetization

- Paysenger receives a commission for services rendered. Depending on the service and payment format: from 0 to 25% of the cost.
- The result of the service can be converted into NFT for which a commission is also taken by the service (in the form of EGO tokens).
- An Internal NFT Marketplace is planned. A commission will also be taken from operations in it.

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One of the goals of the monetization strategy is to maximize the average revenue per user over time. The relevance and demand for the services are an illustration of the many opportunities available. The main directions are presented as follows:

Paid communications with influencers

Paysenger allows you to request communication with an interesting person in a convenient format: a request for a chat, a conference, or just a video greeting.
The service is performed by the influencer; after confirming the completion, he receives payment. The service provides clear and simple access to the right person, the "menu" of his services with prices, and is also a guarantor of their quality.
Paysenger receives a commission for providing services.

NFT generation fees

Users can monetize both their own content and content created by someone else. With the help of certain tools, you can buy someone else's attention, and then sell it and make money on it. You can sell your NFT by placing it on the NFT marketplace for which the service charges a commission.

NFT auction fees - NFT auction fees

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An auction is a good way to sell NFTs. You can sell to the highest bidder or at a falling price (the price falls until someone buys). The service charges a commission for this service.

Paid channels by subscription

Paid channels are like Telegram channels, only with a subscription and a 7-day demo version. At the moment, the functionality has been implemented, but not fully tested.

B2C brand communication with customers

B2C communication: brands have the ability to send paid messages to users (in the form of questions/polls). Users receive $1-2 in response to them, and the brand receives useful information from its current or future consumers.

For example, a brand engages in a dialogue with consumers directly, rather than through advertising campaigns, and pays for clicks not to corporations, but directly to its audience, allowing it to participate in the formation of products, provide useful feedback, or video testimonials.

Narrowly targeted advertising campaigns

For many people, social media has become the main vehicle for interpersonal interaction and the most popular online place. One of the greatest strengths of social media advertising is the ability to allow advertisers to target a narrow audience. This can be helpful when trying to target a specific segment of the market. Paysenger allows you to conduct such campaigns and generates income from it.

Influencers will be able to register by invitation only. An invitation can be issued by someone who already has an account. Once you download the app, you can apply to sign up for the waiting list, but there is no guarantee of getting an account that way. After registration, you need to confirm your account and set a minimum contact cost. Then - share the link with subscribers.

A similar model was successfully implemented by Clubhouse, a service that in 2020 quickly gained a reputation as a place for online meetings, communication, and

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exchange of ideas. Clubhouse is available by invitation only. Service users can join and leave the conversation at any time, turning any room into a hall for public meetings. Experts, celebrities, venture capitalists, journalists, and many more are to be found in the clubrooms.

Clubhouse has earned a reputation for conversations with celebrities such as Oprah Winfrey, Mark Zuckerberg, and Elon Musk. The app is already considered foundational in Silicon Valley and the entertainment industry. Clubhouse has received a valuation of over $ 1 billion, despite the fact that it emerged not so long ago.

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4. The EGO Token

4.1. What is the EGO token and how it integrates into the ecosystem of the product

EGO is an internal payment instrument of Paysenger. In addition to the exclusive ability to buy and sell NFTs, along with the usual payment methods, users will be able to accept payments in EGO. The advantage that EGO provides is the reduced commission of the platform (up to no commission at all). The token can be exchanged for fiat directly on the platform through the integrated crypto-fiat exchanger at the current exchange rate of the token.

4.2. Tokenomics

The maximum supply of EGO tokens will be 1 billion. The main indicators for the price and supply of tokens are presented in the table.

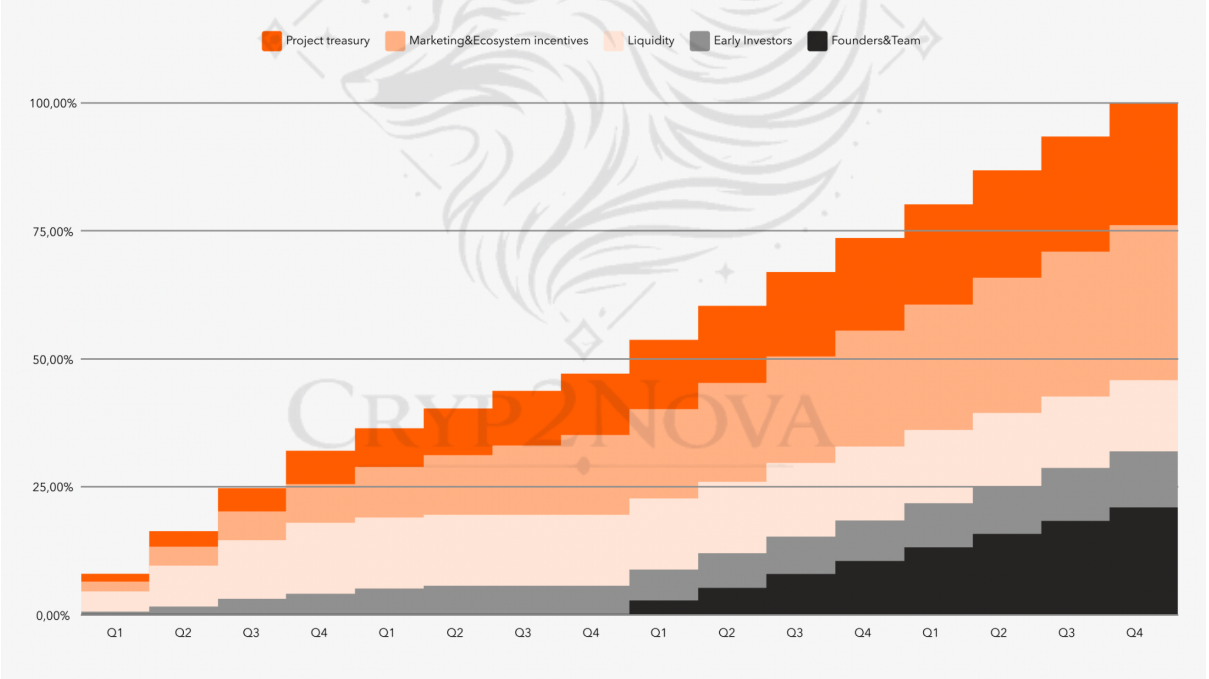
Indicators	Value
Max supply (EGO)	1 000 000 000,00
EGO price at IDO	$0,075
Total market cap at IDO	$75 000 000,000
Token supply at TGE	2,00%
Token supply at TGE	20 000 000,00
Market cap at TGE	$1 500 000,000
TGE = Token Generation Event	

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4.2.1. Schedule of the enrolment of tokens into circulation

Token distribution

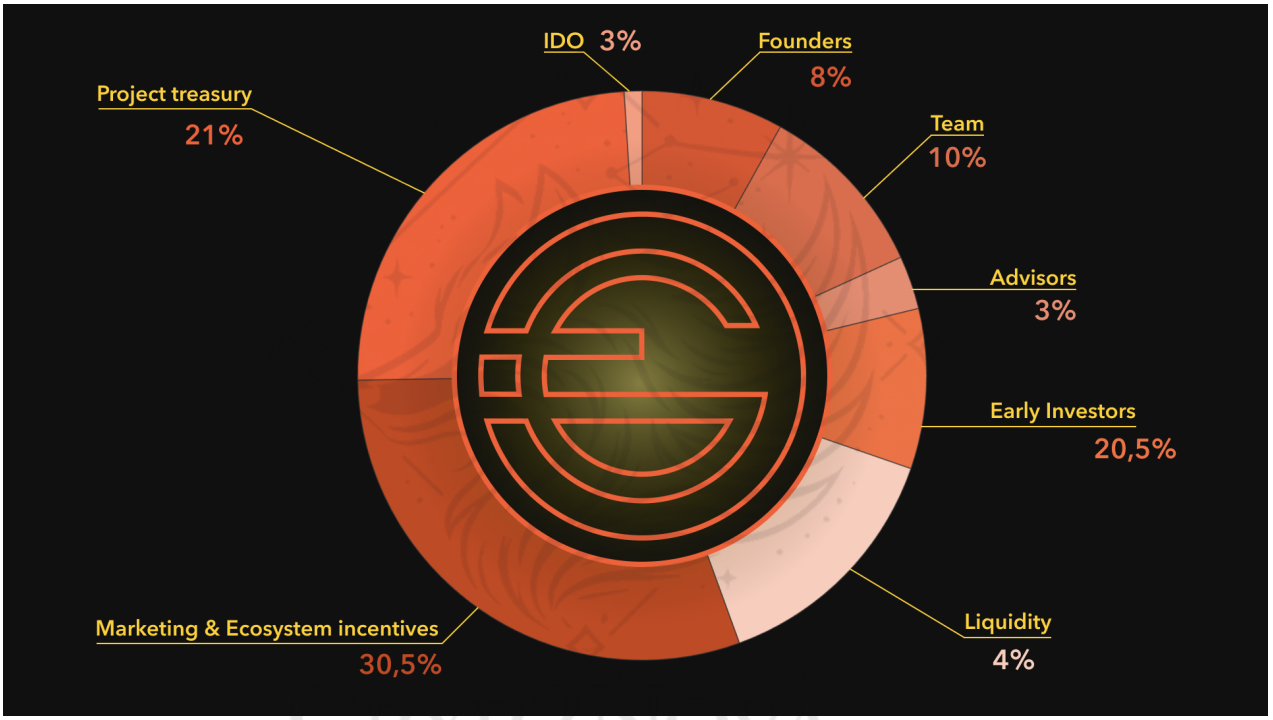
	100,00%			2022				2023				2024				2025			
Founders&Team	**21,00%**	**Lockup - tokens fully locked (quarters)**	**Vesting period (quarters)**	**Q1**	**Q2**	**Q3**	**Q4**	**Q1**	**Q2**	**Q3**	**Q4**	**Q1**	**Q2**	**Q3**	**Q4**	**Q1**	**Q2**	**Q3**	**Q4**
Founder 1	4,00%	8	8									0,50%	0,50%	0,50%	0,50%	0,50%	0,50%	0,50%	0,50%
Founder 2	4,00%	8	8									0,50%	0,50%	0,50%	0,50%	0,50%	0,50%	0,50%	0,50%
Team	10,00%	8	8									1,25%	1,25%	1,25%	1,25%	1,25%	1,25%	1,25%	1,25%
Advisors	3,00%	8	8									0,38%	0,38%	0,38%	0,38%	0,38%	0,38%	0,38%	0,38%
Early Investors	**23,50%**																		
Seed	5,00%	8	8									0,63%	0,63%	0,63%	0,63%	0,63%	0,63%	0,63%	0,63%
Private sale #1	2,00%	4	4			0,50%	0,50%	0,50%	0,50%										
Public presale	3,50%	2	4		0,88%	0,88%	0,88%	0,88%											
Strategic investors (Funds, Angels)	10,00%	2	4		2,50%	2,50%	2,50%	2,50%											
IDO	3,00%	0	3	1,00%	1,00%	1,00%													
Liquidity	**4.00%**																		
DEX&CEX	4.00%	0	2	1,50%	1,50%	1,00%													
Marketing&Ecosystem incentives	**30.50%**																		
Airdrops	2.50%	0	16	0,16%	0,16%	0,16%	0,16%	0,16%	0,16%	0,16%	0,16%	0,16%	0,16%	0,16%	0,16%	0,16%	0,16%	0,16%	0,16%
Ambassadors	3.00%	0	16	0,19%	0,19%	0,19%	0,19%	0,19%	0,19%	0,19%	0,19%	0,19%	0,19%	0,19%	0,19%	0,19%	0,19%	0,19%	0,19%
Ecosystem Rewards	15.00%	0	16	0,94%	0,94%	0,94%	0,94%	0,94%	0,94%	0,94%	0,94%	0,94%	0,94%	0,94%	0,94%	0,94%	0,94%	0,94%	0,94%
Staking rewards	10.00%	0	16	0,63%	0,63%	0,63%	0,63%	0,63%	0,63%	0,63%	0,63%	0,63%	0,63%	0,63%	0,63%	0,63%	0,63%	0,63%	0,63%
Project treasury	**21.00%**																		
Treasury	17.00%	0	16	1,06%	1,06%	1,06%	1,06%	1,06%	1,06%	1,06%	1,06%	1,06%	1,06%	1,06%	1,06%	1,06%	1,06%	1,06%	1,06%
Treasury (team)	4.00%	0	16	0,25%	0,25%	0,25%	0,25%	0,25%	0,25%	0,25%	0,25%	0,25%	0,25%	0,25%	0,25%	0,25%	0,25%	0,25%	0,25%
			Token release	5,72%	9,09%	9,09%	7,09%	7,09%	3,72%	3,22%	3,22%	6,47%	6,47%	6,47%	6,47%	6,47%	6,47%	6,47%	6,47%



4.2.2. Token distribution

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The direction of the distribution	Value
Founders	8%
Team	10%
Advisors	3%
Early Investors	20,5%
IDO	3%
Liquidity	4%
Marketing & Ecosystem incentives	30.5%
Project treasury	21%



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4.2.3. Token cost for early investors

Investment rounds	Token allocation	Token allocation	Price per Token	Volume	Status	Period
Seed	5,00%	50000000	$0,0100	$500 000,00	Completed	September 2021
Private sale 1	2,00%	20000000	$0,0250	$500 000,00	Completed	December 2021
Public presale (Tokensoft)	3,50%	35000000	$0,0500	$1 750 000,00	TBC	March 2022
IDO (Tokensoft)	1,50%	15000000	$0,1000	$1 500 000,00	TBC	Q2 2022
IDO (Launchpads)	1,50%	15000000	$0,1000	$1 500 000,00	TBC	

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Strategic investors (Funds, Angels)	10,00%	100000000	$0,0500	$5 000 000,00		
Total	**23,50%**	**235000000**		**$10 750 000,00**		

5. Token use

EGO is an internal token of the Paysenger service. There are several options for using the token:

- internal payments;
- NFT issue;
- staking.

Since EGO is Paysenger's internal payment system, buying and selling NFT through Paysenger is only available for EGO. This makes it possible to predict demand for the token. The more people use the product, the higher the liquidity of the token. Users can purchase EGO on the platform using any convenient payment method.

5.1. Internal payments

An influencer will be able to provide a wide range of services, from simple small talk to the creation of personalized media content (such as songs or videos). Each service can be paid for with fiat money, as well as BNB, BUSD, or EGO tokens.

Paysenger commission for each payment:

- 20% when paying with fiat money or BUSD, BNB tokens.
- 5% when paying in EGO.

EGO will also be used for NFT domestic sales. You cannot buy NFTs for other currencies at the internal auction.

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5.2. NFT Release

Users will have the option to tokenize content from influencers in the form of an NFT. NFT minting commission can only be paid in EGO tokens.

5.3. Staking

Paysenger will implement the mechanics of token staking, which will allow access to a number of privileges and bonuses for users and influencers.

5.4. Burning tokens

To ensure a fair distribution of the platform's income among all token holders, a token burning mechanic will be implemented: Buyback & Burns:

- 100% of the NFT mining commission will be burned.
- Half (50%) of all internal commissions paid to EGO (NFT marketplace, services) will be burned.

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6. Market

6.1. Preconditions for the direction emergence

6.1.1. Struggle for Attention

The concept of an attention economy was introduced by the physicist and economist Michael Goldhaber. He used this term as an alternative to the concept of the information economy. Goldbacher noted that in the Internet age, "attention is directed to what is most important and is becoming the most scarce resource." The main idea of the Attention Economy is to convert attention into direct or indirect income through digital platforms and technologies.

The big leap in this direction came with the onset of the information age. The value of human attention has increased many times over, and turned attention into "the next oil". Manufacturers of various goods, corporations, politicians, and everyone to whom it was important to convey information and offer their product began to fight for attention. This is due to two reasons:

- Content saturation
- Changing the information environment in which content is consumed and produced.

A large number of attention attractors have appeared (an attractor is an "magnet" around which the required events are created). In the era of universal digitalization, the development of YouTube, Instagram, and other social networks, attractors have become opinion leaders, bloggers, stars, etc.

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An opinion leader is any person with an audience large enough to influence the popularity of a particular service or product, arouse or "kill" interest in it with a message. A new class of successful opinion leaders came to be called **netocrats**. Now the meaning of the term denotes a form of social management.

Opinion leaders have always existed, but they became netocrats when the first generation of social online services appeared (Twitter, YouTube, Instagram, Facebook, etc.). Social media are first-generation services because they are the tribune where creators and influencers create their content and make it available to a wide audience. The listed companies were once start-ups looking for the first investments, but in a decade they have become Internet giants with audiences of billions of people around the world. Although these companies have firmly entered our lives and become giants, they are still far from the peak of their

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development.

Based on audience size, influencers (influencers) can be divided into 3 key groups:

- Micro-influencers: less than 10,000 subscribers. They are suitable for reaching a niche but dedicated audience.
- Mid-level influencers: 10,000 to 250,000 subscribers. These people don't wield the influence of mega-celebrities, but they do have a close and engaged audience that will believe their recommendations. These influencers also have a track record of partnering with brands.
- Macro influencers: over 250,000 subscribers. These are celebrities from Instagram and Youtube. They have the largest reach, but they may not have the same influence and credibility as mid-level influencers.



Anyone can be a netocrat: a UFC star, an actor, a singer, etc, anyone from any corner of the world where the Internet is available so they can become a star in a day, whose attention will be sought after and paid for. Elon Musk, Mark Zuckerberg, Cristian Ronaldo, Edward Snowden have become netocrats. A netocrat is any person who has become so famous that his opinion is capable of influencing the behavior of a large number of people or entire states.

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The legendary tweet by Elon Musk **“Am considering taking Tesla private at $420. Funding secured,”** dated August 7, 2018, led to an 11% rise in Tesla shares in a few hours. Equally significant were tweets to the effect that Musk’s car company will no longer accept bitcoins as payment since the electricity costs for the production of cryptocurrency are high and this is harmful to the environment. After that, the price of bitcoin fell sharply by more than 10%.

An investigation by a group of US experts sparked a scandal in the auto industry and exposed Volkswagen's machinations of underreporting emissions of harmful gases into the atmosphere. This largely determined the development of the auto industry for years and decades.

6.1.2. Development of the Internet

The availability of the Internet in the world is growing, but many countries retain a great potential for growth in this direction. With the development of the Internet in these countries, a huge stream of new audiences will pour into the first generation services for the opportunity to live life the way countries with high urbanization and good, high-quality Internet do.

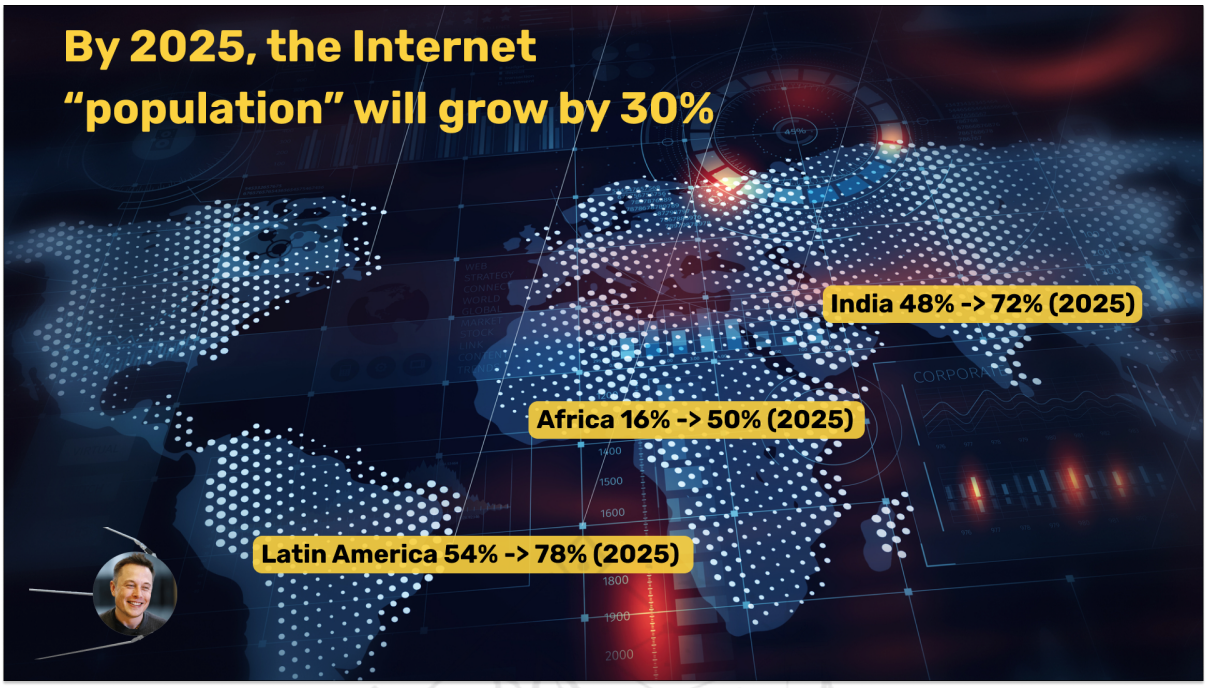
Worldwide internet usage statistics assessed for the first quarter of 2021

World regions	Population (2021 г.), people	Population, % of the total number	Internet users 31.03. 2021, people.	Penetration rate, %	Growth 2000-2021, %	Internet/world, %
Asia	4 327 333 821	54,9	2 762 187 516	63,8	2316,5	53,4
Europe	835 817 920	10,6	736 995 638	88,2	601,3	14,3
Africa	1 373 486 514	17,4	594 008 009	43,2	13 058	11,5
Latin America/Caribbean	659 743 522	8,4	498 437 116	75,6	2 658,5	9,6
North America	370 322 393	4,7	347 916 627	93,9	221,9	6,7
Middle East	265 587 661	3,4	198 850 130	74,9	5 953,6	3,9
Oceania/ Australia	43 473 756	0,6	30 385 571	69,9	298,7	0,6
World total	7 875 765 587	100,0%	5 168 780 607	65,6	1331,9	100,0

Source: *internetworldstats.com*

Experts predict that the number of Internet users will grow by 30% by 2025. The largest increases will be seen in India, Africa, and Latin America.

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Part of this audience will become opinion leaders, and then netocrats, who will attract the attention of millions. The public will follow the lives of these people and fight for their attention. The community will watch, read, listen, be interested in everything that the new netocrats broadcast.

6.2. Existing services

The market is growing rapidly. Services have appeared that make it possible to monetize communication with the audience in one way or another - and the largest companies continue to work in this direction.

On Twitch, for example, you can send donations, offer sponsorship subscriptions, sell your own merchandise, and so on.

The service Cameo has gathered about 40 thousand influencers and become a unicorn company within a few years. Cameo allows you to receive a video greeting card from a famous movie star or athlete from the past. With such a rapid growth of capitalization, the service has virtually no impact on the blogging segment and works mainly only in the United States.

The well-known project OnlyFans, which gives access to unique erotic content, also illustrates the audience's demand for personal communication. People no longer just want erotic content with a star, they want private communication and are often ready to pay their

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loved ones even without an erotic component. The content producer has become more than just an object of desire, but something close and very personal.

Social platforms offer creators additional earning opportunities and new features are constantly emerging.

Pinterest has announced its first in-platform monetization program called the Creator Fund. This program was designed to financially support a small group of Pinterest content creators from under-represented communities.

As the Foundation expands, Pinterest promises that 50% of contributing authors will be from underrepresented groups. Pinterest is currently only available to fashion, photography, food, and travel content creators in the United States. The creators received training, consulted external parties on creative strategy technologies, and received a budget for content creation and advertising credits. The platform also announced the first set of tools to enable creators to make money from the pins they buy. Similarly to how affiliate links work, creators can get a share of the purchases they make using their Pinterest content. They will be able to view the available icons for the company's products and integrate them into their idea icons, demonstrating how the product works for their audience.

The invite-only audio platform Clubhouse is making plans to monetize content for creators. The Creator Accelerator program was launched to financially support the expert group of Clubhouse creators to help "lead conversations, grow audiences, and monetize their work."

While this program is currently only open to 20 creators, Clubhouse is testing a feature that allows users to directly pay creators who open and moderate rooms in the app. Users will be able to send direct payments in the profiles of the content creators. The creator needs to enable this feature in order for the user to send money. The creators are reported to receive 100% of the payments as Clubhouse has no plans to take a share of them.

YouTube advertising has been around for many years. But the platform recently updated the rules and now you can monetize even more videos on YouTube. To gain access to YouTube ad revenue, you must apply for an affiliate program. YouTube is also testing a cheering feature with a few select contributors via the website. Users will be able to buy and gift the author "applause" for the standard amount of $2.

YouTube also launched the Shorts Fund, a $100 million fund that will be distributed over 2021-2022. Its goal is to attract more creators to the new short video feature on the platform. Anyone can participate: all it takes is creating unique and engaging short videos.

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Facebook has provided influencers with the ability to make money with short and long videos. Bloggers can generate income from video content through featured ads. Videos lasting a minute will have ads that are 30 seconds long, and videos longer than 3 minutes will display ads for 45 seconds.

The app also continues to explore in-stream ad formats that drive engagement through rewards or product interactions. These interactions are likely to increase revenue and provide viewers with better video quality. To join the Facebook program and access these features, you need the following:

- 600,000 watch minutes on any combination of video downloads in the past 60 days.
- 5 or more active video or live video downloads previously.
- Videos must be posted, not removed, and must comply with Facebook's content monetization policy.

On TikTok Live, viewers can tip content by buying and sending digital gifts. It works like so: the user has to purchase TikTok coins, which are available for purchase in several different packages. Once TikTok coins appear in a user's wallet, they can send unique gifts to the creator who is streaming the live stream. The gift sent to the creator turns into a diamond. A certain amount of diamonds can be exchanged for cash and withdrawn via PayPal or another verified payment method. This will allow TikTok influencers to gain financial support from their audience and provide a deeper connection with their followers. The platform's latest monetization feature, Shoutouts, allows users to pay with TikTok for personalized video messages from content creators. Creators have 3 days to accept or reject a Shoutout, and then a week to create a clip that will be sent to users in their inbox.

Instagram Live Badges allows creators to generate income from Live posting. Once testing is complete and the feature launches globally, viewers can purchase up to three different types of badges during the live stream:

- One Heart = $ 0.99
- Two Hearts = $ 1.99
- Three Hearts = $ 4.99

These will be useful to creators using the platform to educate the audience. For example, they conduct online training, photography, and video masterclasses, or produce educational content on cooking and beauty.

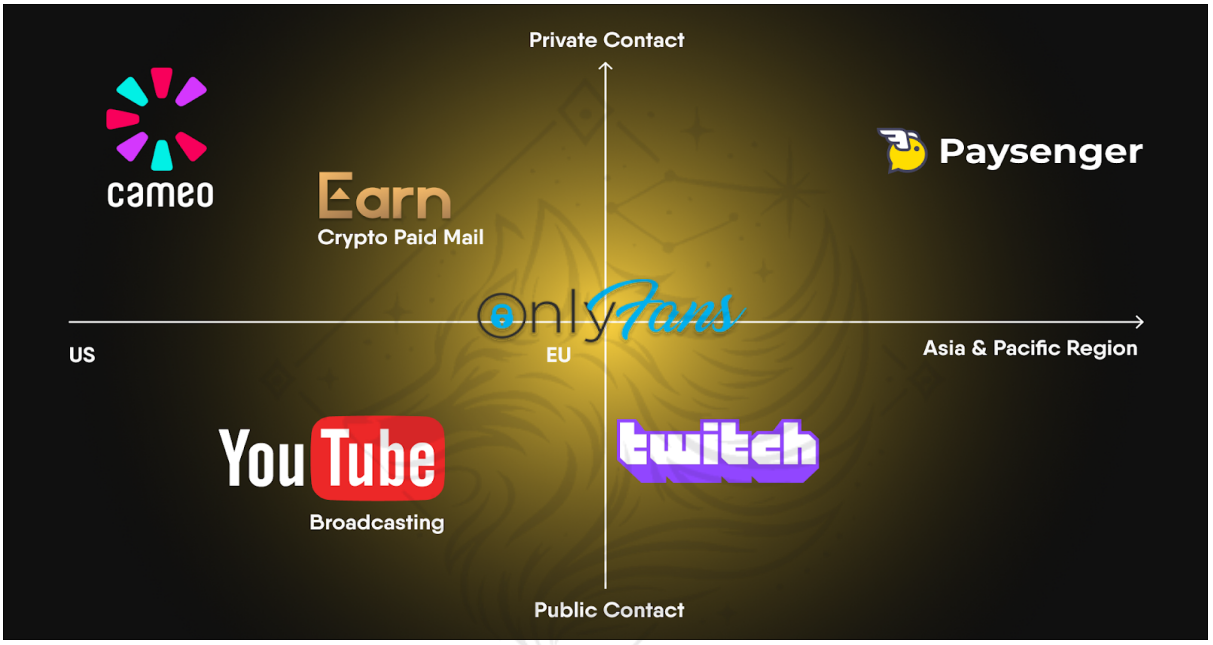
Instagram has also released IGTV ads and is starting to share ad revenue with content creators. Ads appear when viewers launch a video from a preview in a feed. Promotional

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videos will be vertical, with a duration of up to 15 seconds. Also, the developers are working on the "skip ads" function. Creators looking to monetize their videos will be required to strictly follow Instagram's monetization policy.

Paysenger develops and complements existing solutions on the market. The project occupies free niches (including geographic ones) and is ready to compete in already occupied niches through new marketing mechanics and product functions.

Marketing campaigns are launched by professionals who have promoted large fintech products with budgets of tens of millions of dollars.



6.3. Monetizing NFTs

Despite the fact that NFTs as a phenomenon are becoming more famous and in demand, this market is not yet saturated. There are few platforms offering the opportunity to buy NFT tokens. The same applies to information about their availability.

In addition to platforms that receive their commission, very famous personalities are currently becoming the main beneficiaries. The painting by the famous artist Banksy was burned, and then turned into an NFT token and sold for $380 000 despite the fact that the original was 4 times cheaper. This artistic act is not about the value of content as such but about the fact that there is a famous name behind the product. This means that in the modern world, a huge amount of underestimated unique content is produced.

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The existing Internet audience has a need for unique content, it is ready to watch it, like it, and admire it. The world's major social networks build their algorithms in such a way that unique content is better ranked and more often noticed by the user. However, until now, the audience has not formed the idea that they can monetize both their own content and content created by someone else. A person must realize that he is both a creator and a consumer of the content of other creators and that everyone else is the same. He must understand that with the help of certain tools you can buy someone else's attention, and then sell it and make money on it.

Now the purchase of NFTs is the prerogative of crypto enthusiasts, and existing crypto products are in little demand among creators and their audiences. In the future, however, people will realize that the value of digital art is determined not so much by the name of who produced the content, but by the attention paid to that content. This means that any of those people and projects who are now called "no-names" can become the owner of unique content and - like with the example with the burned Banksy picture - make money on this content. Only, unlike Banksy’s content, its content will not become in demand due to a well-known name, but, on the contrary, the acquired content will make a name for its owner.

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7. Marketing plan

The key method of promotion will be a large-scale advertising campaign implemented in the form of purchasing Paysenger advertising integrations. The team will buy posts, stories, tweets, video integrations, etc. from opinion leaders. Due to the fact that opinion leaders have a large audience, Paysenger will become a well-known brand among the broad masses of Internet users.

In addition, a prerequisite for purchasing advertising from an opinion leader will be his registration in the service. Thus, the influencer will begin to attract his audience.

In parallel with the launch of advertising campaigns, an offer for webmasters will be posted on all major partner services that includes attracting new users to Paysenger either with payment for the attracted lead or in accordance with a rev-share model.

In order to attract users to the product, team Paysenger plans to use extensive remarketing capabilities.

In general, the following will be used to promote the project:

- Affiliate program. Revshare / CPA
- Classic PR.
- Advertising through viral promotions.
- Purchase of traffic (Google, Facebook).
- Charity events.

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8. Team

A team of founders and key employees of the influencer and fintech industry is working on solving problems within Paysenger.

The team is made up of market insiders and is aware of the market's problems. The team works with the largest agencies that attract influencers and celebrities around the world and has expertise in this area.



Information about the main members of the project team is presented below:

Name	Position	LinkedIn, Telegram	Seniority, Work Experience	Clients / Products
Advisory Board				
Val Jerdes	Venture & US Advisor	https://www.linkedin.com/in/valjerdes/	25+ years	Apple, Skydec (Berkeley), Innov8 Global
Artemyuk Artem	GiveAway Co-Founder supported by YC. Previously Head of Global PA Wargaming	https://www.linkedin.com/in/artem-artemiuk-22645964/	10 years	Viaden ,Wargaming, Dataduck, GiveAway, OOPS11, others

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Constantine Zhuk	Marketing, user attraction	https://www.linkedin.com/in/constantine-zhuk-b1852856/	6 years	Wargaming / World of Warships
Andrey Seoev	IDO launch consultant	https://www.linkedin.com/in/seoev/ https://t.me/official_61	12 years	SAP
Top				
Stanislav Novikov	CEO	https://www.linkedin.com/in/stanislav-novi-63672767/	10 years	Pfizer, Tesla (Russia), Vimana.global, foogin.com, ТК "Vid", Svyaznoi
Egor Trufanov	CMO	@rukonogi	10 years	DataDuck, MarketPartners, LekoMedia
Pavel Maximov	CBDO		15 years	Co-founderof Unlimint.com (ex-Cardpay), Super.com
Product				
Eugeni Petrushenko	Teamlead, front	@VasilyGansky	13 years(frontend, backend, lead)	Wrike, Gazprom oil, Zodiac Inc, crypto exchange (NDA)
George Markov	Senior fullstack	https://www.linkedin.com/in/georgemark0/	7	Virall.me / Cpa platforms, Instagram promotion services
Igor Garaev	BI Analyst	https://www.linkedin.com/in/igaraev/ @igaraev	9 years(scientist, analyst)	OlympTrade, Oktogo (Travel.ru), FinanceDialog
Eduard Riazantcev	Fullstack, front	https://www.linkedin.com/in/iamedy/	6 years in development	Vimana.global | foogin.com
Rabdan Zhalsanov	Fullstack, backend	https://www.linkedin.com/in/rabdan-zhalsanov/	10 years	OUTSQR, WildLabs, Meshassist, Startcon, FrontierFounder
Dmitry Mitkov	Backend, partnerships	@lonetomcat	14 лет	iPetersburg, TeachPoint, Get-Click, Kingfin
Bogdan Mashirov	Backend, databases	@screampassion	12years, backend developer	Developing CRM systems для Sberbank, Rabota.ru

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Victoria Bril	Product manager	https://www.linkedin.com/in/viktoria-bril-358119115	5 years	Dataduck.com
Business administration				
Guy Maevsky	Head of the legal dept	https://www.linkedin.com/in/guy-maevsky/	15 years	Daiting.com, Coin98.com ridotto.io triptcip.com drops.co, investdex.io
Alexandr Kulitski	Project Management	https://www.linkedin.com/in/alexandr-kulitski-b04b65122/ @AlexandrKulitski	8 years in IT, 7 years in project management, 3+ years in consulting startups and PMO / DMO of large companies on building processes and organizing teams	Walmart, Harley Davidson, Carterwood Analytics, TDI group, Neskin Games
Marketing				
Artem Cheremukhin	CBO	@BigMFk	5 years	Dataduck
Istok	Influencers, platforms	https://www.linkedin.com/in/origin-gold-3402a9226/ @Godbali	7 years	G-Top.ru, Rock'n'Raw, EHU
Konstantin Sudobin-Vishnevskiy	Team lead/promo	https://www.linkedin.com/in/konstantin-sudobin-vishnevskiy-59a421226/ @i_want_to_be1ieve	Internet marketer since 2008	Visual Group, Olymp Trade, Sk creative agency, ODIN, others.
Aman Rawat	India Partner Coordinator	https://www.linkedin.com/in/amanrawat-/	5 years	Cofounder at GRYNOW MEDIA | Influencer marketing consultant
Ivan Koval	PR / promotion of EGO, YT channels Paysenger	6 years	Mediabuyer, buying advertising on YT, working in influence 5+ years	Dataduck

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Affiliate program				
Roman Kiselev	Referral program manager	https://www.linkedin.com/in/roman-kiselev-a76302b7/	8 years	Dataduck

In addition to the announced project participants, specialists were outsourced.

The team is growing and staffed: in 3-4 quarters of 2021, the staff has grown from 5 to 50 people.

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9. Investments

For the development and launch of the service, private investments in the amount of $ 2,500,000 were attracted. Additionally, it is planned to hold two private sales and access to IDO.

Investment rounds	Token allocation	Token allocation	Price per Token	Volume	The direction of teh distribution of assets
Seed	5,00%	50000000	$0,0100	$500 000,00	Development and product launch
Private sale 1	2,00%	20000000	$0,0250	$500 000,00	Development and marketing
Public presale 2 (Tokensoft)	3,50%	35000000	$0,0500	$1 750 000,00	Development and marketing
IDO (Tokensoft)	1,50%	15000000	$0,1000	$1 500 000,00	Ensuring market liquidity
IDO (Launchpads)	1,50%	15000000	$0,1000	$1 500 000,00	

Investment attraction plan:

1. Seed - obtained
2. Private sale #1 - Q4 2021 (closed)
3. Public presale - Q1 2022
4. IDO - Q2-Q3 2022

EGO tokens are now offered at a price of 2.5 cents per unit.

Listing (going to stock exchanges) will be with a price twice as high. Initial liquidity is ensured by investing in cash at at least 5 cents per 1 EGO.

To stimulate further growth in the EGO rate, a token burn mechanic is being introduced. Half of the tokens received from the commission will be irrevocably destroyed. In addition, the bulk of the money received from the sale of tokens will go to the popularization of EGO: the purchase of advertising on specialized resources in Asia, the USA and Arab countries.

Unlike most crypto startups, Paysenger-EGO is a comprehensible and scalable project. Its relevance will be ensured by a constant influx of new users. Customers will come for paid communication, learn about the NFT functionality, and gradually be drawn into the EGO ecosystem.

The attracted investments will be used to popularize EGO. We already have the necessary funds for the product itself and product marketing.

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Now is a good time to enter because early investors will get the most profits. Although the project is no longer quite a startup. The team has grown to 50 people. All specialists have many years of experience in the largest fintech companies. The team has many worthy personalities: from the Wargaming Marketing Director (Tanks Online) to the head of the SAP strategic department.

At the end of October, the presentation of the project took place at Blockchain Life 2021. This allowed collecting feedback and a large number of applications for participation in the early stage of attracting investments. At this stage, only 2% of tokens are given away for $ 500,000 in total. About $ 70,000 was raised during the first 2 days after the conference. Applications are received every day, but first of all, the team is interested in attracting friends, colleagues, partners to the circle of early investors.

Paysenger doesn't just collect money. Paysenger brings together drivers, insiders, and the main beneficiaries of the new social network.

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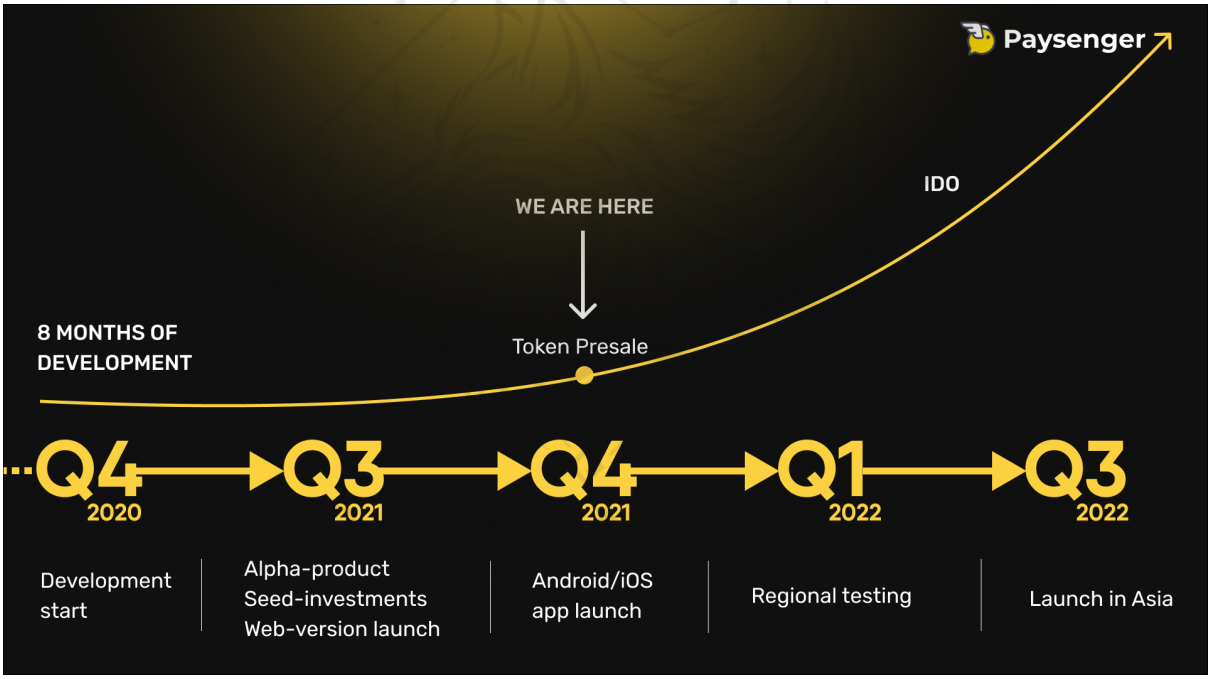
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10. Roadmap

Development of the project started in 2020. The project has already passed the "alpha" stage. At this stage, all the features provided by this version are implemented. Now the stage of pre-sale of tokens and launching applications is happening.

In 2022, it is planned to conduct tests in the regions. In the same year, the project plans to launch the token through a decentralized liquidity exchange. It is planned to carry out a large launch in the countries of Asia.

Below are the stages of the project roadmap.



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11. Contacts

Website:

https://paysenger.com/

Pre-sale of tokens:

https://egoco.in/en

Contact the team members via social networks:

https://www.linkedin.com/company/paysenger-com

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