

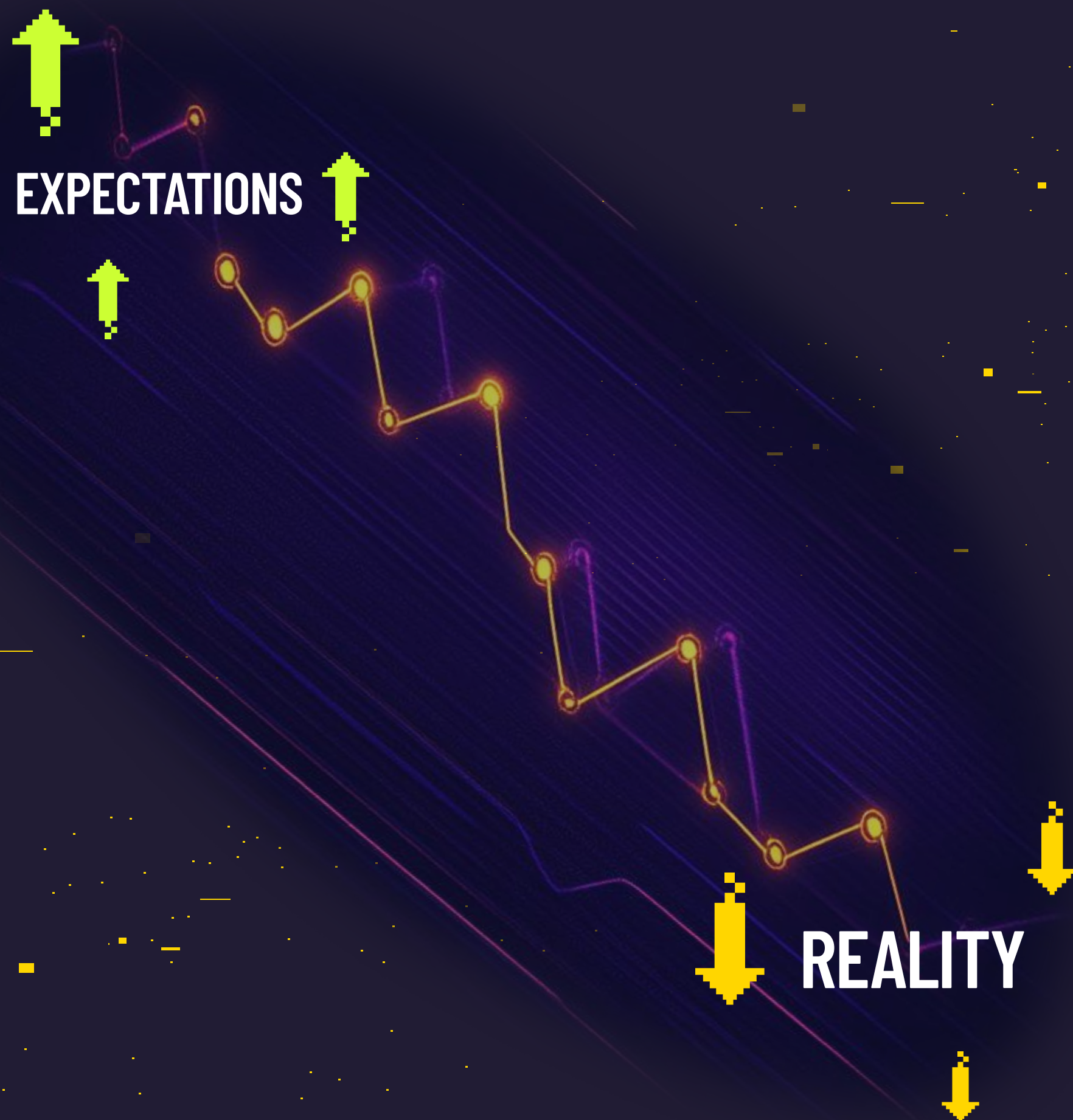
seeecoin[®]

The WEB3 Economy for Streaming & Engagement

Built by the team behind web2 business powered by: seegame & adQuery,
disrupting digital engagement with a blockchain-powered rewards economy

Live-interactive gaming experiences, augmented by tokenized engagement.

WEB2 advertising & monetization is broken



Ad fraud is rampant

Bots contribute to 40% of ad traffic, costing advertisers billions in wasted ad spend.



Opaque algorithms, big tech monopolies

Pay to play. Highly rising costs of advertising without clear reason.



Creators earn pennies

Platforms like Twitch & YouTube take 50%+ of ad revenue, leaving streamers with little.



Viewers get nothing

Despite driving engagement, viewers receive no incentives for their participation.

The future of live streaming & creator monetization

- ▶▶▶ Live streaming is the fastest - growing segment in digital entertainment, driving higher engagement than pre-recorded content. This makes it the perfect fit for seecoin's engagement-based rewards model.
- ▶▶▶ Starting with game streaming - where user interaction and ad monetization are already strong - seecoin will expand into other high-engagement categories, including:
 - Cooking & Food Streaming - Live recipe tutorials & Q&As.
 - Finance & Trading Streams - Real-time interaction with financial educators.
 - Educational & Skill-Based Streaming - WEB3-powered incentives for live learning.
- ▶▶▶ Seecoin is shaping the future of real-time content monetization, empowering creators across multiple industries.

TAM - 8 billion people

\$700B+ global digital advertising market

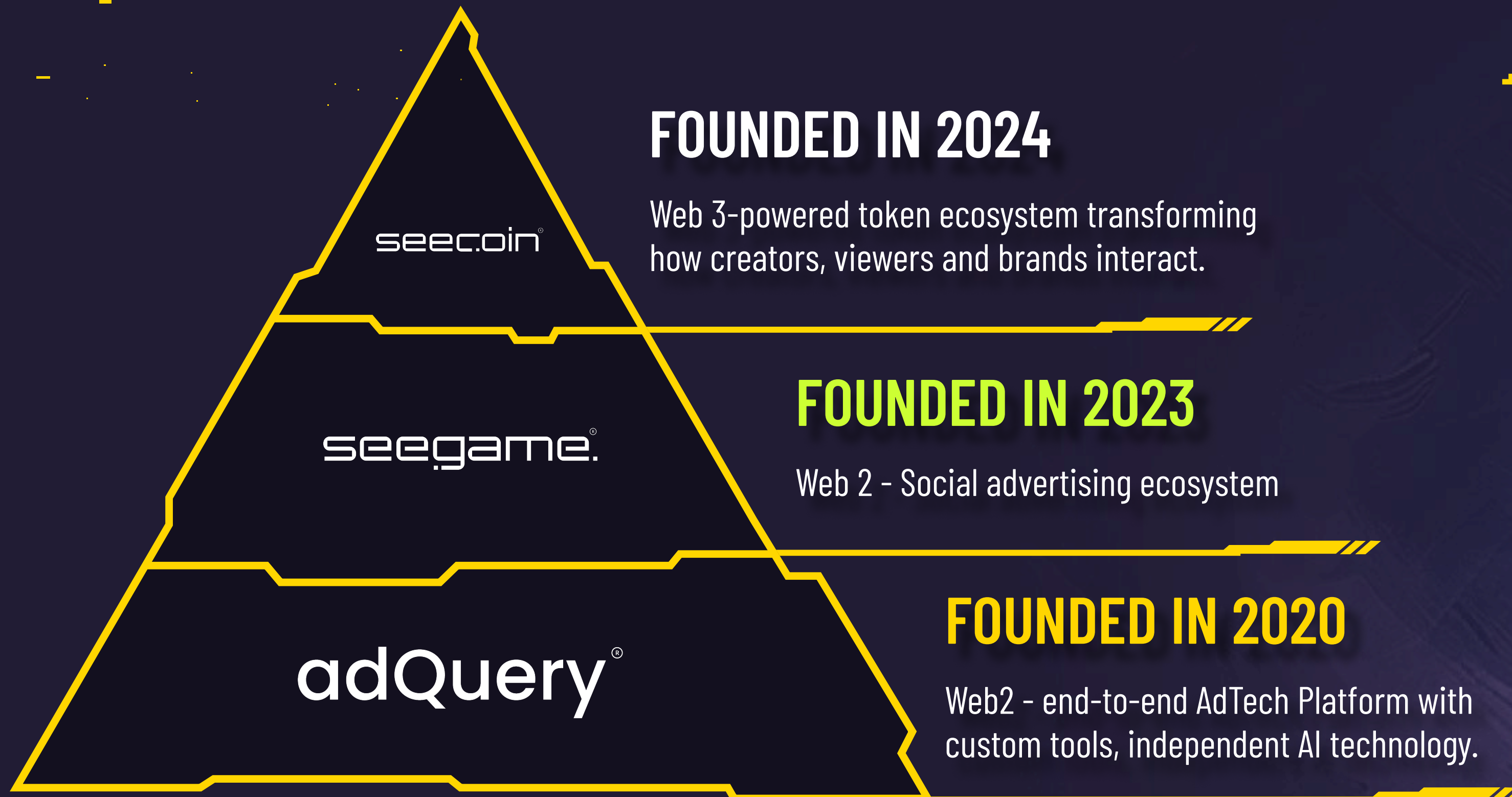
SAM - 4 billion connected

\$180B+ live streaming industry by 2027

SOM - 3 billion gamers

\$10B+ game streaming & esports ad spend

OUR BUSINESSES & CREDIBILITY



\$4M+ REVENUE GENERATED IN 2024.

Experience proven by the numbers:

**OVER
1400**
ACTIVE STREAMERS

**14
MILLION**
GENERATED IMPRESSIONS

**OVER
200**
ACTIVE CAMPAIGNS
MONTHLY

**OVER
90%**
REDUCTION
IN BOT TRAFFIC

**22%
YEARLY**
REVENUE
GROWTH

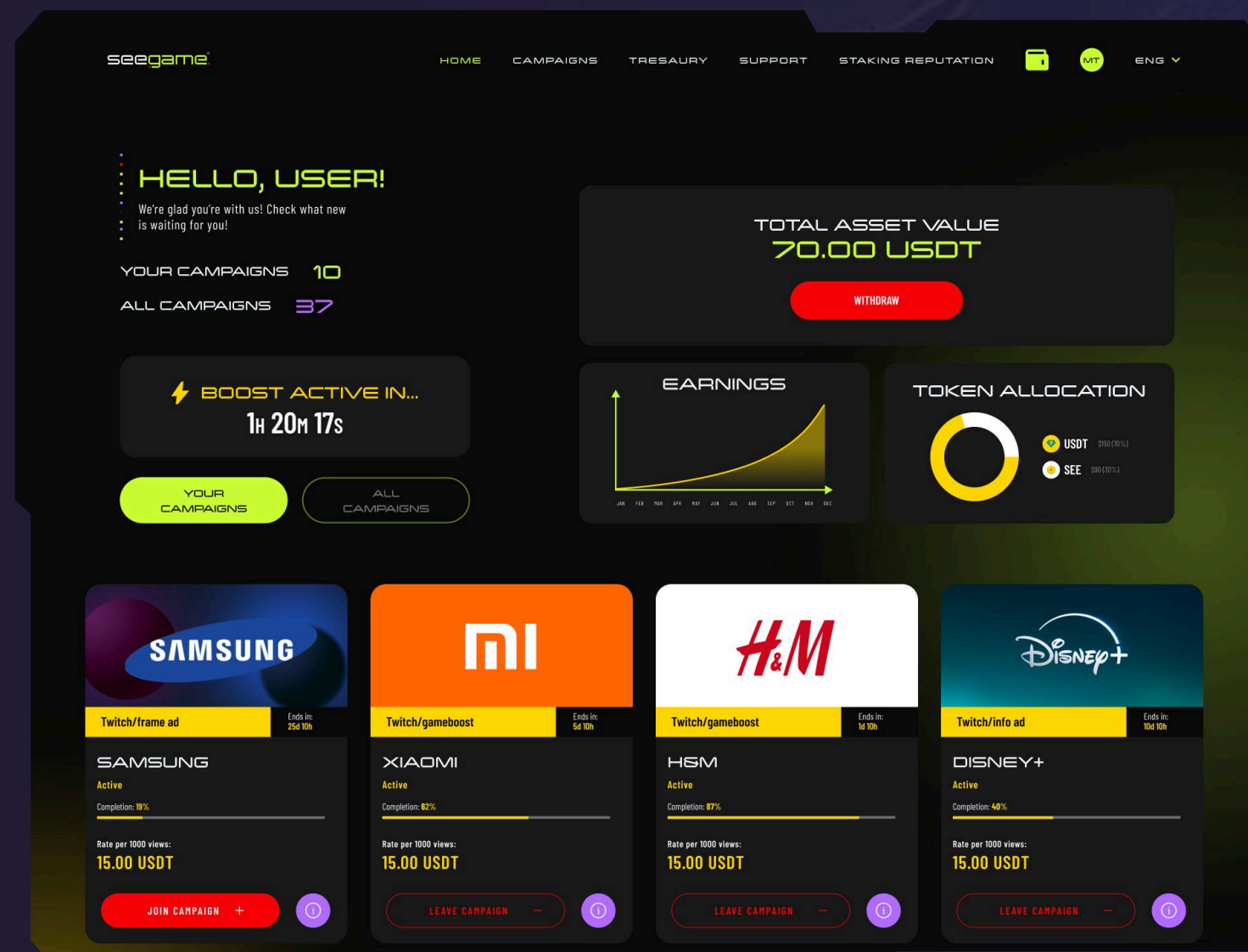
Platform mock-up

- ▶ Custom self-service panel for campaign management
- ▶ Dedicated streamer panel for content creators to track earnings and performance
- ▶ Main user platform for streaming interaction and coin tracking.

Custom self service panel



Dedicated streamer panel



Dedicated platform



SEECOIN

The WEB3 economy for streaming & engagement



What is seecoin?

A **tokenized rewards system** powering creator monetization & ad engagement.

Built by the team behind seegame & adQuery, **ensuring immediate adoption.**



Stakeholder benefits:

Viewers: earn seecoin for engagement, watching ads, and interacting in streams and on the platform.

Streamers: Higher revenue share, direct ad payments, no middleman cuts.

Advertisers: Verified human interactions, eliminating bot fraud and wasted ad spend. Access to a self-service platform to enable the automated launch of advertising campaigns.



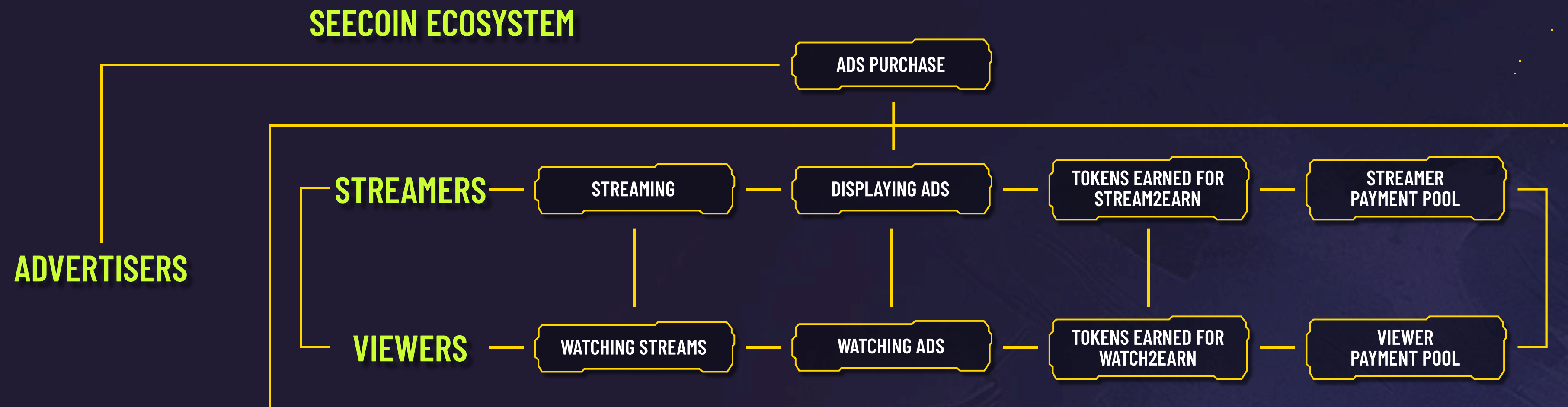
Beyond just ads:

Tipping, premium content access, staking for higher rewards → Drives user retention & adoption.

Gamification and interactions with users to increase engagement and quality of community.

Easy onboarding of the users from WEB2 to WEB3.

Tokenomics & utility



Coverage system mechanism

Total token supply:

- Fixed

Vesting:

- Linear
- Dynamic

Token Value Drivers:

- Buyback & burn
- Dedicated system DAO
- Seecoin treasury locked in USDt

Community Drivers:

- Passive income from entertainment
- Rewards staking
- New game launches & exclusive airdrops
- Competition ranks for streamers and viewers with rewards
- Global and local Tournaments

GO-TO-MARKET

PHASE 1

COMMUNITY GROWTH via Telegram game & engagement

- ▶▶▶ WEB3-native users participate in the seecoin Telegram game.
- ▶▶▶ Engaged users earn points for active participation in discussions, mini-games, and referrals.
- ▶▶▶ Builds a WEB3-native community of early adopters who will drive organic growth post-TGE.

PHASE 2

INCENTIVIZING seegame users

- ▶▶▶ Distribute seecoin-based engagement points to seegame streamers & viewers.
- ▶▶▶ Viewers earn points by watching seegame-affiliated streamers and engaging with interactive ads.
- ▶▶▶ Points will be redeemable for seecoin after the Token Generation Event (TGE).

PHASE 3

WEB3 AUDIENCE ACTIVATION

- ▶▶▶ Crypto-native users can farm seecoin by engaging with seegame-affiliated streamers.
- ▶▶▶ This increases both WEB2 and WEB3 user engagement, creating a bridge between traditional gamers and crypto users.
- ▶▶▶ More WEB3 interest leads to early liquidity demand for seecoin.

PHASE 4

TOKEN GENERATION EVENT (TGE) & conversion

- ▶▶▶ TGE launches, allowing users & streamers to convert their engagement points into seecoin.
- ▶▶▶ This creates an instant base of seecoin holders who are already engaged with the ecosystem.

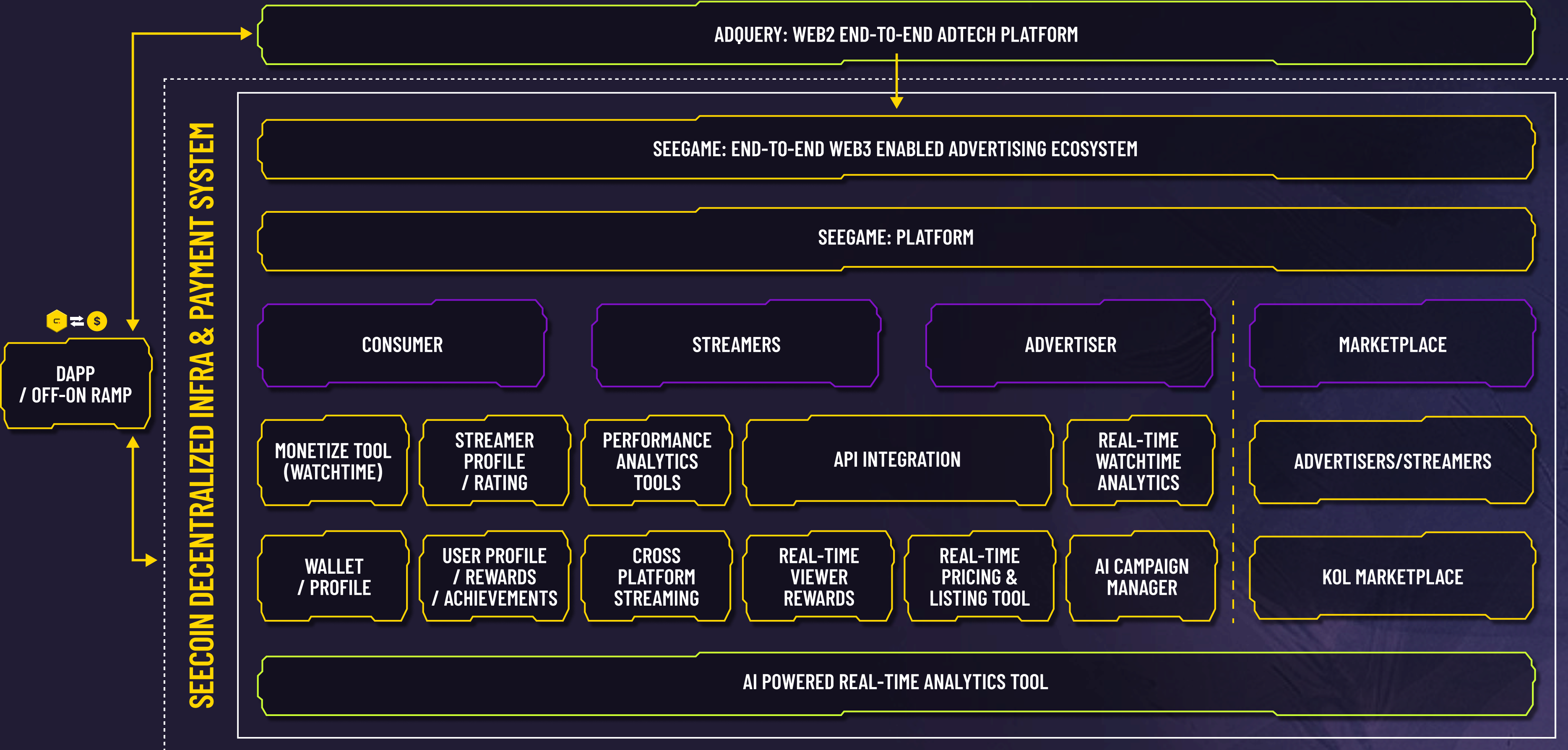
PHASE 5

SEECOIN STREAMING PLATFORM launch

- ▶▶▶ Seecoin launches its own WEB3-native streaming platform with better rewards for streamers & viewers.
- ▶▶▶ The platform provides higher incentives for engagement, reducing reliance on Twitch/YouTube.
- ▶▶▶ Seegame streamers & existing WEB3 users transition to seecoin's native streaming ecosystem.



System flow



Key features:

- ▶▶▶ 1400+ streamers already on board
- ▶▶▶ In-stream ads, product placements, gamified overlays
- ▶▶▶ Tools for monetization, engagement and analytics
- ▶▶▶ Integrated with seecoin for real-time viewer rewards

THE SEECOIN BUSINESS MODEL: Incentivizing engagement & monetization



ADVERTISERS BUY SEECOIN

Brands purchase seecoin to fund ad campaigns inside live streams.



STREAMERS INTEGRATE SEECOIN ADS & EARN REWARDS

- Streamers display interactive ads via OBS/XSplit, allowing real-time audience engagement with ad formats (polls, clickable banners, Q&A).
- Direct ad payments eliminate middleman fees, increasing revenue share.



A SELF-SUSTAINING, CIRCULAR ECONOMY

More engaged viewers → More advertisers → More streamers → More engaged viewers → Continuous ecosystem growth.



VIEWERS EARN SEECOIN FOR ENGAGEMENT

- Users engage with ads (polls, Q&A, clickable banners) → Earn seecoin as rewards.
- Bots & passive viewers earn nothing → ensuring real engagement.



TECHNOLOGICAL SOLUTION TO ELIMINATE BOT FRAUD

Seecoin uses the pioneering solution provided by adQuery to verify human interaction, ensuring brands only pay for real engagement.

SEECOIN ROADMAP:

building the future of WEB3 streaming

PHASE 1

WEB 2 INTEGRATION & community growth

- ▶▶ Integrate seecoin engagement points into seegame's ad system.
- ▶▶ Launch Telegram game incentives to grow the early WEB3 community.

Q1

PHASE 3

TOKEN GENERATION EVENT (TGE) & market launch

- ▶▶ TGE goes live, enabling conversion of earned points into seecoin.
- ▶▶ Introduce token utility features (staking, premium content access).

Q3

Q2

PHASE 2

PARTNERSHIPS & WEB3 expansion

- ▶▶ Expand seegame partnerships to onboard more streamers and advertisers.
- ▶▶ Increase WEB3 adoption through community engagement and staking incentives.

Q4

PHASE 4

SEECOIN STREAMING PLATFORM development begins

- ▶▶ Start development of seecoin's WEB3-native streaming platform.
- ▶▶ Continue leveraging Twitch/YouTube while increasing migration incentives.

The ask slide

We are raising \$1,8M in seed funding.

Allocation of Funds: 40% product development, 40% marketing/community, 10% operations, 5% reserve.

Potential Outcomes: Launch seecoin full engagement platform with integrated brand campaigns. Target 500K+ DAU within 12-18 months through gamified campaigns and strategic brand partnerships. Achieve \$10M+ in annual GMV from ad campaigns, marketplace fees, and premium brand features.

POOL	Price	Percentage of Allocation	Number of Tokens	% TGE	TGE Number of Tokens	Cliff	Vesting	Funding	Valuation
Seed round	\$0,0100	18%	180 000 000	5%	9 000 000	9	12	\$1 800 000	\$10 000 000
Private round	\$0,0180	10%	100 000 000	5%	5 000 000	6	16	\$1 800 000	\$18 000 000
Launchpad	\$0,0267	3%	30 000 000	25%	7 500 000	1	4	\$801 000	-
Liquidity	-	10%	100 000 000	12%	12 000 000	0	6	-	-
Ecosystem	-	31%	310 000 000	3%	9 300 000	3	60	-	-
Team	-	10%	100 000 000	0%	0	12	24	-	-
Advisor	-	5%	50 000 000	0%	0	12	24	-	-
Staking Pool	-	5%	50 000 000	5%	2 500 000	0	18	-	-
Airdrop	-	3%	30 000 000	5%	1 500 000	0	10	-	-
Reserve	-	5%	50 000 000	0%	0	2	40	-	-
		100%	1 000 000 000		46 800 000				

Static Vesting

Seecoin team squad



MAREK NARUSZEWICZ 
CEO & FOUNDER

- » 15+ years in advertising (since 2007)
- » Pioneer of mobile ads in Poland
- » Built one of Poland's first successful mobile ad companies
- » Creator of adQuery & seegame technologies
- » Expert in gamified user engagement
- » Shaping the future of adTech



SEBASTIAN KOPRZYWA 
COO & SECOND FOUNDER

- » 15+ years in tech and advertising
- » Worked with global brands: Ford, Samsung, Philip Morris
- » Managed multi-million-dollar ad budgets
- » Led teams of 15+ specialists across international markets
- » Expert in scaling marketing & tech strategies globally



KATARZYNA KNECHT 
CSM

- » 20 years in advertising and media sales
- » Worked with top Polish & global brands
- » Collaborated with major agencies: Dentsu, WPP, Havas, Publicis & more
- » Leading B2B & agency sales teams since 2018
- » Expert in monetisation strategy & business development



AGATA MALINOWSKA 
HEAD OF DIGITAL

- » 10+ years in advertising (agency & client side)
- » Expert in media budgeting & strategy
- » Supported global and local brands: Sephora, McDonald's, Audi, BOSCH, and more
- » Strong background in integrated communication planning



PAWEŁ PYDYS 
CTO

- » 20+ years in tech and software development
- » Delivered projects for Samsung, Allegro, Amazon
- » Expert in managing dev teams & large-scale IT solutions
- » Led projects with budgets up to 10M PLN since 2017
- » Combines tech know-how with strategic business scaling

Tommorow's Economy

Our network is built on trust



Ready to join the ad revolution?



SEBASTIAN KOPRZYWA
COO & SECOND FOUNDER

✉ s.koprzywa@seegame.io

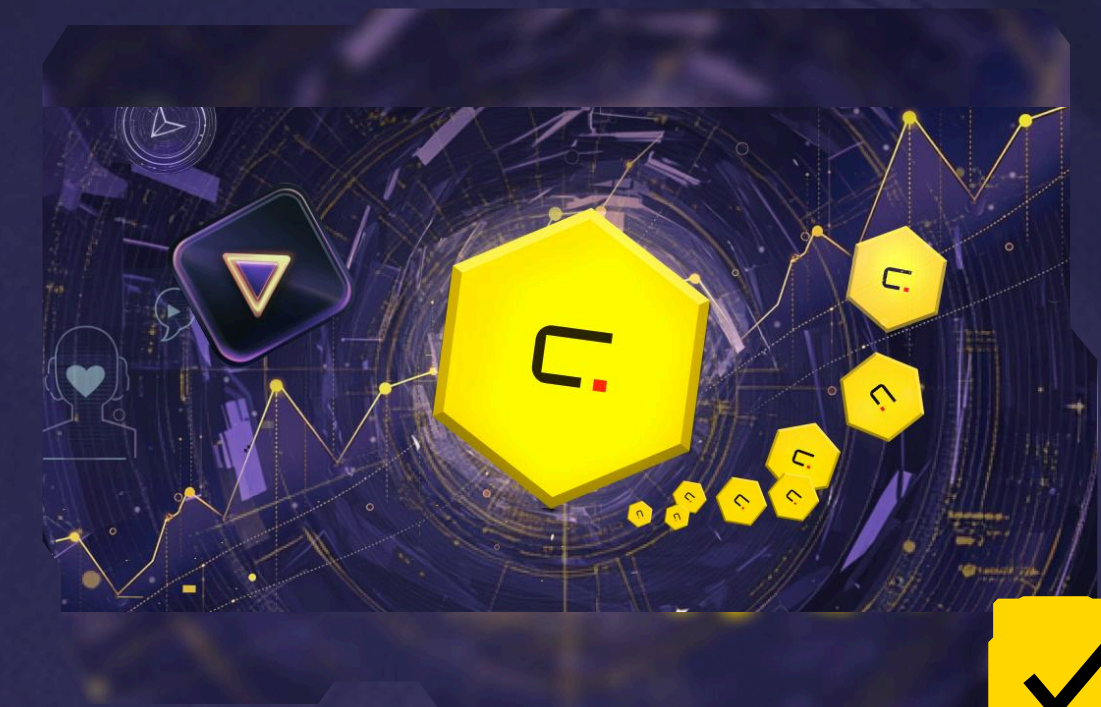
TECHNOLOGY



PARTNERSHIPS



WITH YOU



CHECK OUR BRANDS AND VISIT OUR SOCIALS:

seegame®

adQuery®



seecoin®