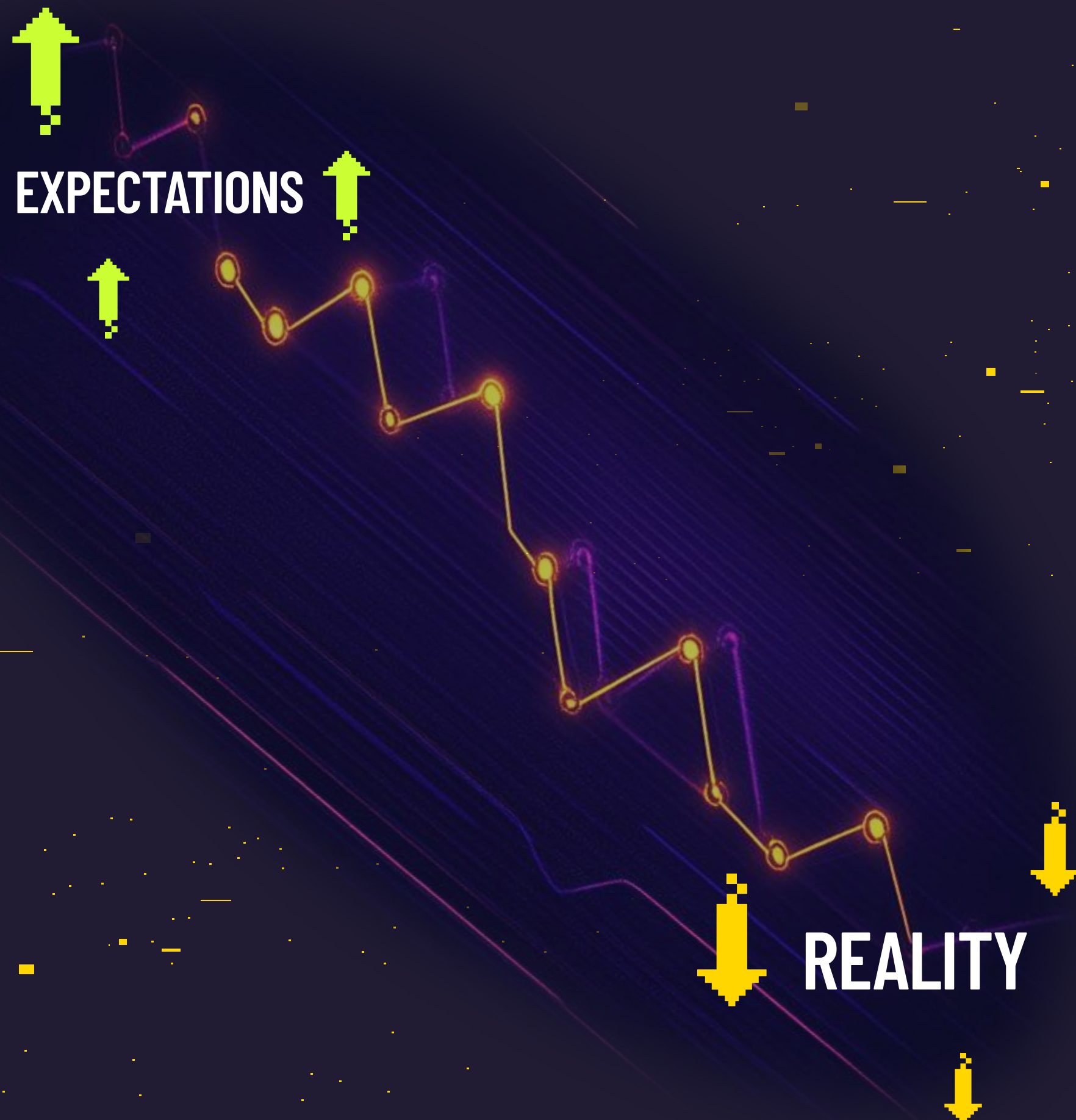# seecoin®

The WEB3 Economy for Streaming & Engagement

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

WEB2 advertising & monetization is broken

EXPECTATIONS

REALITY

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

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

Viewers get nothing
Despite driving engagement, **viewers recieve no incentives** for their participation.

Advertisers pay for fake impressions
Traditional ad models count views & clicks, but **bots inflate** these metrics.
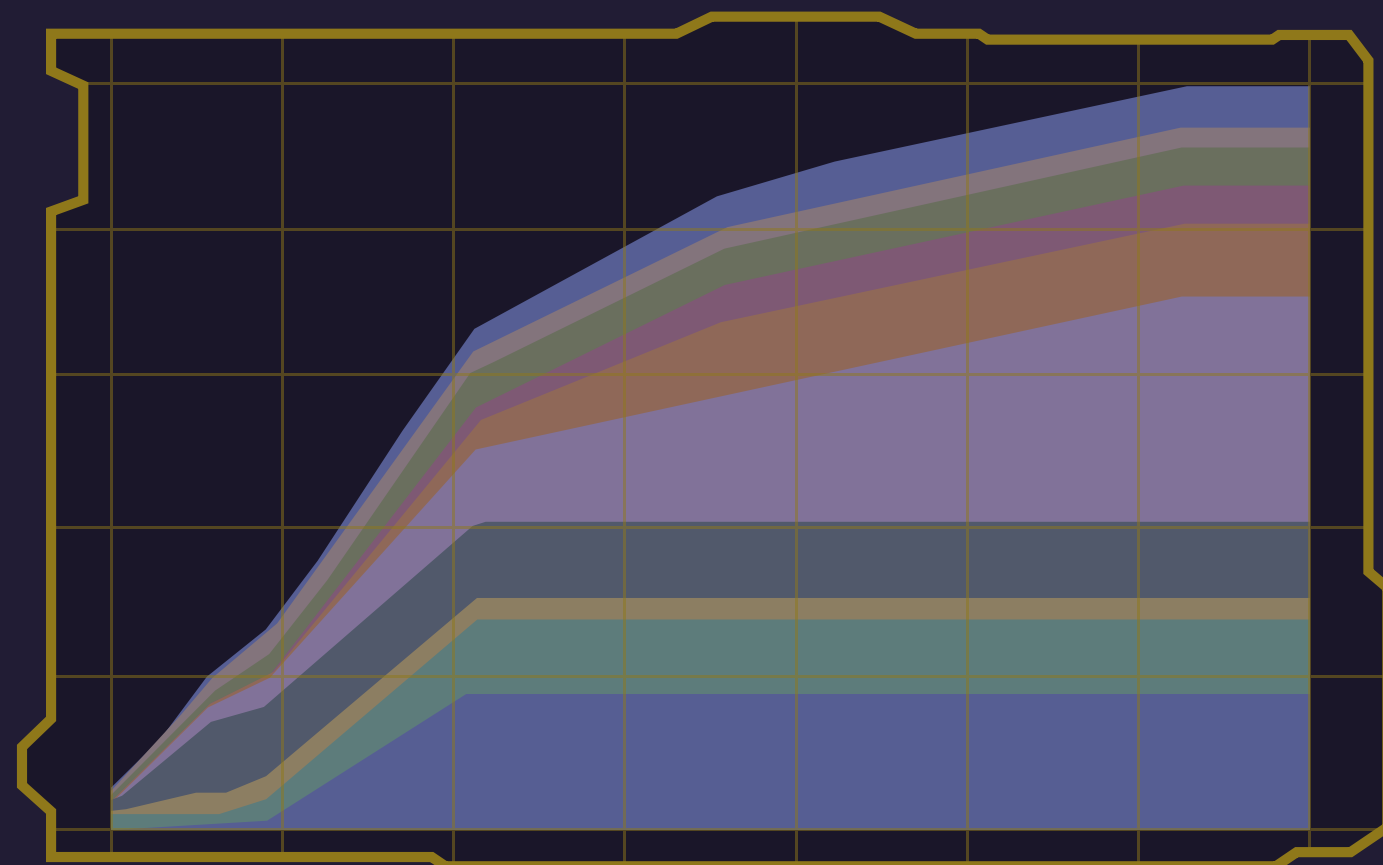
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SEECOIN
The WEB3 economy for streaming & engagement

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.
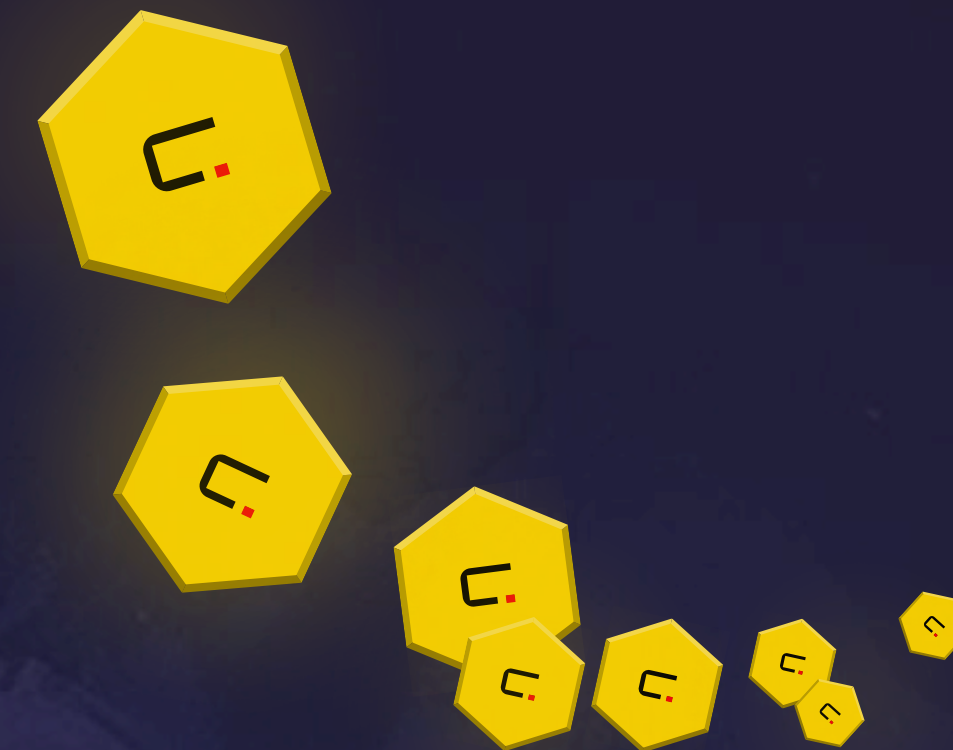
Beyond just ads:

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.

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How seecoin works: Verified engagement, fraud-free advertising

1. Building on seegame's proven ad-tech

- Seegame pioneered interactive in-stream ads via OBS/XSplit, allowing streamers to seamlessly present ads within their content.
- Only users who actively engage with ads are counted, reducing fake impressions and bot fraud.

2. How seecoin enhances this model

- Viewers who engage with seegame's interactive ads earn seecoin as a reward for their participation.
- The blockchain verifies all interactions, ensuring that bots and passive viewers cannot game the system.
- Advertisers pay in seecoin, ensuring ad spend is tied to verified human engagement, not fake views.

3. Multiple ad formats = more ways to engage

- Viewers can engage with ads through polls, clickable banners, Q&A popups, in-stream voting, and more.
- Different engagement methods create organic, meaningful interaction, making ads more valuable.

4. Seecoin's closed-loop economy

- More engaged viewers → More advertisers willing to spend on seegame.
- More advertisers → More streamers joining the ecosystem.
- More streamers → More engaged users earning seecoin, creating a sustainable flywheel.

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THE SEECOIN BUSINESS MODEL:
Incentivizing engagement & monetization

1 — ADVERTISERS BUY SEECOIN
- Brands purchase seecoin to fund ad campaigns inside live streams.

2 — 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.

3 — A SELF-SUSTAINING, CIRCULAR ECONOMY
- More engaged viewers → More advertisers → More streamers → More engaged viewers → Continuous ecosystem growth.

4 — 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.

5 — TECHNOLOGICAL SOLUTION TO ELIMINATE BOT FRAUD
- Seecoin uses uses the pioneering solution provided by adQuery to verify human interaction, ensuring brands only pay for real engagement.

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SEEGAME & ADQUERY:
The proven foundation behind seecoin

seegame.

A gaming-focused advertising platform with 1400+ streamers and top brand partnerships. Enhanced project value through support from a large Web2 community, self-service panel for both streamers and clients, automation, and AI integration.

adQuery

A high-performing ad-tech business generating $4M+ per year by connecting brands with engaged audiences. Unique value delivered by pioneering technology: Proof-of-Engagement, Proof-of-Human, Proof-of-Attention, Brand Safty, Zero Party Date, Real time advertising, SEMTEQ, QID, Q-ECO

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Will integrate with seegame's ecosystem, providing a WEB3 rewards layer for engagement and monetization.

Seegame will adopt seecoin post-launch, accelerating adoption and creating a self-sustaining token economy.

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

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WHY NOW?
The WEB3 shift in live streaming & advertising

Explosive growth in live streaming & creator monetization

▷ Live streaming will reach $180B+ by 2027—a massive growth segment in digital content.

▷ Traditional platforms fail to fairly compensate creators, driving them toward WEB3-powered monetization.

SOURCE 1: Search Engine Land, https://searchengineland.com/ad-spend-lost-ad-fraud-2023-432610?utm_source=chatgpt.com

Advertising is shifting toward engagement-based models

▷ Advertisers waste billions on fake impressions and bot-driven ad fraud in WEB2.

▷ Brands are looking for provable engagement metrics, not passive views.

SOURCE 2: Search Engine Land, https://searchengineland.com/ad-spend-lost-ad-fraud-2023-432610?utm_source=chatgpt.com

WEB3 adoption is accelerating in the creator economy

▷ Web3 enables direct creator monetization without middlemen.

▷ Successful WEB3 models (e.g., play-to-earn gaming) prove that reward-based engagement drives growth.

SOURCE 3: Phala Network, https://phala.network/web3-social-create-monetize-with-smart-contracts?utm_source=chatgpt.com

First-mover advantage in WEB3-powered streaming

▷ Seecoin is the first engagement-backed token economy built on an existing working ad-tech ecosystem (seegame & adQuery).

▷ No major WEB3-native live streaming platform exists — seecoin is positioned to lead.

SOURCE 4: Token Mind, https://tokenminds.co/blog/web3-marketing/web3-streaming-platforms?utm_source=chatgpt.com

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SEEGAME & ADQUERY
The proven foundation behind seecoin

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.

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Traction slide

Key metrics & growth

📈 **15K+ Monthly Active Users (MAU)**
on Seecoin Trail (Telegram Game)
📈 **4K+ Daily Active Users (DAU)**
engaging with our ecosystem
📈 **150K+ Community Members**
across Telegram, Discord, and X

Community & engagement

🔥 **40M+ Impressions** on social media
🔥 **50+ KOLs** & Influencers:
actively supporting Seecoin
🔥 Engagement Rate:
consistently above industry benchmarks

Product usage & adoption

🎮 Beta Game Launched (Q1 2025) –
Immediate traction & high retention
🎮 **10K+ Players** within the first weeks
🎮 Early ad campaigns generating
real-world transactions

Strategic partnerships

🤝 **60+ Partnerships** with gaming,
WEB3, and ad-tech companies
🤝 Brands like **Microsoft, Samsung,
and H&M** in our network
🤝 Collaborations with leading WEB3
gaming projects & ad networks

Milestones & recognition

🏆 **$4M+ Turnover in WEB2** advertising from
seegame and adQuery bridging to WEB3
🏆 Recognized by major WEB3 media
🏆 Backed by industry veterans

Scaling fast &
providing real adoption

✅ **Self service** - process automation
for advertising entities
✅ **Global expansion** into international markets.
✅ **Brand safety**
✅ **Token seecoin** - global advertising token -
based on truly engage community, delivering
brand safety and eliminating fake bot traffic.

NOW IS THE TIME TO INVEST.

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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.

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).

Q1

Q3

Q2

Q4

PHASE 2

PARTNERSHIPS
& WEB3 expansion

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

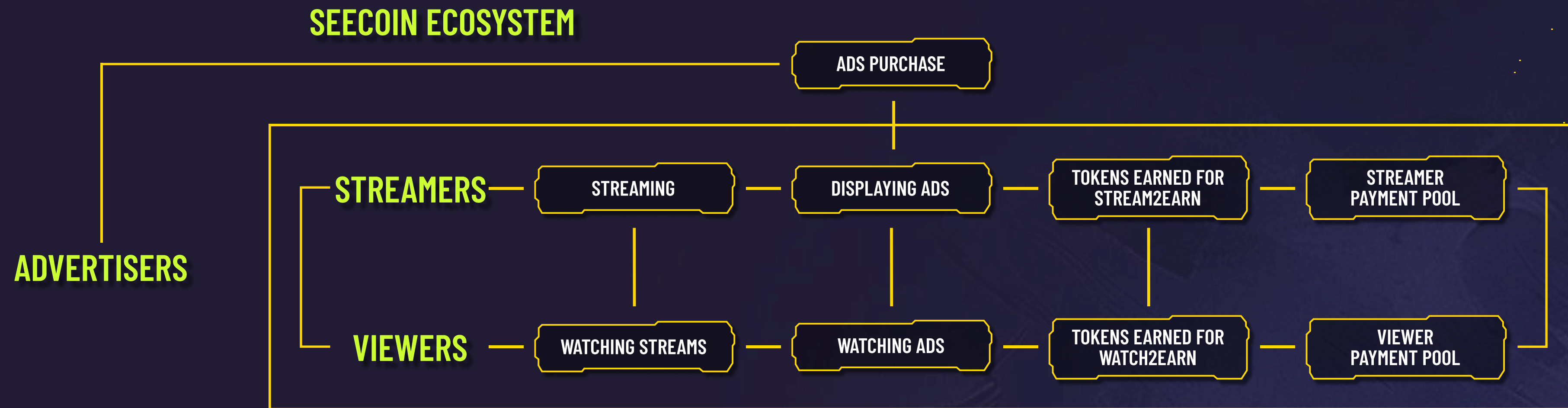### PHASE 4

SEECOIN STREAMING PLATFORM
development begins

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

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Utility and value of seecoin token within the ecosystem - system flow

SEECOIN ECOSYSTEM

ADS PURCHASE

ADVERTISERS

STREAMERS

| STREAMING | DISPLAYING ADS | TOKENS EARNED FOR STREAM2EARN | STREAMER PAYMENT POOL |

VIEWERS

| WATCHING STREAMS | WATCHING ADS | TOKENS EARNED FOR WATCH2EARN | VIEWER PAYMENT POOL |

Coverage system mechanism

Total token supply:
- Fixed

Vesting:
- Linearl
- Dynamic

Token Value Drivers:
- Buybuck & 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

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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	Precentage 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

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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 PYDYŚ
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

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Ready to join the ad revolution?

SEBASTIAN KOPRZYWA
COO & SECOND FOUNDER

✉ s.koprzywa@seegame.io

TECHNOLOGY

PARTNERSHIPS

SP3LL BOUND STUDiOS   ULTRADE trading 3.0   ASCEND THE END

TOKENOMIA.PRO

GamerHub   Pirates of the Arrland

WITH YOU

CHECK OUR BRANDS AND VISIT OUR SOCIALS:

seegame.   adQuery®   𝕏   ✈   Discord   Instagram   YouTube

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