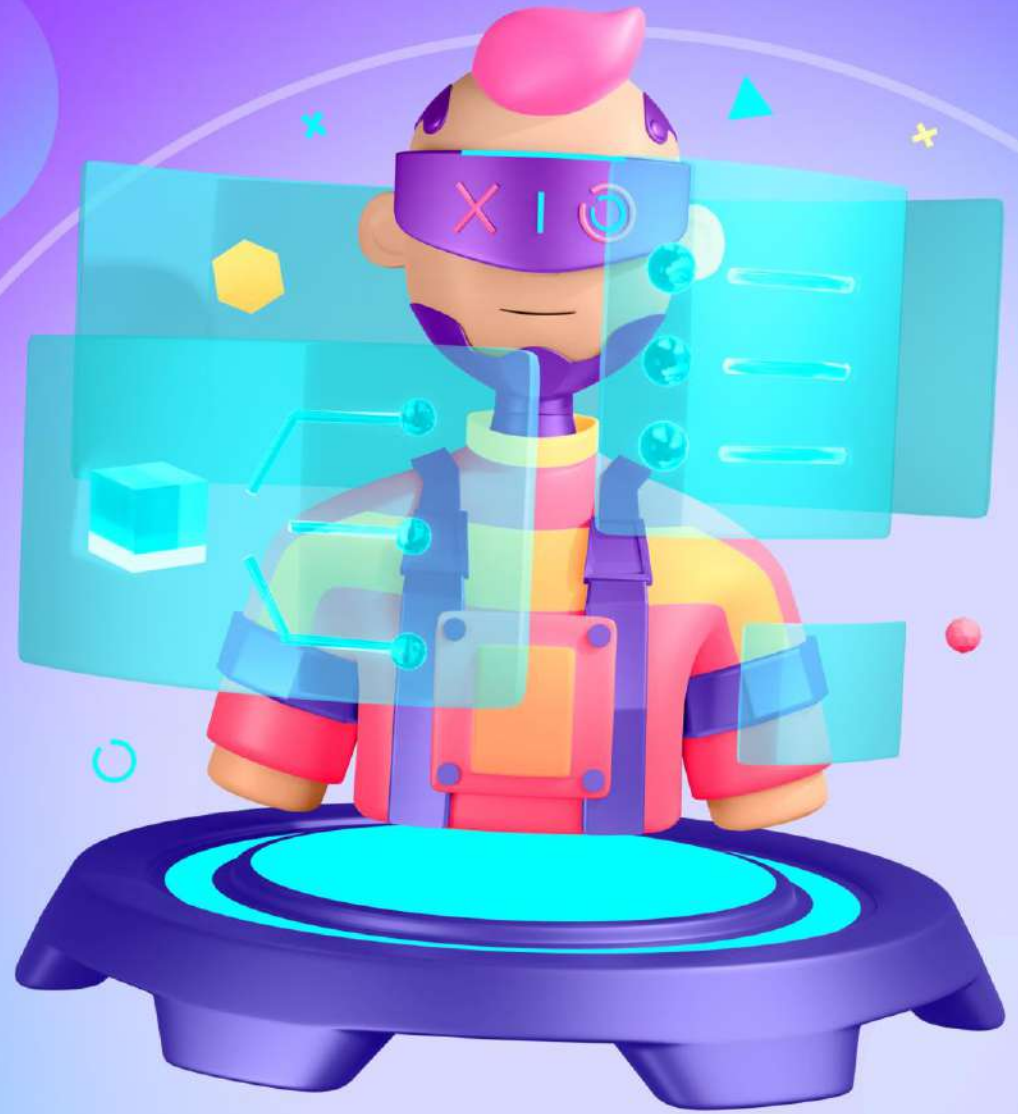


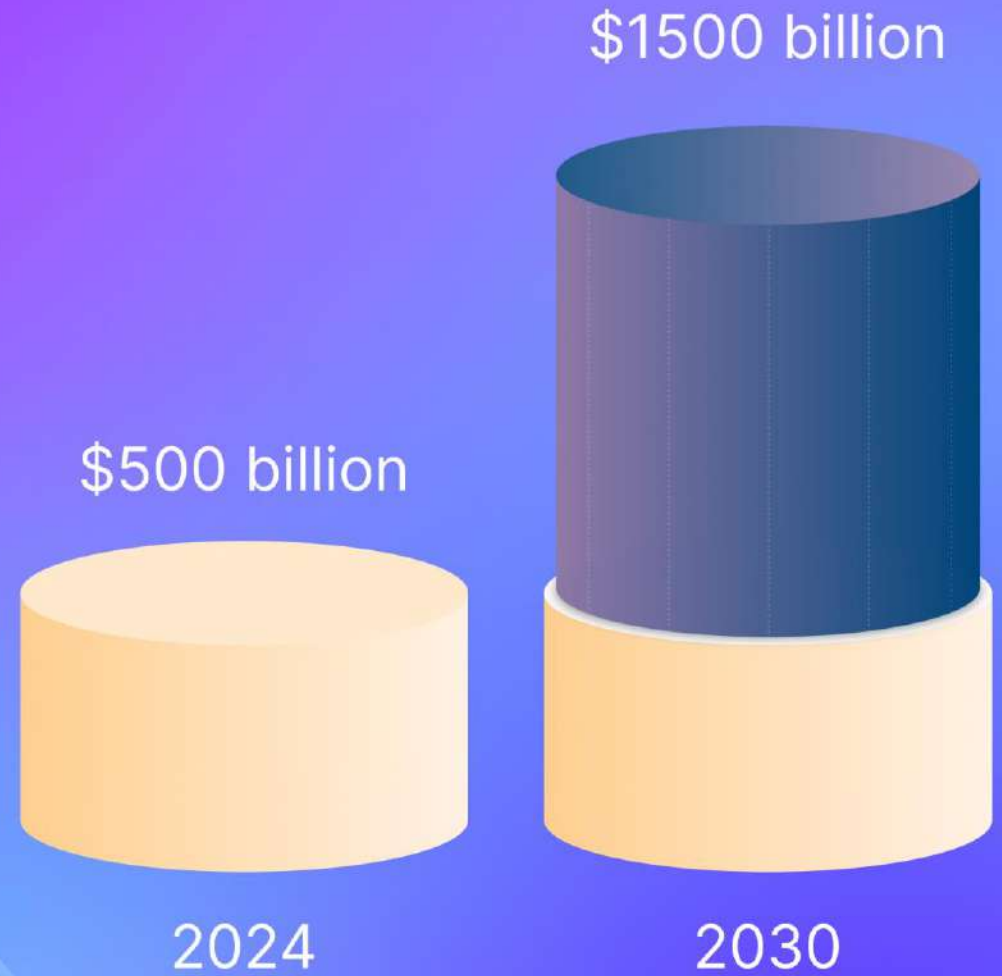
# Onboarding Gamification Education

Engaged communities as the key to sustainable growth.



# Digital Marketing

\$ 1.5 tn potential market size



# The most adopted and traded types of Digital Marketing services:

**Social Media  
Promotion**

**Content  
Marketing**

**Community  
Management**

**Paid  
Advertising**

**Affiliate  
Marketing**





# What is Actocracy?

Actocracy is a platform for community growth.

We help you attract targeted members to your communities through gamification.

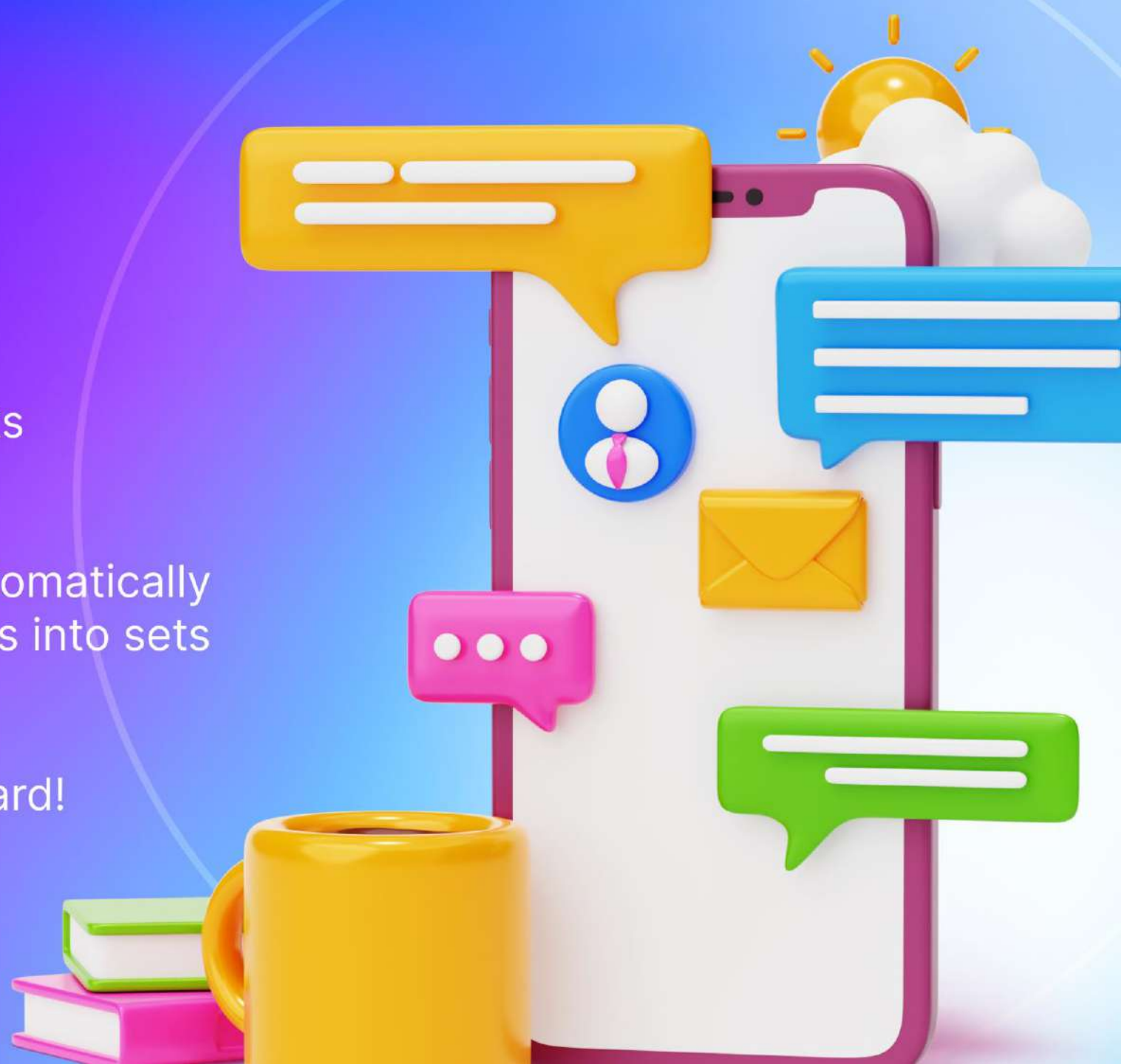


# Value Proposition:

We lead loyal users to projects and initiatives.

We save precious time by automatically turning advertising campaigns into sets of exciting GameFi quests.

Do your business, We'll onboard!



# Competitors

3.8M MAU



[Zealy.io](https://zealy.io)

17.1M MAU



[Revcontent.com](https://revcontent.com)

64.5M MAU



[Linkbux.com](https://linkbux.com)

9.7M MAU



[Jumptask.io](https://jumptask.io)

11.3M MAU



[Coinpayu.com](https://coinpayu.com)





# Growth Perspective

<b>MAU, K</b>	200	500	1,000	2,500	5,000	10,000	
<b>Avg. Gross turnover, \$k</b>	50	100	200	400	800	1,400	
<b>Min. Gross revenue, \$k</b>	37	70	140	240	480	840	
<b>Burn rate, \$k</b>	20	25	40	50	70	80	
<b>Marketing budget, \$k</b>	5	20	50	80	120	150	
<b>Min. net revenue, \$k</b>	12	25	50	110	300	610	

In the early stages, we plan to attract audiences from affiliate and our other projects in this niche.



# Who is this for?

For any community or business that needs to drive audience growth and engagement.

Actocracy is used for organic promotion on social networks X, Reddit, Discord, Youtube, TikTok, and more.





# How does it work?

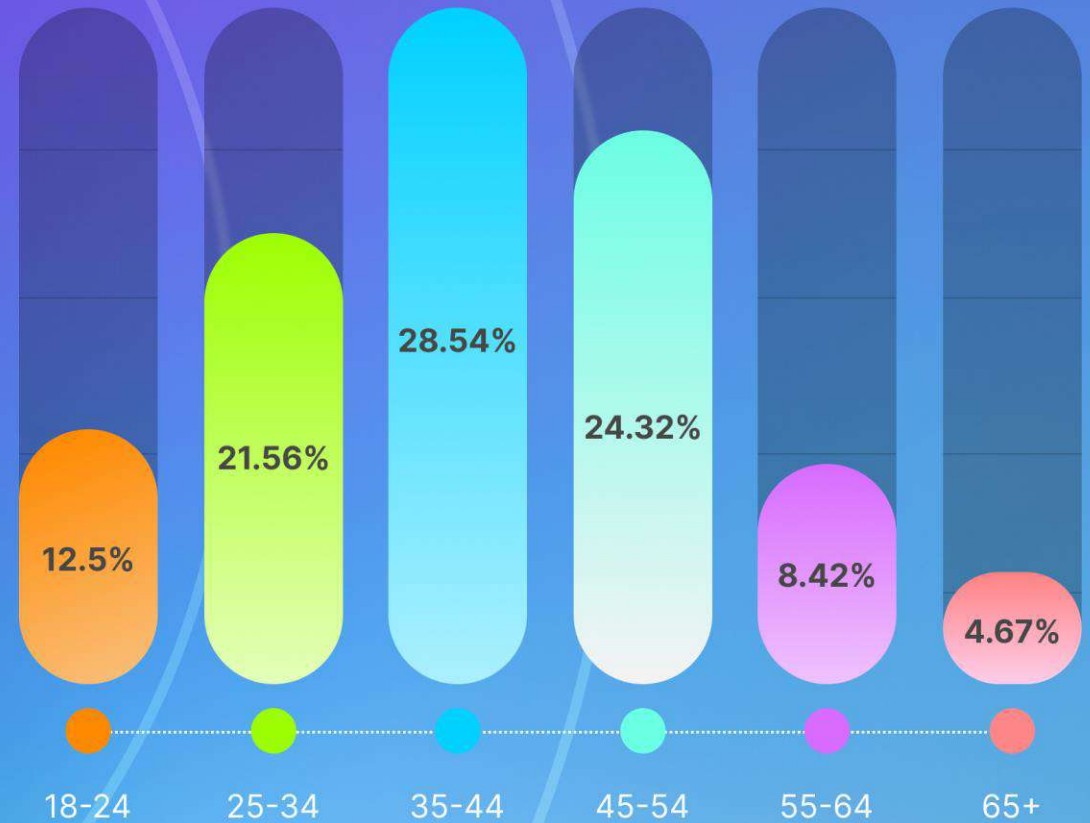
With Actocracy, community members compete for the leaderboard's top spots and earn instant rewards from watching the Feed and completing Quests.



# Target audience



● Women 39.07%      ● Man 60.93%





# Earning without Investment

We monetize the time spent on scrolling social media feeds.

We generously reward active contributors, where the most impactful activities are paid more.





# Power of AI



The use of real-time AI analysis for estimating the quality of user contribution allows to filter fake, negative, or non-product-related activities.

Actocracy AI helps to analyze existing activity of target communities and offer the best promotion strategies.



# \$DIMP

Sustainability and steady growth are ensured by:

Inflow of funds from advertisers. Some of them are distributed among the participants, but at least 50% of these funds are Actocracy's income.

Funds flowing into the Actocracy ecosystem are converted into \$DIMP tokens on our SWAP. Commissions replenish the liquidity pool.





# \$DIMP

Actocracy has many game mechanics to ensure that ecosystem members cannot withdraw their tokens from the ecosystem.

Part of the funds received from the investor will be used to manage the \$DIMP rate on the market.





# Our Team



Alexander Blanc  
CEO



Ekaterina Shapar  
CFO



Anatoly Mikus  
COO



Futurum Agency  
Marketing Team



# We are open to cooperation

We offer potential investors the following options to participate in our project:

1. Participation in the current rounds to acquire project tokens according to our Token Release Schedule.

2. Equity participation in the project. This option implies acquisition of 3 to 18% of the DAO shares of the project by one investor at the following price:

Share (%)	Share volume (\$)	1% Share Cost
3,00	300 000,00	100 000,00
9,00	2 250 000,00	250 000,00
18,00	9 900 000,00	550 000,00

If there is a motivated interest and upon request of a potential partner, the Actocracy team will explain in detail the principle of share pricing depending on their size and on the funding stage.



# Current Investment Opportunities:

We invite all interested investors to take their part in financing the platform by participating in the Token Sale rounds.

Token release schedule:

<https://actocracy.com/docs/tokens.pdf>

Other options for participating in the project's development are currently available, and can be obtained via direct request.

Contact us: [private@actocracy.com](mailto:private@actocracy.com)

