



Swim

Social.Web.Influence=Monetization

Scalable Entrepreneurship Ecosystem DAO (SEED)

A person with dreadlocks, wearing a dark hoodie with a white graphic that says "GOD", is speaking into a white mesh microphone. They are sitting at a desk with a laptop in front of them. The laptop screen shows a video call with the same person. The background is a white wall with several yellow sticky notes. The entire scene is dimly lit, with the text overlaid in bright blue and white.

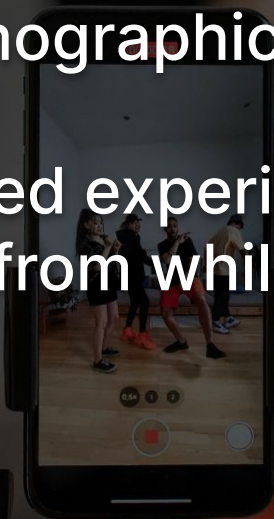
Mission statement:

To be the most utilized decentralized and fully autonomous all-in-one creator and influencer management platform on earth.

Vision statement:

To be the household name for content creators and vendors across all demographics and geographies.

Creating a truly localized experience that all people on earth can leverage from while creating micro-economies.



Problem statement

- Content creators, influencers, vendors, agencies, and marketplace sellers are scattered across too many apps, and can't fully monetize their own brand in one place.
- Too many niches on centralized web2 platforms - leading to murky practices & rising costs.
- Industry gatekeepers aim to keep control of their markets (switching context from publisher to platform when it suits them), subjectively dictating the winners and losers.

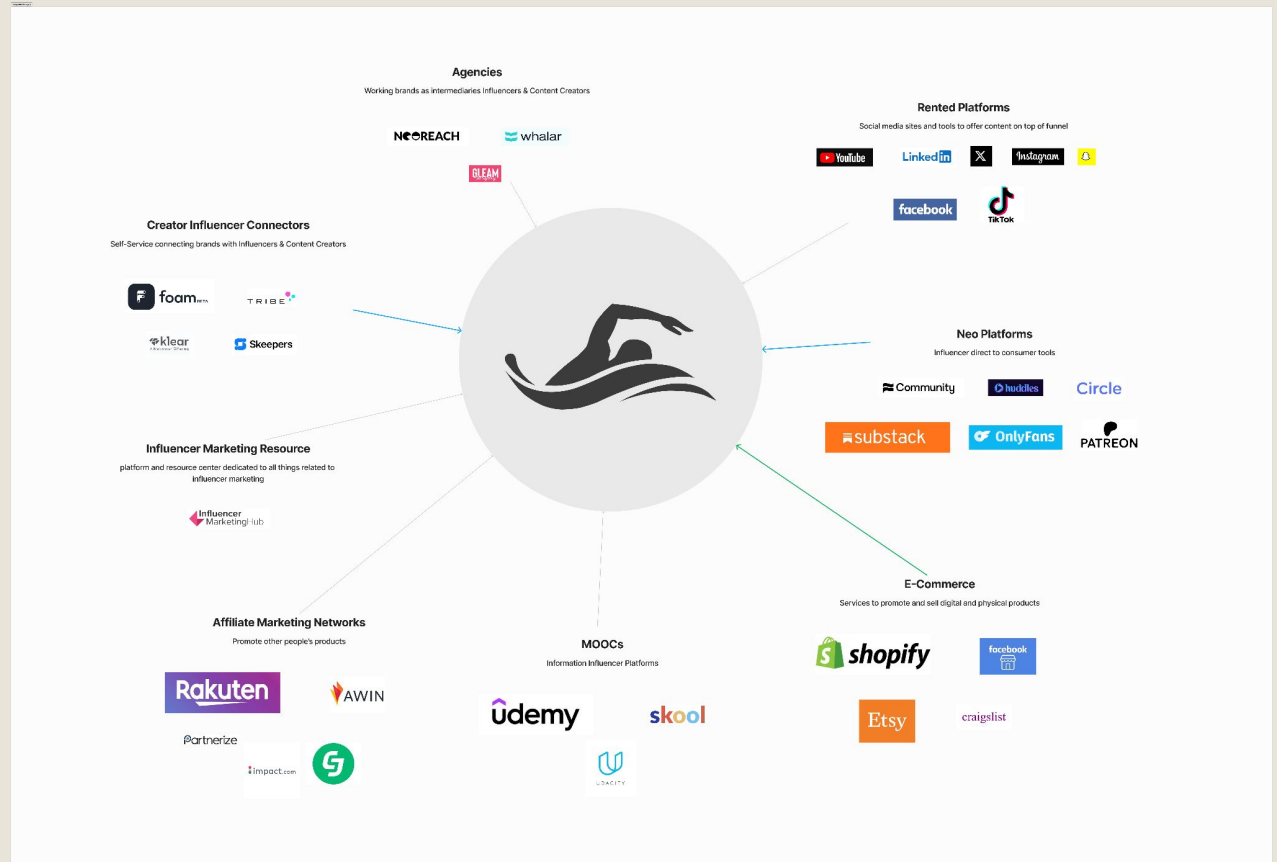
Competitive landscape

Particular segments to disrupt:

- Creator/Influencer Connectors
- Rented Platforms
- Neo Platforms
- E-commerce
- Affiliate Marketing Networks
- Agencies
- MOOCs

*Blue = targeted launch verticals.
Green = immediate feature build after Beta*

Grey = future verticals to try to win market share.



The market potential

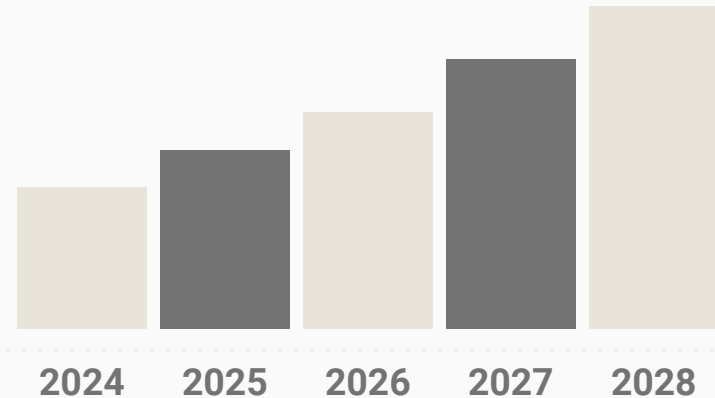
The Creator Economy Could Approach Half-a-Trillion Dollars by 2027

Published Date | 19 APR 2023

- Total Addressable Market (2027) | \$480 billion
- Current Size of Creator Economy | \$250 billion
- Expected Growth Rate (Next 5 years) | 10-20% compound annual growth rate

Goldman Sachs:

<https://www.goldmansachs.com/intelligence/pages/the-creator-economy-could-approach-half-a-trillion-dollars-by-2027.html>



SWOT analysis

<p>Strengths</p> <ul style="list-style-type: none">• Shared energy consumption• Higher returns for creators• Potential Rev-share• Low to no cost gas fees• Community voting	<p>Weaknesses</p> <ul style="list-style-type: none">• No brand recognition• Tech still evolving• Requires loyal team• Community voting could go the opposite way if voting governance isn't well thought out
<p>Opportunities</p> <ul style="list-style-type: none">• DAO Dapp• Reach global markets instantly• No corporate overreach• Disruptor or potential M&A with larger brand• Creator investment economy	<p>Threats</p> <ul style="list-style-type: none">• Governance model needs to be well thought out to avoid hostile takeover• Smart contracts have to be well designed to avoid hackers and hard fork• Copycats could come in with a stronger niche offering

Helpful

Harmful

Swim Founders

A diverse cross-functional remote team, of explorers navigating the currents.



Marcelo Berta

Master Product Designer
- Founder

- Visionary Leader &
Designer, Decisive, Fair &
Equitable, 15 years Product
to Market Experience

Swim Advisors

A diverse cross-functional remote team, of experience & decentralized knowledge.



Advisor 1

Investor



Advisor 2

Investor



Advisor 3

Investor

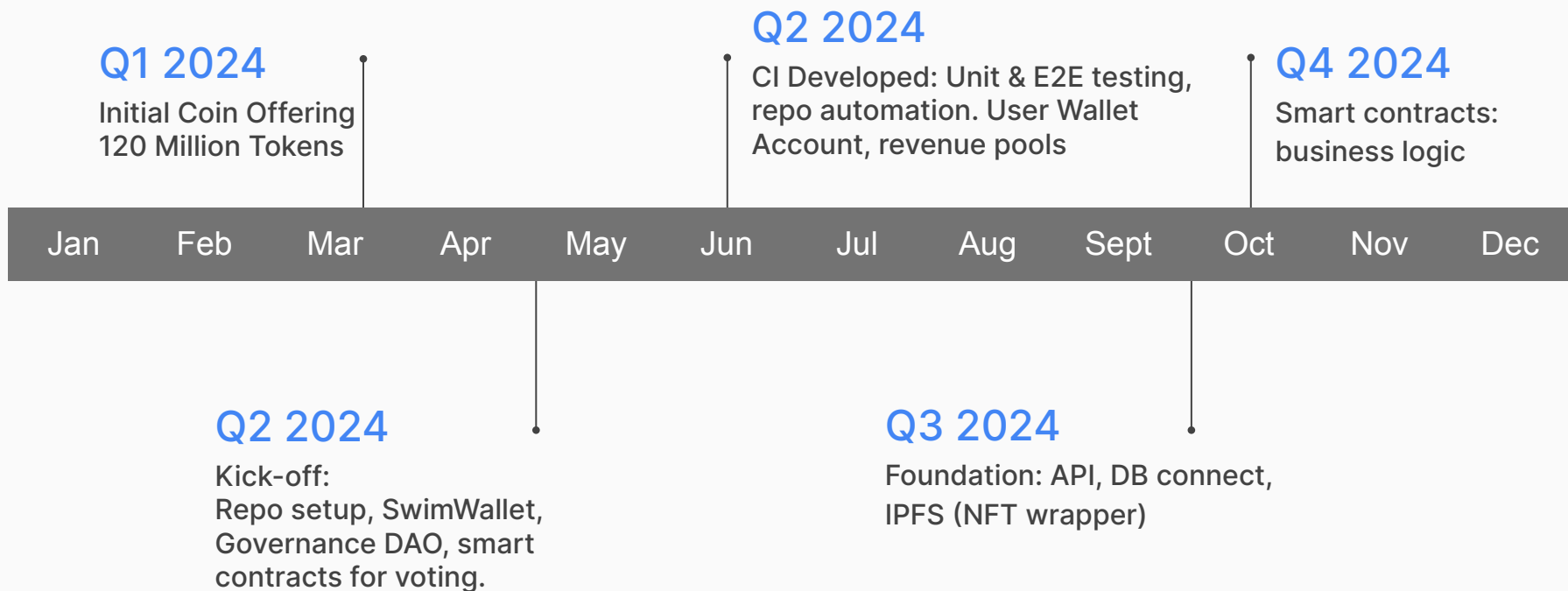


Advisor 4

Investor

Milestones

Seeking seed funding through an ICO of \$500K - \$1.5M



How a DAO works

In a DAO blockchain company, everything is transparent minus proprietary actions (not all has to be transparent), and this includes governance, voting, transactions (purchases and crypto exchange). It runs at the speed of processing (depending on blockchain) and is a fully autonomous organization that runs off smart contracts.

How Governance works

Stakeholders need to have voting rights and it's important that they actually vote. But, it is the vested management core that has the true interest in the DAO's longevity at heart. The most effective governance model is a topic of ongoing development - with each voting model having its own set of advantages and challenges.

One Person, One Vote

Provides equal voting power to each member of DAO, prioritizing democracy and inclusivity

Voting based on stake

Voting power determined by the number of tokens or stake held by each member. Criticized for potential manipulation and centralization

Quadratic Voting System

More complex voting system where the voting power is distributed based on a quadratic formula

How an ICO works

A brand that opts to create their own VanityCoin, will have an ICO (initial coin offering) to the public, where fans and investors can buy them. Based on the availability pool of tokens issued for investment as well as the individual investor limit decided, will determine how the coins get divided.

Step 1

At sign up, brands can create their own domain and VanityCoin (name, volume, etc.)

Step 2

Start driving target audience to your domain on Swim

Step 3

Fans and investors can purchase VanityCoins on a their branded Swim domain

What are VanityCoins?

VanityCoins are the name we've given to custom-created fungible tokens (a crypto customized to your brand similar to Ethereum, DogeCoin, and other fungible cryptocurrencies).

A VanityCoin can take on a custom identity, like Mr. Beast making a BeastCoin, Coca-Cola making a CokeCoin, etc.

Step 1

Brands set up their VanityCoins custom cryptocurrency

Step 2

Brands decide the volume of VanityCoins pooled for currency and investment through an ICO

Step 3

Investors can visit a brand's Swim platform and invest in VanityCoins by purchasing the amount allowed for investment

How to start using Swim?

Step 1

Vendors and content creators sign into Swim via their wallet then set up their profile

Step 2

Set domain, VanityCoin via ICO and begin adding customizations to their branded space

Step 3

Invite fanbase using links, buttons, and forms to start driving target audience to Swim. There are no minimum payouts, which are made daily to wallet.

Revenue model

Monthly/Yearly subscriptions

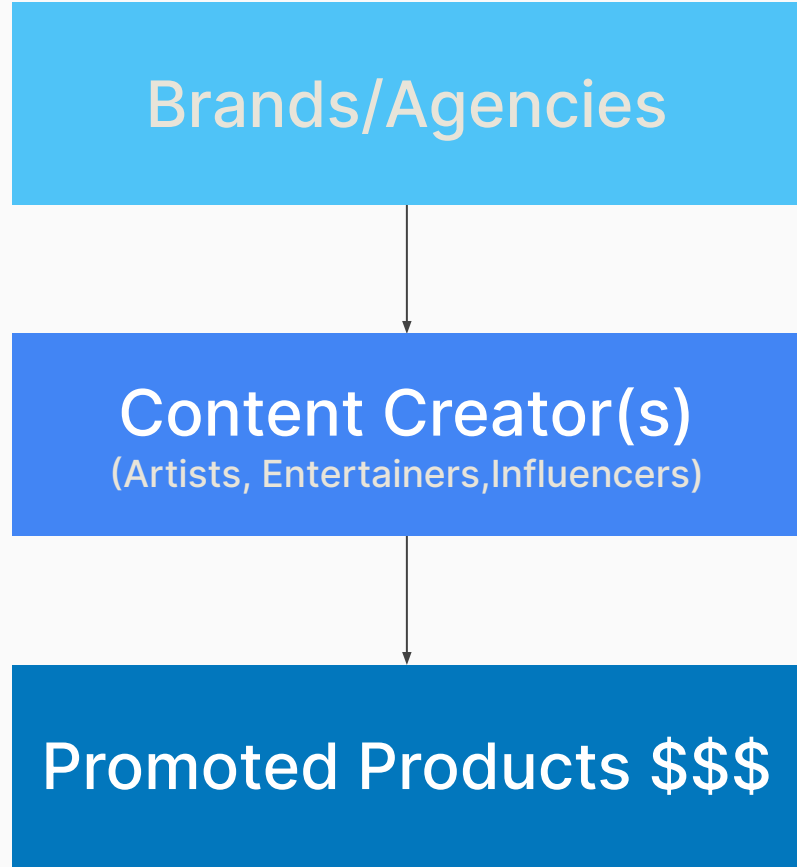
- 3-Tier subscriptions + (4-5% + \$2.25-\$3.50), or PAYG 10% plus \$3.50 per transaction on Swim
- Yearly savings (51%) vs. monthly
- VanityCoin exchange fees (1.5%)


Invest in Creators' brand

- Purchase VanityCoins from brand

Big brands pay to participate on platform

- Higher yearly subscription fees
- Standardized pricing model (good for big brands seeking influencers)



An aerial photograph of a crowded beach. The beach is filled with hundreds of colorful umbrellas in various colors like red, blue, yellow, and green. People are scattered across the sand and in the shallow water. The text 'Value statement:' is overlaid on the left side of the image in a large, bold, blue font.

Value statement:

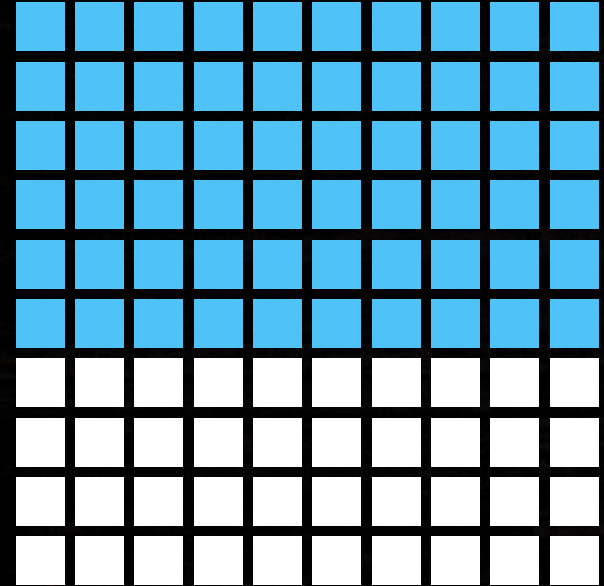
We believe in profitability for all contributors on earth in a transparent and autonomous way.

By leveraging blockchain technology, we are creating a more equitable and balanced world economy via the creator/influencer community without the need for subjective interference.

This will allow the collective human intelligence to be productive in a self-governing body while generating value for all of humanity online.

Why now?

- Blockchain technology is mature and stable
- Consumers want transparency and permanence for their efforts
- Content Creator market is ripe for worldwide growth
- No other firm using DAO as E-commerce strategy for content creators, vendors and brands



Why a DAO?

- Transparency
- Low cost to operate
- Flexibility
- Very secure, many fail-safes
- Process-oriented (no subjectivity)
- Speed and autonomy



The technology: Flow Blockchain



- Cadence programming language to build:
 - Swim Token
 - Swim Wallet
 - Smart contracts
 - DAO Dapp
 - VanityCoins (Brand coins)
 - Governance
 - NFT wrappers
 - Files stored on IPFS and rented audience platforms

Appendix

- What's your differentiator?
 - DAO E-commerce on the blockchain
 - Consolidation of tools/services for creators, influencers, and more
- What's your niche?
 - Initially content creators, influencers, and personal brands
- What's your cost leadership strategy?
 - Lower or lowest fees when taking into account all of the benefits offered
- What's your corporate strategy?
 - Core vested management team and governance based on Swim Token ownership and voting.
 - Global reach
 - Expand to different verticals but target a particular segment of customers initially

Glossary

Term	Definition	Term	Definition
DAO	Decentralized Autonomous Organization	VanityCoins	Custom fungible token for brands
Swim	Fully Scalable Entrepreneurship Ecosystem	Drip	Feature name for branded stores
Flow	Blockchain tech for smart contracts, tokenomics, wallet	Waterfall	Feature name for voting process
Waves	Feature name for blog writers and publishers	Mist	Feature name for analytics
Rivers	Feature name for Communication and audience feeds	Currents	Feature name for marketplace (one-off vendors)
SwimCoin	Platform Token for purchasing and voting	Dapp	Decentralized App
ICO	Initial Coin Offering	PAYG	Pay-as-you-go

Contact

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