# seecoin®

# The WEB3 Economy for Streaming & Engagement

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

We, the **crypto believers,**
We, the **blockchain & token creators,**
We, the **gaming visionaries,**
of rising change in front of us all...
As, a little snake, beyond something really big,
but **with power to bring the change.**
Understanding the incoming (r)evolution,
with a mission to take **YOU** to completely
**different level of entertainment.**

WANT TO EARN MONEY AND BE PART OF SOMETHING NEW?

TRUST THE TECHNOLOGY SUPPORTED BY AI AND
CHOOSE SEECOIN

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# Abstract

Imagine gaming and streaming, or simply watching streams, now offering additional benefits.

You stand at the threshold of a revolution where viewers will profit just like streamers.
But before diving in, let's introduce ourselves...

Seecoin, the first token enabling users to monetize their time, is a WEB3 project
powered by two renowned brands: seegame and adQuery.

With seegame, gaming advertising platform, we are helping global companies build their online presence while enabling streamers to profit from their passion. And with adQuery, AI enabled, cookie-less advertising platform, we connect publishers and advertisers, allowing monetisation of online space and are dynamically developing the advertising industry.

With such powerful support, our goal for seecoin - to enhance entertainment, foster an engaged community, and allow users to impact product development – will be easily reached.

Seecoin brings a revolution, transparently rewarding players and viewers for their contributions.
Our vision extends the platform beyond the computer screen into a limitless virtual world.

Seecoin universe will be accessible to everyone, offering a new dimension of entertainment.

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# Business transformation

ADVERTISER/
CLIENT

WEB2

WEB3

adQuery®
AI-Enchanced

seegame®
AI-Enchanced

VIEWER

STREAMER

SEECOIN

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# Business transformation

| CATEGORY | ADQUERY | SEEGAME | SEECOIN |
|----------|---------|---------|---------|
| BORN | 2020 | 2023 | 2024 |
| CHALLENGE | To provice ad solutions that drive results | Be a game changer on Polish digital ads market | Build a sprawling crypto community |
| TARGET | Advertisers and brands looking for better ad optimization | Collaborations with top Polish streamers from Twitch and YouTube | Stream viewers |
| SKILLS | Custom tools, independent AI technology and precise targeting. | Gaming events like Gamescom, PGA or IEM Katowice | Dedicated loyalty program |
| GOAL | Set new standards in digital advertising | Build engaged gaming community based around seegame® brand | Build a simple yet effective crypto model around seecoin token |

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# Adaptation of working business model for seecoin

| GLOBAL BRANDS | | ADVANCED ADS | | STREAMERS | | STREAMING MONETIZATION |
|---|---|---|---|---|---|---|
| MEDIA HOUSES | | | | VIEWERS | | MONETIZING VIEWING |

**GAMING AND STREAMING** ➤ **ENGAGED COMMUNITY** ➤ **ADVERT GROUP** ➤ **FUTURE CLIENTS**

The integration of gaming and streaming positions streamers as pivotal influencers, enabling brands to promote their products effectively and engage with audiences in innovative ways.

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# Company experience proven by the numbers:

**OVER 1400 ACTIVE**

TWITCH AND YOUTUBE CONTENT CREATORS

**OVER 7000 DIFFERENT STREAMS**

WHERE SEEGAME ADS WERE SHOWN

**OVER 15 SUCCESSFUL CAMPAIGNS**

FOR BRANDS LIKE SAMSUNG, H&M, SANTADER, DATEV, CENEGA OR FUTURESALT.

**OVER 14 MILLION IMPRESSIONS**

GENERATED BY SEEGAME CAMPAIGNS

**OVER 3.6 MILLION USERS REACHED**

WITH SEEGAME CAMPAIGNS*

## BEHIND EVERY REVOLUTION THERE IS KNOWLEDGE AND EXPERIENCE.

With seegame, we are achieving above-average campaign results thanks to connecting advertisers with gaming world by broadcasting ads on Twitch and YouTube's top influencers gaming streams. Our innovative approach allows us to stand out from the competition and constantly drives us towards new endeavors.

## NOW, WITH THE LAUNCH OF SEECOIN, OUR NEWEST PROJECT POWERED BY SEEGAME, YOU CAN BE PART OF THE FUTURE OF GAMING ADVERTISING!

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Seegame is a project designed to address and resolve **prevailing challenges within the ad industry**

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Customers are increasingly circumventing advertising messages through the use of ad blockers. Concurrently, brands are compelled to invest substantially more resources to maintain the same level of return on investment as the previous year, due to factors such as changes in meta algorithms and reduced reach.

Historically, viewers have been primarily regarded as profit sources.

The future of digital marketing is unfolding before us as blockchain technology coupled with artificial intelligence presents new opportunities. This integration promises to enhance transparency, security, and efficiency within the industry.

## SIGNIFICANT ADVANCEMENTS FOR ADVERTISERS INCLUDE:

| PROGRAMMATIC ADVERTISING | ENHANCING THE TRACKING OF CAMPAIGN EFFECTIVENESS | COMBATTING FRAUD IN ONLINE ADVERTISING |
|---|---|---|

# Seecoin: connecting brands and streamers

Seegame connects streamers with top brands, helping creators monetize their content while enabling brands to reach engaged viewers. With 11 million ad views last year, we're making an impact. Emerging trends like Play2Earn, Stream2Earn, and seecoin's Watch2Earn are set for growth, and we're here to help you capitalize on them.

**SEECOIN HAS CATALYZED A TRANSFORMATIVE CHANGE, EMPHASIZING THAT THE VIEWER IS AS CRUCIAL AS THE STREAMER AND GAMER.**

STREAM 2EARN

PLAY 2EARN

WATCH 2EARN

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# 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.

**THIS GROWTH NOT ONLY PRESENTS LUCRATIVE PROFIT OPPORTUNITIES BUT ALSO ESTABLISHES A POTENT PLATFORM FOR ADVERTISERS TO ENGAGE AUDIENCES WITH VALUABLE CONTENT.**

## 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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# Twitch streaming by the numbers

Twitch, the leading live-streaming platform, offers a unique opportunity for brands to engage with young, dynamic audiences. With millions of active users and interactive features, it's an ideal venue for targeted advertising and innovative marketing campaigns, allowing companies to effectively reach and influence this thriving community.

Twitch had an average of 2.58 million concurrent viewers in 2022, a 6% decrease on 2021.

Twitch generated approximately $2.8 billion revenue in 2022.

*HTTPS://WWW.BUSINESSOFAPPS.COM/DATA/TWITCH-STATISTICS/

| YEAR | CONCURRENT VIEWERS (MM) |
|------|--------------------------|
| 2015 | 0,53 |
| 2016 | 0,61 |
| 2017 | 0,74 |
| 2018 | 1,07 |
| 2019 | 1,26 |
| 2020 | 2,12 |
| 2021 | 2,78 |
| 2022 | 2,58 |

TWITCH ANNUAL AVERAGE CONCURRENT VIEWERS 2015 TO 2022 (MM)

| YEAR | REVENUE ($MM) |
|------|---------------|
| 2016 | 275 |
| 2017 | 300 |
| 2018 | 880 |
| 2019 | 1230 |
| 2020 | 1890 |
| 2021 | 2675 |
| 2022 | 2800 |

TWITCH ANNUAL REVENUE 2016 TO 2022 ($MM)

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# The relationship between streamers and viewers
# is a critical determinant of success

## DURING A LIVESTERAM I MOSTLY FOCUS ON:

### TALKING WITH CHATTERS

| | |
|---|---|
| Strongly disagree | **4%** |
| Disagree | **2%** |
| Hard to tell | **2,6%** |
| Agree | **29,1%** |
| Strongly agree | **62,3%** |

### PLAYING WELL

| | |
|---|---|
| Strongly disagree | **9,4%** |
| Disagree | **20,9%** |
| Hard to tell | **15,1%** |
| Agree | **34,6%** |
| Strongly agree | **20%** |

### BEING ENTERTAINING

| | |
|---|---|
| Strongly disagree | **3,7%** |
| Disagree | **5,4%** |
| Hard to tell | **17,4%** |
| Agree | **38%** |
| Strongly agree | **35,4%** |

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# The realm of advertising strategically adapts to user behavior and preferences.

## WILL BUDGETS INCREASE IN 2025?

- 18,4% UNSURE
- 5% DECREASE
- INCREASE 38,8%
- REMAIN THE SAME 37,8%
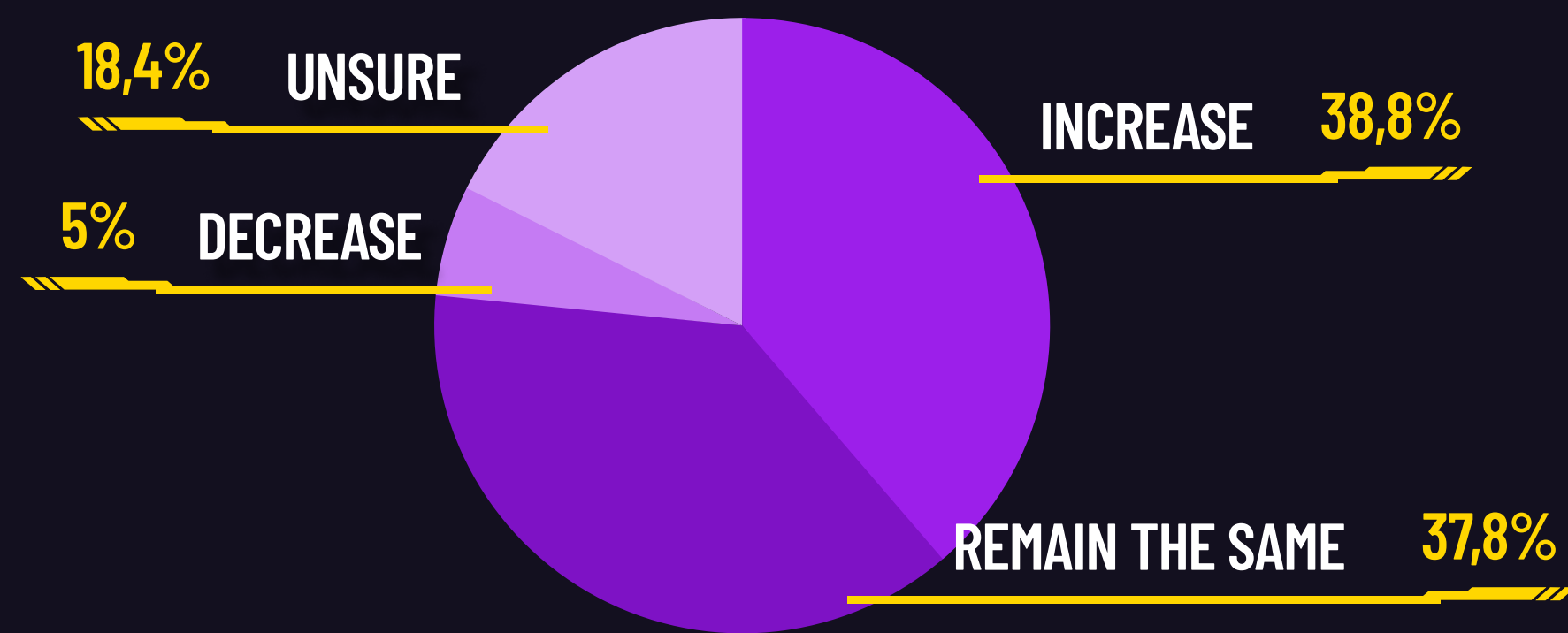
## GAMING ECOSYSTEM

GAME PUBLISHERS | INFLUENCERS | YOUTUBERS | STREAMERS | GAMERS | ESPORT | ESPORT FANS

ESPORT TEAMS AND ORGANISATIONS | PLAYERS | LEAGUES AND TOURNAMENTS

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Seegame & adQuery introduce

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PRESENTING A GENUINE OPPORTUNITY IN AN EVOLVING LANDSCAPE.

>>>>

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# Seecoin brings (r)evolution

Seecoin is a pioneering initiative merging streaming, gaming, and blockchain technology.
It builds a robust ecosystem that enhances user engagement through innovative reward mechanisms.

## KEY HIGHLIGHTS INCLUDE:

A blockchain platform tailored to streamline interactions and transactions within the ecosystem.

A community dynamically engaged around the utilization of the seecoin token, fostering a sense of belonging and collective participation.

The seecoin token serves multiple purposes, acting as a versatile tool within the ecosystem for various uses, including viewing advertisements and community engagement.

INVESTORS

ADVERTISERS

SEECOIN WEB3 PLATFORM + TOKEN

COMMUNITY

STREAMER

VIEWER

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# Seecoin core mission

To strategically integrate communities from the gaming and cryptocurrency sectors, transforming passion into a multi-dimensional earning opportunity. This innovative approach benefits three key stakeholders: streamers, viewers, and advertisers alike.

**PROVEN SOLUTIONS TO ENSURE WIN-WIN-WIN.**
**THE REAL BENEFIT OF OWNING A SEECOIN TOKEN AMONG ALL THREE AUDIENCES:**

STREAMERS

VIEWERS
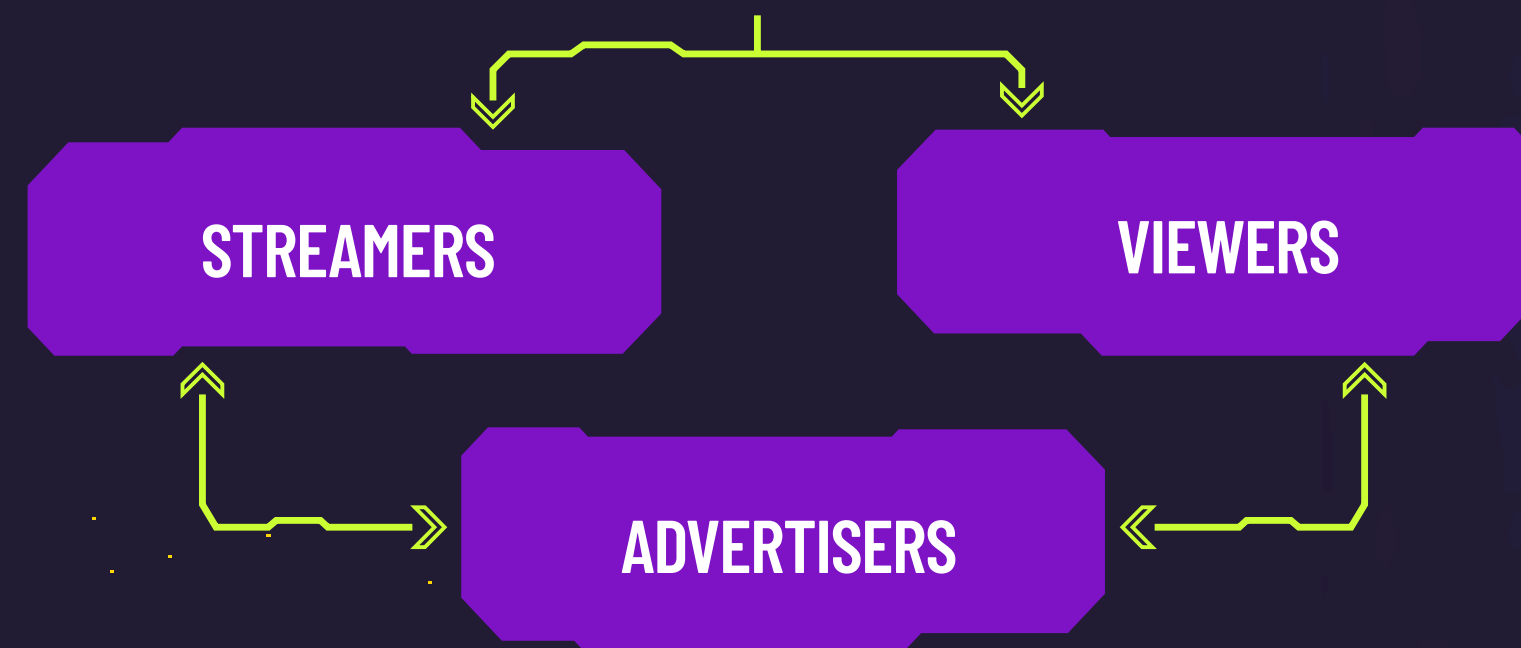
ADVERTISERS

**SEECOIN**

Builds and connects
an engaged community

Leverages blockchain technology to enhance advertisers reach and precision in delivering targeted messages.

**SEECOIN: OPENING NEW CHAPTERS IN TAILORED ADVERTISING OPPORTUNITIES.**

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# Seecoin, an innovation created in response to a real demand

Seecoin, powered by seegame, offers a distinct value proposition through its unique ecosystem which combines the streaming industry with blockchain technology to offer an innovative way to reward users for viewing ads and engaging in a community centered around the seecoin token.

This integration ensures a high degree of transparency, safety, and integrity within the advertising process, benefiting both users and advertisers.

At the same time, allowing investors to participate in the booming cryptocurrency market and streaming industry.

**CLICK TO SEE MORE** ≫≫

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WELCOME TO seecoin
powered by seegame®

CONNECT WALLET

HOME   WEB3   STREAMER   VIEWER   ABOUT US   CONTACT US

CHOOSE YOUR CATEGORY ∧
CHANNEL ∨
GAME ∨
STREAMER ∨
CONTENT ∨
SPECIAL MISSIONS ZONE ∨

**STREAM, WATCH, EARN, REPEAT**

TOP 5 STREAMERS
#1 Streamer 1   3,418,460 scn
#2 Streamer 2   2,231,512 scn
#3 Streamer 3   2,121,315 scn
#4 Streamer 4   1,876,288 scn
#5 Streamer 5   1,421,217 scn

TOP 5 VIEWERS
#1 Viewer 1   2,418,460 scn
#2 Viewer 2   1,231,512 scn
#3 Viewer 3   1,121,315 scn
#4 Viewer 4   1,76,288 scn
#5 Viewer 5   981,217 scn

MINING SEECOIN...   42%   BOOST x1,25

## YOUR TREASURY

ALL COINS   AS STREAMER   AS VIEWER
0,123456    0,00234       0,1176

RANGE SCORE

CONGRATS! YOU'RE 140! NICE SCORE!

140

## TIMELINE ESTIMATION

DATE:   26-04-24 ∨
MISSION:   XXX ∨
CATEGORY:   STREAMER   VIEWER

JAN  FEB  MAR  APR  MAY  JUN  JUL  AUG  SEP  OCT  NOV  DEC

# **Seecoin** with solid fundaments

## COMMUNITY VALUES:

PASSIVE INCOME
FROM ENTERTAINMENT

STREAM2EARN +
BOOST2EARN

STREAM2EARN

REWARDS STAKING

COMPETITION RANKS FOR STREAMERS
AND VIEWERS WITH REWARDS

GLOBAL AND LOCAL
TOURNAMENTS

NEW GAME LAUNCHES
& EXCLUSIVE AIRDROPS

COVERAGE SYSTEM
MECHANISM

COOPERATION WITH STREAMERS
AMBASSADOR PROGRAM

## SYSTEM VALUES:

DEDICATED SYSTEM DAO

15% TEAM BUDGET & ADVISORY BUDGET:
LOCKED FOR 36 MONTHS FROM LAUNCH

BUYBACK & BURN

LINEARL VESTING
& DYNAMIC VESTING

SEECOIN TREASURY
SECURE ID USDT

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# Sustainable staking

The staking mechanism is a multi-tier loyalty program aimed at freezing a large portion of $seecoin supply to stabilize its price. Beyond daily $seecoin rewards, stakers gain access to DAO participation and faster rewards through Watch2Earn. The four staking levels — Bronze, Silver, Gold, and Diamond — offer increasing benefits based on the amount of tokens staked, enhancing user experience and platform engagement.

$$staking\_rewards_s = staking\_shares_s \cdot min\left(\frac{staking\_rewards\_pool}{stability\_factor \cdot \sum_{s \in Stakers} staking\_shares_s}, \frac{max\_reward}{365}\right)$$

**DIAMOND**

TOP 10 Gold Stakers, 24% APR, rewards every 20 minutes.
vote in dao, airdrops, share profits from the platform

**GOLD**
**24% APR**
**+100 000 $SEECOIN**

All founds are locked on high APR 24%.
Only 20 minutes to mint part of the token.
vote in dao, airdrops

**SILVER**
**12% APR**
**30 000 - 100 000 $SEECOIN**

You can participate in periodic lotteries with guaranteed prizes.
Minting seecoins is quicker – after first 40 minutes of stream, part of the token will be added to account.
vote in dao

**BRONZE**
**6% APR**
**1 - 30 000 $SEECOIN**

User needs to watch 60 miunutes of stream to mint seecoin token.
vote in dao

*YOU ARE PROMOTED TO A HIGHER LEVEL IF YOU MAINTAIN THE REQUIRED AMOUNT OF SEECOIN FOR A MONTH. YOU CAN WITHDRAW YOUR FUNDS AT ANY TIME, BUT YOU LOSE THE INTEREST GENERATED.

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# Future of seecoin
## mission means (r)evolution

Seecoin token ensures equitable treatment for both streamers and viewers, regardless of their role within the platform. This approach allows all participants to monetize their time and earn rewards seamlessly.

There is no entry barrier, all you need to have is a wallet.

And this will be only a beginning.

Entering the world of Web3 and understanding the shortcomings of its predecessors, we will deliver to users a comprehensive UNIVERSE... full of possibilities.

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# We do this, because we are using experience gained
# from WEB2 market thanks to seegame platform

**DATEV**  **Microsoft**  **Santander**  **SAMSUNG**  **H&M**

We have decided to advance by using blockchain technology and artificial intelligence to connect interactive advertising with gaming, creating a new dimension of engagement.
WEB3 represents the future, and now you have the opportunity to join us on this transformative journey...

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# Investment opportunity

Seegame, is not merely a dynamic brand boasting a substantial portfolio, including:
- Over 1400 actively cooperating streamers
- More than 14 million views of ad campaigns

We are a passionate team committed to innovative solutions. Aware of our project's potential, we embark on this venture with deep conviction and with use of our own resources.

STREAM      WATCH

EARN
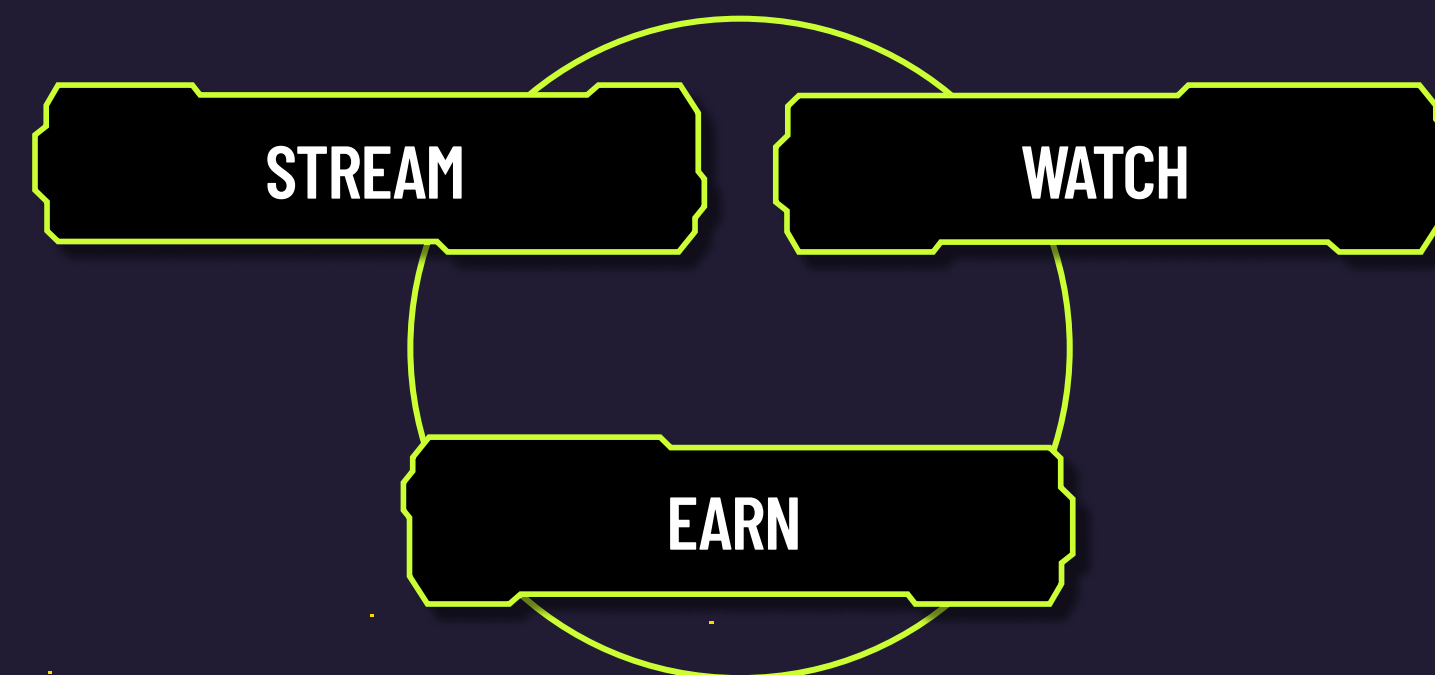
# Seecoin stands at the treshold of global expansion

## IN QUICK SUMMARY, SEECOIN OFFERS:

**GAMERS AS INVESTORS:**
Allows gamers to invest within the platform, turning their engagement into potential financial growth.

**VIEWER MONETIZATION:**
Enables viewers to monetize their entertainment experiences, rewarding engagement with tangible benefits.

**PRECISE ADVERTISER TARGETING:**
Dedicated tool for advertisers to reach their specific target group effectively and generate profit.

$20,000,000 VALUATION

$4,000,000 RAISE TARGET

### THE FUNDS WILL BE USED FOR:

10% ADMIN AND LEGAL

DEVELOPMENT, OPERATIONS & PRODUCT 50%
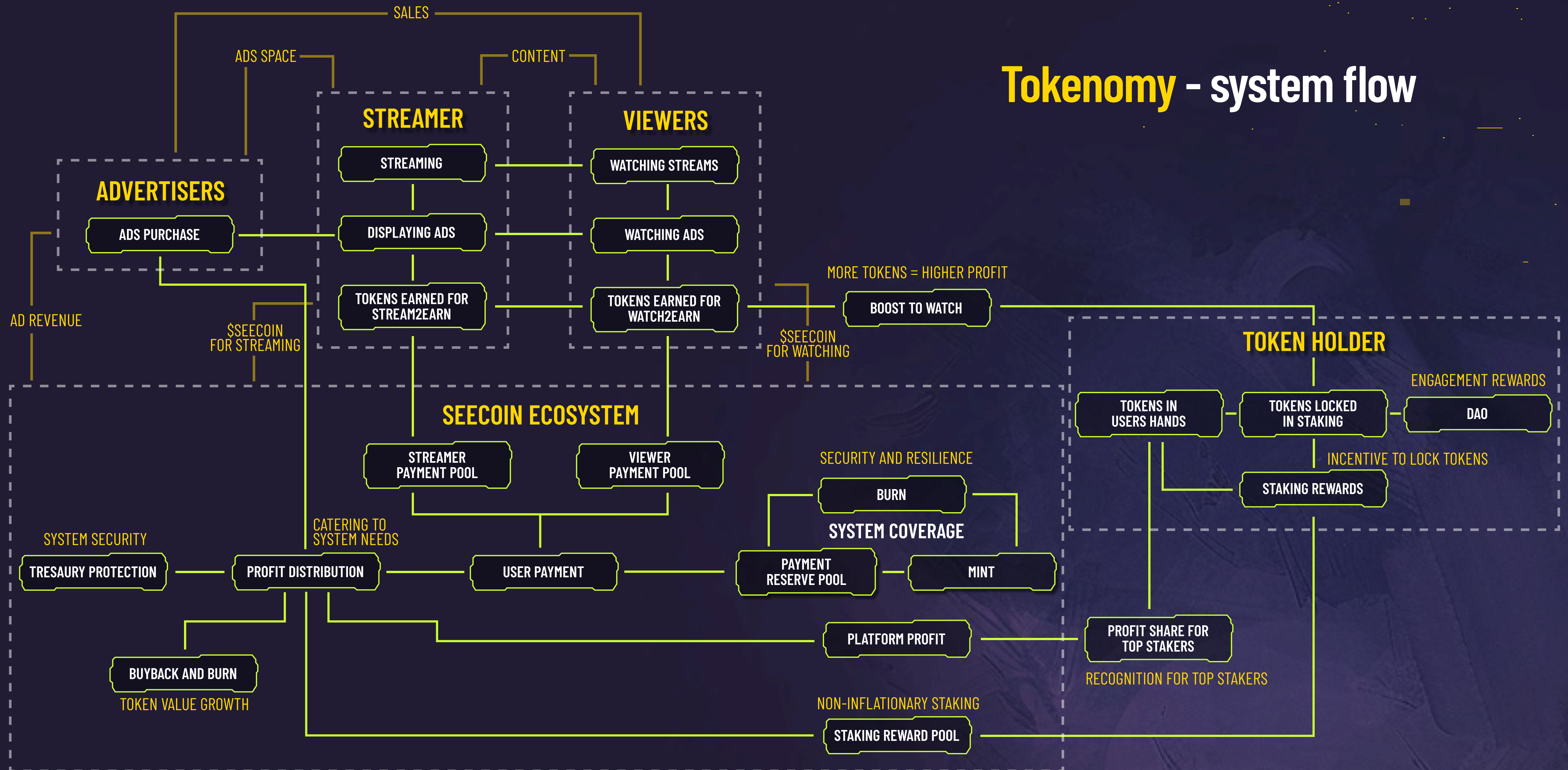
40% MARKETING AND BUSINESS DEVELOPMENT

# Tokenomy

$seecoin token is crafted to ensure the long-term stability and growth of the seecoin platform, while promoting a fair and balanced allocation of resources among all stakeholders.*

STATIC VESTING

| 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 | | | | |

*SUPPORTED BY TOKENOMIAPRO

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# Tokenomy - system flow

SALES

ADS SPACE

CONTENT

## STREAMER
- STREAMING
- DISPLAYING ADS
- TOKENS EARNED FOR STREAM2EARN

## VIEWERS
- WATCHING STREAMS
- WATCHING ADS
- TOKENS EARNED FOR WATCH2EARN

## ADVERTISERS
- ADS PURCHASE

AD REVENUE

$SEECOIN FOR STREAMING

$SEECOIN FOR WATCHING

MORE TOKENS = HIGHER PROFIT

BOOST TO WATCH

## TOKEN HOLDER
- TOKENS IN USERS HANDS
- TOKENS LOCKED IN STAKING
- DAO

ENGAGEMENT REWARDS

INCENTIVE TO LOCK TOKENS

STAKING REWARDS

## SEECOIN ECOSYSTEM
- STREAMER PAYMENT POOL
- VIEWER PAYMENT POOL

SECURITY AND RESILIENCE

BURN

## SYSTEM COVERAGE

SYSTEM SECURITY

CATERING TO SYSTEM NEEDS

TRESAURY PROTECTION

PROFIT DISTRIBUTION

USER PAYMENT

PAYMENT RESERVE POOL

MINT

PLATFORM PROFIT

PROFIT SHARE FOR TOP STAKERS

RECOGNITION FOR TOP STAKERS

BUYBACK AND BURN

TOKEN VALUE GROWTH

NON-INFLATIONARY STAKING

STAKING REWARD POOL

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# Let's tokenize attention.
# STARTING TODAY.

CHECK OUR BRANDS AND VISIT OUR SOCIALS:

seegame.    adQuery®    𝕏    ✈    (discord)    ▶    📷

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