# Linework. A game-changer in the digital ecosystem



LINEWORK USA INC.

full presentation

jan 2024 // corporate department

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#### LINEWORK USA INC.

Linework is a global Ecosystem that ensures a dynamic exchange of capital between crypto-to-fiat and fiat-to-crypto financial markets. Linework is the pioneer of a disruptive technology in the global crypto setting a new standard for market, innovation and integration.

Linework is a go-to app for making crypto market a part of everyday life, simply and efficiently. Linework App facilitates the movement of trillions of dollars in cryptocurrency into the retail market to be used in the real world, buying actual products and services.

# 🔊 Nft

# Bank

Manage all your digital assets, crypto and FIAT, give liquidity to your assets, transfer them internally and instantly, trade and purchase in total safety.

# Spiral

A powerful tool that gives communicating without boundaries and censorship thanks to decentralization.

#### 3 Bloop

management fees in the Product&Services using only crypto assets.

#### The Linework Group



worldwide with three main headquarters strategically positioned in El Salvador, Italy and United States of America

Global

operativity

France

Vietnai 14.7%



One unique and diverse community of individuals who are united by their spirit and passion to create a areater and brighter future.

>40 years 11.1%

Age

distribution



With a constanlty growing community we aim to become the most secure and culturally relevant Web 3.0 Company in the world.

Dover - DE, USA

San Salvador, El Salvador

Benin City, Nigeria

31-39 years

Milan, Italy

Ahmedabad, India



I. Executive summary



Linework's journey towards delivering innovative digital solutions is underpinned by the concerted efforts of its entire team, complemented by the expertise of external consultants. This collaborative approach is central to the development of the entire project, leveraging diverse skills and insights to push the boundaries of digital innovation. Linework has meticulously assembled a blend of specific skills, both within its board and across its operational business units.





#### I. Executive summary

#### five reasons of uniqueness



**Easy and userfriendly access** to Web 3.0 with oneapp-only access.

Creation of true value through Linework Bloop Marketplace by selling products and services and targeting audience with geolocalization





Empowerment of people all over the world and construction of strong relations, despite distance (both social and geographical). Implementation of **Bloop Marketplace** without bonds or management fees upfront using digital assets only.





Creation of decentralized Linework Spiral Social Network to give voice to everyone and create awareness.

A portal to a brighter future for everyone, everywhere. The entire team, alongside with external consultants, is fundamentally involved in providing new digital solutions to serve people. However, to guarantee the success of Linework's operations, we have gathered specific skills both on the board and in the operative business unit.

Linework, during 2023, underwent a radical change in the structure of the Board of Directors, now including a heterogeneous distribution, both in terms of age and gender, as well as a transversal professionalism with delegates for international relations and global affairs, strategic marketing and development, technical and operational development, and global public relations and communications.



#### statistical composition of the Board of Directors

The purpose of the Board of Directors is to manage the main courses of the company. It has three general powers:

- 1. Examine the company's strategic choices
- 2. Participate in its proper functioning
- 3. Control and monitor all operations related to Linework activities.

The implementation of the **core establishment** leads to the creation of a directive Board of Directors with a deep knowledge and understanding of local business.

The Board's role becomes essential related to strategic planning of Linework global expansion. The main accountabilities will be addressed on the basis of individual strenght and fields of operation as:

#### identifying priorities;

#### establishing goals and objectives;

finding resources;

#### allocating funds to support the decisions;

#### monitoring the execution of the strategic plan;







With global assets of approximately 21 Mln capitalization euros and share of approximately 25.3 Mln dollars, the 2023 financial statements close with an extremely positive trend that allows the continuation of the development and marketing activities planned for 2024, anticipating the programs for the four-year period 2024-2027.

The geographical distribution of Linework's operations allows for a capillary diffusion of products already on the market and under development. To date, Linework is present on 4 continents, with commercial defined operations being for the penetration of the South American, Asian and African markets.

The remuneration of Linework employees is made up of fixed remuneration and variable remuneration. The importance of each element in the overall remuneration may vary according to the Business Lines/Functions.

The fixed remuneration of Linework employees is made up of the basic fixed salary which remunerates the level of qualification and responsibility, as well as the skills and involvement in the tasks assigned, and, where applicable, an additional fixed remuneration linked in particular to the specificities of the position.

The variable remuneration of Linework employees does not constitute a right and is neither guaranteed nor contractual. It is established each year on a discretionary basis in accordance with the remuneration policy for the year in question in terms of capacity.



#### STATISTICAL COMPOSITION OF LINEWORK INTERNAL STAFF

Variable remuneration is determined in such a way as to avoid the establishment of incentives which could lead to situations of conflict of interest between employees and customers or non-compliance with compliance rules. Regardless of any disciplinary proceedings, failure to comply with applicable rules and procedures or violations of the Code of Conduct, Rules and Regulations and risk assessment and control will result in the reduction or elimination of variable remuneration.

The plan of allocation of **Human Resources for Linework** requires a gradual yet strong recruitment plan through the four-year period 2024-2027.



#### Internal staff allocation establishment



III. Hiring plan

A company rarely competes against just one competitor. In fact, in many cases, the biggest competition in the SaaS (Software as a Service) and tech industries is coming from indirect competitors. These competitors hold a commanding position in their core market, allowing them to expand into different industries and

**verticals.** Linework guarantees **decentralized functionalities** based on the Blockchain, a 360-degree user experience, including a distinct

Blockchain, a 360-degree user experience, including a distinct decentralized Social Network, dynamically connected to its Artworks marketplace.

Linework App is a powerful digital tool where users can create value and utilize their **internal wallets** and also contains the first **Product & Services decentralized E-Commerce** where users can buy and sell products and services **through digital assets**, as the backbone of the APP. These features include:



# In this regard, Linework can presume that there are no direct competitors but indirect ones, who partly offer these products individually or at all.

In the Artworks Sector, based on the number of users, Opensea can be considered an indirect major player in relation to Artworks management, several Social Media Platforms such as Meta and X – alongside Amazon in comparison to Spiral (Social Network) and Bloop (Marketplace).

#### IV. Competitor analysis

The size of the global decentralized finance market was estimated at USD 13.61 billion in 2022, and it is projected to rise at a CAGR of 46.0% from 2023 to 2030. DeFi (Decentralized Finance) acceptance led to a significant transformation of the financial industry, which is one of the major drivers of market growth. Over the past five years, interest in how DeFi and decentralized platforms interact on the blockchain has grown. The capacity of DeFi to remove intermediaries from financial operations has expanded adoption.

## **U.S. Decentralized Finance Market**

size, by component, 2020-2030 (USD Billion)



DeFi platforms were used to increase efficiency, which helped the industry progress. Since developers use DeFi tokens for in-app purchases, a rise in e-sports, Artworks and gaming has also been noted as a key driver for DeFi platforms.

#### V. Market analysis

Additionally, it expedites decentralized financial activities including lending, investing, banking, and insurance. Furthermore, smart contracts enable centralized finance platforms to become decentralized, which is expected to generate special chances for the sector's expansion.

In 2022, the data & analytics segment dominated the global market and was responsible for the highest revenue share of more than 18.0%. DeFi protocols provide important advantages for data analysis and decision-making. DeFi protocols aid in risk management and create economic prospects because they are open to data and network activity.



# **Global Decentralized Finance Market**

share, by application, 2022

V. Market analysis

# **Decentralized Finance Market**

trends by region



Asia Pacific, on the other hand, is expected to register the highest CAGR over the forecast period. This can be attributed to strong economic growth and rapid technology adoption in Asian countries. There are currently numerous instances of DeFi platforms and other organizations operating with blockchain technology in the Asia Pacific region. On average, South-eastern Asia has a crypto adoption rate of 3.5 percent from 2021, with Singapore leading at 10 percent, based on a White Star Capital Report. Asian consumers are actively trading cryptocurrency and using them to pay for goods and services. Asia is leading the world in cryptocurrency investments as Central and Southeast Asia accounted for a third of NFT sales in the \$22 billion trade last year.

According to Chainalysis, the Blockchain market in Africa is among the largest and fastest-growing in the world, with a peak in monthly transactions of \$20 billion from 2021. The most users in the region are in Kenya, Nigeria, and South Africa.

Blockchain investment in Africa increased eleven times (11x) in Q1 2022, according to research from the blockchain investment firm Crypto Valley Venture Capital (CV VC) and Standard Bank. As venture capitalists swarm to support entrepreneurs creating crucial infrastructure for the adoption of digital assets, fintech apps and exchanges have constantly topped the charts of industry sectors with the greatest investments.

The majority of financing rounds have gone to fintech apps as many developers try to address the flawed financial system.

# Decentralized Finance Market Record Scope

REPORT ATTRIBUTE	DETAILS
Market size value in 2023	USD 1.33 billion
Revenue forecast in 2030	USD 231.19 billion
Growth rate	CAGR of 46% from 2023 to 2030
Base year of estimation	2022
Forecast period	2023-2030
Quantitative units	Revenue in USD million/billion and CAGR from 2023 to 2030
Report coverage	Revenue forecast, company market share, competitive landscape, growth factors and trends
Segment covered	Component, application, region
Regional scope	North America, Europe, Asia Pacific, Latin America, MEA

V. Market analysis

#### **Global Decentralized Finance Market Segmentation**

The report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2020 to 2030. For this study, Grand View Research has segmented the global decentralized finance market report based on component, application, and region:

# **Decentralized Finance Market**

**Report segmentation** 

# Regional Outlook North America Europe Asia Pacific Latin America Middle East & Africa

#### **Component Outlook**

- Blockchain Technology
- Decentralized Applications (dApps)
- Smart Contracts

#### V. Market analysis

# Goal 1

Spread of the App and Linework Ecosystem globally:

- by setting a **strong team** for Marketing & Communication
- by building a strong partnership with official establishments and local press and publishing agency
- by setting a **diplomatic communication plan** with embassies and consulates.



Increase active users to increase value to the offered services:

- implementing Referral Plan to spread Linework Ecosystem and providing value to local communities;
- by setting means of massive communications via newsletter & Social Media;
- by providing scholarship for and charity projects for associations.



Strenghten credibility and increase business connection by bringing Linework Group to the listing on Singapore & Nasdaq Stock Exchange.

# The importance of live events

In the dynamic landscape of marketing and customer engagement, live events stand out as a pivotal element for **fostering real-world connections** amidst a digital-centric era. The essence of these events lies in their ability to facilitate deep discussions, share valuable insights, and directly engage with the audience, thus elevating a brand's authenticity and trust. This direct interaction is crucial in an age where digital platforms dominate, offering a refreshing human element that can significantly **enhance customer loyalty and cement a fintech company's standing** in a competitive sector.

For Linework, gearing up for participation **as a guest and speaker at TOKEN2049**, scheduled for 18-19 September 2024 in Singapore, presents a sterling opportunity to underscore its presence in the fintech and Web3 domain. This premier crypto event, renowned for bringing together decision-makers from the global crypto ecosystem to share ideas and innovations, will host Linework among other influential entities and thought leaders. As the event promises an assembly of over 15,000 attendees and more than 200 speakers, it serves as an **ideal platform for Linework to showcase its expertise, network with industry peers, and engage directly with a global audience**.

#### VI. Marketing plan

The following allocation shows the expected investments per year.

ALLOCATION	VALUE	PERCENTAGE
App & Exchange Markets		15.42%
Development & Maintenance	\$ 204,000	
Smart Contract-market making	\$ 20,000	
Marketing and Advertising		35.03%
Influencer campaign worldwide	\$ 264,000	
Live Events (Token 2049)	\$ 175,000	
Social Media (instagram, Facebook, Twitter)	\$ 70,000	
Administration expenses	\$ 720,000	49.55%
TOTAL	\$1,453,000	100%

ALLOCATION	VALUE	PERCENTAGE
App & Exchange Markets		13.70%
Research & Development	\$ 204,000	
Internal Banking system (Ramb & Banxa listing)	\$ 85,000	
Marketing and Advertising		45.05%
Brand awareness	\$ 150,000	
Newspapers	\$ 100,000	
pre-IPO process	\$ 700,000	
Daily Operations	\$ 150,000	7.11%
Administration expenses	\$ 720,000	34.14%
TOTAL	\$ 2,109,000	100%

T1 - PRIORITY | I half 2024

T2 - PRIORITY | II half 2024

T3 - PRIORITY | 2025

ALLOCATION	VALUE	PERCENTAGE
App & Exchange Markets		14.93%
Research & Development	\$ 408,000	
Maintenance	\$ 120,000	
Smart Contract-market making	\$ 40,000	
Listing on Exchange Markets	\$ (TBD)	
Internal project fees (P&S E-Commerce)	\$ 150,000	
Marketing and Advertising		49.71%
Television ADs	\$ 300,000	
Billboards	\$ 450,000	
Live Events	\$ 300,000	
Newspapers	\$ 200,000	
Social Media (instagram, Facebook, Twitter)	\$ 140,000	
Brand Ambassadors	\$ 1,000,000	
Sponsorship	\$ (TBD)	
Charity	\$ (TBD)	
Administration expenses	\$ 1,400,000	29.12%
Daily Operations	\$ 300,000	6.24%
TOTAL	\$ 4,808,000	100%



T1 - PRIORITY | I half 2024

T2 - PRIORITY | II half 2024

T3 - PRIORITY | 2025

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# to finance DIRECT & ORGANIC MARKETING typology:

Institutional ADS Influencer ADS in 54 different location Global Marketing : TV, radio, Billboard

Average cost : **\$1,000** / influencer - for **3** post per week - in **54** different locations / 2 time per month -

Average cost (total) : \$162,000 / sett Average cost (total) : \$324,000 / month Average cost (total) : \$3,888,000 / year

Ratio - <u>Result :</u>

**\$500** spent - **\$15,000** earned ratio : **x30** capitalization of user - monetization user - monetization ads and spaces in-app out-app.

Capital Flow incomes : Average revenue (total) : \$4,860,000 / sett Average revenue (total) : \$9,720,000/ month Average revenue (total) : \$116,640.000 / year

The incomes flows is relatively only based on the Bloop marketplace. The inherent incomes dues to monetize the user based on banking section, Bloop section, Spiral section and in-app monetization system (ads, transfer, buy/sell, bank, trades) are in a separate incomes model which should be based on the actual in-app activities and the increase prospection of users month per month.

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# to finance BANKING SYSTEMS AND OPERATIONS typology:

## Institutional banking market Micro Credit, Bank License Salvador, Bank License Nigeria Listing RAMP access LWC/EUR - LWC/USD \$70,000 Listing Linework Bank Banxa - \$15,000 Listing Linework Bank NG - \$200,000

Liquidity Pool Financing - Payout/Payin gateway - **\$500k** Liquidity Pool Financing (Asset Allocation) - **\$1m** 

## typology:

Technical infrastructure & app

Amazon Web Services expansion - **\$250,000** 

## typology:

Admin Panel - **\$125,000** Banking UX/UI - **\$250,000** 

**Revenues breakdown.** All revenues consider an average amount of active users that take part in each feature. In particular:

- For Artworks Management, considered users are the sellers of the pieces of art, where revenues are generated through the purchase transactions.
- For P&S E-Commerce both parties are considered.

# **Artworks Management**

DETAILS				
Transaction fees	750,000 \$ *	2,340,000 \$ **	6,144,000 \$ ***	7,065,600 \$ ***
TOTAL	750,000 \$	2,340,000 \$	6,144,000 \$	7,065,600 \$ ***

\* 0.25 % per each NFT

\*\* 0.30% per each NFT

\*\*\* 0.30% per each NFT

# P&S E-Commerce System

DETAILS	2024	2025	2026	2027
Monthly fees *	1,998,500 \$	3,997,000 \$	7,994,000 \$	9,193,100 \$
Transaction fees **	325,085 \$	650,170 \$	1,300,340 \$	1,495,391 \$
Promotion fees ***	800,000 \$	1,600,000 \$	3,200,000 \$	3,680,000 \$
TOTAL	3,123,585 \$	6,247,170 \$	12,494,340 \$	14,368,491\$

\* 2 types of profiles (Regular - 9,99\$ | Premium - 19,99\$)

\*\* average receipt of 10\$

\*\*\* cost-per-click: 0,70\$ per product, 2\$ per store

Following there are the projections for the next three-year period.

# Expenses / Revenues projection

per year



# **Users** projection

per year / per mln. number of users





Spectrum 1 Software development

Spectrum 2 Maintenance operation

# software development and maintanance

Operation	2024	2025	2026
Dev Team 1	58,800 \$	58,800 \$	58,800 \$
Dev Team 2	25,200 \$	25,200 \$	25,200 \$
Total Spectrum 1	84,000 \$	84,000 \$	84,000 \$
Maintenance Team	60,000 \$	60,000 \$	60,000 \$
Total Spectrum 2	60,000 \$	60,000 \$	60,000 \$
TOTAL	144,000 \$	144,000 \$	144,000 \$



Alongside the development of the App from the inside, Linework has developed several activities among local communities around the world.

Both in Nigeria and El Salvador, Linework App has spreaded, accompanied by non-profit initiatives, such as free food distribution and provided discounts on medicines.

As El Salvador has approved law on digital assets transfers, Linework has presented the upcoming and groundbreaking marketplace for products and services that will give to everybody the possibility to purchase what they need using cryptocurrencies.

**San Salvador district** has hosted one of the first non-profit actions, where Linework has provided discounts on medicines, in partnership with local pharmacies, and presented Linework App.



Africa's most densely populated nation ranks 6th globally in terms of the use of digital currencies. The connection between Linework and the Nigerian community is increasingly strong, in continuous and lively growth within the Ecosystem.

On March 2023, Linework has started its journey to share free food and awareness about economic freedom and the possibilies offered by Linework Ecosystem in the major places around the Ugbowo-Isihor axis of **Benin City (Nigeria)**. Offering food to local communities and building people's awareness about the control on their lives has been a great important milestone, especially in a very difficult political and sanitary moment such as today's socioeconomic situation.



After a two-days rally that took place around Benin City, Linework has also visited several faculties of the **University of Benin** (Nigeria) where hundreds of students were enlightened and onboarded into Linework Ecosystem.

The students have been presented with a gift pack of food and the endless possibilities of the Blockchain and Linework technology within the App.

# More insights here >>>



VIII. Related projects

Today De-Fi allows everyone to access the management of Digital Assets outside the traditional banking system. This has caused difficulties and mistrust to non-native digitals and potential users. Linework simplifies this access for those interested in this new and ground-breaking field can operate on it with confidence. Starting the whole project to the global launch in El Salvador becomes a powerful leverage that allows the spread and the growth of economy all over the world.

2023 S2	2024 S1	2024 S2
<ul> <li>Office setting in US</li> <li>Human Resources research</li> <li>First contact with Universities</li> <li>Diplomatic meeting in US &amp; SV</li> <li>Start of financial operations</li> <li>Institutional loan access</li> </ul>	<ul> <li>Bloop launch</li> <li>Start of hiring plan</li> <li>Know-how transfer</li> <li>Education process</li> <li>Deployment of commercial operations</li> <li>Start of marketing strategy</li> </ul>	<ul> <li>Live events</li> <li>Project with universities</li> <li>NFTs contests</li> <li>Initialization of pre-IPO process</li> <li>Global launch of the App</li> </ul>

2024) Qi	<ul> <li>Stabilization of Bloop as vehicle of strategic industrial communication and retail market</li> <li>Joint-Venture for Public Relations</li> </ul>
2024   Q2	<ul> <li>MARKETING PLAN DEVELOPMENT</li> <li>Development of in-house blockchain</li> <li>Stabilization of the Ecosystem in-app</li> <li>Strenghten cooperation with current partners in live events</li> </ul>
2024   Q3	<ul> <li>INFRASTRUCTURE &amp; STRATEGIC R&amp;D</li> <li>Settling of global infrastructure</li> <li>Reinforcing of internal staff</li> <li>Development of E-Infinity Museum for NFTs</li> </ul>
2024   Q4	INITIALIZATION IPO PROCESS @ SINGAPORE & NASDAQ

#### IX. Future plans & Milestones







#### **North America**

- The Wall Street Journal
- The New York Times
- Forbes

#### Europe

- Financial Times
- The Times
- Frankfurter Allgemeine Zeitung
- Der Spiegel
- Le Monde
- Corriere della sera

#### **Central America**

- Diario El Salvador
- La Prensa Grafica
- El Mundo
- Diario Co Latino

X. Addendum

#### **Asia and MEA**

- Asahi Shinbun
- Yomiuri Shinbun
- People's Daily
- China Daily
- Global Times

# global press release.



Linework Ecosystem is the solution to the global market and markets and capital flows, gathering decentralized and traditional finance.

A continuous flow that comes from the traditional retail market to take the user to the heart of the Ecosystem helping him with the decentralized inapp technologies. Linework approaches the market in a bidirectional way, connecting all the markets without type or segment distinction, offering a 360° experience in the markets and capitals flows.

The chart clearly shows the continuous service of both markets.





# our global revenue model.

X. Addendum



# Access to Community coming from:

eBay, Amazon, Uber, Binance, Whatsapp, Instagram, Snapchat.

The global technology offered natively by Linework allows users to get onboard a global and native system gathering all actual social, banking, trading and freedom features in one place.

You can approach the Linework ecosystem by the DeFi side as by the Classical Finance side and make them spousing in one place wiht never create conflict accoridnd money flows, capital or market between digital asset payment methods and fiat currency payment method.

Linework is the perfect wedding between the two main financial world and social communication. It also respond to the new z generation living freely, earn with social community and deploy your image and monetize it through the social features in-app and spend the money in-app to buy goods & services like on Amazon.

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**Seller Mode** 

#### **Model revenues**

Ads store Ads products Transaction fees Buy fees Deposit fees

#### **Buyer Mode**

**Model revenues** 

buy products on Bloop

# the busines<mark>s model a panoramic.</mark>

X. Addendum





internal wallet with secure gateway



# full marketplace for products and services



# digital art gallery

