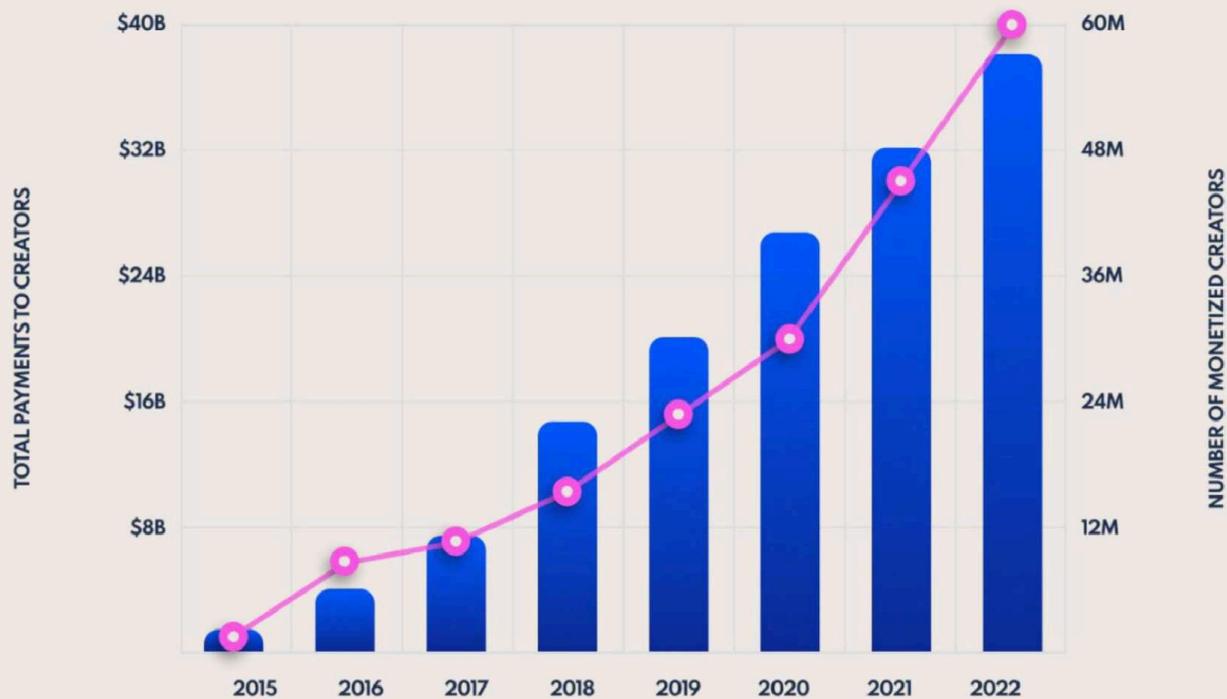




arg'o

CREATOR  
ECONOMY  
REIMAGINED

# The creator economy is just getting started



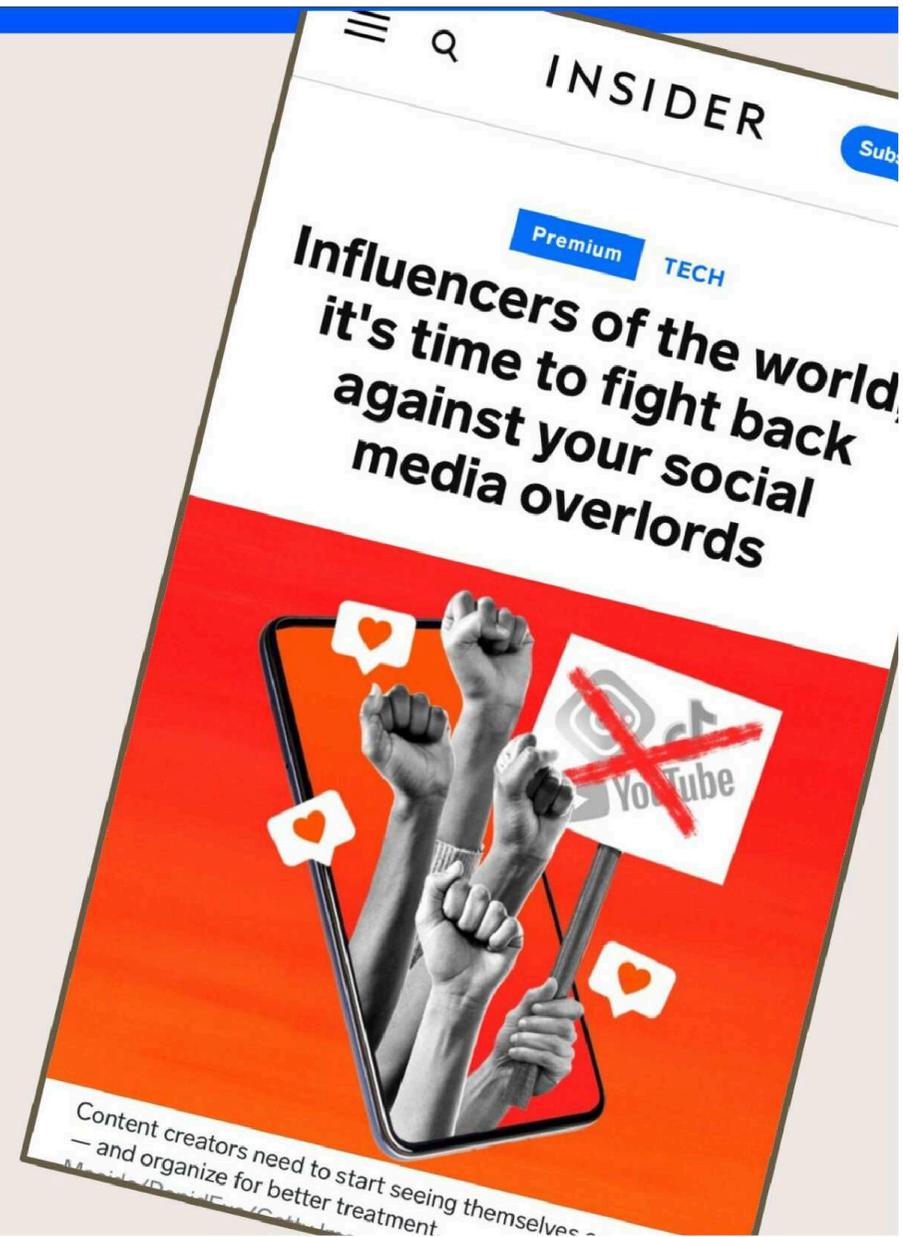
## Yearly payments (2021):

- YouTube: \$15B
- Spotify: \$7B
- OnlyFans: \$3B
- Twitch: \$1.2B
- Patreon: \$1B
- Meta (FB/IG): \$1B
- TikTok: \$279M
- Snap: \$250M
- Influencer campaigns: \$12B

**Creators supply 100%  
of content for the \$1T  
social media and  
streaming industries**



**But the current algorithm  
and advertising models  
provide unstable  
monetization for creators**

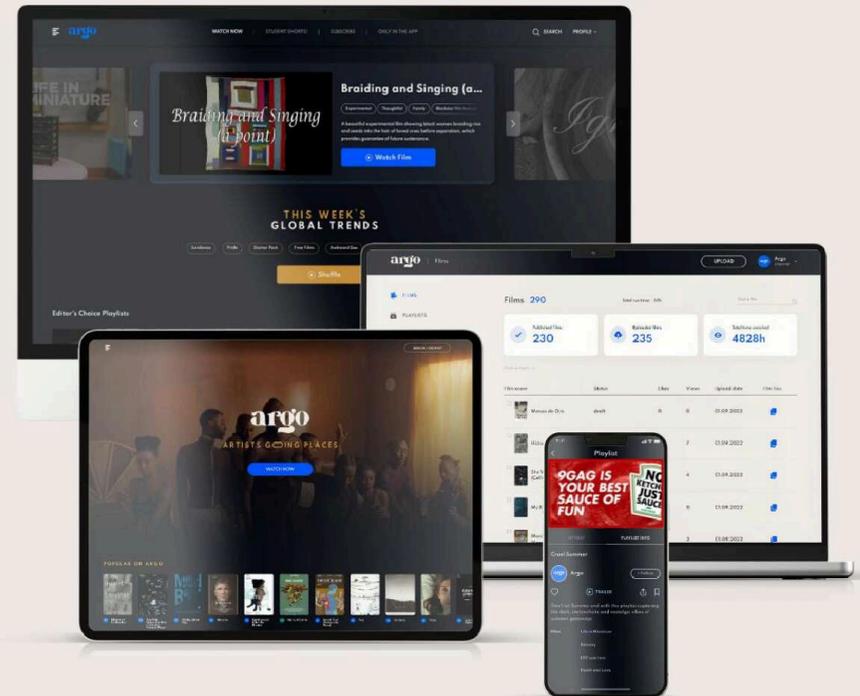




**We believe creators  
should own more of  
the creator economy**

# Introducing Argo

The first of its kind  
web3 infrastructure  
for streaming

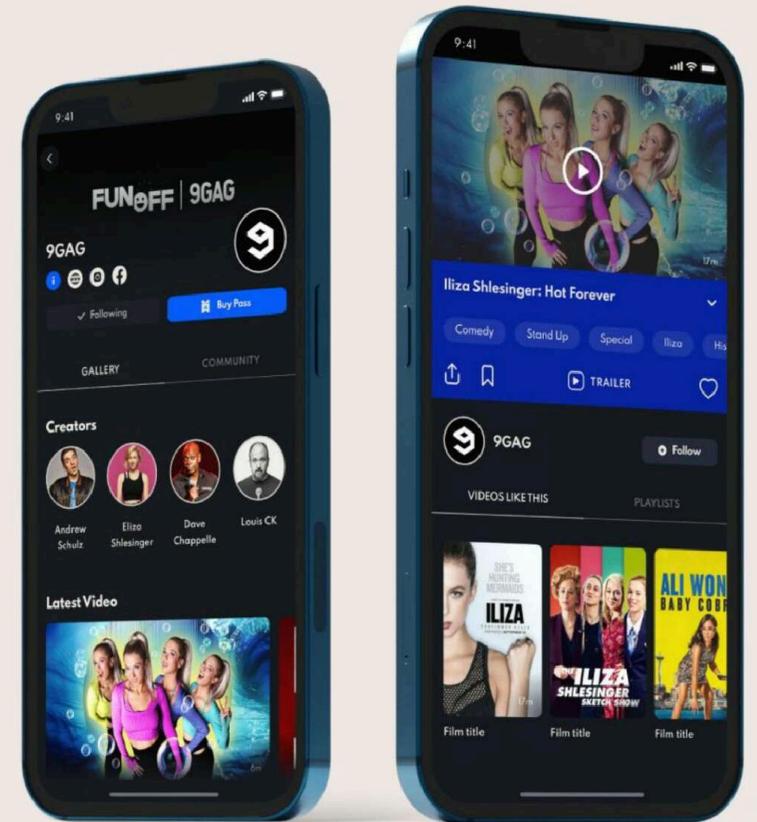


# For brands and creators

To own their IP and their success by:

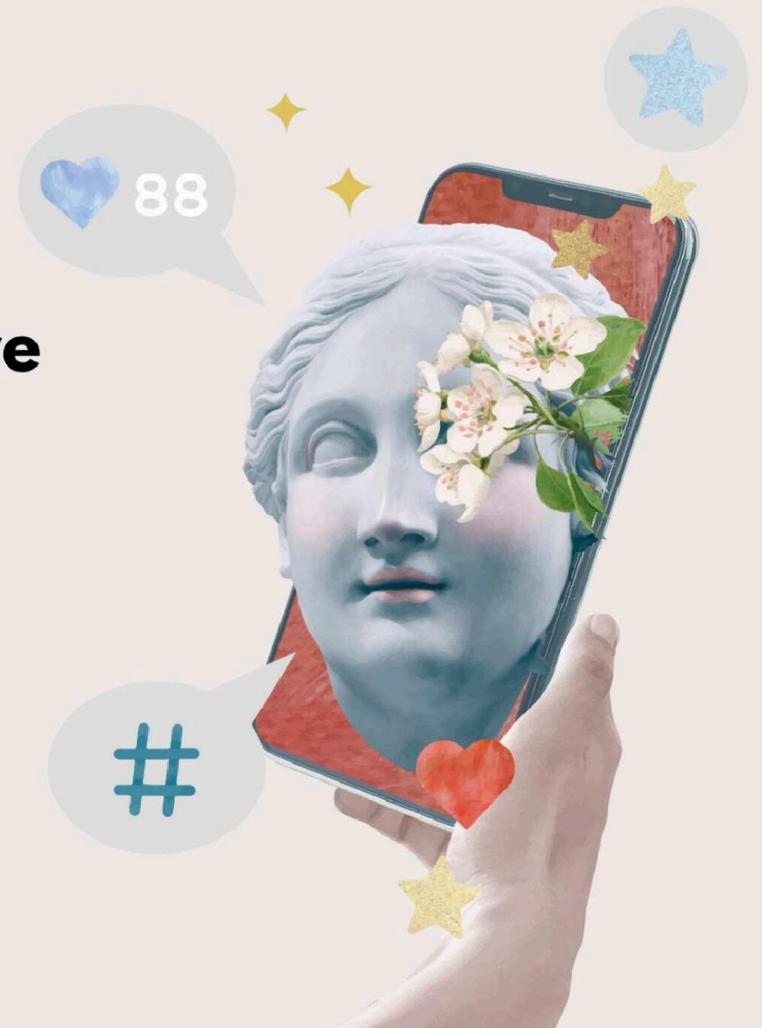
**monetizing** content more efficiently and

**connecting** directly to their audiences



# Where everyone wins

Creating a permissionless culture where **users** and **influencers** can earn real money simply by sharing content they like





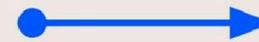
# HOW IT WORKS

# Argo is a multi-platform community

**Argo bundle  
subscription**



**Independent  
channels on Argo**



**Argo  
White-label**



**Community connected  
through blockchain**

- **Argo Coins**
- **Digital wallets**
- **Smart contracts**

# With unit economics that work

**Building community  
like a **social** network**



**Monetizing like a  
**streaming** platform**



# Brands & creators host and curate channels



# WHY WE WILL SUCCEED

# We are a unique value proposition

 Youtube

 **Argo**

 Netflix

## Reach

Have to pay or fit the algorithm to reach fans

**Direct communication with fans, instant feedback, instant reward**

No data to creators, no connection, unable to build a community

## Revenue

Depends on the algorithm and advertisers

**Sustainable revenue and efficient growth through collaboration**

Work for hire

## IP & Ownership

No ownership, no security

**Own your IP, your audience and your success**

No IP ownership  
No creator backend

# With partnerships pipeline representing millions of potential customers

CONTENT PARTNERS

**Catapult**

**5K creators**

Largest universe of horror themed digital content

**CATAPULT**

**APOKI**

**1M MAU**

NFT collection with 25K NFTs minted



**WeShort**

**1K creators**

Short Film destination



**IDN**

**80M MAU**

Indonesia's leading media platform

**IDN MEDIA**

EVENT PARTNERS

**sundance**  
film festival

THE **OSCAR**S

FESTIVAL DE CANNES

DURBAN INTERNATIONAL FILM FESTIVAL

PALM SPRINGS INTERNATIONAL FILM FESTIVAL

**BFI**

FESTIVAL DU COURT MÉTRAGE CLERMONT-FERRAND

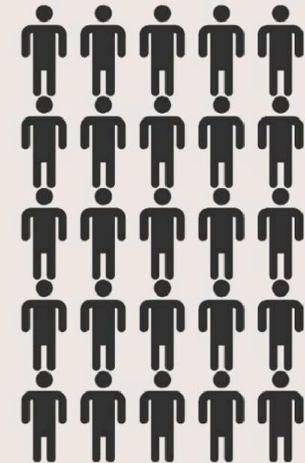
# Creating more value

One engaged user  
is 25x more  
valuable than a  
passive follower

**ENGAGED USER**



**PASSIVE FOLLOWERS**



Argo is a YC-backed company led by a first-class team  
of creators and builders with experience of multiple IPOs and exits



**Arcadiy Golubovich**

Chief Executive Officer / Co-Founder

Serial entrepreneur, investor, & producer.  
Co-founder & President of Primeridian  
Entertainment, President of Humm.ly;  
YC W22



**Alex Williamson**

Co-Founder

Community builder & tech trailblazer.  
Founding team member & former Chief  
Brand Officer of Bumble, scaled the  
company to 65 million users worldwide.  
Former CEO of venture-backed Asteya



**Michael Y Chow**

Chief Strategy Officer / Co-Founder

Creative strategist & entrepreneur.  
Co-Founder & Chief Instigator of XRM Media,  
Co-Founder & Managing Partner of MNM  
Creative. Winner of Emmy Award, Peabody  
Award, Webby Award & Telly Award



**Melissa McQueen**

Head of Talent

Decade long career leading the  
Talent Division at The Kim Dawson  
Agency, the largest full service  
agency in the Southwest

**EXPERIENCE**



## A team of pioneering engineers in blockchain, solidity and smart contracts



**Igal Kishik**  
Chief Technology Officer

More than 17 years of full stack and financial sector development.  
Led 4 successful web3 projects



**Andy Kobyshev**  
Head of Web3

Software engineer & developer, specialized in architecture & blockchain infrastructure.  
15 years of experience in developing and consulting non-trivial solutions in international companies



**Nick Stolyarov**

Head of Web Development  
Web and Blockchain expert with the passion for Web3 & Smart Contracts, extensive experience in global projects driven by community

## NFT projects generate \$9M+ in traded value



**Sad Girls Bar**  
Created by SadGirlsBar

# of Owners: **4.6K**  
Floor Price: **0.05 ETH**



**Skeletongues**  
Created by SadGirlsBar

# of Owners: **2.3K**  
Floor Price: **0.02 ETH**



**Crypto Hobos**  
Created by cryptohobos

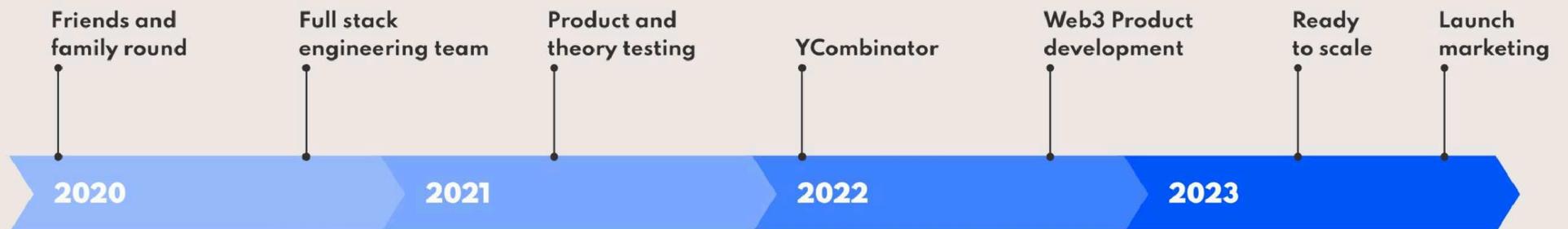
# of Owners: **2.9K**  
Floor Price: **0.01 ETH**



**The Sad Cats**  
Created by SadGirlsBar

# of Owners: **2.3K**  
Floor Price: **0.02 ETH**

# The raise



## Year 2022:

- ★ **100K active users**
- ★ **\$40K revenue**
- ★ **Month 3 retention 70%**



## 2023 goals:

- ★ **Key hires**
- ★ **Marketing**
- ★ **Scaling**

# Addressable Markets

## YOUTUBE CREATORS



MRBEAST



ANDREW SCHULZ



BADABUN



MS RACHEL



BINGING WITH BABISH

## ENTERTAINMENT BRANDS



9GAG



GAIA



WWE



LIVE NATION



CRYPTV

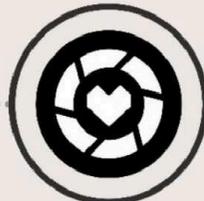
## COMMUNITIES



FAZE CLAN



SUPERPLASTIC



LTK



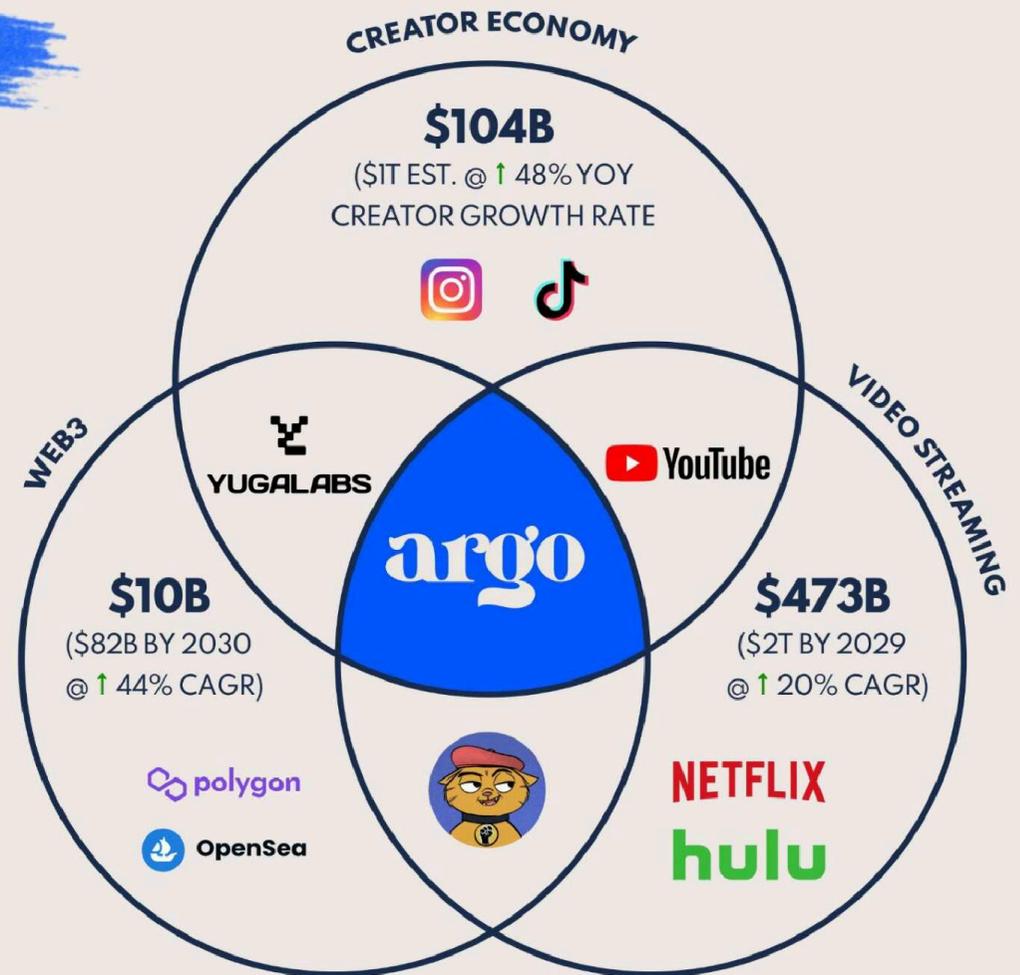
C3 PRESENTS



ROTTEN TOMATOES

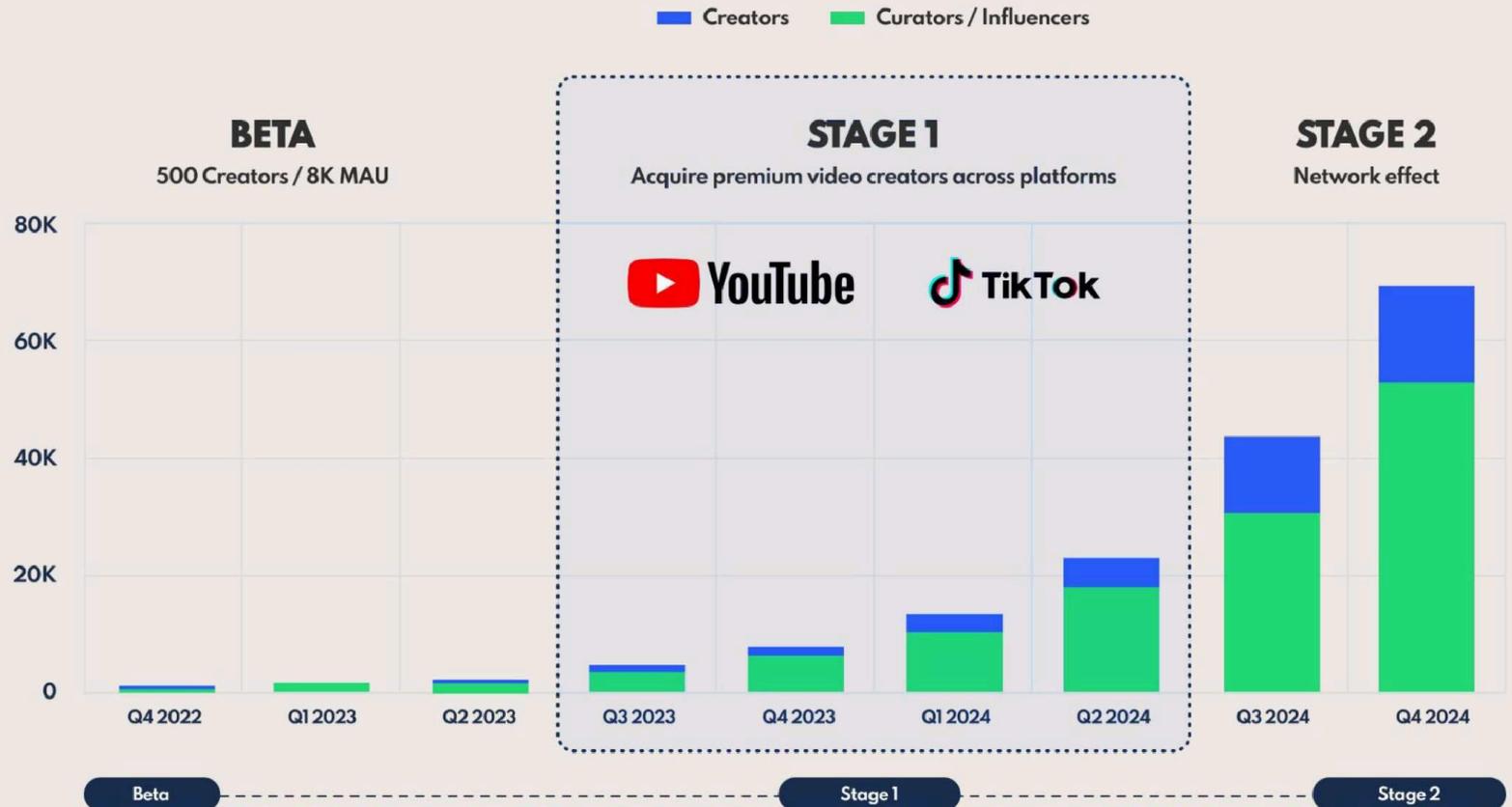
# The Web3 opportunity

- ★ **Creates a larger TAM**
  - **Collecting more data across blockchain**
  - **Highly engaged users across verticals and platforms**



# Network effect by 2024

Focused on servicing YouTube & TikTok creators



**Join the creator revolution**

