



DECRYPTING

EXECUTIVE SUMMARY

PROJECT VISION

Decrypting (\$DCRYPT) is pioneering a new paradigm in Web3 affiliate marketing by creating a comprehensive value bridge between cryptocurrency trading activities and a diverse ecosystem of Web3 and traditional financial services for token holders.

INNOVATION

- Converting CEX trading fees into holder value through buyback/burn mechanisms
- Future staking protocol implementation for enhanced yield generation
- Transparent profit distribution from global exchange partnerships
- Integration of multiple revenue streams across Web3 and traditional finance sectors

MISSION

To establish \$DCRYPT as the leading Web3 affiliate token, transforming traditional fee structures into sustainable holder benefits while scaling across major cryptocurrency exchanges and comprehensive Web3 services.

In July 2022, Boston Consulting Group (BCG), a global management consulting firm, released a report stating that crypto adoption is likely to accelerate further, with the number of crypto users reaching one billion by 2030. This presents a significant opportunity to tap into a market that is transitioning from Web2 to Web3. Decrypting will support them through that journey.

VALUE PROPOSITION

\$DCRYPT token holders gain exposure to multiple revenue streams through the following (Not an exhaustive list):

- Exchange trading fee distributions
- Web3 service partnership revenues
- Traditional financial service referrals
- AI-powered product recommendations
- Legal and tax service commissions
- Crypto card program partnerships
- Algorithmic trading tool services

PROBLEM AND SOLUTION

The current cryptocurrency and Web3 landscape has created unprecedented opportunities for value generation, yet these benefits remain largely concentrated among a select group of Key Opinion Leaders (KOLs) who maintain direct relationships with centralized exchanges and service providers. While these KOLs provide valuable insights to their followers, the existing model creates a significant disparity in value distribution that fails to recognize the broader community's role in generating trading volume and service adoption. Furthermore, the fragmented nature of Web3 services, combined with the complex integration requirements between traditional finance and cryptocurrency ecosystems, has created substantial barriers for both new and experienced users seeking to maximize their participation in the digital economy.

The challenge extends beyond just trading fee distribution. Users face a labyrinth of disconnected services when attempting to navigate tax implications, legal requirements, and financial service offerings in the cryptocurrency space. This fragmentation not only increases the cost of participation but also creates inefficiencies that limit the growth potential of the entire ecosystem. The lack of integrated solutions forces users to maintain relationships with multiple service providers, often without clear understanding of optimal choices or cost effective alternatives.

Enter Decrypting (\$DCRYPT), designed to revolutionize this fragmented landscape through a comprehensive, community-centric approach. By implementing an innovative token model, \$DCRYPT transforms the traditional affiliate structure into a distributed system where all token holders can participate in the value generated not only from exchange trading fees but also from a broad spectrum of Web3 and traditional financial services. This approach creates significant value while delivering direct results that cater to the Web3 community's needs.

Through strategic partnerships with major cryptocurrency exchanges, legal service providers, tax consultants, Web3 service platforms, financial services and IT providers, \$DCRYPT captures revenue from multiple streams and converts it into token value through systematic buyback and burn mechanisms. The implementation of AI-powered service recommendations will further enhance and streamline the user experience, making it easier for community members to discover and utilize optimal services for their needs. This creates a more equitable distribution of benefits that aligns with the decentralized ethos of Web3 while supporting sustainable growth potential.

The solution also addresses the critical gap between traditional finance and cryptocurrency services through integrated partnerships with established financial service providers. By offering seamless access to crypto card programs, forex transfer services, and professional consultation, \$DCRYPT creates a bridge that makes cryptocurrency participation more accessible and practical for everyday users. This comprehensive approach not only solves immediate challenges in fee distribution but also lays the groundwork for a more integrated and efficient digital economy. As userbase grows, it will become attractive for advertisers, which will also contribute to the benefit of token holders.

TOKEN UTILITY

\$DCRYPT's primary utility revolves around buyback and burn mechanisms funded through multiple revenue streams. At its core, exchange trading fees from our partnership network drive systematic token burns, reducing supply while increasing value for holders. This foundation is enhanced by revenue from our expanding ecosystem of services, including legal service providers, tax consultants, Web3 service platforms, financial services and IT providers.

The ecosystem will expand to include a staking protocol, enabling holders to earn enhanced rewards based on lock duration and staked amount. Staking rewards are augmented by revenue sharing from our comprehensive service suite. This multi-faceted approach - immediate value through burns and sustainable yields through staking - creates a robust token economy where community participation directly drives growth and rewards distribution.

Our tokenomics model ensures that as activity increases across our entire service ecosystem, the benefits are distributed to all token holders through these mechanisms. Whether through exchange trading, card usage, forex transfers, or professional service referrals, each transaction contributes to the token's value and appreciation. The more the community engages with and supports the expanding network of services, the more everyone benefits through both buyback & burns and enhanced staking yields. This creates a sustainable cycle where ecosystem growth directly translates to increased holder value, fostering both short-term appreciation and long-term sustainability.



TOKENOMICS

TOKENOMICS : \$DCRYPT
TOTAL SUPPLY : 100,000,000 \$DCRYPT

DISTRIBUTION

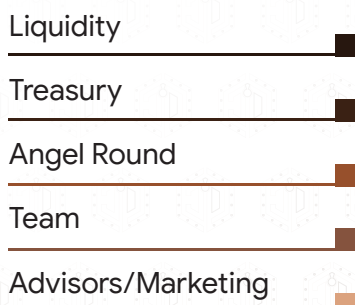
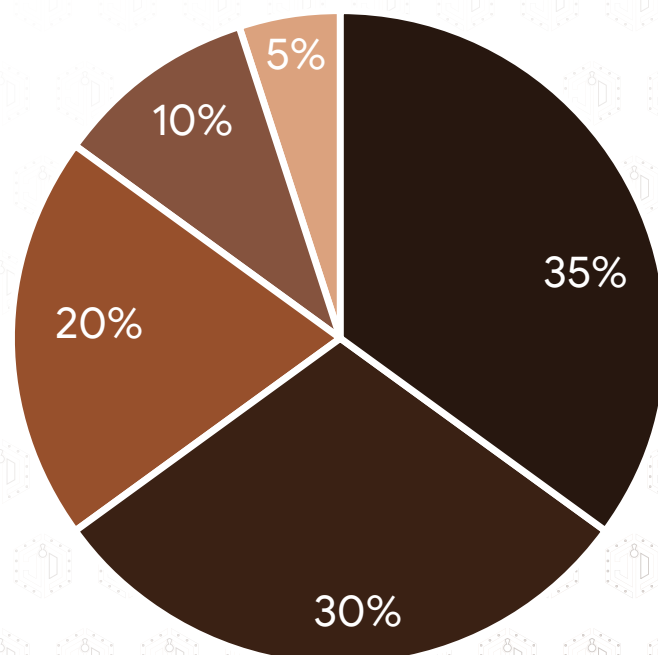
- Liquidity: 35,000,000 (35%) - Providing initial and ongoing market liquidity
- Treasury: 30,000,000 (30%) - Reserved for future development, partnerships, exchange liquidity and ecosystem growth
- Angel Investors: 20,000,000 (20%) - Public sale allocation
- Team: 10,000,000 (10%) - Core team allocation
- Advisors/Marketing: 5,000,000 (5%) - Strategic advisor allocation

VESTING SCHEDULES

- Angel Investors: no vest
- Team: 12 Month linear vest
- Treasury: Strategic release based on development milestones

CONTRACT FEATURES

- Buyback and burn mechanism
- Future staking implementation
- Anti-whale measures to prevent market manipulation
- 5% Buy/Sell tax, reducing to 5% Sell tax only after 1 month
- Initial Buy/Sell tax will be higher on launch to protect community from snipers



MARKET ANALYSIS

TARGET MARKET

The cryptocurrency affiliate marketing sector represents a significant opportunity, with major exchanges generating billions in daily trading volume. \$DCRYPT targets two primary market segments: retail cryptocurrency traders seeking passive income opportunities and long-term holders interested in participating in exchange fee distribution. In addition to this, affiliate services will not only be limited to centralised exchanges, as we will also be working with product providers and services specific to Technology and Web3.

COMPETITOR ANALYSIS

While several services offer affiliate programs or trading fee sharing, most operate through traditional referral systems that benefit individual promoters. \$DCRYPT differentiates itself through community-wide benefits, creating a more equitable and efficient model for value distribution.

MARKET OPPORTUNITY

The cryptocurrency exchange market continues to expand, with trading fees representing a substantial revenue stream. Conservative estimates suggest that major exchanges generate hundreds of millions in monthly fee revenue. By capturing even a small percentage of this volume through strategic partnerships, \$DCRYPT can create significant value for token holders while establishing itself as the premier decentralized affiliate solution in the Web3 space.

GROWTH STRATEGY

- Strategic exchange partnerships prioritizing major CEXs with high trading volumes
- Community building initiatives to increase awareness and adoption
- Leveraging marketing networks to accelerate growth
- Development of additional utility through staking implementation
- Expansion into emerging markets through localized marketing efforts

CORE TEAM



Ryan AKA 'The Crypto Professor'

A Web3 advisor and educator with four years of strategic experience in blockchain technology and digital assets. An independent key opinion leader, he delivers educational content on Twitter, YouTube, and CoinMarketCap, specializing in DePIN, RWA, DeFi, AI, and GameFi. With expertise in strategic communications and project analysis, Ryan provides valuable insights across the decentralized ecosystem.



Geordie Nakamoto

With a Financial Economics background and over 20 years in business management – Geordie will support the compliance of the project, continue to develop market opportunity and the onboarding of corporate partners to \$DCRYPT.

ROADMAP: \$DCRYPT

PHASE 1: LAUNCH & FOUNDATION (Q1 2025)

- Token launch on DEX
- Initial exchange partnerships secured
- Smart contract deployment and audit completion
- Community building initiatives
- Implementation of buyback and burn mechanism
- Expansion of affiliate services

PHASE 2: PLATFORM DEVELOPMENT (Q2 2025)

- Launch of advertisement service platform
- Integration of Telegram bot for exchange links
- Dedicated Radio show launch
- Enhanced analytics dashboard deployment
- Expansion into broader affiliate services
- Development of referral milestone tracker and dashboard

PHASE 3: COMMUNITY & SERVICES (Q3/Q4 2025)

- Staking protocol implementation
- Launch of Decrypting Early Investment Group
- Advanced AI features to support and advise website visitors on best offers
- Enhanced analytics platform
- Regional marketing expansion
- Staking system implementation

CASE STUDY 1

MONEY SAVING EXPERT (MSE)

BUILDING VALUE THROUGH COMMUNITY TRUST

Background: Founded in 2003 with just £100, MoneySavingExpert (MSE) grew to become the UK's largest consumer website, leading to its £87 million acquisition by Moneysupermarket.com in 2012. This remarkable growth demonstrates how building genuine community value can create substantial financial returns.

REVENUE MODEL

- Platform remains completely free for users
- Revenue generated through transparent affiliate partnerships

TRUST BUILDING APPROACH

- Content decisions made purely on merit, not commercial basis
- Full transparency about revenue generation methods
- Strong commitment to user education and awareness
- Community-first approach to decision making

GROWTH METRICS

- Initial Investment: £100 (2003)
- Exit Value: £87 million (2012)
- Current Status: One of UK's most trusted financial platforms
- Weekly Newsletter: 9.5 million subscribers
- Staff: 65+ full-time employees

APPLICATION TO \$DCRYPT

\$DCRYPT follows similar principles of transparent value creation:

- Fee distribution mechanism ensuring fair revenue sharing
- Clear communication of exchange partnerships
- Focus on long-term value creation over short-term gains
- Commitment to maintaining trust through transparent operations

This case study demonstrates how prioritizing user value and trust can transform a modest investment into significant returns while maintaining ethical business practices. The success of MSE provides a blueprint for \$DCRYPT's approach to building sustainable value in the Web3 space.

CASE STUDY 2

COMPARE THE MARKET

BUILDING VALUE THROUGH COMPARISON SERVICES

Background: Compare the Market, launched in 2006, grew into one of the UK's largest price comparison platforms, contributing significantly to its parent company BGL Group's estimated £2 billion valuation by 2016. This demonstrates the massive value potential in creating efficient market intermediary services.

REVENUE MODEL

- Free service for users
- Commission-based earnings from providers
- Flat fees for certain products (e.g., car insurance)
- Percentage-based commission for others (e.g., life insurance)
- Partnership revenue sharing model

TRUST BUILDING APPROACH

- Clear disclosure of revenue generation methods
- Independent and impartial comparison services
- Works for customers, not providers
- Transparent fee structure

GROWTH METRICS

- Founded: 2006
- Parent Company Valuation: ~£2 billion (2016)
- Services: Insurance, Energy, Banking, Telecoms
- Market Position: One of UK's leading comparison sites

APPLICATION TO \$DCRYPT

\$DCRYPT applies similar principles to the cryptocurrency exchange space:

- Transparent fee structure
- Clear commission and revenue sharing model
- Focus on user benefit over provider relationships
- Independent operation maintaining impartiality

This case study shows how creating transparent market efficiencies can build substantial value while maintaining user trust. Compare the Market's success provides a framework for \$DCRYPT's approach to revolutionizing cryptocurrency exchange affiliate programs