



 **CLOFT**



## In this deck

Introduction	3
Stakeholder's Flow	4
Back Story	5
Market Analysis	6
First Mover Advantage	8
RAE & CAE	9
Lowering CPA	11
How Cloft Works	13
Architecture	14
Revenue Model	17
Sustainability Flow	21
Tokenomics	22
Projections	24
Team	25
Investment	29
Contact	31

# About Cloft

**Uncomplicating the complicated,  
intertwining the uncomplicated.**

Introducing Cloft - an online magazine that embraces and immerses with blockchain technology; without losing critical elements.

We are not the future; we are not the drivers; we are simply intertwining what still is and what will be into a unique marriage that will yield fireworks.



## Back Story

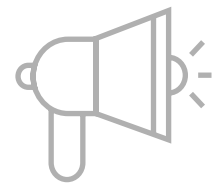
- Traditional online magazine business model  
(Relying on a few main streams such as partnerships, advertising, collaborations and subscriptions)
- Cost of acquiring subscribers, followers and site visitors are very expensive
- Traditional online magazines rely on traditional digital marketing methods (eg. Vogues's IG Campaign)

Our solutions will address how we are **adding value** while **lowering the cost** of acquisition



# Stakeholder's Flow

## Value Proposition



### Advertisers

- Gateway to web3
- Tapping onto the blockchain community
- Saving on advertising dollars



### Contributors

- Contributors are not getting rewarded fairly
- Media giants take bulk of the revenue received from creators' works



### Readers

- Readers are the **core** of the market
- Cloft is taking it up a notch by incentivising and capturing new segments



Overall Market Size

# Market Analysis

Digital Newspapers & Magazines Segment

Projected revenue to reach  
**35.92 billion USD**  
in 2022

Expected annual growth rate  
(CAGR 2022-2027)  
of **3.71%**

Projected market volume of  
**43.10 billion USD**  
by 2027





LIFESTYLE ASIA

### Lifestyle Asia

**30,729**

on Site Ranking

**2.7 Million**

average Site Visits / Month

**\$12,000**

Average cost / Ad



### Vogue

**3,950**

on Site Ranking

**13.9 Million**

average Site Visits / Month

**\$15,000**

Average cost / Ad



### Tatler

**35,046**

on Site Ranking

**2.1 Million**

average Site Visits / Month

**\$25,000**

Average cost / Ad



### Prestige SG

**99,673**

on Site Ranking

**747.5 Thousand**

average Site Visits / Month

**\$12,000**

Average cost / Ad



### Augustman

**279,032**

on Site Ranking

**240.9 Thousand**

average Site Visits / Month

**\$12,000**

Average cost / Ad



## First-Mover Advantage

Cloft is amongst the world's **first** lifestyle media group that empowers readers, contributors and associated stakeholders through the Web 3.0 and metaverse.

We utilise blockchain technology to skew it to our advantage:

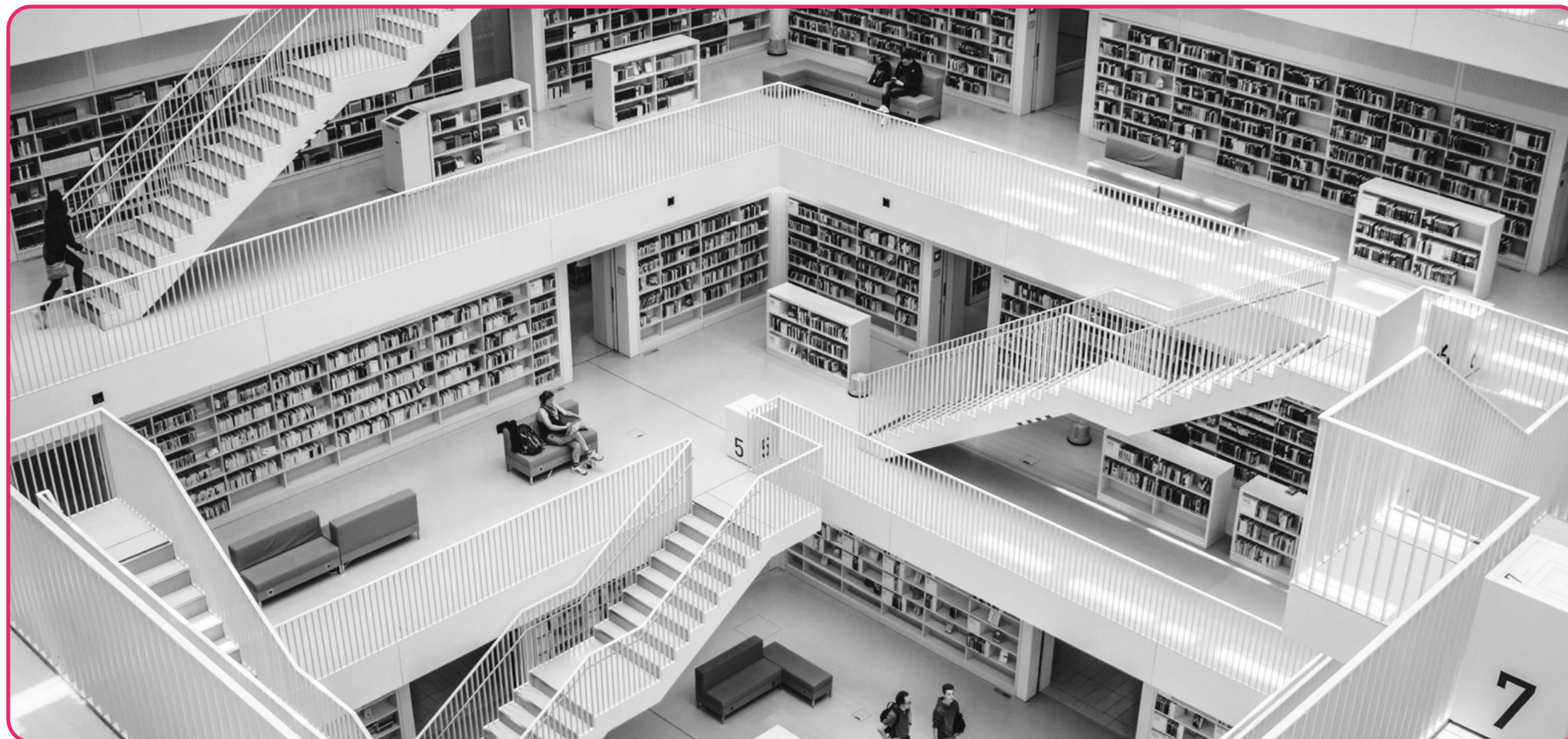
- Understand readers behaviour
- Acquire readers at more efficient rates
- Channels dollars back to the ecosystem through RAE and CAE systems





# Read-and Earn (RAE)

Leveraging on blockchain technology to merge with Cloft magazine; creating a RAE unique concoction that will result in a win-win situation.



Lowering the Cost-Per-Acquisition (CPA) for viewerships

Maintaining high-standards of quality control

Respecting the traditional business while infusing technology

Provision of opportunities to aspiring younger generations

Building trust with audiences with an enhanced platform



## Contribute-and-Earn (CAE)

### Flattening the playing field

- Opportunities to aspiring contributors who are struggling or just starting up
- Providing a platform to hone every creator's skills
- Contributing back to society by providing opportunities and a voice for those that need it

### Encouraging Creativity

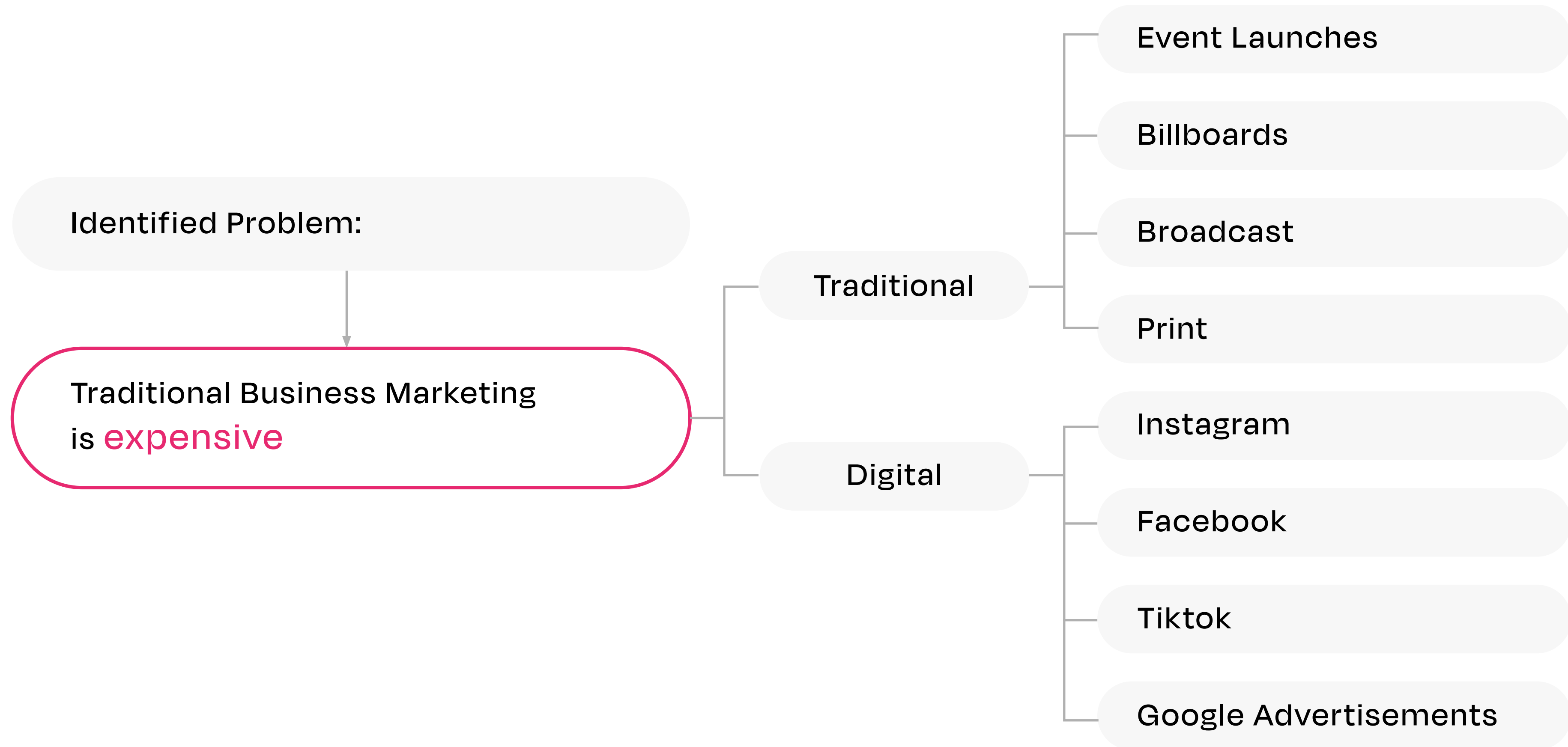
- Exposure for budding creators; without any fear of being judged
- Brewing a culture of embracing learning

### Ecosystem Growth & Sustainability

- Rewarding contributors for a good creator economy
- Contributors get to learn and develop holistically
- Viewers will improve themselves through growing quality Cloft content



# How we Lower Cost-per-Acquisition





Solution:

## Leverage on **blockchain** community & technology

### Traditional Magazine

- AdSense
- instagram
- Facebook
- Event Launch

### Blockchain Integrated Magazine

- Blockchain Community
- Crypto Influencers
- Crypto Youtubers
- Blockchain PR

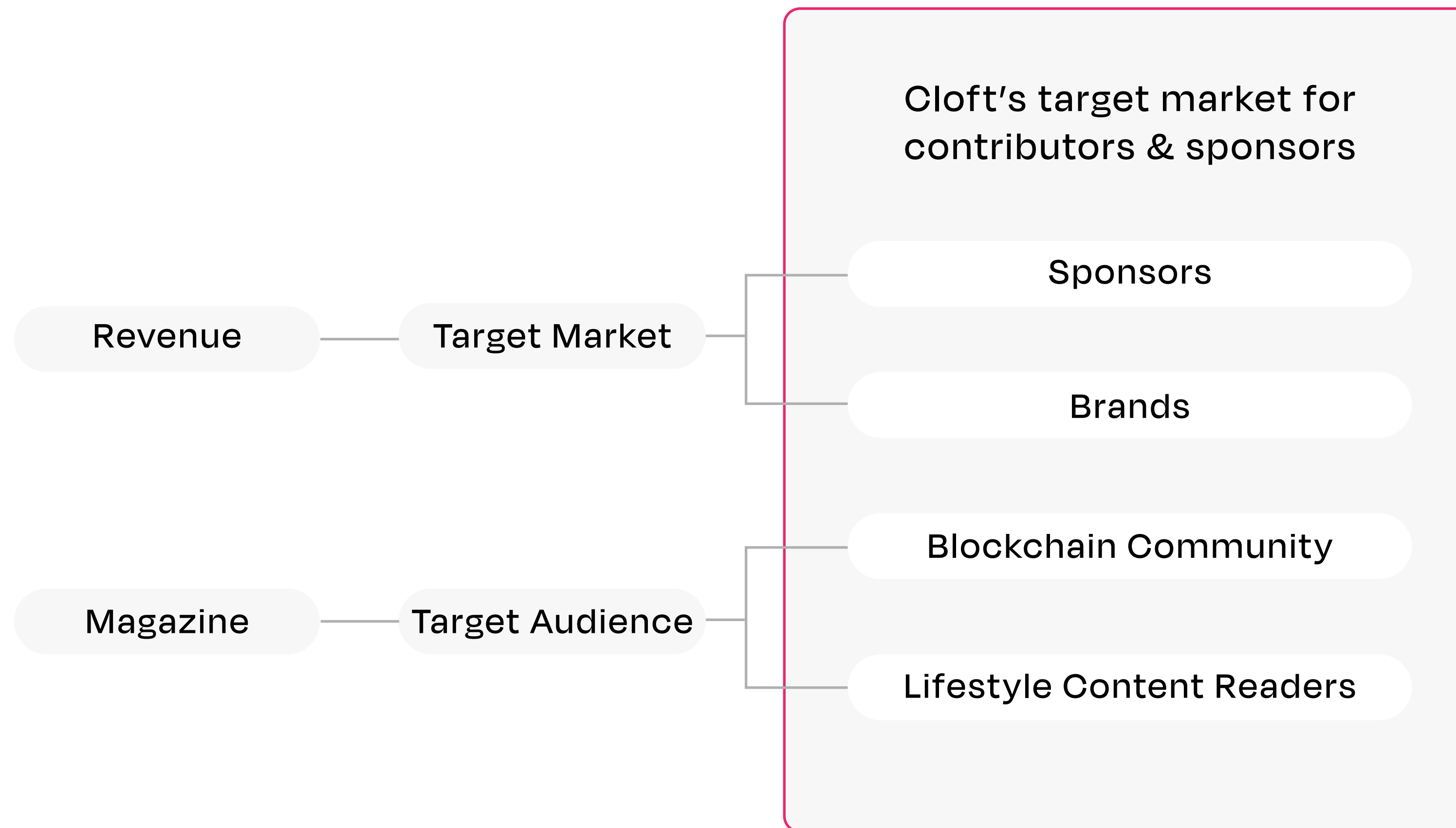
Essence of  
Magazines

Trading Attention

Readership Drives Revenue



## How Cloft Works



- Participants will get an account
- They get to earn whenever they read  
*(subject to Cloft's points calculation system)*
- Focused on creators' economy (CAE)
- Beneficial to quadripartite  
(Advertisers/ Readers/Creators/ Cloft)



# Architecture



## 1. User Registration (For Login)

- Google Account
- Registration with Email Address
- Data captured and stored

## 2. Referral Program

Important to ensure that we harness the power of word-of-mouth actions.

- Users will be allocated a randomly generated referral code to share upon registration
- Members who shared/used the referral code will be rewarded with Cloft tokens
- Number of times a referral code can be used will be capped



### 3. User Interface

- Membership Status
  - Current tier
  - How many points to the next tier
- CTA for paid upgrades.
- Current in-app point balances
- On-going campaigns
- Rewards available for current tier

### 4. BE Architecture

- a. Using blockchain technology, track and monitored together with Google tech to give us a 360 view on both the outside and inside of the data trawl
  - SDK to capture data to push data to google storage
  - Google analytics based data capturing on activities done on the website
    - Non Stagnant Cursor
    - Time spent
- b. Have a BE and Database setup to calculate the tokens earned from activities and keep track of total tokens owned.



## 5. To prevent cheating

Counter-selenium scripts to mimic on-browser actions. There will be many proprietary methods to ensure that loopholes are constantly enacted with mitigating results.

## 6. Security

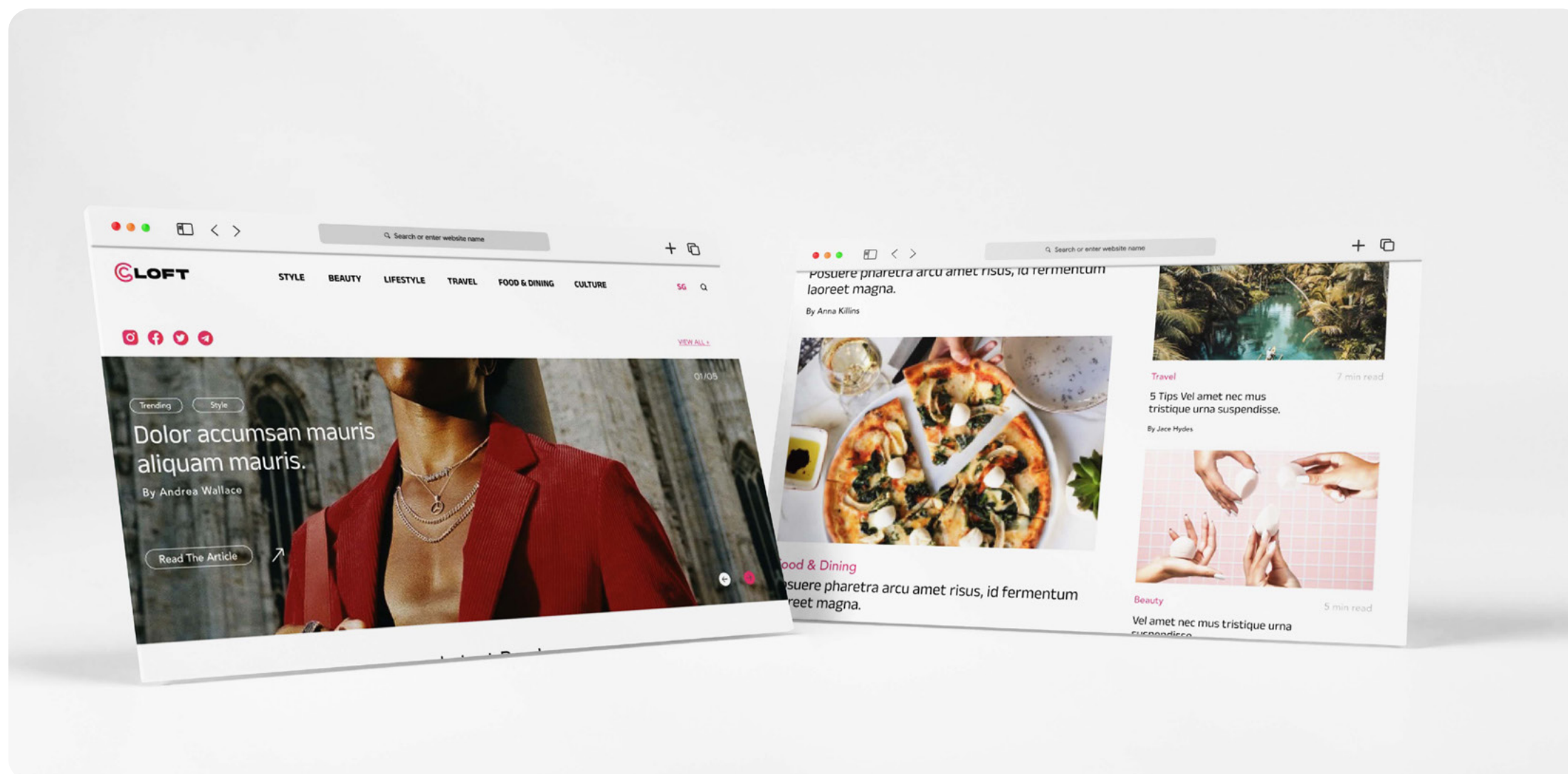
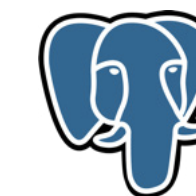
### Audit and review by

- Independent smart contract arm
- independent cybersecurity firm
- Ensure no vulnerabilities

### Tech Enabled Integration:



HUAWEI CLOUD







# Revenue Model

Because we are able to reduce the cost of acquisition and achieve the target, this allows us to **fast-track our growth without compromising sustainability.**



## Traditional Model

Based on targeted statistics achieved within 24 months:

**Top 100,000**

In site rankings

**900,000**

Total visits per month

**> 25,000**

Unique Visitors per month

**50,000**

Email Subscribers List



# Assumed Revenue Projection Breakdown

## On-Boarded Client Package Cost Per Month *(Digital Campaigns)*

E-Newletters (\$0.30/Email x 25,000)	\$7,500
Videotorial	\$16,000
Cloft Magazine Advertorial	\$13,500
Homepage Banner (1 Month)	\$500

Total Average **\$37,500**

4 Retainers x \$37,500

**\$150,000**

per month



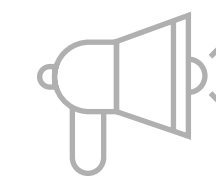
### Sponsorship

Fees paid by sponsors looking to grow their brand and reach with Cloft



### Referrals

Referral schemes for when users are referred to other platforms/sites through Cloft



### Advertisers

Fees paid for advertisement videos, collaborations and pictures to be placed on Cloft platforms



### Campaigns

Charging merchants to set up virtual booths during the events + event advertisement fees

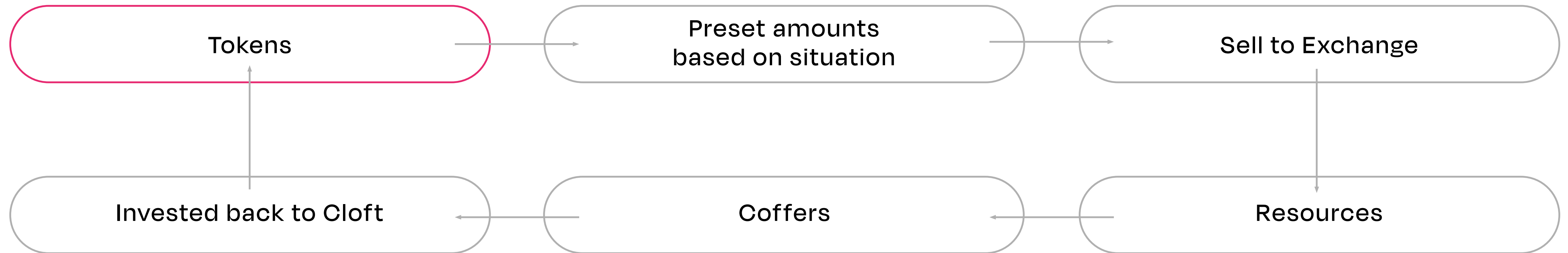


### Affiliates

Partners / vendors' affiliate links will be on Cloft's platforms; fees paid when readers purchase or subscribe to affiliates



# Token Recovery

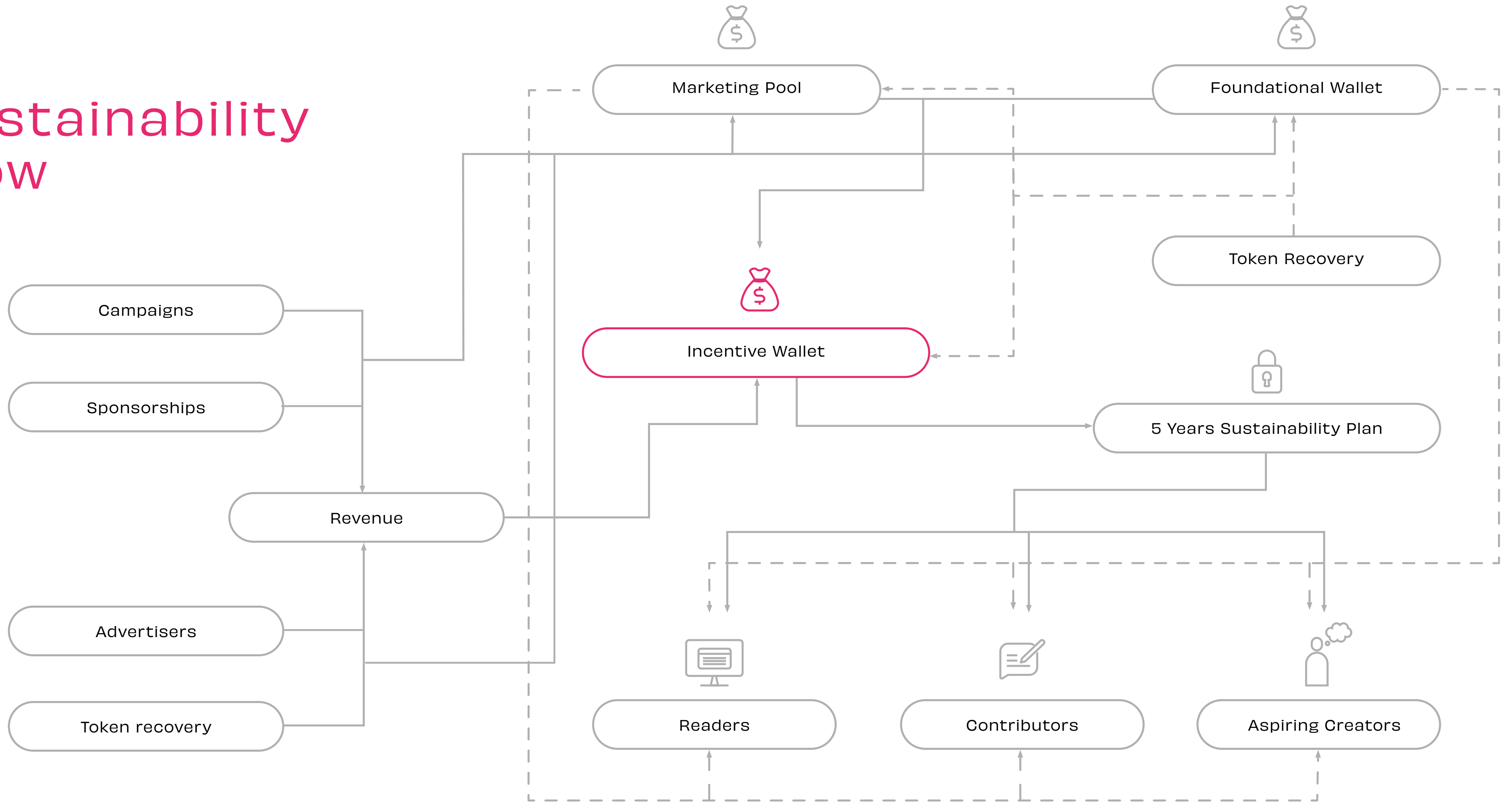


Token Recovery flows back into the ecosystem

Average of 1,000,000 - 2,000,000 tokens x \$0.15 per month



# Sustainability Flow





# Tokenomics

The maximum fixed supply of the Cloft token that will ever be in existence is 840 Million tokens.

## Goal

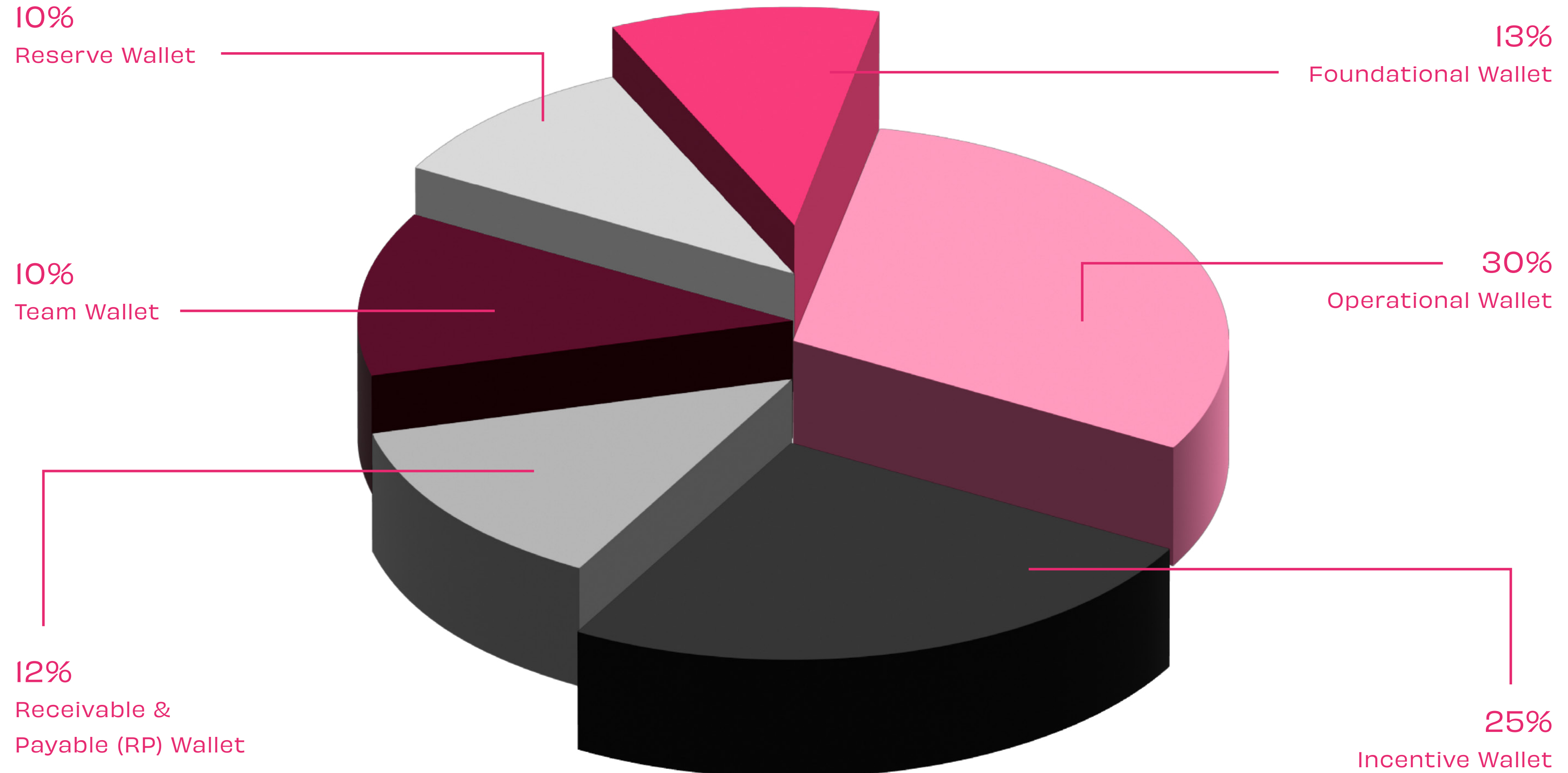
to facilitate a mini-ecosystem which will in-turn boost the project visibility and sustainability of the project/ business in its entirety

## Network Chain

Polygon



# Distribution & Circulation





# Key Milestones

**Top 500,000 Websites**  
Within 8-12 Months

**Top 250,000 Websites**  
Within 12-18 Months

**Top 100,000 Websites**  
Within 24 Months

## Annual Revenue

**\$1 Million**  
After 24th - 36th Month

**\$1,5 Million**  
After 36th - 48th Month

**\$2 Million**  
After 48th - 60th Month

**> \$3 Million**  
60th Month Onwards





# The Team



**Jonathan Chen**

Chief Executive Officer

Jonathan has six years of experience in the visual advertising/ events management business and under his leadership, he has successfully grown the business to become one of the most established names in the industry.



**Clement On**

Chief Operating Officer

Clement is the business development lead for a blockchain exchange and brings with him relevant experience with NFTs, DeFi and a wealth of experience as a Web3 enthusiast and believer.



**Ee Ling Tan**

Chief Investment Officer

Ee Ling is a target-driven and client-oriented professional with seven years of experience facilitating development and retention of accounts across diverse and innovation-led settings.



**Clyde Tan**

Editorial Strategist

Clyde has worked on and developed multiple systems and processes in his role as an analyst for a global MNC. With his experience, he will assist in the development of Cloft's blockchain integration.



**Davey Keuvelaar**

Head of Community Marketing

Dave began taking investing and trading classes in 2016 and worked his way up in the blockchain business through education and ambassador programs. He is active in several ambassador programs and does business development for projects.



**Betim**

Community Leader

Betim is a blockchain and cryptocurrency enthusiast with over ten years' experience in the blockchain industry. He's a contributing member of various Blockchain-based communities, forums, and blogs.



**Pei-Han Chuang**  
Strategic Advisor

Pei Han is a serial entrepreneur and the founder of Morpheus Labs, an end-to-end Blockchain-Platform as a Service (BPaaS) solution for innovation and value creation. He has profound knowledge in Web 3.0 and the metaverse, and active experience working with a host of blockchain partners.



**Yuen Wong**  
Consultant

Yuen Wong is the founder of LABS Group as well as GEMS Esports 3.0 Platform, both of which have an extensive presence in the Blockchain scene. Yuen has invested in many successful blockchain projects including being the Managing Partner at Bitmart Exchange since its inception.

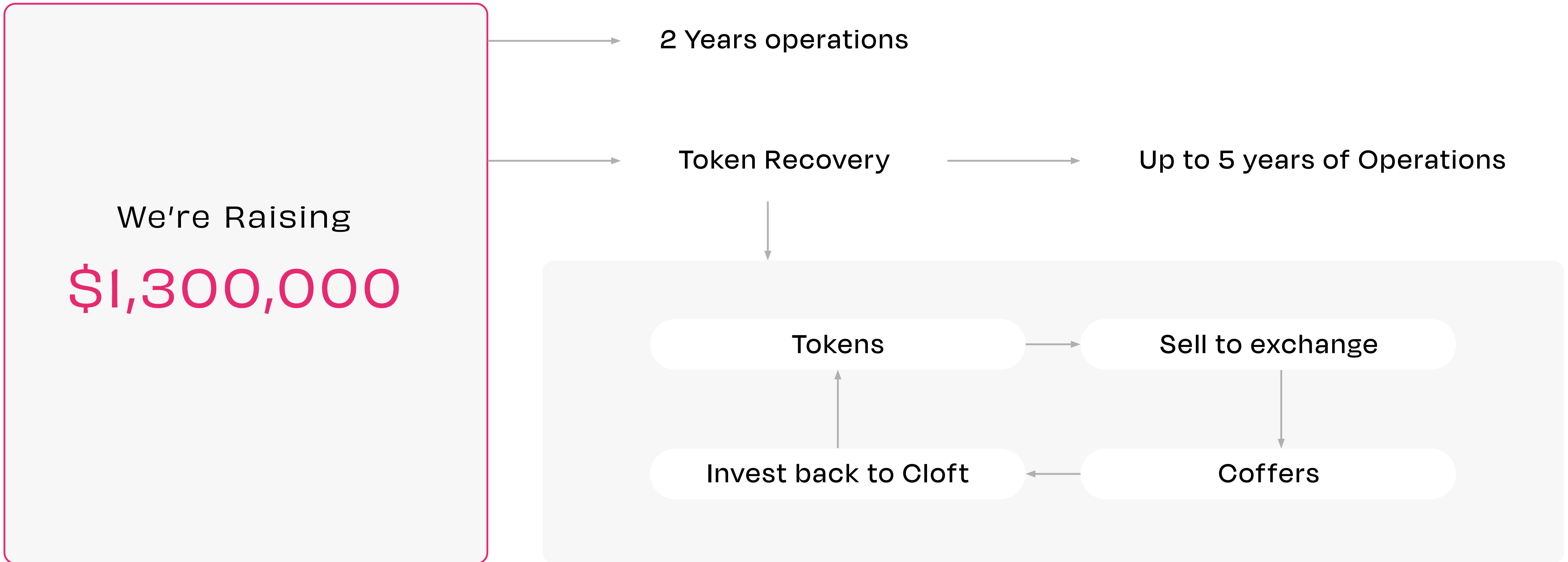


**Shaun Moo**  
Strategic Consultant

Shaun Moo is an entrepreneur who exited twice in the construction and online business. His past experience includes helping clients to formulate, manage and contents, with clientele including those within online media industry. He was an early investor in bitcoin and cryptocurrency.

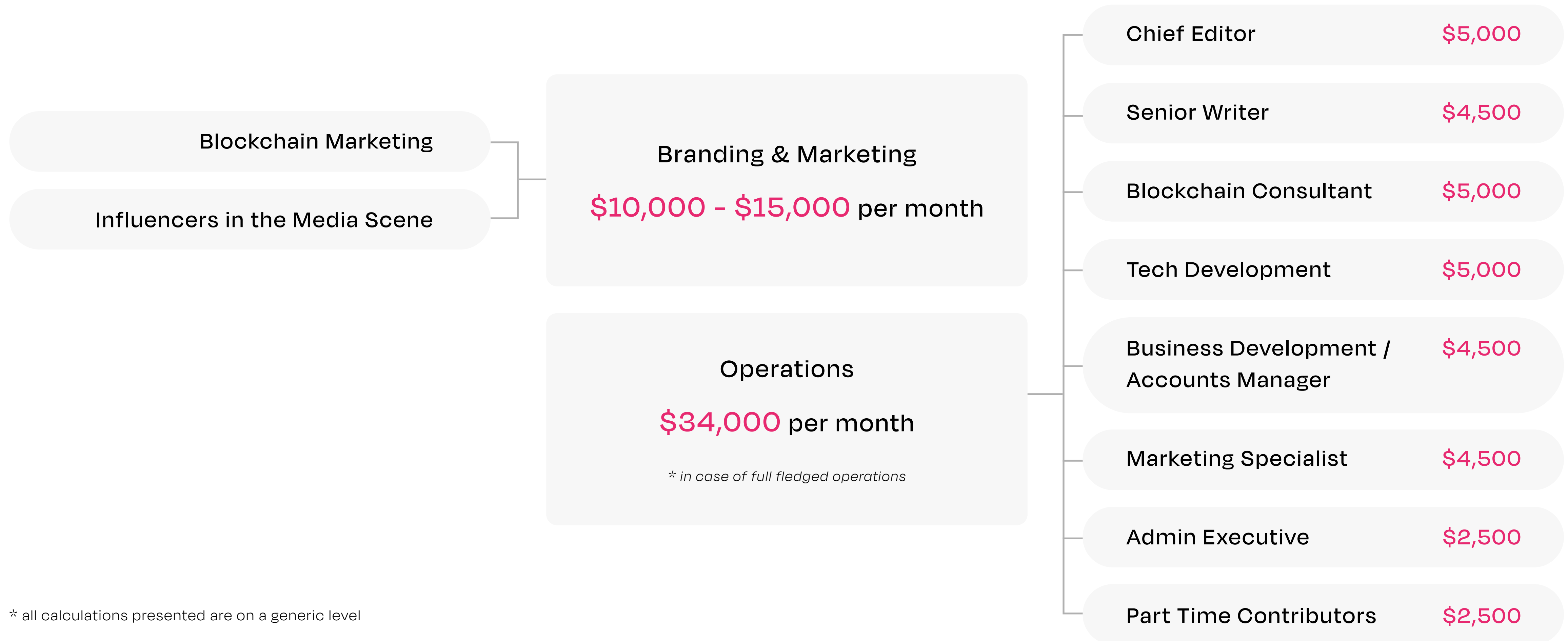


# Investment





## Expected Expenses

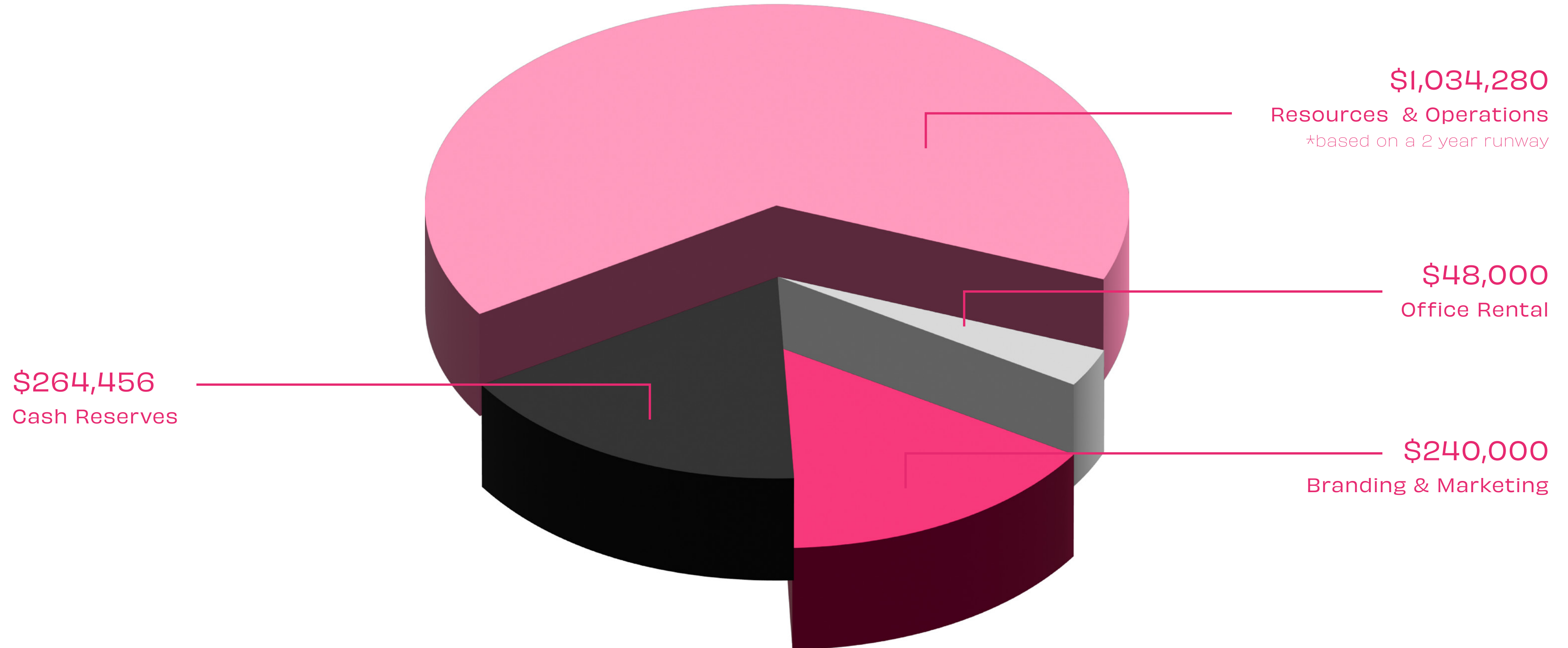


\* all calculations presented are on a generic level



# Business Cash Flow

\* all calculations presented are on a generic level





# Thank You

**Telegram** <https://t.me/cloftofficial>

**Twitter** <https://twitter.com/cloftofficial>

**Facebook** <https://www.facebook.com/cloftofficial>

**Instagram** <https://www.instagram.com/cloftofficial/>

**LinkedIn** <https://www.linkedin.com/company/cloftofficial/>