

## Brief overview

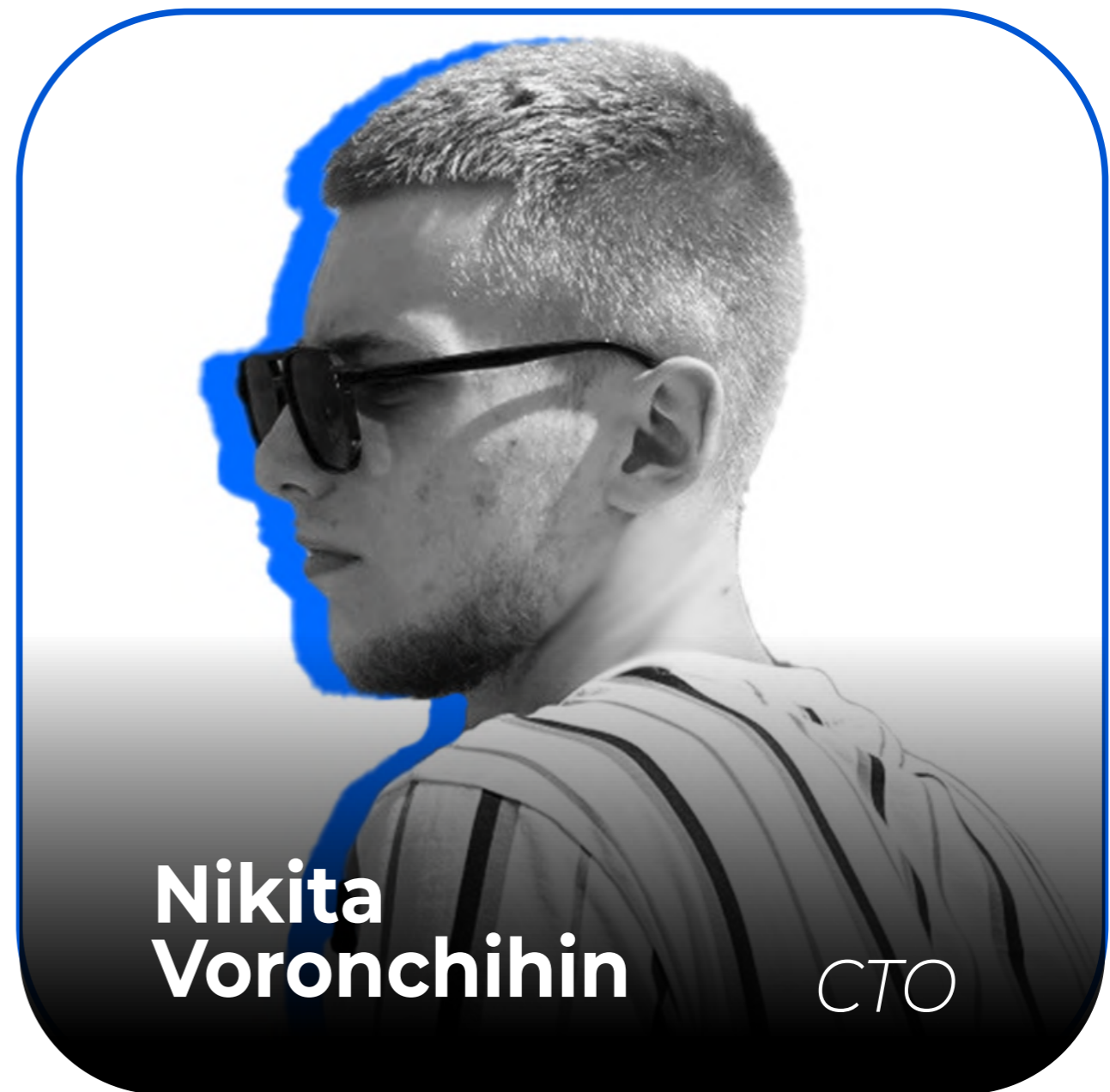
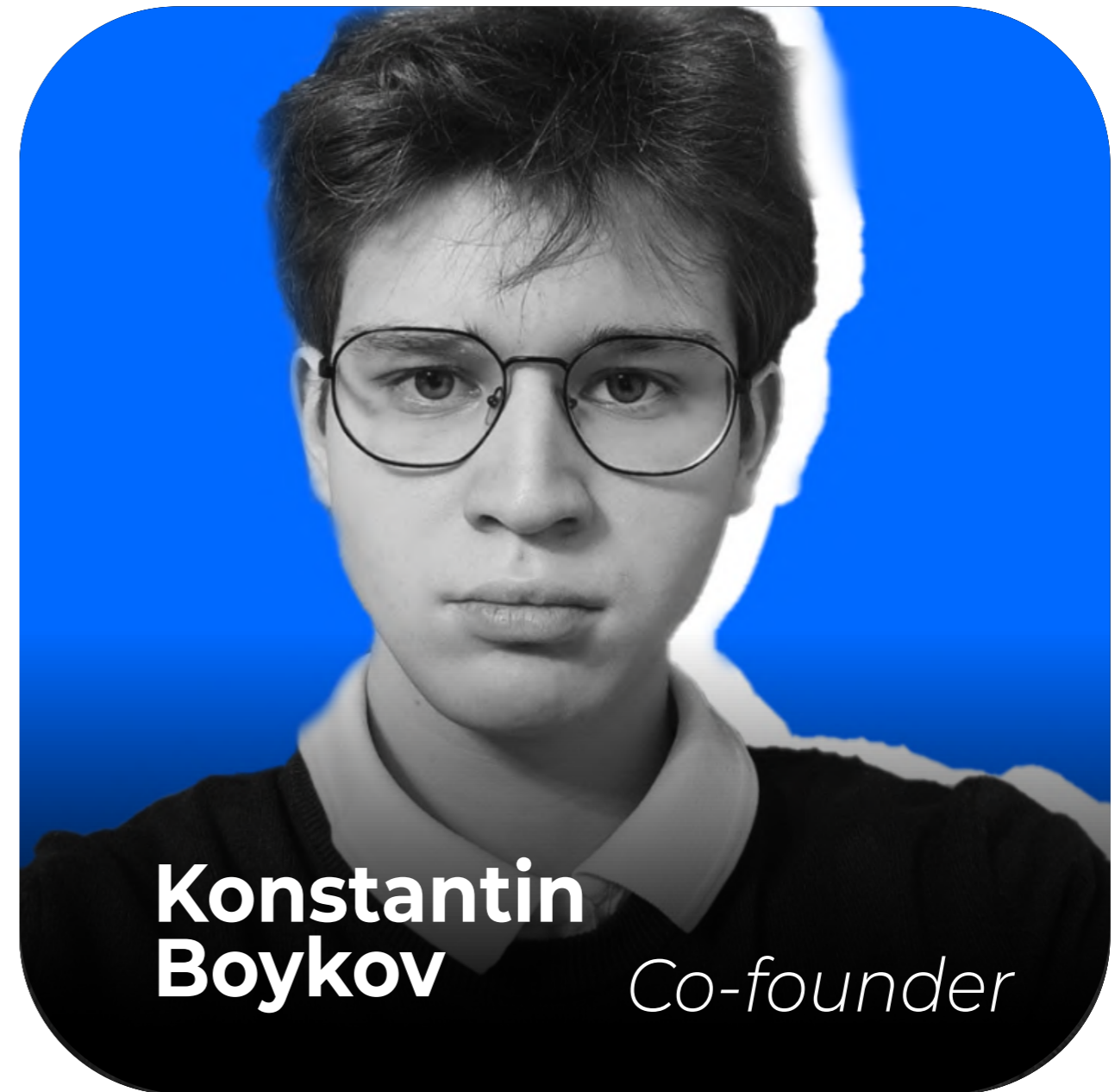
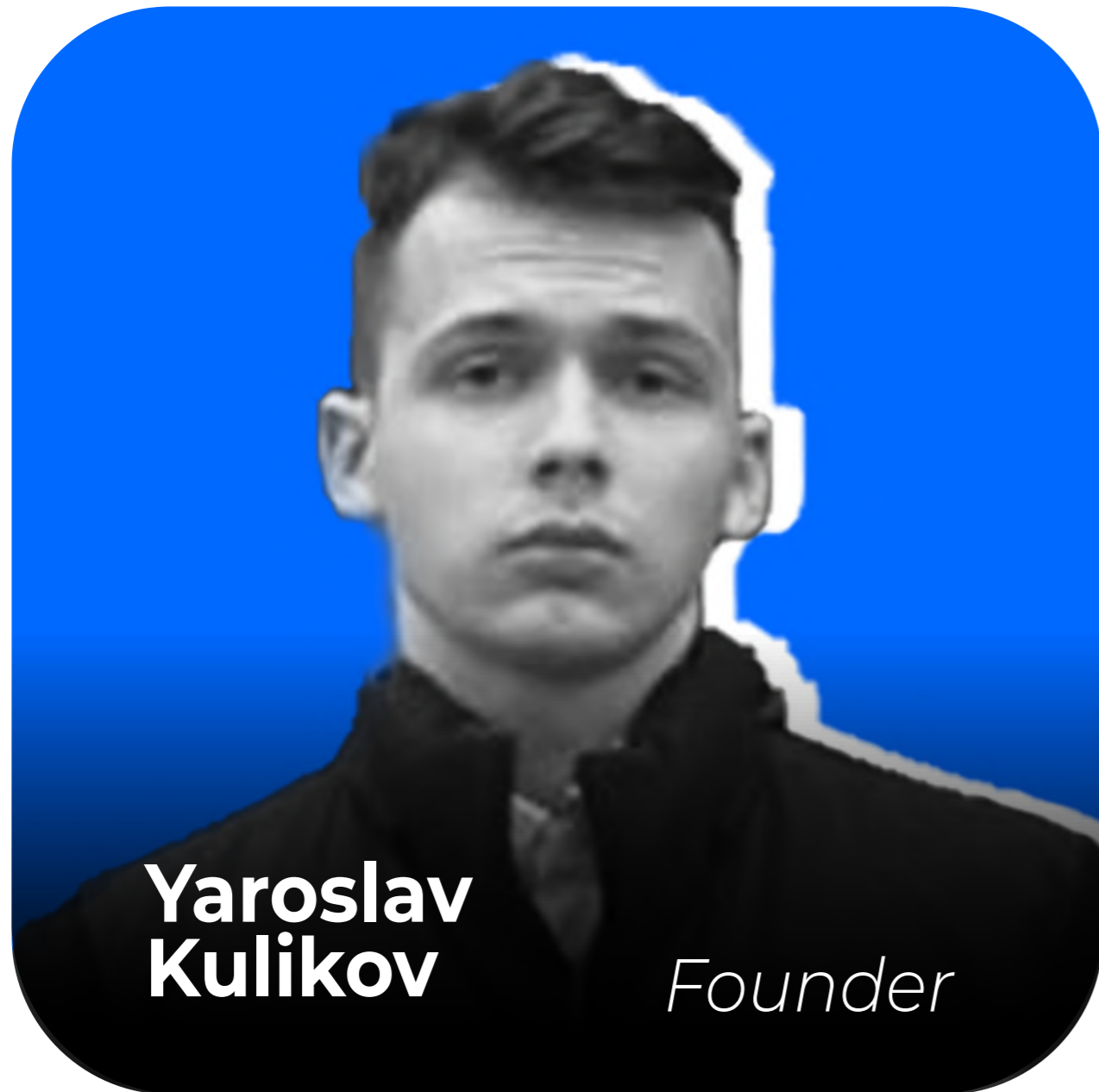


- The C&B ecosystem is a powerful SocialFi community within our Web3 ecosystem. Whether you're a newcomer with fresh ideas, an experienced developer, an employer, or an investor ready to support promising ventures, C&B provides all the necessities for your professional growth.

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# Our team



## The problem

- Resource Fragmentation
- Team Building
- Means of verification
- Attracting Investments
- Trust and Transparency
- International cooperation made simple

The creation of a web-3 AI-based social network with AI-HR with clusters for:

- Enthusiasts
- Founders of startups
- Investors
- It specialists
- Corporate workers.



# The uniqueness of our solution

Platform	Focus	Strengths	Weaknesses
Kickstarter	Crowdfunding	Popularity, variety of categories	No tools for team building and project management
AngelList	Venture funding	Extensive network of investors and professionals	No certification or skills testing, limited tools for project management and team building
Upwork	Freelancing	Access to many freelancers, project management tools	Focused on short-term assignments, no integration with investment platforms
LinkedIn	Professional network	Makes it easier to find and interact with professionals, tools for career development	Does not specialize in startups, no skills certification

Skill certification using NFT's, security and blockchain for transparency, tools for project management and team building

Integrated tools for team building and **project management**

## C&B Advantages

Focus on long-term cooperation, integration of freelancers, investors and startups into one **ecosystem**

Specialised tools for **startups and investors**

## The values we create

- HR-Ai
- Smart Contracts backed by our legal and dev teams
- Due-diligence





# What keeps us up at night

The C&B core team members are highly motivated specialists with a desire to expand the C&B family, find new like-minded individuals for cooperation and collaboration and to set a new pace for industry. Our team seeks new members who would share our values and will work to the maximum of their capabilities, as the C&B team always does.



## Target audience

- During the launch year of our project our target audience would consist of 85 percent of startupers and enthusiasts (from 14 to 28 years) and 15 percent of professional IT specialists and investors.
- Our audience will be highly motivated and loyal as we are going to make an airdrop in 1-1.5 years.
- We will also launch multiple events for our community.

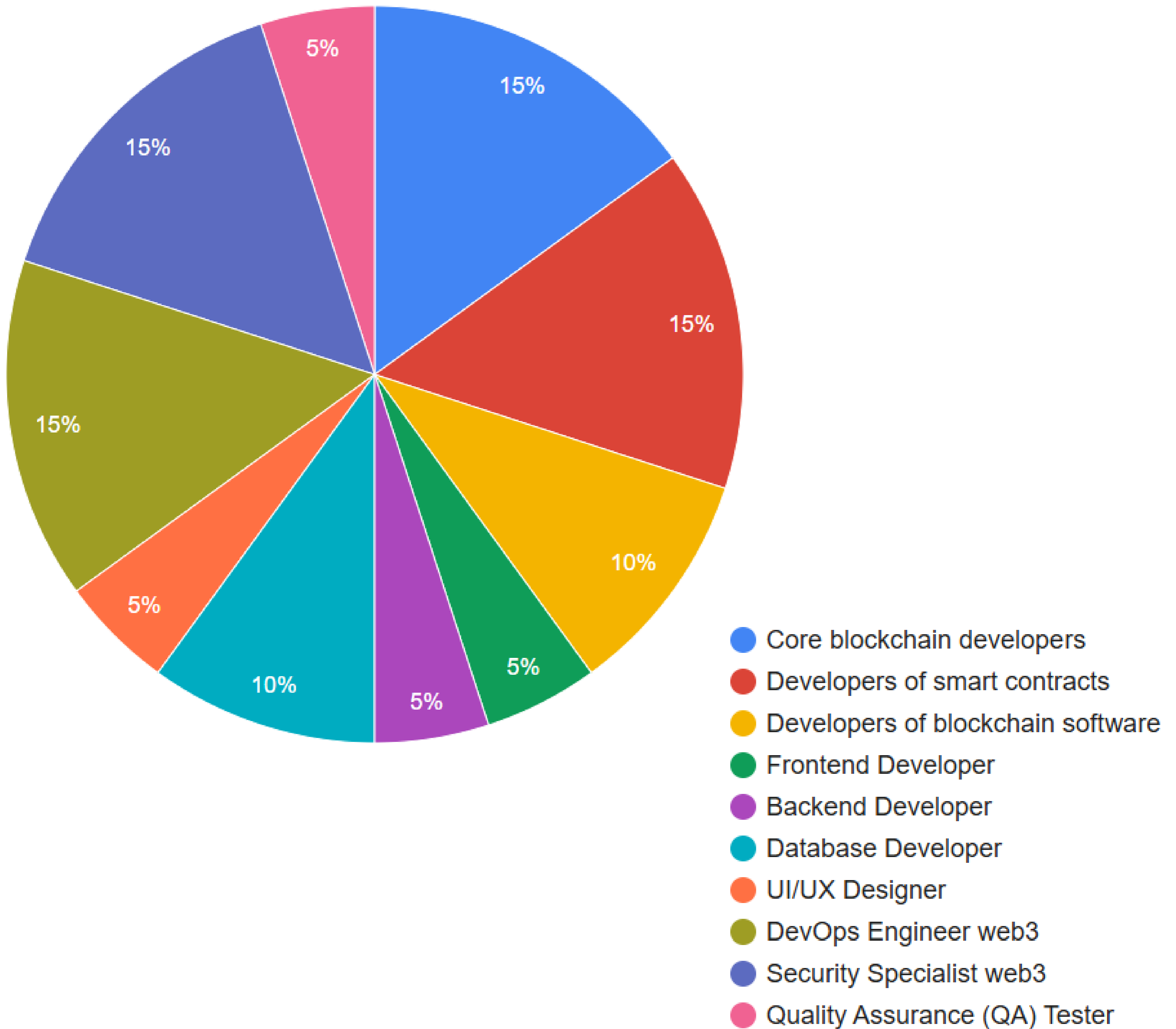


# Business model

IT DEVELOPMENT	MARKETING	ESTABLISHING BUSINESS RELATIONSHIPS
500 000\$	500 000\$	250 000\$

1. Content Marketing (25%) - 125k\$
2. SEO and ASO (5%) - 25k\$
3. Social Networks (20%) - 100k\$
4. Paid Advertising (30%) - 150k\$
5. Community Management (10%) - 50k\$
6. PR and Media Companies (10%) - 50k\$

# Business model



## Business model

We think that it is necessary to cooperate with the most innovative and ambitious WEB3 Projects and L1-L2 crypto projects, for which we will provide special cooperation opportunities. These special opportunities are exclusive PR and HR strategies.



## Market Capitalization

The C&B platform is a part of an actively developing and constantly growing SocialFi market, which growth may be tracked in the perspective of the last 4 years during which the market grew from **2.7B\$** to **30B\$+** in the beginning of 2024.

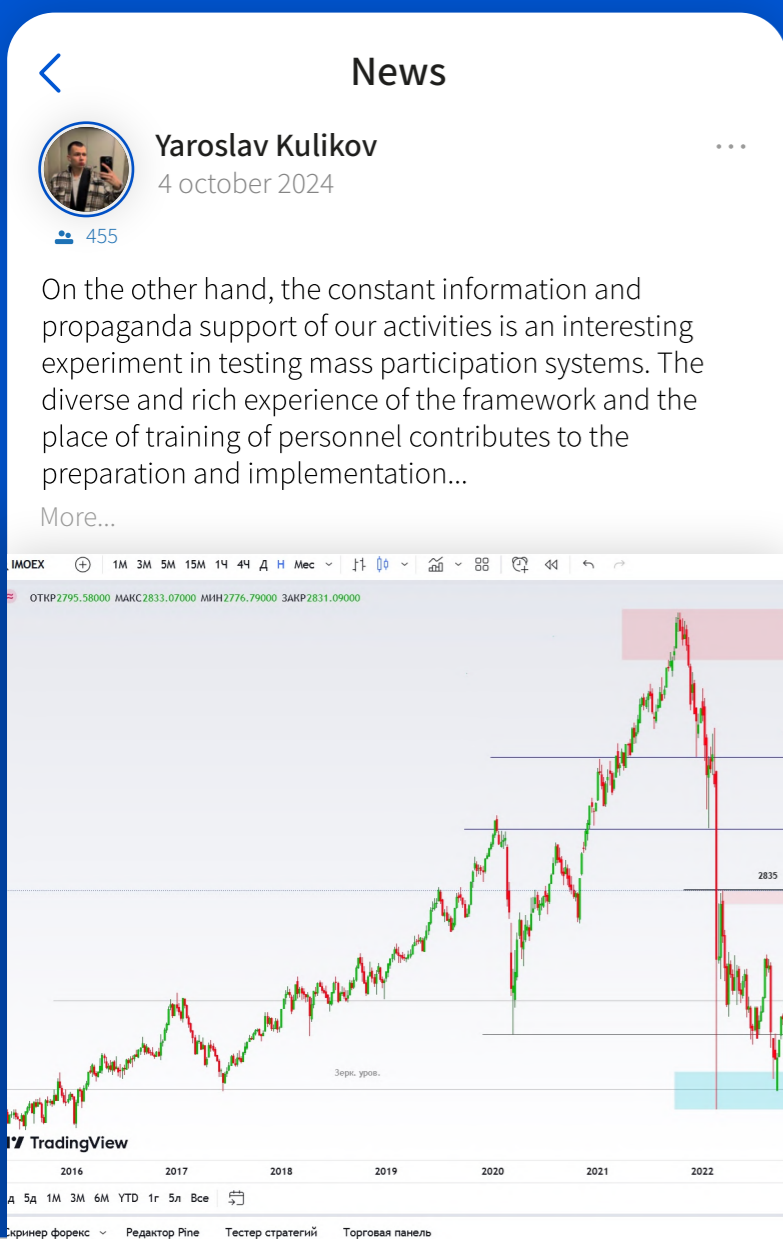
C&B aims at taking its place at this market.

## Revenue generation

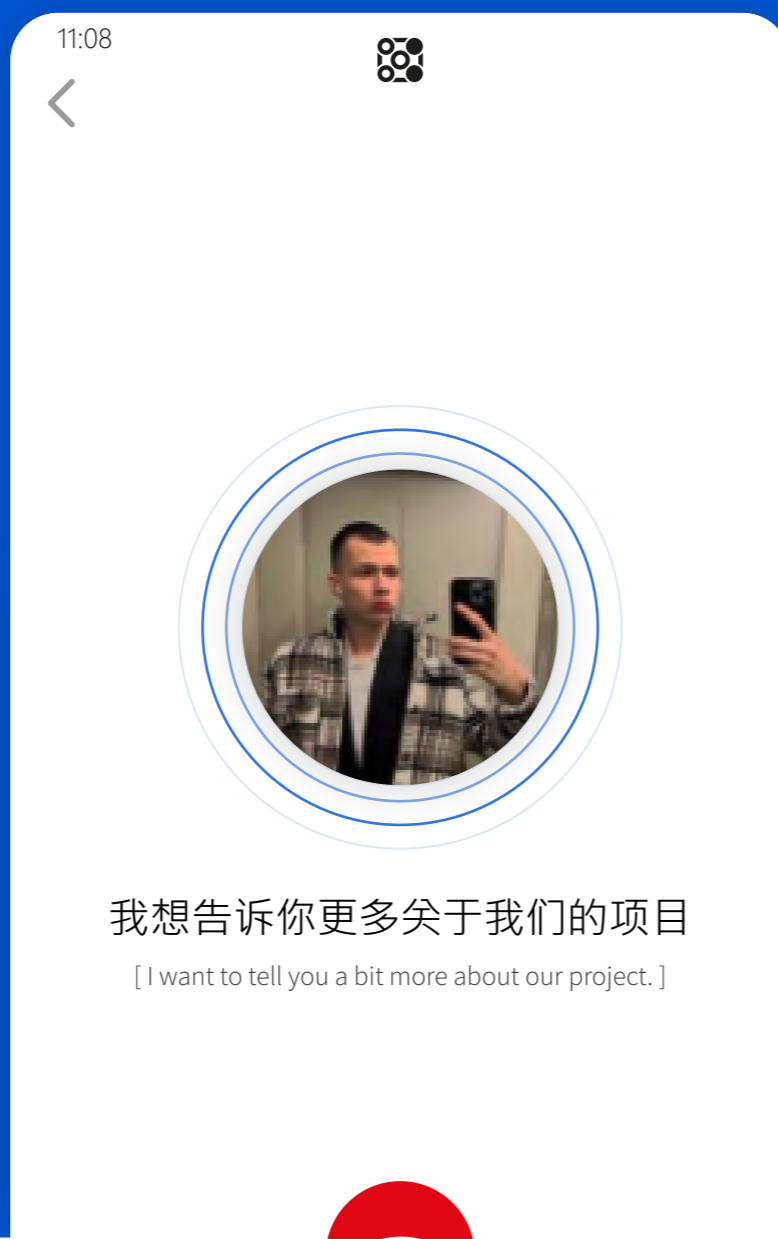
1. Targeting using artificial intelligence
2. AI based payment processing system and commissions from it
3. Premium accounts
4. Educational courses on commercial basis
5. Crowdfunding and project support
6. Payment for user verification

**Our intuitive interface makes it easy to discover projects based on your interests, track their development and get involved.**

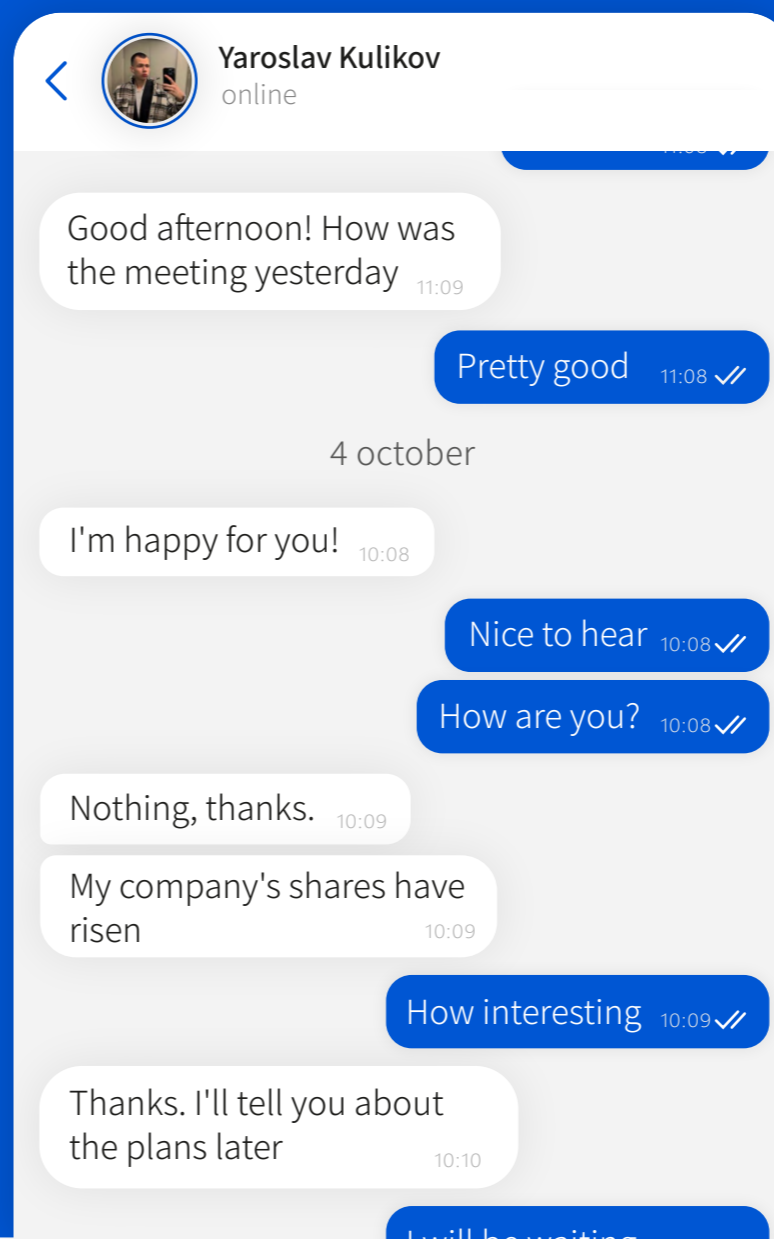
## Smart Feed



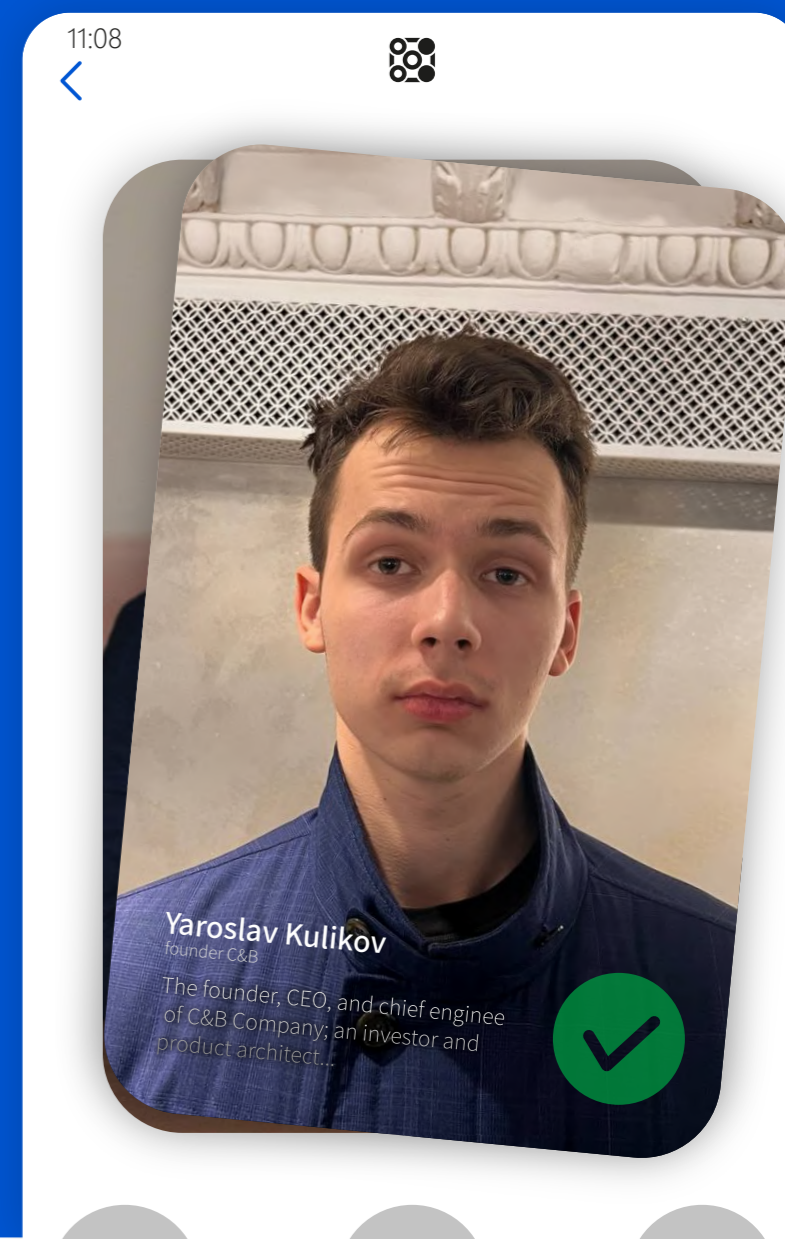
## Communications



## Messenger

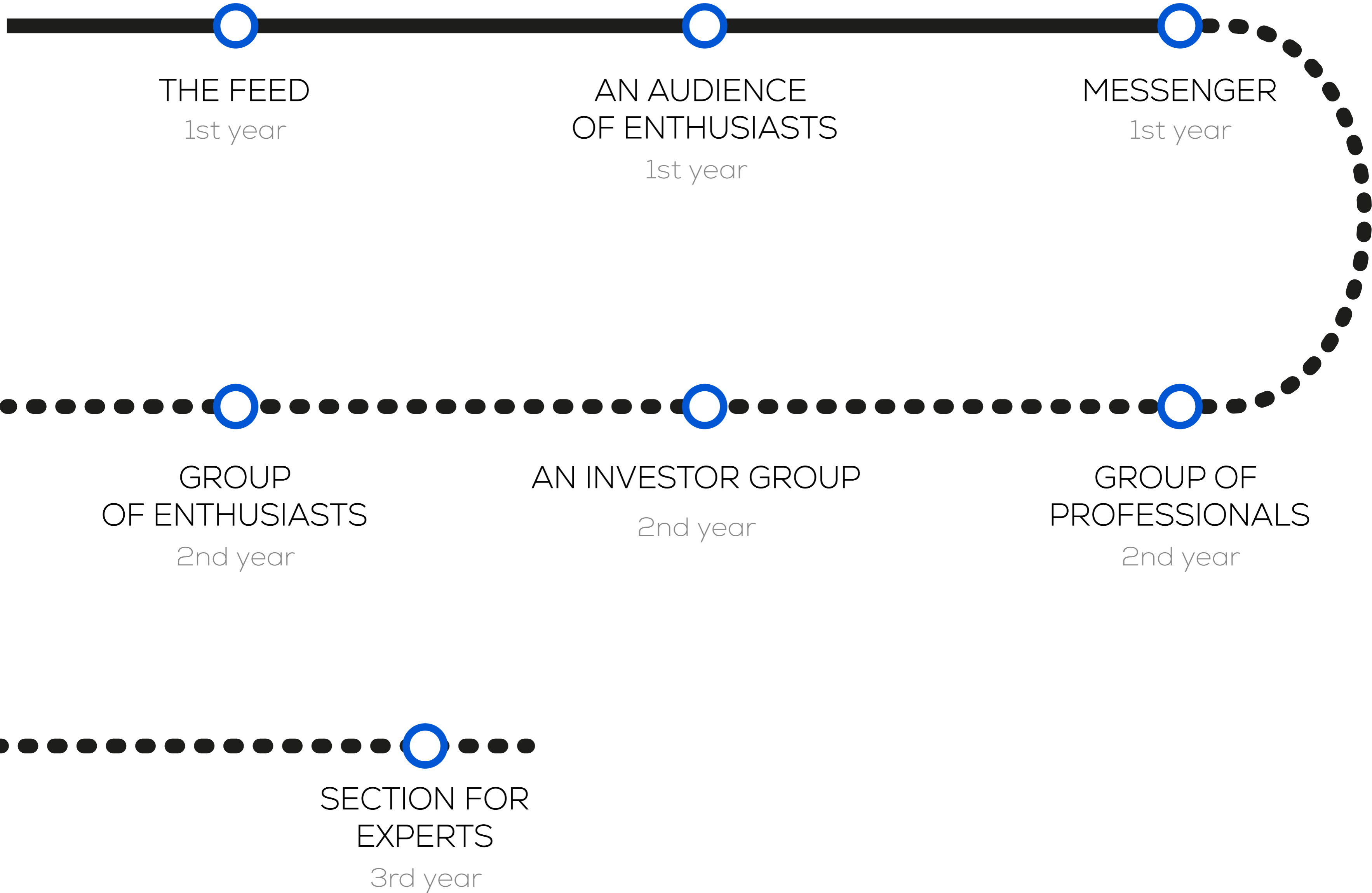


## Services





# Strategy



## Financial estimates and required resources

1.250.0000\$

This budget will allow us to have a guaranteed user-base from **120.000** - **150.000** active users.

**Thanks for watching!**



<https://t.me/CandBCB>

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