



# Santa

DECENTRALIZED | PRIVATE | SECURE

GTM STRATEGY-MARKETING

# Agenda

- 🍅 Our Mission
- 🍅 Why Santa
- 🍅 Milestones
- 🍅 Target Personas
- 🍅 Cost vs ROI




# OUR MISSION

Santa is a web 3.0 browser that seeks to disrupt the ecosystem on which a \$56B industry thrives today. Reimagining the way we use the internet, Santa will give full data ownership to all users & fair value exchange for all parties participating within its decentralized economy, envisaging a web3 experience where users will have privacy, transparency and control unlike ever before.

In the Santa ecosystem, users will hold sovereign control over all their data. For the first time on the internet, users will be able to monetize their data & earn through browsing.

This is made possible with Santa's inbuilt ad-servers, which are designed to serve highly-relevant campaigns without ever transmitting user data out of the browser. Users can earn tokenized rewards simply by watching ADs or get cashbacks for all their spends on ecommerce & travel portals.



# WHY SANTA?

The internet today is dominated by monopolies that ruthlessly exploit user data & privacy, your every move is tracked and every moment is monitored. Fraud, manipulation & interruption have become regular tricks of the trade.

Billions have been made in profits without any real consent or fair share for the users whose data made it possible. Far be it from looking for an alternative, most users are plainly unaware of what really happens with their data. Those in control operate safely behind centralized platforms as opaque as their pop-ups & clickbaits.

Santa Browser is committed to provide the below solutions to the existing industry challenges and at the same time empower users to transition seamlessly into the world of Web 3.0 by ensuring:-

- ✓ Fair distribution of Wealth (Browse 2 Earn) vis a vis Wealth Consolidation
- ✓ Decentralized Browser vis a vis Browser Monopoly
- ✓ Data Privacy vis a vis Data Tracking
- ✓ Data Utilization vis a vis Data Exploitation

# MILESTONES

## Beta

### Q2 & Q3 - 2022

#### JUNE

- Architecture Blueprint
- Resource Hiring
- Initiate Development

#### JULY

- MVP Scope
- Finalize Product Roadmap

#### AUGUST

- Delivery Strategy
- 15 Aug: BETA Launch - Windows & Mac Browser

#### SEPTEMBER

- Community Development
- Create Beta Awareness

## GTM / Product Launch

### Q4 - 2022

#### OCTOBER

- Define Onboarding Process
- Value Proposition
- Marketing Plan

#### NOVEMBER

- GTM Kickoff - User Personas
- Solution Brief (Values, Features & Capabilities)
- Competitive Analysis / Battlecard
- Legal Documentation (Privacy Policy, EULA, etc.)
- Onboarding Guide
- User FAQ

#### DECEMBER

- Wallet Integration
- VPN Integration
- Ad Monetization (B2E)
- Self-Serve Platform
- Rewards Management - Document & Video
- Product Documentation
- Dev Complete
- Quality Testing
- Support Readiness
- Release Notes
- Investor Message - Video
- 25th Dec: v1 Product Launch (Windows/Mac/Android)

## Product Awareness & User Acquisition

### Q1 - 2023

#### JANUARY

- Community Management
- User Acquisition Drive

#### FEBRUARY

- v1 Launch - iOS

#### MARCH

- v2 Launch - Messaging (P2P), File Sharing (P2P), Video Conference (P2P)
- dApp Store
- Series 'A' Funding

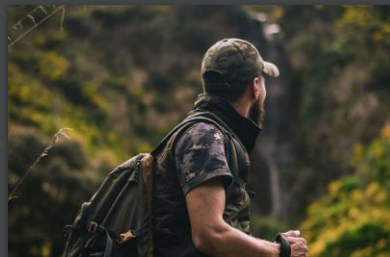
# TARGET PERSONAS



The Crypto Native



The Shopper



The Traveler



The Content Creator



The Learner



The Gamer



The Productivity Junkie



The Content Consumer

# Zack Preston

## THE CRYPTO NATIVE



### DEMOGRAPHIC

|              |                          |
|--------------|--------------------------|
| Age          | 36                       |
| Income Class | Wealthy                  |
| Market Share | 320 million users (6.4%) |

### BEHAVIOURAL

Usage Rate  
Avg No. Of Devices

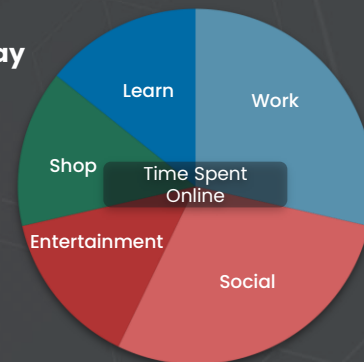
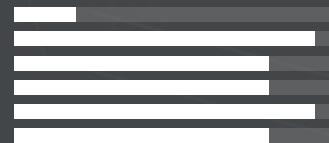
Avg. 8 hrs /day  
3

### DEVICE PREFERENCE



### MOTIVATIONS

- Rewards / Incentives
- Social
- Growth / Productivity
- Speed / Performance
- Privacy
- Familiarity / Loyalty





# Zack Preston

THE CRYPTO NATIVE

## PSYCHOGRAPHIC

### Lifestyle

- Spends a lot of time interacting in the web3 ecosystem, communities and engaging with dApps.
- Is privacy-conscious & careful when browsing the web
- Wants the real world applications of crypto to soon be the norm

### Goals

- Personal as well as collective growth of Web3
- Early access to dApps and Web3 projects

### Pain Points

- Managing security & key phrases across multiple accounts/wallets
- Clunky UI/UX of most web3 dApps
- Too much tracking

### Needs

- Easier methods of managing their digital identity & wallets
- Seamless browser dApp experiences
- Better sources of dApp discovery
- A middle-ground between privacy & convenience

## SANTA'S APPROACH

### Santa's Value Proposition

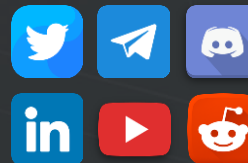
- Secure Transactions
- Crypto Specific dApps & Widgets

### Marketing Message

"Don't trade security for convenience ever again!"

Web3 Browsing that **makes much more cents — Santa**"

### Targeted Social Platforms





# Astrid Sjoberg

THE SHOPPER



## DEMOGRAPHIC

|              |                         |
|--------------|-------------------------|
| Age          | 34                      |
| Income Class | Lower-Middle & Above    |
| Market Share | 3.8 Billion Users (76%) |

## BEHAVIOURAL

Usage Rate  
Avg No. Of Devices

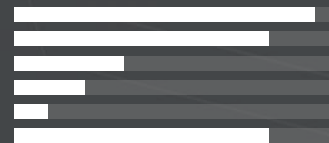
Avg. 7 hrs / day  
2

## DEVICE PREFERENCE



## MOTIVATIONS

- Rewards / Incentives
- Social
- Growth / Productivity
- Speed / Performance
- Privacy
- Familiarity / Loyalty



# Astrid Sjoberg

## THE SHOPPER

### PSYCHOGRAPHIC

#### Lifestyle

- The decision-maker for most purchases in the house.
- Uses a plethora of shopping apps. Likely to have a coupon collection.
- Researches online & takes opinions from friends/family before making medium to large purchases.

#### Goals

- To keep personal or household expenses at bay.
- To get the best bang for their buck.

#### Pain Points

- Irrelevant or intrusive ads
- Security Vs Convenience
- Making "the right" purchase decision

#### Needs

- Re-entering personal info every time a purchase is made
- Easier access to quality reviews and vetted brands
- Fast browsing experience

### SANTA'S APPROACH

#### Santa's Value Proposition

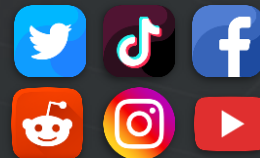
- Discounts & Offers
- Wishlist
- Affiliate Kick Backs

#### Marketing Message

"The more you shop, the more the rewards drop.

Browsing **that makes much more cents — Santa** "

#### Targeted Social Platforms



# Clark Wayne

THE TRAVELER



## DEMOGRAPHIC

|              |                         |
|--------------|-------------------------|
| Age          | 42                      |
| Income Class | Upper-Middle & Above    |
| Market Share | 700 Million Users (14%) |

## BEHAVIOURAL

Usage Rate  
Avg No. Of Devices

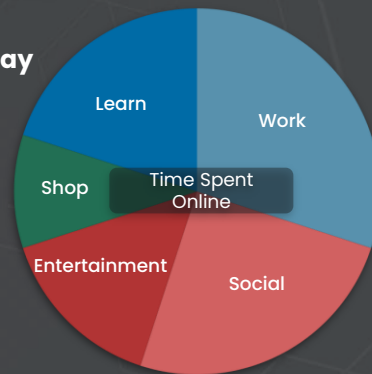
Avg. 7 hrs / day  
3

## DEVICE PREFERENCE



## MOTIVATIONS

- Rewards / Incentives
- Social
- Growth / Productivity
- Speed / Performance
- Privacy
- Familiarity / Loyalty



# Clark Wayne

## THE TRAVELER

### PSYCHOGRAPHIC

#### Lifestyle

- A digital nomad who works as hard as he 'plays'
- Travels 3+ times each month for work or leisure.
- Prioritizes efficiency & convenience to cater to his ever-changing schedule.

#### Goals

- To spend less time on booking travel
- To narrow down on the "best" option quickly

#### Pain Points

- Too many sites & platforms visited for every booking
- Hassles of booking adjustments
- Security Vs Convenience

#### Needs

- Finding convenient travel times at favorable rates
- Help in discovering cool/authentic local experiences at destination
- Re-entering personal info every time a booking or purchase is made

### SANTA'S APPROACH

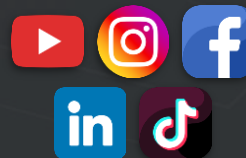
#### Santa's Value Proposition

- Travel discounts & Offers
- Affiliate Kickbacks

#### Marketing Message

"Travelling can be a rewarding experience. With Santa, it's even more so! Browsing that **makes much more cents** — Santa"

#### Targeted Social Platforms





# Min Yu-Jun

THE CONTENT  
CREATOR



## DEMOGRAPHIC

Age  
Income Class  
Market Share

21  
**Middle & Above**  
**200 million users (4%)**

## BEHAVIOURAL

Usage Rate  
Avg No. Of Devices

**Avg. 10 hrs / day**  
**2**

## DEVICE PREFERENCE



## MOTIVATIONS

- Rewards / Incentives
- Social
- Growth / Productivity
- Speed / Performance
- Privacy
- Familiarity / Loyalty



# Min Yu-Jun

## THE CONTENT CREATOR

### PSYCHOGRAPHIC

#### Lifestyle

- Is constantly researching and thinking of content ideas
- Very active on social platforms both as a creator & consumer
- Inclined to try new experiences, especially if it helps create content or find new audiences

#### Goals

- Creating her personal brand
- Monetizing her passion
- Creating value for her audience

#### Pain Points

- Omni-social channel presence
- Reaching the right target audience
- Keeping up with evolving platforms & algorithms

#### Needs

- Social validation for her content, personality or self-expression
- Staying updated on trends that increase engagement
- Creator tools and seamless experience between social platforms

### SANTA'S APPROACH

#### Santa's Value Proposition

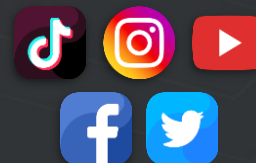
- Content Aggregation
- Self-Serve Ad Platform

#### Marketing Message

"Be part of a sustainable online future that's much more respectful of your audience's privacy."

Advertising that **makes much more cents**  
— Santa "

#### Targeted Social Platforms



# John Graham

## THE LEARNER



### DEMOGRAPHIC

|              |                         |
|--------------|-------------------------|
| Age          | 44                      |
| Income Class | Middle & Above          |
| Market Share | 2.2 billion users (44%) |

### BEHAVIOURAL

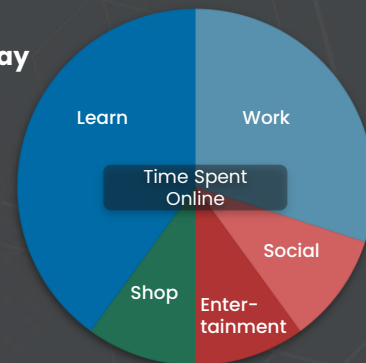
|                    |                  |
|--------------------|------------------|
| Usage Rate         | Avg. 9 hrs / day |
| Avg No. Of Devices | 2                |

### DEVICE PREFERENCE



### MOTIVATIONS

- Rewards / Incentives
- Social
- Growth / Productivity
- Speed / Performance
- Privacy
- Familiarity / Loyalty





# John Graham

THE LEARNER

## PSYCHOGRAPHIC

### Lifestyle

- Voracious reader of both online and printed content
- Is prudent about the type of content he allows in his social/news feeds
- Open to new experiences, constantly seeks knowledge in new places.

### Goals

- To grow his varied knowledge & awareness
- To avoid frivolous or obtuse online content

### Pain Points

- Using an array of different apps for self-organization
- Too many open tabs
- Information Overload

### Needs

- Optimized tools that would help learning faster
- Social aspect of learning – Sharing new findings, asking/answering questions, etc.
- Access to quality online resources, courses, subscriptions, etc.

## SANTA'S APPROACH

### Santa's Value Proposition

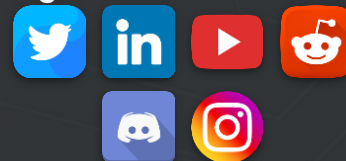
- Adblock
- User Experience (Less Cluttered Tabs. Fast, Smooth Page Loads, etc.)

### Marketing Message

"Do more with less clutter & interruptions!

Browsing that **makes much more cents** —  
**Santa**"

### Targeted Social Platforms



# Bruce Kent

## THE GAMER



### DEMOGRAPHIC

|              |                       |
|--------------|-----------------------|
| Age          | 23                    |
| Income Class | Lower-Middle & Above  |
| Market Share | 1 billion users (20%) |

### BEHAVIOURAL

Usage Rate  
Avg No. Of Devices

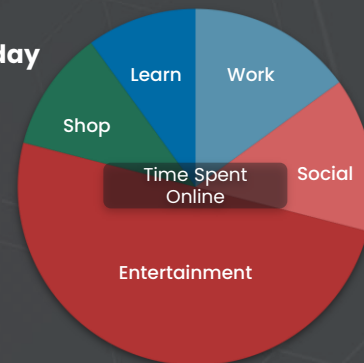
Avg. 10 hrs / day  
2

### DEVICE PREFERENCE



### MOTIVATIONS

- Rewards / Incentives
- Social
- Growth / Productivity
- Speed / Performance
- Privacy
- Familiarity / Loyalty



# Bruce Kent

THE GAMER

## PSYCHOGRAPHIC

### Lifestyle

- Often moves schedule around or sacrifices sleep in order to be able to game everyday.
- Spends most of the day at a desk.
- Inclined to try out new tech experiences

### Goals

- Maximizing gaming time
- Collecting digital trophies/achievements/high scores

### Pain Points

- Browser RAM use
- Too many accounts
- Internet speeds
- Cost of games & hardware

### Needs

- Easy access to games & content
- Low resource consumption of non-gaming apps
- Constantly upgrading gaming setup with the latest hardware
- "Winning"

## SANTA'S APPROACH

### Santa's Value Proposition

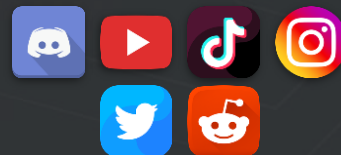
- Highly Optimal Browsing Performance
- Content Aggregation (Seamless plugin to all social channels)

### Marketing Message

"All your TABS but not all your RAM.

Performance that **makes much more cents — Santa**"

### Targeted Social Platforms



# Roy Majumder

THE PRODUCTIVITY  
JUNKIE



## DEMOGRAPHIC

|              |                        |
|--------------|------------------------|
| Age          | 34                     |
| Income Class | Upper-Middle & Above   |
| Market Share | 150 Million Users (3%) |

## BEHAVIOURAL

Usage Rate  
Avg No. Of Devices

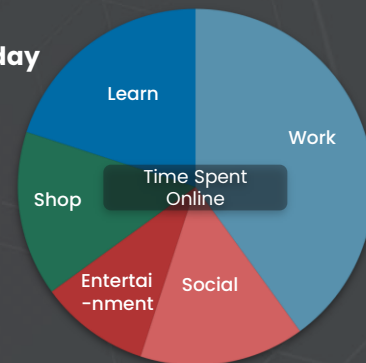
Avg. 10 hrs / day  
2

## DEVICE PREFERENCE



## MOTIVATIONS

- Rewards / Incentives
- Social
- Growth / Productivity
- Speed / Performance
- Privacy
- Familiarity / Loyalty





# Roy Majumder

THE PRODUCTIVITY JUNKIE

## PSYCHOGRAPHIC

### Lifestyle

- A highly motivated & efficient action taker
- Always on the run. Tight schedule. Wants to make the most out of everyday
- Is highly protective of & curates his social/news feeds

### Goals

- To constantly improve
- To kill all distractions
- To get needed information asap

### Pain Points

- Using an array of different apps for self-organization
- Too many open tabs
- Information Overload

### Needs

- Suite of productivity tools that can *do it all in one place*
- Better ways of organizing & managing his digital life
- Access to quality content & communities surrounding growth and self-improvement

## SANTA'S APPROACH

### Santa's Value Proposition

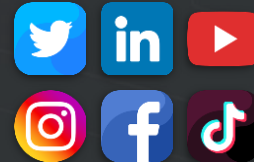
- Sidebar & Other Organizational Tools/Productivity Widgets
- User Experience (Less Cluttered Tabs. Fast, Smooth Page Loads, etc.)

### Marketing Message

"Do more with less clutter & interruptions!

Browsing that **makes much more cents** — **Santa**"

### Targeted Social Platforms



# Terry Thomas

THE CONTENT  
CONSUMER



## DEMOGRAPHIC

|              |                         |
|--------------|-------------------------|
| Age          | 28                      |
| Income Class | Lower-Middle & Above    |
| Market Share | 2.5 billion users (50%) |

## BEHAVIOURAL

Usage Rate  
Avg No. Of Devices

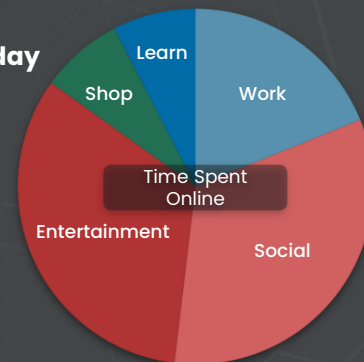
Avg. 10 hrs / day  
1

## DEVICE PREFERENCE



## MOTIVATIONS

- Rewards / Incentives
- Social
- Growth / Productivity
- Speed / Performance
- Privacy
- Familiarity / Loyalty



# Terry Thomas

THE CONTENT CONSUMER

## PSYCHOGRAPHIC

### Lifestyle

- Addicted to his phone, even during work, meals or conversations.
- Has a low attention span but at times falls into internet “rabbit holes”
- Often can be seen riding the most recent social media *hype-train*

### Goals

- Seeks instant gratification
- Wants to minimize effort on his end

### Pain Points

- Finding relevant content in a sea of noise
- Too many intrusive ads
- General online security

### Needs

- An endless stream of novel short-format content
- Less interruptions while browsing
- Authentic online interactions with his favorite brands, communities & influencers.

## SANTA'S APPROACH

### Santa's Value Proposition

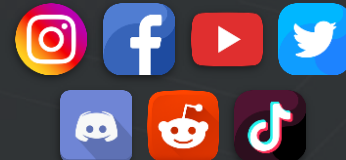
- Browse 2 Earn (Rewarded Browsing)
- AdBlock

### Marketing Message

“Earn \$BTC doing all the things you already do on the internet!”

Browsing that **makes much more cents — Santa**”

### Targeted Social Platforms





# COST VS ROI

| One Time Spend                   | USA           | UK            | BRAZIL        | APAC          | EMEA          |
|----------------------------------|---------------|---------------|---------------|---------------|---------------|
| Cost per user acquisition in USD | \$5           | \$5           | \$2           | \$2           | \$2           |
| Targeted Downloads               | 1M            | 1M            | 1M            | 1M            | 1M            |
| One time spend                   | \$5M          | \$5M          | \$2M          | \$2M          | \$2M          |
| Description                      | USA           | UK            | BRAZIL        | APAC          | EMEA          |
| Daily active users               | 500k          | 500k          | 500k          | 500k          | 500k          |
| Monthly Revenue Streams          |               |               |               |               |               |
| Display                          | \$500k        | \$500k        | \$150k        | \$200k        | \$200k        |
| Affiliate                        | \$1M          | \$1M          | \$300k        | \$400k        | \$400k        |
| Search Feed                      | \$1M          | \$1M          | \$300k        | \$400k        | \$400k        |
| Native                           | \$500k        | \$500k        | \$150k        | \$200k        | \$200k        |
| Total Monthly Revenue            | \$3M          | \$3M          | \$0.9M        | \$1.2M        | \$1.2M        |
| Recovery of Investment           | 2 to 6 Months | 2 to 6 Months | 2 to 6 Months | 2 to 6 Months | 2 to 6 Months |

**Thank  
You**

