cruzo

table of contents

cruzo

What are we doing

Cruzo is the first NFT greeting card
& crypto gifts platform

Our mission is advance the mass
adaptation of NFTs through
a revolutionary greeting card
& gifts marketplace

Our goals

Less competition, more profit

Cruzo combines the benefits of owning a niche platform in the NFT space for creators while serving a billion-dollar market requiring millions of on-chain transactions.

New hype on greetings

Cruzo's greeting stories combined traditional greeting cards with viral video format to create a new market with the potential for secondary sales and crypto gift giving.

Creators DAO

We are developing a community-driven Web3 DAO platform based on ESG principles. Creators will shape the future of Cruzo and even choose Charitable Programs to support.

Ecology

Cruzo will move billions of greeting cards and envelopes to the digital world, reducing the deforestation required to support the paper giants currently running the greeting card industry.

Why greeting cards?

There are no NFT Greeting Cards or greeting card marketplaces

Suitable for everyone, of any gender and age

Web2 marketplace popularity proves the existing demand for digital greetings

Greetings cards are a fun and easily scalable product

190+

Countries have national holidays

4.5+

Billion Internet users have birthday

500+

Holidays worldwide every day

20+

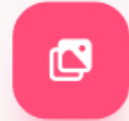Billions $$$ global greetings market volume

Our users

Users/Seekers

Looking for high-quality hype content based on interests

Creators

Looking for an opportunity to sell their artworks daily

Collectors

Looking for long term investment in exclusive content

Resellers

Looking for business opportunities buy/sell

Business

Looks for opportunities how to increase sales and loyalty

Problems

🤩

Ownership

Existing digital greetings have little monetary value in the Web2 world. There is no absolute ownership of content.

👋

Utility

Users have little use for greetings after receiving them. They may not have recipient information readily available to send greetings.

🦄

Content

Physical greeting card content is not popular with younger audiences that increasingly live their lives on devices.

⏱️

Time

There is limited time and no convenient way to search for new greetings or to sort through personal collections of old greetings.

🚀

Onboarding

Typical greetings consumers do not all own crypto currencies, NFTs, or wallets to use them.

CRUZO as solution

Our DApp will provide an opportunity to send/share NFT greetings anywhere: Instagram stories, Tik-Tok, Facebook, WhatsApp, Telegram, etc. As well as time-saving on search and selection proper greeting. **People will love it!**

1. Secondary Market
Collectable

2. Greeting stories
(new hype format)

3. Smart-event
manager

4. Generative
NFT invites

5. Sharprice
(Fair NFT price)

6. Crypto
Gifts

7. XURY
token

8. XURY
Wallet

We redesign greetings

Format:

2D or 3D
animated video

Compatibility:

TikTok, Reels, Stories,
Instant Messengers

Duration:

up to 1 min
(15-30-45-60 sec)

Type:

Storytelling

Categories:

Events, Motivation,
Humor, and others

Product

Multi-chain

Cruzo is a cross-blockchain platform supporting Cronos, Avalanche, Ethereum, Polygon, and others

Gas-free

No gas fees for Creators and Buyers on selected blockchain

Low commission

We are low commission peer-to-peer marketplace, Creators keep 97% of every sale.

Royalties

Automatic payouts to the Creators made on secondary sales

Creators DAO

Control

All core decisions are controlled, approved, developed, and managed by the community

Grants

Creators DAO is designed to manage existing shared assets and work towards a common goal

Alliance

United broad coalitions to work on common issues, such as environmentalism and legal protection
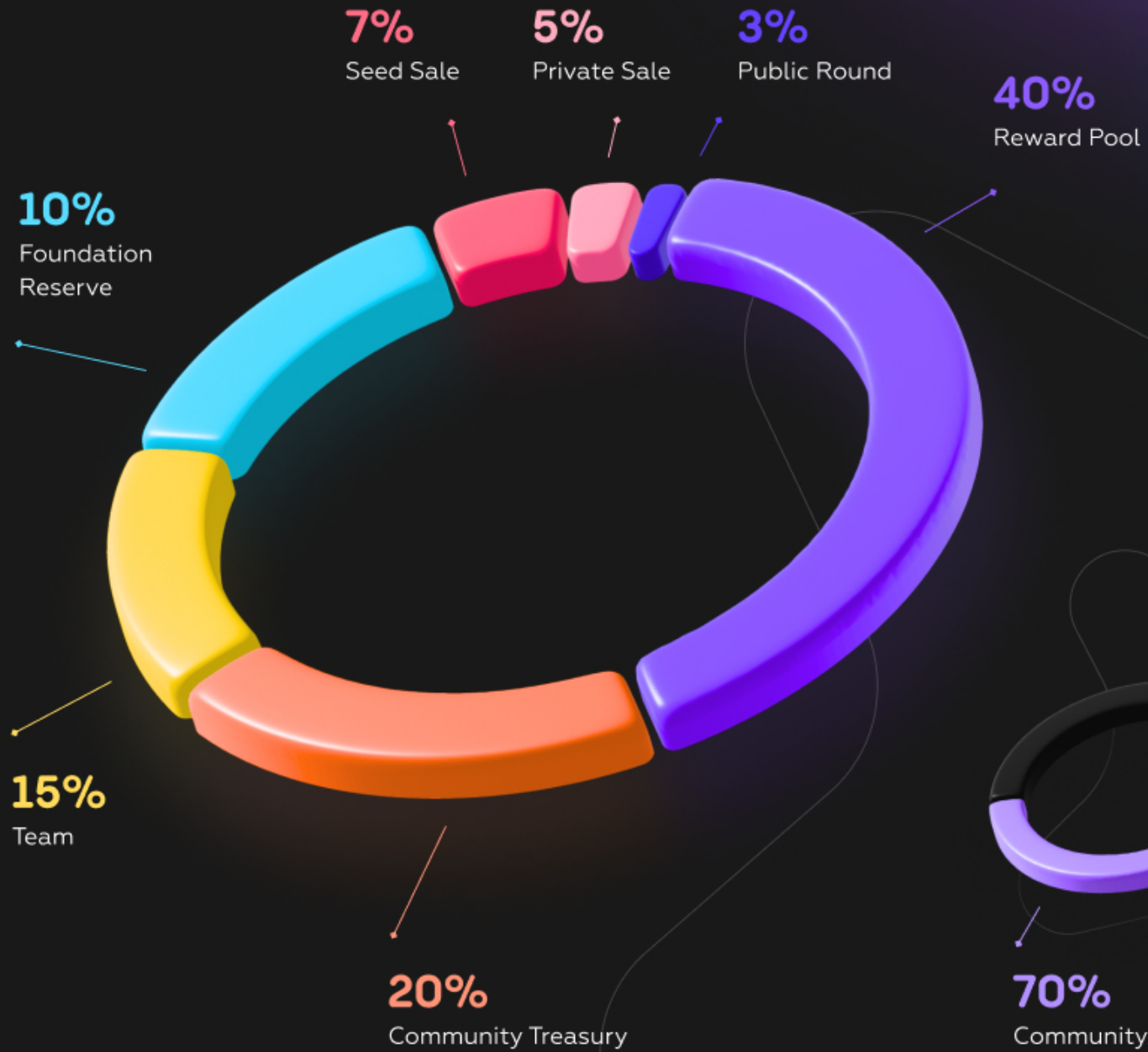
Charity

Creators DAO votes for donation program contributions for distributing funds transparently and securely

Tokenomics

Total supply:

1,000,000,000

The **XURY token** enables community ownership and active stewardship of the Project. XURY holders govern the Project through an on-chain governance process.

7%
Seed Sale

5%
Private Sale

3%
Public Round

40%
Reward Pool

10%
Foundation Reserve

15%
Team

20%
Community Treasury

70%
Community

Market & Competitors

Web2 & Print cards market volume $20b in 2020

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Web3 NFT market volume $25b in 2021

Greeting cards Market Volume

$40B
2030

$20B
2020
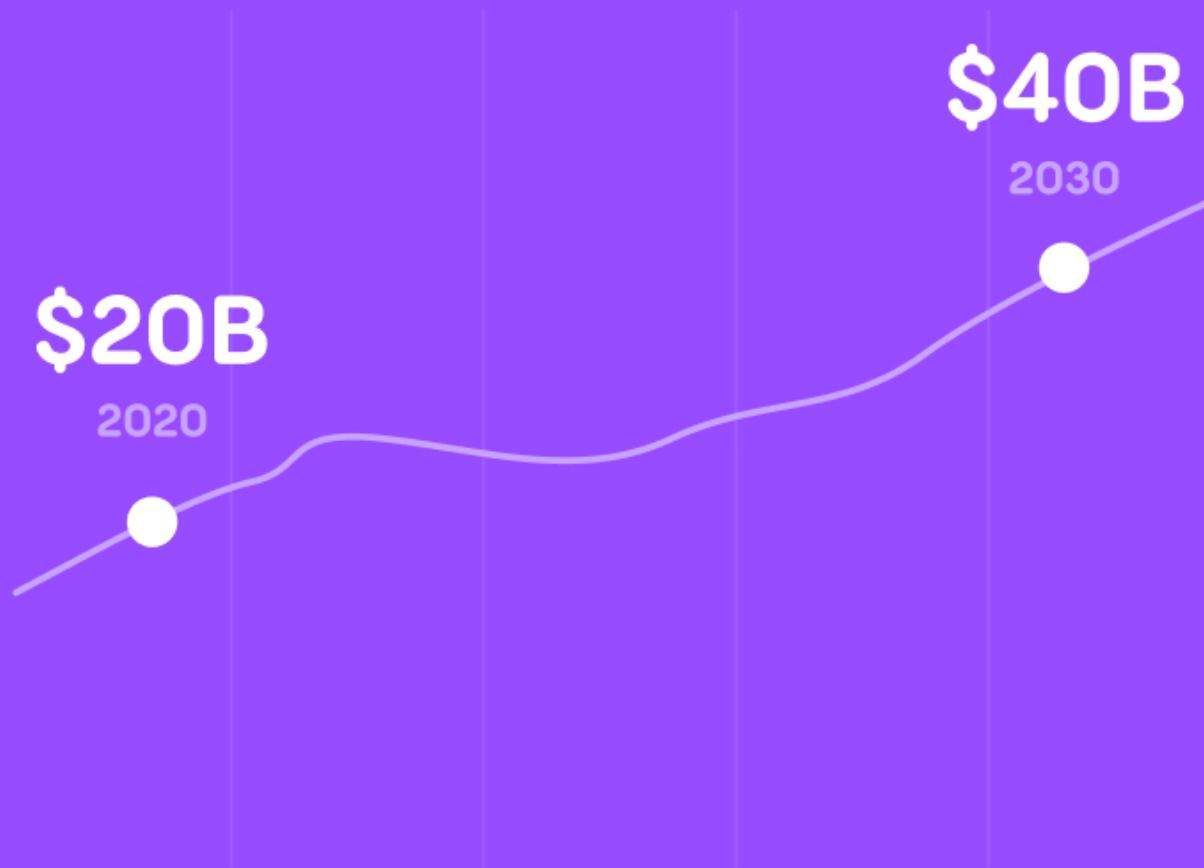
* Analytic forecast for Greetings cards market volume
between 2020-2030 year by Dataintelo Agency

Market Share

31%
North America

28%
Europe

21%
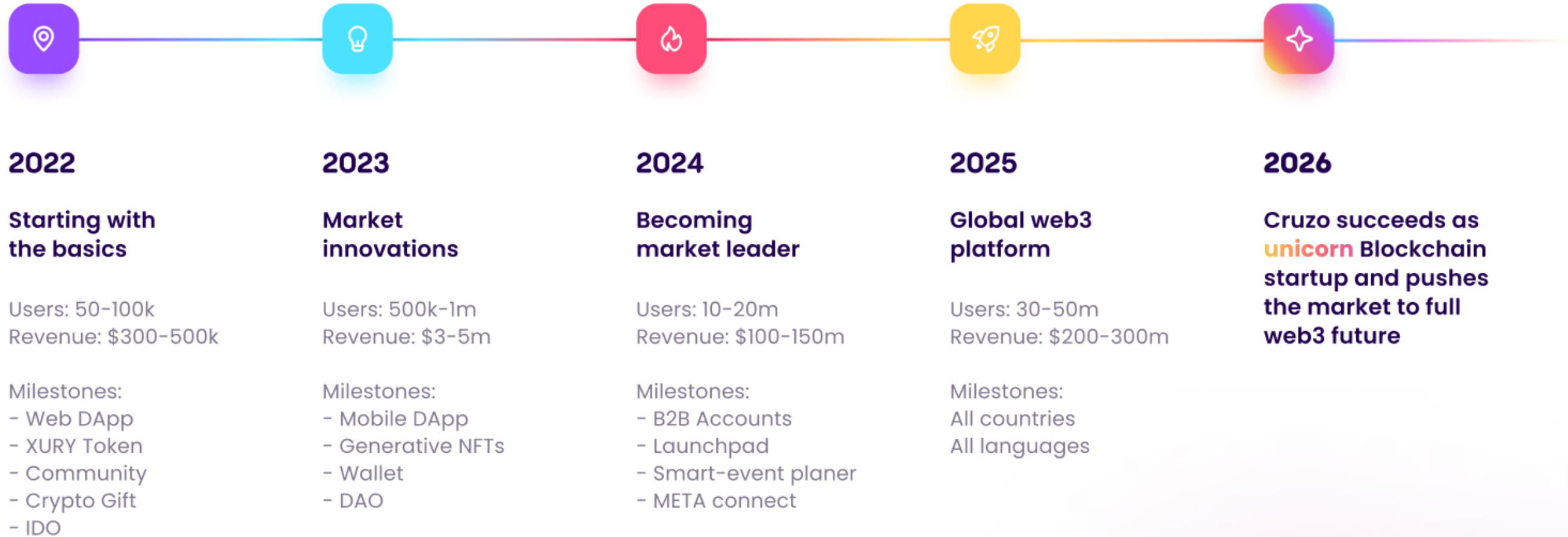Asia Pacific

11%
South America

9%
South Africa & Middle East

Business model

	Stage 1 [blockchain]	Stage 2 [mass-adoption]	Stage 3 [global expansion]
Accounts	Creators, Collectors	+ Users (B2C), Business (B2B)	+ PRO Resellers
Access	Marketplace Web DApp	+ Shopfront, Launchpad, Air-drops, Staking, Mobile DApp	+ Promotions
Features	Mint, Buy/Sell, Gift NFTs	+ Smart-event planer, Grants, Crypto Gifts, Generative NFTs, NFT Invites, Wallet, XURY Token	+ META connect
Profit	Commission 3%	+ Paid services & tools	+ Paid ads

Growth drivers

Growth plan & milestones

2022

**Starting with
the basics**

Users: 50-100k
Revenue: $300-500k

Milestones:
- Web DApp
- XURY Token
- Community
- Crypto Gift
- IDO

2023

**Market
innovations**

Users: 500k-1m
Revenue: $3-5m

Milestones:
- Mobile DApp
- Generative NFTs
- Wallet
- DAO

2024

**Becoming
market leader**

Users: 10-20m
Revenue: $100-150m

Milestones:
- B2B Accounts
- Launchpad
- Smart-event planer
- META connect

2025

**Global web3
platform**

Users: 30-50m
Revenue: $200-300m

Milestones:
All countries
All languages

2026

**Cruzo succeeds as
unicorn Blockchain
startup and pushes
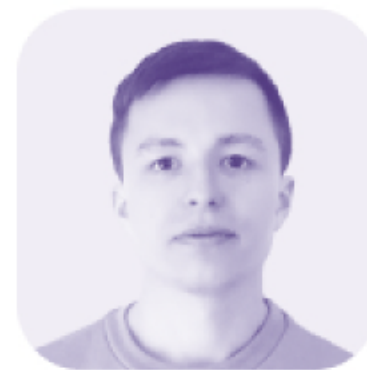the market to full
web3 future**

Core team

Denis Stepanov
Founder, CMO

Roman Bobrik
Co-Founder, CTO

Nikita Korshunov
Full-stack developer

Jane Makey
Head of Design

Thank you!

#nftemotions

⭐ cruzo

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