





# Crypto is changing Africa, and the future is bright

Nigeria, South Africa, Kenya and Tanzania have entered the **top 20** on the Global Cryptocurrency Adoption Index

**31.9%** of Nigerians either own or use crypto, the highest rate in the world

Africa has the highest rate of crypto transactions between individuals in the world

# Crypto offers new income

opportunities and a way to help the financially excluded



Crypto allows everyone fair access to financial services like banking, lending and investment



Fast, cheap transactions make sending money affordable



Crypto assets provide security against unstable local currencies

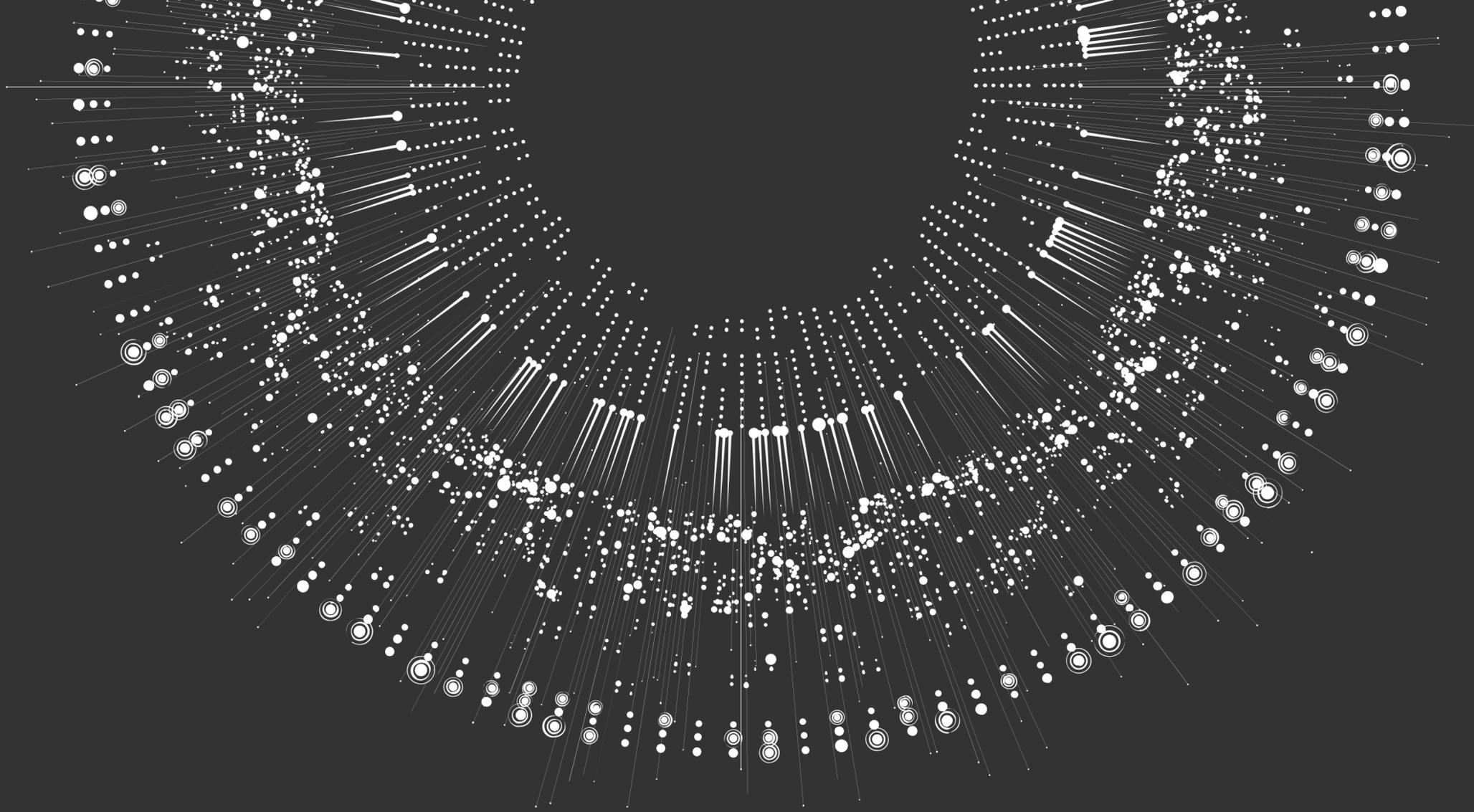


Emerging blockchain sectors, like Play-to-Earn gaming, offer new ways for people to earn income

# **New apps need to be on-chain, and existing apps need a way to migrate**

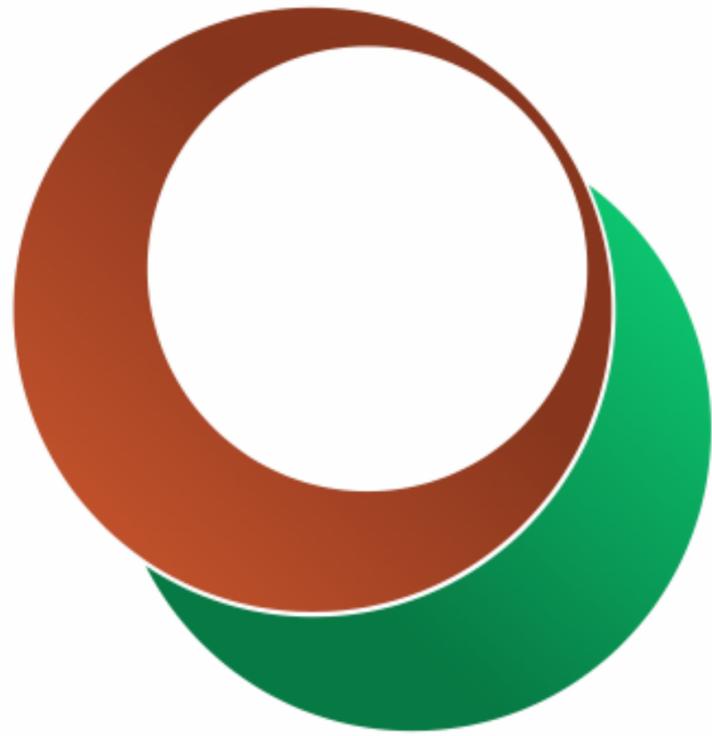
Start-ups, established companies and even governments are moving on-chain

Crypto user growth proves that consumers want this technology, and crypto project growth proves that your competitors are already moving there.



# **But for developers, integrating crypto presents challenges**

Blockchain solutions can be complicated to develop, with specialized knowledge required to implement them. Tokens are also expensive to launch and maintain, and crypto assets fail easily and often unless the token brings extra value or utility to holders.



# Introducing

# Cassava

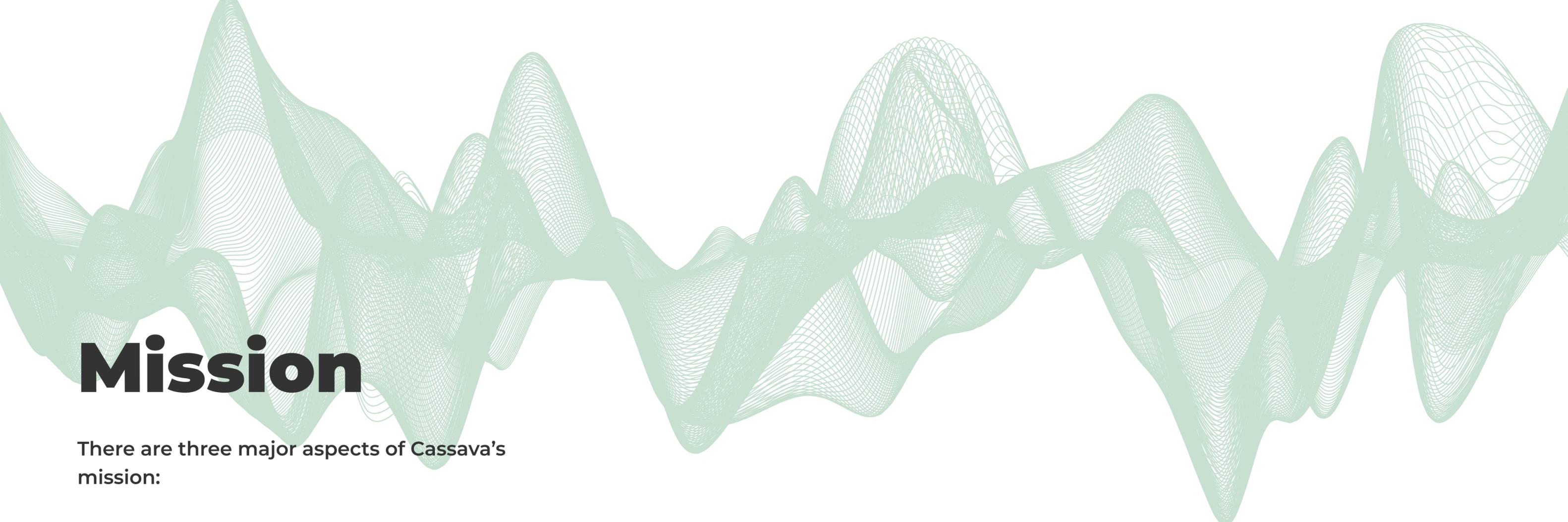
Cassava aims to bring the benefits of Web 3.0 and crypto to Africa and to help developers make the most out of blockchain technology.

## Our Proposal

Integrate Cassava token into your app as your rewards medium, and receive an allocation of Cassava tokens **free of charge**

Join a huge network of apps with **hundreds of millions** of combined users that participate in cross-promotion

**Access the booming African blockchain market** and in turn help spread the positive impacts of the technology



# Mission

There are three major aspects of Cassava's mission:

## REWARD OF ATTENTION

Time is valuable, and users should be rewarded for the time they put into apps, games and media

## REWARD OF ATTENTION

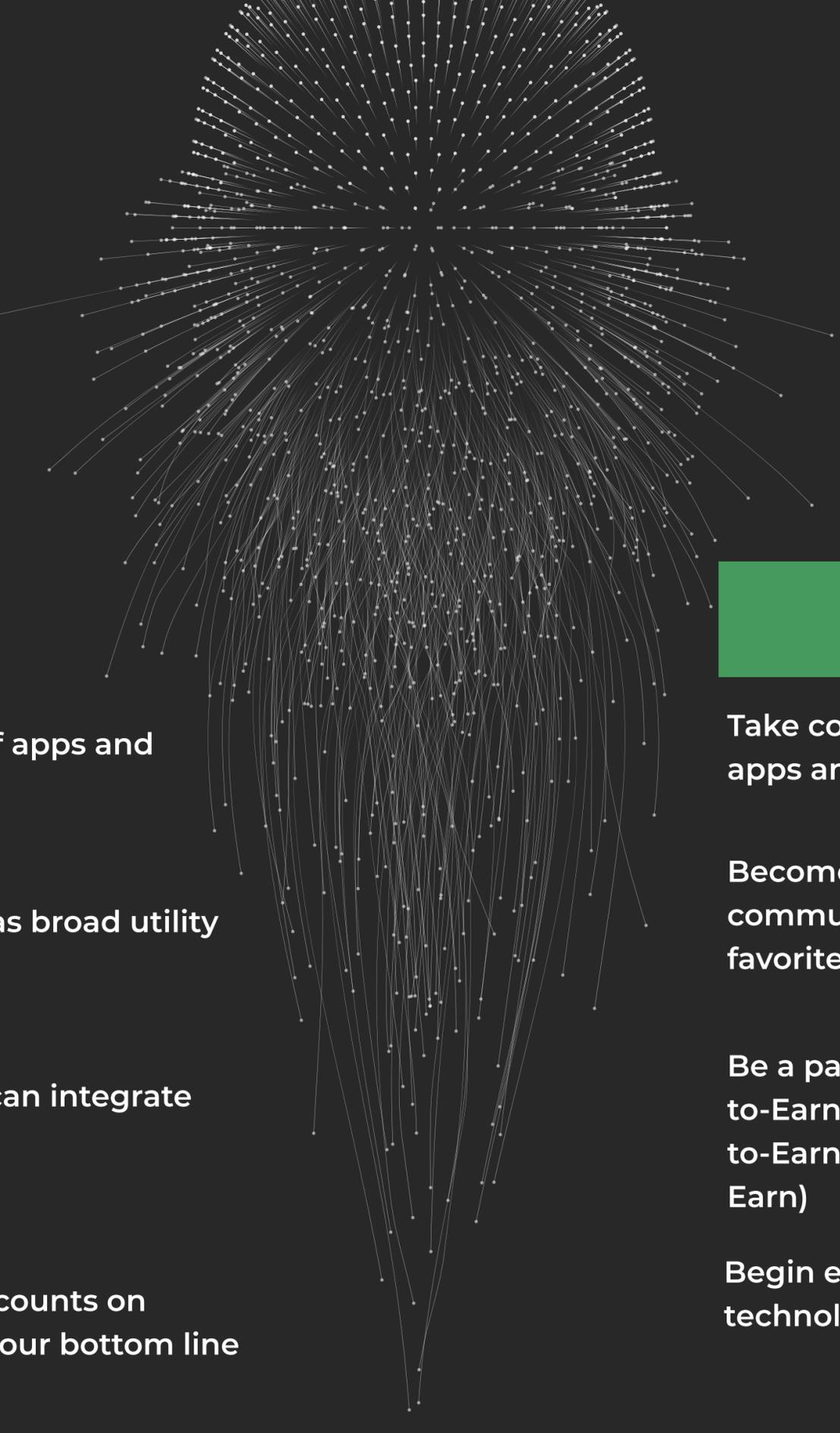
Talent should be rewarded, and Web 3.0 allows creators to share their content with the world while earning income

## REWARD OF ATTENTION

Blockchain provides an immutable ledger, meaning IP is permanently linked to its creator, and creators can continue to earn for their work.

*“Accelerating blockchain adoption means bringing greater prosperity to all its users. Everyone benefits from the strength of the network.”*

# Use Cases



## FOR DEVELOPERS

Participate in an expanding network of apps and benefit from cross-promotion

Reward your users with a token that has broad utility

Cassava sits on top of any app, so you can integrate the benefits of blockchain with no risk

Increase your user base by offering discounts on premium services without impacting your bottom line

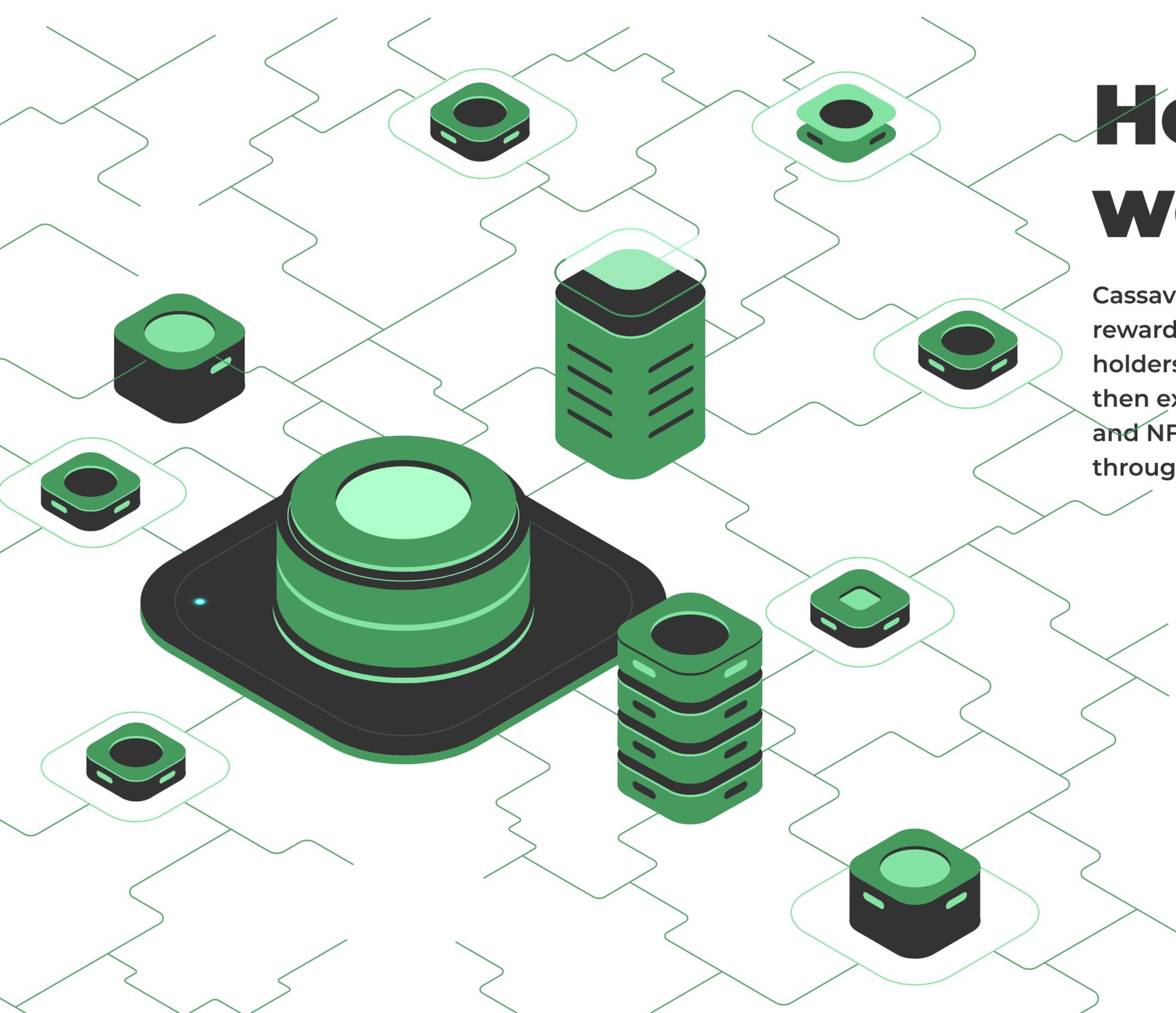
## FOR USERS

Take control over your time. Use industry-leading online apps and in return receive tokens with real value

Become a part of emerging and established communities. Connect with, support and invest in your favorite talent via NFTs

Be a part of exciting new income opportunities (Play-to-Earn, Watch-to-Earn, Engage-to-Earn, Participate-to-Earn, Create-to-Earn, Produce-to-Earn, Report-to-Earn)

Begin exploring the limitless possibilities of blockchain technology



# How **Cassava** works

Cassava coordinates with partners to cross-promote, reward users and build the overall ecosystem. Our token holders, including developers, users and investors, can then explore incredible blockchain opportunities like DeFi and NFTs, as well as the amazing services available through our network of partners.

“Cassava works with you to help implement tokenized rewards infrastructure: our experienced team is here to help you every step of the way.”

**1**

Coordinate with the  
Cassava team to  
organize your  
integration

**3**

You receive Cassava  
tokens at no cost,  
which you can stake  
to earn extra tokens

**4**

Your users perform  
actions that earn  
Cassava rewards

**2**

Cassava helps you  
build the token  
reward features into  
your existing apps

**6**

Other Cassava holders  
are drawn to your  
application and  
become your users

**5**

These tokens can be  
used on your  
platform, or within our  
network of partners

# Token Utility



## Earn

Users earn CSV tokens by engaging with partner platforms, either as rewards or through other incentives



## Stake

Holders can stake to receive benefits within applications (such as subscription discounts), as well as extra tokens



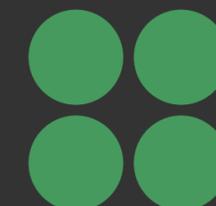
## Pay

Pay for your favorite services with CSV, or support the creators you love



## NFTs

Support your favorite creators and trade in-game NFTs



## DeFI

Swap tokens and take collateralized loans



## Governance

CSV holders have input on the direction of the ecosystem

# Who is already building with us



Boomplay

## Boomplay – Music

No. 1 music streaming app in Africa, with the largest music library

- It has a large music library to keep users entertained
- Alongside audio music, users can also stream music video on the go.
- The leading music app that supports largest and diverse genre of African music.
- Thousands of content providers are on-board.
- Hundreds of millions of users and MAU has been achieved till date.



## Scooper – News

Leading aggregated news content platform in Africa

- Delivers trending and breaking News directly to users mobile phone.
- Access to read short entertaining and educative novels
- Hundreds of millions content consumption per month (PV)



## Vskit – Video

Leading short-video App in Africa

- Viskit app has over tens of millions of app users.
- The app has thousands of verified skit makers.
- There are tens of thousands of active creators
- So far, the app has millions of video skits uploaded.

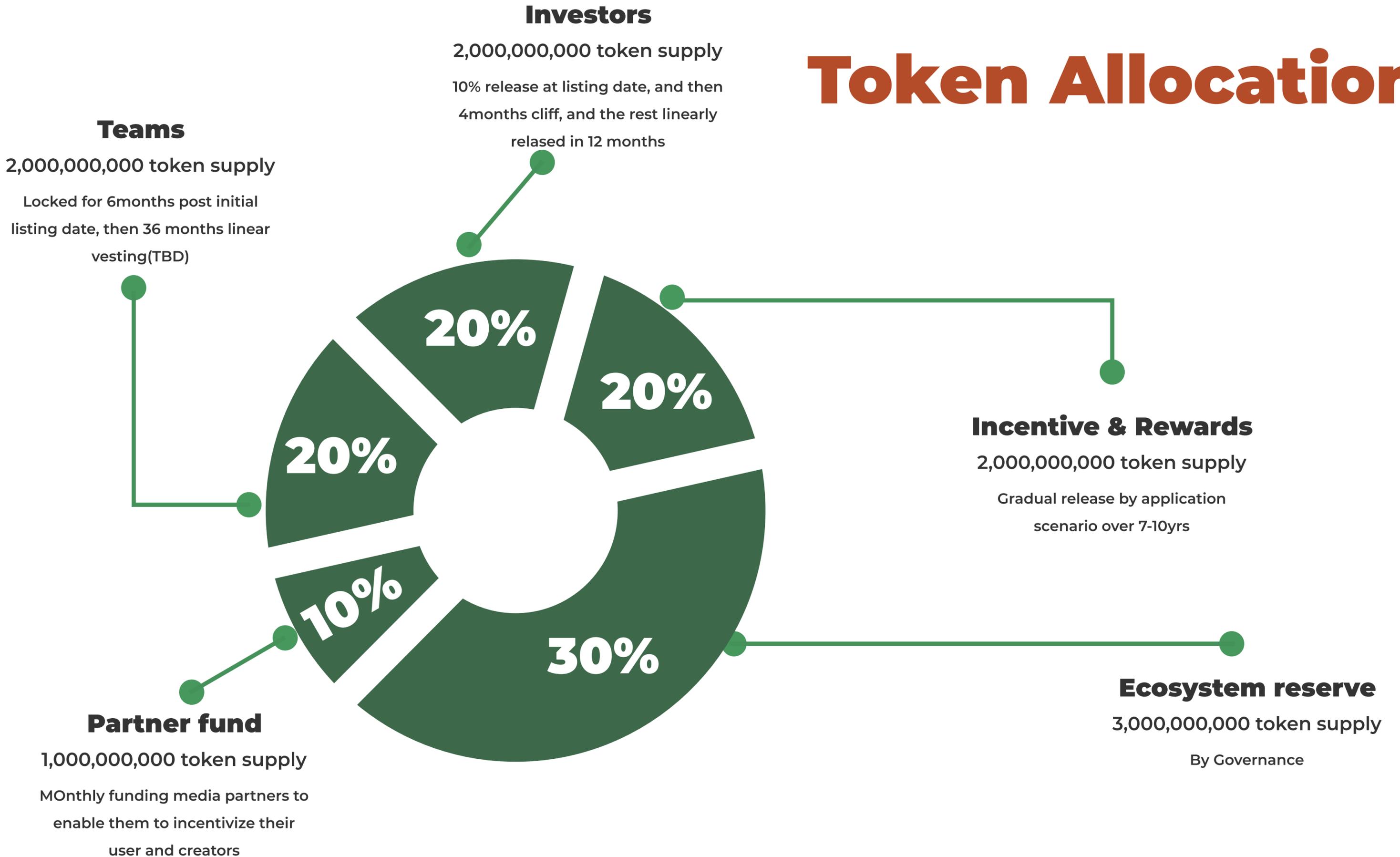


## Ficool – eBooks

Largest online reading app in Africa with authorized novels, comics, short stories and African originals

- Ficool has millions of DAU across the Africa.
- There is hundreds of thousands of novels written and uploaded to Ficool for users pleasure.
- Hundreds of millions of MAU has been achieved till date.

# Token Allocation



# Roadmap

**Kush**

**Punt**

**Carthage**

**Aksum**

**Mali**

**Songhai**

**2021**

**Q3**

**2021**

**Q4**

**2022**

**Q1**

**2022**

**Q2**

**2022**

**Q3**

**2022**

**Q4**

- Concept creation
- Product plan
- Token infrastructure & MVP development

- Platform tokenization
- Token staking with various partners
- Smart contract audit

- Partner channel integration
- Creator NFT marketplace launch

- DeFi products
- AMM swap launch
- Lending platform launch

- Fans and entertainment platform launch
- Social tokens

- Ecosystem formation

# Founding & leadership team



## Obasi Ifegwu

### Co-Founder

Rich experience in building startups and was the Founder and former CEO at Lead Wallet(a multi-crypto wallet for all kinds of crypto transactions), where he led the startup from the zero product and zero funds to over 10K+ active beta app users

He has worked for the blockchain projects such as Volume Network, Artfinity and a host of other crypto start ups where he worked for several roles such as Community Lead, BDM, etc

He also was a Co-Founder of Despace Proctocl, a DeFi and NFT ecosystem project



## Eliezer

### CMO

MCo-Founder and CMO of Lead Wallet. Eliezer has a wealth of experience in the blockchain industry, working closely with numerous projects and making sure their set goals are met and exceeded. He also has a great amount of experience building traditional businesses, and his understanding of these two worlds makes his knowledge priceless in bridging both.



## Vincent Li

### Co-Founder

- co-Founder & CEO of the Future Hub backed by Transsion Holdings
- Former Deputy Director in Mobile internet Center of transsion , leading the new business incubation teams of online content, entertainment and social networking products in Africa
- Former investment Lead of Innotech Capitals/ Product Director of Bigbase Incubator



## Henry DU

### Tech lead

- More than five years of development experience in the cryptocurrency derivatives, defi and NFT space
- Led a tech team for several blockchain projects including digital exchange, crypto wallet, defi, etc

# Advisors



## Jerome Wang

**Co-Founder & Chief Business Officer of EVG, Partner of Aspen Digital**

- Advisor to renowned blockchain projects such as Animoca, Flow, Sandbox, Ravv, Gamee, My Defi Pet, LightNet, Hkbites, Blocto, Duet, Desyn, Mint.store
- In aggregate raised over \$80m+ for projects
- Former investment banker of HSBC and UBS



## Adewale Yusuf

**Founder & CEO of leading technology media platform Techpoint Africa**

- Playing an instrumental role in the African technology ecosystem
- Visual storyteller with a strong interest in Technology and humanity ecosystem.



## Cordel Robin Coker

**Co-Founder & CEO of Carry1st, leading publisher of interactive media**

- Decade in private equity and investment banking with the Carlyle Group and Morgan Stanley, across the US, Europe, and Africa
- Vice President in the Carlyle Sub-Saharan African Fund



## Yat Siu

**Co-Founder & chairman of Animoca Brands, the company behind FIDelta Time, The Sandbox, and the REVV token**

- Early Investors in various blockchain games and platforms including Opensea, Dapper Labs, and Axie Infinity



## Khaled Ben Jilani

**Senior Partner and member of the ExCom of AfricInvest**

- Involved in the structuring, fundraising and management of 3 PE and VC investment funds and has overseen >30 investments across Africa innovative companies and in financial institutions
- Startup ecosystem activist and angel investor



## Lauren Selig

**Entrepreneur and executive with a 25 years track record of global impact in the entertainment, real estate, technology, live entertainment and startup communities**

- Selig's company VALIS and TIME developed the virtual recreation of Martin Luther Kings march
- Produced one of the largest Toy Festivals, Won
- a world record for a loop track stunt, and produced the Broadway show, Peter Pan

# Thanks



CASSAVA