



Pumpkin

Based on Pumpkin's open **privacy E2E encryption** and **AI reputation** protocol.

Your world of smart connections.

[Details](#)

[Video](#)

[Official website](#)



Pumpkin: Best web3 social app in the world

Voice room

Chat, social and play social games

Dating

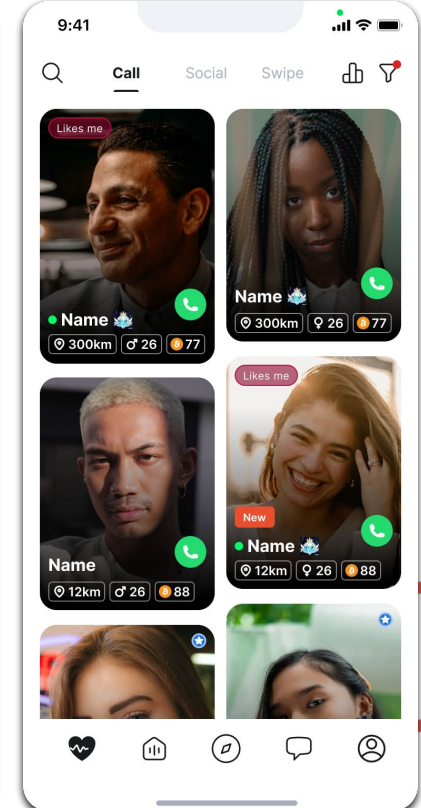
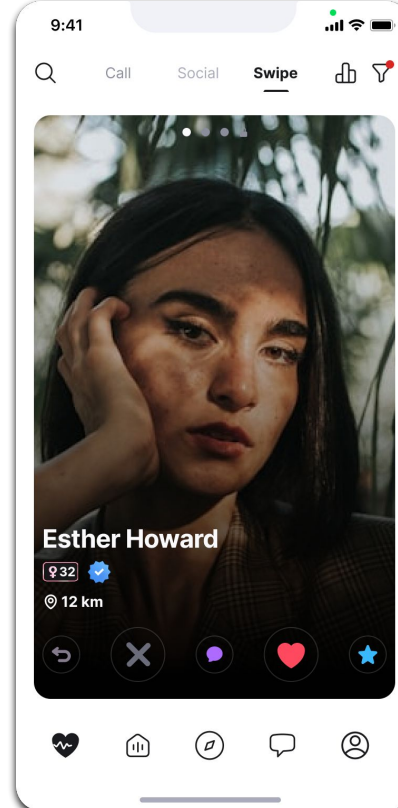
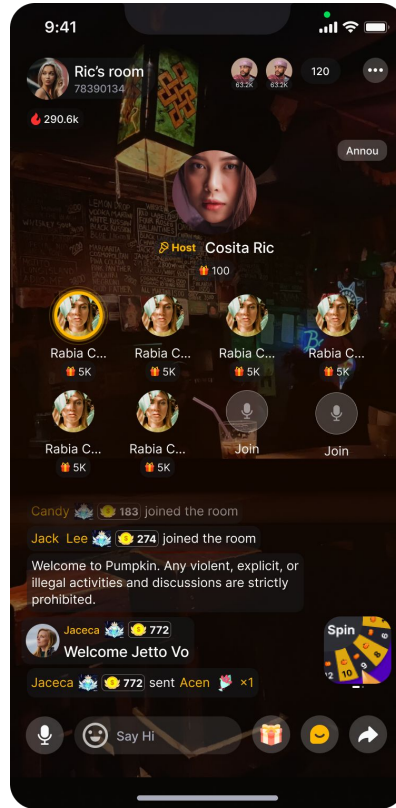
Meet people in your league

Video call

Efficient connections, gaining emotional value

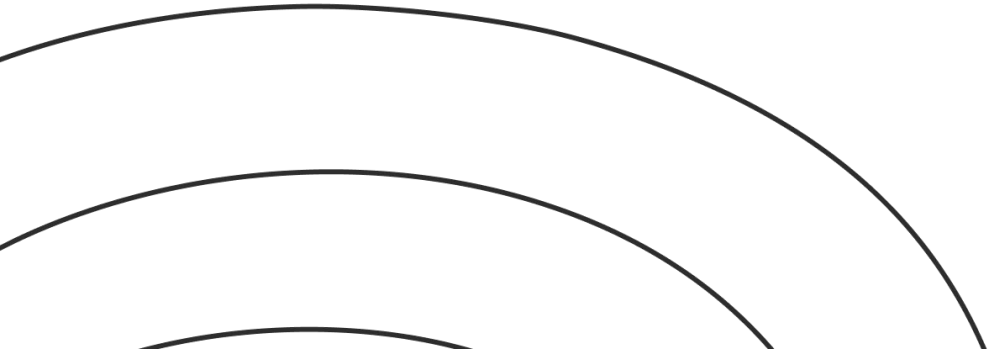
Blockchain +

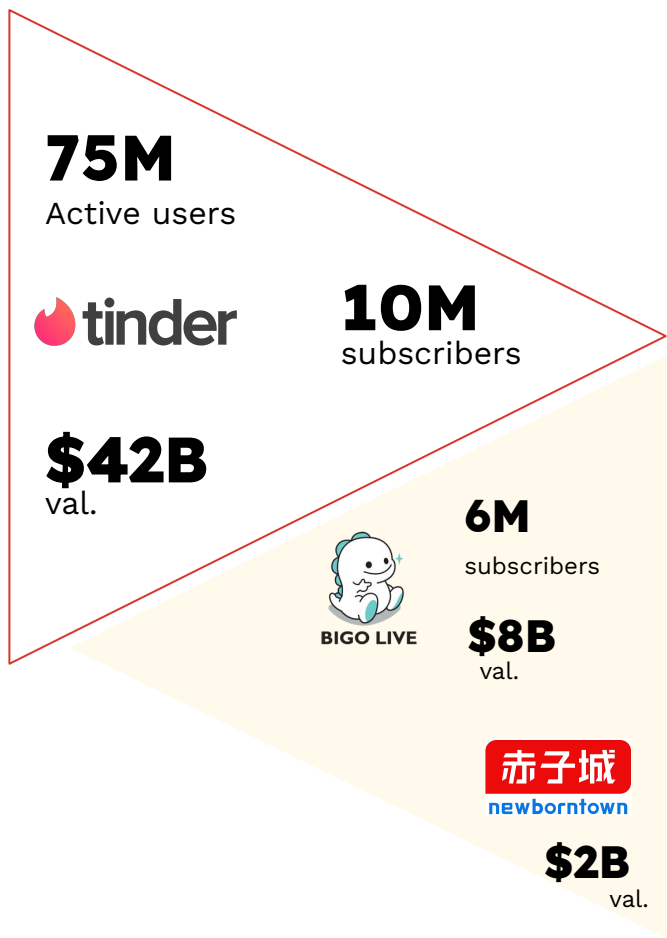
AI privacy, reputation and finance



01

Market Opportunity





60%

Internet users are using or have used social discovery apps

\$143.8B

Social entertainment app market revenue, 10.9% annual growth

\$30bn

Matchmaking market size

\$2.5bn

Onlyfans rev. as success story of paywalled content

But the market is highly fragmented, **no player with >30% market share**, no one-size-fits-all platform!

OPPORTUNITY: Social apps are not optimized!

- ✘ **Low Retention:** Web2 social entertainment products struggle with long-term user retention due to a lack of ongoing incentives for paying users.
- ✘ **Lack of Network Effect:** Web3 social products, lacking established business models, find it difficult to attract new users from Web2 and create the desired traffic aggregation effect.
- ✘ **Privacy protection:** Chat messages and private content are not end-to-end encrypted and lack decentralization.



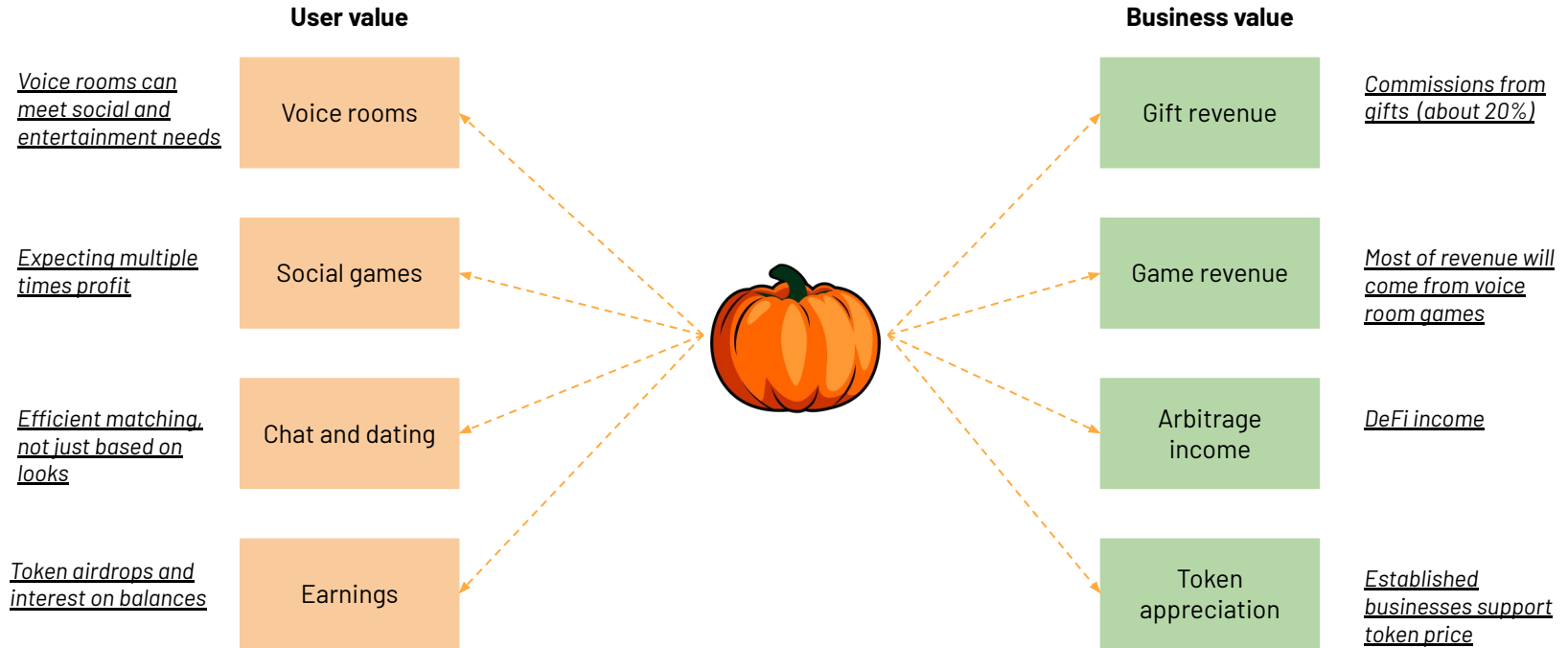
02

Product Highlights



SocialFi 2.0

Pumpkin provides a wide variety of social options and earning models, while its integration of voice rooms and social gaming allows for low-cost commercialization, even with a small user base in the early stages, ensuring sustainable and healthy cash flow.



1. Profit-making potential enhances long-term retention



10X Game rewards

Users participating in voice room social games have a chance to achieve significant returns.



Interest on balances

Thanks to high-yield asset allocation strategies implemented through DeFi and subsidies provided by the high margins from social business, Pumpkin can offer users an annualized return of 15%+ on financial products.



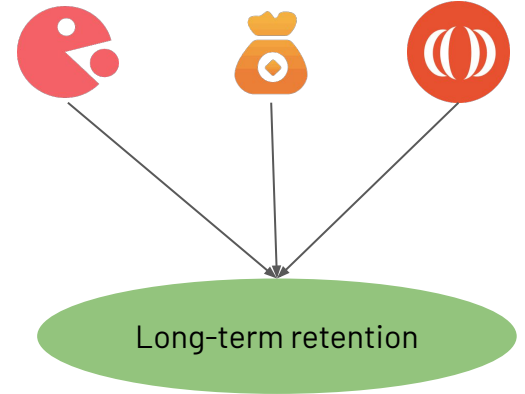
Airdrops

Reward users with tokens for their social and economic contributions.

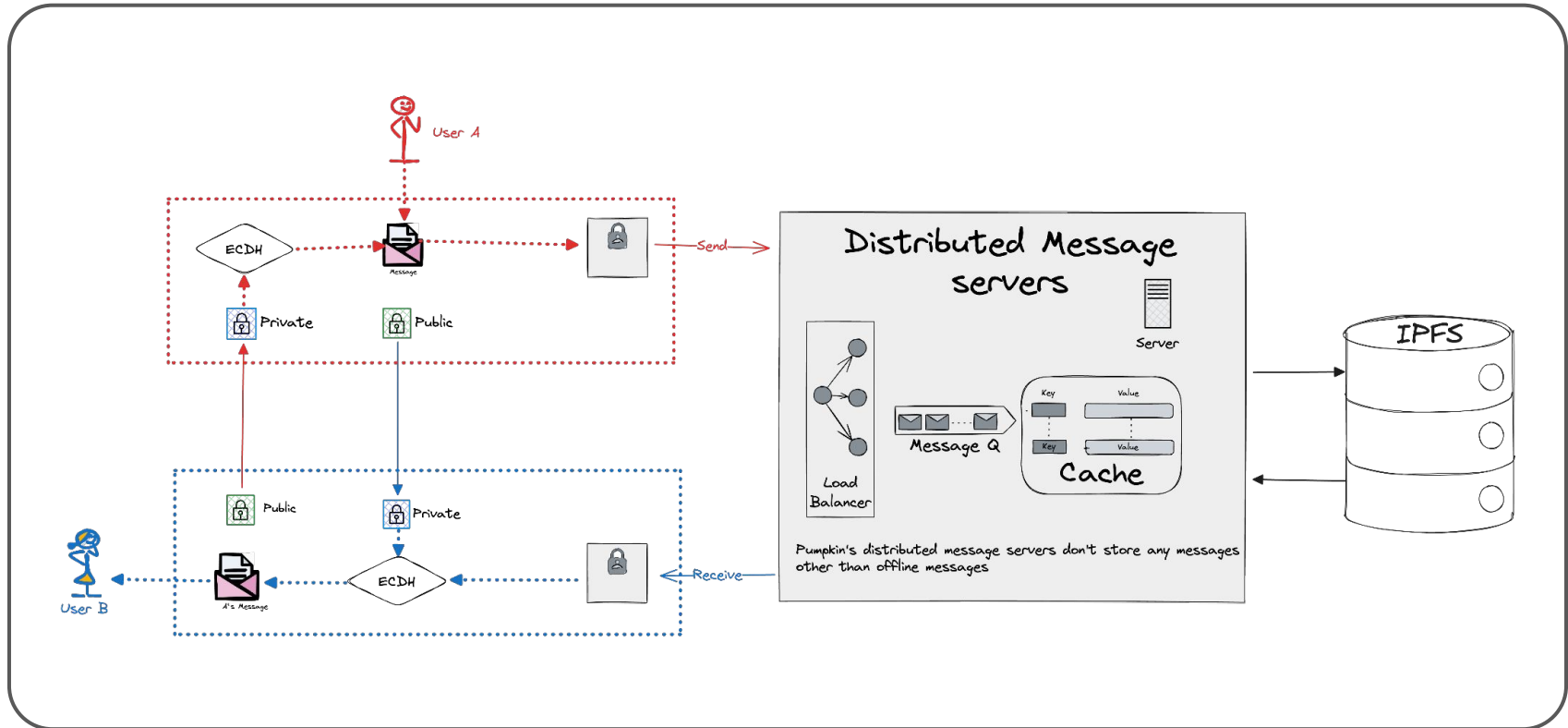
Earning game

Interest

Airdrop



2. Huge emphasis on privacy and security



3. Pumpkin AI

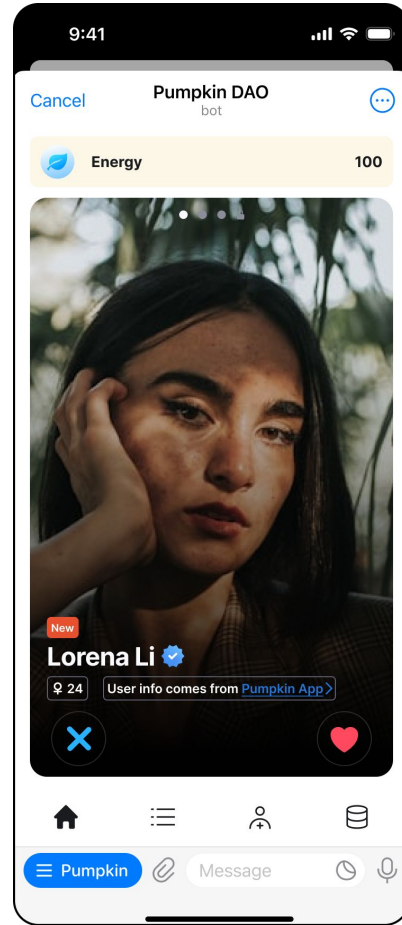
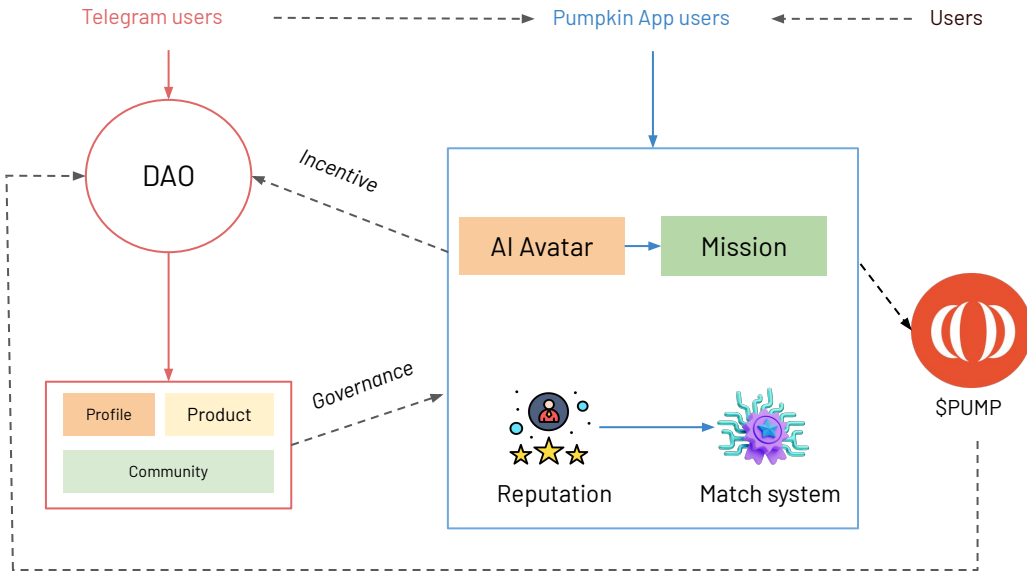
The AI Avatar is an on-chain AI clone based on LLM. It can learn your voice, chat style, and publicly available information about you on the internet.

- ✦ Adjust your profiles to make you stand out.
- ✦ Suggest conversation starters and ideas for your replies.
- ✦ Act as an AI twin to chat with your friends when you're offline. Serve as an AI companion to create an exceptional virtual boyfriend or girlfriend.

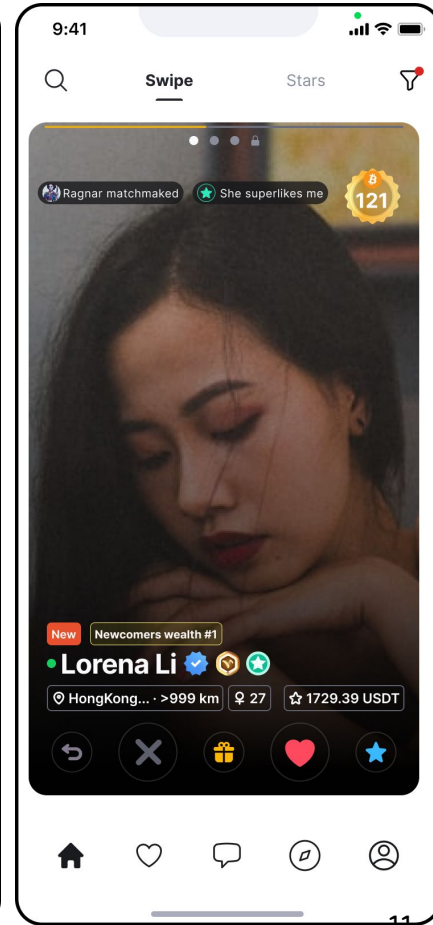


4. Pumpkin Bot

Pumpkin Bot is the world's first truly decentralized organization connecting the information network with the value network. It is a Telegram Mini App.



DAO



APP

Protocol

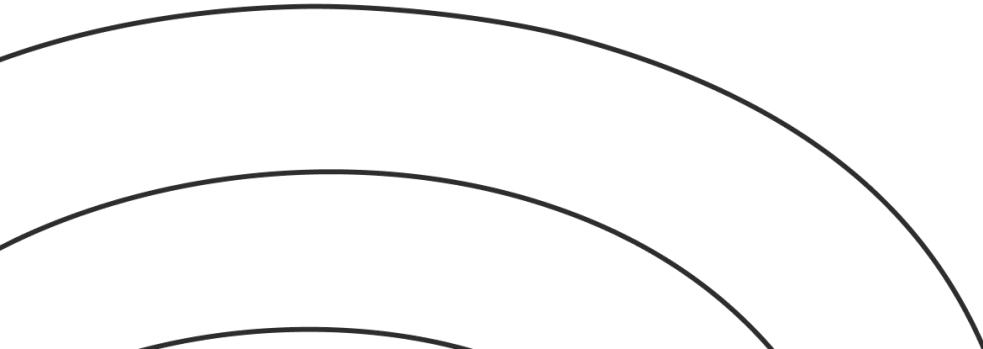
Pumpkin has developed the **end-to-end encryption** and **AI-based reputation protocol** with robust performance and innovation.

Pumpkin is the **first application** built on this protocol, and we plan to open it to other products in 2024.

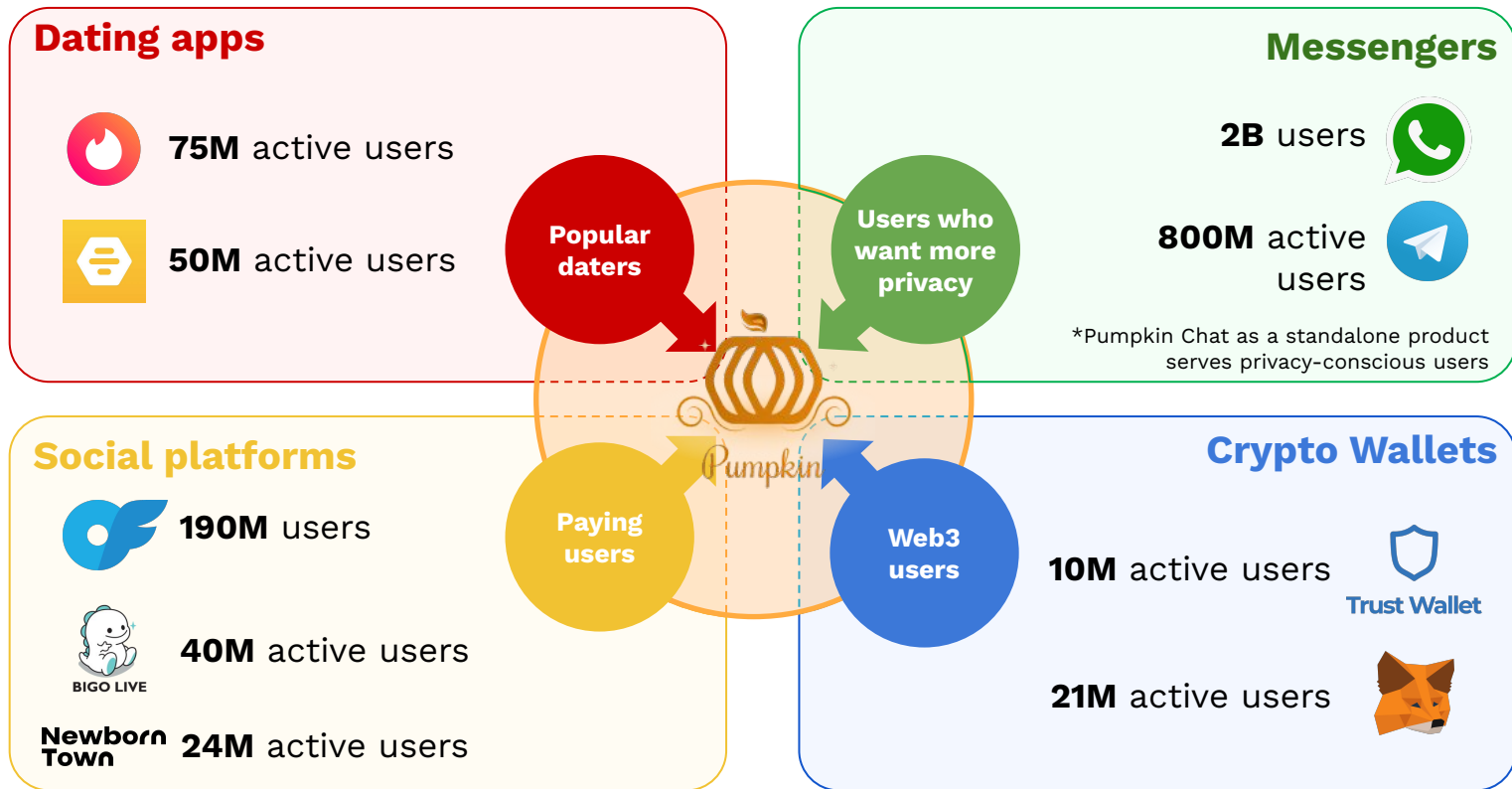


03

Marketing / Community



Target users: Social, entertainment & Web3 users



Multi-stage Marketing Plan

The ability to effectively tap into traffic is Pumpkin's secret weapon.

Stage 1

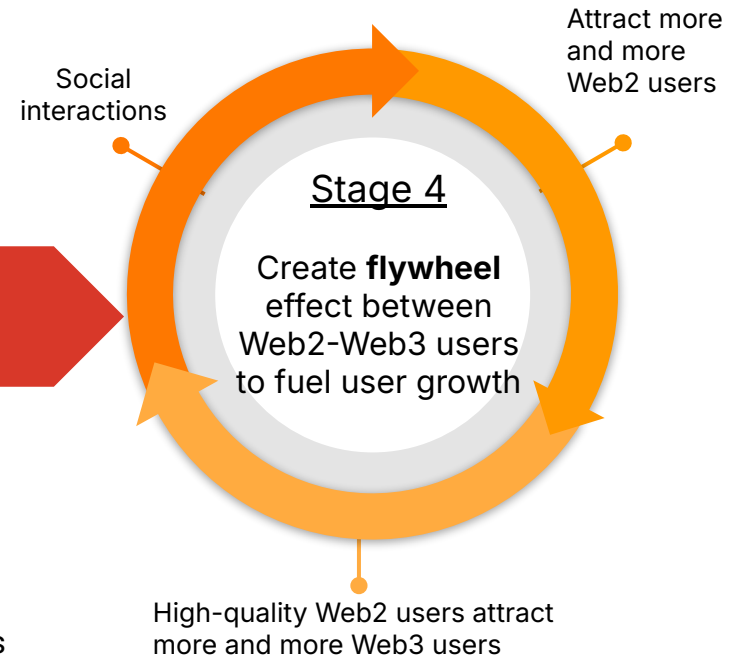
Vampire attack
Web2 social apps like Tiktok, Kuaishou, Sugo and Bigo, capture their paying users and convert them into Pumpkin!

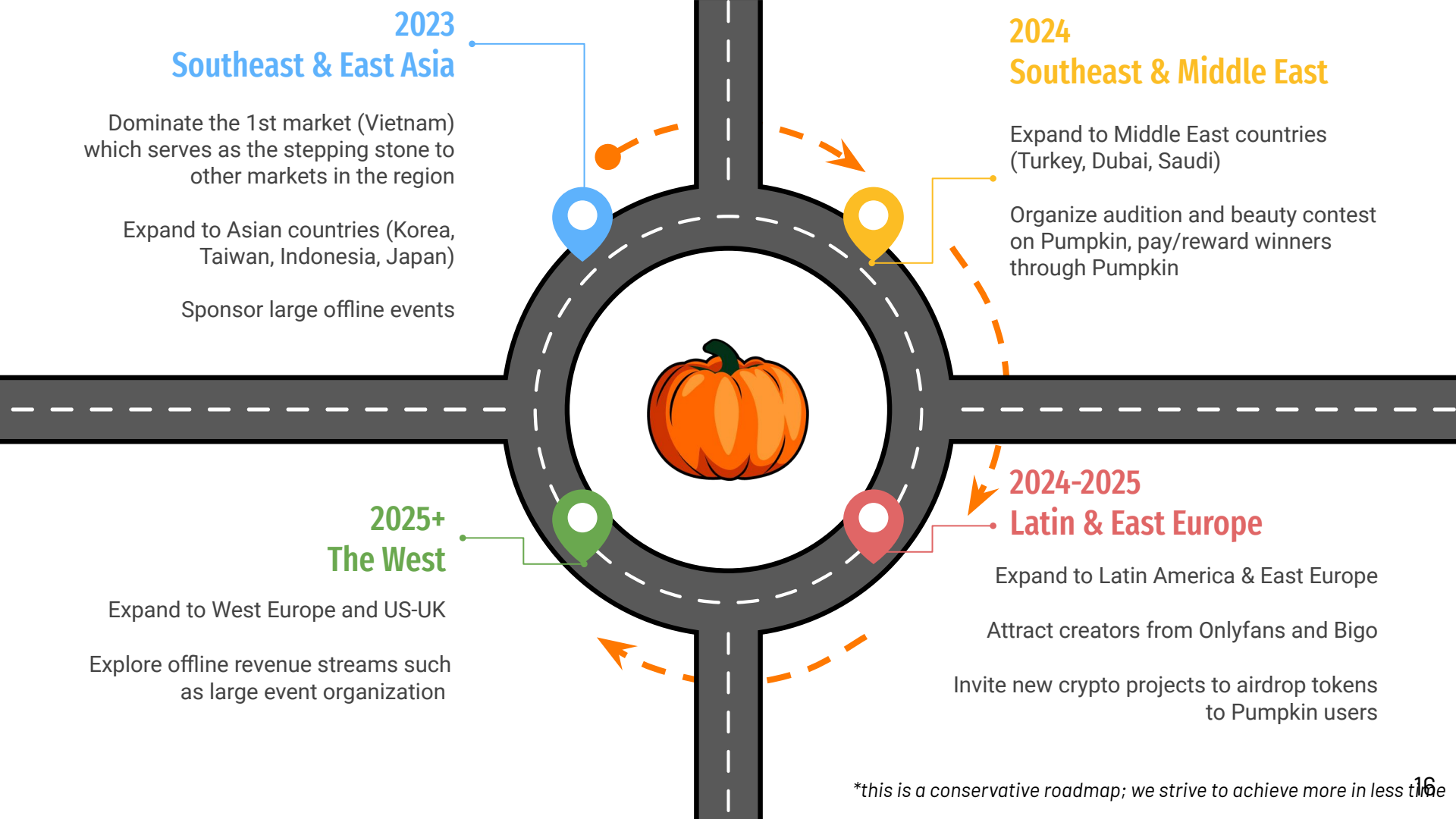
Stage 2

Growth hacking by promoting financial incentives for KOLs to invite all followers; build active communities; Advertise on Facebook, Google, and Telegram.

Stage 3

Launch Pumpkin Token, initiate Socialize-to-Earn airdrop campaign, attract web3 users to engage in social interactions with web2 users.





2023 Southeast & East Asia

Dominate the 1st market (Vietnam) which serves as the stepping stone to other markets in the region

Expand to Asian countries (Korea, Taiwan, Indonesia, Japan)

Sponsor large offline events

2024 Southeast & Middle East

Expand to Middle East countries (Turkey, Dubai, Saudi)

Organize audition and beauty contest on Pumpkin, pay/reward winners through Pumpkin

2025+ The West

Expand to West Europe and US-UK

Explore offline revenue streams such as large event organization

2024-2025 Latin & East Europe

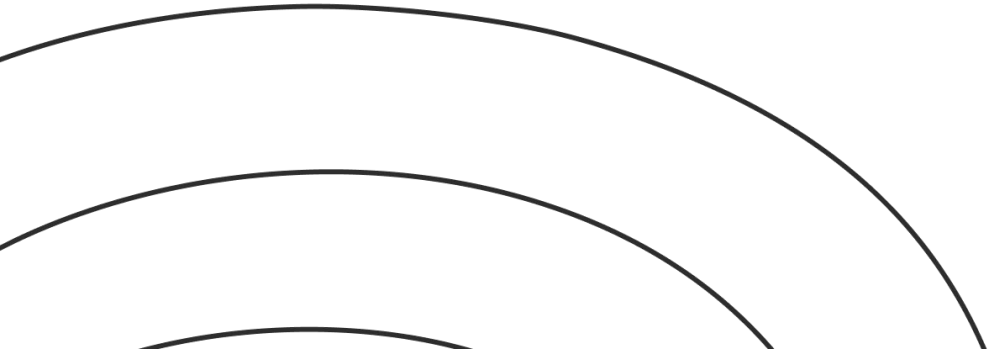
Expand to Latin America & East Europe

Attract creators from Onlyfans and Bigo

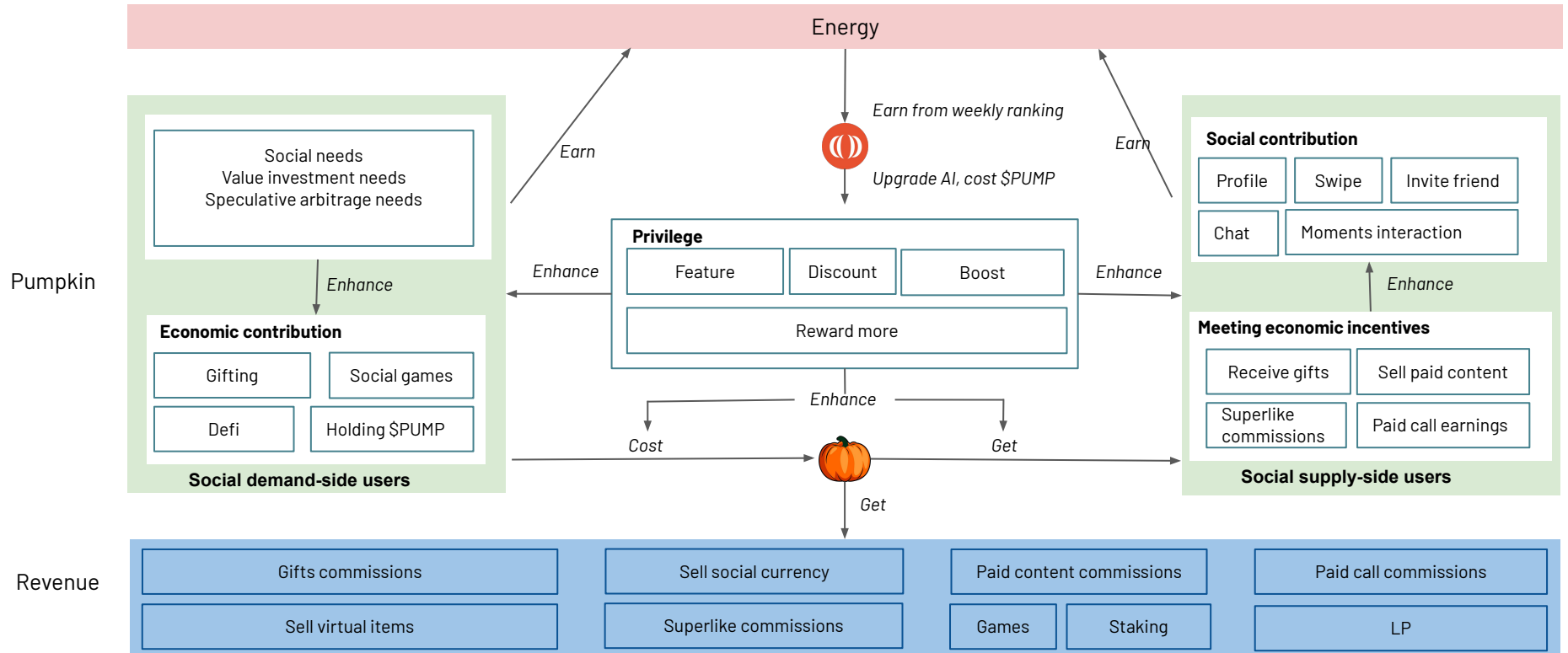
Invite new crypto projects to airdrop tokens to Pumpkin users

04

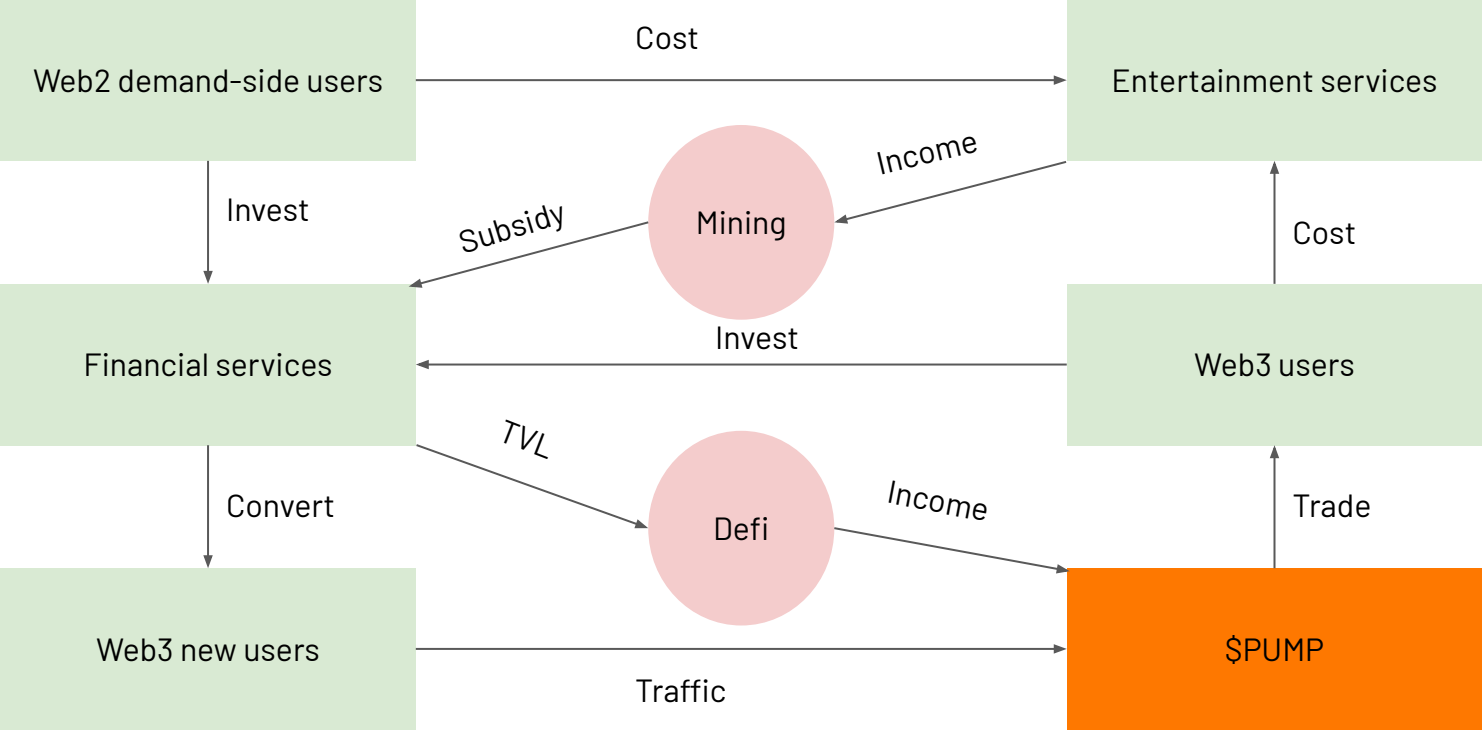
Business model



Business model

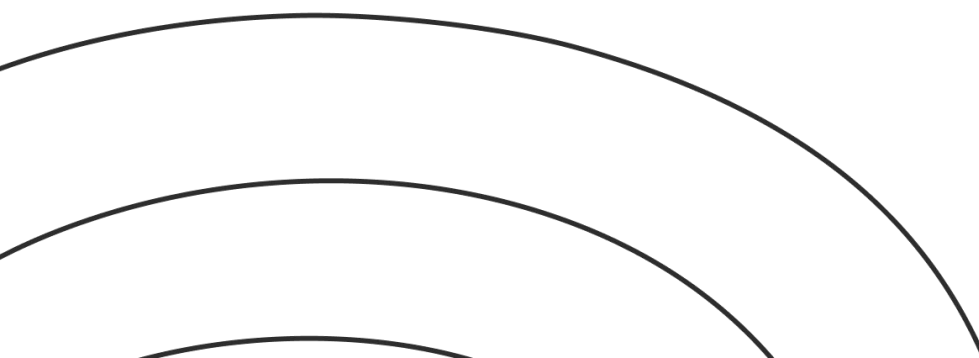


Business model creates social siphon effect

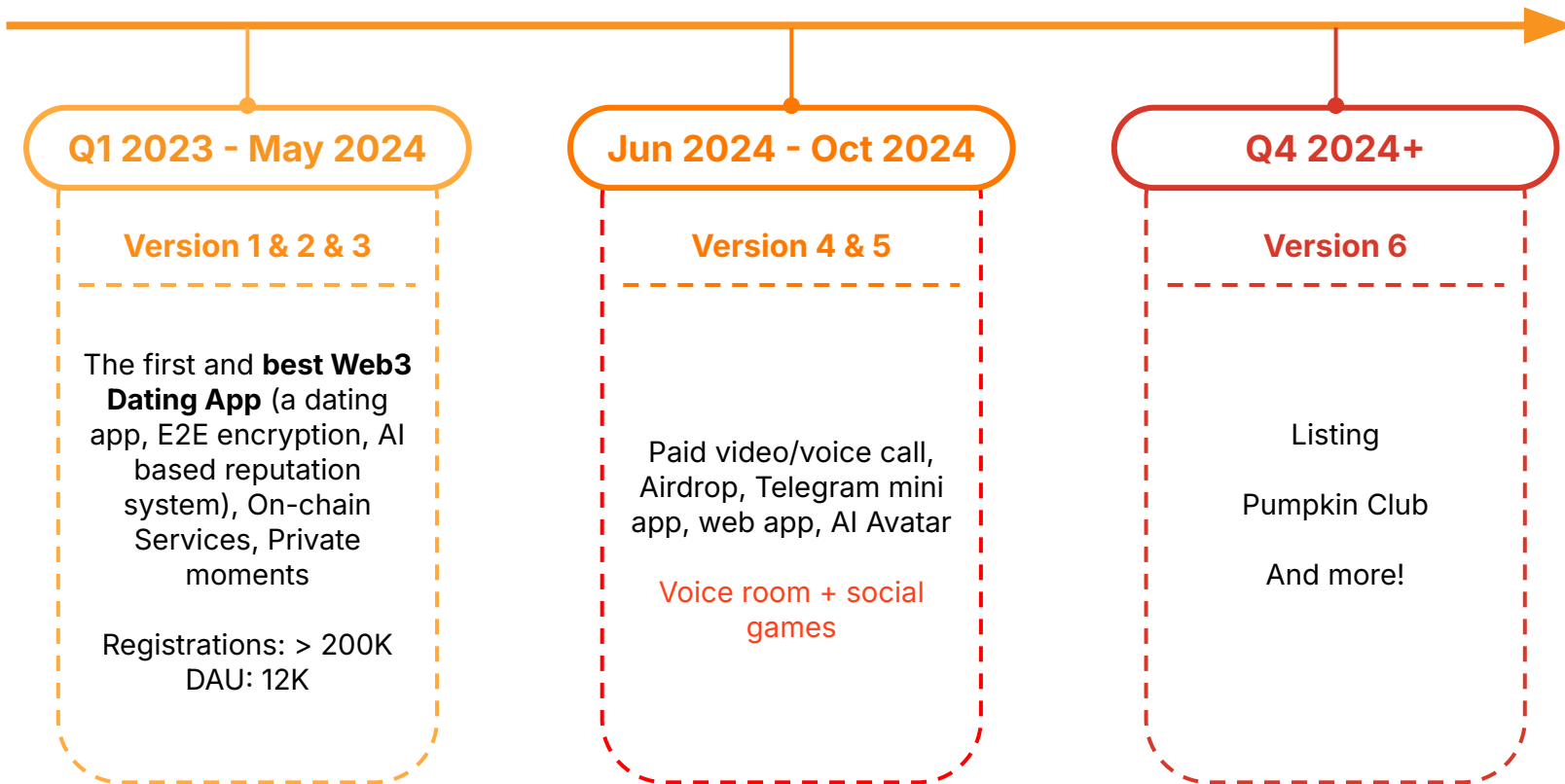


05

**Roadmap & Pumpkin
Token**



Roadmap



Pumpkin Token

Ticker: \$PUMP

Network: EVM & TON

\$PUMP is Pumpkin's utility token. It can be used to purchase special gifts, on-chain Superlikes, create clubs, and enhance the social experience. Additionally, \$PUMP can be used to upgrade AI Avatars, allowing you to create your AI twin and AI companion. Of course, it can also help you earn more money.

Token buy back

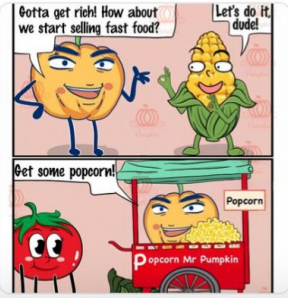
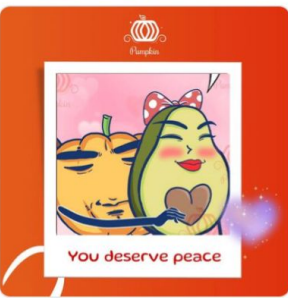
Starting from the 7th month after the TGE, Pumpkin will use 30% of its profits to buy back and burn \$PUMP until the total supply is reduced to less than half.



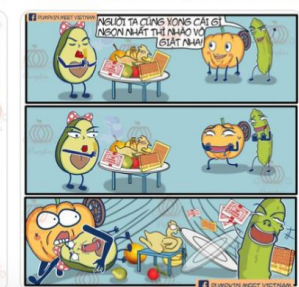
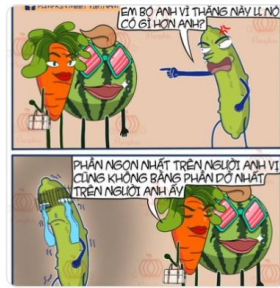
 **Thank you**



Appendix: Pumpkin meme



Appendix: Pumpkin meme



Appendix: User data leaks are common



ZHIYUAN SUN

DEC 14, 2022

Crypto users claim Gemini email leak occurred much earlier than first reported

Alleged reports of compromised emails began appearing as early as October.

Data of 235 million Twitter users leaked online

January 5, 2023 By [Pierluigi Paganini](#)

Binance Confirms Hacker Obtained Its Users' KYC Data from 3rd-Party Vendor

Aug 26, 2019 Wang Wei

Twitter confirms recent user data leak is from 2021 breach

By [Bill Toulas](#)

December 12, 2022

02:27 PM

0

WhatsApp data leaked - 500 million user records for sale online

Updated on: 24 February 2023 10



Jurgita Lapienyte, Chief Editor

OpenSea Reports Email Data Breach

An employee at an outside contractor tasked with managing OpenSea email newsletters copied the list of customer emails and shared it with an outside party, OpenSea says.

By [Sam Reynolds](#) Jun 30, 2022 at 11:41 a.m. Updated Jun 30, 2022 at 9:56 p.m.

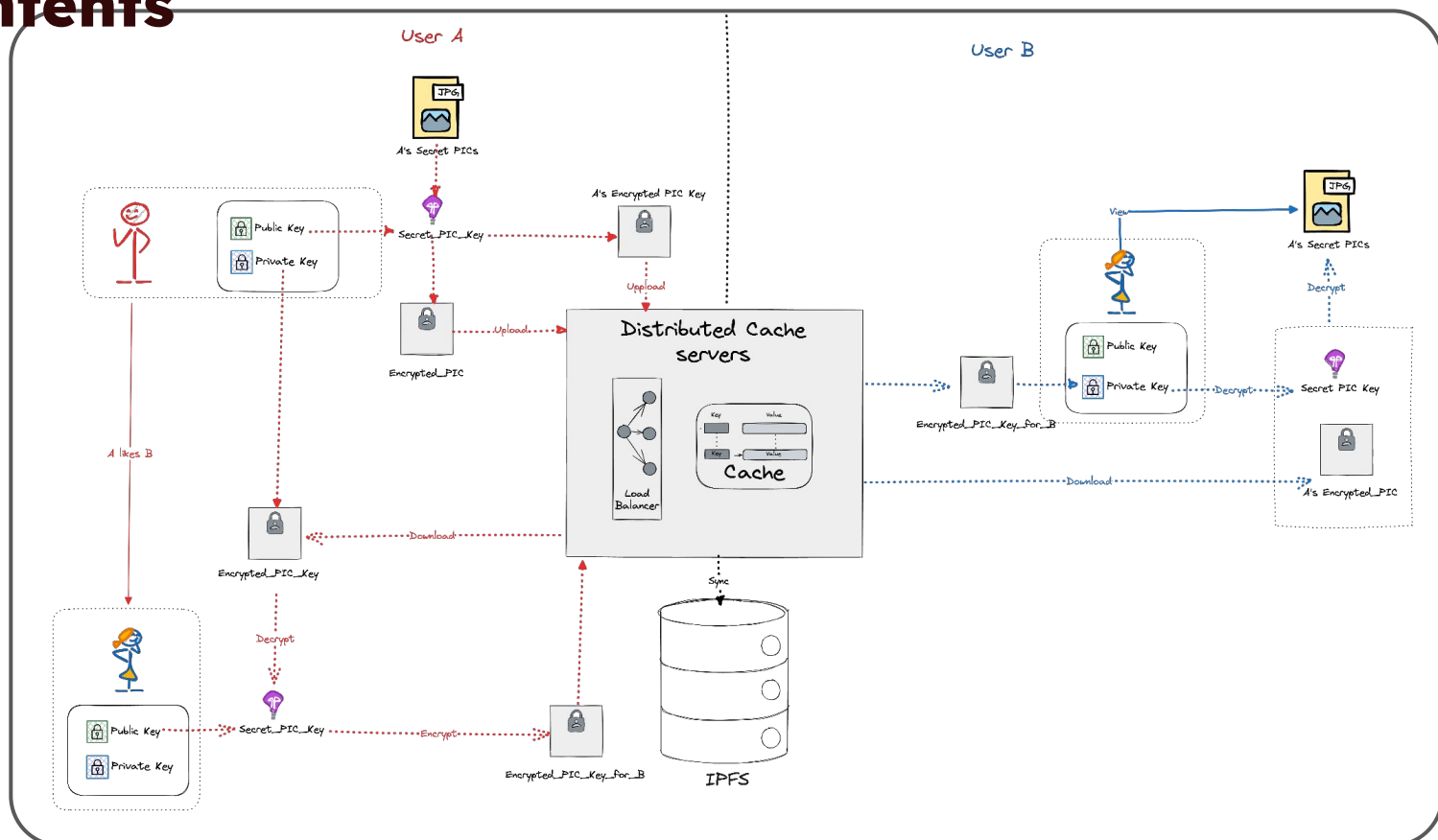
Half a billion Facebook users' information posted on hacking website, cyber experts say



By [Donie O'Sullivan](#), CNN Business
Updated 7:01 AM EDT, Mon April 5, 2021



Appendix: Privacy Contents



Appendix: Official links

Website: <https://www.pumpkin.xyz>

Telegram: https://t.me/pumpkinglobal_group

Twitter: https://twitter.com/pumpkin_global

Facebook: <https://www.facebook.com/pumpkin.global.official>

Facebook Vietnam: <https://www.facebook.com/pumpkin.vietnam>

Youtube: <https://www.youtube.com/@Pumpkin.global.official>

Instagram: <https://www.instagram.com/pumpkin.global.official>

Instagram Vietnam: https://www.instagram.com/pumpkin_vietnam

Threads: <https://www.threads.net/@pumpkin.global.official>

Tiktok: https://www.tiktok.com/@pumpkin_global

