



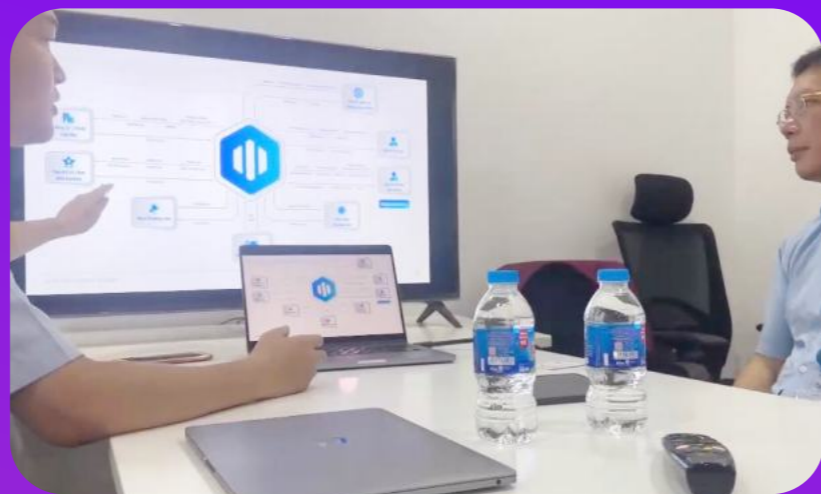
**Uniting Chains, Unleashing Potential**

# **Powering Web3 with ASDI's Data Layer Innovation**

**asdi.group**







# ASDI Group: Innovating for a Connected World

Our goal is simple: to empower communities, businesses, and individuals in the fast-evolving digital era. We believe in technology that's accessible, transformative, and bridges gaps.



## CERTIFICATE OF INCORPORATION OF A PRIVATE LIMITED COMPANY

Company Number **15170045**

The Registrar of Companies for England and Wales, hereby certifies that  
**ASDI GROUP LIMITED**

is this day incorporated under the Companies Act 2006 as a private company, that the company is limited by shares, and the situation of its registered office is in England and Wales.

Given at Companies House, Cardiff, on **27th September 2023**.

The above information was communicated by electronic means and authenticated by the Registrar of Companies under section 1115 of the Companies Act 2006



THE OFFICIAL SEAL OF THE REGISTRAR OF COMPANIES



Companies House



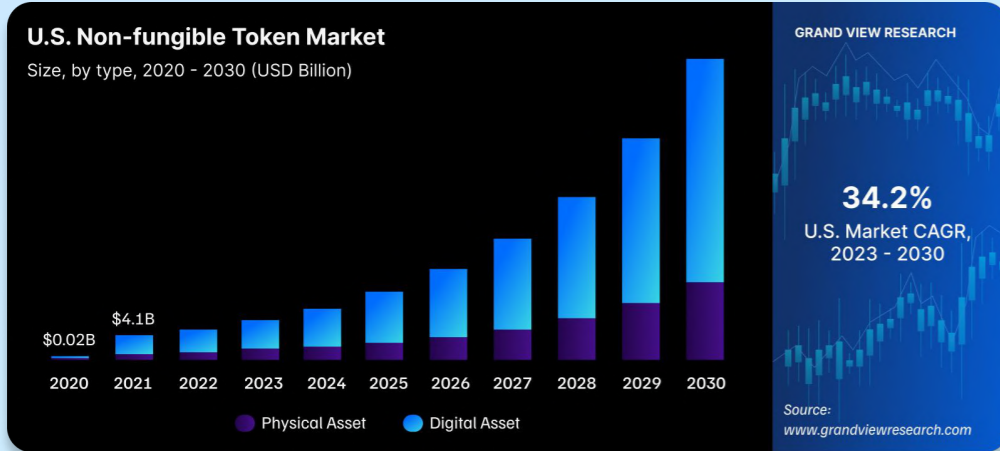


## Our Mission

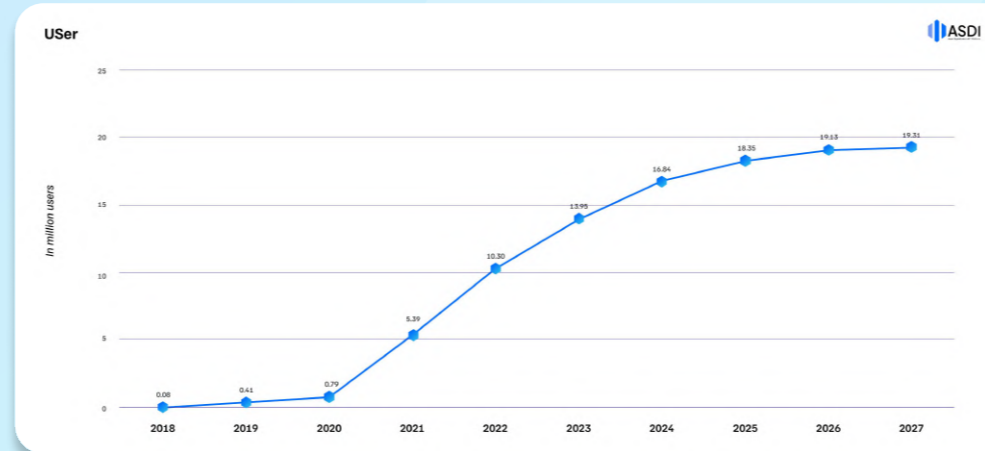
By integrating social media, DeFi, e-commerce, gaming, and NFT marketplaces into a seamless, user-friendly platform, ASDI aims to democratize access to technology, finance, and information, ensuring everyone can participate in and benefit from the digital economy



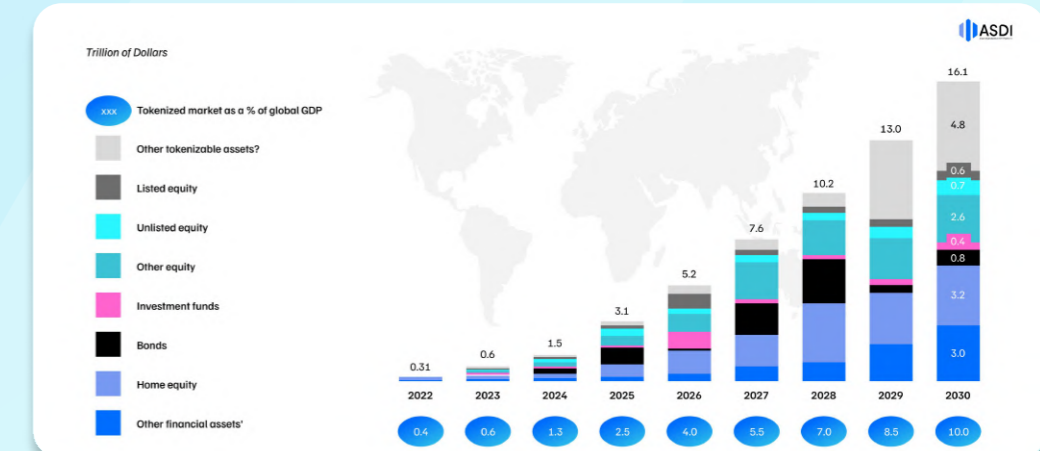
# Market overview



Grand View Research predicts a remarkable growth trajectory for the NFT market, with a compound annual growth rate (CAGR) of 34.2% between 2023 and 2030. This projection indicates that the market will reach a substantial valuation of USD 211.72 billion by the close of 2030.



Statista Market Insights anticipates a significant increase in the number of users in the NFT market, reaching approximately 19.31 million users by 2027



Tokenization of global illiquid assets estimated to be a \$16 Trillion business opportunity by 2030 (World Economic Forum – Global Agenda Council, BCG Analysis)

Source: Compiled

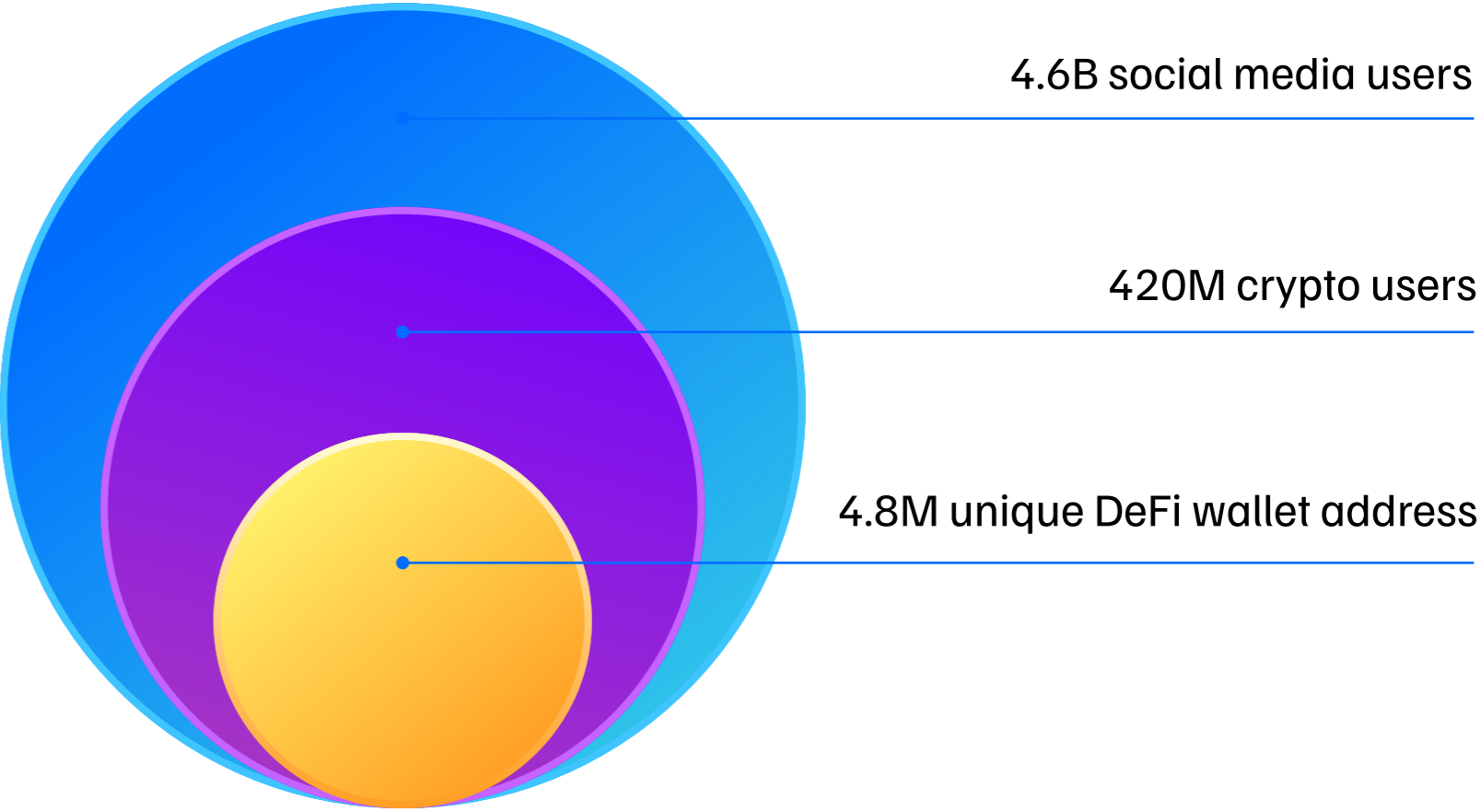
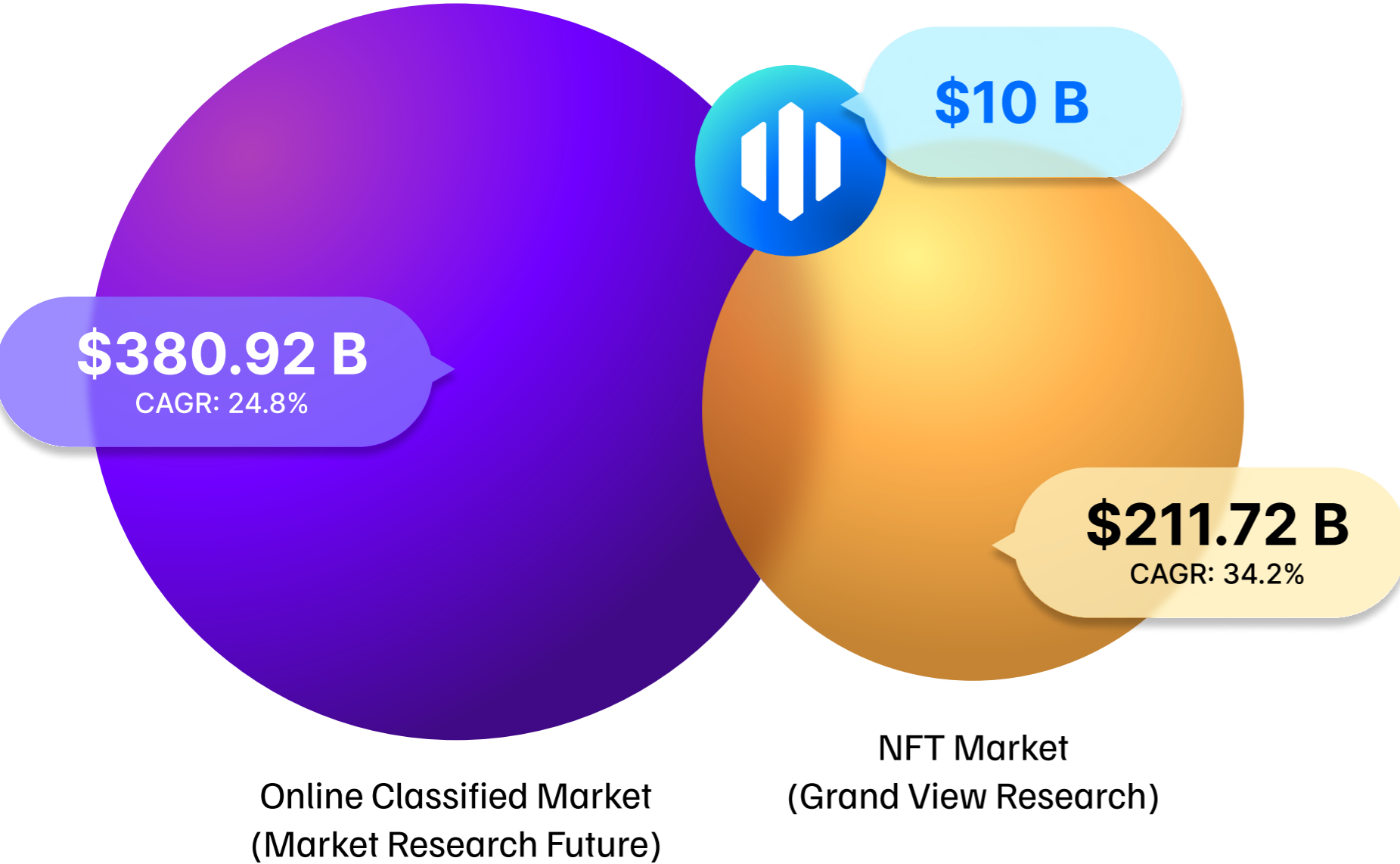




# Opportunity for Mass Adaptation

Forecast of market growth until 2030

1000x growth potential!





# Market Pain Points & Our Solutions

01

Fragmented social media experience with limited blockchain integration.



**A comprehensive social platform combining traditional social media features with unique blockchain-based incentives and educational opportunities**

02

Lack of integrated platforms for DeFi and asset management accessible to a broad audience.



**An all-in-one solution offering DAO, DEX, staking, mining, and a wallet, simplifying the DeFi experience for users**

03

Limited engagement and earning opportunities in the gaming sector.



**A play-to-earn gaming platform with diverse mini-games, offering both entertainment and financial rewards**

04

Inefficient and insecure online trading of physical goods.



**Online trading using NFTs as proxies for real-world items, ensuring secure and transparent transactions with KYC verification**



# Our Key Features

ASDI's ecosystem, merging social media, finance, e-commerce, gaming, and sustainability via blockchain goes beyond creating products—it pioneers an inclusive, accessible digital economy for everyone



## Soei

Social media redefined for Web3 engagement



## eRetail

Decentralized e-commerce for the digital era



## Farena

Next-gen blockchain gaming with real rewards



## Fairium

NFT marketplace and innovation launchpad



## Alumi

Decentralized finance and governance hub



## ASDI token

Universal utility token







# Soei

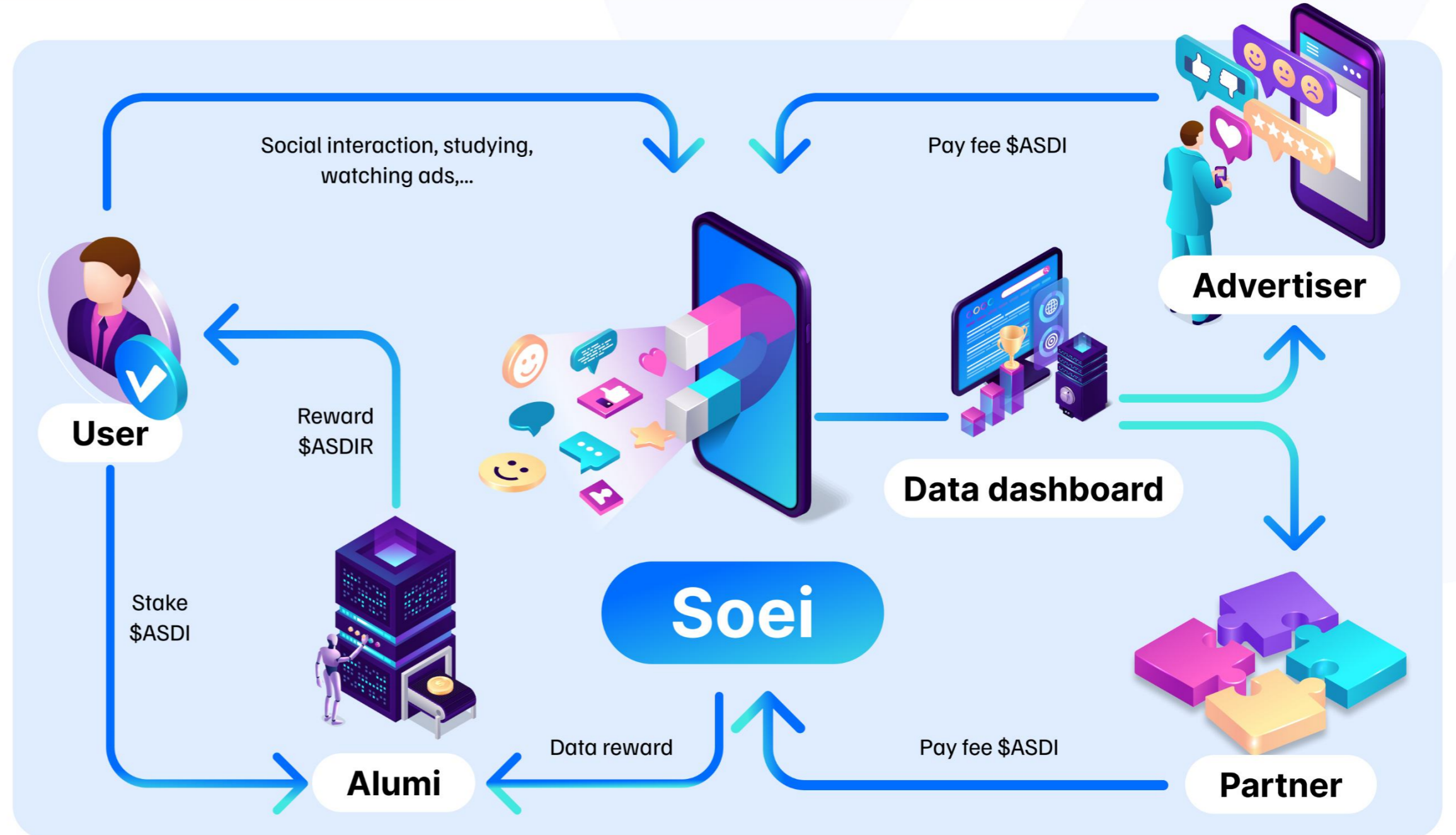
Empower your social connections with blockchain-enhanced networking and security.

Soei melds social networking with blockchain, offering interactive posts, rich profiles, secure chats, tailored ads, and 'Learn-to-Earn' modules for a unique, educational, and engaging user experience.

#SocialFi

#LearnToEarn

#DeSoc







# eRetail

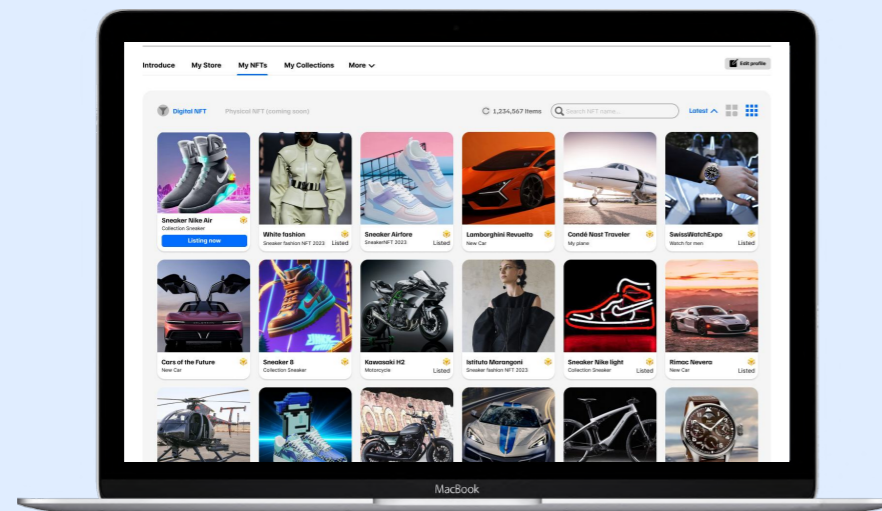
The Future of Web3  
Commerce

eRetail aims to revolutionize the e-commerce landscape by leveraging blockchain technology, NFTs, and digital identity to enhance transaction security for businesses, individuals, and organizations

#Web3Shopping

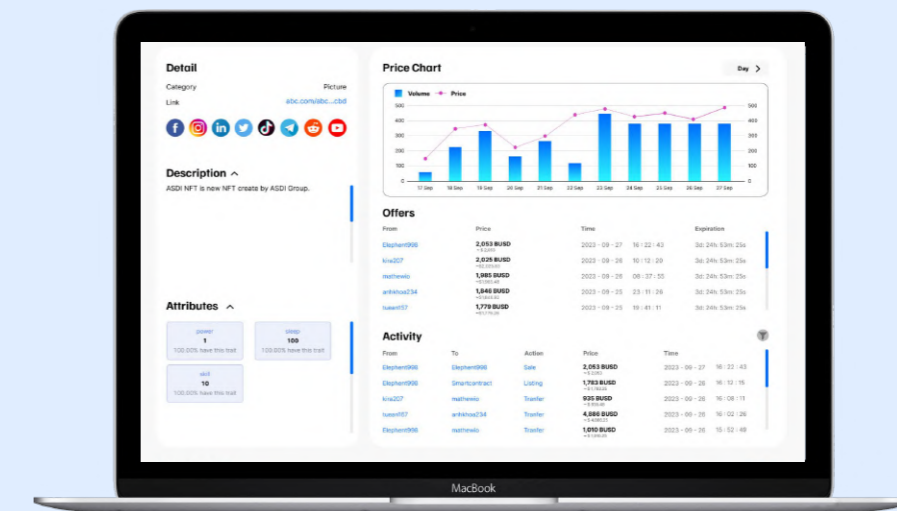
#DeCommerce

## How It Works



### Marketplace Dynamics:

eRetail offers a unique marketplace for purchasing, selling, and trading both digital and real-world goods through NFTs. Electronic items such as game cards and e-books, along with tangible products are represented as virtual NFTs.



### Secure Transactions:

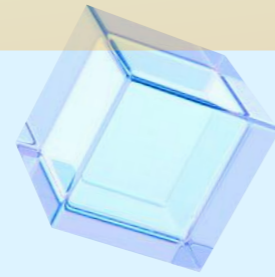
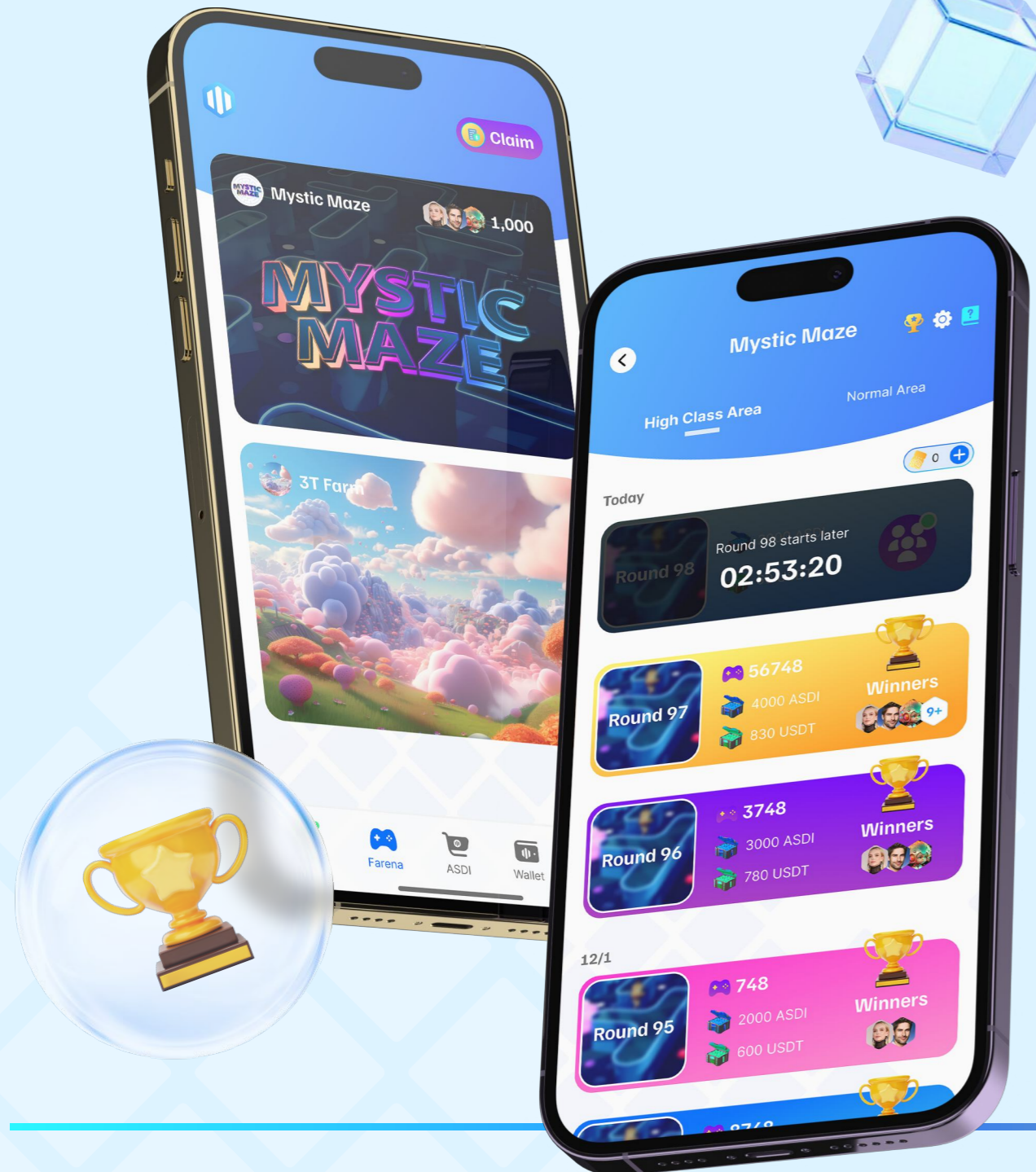
By acquiring an NFT on eRetail, customers are guaranteed ownership of the physical asset it represents, merging the digital with the real in a secure, transparent manner.







# Farena - Revolutionizing Gaming with Blockchain



A groundbreaking platform that blends traditional gaming fun with the cutting-edge technology of blockchain



Daily Quests & Epic Battles



Blockchain Integration



Diverse Game Selection



Community-Powered Events



True Asset Ownership



Build, Compete, Grow





# Fairium - Unleashing the Power of NFTs and Innovation

Introducing Fairium, a pioneering platform designed to redefine your experience with NFTs and blockchain project launches.

## A Gateway to Digital Mastery

- Curated Collections
- Fluid Marketplace

## Launchpad for Pioneers

- Exclusive Access
- Community Driven

## Integrity at the Core

- Ensured Safety







# Alumi - The Core Engine of ASDI's Innovation

Dive into the future of decentralized finance with Alumi, where innovation meets security. Your gateway to a smarter, safer blockchain experience



DAO



Wallet



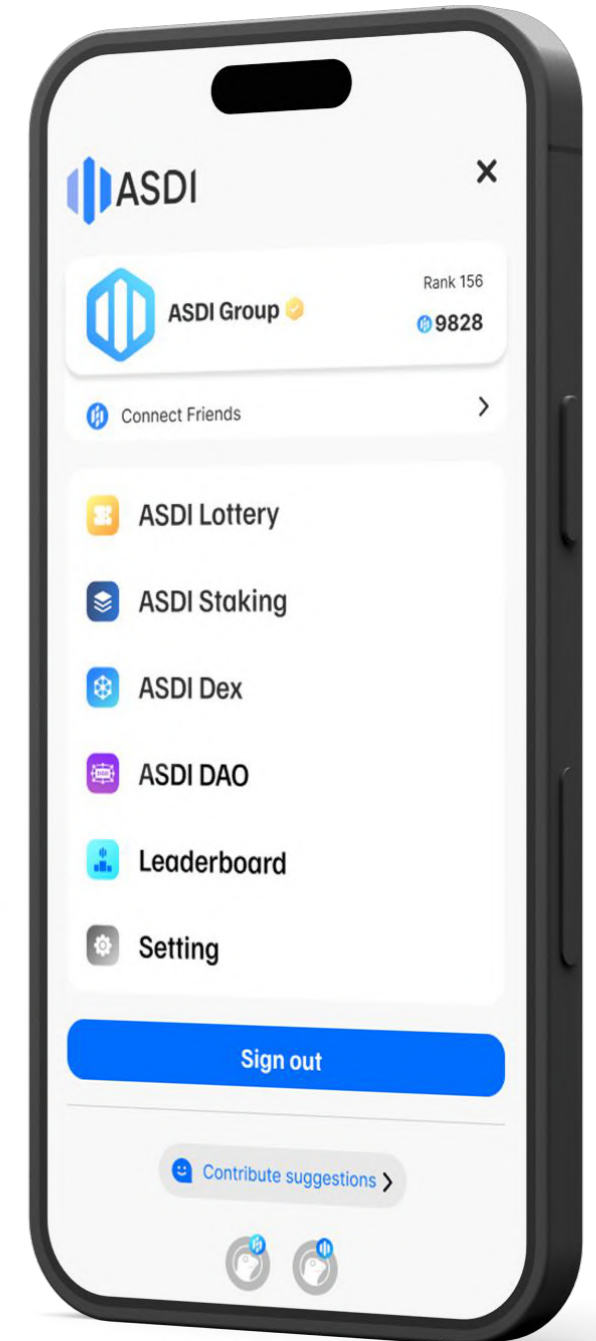
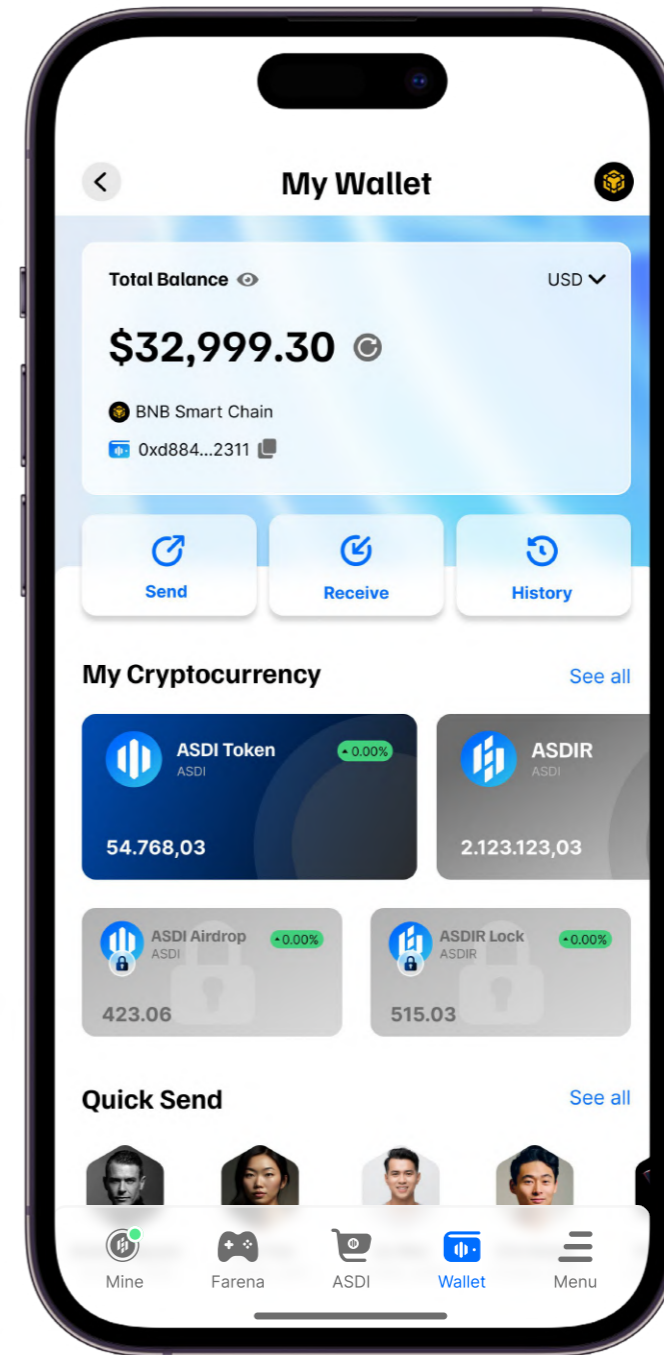
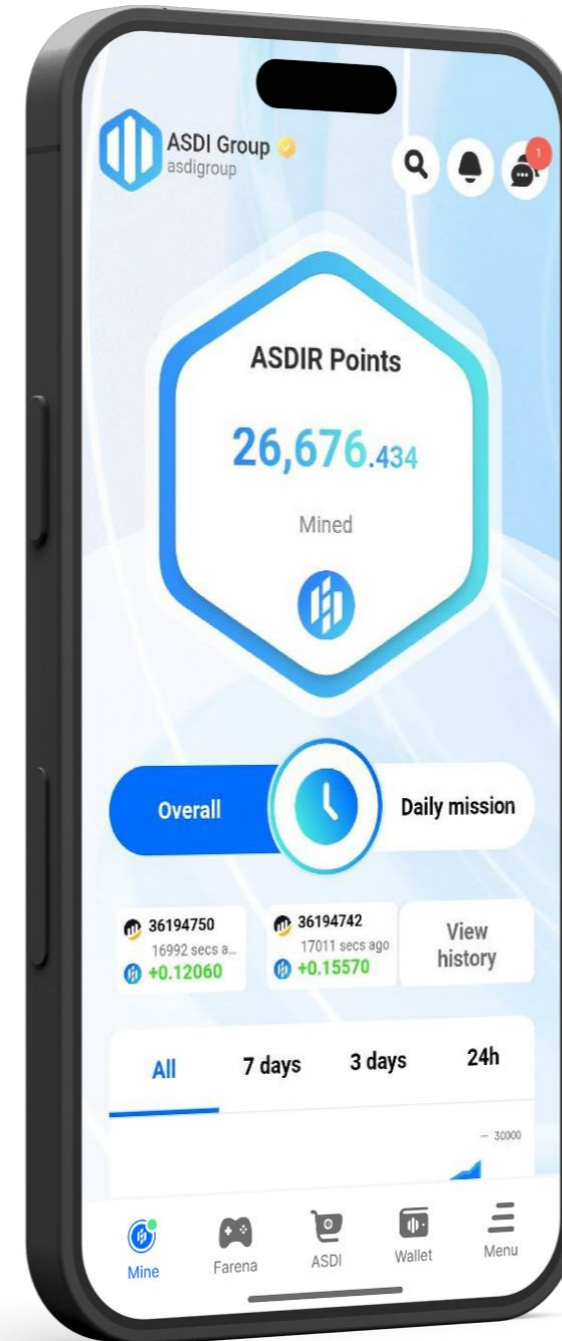
Staking



Mining



DEX







# ASDI token - Universal utility token for DeFi

## Key token metrics

<b>\$ASDI</b>	<b>1,000,000,000</b>	<b>275,000,000</b>
Ticker	Total Supply	Token for Sale 27.5%

## Multi-chain (powered by LayerZero)

Blockchain Network



Governance



Staking & Framing



Network & Product Fees



Payments & Transactions



Discounts & Cashbacks

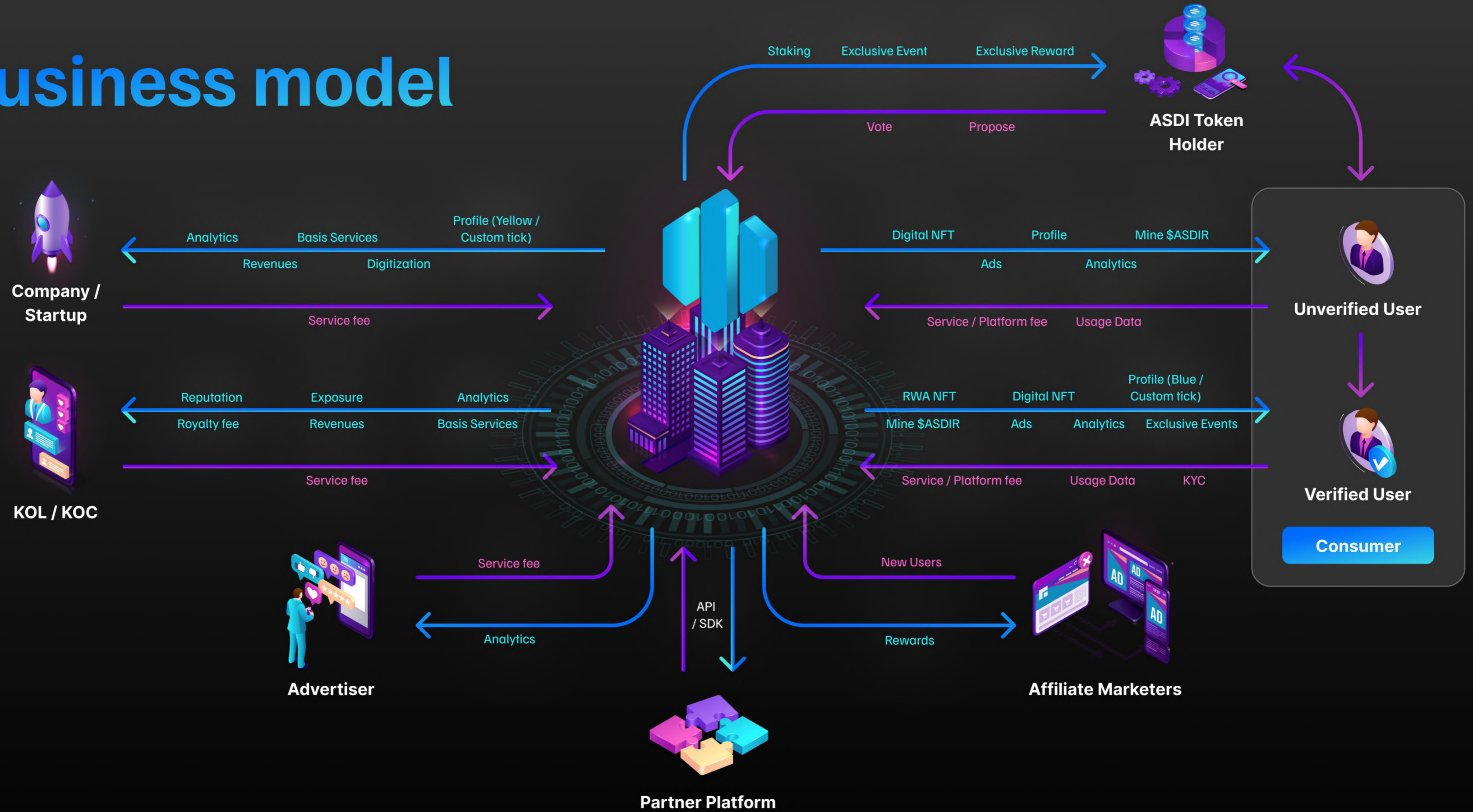


Buyback & Burn



Community Reward

# Business model





## Go-to-market Strategy

# What

The gateway for the transition from Web2 to Web3 with various products/services:

The ASDIR loyalty point accumulation mechanism

A platform that facilitates connecting businesses with target customers

Digitalization of assets

A digital asset trading marketplace platform

Entertainment products for everyone

Digital social sharing platform





# Who

## Primary Target market

**Investor:** Favorable investment opportunities for anyone

**Creator:** Utilize your creativity limitlessly

**Newcomers to Web3:** An accessible platform for entry

**Traditional Business/Brands:** To expand the business field, convert data and users from traditional to digital environment, or the ability to access target customers through the benefits of Web3

**Trader:** Infinite Marketplace earning opportunities and earning activities in the ecosystem

**Celebrities/Influencers:** Desire to expand the ability to reach various forms of positive interaction with the fan community.

**Community owner/MLM leader:** The need to expand the community through learn-to-earn activities and a point accumulation program

## Customer Audience

Millennials, 24-50  
Male 70% Female 30%

## Region

ASEAN, Korea, China,  
Turkey, Brazil, India



# How

## Early airdrop and activities to encourage community engagement:

Through a reward mechanism that accumulates points when users engage in positive interactions on the platform. Along with investment activities, playing games to receive direct rewards on the platform.

## Community Building & AMAs:

Foster user engagement and brand reputation through X, Telegram and Discord groups, hosting AMAs, competitions, and giveaways.

## Guerrilla Marketing:

Utilize viral content, social media, crypto forums, and Twitter personalities for a memorable and impactful brand presence.

## Press Releases & Partnerships:

Engage with top-tier news portals and form strategic partnerships (e.g., Fantom, Arbitrum, Polygon) to promote visibility and credibility. Integrate, collaborate and cross-marketing with traditional businesses or brands.

## Multi-Platform Advertising & SEO:

Target potential users via Google, Facebook, Twitter, Instagram, and Coinzilla ads, and focus on SEO and backlink building for organic traffic and long-term growth.

## KOLs & Influencers:

Collaborate with key opinion leaders and crypto influencers to drive platform adoption and receive valuable feedback.





# Traction

Rapid Growth: Witnessing exponential user engagement and transaction volumes, ASDI showcases remarkable traction within the blockchain community.

130,000+  
Users

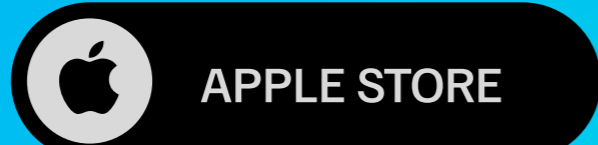
200,000+  
Wallet connected

70M+  
Interaction

150+  
Country of access

94%  
DAUs

5.0★  
14.7K+ reviews



**David Baroi**  
★★★★★ February 21, 2024  
The project is great very professionally and has a clear development plan. Made by a very professional and experienced team. Without a doubt, this is one of the best projects.

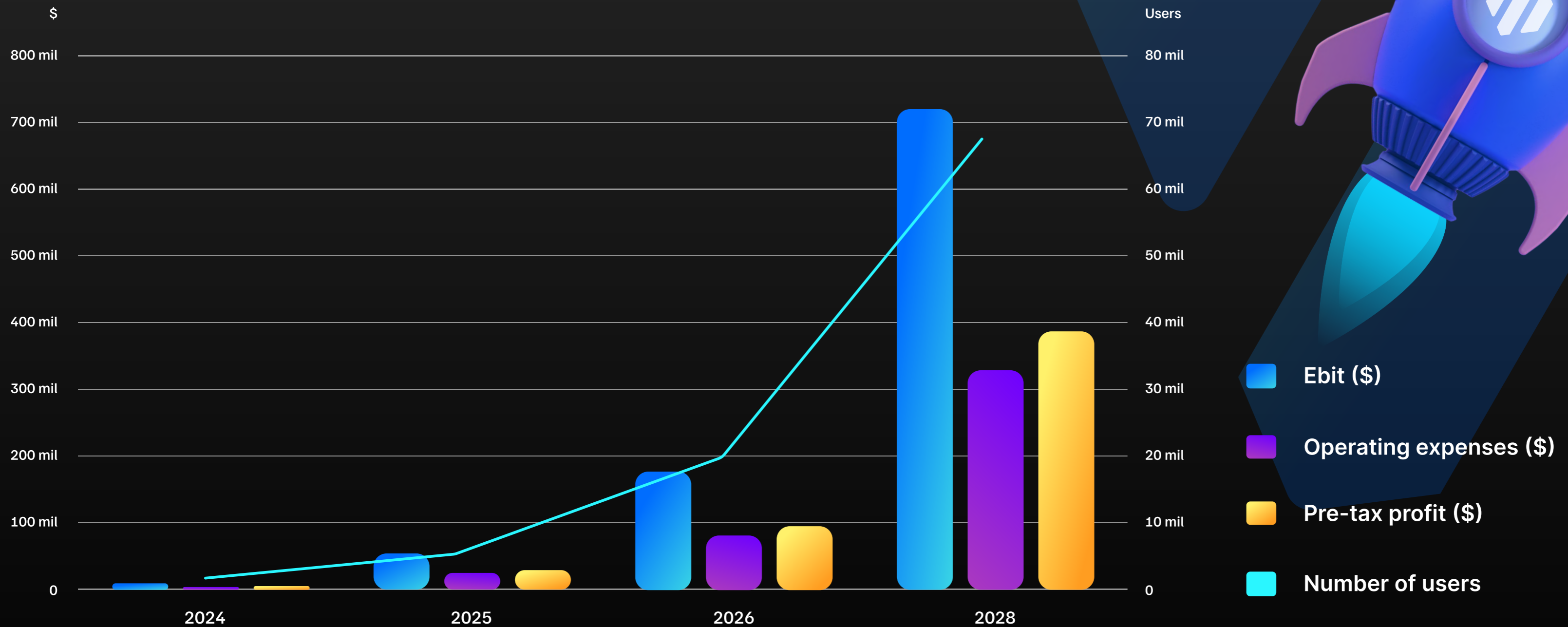
★★★★★  
**dertypenguin, 02/21/2024**  
**Easy and neat**  
Haven't had a problem with the app so far. I like that they continuously release updates to keep the app fresh

**Ebiye Osakwe**  
★★★★★ February 21, 2024  
I have been on the app for some months, and I have not experienced any major glitch. I love it!





# Finance



*The numbers are less important than the underlying model and assumptions*

# Milestone and Future

- Market research, project concept, and sketching of operating models.
- Form a development team.
- Launch Official Website
- Create Social media channels

- Digital NFT Marketplace (testnet)
- Education product (testnet)

- Soei - User profile
- Alumi - Mine ASDIR
- ASDI App Available at App Store & Google Play
- Soei - Message
- Official Website ver 2

- New product system and design
- Update Earn ASDIR mechanism
- Affiliate, notifications, search
- Wallet
- Daily mission, Integration Ads
- Multi-modal login (web2 & web3)
- Multimodal security (biometrics, email, 3rd party security code)
- Trust score Reward

- Share reward
- Soei - Social network (news feed, post, personal page, action,...)
- Update message and notifications
- TIP
- Farena: Mystic Maze & 3T Farm
- Alumi: Investment, staking, farming
- Fairium: integration NFT marketplace
- Integration Education
- IDO & Listing (estimated)

Q2-2022

Q1-Q2/2023

Q3-Q4/2023

Q1-Q2/2024

Q3-Q4/2024

- Soei - integration Story, Video
- Soei - KYC user
- eRetail - Create RWA NFT
- eRetail - Raiting system

- Alumi - integration Dex
- eRetail - P2P Trading system
- eRetail (testnet)

- eRetail (mainnet)
- Alumi - DAO

- Alumi - split NFT
- Alumi - merge NFT
- Alumi - integration NFT investment

- Improve UX-UI
- Expand more chains, markets
- Developing AI on the App
- Metaverse Development

Q1-Q2/2025

Q3-Q4/2025

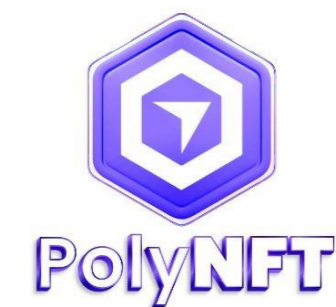
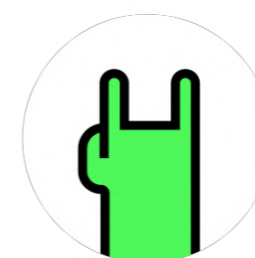
2026

2027

2028



# Investors & Partners



# Advisor Board



**Dr. Lien Vu Hoang**  
Chairman of the Advisory Board  
President of Vietnam Internet Association. Honored as one of the three people with the most merit and influence on the Internet and IT in Vietnam in the past 20 years.




**Dr. Hoang Chu Duc**  
Product Advisor  
Chief of Office at the National Fund for Technology Innovation, Ministry of Science and Technology; Vice Chairman of Vietnam Association of Young Science and Technology Intellectuals



**Mr. David Parrish**  
Finance Advisor  
Co-Founder of Vertex Labs. COO of an offshore boutique private bank and as a Senior Partner at a leading hedge fund in London



**Mr. Joe Batchelor**  
Strategic Advisor  
Founding Partner of Satsuma Capital. Joe is an experienced Investment specialist in Technology across Hardware, Software, Consumer and Internet public and private Equity



**Dr. Tuan Dang Minh**  
Technology Advisor  
Director of the Applied Technology Research Institute at CMC Corporation; Head of the Blockchain Lab at the Posts and Telecommunications Institute of Technology & Chairman of the Vietnam Blockchain Union.



**Assoc. Prof. Khoi Nguyen Viet**  
Strategic Advisor  
Director of the Institute of Skills Education and Creative Intelligence, a lecturer at the Faculty of Economics and International Business at Vietnam National University.



**M.S. Thuan Nguyen Thi**  
Legal Advisor  
Master of Law. Deputy Director at Patheon Law, an international legal services provider



# Meet the Team



**Mathew Anthony**  
Founder & CEO



Successful Business developer and CEO of 2 companies with assets capitalization of more than **\$10 million**. Mathew has over **10 years** of experience in the blockchain & cryptocurrency.



**Louis Philip**  
Co-founder & CTO



**10 years** of experience in IT as a developer, system administrator, software architect, and security expert, especially in finance, e-commerce & e-wallet.



**Ivy Bella**  
Head of Product

**9 years** of experience in product management and development at large multinational technology corporations.



**Alex Cao**  
Chief Marketing Officer

Development of projects across many countries with **7 years** of experience in digital marketing and product development within the blockchain industry.



**Danya Riny**  
Business Development Manager

**6 years** of experience in the cryptocurrency market, **4 years** of experience as BDM

**30+**

**Team members**





# Join us in Building the Future of the World

Official website: <https://asdi.group>

X: [https://x.com/asdi\\_io](https://x.com/asdi_io)

Telegram group: [https://t.me/asdi\\_io](https://t.me/asdi_io)

Telegram channel: [https://t.me/asdi\\_ann](https://t.me/asdi_ann)

Founder email: [mathew@asdi.foundation](mailto:mathew@asdi.foundation)