Dens Akoka — June 15, 2022 (last update: March 26, 2024)

A Highly Scalable Decentralised Social Network Built On The Web3.

Community. Decentralised.

Built on

Started

4

months ago

30+ features

in the pipeline for web3 content creators

Over

400

alpha testers on MultiversX devnet

Over

8 features

working and using web3/blockchain integrations

calileo

Over

700

EGLD in volume with our NFTs

1,000

interactions

2

crypto supported
(EDLD & USDC)

Over

6,000

followers and
community members

Decentralised social platform for
web3 content creators

Over

500

wallets holding our community NFTs

Over

100

tips in crypto sent

SocialFi Market Opportunity & Size

SocialFi Now

$4.6 m

of investment early 2024*

*According to Cointelegraph

SocialFi Now

$3.5 bn

of market valuation*

*According to Messari

SocialFi Now

1.2 m

users on trendy SocialFi platforms*

*According to Dune

Now vs Then

SocialFi Future

$30 bn

of market valuation by 2025*

*According to BeInCrypto

SocialFi Future

$1.1 tn

of market valuation by 2030*

*According to a report by McKinsey & Company

Web3 Future

2 bn

web3 users by 2025*

*According to Circle's CEO

This represents a significant opportunity for SocialFi platforms to enter the market.
SocialFi platforms can provide new ways for creators to monetise their work and build relationships with their fans.
SocialFi platforms can help to create a more decentralised and engaging social media experience.

Introducing Calileo

Revolutionary Social Network: Calileo redefines decentralised social media, focusing on scalability, user experience, and mainstream adoption.

Empowering Creators: Offers robust security, decentralisation, and mechanisms ensuring privacy, freedom of speech, and fair monetisation.

Innovative and Adaptive: Features user-driven governance, customisable content filters, web3/ blockchain integrations, and so forth.

Sustainable Architecture: Built on MultiversX, Calileo ensures high scalability and sustainability, supporting extensive user interaction and content creation.

Vision & Mission: Why Calileo, Why Now?

Why Now?

- Web2 Socials: **Lack of control**, poor monetisation, and privacy concerns.
- SocialFi's potential is slowed down by **subpar features** and user experience.
- Calileo: User **autonomy**, creative **freedom**, and community rewards.

Our Direction:

- Pioneering SocialFi: Blending blockchain innovation with a **user-centric** design.
- Creator Empowerment: **Facilitating** on-chain content and **equitable** earnings.
- Community Collaboration: Encouraging **shared projects** and rewards.

The Urgency:

- Cultural Shift: **Growing demand** for digital ownership and creative freedoms.
- Market Gap: Existing platforms' **failure** to offer user control and fair rewards.
- SocialFi Evolution: The expansion underscores Calileo's **timely relevance**.

"Calileo envisions a social platform where user empowerment, creative freedom, and community-driven innovation set the foundation for a new era of social engagement."

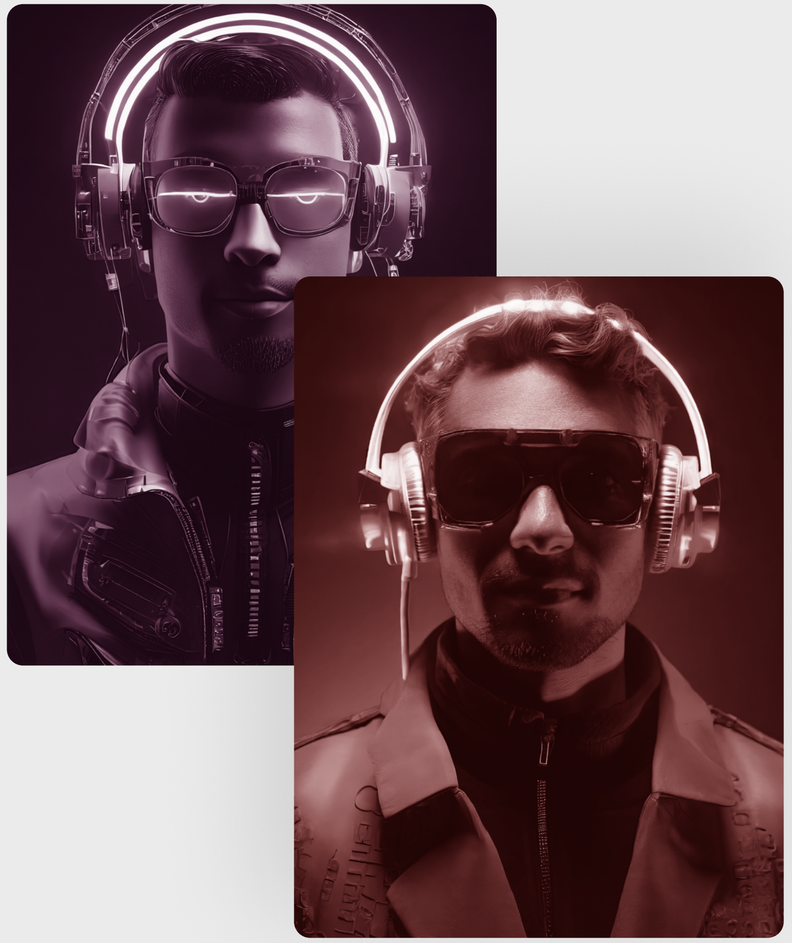
The Problem We're Solving

Centralisation of Social Media: **No say** in the decision-making processes of the platform. **Controlling** algorithm.

Data Sovereignty: Users **lack ownership**, transparency, and **control** over their personal data on traditional social platforms.

Revenue Limits: Centralised platforms **restrict content creators** from maximising their earning potential.

Exploitative Practices: Existing platforms have been **exploitative**, not community-centred.



Solution

Our Solution: Calileo

New-Age Social Media

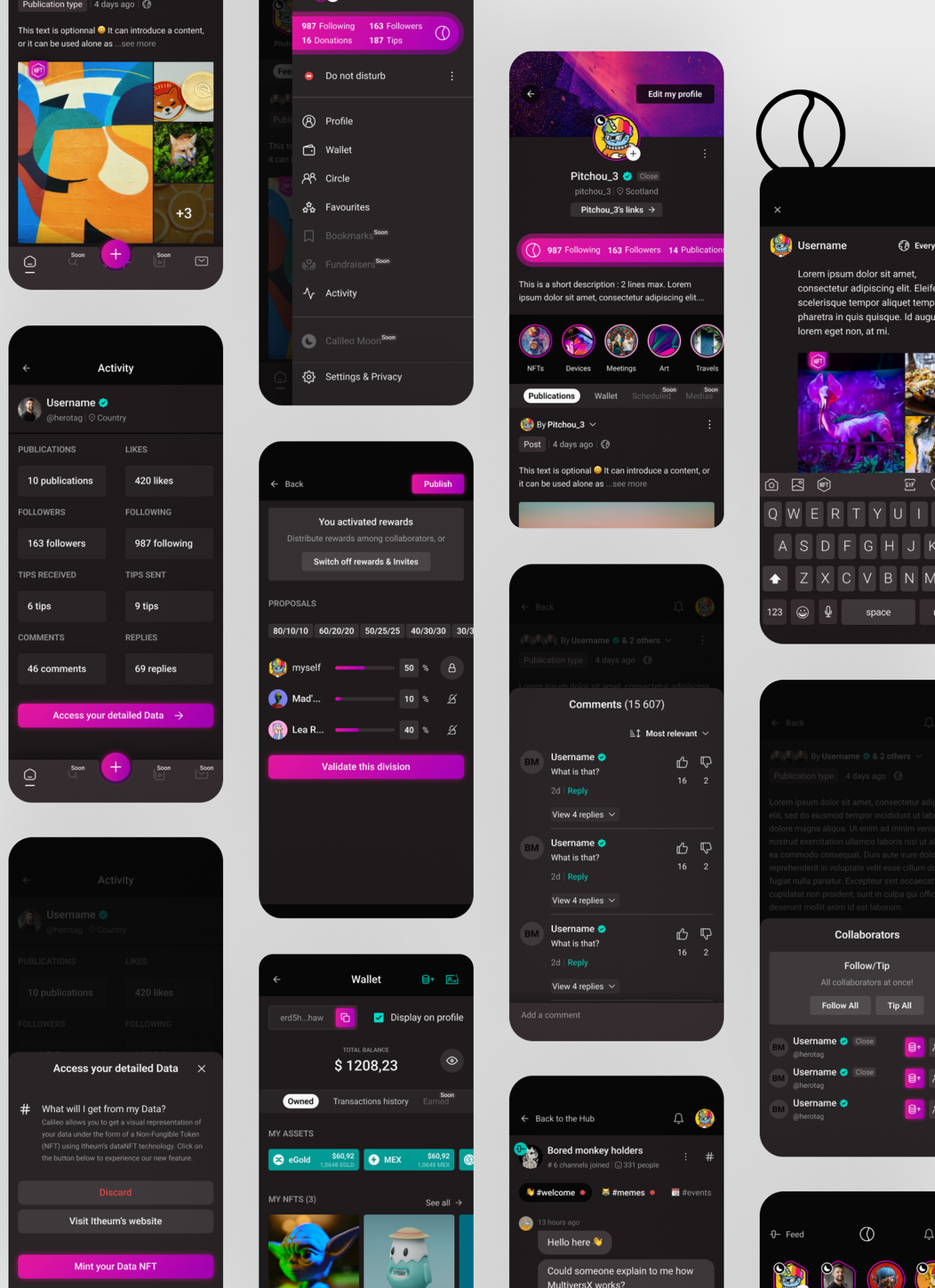
Beyond a platform; a decentralised, transparent, and enriched social experience.

User Empowerment:

Blend of blockchain and user design, enabling monetised content and privacy.

Data NFT Ecosystem:

Integration of MultiversX and Itheum, turning interactions into tangible assets.



Value Proposition

Calileo: Harnessing the demand for decentralised social media by delivering unparalleled user control, creative freedom, and equitable monetisation in one dynamic platform.

Cool Web3 Features

Alpha Features (Now Live):

Personalised Social Profiles: Central hub for user identity and interactions.

Monetisation: Direct token tipping for content creators.

Content Safety: Automated moderation ensures a respectful online environment.

Collaborative Publishing: Share content and token tips among contributors.

On-chain Content Creation: Absolute content ownership and transparency.

Integrated Wallet: Centralised financial interactions within the platform.

Engagement Hubs: Comment sections for richer user discussions.

Hackathon Project: Data NFTs and visual social mapping, enhancing user insights.

Hackathon Project

Calileo Social Data

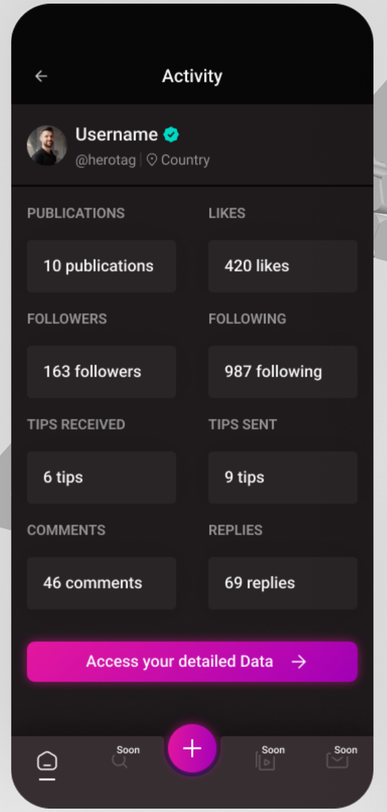
Place: 2nd At The MultiversX Hackathon

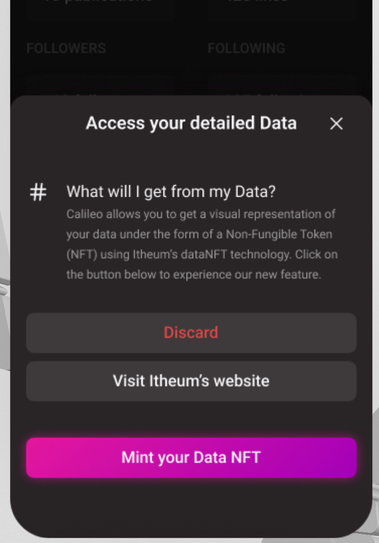
Innovative Integration: Leveraged Itheum's Data NFT tech for data visualisation, ownership, and monetisation.

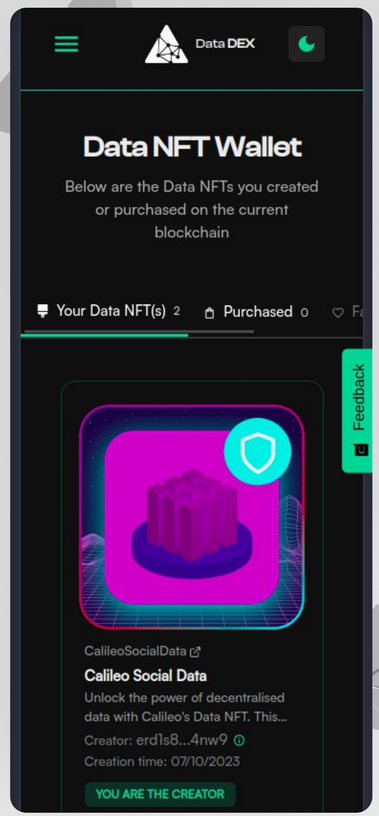
Revolutionising Social Media: Blended tech and community collaboration for a novel social platform.

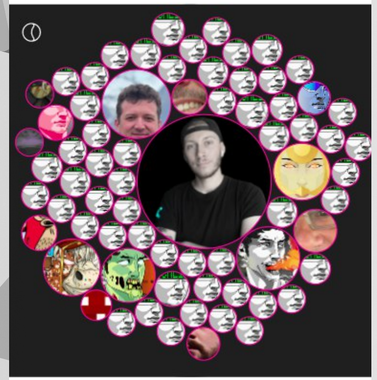
Future Aspirations: Transition to public mainnet, introducing tangible personal data features.

Business Pivot: Addressed traditional media flaws, targeting creators with privacy and Web3 features.









Underlying Benefits of DataNFT

DataNFT on Calileo: Elevating user engagement by converting interactions into tangible assets, ensuring data ownership, monetisation transparency, and enhanced privacy.

Cool Web3 Features

Beta Features (Upcoming/Q2 2024):

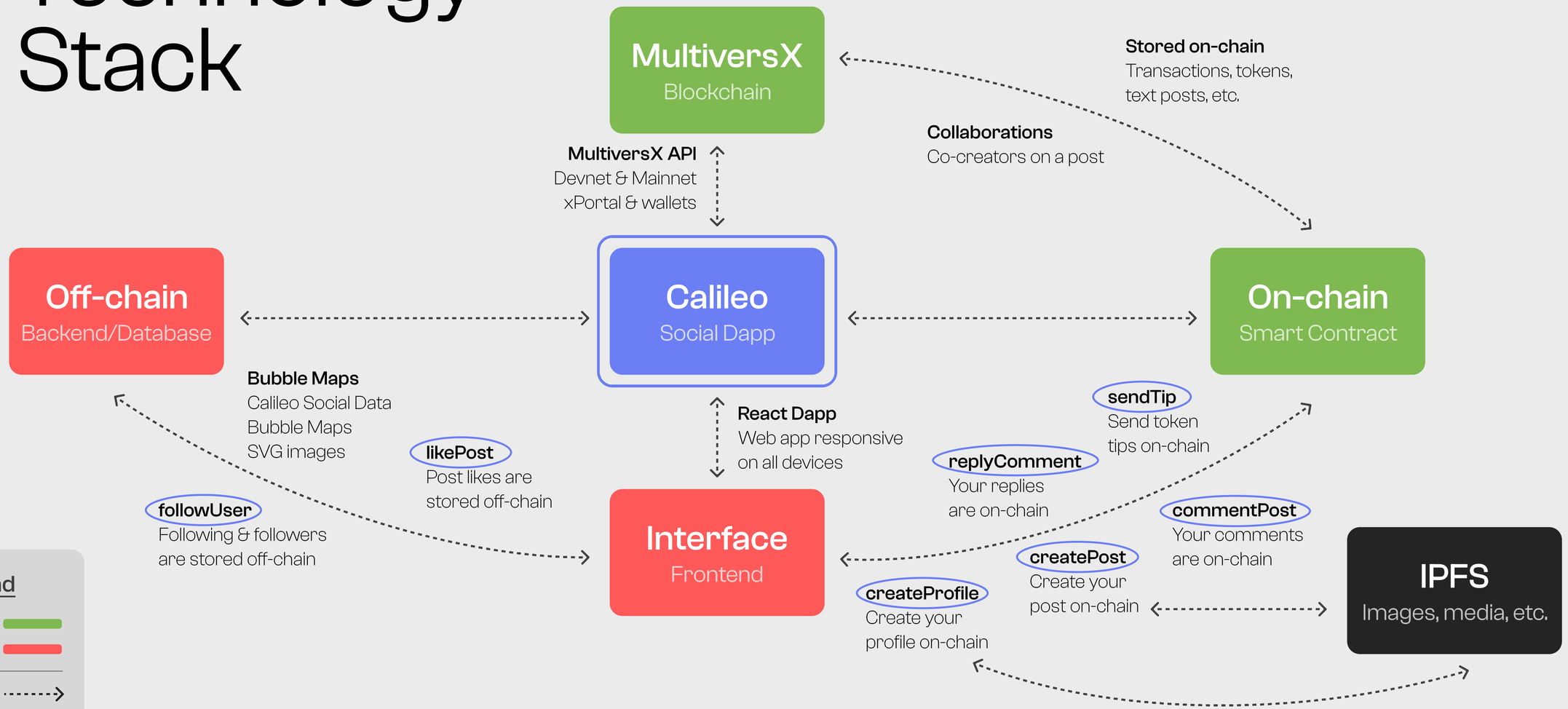
- **NFT Expressiveness:** Use NFTs as profile avatars.
- **Do-to-Earn Model:** Earn $CAL tokens for valuable platform contributions.
- **Stay Updated:** Real-time notifications for all interactions.
- **Community Moderation:** Peer-judged content aligning with community values.
- **Custom Audience Selection:** Fine-tuned content visibility using NFTs.
- **Enhanced Privacy:** Intimate interactions with the 'Close Friends' feature.
- **Easier Discoverability:** Enhanced search for easy connections.
- **Staking Rewards:** Earn rewards by holding ETHOS NFTs.

Cool Web3 Features

Future Features (Q4 2024/2025+):

- **Tailored Content Feeds:** Personalised content based on preferences.
- **Monetisation Paths:** Subscription models for exclusive content.
- **Targeted Advertising:** Sophisticated ad placements.
- **Ephemeral Sharing:** Introducing Stories & Highlights.
- **Premium Calileo Experience:** Calileo Moon subscription.
- **Inter-chain Accessibility:** Cross-chain wallet connections.
- **Secure Communications:** End-to-end encrypted chat with token transfers.
- **Multimedia Content:** From short video chords to podcast hosting.
- **Web2 Login:** Google sign-in with meta transactions for easy onboarding.
- **Community Spaces:** Discord-like servers with automated access controls.
- **Live Streams:** Enhanced interactive streaming with wallet visibility.

Technology Stack



*creators own and can claim their Calileo Social Data based on their interactions and sell their data to advertisers/other creators (Itheum Data NFT technology).

Technology Stack

Blockchain Layer:

Description: Calileo is built on the MultiversX blockchain, renowned for its high scalability, security, and efficiency.

Benefits: Ensures secure transactions, data integrity, and a decentralised governance model. The blockchain's sharding capabilities allow for high throughput and lower transaction costs, making it ideal for a social media platform.

Smart Contracts:

Description: Smart contracts on Calileo are self-executing contracts with the terms of the agreement directly written into code.

Benefits: They automate and enforce the platform's mechanism, with content creation, curation, monetisation, collaborations, and user agreements, ensuring performance, transparency and trust between parties.

Front-End (User Interface)

Description: The user interface is built using modern frameworks like React.js, providing a responsive and intuitive design.

Benefits: Offers users a seamless and engaging experience across various devices, with a focus on usability and aesthetic appeal.

*Just ask us if you'd like to find out more (e.g., Backend, Database, Cross-Chain Interoperability, Security Audits, etc.)

Empowering Everyone to Become a Content Creator

Seamless Monetisation:

Artists and event organisers can effortlessly share revenue from performances posted on Calileo, thanks to user-friendly smart contracts.

Versatile Applications:

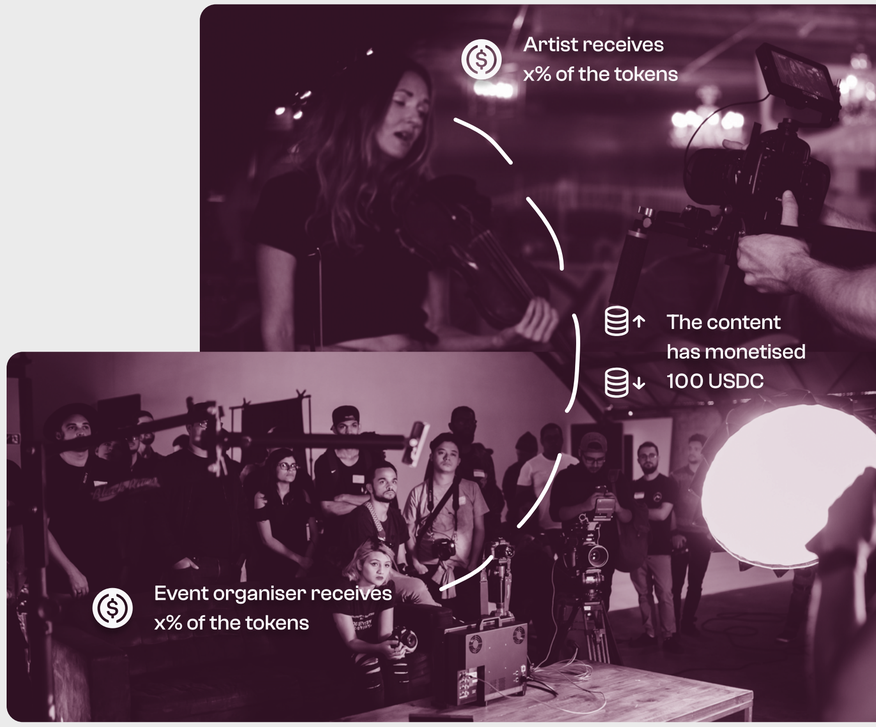
Applicable not just for artists and organisers, but for any content creators and collaborators on the platform.

Creative Control & Rights:

Smart contracts ensure fair distribution of earnings, giving artists control over their work and participation in events.

User Experience First:

Calileo redefines smart contracts, making them accessible and practical for widespread adoption among its users.



Discover the new era of content monetisation and collaboration on Calileo.

Competitors

*note that not all features have been implemented yet on Calileo. This table reflects Calileo at near its best potential.

	Reward Token	Freedom of Speech	Messaging System	On-Chain Platform	DataNFT & Content Ownership	Complete set of creation features	Revenue Sharing	Multi-Content Platform + Livestream	Web3 Content Creation Tools	Blockchain
Instagram & X	✗	✗	✓	✗	✗	✓	✓	✓	✗	✗
Steemit	✓	✓	✓	✓	✗	✗	✗	✗	✗	✓
Phaver	✓	✓	✓	✓	✗	✗	✗	✗	✗	✓
Farcaster	✓	✓	✓	✓	✗	✗	✗	✗	✗	✓
Calileo*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗

Competitive Advantage

User-Friendly Features: Advanced yet accessible to all.

Long-Term Engagement: Focused on sustainable growth, not just hype.

Diverse Toolset: Wide-ranging features for all creator needs.

For Everyone: Built for mass appeal, not just a select few.

Calileo's competitive edge lies in its commitment to **continuous innovation**, providing a comprehensive and **user-friendly platform** designed for the **long-term success** and **empowerment** of **creators**, ensuring **lasting impact** and value beyond fleeting trends.

Evolving Features: Constantly adding new, engaging functionalities.

Utility & Value: Solid foundation over passing trends.

Creator-Focused: Designed for creators' ease and success.

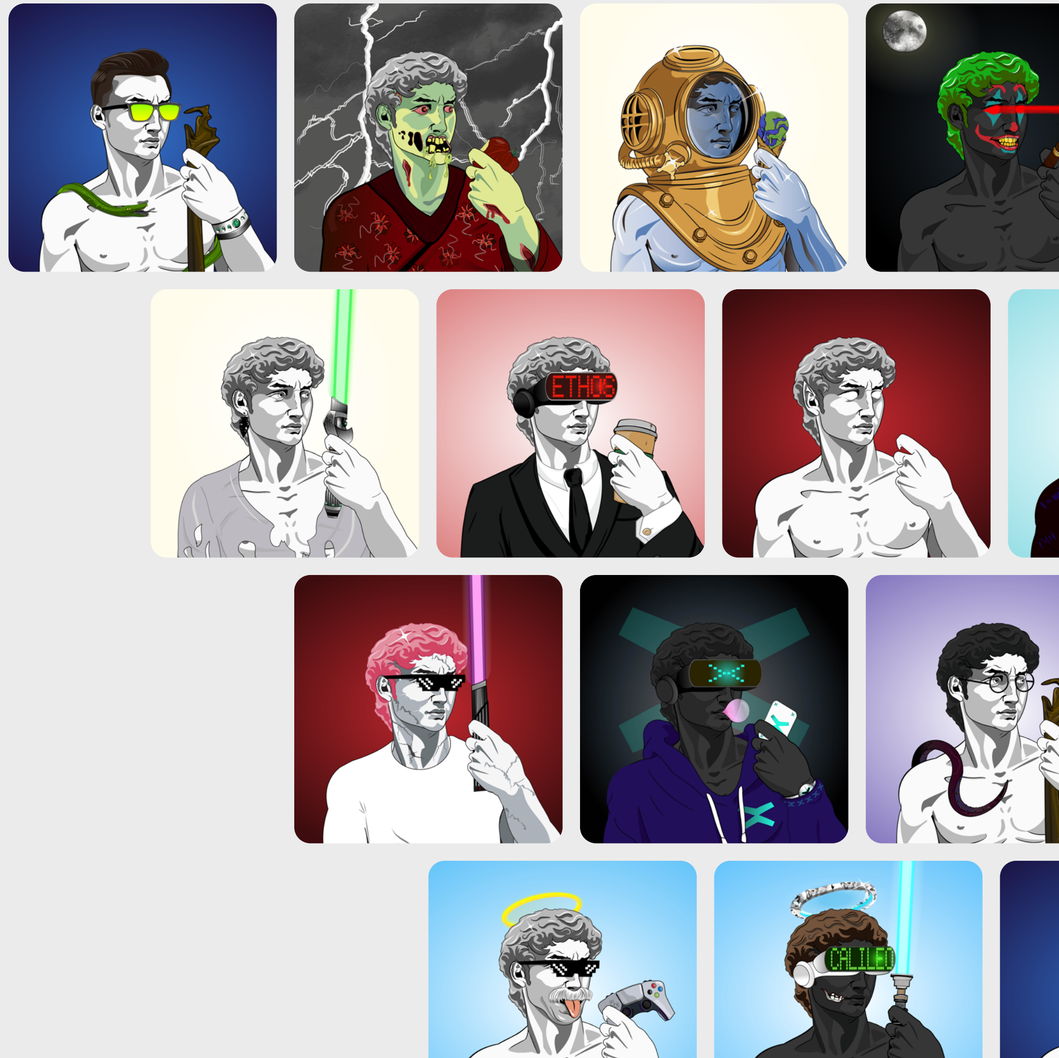
Enduring Impact: Emphasising long-lasting relevance and value.

Ethos NFT Collection

3,000 Unique And Randomly Generated NFTs

- Art
- Utility
- Community
- Airdrops
- Culture
- Whitelists

Find Out More — Buy Your Ethos



CAL Token Utility

Find Out More — Buy $CAL

Referrals

Membership Benefits

Airdrops

Workdrops

Reward Moderation Jurors

Reward DAO Votes

Reward Contributors

Collaborations

Reward Creators

Reward Curators

Token Sinks

Locking Mechanism

Staking & Liquidity Pools

Boost Your Content

Pay in-app

Subscribe to Creators

Tip Creators

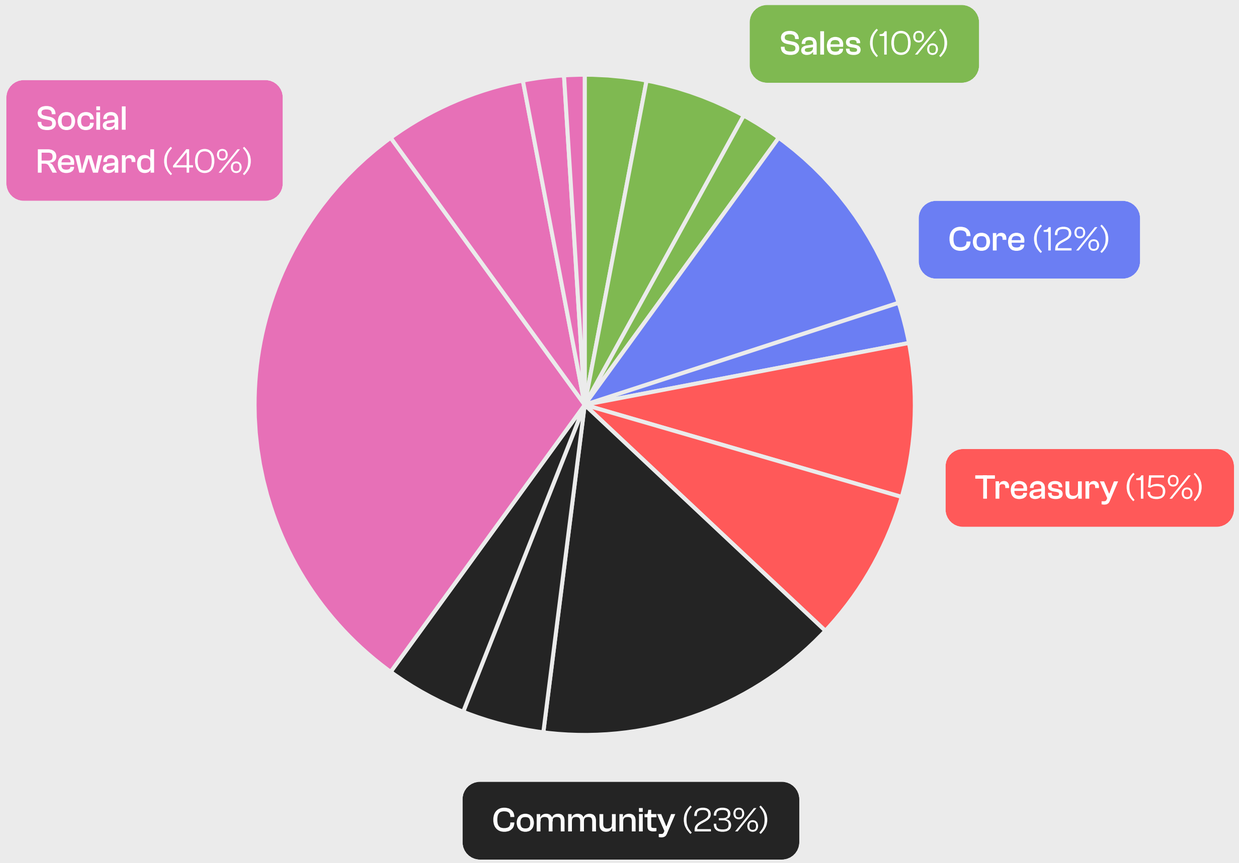
ESDT to CAL swap

Calileo Token

Discover the Calileo token. The dynamic engine driving user engagement and rewarding creativity on the Calileo social platform.

CAL Token Distribution

10,000,000,000 Total Supply — Notion — Google Sheet



12 months cliff. 40 months vesting. Remaining balance released gradually over 40 months post-cliff.

The strategies vary depending on the sales. Visit our public tokenomics page to find out more.

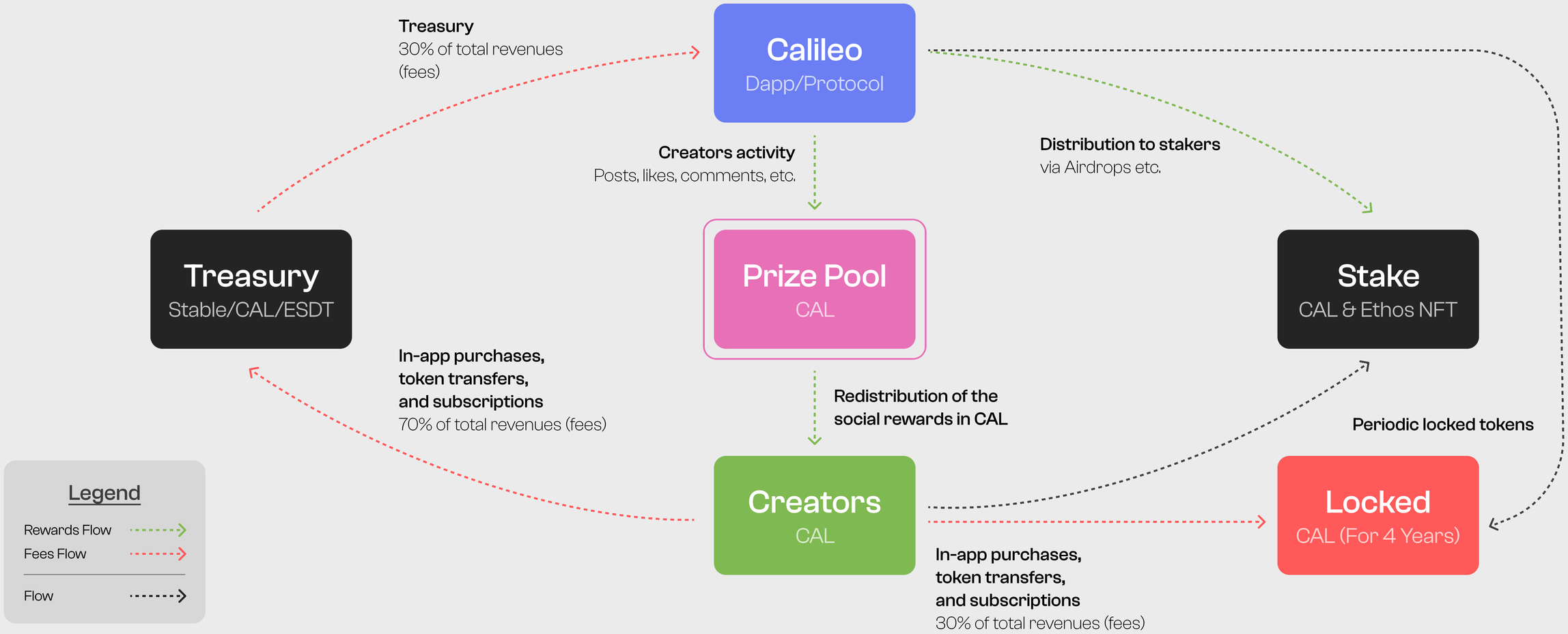
50% at TGE. Instant availability to support initial platform marketing growth.

The strategies vary depending on the categories. Visit our public tokenomics page to find out more.

3 months cliff. 51 months vesting. Remaining balance to be released in an S-curve model, ensuring a gradual and sustainable distribution of rewards to platform users.

Business Model & Monetisation

*more details can be found in our Tokenomics > Utility & Circulation Dynamic



Business Model & Monetisation

	Calileo Social Platform	CAL Token	Ethos NFT Collection
Type of Customers	Social media users, content creators, blockchain enthusiasts, privacy advocates	Investors, traders, content creators, and users of Calileo	NFT collectors, digital art enthusiasts, early Calileo users
Sales Channel	Direct access via web and mobile apps	Calileo platform, token exchanges, airdrops, community distributions	Calileo platform, NFT marketplaces, community engagement initiatives
Revenue Stream	Ad revenues, subscription fees, commission on tipping & donations	Transaction fees, staking rewards, user engagement incentives	Ownership and trading of unique NFTs, special access and privileges on Calileo
Sales Cycle	Continuous user acquisition and engagement	Token sales and continuous trading on exchanges	Limited edition drops, continuous trading on NFT marketplaces
Pricing Strategy	Freemium model with premium features available for a fee	Token price determined by market demand and supply	Pricing depending on the rarity and utility of the NFTs

Marketing & Growth Strategy

Objective: A user-centric ecosystem: Balancing monetisation, community value, and user experience.

User Acquisition & Retention

1. Targeted Outreach
2. Growth Tactics
3. Engagement Tools
4. Feedback Mechanism
5. Incentives

Brand Awareness & Community Building

1. Content Marketing
2. Social Engagement
3. Community Initiatives
4. Media Outreach
5. Platform Engagement
6. Strategic Alliances
7. Rewards

Monetisation & Revenue Growth

1. CAL Token
2. NFT Transactions
3. Subscription Services
4. Staking

Growth in audience, engagement rates, brand mentions

Key Metrics

Revenue streams: Token utilities, NFT transactions, ads, subscriptions

Raise Goals

$1.7M in Q2/Q3 2024

- **Tech/Development** = $700k
- **Market & User Acquisition** = $150k
- **Community Building** = $150k
- **Operations** = $125k
- **Legal and Compliance** = $125k
- **HR/Hirings** = $85k
- **Contingency Fund** = $70k

$900k in Q4 2024

- **Tech/Development** = $350k
- **Market & User Acquisition** = $100k
- **HR/Hirings** = $45k
- **Community Building** = $70k
- **Operations** = $70k
- **Legal and Compliance** = $60k
- **Contingency Fund** = $35k

Calileo Team

Dens, CEO

Founder & CEO. 6+ years in web development. Focused on business, leadership, marketing, and bringing Web3 to the masses.

Viktor, CTO

Co-founder & CTO. CBO at KYC. 4+ years of traditional software development. Built JewelSwap, DeFi & AMM platform.

Jim, Dev

Blockchain Developer. 8+ years designing and implementing dApps, with expertise in Ethereum smart contracts, Rust, and chain linking.

Wesley, Brand

Head of Brand. 5+ years delivering projects across Brand, Print & Digital. Active creator and Web3 enthusiast with a huge passion for timeless design.

JB, Community

Head of Community. 4+ years as a Web3 Content Writer & Social Media Manager, excited to bring Calileo to fruition.

Alex, Ambassador

Community Manager & French Ambassador at Calileo. Crypto community builder and educator. Content creator on Twitch & YouTube.

Florian, Strategic Advisor

Working in the AI industry with FTSE 100 companies on a daily-basis. Contributing to guidance and operational plans toward blockchain technology, tokenomics, branding and revenue model.

Razvan, Web3 Advisor

Co-Founded Giants Village, web3print and CoinDrip. He's also founded the xDev Hub as a collection of useful resources for devs.

/Hackathon & Accelerator Team

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Viktor, CTO

Co-founder & CTO. CBO at KYC. 4+ years of traditional software development. Built JewelSwap, DeFi & AMM platform.

Thomas, Dev

Web3 Lead Dev. With over 12 years of tech experience, specialised in full-stack development, blockchain, and smart contracts. Passionate about web3 potential.

Haonan, Dev

Full-stack developer. 6 years in software, 3 in blockchain. Contributed to web3 projects including DeFi, payment systems and AI. Passionate about web3.

Cameron, Dev

Back-end developer. 4 years in software, specialising in APIs and infrastructure. Keen to develop the web3 world with compelling use cases.

Strategic Roadmap

*Disclaimer: The roadmap may be adjusted and changed again moving forward.
Discover our complete Features Roadmap here.

2022, Q2

The Idea, The Creation

Design of Calileo's resources (whitepaper). Development of the Calileo community. Recruitment of Core team members. First funds unlocked.

2022, Q3

Ethos NFTs & Prototype

Prototype development and V1 release. Ethos NFT collection design. Community growing. Onboarding first hardcore believers to testing the Calileo prototype and holding community NFTs.

2022, Q4 To 2023, Q3

Acceleration & Alpha Release

Development of the Calileo Alpha release (MVP). Ethos NFT collection sells out. The MVP is released, with blockchain integration with features such as tipping creators in crypto.

2023, Q4

MultiversX Hackathon, 2nd Place For Calileo

Development of the Beta platform (mainnet release). Implementation of new features and Alpha fixes. Integration of Itheum's Data NFTs on Calileo, empowering data ownership.

2024, Q1 To 2024, Q3

Beta Release & CAL Token Sales

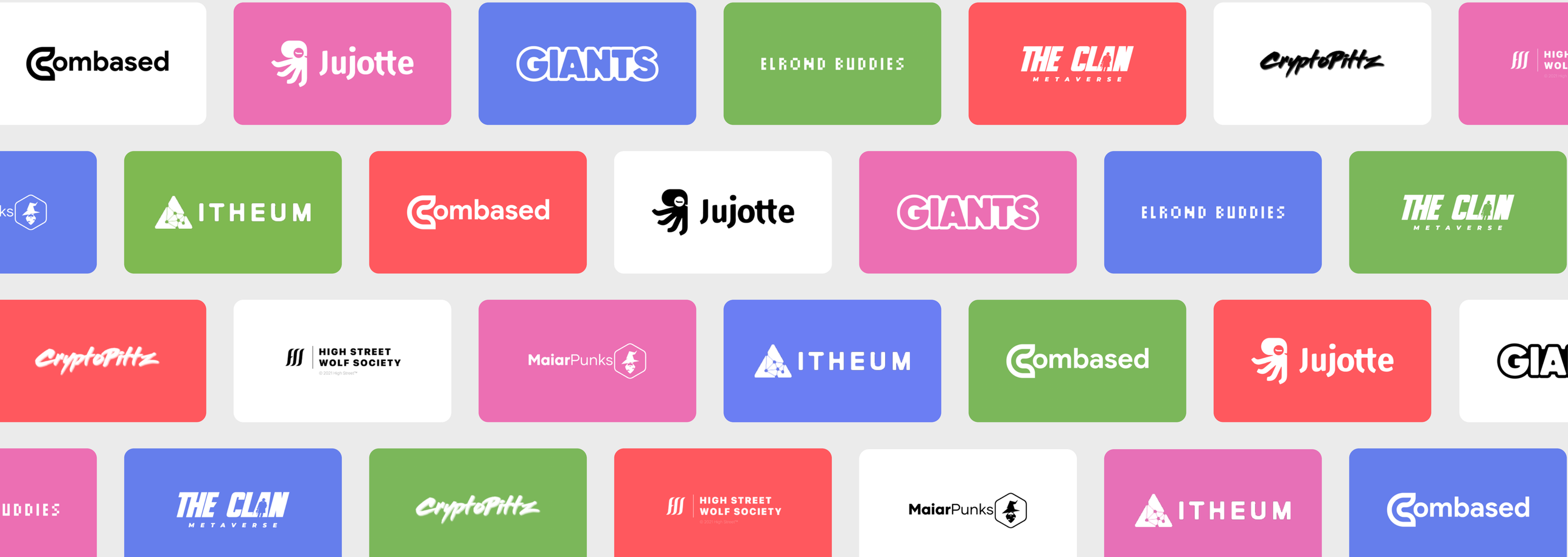
Beta platform release on mainnet. New features. Seed & Private CAL sales in Q2. Ethos Staking. CAL implementation on Calileo. CAL public sale in Q3/Q4. Looking at VCs and new developers.

2024, Q4 To 2025+

Our Tipping Point

Integration of most features on our Features Roadmap. Cross-chain expansion. Sovereign Shards research and implementation. Exploring new opportunities and the metaverse.

Our Partners



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Read the full whitepaper | onepager