A Highly Scalable Decentralised Social Network Built On The Web3.

Community. Decentralised.

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Introduction

Context:

Addressing the centralisation of social media, Calileo offers a decentralised, user-empowered platform.

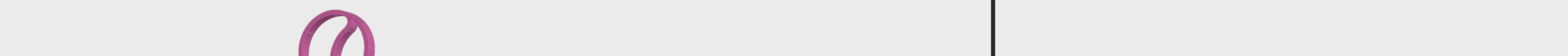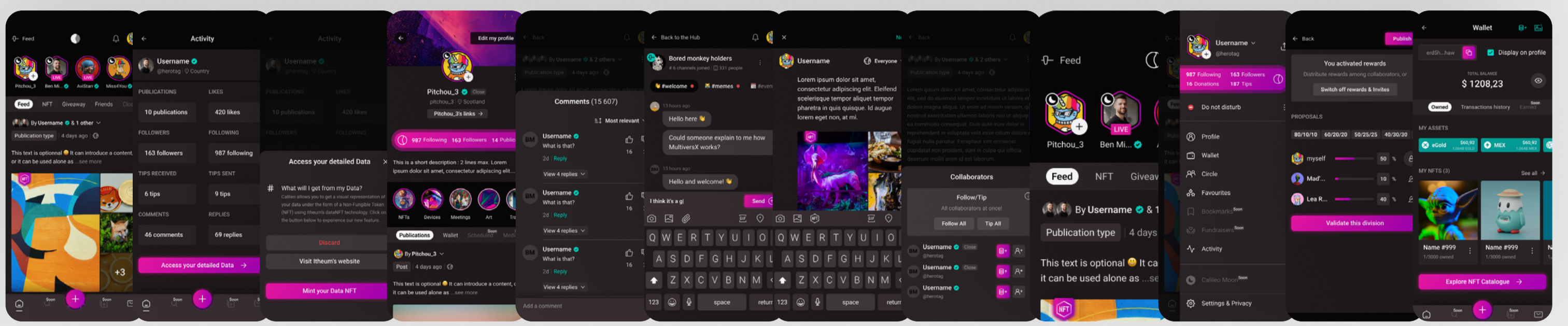## Key Highlights

Milestones & Metrics:

500+ NFTs, 1,000+ interactions, 100+ crypto tips.

6,000+ followers, 700+ EGLD in NFT volume.

Core Solutions

New-Age Social Media: A transparent, enriched social experience.

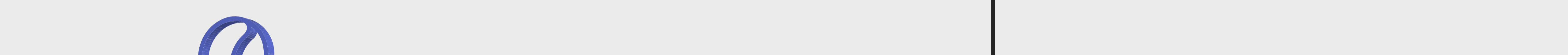User Empowerment: Monetised content, privacy through blockchain.

Use Case Highlight

Artist & Event Organiser Collaboration: Smart contracts facilitate fair revenue sharing and creative control.

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Innovation & Achievements

Hackathon Project: 2nd at MultiversX Hackathon, leveraging Data NFT tech.

Revolutionising Social Media: Merging technology with community collaboration.
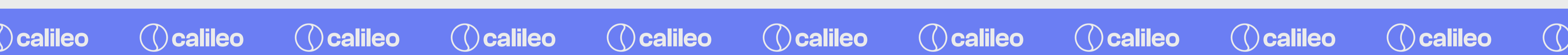

Business Model & Monetisation

Diverse Revenue Streams: Ad revenues, subscriptions, tipping & donations.

Strategic Growth: User acquisition, brand awareness, community engagement.

Technology Stack

Blockchain Layer: MultiversX for scalability and security.

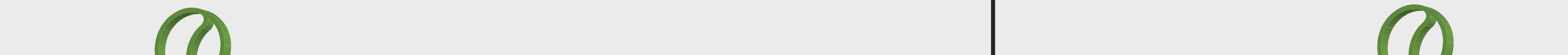Smart Contracts: Automate platform operations, ensuring transparency and trust.

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Ethos NFT Collection

Find Out More — Buy Your Ethos

Unique Offering: 3,000 unique NFTs, promoting art, community, and culture.

Utility & Benefits: Airdrops, whitelists, and special access on Calileo.
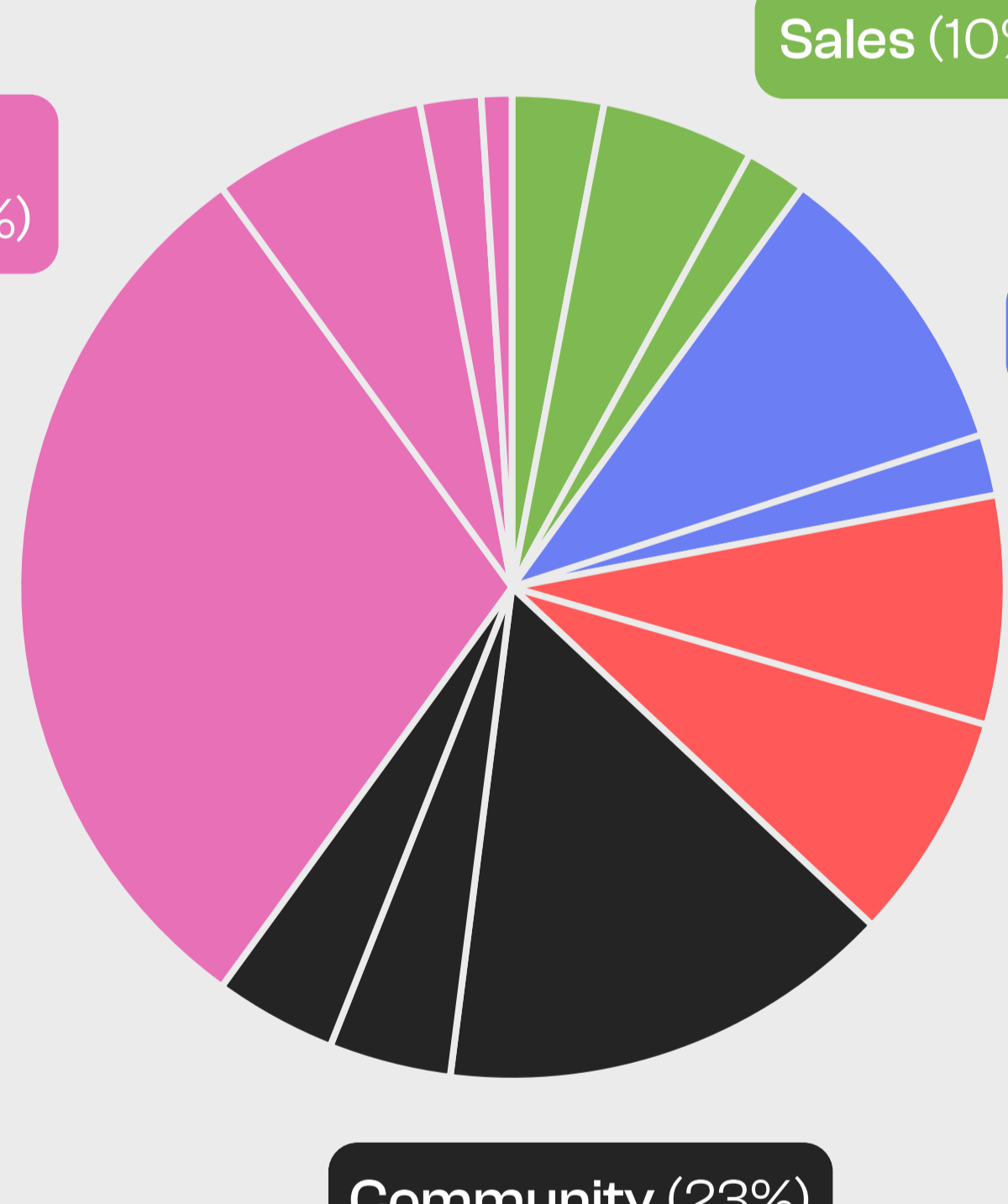

CAL Token Utility & Distribution

Core Functions: Reward creators, curators, staking, content boosting.

Tokenomics: Transparent distribution, incentivising user engagement.

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

*Complete Tokenomics

Social Reward (40%)
Sales (10%)
Core (12%)
Treasury (15%)
Community (23%)

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Calileo Team

Key Members: Dens, CEO; Viktor, CTO; and other key players.

Expertise: Web development, blockchain technology, AI, and design.

Dens, CEO
6+ years in web development

Viktor, CTO
4+ years in web development

Jim, Dev
8+ years developing dApps

Thomas, Dev
12 years of tech experience
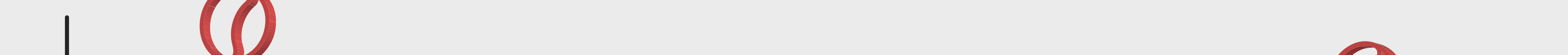
Wesley, Brand
5+ years delivering brand projects

JB, Community
4+ years as a Web3 Content Writer
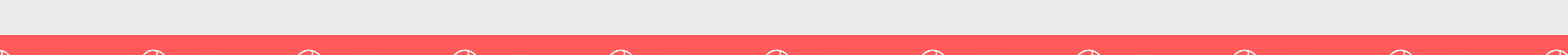
Alex, Ambassador
Crypto community builder and educator

Strategic Roadmap

*Disclaimer: The roadmap may be adjusted and changed again moving forward. Discover our complete Features Roadmap here.
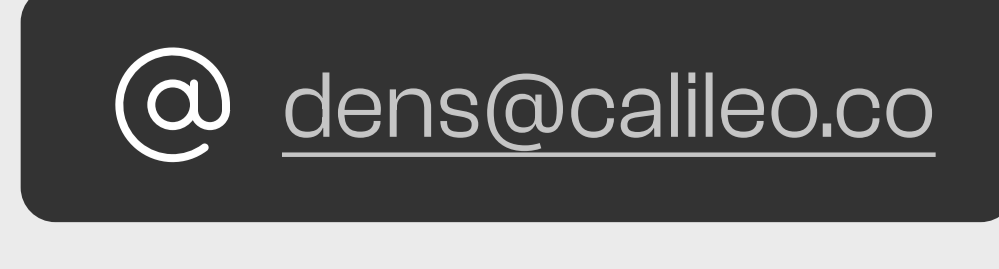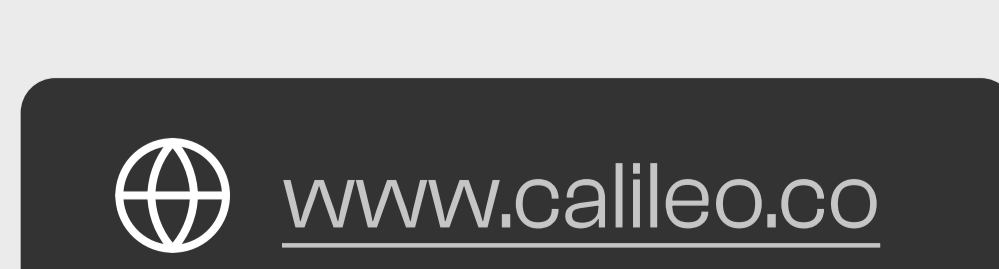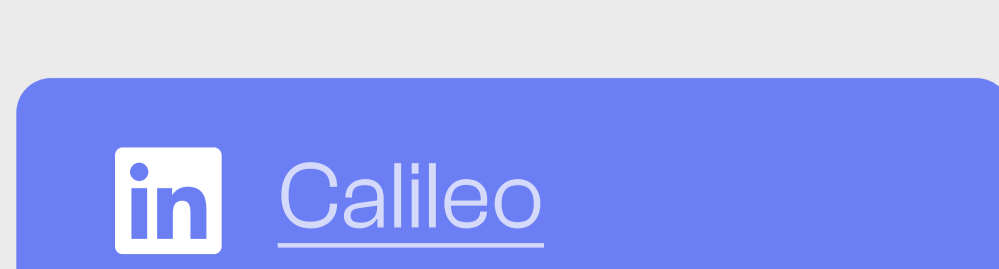
Initial Phase (2022, Q2-Q3): Conceptualisation, community development, recruitment, and Ethos NFT & prototype launch.

Mid-Term (2022, Q4 - 2024, Q3): Alpha platform release, Beta development, features integration, and public CAL sales.

Long-Term (2024, Q4 - 2025+): Advanced feature rollout, cross-chain expansion, Sovereign Shards research, and exploration.

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