

Blockto

**Not your typical deepfake detector, we've
found a better way to keep things real.**

The Deepfake Dilemma

Rise of Digital Deception

Most of us struggle to tell the difference between a genuine photo or video and its deepfake counterpart.



How Do They Tackle Deepfakes Today?

Today's Approach: Always a step behind, trying to detect the latest fake.

It's like a never ending game of virus and anti-virus!

What if instead...

Shift from Detection to Direct Verification

We're moving beyond just detecting deepfakes. By verifying content at its origin using blockchain, we ensure authenticity from the start.

Trust from the source, skip the search.

Seamless Journey to Content Verification

1. User selects content on Blockto.
2. Content stored on IPFS via Pinata; returns CID.
3. User's wallet signs the CID, affirming authenticity.
4. CID, signature, and user's address stored on BitTorrent Blockchain.
5. Verification link generated and provided to user.

Market Size

The worldwide social media market rose at a compound annual growth rate (CAGR) of 19.4% from \$193.52 billion in 2022 to \$231.1 billion in 2023.

The social media industry is predicted to develop at a 17.1% CAGR to \$434.87 billion by 2027.

Facebook, YouTube, Instagram, Twitter, and LinkedIn are all major players in the social media sector.

TAM: “Total Addressable Market”

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SAM: “Creator Economy Market Size & Statistics”

- By 2023, the global digital video content market is expected to reach \$231 billion USD
- The total investments in creator economy startups was \$1.7 billion in Q2, 2021
- 12% of full-time creators earn more than \$50K
- 9% niche creators earn more than \$100K in a year
- 68% creators consider themselves part-time creators
- Short-form video is the most engaging content on Instagram
- 17% of consumers subscribe to a creator’s membership website
- 67% consumers learned about a new product through creator videos

SOM: “Service Obtainable Market ”

Content Creators.
Users for exploration.
Social Media Watch time.

Revenue Model

Subscription Tiers: Free tier offers essential posting capabilities; Premium unlocks unlimited content creation.

Brand Engagements: Curated slots for promoted content and sponsored challenges, enabling brands to seamlessly connect with our community.

Creator centric

Our main strategy is to target and incentivise creators to drive in users to our social media DApp. Through this creator economy we will be able to build our platform.

Others do X, we do Y.

Instead of detecting deepfakes, we're establishing a proof-of-authenticity, ensuring every creator's content remains genuine and traceable.

Upcoming Features

1. **ID Verification:** Robust government ID checks to ensure genuine user profiles and amplify trust.
2. **One-Post Reach:** Post on Blockto, auto-share across platforms like Instagram, LinkedIn, and Twitter, all with our authenticity link attached.
3. **Token Rollout:** Launching Blockto's token – not just a crypto, but an incentive to nurture and reward our content creators.

Sweeten the Pot

Here's some delightful news to wrap things up:

We've secured a promising offer for a community partnership with Lighthouse! Not only are they generously offering complimentary storage, but even their paid plans come at a price 12 times more affordable than our current solution, Pinata. The future looks brighter as we transition to Lighthouse, enhancing our platform's efficiency and cost-effectiveness.

So, why invest in Blockto? Our innovative approach to combat deepfakes, coupled with strategic partnerships like Lighthouse, solidify our promise for a future where authenticity thrives.

Thank You