

Cashtree : Blockchain Based Mobile Advertising Platform



www.cashtreetoken.io

JULY 2023 | WHITEPAPER

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Executive Summary

Cashtree has started to adopt blockchain-based technology to enhance the quality of our services for clients' campaign performance, provide incentives that have economic value and can support the needs of Cashtree users and the community, and support the adoption of crypto and blockchain technology in Indonesia.

The Problem

- The digital marketing ecosystem is rapidly changing along with Google's new privacy policy that restricts cross app tracking on Android limiting our platform's movement.
- Web 3.0 and Blockchain industry in Indonesia are taking over the market and trends. Crypto products such as DeFi are still too complex and not user-friendly.
- Many existing projects in the crypto industry do not have the experience to convert traffic into revenue and possess immature business models which affect the adoption of the project's tokens.

The Solution

Riding the waves of technological advancement, Cashtree's new journey to Blockchain is opening the door to immense opportunity and will push Cashtree to win. Cashtree will be "The Gateway of Crypto Adoption", pushing crypto & blockchain adoption in Indonesia to a new level. Cashtree will issue Cashtree Tokens (CTT) and will design the grant system for users or partners to benefit from Cashtree Business Ecosystem. CTT may also be redeemed for shopping vouchers with partner merchants to be used for shopping in Indonesia, becoming the real case study as utility tokens.

Highlights

- Exponential growth of Indonesia's crypto investors (12.4 million per Feb 2022).
- Indonesia's 1,222.8% crypto transaction growth in 2020 - 2021.
- The Digital Advertising Market in Indonesia reached \$2.12 Bn in 2022 with YoY growth hitting 26.3% (\$ 443 mil). While spending on Social Media Reached \$ 900 mil (42.3% share), Programmatic spending is reached \$1.69 Bn (79.7% share).
- It is expected that in 2026, 88% of ad spending will be via programmatic ads, and 69% ads spending is generated through mobile phones.

Why Cashtree?

Cashtree is the #1 and the most reliable advertising platform in Indonesia with over 20M user base (reward marketing model). With Cashtree's long history and experienced team members in Indonesia, Cashtree has gathered comprehensive data in Indonesia. Through Cashtree data, the relationship among MAU, cashout, and revenue has been proved.

Cashtree can be particularly responsive to market demand and create differentiated products to customer needs with massive user base and experiences. Cashtree's unique value propositions and strong competitive positions in the Indonesia market are enough conditions for Cashtree to be a emerging giant.

Success Keys

- Cashtree is connected to various DSP and SSP, a programmatic system for advertisers to purchase and manage ads inventories, that allows Cashtree to be able to convert traffic into revenue.
- Cashtree already has comprehensive data assets of networks, clients, partners, as well as owning a proven business model from Cashtree's journey in Indonesia since 2016.
- Cashtree team is a solid team that acquired extensive know how from years of experiences in operating rewards based platform with up to 20 million users based in Indonesia

01

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Cashtree Overview

Cashtree is the **largest mobile advertising platform in Indonesia** which has become one of the most reliable platforms to connect brands and advertisers with users so that brands and advertisers can run various digital campaigns and users will receive reciprocity from advertisers' campaigns. Thanks to the first innovative digital rewards marketing platform model in Indonesia and the aggressive marketing strategy, this platform has grown to be the largest mobile advertising platform in Indonesia with unique user data.

From the user perspective, Cashtree has the vision to free users in Indonesia from the need for phone credit and contribute to the lives of its users, by giving rewards to users in the form of Cashtree Points which can be exchanged for credit and various other attractive prizes available on the Cashtree platform.

In line with our passion to provide the best service for clients and advertisers, continuously innovate and provide breakthroughs for the advertising technology industry in Indonesia, and our vision to share and contribute to the welfare of Cashtree users through economic and technological democratization, in **2022 Cashtree has started to adopt blockchain-based technology** to support transparency in campaign performance for clients, provide incentives that have economic value and can support the needs of Cashtree users and the community, and in addition to supporting the adoption of blockchain technology in Indonesia.

Blockchain has changed the world and digital marketing is going to another universe. In addition, Google recently announced a new privacy policy restricting cross-app tracking on Android. All of them will change the digital marketing ecosystem and Cashtree will be a winner in these changes.

Cashtree's plan to realize this mission is to build and expand the Cashtree ecosystem. Cashtree will introduce "Cashtree's Grant Programs" to users and participants who contribute to build Cashtree ecosystem with **CTT**. The data will be recorded in the Blockchain Network. Advertisers will be able to make target marketing campaigns successfully and more efficiently in the Cashtree ecosystem. By introducing CTT, Cashtree aims to increase the utility value of Cashtree Token as a form of contribution that has broad economic value for Cashtree users and the community.

The strategy is to maximize the potential of blockchain to provide transparent campaign performance reports which will become a value proposition for Cashtree in the advertising technology industry in Indonesia, and provide contributions that have economic value for Cashtree users and the community for every participant in the Cashtree platform and campaigns.

Cashtree recognizes the issue of growth in the digital advertising industry that used to be dominated by advertisers/clients, publishers, and users; it is now crowded with many intermediaries, ad exchanges, and various cross-party data-sharing management platforms. This change causes users to experience multiple kinds of poor advertisement practices as well as privacy violations and losses on the advertisers/client-side due to rampant fraud and bot practices for various types of digital campaigns.

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Cashtree Overview

Cashtree believes that the solution is a blockchain-based transparent advertising platform that can create a fair ecosystem that will be able to compensate users for every data and participation in each advertising campaign and provide transparent campaign results and performance towards clients/advertisers. Cashtree's unique position as a mobile advertising platform company that adopts blockchain-based technology becomes crucial to creating fair conditions from the client/advertiser and user/user perspectives.

Cashtree : Centralized Ecosystem Challenges

During the years of Cashtree's establishment, we have the vision to ease Indonesian citizens out of their daily needs for phone credit. To do so Cashtree aims provide estimated cost saving of **\$4 per average user through discounts/phone credits availed through the Cashtree application**. Cashtree's highest generated **Monthly Active Users (MAU) thus far is 4.3M**. After careful consideration, we believe that adopting blockchain technology, therefore and *creating a decentralized rewards system that can provide sustainable rewards of rewards to users* is the best strategy to approach this issue.

Cashtree : The Gateway of Crypto Adoption in Indonesia

Cashtree believes that the world is vastly changing, and part of it is the blockchain that has taken over the financial industry by storm. Unfortunately, blockchain is still not widely or systematically understood. Many people in Indonesia either do not realize exactly how blockchain can help them, or do not understand how to start entering the crypto world. Through the Cashtree blockchain project, **Cashtree is committed to be the "gateway" for crypto adoption in Indonesia**, bringing users to the magnificent crypto world and even giving users a reason to adopt the blockchain and crypto ecosystem. Unlike crypto exchange where users still need to deposit their money as the capital to invest, buy, or even trade digital assets, Cashtree is basically **award tokens to users in the form of rewards which are tradeable on crypto exchanges without requiring them to have an initial cash outlay and through our Cashtree application and the implementation of CTT in Cashtree Business Ecosystem**. Users may subsequently convert their tokens for fiat or other forms of cryptocurrency via external exchanges. Using Cashtree, users can interact with the DeFi and crypto world in the most seamless and easiest way possible.



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Cashtree Value Proposition

1) The first mobile advertising platform implemented blockchain technology in Indonesia :

Cashtree as a mobile advertising platform with a large user base certainly has the main asset, namely user attention. The innovation made by Cashtree is to develop a protocol that can track and record user attention and user participation for each campaign in the Cashtree application, as well as provide incentives for each user's participation. Cashtree appreciates every second of participation and contribution that users have given in supporting Cashtree. Later on, a form of incentive received by users is tokens.

2) Accelerate Crypto Adoption In Indonesia :

As the biggest mobile advertising platform in Indonesia with more than 20 million user base and 2 million MAU, Cashtree is in a very strategic position to push the acceleration of crypto adoption in Indonesia.

The most significant advantage that Cashtree brings to push the adoption is the ability to integrate crypto and blockchain technology into Cashtree platform most easily and conveniently to all Cashtree users. As simple as joining and participating in the campaigns available in Cashtree apps, users can earn a token with countless utilities.

This means that users can participate and interact with crypto without the need to spend anything but their attention and participation. This is even easier for users than other apps, such as crypto exchanges; users can buy, sell, and invest in many available cryptocurrencies but need to deposit money with a long KYC process.

3) Performance Reporting & Transparency :

Through using blockchain technology, all participation of Cashtree users for various campaigns by Cashtree's clients will be recorded on the blockchain and the system will provide transparent, real-time, real number reports to clients because of the blockchain characters that cannot be manipulated. This will increase the added value of trust for clients to use Cashtree. Cashtree upholds integrity and promises the best performance for clients.

Cashtree Value Proposition

4) Cashtree User Community :

The Cashtree Community is a powerful community spread throughout Indonesia. With the community's support, Cashtree has experienced exponential growth from 2016 with an initial user base of 900,000 people and reaching over 20 million users in 2021.

5) Credibility and Trust :

Cashtree has been present in Indonesia since the end of 2015 until today to provide the best service for clients as well as users. Unlike most blockchain and cryptocurrency projects which often appear without clear credentials and identities, Cashtree is a company that was legally established and registered in Indonesia with crystal clear track record and real office address in Indonesia.

Success Keys



- Cashtree is connected to various DSP and SSP, a programmatic system for advertisers to purchase and manage ads inventories, that allows Cashtree to be able to convert traffic into revenue.
- Cashtree already has comprehensive data assets of networks, clients, partners, and a proven business model from Cashtree's journey in Indonesia since 2016.
- Cashtree team is a solid team that acquired extensive know how from years of experiences in operating rewards-based platform with up to 20 million user based in Indonesia



Cashtree Token

CTT is the newly introduced incentives for users inside of the Cashtree application and Cashtree Business Ecosystem. CTT will be used along with Cashtree Point ; our current incentives for users inside of the Cashtree application that can be exchanged with various rewards inside of the Cashtree application.

1. Cashtree Token on Mantle

The CTT project will be launched on top of the Mantle network, because of the benefits of the Mantle network, such as the security, openness, and the interoperability and scalability. Mantle network also has greater access to interoperable decentralized applications on diverse platforms, which will benefit Cashtree's further business expansion and future partnership plans. The Mantle Network is also known for its feasible gas fee, which is also an essential part for all the projects that want to enter the blockchain.

2. Cashtree Token (CTT)

CTT is a blockchain-based rewards system that provides vast benefits to users. CTT three main functions that users can enjoy, thus increasing the benefits that Cashtree presents towards users. These functionalities include exchange reward / incentives inside the Cashtree application and Cashtree Business Ecosystem, monetization through trading at exchange, extra benefits and special offers when using CTT on Cashtree partners channels.

Use cases of the Tokens

CTT will serve multiple primary use cases within the Cashtree application and Cashtree Business Ecosystem, aimed at enhancing user engagement, participation, and the overall user experience. These primary use cases are as follows:

(a) Exchanged for rewards within the Cashtree application: CTT serves as a means of exchange to obtain various rewards and incentives offered by partnering companies within the Cashtree Business Ecosystem. Users can utilize CTT to exchange them for rewards such as phone credits, vouchers, discounts, or other perks provided within the Cashtree application and its partner channels, which includes e-commerce platforms, telcos, and eating establishments. Certain rewards can be obtained directly on the Cashtree application, such as phone credits, or gifts, while other rewards may only be redeemable outside of the Cashtree application with partnering merchants linked to the Cashtree application.



Cashtree Token

(b) Used as a means of payment with certain partnering merchants: CTT can be converted into vouchers to be used for payment purposes with certain partnering merchants, such as Hotdeal, an e-commerce platform, with a discount given for CTT usage. CTT cannot be directly utilised by users as a means of payment. However, CTT will be available to be redeemed/exchanged for shopping vouchers within the Cashtree application for shopping with partner merchants. Such vouchers would first be directly acquired by Cashtree and users would subsequently be able to exchange their CTT for vouchers at a conversion rate which may be adjusted by Cashtree at our absolute discretion from time to time. The type of vouchers, and the availability and pricing of such vouchers are subject to variation from time to time

(c) Used by advertisers to enhance engagement on the Cashtree application: Advertisers who are onboarded on the Cashtree application are able to set aside CTT as rewards for users who engage with their advertisements on the Cashtree application, incentivizing engagement.

(d) Tradeable on external cryptocurrency exchanges: CTT tokens can be used to trade on external cryptocurrency exchanges.

CTT may be obtained from the following means:

(a) Initial public and private sales: CTT can be obtained in initial public and private sales of CTT during Cashtree's token generation event.

(b) Purchased on external cryptocurrency exchanges: CTT can be purchased on external cryptocurrency exchanges where CTT is listed.

(c) Distributed as user incentives under the Cashtree Grant Program: CTT will introduce a "Cashtree Grant Program" which rewards users who contribute to build the Cashtree application and Cashtree Business Ecosystem with CTT. When users engage or participate in campaigns from advertisers through the Cashtree application, they will earn rewards (currently Cashtree Point, but will be CTT once the token is implemented). Contributions from the users would include their engagement, attention, and time spent to do the campaign. CTT distributed to each user would be calculated based on the advertising budget from advertisers and their campaign objectives, and the CTT reward will be distributed from a pre-determined amount that has been set aside by Cashtree for such purposes as advertiser-linked initiative whereby rewards will be based on engagements with advertisers.

(d) Earned through participating in activities on the Cashtree application: Advertisers on the Cashtree application may incentivize advertising engagement by rewarding engaged users with CTT.

Cashtree Token

(e) Rewarded by partnering merchants: The CTT application will make arrangements with a number of partnering merchants such as Poppang (a retail F&B company) and Lagsan (a online blogging/advertising platform) where CTT can be obtained for making purchases or contributions with those partnering merchants. Cashtree has already allocated tokens for partners that will be implementing CTT into their services. Participating partners will join the Cashtree Business Ecosystem. Cashtree will provide CTT to the participating partners after relevant discussions and negotiation. Subsequently, the participating partner shall manage the amount they wish to incentivize their users using CTT/distribute CTT following an agreement between Cashtree and the participating partners. (f) Conversion from CP: The CTT application will convert CP to CTT at predetermined rates on the application of users.

Other features of CTT

1. CTT cannot be redeemed or sold to Cashtree in exchange for fiat or other forms of cryptocurrencies.
2. A holder of CTT, by virtue of owning CTT, will not have any direct or indirect ownership of the assets of Cashtree, nor any rights to the profit or revenue generated by the Cashtree application or Cashtree.
3. CTT does not grant any voting rights in the operations or management of either the Cashtree application or Cashtree.



Cashtree Token

Channels

Products & Benefits

Cashtree Apps

User incentives : CTT will be the direct benefit for users and introduce them to the crypto world.

CTT may be exchanged into the following rewards in the Cashtree app :

1. Phone Credits
2. E-Money Credits
3. Various rewards (smartphones, watches, etc)
4. Hotdeal Discount Vouchers : to be used to shop at Hotdeal Platform
5. Poppang Discount Vouchers : to be used to shop Poppang products.
6. Other partners to be added continuously.

Hotdeal (Video Commerce Platform)

Exchanged into Rewards in Hotdeal :

1. Special Discount (with minimum purchase amount) for all products
2. Free delivery vouchers for all products (with minimum purchase amount)

Poppang

Exchanged into Rewards in Poppang :

1. Special Discount (with minimum purchase amount) for all products
2. Earning Cashtree Token for minimum purchase at Poppang (claim through redeem page)

Lagsan : Write, Share, and Earn

Earn CTT for every contributions that generating traffic for the platform. Users can post articles, writings, essays, poems, ideas, or whatever they want to create, and earning CTT for their contributions.

Exchanged into rewards :

1. **Redeem Vouchers on Cashtree Application**
2. **Shop at Hotdeal**
3. **Digital asset trading in Exchange**

Digital Asset Trading at Exchange

Users can opt to withdraw their CTT and send it to their exchange wallet to be traded on exchange once CTT is listed on the exchange in Indonesia, and later in global exchanges.

Cashtree Token Channels & Benefit

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3. How Much CTT Can Be Earned By Users ?

CTT as user incentives will be distributed periodically for 60 months. Cashtree is projecting to increase DAU & MAU each year, based on this projection we expect that the Cashtree adoption is going to keep increasing, which will consequently increase the demand for CTT. Certain amount of CTT will be set aside in treasury at the token generation event and released over time to users in the form of rewards. The total quantity of CTT to be released at any time will be based on the overall ecosystem traffic (DAU & MAU) as a higher traffic will also result in more users earning rewards

Below is the projection of how much CTT each average user can expect to be rewarded for typical platform contributions along with the target projection of MAU growth yearly (2023 - 2028). The early adopters will be benefited the most since they can earn more CTT than the users that join Cashtree later.

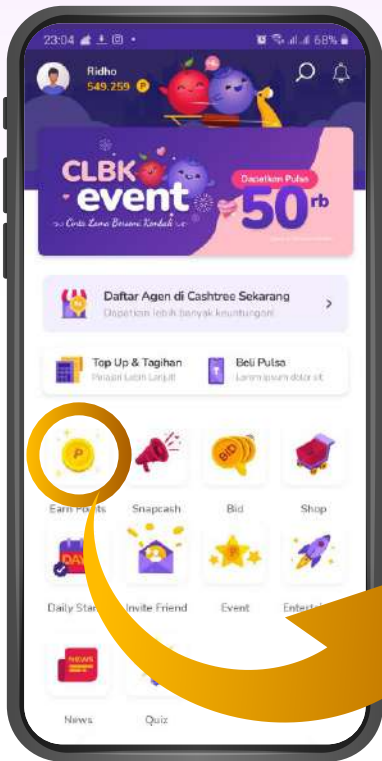
With the possibility that demand for CTT can keep increasing, the potential economic benefit users will also multiply.

4. Cashtree Rewards Model : Cashtree Point & Cashtree Token (CTT)

Cashtree Point is a form of user incentive that will be given to the users for each of their contributions on the campaigns from advertisers, which then can be exchanged into various rewards available inside of Cashtree application and has been used since the day 1 of Cashtree business. Now, Cashtree is entering the blockchain and will release a new incentive in the form of CTT.

Entering the blockchain world, Cashtree understands the transition period will be challenging as most Cashtree users are already familiar with the current reward system that mainly focuses on giving away phone credit and rushing transition will risk decreasing DAU & MAU within the Cashtree application. Derived from stated concerns, Cashtree decided to implement the two token systems, a combination of Cashtree Points & CTT as a joint incentive for users.

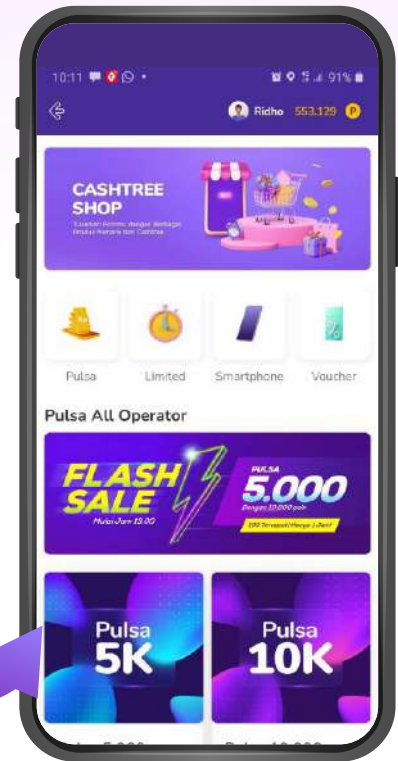
Cashtree Token



Users that participate in campaigns inside Cashtree app will earn **Cashtree Point**.

Cashtree Point then can be exchanged with **various rewards** available in Cashtree app.

Current Cashtree Rewards System : Cashtree Point



Cashtree Point is an off-chain token that users can earn for their contributions to the campaigns from advertisers. These tokens can be exchanged for various rewards within the Cashtree application, such as vouchers, discounts, or other perks. Cashtree Point is essentially a loyalty point system that the Cashtree application users can earn by participating in advertising campaigns. The more active a user is on the Cashtree application, the more CP they can accumulate.

These points can be exchanged for various rewards within the Cashtree application, such as vouchers, discounts, or other perks. Cashtree plans to replace Cashtree Point partially with CTT which constitutes an on-chain utility token due to its several advantages. However, Cashtree Point will not be entirely replaced by CTT immediately and Cashtree will implement a dual token system where Cashtree Point will be the loyalty point users will receive and they will have the option to redeem the Tokens using Cashtree Point. In the long term, Cashtree intends to promote the transition of all Cashtree Point to CTT by reducing the use case of Cashtree Point solely to convert to CTT.

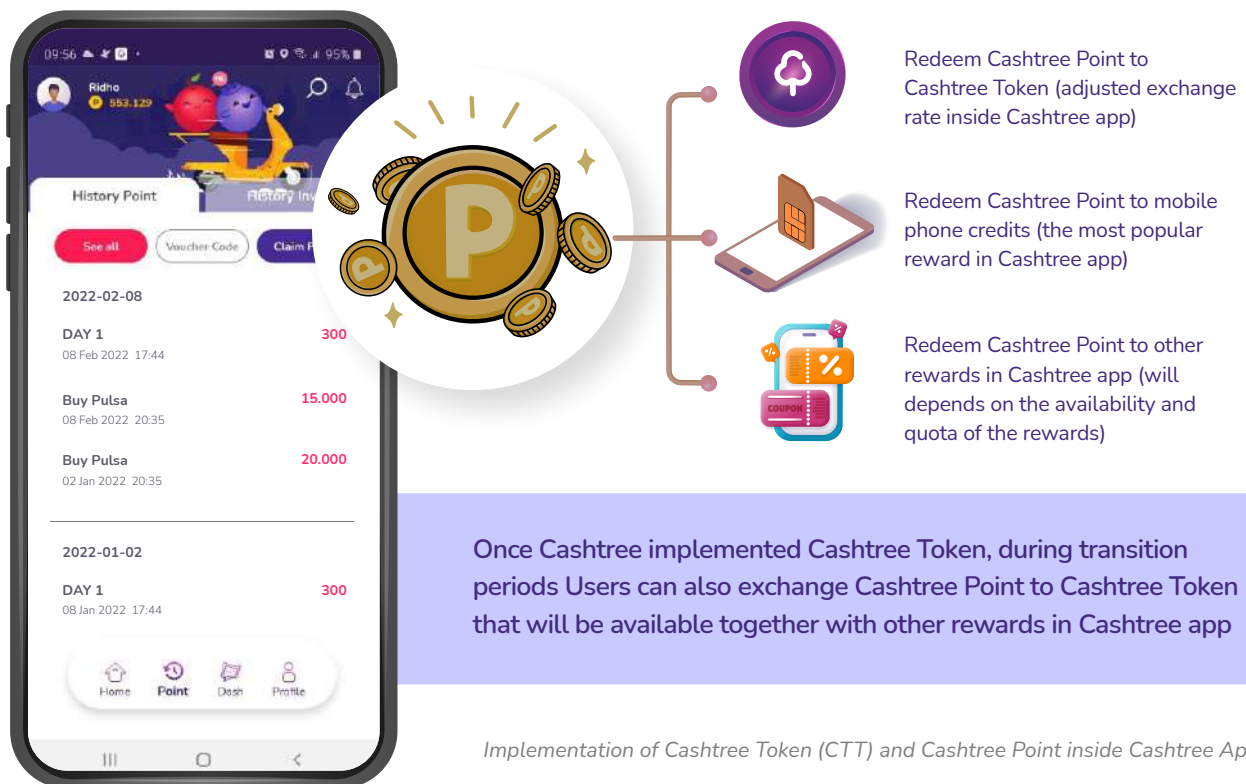
Cashtree Token

5. Token System : Cashtree Point & CTT

In a way, Cashtree Point and CTT is a token system, even though Cashtree Point is more as off-chain token and only available as reward incentive inside Cashtree apps, and CTT as the on-chain crypto and utility token.

Cashtree Point will still exist in the Cashtree application, and still can be exchanged into rewards available in the Cashtree application such as Phone Credits, e-Wallet credits, vouchers, etc. However, after 2 years period of transition, Cashtree Point will only be available to be redeemed into CTT.

Cashtree Point is one of the tools to help maintaining and controlling inflation rate of CTT.



Cashtree prioritizes the development of CTT's function so that it can provide more benefits for users. This means CTT's functions are not limited to being exchanged for rewards available on the Cashtree platform but across all products and partners in the Cashtree ecosystem, including:

1. Exchange for shopping vouchers and offers at Hotdeal Indonesia (video commerce platform)
2. Exchange for shopping vouchers and offers at Poppang, a cafe (retail) that sells Korean-style snacks
3. Soon more function and collaboration with partners to give more benefits for users will be added continuously.

Cashtree Token

6. Comparison of Cashtree Point & Cashtree Token

Cashtree Points	Cashtree Token
Limited Rewards / Prize Stock Inside Cashtree Apps	Cashtree Token can be used in wider and broader ecosystem inside Cashtree Business Ecosystem. With various partners and merchants that will be available inside Cashtree Business Ecosystem, Users will have limitless and various benefits of Cashtree Token
Cannot monetize rewards	Cashtree Token can be monetised and traded in exchanges. However the full benefits can be experienced by the users and holders by using Cashtree Token inside Cashtree Business Ecosystem, where Cashtree Token not only can be used to be exchanged with rewards and products with special price in the ecosystem, but also comes with extra benefits
Limited Function (only can be used inside Cashtree app to be exchanged with rewards)	Cashtree Token offers more functionality. Not only as a rewards that can be exchanged for various benefits and offers inside Cashtree Business Ecosystem.

Cashtree Point VS Cashtree Token Comparison

7. Cashtree Mission To Earn

The users who will complete various missions will get more Cashtree Points to change into CTT. Missions will be composed to meet a variety of demands for ESG (Environment, Social and Governance) and Cashtree's clients. The conversion of Cashtree Points to CTT will be controlled to keep the price through various mechanisms and Clients can donate CTT and pay the related fee with CTT for these missions.

8. Cashtree Point : New Regulation (T&C) for Inflation Management

Along with the process of transition towards blockchain, Cashtree will implement new rules and regulations that will help manage the inflation of Cashtree Points, and also help the transition go smoothly for the users and the company. During transitioning to the blockchain, Cashtree will announce and implement new rules and regulations, including but not limited to:

1. Cashtree points automatically reset to 0 if you do not log in to the user's account for 3 months
There will be a daily redemption limit from Cashtree Points to CTT.
2. Cashtree Points have a 1-year expiration date, if points are not redeemed they will
3. automatically reset to 0 Cashtree point
Benefits such as phone credit, e-money, etc will continue to be provided as an option to
4. redeem Cashtree Points for at least 2 years forward, but in the future, Cashtree aims for 100% token redemption so that Cashtree Point can only be redeemed into CTT.

9. Cashtree Token & Application Security

The Cashtree's team is taking the security of CTT and Cashtree application with all due diligence. Cybercrime is overwhelming the world, and the crypto space is not untouched. Users and companies of this new ecosystem can profit fast; however, they can lose even faster due to cyber attacks on blockchains and crypto wallets.

CTT is developed with security in mind and applies security in every part of the crypto ecosystem:

1. Smart Contract for CTT is developed following the secure development lifecycle, audited by a recognized security firm, and launched in a reliable blockchain network, Mantle, following its hybrid security model.
2. CTT is provided through a reliable crypto exchange, which demands the highest standards of security.
3. Cashtree application, which stores CTT, is built with the security best practices to prevent data leaks and fraud.

Cashtree Business Ecosystem

Cashtree Business Ecosystem realizes Cashtree's vision to expand its business as a global company and provide more comprehensive benefits to Cashtree users. Focusing on Indonesia as our core market, Cashtree has prepared every step and strategy to scale up to the global stage. The development of the business ecosystem is essential to make Cashtree a sustainable business and provides the prospect of a multi-industry function for the CTT.

1. Introduction To Cashtree Business Ecosystem

Cashtree Business Ecosystem is a blockchain-based digital ecosystem where Cashtree is the driving axis for various entities and business units within the ecosystem. The main focus of Customer & User-Centric, Cashtree Ecosystem will redefine the meaning of an entertainment platform. The Cashtree Ecosystem will be filled with various complementary entities, including reward & entertainment platforms, video commerce, F&B (cafes), P2E Games, Defi Social Platforms, and a variety of future developments.

Cashtree Clients



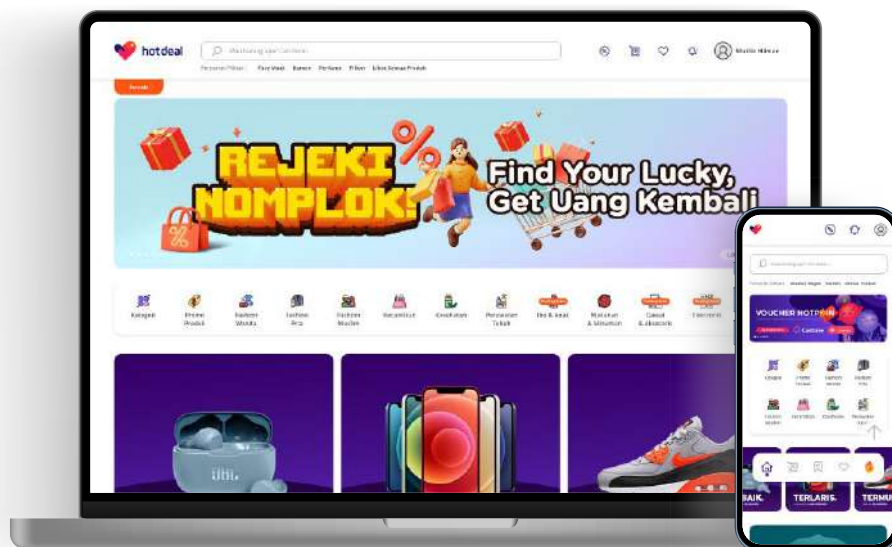
and so many more..

Cashtree Business Ecosystem

The Cashtree Ecosystem will showcase the potential adaptation of blockchain and cryptocurrency technology onto the main Cashtree platform, which will provide economic value not only within the Cashtree ecosystem but also to generally connect and enrich the lives of Cashtree users and the wider community in Indonesia and globally.

1) Hotdeal.id : Video Commerce Platform

Hotdeal (www.hotdeal.id) is a new e-commerce platform that utilizes video as the main communication medium for users. Hotdeal is determined to provide users with an immersive video shopping experience and become the first video commerce platform in Indonesia.



Preview of Hotdeal interface

Currently, Hotdeal has more than 15 merchants and **20+ brands with 50+ products from various categories** such as health, beauty, and F&B and will continue to grow in the future. CTT can be used in Hotdeal to be exchanged for discount vouchers or other discounted which later can be used to shop at Hotdeal.

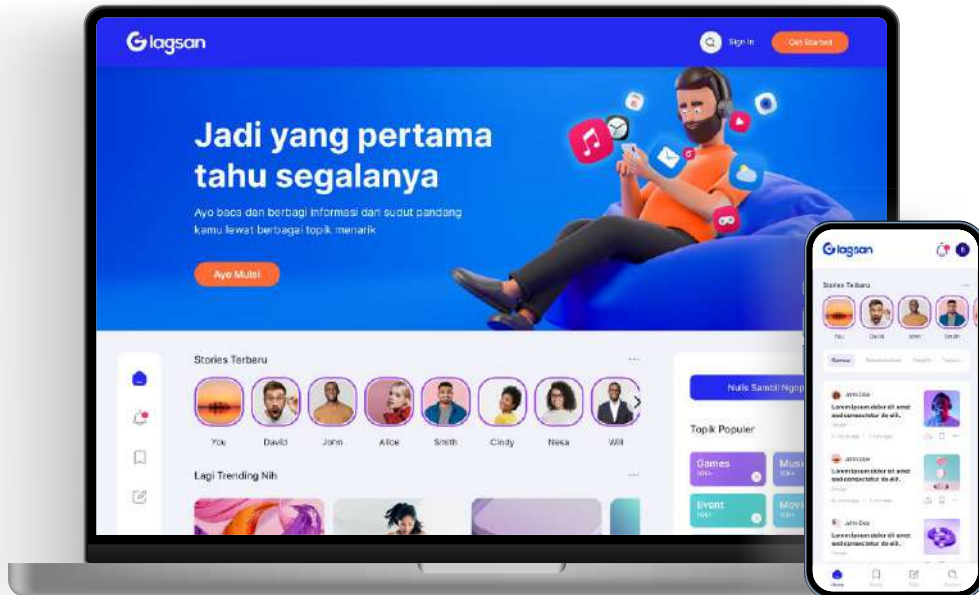
Cashtree Business Ecosystem

2) Lagsan : Write, Share, and Earn (www.lagsan.com)

One of the products in the Cashtree Business Ecosystem that will be developed is Lagsan (www.lagsan.com) ; an open platform with a blog article concept where users and the community can share their work and stories. Lagsan is a meeting place for content creators and storytellers, various experts in their fields as well as new creators can share information, interact and realize their works and ideas into content and present it to the world.

Lagsan prioritizes the experience of sharing stories between users and contributors from various fields and backgrounds that are dynamic and mutually supportive and uphold the authenticity of the contributors' work. Lagsan believes that important ideas and works will drive future generations.

Lagsan introduces **a model where creators and contributors can share their work and earn incentives from works published on this platform.** The incentive received for contributors is a digital asset (cryptocurrency) called CTT which has not only economic value for contributors, but also has various functions within the Cashtree Business Ecosystem.



Preview of Lagsan interface



Cashtree Business Ecosystem

Write, Share, and Earn Model

Contributors who create and publish stories or work through the Lagsan platform will receive incentives in the form of CTT that can be withdrawn and traded on crypto exchanges that have listed CTT on their platform.

Lagsan will provide incentives with fair calculations for contributors, which are taken from revenue sharing between Lagsan and contributors for every traffic and reading time of each of their works and articles. Lagsan revenue aside from the traffic generated, also coming from premium article and ads placement.

Lagsan introduces a model where creators and contributors can share their work and earn incentives from works published on this platform. The incentive received for contributors is a digital asset (cryptocurrency) called CTT which not only has economic value for contributors, but also has various functions within the Cashtree Business Ecosystem.

3) P2E Games (Play To Earn)

Cashtree will work alongside game studios in Indonesia to then develop P2E Games in the Cashtree Ecosystem. Because it cannot be denied that games are a very attractive medium for users. By providing P2E Games in the Cashtree Application, Cashtree will be able to manifest itself as the main platform for entertainment and mobile advertising that provides benefits to its users.

4) Poppang : Korean Snack F&B Cafe

Poppang is the new player in F&B market in Jakarta. This cafe sells Korean most popular snacks and street foods with a contemporary twist and concept. Poppang's first store is located in the most sophisticated and right in the heart of the business district in Jakarta, **ASHTA District 8 @ SCBD**. Today, **Poppang has opened two new stores in Grand Metropolitan Mall Bekasi and Lippo Mall Puri Indah, West Jakarta.**

In 2023, Poppang will open **11 new stores** totalling up to 13 stores in 5 cities in Indonesia. In 2024, Poppang will open for franchising, aiming to expand its business, reaching 50 outlets in Indonesia. **In 2025, Poppang is aiming to open a total of 100 outlets.**

Cashtree Business Ecosystem



Implementing CTT to Poppang will benefit users with special discount vouchers to shop on Poppang Store, and also Users can receive **CTT cashback** for each purchase of Poppang products.

The use case of CTT implementation in Poppang is a showcase of the promising collaboration between CTT and retail players in different industries, and **will open the door to upcoming partnerships** with other sectors and partners, such as restaurants, food delivery services, etc.

5) Cashtree's Future Partners

Cashtree's commitment remains to deliver the best service of entertainment to Cashtree's users. To do so, Cashtree will collaborate with diverse partners to enable our users access to various content and activities.

"We will give additional meaningful benefits to advertisers that will pay a considerable portion of fee through CTT."

6) Cashtree Goes Global

Cashtree will soon be available for global audiences and markets, bringing Cashtree services to advertisers and clients, and entertainment for global audiences.

With it, CTT will reach global users with strategic partnerships and collaborations with brands and companies to embody the benefits and utility of CTT for Cashtree users and CTT holders.

Cashtree Business Ecosystem

Cashtree App will be available globally

Cashtree will open its services globally, helping brands & clients to advertise their products and services and bringing benefits and entertainment to more users

CTT : Global Reach

CTT will build partnerships with various brands & companies all around the world to bring benefits to CTT users & hodlers!



Future Development

For the first 24 months since the implementation of Cashtree blockchain project and CTT, Cashtree will focus on accelerating the crypto adoption to all of Cashtree users by increasing the DAU / MAU, and also reacquisition of all Cashtree users. Together with this, Cashtree will start to distribute the CTT as a reward. Cashtree will also explore the IDO opportunities to make CTT available for early adopters, bringing benefits of Cashtree Business Ecosystem. After that, Cashtree is aiming to join a Launchpad program with the objective to have CTT listed on the global and Indonesian exchange.

On the Cashtree Business Ecosystem, the development of products and services will keep going. Implementation and integration of CTT into Cashtree other products and partners such as Lagsan, Hotdeal, and Poppang is the starting point.

In the third year of the project, Cashtree will build Dapps and make Cashtree fully run on the blockchain, becoming the first mobile advertising platform in Indonesia to implement crypto and blockchain technology. Cashtree will also build partnerships with various partners that will bring benefits for Cashtree users and add value to Cashtree Business Ecosystem, and expand the utility of CTT even more.

We aim to reach product finalization by early 2026 and by that time, Cashtree will dominate the Indonesian market. Furthermore, Cashtree will expand the business and push the adoption of CTT by opening the mobile advertising platform service for global clients, starting with neighboring countries in SouthEast Asia, and will soon be expanding globally.

Continuously, Cashtree will keep on expanding the business and partnerships with all partners, merchants, and platforms to give more value added services and expand the use of CTT in Indonesia for the first phase, and later on with global brands and partners.

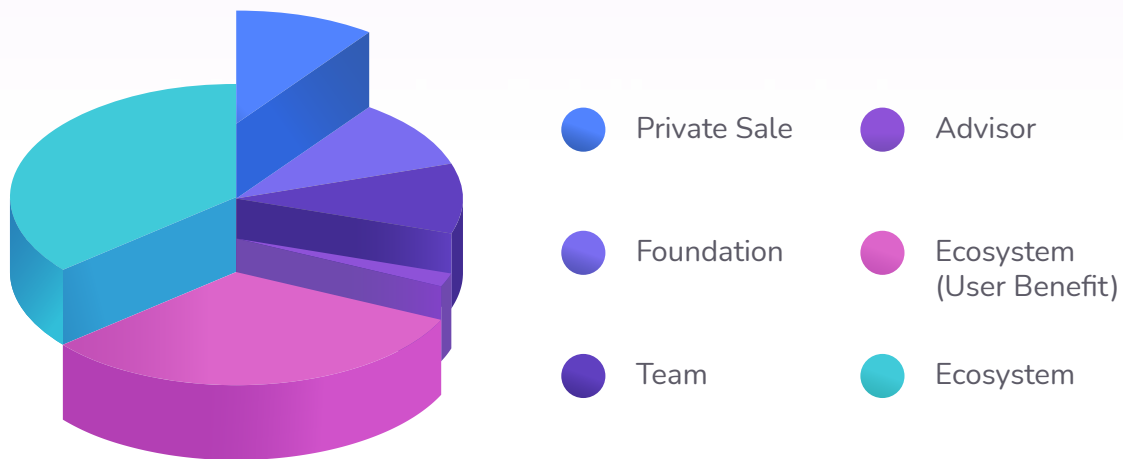
In summary, Cashtree is and will be the pioneer in digital marketing in Southeast Asia.



Tokenomics

1. Total Token Circulation

Cashtree Tokens will be released with a maximum amount of **5,000,000,000** Cashtree Token (CTT) with the following distribution:



CTT Token allocation & Time-lock

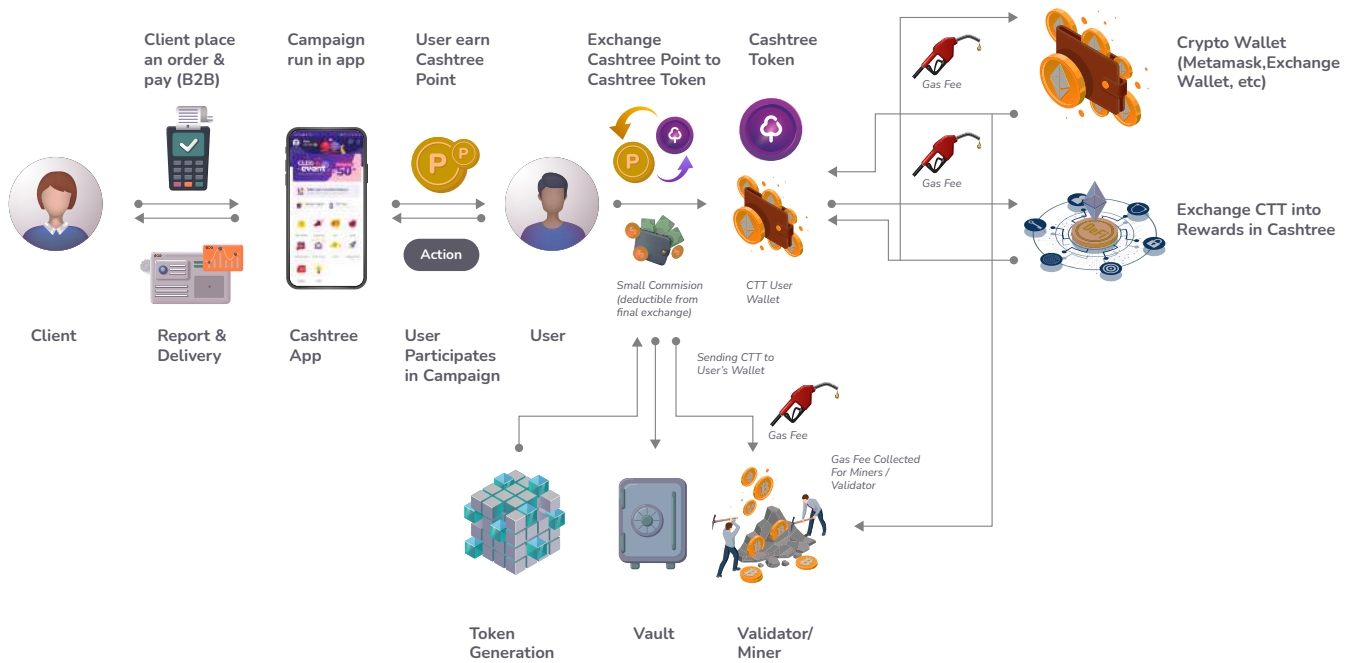
Stage	Lock up	Vesting(Linear)	Supply %	Tokens
Private Sale	18 Months	24 Months	10%	500,000,000
Foundation	18 Months	36 Months	10%	500,000,000
Team	6 Months	36 Months	10%	500,000,000
Advisor	18 Months	24 Months	2%	100,000,000
User Benefit	3 Months	60 Months	32%	1,600,000,000
Ecosystem	No Lockup	initial release 4% + remainder 36 Months	36%	1,800,000,000
Total			100%	5,000,000,000

2. Lock Up Commencement Date

Lock up commencement date of CTT will start at day 1 of the first CEX listing

3. Circulation Mechanism

Here's the diagram showing the circulation and mechanism of CTT generation and distribution to users.



Cashtree Token Circulation & Mechanism Diagram

Roadmap

Phase 1

DAU & MAU, Reacquisition

Cashtree is introducing blockchain to its users through Cashtree Token. In this first phase, Cashtree will start with Token Generation Event, building CTT utility in Cashtree Business Ecosystem and aiming for Listing on a major Exchange.

For the first 24 months since the Cashtree blockchain project and CTT implementation, Cashtree will focus on accelerating the crypto adoption to all of Cashtree users by increasing the DAU / MAU, and also reacquisition of all Cashtree users. With this, Cashtree will start distributing the CTT as a reward. Cashtree will also explore the IDO opportunities to make CTT available for early adopters, benefiting Cashtree Business Ecosystem. After that, Cashtree aims to join a Launchpad program to have Cashtree Token listed on Indonesian exchanges.

The focus of Phase 1 is to increase DAU & MAU and also reacquisition of Cashtree users, along with building the MVP of Cashtree and Cashtree ecosystem especially Cashtree Apps and Hotdeal platform, and expanding the utility of Cashtree Token.

Our strategy is to have CTT available to the public and listed in a global exchange. We are also exploring doing an IDO before joining a Launchpad. With Cashtree track record and huge user base, the listing and IDO process should be a mutual collaboration between Cashtree, the DEX for IDO, and CEX where CTT will be listed.

DAU & MAU Reacquisition Plans :

- Introducing and implementing CTT into Cashtree Apps
- Social Media Management
- Media Coverage & PR Activities
- Community Channels :
 - Official Telegram Channels
 - Official Discord Channels
 - Official SNS Channels
- Events Online : AMA, Airdrop, Giveaway, Quiz
- Events Offline : Joining blockchain & crypto conferences and seminar events in Indonesia

Whitepaper

Development : CTT

Pre-Sales / Private Sales Periods

Integration with Hotdeal (ecommerce platform) where CTT can be used to buy special discount vouchers to shop in Hotdeal.

Integration with Poppang (F&B retail cafe) where CTT can be used to buy special discount voucher and special priced product bundling

Integration with LAGSAN platform.

Lagsan Contributors who create and publish stories and/or works through the Lagsan platform will receive incentives in the form of CTT

Listing @ Indonesia Exchange :

Public Sales Period

Q1 2023 -
Q2 2023

Phase 1

Roadmap

Q3 2023 -
Q1 2025

Phase 2



Phase 2

Collaboration & Partnership

Collaborations : Global crypto & blockchain company

Partnering with global crypto and blockchain companies, Cashtree will introduce various crypto products and benefits for Cashtree Users and CTT holders.

Building & Expanding Partnership to increase Cashtree Token Utility.

Building new products inside Cashtree Ecosystem to provide benefits and entertainment for Cashtree Users.

Phase 3

Dapps, User Data Utilisation

Cashtree is officially fully running on blockchain and is scaling up with bringing all the campaign data into the blockchain, and becoming the first mobile advertising platform in Indonesia that fully runs in blockchain and contributes in driving the blockchain adoption in Indonesia.

Building & Expanding Partnership to increase Cashtree Token Utility and widen the Cashtree BusinessEcosystem.

Timeline

- Cashtree Business Ecosystem
- Cashtree Token Partnership :
 - *Hotdeal*
 - *Poppang*
 - *Lagsan.com*
 - *P2E Games*
 - *DeFi Platforms*
- Others :
 - Future partnership with retail merchants to expand Cashtree Token utility

Development : Cashtree Dapps

Q2 2025 -
Q1 2026

Phase 3



Roadmap

Phase 4 Product Finalisation

Building & Expanding Partnership to Increase Cashtree Token Utility

Cashtree Token will keep expanding and building partnerships with companies, partners, and merchants to enrich Cashtree Business Ecosystem and bring benefits for users.

With various partners and merchants that will be available inside Cashtree Business Ecosystem, Users will have limitless and various benefits of Cashtree Token

Cashtree Ecosystem is fully built and Cashtree becomes the center of mobile entertainment and advertising platform in Indonesia, providing services and benefits with promising rewards and passive income for all users.

Phase 4



Cashtree's Future Partners

Cashtree's commitment remains to deliver the best service of entertainment to Cashtree's users. To do so, Cashtree will collaborate with diverse partners to enable access to various content and activities for our users.

Cashtree Goes Global

Cashtree will be soon available for global audiences and market, bringing Cashtree services to advertisers and clients, and entertainment for global audiences.

Together with it, Cashtree Token will be reach global users with strategic partnerships and collaborations with brands and companies to embodied the benefits and utility of Cashtree Token for Cashtree users and CTT hodlers.

Q2 2026

Phase 5



2027 and Beyond

Phase 5 Product Finalisation

With the solid product finalization and success in Indonesia, Cashtree will bring the ecosystem into the global stage and become a multinational company. Starting with nearest neighbor countries, Cashtree is aiming to go worldwide and globally.

Building & Expanding Partnership to Increase Cashtree Token Utility

Cashtree also will keep building and expanding partnerships with various companies, merchants, and projects to join Cashtree Business Ecosystem to provide the best use case for Cashtree Token and bringing benefits for Cashtree Token holders and users globally.

Team & Advisor

Team Member



Dallen Kim
Founder

Co-Founder & COO of Neople
Developed ("Dungeon & Fighter - 地下城与勇士", the highest grossing game of all time)
Working in Neople from beginning until exit
Investor & Advisor, Pulse9 - Company that develops the first global Virtual Idol "ETERNITY"
22+ years of experience in StartUp / IT
Advisor & Investor on various startup companies Industry



Agust Tampubolon
Co-CEO & CTO

Cashtree Web 2.0 Business (mobile advertising platform)
Software Architecture & Senior Engineer
Front End Developer Asst. Manager AXA Services Indonesia
Xuenn Software Solution
SCRUM Certified
B.S in Information System
10+ years of experience in IT Industry



Alexander Markl
Co-CEO & CTO

Leading Web3 transition of Cashtree across all verticals (business model, product, strategy)
Current co-founder, CEO of Sun Labs, digital asset management solutions provider
Prev. co-founder, CIO of SW Capital; crypto quant trading firm (\$50m AUM)
12 years experience in digital product engineering, 6 years in quantitative digital asset trading
Masters of sciences in computer science, LMU Munich



Jenny Ban
CSO

Current co-founder, CFO of Sun Labs, digital asset management solution provider
Prev. co-founder of crypto quant trading firm SW Capital, overseeing quantitative strategy research
6 years experience in digital asset trading
Masters of sciences in economics, LMU Munich
Expert in quantitative analysis, econometrics, data science



Bonifacio Renanda
CCO

Cashtree Token Ecosystem Development and Merchant Partnerships
PT. Cashtree For Indonesia
Head of Business Development & CSO
MarComm Asst. Manager - AXA Mandiri GI Business Development - PEACH (UK AdTech Company)
Master Degree in Design - ITB
12+ years of experience in creative industry as Project Manager dealing with global clients



William Purdy
CMO

Head of Growth at Sun Labs AG
Social Media and Digital Marketing Specialist at Dayton & Sydney Wealth Strategies
Previously FINRA licensed Registered Representative (Series 7 & 63)
Bachelor of Business Administration at Baruch College
10+ years of experience in traditional finance and digital asset markets

Team & Advisor

Team Member



Robin Jang
COO

Operational policy management, Fraud Management

Coinone Indonesia COO

Vexanium Co-Founder & COO

Publishing PM for Perfect World

Bachelor's Degree in UIBE, China

14+ years of experience in IT Industry



Muhamad Aminuddin Ridho
Head Designer

Graphic Designer with 12+ years of experience in design and creative industries

Hakuhodo Indonesia Advertising Agency

Electronic Solution

Topindo Lucky Sport

PT. Cashtree For Indonesia

B.A Visual Communication Design



Ridcat Simbolon
Senior Software Engineer

10+ years experience in IT industry

B.S Informatics Engineering

PT. ARC Indonesia

PT. HDI Indonesia

PT. Cashtree For Indonesia
Senior IT Manager & Backend Programmer

Team Member



Rifa Herlandy
Product Development

10+ years of experience in IT Industry

B.S Information System

PT. Media Baru Digital

PT. Cashtree For Indonesia
Project Operation Manager
Product Development Manager

Advisor



Keebeom Kim
Advisor

Current CTO of Kakao Entertainment, CEO of Supercomix

Founded Valuepotion, a data-driven marketing/advertisement platform startup, in 2015 and sold the business in 2017

20+ years of engineering and platform business not only in Korea, but also in South East Asia



Heuibae Kim
Advisor

CEO & Founder SOMESING
Blockchain based karaoke apps on Klaytn with more than 1.5M users and 10M TX

Solid business relationships with major mobile companies in Korea

7+ years of experience, comprehensive technical know-how and expertise in mobile "Singing Content Platform" and blockchain Industry

Team & Advisor

Advisor



Sangsoo Kim
Advisor

20 years experience in Private Equity, Venture Capital, Infrastructure and Startup

CPA, CFA

Accounting Director - MVL

Regional Head - Korea Venture Investment Corporation

KPMG Samjong Accounting Corp.



Tammy Ahn
Advisor

20 years experience in the finance and technology sectors.

Investment strategist - Citibank

Co-founder of Jenga K (Blockchain consultancy) and Lodestart (Startups research) Accelerating and advising various global blockchain projects



Gun Gun Febrianza
Advisor

9 years experience in the IT Development

5 years of experience in blockchain scene
Blockchain Architect PT Rantai Oxygen Indonesia

Author of 6 Programming Books

Founder of Discord Blockchain Indonesia (DBI)



Jay Lim
Advisor

10+ years of experience in Startup Acceleration, Investment, and Strategy.

Vice President/ Hanwha Asset Management/ Global Innovation Team

Shinhan Financial Group

E&Y



Farah Ashila Balqis
Advisor

B.A Humanities in Korean Studies

ASEAN International Mobility Scholarship Awardee

Harvard National MUN Diplomatic Commendation

Euro MUN Academic Excellence



Nikolay "Niko" Akatyev
Advisor

8 years cyber security experience, 10 years software development experience
CSSLP, CCSK

Digital forensics mentor at Korea Best of the Best (BoB) Cybersecurity program.

Founder of Seoul Tech Society, crew at Div0 Singapore cybersecurity community & organizer of Global Cybersecurity Camp (GCC).

Organizing Committee International Conference on Digital Forensics and Cyber Crime (ICDF2C).

Regularly published academic papers and presented at cyber security conferences.

Team & Advisor

Advisor



Robby Jeo
Advisor

Founder & CEO Kommunitas (IDO Platform)

Serial entrepreneur, investor, and advisor

Polygon Advocates for Indonesia Region

Highly analytical skill, effective communicator, and serious amount of business acumen. His strength is at Business Development to expansion and building connections.



Nanda Ivens
Advisor

Former CMO of Tokocrypto

20+ years experience in advertising, communication, and digital marketing

Former Director of Edelman Digital
Former CEO XM Gravity
Former APAC CEO of Mirum Agency
Former Strategic Advisor of Telkomsel

Cashtree Token Community Official Channels

**Here are the official community channels for
Cashtree Token project**

Website : www.cashtreetoken.io

IG : <https://www.instagram.com/cashtreetoken>

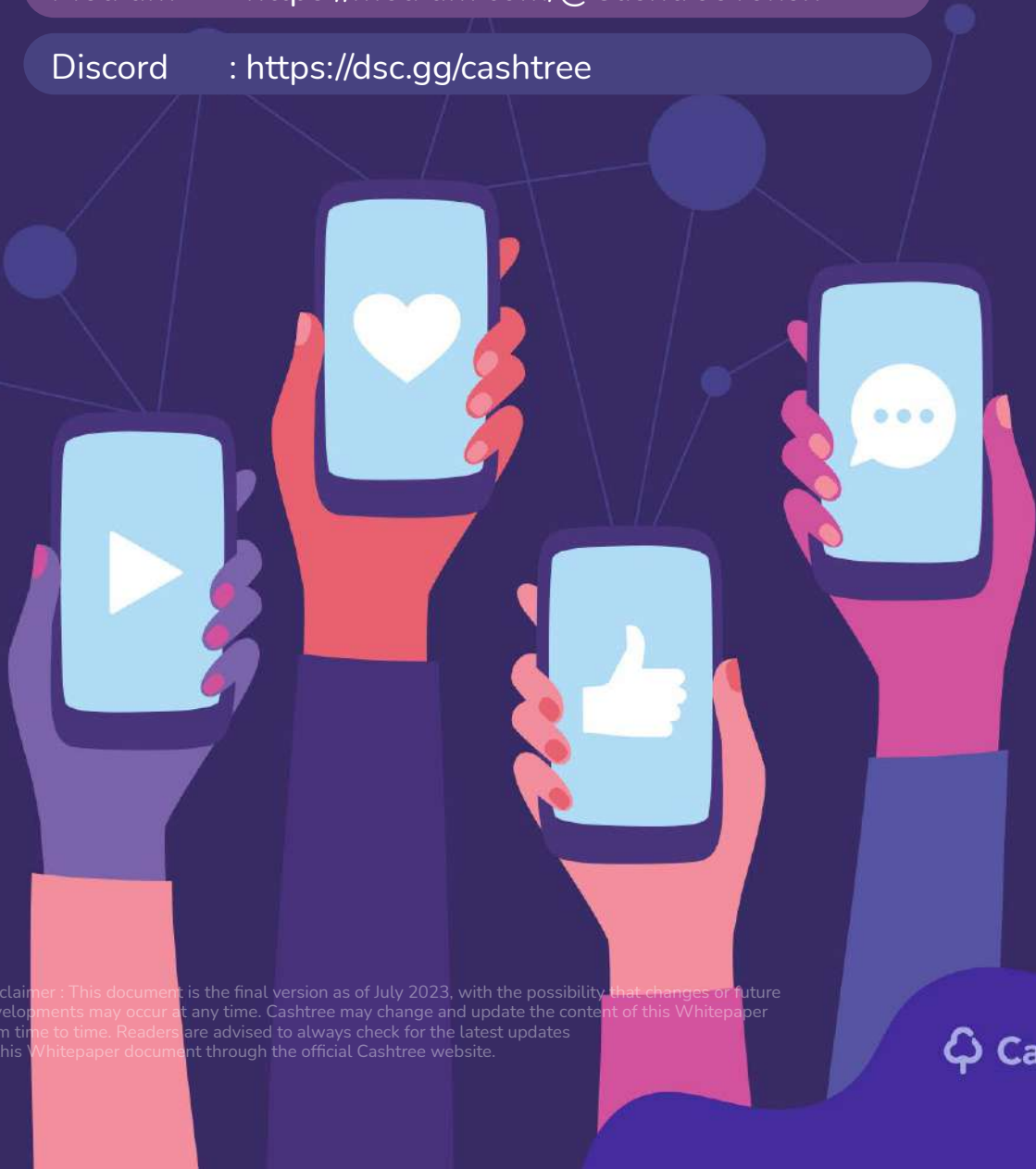
FB Page : <https://www.facebook.com/cashtreetoken>

Twitter : https://twitter.com/Cashtree_Token

Telegram : <https://t.me/CashtreeToken>

Medium : <https://medium.com/@CashtreeToken>

Discord : <https://dsc.gg/cashtree>





www.cashtreetoken.io



Disclaimer : This document is the final version as of July 2023, with the possibility that changes or future developments may occur at any time. Cashtree may change and update the content of this Whitepaper from time to time. Readers are advised to always check for the latest updates of this Whitepaper document through the official Cashtree website.