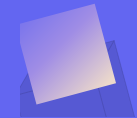2023

XENON
LABS
SIMPLIFYING WEB3

Why Web 3.0?

Decentralization: By removing centralized control and intermediaries, web 3 allows for more open, secure, and transparent systems. This can also make them more resistant to censorship and more resilient in the face of failures or attacks.

Data privacy: With web 3, individuals have more control over their personal data and can choose to share it with only those they trust. This can help to reduce data breaches and the misuse of personal information.

Interoperability: Web 3 protocols and technologies can work together seamlessly, allowing for the creation of new decentralized applications and services that can't be built on the current web.

Economic incentives: Web 3 allows for the creation of decentralized marketplaces and platforms, which can enable new business models and economic opportunities.

Why do we do it?

To solve the problems faced by businesses while building on Web 3.0 such as the high cost of development, Complexity while development, Lack of Resouces, and Proper Infrastructure,

What do we do about it?

We simplify Web 3.0 for businesses and create a secure, accessible, and easy-to-use ecosystem

How do we do it?

By Creating No Code Platforms to create Web 3.0-based products in just 3 steps within 3 minutes.

Primary Products

B2B products are our main value products and go-to sales products

- 1 click smart contract deploy on 8 blockchains

- 1 click Web 3.0 marketplace deploy

- 1 click Token and reward system deployment

- Supermint API for cross generation and cross chain interactions

- Authenticity and Phygital verification system

Top Funnel Products

B2C products are the products to acquire a wider range audience or act as a level 1 product and have low-cost marketing and month-on-month revenue

- 2FA for custodial wallets to make your assets more secured

- 1 Click DAO Creation and Deployment

- Access Control based on tokens

- Brand Token Swaps and Analysis Platform

Premium Products

B2B2C products target customers who can provide a high ticket value and also become technological partners or channel partners. It also includes premium brands as customer who require customization and additional services

- Channel Partners / Product SDK Licence

- Supermint API

- Brand Deals & Partnerships

1 Click Smart Contract Deploy - Xenon Labs Launchpad

With one click no code smart contract deploy, users can choose from 6 innovative contract options and options between 8 different blockchains to deploy the smart contracts.

The 6 options of smart contracts can be deployed in an automated fashion for

- NFTs
- Fractal Real Estate
- Phygital Product & Verification
- Club Memberships
- Ownership Transfer
- Access Control

The 8 Blockchain of which the users can deploy these contracts are as follows

- Ethereum
- Polygon
- Avalanche
- Fantom
- Solana
- Binance Smart Chain
- Arbitrum
- Optimism

Supermint API - Cross Generation / Cross Chain / Cross Currency Transactions (Web 3 Anywhere & Everywhere)

With Supermint API, users can integrate web 3 anywhere and everywhere without even thinking about the infrastructure requirements.

Supermint can be used to develop custom products on top of it while it can be also used individually directly with your existing system.

Features of Supermint API:

- Web 2 to Web 3 Connectivity
- Attach any payment gateway on top to accept Fiat Payments
- Cross Chain Transactions without any hassle
- Cross Chain Payments in a flash
- Minting on Social Media

Example of a cross generation transaction using Supermint

1 Click Marketplace Deploy - Xenon Labs Marketplace

With one click of Marketplace Deploy, users can create their own Web 3 Marketplace without any coding with just a click of buttons.

Users can customize the basic designs of their marketplace and have options such as follows:

- Single Vendor / Multi vendor Options
- Contract Listing Control - Only Tokens / NFTs from allowed contracts to be listed
- 1 Click Phygital Product Creator
- Option to choose from 8 blockchains
- Primary / Secondary Sales
- Royalties for all kinds of sales
- Import existing contracts
- Marketplace support for custom reward tokens

1 Click Token & Reward Deployment - Greyfell powered by Xenon Labs

With one click rewards system creator, users can create their rewards programs and staking portal with just a click of a button without any coding.

Users can customize the basic details of their rewards program as follows:
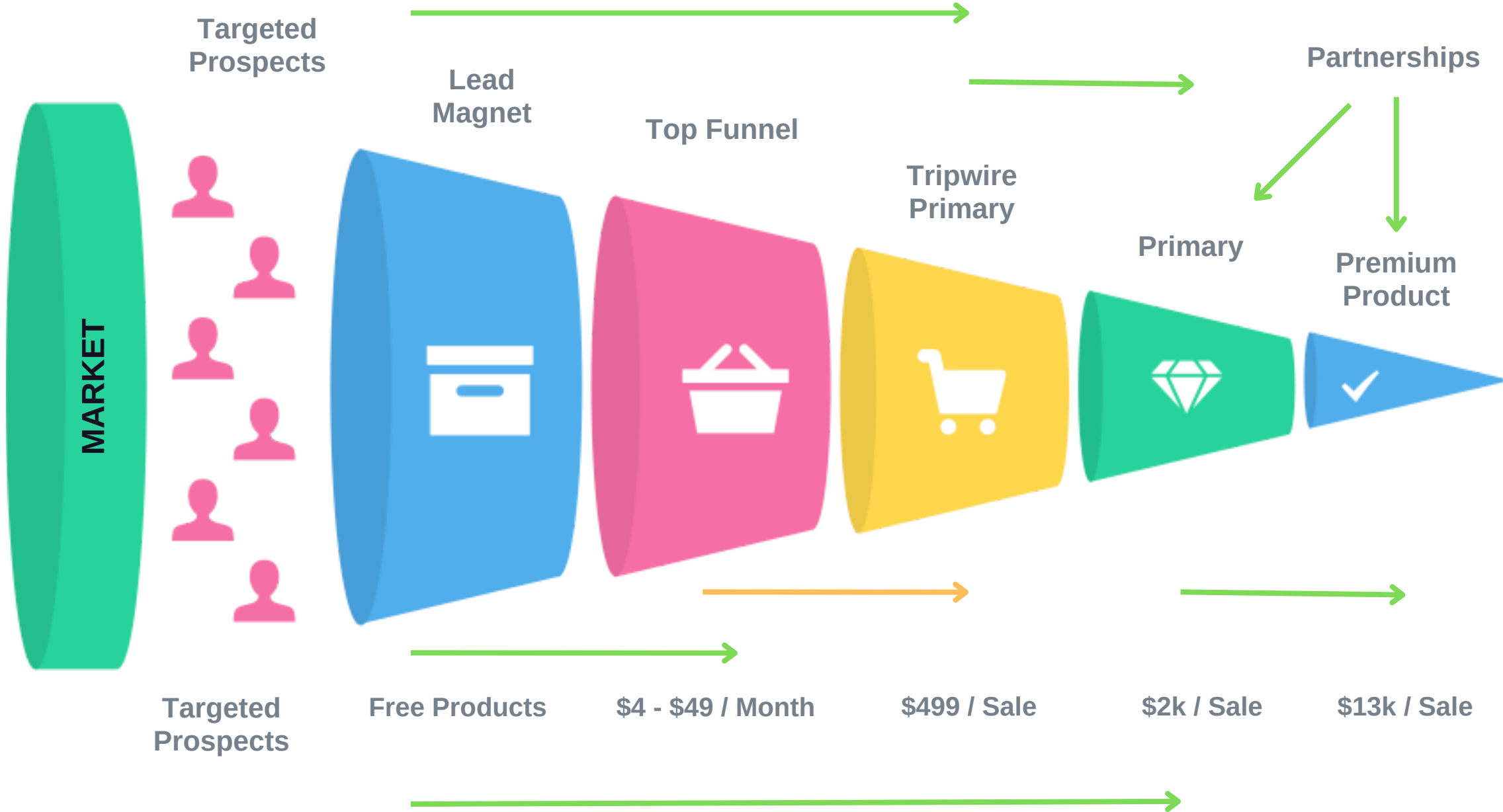
- Rewards Program on 8 Blockchains
- 1 click custom token creation
- Coin Name / Logo / Description Edits
- Rewards Rate set / NFT / Stake
- Create & Deploy New Contract for the Rewards Program
- Import existing Contracts
- Marketplace support for custom reward tokens

Helium Automations by Xenon Labs - 1 Click DAO Creation and other Discord Automation Tools

With Helium, brands can automate and create community tools that can help communities solve problems and make decisions in just 1 click.

The following are the things that Helium supports:

- Automated DAO Creation
- NFT-Based Access Control
- Role-based Access
- Automated Updated based on Certain Predifined Actions
- Market Analysis
- User Wallet Management

Targeted Prospects

Lead Magnet

Top Funnel

Tripwire Primary

Partnerships

Primary

Premium Product

MARKET

Targeted Prospects

Free Products

$4 - $49 / Month

$499 / Sale

$2k / Sale

$13k / Sale

Product	Pricing	Cost incured	Average Customer Value Per sale / Customer / Product
Primary	**$2 / Transaction** Contract Deployment of min 1k tokens **10%** on Average GTV of 20k / NFT Project	**$20 - $40** Per 1k transactions for 1k token deployment	$2000
Top Funnel	$4-49/Month	**$0.5 - 2/ Month** Per product / user	$6.25
Premium	$10k - 25k	-	$13,000

Product	Cost of Aquisition Direct	Life Cycle	Margins
Primary	$100-300 Minimum $2k billing	3 Months Contract Deployment but $2/transaction is also charged on secondary with 0 maintenance to company	400-600 % Per sale after deducting acquisition costs
Top Funnel	$3-10 For Free Users $10-50 For Paid Users	1 Month	250-600% For Paid Users without directing direct acquisition cost
Premium	$500-1500	3-12 Month For New Developement 1 Month For AMC	100 - 200 % Net Profit

Total Traction - $94k / 75L

We charge $2 / transaction on all our primary products with minimum of 1k Transaction (Product Model - Automated)

We charge 2% flat on all marketplace transactions and 10% Flat on all the NFT based projects and Automated ICOs

Premium - $78k

Business Deals of customization on top of existing products and partnerships closed worth $78k and production in pipeline

Premium - 62.5L
Primary - 12.25L

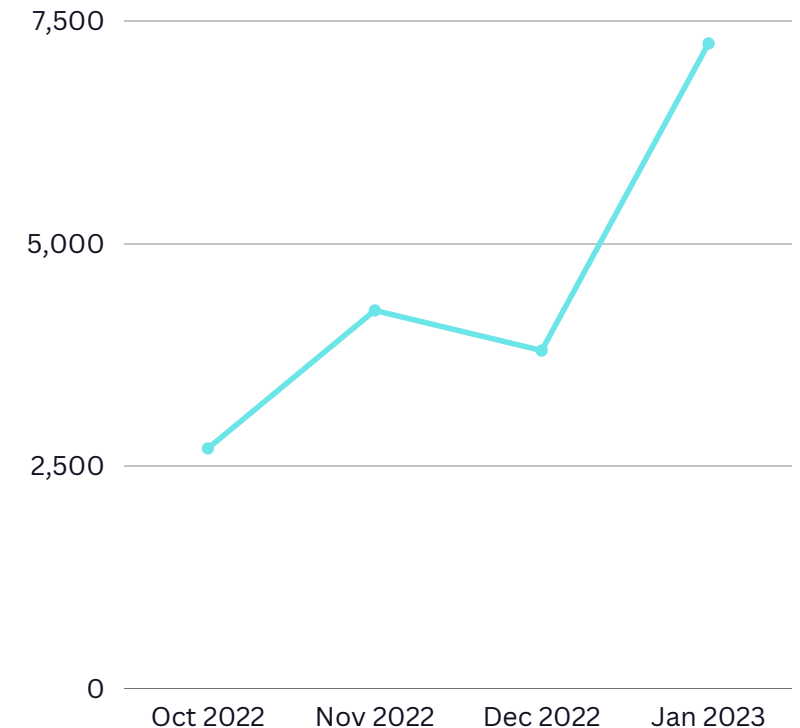## Primary - $15.3k

$130k
Total GTV on Xenon Labs

$15.3k
Gross Revenue of Xenon Labs

October	- $2700	December	- $3800
November	- $4250	January (month end)	- $7250

Milestones

Achieved GTV of $125k / 1Cr total in Dec 2022

Achieved 5k Transaction total in Dec 2022

Achieved $10k revenue total in Jan 2023 for Primary Products

Signed Premium Product Deals worth $62k or 50L in Dec 2022

Projections

GTV of $3M-$4M / 24-30Cr by Dec 2023

100k - 140k Transaction by Dec 2023

$200k-$300k / 2-3 Cr revenue by Dec 2023 for Primary Products

Sign Premium Product Deals worth $250k / 2 Cr by Dec 2023

Direct Competetion

venly — $25M Raised

Thirdweb — $29M Raised

Indirect Competetion

MAGIC EDEN
Cross-chain NFT platform

coinbase

Partial Competetion

Biconomy — $24M Raised

wazirx — Wazirx NFT by Wazirx

crossmint — $11M Raised

GUARDIANLINK — $12M Raised

LaunchMyNFT — $07M Raised

Chainlink — $46M Raised

venly   Chainlink

Thirdweb   Bifrost

LaunchMyNFT

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venly   Biconomy

Thirdweb   crossmint

coinbase   Paper.xyz

Contract Creation & Deployment   Xenon Labs   API, Tools & Payment Tools

Launchpads & Tokens   Marketplace Creators

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venly   MAGIC EDEN
                     Cross-chain NFT platform

Thirdweb   Opensea

bueno   wazirx

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venly   NFTically

Thirdweb   NFTify

GUARDIANLINK

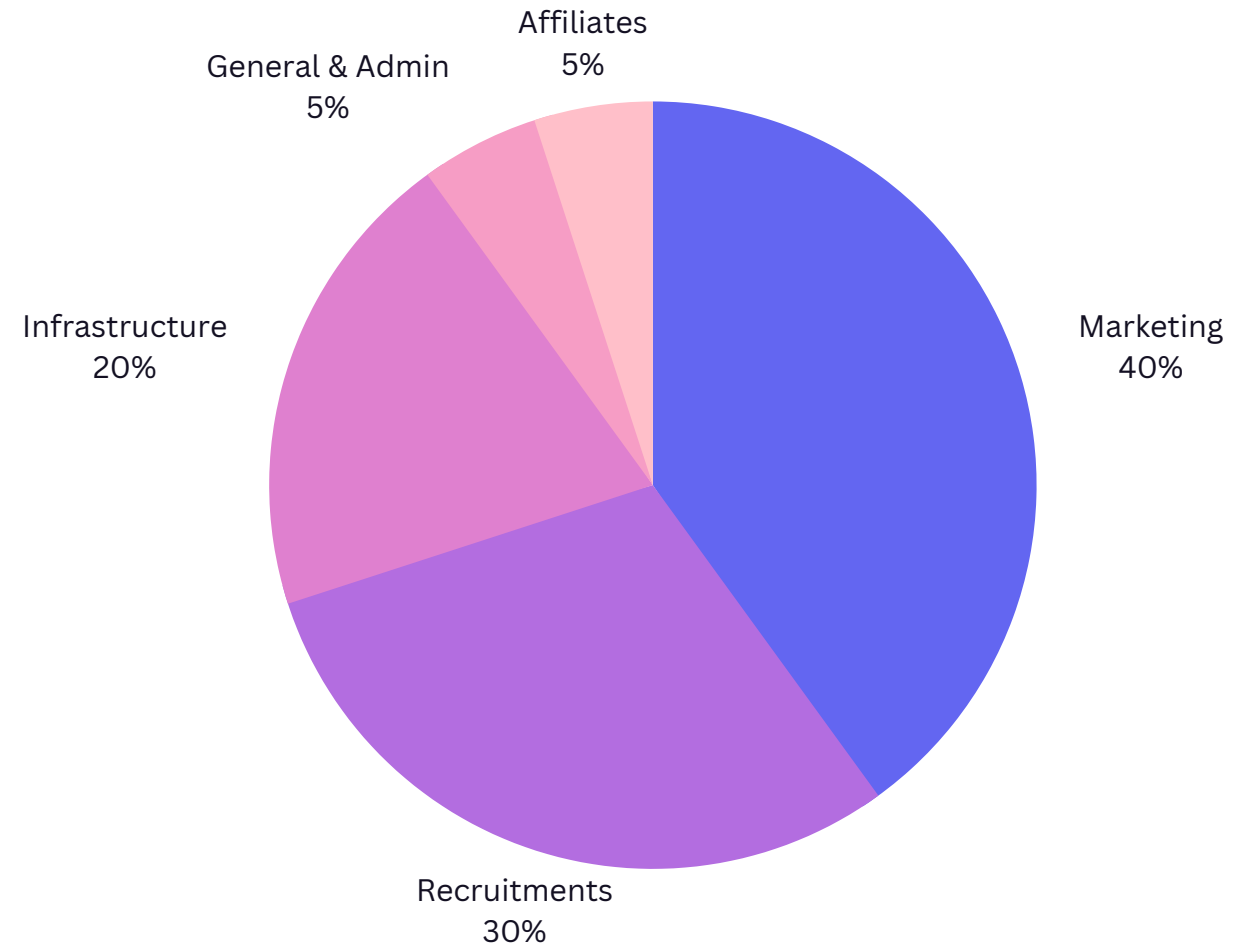# Financials

We are raising an Equity round of 1 Cr

Targets with Funding:

Upgrade all the existing products and merge them all to create a super app for web 3.0

Create a developers community of 500+ developers and provide them with infrastructure to build on top of Xenon Labs Products

Acquire 20,000 New customers for lead magnet products and 250 Primary product Users and 10 channel partners by Dec 2023.

Partner with 5 Major brands (B2B2C)

General & Admin
5%

Affiliates
5%

Infrastructure
20%

Marketing
40%

Recruitments
30%

@xenonlabsio

Xenon Labs

Core Team

Sagar Joisar - Founder
Engineer, K.J. Somaiya.

6 Years of Business Development Experience
Exp - Digital Head - Himalayan Climbers, Business Director - Boundless Digital

Yash Joisar
BSC IT, Universal

Blockchain & Tech Lead
Have seen the development of infrastructure and has the ground level knowledge of the ecosystem

Rahul Bhanushali - Tech Consultant
Engineer, K.J. Somaiya.

10 Years of Technical Experience
Ex BookMyShow, Amazon

Yogesh Khairnair - Marketing

17 Years of Marketing Experience
Ex J. Walter Thompson Worldwide, Grey, McCann, Bates CHI&Partner, BBDO

Total Staff Strength - 6 Full Time+ 7 Freelance
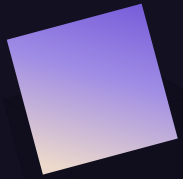
Xenon Labs

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