



NOVA PUPA

Everybody is an influencer.

Light Introduction

Nova Pupa is a Nano- and Micro-Influencer Marketing Portal that delivers the most effective marketing services known to men, while allowing individuals to monetize on their online presence in a way that's effortless, secure and profitable.

NANO-INFLUENCERS:

- Monetize on your social media
- Perform Micro tasks
- Accept unlimited jobs in the marketplace
- Earn a full-time income online
- Showcase your massive channels
- Easily connect with brands in your industry
- Forge lifetime sponsored partnerships
- Earn extra as affiliate

BRANDS:

- Highly effective marketing from MLM
- Hire ambassadors, and army of brand advocates
- An infinite number of influencers at your fingertips
- Marketing campaigns suitable for any budget
- Effective audience targeting like Facebook advertising

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Introducing Nova Pupa

Nova Pupa connects brands with individuals directly through our platform with fully integrated Web3 frameworks combined with blockchain technology. This allows every individual globally to reap all the benefits of easily acquired promotion deals and monetize on their online presence in various ways, while eliminating Web2 platforms restrictions and the hassle of finding and negotiating deals. Every individual worldwide will be able to earn a full-time income online via our platform and be free as a bird.

On the other side of the table the advertiser can profit from extremely high ROI on their marketing budget due to highly effective friend-to-friend marketing, hitting the sweet spot with targeting their audience together with smart contracted deals, binding influencers to their brand to gain an extremely unfair advantage over competitors.

“An online marketing portal, combining advanced Web3 integrations with blockchain technology and in-Metaverse advertising, ready for the future.”

The Nova Pupa platform will be a one-stop shop for advertisers, fulfilling every aspect of their marketing strategy while eliminating every burdening segment of the operation from the process through botted automation and hassle-free infinite scaling options. Thanks to blockchain technology and Web3 we will be perfectly capable of tracking sponsored promotions and the impact on their follower's base. This way we can present the results of an advertisement campaign in crystal clear numbers for engagement and overall impact. This automated process allows the advertiser to finetune his advertisement campaign and aim for even higher ROI translating directly to more revenue for the brand.

Mission & Vision

Nano-influencer marketing derives from multi-level marketing. The effectiveness of multi-level marketing comes from the fact that it is mostly friend-to-friend marketing. The brand ambassador mostly manages to sell to their close friends and family members. Studies show that recommendations from a friend give the highest turnover in making a person buy something. In other words, the chance that you will buy a product that is recommended by your close friend or family member, compared to seeing an advertisement of this product on tv, is 100 times bigger. The highest possible conversion rate can be found in friend-to-friend marketing.

“We offer the holy grail of Marketing: Nano-Influencer Marketing!”

Friend-to-friend marketing beats any form of online and offline marketing/advertising currently known to men in terms of conversion rate. All marketing experts in the world agree on this topic. And Nano-influencer marketing is doing just that, friend-to-friend marketing. Nano-influencer marketing basically comes down to; ordinary people with a regular following on their social media accounts, selling/recommending your product or service to their close friends and family. That is why Nano-influencer marketing is truly the holy grail of online marketing. Nova Pupa offers exactly that, Nano-influencer marketing, but is definitely not limited to this alone. We aim to become the number 1 online marketing portal in the world, with the holy grail of marketing tactics in our pockets, there is nothing stopping us from reaching that goal.

Nova Pupa services mainly consists of Nano-influencer marketing services but will soon grow into the world's most prestigious online marketing company, offering not only Nano- and Micro-influencer marketing services but a full array of marketing services covering all aspects of marketing and advertising. A small glimpse of this services expansion will consist of surveys to do proper market research, advertising in any Metaverse, advertising in closed Web3 social media, penetrating any niche community that till this day wasn't available to reach and all of these extra services will give any business an extremely unfair advantage over their competitors.

GROWTH OF THE \$PUPA TOKEN

As the Nova Pupa platform grows in number of users and advertisers, the rise of the \$PUPA token price will be inevitable. \$PUPA tokens will be locked (aka Staking) by Nano-Influencers as well as Advertisers who wish to upgrade their account and thereby gaining more platform features. The \$PUPA token will serve as a utility token that will be used for every transaction on the platform. The staking time is 12 months. The \$PUPA token not only unlocks advanced platform features for all users but also provides APY% on the amount of \$PUPA tokens that is staked. The advertiser pays for his marketing campaign in \$PUPA token and the Nano-influencer will receive payment in the utility token as well. Therefore, it's safe to say that the \$PUPA token is destined to reach new highs consistently and the uptrend will be everlasting. The main focus will be the expansion of the network of Nano-influencers and advertisers.

The team will integrate the \$PUPA token in existing and future Web3 social media and Metaverse platforms. Our aim is to partner up with as many Web3 social media platforms as possible to make sure the utility is as far exceeded and widespread as it is used in any Web3 property. One of our priorities is launching our own Web3 social media platform where the \$PUPA token is the main currency for any kind of transaction. It is in our best interest to expand focus to incorporating the \$PUPA token in Metaverses as quickly as possible as well. The \$PUPA token will be deeply integrated in every Web3 social space.

Prognosis

YEARS	USERS	ADVERTISERS	LOCKED \$PUPA	PUPA PRICE
Q2 2022	3000	300	5,000,000	\$0.30
Q3 2022	10,000	1000	20,000,000	\$1
Q4 2022	50,000	3000	100,000,000	\$5

Platform Features

In Q2 2022, Nova Pupa will launch the platform and token, and enable access to features such as: job marketplace, affiliate marketing features, and launch usability features to simplify influencing for influencers, and simplify the influencer marketing process for brands. Nova Pupa will enable access to bots and other AI tools to enable brands and influencers to automate mundane and repetitive tasks, and kickstart the process of integration with Web3. Nova Pupa platform plus utility token will be launched and we will begin to acquire influencers and brands to rapidly scale the number of users on the platform.

JOB MARKETPLACE

Everybody can create an account and start earning. Once logged-in, they can browse the job marketplace and look for jobs to apply to. Every job has a detailed description and step by step explanation of how it should be fulfilled. Once the job is completed, the advertiser will review it and release the money when it's approved. The money earned by the Nano-influencer can be withdrawn at any given time and is sent to your preferred wallet address in \$PUPA.

AFFILIATE CAMPAIGN

Every user has its own unique affiliate link. With this link, they can invite people to join the Nova Pupa platform. Once their referrals start earning, the affiliate will earn 2% of their income for the rest of your life. Don't worry, the balance of the referred individual is not affected by this. For example, the referred individual earned 10\$ for a job, then this person can withdraw the full 10\$ and the referrer of this individual earns 0.20\$. The commissions are added to your balance instantly the moment the referred individual completes a job. The affiliate function will cause our network of Nano-influencers to expand exponentially. The affiliate campaign will invigorate the expansion of our Nano-influencer network.

STAKING

In Q2 of 2022 we will implement the staking option on the Nova Pupa platform. Both the influencer and the advertiser will be able to stake \$PUPA tokens on our platform. Staking our utility token will greatly benefit the user. Advertisers will unlock advanced advertising features for staking \$PUPA. The influencer will greatly benefit from staking our token. The influencer will unlock features that will massively expand the options of monetizing their online presence, resulting in a much higher income. Scroll down in this whitepaper to read all about the advantages of staking.

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TRADITIONAL PAYMENT METHODS

In addition to the payment option for advertisers in \$PUPA tokens, we will add the traditional payment options like PayPal, credit card and IDEAL. Going this route does not suit our mission and vision, but it will be mandatory to allow advertisers to easily launch a marketing campaign, ultimately benefiting the growth of the Nova Pupa platform.

WALKTHROUGH MATERIAL FOR NON- CRYPTO PEOPLE

We understand that there will be many individuals as well as brands coming to our platform that are not familiar with crypto in general. We foresee difficulties for users to transact with the \$PUPA token and using a wallet like MetaMask or Trust wallet. Therefore, we will develop extended walkthrough material for newbies to easily adapt and engage on our platform, hereby expanding the usability, leading up to growth of the Nova Pupa platform.

How Does Advertising On The Platform Work?

To start, you create a target audience, specifying gender, age, country, city and hobbies. After you created the target audience you can start composing your marketing campaign. You can write down the tasks that need to be done without limitations and even set the price you wish to pay per Nano-influencer. The Nano-influencer must provide links and screenshots to prove that the job is done. You can accept, temporarily decline, or permanently decline the work of the Nano-influencer. Where temporary declined, the Nano-influencer gets a chance to do the job again with the feedback you provided. When you permanently decline, the job will go back to the job marketplace, open for any other Nano-influencer to accept it.

5D ADVERTISING PORTAL

Other than having the Nano-influencers sell your product to their inner circle via their personal social media accounts, the number of different jobs that these online workers can do are infinite. Let's say you need some hype boys in your Telegram group, Facebook group or any comment section, you can now instantly hire an infinite number of people to fulfil this sort of job in a matter of seconds. You can literally submit any kind of job on any kind of platform that will ever exist, no limitations. With the universal integration framework for Web3 and Metaverse, our platform will truly be a 5-dimensional advertising portal.

TRADITIONAL FIAT PAYMENT GATEWAYS

On the platform we use a utility token called \$PUPA. This token will be used for every payment and transaction on the platform. In addition, we will add traditional payment options like PayPal, Credit Card, Swift and IDEAL.

Why Nano-Influencer Marketing?

NANO-INFLUENCERS VS MACRO-INFLUENCERS

Nova Pupa is a Nano-influencer marketplace where brands can hire regular individuals by the masses as well as Micro-influencers. Nova Pupa focuses on connecting brands of any size to suitable brand ambassadors with as little as 200 friends or followers on their social media accounts, which is why we call it "Nano-influencer Marketing".

According to Social Bakers, "Micro-influencer accounts boast up to a 60% increased engagement rate compared to macro-influencers ... Micro-influencers also have over a 20% higher conversion rate. This is not surprising, as consumers make most of their purchase decisions based on suggestions by close friends (86%), although distant friends (39%) and influencers (31%) also carry good clout in their decision-making." Rather than focus on influencers who have a very large following on social media, Nova Pupa focuses on influencers who have a relatively smaller following because of our desire to optimize for quality rather than quantity.

One of the problems brands encounter with influencers who have a huge following is the realization of one of five things:

- The friends or followers may include many fake accounts.
- Large followings don't always translate to large sales, which reduces the brand's ROI.
- The relationship between the influencer and their followers isn't intimate enough.

- There can be more hate than love among the followers' base or either the followers see the influencer as satire or are not taking the influencer seriously by any means.
- The followers base of the influencer is too widespread in terms of age, gender, location, and interests so the actual target audience is barely reached.

Nova Pupa focuses on leveraging the very intimate relationship individuals (Nano-influencers) have, with their small followers' base which mostly consists of close friends and family, to achieve a brand's advertising goals. With Nano influencer marketing the advertiser is able to achieve insane ROIs on the marketing dollars they spend due to friend-to-friend marketing. Nano-influencer marketing derived from Multi-Level Marketing (MLM) which is proven to be the most effective marketing strategies the world has ever seen. That's why Nano-influencer marketing is seen as the holy grail of marketing strategies by all renowned marketing pioneers worldwide.

“Growing into becoming the most renowned Online Marketing Portal.”

Rather than have a famous influencer advertise a product to hundreds of thousands of followers, of which only a few may make a purchase or take the desired action, Nova Pupa engages Nano-influencers to market a product or service to their trusted close friends and family members. Brands will be able to effortlessly hire an infinite number of Nano-influencers, targeting a specific location or sector, to market their product or service to the close friends of the Nano-influencer. In this process the advertiser will be fully able to laser-target a specific audience on gender, age, location and even hobbies. Our process removes the barriers that accompany working with macro-influencers, and fast-tracks the attainment of a brand's marketing goals

Integration With Web3

Web3 is the name for what the World Wide Web is expected to evolve into. Web3 will be based on decentralized peer-to-peer technologies such as blockchain and digital currencies. Other technologies which will play a key role in unleashing Web3 will include Microformats, data mining, natural language search, and machine learning. Web3 will catalyse the merging of digital and physical worlds. Concepts such as the Metaverse are expected to make the digital world an integral part of everyday life. While it will take a while for Web3 to fully materialize, it is important for marketers and advertisers to begin to adjust to the new reality.

WEB 3.0 AND WEB 2.0: WHAT WILL CHANGE?

The current state of the internet is referred to as Web 2.0. Web 2.0 features websites and applications that enable user interactivity and collaboration. Web 2.0 provides a more universal interconnected network which facilitates easy communication and collaboration. Personalization is the main difference between Web 2.0 and Web3. Web3 will heavily leverage technologies such as machine learning and Artificial Intelligence to provide content that is relevant to each specific user, rather than the vaguely targeted user-generated content that dominates Web 2.0.

THE FUTURE OF ADVERTISING

The major way through which Web3 will disrupt traditional advertising is decentralization. New developments indicate that the advertising world will be impacted in the same manner that Cryptocurrency is disrupting traditional finance. In the case of advertising, however, the key to the disruption will be making data anonymous and in full control of its owners. Advertising today depends heavily on data gathered by technology behemoths such as Facebook, Google, Apple, Amazon, etc. According to GroupM, 64.4% of Global Advertising spending went to digital advertising, which is largely controlled by the aforementioned companies.

In the decentralized world Web3 promises to create, the best-case scenario indicates that these technology behemoths will not have control or access to personal data as they do today unless full permission is given by users. Web3 advertising will heavily rely on permitted access to personal data, which is secured on special blockchains designed to keep such data out of the public eye and away from corporations. This new structure for advertising will facilitate a return to the time when advertising was entirely based on what consumers wanted to see, and not merely what advertisers want to show.

WEB3 ENABLES IN-DEPTH INFLUENCER AND MARKETING ANALYTICS

Picking the best Influencer for your Brand: Nova Pupa empowers advertisers with the tools they need to achieve brand-influencer fit. All the advertiser needs to do is select their Branche and the Nova Pupa algorithm will create a custom list of the most relevant influencers based on their search requirements. The algorithm will also rank the influencers by Visibility, Engagement with their audience, and Relevance to the brand. Measure the Impact of your Outreach: Automated tools on the Nova Pupa platform enable you to measure ROI with a simplified campaign report, which makes it easy for you to prove the value of the investment to C-Suite executives. The areas we will provide statistics for include:

- Audience Reach
- Impressions
- Engagement (Comments, Likes, Shares)
- Conversion

WEB 3.0 WILL EMPOWER INFLUENCERS

The result of the rapid rise in concern for how personal data is being collected, processed, and used by corporations will be that Web3 advertising will largely be influencer-led. Because very few, if any, internet users today trust corporations enough to give them all the permissions they need to collect personal data to the level they would like or trust them to use it in a way that is in-line with the desires, interests, or ethics of the user.

However, this will not be the case with influencers, because they can develop a more intimate relationship with their followers and build trust to such an extent where their followers are willing to grant them full access to their personal data for advertising purposes, among other uses. It is for this reason that Web3 advertising will lean more into influencer-led marketing.

Advertise In Any Metaverse

The Metaverse is a virtual universe that combines reality and the virtual world. In the Metaverse, users interact with objects, environments, and other users using virtual avatars. Current iterations of the Metaverse either resemble or are built off of existing video games. However, unlike video games, as users interact the virtual world grows. And unlike video games, the Metaverse is not a series of events, so it has no end.

WHAT IS A METAVERSE?

Matthew Ball, a former Amazon director and venture capitalist, paints a clear picture by describing the Metaverse as, "The next level of the Internet, a collective virtual space, an aggregation of digital and physical reality. It is the combination of the Internet, augmented and virtual reality, that is constantly online and active, with its own economy, job opportunities, shopping malls and media. In other words, the Metaverse is the “complete interactive reality, the connecting tissue between humanity”.

“What shape and form will Advertising in the Metaverse take?”

The Metaverse presents huge opportunities for advertising, mainly because unlike advertising today, much more user data will be available to advertisers. And the data will be more valuable because it will be made available with the permission of the user, unlike today where companies collect data covertly. What permission-based data collection and aggregation means is that advertisers are free to gather data and then use the data gathered to target users in more sophisticated ways than is currently possible.

Like today, advertising in the Metaverse will still include the use of billboards and posters in the Metaverse environment. We believe this will be the case in certain situations because the early iterations of the Metaverse are being designed to mimic the real world so as to make the environment familiar enough for early adopters to be comfortable.

However, advertising (be it through billboards, posters, etc) will take a more immersive form in the Metaverse. Rather than mimicking the 2D static billboards we have today in the "real" world, Metaverse billboards will provide viewers with an immersive experience. Imagine the billboard as a portal to an immersive experience of a brand, rather than just an image communicating the brand's information like we have today.

“We are offering the holy grail of Marketing: Nano-Influencer Marketing”

ONLINE SHOPPING 3.0

The possibilities that the Metaverse presents are endless. The fusion of real and virtual worlds will unlock experiences that are currently impossible in the world we inhabit. Metaverse platforms are jam-packed with innovative marketing potential that forward-thinking brands can leverage to unlock unmatched success. Shopping in the Metaverse will be more of an experience than the transactional form that shopping takes in the real world. Brands will face tough competition for the attention of users from different angles, so brands will invest heavy resources into building unmatched experiences.

One way of creating such immersive experiences is by leveraging augmented reality to enable customers to experience the products of a company in a way that is largely impossible in the real world. One brand that has done this successfully is L’Oréal. The company partnered with Perfect Corp. to launch the YouCam Makeup app, which allows fans of the brand to virtually test dozens of L’Oréal products, and buy them through the app. In this, we see an early example of a Metaverse experience being translated into real-world gains for a brand. Approaches like this are likely to become common-place and intensified as the Metaverse evolves.

360 DEGREE EXPERIENCE

The history of Advertising is plagued with 2D formats. This will no longer be the case because the Metaverse will enable brands to leverage the 3D environment to create 3D experiences for customers. So rather than viewing the 2D image of a brand's products on a billboard or flier, potential and existing customers will be able to view it in 3D, interact with the product directly, unpack the product to analyse its components, and dig deeper into its origins by accessing further information about how it was made and how its components were sourced. All on the spot. One good example of this is the approach taken by Toyota to market the Toyota Corolla Cross in South Africa. The company leveraged Web AR to enable customers to rotate and scale the car, change the colour, view a 360° image of the interior, and view a life-size 3D model of the car in their driveway.

CONCERTS & EVENT SPONSORSHIP

If you've been following news about the Metaverse, then you have for sure heard about the Travis Scott concert that was held inside Fortnite and which also promoted Nike's new Jordan sneakers. The concert was attended by 12.3 Million Fortnite players. As the Metaverse evolves, we will see more of these events, and more brands will capitalize on them as an opportunity to promote their brands to potential and existing customers. Concerts like this can lead to sales of both real and virtual goods, and the unlocking of new revenue streams for brands that execute properly. One good example of this is the Gucci Garden which was unveiled in Roblox. Gucci announced the collaboration as it marked its 100th anniversary. Gucci concurrently unveiled the House's Gucci Garden Archetypes as an immersive multimedia experience in Florence, Italy, and also as a virtual Gucci Garden space on Roblox, which was live for two weeks.

The Roblox Gucci Garden experience was divided into themed rooms, where visitors immersed themselves into Gucci Creative Director, Alessandro Michele's creative vision and his multifarious inspirations, alongside their friends. As they wandered through the different rooms, visitors' mannequins absorbed elements of the exhibition. The Gucci Garden was designed such that every person experienced the rooms in a different order and retained different fragments of the spaces. As they emerged at the end of their journey, each person had been constituted into a one-of-a-kind creation, reflecting the idea of individuals as one among many, yet wholly unique. (Gucci Gardens - Roblox)

As the Metaverse continues to evolve beyond its current state, experts agree that we will see the launch of many more Metaverses than currently exist today. When this happens, brands will need platforms built for the express purpose of simplifying their Metaverse advertising efforts. In order to simplify the process of making brands' experiences and advertising available to Metaverse communities, Nova Pupa is building a digital framework integrated with a broad array of Metaverses. Rather than deal with hundreds of Metaverse developers individually, with Nova Pupa, advertisers can book a, audience targeted, billboard on any Metaverse hassle free. Nano-influencers can walk around in the Metaverse with branded clothing showcasing in-Metaverse ads on a massive scale, and all this, with just the click of a button. The future of advertising is now.

“Nova Pupa will facilitate in-Metaverse Advertising”

We aim to create a universal advertisement portal that seamlessly connects with any Metaverse so that advertisers can book Nano- and Micro-influencers at any time and place. The advertisement portal will allow advertisers to hire Nano-influencers who can wear branded clothing and spread the word to crowded inner circles in any Metaverse. Any other form of advertising in the Metaverse will also be enabled like booking a billboard in any Metaverse.

Expanding The Nano-Influencer Network

The partnership we accomplished with buddymarketing.net allows us to start from an elevated level. Instead of starting our network from scratch, we are now loaded with a database of existing Nano-influencers. The Buddy Marketing network is connected to our databases allowing advertisers on our platform to accomplish any marketing job.

“The BuddyMarketing Partnership will offer a network of Nano-Influencers and rapid scaling!”

YEARNZ.COM

Yearnz is a platform focussed solely on attracting and expanding our Nano-Influencer network. Yearn.com yearnz.com is an online working portal available for people worldwide to sign up and start earning. The Yearnz website is property of Nova Pupa, created with one single goal in mind, attracting Nano-influencers and growing our network.

Staking \$PUPA Token

STAKING TIERS OVERVIEW - FOR INFLUENCERS

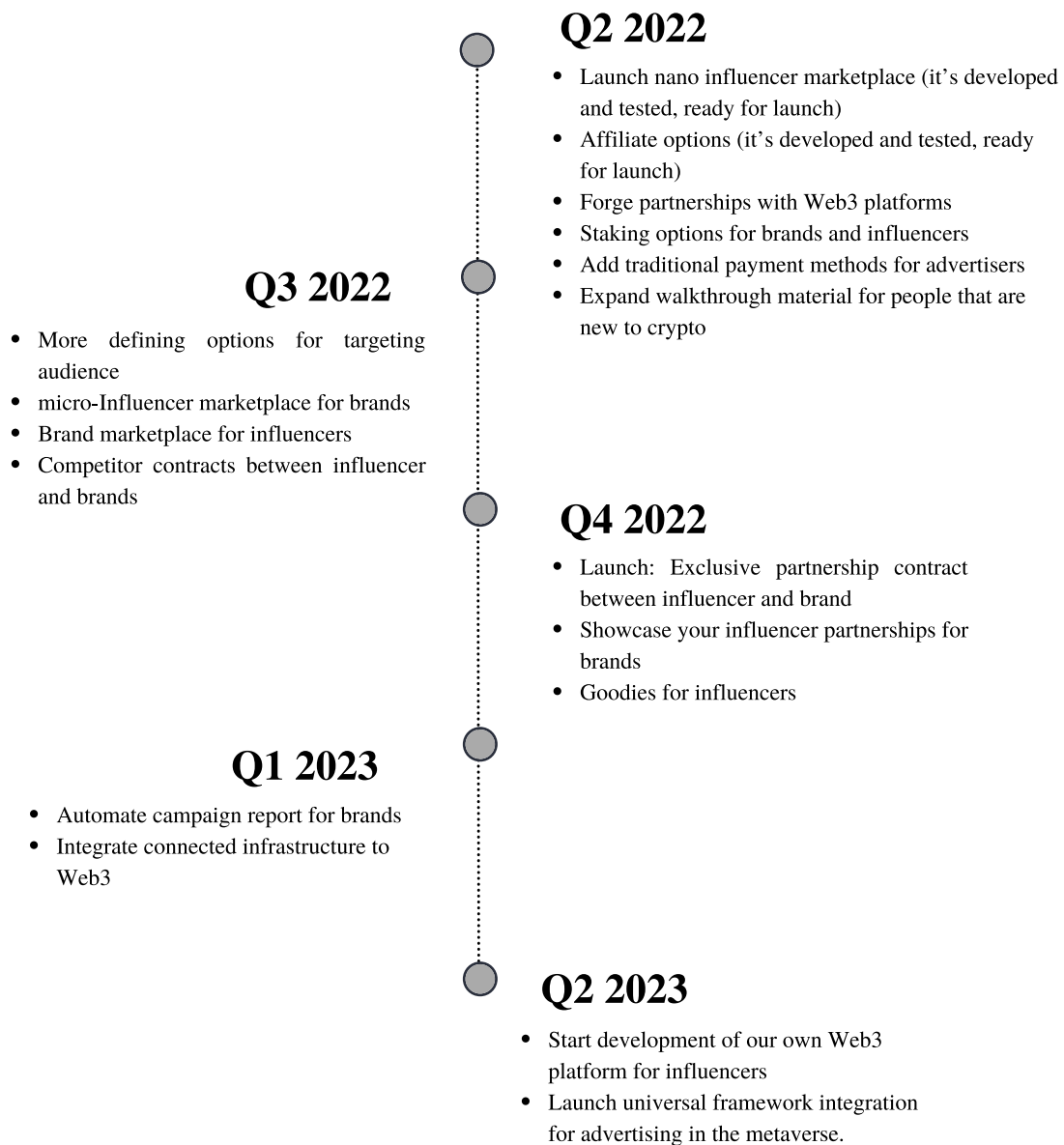
TIER: LEVEL 1	TIER: LEVEL 2
<ul style="list-style-type: none">• Quantity: 1000 - 4999• Lockup period: 12 months• APY Reward: 12%	<ul style="list-style-type: none">• Quantity: 5000+• Lockup period: 12 months• APY Reward: 18%
Unlocks: <ul style="list-style-type: none">• Display your advertisement options with preset prices in the Advertiser Marketplace.• Negotiate competitor contracts with brands.	Unlocks: <ul style="list-style-type: none">• Receive custom offers from brands.• Negotiate exclusive influencer partnership with brands.

“Staking \$PUPA gives even more competitive advantage to advertisers and options to earn more money for influencers”

STAKING TIERS OVERVIEW - FOR ADVERTISERS

TIER: LEVEL 1	TIER: LEVEL 2
<ul style="list-style-type: none">• Quantity: 1000 - 4999• Lockup period: 12 months• APY Reward: 12%	<ul style="list-style-type: none">• Quantity: 5000+• Lockup period: 12 months• APY Reward: 18%
Unlocks: <ul style="list-style-type: none">• Browse the micro-influencer marketplace and instantly book in 1 click.• Negotiate competitor contracts with micro-influencers.	Unlocks: <ul style="list-style-type: none">• Negotiate custom offers with micro-influencers.• Negotiate exclusive partnerships with micro-influencers.

Roadmap



Roadmap Q3 2022 -

Custom Offers & Targeting

Culture change of core business, outlining the future vision, swift focus on expansion to Micro-influencers. Influencers can display their offerings in the influencer marketplace and advertisers can book services instantly. The influencers will be able to set their advertisement options and set the prices. Advertisers can browse the influencer marketplace and find offers and can book instantly.

“Micro-Influencers can display their offerings in the influencer marketplace and advertisers can book them instantly.”

Micro-influencers will be able to set up their advertisement options and set their preferred prices. They can also include details of what they offer precisely, such as number of followers they have, the niche they target, the kind of content they create, etc. The influencer can set the offer in their profile, including price and duration. The Micro-influencer can add multiple social media accounts to their profile and set multiple offers varying in price, duration, or other details. Advertisers can browse the influencer marketplace and find offers and can book them instantly. The influencer can accept or decline bookings as they wish. The funds will be released after the advertiser approves and the duration of the promo is passed.

RECEIVE CUSTOM OFFERS FROM BRANDS

The Micro-influencer might not be comfortable with stating a specific price or terms, Nova Pupa allows the Micro-influencer to select elements that they believe in and are important for them. This information will be available for advertisers and will form the basis for a custom offer, tailored to meet the points the Micro-influencer highlighted. This is particularly useful if the Micro-influencer is not sure where to begin negotiations from because they fear they may overburden. By allowing the brand to make the first offer, the Micro-influencer gets a feel for what terms they are actually comfortable with.

MORE DEFINING OPTIONS FOR TARGETING AUDIENCE

The advertiser already has targeting options like country, city, age and gender. In a later stage we will advance the audience targeting options to hobbies and other interests, for Nano-influencer marketing. This way, the advertiser can reach an even higher ROI on their advertising budget. With Web3, influencers are able to access more insightful data than with Web2 applications because of the “permission function.” Users of the platform are encouraged to grant the influencer’s they follow permission to access their data in order to serve them better. As an influencer, you will be able to leverage Nova Pupa’s data analysis tools to extract more data and derive more insights towards targeting the advertiser’s audience. Note that in order to protect the privacy of individual users, data will be anonymized.

COMPETITOR CONTRACTS BETWEEN INFLUENCER AND BRANDS

This feature will allow brands to negotiate a competitor contract with Micro-influencers. This contract will bind Micro-influencers to the brand, thereby affirming that the Micro-influencer cannot promote other brands in the same Branche. When a competitor contract is made, the Micro-influencer will be unable to promote other brands in the same niche. The Micro-influencer must stake a certain amount of \$PUPA tokens determined by the brand for 12 months if they want to accept the competitor contract.

If the Micro-influencer breaks the contract by promoting other brands in the same niche, they will be fined. Thanks to this feature, the advertiser will be able to claim all Micro-influencers in their specific niche, thereby completely eliminating the chance for a competitor in the same niche to book highly effective Micro-influencers which will ultimately lead to dominating the market in that specific niche.

Roadmap Q4 2022 -

Exclusive Partnerships

Further expanding the efficiency of core business. In Q4 2022, We will launch key features, such as the Exclusive Partnership contract and Influencer Spotlighting. The goal of the Exclusive Partnership feature will be to enable brands secure exclusivity with their favourite influencers without needing to leave the platform. The Spotlight feature will unlock more opportunities for the Influencer by having brands they are working with provide a thorough review of their experience working with the influencer.

EXCLUSIVE PARTNERSHIP CONTRACT BETWEEN INFLUENCER AND BRAND

In Q3 2022, Nova Pupa will launch the Exclusive partnership feature. This feature is designed for brands that want to establish a long-term relationship with the influencer, instead of just a one-off social media post. In essence, an exclusive partnership bestows brand ambassadorship on the influencer and requires that they do more to promote the brand than they usually would. An Exclusive partnership also means that the influencer cannot work with any other brand. The Nova Pupa platform will enable brands to set out their expectations from the get-go. Some requirements may include:

- Regular posts by the influencer
- Tutorials (how-to) videos and posts by the influencer
- Content ideas developed and presented to the brand by the influencer
- Influencer's image may be used for billboards and other forms digital ads

SHOWCASE YOUR INFLUENCER PARTNERSHIPS FOR BRANDS

Brands can showcase their influencers on the platform by spotlighting the influencer. At its core, this is a show-off for the world to see they are affiliated, but it takes the typical review format a step further. The Spotlight will include captions from members of the Marketing team of the brand, highlighting the key aspects of the Brand-Influencer work-relationship that they enjoyed. The Brand will have full control over the content of the Spotlight in order to ensure authenticity.

GOODIES FOR INFLUENCERS

This feature will allow brands to establish a more serious relationship with the Nano- and Micro-influencers. The idea is that influencers can choose to share their home address with brands to be able to receive products from brands. When the Nano-influencers receive the product, they can wear or interact with the product and make photos and videos to share on their social media accounts. The influencers can enjoy free products and the brands can profit from even more effective marketing, resulting in an even higher ROI on their marketing budget. We have thought it through, and we understand that there might be a possibility that expensive goodies will reach the influencers and that the influencers will not fulfil their task. Therefore, we will make it mandatory for the influencer to stake a certain amount of \$PUPA tokens determined by the brand, to prevent the influencer from abandoning their task.

When the influencer receives a product from a brand and they don't fulfil their task, then the amount of staked \$PUPA tokens for this specific job, will be transferred to the brand to cover the loss of the product. This way, we make it fun, secure and profitable for both the influencers and the advertisers.

Roadmap Q1 2023 -

Expand Platform Usability

Expanding usability for advertisers and influencers, We will expand the efficiency of the platform for the benefit of all users by launching more features to bolster brand-influencer collaborations. In Q1 2023, we will work collaboratively with the community to expand usability of the platform. Nova Pupa is a community-driven platform, so it is important that the team works with the community to develop features that will be invaluable to the entire community. We will also automate the campaign report for brands to give them an active role in shaping their campaigns.

From Q1 2023, the community will play an active role in the development of the platform. We will begin to integrate elements of a DAO as we proceed further with the platform's integration with Web3. The Nova Pupa platform is a community-driven platform, hence, starting in Q1 2023, the Nova Pupa development team will work in collaboration with influencers and brands on the platform to determine what tools and features are required to improve and grow the platform. This will be done using the following tools:

- Polls
- Feature and tool proposals by the Nova Pupa community
- Discussions and debates in the community Telegram channel

AUTOMATE CAMPAIGN REPORT FOR BRANDS

We will work with brands and influencers to craft new AI tools to improve the campaign report. Our goal for Q4 is to develop tools that allow the brands to actively shape the campaign after it is launched rather than watching as passive bystanders. This tool will make influencer marketing a truly collaborative endeavour. The AI tools we will launch in Q4 2022 will afford brands access to a dashboard through which they can study the stats of their running campaigns and determine what they want to do without needing to go through the influencer first.

If a campaign is performing poorly, the Brand can cancel the campaign with the click of a button and avoid any further losses. Or if a campaign is doing very

well, the brand can choose to invest more into the campaign to give it a boost. However, while campaign cancellations or campaign boosts by the brand will take effect immediately, they will only be fully enacted upon agreement by the influencer.

INTEGRATE CONNECTED INFRASTRUCTURE TO WEB3

Nova Pupa integrates Web3 infrastructure into our platform to enable influencers use and enjoy peer-to-peer applications and payment methods. As Web3 begins to go mainstream, our Web3 infrastructure enables influencers to begin the transition to Web3 on monetize on their following. From Q1 2023, more Web3 integration will be executed. This will include:

- Connecting with more existing Web3 social media
- Introducing smart contract features to automate brand-influencer relationships

Roadmap Q2 2023 –

Nova Pupa Web3 Platform

The world of advertising continues to change, and brands continue to lean heavily into influencers to reach consumers. In some cases, as much as 70% of influencer content is being supported by paid media. We are seeing a gradual death of organic content, and this is set to be amplified by Web3. Nova Pupa will launch their own Web3 social media platform.

BENEFITS OF OUR PLATFORM

Full Control. Our Web3 platform gives influencers full control over their audience and full control over what, where and when to share anything. Influencers will be able to build their own structure and rules as opposed to the status quo today, where influencers are limited by the terms of service of the Web2 platforms, they leverage to connect to their community. The ability to determine what they want to create will give influencers a sense of complete freedom and unleash their full creative abilities.

Empowered with permission to access complete behavioural data of community members, Nano-influencers will be able to easily understand what drives community engagement and deepen the level of intimacy with community members by streamlining their content to align it with what their community wants to see. Influencers will also be able to closely track and reward the desired behaviours of community members, which is impossible on current social media platforms.

COMMUNITY OWNERSHIP

Web3 will empower influencers with ownership of their communities. Our platform will smooth the path towards influencers taking full ownership of their communities from the social media platforms they leverage today. This is particularly important for Nano-influencers who are just beginning to build their communities. Our Web3 platform/script will allow them to avoid the troubles of having an account banned overnight without justification.

TAKING THE RIGHT SPONSORSHIPS

Excessive promotion over time dilutes an influencer's impact on their community. Social Media experts advise that influencers maintain a healthy balance between personal opinion/insights and paid content, some even say paid content should not exceed 20% of total content. Our platform/script will empower influencers with the ability to easily build a reliable and substantial stream of income by pairing them up with the right brands and empowering them with metrics that enable them to easily monitor posts to ensure a balance between personal and paid posts is being maintained. This is very important if an influencer is to have a long career because what an influencer is selling isn't "eyeballs" but influence. If an influencer no longer occupies the position of authority that enables them to convince their followers that the advertiser's desired choice is the best choice, their career is over.

TOOLS & AUTOMATION

Our platform/script will empower the influencer with an unlimited number of engagement and analytics tools that help them grow and manage their community. Influencers will be empowered with AI-driven tools, which we call "Bots", to simplify community engagement and moderation processes. The Bots feature will facilitate the automation of tasks on an influencer's server and take charge of tasks such as orientation for new members/followers, spotting misconducts and banning members guilty of infractions, handling giveaways, adding music, images, and other content.

BRAND IDENTITY & QUALITY OF ENGAGEMENT

Having full control of their platform will enable influencers to craft a clear and unique brand identity. This level of control makes it clear who the brand is targeting, and what kind of content the brand will be providing. Having a clear brand identity will make it easy for brands to determine if the influencer is the right fit for their campaign. Our platform will also gather data on the quality of engagement over the lifetime of the brand, level of engagement of previous personal and paid posts, real-time engagement numbers on current personal and paid posts, and level of professionalism and reliability based on previous sponsor reviews. This data will be presented to brands/advertisers to aid them in selecting the right influencer.

EXPANDING USABILITY FOR ADVERTISERS AND INFLUENCERS

The Nova Pupa script will empower the influencer with an unlimited number of engagement and analytics tools to help them grow and manage their community. Influencers will be empowered with AI-driven tools, which we call "Bots", to simplify community engagement and moderation processes.

THE BOTS FEATURE WILL FACILITATE:

Automation of tasks on an influencer's server: As an influencer, you can automate mundane and repetitive processes (such as orientation for new members/followers, carrying out checks to ensure new followers aren't bots, etc.) and focus on the most important aspects of managing your community. Delegate important tasks and monitor execution: Nova Pupa empowers you with AI tools that can automate specific important processes (such as engaging with comments on promotional posts, carrying out giveaways, etc.) and give you regular reports to aid your supervision of the process.

Spot misconducts: Nova Pupa's bots enable you to spot misconduct and automatically punish community-members guilty of infractions without having to lift a finger. Add music, images, and other content: Nova Pupa's tools allow you to schedule uploading posts and other content to your community so that it is available at precisely the right time. Up-to-date and detailed Stats: Nova Pupa's tools present you with daily updates of stats on your community, such as:

- Engagement with promotional posts
- Engagement with general posts
- Impressions
- Top community members (comments, likes, general engagement).

IDO Details

ROUND	TOKEN SUPP.	PRICE	RAISE	UNLOCK AT TGE	TOKENS AT TGE	VESTING
SEED	2,500,000	0.02	50,000	5%	125,000	10% EVERY MONTH
STRATEGIC	2,000,000	0.05	100,000	7%	140,000	10% EVERY MONTH
PRIVATE	2,500,000	0.08	200,000	10%	250,000	15% EVERY MONTH
PUBLIC	4,000,000	0.10	400,000	20%	800,000	20% EVERY WEEK
LAUNCH	PANCAKESWAP	0.110				
TOTAL SALE	11,000,000		750,000			

Tokenomics

@	% OF SUPPLY	TOKENS	UNLOCK	VESTING
TOKEN SALE	35%	11,000,000	AT TGE	AT TGE
EXCHANGE LISTING	20%	6,285,714	NA	NA
STAKING	20%	6,285,714	NA	NA
MARKETING	10%	3,142,857	AFTER 1 MONTH	5% MONTHLY
COMMUNITY & AIRDROP	5%	1,571,429	N/A	5% MONTHLY
ADVISORS & PARTNERS	5%	1,571,429	AFTER 6 MONTHS	10% MONTHLY
TEAM	5%	1,571,429	AFTER 6 MONTHS	10% MONTHLY
TOTAL	100%	31,428,571		

Team



SANDER | CEO

Sander is the CEO of Nova Pupa and has over 12 years of experience in Blockchain and online marketing. He is a true believer in decentralized finance, Web3 and has its own internet service company for almost two decades. With his visionary approach and experience, he quickly recognized the potential and endless possibilities of Nano-marketing and advertising. Sander has been consultant to several blockchain projects.



MARTIJN | CTO

Martijn is the CTO of Nova Pupa. He studied Business Administration Bachelor's degree and has over 4 years of experience in Cryptocurrency. He started off as a trader but got quickly drawn into the project because of his background in marketing and accountancy. He is the Co-Founder and Developer of BuddyMarketing which is the predecessor of Nova Pupa. He is proficient in C++, Python and Node.js with many years in development of software architecture.



ERIK | CMO

Erik has been in Cryptocurrency for over 4 years and owns a master's degree in Marketing and Communication. He has worked several years in the Telecommunication sector. With Erik, we have another outstanding professional joining the team. Erik will be responsible for all Marketing activities and streamlining operations. His passion for future innovation, integrating blockchain into Marketing made him fall in love with the project at the very first second.



MAS | CCO

Massimiliano from Italy is our Chief Community Officer and has strong background with 10+ years in Customer Relations, Coach and Team Leader. He has extensive knowledge in Crypto and is fluent in English, Italian and Spanish. With his ability, Massimiliano is a great addition when it comes to our community, being able to communicate with people from all backgrounds as an effective issue solver. Mas, his short form, is very passionate about the Crypto world.



**KRIPTONESIAN
ADVISOR**

Kriptonesian are a group of crypto professional with over 15 years of investment experience holding master's degrees, CFAs and CFPs. Their main goal is to increase knowledge and awareness of Blockchain through fundamental and technical analysis. They have worked alongside many projects to help them reach new All Time Highs and are well connected to many Indonesian influencers. We are proud to have Kriptonesian as our project advisor as one of the largest Indonesian Telegram groups.

Partnerships



Social Links

Feel free to contact us through our quoted channels, should there be any questions!



Website: <https://novapupa.com/>



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



Announcement Channel: <https://t.me/novapupaannouncement/>



Twitter: <https://twitter.com/NovaPupaOfficial/>



Company Page: <https://www.linkedin.com/company/84789357/>



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