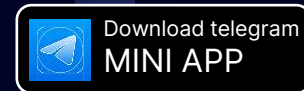
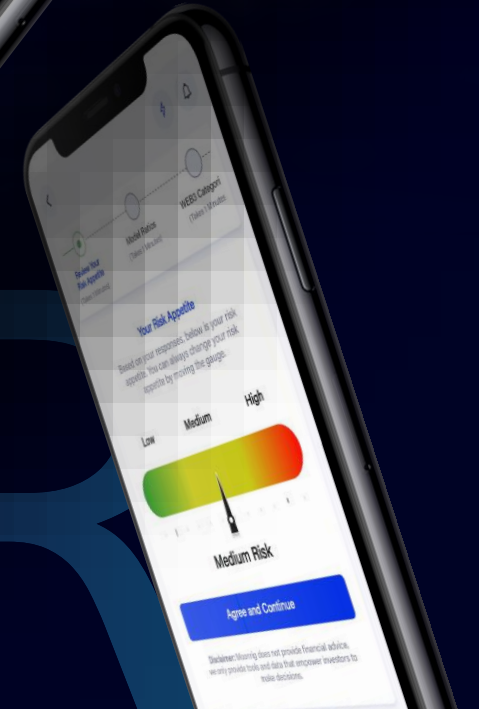




RESEARCH . BUIDL . MONITOR

# Using the Power of Data & AI



# THE PROBLEM

# Problem

Navigating the crypto market presents significant challenges for retail investors. Researching and constructing a well-diversified portfolio is often hindered by fragmented and biased information, while monitoring and managing investments remains a manual and time-consuming process.

Centralized platforms dominate the landscape, limiting access to independent research and data-driven insights.

This fragmented ecosystem, coupled with a lack of robust risk management tools, creates a significant barrier to entry for the next billion Web3 users, hindering the growth and accessibility of the crypto market.

# OUR Solution



## Research

Moonrig leverages a decentralized network of 1,000s of verified, independent analysts to conduct comprehensive and bias-resistant research. This ensures a diverse range of perspectives & enhances accuracy & reliability of research findings.



## Portfolio Construction

Moonrig utilizes AI to optimize portfolio allocations based on individual risk tolerance and investment goals. With automated portfolio construction, users can efficiently build a diversified portfolio with risk controls, minimizing effort and potential losses.



## Monitoring

Moonrig empowers users with continuous portfolio monitoring and rebalancing. It leverages AI predictive trend analysis to identify potential opportunities and risks. Automated rebalancing ensures that the portfolio remains aligned with the user's investment strategy and risk tolerance, even as market conditions evolve.

# WHY Moonrig

Moonrig was established in 2021 to simplify investing into web3. Since then, we have grown to over 125K users managing portfolios that scale \$3B.

Moonrig is uniquely positioned within a fragmented market. We are ready to onboard the next 1 billion web3 users.

01



125k users since 2021

02



Proven doxxed team with track record of user acquisition and retention.

03



Network of 1,000's of verified crypto analysts

# How it WORKS



## Moonbase

Verified analysts conduct in-depth evaluations, assessing factors such as risk, investment potential, technical soundness, and community sentiment.

By staking \$MOONRIG tokens, analysts contribute to the platform and earn rewards.

Using the world's first UAAS (Utility As A Service) Projects can also leverage Moonbase to offer their token holders additional utility.



# How it WORKS



## BUIDL

Guides users through a comprehensive assessment process, considering factors like risk tolerance, investment goals, and preferred asset classes.

BUIDL then generates 3 tailored portfolio suggestions, each with detailed historical analysis and simulation to provide users with informed investment options.

# How it WORKS



## HODL

A sophisticated portfolio management tool providing a unified view of all digital assets. By integrating data from Moonbase and BUIDL, HODL offers valuable insights to track portfolio performance and make informed investment decisions.

HODL will help users rebalance their portfolio's using information from Moonbase and BUIDL.

# Revenue Model

Module	Target audience	Subscription	Pay to review	Pay for research report	One-time
→ MOONBASE	web3 projects, exchanges, launchpads, retail	Y	Y	Y	Y
→ BUIDL	Retail & Institutional investors	Y	-	-	Y
→ HODL	Retail & Institutional investors	Y	-	-	-
→ YAGMI	Institutional investors, wealth/fund management	Y	-	Y	-
→ AIRDROP	web3 projects, retail investors	Y	-	-	Y
→ CROWD	web3 projects, retail investors	Y	-	-	Y
→ CONNECT	Retail & Institutional investors	Y	-	-	-



# Projections

## REVENUE GROWTH



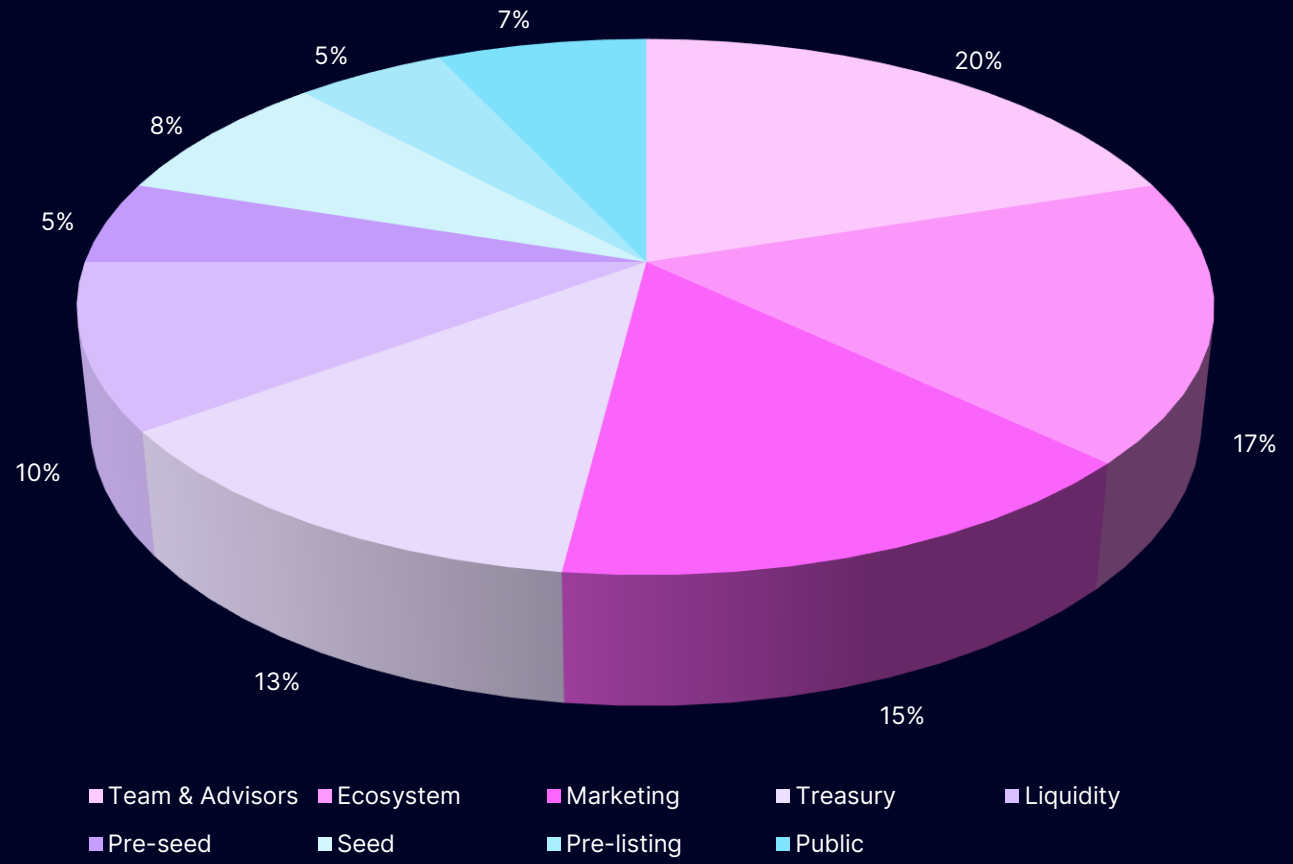
# Token

Token Name	\$MOONRIG Token
Quantity	441,000,000
Chain	TBA
Initial Sale	Y
CEX	Y
DEX	Y

- Utility**
- World's first Utility as a Service (UAAS)
  - Discount on subscription fees to use Moonrig
  - Access to exclusive features in app
  - Ability to purchase research papers
  - Staking for rewards in \$MOONRIG
  - Events

[Detailed Tokenomics](#)

## Allocation



# Funding

Moonrig, since 2021 has raised \$924k through:

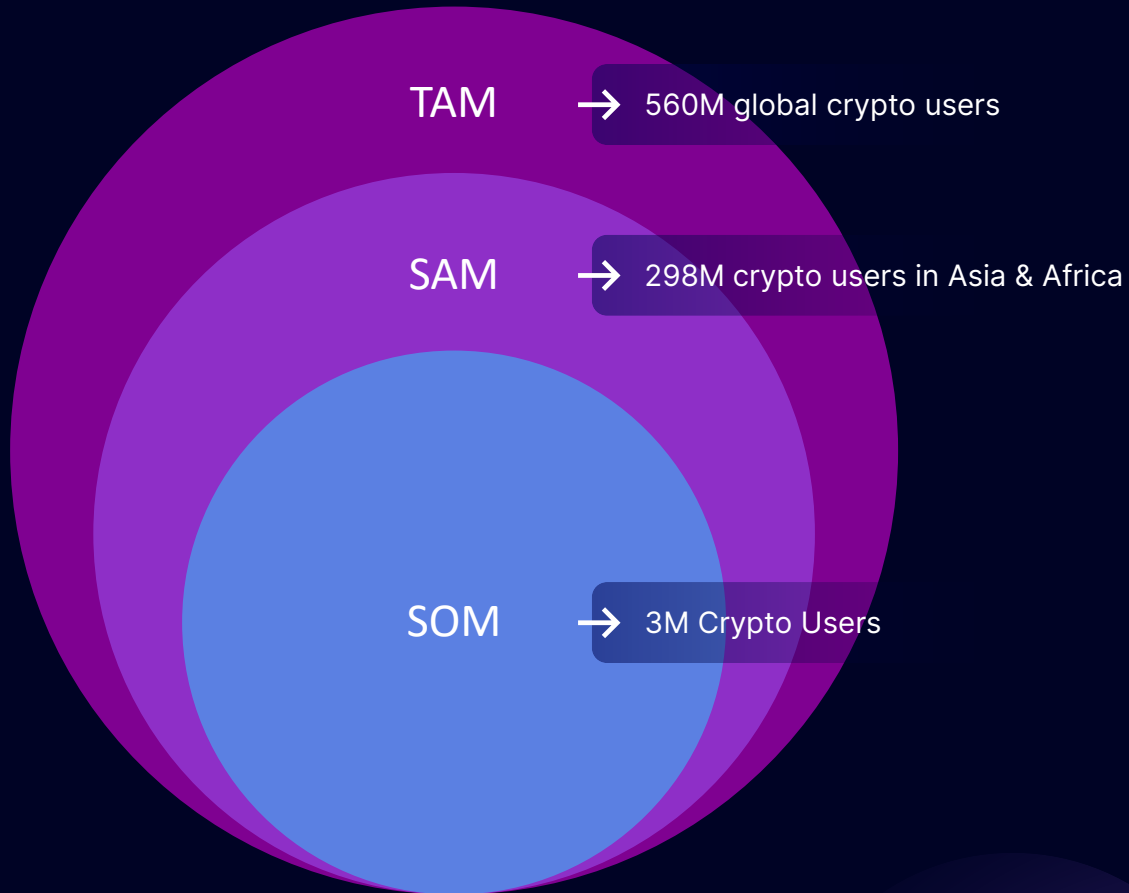
- 1 pre-seed equity round in 2021
- We received the largest grant ever given out by Partisia Blockchain
- We have then received 2 grants from AWS (Amazon Web Services)

**Token sale: Total - \$1.73M**

- Completed pre-seed round - \$220k
- Next rounds:
  - Seed round - \$459K
  - Pre-listing round - \$375K
  - Launchpad - \$680k
- Use of funds:
  - \$1.05M – Scaling / Marketing
  - \$550K – Development
  - \$130K - Research

[Click here for Information about price of token by rounds](#)

# Market Opportunity



## Target Specific Niches

Identify and focus on high-growth segments: Users trading in traditional financial markets Within the crypto market, such as DeFi, NFTs (RWA / dePin / AI), and gaming.



## Leverage Partnerships and Integrations

Collaborate with exchanges, wallets, and other relevant platforms to expand Moonrig's reach and user base. Offer integrations that provide seamless access to Moonrig's services.



## Foster Community Growth

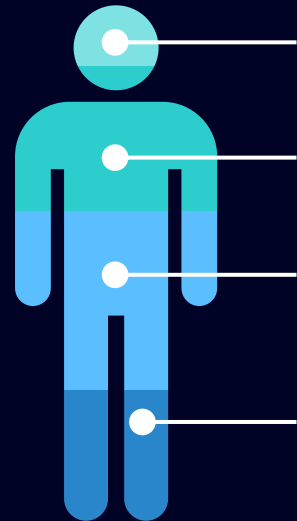
Build a strong and engaged community around Moonrig through social media, forums, and events. Encourage user-generated content and reward active participation. This will help drive organic growth and word-of-mouth referrals.

# Go-to-market Strategy

## IDEAL PERSONA

web3 projects, wealth management, fund management, exchanges, launchpads

### COMPANIES



MALE

#### GENDER

18-44 YEARS

#### AGE

web3, CRYPTO,  
FINANCE, TECH

#### INTERESTS

EN, FR, PT

#### LANGUAGES



### B2B

Business Development Team  
Events & exhibitions

Linkedin  
Google  
Strategic Alliances



### B2C

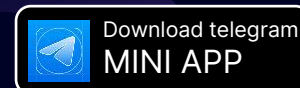
Roadshows & sponsorships  
Events & exhibitions

Facebook, Instagram, tiktok, google, Influencers



### Community Creation

Utilise the telegram app to drive engagement and awareness



# Competitive Analysis

Feature	Moonrig	Coingecko	CMC
→ Unbiased, Decentralized Research	Yes	No	No
→ Risk-Optimized Portfolio Construction	Yes	No	No
→ AI-Powered Portfolio Trend Analysis	Yes	No	No
→ Automated Rebalancing	Yes	No	No
→ Comprehensive Project Analysis	Yes	Limited	Limited
→ User-Centric Interface	Yes	Basic	Basic
→ Community-Driven Platform	Yes	No	No

Moonrig stands out as a comprehensive web3 investment platform, offering a unique combination of unbiased research, AI-driven portfolio management, and a strong community focus. Unlike Coingecko and CMC, which primarily provide market data, Moonrig empowers users with actionable insights and tools to make informed investment decisions.



# Meet Our Team



## Praveen Pinto

CEO & Founder

Building digital solutions for over 25 years, helping companies like DAMAC, RAKBANK, Polkastarter surge forward in the digital and web3 space.

For the last 8 years working on several web3 projects either developing, raising funds or advising.

[LinkedIn](#)



## Minesh Pattni

COO

With a proven track record of building ecommerce businesses, Minesh launched the 1st online clinic back in 2002 that went on to become the biggest in Europe.

During this period, he also started a VMS company that has gone from zero to over \$165m. Minesh brings his knowledge and expertise of building successful businesses into this arena.

[LinkedIn](#)



## Charles Verghese

CMO

Has extensive experience in driving impactful marketing strategies BMW, Rolls Royce, Ferrari, GE, Coke and Pepsi.

He is known for his expertise in branding and digital engagement in web3, bringing valuable insights into the crypto space, positioning brands for growth globally.

[LinkedIn](#)

# Meet Our **Advisors**



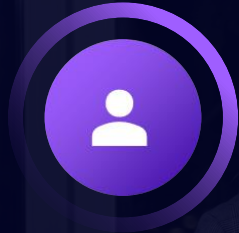
## Manoj Banger

Investor & Advisor

23 years experience in global search supporting a wide variety of sectors in C level appointments.

Early-stage investor in all things WEB3.

[LinkedIn](#)



## Martin O'Leary

Investor & Advisor

Over 26 years experience leading performance marketing teams and building banking and financial platforms.

Passion for all things WEB3, avid investor in the space for over 12 years.

[LinkedIn](#)



## Cristina Najera

Partnerships & Growth Advisor

Founder of Najera Ventures, specialising in web3 advisory, Cristina represents the Algorand Foundation, Startup Grind Director and collaborates with Cointelegraph, Gate.io, and Binance.

Recognized by Forbes and DIFC for her tech leadership, she has been in the blockchain space since 2018. Cristina also drives impact through her podcast, Freedom with web3.

[LinkedIn](#)





## Completed

2021 / 2022

2,000 users

Pre-seed raise

HODL, fresh UI, Airdrop, EVM chains, 13 languages, enhanced alerts

2023

100K users

Multi-currency, multi-portfolio, fresh UI, BUIDL, Binance integration

2024

125K users

Mobile App, Largest ever grant from Partisia, 2 grants from AWS

Launched the telegram Mini-app



## 2025

Q1

Token launch

MOONBASE development

Q2

Portfolio re-balancing

AI Portfolio suggestions

MOONBASE launch

Q3

1 Million users

BUIDL using AI/ML

Q4

CROWD (World's 1<sup>st</sup> Equity + Tokens launchpad) development



## 2026

Q1

CROWD launch

Q2

CONNECT (Universal Open Banking API) Development

Q3

Integration of all 7 Moonrig modules together along with both on-chain and off-chain data

Q4

3 Million users

CONNECT launch

# Contact Information

 **Praveen Pinto**

