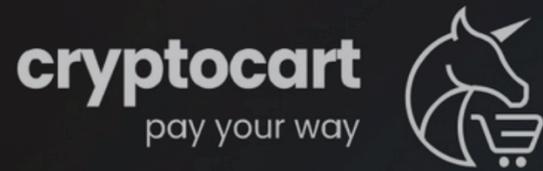




# cryptocart

growth pitchdeck



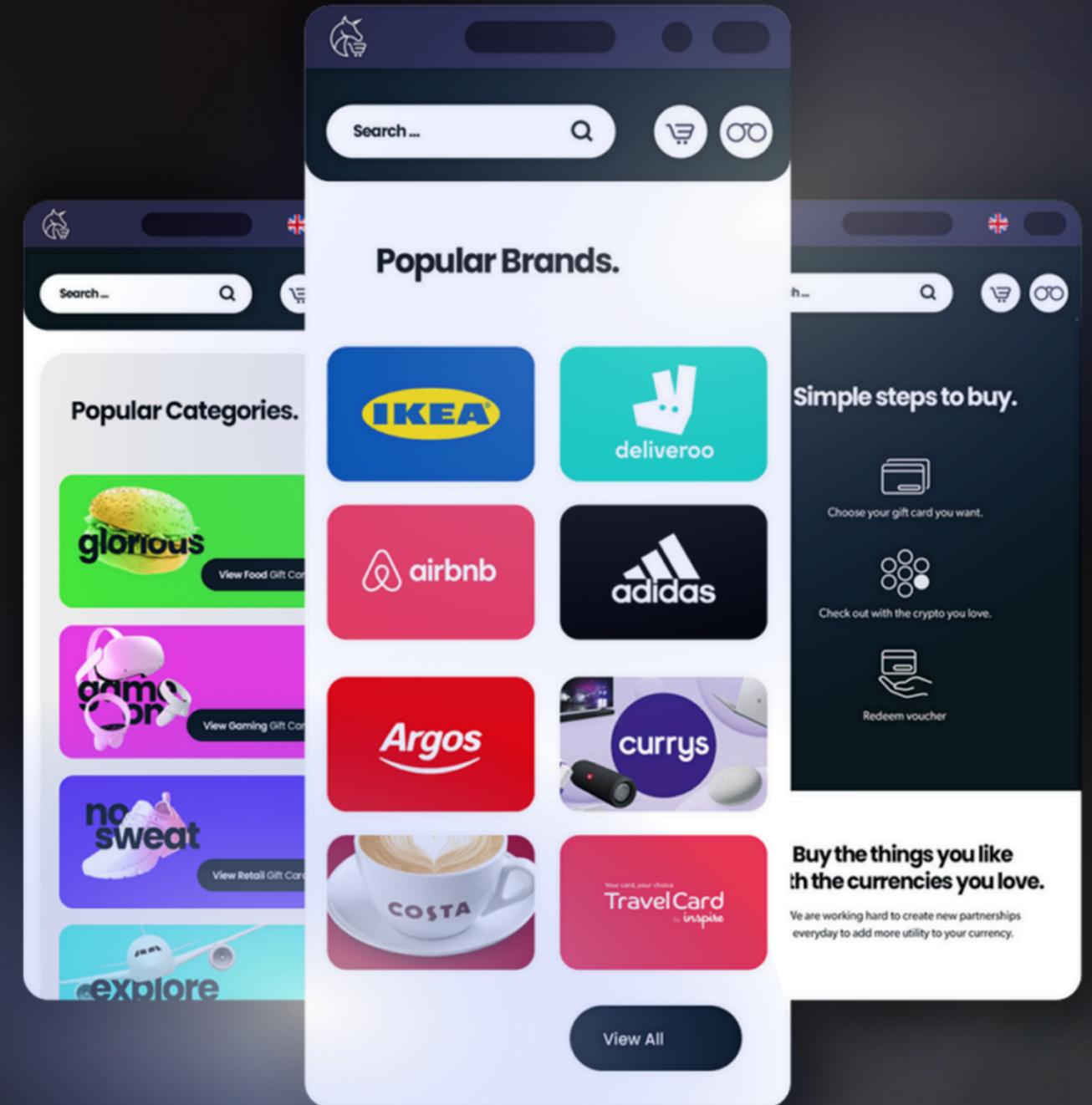


Since CryptoCart's inception back in April 2021, we have always had one goal. Help **bridge the gap between decentralized finance and e-commerce**. Prior to us, there were little to no platforms allowing off-ramping crypto into gift cards that were instantly spendable, globally.

CryptoCart was built to offer a **fast, free, decentralized, and globally accessible** way for users to spend their crypto for real-world products and services. Users have used us for exclusive vacations in the UK, furnishing their homes in the US, renovating their outdoor living spaces in Canada, and so much more. Overall we have handled over \$3,000,000 USD in total order volume, over 6000 total orders, and served users from 104 different countries.

We are offering our service across **10 chains** with hundreds of different tokens – all fully automated on our platform. Furthermore, added real token utility by offering **tiered discounts** with savings of up to 10% depending on the token holdings, which saved our users a total of over \$40,000 to-date. We are always community first, thus we have added a DAO mechanism to our project, where we solicited community feedback, e.g., on the best use of platform profits.

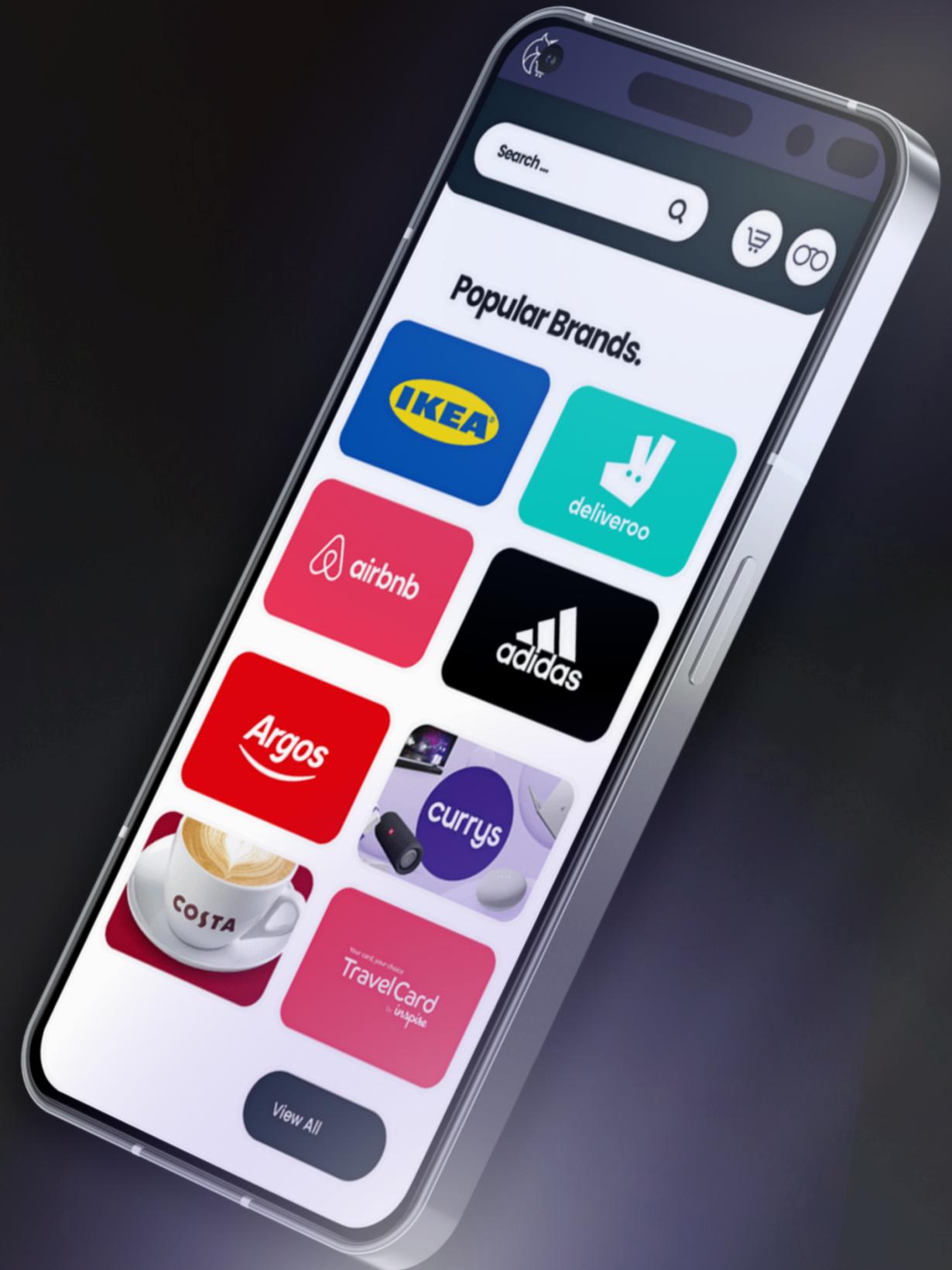
**We consider this a great success!**



We survived several cataclysmic events in the crypto world, and kept building. All in this time, the team have paid themselves exactly \$0.00, and sold exactly 0 tokens. Nor have we done any additional raise rounds, or OTC's diluting our holders positions. We have seen meme coins reach the billions, and kept building. We have added functionality and new offerings, and kept building. However, at the same time, we feel our project is not gaining the recognition it deserves – offering real utility, featuring a relentless team of builders showing up everyday, featuring a community of dedicated users, generating real revenue in a space often built on promises and speculation

Over the last few months we have analyzed the status quo and tried to identify reasons for the slow growth of the token valuation. To make it clear, the team will never make empty promises or other unethical methods to inflate the token price. At the same time, we want to allow the project to **gain the recognition it deserves** in our opinion which should be reflected in the token price. Here is the result of our reflection, and our ideas to address them head on to take the project and our platform to the next level. Obviously, the community will have DAO voting rights to pass the final vote on all of them.

- Change in ticker
- Scaling back our token on Binance Smart Chain
- Contract Improvements
- Reassessing liquidity
- Using a launchpad for the relaunch



# Change in ticker

One of the most frequent requests from our community has been to **update our ticker**, and we have been listening.

We are planning to change the ticker back to either CCART or CART, moving away from the current CCV2. While “V2” served its purpose during the transition phase, it has become clear that it has been holding us back in terms of visibility, reach, and name recognition.

On platforms like Twitter/X, the “V2” suffix makes it impossible for the token to appear in searches or trend alongside the wider crypto conversation (the included number 2 is messing up the \$ tag). By returning to a clean, simple, and familiar ticker, we are giving the project a fresh identity and stronger, more recognizable presence. An identity that stands out, reconnects with our roots, and makes it easier for people to find, follow, and engage with us. Most importantly, the ticker alone kind of explains what we do, and our purpose in.

Personally, the team is leaning more towards CART, but we are happy with both, and also happy for any other community suggestions.



# Scaling back on BSC

When we first expanded to BSC in 2022, it was during a time when the network was trending heavily, low fees (while ETH was unusably expensive), fast transactions, and a lot of hype. It made sense at the time, and we wanted to explore that opportunity. However, as the market evolved, it became clear that our core user base and strongest activity have always remained on Ethereum, which in lockstep drastically reduced fees. Even with insanely large incentives for users to provide LP to the new pair at the time, the BSC side simply never reached the level of adoption or engagement we had hoped for. By consolidating everything back to one chain, we are not just simplifying our ecosystem, we are strengthening it for the future.

**By consolidating back to one chain, it allows us to:**

- Unify liquidity instead of splitting it across networks, having our token at different prices on different chains
- Reduce potential attack vectors by eliminating the need for a bridge
- Consolidate resources and focus on where our community is most active
- Simplify the user experience and reduce confusion for new holders
- Improve token stability and growth potential by centralising market depth

This is not about stepping back, it's about doubling down on what works. Ethereum remains the strongest ecosystem for long term innovation, credibility, and interoperability, and we're committed to building our future there. And of course, this does **NOT** impact our ability and commitment to offer other chains for payment on our platform. This only impacts where our native token is tradable.



# Contract Improvements

As part of our renewed focus and growth strategy, we will be pivoting to a new contract with the new ticker, one built to drive scalability, transparency, and long-term sustainability. Our current system takes a 2% tax in tokens on every sell, funneling them into a single wallet, the CryptoCart Vault. While this has worked up to now, the vault is filled with 8.53% of the total token supply taking it out of circulation. It is not the most efficient or scalable way to grow or generate any income to continue to grow the project.

The new contract we propose have a temporary **4% sell tax**, but with a structure that works smarter for everyone. There will be no additional taxes for buying and holding for the discount, just on holders selling which will include:

- **2%** to continue to go towards growth vault
- **0.5%** will go directly towards development, allowing us to grow our team and accelerate delivery
- **1.5%** will be dedicated to marketing, expanding awareness, and fueling user onboarding

There will be **NO** tax for people buying the token.



# Contract Improvements

extended

The increase will be essentially 2% tax, taking it up to 4% on sales. This will not be an indefinite change, but it will help with funding all on-going expenses, **scaling our services**, and expanding our runway. Whilst the platform makes a slight profit, all of that is recycled back towards offering discounts to our holders providing them utility, and purchasing back our token from the open market. The proposed contract tax increase will help cover API costs, server costs, SaaS fees, accounting fees, legal fees, and the list goes on.

With improved volume, we **propose scaling it back towards the original 0/2, and eventually 0/0**, but using it flexibly to fund operational costs, as well as using buying back tokens from the open market.

## The key difference?

All of these funds will be collected in Ethereum, not tokens. This gives us the flexibility to scale effectively, without ever selling team tokens (something we have proudly never done since launch over four years ago!). Even more importantly, instead of small amounts being moved automatically on every transaction, we will now pool and deploy funds in larger quantities. The only change is that these buybacks will now happen in the open, with visible on-chain transactions that we can share publicly for marketing and transparency.



# Contract Improvements

extended

This approach delivers multiple benefits:

- It creates **real, visible buyback events** that strengthen price action and community confidence
- It keeps everything **transparent and verifiable** on-chain
- It allows us to **build momentum** around key events, turning buybacks into shared community moments

We have found this to be a smarter, stronger, and more sustainable way to build. It gives us the power to fund growth, scale our reach, and reward long term holders, all while keeping our ecosystem transparent and self-sustaining and not affecting any of our holders, and only the people selling our token.



# Reaccessing liquidity

Another key component of this relaunch is optimising our liquidity structure to support long-term growth and stronger price dynamics. Right now, we're sitting at an ~\$800K FDV (fully diluted valuation) with **over \$400K in liquidity**, which is unusually high for our size. While this level of liquidity has provided deep stability, it's also restricted price movement, requiring significant buy volume for any notable market impact.

On the right you can find a few examples of a few projects in our space that have been around for a while, with their liquidity / marketcap ratio.

Underneath that, you can find CryptoCart liquidity / market cap ratio.

Ticker	Liquidity	Marketcap	Ratio
Pudgy Penguins - Pengu	Approx 7 million	850 million	0.82%
Messier - M87	Approx 950k	9 million	10.56%
Avici Money - Avici	Approx 5 million	75 million	6.67%
Floki Inu - Floki	Approx 25 million	200 million	12.5%
Aster DEX - Aster	Approx 19 million	2.1 billion	0.91%
CryptoCart - CCV2	Approx 400k	700k	57.14%

# Reaccessing liquidity extended

For the relaunch, we want to slightly lower our initial liquidity to allow for more **organic price action, improved market responsiveness**, and a more **efficient use of resources overall**. By doing this, we hope to strategically reallocate a portion of those funds where they will have a stronger impact:

- Marketing & relaunch campaigns to drive attention, volume, and awareness from day one without the need to pay in tokens
- Platform growth initiatives, including liquidity floats and premium API integrations
- Improving the user experience across the platform, ensuring every holder and customer feels the benefit of this next phase without waiting on orders processing, some chains going under maintenance, some users getting stuck at checkout whilst price is stuck validating, etc.

This is not about reducing strength, it's about **deploying capital intelligently to become stronger**. The relaunch will be at the exact same price, everyone will receive the exact same amount of tokens, we will just be reducing the liquidity pool ratio to encourage more trading. We're **building for sustainable growth**, not short-term hype. A tighter, smarter liquidity pool gives us the ability to generate real price movement, attract new investors, and drive momentum, while ensuring our product and platform continue to evolve. We're hoping to scale back a little bit of the liquidity, with a large marketing effort to have a **stronger foundation for growth**, holder and user onboarding, and a smoother experience for users and holders alike.



# Using a launchpad

We are also exploring partnerships with **reputable launchpads** to support the relaunch, not for a token sale, but as a strategic awareness and marketing campaign. Working with a well-known launchpad opens us up to:

- A pre-existing **network of proven KOLs** (Key Opinion Leaders) to amplify awareness
- An **engaged community** of utility-focused project investors, ensuring the right audience sees us
- The credibility and reach of a platform with a **proven track record**, helping us stand out in a crowded market

This is **not** about selling tokens through the launchpad, it is about leveraging their marketing expertise and audience to generate excitement, attract new holders, and kickstart engagement from day one. We will not be doing any sort of raise through them or diluting our existing holders, it will simply be for marketing and making the relaunch as big as possible. By taking this approach, we're making sure our relaunch is visible, credible, and highly impactful, giving the project and the community the momentum it deserves.



# How will this affect me?

Here's what you can expect:

- **Renewed token activity and momentum:** By consolidating liquidity, increasing visibility, increasing our marketing efforts, whilst improving our services, scaling our team, and implementing transparent buybacks, the token will have real price movement potential, making every holder's position more meaningful. This will also mean we have additional funds without any VC funding to allocate towards growth, without the need of diluting tokens.
- **Stronger community engagement:** Larger buybacks, DAO involvement, and transparent updates will turn our ecosystem into a more dynamic and interactive environment, where holders will have more of a voice instead of just benefiting from the tiered discounts.
- **Growth without dilution:** All growth initiatives, from development to marketing, are funded without ever needing to dispose of tokens, protecting your holdings and their value
- **A fresh start and renewed identity:** The ticker change, strategic refocus, and relaunch campaign are designed to reignite excitement, attract new users, and bring the project back into the spotlight, giving every holder a stake in a revitalized ecosystem.





# How will this affect me? extended

In short, these changes are intended to **spark fresh excitement**, creating **new opportunities** for engagement, and **building sustainable momentum** that benefits everyone that is with us on this exciting journey.

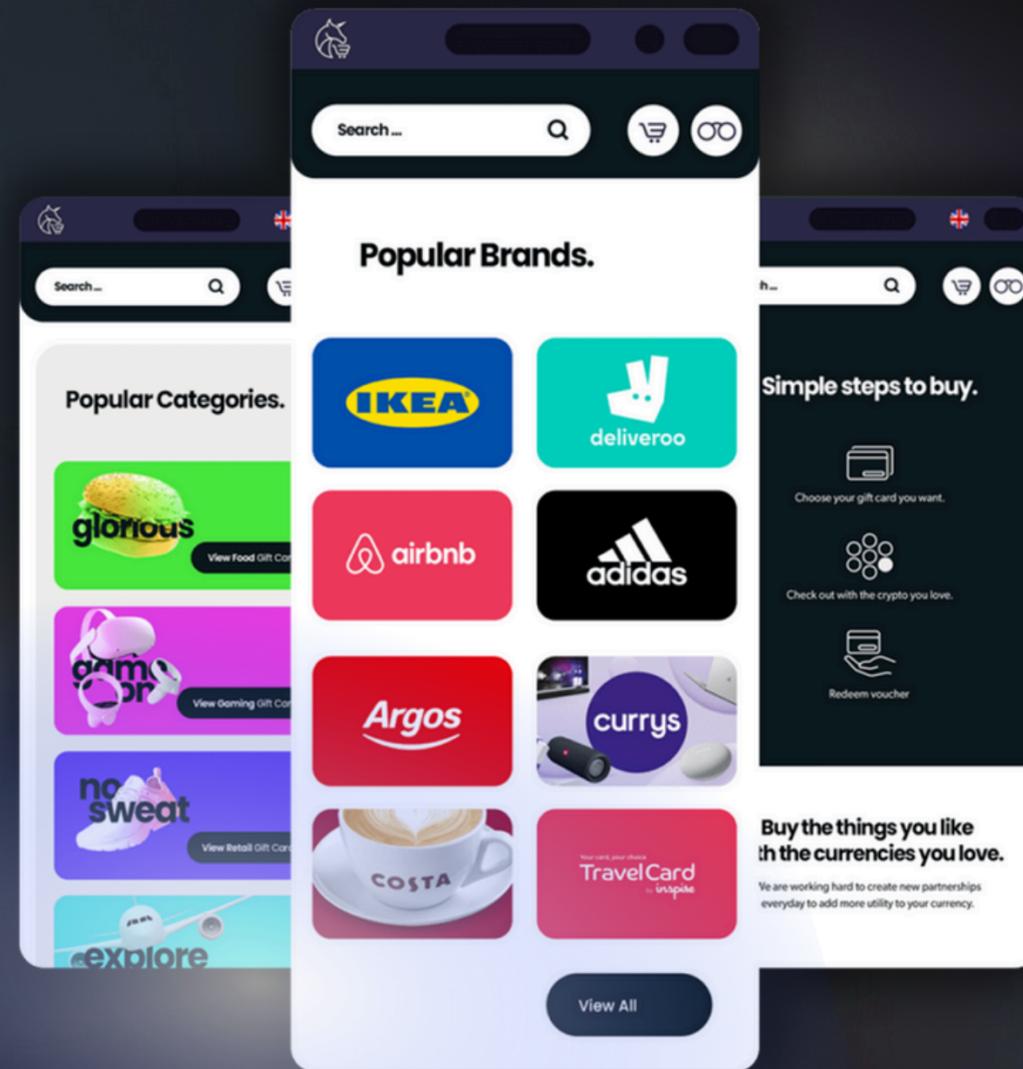
Everything we are putting in place, the relaunch, strategic focus, and refinements are designed with our holders and community at the center. After five years of building, generating more revenue than our market cap for the second consecutive year, and learning what works (and what not), we are taking bold steps to give the project the best chance to thrive and be what it is meant to be.

Our goal is simple, to bring the token and platform back to life, create meaningful engagement, and set up the **foundations for exponential growth**. Every decision is aimed at giving the project a shot at going mainstream, attracting new users, and expanding our ecosystem, **while keeping our loyal community front and center**.

This is not just another update, it is a **bold fresh start and a new chapter**. One designed to reward our holders, grow the platform, and unlock the next level of opportunity. All of these suggestions are just the CryptoCart team collective thoughts, and various decisions will be controlled via DAO voting rights, where our **community will have the final say**.



thank you



As a holder, you'll have the opportunity to vote on various proposals on key decision making to shape the future of CryptoCart. Your voting power will be reflected by how much CCV2 you hold.