



Business Model and Proposition

November 2024

We have chosen to present our business model within the Lean Canvas¹ framework in order to deliver the most essential information about our startup in the most concise way.

If you are interested in learning more about TwinOwls, please click the button below to arrange a meeting for our 10-minute presentation followed by a Q&A session.

REQUEST PERSONAL PITCH

Your inquiries are moreover very welcome at investor@twinowls.io.

¹ Lean Canvas is adapted from Business Model Canvas and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.

Lean Canvas for TwinOwls

<p>Problem</p> <ol style="list-style-type: none"> 1. Miniscule price movements can't be turned into profit. 2. Profits from intraday positions get eaten by platform fees & funding rates. 3. Calculating the exact risk of a trade requires relatively complex calculations involving stop-loss, leverage, spread, etc. 4. It is not possible to know how long a position will last. <p>Existing Alternatives</p> <ol style="list-style-type: none"> 1. Prediction markets on several blockchains 2. Centralized binary options brokerages 3. Centralized financial betting platforms 	<p>Solution</p> <ul style="list-style-type: none"> • Digital options: an exotic derivative which inherently carries high-leverage properties where the risk is known upfront • A Telegram mini app for digital options trading on cryptocurrencies • Hyper-casual trading—no download, no waiting, no complex calculations • Real-time market analysis and trading education integrated into the app interface <p>Key Metrics</p> <ol style="list-style-type: none"> 1. Total marketing expenses so far: <\$1k 2. Cost per lead (Twitter): \$1.02 3. Cost per lead (Telegram): \$0.13 4. Number of registered users: ~500 	<p>Unique Value Proposition</p> <ol style="list-style-type: none"> 1. Even the smallest price movement can be turned into profit within minutes. Predict where the market is going (Up or Down) in a given time, and if you're right, you win, and the other side loses, regardless of the price change. 3. On-chain execution of digital options eliminates counterparty risk. 4. Seamless integration with Telegram enables frictionless trading experience. <p>High-Level Concept</p> <ul style="list-style-type: none"> • DeFi digital options • Hyper-casual trading on Telegram 	<p>Unfair Advantage</p> <ol style="list-style-type: none"> 1. A completely non-custodial solution with auto-payouts: The main smart contract holds traders' funds only during individual option periods—offering high tolerance to software vulnerabilities. 2. First-mover advantage in TON ecosystem: the mini app is up and running on the mainnet. <p>Channels</p> <ol style="list-style-type: none"> 1. Telegram ads 2. TON Society and TON Syndicate partnerships 3. Trading education content 5. Trader referral program with revenue share 6. Integration with popular trading channels 	<p>Customer Segments</p> <ol style="list-style-type: none"> 1. "Degenerates" <ul style="list-style-type: none"> • Leveraged crypto traders • Degens 2. Nocoiners <ul style="list-style-type: none"> • Those who want to explore mini apps • Those who are new to cryptocurrencies 3. Binaries adopters <ul style="list-style-type: none"> • Existing binary option traders who use centralized or decentralized platforms <p>Early Adopters</p> <ol style="list-style-type: none"> 1. Traders from TON community who are colloquially characterized as "degenerates" 2. Active traders on Telegram looking for faster, simpler ways to profit from market movements
<p>Cost Structure</p> <ol style="list-style-type: none"> 1. Direct costs — 10-20% of Revenue <ul style="list-style-type: none"> • Infrastructure costs: Cloud computing & hosting, market data feed, API infrastructure, backup & redundancy systems 2. Operating Expenses — 40-55% of Revenue <ul style="list-style-type: none"> • Technology & development: Engineering team, product development, security infrastructure, third-party integrations • Compliance & legal: Regulatory compliance, legal counsel, audit & reporting • Sales & marketing: Digital marketing, content & education, community management, partner relationships • Customer support: Support staff, Help desk software, training & documentation, customer success 3. Administrative Expenses — 10-15% of Revenue <ul style="list-style-type: none"> • General & administrative: Executive team, finance & accounting, HR & operations • Office & operations: Remote work infrastructure, administrative tools, professional services 		<p>Revenue Streams</p> <ol style="list-style-type: none"> 1. 10% fee on the total turnover 2. 0.3% AMM fee 3. Partnership with market makers 4. Fees from advanced features such as auto-trading and copy trading 5. Whitelabeling the mini app for other chains 		