

# Signal Tokens™ — Tokenized Attention & Engagement Economy

DUAL-Native Platform | Pre-Seed: \$500K | TAM: \$50B+

THE PROBLEM	MARKET OPPORTUNITY	MVP & TRACTION
<p>Digital advertising market (\$400B) loses 20-30% to bot fraud and fake engagement. Publishers can't prove attention quality; brands waste budgets on bots.</p>	<p>• Digital Advertising: \$400B global • Attention Economy: \$50B+ addressable • Bot Fraud Recovery: \$19.3B annually • Ad Tech Growth: 9% CAGR</p>	<p>Phase 1 (6mo): Single publisher, 1K users, article-read engagement Phase 2 (12mo): 10K users, multiple engagement types, brand marketplace</p>
THE SOLUTION	BUSINESS MODEL	FINANCIALS
<p>Signal Tokens™ tokenizes verified user attention with cryptographic identity, programmable quality scoring, and geo-positioning. State evolution: Earned → Maturing → Redeemable → Spent.</p>	<p>• Marketplace fees: 10-15% of trades • Publisher SaaS: Monthly subscriptions • Brand licensing: Premium access • Geo-targeting premiums</p>	<p>Y1: \$300K   Y2: \$1.2M   Y3: \$6.5M   Y4: \$18M   Y5: \$40M Unit economics: \$1-2 per token, \$15-25 CAC, 8-12mo payback</p>
DUAL-NATIVE ADVANTAGES	WHY SIGNAL TOKENS WIN	USE OF FUNDS (\$500K)
<ul style="list-style-type: none"> <li>• Identity Layer: Bot prevention</li> <li>• Mutable State: Engagement depth</li> <li>• Logic Layer: Quality scoring</li> <li>• Geo-positioning: Premium tiers</li> </ul>	<ul style="list-style-type: none"> <li>• Transparent provenance</li> <li>• Programmable quality metrics</li> <li>• Network effects (1M+ users = higher value)</li> <li>• Protocol-level fraud prevention</li> </ul>	<ul style="list-style-type: none"> <li>• Engineering: \$200K (40%)</li> <li>• Sales &amp; Partnerships: \$200K (40%)</li> <li>• Operations: \$100K (20%)</li> </ul> <p>Series A target: \$2-3M at 12mo</p>