

Edge Video Economy

Users

- 1. Interact with Edge and earn Points.
- 2. Earn Points in multiplayer games.
- 3. Spend Points in Edge.
- 4. Swap Points for the \$FAST token.
- 5. Sell \$FAST on a DEX.
- 6. Spend fiat and/or \$FAST on the e-commerce platform (E).

Revenue

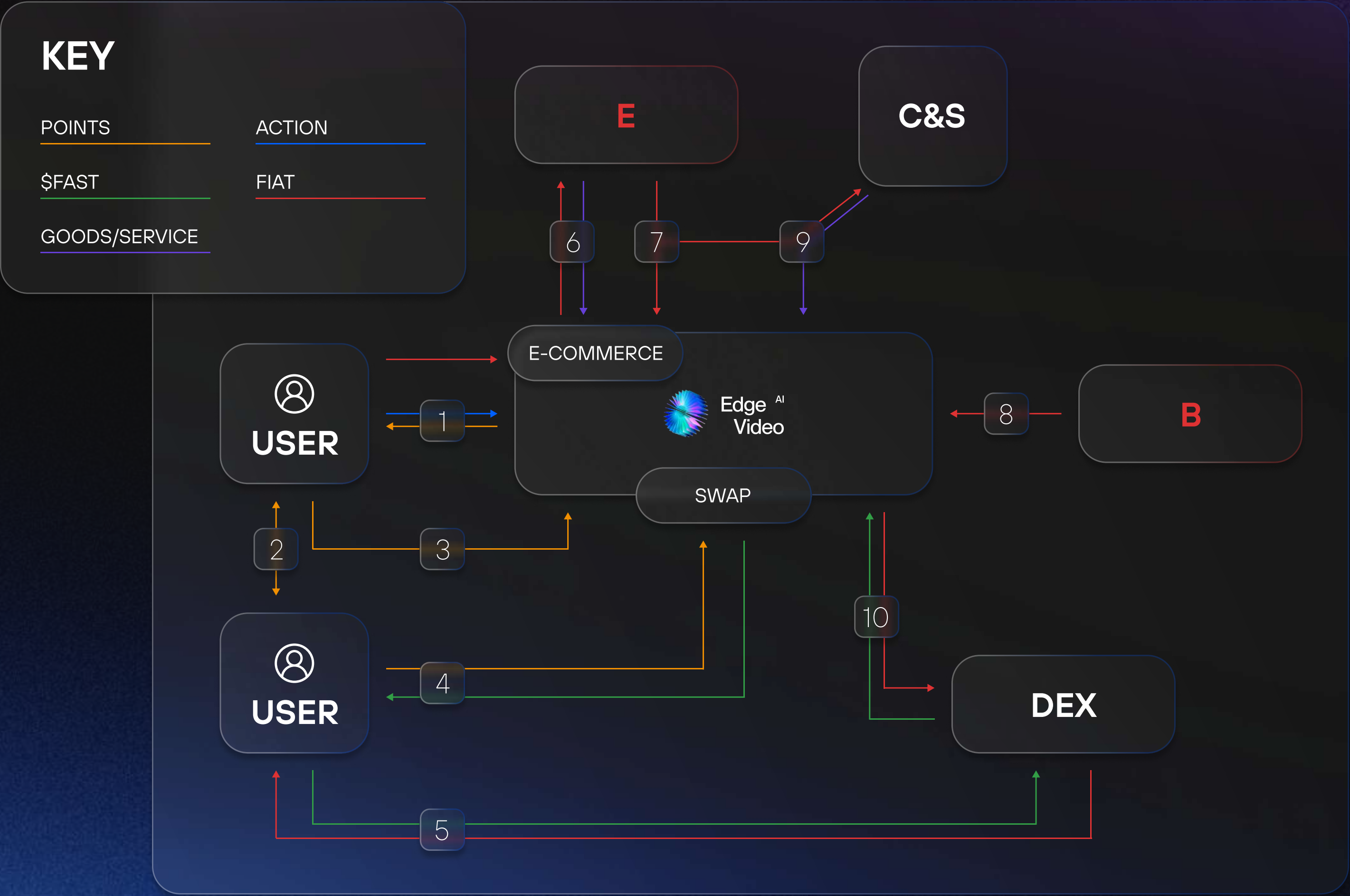
- 7. Spend fiat and/or \$FAST on the e-commerce platform. Some of this revenue is shared with content producers and streaming platforms (C&S).
- 8. Brands (B) pay Edge to sell vouchers/coupons.

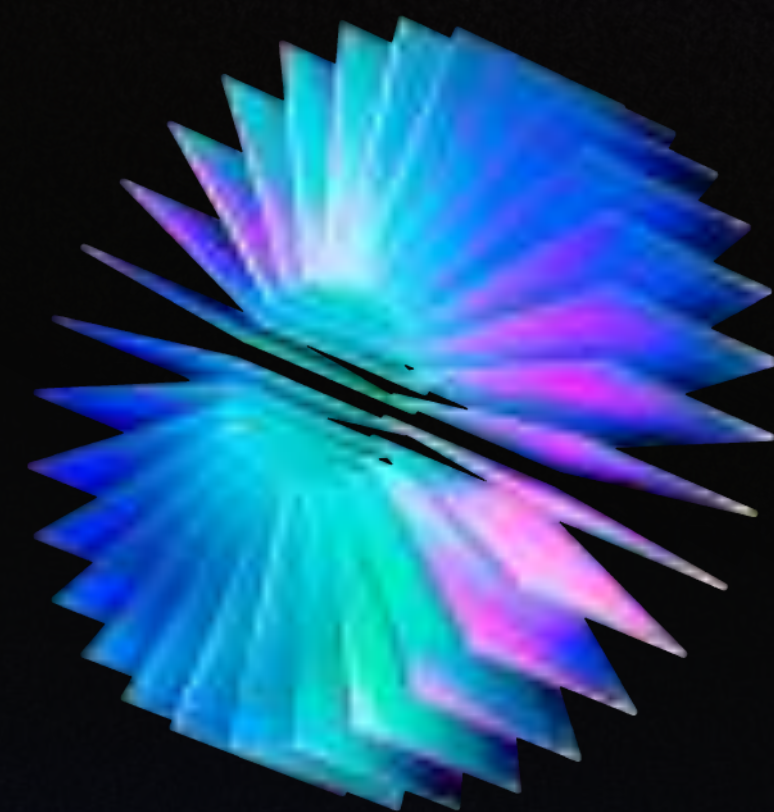
C&S

- 9. Content producers & streaming platforms produce content and stream, earning rev share from Edge's indirect e-commerce revenues which directly correlates to their production and streaming.

Edge

- 10. Edge buys back the \$FAST token from the market to supplement the pool where users swap Edge Points for \$FAST tokens.





Edge ^{AI} Video

INTERACTIVE STREAMING POWERED BY AI



! PROBLEM

FREE AD-SUPPORTED TV (FAST) IS PASSIVE &
REVENUE PER VIEWER IS EXTREMELY LOW

★ OPPORTUNITY

**CREATING INSTANT SHOPPING & GAMING
REVENUE TO ANY FAST CHANNELS & STREAMING
PLATFORM**

EDGE MAKES EVERY FAST CHANNEL INSTANTLY INTERACTIVE TO DRIVE ENGAGEMENT,
REVENUE, AND ENTERTAINMENT!

OFFERING

Edge Video uses real-time proprietary AI & Crypto incentives to transform any stream into an immersive **Shopping and Gamified streaming experience.**

By simply providing a HLS Stream to Edge, our ecosystem integrates seamlessly through a QR code overlayed on existing content.



GAMING ON TV

MULTI & SINGLE PLAYER POP QUIZZES



REWARDS & RECOGNITION

\$FAST TOKEN, VIRTUAL POINTS, SHOPPING
VOUCHERS, LEADERBOARDS

SHOPPABLE STREAM ON SECOND SCREEN

Edge delivers next generation shopping experiences using adaptive AI.

Real-time, AI-curated selections of products are linked to the stream's content, providing unparalleled click-through engagement.

Users can interact with products through intuitive icons to open, save, share, upvote, downvote, or explore similar items.



PRODUCT REVIEWS

GOLF DRIVER



NEWS

HOUSE FIRE



LIFESTYLE

RED CARPET FASHION



VENDORS & PRODUCTS

• 59 VENDORS • 13.7M PRODUCTS • USA & EUROPE

LG SHOPPABLE

TV STUDY, 2024



CTV users like ads with QR codes, especially if it includes a discount

- 7 in 10** like TV ad creatives that **include a QR code**
- 62%** are open to **scanning a QR code** on a TV ad in the next 12 months
- 38%** are likely to **make a purchase** after scanning a QR code on a TV ad
- 49%** will scan a QR code on a TV ad to take advantage of a **discount**

Source: Shoppable TV Study, 2024

TV ads influence what and how people buy

Among Connected TV users...

81%

are **influenced by TV ads** in their shopping decisions



63%

often **discover new brands & products** through TV ads



47%

have **made a purchase** after seeing a TV ad (last 3 months)



Source: Shoppable TV Study, 2024

LG Ad Solutions

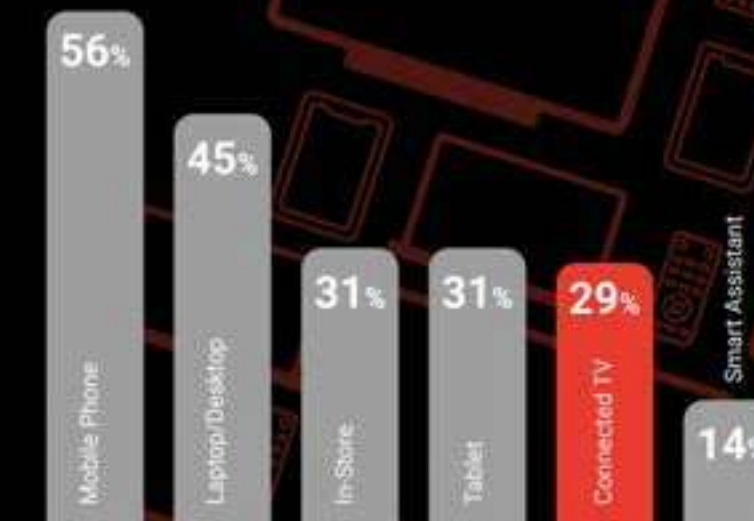
3 in 10 CTV users have actually purchased directly on their TV (last 3 months)



51%

of CTV users wish they could **shop online** using their TV

Methods of Product/Service Purchase After Seeing TV Ad (last 3 months)



Source: Shoppable TV Study, 2024

LG Ad Solutions

CONVERSION RATE

USING LG SURVEY NUMBERS

ASSUMPTIONS: LG SHOPPABLE TV REPORT 2024

Stage	Percentage	Number
Total Daily Viewers	100.00%	1,000,000
Willing to Buy on CTV	51.00%	510,000
Have Made a Purchase (In last 3 months)	47.00%	239,700
QR Code Visibility	66.67%	159,807
QR Code Engagement	48.00%	76,707
Purchases Made	38.00%	29,148
Repeat Viewers	10.00%	2,914
Total Annual Purchases (w/o repeats)	38.00%	-
Total Annual Purchases (w/ repeats)	41.20%	-
Daily Conversion Rate	0.38%	-
Annual Conversion Rate (w/o repeats)	3.21%	-
Annual Conversion Rate (w/ repeats)	3.21%	-

Per 1M Daily Viewers

DAILY BUYS

ANNUALLY

QR Scans

32.001

Conversion Rate

3.2%

CONVERSION RATE OF 3.2% =
\$3.2M/YR PER 1M VIEWERS
(\$1/CONVERSION)

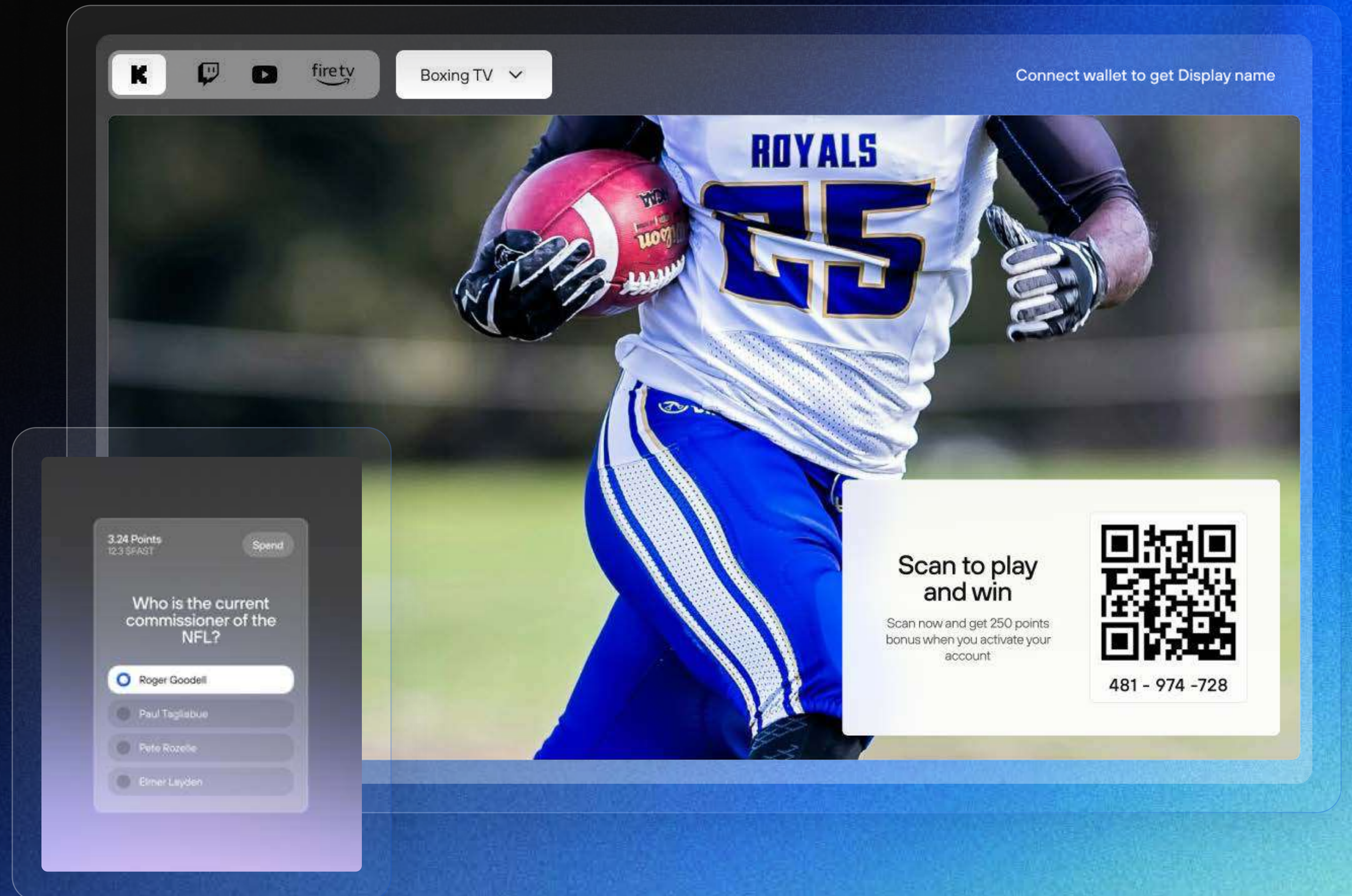
GAMING ON SECOND SCREEN

By scanning a QR code on the stream, viewers access a web browser application we refer to as the second screen. A modular, adaptive gateway to a whole new era of interactive entertainment.

Through their mobile devices, viewers play AI-generated quiz and multiplayer games based on stream content. Points are earned based on game outcomes, enhancing engagement.

Edge content evolves in real time. The Edge Video AI scans content to produce interactive media relevant to what's on the screen, providing quiz questions and shopping recommendations based on the action.

Edge can be integrated on any stream, and accessed through any device.

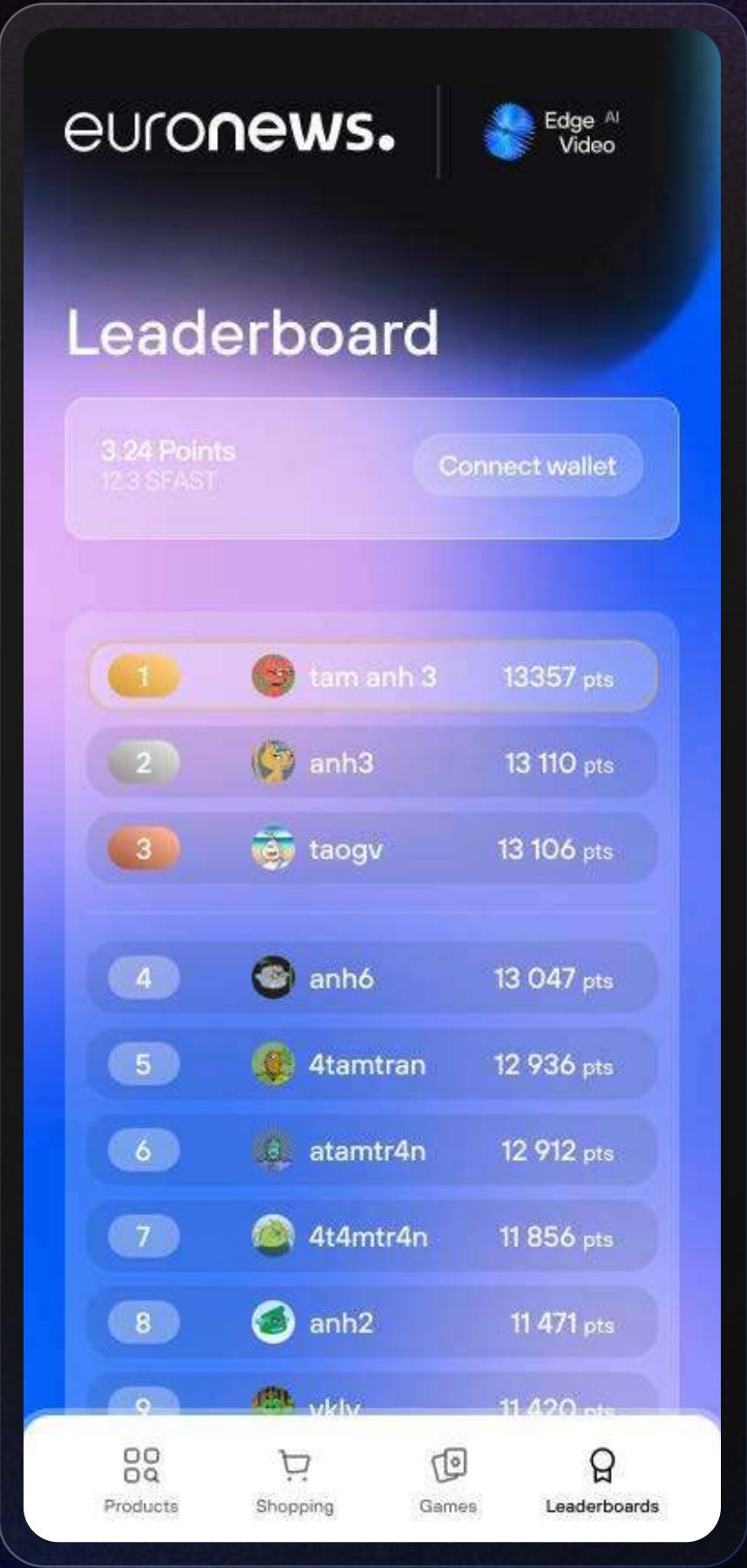
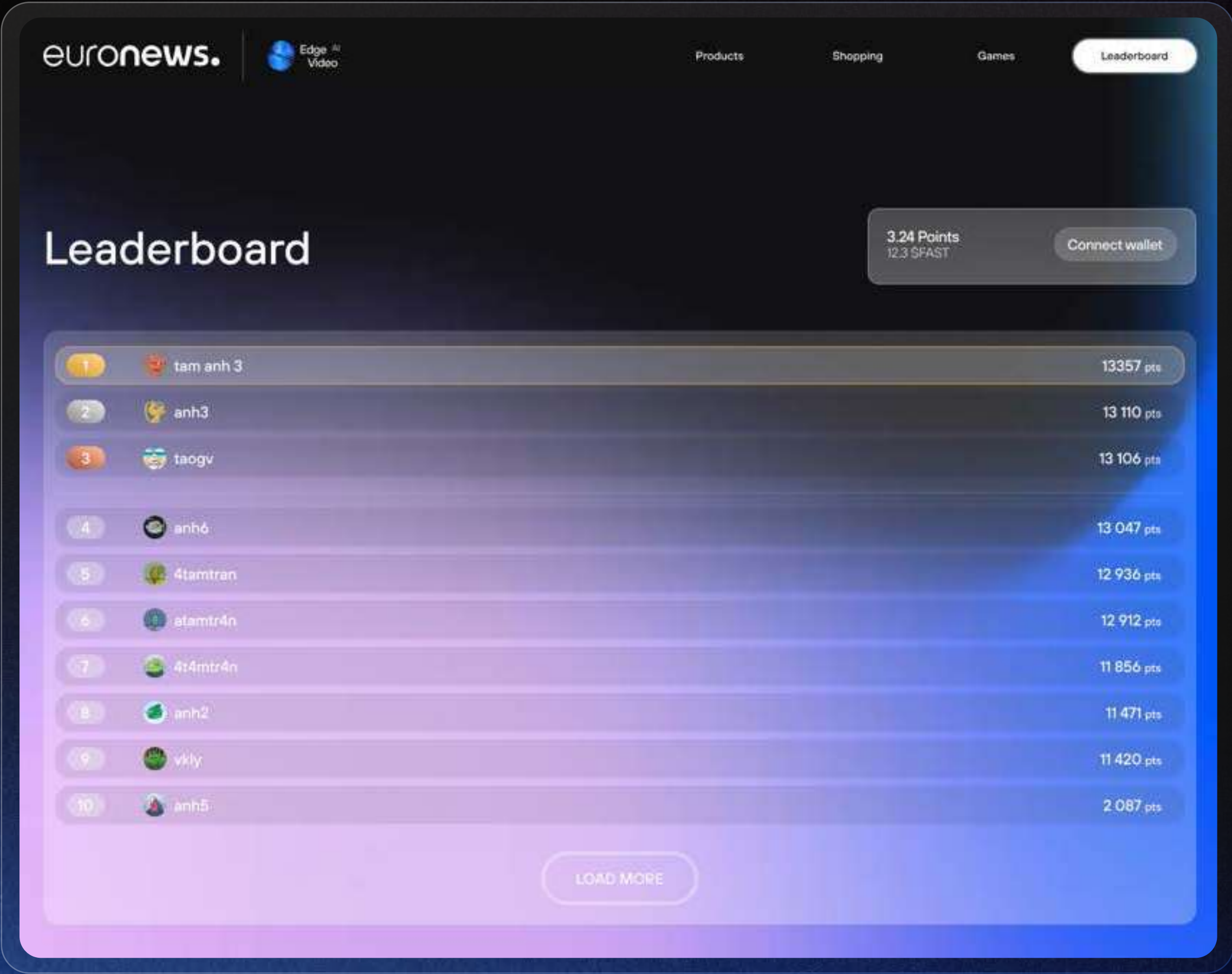


REWARDS & RECOGNITION

LEADERBOARD ON TV & SECOND SCREEN

Edge leaderboards help create community, recognition, and rewards for players to drive retention and boost engagement.

Points, usernames, and approximate locations on channel or global leaderboards are displayed, with filters for daily, monthly, or all-time periods. Only activated viewers are featured.



QR ENGAGEMENT DRIVERS



MULTIPLAYER

Edge's multiplayer games allow players to wager virtual points against each other in real-time.



INTERACTIVITY

Transforming passive viewers into active participants using gamification & interactive engagement.



FAST TOKEN

A token that connects all FAST channels together in one recursively beneficial community committed to growing together.



LEADERBOARDS

See your name on TV and becomes a legend in the FAST community.



ECOMMERCE

AI generated shopping products based on the live video content being watched. Clickable products appear in real-time on the second screen.



Edge^{AI}
Video

Edge Video Economy

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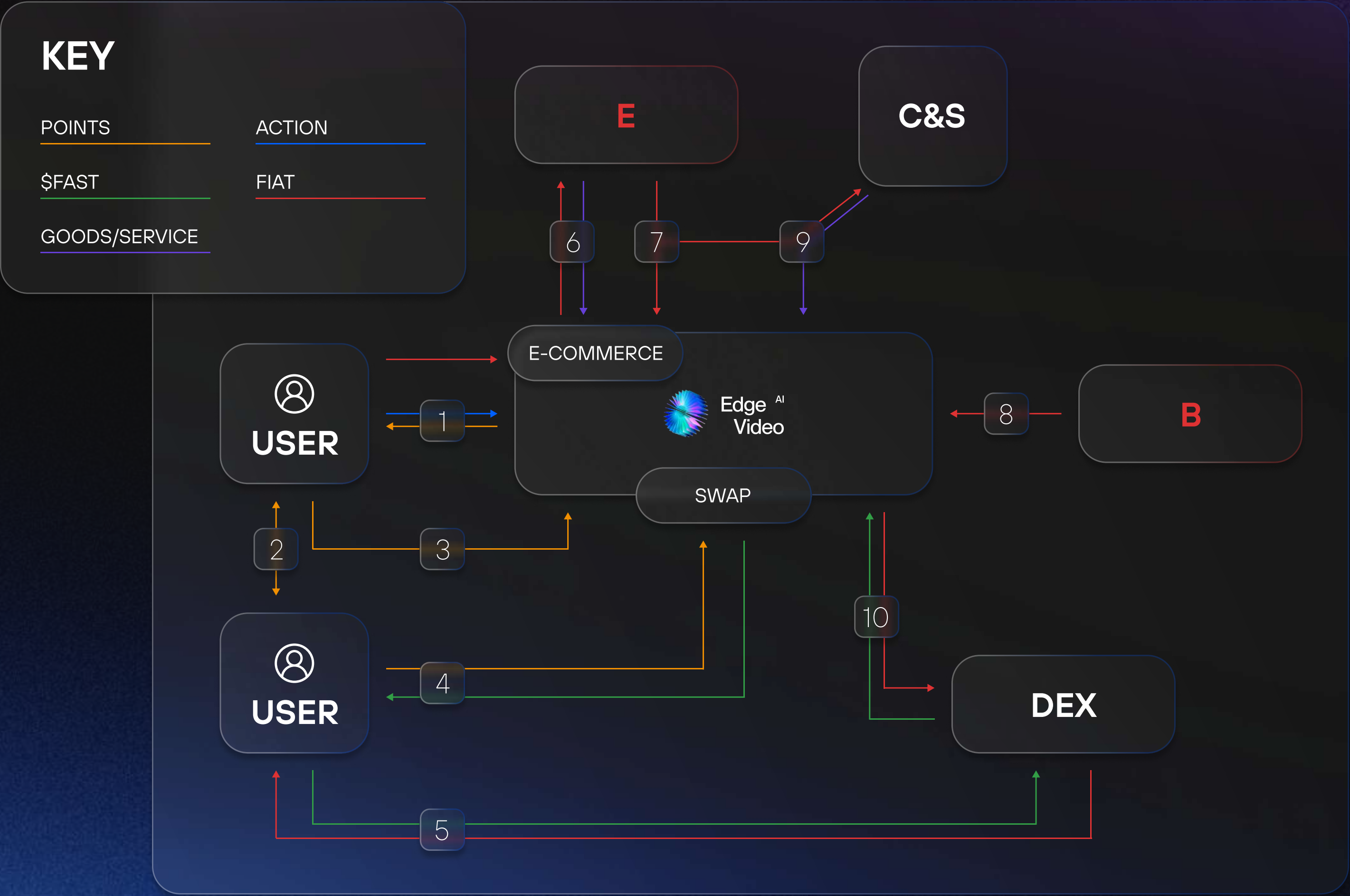
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SETUP & BUSINESS MODEL

SETUP

- **Onboarding** channels provide their live video URL (HLS feed).
- **QR Code** Edge Video system generates a QR code.
- **Channel** places the QR code as an overlay.

Seamless transition!
No change to the viewing experience!
Just add Edge's unobtrusive QR code as an overlay.
Fully white labeled.

BUSINESS MODEL

- **50%** Revenue Share

No setup fees or monthly fees.
Any investment from channel or Edge
is recovered from the revenue share.

EDGE TRACTION

6.3M PAID HOURS	164K EARNED USERS	3K GAMES PLAYED	41 FAST CHANNELS	370K USER PAYMENTS	16K APP INSTALS
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WATCH2EARN
SINCE JUNE 2022

STREAMING PLATFORMS

					
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GAMIFIED TV
LAUNCHING JUNE 2024

16 MONTHS IN PRODUCTION

PROVEN TEAM

PATENTED

PROVEN PRODUCT-MARKET FIT

SCALABLE

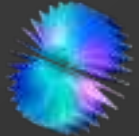



REVENUE GENERATING



EDGE AI is the most exciting product for video since the drone.

— Joshua Elmore
The Weather Channel

INDIRECT WEB3 COMPETITORS

FEATURE/ PROJECT	 Edge ^{AI} Video			
PRIMARY FOCUS	Real-time AI with Shoppable TV and Gaming via QR code integration	Decentralized video streaming	Decentralized video delivery network	Decentralized storage, live programming, and video NFTs at the protocol level
TOKEN UTILITY	FAST Token for rewards, eCommerce	LPT for protocol participation, governance	Theta for governance, bandwidth sharing	SCPT for core asset and governance; SPAY for transactions on chain
APPLICATION/ USE CASE	Enhancing viewer engagement in streaming	Decentralized video encoding and streaming	Decentralized video streaming, esports, and VR	Script TV (24/7 television platform), Script Video NFTs, and various dApps
MARKET CAP (USD\$)	April 2024	\$447,447,398	\$2,207,353,070	\$27,942,084

OUR TEAM

ADVISORY BOARD



**CHARLES
MYERS**

CHIEF TECHNICAL OFFICER



**JOE
WARD**

CHIEF EXECUTIVE OFFICER



**ALDO
SPAANJAARS**

CHIEF OPERATING OFFICER



**LUKE
GAYDON**

BUSINESS
DEVELOPMENT



**HAMZA
İŞLEYEN**

TECHNICAL
OPERATIONS



**RALF
JACOB**

UNIVISION, VERIZON



**BEN
KEEN**

INDUSTRY ANALYST



**THOMAS
LINK**

CEO MUXIP



**ALEX
DUKA**

CITIBANK,
PRIVATE EQUITY DIRECT



**JEFFREY
HAYZLETT**

C-SUITE TV KODAK



**RICH
ENTRUP**

KPMG, VERIZON



**JASON
THIBEAULT**

STREAMING VIDEO
ALLIANCE



**ELIZABETH
ARIS**

TECHNOLOGY &
TELECOM LEADER

THE FUTURE OF EDGE

24.5K+

APPS PLUGGING INTO INSTANTLY INTERACTIVE ECOSYSTEM

MAJOR PLAYERS IN THE STREAMING INDUSTRY TO FOLLOW

NETFLIX

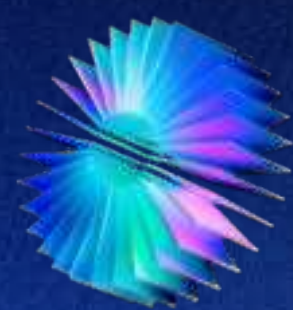
Disney

hulu

HBOmax

 **discovery+**

THANK YOU!



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Video

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JOE@EDGEVIDEO.AI 