



AdLunam



FOUNDERS



Co-Founder

NADJA BESTER



Co-Founder & CTO

LAWRENCE HUTSON



Co-Founder

JASON FERNANDES

Experience spanning 80 + Crypto projects, A Collective of 25 years of Crypto Experience

TEAM



CMO

JERVIS PEREIRA



Community Lead

SHELDON IVISH



Content

AKANKSHA



OPS

NEIKITA DSOUZA



OPS

REBECA MEDINA



OPS

KIM LAGUNZAD



OPS

ANDREINA MORENO



OPS

STEPHANY TORRES



Design

JAVIER VIVAS



Design

NORMINA EMIA



Web Dev

MD. SAIFULLAH

16 team members spread across Europe, USA, Asia, South America, and Africa

ADVISORS



**PRAKASH
SOMOSUNDARAM**
CEO & Co-Founder
ENJINSTARTER



AANCHAL THAKUR
CEO & Co-Founder
SPHERIUM FINANCE



JILLIAN GODSIL
CRYPTO-JOURNALIST
FORMER EU PARLIAMENT
CANDIDATE



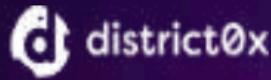
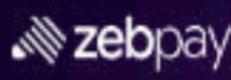
KARAN VASWANI
CRYPTO-LAWYER
LEGAL ADVISOR



AJEET KHURANA
Ex-CEO
ZEBPAY



TEAM EXPERIENCE



And many more...

Pre-IDO
Whitelisting

0%

Insight: investor
engagement &
Investment behaviour

PROJECT PROBLEMS



Crypto Industry Attention Theft



Limited Launchpad Community Support



Community Growth Expensive & Laborious

INVESTOR PROBLEMS



Allocation isn't based on Merit



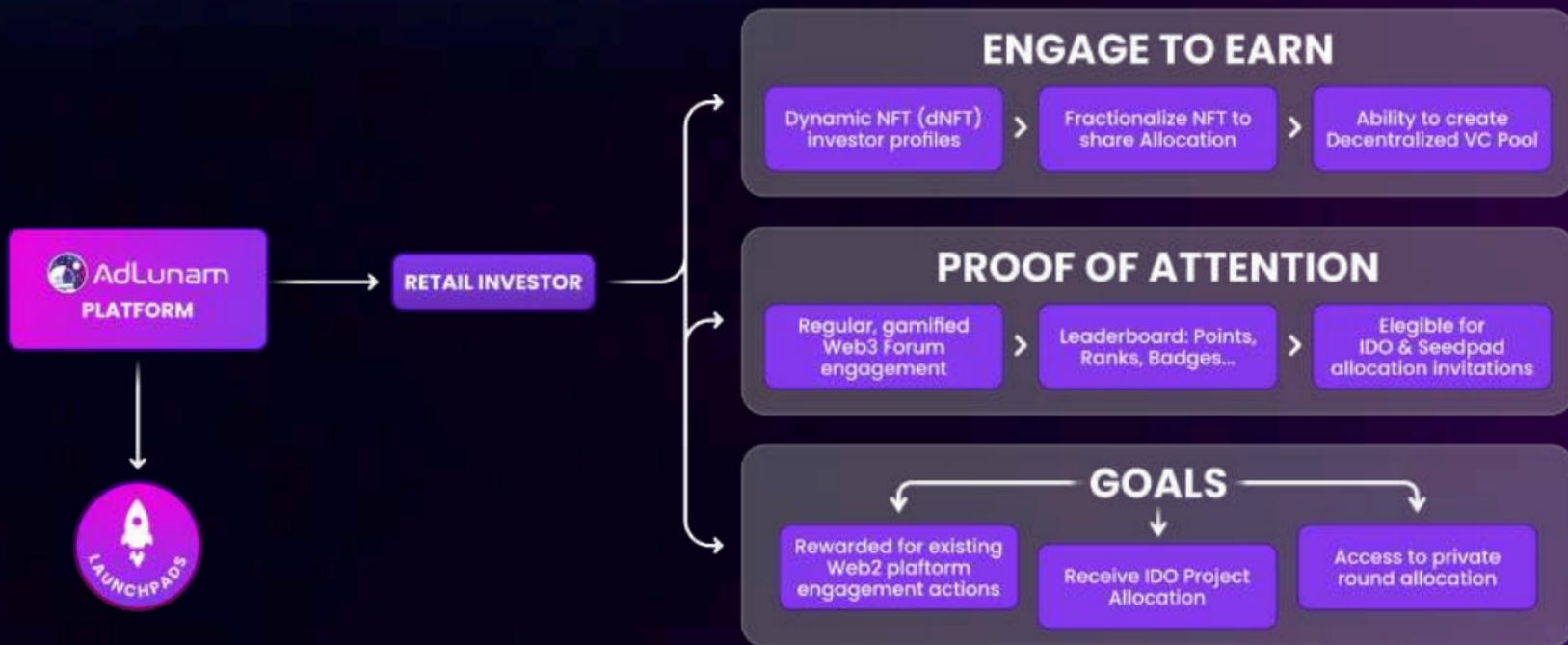
Underutilised Marketing Engine



Attention is Expected, but not Rewarded

WALLSTREET BETS MEETS POLKASTARTER

Permanently engaged Crypto investor
community tracking behaviour via
Investor Score NFTs and Rewarding
Proof of Attention with Allocation.





TOKEN PROJECT

PROOF OF ATTENTION

Access to rich data analytics

> Ability to hard-vet topmost value-added retail investors

> Control access of IDO and Private sale allocation access

GOALS

Prevent pump in dump investors

Attract loyal, HOLD investors

Case Study
\$50,000
Project Allocation

Raise **\$50,000**
using
Proof of Attention

Branded Area on
AdLunam Platform

Cross-pollination between
AdLunam and other
launchpad communities

ENGAGE TO EARN

**PROOF OF
ATTENTION**



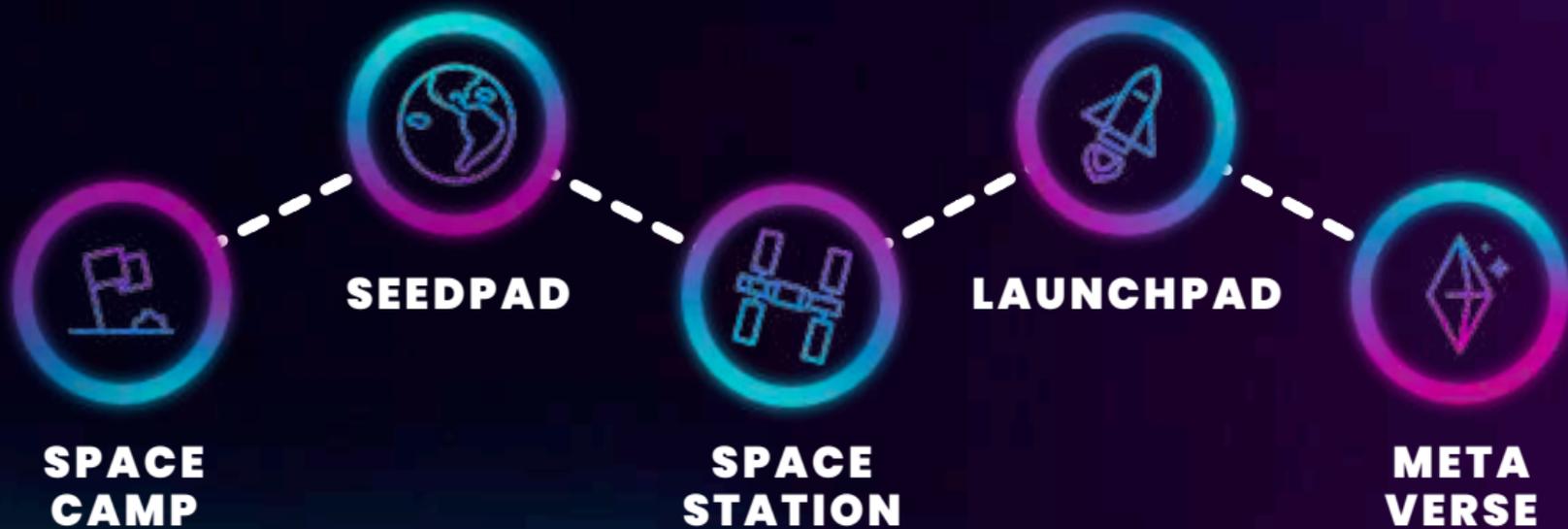
**WALLET
SCORING**



**INVESTOR
ELIGIBILITY**



ECOSYSTEM



COMPETITIVE LANDSCAPE





TOKEN UTILITY



\$LUNAM

**\$LUNAM holders
can participate
in IDOs on the
AdLunam
Platform**

**\$LUNAM holders
rewarded with
additional
benefits across
the AdLunam
ecosystem**

**\$LUNAM token as
primary trading
base in our
market maker
\$LUNAM-MATIC
LP trading pair**

SEED

- 2% of total token supply
- 20M Tokens @ \$0.01
- Raising \$200,000
- Valuation: \$10M
- Unlock at TGE: 5%
- Cliff: 1 month
- Vesting: 12 Months

SOLD OUT**PRIVATE**

- 11.11% of Total Token Supply
- 111,111,111 Tokens @ \$0.018
- Raising \$2M
- Valuation: \$18M
- Unlock at TGE: 10%
- Cliff: None
- Vesting: 9 Months

SOLD OUT**STRATEGIC**

- 3% of Total Token Supply
- 30M Tokens @ \$0.020
- Raising \$600,000
- Valuation: \$20M
- Unlock at TGE: 5%
- Cliff: None
- Vesting: 9 Months

IDO

- 1.82% of Total Token Supply
- 18,181,818 Tokens @ \$0.022
- Raising \$400,000
- Valuation: \$22M
- Unlock at TGE: 33%
- Cliff: None
- Vesting: 3 Months

TOKENOMICS

TOKEN NAME: **\$LUNAM**TOKEN TYPE: **ERC-20**TOTAL SUPPLY: **1,000,000,000**INITIAL CIRCULATION: **19,611,111**TOKENS FOR SALE: **179,292,929**INITIAL MARKET CAP: **\$431,444**

- TREASURY** 21%
- LIQUIDITY** 10%
- TEAM** 16%
- ADVISORS** 5%
- STRATEGIC ROUND** 3%
- SEED ROUND** 2%
- PRIVATE ROUND** 11%
- IDO ROUND** 2%
- COMMUNITY** 30%



ROADMAP



COMMUNITY TRACTION



47.4K



18K



22.2K



22.9K



17.5K



21.6K



20K



20K



60K

200,000 Strong Community

TWITTER

**@0xPolygonToday**

31,4K FOLLOWERS

Welcome @AdLunamInc to the #Polygon ecosystem! Using an Engage-to-Earn model and Proof-of-Attention mechanism, AdLunam will harness @0xPolygon's full compatibility with the Ethereum Virtual Machine (EVM) to launch IDOs on the AdLunam launchpad!

**@GainsAssociates**

74,6K FOLLOWERS

💎 Exclusive investment for all \$GAINS Tiers – @AdLunamInc
What is AdLunam? 📌
AdLunam tracks investors beyond the early-stage investment rounds through the use of their Dynamic NFT (dNFT). Users build up Proof of Attention (PoA) scores by interacting on evergreen message boards

**@AteisCapital**

12,5K FOLLOWERS

We've recently partnered up and invested in @AdLunamInc ! 📌🔥 This Proof-of-Attention launchpad is one of a kind and is designed to create an engaged community and reward those who believe in the long-term vision of the projects 📌 We believe that **AdLunam** has that X-Factor 📌🔥

**@nxtgem_io**

3K FOLLOWERS

Check out NXTGEM's Top 10 Best Crypto Project Launchpads in 2022:
<https://youtu.be/xCbKdLbaP6w>
@BSCPad @GameFi_Official
@SeedifyFund @TrustPad @polkastarter
@AdLunamInc

And many more...



PRESS

HACKERNOON

HOMEPAGE FEATURED **SUBJECT LINE FEATURED**

msn

EXCLUSIVE INTERVIEW: A DIY NFT Christmas

HOMEPAGE FEATURED

HACKERNOON

HOMEPAGE FEATURED

yahoo/news

AdLunam, Inc. Announces Test Launch of Limited-Time NFTs as CMO

HOMEPAGE FEATURED

Entrepreneur INDIA

This Investor is Architecting the Cryptoverse

HOMEPAGE FEATURED

THE TIMES OF INDIA

HOMEPAGE FEATURED

BENZINGA

EXCLUSIVE Interview: The Leaders of NFT, Metaverse, and Future - Part 1

HOMEPAGE FEATURED

CoinMarketCap

12 Crypto Firms That are Rising Right Now: November 2021 Edition

HOMEPAGE FEATURED

CryptoSourcing

AdLunam - Crypto's First NFT-Integrated Engage to Earn Game Crowdfunding and IDO Launchpad With a Proof of Attention Allocation Model

HOMEPAGE FEATURED

Goan Tycoon

FRONTPAGE FEATURED

And many more...

DIVING INTO CRYPTO

AdLunam X Hypersign

DIVING INTO CRYPTO
ENTER THE DATAVERSE
ROUND 2

with guest speaker  **Vikram Bhushan**
Managing Director

18 MAY | 3:00 PM CET | 1:00 PM UTC

AdLunam X SaaSmap

DIVING INTO CRYPTO

Breaking the Chain Cross : Chains in Crypto

18 MAY | 3:00 PM CET | 1:00 PM UTC

AdLunam X SafeGram

DIVING INTO CRYPTO

with Guest Speaker  **Ivan Tomic**
CEO of SafeGram

DeFi'ing Finance

18 MAY | 3:00 PM CET | 1:00 PM UTC

AdLunam X ORCA

DIVING INTO CRYPTO

with Guest Speaker  **James Ling**
COO of ORCA

VCs as Value Creators

18 Aug | 3:00 PM CET | 1:00 PM UTC

AdLunam

DIVING INTO CRYPTO ROUND 2

with guest speaker  **Anchal Thakur**
Senior Director, Strategic Partnerships

NAVIGATING THE METAVERSE

18 MAY | 3:00 PM CET | 1:00 PM UTC

AdLunam X adamas

DIVING INTO CRYPTO

with Guest Speaker  **Jasak Handžić**
CEO of adamas

Enter the Immersive World of the Metaverse

18 MAY | 3:00 PM CET | 1:00 PM UTC

AdLunam

DIVING INTO CRYPTO ROUND 2

with guest speaker  **Nadja Bestar**
Managing Director

18 MAY | 3:00 PM CET | 1:00 PM UTC

AdLunam

DIVING INTO CRYPTO

World of Crypto

with guest speakers     

1st Sept | 3:00 PM CET | 1:00 PM UTC

AdLunam X BLUEWHEEL

DIVING INTO CRYPTO

with Guest Speaker  **Vikroash Agarwal**
CEO of Bluewheel

Crypto Miners - What's in store to explore?

18 MAY | 3:00 PM CET | 1:00 PM UTC

AdLunam X SPHERIUM

DIVING INTO CRYPTO

with Guest Speaker  **Anchal Thakur**
Senior Director, Strategic Partnerships

Breaking the Chain Cross : Chains in Crypto

18 MAY | 3:00 PM CET | 1:00 PM UTC

AdLunam X Unimashai

DIVING INTO CRYPTO

With Guest Speaker  **Manohara K**
Senior Analyst at Unimashai

ENTER THE DATAVERSE

18 MAY | 3:00 PM CET | 1:00 PM UTC

AdLunam

DIVING INTO CRYPTO

GUES(T) WHO?

SECURING ONLINE AVATARS

18 MAY | 3:00 PM CET | 1:00 PM UTC

AdLunam X SaaSmap

DIVING INTO CRYPTO

Crypto Miners - What's in store to explore?

18 MAY | 3:00 PM CET | 1:00 PM UTC

AdLunam

DIVING INTO CRYPTO

With Guest Speaker  **Jason Fernandes**
Blockchain CO-Founder

Building Great Tokenomics

18 MAY | 3:00 PM CET | 1:00 PM UTC

AdLunam

DIVING INTO CRYPTO

with Guest Speaker  **Nadja Bestar**
Managing Director

COMMUNITIES ACROSS BORDERS

18 MAY | 3:00 PM CET | 1:00 PM UTC

THE FUTURE OF NFTs ON Spotify



AdLunam

THE FUTURE OF NFTs

Inclusivity in NFT Art

Spotify

with

Nafisa Bhargava
NFT Artist

AdLunam

THE FUTURE OF NFTs

Importance of Utility in NFTs

Spotify

with

Josh Fernandez
NFT Artist

AdLunam

THE FUTURE OF NFTs

Fusion of NFT Music & Art

Spotify

with

Con Artisan
NFT Artist

AdLunam

THE FUTURE OF NFTs

Marketing in NFTs

Spotify

with

Arvin Khamesh
NFT Marketing Expert

AdLunam

THE FUTURE OF NFTs

Reforming the Metaverse

Spotify

with

YASH DAHEMKAR
NFT Artist

AdLunam

THE FUTURE OF NFTs

with

Robert Craig
NFT Artist

with

Josh Jones
NFT Artist

Spotify

AdLunam

THE FUTURE OF NFTs

Bridging NFT Wearables

with

EDDY HOANG
NFT Artist

Spotify

AdLunam

THE FUTURE OF NFTs

Using NFTs in Gaming

Spotify

with

Robert Craig
NFT Artist

with

Josh Jones
NFT Artist



TRACTION

CEXS THAT AGREED TO LIST US:



GRANT FROM



LAUNCHPADS



PRIVATE ROUND 600%
OVERSUBSCRIBED

RAISED \$2M IN 5 DAYS

OPENED STRATEGIC ROUND
DUE TO STRONG DEMAND

110,000 PEOPLE PARTICIPATED
IN THE AIRDROP

LAUNCHING ON 3 CHAINS



COMMUNITY PRESALE
NEARLY 1000%
OVERSUBSCRIBED

DIVING
— INTO —
CRYPTO

&

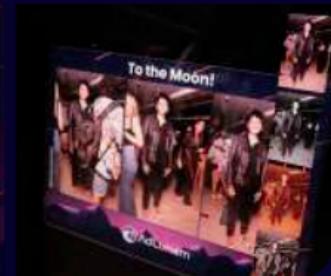
THE FUTURE
— of —
NFTs

ON



OUTSTANDING LEADERSHIP

MONEY 2.0
CONFERENCE











BACKERS

DUTCH
CRYPTO INVESTORS



polygon

OIG

KANGAROO
CAPITAL

DEXT FORCE
VENTURES



R8
Capital



SeaThrift

AVG

VIRAL
VENTURES

HODL global



NXTGEM

CRYPTOBUDDY



ATESIS

SDV



DEC.ventures



MH VENTURES

Crypto
Avengers

BLUEWHEEL

coincu ventures



PARTNERS

STRATEGIC



SEMETRIX



And many more...

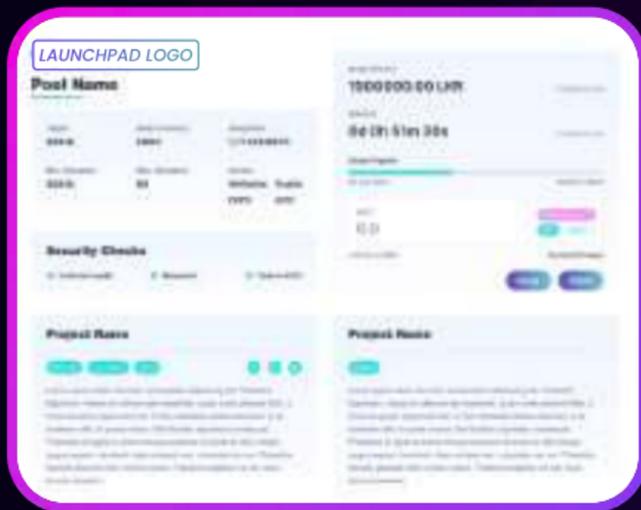
LAUNCHPAD PARTNERS



ENJINSTARTER



Instaraise



Kommunitas

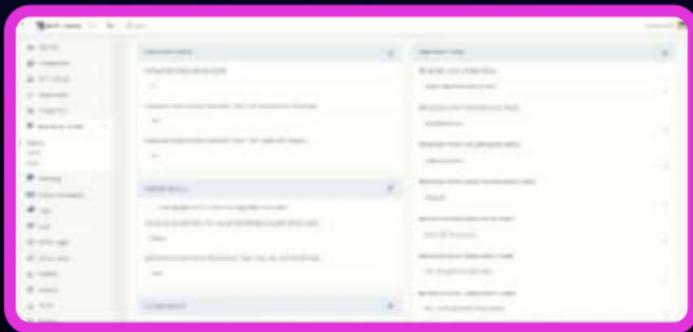


CRONOS WORLD

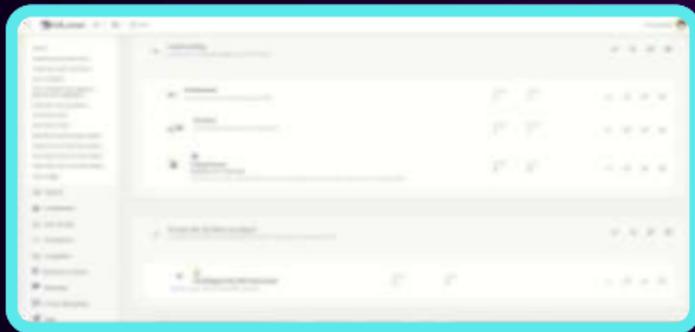
And many more...



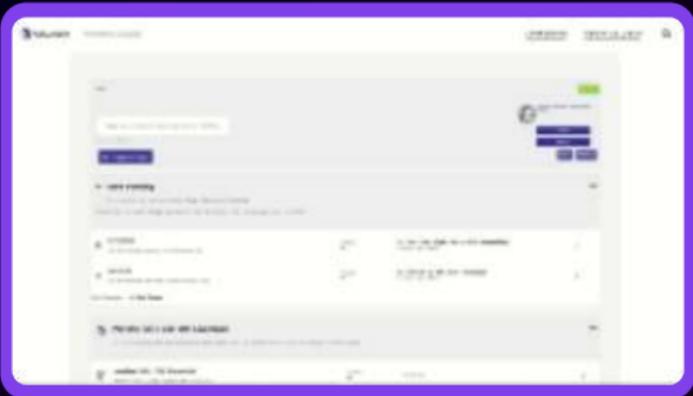
TESTNET V1



FORUM



ADMIN BACKEND





TESTNET V2

The screenshot shows the 'Forums' section of the AdLunam platform. At the top, there is a header with the word 'Forums' and a decorative graphic of colorful squares and a pink hand. Below the header, there is a search bar and a list of forum categories. Each category includes an icon, a title, and a brief description.

NAME	TOPIC	REPLY	LAST POST
Private AdLunam ID	0	0	Admin program 17 hours ago · 100 views
AdLunam Private Website Forum AdLunam ID Discussion Board (3.0)	0	0	What do you think for solutions what can be used for forum? 17 hours ago · 100 views
Engage with Age of Emojis (3.0) Emojis (3.0)	0	0	What you will like for Emojis 17 hours ago · 100 views
Media Forum Emojis (3.0)	0	0	Can anyone who is using API membership for AdLunam ID? 17 hours ago · 100 views

The screenshot shows the 'Groups' section of the AdLunam platform. At the top, there is a header with the word 'Groups' and a decorative graphic of colorful stars and a yellow hand. Below the header, there is a search bar and a grid of group cards. Each card features a profile picture, a group name, and a brief description.

NAME	TOPIC	REPLY	LAST POST
AdLunam ID AdLunam ID	0	0	Admin program 17 hours ago · 100 views
Administrators Administrators	0	0	What do you think for solutions what can be used for forum? 17 hours ago · 100 views
Members Members	0	0	What you will like for Emojis 17 hours ago · 100 views
Premium Members Premium Members	0	0	Can anyone who is using API membership for AdLunam ID? 17 hours ago · 100 views



SPACE CAMP

ADVISORY, MARKETING, TOKENOMICS



OMNIA



CREATE PROTOCOL



grooveup

GAME-CHANGING INDUSTRY-FIRST

Matry is a **cross-chain NFT** creation and **liquidity protocol**. It allows users to collateralize NFT staking of its **m-tokens**. It provides powerful **BAAS** (Blockchain as a Service).



Chillville is a **Masterverse**, where Metaverses connect and earn **P2E** (Play To Earn) rewards through mining, games, real-time jobs and virtual experiences.



“AdLunam is a game changer for both projects and investors.

Projects gets exclusive access to comprehensive data and can extend allocation to world-class retail investors.

Through **Proof of Attention**, investors can exchange engagement for allocation. ”

— LET'S GO — ADLUNAM! 🚀



FUNDS CAN BE SENT TO:
ADLUNAM.WALLET



@nadjabester | @jasonfernandes



nadja@adlunam.cc | jason@adlunam.cc



adlunam.cc