



# An introduction to SafeAssets.io = decentralized security

## LEAN CANVAS

### PROBLEM

- Crypto theft occurring on a massive scale
- Crypto adoption and integration slowing down out of vulnerability fears
- Lack of an affordable, accessible, easy-to-use decentralized security solution

### Existing Alternatives

- Centralized Solutions
- Expensive Hardware Wallets

### SOLUTION

- A New Token Standard with a decentralized anti-theft mechanism
- Consistently creating new means for crypto users to secure their digital assets
- Free-to-use user-friendly DApp compatible with SafeAssets New Token Standard

### KEY METRICS

- Crypto Market reached \$3 Trillion in 2021
- Estimated Crypto theft surpassed \$14 Billion in 2021
- More than 320 million Cryptocurrency holders
- Over 9,800 cryptocurrency based projects exist
- BEP20/ERC20 contracts created exceeded 3.3 million

### UNIQUE VALUE

- SafeAssets New Token Standard security mechanism is fully decentralized, using the blockchain. No third party interacts with your funds.
- Users only need access to the internet and a cryptocurrency wallet to secure their digital assets.
- There is no need to look for a reputable vendor that will sell and ship you a hardware wallet.

### High-Level Concept

- SafeAssets.io created a user-friendly fully-decentralized crypto security solution that is safer, cheaper, and borderless.

### ADVANTAGE

- With our built in decentralized anti-theft mechanism, even if someone steals your seed phrase your assets will remain safe.

### CHANNELS

- Social Media
- Word of Mouth
- Internal Referral Program
- Project Security Collaboration

### CUSTOMERS

#### Users

- Crypto Holders
- Crypto Investors

#### Customers

- NFT Artists
- DeFi Projects
- Web3 Projects

#### Early Adopters

#### Users

- Token Holders
- Token Investors

#### Customers

- DeFi Developers
- Web3 Entrepreneurs

### COST STRUCTURE

- 1.25% Token Tax for Marketing
- 1.25% Token Tax for Project and Product Development
- 1.25% Token Tax for Current and Expanding Team Salaries

### INVESTOR BENEFITS

- 1.25% Token Tax for Monthly Holder Voters
- Crypto, Stablecoins, and Token Security Support
- Allowing the Licensing of the SafeAssets Token Standard, which is compatible with our DApp