



Your Safe  Purposeful  Rewarding  Social Media

**Make it happen.
Create great content.
Earn **\$SHM** Token.**

A bit of Shimmy history...



Winter 2017



2018



2019



2020



2021



2022

Lightbulb moment

After experiencing & researching downsides of social media, @Elliot set out working on an ethical, user-first social platform that houses impactful content and protects user data.

Early struggles

"An honourable idea and drive to bring positive change is all well and good, but it doesn't create products or users. I need help!"

Low points & back burner

"Why is it so hard? Why does nobody believe in me? Why can't I get support to build the app?' I'm going to rest the project for a few months"

You can do this!

"The world needs Shimmy. It's time for safe channels of impact & action through social media. We need developers. Better supporting docs and product plans"

The missing piece

"Blockchain, and the transfer of monetary value aligned to in-app content, is the way to ensure a safer, value driven experience. Let's try an ICO for the Shimmy Token"

Prepare for lift-off!

"We need a TGE, Low/ No-Code build. Smart-contract development, and to build the Shimmy Community. It's time to bring this baby to life"

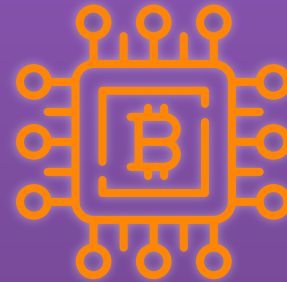
Problem



**Direct, global
negative impact
of current social
media.**



**Lack of value-
adding,
productive,
purposeful
usability.**



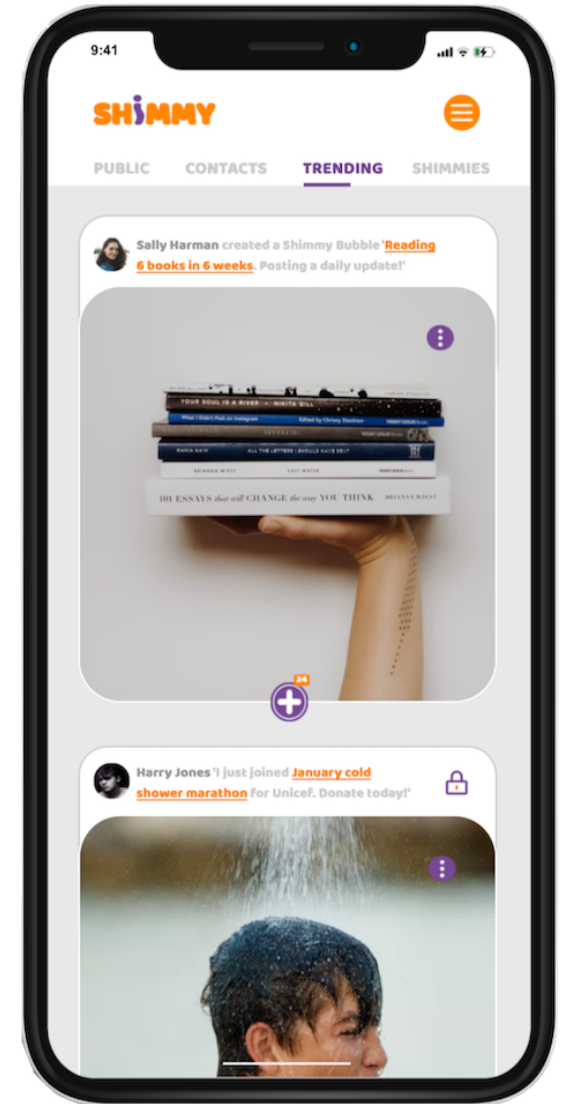
**Barriers to
access & usage
of crypto for the
general market.**



**Narrow world
view encouraged
by destructive
algorithms.**

Solution

- Social media outlet for safe, purpose-led, impactful content.
- Transparent, Conscious, next-generation social media, powered by \$SHM Utility Token.
- Monetary & Non-monetary value governing the quality & impact of content.
- Clear content parameters & posting specifications.
- Stakeholder control, safe, contextual activity and ethical governance.
- Data & content ownership.
- 'Campaign Style', themed content with purpose.
- Faster transaction speeds, lower fees, environmentally friendly.
- Truer expression of character, passion & interests.



Product

Tech	Provider
Blockchain Protocol	Cardano
Dapp Development	Joget
Smart Contracts	Plutus, Marlowe
Front-End	Bubble/ Wireframes
Back-End	AWS
Web	Wordpress/ HTML/ CSS
Build	Github/ Thirdweb/ Replit
Code	Laravel/ Node JS/ Glow/ Haskell
Network	Metamask/ Trust

Key Differentiators:

- Enhanced Privacy & Security
- Ethical, user-first algorithm
- No Personal Data Tracking
- Wider world views
- Posting specifications
- Value carrying content
- Real-world impact
- **\$SHM** Utility & Interoperability

Use Cases:

- 1** - Stan creates a 'South-East Running Club' Shimmy and restricts access by location and \$0.15SHM entry/ monthly fee.
- 2** - Megan joins the official rock-climbers association for a fee of \$0.5SHM to access their updates!
- 3** - Jonny looks through paid Shimmys to see which ones he can earn \$SHM from.
- 4** - Amanda is giving out \$0.05 Bounties for members who join her Shimmy before Saturday with the code #Amanda11.

Market

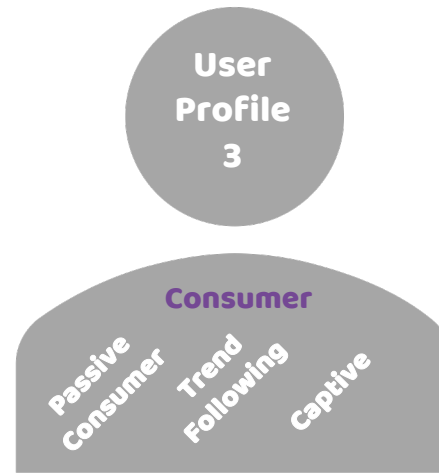
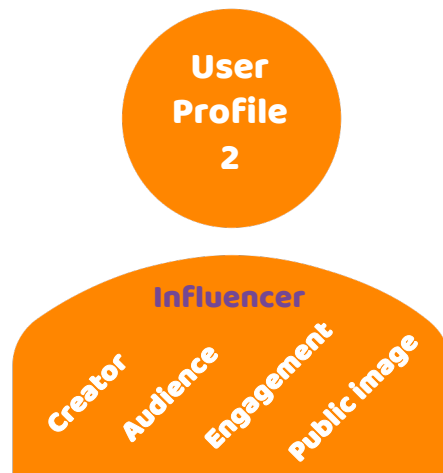
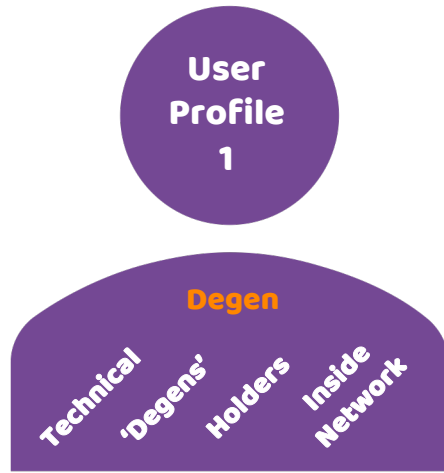
Active social media population worldwide **+4.2B**

Worldwide Spending on Blockchain solutions 2021 **+6.6B**

Total number of blockchain wallets worldwide **+82M**

Worldwide cryptocurrency users **+300M**

* Stats accurate as of 22/02/22. (Statista.com)



Competitors

Bitclout
Steemit
Hive.blog

Meta.io
Blueskyweb.org
Minds.com

Target Grouping
Motivators

Profit
Impact
FOMO
Discovery
Utility
Rewards

Web-3 Social Media
The **SHIMMY** Way!

Posting regulations

Secure audiences

Rewards & Incentives

Data Ownership & Protection

Positive Impact

Carbon Neutral

Invite Only

& much more!

Shimmyomics



Initial Market Cap
\$260,000

20%
Amount available

\$0.005
Listing Price

Token Supply
1,000,000,000

10%

Marketing
100,000,000

10%

Ecosystem & Dev
100,000,000

20%

IDO
200,000,000

25%

Public Sale
300,000,000

15%

Liquidity
150,000,000

15%

Team & Advisors
150,000,000

Token Supply

Maximum supply: **1,000,000,000**

Initial circulating supply: **52,000,000**

Initial circulating market cap: **\$260,000**

Initial fully diluted market cap: **\$5,000,000**

Initial locked token supply: **948,000,000**

Total Circulating Supply

+6 months from TGE: **381,000,000**

+12 months from TGE: **790,000,000**

+18 months from TGE: **850,000,000**

Token Distribution

Distribution	Allocation	TGE	Vesting
IDO/ TGE	20%	20%	20% initially. Then 20% every 3 months. (100% released in 12 months)
Public Sale	25%	0%	6 month cliff. Then 50% every 6 month for 1 year.
Team & Advisors	15%	0%	12 month cliff, then 10% every month for 10 months.
Token Liquidity	15%	0%	100% locked for 12 months.
Ecosystem & Development	10%	10%	10% Initially, then 10% every month for 10 months.
Marketing & Rewards	10%	20%	20% initially, then 20% every 3 months. (100% released in 12 months)
Treasury (Multisig)	5%	0%	0% Burned at TGE, then 33% burned every year for 3 years.

Finances (0-12 Months)

Costs

\$SHM

Rewards & Incentives
SHM Development
Airdrops

Fiat

Outsourced support
Accounts
Team & Devs
Listings & Partnerships
Audits

Revenue

Fees (Transaction/ Access /
Posting)
Subscription model
Advertising revenue
V2 Commercial accounts

2022 Targets

+33% avg. per quarter
member growth.
+33% transaction growth
rate.
Q3 - +10,000 active
members.
Listing on +3 major
exchanges.
+100,000 members.

Team

The Team is currently made up of founding members, with others aligned ready to commit to the project in areas such as: Advisory/ Marketing & Community/ Full stack Dev & Accounts.



Elliot Crabtree

CEO & Founder

1 Exit. Creative focused on tech for good & positive change.



Daniel Tan

Blockchain Developer
Wise Token et al.



Franklin Lee

Blockchain Developer
Cook Finance et al.

Values

User first
Complete Truth & Transparency
Empowering, Inspiring and Encouraging
Innovation & Flexibility
Dependability & Reliability
Love & Kindness



Launch & Growth

Short-Term Milestones

Q1

**Pre-seed raise
Dev Support
Launchpad Agreement
Marketing Campaign**

Q2

**Launchpad/ TGE
Initial DEX Offering
Community Development
MVP Testing**

**April
2022
TGE**

**April
2022
Airdrop
#1**

**May
2022
MVP
Testing**

Growth

