

Peeples: Decentralized Social Network

A Peer-to-Peer Blockchain-Based Social Network

Slide 1: Cover Slide

Peeples – The Future of Decentralized Social Networking

📌 A peer-to-peer (P2P) social network built on blockchain

Presented by: Peeples

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Slide 2: The Problem

Issues with Traditional Social Media

- ❌ **Centralized Control:** Platforms like Facebook, Twitter own all user data.
- 🔍 **Privacy Violations:** User data is collected and sold to third parties.
- 🚫 **Content Censorship:** Posts can be removed or hidden based on platform policies.
- 💰 **Users Don't Benefit:** Content creators receive little to no revenue from their contributions.

⚡ We need a social network that is decentralized, secure, and gives users control over their own content!

Slide 3: The Solution – Peeples

- 🔗 A peer-to-peer (P2P) social network powered by blockchain
 - ✅ **Fully Decentralized:** No central servers; data is stored on user devices.
 - 🔒 **Maximum Privacy:** All messages and posts are end-to-end encrypted.
 - 💡 **Web3 Login:** No passwords needed, login with blockchain wallets (MetaMask, TON Wallet).
 - 🎁 **Token Rewards System:** Users earn tokens for creating and engaging with content.
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Slide 4: How Peeple Works

- 1 Users install the Peeple application on their PC/Laptop.
 - 2 Login with Web3 (TON Wallet, Ethereum, Solana).
 - 3 Data is stored locally on user devices & synchronized via P2P network.
 - 4 Posts, images, and videos are stored on IPFS & shared across the P2P network.
 - 5 Engagement on the platform is recorded on blockchain & rewards are distributed in \$PPL tokens.
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Slide 5: Key Features

Privacy & Security

- User data is never stored on central servers.
- End-to-end encryption (E2EE) for private messaging.

Decentralized Social Network

- No centralized censorship, no algorithm manipulation.
- Private, encrypted friend connections.






Token Rewards System

- Earn \$PPL tokens for high-quality content.
- Tokens can be used to purchase services or boost visibility.

DAO Voting System

- Users can vote on important platform decisions.
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Slide 6: Technology Stack

-  **Decentralized Storage:** IPFS, OrbitDB
 -  **Blockchain & Smart Contracts:** Ethereum, TON, Solana
 -  **Data Encryption:** AES-256, Zero-Knowledge Proofs
 -  **Peer-to-Peer Network:** libp2p, GUN.js
 -  **Client Application:** Electron.js, React.js
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Slide 7: Tokenomics (\$PPL Token)

Purpose:

- Reward users for creating and engaging with content.
- Provide utility within the Peeple ecosystem.





Token Distribution:

- 50% Community Rewards
- 20% Platform Development
- 15% Marketing & Partnerships
- 10% Founders & Advisors
- 5% Reserve Fund

How to Earn Tokens:

- Create high-quality posts.
 - Receive donations from other users.
 - Contribute to the community.
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Slide 8: Roadmap

-  **Q1 2025:** Complete MVP (Minimum Viable Product)
 -  **Q2 2025:** Beta launch, testing DAO Voting feature
 -  **Q3 2025:** Token launch (\$PPL) & marketplace integration
 -  **Q4 2025:** Official launch & ecosystem expansion
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Slide 9: Investment Opportunity

 **We are seeking \$2 million in funding to accelerate project development.**

Funding Allocation:

- 40% Product Development
- 30% Marketing & Growth
- 20% Operational Costs
- 10% Legal & Compliance

Why Invest in Peeple?

- ✓ First-mover advantage in decentralized social networking.
 - ✓ Sustainable tokenomics – incentivizing user participation.
 - ✓ Growing demand for privacy-focused and censorship-resistant platforms.
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Slide 10: Conclusion & Contact

 **Peeple – A decentralized, privacy-first social network that rewards users fairly.**

 Website: <http://peeple.network>

 Telegram: <https://t.me/PeepleOfficial>

 **Join us in building the future of Web3 social networking!**

 **Would you like me to add anything else to this pitch deck?** 