



The Web3-Powered Future of Global E-Commerce

Decentralized • Borderless • Rewarding





Vision

Caviar is not just another shopping platform. It is the Amazon and Alibaba of Web3.

We are building a decentralized, trustless, and user-owned e-commerce ecosystem where:



Payments are instant and global



Shopping becomes earning



Data belongs to the user



Market Comparison

Feature:	Amazon & Alibaba	Caviar
Revenue (2024):	\$638B / \$126.5B	\$2.65B (Year 5 Est.)
Payments:	Fiat, bank-reliant	Crypto-native, borderless
Rewards:	Limited loyalty	Crypto cashback & tokens
Transparency:	Centralized	On-chain verification
Data Ownership:	Platform-owned	User-owned

Major Web2 Problems



1.

Cross-border
payment
friction




2.

High
operational
fees



3.

No user
ownership or
meaningful
rewards



4.

Counterfeit
goods & fake
reviews



5.

Data privacy
concerns



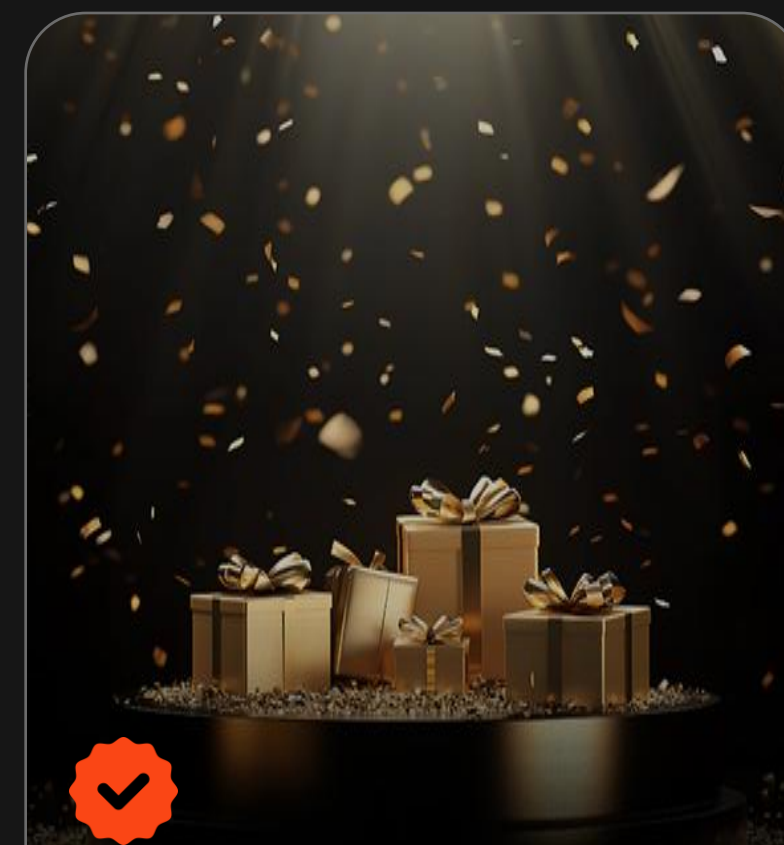
Caviar's Web3 Solutions



Crypto Payments:
BTC, ETH, BNB, SOL, USDT, and more



Smart Contracts:
Low fees, no middlemen



Spend-to-Earn:
Cashback & loyalty token (CAV)



On-chain Trust:
Immutable product, review & logistics records



User Data Control:
You own and monetize your own data

Revenue Projections

Year:	MAU:	Avg Spend/User:	Monthly GMV:	Annual GMV:	Annual Revenue:
Year 1	500K	\$80	\$40M	\$480M	\$24M
Year 2	2M	\$100	\$200M	\$2.4B	\$120M
Year 3	6M	\$120	\$720M	\$8.64B	\$432M
Year 4	15M	\$130	\$1.95B	\$23.4B	\$1.17B
Year 5	30M	\$150	\$4.5B	\$54B	\$2.65B



Revenue Breakdown

Stream:	Fee:	Description:
Transaction Fees	1.5%–2.0%	Low-cost sales commission
Ads & Listings	Bid-Based	Seller-sponsored visibility
Crypto Conversions	0.5%–1.0%	Withdrawal swaps to fiat/stables
NFT Drops	5%–10%	Royalties on digital commerce
Token Use	1%–3%	Fee for rewards/staking redemptions
Vendor SaaS	\$100–\$1,000	Monthly B2B storefront tools
Logistics Margin	5%–8%	Warehousing/shipping markup
API Licensing	Tiered	Web2/3 partners using CaviarPay or NFT APIs



Competitive Advantages

Lower fees vs Amazon/Alibaba
(1.5% vs 8–15%)

Instant crypto payments,
no currency barriers

Smart loyalty: shopping
= earning



Immutable,
verified trust layer

Real data ownership:
privacy by design

Roadmap (2025–2030)

Phase 1

(Q3 2025 – Q1 2026)

- Caviar Beta Launch.
- Support for major cryptocurrencies.
- Launch CAV token.
- NFT product drops.
- Mobile apps & global expansion.

Phase 2

(Q2 2026 – Q2 2027)

- SaaS storefront tools.
- CaviarPay launch.
- Global brand partnerships.
- AI smart shopping tools.

Phase 3

(Q3 2027 – Q3 2028)

- CAV DAO launch.
- Seller storefront NFTs.
- Global off-ramp tools.
- \$30B GMV, \$1.5–\$2.5B revenue.

Key Success Pillars

Web3 Infra:

wallet login, DAO
governance

Spend-to-Earn

loyalty economy

NFT utility &

product
verification

Seamless global

shopping access

**Borderless crypto-native
payments**

**Spend-to-Earn loyalty
economy**

**Data control &
monetization for users**



Why These Numbers Are Achievable



- **30M users** —————→ <1% of projected global online shoppers by 2030
- **Smart contracts** —————→ better margins
- **Diversified monetization** —————→ revenue resilience
- **Strong crypto adoption trends**



Join the Revolution

Caviar is redefining the future of commerce.

Shop Smarter. Earn More. Own Everything.

www.CaviarWeb3.com | [Telegram](#) | [Twitter](#) | [Discord](#)