



MEDIA FOR THE PEOPLE,
BY THE PEOPLE

ON AIR

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RUG RADIO IS THE FIRST DECENTRALIZED MEDIA ECOSYSTEM

that serves as a launchpad, incubator, brand builder, accelerator, creator fund and will grow to be even more with time. Our goal is to build a network where the incentives favor truth, ownership and long-term care for the commons. Ownership means we each get to decide what we consume, how it's delivered, and we all benefit from the abundance created through it.

RUG RADIO IS GROWING
AT THE RATE OF

82%

PER MONTH



96.8M Q1 TWITTER REACH / **102.5K** RUG RADIO
TWITTER FOLLOWERS / **100K** YOUTUBE VIEWS /
52K DISCORD MEMBERS / **48K** PODCAST LISTENS /
8K GENESIS HOLDERS / **7.5K** \$RUG HOLDERS /
2.7K INSTAGRAM FOLLOWERS / **2K** REWARDS
MEMBERS / **1.5K** RDAO HOLDERS / **74** CREATORS /
40 SHOWS / **5** SHOW LANGUAGES

THE TIMELINE

A History of Rug Radio

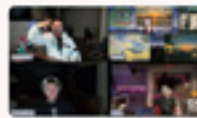


**RUG RADIO
CREATION.
DEC.22.21**
Founding date



**GENESIS MINT
JAN 11.22**

**\$RDAO
GOVERNANCE
TOKEN LAUNCHED
April 22**
after Learn-2-Earn
DAO and Token
episodes



**GN WEB3
OCT 24.22**
Very first spaces
that started with
Threadguy and
grew to Deeze, &
Soby.



**NEWSLETTER
OCT 30.22**
Our first
newsletter
shipped on
this date. It has
grown to 5,155
subscribers.



**FIRST MAJOR
PARTNERSHIP
NOV 16.23**
Uniswap



**REKT RADIO
NOV 17.22**
Very first spaces
with hosts
OSF, Mando, &
Keyboard Monkey.



**FACES OF Web3
PFP PROJECT
REVEAL
NOV 30.22**
During
Art Basel Miami,
at the NFT NOW
event, Farokh
announced the
launch of our first
PFP project with
artist Cory Van Lew.



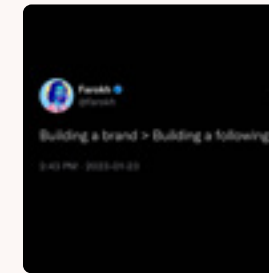
**REWARDS
SYSTEM
LAUNCH.
DEC 16.22**



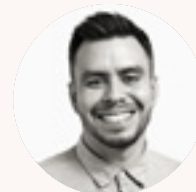
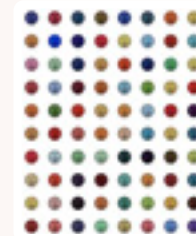
**INSTAGRAM
REBIRTH
DEC 22**
3,027 followers
and growing.



**FIRST LIVE
SHOW
DEC 20.22**
GM Web3
debutes live on
YouTube, thanks
to twitter
spaces rugging.
It's a success with
2.37K subscribers
& growing.



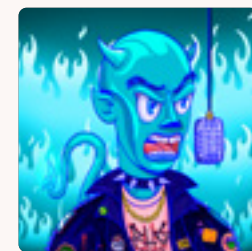
**FIRST
EDITION
JAN 20.23:**
Inspired by
Jack Butcher,
of Checks



**OUR NEW
CEO
JAN 23.23** Loxley
Fernandes joins
the team fulltime
as
co-CEO



**NFT PARIS
FEB 24.23**



**NFT NYC
APRIL 12.23**



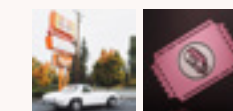
**TECH ROADMAP
APRIL 22.23**
Gman & Loxley
release our tech
roadmap for 2023.



**CONSENSUS
IN AUSTIN
APRIL 28.23**



**PFP LAUNCH
FEB 6.23**
Long anticipated
Faces of Web3,
by the artists
Cory Van Lew
launches.



**STUBS LAUNCH
MARCH 20.23**
Rug Radio & Fair.XYZ
team up to reward loyal
listeners of GM Web3
with Stub passes.
They can be redeemed
for exclusive pieces of
art by emerging artists.

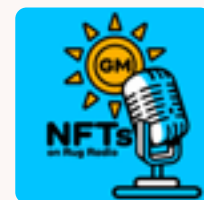
2022



FAROKH. FEB.21
I joined the NFT space in
February 2021, it all immediately
clicked. Crypto OG's and Internet
kids like myself are able to finally
take ownership of the narrative,
the conversation and the memes
and be rewarded for participating,
rather than scrolling and
consuming endlessly, thus getting
absolutely nothing out of it.

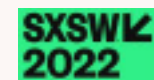


DAO. FEB 22
DAO launch date.

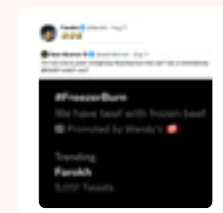


**GM NFTs
MARCH 8**
Very first
broadcast on
twitter spaces.
Since renamed
GM WEB3.

**FIRST OFFICIAL
EVENT
MARCH 13.22**
SXSW



**ADVISORS
JOIN THE TEAM
JULY 29.22**
Mando, of
Canary Labs &
Mike Kriak, of
Consensus Mesh
sign on Advisors



**#FAROKH
TRENDS TWITTER
AUG 11.22**

Co-CEO'S



FAROKH SARMAD

Farokh began his media journey in 2011, with the creation of Goodlife, a Tumblr blog that quickly became one of the largest luxury blogs on the platform.

Three years later, in 2014, the brand expanded to Instagram and within two years, it had amassed a network of over 10,000,000 followers. By 2018, Goodlife Media & Communication had taken ownership of one of the largest luxury and real estate distribution networks on Instagram, which now boasts over 13 million followers and generates over 250 million impressions per month.



LOXLEY FERNANDES

Loxley has been an active member of the Rug Radio community since the initial mint. Prior to his involvement with the NFT radio platform, Loxley had spent over a decade as a tech founder and operator. During this time, he had established an e-commerce outlet that quickly grew to become a \$30 million business within just a few short years.

In 2015, Loxley developed a micro-financing payment platform that was specifically designed for e-commerce businesses. He successfully exited this venture and went on to establish a venture capital fund in 2019.



STRATEGIC ADVISORS

“
WHEN PEOPLE LOOK AT
WHO THE LEADERS ARE,
THEY’RE SEEING RUG RADIO
FRONT AND CENTER.”

- MIKE KRIAK,
CEO OF CONSENSYS MESH



MANDO

Mando is the co-creator of Canary Labs, a Web3-focused institution dedicated to supporting NFT initiatives. He has gained popularity through his efforts as a content producer and connoisseur of NFTs. Along with OSF, their consistent growth eventually led to the launch of the Rektguy series, boasting a transaction volume exceeding 5,000 ETH to date.



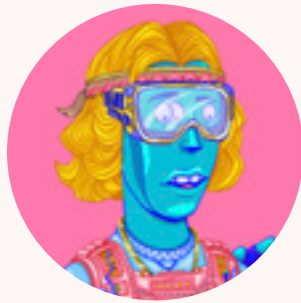
MIKE KRIAK

Michael Kriak serves as a blockchain technology facilitator for up-and-coming enterprises. In his role as CEO of ConsenSys Mesh, Michael supports and counsels founders in areas such as product creation, market entry approaches, and capital acquisition.



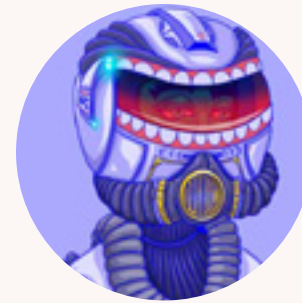
Additionally, he is a Tony Award-winning Broadway producer and holds board member positions at multiple organizations, including ConsenSys Software, Inc, Gitcoin, 3Box Labs, Community Gaming, and Lincoln Center Theater. An enthusiastic NFT collector from NYC, Michael was previously the COO & CFO of Mashable.

CORE TEAM



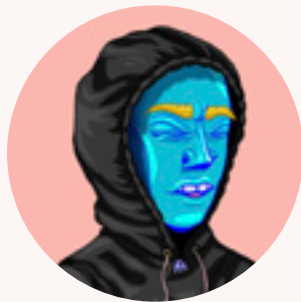
HARRY HARRINGTON | Operations

After building his career primarily as an actor in London, Harry discovered his entrepreneurial side through various tech side hustles over the years - from web design to community management. With the emergence of web3, Harry has finally found his true passion in decentralized media.



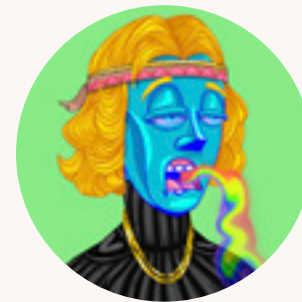
GMAN | Technical Lead

Bringing over 20 years of entrepreneurial experience as the founder of a software development company, Gman joins Rug Radio with a keen interest in helping businesses enhance their efficiency and competitiveness in the global marketplace through software. With a newfound passion for web3, Gman has been dedicating his expertise towards constructing platforms that distribute the value created by technology more equitably among all participants in the system.



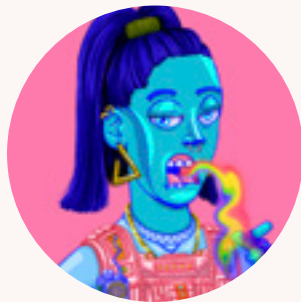
BERNIE TOBIN | Community & Collabs Manager

Trained in sales, Berndawgler ventured into the NFT space in December 2021, beginning his journey by minting the Rug Radio membership pass and quickly immersing himself within the community. With prior experience as a community manager at Degenz/Rektguy and Dreamlab, Berndawgler has since taken on the role of Community and Collaborations Manager at Rug Radio.



JAZZ BRISCOE | Executive Producer

Jazz oversees audio/video content curation, streaming systems, and podcast management across the platform. In addition, Jazz produces the GM/GN Web3 shows and co-produces for Rekt Radio while also facilitating sponsored partners for the shows. Drawing upon a deep connection and understanding of the creators on the platform, Jazz provides high-level production support to individual hosts as needed to enhance the quality of their shows.



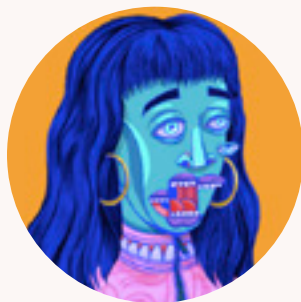
JENN PERMAN KEMPIN | Art Director

Jenn's design career began in the publishing world, where she worked with esteemed companies such as PAPER, Hearst, Time Inc., and Conde Nast. She also lent her expertise to Victoria's Secret Beauty and spent several years at NBCUniversal creating designs for some of the most thrilling events in entertainment, including the Emmys. Additionally, Jenn has collaborated with Walmart to create branding and product design for a home line endorsed by Miranda Lambert.



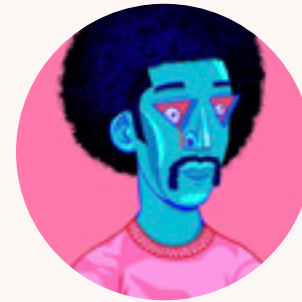
RYAN MACK | Public Relations

Ryan's focus is on developing and implementing effective internal and external communication strategies. Drawing upon his background in technical operations at Google, Ryan has proven his ability to successfully lead initiatives aimed at improving communication among teams of up to 500 members



CHANA KANZEN | Partnerships

Chana has an impressive track record as the founder and CEO of a global web2 Educational Technology Non Profit. Since embarking on her Web3 journey, she has become a partner in Digital Wealth Fund (DeFi), an advisor for Animoca Brands subsidiary Tiny Tap, and the founder of London Women Leading Web3.



MARK SPELMAN | Twitter Content Manager

Mark is an engineering student and web3 enthusiast with a passion for content production, operations, and all things online. Whether it's scheduling, production, or operations, he's always on top of his game and knows how to make things happen.

PREMIER SHOWS

Premier shows are productions by our creators who have established a significant brand presence.



GM WEB3

HOSTS:

Farokh, OSF, Mando

Join the biggest daily web3 show with experienced collectors, founders, & respected community members.



GN WEB3

HOSTS:

Soby, Deezeft, Farokh, & ThreadGuy

Biweekly web3 night show with experienced collectors, founders, & respected community members.

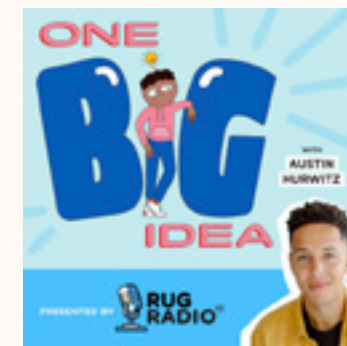


REKT RADIO

HOSTS:

OSF, Mando, KeyBoardMonkey

Interviewing risk takers across different fields in Web3 and trading.



ONE BIG IDEA

HOSTS:

Austin Hurwitz

A look inside the minds of the brightest founders, creators, & leaders shaping the space.

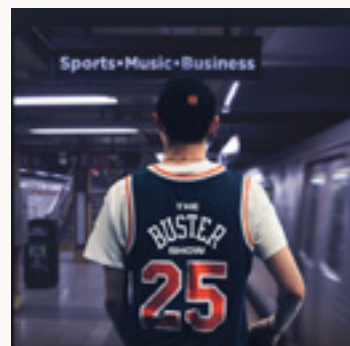


RUG RADIO FRANCE

HOSTS:

Farokh, Normandywhale, Nicolas Guyon, Paul, devak, Sam.yz & Eve

The relaxed medium that talks about new technologies & marketing.



THE BUSTER SHOW

HOSTS:

Buster Scher

Entrepreneur, collectibles enthusiast, founder of Hoops Nation and short form content creator, as well as host of The Buster Show.

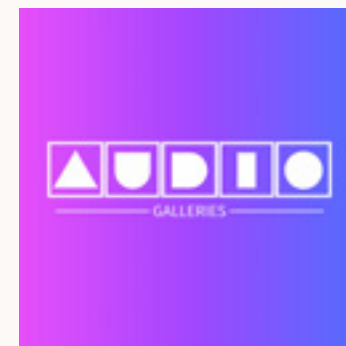


RUG RADIO CN

HOSTS:

Moonlight

The #1 Bilingual/Mandarin Show Bridging Global NFT Industry With Chinese Web3 Communities.

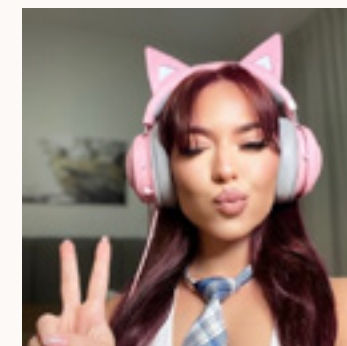


AUDIO GALLERIES

HOSTS:

Ben White

A Weekly Web3 show featuring interviews with established artists in the space.



MIKA & FRIENDS

HOSTS:

Michaela

"Mika & Friends" is your go-to late-night, deep dive into web3 tech, news, and philosophy, with a healthy dose of laughter and fun.



LEVEL UP

HOSTS:

Soby, ThreadGuy, & Simms

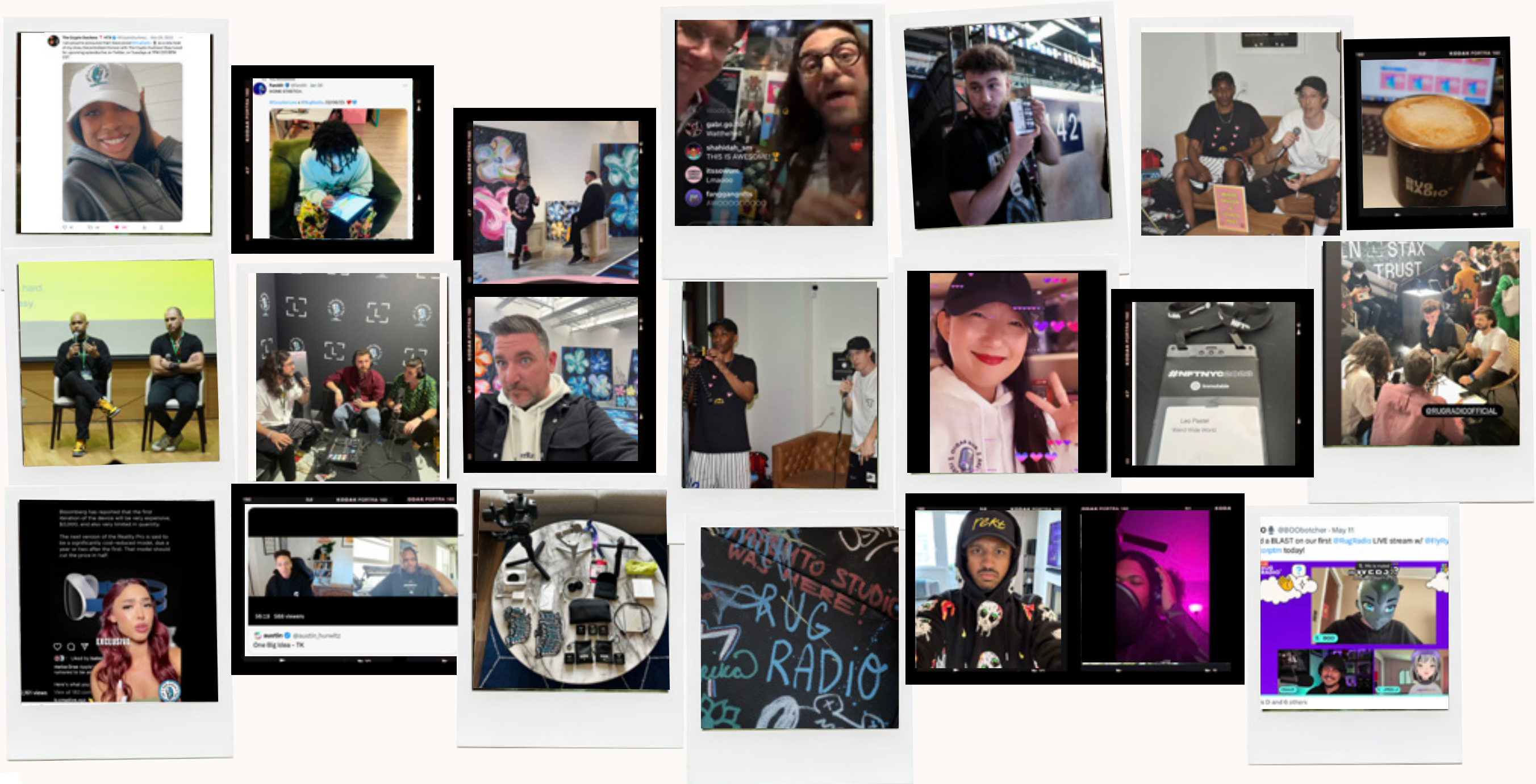
Level Up is a weekly gaming show hosted by ThreadGuy, Soby, & Simms that explores the world of web3 gaming.

ALL SHOWS

AFRICA UNPLUGGED
ARTIST JOURNAL
ASIA WEB3 MFERS
AUDIOGALLERIES
B.S. RADIO
CRYPTO MEDIA FRENS
COMPTOIR DES MARQUES
COMPTOIR WEB3
DECENTRALIZED CONVOS
FRESH ON THE BLOCKCHAIN
GM WEB3
GN WEB3
GROWTH MINDSET MOMENT
IN WEB3!?
IT WAS ALL A MEME!
KAYOS THEORY
LA BODEGA
LEVEL UP
LEX LINE
MIKA & FRIENDS

MLC SHOW
NERD OUT
NFT FINE ART
NON-FUNGIBLE CREATORS
ON THE OTHER SIDE
ONE BIG IDEA
OPEN MIC
ORIGENSXYZ
REKT RADIO
RUGROAST
SUNDAY DINNER
THREADGUY
THE BUSTER SHOW
THE SHEEPY SHOW
UNHRD
VIEWS OF WEB3
WEB3 AFRICA
WEB3 GEMS
WEB3 SHOWBIZ
WVRP'D MUSIC MONDAYS

CREATORS



AS A CREATOR, PRODUCER AND BUILDER IN WEB3, IT IS INCREDIBLY EXCITING TO WORK ALONGSIDE RUG RADIO. DECENTRALISED MEDIA IS AN NEW LANDSCAPE TO NAVIGATE, AND THE TEAM AT RUG RADIO ARE TIRELESSLY LEADING THE WAY.

- BEN WHITE , CREATOR , AUDIO GALLERIES



ESTABLISHED: FEBRUARY 2022

MEMBERS: 1,520 \$RDAO HOLDERS (AS OF MARCH 21, 2022)

WWW.RUG.FM/WIKI



**EACH MEMBER OF THIS COUNCIL BRINGS A
UNIQUE SET OF SKILLS TO THE TABLE, AND WE'RE
BEGINNING TO HIT OUR STRIDE WHEN IT COMES
TO DISTRIBUTING OUR TIME AND TALENTS IN
SERVICE OF THE RUG RADIO COMMUNITY.**

- DAITO, RugDAO COUNCIL



RugDAO is a community
DAO operating as a foundation
based in the Cayman Islands.

The RugDAO is how the community
**holds long term ownership in
the ecosystem** with the ability
to vote on and submit proposals
to help grow the Rug Radio
ecosystem.

The RugDAO is governed by the
7 frameworks that were developed
by an original 33 person, community
elected council.

A **7 person community elected
council** is responsible for
overseeing and supporting the
RugDAO and it's holders.

**\$RUG and \$RDAO, our
governance token**, are slowly
released over a 5 year period
to ensure progressive
decentralization.

1

2

3

4

5

RUG RADIO STATS



GROWTH METRICS

Quarter 1 2023

METRIC

Q1

Number of Creators

74

Twitter Followers

2.9K

Twitter Reach

97M

Discord Members

39K

Rug Radio China
Discord Members

11K

Rewards Program
Members

1.9K

CREATOR STATS (Premier Shows)

454K

TOTAL SHOW
LISTENS ON
TWITTER

2M

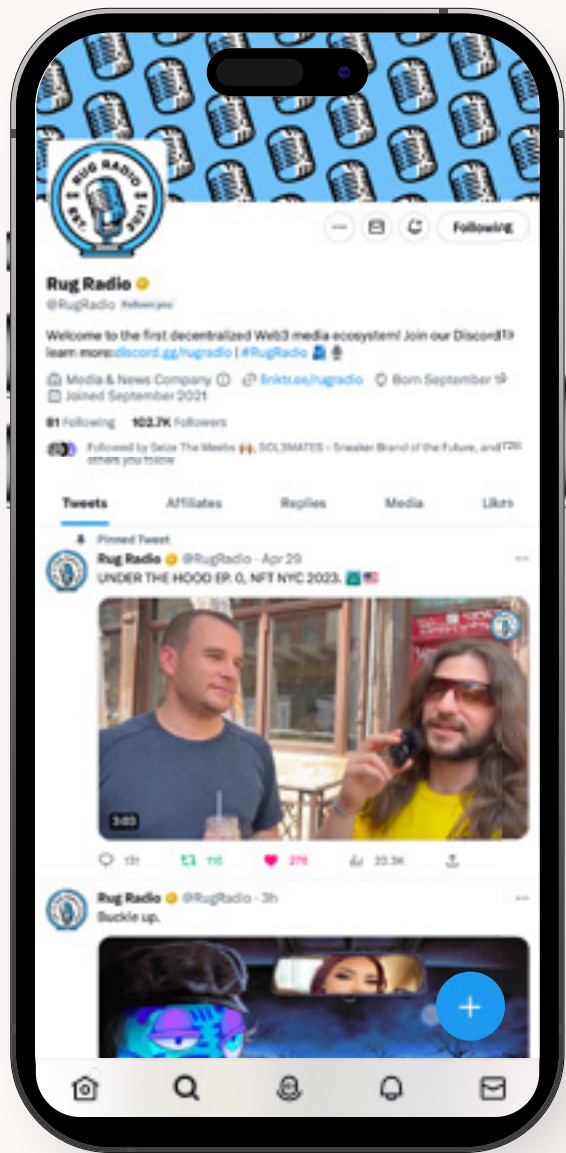
TOTAL FOLLOWERS
PREMIER
SHOW HOSTS

97M

TOTAL REACH
PREMIER
SHOW HOSTS

TWITTER

RUG RADIO INSIGHTS



Last 90 Days



31.3K

RETWEETS



139.6K

LIKES



101K

NEW FOLLOWERS



40K

LINK CLICKS

16.8M

IMPRESSIONS

1.5K

LIKES PER DAY

184K

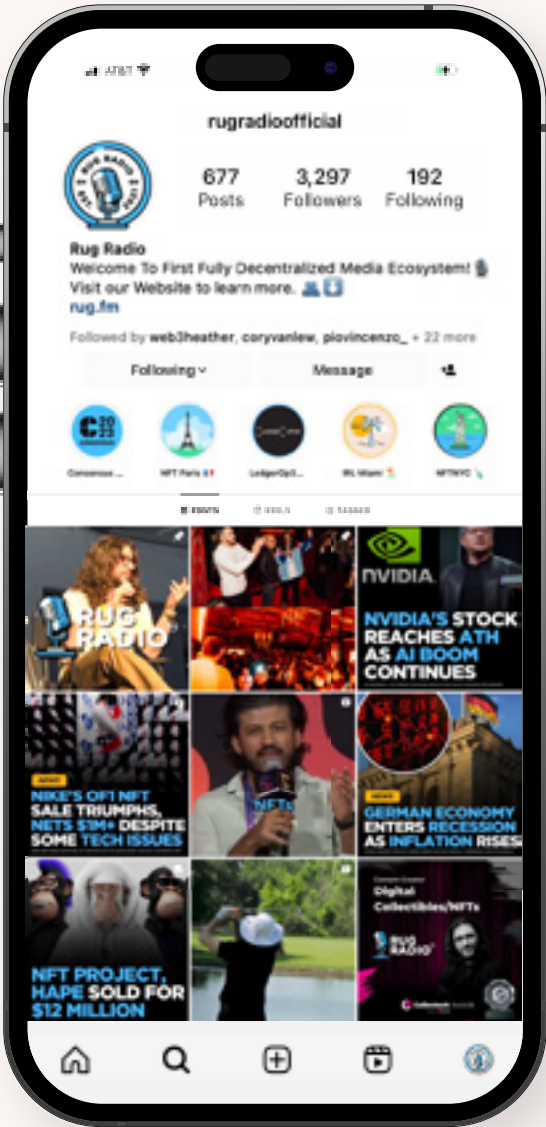
IMPRESSIONS PER DAY

121K

ENGAGEMENTS

INSTAGRAM

RUG RADIO INSIGHTS



Last 90 Days

Dec 27 - Mar 26

Last 30 Days

Feb 25 - Mar 26

ACCOUNTS
REACHED 49.2K
+309%

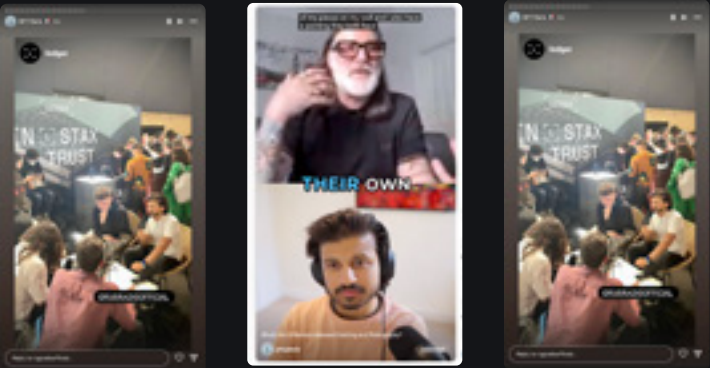
30.9K
+151%

ACCOUNTS
ENGAGED 3,802
+250%

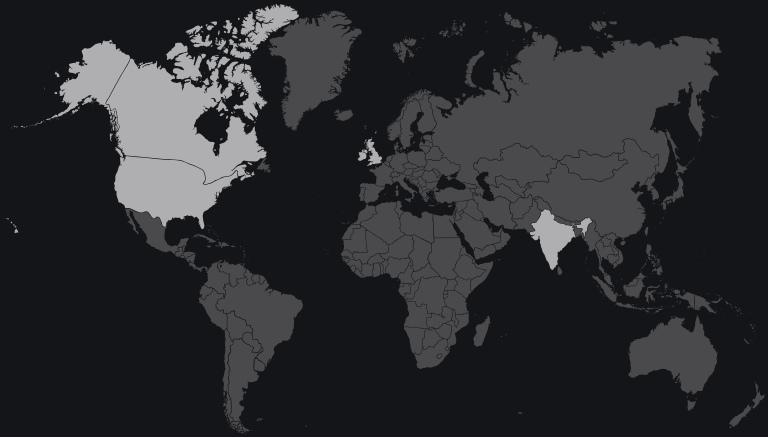
2,693
+85.7%

TOTAL
FOLLOWERS 2,523
+152%

2,523
+27.9%

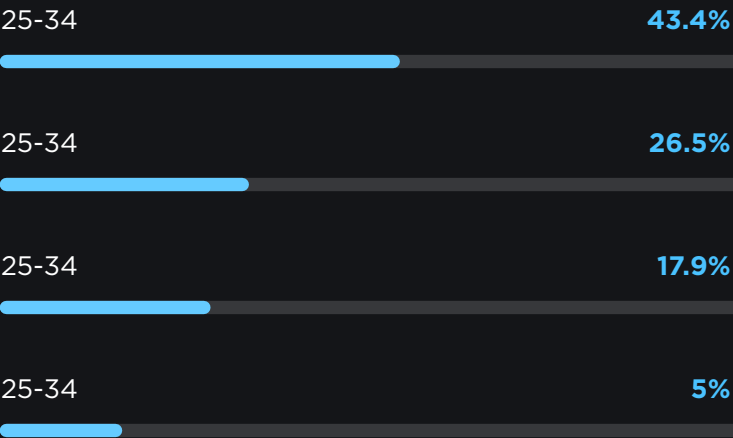


REACHED AUDIENCE



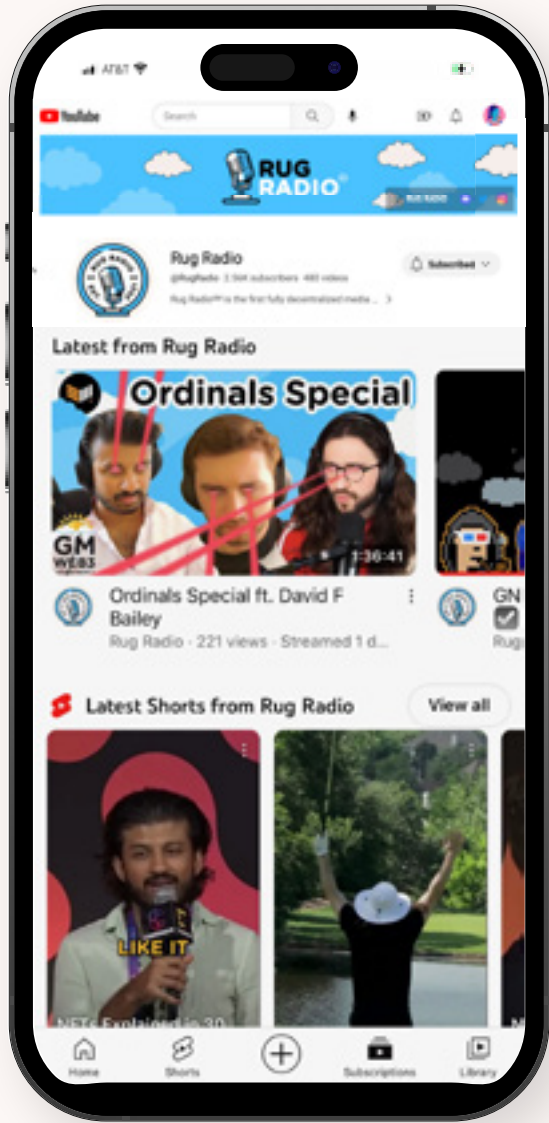
USA	35.3%
INDIA	12.3%
UK	5.7%
CANADA	5.4%

TOP AGE RANGES



YouTube

RUG RADIO VIEWS



VIEWS
Last 28 Days

PUBLISHED
CONTENT

SHORTS

28.9K
71.4%

55

LIVE STREAM

10.4K
25.6%

27

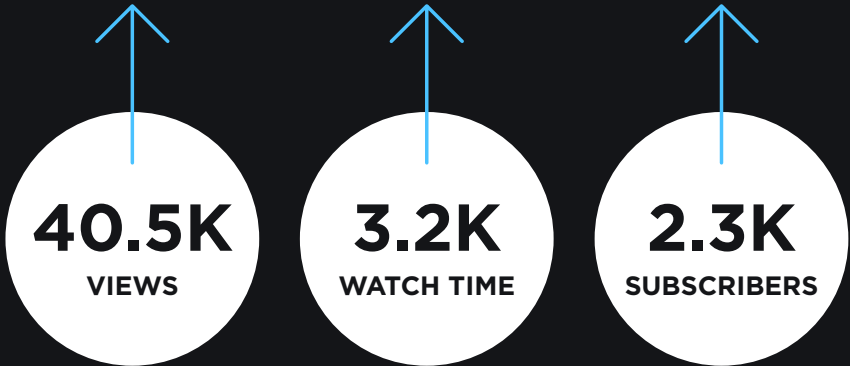
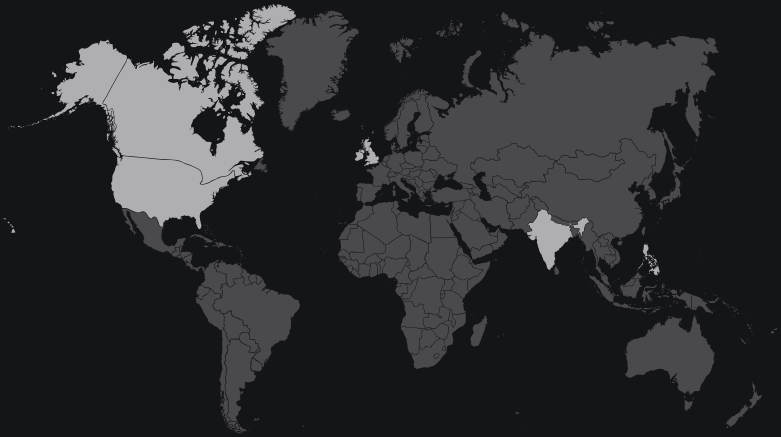
VIDEO

1.2K
3.0%

18

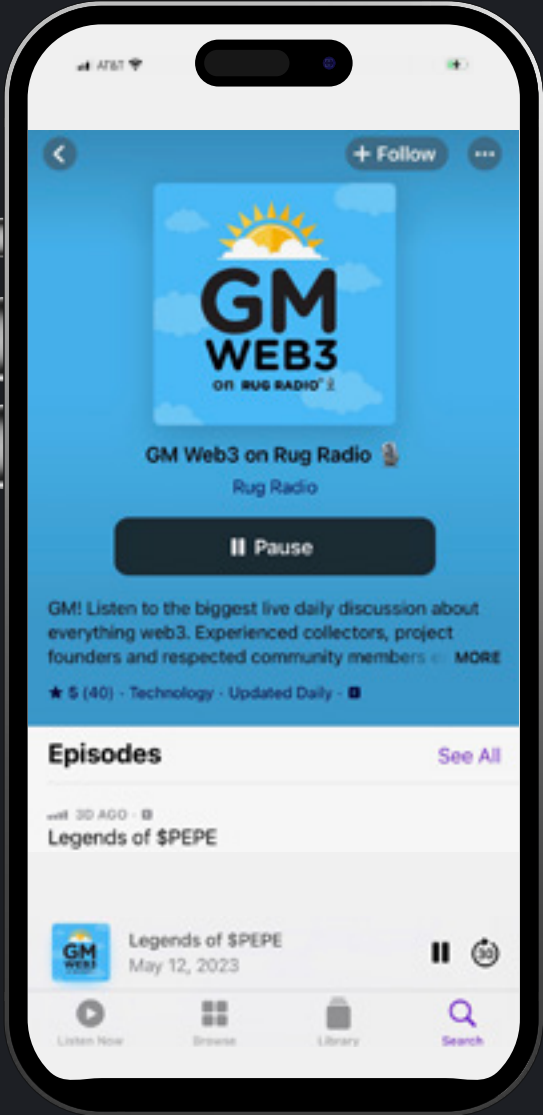
40,522 VIEWS
IN THE LAST
28 DAYS

REACHED AUDIENCE



USA	40.3%
UK	7.8%
CANADA	5.6%
PHILIPPINES	4.7%
INDIA	2.0%

SYNDICATION



AUDIOGRAMS
Shared on Twitter and Instagram

Streaming on:    

Rug Radio syndicates its content to a variety of popular platforms, including Spotify, YouTube, Apple Podcasts, and Amazon Music, allowing listeners to enjoy their shows across a wide range of streaming services. Additionally, we extend our reach by sharing audiograms and visual content on Twitter and Instagram.

PRESS

RUG RADIO IS A GLIMPSE
INTO THE FUTURE-
OF HOW WEB3 TOOLING
CAN ACTUALLY BE APPLIED
TO SOLVE REAL-WORLD
BUSINESS PROBLEMS.

- ALEX MOSKOV,
COIN CENTRAL

PRESS LINKS:

RUG RADIO PR:

Co-CEO
STUBS
Sorare

DECRYPT:

PFP Drop
Farokh Radio
Camp Decrypt 22
GM

NFT EVENING:

Rug DAO
Rug Radio Reveal
Metascapes

BLOCKSTER:

OriGensXYZ
on NFTNYC
GMoney + 9DCC

COLLABLAND:

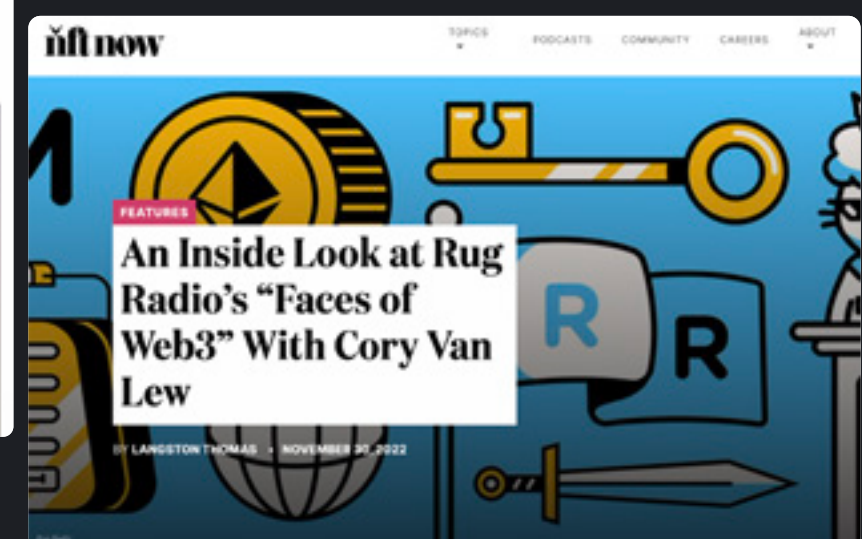
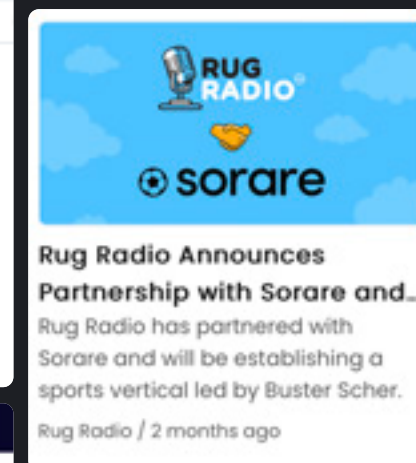
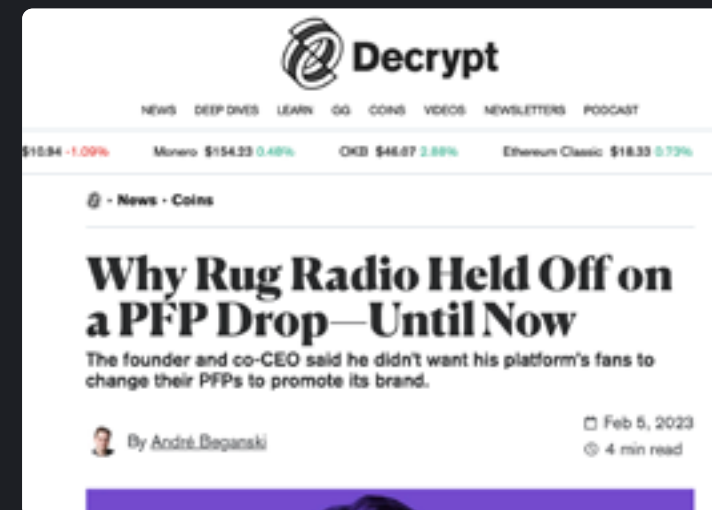
Let's Form Group:
Doc

NFT NOW

NASDAQ
DRAFTKINGS
NATION
COINCENTRAL

NFT NEWS PRO

CRYPTONEWSZ
PROOF
OVERPRICED JPEGS
BITCOIN MAGAZINE



REWARDS PROGRAM

Rug Radio is implementing a Rewards Program to incentivize community engagement and promote organic growth. The system rewards participants with \$RUG tokens, which can be exchanged for \$RDAO governance tokens. By participating in the Rewards Program, members of the community can earn influence in Rug Radio's governance and contribute to the project's direction.

The program is being tested on Twitter, and Rug Radio plans to expand the program in the future. Ultimately, the goal is to create an inclusive, accessible, and sustainable ecosystem for all members of the Rug Radio community.



“

**THE GOAL IS TO BUILD A
FULLY DECENTRALIZED
MEDIA ECOSYSTEM THAT
EMPOWERS CREATORS AND
ALLOWS THE PEOPLE TO
OWN THE NARRATIVE.**

**- FAROKH, RUG RADIO FOUNDER,
FOR COINDESK**

”

+12 MILKYFAROKcoin *** RTFTK +7 ACES



FACES OF WEB3

Initially, we didn't have any plans to launch PFPs as we wanted to avoid becoming just another PFP project. However, in response to community demand, we created the Faces of Web3 in collaboration with Cory Van Lew, aiming to bring forth a distinctive and unprecedented blend of fine art. In November 2022, during Art Basel Miami, we were graciously given the opportunity by NFT Now to announce our collaboration on the main stage at their esteemed NFT Now Gateway Event.

“

TODAY, WE SUCCESSFULLY PAID AN ARTIST \$341,000, AND THE EFFORT THAT HE EXPENDED OVER THE PAST MONTHS RESULTED IN AN ENDOWMENT TO THE RUGDAO OF ANOTHER \$341,000. THIS IS A MASSIVE WIN FOR RUG RADIO, CORY, AND FOR EVERY ONE OF US WHO HAS WORKED TO ACHIEVE GREATNESS.

— LOXLEY FERNANDES,
RUG RADIO Co-CEO

”





“
MY FAVORITE PART WAS
HIDING TRAITS WITHIN
TRAITS, ONLY CERTAIN
TRAIT COMBOS WILL
REVEAL THE HIDDEN
TRAITS WITHIN

- CORY VAN LEW

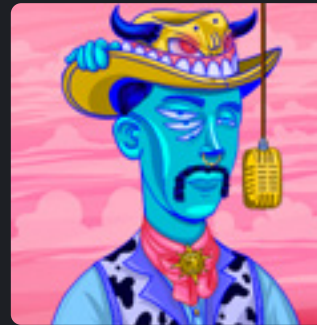
”



**I ABSOLUTELY LOVE THE
RELEVANT CONTENT
RUG RADIO PRODUCES.
THE QUALITY OF THE
GUESTS, PROJECTS AND
ART DISCUSSED IS AMAZING.
THE OPPORTUNITY TO
CONNECT AND GROW YOUR
NETWORK WITH LIKE MIND
PEOPLE IS PRICELESS.
SO HAPPY I MINTED THE
RUGRADIO MEMBER PASS
CAUSE THIS COMMUNITY;
IT'S PERSONALLY BEEN
REWARDED!**

**- MICHAEL PANIGAS,
COMMUNITY MEMBER**

OUR ECOSYSTEM



MEMBERSHIP PASS

The Rug Radio Membership Pass started out as a mint pass that provided early access (famlist) to mint the genesis NFTs. However, it has now transformed into a more affordable key to the ecosystem, offering greater accessibility to all interested participants.

GENESIS NFT

Genesis NFTs provide daily \$RUG token rewards and offer access to additional perks for being part of our community.

FACES OF WEB3

Faces of Web3 is our profile picture art project, which was masterfully designed in collaboration with the acclaimed artist Cory Van Lew. Cory is well-known for his breathtaking use of vibrant colors in his art, which has been featured in prestigious galleries such as Sotheby's.

\$RUG TOKEN

The \$RUG token serves as our utility token, which can be acquired by holding Genesis NFTs or participating in our rewards program. It can be utilized to exchange for \$RDAO or redeemed within our rewards store.

\$RDAO TOKEN

The \$RDAO token is our governance token that represents a holder's voting power within the DAO.

THE RUG RADIO ECOSYSTEM IS COMPOSED OF THREE NFT COLLECTIONS AND TWO ERC-20'S.

NFTs (ERC721-M):

1. RUG RADIO MEMBERSHIP PASS

Launched in December 2021 for free, the Rug Radio Membership Pass' original utility was to be able to mint a Genesis NFT in January 2022.

It also gives you full access to the Rug Radio community, IRL events, different activations throughout the year online and offline, our Rewards program, and more.

The Membership Pass will always have access to everything we launch, it is the lowest barrier to entry to our ecosystem. It will also have access to everything we are building from a tech standpoint.

2. RUG RADIO GENESIS NFT

The Genesis NFT was launched in January 2022 for 0.11 ETH each.

Like the Membership Pass and the PFP, 1000 NFTs were held back by the team.

This NFT is the highest barrier to entry to our ecosystem but also the most important one. It yields \$RUG token daily (5, 7, or 11 based on rarity), has all of the Membership Pass utility but also access to drops, such as the PFP that minted recently.

It is the most important NFT in the ecosystem for the reason that it yields tokens daily but also that we prioritize it over any other NFT when it comes to access, events, etc., if we need to pick between collections.

3. CORY VAN LEW X RUG RADIO FACES OF WEB3

The PFP collection was launched in February 2023 for 690 \$RUG per Genesis owned, and about 5,000 of them were sold to the public for 0.069 ETH each.

This collection has the same level of utility as the Membership Pass for now, and is a collection designed by Cory Van Lew meant to reward our holders, but also give them a piece of fine art to collect, to build their identities around of, and support Rug Radio.

We are actively working with Cory on fun activations for PFP holders and

things they will be able to do with their NFTs such as evolving them, merch for different traits, and more!

ERC 20's:

1. \$RUG TOKEN

(0xD2d8D78087D0E43BC4804B6F946674b2Ee406b80)

The \$RUG token is a utility token yielded by the Genesis NFTs daily, that holders can claim using our Dashboard whenever they want. Its main utility is to be swapped for the \$RDAO token once one yields 1800 \$RUG. We opted in for a dual-token ecosystem to separate governance from utility.

You can earn \$RUG by being a Genesis NFT holder, or by holding any NFT ecosystem and participating into our Rewards program. The rewards program has daily bounties across most social media platforms, and we have a listen to earn to govern program in place on certain live audio shows.

The \$RUG token can now be used for more than swapping to \$RDAO, as the store allows you to trade it in for multiple things. Think of it as a loyalty program and a point system,

where you can redeem your tokens for things IRL and URL. If you are interested in partnering with

Rug Radio and accepting \$RUG, feel free to reach out as we are always looking to expand our rewards program and our store.

Lastly, the \$RUG token will be used in everything we create and is at the centre of our ecosystem. Our tech roadmap for the rest of 2023 has releases every quarter this year and will be made public shortly.

2. \$RDAO TOKEN

(0x6235CAEea7C515DaC14060Ec23a760090655F21b)

Rug Radio is governed by the RugDAO, and the DAO represents the heart of our decentralized media structure. The DAO stores the value created within the network and houses the governance of the whole platform.

The \$RUG and \$RDAO tokens are released slowly, over a 5 year period, which means that the DAO will grow slowly because we want to move at a pace that we know Rug Radio and its governing body will move towards true decentralization.

You can view all of the previous proposals we have for on Snapshot, as well as all the future ones!

“

— LOXLEY FERNANDES,
RUG RADIO Co-CEO

THE TECH WE'RE
DEVELOPING AIMS TO
ESTABLISH A ROBUST
MEDIA INFRASTRUCTURE,
ENABLING CREATORS
WORLDWIDE TO TAKE
OWNERSHIP OF THEIR
NARRATIVES, EMPOWER
THEIR FOLLOWERS, AND
HARNESS THE POTENTIAL
OF BLOCKCHAIN
TECHNOLOGY.

”

RUG
RADIO



TECH ROADMAP

TECH ROADMAP

Our Tech Roadmap outlines the 5 products that we plan to ship through the remainder of 2023. Each of these platforms will be foundational to growing and scaling the entire ecosystem.

Q2 MARKETPLACE

Rug Radio branded
Support ETH & \$RUG
No marketplace fees
Lower royalties for
NFT holders.
\$RUG rewards for
buyers and sellers
Security / Verified
Collections
Social tools

Q2 LEARN 2 EARN

RR branded LMS
Curated courses to
deliver high-production
educational and
entertaining content.
Partnership
opportunities
Earn \$RUG rewards
by participating

Q2/Q3 DAO MANAGEMENT

Rug Radio branded and
owned property.
One stop shop for:

- Submitting props
- Discussion of props
- Voting on props

Allow for the growth
and management of
sub DAOs in the future

Q2/Q3 CREATOR PORTAL

Allow RR staff to scale
up more creators
Creators manage their
profiles & media
Creators access
software tools,
graphical assets, etc.
Dashboards for
creators and RR staff
giving real-time access
to data and analytics.

Q3/Q4 CORE CONTENT

The main customer
facing property that
will attract the bulk
of web traffic
Content aggregation
and discovery
(omni-channel)
Showcase Rug Radio
network creators
Add'l features TBA

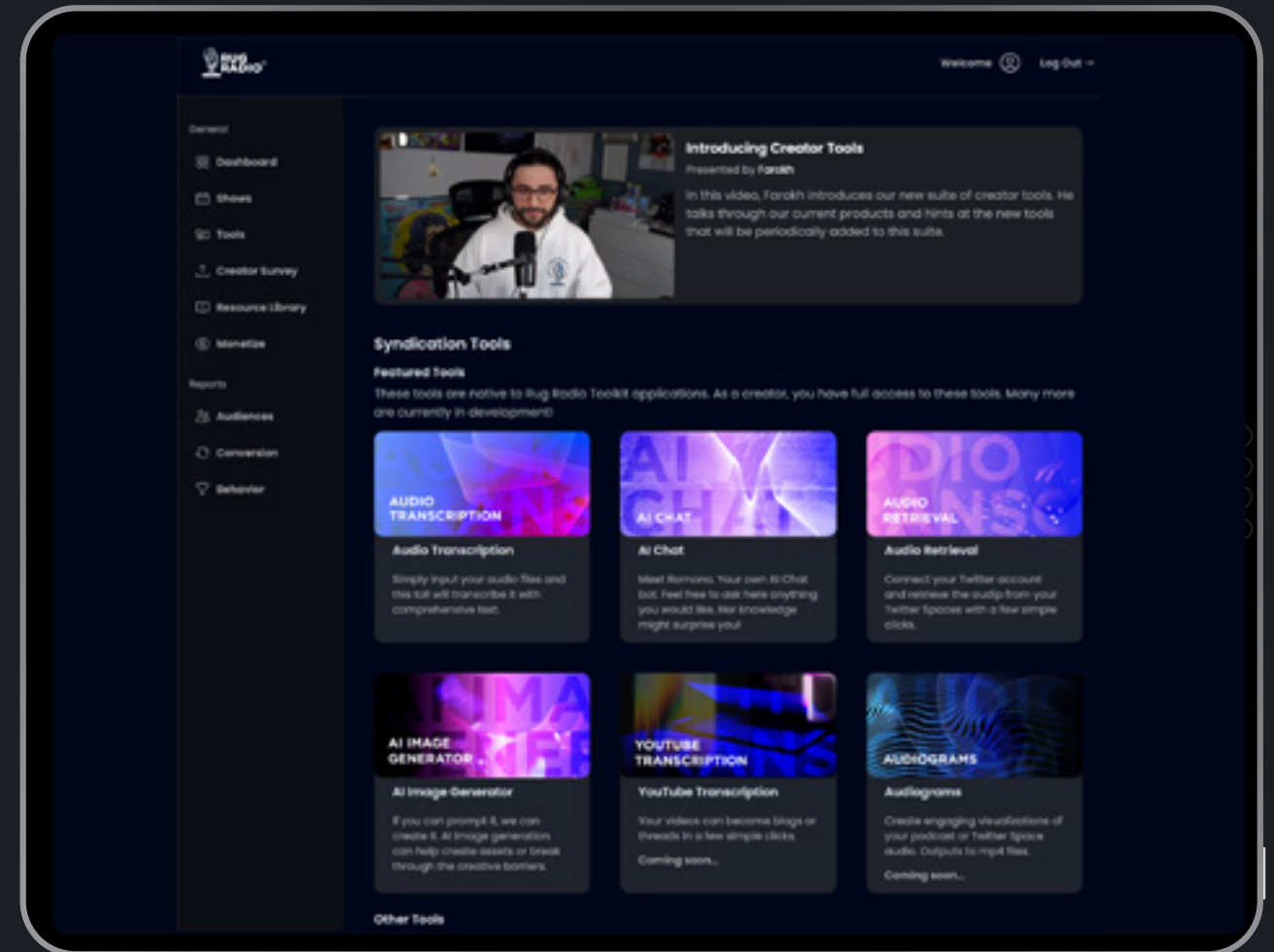
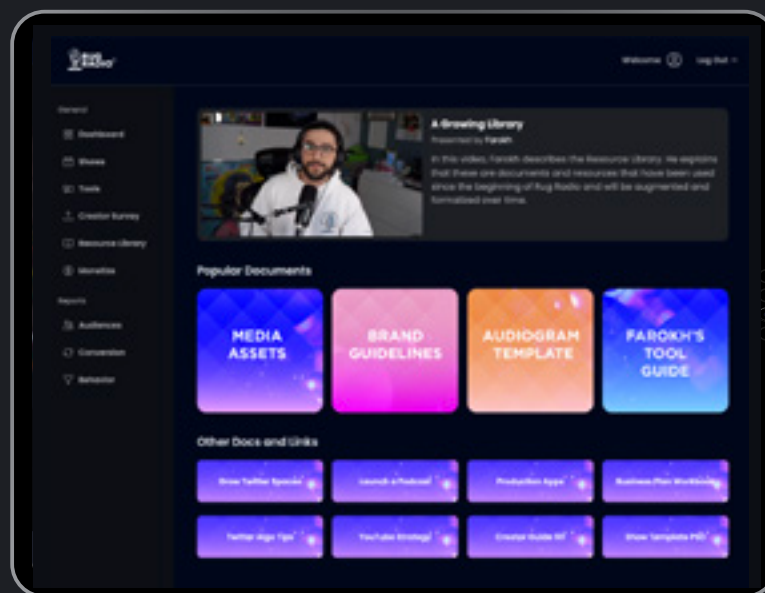
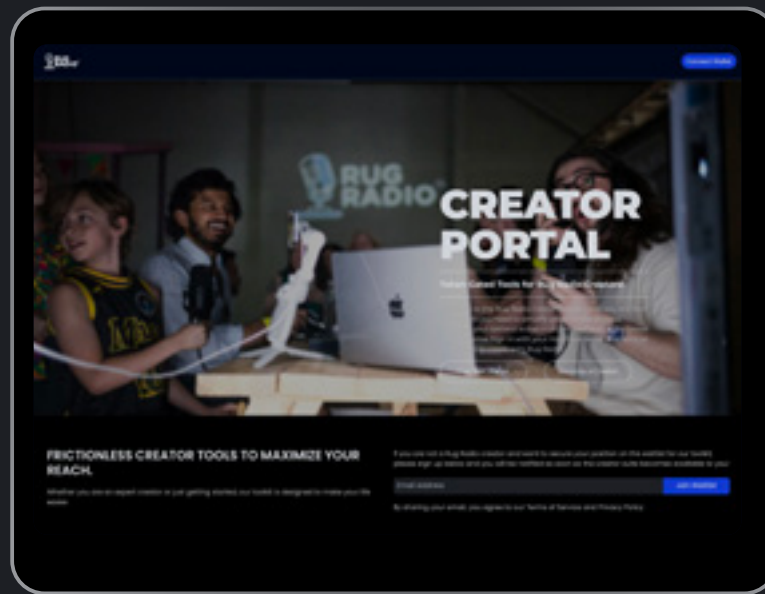
REWARDS PROGRAM

CREATOR PORTAL

The creator portal is a cornerstone of the tech platform we are building at Rug Radio.

We launched with tooling and resources that are designed to help our creators level up while saving both time and money. From AI apps to how-to guides we've got everything a creator needs to succeed in the Rug Radio ecosystem.

This new system is going to allow us to scale up to hundreds of creators in the short term and thousands in the years to come. With that scale comes data and insights about our creators and their audiences that will allow us to match our partners to the most receptive audiences in our core content app coming later this year.



OUR PARTNERS



Artie

BLOOM.



BullyBear



CACTOID
LABS



DEGENZ



GIVENCHY



GQ3

FAIR.XYZ

H3NSY

INFINITE OBJECTS



IMPROBABLE



LACMA



LE GOOD



MANIFOLD

MAD

METAV
ERSAL



METAMASK



NFT
PARIS



NFC



NEW HERE



Petaverse
NETWORK



ROOR



sorare



SUPER
F3ST



SYNDICATE



Pieces



token
proof



trope



UNISWAP



XPAND

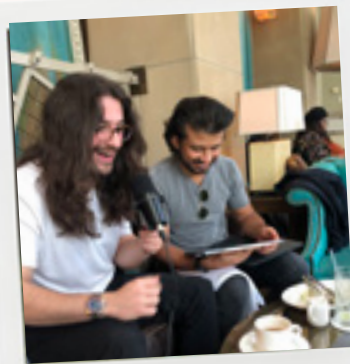
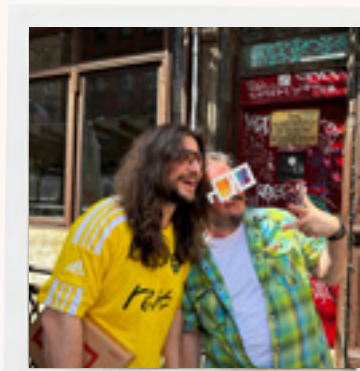


YUGALABS

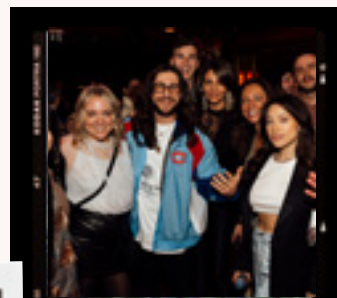
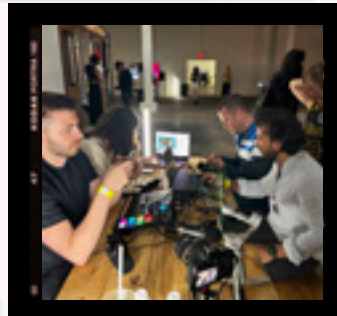
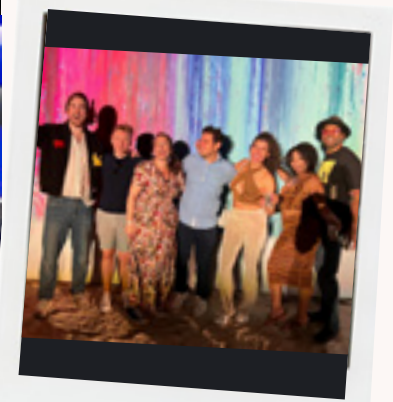
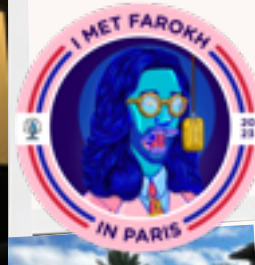
IRL

LIVE EVENTS & MEET-UPS

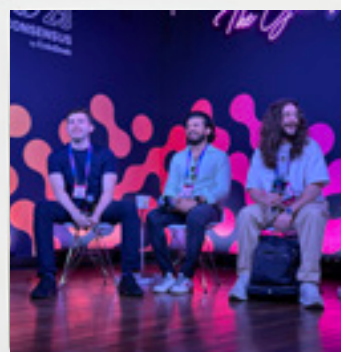
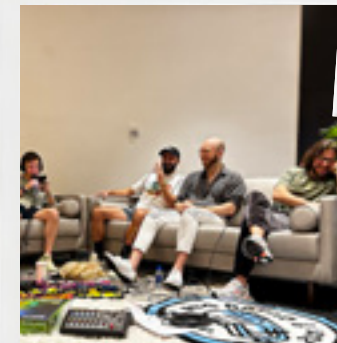
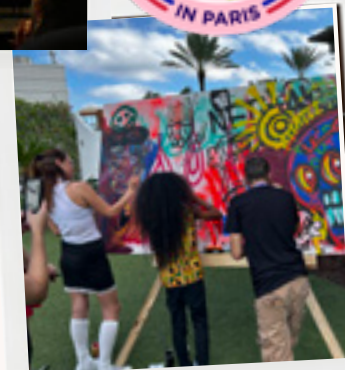
- Art Basel
- ETH Denver
- NFT Paris
- VeeCon
- NFT London
- NFC Lisbon
- NFT LA
- + And More
- NFT NYC
- SXSW
- Consensus



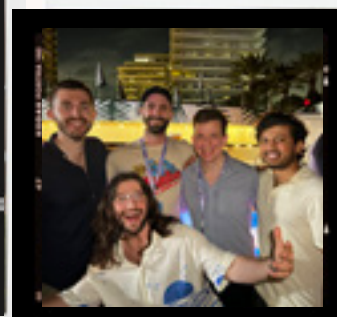
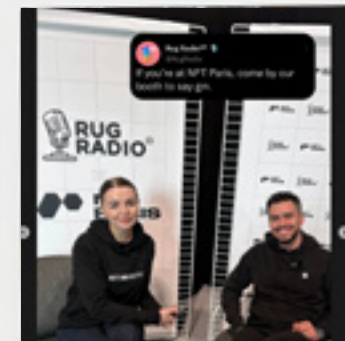
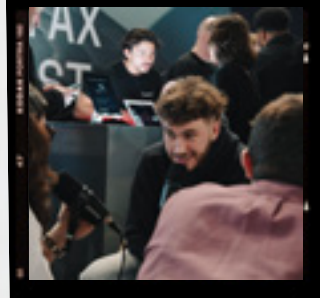
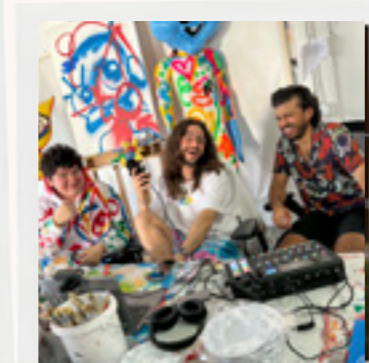
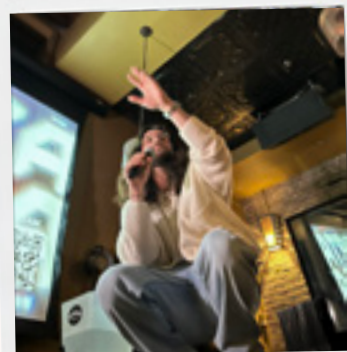
NFT NYC



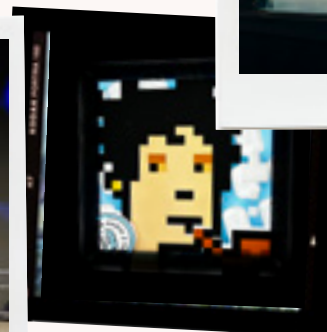
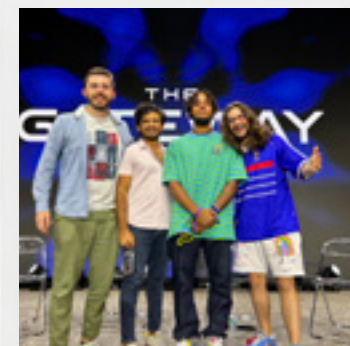
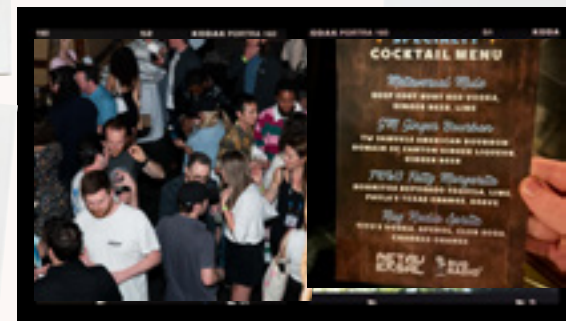
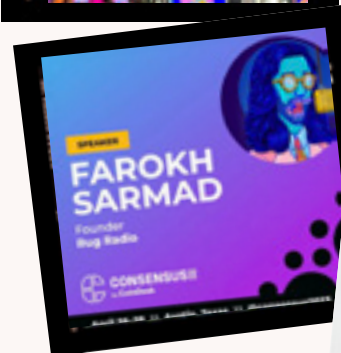
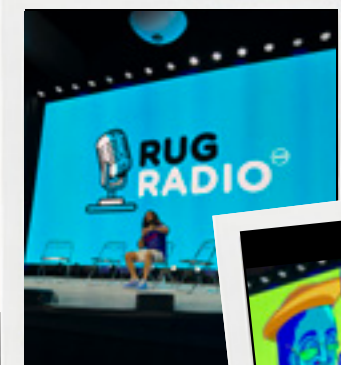
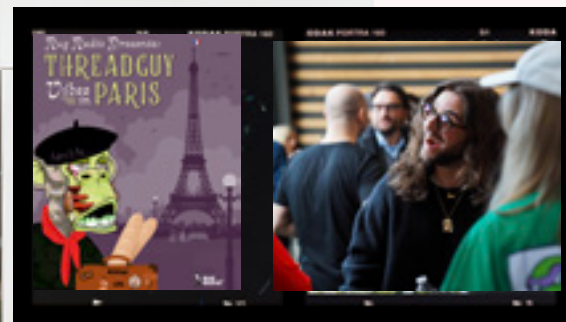
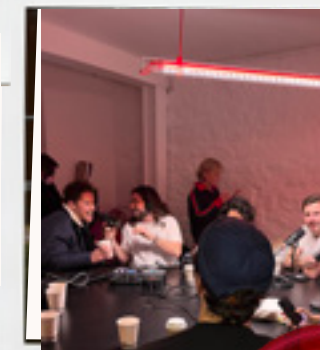
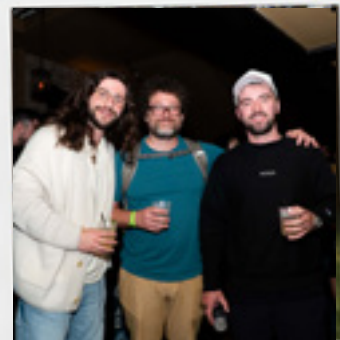
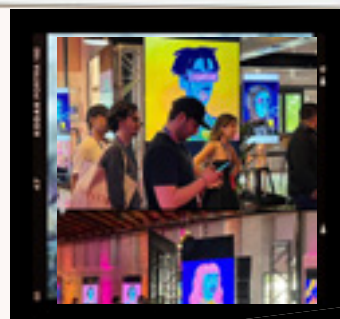
NFT PARIS



CONSENSUS • AUSTIN



ART BASEL





**“IT’S A BEAUTIFUL DAY
TO HAVE A
BEAUTIFUL DAY!”**

To find our more please contact our
partnerships team: **Chana@rug.fm**

RUG.FM

