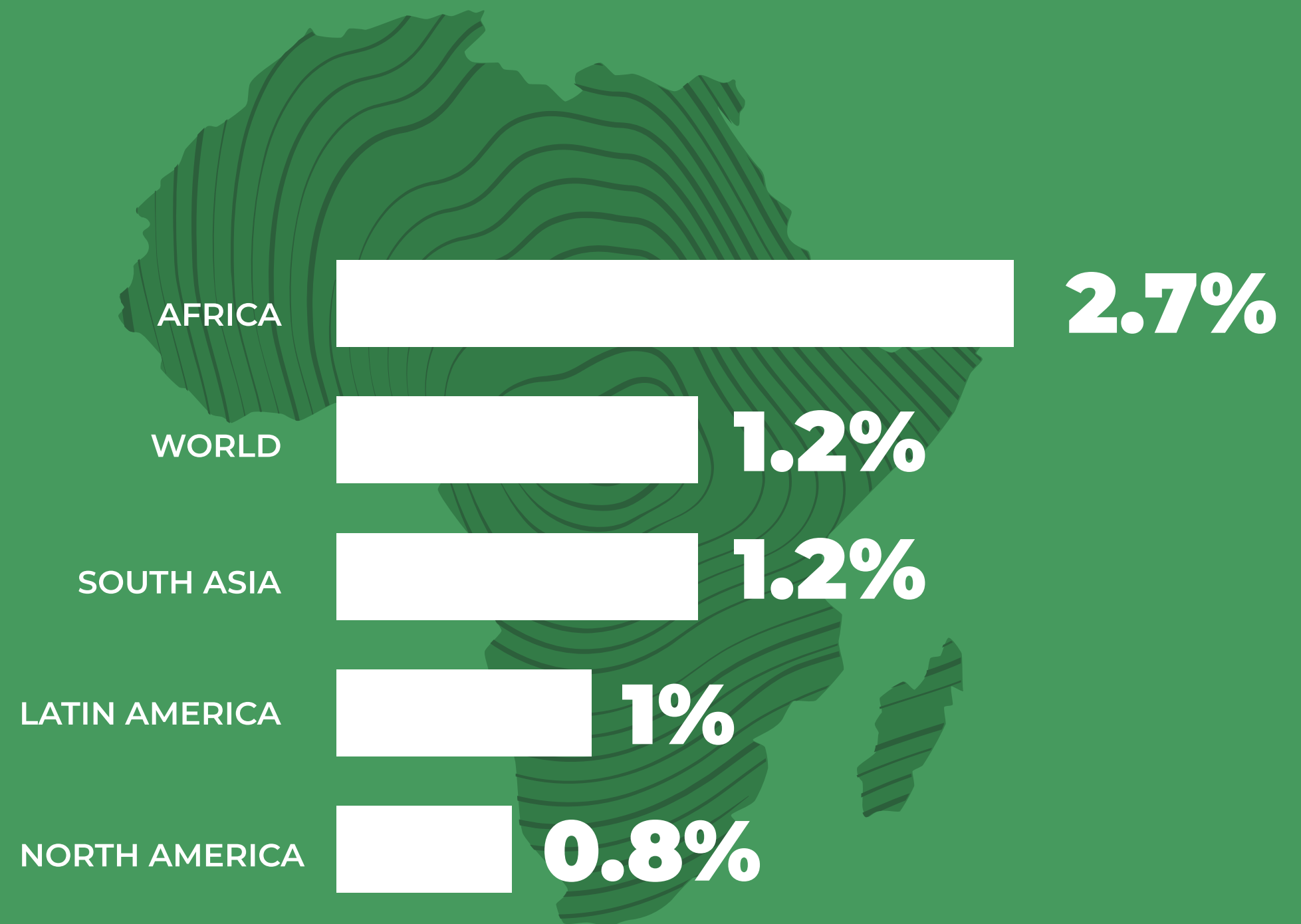




# Introduction

## Population Growth as an Investment Opportunity

As far as emerging economies are concerned, Africa presents one of the greatest opportunities for investors today. With the highest population growth rate of any continent, Africa's current population of 1.3 billion is expected to double by 2050. With this rapid growth, products and services that can be quickly deployed and easily scaled throughout the continent have a unique opportunity to rapidly expand alongside the rising population.



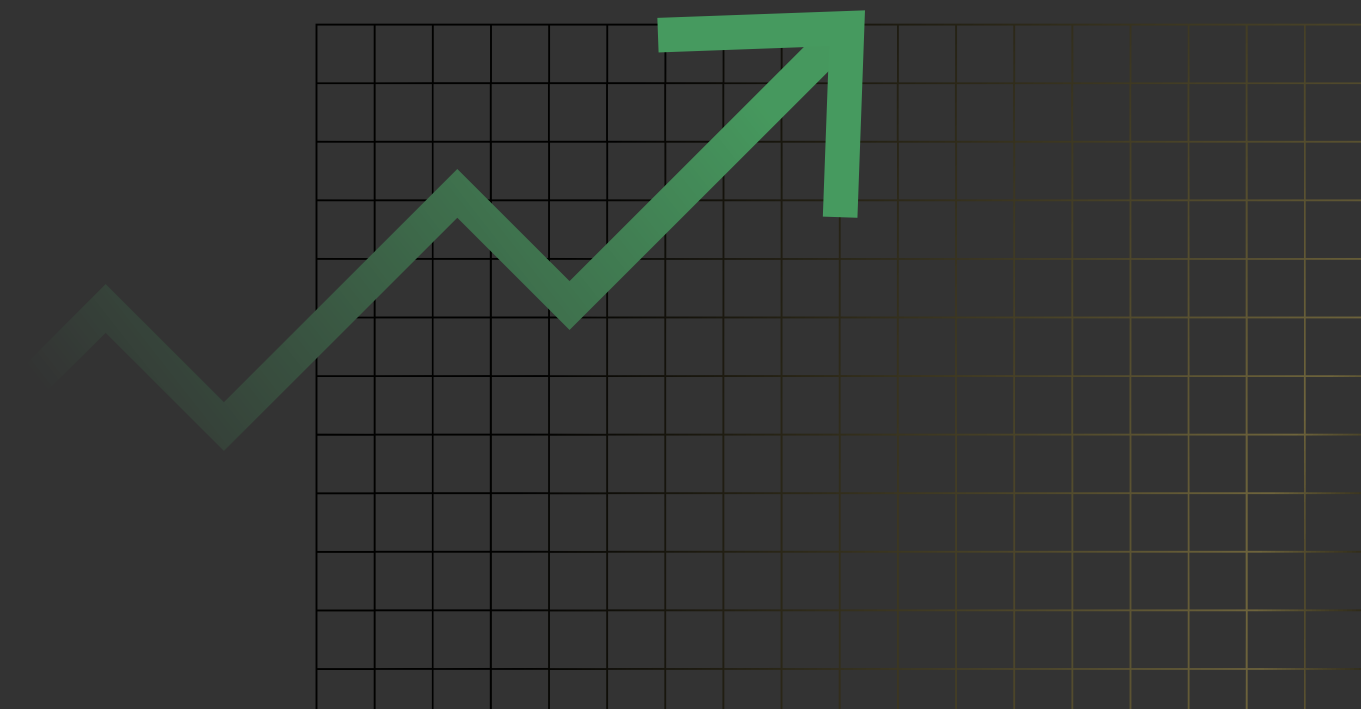
**1.3B** ————— **2.5B**  
2020 2050

# The Great Demand for Content and a Broken Value Chain

There is great demand for content across news, music, short-form video and movies in the African market. According to PWC, Nigeria will be the world's fastest growing entertainment and media market over the coming five years, with an expected 12.1% CAGR. This growth will be strongly influenced by a surge in mobile internet spending, indicating that consumers are increasingly turning to phones and tablets for their content.

What is true for media content is also true for other types of entertainment. Between 2014 and 2018, the number of gamers in Africa grew from just 23 million to more than 500 million, and the industry continues to grow at a rate of around 8% per year. The emergence of Play-to-Earn (P2E) gaming has also led to further spikes in the number of gamers around the world, particularly in emerging economies. P2E games allow players to trade in-game items and currency for real-world cash, normally via a crypto asset. In the Philippines for example, the popular P2E game Axie Infinity has enabled some players to earn incomes higher than the average wage, providing hope for many to find a way out of poverty via an emerging income stream.

Although there is a high demand for content of all kinds in Africa, local content production is failing to fully supply the needs of consumers. For example, the shortage and demand for quality film and television is driving Africans to international equivalents mostly produced in international markets like the UK and the US, despite Nigeria being the second largest film production hub in the world. As more and more Africans connect to the internet and begin exploring all the possibilities that it contains, not just for films but also for written stories, news, games, business and finance, the demand for all types of content will only increase.



# Macroeconomic Challenges

Africa is currently experiencing what experts are describing as 'an economic calamity'. Serious currency devaluation, hyperinflation and high unemployment rates across the region have only been exacerbated by the COVID-19 crisis which set to send the continent into economic contraction over the coming years. The South African Rand, for instance, has lost over 50% of its value against the USD over the last decade; other African countries, like Nigeria and Kenya, face similar problems with their currencies. Devaluation of currency also causes high inflation, making it difficult to maintain the monetary value of savings.

High unemployment rates also plague many African economies. For example, in South Africa, where unemployment sits at 32.5%, people are necessarily turning to the informal sector for income. In addition to poor working conditions, these workers are regularly underpaid for their labour which further stifles the economy.

Africa is also home to the world's youngest and fastest growing population, with 60% of the entire continent aged below 25. These digital natives are hungry to take part in the technological revolution which elsewhere in the world is undersupplied with workers, yet formal jobs are only available to the few, and sources of income for most Africans remain heavily limited. Despite a strong desire among billions of Africans for improved economic opportunities, macro conditions continue to stifle growth.

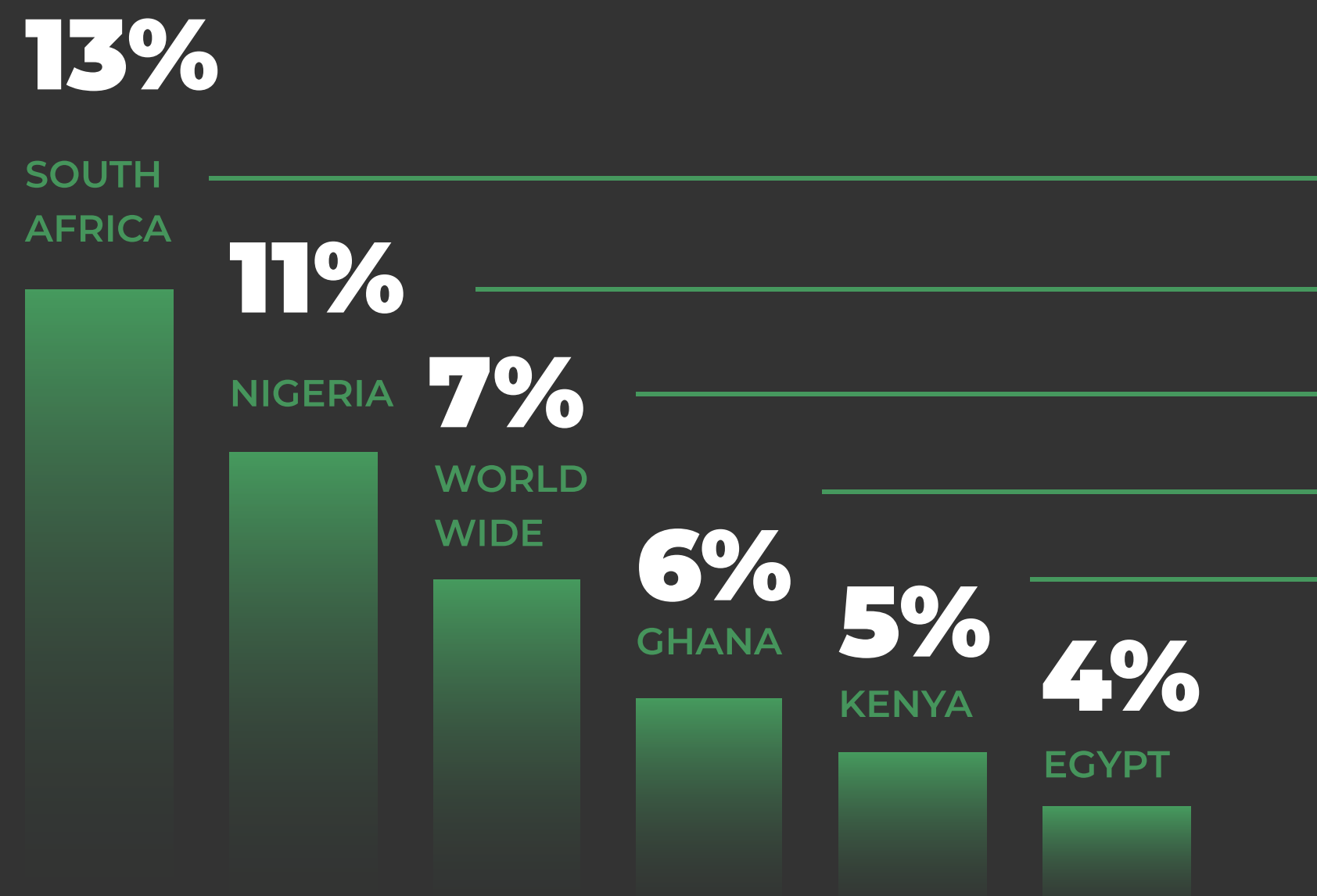




# The African Crypto Boom

It is among these conditions that Africa’s cryptocurrency boom has begun and continues to accelerate. For many, crypto assets like Bitcoin are a way to hedge against unreliable local currencies and hyperinflation. A young, technologically-literate population is also the most receptive to disruptive innovations, particularly ones which promise economic emancipation. As a result, Africans lead the world in terms of crypto adoption, and blockchain startups are scrambling to keep up with ever-increasing demand.

Demand for African content alongside world-leading interest in crypto presents Africa with a unique opportunity. Through integrating these two markets arises a powerful potential to reach a broad audience in new and profitable ways. Boosting local content production while providing more reliable income streams to content producers serves to benefit everyone, including producers, investors and even viewers. New incentive mechanisms enabled by the crypto token economy mean that the book on reward mechanisms is being rewritten from page one, and entirely new income streams are emerging. For example, the idea of paying users to watch content would have been laughed at just a few years ago: today it is rapidly becoming the norm. This is just one example of how the crypto revolution is fundamentally changing the content production landscape, and in doing so creating new opportunities for all stakeholders in the market.



# Problems We Observed

## Great talents, limited opportunities

### Youth:

Skilled African youth want to work, but insufficient opportunities result in high unemployment. There are very few platforms or organisations that enable young people to work, create and make a living.

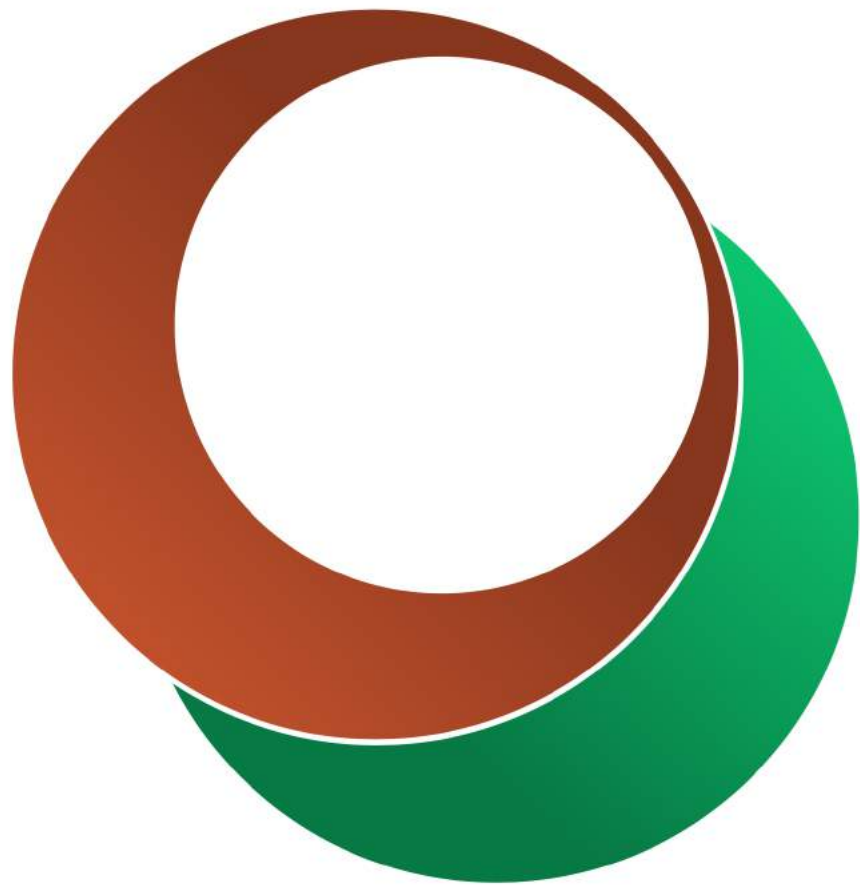
### Culture: Great arts, limited connectivity

The global market has an avid demand for all art forms originating in Africa, but isolated African markets are difficult to participate in. This is just as true for artists seeking pan-African audiences: limited distribution channels make it exceedingly difficult for creators to find an audience and earn income on their work.

### Platforms: Great user base, limited monetization

Although local content platforms are plentiful and with considerable userbases, they face high costs for user engagement and retention. Simultaneously, platforms only offer a severely limited source of income to creators opting to publish on them.





# Introducing

## Cassava

Cassava is a revolutionary token reward protocol built for the African market. We combine the security of blockchain technology with the innovative rewards systems enabled by decentralized finance (DeFi) to create an ecosystem that rewards users, creators and developers alike. With Cassava, the benefits of Web 3.0 and the crypto economy can be made available to everyone.

### There are 4 key principles that guide the development of the Cassava ecosystem:

1. To give creators a new way of monetizing their content, building their own digital economies and protecting their copyright and intellectual property.
2. To quantify and reward specific positive contributions from users.
3. To increase active users and traffic to platforms, and subsequently improve their income streams.
4. To connect African art, culture and labour to the global market.

While Cassava's core function is to connect, promote and reward, there is more than one path that adopters can follow.

## Create-to-Earn:

Content creators should be rewarded for their hard work, either per view or by selling their creations on the market. NFTs and engagement-based reward models are already taking the world by storm.



## Engage-to-Earn:

Reward users for not just viewing, but for engaging with content. Likes, shares and other forms of positive social engagement can be rewarded, giving content producers even more avenues to explore when it comes to promotion. This kind of reward mechanism can already be seen on streaming services like Theta and in the Brave browser.



But it isn't just media content engagement that deserves rewards: engaging productively with any app or project can also be rewarded. In the crypto world in particular there are thousands of apps in every kind of market hungry to acquire new users, and they're more than willing to pay to do so. Engage-to-Earn means that any project can tap into new markets and acquire users from around the world.



## Play-to-Earn:

Create in-game economies with real value by making game currencies and items tradable in the real-world. Games like Axie Infinity and Revomon, as well as metaverse projects like Decentraland are leading the way in these markets.



While these three rewards systems represent some of the most common ways for users to earn, the list is by no means exhaustive. New and emergent opportunities are appearing every day, and the rewards mechanisms of tomorrow might look nothing like they are now. As a rewards infrastructure token, Cassava rewards can be implemented any way: the only limit is your imagination.



Because the rewards token can be implemented in so many ways the experience of utilizing Cassava will vary between developers, creators and ultimately users.



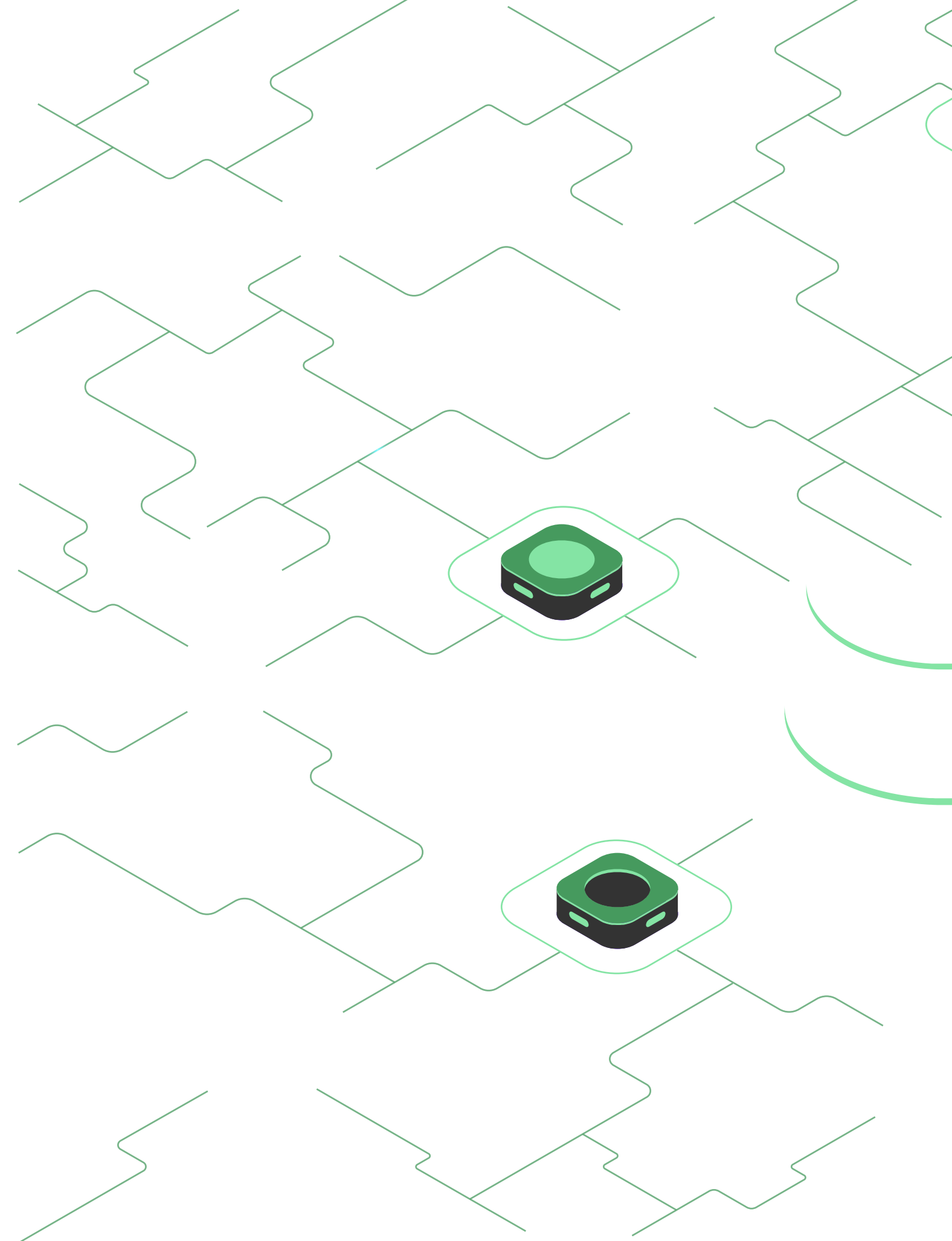
## For Developers

With Cassava's token, CSV, you can now quickly and easily implement a blockchain-based rewards system into your existing applications. Your users can be rewarded in ways that are most relevant to your app's function, boosting engagement and creating even more value for your users.

Crypto can be complicated, which is why Cassava's team works with you to implement the token's infrastructure. This removes a massive hurdle that many developers face when wanting to access the benefits of crypto assets. Cassava can be deployed on top of any existing app, and when you implement Cassava you receive your first token allocation free of charge.

Finally, joining Cassava means joining our massive network of partners. Apps working with Cassava have combined user bases in the hundreds of millions of people, and each engage in cross-promotion. This also means tapping into the massive African market.

**With Cassava, your audience will be the biggest it has ever been.**

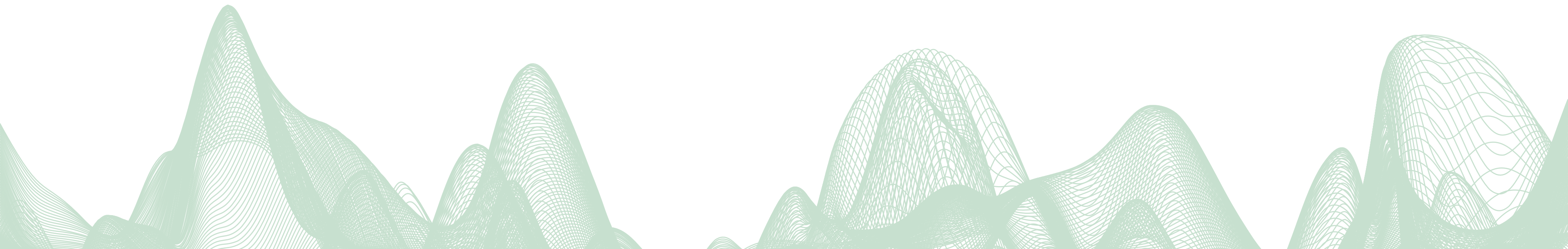


## For Creators

One of the most exciting innovations in blockchain technology has been the growth of Non-Fungible Tokens (NFTs). In particular, NFTs have enabled artists and creators to gain new levels of control over their intellectual property, and have meant that many can now finally earn fair income on their work. NFTs and the idea that creators should earn on views combine on Cassava to give brand new income opportunities to the creatives who deserve it most.

In addition to NFT marketplaces that allow artists to trade their work, Cassava reward tokens also mean that creators can earn for the engagement that they bring to an app. If your short video is the most viewed on a particular platform it's only fair that you should be paid for your work – Cassava makes this possible, without burdening the platform itself with extra expenses.

**With Cassava, artists and creatives can earn the incomes they deserve while connecting with a massive audience.**



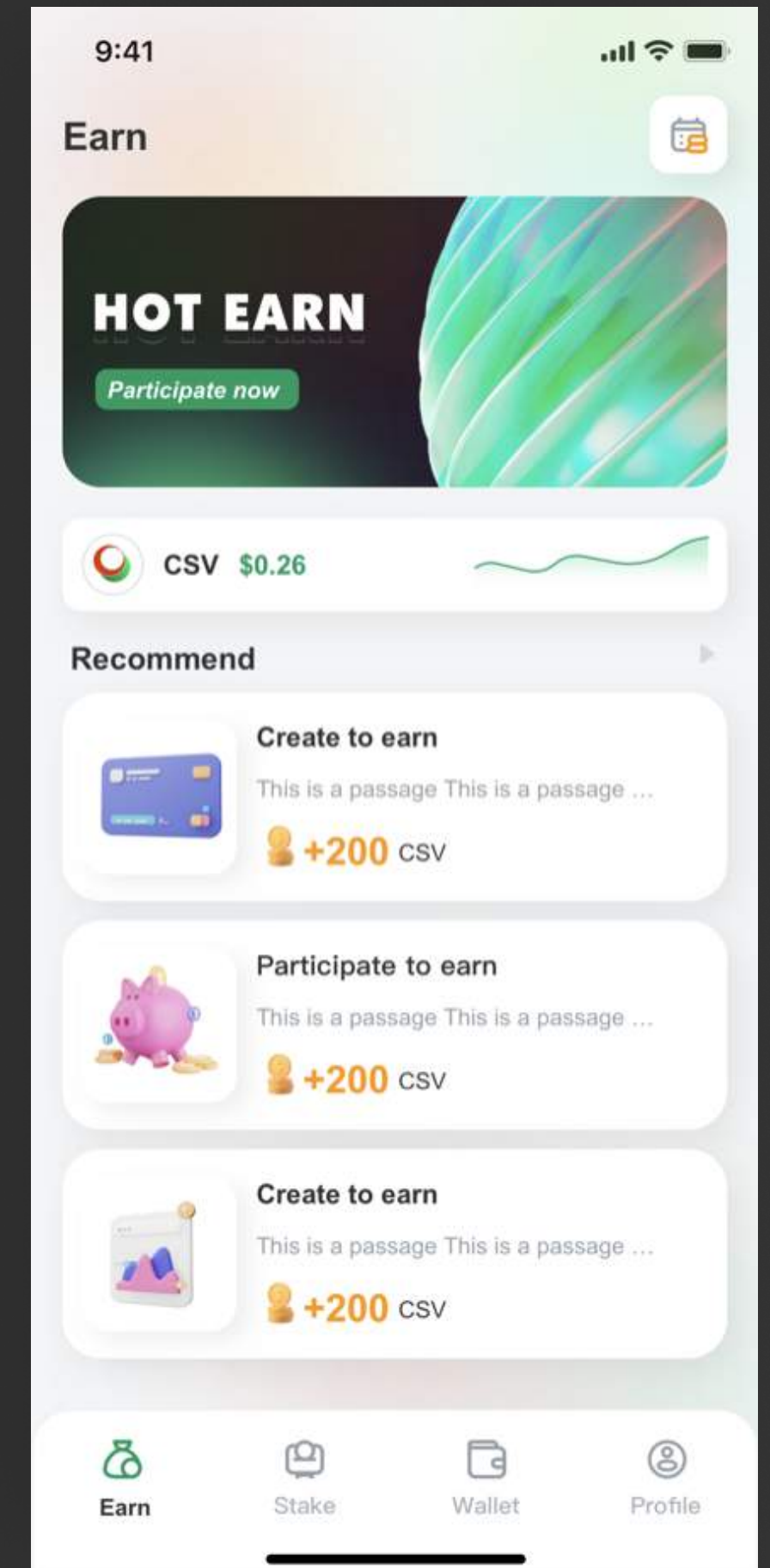


## For Users

Your time is valuable, which is why you should be compensated for it. Old revenue models requiring users to pay apps for the privilege of their use are being replaced by ones that encourage users to spend their time where they can get the most value. Cassava builds on this idea, and brings it to more users than any other token.

Cassava works with developers and creatives to implement reward systems for users. This will vary depending on the app, but if your favourite platforms are on Cassava, you can be sure that you'll share the benefits. Tokens earned on one app are transferable to another, meaning that you can get a wide range of benefits that you can personally tailor to your tastes.

**With Cassava, users always win.**



## For Everyone

The benefits that come with crypto adoption only increase as more people become involved. For many, Cassava will be their first step into a world where they can finally achieve financial freedom. As Cassava is at its core a rewards system, many of the world's poorest people will be given access to new streams of income with a token that has broad utility. Improving the financial situation of some has flow on effects to the many, and as economic conditions improve for the poorest, so can the conditions for the rest.

Finally, Cassava connects Africa with the world. While our token is focused on Africa, crypto assets themselves have no geography—Cassava gives international investors access to an African market, and African creators access to an international audience.

**With Cassava, we aim to improve lives and connect the world.**

## Partners

An incentive network is nothing without its partners, and Cassava aims to build one of the biggest. We're already building with some of the biggest apps in Africa, and we aim to add even more to this list.

### Partnering with Cassava has many benefits:

Cassava can be implemented into any existing app, giving developers an easy way to begin taking advantage of blockchain technology.

Cassava partners receive their first reward token allocation free of charge. These tokens can be staked by developers to accrue their own rewards.

Additional rewards tokens can be purchased by partners at discounted rates.

Rewards tokens encourage users to try new services. Cassava holders are incentivised to explore the entire network, so you can expect your user base to grow.

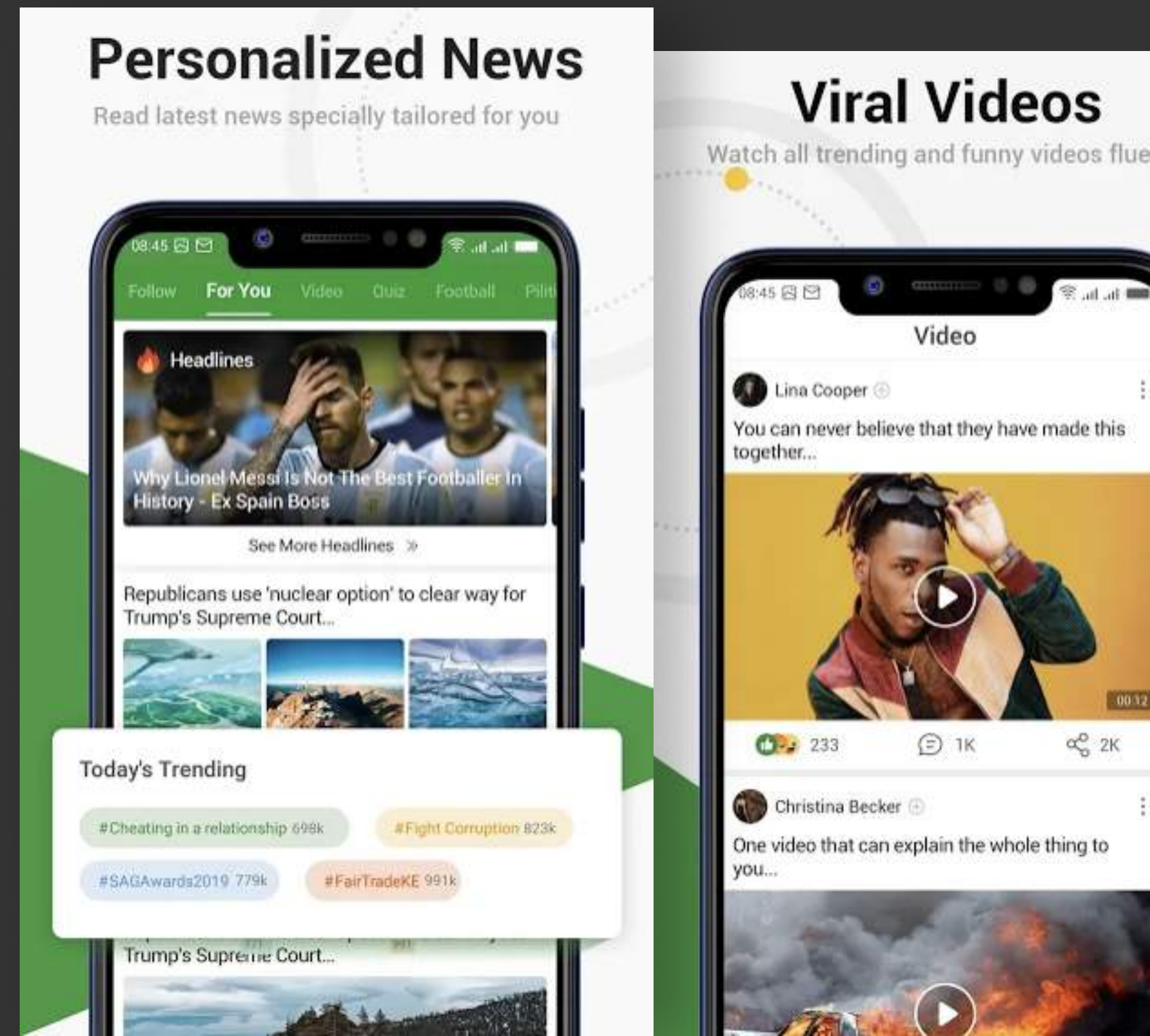
A key function of Cassava is to reward attention. Integrating the token means increasing user activity and engagement.

Partners engage in cross-promotion, meaning that smaller apps will be seen by the users of our biggest partners.

Some of our big-name partners include:

## Scooper

Scooper is a leading aggregative news content platform in Africa, with more than 24 million Monthly Active Users (MAU). As it is pre-installed on some devices, Scooper continues to rapidly expand in the African market. Boasting an army of well-educated local in-house writers and content creators spreading across the continent, Scooper is dedicated to bringing readers the latest local and global news, entertaining lifestyle video and live sports commentaries.





## BoomPlay

Boomplay is the top music streaming app in Africa with more than 50 million MAU as of Q2 2021, and over 50M songs in its catalogue. It was selected by AppsAfrica as the 'Best African App' of the year in 2017, and has signed contracts with global record company giants such as Universal, Warner and Sony.

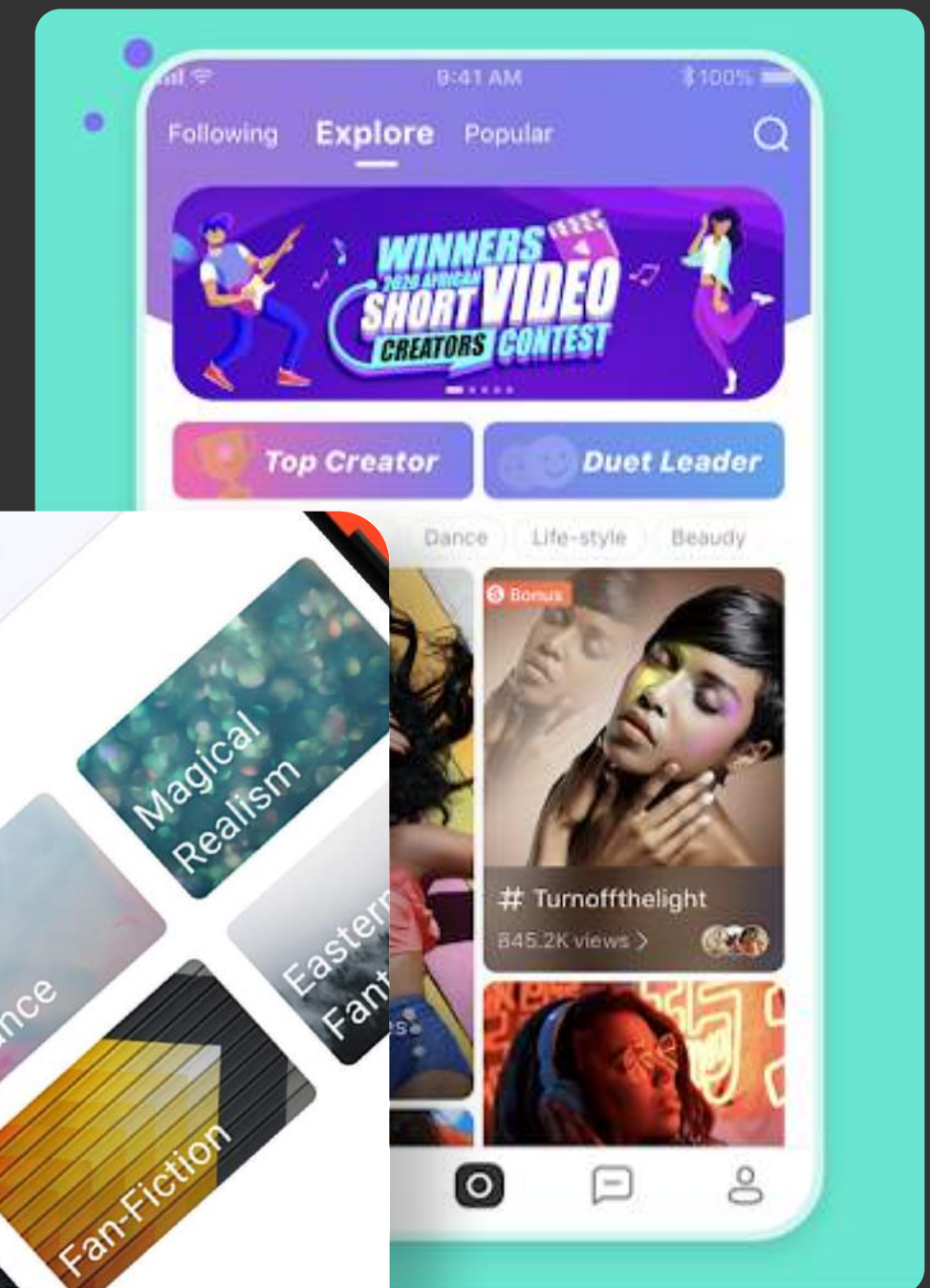
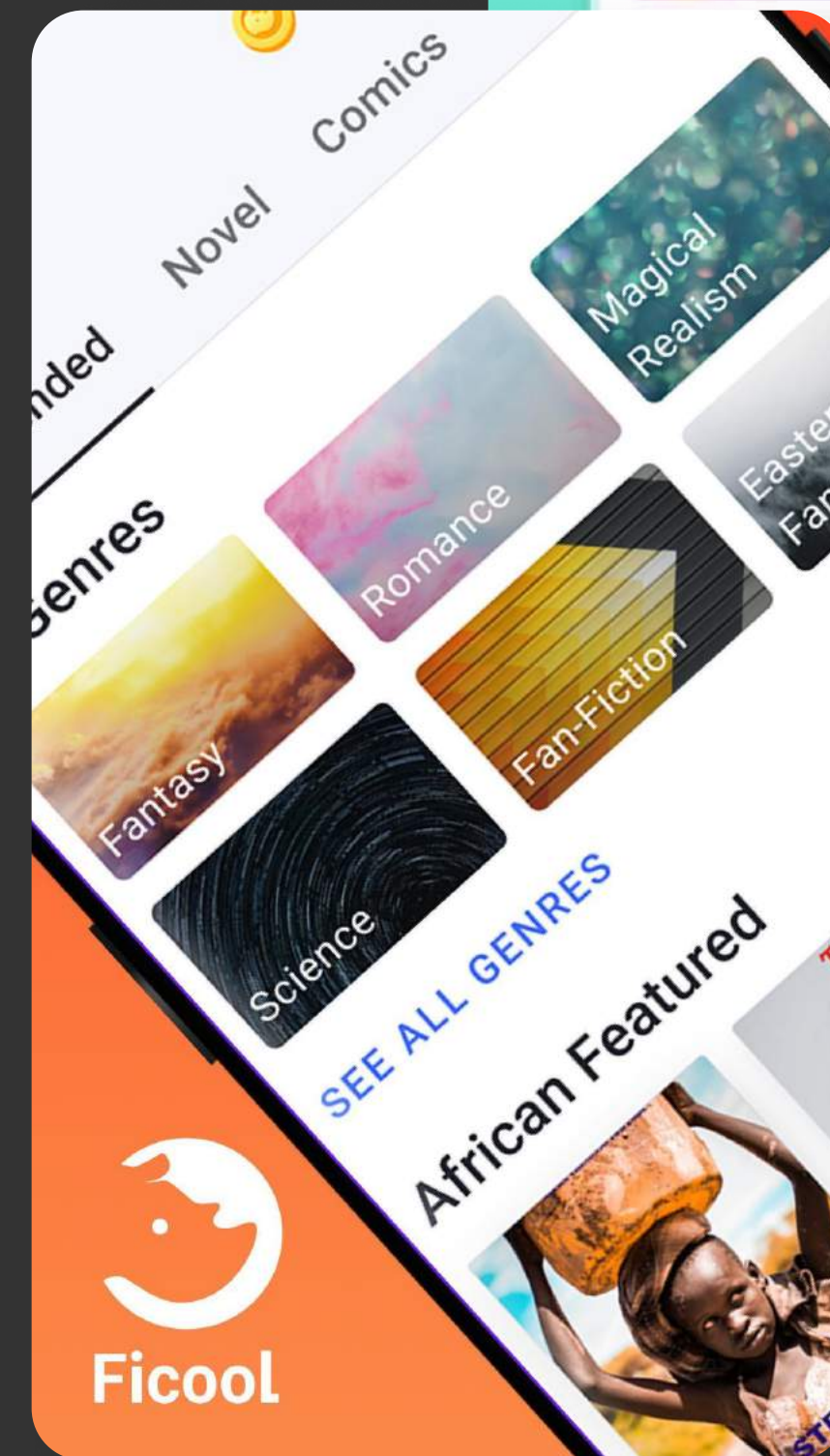


## Vskit

Vskit is a short video platform, in essence the African version of TikTok. As of Q2 2021 it has more than 20 million MAU. The content on the app is as varied as people are and entirely depends on the tastes and preferences of the creators and audience, in line with the philosophy of Cassava which advocates for content to be customizable.

## Ficool

Ficool is one of Africa's leading eBook platforms with more than 300,000 authorized novels, comics, African-original published books and short stories. The simple interface makes the app accessible and is widely recommended by teachers and students, and currently has more than eight million MAU.





## Infrastructure

Cassava is much more than a single crypto token: it's an entire ecosystem built to create value for all stakeholders, and to unlock the benefits of blockchain technology for developers, creators and users alike.

## Built on Flow

Cassava is built on Flow, a proof-of-work blockchain conceived to bring utility, functionality and scalability to developers. Unlike other major blockchains which experience problems with congestion and exorbitant fees, Flow is extremely fast and has near-zero fees. Some of the biggest names on Flow include NBA Top Shot and CryptoKitties.

CSV will initially be swappable for Flow through the Cassava app and on selected exchanges. The Flow token itself is tradable on almost every major crypto exchange, making it easy to convert CSV to other crypto or fiat currencies.

## Cassava NFTs

Cassava NFTs aim to give control back to artists and creators, and to establish fair markets for their work. Artists in many other countries are already taking advantage of NFTs to their benefit, and we hope to bring these advantages to African creators as well.

NFTs themselves are a revolutionary product of the blockchain. To understand what they are, it can be useful to think about what a Fungible Token is instead. Fungible Tokens can be readily exchanged for each other without any change in value—\$1 is \$1, and it doesn't matter which specific note you have. All \$1 notes are interchangeable and are therefore fungible.

Non-Fungible Tokens instead cannot be exchanged in the same way – they are unique. You can sell a painting from a great artist for money, but that painting itself is unlike any other painting.

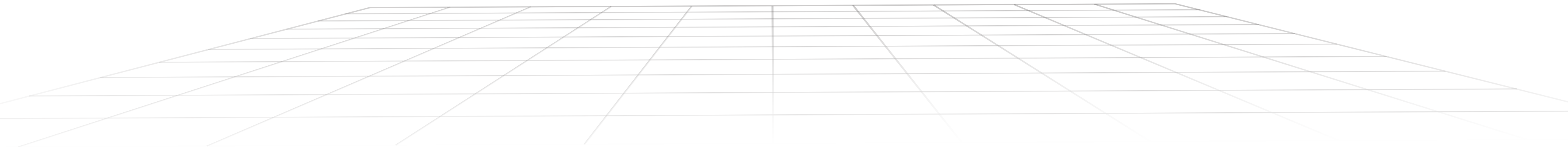
NFTs are being used to create unique identities for items, and as blockchains are open and auditable, the origin and history of these identities is verifiable. The ownership of a painting tied to an NFT can never be forged unless the entire blockchain is compromised—something which is almost impossible.

The NFT market is still young, but growth has picked up pace over the last year and is projected to continue. The global NFT market had a trading volume of \$2 billion in Q1 of 2021, which is a 20x increase from the final quarter of 2020, and this trend seems only set to continue.

Cassava aims to introduce the African art and music culture to the global market by using NFTs as a vehicle. Through letting African creators issue and distribute their NFTs on open trading platforms the industry can enjoy more growth, as both music, art, and video enthusiasts will be exposed to the artists' tokens. Cassava ecosystem creators will be able to receive payments via the Cassava token and other associated actions, such as upvoting, bidding and auctioning, will also happen using CSV. In the future, users will also be able to stake CSV to earn NFTs as rewards, and to even stake NFTs to earn CSV back.

Through our partnership network, creators on Cassava will not only have the benefit of a tremendous user base, but will also have access to large reserves of content from which NFTs can be created. Cassava will also assist early artists to maximise the value of their NFTs derived from their art and content.

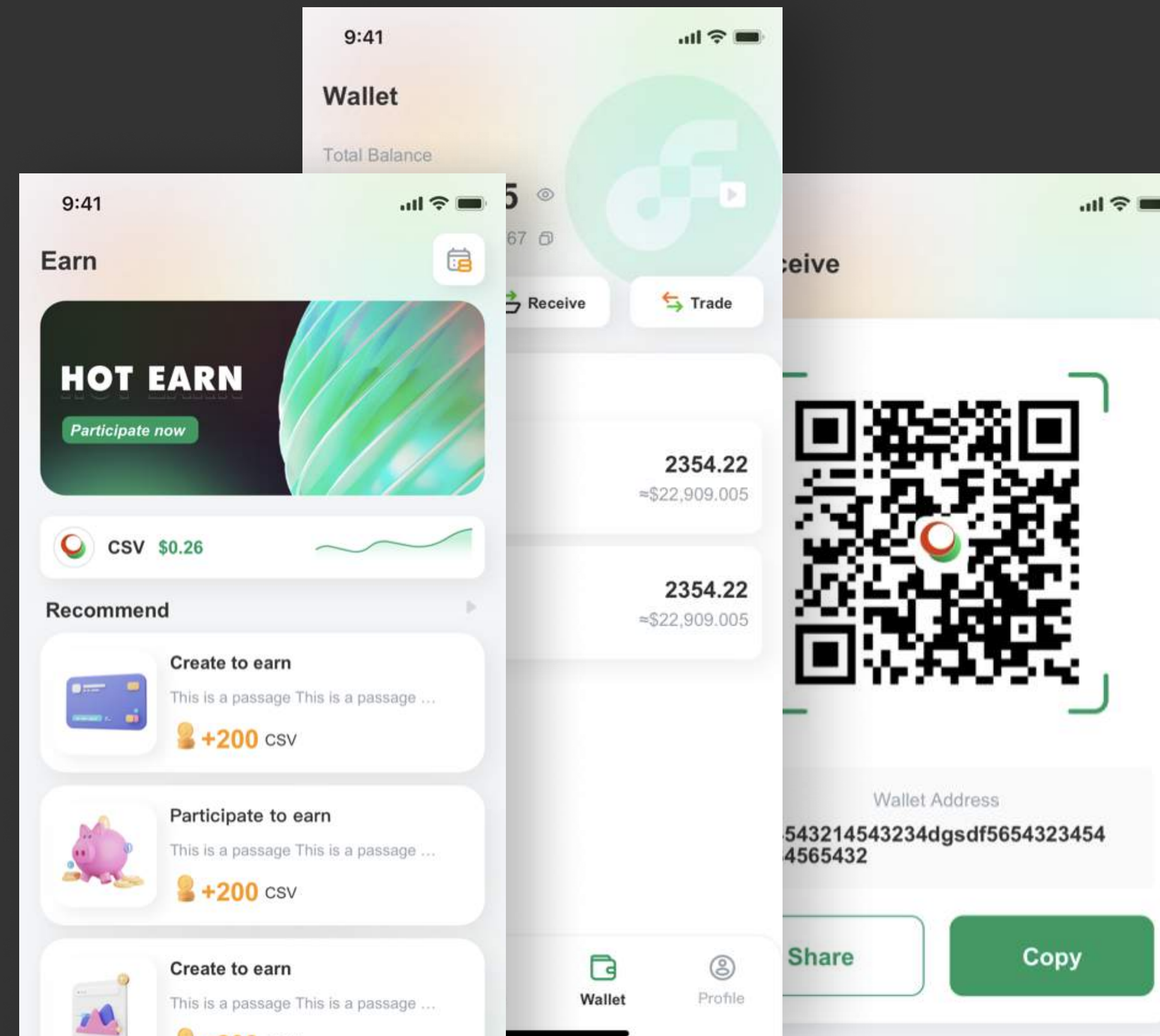
Popular NFT industry categories like art, music, sports and games will all be supported by Cassava, in addition to tokenized drops from celebrities, media posts and metaverse content. We aim to expand our list of partners to include famous and emerging African artists, popular sports teams and regional celebrities. Through giving creators and fans the access to true digital ownership, Cassava's mission to bring the benefits of blockchain to everyone is another step closer.



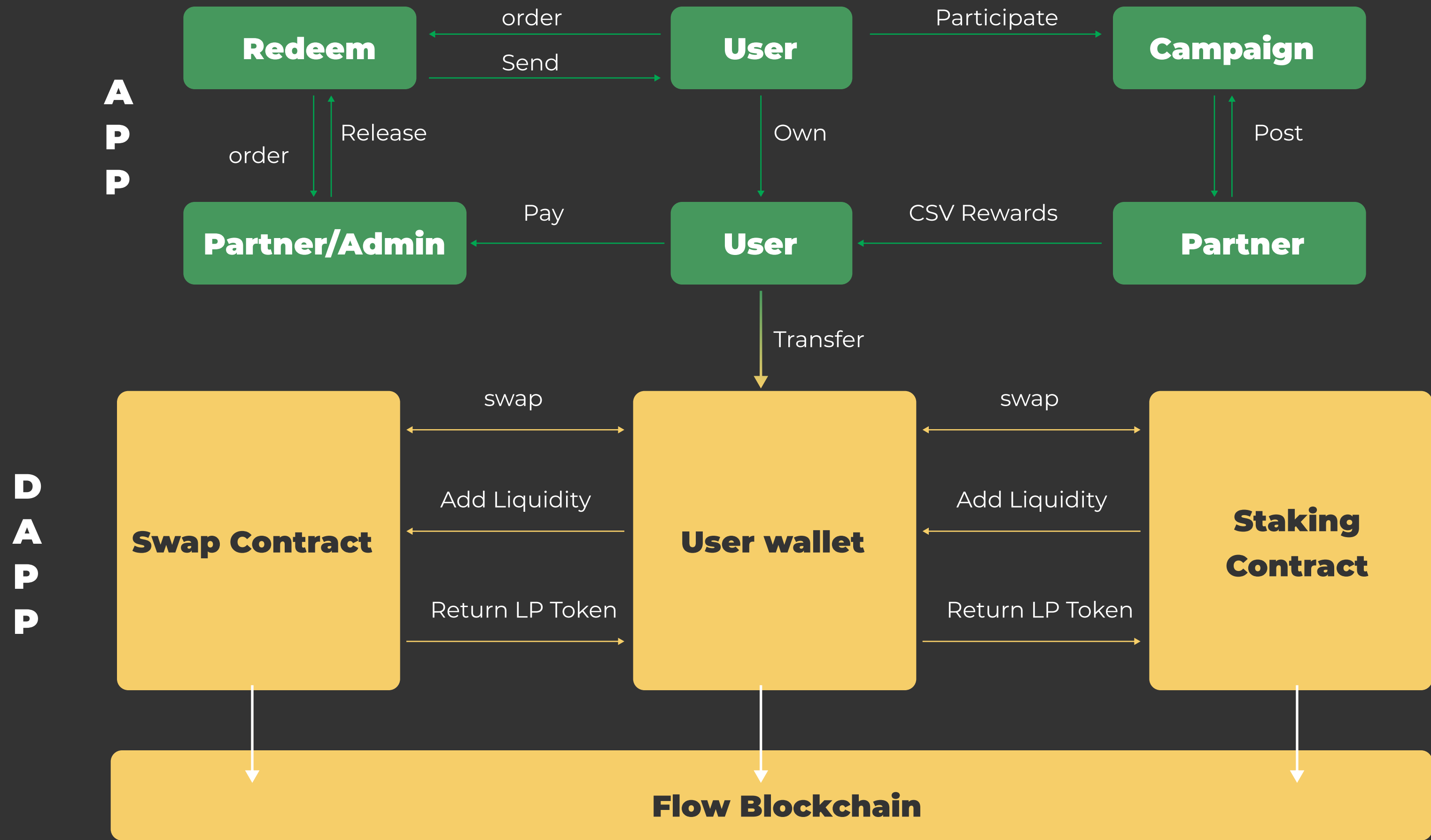
## Cassava Wallet

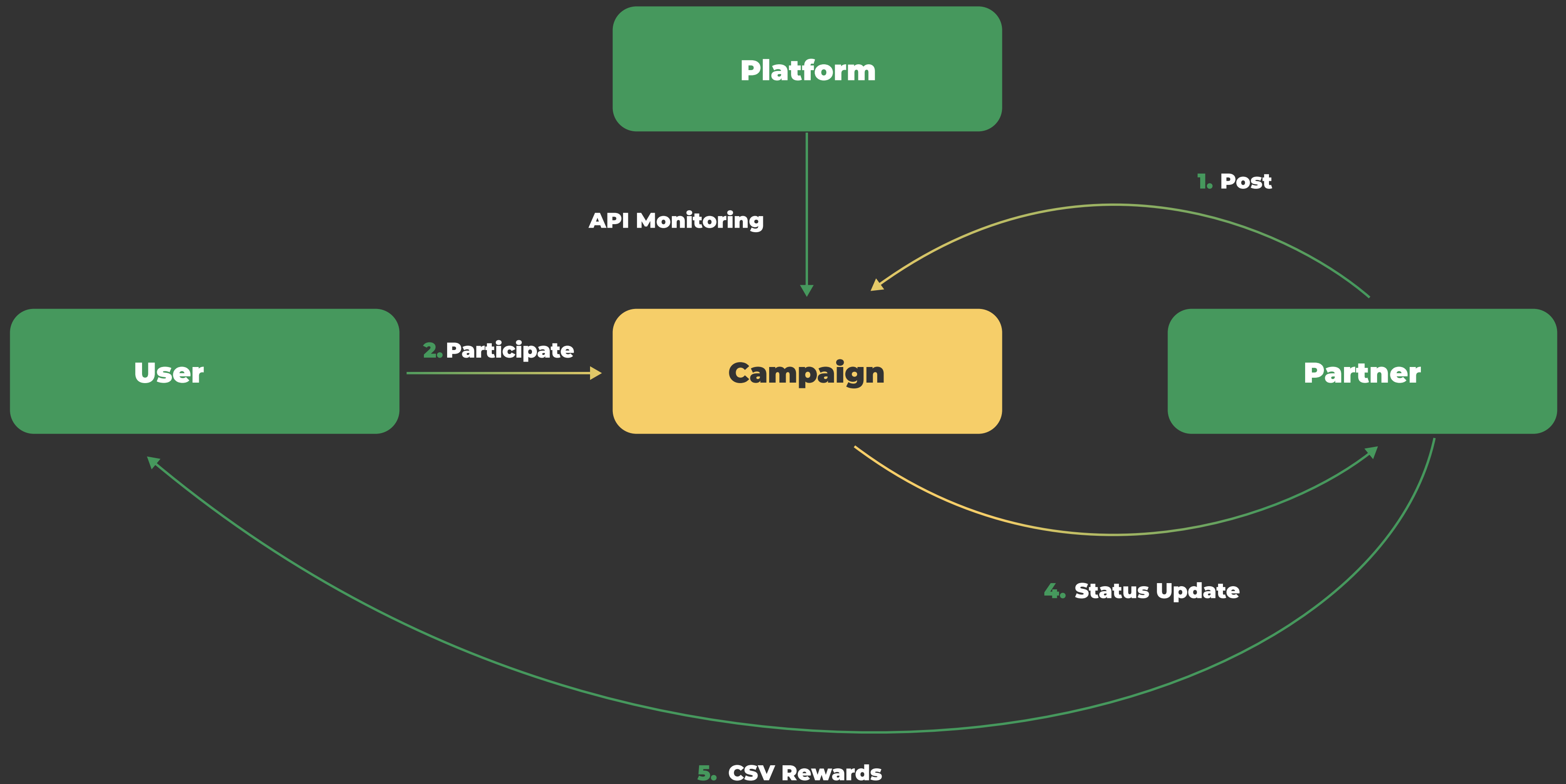
Our smartphone compatible Cassava Wallet is designed to complement the ecosystem with its sleek yet feature-rich design. On top of being where users will securely receive and store the tokens they earn through Cassava, users will also be able to send, receive and trade crypto tokens directly in their Cassava wallets. By utilizing in-app QR codes, in-person transactions can be completed seamlessly, quickly and will bypass any risk associated with mistyped wallet addresses.

As DeFi is core to Cassava, advanced features like staking, liquidity provision and in-app swaps will also be available. Users looking to earn additional rewards can use our wallet as a place to find offers, bounties and other rewards wherever they may be in the Cassava ecosystem, and cross-app links will be available for users to navigate directly to them to begin earning. As our ecosystem grows we intend for Cassava Wallet to become the go-to wallet for all Africans, capable of interacting with any token or chain they may require.



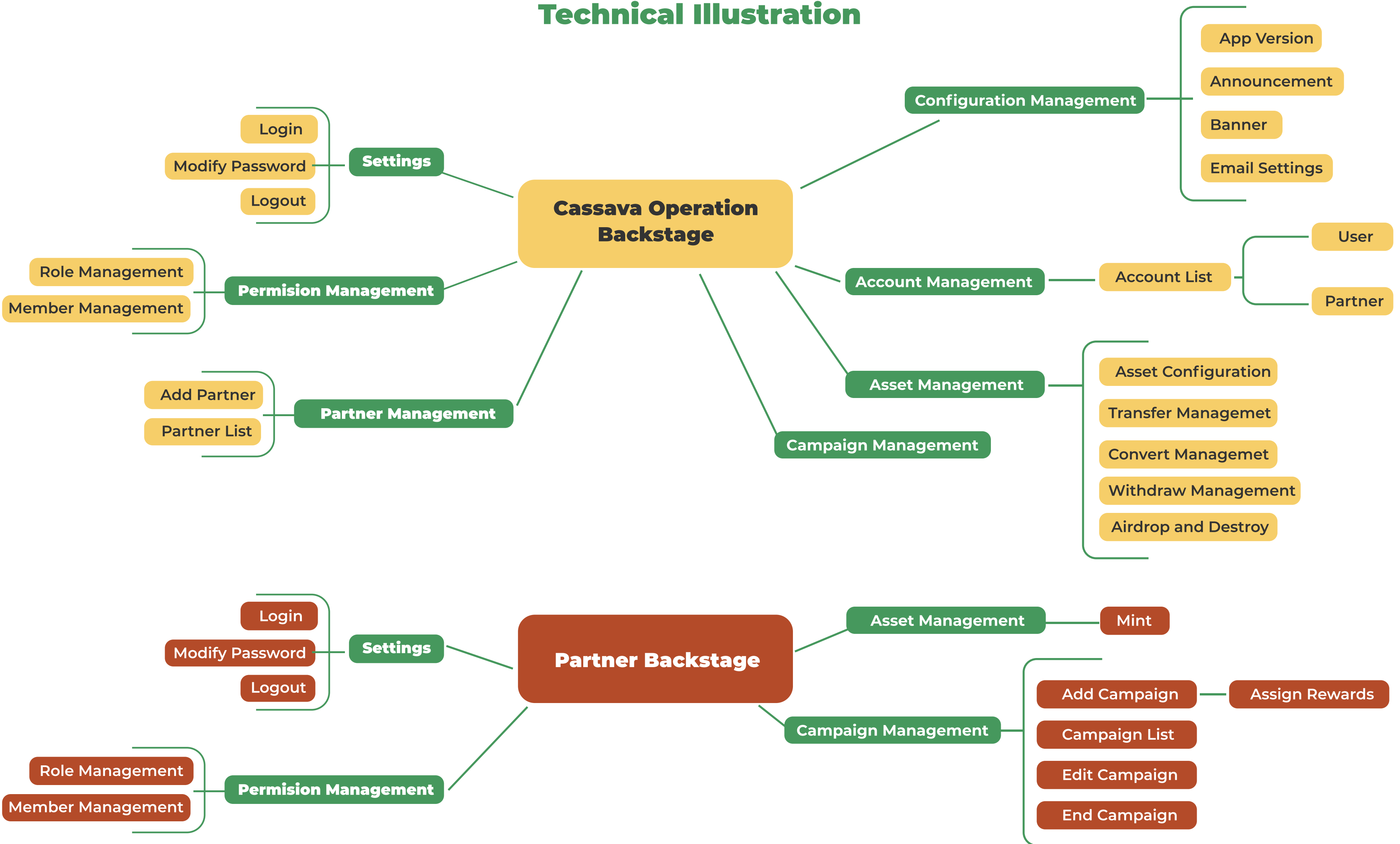
Partner Agreements and Capital Flow  
within Cassava







# Technical Illustration



# Tokenomics

## Utility

Cassava delivers massive amounts of utility to holders, and as the network grows so too do the different ways CSV can be used.

## Earn

Users earn CSV tokens by engaging with partner platforms, either as rewards or through other incentives. This could be through reward structures like Play-to-Earn, Engage-to-Earn or Create-to-Earn, but also through other means that might be relevant to a particular app. The Cassava rewards infrastructure means that both creators and app developers, regardless of their product or geographic location, can begin tapping into the massive African market.

## Stake

Staking is a staple of DeFi, and Cassava aims to introduce new audiences to this innovative structure. CSV holders can stake to receive benefits within applications (such as subscription discounts), as well as extra tokens. Developers, for example, are strongly encouraged to stake their rewards allocations in order to generate new tokens for distribution in their apps.

## Pay

Pay for your favorite services with CSV, or support the creators you love. Using CSV to pay for goods and services ensures a healthy token economy and makes Cassava much more than a speculative asset.

## NFTs

Support your favorite creators by buying and owning unique pieces of digital art, or tokens linked to real-world items. NFTs themselves can have customizable sale conditions attached, often this is code that automatically returns a percentage of the sale price to the original creator. In this way artists can continue earning income from their work long after the initial sale.

Gamers can also trade in-game items as NFTs, opening the possibilities of P2E gaming to everyone.

## DeFi

With growing mistrust of governments, banks and financial institutions, the trustless nature of DeFi gives the world a new path to financial freedom. Cassava strongly believes in making DeFi accessible to everyone, both by introducing users to crypto through our project and by facilitating DeFi transactions ourselves. Users will be able to use the Cassava wallet to swap tokens and eventually take collateralized loans.

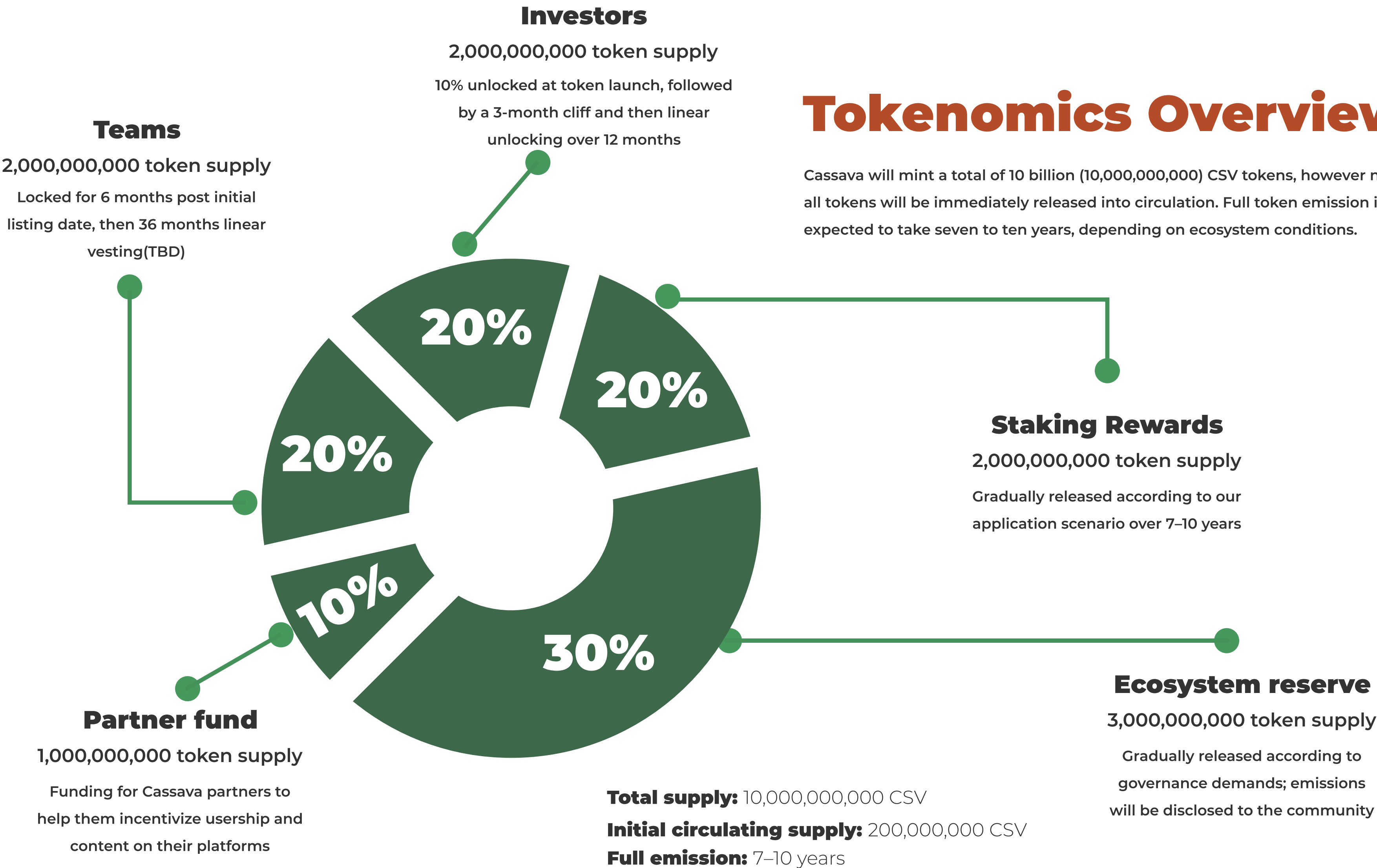
## Governance

The democratization of finance by DeFi has led to the democratization of protocol development. As with many crypto projects, CSV holders will have advisory input on the direction of the ecosystem. Votes cast are proportional to the number of tokens held, meaning those with the greatest investment in the future of the project can have a say on how it develops. Partner projects can also use Cassava to implement similar voting mechanisms within their project, giving their users even more value when engaging.

It is important to note that Cassava is not a DAO, and as such votes cast are advisory in nature—the core team still has the final say on the way decisions are implemented, however every effort will be made to follow the will of the community.

# Tokenomics Overview

Cassava will mint a total of 10 billion (10,000,000,000) CSV tokens, however not all tokens will be immediately released into circulation. Full token emission is expected to take seven to ten years, depending on ecosystem conditions.



# Staking Design

While certain aspects of a token's emission can be determined beforehand (for instance the vesting times on team tokens), staking emissions are flexible and therefore can only be estimated. Flexible rewards means that the protocol can adjust dynamically to ensure a healthy token ecosystem and better results for token holders.

Users can generally subscribe to a staking pool and redeem their rewards at any time, although conditions like minimum staking periods will sometimes be applicable. The basic staking reward rules mean that the more a user stakes, the greater their percentage of the reward pool.

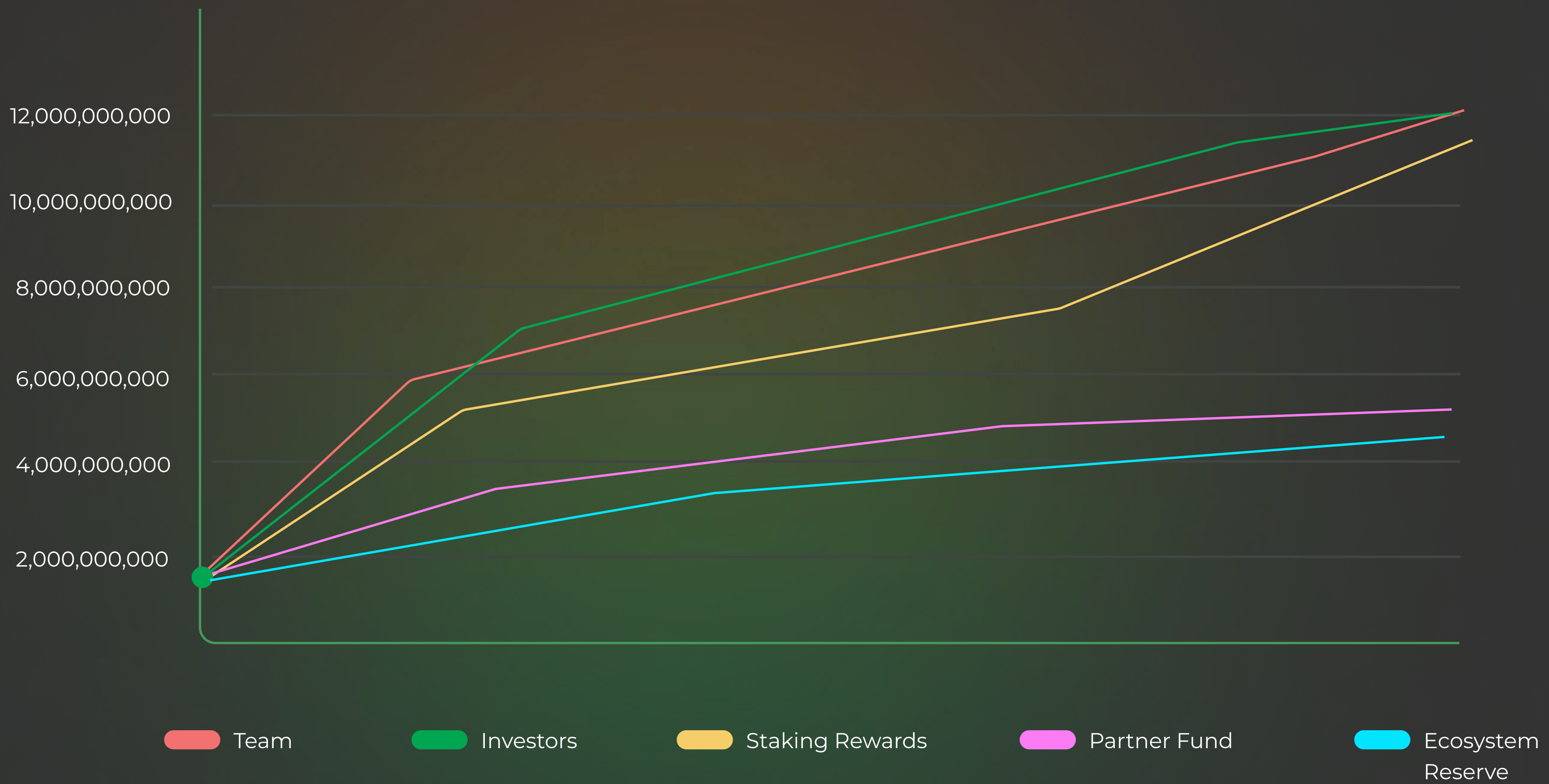
For example, if Sally stakes 400 CSV and Bob stakes 600 CSV, there is a total of 1000 CSV in the staking pool. Sally has proportionally contributed 40% of the total amount, and Bob 60% of the total amount. If the rewards emission for that staking pool is 10,000 CSV per day, Sally would get 40% of that reward (4,000 CSV) and Bob 60% of the reward (6,000 CSV).

As more people join the pool, the percentage stake of both Bob and Sally changes, meaning the rewards they both receive would also change. Flexible staking emissions means that the ecosystem can dynamically adjust the total rewards to ensure that stakers are receiving fair returns on their investment.

Different staking pools with different rules might also provide different rewards. For example, opting to lock a token in a staking pool for a year generally delivers a higher APY than a staking pool which can be unsubscribed from at any time. Again, these pools will be created depending on the needs of the token ecosystem.

A total of 20% of the total token mint is allocated to staking rewards, and the CSV emission schedule is designed to release all tokens over a period of seven to ten years.



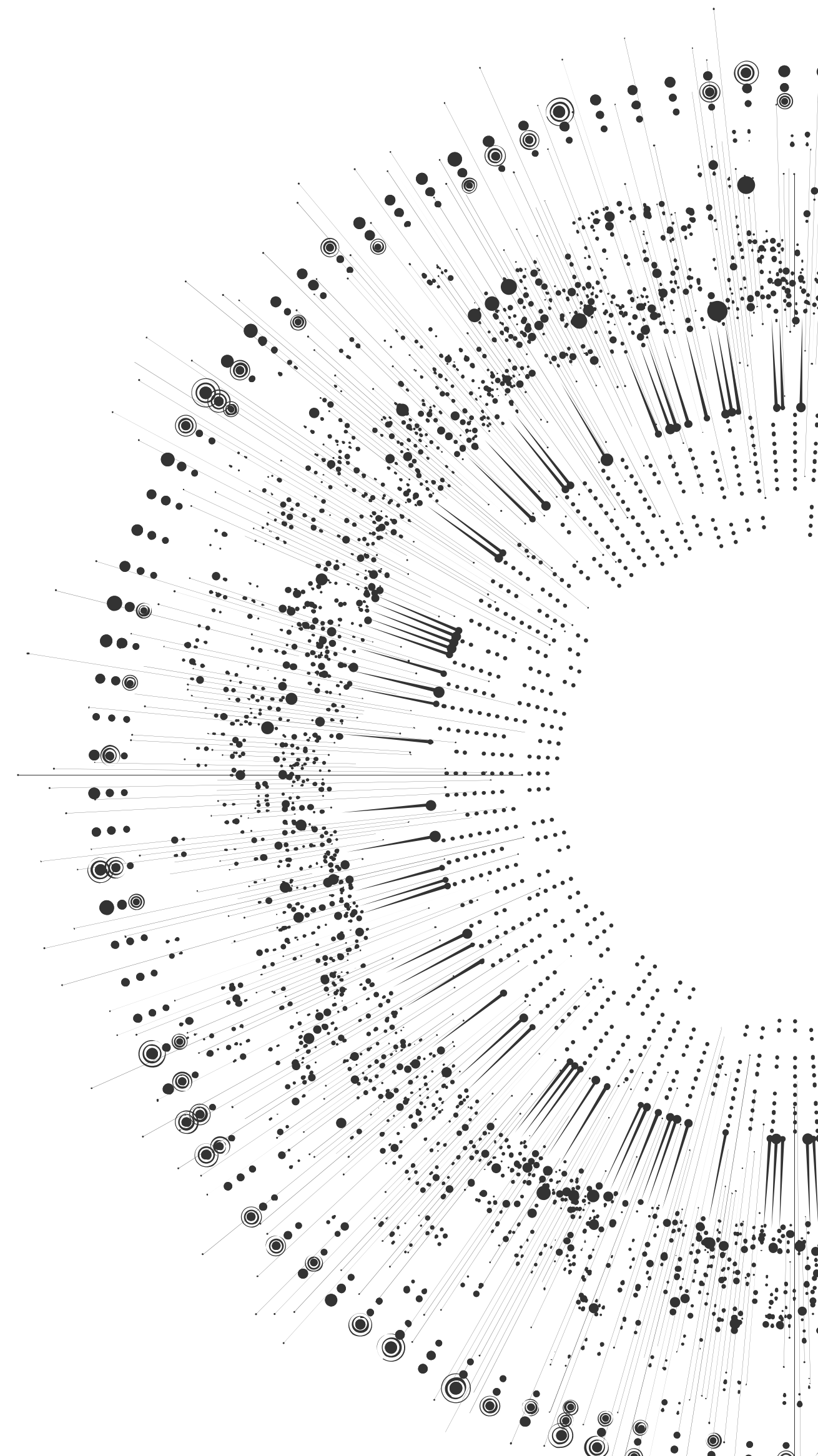




# Fees

In order to ensure the ongoing health of the Cassava ecosystem, fees will be derived from both transactions and token sales. Actions like claiming rewards, swapping tokens, taking loans and transferring CSV will generate a small fee. This fee will be returned to the protocol and reinvested according to governance decisions.

Cassava will also generate revenue from the sale of tokens to partner projects. After using their initial token allocations, partner projects will be able to purchase more Cassava tokens at discounted rates. Again, the income generated from these sales will be reinvested by the ecosystem according to governance decisions.



# Roadmap

**Kush**

**Punt**

**Carthage**

**Aksum**

**Mali**

**Songhai**

**2021  
Q3**

**2021  
Q4**

**2022  
Q1**

**2022  
Q2**

**2022  
Q3**

**2022  
Q4**

- Concept creation
- Product plan
- Token infrastructure & MVP development

- Platform tokenization
- Token staking with various partners
- Smart contract audit

- Partner channel integration
- Creator NFT marketplace launch

- DeFi products
- AMM swap launch
- Lending platform launch

- Fans and entertainment platform launch
- Social tokens

- Ecosystem formation





**Obasi Francis Ifegwu**  
**Co-founder and CEO**

Co-founder and CEO of Lead Wallet, and Co-founder of DeSpace Protocol.

Previously with Artfinity Blockchain and Volume Network Blockchain.

Has successfully led and advised more than a dozen successful crypto projects.



**Eliezer**  
**CMO**

Co-Founder and CMO of Lead Wallet. Eliezer has a wealth of experience in the blockchain industry, working closely with numerous projects and making sure their set goals are met and exceeded. He also has a great amount of experience building traditional businesses, and his understanding of these two worlds makes his knowledge priceless in bridging both.



**Esther Nwabuzor**  
**Biz Dev Manager**

Esther is the growth and partnership building expert at Cassava. Esther is an accomplished management professional with over two years of experience in building and managing crypto startups' communities, business development. She has played important relationship building roles in several projects like Lead Wallet and most recently DeSpace Protocol.



**Wesley**  
**CTO**

Former technical lead of a top tier chinese security company search engine team. Over 10 years of back end experience. Over 5 years of frontline experience in blockchain fields, including digital exchange, digital wallet and smart contract.

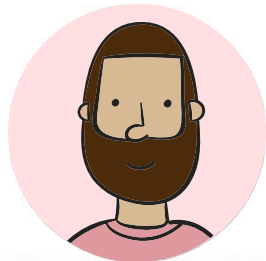


**Johnson**  
**IOS Lead**

Senior IOS developer. 6 years of IOS and web developing experience. Previously worked for a famous exchange. Familiar with digital wallet, crypto payment gateway and different blockchain products.

# Team

The Cassava team consists of industry leaders with strong connections to the biggest players in Africa's technology sector.



**Charles**

**Back End Lead**

Former senior Back End developer of a top tier Asian software company.

Expert of database and distributed storage.

8 years of back end experience.

3 years of experience in public blockchain



**Neil Mani**

**Designer**

Neil has over 6 years of experience in Strategic Design Thinking and User Experience Design.

He is extremely focused on innovation, with special interest on user experience strategy, setting design goals and metrics, omni-channel solution design, design for enterprise software products, advanced ecosystem research and validation techniques, setting up a mature UX practice.



**Boris**

**Blockchain Engineer**

Public blockchain and smart contract expert.

Participated in a series of blockchain and DeFi products, such as derivatives exchange, dex, decentralized wallet, NFT marketplace, etc.

Experience in Solidity, Rust and Cadence. Early cryptocurrency geek.



**Emamowho Martins**

**Project Executive**

Martins is a professional administrator with 3+ years of experience providing administrative support to C-Suite executives.

Adept at scheduling and following up on actionable plans.

An astute team lead in several crypto projects including DAO Maker Africa. Recently worked with DeSpace Protocol as relationship and community manager. A team member in the blockchain and crypto adoption program in Africa.



**Ben**

**Android Lead**

Has over 5 years of mobile android development experience. Previously worked for gaming and live streaming companies.



# Advisors



**Jerome wong**  
Co-founder and CBO, Everest Ventures Groups



**Cordel Robin-Coker**  
Co-founder and CEO, Carry1st



**Khaled Ben Jilani**  
Senior Partner, AfricInvest



**Adewale Yusuf**  
Founder and CEO, Techpoint Africa



**Yat Siu**  
Co-founder and Chairman, Animoca Brand



**Lauren Selig**  
Co-founder, Shake and Bake Production and Valis Studios



**Vincent Li**  
Co-founder and CEO of Future Hub, an incubator backed by Transsion Holdings.



# Contact

[www.cassava.network](http://www.cassava.network)

**Join our Community**

