



Carmel

Web3 Changes Everything.

New Life-Changing Digital Experiences.

1. Over 5B people use the Web.
2. Every aspect of our lives is affected by our digital experiences.
3. A new Web is emerging, Web3.
4. Web3 makes new types of digital experiences possible.
5. It will affect every aspect of our lives.

Why Web3 Matters.

People-Centered Digital Experiences.

1. Web3 puts people at the center of Digital Experiences.
2. We get to be in full control of our Digital Life.
3. Web3 flips the dynamic between users and platforms.
4. In Web3 users really use the platform, not the other way around.
5. And we also get compensated fairly for our digital contributions.

The Future Of Digital Platforms.

Community Ownership.

1. Web3 Platforms will not come from big tech companies.
2. And there will not be just a handful of them.
3. There will be many more platforms, all owned by communities.
4. Each will be small, independent and owned by the community.
5. Web3 Platforms will have their own community-owned economies.

The Web2 Problem.

We Do Not Own Our Digital Lives.

- ✘ Data Selling
- ✘ Invasive Tracking
- ✘ Corporate Censorship
- ✘ Account Deplatforming
- ✘ Unfair Compensation

The Web3 Platform Dream.

Taking Back Our Digital Lives.

✘ Data Selling



✔ Data Ownership

✘ Invasive Tracking



✔ Zero Tracking

✘ Corporate Censorship



✔ Community Governance

✘ Account Deplatforming



✔ Always Online

✘ Unfair Compensation



✔ Stakeholder Economy

Why Carmel?

Making The Vision Of Web3 Platforms A Reality.

✓ Data Ownership

✓ Zero Tracking

✓ Community Governance

✓ Always Online

✓ Stakeholder Economy

»Blockchain Data

»Decentralized Storage

»Self-Moderation

»Peer-to-Peer Networking

»Community Tokens

Web3 Innovation Marketplace.

Democratizing Digital Innovation.

1. Cities are communities of individuals that share common values.
2. Villages are teams of skilled professionals who provide services.
3. Citizens grow their Cities by creating Digital Properties.
4. Digital Properties can be websites, apps, games.
5. Citizens hire Villagers to develop the Digital Properties.

Web3 Artifacts Store.

Open Source Composable Architecture.

1. As a byproduct of working on Properties, Villagers create Chunks.
2. Carmel Chunks are reusable pieces of functionality.
3. Citizens buy Chunks for their Properties from the Carmel Store.
4. The Villagers who created the Chunks earn royalties.
5. The Citizens who commissioned the Chunks also earn royalties.

Utility-First NFT Economy.

Programmable Subscription-Based Access.

1. Carmel Cards **utility:** membership access
2. Carmel Shields **utility:** govern Cities & Villages
3. Carmel Gems **utility:** Properties staking
4. Carmel Lands **utility:** infrastructure access
5. Community NFTs **utility:** access to Cities and Properties

Carmel Roadmap.

Phase 1: Genesis Sale (Q4 2022)

»Genesis Cards, Genesis Land and Genesis Shields

Phase 2: Genesis Launch (Q1 2023)

»Genesis Cities, Villages and Properties Launched

Phase 3: Public Beta (Q3 2023)

»Beta Access Open To All Genesis Card Holders

Phase 4: General Release (Q1 2024)

»Public Access Open To All Card Holders



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