MLIKI

MLIKI is a hybrid marketplace that created the shop-to-earn using blockchain technology.

We allow users to make money from selling and buying daily spending and digital items like NFT by giving them revenue sharing.

Nathalia Sunaidi, Founder,
support@mliki.com

The Problem

Users are just losing their money with each purchase of their daily necessities.

Users can't purchase physical goods on the same platform where digital goods are sold.

The existing projects that have NFT Marketplace and Metaverse concept there is no connection between digital good with physical goods

Solution

MLIKI allows consumers to gain assets from their daily spending by giving them revenue sharing.

Mliki provides HYBRID MARKETPLACE that makes it possible to purchase physical items and digital goods like NFTs on one platform.

MLIKI metaverse is a virtual 3D space where sellers and buyers interact. When user buy certain physical goods in MLIKI Social Commerce, they will also get the digital items which represented as Utility NFT. These Utility NFT can be used in MLIKI Metaverse

Register & Share MLIKI

Users who register and share MLIKI will get token

Trade To Earn

Buy and sell for daily necessities will get crypto cashback.

Group Buying

Use the Mliki group buying feature to get wholesale prices

Affiliate Network

Users will get cashback if they purchase items from the marketplace using the MLIKI app

Staking

Users stake MLIKI crypto in the MLIKI app and earn up to 30% revenue sharing

Metaverse

MLIKI metaverse expected to create a better shopping experience.

Market Size

TAM
USD4.9 trillion

(the social commerce market in 2021)

SAM
USD3.7 trillion

(75% of consumers say they favor companies that offer rewards)

SOM
USD144.3 M

(global crypto ownership rates at an average of 3.9%)

Product

MLIKI Social Commerce

MLIKI will charge seller 1.25% of each product sold

MLIKI NFT Marketplace

MLIKI charges 2.5% tax of every successful NFT sold

INO Launchpad

MLIKI charges 5% from the raised fund for each INO

Affiliate Network

MLIKI charges 1.5% of every successful affiliate network.

MLIKI Metaverse

a virtual 3D space where sellers and buyers interact, MLIKI metaverse expected to create a better shopping experience.

Traction

WHAT ARE YOUR TOP CAMPAIGNS?

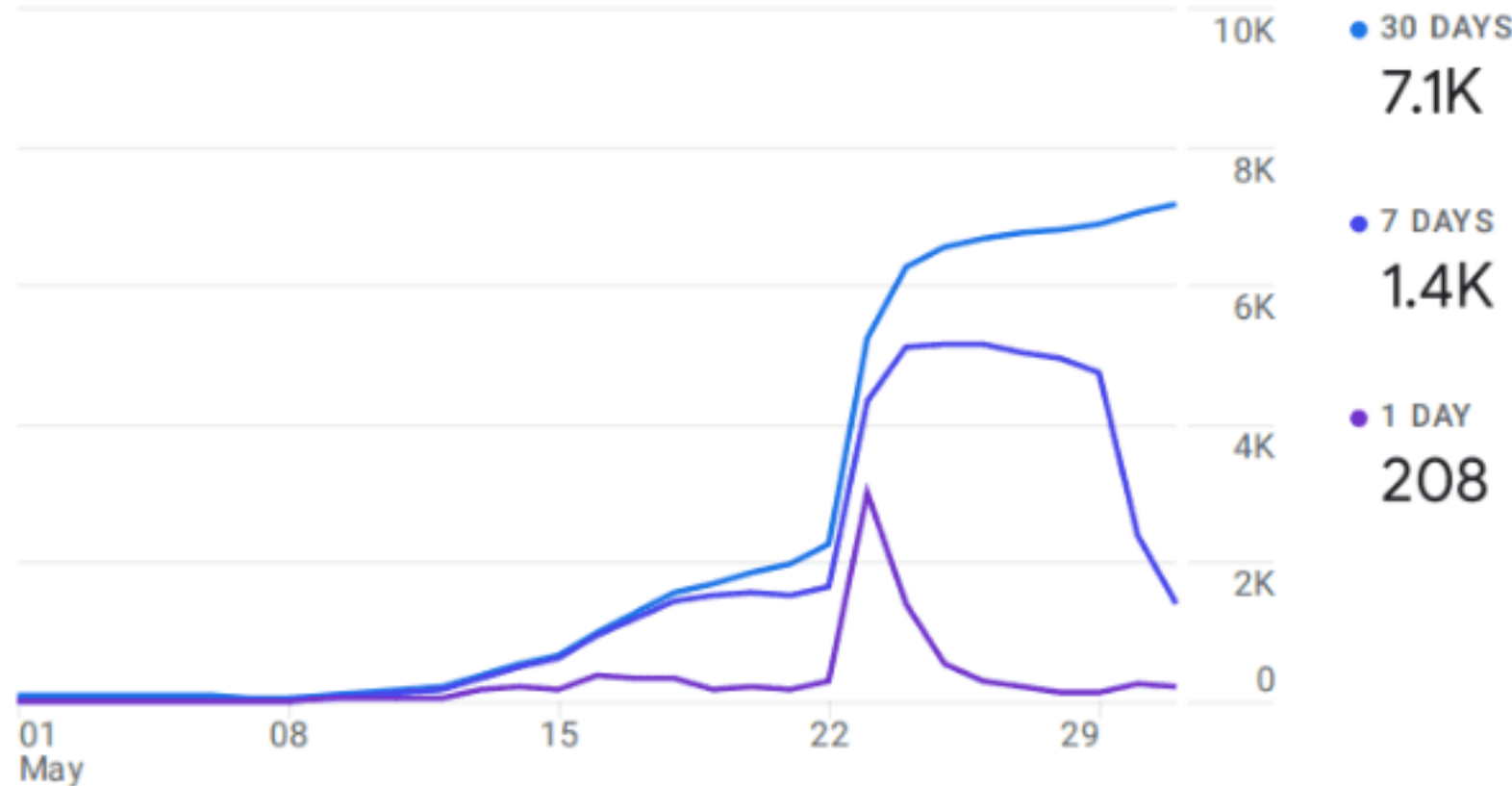Sessions ▾ by Session default channel grouping ▾

SESSION DEFAULT CHANNEL G…	SESSIONS
Direct	7.9K
Referral	1.8K
Organic Social	498
Organic Search	239
Unassigned	87
Organic Video	72

Users ▾ by Country

COUNTRY	USERS
Indonesia	5.8K
China	320
United States	261
Hong Kong	191
Singapore	114
Bangladesh	73
Japan	72

HOW ARE ACTIVE USERS TRENDING?

User activity over time

- 30 DAYS
7.1K

- 7 DAYS
1.4K

- 1 DAY
208

HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort
Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	5.2%	2.0%	2.6%	12.5%	0.0%
24 Apr - 30 Apr						
1 May - 7 May						
8 May - 14 May						
15 May - 21 May						
22 May - 28 May						
29 May - 4 Jun						

6 weeks ending Jun 4

View retention →

Proprietary Technology / Expertise

- Adopt Blockchain Technology To Improve Security.

- MLIKI develop an NFT marketplace on Polygon Blockchain.

- MLIKI incorporate with MORALIS.

- Unreal engine.

- IPFS

Competition

	ShopNEXT	LetyShop	MLIKI
Trade To Earn	✓	✓	✓
Group Buying	✗	✗	✓
Support To MINT an NFT	✗	✗	✓
Support To Trade an NFT Asset	✗	✗	✓
Support To Trade Physical Good	✓	✓	✓
INO (Initial NFT Offering)	✗	✗	✓
Premuim Ads	✓	✓	✓
Referral/Affiliate Program	✓	✓	✓
Cashback and Voucher	✓	✓	✓

Go-to Market Plan

Customer Acqusition Channels

Brand Partnerships

Influencer Marketing

Referral Bonuses

Content Promotion (Medium, Reddit, Hacker noon, YouTube, and other platforms that can help complement our brand promotion)

Search engine optimization (news portals, PR, listing websites, and blogs)

The Team

Natalia, CEO

Over 10+ years in real estate and property industry.

Gunawan, COO

Entrepreneur with over 10+ years of real estate industry experience; founder of several social crowdfunding companies.

Haryanto Salim, CTO

Experienced as software engineer over 15+ years experience with several programming languages.

Anton Emil
Blockchain Lead

Safrian Jayadi
Senior Product Designer Lead

Anggita Ruzty
Back-End Developer
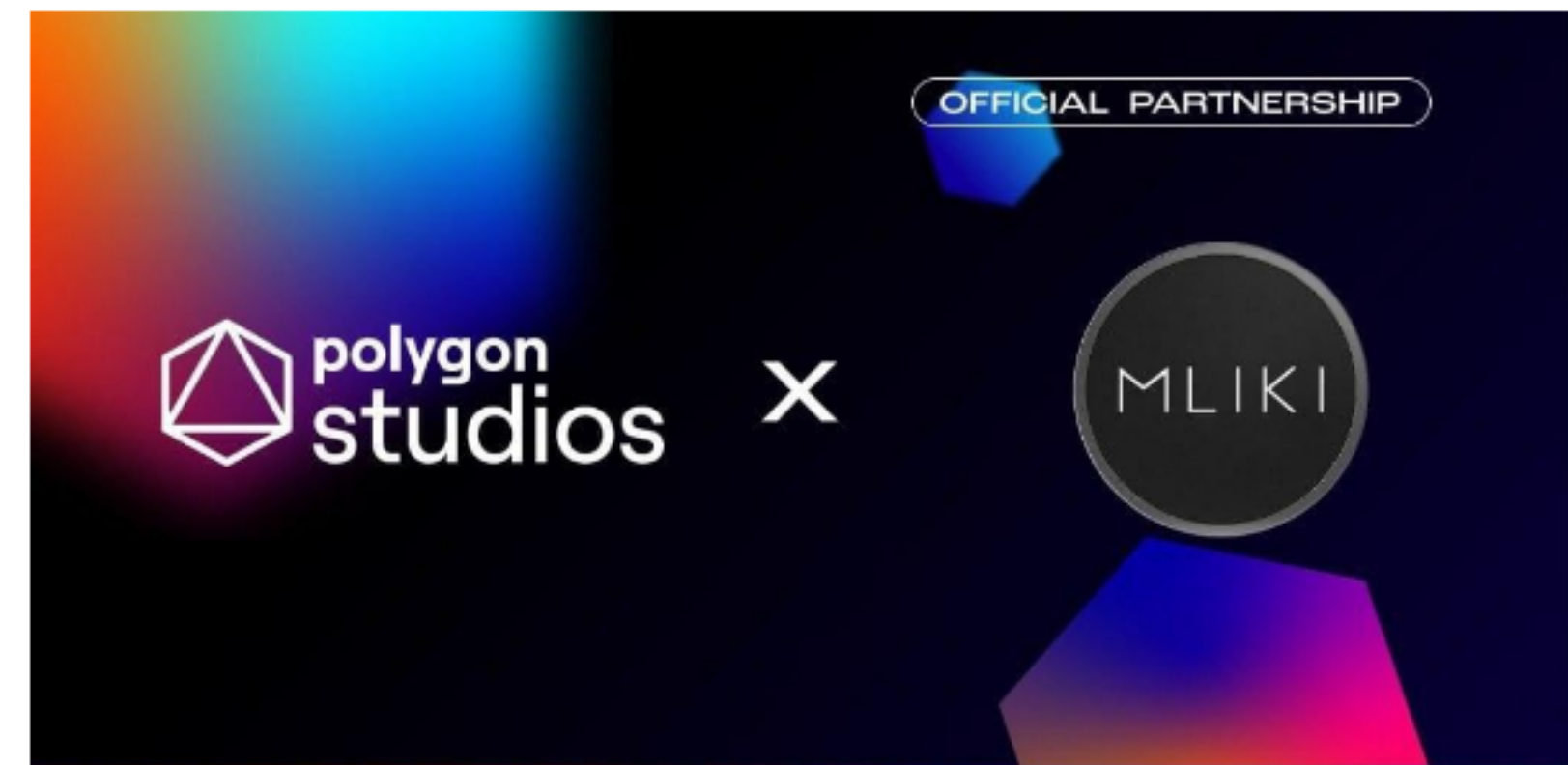
Our Advisors

Polygon Studios

AB Ventures

Hash Verse Capital

Milestones

Q2
- Project Ideation
- Team Formation

2021

Q3
- Develop Grand Design for Mliki Marketplace
- Mliki Social Commerce Development

2021

Q4
- Mliki Social Commerce MVP
- Whitepaper Creation
- Pitch Deck Creation

2021

2022

Q1
- Continue Mliki Social Commerce Development
- Angel Round
- Mliki NFT Marketplace Development
- Seed Round
- Continue Mliki Social Commerce Development
- Token Smart Contract Audit
- IDO
- MVP Launch (Mliki Marketplace & NFT Marketplace)

Q2
- DEX listing
- NFT Marketplace and Revenue Stream Smart Contract Audit (Certik)
- Mliki Social Commerce Go-Live
- Mliki NFT Marketplace Mainnet Launch
- INO (Initial NFT Offering)

2022

2022

Q3-Q4
- Mliki NFT Metaverse Development
- CEX listing
- Integrate Mliki social commerce with Mliki NFT Marketplace

Q1
- Mliki NFT Metaverse Mainnet Launch
- Further Development of Mliki Ecosystem
- Marketing Expansion to Onboard More Customers and Sellers

2023

On March 2022, MLIKI has entered a partnership with polygon studio

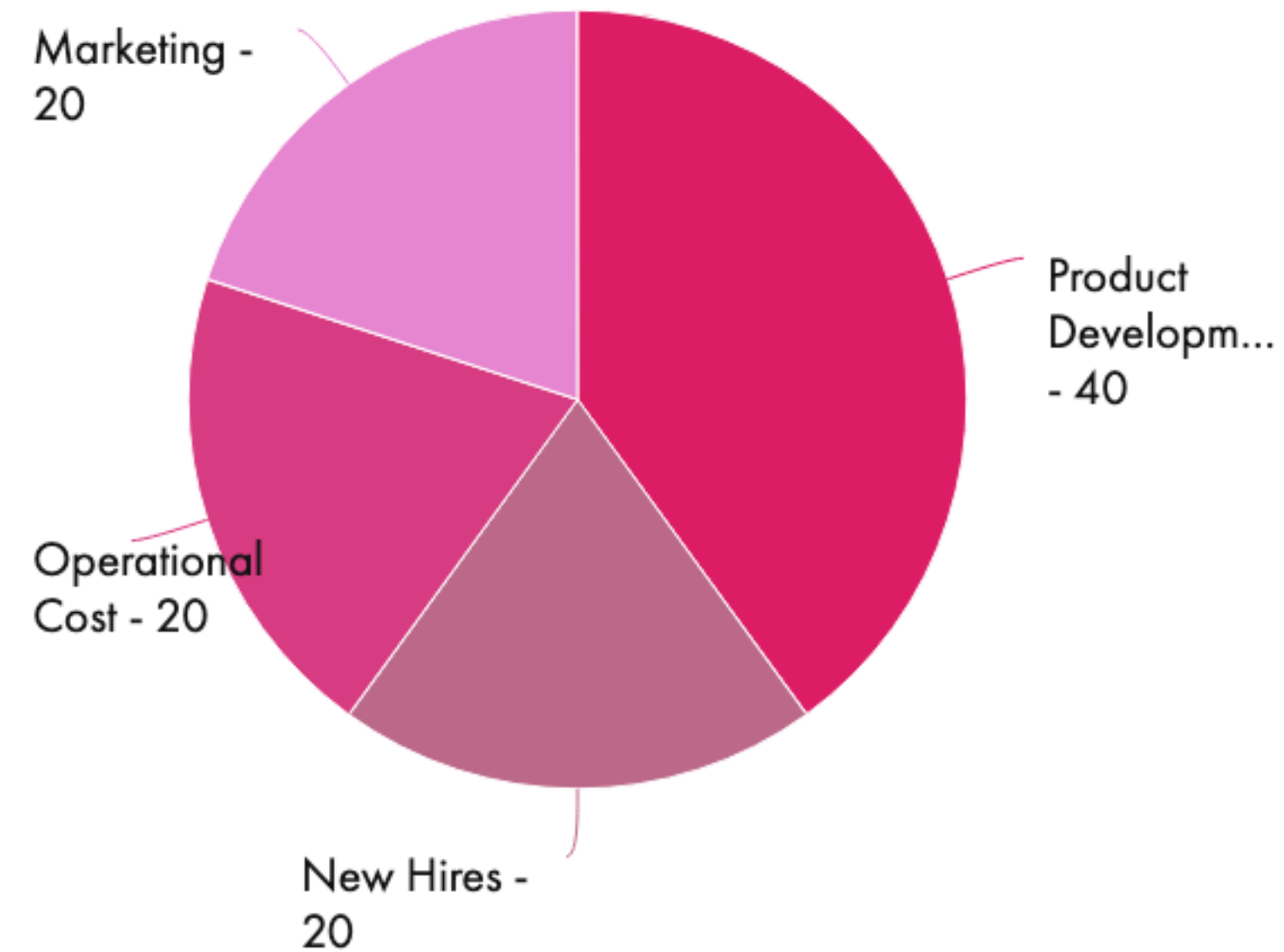OFFICIAL PARTNERSHIP

polygon studios × MLIKI

Seed Round Funding

$1.2
Million

For 10%

Investment Allocation:

- 40% Product Development
- 20% New Hires
- 20% Operational Cost
- 20% Marketing

Marketing - 20

Product Developm... - 40

Operational Cost - 20

New Hires - 20

Thank You

https://app.mliki.com/

support@mliki.com