Vex

Your Voice, Our Chain, Their Accountability
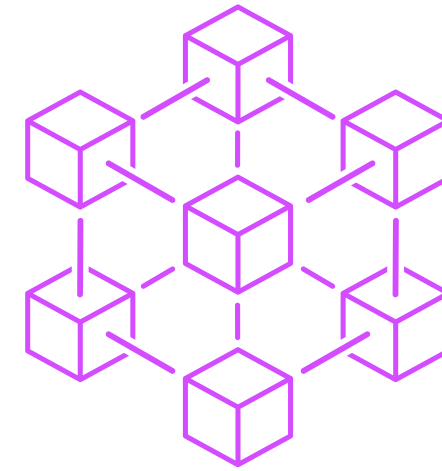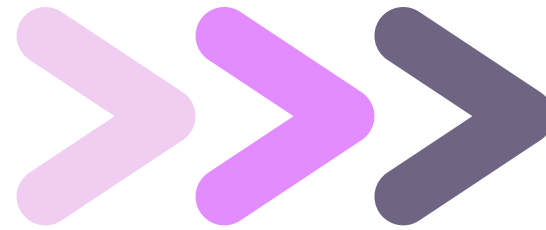
61%

of consumers say they **experience unreliable apps/websites** at least **once a week**

Gone in a Glitch – Online Reliability Report 2023

Problem & Opportunity

IA

Anybody can launch an online business with AI, but this also means **dealing with fragile code and fraud risks**

Blockchain allows us to create a **decentralized network** that brings **security, trust, and anti-fraud measures** to these businesses

Vex

Your Voice, Our Chain, Their Accountability

Decentralized platform that connects **companies to the blockchain ecosystem**, enabling **business registration and community evaluation through customer feedback** that **regulates satisfaction** and **strengthens transparency and trust**.

🔒 Powered by Internet Computer Protocol

Your Voice, Our Chain, Their Accountability

Decentralized platform connecting companies to blockchain, enabling transparent business reviews and community-driven trust verification.

Register Your Business →   See Comparison ⌄

VEX vs Traditional Platforms

See why blockchain-based reviews are the future of trust

Features	V	T	R	F

Client Dashboard
Track progress & earn rewards

250 VEX 85% **Write Review**

Level Silver
87.5 tokens to Gold

⊘ 2x voting power in DAO   ⊘ Priority review display   ⊘ Exclusive badge   ⊘ Monthly bonus tokens

Overview   Achievements   KYC Verification   Rewards

Write a Review
Submit at least one review today
⚡   **Start**

Verify a Purchase
Upload proof for one review
⚡   **Start**

Vote on Reviews
Mark 5 reviews as helpful
⚡   ✓

Update Profile
Add or update profile information
⚡   **Start**

Total Reviews

Verified Reviews

Helpful Votes

Member Since

Write a Review
Earn tokens for quality reviews   ›

DAO Governance
Vote on platform decisions

☑ **250 VEX** voting power   **Create Proposal**

👥 **+12%**	📄 Active	🪙 TVL	📊 Rate
Active Voters	Open Proposals	VEX Staked	Participation
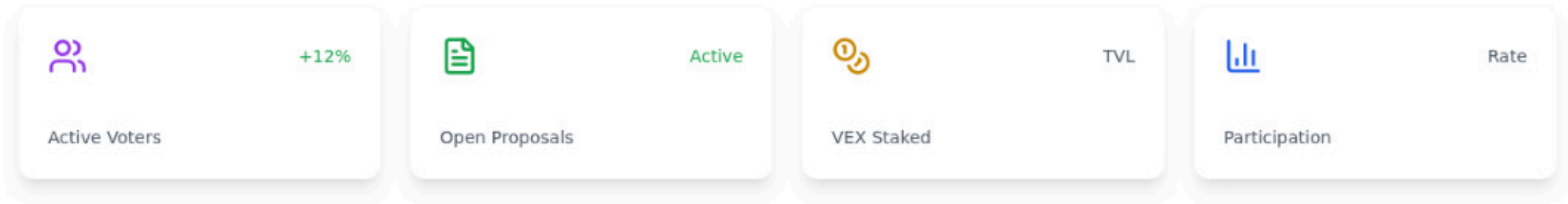
Active Proposals   Passed Proposals   Failed Proposals   Delegation

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🪙   active

Proposal to increase VEX token rewards for verified reviews from 30 to 50 tokens

by dao.member.eth   🕐 Ends 2024-02-01   💬 45 comments

For: 15,234   Against: 3,421

81.7% For   Quorum: 93.3%

👍 Vote For   **👎 Vote Against**

⚖   active   High Impact

Change voting mechanism to quadratic voting to prevent whale domination

by community.vex   🕐 Ends 2024-01-30   💬 89 comments

For: 8,932   Against: 5,621

61.4% For   Quorum: 72.8%

👍 Vote For   **👎 Vote Against**

Solution Monetization
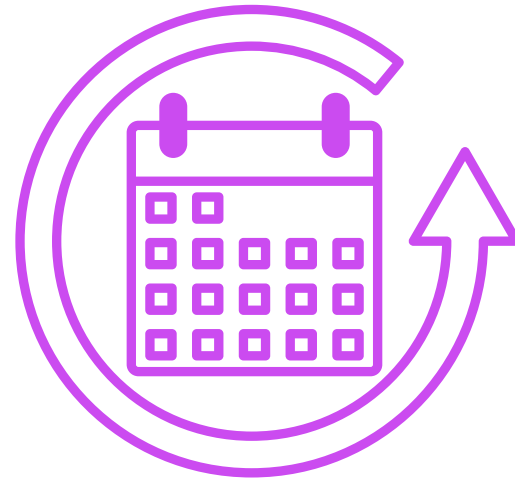
Monthly fee model for **access to community customer feedback tracking** and **Vex trust seal**
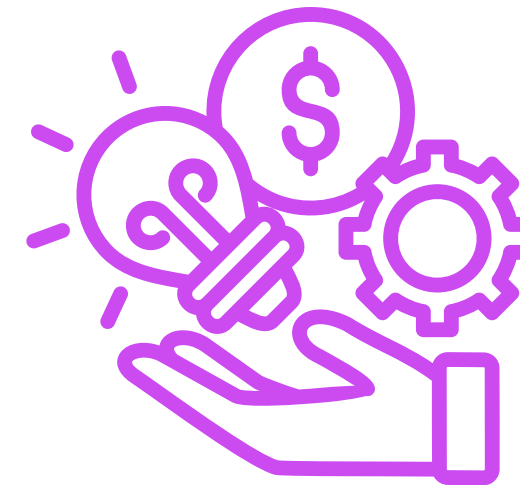
Holding-based model where **increased user adoption drives higher token value** and holder returns

Freemium

Free access for companies to **register their businesses on the platform and receive customer feedback from the community**, without detailed tracking and with only the final result available

5% conversion rate expected for users switching to the paid subscription model

(FREE)	$363	Custom
BASIC	**STANDARD**	**ENTERPRISE**
Register business on platform	Register business on platform	Register business on platform
Receive customers feedback	Receive customers feedback with tracking	Receive customers feedback with tracking and CS data insights
		Provide dedicated support
	Markup 1.5x	Minimun Markup 2.5x
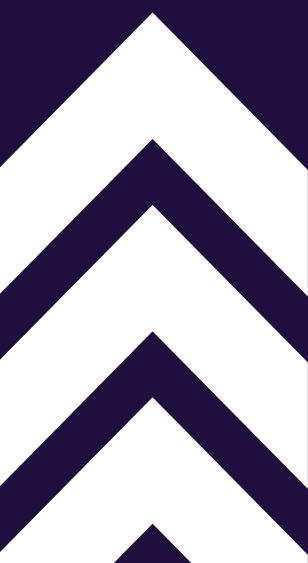
Tokenomics

We earn on top of the Treasury (20%), as this amount is used to **generate income via staking and investments**, **finance projects that increase demand for the token**, and **redistribute part of the earnings to holders**, increasing the value of their assets.
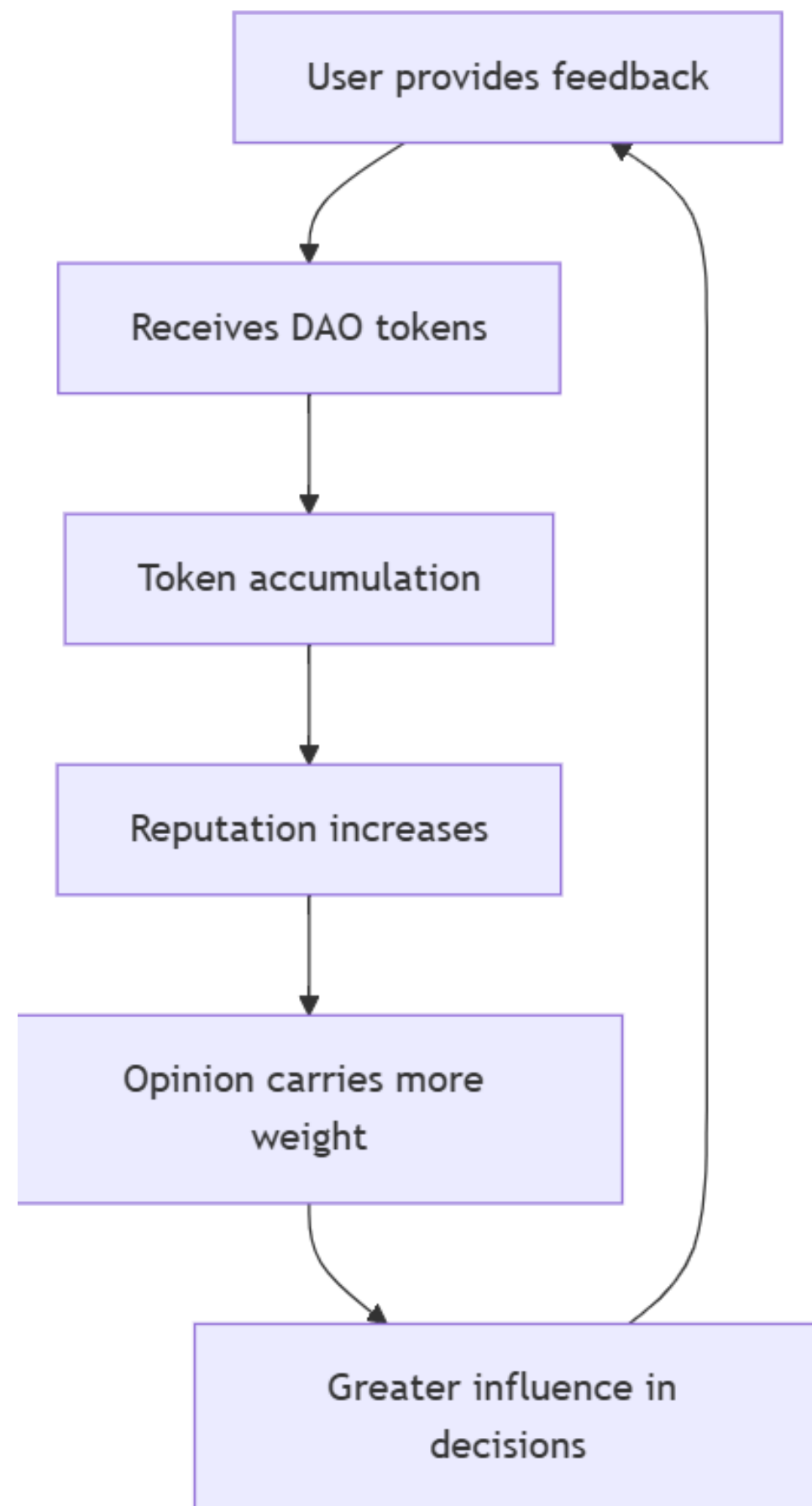
In the User Rewards system, each time a user provides valid customer feedback, **they receive a certain amount of DAO tokens**. **The more customer feedback users provide, the higher their reputation will be**, which increases the influence of their opinion within the platform, making **Vex more reliable, transparent, and valued**.

Costs

Categories	50 Companies	500 Companies	1000 Companies
Engineering Team	$3,000.00	$10,000.00	$14,000.00
Business Team	$2,000.00	$7,000.00	$10,000.00
Marketing	$1,000.00	$6,000.00	$9,000.00
Infrastructure (ICP + Hosting + Monitoring)	$100	$665	$1,270.00
Total	$6,100	$23.665,00	$34.270,00
Total / Company	$122	$47.33	$34.27

Market

US$2.53 billion

in market capitalization for Internet Computer, with a current price of US$4.71 (ICP/USD)

44% of consumers

stopped buying from a company due to lack of trust — our solution tackles exactly that

Product-Market Fit

- Launch with company registration, verified customer feedback, and reputation display; user retention after 30 days above 60%

PMF

- MVP launch with registration features, verified customer feedback, and reputation visualization;
- Initial user growth and engagement above 60%.

MVP

- Functional prototype of the company customer feedback and evaluation platform;
- Up to 50 users try it out and 70% report greater confidence when using it.

Prototype

- Test idea of reconnecting consumers with trusted companies;
- Initial customer feedback shows that trust is the main driver of purchase.

Proof of Context

Projection

only Standard plans

1,000 users Free

Conversion rate 5%

50 converted

Churn 50%

25 paying customers

Annual LTV

$108.900

- CAC and operating cost ($73.200)

25 paying customers with 1-year LTV - costs = revenue of $35.700
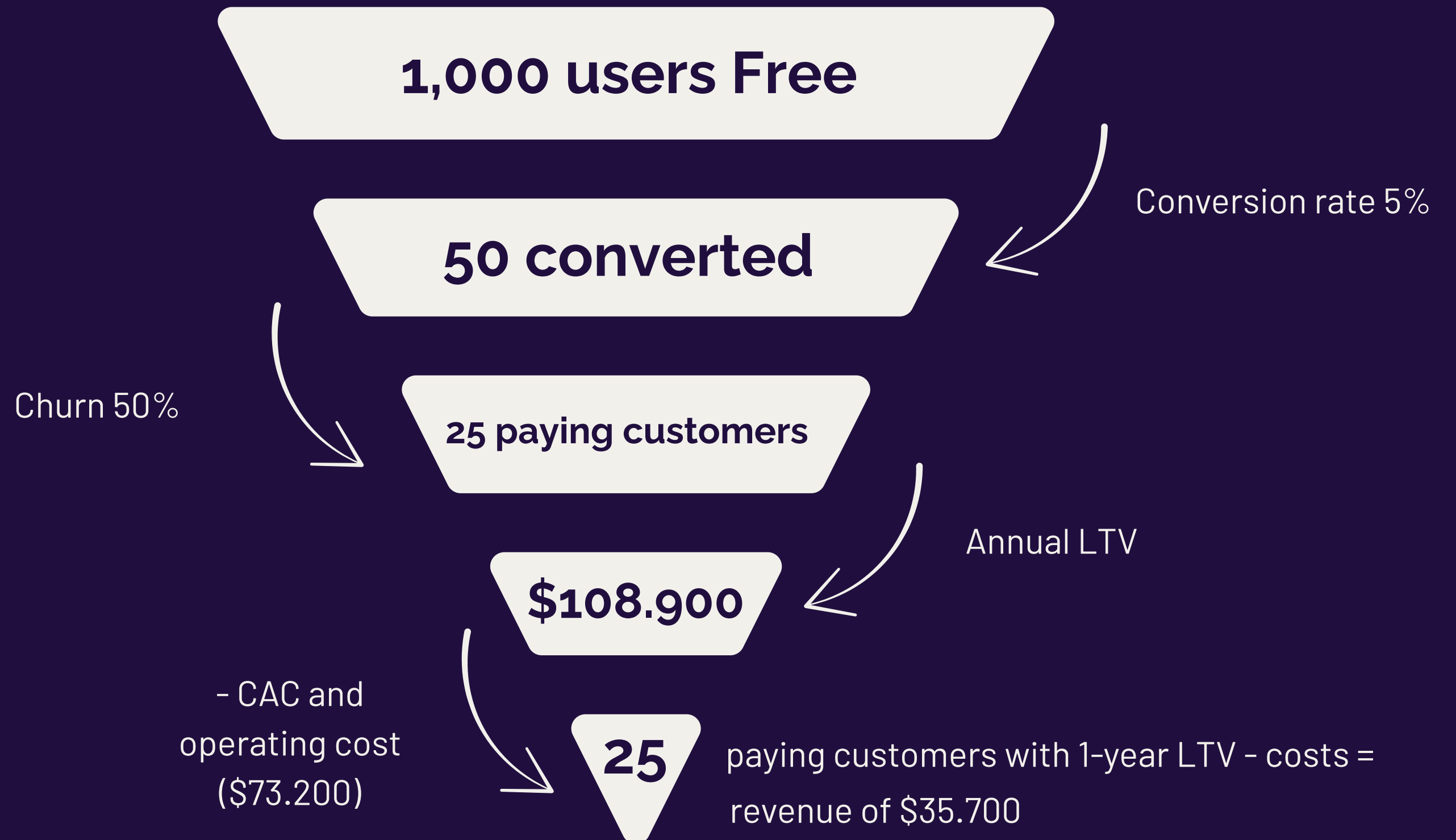
Ideal Customer Profile

Companies

Startups and digital SMEs that are growing and facing difficulties in structuring the collection, analysis, and monitoring of customer feedback to increase trust and retention in the market.

Feedback Holders

Digital professionals and consumers, aged 18 to 40, frequent users of online services (fintechs, e-commerce, mobility, games), familiar with decentralized internet

Beta tester Company

- Currently uses our competitor;
- We can map the main pain points faced;
- Legitimate reviews are deleted without explanation;
- They pay more for a service that does not deliver what is expected.

|	**Vex**	**Trustpilot**	**ReclameAQUI**	**feefo**
Trust Model	Decentralized (Web3, immutable data on blockchain)	Centralized (reviews hosted by the platform)	Centralized, focused on reputation in Brazil	Centralized, curated verified reviews
Transparency	High – data cannot be manipulated	Moderate – there have been complaints about paid moderation	Moderate – focus on company exhibition	High – only real customers can review
User Rewards	**Yes (tokens and gamification)**	**No**	**No**	**No**
Scope of Operations	Global, digital-native	Global (Strong in US/Europe)	Brazil (strong in B2C consumers)	UK/US, focus on e-commerce
Business Integration	APIs + web3 dashboards + customer feedback tracking	APIs, plugins for e-commerce	Limited APIs, focus on public showcase	APIs and strong e-commerce integration
Average Cost	~$363/month (scalable SaaS)	200–600 USD/month (depending on plan)	Free for users, paid model for premium companies	200–800 USD/mês
Competitive Advantage	Transparency via blockchain, rewarded engagement, focus on digital trust	Established global brand	Strong awareness in Brazil, local benchmark	Curation of 100% verified reviews
Main Audience	Digital SMEs and scale-ups, web3 users	Large global companies, e-commerce businesses	Brazilian consumers and local companies	Medium and large e-commerce businesses

Differentials
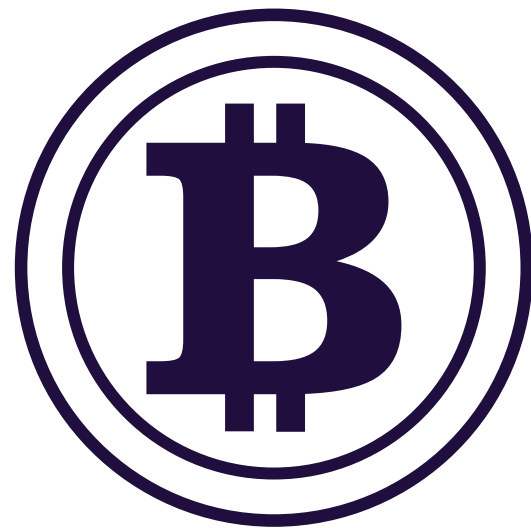
Users are **rewarded for each customer feedback** provided
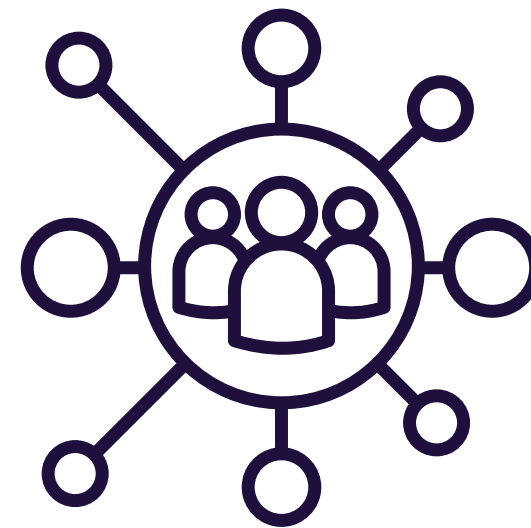
Community itself **validates and guarantees trust**

Simple, **fast transactions at a lower cost** than competitors

MVP Features

01

API

- WEB2
- CANISTE-TO-CANISTER

02

ICP

- HTTP-OUTCALLS
- OTHER PROTOCOLS CONNECTION AS DAPPS RUNNING ON ICP AND OTHERS BLOCKCHAIN VIA CHAIN-FUSION
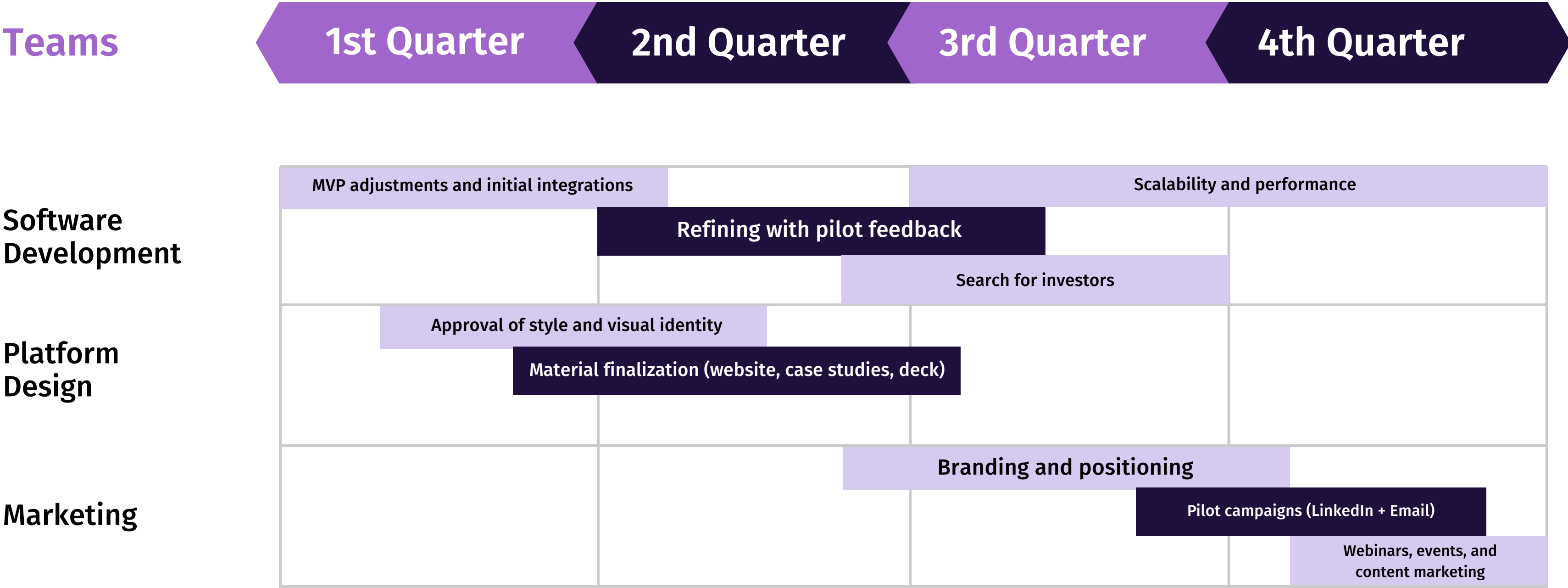
03

WEB

- PLUG WALLET INTEGRATION
- OPEN-CHAT INTEGRATION
- DECENTRALIZED VOTING
- DAO TOKENOMICS

04

Data analytics

- REAL DATA (ON-CHAIN)
- AI
- DASHBOARD
- PREDICTIONS
- BOTS

Roadmap

Teams	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter

Software Development

MVP adjustments and initial integrations

Scalability and performance

Refining with pilot feedback

Search for investors

Platform Design

Approval of style and visual identity

Material finalization (website, case studies, deck)

Marketing

Branding and positioning

Pilot campaigns (LinkedIn + Email)

Webinars, events, and content marketing

Potential Partners

Team

Rafael Coutinho (Founder & Engineer)

CEO and Founder with acceleration by CAIXA Brasil, SEBRAE, FIEP, and IEL, and Software Engineer specialized in scalable and high-performance systems. Former Tech Lead at Panorama Block and DevOps Engineer at BTG, with experience architecting multi-canister blockchain platforms, quant trading engines, and high-throughput backend services in Rust. Currently a Software Engineering student at Inteli, where I served as Vice President of the Blockchain Club and authored The Pillars of Programming.

Davi Arantes (Engineer)

Web3 / systems-oriented software engineer with deep expertise in Rust and blockchain technologies. He's the author of The Pillars of Programming and contributor to several projects such as Trustless-Cards (a web3 card system powered by Cartesi Rollups), an OLTP database work-in-progress ("Limbo"), a fast GUI text editor, and other tools and utilities. Based in São Paulo, he combines architectural thinking and low-level programming skills to build efficient, trustless, high-performance systems.

Anna Aragão (Business)

Startup Mentor in Ideation and Validation by ABStartups Brazil, TOP 50 Global Student Prize "Student Nobel Prize," Fellow ProLíder 2022, and 1st Place COMEX Challenge by the Brazilian Ministry of Economy. Graduated from the McKinsey Forward Program 2025 and Software Engineering student at Inteli. Currently works with Business Strategy in HR, Expenses, and Benefits Management.

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