

WHITE PAPER



TOKEN
by **NEXT BASKET**

I. INTRODUCTION

1. Project Summary

NEXT BASKET is an innovative artificial intelligence-based SaaS software platform designed to create and manage its customers' online stores

The company is issuing its own utility token, called NEBA, which will be the foundation of its strategy to build the decentralization of the NEXT BASKET platform in the WEB3 universe

Currently, NEXT BASKET successfully sells its services in 8 countries on 6 continents

The NEBA Token is issued in 1 billion coins, starting at **\$0.04** for private sales, going through 9 pre-sale rounds with an average price of **\$0.09**, and reaching a public offering at **\$0.20** (*the token price may change depending on market requirements*)

The NEBA Token team has built its trading and marketing strategy so that the token's price grows steadily over the long term.

The steady growth is driven by the following factors

- A majority of the funds raised from the sale of the NEBA Token have been set aside to provide liquidity (\$10 million for the market maker and an additional \$4 million for the reserve)
- The token has a significant utility in the NEXT BASKET ecosystem, leading to continuous demand from crypto exchanges by traders and online store owners
- All tokens are issued with a long cliff period and on vesting
- The marketing strategy has been developed over 3 years, with \$8 million set aside for advertising to help maintain a high token price
- Token redemption is guaranteed (\$3 million)
- Much of the token distribution is driven by the DAO community

The funds raised from the public offering of the NEBA Token will be used to create the world's first decentralized online stores and Marketplace & Dropshipping platforms



2. Vision for Decentralised Trade

We believe the future of e-commerce is decentralized, transparent, and secure NEXT BASKET was created with this vision in mind, integrating blockchain technology and WEB3 principles to provide merchants, online store owners, and consumers with numerous benefits

Key advantages of decentralized online stores include

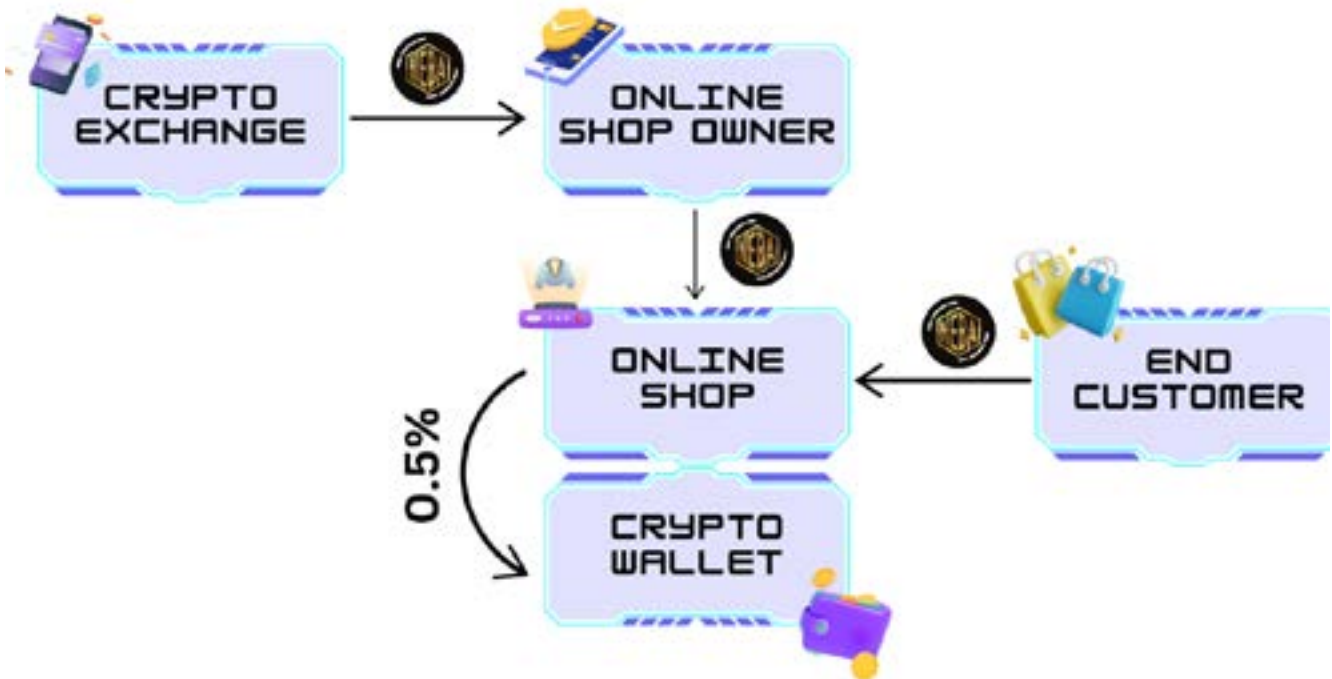
- More revenue, meaning higher profit
- Greater security: blockchain ensures data and transaction security, making them more resistant to hacks
- Transparency: all WEB3 transactions are publicly available and traceable, ensuring accountability
- Control: WEB3 gives users control over their personal data and allows them to participate in managing the platform

3. NEBA Token Utility: Driving the Ecosystem with a Loyalty Programme

NEXT BASKET is a platform that builds online stores

It offers an innovative loyalty program based on the NEBA Token:

- This token incentivizes both end customers and online store owners
- Customers receive bonus points in NEBA Tokens for each purchase, and store owners are incentivized to buy NEBA to fund these bonuses



- This ecosystem, powered by the NEBA Token, promises long-term growth and rewards for all participants
- NEXT BASKET launches an innovative loyalty programme for online stores based on the NEBA Token
- End customers of online stores built on the NEXT BASKET platform will receive bonus points in NEBA

How the loyalty programme works

- End customers receive a crypto wallet in the online shop where they make purchases
 - With each purchase, customers receive bonus NEBA Tokens equal to 0.5% of the order value
 - Earned tokens are automatically added to the customer's crypto wallet
 - E-commerce store owners start buying NEBA Tokens to fund these bonuses
 - NEXT BASKET incentivizes owners by offering free use of the NEXT BASKET platform
- This cycle of token purchasing and scarcity supports the growth of the NEXT BASKET ecosystem and increases the long-term value of NEBA

4. Market Opportunity for NEXT BASKET

The world of online commerce is changing rapidly. Technology is evolving, consumer expectations are rising, and competition is fierce

In this dynamic environment, NEXT BASKET stands out as an innovative platform that uses artificial intelligence and, in the future, blockchain technology to offer merchants next-generation solutions for building and managing online stores

NEXT BASKET is a complete ecosystem that provides merchants with all the tools they need to run their businesses: from online store creation to order processing, inventory management, marketing, and data analytics

NEXT BASKET works with 9 different business models, 4 of which are unique on a global scale

NEXT BASKET is far more than a simple e-commerce tool. It's a complete ecosystem that provides merchants with everything needed to run their businesses—from setting up an online store to order processing, inventory management, marketing, and data analytics

5. E-Commerce Challenges

● Centralisation and Security Risks

- Traditional e-commerce platforms rely on centralized infrastructures, creating single points of failure that are highly vulnerable to hacks
- Data breaches or system outages can harm merchant operations and compromise customer information, undermining trust and profitability

● Outdated Technology and Limited Innovation

- Many existing solutions do not integrate emerging technologies like blockchain, AI, and VR/AR, limiting their ability to adapt to evolving consumer needs
- Without ongoing technological improvements, e-commerce platforms struggle to provide engaging user experiences and efficient business processes

● High Fees and Restricted Payment Options

- Conventional payment gateways often charge high transaction fees, reducing merchants' profit margins
- Limited payment methods can deter customers who want flexible or crypto-based payment options

- **Insufficient Global Logistics and Scalability**

- International scaling is hampered by fragmented logistics networks and high shipping costs, especially for SMEs
- Delays, lost shipments, and lack of real-time tracking diminish consumer confidence and stifle revenue growth

- **Limited Transparency and Consumer Trust**

- Customers increasingly demand insights into product origins, ethical manufacturing, and environmental impact
- Merchants often lack the systems to verify supply chain data, making it hard to meet modern transparency standards

6. NEXT BASKET's Integrated Solutions

- **Decentralised Infrastructure**

- NEXT BASKET uses blockchain to distribute data and transaction records across multiple nodes, removing single points of failure
- This decentralization reduces security risks and creates a trustless environment

- **Cutting-Edge Technology Stack**

- NEXT BASKET blends blockchain, AI, and AR/VR to deliver advanced analytics, personalized shopping experiences, and innovative product showcases
- Ongoing updates ensure the platform remains future-proof and aligned with market trends



- **Optimized Payments and Lower Fees**

- Through blockchain-enabled payments and partnerships, merchants can reduce transaction costs and increase margins
- Accepting major cryptocurrencies satisfies diverse payment preferences and extends global reach

- **Robust Global Logistics Network**

- NEXT BASKET partners with top logistics providers to offer cost-effective, reliable shipping across multiple continents
- Automated order fulfillment and real-time tracking improve efficiency and allow SMEs to scale confidently

- **Transparent Supply Chain Management**

- Blockchain-based tracking logs each step of the supply chain, from raw materials to final delivery
- Transparency fosters consumer trust, enforces ethical standards, and helps merchants stand out
NEXT BASKET provides retailers with a global network of warehouses and logistics services, helping them expand and reach new markets

II. WHY INVEST IN A NEBA TOKEN

1. Advantages for the Investor

NEXT BASKET is a leader in e-commerce innovation, offering a decentralized platform that combines blockchain and artificial intelligence
Early investors can potentially benefit from the project's growth
Holders of NEBA Tokens gain several benefits

- Secure profit from potential increases in the token's exchange price
The NEBA Token price, projected around \$3.40 in its first trading year, represents a more than 17x increase
- Guaranteed redemption of some NEXT BASKET tokens
This can lead to price increases for the NEBA Token
- Ongoing development of the company as a global leader providing online stores, logistics fulfillment centers, and professional marketing services



As the company's value grows, so does the potential value of its cryptocurrency

- Transparency through blockchain and decentralized governance (DAO)
Blockchain ensures transaction transparency, while DAO lets investors help shape decisions
- Security through smart contracts and WEB3 integration
Smart contracts offer secure transactions, and WEB3 integration adds protection against hacking. The entire NEBA Token project (beyond the smart contract) has undergone two security audits and holds two certifications from reputable auditors

2. Unique Advantages and Innovations in NEXT BASKET

NEXT BASKET provides various market advantages, making it an appealing solution for merchants aiming to grow in a fast-paced environment

● NEXT BASKET Benefits and Innovations

- Decentralised architecture: built on blockchain technology for security, transparency, and data control
- Integrated ERP system: comprehensive merchant management from a single dashboard
- Global logistics network: acquiring fulfillment centers worldwide to offer efficient, affordable logistics services
- High performance: the platform is optimized for rapid loading and top-notch user experience

● AI Development in Online Stores

- Personalization: AI tailors user experiences and recommends relevant products



- Automation: AI handles tasks like order processing, event management, and marketing
- Optimization: AI assists in pricing, product selection, and merchant marketing strategies
- **Unique Business Models**
 - GLOBAL: merchants can expand worldwide via a network of online stores, centralized management, and auto-translation
 - Payment integration with local systems for each region
- **Fast Start-Up and Migration**
 - Online store in 72 hours: merchants simply provide images and descriptions while NEXT BASKET handles the rest
 - Free migration: move existing stores at no cost without losing SEO positions
- **Personal Consultant**
 - Direct helpline: every merchant has a personal consultant and direct access to professional e-commerce and digital marketing support
With these unique offerings, NEXT BASKET is poised to become a top Web3 e-commerce platform

3. AI Development on the NEXT BASKET Platform and in Online Stores

NEXT BASKET is advancing AI features to transform the platform and offer merchants and customers a personalized experience

Main Areas of AI Development



- **Personalization:** AI algorithms examine user data to provide targeted product suggestions, offers, and content
 - **Automation:** AI automates platform processes, including
 - Boosting sales and cross-selling by recommending complementary products
 - Generating personalized content for each user
 - Managing marketing campaigns with AI insights
 - AI-based search engine for quick product discovery
 - **Optimization:** AI refines key operations in the platform and stores
 - Delivery tracking chatbot: real-time package status
 - Partner chatbot: answers merchant questions and helps manage online stores
 - Dynamic price setting to maximize revenue
 - AI-driven content creation for product pages
 - Visual search for finding products by image
- NEXT BASKET believes AI will be pivotal to its future and the success of its users

III. NEXT BASKET: REIMAGINING E-COMMERCE FOR THE WEB3 ERA A DEEP DIVE INTO THE FUTURE OF ONLINE SHOPPING

NEXT BASKET is evolving Powered by the NEBA Token, we're building a fully decentralized Web3 shopping platform that puts you in control

This isn't just an upgrade—it's a revolution in how we buy and sell online

Below are some of the ways NEXT BASKET is transforming e-commerce

1. Decentralized Online Stores in a Web3 Environment

- **What it is:** online stores built with blockchain technology for greater transparency and security
- **Why it matters**
 - Guaranteed transparency: blockchain ensures verifiable data and transactions
 - Personalization & AI: advanced algorithms suggest relevant products, allow avatar customization, and generate NFT-based items

2. The First Decentralized Marketplace and Dropshipping Platform

- **What it is:** a conventional online marketplace combined with a dropshipping model, powered by smart contracts and decentralized architecture
- **Why it matters**
 - Peer-to-peer security: automated payments via smart contracts
 - Streamlined dropshipping: blockchain-based order tracking, faster shipments, and global scalability

3. NFT-Based Goods and Digital Assets

- **What it is:** users can own unique digital items—art, virtual apparel, collectibles—verified on the blockchain
- **Why it matters**
 - Exclusive products: limited NFT releases
 - Built-in resale ecosystem: marketplace for trading NFTs, creating additional revenue streams

4. Integration with the Metaverse

- **What it is:** shop in immersive 3D experiences such as virtual stores, events, and fashion shows
- **Why it matters**
 - Virtual stores & events: interactive 3D showrooms for product exploration
 - AR/VR interactivity: “try on” clothes or visualize furniture at home through AR or VR

5. DeFi Integration



- **What it is:** decentralized finance tools built into the platform, offering alternative ways to pay, save, and earn
- **Why it matters**
 - Wider payment options: pay with various cryptocurrencies, use staking, or explore other DeFi services
 - Lower fees & broader markets: more accessible payments, fewer intermediaries

6. Enhanced Supply Chain

- **What it is:** each stage of order fulfillment is logged on the blockchain
- **Why it matters**
 - Product traceability & authenticity: track origins and confirm legitimacy
 - Smart contracts for optimization: automated logistics, payments, and deliveries



7. You Control Your Identity (Decentralized Identity)

- **What it is:** personal data remains in a secure digital wallet owned by the user
- **Why it matters**
 - Data ownership: safer than storing personal info on centralized platforms
 - Reduced large-scale data breaches

8. Smart Contracts Make Things Automatic (Smart Contracts & Tokenization)

- **What it is:** self-executing agreements on the blockchain
- **Why it matters**
 - Faster, cheaper payments: transactions without middlemen
 - Fractional ownership: own parts of high-value goods through tokenization

9. Pay with Crypto (Cryptocurrency Payments)

- **What it is:** NEXT BASKET accepts major cryptocurrencies like Bitcoin, Ethereum, and stablecoins, using Layer 2 solutions for speed
- **Why it matters**
 - Global accessibility: buy and sell from anywhere
 - Reduced transaction fees: boosting profits and affordability

10. Your Data is Safe and Always Available (Decentralized Storage)

- **What it is:** data is distributed across a network of computers instead of a single server
- **Why it matters**
 - Always online: no single point of failure
 - Harder to censor or remove content

11. Chat Securely (Decentralized Communication)

- **What it is:** encrypted, private messaging through protocols like XMTP or Waku
- **Why it matters**
 - Hacker-resistant: no central server to infiltrate
 - Private conversations: essential details remain confidential

12. Smart Prices with AI Help (Oracles with AI Price Analysis)

- **What it is:** oracles connect real-world data to the blockchain, while AI tracks live price data
- **Why it matters**
 - Sellers stay competitive: they can adjust prices based on market conditions
 - Buyers get fair deals: real-time price trends help avoid overpayment



13. Faster and Cheaper Transactions (Layer 2 Solutions)

- **What it is:** solutions like Polygon or Arbitrum process large numbers of transactions at low cost
- **Why it matters**
 - Scalability: handle high user traffic without slowdowns
 - Low fees: minimal transaction costs, even under heavy loads

14. You Have a Vote (Decentralized Governance - DAO)

- **What it is:** NEBA token holders vote on platform decisions
- **Why it matters**
 - Community-driven: the platform adapts to user priorities
 - Resilient: no single entity controls everything

15. Get Rewarded for Being Active (Social Tokens & Community)

- **What it is:** earn tokens for writing reviews, participating in discussions, and promoting brands
- **Why it matters**
 - Loyalty pays: active users gain rewards
 - Organic growth: an engaged community promotes the platform

16. Good for the Planet (Environmental Sustainability)

- **What it is:** NEXT BASKET uses energy-efficient blockchains and tracks environmental metrics
- **Why it matters**
 - Lower energy use: more sustainable than traditional e-commerce
 - Eco-conscious shopping: aligns with consumer demand for ethical practices



17. Easier for Sellers (Web3 Dropshipping Platform)

- **What it is:** connects merchants directly with suppliers, using tokenized warehouses for faster global shipping
- **Why it matters**
 - Cost savings: no need to keep inventory
 - Faster growth: SMEs can quickly expand worldwide



18. Own and Track Anything (Product & Asset Tokenization Module)

- **What it is:** convert real-world or digital assets into tokens for ownership validation and provenance
- **Why it matters**
 - Fractional ownership: buy a portion of high-value items
 - Authenticity guaranteed: manufacturers register products on-chain as NFTs

19. Super Secure and Private (Security & Zero-Knowledge Proof)

- **What it is:** advanced cryptography like Zero-Knowledge Proofs confirms data without exposing sensitive info
- **Why it matters**
 - Stronger privacy: personal details remain hidden even during verification
 - Fraud reduction: difficult to manipulate the system

20. Easy to Use (User Experience)

- **What it is:** user-friendly interfaces, clear instructions, and simple wallet integration
- **Why it matters**
 - No tech background needed: accessible to everyone
 - High retention: people return to a smooth, reliable platform

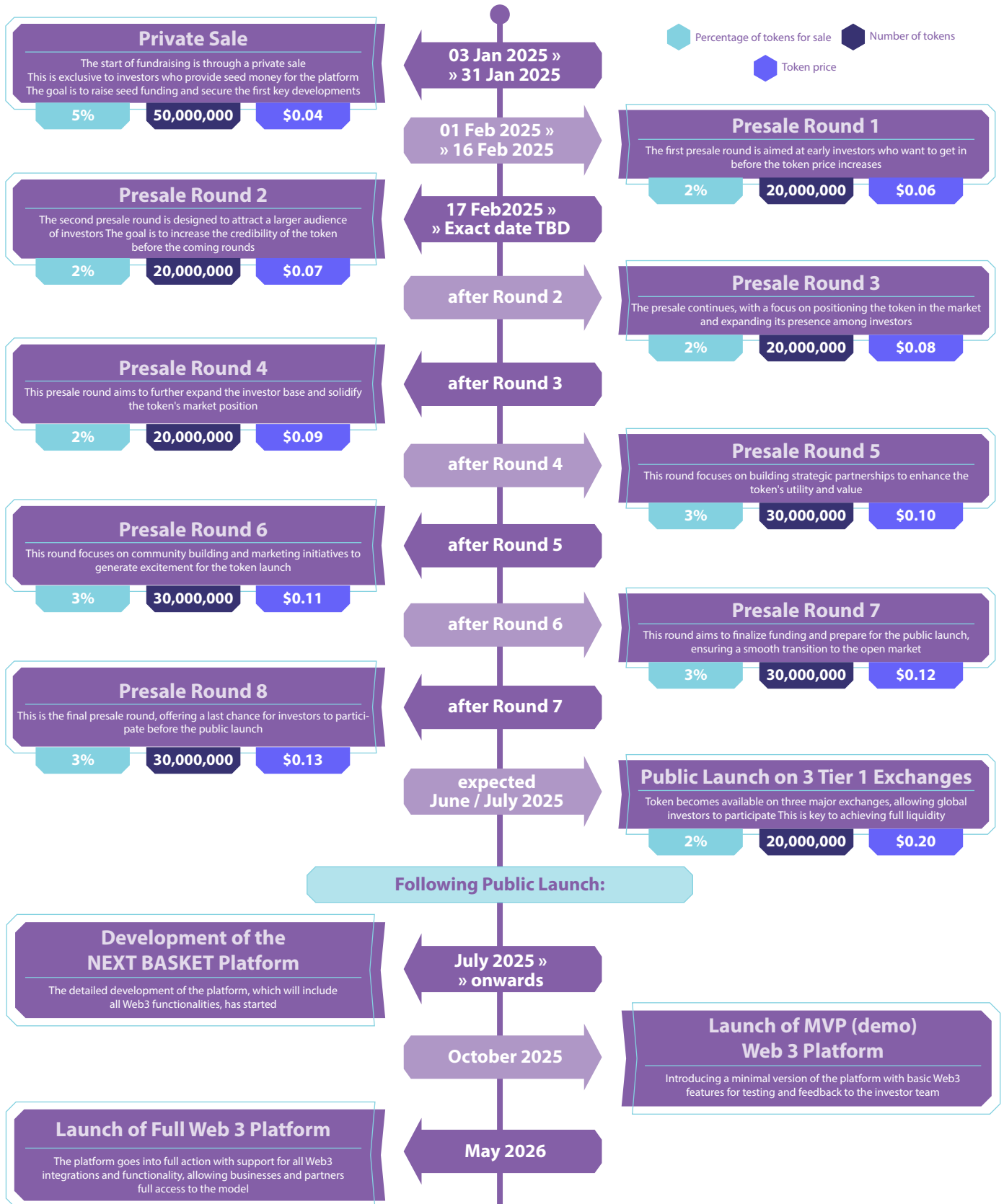
21. Customizable Features (Web3-Specific Modules)

- **What it is:** merchants can choose modules like token dashboards or dispute resolution
- **Why it matters**
 - Tailored solutions: pay for only the features you need
 - Easy expansion: add features without major overhauls



IV. ROADMAP

BELOW IS THE TGE NEXT BASKET TOKEN DISTRIBUTION TIMELINE



V. PUBLIC OFFERING AND LIQUIDITY

1. How the NEBA Token Will Be Offered

The NEBA Token will first be offered privately at \$0.04, followed by 9 rounds of pre-sales with an average price of \$0.09, concluding with a public listing on 3 of the leading tier-one crypto exchanges

2. Liquidity

Ensuring stable, high liquidity is crucial and is a cornerstone of NEBA Token's strategy

Key measures

- **Significant capital allocation:** \$10 million from the TGE is dedicated to a professional market maker to maintain steady buy/sell orders, plus \$4 million in reserve for market emergencies
- **Redemption program:** \$3 million in NEBA Token buybacks will be available to stabilize the price when needed
- **Functional role (Utility) within NEXT BASKET:** NEBA Token is essential for the NEXT BASKET ecosystem, driving continuous demand for loyalty, payment, and other services
- **Listings on top crypto exchanges:** after TGE, NEBA Token will be listed on major exchanges, boosting accessibility and trading volume
These steps support ongoing, robust liquidity, making NEBA an attractive asset for investors and a reliable payment solution within NEXT BASKET



VI. BENEFITS OF NEXT BASKET DECENTRALISATION

1. Benefits for NEXT BASKET from WEB3 Functionalities

- Improving security and trust
 - Decentralized Identifiers (DIDs) offer more secure authentication without centralized servers
 - Smart contracts guarantee transparent, immutable transactions
- Increasing efficiency and automation
 - Automated payments through smart contracts reduce delays and human error
 - Decentralised messaging for efficient microservice and user communication
- Expanding payment options
 - Accepting crypto opens new markets and appeals to customers who prefer digital assets
 - Stablecoins provide a less volatile alternative to fiat
- Creating new business models
 - Tokenomics allows user rewards, loyalty bonuses, and community governance
 - Asset tokenization expands funding and investment opportunities
- Improved scalability and performance
 - Layer 2 solutions (e.g., Polygon) cut fees and boost transaction speed
 - Decentralized databases improve data management and speed
- Transparency and traceability
 - Blockchain logs all transactions, easing audits and regulatory checks
 - Oracles (e.g., Chainlink) offer reliable external data
- Increased competitiveness
 - Innovative features attract more customers and partners
 - Staying ahead of WEB3 trends ensures long-term viability

- Reduced operating costs
 - Smart contracts automate tasks and reduce reliance on intermediaries
 - Decentralized infrastructure can lower hosting costs
- Greater control and privacy for users
 - Self-Sovereign Identity (SSI) means users keep control of their personal data
 - Encryption and decentralized storage guard against unauthorized access
- Global accessibility
 - Crypto payments remove currency exchange barriers
 - Decentralization allows participation from underbanked regions
- Sustainability and reliability
 - Distributed networks reduce downtime and single points of failure
 - Enhanced resilience against attacks and technical issues
- Opportunities for innovation and development
 - Open architecture supports easy integration of new technologies
 - Governance tokens foster a collaborative and user-driven approach



2. Benefits for Merchants Using NEXT BASKET's WEB3 Stores

- Increased security and trust
 - Decentralized identity documents (DID) for secure authentication
 - Smart contracts ensure fair, unchangeable terms
- Advanced payment options
 - Crypto acceptance draws new customer segments
 - Fast, low-fee transactions via Layer 2 solutions
- Automation and efficiency
 - Automated payments, commissions, and loyalty through smart contracts
 - Token management for rewarding customers
- Improved data management
 - Decentralized storage keeps product and document info secure yet accessible
 - More control over data handling
- Transparency and traceability
 - Blockchain logs each transaction and delivery
 - Easier auditing of finances
- Access to new markets and customers
 - Global crypto payments remove geography-related hurdles
 - Partnerships with other WEB3 communities
- Increased competitiveness
 - Cutting-edge features appeal to customers looking for advanced solutions
 - Personalized consumer experiences via AI and tokens
- Reduced costs and improved profitability
 - Lower transaction fees
 - Automated supply chain steps save time and resources

- System security and resilience
 - Decentralized networks lower the risk of wide-scale outages
 - Encrypted data protection for sensitive information

- Access to decentralized financial services (DeFi)
 - Merchants can tap into loans, investments, and other services without intermediaries
 - Additional income through staking or liquidity provision

- Better communication and engagement
 - Decentralized messaging for direct customer interactions
 - dApps for more engaging user experiences



3. Benefits for End Customers (Primarily Individuals)

- Enhanced security and privacy
 - Self-Sovereign Identity (SSI) for full control over personal data
 - Decentralized authentication reduces hacking risks

- Advanced payment options
 - Crypto payments for broader flexibility
 - Potentially lower fees and better deals
- Faster and more efficient transactions
 - Near-instant blockchain payments
 - No middlemen streamlines checkout

- Transparency and trust
 - Immutable records verify purchases
 - Track product origins for authenticity

- Rewards and incentives
 - Earn tokens by shopping, referring, or engaging
 - Loyalty programs with tangible benefits

- Improved user experience
 - Personalized offers without violating privacy
 - Interactive dApps for an enriched shopping journey

- Global access
 - Shop anywhere with crypto, bypassing currency conversions
 - Helpful for unbanked communities

- Improved service
 - Decentralized messaging for direct support
 - Smart contracts automate returns and refunds



- Ownership and control
 - NFTs or digital assets tied to purchases
 - Easy resale with on-chain authenticity
- Fraud protection
 - Fewer chargebacks and improved merchant policies
 - Verified reviews and ratings ensure authenticity
- Participation in governance
 - DAO-based decision-making for users who hold tokens
 - Influence platform policies and new feature rollouts

VII. FINANCIAL PART

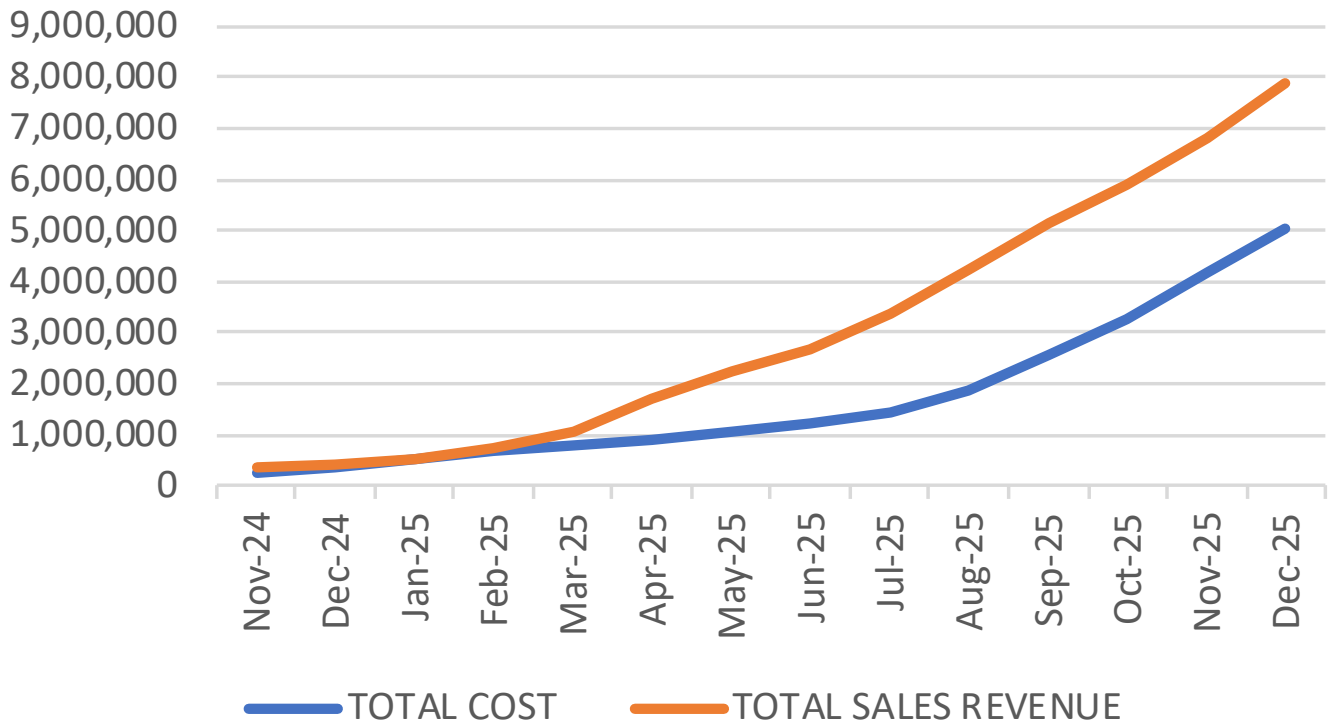
1. Business Plan



The attached graphs form part of NEXT BASKET's business plan, illustrating how NEBA Token TGE funds drive NEXT BASKET's development

[SEE THE BUSINESS PLAN HERE](#)

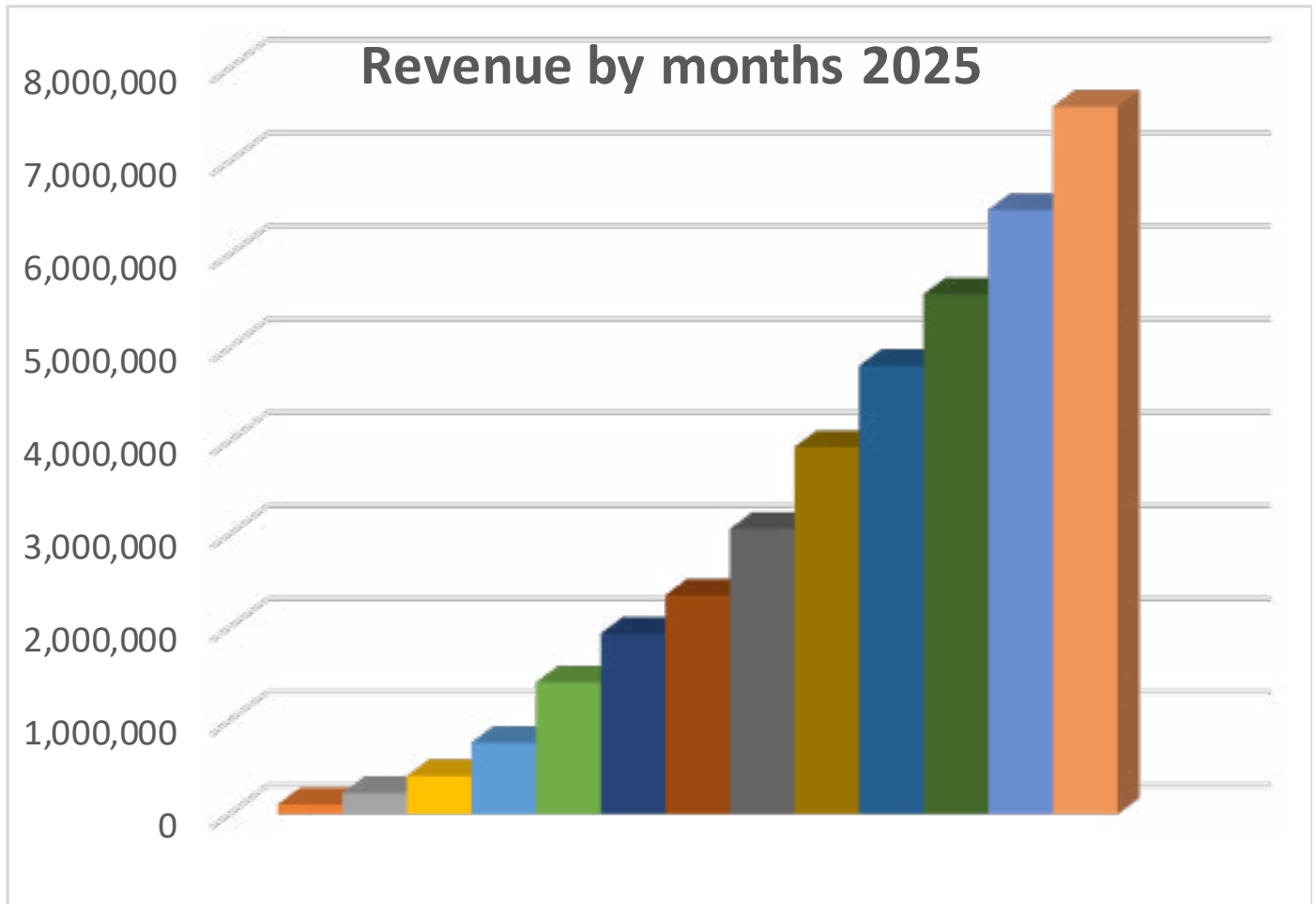
REVENUE & COSTS Forecast 2024 & 2025



1.1 NEXT BASKET: Revenue and Expenditure Forecast

Description: This chart shows NEBA’s revenue and expenditure forecast for the period December 2024 to December 2025.

Trend: Both revenues and expenditures increase over time, but revenues grow at a faster rate. At the beginning of the period, revenues and expenditures are relatively low (€795,620 in revenue and €630,239 in expenditure for 2024). By the end of the period, revenues exceed expenditures by €18.78 million, indicating a positive financial outlook for the project.

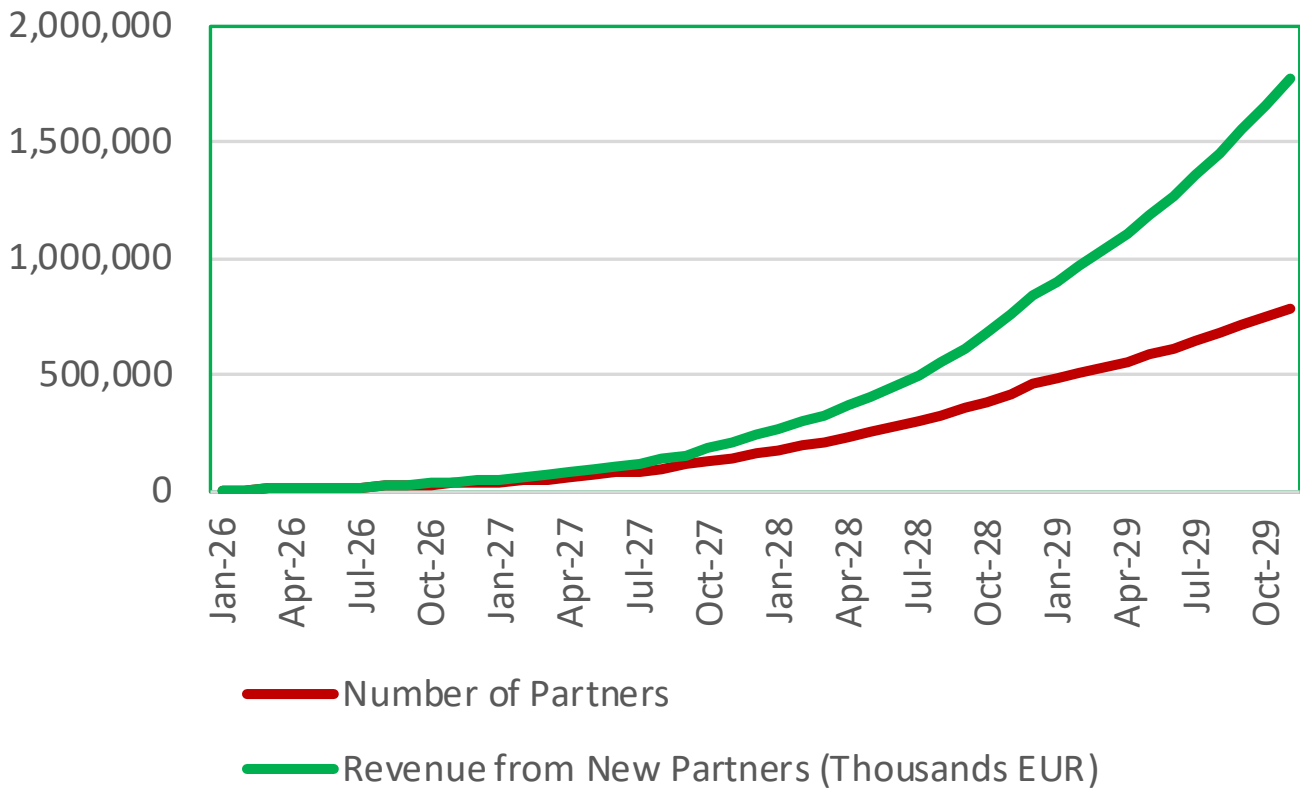


1.2 NEXT BASKET: Revenues

Description: Revenue from sales.

Trend: Steady revenue growth is observed throughout the year, with a compound annual growth rate (CAGR) of 40%. Revenues are lowest in the first month of 2025. Each subsequent month sees increased revenue, with the highest amount forecasted for December 2025 (€42.3 million).

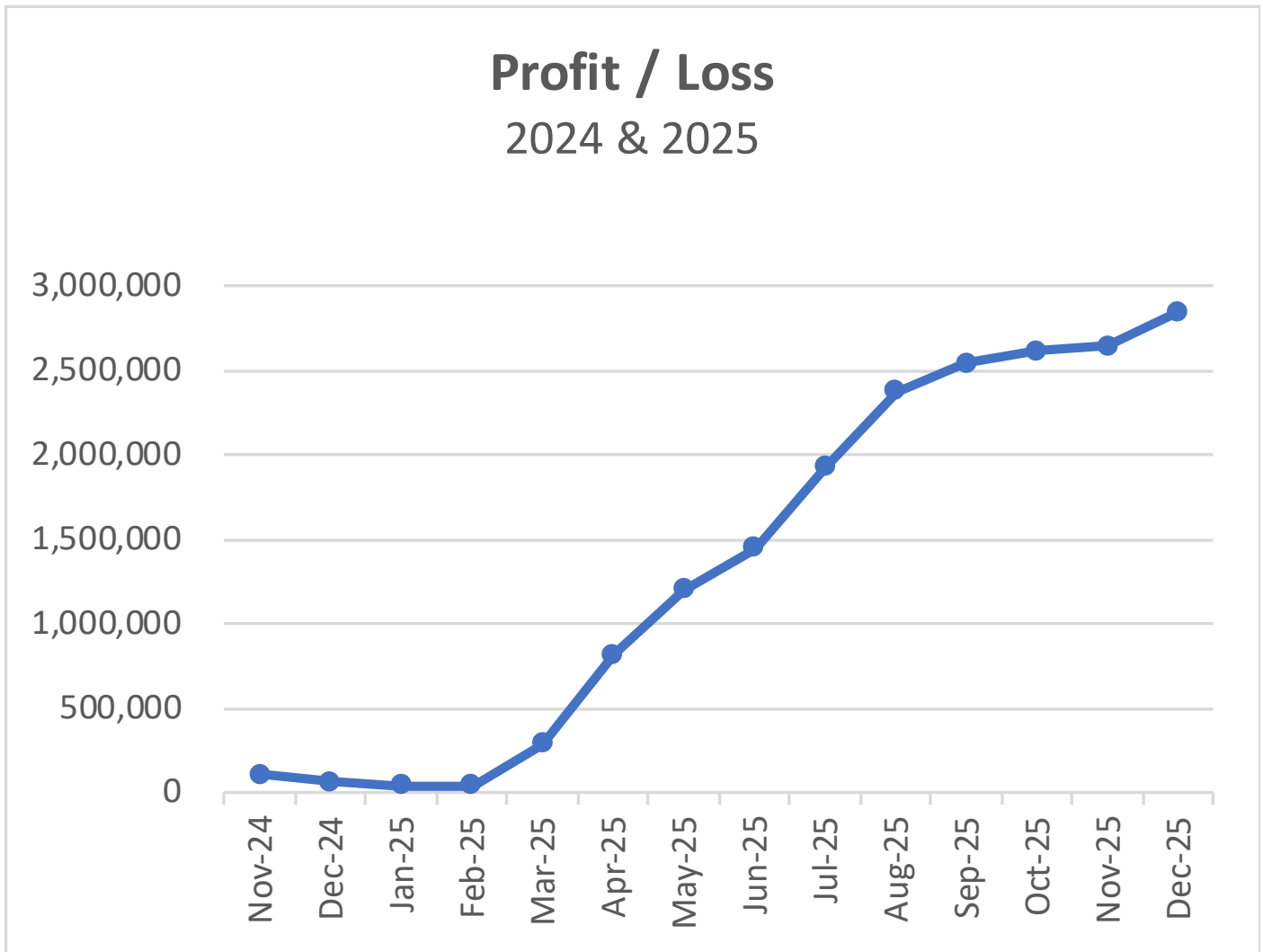
Partners and revenue growth forecast 2026 - 2029



1.3. NEXT BASKET: Partners and Revenue Growth Forecast 2026-2029

Description: This chart displays the forecasted number of partners and new partner revenue for the period 2026-2029.

Trend: Exponential growth is observed in both the number of partners and their revenue. At the start of the period, the number of partners and their revenue are relatively low (approximately 600,000 partners). By November 2029, the number of new partners reaches 787,217, generating €1.776 billion in revenue for the month, with an average revenue per new customer of €2,256.

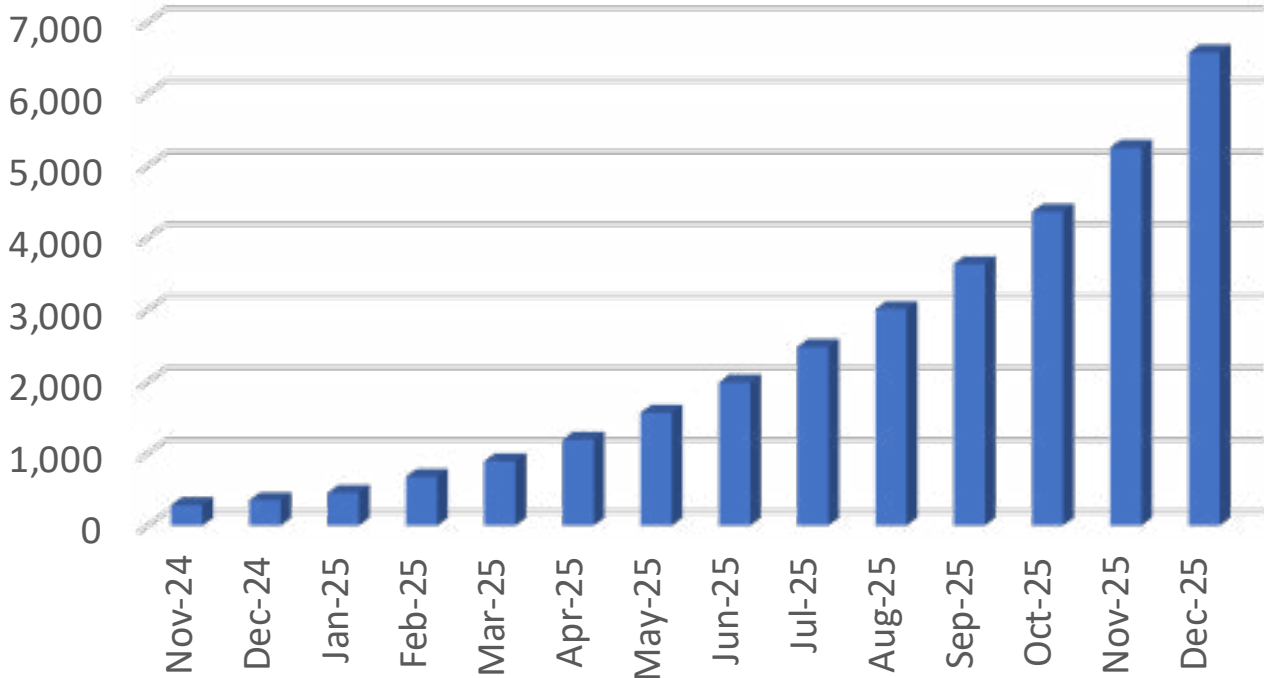


1.4 NEXT BASKET: Profit/Loss

Description: This chart illustrates NEBA's profit and loss for the period December 2024 to November 2025.

Trend: At the beginning of the period, NEBA is near the breakeven point, but profits increase steadily over time. The lowest result is recorded in December 2024, with a profit of €165,381. Profits grow consistently each month, reaching significant values by the end of the period.

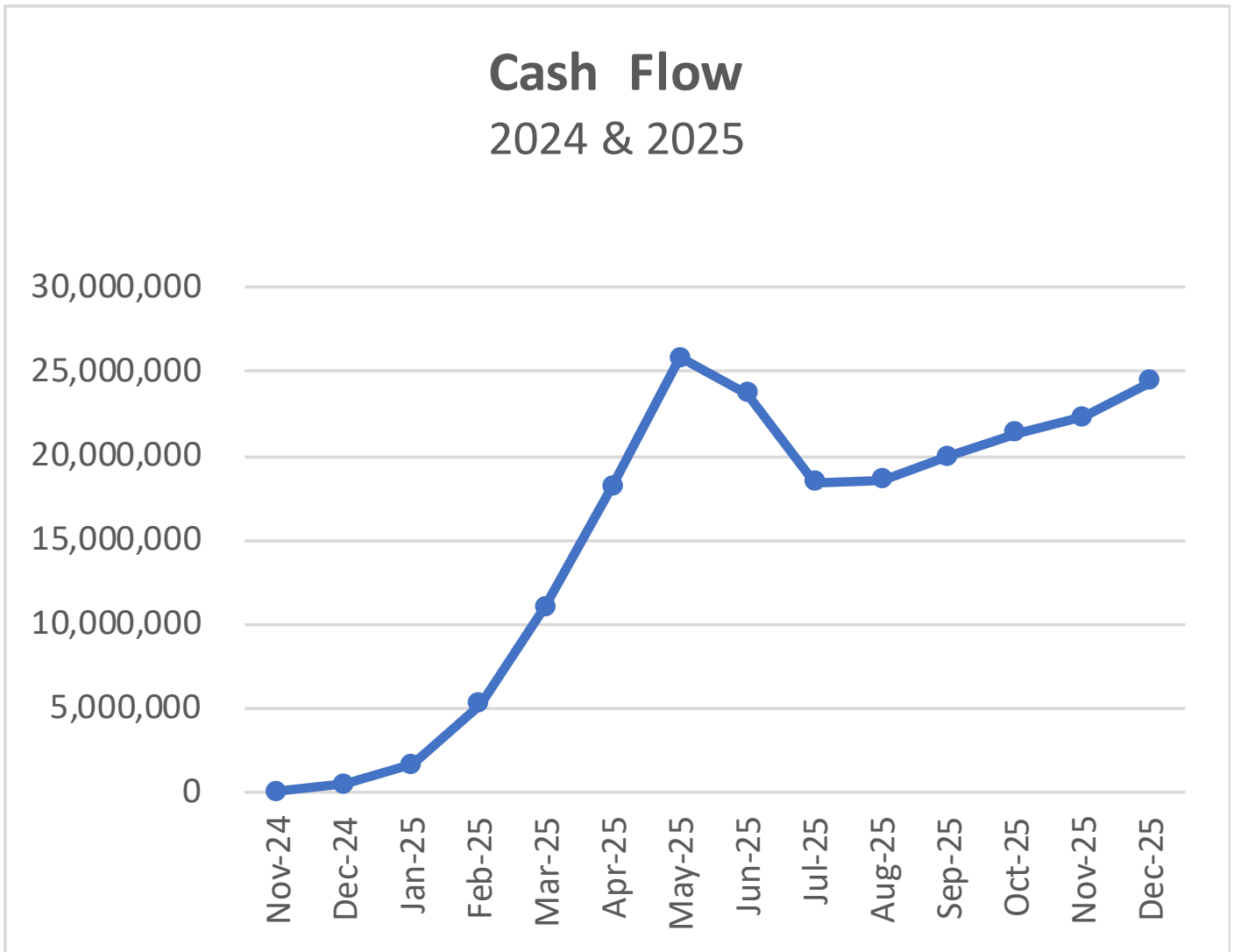
Partners (e-store owners)



1.5 NEXT BASKET: Partners (Merchants - Online Shop Owners)

Description: Number of partners - owners of online stores created by the company.

Trend: The number of partners shows significant growth, increasing from 281 in November 2024 to over 6,567 in December 2025. This exponential growth demonstrates increasing confidence in the project and an expanding ecosystem.



1.6 NEXT BASKET: Cash Flow

Description: The cash flow graph demonstrates a positive trend with periods of fluctuation.

Trend: Significant cash flow growth occurs between January 2025 and May 2025, reaching €26 million. Despite fluctuations, steady growth is projected for the future, with forecasts estimating €5 billion by 2031.

Below are the key charts presented in this section of the White Paper, along with historical data and growth projections

Revenue and expenditure forecast

Description: forecasts NEBA's revenue and expenses from December 2024 through December 2025

Trend: both revenue and expenses rise over time, but revenue accelerates more quickly

Details

- a. Lower revenue and expenses at the start of the period
- b. By the end, revenue significantly exceeds expenses, indicating good financial health

Revenues

Description: shows NEBA's revenues across 12 consecutive months

Trend: steady revenue growth throughout the year

Details

- a. Lowest revenue in the first month
- b. Highest revenue at the period's end

Partners and revenue growth forecast 2026-2029

Description: projects both the number of partners and revenue for 2026-2029

Trend: exponential growth in both partner numbers and revenue

Details

- a. Low starting figures
- b. Significant climb by the final year

Description: NEBA's profit/loss from December 2024 to November 2025

Trend: initial losses transitioning to steady profit growth

Details

- a. Largest loss in the first month
- b. Losses shrink monthly until profitability
- c. Profit expands through the period's end

Partners

Description: reflects steady partner growth

Trend: from 1 partner in the first year to over 7,000 by the 13th, underscoring expanding ecosystem trust

Cash flow

Description: overall positive cash flow with some fluctuations

Trend: notable surge between 2026 and 2027, a slight dip in 2028, then continued growth, potentially reaching \$5 billion by 2031

Total sales revenue

Description: shows NEBA's total sales revenue

Trend: from \$1 million in 2023 to over \$6 million in 2029, potentially surpassing \$7 million by 2031

Revenue growth

Description: compares NEBA's growth rate with Shopify's

Trend: NEBA is projected to surpass Shopify's growth—over 80% in 2024 and 2025 vs. Shopify's 55% and 70%

This demonstrates NEBA's potential to become a market leader

IMPORTANT NOTES

Charts combine historical data and forecasts

Projections reflect current market analysis but are not guaranteed

NEBA is dynamic and may deviate from forecasts

Collectively, the charts indicate a promising financial outlook, strong ecosystem expansion, and the potential for significant success

2. Market Analysis of SaaS Platforms for Online Stores and NEXT BASKET's Position

The market for SaaS platforms in online retail is competitive and fast-moving, with options ranging from basic to highly sophisticated

● Key Players

Shopify, Wix, Squarespace, WooCommerce, and BigCommerce lead the pack by offering user-friendly tools, third-party integrations, and a variety of pricing tiers

● Trends

- Mobility: increased mobile shopping leads platforms to prioritize mobile responsiveness
- AI: personalization, marketing optimization, and automated services are shaping modern e-commerce
- WEB3: blockchain adds security, transparency, and access to new markets

● NEXT BASKET's Differentiation

- Advanced WEB3 features: blockchain, smart contracts, and decentralized identifiers for higher security and transparency
- Focus on medium and large merchants: scalable, expert-driven solutions
- Exclusive business lines: GLOBAL, Business Without Employees, NB PRO—covering specialized niches

● Analysis of NEXT BASKET's Unique Divisions

○ GLOBAL

- Target: foreign brands entering new markets
- Provides: an online store, fulfillment, logistics
- Advantages: market expansion, supply chain efficiency, stronger competitiveness

● Disadvantages: reliance on third parties, complex regulations, partial operational control

○ Business Without Employees

- Target: new entrepreneurs seeking an easy start without day-to-day operations
- Provides: online store, fulfillment warehouse, marketing, sales assistance
- Advantages: quick setup, minimal investment, focus on product

- Disadvantages: higher costs, limited independence, reliance on NEXT BASKET

○ **NB PRO**

- Target: large online stores requiring robust, scalable platforms
- Provides: advanced functionalities, ERP integration, dedicated support
- Advantages: boundless growth, excellent performance, custom user experience, optimized business processes
- Disadvantages: higher costs, more technical complexity, dependence on NEXT BASKET

3. Target Markets and Consumers

NEXT BASKET targets the global marketplace, beginning with English-speaking countries

● **Reasons**

- Large e-commerce share
- Team proficiency in English
- Lower translation costs

● **Target Users**

- New merchants: beginner-friendly tools and competitive pricing
- Marketplace sellers: integration with leading marketplaces
- Merchants migrating: improved terms and seamless store transfers
- Foreign brands: integrated global presence and logistics
- Large online stores: high-performance, scalable platform

● **Additional Targets**

- Physical retail: bridging online and offline
 - Dropshippers: easy setup and robust integrations
- NEXT BASKET's diverse offerings cater to a global audience, focusing on innovation and customer-centric solutions

4. NEXT BASKET's Growth Potential

NEXT BASKET's outlook is strong due to various strategic advantages

● Innovative Product

- Unique WEB3 elements beyond traditional offerings
- Scalable and user-friendly approach
- Active R&D to adapt to market needs

● Strong Team

- Experienced, cross-functional professionals
- Emphasis on innovation and problem-solving
- Committed to delivering excellence

● Market Expansion

- E-commerce is on a growth trajectory
- NEXT BASKET operates in a high-potential sector
- Global focus grants access to millions of potential users



● Strategic Partnerships

- Alliances with industry leaders to enrich the NEXT BASKET ecosystem
- Fulfillment, marketplaces, and payment partnerships enhance competitiveness
- Ongoing search for new synergies

● Financial Stability

- Multiple revenue streams (subscriptions, transaction fees, partnerships)
- Effective financial strategies for sustainable growth

5. Market Trends in E-commerce

● Mobility

- A growing share of purchases via smartphones
- Need for mobile-first site design and quick load times
- Apps offer personalized, convenient shopping experiences

● Artificial Intelligence (AI)

- Personalization, chatbot support, predictive analytics
- Automated marketing, product recommendations



● WEB3

- Better security, transparency, and global access
- Blockchain-based verification and NFT-driven digital products

● Omnichannel

- Unified experiences across physical stores, online shops, social channels, and marketplaces

● Sustainability

- Growing consumer preference for eco-friendly products and practices
- Retailers focusing on carbon footprint reduction and green logistics

● Customization

- Data-driven personalization to match user preferences
- Dynamic content and AI-based segmentation

VIII. MARKETING OF TGE NEBA TOKEN

[SEE THE FULL MARKETING STRATEGY](#)

1. Introduction

This strategy outlines how to launch the NEBA Token TGE successfully by creating community engagement, generating buzz, and drawing investors

2. Key Points in the Marketing Strategy

- **Budget:** €575,000/month (split between main marketing and KOL marketing)
- **Period:** January–July 2025
- **TGE:** June–July 2025

- **Objectives**
 - Maximize awareness: positioning NEBA as a top-tier blockchain e-commerce platform
 - Global reach: ensuring widespread participation through all TGE phases
 - Leadership role: affirm NEBA as a credible and innovative Web3 player

- **Target Markets**
 - Europe: Germany, UK, Netherlands, Switzerland, Eastern Europe
 - Asia: South Korea, Japan, Indonesia, India, Pakistan, Vietnam
 - Latin America: Brazil, Argentina, Mexico
 - Middle East: UAE, Turkey
 - Africa: Nigeria, South Africa

3. Target Audience

- Crypto investors and enthusiasts: DeFi users, NFT collectors, blockchain gamers
- Venture capital firms and institutional investors
- E-commerce specialists
- Early adopters in tech
- Small to medium investors: crypto newcomers and long-term holders

4. Marketing Channels

- PR campaigns (€60,000/month): Forbes, CoinDesk, Cointelegraph, TechCrunch
- Social media (€40,000/month): Twitter, Instagram, LinkedIn, YouTube, TikTok
- Paid advertising (€35,000/month): Google Ads, crypto ad networks, native ads
- Influencer marketing (€50,000/month): partnerships with crypto, lifestyle, and tech influencers
- KOL marketing (€300,000/month): relationships with key opinion leaders
- Community building (€45,000/month): Telegram, Discord, Reddit, Medium
- Education campaigns (€25,000/month): articles, videos, webinars, podcasts
- Event sponsorship (€20,000/month): participation in crypto-focused events
- Advertising (€20,000): Brave Ads, DappRadar, AdEx Network
- Partnerships: DeFi protocols, crypto wallets, NEBA Grants Program



5. Telegram Game “Nex! in the NEBAverse”

- Integration of the Nex! robot into Telegram
- Players complete tasks and earn virtual items redeemable for NEBA Tokens

PERFORMANCE MEASUREMENT

- Define KPIs for each marketing channel
- Weekly and monthly analytics
- A/B testing on ads, visuals, landing pages, game mechanics, and educational materials
- Social listening tools
- Strategy refinement

ADDITIONAL ACTIVITIES

- Loyalty programs
- Listing TGE info on crypto platforms
- Integrations with crypto wallets
- SDK development
- Sponsorship of hackathons and blockathons
- Paid podcast slots
- Referral program for the site

CONCLUSION

This marketing strategy aims to ensure a successful TGE and the long-term development of NEBA Token. It focuses on building a strong community, gamification, influencer collaborations, and strategic partnerships.

Regular analytics, testing, and optimizations are vital for achieving objectives

The NEXT BASKET team will execute a multi-pronged marketing plan emphasizing community growth, advertising, and content. The ultimate goal is to establish NEXT BASKET as a premier global e-commerce platform and attract a wide user and partner base

IX. TEAM AND ADVISORS

The team behind the NEBA Token TGE consists of several key entities and individuals



- **DrCrypto**

A Canadian consulting firm specializing in WEB3, AI, and blockchain
Offers strategy consulting, project management, roadmap and white paper creation, and project marketing. The team has served 600+ clients and received 400+ positive reviews



- **WEB3-Factorycom**

A company dedicated to WEB3 solutions, including blockchain integration, smart contracts, crypto marketing, and decentralized applications
Provides an end-to-end service cycle, focusing on innovation and robust security



- **Borislav Malinov**

Founder and visionary at NEXT BASKET
Bulgarian entrepreneur with extensive experience in e-commerce, marketing, and logistics. Founder of Kidsobg, Chairman of the Bulgarian Recycling Association, and Chairman of the Supervisory Board at Nord Holding AD
The original version of Tokenomics was created by him, with the help of consultants



- **Iwaylo Georgiev and Georgi Georgiev**

CEOs at NEXT BASKET with over 10 years of e-commerce experience on platforms such as Magento, Shopify, PrestaShop, and WooCommerce
Have led large-scale ventures at Microsoft, A1, and Ozone, overseeing teams of more than 70 people



- **Ventsislav Kostov**

Chief Financial Officer (CFO) at NEXT BASKET
Has managed corporate finance and banking at top Bulgarian banks and trading companies, including oil-sector firms

This team combines expertise in blockchain, e-commerce, finance, and project management—key factors for a successful TGE

X. LEGAL PART

NEXT BASKET is fully compliant with relevant cryptocurrency, data protection, and e-commerce laws and regulations

1. Legal Framework

- Compliance with cryptocurrency laws regulating ICOs/TGEs, crypto trading, and anti-money laundering
- Adherence to data protection regulations (GDPR)
- Observance of e-commerce laws for consumer protection, online payments, and advertising
- Alignment with the European MiCA regulatory framework

2. Compliance with Legislation

- KYC/AML: robust Know Your Customer and Anti-Money Laundering protocols aligned with global standards
- GDPR: NEXT BASKET follows the EU's data protection rules
- EU and global crypto regulations: ongoing monitoring to keep the project fully compliant

3. Types of Contracts

- Customer contracts: define NEXT BASKET's obligations to its platform users
- Partner agreements: govern collaborations with fulfillment companies, marketplaces, and payment providers
- Investor agreements: set terms for project investors
- Employee contracts: detail roles, responsibilities, and confidentiality requirements

4. Regulatory Status

- NEXT BASKET is registered in Bulgaria and abides by local and EU requirements
- Secures necessary licenses and permits
- Cooperates with regulators, providing all required disclosures

5. Risks and Challenges

- Regulatory shifts: the fast-paced legal environment may affect project operations
- Cybersecurity: while stringent safeguards exist, risks of hacking and fraud persist
- WEB3 adoption: mainstream acceptance of WEB3 can be slow, requiring educational outreach



XI. CONCLUSION

1. Primary Goals

- Transition to a decentralized ecosystem: building an e-commerce platform that prioritizes security, transparency, and control for all
- Sustainable growth via innovation: continuous technology investments and enhancements to maintain leadership
- Community building: fostering a strong network of merchants, customers, and investors who share a vision for decentralization

2. Progress Indicators

- Successful TGE: raising necessary funds confirms confidence in the project
- Growing community: tracking investor and user numbers, plus engagement levels
- Feature expansion: rolling out functionalities matching market demands

3. Risk Management Strategies

- Revenue diversification: multiple income streams safeguard against downturns
- Continuous security monitoring: adopting best practices for cybersecurity
- Regulatory compliance: abiding by relevant laws in every operating region

XII. DISCLAIMER

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