



Technology Pitch Deck

Presentated by Inverted Investment



Introduction

INFI, our native coin, serves as the cornerstone of the ecosystem controlled by the proprietary ©SbSe Protocol, fostering a self-constructing intelligent ecosystem.

Through the ©SbSe Protocol, we foster seamless connections between the digital realm and a variety of industries including food and beverage, real estate, leisure, business, export, and pharmaceuticals.

Our primary objective is to advance the ©SbSe Protocol into a digital WEB4-based payment structure. This transition aims to establish an environmentally friendly and cost-efficient system that minimizes waste and offers financial advantages to both clients and customers.

Company Overview

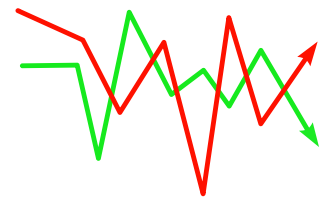
Inverted Investment is an esteemed organization built on a foundation of INFI holders, driving forward 13 innovative projects, with the first one being INFI CDEX – a cutting-edge digital trading platform encompassing all 13 projects.

Problems



Fraud

While Know Your Customer (KYC) procedures and audits are essential, they may not always be enough to prevent fraudulent activities. Quick actions are necessary to safeguard customers' investments.



Volatility

Manipulations and volatility present notable risk factors in the realm of investments. When combined, they contribute to an unstable trading environment.



Personal data

Personal data, such as bank card details, email addresses, personal photos, wallet keys, and cryptocurrency assets, when in the possession of third parties, can potentially result in financial turmoil for the individual concerned.

Objectives

Our focus is on identifying scams, reducing volatility, and safeguarding users' personal information that may be utilized or controlled by third-party entities. Our goal is to introduce a more transparent and user-friendly WEB4 platform, ensuring passive income for both those familiar and unfamiliar with crypto services. We aim to connect traditional financial systems with blockchain technology and the decentralized realm of cryptocurrency.



**Self builder Smart
ecosystem-
The SbSe Protocol**



**Special Liquidity
Management-
SpecialLM**



**The New WEB4
concept-
The INFI Wallet**

Our services



SbSe Protocol

The ©SbSe Protocol governs the ecosystem, connecting industries like food, real estate, and pharmaceuticals. The goal is to transform it into a digital WEB4-based payment system for cost-efficiency, energy savings, waste reduction, and financial incentives. for both clients and cunsomers



SpecialLM

KYC and audits are vital but not sufficient to prevent fraud. A Liquidity Management system with a 48-hour compensation plan is in place on our INFI CDEX trading platform. Collaboration with cybersecurity firms ensures platform security



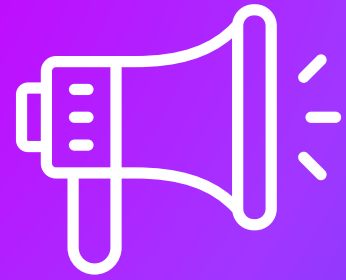
OpenWebFour The INFI Wallet

INFI Wallet is an advanced platform bridging traditional finance and cryptocurrency by managing digital assets, paving the way for the next generation of blockchain technology within WEB4



Passive income

Owning INFI means owning a part of Inverted Investment. INFI holders receive 60% of monthly profits in USDT and Bitcoin as rewards for their ownership.



Marketing Strategy

01

Plan and schedule content across blogs, social media, and informational papers using graphic design. Develop a content roadmap to build user trust. Utilize Twitter for community involvement and promotions, Instagram for engagement and outreach, Facebook for group participation, and LinkedIn for branding, outreach, and webinar organization. Monthly Twitter Host & Telegram Ask Me Anything (AMA) sessions.

02

To bolster the online presence, elevate brand awareness, and foster community engagement, employ growth strategies like data collection, email marketing, search engine optimization (SEO), and public relations (PR).

03

Building Trust, Direct Marketing, Diversifying Content, Engagement Strategies, and Paid Promotions

- Attracting an audience through paid campaign strategies on Reddit, Quora, LinkedIn, and exchange platforms
- Organizing airdrops and bounty campaigns to boost community involvement
- Initiate video marketing across different platforms
- Implement segmented email campaigns and initiate cold outreach

04

Engage with influencers to endorse the coin, focusing on expanding audience reach and impact. Commence listing on well-known exchange platforms and kick off paid promotional campaigns. Expand communities on Discord, Slack, Reddit, and Telegram through diverse strategies. Continue improving SEO and share guest posts across various platforms for increased visibility. Witness a significant rise in brand awareness and reach. Foster a larger and more engaged community. Sustain quality content creation and active social media participation. Leverage WhatsApp for extensive outreach and messaging. Implement giveaways and host Ask Me Anything (AMAs) sessions for enhanced community engagement. Initiate LinkedIn ads targeting professionals and collaborate with LinkedIn influencers for live sessions.

Target Market

Our target market includes both businesses and individuals, encompassing those experienced and inexperienced in digital trading activity and online banking services. By implementing our passive income strategy into our WEB4 concept, we aim to draw a broader user demographic compared to competing cryptocurrency platforms.

TAM

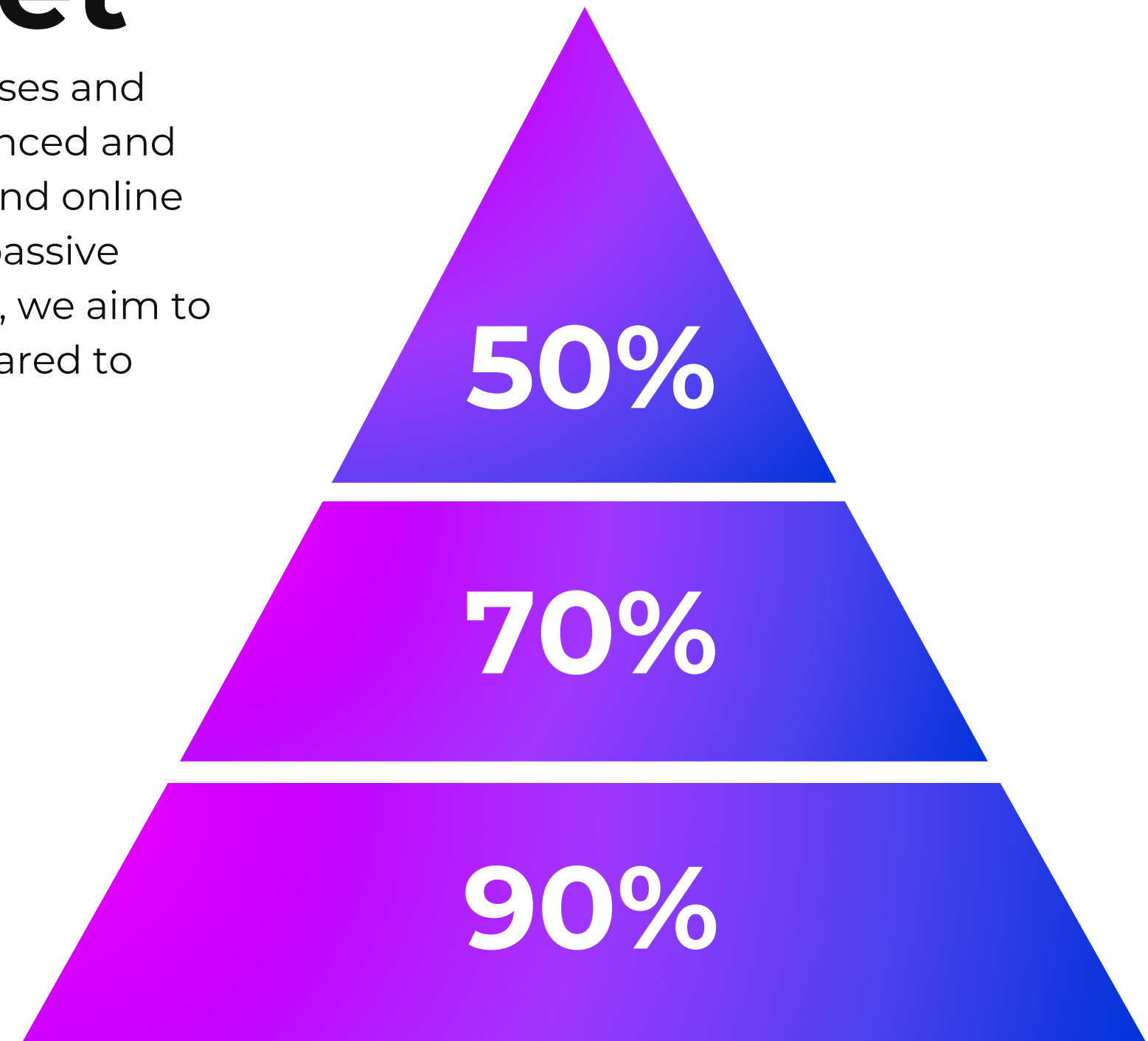
**2Billion
users**

SAM

**1 billion
users**

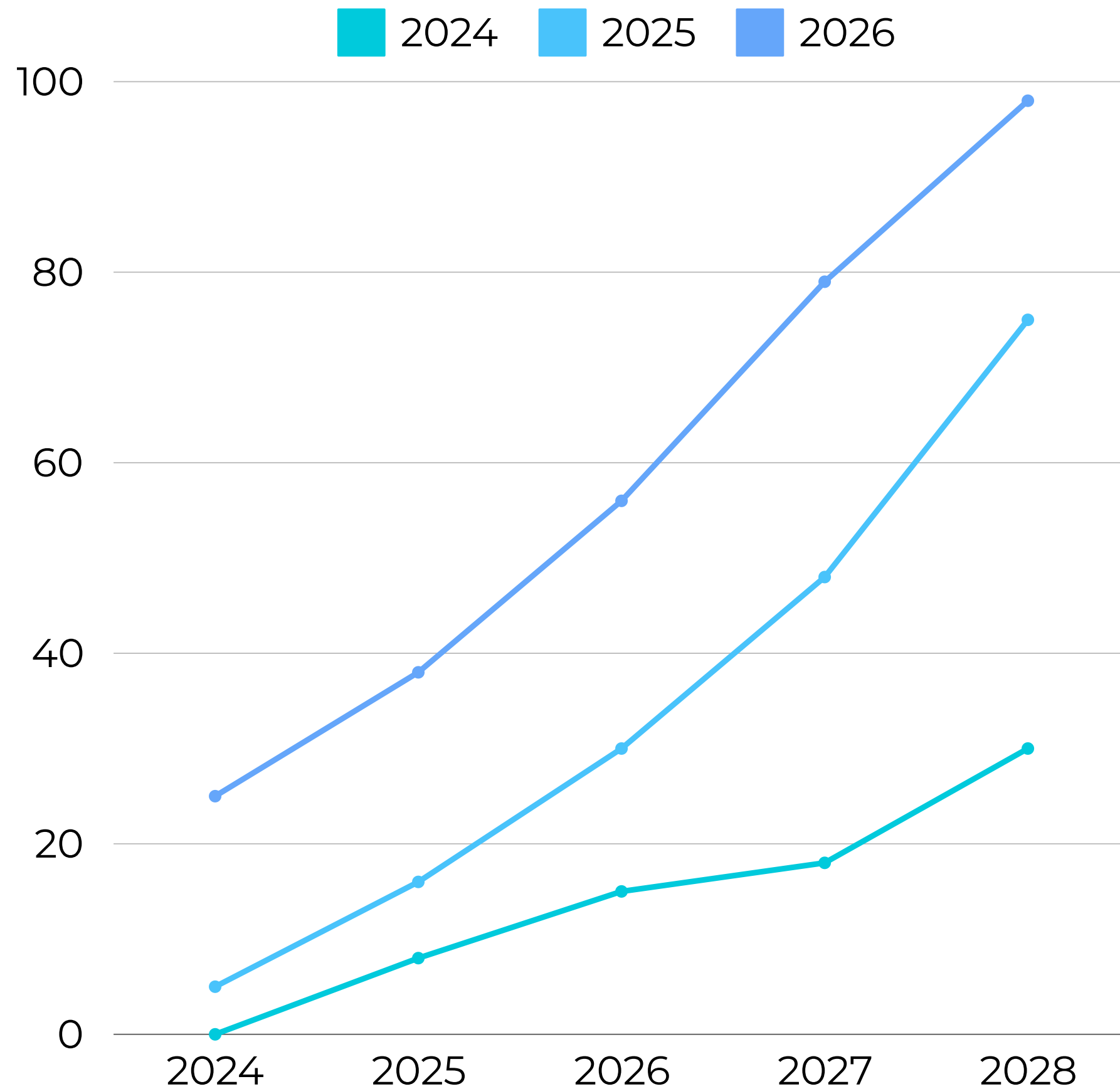
SOM

**750 million
users**



Market analysis

Following our market research regarding trading on our platform, it is evident that our customers (individuals and organizations) value a secure and dependable environment with a reliable passive payment system within a decentralized framework. Our system is governed by our proprietary SbSe Protocol, backed by a robust financial foundation and incentives. Our core goal is to evolve the ©SbSe Protocol into a digital WEB4-based payment framework. This evolution is intended to establish a cost-effective and energy-efficient system that reduces inefficiencies, while providing financial benefits for both clients and consumers.



Our Team



**Odon Oszkar
Horvath**

CEO & Founder



**Sven
Schönwald**

COO & Co Founder



**Geza
Fekete**

CTO - Marketing
Austria/Hungary



**Tamas
Varga**

Co Founder
Marketing Europe



**Eva
Meggyesi**


Co Founder
Head of Growth

Thank you

Contact Us

Odon Oszkar Horvath

CEO & Founder

 +3670-416-6960

 info@invertedinvestment.com

 www.invertedinvestment.com

 <https://linktr.ee/invertedinvestment>