India: A leading Web3 ecosystem

With growing digital adoption and a diverse talent pool , India is a breeding ground for innovation in the Web3 space.

Driven by a strong entrepreneurial spirit, Indian startups and developers are fueling India's rise as a Web3 powerhouse

4th

Largest customer base

Rank in the Global Crypto Adoption Index emphasizing India's significant presence in the global crypto landscape (Chainalysis 2022)

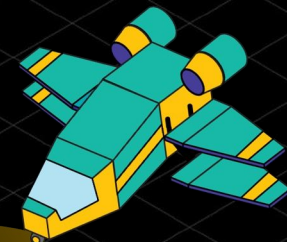**1.5**
Million

Largest developer base

Engineers year-on-year driven towards technological advancements and innovation

115
Unicorns

More unicorns in the Web3 space

Calling India their Web2 stronghold and home. We envision a remarkable future for India in the Web3 realm, surpassing its previous growth
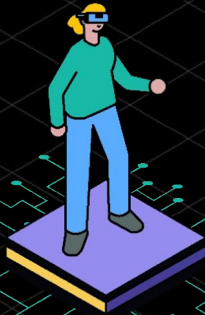
Revisiting
UNFOLD'22

Ultimate platform that united the entire Web3 community from all corners of India and beyond

UNFOLD'22 Attendees

The grand convergence of the world's best Web3 minds!

Web3 Evangelists
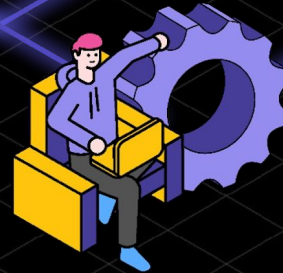*(including product, community, growth, influencers)*

Blockchain Developers

Venture Capitalist & Investors

Policy makers & Regulators

Tech Industry Leaders

Entrepreneurs

How It All Started

Unfold 2022 emerged as a beacon of growth during a challenging bear market, symbolizing the resilience of the ecosystem. Despite the prolonged crypto winter, Unfold 2022 successfully united crypto enthusiasts, Web3 experts, industry leaders, and professionals with a shared objective to realize India's Web3 vision and shape the developmental landscape for the upcoming year.

Conference

India's Largest Web3 Conference

- Global thought leaders including Balaji S, Illia, Uri discussed upcoming trends & innovations
- Full spectrum of topics discussed from infra, gaming, DeFi, NFTs & future of work

Hackathon

India's Biggest Multi-chain, Multi-protocol hackathon

- Bounties worth $60K rewarded by 13 partner protocols
- 250+ developers participated and built 80+ projects

Demo-day

Attended by region's Sought-after Web3 VCs

- Creating opportunities for early-stage Web3 companies
- 10 shortlisted entrepreneurs presented their ideas and innovations

UNFOLD'22: **The Conference**

Global Thought Leaders

50+ Global Web3 expert speakers like Balaji Srinivasan, Gabby Dixon, Uri Kolodny, Sandeep Nailwal

Across Web3 Sectors

Knowledge sharing across topics including Infra, DeFi, Gaming, NFT, Blockchain, Investing and more

Igniting the Passion

Inspiring 15K+ individuals and empowering them to persistently build and innovate in the Web3 domain

15K+

Web3 enthusiast attendees

17Mn+

Social media impressions

100+

Media published stories

Interactive Panel Discussions

10+ Panels with 50+ Global Web3 experts and speakers on a wide range of topics across Web3 investing, gaming, NFTs, blockchain & DeFi

UNFOLD'22 Speakers Profile

Core Web3 Building Blocks: What's in Store for Leading Blockchains?

**Ganesh Swami, CEO, Covalent [Moderator] Uri Kolodny, CEO, Starkware
Illia Polosukhin, Co-founder, NEAR Sandeep Nailwal, Co-founder, Polygon**

Future of P2E & Other Innovative Web3 Game Designs

**Shradha Sharma, Founder, YourStory [Moderator]
Yawn Rong, Co-founder, StepN
Gabby Dizon, Co-founder, YGG**

Building Dev Tools & Infra Layers to Bring the Next Wave of Developers into Web3

Raghu M., Founder, Builders Tribe [Moderator] Aniket Gupta, Developer Relations, Alchemy Kaavya Prasad, Founder, Lumos Labs
Prashant Maurya, Co-founder, Spheron Anshuman Prasad,Partnerships, Protocol labs

NFTs: New Ways of Engagement & Monetization

Nitin Sharma, GP, Antler India [Moderator]
Parth Chadha, Co-founder, STAN
Prashan Agarwal, CEO Fantiger
Anshum Bhambri, Founder, Fancraze

DeFi in 2030: Innovations Driving the Next Wave of Adoption

Hamzah Khan, DeFi & Labs head, Polygon [Moderator]
Niki Ariyasinghe, Partnerships Head, Chainlink
Francesco Renzi, CEO, Superfluid
Sameep Singhania, Co-founder, Quickswap

Tokenomics: Designing Economies for Crypto Products

Lovis Kauf, Principal, Tokenomics DAO

Web3 Investing: Investing Thesis & Key Forward

Rohit Jain, MD, CoinDCX Ventures [Moderator]
Vaas Bhaskar, Principal, Elevation
Puneet Kumar, Managing Director, Steadview
Shailesh Lakhani, Managing Director, Sequoia
Hemant Mohapatra, Partner, Lightspeed

From Web2 to Web3: How Will Gaming Giants Incorporate Web3 Principles?

Sai, Co-founder, MPL
Ashish, Co-founder, Dreamcapes
Alex Shalash, CEO, MetaENGINE

And more…..

Balaji Srinivasan
Entrepreneur & Angel investor

Sandeep Nailwal,
Co-founder, Polygon

Illia Polosukhin
Co-foundeí of NEAR

Uri Kolodny,
Co-Foundeí & CEO at StaíkWaíe

Gabby Dizon
Foundeí at YGG

Glimpses of *Hackathon*

Largest multi-chain multi-protocol hackathon
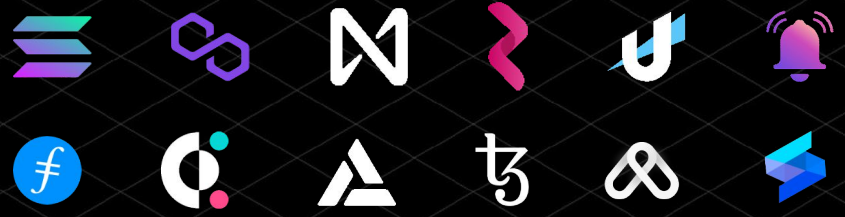
Bounties

$60,000

250+

Developers

100+

Teams

80+

Projects

We partnered with 12 chains and protocols including:

48 Hrs hackathon

Winning teams presented extraordinary solutions that solve real-world Web3 problems

UNFOLD'22 showcased the depth of the Indian developers community; fostering participation from across the country

Unfold'22 hackathon saw high quality dev participating

3

3 start-ups established their entire tech teams by recruiting UNFOLD'22 Hackathon developers

30%

30% participating engineers secured jobs at Web3 companies, thereby connecting skilled individuals with opportunities

UNFOLD'22 brought together a blend of participants from various domains including,

School Students

College Students

Web3 devs with 3+ years of exp.

Developers Testimonials

"The mentorship provided during the 48 hrs was phenomenal; the tips I learnt have helped me to be a better Web3 developer, and joining this space full time."
- Pulkit Gupta

"The presence of multiple protocols at the Unfold Hackathon helped us realise the problems and technological innovations they were looking for at the bleeding edge of this space."
- Ovia Seshadri

Demo Day Highlights

Showcasing Unprecedented Ideas and Innovations!

$1Mn

Funding Pool
Showcased

500+

Entries

100

Shortlisted

15

Companies

Top 10 teams presented their ideas, including

ANQ	a.Live	Loot Mogul
Root	GG Nation	Lighthouse
Syndr	Wega Labs	My 3d Metaverse

Showcased their ideas to a distinguished panel of influential Web3 & traditional venture capitalists, like

SEQUOIA   Lightspeed   Accel   nexus

CoinDCX Ventures   matrix PARTNERS INDIA   WOODSTOCK   iSeed VENTURES   π

STEADVIEW CAPITAL MANAGEMENT   ANTLER   ELEVATION   π

UNFOLD 23

POWERED BY

CoinDCX

India's largest Web3 Conference with 100+ Web3 industry experts, 30+ thought leadership sessions

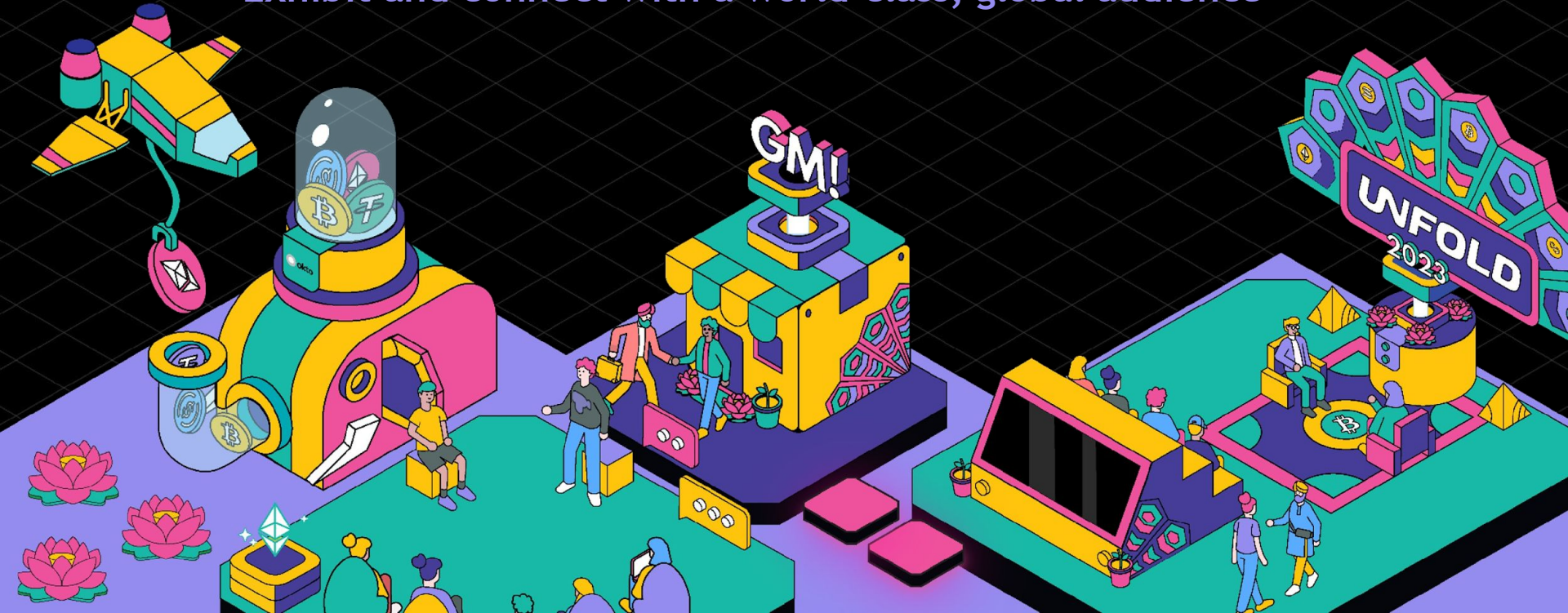**India's** largest Web3 Exhibition with booths, workshops, & masterclasses

World's Largest Multi-Chain Multi-Protocol Hackathon with 1000 developers participating

India's Biggest Demo Day with $1 Mn funding pool exclusively for Web3 start-ups

It's going to be bigger and better than ever before!

Sponsorship Opportunities

Exhibit and connect with a world-class, global audience

Why collaborate with us?

Let's be honest, who doesn't want to be a part of a movement that's transforming the Web3 scene in the whole wide world?

By associating with Unfold 2023, you can join like-minded forces in this global ecosystem and unite in a futuristic cause that ignites a global impact

Are you ready to extend your diamond hands?

Sponsorship overview table

	Inclusion	Platinum	Gold	Silver
Branding	Marketing prominence in marketing collateral (pre, during & post event)	●	●	●
	Branding on stage, conference hall, demo day & hackathon halls, all marketing collateral	●	●	●
	Exclusive branded seating with tent card & QR code	●	-	-
	Photo wall branding with promotion on social media through UGC	●	●	-
Conference	Speaking slots	Fireside	Panel slot	-
	Passes to attend the event	10	8	5
	10-min product launch on main stage & Keynote presentation during kick-off	●	-	-
	Dedicated sponsor table	●	●	-
	Swag bag inserts	●	●	●
Hackathon & Exhibition	Access to the online event community on discord and attendee database	●	●	●
	Workshop/masterclass slot	30 min	20 min	20 min
	Hackathon bounty limit	Gold	Gold	Silver
	In-person bounty explanation	●	●	●
	Connect with teams building on your tech for grants/program/ecosystem	●	●	●
	Dedicated channel in online community	●	●	-
	Booth	Mid-2	Mid-1	Mini

Conference | Sponsorship Opportunities

Type	#	Category inclusion	Common inclusion
Entertainment	1	• Branding across all entertainment stands during conference	
Lanyard	1	• Branded lanyard	• 5 passes for the event
F&B	6	• Exclusively branded meal area	• **Branding opportunity-** Branding on stage, conference hall, demo day & hackathon halls, all marketing collateral
Registration	2 (conference & hackathon)	• Registration desk – collateral included for all registration related comms	
WiFi	3 (day wise)	• Customized password provided to all WiFi users	

Exhibition | Sponsorship Opportunities

Type	Size (in ft)	#	Inclusion
Mini	8x6	90	
Mid-1	16x6	22	• Booth framework
Mid-2	13x13	20	• Electricity providers • Board with company name • Carpet
Mega	20x26	1	

Hackathon | Sponsorship Opportunities

Inclusion	Diamond	Titanium	Bronze
Dedicated channel in online event community: A place for your company to call home during and post the event	●	-	-
Sponsor table: A dedicated table for exclusive use at the event venue	●	●	-
Cumulative prize value: The min. total amount of prizes provided at the event (please note, this is not included in the sponsorship fees)	$20k	$15k	$7.5k
Add to event swag-bag	●	●	●
Explanation of problem statement	On-stage	Pre-recorded video	Shared text

Common Inclusions

- Access to online event community (during event)
- Connect teams to your grants/program/ecosystem
- Incentivize use of protocol/API/tech with prize
- Prize distribution handled by organizer
- Prize featured throughout the event (website/event agenda etc.)
- Branding through event marketing collateral

Unfold Your Potential

Be a part of the India's most eminent, forward-thinking Web3 event!

Become a Partner

Get all latest information on UNFOLD'23
on our official channels

@coindcxofficial   @CoinDCX

For any further queries, contact at <u>unfold@coindcx.com</u>

Let's take the Web3 Revolution To the moon!