

store.fun

Building The Commerce
Layer of Solana

Investor
Pitch Deck

The DotCom Economy Connected the World, The DotFun Economy Gives It Ownership

● DotCom Economy

Stage	Mature, Saturated
Ownership	Centralized, Corporate Owned
Revenue Model	Ads & Subscriptions
User Role	Consumer
Growth	Corporate-controlled
Innovation	Closed

● DotFun Economy

Stage	Early Stage, Rapid Growth
Ownership	Decentralized, User-Owned
Revenue Model	Tokenized Incentives, Rev Distribution
User Role	Participant & Stakeholder
Growth	Community Aligned
Innovation	Open, Permissionless, Experimental

The Opportunity:

Global retail e-commerce sales will surpass \$6.3T in 2025 [1]

Less than 0.1% happens onchain ●

The creator economy already exceeds \$250 billion annually and is expected to nearly double by 2027 [2]





An onchain commerce layer serving the creator economy is positioned to capture hundreds of millions in annual transaction volume within the next five years.

Catalysts:

Expansion of global e-commerce

Acceleration of the Creator Economy

Institutional adoption of crypto payments and stablecoins

Solana's rise as the leading chain for consumer apps

Internet Capital Markets

Creator Capital Markets



The Problem:

Web3 commerce is fragmented & lacks infrastructure

Despite explosive growth in DeFi and digital assets, onchain commerce remains largely impractical for most merchants and creators.

No unified system for storefronts, payments, and fulfillment

High fees and intermediaries in what should be peer-to-peer

Web2 crypto plugins, gateways, bridges, and processors add complexity and are not really onchain

Merchants lack accessible user-friendly infrastructure

Today's Onchain Commerce options:

Crypto-Native Middleman Apps

Limited Web2 platform support.

Often operate in a gray legal area, against platform policies.

"Crypto flavored" intermediaries, not true peer-to-peer systems.

Merchants still trapped inside Web2's walled gardens.

Gateway Plugins for Web2

Web2 infrastructure with Web3 payment add-ons.

High conversion fees and continued reliance on banks for settlement.

Lack transparency, automation, and native onchain logic.

NFT-Based Commerce

Effective for digital drops, not scalable for retail.

Outdated to today's digital arena.

Missing essentials like inventory, fulfillment, and tracking.

Focuses on collectors rather than general consumers.

Building from Zero

Reinventing the wheel: slow, expensive and unsustainable for most.

High development and maintenance costs.

Significant technical expertise required.

Minimal ROI for most small to mid-sized businesses.

THE SOLUTION:



Onchain Commerce Is Here



Onchain
Solutions for
Real World
Commerce

Merchant-First
Architecture

Seamless Web3
Experience



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An end-to-end protocol built on Solana,
enabling real-world peer-to-peer commerce

Wallet-Centric
Commerce

Multi-Rail Payment
Infrastructure

Smart Onchain
Commerce

Automated Payouts
& Royalties

Merchant Platform
& Data Layer

Instant
Customizable
Storefronts

On-Demand
Services

FUN+



Wallet Centric Commerce

Multi-Rail Payment Infrastructure

A userless shopping experience: wallets act as both identity and payment system

No signups or passwords

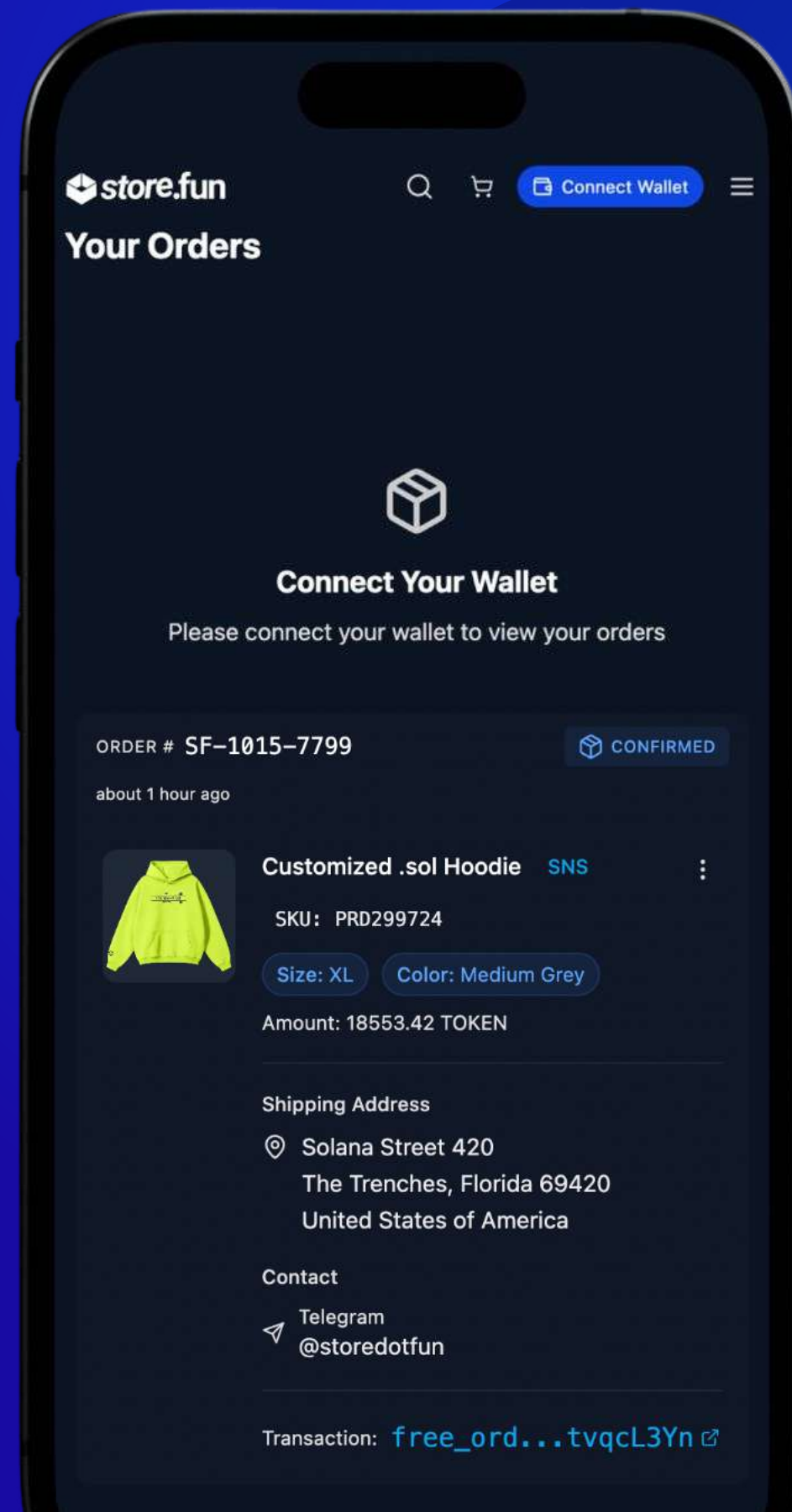
Orders are linked directly to wallet addresses, with blockchain signatures as proof of payment

Ultra-fast, low-cost payments powered by Solana's high-performance architecture

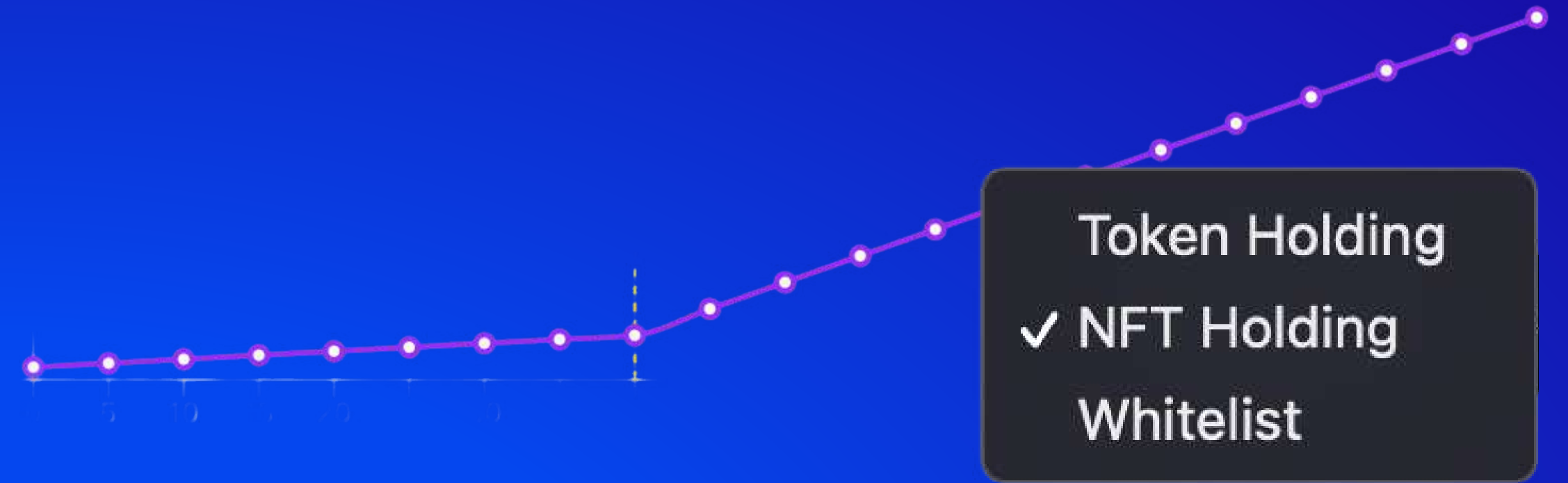
Web2 fiat support

Accept SOL, Stablecoins or any SPL token natively

Built in bridge to support other chains



Smart Commerce



Token-Gated Access

Built-in NFT and token verification

Ideal for gated communities, fanbases, exclusive drops or loyalty programs.

Dynamic Pricing Engine

Bonding curve-based pricing

Adjusts automatically based on demand and available inventory.

Whitelists

Pre-approved wallet lists to grant exclusive access

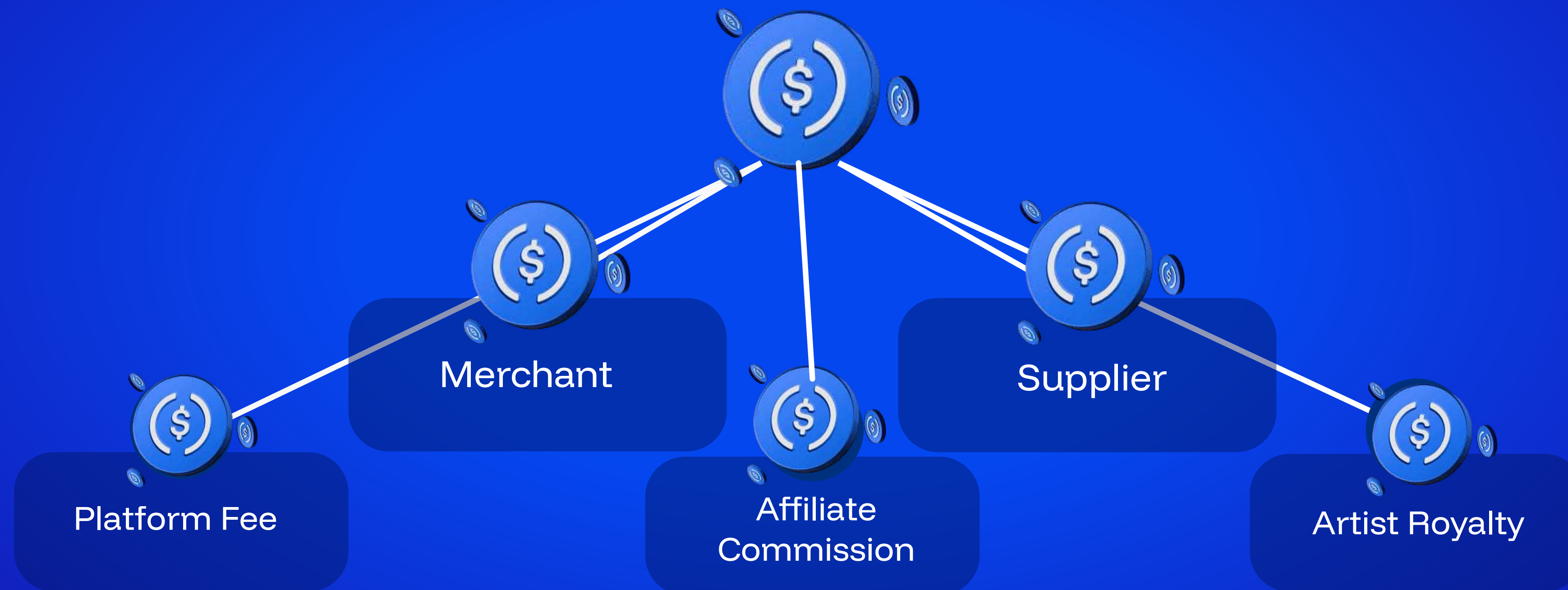
Manage who can access your store's products, discounts and special offers.

Smart Coupons & Gift Cards

Tokenized discount and coupon systems with onchain verification

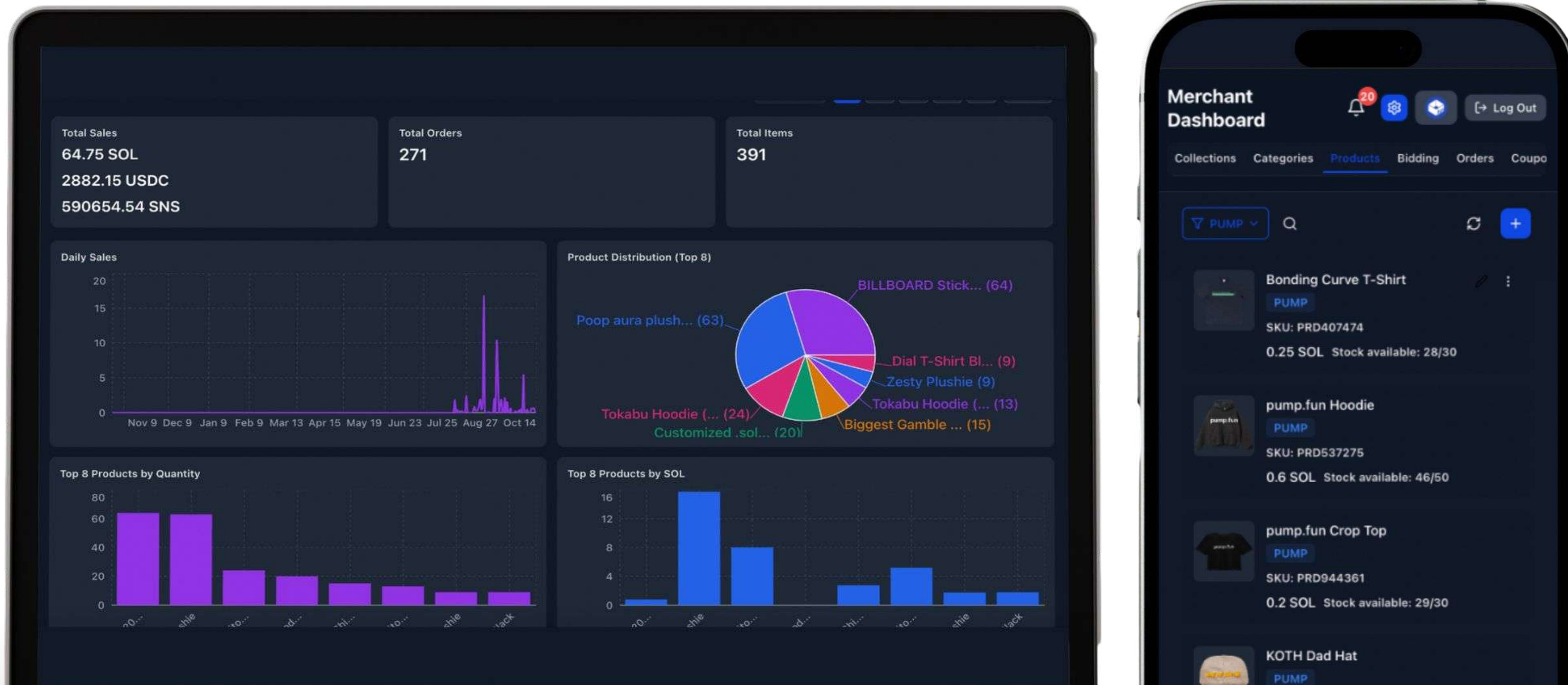
Enables programmable incentives tied to NFT ownership, token balances, or purchase history.

Automated Payouts & Settlement



Automated royalty splits, affiliate payouts, and escrow handling are built in with programmable rules for full transparency and control, making onchain commerce trustless, decentralized and peer to peer.

Powerful Merchant Dashboard



Launch stores
& products

Handle orders
& track shipments

Manage
finances

Apply Smart
Commerce rules



Privacy-First Commerce

Data separation and access control guarantees transparency for merchants and privacy for users.

Merchant

Access:

Merchant access is limited to financial and operational data: sales, orders, and analytics.

Cannot Access:

Personal and shipping data.

Supplier & Logistics Companies

Access:

Personal and shipping data is safe and visible only to authorized logistics partners

Cannot Access:

Your onchain data.

FUN LABS

FUN STUDIOS

On Demand Solutions

Design &
Sourcing

Manufacturing

Customization
& Private Label

Warehousing

Logistics

Shipping

Bulk Orders

Customer
Care



Business Model

Zero Barrier Entry

Free to Start

No sign-up or listing fees

Performance-based

Rev-share on successful sales and services

Merchant-aligned model

Merchants earn, we earn

Revenue Streams

Platform fees

1-2% of each transaction post-scale.
(Currently at 0%)

On-demand services

Store.Fun offers a suite of services that merchants can use under a rev-share model

FUN LABS

FUN STUDIOS

Discoverability engine

As the platform grows, we will introduce a series of visibility tools for merchants, monetizing exposure



Milestones Achieved

\$50K in Revenue

550+ Successful Orders

40+ Stores Opened

8K Monthly Unique Visitors

Partnerships





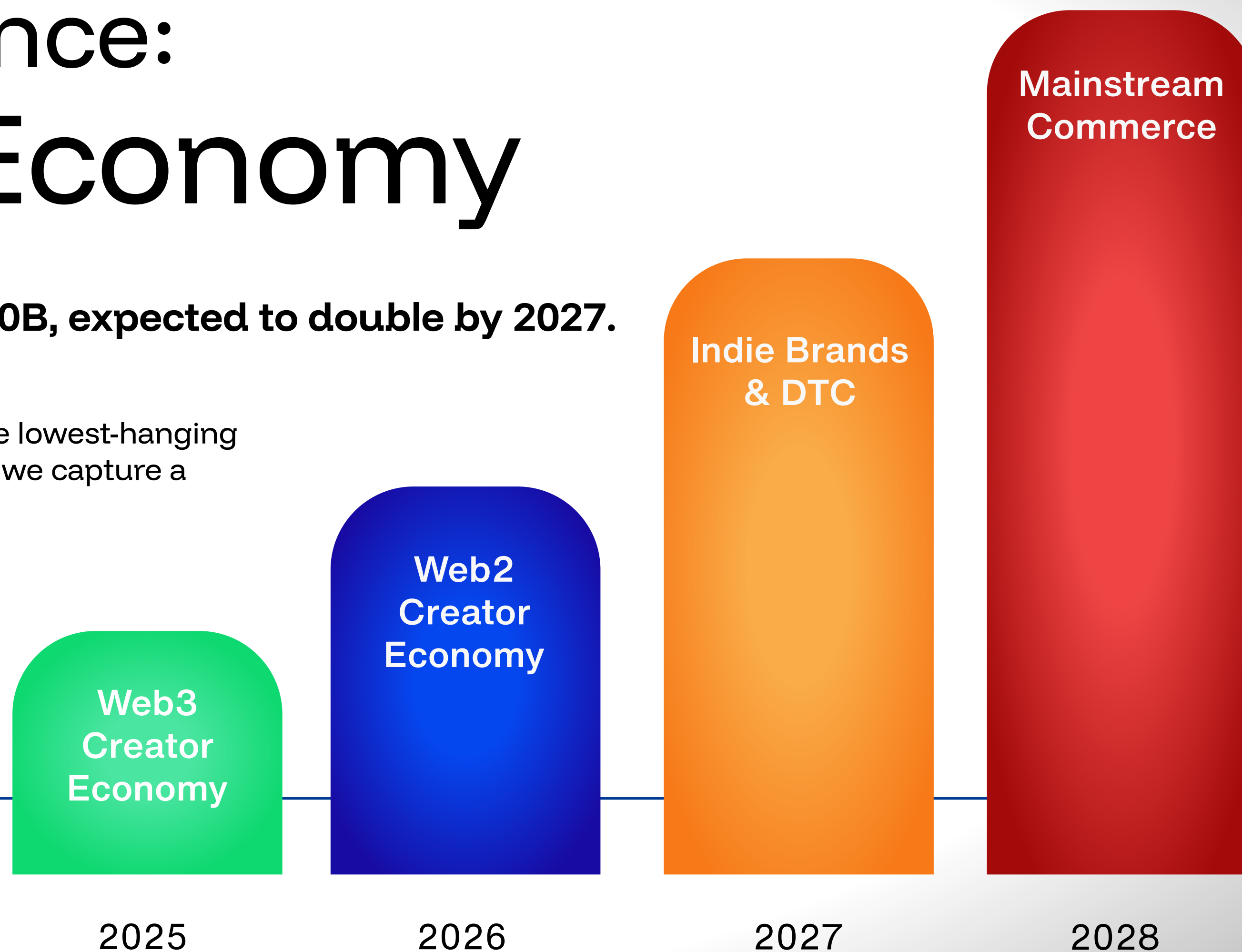
Our Target Audience: The Creator Economy

The creator economy is valued at over \$250B, expected to double by 2027.

By focusing first on the Web3-native creator economy, the lowest-hanging fruit in a market already moving billions in yearly volume, we capture a fast-growing niche that's still wide open.

As this segment matures and Web2 creators bridge to Web3, early brand adopters and eventually large enterprises will follow.

That's how Store.Fun evolves from the go-to platform for onchain creators to the commerce layer of the internet.



Our Long Term Vision From Merch to Commerce Giant

hi I sell
merch with
crypto



I am a store
with full web3
support and
advanced
onchain
features



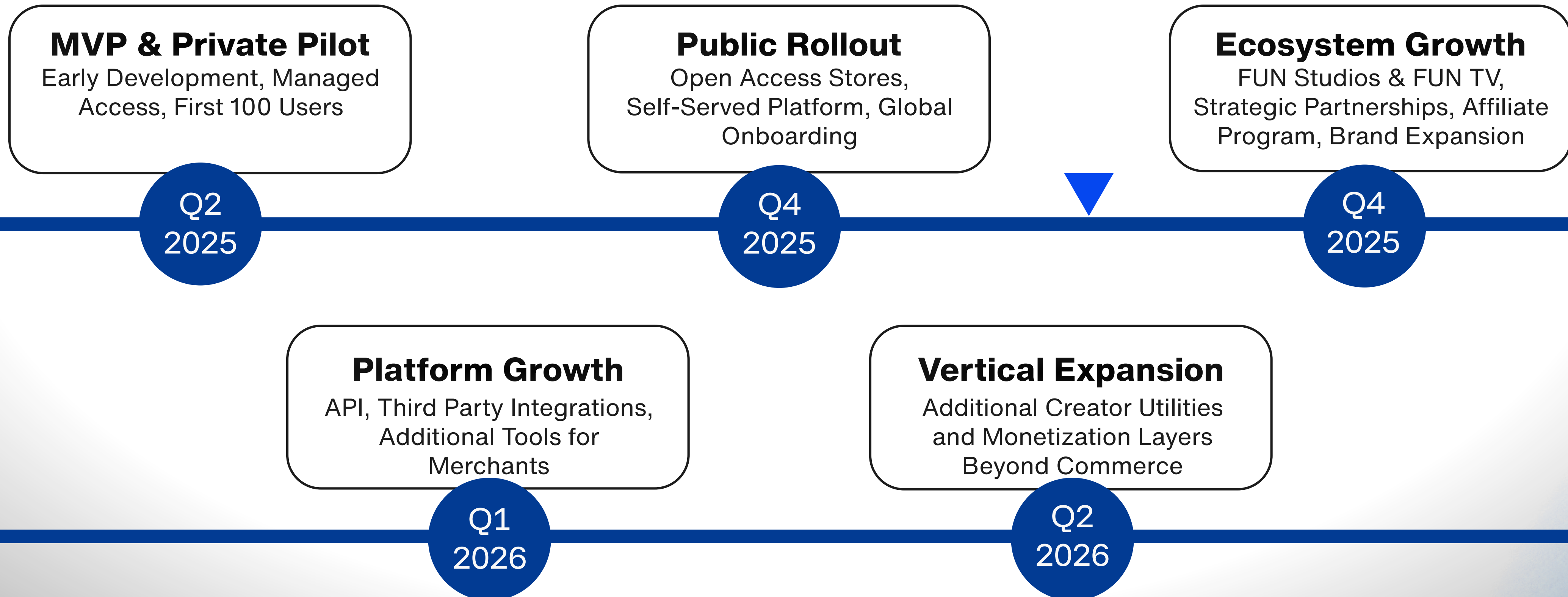
I am a decentralized
marketplace on solana
with thousands of
autonomous stores
and millions in orders



I am an onchain commerce giant with full supply chain:
SaaS, media network, creative studio, proprietary ip
brands, discoverability engine, multiple apps, creator
economy infrastructure, API, integrations, and global
fulfillment.



Build Plan (Roadmap)



The FUN Token

The FUN Token is the official utility asset of the Store.Fun commerce platform and all future DotFun protocols.



Tokenomics:

● Public Distribution	400M (40%)	available
● Team	180M (18%)	vested
● Community & Ecosystem	200M (20%)	reserved
● FUN Creators	150M (15%)	vested
● Treasury	45M (4.5%)	reserved
● Extra Liquidity & CEX	25M (2.5%)	locked
● PumpSwap	200M (20%)	locked



Pump Launch through our Launch Partners: Dev.Fun



Powered by the DotFun Economy Flywheel

Loyalty
Rewards

Strategic
Buybacks

Cashback

Merchant
Incentives

FUN+ Loyalty Reward Program

Reduced
platform fees

Creator incentive
programs

Exclusive offers and
discounts

Access to premium
features



Upcoming Developments

FUN TV +
FUN Studios

IP Brands

Affiliate
Program

Custom Store
Domains

API &
Integrations

Discoverability
Engine

Incognito Mode:
Private Shopping

Streaming
Widgets

"Bringing commerce onchain represents a once-in-a-generation opportunity: a chance to rebuild the digital economy around creators, not corporations."

Let's Build The Future of
Commerce On Solana



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