

SEED PITCH DECK • 2026



The world's first pay-per-share advertising network.

Live

in the US today

\$740B

total addressable market

34

countries in scope

The idea: pay per share advertising (PPS)[™]

- Inwall is a mobile app that lets brands pay everyday people to share promotional content on their social media stories.

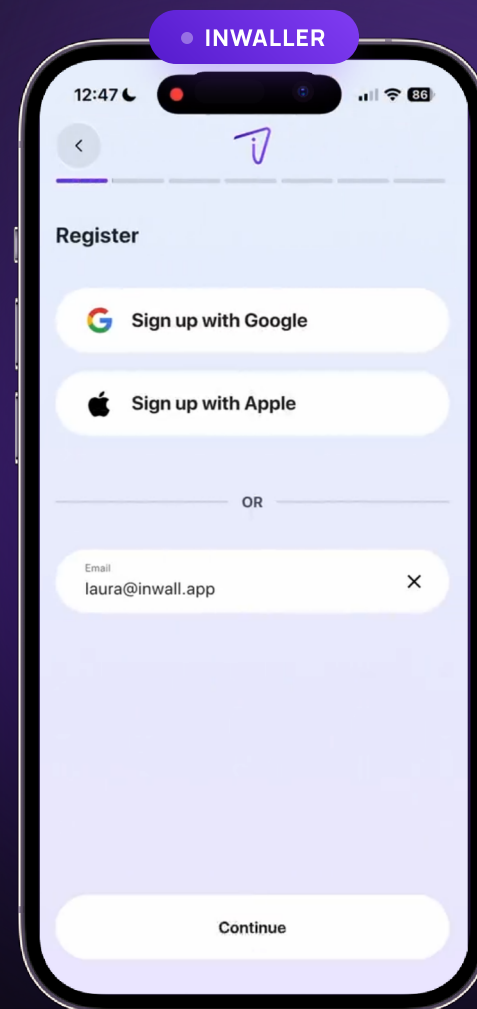
Traction, not theory

Inwall is already live in the US

- Live now on the App Store and Google Play
- Real Inwallers sharing real campaigns today: the flow on the right is the actual app

 App Store

 Google Play



Problem for businesses

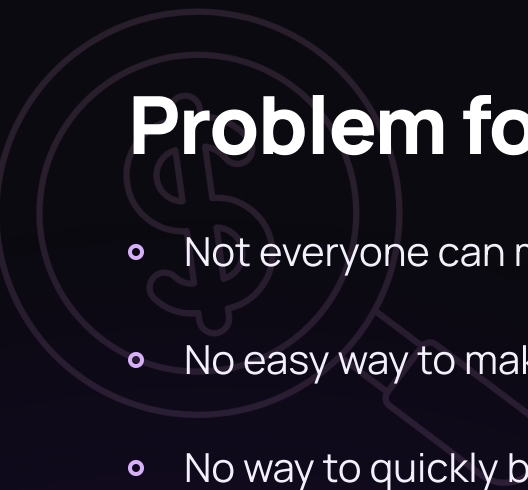
- Influencer marketing is time consuming, expensive, and unreliable
- Digital advertising has become increasingly saturated. Brands compete for audiences through platforms using the same algorithm, driving up costs and reducing engagement



Solution for businesses

Companies worldwide seek an easy way to make their content go viral

- A new and dynamic way to advertise: pay-per-share advertising
- A platform that operates at the intersection of social media and digital advertising: turning personal social networks into a distribution channel
- People get paid to share. Businesses get authentic reach at scale



Problem for individuals

- Not everyone can monetize their social profiles
- No easy way to make significant money online
- No way to quickly benefit from discounts at your favorite shops

Solution for individuals

Users aged 13+ worldwide seeking an easy way to make money online

- Select branded content to share on social media and get paid instantly
- Users can now quickly make significant amounts of money online
- Rewards and coupons can also be earned on a daily basis

Market opportunity

Disrupting digital advertising, democratizing influencer marketing

TODAY

80%

of companies globally use Google Ads, one saturated, increasingly expensive channel.

TOMORROW

Inwall

becomes the unique channel that delivers ads directly into audiences' social stories.

TODAY

64M

social media influencers exist worldwide, a market already worth \$32B in 2025.

TOMORROW

5.2B

social media users can monetize their own presence, in just a few taps, with Inwall.

Market size

A \$740B market, narrowing down to a concrete, obtainable first slice



TAM

Global digital advertising spend by 2027; 5.2B+ social media users worldwide.



SAM

Social advertising spend across the markets where Inwall can immediately scale.



SOM

Based on advertiser adoption across 34 target countries (US, EEA, UK, Canada, Switzerland).

Invest in two driven co-founders

Elia Benovich

Co-Founder, CEO

Curated art for thirteen family offices for the past 7 years, facilitating high-value transactions for elite clients. Founded BSA Fine Art, an e-commerce platform blending art and philanthropy to enrich corporate spaces and support social causes. Honed skills in client relationship management and strategic planning.

Developed essential leadership, teamwork, and stress management skills during 3-year service as Chief Sergeant in the IDF.

Committed to building Inwall into the defining platform for the future of advertising!

Kevin Avraham

Co-Founder, COO

As COO at Rankstar, a top-tier digital marketing agency, I spearheaded substantial growth, securing major clients like Philippine Airlines, Netbet, and Kia Motors, driving monthly recurring revenue to €112K.

Thrilled to join Inwall full-time and leverage my expertise in SEO, SEM, sales, and project management to kickstart the business.

Passionate about the company's vision, I'm eager to dive into the work ahead!

Leading a solid team to build the MVP

Ameya

Senior Backend Developer

Architects and manages the backend infrastructure using Node.js, Next.js, and modern cloud technologies. Drives DevOps, API design, system security, and backend scalability to ensure a high-performance platform foundation.

Amjad

Senior Frontend Developer

Leads frontend development with Flutter, delivering a responsive and seamless user experience. Defines technical strategy, and ensures seamless integration between frontend and backend layers.

Megan

Brand Director

Shapes how Inwall is perceived across every touchpoint, from positioning and messaging to content, social media, PR, and communications. Ensures the brand remains consistent, and memorable as the company grows.

Laura

UX/UI Designer

Designs the app's interface and user experience. Skilled in user research, wireframing, prototyping, and interaction design. Proficient in tools like Adobe XD, and Figma.

Nisha

QA Engineer

Ensures the Inwall app runs flawlessly through end-to-end testing. Identifies and resolves backend and performance issues. Guarantees a seamless and reliable user experience.

Key features

Onboarding process

Registration

Free app download
KYC compliance
Vetted advertisers
Verified account

Advertiser account

Create campaigns

Set target audience
Set budget per share
Add optional rewards
Upload ad & submit
Analytics dashboard

Inwaller account

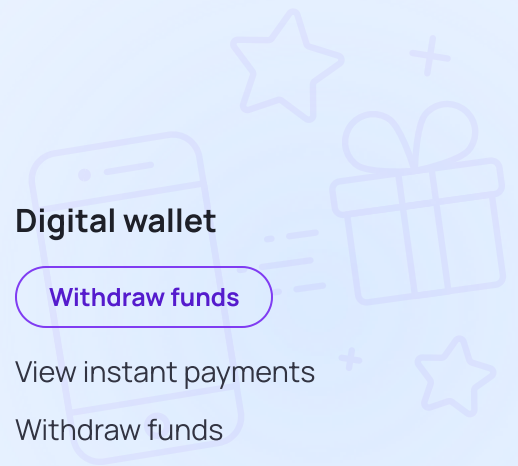
Find ads to share

Infinite scroll of ads
Filter ad campaigns
Share up to 2 ads per day per social media account (3 for Premium users)
Refer friends & earn

Digital wallet

Withdraw funds

View instant payments
Withdraw funds
Use discounts



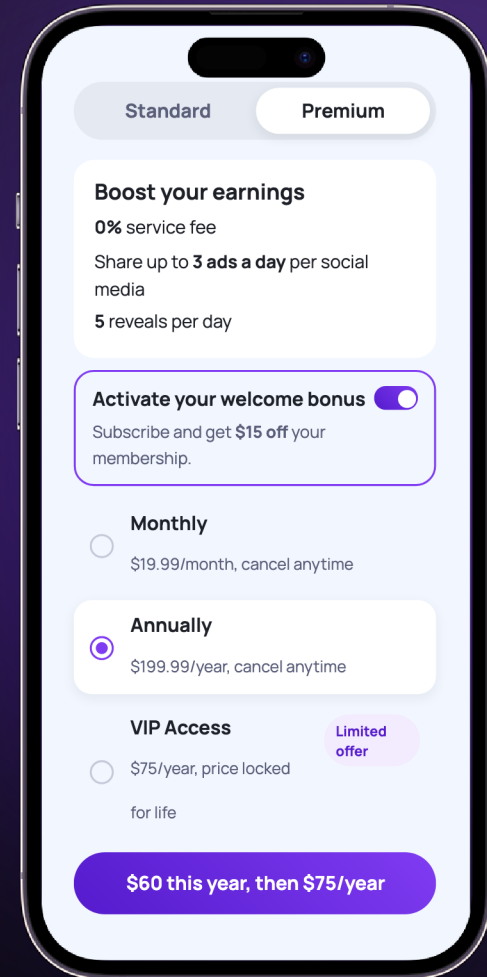
How we make money

SERVICE FEE

Inwall charges a **15% service fee** (on top of the payment gateway's own processing fee) on earnings when users withdraw from their digital wallet.

SUBSCRIPTIONS

Premium members share an extra ad per day and pay **0% service fee**: \$19.99/month or \$199.99/year, shown live on the right.



Revenue forecast

1,000 users sharing 2 ads a day, across 4 social platforms

\$2

Average budget per ad share

\$480K

Monthly transaction volume

\$72K

MRR from the 15% service fee

\$20K

MRR from Premium subscribers, alternatively

Total ARR from only 1,000 daily active users

\$240K



\$864K

Competitive analysis

Platform	Google Ads	IG / TikTok Ads	Inwall
Unique on the market	No	No	Yes
Can deliver ads in user story	No	No	Yes
Pay the audience, no CPM / CPC	No	No	Yes
Budget-friendly	No	No	Yes

The next evolution of Inwall

Inwall Premium Card

Instantly spend campaign earnings through a virtual Inwall card integrated with Apple Wallet and Google Wallet.

Unlocks new payment-related revenue streams, strengthens Premium membership, and keeps more value within the Inwall ecosystem.

Donations

Give users the choice to donate their earnings while enabling charities to grow through the Inwall community.

Charities become acquisition partners, bringing highly engaged communities onto Inwall while creating meaningful social impact.

Advertiser Communities

Dedicated brand profiles where users can discover, follow, and engage with advertisers beyond a single campaign.

Builds long-term relationships between brands and users while creating additional affiliate revenue opportunities.

Advanced Targeting

Deliver campaigns with greater precision through dynamic location targeting and richer audience controls.

Delivers highly localized campaigns, creating stronger community engagement and significantly improving advertiser ROI.

Platform & Infrastructure

Enterprise-grade infrastructure, platform integrations, advanced analytics, and scalable cloud architecture built for global growth.

Creates the foundation to support millions of users with enterprise-grade performance, security, and richer campaign analytics.

Trust & Safety

A dedicated Trust & Safety team protects campaign quality while Inwall expands across Stripe-supported markets worldwide.

Human verification helps protect advertisers, preserve platform quality, and maintain trust as Inwall expands across international markets.

Building the world's leading people-powered advertising ecosystem.

Roadmap to pre-seed round & scale

Pre-seed round: \$2M target

Runway: ~36 months

1

Foundation established

Company & product

Inwall Inc. incorporated in Delaware. Mobile apps launched on iOS and Android. First pay-per-share advertising platform fully developed and operational.

Outcome: product launched, monetization validated, initial advertiser demand confirmed.

2

Traction validation

User & advertiser growth

Expand student ambassador program, develop campus partnerships, execute multi-channel acquisition campaigns, scale advertiser acquisition pipeline.

Outcome: validate repeatable advertiser acquisition and user participation channels.

3

Product-market fit

Optimization & scaling readiness

Analyze retention and behavioral cohorts, improve activation and sharing conversion, establish a KPI-driven operating framework.

Outcome: demonstrate strong retention, advertiser ROI, and scalable growth economics.

4

Pre-seed scale-up

Raise \$2M // \$20M post-money

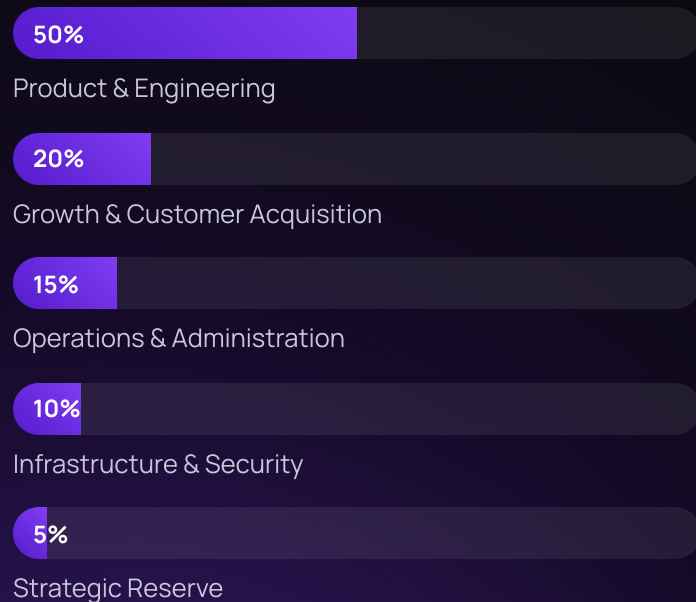
Expand engineering and product teams, accelerate user acquisition, execute a phased international rollout across 33 countries.

Outcome: build the foundation for global expansion and future Seed stage financing.

Use of funds & hiring plan

Inwall, Inc. (Delaware) · Office in Dubai · Pre-seed round: \$2M · Runway: ~29–36 months

Capital allocation



Team structure (total: 10)

- CEO (Co-Founder) · COO/CFO (Co-Founder) · CTO
- Senior Full-Stack Engineer · Full-Stack Engineer
- DevOps & Security Engineer · UI/UX Designer
- Director of Brand & Communications
- Sales Executive · QA & Customer Support

Runway analysis

- Total raise: \$2,000,000
- Annual burn: ~\$840,000 (~\$70K/month)
- Runway: ~29 months (current plan)
- Optimized plan: ~36 months at ~\$55K monthly burn



Thank you!

Inwall, Inc. · 131 Continental Dr, 19713 Newark, DE, USA
contact@inwall.app