

# HONEY STORE

DECENTRALIZED STORAGE MADE SIMPLE

# INTRODUCTION

Secure, Decentralized, and Accessible Storage for All File Types - A DePIN Solution Powered by Swarm. Honey Store simplifies decentralized file storage and NFT creation, offering an intuitive and user-friendly experience.

# PROBLEMS



01

Centralized storage solutions are vulnerable to data loss and censorship. Users need a secure, encrypted, and decentralized way to store their files.



02

Today, decentralized storage solutions often present significant usability challenges, making secure data storage complex and inconvenient for users.

# HONEY STORE SOLUTION

## THE SIMPLEST WAY TO STORE DECENTRALIZED

### ✓ All-in-One Hub

Store files, videos, docs – even future NFTs – in one place

### ✓ Swarm-Powered Security

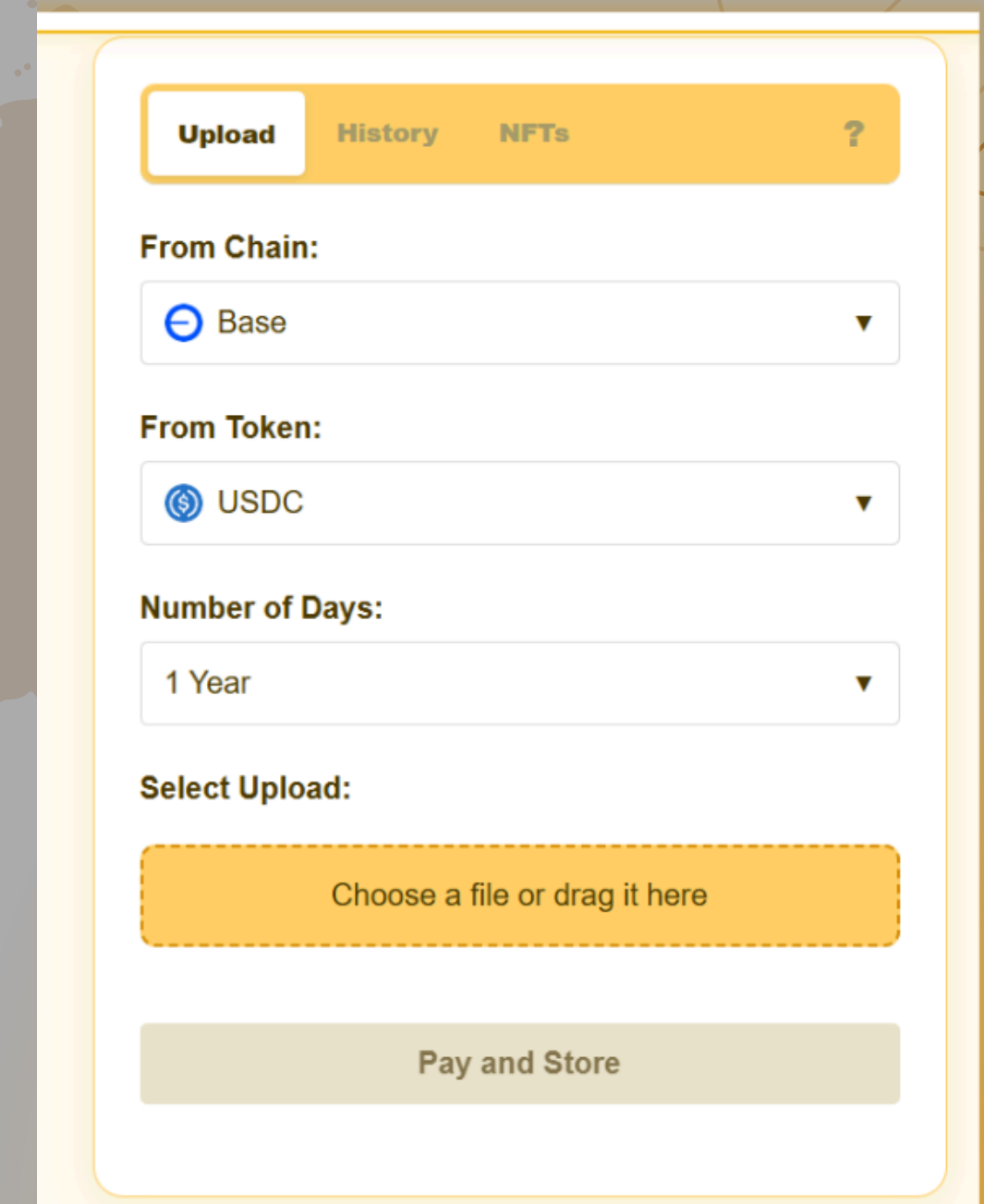
Files encrypted, split, and distributed globally (no single point of failure)

### ✓ Pay with Stables

USDC/USDT on Base & Optimism now – more chains coming soon

### ✓ Decade-Secure Storage

Lock files for up to 10 years (simple renewals)



The screenshot displays the Honey Store web interface. At the top, there are three tabs: 'Upload' (active), 'History', and 'NFTs', followed by a help icon. Below the tabs, there are four dropdown menus: 'From Chain:' set to 'Base', 'From Token:' set to 'USDC', 'Number of Days:' set to '1 Year', and 'Select Upload:'. Below these menus is a large dashed orange box with the text 'Choose a file or drag it here'. At the bottom of the interface is a grey button labeled 'Pay and Store'.

# HONEY STORE SOLUTION

## NO-CODE NFT CREATION

### ✓ Smart Contracts Done For You

We automatically create & deploy ERC-721 contracts – no coding required

### ✓ Storage Solved

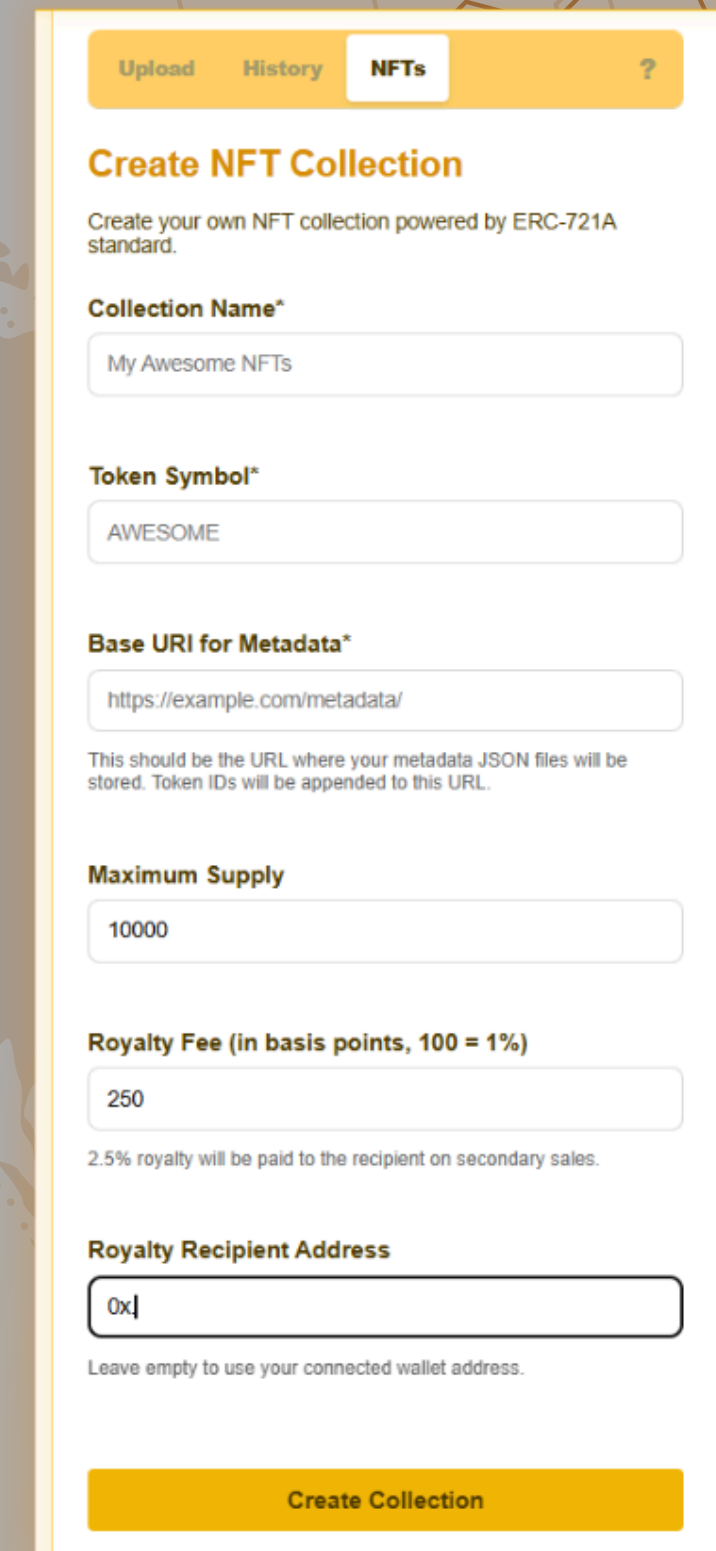
Files and metadata secured on decentralized storage by default

### ✓ 68% Faster Setup

Skip the dev work and go straight to launching your collection

### ✓ Royalties Built-In

Set your cut (e.g., 5%) – automatically paid forever



The screenshot shows a web interface for creating an NFT collection. At the top, there are tabs for 'Upload', 'History', and 'NFTs', with a help icon '?' on the right. The main heading is 'Create NFT Collection'. Below it, a subtext says 'Create your own NFT collection powered by ERC-721A standard.' The form contains several input fields: 'Collection Name\*' with the value 'My Awesome NFTs', 'Token Symbol\*' with the value 'AWESOME', 'Base URI for Metadata\*' with the value 'https://example.com/metadata/', 'Maximum Supply' with the value '10000', 'Royalty Fee (in basis points, 100 = 1%)' with the value '250', and 'Royalty Recipient Address' with the value '0x'. A note below the royalty fee field states '2.5% royalty will be paid to the recipient on secondary sales.' At the bottom, there is a 'Create Collection' button.

Upload History NFTs ?

### Create NFT Collection

Create your own NFT collection powered by ERC-721A standard.

**Collection Name\***

**Token Symbol\***

**Base URI for Metadata\***

This should be the URL where your metadata JSON files will be stored. Token IDs will be appended to this URL.

**Maximum Supply**

**Royalty Fee (in basis points, 100 = 1%)**

2.5% royalty will be paid to the recipient on secondary sales.

**Royalty Recipient Address**

Leave empty to use your connected wallet address.

Create Collection

# KEY FEATURES AND BENEFITS

Honey Store offers a unique combination of features and benefits that make it the go-to solution for decentralized file storage and NFT creation.



## Multichain Crypto Payments

Pay with stablecoins across multiple blockchains, starting with Base and Optimism. We're working on integrating direct payment options from other blockchains, making it easy to pay for all services, including storage and NFT minting.



## Ultimate Security

Files are encrypted, split into 4MB chunks, and distributed across thousands of nodes on the Swarm network. This ensures maximum security, redundancy, and permanence for all stored files, including NFTs and NFT collections.



## User-Friendly Interface

An intuitive platform designed for everyone - easily upload files, mint NFTs, or create entire NFT collections without technical complexity. Honey Store combines decentralized storage with seamless NFT creation in one place.



## Royalty Automation

Set your creator royalties once (e.g., 5-10%) and let Honey Store handle the rest. Payments are automatically enforced and distributed to your wallet – forever.



# TARGET AUDIENCE:

## CLOUD STORAGE USERS

- 2.8B+ users of centralized storage
  - \$128B market by 2028
  - 42% worry about privacy
- Honey Store = familiar UX, decentralized engine 🔒

## NFT CREATORS

- \$10.6B market | 16M wallets
  - 68% quit – smart contracts & metadata are nightmares
- No-code collections (no dev skills - no deployment)

## WEB3 CURIOUS & EARLY ADOPTERS

- 20M+ users on Filecoin/Arweave
  - \$35B DePIN sector by 2027
- No jargon – upload like Dropbox
- Auto-converted to decentralized storage

🚀 TAM: \$118.6B | <5% market penetration | \$19M ARR with 1% of NFT creators

# MARKETING STRATEGY

## Partnerships and Collaborations

Forge partnerships with blockchain projects and NFT platforms to position Honey Store as the go-to solution for decentralized storage and NFT creation.

## Social Media and Community Engagement

Leverage platforms like Twitter (X), LinkedIn, Telegram, and Discord to engage with the community, share updates, and build brand awareness through educational content and interactive events.

## Content and Influencer Outreach

Publish industry-leading content and partner with influencers to amplify messaging, while integrating Honey Store into new projects and ecosystems to drive adoption and growth.





# OUR PATH FORWARD



Enable multichain payments, gasless transactions, and one-click operations.

A Farcaster framework for native storage purchasing within the ecosystem.

Implement AI tools for website creation and hosting via Honey Store.

Integration with wallets, dapps, and web3 platforms.



# OUR TEAM



**Mark Bliss**

**Senior Blockchain Developer**

Mark is the backbone of Honeystore's tech. A seasoned blockchain developer with multiple successful projects under his belt, he's the guy who gets things done and ensures everything runs smoothly.



**Vedran Mijatovic**

**Growth & Partnerships**

Vedran drives Honeystore's visibility and adoption. He ensures the product gets noticed by crafting strategies that connect it with users and make it stand out in the market.

# CONTACT US



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