



MintBuzz

Play Hard, Win Higher Privacy Must!



ETH Latam
Hackathon Brazil 2025
by EthSamba

Sao Paulo, 06-08/November

Problem for the consumer and for the brand

- **Brands:** spend billions to understand the real behavior of consumers
- **Data:** expensive, imprecise, and outdated
- **Systems:** centralized, lack of transparency
- **Consumers:** receive nothing for their data
- **Regulators:** increasing pressure for privacy (LGPD, GDPR)

Ethically sourced
and consented data
is an urgent need

Solution for the Consumer and for the Brand

MintBuzz = Privacy + Intelligence + Reward

- Platform: **Data Privacy & Monetization + AI Insights** on Blockchain
Arbitrum/Base and Chainlink CCIP
- Consumers/Users: **earn \$MBZ tokens** by sharing consented data
- Brands: pay and access **anonymized and verified insights**
- AI: transforms raw data into actionable insights, without exposing personal data
- **Consent Guaranteed** (LGPD/GDPR compliant), **Multi-Chain** and **Auditable On-Chain**
- Focus on Beverage Segment

Make a Toast!
Share consented data!
Earn \$MBZ!



How it works

The Relationship between User, MintBuzz and Brand

1. Sharing and Consent

User connects his crypto wallet and selects which data to share, with consent (LGPD/GDPR compliant).

2. Encryption and Registration

Data is encrypted and registered in Smart Contracts.

3. AI Generates Insights

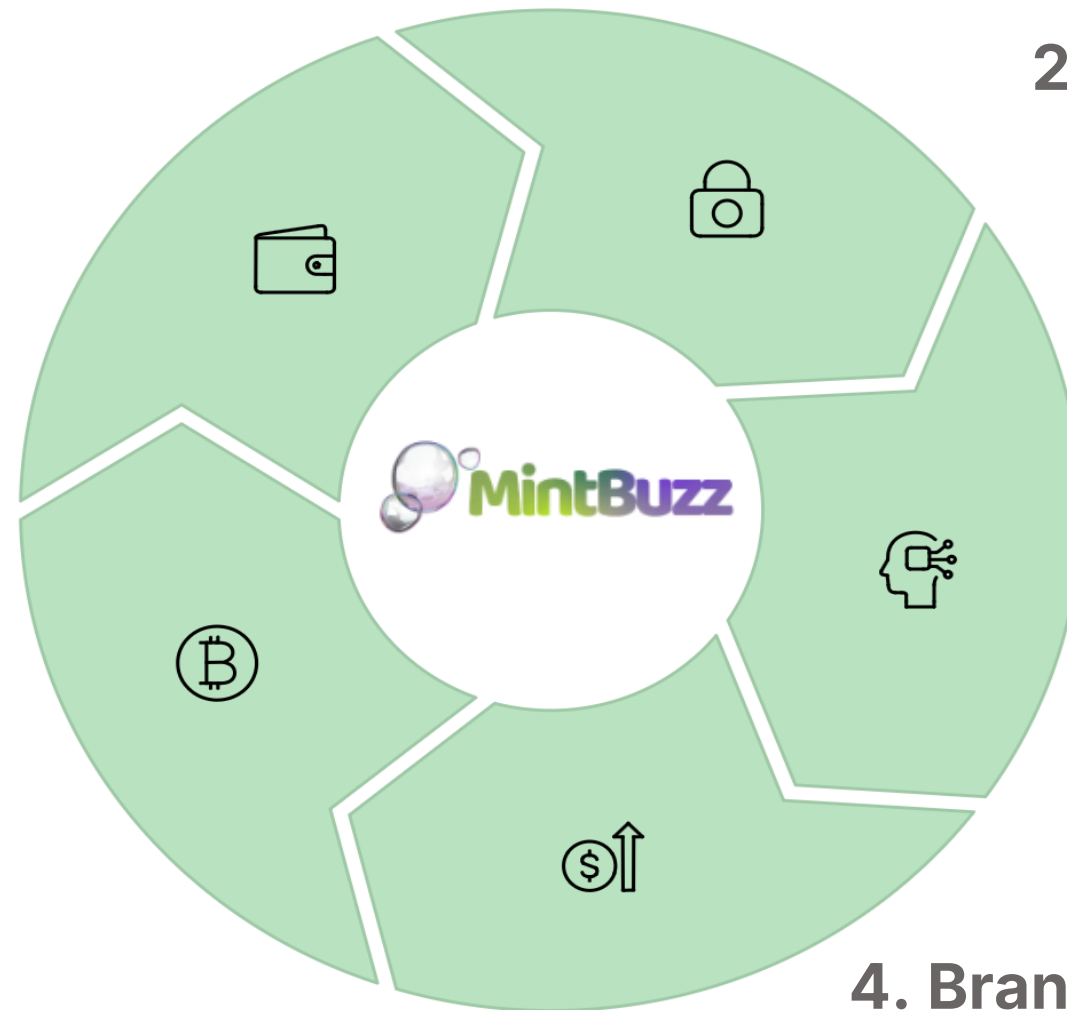
Artificial Intelligence processes anonymized data and transforms it into marketing insights.

4. Brands Acquire Insights

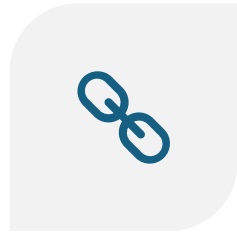
Brands purchase insights with \$MBZ tokens, never personal data.

5. Rewards in \$MBZ

User receives \$MBZ tokens in his crypto digital wallet..



Technology Stack:



Blockchain



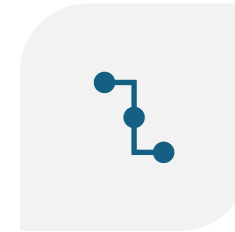
**Smart
Contracts**

Data, Consent,
Reward

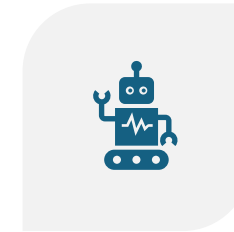


**Zero-
Knowledge
Proofs**

Identity Protection



Multi-Chain



**Artificial
Intelligence**

Clustering, Insights



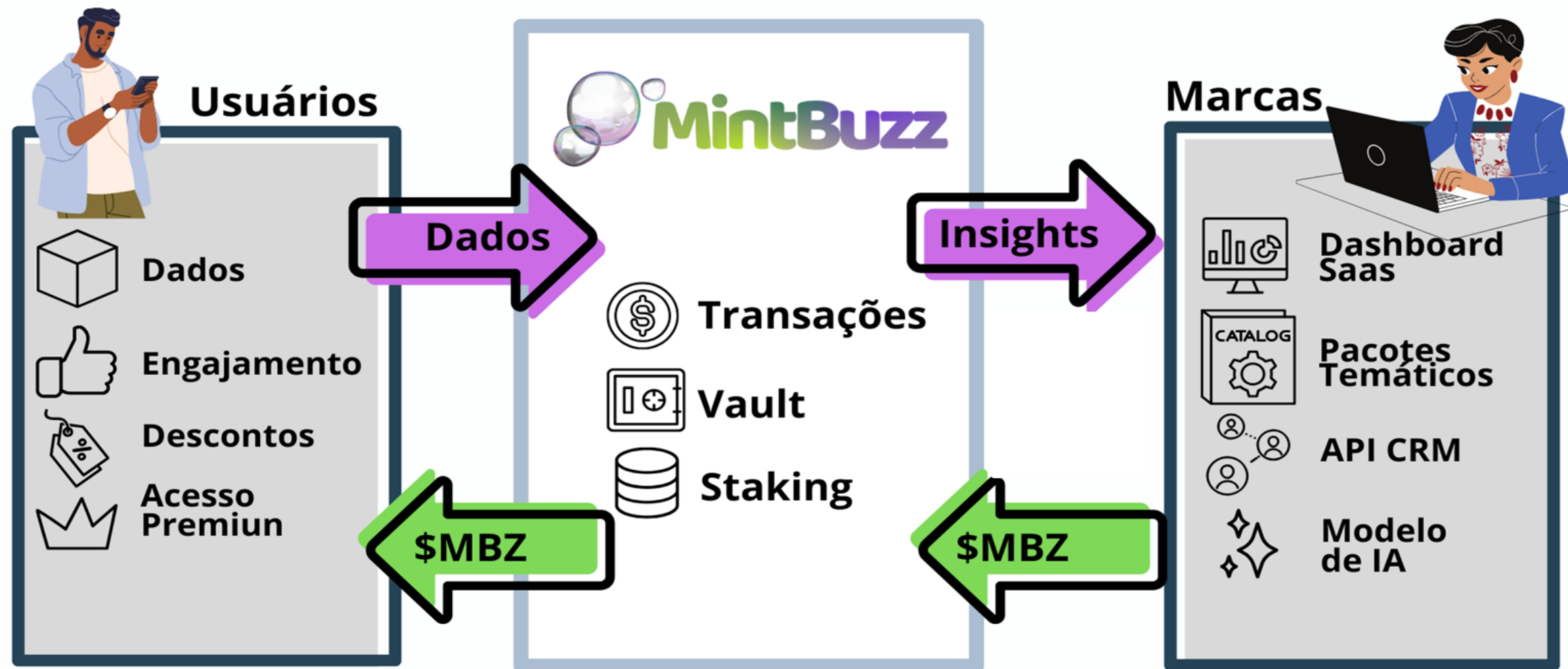
**Privacy
Ledger**

Auditable
Consent Records



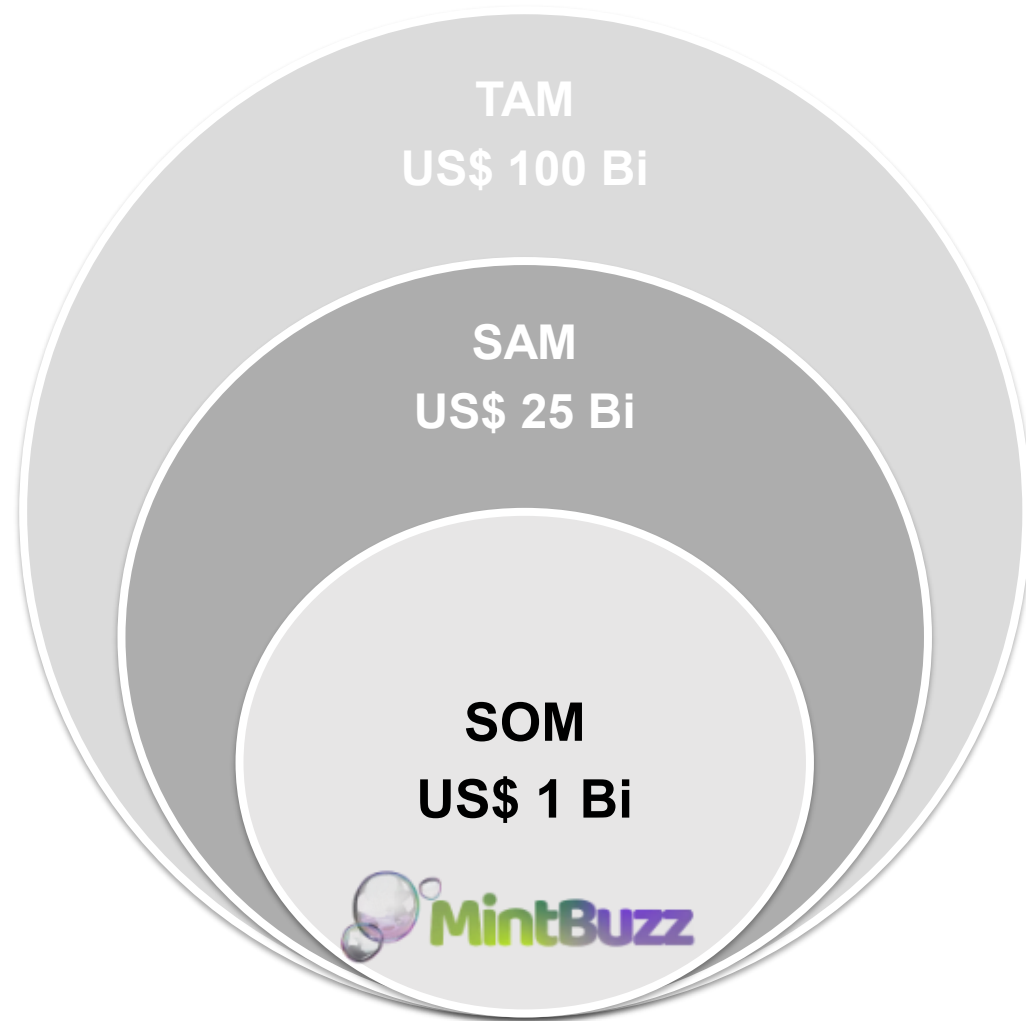
Business Model

From Experience to Rewards



Market: TAM / SAM / SOM

Segment: Global Beverage



Global Consumption Sales (Food & Beverage): ~ US\$ 6.7 trillion (2024)
Assuming: 50% Beverage & 3% spent on Marketing

- TAM ~ US\$ 100 billion
- SAM (Data Analytics & Insights) = ~25% of TAM: ~ US\$ 25 billion
- SOM (MintBuzz capture in 3-5 years) = Target 4% of SAM: ~ US\$ 1 billion

Opportunity for MintBuzz
Migration from centralized and non-transparent data to a model of consented, private and tokenized data



Founding Team

Finance + Technology + Marketing



Ernesto Maruyama

FINANCE • 20+ years in Corporate Finance and M&A at Embraer in Brazil, the USA and China. Expertise in Corporate Finance, Strategy, Blockchain/Web3 and Compliance. At MintBuzz, he leads Business Strategy and Finance.



André Meira Silva

TECHNOLOGY • 20+ years in Blockchain Architecture and Financial Risk (HDI, AXA, KPMG, EY). Skilled in oracles, tokenization, and distributed systems. Winner of the Global BlockMagic 3, Chainlink Hackathon. At MintBuzz, he designs Blockchain and AI solutions for Data Privacy and Data Governance.



Leonardo Policarpo

MARKETING • 20+ years in Global Marketing at Honeywell/Siemens. Startup Founder. Specialist in Branding and Data-Driven Growth. He leads the Buzz at MintBuzz.





**Rewarded Privacy.
Shared Intelligence.**

**Let's build a fair and trustworthy data
economy.**