



# THE BLINGY TECHNOLOGY & ENTERTAINMENT, INC.

**BLINGY!**  
**COMPLEMENT YOUR**  
**LIFESTYLE WITH**  
**TECHNOLOGY**

Blingy is a US-based tech startup located in Silicon Valley, poised to deliver cutting-edge digital solutions to empower the internet generation and foster their connections to high-grossing vertical industries.

## VISION

To become the go-to technological platform that delivers innovative solutions to empower internet generations

## MISSION

To empower our users with innovative tech solutions and services, bringing the unique values of effective information, content sharing, and entertainment to light.

## Milestones



**May 2021**  
Founded



**Aug. 2021**  
1st version Reauty app born



**Dec. 2021**  
Team expanded to 25



**Jan. 2022**  
Blingy Lab Launched



**Feb. 2022**  
Blingy Baebee NFT launched; B.M.C. app development



**Mar. 2022**  
Reauty launched to app store; C.X. MVP done; Reauty crypto coin created

## Product Achievements



**Reauty-Beauty Rating App**  
*IOS version launched*  
*Seed-round funding*

- Product Rating System
- Smart Search Engine
- AI Skin Analysis



**Blingy Lab-Idea Incubator**

Supporting Blingy and global young talent in jumpstarting their entrepreneurial journey, helping them transform their ideas into a successful business in the Web3 and blockchain industry!



**B.M.C.- AI-enabled Fitness App**  
*Launch MVP by end of May 2022*

- High-quality Workout Tracking
- Workout Buddy & Community System
- Tokenization Rewards



**C.X.- Crypto Automated Trade App**  
*Pre-seed investor pitch*

- Automated Trade Bot
- Grid Trading & Smart Transaction
- Trade Authority Escrow Service



**Blingy Gallery- NFT**  
*Launched & open to public minting*  
Blingy Baebee designs that connect creativity and environmental sustainability.



**Reauty Coin- Beauty Cryptocurrency**  
World's first beauty crypto coin that gives beauty enthusiasts the privilege to redeem exclusive benefits from virtual to real.

## Blingy Digital Asset Highlights



**213%**

Monthly Followers Growth Rate

**73%**

Page Visitor Growth Rate

**67,192**

Total Impressions



**58%**

Monthly Traffic Growth Rate

**25%**

Site Session Growth Rate

**1,448**

Publication/ Blog Views

## Product Digital Asset Highlights



**18%**

Monthly Followers Growth Rate

**120%**

Account Engaged Growth Rate

**10k**

Total Followers



**71%**

Total Reach Growth Rate

**324**

Profile Visits

**12,539**

Total Page Reach



**52%**

Engagement Growth Rate

**7,110**

Total Audience

**11,140**

Total Impressions



**33,182**

Total Impressions



**27.3%**

Monthly Views Growth Rate

## Blingy Management Team



**Joy Yuan**  
**Founder/ CEO**

Serial Entrepreneur 17 yrs experience in brand and marketing



**Milad Yalda**  
**Co-Founder/ CTO**

10+ yrs technology architect



**Kenneth Su**  
**Co-Founder/ CFO**

18+ yrs in banking and investment management sectors



**Mohamed Karim**  
**CDO**

Serial Entrepreneur & 10+ yrs AI and Data Scientist



**Femi-Babalola**  
**COO**

13+ yrs HR and Ops experiences in financial field



**Angelica Pardi**  
**Creative Director**

5 yrs creative advertising agency



**Megan Shen**  
**Marketing Director**

5 yrs marketing service for enterprise startups

## Project Team Members



Anmol Rattan (Frontend/ IOS Developer)  
Sawsan Zagnoun (Data Entry Lead)  
Damilola Adelusi (Data Entry Coordinator)  
Seda Kahya (UI/UX Designer)  
Yoona Lee (Graphic Designer)  
Alexis Boussous (Branding Specialist)  
DD Liu (Mobile Game Developer)  
Dylan Waste (Investor Relations Associate)



Joseph Kennedy (Flutter Developer)  
Victoria Shuleika (UI/UX Designer)  
Elisabeth Opdyke (UI/UX Designer)  
Dean Ichiriu (Graphic Designer)  
Autumn (Digital Producer)  
Mariam Macabanding (Marketing Specialist)



Zuck Zou (Senior Project Engineer)  
Hugh Le (Business Development Manager)  
Mechelle Saguia (Marketing Specialist)  
Kayleigh Bowman (Graphic Designer)



Madufo Chuks (NFT Project Leader)  
Najwa Abdella (Community Manager)  
Joshua Ghent (Blockchain Engineer)