


PROJECT MEMO

Project: ARCOIN	
Vertical	AR Infrastructure & Gaming
Main Social Channel	 335K followers
Links: <ul style="list-style-type: none"> Pitch Deck Tokenomics Website 	

AlphaMind ROUND DETAILS	
Ticker	\$ARCN
Price	\$0.00625
Round FDV	\$6.25M (vs. \$25M Public round valuation)
TGE Plans	Q4 2025
Vesting	25% TGE unlock

What they are building

ARCOIN is a WebAR infrastructure platform that turns real-world locations into ownable, tradable, and monetizable digital assets ("Tiles").

Users engage in geo-based AR quests, earn rewards, and discover partner ecosystems, bridging Web2 audiences into Web3 with real-world interaction.

Core Team



Andrei Furdui
CEO



Ievgen Iaroslavskiy
COO

Andrei F. (CEO): Former Audi & Volkswagen software engineer. Early crypto (since 2017). Leads product and Web2.5 onboarding focus.

Ievgen I. (COO): AR pioneer; launched a Figma-like WebAR editor in 2020 (pre-Meta rebrand). Delivered 100+ commercial AR projects (incl. Volvo).

Viktor M. (CTO): 12+ years in high-performance AR/vision systems. Architected proprietary computer-vision tracking libraries and AR infra used across thousands of WebAR projects; responsible for platform scalability and SDK/API.

Denis A. (CGO): 15+ years in media buying; managed \$500K+ monthly ad spend. Access to ultra-low-cost traffic sources (sub-\$0.50 CPA) and demonstrated growth efficiency (e.g., filled the world map with players on a \$3K test budget). Leads user acquisition and growth loops.

Backers/Partners

Among early backers, ARCOIN is supported by TB Ventures, yard[hub] accelerator and Cointelegraph Accelerator (in non-cash media coverage).

Note: The project is largely self-funded to date, minimizing early-stage sell pressure from VCs at TGE.

Problem & Solution

Problem: Brands and Web3 projects lose significant marketing budgets to bots and low-quality traffic.

Solution: ARCOIN ensures genuine human engagement through location-based AR missions, delivering verified foot traffic and high-retention users.

Token Utility

- Mint and upgrade NFT Tiles
- Participate in auctions and P2P trading on the marketplace
- Stake tokens to earn ad revenue from owned Tiles
- Pay for AR campaigns and branded quests
- Purchase in-game enhancements (e.g., protection shields, boosters)

Traction

- 120K+ MAU, 10K+ DAU, <\$0.5 CPA
- 335K+ Twitter followers, 75K+ Telegram subscribers
- 100K+ NFTs minted, daily active core with >300 consecutive days of activity for top users
- Integration pilot with Camp Network L1 and other Web3 projects

Competitive Edge

- Proprietary WebAR infrastructure built since 2020
- Proven low-CAC funnel: Web2 traffic → gamification → tokenized engagement
- Geo-locked quests act as an effective anti-bot mechanism
- Capability to convert offline audiences into active Web3 participants

Alphamind Analysis

ARCOIN stands out as one of the few pre-TGE Web3 infrastructure plays with a working AR product, established user acquisition channels, and live partner integrations. The platform bridges Web2 and Web3 audiences through low-CAC, verifiable location-based quests, creating both immediate engagement and a clear path to B2B monetization.

The AlphaMind round offers exclusive entry at \$0.00625 effective pricing at \$6.25M FDV (even below Seed round valuation) with 25% unlocked at TGE and only 4 months linear vesting, no cliff. At Public Sale's planned \$25M FDV, this represents a built-in ~4x valuation gap, giving early participants asymmetric upside if adoption continues to scale into TGE.

Risks & Opportunities

Key risks include proving scalable monetization beyond early campaigns, maintaining partner momentum & sustaining user acquisition efficiency as scale grows. The long runway to TGE (late 2025 / early 2026) also extends execution risk, requiring consistent delivery to preserve investor confidence.

On the upside, the AlphaMind round offers entry at an effective \$0.00625 with 25% unlocked at TGE. This creates a ~4x valuation gap to the planned Public Sale FDV of \$25M, paired with comparatively high early liquidity for a pre-TGE round. If the team hits growth and monetization milestones, this structure offers retail participants an attractive, asymmetric risk-reward profile.