


PROJECT MEMO

Project: ChiCha	
Vertical AI-Powered PayFi & Stablecoin Infrastructure	Links: Pitch Deck Tokenomics Website
Main Social Channel  10K <small>followers</small>	

AlphaMind ROUND DETAILS	
Ticker	\$CHI
Price	\$0.02
Round FDV	\$20M
TGE Plans	Q4 2025
Vesting	25% TGE unlock

What they are building

ChiCha is a PayFi platform that makes stablecoins usable in everyday life. It lets people spend USDT and USDC like cash, earn ownership in the ecosystem, and grow rewards automatically with AI.

Through its Merchant Growth Loop and deflationary \$CHI model, ChiCha connects Web3 wallets with real-world payments, building the first AI-powered stablecoin economy.

Core Team



David Chang
Co-founder & CEO



Andrew Bonnevie
Co-Founder

David Chang (Co-Founder & CEO): Payments veteran and serial fintech founder with 15+ years building regulated financial infrastructure. He helped pioneer Yeepay, one of China's earliest licensed gateways, before founding Duolabao, a cross-border payments platform later acquired by JD Finance.

Andrew Bonnevie (Co-Founder): A Fortune-brand growth strategist turned Web3 builder. He entered crypto during DeFi Summer 2020, co-founding Nekoin Protocol "the bridge between traditional business and Web3" which later rebranded and was acquired.

Backers/Partners

Early strategic backing came from Yeepay and a former Huobi Exchange founding executive, together contributing around \$900K in early support.

Note: ChiCha remains primarily self-funded, reducing early sell pressure and ensuring long-term sustainability at TGE.

Problem & Solution

Problem: Stablecoins dominate DeFi, but lack real-world utility. Users can't easily spend or earn yield on USDT/USDC in daily life, while merchants face barriers to accepting crypto payments due to volatility and compliance complexity.

Solution: ChiCha bridges this gap through a stablecoin-native PayFi ecosystem powered by AI. It enables users to spend stablecoins like cash, earn automated rewards via ChiPoints and Genie AI, and allows merchants to seamlessly accept and manage stablecoin transactions.

Token Utility

- Earn rewards from every transaction made with ChiCha UCard
- Redeem ChiPoints for \$CHI, NFTs, and loyalty perks
- Access Genie AI tools for payments, yield, and automation
- Stake \$CHI for governance and DAO participation
- Use in merchant campaigns, cashback, and referral programs

Traction

- \$5M+ stablecoin transaction volume processed pre-TGE
- 2,000+ active UCard holders (Mastercard-linked on-chain cards)
- 20K+ ChiPoints redemptions & referral transactions
- 40K+ daily wallet interactions across LATAM & Asia

Competitive Edge

- Native stablecoin-first architecture built for real-world payments
- AI-powered PayFi engine automates rewards and payment optimization
- Proven low-CAC funnel: airdrops → ChiPoints → merchant rewards → user retention
- Deflationary model: 10% of PayFi revenue used for \$CHI buybacks and burns

Alphamind Analysis

ChiCha stands out as one of the few pre-TGE PayFi infrastructure projects with live real-world integrations, stablecoin payment rails, and verified merchant adoption. The platform connects Web3 users, merchants, and DeFi protocols through its AI-powered PayFi engine, automating spending, cashback, and yield optimization on USDT and USDC.

The AlphaMind round provides access at an effective \$0.02 entry, with a \$20M FDV and 25% TGE unlock. At the projected \$10M-12M Public round valuation, this represents a ~4-5x valuation gap, offering early participants asymmetric upside as adoption scales through merchant and user expansion.

Risks & Opportunities

Key risks for ChiCha center around execution and market expansion. While the project has strong early traction, sustaining growth beyond core LATAM and Asian markets will require consistent merchant onboarding, regulatory navigation, and liquidity management. The dependence on stablecoin payment infrastructure introduces exposure to evolving compliance frameworks, while maintaining user engagement post-launch remains critical to preserving token value.

However, with its proven traction, AI-powered PayFi engine, and deflationary model, ChiCha offers significant upside. The project's early entry valuation and clear real-world utility provide investors with an attractive asymmetric risk-reward opportunity leading into TGE.