

THE AD RAIL FOR THE
CRYPTO MEDIA ECONOMY

ARCLIGHT

ABOUT ARCLIGHT


**CRYPTO HAS
AD MONEY
AND NOWHERE
TO SPEND IT**

**Arclight is the ad rail
crypto can actually use.**

Google and Meta restrict or ban crypto ads. So exchanges, wallets, chains and protocols run real budgets, with nowhere premium and reliable to spend them.

Arclight pays creators in USDC the instant a genuine view is proven on Circle's Arc L1, no tracking, no walled garden, embeddable in any player. The full stack runs end-to-end on testnet today.

PROBLEMS

**Crypto has
the budgets**  **the ad rails
shut them out**

PROBLEMS

MINIMUM FEE TO SETTLE A SINGLE
PAYMENT, BY RAIL

Source: Visa, Mastercard, PayPal & ACH
published rates (2024)

The cost of a micropayment

Visa / Mastercard

\$0.30

PayPal

\$0.34

Stripe

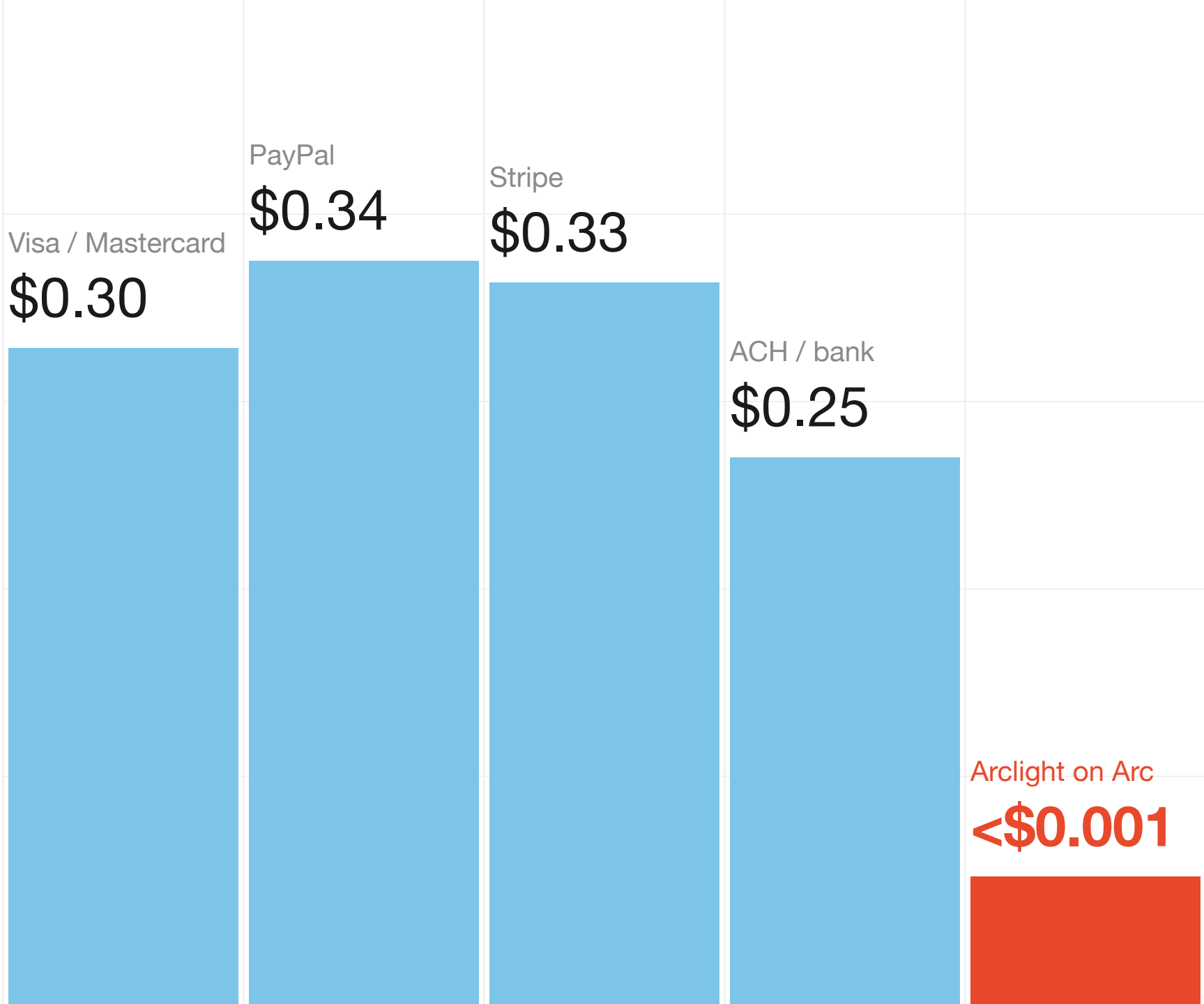
\$0.33

ACH / bank

\$0.25

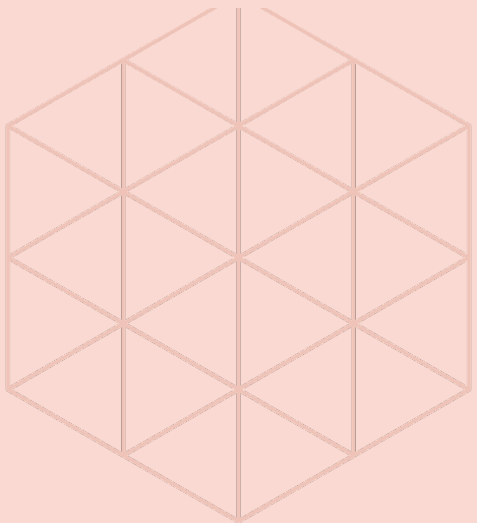
Arclight on Arc

<\$0.001



SOLUTION 1.0

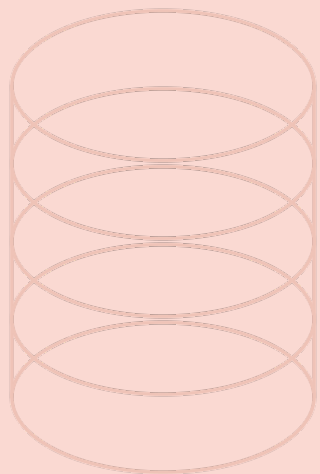
PROOF OF VIEW



A zero knowledge attestation proves a real view occurred, and is payable exactly once. Each view's nullifier, $\text{Poseidon}(\text{viewerSecret}, \text{campaignId}, \text{epoch})$, is consumed on chain, so the same view can never be paid twice and replays are rejected. The viewer is never identified or tracked.

SOLUTION 2.0

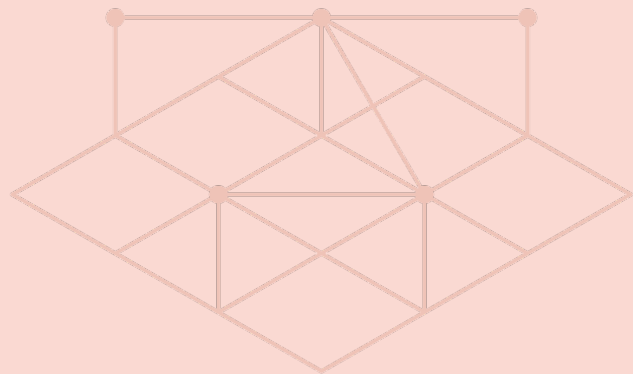
STABLECOIN NANOPAYMENT



Sub-cent USDC settles the instant a view is proven. Payments batch gaslessly through Circle Gateway (x402) so fees never swamp the amount, and clear on Arc where USDC is the native gas. The creator's balance updates in real time, no 30 day payout cycle.

SOLUTION 3.0

EMBEDDABLE SDK



A drop-in SDK turns any open web player into a paid one in a few lines of code. No ad network, no walled garden, no account migration, the creator keeps their player and their audience, and simply starts getting paid per genuine view.

HOW IT WORKS

One real view, settled end-to-end.

01

Watch

A viewer genuinely watches on any embedded open web player.

02

Attest

The attester signs an EIP-712 proof-of-view with a unique nullifier.

03

Pay

Circle Gateway settles a sub-cent USDC nanopayment, batched, gasless.

04

Accrue

Earnings credit the creator's USDC balance on Arc, instantly.

05

Cash out

Withdraw, bridge to Ethereum, or send, one click via Circle.

DOUBLE - SPEND PROOF

Each nullifier is consumed on-chain, so a view can never be paid twice. Replays return a 409.

BUILT ON ARC

Composed from the full Circle + Arc stack.

01

CIRCLE GATEWAY

Batched sub-cent x402 nanopayments settle each view.

02

PROGRAMMABLE WALLETS

Developer controlled MPC wallet as creator treasury.

03

CCTP V2

Real USDC round-trip: burn on Arc, mint on Sepolia.

04

NATIVE USDC GAS

Gas paid in the same dollar creators earn.

05

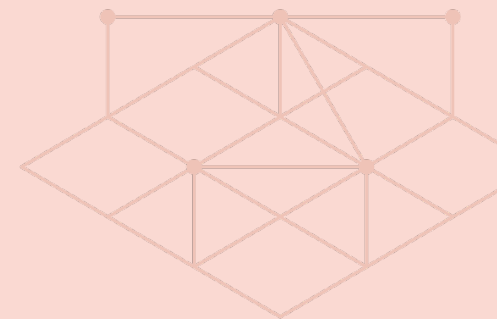
STABLEFX

Route USDC payouts into EURC for local currency.

06

USYC TREASURY

Idle creator earnings can flow into on-chain yield.



Protocol take rate

A thin cut of view-payment volume, scales with usage, never with viewer data.

SDK & platform tier

Premium campaign tooling, analytics, and support for platforms embedding Arclight.

Treasury & FX spread

Managed-wallet, USYC yield, and USDC→EURC routing on top of the core rail.

From running testnet to first pilots.

■ NOW · Q2 2026

■ NEXT · GRANT

■ THEN · POST-RAISE

Live

- Full stack live & contracts deployed on Arc testnet
- End-to-end demo: attest → pay → cash out
- Public showcase deployed

Hardening

- Contracts rewrite for production
- Independent security audit
- Mainnet readiness on Arc

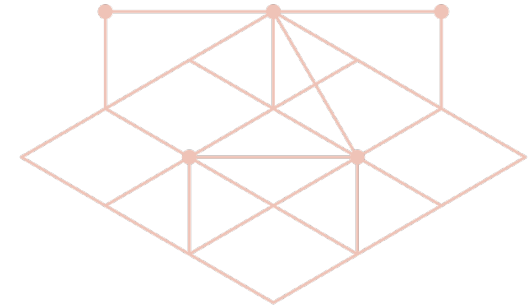
Mainnet

- SDK general availability
- First paying crypto campaigns
- Agentic advertiser pilots

The security audit is conducted by top tier professional web3 security firms via bug bounty programs and independent private audits.

FUNDRAISING

We're raising a **pre-seed round** to reach first revenue



\$1,500,000

The funds are allocated to the following core objectives.

SECURITY AUDIT

Independent contract + ZK circuit review

\$180,000

TEAM & RUNWAY

Founder + 2 engineers, 18 months

\$550,000

DEMAND-SIDE LIQUIDITY

Seed crypto campaign pools + incentives

\$300,000

BD & ADVERTISER SALES

Crypto ad-sales hire; sign advertisers

\$170,000

INFRA, LEGAL & COMPLIANCE

Infra + entity, SAFE, advertiser KYB

\$130,000

CONTINGENCY

Reserve for scope changes

\$170,000



The open web finally has a business model.

Pay creators per genuine view, in dollars, instantly, wherever video lives.

MALEK SHARABI

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CODE github.com/mgx96/arclight

DEMO mgx96.github.io/arclight

ARCLIGHT