

Influencio.

A decentralized platform
for revolutionizing the
creator economy by
supporting the next
generation of marketers
and influencers.



During the Web 2.0 era, data about users is controlled by incumbents and is used to generate profit while providing inadequate benefits and revenue streams to users and content creators.

Web2 to Web3

OWNERSHIP

A security issue between influencers and users, as well as a transparency mechanism, is causing concern.

COLLABORATION

Whether revenue streams should be distributed to content creators or whether the content in the secondary market should reward the influencers is the issue.

PRIVACY

There is a growing trend for platforms to allow influencers to own the rights to their content. The advantages include allowing users to be either content creators or influencers. Content trading is enabled and becomes dynamic.

The SOCIALFI Solution



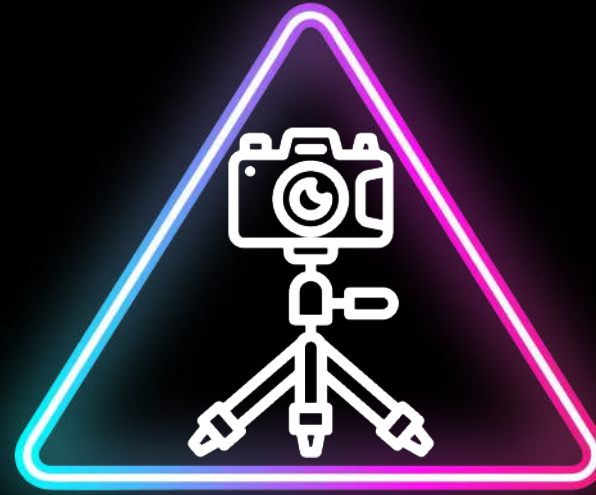
SocialFi

For Brands



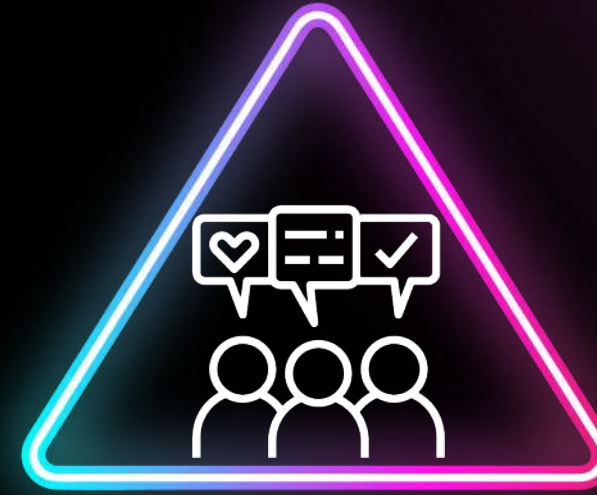
- + Linking up with the right brands and influencers
- + Establishing partnerships
- + Competitive Fee Structure

For Influencers



- + Content creation monetization
- + Maximum privacy & security
- + Building a meaning connection

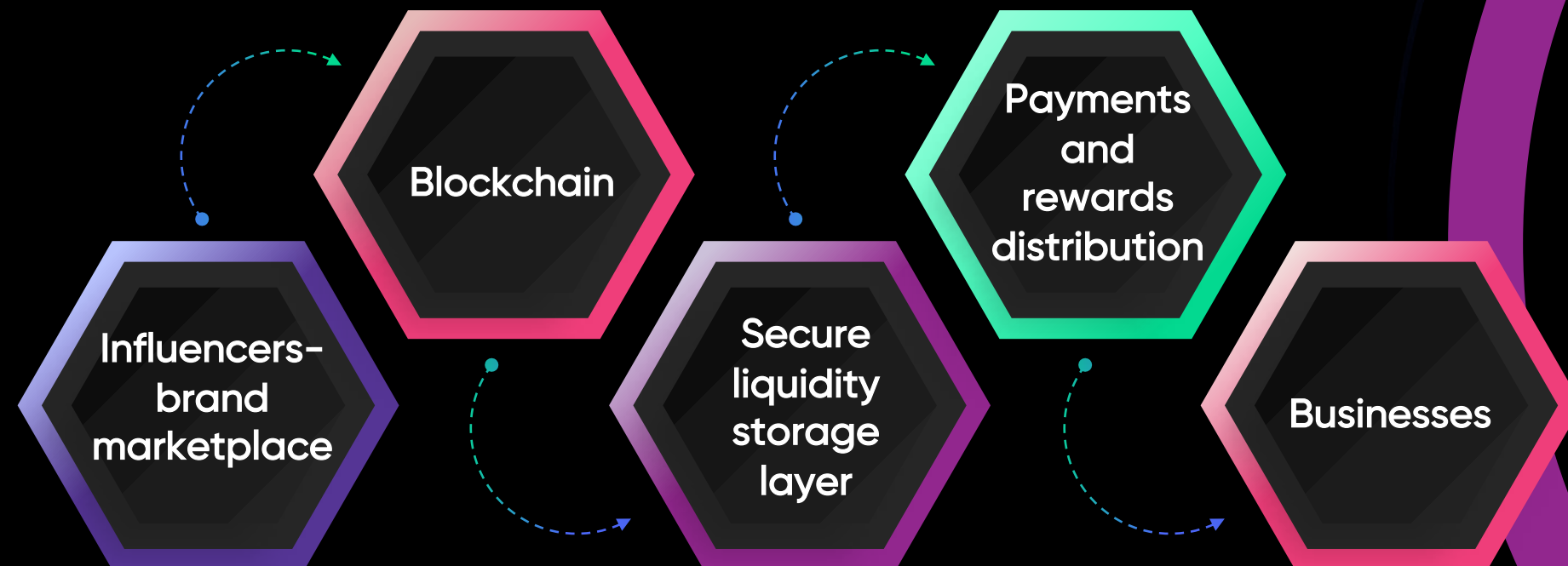
For Fans



- + Diverse content
- + Efficient AI algorithm for maximum user enjoyment
- + Direct instant messaging access to influencers

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How Influencio Utilizes Blockchain?

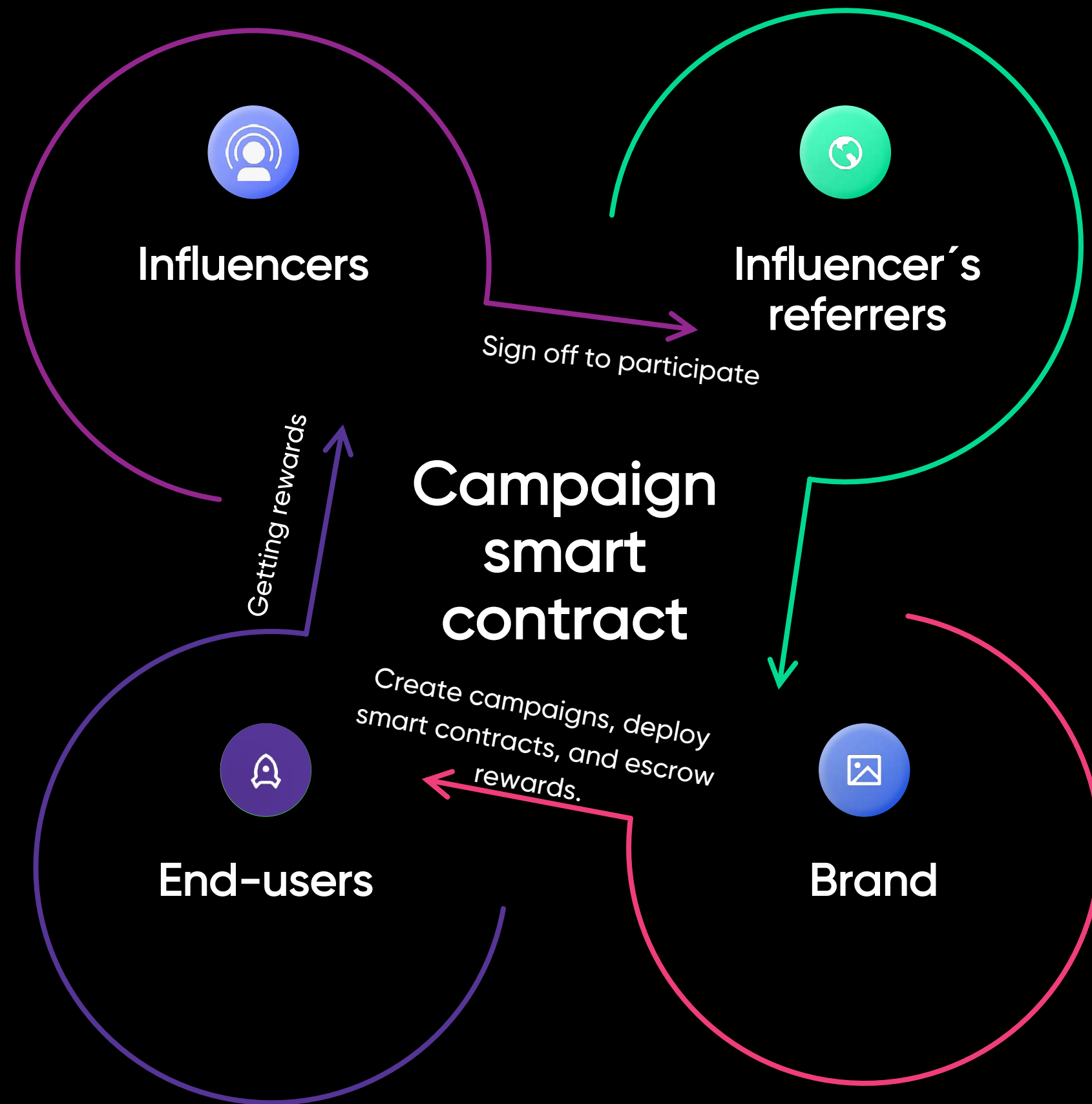


500,000 brands over
2,000 categories

3.2 million
Influencers

Billions
End-Users

How Influencio Utilizes Smart Contracts?



MARKET Insight



NOISES

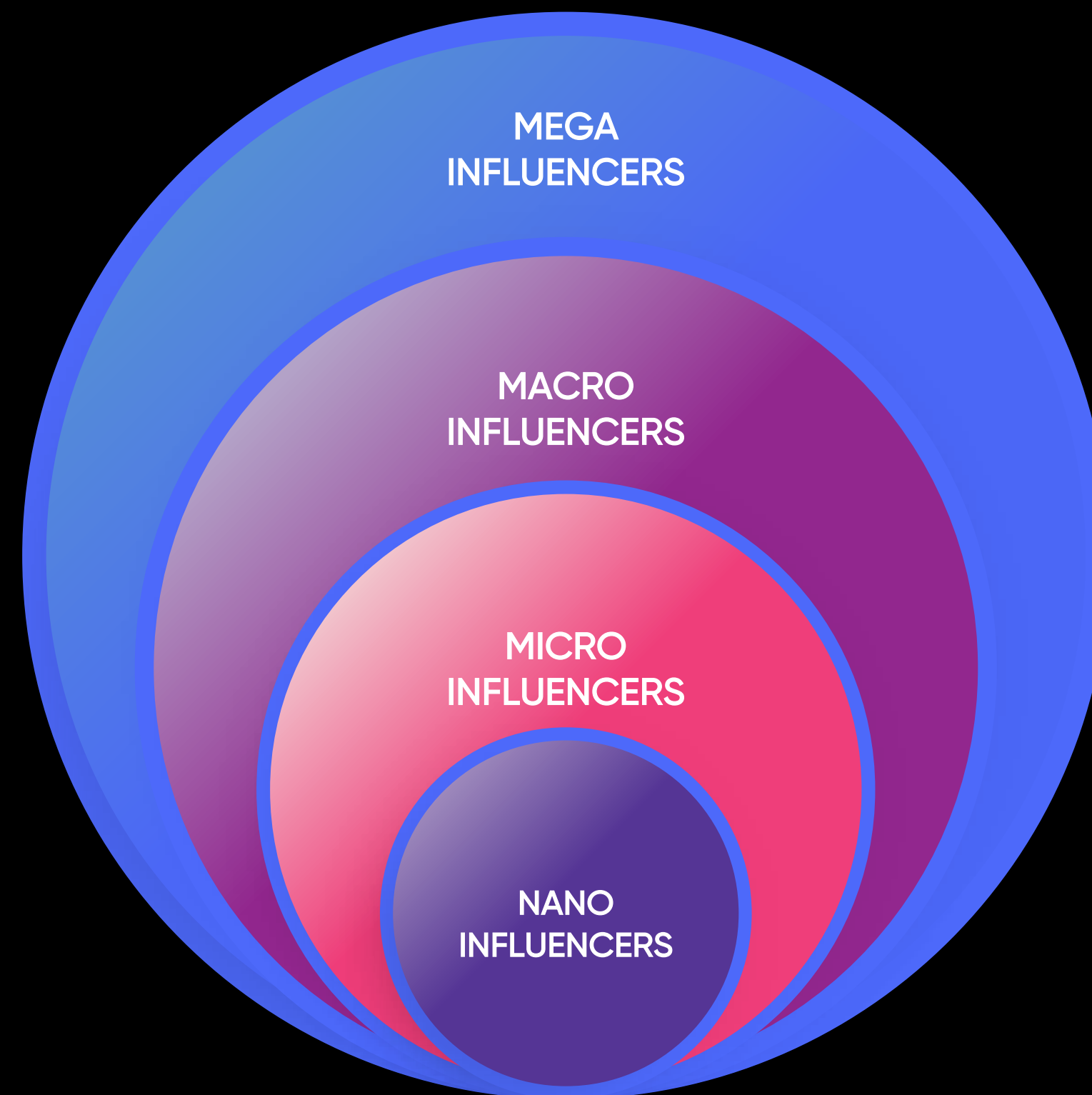
TYPES OF INFLUENCERS

GLOBAL INFLUENCER MARKETING VALUE

16.4bn USD

GLOBAL INFLUENCER MARKETING PLATFORM SIZE

179m USD



Influencer Marketing Platform Market

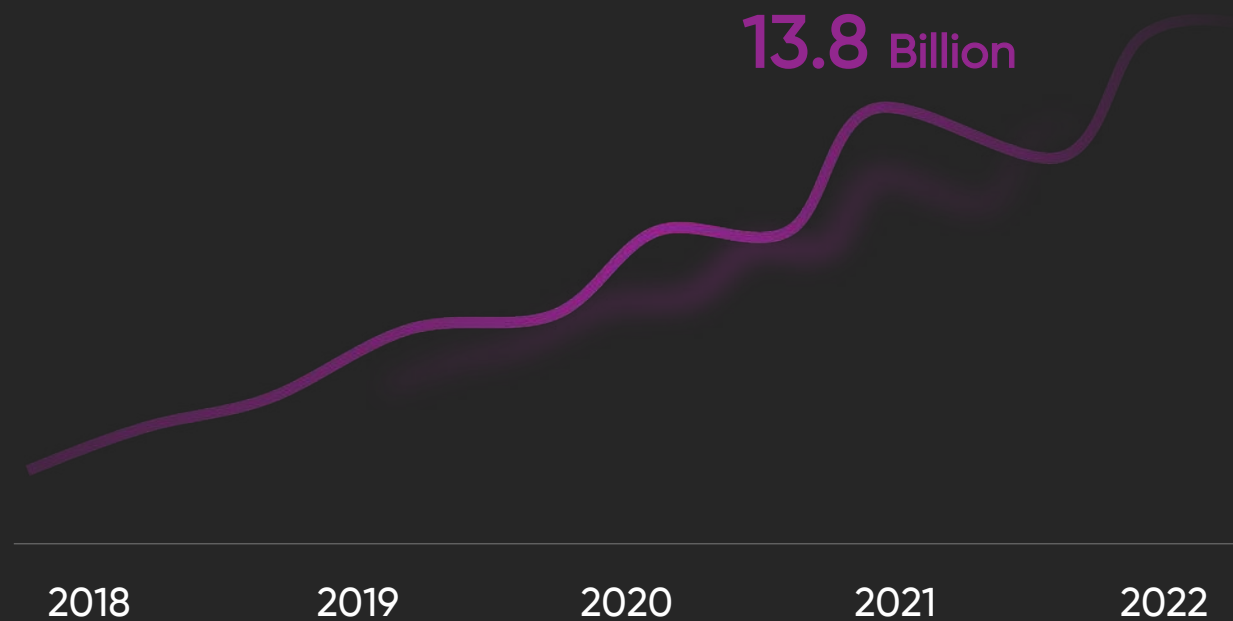
INFLUENCER MARKETING MARKET SIZE WORLDWIDE
(IN BILLION US\$)

29.3%

CAGR 2022 -2030

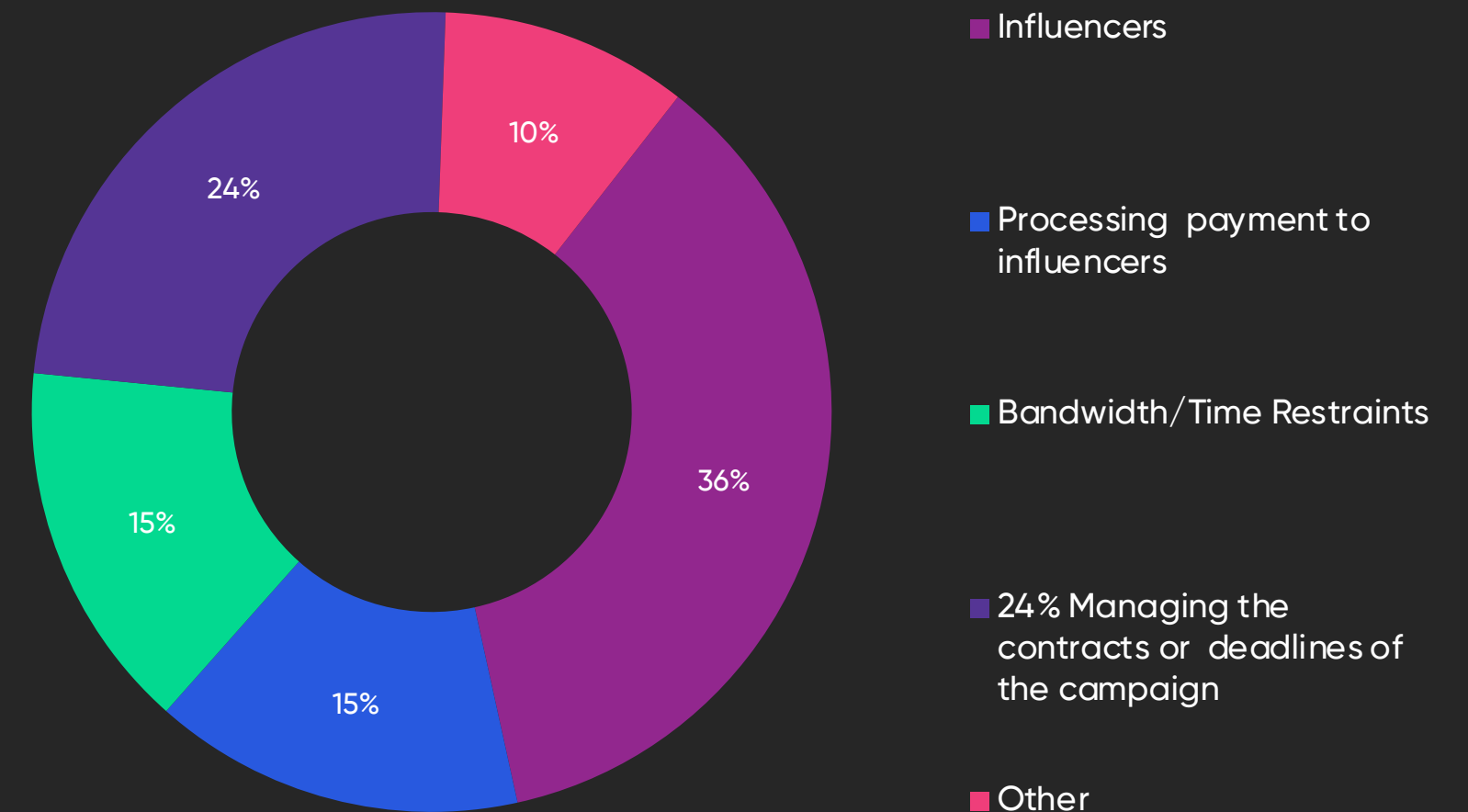
16.4
Billion

13.8
Billion

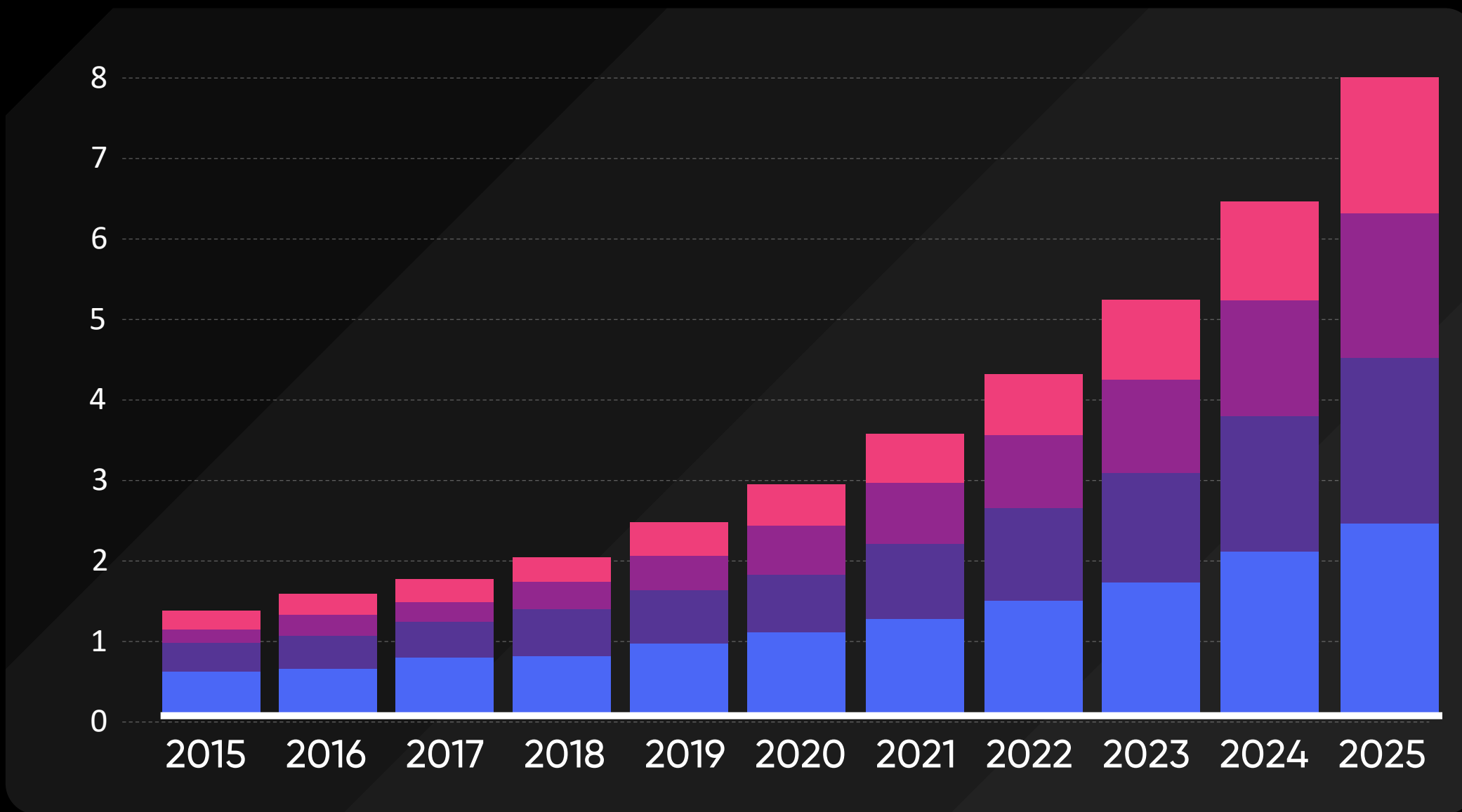


Source: Influencer Marketing Hub

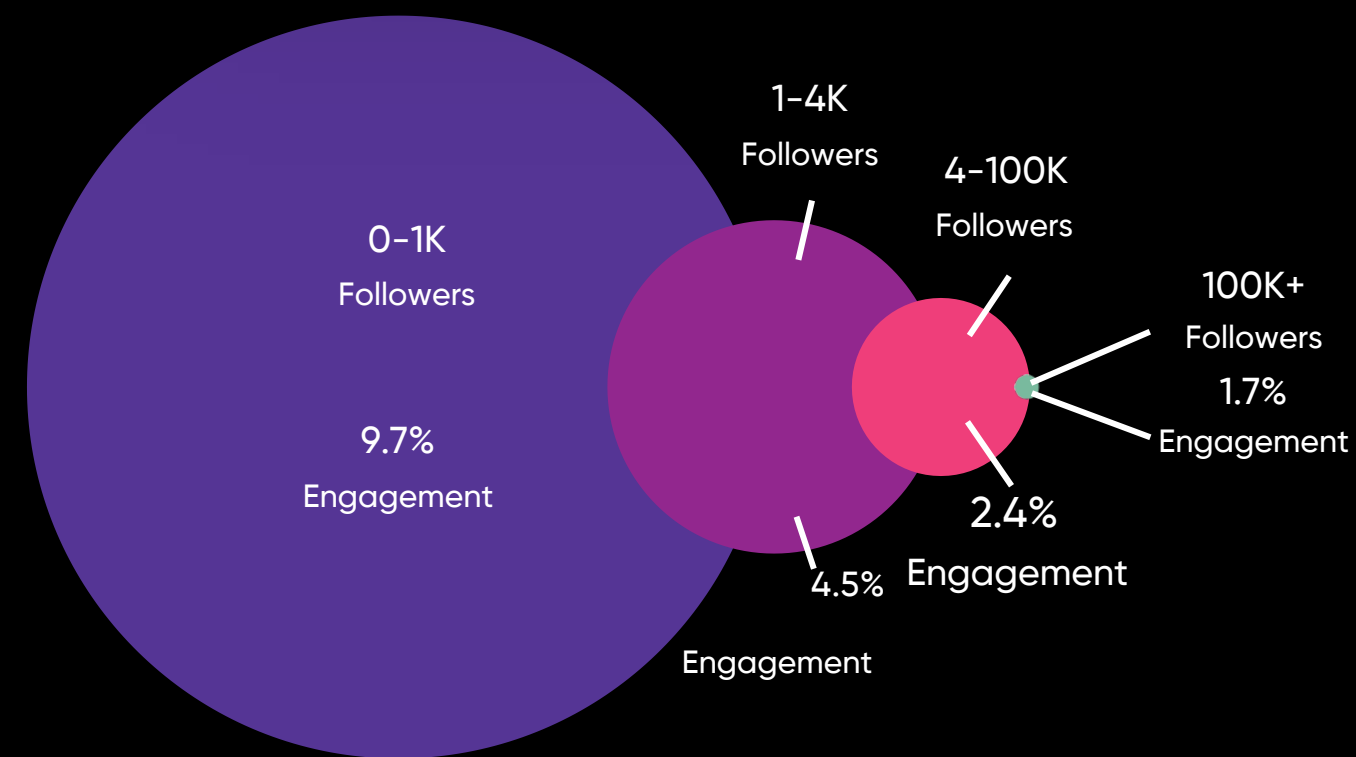
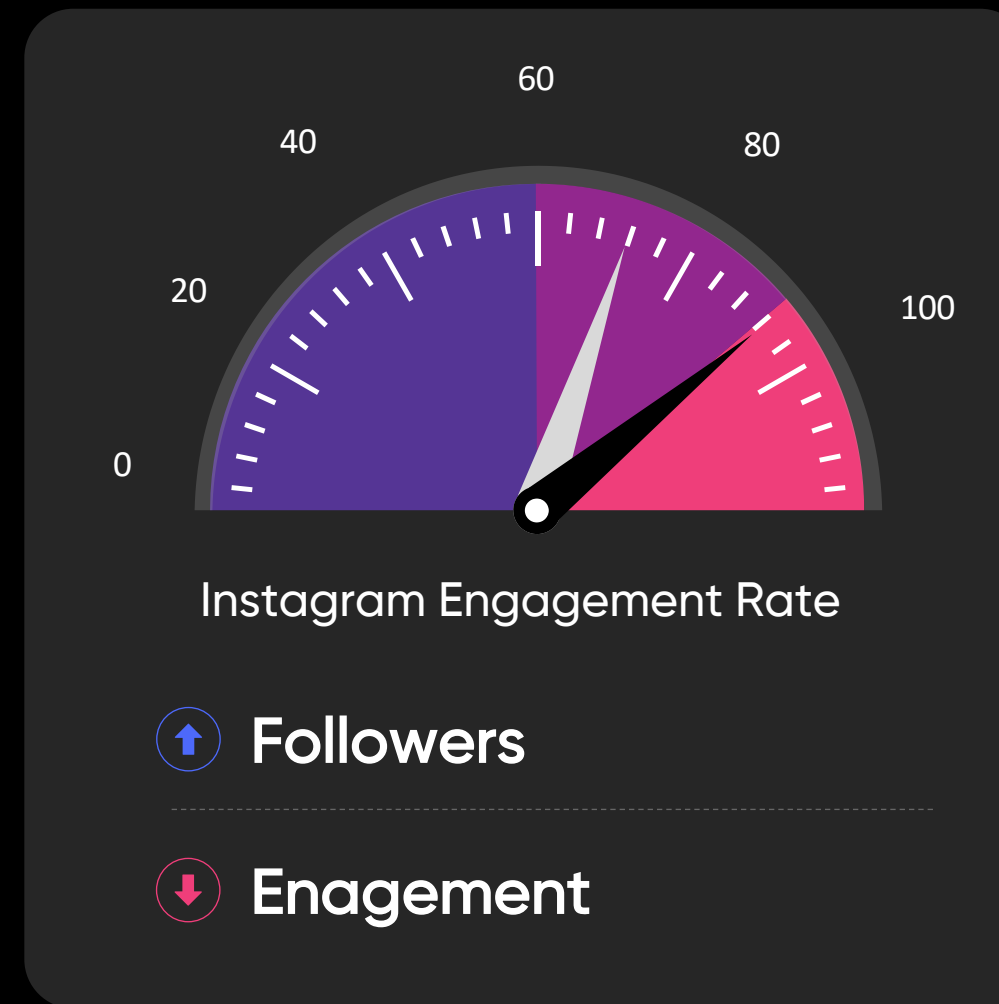
THE BIGGEST CHALLENGE IN MANAGING INFLUENCERS' CAMPAIGNS ARE



U.S. INFLUENCER MARKETING PLATFORM MARKET SIZE BY APPLICATION (US\$ BILLION)

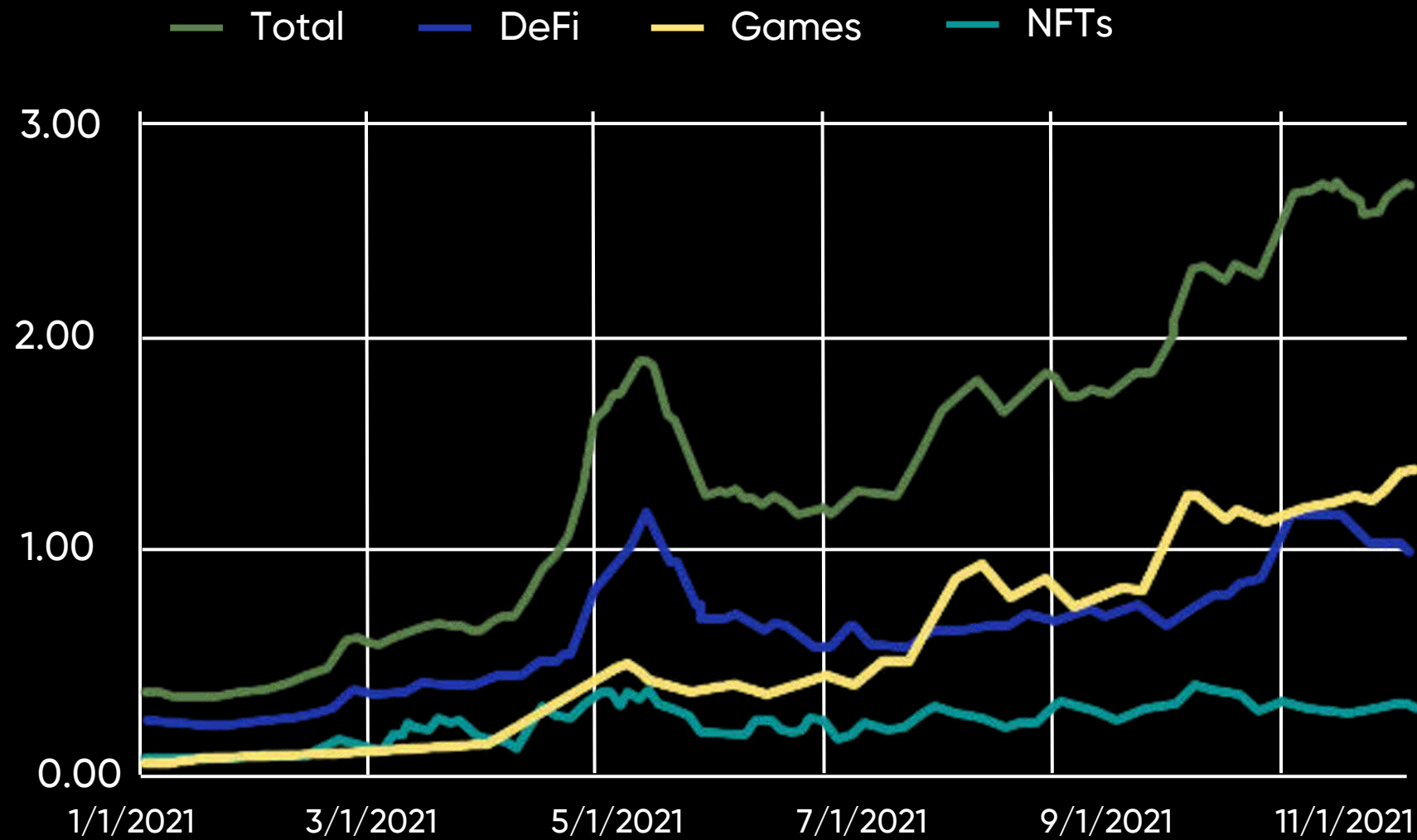


- Search and discovery
- Analytics and reporting
- Campaign Management
- Influencer Management



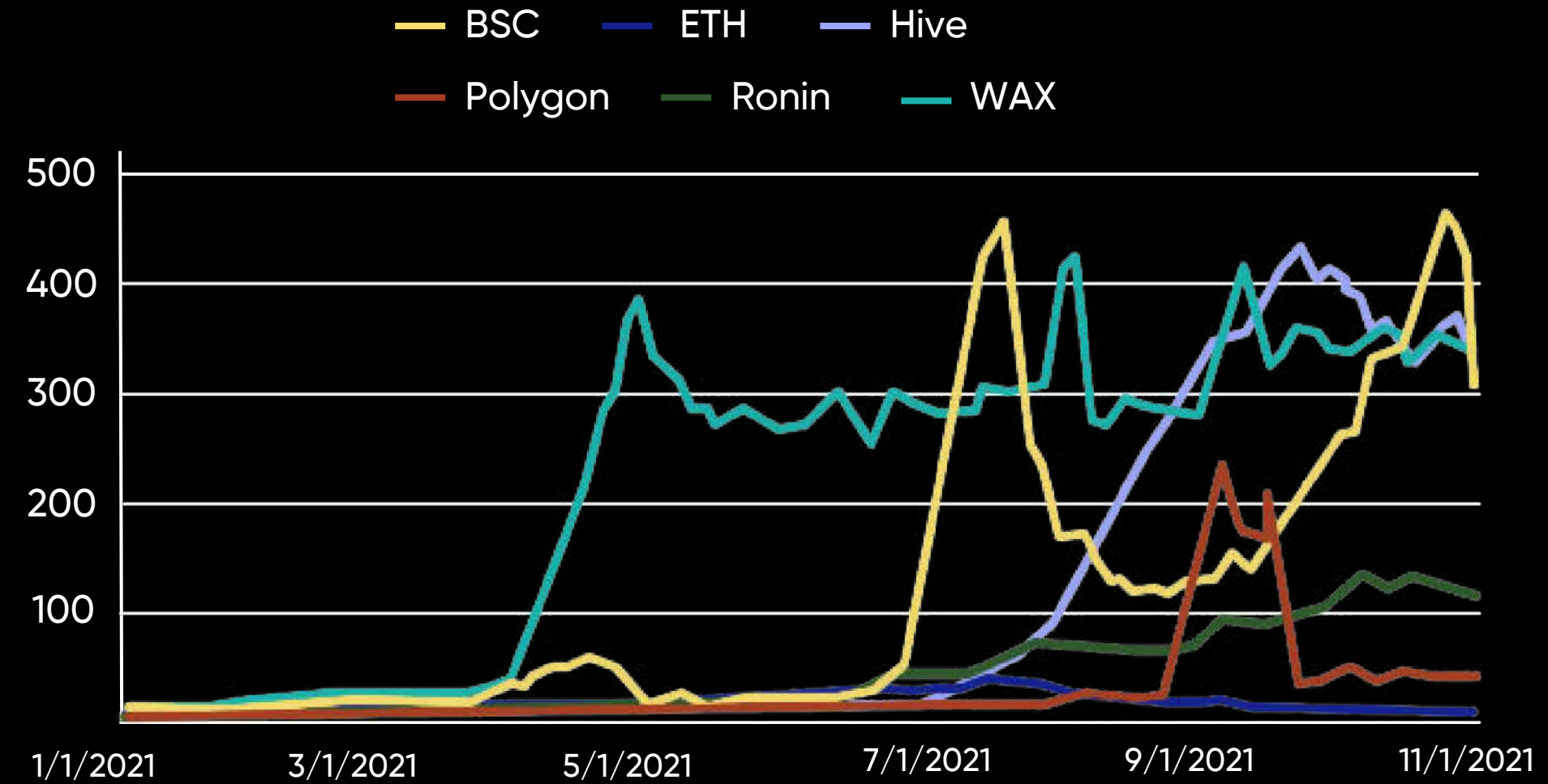
UAW* GROWTH DURING 2021

7 days trailing average, M



GAMES UAW* BY PROTOCOL DURING 2021

7 days trailing average, K



Bitcoin

\$ 41,980,019,847

Dominance 39.8%



Up-to-date total cryptocurrency market capitalization as reference

Entereum

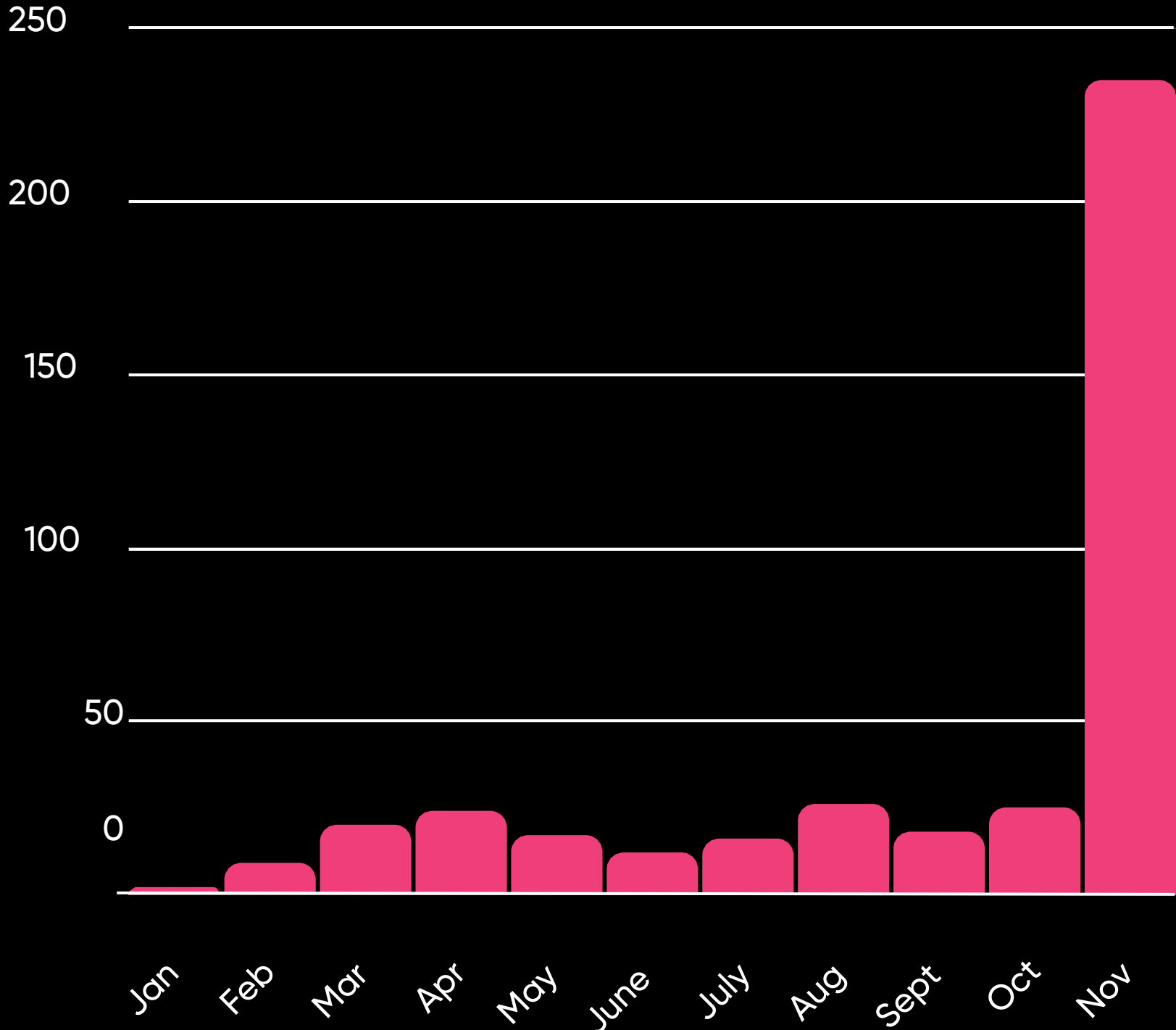
\$ 204,426,975,381

Dominance 19.6%



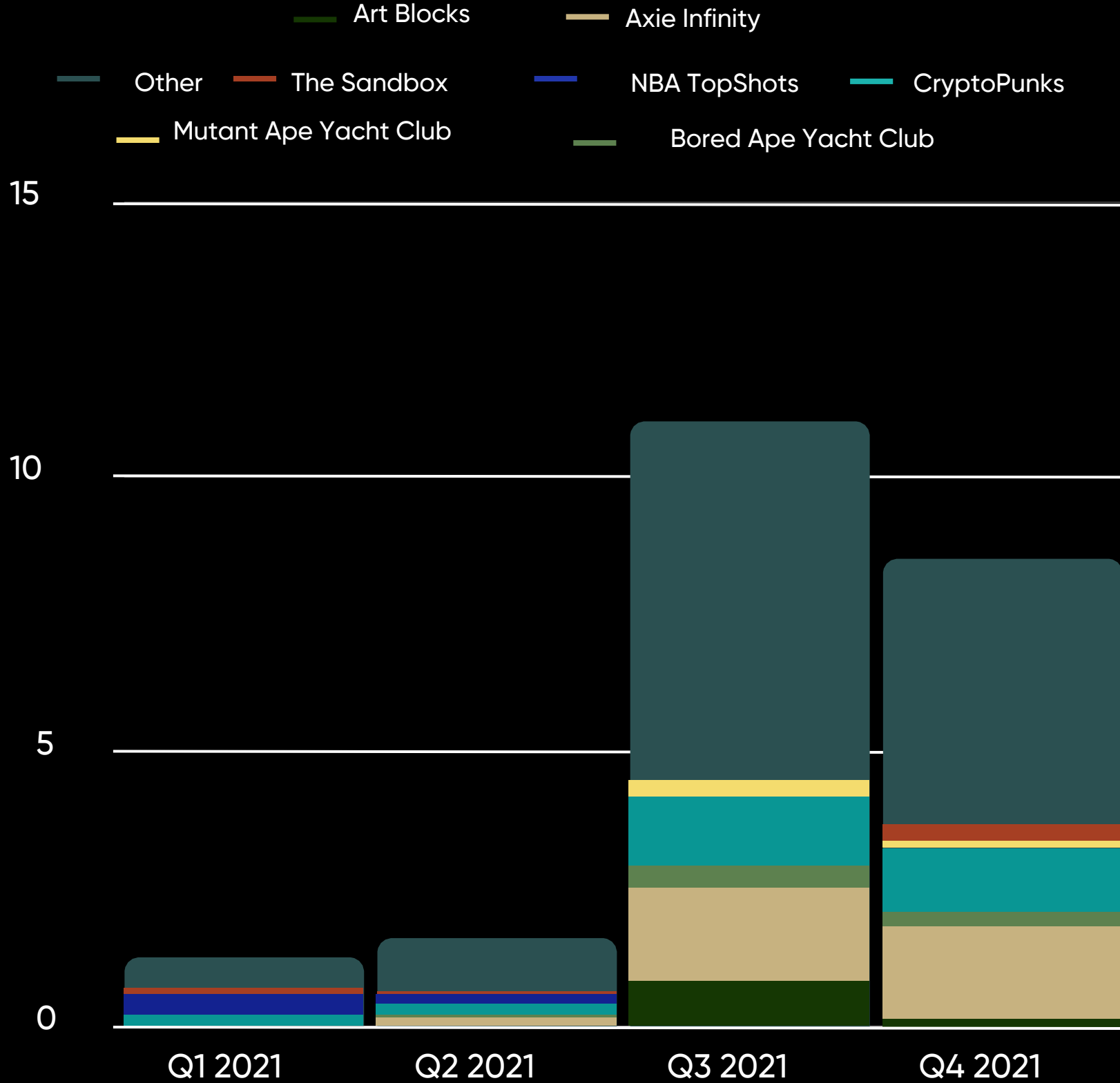
Up-to-date total cryptocurrency market capitalization as reference

METAVEVERSE: TRADING VOLUME, M US\$ - 2021



NFT SALES VOLUME BY QUARTER

B US\$, 2021



GAMEFI Ecosystem



NON
SIES

GAMEFI

Definition: the combination of DeFi, gaming and NFT

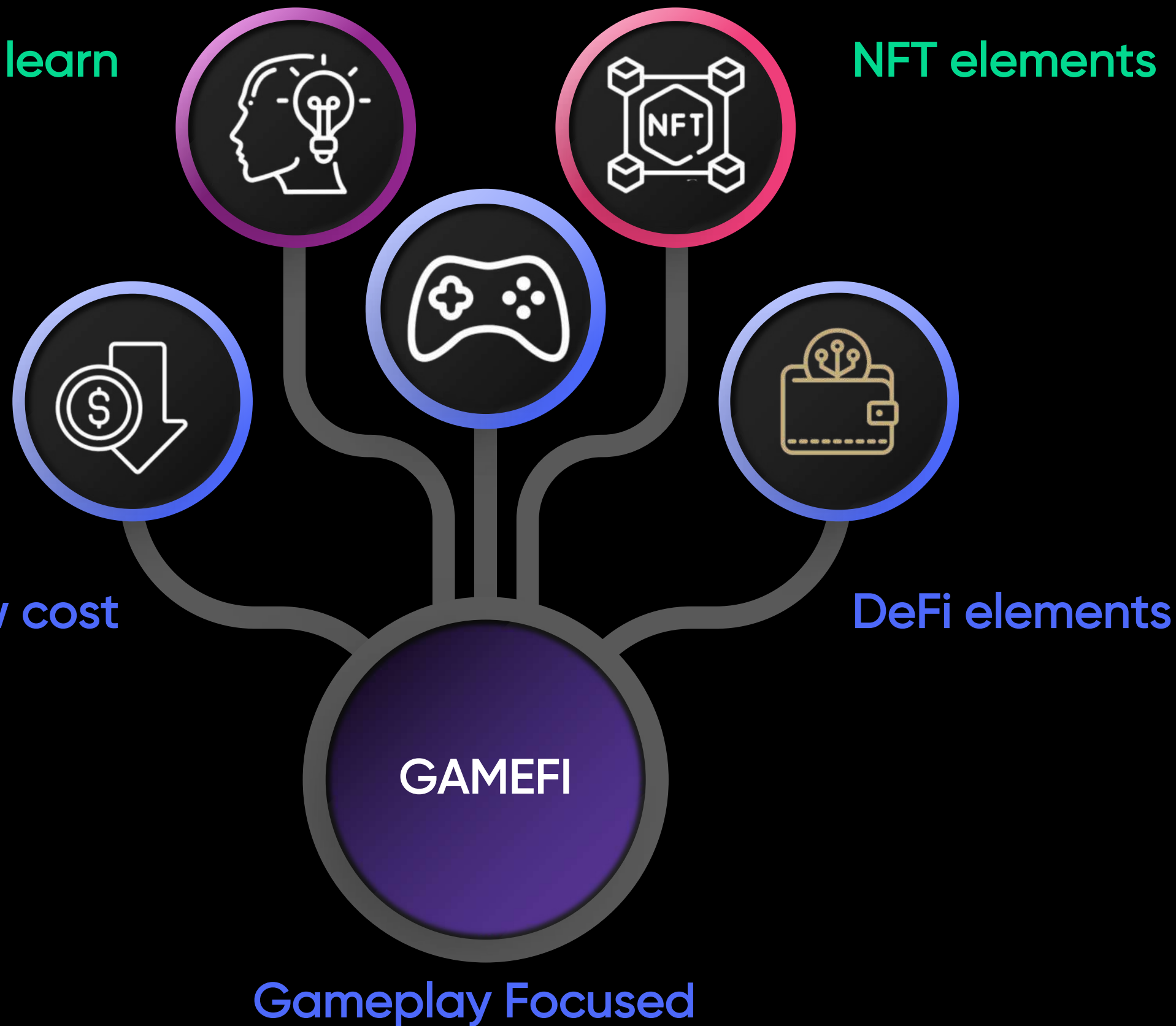
Easy to learn

NFT elements

Low cost

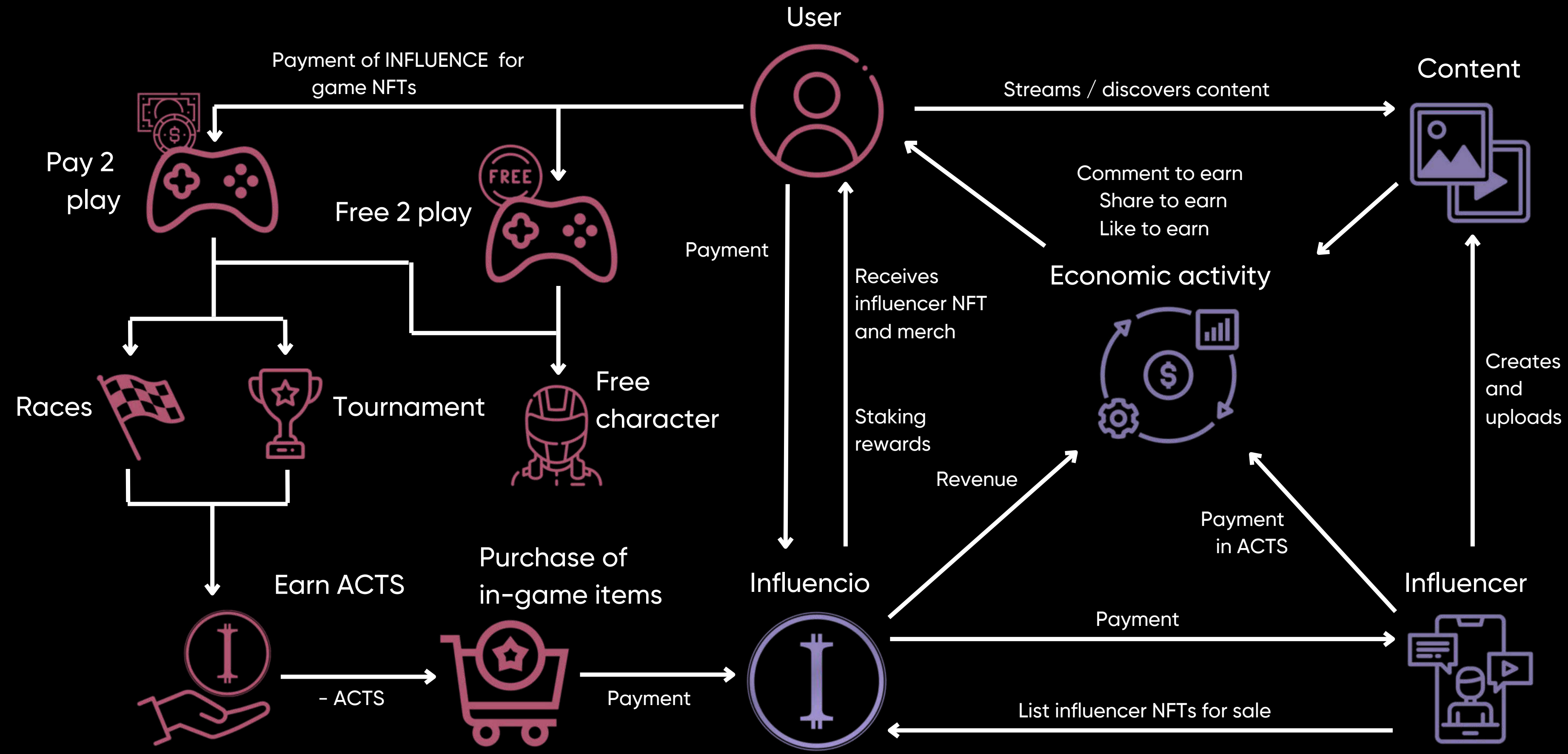
DeFi elements

Gameplay Focused



GAMEFI

SOCIALFI

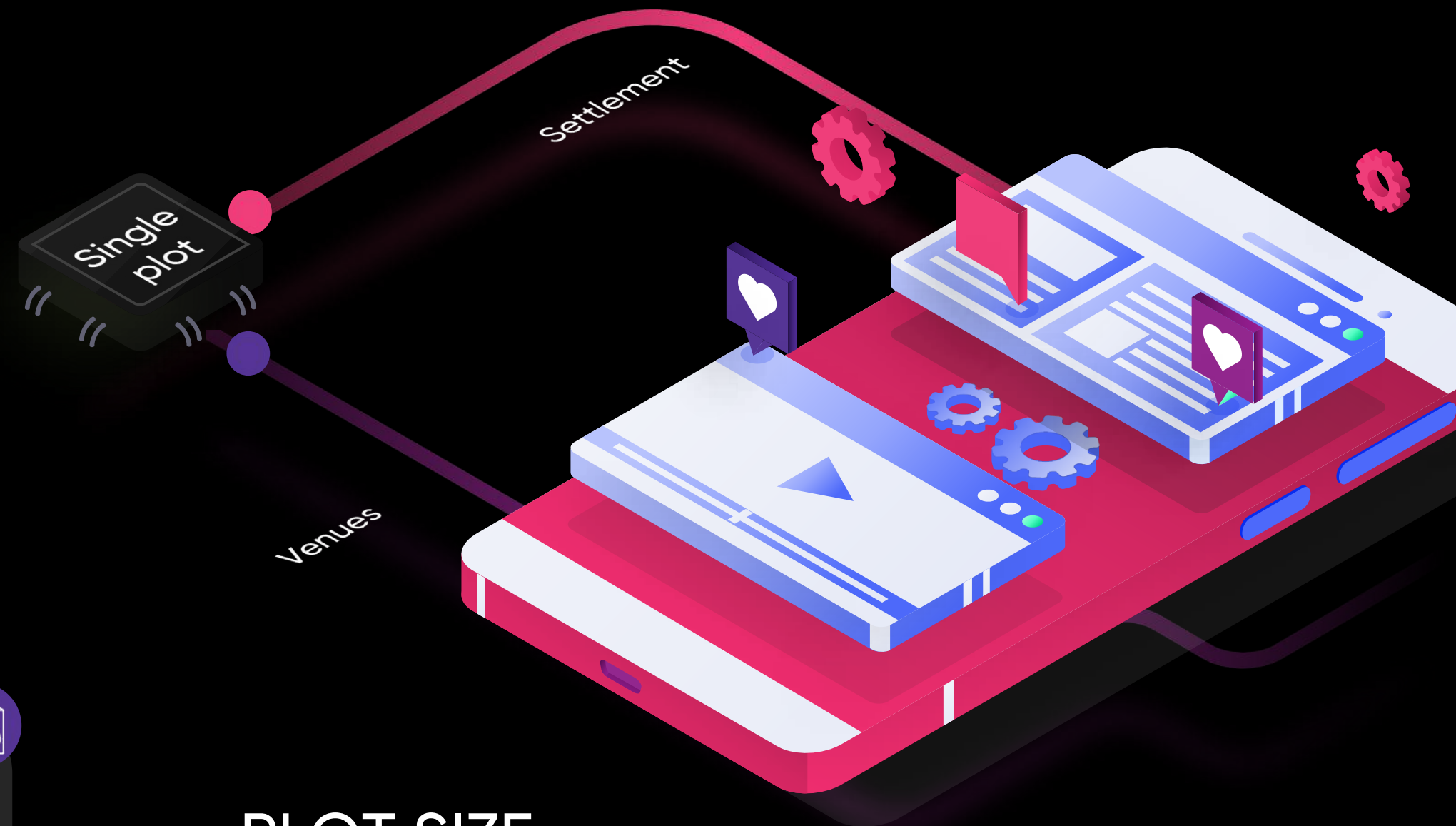


INFLUENCIO METAVERSE

Free 3D modelling package that allows users to create 3D objects and export them to the Influencio metaverse marketplace to become in-game assets

Allows for created assets to be traded on the marketplace

In-game assets made by our 3D modelling package can be utilized within plots of land



PLOT SIZE

Total supply: 85.000 plots

Land is represented by square 1x1 plot

Initial rounds of community sale will only make 25.000 plots

INFLUENCIO METAVERSE

Easy to design and integrate with existing app experience



Virtual reality billboards



Weaving a story and allowing users to interact with products

Immersive native ad experience



Metaverse brand campaigns

Subtle and noticeable overlay on top of game surroundings

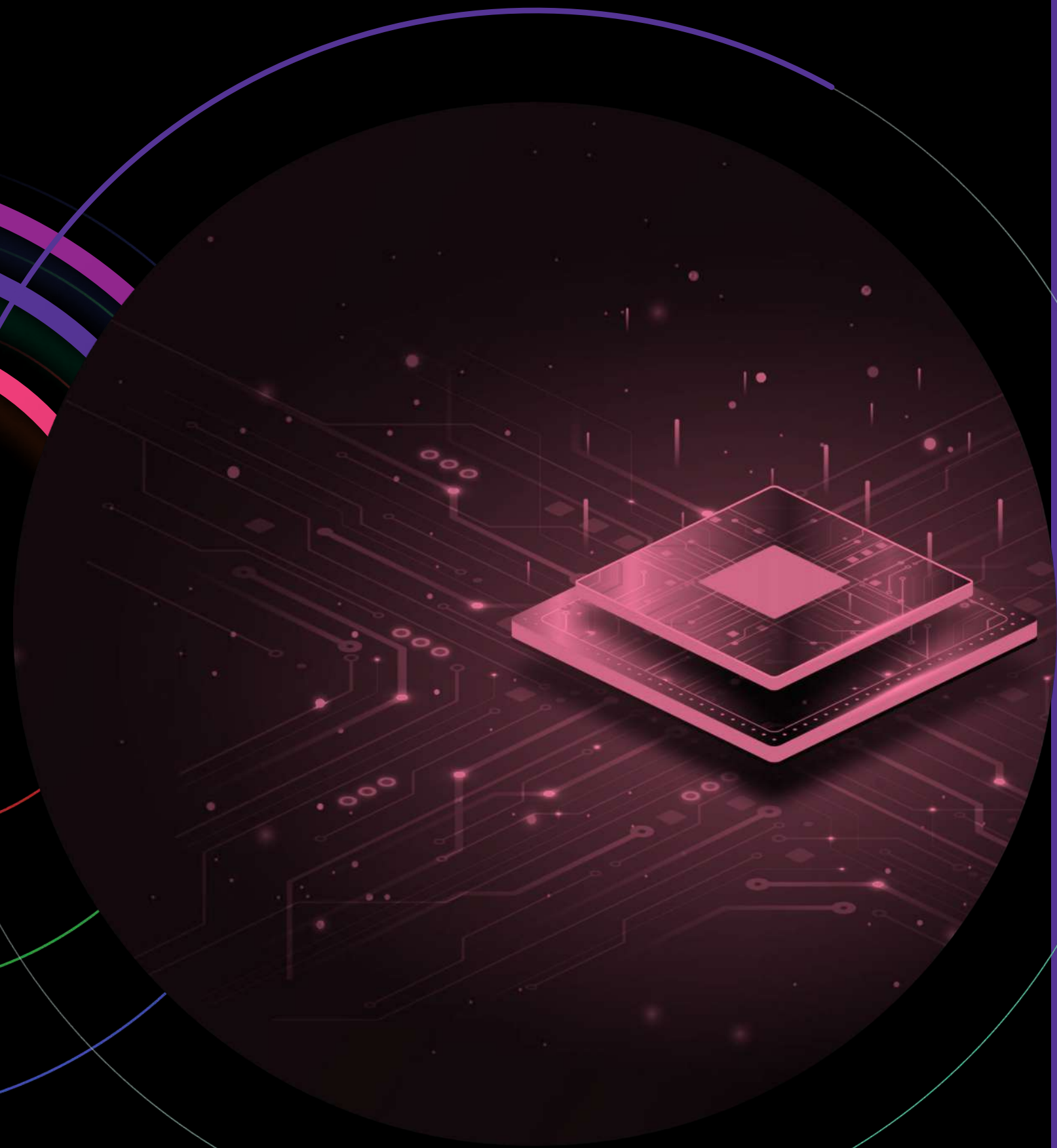
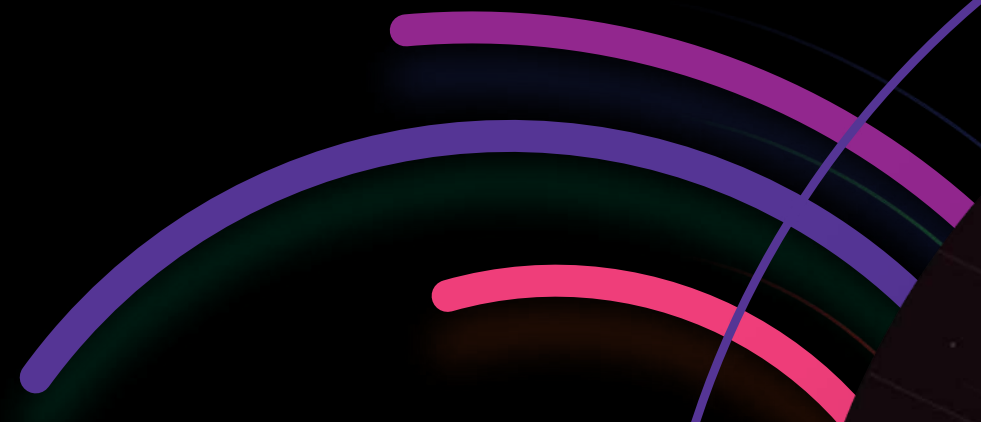


Sharing ad experience with others within the Metaverse



Sponsored content in social spaces

TOKENOMICS



NOISSES

INFLUENCE TOKENS

Total supply: 606.600.666
Blockchain: Binance smart chain
Token standard: BEP-20



Payment and governance token for spending and voting within the Influencio ecosystem



Play the Influencio P2E game



Purchase Influencio NFTs



Stake INFLUENCE and other tokens to generate yield (e.g. INFLUENCE / BNB pool)



Unlock Influencer premium content



Liquidity pool pair for top level influencers with level 9 and 10 influence levels unlocked
(Example: JohnDoe / INFLUENCE)



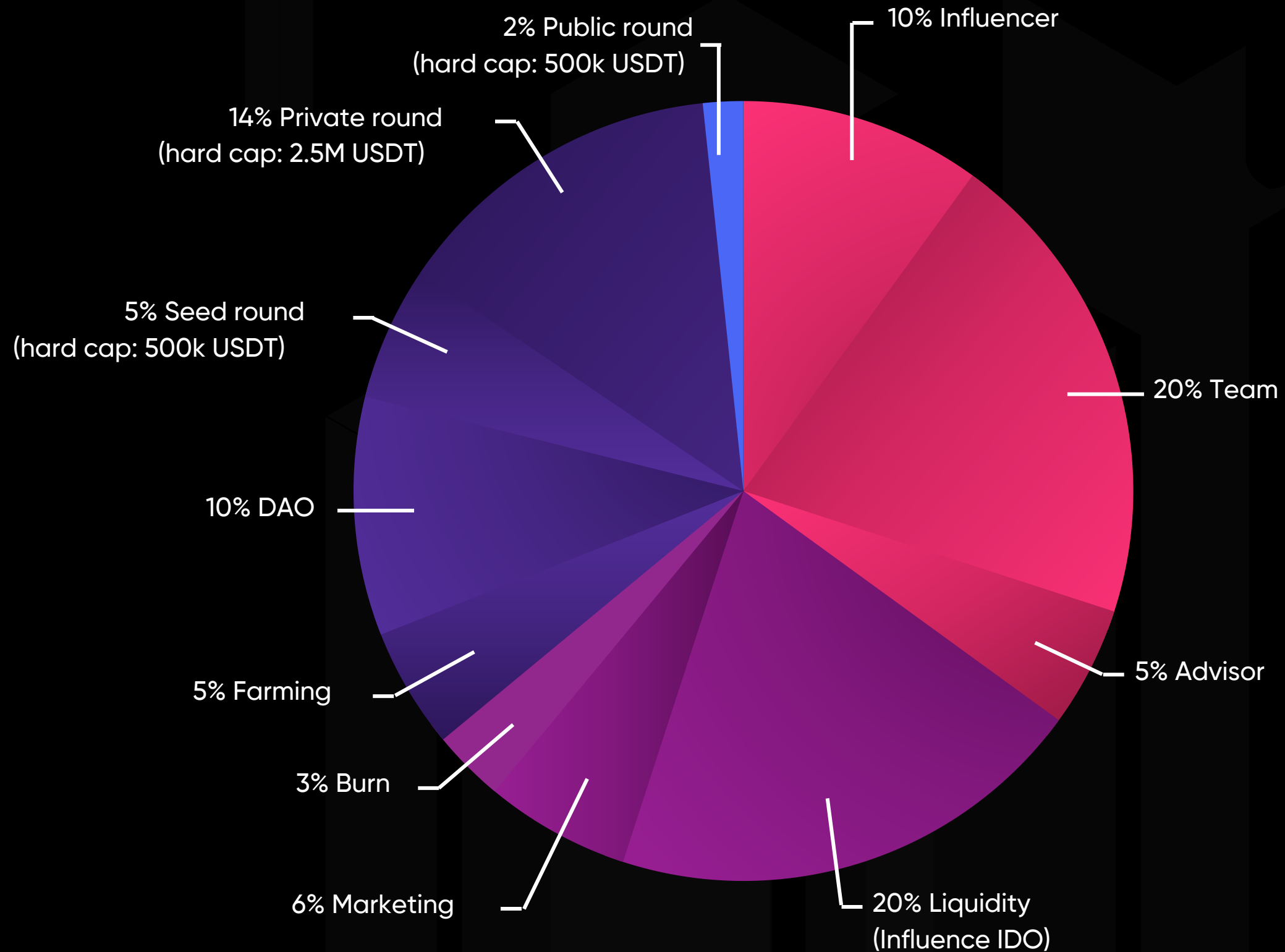
Participate in Influencio recurring contests for increased user engagement

INFLUENCE TOKENS

TOTAL SUPPLY: 606.006.666

VESTING RULE

Influencer:	As per stipulated contract
Team:	Locked 15 months, 5% quarterly after Total: 25 quarter
Advisor:	Locked 15 months, 5% quarterly after Total: 25 quarter
Liquidity:	Locked 1 year
Marketing:	100% unlocked
Burn:	2,5% burn per quarter for the first 3 years. Thereafter the DAO to decide the optimal token burn Automatic TGE
Farming:	As per proposals created by the community Price: 0.015
Seed round:	30 days cliff, thereafter daily claim over 12 months
Private round:	Price: 0.05 15 days cliff, thereafter daily claim over 9 months
Public round:	Price: 0.10 7 days cliff, thereafter daily claim over 3 months
DAO:	10 tokens – reward for vote 1000 tokens – reward for accepted proposal 1 token burned for missed voting



ACTS TOKENS

Total supply: uncapped
0% transaction fee Token
standard: BEP-20

ACTS is the utility token generated when playing the Influencio NFT P2E game

ACTS is a payment token for influencers who carry out their weekly activities such as content creation on various media channels

ACTS will not be listed on DEX's and Centralised exchanges but will be exchangeable within Influencio for rewards and fiat such as USDT, BTC, ETH etc

ACTS can be obtained within our NFT P2E game when users:



Complete
in-game daily
and weekly tasks



Perform daily
logins



Win battles against
other players and NPCs
(Non-Player- Character)



Farm in our farming
pools (e.g. INFLUENCE
/ ACTS)



Participate special in-
game seasonal events
(e.g. christmas, new
year, etc.)

ACTS can be used to:

- Stake and receive up to 8% discount on Influencio NFTs
- Breed characters to potentially make a more powerful / rare character to use or sell

PROJECT ROADMAP

> Q4/2022:

- Completion of P2E racing game (beta)
- Listing on CEX
- Completion of Influencio
- Metaverse beta
- Onboard first project onto Metaverse Completion of full product features

> Q3/2022:

- Listing on DEX (PCS)
- First cross chain integration CMC/CG listing
- Launch of racing game skin collection
- Setup of NFT skin marketplace

> Q2/2022:

- Setup of referral and airdrop system
- Launch of influencer auction site (beta)
- Launch of content creator wizard
- Listing on launchpads

> Q1/2022:

- Whitepaper completion Launch of influencer dashboard
- Onboarding of influencers
- Marketing of public awareness

> Q4/2021:

- Ideation / conceptualization phase
- Website completion Onboarding of influencers Setup of socials
- Partner up with advertising agencies

Get in Touch

Contact Information



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