

Digital Influencers
NEXT-GEN PLATFORM



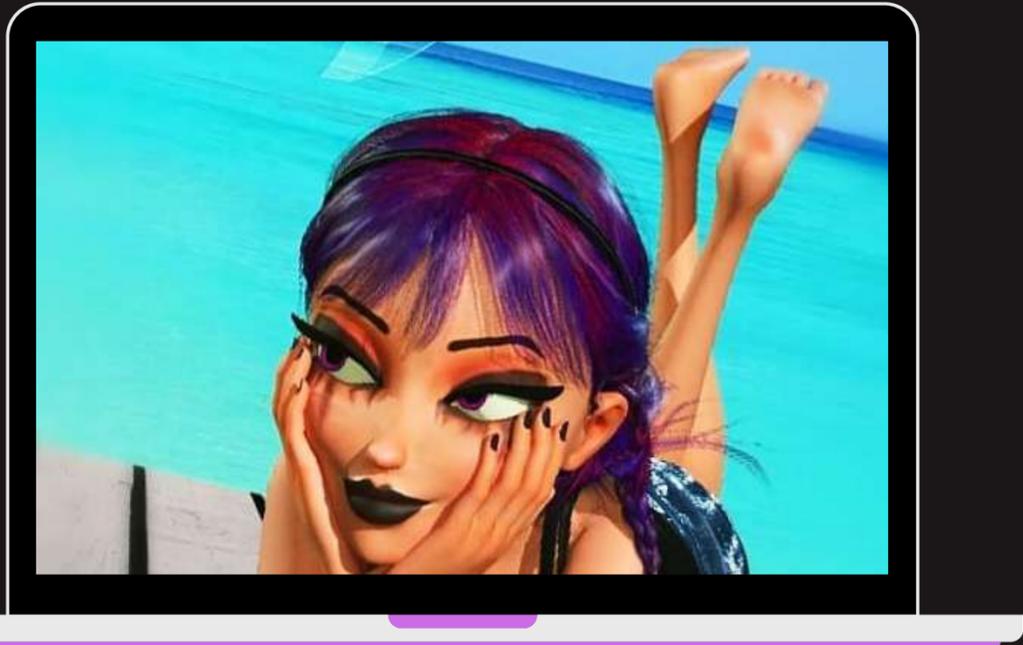
DIGITAL INFLUENCERS

NEXT GEN PLATFORM BY CGI INFLUENCERS



NEXT-GEN PLATFORM

- INTRODUCTION
- PROJECT OVERVIEW
- GO-TO-MARKET STRATEGY
- PRODUCT VIABILITY
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DIGITAL INFLUENCERS IS A NEXT-GENERATION PLATFORM THAT INTEGRATES CGI AVATARS AND GAMIFICATION IN VARIOUS BUSINESS PROCESSES OF THE PROJECT.

THE GOAL OF THE PROJECT IS TO CREATE A TRANSPARENT ECOSYSTEM WHERE USERS CONTROL THE PROCESS OF CREATING AND DEVELOPING CGI AVATARS AND ARE INVOLVED IN ALL STAGES OF PRODUCTION THROUGH GAMIFICATION AND VOTING. ALREADY NOW, THE TOKEN HOLDER CAN GET A SHARE IN THE AVATAR AND BECOME A REAL PRODUCER OF FUTURE DIGITAL STARS AND MAKE PROFIT ON ALL CONTRACTS!

GLOBALLY, THE PROJECT IS DEVELOPING YOUR SECOND LIFE - P2E METAVERSE AVATARS SOCIAL NETWORK. THIS IS A NEXT GENERATION GAMING SOCIAL NETWORK WITH VIRTUAL AVATARS, WHERE MEMBERS ONLY USE AVATARS AND GET THE OPPORTUNITY TO EARN MONEY THROUGH THE GAMIFICATION PROCESS.

CGI AVATARS WILL INCREASINGLY BE USED IN DIFFERENT AREAS OF B2B AND B2C IN THE NEAREST FUTURE, SUCH AS THE FILM INDUSTRY, TELEVISION AND MUSIC INDUSTRY, THE GAMING METAVERSE, THE ADVERTISING INDUSTRY, JOURNALISM AND FASHION, AS WELL AS IN MANY OTHERS.

DIGITAL INFLUENCERS IS A NEXT GENERATION PLATFORM WITH CGI AVATARS

THE DIGITAL INFLUENCERS PROJECT WAS LAUNCHED IN EARLY 2021. DURING THIS TIME, OUR TEAM HAS TESTED VARIOUS TECHNOLOGIES FOR CREATING VIRTUAL AVATARS AND OPTIONS FOR THEIR IMPLEMENTATION IN THE GAME INDUSTRY, FILM INDUSTRY, INFLUENCER MARKETING AND OTHER BUSINESS AREAS. OUR TEAM CONSISTS OF PROFESSIONAL CGI ARTISTS, SCULPTORS, ANIMATORS, GAME DEVELOPERS, SCREENWRITERS, MARKETERS, PR STRATEGISTS AND OTHER EQUALLY IMPORTANT EMPLOYEES.

THE MAIN DIRECTIONS OF THE PROJECT

PRODUCTION CENTER GAMING PLATFORM "PRODUCE TO EARN"

IS A SERVICE FOR THE GLOBAL PROMOTION OF VIRTUAL AVATARS IN THE REAL WORLD. ONE CLICK ONLY AND THE USER WILL BE ABLE TO BECOME AN AVATAR PRODUCER AND GET INTEREST FROM THE AVATAR'S INCOME OR EARN ON SELLING HIS SHARE IN THE AVATAR.

P2E METAVERSE AVATARS SOCIAL NETWORK "YOUR SECOND LIFE"

PIS A NEXT GENERATION GAMING SOCIAL NETWORK WITH VIRTUAL AVATARS, WHERE MEMBERS ONLY USE AVATARS AND GET THE OPPORTUNITY TO EARN MONEY THROUGH THE PROCESS OF GAMIFICATION.

CGI INFLUENCER MARKETING

IS A SERVICE FOR BRANDS AND ADVERTISERS WITH COMPREHENSIVE INFLUENCER MARKETING AND INTEGRATION OF VIRTUAL AVATARS INTO ADVERTISING CAMPAIGNS.



CGI MARKETPLACE

IS A GLOBAL MARKETPLACE FOR BUYING, SELLING, AND RENTING VIRTUAL AVATARS AND DIGITAL ACCESSORIES FOR USE IN VARIOUS B2B / B2C AREAS.



CGI FILM STUDIO

IS A SERVICE FOR BRANDS AND ADVERTISERS WITH COMPREHENSIVE INFLUENCER MARKETING AND INTEGRATION OF VIRTUAL AVATARS INTO ADVERTISING CAMPAIGNS.



CGI DEVELOPMENT

S A PLATFORM FOR DIGITAL CONTENT CREATORS AND ALSO A SERVICE FOR DEVELOPING FULL-CYCLE VIRTUAL AVATARS.

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- VIRTUAL AVATARS WILL INCREASINGLY BE USED IN DIFFERENT B2B AND B2C AREAS SUCH AS THE FILM, TELEVISION AND MUSIC INDUSTRIES, THE GAMING METAVERSE, ADVERTISING, JOURNALISM AND FASHION INDUSTRIES AND MANY OTHERS.
 - OUR COMPANY HAS CREATED A PRODUCTION CENTER PLATFORM. IT IS A NEXT GENERATION GAME SIMULATOR FORMAT THAT EMPOWERS EVERYONE TO BECOME A DIGITAL AVATAR PRODUCER. DURING THE GAMING PROCESS ANY USER CAN START PRODUCING TO EARN (P2E) ON PROMOTING AN AVATAR AND MAKE IT A DIGITAL STAR.
 - AT THE SECOND STAGE, DIGITAL INFLUENCES INTEGRATES ALL AVATARS INTO THE NEXT GENERATION SOCIAL NETWORK “YOUR SECOND LIFE”. THIS IS A HYBRID FORMAT OF SOCIAL MEDIA AND GAMING METAVERSE, WHERE USERS WILL ONLY USE AVATARS, HAVING AN OPPORTUNITY TO PRODUCE TO EARN (P2E).
 - OUR TEAM STRONGLY BELIEVES THAT THIS WILL HELP US TO ACHIEVE OUR GOAL TO FILL THE WORLD WITH EMOTIONS THROUGH THE POWER OF VIRTUAL CREATIVITY AND TECHNOLOGY!

DIGITAL INFLUENCERS COMPANY PLANS TO BECOME A UNICORN AND USE THE BLUE OCEAN STRATEGY.

THIS STRATEGY IS AIMED AT DEVELOPING PRODUCTS AND NEW MARKET DIRECTIONS, WHICH IS OPPOSITE TO COMPETING STRATEGIES IN EXISTING NICHES.

INFLUENCER MARKETING IS THE MOST EFFECTIVE TYPE OF PROMOTION AND IT IS OUR STRONG ADVANTAGE AMONG OTHER PROJECTS, SINCE INFLUENCER MARKETING IS TIGHTLY CONNECTED WITH OUR DIGITAL AVATARS.

WE CREATE DIGITAL INFLUENCERS WHO WILL BE IMPLEMENTED IN ALMOST ALL BUSINESS AREAS AND WILL BE COLLABORATING WITH REAL INFLUENCERS. JUST IMAGINE HOW INFLUENTIAL WE WILL BECOME, HAVING ONE THOUSAND DIGITAL INFLUENCERS ON OUR PLATFORM, WHO ARE CONSIDERED TO BE OPINION LEADERS IN DIFFERENT B2B AND B2C SPHERES.

YES, THAT'S RIGHT, WE ARE ABLE TO WRITE ANY SCRIPT FOR OUR AVATARS THAT WILL GREATLY INFLUENCE ALL DIGITAL MARKETING SPHERES, LIKE SOCIAL NETWORKS, MASS MEDIA, ETC.

WE ARE NOT ONLY CREATING OUR OWN AVATARS AND GROW DIGITAL STARS OUT OF THEM, OUR PLATFORM BRINGS OTHER DIGITAL INFLUENCER CREATORS TOGETHER. WE ALSO ENABLE RISING AND ALREADY POPULAR BLOGGERS TO CREATE THEIR OWN DIGITAL AVATARS. ACCORDINGLY, ALL THIS WILL CATALYZE THE RAPID GROWTH OF OUR AVATARS NETWORK. THE GLOBAL GOAL OF THE PROJECT IS TO BUILD AN ECOSYSTEM AND CREATE DIGITAL OPINION LEADERS IN ALL INDUSTRIES.

MOREOVER, OUR DEVELOPMENT STRATEGY CONCERNS LAUNCHING TWO GLOBAL EVENTS WITH AVATARS IN A NEW FORMAT:

REALITY SHOW OF INFLUENCERS AND DIGITAL AVATARS IN HYBRID FORMAT (SIMILAR TO ALTER EGO, AN AMERICAN MUSIC COMPETITION GAME SHOW THAT PREMIERED ON FOX) AND DIGITAL BEAUTY CONTEST MISS UNIVERSE (ONLINE WITH DIGITAL AVATARS).

HUMANS COME AND GO, BUT DIGITAL AVATAR LIVES FOREVER!

IF YOU ARE STILL TRYING TO FIGURE OUT WHAT A VIRTUAL INFLUENCER IS, YOU ARE FORGIVEN, CONSIDERING THAT THE INFLUENCER MARKETING LANDSCAPE CONTINUES TO GROW AT SUCH AN IMMENSE PACE. IN SHORT, A VIRTUAL INFLUENCER IS A DIGITAL CHARACTER THAT WAS CREATED USING COMPUTER GRAPHICS SOFTWARE. THIS CHARACTER IS THEN GIVEN A PERSONALITY AND WILL AT ALL TIMES ACT ON SOCIAL MEDIA PLATFORMS AS IF HE/SHE IS THE INFLUENCER.

A RECENT STUDY COMPLETED BY HYPEAUDITOR HAS REVEALED THAT ALTHOUGH THE NEGATIVE FOLLOWER GROWTH OF VIRTUAL INFLUENCERS IS UP BY 18% IN 2020 FROM THE PREVIOUS YEAR, THEY ARE STILL A STRONG FORCE TO BE RECKONED WITH. ACCORDING TO CHRISTOPHER TRAVERS, THE FOUNDER OF VIRTUALHUMANS.ORG, VIRTUAL INFLUENCERS CAN DO ANYTHING THAT HUMAN INFLUENCERS CAN DO, BUT WITH MORE CONTROL AND ENGAGEMENT. AS A MATTER OF FACT, VIRTUAL INFLUENCERS CAN OFFER NEARLY THREE TIMES THE ENGAGEMENT RATES OF REAL INFLUENCERS.

SO WHY ARE VIRTUAL AVATARS TRENDING?

INFLUENCER MARKETING HAS FUNDAMENTALLY CHANGED THE ADVERTISING AND GAMIFICATION INDUSTRY IN THE PAST FEW YEARS.

WHILE INFLUENCER MARKETING CONTINUES TO GAIN TRACTION, OUR STARTUP IS INTRODUCING A NEW FORMAT TO THE INFLUENCER INDUSTRY: GAMIFICATION WITH VIRTUAL AVATARS.

VIRTUAL INFLUENCERS OFFER EXCITING OPPORTUNITIES IN THE SOCIAL MEDIA MARKETING SPACE. AT THE SAME TIME, THE MARKET IS ALREADY PREPARED FOR THE INTRODUCTION OF AVATARS IN DIFFERENT FORMS. VIRTUAL INFLUENCERS CAN DO ANYTHING THAT REGULAR PEOPLE CAN DO, BUT WITH MORE OF AN IMPACT, CONTROL AND INVOLVEMENT.

IN THE NEAR FUTURE, THE NUMBER OF VIRTUAL INFLUENCERS INVOLVED IN INFLUENCER MARKETING AND THE GAMING INDUSTRY IS PROJECTED TO GROW SIGNIFICANTLY.

GRAPHIC TECHNOLOGIES AND ARTIFICIAL INTELLIGENCE ARE CONSTANTLY EVOLVING AND GREAT OPPORTUNITIES WILL OPEN UP SOON FOR ADVANCED VIRTUAL PERSONALITIES. VIRTUAL AVATARS WILL BE MORE INVOLVED IN MULTIPLE B2B AND B2C INDUSTRIES, SUCH AS THE FILM, TELEVISION AND MUSIC INDUSTRIES, THE GAMING INDUSTRY, THE ADVERTISING, JOURNALISM AND FASHION INDUSTRIES, ALONG WITH MANY OTHERS.

FURTHERMORE, THE SAME CHANGES AWAIT SOCIAL NETWORKS IN THE SHORT-TERM. TODAY, SOCIAL NETWORKS SUCH AS INSTAGRAM, TWITTER, SNAPCHAT AND TIKTOK NEED TO SHIFT THEIR ATTENTION TOWARDS 3D-OPTIMIZED EXPERIENCES IN A BID TO STAY RELEVANT AMIDST THE ONGOING TRANSITION, OR ELSE THEY RISK SHELIVING THEMSELVES AS THE 2D SOCIAL NETWORKS OF THE PAST. TODAY'S SOCIAL NETWORKS ARE ON TRACK TO BECOME THE AFTER-THOUGHT RATHER THAN THE DESTINATION.

WHEREVER AND WHENEVER A DIGITAL PARTNERSHIP OPPORTUNITY ARISES, A VIRTUAL INFLUENCER WILL BE ABLE TO MEET DEMANDS SUCH AS TIME CONSTRAINTS, BUDGET LIMITATIONS AND AVAILABILITY. SINCE THEY ARE ANIMATED CREATURES, VIRTUAL PEOPLE CAN EASILY INTEGRATE INTO EXISTING DIGITAL SPACES.

WHY ARE DIGITAL INFLUENCERS RISING IN POPULARITY?

THIS DECADE IS THE WITNESS OF THE GROWTH OF VIRTUAL INFLUENCERS. THERE IS A MULTITUDE OF REASONS BEHIND THE RISE OF THIS INFLUENCER TECHNOLOGY.

VALIDATION

VIRTUAL INFLUENCERS PROMOTE DIFFERENT LIFESTYLES AND ACTIONS. WHEN THESE MEET WITH THE REAL WORLD BEHAVIORS, INDIVIDUALS FEEL VALIDATED. EVEN THOUGH, IT IS KNOWN THAT VIRTUAL INFLUENCERS DO NOT EXIST IN REALITY, THE VALIDATION IS QUITE POWERFUL.

ASPIRATION

THE MEMBERS OF THE YOUNG GENERATION OFTEN DERIVE ASPIRATIONS FROM INFLUENCERS. INFLUENCERS PLAY THE PART OF A 'ROLE MODEL'. VIRTUAL INFLUENCERS ALSO FALL UNDER ASPIRATION.

TRENDS

HUMAN BEINGS ARE TREND-FOLLOWERS. THIS IS THE REASON WHY SOCIAL MEDIA IS SO ENGAGING AND ADDICTIVE. IT IS ALSO THE REASON THAT WILL LEAD TO THE RISE OF VIRTUAL INFLUENCERS. ONCE DIALOGUE INITIATES AROUND IT, EVERYONE IS BOUND TO FOLLOW A VIRTUAL INFLUENCER.

'COOL' CATEGORY

IT DOES SEEM 'COOL' TO BE CONNECTED WITH A VIRTUAL AVATAR. THE MERE THOUGHT OF AN IDENTITY THAT EXISTS IN ABSTRACTION IS ATTRACTIVE. A HUGE FOLLOWERS BASE IS DIRECTED THROUGH THE 'COOLNESS' FACTOR.

MARKET FORMATION. MANY BRANDS ARE CONSIDERING OR HAVE ALREADY CREATED DIGITAL AMBASSADORS FOR THEIR ADVERTISING STRATEGIES. CGI AVATARS ARE BEING INTRODUCED NOT ONLY IN THE GAMING AND FILM INDUSTRY, BUT ALSO IN TELEVISION SHOWS SUCH AS ALTER EGO (FOX BROADCASTING COMPANY).

UNLIKE OTHER CRYPTO PROJECTS, WE AIM TO GENERATE INCOME FROM DIFFERENT SOURCES, AS OUR CLIENTS ARE FROM DIFFERENT BUSINESS INDUSTRIES, AS WELL AS BRANDS ARE FROM DIFFERENT FIELDS OF ACTIVITY, USING DIGITAL MARKETING.

ONE OF OUR TOP PRIORITIES IS INFLUENCER MARKETING, WHICH IS USED BY **93%** OF BRANDS AND IS ONE OF THE FASTEST GROWING AND MOST PROMISING MARKETING INSTRUMENTS.

OUR CLIENTS:

- BRANDS USING DIGITAL MARKETING AND INFLUENCER MARKETING FOR ADVERTISING CAMPAIGNS
- BRANDS USING PRODUCT PLACEMENT
- BRANDS USING GAMIFICATION
- FILMS AND CARTOONS CREATORS
- METAVERSE DEVELOPERS, INCLUDING GAMES THAT USE CHARACTERS
- BEGINNER BLOGGERS AND POPULAR INFLUENCERS

MARKET SIZE FOR 2021: > \$ 1 TRILLION

- GLOBAL MARKET OF THE MARKETING INDUSTRY: **MORE THAN \$ 700 BILLION**
- GLOBAL MARKET OF THE GAMING INDUSTRY: **MORE THAN \$ 336 BILLION**
- GLOBAL FILM DISTRIBUTION MARKET: **MORE THAN \$ 45 BILLION**

CASHFLOWS FROM THE CRYPTO INDUSTRY

IT IS COMMON KNOWLEDGE THAT THE COMPETITION IN THE MARKET IS VERY HIGH, AND IF THE CRYPTO PROJECT DOES NOT USE MARKETING, THEN MOST LIKELY THIS WILL AFFECT THE ENTIRE ECOSYSTEM AND THE EXCHANGE RATE.

LAUNCHING AN EFFECTIVE ADVERTISING CAMPAIGN FOR A CRYPTO PROJECT IS ONLY POSSIBLE AT VERY HIGH COSTS.

THIS IS CAUSED BY:

- BUBBLING THE AUDIENCE (CLICK FRAUD, BOTS, ETC.)
- INEFFECTIVE MARKETING TOOLS. IT IS BELIEVED THAT “CUSTOMERS WILL PAY ANYWAY, SINCE THEY HAVE NO OTHER OPTIONS”
- A LIMITED NUMBER OF HIGH-QUALITY MASS MEDIA, INFLUENCERS, ETC.
- PROHIBITIONS AND RESTRICTIONS ON CRYPTO PROJECTS ADVERTISING

WE HAVE TESTED DIFFERENT MARKETING CHANNELS AND HAVE MADE SURE THAT 90% OF THESE ARE POOR-QUALITY SERVICES. NOW, INFLUENCER MARKETING IS THE MOST CONVERTING TOOL AND THE DIGITAL INFLUENCERS PROJECT PLANS TO ENTER THE MARKET GLOBALLY AND PROVIDE AN INFLUENCER MARKETING SERVICE WITH DIGITAL AVATARS.

THIS IS A NEW PRODUCT THAT ENGAGES THE TARGET AUDIENCE TEN TIMES MORE EFFECTIVELY.

WE ARE CONFIDENT THAT HAVING TRIED OUR MARKETING TOOL ONCE, THE CLIENT WILL NOT RETURN TO THE OLD INEFFECTIVE FORMAT!

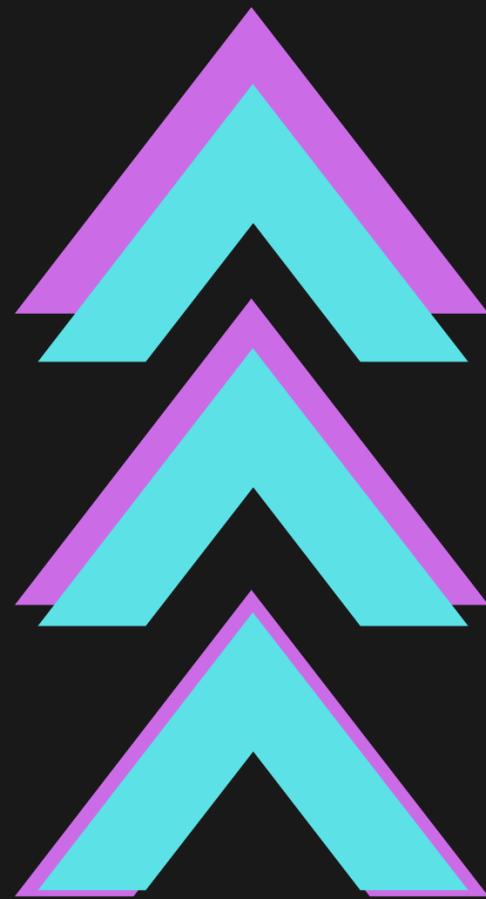
REVENUE STREAMS



**PRODUCING
AVATARS**

**INFLUENCER
MARKETING**

**CUSTOM DEVELOPMENT
OF AVATARS**



**AVATARS SOCIAL
NETWORK**

**PROMOTIONAL
CONTACTS**

**MARKETPLACE
COMMISSION**

THE DIGITAL INFLUENCERS PROJECT USES A HYBRID BUSINESS MODEL WITH A CLASSIC FORM OF PAYMENT AND A UTILITY **DIGITAL INFLUENCERS TOKENS**, FOR INTERNAL USE IN THE SERVICES OF THE PROJECT. THIS FORMAT ALLOWS US NOT TO LOSE B2B CUSTOMERS FROM THE STANDARD BUSINESS SECTOR, WHO USE ONLY THE CLASSIC FORM OF PAYMENT. FOR OUR COMPANY, THIS IS AN IMPORTANT ISSUE, SINCE THE PROJECT PLANS TO RECEIVE INCOME FROM THE CLASSIC BUSINESS AND THEN USE THE MECHANISM OF REPURCHASING TOKENS FROM THE EXCHANGE TO MAINTAIN THE TOKEN ECONOMY.

THE MAIN DIRECTIONS WHERE THE DIGITAL AVATARS WILL BE IMPLEMENTED.

THE GOAL OF THE PRODUCTION CENTER IS TO CREATE A DIGITAL INFLUENCER FROM A SIMPLE DIGITAL AVATAR, WHICH WILL MAKE MONEY IN DIFFERENT AREAS OF BUSINESS.

ALL PROCEEDS FROM COMPLETED CONTRACTS WILL BE DISTRIBUTED AMONG THE PRODUCERS.

- INFLUENCER MARKETING
- FILM INDUSTRY
- MUSIC INDUSTRY
- FASHION INDUSTRY
- E-COMMERCE

RODUCTION CENTER GAMING PLATFORM "PRODUCE TO EARN"

PRODUCTION CENTER P2E IS A GAMING PLATFORM FOR DIGITAL AVATAR CO-PRODUCTION. WHERE EACH TOKEN HOLDER CAN CO-PRODUCE AND DEVELOP CGI CHARACTERS AND REAL INFLUENCERS USING SMART VOTING. TO "PRODUCE TO EARN" (P2E), THE TOKEN HOLDER IS REQUIRED TO BECOME A DIGITAL AVATAR PRODUCER USING THE HYBRID STAKING MECHANISM.

WHAT IS HYBRID STAKING

1. BLOCKING FOR ANY PERIOD FROM 1 MONTH TO 12 MONTHS.
2. A UNIQUE OPPORTUNITY TO SELL A STAKE IN AN AVATAR ON THE MARKETPLACE DURING THE BLOCKING PERIOD AND MAKE PROFIT (WHICH DEPENDS ON THE CAPITALIZATION OF THE AVATAR). **THE CAPITALIZATION OF AN AVATAR CONSISTS OF THE MAIN FACTORS:**

- AVATAR POPULARITY AND RATING IN THE REAL WORLD AS AN INFLUENCER
- SOCIAL ACTIVITY (TOTAL NUMBER AND ENGAGEMENT RATE OF ACTIVE SUBSCRIBERS IN ALL SOCIAL MEDIA ACCOUNTS)
- NUMBER OF CONTACTS MADE (FOR EXAMPLE, ADVERTISING CAMPAIGNS, FILMING, ETC.)
- THE TOTAL AMOUNT OF INCOME FROM ALL CONTACTS (COMPLETED AND FUTURE ONES THAT HAVE ALREADY BEEN CONCLUDED, BUT NOT YET COMPLETED)
- THE QUARTERLY EVALUATION WILL BE CARRIED OUT BY AN INDEPENDENT STARTUP RATING AGENCY.

REWARD:

- THE REWARD IS CALCULATED AND ISSUED MONTHLY WITH THE POSSIBILITY OF REFUNDING IN OTHER AVATARS
- THE REWARD DEPENDS ON THE LEVEL OF DEVELOPMENT OF THE AVATAR, INCOME, CONTRACTS COMPLETED AND THE PRODUCER'S SHARE IN HYBRID STAKING.
- EVERY TWELVE MONTHS, THE AVATARS SWITCH TO A NEW ROUND OF PRODUCING, AND THE PRODUCER POOL IS RE-FORMED IN HYBRID STAKING.

PRODUCERS USING HYBRID STAKING FOR 12 MONTHS GET SEVERAL BENEFITS:

- PARTICIPATION IN TOURNAMENTS WITH A JACKPOT, WHICH IS FORMED FROM THE GENERAL POOL OF AVATARS.
- PRIORITY ENTRY DURING THE NEXT ROUND
- INCREASED PERCENTAGE IN HYBRID STAKING
- DISTRIBUTION OF AN EXCLUSIVE **NFT COLLECTION** BETWEEN PRODUCERS TO UNLOCK NEW AVATARS (NFT CAN BE SOLD ON THE MARKETPLACE OR EXCHANGED FOR A SHARE IN AN AVATAR)

PLAY FOR FREE AND GET REWARDED:

THIS P2E MECHANISM IS NEEDED FOR THE RAPID DEVELOPMENT OF THE ECOSYSTEM OF THE PRODUCTION CENTER. ANY USER CAN BECOME AN ASSISTANT PRODUCER AND COMPLETE THE TASK FOR THE AVATARS DEVELOPMENT. FOR EACH COMPLETED TASK, REWARDS WILL BE ACCRUED AND PAID INSTANTLY.

TASKS AND THE REWARD AMOUNT ARE FORMED IN THE PROCESS OF PRODUCING AVATARS BY VOTING A POOL OF PRODUCERS. THE ROLE OF THE ASSISTANT PRODUCER IS TO COMPLETE TASKS QUICKLY AND EFFICIENTLY, THE REWARD AMOUNT WILL BE DEPENDENT UPON THIS.

ASSISTANT PRODUCERS WILL ALSO BE ABLE TO PARTICIPATE IN TOURNAMENTS WHERE THE BEST PLAYERS CAN RECEIVE ADDITIONAL REWARD (FORMED BY % OF THE TOTAL JACKPOT AND BY VOTING AMONG PRODUCERS).

ASSISTANT PRODUCERS WILL BE ABLE TO PARTICIPATE IN TOURNAMENTS IN WHICH THE BEST WILL RECEIVE ADDITIONAL REMUNERATION (FORMED BY % OF THE TOTAL JACKPOT AND BY VOTING AMONG PRODUCERS)

EXAMPLE OF TASKS FOR ASSISTANT PRODUCERS:

- FOLLOW SOCIAL NETWORKS
- PERFORM A REPOST
- WRITE A SCRIPT FOR AN AVATAR
- DEVELOP A FASHION DESIGN

THE LEVEL OF DIFFICULTY OF TASKS CAN BE DIFFERENT AND, ACCORDINGLY, THE MORE DIFFICULT THE TASK, THE HIGHER THE REWARD

CGI INFLUENCER MARKETING:

IS A SERVICE FOR THE B2B MARKET THAT OFFERS A COMPREHENSIVE LAUNCH OF AN ADVERTISING INFLUENCER CAMPAIGN WITH CGI AVATARS. CLIENTS OF THE SERVICE CAN BE COMPANIES OF DIFFERENT LEVELS AND AREAS OF ACTIVITY, FOR EXAMPLE, CRYPTO PROJECTS OR COMPANIES IN CLASSICAL BUSINESS AREAS. PAYMENT FOR THE SERVICE IS MADE BY THE PROJECT DIGITAL INFLUENCERS TOKENS, AS WE HAVE PROVIDED FIAT CURRENCY AS A TYPE OF PAYMENT TO THE COMPANY'S CURRENT ACCOUNT.

AFTER RECEIVING THE FUNDS, THE SERVICE WILL REPURCHASE TOKENS FROM THE MARKET IN A RATIO OF 10% FOR THE DEVELOPMENT OF THE COMPANY AND 90% FOR SUPPORTING THE TOKEN ECONOMY.

P2E METaverse AVATARS SOCIAL NETWORK

IS A NEXT GENERATION GAMING SOCIAL NETWORK WITH VIRTUAL AVATARS, WHERE USERS HAVE AVATARS AND GET THE OPPORTUNITY TO EARN THROUGH THE GAMIFICATION PROCESS.

THE GLOBAL STAGE OF DEVELOPMENT IS THE PREPARATION FOR THE INTEGRATION OF AVATARS INTO THE NEXT GENERATION SOCIAL NETWORK WHERE USERS USE CGI AVATARS AND DEVELOP THEM IN THE METaverse AND CAN GAMIFY AND EARN.

NAME OF THE SOCIAL NETWORK "YOUR SECOND LIFE" WHY?

THE ANSWER IS SIMPLE ! YOUR AVATAR WILL LIVE FOREVER AND BE PASSED ON TO YOUR NEXT GENERATION. WE WILL ANNOUNCE MORE DETAILS IN 1Q 2022

AN EXAMPLE OF A CGI AVATAR USED IN REAL BUSINESS SECTORS:

CGI AVATAR LIL MIQUELA

INSTAGRAM ACCOUNT [HTTPS://WWW.INSTAGRAM.COM/LILMIQUELA/](https://www.instagram.com/lilmiquela/)

CHARACTER INFORMATION [HTTPS://EN.WIKIPEDIA.ORG/WIKI/MIQUELA](https://en.wikipedia.org/wiki/Miquela)

CURRENT INDICATORS:

LIL MIQUELA IS A HIGH-PAID DIGITAL MODEL WHO HAS DONE AD CAMPAIGNS FOR CALVIN KLEIN, PRADA AND OTHER TOP FASHION BRANDS.

LIL MIQUELA HAS RECENTLY MADE HER MUSIC VIDEO DEBUT AT THE LOLLAPALOOZA ONLINE FESTIVAL

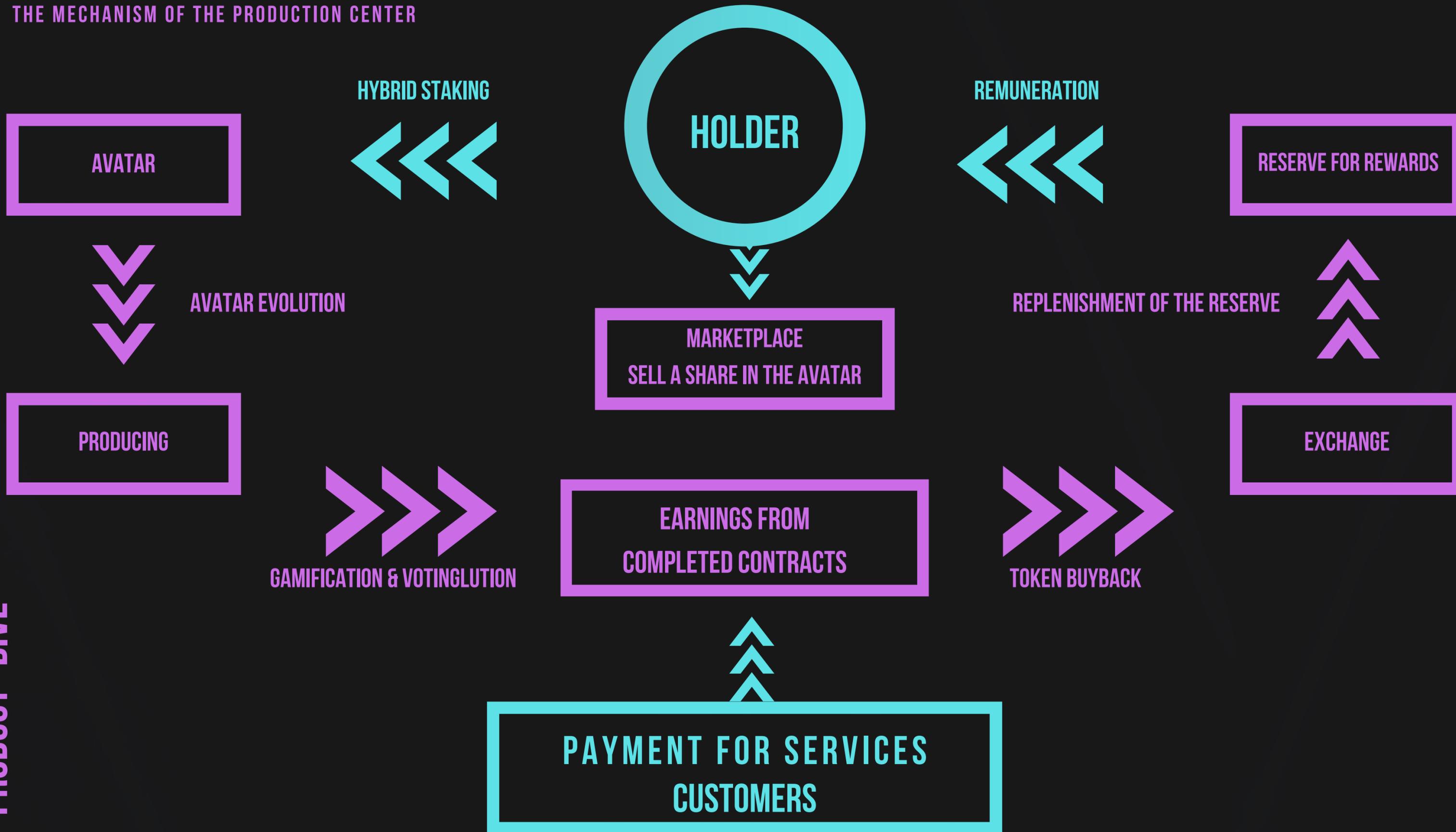
HER MODELING AND INFLUENCER POSTS EARNED \$ 12 MILLION.

DIGITAL AVATARS LIKE LIL MIQUELA HAVE PROVED TO BECOME THE MOST POPULAR TREND IN MANY CREATIVE AGENCIES AS THEY FORM BRAND PARTNERSHIPS AND COMPLETE PROFITABLE CONTRACTS. SOME DIGITAL AVATARS GET \$ 8,500 PER SPONSORED POST.

BRANDS ARE EXPECTED TO SPEND UP TO \$ 15 BILLION ANNUALLY ON INFLUENCER MARKETING BY 2022, COMPARED TO \$ 8 BILLION LAST YEAR, ACCORDING TO BUSINESS INSIDER INTELLIGENCE.

A GROWING SHARE OF THIS MONEY BELONGS TO VIRTUAL INFLUENCERS, WHILE TRADITIONAL MARKETING HAS BEEN SEVERELY DISRUPTED.

THE MECHANISM OF THE PRODUCTION CENTER



PRODUCT DIVE

THE MECHANISM OF THE PRODUCTION CENTER

PRODUCT DIVE

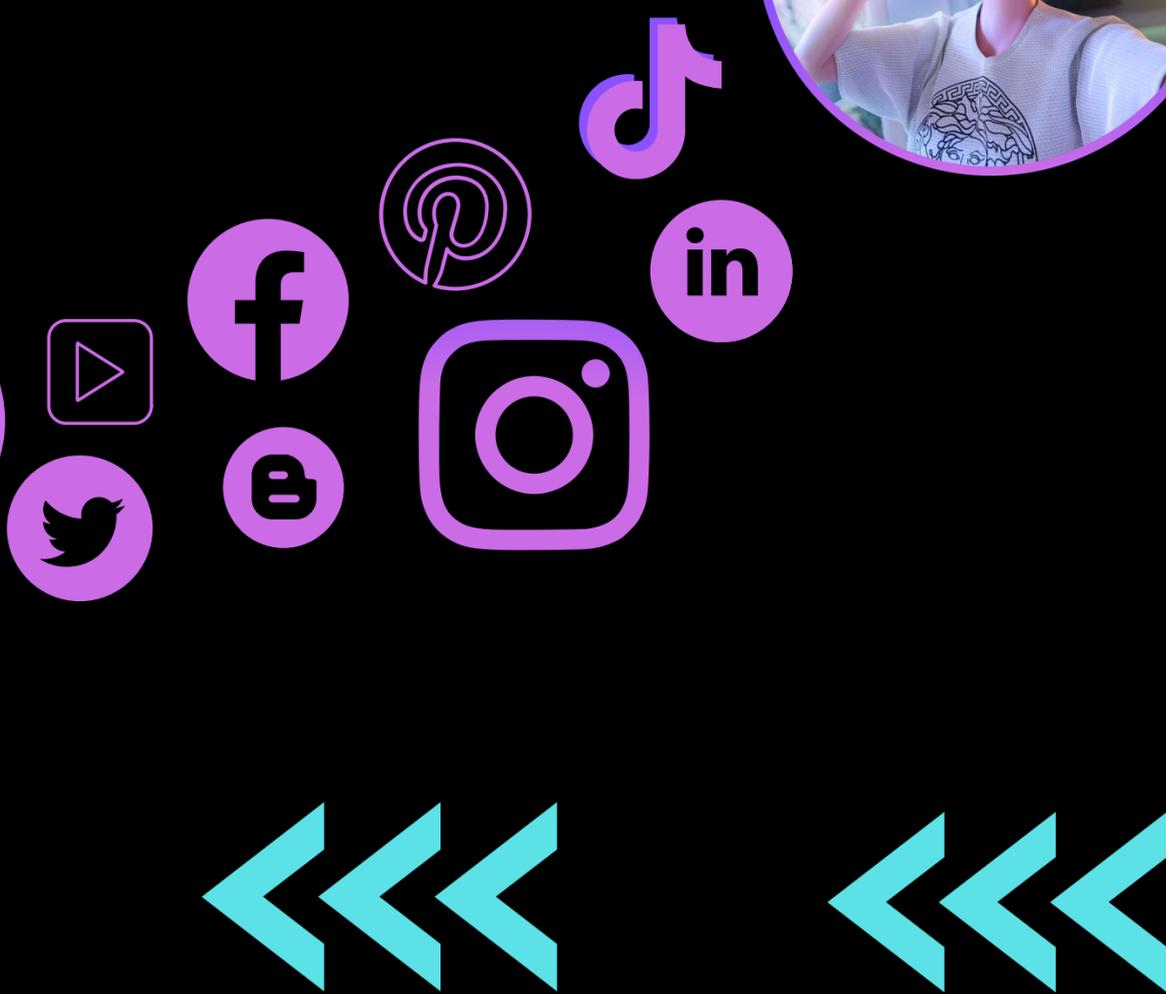
CREATING SCRIPTS

ANIMATION & PRODUCTION

REGISTRATION OF AN AVATAR
ACCOUNT IN SOCIAL NETWORKS

DEVELOPMENT STRATEGY

MARKETING LAUNCH

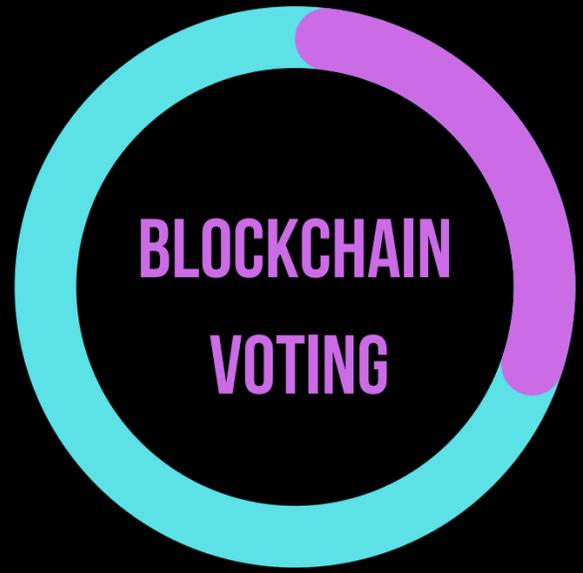


SELECT AVATARS



PRODUCING

BLOCKCHAIN
VOTING





LIVES IN NEW YORK , IS ENGAGED IN INVESTIGATIVE JOURNALISM
THE MAIN INCOME FROM ADVERTISING CAMPAIGNS AND FILMING

AVATAR PRODUCING MECHANISM



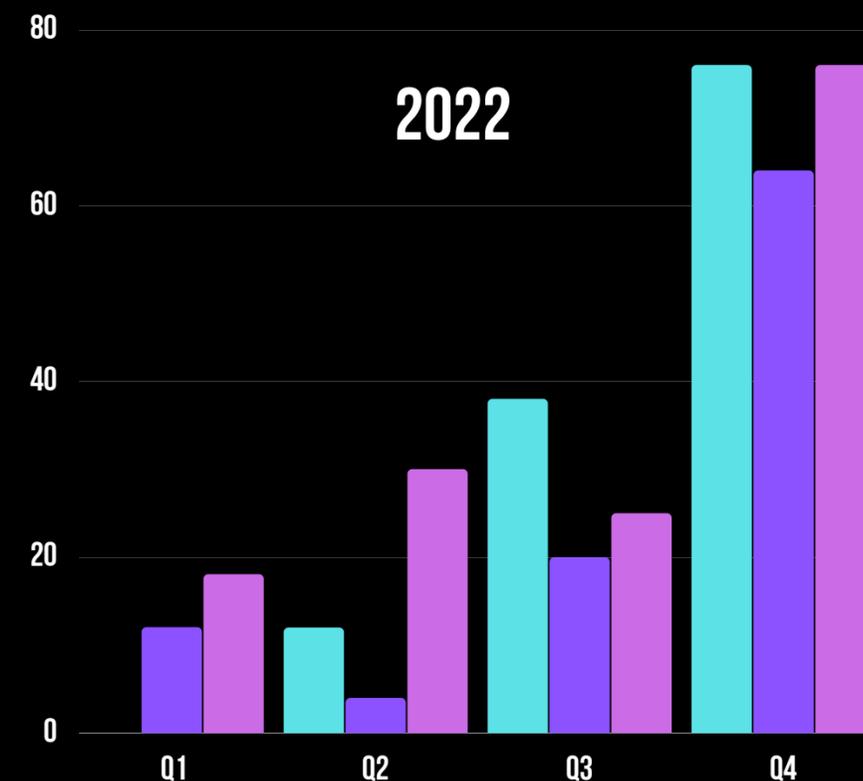
HYBRID STAKING



AVATAR RATING



- NAME: ALICE
- PROFESSION : JOURNALIST
- FOLLOWERS: 274M
- PRODUCERS STAKING: 5307
- TOTAL AMOUNT STACKING 28M DIT
- VALUATION \$ 21 000 000
- REVENUE \$ 8 530 071
- HYBRID STACKING 10%
- PRODUCERS REWARDS \$ 7 920 000



ROADMAP

- MONITORING THE MARKET OF VIRTUAL AVATARS, TESTING TECHNOLOGIES FOR THE PROTOTYPE DEVELOPMENT.
- PARTICIPATION IN A START-UP SHOW WITH COMPETITIVE SELECTION TO THE RUNUP ONE BUSINESS INCUBATOR AND PASSING THE ACCELERATION PROGRAM (MVP LAUNCH)

Q1 2021



Q2 2021

- THE FIRST DESIGNS OF DIGITAL CHARACTERS WITH THEIR INTRODUCTION INTO SOCIAL NETWORKS AND THE GAMING INDUSTRY.
- TESTING MVP. CALCULATION OF TARGET AUDIENCE ENGAGEMENT RATE, CONVERSION AND LTV, PRODUCT DEMAND USING THE “BLUE OCEAN” STRATEGY.
- PURCHASE OF TECHNICAL EQUIPMENT AND LICENSED SOFTWARE FOR AVATARS CREATION AND ANIMATION.

Q3 2021



Q4 2021

- FORMATION OF THE COMPANY’S AREAS OF WORK WITH A FOCUS ON DIGITAL AVATARS AND COOPERATION WITH SPECIALIZED PROJECTS.
- DEVELOPMENT OF A SINGLE PLATFORM WITH A PHASED INTRODUCTION OF NEW SERVICES.
- LAUNCH OF EARLY ACCESS TO A NEXT-GENERATION MARKETING PLATFORM WITH DIGITAL AVATARS FOR ADVERTISING INFLUENCER CAMPAIGNS.

- REGISTRATION OF DIGITAL INFLUENCERS LLC, TOKENIZATION OF THE PROJECT AND INVESTMENTS ATTRACTION.
- OBTAINING THE STATUS OF A RESIDENT OF THE MORION DIGITAL TECHNOPARK (THE LARGEST PRIVATE TECHNOPARK IN THE FIELD OF HIGH TECHNOLOGIES IN RUSSIA).
- PROVISION OF THE NECESSARY LICENSED TECHNICAL EQUIPMENT TO CREATE A PROFESSIONAL FILM STUDIO USING TRACKING AND MOTION CAPTURE TECHNOLOGY WITH HIGH COMPUTING POWER.
- PRODUCING THE FIRST TEN AVATARS, WHICH WILL BECOME DIGITAL STARS AND WILL BE INTRODUCED IN VARIOUS B2B / B2C SPHERES: FILM INDUSTRY, GAMES INDUSTRY, ADVERTISING INDUSTRY, MUSIC INDUSTRY, TELEVISION AND JOURNALISM, FASHION AND MANY OTHERS.

ROADMAP

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- INFLUENCER MARKETING LAUNCH WITH DIGITAL AVATARS AND BLOGGERS.
 - DEVELOPMENT OF EXCLUSIVE DIGITAL AVATARS FOR B2B INDUSTRIES.
 - PREPARATION OF A HYBRID EVENT "GLOBAL REALITY SHOW" INFLUENCERS AND CGI AVATARS "
 - PREPARATION OF A VIRTUAL BEAUTY CONTEST USING AVATARS "MISS DIGITAL UNIVERSE".
 - PREPARATION FOR MOVIE SHOOTING WITH DIGITAL AVATARS AND DIGITIZED ACTORS.
 - COLLABORATIONS WITH TOP INFLUENCERS.
 - NEGOTIATIONS AND CONCLUSION OF ADVERTISING CONTRACTS WITH MAJOR GLOBAL BRANDS FOR THE ENTIRE PERIOD OF 2022 - 2023
 - TESTING AND LAUNCHING THE PRODUCTION CENTER AND THE FIRST MONETIZATION OF AVATARS.
 - TESTING AND LAUNCHING A MARKETPLACE WITH DIGITAL CONTENT.
 - LAUNCH OF THE "BEST DIGITAL PRODUCER 2022" TOURNAMENT WITH DIFFERENT NOMINATIONS AND A JACKPOT DRAW
- TESTING AND LAUNCHING THE "GLOBAL REALITY SHOW OF INFLUENCERS AND DIGITAL AVATARS"
 - IMPLEMENTATION OF PERSONAL ACCOUNTS WITH BLOCKCHAIN INTEGRATION INTO THE PRODUCTION CENTER.
 - ARTIFICIAL INTELLIGENCE SOFTWARE DEVELOPMENT FOR CGI AVATARS.
 - DEVELOPMENT AND PLACEMENT OF ONE HUNDRED CGI AVATARS FOR THE PRODUCTION CENTER.
 - LAUNCHING AN AGGRESSIVE MARKETING CAMPAIGN FOCUSING ON COMPANY BRAND AND CGI AVATARS AWARENESS.
- TESTING AND LAUNCHING EARLY ACCESS TO THE NEXT GENERATION SOCIAL NETWORK WITH CGI AVATARS "YOUR SECOND LIFE" - P2E METAVERSE AVATARS SOCIAL NETWORK
 - ARTIFICIAL INTELLIGENCE SOFTWARE TESTING.
 - INTEGRATION OF CGI AVATARS INTO THE SOCIAL NETWORK "YOUR SECOND LIFE"
 - THE RESULTS OF THE "BEST DIGITAL PRODUCER 2022" TOURNAMENT. LIVE BROADCASTING OF THE WINNERS REWARDING AND DISTRIBUTION OF THE PRIZE FUND AMONG ALL PRODUCERS.
 - ELABORATION AND COORDINATION OF DEVELOPMENT PLANS FOR 2023 WITH TOKEN HOLDERS USING SMART VOTING.
- TESTING AND LAUNCHING THE "MISS DIGITAL UNIVERSE" BEAUTY CONTEST USING CGI AVATARS.
 - SCALING WITH THE BROADCASTING ON TELEVISION "REALITY SHOW OF INFLUENCERS AND DIGITAL AVATARS" AND THE BEAUTY CONTEST "MISS DIGITAL UNIVERSE".
 - EXPANSION OF THE PRODUCTION CENTER NETWORK UP TO THREE HUNDRED CGI AVATARS.
 - IMPROVE THE RECOGNITION OF CGI AVATARS AROUND THE WORLD AND INCREASE THE AUDIENCE REACH UP TO 500 MILLION USERS ON SOCIAL NETWORKS.

TEAM



DMITRY KIRCHENKO | CEO



ROMAN BELYASOV | CTO



**ANASTASIIA POLITOVA
CHIEF MARKETER & PRODUCER**



**NIKITA KARPENKO
ANIMATOR SUPERVISOR**

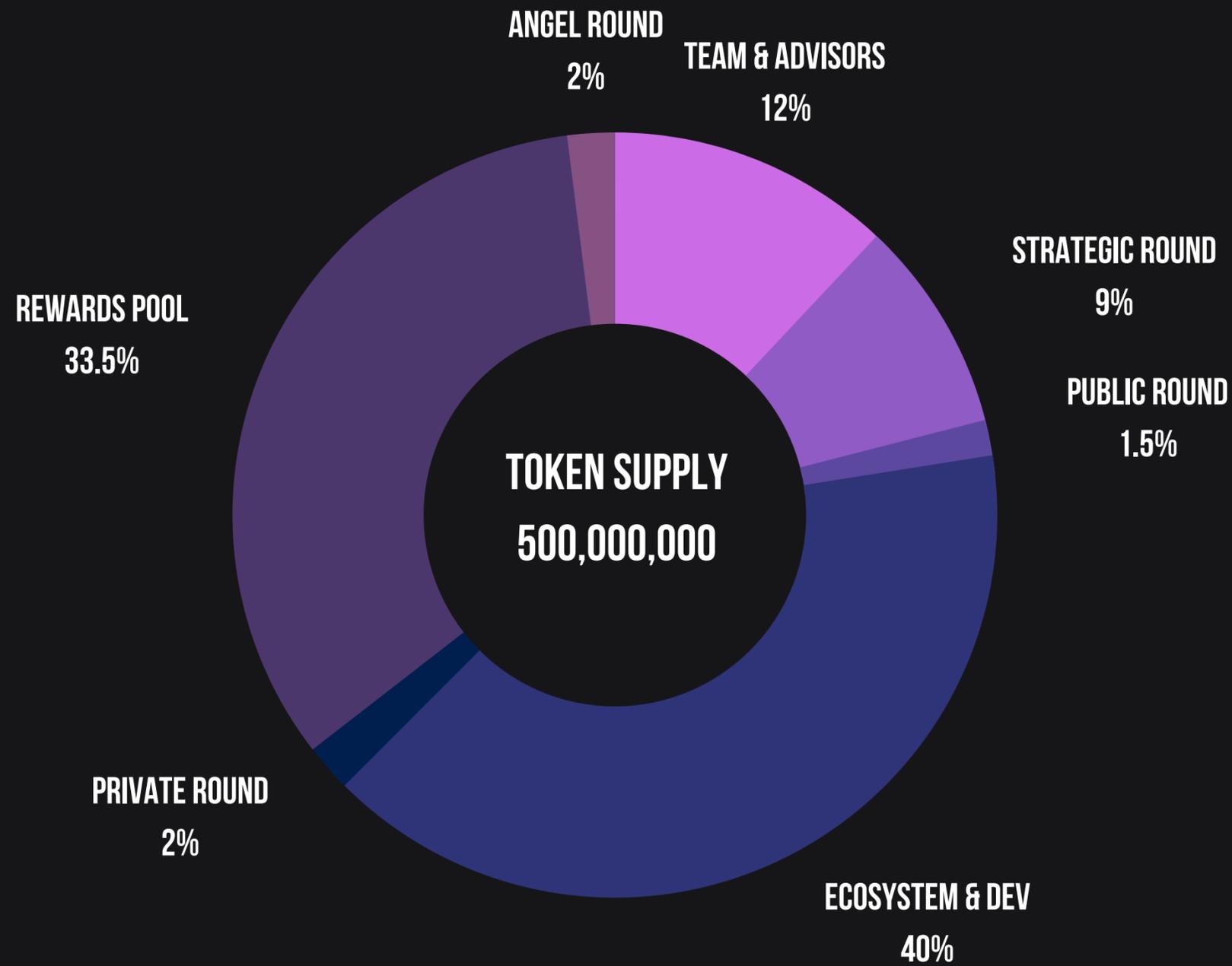


**IVAN ZAUYALAU
DESIGNER HEAD**



**MIKHAIL KALYUZHNYI
SENIOR DEVELOPER**

TOKEN ECONOMY & BASIC METRICS



BASIC METRICS :

TOKEN NAME: DIGITAL INFLUENCERS TOKEN

TICKER SYMBOL: DIT

BLOCKCHAIN NETWORK: BCS

TOKEN SUPPLY: 500,000,000

PROJECT VALUATION: \$ 35 000 000

TOKEN ALLOCATION

FUNDRAISING	TOKEN ALLOKATION	PRICE	TOTAL RAISE
ANGEL ROUND	2% 10 000 000	\$ 0.05	\$ 500 000
STRATEGIC ROUND	9% 45 000 000	\$ 0.06	\$ 2 700 000
PRIVATE ROUND	2% 10 00 000	\$ 0.06	\$ 600 000
PUBLIC ROUND	1.5% 7 500 000	\$ 0.07	\$ 525 000

TOKEN RELEASE SCHEDULE

DISTRIBUTION	INITIAL	VESTING
ANGEL ROUND	5 % AT TGE	5 MONTHS CLIFF THEN LINEAR VESTING OVER THE NEXT 24 MONTHS
STRATEGIC ROUND	2% AT TGE	5 MONTHS CLIFF THEN LINEAR VESTING OVER THE NEXT 24 MONTHS
PRIVATE ROUND	15 % AT TGE	3 MONTHS CLIFF THEN LINEAR VESTING OVER THE NEXT 12 MONTHS
PUBLIC ROUND	25 % AT TGE	3 MONTH CLIFF, THEN LINEAR VESTING OVER THE NEXT 12 MONTHS
REWARDS POOL	10 % AT TGE	3 MONTH CLIFF, THEN LINEAR VESTING OVER THE NEXT 36 MONTHS
ECOSYSTEM & DEV	5 % AT TGE	3 MONTH CLIFF, THEN LINEAR VESTING OVER THE NEXT 36 MONTHS
TEAM & ADVISORS	0 %	2 YEAR FULLY LOCKED, THEN UNLOCK OVER 24 MONTHS

PARTNERS



INVESTORS ANGEL ROUND



**RUNUP
ONE**

BUSINESS ACCELERATOR BRINGING TOGETHER
SUCCESSFUL PEOPLE TO CREATE INNOVATION

STRATEGIC INVESTOR



WE CREATE AMAZING SOLUTIONS FOR OUR CLIENTS, CONTACT US TO LEARN HOW WE CAN HELP

HAVE A QUESTION OR NEED ASSISTANCE?

WE ARE HERE TO HELP YOU WITH
ANYTHING YOU NEED!

[HTTPS://DIGITAL-INFLUENCERS.COM/](https://digital-influencers.com/)
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