InSoBlok AI

The First Layer 1 SocialFi & Influencer Commerce Platform Built for AI-Driven Autonomous Commerce, Scalable Microtransactions & Decentralized Monetization.

"Revolutionizing the $2.8 Trillion Industries of Fashion, Personal Care & Health & Fitness"

Executive Summary

InSoBlok AI is a Web3 blockchain and AI-powered Layer 1 SocialFi platform transforming influencer commerce by empowering creators, brands and consumers within a decentralized ecosystem. At the core of this ecosystem is ClosetChain, our flagship product - a blockchain and AI-powered platform revolutionizing fashion, personal care, health & fitness discovery. ClosetChain enables users to tokenize assets, execute smart contracts and leverage real-time AI-driven tools, enhancing engagement and driving sales. By integrating AI, blockchain and DeFi technologies, InSoBlok AI redefines sustainable and scalable influencer commerce for the next-generation creator economy.

- **Autonomous Commerce**, where AI-driven agents, tokenized assets, and smart contracts enable seamless, self-executing transactions.
- **Scalable Microtransactions**, leveraging fixed gas pricing (IMAP) for fast, low-cost payments in tipping, voting, and tokenized purchases.
- **Decentralized Monetization**, ensuring creators retain full ownership and maximize earnings through P2P crypto payments, tokenized assets, and AI-powered revenue models.

1 Autonomous Commerce

2 Scalable Microtransactions

Influencer Commerce

3 Decentralized Monetization
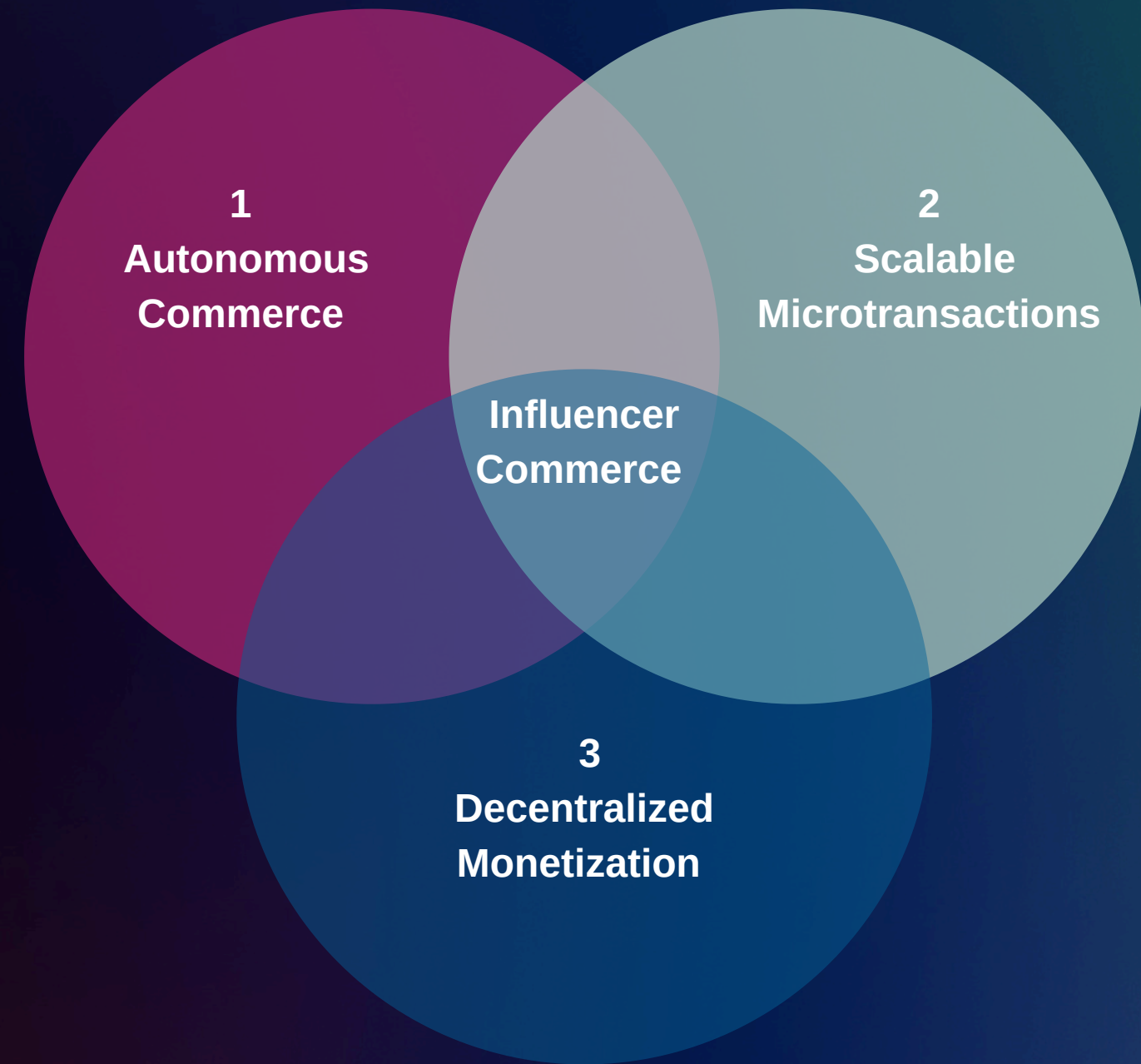
Problems We Solve

1
Autonomous Commerce

Fashion Inefficiencies ($1.7T Industry)

Weak Social Commerce & Engagement

2
Scalable Microtransactions

Monetization Gaps in Personal Care & Wellness ($1.2T)

Influencer Undervaluation

3
Decentralized Monitization

Blockchain Limitations for SocialFi & AI-Commerce

Data Ownership & Decentralization

Our Solutions

1

AI-driven InSoblok flagship product 'ClosetChain' drives sales with AI virtual try-ons, smart wardrobes, recommendations and tokenized digital identities reduce returns ($743B) and boosting retailer margins.

Live Closet and Studio unveils, chat, Yay/Nay voting, NFT drops, P2P payment features, and gamified loyalty rewards create immersive, high-conversion shopping experiences.

2

AI-driven InSoblok flagship product 'StudioChain' where influencer tokenized wellness programs, NFT memberships and direct monetization enable creators to sell workouts, skincare routines and coaching independently.

Empowers influencers with $INSO, enabling tokenized brand ownership, direct-to-fan monetization, and NFT-backed exclusives. Through Influencer Equity Tokens, fans own a share of creators' content and earnings, fostering deeper engagement and sustainable income offring.

3

A Layer 1 blockchain built for scalable, cost-efficient and AI-powered smart contracts, enabling seamless SocialFi, influencer commerce and decentralized ownership without limitations.

Influencers own and monetize their data through a decentralized SocialFi ecosystem, audience tokenization and on-chain engagement tracking, ensuring full control and direct value from their audience interactions.

Total Addressable Market

1. Fashion Industry
- **High Return Rates:** The fashion sector faces substantial losses due to product returns (24.4% equating to $38B) stemming from poor visualization and fit issues.
- **Limited AI Adoption:** There's a notable gap in utilizing AI-driven virtual try-ons to enhance customer satisfaction.
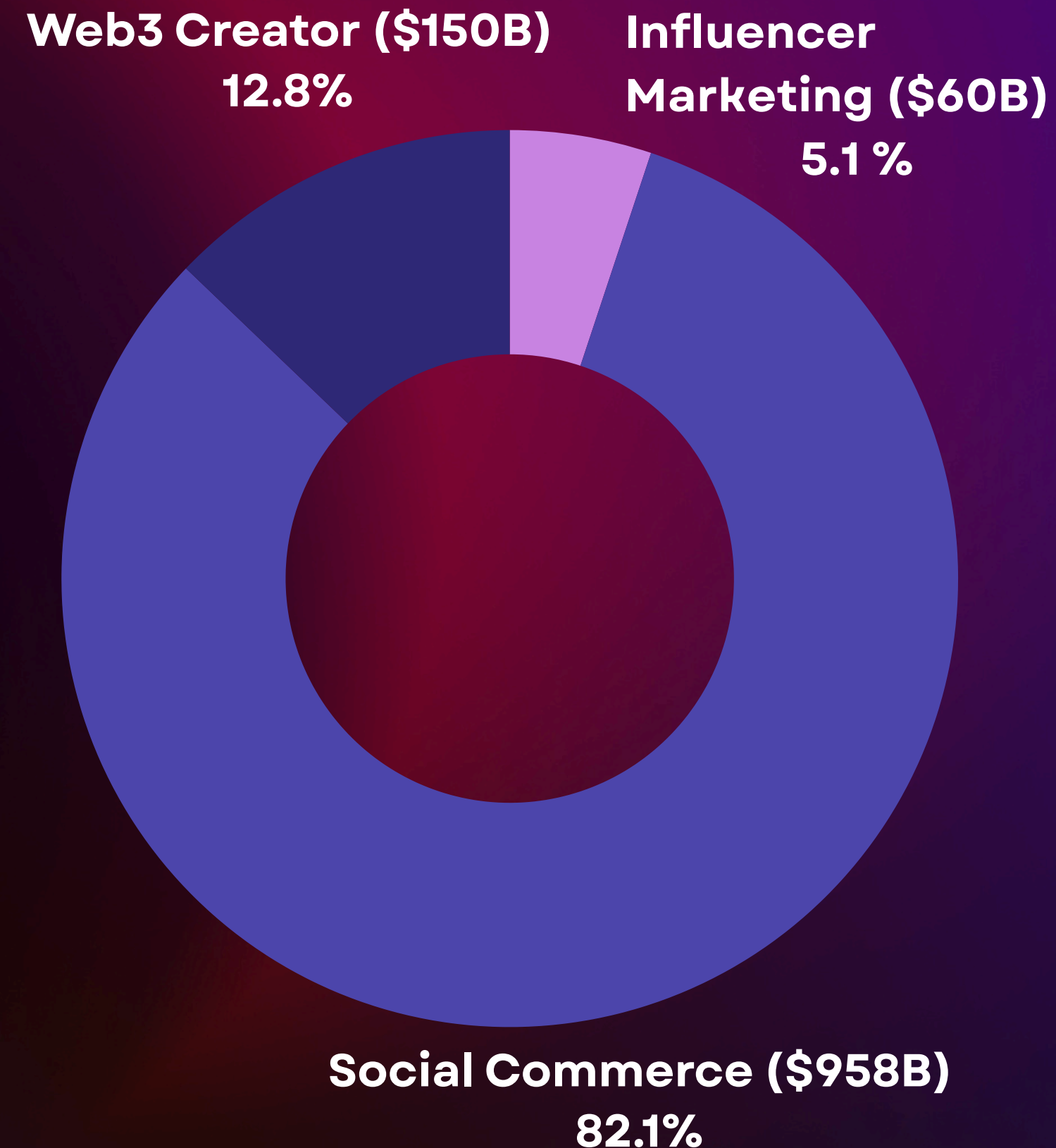
2. Personal Care Market
- **Monetization Challenges:** Influencers lack effective tools to monetize content like beauty tutorials and skincare routines, hindering direct audience engagement.

3. Health & Fitness Industry
- **Platform Deficiencies:** Fitness influencers struggle with limited platforms to monetize workout plans and wellness programs, affecting community engagement.

4. Developer Incentives
- **Innovation Barriers:** There's a scarcity of incentives and resources for developers to create influencer-focused decentralized applications (DApps) within the blockchain ecosystem.

Web3 Creator ($150B) 12.8%

Influencer Marketing ($60B) 5.1%

Social Commerce ($958B) 82.1%

Product Overview

InSoBlok AI Layer 1 Core Features

Decentralized Monitization

Smart Contracts Scalable SocialFi Transactions

Fixed Gas Price (IMAP Protocol)

DApps & APIs Seamless Third-party Integration

Proof of AI Contribution (PoAC)

Dynamic Sovereignty User-controlled Digital Identity

Product Overview

Autonomous Commerce

Virtual Try-On & Live Chat Yay/Nay Voting

Virtual Try-On – Adaptive Fit & Texture Simulation for Fashion, Personal Care, Health & Fitness

Revolutionizing online shopping, AI-driven Virtual Try-On offers real-time visualization for fashion, beauty, and fitness. Users can adjust styles, explore accessories, and integrate NFTs, reducing $743B in annual returns. For brands and influencers, it unlocks AI insights, trend forecasting, and new revenue streams through tokenized assets.

Yay/Nay Voting – Social Validation & Gamified Engagement

Yay/Nay Voting turns browsing into real-time engagement, while AI sentiment analysis enhances discussions and brand reach. Influencers and businesses gain on-chain insights, targeted marketing, and inventory optimization. With P2P Payments, users can seamlessly send, receive, and transact crypto—boosting conversions across X, Telegram, and beyond.

Product Overview

Autonomous Commerce

ClosetChain "Closet Unveil" as Flagship

ClosetChain is a blockchain-driven hub transforming influencer commerce through AI personalization, tokenized fashion, and SocialFi integration.

- Influencer Equity Tokens: Empower fans to own a share of their favorite creators' content and earnings, fostering deeper engagement and supporting influencers'financial success.

- Closet Unveil: Tokenizes digital and physical assets in fashion, beauty, and fitness, offering exclusive previews, limited-edition drops, and gamified shopping experiences.

Product Overview

Scalable Microtransactions

StudioChain AI-Powered Fitness & Wellness Platform

StudioChain revolutionizes health, fitness, and personal wellness through blockchain-powered engagement, empowering users and professionals with AI-driven, decentralized experiences.

- **Health & Fitness Unveil** – Tokenizing fitness programs, nutrition plans, and telehealth services for exclusive access, challenges, and gamified progress tracking.

- **Enhanced Community & Wellness Engagement** – AI-powered coaching and real-time tracking drive motivation, goal-setting, and personalized feedback.

- **Gamified Participation** – Token rewards incentivize continuous engagement, fostering long-term fitness habits and a thriving wellness ecosystem.

Competitive Analysis

InSoBlok (Web3) vs Traditional Platforms (Web2)

Feature / User Benefit	InSoBlok AI	TikTok/Facebook/Instagram
Blockchain Transparency	✓	✗
AI-Driven Virtual Try-On	✓	✗
Decentralized Monetization	✓	✗
Immersive Digital Events	✓	✗
AI-Powered Product Discovery	✗	✓
Enhanced Brand Transparency	✗	✓

The InSoBlok Advantage

InSoBlok transforms influencer commerce with a decentralized, creator-first ecosystem. Blockchain ensures content ownership, secure transactions, & fair monetization, while AI-driven tools like virtual try-ons & personalized discovery enhance engagement. Unlike traditional platforms, InSoBlok prioritizes transparency, control, & equitable revenue-sharing for influencers & brands.

Limitations of Traditional Platforms

Mainstream platforms like TikTok, Instagram, & Facebook prioritize entertainment over the influencer economy, relying on outdated, centralized models. Creators lack control over content, data & monitization, while missing key tools like blockchain-secured transactions, decentralized ownership & AI-driven personalization-leading to unfair compensation & limited transparency.

Competitive Analysis Cont.

Influencer Transaction Breakdown - InSoBlok AI vs. Web2 Platforms

Platform	Revenue Share (Influencer)	Transaction Fees	Platform Cuts & Hidden Fees	Payout Time	Scalability & Cost Efficiency
Instagram (Meta)	55% (Ad Rev) / 0% (Shop Sales)	2.9% + $0.30 (Stripe)	30-45% (Brand & Platform Cuts)	30-60 Days	Expensive, limited scaling
TikTok	50% (LIVE gifts) / 0%(Shop Sales)	2.9% + $0.30 (Stripe)	30-50% (TikTok Cut)	30-45 Days	High fees for microtransactions
YouTube	55% (Ad Rev) / 70% (Memberships)	30% (Super Chats)	30-45% (Ad & YouTube Cuts)	30-60 Days	High transaction costs
InSoBlok AI	95-100% (Direct Sales, NFT, P2P Payments)	Fixed, Near-Zero Gas (IMAP Protocol)	0-5% (DAO Fee for Ecosystem Growth)	Instant (Crypto Settlements)	Ultra-low fees, scalable for mass adoption

Competitive Analysis Cont.

Web2 - The Creator Economy's Biggest Tax Collectors

For a $100 transaction, here's how much an influencer takes home across platforms		
Platform	**Earnings per $100 Sale**	**Lost to Fees & Platform Cuts**
Instagram	$55 (Ad Rev) / $0 (Shop Sales)	$30-$45 + hidden brand margins
TikTok	$50 (LIVE gifts) / $0 (Shop Sales)	$30-$50
YouTube	$55 (Ad Rev) / $70 Memberships)	$30-$45
InSoBlok AI	$95-$100	$0-$5 (Network Fee)

Competitive Analysis Cont. - InSoBlok AI vs. Competitors

Feature	InSoBlok AI	Galxe	BitClout (DeSo)
AI-Powered Personalization	Advanced AI-driven commerce & audience targeting	No AI-driven personalization	No AI-driven personalization
NFT & Tokenization	Yes & Tokenized influencer commerce, NFT engagement	Yes & NFT-based achievements & credentials	Yes & Creator tokens & NFTs
SocialFi & Gamification	Gamified influencer-brand deals, AI loyalty programs	Minimal gamification, rewards-based system	Limited gamification, tipping & staking
Market Position	AI-powered influencer commerce leader	Web3 credentialing & reputation leader	Decentralized social media experiment

Limitations of Galxe & BitClout (DeSo)

While Galxe & BitClout (DeSo) have made strides in Web3 credentialing & decentralized social media, they lack key features essential for the influencer commerce ecosystem.

- **No AI-Driven Personalization** – Both platforms fail to leverage AI for audience targeting, engagement, or commerce recommendations, limiting their ability to optimize creator monetization & brand partnerships.

- **Limited SocialFi & Gamification** – Engagement models on Galxe & BitClout are reward-based rather than fully gamified ecosystems, reducing long-term creator-fan interaction.

- **Restricted Monetization Models** – Unlike InSoBlok AI, which integrates AI-powered marketplaces, NFT brand partnerships, & scalable revenue models, Galxe focuses on credentials, while BitClout is mainly a creator coin economy with tipping.

Business Model

InSoBlok AI's business model is centered on a Layer 1 blockchain platform that seamlessly integrates artificial intelligence (AI) and decentralized finance (DeFi) to transform influencer commerce across various industries. The platform is built upon three core pillars: Autonomous Commerce, Scalable Microtransactions, and Decentralized Monetization.

- **Autonomous Commerce** - Leveraging AI-driven agents and smart contracts, InSoBlok AI facilitates seamless, self-executing transactions, minimizing intermediaries and enhancing efficiency.

- **Scalable Microtransactions** - The platform supports rapid, low-cost transactions, enabling activities such as tipping, voting, and tokenized purchases, thereby fostering a vibrant and interactive community.

- **Decentralized Monetization** - InSoBlok AI ensures creators retain full ownership of their content and maximize earnings through peer-to-peer crypto payments and tokenized assets, democratizing monetization.

Key drivers of engagement and adoption within this ecosystem include:

- **ClosetChain** - Tailored for the fashion industry, ClosetChain empowers influencers to tokenize fashion assets and utilize AI-driven virtual fittings, addressing inefficiencies in the $1.7 trillion fashion industry.

- **StudioChain** - Focused on personal care, health, and fitness sectors, StudioChain merges social media, blockchain, and AI to set a new standard for influencer-driven commerce, facilitating seamless content creation and distribution.

- **Decentralized Applications (D'Apps)** - Within its Layer 1 ecosystem, InSoBlok AI offers a suite of D'Apps, providing developers with tools to build scalable applications that drive influencer commerce, tokenized assets, and NFT marketplaces, unlocking new monetization opportunities in the Web3 economy.

Revenue Model

ClosetChain, StudioChain, and D'App employ a multi-tiered revenue structure, ensuring sustainable monetization for fashion, personal care, and health & fitness influencers and brands.

Multi-Tiered Revenue Model for Sustainable Monetization

ClosetChain, StudioChain, and D'App provide diversified revenue streams for fashion, personal care, and health & fitness influencers and brands.

1. Influencer Monetization Streams
- NFT Sales & Digital Products – Tokenized fashion, skincare, and fitness programs sold as NFTs.
- D'App Service Fees – Smart contract-powered bookings for personal styling, wellness coaching, and fitness planning.
- Subscription-Based Exclusive Content – Premium content, tokenized memberships, and gated wellness guides.
- SocialFi Earnings – Engagement-based token rewards, AI-driven prediction markets, and fan voting.

2. Brand Revenue Streams
- AI-Driven Sponsorships – AI analytics match brands with influencers for targeted promotions.
- Tokenized Brand Partnerships – Digital & physical product tokenization (e.g., skincare, fitness wearables).
- Advertising & Smart Placements – AI-powered in-app marketing & product recommendations.

3. Consumer & Community Revenue Streams
- D'App Commerce & Premium Access – On demand wellness, fitness, and personal care services via smart contracts.
- NFT Trading & Royalties – Resale of tokenized fashion, skincare, and fitness assets with royalty payments.
- SocialFi & Play-to-Earn – Token incentives for engagement, challenges, and content sharing.
- Loyalty & Memberships – Exclusive discounts, early product drops, and access to premium wellness & fitness events.

Revenue Model Cont.

1 - Transaction-Based Revenue (Direct Monetization)
- Commerce Transaction Fees (3-5%) – Fees on all influencer-driven product sales across fashion, personal care, and health & fitness
- NFT & Tokenized Commerce (5-10%) – Revenue from NFT-based beauty tutorials, virtual fashion, fitness memberships, and tokenized wellness programs
- AI-Driven Marketplace Subscriptions ($10-$100/month) – Subscription-based AI personalization & analytics tools for brands, influencers, and consumers

Projected Annual Revenue (Year 1-3):
- GMV (Gross Merchandise Volume): $250M - $1.5B
- Transaction Revenue (3-5% of GMV): $7.5M - $75M
- NFT Revenue (5-10% of NFT commerce): $10M - $50M
- AI Marketplace Subscriptions: $15M - $75M

2 - Ecosystem & Engagement Revenue (Web3 & Tokenization)
- Staking & Governance Fees (2-4%) – Fees from staked $INB tokens used for platform governance & ecosystem participation
- SocialFi Engagement & Gamification – Sponsored content, ad placements, and tokenized loyalty rewards for brands & influencers
- Premium Creator & Brand Tools ($50-$500/month) – Advanced AI-powered engagement tracking, token analytics, and SocialFi insights for businesse

Projected Annual Revenue (Year 1-3):
- Staking & Governance Fees (2-4% of staked TVL): $10M - $50M
- SocialFi Ads & Sponsorships: $15M - $75M
- Creator & Brand Subscriptions: $25M - $100M

Total Potential Revenue (Year 1-3):
- Low Case: $50M - $100M
- Mid Case: $125M - $250M
- High Case: $300M+

Go-To-Market (GTM) Strategy

Targeting & Acquisition

InSoBlok AI employs a multi-channel strategy to drive adoption, leveraging AI-powered influencer engagement, blockchain incentives, and strategic partnerships.

- Target Segments – Influencers (Fashion, Personal Care, Fitness), Brands (seeking direct creator collaboration), and Users (SocialFi & AI-commerce adopters).
- Core Channels – Influencer-led growth, referral incentives, AI-powered targeting, and gamified SocialFi expansion.

Marketing

- Influencer & KOL Marketing – Strategic partnerships to onboard key creators.
- AI-Driven Content & Performance Marketing – Automated engagement strategies via Web3 & social media ads.
- SocialFi & SEO Optimization – Tokenized rewards, real-time voting, and high-ranking content to drive engagement.

Partnerships & Sales

- Blockchain Integrations – Ethereum, Polygon, Arbitrum for cross-chain scalability.
- Brand & Agency Collaborations – E-commerce, gaming, and metaverse expansions.
- Enterprise API & SDK – Direct integrations for businesses, token-gated communities, and ambassador programs.

Optimizing Customer Acquisition Cost (CAC) vs. Lifetime Value (LTV)

- Lower CAC – AI-driven targeting and SocialFi incentives reduce acquisition costs by 40%.
- Higher LTV – Subscription-based AI tools, NFT royalties, and staking models ensure long-term revenue growth.
- Break-Even in 3-6 Months – Sustainable revenue streams through brand partnerships, tokenized commerce, and AI marketplace subscriptions.

Scaling for Global Adoption

- Phase 1: Influencer-led virality & early adopters
- Phase 2: AI-driven expansion & brand integrations
- Phase 3: Cross-chain & global rollout

Team

InSoBlok AI's team is composed of forward-thinking professionals who are redefining the intersection of blockchain, artificial intelligence (AI), and decentralized finance (DeFi). Our members bring diverse expertise from various sectors, including blockchain development, AI integration, NFT strategy, and decentralized application (D'App) creation. This diversity enables us to push the boundaries of what's possible in influencer commerce.

Our team is committed to creating platforms that not only provide innovative solutions but also foster a community-driven approach. By integrating AI-driven agents and tokenized assets, we aim to enhance user experiences and ensure that our platforms are at the forefront of technological advancement.

At InSoBlok AI, we are more than just a team; we are a collective of innovators dedicated to shaping the future of decentralized technologies and influencer commerce. Our combined expertise and commitment to excellence drive us to challenge conventions and lead the way in this rapidly evolving digital landscape.

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