



“Tokenization of everything (TOE)”

September 2018

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# Why the TOE Exchange?

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- Blockchain creates efficient relationship with consumers, brands and service providers (*e.g., loyalty points, celebrity credit cards*).
- Anyone (*e.g., celebrities, athletes, influencers, brands, etc.*) can “tokenize” their value.
- Everything on Blockchain is permanent and cannot be altered, ownership of IP, copyright and ideas easier to track and assign attribution.
- Transactions can be anonymous and still trusted.

# A TOE Exchange is best way to support influencers and brands

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- Create a market for KOLs and brands to use crypto to fund and support their projects.
- Offer Token mining and ICO support, including placement on Exchange.
- Support the launch and growth of the KOL and brand projects.
- The TOE exchange is a crypto to crypto exchange.
- How will the exchange be made?
  - Offer token mining based on ERC20, QRC20 and Robin8 mainnet.
  - Integrate Robin8 PMES to support profiles of Exchange customers.

The TOE Exchange will be Centerpiece for Influencers to Tokenize their value, control transactions and be recognized for their IP and work and KOL's token buyers

# Economics of the TOE Exchange

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1. Exchange listing fees
2. TOE coin mining fees
3. ICO launch fees
4. Exchange trading fees
5. Influencer IP asset commerce fees via Rights and Royalties

# Why have a TOE Token?

1. It can be a “loyalty point” with market value
2. A token allows brands and influencers to immediately fund any “Kickstarter” type project
3. Can be used to fund content and give token holders the benefits of the project success
4. Token holders can get better deals on KOL or brand offerings or discounts
5. Token holders can get special access to events, promotions and other activities from the KOL or brand.



# Sample movie talent KOL use case

1. KOL raises \$100M in ICO
2. Five films made for \$15M each or \$75M
3. Token holders get special access to films ranging from early screenings, talent access, and discounts on films. Part of film profits used to buy tokens and increase value
4. The more successful the film, the greater the value of the token based on buy backs and desire of fans to get benefits
5. KOLs will gain market value based on price of token and success of films produced and other projects
6. EPUT is used for Gas Fees

# Artists film distribution with tokens

1. Create Artist film distribution network using TOE tokens
2. Token value is driven by performance of each artist and as network as a whole
3. Blockchain and smart contracts manage IP and control rights across windows and geography
4. Launch of Film distribution can be funded with pool of tokens from various KOLs and brands
5. Talent and content compensation can be fee based and performance based on Token value of each star



# 365 Turnkey Solution for TOE Exchange and Management

## KOL Exchange

- Token Factory
- Crypto to Crypto
- Celebrity value Charts

name: 赵丽颖

profile\_image:

twitter\_handle: @zhaoliying\_hq

TWITTER POSTS

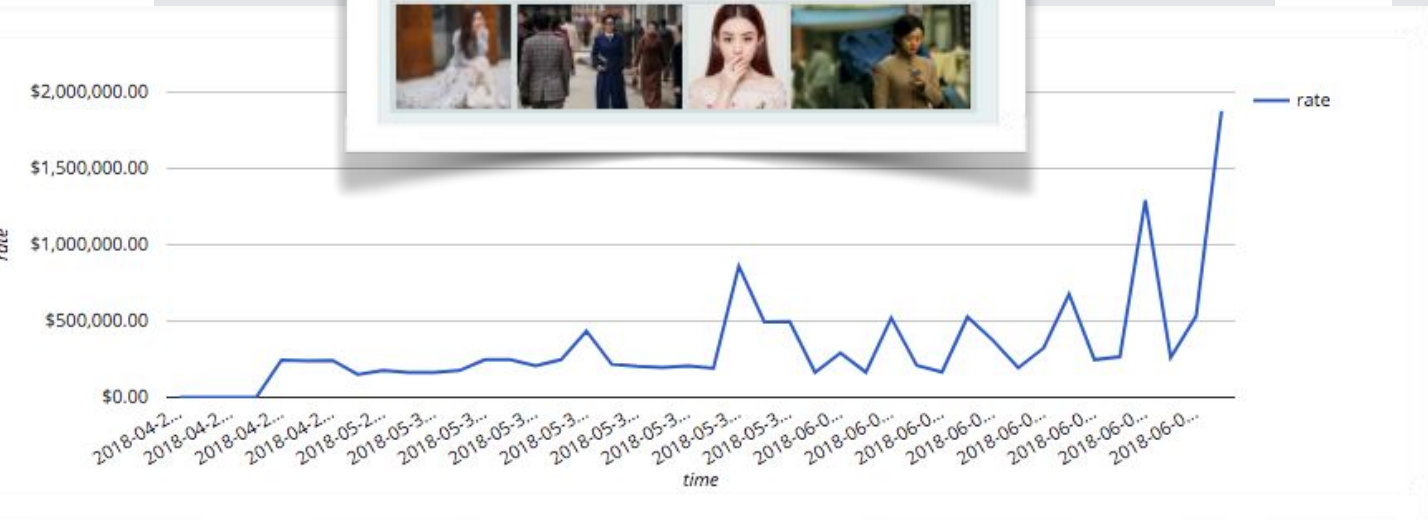
# of Records: 1 favorite\_count: 68 hashtags: #赵丽颖

title: Zhao Li Ying 赵丽颖 HQ

username\_id: zanilla104814aa

TALENT PHOTO

# of Records: 4

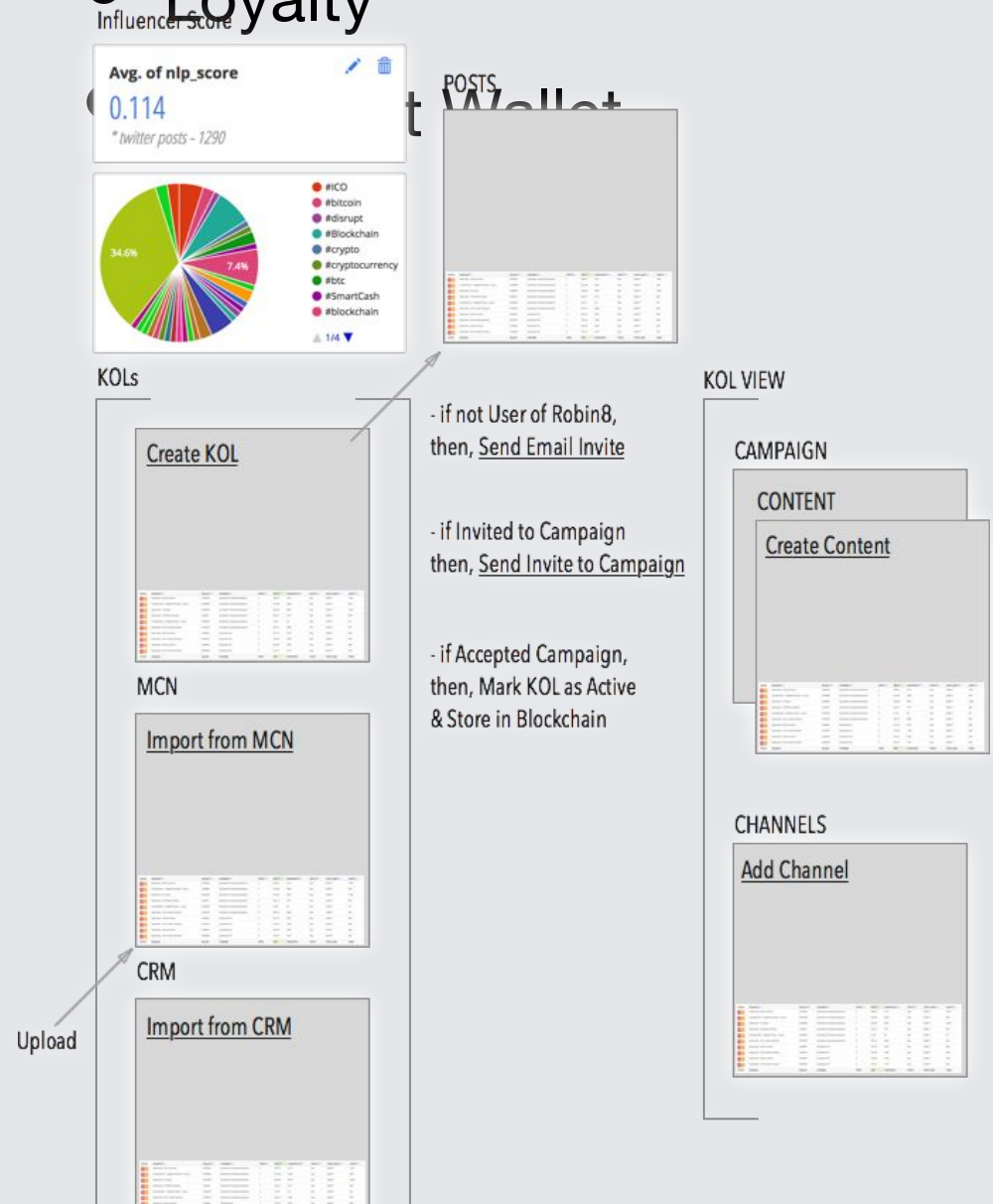


## Profile, Rank and Match Search Engine

- Influencer analysis
- Standard ranking
- Global/ China

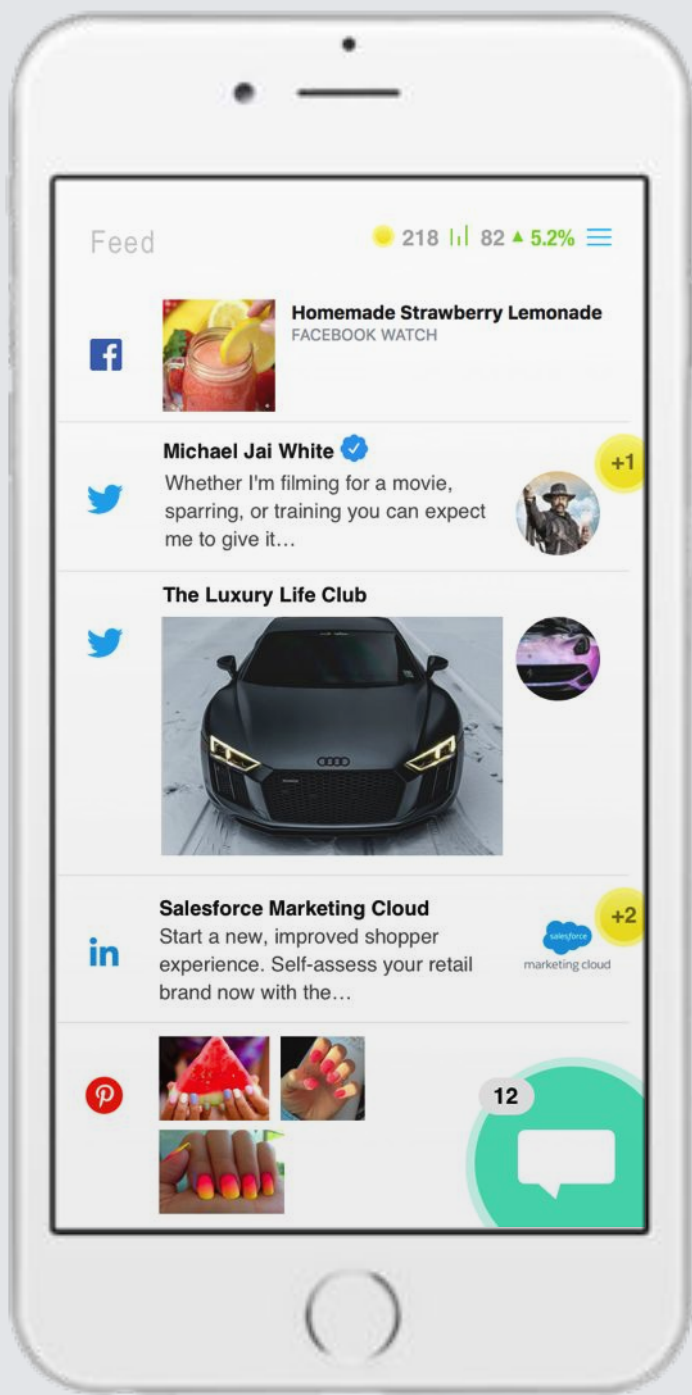
## Workflow – Blockchain Profile Management Eco-System

- Profile
- Brief
- Selection
- Smart Contracts
- Loyalty



## Data Hub / App & Mainnet

- Integrate PMES with user app and APIs
- Mainnet to support new tokens



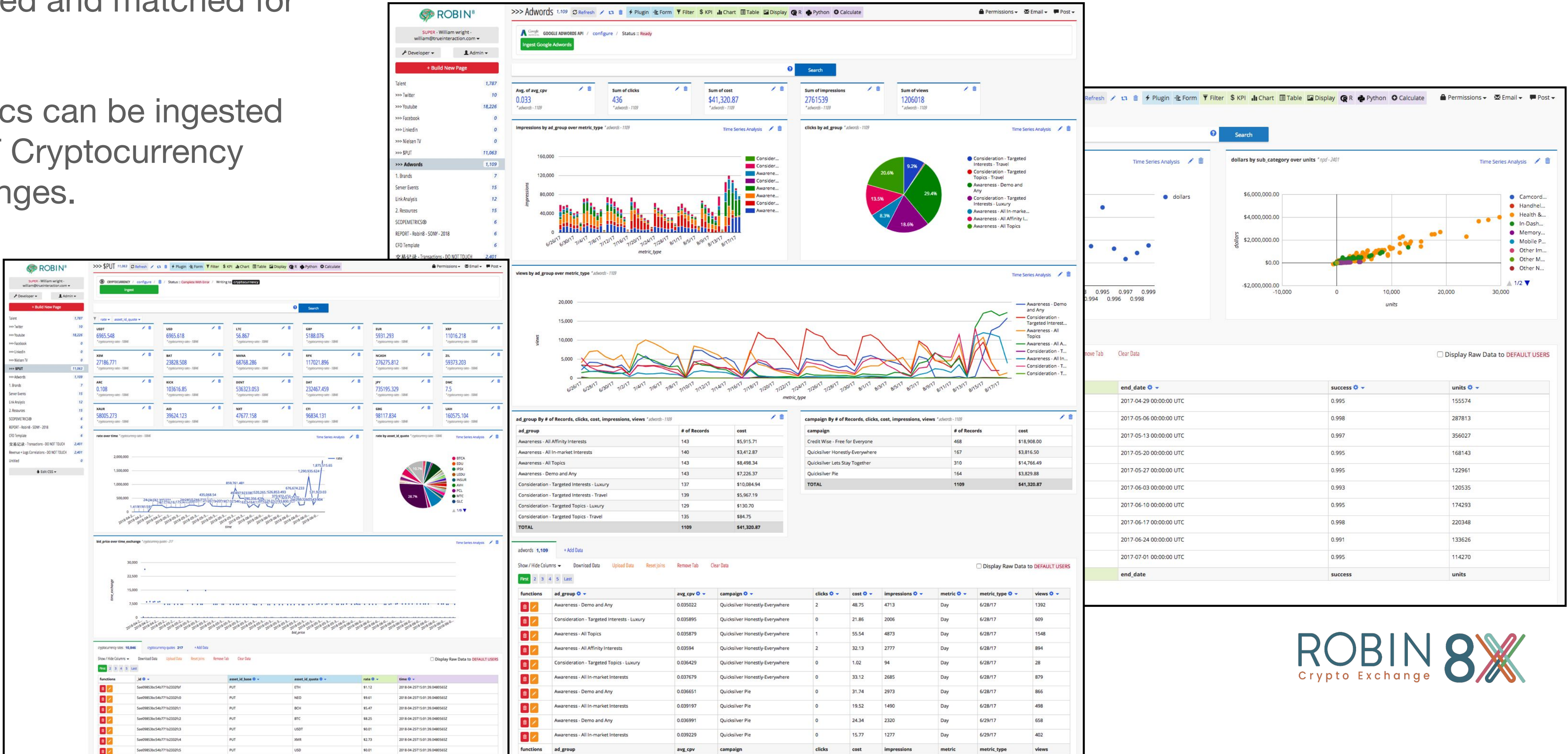


# Machine Learning will be integrated in Exchange, Search Engine & Mainnet

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Data is re-ingested and matched for analytics.

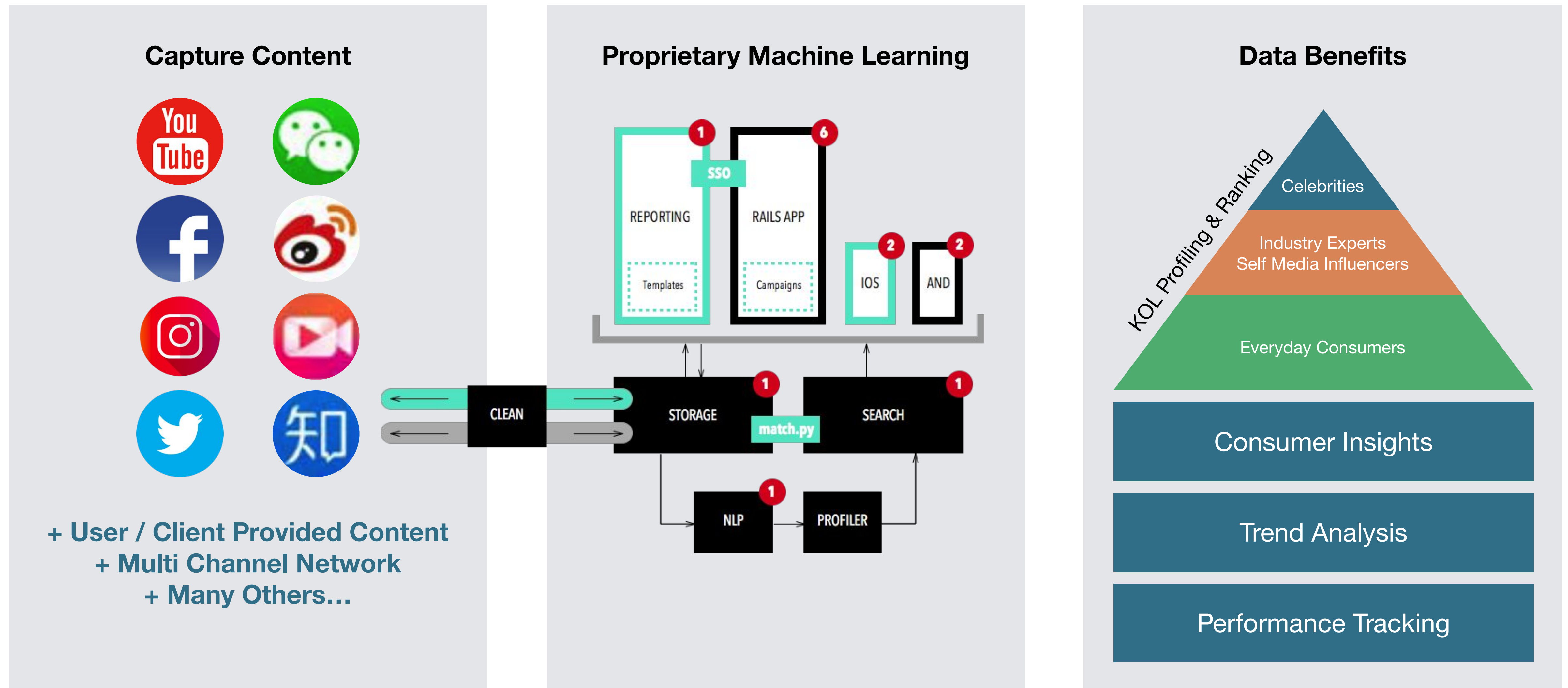
Specialty analytics can be ingested such as the PUT Cryptocurrency across all exchanges.





# Search Engine can identify and target best Influencers, KOLs and Brands

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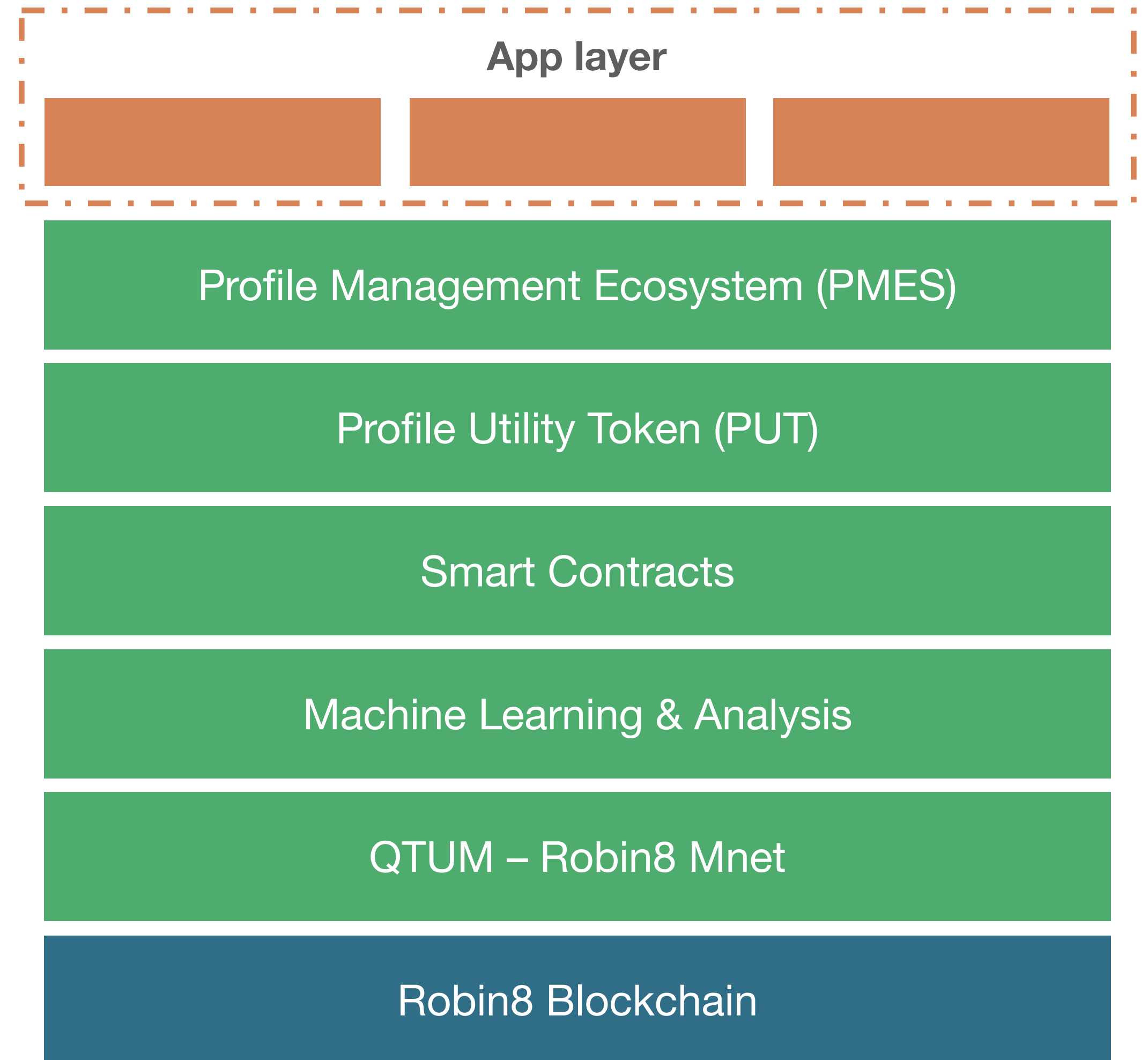
# TOE exchange is integrated in PMES

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Technology focused on Personal Data Empowerment, and built to promote the security, privacy, and validity of profiles.

Foundation technologies:

- App layer to create and store profiles on Blockchain
- Connected Profile Utility Token (PUTs) and other Tokens
- TOE Exchange and wallets
- Smart Contracts
- Cross chain and interoperable to support any profile type
- Protocol layer that will mine KOL and brand tokens



# Robin8 MainNet will support TOE Tokens

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- **Sharding** - an algorithm for working with MainNet nodes.
- **Token Factory** – Ability to create tokens and cryptocurrency.
- **Proof of Activity (POA)** - protocol is an economic measure to deter denial of service attacks and other service abuses such as spam on a network by requiring to transmit blocks to other requesters from the requester service.
- **Cross Chain** - allows using the best features and advantages of any existing blockchains.

# ROBIN8 Management Team

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**Miranda Tan**

*CEO and Co-Founder*

- 15 years experience in PR and marketing
- Specialized in working with venture-backed tech and pre-IPO companies
- Cornell University, BS
- St. John University of Law, Juris Doctor



**Hassan Miah**

*Chairman and Co-Founder*

- 30yrs digital media and tech
- Partner, KPMG
- Managing Director, Intel Capital, TMT Investment
- Head of Digital, Creative Artists Agency (CAA)
- Xing Technology CEO, Acquired \$75 Million



**Artur Petrovych**

*Blockchain CTO*

- leadership experience in software development and hosting provider companies financial workflow systems (Blockchain, Wallets, ICOs, Etc.)
- BS, National IT University of Ukraine



**Calvin Wong**

*Asia CTO*

- Specialized in IT, Product Development across multiple markets
- B.Sc Electrical Engineering



# ROBIN8 Advisors

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## **Bessie Lee, Senior Advertising Advisor**

- 20 years experience in advertising industry
- Former China CEO for WPP China
- GroupM China CEO
- Mindshare CEO



## **Alvin Foo, Senior Advertising Advisor**

- Over 15 years experience in advertising in China
- Head of mobile and innovation from OmnicomMedia Group
- Head of Mobile, Google China



## **Mykim Chikli, Senior Advertising Advisor**

- COO of Publicist Media Group
- Chief Innovation Officer at ZenithOptimedia. which is a marketing and advertising ROI agency that uses data, technology, and specialists to find opportunities for its clients' business



## **Coolio Yang, Senior Advertising Advisor**

- CEO of Kantar Media CIC
- Vice President of Ogilvy & Mather providing social marketing leadership



## **Milo Chao, Senior Advertising Advisor**

- Previously the Chief Strategy Officer for TBWA China
- Northwestern University, MBA
- Binghamton University, BA



## **Leo Wang, Senior Advertising Advisor**

- Over 17 years experience in mobile internet in China
- An active angel investor for frontier tech startups, especially in Blockchain and cryptocurrency



# Milestones & Achievements

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- **5000+ marketing campaigns** completed
- Search Engine has **30 million profiles**
- **250,000 users** (100k content creators and 150k micro influencers)
- Platform business **monthly growth of ~ 3x**

★ macy's



Heathrow



STEINWAY & SONS

HSBC



Fairmont  
HOTELS & RESORTS



shu uemura  
tokyo paris new york

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# Awards were just the beginning

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- **#1** ChinAccelerator Demo Day Competition (Batch 7)
- **#1** Starcom Mediavest Demo Competition
- **#1** in MobileShanghaiMonday
- **Best Startups** Founded by Expats 2016 in ChinaBang
- **Star of Innovation** Awards Demo China 2016
- **Winner** of Global Publicis

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Crypto Exchange





Thank You!

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