



INFLOW *TOKEN*

The Engagement Token

INFLOW Token Public Deck
June 2022

DISCLAIMER

INFLOW INFLOW Token is the Engagement Token that provides unique utility in the Engagement Marketplace; where Influencers provide personal Engagement Offers to their Followers, where Followers are rewarded for their participation and where Brands benefit from deeper involvement.

You should not buy INFLOW Tokens as an investment unless you are prepared to sustain a total loss of the money you have invested plus any commission or other transaction charges.

IN THE CURRENT SOCIAL MEDIA ECOSYSTEM:

INFLUENCERS ARE VALUE DRIVERS

They only drive value if they have Followers who follow them.

BRANDS PAY INFLUENCERS TO PARTAKE IN THIS VALUE CHAIN

The more Influencer value, the more Brands pay.

IN THIS PARADIGM, FOLLOWERS ARE NOT REWARDED.

This is not a sustainable relationship.

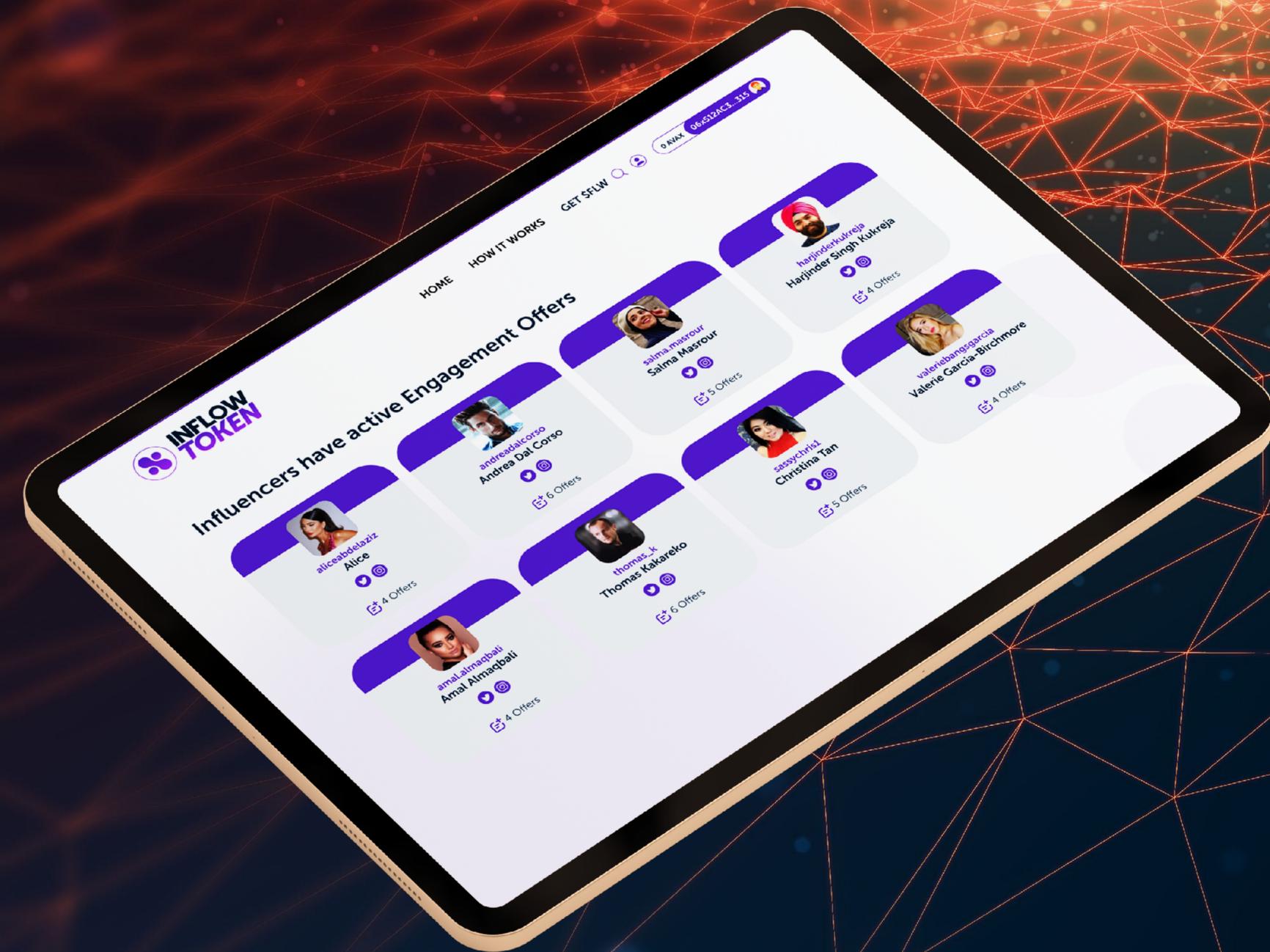
INFLOW Token is a **Paradigm Shift** in the Global Influencer Marketing Industry.

It is the **Engagement Token** of the Influencer Ecosystem.

It brings Influencer - Follower - Brand **Relationships to Life.**

INFLOW Token is created by INFLOW Network.

The world's largest Influencer Network.



THE WORLD'S BIGGEST INFLUENCER PLATFORM

[CLICK TO WATCH THE VIDEO](#)

INFLOW NETWORK POWER



LARGEST HUB OF A \$16B ECOSYSTEM

Influencer Marketing is a booming 16.4 billion dollar industry. INFLOW Network is the largest global network of Influencers.



WORLD RENOWNED ADVISORS AND FOUNDERS

INFLOW Token works with an experienced and dynamic in-house team with world renowned advisors.



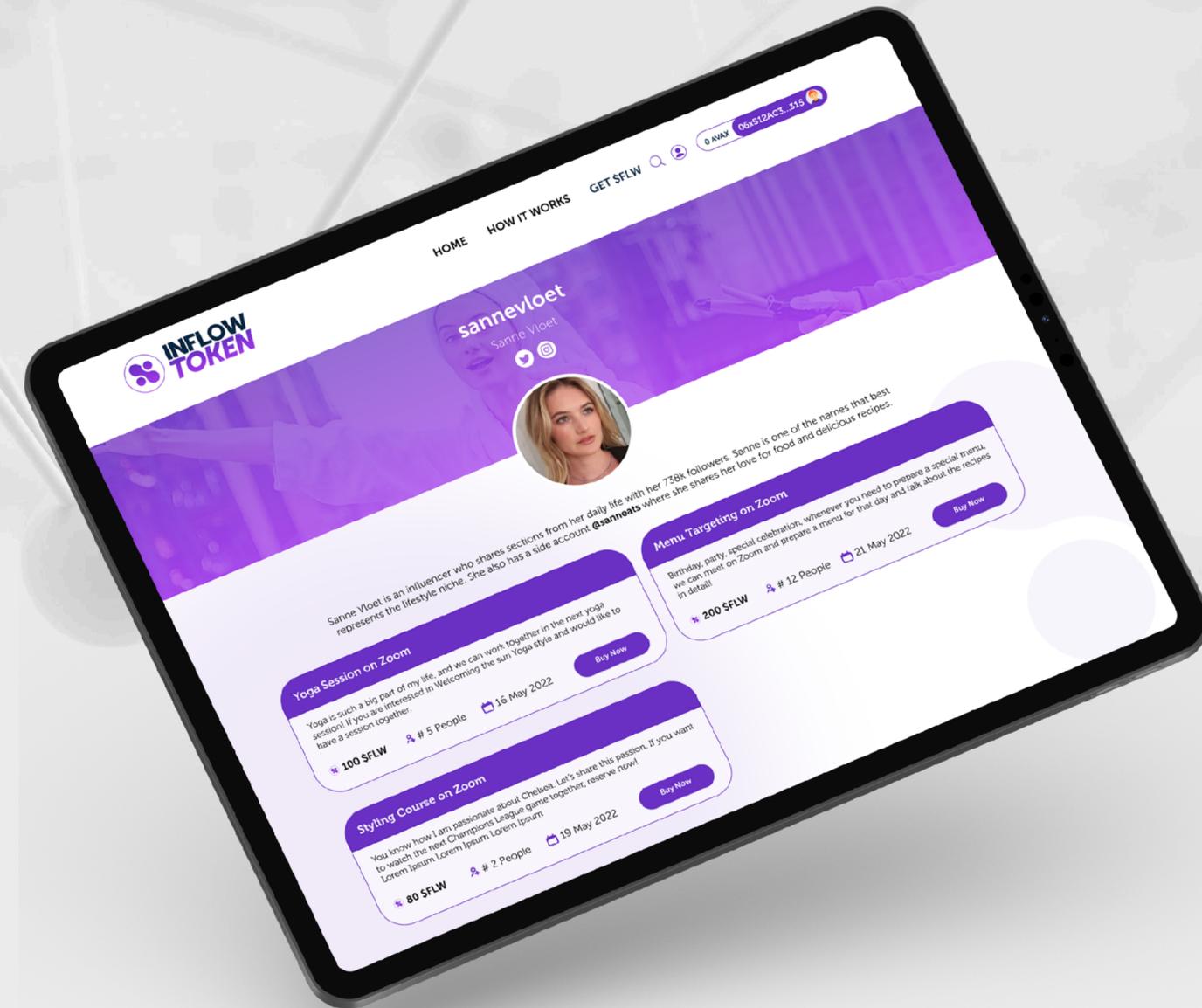
SOLID FINANCIAL & EMOTIONAL INCENTIVES TO THE COMMUNITY

INFLOW Token has actual practical utility; financial and economical benefits that will incentivize the community.



EXPERIENCE WITH INFLUENCERS FROM 70+ COUNTRIES

With an already established Influencer Network from 70+ countries, INFLOW Network one of the strongest organisations in the market.



INFLOW NETWORK POWER

180 global brands and more than **a thousand influencers** will be exclusively utilized to amplify the engagement power of INFLOW Token.

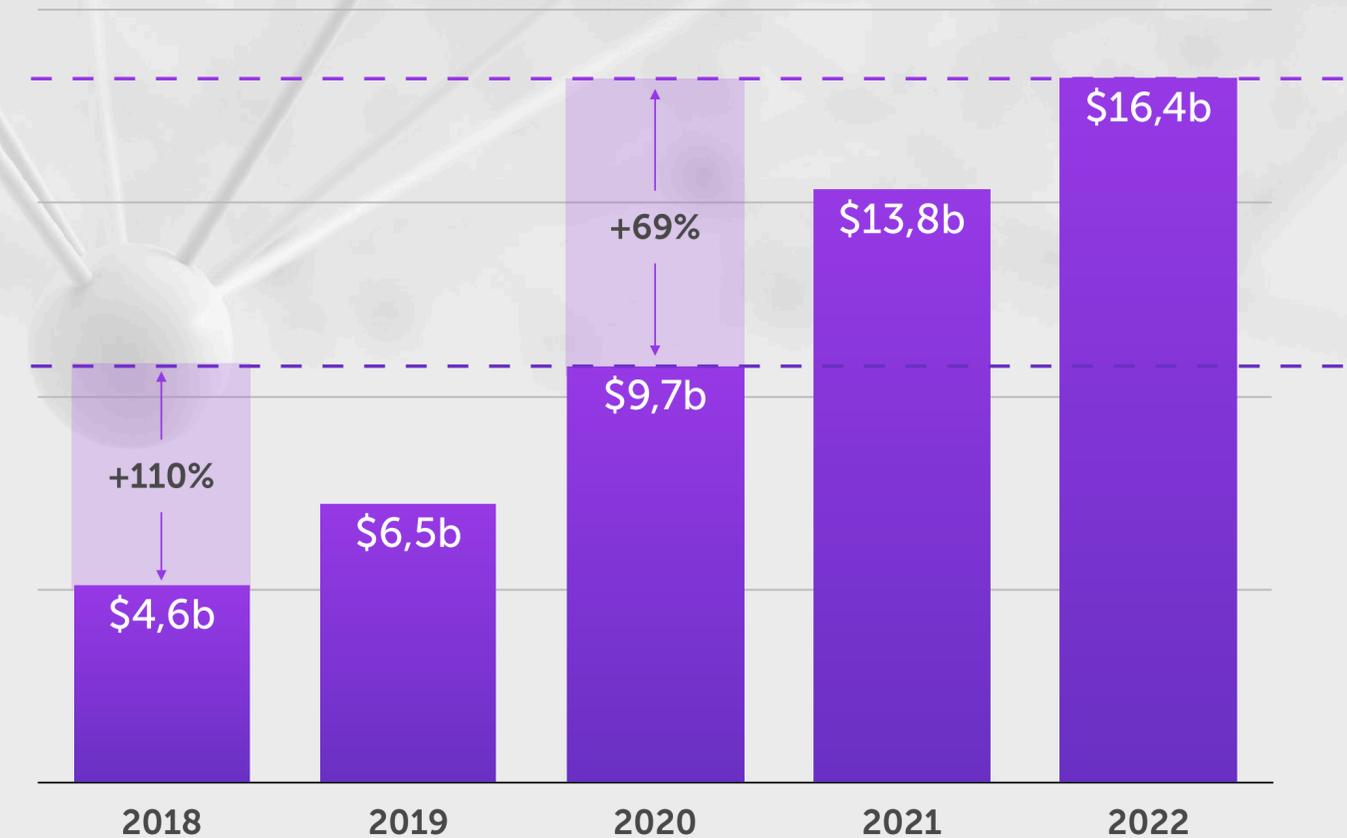
\$16.4b Influencer Marketing Global Market Size*

13 International Influencer Events

- INFLOW Travel Summit in Apr'17
- INFLOW Global Summit in Dec'17
- INFLOW Qatar Summit in Feb'18
- INFLOW Awards in Oct'18
- INFLOW Global Summit in Dec'18
- INFLOW Qatar Summit in Mar'19
- INFLOW Global Summit & Awards Oct'19
- INFLOW Global Summit'20
- INFLOW Awards'20
- INFLOW Global Summit'21
- INFLOW Awards'21
- INFLOW Global Summit'22
- INFLOW Awards'22

11 International Influencer Meet-Ups

- Cappadocia Meet-Up in Nov'16
- INFLOW Venice Meet-Up in Aug'17
- INFLOW Tulip Festival in Apr'18
- INFLOW Ramadan Soul in May'18
- INFLOW in Lucern in June'18
- FIFA World Cup 2018 Russia Meet-Up
- Tulip Festival İstanbul in Apr'19
- Ramadan Soul İstanbul in May'19
- INFLOW Paris Meet-Up May'19
- INFLOW World Influencer Cup '21
- INFLOW Formula 1 Baku Grand Prix Meet-Up



* <https://influencermarketinghub.com/influencer-marketing-statistics/>

STAKEHOLDERS

01. INFLUENCERS

Immediate cash revenue through **\$50,000** worth of INFLOW Token.

Increased engagement and loyal relationship with the community.

New and **innovative Brand deals**.

A whole **new Revenue Model**.

Optimized interaction and **stronger relationships** with the community through the **Engagement Marketplace**.

02. FOLLOWERS

'Money can't buy' Influencer Engagements made available through **INFLOW Token**.

Participate in standard, premium and exclusive events and chance to win lottery prizes by staking tokens.

Constant and sustainable INFLOW Token **reward mechanism**.

Privileging INFLOW Token (\$FLW) holders with **in-real-life utilities**.

03. BRANDS

Direct reach to **Influencer Engagements** on the Marketplace.

Special events and **collaborations with the Influencer and the community** using Blockchain.

New markets through new influencers.

Accurate & segmented Engagement Data quantifying behavioral patterns.

Increased **Brand Loyalty** and repositioning the brand as a contributor to the community.



MARKET OPPORTUNITY

INFLOW Token reaches up to **1,000** influencers globally. This means **500 Million addressable Followers** making the INFLOW Token community the **3rd biggest country** in the world.

30

Number of Influencers at Launch

6.5%

6.5% Monthly Growth in Number of Influencers totalling 60 influencers in month 12.

7%

7% Monthly Influencer Direct Sales Growth

01

Influencer Tier 1

- Mega Influencers represent **25% of the INFLOW Influencer ecosystem.**
- A single Mega Influencer has an average **1.8 million Followers.**
- Makes **\$50,000 annual direct sales** in the Engagement Marketplace.

02

Influencer Tier 2

- Macro Influencers represent **50% of the INFLOW Influencer ecosystem.**
- A single Macro Influencer has an average **700,000 Followers.**
- Makes **\$37,500 annual direct sales** in the Engagement Marketplace.

03

Influencer Tier 3

- Micro Influencers represent **25% of the INFLOW Influencer ecosystem.**
- A single Micro Influencer has an average **170,000 Followers.**
- Makes **\$25,000 annual direct sales** in the Engagement Marketplace.

GENESIS INFLUENCERS



Slikhaar TV
400K
Fashion, Beauty



Salma Masrour
190K
Fashion, Beauty



Thomas Kakareko
727K
Photography, Tech



George Benson
143K
Sports, Football



Johnny Ward
91.7K
Business, Travel



Valerie Birchmore
1.7M
Travel, Family,
Beauty



Nicanor Garcia
750K
Nature,
Photography



Rowan Row
1.5M
Fashion,
Fitness, Travel



Teresa Langella
905K
Health, Fitness,
Travel



Andrea Dal Corso
808K
Fitness, Travel,
Sports



Alice Abdelaziz
1.7M
Beauty, Fashion



Amal Almaqbali
408K
Tech, Finance



Mamacita
289K
Fashion, Business



Yasmina Olf
264K
Travel, Fashion



Shakti Arora
2.7M
Travel, TV



Christina Tan
522K
Travel, Luxury

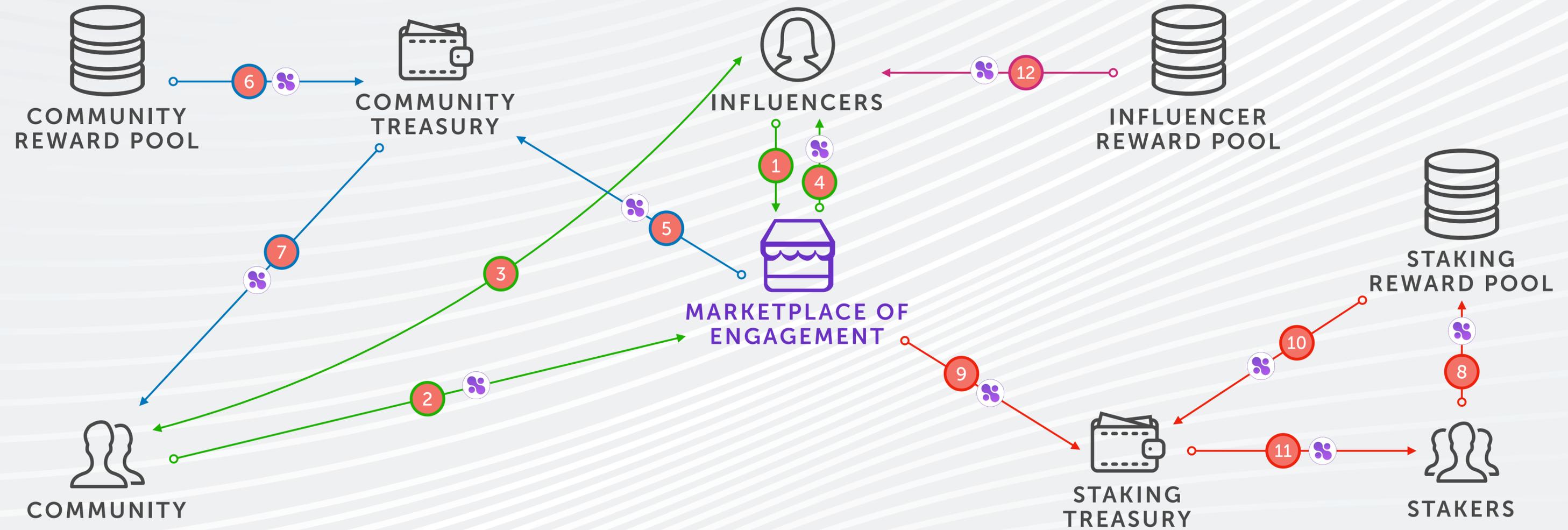


Barkha Singh
2.7M
Entertainment,
Fashion, Travel



Harjinder Kukreja
1.4M
Travel, Business,
Gastronomy

HOW IT WORKS



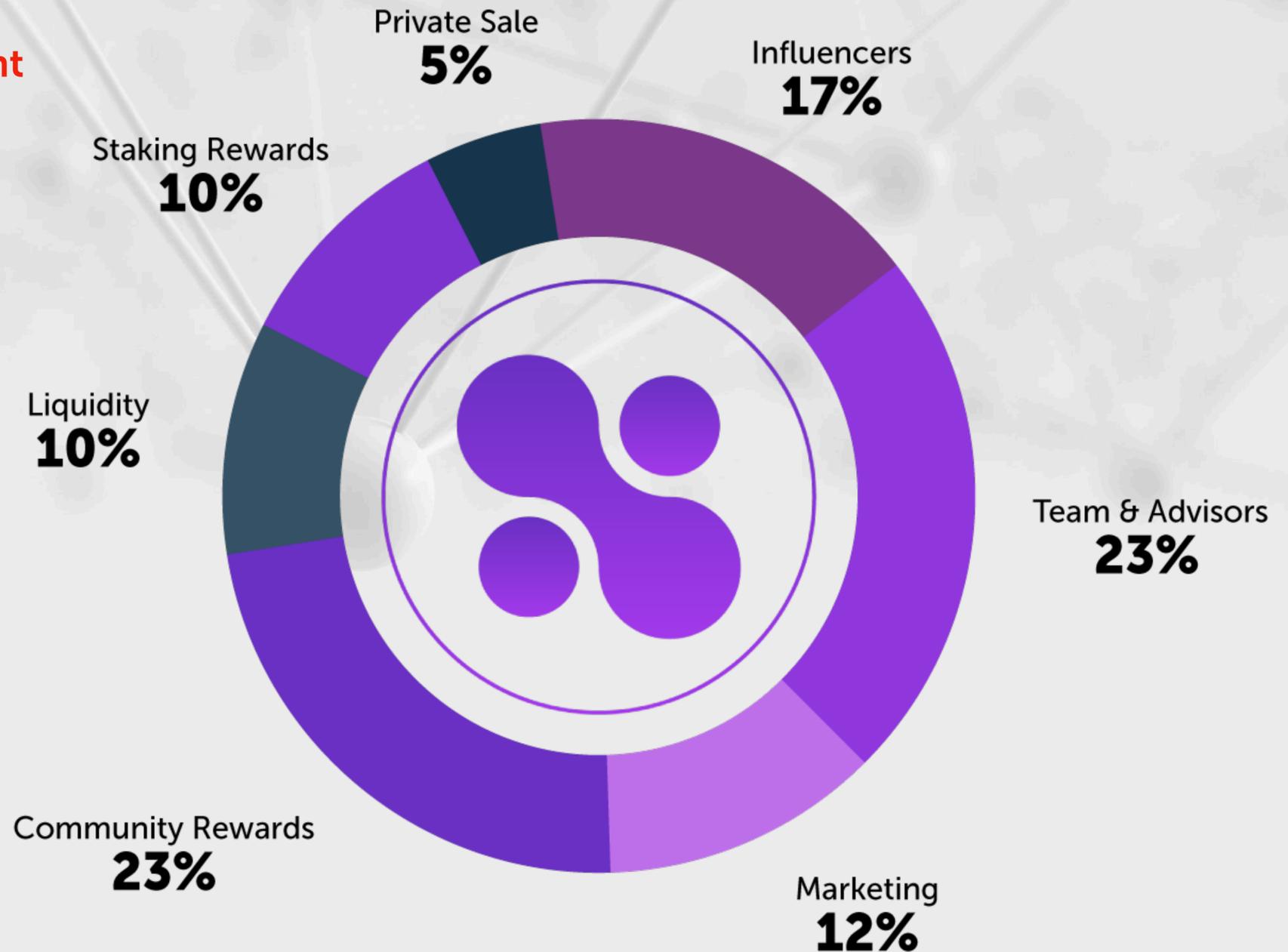
- 1 Influencers **publish Engagement Offers** on the Engagement Marketplace.
- 2 Followers **buy Engagement Offers** on the Engagement Marketplace with \$FLW.
- 3 **Engagement Offers** take place between Influencers and Followers.
- 4 **Influencers earn \$FLW** from Engagement Offer sales.
- 5 A certain amount of **\$FLW from each Transactions** goes to the Community Treasury.
- 6 With each Engagement Marketplace transaction, a certain amount of **\$FLW goes to the Community Treasury**.
- 7 Accrued **\$FLW in Community Treasury is airdropped** to Community.
- 8 Stakers **stake their \$FLW** on Staking Pool.
- 9 A certain amount of **\$FLW from each Transactions** goes to the Staking Treasury.
- 10 With each Engagement Marketplace transaction, a certain amount of **\$FLW goes to Staking Treasury**.
- 11 Stakers **claim their Staked \$FLW and Staking Rewards** as APY.
- 12 Influencers **claim their \$FLW** from the Influencer Reward Pool based on their Engagement Marketplace sales volume

TOKENOMICS

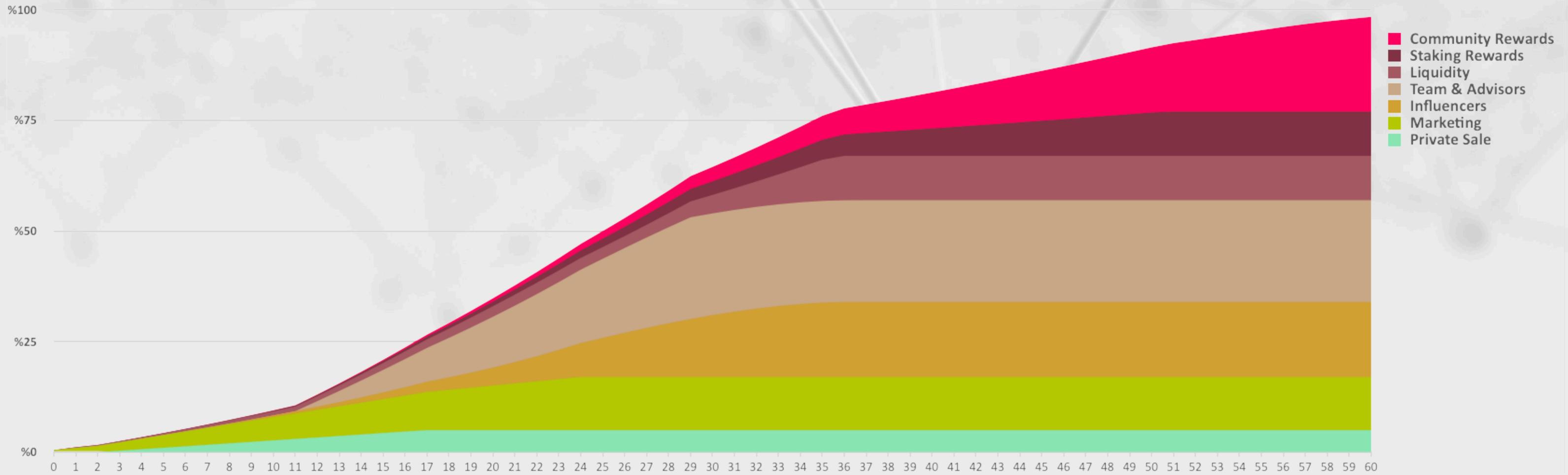
INFLOW Token has one of the **most innovative Tokenomics** in the market, designed predominantly for its **unique Engagement Marketplace**. The economy is designed with **enhancing** and **stabilizing functions** and long term reward mechanisms.

- ▶ Token Name: INFLOW Token (FLW)
- ▶ Initial Total Supply*: 1,000,000,000 (1 Billion)
- ▶ Initial Launch Value per Token: \$0.04
- ▶ Initial Market Cap: \$100,000
- ▶ Initial Fully Diluted Market Cap: \$40,000,000
- ▶ Blockchain Mainnet: Polygon Mainnet (Supernet discussions in place)

** The Treasury can issue new \$FLW Tokens annually to invigorate the economy (Capped at 5% of the amount of tokens in circulation on December 31 of the previous year)*



TOKEN EMISSION SCHEDULE



PARTNER COMPANIES



World's largest Influencer Network with track record in **7 countries, 12 cities, 20 events** with almost a thousand world-known Influencers.

INFLOW (INFLuencers Of The World) is a global platform that brings brands and influencers together. World's leading influencers in **travel, luxury, fashion, gastronomy, tech and mom&kids** industries come together with brands and participate in several activities including conferences, 'matchmaking meetings', online education to share ideas, collaborate and engage.



Specialized Law Firm in Technology, Artificial Intelligence, BlockChain, Telecoms industries with bar admissions in New York, Turkey, England.



Builds advanced technologies and develop Web 3.0 and BlockChain products with a 30 years of experience in Silicon Valley.



GAIA

Manages Digital Marketing of global key accounts such as FIFA World Cup Qatar 2022 and Turkish Airlines with 60+ qualified team-members.



AEROSPACE



FOUNDERS



Afşın Avcı

Chief Executive Officer

With an intense **International Business Development** experience in companies such as SponsorPay, Fyber, Kwanko and Delivery Hero, Afşın holds Bachelor's Degree from Boğaziçi University Management Information Systems.

He co-founded and serves as CEO of GAIA Creative Group and is the managing partner of INFLOW Network. He lead this team to **win the tender as Social Media Agency for the next FIFA World Cup Qatar 2022.**

Afşın believes in decentralised collective community power through focused networks of influence.



Neşet Dereli

Co-Founder

Expert of marketing Industry with **20+ years of experience** and chairman of the INFLOW Network.

He studied at Bogazici University and started as lecturer at 2004 in Advertising.

Co-founded and serves as partner of GAIA.



Emre Gelen

Co-Founder

Experienced Chairman with a demonstrated history of working in the **leisure, travel & tourism industry.**

Skilled in Marketing Management, Digital Strategy, Business Planning, Entrepreneurship, and Venture Capital.

Strong entrepreneurship professional with a Bachelor's degree focused on International Relations from Koç University.



Burçak Ünsal

Chief Legal Officer

Corporate law, mergers & acquisitions and legal services expert. Driving the legal side and executing the legal dimension of operations and Influencer agreements for INFLOW Token.

20+ years of professional legal experience, worked with **Google** as **Head Legal Counsel.**

Currently managing partner of Ünsal Law Firm.

ADVISORS



Conner Corwin

Content Advisor

Conner is a 12-year veteran of the **Mobile Gaming, Advertising, and Social Networking** industries. Born and raised in the United States, he spent the majority of his career in Europe (UK & Germany), and has been back in California since 2018.

Having worked at **Facebook for 6.5 years** directly with mobile gaming influencers (and now leading up the **business development teams for the US and Europe at TikTok**), he's a welcome addition to the **INFLOW Token Advisor Team!**



BJ Cunningham

Marketing Advisor

Guru of marketing, Brand management and marketing strategies. 30+ years experience in marketing, management and Board level advisor to many global Brands. Partner in Agnostic Communications, a **London based discipline neutral marketing consultancy** developing concepts and initiatives without prejudice to any particular marketing discipline.

His verve and irreverent reputation led him on to establish an Integrated Brand Marketing agency built upon his experience in business and brand building. **He sold out of the Agency** after three years in August 2001, coinciding with the birth of his first child.



İsmail Hakkı Polat

Blockchain Advisor

Guru of New Media, Digital Transformation & **Cryptocurrencies**. Graduated from The Middle East Technical University Electrical & Electronics Engineering Department in 1989 and worked telecommunications companies such as Siemens, Nortel, Ericsson and Turkcell. **30+ years experience of digital transformation.**

A pioneering **Lecturer of Blockchain and Cryptocurrency at University level**, he also serves as a cryptocurrency advisor & mentor for several Crypto, NFT and GameFi startups such as **Seedify fund, NFTPrime.com, Xerians.com.**

ROADMAP

2022

Q1

- Starting Influencer Onboarding
- Starting Engagement Marketplace Development
- Starting Web 3.0 Development
- Building Whitepaper
- Starting INFLOW Token Engageosphere Integrations

Q2

- Smart Contracts Deployment
- Launch of Engagement Marketplace in Beta
- Influencer Agreement Sign-offs
- Starting Influencer Activities
- Starting Pre-Sale Round
- Publishing Whitepaper
- Launch of [INFLOWToken.io](#) dApp
- Community Airdrop Events
- INFLOW Token NFT Marketplace Open
- Influencer NFTs Available on the Engagement Marketplace
- Listing at CEX Platforms

Q3

- Initial DEX Offering (IDO) - Start of Public Sale
- Influencer Engagement Offers Open
- Staking Contracts Deployment - Staking Pools Open
- Community Reward Systems Open
- NFT AirDrop for First 100 Buyers / Each Influencer in Engagement Marketplace
- Audit of Smart Contracts
- B2I (Business to Influencer) Engagement offers open
- INFLOW Token Engageosphere Roadmap Launch
- Engagement Arena Launch

Q4

- Engagement Marketplace Final Version Launch
- INFLOW Summit Event Tickets Made Available on the Engagement Marketplace
- End of the Year Rewards for the Ecosystem Users
- Starting Brand Collaborations
- Special-Cross Engagements Available on the Engagement Marketplace
- Starting Community AirDrops for Brand & Influencer Collaborations
- Genesis NFT Distribution for Top FLW Holders

Q4

2023

Q3

Q2

Q1



INFLOW *TOKEN*

The Token of Engagement

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