Metafluence: Influence to Earn

Metafluence Whitepaper, version 2.0[*]

November 22, 2021

Abstract

Despite the immense growth of social media, NFTs and metaverse concepts, influencer marketing is still in its infancy. Brands continue to seek more transparent, data-driven, and performance-oriented solutions in influencer marketing, while influencers are looking for better methods to monetize their influence. However, both, brands, and influencers face numerous challenges (e.g. fraudulent social media activity, lack of data-driven solutions, payment issues, etc.), and the influencer audiences endure limited inclusion towards relations with influencers. The lack of a universal solution that would fit the needs of the triangle of brands, influencers, and their audiences, is hindering sustainable growth of influencer marketing in the modern era. We propose an influencer-centric ecosystem in the metaverse that will not only allow better monetization mechanisms for social media influencers, but will also address the brand and audience challenges, enabling all the parties to thrive in web 3.0.

Keepcoin Corporation

Contents

Metafluence Vision

As the social media (SM) is transitioning to the metaverse, our vision is to build an influencer-centric ecosystem in the metaverse where SM influencers, brands, and their audiences are easily engaged in a transparent and incentivized manner. We are on a mission to convert SM Influencers into metaverse entrepreneurs (Metapreneurs) through our influence-to-earn platform. Our solutions for influencers automatically address the brand and audience challenges, enabling all the parties to thrive in Web 3.0.

Disclaimer

This whitepaper is for informational purposes only and does not suggest any kind of investment advice. Any component of the whitepaper may undergo significant changes as the project further develops.

Any entities, representatives or employees of Keepcoin Corporation (Metafluence) or Keepface DMCC, hereby "company," "we," "us," or "our", shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this whitepaper or any part thereof.

We are fully committed to the delivery of the developments mentioned in this whitepaper, however, any persons undertaking to acquire Metafluence tokens (METO tokens) acknowledge and understand that we do not provide any warranty for the release of the mentioned developments. Therefore, they acknowledge and understand that the company (including its entities, representatives, or employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use METO tokens. Acquisition of METO tokens shall not grant any influence over the company to the purchasers.

This whitepaper, in whole or in part, and any copies thereof, shall not be utilized in any country where the distribution of the whitepaper content is prohibited or restricted, or deemed illegal.

1 Overview

Influencer Marketing (IM). Although influencers as opinion leaders[1] can influence the decision making of their audiences outside the purchasing decisions (e.g. Nudge theory[2]), this paper focuses on the commercialized context of SM influence, particularly on IM in the modern era. IM is defined[3] as "the strategy of promoting brands, products, or services with selected individuals who are judged most likely to exercise a significant influence on purchase decisions within a particular target market".

With the pervasive SM usage, brands continue to rely on SM influencers[4] (SMIs). The data[5] shows that IM is set to grow exponentially in the coming years, and it is estimated to become a $15 billion dollar industry by 2022[6]. SMIs usually have established strong parasocial relationships with their audiences which can positively influence purchasing decisions of their followers[4]. According to the latest calculations, around 43% of all SM influencers make roughly $50 thousand a year, and the entire influencer economy is estimated to be more than $100 billion[7]. That said, IM has become a crucial communication strategy for brands across all the industries[8].

As IM is getting widely adopted by brands, it is paramount that an influencer's commercial activity does not result in the loss of credibility among the audience. It harms an influencer's credibility in general when the audience is aware that the influencer has financial incentives to promote a certain product, however, the perceived influencer-product congruence positively affects the audience perceptions of the credibility of, and attitude toward influencers. So, influencers must consider the audience attitudes and behavior to retain their influencing capacity[9].

The metaverse economy. The metaverse can be described as a means of manufacturing immersive digital spaces for a range of human activity which involves integration between virtual and physical spaces, and virtual economies[10].

As the idea of metaverse is gaining momentum, tech giants are racing to adapt the idea and technology. The more noticeable and recent examples being Meta (Facebook) investing $10 billion in 2021 alone to build its own metaverse[11], Nvidia developing Omniverse to connect virtual worlds within metaverse[12], a virtual Fortnite concert getting attended by 12 million people[13], etc. The metaverse movement is on track to be one of the most important aspects of our lives and some experts are estimating its economy to be valued for $10-30 trillion in the next decade[14].

The common idea about metaverse entails decentralization, interoperability, and digital content ownership. The digital content ownership is where NFTs (Non-fungible tokens) come into play, and as the metaverse is becoming a trend, so are NFTs. Public interest has soared towards NFTs and the reported NFT trading volume for Q1, 2021 has exceeded $2 billion[15]. SM giants are now embracing NFTs. For example, Twitter is planning to add collectibles tab[16], Instagram is rumored to add NFT functionality[17], and Reddit is developing its own NFT platform[18].

The metaverse opens a whole new horizon for influencers in terms of the engagement and communications with not only their audience, but the brands and other fellow influencers. Influencers that share similar interests can come together in the metaverse and create better engaging content for their joint audiences. Brands, on the other hand, will benefit from highly sophisticated metaverse advertising as it can be targeted directly at the most relevant users. So, the metaverse expands beyond the limits of Web 2.0 and allows all the stakeholders, influencers, brands, and audiences to experience the next level digital economy.

2 Current State of IM Challenges

Despite the fast-paced SM trends of metaverse and NFTs, IM is still in its infancy and the IM triangle of influencers, brands, and the audiences still experience unaddressed challenges. Moreover, a big majority of SM influencers are untapped when it comes to NFTs, Metaverse and blockchain concepts. To highlight, IM is still worth only $15 billion while metaverse and NFTs' estimated addressable market is worth more than $1 trillion[19]. It's worth exploring the current IM challenges from each party's perspective.

2.1 Brands

Majority of brands agree that the ROI of IM is comparable or better than other channels[20]. However, the current state of IM is far from being ideal. The main brand challenges in IM can be shortlisted as follows[20 21 22 23 24 25].

- Difficulty and time-loss in finding the right influencers.
- Fraudulent SM activity and fake following of an influencer. Inability to acquire in-depth SM audience analytics.
- Delayed communications with influencers and the lack of set standards when it comes to the agreements, which may significantly affect managing the content requirements and the quality of posted content.
- Difficulties in conducting payment transactions, especially if the parties are based in different countries (includes government regulations as well).
- Trust concerns among brands and influencers. This is a common issue when both, or one of the parties is anonymous.
- High saturation rate (excess amount of sponsored posts) and non-disclosure of past sponsorships by an influencer.
- Scalability of the campaigns – difficulties that involve dealing with large number of influencers.
- Difficulty in tracking the overall campaign results, especially the sales.
- Inability to track the product rating of an influencer audience who acquired the product.
- Limited capacity to run performance-based campaigns (CPC, CPA, Rev Share).

2.2 Influencers

Influencers that are pursuing commercial activity may encounter the below-mentioned challenges in general[4 8 9].

- Brand offerings that demand higher quality posting but offer lower compensation.
- Difficulties in direct monetization of their audience (selling influencer products or getting ad revenue). The lack of commercially oriented solutions.
- Uncertainty in the brand's product quality, which may lead to the loss of the audience credibility.

- The risk of losing some credibility because of sponsored postings. This may become a major issue for an influencer if the sponsor becomes a target of a public backlash.
- Inability to gather and address all the channel audiences in one place.
- Influencer content is not valued as much as it should be on the prominent SM platforms.

2.3 The Audiences

The parasocial relationship between the influencers and their audiences trumps the opinion leadership and the audiences are usually more willing to engage if the influencer content is more authentic[26]. However, with the current state of IM and in a context of commercialized influencer - audience relationships, the audience engagement is mostly limited to SM features such as "likes", "comments" and "shares". Although some popular SM platforms have already implemented rewarding systems like badges or karma points[27][28][30] and even the ability to tip SMIs[29], a thorough solution for influencer audiences and communities is missing. In addition, the audiences are more interested to engage with, and support all SM channels of an influencer in one place without constantly visiting different platforms.

3 Metafluence is a Keepface Company

Keepface is the parent company of Metafluence and it was formed back in 2017 as an IM platform. The initial focus of the platform was to act as an intermediary for influencers and brands while offering data-driven IM solutions.

With the further developments, and early stage funding from private investors and 500 Startups[31], Keepface has begun to expand its horizons. Today, Keepface is a B2B IM platform with 500,000+ influencer database offering a variety of influencer management tools to 5000+ registered brands worldwide.

Keepface has already managed 1600+ IM campaigns in 39 countries across the globe, with Fortune 500 companies such as P&G, McDonald's, Samsung, Coca-Cola, Microsoft, etc. And now, with the launch of Metafluence, the aim is to utilize our IM knowledge and experience to build an influencer-centric metaverse platform where influencers can monetize their SM power and creativity.

4 The Metafluence Ecosystem

Each prominent SM platform (Meta, Instagram, Twitter, LinkedIn, Reddit, etc.) has its advantages alongside its unique features, and it is almost impossible to build an all-in-one SM platform with significant number of users. However, it is absolutely feasible to build an influencer-centric metaverse on top of the prominent SM platforms which will address the common challenges stemming from all the active parties (influencers, brands & audiences) while offering a better

incentive-based commercial solution on blockchain, and that is our ultimate goal. Metafluence will allow to transform IM marketing into a metaverse economy by converting SM influencers into metaverse entrepreneurs.

To highlight, some features of the proposed Metafluence ecosystem are already part of the functioning B2B Keepface platform. Currently, the platform offers two different sub-platforms for brands and influencers. Anyone can visit Keepface.com and explore the platform from a brand's or an influencer's perspective. However, we are lacking a metaverse ecosystem that involves all the parties, influencer-centric and tokenized, and that is what Metafluence is set to build.

4.1 An Influencer-centric Environment

Metafluence is the name of a city in the metaverse which is ruled by SM influencers. Influencer homes (*Metahuts*) are the main architecture elements of the city and will serve as personalized spaces (similar to land plots) in the metaverse. At the early stages, a limited number of Metahuts will be granted to early adopting influencers. To be considered an influencer, one must have at least 100+ engagement (combined total of likes, comments, and shares) on one of his/her SM channels. Up to 100 influencers can group in Influencer clans (*Metaclans*) to unify their SM influence and reach. Influencers, their audiences, and brands will be able to engage in a variety of *events* that could be in-clan, public, private or premium.

Metahuts. In terms of the features, Metahuts will have more or less rooms based on influencers' SM audience size, however, any Metahut features or assets, including the rooms can be obtained with an additional expense. The rooms are personalized spaces within Metahuts and they will allow influencers to better monetize their SM influence, engage closely with their audience and brands in the Metafluence ecosystem. The Metahut rooms are as distinct as follows:

NFT Gallery will allow influencers to showcase or sell NFTs that they created or own.

Meta Shop will allow influencers to sell physical or digital products (NFTs) of their beloved brands.

Wardrobe will allow influencers to display their personal belongings and the ability to sell their digital copies (e.g. selling NFTs of their physical belongings).

Game Room will allow influencers to display their game collection, make recommendations, and sell certain games through affiliate partnerships. Visitors will be able to see and download the games from the official sources.

Crypto Room will allow influencers to display and support their favorite crypto projects.

Guest Room will allow influencers to hold public, private or premium events with their audience. In-room events can be hold in collaboration with other influencers.

Custom Room is a solution (usually for bigger influencers or celebrities) per request and this type of rooms can be constructed by the Metafluence team.

Metaclans. In large groups, SM influencers can act as a great force on the internet, reach millions of audiences, and help to promote each other. As Metafluence is an influencer-centric platform, we think Metaclans will play an important role to set a distinctive value for influencers within our ecosystem. Metaclans will have features such as *synchronized SM boosting for members, co-created activities and events, competitions (clans vs clans), governance and earned group reputation.*

Synchronized SM Boosting. One of the main advantages of Metaclans is to allow influencers to benefit from each other's SM reach. The clans can be consisted of up to 100 influencers and once an influencer joins a Metaclan, he/she is obligated to follow the rules of the clan or lose the membership. An influencer can be a part of only one Metaclan at a time.

In-clan Discussions. Influencers will be able to come together, socialize and have discussions or plan their next collaborative events.

Co-created activities and events. Certain influencers from the clan or the entire clan will be able to come together and have certain events. For example, playing a game together, having a contest, etc.

Competitions (clans vs clans). Metaclans can compete in different events over certain prizes. Such events can be organized by the Metaclans or Metafluence.

Governance and Metaclan reputation. Clan's governance model will allow to select the clan leaders, the council, and it will allow voting on certain decisions. The governance power of influencers will be determined by the amount of $METO tokens that they hold or staked, and in-clan activities will earn reputation points for the influencers.

Events. As Metafluence ecosystem is commercially oriented, the main focus of the events is to allow influencers to monetize their SM reach and influence, whether it's the audience participation or brand sponsorships. The events can be held as *Public events* (accessible by everyone), *Private events* (in guest rooms of Metahuts), or *Premium events* (accessible for the event ticket holders or $METO token holders/stakers).

4.2 Brands

The brand side of the Metafluence platform will be focused on the advertising aspect in the metaverse and the direct influencer relations, and event sponsorships. Moreover, brands will have access to features such as influencer discovery, influencer analytics (i.e. Figure 1), campaign performance, and keyword monitoring.

Influencer discovery and outreach will allow brands to collaborate with the most suitable influencers, and the influencer analytics feature minimizes the risk of fraudulent influencer activity. Influencer Discovery, Outreach and Analytics are features that are currently available on Keepface and we will be integrating these features to the Metafluence platform. In addition, Smart Matching will present influencers based on brands' industry, category, and preferences.
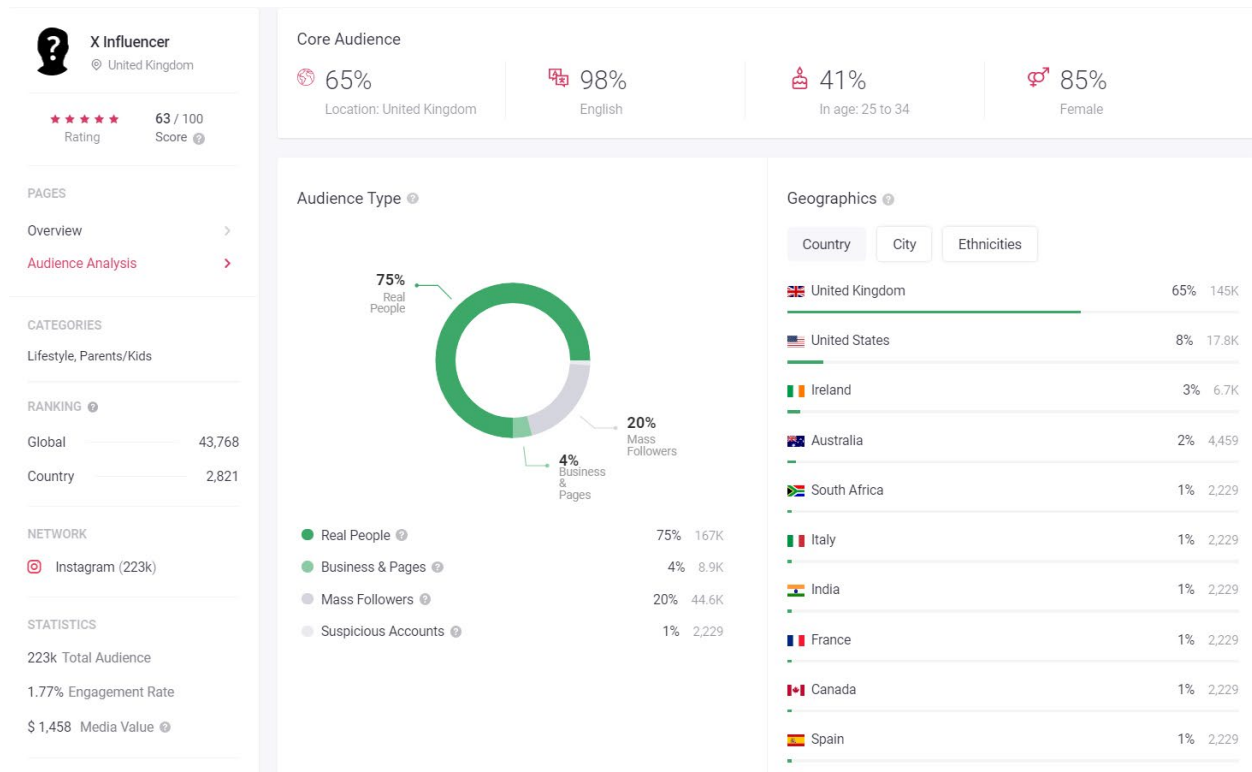
Figure 1. Current state of Keepface Instagram analytics at a glance

One of the key points of the proposed ecosystem is transparency from both sides, influencers, and brands. The ad affinity feature will allow brands to see influencers' past campaigns and performance. The ranking of an influencer based on ad affinity will be determined by the number of past campaigns and the influencer rating.

Brands will also be able to advertise on Metafluence city billboards and influencer wardrobes. In addition, brands will be able to benefit from an option of opening a personalized store in the metaverse or applying to sponsor certain events in the ecosystem to gain more exposure.

Agreements. There are variety of aspects involved with an influencer campaign, such as the timeline, content characteristics, prepayment, or post payment, and so on. Once the terms are discussed and agreed upon, both sides (influencers and brands) will be able to digitally sign an automatically constructed final agreement on the platform.

Payments and Publishing. We will encourage brands to pay and influencers to receive payments in $METO (amounts equivalent to USD) by providing better incentives. However, brands will also have the ability to pay influencers in other popular cryptocurrencies.

After the content is published, brands will be able to track the performance of their campaigns (e.g. Figure 2), acquire content usage rights (if was not negotiated earlier) and understand the audience sentiment.
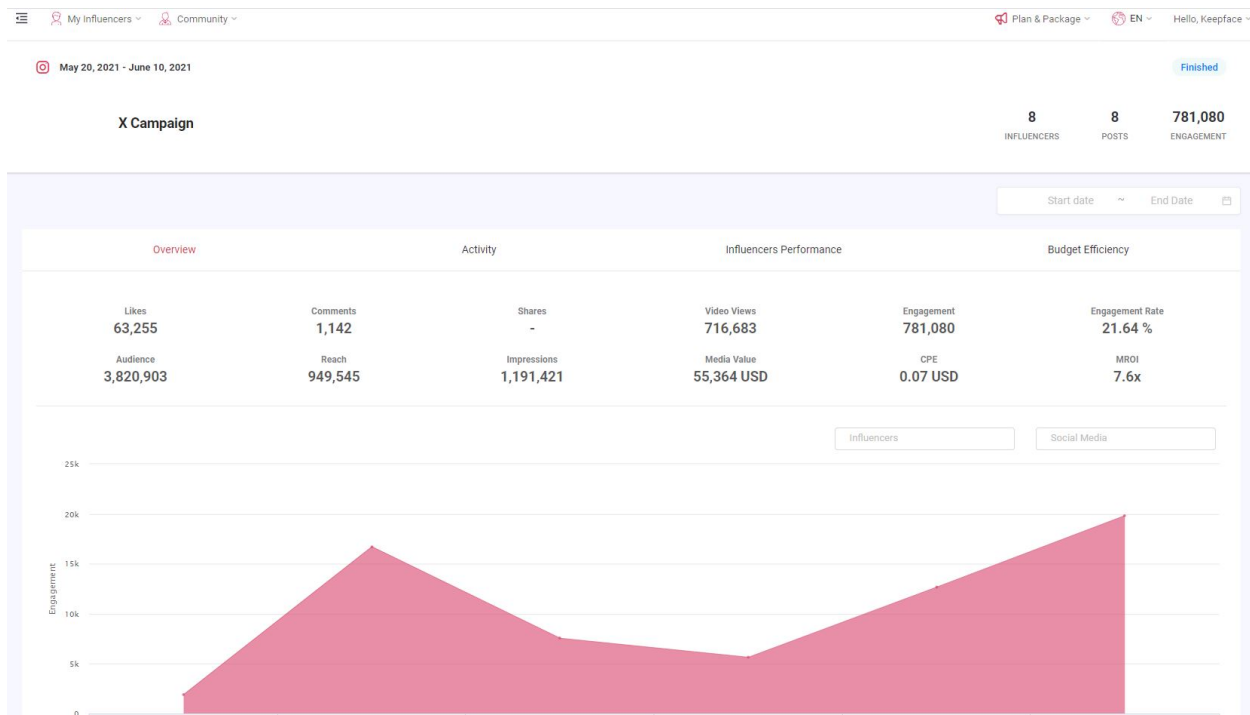
Figure 2. Current state of Keepface campaign reporting and monitoring at a glance

4.3 The Audiences

Regular users or visitors (aside from influencers or brands) of the Metafluence ecosystem are considered as the audiences (assumed to be mainly influencer audiences). The audience side of the platform will be built with strong emphasis towards more engagement with influencers via their Metahuts or events, community reputation and badges based on metaverse activity. There will also be audience points (user levels) based on activity and the amount of held or staked $METO tokens.

4.4 Key Benefits for Influencers, Brands, and the Audiences

The Metafluence ecosystem will bring a variety of benefits to all the parties of the IM triangle. The key benefits are as follows.

Influencer benefits

- o Unlocking more channels to monetize SM influence
- o Synchronized promotion through Metaclan influencer members
- o Exposure to more advertisers and brand sponsorships

Brand benefits

- o Ability to work with the most relevant influencers

10

- Ability to work with influencers on performance-based models
- More reach within the Metafluence community

Audience benefits

- Better influencer engagement
- Community participation and rewards
- Community reputation and perks

5 The Rating System

5.1 Influencer Rating

Influencer rating will be divided into audience rating and brand rating. The audience rating can be influenced by the audiences, or the influencer activity within the Metafluence platform. Influencers' brand rating is dependent on the brands. After an IM campaign, or any similar commercial interaction, brands will be able to rate influencers by price, content quality, performance, authenticity, and reachability.

5.2 Brand Rating

A brand's own rating will be based on influencers' vote that the brand collaborated with. After a commercial interaction is over, influencers will be able to rate brands by their requirements, offerings, authenticity, and product quality.

5.3 Audience Points

Influencer audiences will get points based on their activity (tipping influencers, buying products such as NFTs, rating influencers, etc.). The audience points will form audience levels – the higher the acquired points, the higher the level will be. This will show that a user is quite active in the ecosystem and their role within the ecosystem will have more weight. Users will level up each time they get enough points. The audience points will not have any intrinsic value, however, they will encourage loyalty, and will be a sign of community reputation and dedication.

6 Metafluence Revenue Streams

Establishing a robust model for continuous revenue streams will ensure the viability and sustainability of the Metafluence ecosystem, and will allow us to continue future developments. The major expected revenue streams are as follows:

Transaction fees

- o NFT sales and trades
- o Affiliate Commissions
- o Event tickets

Meta assets

- o Metahut sales, features, and upgrades
- o Metafluence NFTs with perks
- o Brand Stores

Advertisement

- o City Billboards
- o Branded NFTs
- o Event Sponsorship

7 Token Utility

$METO will act as a native utility token of the Metafluence ecosystem by empowering and incentivizing all the parties. Users who hold, stake, or transact with $METO, will be given certain privileges and benefits.

12.6% of the entire $METO supply will be dedicated to growing the ecosystem by incentivizing new and existing users. These funds will be distributed among mostly influencers and their audiences within a few years period after the launch (includes referral payouts too). New tokens will not be issued once the user growth pool is exhausted.

The $METO token utility includes but not limited to the following:

Purchases and transactions

- o NFTs
- o Metahuts, Home assets (e.g. rooms), or upgrades.
- o Event tickets, premium access
- o Services (promotions or tools)
- o Brand stores

Community incentives

- o Token holder incentives
- o Transaction fee incentives
- o Affiliate incentives
- o Activity incentives
- o Staking incentives

Governance

- o Voting
- o Curation
- o Metaclan memberships

8 Token Incentives and Referrals

8.1 Token Incentives

Aside from a direct purchase, all the parties can get the tokens as a result of various activities on the Metafluence platform. The received tokens can be used to tip or pay the other users within the Metafluence ecosystem. A user cannot withdraw received tokens directly – only a party that is receiving the tokens can withdraw them after 30 days of the receival. If the received tokens are not used (moved) within 6 months of the receival, they will be withdrawn back to incentivize new users.

8.2 Referral System

Influencers, brands, and the regular users (the audiences) will get $METO tokens when they onboard active parties via their referral links. Also, through the referral system, influencers and regular users may get more rating points while brands will get cuts in their advertisement fees. Tokens received via referrals can be withdrawn to users' own wallets outside the Metafluence ecosystem without any restrictions.

9 Metafluence Token Metrics

9.1 Token Information

- o Token name: Metafluence
- o Ticker: METO
- o Total supply: 5,000,000,000 METO
- o Seed sale: 160,000,000 METO
- o Private sale 1: 300,000,000 METO
- o Private sale 2: 100,000,000 METO
- o Public sale: 60,000,000 METO
- o Initial Market cap: $155,000 USD
- o Fully diluted market cap: $25M USD
- o Initial circulating supply: 31,000,000 METO (0.62%)
- o IDO Token price: $0.005 USD

- o Estimated IDO date: Mid Dec, 2021
- o Estimated DEX listing date: Late Dec, 2021
- o Blockchain Network: Binance Smart Chain
- o Token type: BEP-20, Upgradeable
- o Token contract address: [Click here](#)

9.2 Token Emissions and Vesting

- o Seed round (3.2%): Locked for 30 days - Daily vesting for 23 months (24 months total vesting)
- o Private sale 1 (6%): 5% at TGE - Locked for 30 days - Daily vesting for 17 months (18 months total vesting)
- o Private sale 2 (2%): 10% at TGE - Locked for 30 days - Daily vesting for 14 months (15 months total vesting)
- o Public sale (1.2%): 10% at TGE - vested daily starting day 1 for 6 months (6 months total vesting)
- o Team (16.0%): 6-month lockup, then 42-month daily vesting (48 months total vesting)
- o Advisors (5.0%): 6-month lock, then 18-month daily vesting (24 months total vesting)
- o Partners (4.0%): 3-month lock-up, then daily vesting for 33 months (36 months total vesting)
- o Ecosystem growth (12.6%): 1-month lock-up, then daily vesting for 35 months (36 months total vesting)
- o Liquidity & Listings (5.0%): 20% unlocked at TGE, then daily for 4 months (4 months total vesting)
- o Foundation (10.0%): 12-month lock-up, then daily vesting for 36 months (48 months total vesting)
- o Operations (4.0%): 1-month lock-up, then daily vesting for 35 months (36 months total vesting)
- o Marketing (6.0%): 1-month lock-up, then daily vesting for 35 months (36 months total vesting)
- o Development (15.0%): 1-month lock-up, then daily vesting for 35 months (36 months total vesting)
- o Influencer marketing (5.0%): 1-month lock-up, then daily vesting for 35 months (36 months total vesting)
- o Strategic Initiatives (5.0%): Unlocks day 1 post TGE and vests for 24 months (24 months total vesting).
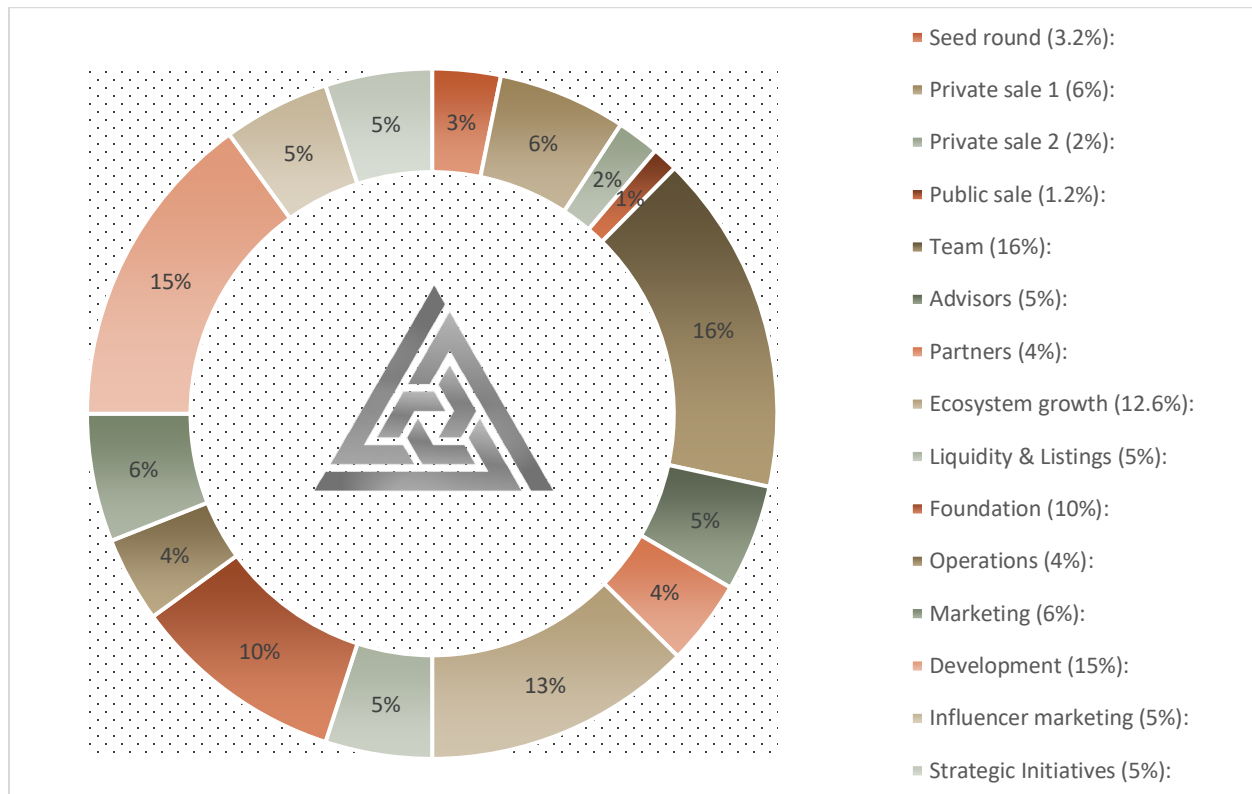
9.3 Token Distribution

Figure 2. $METO distribution

Legend:
- Seed round (3.2%):
- Private sale 1 (6%):
- Private sale 2 (2%):
- Public sale (1.2%):
- Team (16%):
- Advisors (5%):
- Partners (4%):
- Ecosystem growth (12.6%):
- Liquidity & Listings (5%):
- Foundation (10%):
- Operations (4%):
- Marketing (6%):
- Development (15%):
- Influencer marketing (5%):
- Strategic Initiatives (5%):

9.4 Budget Allocation

- Technical development: 54%.
- Business development: 22%.
- Marketing and PR: 20%.
- Legal and finance: 4%.

10 Metafluence Core Team Members and Advisors

- Elvin Aziyev, M.Sc. CEO and Co-founder. Blockchain enthusiast and Business Development expert with vast experience in B2B, project management and influencer marketing.
- Vagif Abbasov, B.Sc. CBO and Co-founder. 16 years of experience in Management and Digital Marketing. Influencer Marketing expert. Motivated and forward-thinking product owner with 5+ years of experience in a dynamic SaaS environment.

- [Elshad Yusifli](), M.Sc. CTO and Co-founder. 15+ years of experience in engineering, including 5+ years in Telecom. Designing and implementing complete life cycle applications. Blockchain evangelist and Crypto advocate. Data processing and transformation expert.
- [Emin Vali](). B.Sc. CMO and Co-founder. Digital marketing entrepreneur & brand strategist. 14+ years of international experience in marketing. A visionary growth hacker in social media communications.
- [Fuad Karimov](), PhD. CFO. Board Member in different organizations with more than 20 years of experience in finance. Former Director at KPMG New York, working on IPO and M&A deals. Professor of Corporate Finance and alumni of Columbia and Northwestern Universities.
- [Manaf Khudiyev](), MBA. CGO. Digital Marketing enthusiast with the passion for growth hacking, blockchain technology, influencer marketing and branding.
- [Nazrin Musayeva](), MBA. Head of Communications. Expert in supporting and communicating organizational goals to key internal and external stakeholders. Project management experience across different industries.
- [Anar Rzayev](), B.Sc. Blockchain specialist, smart contract developer. Solution architect, 7+ development experience in Python & Golang.

Advisors

- **Jedidiah Taylor**. *Blockchain Entrepreneur and Advisor*. Head of strategy at Master Ventures with 7+ years of experience in Blockchain and 10+ years in private equity and venture capital. He has invested in 100+ blockchain projects, advised more than 50 and incubated 23 projects within the industry.
- **Chris Coll-Beswick**. *Blockchain Investor and Advisor*. Strategy Analyst and Advisor at Master Ventures with 8+ years of experience in the Blockchain industry working with executive leaders and industry leading projects.

11 Roadmap

Q1, 2017 – Q1, 2021 Keepface platform

- o Influencer and brand sub-platforms
- o Subscription model (SaaS) for brands
- o Influencer discovery and influencer outreach
- o Influencer audience analytics
- o Influencer shops based on CPC and Revenue share models
- o Social media campaign reporting
- o Investment from 500 Global (500 Startups)
- o 500,000+ influencers on the platform and 5000+ registered brands
- o 1600+ Influencer marketing campaigns in 39 countries worldwide

Q1-Q2, 2021

- Metafluence (formerly Keepcoin) whitepaper v1.0 launch
- Formation of the team
- Content development

Q3, 2021

- Partnership with Master Ventures for Incubation (2-year support)

Q4, 2021

- Acquisition of more Strategic Partners and Private Investors
- Team expansion and acquisition of more Advisors
- Rebranding from Keepcoin to Metafluence and revision of the Whitepaper
- Metafluence.com website launch
- Metafluence Token Security audit
- Public IDO launch
- DEX listing

Q1, 2022

- MVP
  - Navigation Map of the Metafluence world
  - Metahut design and development with NFT rooms for influencers
  - Onboarding 20-50 influencers to the Metahuts
  - Metamask wallet connectivity

- CEX listing

Q2, 2022

- Development of the Referral system
- Reputation system for influencers, brands, and the audience members
- Influencer wetting and outreach for brands
- Campaign performance tracking for brands
- Development of NFT marketplace with a focus on influencer content
- Influencer avatars

Q3, 2022

- Development of community incentives
  - Token holder incentives
  - Transaction fee incentives
  - Affiliate incentives
  - Activity incentives
  - Staking incentives
  - Community and influencer badges based on activity

Q4, 2022

- o Developing guest room, wardrobe and custom rooms for Metahuts
- o Multiplayer functionality
- o Voice and text chat functionality
- o Integration of the VR technology

Q1, 2023

- o Launch of Metafluence NFT assets
- o Launch of influencer clans
- o Tracking system of synchronized social media boosting for Metaclan members
- o Ability to co-create activities and events
- o Metaclan competitions
- o Governance and influencer reputation

Q2 - Q3, 2023

- o Wearable NFTs for avatars
- o 3D NFT Marketplace
- o Personalized influencer NFTs for the audiences
- o NFT Affiliate system
- o Launch of Influencer events
- o Launch of Private events (in Metahut guest rooms)
- o Launch of Premium events (accessible for event ticket holders or token holders/stakers)
- o Launch of Public events (accessible by everyone)

Q4, 2023

- o Development of stores for brands
- o Influencer contests and public events
- o Metafluence ambassador program
- o Ad system in the metaverse (e.g. billboards and influencer wardrobes)
- o Metafluence mobile for metaverse communications and updates

2024 and beyond

- o Continuous development, upgrades, and enhancements of the Metafluence ecosystem.

References

*This whitepaper is an enhanced version of Metafluence (formerly Keepcoin) Whitepaper 1.1

[1] Žák, Štefan & Hasprová, Mária. (2021). *The Impact of Opinion Leaders on the Consumer Behaviour in the Global Digital Environment*. SHS Web of Conferences. 92. 06043. 10.1051/shsconf/20219206043.

[2] Thaler, R. H., & Sunstein, C. R. (2008). *Nudge: improving decisions about health, wealth, and happiness*. New Haven: Yale University Press.

[3] Chandler, D., & Munday, R. (2021). *Influencer marketing. In A Dictionary of Social Media*. Oxford University Press. Retrieved from https://www.oxfordreference.com/view/10.1093/acref/9780191803093.001.0001/acref-9780191803093-e-632.

[4] Breves, Priska & Amrehn, Jana & Heidenreich, Anna & Liebers, Nicole & Schramm, Holger. (2021). *Blind trust? The importance and interplay of parasocial relationships and advertising disclosures in explaining influencers' persuasive effects on their followers*. International Journal of Advertising. 10.1080/02650487.2021.1881237.

[5] Influencer Marketing Hub. (2021). *The State of Influencer Marketing 2021: Benchmark Report*. Retrieved from https://influencermarketinghub.com/influencer-marketing-benchmark-report-2021.

[6] Influencer Marketing Hub. (2021). *13 Influencer Marketing Trends to Watch in 2021*. Retrieved from https://influencermarketinghub.com/influencer-marketing-trends.

[7] Influencer Marketing Hub. (2021). *Creator Earnings, Benchmark Report 2021*. Retrieved from https://influencermarketinghub.com/creator-earnings-benchmark-report.

[8] Nafees, Lubna & Cook, Christy & Stoddard, James. (2020). *The Impact of the Social Media Influencer Power on Consumer Attitudes toward the Brand: The Mediating/Moderating Role of Social Media Influencer Source Credibility*.

[9] Belanche, Daniel & Casaló Ariño, Luis & Flavián, Marta & Ibáñez Sánchez, Sergio. (2021). *Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer*. Journal of Retailing and Consumer Services. 61. 102585. 10.1016/j.jretconser.2021.102585.

[10] Matthew Ball. (2020). *The Metaverse: What It Is, Where to Find it, and Who Will Build It*. Retrieved from https://www.matthewball.vc/all/themetaverse.

[11] Protocol. (2021). *Facebook's metaverse spending will top $10 billion this year*. Retrieved from https://www.protocol.com/bulletins/facebook-metaverse-10-billion-dollars.

[12]Nvidia Newsroom. (2021). *NVIDIA Brings Millions More Into the Metaverse With Expanded Omniverse Platform*. Retrieved from https://nvidianews.nvidia.com/news/nvidia-brings-millions-more-into-the-metaverse-with-expanded-omniverse-platform.

[13]Business Insider. (2021). *More than 12 million players tuned in for Travis Scott's 'Fortnite' event. That's roughly the same size as the average 'Monday Night Football' audience.* Retrieved from https://www.businessinsider.com/travis-scott-fortnite-concert-12-million-live-viewers-2020-4.

[14]Beincrypto. (2021). *Metaverse Economy Could Value up to $30 Trillion Within Next Decade*. Retrieved from https://beincrypto.com/metaverse-economy-could-value-30-trillion-in-a-decade.

[15]Matthieu Nadini, LauraAlessandretti, Flavio DiGiacinto, Mauro Martino, Luca MariaAiello & Andrea Baronchelli. (2021. *Mapping the NFT revolution: market trends, trade networks, and visual features*. Retrieved from https://www.nature.com/articles/s41598-021-00053-8.pdf.

[16]The Verge. (2021). *Twitter is working on blockchain-linked Collectibles tab*. Retrieved from https://www.theverge.com/2021/10/25/22744540/twitter-blockchain-linked-collectibles-tab.

[17]MSN. (2021). *Rumour: Instagram is going to add NFT Collectibles*. Retrieved from https://www.msn.com/en-in/money/topstories/rumour-instagram-is-going-to-add-nft-collectibles/ar-AALOO7m.

[18]CoinDesk Business. (2021). *Reddit Readying an NFT Platform*. Retrieved from https://www.coindesk.com/business/2021/10/22/social-media-platform-reddit-readying-an-nft-platform.

[19]Global X. (2021). *The Metaverse Takes Shape as Several Themes Converge*. Retrieved from https://www.globalxetfs.com/the-metaverse-takes-shape-as-several-themes-converge.

[20] Shane Barker. (2019). *5 Challenges Most Micro-Influencers Deal With*. Retrieved from https://thenextscoop.com/challenges-micro-influencers-deal-with.

[21] Jim Tobin. (2019). *Three Influencer Marketing Problems That Brands Themselves Have Created*. Retrieved from https://www.forbes.com/sites/forbesagencycouncil/2019/10/14/three-influencer-marketing-problems-that-brands-themselves-have-created/?sh=6ad247396a3e.

[22] Neal Schaffer. (2021). *Top 3 Influencer Marketing Problems of Today and How to Deal with Them*. Retrieved from https://nealschaffer.com/influencer-marketing-problems.

[23] Influencer Marketing Hub. (2021). *Top 3 Issues Facing the Influencer Marketing Industry Today – and How to Solve Them*. Retrieved from https://influencermarketinghub.com/top-3-issues-facing-the-influencer-marketing-industry-today-and-how-to-solve-them.

[24] Mediakix. (2019). *What are the Chief Influencer Marketing Challenges in 2019?* Retrieved from https://mediakix.com/influencer-marketing-resources/influencer-marketing-challenges.

[25] BDC Consulting. (2020). *4 Challenges You'll Encounter When Working with Influencers*. Retrieved from https://bettermarketing.pub/4-challenges-youll-encounter-when-working-with-influencers-c658fb2ea37f.

[26] Farivar, Samira & Wang, Fang & Yuan, Yufei. (2020). *Opinion leadership vs. para-social relationship: Key factors in influencer marketing*. Journal of Retailing and Consumer Services. 59. 10.1016/j.jretconser.2020.102371.

[27] Vann Vicente. (2020). *What Is Reddit Karma and How Do I Get It?* Retrieved from https://www.howtogeek.com/465411/what-is-reddit-karma-and-how-do-i-get-it.

[28] William Craig. *Karma as a Social Interaction Design Pattern in Websites*. Retrieved from https://www.webfx.com/blog/web-design/karma-design-pattern.

[29] Tipping with Brave. (2019). Retrieved from https://brave.com/tip-with-brave.

[30] Amy Godfrey-Bawden. (2019). *Facebook's New Reward System – Top Fan Badges*. Retrieved from https://www.bluefrontier.co.uk/company/blog/item/facebook-s-new-reward-system-top-fan-badges.

[31] Keepface on Crunchbase. Retrieved from https://www.crunchbase.com/organization/keepface.