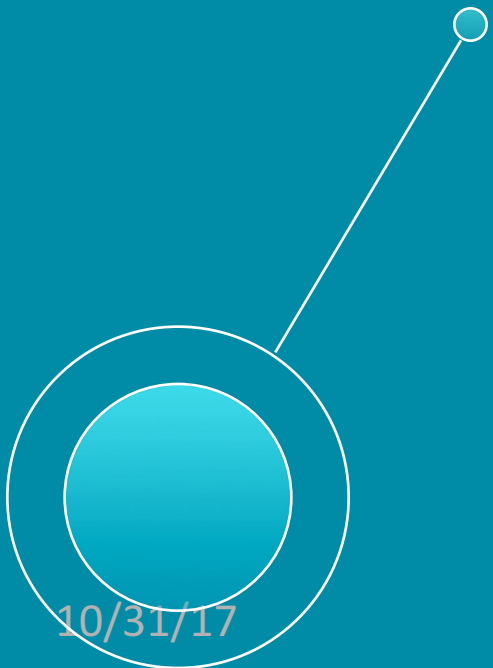


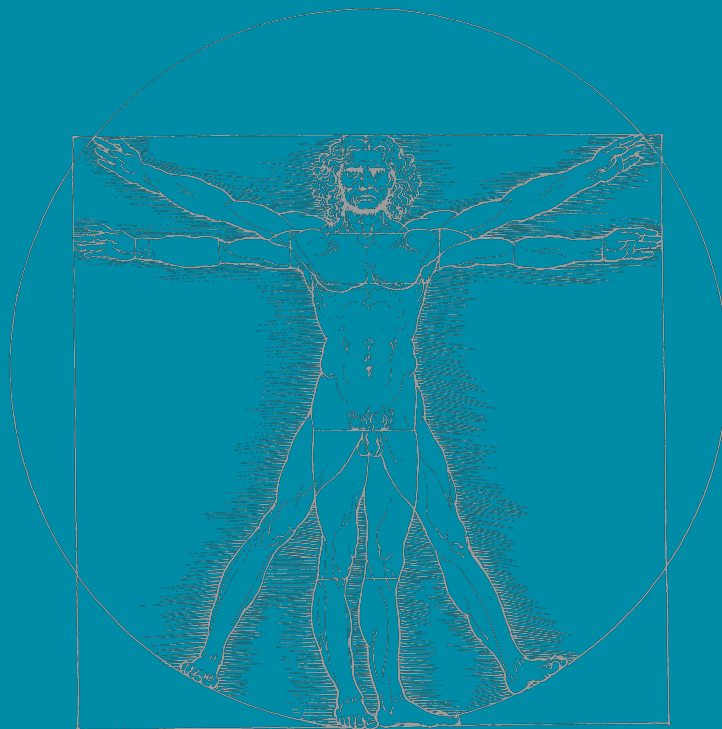


ROBIN⁸

Robin⁸ Blockchain Project

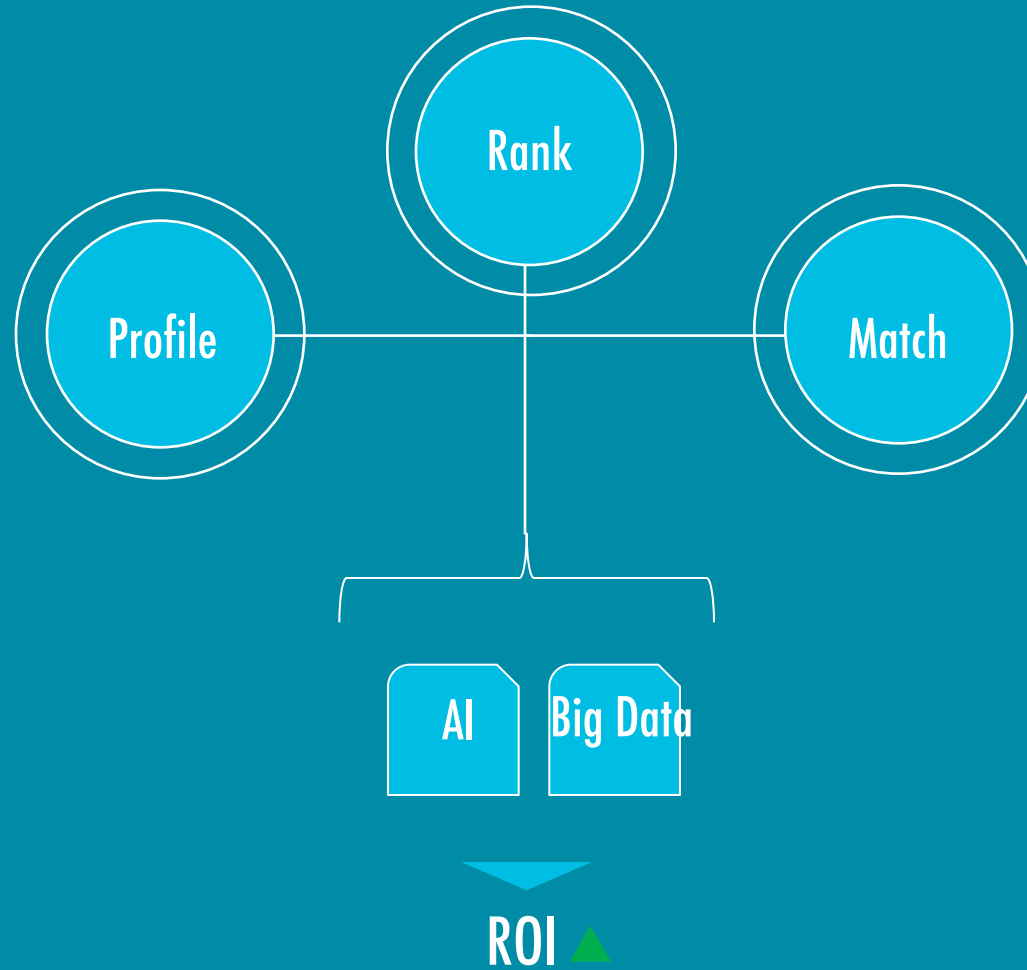
November 2017



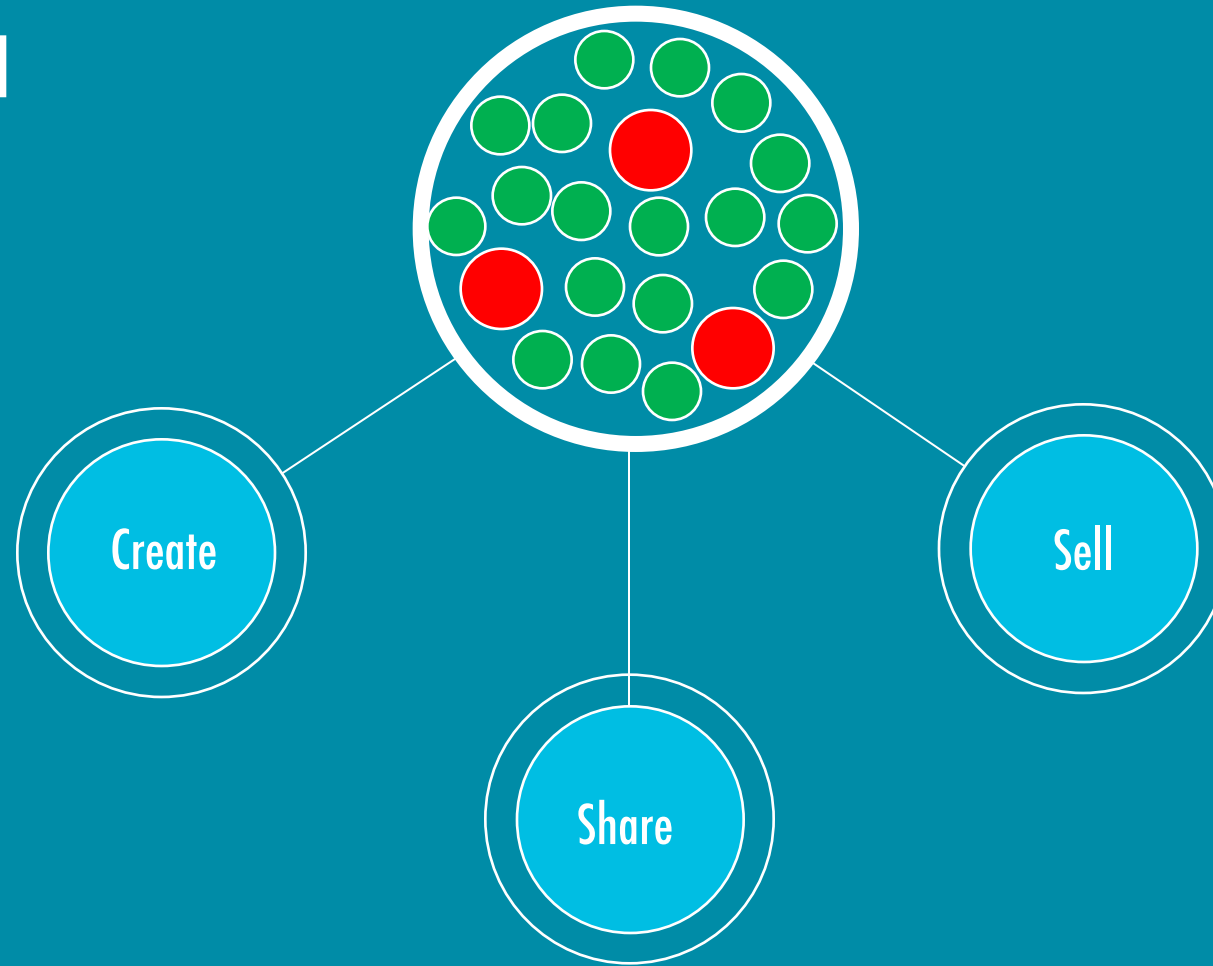


We are all media.

Robin⁸ profiles and ranks Social Influencers and matches them to brands using AI and big data.



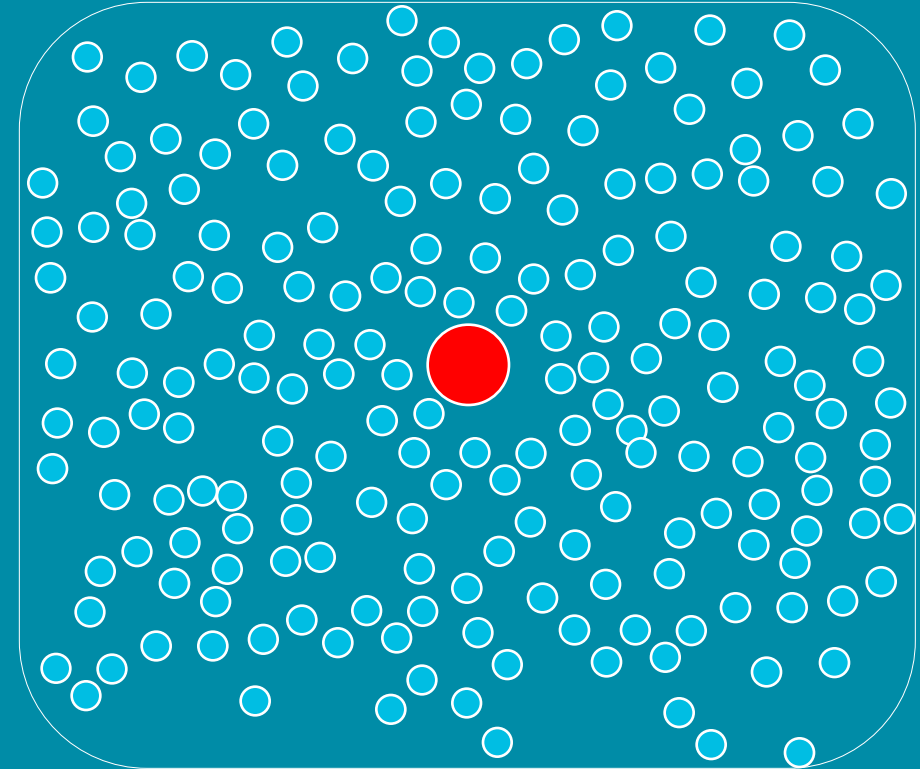
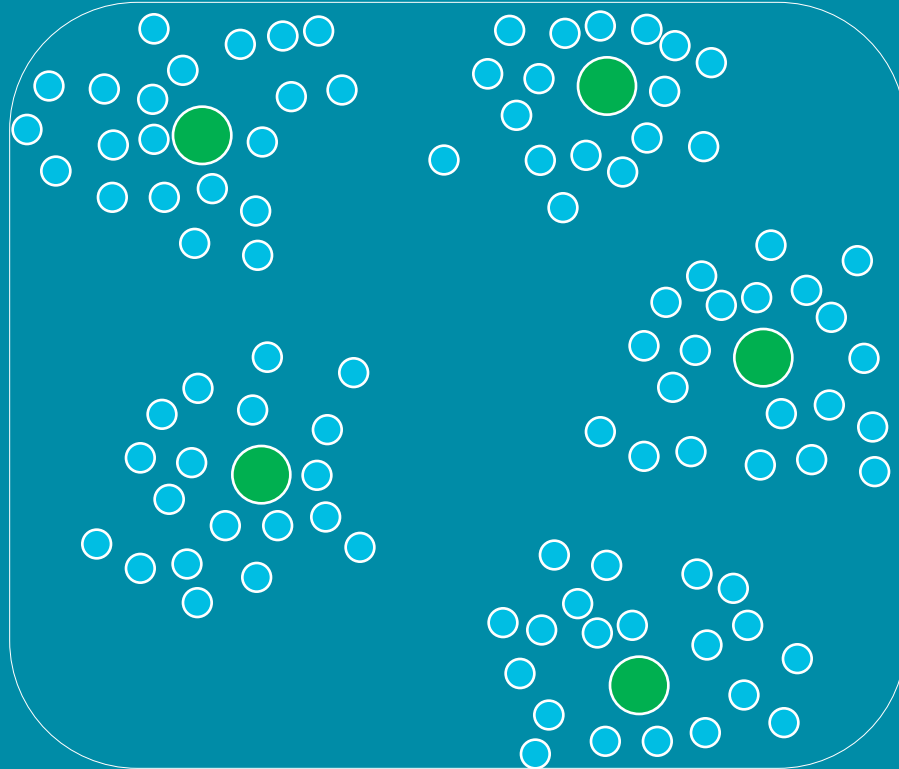
Robin⁸ Social
Influencers create and
share content and sell
product.



● Key Opinion Leaders

● Micro-Influencers

Robin⁸ focuses on the long tail of influence for better cost efficiency and marketing effectiveness.

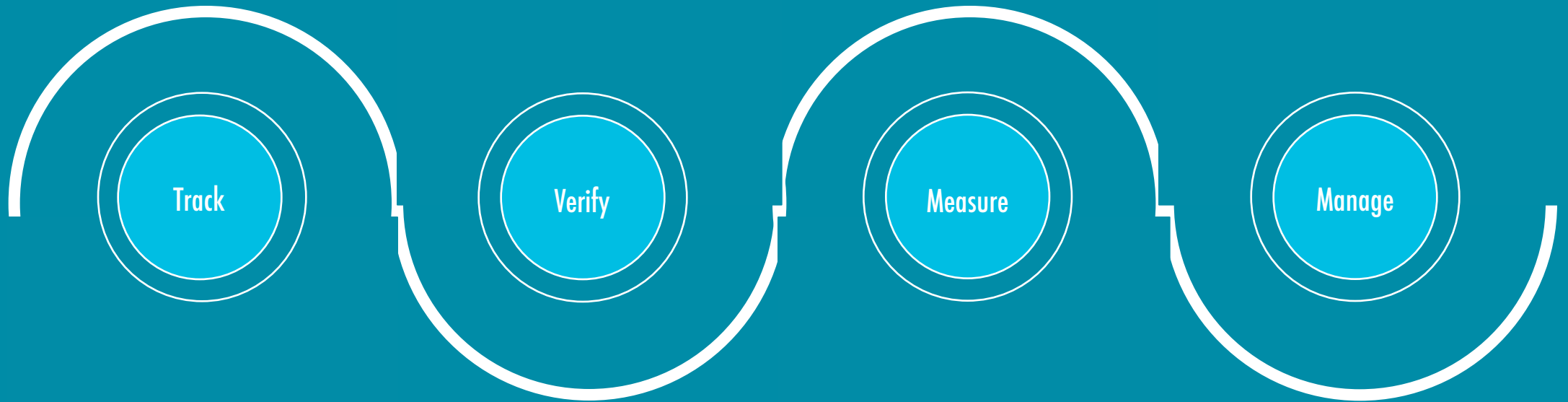


● Key Opinion Leaders

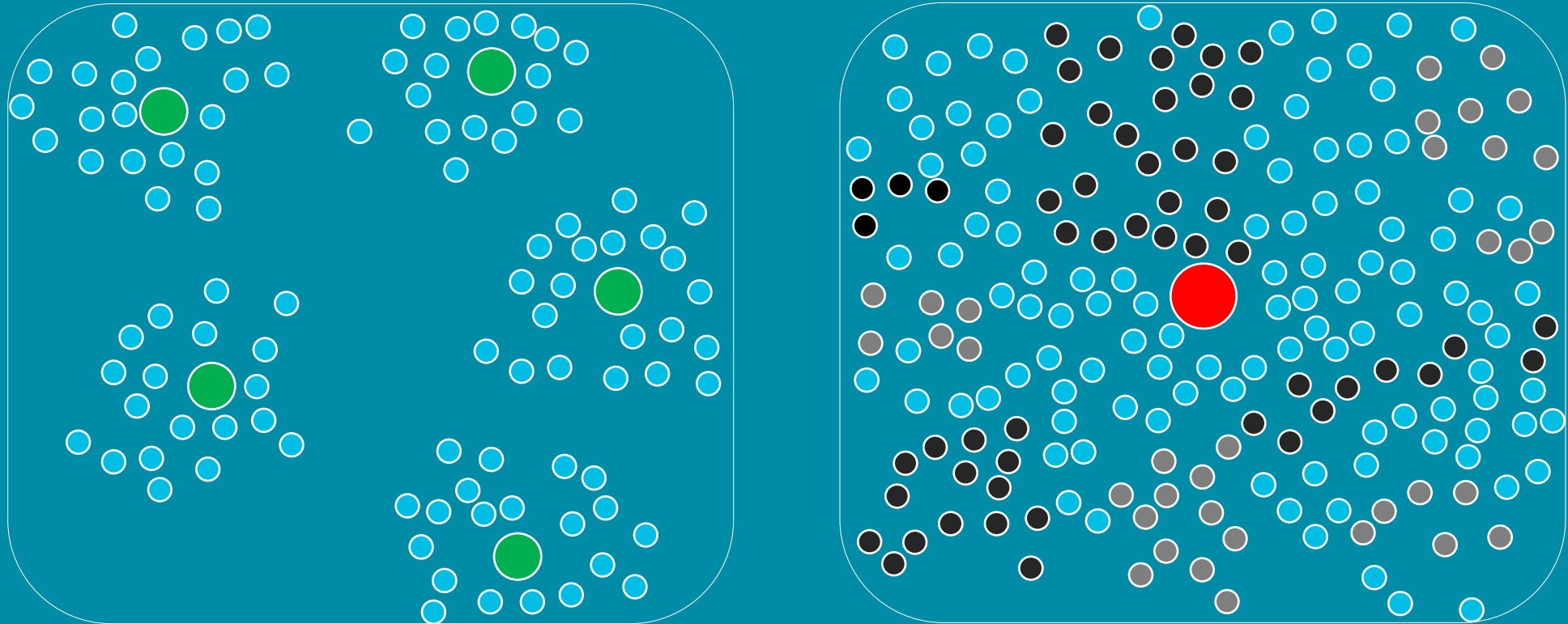
● Micro-Influencers

○ Active Followers

Robin⁸ provides automated system to monitor marketing effectiveness.



Inaccurate and fake data are key challenges to the legitimacy of digital marketing



● Key Opinion Leaders

● Micro-Influencers

● Active Followers

● Inactive

● Fake

FAKE DATA

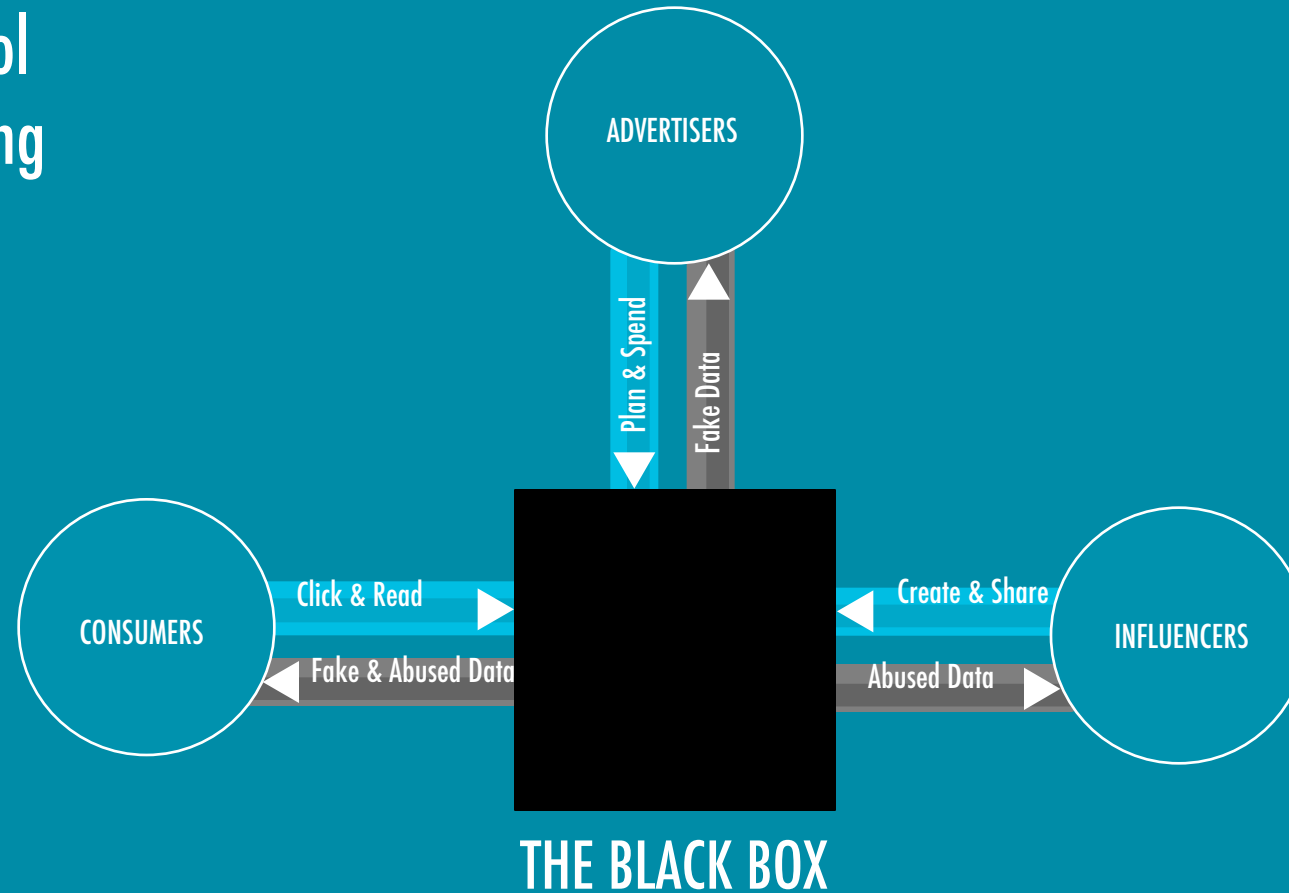
\$4,800,000,000
OF \$8,200,000,000
PROBLEM*

“Frankly, there’s, we believe, at least 20 to 30 percent of waste in the media supply chain because of lack of viewability, nontransparent contracts, nontransparent measurement of inputs, fraud and now even your ads showing up in unsafe places.”

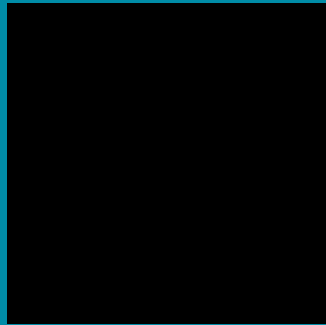
Marc Pritchard,
CEO P&G



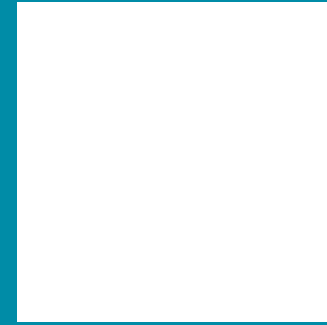
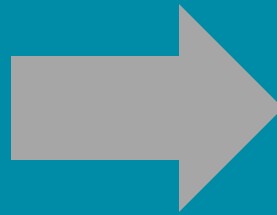
In the Black Box, there is a significant decline in visibility and control of data, thus increasing the threat of data abuse and fraud.



To regain confidence in the digital world we must move from the opaque black box to the transparent blockchain.



THE
BLACK BOX



THE
BLOCKCHAIN

THE ROBIN⁸ BLOCKCHAIN DEFENDS AGAINST FRAUD.

In the Robin⁸ Blockchain, every single action is copied to a ledger which is distributed across a network - defending the ledger from fraud and manipulation.

Consumers have confidence in veracity and security of data.

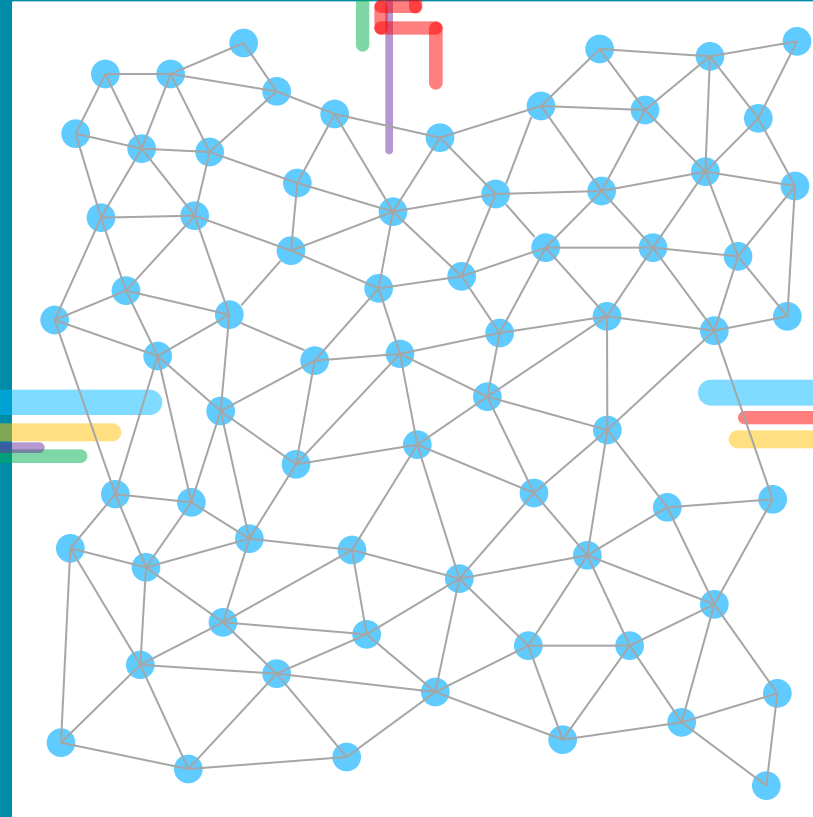
CONSUMERS

ADVERTISERS

Advertisers have confidence in the veracity of data.

INFLUENCERS

Influencers have confidence in the security of their data.



THE ROBIN⁸ BLOCKCHAIN

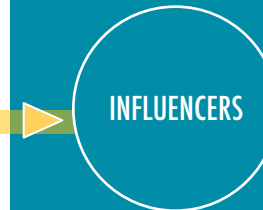
THE ROBIN⁸ BLOCKCHAIN PAYS WITH PUT.

Robin⁸ will offer Profile Utility Tokens (PUT), a cryptocurrency that pays influencers and consumers efficiently for their data and their work.

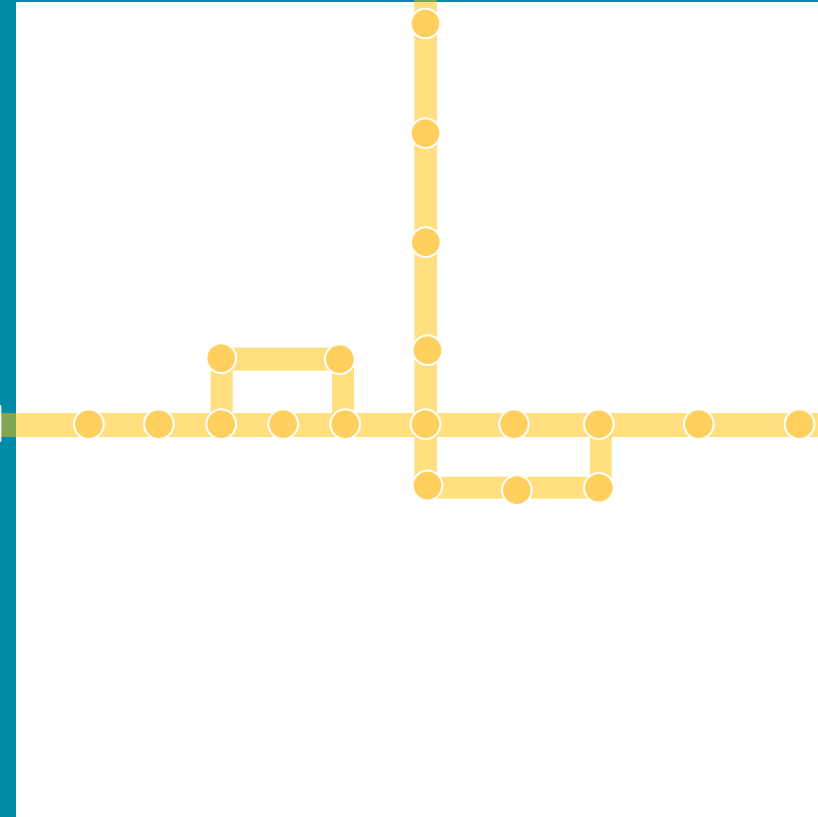
Consumers can get paid or rewarded with PUT for access to their own data, clicking, reading, and engaging with content.



Advertisers can use PUT to pay for access to robust, real and relevant influencers and data.

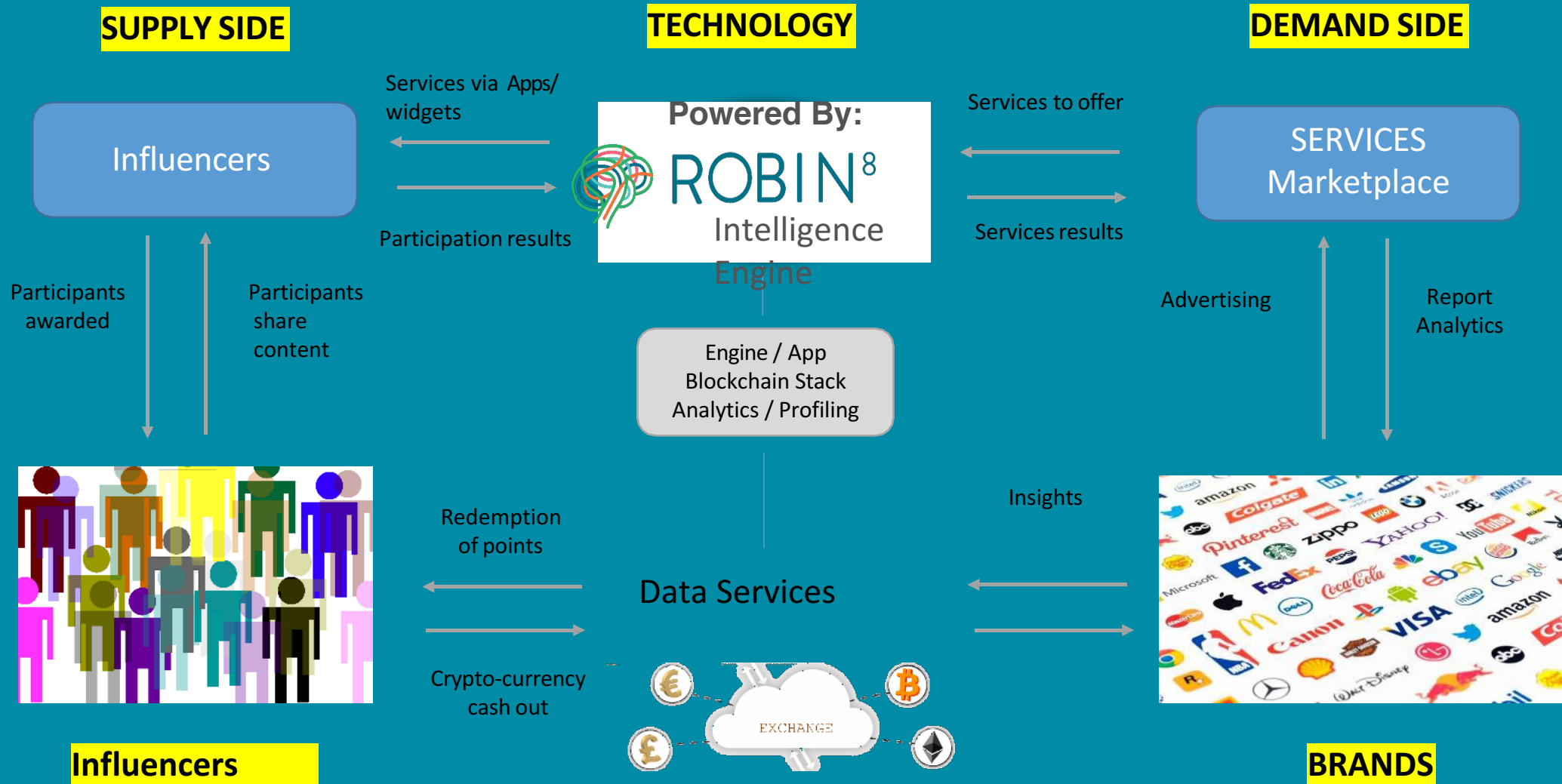


Influencers can get paid with PUT efficiently for access to their own data, sharing, authoring, and selling content and products.



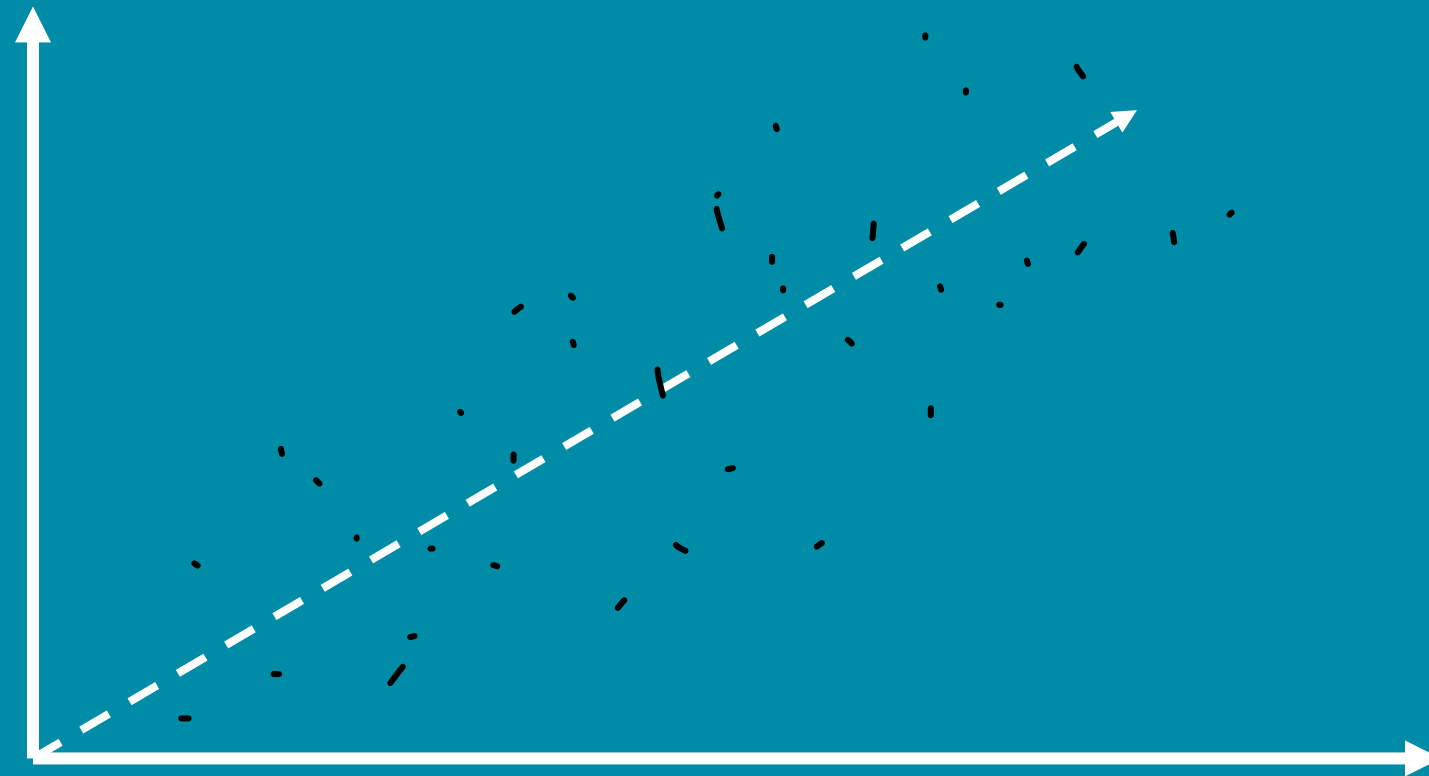
THE ROBIN⁸ BLOCKCHAIN

How it works: The flow



Profile Valuation Drivers – Dimensions that drive the value of a Single Profile

Number of Connected
Social Media Accounts



Number of Blockchain Followers connected
to a single Profile

Technology Stacks for an efficient and robust Profile Management System

dApp

Starting with Social Media ecosystem, PUTs can be used for variety of uses such as health and credit services

PUT (Profile Utility Token)

Rules based system and technology links to make efficient usage of PUTs

Smart Contracts

Automated, trusted contracts form the basis of a Blockchain transaction

QTUM

Another basic component of Blockchain, widely distributed ledger protects against fraud and maintains trusted system

ROBIN⁸ Management Team



Miranda Tan, CEO and Co-Founder

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



Lingkai Kong, Chief, Data Engineering

- Developer engineer, Microsoft
- Built the first steel search engine for Bao Steel in China
- Jiaotong University, BS in computer science



Hassan Miah, Co-Founder and CTO

- 30 years experience in digital media and tech
- Partner, KPMG
- Managing Director, Intel Capital for TMT Investment
- Head of Digital, Creative Artist Agency (CAA)
- Xing Technology CEO, Acquired by Real Networks for \$75 Million USD
- Stanford University MBA
- Univ. of Michigan BBA



Dr. Barry O'Sullivan, Chief, Artificial Intelligence

- Professor at the University of College Cork
- Specialize in the AI Optimization

ROBIN⁸ Team



Dr. Janna Lipenkova, *VP, R&D*

- PhD in Linguistic and computer science
- Specialize in natural language processing
- Free University of Berlin, PhD



Bo Su, Chief, *Blockchain*

- Expert in Blockchain technology
- Over 10 years experience in mobile internet security, mobile and technology
- Zhejiang University, Computer Science
- Tsinghua University, MBA



Bessie Lee, *Strategic & Operations Partner*

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



Milo Chao, *Senior Advertising Advisor*

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



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

ROBIN⁸ Core Milestone

- ✓ 3000+ 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

Clients Include

