WHY.COM

The future of **information**

Concept: The World's Knowledge Graph

Our mission is to make knowledge gold.

WIKIPEDIA meets scale on chain
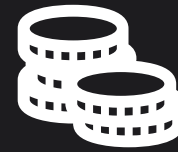
Scale AI

Problems

ACCESS
- Valuable Knowledge is Siloed
- Friction in sharing

INCENTIVES
- Web2 rewards engagement > truth
- Friction in monetization

INFORMATION QUALITY
- Lack of information validation
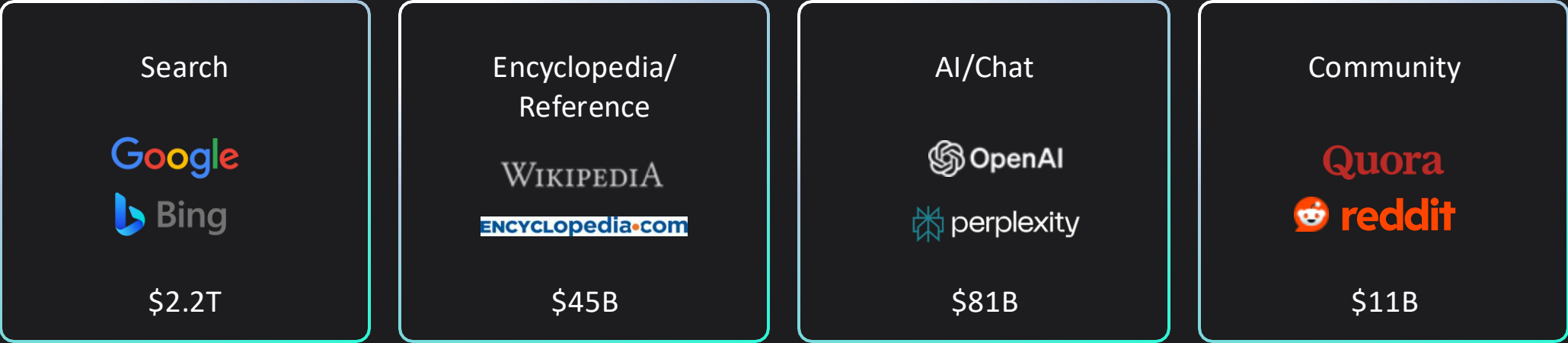- Difficulty in finding credible sources
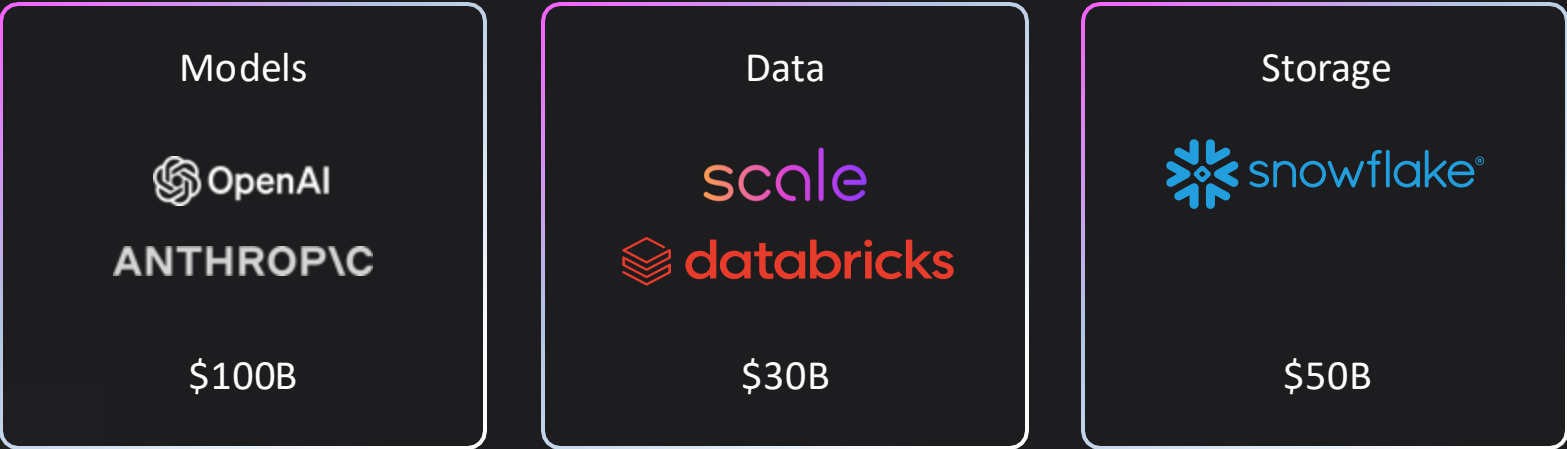
CENTRALIZATION
- Web2 oligopoly
- Value Extraction

Market: Information Economy (Trillions* in Market Value)

Information Economy

Search	Encyclopedia/Reference	AI/Chat	Community
Google / Bing	WIKIPEDIA / ENCYCLOPEDIA.com	OpenAI / perplexity	Quora / reddit
$2.2T	$45B	$81B	$11B

Market Size

Infrastructure

Models	Data	Storage
OpenAI / ANTHROP\C	scale / databricks	snowflake
$100B	$30B	$50B

Market Size

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4

*Market sizing is based on recent valuations of select leading players per segment as of Jun 2024, this excludes infrastructure companies at the bottom

Competitive Positioning

| Segment	Key Players	Information Quality	Information Depth	Incentive System	Decentralization
KnowledgeFi	WHY.COM	●	●	●	●
Reference	Wikipedia	◐	○	◐	◐
Traditional Search	Google	◐	○	○	○
AI Chat	ChatGPT / Perplexity	◐	◐	○	○
Decentralized Knowledge Graph (web3)	OriginTrail / Everipedia	◐	◐	◐	●
Community	Reddit / Quora	◐	◐	○	◐

Solution

Platform for a new generation knowledge applications

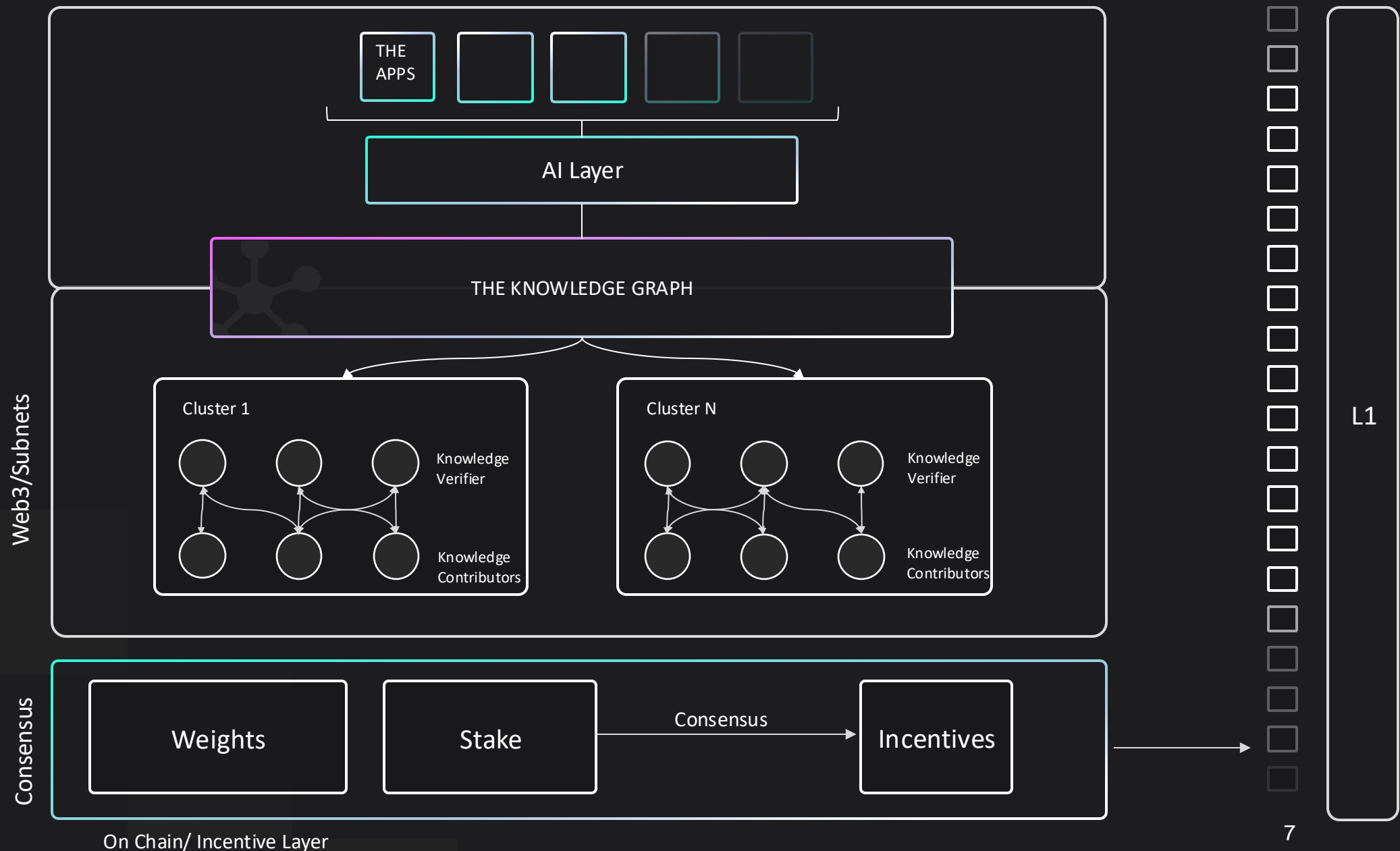THE APPS

Users interact with apps built on Knowledge Graph

- Decentralized publisher
- Consumer entertainment app for gamified fan pages
- Next-gen education apps for students and teachers
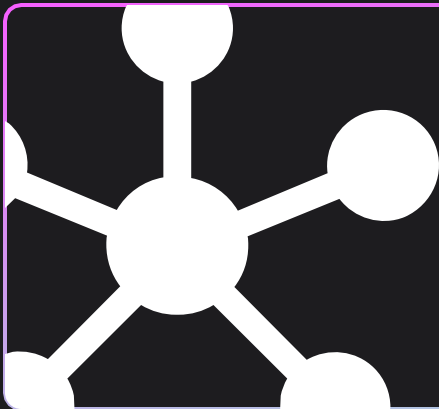
THE KNOWLEDGE GRAPH

Experts contribute data, develop apps

Product: System Design

THE APPS

AI Layer

THE KNOWLEDGE GRAPH

Web3/Subnets

Cluster 1

Knowledge Verifier

Knowledge Contributors

Cluster N

Knowledge Verifier

Knowledge Contributors

Consensus

Weights

Stake

Consensus

Incentives

On Chain/ Incentive Layer

L1

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Ecosystem: Key Players
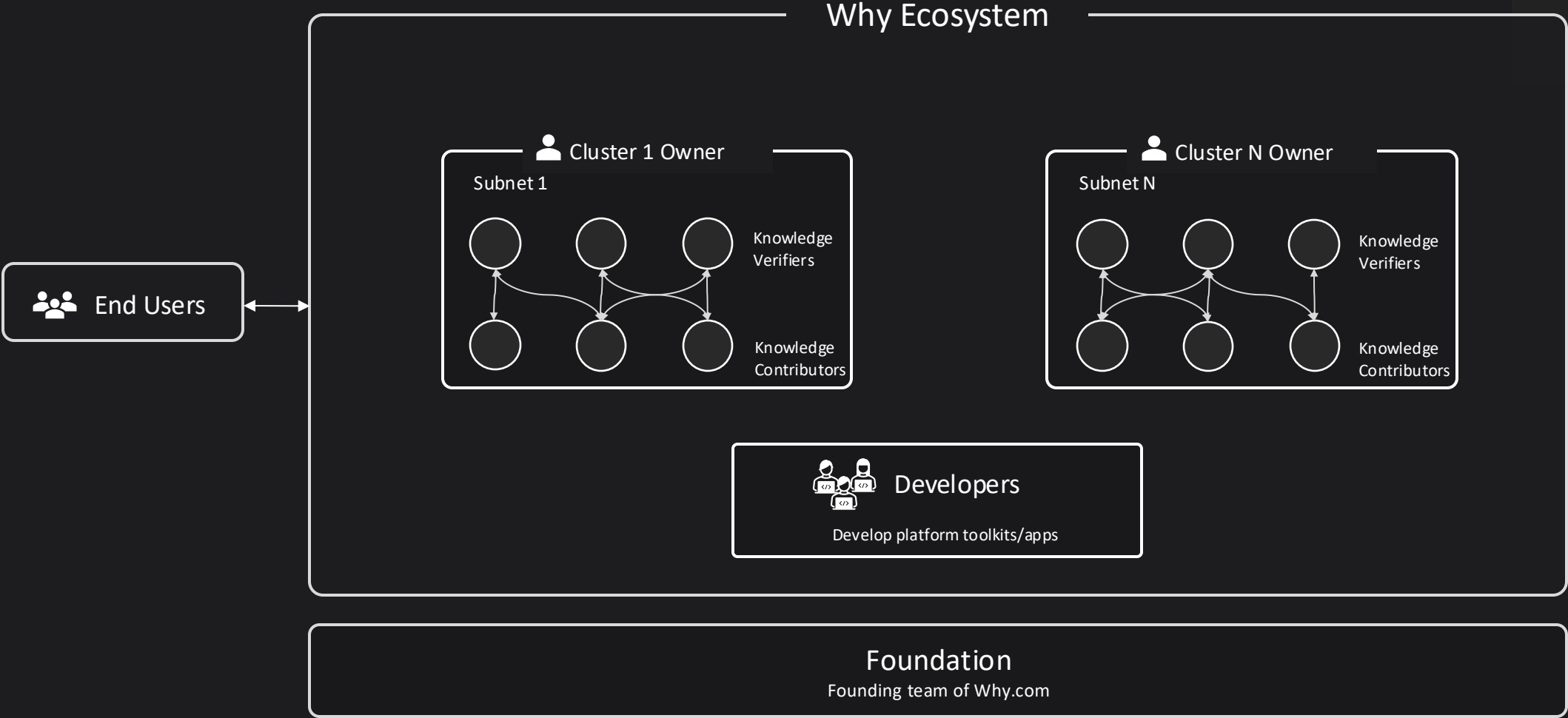
Business Model

	External Inflows (FIAT)	Earning (Token Ecosystem)
Platform	▪ Data usage (by 3rd parties)	Transaction Fees
Dapps	▪ Ads ▪ Data Usage ▪ Premium/paid versions	Data provision

Milestones (Pre-seed)

Use of Funds

- Team 55%
- Development 20%
- Marketing 20%
- Other 5%
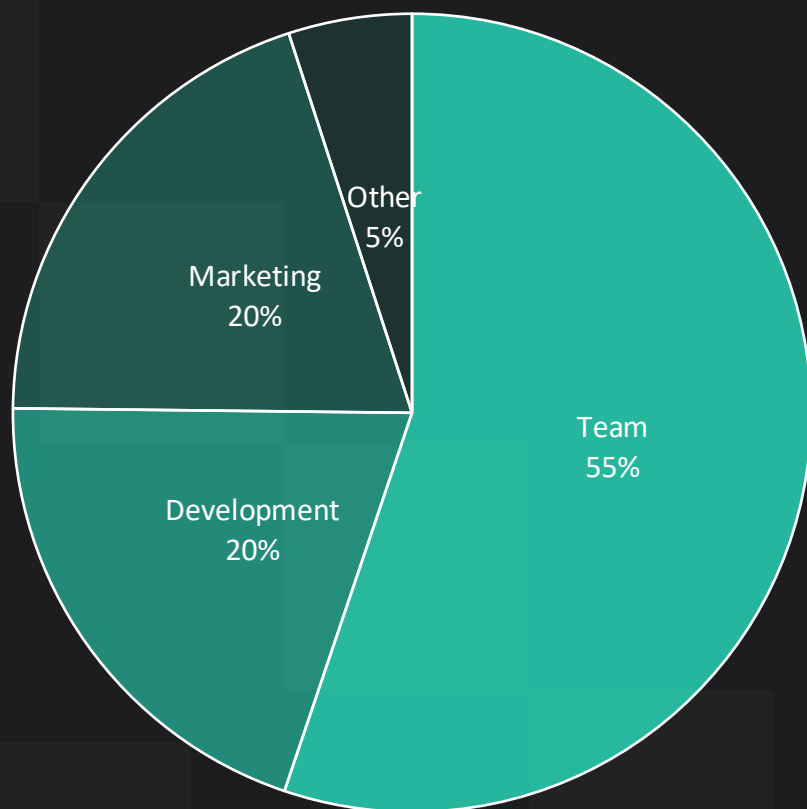
Milestones

Product	▪ Deliver V 1.0 of flagship app ▪ Deliver MVP of Infra Layer (Data Ingestion)
Demand (Users)	▪ Validate scalable traffic acquisition model ▪ Cultivate early-adopter crypto-native community
Supply (Developers & Data)	▪ Onboard expert knowledge providers from >3 high-signal institutions

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Team

KOYUKI NAKAMORI
Co-founder

[TECH]

- Technical leader and mentor, 14 years in AI and web3
- Head of AI at Ava Labs reporting to CEO. Delivered AvaCloud (blockchain as a service), AI smart contracts
- Head of AI at Headspace, built personalization engines
- @ Nextdoor: led AI powered feed, social features

AVALANCHE

Nextdoor **HEADSPACE®**

AFRAH RICHMOND
Co-founder

[KNOWLEDGE]

- Harvard - BA - Government
- NYU - PhD – History of Education
- 10 years as a Social Studies Professor and Program Director
- Utilized an interdisciplinary source base and technology to developing unique curricula
- As Director, implemented new assessment instruments to align with current research

HARVARD UNIVERSITY **NYU** **UNIVERSITY OF BRIDGEPORT**

ALEXI SOLIT
Co-Founder

[COMMERCIAL]

- Founded Metamatic (web3 VC & Incubator), specialized in GTM strategy & execution
- ZX Ventures: Built global omnichannel consumer business across 13 brands, scaling at 5X the speed of comparable competitors
- Led partnerships function for > $10B revenue gaming company, doubling division revenue YOY

HARVARD UNIVERSITY **METAMATIC** **Zˣ VENTURES**

AGUSTIN RODRIGUEZ
CPO

[PRODUCT]

- Founded Way Too Digital (blockchain dev & incubation)
- Delivered > 50 Web3 top projects for: Mila Kunis, Ashton Kutcher, Deadmou5, Gary Vee, Russell Wilson, Pepsico, Under Armour, Dish Networks, US Open and top VC-backed startups.
- Build AI products in gaming/entertainment with leading studios

WTD **animoca BRANDS** **TOONSTAR**