



# KNOWLEDGE.IO

## POWERING DECENTRALIZED KNOWLEDGE SHARING NETWORKS

### EXECUTIVE TEAM



**ANAS ADHAMI**  
CEO

Chairman, ATG Private Equity Fund, and Senior Technology Consulting - Accenture, Aon, & Deloitte



**STEVEN ENGLANDER**  
CHIEF PRODUCT

20+ Years Product Innovation - LinkShare (Rakuten), RichFX (ChannelAdvisor), [x+1] (Sizmek)



**CHRISTIAN GARTNER**  
CFO

(P/T) - Currently full time CFO of Everstream, 20+ years of CFO experience in various companies



**MARCIA HALES**  
COO

20+ Years of Operations experience in Franchising, Real Estate & Technology

### KNOWLEDGE CORE

Blockchain technology is rebuilding the internet in a trustless, decentralized way, allowing for fundamental core improvements on existing business models and industries, and a new breed of dot-io powerhouse frameworks are emerging. Knowledge.io is producing an ecosystem that offers significant improvement in the areas of ad tech, commerce, education, and employment,

and a supply and demand marketplace of goods and services, all based around rewarding users for what currently the massive and centralized supergiants utilize to make extraordinary profits - people's data. The Knowledge.io ecosystem is built on the foundation of decentralization and rewarding people for sharing their knowledge.

### KNOWLEDGE BUSINESS MODEL

Knowledge is a collection of data points which when analyzed reveal a truth. Knowledge can take the form of Proof of Humanity or Identity Verification, Usage Data, and Accuracy Scoring to name just a few of these truths. Anything that can be proven correct or incorrect falls within the scope of Knowledge.

Advertisers put Knowledge into the system to target messages to people, users earn rewards for sharing their knowledge within websites and apps they use, the publishers and platforms who create these apps receive their rewards for their user base and for uncovering Knowledge sharing opportunities to help improve

the Knowledge Score for each user, and experts are rewarded for their overachievement.

Users who earn Knowledge buy products from the marketplace powered by advertisers who spent Knowledge to target them. Some even go on to become influencers who earn more tokens from advertisers as Knowledge Stars. As the amount of publishers, apps, and platform partners increases, the user base increases, more tokens are put into circulation, and the decentralized knowledge sharing network grows.

### KEY KNOWLEDGE MARKETS



### KNOWLEDGE PRODUCTS & SERVICES

- Knowledge Wallet with Identity Verification
- Q&Ads Self-Service Advertising Technology Platform
- iQ&Ads Advanced Interactive Advertising Solutions
- Knowledge SDK/API for Partners & Publishers
- Knowledge Score Blockchain
- Knowledge Marketplace of Consumer Products & Services, and Educational & Employment Solutions
- Knowledge Stars Ratings, Reviews & Expert Content Platform
- Knowledge Token Rewards
- Knowledge Meta-Mining Engine
- Knowledge Graph

### KNOWLEDGE LABS

The Knowledge Lab will focus on advancing the understanding of topics by applying advanced techniques of Natural Language Processing (NLP), machine learning, deep learning, computer vision,

speech processing and other AI technologies in conjunction with the Knowledge.io platform.

### TOKEN SALE ECONOMICS



**150M**

Total Number of Tokens Created



**15M**

Max Tokens Available for Pre-Sale



**68.75M**

Main Sale Tokens Available

### SALES PARAMETERS

#### JANUARY 15

The Token Pre-Sale starts. Buyers are rewarded with a **50% Knowledge Token Bonus**.

**50% bonus**

**40% bonus**

#### JANUARY 29

The Token Pre-Sale continues. Buyers are rewarded with a **40% Knowledge Token Bonus**.

#### FEBRUARY 12

The Pre-Sale is over. Main Sale begins. Buyers are rewarded with a **25% Knowledge Token Bonus**.

**25% bonus**

#### MARCH 12

Main Sale continues. Buyers are rewarded with a **5% Knowledge Token Bonus**.

**15% bonus**

**5% bonus**

**0% bonus**

#### FEBRUARY 26

Main Sale continues. Buyers are rewarded with a **15% Knowledge Token Bonus**.

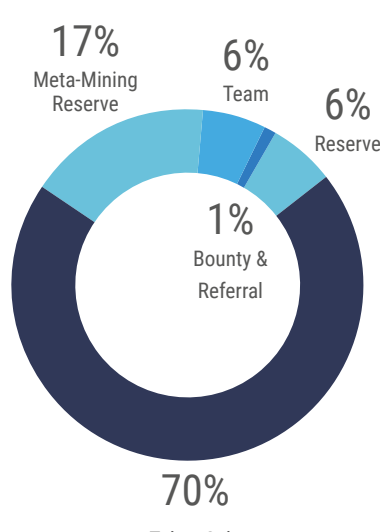
#### MARCH 26

Final days of the Main sale. **There is no bonus.** Token sale ends April 8th.

- Pre-sale dates: Jan 15-Feb 12
- Main Token sale dates: Feb 12-Apr 8
- Sale method: Cap Sale
- Token value: \$1.00 USD
- Crowdsale cap: \$65 Million
- Currencies accepted: BTC, LTC, ETH and Wire Transfer
- Minimum TX size: 0.01 BTC, 0.1 ETH, 0.5 LTC

- Pre-Sale Bonus Schedule:**
- Pre-sale: Early Bird - January 15th, 2018 12:00 PM - January 29th 11:59 AM - 50%
  - Pre-sale - January 29th, 2018 12:00 PM - February 12th 11:59 AM - 40%
- Main Sale Bonus Schedule:**
- February 12th, 2018, 12:00 PM - February 26th, 11:59 AM - 25%
  - February 26th, 2018, 12:00 PM - March 12th, 11:59 AM - 15%
  - March 12th, 2018, 12:00 PM - March 26th, 11:59 AM - 5%
  - March 26th, 2018, 12:00 PM - April 8th, 11:59 AM - 0%

### TOKEN ALLOCATION



### FUNDS ALLOCATION

