



InMark white paper Ver.01- Eng.

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1. Background

The media environment has evolved from providing one-way information through legacy media represented by TV and newspapers to actively acquiring information through portal sites, meta-service search, social networking services (SNS), and video media.

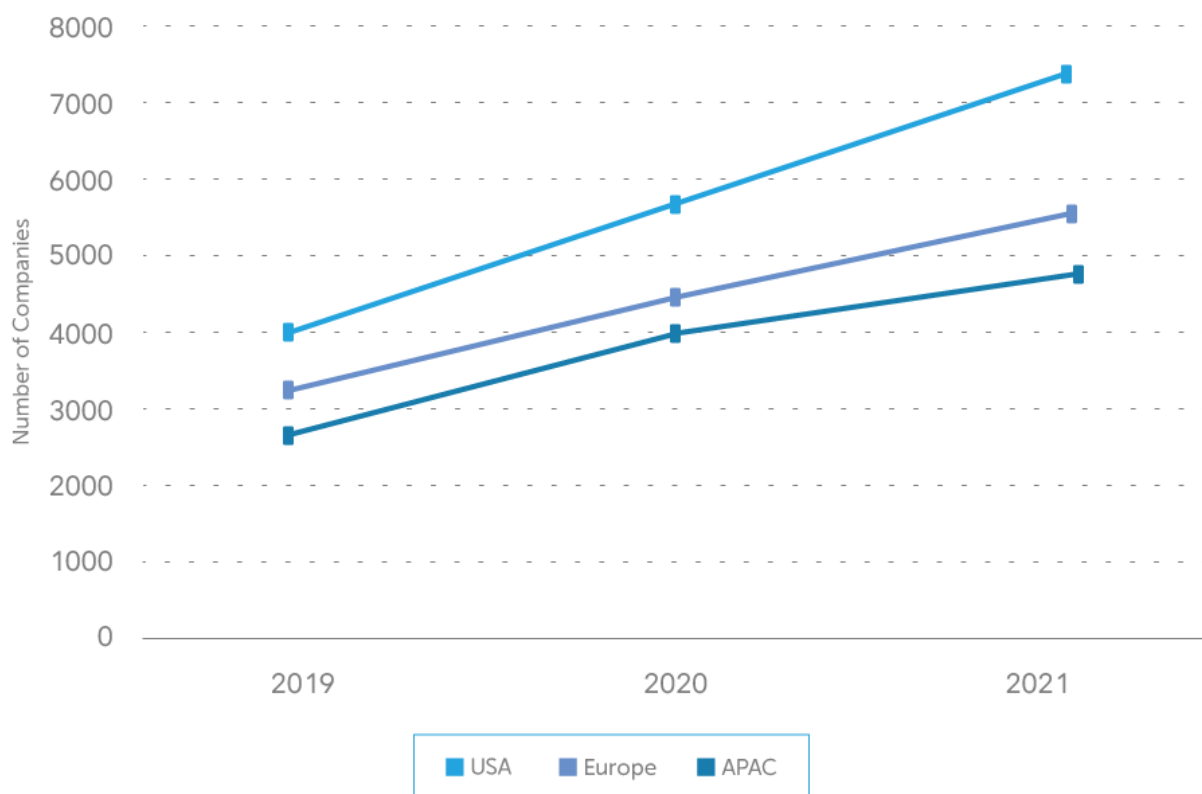
As we enter an era in which influential online influencers deliver product reviews and information in the form of conveying product reviews and information from the consumer's point of view, the effect is higher than viral through legacy media, marketing techniques use multi-channel techniques. In order to gain double consumer trust, the form of information provision is also increasing significantly.

According to the Influencer Marketing Hub, the global influencer advertising market is expected to grow from \$1.7 billion in 2016 to \$16.4 billion in 2022, and the domestic market has also grown to \$1.5 billion, similar to the domestic print advertising market.

In particular, as more and more consumers use SNS such as Instagram, YouTube, and TikTok, the market size of influencer marketing-related service companies is gradually growing to 18,900 worldwide in 2021. About 60% of brands with marketing budgets are increasing their influencer marketing budgets year-on-year.

Number of Companies Offering Influencer Marketing Related Services

Source : Influencer Marketing Hub



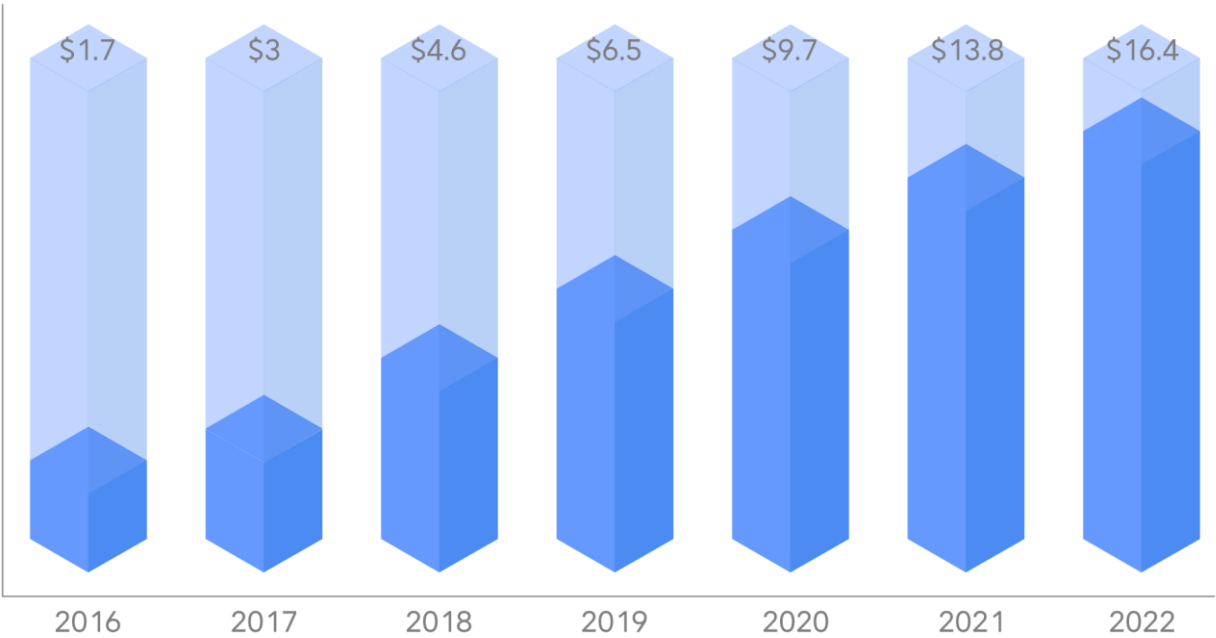
Based on this information, influencer's recommended marketing is now in the spotlight as the fastest customer acquisition strategy.

As an example, the smartphone manufacturer promoted the Galaxy Z-flip smartphone released in February 2020 through professional YouTuber ITSUB, and the S20 smartphone, which is scheduled to be released, was also marketed to promote experiences through six famous Instagram influencers.

Influencer Marketing Global Market Size

Unit : Billion dollars

Source : Influencer Marketing Hub



In the past, information spread through digital specialty stores and TV advertisements is being developed through user's direct experience content. This trend shows that sharing experience with famous influencers is gaining confidence from consumers and has a great influence on purchasing decisions.

2. Problems with online advertising marketing

2-1 Increased cost due to multiple intermediaries

Brands are allocating a portion of their budget to influencer marketing as it emerges, and that budget is increasing every year. Advertisers want to find the right influencer for their brand, and influencers also want to connect with the brand, but meeting them in person is not physically easy.

In order to execute campaigns in the existing online advertising marketing system, micromanaging was required for campaign management, such as influencer search, direct message contact, and conditional consultation, and it was an inefficient structure that required a lot of time and manpower to prepare and execute campaigns.

As a result, the role of an intermediary connecting advertisers and influencers has become necessary, and advertising agencies or intermediaries collaborating with brands have replaced that role.

However, in the process of discussing with influencer recruitment, influencers are recruited through media that operate double and triple brokers and influencer communities for work efficiency, resulting in multiple brokers, which increases the cost of the campaign.

As the viral marketing market grows, there is a need for a platform where influencers and advertisers can directly connect.



2-2 Problems with Impact Assessment Method

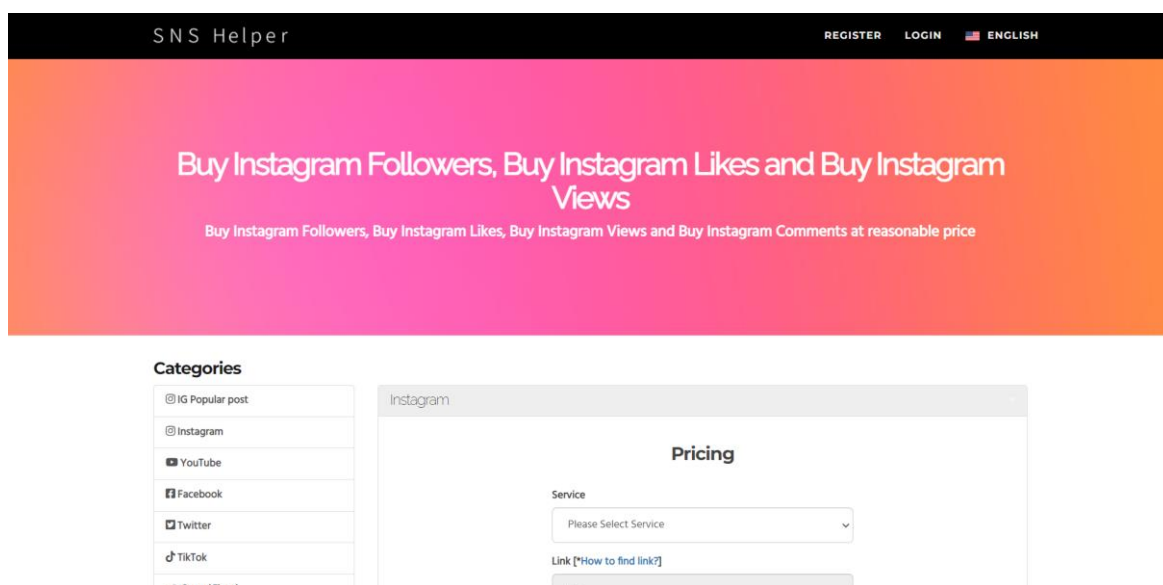
Advertisers prefer influencers with a large number of followers because they judge that the influence on an advertising campaign differs depending on the number of social networking service (SNS) followers of an influencer.

As a result, influencers with a large number of followers requested a larger financial compensation from advertisers, and as a result, the number of followers became the standard for calculating the amount of the reward.

The number of followers soon became the criterion for advertisers to select influencers, and influencers began to value social networking service (SNS) followers.

However, as the number of followers became the standard of economic compensation, fraud began to occur to manipulate "fake followers, fake accounts, comments, likes" to intentionally increase the number of followers, and even famous influencers are increasing their number with fake followers.

Advertisers have begun to question the authenticity of influencers' followers, with the limitations of verification of their credibility making it difficult to validate advertising campaigns, and even websites that artificially create the number of followers.



63% of marketing reps surveyed by Influencer Marketing Hub said they experienced false information from influencers while executing campaigns.

In order to solve these problems, it is necessary to be able to validate the influence of transparent and reliable influencers.

2-3 Absence of reliable data

Advertisers make direct contracts with influencers or indirect contracts through marketing agencies.

However, there is no reference point to evaluate the influence on influencers, so issues regarding the effectiveness of advertising campaigns arise.

Since there is no data that can determine the influence of an influencer, the marketing effectiveness of an advertising campaign must be judged only with limited data such as the number of followers, likes, and comments.

Due to this, there is a possibility that advertisers may not be matched with influencers that do not fit the sales or marketing purpose of the product, or that the results may not be as expected.

Advertisers have to pay for advertising in a situation where they cannot confirm the influence of influencers through limited data while conducting influencer marketing, and if marketing is conducted through a broker, additional brokerage costs are incurred.

On the other hand, influencer has no reason to demand reasonable compensation for marketing performance because there is no data to prove its influence, and if marketing is conducted through an intermediary, the influencer will receive less than contribution.

The global influencer marketing market size is growing at a rapid pace, but the current influencer marketing is increasingly experiencing negative factors that can damage advertisers, influencers, and consumers due to the absence of reliable data.

In response, the InMark Foundation has planned an InMark platform that enables reliable data and reasonable and efficient communication.

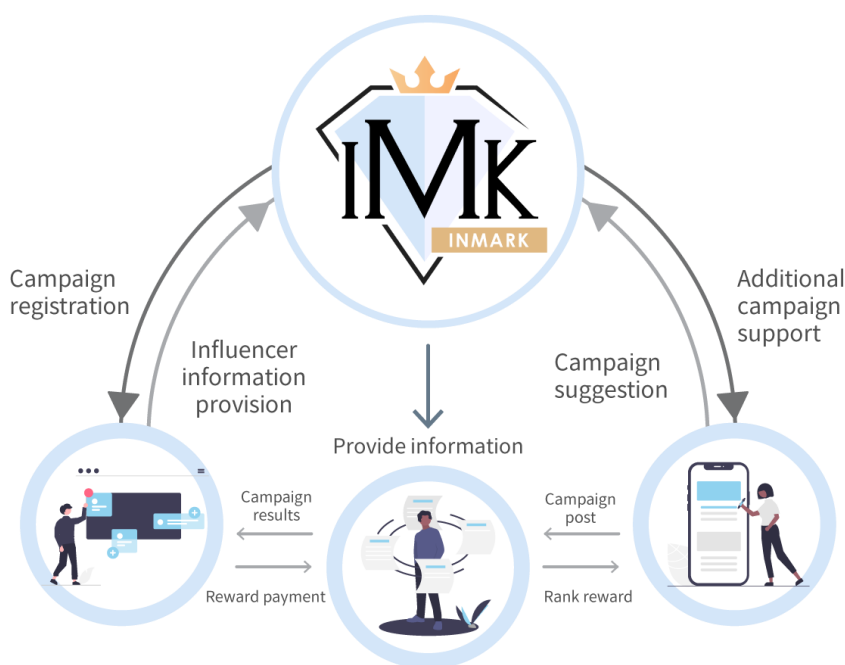
3. InMark

The InMark platform removes intermediary intervention, supports direct connection and contract between advertisers and influencers, measures influencer's marketing activities on a transaction-based campaign contribution, and provides a POC-type compensation and advertising cost rationalization system that provides rewards accordingly.

Traditional influencer marketing has been based on the number of followers. As a result, there has been an understanding that neither advertisers nor influencers are rational, with excessively high rewards for effectiveness or relatively low rewards for low followers despite high campaign contributions.

This is a phenomenon caused by the inability to quantify objective data that can serve as a basis for rewards. The advertising industry has tried to solve this problem, but there is still no platform that presents a reasonable reward payment method based on contribution.

In order to solve the above problem, the InMark Foundation is trying to solve the problem by developing a transaction-based contribution measurement algorithm using blockchain and smart contract technology to provide rewards.



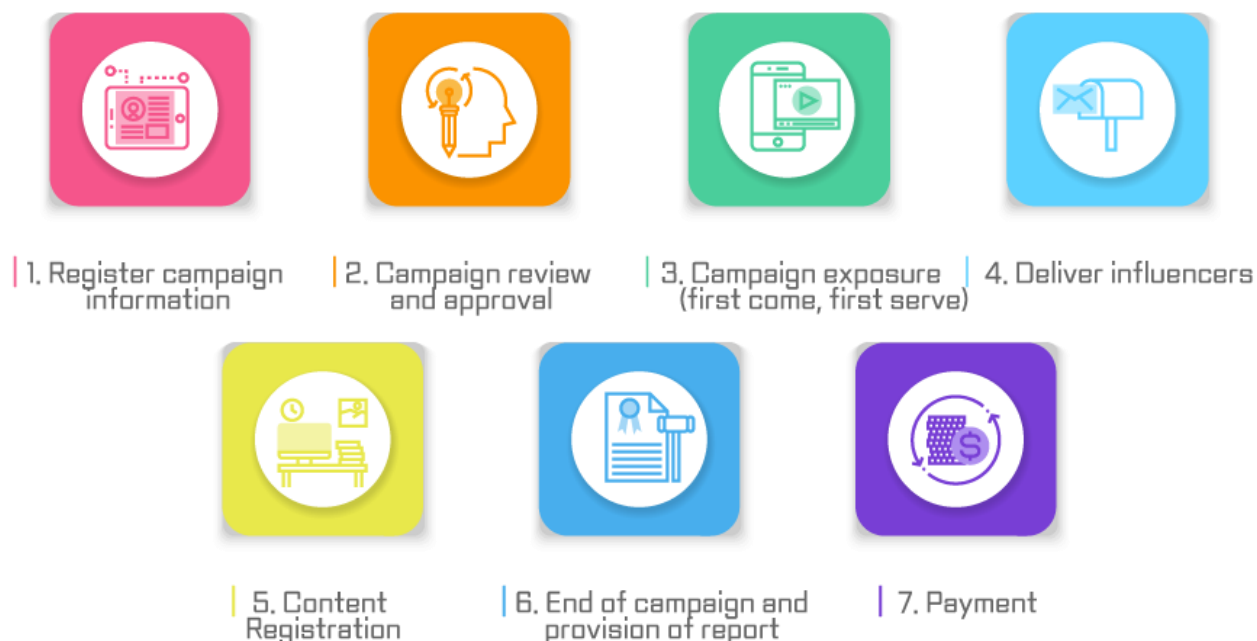
4. Business Model

4-1 Open call campaign

When an advertiser registers campaign information on the platform, the campaign is exposed to influencers after review.

Selected influencers can create content according to the campaign mission and post it on personal SNS. When the campaign period ends, reports are provided to advertisers and influencers, and settlement is made based on the report results.

In the case of public campaigns, it uses a first-come, first-served method, so influencer matching can be quickly achieved at the same time as the campaign registration, which is advantageous for campaigns that many influencers participate in and promote.



4-2 Selective campaign

Selective campaigns register advertising campaign information, and advertisers directly select influencers.

After checking the quote of the selected influencer, the campaign will proceed when the final willingness to participate is confirmed. Influencers create content according to the campaign mission and post it on their SNS.

When the campaign period ends, reports are provided to advertisers and influencers, and settlement is made based on the report results.

Selective campaigns are conducted in such a way that the advertiser selects the influencer they want when registering for the campaign, which can create better efficiency in brand image or influence.



1. Choose an influencer



2. Register campaign information



3. Influencer Decision Making



4. Influencer Delivery



5. Content Registration



6. End of campaign and provision of report



7. Payment

4-3 Data Analysis Verification System

Existing advertising agencies provided only superficial indicators such as the number of followers, views, comments, and likes by linking SNS (Instagram, Facebook, YouTube, etc.) accounts to the platform.

Advertisers had to judge the marketing effectiveness of their advertising campaigns only with this limited data, and in some cases, they did not achieve the desired results.

However, InMark measures the activity index of influencers through InMark's own evaluation algorithm, and provides advertisers with indicators to recommend or select influencers that match the brand image, 'fake followers', 'like bots', etc. will be able to rule out

4-4 Corporate Staking

Advertisers need IMK tokens to pay campaign rewards. Before registering for the campaign, you need to purchase tokens and transfer tokens to your wallet for reward distribution.

In addition, a discount rate is automatically applied to the advertising campaign price according to the holding period and quantity of tokens in the advertiser's reward wallet.

Holding a certain amount of tokens for a long time means that the platform is ready for new inflows and ongoing use and bonuses to influencers.

An influencer is an influencer whose contribution to the campaign is as high as the amount of cumulative rewards received as a bonus, and it can act as an element of recommendation to advertisers based on objective indicators of which category and brand it shows strength in.

The token you receive as a bonus will serve as an incentive to hold it for a long time, as it offers recommendations to meet more diverse brands.



5. Token Distribution

- Team & Adviser 5%

5% of the total issuance will be allocated to advisors and team members who contributed to the development of InMark. Tokens are distributed according to contribution, and the distributed tokens are unlocked 40% after 12 months from the date of receipt and the remaining 60% after 24 months.

-Reserves 5%

5% of the total issuance is company holdings. This reserve was allocated to deal with unexpected expenses.

-Pre Sale 15%

In order to collect development costs to operate the InMark platform and become a global platform, an incentive system for early investors was applied. Additional payments and lock-ups are applied according to the purchase quantity of tokens.

-Marketing and Development 20%

20% of total issuance is allocated for strategic global marketing and platform service deployment and development.

-Eco-system 35%

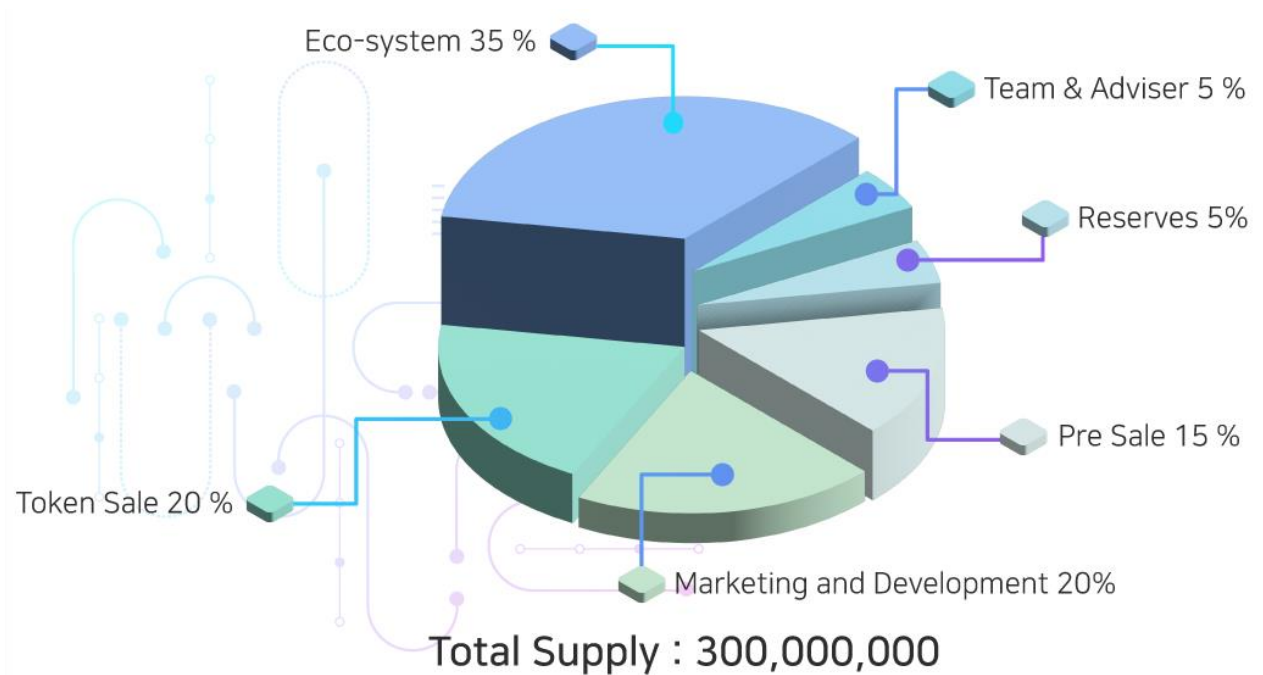
This is the quantity allocated for the system maintenance and successful activation of the ecosystem of the InMark platform.

Token Name: InMark

Symbol : IMK

Protocol : ERC – 20

Total Supply : 300,000,000



6. Pre-Sale Incentives

In order to raise development costs to operate the platform and become a global platform, the initial investor incentive system was applied.

This fund will also be used as a development cost to be reborn as a global platform in the future, and this will generate high expected returns.

Initial Investor Incentives	
Purchase quantity	Incentives
5,000~9,999	10%
10,000~19,999	15%
20,000~49,999	20%
50,000~	30%

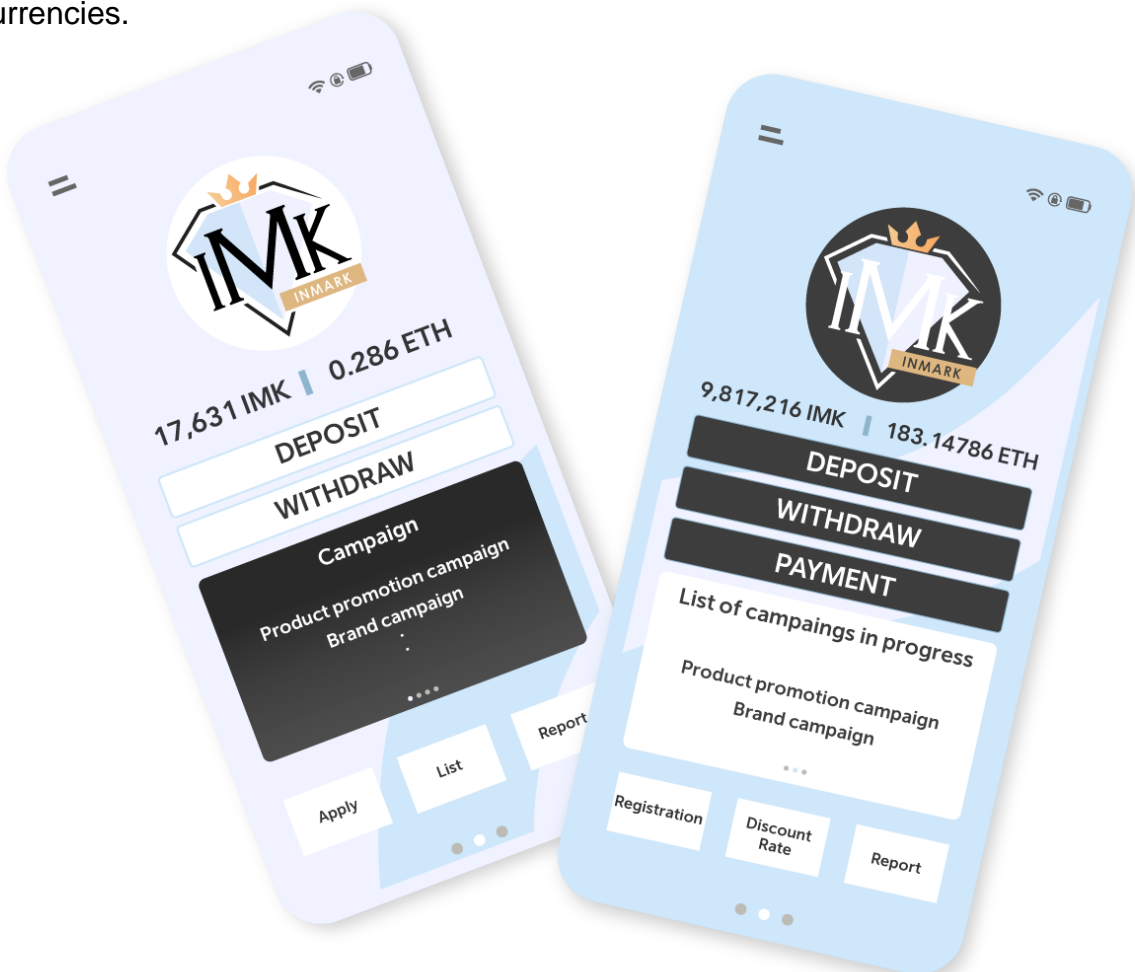
7. Wallet

There are two wallets supported by InMark: a reward payment wallet for advertisers and a general wallet.

Both wallets can check IMK tokens in real time, and are equipped with functions to transfer and store.

The reward payment wallet has a function of applying a discount rate to the advertising campaign price according to the holding period and quantity of tokens.

You can transfer INK tokens to the listed exchange and exchange them for fiat currencies.



8. RoadMap



2021

Q3
InMark platform planning Formation of team & advisor and establishment of foundation

Q4
Dashboard, backend development
Smart contract development



2022

Q1
Whitepaper V1.0

Q2
Start of InMark Wallet development

Q3
InMark platform beta development begins

Q4
Started development of contribution measurement algorithm



2023

Q1
InMark Wallet development completed
Listed on overseas exchanges

Q2
InMark platform pilot operation
Start developing SNS API
Began development of advanced analytics tools for advertisers

Q3
Pre-recruitment of advertisers and influencers
Preparing to launch the InMark platform

Q4
InMark platform official launch
Advertising agency and agency sales
Additional listing on overseas exchanges

9. Disclaimer

Please read the information below carefully. The information below applies to anyone reading this white paper.

If you have any doubts about the contents of this white paper, you should consult with an accountant, lawyer or other expert before purchasing.

1. The purpose of this white paper is to provide summary information and introduction to the InMakr platform being prepared by InMakr. This White Paper is not legally binding on the InMakr Platform or InMakr.

2. The content of the white paper may change depending on the contents of the InMakr platform in progress, changes in the market, technological development, and changes in token regulation. However, InMakr has no obligation to notify or report to readers about the platform specified in this white paper, future plans, changes in estimates or changes within the margin of error, etc.

3. Tokens issued by this project are not intended to constitute a unit of securities, business trust, or collective investment plan, and each definition follows the definition set forth in equivalent regulations in other jurisdictions.

4. This white paper is not provided as a business plan, business prospectus, proposal, etc., and should not be interpreted as an investment proposal or solicitation, such as securities, business trust units, or collective investment plan units, in any jurisdiction.

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8. As of the date this White Paper was created, InMakr is not complete or fully operational. The IMK token issued by this project has been described on the premise that InMakr will be complete and fully operational, but this should not be construed as a guarantee or commitment to the completion and full operation of the platform.

9. The creation of the ecosystem may be delayed or other intangible losses may occur due to InMakr's unintended reasons, such as third-party system attacks, natural disasters, and irresistible drag. In addition, InMakr is not responsible for Buyer's risk of losing or leaking Buyer's Private Key.

10. The development of the InMakr platform may be suspended or service direction and plan may be changed due to the lack of freedom from all risks such as falling token value, changing market environment, uncertainty, political risks, and competition with competitors.