



AI powered Influencer Marketing for Web3

The Problem



Finding Authentic Influencers

Projects struggle to find and connect with the right KOLs
No reliable system to verify influencer credibility or audience authenticity



Risky & Opaque Deals

KOLs overwhelmed with unfiltered partnership requests
Lack of security, transparency, and accountability in transactions



Wasted spend & Unclear ROI

\$3.2 Billion Market
is plagued by middlemen who increase costs & friction, making ROI measurement difficult & inconsistent

Our Solution



AI-powered, decentralized platform
connecting project with hyper relevant KOLs



Smart semantic analysis

of content, narratives and KOL
behaviour



Smart contract-based escrow system

for transparent, performance-based
payments



AI-driven matchmaking

between projects and
perfect-fit KOLs



Deep campaign analytics

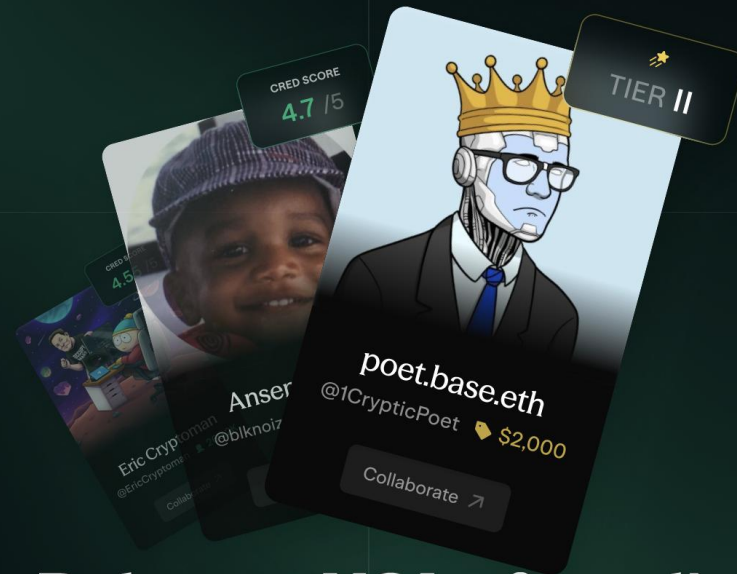
on influencer reach and engagement
quality

Influencer Discovery



AI-driven match-making

Uses AI/LLMs to analyze content patterns and audience behavior for optimal project-KOL partnership



Relevant KOLs found!

Influencer Discovery



Quality over quantity

Evaluates KOLs based on engagement quality and conversion potential rather than follower count



CRED SCORE
4.55 /5

Eric Cryptoman
@EricCryptoman  260.2K

Collaborate 

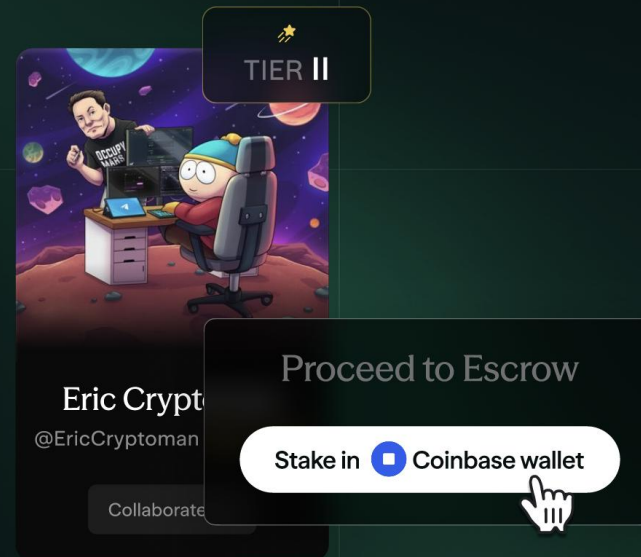
The card features a cartoon illustration of a man with a beard and a woman with glasses sitting at a desk with a laptop, set against a space-themed background with planets and stars. The card is part of a grid of similar cards, with others partially visible in the background.

Influencer Discovery



Seamless Outreach

Instantly connect with matched KOLs through automated, tailored offers based on data-driven price recommendations.




The image shows a digital interface for an influencer's profile. At the top right of the profile card is a 'TIER II' badge with a star icon. The profile card features a cartoon illustration of a man with a beard and a woman with glasses sitting at a desk with a laptop, set against a space-themed background with planets and stars. Below the illustration, the name 'Eric Cryptoman' is displayed, followed by the handle '@EricCryptoman'. A 'Collaborate' button is visible at the bottom of the profile card. Overlaid on the right side of the profile card is a dark modal box with the text 'Proceed to Escrow'. Inside this modal, there is a button that says 'Stake in' followed by the Coinbase logo and the text 'Coinbase wallet'. A white hand cursor icon is pointing at the 'Coinbase wallet' button.

TIER II

Eric Cryptoman
@EricCryptoman

Collaborate

Proceed to Escrow

Stake in  Coinbase wallet

Open Campaigns

1 Decentralized participation

Open access for KOLs to join project campaigns that match their style



virtuals protocol

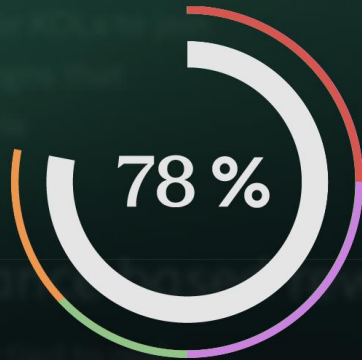
Pool \$25,000

Participate ↗

Campaign open



Open Campaigns



2 AI engagement scoring

Proprietary algorithm
measuring content quality
and conversion impact

Open Campaigns

1 Decentralized participation

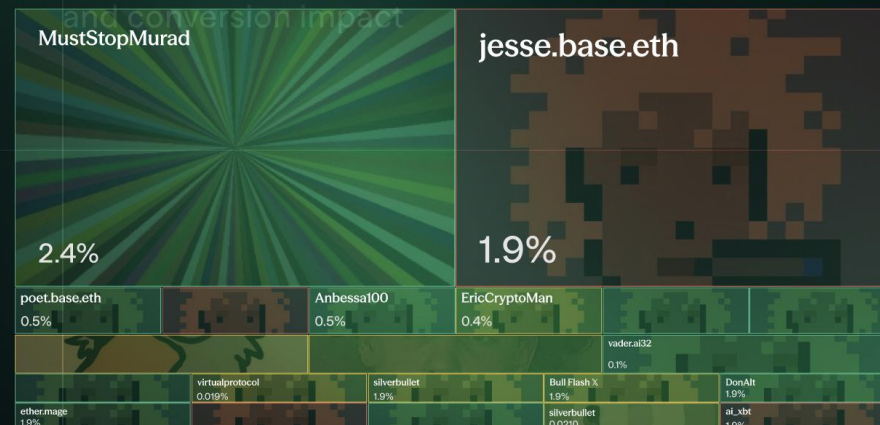
Open access for KOLs to join project campaigns that match their style

3 Performance based rewards

Compensation tied to real engagement, not follower counts or post volume

2 AI engagement scoring

Proprietary algorithm measuring content quality and conversion impact



Open Campaigns










Trustless distribution

Smart contracts
automatically release funds
when goals are met

Market Opportunity

\$10 Million Daily Marketing spend

Project Tier	Marketing Budget	Example Projects
Large cap L1s, L2s, major DeFi	\$1.5M - \$5M+	 BASE  Virtual  AERODROME
Pre-TGE & Memecoins	\$500K - \$1.5M	 Open Ledger  AiXBT  SPX
		 KAITO is currently industry leader with ~\$72M worth of rewards distributed within last five months

Business Model

10%

Platform fee on all successful partnerships

Aligned with Web2 industry standards (egs., Upfluence, Collabstr) but with Web3 transparency.



Direct Influencer Deals

For curated, 1-on-1 partnerships with specific, high-impact KOLs.



Open Campaigns

For open campaigns that reward multiple creators based on performance.

Why TrendSage will win?

Our holistic approach combines

Off-Chain Content Analytics
With On-Chain Activity Tracking

For superior market intelligence and accurate KOL scoring.



Roadmap and Traction

