KNOWPIA WHITE PAPER
Knowpia Inc.

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1.Overview

The creator economy is a brand-new business model born out of the rapid development of the Internet. Although the concept of the Creator Economy originated in the Web2 era when the creation of online content became popular, its real realization will be in **Dawn of Web4**, which can be called a **Decentralized Commonwealth Sharing Economy by KNOWPIA.**

In the Web2 era, because of the reliance on centralized companies that provide platform services, creators need to be attached to the platform and a large part of the creator's income must be paid to third parties as service fees and divided by the platform. At the same time, these centralized platforms hold the review/audit power of works and even more, if the platforms believe that the creator's content does not comply with their policies, they can prohibit uploading or deleting it, so the creator actually lacks creative freedom. Creators in the Web2 era are more likely to use advertising to earn revenue than to create content itself.

Due to technological development, the centralized Web2.0 platform's ability to tap creators and the improvement of creators' economic benefits need to be strengthened, the creator economy in **Dawn of Web4** will solve the shortcomings of the Web2.0 stage and make changes in the following directions.

First, the creator will become the owner of his own works.

The emergence of technologies such as blockchain, smart contracts, cryptocurrencies, decentralized storage and NFTs have made this happen easily, and the control of works will be transferred from the platform to the creators.

A fundamental property of the blockchain is that once something is on the chain, it cannot be altered or counterfeited. So by using NFT based on blockchain technology, the content starts to be owned by the creator.

As a proof of ownership, NFT verifies the authenticity of the content, effectively avoiding the risk of counterfeiting or misappropriation of the created content. The Web3 era is an era of decentralization, where creators can independently publish and sell their works without relying on a centralized platform.

If the blockchain technology confirms the rights of the creator, the smart contract records the transfer of ownership in the transaction of the work, ensuring the transparency and security of the process. Blockchain and smart contracts together solve the problem of unclear ownership of content created in the web2 era.

Second, creators will have the fair opportunities to obtain corresponding rewards and income. At the same time, creators will receive sufficient support and attention.

Creators can independently publish and sell their works on Web3.

The revenue of the work no longer needs to be divided into third-party organizations or divided by the platform, and creators can more directly obtain more income from content creation itself. At the same time, the rapid development of innovative AI-powered tools can significantly expand the ways of content creation with efficiency and scalability.

Besides the traditional media works, using **Dawn of Web4** and AI technology, contents will have more forms, such as NFT art, digital humans etc.

The increase in content forms and creation methods means that creators' income channels have increased, which also provides an opportunity to increase creative income on the other hand.

Users, fans and content consumers can directly participate in the sharing economy. Fans can obtain a certain amount of content ownership by purchasing the creator's works of NFT, and when the value of NFT rises or the creator becomes popular, they can get large returns from it.

Third, the platform will not disappear, but will exist in some decentralized organization (for example DAO) and ensure smooth management through transparent operation and incentive mechanisms.

DAO (Decentralized Autonomous Organization) is an organizational system that breaks away from the platform-centric model, the operation, management, and decision-making of the organization are completed by all members, through the mechanism of blockchain & AI technology.

Resources and governance rights are distributed among all members. The operating mechanism of DAO is no longer unfathomable.

Under DAO management, the motivation of all knowledge users is stimulated. The degree of freedom in content creation is higher, and the distribution of income from work is more and clearer. The enthusiasm and creativity of creators can be fully utilized.

DAO will provide a democratized, decentralized content landscape, and creators can take control of their work, how it is distributed, and how it is valued.

Back in 2018, KNOWPIA already had the leading concept of the Sharing Economy based on blockchain technology. From its previous white paper, *KNOWPIA was designed to be a blockchain-driven global knowledge platform that integrates, facilitates, and produces digital contents. KNOWPIA will use blockchain technology to document your contributions and reward its members.*

KNOWPIA - Social Sharing Platform

Youtube - Social Knowledge Platform which was published on Jun 9, 2020 showed that KNOWPIA had the idea of incentivizing contributors which was much earlier than STEPN.

2. Mission

KNOWPIA's mission is to democratize and revolutionize the creator economy by establishing a pioneering Web4 ecosystem. Our goal is to empower creators to produce impactful and concise content through the use of blockchain technology, AI-powered tools, and security token incentives. We are committed to delivering a seamless and user-friendly experience, enabling creators to unleash their creativity and generate valuable micro-posts such as knowledge snippets, trends, jokes, comics, and short videos.

In addition, we are committed to implementing a decentralized autonomous organization (DAO) management model. Our goal is to break the control of centralized platforms and technology giants by leveraging **Dawn of Web4** and DAO frameworks. Through the DAO, creators will have a say in the governance and decision-making processes of the platform. This ensures that creators have a direct role in shaping the platform's policies, features and token incentives.

KNOWPIA platform will integrate blockchain technology, allowing creators to transform their works into non-fungible tokens (NFTs) and engage with their fans through exclusive ownership and monetization opportunities.

KNOWPIA is proud to provide a compliant framework for security token offerings (STOs), enabling creators to issue STO tokens that represent ownership in the platform or other underlying assets. This allows creators

to access a broader investor base and provide investors with enhanced protections and regulatory compliance.

By providing this comprehensive **Dawn of Web4** ecosystem that encompasses AI-powered content creation, DAO governance, NFTs, and STOs, we empower creators to gain greater control over their works, break free from centralized intermediaries, and cultivate a thriving community that appreciates and supports their artistic endeavors.

KNOWPIA Dawn of Web4 Architecture
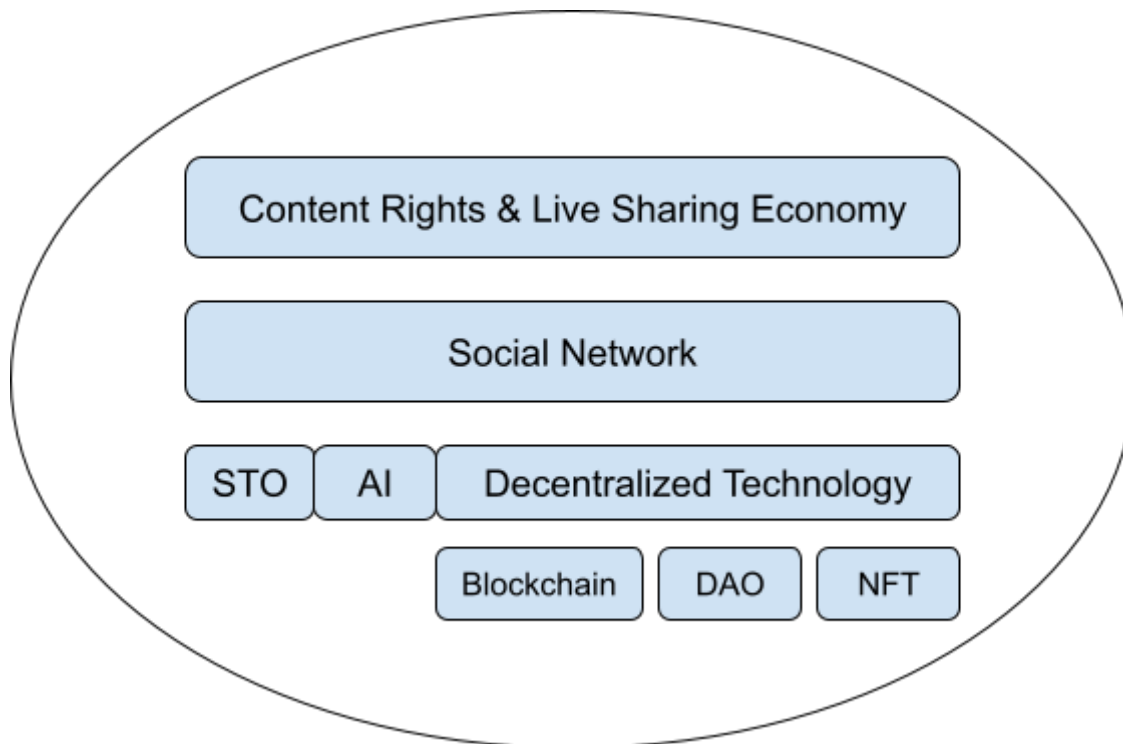
KNOWPIA will start the **dawn of Web4** and shape the next generation of the Internet.

3. STO

STO is **Security Token Offering**, a fundraising method in which digital tokens are issued and sold to investors in compliance with applicable securities regulations and laws.

3.1 Definition

Security tokens are subject to the SEC (*U.S. Securities and Exchange Commission*) under the same laws as traditional securities.

Unlike Initial Coin Offerings (ICOs), which often faced regulatory challenges due to the sale of utility tokens, STOs are designed to be compliant with securities laws. Issuers must adhere to the securities regulations of the jurisdiction in which they operate, which typically involves conducting proper registration or utilizing exemptions available under those regulations.

The most dramatic difference between an Initial public offerings (IPOs) and an STO is that the latter is responsible for distributing digital, asset-backed blockchain tokens whereas IPOs are real packets of shares. In addition, any legitimate company can offer STOs, whereas IPOs are launched only by private companies.

3.2 KYC

For buyers or investors, STO typically requires Know Your Customer (KYC) procedures. By conducting KYC checks, STO issuers and platforms can ensure compliance with regulations and mitigate risks associated with fraudulent or illegal activities. KYC procedures help to create a transparent and regulated environment for the issuance and trading of security tokens, providing greater investor protection.

KNOWPIA will implement the KYC for all the contributors when they participate in the platform.
KNOWPIA will use tZero or 3rd KYC service partners to realize it.

Though different jurisdictions might have different norms, a standard norm for verification comprises of:

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Full Name
Date of Birth (DOB)
Residential Address proof
Government issues IDs such as passports and
driving licenses
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3.3 Advantages

KNOWPIA INC. is a corporation organized and existing under the laws of the USA.

KNOWPIA decides to issue STOs which will definitely bring many advantages to our CreatorFi Web3 project.

- Enhanced Investor Protections: STOs operate within existing securities regulations, providing enhanced investor protections compared to traditional token offerings. Compliance with securities laws ensures that investors have access to important information, disclosure requirements, and investor suitability checks. This fosters trust and confidence among investors and helps attract a wider range of participants.

- Increased Market Access: By utilizing STOs, our project can tap into a larger pool of potential investors. Security tokens can be offered to accredited investors or through exemptions, allowing the project to target a broader range of individuals and institutions who may be interested in participating and supporting the project.

- Liquidity and Fractional Ownership: STOs enable fractional ownership of assets, allowing investors to own a portion of the project. This fractional ownership can enhance liquidity and increase market efficiency by allowing token holders to trade their security tokens on compliant secondary market platforms. It opens up opportunities for investors to buy and sell their holdings, potentially increasing the overall liquidity of the project.

- Regulatory Compliance and Trust: Conducting an STO demonstrates the project's commitment to regulatory compliance and transparency. By adhering to securities regulations, the project showcases its dedication to operating within the legal framework and abiding by

investor protection guidelines. This can enhance trust among investors and stakeholders, fostering a more secure and credible environment for participants.

- Expansion of Funding Options: STOs provide an alternative fundraising avenue for our project. By issuing security tokens, the project can raise capital from investors who are specifically interested in owning a stake in the project. This diversification of funding options can help the project secure the necessary resources to fuel its growth and development.

- Alignment with Traditional Financial Systems: STOs bridge the gap between the traditional financial system and the Web3 ecosystem. They offer a familiar framework for investors who are accustomed to traditional securities markets, facilitating their participation in the CreatorFi project. This alignment can attract institutional investors and enable collaborations with traditional financial entities, fostering further adoption and growth.

Overall, integrating STOs into KNOWPIA Knowledge Sharing project brings regulatory compliance, investor protections, increased market access, liquidity opportunities, and alignment with traditional financial systems. These advances can help attract a wider range of investors, enhance trust and credibility, and provide the necessary resources for the project's success.

4. AIGC

AIGC stands for Artificial Intelligence-Generated Content. AIGC can encompass various forms of content, including text, images, videos, music, and more. It is considered to be a new content production method after PGC and UGC. AI painting, AI writing, AI composition, AI video production etc. are all specific forms of AIGC.

In 2022, the development speed of AIGC is astonishing, and the iteration speed is showing exponential development. Among them, the continuous improvement of deep learning models, the promotion of open source models, and the possibility of commercialization of large models are all helping the rapid development of AIGC.

AIGC can quickly and effectively improve the productivity of creators. Based on AIGC, there are many AI-powered tools (models/engines) that can significantly aid WEB3 creators in content generation.

Text Generation: Advanced models such as OpenAI's GPT-3.5/4, Google Gemini, Deep AI, Llama 2, and Jasper, along with tools like Quillbot and HiveMind, can produce human-like text based on prompts. These capabilities empower creators to efficiently generate compelling and engaging content.

Image Generation: AI image engines like Midjourney, Stable Diffusion, DALL-E, Deep AI, DeepArt, Deep Dream, and Canva generate unique and

visually striking images from diverse inputs, offering creators a wide array of visual content options.

Video Generation: AI-powered video editing tools, such as Moovly, D-ID, Creatomate, Wibbitz, Pictory, Magisto, FareFly, or Adobe Premiere Pro's AI features, automate video creation and editing tasks. This streamlines the video production process, enabling creators to easily generate professional-looking videos.

Music Generation: AI-powered music tools such as OpenAI's Jukebox, Google Magenta, AIVA, Amper Music, and WaveAI empower creators by automating music generation. These tools streamline the process, making it easier for creators to produce background songs or soundtracks for various applications. Whether it's the advanced capabilities of Jukebox, the open-source versatility of Magenta, or the user-friendly interfaces of AIVA, Amper Music, and WaveAI, these tools offer a range of options for generating music, enhancing creativity, and simplifying the music composition process.

NFT Creation: AI-powered platforms like Rarible or Mintbase can simplify the process of transforming creator content into non-fungible tokens (NFTs), facilitating the tokenization and monetization of digital creations. NFT Marketplaces: AI-powered marketplaces, such as OpenSea, Magic Eden or SuperRare, leverage AI algorithms for content discovery, curation, and recommendation, helping creators gain visibility and connect with potential buyers.

Social Media Analytics: AI-powered tools like Sprout Social or Hootsuite use machine learning algorithms to analyze social media data, providing creators with valuable insights on audience engagement, demographics, and content performance.

Trend Analysis: AI tools, such as Google Trends or BuzzSumo, can analyze data from various sources to identify emerging trends, topics, or keywords relevant to a creator's niche, enabling them to stay informed and produce content that resonates with current interests.

5. Content Economy

KNOWPIA mission is to empower content contributors by providing them with a ***Dawn of Web4*** that combines AI-powered tools, security token incentives, and NFT capabilities.

5.1 Contents

<u>Formats</u>

At this phase KNOWPIA will focus on the micro-posts:

- articles : 280 words limited
- pictures: 5 MB limited
- videos*:* less than 600 seconds

- audio：less than 10 minutes

Other media formats like news, blogs, novels, long videos, books will be supported in the future based on the development of our platform.

<u>Definition</u>
The content will include title, subtitle, format-standard body, time, owner, related contributors, comments and likes.

KNOWPIA will build a powerful AI Assistant integrated with advanced AI models and agents and to help the content creators to provide enjoyable and valuable content to our users in an efficient and effective way.

KNOWPIA will use decentralized storage to document all the contents on-chain.

5.2 Reputation Score

The true value proposition and influence of KNOWPIA lie in its ability to leverage Platform behavior data to launch a mechanism to quantify user participation to better influence behavior online in the digital world. Through the critical mass of scale and adoption, KNOWPIA will develop an advanced, proprietary scoring system that aggregates data on user's contributions and behavior on the platform to produce a unique social metric - the KNOWPIA Reputation Score.

<u>Reputation Scoring Architecture</u>

The contributor rewards are architectured to be variable and based on a Reputation Score. The Reputation Score increases with good behavior and decreases with bad behavior.

Reputation Score will be determined by the KNOWPIA platform later.

Reputation Rate = Reputation Score / 100

Now, Reputation should be considered into a contributor's reward points calculation. Using this technique will allow the KNOWPIA system to host various intermediate levels and reward each contributor accordingly.

5.3 Rewards

KNOWPIA will implement mechanisms to track user activities and interactions within our project. This aims to incentivize and reward user engagement.

Maximum Daily Rewards

The maximum daily rewards limit is Unlimited.

First 7-Days Rewards

To encourage user engagement during the first seven days of KNOWPIA app or website, consider the following steps:

Day 1	5 Points	
Day 2	5 Points	
Day 3	5 Points	
Day 4	5 Points	
Day 5	5 Points	
Day 6	5 Points	
Day 7	5 Points & a Badge NFT	

Regular Rewards

The Task Reward Number represents the points a contributor earns for completing a specific social task.

No	Type	Task Reward Number	Details

1	Accept earlier rewards		The rewards from the creators of Knowpia.com Platform.
2	Registration	5 Points	One time only
3	Daily login	1 Point	Daily after 1st 7 days
4	Content creation	0 ~ 30 Point	Valid posts to earn points: - Must have more than 25 words - Must include a media - Rewards rules: Be read and Be liked.
5	Be read	0.1 Point	Keep reading for 5 seconds. The same IP per post is counted once only.
6	Be liked	0.5 Points	The same IP per post is counted once only.
7	Like/Dislike	0.5 Points	The same IP per post is counted once only. After reading for 5 seconds. The maximum number of likes eligible for reward per day is 50.
8	Comment	1 Point	The same IP per post is counted once only. The maximum number of comments eligible for reward per day is 50.
9	Sharing	1 Point	The same IP per post is counted once only. If the sharer and the author are the same person, the

			points will not be repeated. The maximum number of shares eligible for reward per day is 50.
10	Read	1 Point	The same IP per post is counted once only. The maximum number of reads eligible for reward per day is 50.
11	Invitation	10 Points	The inviter will be rewarded for every new member with the invitation code. The maximum number of invitations eligible for reward per day is 10.
12	Report	2 Points	Rewards will be given to the reporter after the report is verified, otherwise the reporter will be deducted by the Rewards. The creator's rewards will be deducted by the number of the Content Creation.

<u>Rewards Equation</u>

Contributor Reward Points = ΣTask Reward Number * Reputation Rate

5.4 Conversion

By converting rewards into STO tokens, KNOWPIA offers contributors an additional pathway to participate in the platform. This mechanism also enables users to gain a sense of ownership and access potential financial benefits. The conversion process is structured in accordance with SEC Rule 701.

Rules

Every day at 12 o'clock in the middle of the night (PST), the contributor reward points will be converted into STO tokens based on the following equation:

$$STN = CRP * CR * NFTb(r, e, d) * TMS(p,s) * IF(min, max)$$

STN: STO Token Number

CRP: Contributor Reward Points

DNTN: Daily Unlocked Token Number

CR: Conversion Rate is a system value, default is 1. This value is set by the KNOWPIA team.

IF: It is a condition function that checks whether the CRP falls within a minimum and maximum range . The minimum is 100, and the maximum is 10,000.

NFTb: Badge NFT parameter. r is Increasing Rate, e is Efficiency Rate and d is Duration.

TMS: Token Minting Speed is a dynamic parameter and default values is 1.

p is token price and s is liquidity supply.

It will change automatically **by minutes** subject to the **KNOWP token** market changes.

KNOWPIA will continuously monitor the token price, supply, and market conditions to adjust the token minting speed.

It will help maintain price stability by preventing rapid inflation or deflation, and keep a healthy and long term development of the KNOWPIA ecosystem.

TMS Mathematical Algorithm

Price deviation	`D_price = P_current - (P_min + P_max) / 2`	`P_min and P_max be the minimum and maximum target price values.`
		
		`P_min and P_max will be set by the KNOWPIA platform according to last minute's price.`

Supply deviation	`D_supply = S_current - (S_min + S_max) / 2`	`S_min and S_max be the minimum and maximum target supply`

		values.
		S_min and S_max will be set by the KNOWPIA platform last minute's supply.
Normalization	N_price = D_price / P_width N_supply = D_supply / S_width	
Weights	A = W_price * N_price + W_supply * N_supply	W_price + W_supply = 1 W_price and W_supply will be set by the KNOWPIA platform.
Adjustment factor	A = W_price * N_price + W_supply * N_supply	
New minting speed	M_new = M_current * A	

5.5 AI Agent Suite

KNOWPIA will build two AI-Driven Agents to empower your creativity & community.

- **Creative AI Agent**

  Unlock powerful tools to supercharge your content creation:
  - Auto-generate social media posts, articles, and blog content
  - AI-powered music composition and sound design
  - Create stunning videos with AI narration and visuals
  - Generate images, illustrations, and digital art with ease
  - Get customized content recommendations to inspire your next project

- **Social AI Agent**

  Your always-on assistant for social community management:
  - Acts as a virtual user representative
  - Auto-responds to comments and DMs with intelligent replies
  - Participates in community engagement and trending conversations
  - Helps organize and host live streams seamlessly
  - Delivers personalized suggestions to grow your fanbase

- **Subscription Model**:

  Activate either agent using tokens — your gateway to smart, automated, and interactive experiences.

5.6 DAO Governance

Using a Decentralized Autonomous Organization (DAO) for content governance on social network platforms is an innovative approach in the Web3 era. It leverages a decentralized governance structure that allows community members to collectively decide platform content policies and governance rules. This model enhances transparency, fairness, and reduces control by centralized entities. DAO governance plays an essential role on the Knowpia platform:

Establishing the DAO

First, a DAO is established on the blockchain as the governance structure for the social network. This DAO is responsible for managing the platform's content policies, review processes, user behavior norms, and more. All rules are formulated and executed through community member voting via smart contracts.

Reporting and Review

Users can report inappropriate content, and DAO members will vote to determine how to handle that content. For example, content reported by multiple users will automatically trigger a community review process, where DAO members vote on whether the content should be deleted, hidden, warned against, etc. The voting results directly determine how the content is treated.

Punishment and Reward Mechanisms

The DAO can establish reward and punishment mechanisms to encourage

accurate content reviews and reporting behavior. For example, members who participate in reporting and reviewing content and whose decisions are validated by the community will receive token rewards. Conversely, those who misuse the reporting system or make decisions that violate community standards may be penalized.

<u>Combining with AI Automated Detection</u>

1. Automated Review

   When users post content, the platform uses machine learning algorithms, natural language processing, image recognition, and other technologies to perform real-time scans to check if the content violates community standards. For instance, the automated system can flag content involving hate speech, violence, adult content, misinformation, and other sensitive materials.

2. Content Filtering

   Some content (such as offensive language or graphic violence) may be automatically deleted or flagged for further review.

By combining the community-driven governance of DAO with AI-powered content moderation, this model ensures a decentralized, efficient, and transparent approach to managing content on the platform.

6. Token Economy

KNOWPIA aims to provide a creative platform for creators to generate valuable content for our users.

KNOWPIA will issue the **KNOWP** token and it will play a crucial role as the primary incentives for the contributors.

The **KNOWP** token is a STO token under Regulation D.

Here is the link to Knowpia Inc.'s filing document with the SEC. ([Link](#))

6.1 Ecosystem

STO Exchanges ← Purchase Tokens / Sell Tokens → External KYC Account ← Purchase NFT / Sell NFT → 3rd Party NFT Marketplace

Withdraw Tokens & NFT / Deposit Tokens & NFT

Contributors
- Account
- Rewards
- KNOWP tokens
- Content
- Dukes NFT
- Badget NFT
- Gift NFT
- AI Assistant
- Boost Manager
… …

Convert Rewards
Receive Tokens
Earn Tokens
Stake Tokens
Earn Tokens

Platform
- Rewards
- KNOWP tokens
- Gift NFT
- Badget NFT
- AI Assistant
- Boost Manager

Purchase Boost Campaign
Spend Tokens
Sponsors

Earn Tokens

List NFT

Sell NFT
Earn Tokens
Purchase NFT
Spend Tokens

Marketplace
- Content NFT
- Dukes NFT
- Gift NFT
- Badget NFT
… …

Earn Tokens   List NFT   Spend Tokens

Earn Rewards
Earn Tokens
Mint NFT
Subscription
Spend Tokens

Creator

Earn Rewards — Read
Earn Rewards — Like
Earn Rewards — Comment
Earn Rewards — Share
Earn Rewards — Report
Spend Token — Tipping

Ecosystem

6.2 Tokenomics

Name: KNOWP

      The token smart contract will be deployed on an Ethereum L2 blockchain with **18** Decimals.

Supply: The **KNOWP** token will have a fixed token supply of **18.3** Billion tokens.

Initial Price: $0.01

All prices in KNOWP in the white paper are based on this. They will be adjusted according to the market price after KNOWP is listed.

Utilities: **KNOWP** serves as the exclusive currency for platform transactions, including:

1) Incentives for Social Engagement: Used to reward and incentivize active participation and engagement on the platform.
2) Payments:
   a) Tipping: Allows users to tip with NFT gifts to valuable contents or creators.
   b) Advertisement: Facilitates payments for Boost Manager services on the platform.
   c) NFT Services: Used for minting & purchasing NFTs and related services, such as vouchers, gift and Badge NFTs.
   d) Subscription: Payments for subscription services, including access to AI Assistant features.

e) Governance: Enables participation in platform governance, allowing users to vote on key decisions and proposals.

Distribution:

Phrase	Percentage	Quantity	Rules
Angel	0.9%		*Investor Rules*
Private Sales	9.1%		*Investor Rules*
Team	5%		*Team Rules*
DAO	3%		*Team Rules*
Contributors	70%		*Rewards rules &* Contributor *Rules*
Liquidity	10%		*100% unlocked*
Advisors	2%		*Team Rules*
Total	**100%**		

KNOWP Token Allocation

Angel
0.9%
Advisor
2.0%
Private Sales
9.1%
Liquidity
10.0%
Team
5.0%
DAO
3.0%
Contributors
70.0%
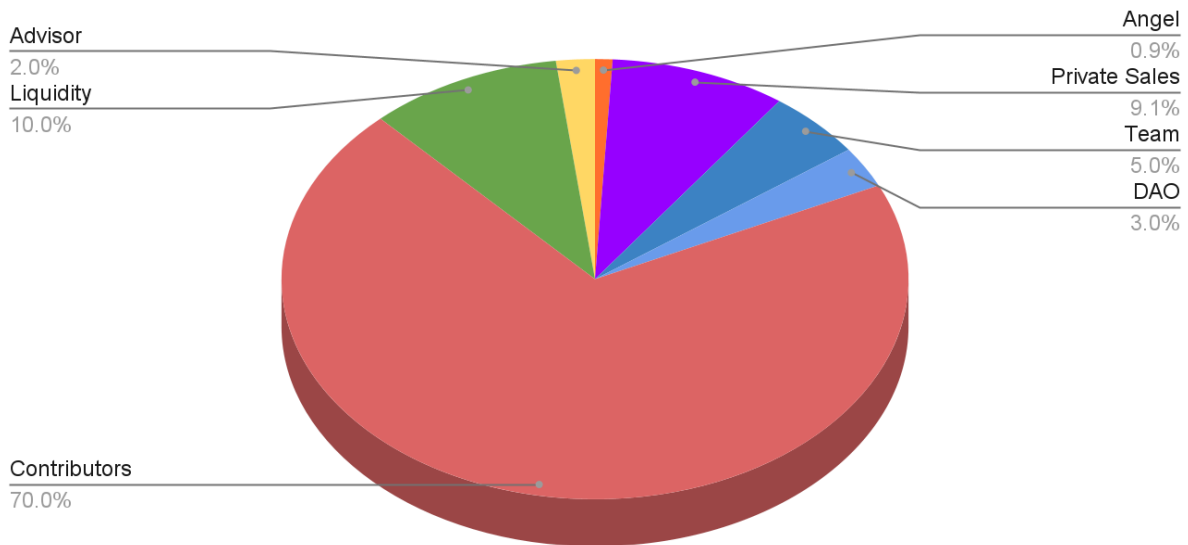
Investor Rules:

1) *Transfer Token to Investor*

Two weeks prior to the Offering Closing Date, the *investor* shall confirm to the Seller the address for delivery of the KNOWP tokens. Company shall deliver the KNOWP tokens to the *investor*'s designated digital wallet address no later than sixty days after the Offering Closing Date. Upon delivery, the Company will update the smart contract for the Tokens to indicate that the address provided owns the Tokens.

2) *Token Transfer Restrictions*

KNOWP Tokens will be "Restricted Securities" under Rule 144 under the Securities Act ("Rule 144") and shall be designated as "Seller

Control" securities and subject to the one-year holding period following Company's delivery of the KNOWP Tokens to the buyer. Investors may not sell, exchange, trade, transfer or otherwise dispose of KNOWP Tokens for a period of 12 months after the issuance of the KNOWP Tokens. Further, grantee may not sell, exchange, trade, transfer or otherwise dispose of KNOWP Tokens for a two-year period after the issuance of the KNOWP Tokens that would:

(1) exceed 2,000,000 KNOWP Tokens in a single transaction, and
(2) exceed 10,000,000 KNOWP Tokens per annum

Team Rules:
1) Team rules are applied to teams (Team), decentralized autonomous organizations (DAO), and advisors (Advisor).
2) Need to meet **Contributor Rules** and apply to everyone, regardless of nationality
3) Cliff Period after Offering Closing date: Team (1 year) , DAO & Advisor (1 year)
4) Linear Vesting:
   a) After the cliff period, 25% of team members' tokens are unlocked, then go into a linear releasing period monthly over 4 years.
   b) After the cliff period, 50% of DAO & Advisor tokens are unlocked, then go into a linear releasing period monthly over 1 year.

5) Further, members may not sell, exchange, trade, transfer or otherwise dispose of KNOWP Tokens after the issuance of the KNOWP Tokens that would:

 (1) exceed 2,000,000 KNOWP Tokens in a single transaction, and
 (2) exceed 10,000,000 KNOWP Tokens per annum

Contributor Rules:

Contributor Rules include Rule 701 and 144.

Under **Rule 701**, companies can distribute tokens as compensation to employees or advisors, provided they meet the relevant requirements. This is useful for incentivizing platform users.

Under **Rule 144**, security tokens issued as part of compensatory benefit plans generally require a one-year holding period before they can be resold, thereby providing protection to the market and maintaining the integrity of the offering. **U.S. residents** need to observe a lock-up period before selling these tokens on public exchanges, while **non-U.S. residents** face fewer restrictions and can trade freely on the platform, but are still subject to trading restrictions on exchanges during the first year.

Dividends:

KNOWP Token holders shall be entitled to receive payment from the Company a yearly basis, via a distribution smart contract, in an amount equal to their pro rata share of not less than 10% of the total Net Platform Profit actually generated through the KNOWPIA Platform (the "Reward Reserve"), split up as follows: an amount equal to 80% of the Reward

Reserve (i.e., 80% of 10% of total Net Platform Profit) shall be distributed as holder dividends, and an amount equal to 20% of the Reward Reserve (i.e., 20% of 10% KNOWPIA's total Net Platform Profit) shall be distributed as governance (Team & DAO) rewards.

The maximum 90% of the total Net Platform Profit would generally be utilized by the Company in various ways, including: common stock dividends, development and innovation, marketing and growth, strategic investments etc.

"Net Platform Profit" means the amount remaining from Net Platform Revenue after deducting all applicable operating expenses, including but not limited to:

- platform development and maintenance costs
- hosting and infrastructure fees,
- salaries and benefits,
- marketing and business development costs,
- legal, regulatory, and compliance expenses,
- administrative and general overhead,
- and any other operating costs directly related to the operation of the platform.

"Net Platform Revenue" means the total fees paid by all platform revenue sources, net of any local taxes or fees and other charges related to the fee transaction.

The Company reserves the right to modify the terms of the KNOWP Token profit-share structure in a manner that does not adversely affect investor's financial interest or upside in the KNOWPIA Platform, in accordance with Company's funding and working capital needs.

6.3 Tipping

Fans interact with creators by sending NFT gifts, which enhances community engagement and participation on the platform.

Rules

- Tipping with Platform-Minted NFT Gifts

The platform mints and issues various themed NFT gifts (such as flowers, diamonds, hearts, cars, foods, drinks). Fans can purchase these gifts.

Redemption

Creators can redeem NFT gifts to receive KNOWP tokens, with a portion of the value going to the platform.

Token Distribution

Creators receive 80% of the token value, while the platform receives 20%.

Smart Contract

Develop an extended smart contract based on the ERC-1155 NFT standard to handle the minting, tipping, redemption, and burning of NFT gifts.

6.4 NFTs

<u>Badge</u>

Badge will increase a creator's earning incentives by a certain percentage, compare to the creators without a Badge NFT.

KNOWPIA will provide 3 levels of Badge NFT - Gold, Silver and Copper.

The NFT number of each level is 9999.

	Increasing Rate	Efficiency Rate	Duration (Days)	Price (KNOWP)
Gold	150%	- Between 0 and 1.0 - Subject to time consuming on each day.	150	7000
Silver	100%		100	5000
Copper	50%		50	3000

Efficiency Rate Table

Levels	Time Consumption (minutes)	Efficiency
1	60	1
2	120	0.8
3	180	0.6
4	240	0.4
5	300	0.2
6	360	0.0

Gifts

Creators can earn an income by receiving and redeeming NFT gifts, which boosts their motivation to create. Fans interact with creators by sending NFT gifts, enhancing community engagement and platform stickiness.

Categories

heart	1 KNOWP
flower	10 KNOWP
Ice Cream	50 KNOWP
diamond	100 KNOWP
…	…

Redemption Distribution

Creator	80%
Platform	20%

Dukes NFT

For more details, please check the section of **8. Dukes NFT Project**

6.5 Boost Manager

The Boost Manager is the advertising system for the Knowpia platform. The system is designed to be intuitive and mobile-friendly, enabling sponsors to effectively promote their content and track the success of their ads.
Here are the key features of the Boost Manager design:

Boost Campaign

- Name: Input field for the name.
- Objective: Dropdown to select the campaign goal (e.g., awareness, engagement).
- Target Audience: Basic options for demographics (age, gender, location).
- Format: Choose from various formats like image ads, video ads, carousel ads, and slideshow ads.
- Content: Input headline and body text, and the images or video.
- Call-to-action (CTA): Setup a button or link that prompts users to take a specific action, including "Shop Now," "Learn More," "Sign Up," "Download", "Install", "Call Now" or "Mint" etc.
- Bidding Strategy: Choose from options such as Cost Per Click (CPC), Cost Per Mille (CPM), or Cost Per Action (CPA).
- Budget: Input field for total and daily budget in **KNOWP** tokens.
- Schedule: Date picker for start and end dates.

Analytics & Reporting

- Real-Time Data: Show real-time performance data for ongoing boost campaigns.
- Detailed Reports: Generate reports on metrics like impressions, clicks, conversions, and spending.

6.6 Marketplace

KNOWPIA will build a NFT marketplace which provides contributors a platform to mint, list, purchase and sell their NFTs, and the place where the fans can purchase NFT gifts or Badges which are minted by the platform. Contributors will need to pay blockchain network gas fee and/or the KNOWPIA platform Service Fee when they have NFT activities.

Mint

The process of creating a contributor's work as a unique digital asset on blockchain.

The contributor needs to prepare the name, description, traits and their values, and pay the network gas fee and the service fee (Minting fee) with **KNOWP token**s. The minting fee will be a fixed amount of KNOWP tokens.

List

Display a NFT on the Marketplace for selling. The contributor needs to set the listing price and pay the service fee (Listing fee). The listing fee will be 1% of the NFT price or a fixed amount of KNOWP tokens.

Purchase

To buy a NFT from the Marketplace. The buyer needs to pay the NFT and the network gas fee**.**

Sell

To sell a NFT on the Marketplace. The seller gets the **token**s from his NFT selling and needs to pay the Service fee. The service fee will be 2.5% of the NFT price.
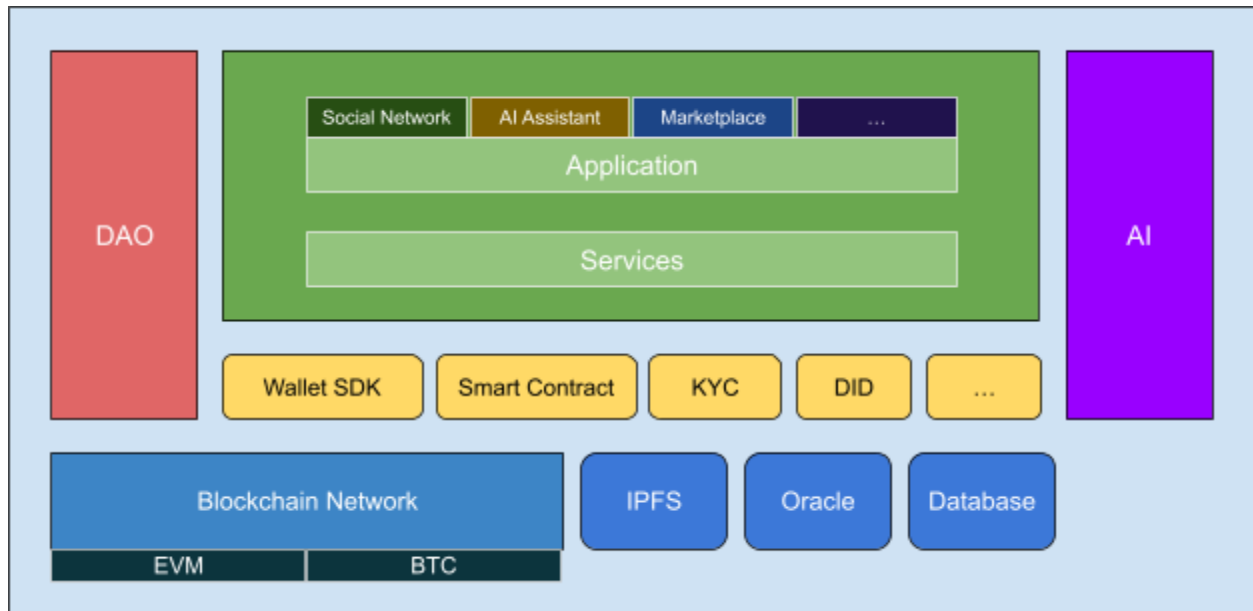
Gas fee

These fees are paid to the underlying blockchain network for processing the transactions.

Gas fees can vary depending on different networks and their congestion.

7. Technology

7.1 Architecture

KNOWPIA is built on a modular and scalable architecture that consists of four layers: application layer, service layer, API layer, and infrastructure layer. Each layer has its own function and responsibility in the platform.

Application Layer
The application layer is the user interface of KNOWPIA. It provides a web-based and mobile-based application that allows users to interact with the platform. This layer includes Contents Activities, Social Network Activities and Token Incentives Activities.

<u>Service Layer</u>

The service layer is the business logic of KNOWPIA. It provides a set of microservices that implement the core functionalities of the platform. The service layer supports various services such as Token Service, NFT Service, DAO Service, AI Service *(using a third-party API or training an AI model)*, Content Management Service, User Service, Search Service, Recommendation Service, Social Service, Security Service, Platform Governance, etc.

<u>API Layer</u>

The API layer is the interface of KNOWPIA. It provides a set of APIs and SDKs that allow external applications and platforms to interact with the platform. The API layer supports various protocols such as RESTful API, GraphQL API, Web3 API, and SDK.

<u>Infrastructure Layer</u>

The infrastructure layer is the foundation of KNOWPIA. It provides a set of technologies and platforms that support the operation and maintenance of the platform. The infrastructure layer supports various technologies and platforms such as Blockchain, IPFS, Oracle, and Cloud.

7.2 Development Stack

<u>Front-end Development Stack</u>

React.js

<u>Back-end Development Stack</u>

Node.js

Mobile App Development Stack

Flutter

7.3 Blockchain

KNOWPIA will build on Layer 2 of Ethereum or EVM-compatible blockchain which has gained significant network effects and widespread adoption. Ethereum is the most commonly used blockchain platform for decentralized applications and token creation. The large user base and developer community contribute to liquidity, market access, and potential partnerships.

Ethereum has established token standards like **ERC-20**, **ERC-721**, and **ERC-1400**, which provide guidelines and interoperability for creating fungible tokens, non-fungible tokens, and security tokens.

When considering TPS and transaction fee in addition to Ethereum, there are several ***EVM-compatible chains*** (Including Layer2) that we may find worth considering:

Layer	Chain	* Transfer Gas Fee ($)
Layer 1	Binance Smart Chain (BSC)	0.01 ~ 0.20
	Polygon	0.01 ~ 0.10
	Avalanche	0.01 ~ 0.05
Layer 2	opBNB	0.0001 ~ 0.001

	Arbitrum	0.001 ~ 0.01
	Optimism	0.001 ~ 0.01
	Base	0.0001 ~ 0.001

The transaction fee was checked on 08/01/2024 and is for reference only.

To accept RunesDukes NFT (based on the Ordinals Protocol) and RunesDukes Token (based on the Runes Protocol) , integrating a Bitcoin ecosystem Layer 2 (L2) network is a feasible strategy.

| Layer	Chain	Remark
Bitcoin Layer 2	Merlin Chain	- Focuses on the Bitcoin ecosystem, providing efficient and secure transaction processing. - Supports smart contracts and can handle NFT and token transactions.
Bitcoin Layer 2	BEVM	- Compatible with Ethereum smart contracts, enabling Ethereum dApps to run on the Bitcoin network. - Provides Ethereum Virtual Machine (EVM) functionality, simplifying the process of migrating applications from Ethereum to Bitcoin.

7.4 Smart Contract

Language

solidity ^0.8.0

Token Standard

KNOWPIA will build a ERC-20 based Smart Contract with SSC (Securities Satisfaction Componentes) to support the STO regulatory requirements.
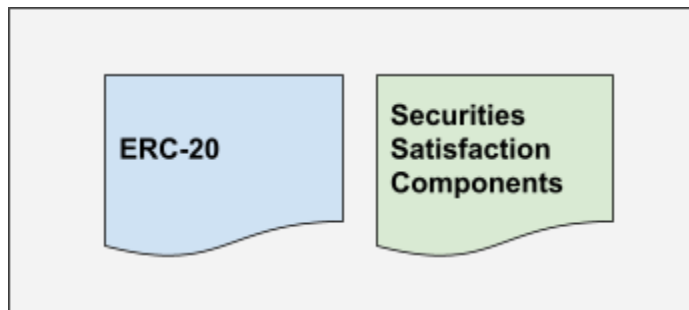
This will give **KNOWPIA** more flexibility of the token design - do more exploration of innovative token economic models and finally bring more benefits to the platform.

ERC-20

ERC-20 is a widely adopted standard for fungible tokens on the Ethereum blockchain. ERC stands for Ethereum Request for Comment, and the number 20 is the unique identifier assigned to this particular standard.

```
import "@openzeppelin/contracts/token/ERC20/IERC20.sol";
```

ERC-1400

ERC-1400 is an Ethereum Request for Comments (ERC) standard for security tokens on the Ethereum blockchain.

Unlike ERC 20, It incorporates features such as investor restrictions, transfer restrictions, and document management, which are crucial for security tokens to adhere to applicable securities laws.

```
import "@openzeppelin/contracts/token/ERC1400/ERC1400.sol";
```

	ERC-1400	ERC-20
Token Type	Can be both fungible and non-fungible	Fungible only
Use Case	Security tokens representing ownership/equity in assets	Utility tokens for access/usage rights
Transfer Restrictions	Supports partitioning with different transfer restrictions	No built-in transfer restrictions
Optional Modules	Document management, controller operations, holders list	No specific optional modules
Regulatory Compliance	Designed to comply with security token regulations	No specific regulatory compliance features
Support and Adoption	More limited support and adoption compared to ERC-20	Widespread support and adoption across infrastructure

NFT Standard

KNOWPIA will use ERC-721, ERC-1155 or ERC-1400 based Smart Contracts for its NFTs design.
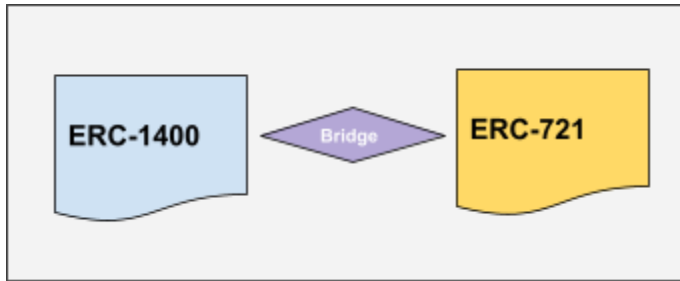
Bridge

KNOWPIA will build a mechanism that allows for the transfer of tokens between the two standards if using ERC-1400.

For example burn a NFT of ERC-721 and mint a mapping one of ERC-1400, and vice versa.

ERC-721

ERC-721 will be used by the KNOWPIA creators to mint and trade NFT on the external marketplaces. ERC-721 has a well-established ecosystem with widespread support, including wallets, marketplaces, and developer tools.

RC-1155

ERC-1155 is a multi-token standard for Ethereum that allows the creation of multiple types of tokens within a single smart contract. ERC-721 will be used by the KNOWPIA platform to mint and trade NFT like gifts and Badges.

ERC-1400

All the NFTs on the **KNOWPIA** platform will implement the ERC-1400 standard.

	ERC-721	ERC-1400
Token Type	Non-Fungible Token (NFT)	Security Token
Fungibility	Tokens are unique and indivisible	Tokens are fungible
Use Case	Representing ownership of unique assets	Representing ownership of regulated assets
Transfer Functionality	Transfer individual tokens	Transfer fungible tokens
Ownership Tracking	Owner of each token is tracked	Ownership tracked by token balances
Token Properties	Each token has distinct value/properties	Tokens may have different partitions with unique rules
Compliance and Regulations	Not specifically designed for regulatory compliance	Designed for security token offerings and regulatory compliance
Additional Features	- Event tracking for ownership changes - Token metadata and URI support	- Partition management - Granular permissions - Off-chain approvals - Data integrity checks

7.5 KYC

KNOWPIA will implement a Know Your Customer (KYC) process with a third-party to verify the identity of users to ensure compliance with SEC regulatory requirements.
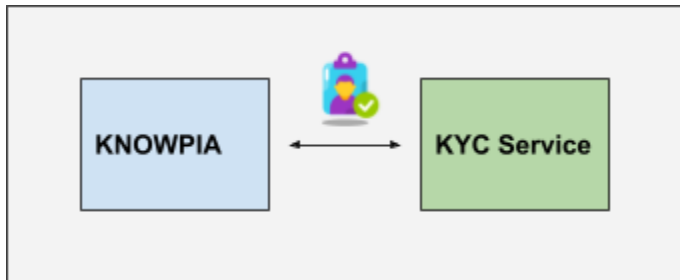
KYC Service Partners

TokenofTrust, Veriff, Prove, Sumsub, Authenticate

7.6 Wallet

KNOWPIA will implement the built-in custodial wallet with a third-party wallet SDK/API.

Higher degree of security is **KNOWPIA** criterion.

Our partners will meet the following requirements:

- Security: Investors entrust them to safeguard their private keys
- Compliance: Provide necessary features and methods to facilitate compliance checks and reporting
- Responsibility: Be responsible and offer some degree of insurance coverage

- Documentation and Developer Support: Have comprehensive documentation and resources that guide developers in integrating and using the SDK/API effectively

Wallet Service Partners

Particle Network, Coinbase, Bitgo, Metamask, Wallet Trust and Magic Link

7.7 Storage

KNOWPIA will save its NFT assets and metadata files into a decentralized storage network.

Decentralized Storage Service Partners

Filecoin, IPFS, Arweave, Utopia and Pinata

7.8 DID

A Decentralized Identifier (DID) is a unique ID issued by a decentralized platform, acting as proof of digital identity ownership. By using DID, Knowpia will support every creator in building their own brand, monetizing their creations, and identifying devoted followers.

- Efficiently issue fraud-proof credentials at lower costs
- Full ownership of data and no one can take away your DIDs.
- Complete control of data and who views it.
- Permanently record creators' contributions like works, social network activities, incentives, reputation scores etc.

7.9 Smart Contract Audit

Audit is an essential part of **KNOWPIA** platform to ensure transparency, compliance, and investor confidence.

- *Smart Contract Audit*: Identify potential vulnerabilities, bugs, or security risks in the smart contract's code.
- *Auditor*: We plan to engage a reputable, independent third-party auditing firm to perform a comprehensive review of our smart contracts. This independent assessment will enhance the platform's credibility and ensure that all code meets the highest security standards.

7.10 DAO

DAO stands for Decentralized Autonomous Organization and **KNOWPIA** will build its own DAO to support the following functions.

Voting
Contribution token holders have voting rights to decide on matters such as project development, investment decisions, token utility, and community initiatives.

Rights and Rewards
Define and enforce token holder rights and rewards, including profit sharing, dividend distribution, or other benefits based on the tokens held by participants.

Funding and Resource Allocation

Participants can contribute funds, assets, or expertise to support the **KNOWPIA**'s development, at the same time determine how these resources are allocated and managed.

Participation

Enable investors or token holders to actively participate in the **KNOWPIA** project beyond their initial investment. Build ownership and engagement sense among participants, building a stronger community around the project.

DAO Systems

To ensure **KNOWPIA** DAO management, one or some of the following Systems will be utilized.

- Aragon
- DAOstack
- Colony
- Gnosis Safe

8. Dukes NFT Project

FunDukes & RuneDukes are Knowpia's first signed creator - the artist CHA's NFT project. Each of these PFP NTFs will be used as a premium pass to the Knowpia CreatorFi platform.

The FunDukes NFT collection boasts a staggering 10,000 unique PFP characters on the BASE chain. What sets this collection apart is its inspiration drawn from 11 world-renowned figures. Each character embodies the lifestyle and status of these figures in a light-hearted, humorous, or satirical manner. While some notable names like Chaplin, Satoshi and Eisenhower have been revealed, there's an air of suspense as more figures are set to be disclosed soon. Moreover, those who own this NFT will be recognized as an industry giant, elevating their status in the digital art and web3 realm.

In the realm of the burgeoning NFT landscape, RuneDukes emerges as a beacon of innovation and creativity. Rooted in the foundation of the Ordinals & Runes Protocol (Bitcoin Network), RuneDukes is poised to redefine the landscape of digital collectibles. With a total supply of 9,550, each RuneDukes NFT encapsulates a unique blend of artistry and technological prowess.
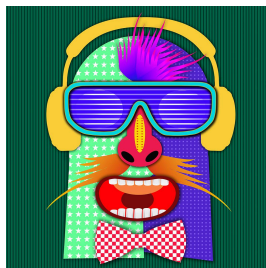
9. Community Standards

Knowpia's **Community Standards** are a set of rules and guidelines designed to regulate behavior on the platform, ensuring user safety and the appropriateness of content. These standards apply to all content shared on the Knowpia platform, including text, images, videos, and other forms of interaction. The key areas of the Community Standards include:

1. **Violence and Incitement**
   ○ Content that encourages, praises, or incites violence, including threats, organized violence, or acts of terrorism, is prohibited.
   ○ Content involving self-harm, suicide, or violent actions will be restricted or removed.
2. **Hate Speech**
   ○ Prohibited are attacks, insults, or discriminatory speech based on race, ethnicity, religion, gender, sexual orientation, gender identity, disability, or illness.
   ○ This includes all forms of hate speech such as racism, sexism, and homophobia.
3. **Harassment and Bullying**
   ○ Any behavior that harasses, bullies, threatens, or invades the privacy of individuals or groups is forbidden.
   ○ Attacks on public figures or celebrities are also strictly limited, especially those involving violent threats or sexual violence.
4. **Adult Nudity and Sexual Behavior**
   ○ Adult nudity, sexual behavior, or pornographic content is prohibited, particularly when involving minors, sexual exploitation, or sex trafficking.
   ○ Some content with artistic or educational value may be exempt but must adhere to platform guidelines.
5. **Misinformation**
   ○ Spreading false or misleading information is prohibited, particularly misinformation related to health, public safety, elections, or significant social events.

○ Knowpia works with third-party fact-checking organizations to flag or remove false information.

6. **Violence and Extremist Organizations**
   ○ Supporting, promoting, or recruiting for terrorist organizations, hate groups, or extremist organizations is prohibited.
   ○ Strict measures are applied to content that supports armed violent groups or dangerous individuals.

7. **Harmful Deceptive Practices**
   ○ Content intended to mislead or deceive, such as false advertising, scams, or erroneous medical advice, is prohibited.
   ○ Misinformation related to health issues like pandemics or vaccines will be promptly addressed.

8. **Child Safety**
   ○ Content involving child exploitation, abuse, or sexual exploitation is strictly prohibited.
   ○ This includes child nudity, sexual suggestions, exploitative behavior, and the sexualization of minors.

9. **Privacy and Personal Information**
   ○ Unauthorized sharing of personal information or privacy-invasive content is forbidden.
   ○ Sensitive information, such as addresses, phone numbers, or social security numbers, must not be shared.

10. **Intellectual Property**
    ○ Content that infringes on copyrights, trademarks, or other intellectual property rights is prohibited.
    ○ Users must ensure that any content they upload is original or properly licensed, and Knowpia will address copyright complaints and potentially remove infringing content.

11. **Dangerous Goods and Evasion**
    ○ Promotion, sale, or encouragement of the use of dangerous goods or services, such as weapons, drugs, or explosives, is prohibited.
    ○ Actions to evade platform policies, such as using fake accounts or automated tools, are strictly regulated.

12. **Platform Manipulation and Fake Engagement**

- Manipulating the platform through actions such as creating fake accounts, using bots, or artificially boosting interactions (likes, comments, etc.) is prohibited.
- All forms of manipulation, such as vote-rigging or inflating numbers, are combated by the platform.

13. **Election Integrity**
- Interference with the election process, including spreading false information about elections, manipulating election results, or illegally influencing voting rights, is forbidden.

14. **Health-Related Misinformation**
- Sharing false information that could pose direct harm to health, such as incorrect medical advice or inaccurate vaccine information, is prohibited.

15. **Monetary Transactions and Fraud**
- Unauthorized monetary transactions, scams, or other deceptive financial activities are not allowed on the platform.

Knowpia's Community Standards aim to protect users from inappropriate content and ensure the platform remains a safe, inclusive, and respectful space. These standards are regularly updated to address global cultural, legal, and technological developments.

10. Roadmap

Stage	Details
2017 - 2019.Q4	Idea conception and the 1st version white paper released KNOWPIA Fundraising KNOWPIA website development & launch Marketing Campaign
… …	Covid dormant period
2023 Q1	SocialFi & CreatorFi Research Team Rebuild
2023 Q2	New White Paper Preparing New Official Website Design
2023 Q3	New Official Website Design Dukes NFT Project Design
2023 Q4	STO Application File Angel Funding Round
2024 Q1	NFTs Marketing & Sales Platform (App & Website) MVP Design Smart Contract Design
2024 Q2	Platform (App & Website) Development Smart Contract Development
2024 Q3	STO Due Diligence Preparation

	Platform (App & Website) MVP Testing
2024 Q4	Pitch & STO Funding Round Marketing Campaign Platform Alpha Version Development
2025 Q1	STO Due Diligence Complement Launch of Platform Trial Version
2025 Q2	Pitch & STO Private Funding Round Development of Platform Beta Version
2025 Q3	Close Private Funding Launch of Platform Beta Version
2025 Q4	Community & Market Growth Campaigns Platform New Features Development (Live Stream / Boot Manager)

11. Team

Keven Lai - CEO

Keven Lai has spent over 30 years developing technology businesses and driving innovation in Silicon Valley, witnessing firsthand the region's remarkable transformation from a hardware-driven hub to a global leader in software innovation. Over a decade, he successfully led both BoldData Technology and Crown Micro to reach a combined annual revenue of $1 billion through strategic global marketing and sales operations spanning more than 10 countries.

As a seasoned serial entrepreneur, Keven remains deeply engaged with the ongoing AI revolution within the broader blockchain technology trend.

He has a sharp vision for the future, recognizing that the convergence of Web3 and AI will fundamentally reshape the social network economy and revolutionize digital asset management, paving the way for a more decentralized and intelligent digital society.

Richard Quan - COO

Richard holds a master's degree in computer science and has 20 years of experience in software development and engineering. He previously served as the Software Development Manager at Ixia. Leading technical teams in Silicon Valley, China, and India, Ricardo has developed applications utilized by renowned global enterprises such as Wells Fargo bank, Nasdaq, AT&T, and financial companies. Currently, he is focusing on artificial intelligence and blockchain technology. Ricardo also rewarded a certified Scrum Master, bringing agile development expertise to the team. Ricardo's expertise has significantly boosted Knowpia's operational efficiency.

Steve Lin - CTO

Steve possesses outstanding leadership skills, having led a development team of 50 individuals and held positions such as Technical Director and General Manager. His technical expertise spans various platforms, operating systems, network protocols, and programming languages, with a particular focus on the field of artificial intelligence. Steve excels in the application of ChatGPT, knowledge graphs, and image algorithms. His achievements also include multiple awards in website and application development competitions.

Wilson Ye - Blockchain Advisor

Wilson holds a master's degree in computer science and brings over a decade of experience in software development & management within the cybersecurity sector, covering mobile, IoT, and blockchain technologies. He is currently focused on blockchain project management, including crypto compliance research, blockchain economic model design, and the

development and delivery of Web3 projects. Wilson previously served as the Engineering Director at Trustlook, an AI-driven cybersecurity startup based in Silicon Valley, where he led the implementation of several key security initiatives. Trustlook has secured over $30 million in venture capital funding.

Emanuel Orlendo - Legal Advisor
Emanuel is an experienced corporate and securities attorney specializing in the industry of blockchain technology. His law firm is a first-mover in structuring and handling S.E.C.-compliant Token Sales both domestically and internationally (including Reg A+ offerings, S-1 offerings, offshore ICOs and innovative dual token structures). He also has a network of highly qualified transactional tax advisors and strategic advisors that routinely support our clients. He is licensed to practice law in the state of California.

Cha Jean - Digital Art Advisor
Graduating from a renowned university in California, CHA holds a Master's degree in Fine Arts. CHA boasts over 30 years of experience in art creation and university teaching.

Phillip Lai - Community Advisor
With his expertise in community building and design, Phillip is dedicated to creating meaningful connections and experiences for Funs.AI users. He works tirelessly to cultivate a supportive and inclusive community where members can share ideas, collaborate on projects, and explore their creativity. His passion for community engagement drives the growth and success of the Funs.AI platform.

Sherman Duan - Advisor Director
Independent Board Member of Super Micro Computer Inc.
Founder & CEO of AboveNet Communications Inc. (acquired by Zayo Group for $2.2 billion)

Founder & CEO of TelTel Network Inc.

Matthew Swansen - Investment Advisor
Matthew, an NYU Stern MBA graduate, blends finance and technology expertise with an entrepreneurial mindset. At Adaptor Capital, he focused on public internet and software investments. A published researcher with multiple first-author works, he offers deep financial insights and emerging tech knowledge.

Tord Doennum - Marketing Advisor
Tord is a serial entrepreneur with experience in project management in high-growth startups in the tech industry and has had the pleasure of assisting multiple companies in identifying product-market fit, as well as securing early-stage funding.
He has experience in both European and American startups and has honed my skills in project management, business strategy, finance, and marketing through his own company. He is meticulous and systematic with strong analytical and interpersonal skills.

Phillip Lai - Community Advisor
With his expertise in community building and design, Phillip is dedicated to creating meaningful connections and experiences for Funs.AI users. He works tirelessly to cultivate a supportive and inclusive community where members can share ideas, collaborate on projects, and explore their creativity. His passion for community engagement drives the growth and success of the Funs.AI platform.