



InSoBloK Case Studies

Concrete Evidence of InSoBlok's Effective Strategies and Potential Impact

Empowering Influencers

Case Study 1: Patreon

- **Overview:** Patreon enables creators to earn directly from their fans, bypassing traditional gatekeepers.
- **Quantitative Impact:** As of 2023, Patreon boasts over 200,000 creators and 8 million active patrons, generating \$1 billion in earnings for creators since its launch.
- **Relevance:** This model illustrates the power of direct connections in enhancing influencer compensation, aligning with InSoBlok's mission.
- **Innovative Advantage:** InSoBlok is pioneering a new approach, not simply replicating existing models. Our blockchain integration enables instant payments via the \$INSO token, setting a new standard for liquidity. Unlike traditional systems like Patreon, which can delay payouts for days, InSoBlok accelerates earnings and strengthens trust between influencers and brands.

Influencer Closet Unveil

Case Study 2: Poshmark

- **Overview:** Poshmark is a social marketplace for buying and selling fashion.
- **Quantitative Impact:** Poshmark reported \$192 million in revenue in 2023, with over 80 million users and a strong community-driven approach that drives engagement
- **Relevance:** The success of curated collections aligns with InSoBlok’s “Closet Unveil” feature aimed at increasing sales and user engagement.
- **Competitive Edge:** Unlike Poshmark, where collections can become stale and engagement wanes over time, Closet Unveil leverages live interactions and immediate feedback from followers, driving higher conversion rates and fostering a more vibrant shopping experience. This immediacy translates to more sales and better engagement metrics, setting a new standard for influencer-driven commerce.

AI Virtual Try-On

Case Study 3: Warby Parker

- **Overview:** Warby Parker uses an AI virtual try-on feature for eyewear.
- **Quantitative Impact:** The virtual try-on feature has led to a **15% reduction** in return rates, contributing to Warby Parker's revenue of **\$540 million** in 2023.
- **Relevance:** This case highlights how technology can significantly improve customer experience and reduce returns, supporting InSoBlok's goals.
- **Superior Metrics:** While Warby Parker has reduced return rates by 15% with its try-on feature, InSoBlok targets an even greater impact. By integrating this technology within the influencer experience and providing tailored recommendations, we can significantly lower return rates, enhance customer satisfaction, and boost retailer profit margins well above industry standards.

Decentralized Social Media Integration

Case Study 4: Steemit

- **Overview:** Steemit is a blockchain-based social media platform.
- **Quantitative Impact:** The platform has facilitated over **\$50 million** in rewards to content creators since its launch in 2016, showcasing the financial benefits of user-controlled content.
- **Relevance:** This example emphasizes the potential for decentralized platforms to empower users and monetize engagement, aligning with InSoBlok's vision.
- **Enhanced Engagement:** Unlike platforms like Steemit, which primarily reward content creation, InSoBlok fosters a rich, interactive shopping environment, empowering users and maximizing authentic engagement.

Addressing Market Challenges

Sales Engagement Challenges: Case Study A: Glossier

- **Overview:** Glossier relies heavily on social media for sales.
- **Quantitative Impact:** Glossier reached a valuation of **\$1.2 billion** in 2023, driven by strong influencer marketing strategies that account for **70%** of their sales.
- **Relevance:** This highlights the potential for innovative sales strategies that InSoBlok aims to pioneer in the market.
- **Quantitative Impact:** By driving sales through dynamic interactions, we can expect higher engagement rates compared to brands like Glossier, which relies heavily on influencer marketing without real-time engagement tools.

Addressing Market Challenges Cont.

Social Media Limitations: Case Study B: TikTok

- **Overview:** TikTok allows creators to engage with their audience authentically.
- **Quantitative Impact:** TikTok's parent company, ByteDance, generated over **\$80 billion** in revenue in 2023, largely driven by influencer collaborations
- **Relevance:** This highlights the economic potential of leveraging genuine influencer engagement, paralleling InSoBlok's approach.
- **InSoBlok's Advantage:** By focusing on decentralization, InSoBlok enables influencers to retain ownership of their content and capitalize on authentic connections with their audience.
- **Market Potential:** As seen with TikTok, authentic engagement can drive significant revenue, and InSoBlok enhances this by integrating direct shopping features, allowing influencers to monetize their interactions effectively.

Addressing Market Challenges Cont.

Environmental Impact: Case Study C: Rent the Runway

- **Overview:** Rent the Runway promotes clothing rental to reduce waste.
- **Quantitative Impact:** The company has prevented over **1 million** clothing items from going to landfills, contributing to a **70% lower carbon footprint** for rented clothing compared to fast fashion.
- **Overview:** Rent the Runway promotes clothing rental to reduce waste.
- **Relevance:** This aligns with InSoBlok's goals of reducing returns and promoting sustainability in fashion.
- **InSoBlok's Commitment:** Our platform aims to reduce returns through efficient sizing and AI technology, addressing the environmental concerns associated with packaging and waste.
- **Quantitative Benefits:** By minimizing return rates, InSoBlok not only contributes to sustainability but also aims to outperform models like Rent the Runway, which primarily focus on rental rather than reducing the overall return issue.

Market Impact

Case Study 6: LTK (formerly LikeToKnowIt)

- **Overview:** LTK empowers influencers to monetize content through affiliate links.
- **Quantitative Impact:** LTK has generated over **\$1 billion** in sales for brands through influencer partnerships, showing the significant revenue potential.
- **Relevance:** This success underscores the value of influencer-driven sales, aligning with InSoBlok's objectives.
- **Quantitative Impact:** InSoBlok directly addresses the undervaluation of influencers in a \$30 billion market and tackles the \$743 billion return challenge with our robust tooling and innovative approach.

Investment Opportunity

Case Study: Shopify

- **Overview:** Shopify provides a platform for small businesses to launch e-commerce.
- **Quantitative Impact:** As of 2023, Shopify supports over **1.7 million** businesses, generating **\$5.6 billion** in revenue in 2023.
- **Relevance:** This growth illustrates the potential for digital transformation in retail, supporting InSoBlok's investment opportunity narrative.
- **Quantitative Benefits:** With the fashion industry undergoing rapid digital transformation, InSoBlok is poised for significant growth. By leveraging our unique platform features and the \$INSO token, early investors have the opportunity to capitalize on this disruptive technology as we prepare for our beta launch in Q2 2025 and a full-scale launch in Q3 2025.



”Empowering Influence and Innovation”