InSoBlok AI

The first Layer 1 SocialFi & Influencer Commerce protocol, built to drive AI-powered autonomous commerce, scalable microtransactions and decentralized monetization - Powered by TasteScore™, the Reputation Engine of the New Internet.

"Revolutionizing the $2.8 Trillion Industries of Fashion, Personal Care, Health & Fitness. Where every vote, post and remix fuels your TasteScore™ - and your value"

Executive Summary

InSoBlok AI is a Web3-native, AI-powered Layer 1 SocialFi protocol transforming influencer commerce into a system of trust, ownership, and monetization. At its core is TasteScore™ - the first cross-industry reputation oracle converting posts, votes, and remixes into a predictive on-chain score of cultural influence.

ClosetChain™, our flagship product, activates TasteScore™ in a blockchain and AI-powered marketplace for fashion, personal care, and wellness enabling asset tokenization, smart contracts, Virtual Try-Ons and gamified voting to drive sales and creator engagement.

- **Autonomous Commerce**, where AI-driven agents, tokenized assets, and smart contracts enable seamless, self-executing transactions.

- **Scalable Microtransactions**, leveraging fixed gas pricing (IMAP) for fast, low-cost payments in tipping, voting, and tokenized purchases.

- **Decentralized Monetization**, ensuring creators retain full ownership and maximize earnings through P2P crypto payments, tokenized assets, and AI-powered revenue models.

1
Autonomous Commerce

2
Scalable Microtransactions

TasteScore

3 Decentralized Monetization
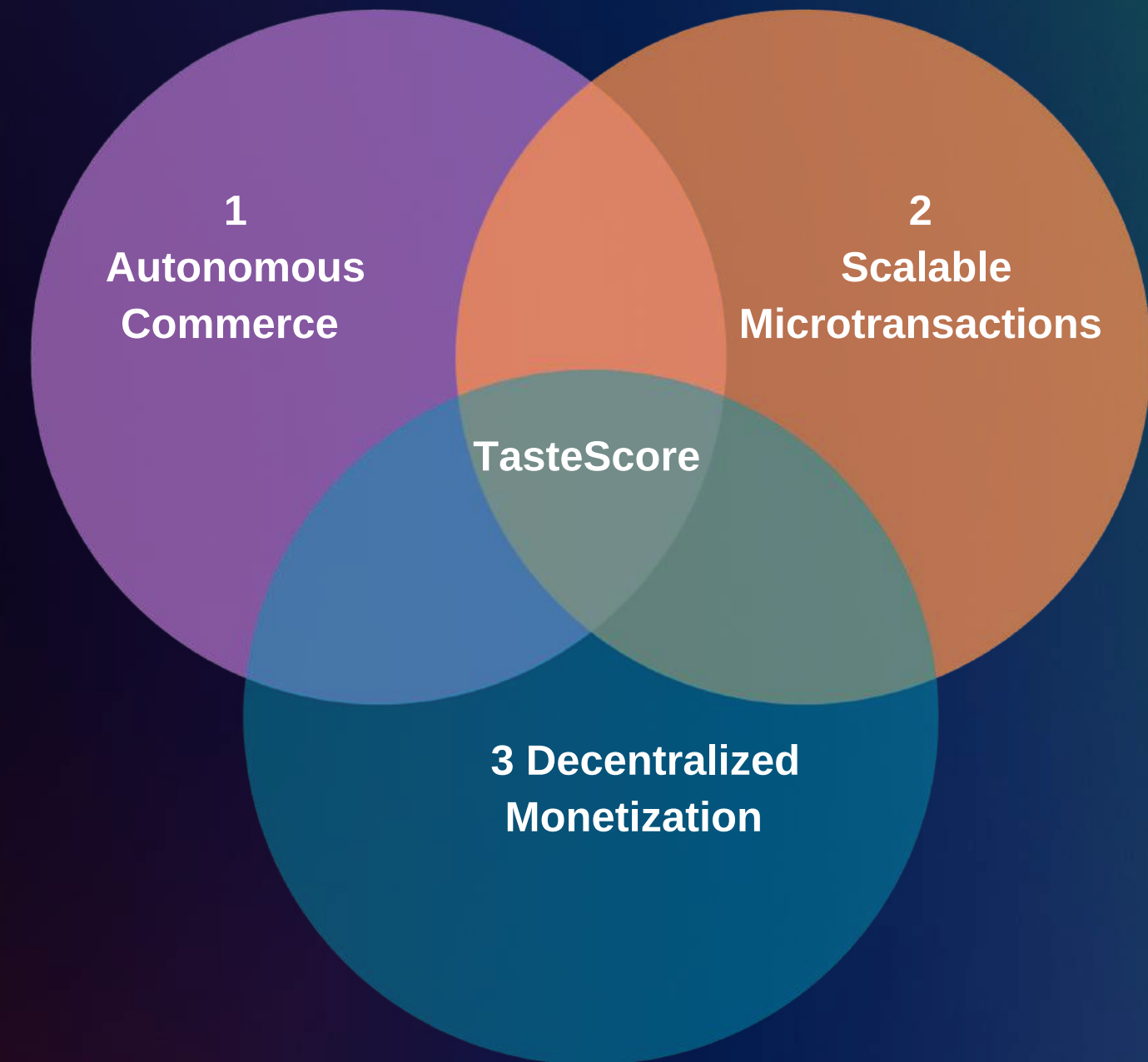
Problems We Solve

1

Fashion Inefficiencies ($1.7T Industry)

Weak Social Commerce & Engagement

2

Monetization Gaps in Personal Care & Wellness ($1.2T)

Influencer Undervaluation

3

Blockchain Limitations for SocialFi & AI-Commerce

Data Ownership & Decentralization

Our Solutions

TasteScore

Every user action contributes to TasteScore™, converting engagement into cultural & economic value.

1 - Autonomous Commerce

ClosetChain™, InSoBlok's flagship product, boosts sales with AI Vybe virtual try-ons, smart wardrobes, and tokenized identities – cutting $743B in returns and raising margins.

Live Closet and Studio unveils, chat, Yay/Nay voting, NFT drops, P2P payment features, and gamified loyalty rewards create immersive, high- conversion shopping experiences.

2 - Scalable Microtransactions

StudioChain enables influencers to tokenize wellness programs, offer NFT memberships, and directly monetize workouts, skincare, and coaching through AI-powered tools.

$INSO empowers influencers with tokenized brand ownership, direct-to-fan monetization, and NFT exclusives–enabling fans to own, support, and earn from creator-driven content.

3 - Decentralized Monitization

A scalable Layer 1 blockchain enabling AI-powered smart contracts, seamless SocialFi, influencer commerce, and decentralized ownership-built for speed, efficiency, and limitless monetization.

Influencers fully own and monetize their data through SocialFi, using audience tokenization and on-chain engagement to gain control, transparency, and direct earnings.

Total Addressable Market

Targeting a $1.2 Trillion+ Opportunity Across SocialFi, Creator Commerce & AI-Powered Retail

1. Fashion Industry - $1.7T Market | 24.4% Return Rate = $38B in Losses
Problem: High return rates due to poor fit, visualization gaps, and lack of AI tools.
Solution: ClosetChain™ + TasteScore™ = AI virtual try-ons, tokenized style preferences, and smart-fit commerce.

2. Personal Care Market - $150B+ Creator Monetization Layer
Problem: High return rates due to poor fit, visualization gaps, and lack of AI tools.
Solution: ClosetChain™ + TasteScore™ = AI virtual try-ons, tokenized style preferences, and smart-fit commerce.

3. Health & Fitness Industry - $4.5T Global Wellness Economy
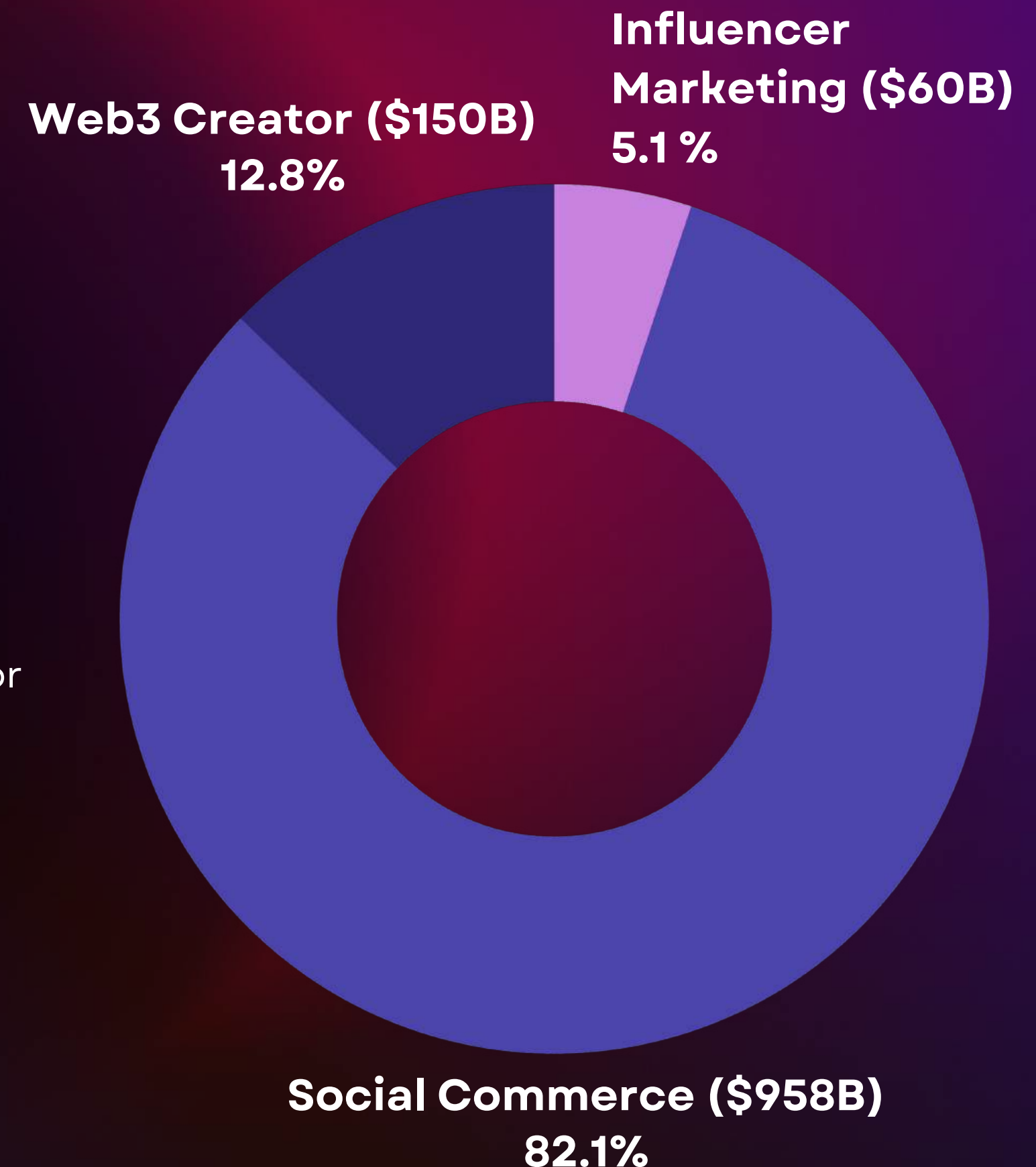**Problem:** Limited platforms for fitness creators to monetize routines or build loyal communities.
Solution: Creator equity tokens, AI-curated content matching, and TasteScore™-driven fan engagement.

4. Developer Incentives
Problem: High return rates due to poor fit, visualization gaps, and lack of AI tools.
Solution: ClosetChain™ + TasteScore™ = AI virtual try-ons, tokenized style preferences, and smart-fit commerce.

Web3 Creator ($150B)
12.8%

Influencer Marketing ($60B)
5.1 %

Social Commerce ($958B)
82.1%

InSoBlok AI

The Layer 1 Engine Behind TasteScore™

Decentralized Monitization

1) TasteScore Protocol – On Chain Reputation Layer

2) Smart Contracts Scalable SocialFi Transactions

3) Sovereignty User-controlled Digital Identity

4) Fixed Gas Price (IMAP Protocol)

5) DApps & APIs Seamless Third-party Integration

Product Overview - Autonomous Commerce

TasteScore™ is the intelligence layer powering InSoBlok AI's next-gen Autonomous Commerce – *where discovery, validation and purchase converge into a gamified, trust-driven loop.*

1) AI-Powered Vybe Virtual Try-On – Real-Time Fit, Feel and Feedback
Revolutionizing online shopping for fashion, personal care, and fitness, Vybe Virtual Try-On enables users to simulate adaptive fit, texture and style with precision.
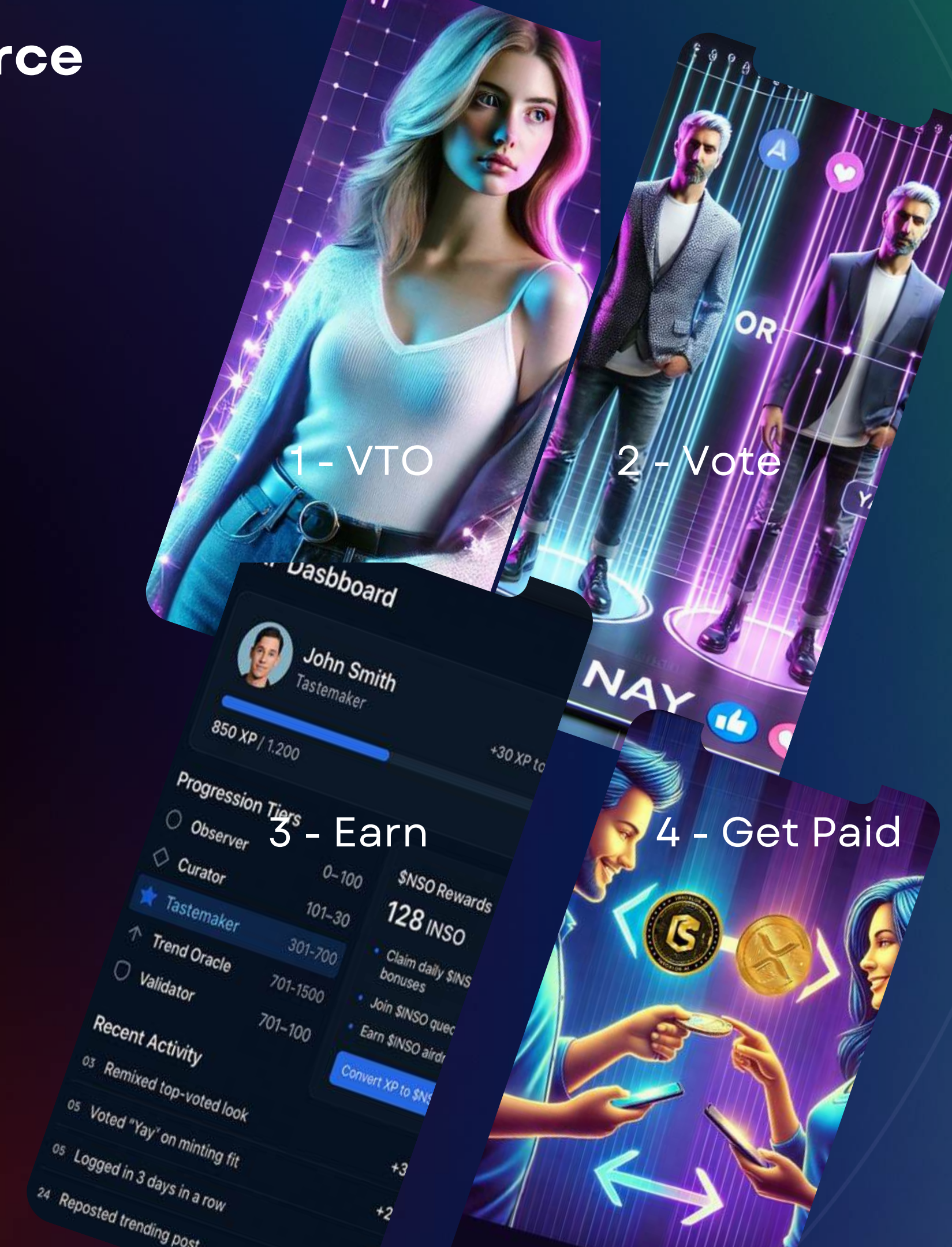Users can:
- Adjust garments, makeup, or fitness gear in real time
- Personalize avatars with NFTs
- Experience true-to-form visualizations across devices

2) Yay/Nay Voting – Social Validation Meets Gamification Turn opinion into opportunity. Yay/Nay Voting transforms each product interaction into a social moment. Users vote, comment and tag friends, feeding real-time sentiment into the TasteScore™ engine.
- **Gamified Interface:** Swipe, post, comment, vote and earn XP
- **On-Chain Data:** Real-time trend signals and reputation impact
- **Business Impact:** Brands receive aggregated insights, forecast demand and optimize inventory

3) Live Chat + P2P Payments Interactive shopping powered by trust. Chat with friends, influencers or brands in real time, while seamlessly sending and receiving crypto payments.
Integrations across X (Twitter), Telegram and other social platforms make commerce conversational and conversions seamless.

1 - VTO
2 - Vote
3 - Earn
4 - Get Paid

Product Overview
Autonomous Commerce with ClosetChain as Flagship

Closet Unveil™

A gamified digital wardrobe experience that tokenizes both physical and digital fashion, beauty, and fitness assets. Users can unlock exclusive previews, participate in limited-edition drops, and experience immersive shopping through Virtual Try-Ons and TasteScore™-powered recommendations.

Influencer Equity Tokens (IETs)

Fans gain fractional ownership in creator content, future earnings, and tokenized campaigns – incentivizing loyalty and unlocking direct-to-fan monetization models. TasteScore™ determines eligibility, reward weight, and visibility.

TasteScore™ Gamification Layer

Every swipe, post, comment, and vote contributes to a user's TasteScore™, rewarding engagement with on-chain perks, token earnings, and reputation building. It transforms casual browsing into high-stakes social commerce – where influence is tracked, scored, and rewarded in real time.

Product Overview
Scalable Microtransactions

StudioChain™ | AI Wellness Commerce
Tokenized wellness, gamified engagement, and creator monetization — all fueling the TasteScore™ economy.

Wellness Unveil
• Tokenize fitness routines, nutrition plans, and telehealth services.
• Offer exclusive access, paid challenges, and digital unlocks tied to creator IP.
• Activate TasteScore™ metrics through real-time content engagement and community feedback.

Gamified Health Journeys
• Earn tokens for completing challenges, posting results, sharing routines, and voting on content.
• TasteScore™ quantifies engagement and effectiveness, enabling wellness leaders to rise based on trust and community validation — not just follower count.

AI-Driven Coaching & Personalization
• Adaptive feedback and progress tracking powered by AI.
• Dynamic rewards layer tied to user consistency, creativity, and impact.

Competitive Analysis

InSoBlok (Web3) vs Traditional Platforms (Web2)

Feature / User Benefit	InSoBlok AI	TikTok/Facebook/Instagram
Blockchain Transparency	√	✗
AI-Driven Virtual Try-On	√	✗
Decentralized Monetization	√	✗
Immersive Digital Events	√	✗
AI-Powered Product Discovery	√	✗
Enhanced Brand Transparency	√	✗

The InSoBlok Advantage
InSoBlok AI flips the model with a Layer 1 built for SocialFi, where TasteScore™ powers trust, discovery, and monetization. Every action earns real, on-chain value.

Limitations of Traditional Platforms
Traditional platforms like TikTok and Instagram prioritize entertainment over ownership – offering no real monetization, data control, or AI-personalized tools for creators.

Competitive Analysis Cont.

Influencer Transaction Breakdown - InSoBlok AI vs. Web2 Platforms

Platform	Revenue Share (Influencer)	Transaction Fees	Platform Cuts & Hidden Fees	Payout Time	Scalability & Cost Efficiency
Instagram (Meta)	55% (Ad Rev) / 0% (Shop Sales)	2.9% + $0.30 (Stripe)	30-45% (Brand & Platform Cuts)	30-60 Days	Expensive, limited scaling
TikTok	50% (LIVE gifts) / 0%(Shop Sales)	2.9% + $0.30 (Stripe)	30-50% (TikTok Cut)	30-45 Days	High fees for microtransactions
YouTube	55% (Ad Rev) / 70% (Memberships)	30% (Super Chats)	30-45% (Ad & YouTube Cuts)	30-60 Days	High transaction costs
InSoBlok AI	95-100% (Direct Sales, NFT, P2P Payments)	Fixed, Near-Zero Gas (IMAP Protocol)	0-5% (DAO Fee for Ecosystem Growth)	Instant (Crypto Settlements)	Ultra-low fees, scalable for mass adoption

Competitive Analysis Cont. - InSoBlok AI vs. Competitors

Feature	InSoBlok AI	Galxe	BitClout (DeSo)
AI-Powered Personalization	**Yes - Advanced AI-driven commerce & audience targeting**	**No - Lack AI-driven personalization**	**No - Lack AI-driven personalization**
NFT & Tokenization	**Yes - Tokenized influencer commerce, NFT engagement**	**No - Focuses on achievements & credential, not commerce**	**No - Creator tokens , NFTs but lacks influencer commerce tools**
SocialFi & Gamification	**Gamified influencer-brand deals, AI loyalty programs**	**Limited gamification, rewards-based system**	**Limited gamification, tipping & staking**
Market Position	**AI-powered influencer commerce leader**	**Web3 credentialing & reputation leader**	**Decentralized social media experiment**

Limitations of Galxe & BitClout (DeSo)

While Galxe & BitClout (DeSo) have made strides in Web3 credentialing & decentralized social media, they lack key features essential for the influencer commerce ecosystem.

- **No AI-Driven Personalization –** Both platforms fail to leverage AI for audience targeting, engagement, or commerce recommendations, limiting their ability to optimize creator monetization & brand partnerships.
- **Limited SocialFi & Gamification –** Engagement models on Galxe & BitClout are reward-based rather than fully gamified ecosystems, reducing long-term creator-fan interaction.
- **Restricted Monetization Models –** Unlike InSoBlok AI, which integrates AI-powered marketplaces, NFT brand partnerships, & scalable revenue models, Galxe focuses on credentials, while BitClout is mainly a creator coin economy with tipping.

Business Model

InSoBlok AI operates as a Layer 1 blockchain platform purpose-built to fuel the next era of creator monetization – anchored by TasteScore™, the world's first cross-industry reputation oracle. This infrastructure enables AI-powered autonomous commerce, frictionless microtransactions, and creator-first monetization models across fashion, personal care, and wellness – markets collectively worth over $2.8 trillion.

- Autonomous Commerce - InSoBlok AI leverages smart contracts and intelligent AI agents to automate transactions – no middlemen, no friction. From influencer NFT drops to AI-curated wardrobes, transactions execute seamlessly based on real-time TasteScore™ signals, cutting inefficiencies and scaling impact.

- Scalable Microtransactions - Through IMAP Protocol (Intelligent Market-Aware Pricing), the platform supports ultra-low-cost actions – voting, tipping, reposts, and content unlocks – transforming everyday engagement into measurable value across the network.

- Decentralized Monetization - Creators retain full content ownership and earn directly via peer-to-peer crypto payments, tokenized equity, and dynamic NFTs. TasteScore™ makes these assets reputationally dynamic – rising or falling with influence, community validation, and trend alignment.

Growth Engines

At the core, TasteScore™ ties it all together – gamifying engagement, powering trend prediction, and delivering the reputation layer that turns micro-interactions into macroeconomic upside. This isn't just commerce. It's autonomous, AI-driven, and reputation-backed value creation at internet scale.

- ClosetChain: A SocialFi marketplace revolutionizing fashion try-ons and style voting through tokenized wardrobes and AI-driven fit simulation. Tackles $743B in fashion returns.

- StudioChain: Enables influencers to sell wellness routines, fitness programs, and telehealth experiences as NFTs – unlocking a $1.2T market with gamified, AI-enhanced interactions.

- DApps & SDKs: InSoBlok's Layer 1 stack supports third-party apps that integrate TasteScore™, enabling loyalty systems, product ranking engines, influencer equity tokens, and more – fueling Web3's creator economy.

Revenue Model - Monetization Built on Trust, Powered by TasteScore™

InSoBlok AI's multi-tiered revenue model is built around TasteScore™ – the protocol's core reputation engine – enabling scalable monetization for creators, brands, and communities across the $2.8T influencer-driven industries of fashion, personal care, and wellness.

1. Creator-Centric Revenue Streams

- NFT Sales: Monetize fashion, fitness, and beauty content as tradable NFTs.
- Smart Services: Bookings for coaching/styling via TasteScore™-verified smart contracts.
- Premium Access: Offer token-gated content and early drops.
- Engagement Rewards: Boost TasteScore™ with every action to earn tokens and visibility.

2. Brand Revenue Streams

- AI Sponsorships: TasteScore™ pairs brands with trusted, aligned creators.
- Tokenized Co-Creation: Launch wearables, kits, or drops with influencers.
- Smart Product Ads: Dynamic placements powered by TasteScore™ trend signals.

3. Consumer & Community Revenue Streams

- Gamified SocialFi: Earn tokens for votes, remixes, and challenges.
- NFT Trading: Resell creator NFTs with built-in royalties.
- Loyalty Perks: Use tokens to unlock exclusive events, discounts, and classes.

Revenue Model Cont.

Commerce Transaction Fees (3-5%) – Fees on all influencer-driven product sales across fashion, personal care, and health & fitness NFT & Tokenized Commerce (5-10%) – Revenue from NFT-based beauty tutorials, virtual fashion, fitness memberships, and tokenized wellness programs AI-Driven Marketplace Subscriptions ($10-$100/month) – Subscription-based AI personalization & analytics tools for brands, influencers, and consumers

1 - Direct Monetization: TasteScore™-Linked Transactions

- Creator-Led Commerce Fees (3–5%)
- Tokenized Product & NFT Sales (5–10%)
- AI-Driven Marketplace Subscriptions ($30–$300/month)

Projected Annual Revenue (Year 1-3):
- GMV (Gross Merchandise Volume): $750M – $4.5B
- Transaction Revenue (3–5%): $22.5M – $225M
- NFT & Tokenized Sales (5–10%): $30M – $150M
- AI Subscriptions: $45M – $225M

2 - Ecosystem & Engagement Revenue (Web3 & Tokenization)

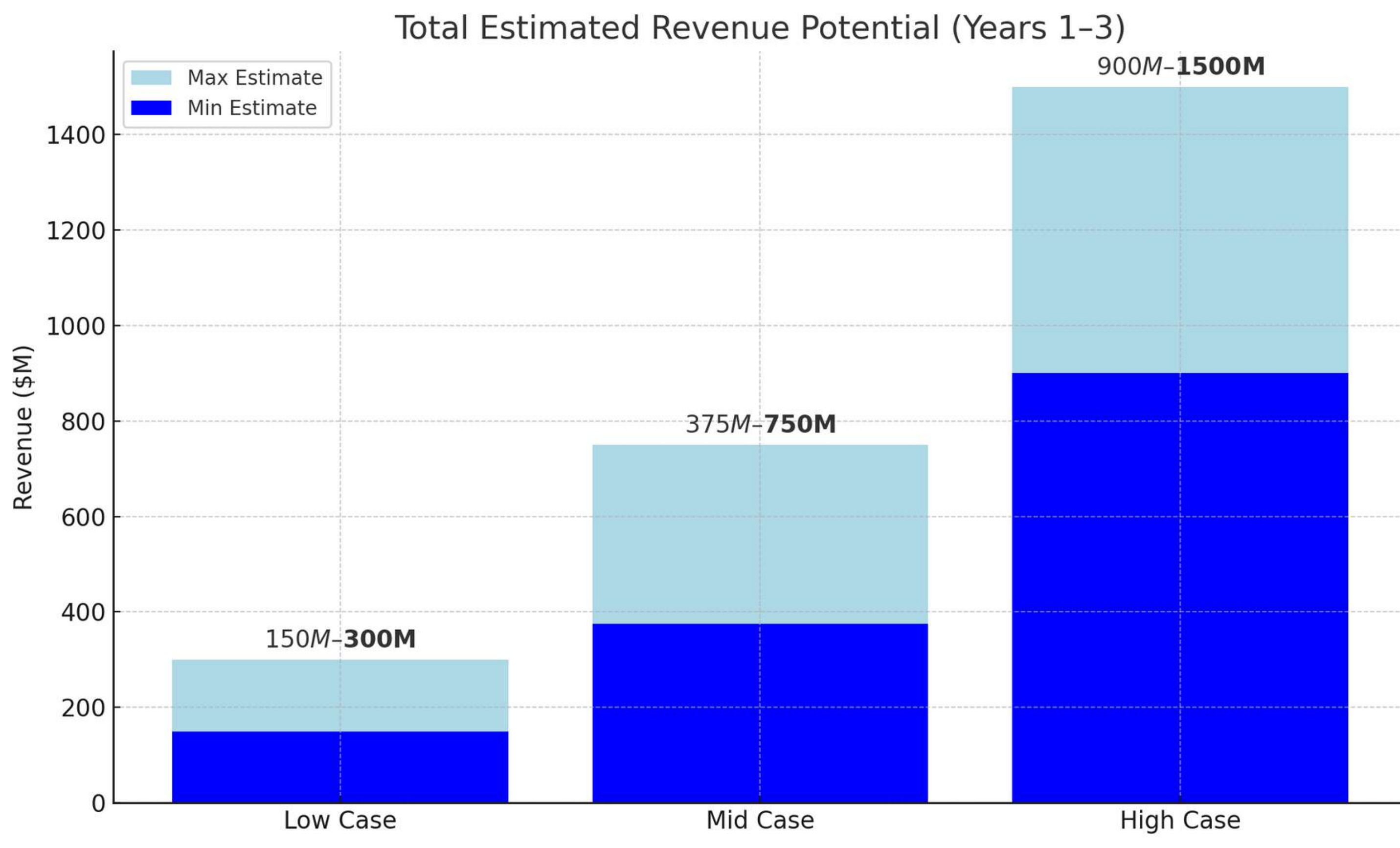- Staking & Governance Fees (2–4%)
- Gamified Ads & SocialFi Campaigns
- Premium Brand & Creator SaaS ($100–$1,000/month)

Projected Annual Revenue (Year 1-3):
- Staking/Governance: $30M – $150M
- SocialFi Sponsorships & Ads: $45M – $225M
- Premium SaaS Tools: $75M – $300M

Revenue Model Cont.

Total Estimated Revenue Potential (Years 1–3)

Legend: Max Estimate, Min Estimate

- Low Case: 150M–**300M**
- Mid Case: 375M–**750M**
- High Case: 900M–**1500M**

Y-axis: Revenue ($M)

Go-To-Market (GTM) Strategy

InSoBlok AI's GTM strategy is built around TasteScore™, our predictive reputation engine that drives platform-wide visibility, influence validation, and monetization. Through a data-driven, AI-powered, and community-first approach, we unlock global adoption for creators, brands, and users.

Targeting & Acquisition: Trust Becomes the Funnel
- Creators in fashion, personal care, and fitness – seeking direct monetization and verified credibility via TasteScore™.
- Brands hungry for real engagement metrics and AI-vetted creator partnerships.
- Users disillusioned with Web2 – ready for SocialFi that pays for their influence.

Core Channels
- Influencer-Led Virality: Onboard high-TasteScore™ creators to build cultural gravity.
- Referral & Loyalty Programs: Tokenized incentives for inviting peers and growing tribes.
- Gamified SocialFi Expansion: Votes, reposts, and posts build both reputation and rewards – naturally viral, deeply sticky.

Partnerships & Sales Enablement
- Cross-Chain Blockchain Integrations: Live on Ethereum, Polygon, and Arbitrum to maximize reach.
- Brand Collaborations: Fashion, wellness, fitness, and gaming brands use TasteScore™ to verify creator partnerships and optimize drops.
- API & SDK Deployment: Plug-and-play tools for enterprise partners, Web3 communities, and ambassador programs to embed TasteScore™ into their stack.

Scaling for Global CAC vs. LTV Optimization
- 40% Lower CAC through algorithmic targeting, gamified loops, and creator network effects.
- 2x Higher LTV via subscriptions to AI tools, TasteScore™-driven marketplaces, and perpetual NFT royalties.
- 3–6 Month Break-Even fueled by brand activations, tokenized commerce, and microtransaction scalability.

Team

InSoBlok AI's team is composed of forward-thinking professionals who are redefining the intersection of blockchain, artificial intelligence (AI), and decentralized finance (DeFi). Our members bring diverse expertise from various sectors, including blockchain development, AI integration, NFT strategy, and decentralized application (D'App) creation. This diversity enables us to push the boundaries of what's possible in influencer commerce.

Our team is committed to creating platforms that not only provide innovative solutions but also foster a community-driven approach. By integrating AI-driven agents and tokenized assets, we aim to enhance user experiences and ensure that our platforms are at the forefront of technological advancement.

At InSoBlok AI, we are more than just a team; we are a collective of innovators dedicated to shaping the future of decentralized technologies and influencer commerce. Our combined expertise and commitment to excellence drive us to challenge conventions and lead the way in this rapidly evolving digital landscape.

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