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EMPOWERING THE CREATOR ECONOMY

Growth opportunity

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Growing
Creator Economy

EDITORS' PICK | Sep 23, 2020, 01:20pm EDT | 11,107 views

50 Million Join The 'Creator Economy' Thanks To Platforms Like OnlyFans, YouTube, Etsy And Twitch

Link

Growing
Investment

I The Information

Investments in Creator Economy Startups Hit $2 Billion; An Interview With Homebrew's Hunter Walk

Link

Growing
Market

GlobeNewswire
by notified

The total Creator market size is over $104.2 billion and increasing daily.

Link

Introducing the Followr.Network

Followr.Network works to **empower** the **creator economy** with development and support for decentralized applications (dApps).

Our ecosystem of dApps allows creators and influencers to **grow**, **retain**, and **reward** their fans, while creating new innovative ways to develop new revenue streams.

Problems

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Fair value capture for Creators & Fans

Creators invest their time and expertise into generating content and building up fans. However, it's the **platforms** that **take the profits**.

Changing policies and the risk of being deplatformed, leave **creators vulnerable** to the removal of features or **loss of revenue**.

Fragmented Ecosystem

Disconnected, independent platforms with separate rules, policies, and functionality, make it **harder** for creators to **nurture and grow** their fan base, who are across multiple platforms.

Fragmented tools, force creators to use multiple platforms, with **costs rising** with every additional tool required.

Solutions

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Decentralized
dApp Ecosystem

Innovative utilisation of blockchain and NFT **technology** allows **creators** to **maintain ownership** of their content and data.

The **$FOLO** utility token allows creators, developers, and fans to be a part of the **success** of the ecosystem, with **no fear** of being de-platformed.

Frictionless
Interoperability

Followr.Network compliments the creator ecosystem by providing **one location** to maintain fans across **multiple platforms**.

We provide a **suite** of **dApps interoperable** across **blockchains** and creator **platforms**.

Decentralized dApp ecosystem

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Cut out middlemen, transaction & platform fees

Followr.Network ecosystem is **powered by** the **$FOLO** utility token, **reducing** transaction and platform **fees**.
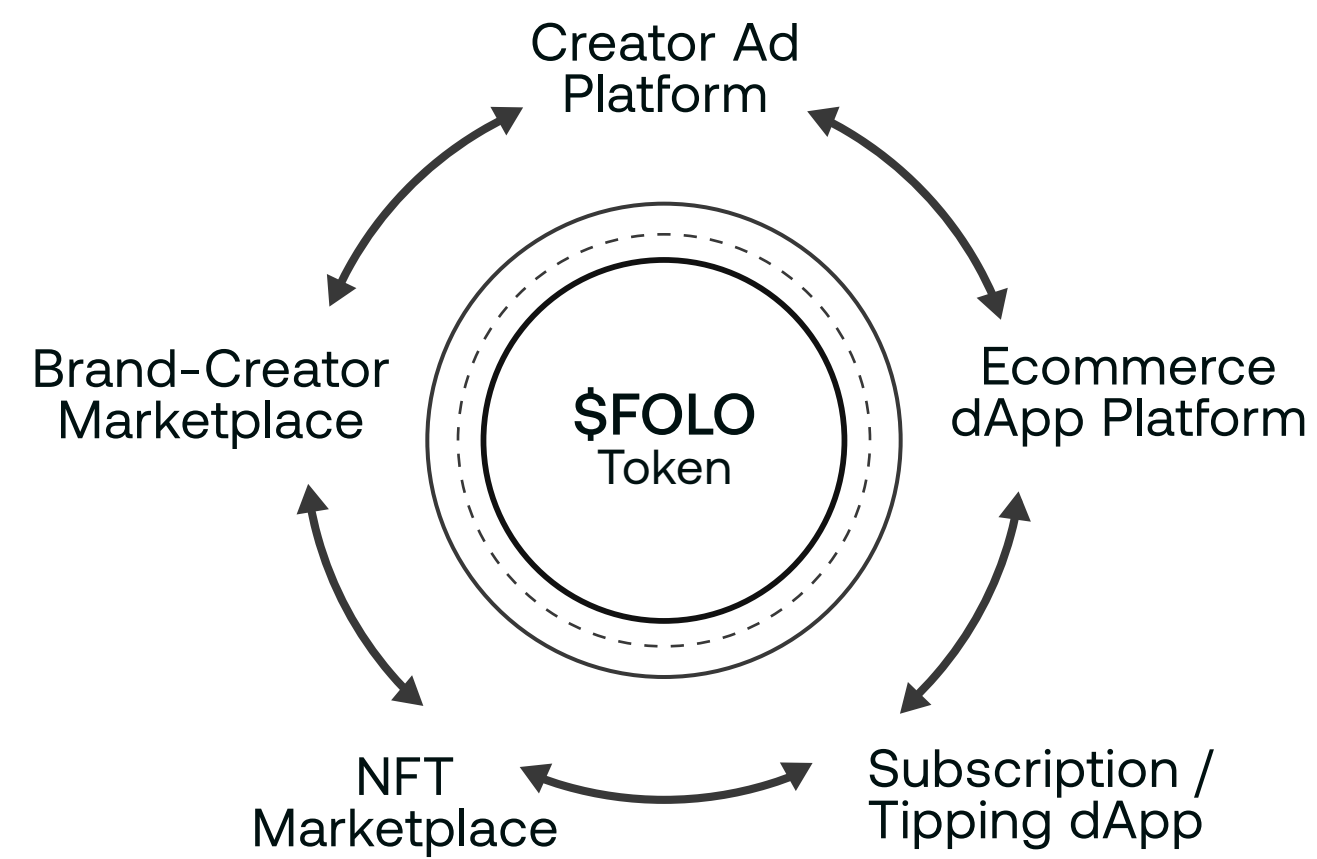
User Generated Capital

Creators generate content with **proof of ownership**, allowing them to dictate how content is shared, or viewed, for a fee, or free.
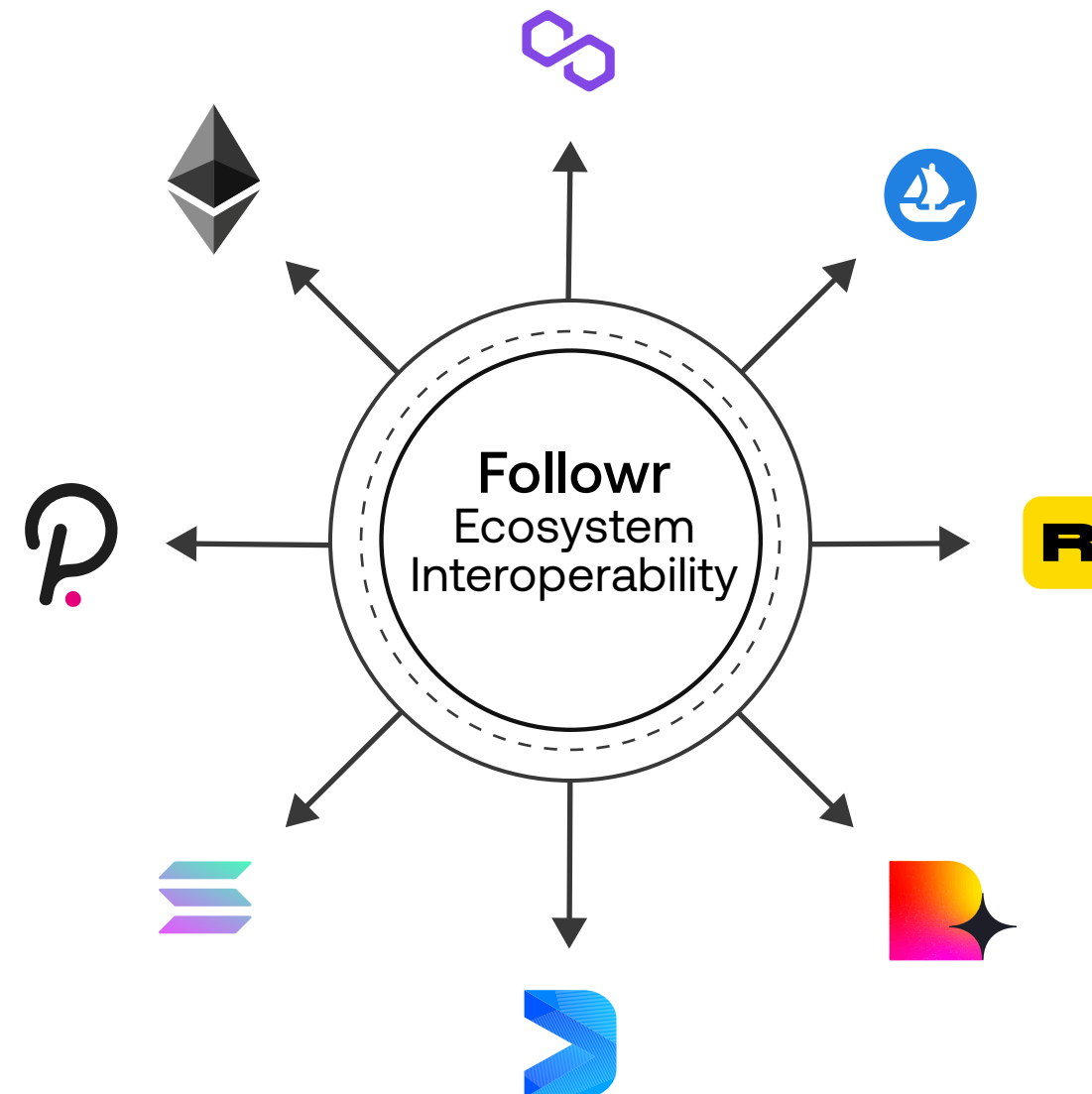
Data Ownership

By using NFTs, creators, not platforms, **have access to** their **followers**, allowing them to **maintain data ownership and control** the flow of content.
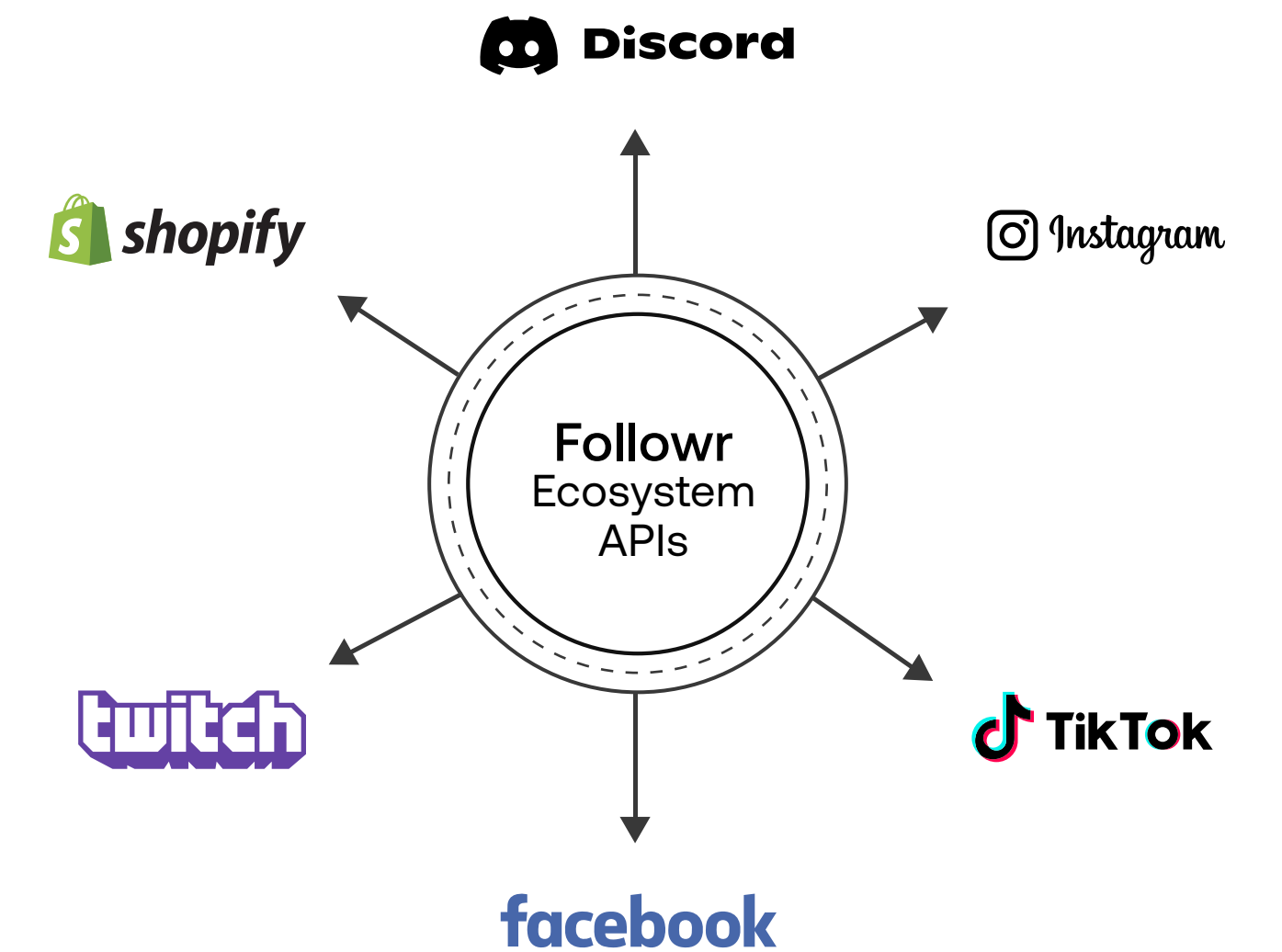
Interoperability

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Between Followr Network dApps

Creator Ad Platform

Brand-Creator Marketplace

$FOLO Token

Ecommerce dApp Platform

NFT Marketplace

Subscription / Tipping dApp

Between Blockchains & Complimentary dApps

Followr Ecosystem Interoperability

Between Platform

Discord

Shopify

Instagram

Followr Ecosystem APIs

twitch

TikTok

facebook

$FOLO utility token empowering the Creator Economy

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$FOLO utility token **powers the** Followr.Network **ecosystem**. Used as transaction fees for dApp use, staking to provide **discounted access** to services and **rewards**, and **governance** to allow all token holders to contribute in improving, maintaining and growing the ecosystem.

TRANSACTION FEES

STAKING

GOVERNANCE

REWARDS

What is the Followr.Network?

Followr.Network is a suite of tools and resources to support creators.

+ One platform to manage all platforms

+ Schedule posts and automate engagement

+ Track and improve ROI

+ NFT creation and management

+ $FOLO token for revenue, rewards and utility within the ecosystem

Use case - platform TopModel.com

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+ TopModel.com will showcase the Followr.Network dApps that are specifically designed for this targeted market.

+ **dApps** are designed to help models and influencers **improve** community engagement, **maintain** retention and **increase** revenue.

+ Apart from the initial dApps in development, TopModel functionality will continuously grow based on **community feedback** and requests.

SERVICES USED INCLUDE

NFT MARKET PLACE

BRAND COLLABORATION AND AD MARKET PLACE

BRANDED ECOMMERCE STORE

SUBSCRIPTION AND TIPPING

VR NFT'S AND AVATARS

Use case - platform FitFans.com

+ Fitfans.com showcases Followr.network dApps that helps **fitness influencers** grow fans, increase engagement and provide online training through live or video educational formats.

+ Fitfans.com provides a real time test case of Followr network dApps for the fitness community.

+ Niche specific dApp development will continue based on community feedback.

SERVICES USED INCLUDE

LIVE ONLINE CLASSES

ON-DEMAND EDUCATIONAL VIDEOS

NFT MARKTEPLACE

SUBSCRIPTION AND TIPPING DAAP

BRANDED ECOMMERCE STORE

Use case - platform Followr.com

+ Followr.com is the major portal for all dApps in the Followr network.

+ Followr.com is designed for the **broad market**, regardless of influencer niche.

+ All influencers can use followr.com to launch NFTs, create ecommerce stores, or use any dApp to grow, retain and reward fans.

SERVICES USED INCLUDE

PORTAL FOR
ALL DAAPS

NFT MARKETPLACE

BRAND /
CREATOR MARKETPLACE

CONNECTED TO ALL
NICHE PLATFORMS IN
FOLLOWR NETWORK

Our Team

followr
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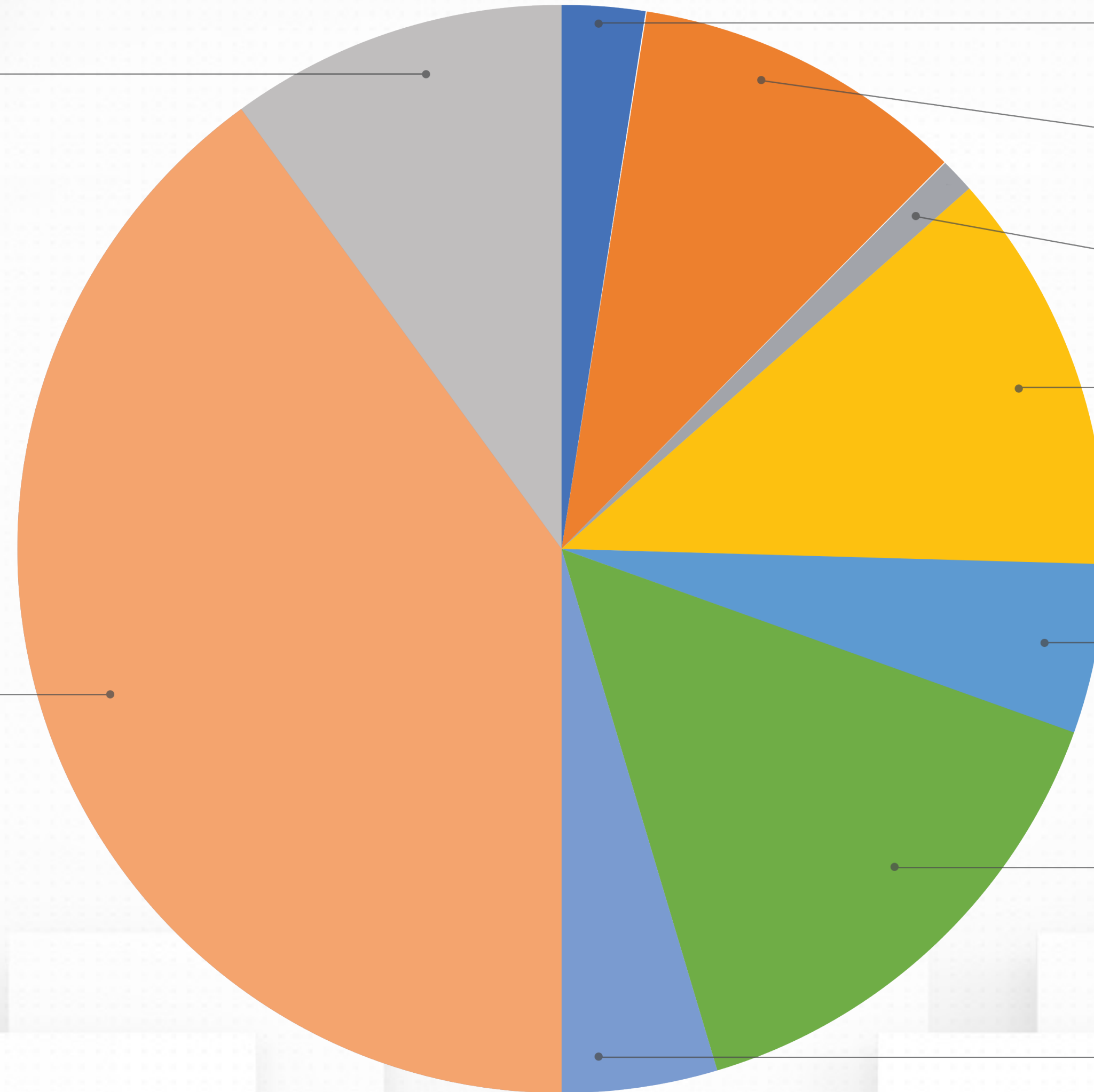
+ With **decades of industry-leading experience**, our team is committed to solving complex centralized problems by providing innovative decentralized solutions.

+ Our **expertise** and experience **spans multiple industries**, including: digital entertainment, virtual reality, eCommerce, cybersecurity and privacy, programmatic advertising, digital marketing, and more.

+ We have a successful track record of **building multiple multi-million dollar products** with over $1 billion in total sales and billions of active users, including a profitable content creator platform since 2012.

20+ Years of
Industry Experience

25 Team
Members Strong

Billions of
Active Users

Over $1 Billion
Total Sales

10+ Awards Won

THANK YOU

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