



**ImI**  
INFLUENCER



# INFLUENCER PROJECT

WHITEPAPER

Ver 1.0

## Table of Contents

1. Outline	3
2. Influencer Market	4
2-1 Influencer Market Research	4
2-2 Influencer Market Type	5
2-3 Issues	6
3. Autonomous Influencer Platform	7
3-1 Evaluation of Influencer Platform Competitiveness	7
3-2 I'm Influencer	8
3-3 Influencer Market	9
3-4 Live Commerce and Broadcasting Platform	10
4. NFT Connection	12
4-1 NFT Market	12
4-2 Music Distribution Platform (NFT)	13
4-3 Melon® / Sound Cloud®	15
4-4 Online SNS Platform	17
4-5 Webtoon Platform (NFT)	21
4-6 TV Network Platform (NFT)	22
5. Token	24
5-1 Token Outline	24
5-2 Token Function	25
5-3 Securing a Token's Ecosystem	26
5-4 Token Lock-up Policy	29
6. Business Development	30
7. Roadmap	31
8. Company Outline	32
8-1 Company Intro and Vision	32
8-2 Iml TEAM	33
9. DID Connection	34

## 1. Outline

As the global industrial structure has, in recent years, developed and evolved into what it is today, innovative technologies such as blockchain, artificial intelligence, and metaverse are spearheading significant market changes under the expression, "The 4th Industrial Revolution." Technologies such as blockchain are being actively introduced into business models, and as the contact-free society is intensifying due to the recent COVID-19 coronavirus, the frequency of utilizing online platforms is rapidly growing.

The Influencer, lml, token is a structure in which influencers and consumers collaborate in contact-free online platform to create value, and thus aims in growing a trendy business model incorporating blockchain. As a result, more innovative and efficient changes to commerce are expected, and we will actively develop our business to be a central force in such changes.

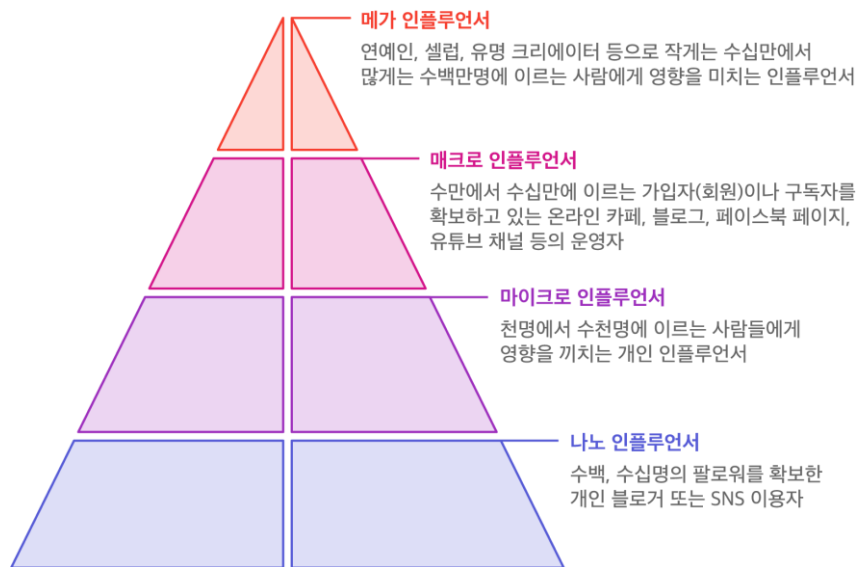
## 2. Influencer Market

### 2-1 Influencer Market Research

#### Influencer

An influencer is defined as an individual who exerts influence over a large group of people or the general public. With the developments of YouTube and single-person media platforms, many people have seen their daily lives being affected by influencers. Consequently, people become more enthusiastic about content such as clothes or places that influencers expose directly or indirectly.

영향력을 기준으로 구분한 인플루언서



#### Micro & Nano Influencers

Experts predict that in addition to influencers with celebrity status, lesser known influencers will be utilized for marketing. It is questionable whether nano influencers with only dozens or hundreds of followers will be effective in marketing. However, leaders and experts within the industry believe the scale of influencers do not carry direct correlation with the success rate of product sales.

Due to the fact that there are many marketing schemes using micro and nano influencers, which can be used effectively with small budgets, can result in higher profit

## 2-2 Influencer Market Type

### Participation-type Platform

A participation-type platform is a platform where users directly upload content and interact with others. Therefore, from the platform provider's standpoint, it may be difficult to make any alterations to the way content is presented. However, in the event users upload content based on trends, such alterations do not interfere with sustainability. Likewise with product sales, the company could assist with sustainability of the platform from liaising with and arranging the involvement of trendy brands/companies.

### Self-Content Provider Platform

The platform operating company can readily make changes to content due to the fact that trends are reflected in providing this self-content platform. This effectively acts as a positive factor in the sustainability of the platform.

### Stable System Environment

Sustainability will be difficult to maintain if systematic stability is not secured. In particular, because the payment system is a platform that collects personal and credit related data, proper management and operation of the system will always be a top priority given its critical importance.

### Consideration of External Factors

## 2-3 Market Issues

### The Social Responsibilities of Influencers

As the influence of influencers in the market grows, consumers are becoming increasingly aware of the risks of falling victim to the communication of falsified information, inclusive of the recent "back advertisement" issue and excessive exaggeration and lies committed for product promotion purposes. Many people have strongly voiced that influencers should be aware of such problems and especially take on social responsibility to mitigate the harm they can cause to consumers.

### Fall in Credibility due to Fierce Competition

With excessive levels of competition in the market, ill-advised promotional content could flood both online and offline channels causing adverse effects to consumers that are tired of viewing such "unwanted ads." This leads to brands and influencers both losing the trust of customers and the decline of brand value from what is perceived as excessive greed.

### Unproven Product Sales

There have been a growing amount of instances where exaggerated and/or falsified information about products are used in the promotions of such products by influencers with the sole aim of increasing revenue and recognition without any verifications. As a result, this causes a decline in trust in brands and further negatively affects the market in its entirety.

### 3. Influencer Platform

#### 3-1 Evaluation of Influencer Platform Competitiveness

##### Ease of Content Alteration

Social platforms such as Instagram function and operate on content stemming from user participation. It is from the massive development of the user participation platform that the potential of influencers was formed and grown to be very positive. With this development their influence constantly emerge across the commercial spectrum and continue to affect the public accordingly. If content produced by them fits trends, public reactions would become hotter.

I'm Influencer allows influencers to participate autonomously on the platform, allowing for a more competitive structure reflective of the latest trends.

##### Stable System Environment

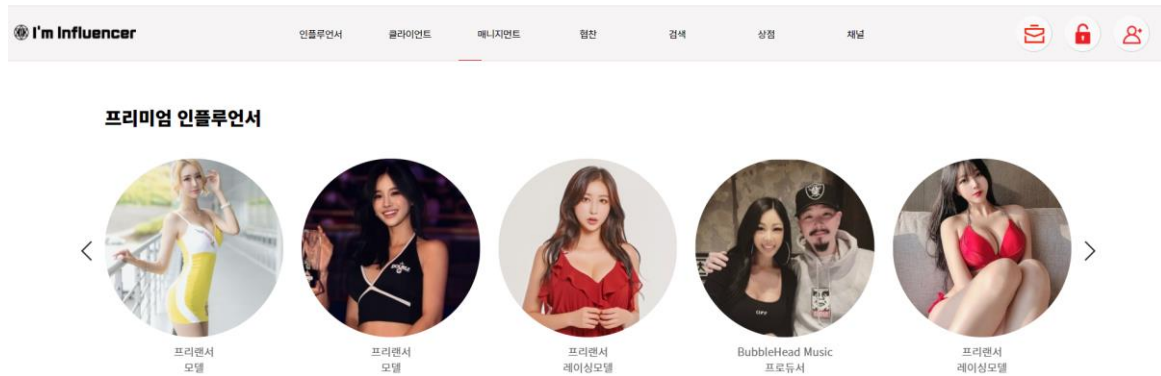
A Wi-Fi network is recommended for viewing high-resolution photos and viewing influencers' activities.

A system may be considered to be well-equipped for platform utilization considering modern network environments where the Wi-Fi has become more widely available.

I'm Influencer's beta service will be on a website-based environment, so users may directly and conveniently access provided services without any complicated procedures.

##### Consideration of External Factors

## 3-2 I'm Influencer



### Autonomous Influencer Platform

I'm Influencer is a platform that strives to meet the needs of professionals in their respective fields of interest and designed to be more intuitive than the likes of Instagram.

Users will be able to select categories of the influencers they follow or share interests with and freely communicate with the influencers. Also, if commercial interests align, contracts may also be arranged for.

Our goal is to set grounds for free activity between influencers and users, and also management agencies and their potential clients.

### Profit Model

We plan to introduce a profit model through the platform in collaboration with various companies and also to provide financial support to influencers in need in order to help assist them achieve their goals while creating an atmosphere of positivity.

Unlike other existing platforms, I'm Influencer has a system that heavily promotes influencers at an early stage and aggressively seeks to connect influencers to potential company management suitors. We strongly believe that achieving this creates



## 3-3 Influencer Market

### Online Store Market

#### Group Purchasing System

A group purchasing platform has the characteristics of a brokerage as it offers a solution that connects vendors and consumers. This allows for a seller to manage consumer orders with ease and consumers gain convenience in using payment systems.

#### Profit Model

Group purchases strive to achieve pricing competitiveness by offering purchases in large quantities for products such as daily necessities, fashion, and home appliances.

During this process, the platform provides a convenient experience to users through profits made via certain advertising fees.

#### Limitations of Payment Brokerage Platforms Affected by Competitiveness

The rise of the brokerage industry can be attributed to the competitiveness of sellers. If a seller is not competitive, having an outstanding brokerage system would carry no effect on being considered competitive.

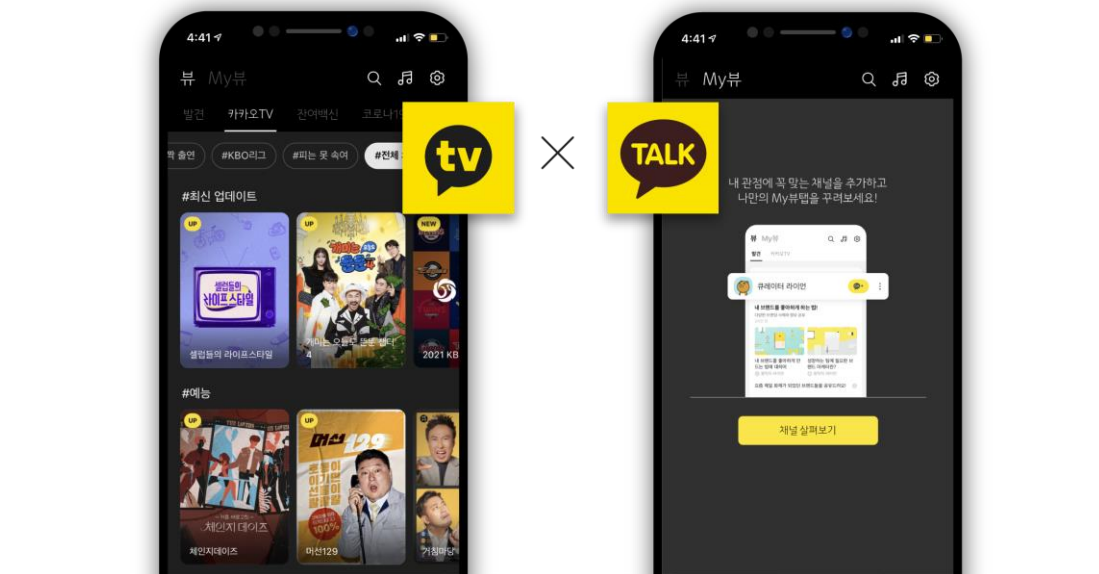
Our solution for this potential drawback is to attract sellers and buyers across various commercial sectors and build healthy competition within our platform. This is a key focus in our growth strategy.

#### Damage Prevention Measures for Unverified Products

In order to prevent damages, all brands are subject to facing penalties for fraudulent activities arising from the delivery of falsified information of products and the sales of

## 3-4 Live Commerce and Broadcasting Platform

### Market Research



### Kakao TV

Kakao TV is an official affiliate and service provided by Kakao Corp and its subsidiary, Kakao Entertainment. Kakao TV mainly provides a personal online broadcasting function and a media player.

In October 2020, Kakao Live Commerce was officially launched as an online broadcasting technology.

### Competitiveness of Kakao TV and Kakao Live Commerce

Though official broadcasts such as the news are not included, individually created content such as variety programs are provided on the network. Most significantly, these platforms benefit from the fact that Kakaotalk is so well known, where sharing a brand name has proven to be more attractive to users and simultaneously more user-friendly than others. Kakao Corp began providing video media services through the Kakao TV platform from September 1, 2020, and unlike other existing television platforms,

## Contact-Free Communication Platform

### Commerce System

Kakao Shopping Live offers a unique and enjoyable experience to its users where buyers and sellers can communicate with each other in a chatroom based on Kakaotalk's chat platform, which is used by the masses. Customers have a more enjoyable experience while shopping with the ability to be more interactive in their communication with the sellers on a chat feature they are already accustomed to. This feature in particular differentiates Kakao Shopping Live with existing TV home shopping programs. Two-way communication in a customer's shopping experience increases the likelihood that a viewer becomes a potential customer, especially because this communication channel provides an opportunity to build trust and answer any questions a customer may have on the product immediately. With the sudden growth of contact-free e-commerce due to the effects of COVID-19, customers may continue to utilize the online channel of purchasing products that they have become more accustomed to, further showcasing higher levels of competition when incorporating a convenient channel of communication into the mix.

### Profit Model

A live commerce company selects representatives to sell their products, and the sellers will be compensated for basic expenses. If sales exceed a target amount, the representatives could be paid further in incentives for their success. Increased sales will lead to maximized profits for all parties involved.



## 4. NFT Connection

### 4-1 NFT Market

#### NFT

NFT is not exclusive to copyrighted products, but can be applied to products that have most importantly established stability and authenticity, such as foods or rare alcoholic beverages.

NFT could earn more consumer trust in the distribution stages of a product's sale timeline if it is connected to all commercial products. In order for application in the operation of a platform business, technology to identify both online and offline is required.

As with biometric recognition processes, various sensors need to be inserted into devices. However, a separate applicable process to identify and determine whether a product is genuine or fake is required.

A more advanced level of technology than QR code identification would be required, which would be a challenge in achieving. If an NFT platform that can confirm copyrighted products online, even without having the capability to have the same functionality offline, this market can be considered prospective.

## 4-2 Music Distribution Platform(NFT)

### Music Platform System – Examples

Melon is an online music service operated by Kakao, and SoundCloud is a standalone online music service that has a large amount of self-written and produced songs from users. Melon differs from this in that its musical content consists of songs that are already well known to the public. Kakao also utilizes Kakaotalk for access to Melon, and have linked the two applications together so music from Melon can be connected to a Kakaotalk profile. A wider variety of functions can be accessed via Melon's own application.

### NFT Funding

This defines non-replaceable tokens. Not long ago, a painter's digital artwork was sold at an auction for KRW 7 Billion. As a matter of fact, if you were to download or screenshot the artwork online, you would essentially have the same artwork in your possession. However, your version would not be genuine because the original artwork was produced using NFT technology with an irreplaceable code. Value was created because it is essentially the only genuine version in the world.

### Music, Webtoon, Video Connection Method

Music, webtoons, and videos are all copyrightable where creators of content have the exclusive right to select the methods of use and distributions for their creations. However, the development of smart devices have led to the ease of creating copies that are used without payment of due fees to copyrights. NFT technology is a solution to this problem. If the original music sources, webtoons and videos are composed of NFTs, an obligatory identification process could

## Copyright Ownership

Copyrights may be owned by independent artists or companies, but copyright holders face the challenge of dealing with indiscreet and illegal distribution of their work. However, NFT is a technology that is a solution to this issue, and registering copyrights through NFT offers the protection that copyright holders require.

## Profit Model

Consumers purchase music and pay for them through a payment brokerage system that deducts commissions and remits the profits to the artists. In such cases, when cloud funding is established within the system, music files are purchased in the form of NFT and profits are distributed by funding share based on the revenues generated from various single songs and albums.

## 4-3 Melon / SoundCloud

### SoundCloud

SoundCloud offers a similar system for music as YouTube offers for videos. Various users upload their own music and share them with everyone in the platform. It is an active participation user-focused platform for musical sources.

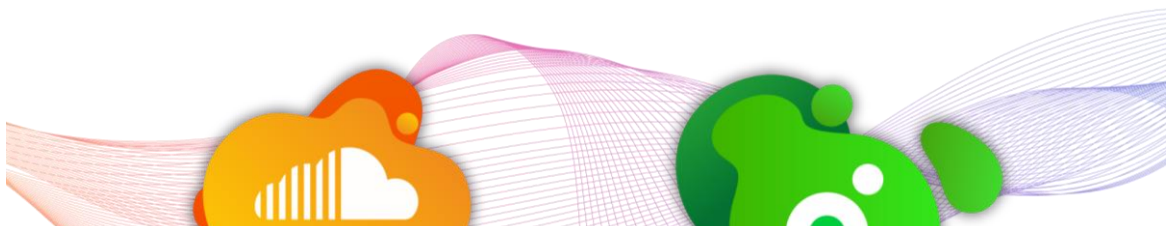
### Consumer Trust

There are several selectable options when using SoundCloud. One of these options is that after a certain prerequisite timeframe passes, users can upload their own songs for sharing with fellow users. The other is to upload songs for commercial purposes, where the user can earn profits from their uploaded music after an evaluation process by the SoundCloud team.

### Musicians that Share their Work

Music by famous musicians are typically waited for and well-received by the public when received. However, their greatest competition are actually talented unknown individuals that showcase their music to others and are well received by the masses.

### Korean Domestic SoundCloud: Melon



Melon is an online music service operated and managed by Kakao. Music videos are available for playing and music charts are regularly provided and updated. In comparison to Soundcloud, on which users regularly upload and share self-made music, Melon provides music that is already well known to the public online. Kakao also utilizes Kakaotalk for expanded access to Melon, and have linked the two applications together so music from Melon can be connected to a Kakaotalk profile. A wider variety of functions can be accessed via Melon's own application.

YouTube can also be used for the enjoyment of music, just as how Melon provides music on its platform. YouTube has a unique and differentiated strategy that has gained the platform competitive sustainability in that music can be enjoyed in various ways based on how videos are edited and uploaded as musical presentations.

## The Outlook for SoundCloud and Melon

### The Availability and Durability of Content Change

User-participatory music platforms like SoundCloud quite easily maintain trendy music as time passes. Melon also actively uploads and promotes music based on current trends and K-Pop's popularity throughout the world. Such platform content will always be readily maintained according to current trends.

### Stable System Environment

Music files are less data consuming than video files, and thus allow for a heavy user load for stable platform use.

### Consideration of External Factors



## 4-4 Online SNS Platform

### SNS Video Platform Structure

This can be defined as a video content provider utilizing a network of communication.

TikTok and YouTube are prime examples.



### SNS Platform Explanation

TikTok is a video sharing social network owned by ByteDance, a company based in China. In Korea, much activity and promotion has already been carried out through dance videos by famous individuals or various videos that have caught the interest of the general public. TikTok videos are also being uploaded to, and generating further interest on YouTube. Users can create and upload videos ranging from 3 seconds to 3 minutes in length. Furthermore, there is a unique split-screen function where a host user can film on one side and other users can film on the other side to create duet videos, creating and adding additional fun factor to the experience.

## Video + Music Platform Market Research – TikTok

### TikTok

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### Method of Use

Users can create and upload videos ranging from 3 seconds to 3 minutes in length. In addition, there is a unique split-screen function where a host user can film on one side and other users can film on the other side to create duet videos, creating and adding additional fun factor to the experience.

### Internal Growth Factors

This platform is formed in a way where content is created by the typical user.. Sharing one's own videos with others gives the user a sense of accomplishment and creates a feeling of further immersion in using the service. In particular, the platform utilizes artificial intelligence to analyze user tendencies and recommends relevant videos accordingly. Through this users can like videos and contribute the growth of followings for videos.

In order to increase follower count, users will be motivated to progressively create more interesting video content.

## Video + Music Platform Market Research – TikTok

### External Growth Factors

Videos uploaded to TikTok are not limited in availability to TikTok only. Videos created by famous influencers or celebrities are also available for viewing on other major platforms such as YouTube, maximizing promotion effects.

As the number of TikTok users increases, the likelihood of users creating videos imitating popular dances or scenes of specific personalities also increases.

Moreover, there are many instances where a video becomes popular to the extent that people participate in the copying trends of a video so much that they carry as much influence as the original video. Thus, friends and acquaintances of TikTok users become exposed and naturally become TikTok users themselves.

### Regulations, Etc.

Recently, there are unethical videos or those that indirectly undermine sexual minorities (LGBT) that remain unresolved, creating a significant social issue.

Countries and civic groups alike are continuously calling for the deletion of such videos and for censorship measures to be applied to TikTok.

Certain levels of “cleansing” must be done according to the cultural backgrounds or situations of the corresponding country, but such unfortunate events may also be viewed as phenomenon that arise from the vagueness of national views online.

Unfortunate situations online are normally difficult to predict, and it is impossible to block content in advance due to limitations in judgment measures. This is a challenge in particular that must be overcome in user-centric platforms

## Marketability

### Changeability of Contents

As a user participation-type platform, TikTok is unique in the fact that uploaded content combines video and audio sources with the time frame limited to three minutes, compared to the unlimited time freedom available on YouTube.

Given this, users tend to focus on creating more deeply impactful and effective videos. As the users are content creators on this type of platform, the possibility that contents are constantly following trends are naturally high.

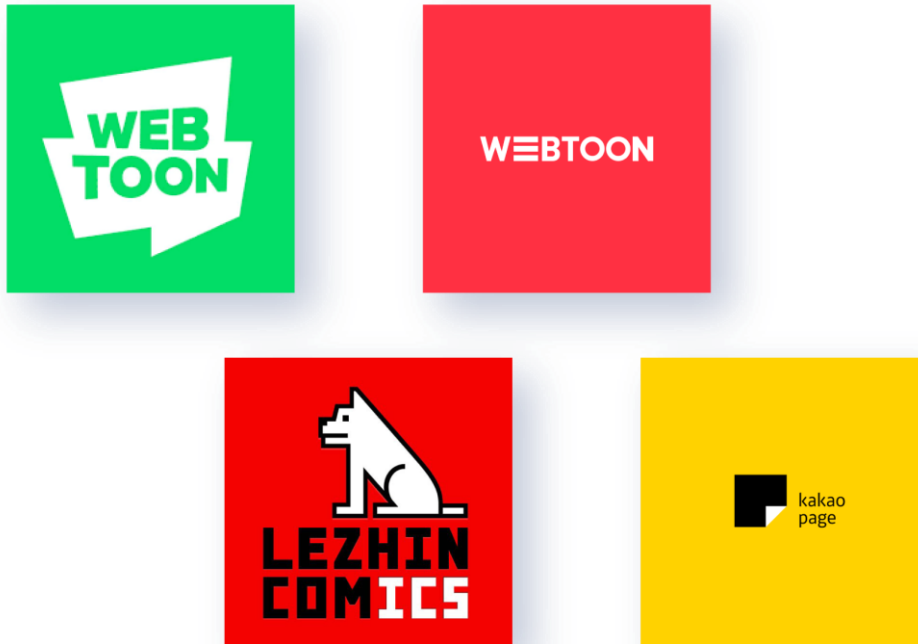
### Stable System

Given videos on TikTok are no longer than 3 minutes long at maximum, data consumption is generally low and contributes to system stability, even users do not access the application on a WiFi network.

### Consideration of External Factors

Access to TikTok may be found to be difficult in certain regions due to its link to sensitive international situations and/or issues, such as the movement in the US to ban the use of TikTok.

## 4-5 Webtoon Platform (NFT)



### System

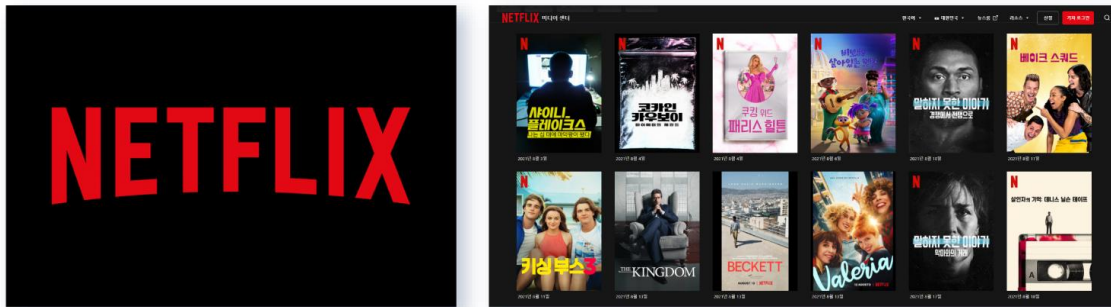
There exist numerous platforms where users can continuously view still frame (image) content. Various genres of webtoons are offered on these platforms. Typically, users pay a fee for a plan of choice and then get to enjoy the webtoons offered according to plan selected.

### Profit Model

Users fees are the main source of revenue for these platforms. Given this, net profits are paid to webtoon writers based on the number of subscriptions they have. The platforms take commission for their services from the user fees.

## 4-6 TV Network Platform (NFT)

### Netflix



Netflix is an entertainment company that is the world's most influential provider of streaming services. Not only do they simply provide streaming services, but they also utilize active marketing to become a dominant force in the movie and drama markets as well.

### Expansion of Exclusive Offering Opportunities

Armed with a lot of capital, Netflix purchases exclusive rights to and provides screenings of upcoming movies. As a prime example, Netflix paid 10 to 20% of the production costs of the recently released "Seungriho" film, and in exchange obtained exclusive rights to the film. In a time where both domestic and international film markets have experienced considerable declines due to Covid-19, Netflix may be seen as the greatest beneficiaries by staying aggressive.

### Post-COVID

There continues to be a growing increase in the number of people signing up for Netflix with its availability on personal devices due to longevity of the COVID-19 pandemic and with the difficulty of containing the virus.

## Challenges

Watcha is a competitor to Netflix that also provides streaming services. It is of popular opinion that Watcha is more convenient to use than Netflix, such as in the overall usage of the application and searching viewing lists. However, this is rather small in significance for Netflix. As the market leader, Netflix has used aggressive marketing strategies to obtain highest levels of recognition and even signed an exclusive supply contract with a movie production company.

## Marketability

### Changeability of Contents

The marketability of TV network platforms are very positive. Netflix, in fact, should be considered as a comprehensive video production company that goes as far as paying a greater amount than the production costs for a movie or drama in order to secure exclusive rights for the platform, rather than a streaming service only platform.

### Stable System

Since its inception, Netflix has steadily operated a business and boasts a stable system that allows for easy access through mobile phones and other devices.

### Post COVID-19

With the combination of expected non-contact habits continuing onward post COVID-19 and the continually widening availability and usage of smart devices, the market for online platforms is in position to gain more customers.

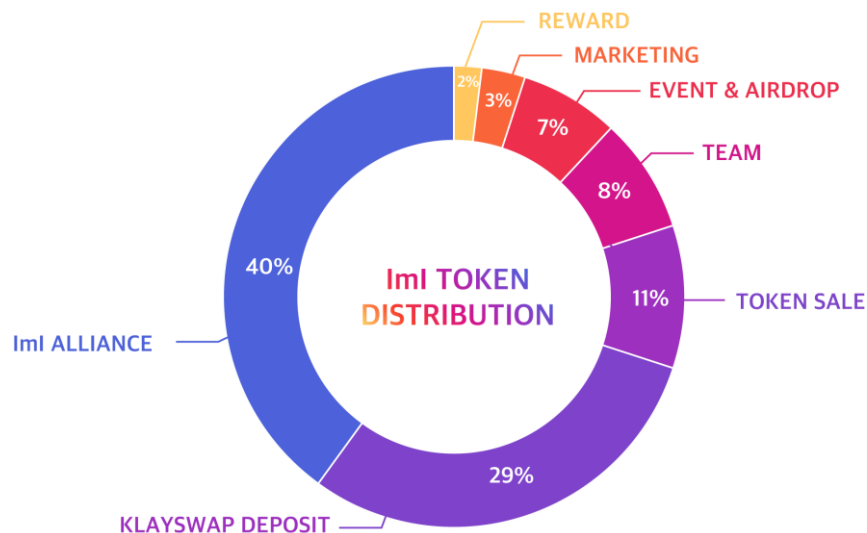
## 5. Token

### 5-1 Token Outline

#### Token Outline

Token Name	Influencer	Symbol	Iml
Platform/Type	Klaytn/KIP-7	Max Supply	100,000,000 Iml

#### Distribution by Usage



#### B) Influencer, Iml Token Distribution Status

	# OF Iml	% OF TOTAL
REWARD	2,000,000	2%
MARKETING	3,000,000	3%
EVENT & AIRDROP	7,000,000	7%
TEAM	8,000,000	8%
TOKEN SALE	10,970,925.490001	11%
KLAYSWAP DEPOSIT	29,029,074.509999	29%
Iml ALLIANCE	40,000,000	40%
TOTAL	100,000,000	100%



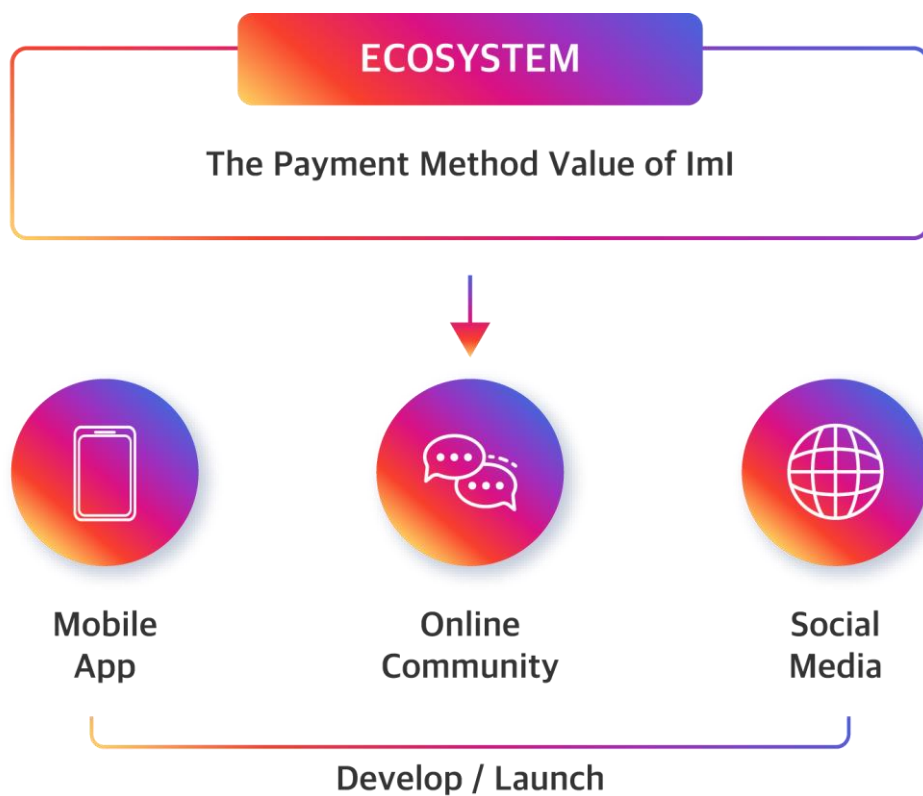
## Token Function

### Eco System

In the future, Iml will become a compatible payment method within the platform's ecosystem and will carry great value

According to its roadmap schedule, Iml will develop and launch the following:

Mobile App, Online Community, Social Media



## 5-3 Securing a Token's Ecosystem

### The Ecosystem of Early Iml

Any individual may spread good influence within the scope of the Iml platform to anyone online and get rewarded with tokens.



**REWARD  
SYSTEM**



**PLATFORM**

### Blockchain Applied Reward System Model

Iml Friends can acquire Iml tokens based on activity on the platform, and may check on their reward status which is viewable as a record on the blockchain

### I'm Influencer – Platform Participant Relationship Diagram

Rewards from activity are formed in the reward wallet, which can be viewed by anyone on the blockchain. Reward wallets may be created with kaikas, Klip, and D-CENT.

## The Ecosystem of Future Iml

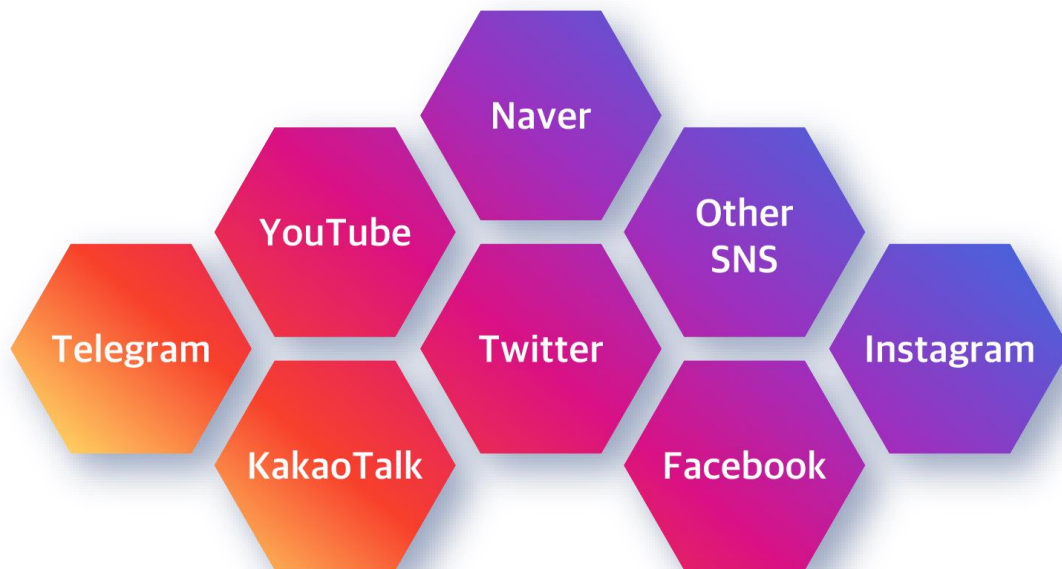
### Iml International Role Reduction : Building an Autonomous Ecosystem

In the future, an autonomous ecosystem will be built as Iml International's role is reduced. Afterwards, Iml International will initiate partnerships and affiliate activities to secure offline usage of tokens (As places for token use increases, 'sell' inputs will decrease). When tokens are used more conveniently, non-coin traders will have easier access to and be drawn to the ecosystem. By enabling tokens to be exchanged into cash or used without being processed through an exchange, the influencer platform becomes rewarding and available for any participant. Given the aforementioned and combined with Iml International no longer being able to interfere with tokens according to blockchain operating principles, the ultimate aim is for the system to achieve an autonomous virtuous cycle capability.

### Ecosystem Expansion due to Participants

In this type of structure, tokens are essential for the operation of the platform. Transactions recorded in the blockchain ensure the reliability of the platform, and as Iml gradually loses control of tokens distributed to users, the tokens begin to carry higher value. This can lead to a greater number of participants. As the ecosystem expands, so does the value of Iml tokens due to the principle of supply and demand. In the long term, tokens will carry value, become regularly used, and "anyone" will be able to obtain rewards for platform activity. In this situation, these tokens can be instantly monetized into cash or be used directly in many various ways further making all individuals marketing and advertising subjects. Thus, we aim to utilize viral marketing We are not competitors to likes of existing platforms such as Facebook and YouTube, but rather our ecosystem participants will utilize these platforms as key tools in

## lml's Target Major Marketing Platforms



## 5-4 Token Lock-up Policy

### Token Lock-up Policy

After the Influencer (lml) token is first listed on an exchange, a lock-up policy will be implemented to stabilize token pricing.

### 토큰 락업 일정

Influencer(lml) 토큰의 첫 거래소 상장 후, 토큰의 가격 안정화를 위해 토큰 락업 정책을 시행할 예정입니다.

### Presale Quantities

- Lock-up period : Until first ICO on an exchange
- After conclusion of Lock-up period : 20% of quantity released every month

### HQ-Owned Quantity

- Lock-up period : 1 year from first exchange listing
- 10% of quantity released from lock-up every month for 10 months after conclusion of the lock-up period

### Team/Advisors

- Lock-up Period: Six months from first exchange listing
- 10% released every month for 10 months after conclusion of lock-up period

## 6. Business Development

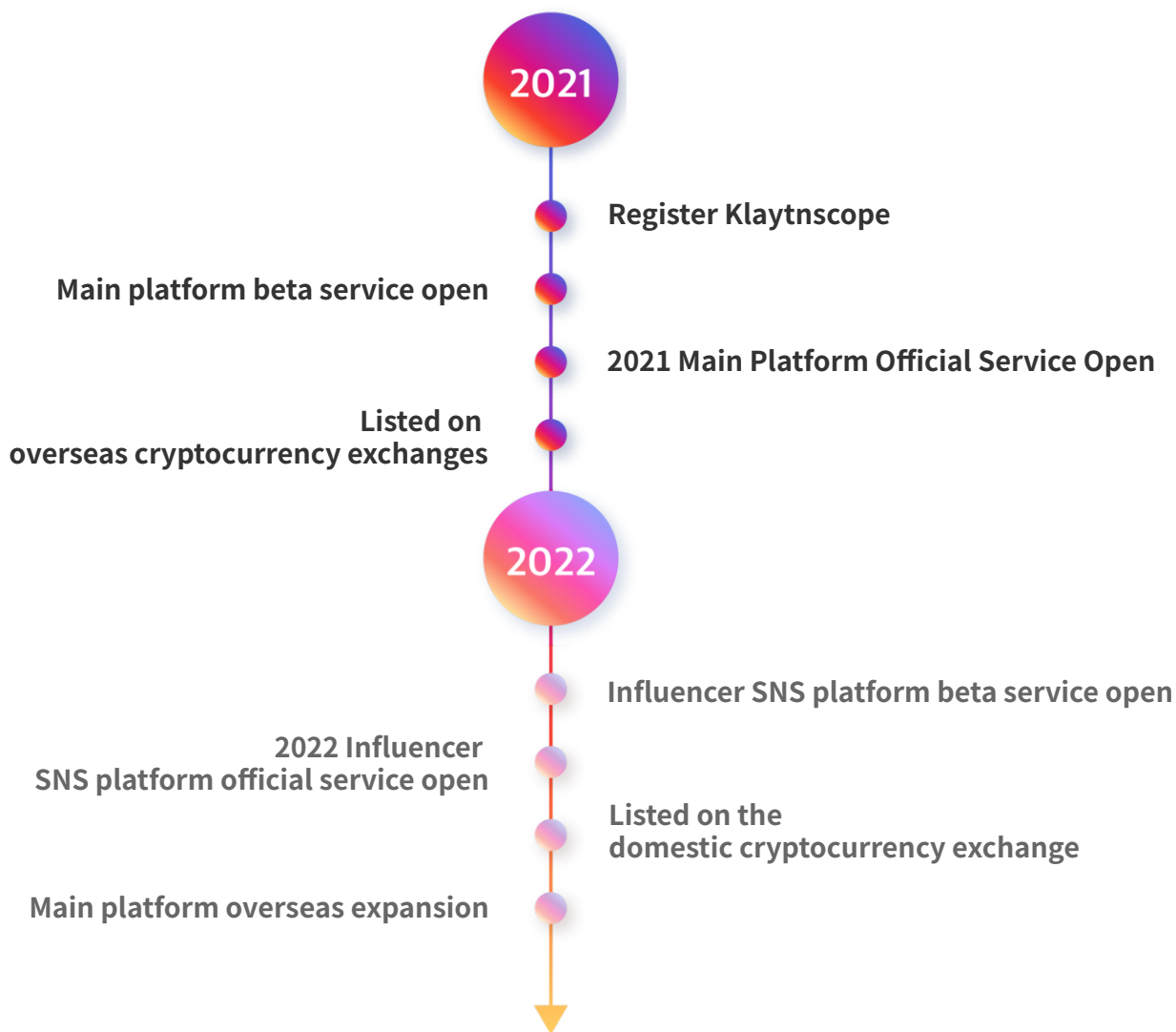
Development plans for other platforms other than the main platform that is in beta service phase cannot yet be revealed. Development plan reveal is planned according to an opening schedule.

Technical Team	Jisoo Lee (designer)	1week design work period
	Seongmin Park (programmer)	7-week programming period
	Wonkyun Jeong (project manager)	1-week project managing period
Working Period	9 weeks	
Work Schedule		
Weeks 1~2	1. Site design, storyboard, manuscript restructuring	PM
	2. UI and AI planning	PM
	3. Main design and sub-design production	designer
	4. Layout, color definition and design concept plan	designer
	5. Content analysis and page structure planning	designer
	6. DB schema works - programmer	programer
Weeks 3~5	1. CMS admin page structuring and production	
	2. Program modularization progression	
Weeks 6~8	1. Member page composition and production	
	2. Structuring and production of each member page	
	3. CMS production for admin and member pages completed	
Week 9	1. Simulation and testing	

1. Iml is a self—produced site that is fully customized
2. The entire site was created utilizing CMS (Contents Manager System).
3. Everything can be controlled using CMS, and it is designed in consideration of scaling potential.
4. All programs are modular, and therefore it is convenient for managing and

## 7. Roadmap

※The roadmap schedule is subject to change according to the pre-sale schedule.



## 8. Company Outline

### 8-1 Company Introduction and Vision

An influencer is defined as a person that carries influence.

It refers to those that influence the public through a large number followers on social media, ranging from tens of thousands to hundreds of thousands

Recently, we have seen that people with outstanding external characteristics are considered as and called influencers.

However, our goal is to focus on people with expertise in various areas, and to change the perception of these people into those that carry good

Influence.

Should this goal be achieved, the good influence created by influencers will spread to also have a positive impact on society.

Influence can grow if external factors are satisfied while expertise in each field is maintained.





## 8-2 lml TEAM

HAN DONG HEE

CEO (Chief executive officer)

BANG SUK MIN

CTO (Chief technician officer)

James Kim

CFO (Chief financial officer)

Park Young Ho

COO (Chief operation officer)

Josef.L

CMO (Chief marketing officer)

The lml Team consists of a planning team, development team, design team, and a marketing team. Each team will work closely and collaboratively with one another on equal terms.

The development team is tasked with reviewing whether the profit model can be technically implemented. If it is indeed feasible, they will work with the planning team to strategize in accordance with the profit model. In addition to this, the planning team will be responsible for the trends and flow of the market, while also collaborating with the development team upon discovery and research of marketable sectors.

Once a simulation through a technical review is completed, the design team will provide required material. The entire team together will then proceed with the final realization steps of the project.

The marketing team plans for the most efficient promotion as possible to be

## 9. DID Connection

### The Possibility of DID Technology in Cryptocurrency Wallets

DID(Decentralized Identification) is an identification technology that can be used as a substitute for public certifications of financial institutions or applied to the public sector when connected to an offline proof of identity.

Starting from 2020, as part of the 'digital government innovation initiative,' mobile identification stored in smartphones are expected to be introduced for usage instead of the existing plastic Identification cards that are easily counterfeited or stolen.

The application of electronic certificates that may used upon storing various certificates such as resident registration on smartphones will be expanded upon.

Although cryptocurrency application in wallets are common in blockchain businesses, this is possible due to the utilization of a secure ID vault allows the management of user IDs across different sites and the offering of a user interface allows users to sign on blockchain transactions.

### Advantages of DID Technology Installed in Cryptocurrency Wallets

People live in a world where personalized services are enjoyed. They upload their information onto the server where upon an algorithm analyzes their data, and then the applications provide services tailored to the user.

Currently, society has reached a point where banner advertisements for products that one needs can appear on a browser just from information provided by site visit records. An issue is that the more personalized services become, the more sensitive the information that gets uploaded to the server are.

It can be especially risky when considering that all personal assets such as

## Usage Methods for DID Technology

Blockchain technology is capable of securing reliability, shareability, integrity, efficiency, and transparency. While Bitcoin-related issues continuously pour in one after another, related affiliate businesses such as BaaS (Blockchain as a Service), Wallet, exchanges and DID are steadily growing in scale.

In Korea, there exist companies that utilize DID such as Identity Management & Control, public sector companies such as xangle for risk management, and on-chain data analysis companies such as CryptoQuant and Suho.

DID technology, in particular, is very useful in the identifier producing market for cryptocurrency wallets, and relevant market size per sector can be referenced in the table below.

### Blockchain Identifier Management Global Market

(Unit : \$M)

Section	2017	2018(E)	2023(P)	CARG(2018-2023)
Application Providers	20.4	32.3	760.5	88.1%
Middleware Provider	14.1	21.4	410.9	80.5%
Infrastructure Providers	23.8	36.6	758.5	83.3%
<b>Total</b>	<b>58.3</b>	<b>90.3</b>	<b>1929.9</b>	<b>84.5%</b>

※ E: Estimated, P: Projected

## 10. Conclusion

The goal of Iml International is to create synergies by invigorating the Korean domestic influencer market in harmony with the overseas influencer market.

We aim to create profits by combining the influence of influencers with blockchain-based tokens, and to maximize the positive influence that influencers have in giving back to society. Development of society and the profits of our customers are the top priority.

When good influences combine to become great in scale, society will benefit in the sense that the country we live in will seem to be a warmer and better place to live in.

## 11. Exclusion Clause

This white paper is a document distributed by Iml International, and is intended, for reference purposes, to provide general information about the Influencer project and to deliver information about the Klaytn platform-based Influencer token (Iml token, hereinafter "Iml Token") that is being planned and developed at the time of writing of this document.

Iml International is a company established in Korea and was established to promote the issuance of the Influencer Token and influencer platform service that is described within the content of this white paper document. Iml Token will be the initial token to represent the "I'm Influencer" platform within the Influencer Project.

The "I'm Influencer" platform is a project that is in the midst of planning and development by Iml International, a Korean startup company established in 2021.

The Iml Project, Iml Tokens and the relevant platforms are still currently in development. Technical and legal content are subject to possible change according to decisions made during the development process, and the content of this white paper reflect the plans at the time of publication. Purchase of tokens despite this notice acts as a confirmation that the buyer is in understanding that the decision to purchase is made at the buyer's own discretion.

The composition of the Iml Project, Iml Token, and related platforms are complex and will require the implementation of improved features and services over the course of their development. The time required to implement the functions listed in this white paper may take longer than originally planned, and this white paper cannot provide any guarantees regarding completion.

Iml International and the parties concerned (including employees) do not guarantee anything, and there lies a possibility that a subsidiary could be established to take charge of both developmental and operational responsibilities, as may be required in the development and operation of the Influencer Project in the future.