Founding Philosophy

Creating a next-generation service through influencers and giving every single person on the planet an equal chance to be successful.

Mission

To be the first Japanese startup to raise the Japanese “Hinomaru” flag in Silicon Valley, the world’s tech sanctuary.

This is our founding philosophy. We sincerely believe that a Japanese startup can create a globally-accepted-and-beloved service like Apple, Google and Facebook, many of which originated in Silicon Valley.

Our goal (exit) is to receive an M&A proposal from tech giants just like YouTube, Instagram, WhatsApp, Snapchat and Uber did.

We want to see major tech companies wanting to acquire PATRON. We want PATRON to be recognized globally.

We are aiming at achieving our exit plan before December 31st, 2020, and join under a gigantic company with an acquisition proposal worth 1 billion dollars or more.

That is our mission as a founding team.
**Corporate Philosophy**

Create a next-generation service through influencers to give every single person in the world an equal chance to be successful.

**Action Guidelines**

To live is not to breathe but to act.

**Management Guidelines**

A small group of less than 10 quality elites.

https://www.youtube.com/watch?v=w6gyAhpELAM
ALL 7.5 BILLION PEOPLE IN THE WORLD ARE “INFLUENCERS”.

The world of PATRON stands on our brand new concept of all social media users in the world are influencers. This idea came from the fact that every single person on the planet is constantly influencing each other on a daily basis despite slight differences in the level and impact of their influence. It is because all human beings possess the power to influence others around them, they are influencers.

Yes. You are an “influencer”. Starting today.
Table of Contents

1. Executive Summary
   1.1 Challenges seen in today’s influencer marketing
   1.2 PATRON’s new sharing economy platform
   1.3 Steps towards the success of PATRON and its vision

2. Service - How PATRON works -
   2.1 PATRON Service Introduction
   2.2 PATRON Version Zero
      2.2.1 Functions
   2.3 PATRON Version One
      2.3.1 Functions
   2.4 PATRON ALL LIVE
   2.5 Human Exchange
   2.6 Critical role of the Blockchain technology in PATRON
   2.7 User acquisition method for PATRON Version Zero

3. Token Economy
   3.1 PATRON/PAT2.0 Vision
   3.2 Story behind the creation of PATRON/PAT2.0
   3.3 PATRON/PAT2.0 Overview

4. Roadmap

5. Fundraising

6. PATRON Team
   6.1 Founding members
   6.2 Advisors / Partners

7. Further Information
   7.1 Company Information
   7.2 Business Description
1. Executive Summary

1.1 Challenges seen in today's influencer marketing

What is an “influencer”?

Before we delve into any of the details about our project, it is very important all readers of this whitepaper understands the definition of an “influencer”. An influencer is someone whose actions can have great impact and influence on people. Now, what exactly is “influencer marketing”?

What is “influencer marketing”?

Influencer marketing is a type of marketing that utilizes influencers and their social media to reach, acquire and promote products/services to their countless followers and bigger audiences who are potential customers and clients in specific fields and genre.

Influence

To influence is to move someone’s heart
The power of influence can impact others around you (effect)

Value

Value = Virtue
Value is usability of something and an indicator of potentiality. In human society, we substitute value with money.

Value each person holds

Someone's value can be measured by his/her credibility, expertise, skills, intellectual property, authority, achievements, brand, etc. On social media, someone's value can be measured by the number of impressions, engagements, surrounding environment, people around him/her and their asset, etc.

The level of someone's influence depends on the quality of his/her value.

Virtual reality or reality

Today, we live in a world where we spend time in two dimensions. Reality (offline) and virtual reality (online). e-Sports players fight for their victory everyday bound by rules and inflation targeted at a virtual world. We are entering into a time in history where reality and virtual reality coexist (people go back and forth between reality and virtual reality).
Challenges seen in today’s influencer marketing

A. Agencies (or so-called middlemen) that connect influencers with brands and companies tend to have very little understanding and knowledge about social media marketing in general, and they still charge very high handling fees which can often go up to 40% of the transaction made.

B. Influencers’ value is far from transparent. There needs to be a structure that avoids defamation of each influencer’s value. Meaning, we need a special KPI configuration and incentive designs that will keep each and every single influencer from wanting to defame their value.

C. Lack of a structure for followers and consumers to conveniently find influencers and receive their true value.

D. Lack of a system that allows and guarantees clients to discover the most appropriate influencers for their demand, sign agreements automatically, and receive amazing marketing outcomes with transparency. Preferably a system that can easily optimize itself based on each transaction and result.

E. Lack of a system that can not only allow brands and companies to utilize influencers and their power over social media for marketing but also give satisfaction to followers, measure the level of their satisfaction, allow influencers to choose to take wiser/better actions and broaden their fanbase with more appropriate followers. Preferably a system that can allow influencers to be more influential on people.

F. By using PATRON, the entire industry can expect a large increase in the efficiency of their business, stop spending a large amount of money for unnecessary/unfair marketing, expect incentives that will avoid unfair channel stuffing and motivate all parties to have fair and transparent competitions.

G. Lack of a system that will allow brands and companies to see how influential each influencer is (a system that eliminates fake followers).
1.2 PATRON's new sharing economy platform

Problems

How can we continue to create value while fighting against influencers' defamation of their value? How can we secure transparency and provide influencers' value without any intermediaries? How can we construct a structure that will correct the industry norms?
As mentioned earlier, we currently have a number of problems in the world of influencer marketing.

Solutions

The industry needs a place where the value of influencers all over the world is transparently priced (money/tokens) and third parties and users can rate and evaluate it. We need a platform that shows authentic and true information/data of influencers.

The industry needs a sharing economy that can deliver the value of influencers all over the world to people who need them for different demands and purposes. Meaning, we need a Blockchain-based sharing economy platform that is fully fair and transparent and connects influencers, brands and companies, followers and potential consumers that exist around them and even people who want to be an influencer.

The true value of influencers all over the world needs to be studied and discovered, and we need to have certain ranks, such as micro-celebrities, influencers, micro-influencers and nano-influencers, in the world of influencers.

As mentioned earlier, we need to understand that it is not only brands and companies that are wanting to use influencers and their social media (social media owned by influential people). Based on that, the PATRON platform will not only focus on influencer marketing but also aim at becoming a sharing economy platform that will allow followers (fans) as well as influencers to share influencers' useful value and resources.

Conclusion

If we can realize a sharing economy platform based on all of the above, we can provide solutions to the problems and challenges currently seen in the world of influencer marketing and, on top of it, create a brand new competitive society for influencers all over the world.
It is worth mentioning that it is not our ultimate goal to create a service that delivers influencers as a way of marketing. What we want to create is a Blockchain-based, AI-equipped platform for all Internet and social media users around the globe where influencers and their followers coexist.
That is to say, we can aim at creating a new one-and-only world that will give every single individual on the internet an equal chance to be successful, and provide it to all social media users in the world.

PATRON, while it may be a small startup consisting mainly of Japanese team members, can “bring change and innovation to the world”.

**Birth of PATRON**

**Global Influencers’ Sharing Economy Platform**

PATRON

A Blockchain-based sharing economy platform that is fully fair and transparent and improves the level of happiness on a global scale by connecting influencers all over the world with brands and companies, followers and potential clients and customers around them and delivering influencers’ valuable information and true value.

**What is PATRON?**

PATRON is a fee-charging sharing economy platform that shares the value of influencers all around the world. (Modeled after Airbnb)

PATRON is a Blockchain-based sharing economy platform that delivers “influencers’ social media post slots to/with “PATRONs/guest users” and shares their power and influence to people who need it.

*1 Influencers: host users *2 Sponsors: ad owners Followers: fans, etc...
PATRON is the world’s first Blockchain-based influencers’ sharing economy platform that can instantly deliver and share the *value of influencers all around the world to people who need it and just the way they need it.

For instance, everyone is familiar with the concept of Airbnb. Host users on Airbnb share their “room”. On PATRON, influencers share their “social media post slot” with companies and brands (ad owners) as well as fans and followers.

PATRON defines influencers as “Influencer/host users” and sponsors, fans and followers as “PATRON/guest users”

*Social media, expertise, special skills, intellectual property, brands, influencers’ clients, fans and followers, etc...

1. 3 Steps towards the success of PATRON and its vision

Implementation of the Blockchain technology to influencers’ sharing economy

Influencer Marketing Sharing Economy Platform

Full automation of transactions
Thorough management of equality, transparency and all other information and data

2021

80%

Full automation of influencer marketing

2020

50%

Partial implementation of the Blockchain technology

2019

20%

"ONLINE“ sharing modeled after Airbnb "OFFLINE“ sharing modeled after Uber

Influencers

Sponsors

Fans

Followers

Other Internet Users

Other SNS Users

Influencer Investment

ALL LIVE Launch

More features for the followers

Sharing both in virtual world and reality
2. Service - How PATRON works

PATRON’s Evaluation Standard of an Influencer

1. Someone who has lived up to a challenge and made a success
2. Someone who has lived up to a challenge and thinks he/she has failed
3. Someone who, instead of living up to his/her own challenge and/or dream, helped someone else overcome/achieve his/her challenge and/or dream
4. Someone who has not taken any action just yet
5. Someone who has not taken any action but has been criticizing others instead

*1 being the highest evaluation and 5 being the lowest evaluation

Classification of Influencers on PATRON

Three criteria to determine the level of influencers

1. Power of Sending Message (Reachability)
2. Traction (Engagement)
3. Trustability (Evaluation by Third Party)

PATRON’s standard to determine the value of influencers is highly evaluated by Forbes and the CMO of Oracle headquarter.
Three Sharing Features

1. Purchasing Influencer’s Media by Slot
   (Reach Out to the Followers/Viewers)
   Share an influencer’s Social Network System Delivery Frame at the spot for fee.

2. Exclusive Ambassador
   Share an influencer exclusively as an advertising tower, on a monthly basis.
   (Monthly Subscription)

3. Exclusive Right of Usage-Ownership/Contract
   (Buy Out an Influencer’s Social Network System Delivery Frame by Annual Base)
   Acquire an influencer exclusively and get ownership (Annual Contract).

For followers and fans:
Unique content delivered through your favorite influencer’s social media post

For companies and brands:
Companies and brands looking to implement influencer marketing
Obtainable Promotion/Sales Results: impressions, reaches, engagements, traffic, leads, clients, etc...
Benefits for PATRON users

Search influencers around the world

Price (money) is added to the value (token) of the influencer (individual) and disclosed, and a public feed is prepared in which only the true value of the influencer around the world is listed. Therefore, PATRON can build the foundation of a competitive society of influencers where individual users on the social network system compete each other. The search function allows you to search for influencers around the world according to your usage purpose from rank, language, SNS, sector / genre, etc.

Realize elimination of Brokers/Brokerage fee 40% up to 4%
It is possible to complete everything about influencer marketing online (on PATRON), so in spite of the lack of keting skills, the agency and production companies around the influencer cut out the middle fee and eliminate the intermediary itself. Therefore Intermediary commissions are cut to a maximum of 1/10, and it will be possible to request promotion and marketing strategies using an influencer at much more reasonable price than before.

Combined use of multiple micro influencers and multiple nano influencers
Multiple micro-influencers and multiple nano-influencers can be requested together, and it is also possible to support simultaneous contracts (collectively settled), and it is possible to carry out reservation delivery collectively as needed. And it is possible to preset the time and promote by various distribution methods from social media of many influencers at once.

Complete everything you need for influencer marketing online
Research, request, confirmation of request contents (communication), con-
tract settlement, service provision, effect measurement, reward remittance, evaluation.
With PATRON, you can complete all aspects of influencer marketing online.

**Simplifying the process of distinguishing customers' demands by purpose and result**

** Improved ROI & Improved customer satisfaction**

This may sound obvious, however, different methods and marketing strategies need to be implemented depending on each client’s need and demand. Do they really need influencers for their marketing or can they expect a higher ROI with simultaneous promotion by several micro-influencers? Which social media should they use to get the most out of their marketing? Do they need text contents or video contents? What type of KIP do they need? How should they measure their result? By the number of people they reached? By the number of clicks?

By the number of purchases made? Should they focus on how much they sold? Do they want to increase the number of applicants? Shouldn’t the focus be on how many people they could attract? Wait, is that everything? In influencer marketing, it is very important for influencers (service providers) to understand each client’s need and purpose, what they see as a successful result, and how much of a result they are expecting.

**Conclusion:**
Clients become repeaters and become customers.

**Three important factors to improve customer satisfaction**
(clarifying each client’s purpose)

1. **PR/Better reach/To deliver information to more people**
2. **Customer attraction/Better engagements/To influence more people**
3. **Result/Better conversion/Fixed outcome value/Higher conversion/To provide quality services to more clients**

We can eliminate misunderstandings between influencers and their clients by implementing these three important factors above, all of which are required in influencer marketing.

This will clarify what clients are looking for in influencer marketing, resolve their dissatisfaction towards influencers and decrease the number of complaints made towards influencers by clients.

**Conclusion:** Clients become repeaters and become customers.
PATRON Development Phases

Ver. Zero Beta
Function 1
Buy & Reach

Ver. Zero Beta
Function 1
Buy & Reach

2019

Ver. One Release
+5 functions for followers
+ PATRON ALL LIVE Update

Ver. One

80% Blockchain

Full Implementation of Blockchain
Full automation of all imaginable functions necessary for influencer marketing, including but not limited to: Log in, influencer matching, payment, automatic display of most appropriate distribution types, actual delivery of service, and result evaluation

Ambassador
M&A

Ver. Zero Release
Function 2&3
Ambassador + M&A Update

iOS

Ver. Zero Beta
Function 1
Buy & Reach

WHITEPAPER v1.0
PATRON Development Phases
2.2 PATRON Version Zero

PATRON Version Zero focuses on influencer marketing.

User A: “Host” User / (Influencer)
For Influencers:
Influencers can build a brand thanks to the significant number of followers they have around them. PATRON also gives its Influencers the opportunity to create agreements with Sponsors and generate a price range, also there is a flexibility regarding the rates that the Influencers aspire of the Sponsors, since they vary depending on the products that will be promoted.

User B: “Guest” User / (Patron)
-B1
For Sponsors:
Sponsors can disseminate their information quickly and efficiently, which are governed by the Influencers that have followers within the demographic category of the product that the Sponsor needs to promote. PATRON also has the ability to categorize the Influencer according to the Followers they have and in this way to have a precision when a service or product is announced.

-B2
For Followers:
Through PATRON, the Followers also receive benefits, since they can obtain a better content that is pleasant and to their liking on the part of the Influencers, because the Influencers depend a lot on their Followers, so they will do everything possible to keep all their followers active so they do not lose interest in them.

2.2.1 Functions

1. Influencer could be searched by “Languages” that influencers could understand.

2. Search by rank / price of influencer (micro celebrity or influencer or micro influencer or nanoinfluencer)

3. You can search from "SNS" where influencers are active (Youtube, Instagram, Facebook, TikTok, Twitter, WeChat, QQ, LINE, Snapchat, Linkedin, Pinterest, Blog, etc)
4. Search from the field / genre of influencer (Beauty, Business, Music, Fashion, Sports, Pets, Travel, Food, Game, Crypto, etc)
Multiple micro influencers can be collectively booked and settled (By-reach only)

5. Influencer Details (Single) (1-3, profile, various details and details, SNS post summary)

6. You can check the availability schedule of influencers
(Media: All possible dates, Ambassadors: Possible monthly, Annual Contract: Not necessary due to direct negotiations)

7. You can use the messaging function to exchange questions with Influencers.
(Restricted before settlement / Unlimited after settlement)
You can choose the value of the influencer from three sharing methods (by-reach, ambassador, Annual Contract)

8. Select "Delivery type" of influencer's social media and set "Delivery content"
-Text
-Photo
-Video
-Live
-Story

9. Payment / settlement (card payment / crypto currency PAT payment / payment by transfer)

10. Services launch by influencers (Results report data for guest users)

11. Guest users' assessment of influencers

Others: Wallet Function
2.3 PATRON Version One

PATRON Version One focuses on followers and fans (including investors).

User A: “Host” User / (Influencer)
For Influencers:
Influencers can build a brand thanks to the significant number of followers they have around them. PATRON also gives its Influencers the opportunity to create agreements with Sponsors and generate a price range, also there is a flexibility regarding the rates that the Influencers aspire of the Sponsors, since they vary depending on the products that will be promoted.

User B: “Guest” User / (Patron)
-B1
For Sponsors:
Sponsors can disseminate their information quickly and efficiently, which are governed by the Influencers that have followers within the demographic category of the product that the Sponsor needs to promote. PATRON also has the ability to categorize the Influencer according to the Followers they have and in this way to have a precision when a service or product is announced.

-B2
For Followers:
Through PATRON, the Followers also receive benefits, since they can obtain a better content that is pleasant and to their liking on the part of the Influencers, because the Influencers depend a lot on their Followers, so they will do everything possible to keep all their followers active so they do not lose interest in them.

-B3
For Investors:
To be implemented on PATRON 2.0 (Human Exchange)

2.3.1 Functions

PATRON Version One will have a number of updates including but not limited to: services that influencers and followers wish they had in PATRON Version Zero. With PATRON Version One, we aim at turning PATRON into the world’s largest social media platform that delivers not only marketing services but also services influencers and followers can enjoy on a daily basis.
If you are an influencer, simply install “PATRON ALL LIVE - Supported by Switchboard” on your smartphone, and you will be able to broadcast your content live to various live-streaming platforms all at once. Fans and followers will be able to watch their favorite influencers’ live stream all at once as well. Moreover, PATRON will implement the “tipping” feature, which has been commonly seen among many live-streaming platforms recently. Fans and followers will be able to show their support to their favorite influencers, and social media platforms will easily overcome the challenges surrounding the “tipping” feature with PATRON ALL LIVE.

Through PATRON ALL LIVE, the “tipping” feature can easily be implemented by using cryptocurrencies issued by PATRON. From the standpoint of social media platforms, they can avoid taking the long and winding road of issuing their own cryptocurrencies, gaining knowledge about cryptocurrencies and acquiring necessary personnel (engineers, etc). With PATRON ALL LIVE, influencers and followers will have access to live-streaming platforms, such as Instagram Live, Facebook Live, YouTube Live, Periscope (Twitter), Twitch, LINE Live, 17 Live and TikTok, simultaneously. Live-streaming platforms will have a huge advantage of the “tipping” feature, which is possible with our cryptocurrencies. This is possible because we can implement the cryptocurrencies that have already been listed on crypto exchanges.
2.5 Human Exchange

PATRON ECOSYSTEM

1 billion users
500 million users
540 million users
1.06 billion users
1.5 billion users
50 million users
100 million users
210 million users
250 million users
40 million users
420 million users
300 million users
200 million users
300 million users
200 million users
500 million users
1 billion users
330 million users

PATRON Uber Type
PATRON Airbnb Type
PATRON ALL LIVE
Human Exchange
The value of each individual’s influence will be tokenized. Not only companies but also individuals will be able to tokenize their value as cryptocurrencies, to which investors can invest and contribute. PATRON aims at establishing a cryptocurrency exchange that focuses on individuals and allows transactions with the aforementioned tokens.

Because the Human Exchange will act as a main entity, individuals will be able to issue their own cryptocurrencies and/or tokens and conduct fundraising activities via their own social media. (Realization of Crowdfunding 2.0)

The Human Exchange will create a next-generation cryptocurrency exchange that puts its focus on individuals.

As a result of implementing all of the aforementioned features and functions, there will be what we call “PATRON ECOSYSTEM”, where Human Exchange will be widely used by users across the globe.

2.6 Critical role of the Blockchain technology in PATRON

Influencer Marketing Automation by Blockchain Technology

Conduct a number of demonstration experiments / verifications using social media possessed by influencers → data → development → implementation → release
CRM Generation - Management of Customer Data

The important thing when using the data of CRM is to clarify the purpose of using customer information each time. When managing, it is important to segment and visualize the customer. This marketing flow is intended to be automated and automatically managed by blockchain technology.

Backend Offer - Online & Offline

The back-end offers are online sales or offline sales to a high potential customer base from lead Training. The key point to choose which is whether the product to be offered is at least ¥ 100,000. Because basically, the more expensive the product is, the more people actually look at it, get it in their hands, hear it, and then purchase it.

Lead Classification - Classification of Prospective Customers

Lead classification is to classify leads according to their attributes and their level of interest, and sell products only to those with high accuracy.

Lead Generation - Creation of Prospective Customers

The creation of prospects is a task conventionally called list collection and list acquisition. Targeting is set by this

Lead Acquisition - Acquisition of Prospective Customers

The task of actually acquiring prospects from targeted prospects in order to acquire prospects

Lead Training - Nurturing of Prospective Customers

Developing prospects means fostering prospects through appropriate content mailings and one-way bulk delivery messaging services such as LINE @ in line with back-end products.
Site Inflow
Through the influencer’s social media, we collect traffic to lead acquisition sites and more. Brings viewers and prospective customers to landing pages and lead acquisition forms aimed at gaining leads.

Lead Acquisition
Increase the CV on the lead acquisition page
In order to do branding (CV improvement, confirmation), collect traffic to the acquisition page and acquire a lead.

Training Lead
Conduct training to those ones from opt-in list, readers, potential users, and achieve a higher potential customer base and a high degree of closing probability acquired through lead acquisition.

First Sell
Once lead development is completed with step messages etc., the acquisition user is led to a sales site or sales page for selling back-end products at a stretch, and a deal is obtained.

Continuous Use
For customers and clients who have reached a close, Start training for contractors. Re-training resale also for non-contractors. It is important to separate and manage the contractor list and the non-contractor list.

Second Sell
The probability of purchasing a goods or product is overwhelmingly higher with existing customers than with acquiring new customers. What matters is the choice of upsell or downsell. Did you get an iPad or MacBook after purchasing an iPhone?
3. **Token Economy**

3.1 **PATRON/PAT2.0 Vision**

PATRON/PAT2.0 is a new token that achieves transparent evaluation of influencers, elimination of anonymity, safe transactions and appropriate supply of market circulation based on PATRON’s new concept of “All 7.5 billion people in the world are influencers”.

The birth of new PATRON/PAT2.0 token is a big step towards the realization of the future where all social media users in the world use and exist on the PATRON platform.

3.2 **Story behind the creation of PATRON/PAT2.0**

Due to the constantly-changing influencer market as well as the social media industry, we decided it upward revision of our project was necessary.

With PATRON/PAT2.0, we aim at solving a number of problems that currently exist, including the circulating amount of the existing PAT tokens, ongoing anonymity in the industry, and non-transparency of influencers’ true value.
### 3.3 PATRON/PAT2.0 Overview

<table>
<thead>
<tr>
<th>Entity issuing tokens</th>
<th>PATRON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Token Name</td>
<td>PATRON</td>
</tr>
<tr>
<td>Token Ticker</td>
<td>PAT2</td>
</tr>
<tr>
<td>Token Total Supply</td>
<td>100,000,000,000 PAT2</td>
</tr>
<tr>
<td>Initial Supply</td>
<td>4,000,000,000 PAT2</td>
</tr>
<tr>
<td>Token distribution</td>
<td>Within 15 days after the end of the token sale</td>
</tr>
<tr>
<td>Token sale start</td>
<td>May, 2019</td>
</tr>
<tr>
<td>Token type</td>
<td>Covering ERC20/721/165/214</td>
</tr>
<tr>
<td>Public sale price</td>
<td>0.01 USD</td>
</tr>
<tr>
<td>Public sale amount</td>
<td>10,000,000,000 PAT2 (10% of total supply)</td>
</tr>
<tr>
<td>Hard cap</td>
<td>30,000,000 USD</td>
</tr>
<tr>
<td>Public sale price (for PAT1.0 holders)</td>
<td>1 PAT</td>
</tr>
<tr>
<td>Public sale amount</td>
<td>TBA</td>
</tr>
</tbody>
</table>
**Token Economy**

**Initial influencers**
- 200,000,000 PAT2

**App Download Campaign**
- 100,000,000 PAT2

**Partnerships**
- 100,000,000 PAT2

**Exchange with the current PAT tokens**
- 400,000,000 PAT2

**Team/Advisors**
- 100,000,000 PAT2

**Marketing**
- 100,000,000 PAT2

**IEO Sale Amount**
- 3,000,000,000 PAT2

**Team Supply**
- 96,000,000,000 PAT2

**Total Supply**
- 100,000,000,000 PAT2

*Additional tokens may get distributed depending on the number of users and the market price every three-months term.*

**Credit Card**
- PAT2.0

**Bank Transfer**
- PAT2.0

**Guest**

**Host**

**BTC → PAT2.0**

**PAT2.0 → BTC**
Deal Flow

Guest: Choose an influencer

Choose from three payment methods
1. PAT2.0
2. Credit card
3. Bank transfer

Host: Complete the task

Host users complete their tasks they get from guest users.

Guest users choose an influencer they want to utilize for different purposes.

Examples:
- Marketing
- Interaction with fans
- Influencer M&A etc...

Guest users choose an influencer they want to utilize for different purposes.

Examples:
- Marketing
- Interaction with fans
- Influencer M&A etc...

Host users receive their reward after completing their task.

Balance can be checked in their PATRON account.

Rewards can be wired to your bank account or sent to your crypto wallet.

For PAT1.0 holders

Airdrop

If you are a rightful receiver of PAT1.0 airdrops, the same amount in PAT2.0 will be sent to your PATRON wallet in PATRON App. Your account will be made with your e-mail address submitted to us in the past. After logging in, you will be able to make requests for withdrawal and receive PAT2.0 in a designated wallet.

PAT1.0 ⇔ PAT2.0

If you currently have PAT1.0 tokens, you can receive the same amount of PAT2.0 tokens by sending your PAT1.0 tokens to a designated address on a special website.

Holder
Send your PAT1.0 tokens to a designated address from your MyEtherWallet (*required).

Patron
Designated address

Holder
Distribution amount will be recorded in your wallet in PATRON App. Type in the same address you used when exchanging and make a request for withdrawal. *PAT2.0 tokens will be transferred on the 10th of the following month.
4. Roadmap

Ver. Zero Beta Function 1 Social Media

Ver. Zero Release Function 2&3 Ambassador M&A Update

Ver. One Release +5 functions for followers + PATRON ALL LIVE Update

Full Implementation of Blockchain Full automation of all imaginable functions necessary for influencer marketing, including but not limited to: Log in, influencer matching, payment, automatic display of most appropriate distribution types, actual delivery of service, and result evaluation

iOS

300,000 Influencers registered on PATRON App

Influencer

PATRON App reaches 1,000,000 Downloads

Influencer

80% Blockchain

Ambassador M&A
5. Fundraising

**Equity raise**

- Early Stage
- Series B
- Exit

**Lead Investor**

**Fundraising with digital token**

- Token Sale
- 2nd Token Sale
- Initial Coin Offering
- Initial Exchange Offering

**Use of funds (IEO)**

- PATRON Ver. One Development: 40%
- Acquisition of Celebrities and Influencers: 30%
- Marketing (Partnership, advertisement management, promotion management, etc.): 30%
6. PATRON Team

6.1 Founding Members

EXTRAVAGANZA Group Company

Atsushi Hisatsumi  
Founder & CEO

Azuma Miyashiro  
COO

Kosuke Takada  
PATRON Inc. CEO

Yusuke Motoki  
CCO/CXO

Jared Polites  
CSO

Teruhito Shiraishi  
Executive Director of Foreign Affairs

Jorge Rodriguez  
Project Manager

Admir Baba  
Community Director

Masato Abe  
Marketing Support

Yuto Tanaka  
CTO
6.2 Advisors / Partners

Advisors / Partners

John McAfee
Official Ambassador (McAfee Software Founder)

Tony Perkins
Advisor (Cryptonite/Alchemist Founder Red Herring Founder)

Yuji Akaba
Shareholder (Breakthrough Partners / Former McKinsey)

David A. Cohen
Chief Technical Advisor (Hashgraph Advisor)

New Partners

Influencer Marketing Conference & Expo
7. Further Information

7.1 Company Information

Name: EXTRAVAGANZA INTERNATIONAL, INC. (U.S. Corporate)
Address: 257 Old Churchmans Rd., New Castle, DE 19720, U.S.A
Date of Establishment: February, 2017
Main Bank: Wells Fargo Bank
Main Shareholder(s): N/A
Website: www.extravaganza-intl.us

Name: PATRON INC. (Japan Corporate)
Address: 36F, 39F, THE ROPPONGI TOKYO, 3-7-1 Roppongi, Minato-ku, Tokyo
Date of Establishment: June 1st, 2018
Capital: 90,000,000 Japanese Yen
Main Shareholder(s): EXTRAVAGANZA INTERNATIONAL, INC.
Website: www.patron-japan.co.jp

7.2 Business Description

1. Software development
   https://patron-influencers.com
   https://patroninfluencers.org

2. Marketing support
   https://patron-ico.io

10 New Blockchain Companies To Watch For In 2018
The Influencer Market in Crypto Is Going “Nowhere But Up” Says - John McAfee
Blockchain And Crypto Industry Predictions For 2019
How To Make Influencer Marketing A Global Experience In 2018 And Beyond
The 10 Most Successful Blockchain Technology Companies In The World
12 Startups Utilizing Blockchain Technology in New Ways
Influencer Marketing
Patron Raises $40 million and Announces HitBTC Listing on May 17th
Disclaimer

Business plan, prospect, strategy and any information/data or statements historically not proven that are mentioned in this document is only a prospect for the future created with information and data that were available at the time of publishing and may include various risks and factors that are yet uncertain. All figures and statistical data and targets of the project may vary and change due to potential changes in the company management. All information and data of outside companies and entities were gathered and acquired from publicly available sources and do not guarantee validity and accuracy of any information and data.