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Appendix #1: Proof of Human

Appendix #2: Proof of Engagement

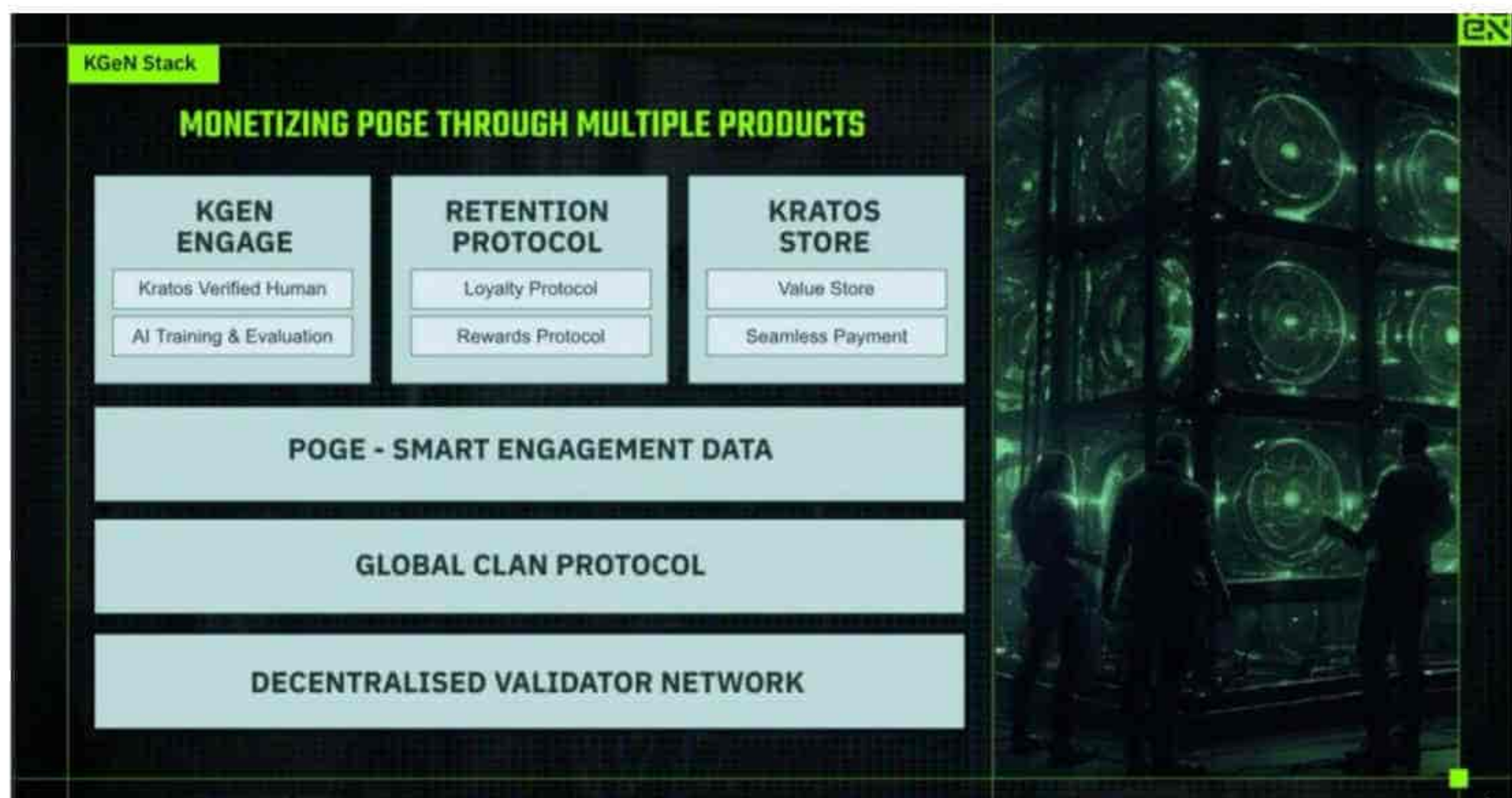
Appendix #3: Proof of Skill

Appendix #4: Proof of Commerce

Appendix #5: Proof of Network

Introduction to KGeN

KGeN, since 2022, is on a mission to onboard millions of micro communities across emerging markets to Web3, AI, Gaming and Defi to create the most powerful P.O.G. Engine & The Verified Distribution Protocol. The P.O.G Engine will empower verified users and consumer apps, games & chains across the globe to share value via the verified distribution protocol - KGEN.

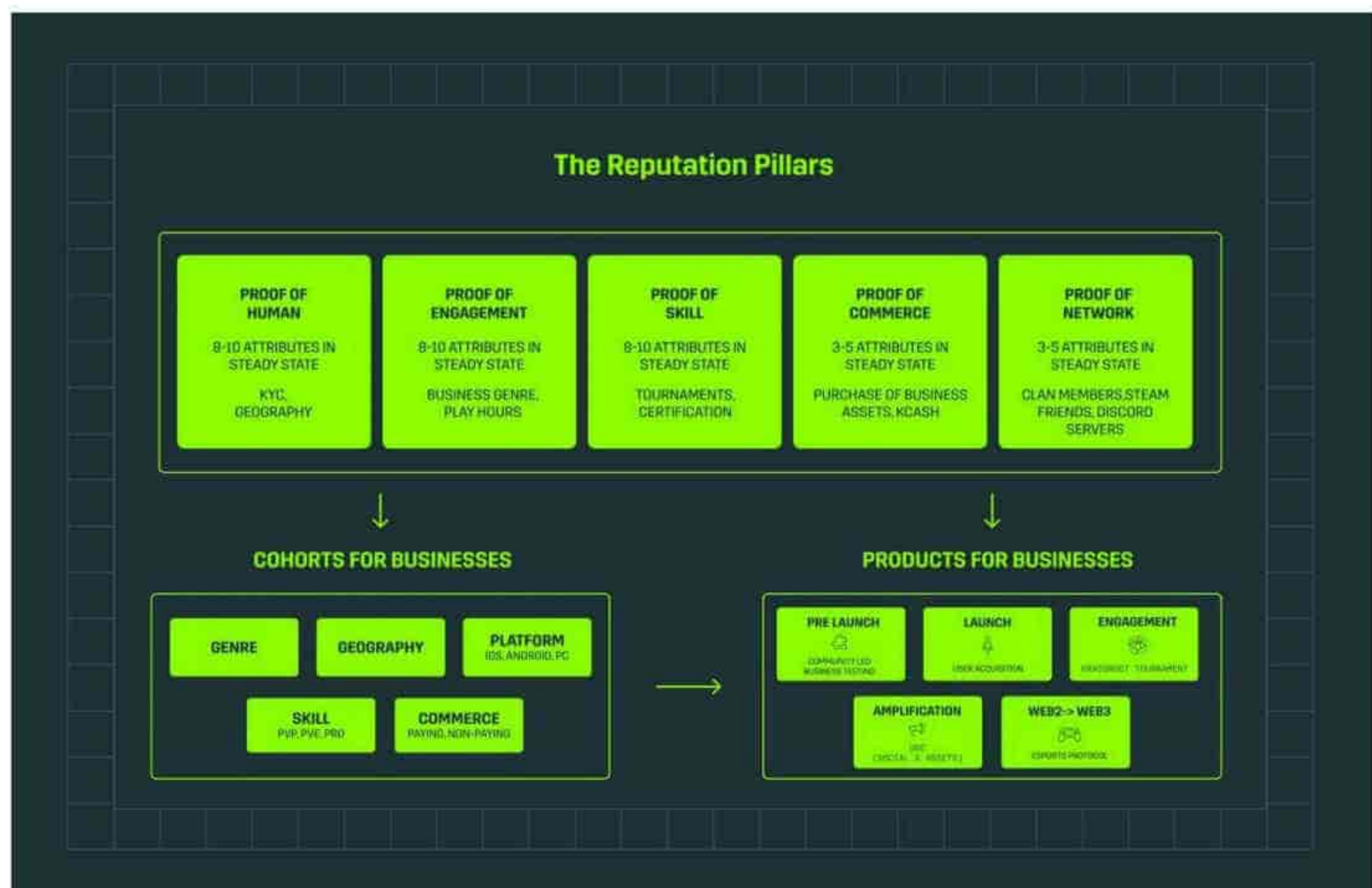


The P.O.G. Engine

POG is KGeN's attempt at creating the richest & largest pool of immutable & ever-evolving data from users interacting with the platform. This allows users to effortlessly build and own their identity in a framework that will allow them to monetise their data in perpetuity.

The Engine is being built across five key dimensions, with each dimension's outcome being a factor of more than 100 sets of attributes for each unique user collected via engagement on the KGeN platform.

Consumer apps, games, chains, and businesses can access these user cohorts to drive better LTV/CAC Ratio; with these user cohorts being optimised dynamically via on-chain activity basis, effective ROI being generated for the business and an increase in ARPU.



Five Key Dimensions:

The five key dimensions of attributes that make up each user's profile using the engine are as follows :

Proof of Human

Affirming the authentic human presence behind the user persona establishes a foundational element of trust within the network.

Proof of Engagement

Gauging the extent and intensity of a user's interaction with the consumer applications & KGeN platform, providing insights into their user habits and preferences.

Proof of Skill

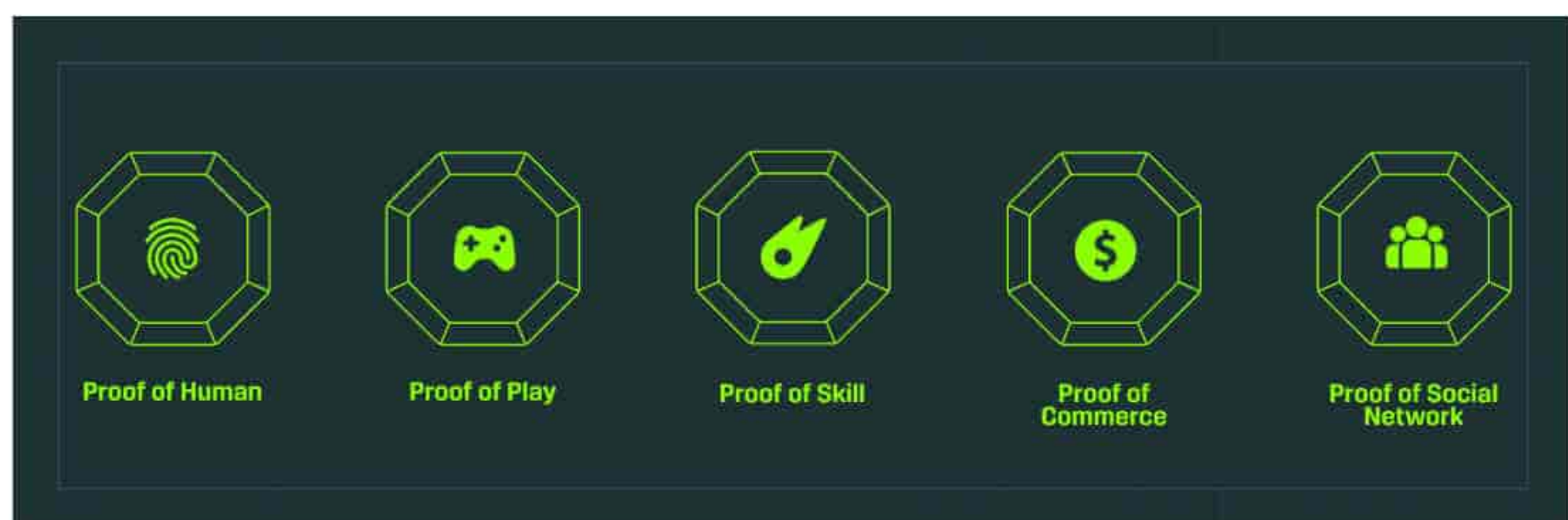
Evaluating the user's proficiency and competence across diverse engagement genres, acknowledging and celebrating skill development over time.

Proof of Commerce

Recognising the economic interactions within the KGeN ecosystem, capturing the user's contributions and transactions within the marketplace.

Proof of Network

Mapping the users' social interactions and networks within the community, acknowledging their role and influence among peers.



P.O.G Score

The P.O.G Score is constantly evolving as it takes into account all five dimensions mentioned above and repeated here for ease of comprehension:

- | | | |
|------------------------|---|------------------|
| 1. Proof of Human | : | PoH |
| 2. Proof of Engagement | : | PoP |
| 3. Proof of Skill | : | PoS _k |
| 4. Proof of Commerce | : | PoC |
| 5. Proof of Network | : | PoS _N |

$$\text{POG Score} = X1 * \text{PoH} + X2 * \text{PoP} + X3 * \text{PoSk} + X4 * \text{PoC} + X5 * \text{PoSN}$$

Each of the components of the P.O.G. score is as defined above. The computation will be done off-chain, while relevant data will be put on chain along with the P.O.G. score to instil trust in the KGeN-generated P.O.G. score.

User Profile Mint & Updation

The User identity is an SBT that is a dynamic NFT with each NFT having its metadata represented as a P.O.G score. The user has ownership over their own identity, which is fully interoperable with the Identity Access framework - the P.O.G. Engine.

User: Data Ownership & Rights

KGeN via the KGeN Engage invites users to participate, **compete, earn, and shop** within the KGeN Ecosystem. (*Refer to chapter KGeN Engage*).

KGeN is acting as a data fiduciary on behalf of the users and as part of its fiduciary roles, KGeN breaks the entire data set into 3 classifications:

- PII data: Profile consists of user-created/earned & user-inferred
- Activity Data: Data from the activities of the user on the platform
- Derived Data: Data generated via analytical operations of KGeN

KGeN, acting as a data fiduciary, is designing its data governance framework, which allows the following rights to the users :

1. Right to Access the data by a 3rd party:

- 1.1 Decide which data to be shown to the external 3rd party
- 1.2 Decide which data to make public (on-chain vs off-chain)

2. Right to Monetise (Third Party):

2.1 Decide which category of advertiser to give access to their data

2.2 Decision to opt into a commercial activity on the platform

3 . Right to port:

3.1 Permissionless system to port the data owned by the user as per the criteria below to any other ecosystem.

4. Right to platform for data analysis (First Party):

4.1 Right to KGeN to analyse data for commercial usage.

5. Right to delete data:

5.1 Right to be able to delete the data collected and stored. (This is restricted to PI data and not for other categories of data.)

Publishers & Brands: Data Access & Rights

All the user-associated data is stored as metadata in encrypted format in IPFS. Data access will be controlled by a multi-signature mechanism involving KGeN and each user.

When a user wants to share information with a third-party advertiser, like a protocol, publisher, brand, or app, the advertiser will ask for the data. They'll create a request, such as asking for payment information. If the user agrees, their special key will unlock the data, mix in the advertiser's key, and then lock the data again. After this, only the user and the advertiser will be able to see the data. Once the user agrees, a smart contract will handle the payment, dividing it between the user and the platform (KGeN).

Similarly, when a third-party advertiser asks for additional information, the system decodes the data, changes it using the advertiser's security key after payment, and then a smart contract makes sure the payment is shared among the platform (KGeN) and the user.

KGeN Oracle Network

KGeN is secure, cost-effective and tailor-made for developers, consumer apps, games and chains to seamlessly collaborate to shape the future of their industries.

Oracles

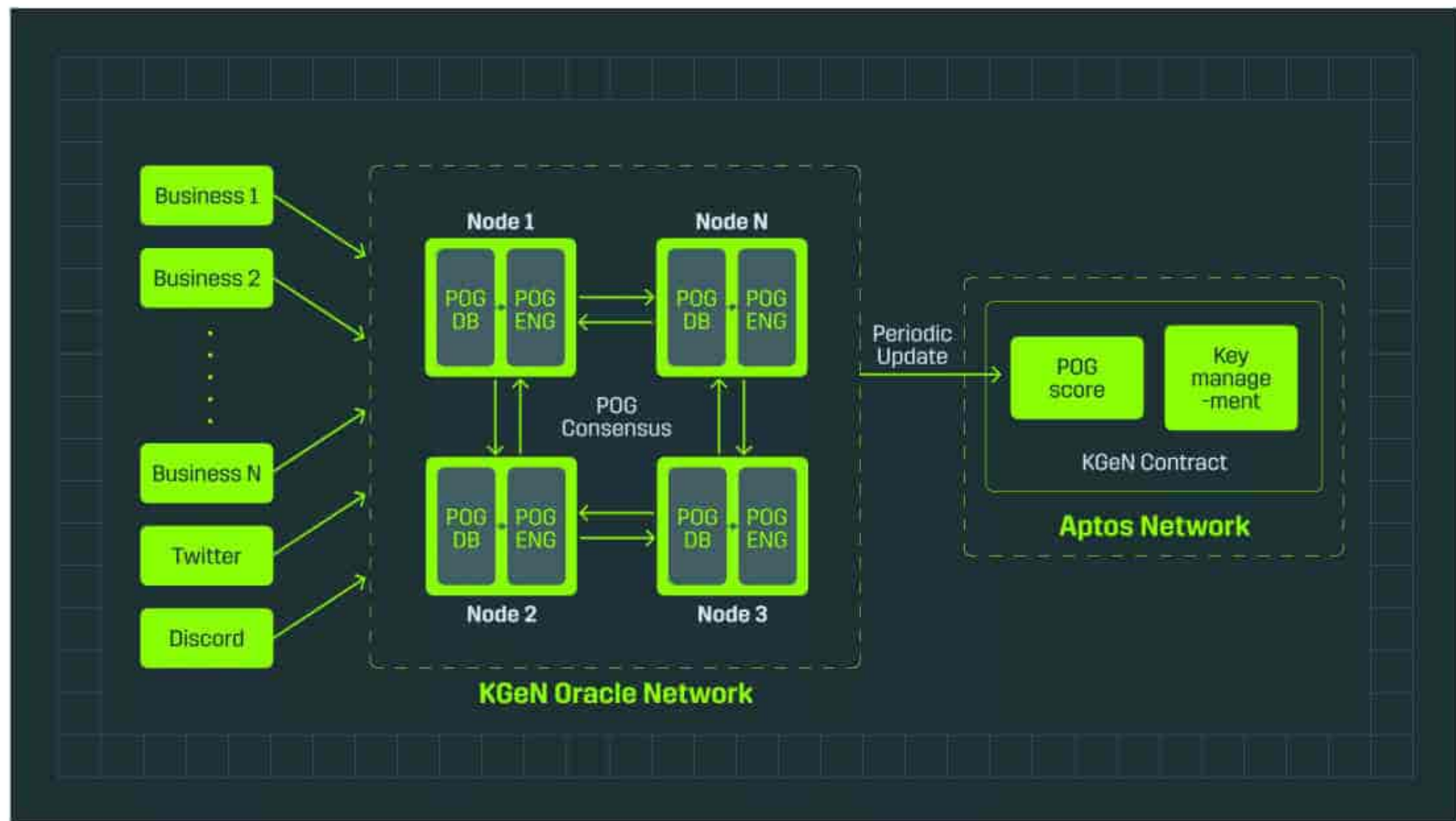
The Oracle Network refers to the decentralised collection of independent nodes (Oracles) that participate in the POG system. Each Oracle is responsible for fetching user engagement-related data, computing POG scores, and submitting these scores to the Aptos blockchain for validation. The network operates in a secure, cryptographically verified environment where Oracles work together to achieve consensus on user performance metrics.

Additionally, each approved Oracle under the Proof of Authority (PoA) mechanism will be issued a non-fungible token (NFT) that represents their validation status. This NFT serves as proof of their approval and right to operate within the POG system, permitting them to perform POG score calculations, participate in consensus, and validate transactions.

Oracle Functionality

Oracles play a pivotal role in calculating the POG score by processing and aggregating user-specific data. The workflow is outlined as follows:

- **Data Fetching:** The Docker image pulls user data from verified APIs and internal metrics.
- **POG Computation:** Using a standardised algorithm, the Oracle processes this data to compute a user's POG score based on factors such as user engagement, consistency, and engagement.
- **Data Integrity:** Before submitting results, Oracles sign the calculated POG scores using cryptographic keys unique to each Oracle. This ensures that data integrity is maintained and any tampering is easily identifiable.
- **Score Submission:** Oracles submit the signed POG scores to the Aptos blockchain for validation.



Consensus Mechanism

To ensure the legitimacy of the submitted POG scores, Oracles employ asymmetric cryptography (ECDSA or Ed25519, depending on the network implementation). This process involves:

- Private Key Signing: Each POG score is signed using Oracle's private key.
- Public Key Verification: Other Oracles, or the consensus contract, use the public key associated with the Oracle to verify the authenticity of the submission.

Aptos on-chain Consensus

The POG network leverages the Aptos blockchain's Byzantine Fault Tolerant (BFT) consensus mechanism to reach agreement on submitted scores:

- Consensus Threshold: The smart contract deployed on Aptos will wait until at least 67% of the Oracles submit their POG scores before reaching consensus.
- Finality: Once the threshold is met, the network calculates the median or weighted average of the submitted scores to finalise the POG scores.
- Error Handling: Submissions that are deemed invalid (due to signature issues or incorrect calculations) are excluded from the consensus process, and malicious actors may face penalties such as stake slashing.

Oracle Acquisition and Staking Requirements

The current Oracle operation on the POG network is governed by a Proof of Authority (PoA) mechanism. Under this model, Oracles must be approved by a central authority, i.e. KGeN, which grants them the exclusive right to validate transactions, perform POG score calculations, and participate in the consensus process.

- **Central Authority Approval:** Oracle operators are carefully selected by the central authority based on predefined criteria such as technical capabilities and reputation. Only after this approval are operators allowed to activate their Oracle and contribute to the network's validation.
- **Authority-Based Control:** The central authority ensures that only vetted and trusted entities are permitted to run Oracles, maintaining high standards of security and reliability during the PoA phase.

Requirements for Oracle Operators

Once approved, Oracle operators are required to purchase the PoA NFT using a specified amount of Stablecoin to activate their Oracle and participate in the network's validation and scoring processes. This mechanism is designed to incentivise proper behaviour and increase the operator's stake in the network.

- **Issuance of Cryptographic Keys:** Upon purchase, the Oracle operator will also be granted X number of cryptographic keys, which is directly proportional to the amount used to purchase PoA NFT. These keys, represented as non-fungible tokens (NFTs), give the operator permission to perform validations, calculate POG scores, and participate in the consensus process. Each key is unique and secured with advanced cryptographic techniques. These NFTs are non-transferable until the network transitions to the Proof of Stake (PoS) mechanism after 3 years.
- **Rewards:** Instead of the purchase of PoA NFT, the oracles will enjoy rewards in the form of KGEN tokens as well as the Stable Coin yield for running the nodes. The reward structure has been specified in further documentation.

Key Purchase and Multi-Chain Support

The POG network supports multi-chain operations, allowing Oracle operators and participants to acquire keys on both the Ethereum (ETH) and Aptos (APT) blockchains.

- **ETH Purchase:** Keys can be acquired using ETH through a smart contract on the Ethereum blockchain. These keys enable Oracle operators to begin their role in the POG network.

- **APT Purchase:** As an alternative, keys can also be purchased using APT on the Aptos blockchain, allowing for greater flexibility and cross-chain interoperability.

Key sales and Staked Keys growth

KGeN will be responsible for selling new cryptographic keys to participants in the POG network. These keys can be delegated to a specific Oracle, allowing Oracle operators to expand their staked keys, increasing their influence and rewards within the ecosystem.

Staked Keys Growth

The sale and purchase of keys directly contribute to the growth of an Oracle operator's total staked value. When participants purchase keys, they effectively delegate their stake to the Oracle operator, increasing the operator's overall stake. This system offers several benefits:

- **Increased Leaderboard Position:** As the staked value of an Oracle increases through key sales, the operator's position on the POG leaderboard rises. Higher-ranked Oracles are more likely to receive rewards and recognition within the network.
- **Higher Rewards:** Oracles with a larger stake are eligible for greater rewards based on the reward formula outlined in Section 5. This creates a competitive environment where Oracle operators are incentivised to sell keys, increase their stake, and improve their ranking.

Delegated Proof of Stake (DPoS) Mechanism

This key sale mechanism will function similarly to a Delegated Proof of Stake (DPoS) system. Key holders (participants who purchase keys) effectively delegate their staked value to the Oracle operator, allowing the operator to increase their total stake and thus their share of rewards. However, the key holders themselves do not operate the Oracle; the Oracle remains fully controlled and operated by the original Oracle operator. Key holders benefit indirectly by contributing to Oracle's success, as the increased stake results in higher rewards for the operator, which are shared based on the performance and stake structure of the network. To ensure fairness and decentralised distribution, the number of keys that can be purchased by any single wallet or participant will be subject to a limit, and shall be specified in further documentation.

Key features of this delegated model include:

- **Stake Delegation:** When participants buy keys, they delegate their stake to the Oracle operator without assuming operational control of the Oracle.



- **Oracle Autonomy:** The Oracle operator maintains complete responsibility for running and managing the Oracle, ensuring its uptime, performance, and consensus participation. Key holders only contribute staked value, not operational duties.
- **Reward Sharing:** As the total stake of the Oracle increases, the Oracle operator receives higher rewards. These rewards are shared according to the network's predefined structure, incentivising key holders to invest in high-performing Oracles.

This model ensures that Oracle operators have strong incentives to maintain high performance while allowing network participants to benefit from staking without needing the technical expertise to operate an Oracle themselves.

Oracle Reward Structure

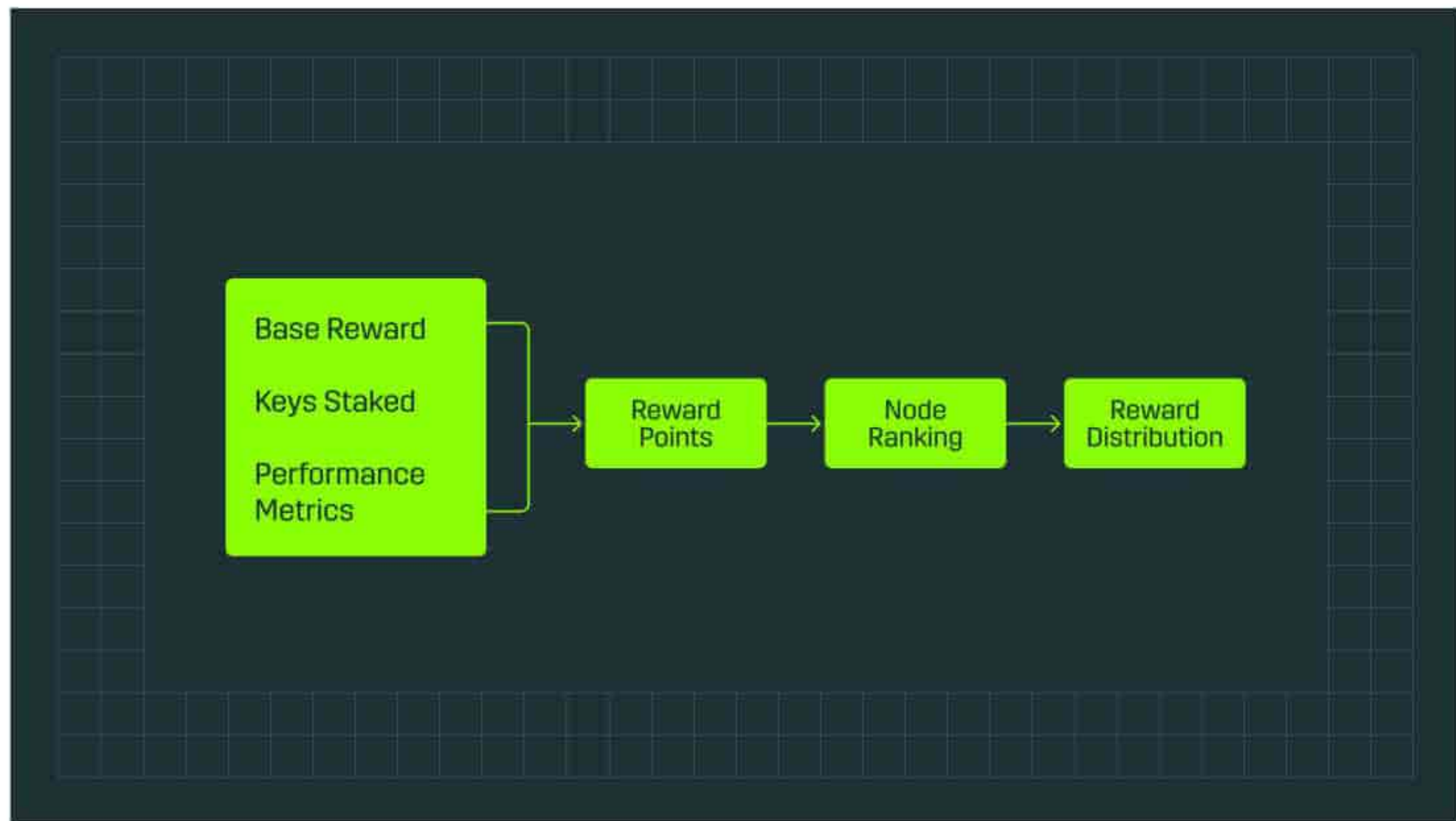
Reward Calculation Formula

The rewards an Oracle operator earns are determined by the following formula:
 $\text{Reward Points} \sim (\text{Base Reward} \times \text{Keys Staked} \times \text{Performance})$

- **Base Reward:** The base reward is a network-defined value that scales with the overall health and transaction volume of the POG network.
- **Keys Staked:** The total Stablecoin, ETH, APT, or KGeN tokens staked by the Oracle operator directly influence the reward size.
- **Performance:** Performance is measured through metrics such as:
 - **Oracle Uptime:** Consistently online and synchronised, Oracles are considered high-performing.
 - **POG Computation Accuracy:** Oracles that calculate and submit POG scores efficiently and accurately are rewarded proportionally.

Leaderboard and Ranking

Oracle operators are ranked on a global leaderboard based on their points. Higher-ranked Oracles receive larger shares of the reward pool. Leaderboards will be activated post the public sale of keys.



Reward System Validity

The current reward system will operate for 3 years post the launch of the POG. Following this period, the system will transition to a Proof of Stake (PoS) model, outlined below:

- **Proof of Stake Transition:** After 3 years, the rewards system will shift to a PoS-based mechanism, where rewards and governance rights are directly tied to the amount of KGEN staked.

Oracle Hardware and Software Deployments

Minimum Hardware Specifications

To ensure reliable operation, Oracle operators must meet the following hardware requirements:

- **CPU:** Quad-core CPU with a minimum clock speed of 2.5 GHz. Recommended processors include Intel i7 (8th Gen or newer) or AMD Ryzen 7 series.
- **RAM:** A minimum of 16 GB of DDR4 RAM is required to handle blockchain transactions and data processing efficiently.
- **Storage:** At least 500 GB of SSD storage is needed to accommodate blockchain data and logs. SSD is recommended over HDD to ensure faster read/write speeds.
- **Operating System:** Supported operating systems include:



- Linux: Ubuntu 20.04 LTS or higher.
- macOS: Version 10.15 or later.
- Windows: Windows 10 or 11 (64-bit).

Network Bandwidth and Connectivity Requirements

Oracles are expected to have robust network connectivity to maintain synchronisation with the blockchain and participate in the consensus process.

- Minimum Bandwidth: 100 Mbps upload/download speed is required for smooth communication with the network and timely data transmission.
- Recommended Latency: Latency should be kept under 50 ms to ensure quick response times and efficient POG computations.
- Monthly Data Usage: Each Oracle is expected to consume approximately 500 GB of data per month, depending on the overall network activity and transaction volume.

Oracle Software Deployment

Each Oracle will operate using an open-source Docker image, specifically configured for seamless interaction with the POG network. The Docker image ensures:

- Security: The containerised environment provides a secure and isolated instance, ensuring that Oracles operate without interference or external tampering.
- Interoperability: The image is platform-agnostic, allowing it to run on various operating systems (Linux, macOS, Windows) without the need for configuration changes. For better performance, it is recommended to use a Linux machine.
- Automation: The Docker image automates key processes such as:
 - Fetching user-related data.
 - POG score computation.
 - Communication with the Aptos blockchain for consensus submission.

POG Contract for storing scores

The POG network uses a smart contract deployed on the blockchain to store, update, and retrieve the POG scores securely. This contract acts as the single source of truth for user scores and facilitates transparent and immutable record-keeping. Below is a breakdown of the contract's functionality concerning score storage and retrieval.

Score Storage and Event Tracking



Oracles submit their calculated POG scores to the contract after completing the validation process. These scores are stored in the blockchain and linked to the unique user (identified by wallet address). The key components of the contract include:

- **Event-Driven Architecture:** The POG contract listens for events emitted by Oracles when they submit new scores or update existing ones. Events such as `ScoreSubmitted` and `ScoreUpdated` allow for real-time tracking and monitoring of the system's performance.
- **TokenMinted Event:** When an Oracle successfully calculates and submits a user's POG score, the contract mints a token representing the score. This token is linked to the user's wallet address, storing the POG score on-chain for transparency and security. The event triggers the following actions:
 - Retrieve the user's wallet address.
 - Fetch associated user data and calculate a new POG score.
 - Mint a new token for the user with the calculated score and store it using IPFS for data integrity.
- **Score Integrity:** Every stored POG score is linked to an immutable IPFS hash that contains metadata about the user's score and their engagement history. The contract ensures data integrity through cryptographic proofs, verifying that the score is accurate and tamper-proof.

Score Updates and Modifications

The POG contract also supports the updating of previously stored scores when there are recalculations or corrections. Oracles may encounter situations where a user's performance changes or inconsistencies are discovered. In such cases:

- **HashesUpdated Event:** This event is triggered when the data associated with a POG score (stored as a token) is modified. The Oracle submits the updated POG score along with new IPFS and Data Integrity hashes, ensuring that any change in the score or associated data is recorded transparently.
- **Score Custody:** In some instances, Oracles may delegate control of a user's POG token to a trusted custodian. The contract supports this functionality via the `CustodianUpdated` and `CustodianExpiryUpdated` events, which allow Oracles to securely transfer score custody, with expiration times to manage the period of control.

Retrieval of POG Scores

Users, Oracles, and other network participants can retrieve POG scores via the contract. The following processes are involved:

- **Public Retrieval:** Anyone on the network can query the contract for a user's current POG score using their wallet address. The contract fetches the token linked to the user and retrieves the latest POG score stored on-chain.

- **Data Synchronisation:** Oracles ensure that all on-chain data is synchronised with off-chain storage solutions like IPFS, maintaining consistency and ensuring that the POG score data is always accurate and verifiable.

Security and Auditing

The contract implements multiple layers of security to ensure that only authorised Oracles can submit or modify POG scores. These mechanisms include:

- **Role-Based Access Control:** Only Oracles with the appropriate cryptographic keys are permitted to interact with the contract and modify POG scores.
- **Audit Logs:** Every transaction and score submission is recorded on-chain, allowing for full traceability and auditing of all changes made to POG scores.

This section outlines the contract's role in ensuring secure, transparent, and verifiable storage of POG scores, critical to maintaining trust in the decentralised POG scoring system.

Built to Thrive in Emerging Markets

KGeN is tailored for growing industries in emerging markets. The objective was to ensure accessibility at scale for aspiring users from across boundaries while addressing unique challenges in these regions at a local level. The project presents a strategic opportunity at the intersection of technology, entertainment and emerging markets.

Geographical Focus

With a strategic focus on emerging markets, i.e., Southeast Asia, the MENA, and LATAM, KGeN aims to onboard developers and publishers, providing a trusted network and leveraging the benefits of the KGeN token while providing a bespoke experience suited for builders and end users from the mentioned regions.

Simplified onboarding for Devs

KGeN simplifies the developer Web3 onboarding process by enabling them to leverage API based KGeN dev tools. These include KGeN Wallet, Retention Protocol, KGeN Engage & KStore - all powered by a central gamified currency - \$KCash, allowing Web2 and Web3 publishers to concentrate on creating engaging experiences without the need to invest time and resources in building Web3 tech stacks or blockchain-based reward systems.



Modular Approach

Adopting a modular approach, KGeN Network enables developers to partner with specialised solution providers across different use cases, including Sequencer, DA layer, and Validator.

Privacy Centric Operation

Operating on the principle of privacy-centric cryptography, KGeN features a publicly defined reputation ownership and access framework. Developers and publishers adhering to this framework gain the ability to build their communities on the Network, aligning with global data privacy standards and fostering economic value exchange between users, publishers, consumer apps and chains

Empowering Micro Communities

KGeN enables micro-community leaders to offer blockchain-powered consumer experiences, turning their time and skills into global recognition and earnings.

KGeN Launchpad

KGeN aims to empower builders and upcoming apps, driving value and innovation in the web3 ecosystem.

KGeN Highlights

Empowered Global Access

KGeN simplifies the onboarding of web2 publishers & studios into the web3 ecosystem by providing access to a unified global network for users and capital liquidity. Seamless product integration, fiat onramps, and powerful acquisition tools enable developers to connect with over 800 million users across key markets like India, LATAM, MENA, and SEA.

Cost-Effective Compatibility

KGeN Oracle Network is committed to advancing the developer platform. Gasless transactions and user-friendly APIs for account abstraction make decentralised app transactions efficient. Building secure multichain applications is facilitated with easy-to-use wallets.

Agile Evolution

Modular development in KGeN Oracle Network ensures publishers / protocols remain synchronised with the most efficient infrastructure solutions across the on-chain



ecosystem. This agility allows constant evolution, enabling adaptation to the dynamic landscape of the web3 industry.

KGeN Engagement Platform

KGeN Engagement Platform is essentially a two-pronged entity, an engagement platform and an e-commerce marketplace, tailor-made for billions of users across emerging markets powered by the P.O.G. Engine. KGeN is being designed from the ground up with the intent to solve the LTV/CAC ratio in the industry, globally.

The Engagement Engine

KGeN's engagement platform is a vibrant ecosystem of user activity from across geographical boundaries & various genres; a platform where users connect, compete & collaborate whilst forging communities built on shared passion. Achievements, milestones, & social interactions create each user's unique profile, constructing a verifiable, dynamic reputation system. This becomes a passport to exclusive experiences & targeted rewards inside the KGeN ecosystem. Publishers, previously grappling with opaque user data, can now have access to a treasure trove of insights enabling them to personalise & tailor-made experiences, incentivise engagement & foster loyalty.

The E-Commerce Engine

Bridging the gap between passion & profit, KGeN's e-commerce platform transforms a user's reputation created by the P.O.G. Engine into tangible value by enabling them to leverage their reputation to unlock exclusive in-app items, merchandise, and even early access to coveted upcoming titles. Publishers struggling with high customer acquisition costs and fleeting engagement discover a targeted market brimming with pre-qualified, highly engaged leads. In-app purchases flow seamlessly, fueled by the trust cultivated through data processed by the Engine, leading to a virtuous cycle of increased LTV & reduced CAC.

Engagement Products

KGeN has successfully deployed and stress tested multiple engagement products that are designed to create engaged communities & user bases around multiple genres of consumer products and games.

K-Quest

KGeN's Quest Delivery System seamlessly gamifies engagement across multiple projects, agnostic of genre. It connects users with personalised quests for



real-world rewards, while developers benefit from targeted engagement thanks to the P.O.G. Engine, boosting retention. KGeN blurs the lines between passion and earning, fostering a thriving ecosystem.

K-Drop

K-Drop is our all-new rewards platform that goes beyond the social farming meta and helps users redeem rewards based on their grind in a quest. On K-drop, we host deep engagement quests which are validated real time through the APIs, ensuring a seamless experience for the user

K-Clans

In KGeN, Clans define the engagement experience, fostering a dynamic social ecosystem where users shape their destinies. In KGeN's Clans, users come together to grow individually and as a group. This not only boosts their skills and earnings but also gives them a strong sense of belonging in a supportive community.

KLASH

Bash Arena is more than a platform, it's an opportunity for clans seeking to showcase their collective strength. These tournaments are organised by Clan Chiefs along with their trusted team leaders to create customised tournaments for clans. Whether it's intense BGMI clashes or dominating the Valorant battleground, Bash Arena is the battlefield for clan members to gain some rewards and fame.

Publisher Self-Service Platform

KGeN Engage reshapes the way developers, studios, and publishers connect with the vast community. Our cutting-edge platform empowers them to effortlessly deploy KGeN Products, such as quests, tournaments, and more, in order to captivate a specific and active audience.

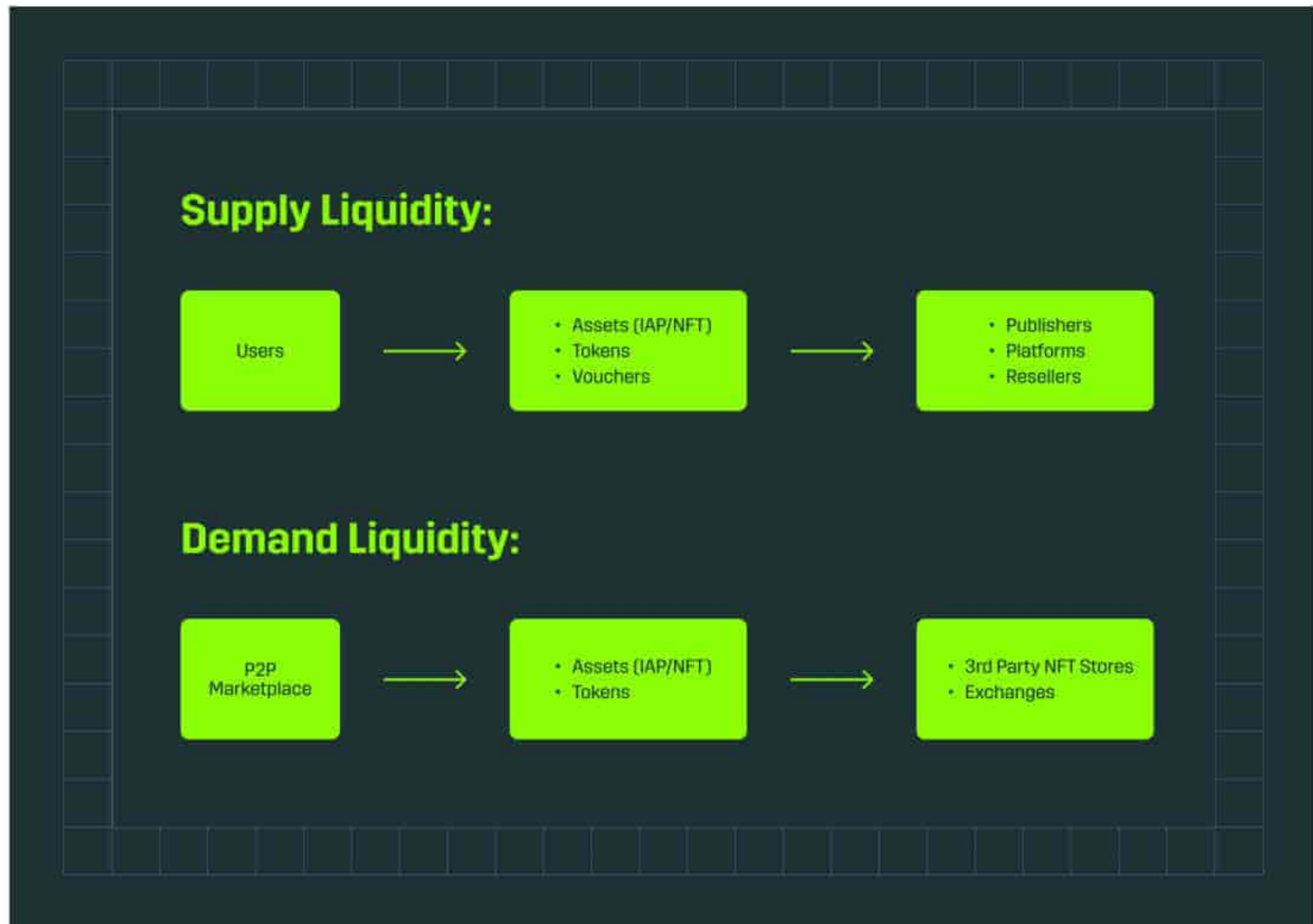
Fueling this seamless interaction is our robust P.O.G Engine, fortified with a wealth of 9 billion attributes. This technological marvel ensures that engagement activities are not just widespread but also precisely targeted, reaching the right audience within the community. The Engine's foundation lies in five pillars—Proof of Human, Proof of Engagement, Proof of Skill, Proof of Commerce, and Proof of Network. Each pillar, boasting several attributes, intricately weaves a comprehensive identity of a user, offering an unparalleled glimpse into their persona.



KGeN DAO cohorts amplify the impact, creating distinct groups of users with shared characteristics. These cohorts emerge as invaluable tools, providing publishers with laser-focused precision for marketing and advertising initiatives. Additionally, they open doors to the KStore for in-app assets, while sophisticated tools calculate Engaged Customer Acquisition Cost (CAC) and Lifetime Value (LTV). This strategic alignment empowers publishers with data-driven insights, ensuring that every campaign resonates with the intended audience, maximising its overall impact. KGeN propels publishers into a new era of strategic decision-making, where tailored precision meets unparalleled engagement, maximising the impact of their campaigns.

KStore

KStore emerges as an alternative store, providing a platform for both Web2 and Web3 businesses to showcase their digital assets. Simultaneously, users can list the assets they possess, fostering a vibrant exchange environment. This marketplace orchestrates transactions seamlessly, supporting both Peer-to-Peer (P2P) and Market-to-Peer (M2P) dynamics.



On this platform, each Web2 SKU is uniquely identified as NFT 6551, contributing to the intricate fabric of the user's P.O.G Score.

KStore transcends traditional boundaries by accommodating transactions in both cryptocurrency and fiat currency. Additionally, it offers a seamless interactive experience across diverse global markets, strategically positioning itself to capture the extensive global liquidity stemming from users' expenditures on digital assets within Web2 and Web3 consumer apps . Furthermore, the Marketplace presents an avenue for users to redeem rewards earned through their activities on the KGeN Engage, enhancing the holistic engagement experience.

Strategic Role of KStore

KStore plays a pivotal role in closing the loop of value exchange between publishers, consumer apps, chains, businesses and users, ensuring that the KGeN Community operates as a positive force within the publishers, consumer apps, games and chains, avoiding any undue extraction of value. Through the synergy of the KGeN Engage and KStore, KGeN successfully generates revenue and lifetime value for publishers, exerting a tangible impact on the critical LTV CAC ratio.



Incentivizing Users

To further motivate users, KGeN has introduced its proprietary tokens tied to their P.O.G score.

Economic Harmony

The strategic framework hinges on aligning economic value among KStore, businesses, and users, establishing a symbiotic relationship.

Revenue-Sharing Model

KGeN reciprocates by charging businesses a fair share of revenue. This not only supports sales efforts but also covers crucial expenses, including payment gateways and gas fees.



Spending Flywheel

This innovative approach creates a dynamic spending flywheel, acting as an internal lever to regulate the demand side of KGeN tokens through the inventive KCash system.



KGeN Community

The KGeN Community comprises thousands of micro-communities (Clans that are DAOs), each overseen by a Clan Chief and composed of numerous kinds of users from all walks of life.

The KGeN Community will grow exponentially based on Metcalfe's Law. The number of Clans in KGeN (n) will drive the utility value and influence of the network.

Clan

Clans are created by users themselves according to their shared passion for DeFi and Game quests, their user Roles in the KGeN ecosystem, affinity for real-world locations (like colleges, cafes, cities), or shared adulation for heroes.

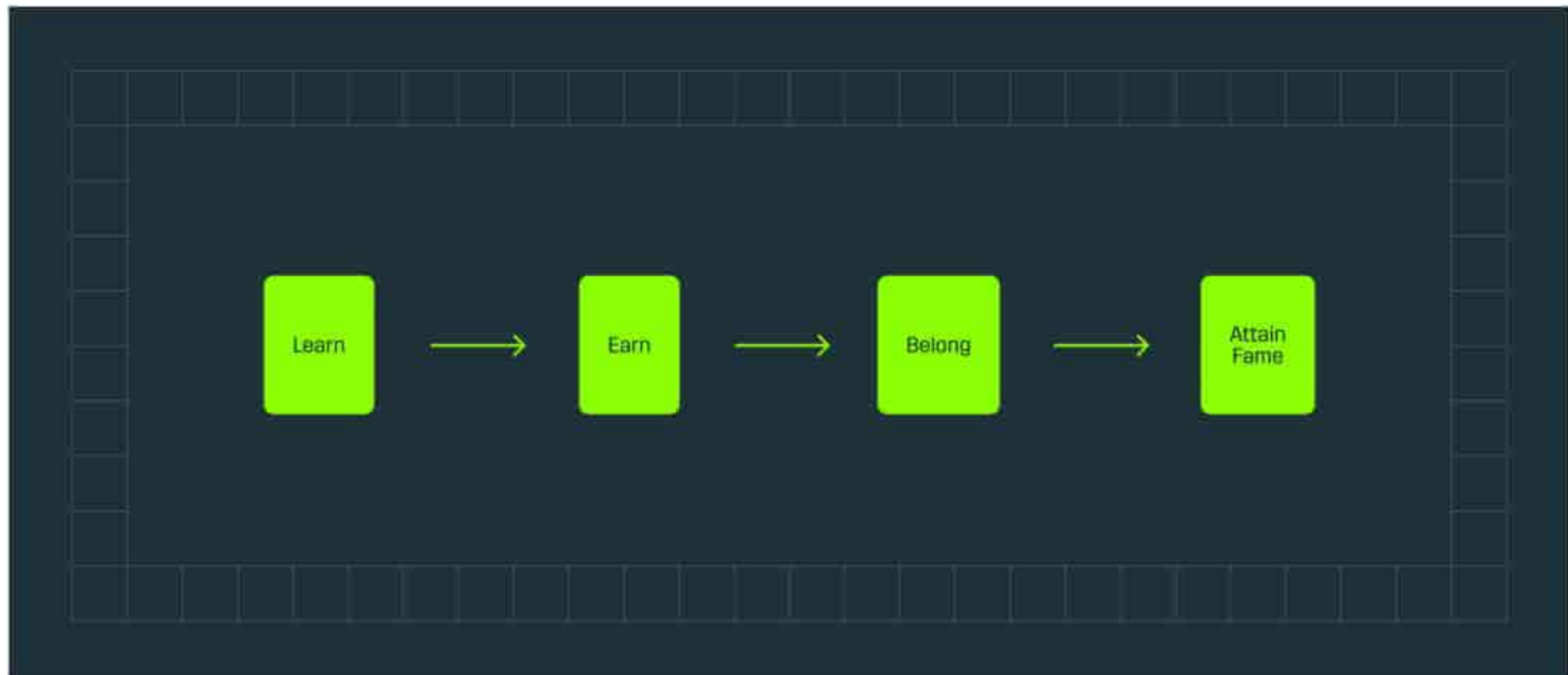
The clan system has already helped thousands of Web2 micro communities elevate themselves to become web3 DAOs, with more joining over time. The clan tools offered by KGeN to its community members allow for each micro community to become their self-sustaining DAOs that evolve.

The creator of a Clan is called a Clan Chief. The way to become a Clan Chief is extremely accessible currently, as anyone who believes they have what it takes to make it as a Clan Chief can register themselves via the KGeN platform and/or app.

The Clan Chief can choose to dissolve the Clan if they want to.

Benefits of Joining a Clan

Clan members work together and take advantage of collective action to gain socio-economic benefits.



Initially, individual users come to KGeN for the discovery of curated quests for various consumer apps , to get educated on earning opportunities while engaging s, and to be able to convert their skills and playtime into income.

However, being a part of a Clan helps them in multiple ways.

- **Learn** : Consuming edutainment content, peer learning and the cadences of the Clan Chief will help Users improve their productivity.
- **Earn** : Earning in the KGeN DAO happens through quests hosted by consumer apps that pay Users through multiple engagement mechanisms. For those Users who are part of a Clan, they also benefit from the DAO grants that are issued to the Clan, thereby creating shared collective benefits to each of the clan members.
- **Belong** : Sense of belonging among members of the Clan gets created by shared economic benefits as well as the voting rights that give members a say in the Clan governance.
- **Attain Fame**: For those Clan Members and Clan Chiefs who excel, they will be given avenues to create their fandom within and outside the KGeN ecosystem.

Clan Strength (CS)

Every Clan will be ranked on a periodic leaderboard. Based on a combination of the ranking of a Clan on this leaderboard as well as their plans submitted via the Grant program, they will be eligible to participate in the DAO Grants. This rank is determined based on the CS of the Clan. The DAO Grants received by a Clan will be distributed amongst members based on various criteria detailed in the Grant program. This will be a decision point for Users to either stay in or move to another Clan.

The Clan Strength is the sum of the GPS of its Users who are part of the Clan.

$$CS = (\sum GPS) / \sqrt{n}$$

CS = Clan Strength

GPS = User POG Score

n = Number of Users in the Clan

The responsibility to drive the CS lies with the Clan Chief.

Clan Chief

Clan Chiefs command their own respective user Clans as one cohesive force for shared economic benefit & organise various physical & virtual activities to entertain & educate Clan members and provide recommendations to improve the yield of members' engaged time.

Clan Chiefs have real-world influence by being popular college students, gaming cafe owners, telegram admins, streamers, etc.

Benefits of a Clan Chief

Considering the responsibility of running a Clan, a Chief has the following Benefits:

1. Right to revenue share from members affiliated with Clan
2. KGeN token rewards
3. Right to host KGeN paid tournaments and collect the take rate
4. Right to use the KGeN stack to keep the Clan engaged
5. Right to accept and evict a member from their Clan

Responsibilities of a Clan Chief

Clan Chiefs have the following responsibilities:

1. **Create** : As mentioned above, the Clan Chief is the one who creates the Clan.
2. **Educate** : Clan Chiefs help in educating users by providing tutorials, playbooks and other assistance to create more value for their time.
3. **Grow** : Clan Chiefs build trust offline or online by meetups as well as demonstrating the economic benefits of collective action on-chain via multiple

in-app engagement activities powered by KGeN. They can use this influence to recruit new users and grow their Clan.

4. **Engage** : Clan Chiefs can engage the users by hosting events, defining asset and reward distribution and creating a sense of common purpose and belonging through the voting system.

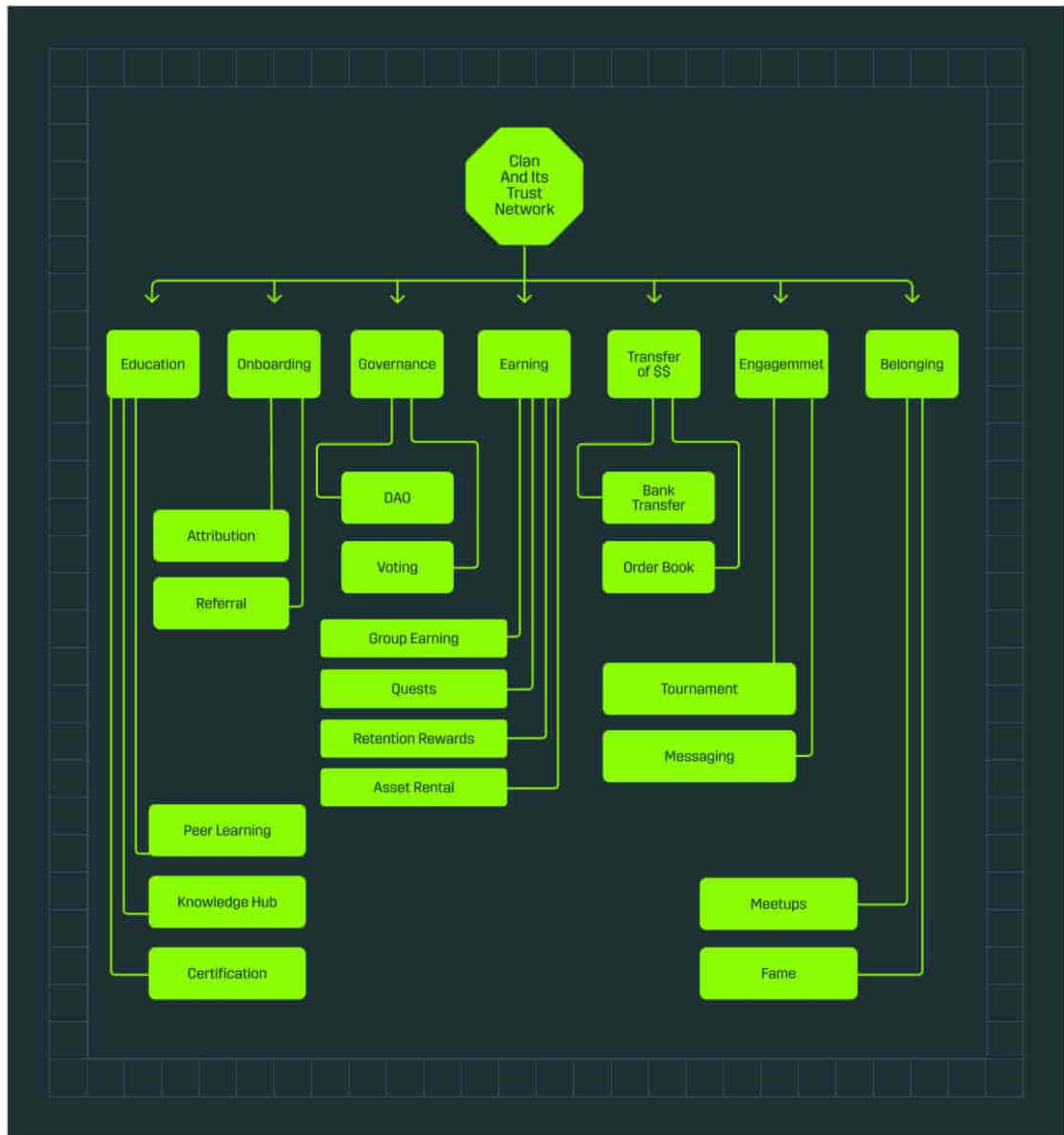
Each Clan Chief can decide the additional perks for the Clan enabled by the KGeN stack. They can also select different users as Moderators to help with various tasks of running the Clan.

Clan Chief Tools (DAO Tools)

KGeN is reimagining how social networks will leverage the power of Web3 coupled with the energy of micro-entrepreneurs. The role of the KGeN Stack is to enable the trust network between the Clan Chiefs and the users, whilst elevating these micro communities to truly become DAOs.

The trust network, as depicted below, comprises tools/protocols which enable the Clan Chief to influence three core elements of human ambition:

1. Maximise own earnings and those of the users
2. Obtain and responsibly utilise the power to govern the Clan
3. Create and manage the fandom inside the Clan and the extended KGeN ecosystem



Clan Member

The Clan Member or User is the most important part of the KGeN DAO. All the above rule sets have been defined to enhance the value exchange between the user and the Developer as depicted above.

User Roles

Users can have multiple roles within the KGeN ecosystem, and their activity concerning these roles helps us better define their skill sets. We have initially identified the following roles.



This is not an exhaustive list and will evolve.

Clan Chief, Crafter, Streamer, Shiller, Recruiter, Guide, Host, Moderator, Clan Auditors and Bug Bounty Hunter are the currently defined roles.

Soulbound Token (SBT)

Each user onboarded in KGeN is issued a Soulbound Token (SBT), which depicts the user's reputation within the ecosystem. SBTs would allow users to build a verifiable, on-chain reputation based on their micro-history. This reputation keeps getting enhanced with future actions.

The user's SBT will be an input to matchmaking systems that will govern the underlying algorithm of the value exchange between apps and users.

One user can have only one SBT within KGeN.

Attributes of the SBT will include user stats, social profile data, KGeN role footprint and on-chain data. These attributes will be available to apps and protocols as part of user reputation cohorts when the user opts into the KGeN ecosystem.

KGeN Revenue Pools

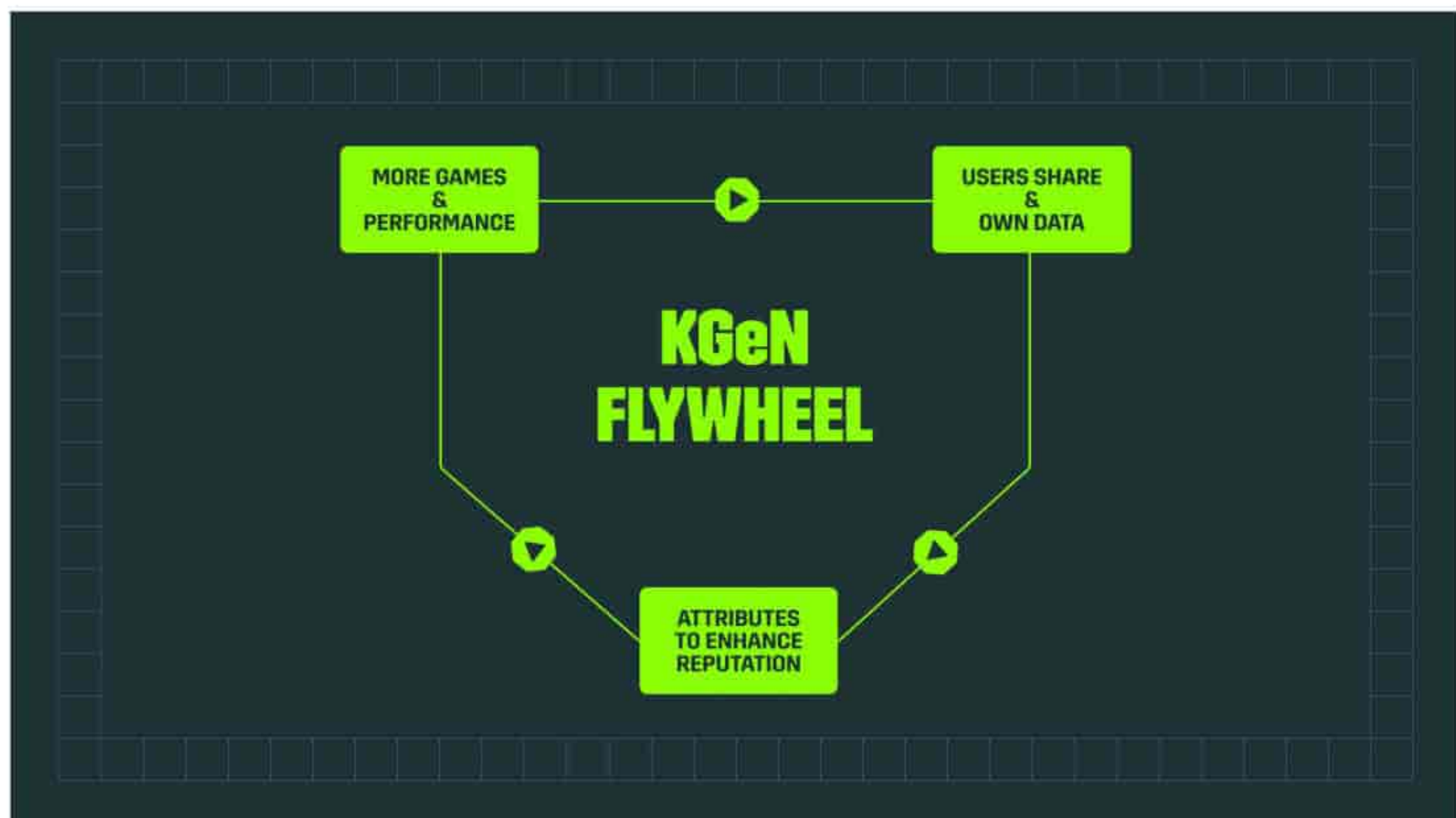
KGeN is a for-profit social enterprise that generates multiple revenue opportunities for its stakeholders, so as to create a sustainable ecosystem. It also generates revenue streams based on where KGeN is adding value to, either the publisher, consumer app, chain developers or the user.

Revenue pools that grow linearly with scale:

1. Validation fee for each quest completion
2. Subscription fee from developers & data aggregators (tier-based packages)
3. KGeN pass to users (Various long-term rewards, access & benefits.)
4. Swap fees

Revenue pools that will grow non linearly with scale:

1. Revenue from KGeN Products
2. Access to the KGeN publisher kit
3. Treasury income





Tokenomics

KGeN will have two currencies related to it. They will be :

1. \$rKGEN
2. \$KGEN

r-KGeN Token

The purpose of rKGeN is to reward operating Oracle nodes, users who have engaged with the KGeN Platform since inception, and businesses who have spent marketing dollars with KGeN.

rKGeN will eventually be converted into the \$KGEN token at a 1:1 ratio (subject to customisation) post-TGE.

Swapped rKGeN will be removed from circulation by invoking the burn function in the contract

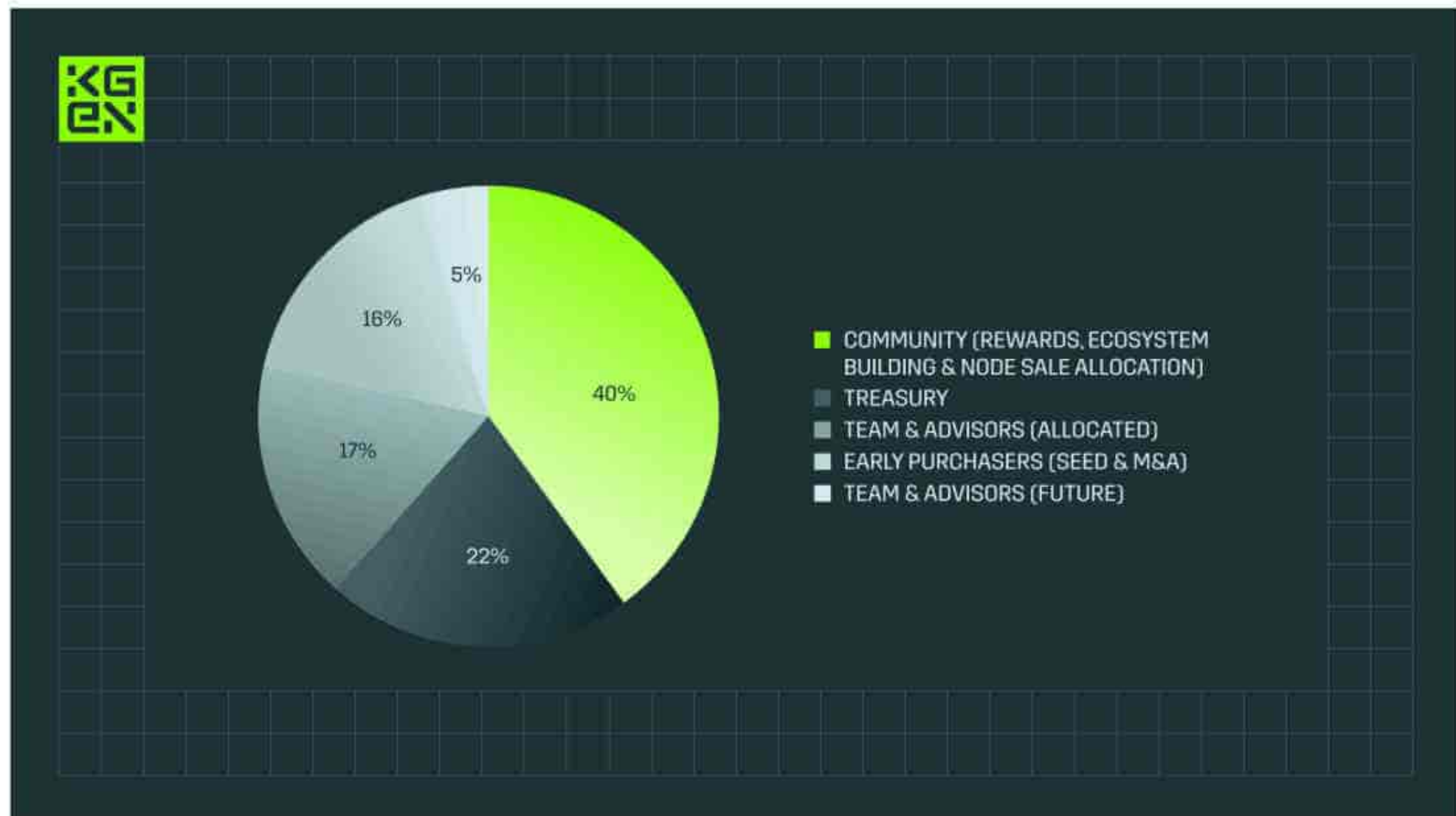
This approach will help manage market anticipation, counter derivative market, provide rewards, user awareness around staking and serve as a lever to demonstrate user engagement and adoption to tier 1 exchanges for listing KGeN tokens.

KGeN Token

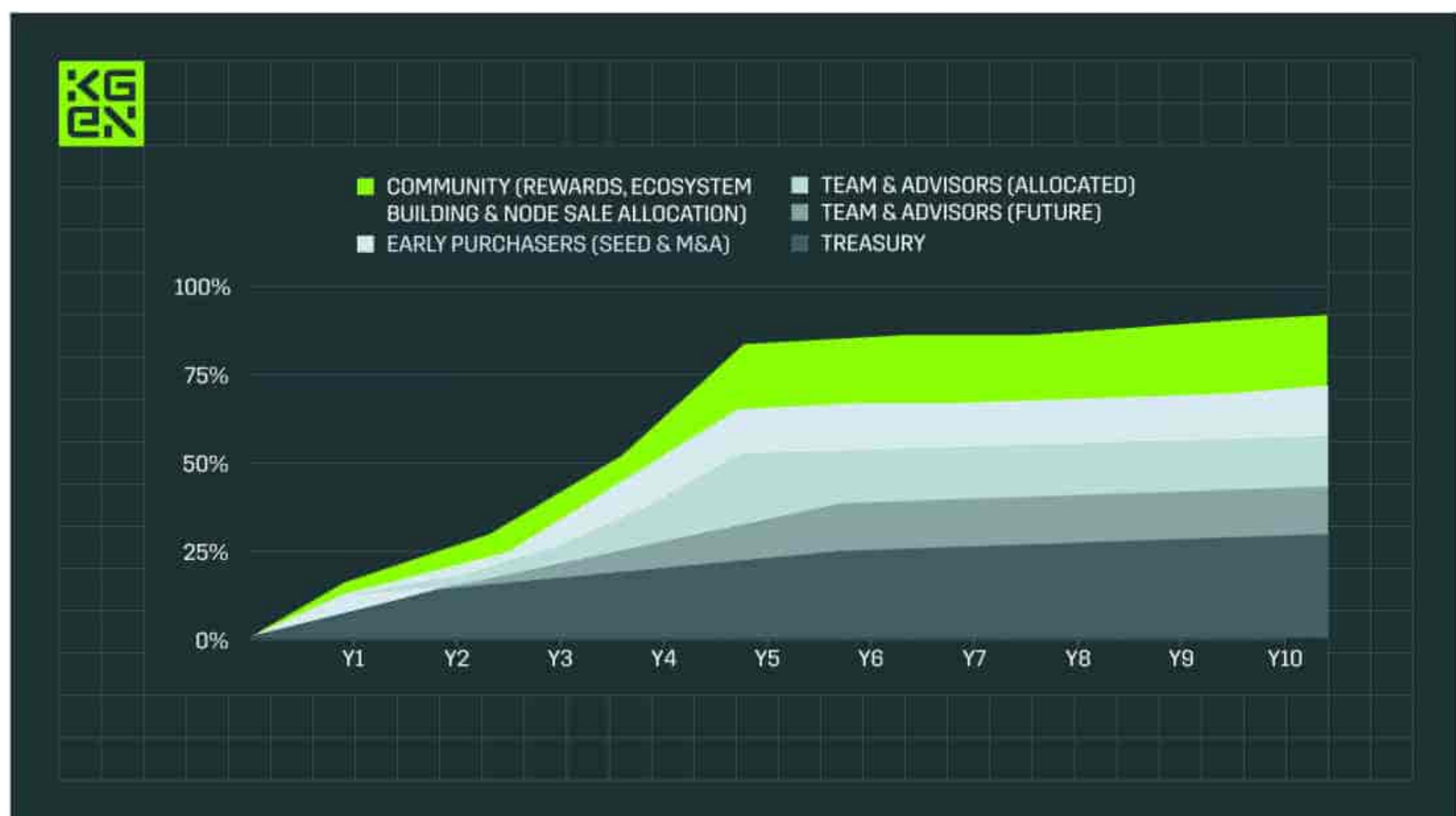
\$KGEN token is the governance and utility token of the KGeN Protocol.

The utility value and influence of the \$KGeN token will increase as we increase the number of users, Clans, developers, contributors, strategic partners, and Brands participating in the ecosystem. Our core philosophy of onboarding stakeholders is 'come for the tools, stay for the network'.

\$KGEN Allocation



\$KGEN unlock schedule



[illegible]

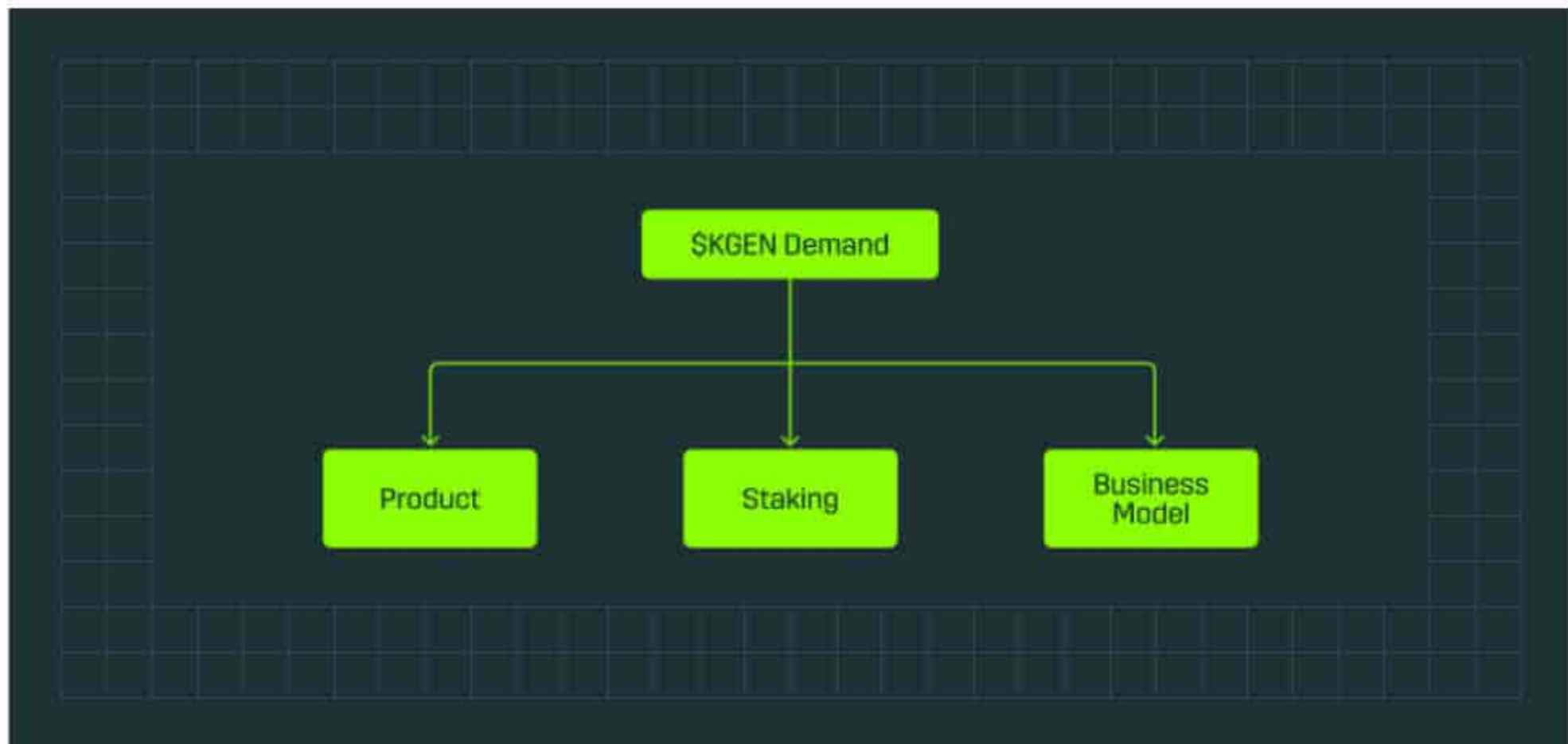
Total	Yearly Unlock	100.0%	19.9%	8.9%	13.1%	19.6%	24.0%	3.0%	2.7%	2.4%	2.2%	1.9%	2.3%
	Cumulative		19.9%	28.8%	41.9%	61.5%	85.5%	88.5%	91.2%	93.6%	95.8%	97.7%	100.0%

\$KGEN token emission is backloaded as early purchasers and team vesting is spread over 4 years with 10% unlocked after Y1, 20% after Y2, 30% after Y3 and 40% after Y4.

\$KGEN Demand Levers

\$KGEN demand will be driven by three primary sources:

1. Product - create buy pressure through product led gratification
2. Staking - drive network growth through long-term staking
3. Business Model - sustainable mechanism for long term utility



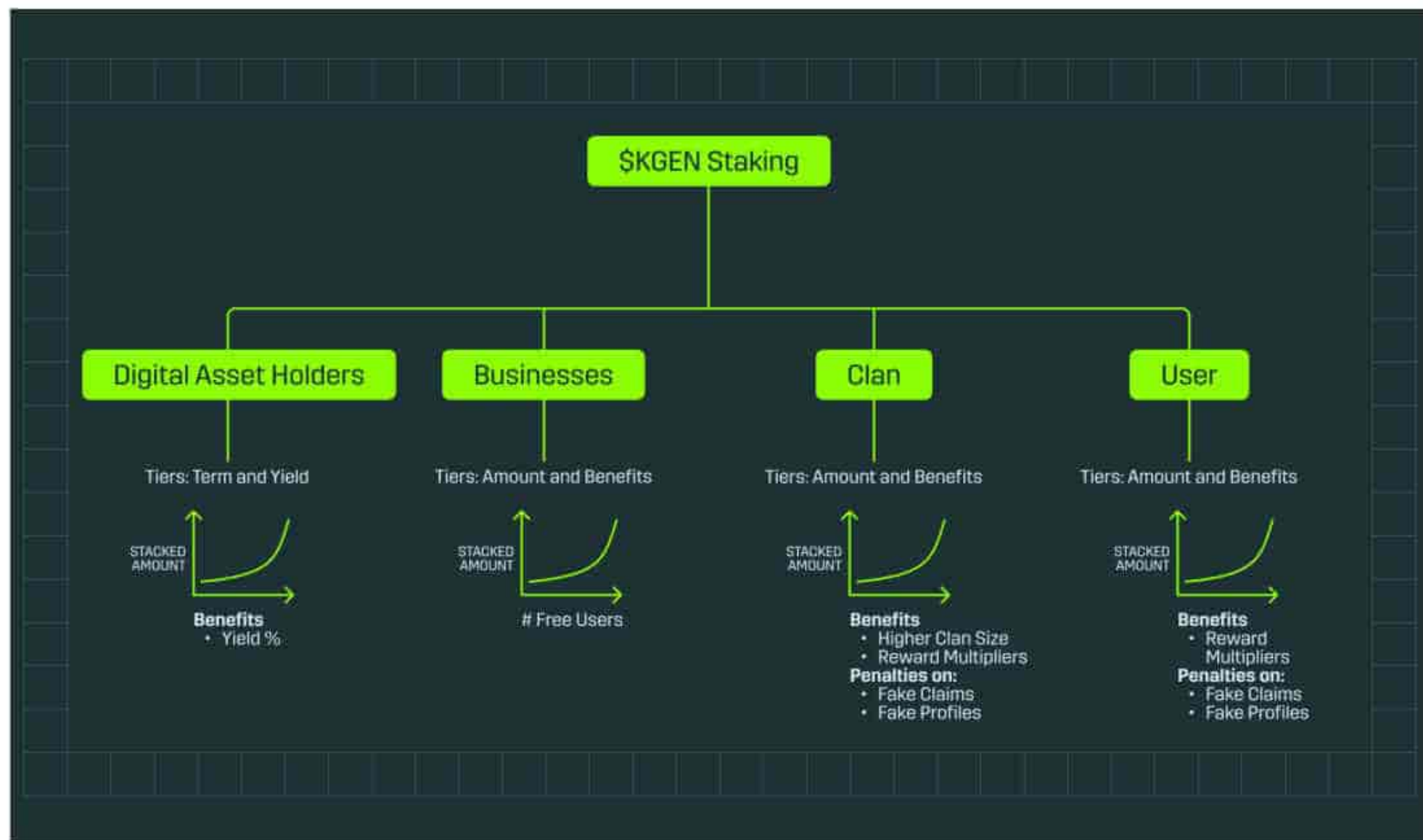
Demand Lever: Product

Stakeholder	Levers
Publishers/Chains/AI Devs	As an accepted platform currency, \$KGEN may be spent in various areas of the ecosystem, such as on Leaderboards/Loyalty/K-Drop/K-Store
Users	Users may also utilise \$KGEN for buying virtual and physical assets (Web2 and Web3), as well as KGeN created goods /merchandise/gaming, as well as peer-to-peer purchases of virtual assets on the marketplace.

Time-based subscription passes for engagement on the platform.

The platform transactions happen on \$KGeN and its stable token KCash. KCash to \$KGeN conversion will be dynamic based on market prices.

Demand Lever: Staking



\$KGeN Staking will target 4 key audiences:

- **Digital Asset Holders**

- Users and community holders holding \$KGeN would be able to participate in the consensus system for KGeN Oracle Network by delegating tokens to oracles to help verify/validate information. As the reward for their engagement, they would be entitled to receive \$KGeN rewards.

- **Businesses**

- By staking \$KGeN, teams which want to efficiently run User acquisition campaigns would be able to enjoy privileges such as increased number of free users/connections.

- **Clan**

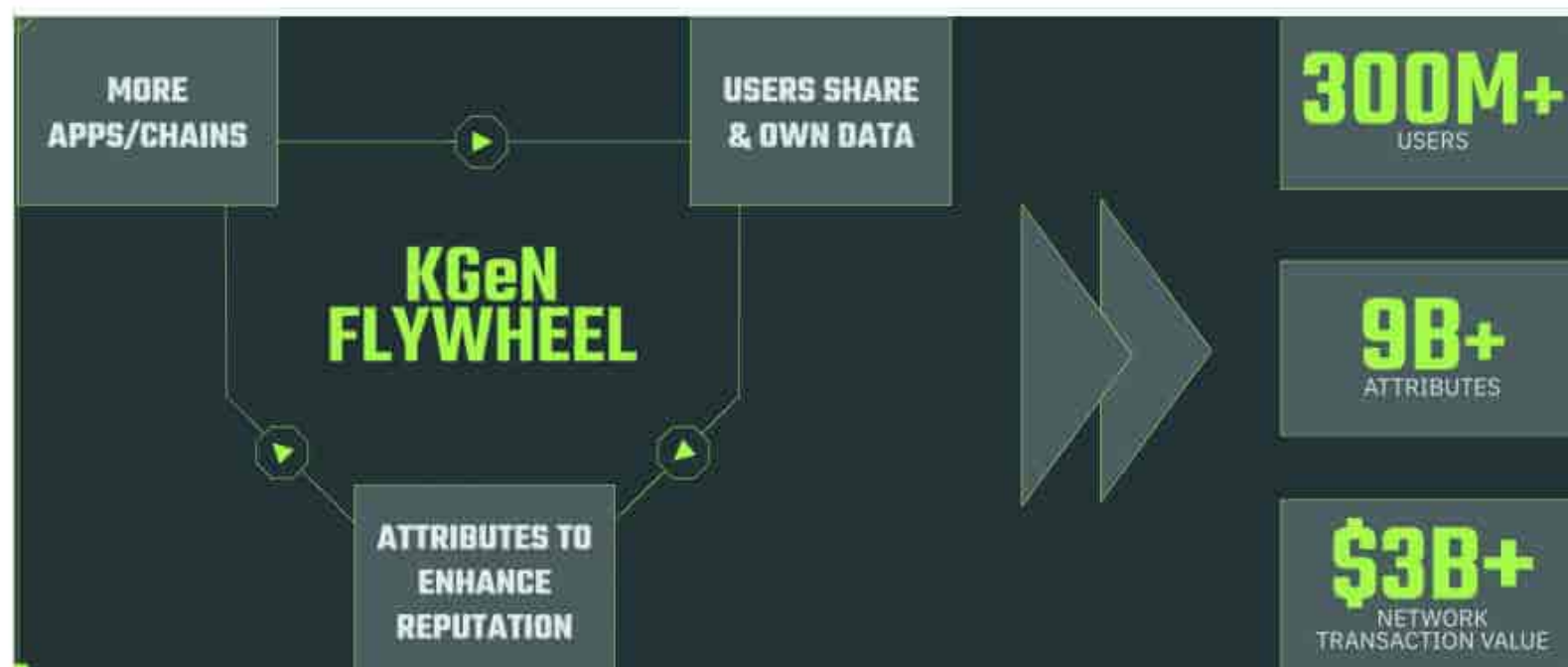
- Clan sizes are restricted depending on the amount of \$KGeN token – those which stake a greater amount of tokens are able to enjoy larger clan sizes and reward multipliers (standings on the Clan Leaderboard).
- Conversely, as a deterrent for malicious behaviour, the stake would be penalised for false claims or profiles.

- **User**

- Users may stake \$KGEN as a prerequisite for accessing exclusive campaigns, activities, promotions on the platform, and to receive Reward Multipliers for engagement.

Demand Lever: Business Model

KGeN is currently a profitable protocol that is expected to scale up as the network grows – this will ensure that the system is sustainable and serves the community.



Governance Utility

At the heart of KGeN lies its core IP: the Verified Reputation Protocol (POGE), a system that turns on-chain reputation into utility. Users with strong reputational signals can unlock ecosystem rewards and receive KGEN through airdrops, which would give them a voice in the future of the governance of the Verified Reputation Protocol.

This reputation framework is powered by the KGeN Oracle System, a decentralized network of validators and key stakeholders that inscribe, verify, and evolve user reputation on-chain. This system is the proprietary IP of KGeN and is ready to go live.

Key Governance Participants: Oracle Network & Keyholders

The Oracle Network comprises a decentralized set of validators called “Oracles” and Keyholders who are responsible for powering the POGE system.

The reputation system’s governance is led by Keyholders. Any KGEN community participant who holds KGEN tokens can purchase Genesis Keys. The Keyholders who have more than 200 Genesis Keys are eligible to become an Oracle.

A Keyholder is a participant in the PoG network who has purchased cryptographic keys. These keys allow the Keyholder to delegate their staked value to a specific Oracle operator without assuming control over the Oracle itself. By doing so, the Keyholder increases the



Oracle's total stake, indirectly benefiting from the Oracle's performance and share of rewards while retaining their stake value.

Oracles play a dual role in the ecosystem:

- **Validators** : They aggregate, validate, and score user-level actions across the network, ensuring that every POGE score reflects real, verifiable behaviour.
- **Consensus Coordinators** : Through participation in on-chain consensus (the consensus is supposed to be achieved through 67% of the Oracles validating the score), they help manage scoring logic, dispute resolution, and airdrop qualification criteria.

To recognise the contribution of Keyholders and Oracles, they are rewarded with \$KGEN tokens. This ensures the reputation system's governance is tightly intertwined with the token.

Governance Rights for KeyHolders

Since any KGEN community participant can become a Keyholder, all the eligible community members have the right to contribute to the reputation governance framework by staking \$KGEN tokens and delegating their rights to the Oracles :

- Disputing or validating scoring anomalies is sorted through a consensus mechanism (67% being the minimum to achieve consensus)
- Shaping the evolution of data sources and validation logic.

Community Allocation

To empower community-led governance, 40% of the total token supply is reserved in the Community Pool, directed toward:

- Reputation Validators (Keyholders running Oracles)
- Active community participants holding Genesis keys

Securing the Reputation Economy

In the KGeN ecosystem, Oracles are more than just data relays, they are on-chain governors of VeriFi. By aligning economic incentives with reputation integrity, \$KGEN enables a self-governing, proof-driven system for value creation.

KGeN Elder Council



MANISH AGARWAL

Took gaming firm Nazara Technologies public with \$1.2B+ peak valuation; leads industry associations (FGC/AMA)



ISHANK GUPTA

Scaled AB Inbev Central and South Asia to \$150M+; built consumer businesses across India, China, UK & SA



SREENIVAS MAKAM

15+ years of experience in technology and data; ex-Google, Ex-Cisco



TARIQ WAEEL FAIZ AL WARI

13+ years of experience leading analytics teams in ecommerce and gaming. 6+ years of experience in transaction advisory at EY Bahrain.



MAI DIAB

Ph.D. in computer engineering; Ex-Product Owner & Data Scientist.



MARK DUSCABLE

Innovation and Digital Product Expert; Marquee Partnerships: Google, Coca Cola



DEBASHISH GHOSH

25+ years of brand and marketing experience; ex- Senior VP, Hotstar / Star India



SHISHIR SHARMA

20+ years of experience in internet and consumer business (over \$200M) across emerging markets; ex-Apple, Hewlett Packard, Whirlpool



RUSSELL ARAUJO

25+ years of experience in financial services; led a \$75M+ AUM renewal portfolio; ex-Bajaj Allianz, ING, Exide Life, and Stellr



SANDEEP SHETTY

15+ years of experience in gaming; ex-product leader, Reliance Games



SUKANYA VASHIST

Lawyer with 11+ years of experience in e-commerce, logistics/delivery, and fintech industry; ex-Lazada, Zomato, Udaan, Shadowfax



AKSHEY AGGARWAL

Engineer-MBA; 5+ years of experience building consumer businesses in South Asia

Appendix #1: Proof of Human

Aim: To issue a human verification score across each user across the KGeN Network by extrapolating verifiable social touch points and authentications, mapped across the user.

Methodology Overview:

Equation :

PoH Score = {100, if kyc_approval=1}

={w₁KVH+w₂peer_auth+w₃oauth_ratio otherwise}

Kratos Verified Human*** The score is derived using 4 sub-cohorts:

1. **kyc_approval**: kyc approval status(bool), whether or not the user is KYC approved.
2. **KVH**: A framework in which the KGeN Team verifies a user to be a valid human, using Self-Authentication and Nature of Event Attendance.
3. **peer_auth**: Peer Authentication, **Proof of Human input from peers of the user
4. **OAuth_ratio** (OAuth Accessibility Ratio): Weighted score of the number and quality of PoH IDs available for the user.



Appendix #2: Proof of Engagement

Aim: To generate scores for users based on their engagement to demonstrate whether or not the user is an avid user or not for the respective quest within the defined period.

Methodology Overview :

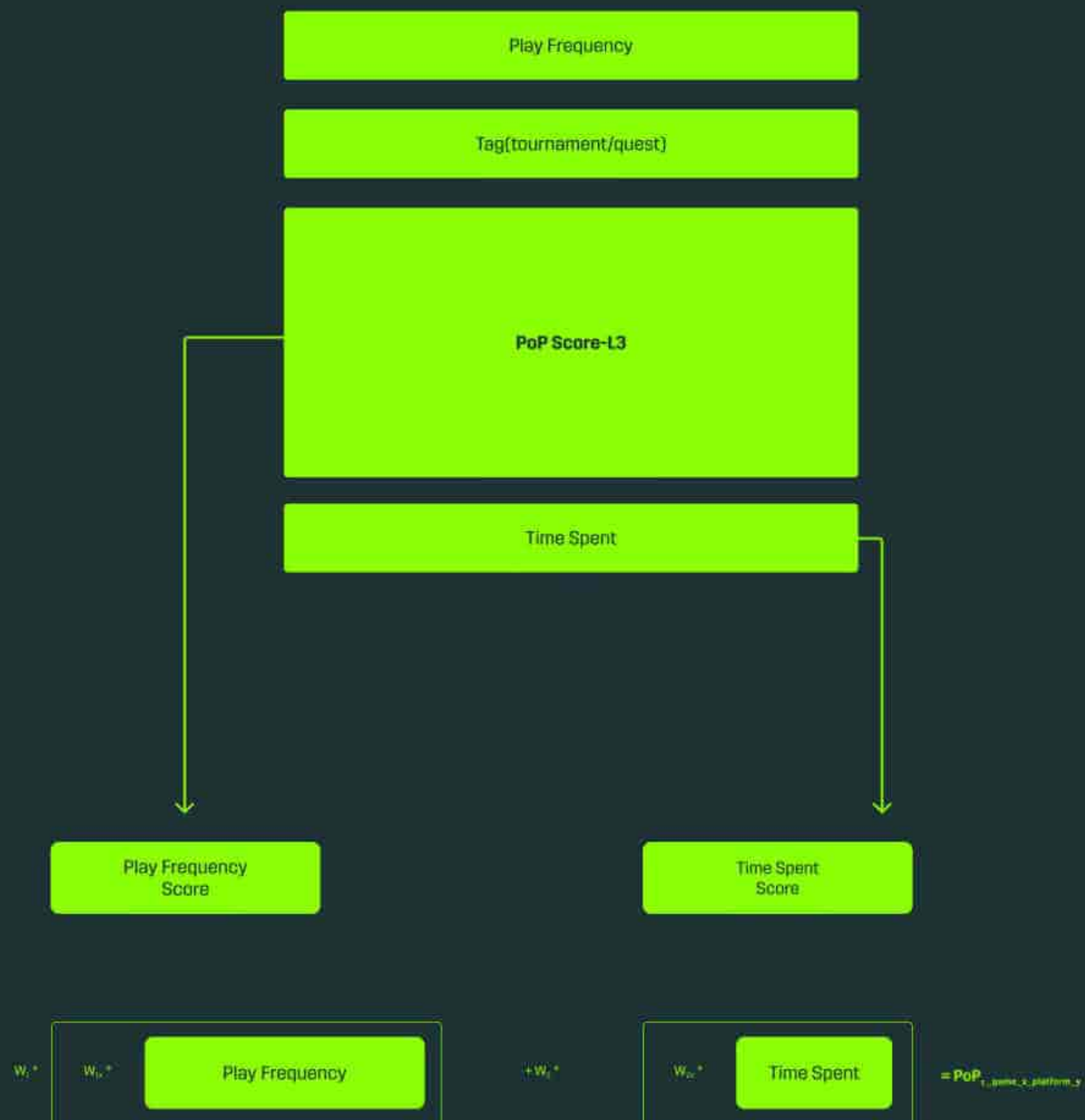
- The score is calculated primarily for each quest per engagement platform using the attribute sub-cohorts below:
 1. **Engagement Frequency:** A cohort derived by calculating the number of times a user engages with different activities on a platform in a month (over different games).
 2. **Time Spent:** Cumulative time spent by the user in a time frame over the products offered by a platform**.
- A consolidated score is calculated using a weighted sum of engagement scores on different engagement platforms. A consolidated engagement score is calculated by aggregating over the different access platforms the game is available on, the scores on the level2 granularity are then calculated which is PoP score over individual access platforms(devices), genres and job roles, the level 2 scores are then fed into the level 3 scores, funnelling into scores over all Job Roles, all Genres, and all devices. The level 3 scores are amalgamated to form the PoP score over time t , it is, however, to be noted that the level 3 scores can be combined in an either/or manner or can be combined over a weighted summation. A weighted average across the different time frames gives us a lifetime Proof of Engagement.

Additionally, the following filters will be created to assess the needs of the advertisers:

1. *Number of access devices*
 2. *Ratio of multi-user games Vs single-user games played.*
- **Equation**
 1. **$PoP(game, "Steam Platform") = W1(PlayFreq) + W2(TimeSpent)$.** Proof of Engagement for a particular game and Steam platform is derived using the equation above, using the frequency of engagement and time spent on the game as base features
 2. **$PoP(game, "KGeN Platform") = W1(W1x . PlayFreq) + W2(W2x . TimeSpent)$.** Proof of Engagement for a particular game and the KGeN platform is derived using the equation above, using the frequency of engagement and time spent over the game as base features. It is to be noted that engagement over different products on the KGeN platform is weighed separately.
 3. **$PoP(game, All platform) = W1 . PoP(game, KGeN Platform) + W2 . PoP(game, Steam Platform)$** Proof of Engagement for a game over all available platforms(Steam and KGeN)

4. **$PoP(All\ games,\ Device) = \sum PoP(game, "KGeN\ Platform") / (Device)$**
Proof of Engagement for an Access Platform, such as Mobile, PC etc, derived by aggregating games mapping to a specific access platform
5. **$PoP(All\ game,\ All\ Device) = W1 * PoP(All\ games, PC) + W2 PoP(All\ games, Mobile) + W3 PoP(All\ games, Mobile/PC)$** Proof of Engagement Across all the Access platforms of the user.
6. **$PoP(Job\ role) = \sum Wj . PoSk(game, All\ Platform)$**
Proof of Engagement Across a specific job role, derived by aggregating the game scores(across engagement platforms) mapping to the job role.
7. **$PoP(all\ Job\ role) = \sum Wj . PoP(Job\ role)$**
Proof of Engagement Across all job roles, derived by aggregating the individual job role scores.
8. **$PoP(genre) = \sum Wj . PoP(game, All\ Platform)$** Proof of Engagement Across a specific genre, derived by aggregating the game scores(across engagement platforms) mapping to the genre.
9. **$PoP(all\ genre) = \sum Wj . PoP(genre)$** Proof of Engagement Across all genres, derived by aggregating the individual genre scores.
10. **$PoP_{\tau} = PoP(all\ genre) / PoP(all\ Job\ Role)$** The final Proof of Engagement over a given time frame is calculated as a (either or, weighted sum) over the proof of engagement over the Genre and the job scores of the user.
11. **$POP(T) = f_x(PoP_{\tau1}, PoP_{\tau2}, PoP_{\tau3})$** here, f_x is the weighted average function, $PoP_{\tau1}$ is the proof of engagement over the latest month, $PoP_{\tau2}$ is the proof of engagement over the past quarter, excluding the current month. $PoP_{\tau3}$ is the proof of engagement, the lifetime value of proof of engagement excluding the timeframes $\tau1$ and $\tau2$.

Proof of Play



Appendix #3: Proof of Skill

Aim: To derive a comprehensive quantitative skill score that assesses the skills of individuals affiliated with the KGeN community.

Methodology Overview:

- This score is primarily segregated across Internal Skill Score i.e. user skill on the KGeN Platform, and External Score of the user over 3rd party platforms and is calculated initially on a game level, and then is aggregated to broader granularities.

This score is primarily segregated across Internal Skill Score i.e. user skill on KGeN Platform, and External Score of the user over 3rd party platforms.

- Internal Skill Score: The internal skill score is derived over 2 such granular cohorts: a) *Internal Achievement Score*: Measure of skill of a user over their achievements such as tournament/leaderboard ranks and claim validations, platform achievements, leader board presence etc. b) *Internal Earnings Score*: Measure of skill of a user over their commercial achievements across internal products such as quests, tournaments and leaderboards.
- The above methodology yields a PoSk score per user per game over a device. Further calculations are made to evaluate a user based on their skill over access devices, genres and job roles. The genre and job role scores are on the same level and a weighted combination, or an either/or over the specific filters over the two, yields the final PoSk Score over a time frame, a weighted average across the different time frames gives us a lifetime Proof of Skill.
- Equations

- *User Earnings Score (game)* = $W1 * \text{Quest Earnings} + W2 * \text{Leaderboard Earnings} + W3 * \text{Tournament Earnings}$ *** User Earning Score is a weighted sum over earnings of the user across different products.

**

- *User Achievements Score (game)* = $W1(\text{Number of stages validated/number of stages available}) + W2(\text{Median Tournament Rank(Normalised over size of tournament participants)}) + W3(\text{Median leaderboard rank})$ * User Achievements Score is calculated a weighted sum over non commercial skill related activities such as claim validation ratio, and tournament/leaderboard rankings.

*

- $PoS_k(game) = W1(\text{Game Achievements Score}) + W2(\text{User Earnings Score})$ * Proof of Skill for a game as a weighted combination over Commercial and Non Commercial skill of the user.
- $PoS_k(\text{All game, Device}) = \sum PoS_k(game) / (\text{Device})$ Proof of Skill for an Access Platform, such as Mobile, PC etc, derived by aggregating games mapping to a specific access platform **
- $PoS_k(\text{All Device}) = W1 * PoS_k(game, PC) + W2 PoS_k(game, Mobile) + W3 PoS_k(game, Mobile/PC)$ * Proof of Skill across all the Access platforms of the user. *****

- $PoS_k(\text{Job role}) = \sum W_j . PoS_k(game)$ Proof of Skill Across a specific job role, derived by aggregating the game scores(across engagement platforms) mapping to the job role.

- $PoS_k(\text{all Job role}) = \sum W_j . PoS_k(\text{Job role})$ Proof of Skill Across all job roles, derived by aggregating the individual job role scores.

- $PoS_k(genre) = \sum PoS_k(genre)$ Proof of Skill Across a specific genre, derived by aggregating the game scores(across engagement platforms) mapping to the genre.
- $PoS_k(\text{all genre}) = \sum W_j . PoS_k(genre)$ Proof of Skill Across all genres, derived by aggregating the individual genre scores.
- $PoS_k(genre, job role) = PoS_k(\text{all genre}) / PoS_k(\text{all genre})$ The final Proof of Skill over a given time frame is calculated as a (either or, weighted sum) over the proof of skill over the Genre and the job scores of the user.

- $PoS_k(T) = f_x(PoS_{k\tau1}, PoS_{k\tau2}, PoS_{k\tau3})$ here, f_x is the weighted average function $PoS_{k\tau1}$ is the proof of skill over the latest month $PoS_{k\tau2}$ is the proof of skill over the past quarter, excluding the current month. $PoS_{k\tau3}$ is the proof of skill, the lifetime value of proof of engagement, excluding the timeframes $\tau1$ and $\tau2$.

● PoSk Score

The Achievement and Earnings Score collectively give the Internal PoSk Score. This score results in a score that demonstrates the skill of the user on the KGeN platform.

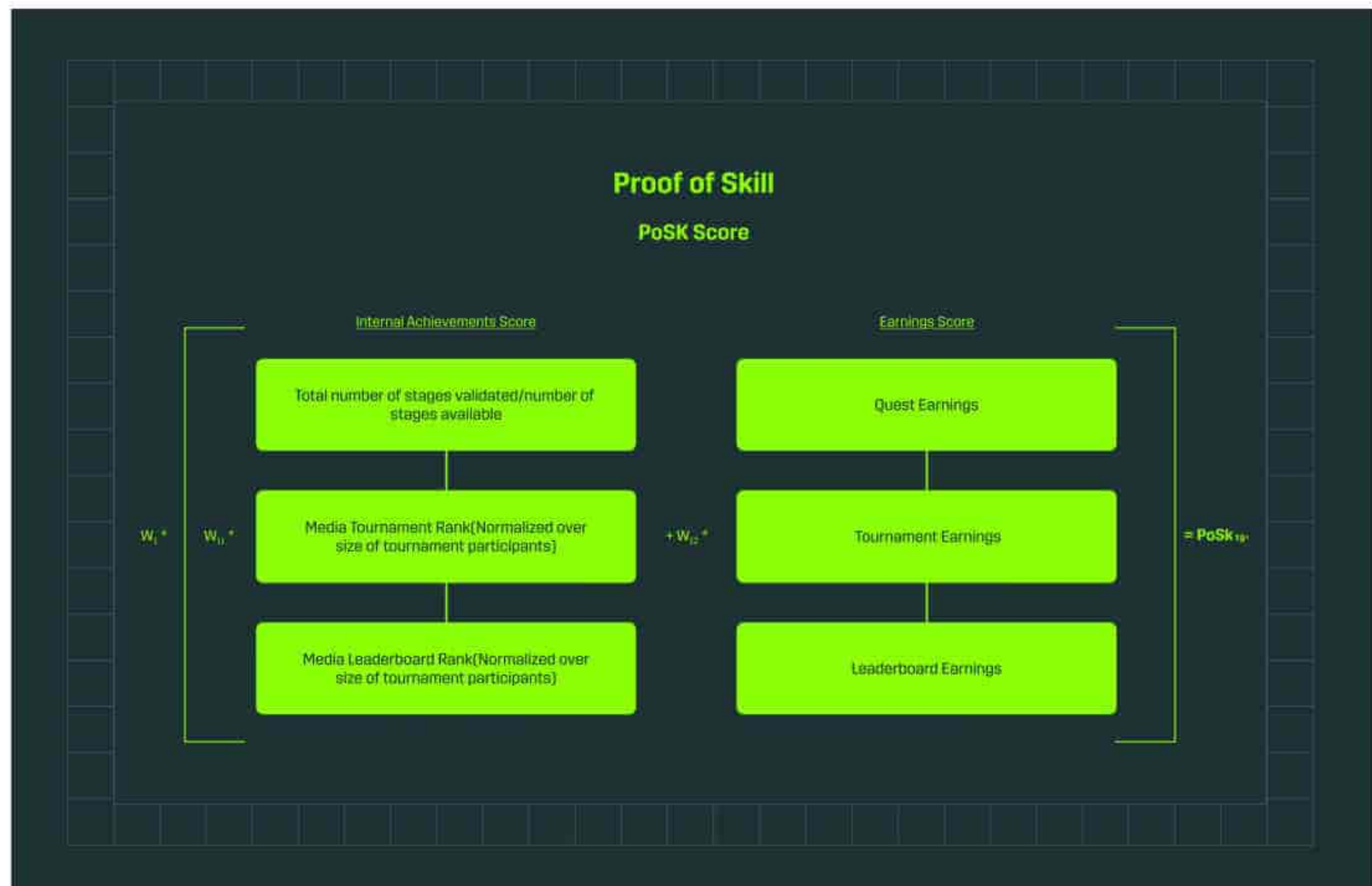
○ Internal Earnings Score

Earnings are a humongous indicator of the skill of a user on the KGeN platform; hence, an earnings score is formulated using different earning sources of the user, which also covers the extent of engagement of the user with the services offered by the Platform. The earnings across these

different sources are further weighted by the number of activities across the source to prevent the high-value activity bias.

- **Internal Achievements Score**

This score is derived by using attributes that are relevant for the KGeN PoSk Score and are indicative of achievements and hence skill, and is the amalgamation of attributes such as quest validations, tournament performance, leaderboard presence etc.



Appendix #4: Proof of Commerce

Aim: To derive a metric to assess the willingness of users to spend on the KGeN Platform. The PoC or Spending Potential is hence derived across two factors associated with a transacting individual, capital holding (Commercial Holding Score), and willingness to transact (Transactional Potential).

- **Commercial Holding Score**

This score represents how much spendable capital the user is holding at an instance. This Score in itself is divided across 2 segments, the commercial holding bias, which is determined using attributes such as the number of associated wallets and wallet balance across the associated wallets, and the asset holding score, which is an amalgamation of number of assets owned and worth of those assets across KGeN, and web3.

- **Transactional Potential**

Transactional Potential reveals the user's financial capacity to transact. It is determined by outgoing transactions over associated wallets and over 3rd party platforms. Assessing transactional potential is crucial for understanding the user's willingness to spend at the K-Store. Spending potential can also be utilised to tailor marketing strategies. Understanding how much a user is willing to spend helps in personalised promotions and product recommendations.

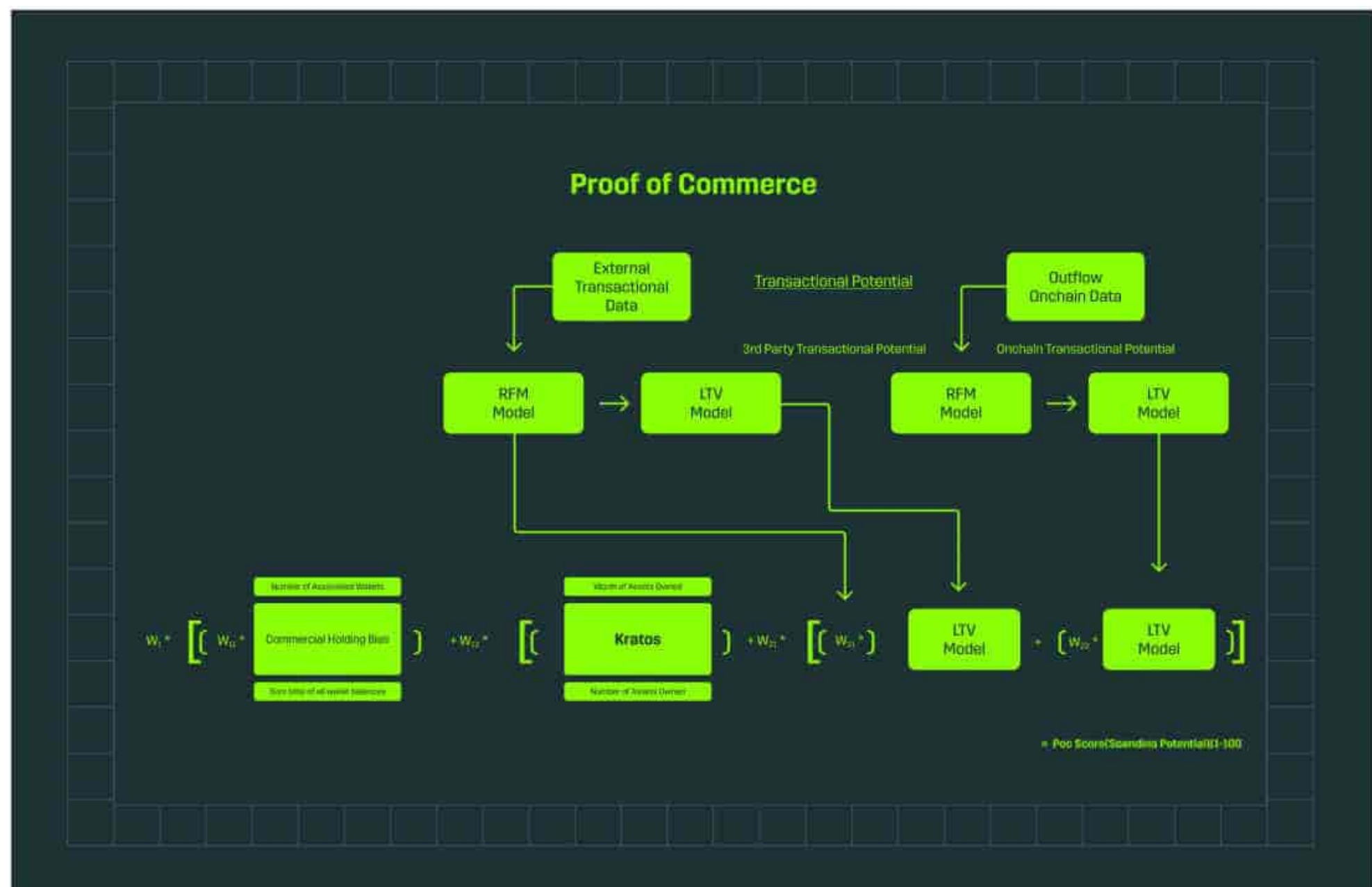
Methodology:

The transactional potential consists of two internal components: third-party spending potential(Lifetime 3rd Party Spending Value), denoting the potential(value) to transact over external platforms, and generic spending potential, which is calculated over KGeN, web2 and web3.

The transactional data is distinctively funnelled into the corresponding RFM Models, the output RFM scores are fed to the respective LTV Models. The users are segmented using the RFM scores, and LTV is calculated for each user under each segment. For a user, any one of the two sub-spending potentials is an amalgamation of Lifetime Spending Value across defined dimensions and the weights. The two sub-spending scores are amalgamated to get the overall Spending Potential.

The scope of RFM scores is extended from user to the 3 dimensions in the case of 3rd Party Spending. The RFM scores are also used as weights for platform dimensions. This

is proposed to empower the user, and give importance to the platform in order of preference of the user, with the scope of inducing bias.



Appendix #5: Proof of Network

Aim: To derive a metric to evaluate users on their social activity based on their reach or extent of their influence, their engagement with the community and their relationship with their local clan.

Methodology Overview :

- To derive this, the score is hence divided across 3 such sub-cohorts.
 - a) Social Reach Score: This is a metric to evaluate the users by the extent of their social media reach over the social handles, and is empowered by the followers the user has across the different social handles, and their reach on Discord.
 - b) Community Score: This score is a measure of interaction of the user with the KGeN Community.
 - c) Influence Score: This is a metric to assess the scale of influence the user has with their peers.

These three segments cover the extent of the cohort:

- **Social Reach Score**

This Score represents the extent of social media reach of the user, and hence is empowered by attributes such as Instagram/Twitter Followers Count, Steam Friends Count, Number of Discord Servers attached, and clan size. This score will help identify users who are more widely connected across the social media channels and, hence, are important points of contact for promotions and for reaching the community with important events.

- **Community Event Score**

This score highlights the social engagement of the user with the community as a whole and is calculated using attributes such as frequency (η) and number of physical/virtual events attended. This score will help identify the users that are actionably active within the KGeN Community and hence hold potential to import more users.

- **Influence Score**

This score, derived from the percentage of referral conversions for the user,

demonstrates the scale of influence that the user has with their peers and is crucial to identify users with a higher potential for onboarding new users across the platform products.

