



# Halo

AI toolset for community  
building and monetization



Good news:

# We live in the world of creator economy and market is growing

**~200M**

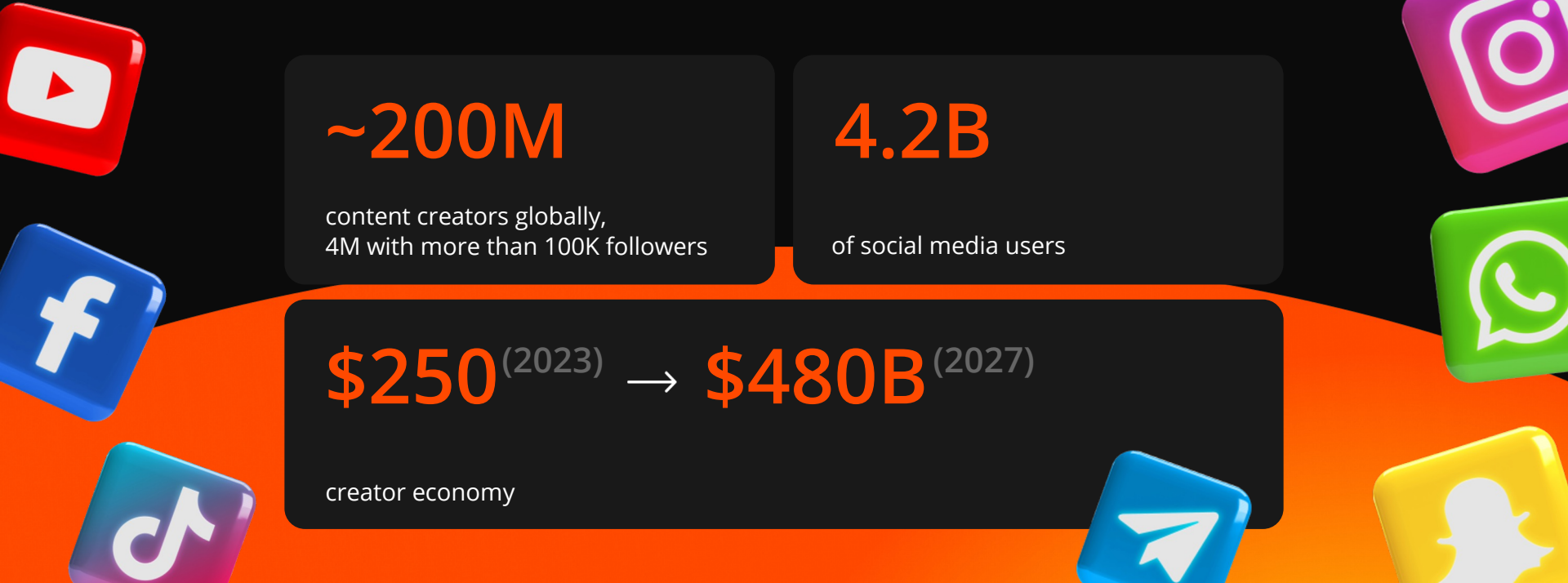
content creators globally,  
4M with more than 100K followers

**4.2B**

of social media users

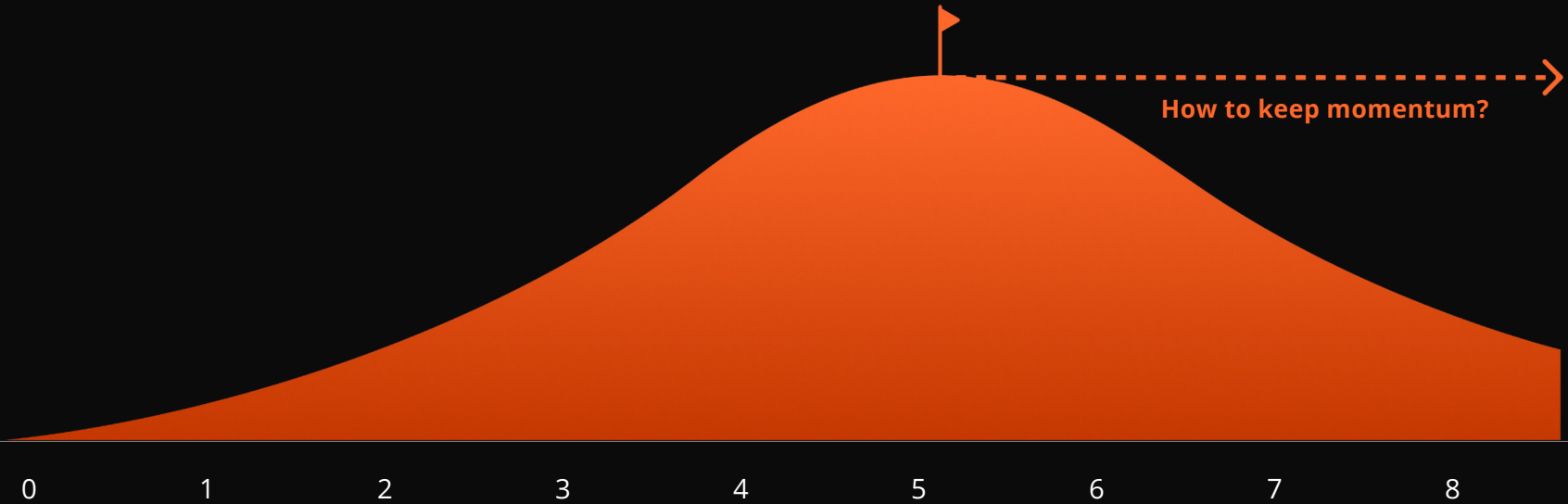
**\$250**<sup>(2023)</sup> → **\$480B**<sup>(2027)</sup>

creator economy



Bad news:

**Average lifetime of influencer career is on average 8 years with 1-3 years popular peak**



# Factors Influencing the Success and Longevity of a Career

## In your control



### Loss of Relevance

Aging out of target audience interests

01



### Lack of Creativity

Struggling to create new content

02



### Weak Community Ties

Poor engagement within the community

03



### Platform Dependence

Vulnerability due to reliance on external platforms

04

## Out of your control



### Decreasing Attention Span

Shortening audience attention spans

05



### Increasing Competition

More influencers entering the market

06



### Platform Control

Platforms owning audience relationships through their algorithms.

07



### Changing Trends

Shifts in popular formats, like the rise of short videos

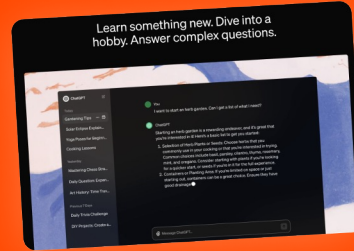
08

# Moreover – we are entering a different era

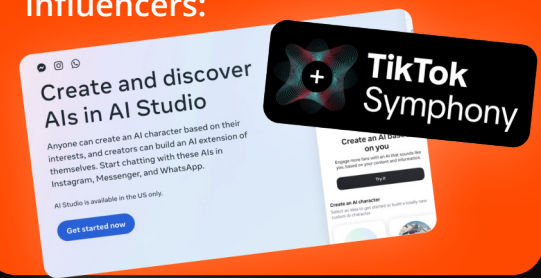
## Fully Virtual Influencers:



## Instant Access to Knowledge:



## Platforms takeover influencers:



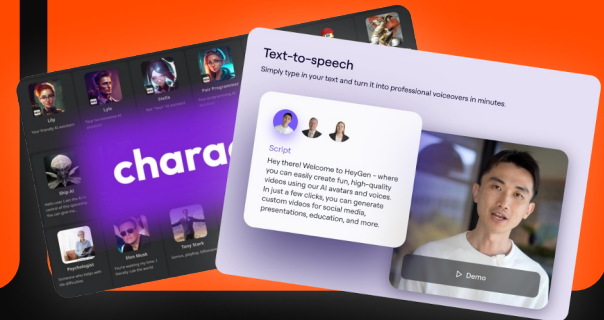
## Content creation in 1 click:



## Personalized everything:



## AI Avatars:



# There are 2 types of influencers



Some influencers will build communities around themselves and monetize them



While others will lose their audience.

- 94% of beginner creators are making less than \$1000
- 78% of brands are ready to use AI influencers

# How influencers can differentiate themselves and win in the long term



## Build personal communication

- Direct Fan Interaction
- Understand Individuals
- Tailored Offerings



## Own Platform

- Custom application
- Engagement and monetization mechanics




## Grow Community

- Member Dialogue
- Community Mechanics


# You can get a custom app built on our platform


## Content

 Profile page


 Stories and favourites


 Custom page


 Content library with interactive search and built in doc/video access

 Content feed from other media

## Monetization


 Marketplace of products and services


 Subscriptions


 Donations

**ADS** Advertising

## Community management


 All chats and channels access management

 Conversations between followers


 Status and roles


 Gamification

## Infrastructure

 Payment processing


 Notifications


 Personalized campaign manager

 Fans acquisition through advertising

## Innovations

 AI Chat

 Proactive mechanics (marathons)

 More to come

As a standalone product

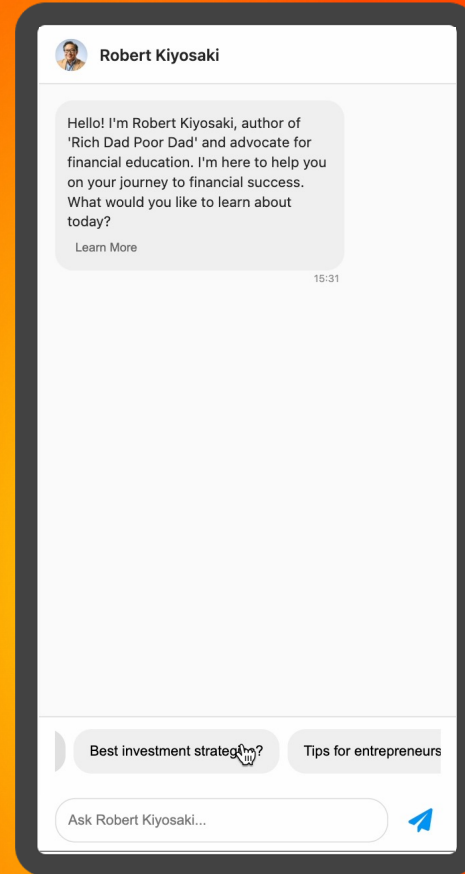
We offer to launch an AI chat that will serve as a digital twin of you, always with your followers, right in their pocket



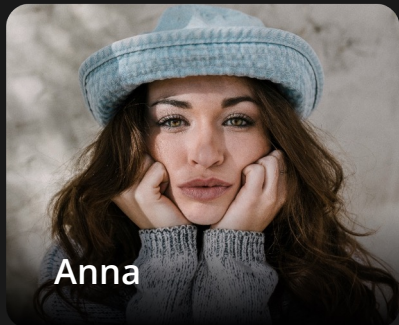
In 7 days you can start generating **\$50,000+ a month**

Assuming 150,000 followers,  
2% conversion rate, \$15 per customer

- Your digital version that answers questions with 95% accuracy, just like you
- Guides followers to the right materials
- Learns about your followers
- Recommends personalized offers, materials, and more.



# You can increase your revenue by 3-5 times



Anna

Psychologist who levers social media to build community



300.000 subscribers



50.000 subscribers

Now Anna makes  
**\$30K a month** on Telegram

50 personal consultations x \$300  
+ 750 digital products x \$20

Anna can make additional

**\$50 – 120K** a month

## Monetization of existing products

**\$25-60K**

Current audience switching to TG (promotion of own app and features)

10-20% of fans in other channels

New Audience attraction (finding look a like audience in TG through advertising)

50-100% of current TG base

Conversion increase (personalized notifications system, dedicated marketplace)

30-60% of digital products conversion rate

## Monetization of new products

**\$30-55K**

New product launch (AI chat)

\$15 with 2-2.5% conversion rate

## Building and growing own community

∞ **PRICELESS** ∞

# How it works



App



AI Chat

Influencer

- Audience, content, and offering brief
- Feature requests and feedback

- ◆ Proprietary content (videos, podcasts, publications, chats)
- ◆ Goals, guidelines, and limits
- ◆ Output testing and feedback



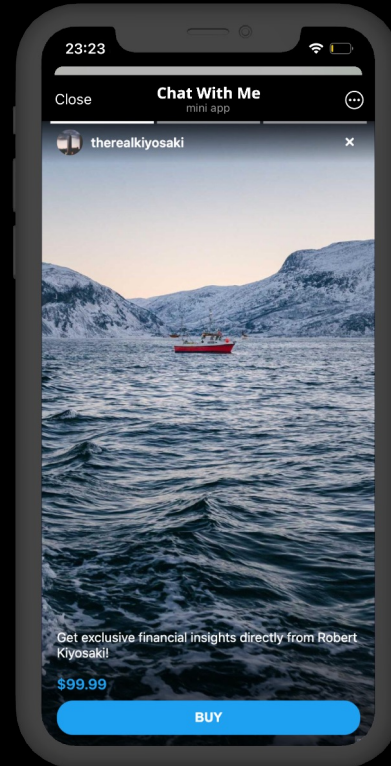
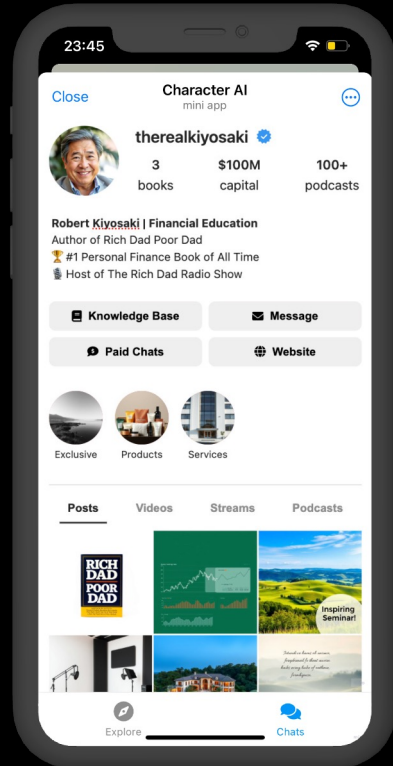
- App building and customization
- Lifetime platform support
- Continuous updates and new features

- ◆ Knowledge base building
- ◆ Custom LLM model training
- ◆ Operational boundaries definition
- ◆ Launch and continuous updates of the knowledge base

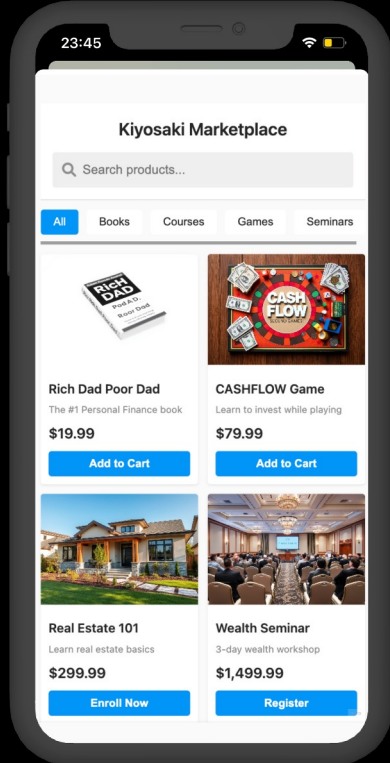


# Appendix

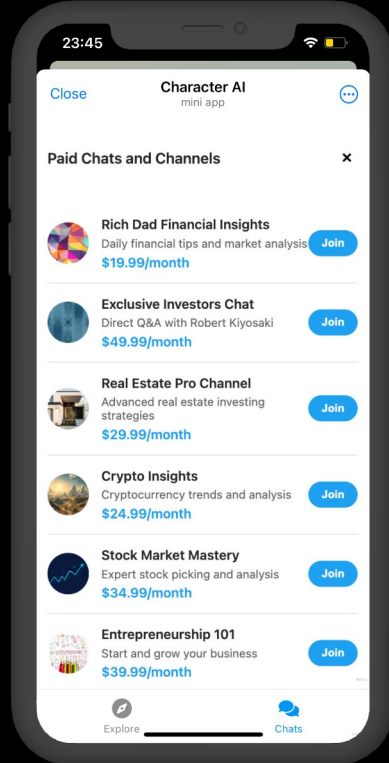
# Customizable Personal Profile



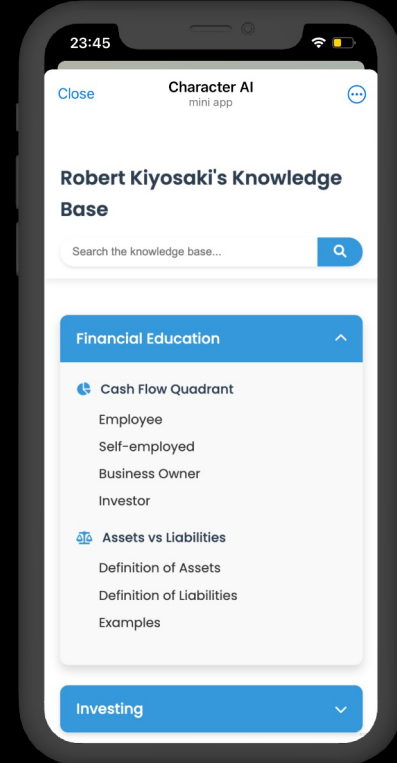
## Marketplace



## Chats and channels subscription




## Knowledge base navigation



# Educational courses

23:45



**Robert Kiyosaki**  
Bestselling Author of "Rich Dad Poor Dad" and  
Financial Educator

Embark on a transformative journey to financial independence with Robert Kiyosaki's comprehensive investment course. Learn the principles and strategies that have made Robert a world-renowned financial expert and bestselling author. This course is designed to empower you with the knowledge and mindset needed to build lasting wealth and achieve true financial freedom.

**Duration:** 8 weeks

**Level:** Beginner to Intermediate

**24 Video Lessons**

[Enroll Now and Start Your Journey to Financial Freedom](#)

23:45

### Module 1: Financial Intelligence Fundamentals

- Understanding the Cash Flow Quadrant  
45 minutes
- Assets vs. Liabilities: Redefining Your Balance Sheet  
50 minutes
- The Power of Financial Education  
40 minutes


### Module 2: Building Your Investment Foundation

- Developing a Millionaire Mindset  
55 minutes
- Setting Financial Goals and Creating a Plan  
60 minutes
- Understanding Market Cycles and Economic Indicators

[Enroll Now and Start Your Journey to Financial Freedom](#)

23:45

### Lesson 1: Understanding the Cash Flow Quadrant



In this lesson, Robert Kiyosaki introduces the Cash Flow Quadrant, a powerful concept that explains the four different ways people can generate income. Understanding this concept is crucial for anyone who wants to move from being an employee or self-employed to becoming a business owner or investor.

The four quadrants are:

- E (Employee):** You have a job and work for someone else.
- S (Self-employed):** You own your job and work for yourself.
- B (Business owner):** You own a system and people work for you.
- I (Investor):** Money works for you.

Robert explains how each quadrant differs in terms of income potential, tax benefits, and financial freedom. He emphasizes that true

23:45

### Key Points:

- The difference between earned income, passive income, and portfolio income
- Why the E and S quadrants are limited in terms of wealth creation
- How to start thinking like a B or I quadrant person
- The importance of financial education in moving between quadrants

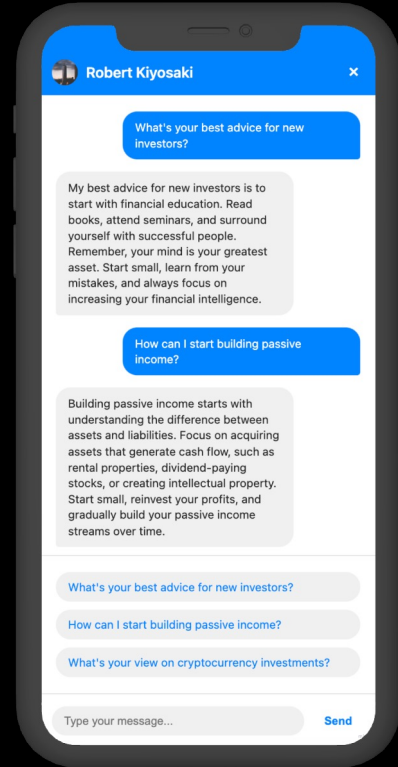
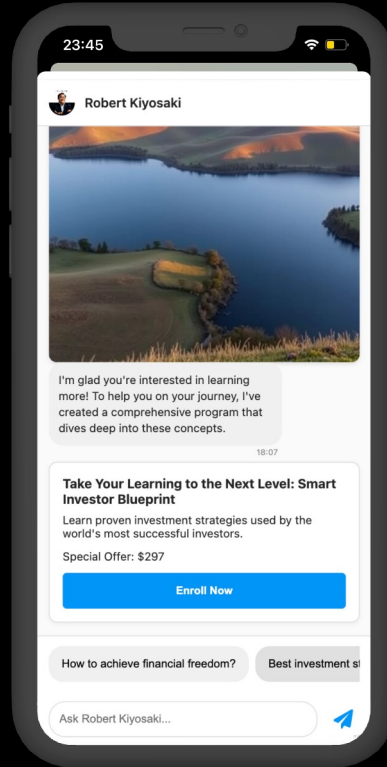
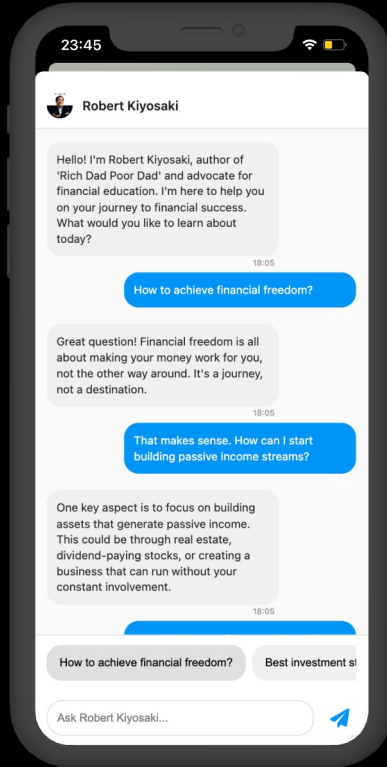
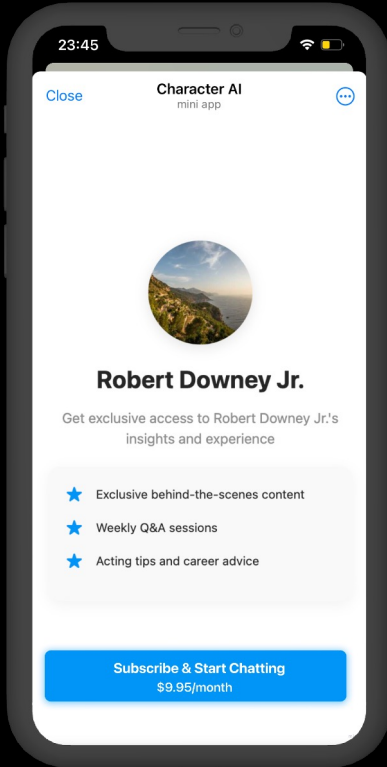
### Quick Quiz:

Which quadrant typically offers the most potential for financial freedom?

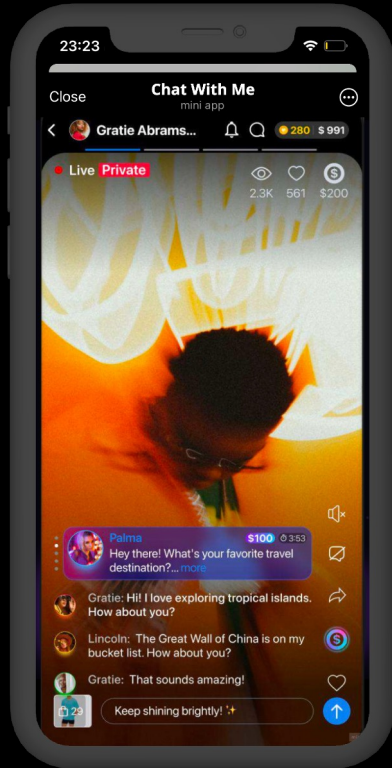
- A) Employee (E)
- B) Self-employed (S)
- C) Business Owner (B)
- D) Investor (I)

[Next Lesson: Assets vs. Liabilities](#)

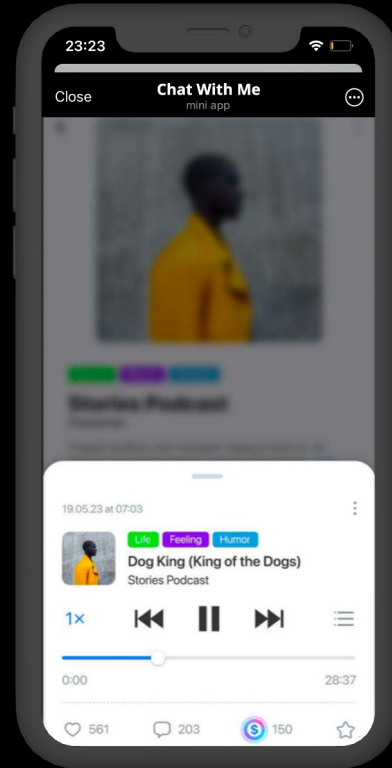
# AI Chat



## Stream



## Podcast



# Analytics

