

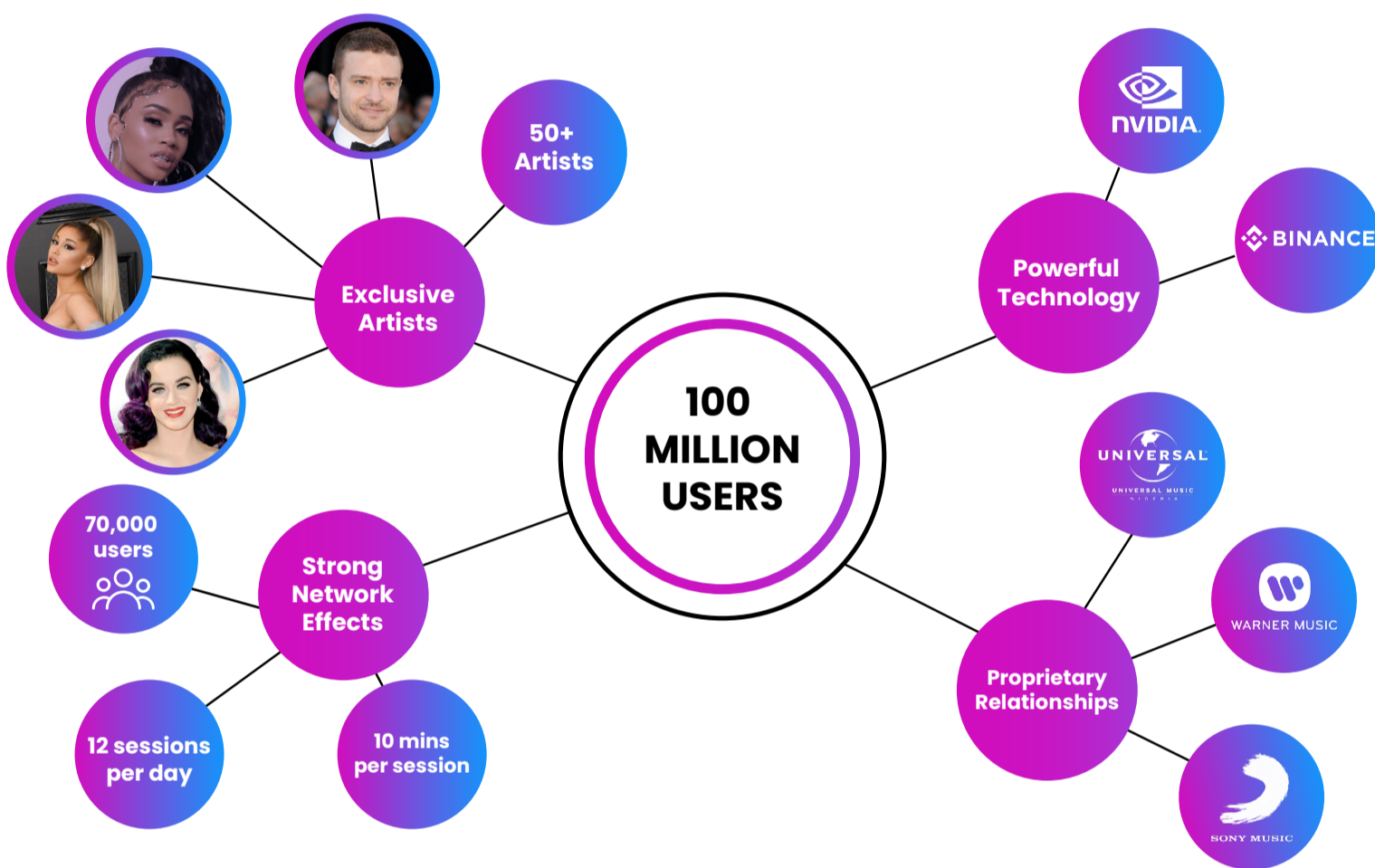
## ABOUT PLAGOOD

Plagood is building the next generation of social media networks, powered by advanced AI technology. With one picture, Plagood makes it possible for you to become your favorite artist. The cutting-edge platform allows users to swap themselves onto iconic clips of their favorite artists, taking the relationship between fans and artists to a whole new level with a fun entertain-to-earn (E2E) product.

Similarly to the evolution from photos to short-term videos that helped fuel TikTok's meteoric growth, Plagood is creating an entirely new media unit and redefining the traditional social media experience with the help of synthetic media. Plagood is built around an entertain-to-earn product that takes attention away from traditional media units.

**With powerful network effects and higher retention rates, Plagood has created an entirely new entertainment experience.** By leveraging unparalleled relationships with artists and rights holders and using a cutting edge platform built with propriety technology, Plagood has established a clear path to 100 million users.

## OUR PATH TO A 100 MILLION USERS



## THE PLAGOOD ADVANTAGE

**Gen-Z Onramp to Web3:** Come for the entertainment, stay to earn, trade and share exclusive NFTs by the top 50 global artists. Plagood's sticky entertainment-based synthetic media platform is a direct pipeline for millions of Gen-Z users to participate in Web3. As the Gen-Z audience continues to get more interested in digital assets, Plagood will be the first entry point into blockchain for millions of users.

**Strong Network Effects:** Plagood has built a sticky entertainment experience. Similarly to the network effects that saw TikTok's user growth metrics outperform that of Facebook and Instagram. Built around synthetic media, a brand new form of digital content, our sticky users become an internal growth engine.

**Powerful Technology:** As a member of the Nvidia Inception Accelerator Program, Plagood benefits from preferred hardware pricing, and cloud storage subsidies. Plagood can generate, deploy, and host user-generated content (UGC) at a fraction of the cost compared to its competitors. This relationship with Nvidia and the subsequent savings is a solution money cannot buy.

**Exclusive Access:** Co-Founder, Chief Business Officer, and Grammy-winning producer Timbaland provides exclusive access and direct relationships to the top 50+ artists in the world including Justin Timberlake, Ariana Grande, Saweetie, Katy Perry and more. Leveraging their music and their fans puts Plagood in front of 100's of millions of fans daily.

### The Plagood (PLG) Token:

The PLG Token is an ERC20 based digital asset that transfers value from user, artist, rights holder and creator within the Plagood ecosystem.

### NFT Marketplace:

Users can spend their tokens on exclusive artist NFTs and other digital collectibles

## MANAGEMENT TEAM



**MIKE MORE**  
CBO-FOUNDER, CEO

CEO/Founder of Selectable Media, sold to Meredith Corp in 2014. Serial entrepreneur, 2x exits. Columbia University & Juilliard NY



**TIMBALAND**  
CBO

Multiple Grammy Award-winning Record Producer/Songwriter Artist and Community Promotions. Found and sold Versus in less than 12 months for \$100M



**PETER KOEPKE**  
CO-FOUNDER, CMO

Founder of London Records. Successful exits (London Records, dotomi.com). 3x exits Consultant to Bertelsmann, AOL, and Lazard Freres



**KEITH SELVIN**  
HEAD OF ENGINEERING

Founder of K LABSS NYC. Lead Dev @ Moodcaster, CTO @ Chatter. University of Miami BSBA Business, CS

## PLAGOOD TOKENS



### Artists

Artists can use their existing IP to reach a new audience of Gen-Z users who love creating and sharing synthetic media. Plagood offers a way to connect and reach fans like never before, while creating a new form of IP and monetization.

### Rights Holders

Plagood unlocks new revenue streams for rights holders, allowing labels to earn Plagood tokens by leveraging the mass popularity of their music catalog.

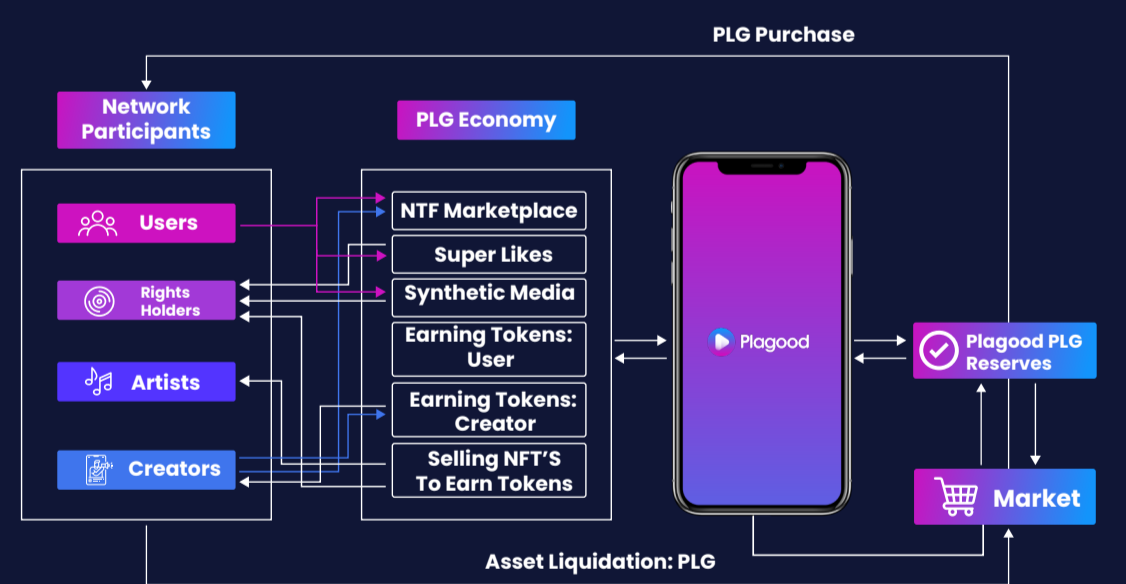
### Creators

Creators benefit from one of the industry's first open-sourced creator funds. The more views you get on your content, the more tokens you earn. This is the first time that anyone on a social platform can earn tokens based on their content's performance.

### Users

Blockchain's first entertain-to-earn token model. All Plagood users will earn tokens for platform engagement including Likes, Follows, Shares and Comments.

## PLAGOOD TOKEN ECONOMY



## TOKENOMICS

