

iRMA TOKEN

WHITEPAPER





Disclaimer

This document is for informational purposes only and does **not** constitute a prospectus, offer, or solicitation for investment in securities in any jurisdiction. IRMA Token is intended **solely as a utility token** within the Digital Innovations Group (D.I.G.) ecosystem, and nothing herein should be construed as financial advice or an inducement to purchase tokens.

1. Introduction

In an era of rapid digital transformation, the convergence of **Artificial Intelligence (AI)** and **blockchain technology** is reshaping industries worldwide. IRMA Token (ticker: **\$IRMA**) is engineered to empower users with seamless access to a unified ecosystem of advanced AI-driven services—all facilitated by a fast, secure, and scalable blockchain infrastructure. By serving as the **utility token** of the D.I.G. ecosystem, IRMA enables frictionless interactions across a suite of marketing, productivity, and AI tools. This integrated approach aims to revolutionize digital marketing and workforce engagement, providing both businesses and individuals with unprecedented autonomy and efficiency in their online campaigns.

1.1 Terms

To ensure clarity, we define key terms as used in this whitepaper:

- **IRMA Token (\$IRMA):** A utility token that provides access to various services and unlocks exclusive benefits within the D.I.G. ecosystem. It functions as the **common currency** across all platforms in the ecosystem, incentivizing participation and facilitating transactions.





- **Ecosystem Tools:** The suite of platforms and services that comprise the **Digital Innovations Group ecosystem**. This includes (but is not limited to) **NexGenAI Affiliates Network, SalesOrbit.io, Workbotics.ai, LeadNova.ai, Campaign Pulse and Market Leverage**. Each of these tools addresses a specific aspect of AI-driven marketing, sales, or workforce development, all interconnected through the IRMA Token.
- **AI Driven Social Engagement:** A rewards method by which users earn IRMA Tokens through active social media engagement—such as likes, comments, shares, and follows on designated channels—thereby boosting the project's online presence.
- **Staking Social Media Profiles:** A process that allows users to **delegate their social media profiles** to the IRMA's Marketing Ecosystem of Platforms. In doing so, users permit approved content to be shared on their behalf; in return they earn monthly reward in IRMA Tokens, representing a passive income stream for supporting the ecosystem's promotional activities.

2. Industry Issues and Solutions

2.1 Current Challenges

Modern businesses and users face several **pain points** in the digital marketing and AI services landscape:

- **Fragmented Platforms:** The digital marketing stack is often spread across multiple platforms with differing interfaces and login credentials. This fragmentation forces users to juggle numerous tools, resulting in inefficiencies and a steep learning curve.





- **High Barriers to Adoption:** Advanced AI tools and effective marketing services can be expensive or complex to use, putting them out of reach for many small businesses and everyday users. A lack of accessible, affordable solutions hampers wider adoption of cutting-edge marketing automation.
- **Inefficient Engagement Models:** Many platforms have disparate or poorly designed rewards and engagement systems. Users often receive little to no reward for contributing value (such as creating content or participating in communities), leading to reduced community participation and loyalty.
- **Security and Transparency Concerns:** Centralized marketing platforms and data silos are prone to data breaches, unauthorized data sharing, and **opaque operations**. Users and advertisers have limited insight into how algorithms work or how data is used, eroding trust in the system.

2.2 Our Solutions

The D.I.G ecosystem, powered by the IRMA Token, introduces innovative solutions to address these challenges:

- **Unified Ecosystem Access:** IRMA Token streamlines user experience by **consolidating access** across all D.I.G platforms. With a single token and unified login, users can seamlessly navigate a one-stop ecosystem instead of managing multiple disconnected services.
- **Cost Efficiency & Inclusion:** Holding and using IRMA Tokens grants users **exclusive discounts, bonuses, and value-added services** within the ecosystem. This lowers the financial barrier to advanced AI tools, making them more affordable and **democratizing access** to high-end marketing and AI capabilities.





- **Incentivized Engagement:** A dual rewards system (detailed in Section 6) encourages both **active and passive participation**. Whether a user is manually engaging on social media or staking their profile for automated campaigns, they earn IRMA Tokens. This not only rewards community members for their contributions but also drives a vibrant and engaged user base.
- **Enhanced Security & Transparency:** By leveraging blockchain technology at its core, the IRMA platform ensures data integrity and **transparent transactions**. Smart contracts automate key processes (like reward distribution and affiliate payouts) in a tamper-proof manner. Users can trust that their contributions and transactions are securely recorded on the blockchain, mitigating many risks associated with centralized systems.

3. Global Market Review

3.1 Digital Transformation and AI

Rapid advancements in AI and digital technologies have created a dynamic global market. Businesses are investing heavily in AI-driven solutions to gain a competitive edge in marketing, customer engagement, and operations. The **artificial intelligence market** is experiencing exponential growth, reflecting this trend. In fact, a recent UN trade report projects the global AI market will soar from around **\$190 billion in 2023 to \$4.8 trillion by 2033**. AI's integration into various sectors—from content creation and advertising to customer service and analytics—is driving this expansion. This burgeoning AI market provides a fertile ground for IRMA, as our ecosystem is positioned at the intersection of AI and practical business applications. By harnessing AI for autonomous marketing, IRMA stands to benefit from and contribute to the wider trend of digital transformation, catering to businesses eager to leverage AI for growth.





3.2 Blockchain and Tokenization

Blockchain technology is revolutionizing how value is exchanged and communities are built online. Its decentralized nature ensures **secure, transparent, and efficient operations** qualities fundamental to the IRMA Token ecosystem. The broader blockchain market continues to mature and expand; for example, forecasts suggest the global blockchain industry could exceed **\$1.2 trillion by 2030** as more sectors adopt decentralized solutions. Within this context, **tokenization** has emerged as a powerful mechanism to align incentives and fund innovation. Projects can tokenize assets, access, or utility, giving users and investors a stake in the ecosystem's success. IRMA leverages tokenization to unite the D.I.G. community: the IRMA Token aligns the interests of users, platform operators, and token holders by serving as both a utility and a reward. As blockchain adoption grows and more users become comfortable with digital tokens, IRMA is well-positioned built on a modern, scalable blockchain (Solana) to capture value from this trend and drive mainstream acceptance of crypto-powered marketing tools.

4. Description of the IRMA Platform

4.1 Platform Overview

IRMA (Internet Reasoning Model Aggregator) is a next-generation, self-learning AI marketing engine that operates autonomously across the internet's major platforms in real time. It acts as a **digital marketing strategist** that continuously learns and optimizes without human intervention on the execution side. IRMA dynamically executes multi-channel marketing campaigns, ensuring maximum reach, engagement, and return on investment (ROI) for ecosystem participants. By integrating with every major online channel (search engines, social media, ad networks, forums, etc.), IRMA can orchestrate comprehensive marketing efforts from a single command center.





This groundbreaking approach removes the need for large marketing teams or agencies businesses can rely on IRMA's autonomous engine to promote products and services 24/7, globally. The IRMA Token ties into this by granting access to the platform's services and enabling users to **unlock premium AI-driven marketing tools**, creating a symbiotic relationship between the token and the platform's core AI engine.

4.2 How IRMA Works

IRMA's autonomous marketing engine combines big data analytics, machine learning, and real-time automation to execute campaigns with superhuman efficiency. Its operation can be broken down into several key components:

- **Data Aggregation & Intelligence:** IRMA continuously scans billions of data points across social media, search trends, ad performance metrics, forums, and e-commerce sites. It employs AI algorithms to process trends, perform sentiment analysis, and extract behavioral insights. By uncovering patterns and opportunities that are not immediately obvious, IRMA identifies marketing openings **before they become apparent** to human teams.
- **Autonomous Decision-Making:** Powered by an advanced reasoning module, IRMA autonomously determines the optimal marketing strategy for each platform and audience. It selects channels, crafts messaging, and allocates budgets based on real-time data. Importantly, IRMA doesn't set a strategy once and forget it – it **continuously refines campaigns** by monitoring live performance metrics such as click-through rates, conversions, and competitor activities. Decisions (e.g., to increase spend on a high-performing ad or to pivot messaging) are made in milliseconds, ensuring marketing efforts stay one step ahead of the shifting market.





- **Real-Time Multi-Platform Execution:** IRMA can launch and adjust campaigns simultaneously across platforms like Facebook/Instagram, Twitter (X), TikTok, LinkedIn, Reddit, and more. It automates the deployment of content, webinar invites and community outreach, fine-tuning elements like ad creatives, target demographics, and bidding strategies on the fly. For example, if a particular campaign is performing well on Facebook, IRMA might ramp up its exposure there while also porting the successful elements to campaigns on other platforms. **This real-time adaptation across all major channels** guarantees that marketing messages maintain optimal reach and relevance.
- **Automated A/B Testing & Self-Optimization:** Continuous experimentation is at the heart of IRMA's approach. The system automatically conducts A/B tests by trying multiple variations of content, images, calls-to-action, and other creative components. It then uses statistically significant results to **scale up the best-performing variants**. Poorly performing variants are retired without manual intervention. This relentless, data-driven optimization removes human bias from marketing decisions and ensures that only the most effective campaigns receive the most resources.
- **AI-Driven Content Generation:** IRMA isn't just a scheduler or optimizer—it's also creative. Leveraging **neural networks** and advanced AI content generation models, IRMA can produce compelling marketing content tailored to each platform. This includes generating ad copy, social media posts, blog content, and even video script outlines. The content is context-aware, adapting tone and messaging for different audiences and channels (e.g., a professional tone on LinkedIn versus a playful tone on TikTok). This ability to generate and deploy original content at scale gives the ecosystem's users a massive competitive advantage in capturing audience attention without the need for a large creative team.





4.3 IRMA's Unmatched Competitive Edge

IRMA brings together features and capabilities in a way that **differentiates** it from any traditional marketing solution or typical crypto project:

- **Self-Evolving Model:** IRMA's AI model is continuously learning and adapting from real-time global internet activity. Every campaign and user interaction feeds into its algorithms, enabling the system to improve its decision-making over time. This self-evolution means IRMA becomes **smarter and more effective each day**, keeping the ecosystem on the cutting edge of marketing performance.
- **Full-Stack Marketing Integration:** Unlike point solutions that cover only one channel or aspect of digital marketing, IRMA operates seamlessly across virtually **every major platform and ad network** without restriction. This full-spectrum integration — from search ads to social media, content marketing to affiliate outreach — is handled under one roof. The result is a harmonized marketing strategy where all components work in concert, something fragmented tools cannot achieve.
- **Instant Market Adaptation:** IRMA reacts immediately to market changes, competitor moves, and algorithm updates. If a major social network changes its algorithm or a new trending topic emerges, IRMA adjusts on the fly **before these shifts impact performance adversely**. This proactive adaptation insulates campaigns from shocks and exploits new opportunities faster than any human team could respond.

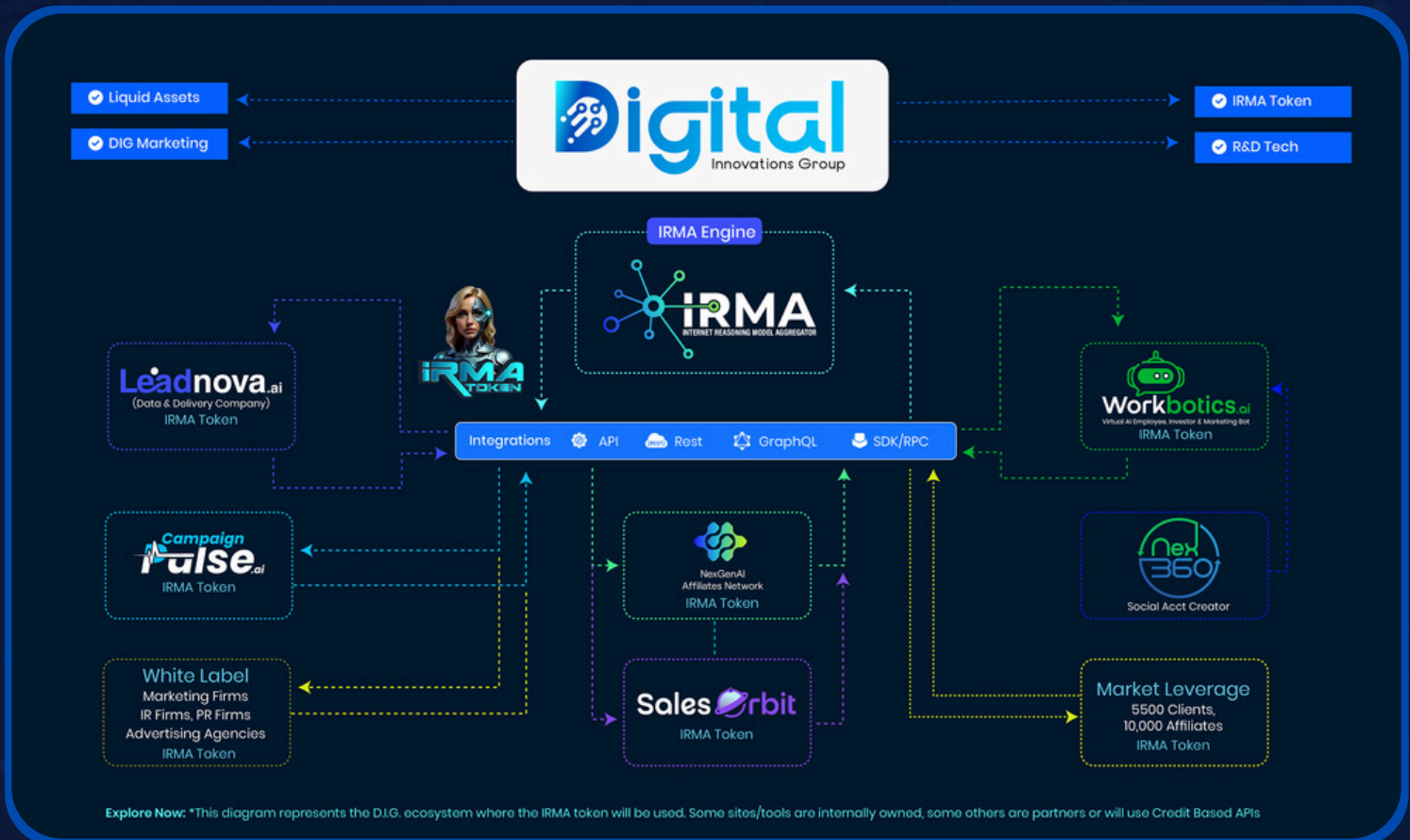




- **Zero Human Overhead:** By functioning as a fully autonomous marketing department, IRMA **greatly reduces operational costs** and human error. Businesses leveraging IRMA don't need to hire large marketing teams or agencies, which lowers overhead. Moreover, the elimination of human oversight in minute-by-minute decisions means strategies are guided purely by performance data, not gut feeling. This efficiency and objectivity lead to better outcomes and cost savings that can be passed on as greater value to IRMA Token holders and ecosystem users.
- **Integrated Ecosystem Synergy:** IRMA is not an isolated tool; it's the core of a broader D.I.G. ecosystem (detailed below). The tight integration between the IRMA engine and other components (like the affiliate network, work platforms, and analytics tools) creates synergies that competitors lacking an ecosystem cannot replicate. For instance, data from the SalesOrbit platform can feed into IRMA to improve lead targeting, while IRMA's campaign results can directly drive opportunities on GetBackToWork or CoachMaster. This **holistic approach** amplifies the effectiveness of each component and raises the barrier to entry for any would-be competitor.



4.4 Ecosystem Tools



The D.I.G. ecosystem consists of a robust lineup of platforms, each offering unique functionality that complements IRMA's core marketing engine. Together, they form a comprehensive suite for AI-driven marketing, sales, and workforce development. Key components of the ecosystem include:





- **NexGenAI Affiliates Network:** A global affiliate marketing network enabling businesses to leverage IRMA-powered campaigns through affiliates. Participants can earn IRMA Tokens by promoting products, tracked transparently via blockchain.
- **SalesOrbit.io:** SalesOrbit.io is the ultimate community driven managed services platform for businesses, offering everything you need to elevate your sales and marketing efforts. From AI-powered tools to expert workflows, SalesOrbit.io simplifies complex processes, enabling businesses to focus on growth while we handle the heavy lifting.
- **Workbotics.ai (coming soon):** Workbotics is an AI platform that enhances workplace efficiency by assigning tasks to intelligent AI employees. From routine operations to advanced sales and marketing strategies, these agents execute with speed and precision. Powered by IRMA's reasoning model, Workbotics enables smarter automation, helping teams focus on strategic goals while boosting productivity..
- **Nex360 (coming soon):** A powerful tool to accelerate the creation of Social Media accounts.
- **LeadNova.ai (coming soon):** Leadnova.ai is a dual purpose platform. It complements salesorbit.io when it comes to executing complex workflows but it also is a SAAS based model for SMBs who leverage the access to 1 billion plus Data Points (backbone of Leadnova.ai) and execute different outreach campaigns from within Leadnova.ai platform. All the activities and tasks are AI driven and leverage IRMA engine's reasoning model.





- **Campaign Pulse (coming soon):** An analytics and monitoring tool that provides real-time insights and health checks on marketing campaigns across all channels. Campaign Pulse visualizes IRMA's performance data and gives stakeholders transparent reports on reach, engagement, and ROI, which makes it a unique tool in the political sphere.
- **Market Leverage:** Award-winning digital advertising and affiliate network; consulting for campaign integration and optimization.

Notably, the D.I.G. ecosystem is designed to be **expandable**. Many other tools and services will be added in the future to adapt to emerging market needs and technological advancements. IRMA Token's role will remain central serving as the connective tissue that integrates new platforms into the existing network and ensures that users are rewarded for contributing to growth across all initiatives.

Partner websites/businesses will join the D.I.G. ecosystem, a few examples are: Anchor Capital, Coachmaster, Global Work Initiative, Get Back to Work, [Sportsbet.ai](https://sportsbet.ai) and many more in the future.

5. Technical Features

5.1 Blockchain Integration

The IRMA Token platform is built on blockchain technology to **secure, validate, and streamline transactions** among the disparate services in our ecosystem. All token transfers, reward distributions, and key actions are recorded on an immutable ledger. This integration means users can trust that their IRMA Tokens and earned rewards are secure and transparent. Smart contracts form the backbone of IRMA's reward and affiliate systems – automatically executing payouts or token burns according to predefined rules without requiring centralized oversight. This design not only enhances security but also reduces overhead and potential errors in handling token transactions across the platform.





5.2 Security Measures

Security is paramount in both our blockchain implementation and AI platform operation. We employ state-of-the-art encryption standards for all data at rest and in transit. **Decentralized identity verification** mechanisms (such as blockchain-based user IDs or authentication tokens) help protect user accounts and prevent unauthorized access. Regular **security audits** (both internal and by reputable third-party firms) are conducted on our smart contracts and platform infrastructure to identify and patch vulnerabilities proactively. On the AI side, strict data governance policies are in place: user data and campaign analytics are handled with privacy in mind, and any personal data is stored or processed in compliance with relevant data protection laws. By combining blockchain's inherent security with rigorous operational security practices, the IRMA platform ensures user data integrity and transactional trust at every level.

5.3 Solana Protocol Integration

For our blockchain infrastructure, we have chosen to build on the **Solana protocol**. Solana is renowned for its high throughput, low latency, and energy-efficient design—qualities that align perfectly with the demands of the D.I.G. decentralized ecosystem.

- **High Throughput & Scalability:** Solana is capable of processing **thousands of transactions per second**, ensuring that as our user base grows and engagement skyrockets, the platform remains responsive and congestion-free. Fast transaction finality is critical when micro-transactions (like social reward payouts) are happening constantly across the globe.
- **Low Transaction Fees:** Solana's efficient architecture keeps transaction costs very low. This is essential for IRMA because our model involves **frequent micro-transactions** (such as rewarding users for individual likes or shares). Low fees make these micro-rewards economically viable, allowing users to fully benefit from engagement without fees eating away at their tokens.





- **Innovative Consensus Mechanism:** Solana's unique Proof-of-History (PoH) combined with a Proof-of-Stake (PoS) consensus provides fast and secure network confirmation. This hybrid approach gives us confidence in the network's reliability and speed for executing IRMA Token smart contracts. It also aligns with our preference for energy efficiency and modern blockchain design.
- **Developer-Friendly Ecosystem:** Solana offers robust developer tools, documentation, and community support. This accelerates our development and integration process. We can implement and upgrade IRMA's on-chain features more quickly by tapping into Solana's ecosystem of libraries and best practices.
- **Robust Security:** In addition to our own security measures, building on Solana means inheriting a lot of **built-in security**. Solana's core protocol and its smart contract language (Rust-based) emphasize memory safety and prevent many common bugs and exploits. The network's global set of validators also ensures decentralization and resilience against attacks.

We continually monitor advancements in blockchain technology and will remain adaptive, but Solana currently provides an ideal foundation for IRMA's mission.

6. Rewards System

One of IRMA's core differentiators is its innovative **rewards system**, which incentivizes both active and passive participation in the ecosystem. By rewarding users in IRMA Tokens for various forms of engagement, we fuel a virtuous cycle: users grow the platform through their actions, and in return, they receive token rewards that grant them further access and benefits within the ecosystem.





Our rewards framework has two complementary components to suit different user preferences:

6.1 AI Driven Social Engagement

Users can earn IRMA Tokens by performing simple, yet valuable, social media actions that help spread the word about D.I.G. and its platforms. These AI Driven engagement tasks and their indicative rewards are **(all rewards are given as examples and might change closer to the launch)**:

- **Like a Post:** *Earn 5 IRMA Tokens* for each “like” on approved social media posts.
- **Comment on a Post:** *Earn 10 IRMA Tokens* for each constructive comment on our content.
- **Share/Retweet Content:** *Earn 15 IRMA Tokens* for each share or retweet, helping to amplify our message to new audiences.
- **Follow Official Channels:** *Earn 20 IRMA Tokens* (one-time) for following or subscribing to our official pages (Twitter/X, Facebook, YouTube, etc.), which keeps users informed and boosts our community metrics.

Benefits of Social Media Engagement:

- *Immediate Rewards:* Users see instant gratification for their actions, receiving tokens in their wallets shortly after each task is verified.





- *Community Building:* By rewarding engagement, we encourage a vibrant community where users actively like, share, and discuss our updates. This organic buzz attracts more users and investors to the project.
- *Low Commitment:* There are no long-term obligations—participants can engage at will. This flexibility lowers the entry barrier for new community members to start earning and participating.

6.2 Staking Social Media Profiles

For users who prefer a more passive approach, our **social profile staking** program allows them to put their social media presence to work autonomously. By staking a profile, a user grants our AI-driven marketing tools permission to post promotional content (curated and approved) on their behalf at a controlled frequency. In exchange, the user earns **monthly IRMA Token reward**. The reward tiers (per month) are structured by the number of platforms a user stakes:

- **1 Platform Staked:** *Earn 100 IRMA Tokens per month.*
- **2 Platforms Staked:** *Earn 210 IRMA Tokens per month (a slight bonus for adding a second platform).*
- **3 Platforms Staked:** *Earn 330 IRMA Tokens per month (further bonus for broader reach across three platforms).*

(Users can stake platforms such as Twitter, Facebook, or LinkedIn; the more platforms connected, the greater the outreach on behalf of D.I.G. and thus the higher the reward.)





Benefits of Profile Staking:

- *Hands-Free Earnings:* After the one-time setup, users earn tokens every month without any additional effort. The AI handles all posting and engagement through their profiles (within agreed boundaries), truly making this a passive income stream in the truest sense.
- *Privacy & Control:* Users retain control — only content that has been authorized by D.I.G.'s guidelines is shared, and personal data is never compromised. Participants can **unstake (opt-out)** at any time, giving them full control over their social accounts.
- *Supporting Innovation:* By allowing their profiles to be used in campaigns, users directly support the promotion of innovative products and services in the D.I.G. ecosystem. This distributed marketing approach helps the project grow and demonstrates the **power of community-driven advertising**.

7. Tokenomics

The IRMA Token's economic model is designed to ensure long-term utility, fairness, and sustainability. Below we outline the **token distribution, supply model, and fund allocation** strategies. These tokenomics principles align incentives for growth while maintaining fiscal responsibility and regulatory compliance.

7.1 Token Distribution & Allocation

IRMA will have a total **fixed supply of 1,000,000,000 IRMA Tokens** (1 billion), with the following allocations :





- **Private Round – 10% (100 million IRMA):** Set aside for early backers, strategic partners, or venture investors who contribute early funding or valuable resources. *To align incentives, private sale tokens will be subject to cliff at TGE & vesting to prevent immediate sell-off.*
- **Public Sale (Launchpads) – 15% (150 million IRMA):** Allocated for the presale participants. These tokens will be sold to the community to raise funds for project development. We plan a fair launch structure where no single investor can disproportionately accumulate tokens, ensuring broad distribution. *(Tokens sold in public sale are expected to be unlocked proportionally at the Token Generation Event to allow immediate participation and liquidity.)*
- **NASDAQ Companies Allocation – 10% (100 million IRMA):** Reserved for NASDAQ-listed companies that provide equity swap for Digital Innovations Group. NASDAQ equities will be assets on the balance sheet of the parent company D.I.G.
- **Team – 20% (200 million IRMA):** Reserved for founders, core team members, and key future employees. *Team tokens are locked with a strict vesting schedule* to ensure the team is committed to the project's long-term success.
- **Advisors – 10% (100 million IRMA):** Allocated for project advisors, consultants, and early contributors providing expertise (such as technical, marketing, or legal guidance). Advisor tokens will also be vested to reward their contributions over time.
- **Community Rewards & Ecosystem Incentives – 15% (150 million IRMA):** A significant portion is dedicated to our **Rewards System and community growth initiatives**. These tokens fund the rewards described in Section 6 (social engagement and profile staking), referral bonuses, airdrops to early adopters, and other incentive programs. Rather than releasing all at once, these tokens are held in a reserve and **distributed over several years** as rewards are earned.





- **Marketing & Partnerships – 15% (150 million IRMA):** Allocated for marketing campaigns, exchange listing fees, and strategic partnerships that require token incentives. This fund will help drive user acquisition (through promotions, contests, bounties) and forge partnerships (e.g., providing tokens to integrate IRMA with other platforms or to incentivize collaborative projects).
- **Liquidity – 5% (50 million IRMA):** Set aside to provide initial liquidity on decentralized exchanges and to bootstrap a healthy market for IRMA Token. These tokens, paired with a portion of raised funds, will be locked into liquidity pools to facilitate trading. By allocating tokens specifically for liquidity, we help ensure price stability and reduce volatility early on. *(We plan to lock the initial liquidity pool tokens for a predetermined*





IRMA TOKEN ALLOCATIONS

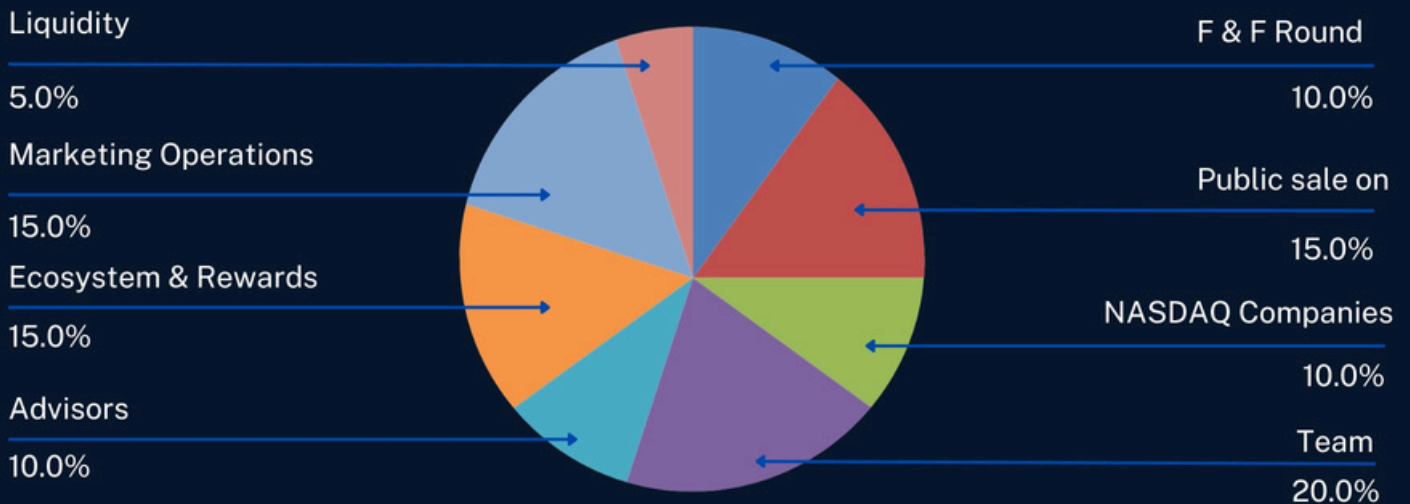


Fig. 1 \$IRMA Token Distribution Chart

This token distribution model emphasizes community and development. A combined 30% (Ecosystem, Rewards + Marketing, Operations & Growth) directly incentivizes user growth and ecosystem activity. Meanwhile, the core team and advisors, at 30% total, are vested in a long period to foster long-term dedication. The public and private sale allocations (35% total) ensure the project is well-funded, while also giving a large share of tokens to early believers and the public.





| Category | Allocation | Cliff | Vesting Duration | Release Schedule |
|--------------------------------|------------|-----------|------------------------------|--------------------------------|
| NASDAQ Equity Swap | 10% | 6 Months | 36 Months Linear | |
| Private Round | 10% | 6 Months | 24 Months Linear | |
| Launchpads | 15% | - | 12 Months linear | 20% Unlocked at TGE |
| Team | 20% | 12 Months | 24 Months Linear | |
| Advisors | 10% | 6 Months | 24 Months Linear | |
| Ecosystem & Rewards | 15% | - | 24-36 Months Dynamic | Gradual smart contract release |
| Operations, Marketing & Growth | 15% | - | Milestone based, as required | |
| Liquidity Provision | 5% | Locked | Locked | |

Fig.2 \$IRMA Token Vesting Schedule





7.2 Use of Proceeds

Funds raised from the IRMA Token sales (private and public rounds) will be allocated in a transparent manner to ensure the project's success and longevity. These are the following **use-of-proceeds breakdown** from the total capital raised:

- **Platform Development & Operations – 50%:** Approximately half of the funds will go towards core product development of the IRMA Engine, its ecosystem, AI research, and operational expenses. This covers developer salaries, expanding the engineering team, cloud computing resources for the AI engine, ongoing platform enhancements, and operational overhead (such as infrastructure, support, and maintenance). Our priority is to continuously improve the technology and user experience, so a substantial portion of the budget is reserved for these activities.
- **Marketing & User Acquisition – 25%:** A dedicated budget to drive adoption and grow the IRMA ecosystem user base. These funds will support global marketing campaigns, community management, content creation, attendance at industry events, and other promotional activities. By investing in marketing, we aim to educate the market about IRMA's benefits and onboard both retail users and enterprise clients. (Importantly, we will also leverage **our own AI marketing engine** to maximize the impact of these campaigns, effectively "drinking our own champagne" as we promote the platform.)





- **Regulatory Compliance & Legal – 5%:** Allocated for legal counsel, compliance measures, and regulatory expenses, especially important given our incorporation in Jakarta, Indonesia. This ensures we can obtain any necessary legal opinions, comply with Indonesian regulatory guidelines, perform audits, and handle jurisdiction-specific requirements for token offerings and platform operations. Proactively addressing compliance builds trust with institutional investors and paves the way for long-term viability.
- **Liquidity Provision – 20%:** Up to 20% will be allocated for liquidity to support the \$IRMA/USDC and \$IRMA/SOL trading pairs at launch, with gradual increases over time. These funds, along with the Liquidity Provision tokens outlined in Section 7.1, will be used to establish and strengthen liquidity for the IRMA Token on exchanges. In practice, they will be deployed into decentralized exchange liquidity pools (e.g., on Solana's Raydium) and may also be used in collaboration with market makers for centralized exchange listings.

This allocation is designed to balance **product growth** with market stability. Over half of the resources (50% when combining development and marketing) directly fund building the ecosystem and user base, which drives token utility and demand. Meanwhile, a substantial reserve of capital is used to stabilize the token's trading environment, which protects investors and users from extreme volatility. We believe this dual focus – innovation and stability – is key to establishing IRMA as a credible, enduring utility token.



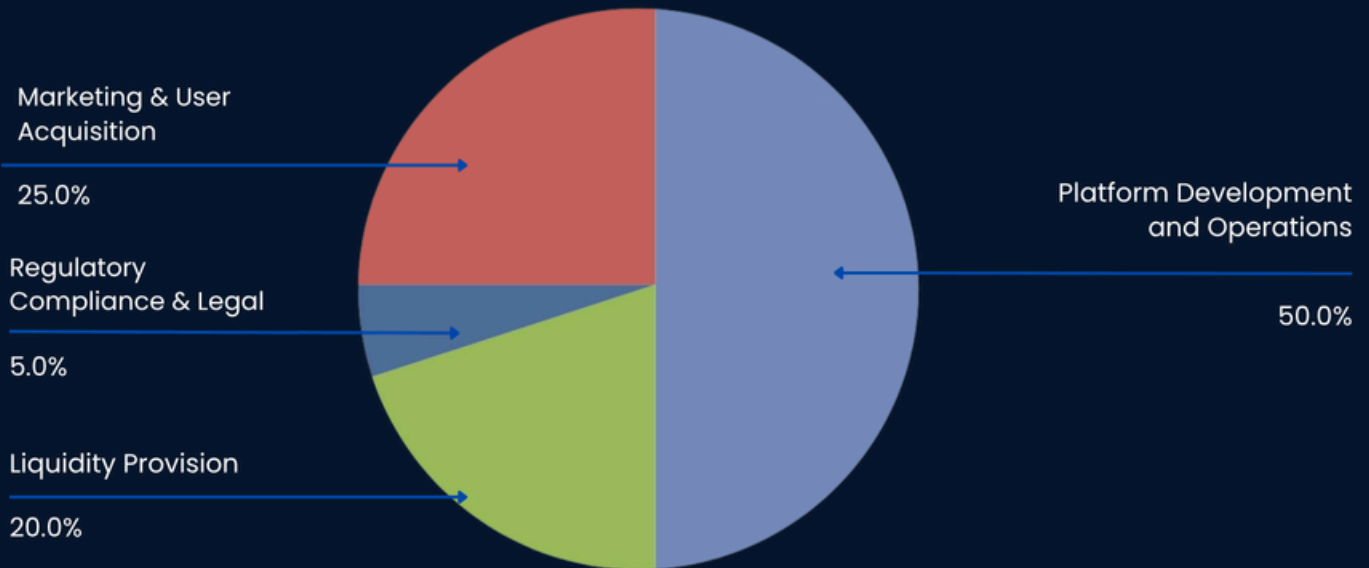


Fig. 3 \$IRMA Token Project Use of Funds Allocations

7.3 Token Supply & Emission Model – Fixed vs. Unlimited

A critical consideration for any token economy is whether to adopt a **fixed supply or an inflationary (unlimited) supply model**. After careful analysis, we plan to implement a **fixed supply** model for IRMA, capping the supply at 1 billion tokens (as noted above). We outline our reasoning and the mechanisms to maintain token value:

Fixed Supply Rationale: A fixed token supply establishes scarcity, which can be beneficial for token value as ecosystem demand grows. Given IRMA's role as a utility token, a fixed supply creates a **predictable economic environment** for both users and investors – everyone knows exactly how many tokens will ever exist. This transparency can increase investor confidence and avoids the dilution concerns that often accompany unlimited supply models. Additionally, since we have allocated tokens for rewards and future needs up front (in the Token Distribution), we can support ecosystem growth without needing to mint new tokens for several years (if ever).





The fixed pool for rewards (15% of supply) will be disbursed gradually; once those tokens are circulating, the community and project can decide on next steps via governance (if we introduce governance mechanisms) rather than having an open-ended inflation.

Deflationary Mechanisms: To further enhance token value and longevity under a fixed supply, we are exploring deflationary mechanisms. For example, the platform might implement a **buyback-and-burn program** where a portion of revenues (from advertisers or premium service fees paid in IRMA) is used to buy IRMA Tokens on the market and permanently burn them. We could also introduce small fees for certain transactions (like a tiny percentage of tokens when transferring or redeeming rewards) that are sent to a burn address. These deflationary measures would gradually **reduce the circulating supply**, counteracting the release of reward tokens over time and potentially increasing the value of remaining tokens. All burns or buybacks will be transparently reported to the community.

Unlimited Supply Consideration: We did consider an unlimited (or inflationary) supply model, as some utility projects choose to mint new tokens to continually reward users or secure their network. An unlimited model can ensure that there are always tokens available for new users and can fund ongoing incentives indefinitely. However, it comes with the trade-off of **inflation**, which can erode token value if not carefully managed (for example, if new token issuance outpaces organic demand). In the context of IRMA, we determined that the rewards and utility incentives can be funded from the pre-allocated pool for a long horizon. Should additional tokens ever be required far in the future, it could be implemented via a community governance vote or a fork, but **this is not anticipated in our current model**.

In summary, **\$IRMA** will have a fixed supply with proactive measures to maintain and enhance token value. This approach provides a solid foundation for investors (no surprise dilution) and still gives us flexibility through allocated reserves and potential burn programs to adapt the economic model as the ecosystem matures. We believe this balanced tokenomics design best serves both our retail participants and long-term institutional stakeholders.





8. Marketing Strategy

Our marketing strategy is multi-faceted, leveraging both **traditional digital marketing channels and community-driven crypto marketing tactics** to achieve global reach. As a project that itself offers AI marketing solutions, we will showcase our capabilities by using IRMA's engine to optimize our own campaigns. Key components of our marketing strategy include:

- **Digital Advertising:** We will run targeted advertising campaigns across platforms like Google, Facebook/Instagram, Twitter, and LinkedIn to raise awareness among both crypto enthusiasts and businesses that could benefit from the D.I.G. ecosystem. Ads will highlight IRMA's unique value proposition (autonomous AI marketing and the rewards system) and drive traffic to our platform.
- **Content Marketing and Education:** To build trust and inform our audience, we will produce high-quality content such as blog posts, whiteboard videos, and webinars explaining how IRMA works, use cases of our AI tools, and tutorials on how to participate in our token ecosystem. Educational content will help non-crypto businesses understand the benefits of adopting IRMA for their marketing needs, bridging the knowledge gap.
- **Community Engagement:** A strong community is the backbone of any successful token. We will actively engage users on Telegram, Discord, and other social platforms. Regular AMAs (Ask Me Anything sessions) with the founders, community contests, and update newsletters will keep the community involved. Our **reward programs (Section 6)** naturally incentivize community members to spread the word, creating organic growth through social networks.
- **Referral and Ambassador Programs:** We plan to implement referral bonuses (in IRMA Tokens) for users who bring others into the ecosystem. In addition, a global ambassador program will recruit passionate community members in key regions to host meetups, translate content, and act as local representatives of IRMA.





- This grassroots approach helps tailor our outreach to different languages and cultures, crucial for worldwide adoption.
- **Strategic Partnerships and PR:** We will seek partnerships with other blockchain projects, marketing agencies, and AI communities. For example, partnering with a popular crypto exchange or a DeFi platform for co-promotions can expose IRMA to new user bases. We'll also engage with industry media and influencers – press releases, thought leadership articles, and influencer reviews will be utilized to bolster our credibility and visibility.

Events and Demonstrations: As in-person and virtual events remain important, we will participate in major blockchain conferences, AI summits, and digital marketing expos. Live demonstrations of the IRMA AI marketing engine and its real-time results will be a powerful tool to attract enterprise clients and tech media coverage.

Our marketing strategy is dynamic – we will continually use data (much of it collected via our own tools) to refine our approach. Success will be measured not just in token sale numbers, but in active users, client adoption of the platform, and engagement levels in our community. By aligning our marketing efforts with the strengths of our product (using AI to market an AI product), we aim to efficiently grow the D.I.G. ecosystem and firmly establish IRMA Token in the market.

9. Development Roadmap

We have a clear roadmap to guide the development of IRMA Token and the expansion of the D.I.G. ecosystem. This roadmap will serve as a timeline for investors and the community to track our progress and milestones.





2025

- **Q1 2025:** Project Ideation and Research – Core team formation, concept validation, and initial R&D on the IRMA autonomous marketing engine. During this phase, we also begin outreach to advisors and start developing the whitepaper and tokenomics (laying the groundwork for the token launch).
- **Q2 2025:** Blockchain Integration & Partnerships – Finalize the selection and integration of a blockchain platform (Solana) for IRMA Token. Establish key partnerships (for technology, blockchain infrastructure, or initial marketing collaborations).
- **Q3 2025:** Complete the development of the token smart contract, undergo security audits, and refine the tokenomics model, Token Launch & Ecosystem Expansion – Conduct the IRMA Token generation event (TGE) and any public token sale or airdrop campaigns

List IRMA on major decentralized exchanges (and pursue listings on centralized exchanges if feasible). Deploy the initial version of the D.I.G. platform with IRMA Token integrated for payments and rewards with NexGenAI Affiliates and SalesOrbit.io. Roll out the **Manual Social Engagement** and **Profile Staking** reward features to early users. Also, in Q3 we will begin expanding the suite of ecosystem tools and services – for example, launching the beta of other partner websites integrated with IRMA, and enabling basic AI-driven campaigns through IRMA for a select group of pilot clients.

- **Q4 2025:** Develop the IRMA Engine LLM and have a beta version ready for testing before the end of 2025.

Post-Launch (2026 and Beyond): With the token live and core features in place, the focus shifts to growth and continuous improvement. Key goals include:

- **Ecosystem Tool Expansion:** Iteratively add and enhance platforms in the D.I.G. ecosystem. For example, integrate additional social media networks into IRMA's marketing reach, release full versions of tools like Workbotics.ai, and introduce new products as identified by market demand.





- **AI & Blockchain Enhancements:** Continue improving IRMA's AI algorithms (e.g., better content generation, more data sources for analysis) and explore advanced blockchain features (like layer-2 scaling or cross-chain bridges) to improve performance and accessibility. We will also monitor emerging blockchain technologies in case they offer benefits that could be adopted in parallel with Solana.
- **Virtual Workforce Integration:** Introduce the concept of **virtual employees/resources** – AI-driven agents in the ecosystem that can perform tasks for users or businesses autonomously (beyond marketing, possibly in sales or customer service). These agents could be “hired” using IRMA Tokens, adding another utility dimension to the token.
- **Global Expansion:** Establish local presence or community management in key regions (Asia, Europe, Americas) and comply with any regional regulations to onboard users worldwide. Form additional partnerships with companies and platforms in the marketing and AI industry to drive adoption of IRMA's technology.
- **Governance and Decentralization:** Explore implementing a governance model (e.g., a DAO) where IRMA Token holders can vote on certain ecosystem decisions, such as adjusting reward rates or adding new features. This would increase community engagement and progressively decentralize aspects of the project's management.

Each milestone in this roadmap will be communicated transparently. We will publish progress reports and hold community updates regularly. Our agile development philosophy allows us to adjust to challenges and opportunities, but our overall trajectory is clear: **build a powerful, user-friendly AI marketing ecosystem around IRMA Token and achieve widespread adoption.**





10. Team & Advisors

Our team combines experience in AI development, blockchain technology, and business growth. We are committed to executing the vision of D.I.G. and driving IRMA Token's success with professionalism and transparency:



Michael Woloshin
CEO & Co-founder

A visionary leader and serial entrepreneur with decades of experience in technology ventures and deal-making. Michael guides the overall strategy and business development of D.I.G., leveraging his background in scaling companies to position IRMA as a market leader.



Stephane Himbert –
President & Co-founder

An experienced crypto and blockchain specialist, overseeing day-to-day operations and ensuring smooth execution of the project's milestones. Stephane's expertise lies in bridging the gap between technical teams and business objectives, with a focus on operational excellence and regulatory compliance.





Nitin Gupta
Head of Technology

Head of the technology & development team, responsible for the architecture and engineering of the IRMA platform. Nitin brings a focus on efficiency and technical excellence, drawing on his experience in AI algorithms and smart contract programming to build a secure and scalable product.



Ardi Wicaksono
Co-founder & Head of Operations

Ardi brings a venture capital background to the table, scaling Web3 solutions with strategic precision. With over five years in venture capital, Ardi's strategic approach is beneficial in Web3 project growth and operational excellence. His focus is on scaling Web3 technologies and evaluating blockchain projects for long-term success.



Shane Hackett
Co-founder & Head of Partnership

Shane is a dynamic leader in media, investing, and philanthropy. With expertise spanning across media, investment strategies, and philanthropic initiatives, Shane is a leader in marketing with a focus on innovation and global reach. His leadership is vital in shaping our brand's presence in the crypto world.



Eric Fellows
Co-founder & Head of Marketing

Eric is a seasoned digital marketing expert and crypto trader with an analytical & algorithmic edge. As a digital strategist and crypto trader, Eric's technical and analytical prowess helps us pushing boundaries, integrating AI with blockchain insights to empower crypto investors.



Advisors:



J. Bradley Hilton

J. Bradley Hilton is the grandson of iconic American Hotelier Conrad Hilton, one of the greatest American entrepreneurs in history. As former Information Technologies Project Manager at Hilton Hotels Corporation, he helped spearhead an increase in Hilton's IT revenue from \$700 million to over \$1.2 billion.



Travis Wright

Travis is a visionary marketing technologist, strategic brand innovator, advisor, and digital futurist. As the author of 'Digital Sense' and co-host of the influential Bad Crypto Podcast and The Web3 Show, he has demystified cryptocurrency and blockchain technology for a global audience.



Lorraine D'Alessio

Lorraine D'Alessio is the CEO and Founder of D'Alessio Law Group, a leading global immigration, entertainment, and corporate law firm recognized as the 2024 Best Law Firm in California by the Business Excellence Awards.





Alyze Sam:

Alyze is a blockchain strategist, FinTech co-founder, and Web3 champion shaping the future of decentralized finance. A blockchain thought leader, Alyze co-founds FinTech ventures and advocates for Web3 adoption.



Jasmin Mann

A results-oriented technology strategist and business leader, Jasmin Mann offers over 15 years of experience driving growth, innovation, and market expansion within emerging technologies.





11. Risks

Investing in and participating in IRMA Token involves inherent risks that readers and prospective stakeholders should carefully consider. Key risk factors include market volatility, where the value of IRMA could fluctuate widely due to broader cryptocurrency market swings or project-specific sentiment. Regulatory changes pose another risk; shifts in laws (especially in Jakarta or other major markets) could impact the project's operations or the legality of token transactions. There are also technological risks, such as potential software bugs, security vulnerabilities, or unforeseen issues in the Solana blockchain that could hinder the platform's performance. Competitive risks should be noted as well: the fields of AI marketing and blockchain are fast-moving, and it's possible that other projects or existing tech giants could introduce competing solutions. Lastly, the execution risk exists, i.e., the possibility that our team might face obstacles in delivering all features as planned or within the projected timeline.

12. Legal Considerations

This whitepaper is provided strictly for informational purposes and does not constitute legal, financial, or investment advice. Nothing in this document should be interpreted as an offer or solicitation to purchase securities, nor as a recommendation to engage in any investment activity.

IRMA Token is intended solely as a utility token designed to provide access to specific services, features, or benefits within the broader ecosystem. It does not represent equity, ownership, profit-sharing rights, or any other security interest in any entity. The token does not confer rights to dividends, profits, or participation in company governance, except for any limited, on-platform voting mechanisms that may be introduced.





The entity responsible for the IRMA Token is incorporated in Jakarta, Indonesia. The token offering has been structured to comply with applicable Indonesian laws and regulations, with specific attention to ensuring that IRMA Token does not exhibit characteristics of capital markets products or other regulated financial instruments under Indonesian law.

We will continue to monitor regulatory developments and work closely with legal advisors to ensure full compliance in all jurisdictions where we operate. Prospective participants from other countries are responsible for understanding and complying with their own local regulations, as certain jurisdictions may prohibit or restrict participation in token sales or the use of utility tokens.

All forward looking statements contained in this document including development plans, roadmaps, and projected milestones are subject to change based on regulatory feedback, technological feasibility, or other unforeseen circumstances. No guarantees are made regarding the future performance of the project or the value of the token.

By participating in the IRMA Token offering or any related programs, you acknowledge that you have read and understood this whitepaper (including the Disclaimer and Risk sections) and that you agree to the terms outlined herein. If you are uncertain about any aspect of this document or your participation, you are strongly advised to seek independent legal and financial advice before proceeding.

13. Conclusion

IRMA Token (IRMA) is designed to redefine digital marketing and community engagement by powering a unified ecosystem of AI-driven services built on a fast, scalable blockchain. Through IRMA, businesses of all sizes can access autonomous marketing tools that were once reserved for major corporations, while everyday users can earn rewards for their participation and contributions within the platform. By integrating advanced AI marketing technology with a practical utility token, IRMA demonstrates how blockchain can deliver real, tangible value beyond speculation.





While the entity responsible for IRMA Token is incorporated in Indonesia, our vision and platform are inherently **global**. We aim to accommodate and provide access to individuals, businesses, and communities around the world—offering a borderless solution where AI automation and blockchain technology work in harmony to create meaningful, measurable impact.

We emphasize that IRMA is strictly a **utility token**, designed to enable access to services within our ecosystem. It is **not an investment instrument**, does not represent ownership, and carries no rights to profits, dividends, or participation in company governance beyond specific on-platform features.

As we prepare to launch IRMA, we remain fully committed to transparency, regulatory compliance, and delivering on our roadmap. Our goal is to foster an inclusive, international community where innovation, contribution, and participation are rewarded fairly and securely. Thank you for reading the IRMA Token Whitepaper. We look forward to building the next generation of AI-powered marketing with your support.

(For any inquiries or more detailed information, please refer to our official website or contact the D.I.G.team through our official channels. We value the engagement and feedback of our community and investors.)

