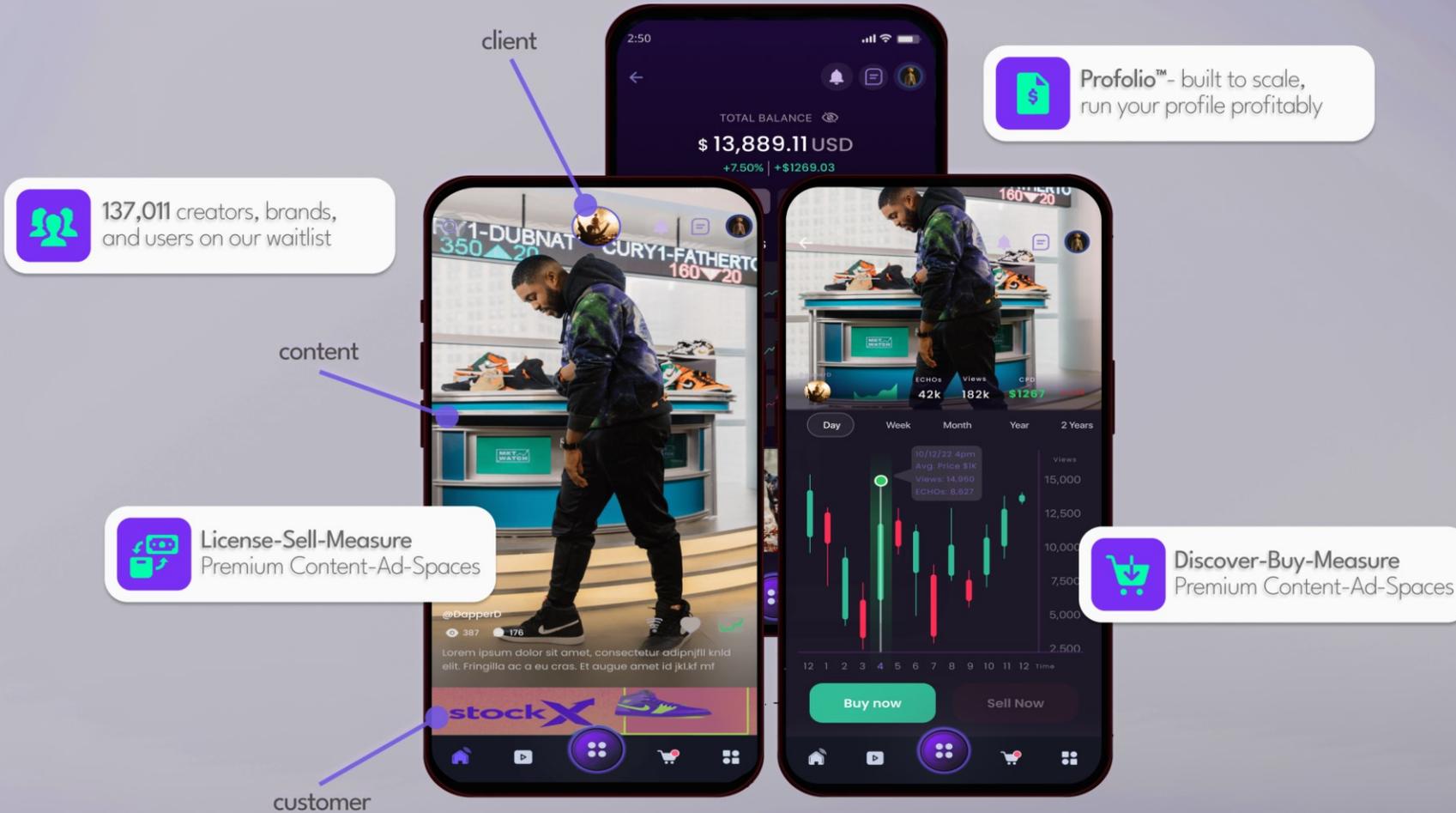


New-Age Social Media For Creators & Social Marketers

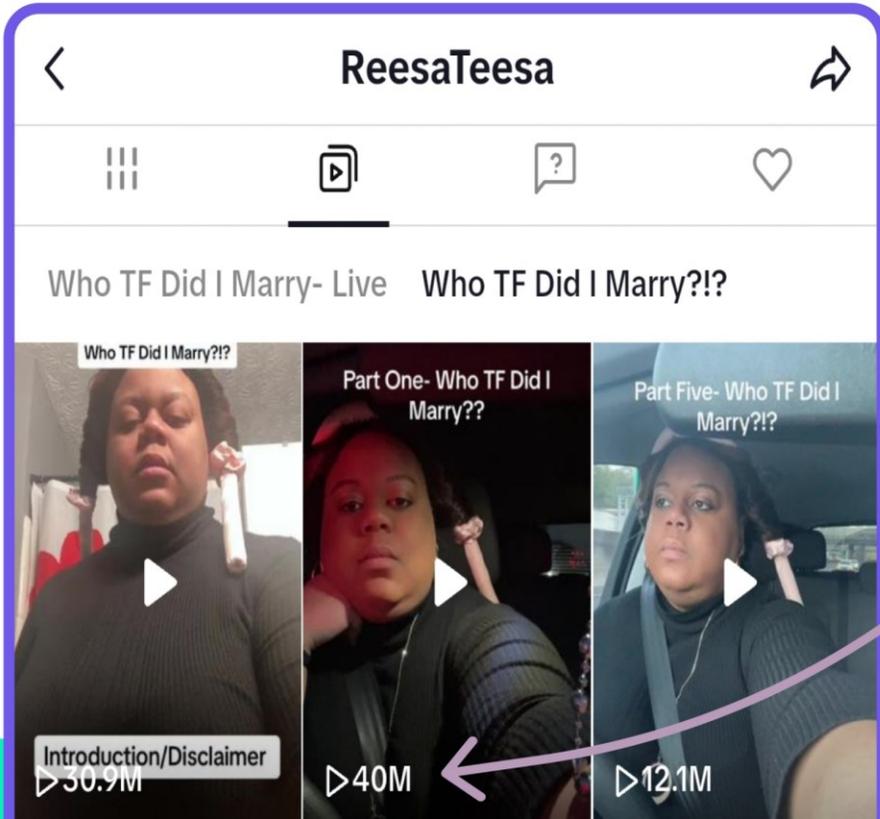
AI + Content Creators: Shaping the next era of social marketing



“ Creators are increasingly at the forefront of brand and content discovery for consumers. Building tools to help creators manage and monetize is one of the most exciting opportunities in media today.”

Will Quist, Slow Ventures

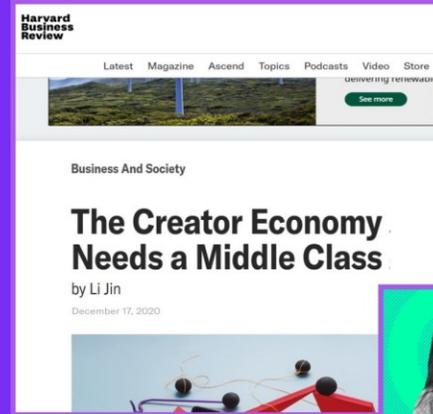
traditional social media (& brand deal) platforms suck for creators & they don't spread the wealth



40M views
(1/3rd of superbowl viewership)

\$24B

flows through influencer marketing yearly but brands waste **40%** of ad spend on mismatched content (Source: eMarketer)



Li Jin, Co-Founder of Variant Fund

92% of creators can't monetize despite driving 70% of engagement (Source: Linktree Creator Report)

these lucrative markets are being under-served

we're solving this at minchyn

Meet Reesa Teesa

3k to 3.7m followers in 60 days

Over 500m un-leveraged views for the "Who TF Did I Marry" 50-part video series



reesamteesa ✓

ReesaTeesa

Follow

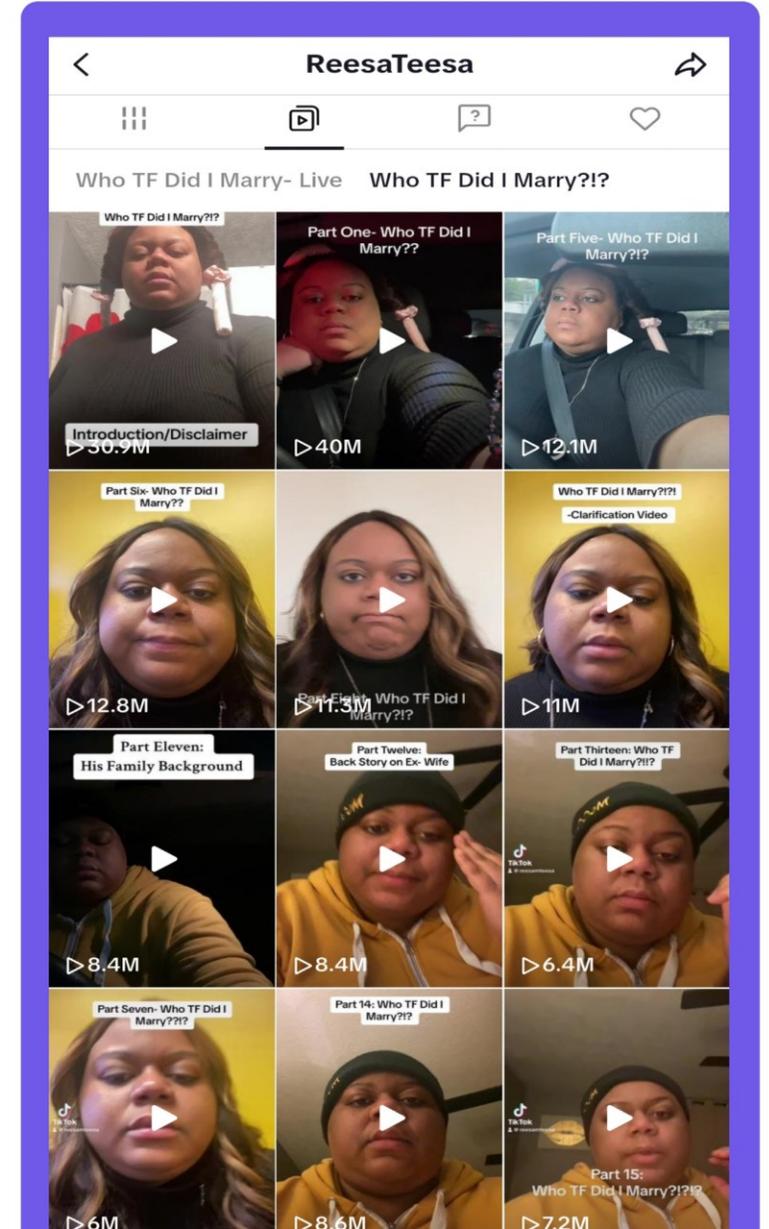
33 Following

3.7M Followers

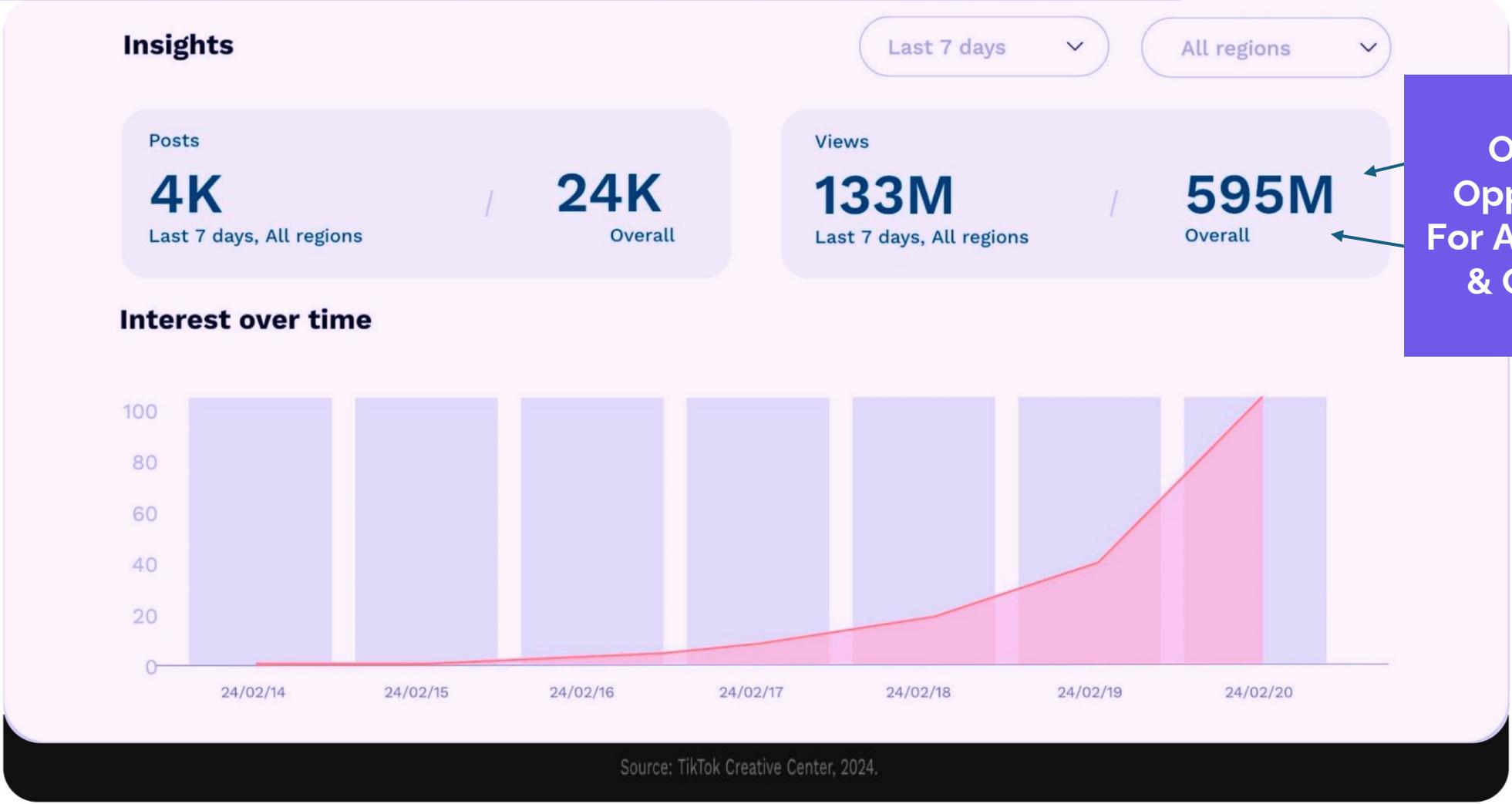
39.9M Likes



From micro to mega influencer overnight (2 months)



#ReesaTeesa TikTok Analytics



Obvious Opportunity For Advertisers & Creators



NFL

Nielsen: Eagles-Chiefs Super Bowl Was Watched by Record 182.8M People on TV, Streaming

Doric Sam
Feb 18, 2025

FOX

Super Bowl LIX on FOX and Tubi Generates More Than \$800 Million in Gross Advertising Revenue

LOS ANGELES, CA - February 12, 2025 - FOX and Tubi generated over \$800 million in gross advertising revenue from the Super Bowl LIX game.

In 2025, advertisers paid an average of **eight million U.S. dollars** to air a 30-second long commercial during the Super Bowl LVI broadcast, generating over **\$800 million in gross revenue from advertising sales across all platforms** [1](#) [2](#) [3](#) [4](#) [5](#)



AFROTECH™

Reesa Teesa Reveals How Much She's Earned From Her 50-Part 'Who TF Did I Marry' TikTok Series After Speculation That She's Made \$100K

**Ngozi Nwanji**

Tue, March 5, 2024 at 11:36 AM EST · 2 min read



Reesa Teesa's popular
about how much she
Cut, she cleared the



While social media may have believed that Reesa Teesa raked in \$100,000 through TikTok's creator fund, she revealed that she has actually pocketed less than \$5,000.

Vulnerable Market Leader(s)

Why TikTok stars are criticizing its creator fund

Popular creators are sharing just how little they're earning.



Karissa Bell
Senior Editor



10

Income Inequality in Male vs. Female Influencers



by Chloe West

Last Updated: February 8th, 2024

6 min read

Influencer Marketing

Analyzing **sponsored posts on Instagram**, 84% of them were posted by female influencers while only 16% were posted by male influencers. However, even with the vast majority of influencers being women, we're still seeing signs of income inequality.

TikTok Faces Creator Backlash Over Flawed Payment Models

By Andrew Hutchinson



LOUISE MATSAKIS

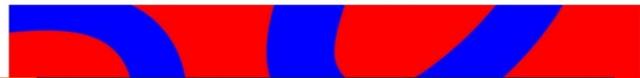
BUSINESS

TikTok Is Paying Creators. Not All of Them Are Happy

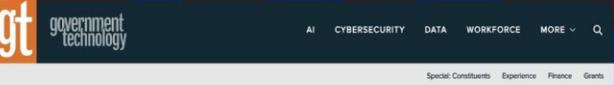
Users say the platform's new Creator Fund is opaque and riddled with problems.

CREATORS / TECH / META

Meta is cutting its Reels Play bonus program on Instagram and Facebook



/ The Reels Play program paid creators to hit benchmarks for short-form videos on Instagram and Facebook, but now it's coming to an end.



What Happens to Influencers After a Country Bans TikTok?

The question is front of mind for U.S. influencers and many small-business owners and marketers who hope to benefit from the

Stay on top of the latest state & local

By Mia Sato, platforms and communities reporter with five years of experience covering the companies that shape technology and the people who use their tools.

Creators have **complained** on social media that they're earning only a few dollars a day, even if their videos rack up tens of thousands or even hundreds of thousands of views. TikTok has not explained exactly how it calculates payouts. The lack of transparency around the program, as with past TikTok efforts, has led to theories and speculation.



TikTok Is Paying Creators. Not All of Them Are Happy | WIRED
www.wired.com/story/tiktok-creators-fund-revenue-sharing-complaints/



Appetite for Monetization

Safwan AhmedMia 
 @SuperSaf · [Follow](#)

This is how much I've made from the TikTok Creator Fund since April 2021 with over 25 million views in that time

TikTok as a platform for creators has a lot of potential but I agree with [@hankgreen](#) that they really need to sort out their revenue sharing
 ▶ youtu.be/jAZapFzpP64



Creator Fund Dashboard

supersaf
 Total estimated balance ⓘ
£ 112.04

MrBeast 
 @MrBeast · [Follow](#)

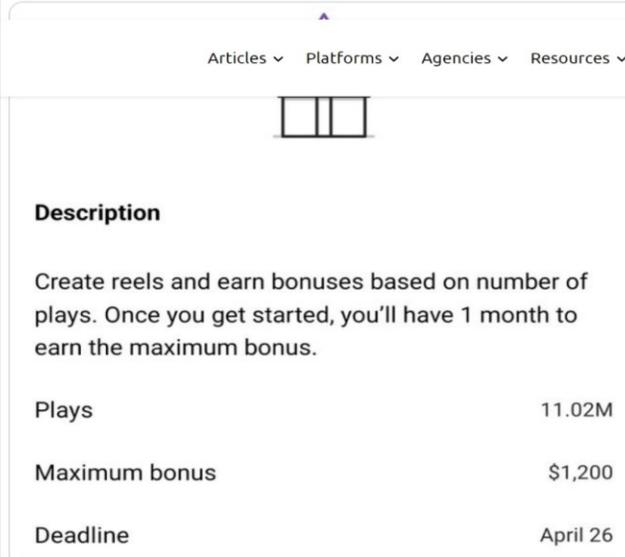
Replying to @SuperSaf and @hankgreen
 Here's mine, I'm 2 lazy to count the views on my tik toks but it's prob over a billion views



mrbeast
 Total estimated balance ⓘ
\$ 14910.92

Mark Guim 
 @markguim · [Follow](#)

My IG reels bonus has been \$1,200 for 1M views for one month. Look at the massive price cut for this month 🤔🤔

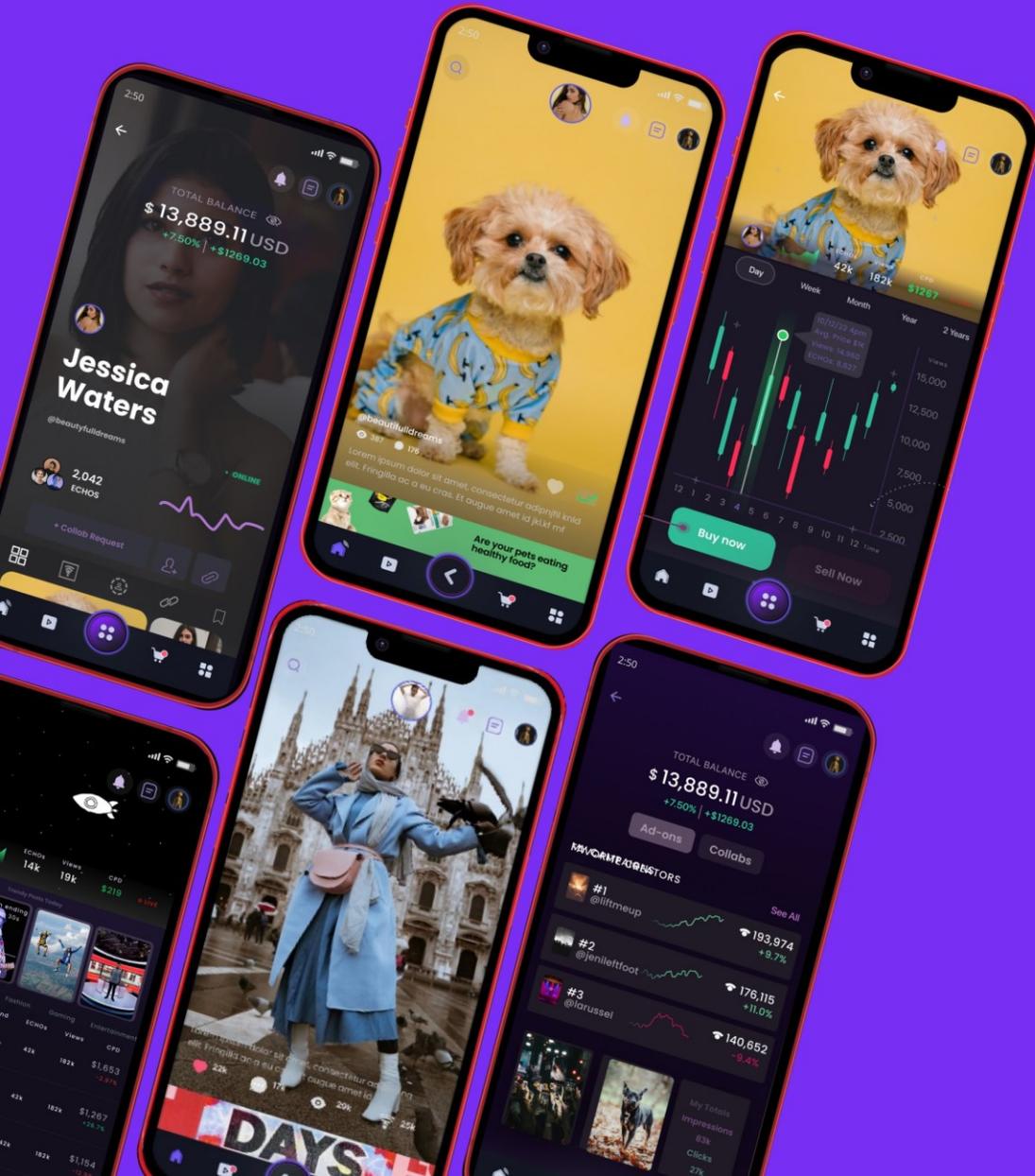


Articles ▾ Platforms ▾ Agencies ▾ Resources ▾

Description

Create reels and earn bonuses based on number of plays. Once you get started, you'll have 1 month to earn the maximum bonus.

Plays	11.02M
Maximum bonus	\$1,200
Deadline	April 26



social media+Ai to help anyone become a paid content creator

minchyn is a social media platform redefining social marketing for creators & marketers with:



Social Media

catalyzing commerce, culture, authentic voices, dialogue, and experiences



Marketing Marketplace

integrating B2C authenticity with B2B revenue in the first ever content marketplace



Auto Brand Deals

delivering effective & engaging branding for our audiences and partners

business model & product roadmap

the network enables revenue

Summer - Fall 2025



social media focused
on content arbitrage

MVP/Beta Invite Only

B2B Recruitment

Sponsored Partnerships

Winter 2025



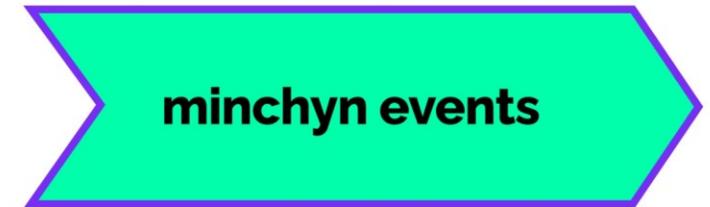
enables network which attracts
ad and subscription revenue

Platform Open to All
(Freemium/Subscription)

\$Minchyn (In-App Utility)

Minchyn DSP Subscription

Spring 2026



events & livestreams focused
on engagement & retention

Creator Recruitment

Exclusive Content

Events & Programming

advertisers are our primary customers

Offering: Monthly Subscription per user + Upsell opportunities

Brands pay Minchyn to find perfect content and audiences via AI-driven analytics

don't sell yourself short 😊

Join Minchyn and start earning what your content is worth!

Freemium

Free for creators and brands

- ✓ 100 ECHO credits per month
- ✓ Automatic Brand Deals
- ✓ Creator Academy

Minchyn DSP

\$30.00 per month

Creator/Brand turned advertiser

Everything in Minchyn+

- ✓ First month free
- ✓ 10,000 ECHO credits per month
- ✓ Creator Matchmaking
- ✓ Access to Minchyn DSP
- ✓ Ad-on Academy
- ✓ Ad-on Advertising tools

Minchyn+

\$10.00 per month

Creator/Brand starting to scale

Everything in Just Starting

- ✓ First month free
- ✓ 1,000 ECHO credits per month
- ✓ Creator Academy
- ✓ AdPark Academy
- ✓ Advertiser Matchmaking
- ✓ Advertising Enabled
- ✓ AdPark Advertising Tools
- ✓ Verified Badge

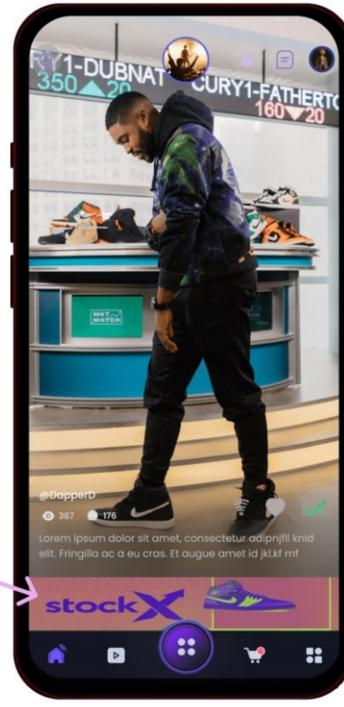
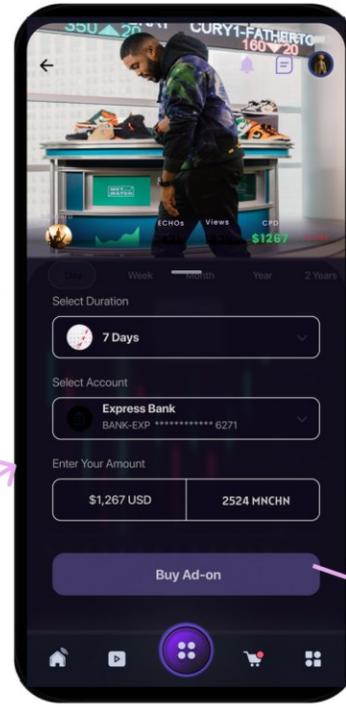
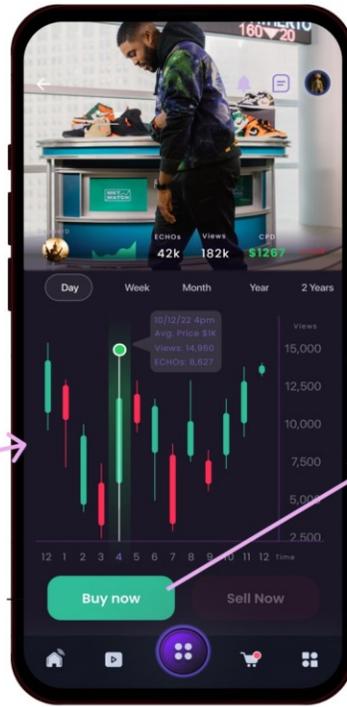
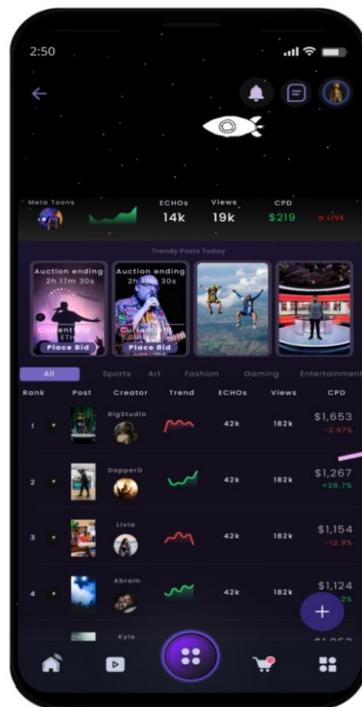


find the most impactful ad space with minchyn

revolutionizing influencer marketing with content marketing—utilizing AI to find optimal content & engaged audiences for advertiser goals

Advertiser Discovers Highly Engaged Content

*Content licensed & Advertisement placed



content arbitrage system designed for seamless brand-deals.

Payments accepted \$USD/\$Minchyn

patent-pending minchyn™ dsp

Our multimodal AI, LLMs, and graph-based algorithms matches content with brands/advertiser goals, allowing StockX to discover—analyze—buy authentic athletic content

ML prices creator content based on engagement and AI categorizes based on context (e.g., an athletic wear GDWM video auto-tags StockX, Nike)

*temporary lease

Key Features: • Content Analysis • Advertiser Profiling • Matchmaking • Pricing

Strategic Partnerships

sponsorship fees are charged to deliver these user engagement opportunities.

In-Feed Polls



Daily/Weekly Challenges



Branded content allow consumers to discover and engage with brands, earning them rewards for in-app use, coupons, and other meaningful prizes.

Minchyn will gain the ability to **effortlessly attract **high-profile** brands, SMBs, and agnostic advertisers to ensure steady flow of advertising revenue.**

Summary

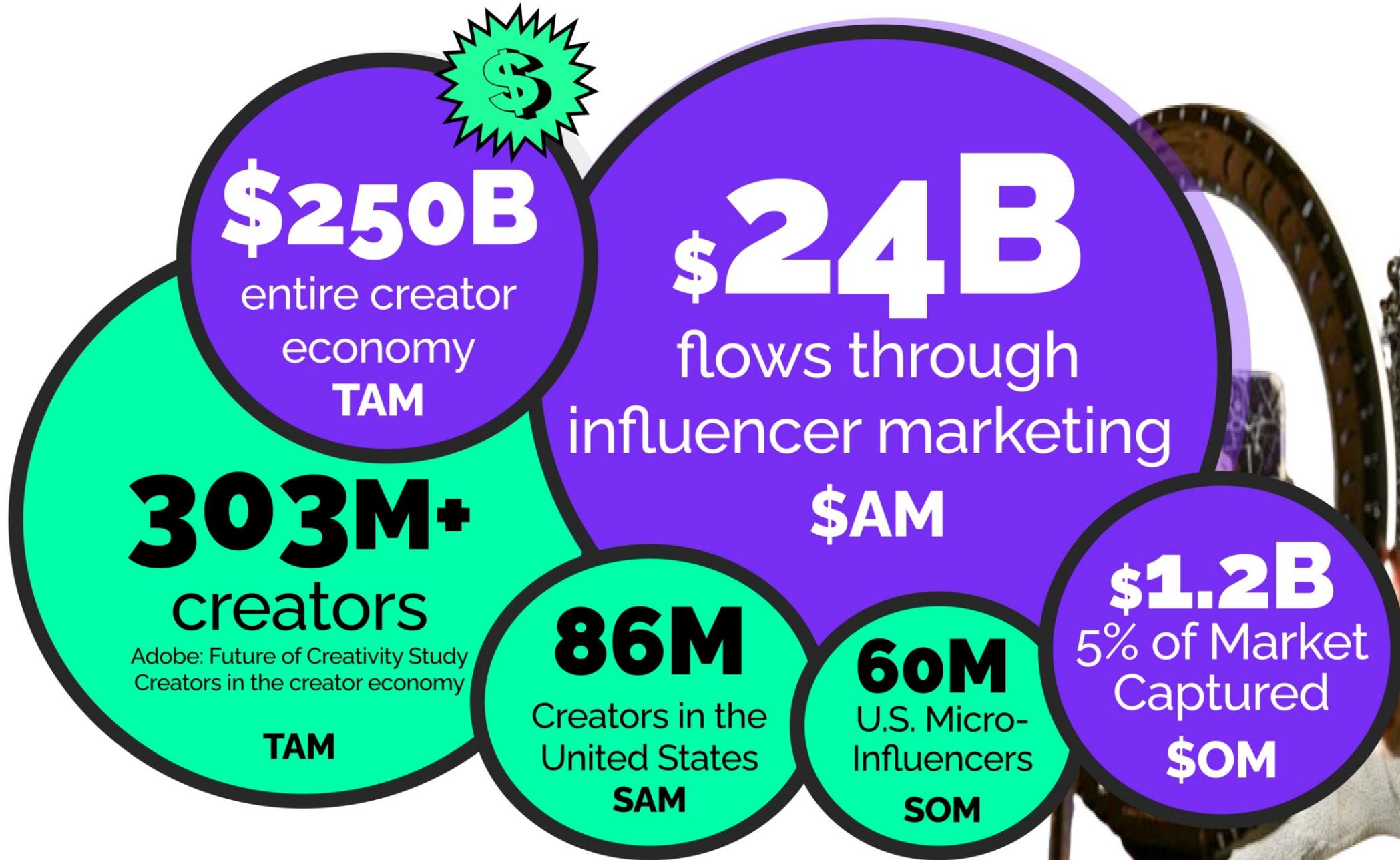
Minchyn includes a marketing marketplace that enables advertisers to discover, buy, and measure the most unique ad spaces using our proprietary content advertising

Think Nike ads delivered by millions of “get dressed with me” posts at once, Walmart ads delivered by Cooking with Kiya posts, or Robin Hood ads delivered by your favorite financial guru’s content.

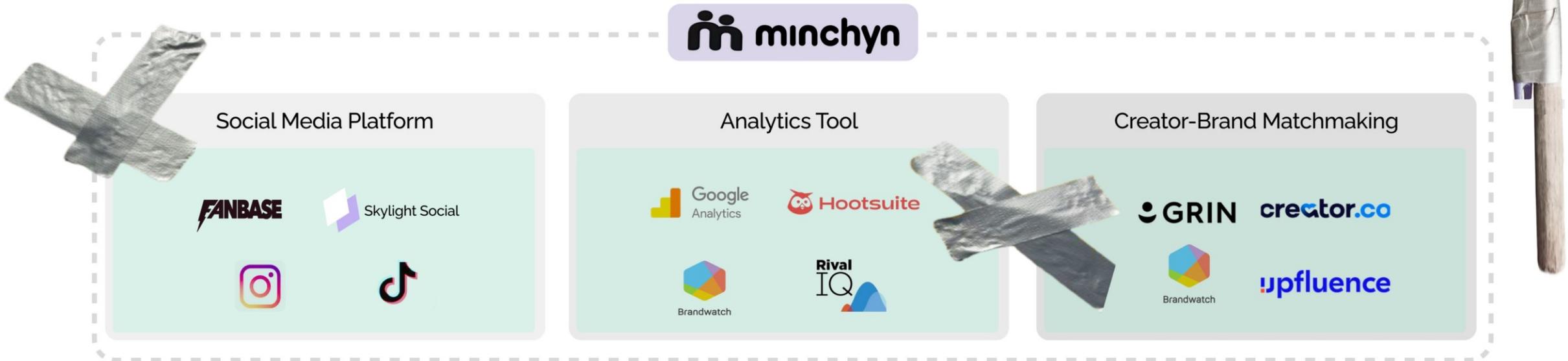
Minchyn lifts margins for product producers, maximizes Ad ROAS, and enables brands to capture consumer attention where consumers already are. Minchyn's is simplifying creator monetization and the process of discovering, buying, and measuring social media ad opportunities.

**The creator economy is
exploding and could
approach half-a-trillion
dollars by 2027** 

(according to Goldman Sachs Research)



why minchyn wins: more creators will want monetization.
more brands will need end-to-end social marketing.
legacy technologies are currently limited in streamlining each strategy.

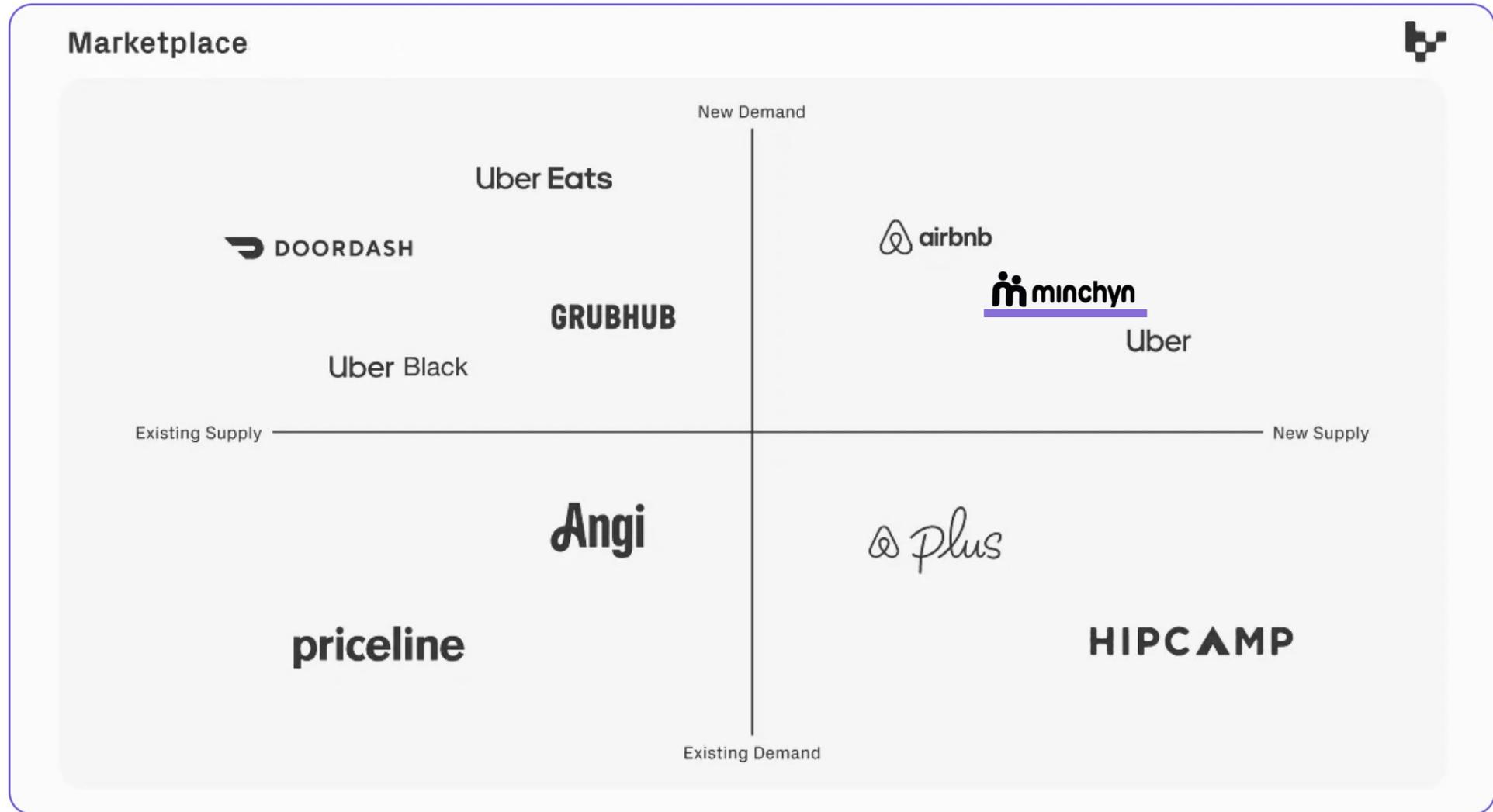


the replacement of duct-taped together tools. no more fragmentation: users get benefits from 3 existing models



Why Us?

**The biggest disruptions in marketplace innovation—
and therefore the biggest outcomes—have emerged
from the “new supply + new demand” quadrant. When
you open up new supply and new demand, you
expand the size of the overall pie. - Li Jin**



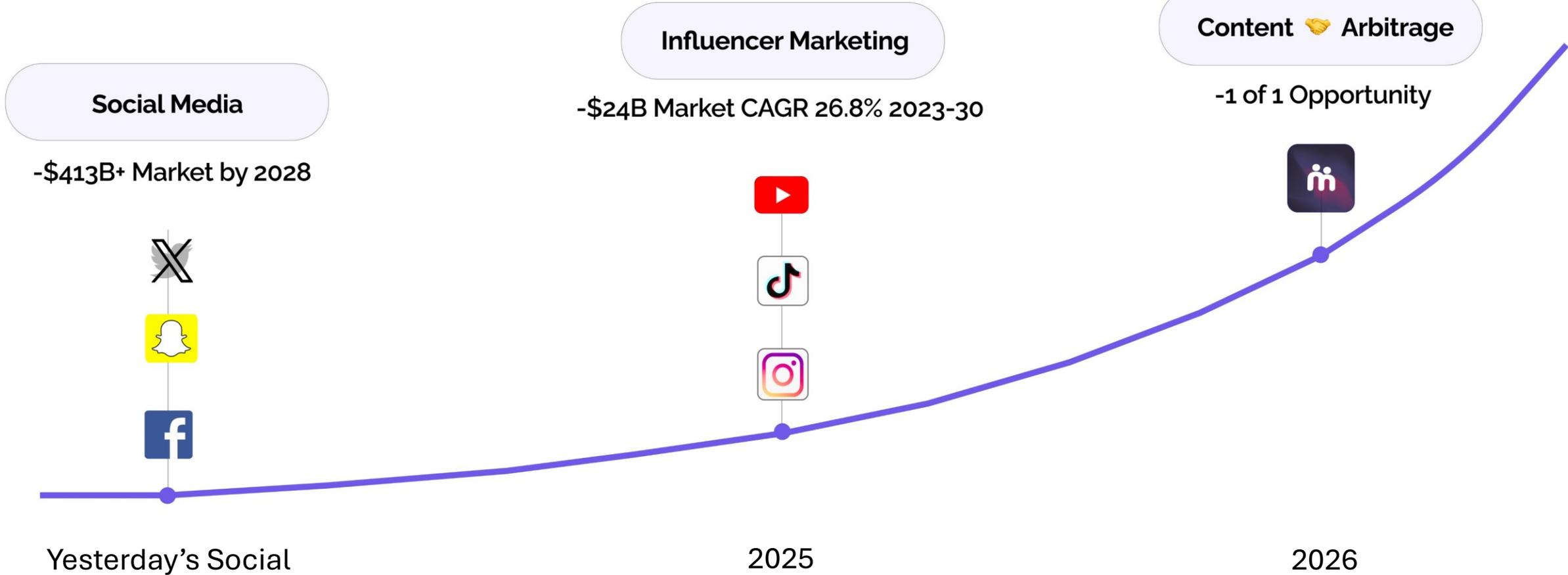
New demand: converting non-consumers into consumers

New supply: converting non-suppliers into suppliers

Existing demand: converting existing consumers to use a new marketplace

Existing supply: converting existing suppliers to use a new marketplace

- 303M+ Content Creators Worldwide
- Creator Economy \$500B Market by 2027



- Dashboard
- Site Kit
- Liquid
- FluentCRM
- Dashboard
- Contacts
- Lists
- Tags
- Campaigns
- Recurring Campaigns
- Email Sequences
- Email Templates
- Forms
- Automations
- Settings
- Reports
- Addons
- SMT
- Help
- Fluent Forms Pro
- Liquid Templates
- Posts
- VPFunnels
- Media

Contacts (137,011) + Add Contact Import Export

Filtered by Lists Filtered by Tags Filtered by Statuses Advanced Filter Search Type and Enter... Columns

137,011 eager people have joined our waitlist so far

- Organic Reach (via Articles, Social Media, etc.)
- 46% growth expected over next 3 months

Partners



Apparel Manufacturing



White-Label Wellness Products



Startup Support



Assets



Event Partners



Influencer Agency

Patent-Pending Content Marketplace - \$Minchyn Utility Token - .minchyn Domains (\$10 for first year, \$30 every year after)

\$minchyn utility token is the official currency for our brand Minchyn. Holders of this token will be able to make in-app purchases, including advertisement purchases. Advertisers that pay for ads with \$minchyn instead of USD get a discount for ad purchases.

what's next?

1. Launch social media platform rich with monetization avenues

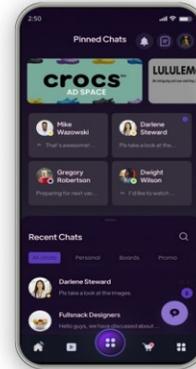
MARKETPLACE



BRAND ACTIVATIONS



CHAT



ECHO CREDITS



EVENTS



2. Build out strong relationships with brands as the cheaper, most direct solution for marketing to minchyn's gen-z and millennial users.



amplifying creators beyond the phone

catalyzing commerce, culture, and authentic voices



Alyyo Clothing Co. | Los Angeles, CA

Our apparel studio & lab in Los Angeles helps creators in entertainment, sports, culture, & business build brands thru exciting apparel

- end to end resource for creators & brands to build & launch new products - from a world class team to manufacturing



Optimum Natural Distributors LLC. | Belleville, MI

Our health & wellness product distribution helps creators & brands build & launch new wellness, fitness, and healthy product brands.

- distribution, branding and bottling exciting health & wellness products that help brands thrive - from a world class team to a state of the art bottling and labeling warehouse (product white-labeling)



Next Phase Brand Studios | Detroit, MI

Next Phase, a Creator Development agency, helping creators with their social identity, product launches and digital marketing.

- E-Com & Logistics - Creators can launch product-to-consumers with Minchyn's e-com infrastructure.
- Creator Incubator - NP partners with chosen creators to develop or build & launch products



driven by subject matter experts with deep understanding of social media, brand storytelling, social intelligence, and their impact across brand verticals & categories

CEO

Kristen Candler

16+ Yrs Marketing

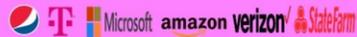


2X
 Founder
 iFly Group, LLC.
 United Culture, INC.

 MSU



Previous Campaigns:



 20.6k followers  15.3k followers  4,229 followers

CTO

Joshua Raffel

10+ Yrs Comp. Eng



Highly experienced
 ML Engineer
 specializing in NLP,
 LLM, & Computer
 Vision

 Univ. of Penn



Previous Experience:



COO

Alyse Brown

10+ Yrs Operatons



2X
 Founder
 Alyo Clothing
 Co. NextPhase
 Brand Solutions

 International
 Academy of
 Design &
 Technology
 CHICAGO
 IADT



Previous Partners:



Sr.
SWE

Eric Thomas

9+ Yrs Comp. Eng.



Specializes in
 building scalable,
 high-performance
 applications using
 cutting-edge
 technologies

 USC



Previous Experience:



Previous Programs:



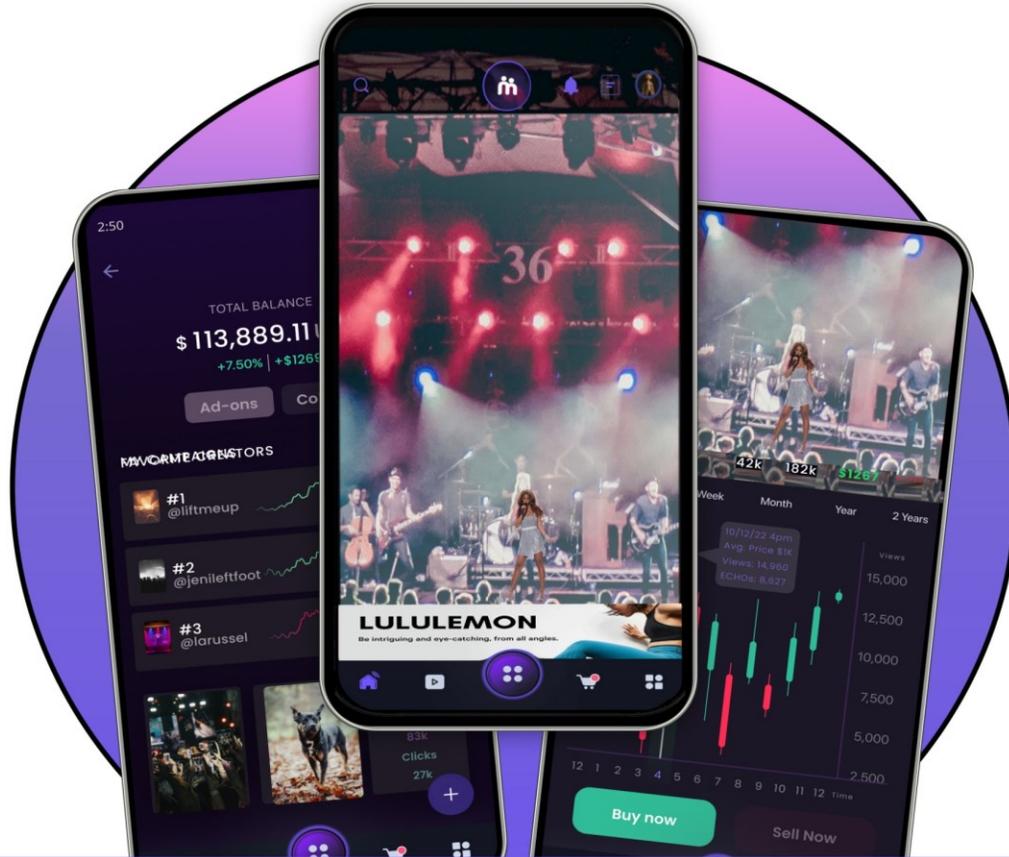
Including 2 Staff

WORD OF MOUTH

PAID AND ORGANIC SOCIAL CHANNELS

BRAND ACTIVATIONS (USER ORIENTED REWARDS)

Branded content (challenges & contests) designed



WAITLIST STRATEGY TO ENCOURAGE ADOPTION

CORPORATE PARTNERSHIPS

LIVESTREAMS & EVENTS



John Bingham 2025
Memorial Rodeo
at Huntington Place DET, MI

Stream Making Color Move Live using Minchyn

Get complimentary passes when you join Minchyn and make the most of your MCM Festival experience!

GTM specifically designed for reaching critical mass of user adoption, retention and scalability

Join Us in Building the Future

raising **\$3m** to **fuel development**
& **unlock** the following milestones

Key Hires

Grow Team

Operations

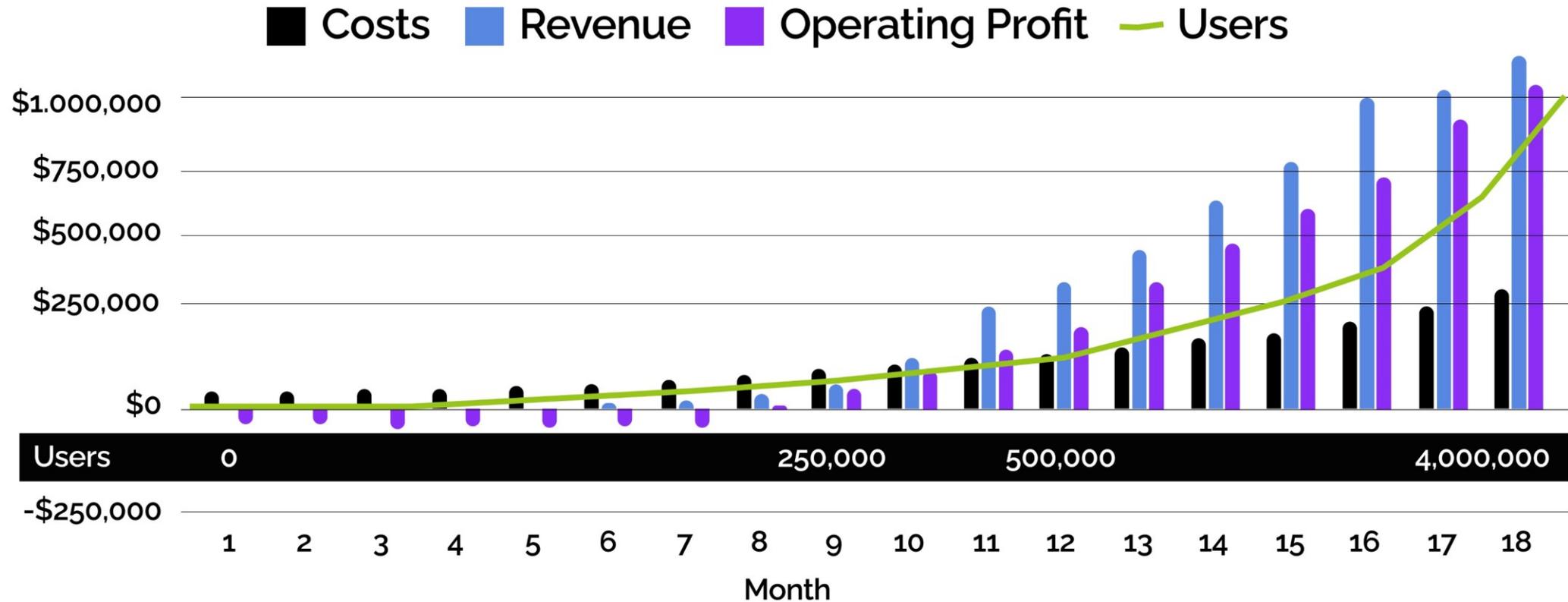
AI, build, legal, financial tools

Marketing

Human capital to onboard

1. This infusion allows for 18 months runway assuming 100% of scaling costs and only 50% of projected revenue
2. Assumes 20 hires first 18 months (Primarily engineering focused)
3. Covers primary scaling costs (Cloud, Aws, Etc.)
4. Ability to grab sizable market-share and reach escape velocity without capital restrictions

path to **100M** in 3 years



- Profitability within first 12 months
- \$14m+ ARR by month 18
- 1.2m+ in monthly profit by month 18



A social media platform utilizing Ai and social marketing to help anyone become a paid creator. Essential for brands that want to develop seamless partnerships with creators



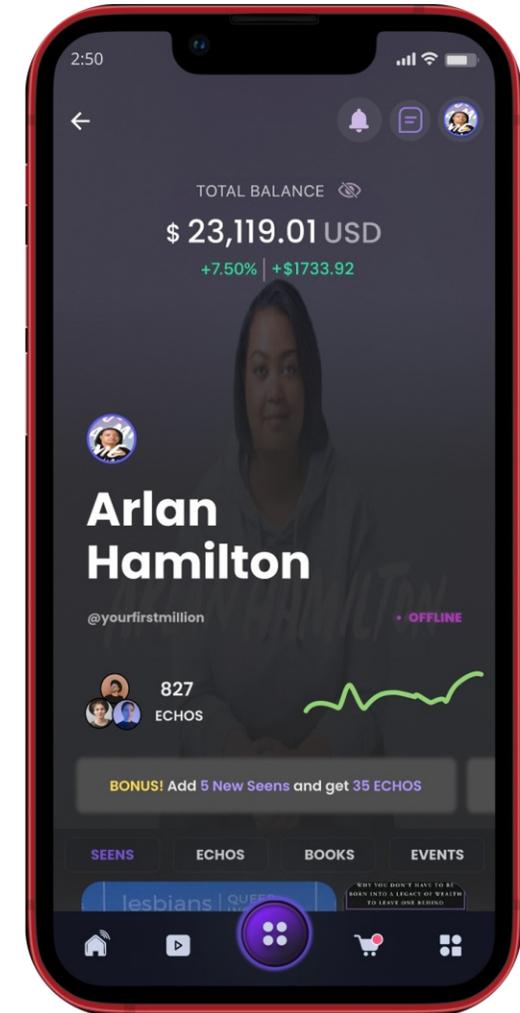


Creators have become indispensable partners for brands, valued for their authentic voices and ability to reach diverse audiences. Minchyn aims to deepen the relationship between brands, creators and consumers, making creators integral to both product and profit.



Minchyn | Platform and services to run your profile profitably

Content creators will play a bold role in digital marketing. More users will become creators, meaning more content. Additionally, more creators will develop personal brands and eventually launch their own products and services. Minchyn will service these goals as an invested partner to amplify their efforts, reach, impact and influence.



New-Age Social Media For Creators & Social Marketers

AI + Content Creators: Shaping the next era of social marketing

As content creators recognize the opportunity to monetize their influence in shaping consumer behavior and culture, we believe that Minchyn has a robust pipeline of products, services, ideas and a clear vision for the future of social media, the creator economy, and entertainment.

Kristen Candler, CEO



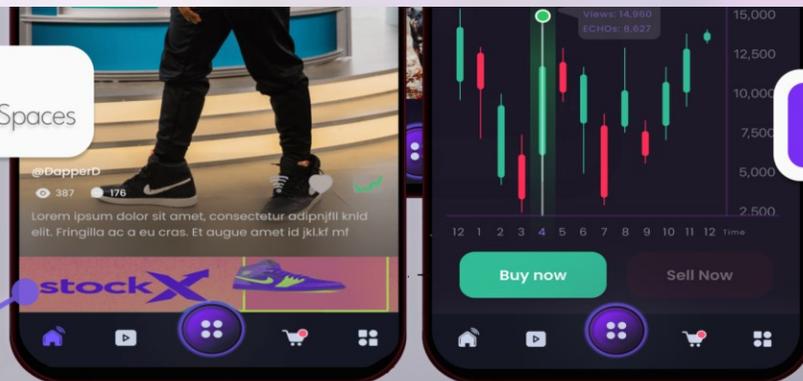
137,011 creators, brands, and users on our waitlist



License-Sell-Measure
Premium Content-Ad-Spaces



Discover-Buy-Measure
Premium Content-Ad-Spaces



customer

Contact: kc@minchyn.com