



KYMAi

WHITE PAPER

Backing the Next Generation of Marketing AI

Token Address

[0x696b033b3c0D1cFDD4BcEFda296D718a287aD20](#)

token.knowyourmarket.ai

TLDR;

(Stands for 'Too Long, Didn't Read')

KnowYourMarket.ai is a SaaS AI platform for modern marketing strategists.

It processes millions of disparate datapoints in seconds - a scale no human could match - turning raw data into clear direction on where to spend and how to grow.

KnowYourMarket.ai utilises cryptocurrency for security, performance and growth.

Our cryptocurrency token is called KYMAi. It's core to the KnowYourMarket.ai platform and unlike most tokens, it's backed by platform revenue, not speculation.

Here's why it matters:

1. Billing Backbone

KYMAi is the secure, transparent payment system for KnowYourMarket.ai. Every subscription, every transaction, is settled in KYMAi.

2. Growth Alignment

Like company shares, KYMAi lets holders participate in the success of the business. Because all usage is recorded on-chain, growth and revenue are visible to everyone.

3. Fuel for Expansion

Token sales fund platform growth, giving early supporters a liquid, tradeable way to back the business.

EXECUTIVE SUMMARY

KYMAi powers KnowYourMarket.ai (KYM), the AI-driven strategy engine that transforms marketing data into usable direction.

Marketing intelligence today is broken: dashboards are bloated with thousands of irrelevant metrics, agencies pitch without evidence, and when key staff leave, so does all the institutional knowledge. Brands are drowning in data but starved of insight.

KYM is different. It isn't another dashboard - it's the strategist, analyst, and memory every marketing team is missing. It never forgets what worked, it always knows why, and it can instantly show where to go next.

Built on 15+ years of frontline marketing IP from Aston Digital, KYM integrates real-time brand data, public research, and behavioural signals to deliver actionable strategies - automatically.

And KYMAi isn't a speculative meme token. It is a **utility-driven asset**:

- **Fuel for Access** – KYMAi unlocks KYM's insights, reports, and premium tools.
- **Revenue-Backed Release** – Tokens only enter circulation when customers pay for query packs or subscriptions in fiat, ETH, or USDT.
- **Built-in Fiat Conversion Path** – Businesses never need to touch exchanges; every dollar they spend is automatically matched with KYMAi tokens drawn from the Platform Reserve.
- **Market Protection & Price Alignment** – Supply expands only with real adoption, always at market rate, avoiding inflationary token models.

With KYMAi, holders back a real product in a multi-billion dollar industry, while businesses gain a smarter, faster, and more sustainable way to market.

BE EARLY, GET KYMAi

OUR VISION & MISSION

Vision:

The **operating system** for **modern marketing**.

KnowYourMarket.ai (KYM) is built to give every brand and agency the strategist they're missing: a system that remembers what worked, explains why, and guides where to go next. By combining advanced AI with blockchain-enabled access, we aim to set the global standard for marketing intelligence that is **smarter, faster, and always actionable**.

Mission:

Our mission is to close the gap between **fragmented data** and **decisive strategy**.

Through KYM and the KYMAi token, we:

- Deliver AI-driven insights that turn noise into clear direction.
- Provide marketers and businesses with a reliable strategist that never forgets.
- Power adoption with a utility token that fuels queries, unlocks advanced tools, and aligns growth with real usage.

Together, we're building more than a platform — we're building a **smarter, more sustainable way for businesses to grow and investors to share in that growth**.

THE MARKET PROBLEM

FRAGMENTED, INEFFICIENT MARKETING INTELLIGENCE

- **Too much noise:** Marketers are overwhelmed by dashboards with 100,000+ metrics, most of which don't matter.
- **Disconnected inputs:** Advertisers chase surveys and competitor analysis, while marketers ignore their own performance data.
- **Siloed teams:** Product, marketing, and research rarely collaborate effectively.
- **Lost knowledge:** When people leave, years of insight and learning vanish with them.
- **Agency gap:** Agencies pitch ideas without grounding them in evidence or historic performance.

This fragmented approach wastes billions in spend every year, creating a massive gap between **data** and **decisions**.

THE KYM SOLUTION

THE SOLUTION

KNOWYOURMARKET.AI

KYM bridges this divide by combining:

- **Data Connectors:** Live integrations with Meta Ads, Google Ads, Analytics, Search Console, and more.
- **Research Automation:** Scans surveys, ad libraries, and competitor activity across channels.
- **AI Intelligence Layer:** Built on advanced foundation models, trained with 15 years of proven marketing IP, guiding the AI to “think like us.”
- **Strategic Outputs:** Sentiment analysis, campaign strategies, audience segmentation, and predictive forecasts delivered automatically.

KYM doesn't just show you data. It knows what matters and what to do with it. It is the operating system for modern marketing, powered by the KYMAi token.

[Get Started Now](#)

MARKET SIZE & REVENUE OPPORTUNITY

MARKET SIZE & REVENUE OPPORTUNITY

The Emerging Intelligence Economy

The global market for marketing intelligence, analytics and strategic insight is entering a new era, one defined by automation, decentralisation and AI-driven reasoning.

Today, the world's marketing decisions are fueled by fragmented data, inconsistent human interpretation and slow, expensive research cycles. KYM transforms that process - connecting data, intelligence and strategy into a single on-demand layer that powers smarter decisions in real time.

This evolution places KYM squarely at the intersection of three booming industries:

- Marketing Research & Analysis Services
- Marketing Analytics & Intelligence Software
- Strategic Market Insight & Development Consulting

Together, these form a combined global opportunity exceeding USD 100 billion in 2025.

GLOBAL MARKET LANDSCAPE

SEGMENT	2024 MARKET SIZE (USD)	2029-2031 FORECAST (USD)
Marketing Research & Analysis Services ¹	81.3 B	100.5 B
Marketing Analytics Software ²	3.8 B (2022)	12.5 B (2030)
Market Intelligence Platforms ³	12.1 B	21.4 B (2031)
Business Intelligence Software ²	36.6 B (2023)	86.7 B (2030)

Even after adjusting for overlap, the total **Marketing & Intelligence Ecosystem** is projected to surpass **USD 100–120 billion** in 2025.

KYM's focus regions - **Australia, the United States, the United Kingdom, Canada and Western Europe** - represent roughly 40% of that total, creating a Region Available Market* (RAM) of approximately **USD 40–50 billion**.

* The share of that global spend in Australia, US, UK, Canada, Western Europe (the initial focus). A reasonable region factor is ~40% of Total Addressable Market → ~USD 40–50B.

Sources

¹ The Business Research Company

² Grand View Research

³ 6W Research

WHERE KYM COMPETES

KYM serves three high-value spending channels within this ecosystem:

1. **AI-Powered Subscriptions** - Ongoing access to KYM's intelligence platform via monthly plans.
2. **Pay-Per-Query Usage** - Transaction-based revenue where users pay only for the insights they request.
3. **Strategic Advisory Outputs** - Bespoke engagements turning insights into action plans and strategies.

This mix of **software, data and strategy** enables KYM to reach **small businesses, mid-market companies, enterprises and agencies** alike - each accessing the system at a level that suits their needs and budget.

The result: a highly scalable revenue model that mirrors the rise of cloud computing - usage-based, global, and self-expanding.

MARKET OPPORTUNITY FORECAST

MARKET OPPORTUNITY FORECAST

Within KYM's target regions, the **Serviceable Available Market*** (SAM) is estimated at USD 12–15 billion annually by 2025.

Capturing just a fraction of that market translates into exponential upside:

YEAR	ESTIMATED USERS	AVG. ANNUAL SPEND (USD)	PROJECTED REVENUE (USD Millions)
1	200	2,000	0.4
2	1,000	3,000	3.0
3	2,500	3,800	9.5
4	5,000	5,200	26.0
5	10,000	8,000	80.0

A more accelerated adoption curve - achieving 0.25 % of the SAM - would place KYM's five-year revenue potential above USD 500 million.

* The subset of RAM that matches KYM's actual product scope (AI market intelligence + marketing analytics platform + on-demand/consulting outputs), minus known overlaps and spend you won't serve (e.g., non-marketing BI, legacy qual-only research, non-English regions, captive in-house budgets). After those discounts, the SAM = ~USD 12–15B (2025)

KEY TAKEAWAYS

- The **AI-driven marketing intelligence economy** already exceeds **USD 100 billion** globally.
- KYM's **pay-per-query model** creates an entirely new pricing logic - democratising access to strategic intelligence.
- Early adoption in **Australia, the U.S. and the U.K.** provides a launchpad into markets with high marketing spend per capita.
- At only around **0.07 % market penetration**, KYM's five-year revenue trajectory reaches **USD 80 million**.

THE KYM ADVANTAGE

Traditional market research takes weeks, costs thousands, and delivers static reports.

KYM delivers **live, adaptive intelligence** - in seconds, at a fraction of the cost - unlocking a share of a market that is both **massive** and **ripe for disruption**.

By fusing **AI capability, data transparency** and strategic depth, KYM is not simply entering an existing market - it's expanding its very definition.

TOKEN UTILITY

KYMAi TOKEN UTILITY

KYMAi is the native utility token of the KnowYourMarket.ai ecosystem. It serves two core purposes:

1. Fuel for Access

- Unlocks advanced insights, custom reports, and premium modules within KYM.
- Pay-per-query, subscription credits, or one-off market scans are powered by KYMAi.
- Holding or staking KYMAi reduces per-query costs and unlocks access to advanced features — with no inflationary rewards.



2. Engine for Growth

- Presale funding accelerates KYM's development without diluting equity.
- Early adopters benefit from discounted access, scarcity-driven appreciation, and governance rights.

KYMAi isn't just another speculative token. It's directly tied to platform utility — a key that opens the door to real strategic value. Every token sold builds KYM faster, while also embedding token demand into everyday platform usage.

BUY / HOLD / SELL

WHAT IF I BUY, HOLD AND SELL MY KYMAi TOKENS?

KYMAi is a utility token that provides access to the KYM platform and enables participation in project governance.

There is no obligation for holders to spend or use their tokens within the KYM platform at any time.

KYMAi holders share direct exposure to the platform's growth and overall business valuation through its **Total Value Locked (TVL)***.

After the IDO launch, all holders (excluding custodial wallets) will be free to sell their tokens at the prevailing market rate.

*** Total Value Locked (TVL):**

A metric used to measure the total value of all assets (coins, tokens, stablecoins, etc.) locked in a DeFi protocol's smart contracts.

Function:

It indicates the health, user engagement, and liquidity of a DeFi platform and is used in lending, staking, and liquidity pools.

Calculation:

It is calculated by summing the value of all assets locked in the protocol's smart contracts, and the TVL of an entire blockchain can be found by aggregating the TVLs of all its protocols.

TVL is an adoption metric, not a yield mechanism

REVENUE MODEL

REVENUE MODEL

Unlike most crypto projects, KYMAi is tied to a clear and proven SaaS-style revenue engine.

1. Query Packs (Prepaid)

Businesses buy bulk credits to ask strategic questions (“queries”) such as “What’s driving churn?” or “Which customer segment is most responsive to this campaign?”.

- Packs: \$5,000 / \$10,000 / \$25,000 / \$50,000
- Valid for 12 months
- Paid in KYMAi, with discounts for staking.

2. Subscriptions

Ongoing access for teams that want predictable insights.

- Small / Medium / Large plans
- Cost per query decreases with larger plans
- Monthly credits included, payable in KYMAi.

REVENUE MODEL

Continued from previous page...

3. One-off Reports

Brands and agencies can commission ad-hoc market scans, audience deep dives, or sentiment analysis, paid directly in KYMAi.

4. KYMAi Token Advantage

- Lower per-query costs when using KYMAi vs. fiat.
- Exclusive access to premium modules (e.g. predictive analytics, AI research planner).
- Governance rights for token holders to influence KYM's development roadmap.

ROADMAP

THE KYM ROADMAP

1

Q4 2025 - PILOT & FOUNDER ROUND

- 2-5 pilot clients onboarded
- MVP development continues (core connectors + AI insight layer)
- KYMAi Founder Round opens

2

Q1 2026 - ALPHA & PROOF

- Alpha public release (early waitlist access)
- First case studies published
- KYMAi Founder Round closes

3

Q2 2026 - BETA & PUBLIC SALE

- Australia-wide User Group launch
- Beta public release (audience segmentation + predictive signals)
- KYMAi Public Token Sale starts

4

Q3 2026 - GLOBAL EXPANSION

- International onboarding (NA/EU/APAC)
- V1 General Release with full modules
- KYMAi listed on DEX with liquidity



Q4 - 2025

Detailed Roadmap

Theme

Prove value with pilots. Ship an MVP people can actually use. Start the founder round.

Objectives

- Validate core use-cases with 2–5 pilot clients.
- Lock the MVP scope and ship to pilots.
- Open KYMAi Founder Round.

Product & AI

- MVP features live to pilots:
 - Connectors: Google Ads, Meta Ads, Google Analytics, Search Console (read-only).
 - AI layer: Insight summaries + “Free Question” tool (UI2), Report Generator (UI3) v1.
 - Outputs: Sentiment snapshots & Campaign Strategy drafts (RO1/RO2).
- Data model for “memory” (cross-project recall + reasoning).

Crypto

- Wallet connect (MetaMask & WalletConnect).
- KYMAi billing sandbox (testnet): per-query debits + prepaid credit packs.
- Founder Round smart contract(s) drafted; audit plan booked.

GTM & Partnerships

- Secure 2–5 pilot MOUs (agency + brand mix).
- Advisory circle formed (3–5 senior marketers).

Exit Criteria (hard gates)

- ≥ 2 pilots live and using connectors weekly.
- ≥ 200 queries run across pilots with $\geq 70\%$ “useful” rating.
- Founder Round terms signed off + launch complete.

Q1 - 2026

Detailed Roadmap

Theme

Social proof + controlled scale. Alpha to early public. Close founder round.

Objectives

- Publish credible case studies.
- Release Alpha publicly (waitlist).
- Close Founder Round.

Product & AI

- Alpha Public Release:
 - Research automations: Meta/Google Ad Library scrapes; survey ingestion.
 - Research Planner v1 with recommended questions & data sources.
 - Project Creation with reusable briefs/templates.
- Accuracy/latency improvements; add reasoning traces to outputs.

Crypto

- Mainnet KYMAi contracts audited & deployed.
- KYMAi pay-per-query live for Alpha users (mainnet).
- Custodial wallets for non-crypto users.

GTM & Partnerships

- 2-3 published case studies (before/after performance, quotes).
- Early agency programme (rev-share in KYMAi, co-marketing slots).

Exit Criteria

- Alpha NPS ≥ 40 ; case studies live.
- ≥ 25 paying Alpha users OR $\geq \$50k$ equivalent KYMAi throughput.
- Founder Round closed; treasury & reporting set.

Q2 - 2026

Detailed Roadmap

Theme

Community at scale. Beta release. Public token sale opens.

Objectives

- Launch Australia-wide User Group.
- Open Beta to a broader cohort.
- Start KYMAi Public Token Sale.

Product & AI

- Beta Public Release:
 - Audience Segmentation v1; Predictive signals (lift/risk) on campaigns.
 - Report Generator v2 (export packs for client decks).
 - Role-based workspaces (brand/agency), audit trails, API keys.

Crypto

- Public Token Sale (KYC/AML process defined; jurisdictional guardrails).
- Staking live (utility-tied: reduced CPQ / feature unlocks).
- Governance v0 (signal voting on feature roadmap).

GTM & Community

- AU User Group: monthly meetups + office hours; beta feature voting.
- Performance marketing to waitlist; partner webinars with pilots.

Exit Criteria

- ≥150 Beta users across ≥30 organisations.
- ≥\$250k KYMAi transaction volume (query packs + subscriptions).
- Token sale first tranche filled per plan; staking TVL target hit.

Q3 - 2026

Detailed Roadmap

Theme

Globalise. Ship V1. Liquidity + discovery.

Objectives

- International onboarding (NA/EU/APAC).
- V1 General Release.
- KYMAi launched on DEX with healthy liquidity.

Product & AI

- V1 feature set:
 - Full connector set incl. email platforms; scheduled research scans.
 - Predictive Analytics v1 (forecast ranges with confidence bands).
 - Team governance (approvals), SSO, SOC2 journey kicked off.
 - Marketplace preview for templates/insights (payable in KYMAi).

Crypto

- DEX launch with initial liquidity + lock; transparent liquidity policy.
- Usage-linked buy-back & burn framework announced (quarterly).
- Treasury dashboard public (issuance, burns, staking metrics).

GTM & Partnerships

- Regional agency/reseller agreements; co-sell with MarTech platforms.
- Customer marketing: playbooks by vertical (e-com, SaaS, multi-location).

Exit Criteria

- ≥ 500 paying seats OR $\geq \$1m$ annualised KYMAi platform throughput.
- ≥ 3 regional partners producing revenue.
- DEX liquidity $\geq \$1m$ and slippage $< 1\%$ on typical order sizes.

TOKENOMICS

TOKENOMICS OVERVIEW

KYMAi has a fixed total supply of 35 million tokens on Ethereum. These tokens are allocated across four key reserves, each with a specific purpose that aligns supply with adoption, utility, and long-term stability.

Reserve	Allocation	Purpose
Founder Round	1.5M (4.3%)	Early fundraising to support MVP, pilots, and platform launch.
Public Sale	8M (22.8%)	Broader distribution, liquidity expansion, and community onboarding.
Liquidity Pool	2M (5.7%)	Ensure stable trading pairs on exchanges/DEXs and support staking.
Platform Reserve	23.5M (67.1%)	Dedicated pool for servicing KYM platform customers (query packs, subscriptions). Tokens only enter circulation when purchased.



FOUNDER ROUND

Q3 2025: Tokenomics Breakdown

Allocation: 1.5M KYMAi (4.3% of supply)

Target Raise: \$250,000+ USD

The Founder Round provides the earliest supporters with access to KYMAi at the initial issue price. Funds raised here are used to finalise the MVP, onboard pilot clients, and complete early audits and compliance requirements.

Benefits to participants include:

- Priority onboarding to KYM Alpha/Beta releases.
- Governance Priority Access.
- Early governance participation.

This round establishes the first layer of committed backers while preserving the majority of tokens for utility-driven adoption.

Fund Usage Breakdown

Purpose	Allocation
Platform Development	75%
Sales & Marketing	15%
Legal, Compliance & Governance	5%
Business Operations	5%



PUBLIC SALE ROUND

Q1 2026: Tokenomics Breakdown

Allocation: 8M KYMAi (22.8% of supply)

Target Raise: To be announced (range tied to adoption milestones)

The Public Sale will broaden token distribution, enhance liquidity, and onboard a wider community of KYMAi holders. Proceeds from the sale will accelerate product expansion, regional onboarding, and liquidity provisioning.

Key objectives:

- Expand community participation.
- Fund global adoption campaigns.
- Ensure long-term liquidity and trading stability.

Anticipated Fund Usage Breakdown

Purpose	Allocation
Platform Development	45%
Sales & Marketing	35%
Legal, Compliance & Governance	5%
Business Operations	15%



LIQUIDITY POOL RESERVE

Q2 2026: Tokenomics Breakdown

Allocation: 2M KYMAi (5.7% of supply)

The Liquidity Pool Reserve ensures KYMAi has strong and stable trading pairs on decentralised exchanges (DEXs). Tokens from this pool are paired with ETH/USDT to seed liquidity and support staking pools.

- **Liquidity Protection:** Prevents volatility shocks and slippage.
- **Trust Signal:** LP tokens will be locked to demonstrate long-term commitment.
- **Utility:** Supports platform utility and trading stability.



PLATFORM RESERVE

Allocation: 23.5M KYMAi (67.1% of supply)

The Platform Reserve is KYMAi's most powerful design feature. It exists exclusively to service **direct KYM platform customers**.

When a business purchases query packs or subscriptions in **fiat, ETH, or USDT**, the equivalent value in KYMAi tokens is drawn from this reserve and credited to their account.

This creates a **built-in fiat conversion path**: customers never need to buy tokens on an exchange, but every dollar they spend is instantly matched with KYMAi tokens behind the scenes.

Why this matters:

- **Revenue-backed release** – Tokens only circulate when paid for.
- **Market protection** – Supply grows gradually, never dumped.
- **Real demand pressure** – Fiat spend = tokens entering circulation.
- **Price alignment** – Always released at market rate.
- **Investor confidence** – Supply expansion is backed by revenue, not arbitrary unlocks.

By tying circulation directly to customer adoption and platform revenue, KYMAi establishes a natural, transparent bridge between fiat payments, token utility, and long-term market stability.

This mechanism is what sets KYMAi apart from speculative or inflationary token models — it ensures that growth of the token economy is always grounded in real-world demand.

INITIAL DEX OFFERING

Q2 2026: IDO



The KYMAi IDO marks the next phase of our journey: open trading, global access, and transparent price discovery.

Purpose

The IDO will expand KYMAi beyond the Founder and Public Sale rounds, enabling trading on decentralised exchanges (DEXs) and providing the liquidity required for global adoption.

Liquidity Strategy

- **Up to 2M KYMAi** from the Liquidity Pool Reserve will be paired with ETH/USDT to seed stable liquidity.
- **LP tokens will be locked**, ensuring investor confidence and preventing liquidity withdrawal.
- A **usage-linked buy-back & burn** framework will be introduced to align token circulation with platform growth.

Timing

- Scheduled for **Q2 2026**, after the Beta release and the first wave of international onboarding.
- Launch is tied to **real platform traction**, not speculation, ensuring that KYMAi enters the market with a foundation of adoption.

Benefits

- **For investors:** Global access, transparent trading, and long-term liquidity commitments.
- **For the platform:** Broader governance participation, integration into DeFi ecosystems, and a reinforced position as a utility-driven asset.

The IDO isn't just about liquidity — it's about making KYMAi an open, transparent, and globally accessible token economy, grounded in real usage and platform revenue.



UTILITY STAKING

KYMAi does not issue inflationary staking rewards. Instead, staking serves as a mechanism for access and governance.

- **Access Staking:** The more KYMAi held or staked, the more advanced features and reporting tiers users can unlock.
- **Governance Staking:** Token holders stake KYMAi to participate in roadmap votes and governance decisions, ensuring that influence is tied to commitment.

This approach avoids artificial token inflation and ensures that staking in KYMAi is directly linked to **platform utility and long-term alignment**, not speculation.

EARLY PARTICIPATION BENEFITS

Early participants in the KYMAi Founder Round are backing the platform at its most formative stage. In recognition of that support, we've structured benefits that reward early belief:

- **Founder Pricing:** Access KYMAi tokens at the initial issue price before the public sale.
- **Platform Access:** Early participants gain priority onboarding into the KYM Alpha and Beta releases.
- **Staking Rewards:** Discounted platform access for tokens committed during the Founder Round.
- **Governance Priority:** Be among the first to influence roadmap decisions through governance signals.
- **Proof of Impact:** Early adopters will be featured in case studies and community showcases as KYM pilots go live.

BUY IN EARLY

UTILITY OVER SPECULATION

This structure is designed to reward the earliest backers not with speculative promises, but with **real utility, influence, and alignment with platform growth.**

HOW TO BUY KYMAi

Your Step-by-Step Guide

STEP 1: SET UP YOUR WALLET

Download Metamask Wallet to securely access your KYMAi tokens. Trusted wallets ensure a seamless connection to the KYMAi ecosystem.

STEP 2: FUND YOUR WALLET

Transfer ETH to your wallet from an exchange like Binance, Coinbase or Kraken. Ensure your wallet is funded before proceeding.

STEP 3: BUY KYMAi

- Go to the KYMAi website token.knowyourmarket.ai
- Connect your wallet.
- Choose your payment method.
- Confirm purchase

Contact us directly to pay via fiat (USD/AUD/EUR).

TEAM

TEAM

The Visionaries Behind KYMAi

A born entrepreneur, Daniel's business instincts kicked in early - at just eight years old, he was bagging and selling horse manure. Since then, his commercial acumen has only grown, backed by over 25 years of industry experience. There isn't much in the world of tech and business that he hasn't seen, built, or mastered.



Co-Founder & CEO

DANIEL MARTIN



Daniel started in software sales with major tech brands before launching his own ventures, beginning with Aston Digital. Over 15 years, he has founded, scaled, raised capital for, and exited multiple tech businesses, from market research platforms to e-commerce and even a boxing gym.

A tech enthusiast from childhood, he preferred programming manuals over toys. With honours in Network & Cyber Security, his expertise covers networking, C++, PHP, JS, Solidity, and blockchain. As a Partner at Aston Digital, he blends technical know-how, commercial insight, and sharp writing to drive impactful marketing strategies across diverse industries.

TEAM

The Visionaries Behind KYMAi

With over a decade of experience in Marketing Intelligence, working with some of Australia & the world's biggest brands, Ellen has an unmatched ability to decode what clients truly want - and, more importantly, what they actually need. Her expertise lies in bridging that gap, turning insights into action.



Co-Founder

ELLEN ROUMELIOTIS



Marketing Intelligence runs in Ellen's DNA. As a driving force behind KnowYourMarket.ai, she ensures the platform isn't just another tool - it's a game-changer. By putting real client needs at the heart of the software, she's shaping a solution that delivers real, tangible value to businesses.

TEAM

Media Manager

Catherine Withers

Catherine Withers, KYMAi's Media Manager, specialises in media strategy, content creation, and brand storytelling. With expertise in digital trends and audience engagement, she shapes KYMAi's media presence, ensuring impactful communication and brand growth across all platforms.

Platform Developer

Prabhjot Singh

Prabhjot Singh is a Full Stack Developer with 25 years of experience in React, Node.js, JavaScript, and PHP. He specialises in user-centric design, clean code, and scalable solutions. At KYM, he optimises front-end architecture with back-end integrations for seamless, high-performance user experiences.

Blockchain Developer

Matthew Covey

Matthew Covey is a Blockchain Developer with 20 years of experience in Javascript, SQL, Solidity, and blockchain. He specialises in smart contracts, decentralised apps, and API development. With expertise in MongoDB, Redis, GraphQL, and Web3.js, he drives KYMAi's secure, scalable back-end infrastructure.

PARTNERSHIPS & ADOPTION

STRATEGIC PARTNERSHIPS & ADOPTION STRATEGY

At KYMAi, partnerships aren't just supportive — they are integral to how the ecosystem grows. Our strategy is built on three partnership pillars:

1. Marketing Leaders

We are engaging **global marketing leaders and practitioners** who can shape KYM's platform development. Their real-world experience ensures the insights we deliver aren't theoretical, but practical, proven, and aligned with how brands and agencies actually operate.

2. Data Source Providers

The strength of KYM lies in the quality of its inputs. We are building partnerships with **data providers and platforms** such as Meta, Mailchimp, Google, Toluna, and others. These relationships ensure that KYM has the most accurate, real-time, and comprehensive data streams to power its intelligence layer.

3. Crypto Thought Leaders & Authorities

For KYMAi to thrive, it must also be trusted in the blockchain and Web3 community. We are collaborating with **crypto thought leaders, exchanges, and governance authorities** who can guide token design, advocate for KYMAi worldwide, and ensure our growth remains compliant, secure, and credible.

COMMUNITY

THE KYMAi COMMUNITY

At KYMAi, our community isn't just about conversation — it's about **building influence, sharing knowledge, and shaping the platform together**. We provide multiple ways to get involved, depending on how you want to connect:

- **Telegram Group (@KYMAiCoin)** – Join our official Telegram community for updates, support, and direct interaction with the team and other early adopters.
- **X Profile (@KYMAiCoin)** – Follow us on X for official announcements, insights, and to be part of the global conversation around marketing intelligence and blockchain adoption.
- **One To Deploy Podcast** – Hosted by KYMAi founder Daniel Martin, the podcast shares behind-the-scenes thinking on marketing, technology, and the future of AI-powered strategies.
- **KYMAi Mailing List** – Subscribe for regular updates, roadmap releases, and first access to research and product insights.
- **Private Governance Group** – Exclusive to Founder Round participants, this group provides direct input into platform priorities, early access to feature testing, and governance discussions that help shape the KYMAi roadmap.

Be Part of It

Together, these channels form a **community designed for more than hype**. Whether you're here to learn, invest, or actively shape the platform, there's a space for you inside the KYMAi ecosystem.

FREQUENTLY ASKED QUESTIONS

FAQs:

What Is KYMAi Token?

KYMAi Token is the cryptocurrency powering KnowYourMarket.ai, a cutting-edge AI platform revolutionising marketing intelligence. It provides platform access, advanced tools, and participation in governance.

How does the Founder Round work?

The Founder Round is KYMAi's initial token sale. Early participants can purchase KYMAi tokens at the initial issue price before the public sale. Founder Round participants receive additional benefits, including priority platform access and early governance participation.

How Can I Buy KYMAi Tokens?

1. Set up a wallet (e.g., Metamask Wallet).
2. Fund your wallet with cryptocurrency from an exchange like Binance or Coinbase.
3. Connect your wallet to the **KYMAi Buy Widget** on our website and purchase tokens.

What is the Total Supply of KYMAi Tokens?

The total supply is 35 million KYMAi tokens. Allocations are structured between the Founder Round, Public Sale, Liquidity/Staking Pools, and Platform Development.

What Payment Methods Are Accepted?

During the Founder Round & Public Sale, **Ethereum (ETH)**, **USDT** and fiat currency are accepted. Check the KYMAi Buy Widget for detailed instructions or contact us directly.

When Can I Claim My KYMAi Tokens?

Tokens are allocated immediately upon purchase and are distributed to your wallet upon purchase. No additional action is required to claim your tokens.

Where Can I Get Support?

For updates, assistance, or questions, [join our Telegram Group](#) or email us directly at tokensupport@knowyourmarket.ai to connect with the KYMAi team.

SECURITY & COMPLIANCE

SECURITY AND COMPLIANCE

At KYMAi, security and compliance are at the core of everything we do. Our approach combines advanced technology, rigorous audits, and proactive governance to protect your data, payments, and investments while ensuring full transparency.

Website and Payment Security

Our platform is built with secure, state-of-the-art Web3Toolkit technology, adhering to industry best practices. Transactions are encrypted and processed via secure protocols, and wallet connections are safeguarded using trusted tools like MetaMask and WalletConnect, minimizing vulnerabilities.

Smart Contract Audits

The KYMAi token smart contract has been thoroughly audited by leading blockchain security experts to ensure it meets the highest standards of security and functionality. It guarantees transparency, fairness, and protection for all participants.

Regulatory Compliance

KYMAi complies with global cryptocurrency regulations, actively monitoring evolving laws to ensure ongoing compliance and reduce risks for investors. All token sales will be subject to KYC/AML verification, and participation may be restricted in jurisdictions where cryptocurrency sales are limited or prohibited by law.

Governance and Testing

Led by Daniel Martin, KYMAi implements strong governance practices to ensure accountability, transparency, and sustainability. The platform undergoes continuous testing, regular updates, and strict adherence to development standards.

By combining cutting-edge technology and strong governance, KYMAi prioritizes security, compliance, and trust, creating a secure and thriving ecosystem for its community and investors.

PRIVACY & DATA PROTECTION

At KYMAi, safeguarding user data is central to our mission. As an AI-powered platform built on trust, we are committed to protecting personal information, marketing data, and financial transactions with the highest levels of security and transparency.

Data Collection

- **Platform Usage Data:** KYM collects only the information necessary to deliver insights, such as connected account metrics, research inputs, and system logs.
- **Financial Data:** Wallet addresses, payment confirmations, and transaction details are recorded securely when purchasing KYMAi tokens or platform credits.
- **Personal Information:** Limited details may be collected during KYC/AML verification to comply with global regulations.

Data Handling & Storage

- **Encryption:** All sensitive information is encrypted in transit (TLS) and at rest using industry-standard protocols.
- **Access Controls:** Only authorised KYMAi team members with a legitimate business need can access stored data.
- **Minimal Retention:** Data is retained only as long as necessary to deliver services, meet compliance obligations, or support user accounts.

Data Usage

- **Insights Generation:** Marketing and research data connected to KYM accounts is processed solely to deliver platform insights and reports.
- **No Resale Policy:** KYMAi does not sell user data to third parties. Data is never used for advertising or commercial reselling.
- **Aggregate Learning:** Platform improvements are driven by anonymised, aggregate usage patterns, never by exposing individual business data.

PRIVACY & DATA PROTECTION

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Compliance & Jurisdiction

- **KYC/AML:** All token purchases are subject to Know Your Customer (KYC) and Anti-Money Laundering (AML) verification.
- **Regulatory Restrictions:** Participation may be limited or restricted in jurisdictions where cryptocurrency sales or usage are prohibited.
- **GDPR & Privacy Standards:** KYMAi is designed in alignment with international privacy laws, including the EU General Data Protection Regulation (GDPR).

User Rights

Users may:

- Request access to their stored data.
- Correct or update inaccurate details.
- Request deletion of data, subject to regulatory and contractual obligations.

Requests can be directed to privacy@knowyourmarket.ai

Our Commitment

KYMAi's vision is to be the operating system for modern marketing, and that begins with trust. By prioritising security, privacy, and compliance, we ensure that every user — from early token holders to global enterprises — can participate with confidence.

Be Early. Get KYMAi.

By 2030, KYMAi aims to power the intelligence layer behind every marketing decision - where every dollar spent is informed by data, AI, and verified market reasoning.

Secure your tokens today and become part of building the future of marketing intelligence.

token.knowyourmarket.ai

LEGAL DISCLAIMER

This white paper and all related content regarding KYMAi (KYMAi Token) are provided for informational purposes only. KYMAi is not a financial services product and does not offer financial advice, investment recommendations, or guarantees of any kind.

KYMAi and its affiliates expressly disclaim liability for financial decisions made based on this information. Prospective investors are strongly encouraged to conduct independent research and consult with a qualified financial advisor before making any investment decisions.

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