

# *Tokenizing the experience economy*

ITM Studio, Inc.

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## **Abstract**

The current brand economy is structurally inefficient. In an era where every entity—whether a global enterprise, independent creator, or emerging community—operates as a brand, engagement is the single most valuable driver of retention. Yet, the infrastructure for scaling engagement, whether digitally or physically, remains fundamentally broken. Consumer interactions are fragmented across siloed platforms, loyalty programs are shallow, and brands must continuously repurchase access to their own audiences via intermediaries. The economic model is unsustainable.

Brand-consumer relationships lack a transparent system of record, making participation ephemeral and value extraction asymmetric. Brands invest in campaigns that generate demand, yet fail to capture or compound that value beyond the immediate transaction. The absence of a verifiable, composable engagement layer has led to a reliance on third-party platforms that extract more value than they provide—turning audience ownership into a perpetual expense rather than a retained asset.

We live in an experience economy. Brands build worlds to cut through the noise. Consumers show up to experience those worlds, both physically and digitally. In the age of AI and infinite digital content, what happens offline is the primary driver of attention online. Yet, the online and the offline systems don't talk to each other. Attending something doesn't unlock anything else. No rewards, no personalization, no memory. Every experience is a dead end. Fans who consistently show up get treated the same as those who don't. Showing up is the clearest signal of intent, and brands today have no way of activating this intent and converting it into a long running relationship with the consumer. Loyalty is rapidly reaching a dead end.

To address the issues brands face in engaging and interacting with their audiences, we introduce ITM (In the Moment), built with public blockchain infrastructure and other decentralized technologies. ITM is the “Shopify of experiences”, it lets anyone build a world around their brand, and is comprised of the following components:

1. An efficient tokenized loyalty system powered by the ITM platform token (\$MOMENT).
2. A proprietary system of campaigns (Moments) and touchpoints (Echoes) for facilitating brand-consumer interactions.
3. A privacy-preserving, provable record of every platform interaction built on soulbound tokens as keys.
4. A sybil-resistant identity system (ITM ID) for personalized rewards and cross-brand portability built on participatory, social and biometric attestations.

With ITM, brands gain a structural advantage: the ability to convert engagement into a compounding asset rather than a recurring cost. By integrating engagement, commerce, and access into a unified and sufficiently decentralized participation layer, ITM not only increases lifetime customer value but also creates a standardized, interoperable framework for worldbuilding at scale.

# 1 Introduction

## The Crisis of Modern World-Building

Brand engagement today is a fragmented, high-friction process. While businesses craft narratives across multiple touchpoints, their tools remain disconnected across IRL and digital data streams. Existing infrastructure forces brands to patch together disparate systems (POS, ticketing, CRM, social media) without a unified source of truth. This results in incomplete consumer profiles, inefficient loyalty programs, and an inability to scale personalized engagement.

**The underlying issue is structural.** Brands lack direct access to first-party data across their touchpoints, which limits their ability to execute targeted, high-value engagement strategies. At the same time, they are locked into third-party ecosystems that not only gatekeep consumer interactions but also charge recurring fees for access to audiences brands have already acquired. This inefficiency turns brand engagement into a perpetual expense rather than an asset that compounds over time.

## 1.2 In The Moment (ITM)

We propose ITM as a solution to these problems. ITM unifies brand interactions into a **cohesive, actionable user profile**, enabling seamless integration of digital and physical experiences. Through a system of containers and touchpoints, soulbound tokens and zk-based onchain proofs, brands can track access and engagement while eliminating data silos. These keys act as **an immutable system of record**, establishing trust-based relationships that are **verifiable, nontransferable, and scalable across campaigns**. This transforms participation from an ephemeral touchpoint into a persistent, structured data layer that brands can leverage to drive retention, monetization and lifetime consumer value.

- **Unified Identity:** A comprehensive onchain profile that captures all brand interactions
- **Verifiable Engagement:** Immutable record of participation that builds brand equity over time
- **Programmable Access:** Dynamic unlocking of content, products and experiences based on real world signals
- **Tokenized Loyalty:** Onchain proofs anchor a robust and transparent token distribution mechanism that keeps high intent users on platform

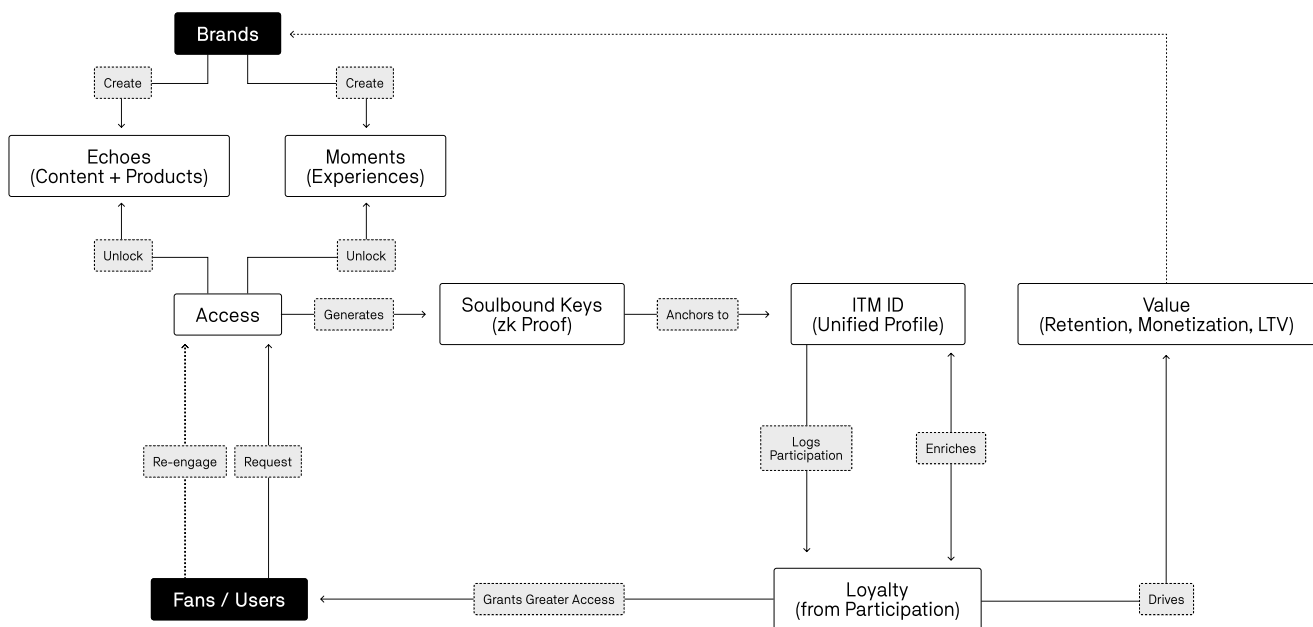


Figure 1: ITM Verified Engagement Flywheel

## 1.3 Traction

Since its private beta release in October 2024, ITM has helped brands in NYC reach 15,000 consumers through the creation of experiences (ticketed events, product drops) on the platform. Since the launch of the campaign protocol on Base in March 2025, 7500 mints have been processed through the protocol, encoding these touchpoints onchain. ITM is following a problem -> product -> platform -> protocol approach to building a sufficiently decentralized network that scales for brands of all sizes. The protocol will not create the network. It will scale a network that is already alive and trusted.

## 2 The \$MOMENT Token

Building an audience is harder than ever. As customer acquisition costs are soaring across ads, emails, SMS, social content, legacy best practices no longer drive loyalty. High-performing customer loyalty programs are complicated to operate and scale. At best, most loyalty programs amount to discount widgets bolted on to siloed software. Brands end up paying twice: once to acquire a customer, and again to re-acquire the same customer every time they launch a drop, event, or product line.

A tokenized, transparent loyalty-and-engagement ledger ties brands and their audiences together far more tightly than today's coupon-style programmes. Brands don't have to spend resources trying to instrument their own loyalty programs on top of their experiences. By issuing \$MOMENT for verifiable presence and spend—and recording every earn, burn, and transfer on an open ledger—ITM lets brands reclaim the value and behavioural data that currently leak to third party platforms. Unlike legacy rewards marketplaces, which strand points inside proprietary wallets and fix their redemption value, \$MOMENT lives on a public blockchain. Holders can move the tokens anywhere, swap them for other assets, or plug them into third-party experiences. The result is a coalition-loyalty currency whose utility extends well beyond a single brand or campaign, recapturing economic upside and insight for the entire experience economy.

### 2.2 Design Principles

\$MOMENT differs from traditional point systems as it does not rely on transactions as the sole driver of loyalty status. The token turns cross-brand participation into the primary currency of brand engagement. The current token design and issuance plan is intended to set up a stable foundation over the first four years of operations.

- **Utility First:** Token is earned by showing up and spent to unlock access, upgrades, and discounts—never required to speculate.
- **Deflationary Scarcity:** A fixed 1 billion genesis supply and a burn-and-mint engine that destroys three tokens for every one re-issued.
- **Coalition Over Silos:** One cross-brand currency replaces dozens of isolated points schemes, letting loyalty compound across brand worlds.
- **Composable & permissionless:** Standard ERC20 on Base L2; any wallet, DEX, or smart-contract extension can integrate without API gates.
- **Token Sinks:** Tangible demand for the token baked into the product for accessing advanced features and increased usage limits.

## 2.3 Supply and initial allocation

1,000,000,000 \$MOMENT will be minted and distributed to users of the ITM platform (“Network Participants”), contributors and stakeholders over a four-year period following genesis. There will be an initial transferability restriction on \$MOMENT distributed to network participants, and some issuances may be subject to different vesting schedules. There will be no scheduled inflation, and supply can only be re-introduced through the burn-and-mint mechanism.

Bucket	% of Supply	Vesting Schedule
Community airdrop (retro)	15%	Liquid at TGE
Loyalty reserve (future emissions)	15%	Non-circulating; receives 25 % of each burn-and-mint epoch
Brand & curator incentives	15%	Linear over 24 m, KPI-gated
Developer grants	5%	Linear over 36 m
Treasury (ops & liquidity)	5%	12-m cliff, then unlocked
Team & Investors	30%	12-m cliff + 36-m linear
Public liquidity bootstrap	15%	50-50 \$MOMENT/USDC LP, locked 12 m

## 2.4 Utility

As a platform token, \$MOMENT is intended to supercharge the flywheel on the ITM platform. Brands are rewarded in the form of increased engagement by their consumers, and the consumers are rewarded with increased incentives to continue to interact with their favorite brands.

### 1. Earn

- Consumers receive \$MOMENT every month proportional to verified spend and engagement.
- Curators and brands earn a share when they refer new brands to the platform.
- Developers who ship meaningful products on top of ITM’s protocol earn developer rewards.

### 2. Spend

- Users can redeem \$MOMENT for ticket upgrades, merch discounts, gated drops, or VIP queue-skip.

### 3. Settle

- Brands pay the ITM SaaS fee in \$MOMENT (auto-swapped from USD). Usage based add-ons (eg. LLM analytics, emails, SMS) require additional buys of \$MOMENT that are sent to the burn-and-mint engine.

## 2.5 Burn and Mint Engine

The contract uses a burn-and-mint mechanism, in order to apply stable deflationary pressure on \$MOMENT. Because destruction outweighs re-issuance, circulating supply can only decline, converting aggregate engagement into long-term token scarcity.

## 2.6 Rewards Calculus

For every monthly epoch  $E$  the protocol distributes a fixed  $T_E$  from the loyalty reserve. Each user  $u$  earns:

$$M_{u,E} = \left[ k_E S_{u,E} + k_E P_{u,E} \right] \times \Theta_u$$

Where,

$S_{u,E}$  is the user's spend share of the total GMV, contributing to 50% of a user's raw score

$P_{u,E}$  is the user's share of verified engagements (check ins, echo interactions, referrals), contributing to 50% of a user's raw score

$\Theta_u \in [0,1]$  is the ITM ID composite score, and acts as a quality-of-identity multiplier— high-reputation users earn in full, while low-reputation or Sybil-suspect accounts see rewards dampened.

$k_E$  is the scaling constant that ensures  $\sum M_{u,E} = T_E$

## 2.7 Technical Specification

**Standard** — ERC-20 (18 decimals) with audited burn-and-mint logic

**Chain** — Base (L2) or equivalent

**Custody** — Privy embedded wallets; exportable to self-custody anytime

**Sybil resistance** — Composite ITM-ID score fed into  $\Theta_u$  low scores incur quadratic down-weighting before the pool is distributed

## 2.8 Sybil Scoring

ITM ID is the protocol's proof-of-uniqueness rail. Every wallet is assigned a composite score  $\theta_u \in [0,1]$  that gates rewards (see § 2.6) and is refreshed each epoch. The score is built from four orthogonal signal groups; all proofs are verified in zero-knowledge and stored off-chain in an IPFS-backed Merkle map.

Signal group	Weight	Proof method	Sybil cost rationale
Phone / email verification	0.20	SMS OTP + DKIM email check	Cheap bots blocked quickly
World ID	0.40	Semaphore-style zk-proof	High assurance of singular human
Social attestations	0.20	$\geq 3$ Instagram/Tiktok/Twitter handles signed by $\geq 0.7$ IDs	Web-of-trust friction
ITM tenure	0.20	1+ ITM txs in epoch	Discourages fresh farmed wallets

A quadratic dampener is applied to the sybil scoring so that high-reputation users earn in full; borderline wallets see emissions fall off quadratically, and obvious farms earn nothing

## 2.9 Governance

\$MOMENT is loyalty, not equity. No token-weighted corporate governance over ITM Studio, Inc.



### 3 Campaign Architecture

The system that governs the distribution of the \$MOMENT token within ITM is the campaign infrastructure.

**The campaign protocol adopts Ethereum’s ERC-1155** standard as its foundation, leveraging an upgradeable factory-proxy pattern to ensure maximum flexibility and scalability. The standard was chosen specifically for its ability to handle both fungible and non-fungible tokens within a single contract, enabling efficient management of various access tiers and offerings. This technical foundation provides the scalability needed for mass adoption while maintaining the flexibility required for diverse brand implementations.

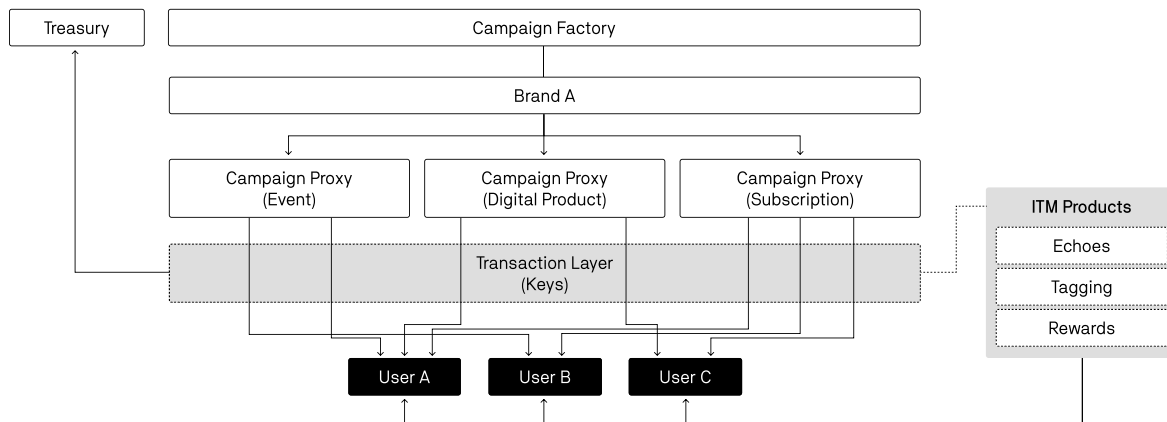


Figure 2: ITM Protocol Architecture

At its core, the protocol uses soulbound keys—non-transferable digital assets issued directly by brands—to authenticate participation and unlock exclusive access to products, content, and experiences. Pairing soulbound keys with zk-proofs published onchain allows the nature of the engagement to remain private but widely available as a resource on the public blockchain.

#### 3.1 Issuance Keys

Keys function as the atomic unit of interaction between brands and consumers. The protocol enables brands to issue keys based on meaningful interactions spanning both digital and physical touchpoints. Key issuance is triggered by:

- **Transactions:** Product purchases, ticket acquisitions, or service subscriptions that demonstrate direct economic engagement
- **Digital Engagement:** Content consumption, social interactions, and online participation that show community involvement
- **Physical Participation:** Event attendance, retail presence, and brand activations that bridge digital and real-world experiences

Brands maintain complete control over when and why keys are issued, defining the parameters that convert engagement into structured loyalty incentives. This flexibility allows brands to design participation models that incentivize sustained, long-term engagement rather than one-time transactions.

The soulbound nature of the keys guarantees a verifiable, immutable record of participation, while brands maintain full authority over issuance, revocation, and modification using signature-based minting and other administrative controls. Furthermore, the keys function as dynamic credentials that can evolve over time to unlock tiered access, content, and rewards. This adaptive utility, combined with trustless administration, eliminates reliance on centralized platforms, ensuring that consumer relationships remain secure and under the direct control of the brand.

## 3.2 Key Features

The protocol's key features create a robust and scalable system for brand engagement that prioritizes both security and user experience. Through its soulbound design, keys maintain a verifiable record of participation while remaining non-transferable, preserving the authenticity of each user's engagement history. Brands retain full authority over issuance, revocation, and modification, ensuring they maintain sovereignty over their consumer relationships.

Keys function as dynamic credentials that evolve over time, unlocking tiered access and rewards based on deepening engagement. This adaptive utility enables brands to create sophisticated loyalty programs that automatically progress as users demonstrate increased commitment to the brand, or simply rely on ITM's built in loyalty system with \$MOMENT.

## 3.3 Economic Layer

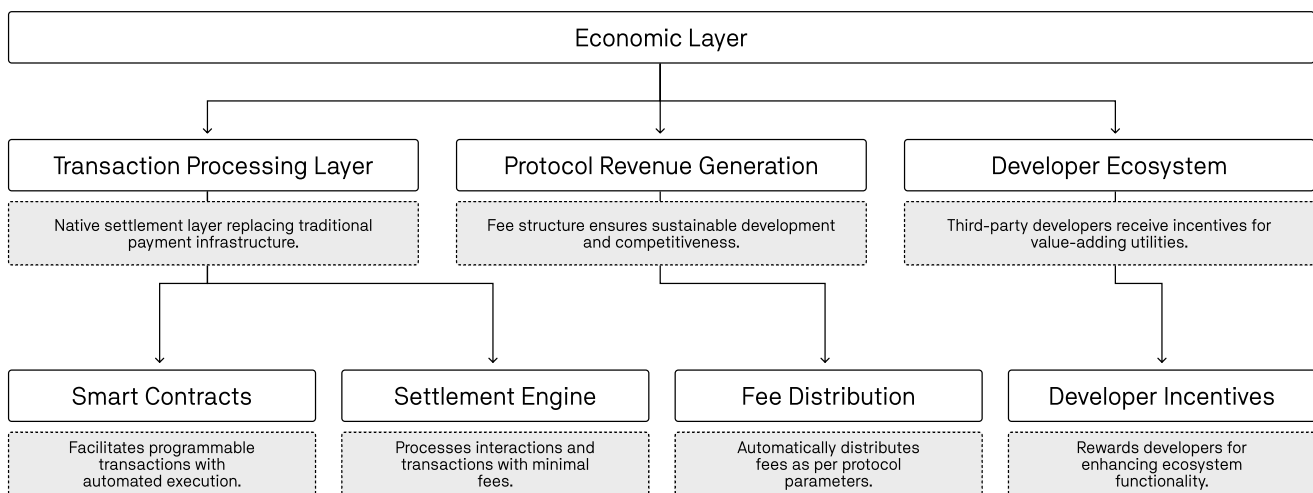


Figure 3: Economic Layer

The protocol establishes a comprehensive economic model that aligns incentives between all participants. This model operates through three key mechanisms:

- **Transaction Processing Layer:** The protocol serves as the native settlement layer for all brand-consumer interactions, replacing traditional payment infrastructure with a more efficient, programmable system. This enables direct value exchange while significantly reducing transaction costs.
- **Protocol Revenue Generation:** A carefully calibrated fee structure on economic transactions ensures sustainable protocol development while remaining competitive with traditional payment systems. These fees are automatically distributed to the \$MOMENT burn and mint engine according to predefined protocol parameters.
- **Developer Ecosystem:** Third-party developers can build additional utility layers that enhance key functionality, receiving \$MOMENT rewards for their contributions. This creates a sustainable ecosystem where development is directly tied to value creation.

## 4 Use Cases Within ITM

The MVP modeling of keys is already active in live deployments on ITM, with artists like FKA Twigs and communities such as Club Chess and Welcome.jpeg harnessing ITM to unify commerce, engagement, and loyalty into a single, streamlined layer.

### 4.1 Campaign Containers — *Moments*

ITM structures campaigns through “**Moments**” - dedicated containers for specific brand experiences and activations. Each Moment can be represented as an ERC1155 campaign on the protocol, with distinct token IDs assigned to represent various access tiers and offerings. This enables precise tracking of user participation within discrete brand experiences.

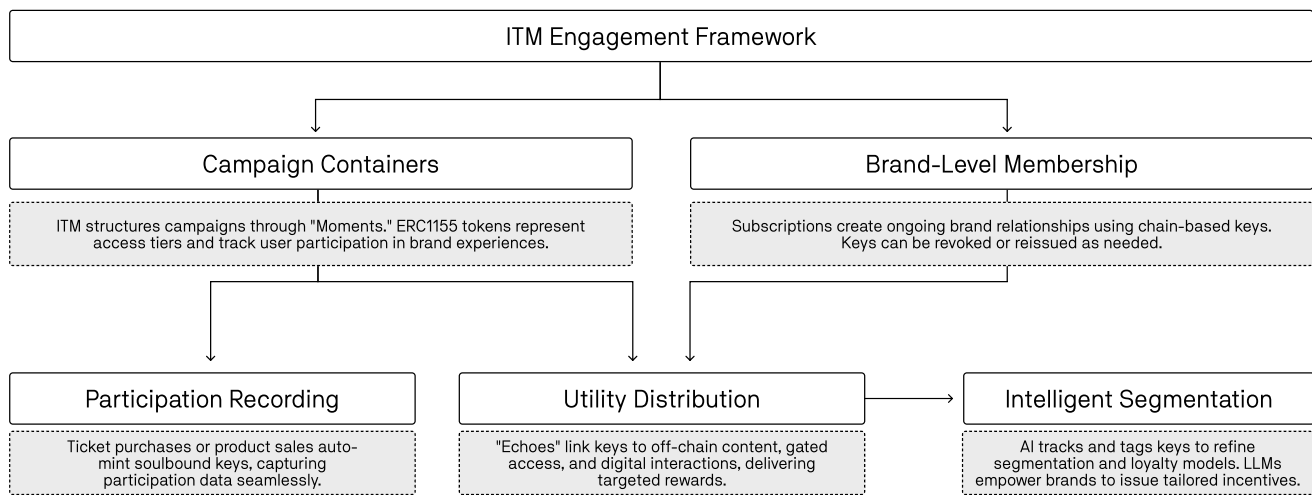


Figure 4: ITM Engagement Framework

### 4.2 Brand-Level Memberships — *Subscriptions*

Independent of Moments, ITM enables ongoing brand relationships through subscription-based access. Using keys to monitor continuous engagement and membership status, brands can create persistent connection points with their audiences. This subscription system operates at the brand level, replacing traditional membership models with programmable, chain-based relationships that exist independently of any specific Moment. Brands can revoke the key if a user removes their subscription, and re-issue a key if their subscription is re-activated.

### 4.3 Participation Recording — *Auto-Minted Keys*

Transactions such as ticket purchases or product sales trigger the auto-minting of soulbound keys. This process, aided by wallet abstraction and signature minting, ensures frictionless consumer onboarding by automatically capturing participation data.

## 4.4 Utility Distribution — *Echoes*

ITM delivers utility for keys through “**Echoes**,” linking off-chain content, gated access, and digital interactions to key ownership. This mechanism allows brands to deliver targeted rewards based on a user’s engagement history.

## 4.5 Intelligent Segmentation — *AI-Driven Analysis*

ITM integrates AI-driven consumer intelligence by tracking and tagging keys—purchases, event attendance, and overall engagement—to refine segmentation and predictive loyalty models. LLM-assisted tagging further empowers brands to issue tailored incentives to high-value consumers.

# 5 Future Applications

The campaign protocol’s functionality extends well beyond its native platform engagement, opening new possibilities for brand-consumer relationships at scale.

## 5.1 External Integration Framework

An off-platform integration SDK will enable seamless key issuance from external platforms like e-commerce and membership systems. This extensive integration allows brands to extend their participation layer and gain true cross-platform visibility into their audience engagement. Through a robust webhook system, external platforms can trigger automated key issuance while maintaining the protocol’s security and verification standards.

## 5.2 Partner Ecosystem Development

The protocol’s architecture supports authorized third parties, such as venues and retailers, participating directly in ITM’s ecosystem. This partner network can issue keys on behalf of brands, creating a powerful web of trusted relationships. By consolidating all engagement data into a single, brand-controlled repository, the ecosystem eliminates traditional data silos while expanding brands’ reach through trusted intermediaries.

## 5.3 Engagement Verification Systems

Future protocol extensions will transform how brands verify and reward meaningful participation. Gamified loyalty systems will leverage the campaign protocol as their data foundation, offering true Proof of Engagement based rewards. Quest-based models will automatically mint keys as users achieve defined milestones, ensuring rewards are based on verified participation while reducing incentive fraud.

The protocol will also enable sophisticated reputation and reward mechanisms, including tokenized reputation systems and engagement-based airdrops that reward high-value participants based on their historical actions. This on-chain reputation framework enables efficient capital allocation during token generation events, creating direct alignment between sustained engagement and value capture.

## Conclusion

The economics of brand engagement are broken, but ITM provides the missing infrastructure to fix them. By anchoring loyalty and participation to onchain participation and a singular platform token, ITM eliminates fragmented data silos, reduces dependence on intermediaries, and converts consumer engagement into a durable, on-chain asset. Brands no longer need to repurchase access to their own audiences—participation itself becomes the value driver.

As ITM adoption scales, it establishes a universal **economic layer** for brand-consumer relationships, where engagement, access, and commerce converge into a seamless, monetizable flow. This is the foundation for a **new financial model**—one that rewards direct relationships, transforms participation into equity, and standardizes engagement as a **tradeable, structured economic asset**.