OVERVIEW

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Attention Economy

"The currency of life isn't money. It's not even time. It's attention." — Naval Ravikant

The era of GenAI has drastically reduced the marginal cost of producing information, increasing its abundance while making it more challenging to filter for what is truly worth our time. In this new economy, what is scarce and valuable is the attention that information accrues — through clicks, likes, shares, and impressions — representing the flow of value in the trillion-dollar attention economy.

Yet, the attention economy today is broken. Creators produce content, users contribute personal data, brands spend huge amounts on advertising — yet the vast majority of the value flows to platforms.

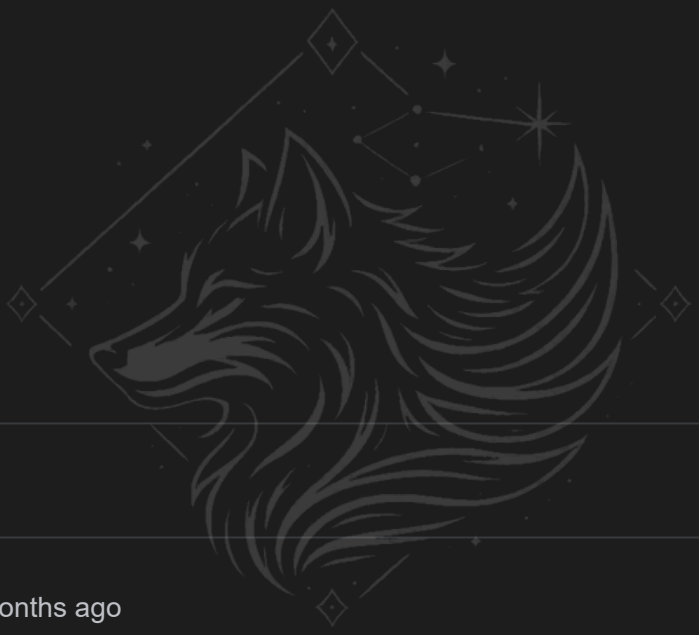
How do we redefine the relationship among creators, users, brands, and platforms?

How do we collectively build a fairer and more efficient attention economy, while rewarding all market participants?

At Kaito, we believe InfoFi is the answer.

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Why InfoFi

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