

KIN

Transparency Report

For the year ending 31 December 2021

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01

Introduction

Introduction

As the Kin Foundation paves the path towards the Web3 digital future, it's important to reflect on the journey since Kin went live on September 26, 2017.

In 2017, cryptocurrency-enabled digital experiences and identities were just coming to the fore, but big data behemoths were still making it difficult for developers to effectively monetize their digital creations while maintaining a user-first experience.

Enter Kin - with a promise to provide developers innovative tools to monetize Web3 experiences and give-back to users the value they deserve for bringing meaningful contributions to these platforms. Not only does Kin align developers and users over shared economic benefits with a sustainable and fair revenue model (the Kin Rewards Engine), but it also provides developers with a fast, easy and reliable path to building innovative cryptocurrency-based experiences via plug-and-play SDKs, therefore removing complicated technical hurdles to blockchain integration.

Today, the entire Kin Ecosystem is a thriving tokenized community. Each user is empowered to earn or spend Kin within a network of independent apps. Each Kin app has created a unique earn and spend model, whether across Social, Gaming, Content, Video, Chat, NFT, E-commerce or Community related user activities.

Since the inception of Kin, the Kin Foundation continues to evolve its direction alongside the quickly developing cryptocurrency ecosystem. Of key significance in 2020/2021 was the migration from the Kin Blockchain (a fork of the Stellar protocol) to the Solana blockchain, an emerging platform that offers the transaction speed and scalability performance that Kin requires to grow.

Although we're still early in the journey towards a better digital future, Kin has amassed an ecosystem of thousands of developers and users from 117 countries, all with the same passion for a decentralized, open-sourced economy for everyone to benefit. While today the Kin Ecosystem is home to a few dozen apps, the ecosystem has already enabled over 65+ million user wallets, and distributed more than \$70m USD in rewards across 60+ apps since its inception. Without a doubt, Kin is one of the most active SPL tokens on the Solana Blockchain with respect to total holders, on-chain transaction activity and transfer volumes.

This report shares an open and transparent view of the Kin Foundation's activities whose principal focus is to nurture a generous agenda of allocating the Kin Reserves towards propelling the Kin Ecosystem forward. Everything the Kin Foundation does is in service of the Kin Ecosystem and its well-being. Going forward, we will continue sharing progress through regular reports, open dialogue and responsible transparency.

We look forward to the continued growth of the Kin Ecosystem, the evolution of its core and community-developed technologies, as well as the propagation of its flagship cryptocurrency Kin, throughout an increasing variety of use cases, mobile applications and website businesses.

William Mougayar
Executive Chairman, Kin Foundation

02

Foundation Overview

Foundation Mandate

The Kin Foundation's mandate is to grow the reach and impact of the Kin Ecosystem, an open network of developers unified through the Kin currency.

The principal function of the Kin Foundation is the transparent governance and allocation of the Kin Reserves, that are intended to align the incentives of ecosystem participants behind growing the adoption of Kin and supporting the infrastructure that underpins it.

To fulfill its mandate, the Kin Foundation has dedicated resources to specific goals related to developer and user adoption, infrastructure support, research and development, and governance. This is done through a step-by-step process to create the space for iterative development and to test concepts and proposals, with the intent to further decentralize over time.

Governance Structure

BOARD OF DIRECTORS

The Board of Directors has the overall responsibility to drive the Kin Foundation's strategy, manage and administer its assets, and expand its operational capacity over time. The Board of Directors is appointed annually by the members and currently consists of three directors:

Name	Position	Year Appointed
William Mougayar	Chairman, Director	May 2018
Matt Hannam	Executive Director	Nov 2020
Ted Livingston	Non-Executive Director	Sep 2017

KIN FOUNDATION TEAM

Over the past year, the Kin Foundation expanded its team to further support the growth of the Kin Ecosystem, and prepare for the mass adoption of apps by bolstering its strategic marketing, developer relations and blockchain development capabilities.

In addition to William Mougayar and Matt Hannam who have assumed operational duties during 2021, the current Kin Foundation team is comprised with individuals fulfilling the following functional responsibilities:

Position	Responsibility
Executive Chairman, Director	Leading the board of directors and overseeing the strategic direction of the Kin Foundation.
Executive Director	Operational management, supporting strategic direction and brand growth.
Chief Technology Lead	Overseeing blockchain development, SDKs and the Kin technical team.
Head of Growth	User growth and developer/app acquisition.
Head of Finance & Operations	Financial and logistical operations.
Head of Developer Relations	Developer relations and technical support and tools.
Strategic & Asia Partnerships Lead	Strategic and Asian partnerships as well as increasing liquidity for the Kin token.
Marketing & Communications Lead	Content creation, strategic marketing direction and social media management.
Developer - Back-End Engineer / SDKs	Back-end development, SDKs and technical support.
Developer - Data Architecture	Data architecture, data strategy and standards.
Developer - KRE Operations	Managing the growth of the Kin Rewards Engine and the overall health of the ecosystem.
Developer - Mobile SDKs	Mobile SDK development and technical support.

The team is globally distributed, working together across nine countries with the ability to provide round-the-clock coverage for the globally distributed Kin Ecosystem. By virtue of its variety, the combined team members speak nine languages: English, Dutch, French, Mandarin Chinese, Arabic, Kikuyu, Swahili, Portuguese and Spanish. The team's working language is English.

KIN COMMUNITY ADVOCATES

From app developers to crypto enthusiasts, content creators, supporters, influencers, and long-standing advocates, the Kin community is full of people from various walks of life sharing the same passion and beliefs for a better digital future – revolving around a decentralized cryptocurrency, Kin, that enables it.

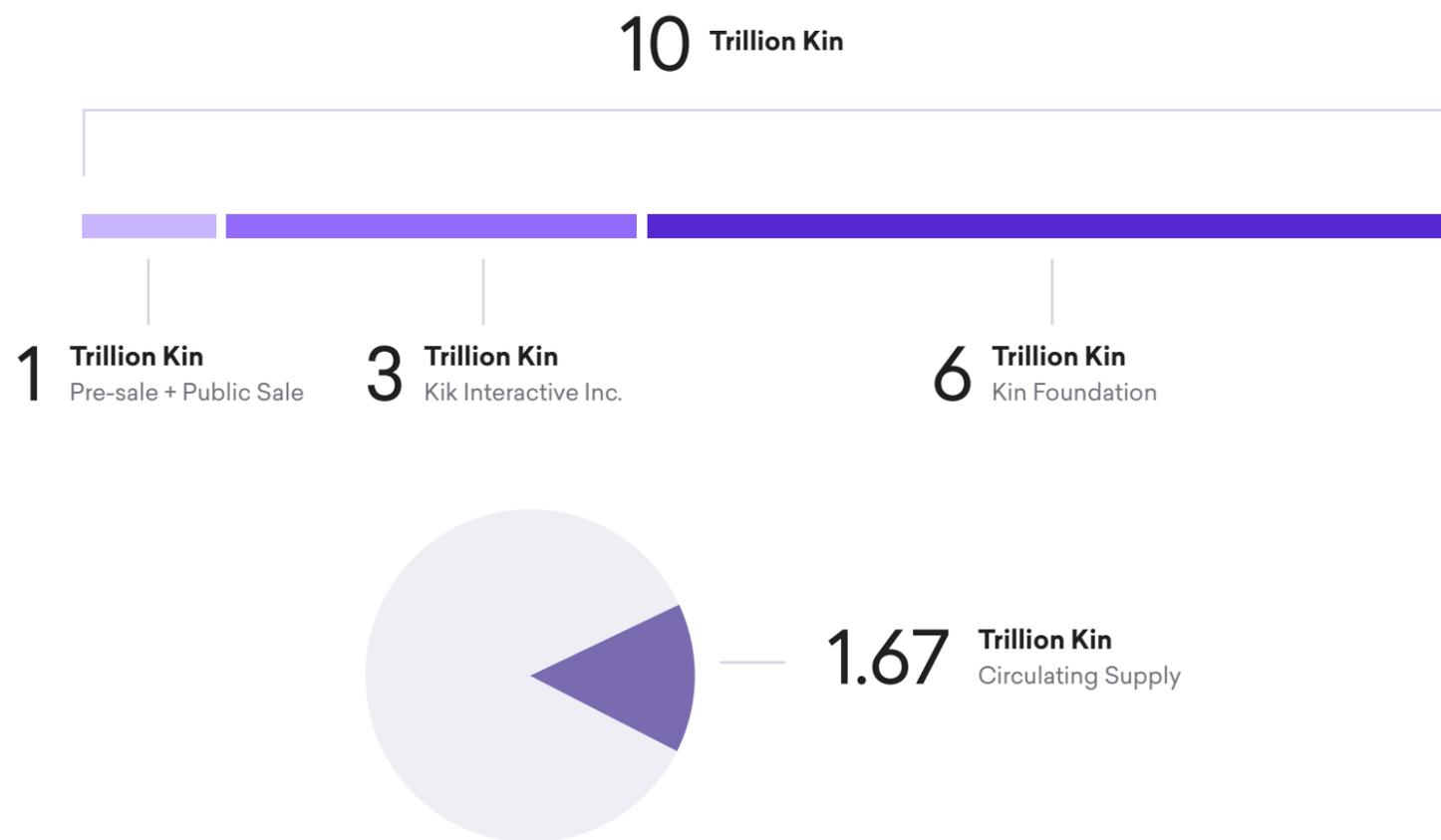
As the Kin Foundation is constantly innovating to support the increasingly decentralized nature of a rapidly growing digital economy built around its many use cases, the Kin Community Advocates play an increasingly important role towards the growth of Kin. The Kin Foundation is grateful to have a very powerful and passionate community around its ecosystem, working together to create a better digital world with users and developers at the center.

03

Allocation of Kin Reserves

Allocation of Kin Reserves

TOTAL DISTRIBUTION OF KIN



The Kin Foundation was allocated 60% of the total supply of Kin to drive the productive growth of the ecosystem. To date, the Kin Foundation has distributed Kin in four ways: (1) the Kin Rewards Engine, (2) Grant Programs (3) Historical Kin Blockchain Node Incentives (4) Marketing and Operations.

KIN REWARDS ENGINE

The Kin Rewards Engine is an algorithmic distribution of Kin to app developers driving growth of the Kin Economy. The logic of the Kin Rewards Engine is found in the public Kin Ecosystem GitHub Repository. Anyone interested in contributing can submit, review, and comment on design proposals and iterations through the Kin Rewards Engine Repo on Github. Proposals are reviewed and accepted, denied, or modified by the Kin Foundation Board based on community feedback.

DEVELOPER AND USER GRANT PROGRAMS

The Kin Foundation implemented developer programs to bring a cohort of apps into the ecosystem at the same time, help bootstrap apps innovations, and help provide funding for apps who are bringing value to the ecosystem. Over time, with the need for grant issuance to be streamlined, the Kin Catalyst Fund was established and today individual or team based grants are predominately issued from the fund rather than through stand-alone developer or user grant programs.

THE KIN CATALYST FUND

In February 2021, the Kin Foundation established the Kin Catalyst Fund. The Kin Catalyst Fund offers Kin grants to qualified teams and individuals that can successfully bring meaningful contributions, and innovative user experiences to the Kin Ecosystem.

HISTORICAL KIN BLOCKCHAIN NODE INCENTIVES

Prior to the migration of the Kin token to the Solana blockchain, the Kin Ecosystem ran on the Kin Blockchain, a fork of the Stellar protocol. During that time, various independent third-party companies operated nodes for this network and the Kin Foundation compensated certain node operators in Kin for their services. These payments concluded in December 2020 when the node operators agreed to stop contributing to the Kin Blockchain after the migration of the Kin token to the Solana Blockchain was completed.

MARKETING AND OPERATIONS

One fourth (25%) of the Kin Foundation's Kin is available for marketing and operations. These activities include co-marketing initiatives and services that support the Kin Ecosystem.

Kin Catalyst Fund

The framework for the Catalyst Fund encompasses four pillars which include (1) User Jumpstart Grants, (2) Bounty Challenges, (3) Accelerator Grants and (4) Strategic Grants / funding for Strategic Projects. The Kin Foundation makes grant decisions via an objective, collaborative, and fair process.

USER JUMPSTART GRANTS

Provided for users of apps that are new to the Kin Ecosystem to help them earn their first Kin and spark economic activity, in turn, kickstarting KRE earns. Applicants are required to have an accompanying marketing program to drive user acquisition and growth. Approved grants are provided in tranches and tied to specific user activation and results-based milestones.

BOUNTY CHALLENGES

Tasks, projects, and challenges (identified jointly by the Kin Community and the Kin Foundation) that span all aspects – technical, marketing, education, and business development – awarded to individuals and teams that see them through to completion on a first-come first-serve basis.

ACCELERATOR GRANTS

Geared towards developers that have created high potential early-stage apps or services (at least MVP) and have demonstrated the ability to execute. Approved funding is provided in tranches and tied to specific milestones.

STRATEGIC GRANTS / STRATEGIC PROJECTS

Strategic Grants are available to qualified teams and individuals that can successfully bring meaningful contributions of any sort to the Kin Ecosystem. Grants are awarded based on the achievement of measurable milestones where applicable. Strategic Projects are large scale projects of key importance to the growth and evolution of the Kin Ecosystem. This type of grant is available to qualified applicants via a Request for Proposal (RFP) process.

For the period 1 January 2021 to 31 December 2021

Grant Type	No. Of Grants Approved.	No. Of Grants In Progress At Time Of Report.	No. Of Grants Completed
Bounty Challenges	10	-	10
Grants	9	5	4
Total	19	5	14

Kin Foundation Vesting

In the Kin Whitepaper, it was stated that the Kin Foundation’s allocation of Kin would vest at a rate of 20 percent of the remaining supply per year in perpetuity. After launch it was determined that this rate of vesting should be recalibrated to eliminate any carryover year to year. This means that each year, any Reserves that were available for distribution but not allocated are added back to the total Reserve supply. The Kin available for distribution in the following year is then limited to 20% of the current Reserves.

Annual Allocation = (Opening Kin Reserves Balance for 20XX) x (20%)

The following table outlines how this has manifested to date.

	Annual			
	Opening Kin Reserve	Reserve (20%)	Kin Allocated	Ending Kin Reserve
2017	6.000T	1.200T	0.000T	6.000T
2018	6.000T	1.200T	0.200T	5.800T
2019	5.800T	1.160T	0.210T	5.590T
2020	5.590T	1.118T	0.118T	5.472T
2021	5.472T	1.094T	0.114T	5.358T
2022	5.358T	1.072T	-	-

Note 1: 2017 represents a partial year (September 26, 2017 December 31, 2017).

Note 2: Kin allocated includes Kin spent, Kin committed, and Kin returned to the reserves from unfulfilled commitments.

To date this has been done via internal controls so that the Kin Foundation’s Kin could be migrated, however, the Kin Foundation is committed to implementing an explicit constraint by locking up vested tokens. The Kin Foundation is evaluating options for implementation that are both effective and efficient.

BUDGET PROCESS

On an annual basis, the Kin Foundation develops a 12-month budget for allocation of the Kin Reserves. The budget is derived from the available Kin Reserves under the revised vesting policy. This available Kin is then allocated across the available buckets of distribution based on the strategic objectives of the ecosystem. The budget is revisited at each of the intervening quarters to recalibrate if necessary.

This budget process has worked effectively by aligning annually on parameters for the allocation of the Kin Reserves that result in predictable, conservative distribution while maintaining flexibility between quarters to adjust if new opportunities emerge. This flexibility is maintained by including a “contingency” line item in the annual budget so that if an adjustment is made, it still aligns to the annual budget for a given year.

Summary of Distribution To-Date (2020 & 2021 Actual)

	# of Tokens	Percentage of 2020 Budget
2020 Budget	1.118 T	100%
Developer Incentives:		
Kin Rewards Engine	0.173 T	15.51%
Strategic Grants & Programs	0.008 T	0.68%
Node Validators	0.116 T	10.40%
Marketing & Operations	0.032 T	2.91%
Total	0.330 T	29.49%

	# of Tokens	Percentage of 2021 Budget
2021 Budget	1.094 T	100%
Developer Incentives:		
Kin Rewards Engine	0.069 T	6.34%
Strategic Grants & Programs	0.012 T	1.10%
Marketing & Operations	0.033 T	3.01%
Total	0.114 T	10.45%

04

Ecosystem Overview

Ecosystem Overview

KIN ECOSYSTEM SUMMARY

The mandate of the Kin Foundation is to grow the reach and impact of the Kin Ecosystem. It delivers on that objective by allocating the Kin Reserves to incentivize developer behavior and provide the requisite resources to execute. This is accomplished with the objective of building a healthy, sustainable economy. The following metrics are some of the key indicators that the Kin Foundation assesses for ecosystem activity and economic health.

KIN ACTIVITY ON SOLANA

On-chain data has shown that Kin is an incredibly prominent token within the Solana ecosystem, at times surpassing all other SPL tokens in terms of holders and total transfer volume.

Kin's migration to the Solana blockchain in late 2020 brought over 60 million wallets, accounting for Solana's largest number of accounts by far. The Kin token remains the most held SPL token on the Solana Blockchain both in terms of the total aggregate number of holders and holders of recently active wallets.¹

In 2021, Kin had 278,636,410 token transfers, from 7,879,444 senders, to 65,777,601 receivers. The total volume transferred on-chain was 84,865,962,742,786.88 Kin.² Within the Solana network, Kin was continually recognised ahead of the pack in terms of total token transfer volumes, and at various points in the year ranked second only to the native Solana coin when it exceeded the volumes achieved of other SPL tokens.³

1 - See Solscan.io, Available at: <https://solscan.io/tokens> (Last accessed 26 January 2022)

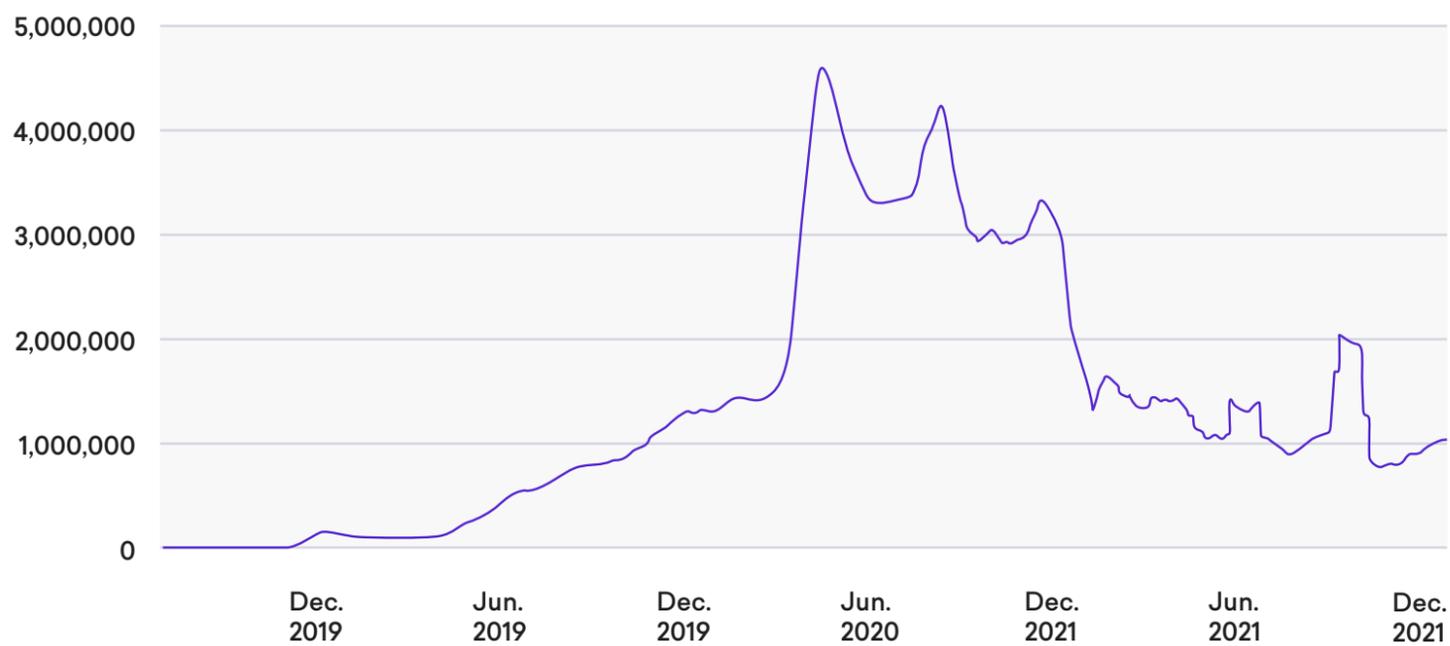
2 - See Bitquery.io, Available at: <https://graphql.bitquery.io/ide/Kin-2021> (Last accessed 26 January 2022).

3 - See Bitquery.io, Available at: https://bitquery.io/blog/solana-api#Top_Currencies_on_Solana (Last accessed 26 January 2022).

Ecosystem Activity

Kin is used by mainstream consumers across an ecosystem of consumer apps. Given that, the key metrics for ecosystem activity are related to consumer and developer adoption.

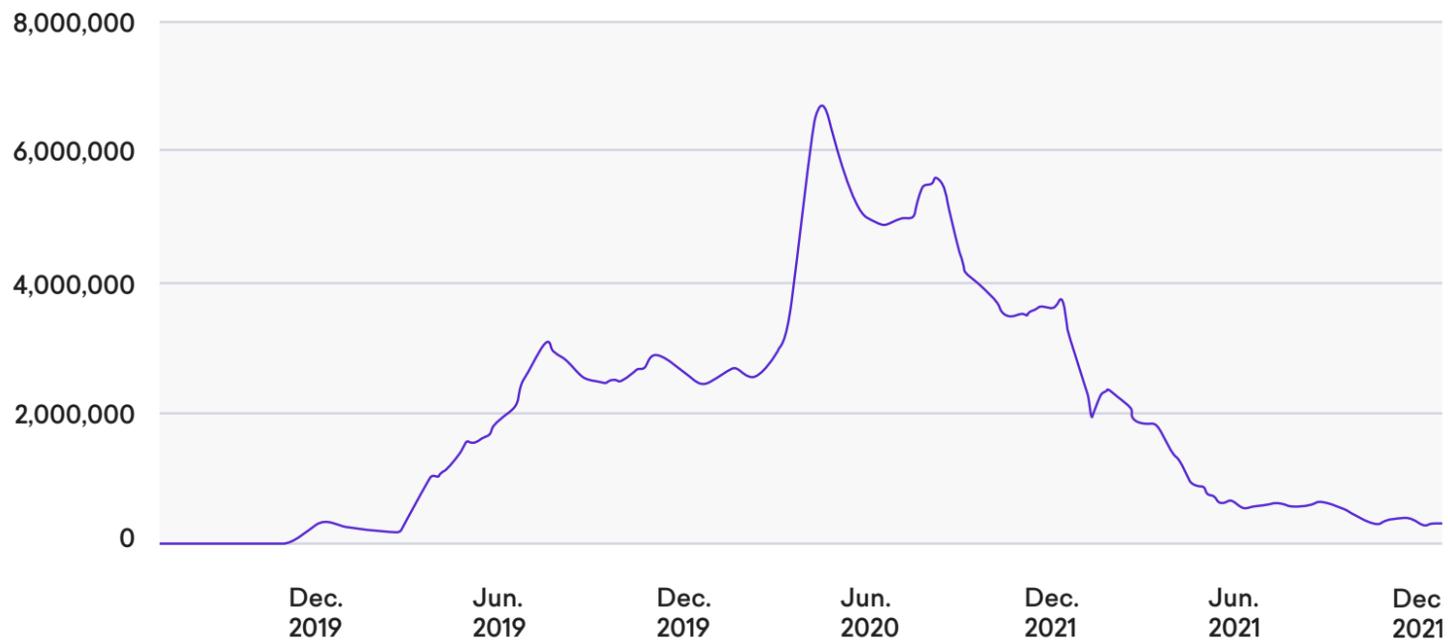
Monthly Active Spenders



A Monthly Active Spender is a unique user who has spent Kin in the last 30 days. This is an important indicator for the ecosystem in that it shows the number of users actively choosing to spend their Kin within the Kin economy.

The decrease in Monthly Active Spenders and Monthly Active Earners during 2021 is largely a result of the ecosystem's migration to the Solana Blockchain which commenced at the end of 2020. A number of apps did not migrate to the new blockchain and apps which did migrate have subsequently spent significant time reconfiguring their Kin use case to align with the new blockchain environment. Another contributing factor to the decline was an alternative KRE algorithm, which also went live around this time, which began to predominately incentivize the growth of large in-app user balances rather than its predecessor which predominately incentivized high volume spend and earn activity.

Monthly Active Earners



ACTIVE ECOSYSTEM APPS

An app is only considered active if at least one user has spent Kin within the app in the last 30 days. This is an important indicator for the ecosystem in that it shows the breadth of places that users can earn and spend Kin, demonstrating the strength and the diversity of the Kin economy.

As the ecosystem has matured, the Kin Foundation has evolved the key economic indicators it regularly evaluates by continuously assessing its effectiveness in allocating the Kin Reserves to drive real demand for Kin.

INFLATION

The amount of Kin inflated into the economy has been reduced over time and was set at 250M Kin per day in 2021.

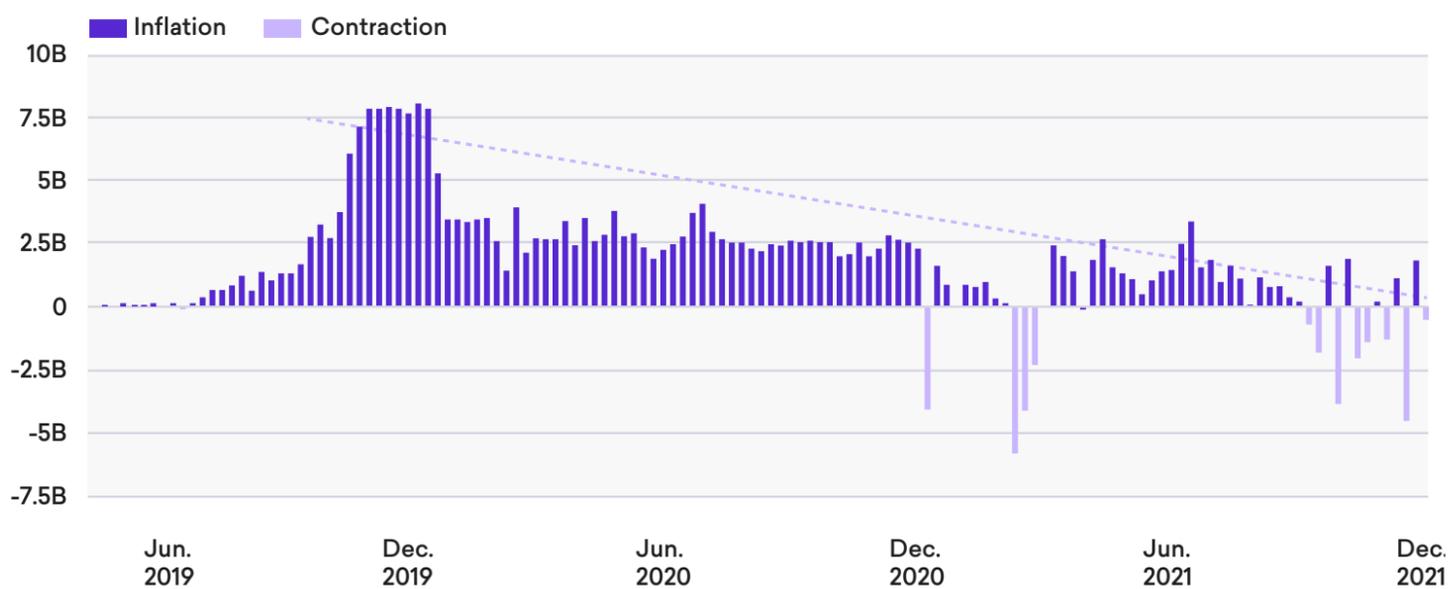
Daily Kin paid to developers



CONTRACTION

As this reduction occurs, the size of the Kin economy also grows and continues to absorb more Kin and pulls it from the markets. Over time, the amount of Kin absorbed by apps is approaching a point where it is greater than the amount disbursed by the KRE. The amount absorbed increased in 2021 with the implementation of the Active User Balance (AUB) incentive, where apps are predominately rewarded based on the size of the Kin balance held by their active users. The light blue lines indicate periods where more Kin moved into the economy than out of it.

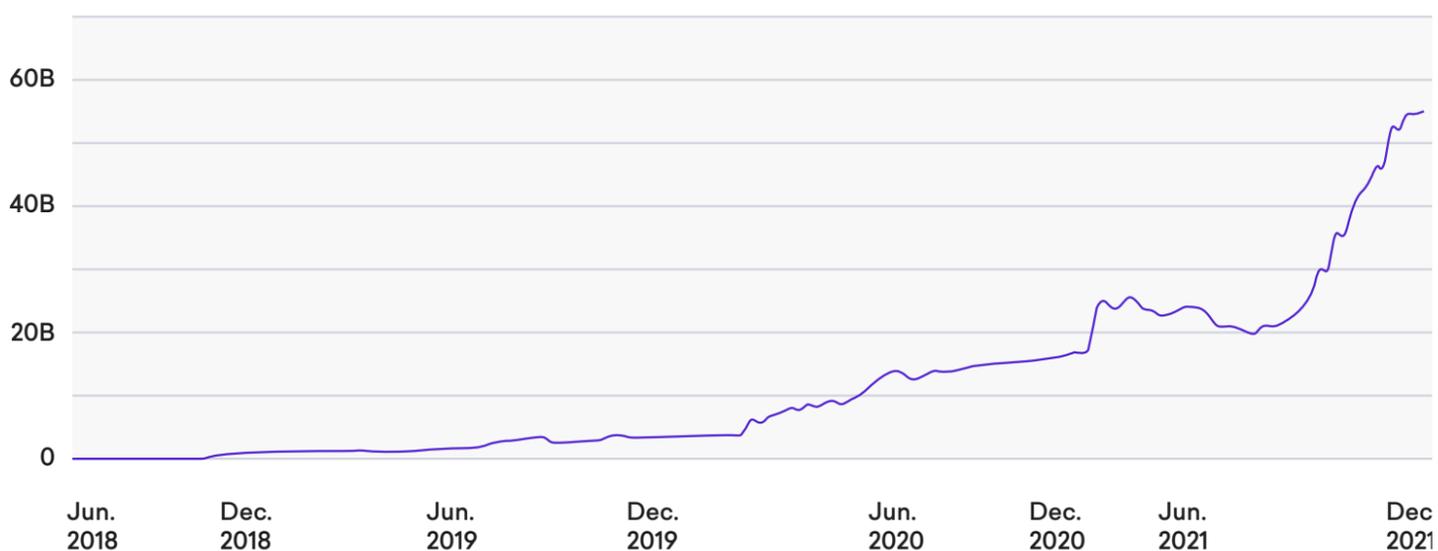
**Net inflation – Amount of Kin absorbed by the economy (negative inflation) or by exchanges
Amount of Kin disbursed by KRE decreases with time. AUB incentive (2021) absorbs more Kin into apps.**



USER BALANCES

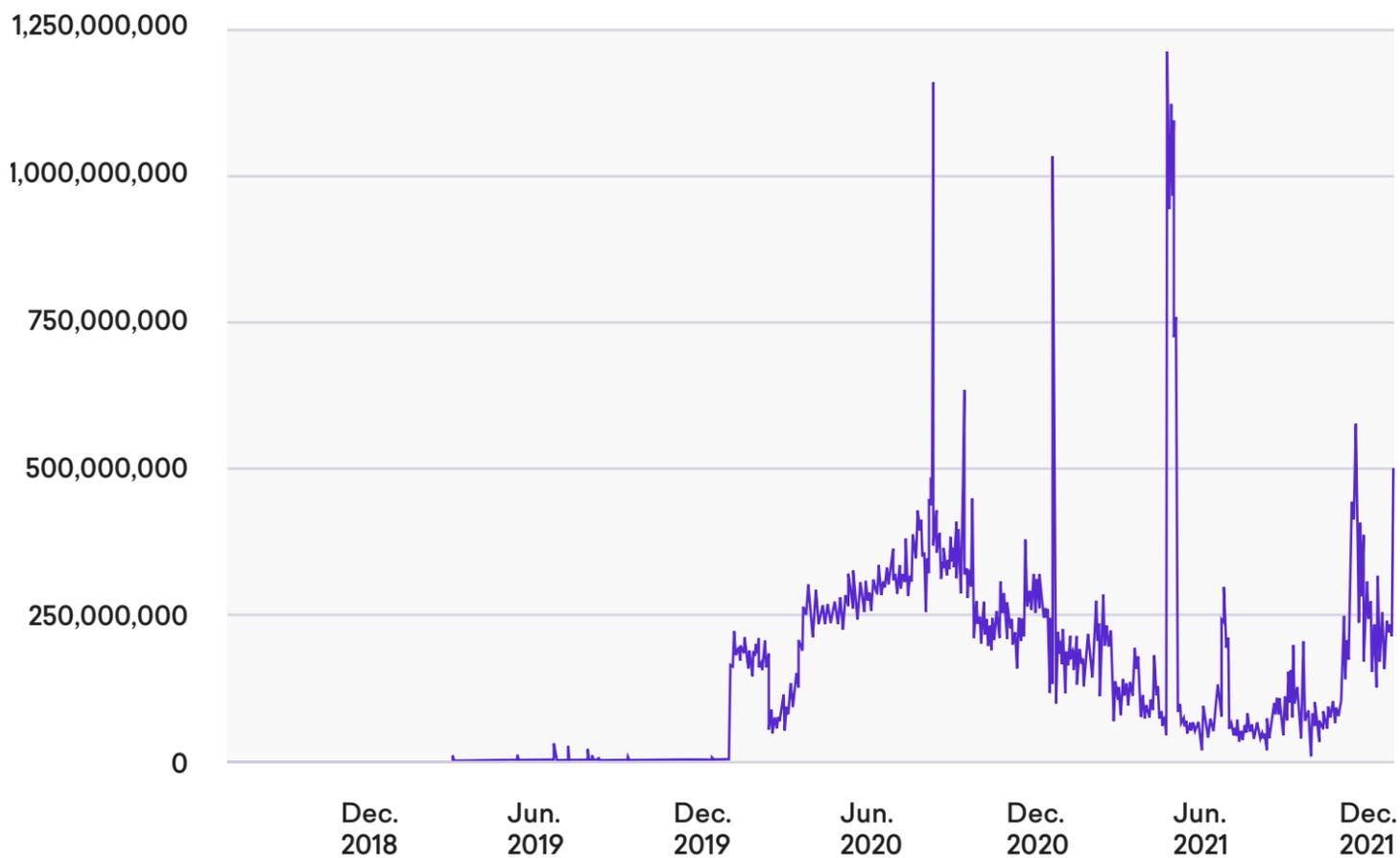
The balance held by users in Kin's economy also continues to increase, creating a state of inflation inside the apps that encourages more spending. Apps are encouraged to continue to explore new experiences for users to engage with.

Balance in users accounts show us how much they hold over time. Kin is moving into apps and remaining there.



USER SPENDS

Volume of Kin spent by users

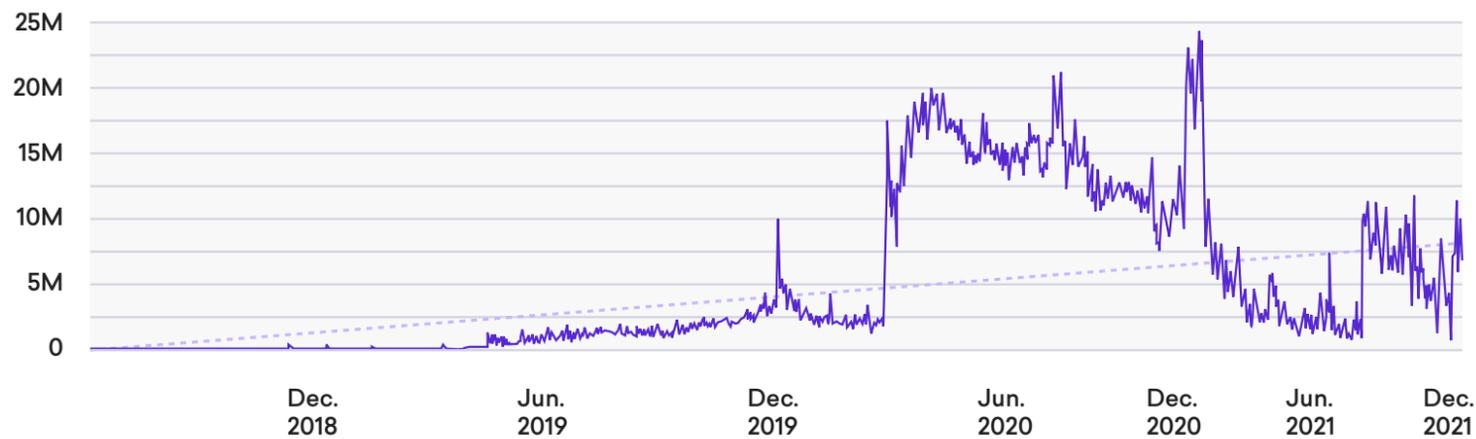


This is the Kin Economy's GDP: the amount of Kin Spent on goods and services per day in the ecosystem. While metrics such as MAS (Monthly Active Spenders) and MAE (Monthly Active Earners) reflect the number of people participating in the ecosystem, this graph shows the economic activity of those participants. With this metric, we can observe a complete view of both the breadth and the depth of the Kin economy. The volume of Kin spent has increased over time as the amount of Kin in the economy increases.

KIN LOCKED OR BURNED

As users continue to engage with Kin powered apps, a small percentage of them churn accounts by uninstalling an app or resetting their accounts. While churns are a [normal part of mobile ecosystems](#), they also lead to the deletion of private keys in crypto where the tokens become permanently lost. As Kin's economy continues to grow, the volume locked/ burned also increases with time and currently stands at ~ 6MM Kin per day.

Daily Kin Burned

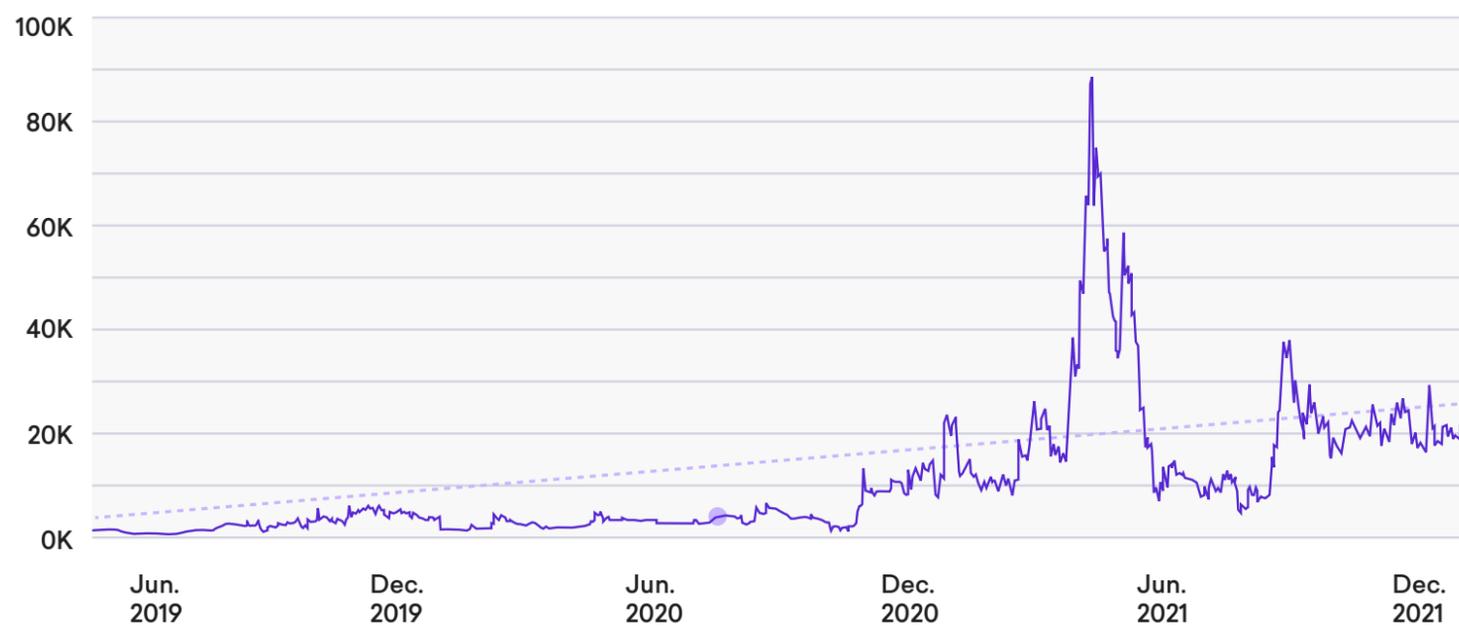


Over time, the amount of Kin absorbed by the economy through both growth and churn should theoretically approach or exceed the amount of Kin disbursed by the KRE, at which point Kin would need to come from the markets in order to satisfy the economy. Developers are encouraged to integrate purchase options for Kin in anticipation of this point.

DEVELOPER EARNINGS

Although the Kin disbursed by the KRE continues to be reduced, the USD value earned by apps continues to increase, the daily payout peaking at \$88,450 USD on April 5th 2021. In summary, developers have continued to earn more over time through the KRE and are rewarded for growing the economy.

Daily USD value paid to developers



05

Kin Developers

Kin Developers

The Kin Ecosystem is a growing collective of developers working together to grow the value of Kin. As of December 2021, there were over 20 active apps in the ecosystem, built by independent teams from around the world. The following section highlights a set of use-cases that showcase a number of the ways in which Kin is used.

“The easier we make blockchain development, the more developers can work on implementing their great ideas.”

BRAM BORGGREVE
Chief Technology Lead of the Kin Foundation

For a full list of all of the active apps in the Kin Ecosystem visit [Kin.org/kin-apps](https://kin.org/kin-apps)



PERFECT 365

Perfect365 is an augmented reality beauty app that allows users to try out different looks by experimenting with beauty products. Users upload a photo and are then given options to explore different looks. Users can spend Kin to tip beauty experts and unlock the ability to save and share content.

“Users earn Kin by performing everyday app activities, and users spend Kin to redeem on premium features and rewards,” Hsu said. “It makes the app go round.”

VINCENT HSU
Brand Development at Perfect365



ASTROBOT

AstroBot is a Discord bot built on top of the Solana blockchain, fueled with the Kin rewards engine. The bot allows you to create a wallet and start earning Kin in the AstroKin discord server by interacting with other users, engaging in events, and various other actions within the Discord.



PEERBET

PeerBet is a social app that allows users to challenge each other head-to-head on current events, pop culture, sports, and more. Users can earn Kin by watching ads and can spend Kin by issuing challenges to their friends or participating in public challenges found in the public feed. PeerBet has been one of the fastest growing apps in the Kin Ecosystem, starting in the second developer program.

“Paying with crypto should be as simple and fast as paying with a virtual currency used in many other existing apps, and when people find out that PeerBet’s virtual currency is in fact a digital currency with value, they are very happy indeed,”

SIMON HOWARD
Founder of Peerbet



KREECHURES

Kreechures is the very first generative collectible NFT RPG (role-playing game) ever minted on Solana (1st mint: March 26th, 2021). Kreechures allow holders of their unique NFTs monsters to earn Kin by completing daily tasks and achievements. The Kreechiverse is home to various other NFT collections, all of which are able to play within the Kreechures RPG game and earn Kin by playing.

“If we wanted to monetize without Kin, we’d have to bring in elements we don’t think are very user-friendly - By mining Kin, I can focus on the game and I can avoid the things I don’t agree with, like selling information, advertising, and the dark patterns that I hate as a user myself.”

DANIEL CHARPENTIER
Founder of Kreechures



KUROBI

Kurobi is the brainchild of a recent Solana hackathon-winning team. It was created to give experts, influencers, coaches, mentors and virtually any content creator limitless freedom to earn cryptocurrency for their time & services. Kurobi allows anyone with value to create a profile with a call link. Followers of such creators, experts, and influencers can book exclusive one-on-one calls and pay for the services all on the app.



MADLIPZ

MadLipz is a social network where users create and share short video parodies called Lipz - it's like TikTok but instead of user generated video it's user generated audio. In Madlipz, users can earn Kin by watching ads or filling out surveys, and they can spend Kin to tip creators, and creators can spend Kin to increase their content distribution.

“The fact that any developers with an idea can start building on the blockchain right away is what drew us to Kin.”

AMIR ALIKHANZADEH
CEO of MadLipz



PAUSE FOR

Pause For pairs productivity with philanthropy. Earn Kin by staying off your phone, then spend the Kin in-app and donate to the charity of your choice.

“Kin brings crypto in line with something like auth – it's not like you have to understand how Facebook OAuth works, it just works when you tell it to do its thing.”

SAM DOWD
Creator of Pause For



POP IN

Pop.in is a video chat gaming app with a mission to help people make lifelong friends and spend quality time together utilizing fun & hilarious social games to help people break the ice. Pop.in helps people build relationships and earn cryptocurrency (Kin) along the way.



RAVE

Rave is a social app that allows users to watch Netflix and Youtube with friends, or make new friends through viewing parties. It's Houseparty meets movie theatres. Users spend Kin to get into viewing parties called "Raves".



KIK

Kik is one of the most popular chat apps in the US. Users of Kik can earn Kin by completing surveys and can spend Kin to unlock premium content and tip other Kik users. This tipping feature can now be used to tip individual messages in public groups, making the experience that much more engaging.



KINBÆT

Kinbæt is a Discord bot that allows users to earn kin based on their daily engagement & activities using interesting features. Kinbæt also features auto-moderation, administration and much more!



JUST JOKING

Just Joking is a social app that allows users to create funny memes & comedic content while earning Kin for your creations. Create fresh memes, ad-free, all while earning crypto (Kin) as you laugh your way to the bank. Users are also able to stake their earned Kin while in-app.



TEGGER

Tegger is a web-based service that allows users to earn the Kin cryptocurrency while browsing sites or completing surveys within its partner network. Users can spend the token on useful items within its marketplace while getting discounts and coupons from Uber, Uber Eats, Cabify, Wish, AT&T, Movistar, Virgin Mobile, Skut, Cabify, The Fork, Didi Food, VBike, Pirvalia, and several other popular partner sites. In essence, Tegger allows users to “control what data they share, and get rewarded for it.



FIYER

Fiyer is a social platform that allows users to earn rewards based on their daily engagement & activities using interesting tools available in the app. Fiyer is a social network where content has true value and users are rewarded for the value they bring to the platform via their content creation & engagement.



PLAYTOSHI

Playtoshi is a social app that allows users various ways to earn, stake, and spend or transfer Kin.



PERK.EXCHANGE

Perk.exchange is a social app that rewards users for their social engagement while offering various social P2P options for the transfer of KIN tokens.

06

Kin Community

Kin Community

Since the inception of Kin in 2017, and the birth of a user/developer first economy, an incredibly unique, active and wide-spanning community has been formed. From app developers to crypto enthusiasts, investors, content creators, supporters, influencers, & long-standing advocates, the Kin community is full of participants who share the same passion and beliefs for a better digital future – revolving around the decentralized cryptocurrency Kin, that enables it. The Kin Community refers to all of the ecosystem participants working together to grow the reach and impact of Kin. That includes people building in the ecosystem, those using Kin in the ecosystem, and those who participate in discussion - including those critical voices. The only way Kin grows is through the productive participation of all stakeholders. Kin has brought people around the world together through the common incentive to drive the value of Kin.

The Kin Community has been responsible for some of the foundational pieces of the Kin Ecosystem. Many have emerged organically through the growing collective of passionate individuals and teams that participate in discussion. We encourage anyone interested to join the discussion.

RECENT COMMUNITY CONTRIBUTIONS

The Kin Foundation highlights the following community-owned initiatives in the course of the reporting year, which were significant resources for news and information for their fellow Kin Community members.

KIN COMMUNITY DISCORD

The Kin Cryptocurrency Discord is an integral part of the Kin community and is often the first-stop for newcomers to the Kin Ecosystem. This Discord has been growing rapidly, and has quickly amassed over 2500+ members. It is full of helpful resources and information from various sources, and has served as a positive and welcoming environment for the Kin community, crypto enthusiasts and NFT collectors alike.

“Since December 13th 2021, our support has grown to a fully matured help desk with the use of support-tickets for privacy and security. Over 100 tickets have been handled so far. We also have channels for 15 apps that have integrated Kin. Every app has its own channel to give support and interact with users. We now have five moderators divided into three main time zones that overlap each other, meaning that the server now has a 24/7 moderation.”

RACHEL VAN ALPHEN (“COLUMBO92”),
Kin Cryptocurrency Discord Co-Founder

Available at: <http://www.kin.community>

THE KIN CHANNEL VIA TELEGRAM

This is the predominant telegram channel available to give the community a platform to promote positive discussion about Kin cryptocurrency. Hosted by and moderated by the Kin community, with close to 5,500 members.

Available at: <https://t.me/TheKinChannel>

THE KIN SHOW WITH TONY JACOB

Podcast Host, Tony Jacob and his guests talk Kin fundamentals, what it means to integrate Kin into developer apps and related topics.

Available at: <https://www.thekinshow.com/>

THE KIN CHRONICLES BY PHILIPPE MASSART

The Kin Chronicles provides an ongoing chronology of events relating to the development of the Kin Ecosystem.

Available at: <https://twitter.com/Polype01>
Also published on <https://cuppakin.com/>

4KIN.ORG - THE KIN APP STORE

4kin is a social website where users can sign up to browse, discuss and review Kin related applications and services.

Available at: <https://4kin.org/>

CUPPAKIN - KIN NEWS AND EXCLUSIVE INSIGHTS

CuppaKin provides on-going Kin related news and insights from a variety of sources.

Available at: <https://cuppakin.com/>

HOW TO CONTRIBUTE?

Here are some suggestions for those who wish to contribute to the Kin Community:

- ✓ Join and support any of the above existing initiatives.
- ✓ Reach out to app owners, developers and agencies and motivate them to integrate Kin.
- ✓ Amplify Kin's messages on social media, especially Twitter and Reddit, and

participate in fruitful discussions and ideas that help advance Kin.

- ✓ Write-up useful content, e.g. frequently asked questions for non-dev Kin users. For example, an article highlighting specific Kin earn or spend use-cases within apps or an article reviewing different ways end-users can store their Kin.

KIN COMMUNITY GROWTH

The Kin Foundation has seen incredible growth across all social platforms over the course of the past year.

From the official Kin Foundation lead channels such as Twitter, to community lead channels like Discord & Reddit, and cryptocurrency tracking websites like CoinGecko & CoinMarketCap, Kin's social footprint continues to expand - signifying a growing interest for Kin across the board.

Since early 2021, the Kin Foundation has seen over **114K new followers** coming from all corners of the globe, with a total growth of **60%+** year-over-year.

As the Kin Foundation continues to witness growth in developer and app acquisition, we look forward to seeing an increased Kin's social footprint in the coming year. Concurrently, the Kin brand visibility and its awareness continue to expand commensurably.

Summary of Distribution To-Date (2020 & 2021 Actual)

Channel	Beginning of 2021	End of 2021	Change	Growth
Reddit	15,171	26,040	+10,869	+52.7%
Twitter	27,004	51,497	+24,493	+62.4%
Facebook	125 (since March)	478	+353	+117%
LinkedIn	1,360	1,681	+321	+21.1%
Instagram	280 (since April)	623	+343	+75.9%
Blockfolio	30,277	35,772	+5,495	+16.6%
Coin Market Cap	18,450 (since March)	68,613	+48,163	+115.2%
CoinGecko	4,888 (since March)	24,825	+19,937	+134.1%
Discord (Developer support)	121 (since August)	396	+275	+106.3%
Kin Newsletter	34,661	36,980	+2,319	+6.4%
Total	132,337	246,905	+114,568	+60.4%

About The Kin Foundation

The Kin Foundation is a not-for-profit corporation with its registered address being 800-515 Legget Drive, Ottawa ON K2K 3G4, Canada.

The Kin Foundation's purpose is to support an open, decentralized ecosystem of digital services and establish a fair, transparent and accountable ecosystem governance. By doing so, the Kin Foundation ensures the security of the Kin Ecosystem against economic vulnerabilities, manipulation and other risks to the credibility, reliability and use of the ecosystem. The Kin Foundation also provides support and funding for the research and development of innovative technologies, applications and services offered in the ecosystem, and fosters and incentivizes an environment of innovation among participants within the ecosystem. In addition, the Kin Foundation collaborate with academic, business and community partners to enhance the ecosystem.

Stay Connected

The Kin Foundation sends out a monthly newsletter with insights on ecosystem progress, economic growth, and Kin Foundation transparency. To subscribe, submit your email information in [this signup form](#).

Anyone can reach out directly to us via email at info@kin.org

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