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IP Strategy (Nasdaq: IPST)

AI's IP Infrastructure



ROTH

March 23, 2026 - 38th Roth Conference

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IP Strategy at a Glance

- Nasdaq-listed (IPST)
- \$42M+ in \$IP tokens (52.3M tokens)
- Profitability expected in 2026 on full year basis
- Validator infrastructure generating recurring high margin yield
- ~10% annual blended staking yield
- \$5.5M in revenue generated since Sept 2025 launch
- ~97%+ gross margins
- Layered yield enhancement strategies



Yield Upside

With 52.3M \$IP tokens staked:

- \$5M in Gross Revenue @ \$1.00/\$IP Token
- \$10M @ \$2.00/\$IP Token
- \$15M @ \$3.00/\$IP Token
- \$20M @ \$4.00/\$IP Token
- At 97%+ Gross Margin
- Historic \$IP Token range has been \$.75 to \$13.72

Business Development Pursuits:

Hunting for additional AI focused assets that generate yield:

Music catalogues, video rights, news content - for royalty streams



Investment Thesis

The Problem: IP Is Everywhere, But Broken

Across AI, music, film, news, and entertainment, IP is constantly used and reused, yet ownership, licensing, and revenue sharing remain fragmented, opaque, and slow.

The Opportunity: IP as a New Digital Asset Class

By making IP programmable and trackable at internet scale, we unlock a unified global marketplace where creators, media companies, and AI platforms can license and monetize rights seamlessly.

The Solution: A Blockchain Purpose Built for IP

STORY is a purpose-built Layer 1 that transforms IP into programmable on-chain assets, enabling automated licensing, transparent royalty flows, and investor access via \$IP and IPST.



Intellectual Property Playing Field

Types of Intellectual Property



Patents

Inventions

Inventions



Trademarks

Trademarks

Brand Names



Copyrights

Copyrights

Creative Works

Focus on Copyrights:
which cover music,
video, news articles,
software, datasets, etc.

Automatic rights are
common law and
statutory.



The Future of IP is Programmable

- AI needs compliant data (LLMs, robotics training)
- Media needs transparent royalty rails (music, video, news, art)
- Creators need ownership and income

STORY enables it...

\$IP powers it...

IPST capitalizes on it...



Why \$IP Matters

- Fuel for every IP registration & license
- Core utility & governance asset
- Reserve asset of the programmable IP economy

CREATE - TRACK - COLLECT



CREATE

Register IP on-chain...

Establish provenance and ownership...

Transform creative assets into programmable assets.

CREATE - TRACK - COLLECT



TRACK

Every license recorded on-chain...

Every derivative attributed...

Auditable model & data lineage.

*CREATE - **TRACK** - COLLECT*



COLLECT

Automated royalty routing...

Software-enforced licensing...

Validator yield powered by \$IP.

*CREATE - TRACK - **COLLECT***



STORY Layer 1 Blockchain:

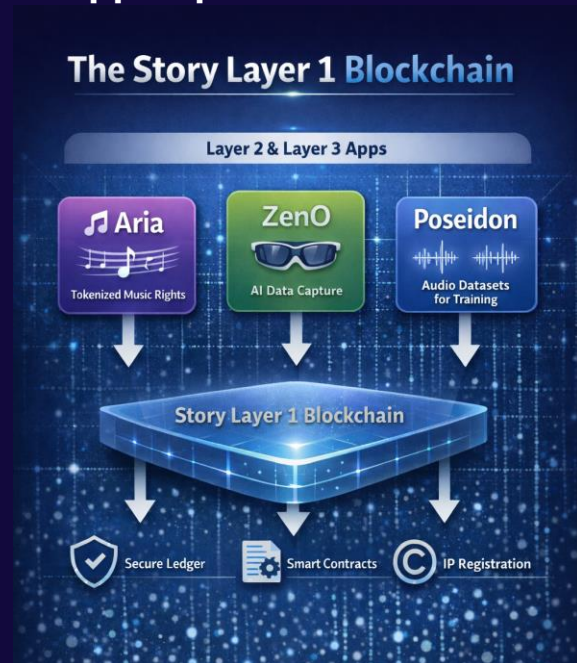
Idea / App Agnostic: the core rail for others to build their apps upon

Real-World Traction:

- 90M+ network transactions
- 13.1M+ accounts
- 5.6M+ IP registrations
 - AI datasets, music rights, brand IP live on STORY

\$136M+ Total Funding

led by a16z crypto (Seed, Series A & B all led by a16z Crypto + PIPE Investor), Polychain, #Hashed, dao5 and more





IP: The 4th Leg of the AI Ecosystem

1

Real Estate



2

Chips



3

Power



4

IP Rights

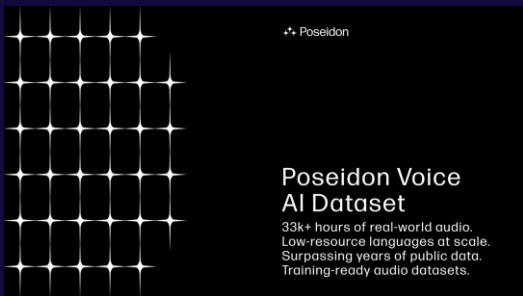


3 of the 4 pieces for AI infrastructure are well defined and leadership positions are staked out in the market.

The missing piece for the full AI ecosystem (IP rights management) is now being built out with Story. IP rights management makes the rest of AI viable long-term.



STORY Ecosystem Momentum

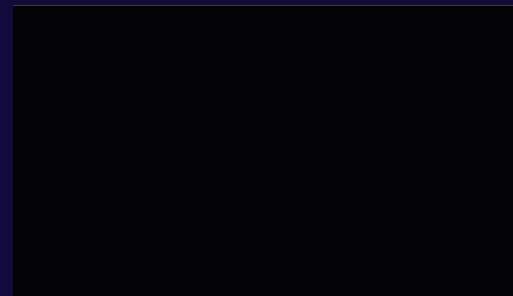


Poseidon (AI data):

Collected 33,000+ hours of non-English voice recordings in 3 weeks (Hindi, Urdu, Korean, Vietnamese, Indonesian, Mandarin) to create a rights-cleared Voice AI dataset for training AI systems. Surpassing years of public data.

ZenO (real-world data):

Launched a public beta that lets people use smart glasses or a phone to capture first-person video/audio/images. ZenO anonymizes and prepares data for robots and embodied AI, where contributors can be compensated.



Aria (music IP):

Expanded real-world music on Story:

1. with a 170+ remix campaign using officially licensed stems & embedded royalty flows, and
2. a new K-pop release bringing newly issued master rights into Aria's \$APL portfolio at launch.



AI Data: Tokenizing and Programming Real World AI Training Data

In the 1st month following the Poseidon app launch:

5.5M

Audio Samples

34.5K

Hours

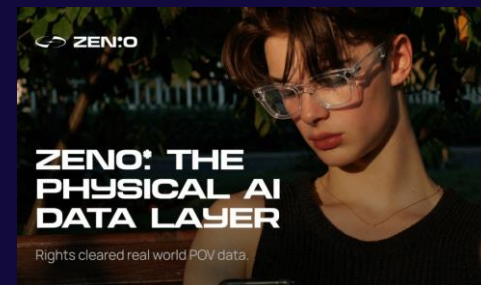
405K

Contributors



Real World Data: ZenO turns everyday human behavior into rights-cleared AI training IP on Story.

- Ego-Centric Data Collection
- Data is anonymized
- Data rewarded for use



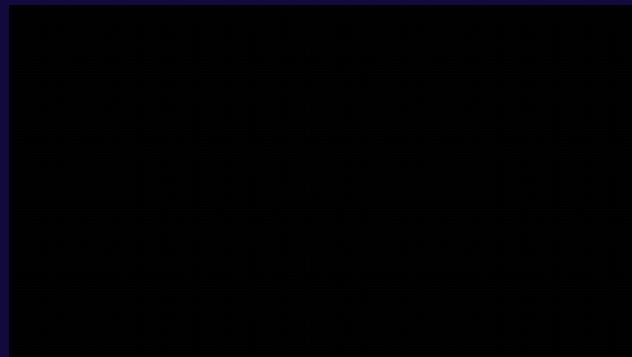


Music IP: Built on Story, Aria turns music rights into programmable yield

Aria acquires music rights and converts them into programmable, income-generating digital assets on Story:

- Licensing terms and revenue splits encoded in smart contracts
- Fractionalized ownership expands investor access
- Automated, transparent royalty distribution

\$27M raised to date (\$12M public, \$15M strategic)



Justin Bieber



Miley Cyrus



Madonna



Decentralized genomics network turning DNA data into programmable IP on Story

 **GenoBank.io™** × **STORY**

SomosDAO Collection

The first genomic BioIP collection on Story Protocol. 15,000+ re-analyzed 23andMe datasets with proprietary ancestry algorithms, creating a new paradigm for genomic data ownership.

- A Web3 genomics platform tokenizing DNA data as programmable “BioIP,” built on Story, and allowing individuals to own, control, and license their genomic data for research and personalized medicine.
- 7,000+ accounts, 150+ research partnerships, & nearly \$7M in tokenized BioIP already registered



Cancer Risk

BRCA1/2, Lynch syndrome, and hereditary cancer predisposition genes



Rare Diseases

Whole genome sequencing for rare genetic conditions and orphan diseases



Pharmacogenomics

Personalized medicine and drug response optimization



Longevity

Aging biomarkers and healthspan optimization research

* *Recently announced project*



IP Strategy Team



Justin Stiefel
Chief Executive Officer

Co-Founder IP Strategy

Former Chief of Staff, United States Senate

Attorney & Engineer



Phil Blows
Chief Investment Officer

Co-founder & CIO of Mosaic Capital Inc (Digital Asset Fund Management), AQRU (Digital Asset Yield platform, exit via SPAC) & B2 Capital Management (Alternative Asset Adviser)



SY Lee
Special Advisor &
Advisory Board Chairman

Co-founder & CEO of PIP Labs
(Main Development Entity behind Story Blockchain)

Founder & CEO of Radish
platform for serialized fiction); ex-GSO of Kakao Entertainment

\$440M exit to Kakao Ent. in 2021



Ben Sternberg
Strategic Finance Advisor

Founder of Fexy Media
(Exit to IAC); ex-Raine

CFO of Radish



David Lee
Board Nominee

Founding Member & CSO of Poseidon
(Story's Scale AI Incubation Project)

Early Google exec

Co-founder of XG Ventures, SLVC

Chief Corp Dev. Officer, 451 Media



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