



PROFITINA

Gather · Grow · Give

Whitepaper — Public Version

v23 · September 2026

Indonesia's #1 AI Visibility (GEO) Management & Optimization Platform

✓ LIVE in production — app.profitina.com · profitina.com

PROFIT utility coin LIVE on Solana devnet — 6f1dNQP...WweL

Vision

Profitina: Indonesia's #1 AI visibility management & optimization platform.

Indonesia first by design — the local language, PDP-law compliance, and local payment rails (QRIS) are advantages global players cannot copy quickly — with regional expansion following once domestic leadership is achieved.

Executive Summary

How people find information has shifted: from ten blue links to direct answers from AI engines. A brand that is invisible to AI answer engines loses customers without ever knowing it. Profitina is an AI visibility / Generative Engine Optimization (GEO) platform: it measures how ready your brand is to be cited by AI answer engines — from real signals proven to correlate with citation (content extractability, structured data, technical site authority) — then helps you improve it with an AI content engine that runs on our own servers (self-hosted). Profitina has been LIVE in production since 17 July 2026, now with a deflationary PROFIT utility-coin economy verified on-chain.

The Problem

- **A new blind spot:** traditional SEO tools measure search rankings, not how ready your site is to be extracted and cited by AI answer engines.
- **AI answers concentrate attention:** one answer replaces a page of results — losing visibility means disappearing entirely.
- **Privacy:** sending brand and competitive data to third-party APIs creates leakage and compliance risk.

The Profitina Solution

- **AI Visibility Engine** ✓ LIVE — scans your site's citation-readiness signals (content extractability, Schema.org structured data, technical authority) and produces a signal-based AI-visibility readiness score, with the methodology shown openly to the user.
- **Content Engine + Technical Assistant** ✓ LIVE — turns visibility gaps into publish-ready GEO content drafts (entities, FAQ, schema); automatic schema/robots.txt.
- **Self-reliant AI brain** ✓ LIVE — a self-hosted language model (Qwen family), two lanes: a small model on GPU for short classification (Fair-Play, link safety), a larger model on CPU for long-form generation (Content Engine); data never leaves our servers.
- **Historical Dashboard & Monitoring** ✓ LIVE — weekly score trends (chart + CSV export), scheduled re-scans, optional email alerts. Scan history is private to its owner.
- **Researcher Visibility Report** ✓ LIVE — completeness & retrievability of a scholarly publication record (DOI, ORCID, affiliation, open access) from the open academic catalog OpenAlex, with concrete gaps + fix steps; see the dedicated section below.

Academic Visibility — A Market No Competitor Owns

AI visibility for general businesses is a crowded market: well-funded SEO giants have long been there. Academic visibility has almost no competitors, and there Profitina is not a newcomer — the Researcher Visibility Report is built on four assets no SEO company can simply replicate:

- **Real, auditable data source** — OpenAlex, an open academic catalog (absorbs Crossref + author disambiguation), free and without a paid third-party API (Rule 9). Its methodology is open, not a black box.
- **Tested honesty** — a permanent negative control: fictional names ALWAYS get “not found,” never a plausible-sounding score. Re-tested repeatedly against 8 fictional subjects — 8/8 stayed at 0.0.

- **Real institutional context** — built and first tested at Institut Teknologi Sepuluh Nopember (ITS), not a hypothetical market.
- **Credibility that cannot be bought** — the product's owner is an ITS lecturer himself, its own first user before it is offered to anyone else.

What is processed is the published work and its metadata — not the person. Scholarly works are deliberately published by their authors in a professional capacity meaning to be cited — the same footing already used openly by Google Scholar, Scopus, and Web of Science. A name with no published works is not a legitimate target — the system never shows a score or conclusion about a person who was not found. ONLY professional bibliographic records are processed (works, DOI, ORCID, affiliation, open access, citations) — never an address, photo, social link, or Community profile data.

The report names CONCRETE gaps, not just a number — “X of your Y works have no open-access version,” “No ORCID linked — attribution can be confused with similarly-named researchers,” “Your affiliation is written in N different spellings” — each gap comes with its fix step, in both Indonesian and English.

The business model is not yet decided at this version — the economic flaw the August 2026 production analysis uncovered (zero PROFIT purchases across production history) teaches a lesson: measure interest before building payment. It is not students who pay — lecturers, departments, and universities care about visibility, have budget, and lack the tool; students keep using the free Community side.

One Text, Many Platforms — LIVE

One announcement, promo, or note — six platform styles. A user pastes ONE source text, picks ONE platform (X, Instagram, LinkedIn, YouTube, TikTok, or Facebook), and receives a ready-to-paste version that respects that platform's tone & character limit — processed entirely by Profitina's own local AI, on our own servers.

- **Six real styles, not one template copy-pasted** — tone, hashtags, calls-to-action, and line-break formatting are measurably different per platform (not assumed), so the X version reads differently from the LinkedIn version, not the same text merely chopped up.
- **Fits the destination platform's character limit** — guaranteed before it is shown, not merely suggested.
- **User text is never sent to a third party** — processed entirely by Profitina's own local AI, the same model used by the Content Engine, not an external API.
- **Honest capacity, not a silent rejection** — one request is processed at a time, system-wide — a hardware ceiling (one quality-tier AI lane), not a product choice. When busy, the user sees a real, moving queue position & estimated wait time on screen, not a generic “try again later” or a rejection with no explanation.
- **Daily free quota, optional PROFIT top-up** — same pattern as Scan & Content Engine; the free quota does not require login.

What is guaranteed: matching the destination platform's style & character limit. What is NOT promised: a “*more engaging*” or “*viral*” outcome — *that depends entirely on the content, the audience, and the moment it is posted, not something any software can guarantee.*

Indonesia PDP Law No. 27/2022 Compliance — LIVE

Profitina was built privacy-first and is already operating in production, not merely planned:

- **Data minimisation** — only email + password at registration; passwords stored as **Argon2id** hashes (zero-knowledge).
- **Explicit consent** (checkboxes are never pre-ticked, with an audit trail) + brute-force login rate limiting + full HTTPS.
- **Mandatory email verification (OTP)** at registration — blocks fake emails and forms the first anti-BOT layer.
- **Self-service data-subject rights**: export your data (JSON), change email/password, and permanently delete your account (right to be forgotten) with a thorough purge across all modules, leaving only an anonymous tombstone.

- **Error & diagnostic logs** — kept for security and reliability (hashed IP, never raw request bodies), visible to admins only, never shared with third parties, and **deleted automatically after 90 days** by a purge mechanism that actually runs — not merely promised in a document.
- On-brand HTML legal pages + a commitment to breach notification within 3×24 hours (Article 46). The full Privacy Policy & ROPA are available at app.profitina.com/legal/privacy, always the current version.

Real-Time Community, Everywhere — LIVE

- **WhatsApp-style real-time** (Server-Sent Events) + X-style thread view + quote-repost (optional comment & photo).
- Embedded automatically across profitina.com and in the app's Community tab; anonymous visitors read freely, while interaction needs a single Profitina account.
- **User-created channels** (balance gate of ≥ 50 PROFIT, never deducted; max 2 channels/day, 5 active) + 30-day Pro subscriptions (auto-renew + reminder ≤ 24 hours).
- **Light/Dark mode** and **full Indonesian/English bilingual support** — consistent across app and site; display names are masked for privacy in the feed and leaderboards.

Transparent Feedback Pipeline — A Loop That Actually Closes

Submit (give a correction/suggestion, earn PROFIT) → **Curate** (ONE local-AI call sorts category/severity/summary, then groups feedback that means the same thing — not manual admin review) → **Dataset** (selected feedback joins the training corpus, status "In dataset #N" visible to the giver) → **Train & measure** (the local model is retuned and evaluated) → **Release** ("Shipped in vX.Y.Z", or "Not taken" with a stated reason).

The automation stops at reading & organizing — product decisions (accept/later/reject+reason) are always made by a human in the Admin Center, not by AI. Once a release closes an issue, **every feedback giver in that group advances together**. Those who gave explicit opt-in consent (never pre-checked) are listed by pseudonym on the public "**You changed this**" page — a real acknowledgment, not an empty promise.

A Self-Reliant AI Brain

All analysis and content generation run on a self-hosted language model (Qwen family) by default — two lanes: a small model on GPU for short classification (Fair-Play, link safety), a larger model on CPU for long-form generation (Content Engine) — no confusing model choices for users, and data never leaves Profitina's servers. Third-party AI answer engines (ChatGPT/Gemini/Perplexity) are not components Profitina depends on to operate — they are the targets being monitored.

The PROFIT Ecosystem — A Deflationary Utility Coin

PROFIT is a **utility coin** (not a meme, not a security), playing a role comparable to ETH/BNB within its own ecosystem: fuel for AI visibility services, feature access, and eventually governance. **The devnet contract is already LIVE** — mint **6f1dNQPhYXPo78LVLGD2WpzBH2mzCm77BG9E8PFnWweL** (SPL, 6 decimals, freeze authority none, Profitina logo), verifiable on Solana Explorer; mainnet follows after audit and licensing.

Deflationary by Design (lessons from Pi, Bitcoin, BNB, EIP-1559)

- **Decaying emission**: the earning rate declines as adoption grows — halving per 10× human users. At one million users, emission is roughly 64× lower than a linear scheme.
- **Multi-burn**: spend-burn (EIP-1559 style), transfer-burn (a small fee when PROFIT moves between users), buy-and-burn from real QRIS revenue (BNB style), and anti-BOT penalty burns. Invariant: once mature, Burn $\geq$ Emission.
- **6-decimal precision (μ P)** with a locked maximum supply — the design is for value to contract, not expand.

Illustrative emission (average 1 PROFIT/user/day × halving multiplier):

Active users	Multiplier	Emission/day	% supply/yr
1,000	0.125	125	0.0005%
100,000	0.03125	3,125	0.011%
1,000,000	0.015625	15,625	0.057%

Oracle, QRIS Purchase & DEX

- **PROFIT↔Rupiah Oracle**: the price floor equals the Rupiah reserve ÷ circulating PROFIT (backed by real purchases) — the scarcer it becomes, the more it is worth. Initial reference 1 PROFIT = Rp1,000 (a model estimate, not a market price or promise of returns). During testnet the published price is stabilised at or above the initial reference; two-way pricing applies at mainnet.
- **Purchase via QRIS** (Rp50k–1M) with Rupiah. Selling/redeeming for Rupiah will follow after mainnet and regulatory clarity.
- **Ultralight DEX** (non-custodial swaps via the Jupiter aggregator) — on the Phase 3 roadmap.

Spending PROFIT — Real Services, Not Artificial Scarcity

Since August 2026, PROFIT can be spent on real in-app services: **scan quota top-ups** (valid for the purchase day only — it never accumulates into a separate balance) and **Academic Citation Scan** (assesses a researcher's citation-readiness profile from available site signals, sharply distinguished from official citation databases such as Scopus/Google Scholar). Prices are Admin-configurable and always shown to the user before payment — **never hardcoded in the client**, so they can be tuned to real cost without waiting for a release. Any failed purchase is refunded automatically in full. **Four permanent guardrails apply to every service this spend engine sells**: (1) spending never mints new PROFIT back; (2) nothing purchased may raise a leaderboard rank; (3) nothing purchased may bypass Fair-Play, moderation, or safety limits; (4) PDP-law rights, safety, and account recovery (data export, account deletion, password reset, abuse reporting) remain free forever, never a paid feature.

Transferring PROFIT — Between Users, With Guardrails

Since August 2026, users can **transfer PROFIT to another user** by handle, subject to a small fee that is burned (not revenue). **Only PROFIT earned from organic contribution can be transferred** — PROFIT from QRIS purchases or Admin discretionary grants remains spendable but **cannot** be transferred. This is not an arbitrary technical limit: selling/redeeming PROFIT for Rupiah is deliberately disabled until mainnet and regulatory approval — if purchased PROFIT could be transferred, the rupiah→PROFIT→another user→rupiah route would reopen outside the system, turning that disablement into a hollow formality. A recipient who is not yet email-verified can still receive a transfer (held in escrow, released automatically once verification completes) — the money is already legally theirs from the moment the sender hits send.

Academic-integrity guardrail: transfers are allowed, but **every transfer is recorded publicly** (amount & handle — masked for anonymous visitors, same as the leaderboards) on a “Public Transfer Log” page. Transparency was chosen as the guardrail, not prohibition — deterring misuse such as disguised buying-and-selling of contribution credit, without blocking the legitimate everyday use of transfers between real users (e.g. classmates). *Transfers never mint new PROFIT nor raise any leaderboard rank — fully zero-sum minus the burn fee.*

Earning PROFIT, Fair-Play & Anti-BOT

Contributions are rewarded in PROFIT on a small scale (base 0.01) with daily caps so the supply cannot inflate — daily caps reset at 00:00 WIB (Indonesia Western time). **Only verified humans** earn PROFIT and appear on leaderboards: email verification (OTP) is mandatory, and **Profitina's own local AI scores content usefulness automatically** — trivial or bot-generated posts are worth 0.00 and are excluded from the rankings (escrow + clawback→burn). **Resubmitting the same content is not rewarded twice** — a post whose content has already earned a reward before (whether from the same user or someone else) is still published, but earns 0.00; the message links to that earlier post so the user can reply to it instead. Editing a post (up to 15 minutes after posting, WhatsApp-style) fully recalculates its reward against the new content — it can go up or down (clawback if the score drops) — so editing can't be used to game the AI's scoring.

Action	Reward	Cap/day
Scan feedback (AI-scored)	0.01–0.05	10
Post in a public channel	0.02	1
Reply / Repost / Like received	0.01	2 / 1 / 5
Create a channel	0.05	2
Referral — once per person, for life	0.25	50

Every amount is multiplied by the dynamic emission multiplier and the AI usefulness score. Leaderboards show the user's chosen display name (masked email when unset). On-chain conversion policy will be announced at TGE — it is not a promise of financial value.

Referrals: both sides — the referrer and the person they referred — receive 0.25 PROFIT once the referred person completes email verification (signing up alone isn't enough), once per pair, for life. **Profitina deliberately supports only ONE referral tier** — there is NO tiered reward (rewards for your referrals' referrals, and so on). This is a deliberate choice, not a technical limitation: tiered schemes are structurally similar to pyramid schemes, and Profitina — as an unlicensed testnet token project — chooses to transparently avoid that pattern from the outset, rather than wait to be told to by a regulator.

Beyond this algorithmic path, Admin may grant PROFIT at its discretion (contests, giveaways, collaborations, endorsements, compensation) to **verified-human recipients only**, subject to **per-transaction & daily caps** and drawn from a **capped lifetime pool (0.01% of max supply)** — its history is **public**, and excluded from leaderboards. Transparent, not part of the automated algorithm above.

13 Leaderboards — not one

Contribution is measured from many angles: most PROFIT · posts · replies · reposts · likes given & received · most replied-to · most reposted · channels · feedback · **best AI visibility score** · **most useful feedback per AI** — plus a weighted **Main Board** combining them all (quality contribution weighted above cheap social reactions), complete with a per-row score breakdown so any rank can be traced. Every board is paginated and shows “Your rank” — transparent, no black box. Deleting or downward-editing a contribution genuinely lowers its rank contribution to match what it once earned — it never gets stuck at the old figure.

Referral Leaderboard (most PROFIT earned from referring others) stands **apart** from the 13 boards above — referring and contributing content measure different things, so it is never folded into the Main Board.

Per-Channel Leaderboard (free) shows the top contributors **within a single channel** — built for class/course communities, where competing with classmates is far more meaningful than competing with the entire site's population.

Architecture & Reliability

FastAPI (backend, a Windows NSSM service behind a Cloudflare Tunnel) · bilingual WordPress + /lms.txt · self-hosted Qwen-family language models via Ollama (two lanes: small on GPU, large on CPU) · Solana (SPL, devnet) · PostgreSQL — all designed to be ultralight and pure Windows 11 native, for low cost and high speed.

Every release passes layered gates: automatic database backup → the full test suite green → only then does code touch production. Profitina launched with a clean (fresh-zero) database on 17 July 2026.

Reliability & Privacy You Can Inspect

- **Health monitoring** — every server error is recorded (without raw personal data) and triggers an automatic operator alert on spikes; problems are found before users report them.
- **Privacy hardening** — scan history is bound to its owner and invisible to other users; display names are consistently masked; Argon2id passwords; admin and user sessions are mutually exclusive.
- **Granular 0–100% progress** on long operations: per-sub-step labels (“query 3/8”, “drafting — 466 tokens”) plus a time-remaining estimate. Users always know the system is working, not hanging.
- **Gated releases** — automatic backup → green test suite → only then production.

Roadmap

- **F1–F2.5 ✓ LIVE:** AI visibility MVP · Content Engine · PDP compliance · real-time Community + user channels + monthly subscriptions.
- **PROFIT Economy v2 ✓ LIVE:** deflationary tokenomics (decaying emission + burning + Oracle), email OTP verification, AI-based anti-BOT Fair-Play, PROFIT purchase via QRIS, light/dark mode + full bilingual support, customisable Publication/Course badges, and a verifiable on-chain (devnet) PROFIT coin.
- **July 2026 — refinement wave ✓ LIVE:** historical dashboard + scheduled monitoring, a unified Admin Center, 13 leaderboards, granular progress indicators, observability (error logging + alerts), and scan-history privacy hardening.
- **August 2026 — honesty wave ✓ LIVE:** a full content audit (14 findings closed) · **the X API dependency removed** — sharing is now user-driven through X's official Web Intent, with no keys and no subscription · granular progress · measured AI optimisation (model load-stall eliminated) · content languages honestly limited to Indonesian and English while the local model remains unproven for regional languages · Privacy Policy & ROPA consolidated into one home (app.profitina.com/legal/privacy, the website only points to it).
- **August 2026 — two tiers ✓ LIVE:** the Agency tier removed (multi-client mode, API access, white label removed from product & copy) — a simplicity decision, all three had proven to work before removal, not removed for being broken. Free + Pro only; Pro's monitoring raised to 50 daily monitors + alerts (from 10), and Free now has an explicit 30-day history gate.
- **August 2026 — academic visibility ✓ LIVE:** the Researcher Visibility Report — coverage/identity, retrievability, and technical-authority signals from a scholarly publication record on OpenAlex, with concrete gaps + fix steps. Run against the product owner's own record before being offered to anyone else. No payment yet — interest is measured first.
- **F3 (Q4 2026):** PROFIT mainnet + Ultralight DEX. **F4:** regional scale (after Indonesian leadership) & the “Profitina AI Visibility Index”.

Disclaimer

This document is informational — it is not financial advice, an investment solicitation, or an offer of securities. PROFIT is a utility coin: not a security, not electronic money, not a promise of returns; it currently runs in a test environment (Solana devnet) with no real monetary value and is subject to the digital financial asset regulations of the Republic of Indonesia. Visibility results are methodological estimates, not guarantees of actual third-party AI engine output.