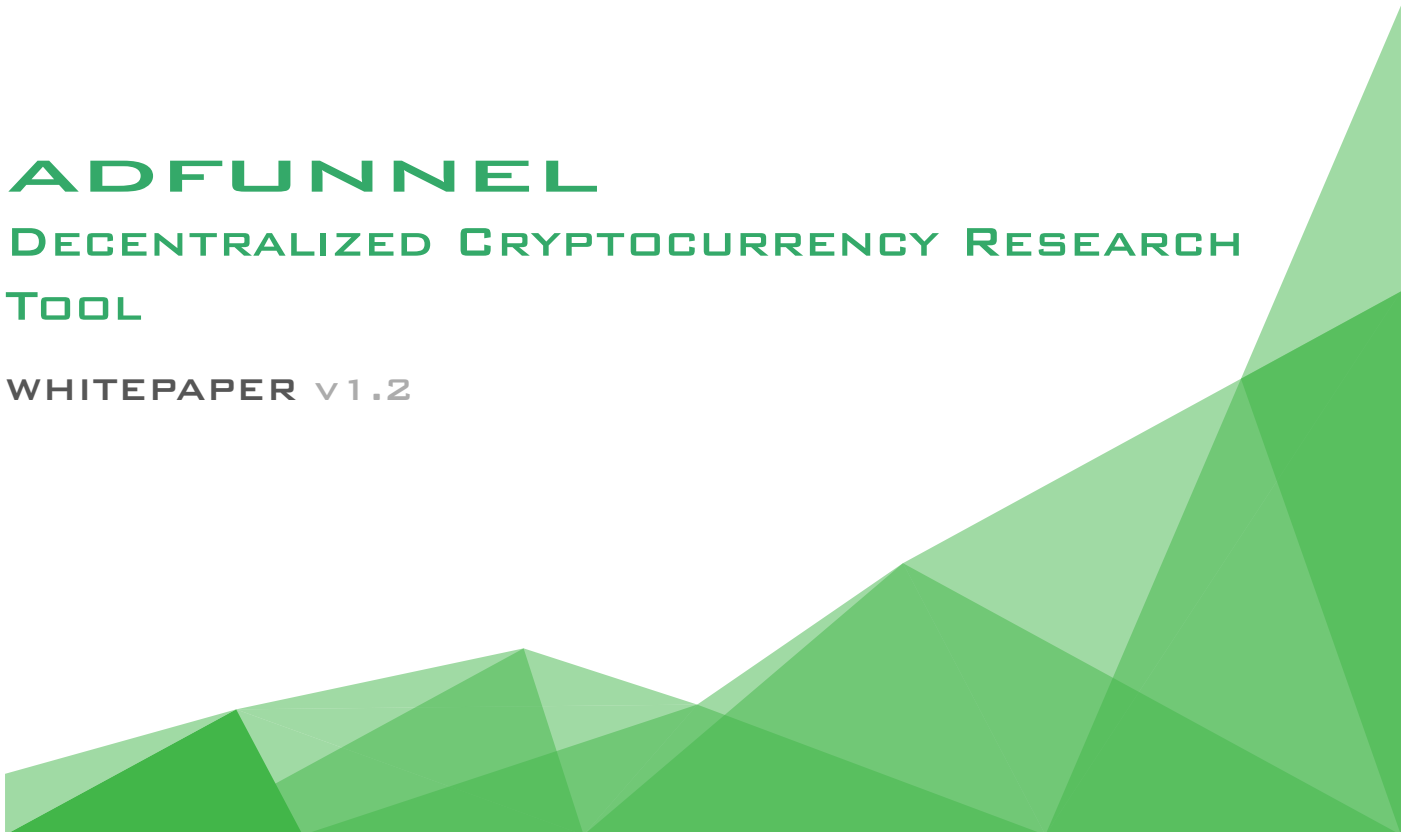# FUNNEL

ADFUNNEL
Decentralized Cryptocurrency Research Tool

WHITEPAPER v1.2

OVERVIEW

In today's cryptocurrency landscape, blockchain development news is spread across multiple sources. As useful as the information is, it requires multiple browser windows opened searching through your favorite web browser with multiple log-ins.

Trying to research altcoins this way is time consuming and requires a lot of effort. And for a cryptocurrency trader, the few minutes' difference can be the deciding factor whether they can get a good entry price point or not.

How can Funnel tool make your cryptocurrency trading easier?

Funnel Project aims to disrupt this with a single-page app screen with your content in pre-designed templates that give you the ability to add your cryptocurrency news sources and social media accounts on one page.

By using templates, you will have the ability to add your content where you want it on a page unique to you.
Integration with existing API for exchanges will allow traders to see multiple exchanges at once.

You can be in your favorite slack and telegram channels at the same time on the same page.

We hope to align ourselves with existing blockchain companies to offer services, news, content and privacy all in one place.

Content management enables you to choose every piece of content on your page. The content could be websites, pages, posts, photos, videos, documents, and just about any other type of data relevant to the altcoin that you're researching.

We will build in APIs for you to add from different services all while providing security to you page to protect what's important to you.

What is Funnel Tool?

Funnel tool is a platform that allows you to create beautiful single funnel for each cryptocurrency based on blockchain project on your mobile app or web browser. While many platforms only provide a single page service, Funnel tool will be designed specifically for crypto-minded people by crypto-minded people. We will offer a library of pre-built templates and widgets (as well as the ability for you to create your own) using a drag & drop content builder. Funnel platform aims to create fully responsive layouts for both desktop and mobile, with drag & drop functionality, without the need for any design or programming knowledge.

What is Funnel Token?

It is a utility token based on the Ethereum ERC-20 technology that can also be used as a unit of account between advertisers, publishers, and users in Funnel platform. The token is not a digital currency, security or a commodity.

Our Vision

To be #1 cryptocurrency analysis tool

Our Mission

30,000 user registration & app download in 3 months

100 advertising sales per month

To have 5 app developer focusing on the project

Our Objective

100,000 user registration & app download in one year

Established brand known for cryptocurrency analysis

Effective marketing on social media & news sites

30 in-house staff within 1 year of operation

Membership / Account Access

Granting all visitors to your site to access your content is risky. You alone will have exclusive access to your content. By requiring you to create account to see content, Membership services would allow you to expand upon your page adding additional features as well as the ability to promote content to the entire network of users launching a new coin have a specific product or site you want to advertise.

Theme Builder

There will be free themes and ones that can be purchased. A theme builder gives users access to theme with the options to customize it without having any special coding skills. Everything from button colors and size, to space between and space around page elements can be changed. The right platform also allows for the creation of unique themes for specific pages. It will also give the ability for creators to sell their themes to other users.

Token As A Payment

Funnel will allow verified crypto-related project owner to broadcast their advertising message and use FNL token as a payment method to reward Funnel tool users for their engagement. This message can be in the form of short video, text, graphic or a survey.

User will be rewarded with FNL token when they completed the survey, or confirm that they read the message from the publisher by providing a relevant feedback.

The FNL token received will be stored in a custom wallet and this will be accessible as a Google Chrome extension.

Accessing Premium Features

Funnel tool will offer more advanced cryptocurrency & ICO analysis feature as a premium feature. This will be accessible on a monthly fee when the user upgrades their membership using FNL token.

Business Model

Funnel Project's core business is Platform as a Service.

Blockchain projects developer need exposure for their project and to do that, they will advertise on social media and cryptocurrency news sites to get exposure. As for cryptocurrency traders, they are always in the lookout for the next pumped altcoins.

By funneling news & stories about altcoin out there into one page, we will help cryptocurrency traders to save time analyzing the market and invest on a sensible project while at the same time helping blockchain project developers to get the exposure that they need.

Funnel Project will collect a 10% fee from the payment that publisher paid for their advertising and the remaining fee will be paid back to the community as a reward.

Roadmap

FUNNEL

Q4 2017

Company registration for Funnel Project

White paper preparation

Team & advisors announcement

Web version of Funnel tool development

Alpha test stage

Beta test stage

Q1 2018

Office set-up in Malaysia

Team expansion for accounting, administration & HR

Funnel tool mobile app development

Public release to Google Playstore

Q2 2018

Integration with existing blockchain projects

Adding rewards feature into Funnel tool

Publishing code into GitHub for continuous project development

Token Info

Token Name: Funnel Token

Symbol: FNL

Decimal: 3

Token Contract: 0x4c5601164e2048a4154DE91Fa5e0B07E626CaB7F

Total Supply: 100 Million

Token In Distribution: 50,000,000 FNL tokens

Token Burn - 50,000,000 FNL

50,000,000 FNL tokens is burnt and is kept on the following Eth wallet
https://etherscan.io/address/0xdf114ab86779cb1cfbdf6d5a50f5accbc5b07251

Token Allocated For Airdrop – 7,000,000 FNL

Token Allocated For Lottery – 500,000 FNL

Token Allocated For Seed Funding – 5,500,000 FNL

These token will be sold on exchanges for facilities & team member expansion in the early stage

Token Allocated for Monthly sale – 6,750,000 FNL

675,000 FNL token will be sold on monthly basis for a period of 10 months according to existing exchange rate. The fund collected will be used for marketing & expansion purpose.

Token Allocated to Founder & team – 17,000,000 FNL

These token will be distributed to team member & founders.

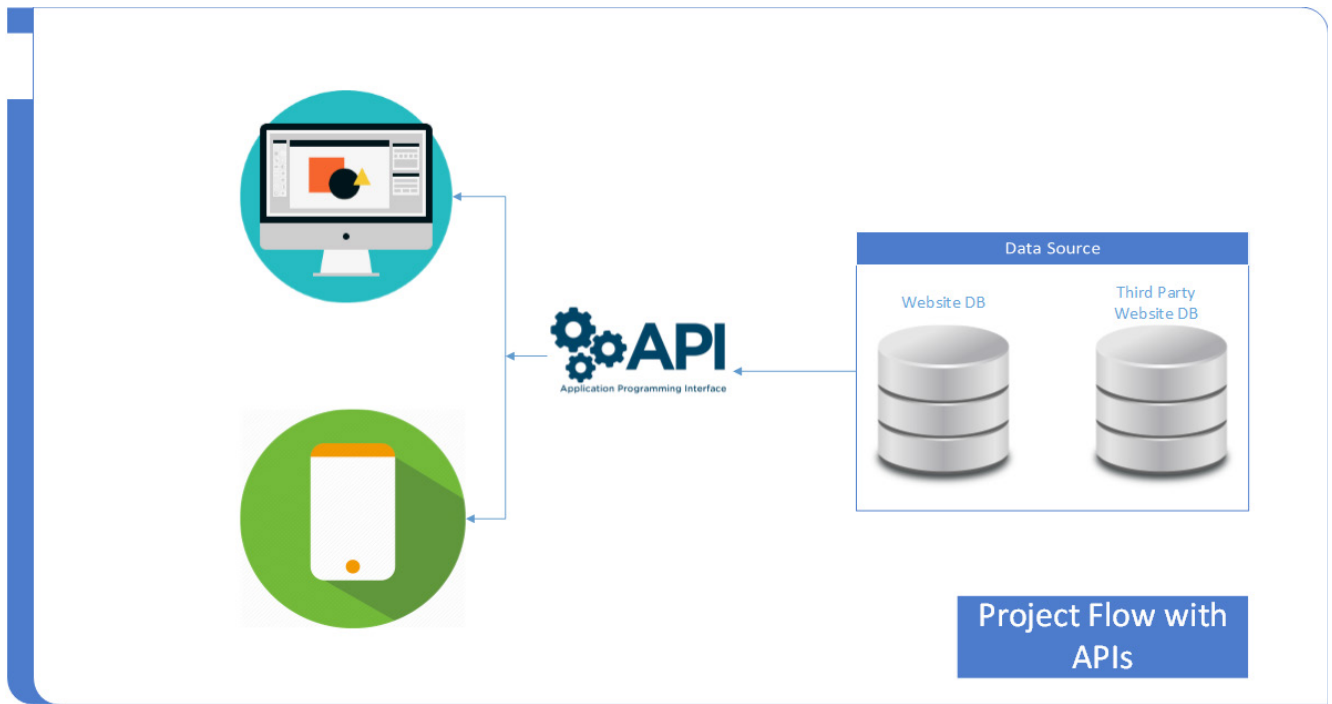Token Allocated For Company Reserves – 12,000,000 FNL

These token will be kept aside for expansion.

Token Allocated For Exchanges Listing – 250,000 FNL

Token Allocated For Bounty Campaigns – 1,000,000 FNL

Funnel Tool - API Process Flow

Feature Specification

- Web Application

- Mobile App (Android & iOS)

- Admin Panel

- UI/UX

Features and functionality

Registration/Login

A user will be able to register to use the application by entering the following details:

- Name

- Contact Number

- Email

- & Passwords

For simplicity, the user can opt to login by using their Facebook, Google or Twitter account.

Memberships

A user must subscribe to use the Funnel tool. They can subscribe for the free, or pay a fee by choosing a monthly or yearly package. This subscription will be paid using FNL token.

List of altcoins

There will be a list of altcoins where the real time data of the currencies will be shown. The data of the coins will be coming from the third party APIs.

Feed/Post Page

If a user want to go in the details of the any particular then they will find the feed page where real time data with the other user's opinion and comments will be shown similar to the layout below:

Price Change Chart and Graphs

A user will be able to check status of the coin on the chart and graph.

Crypto Currency Trading/Exchange

A user will be able to see the real time fluctuation of the coins and be able to buy or sell the coin.

Watchlist

This is the feature which will allow users to mark the coins to watch list to up to date.

History

A user will be able to check the trading history or recent activity of the altcoins that are on their watchlist.

Order

The order page will be showing the list of previous coin transaction that the user made. This can be useful for future reference when the user want to calculate their ROI.

Portfolio

This section of the tool will show the user's portfolio.

Templates/Theme

A user of the apps will be able to customize the themes / widget layout according to their own interests or they can choose from the built-in themes.

Wallet

Funnel Wallet will be developed and a user will be able to access it directly from the Funnel tool. It will also be accessible via the Funnel wallet Google Chrome extension that will be developed.

A Funnel tool user will be able to use Funnel wallet to do the following transactions. There will be features like:

- Making Payment
- Receive Payment / Deposit
- Withdrawal
- Account Statement
- Profile

Token As A Payment

An advertiser and publisher will be able to use token to pay for the services like:

1. Advertisement Posting

A registered advertiser or publisher will be able to create an advertisement and pay via token. This advertisement will be in the form of short video, text, graphic or survey.

A Funnel tool user will be able to use token to pay for the services like:

1. Custom Template
2. ICO Analysis
3. Altcoin Signal Service

Notifications

A user will notify when there will be update or activity in the backend.

Setting

A user will be able to change the profile setting like, name, profile picture, notification settings.

Help/Support

There will be a FAQ screen or email to the support team

Invite/Share

A user will be able to invite or share the application to the social media platforms.

Future Plan - Integration

By integrating existing crypto services into Funnel, we hope to be able to offer unique items into your page, for example:

• With SHIFT API we could offer decentralized uncensorable web browsing into your page.

• With SIA we could offer free cloud storage.

• With SONM, we could offer fog computer hosting for your page example companies may not apply at time of launch and are used for explanation purposes only.

• With Etherscan API, we can offer checking Eth and token balance.

App Layout and Design