Blockchain Reward Incentivized Advert Browsing (BIB)

Presented by: Team Immutable

Jit Ooi, Wendy Yong, Justin Ong

The Team

Co-Founder

Jit Ooi

Bachelor's Degree in Mechanical Engineering (NTU)

Full Stack Developer, Blockchain Programming, Consultancy, Training and Support.

Co-Founder

Wendy Yong

MBA (University of Cambridge), BBA (Honours) in Management and Operations & Supply Chain Management (NUS)

An avid Blockchain Enthusiast and Advocate. Strong background in quantitative analysis and fuel markets, with extensive experience in consulting, marketing, and commercial advisory works in helping companies to unlock value, improve business capabilities, evaluate assets, assess opportunities, develop competitive positioning and go-to-market strategies.

Founder

Justin Ong

MBA (AIB), BA (NUS), GDMM (SIM), REAC (SISV)

30 years of Information Technology experience as a Solution Provider and Systems Integrator Skilled in Digital Marketing, Instagram and Facebook Marketing, Search Engine Optimisation (SEO) and eCommerce, Business Development, Entrepreneurship, Sales and Marketing, Project Management, IT and Business Consultancy.

Project Background
Blockchain Reward Incentivized Advert Browsing (BIB)

Problem Statement

- At present, websites *push out* adverts indiscriminatively by using banner ads, malicious scripts and intrusive-in-your-face adverts – introduced a series of issues for users, publishers, and advertisers and created some inefficiencies in the online marketplace.
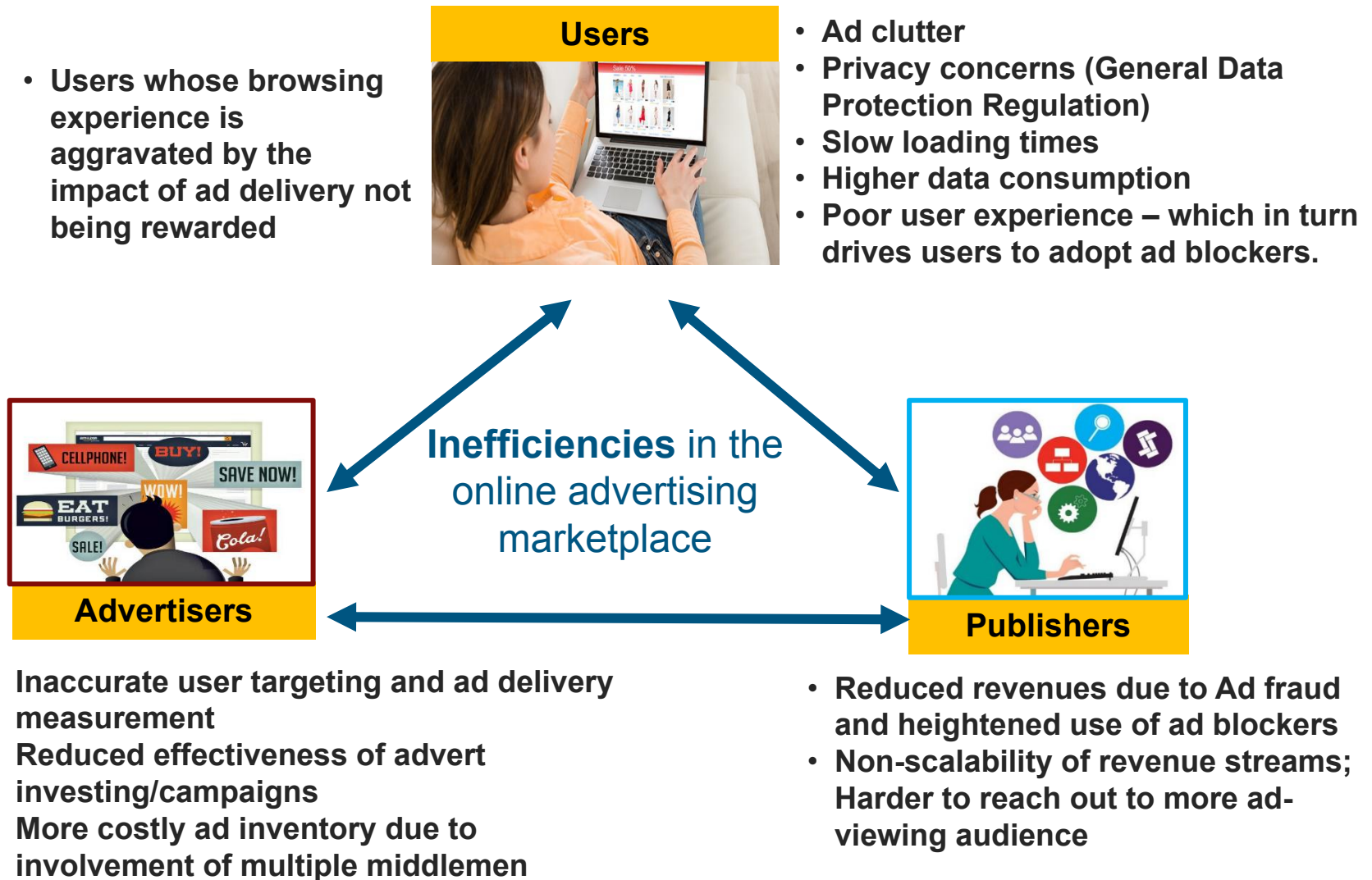
BIB as a Solution

- By having an active opt-in Reward Platform on the blockchain, the browser can block off these trackers and institute adblockers to prevent such intrusion. With this, the user experience can be enhanced and speed is also increased significantly.

Key Objectives

- BIB seeks to **enhance the overall user browsing experience, improve the user privacy, enhance the means to target users and deliver ads whilst incentivizing users for online advert browsing and rewarding users' attention**
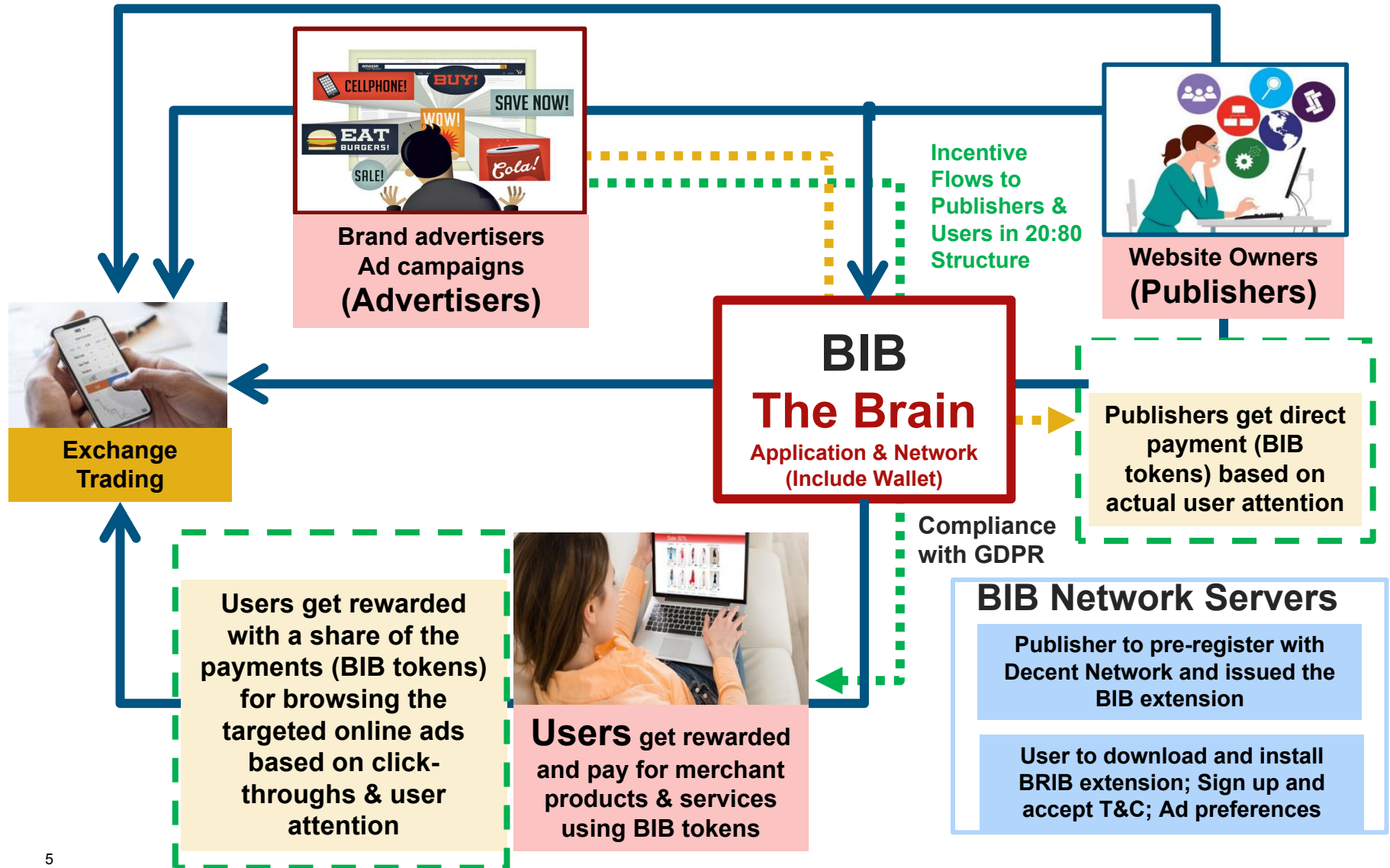
Problem Statement
Identifying the Users' Pain points through the User Experience Blueprint

Users

- Users whose browsing experience is aggravated by the impact of ad delivery not being rewarded

- Ad clutter
- Privacy concerns (General Data Protection Regulation)
- Slow loading times
- Higher data consumption
- Poor user experience – which in turn drives users to adopt ad blockers.

Inefficiencies in the online advertising marketplace

Advertisers

Publishers

- Inaccurate user targeting and ad delivery measurement
- Reduced effectiveness of advert investing/campaigns
- More costly ad inventory due to involvement of multiple middlemen

- Reduced revenues due to Ad fraud and heightened use of ad blockers
- Non-scalability of revenue streams; Harder to reach out to more ad-viewing audience

BIB as a Solution
The Blockchain Reward Incentivized Browsing (BRIB) Ecosystem

**Brand advertisers
Ad campaigns
(Advertisers)**

**Incentive
Flows to
Publishers &
Users in 20:80
Structure**

**Website Owners
(Publishers)**

**BIB
The Brain
Application & Network
(Include Wallet)**

**Exchange
Trading**

**Publishers get direct
payment (BIB
tokens) based on
actual user attention**

**Compliance
with GDPR**

**Users get rewarded
with a share of the
payments (BIB tokens)
for browsing the
targeted online ads
based on click-
throughs & user
attention**

**Users get rewarded
and pay for merchant
products & services
using BIB tokens**

BIB Network Servers

**Publisher to pre-register with
Decent Network and issued the
BIB extension**

**User to download and install
BRIB extension; Sign up and
accept T&C; Ad preferences**

Key Value Propositions of BIB

Transforming the Online User Experience Blueprint
(Eliminating pain-points & Delivering on key value propositions)

Situational Awareness
Business

Situational Awareness
Customers

- Blockchain Reward Incentivized Browsing (BIB)

- More efficient targeted and lean delivery of advertising campaigns

The Lean Loop

- **Users:** Faster and safer browsing, better user experience, reduced negative externalities

- **Advertisers:** Higher acquisition, less costly customer attention, reduced fraud, invest more effectively, more targeted campaigns

- **Publishers:** Increased revenue, less fraud, maximize yield for their content

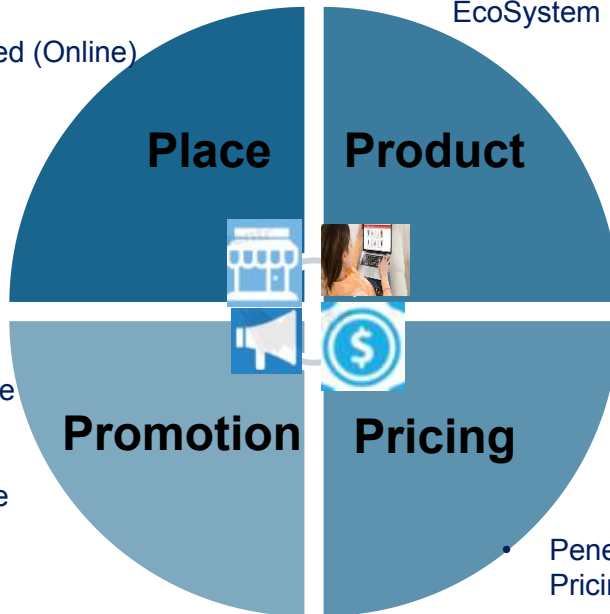- Additional incentives for both publishers and users

Creating a more efficient online advert marketplace by leveraging on an opt-in reward plug in extension in the browser and network that privately and securely records user data, ad delivery stats, and allows instantaneous transactions amongst the advertisers, publishers, and users

Go-To-Market Strategy

Market Analysis	Marketing Selection	Marketing Mix	Customer Acquisition
• Customer Needs • Market & Market Dynamics • Company Capabiltiies • Competition • Collaboraitons & partners	• Market Segmentation • Market Selection • Segment Targeting	• Product, Price, Place/Distribution, Promotion/Advertising, People, Process	• Awareness • Interest • Evaluation • Referral/Customer loyalty

4 P Marketing Mix

• Internet Browser based (Online)
• Mobile App based (Online)

• BIB Active Opt-In EcoSystem

Place · **Product**

Promotion · **Pricing**

• Build awareness, create interest, provide information, stimulate demand, Differentiate Product, Reinforce the Brand
• PR/Publicity: Social Media, Telegram

• Penetration Pricing

Pricing Strategy Matrix

Since the BIB EcoSystem is newly launched, we are adopting Penetration Pricing. A low price for the Advertiser Campaigns is used to capture market share. Price will likely be raised once market share is gained.

	Low Quality	High Quality
Low Price	Economy	Penetration
High Price	Price Skimming	Premium

Overview of the Business Model Canvas
How BIB seeks to capture, deliver, and create value

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
• **Publishers** • **Advertisers** • **Users (Online surfers)** • **Blockchain platform** • **Investors**	• **Blockchain browser development** • **Reward platform development** • **DAPP development (future support for Android/iOS)** • **Maintenance and updates**	• **Enhanced user experience** • **More efficient online ad marketplace** • **Advert-free browsing with active opt-in** • **Network of advertisers** • **Network of publishers** • **Blocking of Ad-trackers and-Cookies**	• **Support of all browsers (i.e., chrome, firefox)** • **Merchants' acquisition** • **Protection of customer data (GDPR)** • **Client Acqusition** • **Ad-network and brands**	• **Internet savvy, Incentive-and reward motivated individuals**
	Key Resources • **Blockchain browser development** • **Reward platform development** • **Venture capital** • **Software R&D team**		**Channels** • **Social media marketing** • **Web browser's support** • **Ad Networks and brands** • **DAPP**	

Cost Structure	Revenue Streams
• **Marketing costs** • **Administrative costs** • **Technology costs / Software development costs** • **Ongoing maintenance costs**	• **Advertising** • **Online campaign revenue from ad network and merchants based on number of click-thtroughs and opt ins**

BIB's Core Business, Ecosystem Implementation Objectives and KPIs

BIB's Core Business Objectives

KPIs	Key Metrics
Increase Acquisitions Advertisers, Publishers, Users	Growth Rate/Month
Improve Satisfaction	Retention Rate/Month
Increase Sales Advertisers, Publishers	New Advertisers/Month, NewPublishers/Month
Decrease Acquisition Cost Advertisers, Publishers	Overall Cost Per Acquisition
Revenue Per Acquisition Advertisers, Publishers	Revenue/Month based on Per Advertiser Per Campaign

Ecosystem Implementation Objectives

KPIs	Key Metrics
Reach and Brand	Number of Visits, New Visits, Number of Active Opt-Ins
Audience	Audience Demographics: Young, Local, Intrnational, Sophisticated
Conversion	Total Revenue from Impressions & Clicks, Conversion Rate/Revenue
Engagement	Time spent on Ad, Percentage of Repeat Visits, Number and Quality of User Clicks
Usability	Percentage positive comments, Percentage satisfied Users (online surveys), Ease of Navigation (user testing)
Technical	Load time, Number of Abrupt Exit, Browser Compatibility

BIB's Marketing Goals

KPIs	Awareness
KPI Measurement Yardstick	Views Impressions Unique Users

BIB's Users Considerations

KPIs	Actions
View-through Rate Watch Time	Clicks, Impressions Signups, Sales, Calls

BIB's Revenue-Reward Business Model & Forecast

Forecasted Revenue: 5 Year Projection

Potential Market Share of the Global Online Advertising Revenue
- Using $327.28 billion* in 2019 as the Global Revenue baseline
- Discounting off 61.2% of Revenue Share taken by Google, Facebook and AliBaba
- The Revenue Potential (adjusted) is 38.8% of Potential Global Market Share.

BIB's Targeted Revenue Potential: $126.98 billion

BIB's Yearly Revenue:[Forecasted]
 1st Year: 1% = $ 1.27 million
 2nd Year: 5% = $ 6.35 million
 3rd Year: 15% = $ 19.05 million
 4th Year: 25% = $ 31.75 million
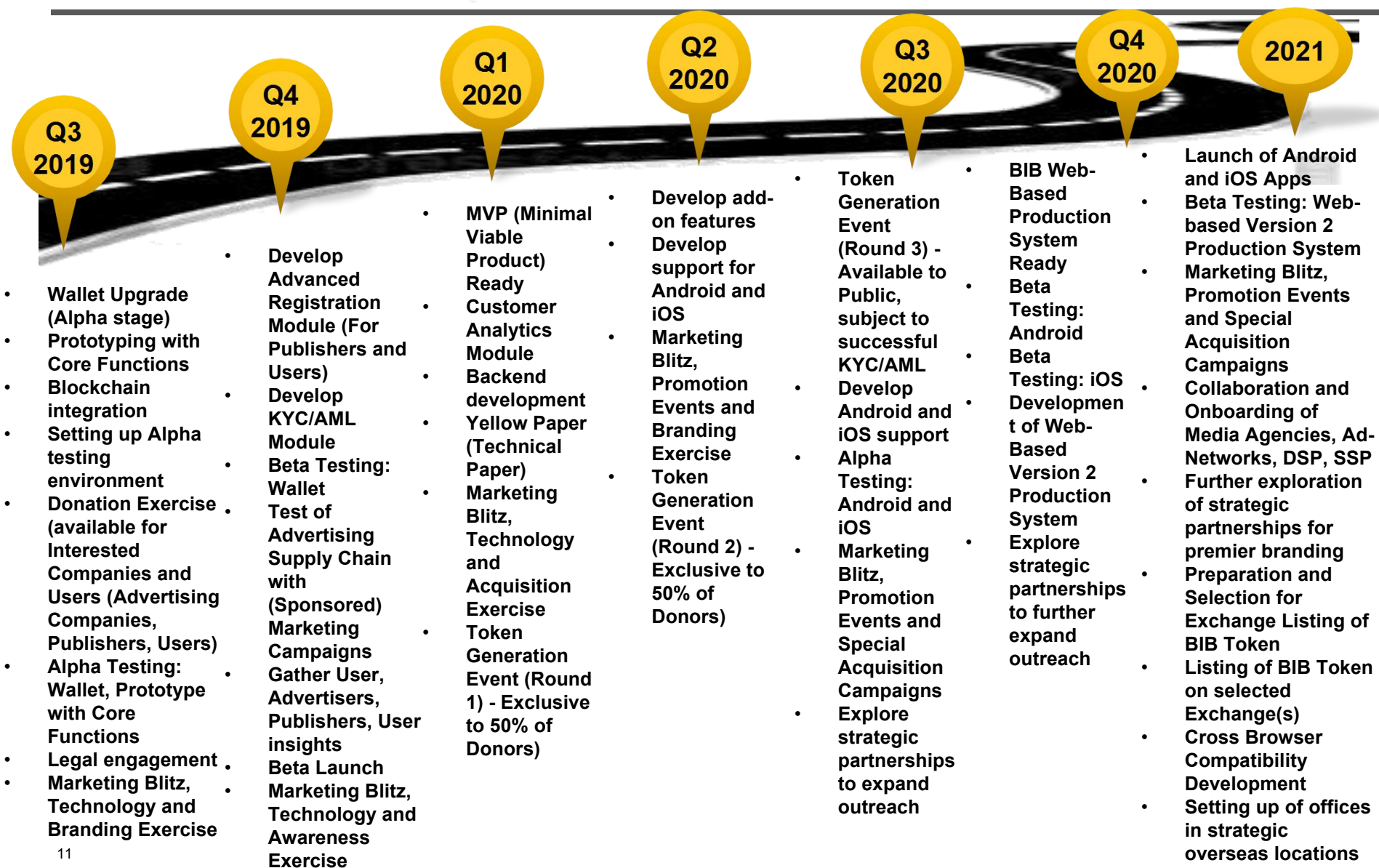 5th Year   35% = $ 44.43 million

- Above Revenue figures is discounting the annual growth of the industry, which is in the region of 17.1% conservatively, as the global online advertising market is growing exponentially year on year.
- There is also a clear potential for BIB to collaborate with Google, Facebook and AliBaba to expand market share into their individual strongholds, as **BIB solution is cross browser, cross platform and incentivises all parties (Advertisers, Publishers, Users) to come on board BRIB and to streamline the online advertising supply chain to deliver win-win-win-win solution to all parties**

Source: https://www.emarketer.com/content/global-ad-spending-update

Revenue-Reward Business Model

- **The business revenue model is kept simple and straight forward,** as BIB's mission is to eradicate the inefficiencies, complexities and opaqueness of the present Online-Advertising ecosystem.

- **For every successful clickthrough** from either a banner Ad or completed 7 seconds view of a video or textual-image Ad or its hybrid format, the User will receive 80% of the Value of the Ad, as determined by the Advertiser and agreed to by the Publisher in his Ad Preference panel. For the Publisher, he will receive 20% of the Value of the Ad.This apportioning percentage will be fine-tuned as BIB evolves and gather sufficient feedback from the clickthrough rate, viewing rate and other variables, like participation rate of Publishers and Users over a period of monitoring by BIB BRAIN nerve center.

- **When an Advertiser initiates with the BIB BRAIN Nerve Center** to launch a campaign, it will be quoted a budget based on the type of Ad and the duration of the campaign. BIB BRAIN will be paid upfront an agreed percentage of the campaign budget agreed upon and the reminder of the budget will be shared between the Publishers and Users on an 80/20 share based on measurable User's attention to the Ad.

- **BIB BRAIN will keep in reserve a portion of its profit margin**, for use at a later date as Market Maker war-chest when the BIB token is listed on the Exchange(s).

The BIB Roadmap

Q3 2019
- Wallet Upgrade (Alpha stage)
- Prototyping with Core Functions
- Blockchain integration
- Setting up Alpha testing environment
- Donation Exercise (available for Interested Companies and Users (Advertising Companies, Publishers, Users)
- Alpha Testing: Wallet, Prototype with Core Functions
- Legal engagement
- Marketing Blitz, Technology and Branding Exercise

Q4 2019
- Develop Advanced Registration Module (For Publishers and Users)
- Develop KYC/AML Module
- Beta Testing: Wallet
- Test of Advertising Supply Chain with (Sponsored) Marketing Campaigns
- Gather User, Advertisers, Publishers, User insights
- Beta Launch
- Marketing Blitz, Technology and Awareness Exercise

Q1 2020
- MVP (Minimal Viable Product) Ready
- Customer Analytics Module
- Backend development
- Yellow Paper (Technical Paper)
- Marketing Blitz, Technology and Acquisition Exercise
- Token Generation Event (Round 1) - Exclusive to 50% of Donors)

Q2 2020
- Develop add-on features
- Develop support for Android and iOS
- Marketing Blitz, Promotion Events and Branding Exercise
- Token Generation Event (Round 2) - Exclusive to 50% of Donors)

Q3 2020
- Token Generation Event (Round 3) - Available to Public, subject to successful KYC/AML
- Develop Android and iOS support
- Alpha Testing: Android and iOS
- Marketing Blitz, Promotion Events and Special Acquisition Campaigns
- Explore strategic partnerships to expand outreach

Q4 2020
- BIB Web-Based Production System Ready
- Beta Testing: Android
- Beta Testing: iOS
- Development of Web-Based Version 2 Production System
- Explore strategic partnerships to further expand outreach

2021
- Launch of Android and iOS Apps
- Beta Testing: Web-based Version 2 Production System
- Marketing Blitz, Promotion Events and Special Acquisition Campaigns
- Collaboration and Onboarding of Media Agencies, Ad-Networks, DSP, SSP
- Further exploration of strategic partnerships for premier branding
- Preparation and Selection for Exchange Listing of BIB Token
- Listing of BIB Token on selected Exchange(s)
- Cross Browser Compatibility Development
- Setting up of offices in strategic overseas locations

11

Demo of the BIB Active Opt-In EcoSystem Prototype

Video Link:
https://youtu.be/M4oli2h5_Rl

Thank You

Team immutable