



BLOCKCHAIN ADS

TOKENOMICS



BLOCKCHAIN-ADS TOKEN (XADS)

The Blockchain-Ads token is a utility token powering the decentralized advertising platform, offering direct marketing place for advertisers and publishers with one aim, transforming the centralized web2 advertising landscape. The Blockchain-Ads token (XADS) is a hybrid token aimed to serve as payment for the advertising services and programmed with an incentive model that acts as a distributed governance structure.

XADS value will be increased with an increase in the number of advertisers and publishers on the Blockchain-Ads network through an increase in the number campaigns. This sets the XADS token apart from the thousands of other blockchain projects by introducing a cryptocurrency with real-world, observable value.

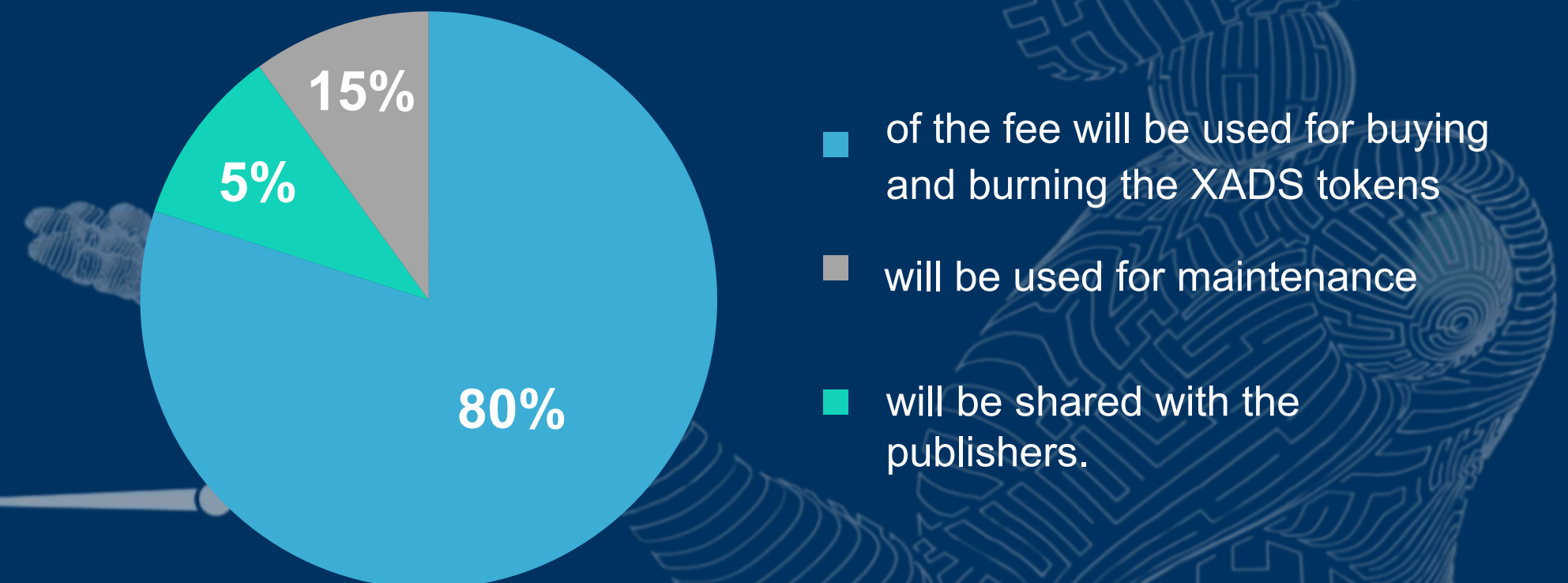
Blockchain-Ads will have its own specific protocols and standards, which will be in compliance with the broader ERC20 and BEP20 standards.

At the IDO, the company it **will release 310 million XADS tokens and gradually release tokens** as user demand increases.

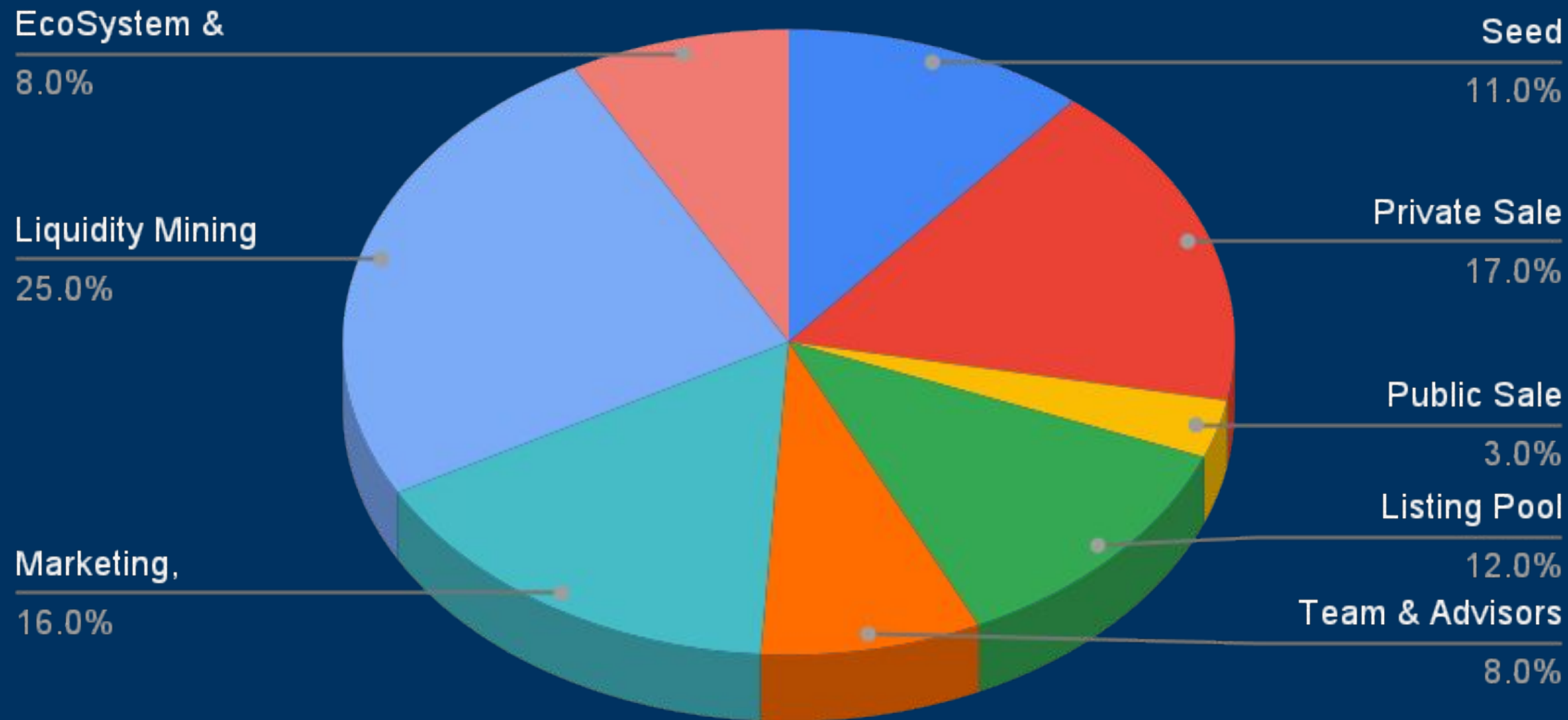
Blockchain-Ads will have a maximum outstanding token supply of 1 billion.

The revenue generated is split 3 ways. 5% goes for the platform maintenance expenses, 15% to revenue sharing with publishers and 80% to buying and burning XADS tokens. The last will provide two important functions: constant increase of USDT liquidity and constant removal of tokens from the circulating supply (making the token deflationary).

The fee share will be as follows:



BLOCKCHAIN-ADS TOKEN DISTRIBUTION



IDO

Accepted currencies: Stable coins

Type of token: BEP20

Token prices will be as follows:

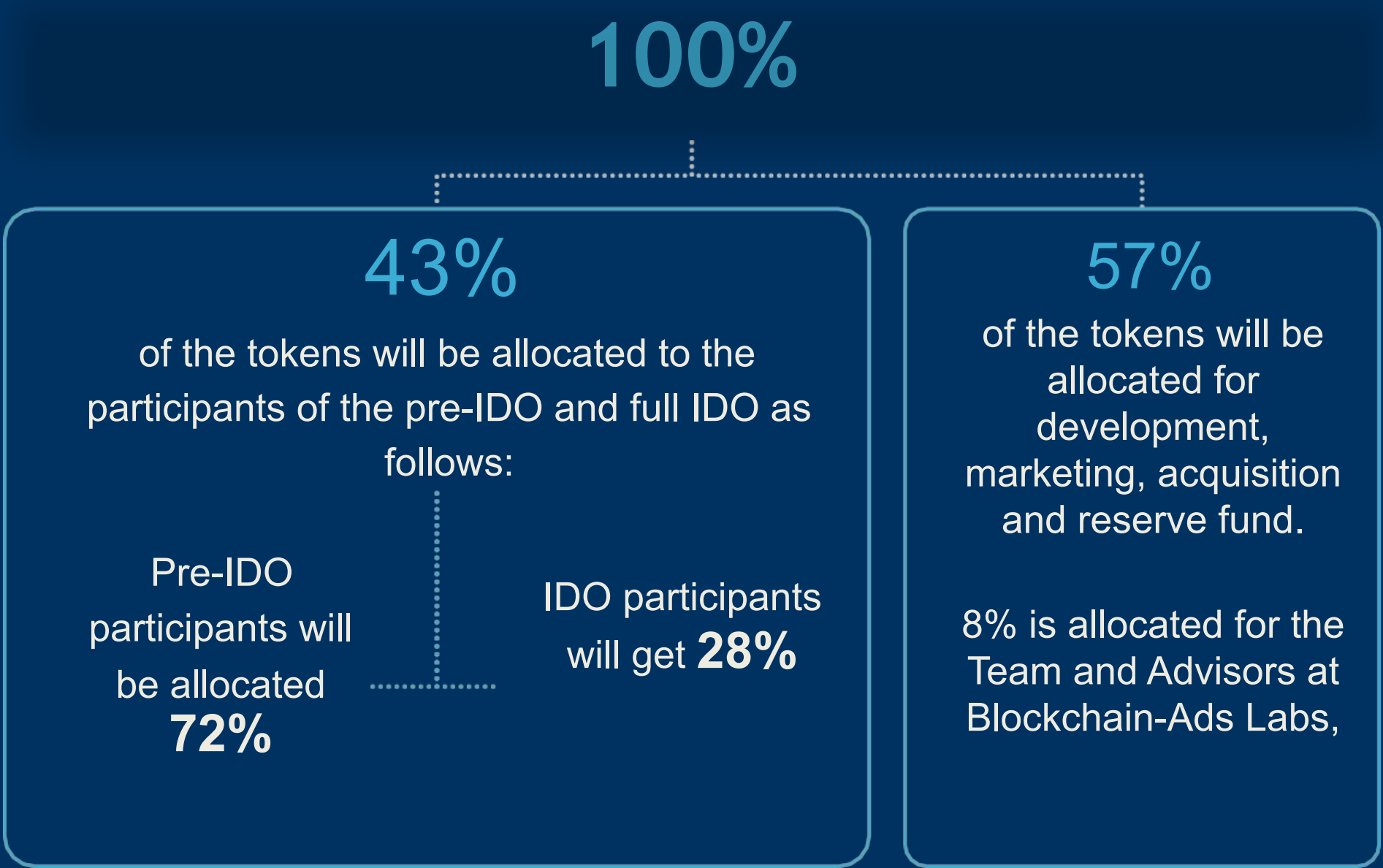
Pre-Sale: \$0.009

Public Sale: \$0.012

Bonus: Time - and commitment - based bonus structure. During the Seed stage there is 33% discount.

Pre-Sale Start Date: Feb 08, 2022

BLOCKCHAIN-ADS SUPPLY & REWARD MODEL



Participants in Pre-Sale and IDO will have a lock-up period with a 25% immediate vesting upon launch and the other 75% released over the next 9 months in equal amounts.

Supply of Tokens Supply of tokens will consistently dwindle as more advertisers and businesses come on to the platform and overall circulation increases. Some tokens will be locked up in staking pools. The supply will be limited to 1 billion..

Round	Tokens	Price	To Be Raised	Starting Circulation	Starting Market Cap
Seed	110,000,000	\$ 0.006	\$ 660,000	35,000,000	\$ 440,000
Private Sale	170,000,000	\$ 0.009	\$ 1,530,000	42,500,000	\$ 680,000
Public Sale	30,000,000	\$ 0.012	\$ 360,000	7,500,000	\$ 120,000
Listing Pool	120,000,000	\$ 0.016	\$ (480,000)	30,000,000	
TOTAL	430,000,000		2,070,000	107,500,000	1,240,000

Blockchain-Ads will have an incentive in the form of XADS tokens at several stages of the platform.

- Incentive on successful verification:**
On joining the **Blockchain-Ads platform**, participants will be awarded XADS tokens as an incentive for successfully verifying their credentials like Ad Inventories, creatives, and websites domains, ensuring high quality publishers and with that high quality traffic on our platform.
- Marketing incentive:**
To encourage the growth of the network and create ongoing revenue streams for contributors, successful referrals of businesses and individuals to the Blockchain-Ads platform will entitle the referring party to XADS tokens.
- Performance bonuses:**
To recognize and promote excellence, bonus XADS tokens will also be granted to businesses and individuals who remain compliant with the set of rules incorporated in the Platform.

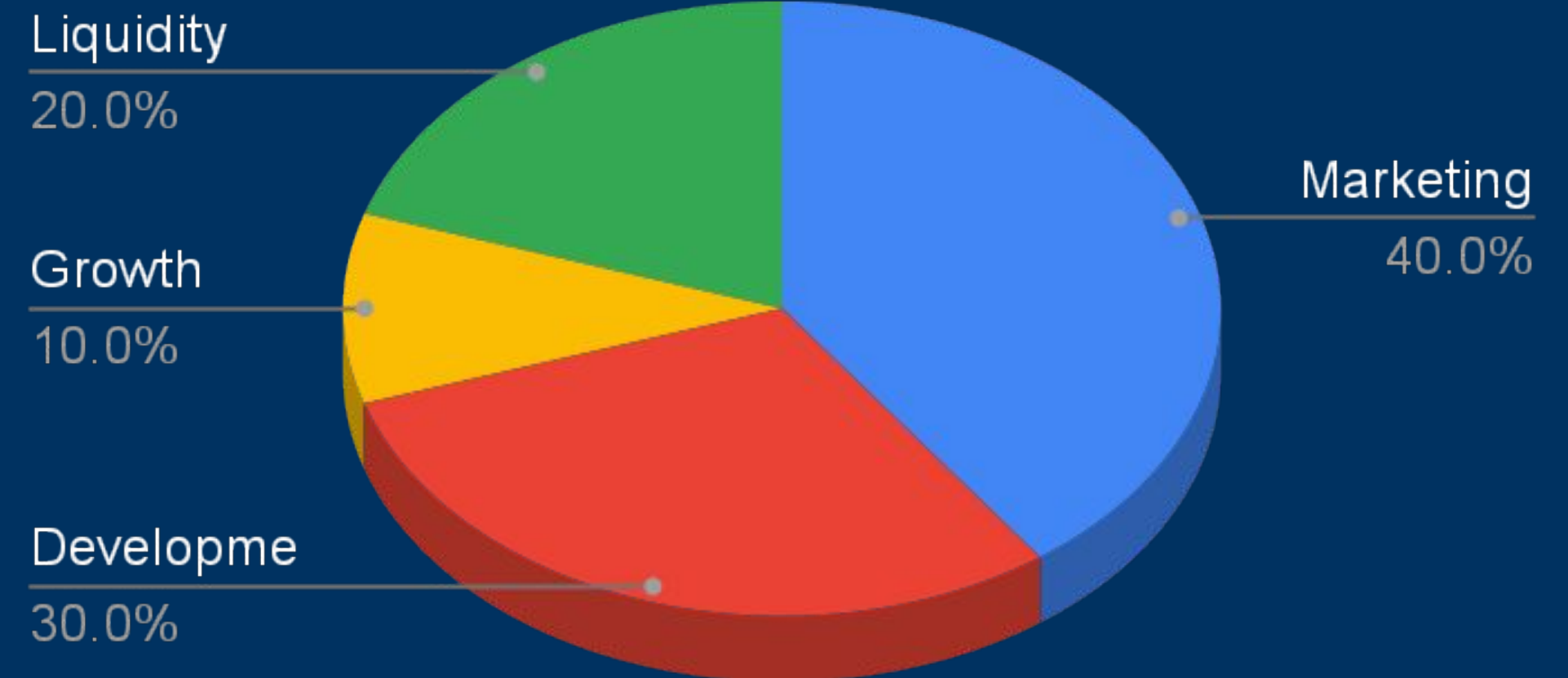
VESTING SCHEDULE

	TGE		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
Seed	25%	Vesting - 25% Release every quarter																										
Private Rounde	25%	Vesting - 25% Release every quarter																										
Public Round	25%	Vesting - 25% Release every quarter																										
Listing Provision Fund	0%	Cliff												Vesting - 25% at 12 months cliff and the rest is released monthly over the next 36 months														
Team & Advisors	0%	Cliff												Vesting - 25% release every 6 months														
Marketing, Community	0%		Vesting - 2,5% release per month																									
Staking, Rewards	0%	Cliff	Linear vesting until month 48																									
EcoSystem and Partnerships	0%	Linear vesting until month 48																										

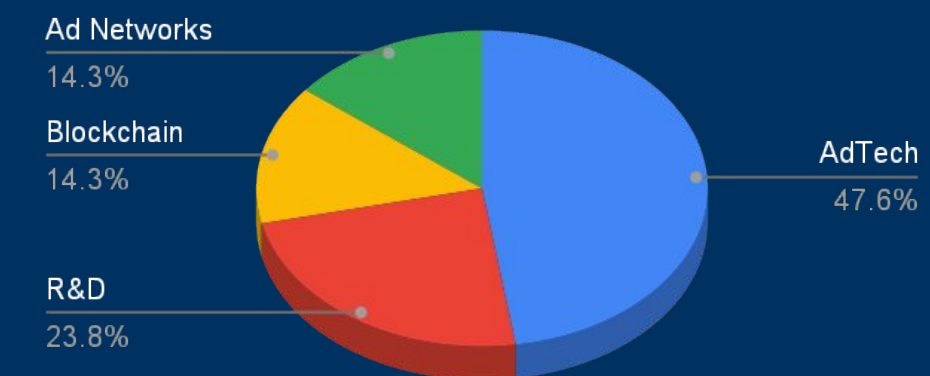
FUNDS DISTRIBUTION

The funds raised through Sales will be dedicated to the following activities:

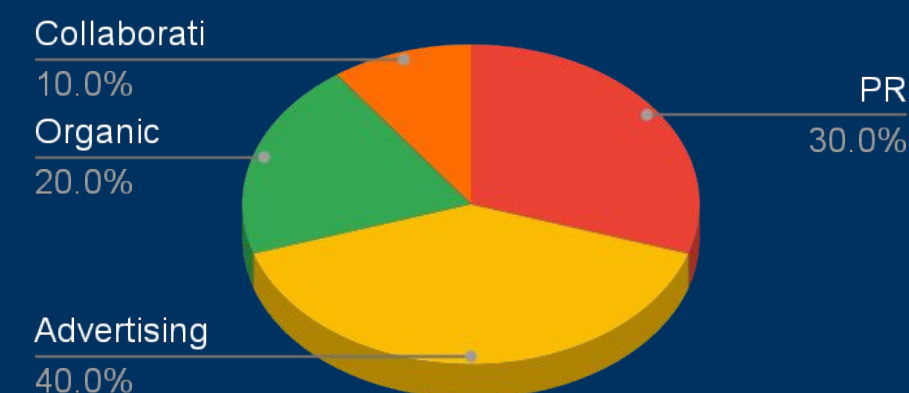
- **Marketing:** As Marketing is crucial for and AdTech project that is looking to disrupt the current market, allocation will be assigned for PR activities, Paid Advertising, Organic Presence and Social Coverage and Marketing Collaborations.
- **Development:** A major portion of the funds raised will be used for the development of the Blockchain-Ads platform. The breakdown will be as follow: AdTech Development; R&D expenses; Blockchain Protocols integrations; Ad Networks and Ad Exchanges Integration; This will include the salary of the developers, server costs, platform costs, etc.
- **Growth:** Building a sales team for direct sales of the ad platform services and Business development team for developing business relations with the crypto projects. *Advertising experts that will contribute to the growth of blockchain advertising wider adoption * NonCrypto Marketers and Marketing agencies that are ideal potential users
- **Liquidity:** Funds needed to provide liquidity in exchanges.



DEVELOPEMENT



MARKETING



GROWTH



THANK YOU!



BLOCKCHAIN ADS

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