REVENUE STREAMS

Alpha Revenue

1. **Ad Platform Transaction fee** that is held from all the transactions.

    -   Every time an Advertiser pays the Publishers (payment done every hour),
    -   Every time the Publishers withdraw their tokens,
    -   Every time a User withdraw their tokens.

2. **Fee** from the AdNFT and **Data/Analytics/Attribution dapps.**.

Beta Revenue

1. **DeFi transactions revenue**

    -   Lending & Borrowing functionality
    -   The Advertisers and Publishers can stake their Ad Budget or Revenue which will be landed to the landing protocols and earn compound interest.

2. **Secondary revenue from the Analytics and the Attribution tool,**
    -   daps and protocols can integrate the Analytics plugin to segment and profile their users based on their wallets onchain data.

**All the payments and transactions in the platform are made solely with the XADS token.**

-   The Payment module has incorporated an Exchange mechanism that currently allows deposit from 40 different popular cryptocurrencies to be converted to XADS and added to the users advertising accounts, using a third party tool.
-   In the future a direct exchange and bridge plugin will be added that will allow users to also sell XADS directly from the Blockchain-ads platform

The revenue share will be as follows:

-   60% is sent to the Community Fund - distributed only among the accounts staking XADS
-   35% is sent to the EcoSystem Fund
-   5% is used for liquidity, buyback and burn wallet

EcoSyste
35.0%

Community
60.0%

Liqudity,
5.0%
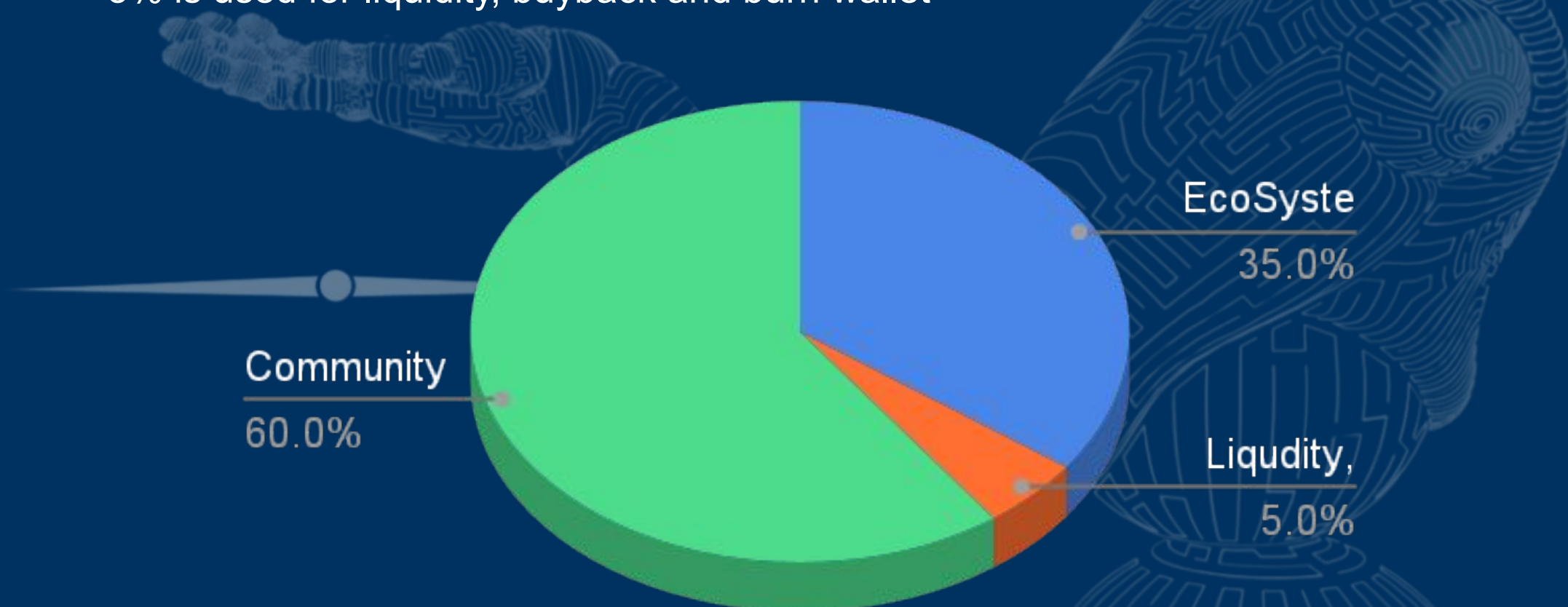
BLOCKCHAIN ADS

BLOCKCHAIN-ADS ECOSYSTEM
Sustainability

EcoSystem Rewards

Blockchain-ads P2P ad platform is profitable from the start as it bears no expenses.

- 40% from the total supply is allocated for the EcoSystem providing higher incentive for the early adopters.
  The early adopter Rewards will be distributed in the scalability phase, which allows faster adoption and scale the usage of the Blockchain-ads EcoSystem.
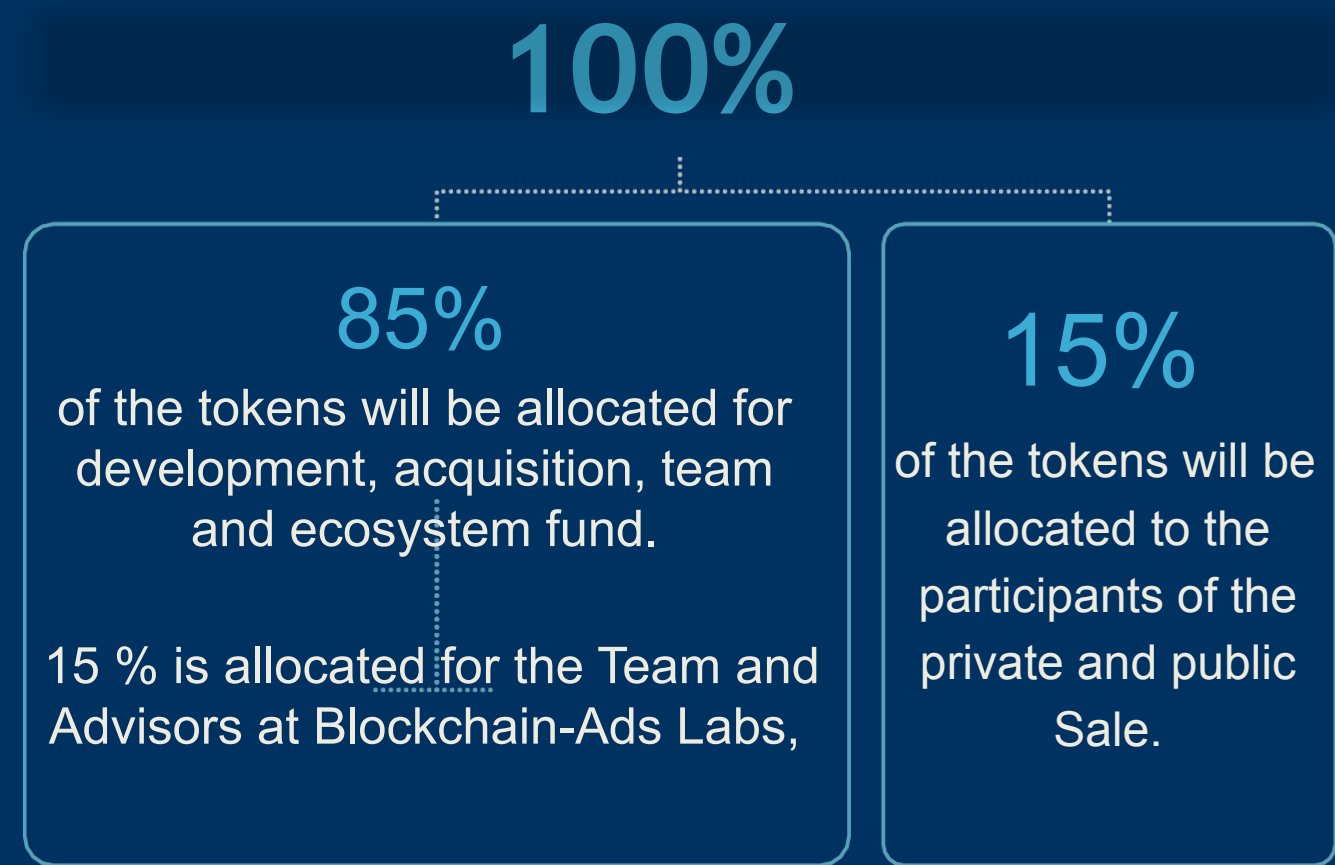
- 35% from the revenue stream goes to the EcoSystem fund that is used for rewards. That allows self-sustainability.

- **Publishers** are rewarded based on the quality of their Web Traffic.
The highest quality traffic websites (Top 100 performing websites), will get yearly rewards on top of normal earnings.

- **Advertisers** are rewarded based on their AdSpend
The advertisers with the highest ad spend, not less than USD $1M per year, will get yearly rewards.

- **Share and Earn concept, everyday internet users** are rewarded based on sharing their browsing data.
- Generating the AdNFT, user own web3 cookie and give access to Blockchain-Ads protocol get micro payments as rewarded.
- Users that provide their Ad Preferences get rewarded
- Users with the highest engagement, algorithmically calculated based on their Ad preferences will get yearly rewards.

EcoSystem Rewards Distribution	Year 1	Year 2	Year 3	Year 4	Year 5
Users	70%	60%	50%	40%	30%
Publishers	20%	25%	30%	25%	20%
Advertisers	10%	15%	20%	35%	50%

BLOCKCHAIN ADS

BLOCKCHAIN-ADS SUPPLY & REWARD MODEL

Performance Rewards

100%

85%
of the tokens will be allocated for development, acquisition, team and ecosystem fund.

15 % is allocated for the Team and Advisors at Blockchain-Ads Labs,

15%
of the tokens will be allocated to the participants of the private and public Sale.

- **Rewards 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.

- **Referrals rewards:**
  To encourage the growth of the network and create ongoing revenue streams for contributors, successful referrals of businesses and individuals as advertisers/publishers/users to the Blockchain-Ads platform will entitle the referring party to XADS tokens.
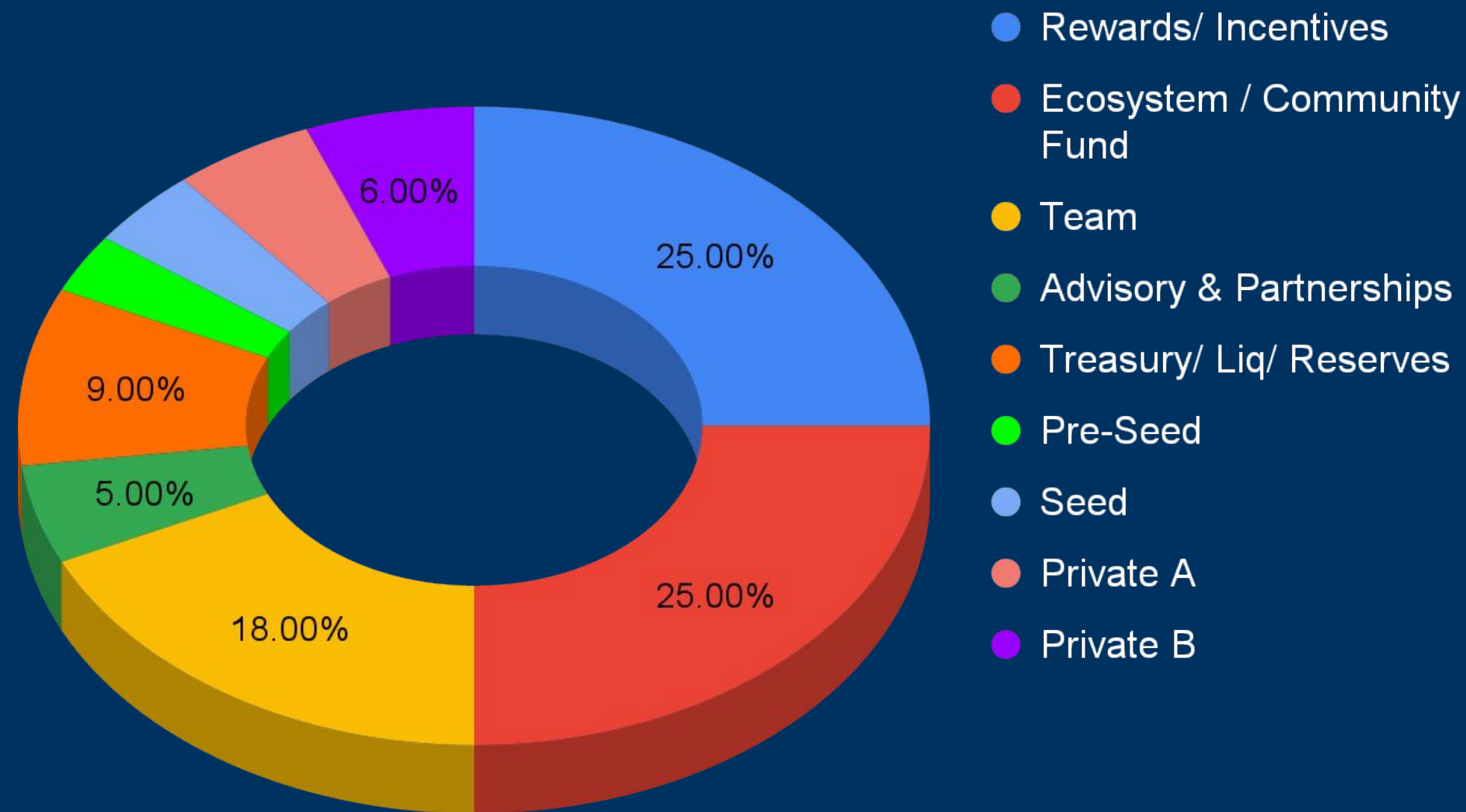
Staking Rewards

1. **Rewards Pool** - Unbonding period 90 days

- Staking rewards,
- Community fund rewards - Blockchain-ads share the revenue fund rewards proportionally among the accounts that are staking XADS.

2. **Rewards Loyalty Pool** - No unbonding period

- Staking rewards,
- Community fund rewards - Blockchain-ads share the revenue fund rewards proportionally among the accounts that are staking XADS.
- Loyalty is a staking model with 10% fees on entry and exit. All fees are distributed among the pool participants on top of compounded rewards and rewards shares

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 is limited to 1 billion.

BLOCKCHAIN ADS

BLOCKCHAIN-ADS TOKEN DISTRIBUTION

- Rewards/ Incentives
- Ecosystem / Community Fund
- Team
- Advisory & Partnerships
- Treasury/ Liq/ Reserves
- Pre-Seed
- Seed
- Private A
- Private B

- Vesting Schedule Applies

Private Sale

Accepted currencies: Stable coins

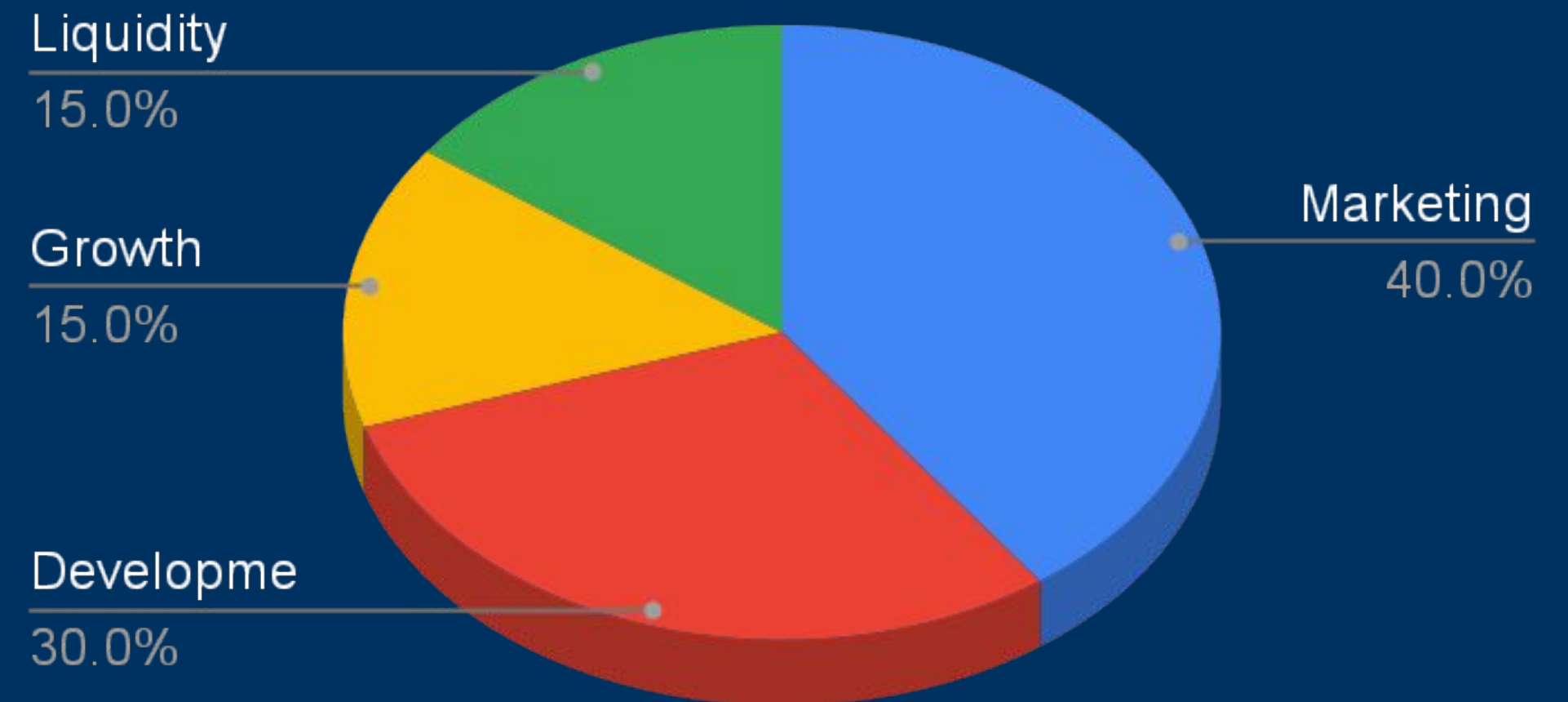**Token prices will be as follows:**

Pre-Sale: $0.060

Bonus: Time - and commitment - based bonus structure. During the Seed stage there is 35% discount.

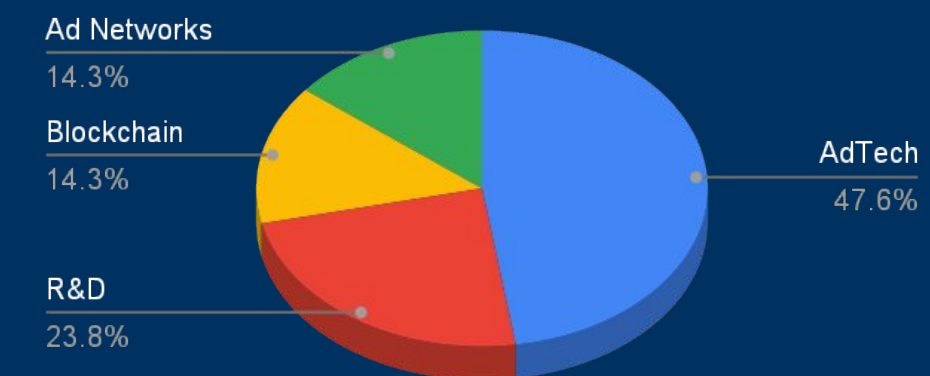| Token Sale	Tokens	Price	To Be Raised
Pre-Seed	20,000,000	$ 0.010	$ 200,000
Seed	40,000,000	$ 0.025	$ 1,000,000
Private A	45,000,000	$ 0.035	$ 1,575,000
Private B	45,000,000	$ 0.060	$ 2,700,000
TOTAL	150,000,000		5,475,000

BLOCKCHAIN ADS

FUNDS DISTRIBUTION

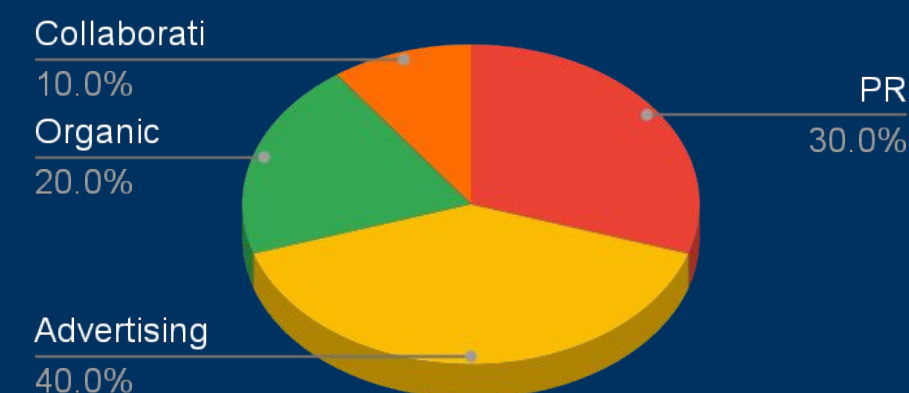## The funds raised through Sales will be dedicated to the following activities:

- **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 * Non-Crypto Marketers and Marketing agencies that are ideal potential users

- **Liquidity:** Funds needed to provide liquidity in exchanges.

Liquidity 15.0%
Growth 15.0%
Developme 30.0%
Marketing 40.0%

DEVELOPEMENT
Ad Networks 14.3%
Blockchain 14.3%
R&D 23.8%
AdTech 47.6%

MARKETING
Collaborati 10.0%
Organic 20.0%
PR 30.0%
Advertising 40.0%

GROWTH
**Community 15.0%
*New talent 25.0%
Sales 30.0%
Business 30.0%

BLOCKCHAIN ADS

THANK YOU!

BLOCKCHAIN ADS

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