



BLOCKCHAIN ADS

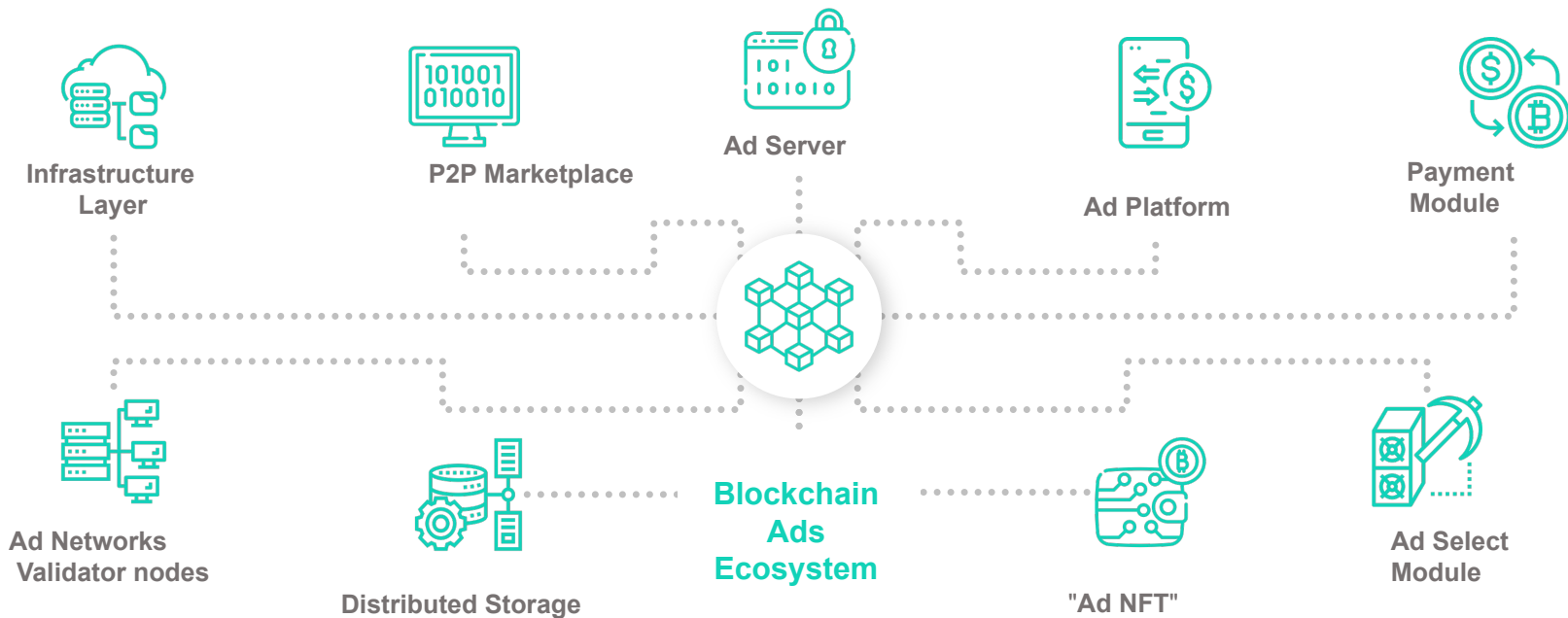
EcoSystem



BLOCKCHAIN-ADS ECOSYSTEM

Blockchain-Ads is a decentralized Advertising Ecosystem offering huge advantages and benefits over the existing centralized web2.0 landscape and the Ad Tech Giants and Data conglomerates by enabling all Advertising engagements to be conducted on-chain using open ledger and leveraging the benefits of the blockchain technology.

Our aim with Blockchain-Ads as a decentralized advertising platform is to provide complete transparency, remove central authority, cut out the middleman, reduce fraud, and lower costs for all market participants. This includes creation of a decentralized system that would eliminate the regulator's compliance requirements, and remove censorship, making advertising available to everyone.



Blockchain-Ads will not store any data and all the information will follow decentralized storage services. This will be integrated within the ecosystem where the users can protect and secure their assets, ad inventory, domains, ad creatives, This decentralized storage will enable the participants to store data related to their ad campaigns on decentralized blockchain network without any cost.

The platform features will allow following three services for decentralized information storage management:

Content addressing

Users will have the option to upload information or storage through hash content within the Blockchain-Ads network that could include universal addresses, unique identification numbers, Ad Assets securely on Blockchain-Ads information network.

Provable storage

Blockchain-Ads will use filecoin for long-term decentralized information storage within the Blockchain-Ads network. Filecoin provides a permanence layer using cryptographic proofs to ensure the durability and persistence of data.

Resilient retrieval

Data retrieval would be made easier through integration with decentralized applications.



**Decentralized
storage network**



BLOCKCHAIN ADS

**BLOCKCHAIN-ADS
PLATFORM**



**Content has creation
through "Ad NFT"**

PEER TO PEER AD NETWORK

Blockchain-Ads platform is hosting its own peer-to-peer Ad Network that will allow advertisers and publishers to communicate directly.

This decentralized network will allow them to offer ad inventory and and buy media space without the complicated current web2.0 middleman and giant Ad Tech companies.

Our peer-to-peer Ad network will allow following major benefits to the users:

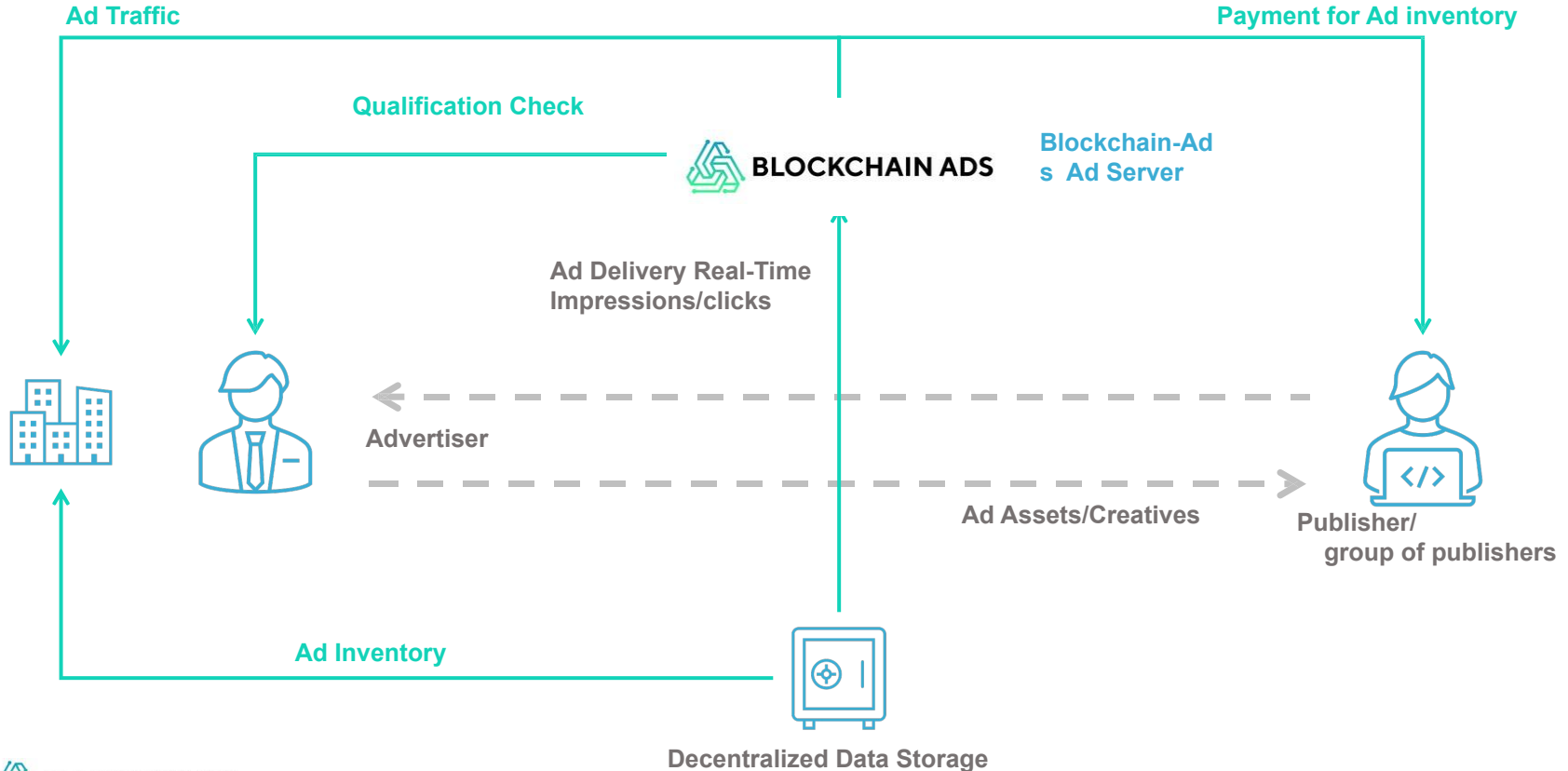
1. No Censorship -There is no central and single authority
2. Disintermediation - No middleman (DMP, DSP, SSP)
3. No Fees - Lowering advertising cost by 90%
4. Bank-less Advertising - BADS token is used for advertising



BLOCKCHAIN ADS



AD DELIVERY - PROCESS



ARTIFICIAL INTELLIGENCE



Artificial intelligence is the future of computer science and will be so integrated within the blockchain network that it will support the entire Blockchain-Ads network through its deep learning capabilities. It is important to understand that blockchain will democratize the data and thus the role of big data management within the blockchain will require extensive use of machine learning platforms.

We believe that AI will be crucial in the following manner within the Blockchain-Ads platform:

Democratization of Data

Blockchain-Ads will have large sets of data through its blockchain network that can be leveraged through AI. It can help create Machine Learning algorithm that will, enable the participants to market their product/services to the right high intent audience. AI will be leveraged to help understand users behavior and their preferences.

Authenticity of Data

Our blockchain data will have immutability and authenticity. This will help create reliable sets of data that can be processed through AI to obtain workable analyses. AI integration within the blockchain network will help in analyzing large transaction volumes and understanding token and asset data, which will help in further enhancing our blockchain platform.

Auditing Smart Contracts

AI can ensure that smart contracts within the blockchain are authentic and audited and ensure compliance of the contracts. As Blockchain-Ads will grow, the role of AI in the compliance- and audit-related work of smart contracts will create new avenues for ensuring a safe and secure mechanism for managing self-governed advertising ecosystem.

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- the projected performance of the project
- completion of the campaign
- the expected development of the project
- execution of the project's vision and strategy
- future liquidity, working capital, and capital requirements

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THANK YOU!



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