



**BLOCKCHAIN ADS**

**TOKENOMICS**





# BLOCKCHAIN-ADS TOKEN (BADS)

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

BADS 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 of campaigns. This sets the BADS token apart from the thousands of other blockchain projects by introducing a cryptocurrency with real-world, observable value.

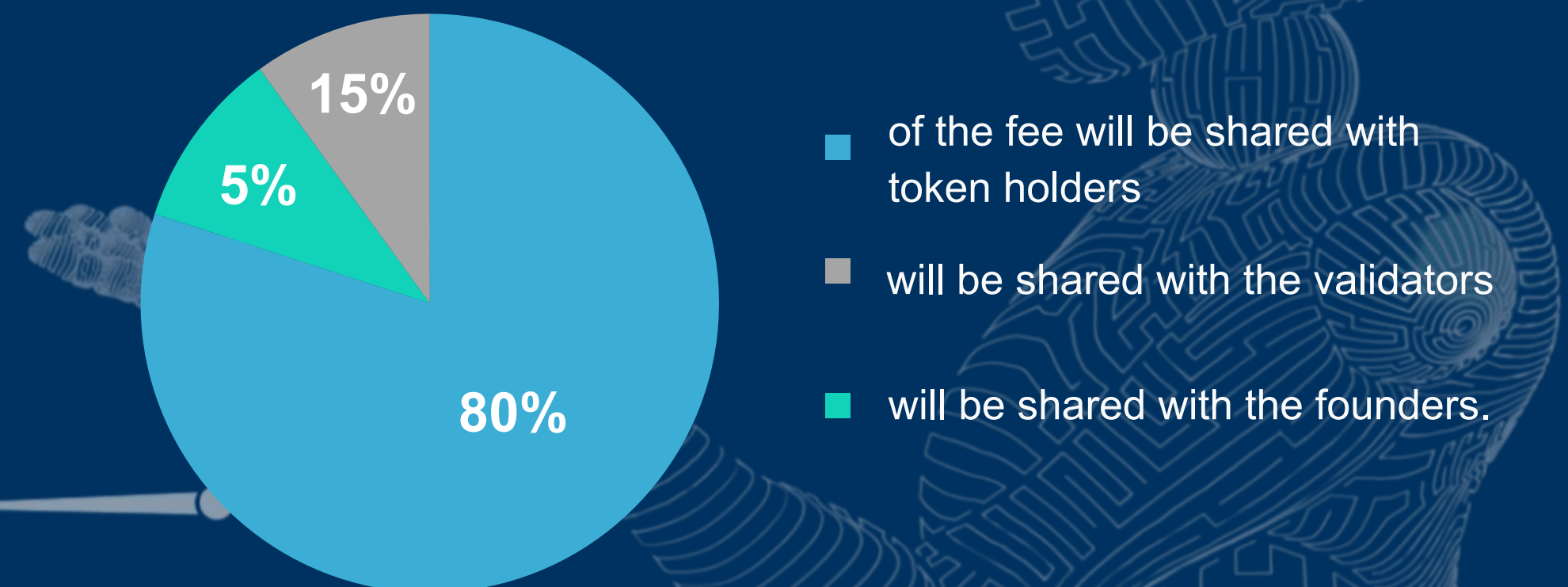
Blockchain-Ads will be submitting its own Ethereum Improvement Protocols that will act as the new functionality standard for the Blockchain-Ads network. Blockchain-Ads will have its own specific protocols and standards, which will be in compliance with the broader ERC20 and BEP20 standards.

At the IDO, the company will **release 110 million BADS tokens and gradually release tokens** as user demand increases.

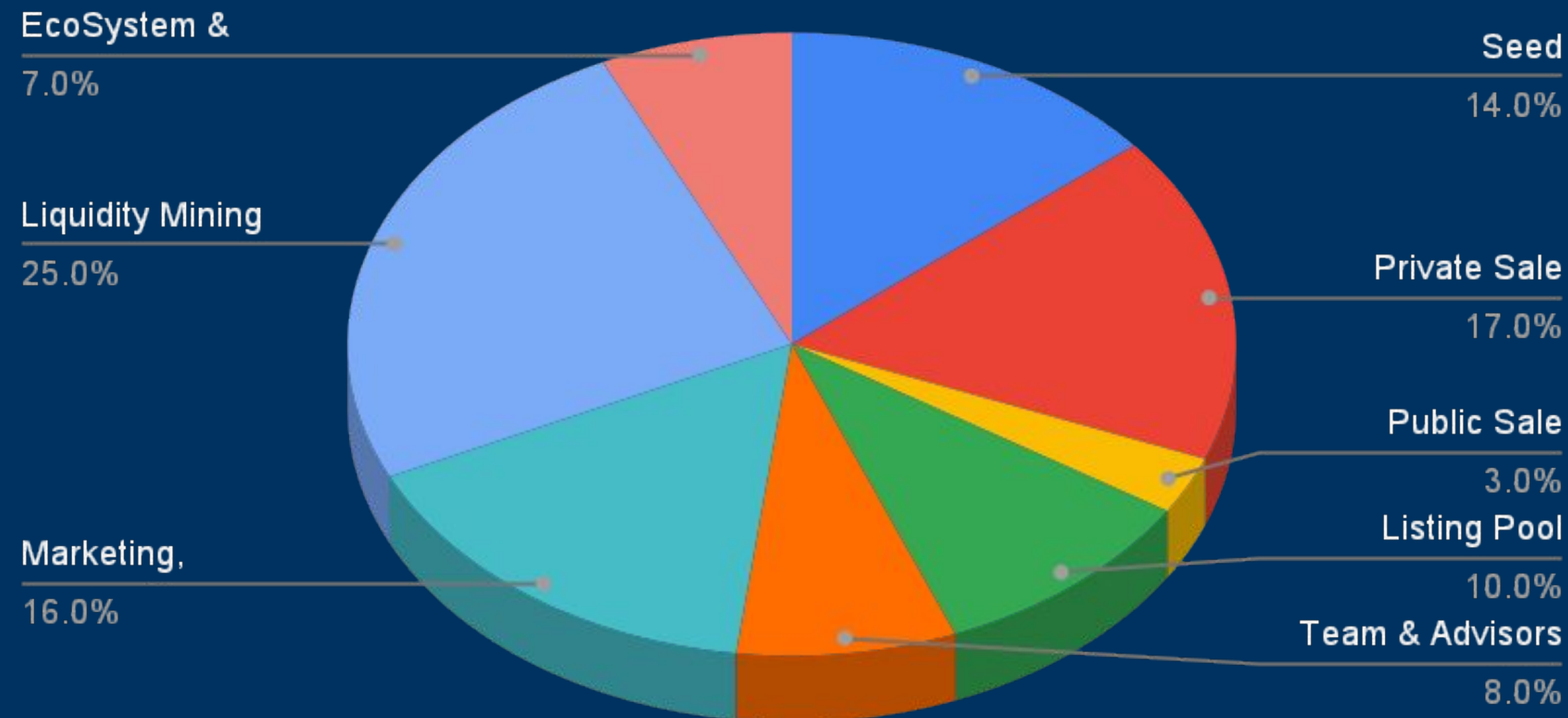
Blockchain-Ads will have a maximum outstanding token supply of 1 billion.

The miners will be able to get small fractions of tokens from validating and developing the blockchain network. The value of the token will increase from increased platform users and transactions being processed through the network, and it will create a multiplier effect across the entire Blockchain-Ads network.

## The fee share will be as follows:



# BLOCKCHAIN-ADS TOKEN DISTRIBUTION



## IDO

Accepted currencies: BNB

Type of token: BEP20

Token prices will be as follows:

Pre-Sale: \$0.009

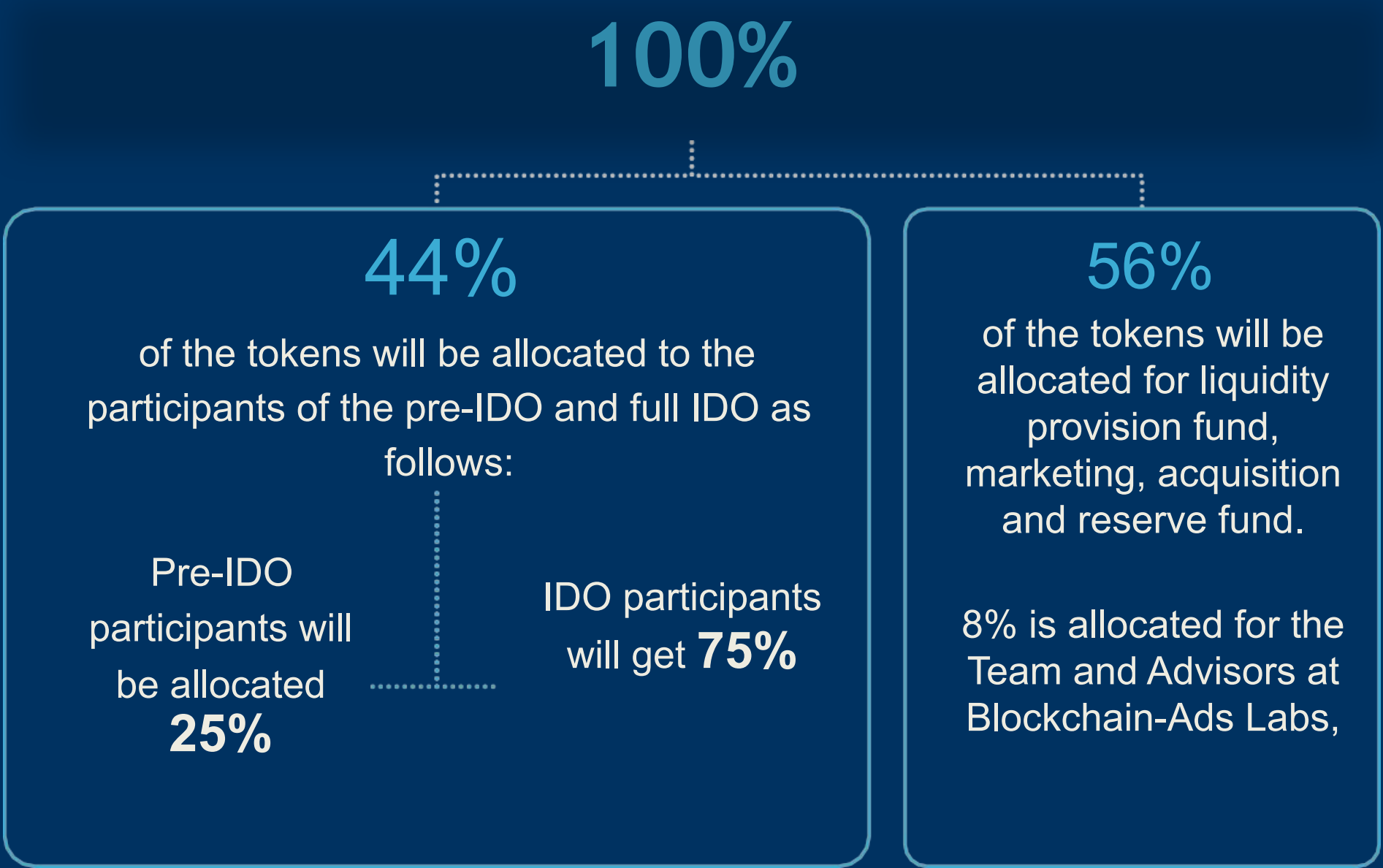
Public Sale: \$0.012

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

Pre-Sale Start Date: January 01, 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	140,000,000	\$ 0.006	\$ 840,000	35,000,000	\$ 560,000
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	100,000,000	\$ 0.016	\$ (400,000)	25,000,000	
TOTAL	440,000,000		2,330,000	110,000,000	1,360,000

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

- Incentive on successful verification:**  
On joining the **Blockchain-Ads platform**, participants will be awarded BADS 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 BADS tokens.
- Performance bonuses:**  
To recognize and promote excellence, bonus **BADS** tokens will also be granted to businesses and individuals who remain compliant with the set of rules incorporated in their Platform and smart contracts within the platform.

# VESTING SCHEDULE

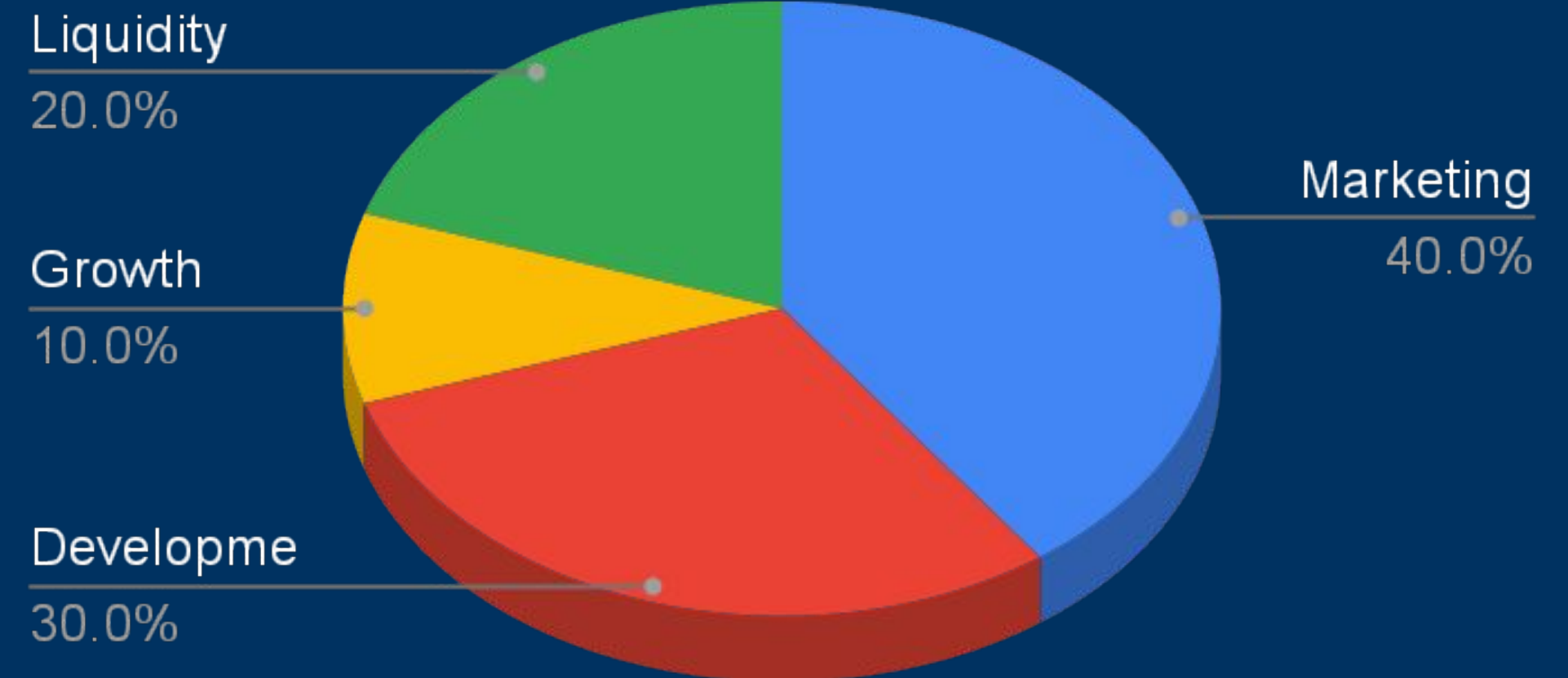
	TGE		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
Seed	25%	Vesting - 25% Release every quarter																										
Private Rounde	25%	Vesting - 25% Release every quarter																										
Public Round	25%	Vesting - 25% Release every quarter																										
Listing Provision Fund	0%	Cliff							Vesting - 25% at 12 month cliff and the rest is released at over 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																								
Reserve Fund	0%	Linear vesting until month 48																										

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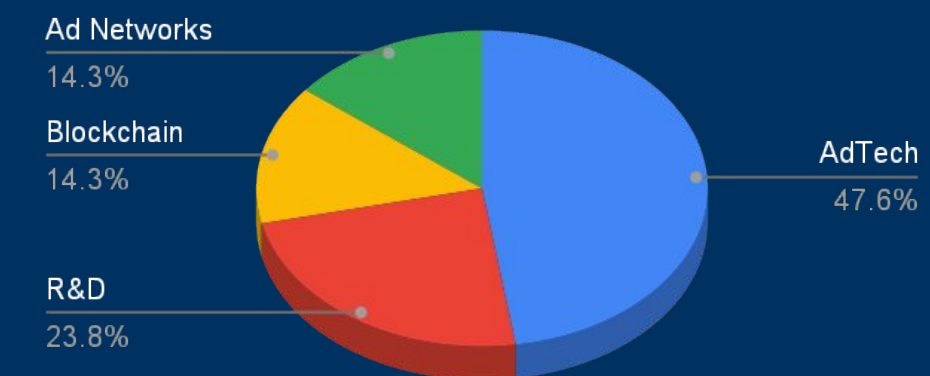
# FUNDS DISTRIBUTION

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

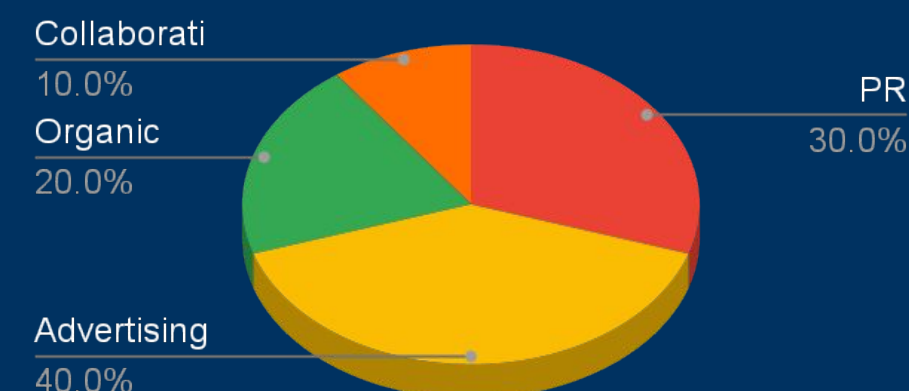
- **Marketing:** As Marketing is crucial for and AdTech project that is looking to disrupt the current market, allocation will be assigned for PR activities, Paid Advertising, Organic Presence and Social Coverage and Marketing Collaborations.
- **Development:** A major portion of the funds raised will 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







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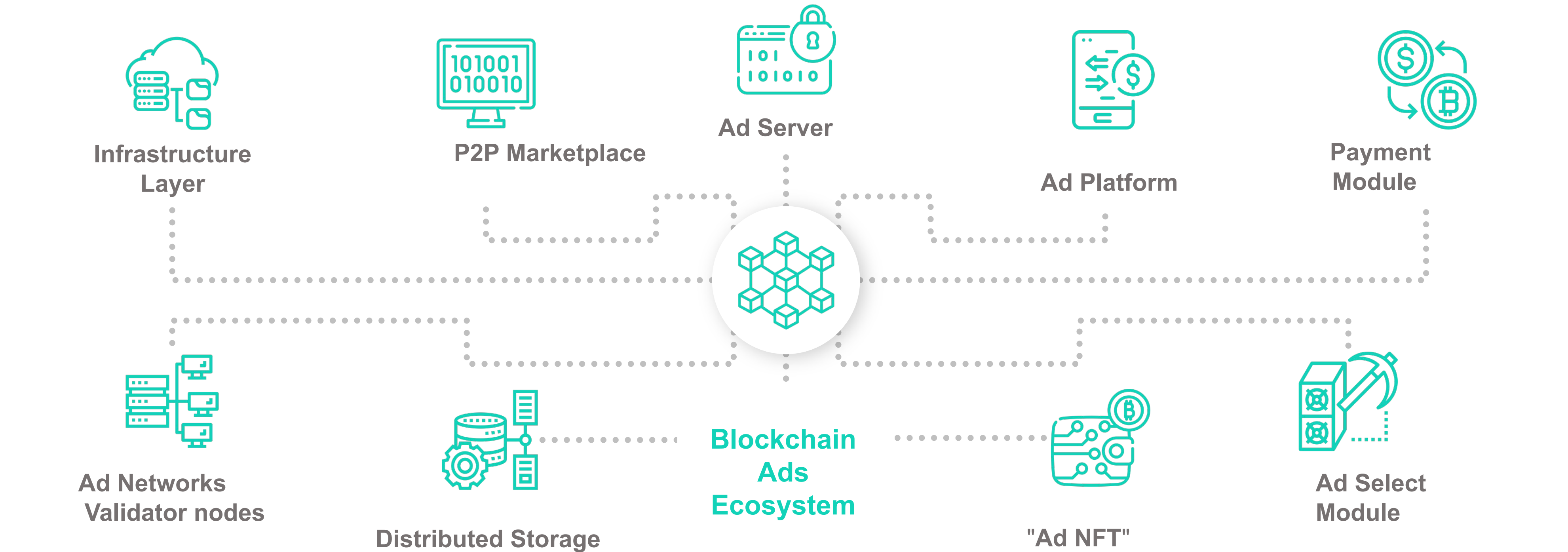
**ECOSYSTEM**



# 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.

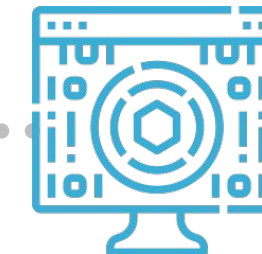


**Decentralized  
storage network**



**BLOCKCHAIN ADS**

**BLOCKCHAIN-ADS  
PLATFORM**



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

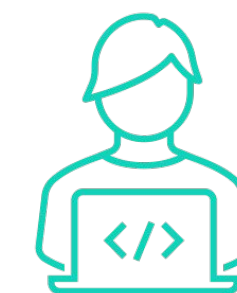
# PEER TO PEER AD NETWORK

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

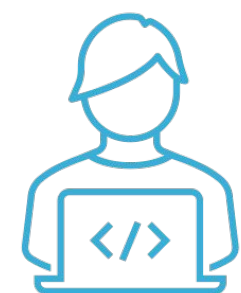
This decentralized network will allow them to offer ad inventory and and buy media space without the complicated current web2.0 middleman and giant Ad Tech companies.

## 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

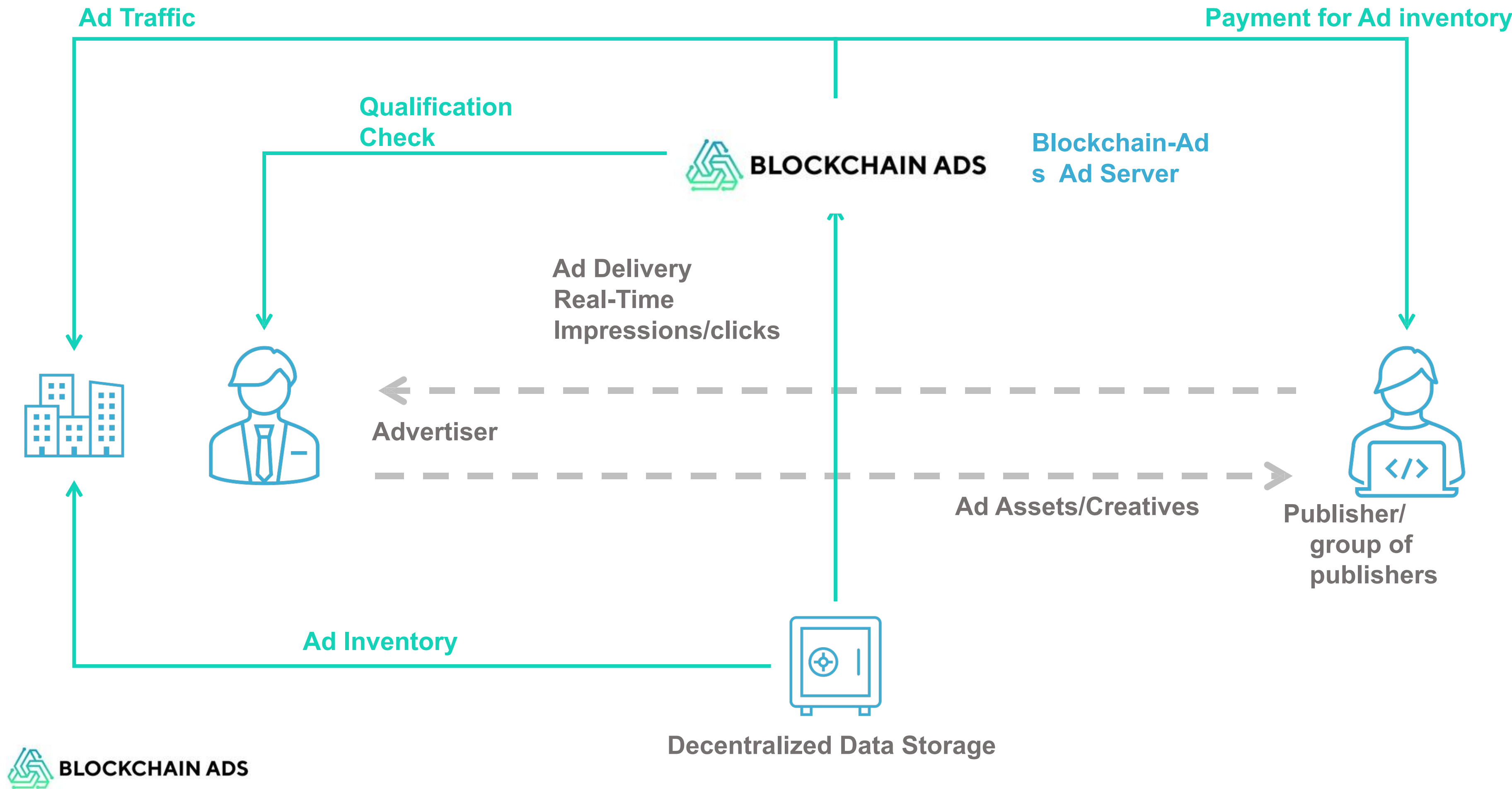


**BLOCKCHAIN ADS**





# 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.



# LEGAL DISCLAIMER

Read this notice very carefully. It is recommended that you obtain independent legal advice before engaging in any activity pertaining to this document.

Neither we nor any third-party service provider shall be liable for any form of damage or loss, direct or indirect, that may be incurred by you as a consequence of reading this, or other materials produced by Blockchain-Ads, or found via the blockchain-ads.com website.

## **NO OFFERS OF SECURITIES, ADVICE OR SOLICITATION**

This whitepaper is intended for informational purposes only. It is not intended to be investment advice, solicitation of any kind, nor an endorsement. Any decisions or actions taken on the basis of information presented in this whitepaper, the Blockchain-Ads website, or other content, is done so at your own risk and discretion.

## **FORWARD-LOOKING STATEMENTS**

Certain information set forth in this whitepaper includes forward-looking information regarding the future of the project, future events and projections. These statements may be identified by, but are not limited to, words and phrases such as "will", "estimate", "believe", "expect", "project", "anticipate", or other words of similar meaning. Such forward-looking statements are also included in other publicly available materials such as videos, blog posts, interviews, etc. Information contained in this whitepaper constitutes forward-looking statements and includes, but is not limited to:

- 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

The forward-looking statements involve a variety of risks and uncertainties. Should any of these risks or uncertainties materialize, the actual performance and progress of the Blockchain-Ads might differ from expectations as shown in the forward-looking statements. These statements are not guarantees of future performance and no undue reliance should be placed on them. Blockchain-Ads undertakes no obligation to update forward-looking statements if circumstances change. By acting upon forward-looking information received from the whitepaper, Blockchain-Ads website, and other materials produced by Blockchain-Ads, you bear full responsibility in the case of forward-looking statements not materializing.

## **No Guarantees**

There is no guarantee that the Blockchain-Ads platform will be a success. Similarly, there is no guarantee that the value of the Blockchain-Ads token will rise. You are advised to thoroughly assess the risks and uncertainties involved, before making any decisions. No promises in terms of token value or future performance are made.

## **Exclusion of Liabilities**

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- This whitepaper, the Blockchain-Ads website, or any other material produced by Blockchain-Ads, is not an offering, solicitation or prospectus of any kind.
- Blockchain-Ads is exempted from any direct or indirect liability to the maximum extent of the law.
- Blockchain-Ads tokens are not regarded as securities in any jurisdiction, and that the Blockchain-Ads token is classified as a utility token.
- You have a good understanding of the key components of blockchain technology and understand how blockchain operates. In addition, you fully understand how to use blockchain wallets, including safeguarding private keys.
- You are aware of risks involved in the cryptocurrency industry and are able to bear potential losses in full.



# THANK YOU!



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