



CPA[^]COIN

DIGITAL MARKETING'S REWARD TOKEN

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TABLE OF CONTENTS

FOREWORD	3
INTRODUCTION	4
APPROACH	5
PROPOSAL	5
MAIN OBJECTIVE	6
DESCRIPTION	8
METHODOLOGY	8
CPALANDIA	9
ROAD MAP	11
HUMAN RESOURCES/TEAM	12
DATA SHEET	12
PHASES OF SALE	12
DISTRIBUTION	13
GUARANTEE	14
LEGAL WARNING	15
GLOSSARY	16

FOREWORD

CPA is an Ecosystem that for all its virtues has the ability to position itself as a Global Payment System in the Digital Marketing world. It has 6 lines that interact with each other through CPAcoin, offering a defined vision and with unlimited possibilities. The 6 lines have been designed in PRO of providing the best user experience.

CPA has designed its plan based on basics such as globalization in Digital Marketing and reward payments, storage, a professional and operative setting for CPAcoin, the possibility of exchange and monetization within reach, the positioning of entertainment / Marketing APPs and the infrastructure that allows visibility in a Real society.

Afterwards, the corresponding presentation of each one will be made, this document contains the CPAcoin line centrally.



DIGITAL MARKETING'S REWARD TOKEN

CPAcoin is the link that allows interaction between the 6 CPA lines.

For all its virtues, it has the total capacity to position itself as a flexible global payment system in a world of Digital Marketing-

INTRODUCTION

The socio-cultural and economic progress of man has been progressively generated by generational temporalities. Each historical period has been marked by a series of constructs that are not alien to innovations that at the time were conceived as unthinkable ideas for many.

The Blockchain is undoubtedly a detailed and accurate response to decades of evolution. It would be limiting and insane to perceive this technology as a simple adoption, because the greatest service it exercises is to open the way to redefine and provide the necessary accessibility to connect man with his capacity for creation, becoming a means to achieve an end.

This project aims to open the usability of the Blockchain, and although its application is innumerable, it has been chosen to operate in a crowded sector that allows the public to realize that the Blockchain is not technology of classes, strata, or predominant branches, on the contrary; Its vision of decentralization aims to encapsulate a functional methodology to reach all those who require it, without limits, borders or standards.

At this point it is pertinent to mention that although the Blockchain is applicable to political, educational, sociocultural, and economic contexts among others; It must still make a delicate journey to demonstrate its applicability to society, which depends on many external factors.

The CPAcoin team has carried out research processes with the objective of selecting the right context to demonstrate the effectiveness of the Blockchain here and now; among different options, Digital Marketing was identified as a highly applicable, adaptable and productive Sector.

The following content is built based on a field investigation, which has allowed to detect the factors in which CPAcoin can intervene and contribute conveniently in the improvement of the Digital Marketing systematization.

APPROACH

Digital Marketing (DM) basically consists in the development of adequate techniques to optimize the commercialization of a product, achieving the positioning of a brand; these strategies are carried out through digital media.

Relationships in Marketing have arisen natively among Advertisers (Those who pay for impressions or actions in their ads and Advertisers (Those who disseminate the message) Marketing strategies have evolved over time, so much so that currently they find creators or influencers who make content exclusively with the aim of providing a competent advertising space and quoted by advertisers.

As a result of the strategies created to stand out in this field, the Business Model of CPA (Cost per Action) has emerged, in which the user has been incorporated as an active agent, rewarding him for his participation in the MD cycle. This participation is carried out through Models such as PTC (pay per click), CPC (actions on banner), CPV (on videos), and PTI (payment per installation) PPD (program downloads). These reward models are cited in this document with the acronym MDR

Advertising spaces such as APPs or Websites, assign advertising and visualization requirements or actions to continue enjoying the content, for example:

If it is a game, it is necessary to display ads to acquire some benefit in order to improve the user experience. If it is a video, it is necessary to visualize the ad in order to advance with the content. This is what allows creators to offer their content at no cost (Apps, games, videos, etc.) and also make a profit.

It works in a similar way with the Marketing Model, in which the Advertiser pays the advertiser, and the Advertiser recognizes a percentage of reward to the user, encouraging greater diffusion and reach. In conclusion: Everyone wins.

Although Digital Marketing keeps moving, the CPAcoin Team, through the obtained research results, has confirmed weaknesses that were already perceived, especially in the payment model.

The approach has been condensed into four aspects:

a. Payment method:

Payment methods that use FIAT are usually executed through payment gateways, or financial service companies. Currently there are different options depending on the locality; sometimes they represent difficulties of transfer to the establishment, commissions to third parties, and additions for the concept of currency conversion.

A similar case is found in the means of payment of the Digital Marketing of the Crypto-Space that eliminates the geographical limitation; however it can include high fees, especially when it comes to micro-payments. Some users choose to choose minimum fee rates to save on commissions, which results in increased reception time until transactions are confirmed.

b. Access to tools:

In search of competitive advertising scenarios, the well-known "aids" or "kits" didactic tools that facilitate and improve the user experience have been incorporated. For example. If it is a game of golf, golf ball kits are offered, thus creating other means of gain for content creators. The display of ads, becomes another alternative for the acquisition of such kits, these strategies have given very good results, however they are not exactly easily accessible. They require the disclosure of private data and commissions to third parties.

c. Monetization:

Active users in Digital Marketing store their profits in certain Wallets, later they can be transferred between accounts or other users easily, but when it comes to monetizing a whole dilemma is presented, which has been detected as a cause of desertion of the exclusive reward models.

It is possible to market the balance with a contact (risky), take it to an Exchange in case you have received another Cryptocurrency, then convert it to BTC (more fees), or find conversion options through gateways (verification process) of accounts / time).

PROPOSAL

Based on the results of investigative analysis, comparative data and market research, the identified problem is considered as the best operational scenario for CPAcoin, hence the Vision: To establish itself as the Digital Marketing's Reward Token.

CPAcoin seeks to consolidate itself as a natural means of payment both in conventional marketing (advertisers / advertisers) and in reward models, highlighting its attributes of decentralization, speed, ease, security, cost savings, access without borders, and only one click. Our proposal is in:

a. About Payment method:

CPAcoin has been conveniently created in the Blockchain of Waves; its qualities define it as one of the best block chains to create projects allowing:

Fast Payments: The blockchain of waves allows hundreds of transactions per second, making it the fastest block chain in the world.

Secure Payments: CPAwallet will allow the user the unique control to access their encrypted assets.

Payments within reach: CPAcoin is effective for its accessibility. The Blockchain of Waves allows users incredibly low rates. The use of CPAcoin will eliminate the high commissions, thus facilitating access to profits.

Direct Payments: CPAcoin facilitates person / person transactions, eliminating the use of third parties, and unnecessary commissions.

CPAEX Exchange will allow users to convert their CPAcoin by main crypts initially. With the maturation of the phases, a fully functional exchange service can be offered at the CPAcoin Offices, which will include the FIAT option through ATMs.

b. About tools:

CPAcoin will allow to offer users savings in purchase of gaming tools. The process of exposing sensitive data to make purchase of game kit will no longer be necessary; it will remain an option, but not the only one.

Its use will facilitate price reductions for these packages, considering that the creators will not require paying additional costs to payment gateways.

c. Monetization:

This is one of the greatest challenges for the Project, considering factors such as international laws. According to Team Advisors and Marketing experts, CPAcoin must manage a solid business model that allows it to obtain correct justifications for its expansion. For this reason, it has been strategically thought of CPALandia, which will function as an Entertainment Portal based on the Marketing Business Model. (Page 9)

The Internal Exchange will allow CPALandia users to convert their CPAcoin balance into other Crypto and CPAwallet will allow secure storage of profits, however the dilemma to monetize continues, which is why the CPAcoin project seeks to establish International Offices in various places where commercial links allow access, and in this way also provide customer service, the supervision and operation of ATMs that allow monetization more easily.

MAIN OBJECTIVE

Set and consolidate as the Digital Marketing's Reward Token

Specific objectives:

Create CPAlandia
List CPAcoin in different Exchanges
Establish partnerships with the MDRs of the World
Create CPAEX (Exchange)
Create CPA-games, our Brand of Game APPs with MDR (see glossary)
Establish CPA International Offices
Start FIAT integration process (tellers)

DESCRIPTION

CPAcoin - It is a project based on the Blockchain of WAVES, and its competence lies in the system of Payment for Shares or Reward Models based on Marketing or Advertising, where advertisers pay for a sum of actions in their ads, and users they benefit from this reward. Considering the practicality and effectiveness of this business model, there are currently websites dedicated entirely to MDR with large communities and significant profits.

According to its acronym (Cost per Action), it seeks to channel the payment systems of this sector, becoming the "Digital Marketing's Reward Token", facilitating payments between Advertisers, Advertisers and Active Users.

CPAcoin has a team of systematic and technical development with more than 30 years of experience in the field of entertainment, marketing and technology, allowing knowing in detail the functioning of Marketing and MDR, detecting threats, weaknesses and offering the best strategies.

METHODOLOGY

Focus

For the development of this project, the traditional approach will be used, which will allow the project to be executed in sequential phases, obtaining partial and final objectives.

- a. Initialization: Team Conformation and Role assignment
- b. Planning: Construction of Whitepaper, documentation - Road Map - Project Evaluation, Use of Matrix DOFA

- c. Execution: ICO Phase, Creation of the ICO. Corporate image, ICO Website, Creation of CPAwallet. ICO Marketing, ICO Completion. CPALandia Free Zone Phase A Entertainment Portal (Initial Phase)
- d. Monitoring and control: Airdrop and Exchanges
- e. Updates: Premium Zone - Phase B, Leisure and Entertainment Zone - Phase C, Games Zone - APPs - Phase D, Strategic alliances, Events
- f. Internationals: Establishment of Offices CPAcoin Internacional, FIAT, Atm - Exchange

CPALANDIA

CPALandia is the first Website where CPAcoin will have total usability, built as a Marketind Digital Entertainment Portal, offering an innovative vision at the forefront of Blockchain technology.

The completion of CPALandia will open the way to the legal constitution of the Brand and the Offices.

Areas and users:

1. Free Zone - Phase A. Initially the portal will have a Zone where users can register for free to see a certain number of daily announcements; each impression will generate a reward. Users can participate with a click in the Affiliate program that will allow them to create links and earn commissions for actions such as downloads, advertisements or purchases through these links.
2. Premium Zone - Phase B. The best advertisers will be listed in this section. So the user will be offered a higher percentage of daily ads, each impression will generate a greater reward.

Both the details of the Free zone and Premium will be given in detail once the portal is activated, for now you can see the following table comparative; with "Some" of the benefits.

BENEFITS	FREE	PREMIUM	CPA VIP
Create self-promotions and generate additional profits in CPAcoin .			
Referral link that will allow earning 10% biweekly according to your referral statics.			
Access to BackOffice where detailed progress will be seen			
Profits will be received in CPAcoin			
Minimum required to withdraw	100\$	15\$	15\$
Airdrops			specials
Quantity of Ads and reward per impression	Limited	Improved	Improved
Membership temporality	Limited free zone	Expiration 3-6 months	Lifetime
Premium Zone, Affiliate Program			
Access to Internal exchange to convert CPAcoin to crypto			
Support priority	Limited	12 a 24 hours	1 a 4 hours
Total access to Portal			

Access to Premium zone is obtained through two ways:

With CPAvip membership

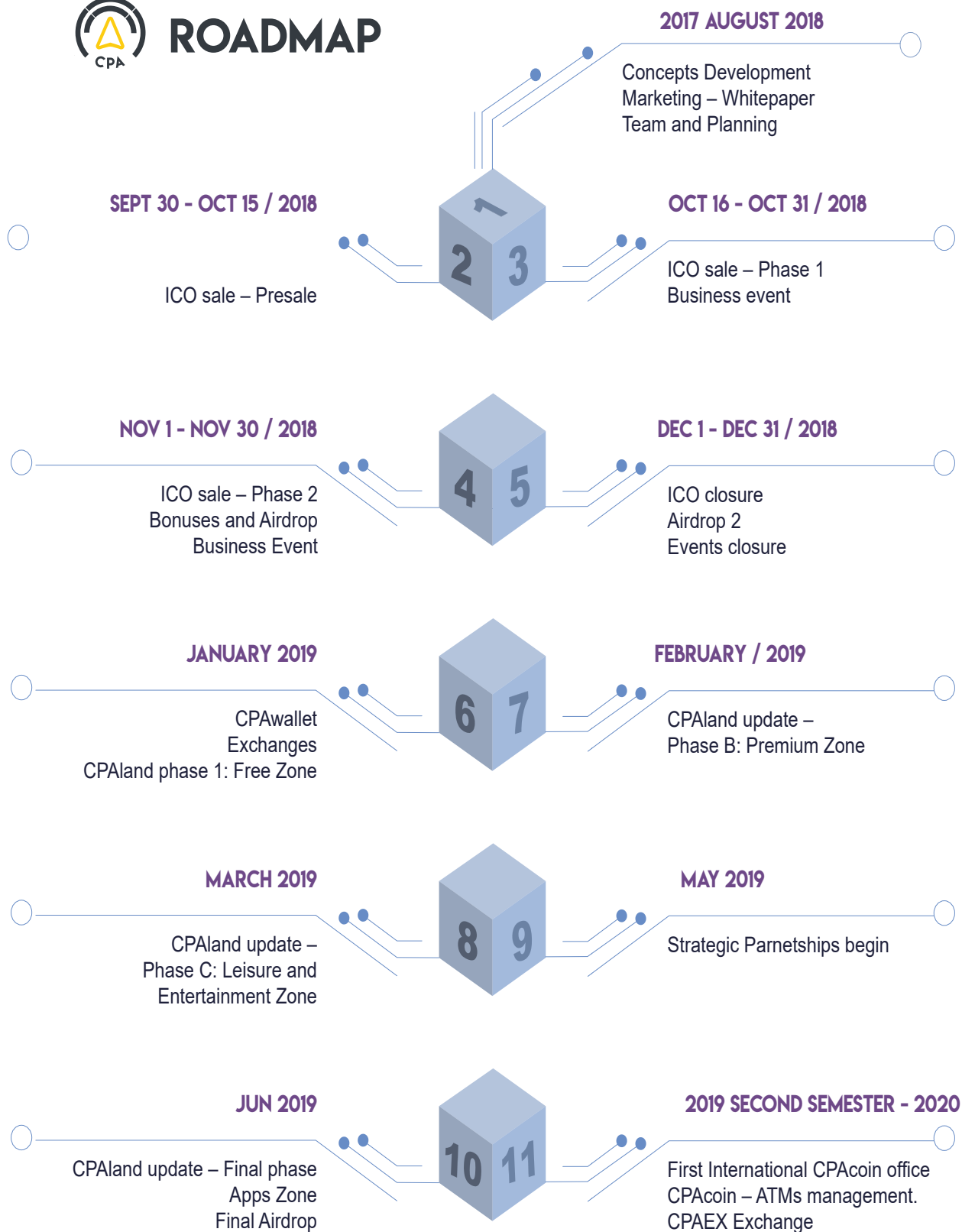
For the purchase of 1,200 CPAcoin, 1 CPAvip Membership will be given, this membership is LifeTime and it is limited edition, only during ICO phase. Users who do not have the CPAvip membership will be able to access the Premium Zone by purchasing Premium packages. Details in Phase 7.

1. Leisure and Entertainment Zone: It will be a recreational and dynamic virtual area to interact with the community.
2. Games Zone:

Integration of the CPA Games Brand linked to Digital Marketing. Premium users will have extra benefits in this Zone. The details will be delivered in Phase 10.



ROADMAP



HUMAN RESOURCES/TEAM

HUMAN RESOURCES / TEAM	
Randalf Adolfo Mota	CEO and Systematic developer
Milena Castañeda	CEO and market analyst
Simón Saez	Communication and support
Joan Vielma	
Oliver Arzelay	
Paolo Joseph:	Internal polyglot negotiator
Alejandro Prieto	Planner and consultant
José Ruiz	Marketing and Programming
Diana Albarracín	Industrial designer

EXTERNAL DEVELOPMENT TEAM	
Ronald Fernández	Legal representation

DATA SHEET

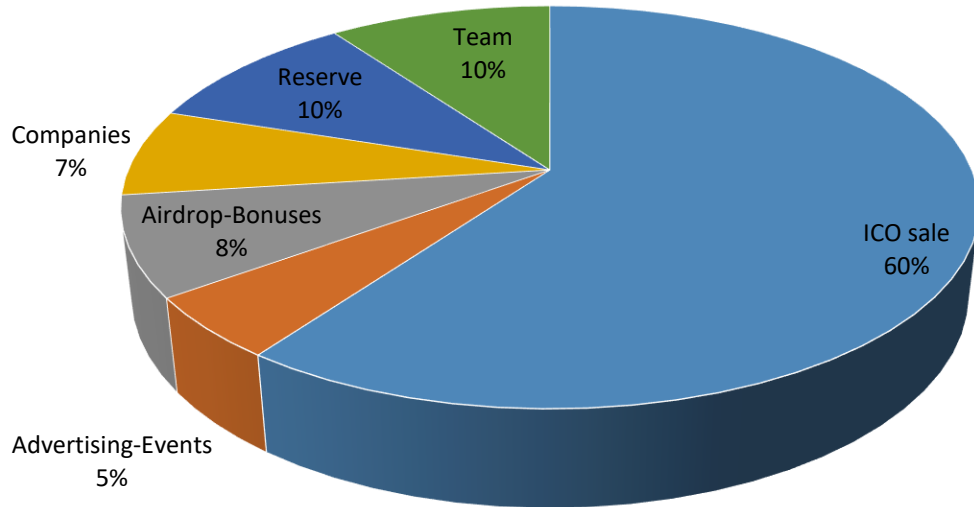
DATA SHEET
SoftCap: 20,000.000 CPAcoin
HardCap: 45,000.000 CPAcoin
Simbol: CPAcoin
Suply: 75.000.000
Decimal: 8

PHASES OF SALE

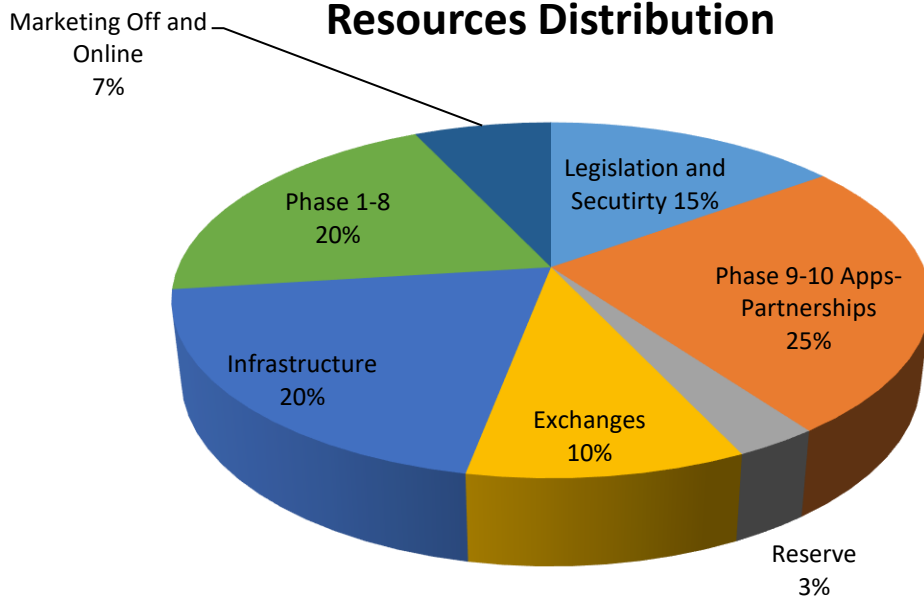
PHASES	START - CLOSURE	PRICE	BONUSES
Presale	30 Sep. – 15 Oct.	0.20 Waves	30%
Phase 1	16 Oct. – 31 Oct.	0.20 Waves	20%
Phase 2	01 Nov – 30 Nov	0.22 Waves	0%
Phase 3	01 Dec – 31 Dec	0.25 Waves	0%

Bonus conditions are detailed in <http://cpacoin.io/>

DISTRIBUTION



Resources Distribution



GUARANTEE

- CPAcoin is committed to making reports periodically, evidencing the progress according to the Road Map. Direct and sequential videos will be made to ensure the legality of the advances.
- Legal registration process of the Trademark has been initiated.
- Legal advice has been initiated to understand the requirements of international laws regarding the Offices.
- During the sale of the CPAcoin Token, extreme security will be maintained, conserving the funds for the completion of the project in its entirety, executing each phase as shown in our document.
- Withdrawals will be agreed upon by the board, members of the team and will be reflected in a legal document that will guarantee the transparency of the funds and their purposes.
- CPAcoin has one of the best development teams. The operation of Venta ICO, Website, CPAwallet and CPAlandia has a modern, updated and secure development.
- CPAlandia is the conclusion of years of experience gathered in its Team, it has long-standing registered brands and sponsorships that allow for self-sustainability, performance and fulfillment of objectives.
- Team tokens will be delivered in 4 phases, for periods between 3 and 18 months.

LEGAL WARNING

This aspect is very important for CPAcoin, which is why we invite to read carefully the following documents:

1. Terms and Conditions
2. Privacy policy

Available at <http://cpacoin.io/>

GLOSSARY

- CPAcoin: Digital Marketing's Reward Token
- CPA: Cost per Ad
- PTI: Payment for Installation
- PPD: Program downloads
- CPC: Actions on banner
- CPV: Actions on video
- PTC: Pay to click
- CPAlandia: Entertainment portal fully operational with CPAcoin
- CPAvip: Lifetime membership to Premium Zone – Exclusive on ICO phase
- CPAEX: Exchange
- MDR: Reward Models in Digital marketing, where users have an active role. Acronym exclusively in this document.