



## What is DollarCake?

Dollarcake is a free browser extension that helps digital content creators and their communities earn rewards on any social network. Dollarcake uses the Web3 stack & social networks (starting with YouTube), to allow its users to redeem rewards based on social media activities they already do.

## What does it do?

The extension connects each Dollarcake user to their social media account through a customized dashboard and allows access to all features & information. With Dollarcake installed, users are able to support their favourite content creators by depositing Dollarcake tokens to their channel for a 14 day lockup period. The more views and impressions made during that lockup period, the more rewards both users and content creators can earn. This process is called “Baking”.

## How does it work?

As a YouTube creator and community supporter, all you have to do is download the Dollarcake extension and let the magic happen. Dollarcake is really easy for anyone to set up. Simply connect your wallet in one click, link your YouTube account by logging in and start collecting rewards.

## Basic Features

In addition to promoting recommended videos and content from network members within the app, users are able to earn and stake their \$DCAKE token, use the built-in wallet to send and receive tokens. Dollarcake also inserts and displays ads for third party advertising.

## DCAKE wallet

A built in, non-custodial Ethereum and EVM compatible wallet that is secure and fast . Support your favourite content creators with just a couple of clicks. User rewards get sent directly to your wallet in the form of \$DCAKE

## \$DCAKE

\$DCAKE is an ERC-20 token that is used to unlock functionality in the Dollarcake ecosystem. \$DCAKE tokens allow holders additional functionality around voting and the governance of the network as a whole. The token generates a compound rewards contract for each content creator and contributor.

## Dollar Cake Ad Network

Dollarcake allows the Display and commercialization of marketing content through online mediums (such as YouTube, Twitter or Facebook) with the purpose of increasing awareness of a product, brand or company. Ads will be injected into the browser while the user interacts with YouTube.

\*Advertising on Dollarcake ads is free for the first 6 months, no contract and no obligation.

The screenshot shows the Dollarcake mobile application interface. At the top, there's a header with the Dollarcake logo and a profile picture. Below that is a large blue banner displaying "50.0" and "AVAILABLE BALANCE". Underneath, there are four tabs: "Popular", "Art", "Gaming", and "Blockchain". Below the tabs, there are three channel cards: 1) "Off Chain Factors - Bitcoin fundamental analysis" by Chris Dunn, 2) "UNISWAP DEFI CODING TUTORIAL" by Dapp University, and 3) "Why are my views so LOW?" by Bulldog Mindset. Each card includes a thumbnail, the channel name, a brief description, and a "SUPPORT THIS CHANNEL" button.

The screenshot shows the Dollarcake mobile application interface. At the top, there's a header with the Dollarcake logo and a profile picture. Below that is a large blue banner displaying "50.0" and "AVAILABLE BALANCE". Underneath, there's a section titled "Baking In Your Channel" showing "230.00" in "TOTAL EARNINGS" and "24" in "USERS BAKING". To the right, it shows "TOTAL LOCKED IN" as "2,248.00". Below this is a "DCAKE Send / Receive" button with a play icon. Further down is a "Transactions" button with a play icon. At the bottom, there are four navigation icons: "Home" (house), "Analytics" (bar chart), "Wallet" (cube), and "Bake" (cake).

## Information

### Ad Units Available

Rectangle units sized **300x250** and banner ads sized **728x90**.

### Ad Placement

Below and beside the current playing video on Youtube desktop version.

