wys token whitepaper

Blockchain-Powered Mobile Shopping

Manifesto

We believe that all Internet users have certain unalienable rights. We believe, that among these are the rights to own, control, and sell their data. We hold it to be self-evident that every individual should be able to exercise these rights in full privacy and on their own terms. We believe, that this precious information is the lone property of the user. Therefore, usage of this information should require consent and it should always be rewarded with a fair share of the profits generated in the process of this usage. These beliefs are at the core philosophy behind and functionality of wysker.

Today the Internet is far removed from these aspirations. Digital businesses claim all data as their own: While users exchange their data in return for free services. They are not rewarded proportionally to the power and profit they provide these digital businesses.

That's why we started wysker. Our goal is to change the digital economy, enabling users to become part of the data trade and a stakeholder in these profits. Powered by the Ethereum blockchain, wysker decentralizes ownership of consumer data. By measuring interests, preferences, and purchase intent, wysker creates a valuable data creation and exchange network for users, advertisers, and retailers. Advertisers can only access user data if given consent. And the user always receives a profit in return. We are changing the dynamics of e-commerce and the data market - and creating dividends that are shared between all participants.

At the heart of these ambitions is the wys Token. A new unit of exchange that gives advertisers access to customers, and in return, users receive discounts for their favorite products and retailers new opportunities to increase their sales. It enables data-trading on an individual level: only the user can sell access to his or her own data. With rising value of their data, users are in a strong position to attract advertisers and retailers by providing high quality information, consent and opt-in-only targeting.

In the future, the wys Token will be integrated into the point of sale for retail partners, thus playing an active role in gaining the acceptance of blockchain and tokens in mainstream retail. Combined with the wysker App, the wysker Platform pioneers blockchain-based mobile commerce. It empowers today's consumer to discover products they love faster than ever while generating valuable data. Together, the wysker App and the wys Token enable our vision of a decentralized commerce economy where users have complete control over their data.

Become a part of the data revolution. You are the consumer. Your data belongs to you. You deserve to get paid for it. After all there is one truth: without YOU the entire system cannot work. Join us and regain power. **Own your data**.

1 Value Propositions

The wysker Platform serves three key stakeholders: users, advertisers, and retailers. Together with the the wysker App and the wys Token, it offers the following value propositions:

Users get a new mobile shopping experience, browse products faster than ever before, regain ownership and control of their consumer data, and receive wys Tokens for usage and product views, which, in turn, provides users with products discounts.

Advertisers reach consumers who consent to their product targeting, incentivize purchases with offers and rewards, and use wys Tokens to buy sponsored content targeted at consumers with clear purchase intentions, to achieve a higher return on investment.

Retailers increase their exposure among wysker shoppers, expand sales channels by accepting wys Tokens, develop brand loyalty, and use wys Tokens collected from user purchases towards additional advertising.

2 Introduction

The wysker Platform was built to improve the current standards of digital commerce. Wysker was built on the belief that consumers should have the right to own, control, and profit from their data. Today, the Internet is far removed from these aspirations and users' data will become increasingly valuable. wysker's mission is to change this imbalance and put consumers back in control.

2.1 You Don't Own Your Data

Every time a user switches on a digital device, a data trail is created. With every log-in into a social network, every entry into a search engine, every use of a digital map, holiday rental booking, or purchase in a web shop, users create valuable data points. People create millions of such social data points with their behavior, movements, interests, relationships, moods, politics, places, and property.

Surprisingly, most of this information is shared by a user knowingly and willingly, in the form of a Facebook like or a Google map search. After all, providing data allows users to access often free digital applications they want and enjoy. The computer scientist and philosopher Jaron Lanier put it simply in his book *"Who Owns The Future*: *"We want free online experiences so badly that we are happy not to be paid for the information that comes from us now or ever*[1]*."*

The wysker App redefines this relationship. On a basic level, it provides a unique shopping experience while creating highly valuable data sets. But what sets this product apart is the commitment to transparency: each user has the right to understand his or her data trail, how it is used, and what to expect from it. We believe in data symmetry, which means we grant each user access to the

data they create. We then not only provide users with the ability to change, modify, delete, blur, or edit this data but also to sell and profit from this data. To put it in the words of former Amazon Chief scientist Andreas Weigend: "*Our lives should not be driven by data. They should be empowered by it* [2]." The wys Token and data storage are secured by the blockchain and enable this concept.

2.2 Advertising in the Data Age

Data is - and always has been - the currency of digital advertising. But until now, users weren't the ones treated as true beneficiaries. Let's rewind to the year 1994 when AT&T famously ran one of the first banner ads ever on the freshly launched website of Wired Magazine:

Figure 1: One of the first banner ads (AT&T's, 1994)

In 1994, this was a revolution. You didn't need targeting or focus groups to launch a successful ad campaign, you just needed to be present and visible. Today, the very same banner ad would drown in an ocean of digital noise and go unnoticed by readers who have long been numb to most forms of advertising. The advertising industry's initial response to falling click-through-rates was more aggressive ads. Pop-ups, full-page interstitials, and Flash soon made surfing the Web an experience not dissimilar to watching daytime television. The ever escalating struggle for consumer attention finally came to a preliminary end with the proliferation of ad-blockers.

This could very well have meant the collapse of digital advertising, but browsing data came to the rescue. Rather than showing you more or flashier ads, advertisers soon came to realize the value of context, intent, and timing. On the most trivial level, you were soon more likely to see an ad for baby diapers on a website dedicated to parenting than on a page about power tools. Consumers started to feel a "creep factor" when ad platforms began tracking their behaviour across different websites. Soon you would see an ad for health insurance on a page about urban gardening, because you had previously done a web search for "why does my back hurt?".

The average click-through-rate (that is the number of people who click on an ad versus those who have seen it without clicking) for this type of display ad is 0.06% [3]. That means it is 10 times more likely to be clicked on than a banner ad [4]. If, by using highly personal behavioural data, advertisers can bump their click-through-rate by just a fraction of a percent, they could double their revenue potential. What worries most consumers is the lack of transparency of the whole process. What data is being collected and who is it being shared with? Why do ads seem to anticipate important life events, sometimes even before they happen? Ad platforms are amassing unbelievable amounts of personal data in an arms race to outsmart the competition. The billions of dollars being spent to push users the most relevant ads will in the end only feed advertising fatigue and make users suspicious of those trying to claim their attention.

When we set out to build wysker, we started from the observation that "window shopping" really had no equivalent in the digital world. This inspired the unique wysker user experience that relies on browsing with a single button and presents products in a stunning full screen view. Early testers enjoyed browsing various product categories at a rapid (or slow) pace, but they also exhibited some interesting behaviours: whenever they liked a product, they would unconsciously move the wysker button downwards to decrease the speed (to look at items more closely) or they would let go of it completely (to dive into the specifications of a single product).

As we collected this behavioural data more systematically, we found that we could use it to paint a very clear picture of a user's preferences and even their buying intent. After a 10 minute wysker session, we knew that a tester was interested in red sneakers, liked products that were somewhat sporty, had no interest in shoes from a certain brand and seemed to have a price range that ended at the $60 mark. We could determine all that because a) we had painstakingly tagged all of the products in our database with attributes describing their appearance and style and b) we knew at all times exactly what product the user was looking at. The latter is fundamentally different from a web page where many items are displayed at once and what the user is actually looking at often is a complete mystery.

The second major discovery we made was that we didn't have to make assumptions about a user's intent. On the Web, you are just as likely to be shopping for new sneakers as you are to be conducting research for a paper about sea urchins. wysker is strictly a shopping app and so with every second you use it, you build on your data profile and identify what you are interested in buying.

The data wysker creates and tracks is valuable because it is actionable. If a user shows an interest in red sneakers, the logical thing to do is to present this user with a bunch of red sneakers to buy. This valuable data is what advertisers are looking for. But who does this browsing data belong to? At wysker, we believe that users can be put in a powerful position to control this data.

2.3   Your Data is Your Future

The big question of the data economy is simple: How valuable is a user's data? How much is this data worth? Should users be compensated for their raw data? And if so, how? Discussion around these questions is dominated by two schools of thought.

The first school of thought is best exemplified by Andreas Weigend, former chief scientist at Amazon. He argues that raw data has nearly no value at all in a monetary sense, besides the few data points an individual produces. Only billions of data points that are generated by thousands or millions of people that are aggregated and then analyzed become valuable. To generate data worth, one needs sophisticated systems and algorithms that search for usable correlations and patterns. The user pays for the service with his or her personal raw data. The companies inventing and investing in these services must capitalize in other ways – for example, pushing targeted advertising based on their user base. Demanding additional monetary compensation for the data should not, therefore, be the prime concern of the user, Weigend argues: "*You need to be demanding more powerful ways to gain control of how, when, and why you share, what your data can be used*

for, and what you get as a result [2]."

The second philosophy is articulated by philosopher and computer scientist Jaron Lanier of Microsoft Research. Lanier argues that giant Internet companies only exist because of users. The raw material users provide and create is super valuable. As he puts it, "*Your data is more worth than you might expect, in the future it might become your lifeline* [1]." He suggests users receive monetary rewards as micropayments every time they give up data.

Let's compare these views based on the current situation. Digital businesses actually do invent and invest in sophisticated services based user data. While users actually get most services for "free," the real fee is paid by the information they leave behind. But what the user doesn't get is control, transparency, and agency around their data. They don't have the right to access, change, blur, or delete their data. And they surely do not get paid for creating their profile. To quote Lanier again: "*Ordinary people 'share', while elite network presences generate unprecedented fortunes.*" Andreas Weigend argues, "*If Facebook shared every cent of its profits – about \$3.5 billion in 2015 – with its users, each user would receive about \$3.50 for the year* [2]."

The truth is, both thinkers are right. Therefore, the wysker Platform creates full transparency, allowing each user to decide when, how, why and what of their data will be used.The individual's raw material becomes very valuable, tradeable and highly marketable.

A dream for marketers, advertisers and retailers becomes reality: a platform that can accurately distill consumer purchase intent. They can now speak to and target individuals with a very probable purchase intent and high interest in their product based on individualized data. As a result, they can tailor their offer down to the individual - a capability they are willing to pay for. From their perspective, the price of winning "one" customer rises, but the overall conversion costs drop because they can avoid consumers with low conversion rates.

The user then gets a share of the tokens the advertiser used to target him or her in the form of wys Tokens. These tokens can be traded for rewards, discounts, and products. This is a fair share of the marketing dollars spend. On wysker, the marketing value of each user's data rises; wysker combines purchase intent and expressed consent, making data very valuable on the individual level for marketers who want to find customers and for customers who want discounted products.

2.4 The wysker Platform

The **wysker Platform** creates a new digital economy that changes the relationship between consumers, advertisers, and retailers. The first component of the platform is the **wysker App**, a high-speed window shopping experience that empowers today's consumers to find the products they love faster while offering brands and retailers a platform to engage with customers. The second component is the **wys Token**, a new utility token for digital commerce. It gives users discounts for product views, advertisers access to customers, and retailers new opportunities to increase their sales. The wysker Platform enables an economy where product discounts can be traded for access to customers, further paving the way for the widespread acceptance of tokens in digital commerce.

3   The wysker App

The **wysker App** enables blockchain-powered mobile shopping. With wysker, users can discover products faster while getting wys Tokens for viewing sponsored product. Users can then exchange their tokens for discounts with product retailers. At the same time, the App collects high-quality data that reveals a user's purchase intent. Consumers can trade their data directly with advertisers at their own discretion and without giving up control or compromising their privacy. The wysker App will be launched on Android and iOS on January 31, 2018 directly after the wys Token presale.

3.1   Solving Mobile Shopping

The wysker App takes on one of the biggest challenges related to shopping. Offline shopping has a rewarding discovery experience but is limited by the physical availability of products. Online shopping, on the other hand, has the availability but lacks the discovery experience. The bottom line, as Ben Evans of Andreessen Horowitz, once said, is: "*the internet lets you buy, but it doesn't let you shop* [5]." (December 2016). The solution is to mimic the way consumers actually shop offline (walking down shop-lined streets, looking at window displays, quickly screening inside for products and signs, and browsing through racks before finally deciding on what to purchase) and to translate this into a mobile experience.
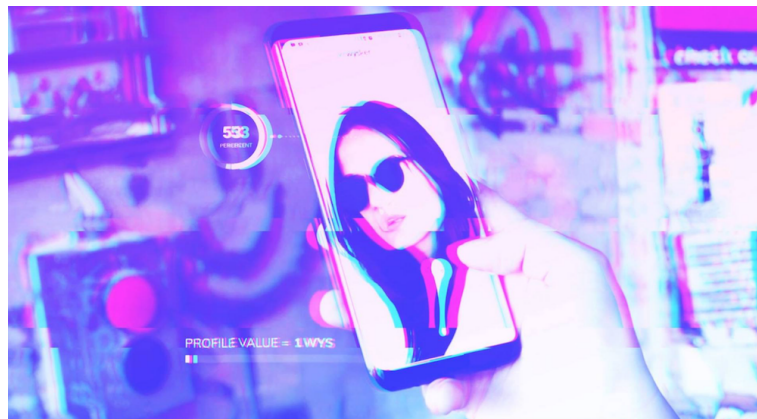

Figure 2: The wysker App - click here to see demo.

With wysker's unique single-button navigation, consumers can scan through products at highspeed and enjoy a unique mobile discovery experience. By dragging the wysker button up, more and more products of a thematically similar set are displayed. To explore within a different theme, users can drag the button to the right to load the next set of products instantly. Once the user likes a certain product theme, the browsing speed can be decreased, and the user can start swiping through products for a closer look. When the user has identified a product they want to buy, they double click the product to enter a retailer's website and buy the product. The wysker App combines a fun shopping experience with the global reach and variety made possible by the web.

With the ability to view up to 20 items per second, wysker's speed and convenience offers an exciting new shopping experience that saves time, is more efficient, and more fun. A human brain can process up to 30 images per second. In an instant, a human brain can make a first decision as to whether he or she likes a set of products. The wysker technology was created with these capabilities in mind, allowing consumers to explore thousands of products in minutes. The product catalogue on wysker is constantly growing and includes various categories ranging from fashion to tech, from games to decor, and from beauty to accessories. The possible additions to the product catalogue are endless.

This makes the wysker App a category-defining mobile application that sets a new standard for discovery shopping. It is an unbiased curated experience that gives consumers access to tens of thousands of products, all explorable (and buyable) with unprecedented speed and convenience. Because wysker's business model is independent of advertising revenue, wysker's product catalog does not favor individual brands or those with the highest marketing spend. Instead, wysker focuses on exploration and discovery, learning about a consumer's interests and buying intent in the process.

3.2   High-Quality Consumer Data

The wysker App is designed to generate extremely valuable data in a matter of minutes. It tracks every product impression to generate real-time consumer data that reveals a user's purchase intent. For each user, wysker creates a unique "consumer profile" that captures attributes such as stylistic preferences, preferred brands, price range considered, interaction rate, and spending behavior.

Figure 3: A representation of the consumer data being generated on the wysker App. This unique shopping profile can be used to measure a user's purchase indent.

A user can review their consumer profile at all times. This consumer profile is completely private to the user unless they decide to share it. Depending on the completeness of the profile as well as the relevance for advertisers, wysker assigns a wys Token value to the profile that represents the profile's potential value to an

advertiser. A consumer who uses wysker actively and has completed purchases through the app is potentially more valuable than a first-time user whose data profile is less complete.

Because the wysker App is a discovery shopping app, all users expect to be exposed to products they can buy. This is fundamentally different from the kind of channels typically addressed by search engine or display advertising. Whereas advertising on websites, in social media, or in mobile applications has to generate buying intent among users, on the wysker App, users already intend to buy. Where online marketing has traditionally been about attention grabbing and high click-rates, wysker focuses on highly personalized offers and branded experiences. Where online marketing is a convoluted network of intermediaries, wysker brings together brands and consumers directly.

3.3 Organic vs. Paid Channels

The wysker App divides its product inventory into two distinct sections. The first section is the organic channel. Here, wysker shows unbiased product results and can theoretically include any product that is available online. All products in this section are sourced through a custom built Google Chrome Plugin that supports easy content curation and will be automated through machine learning. The second section is the paid channel. Here, wysker gives advertisers the opportunity to market their products directly to potential consumers that want to claim an advertisers' wys Token offering.
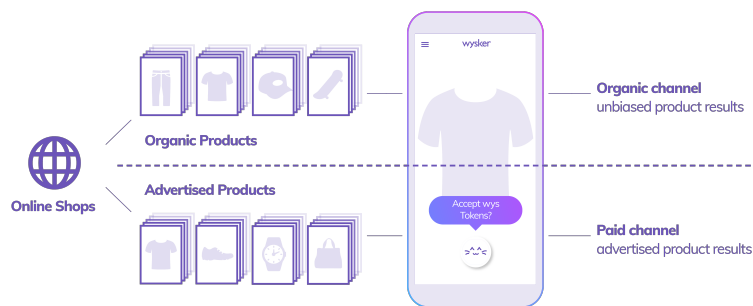

Figure 4: Organic vs. paid channel within the wysker App.

The **organic channel** can be explored by dragging up the wysker button, which will trigger new products to appear. The wysker search and explore function features products from an unbiased organic selection. The wysker system learns from the user's preferences to present the user with a channel that has a greater amount of relevant products. wysker pushes new products only to users that are expected to have interest. The product inventory is continuously expanding, and the matchmaking of new products to existing users is continuously customized. Retailers and advertisers have a no influence over the ranking of products in the organic channel.

The **paid channel** is activated only when an advertiser targets a user that has demonstrated a high potential interest in their product, through the data generated by the user's interaction with the organic channel. Advertisers can use the wysker

AdPlatform (expected launch Q4/2018) to reach potential customers and reward users with wys Tokens in exchange for being able to access the user's customer data profile. To facilitate this exchange, users receive a simple message that allows them to accept or to decline an advertiser's offer. Users can also completely opt-out of these offers and never be contacted by advertisers. This model is what we call advertising based on consent. With the increased 'completeness' of a user's profile, the value of their customer data profile will increase, yielding a higher cost to the advertiser and a higher payout to the user.

3.4   Tokens for Usage and Product Views

The wys Token is an integral part of the wysker App. It incentivizes early-adopters, as well as rewards app usage and advertised product views. Earned tokens can be redeemed for discounts at retailers. This dynamic is fundamental to wysker's goal of returning control to users. In exchange for their time and attention, consumers receive something with real value and utility. That's why 10% of the total Token supply is reserved to incentivize wysker App usage.

The wys Token has a real value for the consumer as it can be used to get discounts on partner retail websites. App usage will increase as consumers are rewarded with wys Tokens. Consumers can trade or exchange their acquired wys Tokens for product discounts and other offers from participating retailers. This is an important step toward wider usage of the wys Token in general e-commerce, outside the App.

With a growing wysker user base and App usage, more precise consumer data will be collected. As this data increases in value, attractiveness for and demand from advertisers will increase. The data collected on the wysker App underpins the acceptance of the wys Token. Once all parties (users, advertisers, and retailers) are fully connected the demand for the wysker App will rise.

3.5   App Market Positioning

The wysker App fills the gap between inspiration and shopping. Discovery sites, such as Pinterest, Instagram, or Tumblr are appealing for discovery, but do not support a shopping and buying experience. Marketplaces such as Amazon, Wish, or Alibaba focus on shopping, but don't provide compelling discovery tools. The wysker App differentiates itself from these competitors by providing an inspiring experience for shopping.

Figure 5: App market positioning - wysker bridges the gap between inspiration and shopping.

The **wysker Platform** will focus initially on the mobile sub-sector of the e-commerce market. In the US, the total e-commerce market size was $394bn in 2016 [6]. The share of the mobile subsector was 20% totaling $79bn [7]. It is expected that the mobile subsector, specifically, will reach 49% of the e-commerce market by 2020 [8]. This totals to a mobile share of $258bn assuming a CAGR of 7.5% for the e-commerce sector [9]. Consumers also increasingly demand high-quality and personalized content. wysker leverages: e-commerce growth, shift to mobile, and evolving consumer preferences.

3.6 System Technology

The **wysker backend** technology includes a custom product sourcing technology consisting of two components: the wysker Google Chrome browser plugin and the wysker Content Management System (CMS). wysker's Google Chrome browser plugin is used internally and speeds up the content generation process for inventory. It works as follows: when viewing an online shop with the browser plugin installed, wysker's content curation team selects products from the shop and imports them into our database.

The **wysker Google Chrome Plugin** uses a probabilistic model and a series of decision trees to automatically identify attributes of the selected product, such as name, price, and images without curator interaction. This allows the plugin to source products from almost any online shop. wysker's content curators can therefore choose sources freely and are not limited by a pre-approved list of stores. Our preliminary tests have shown this approach to work seamlessly for over 95% of websites and further trials will be conducted.

The **wysker CMS** allows for the creation of 'streams': thematic collections of products, using a visual query interface. wysker's content curation team can then filter the product catalog based on a wide array of criteria including price range, categories, or tags, as well as visual attributes such as the dominant color in the product image. Once a content curation team member has composed a narrow selection of products, it can convert the selection into a 'stream.' The sourcing of quality products is key to wysker's value proposition and wysker has, therefore, focused on making this process smooth, simple, and engaging. This is of particular importance as an inefficient sourcing process would severely impede the ability to scale.

In addition, machine learning will make it possible to perfectly match new content (products) to the users who are most likely to buy it. This provides

the highest possible relevance for the users (potential and active customers. This technology is driven by a data profile collection system that constantly learns from the user's preferences (e.g. time spent on product site and previous purchases) while testing and perfecting possible future matches.

4 The wys Token

The wys Token will be deployed on the Ethereum platform as an ERC-20 token [10]. The wysker team appreciates the rapid pace of innovation in the crypto ecosystem and will continue to investigate all platforms with similar functionality to best service the wysker economy. As the new unit of exchange between consumers, advertisers and retailers, it paves the way for the widespread acceptance of other cryptocurrencies and tokens in digital commerce.

4.1 The wys Token Model

The **wys Token** gives users discounts for viewing products, advertisers access to customers, and retailers new opportunities to increase their sales. It enables data-trading on an individual level. Only the user owns and sells advertisers and retailers access to his or her high quality data profile. With rising data quality, users get the strongest selling and buying position in the market, attracting advertisers and retailers with high quality information, consent and opt-in-only targeting. The wys Token represents a discount that is applied at online shops of partner retailers. The wys Token model, below, illustrates how tokens are exchanged between parties:
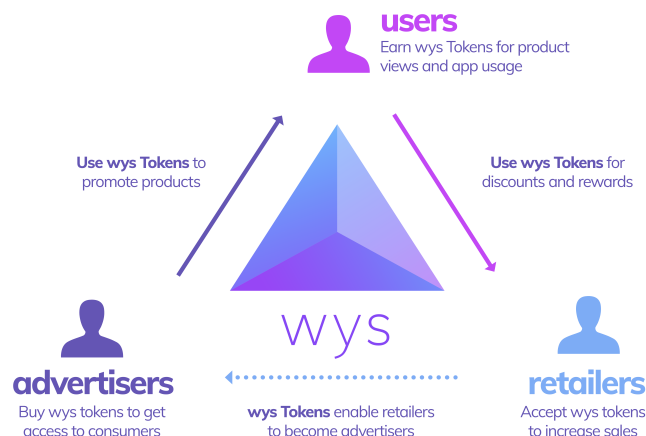

users
Earn wys Tokens for product views and app usage

Use wys Tokens to promote products

Use wys Tokens for discounts and rewards

wys

advertisers
Buy wys tokens to get access to consumers

wys Tokens enable retailers to become advertisers

retailers
Accept wys tokens to increase sales

Figure 6: The wys Token Model.

In more detail, the wys Token model allows users to receive wys Tokens by 1. accepting relevant offers to view their data profile and 2. viewing sponsored content from advertisers. Credited wys Tokens can be used towards discounts at partner retailer webshops. For retailers, accepting wys Tokens for discount coupons will grow their sales. Collected wys Tokens on the retailer side can be

reused for additional advertising or simple be traded on exchanges.

Advertisers need to have wys Tokens in order to advertise to users. Offering discounts through wysker incentivizes buyers, therefore enabling advertisers to reclaim some of their advertising spend and obtain wys Tokens at under-market rates. While a 20% discount offered in exchange for a certain number of wys Tokens might come in at above market value, the actual cost of a 20% discount to an online retailer may be significantly lower. This has an important self-regulating effect that rewards brands for creating compelling offers and achieving high conversion rates through quality branded experiences. The **wys Token Economy** allows all sides to freely exchange wys Tokens on third party platforms.

4.2 How wysker is using the Blockchain

One of the core principles of data privacy is that some data points have the power to identify a person uniquely while others can only identify larger groups. A zip code for example may stand for thousands or tens of thousands of households while a last name might only be shared by a handful of people. If a stranger asked you what your favorite color was, you would most likely give a truthful answer, but asked about your social security number you'd probably have the good sense not to respond. However, when some "harmless" data points are combined, they can create a unique footprint that can be traced to an individual. If you live in the U.S., the combination of your date of birth, gender and ZIP code has an 87% chance of identifying you uniquely, no name required [11]. Digital advertising uses exactly this tactic. At this very moment, somewhere in the cloud is a database that holds detailed information about you: websites you looked at, things you shared and liked on social media, the people you know and interact with, where you're from, how much you spend on what, your age and gender and possibly an accurate assumption about your sexual orientation [12]. If each of these data points by itself seems harmless, the fact that someone has collected all of them under a single ID should give you ample reason to feel uncomfortable.

With wysker, we took the opposite approach: carefully separating data that is anonymous from data that could potentially be used to identify you. Before we get into this, let's examine what wysker knows about you. When you first launch the wysker App, you are asked to provide a few pieces of information: what style of products you are interested in and whether you are looking for things aimed at men, women, or both. We also use geolocation to identify where you are at a very high level (country and city), so you are not shown products from stores that do not ship to your area. We do not ask your name, age or email address. By most modern standards, the data that we do collect wouldn't be considered PII (or personally identifiable information), because your preferred style, gender identity, and the city you live in are not sufficiently unique.

The much more interesting set of data points we collect however relates to how you use the wysker App. We carefully track what products you look at, for how long and how often, which products you double tap and which ones you actually buy. Because this would otherwise be a massive amount of data, we transform this information into aggregate trends that reveal preferences around brands, colors, styles, shapes, product categories, price ranges, and ultimately buying intent. This data by itself still isn't sufficient to uniquely identify you, but you probably wouldn't want it linked to data that could.

One of the main pillars of the wysker philosophy is that you own your data. You can choose to share it, or you can keep it to yourself, but you never have to give up control. With data, ownership usually equals access. If you are the only one who can access a piece of data, it can reside on someone else's computer without you losing ownership. wysker works much the same way: your data resides on wysker servers, but you are effectively the only one with access.

This is of course a slight over-simplification. One of the roles that wysker assumes in providing its platform is that of a matchmaker. An advertiser can specify the customer they are looking to reach and the wysker platform can say if those people exist on the platform and how many of them there are. For example, a shoe brand may be interested in presenting their products to wysker users who have previously shown an interest in red sneakers. For the wysker platform to be able to respond to this request, it needs to know if anybody fits this profile. The trick that wysker applies to make this work without compromising data ownership is to store data anonymously and to allow users to claim their data with a cryptographic key. This is effective because if unclaimed, the data is merely of statistical value. In simpler terms, wysker may know that someone in Paris is interested in red sneakers, but unless you come forward to grant advertisers access to your data, nobody can know that that someone interested in red sneakers is you.

When an advertiser creates a new campaign, they specify who they would like to reach and how many wys Tokens they are willing to spend to get their products in front of wysker users matching their criteria. The wys Tokens are subsequently transferred from the advertiser's wallet to a smart contract running on the Ethereum blockchain. Once the campaign fund is established, wysker users can claim a share of the wys Token reward by completing two steps. During the first step, participating users need to prove their ownership of eligible data by means of their cryptographic key. This causes the contract to issue a "lease" that gives advertisers temporary access to the user's data and the right to present the user with product recommendations. Once the user has viewed the product recommendations, they are issued a confirmation code. This code is then submitted to the smart contract in the second and final step, causing the release of the wys Token reward. In this setup, the smart contract operates both as an escrow service and rights management. Once the campaign is over, any unspent funds are returned to the advertiser and access to all user data is revoked.

All of this happens largely behind the scenes and neither the user nor the advertiser need to know about the inner-workings of the wysker Platform or the Ethereum blockchain to use the platform. Stakeholders benefit from the absolute transparency of a decentralized system and the assurance that their respective interests are enforced by an incorruptible smart contract that knows no bias.

4.3 Advertising Based on Consent

The **wysker Platform** introduces a new model for advertising: advertising based on consent. As the name suggests, advertising on the wysker Platform only occurs when the user consents to an ad. Ads on wysker are unlike traditional advertisements as they come as sponsored products through the paid channel and feature the same experience as organically sourced products.

The process is as follows:

1. An advertiser buys wys Tokens and logs onto the wysker AdPlatform,

2. on the AdPlatform, the advertiser can select how many and what kind of potential buyers they want to target,

3. after the selection, the advertiser can push their campaign (i.e. a set of products) to the users who then receive a message with the wys Token offer,

4. if the offer is accepted by the user (consent is given), a portion of the Tokens the advertiser used on the campaign are pushed to the user, who then views the advertised products. If no consent is given, the users data stays private and they will not receive Tokens from the advertiser.

Because users can define their advertising experience and gain direct rewards from advertisers, they will be more engaged with the content and the wysker commerce experience on the whole.

4.4   Milestone-Based Roadmap

The wys Token acceptance is expected to rise significantly after reaching each each of the following wysker milestones: wys Token ICO, wysker App launch, wys Token in-app integration, wysker App expansion, and wysker AdPlatform launch, that all leads to a fully integrated wys Token economy. As previously mentioned, this growth will go hand in hand with an increasing wysker App user base that are incentivized through wys Tokens. Once a critical user base is reached, advertisers will be attracted to Platform. As these need wys Tokens 'in order to reach potential customers, the demand for Tokens will increase.
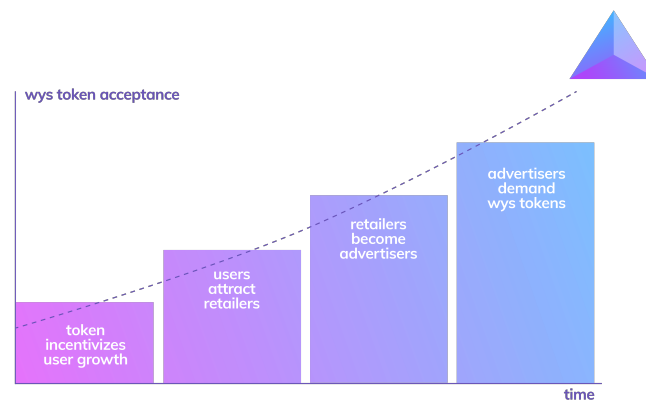

Figure 7: The wys Token is anticipated to rise in acceptance with growing user base and following advertiser demand

Major milestones have been achieved before the start of our ICO. The wysker app was developed, the custom backend infrastructure is in place and the team is set up. Our roadmap gradually introduces new innovations to the public and starts with the introduction of the wysker App worldwide on Android and iOS following the closure of the Presale on January 31, 2018. We will share our user

numbers, retention rates, and first sales volumes. At the beginning of 2018, the wys Token will be integrated into the app, directly rewarding early users for their interaction.
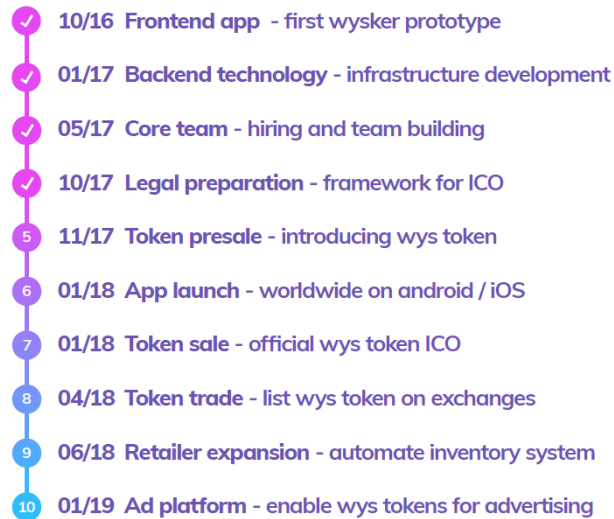

Figure 8: wysker's roadmap for the next phases.

After launching the wysker app, we concentrate on retention rates (and the creation of high-quality consumer data), thus increasing wys Token global awareness. In Q1 2019, the wysker AdPlatform will be launched and will give global brands the opportunity to reach potential customers using wys Tokens. To boost adoption, the wysker team has reserved a certain number of tokens to on-board and reward early advertiser adopters. First, the wys Token will be converted to a discounted code with partner retailers. The wys Tokens will then be established as an accepted method of discounting for the first set of partner retailers. Direct use of wys Tokens on retailer websites will help pave the way for the general acceptance of wys Tokens in the e-commerce system within the wysker Platform. The end goal is the establishment of the wys Token economy, which fully connects users, advertisers, and retailers to ensure maximal use of wys Tokens.

4.5 The Future of Digital Commerce

The wysker Platform not only provides a breakthrough shopping experience, but it changes the fundamental dynamics of digital commerce: it puts consumers in control of their data, creates a new form of advertising that is based on user consent, and increases transparency and transactions between consumers, advertisers, and retailers.

Figure 9: The future of digital commerce.

For smart advertisers, the wysker Platform is a unique opportunity to balance campaign budgets and make smarter investment decisions. The wys token takes the seasonality out of cost-per-click (CPC) models. Furthermore, advertisers on the wysker Platform are not competing for impressions and clicks but rather on return per sale, a metric that is driven by advertisement quality and user happiness. For global retailers, it's a future model of commerce that increases loyalty and sales.

5   Token Launch

The wysker Platform issued a total of 102'340'100 wys tokens, of which 61'404'060 wys tokens were sold during the Initial Coin Offering (ICO). As a closed economy, the wysker Platform will not release additional tokens. Unsold wys Tokens were burned after the token sale. To fully protect the wys token economy, tokens that were not for sale were also be burned proportionally. Only Ethereum (ETH) was accepted as payment during the token sale.

5.1   Token Launch Summary

The wys Token is an ERC-20 utility Token that can be purchased during wysker's Presale and Token Sale. Below are the key information for the wys Token Sale:

- Presale Period: Nov 17, 2017 at 14:00 UTC to Jan 31, 2018 at 14:00 UTC

- Token Sale Period: Jan 31, 2018 at 14:00 UTC to Feb 28, 2018 at 14:00 UTC

- Total Token Supply: 102'340'100 WYS

- Tokens For Sale: 61'404'060 WYS

- Rate: 1 ETH = 13'941 WYS (+ Bonus)

- Accepted Currency: ETH

5.2   Token Bonus Structure

During the **wys Token Presale** that runs from November 17, 2017 at 14:00 UTC to January 31, 2018 at 14:00 UTC, a **30% bonus** in wys Tokens will be

added to purchases above 25 ETH and a 15% bonus to all purchases below 25 ETH. During the wys Token Sale, running from January 31, 2018 at 14:00 UTC to February 28, 2018 at 14:00 UTC, the following four bonus steps are applied: 15% bonus during week one of February, 10% bonus during week two, 5% bonus during week three. No bonus will be applied after this point for the remainder of the Token Sale.

5.3 Token Distribution

The wys Token distribution reserves 60% of tokens for presale and ICO. 25% are reserved for the founders as well as current and future team members. 10% are used to incentivize early wysker users and foster rapid product adoption, secure retention and motivate engagement. 5% are reserved for future deals with strategic partners. This portion is also used to incentivize the very first advertisers to use the wysker AdPlatform.
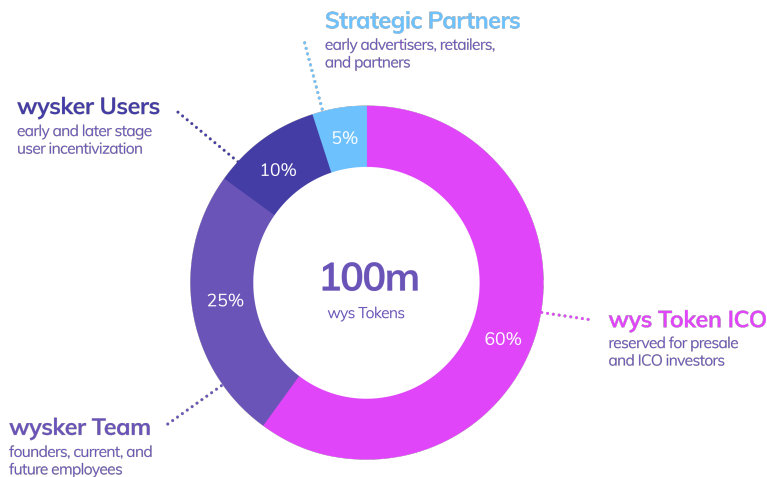

Figure 10: wys Token distribution.

5.4 Budget Allocation

We will use the proceeds collected from the wys Token Sale for the following purposes: 35% of the Token Sale funds will be allocated to developing the wysker Platform (including) backend, technology and frontend developments; 25% will be invested in developing the wysker AdPlatform, our advertising service for global brands; 15% will be used to cover marketing costs to expand the wysker Platform globally; 10% will be used to develop our business and sales network; 10% will be used to build expert knowledge in artificial intelligence and machine learning; and 5% will be reserved for security, legal, and accounting expenses.
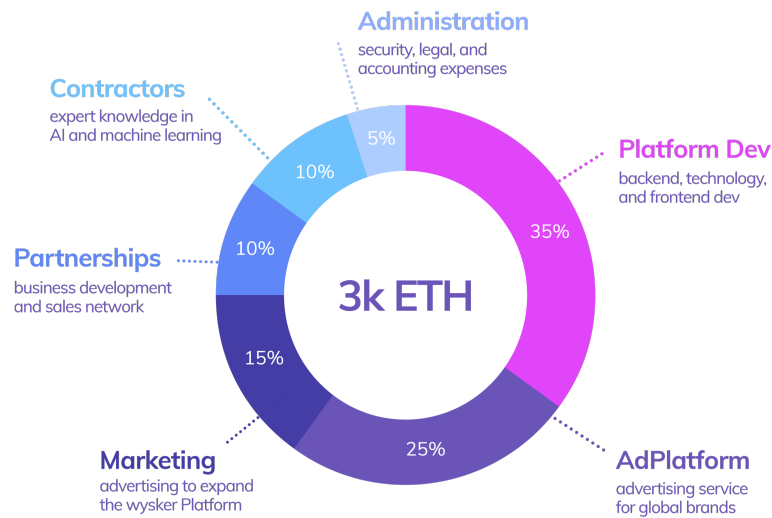
Figure 11: Token Sale budget allocation.

In summary, the earnings from the wys Token Sale enable the potential success of the wysker Platform. We believe in decentralization and want to share this opportunity with a wide range of people. Become a part of the data revolution.

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