ADHIVE

THE FIRST AI-CONTROLLED PLATFORM FOR INFLUENCER MARKETING

WHAT IS ADHIVE?

AdHive is the world's first AI-controlled Influencer Marketing platform. Our service offers a fully automated, blockchain-based solution for mass placement of native video ads on influencers' channels.

The **core mission** of AdHive is to bring together advertisers and influencer communities in order to shift large advertising budgets from TV to the digital video industry.

AI modules and blockchain technology make this platform a place where bloggers and influencers combine to form one giant virtual TV channel with powerful targeting mechanics and high audience engagement, the likes of which are unachievable in the TV advertising market.

WHAT PROBLEMS DOES ADHIVE SOLVE?

At the moment, despite the ever-increasing interest in influencer marketing, an adequate and transparent system of interaction between market participants has not yet been formed. Advertisers and bloggers are constantly faced with numerous cases of inefficiency:

PROBLEM   SOLUTIONS

Lack of transparency and reliability
Our platform provides fully automated interaction between market participants, excluding intermediary agencies with unreasonably high commissions from the chain.

Moreover, our smart contract technology makes it possible to avoid fraud and establishes a clear framework for market interaction, without the need to enter into numerous legal agreements.

Inaccurate metrics and tools for control
As a powerful analytical tool, our platform provides users with access to real-time statistical data at all stages of the advertising campaign.

Thus, advertisers are able to precisely target advertising campaigns, set prices and calculate ROI. The AI and community ensure proper execution of assigned tasks.

Overall market complexity
AdHive is highly interested in improving overall market availability and competition level by means of time- and cost- efficient campaigns available at the global level. Our automated solution will open the influencer advertising market to small and medium-sized businesses around the globe, as well as to novice influencers, who are often more effective than top influencers.

HOW DOES ADHIVE WORK?

AdHive creates an easy way to launch massive international advertising campaigns on influencers' channels. Our service automates all steps of interaction with influencers. Advertisers just need to set up a campaign and place the necessary budget. The platform will choose relevant influencers, propose tasks and conditions, confirm acceptance of terms, ensure proper placement using AI and community approval and release payment via smart contract when the task is complete.

ADHIVE

AdHive's AI modules for video and speech recognition are already implemented by real businesses

A Smart TV operator uses our modules for determination of product placement to show overlay ads with 97+% accuracy

YOU CAN ALREADY TRY OUT THE ALPHA-VERSION OF THE PLATFORM

A Global FMCG brand monitors 100+ bloggers YouTube channels to find key words and objects

KEY PEOPLE

Dmitry Malyanov
Project development, operations, co-founder

Dmitry brings 12 years of business development, start-up development, investment relations and VC acquisition experience. He founded Scorch.ai - one of the first companies focused on the real-time detection of human actions. Base Scorch.ai technologies are now used at AdHive AI module.
Previously: Scorch.ai – Co-founder; Sorsdata – CEO; Groupon – Business Development

Vadim Budaev
Strategy, technological development, HR, co-founder

Vadim has over 15 years of experience in software development, mobile and Internet services, advertisement and start-up development. As a co-founder of Scorch.ai, he built a number of complex AI solutions currently used by businesses in digital media, security, devices, VR, AR, etc.
Previously: Scorch.ai – Co-founder

Alexandr Kuzmin
Token model developer, investment and financial management, co-founder

Alexandr is a multi-disciplined entrepreneur, with experience in start-up development and trading. Since 2016, Alexandr has focused primarily on crypto financial projects. As a co-founder of AdHive.tv, he is responsible for token model development, investment and financial management.
Previously: Professional Trader

Serguei Popov
Scientific and token product advisor

Serguei is a Brazilian research mathematician of Russian origin with a Ph.D. from Moscow State University. He currently works in the field of Stochastic Processes. He became interested in crypto in the end of 2013, and contributed to theoretical aspects of the Nxt cryptocurrency (top 1 project by ROI since ICO with 1,157,513% growth) and PoS in general.
He is the co-founder of IOTA (#2 with 331,857% growth) and WINGS (#20 with 1,969% growth)

Eyal Hertzog
Blockchain and ad tech advisor

Eyal has been a venture-backed technology entrepreneur for over 20 years. He is the founder of MetaCafe, Israel's fastest growing video sharing site reaching over 50m visitors at its peak. Previously, Eyal founded Contact Networks, one of the first social networks in 1999.
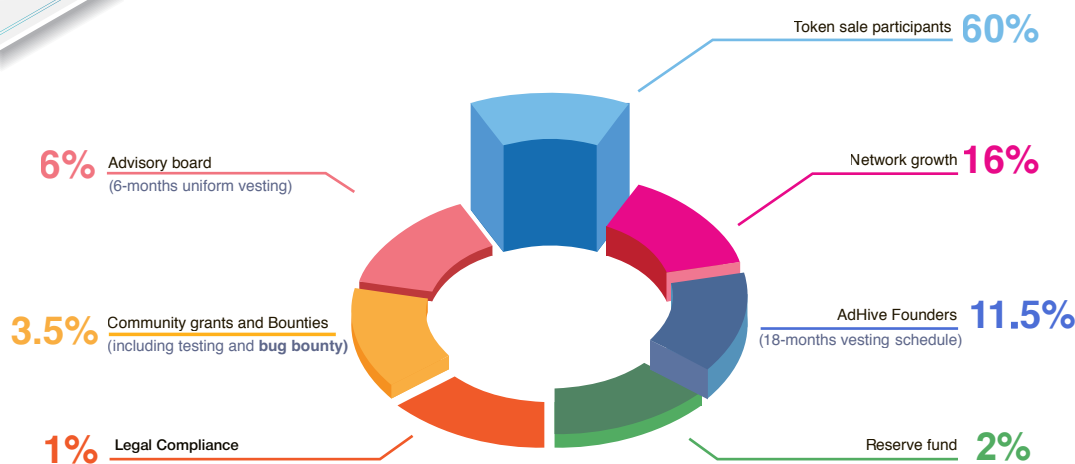**He is the co-founder of Bancor protocol**

PARTNERS

WINGS
Bancor
AdEx

ADHIVE TOKEN

AdHive Token (ADH, Ethereum ERC20 token) - is a native cryptographic project token, which gives participants the right to access multiple activities and services of the AdHive platform.

- Token sale participants **60%**
- Network growth **16%**
- AdHive Founders **11.5%** (18-months vesting schedule)
- Reserve fund **2%**
- Legal Compliance **1%**
- Community grants and Bounties **3.5%** (including testing and bug bounty)
- Advisory board **6%** (6-months uniform vesting)

TOKEN PRESALE
Dates: 30.01.2018-06.02.2018
Target: $3 million
Exchange rate: 1 ETH = 5000 ADH +30% to 15% bonus

TOKEN SALE PHASE #1
Dates: 28.02.2018-14.03.2018
Target: $12 million*
Soft cap: $4 million
Exchange rate: 1 ETH = 5000 ADH + 10% to 0% bonus

TOKEN SALE PHASE #2
TBA (Q3-Q4 2019)

* All figures will be finalized following the forecasting results on the Wings platform and be announced at least 5 days before the Token Sale Phase #1 begins.

Whitelisting is available – signing up gives additional 5% bonus on Token Sale Phase 1!

MORE TOKEN SALE DETAILS CAN BE FOUND IN OUR PROSPECTUS

TOKEN SALE WEBSITE | PLATFORM WEBSITE | EMAIL US | WHITEPAPER | MARKER OVERVIEW SUMMARY