



VOL NETWORK

The Ultimate Affiliate Marketing Platform



www.evolnetwork.com



EVOL



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DEFINITIONS/TERMINOLOGY

AFFILIATE MARKETING

It is an advertising model where a company pays commission to third-party publishers to generate traffic or leads to its products and services. The third-party publishers are affiliates, and the commission fee incentivises them to find ways to promote the company.

AFFILIATE

An affiliate is a publisher who promotes a brand's products or services on their site.

CONSUMER /CUSTOMER

Affiliates promote products and services to consumers by enticing them to buy a product or service through their link. Once they buy the product or services, the seller and the affiliate share the profits.

ADVERTISER / PRODUCT CREATOR / COMPANY

It can be a small company, enterprise or retail, or individual selling a product or service.

PROGRAM / NETWORK / PLATFORM

A platform, software or process to facilitate affiliate marketing by connecting advertisers, publishers and consumers in one place.

EVOL NETWORK

EVOL NETWORK is a decentralised affiliate marketing platform to solve the current affiliate marketing platform issues.

EVOL

EVOL is an ERC-20 token developed in the Ethereum main net.

EVOL TOKEN ADDRESS

0x5149481a60b57f48a7a97dedc5a28615add8b81f



EVOL QR CODE



MISSION, VISION & GOAL



MISSION: Our mission is to empower advertisers and publishers with a platform that is not only secure but transparent and beneficial for all parties involved. We aim to provide a welcoming community where everyone has the opportunity to participate, contribute and earn.

VISION: The **Evol Network** team is developing an affiliate marketing platform based on blockchain technology. Our objective is to offer an efficient, user-friendly, and transparent affiliate marketing platform.



GOAL: We aim to disrupt the online advertising landscape and address the significant problems it faces, such as advertising fraud, privacy and consent to receiving sponsored messages, and the rise of ad blockers. We see the need for innovation in this area and aim to bring it to the community.





INTRODUCTION

Following the exponential growth of the internet, social and digital media has seen a rise; consequently, more and more people are spending time online. Hence, companies have started increasing their spending on online marketing significantly. Over 4.66 billion people use the internet across the globe; the time they spend for leisure activities on search engines or social media is revenue for those platforms. Whenever you read an article on the internet, watch videos, or participate in some form of social activity on different platforms, you would see paid advertisements related to your search, which passively encourages and entices you to purchase products or services.

Many influencers/affiliates write blogs, create videos, share posts, publish content to increase viewership and traffic on their form of media. Most companies pay tremendous sums to promote products or services to those websites, blogs, or other social platforms to sell products or services. The inclusion of an affiliate can drastically increase how many people hear about the vendor's product.

Because there are many advantages of affiliate marketing, it has become viral in the last decade. As technology grew and demand increased for online marketing in the digital space, many individuals and companies became part of the system. Due to the increased demand, bots (Automated computer programs) and false promoters, fraudsters became part of the affiliate marketing process.

Due to the potential for a massive payout through the affiliate marketing process, it became a key business for many individuals and vendors. However, at the same time, it became complicated to filter genuine affiliates from frauds. This is still a common issue for companies that are not tech-savvy, as they do not have the systems or processes to determine whether the affiliates they are paying are genuine.

Affiliate marketing can be more profitable for companies than search engine promotion or social media marketing; however, it brings many challenges.



At **EVOL NETWORK**, we have developed solutions for many of the vital problems of the affiliate marketing process or other platforms. If the drawbacks pertinent to affiliate marketing were eliminated, it would drastically change marketing plans companies utilise to endorse their products/services. Following are the main problems associated with affiliate marketing, and EVOL NETWORK is solving those problems.

Currently, there is no active solution that brings **Affiliates**, **Consumers** and **Advertisers** in an appropriate way to resolve the problems associated with **Affiliate Marketing**. Even current available blockchain solutions are either costly or time-consuming and may not eliminate all the following issues.



Difficult to find the right Affiliate:

Many individuals or companies offer affiliate services, and most claim vendors succeed. It is challenging to find profitable affiliates due to the varying needs of each business, especially since it is hard to find reliable and transparent information about the other party. Every affiliate might have a considerable influence on different sectors, domains or marketing channels, but it does not mean that that affiliate is best for every possible industry. It might seem profitable to partner with a popular affiliate who has a large fan base; however, it might be challenging to deal with the most popular affiliates in many cases. Sometimes even if you partner up with those high fan base affiliates, it might not be beneficial if your affiliate does not appeal to your targeted audience.



Offering the proper reward or difficulties to negotiate with your Affiliate:

Assuming a vendor finds the most suitable affiliate, it is not always easy to negotiate a price, requirement, the reward of marketing efforts, and validating efforts made by the affiliate.

Content, brand reputation and message integrity Management:

The benefit of affiliate marketing is reaching a new audience. However, when dealing with multiple affiliates to achieve your promotion goal. It is vital to manage the integrity of each promotion to maintain brand reputation; if not addressed appropriately, instead of building brand reputation, you would likely lose the trust of your consumer. Rogue affiliates may cause significant damage to brand reputation due to poor behaviour or inappropriate representation.

Fraud:

Like every industry, fabrication in the affiliate marketing world is not unprecedented. Fake, bot-generated traffic that looks legitimate. After taking advance payments, affiliates possibly disappear when rules are not enforced, and proper guidelines are not implemented.

Managing your Affiliates:

More affiliate means harder to track affiliate marketing activity. All affiliates are working differently, and they have their way of working. Individual affiliates can come up with different questions, and if you do not answer on time, it is your loss in the end.

Slow or Cross-border Payment:


International payments are more expensive due to currency conversion differences and hefty bank charges. Alongside this, it can take from a couple of hours to a few days to transfer the payment to your affiliate. If they do not receive compensation on time for that period, they may take up another assignment, and you may lose a good affiliate.



TOKENOMICS

Tokenomics is the science of token economics. It covers all aspects involving a coin's creation, management.

EVOL Token Information

Project Name	EVOL NETWORK
Short Name	EVOL
Decimals	18
Total Lifetime Supply	2,000,000,000
Pre Mined Supply	200,000,000
Token Address	https://etherscan.io/token/0x5149481a60b57f48a7a97dedc5a28615add8b81f
Sale Contract Address	0x7dCa3A63372BfE00af1DA7a3B51BC6B592FF763F
Sale Contract QR CODE	

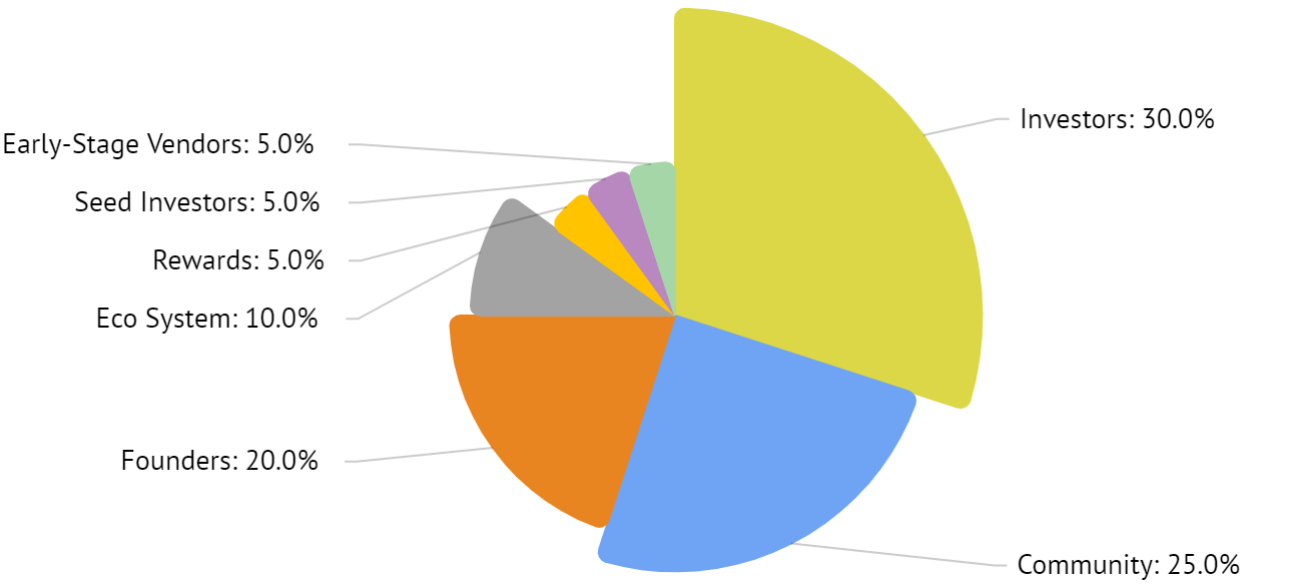
Please Note: Once we develop the **EVOL** echo system with its blockchain solution, All **EVOL** Tokens will be exchanged with the new **EVOL** Coin on 1 to 1 basis.

Creator tokens will be locked for three years with twelve 3-month vesting periods.

EVOL coin can also be referred token, initially be released as an ERC-20 token on Ethereum Mainnet.

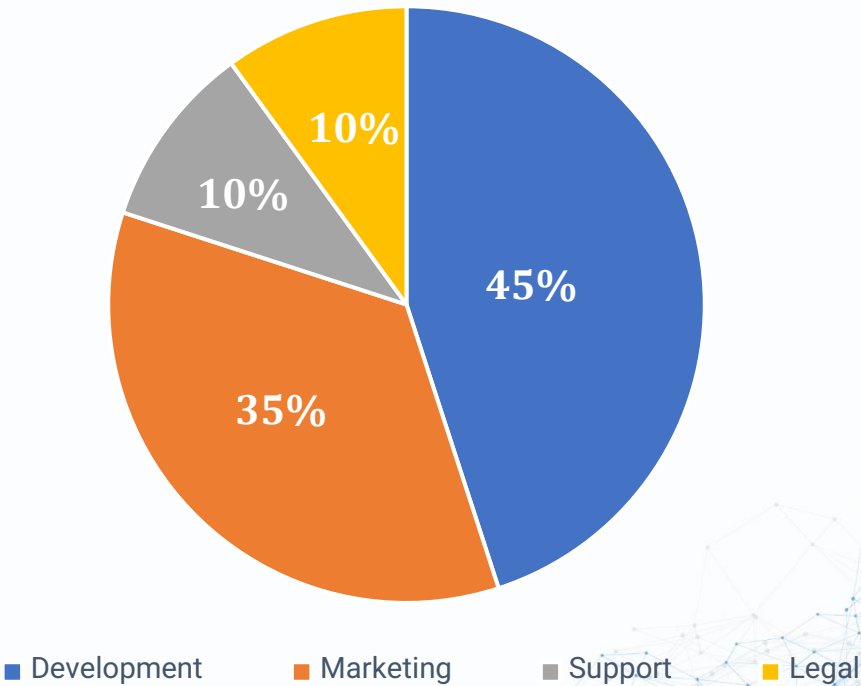


EVOL Allocation



Use for Raised Funds

An use of raised funds is recorded at a single point in time (the time of purchase), compared to an expense which is allocated or accrued over a period of time.





Currently, ERC-20 token with the combination of an Ethereum blockchain and **EVOL** off-chain solution is capable enough to serve community development, connecting stack holders, affiliates, companies, consumers. This solution is enough for prototype testing till a fully-functional blockchain eco-system is built and tested. To understand transactions between Ethereum blockchain and **EVOL** offchain.

TOKEN Sales and Promotion

For each sale remaining hard cap or soft cap will be carry forwarded for the next phase.

PRE LAUNCH PRIVATE SALE (Completed)

Date: 03 Aug 2021 – 07 Sep 2021

Maximum Coin Sale (Hard Cap): 30,000,000 EVOL

Minimum Coin Sale (Soft Cap): 600,000 EVOL

Price: 1 EVOL= 0.025 USD

Minimum Quantity: 1 EVOL

Round 1

Date: 14 Sep 2021 – 28 Oct 2021

Maximum Coin Sale (Hard Cap): 6,000,000 EVOL

Price: 1 EVOL= 0.028 USD

Minimum Quantity: 1 EVOL



Round 2

Date: **01 Nov 2021 – 06 Dec 2021**

Maximum Coin Sale (**Hard Cap**): **9,000,000 EVOL**

Price: **1 EVOL = 0.030 USD**

Minimum Quantity: **1 EVOL**

Round 3

Date: **07 Dec 2021 – 31 Jan 2022**

Maximum Coin Sale (**Hard Cap**): **15,000,000 EVOL**

Price: **1 EVOL = 0.050 USD**

Minimum Quantity: **1 EVOL**

MAIN SALE

We will announce future Public sales of ICO or IEO after **Round 2**



ROADMAP

Planning

JAN-MAR
2021

Start

APR-JUN
2021

- Bug & Security Testing
Internal Testing of Chain & offchain Ecosystem.
- System Design

AUG-SEP
2021

- Decentralized Coin will be build & distribution will be started.
- Coin Private sale with smart contract, onchain & offchain sale will begin.

OCT-DEC
2021

- System will be available & final Internal & Community testing of affiliate Marketing.
- Beginning of Vendors, Promoters & Members registration in offchain Centralized Network.



Public availability of Affiliate Marketing System



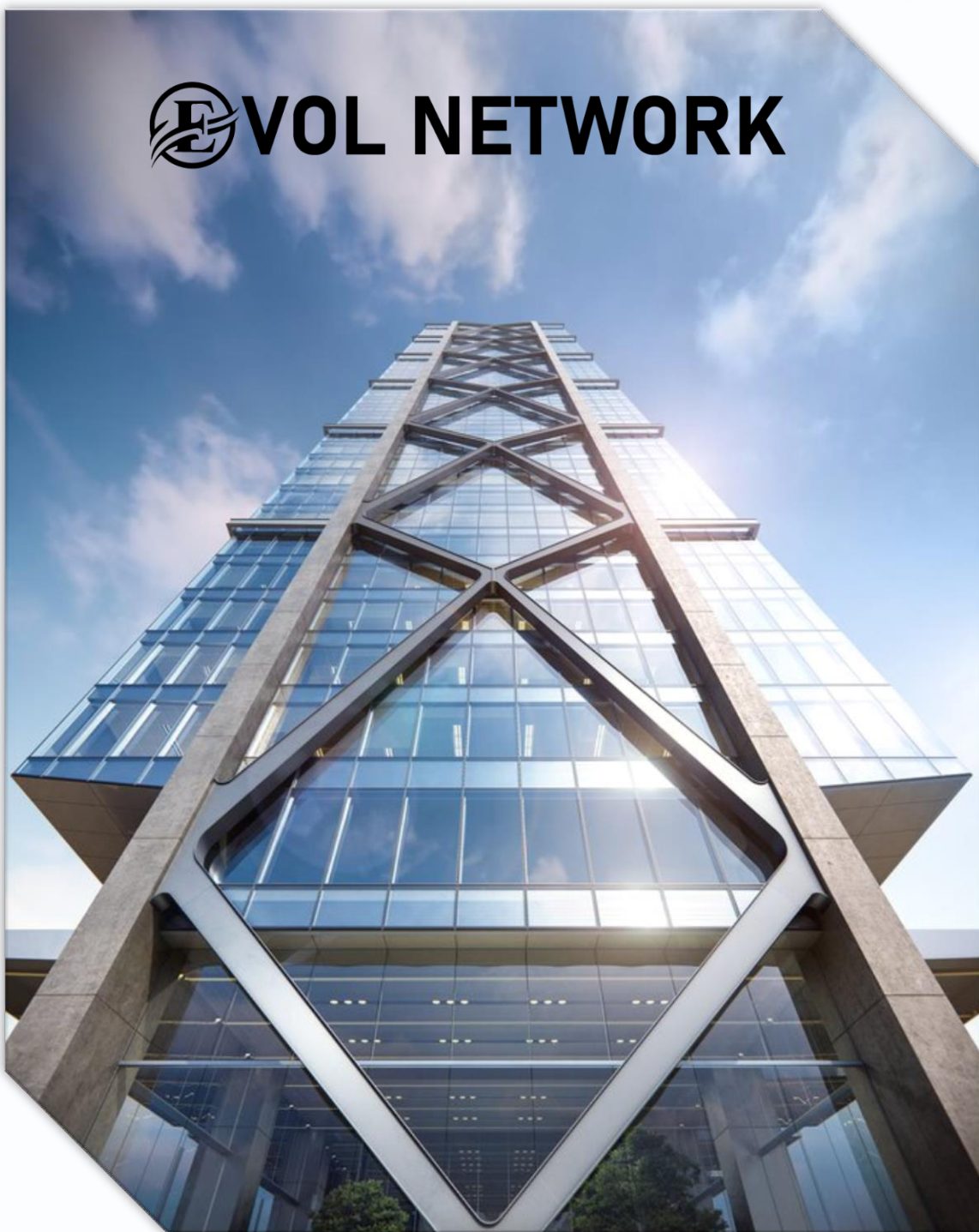
- EVOL community will be available & voting system will be introduce to deal with Network & make future token mining voting.
- Internal testing of the app system.
- EVOL each system will be build to support off chain & onchain transaction.



**Future Development will be based
On community voting.**



VOL NETWORK



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