BST White Paper

(DRAFT)

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ABSTRACT

BST is the token designed for advertising services basing on a constantly growing Mobipromo system. With the help of BST, the current advertising platform will gradually transform into a decentralized advertising system/platform.   All these are attributed to the development of block chain technology and the robust infrastructure of it.

Upon the completion of BST ICO, BST can be used as the media to pay for the services that Mobipromo provides currently. Meanwhile, Mobipromo will then immediately be able to provide the digital currency solution. And more importantly, as blockchain technology itself is excellent at building mutual trust and tracking, the features and functionality of Mobipromo systems using blockchain technology will hence be greatly enhanced. Eventually, it will largely increase the effectiveness of the advertisement being broadcasted among the world wide nodes of Mobipromo.

Using BST, the existing advertising network will gradually transform into the Point to Point Advertising Interactive Network. During the course of the transformation, Mobipromo will partially use the community resources to do R & D and to promote. Eventually, a decentralized advertising network which is driven by BST will come into formation.

BACKGROUND

In internet era, the core of business operation is traffic. Mobipromo system is designed to drive traffic for business owners.

Basically, there are three major participants in the business environment.
● Commercial Website / Platform
● Consumer / End Users
● Suppliers / Shops

These participants form an ecosystem in which consumers spend their money for products/ services; Suppliers supply goods/services and the Platforms supply information to guide consumers choosing products/services.

Currently, the core of such ecosystem has gradually shifted from location-focused to platform-focused. The platform supplies the information that consumers desire and as such, the consumer behaviors became dependent on and seriously affected by whatever is shown to consumers on the platform. In other words, the spending pattern of consumers is no longer affected by the geographic location but by the platform. The platform provides the commercial messages, the consumers obtain the messages and this directly affects the consumer behaviors.

Nowadays, shops open and close more frequently than before. Consumers would not be able to visit them one by one to decide which is the best. Instead, consumers rely on the

information obtained from various platforms, websites to make decisions. And through the analysis of the data, the platform can even predict then affect consumer's behaviors .

The current Mobipromo network can deliver the right information to right consumer efficiently thus drive traffic to the business owner efficiently. And as the first access point of consumers surfing internet, Mobipromo can affect consumer's behaviors even earlier than any platform. But this is not the final goal of Mobipromo system. The team is going to utilize blockchain technologies and share the Mobipromo targeted advertising engine with community to build a decentralized content and ad network by which to construct a more fair and credible environment for all participants in Mobipromo ecosystem.

BLOCK CHAIN TECHNOLOGY

A blockchain is a digitized, decentralized public ledger of all cryptocurrency transactions. Constantly growing as 'completed' blocks (the most recent transactions) are recorded and added to it in chronological order, it allows market participants to keep track of digital currency transactions without central record keeping. Each node (a computer connected to the network) gets a copy of the blockchain, which is downloaded automatically.

Bitcoin is the earliest digital currency that applies Blockchain Technology. Today, Bitcoin is playing a role as "GOLD" in digital currency. Ethereum is a decentralized platform that runs smart contracts. Based on Ethereum applications can run exactly as programmed without any possibility of downtime, fraud or third party interference.

These apps run on a custom built blockchain, an enormously powerful shared global infrastructure that can move value around and represent the ownership of property. This enables developers to create markets, store registries of debts or promises, move funds in accordance with instructions given long in the past (like a will or a futures contract) and many other things that have not been invented yet, all without a intermediary or counterparty risk.

BST team believes that Ethereum in the coming years will become the backbone technology in various commercial applications. However, Ethereum herself will not become a means to convey commercial messages and values. Users have to actualize the enormous value of Ethereum through applications. BST is such an application.

GRADUALLY DECENTRALIZED AD SERVICE by BST

Mobipromo will be able to integrate the online and offline services and sales based on BST. Then the payment tool for our global advertising services, content distribution services, and other various types of services will turn to be crypto currency.

Firstly, BST can be immediately used to redeem the existing services that MobiPromo provides globally, which include:

- **Targeted Advertising**
  Mobipromo owns thousands of locations around the globe to provide advertising services via Wi-Fi. Business owners may select to display their advertisement on all or partial locations. The sophisticated backend systems of Mobipromo will intelligently analyse the nature of the advertisement content and subsequently select the locations and timing to deliver the advertisement so as to obtain the largest effectiveness. The Mobipromo backend system is also able to locate the group of people who should be interested in the advertisement and thus specifically push the advertisement to them. The effectiveness can be increased on one hand and the cost is drastically reduced on the other.
- **Proximity Marketing Services**
  As for the locations in which Mobipromo Wi-Fi devices are installed, Mobipromo intelligent backend will enable the business owners to broadcast their new products information, Coupons, Membership Credit Points, etc. in the Wi-Fi. And all these services provided by Mobipromo will be settled by BST too.
- **Content Distribution Network (CDN)**
  MobiPromo locations are about to provide CDN services. Content providers will use the service and pay BST for the service. The BST collected will be distributed to the location owners.

Mobipromo Wi-Fi nodes are growing rapidly and globally. The variety of Mobipromo services is growing too. These services are settled with BST, the value of BST is expected to increase continuously.

Secondly, using BST, we will gradually build a distributed AD network and then the AD network will be decentralized. From the original perspective, the AD network nowadays can be seen as a vast network covering different geographical areas. The drawback of this traditional network is that the communication among the locations in the network is very poor or even none. In daily operations, there may even be some fraudulent behaviours. Actually, to a certain extent, these frauds can be seen as the large scale Byzantine issue. If we rebuild the network using the blockchain technology, the current problems will be perfectly solved. As such, following the path of BST growing, we will be able to build a decentralized AD network.

CURRENT MOBIPROMO SYSTEM

MobiPromo is a white-label, direct-response, wireless, proximity marketing technology

Designed to engage consumers with highly targeted and relevant advertising from local, regional, and national brands. MobiPromo incentivizes consumers to use the system by providing free Wi-Fi Internet access.
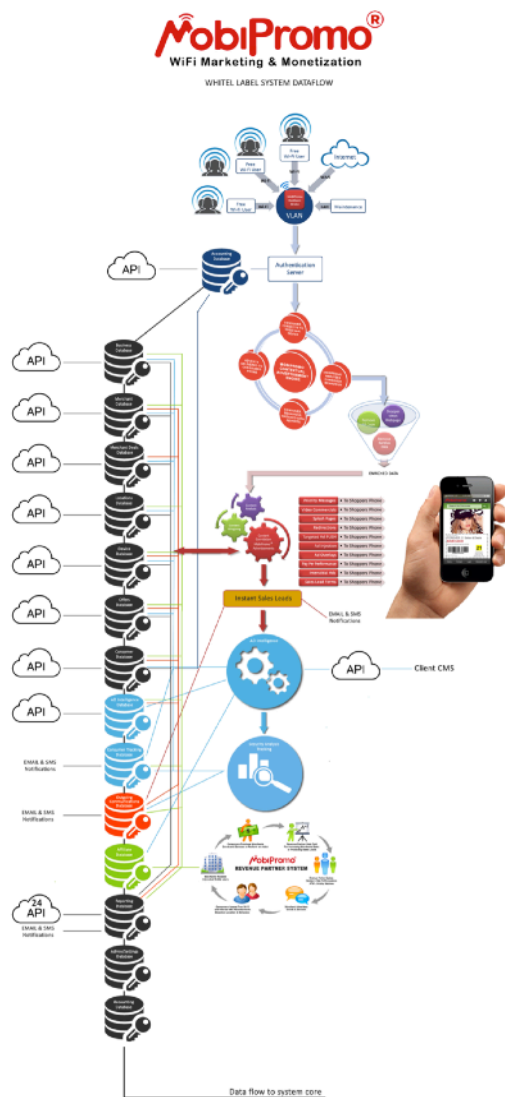
MobiPromo has the ability to push geographically, behaviorally, device specific and competitor targeted, merchant created and managed advertisements, coupons, discount offers, banners, and video infomercials to consumers.

MobiPromo is White-Label hardware and cloud based technologies. Providing marketers a means to build their own brand rather than someone elses. Using your logo, branding, domain, advertiser rates, terms and conditions, and much more. From both a consumer and merchant's perspective, the system looks and operates seamlessly as your own system.

Acquire Legally Compliant Validated Consumer Data Automatically.

The MobiPromo opt in process is fully compliant with the latest U.S. Federal Trade Commission laws introduced in October 2014. Every opt-in process is 100% compliant with the Telephone Consumer Protection Act , Telemarketing Sales Rule, and CAN-SPAM Act. MobiPromo includes Email marketing and Text marketing systems that allows Network operators to take full advantage of compiled data.

Merchants Signup, Pay, and Manage Their Own Advertisements in 3 Easy Steps

A self-serve Merchant system is designed to bring new merchants on-board automatically. Allowing merchants to review the benefits, select an advertising package that matches their needs and geography, subscribe to it and pay online, and start advertising within minutes.

MobiPromo includes template-based tools for merchants to create well-presented business listings and appealing advertisements in a very simple 1-2-3 step process. Merchants' select and purchase Admin created advertising packages relevant to their marketing needs, location, and budgets. Merchants keep 100% of the sale price.

The Merchant interface includes tools to track and monitor campaign performances, predictive analysis reporting that forecasts redemptions, service and stock requirements

for up to three months in advance, based on current monthly trends: Additional tools to manage consumer reviews and email subscriptions: Newsletter feature provides a means to create and disseminate periodic newsletter to subscribers: Barcode generator: Coupon embedding code generator enabling a merchant to integrate their coupons into their website to extend campaign reach to existing customers: Email subscription code generator for integrating into websites, newsletters, and other promotional media: Direct link codes for both Mobile & Web coupons and offers that can be used for any promotions including QR Code production.

Consumer Behavioural Targeting

Consumer behaviour targeting presents a tremendous opportunity to engage consumers at a time, place, and with their interest focused. Returning the most responsive results ever. Our systems monitor consumer behaviour and interests while they shop and research. Then at the most opportune time we deliver a matching merchant advertisement directly to the relevant content the consumer is viewing. Our behavioural engine is 100% tuneable and trainable from within the Administration management interface.

Wireless Device Targeting

Target consumer devices by Device Brand, Device Operating System, and Device Browser Type. Useful for App dissemination, Carrier Network, and other specific campaign styles. The device specific targeting module is updated weekly to ensure the latest device information is always available.

Competitor Targeting System – Stop Losing Sales To Online Vendors

The competitor targeting system is designed for retail merchants to combat consumer showcasing. You specify who your competitors are and we provide you the opportunity to reach your potential customer with a matching or better offer before they purchase online.

Automatically Manage in-Store Consumer Showcasing in Real-Time. Take advantage of the opportunity. Present a relevant counter offer before it's too late. Know how many customers are showcasing your products and with which competitor. Know what products are being showcased and the frequency. Know which customers have showcased in-store and their contact information.

MobiPromo Brandable Hotspots

MobiPromo now features individual brandable hotspot locations. Every Hotspot location can be branded with a host merchants logo or a even a sponsored advertiser, as an upsell for every location in your Network.

MobiPromo Analytics

MobiPromo provides extensive real-time reporting and analytics that enable merchants and administrators to instantly evaluate and compare a campaign's performance and ROI.

From a command position, administrators can review a network performance overview, run predictive analysis forecasts, or scrutinize every keyword found on content viewed by system Users, and view consumer sessions by location/device. We provide administrators an unsurpassed array of reports and tools to ensure you are in control.

Proximity Marketing WiFi Hardware Devices

Available in highly optimized indoor and outdoor models. Devices are 100% Plug & Play – Set and Forget. There is absolutely no device level management required. Simply place & connect our Wi-Fi marketing hardware devices. Devices automatically self-configure to a location, geo-fencing consumers, displaying relevant advertisements based upon location, and consumer interests, while providing free Internet access.

MobiPromo includes marketing tools and ad delivery mediums to satisfy even the most aggressive location based marketer's endeavours.

WiFi Affiliate Marketing System offers Marketers a revolutionary 100% affiliate fraud & parasite free network

MobiPromo includes a proprietary WiFi Affiliate Marketing System that replaces the traditional affiliate website with a WiFi marketing device. Devices are typically deployed in high-footfall areas and the consumers come to you instead of paying to drive traffic to a website. Systems operate 24/7, 365 days a year. You control your campaigns, advertisements, marketing locations, devices – with or without affiliates.

The WiFi Affiliate Marketing System gives mobile marketers the ability to offer clients direct-response sales leads produced from lead forms, make product and service sales incorporating e/m-commerce, and CPM, CPC, CPA campaigns.

The MobiPromo WiFi Affiliate Marketing System has ability to display, track, record, and assign commissions for any Cost per Thousand (CPM), Cost per Click (CPC), Cost per Action (CPA), Cost per Sale (CPS) e/m-Commerce campaign, and is compatible with 99% of all shopping carts. Driving results directly to an advertiser's portal while tracking and recording which advertising, campaign, revenue partner, affiliate, location, and device produced the results, and then assigning either fixed or percentage commissions, on a device by device, location by location performance basis.

Devices, results, advertising campaign configurations, and affiliate tracking information is completely tamper proof. Empowering every revenue partner/affiliate with the potential to become a Super Affiliate without wasting a dime promoting their website.

The WiFi Affiliate Marketing System also includes a Affiliate User interface should you decide to power up your existing affiliates with the latest technology. The Affiliate Interface provides complete and detailed campaign, device, location, performance, commission, and payment reporting. The WiFi Affiliate Marketing System **payment processing system** includes affiliate payment methods by PayPal, Check, and by Wire Transfer.

Video Infomercials

Take your clients television commercial and display it to mobile with 100% attentive audiences. Provides the ability to display advertising video infomercials at configurable, strategic intervals during the consumer's free Wi-Fi session. Included Title and linked Call-To-Action areas allow immediate consumer direct-response and interactivity.

Target audiences geographically, behaviourally, competitor, User device manufacturer, device operating system, device browser type, day of week, time of day, set start and end times, and duration. Frequency cap by session, number of views, and advertisement priority.

Consumers register once and automatically connect to every location in your network

Once a consumer registers by obtaining a free access token, they can automatically access free wireless Internet from anywhere within your network regardless of the number of locations your have or where they are located, locally, on the other side of the country or even Internationally. Register once – connect anywhere!

MobiPromo Extends The Marketing Area To The Consumers Home And Office

MobiPromo has the ability to extend the proximity marketing area reach far beyond the original location and to the consumers home and office. Consumers can take advantage of all of the offers they found from the convenience of their home and office. MobiPromo includes a Web Interface that allows consumers to shop from home or office, select offers of interest, add them to the inbuilt Mobi-Wallet account interface and use their mobile phone to redeem the offers the next time they are out shopping. All communication emails and text messages to consumers are 100% configurable. Consumers also have the convenience of adding an RSS feed from your MobiPromo Network to their browser. Every time a new deal comes onto the system their browser will alert them. Keeping merchant offers in focus.

Next Generation of Mobipromo System

- DCAN (Decentralized Content and Ad Network)

Today, MobiPromo owns and operates a robust platform all over the world. The fact shows that our platform is able to provide the high quality advertising services that can satisfy numerous location owners, advertisers and consumers. However, Mobipromo will never settle for what has been achieved but we always strive for better. Mobipromo has an ambition to build a world wide decentralized content and AD system which is N times larger than the existing one. After decentralization, all the participants inside the system has an equal status and also a high motivation to take part in the system.

MobiPromo会致力于将现有的中心化广告推广网络环境转化为基于区块链的去中心化网络
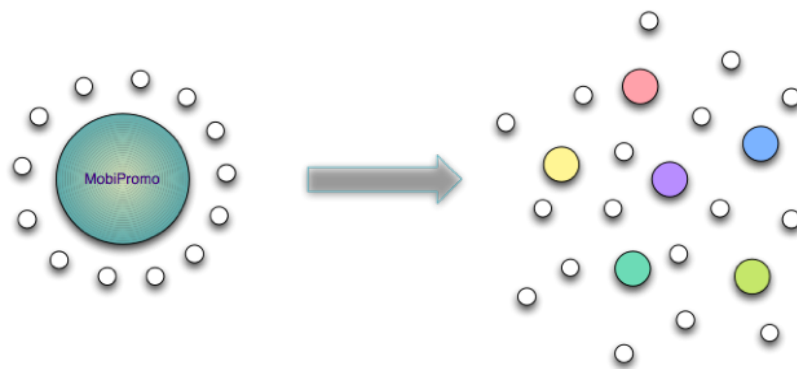
Inside this decentralized AD system, advertisers can place their advertisement through the decentralized application and also make payment. The advertisement consumption will be counted based on the actual pop up number at various locations. The blockchain technology will help ensure the mutual trust and the payment issues.

Core Issues:
1. Advertisement Effectiveness : the effects of the advertisements broadcasted at the Advertising locations are to be evaluated by advertisers themselves. And the amount to be paid for the AD also correlates with the effects of the AD. The advertisers can choose and adjust where they want to out their AD in order to have the best effects.
2. Fraudulent Behaviors : with our system, all responses towards the advertisement, such as the clicks and etc. will be recorded and accurately tracked. As such, the effects of the advertisement can be clearly shown to the advertisers and most of the fraudulent behavior happened in today's advertising environment can be effectively avoided through Mobipromo system. And the trust between the advertisers and AD locations will gradually be built up.

Mobipromo has designed a system, and Mobipromo will endeavor to construct a community to make it work.
A decentralized content and AD network will bring everyone inside the system huge benefits, including Mobipromo of course. And each participant has his own role:

MobiPromo：will build up and organize BST community to be in charge of the ecosystem maintenance. As the system developer at early stage, Mobipromo will push the BST ecosystem to be a self-organizing system. Mobipromo will eventually be one of the participants but not the centre of it.

BST：as the media with which the AD and content service is rendered and paid.

Location Owners / Business Owners：as the providers of the locations, they will be awarded with BST for providing the service nodes.

Advertisers：Advertisers will require BST to pay for the decentralized AD services. Advertisers will be able to track the effectiveness through BST. Thus can avoid the fraudulent behaviors through Mobipromo systems.
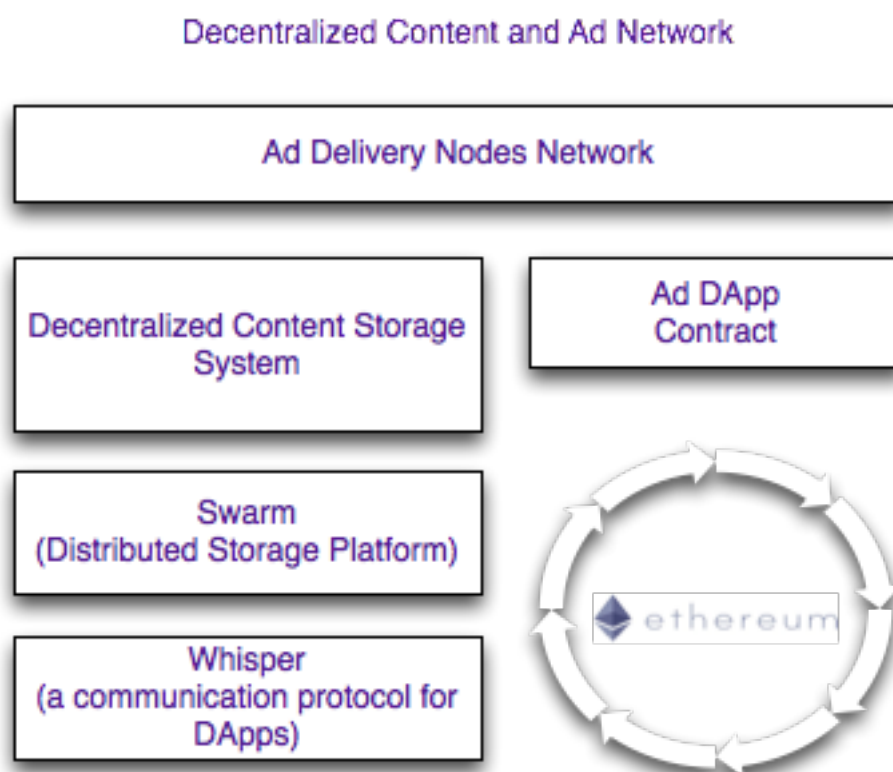
Consumers：Consumers are the recipients of the AD services. In DCAN networks, our basic design is that, through watching the AD, consumers will gain BST as the award of their attention and mentality consuming.

Blockchain Nodes：All the blockchain nodes will be benefited by mining. The benefits would highly motivate them to participate actively in this system.

STRUCTURE

In order to complete the establishment of the decentralized AD platform based on BST, there are some more delicate design required, in both technical aspects and strategical aspects. Through these designs, the decentralized platform will have three characteristics: fair, trustworthy and self forming & developing. The major elements in the design are:

1, Ethereum and the related infrastructure, including: Swarm, IPFS, Whisper. These are not all in full operation at the present time and yet, in the foreseeable future, they will become mature and usable.

2, The software that displays AD at Nodes：For a decentralized application, even we build it on the foundation of existing infrastructure, it will be a challenging task to do.

3, Advertising Nodes：when IPFS is ready and available, it will be realized through IPFS. Prior to that, we need a specialized application to do this.

4, Facilitating the tokens for exchanging and the supported smart contracts.

Decentralized Content and Ad Network

Ad Delivery Nodes Network

Decentralized Content Storage System

Ad DApp Contract

Swarm (Distributed Storage Platform)

ethereum

Whisper (a communication protocol for DApps)

APPLICATION and ROLES ANALYSIS

1, Advertisers： through the advertising management, advertisers submit the AD they want to broadcast, then they can monitor the actual views, feedback and the effects of the AD in realtime.

2, Location Owners： provide the locations for content and AD broadcast, and motivate the customers to watch the AD. And being awarded with BST for it.

3, Consumers： Consumers are the recipients of the AD and at the same time, they are the ones who trigger the value chain. Will be award with BST as well.

4, Community： provides Application development and maintenance services.

FLOW DESIGN

Autonomous Payment System

Advertisers pay tokens for AD services, and submit the required AD. The tokens once paid will automatically mean that the advertisers have entered into a smart digital contract supported by DApp.

Advertisement will be stored at Swarm network nodes and then be displayed at the locations.

When the AD is triggered at the nodes, the AD will be displayed intelligently, in order to achieve the largest effect under the decentralized environment. The solution we designed is to identify the consumers by taking note of certain identifiable characteristics with the consumers (in the case of Wi-Fi, this characteristic is MAC address) and then link up the MAC address with relevant address inside Ethereum.

Locations receives the AD list, then check on the Ethereum address that specifically identifies individual consumers. And following the nature of the particular consumer behaviors, we will display the AD that is most suitable for the particular consumer. The identification message is stored in Swarm, IPFS is an alternative solution.

When the AD is successfully displayed at the locations, there will be a record in Swarm / IPFS. And advertisers may choose to pay for the AD by two ways: buy in bulk or instant payment.

ECOSYSTEM

Each and every participant who is already inside the ecosystem, has a strong intention to maintain the operation of the ecosystem as well as to promote BST ecosystem to increase the inner value of BST. The Nodes operators are also properly compensated because they can gain a lot by mining. As such, as soon as the message passes on, the ecosystem will grow by itself, very quickly.

Therefore, based on a reasonable ground, Mobipromo strongly believes that the number of service nodes will also increase drastically and that this decentralized AD platform and the ecosystem will soon grow into a huge sized platform on which every party will be benefited abundantly.